

# Herefordshire Quality of Life Survey 2012 – Full report

Version 1.0

Herefordshire Council Research Team

November 2012

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## Your Community, Your Say

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## Executive summary

### Context

This survey is a component of the community engagement activity to support the Root and Branch Review programme. Its objective is to provide a statistically robust understanding of the views of residents within the county and to provide some insight regarding how these vary across the localities. It is based on the Place Survey conducted in 2008 with significant changes to support the needs of the Root and Branch Review programme.

The survey was a postal survey to 4,125 households in the county, stratified to reflect the three sub-localities of Hereford and the eight other localities. Fieldwork started on 21<sup>st</sup> May 2012 and at the time of the cut off for replies, 16<sup>th</sup> July, 1,346 valid responses had been received, giving a responses rate of 33%.

This full report is the third of three reports on the survey.

**The first**, the basic report now superseded by this report, presented the basic results of the survey. This included relevant results from the 2008 Place Survey, the National Indicator scores for 2012 and 2008 for the county and 2008 for England as a benchmark together with some limited analysis of the variation of views across the localities in the county.

**The second**, the locality report, provided more detailed and extensive analysis of the responses to the survey across the county localities.

**This full report** supersedes the basic report. It includes the basic results, some history of how some of those results have changed over time, National Indicator scores for Herefordshire (2008 and 2012) and England (2008) as a benchmark (see appendix 1). Most of the locality level results have been moved to the second (locality) report and more extensive analysis has been added to identify variation by factors such as the respondents' age band, the level of deprivation of the area in which they live or it's rurality, and also some basic Mosaic analysis.

### Key Findings

#### About the local area

- The top three factors most important in making somewhere a good place to live were the **level of crime, health services** and **affordable decent housing**, as was seen in 2008 and has remained virtually unchanged since 2003.
- **Road and pavement repairs** and **activities for teenagers** continue to be in the top 3 most needing improvement as they have been consistently since 2003. In 2012 **job prospects** has assumed a greater need for improvement and is now ranked second compared with 6<sup>th</sup> in 2008 and 9<sup>th</sup> in 2003.
- When considering what was most important to make an area a good place to live, uniquely to respondents living in areas in the most deprived quartile (see appendix 3 for information about deprivation quartiles), **access to nature** was not ranked in the top 10 but **parks and open spaces** and **facilities for young children** were.
- When combining priorities for most important to the area and most needing improvement, the aspects standing out are **road and pavement repairs, job prospects** and **affordable decent housing**.

- 91% of respondents were satisfied with their **local area as a place to live** up from 87% in 2008 (when Herefordshire was in the top quartile nationally) while 94% were **satisfied with their home**, significantly higher than the 84% seen nationally in England in 2008.
- While most (60%) of respondents had **contact with family, friends or neighbours** most days of the week, for one in twenty the contact is once a month or less and a similar proportion (5%) felt lonely most or all the time.

## Local Public Services

- Satisfaction with **West Mercia Police** and the **local dentist** has risen significantly since 2008 to 69% and 80% respectively. The results suggest that people who live in areas in the least deprived quartile of the county are less satisfied with **West Mercia Police** than were respondents overall.
- Overall satisfaction with **the way Herefordshire Council runs things** increased significantly from 33% in 2008 to 51% in 2012. Until this year, this indicator score had been falling consistently since 2000 and satisfaction this year is now higher than that seen in 2003 when it was 48%. The proportion who were dissatisfied in 2012 also fell significantly since 2008. The results suggest that **older people** (65+years) are more likely to be satisfied with the council than people below the age of 65, while respondents who have a **disability or long term illness** are more likely to be dissatisfied than those who do not have a disability.

## Priorities for Herefordshire Council

- A large majority of respondents (87%+) agree with 5 of the 6 identified high priorities for Herefordshire Council, while support for the sixth one, **promote self-reliance in local communities** was a little lower at 75%.
- Of the six high priorities listed, the top three were clearly identified as **creating a successful economy, improving health and social care** and **raising standards for children and young people**. It was noticeable that younger people (18 - 44 years) were more likely than older people (65+ years) to want **raising standards for children and young people** to be one of the top three priorities while older respondents rather than younger ones were more inclined to identify **an efficient and accessible Herefordshire Council** as one of the top three.

## Helping out

- 8% of respondents give over 20 hours per week of **help or support to family members or others** due to ill-health, disability or problems related to old age. This includes 4% who provide over 50 hours per week.
- **Volunteering** at least once a month through clubs and organisations has increased significantly to 34% from 29% in 2008. Respondents who live in areas in the most deprived quartile of the county are less likely to have given any unpaid help and those in the most rural parts (classified as “hamlets and isolated dwellings”, see appendix 2 for information about DEFRA’s rurality classification) more likely to have done so.

## Respect and consideration

- Over two-thirds (69%) of respondents agreed that **people from different backgrounds get on well together** in their local area, a significant fall from 76% in 2008. There is a strong suggestion that respondents from rural areas are more likely to agree than those from

“urban” areas. One in five (20%) felt that there is a very or fairly big problem with **people not treating each other with respect and consideration**, little changed from 2008.

- The proportion who felt that they had **been treated with respect and consideration by local public services** all or most of the time has increased from 75% in 2008 to 80%. There is an indication that older people (65+ years) are more likely than younger people (18 – 44 years) to feel treated with respect by public services all or most of the time.
- Compared to 2008, significantly fewer respondents (25%) now agree that **older people get the help they need to live at home** for as long as they want to, down from 33%.

## Decision making

- About 16% of respondents were a **member of one or more groups that makes decisions** that affect the local area, little changed since 2008. The proportion (27%) who felt that they can **influence local decisions** is also little changed since 2008, though there is evidence to suggest that respondents from rural areas were more likely than those in “urban” areas to feel they could influence local decisions.
- Agreement that **communities should have a say** in the running of various services ranged from 44% to 71%, with the most interest being in **road and pavement repairs, public bus services** and **health and care services**. While the desire amongst respondents for **communities to run** certain services if they wished was markedly more muted with **facilities and activities for young children** and **for youths** receiving the most support.

## Community Safety

- Compared to the Place Survey in 2008, more respondents are **feeling safe in their local area**. 74% feel safe when outside after dark, up significantly from 69% in 2008.
- The results suggest that younger respondents (18 - 44 years) were less likely to **feel safe in their local area after dark** than people in the middle age band (45 – 64 years). Similarly, those who live in areas in the most deprived quartile of the county were less likely to **feel safe after dark** than those living in less deprived areas, especially those in the second least deprived quartile. Respondents from the more rural classified areas (“villages” and “hamlets and isolated dwellings”) were significantly more likely to **feel safe locally after dark** than those who lived in “urban” areas.
- Overall, 96% of respondents **feel safe when outside in their local area during the day**, up from 92% in 2008. However, this figure breaks down to 98% who feel safe amongst those who do not have a disability or long term illness and a significantly lower, 91% who feel safe outside during the day amongst those who have a disability.
- Since 2008, there has been a fall in those experiencing a very or fairly big problem in their local area with **speeding traffic** (43% from 50%), **teenagers hanging around the streets** (23% from 28%) and **Vandalism** (16% from 20%).
- The “**Respect agenda**” score for Herefordshire (a measure of a perception of a high level of anti-social behaviour) was 12%, similar to the score in 2008 when it was well below the 20% for England and in the best quartile nationally for that year. The results show that respondents who live in areas in the most deprived quartile of the county and those who live in “urban” or “town and fringe” areas are more likely to perceive there to be a high level of anti-social behaviour in their local area than those who live in less deprived areas and more rural areas respectively.

- Around half of respondents had been **visited by an uninvited seller of goods or services** and around a third of these found it to be a very or fairly big problem. Whilst those who live in areas in the least deprived quartile of the county are more likely to have experienced an uninvited seller, those who live in areas in the most deprived quartile who have had such a caller are more likely to consider them to be a problem.
- 40% of respondents agreed that **public services are successfully dealing with crime and anti-social behaviour**, up significantly from 26% in 2008.

## Accessing Services

- Of the one in five respondents who experience a difficulty **using a Post Office**, the most common cause was getting there and back. The results suggest that respondents from areas classified as “village” or “hamlet and isolated dwellings” are more likely to indicate that they experienced difficulties.
- Around a quarter of respondents have difficulty **seeing their GP**, mostly due to issues with getting a suitable appointment. Whilst not sufficiently different to be statistically significant, the results suggest that those who live in the more deprived areas may be more likely to experience difficulties seeing a GP than those in less deprived areas.
- Of the 30% who have difficulty **seeing an NHS dentist**, the predominant cause was finding an NHS dentist with whom they could register. Those who lived in areas classified as “town and fringe” or “hamlet and isolated dwellings” were more likely to experience difficulty seeing an NHS dentist than those in “urban” areas.
- **Using Public Transport** presented difficulties to around a quarter of respondents most commonly due to lack of services at a suitable time (which includes no services at all). The proportion who had difficulty using public transport increased with the rurality of the area in which they lived.
- 83% of respondents lived in a household that had a **broadband service** and while about half found it adequate for their needs, 44% found it too slow. Of the 17% of respondents living in a household with no **broadband service**, about a quarter wanted it but either had no computer or the service was not available at all or not at an affordable price.
- The results suggest that respondents who live in the more rural areas classified as “village” or “hamlet and isolated dwellings” are more likely to have **broadband** in their household than those living in more urban areas. The data also suggests that those living in areas classified as “town and fringe” or “village” are more likely to find the **broadband** service in their household to be adequate than do those who live in the more rural “hamlet and isolated dwellings” areas.

## About you

- The majority of respondents (80%) said that their **general health** was good or very good, a little higher than 76% in 2008, though not a sufficient difference to be statistically significant.
- Around 250 comments were made in response to the invitation to add anything further. The most prevalent, about a quarter, were concerned with the **value of the survey** and the cost that could have been better spent in other ways. Another common theme was a broad range of **transport issues** such a lack of public transport, traffic problems and road safety concerns.

## Introduction

The Root and Branch Review Programme, which is part of “Rising to the Challenge” has been included within the Council’s Medium Term Financial Strategy approved by Council on 3<sup>rd</sup> February 2012. Community engagement is a key element of the programme and is required to provide an up to date understanding of the views and priorities of residents, partners and others. Doing this effectively will provide a strong foundation for decision making in the reviews that form part of the programme.

This objective of this survey, branded “Your community, your say” was to provide a statistically robust understanding of the views of residents within the county and some indication of major variation across localities. The survey will build upon previous surveys, most recently the Place Survey in 2008, to provide an indication of how views have changed over recent years. It will be complemented by a series of qualitative events across the county which will provide more detail and a greater depth of understanding.

The survey design and the questionnaire are based on the Place Survey, a national household survey conducted in 2008 by all local authorities in England and administered by the Audit Commission on behalf of the Department for Communities and Local Government. In turn, the Place Survey was a development of a series of Best Value General surveys which were conducted at three year intervals between 2000 and 2006 and were augmented in Herefordshire by further Quality of Life surveys. These surveys provide a comprehensive longitudinal dataset.

This report supersedes the first basic report on the survey and presents the full results and analysis of the survey other than the analysis of results by locality which are in a separate report called the Locality report.

## Methodology

The survey was conducted by Herefordshire Council Research Team starting in late May 2012 and followed the guidance issued by the Audit Commission for the 2008 Place Survey and used posted, self-completion questionnaires.

### The sample design

In addition to determining the views of residents in the county as a whole, it was also an objective of the survey to be able to identify any major variations of residents' views between localities and for this reason the sample was stratified. This was achieved by sending questionnaires to an equal number of households in each of the areas or strata, regardless of size. The strata were chosen as Hereford North, Hereford Rural and Hereford South sub-localities and the remaining 8 localities (for brevity these are referred to as localities in this report) making a total of 11 strata. Since the number of households in each locality varies considerably, it is necessary to apply weighting (see below) to the results in order to properly reflect the views of the county as a whole.

The sample was derived from a list of all residential properties in the county extracted from the Local Land and Property Gazetteer (LLPG) which was then divided into the 11 strata. The sample size for each stratum was chosen to be 375 which was judged to be an appropriate balance between cost and achieving sufficient responses to give adequate confidence in the results. This number of households was selected randomly using a systematic process for each of the 11 areas, giving a total of 4,125 households or about 5% of the county total.

Letters containing a cover letter from the Chief Executive, a questionnaire (see appendix 5) and a reply paid envelope were posted on 21<sup>st</sup> May 2012. The questionnaire requested that it be completed by any person aged 18 or over living in the household and by the closing date of 9<sup>th</sup> July.

The questionnaires had serial numbers firstly to enable the location of the household to be identified for subsequent analysis and secondly to enable those not yet returned to be identified.

On 20<sup>th</sup> June, by which time 916 responses (22%) had been received, reminders were sent to those households who had not yet replied, inviting them to do so.

A total of 1,346 valid responses (33% of those posted) had been received by the cut-off date of 16<sup>th</sup> July 2012. See the beginning of the Results section for more details of the sampling and response by locality.

### Weighting

Weighting is a statistical process used to refine the results of a survey to better reflect the views of the population being measured by compensating for factors in the design and response obtained. The methodology described and used by the Audit Commission for the 2008 Place survey has been used for this survey and applied to all the results shown in this report, except where otherwise stated.

For this survey there were two elements to the weighting.

Firstly to compensate for over- and under-representation of particular demographic groups, such as the respondents age, gender and household size. It can be seen for example, that young males are less likely to respond than older females, so the survey results contain a larger proportion of older females than the population as a whole and a similarly a smaller proportion of young males. To compensate for this, each response from a young male is given a calculated

extra weighting and those from an older female, a reduced weighting. Since the questionnaire sampling process is based on households (from the LLPG) and not residents and just one resident is asked to reply from a household, then those people who live in a household with 2 or more adults are not represented as fully as those who live on their own. The weighting scheme applied also adjusts for this factor.

The weighting scheme defined for the 2008 Place Survey and subsequent revisions has been applied to this survey. It has used data primarily from the 2011 census to provide the age-gender population estimates for Herefordshire and the household size figures provided by the respondent. A process of “hot-decking” was utilised to impute missing biometric data for the purposes of calculating weights only. There were too few responses from people whose ethnicity was other than White British/English/Welsh/Scottish/Northern Irish (29) to include ethnicity as a component of weighting as per the guidance for this circumstance. Any response weight in excess of 5, was capped to 5 and the weights rescaled, as recommended by the Statistical Review of the Place Survey.<sup>1</sup>

The second purpose of applying weighting to this survey was to adjust for the stratification. The same number of questionnaires was posted to each locality or strata, though the number of households in each varied considerably. For example from the LLPG, there were 3,471 households in Weobley Locality and 16,913 in the sub-locality of Hereford North. Therefore when considering the views of the county as a whole, a response from a household in Hereford North is “representing” more households than does one from Weobley locality. To adjust for this it is necessary to weight the response from each household in Hereford North higher than that from Weobley locality in proportion to the number of households in each stratum. It should be noted, that due to the large variation in households and lower response rate from some of the more populous localities, these weights factors could be quite large.

Multiplying (and rescaling) the weights for these two purposes provides a gross weight for every response which is applied when calculating results for the county as a whole.

When considering the results for individual localities, the stratification weighting component is not required and not used.

The 2008 Place Survey was not stratified and therefore no stratification weighting applied. However, the results for the Place Survey have been weighted for age, gender and household size by the same methodology as described here.

## Confidence Intervals

When estimating the views of the adults living in Herefordshire based on the responses from a sample of the population, there is a margin of error or uncertainty in the result. This, in turn, can be estimated and depends on factors such as how many people answered the question, how many selected the particular option and how many people there are in the population for which we are estimating the result. Furthermore, as recommended by the Statistical Review of the Place Survey referenced above, the confidence interval should be inflated to take into account the effect of weighting and the effective sample size. For this survey, the factor is 1.568 when applying the full, gross weighting and 1.333 when the stratification weighting is not required. The figure for the 2008 Place survey was 1.218.

For this survey, the worst case, inflated 95% confidence interval when estimating the views of Herefordshire’s adult population is +/- 4.2% which occurs when 50% of respondents have selected a particular option. This means that if 50% of respondents have a particular view, then

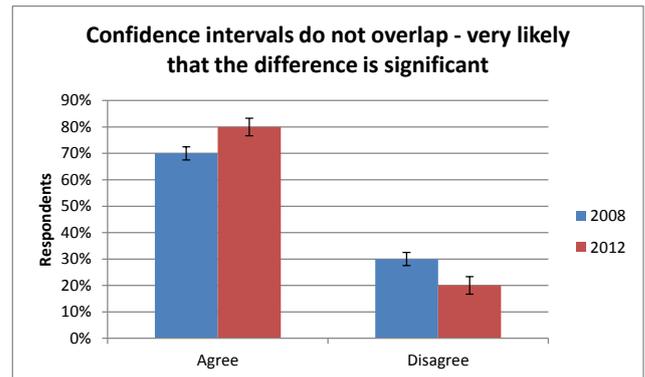
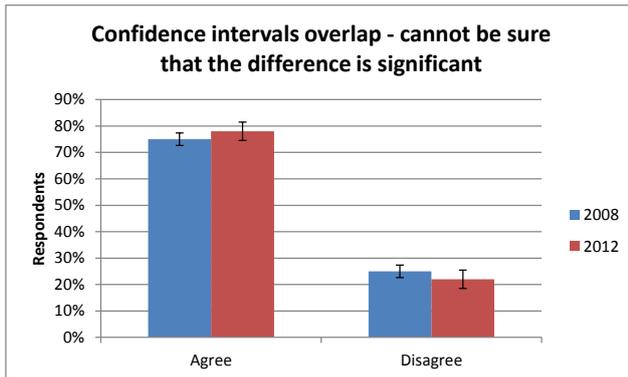
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<sup>1</sup> Published by Department for Communities and Local Government, Feb 2010, ISBN: 978-1-4098-2232-5. See [www.communities.gov.uk](http://www.communities.gov.uk)

there is a 95% probability that the true figure for the adult population of Herefordshire lies in the range 50% +/- 4.2% i.e. between 45.8% and 54.2%.

This report includes charts similar to the ones below which show the results for a particular question and compare it with the 2008 survey. The error bars on each column show the confidence interval associated with each result. If the bars overlap as shown in the left hand chart, then it is not certain that the difference between 2008 and 2012 is a significant difference but may simply be due to uncertainties of the survey results.

The right hand chart however shows a larger difference between the agreement in 2008 and 2012 and in this case the error bars do not overlap, so the difference is likely to reflect a real change of views between the two surveys.



This mechanism provides a useful pictorial view of the uncertainty surrounding each of two or more independent results. However, a different, more accurate and less conservative statistical technique can be applied to test if the difference between two results is significant. This is the confidence interval of the difference between two results (inflated by the mean of the two independent confidence interval inflation factors). This is hard to show visually, but is used to test differences of results where the error bars only just overlap and is used to inform the narrative in the report.

## Important notes about report contents

### Appendices

A number of supporting appendices have been included in this report. **Appendix 1** provides a summary of the National Indicators measured by this survey. The results are included in the relevant part of this report, but are collated in the appendix and include the scores for 2008 for Herefordshire and for England together with Herefordshire's National ranking by quartile in 2008.

**Appendix 2** provides a description of the DEFRA urban / rural classification which is used to investigate if respondents' views for a number of questions vary significantly according to the rurality of the area in which they live.

**Appendix 3** describes how the results of the 2010 Index of Multiple Deprivation (IMD) are used with a number of the questions, to determine if the survey shows any variation of views with the level (quartile) of deprivation of the area in which the respondents live.

**Appendix 4** provides some background and reference to full details of the national quarterly telephone poll conducted by the Local Government Association.

**Appendix 5** provides a little background of the Mosaic customer insight tool and how it has been used with the results of a few questions included in the survey.

The questionnaire is included in **Appendix 6**.

### **Weighting**

Except where otherwise stated, all results shown in this report have been weighted. For county wide results (the majority of the report) this is based on the full, gross weighting. For the results by locality, the weighting is based on age, gender and number in household only and excludes the stratification component.

### **Presentation of percentages**

In this report all percentages have been presented rounded to the nearest integer, though calculations use the full precision available. This can lead to apparent anomalies in the text. For example, a table may show “strongly satisfied” 12% and “fairly satisfied” 55% when the calculations give 12.4% and 55.4% respectively. In this case the narrative would state 68% “satisfied” (12.4% + 55.4% = 67.8% which rounds to 68%). In these cases where a difference is apparent, the figure in the narrative is always the more accurate and should be used.

### **Base for calculation of percentages**

In general, the base used to calculate the percentage of respondents selecting an option, is the number of respondents who answered the question less those who answered “Don’t know”, “No opinion” or similar if these options are offered. There are exceptions, as noted in the text when they occur. These may be because for a particular question it is thought it may be instructive to identify the proportion who “Don’t know”, for example. In other cases this may be done to provide consistency with National Indicators or results from elsewhere.

### **Asterisk in tables of results**

A percentage of less than 0.5% will be rounded to 0%. To distinguish between a small but non zero result, these are presented as \*%. A 0% therefore means exactly zero respondents.

### **2008 Place Survey results**

Where applicable, the corresponding results from the 2008 Place survey are included in this report for comparison. However, sections of the 2008 survey have not been asked in 2012 and there are several new questions and indeed sections added this year to reflect the current objectives of the survey (for example Section 3 – priorities for Herefordshire Council).

### **Benchmarking data**

Where appropriate benchmarking data has been included in this report. This includes the 2008 Place Survey results for England and the county’s national ranking by quartile in 2008. Note that more recent national benchmarking data is not currently available.

In addition, whilst not directly comparable, the results of a Local Government Association quarterly national telephone poll conducted in September 2012 are included for reference for the five questions which are common to both surveys. For more details of this poll see appendix 4.

## Results

### Sampling and Response

#### Herefordshire

A total of 4,125 questionnaires were posted to households across the county on 21<sup>st</sup> May 2012 and a reminder letter to those who had not yet responded on 20<sup>th</sup> June with a survey closing date given as 9<sup>th</sup> July.

At the cut off on 16<sup>th</sup> July, 1,346 valid responses had been received, giving an overall response rate of 33%. This was somewhat lower than the rate for the 2008 Place Survey which was 46%.

#### Locality / sub-locality

The tables below show how the sample was stratified and the county divided into the sub-localities of Hereford and the remaining 8 localities and the response rate and stratification weighting for each strata.

#### Sampling

Sampling				
Locality name	addresses in LLPG	Sample size	Proportion of addresses sampled	Strata (locality) weight
Bromyard	4,916	375	7.6%	0.66
Golden Valley	6,440	375	5.8%	0.87
Hereford North	16,913	375	2.2%	2.29
Hereford Rural	7,597	375	4.9%	1.03
Hereford South	9,671	375	3.9%	1.31
Kington	3,706	375	10.1%	0.50
Ledbury	8,515	375	4.4%	1.15
Leominster	7,586	375	4.9%	1.03
Mortimer	3,787	375	9.9%	0.51
Ross on Wye	11,106	375	3.4%	1.50
Weobley	3,471	375	10.8%	0.47
Herefordshire	83,708	4,125	4.9%	

A sample size of 375 was chosen for each locality (sub locality in the case of Hereford). This number was selected as a compromise which would provide sufficient responses to give an acceptable confidence interval for the results whilst containing the cost of conducting the survey.

As the table shows, for the area with the most households, Hereford North, this represented 2.2% of households. At the other extreme, this was equivalent to 10.8% of the households in the locality of Weobley.

The weighting to adjust for the stratification alone (and not other factors) ranged from a multiplier of 2.29 for Hereford North down to 0.47 for Weobley locality.

## Responses

Response – unweighted and fully weighted					
Locality name	Unweighted			Fully weighted (Stratification & age, gender, number in h/h)	
	No of responses	Proportion of total responses	Locality response rate	No of responses	Proportion of total responses
Bromyard	114	8%	30%	66	5%
Golden Valley	130	10%	35%	119	9%
Hereford North	98	7%	26%	282	21%
Hereford Rural	124	9%	33%	114	8%
Hereford South	91	7%	24%	114	8%
Kington	111	8%	30%	43	3%
Ledbury	138	10%	37%	163	12%
Leominster	124	9%	33%	128	10%
Mortimer	132	10%	35%	66	5%
Ross on Wye	131	10%	35%	174	13%
Weobley	137	10%	37%	65	5%
Unknown <sup>2</sup>	16	1%		11	1%
Herefordshire	1,346		33%	1,346	

The response rate varied considerably across the localities with the lower rates tending to be from the more populous and urban areas of Hereford North and Hereford South sub localities.

Note that the weighted distribution of responses has had full gross weighting applied, i.e. both stratification and adjustment to match the age, gender profile of the county and number of adults in the household.

As can be seen from the table, (and would be expected due to the stratification) the effect of the weighting is quite considerable. In particular, for Hereford North there is a compounding of relatively high stratification weight and age, gender, household count weight, leading to a large difference of the weighted and unweighted response counts.

One consequence of these weights is the relatively large confidence interval inflation factor (1.568) that has been applied to the confidence intervals shown in the following charts. (See section on confidence intervals for more information).

<sup>2</sup> 16 respondents removed or defaced the serial number before returning their questionnaire, consequently it cannot be determined which locality they were from.

## Section 1: About your local area

### Aspects most important and most needing improvement

Q1: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

Q2: And thinking about your local area, which of the things below, if any, do you think most need improving?

For each of these questions, respondents were asked to select up to 5 options from a list of 22 aspects which might contribute to their quality of life. The results in the table below show the proportion of respondents who selected each option.

Rank	In order of most important	Q1 - Most important	Q2 - Most needs improving
1	The level of crime	47%	11%
2	Health services	44%	13%
3	Affordable decent housing	39%	30%
4	Clean streets	31%	16%
5	Education provision	30%	5%
6	Job prospects	29%	40%
7	Access to nature	28%	3%
8	Public transport	26%	26%
9	Refuse collection and disposal	24%	7%
10	Road and pavement repairs	23%	61%
11	Parks and open spaces	20%	7%
12	Shopping facilities	19%	20%
13	Wage levels and local cost of living	19%	27%
14	The level of traffic congestion	18%	30%
15	Activities for teenagers	16%	33%
16	Facilities for young children	15%	17%
17	Community activities	12%	14%
18	Sports and leisure facilities	10%	12%
19	Cultural facilities (e.g. libraries, museums)	9%	8%
20	Help for people with disabilities	8%	11%
21	The level of pollution	7%	3%
22	Other	6%	6%
23	Race relations	2%	3%
24	Don't know	1%	1%
25	None of these	*%	*%
Base		1,207	1,207

In terms of the aspects viewed as most important by most respondents, the top three stand out clearly. The **level of crime** has been identified by the largest proportion of people (47%) as within the top five most important, followed by **health services** (44%) and **affordable decent housing** (39%).

This is followed by another group of highly ranked aspects, **clean streets** (31%), **education provision** (30%), **job prospects** (29%) and **access to nature** (28%).

Most of the 78 respondents who provided a comment response to the **other** important item in making somewhere a good place to live either provided comments that related to one of the factors listed or indicated that they were happy without providing any other suggestions (53 responses in all). These comments covered a wide variety of the listed options, but included, for example, 7 responses that related to

community activities, including keeping the local pub and places of worship, and 6 responses relating to levels of crime, including issues such as speeding and lack of police presence. Of those comments that genuinely concerned 'other' factors, car parking (6 responses), better neighbours (5) and improved utilities (e.g. access to mains sewerage, better broadband) (5) featured most prominently.

Rank	In order of most needs improving	Q1 - Most important	Q2 - Most needs improving
1	Road and pavement repairs	23%	61%
2	Job prospects	29%	40%
3	Activities for teenagers	16%	33%
4	Affordable decent housing	39%	30%
5	The level of traffic congestion	18%	30%
6	Wage levels and local cost of living	19%	27%
7	Public transport	26%	26%
8	Shopping facilities	19%	20%
9	Facilities for young children	15%	17%
10	Clean streets	31%	16%
11	Community activities	12%	14%
12	Health services	44%	13%
13	Sports and leisure facilities	10%	12%
14	Help for people with disabilities	8%	11%
15	The level of crime	47%	11%
16	Cultural facilities (e.g. libraries, museums)	9%	8%
17	Refuse collection and disposal	24%	7%
18	Parks and open spaces	20%	7%
19	Other	6%	6%
20	Education provision	30%	5%
21	The level of pollution	7%	3%
22	Access to nature	28%	3%
23	Race relations	2%	3%
24	Don't know	1%	1%
25	None of these	*%	*%
Base		1,207	1,207

When considering those things most needing improvement, **road and pavement repairs** stand out at the top of the list with 61% of respondents who feel these are in the top 5.

**Job prospects** has been identified as the second highest ranked in terms of needing improvement (40%). This is followed by **activities for teenagers, affordable decent housing, traffic congestion, wage levels and the local cost of living, and public transport** which have been identified by between 33% and 26% of respondents as being in the top 5 most needing improvement.

There were 89 comment responses to the question asking about **other** items which most need improving.

Again most either provided comments that related to one of the factors listed or indicated that they were happy without providing any other suggestions (48 responses in all). These comments covered a wide variety of the listed options, but the most prominent were

comments relating to levels of crime, including speeding offences and lack of police presence (10 comments) and comments relating to road and footpath maintenance, including ditches and verges (10 comments). Of those comments that genuinely concerned 'other' factors, car parking (9 comments) and road safety improvements (9 comments) featured most prominently.

### Most important and most needing improvement

To help identify which aspects residents feel are the priorities, the following chart combines the results of these two questions to show the ranking of importance and in need of improvement together.

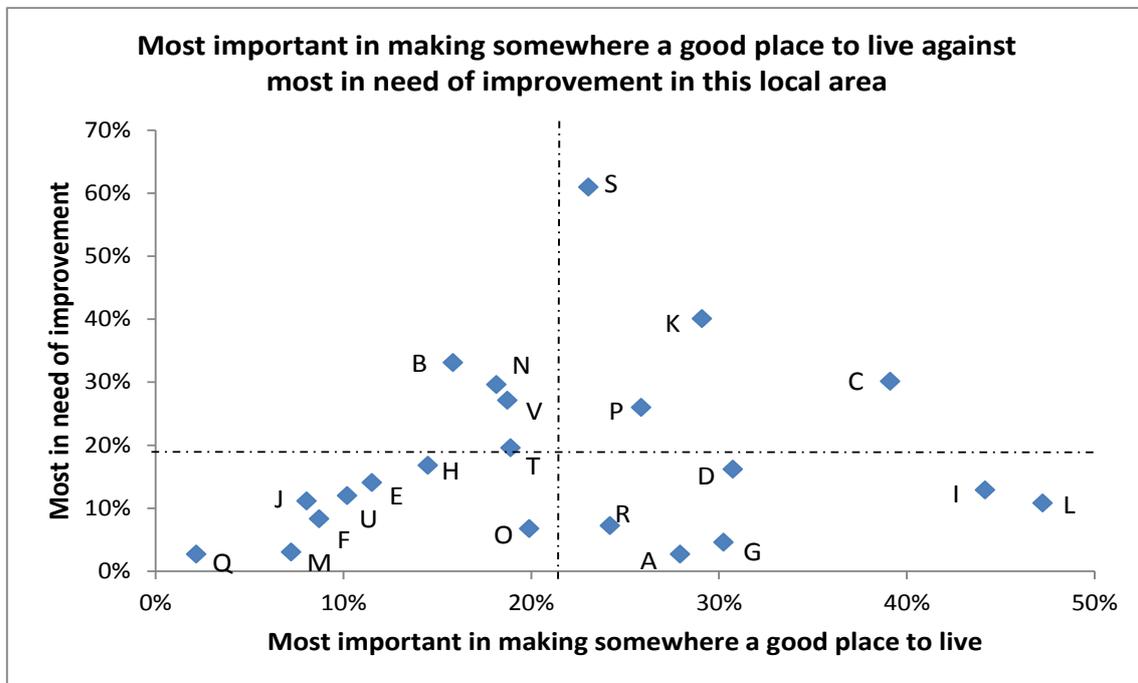
The further to the right of the chart an aspect appears, the higher it has been ranked in terms of **most important in making somewhere a good place to live**. The vertical dotted line is the mean score for all 22 aspects in terms of importance.

The higher an aspect is ranked in terms of **most needs improving in the local area**, the higher it appears in the chart. The horizontal dotted line is the mean score for all 22 aspects in terms of needing improvement.

Those which are in the top right hand corner of the chart, therefore represent those which are ranked highly in terms of both, importance to make the area a good place to live and most in need of improvement.

This indicates that the following are viewed as both highly important and most in need of improvement:

- **C: Affordable, decent housing.** Third highest in terms of importance and fourth in terms of most needs improving.
- **K: Job prospects.** Ranked sixth highest in importance and second for most needs improving.
- **S: Road and pavement repairs.** Tenth place for ranking of importance and ranked top for needing improvement.
- **P: Public Transport.** This ranks eighth for importance and seventh for most needing improvement.



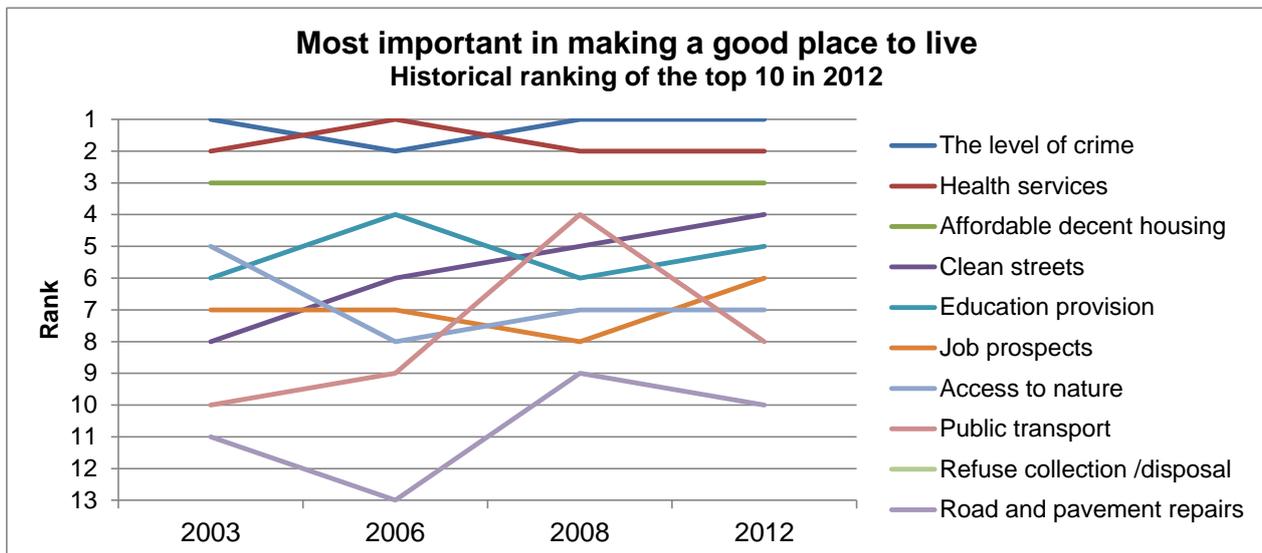
Key:			
A	Access to nature	L	The level of crime
B	Activities for teenagers	M	The level of pollution
C	Affordable decent housing	N	The level of traffic congestion
D	Clean streets	O	Parks and open spaces
E	Community activities	P	Public transport
F	Cultural facilities (e.g. libraries, museums)	Q	Race relations
G	Education provision	R	Refuse collection and disposal
H	Facilities for young children	S	Road and pavement repairs
I	Health services	T	Shopping facilities
J	Help for people with disabilities	U	Sports and leisure facilities
K	Job prospects	V	Wage levels and local cost of living

## Variation of views on aspects of importance and needing improvement over time

The tables below show how views have changed since the early Best Value Performance Indicator (BVPI) surveys in 2003. The list shows the 10 highest ranking aspects from each survey. It should be noted that two new aspects were added to the list in 2012, **refuse collection and disposal** and **help for people with disabilities**.

### Most important in making somewhere a good place to live

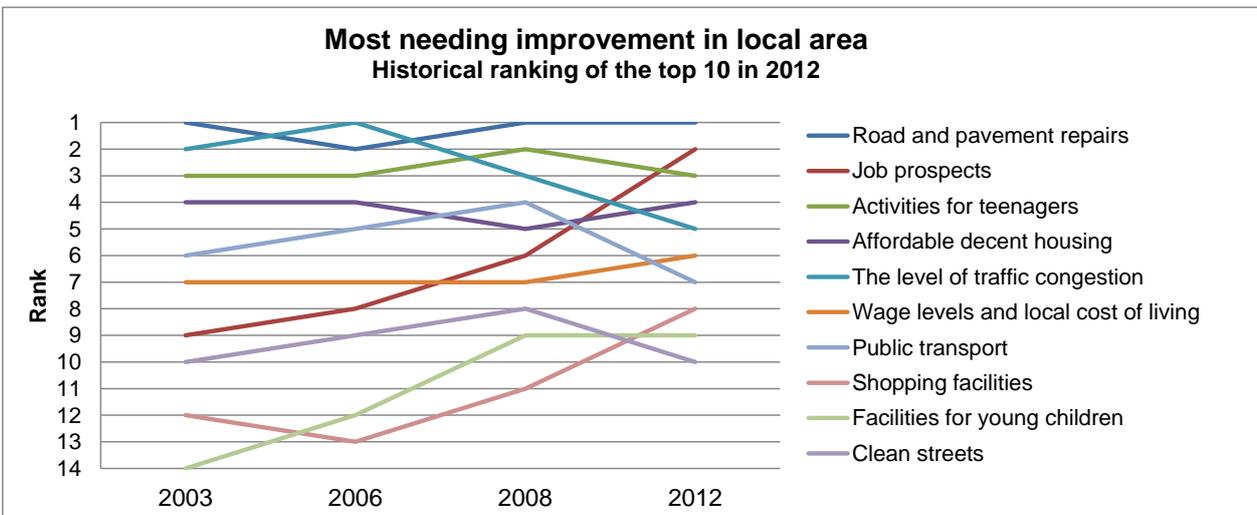
Q1: Ranking of aspects most important in making somewhere a good place to live				
Rank	2003	2006	2008	2012
1	The level of crime	Health services	The level of crime	The level of crime
2	Health services	The level of crime	Health services	Health services
3	Affordable decent housing	Affordable decent housing	Affordable decent housing	Affordable decent housing
4	The level of traffic congestion	Education provision	Public transport	Clean streets
5	Access to nature	The level of traffic congestion	Clean streets	Education provision
6	Education provision	Clean streets	Education provision	Job prospects
7	Job prospects	Job prospects	Access to nature	Access to nature
8	Clean streets	Access to nature	Job prospects	Public transport
9	Shopping facilities	Public transport	Road and pavement repairs	Refuse collection and disposal
10	Public transport	Shopping facilities	Shopping facilities	Road and pavement repairs
Base	1,367	1,931	1,688	1,207



- As the table and chart show, since 2003 there has been virtually no change in the top three most highly ranked aspects which are considered important in making somewhere a good place to live.
- Whilst the ranking of the importance of **public transport** has fluctuated over this period, **clean streets** has steadily moved up the rankings from 8<sup>th</sup> in 2003 to 4<sup>th</sup> in 2012 and **job prospects** has moved up from 8<sup>th</sup> place in 2008 to 6<sup>th</sup> in 2012.

**Most needs improving in local area**

Q2: Ranking of aspects most needing improvement in the local area				
Rank	2003	2006	2008	2012
1	Road and pavement repairs	The level of traffic congestion	Road and pavement repairs	Road and pavement repairs
2	The level of traffic congestion	Road and pavement repairs	Activities for teenagers	Job prospects
3	Activities for teenagers	Activities for teenagers	The level of traffic congestion	Activities for teenagers
4	Affordable decent housing	Affordable decent housing	Public transport	Affordable decent housing
5	The level of crime	Public transport	Affordable decent housing	The level of traffic congestion
6	Public transport	The level of crime	Job prospects	Wage levels and local cost of living
7	Wage levels and local cost of living	Wage levels and local cost of living	Wage levels and local cost of living	Public transport
8	Health services	Job prospects	Clean streets	Shopping facilities
9	Job prospects	Clean streets	Facilities for young children	Facilities for young children
10	Clean streets	Health services	The level of crime	Clean streets
Base	1,342	1,957	1,698	1,207



- Since 2003, **road and pavement** repairs have been consistently ranked at the top of the list of most needs improving, dropping only to second place in 2006.
- **Job prospects** have assumed a steadily increasing need for improvement according to the respondents, rising from 9<sup>th</sup> place in 2003 to 2<sup>nd</sup> in 2012.
- Whilst the ranking of the need to improve the **level of traffic congestion** has fallen from the top of the list in 2006 to 5<sup>th</sup> in 2012, improving shopping facilities has risen from 13<sup>th</sup> to 8<sup>th</sup> position over the same time.
- **Public transport**, which had seen an increase in the perception that it needed improvement between 2003 (6<sup>th</sup>) to 2008 (4<sup>th</sup>) has fallen back to 7<sup>th</sup> place in 2012.

## Variation of views on aspects of importance and needing improvement with levels of deprivation

Views on what is important in making somewhere a good place to live or what most needs improving can be analysed according to the level of deprivation for the respondents' area as indicated by the Index of Multiple Deprivation (IMD) 2010 – see appendix 3 for more details of the IMD.

The tables below show, for Herefordshire overall and each IMD quartile, the top ten highest ranked aspects. It is important to exercise caution when interpreting these results. Whereas the survey provides reliable evidence to indicate which aspects tend to be of more or less importance to those in each IMD quartile, the accuracy is generally not sufficient to be confident of the precise rank order.

### Q1: Most important in making a good place to live

The table below shows the top ten highest ranking aspects to make somewhere a good place to live for each IMD quartile.

Q1: Top 10 most important aspects in making somewhere a good place to live					
Rank	Herefordshire	IMD deprivation quartile – see appendix 3			
		IMD quartile 1 Most deprived	IMD quartile 2	IMD quartile 3	IMD quartile 4 Least deprived
1	The level of crime	The level of crime	The level of crime	The level of crime	Health services
2	Health services	Affordable decent housing	Health services	Health services	The level of crime
3	Affordable decent housing	Clean streets	Affordable decent housing	Affordable decent housing	Clean streets
4	Clean streets	Health services	Job prospects	Education provision	Affordable decent housing
5	Education provision	Job prospects	Access to nature	Job prospects	Access to nature
6	Job prospects	Education provision	Public transport	Access to nature	Education provision
7	Access to nature	Parks and open spaces	Education provision	Refuse collection and disposal	Public transport
8	Public transport	Facilities for young children	Road and pavement repairs	Clean streets	Refuse collection and disposal
9	Refuse collection and disposal	Wage levels and local cost of living	Clean streets	Road and pavement repairs	Shopping facilities
10	Road and pavement repairs	Refuse collection and disposal	The level of traffic congestion	Public transport	Job prospects

- Whilst there was consistency that the **level of crime**, **affordable decent housing** and **health services**, were amongst the top four most important for all deprivation quartiles, there was some variation about other aspects.
- **Clean streets** assumed greater importance amongst the most and least deprived groups, but less importance amongst the second and third quartiles.
- Unique to the most deprived quartile, **access to nature** did not appear in the top ten most important but **parks and open spaces** and **facilities for young children** did.
- **Job prospects** was seen as of lower importance to the least deprived group than it did to Herefordshire as a whole.

**Q2: Most needing improvement in the local area**

The table below shows the top ten highest ranking aspects most needing improvement in the local area for each IMD quartile.

Q2: Top 10 most needing improvement in the local area					
Rank	Herefordshire	IMD deprivation quartile – see appendix 3			
		IMD quartile 1 Most deprived	IMD quartile 2	IMD quartile 3	IMD quartile 4 Least deprived
1	Road and pavement repairs	Road and pavement repairs	Road and pavement repairs	Road and pavement repairs	Road and pavement repairs
2	Job prospects	Job prospects	Public transport	Job prospects	Job prospects
3	Activities for teenagers	Activities for teenagers	Job prospects	Activities for teenagers	The level of traffic congestion
4	Affordable decent housing	Wage levels and local cost of living	Affordable decent housing	The level of traffic congestion	Activities for teenagers
5	The level of traffic congestion	Affordable decent housing	Activities for teenagers	Wage levels and local cost of living	Affordable decent housing
6	Wage levels and local cost of living	The level of traffic congestion	Wage levels and local cost of living	Affordable decent housing	Shopping facilities
7	Public transport	Clean streets	Facilities for young children	Public transport	Public transport
8	Shopping facilities	Facilities for young children	The level of traffic congestion	Shopping facilities	Wage levels and local cost of living
9	Facilities for young children	Help for people with disabilities	Shopping facilities	Facilities for young children	Clean streets
10	Clean streets	Community activities	Community activities	Community activities	Sports and leisure facilities

- There was general consistency across the four deprivation quartiles that the aspects most in need of improvement include **road and pavement repairs**, **job prospects** and **activities for teenagers**.
- **Clean streets** have been identified more strongly in need of improvement by respondents in the most and least deprived areas, than those in the second and third quartiles.
- **Public transport** was ranked more highly in need of improvement by respondents from the second most deprived group, than by those in less deprived areas and also by those in the most deprived areas where it was ranked outside the top 10.

## Variation of views on aspects of importance and needing improvement with rurality

Views on what is important in making somewhere a good place to live or what most needs improving can be analysed according to the rurality of the respondents' area as indicated by the DEFRA classification - see appendix 2 for more details of the classification scheme.

The tables below show, for Herefordshire overall and for areas in each of the four DEFRA rurality classifications, the top ten highest ranked aspects. It is important to exercise caution when interpreting these results. Whereas the survey provides reliable evidence to indicate which aspects tend to be of more or less importance to those in each of the four urban / rural classified areas, the accuracy is generally not sufficient to be confident of the precise rank order.

### Q1: Most important in making a good place to live

The table below shows the top ten highest ranking aspects to make somewhere a good place to live for areas of each classification of rurality.

Q1: Top 10 most important aspects in making somewhere a good place to live					
Rank	Herefordshire	DEFRA rurality classification – see appendix 2			
		Urban	Rural Town and fringe	Rural Village	Rural - Hamlet & isolated dwellings
1	The level of crime	The level of crime	The level of crime	The level of crime	Health services
2	Health services	Health services	Affordable decent housing	Health services	The level of crime
3	Affordable decent housing	Clean streets	Health services	Affordable decent housing	Education provision
4	Clean streets	Affordable decent housing	Public transport	Public transport	Access to nature
5	Education provision	Job prospects	Clean streets	Access to nature	Affordable decent housing
6	Job prospects	Education provision	Parks and open spaces	Refuse collection and disposal	Public transport
7	Access to nature	Road and pavement repairs	Job prospects	Education provision	Refuse collection and disposal
8	Public transport	Shopping facilities	Education provision	Clean streets	Road and pavement repairs
9	Refuse collection and disposal	The level of traffic congestion	Wage levels and local cost of living	Job prospects	Job prospects
10	Road and pavement repairs	Parks and open spaces	Shopping facilities	Road and pavement repairs	Parks and open spaces

- The **level of crime**, **health services** and **affordable decent housing** were consistently seen as amongst the most important to make an area a good place to live by respondents from all four of the four rural/urban classified areas.
- **Job prospects**, **clean streets** and **parks and open spaces** were seen as more important from respondents in “urban” and “town and fringe” areas than those in the more rural areas.
- **Education provision** and **access to nature** were seen as more important by those from the most rural areas comprising “hamlets and isolated dwellings”.
- The importance of **public transport** was considered much less in urban than rural areas.

**Q2: Most needing improvement in the local area**

The table below shows the top ten highest ranking aspects most needing improvement in the local area for areas of each classification of rurality.

Q2: Top 10 most needing improvement in the local area					
Rank	Herefordshire	DEFRA rurality classification – see appendix 2			
		Urban	Rural Town and fringe	Rural Village	Rural - Hamlet & isolated dwellings
1	Road and pavement repairs	Road and pavement repairs	Road and pavement repairs	Road and pavement repairs	Road and pavement repairs
2	Job prospects	Job prospects	Activities for teenagers	Public transport	Public transport
3	Activities for teenagers	The level of traffic congestion	Job prospects	Job prospects	Affordable decent housing
4	Affordable decent housing	Activities for teenagers	Wage levels and local cost of living	Activities for teenagers	Job prospects
5	The level of traffic congestion	Wage levels and local cost of living	Affordable decent housing	Affordable decent housing	Wage levels and local cost of living
6	Wage levels and local cost of living	Affordable decent housing	Shopping facilities	Wage levels and local cost of living	Activities for teenagers
7	Public transport	Clean streets	The level of crime	Shopping facilities	Facilities for young children
8	Shopping facilities	Shopping facilities	The level of traffic congestion	The level of traffic congestion	Community activities
9	Facilities for young children	Facilities for young children	Clean streets	Sports and leisure facilities	Health services
10	Clean streets	Community activities	Sports and leisure facilities	Facilities for young children	Shopping facilities

- There was general agreement across the four classifications of rurality that **road and pavement repairs**, **job prospects** and to a lesser extent, **activities for teenagers** were amongst the most pressing aspects needing improvement.
- **Traffic congestion** was ranked highly in urban areas but progressively lower with increasing rurality.
- **Public transport** was highly ranked in the rural – “village” and “hamlet and isolated dwellings” areas but outside the top ten in “town and fringe” and “urban” areas.
- **Clean streets** ranked in the top ten for “urban” and the rural “town and fringe” areas only.
- **The level of crime** appeared in the top ten most needing improvement only in the rural – “town and fringe” areas.

## Satisfaction with the local area as a place to live

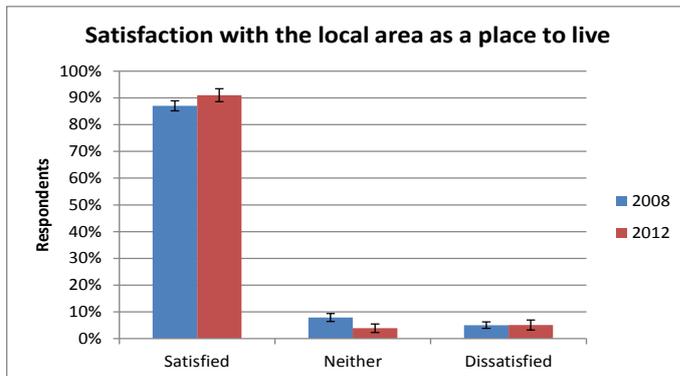
Q3: Overall, how satisfied or dissatisfied are you with your local area as a place to live?

Q3: Satisfaction with local area as a place to live (NI 5)		
	2008	2012
Very satisfied	34%	35%
Fairly satisfied	53%	56%
Neither	8%	4%
Fairly dissatisfied	4%	4%
Very dissatisfied	1%	1%
Base	1,883	1,335

91% of the respondents to this question were satisfied (= Very satisfied + Fairly satisfied) with their local area as a place to live. This was an increase from 2008 when the score for Herefordshire was 87% and is significantly higher than the score for England in 2008 which was 80% and placed Herefordshire in the best quartile nationally in 2008.

The level of dissatisfaction remains around 5%.

Whilst not directly comparable, the result of 91% satisfied for Herefordshire in 2012 is higher than the 84% seen in the Local Government Association national telephone poll in September 2012 (see appendix 4 for more information).



**National Indicator<sup>3</sup>, NI 5** reflects satisfaction with the local area as a place to live. The score for 2012 is 91%, compared to 87% in 2008.

Satisfaction with the local area as a place to live did not appear to vary significantly with a range of factors such as the respondent's age band, the local level of deprivation or rurality.

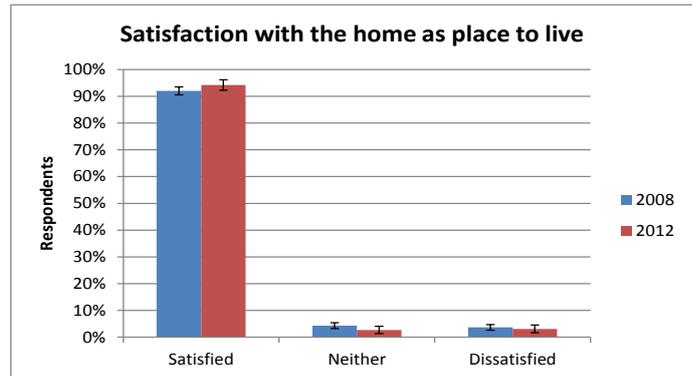
<sup>3</sup> See appendix 1 for full list of National Indicators measured by this survey, including the scores for Herefordshire and England in 2008.

## Satisfaction with the home as a place to live

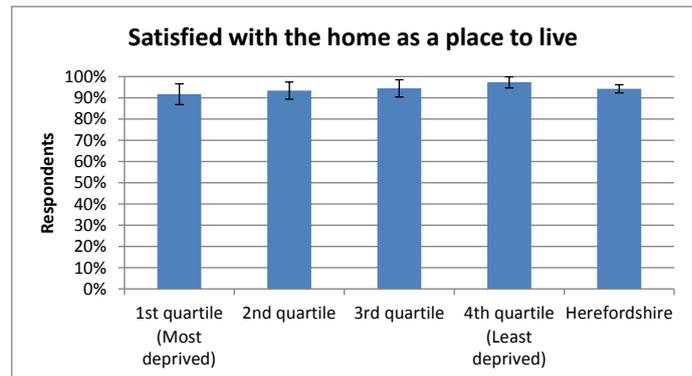
Q4: And how satisfied or dissatisfied are you with your home as a place to live?

Q4: Satisfied with the home as a place to live		
	2008	2012
Very satisfied	57%	57%
Fairly satisfied	35%	37%
Neither	4%	3%
Fairly dissatisfied	2%	2%
Very dissatisfied	1%	1%
Base	1,882	1,337

The vast majority (94%) of residents are satisfied with their home as a place to live. This has not changed significantly from 2008 when the figure was 92% for Herefordshire but is still significantly higher than 84% measured for England in 2008 when Herefordshire in the best quartile nationally.

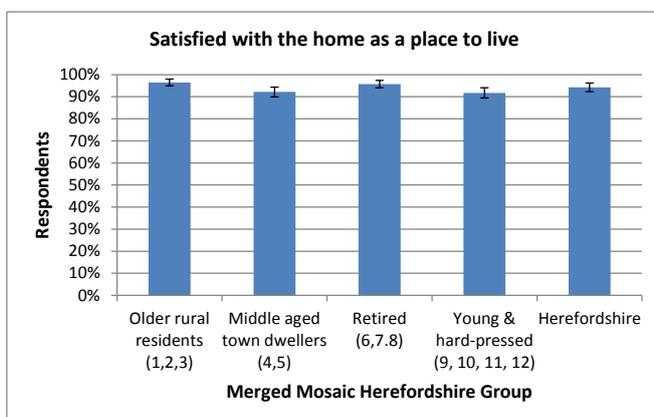


**National Indicator, NI 138** measures how many respondents aged 65 or over were satisfied both with their home and their local area as a place to live. The score for 2012 is 90%, essentially unchanged since 2008 when it was 89% and higher than the score for England in 2008 which was 84%, and placed Herefordshire in the top quartile nationally in 2008.



As the chart shows, there is a suggestion that respondents living in the areas in the **least deprived IMD 2010 quartile** are a little more satisfied with their home, though the difference is not sufficient to be statistically significant. See appendix 3 for more details of IMD quartiles.

There was no indication that the respondents' satisfaction with their home as a place to live varied significantly with a range of factors such as the respondents' age band, rurality or whether or not the person had a disability or long-term illness.

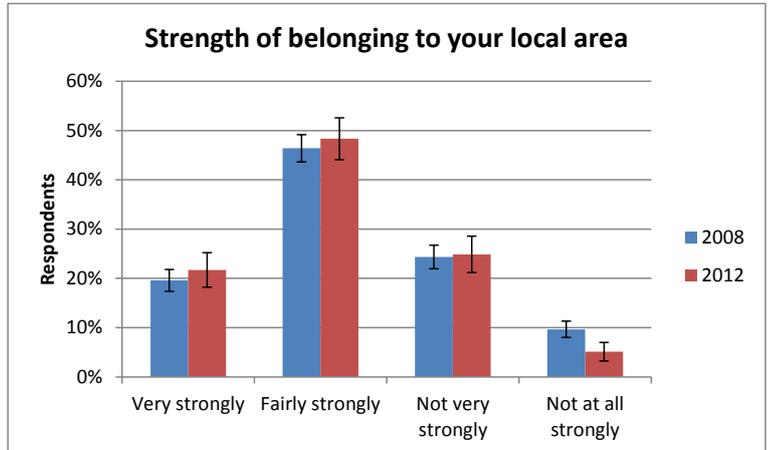


Analysing the results using merged Mosaic groups (see appendix 5) provides an indication that 'older rural residents' are more satisfied with their home as a place to live than 'young and hard-pressed' residents.

## Strength of belonging to local area

Q5: How strongly do you feel you belong to your local area?

Q5: Strength of belonging to local area		
	2008	2012
Very strongly	20%	22%
Fairly strongly	46%	48%
Not very strongly	24%	25%
Not at all strongly	10%	5%
Base	1,810	1,291

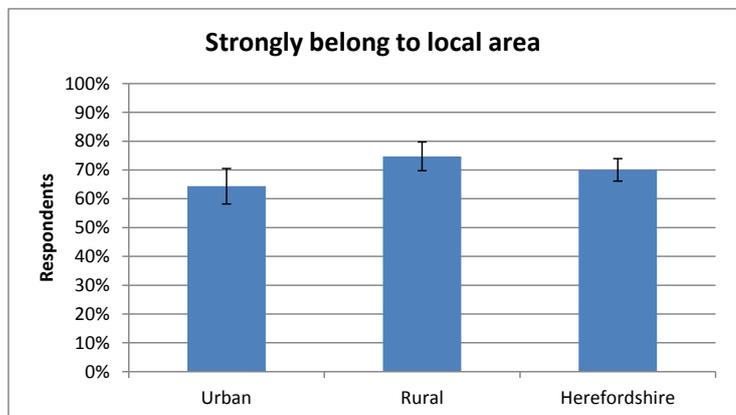


Slightly fewer than a quarter of respondents (22%) felt they belong very strongly to their local area and nearly half (48%) fairly strongly. This is not significantly different from 2008, though note that in 2008, the term used was *immediate neighbourhood* rather than *local area*. The score for England in 2008 was 59%, markedly lower than the 66% for Herefordshire at the same time and placing Herefordshire in the best quartile nationally in that year.

The proportion who felt no strong belonging at all has dropped significantly from 10% in 2008 to 5% this year.

**National Indicator, NI 2** measures the strength of belonging to the *immediate neighbourhood* rather than the *local area* as was the case in 2012. The score for 2012 is 70%, not significantly different from 66% in 2008.

There is an indication that respondents from “urban” areas as defined by the DEFRA classification (see appendix 2) were less likely to feel a strong sense of belonging than those in rural areas.

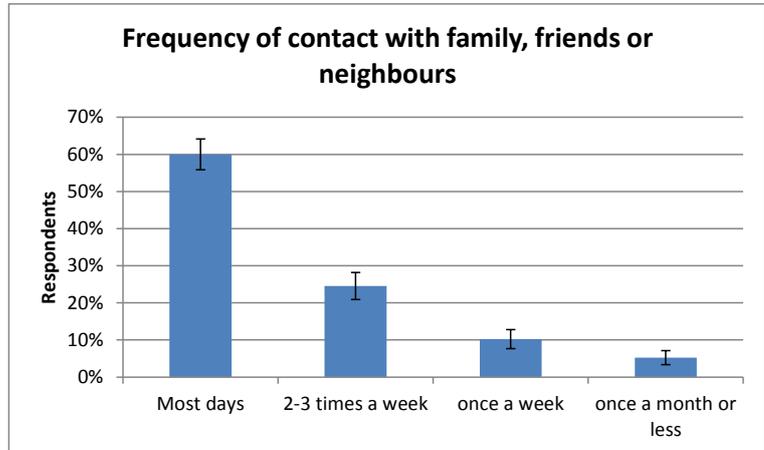


## Frequency of contact with family, friends or neighbours

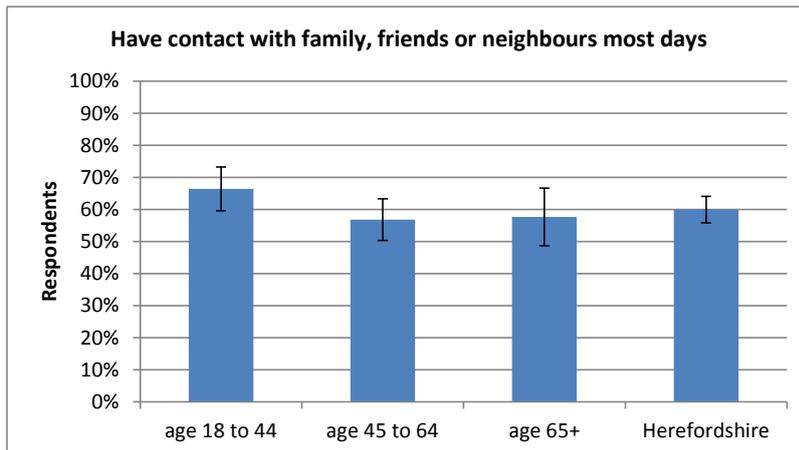
Q6: Typically, how often are you in contact with family, friends or neighbours?

Q6: Frequency of contact with family, friends or neighbours	
Most days	60%
2-3 times a week	25%
Once a week	10%
Once a month or less	5%
Base	1,320

The majority of respondents (60%) have contact with family, friends or neighbours most days. For about one in ten people it is about once a week and for one in twenty people, once a month or less.



This question was not asked in 2008.



As can be seen from the chart, there was a suggestion that younger people, aged 18 to 44, were more likely than people aged 45 and over, to have contact on most days, though the difference is not sufficient to be statistically significant.

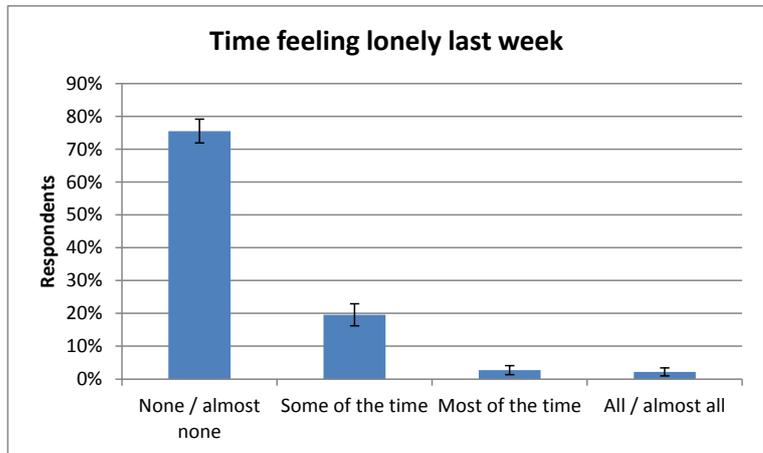
The responses to this question did not show any marked variation by either rurality (see appendix 2) or deprivation quartile (see appendix 3).

## Feeling lonely

Q7: How much of the time during the past week did you feel lonely?

Q7: Time feeling lonely last week	
None / almost none	76%
Some of the time	20%
Most of the time	3%
All / almost all	2%
Base	1,324

Three quarters (76%) of respondents did not feel lonely at all last week or almost none of the time. One in five felt lonely some of the time and one in twenty people felt lonely for most or all of the time.



This question was not asked in 2008.

The responses to this question did not show any marked variation by any of age band, rurality (see appendix 2) or deprivation quartile (see appendix 3).

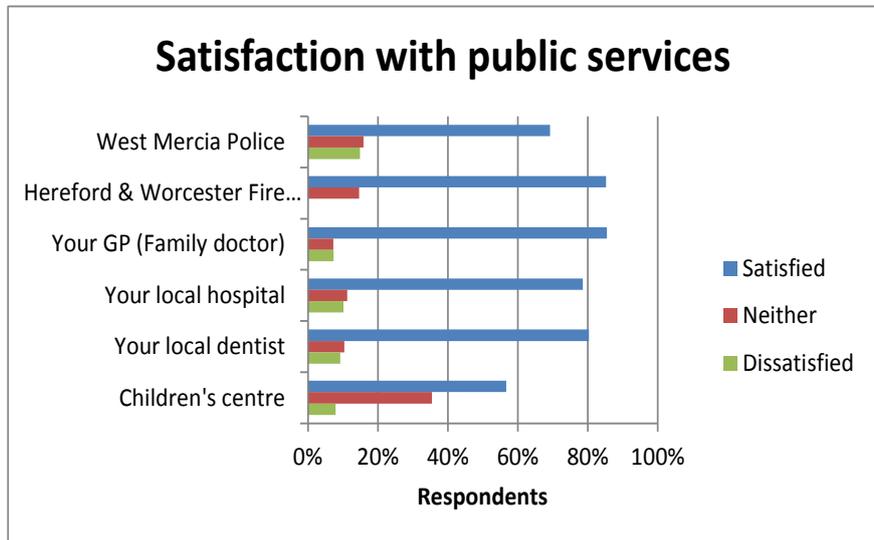
## Section 2: Your local public services

### Satisfaction with public services

Q8: Please indicate how satisfied or dissatisfied you are with each of the following public services in your local area.

Q8: Satisfaction with local public services	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Base
West Mercia Police	24%	46%	16%	12%	3%	989
Hereford & Worcester Fire and Rescue Service	49%	37%	15%	0%	*% <sup>4</sup>	733
Your GP (Family doctor)	45%	41%	7%	5%	2%	1,288
Your local hospital	32%	47%	11%	7%	3%	1,158
Your local dentist	42%	39%	10%	5%	5%	1,095
Children's centre	31%	25%	35%	6%	2%	367

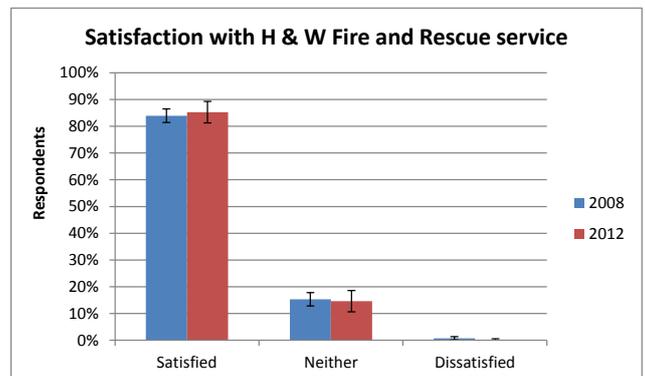
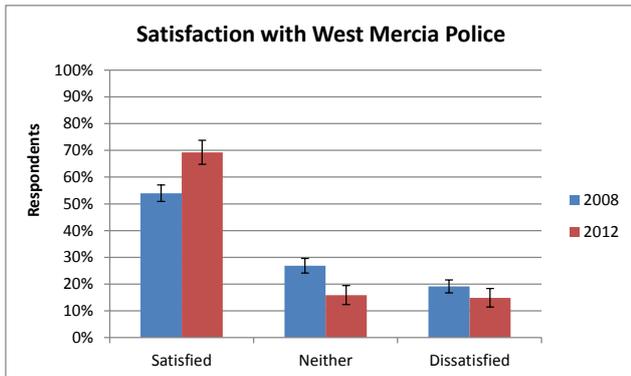
Note that respondents could select “Don’t know” or “Haven’t used the service”. These responses, as well as those who did not reply to the question, are removed from the base, consequently, the base is relatively small for some of the services, such as children’s centres.



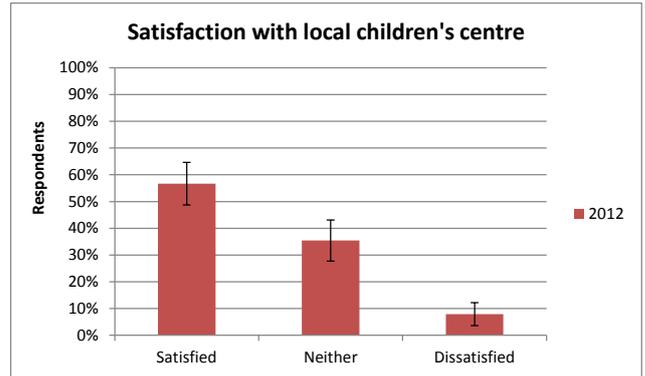
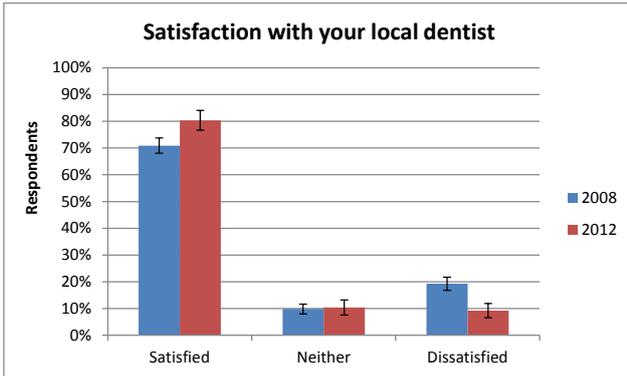
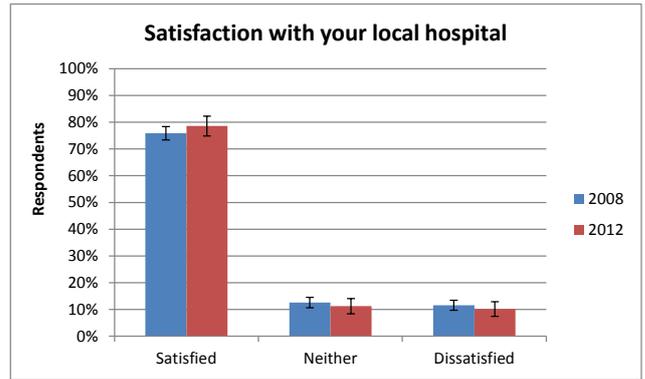
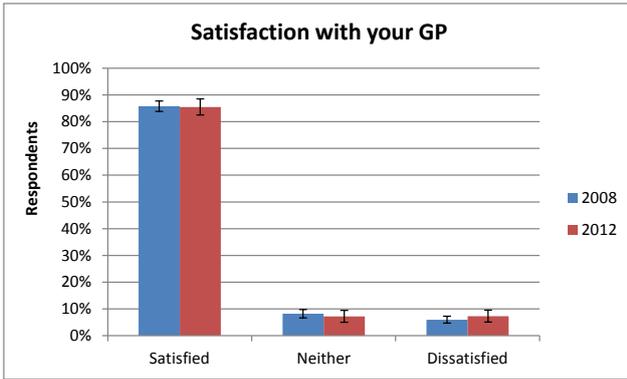
For the fire, GP, hospital and dentist, a large majority (around 80%) of those who expressed an opinion are satisfied with the service. Just one respondent was dissatisfied with the fire and rescue service.

Of the services listed, satisfaction was lowest with children’s centres (57%), however dissatisfaction was no higher than most of the others at 8%.

The following charts compare the views in 2012 with the Place Survey in 2008. Note that the question about children’s centres was not asked in the 2008.

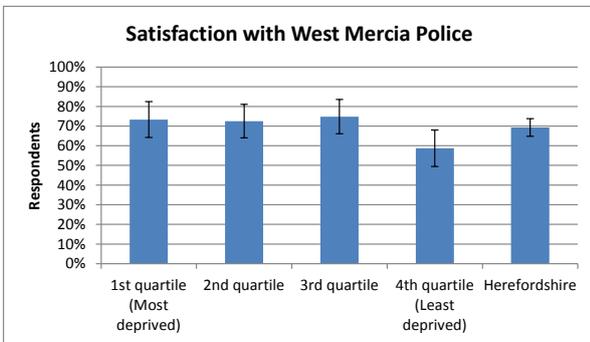


<sup>4</sup> This notation indicates a small percentage of less than 0.5% but greater than zero.



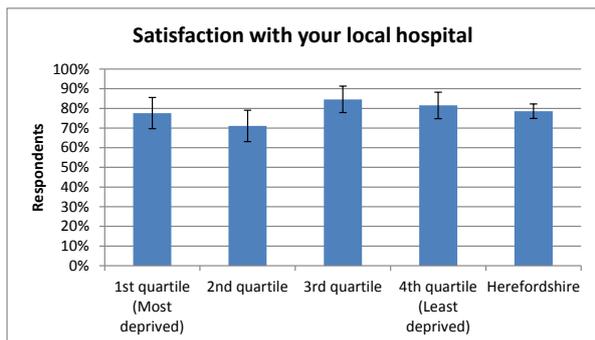
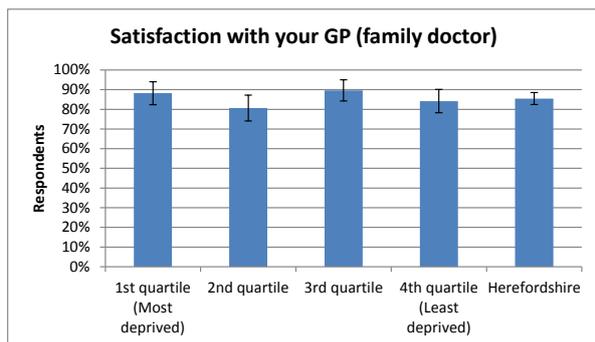
As the charts show, satisfaction has risen significantly with West Mercia Police from 54% in 2008 to 69% as measured in this 2012 survey. Similarly, satisfaction with the local dentist also shows a significant increase over the same period from 71% to 80%. No marked differences can be seen with the other services.

**Variation of satisfaction with level of deprivation**



The results suggest that those respondents who live in areas in the **least deprived** IMD quartile of the county (see appendix 3) are less likely to be satisfied with West Mercia Police.

Whilst not a large enough difference to be statistically significant, there is a suggestion that residents from areas which are in the **2<sup>nd</sup> most deprived IMD quartile** of the county are less satisfied with their GP than those in the less deprived **3<sup>rd</sup> IMD quartile** (see appendix 3). A similar picture can be seen with regard to satisfaction with the local hospital.

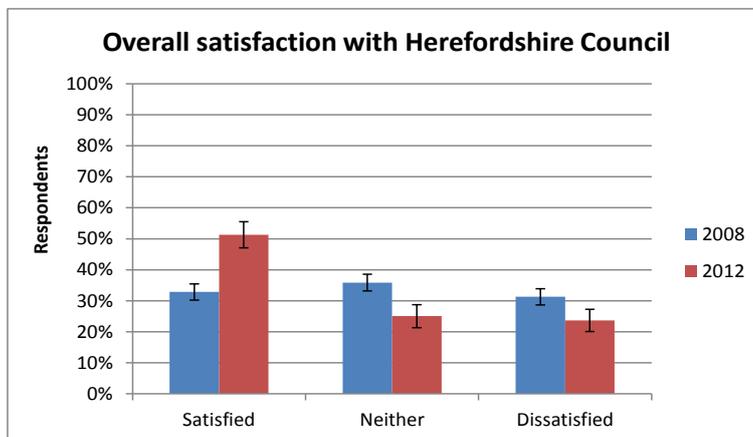


## Satisfaction with Herefordshire Council

The questionnaire stated that Herefordshire Council is responsible for a range of services such as refuse collection, street cleaning and others.

Q9: Overall, how satisfied or dissatisfied are you with the way Herefordshire Council runs things?

Q9: Overall satisfaction with the way Herefordshire Council runs things (BV3)		
	2008	2012
Very satisfied	3%	7%
Fairly satisfied	30%	45%
Neither	36%	25%
Fairly dissatisfied	21%	15%
Very dissatisfied	10%	8%
Base	1,792	1,302



Over half (51%)<sup>5</sup> of respondents were satisfied with the way Herefordshire Council runs things, a significant and substantial increase from 33% or one third seen in 2008. Since 2008, there has also been significantly fall in the proportion who are dissatisfied or neutral.

Whilst not a **National Indicator**, this is a key **best value performance indicator, BV3**, and the score in 2012 is 51%, up from 33% in 2008.

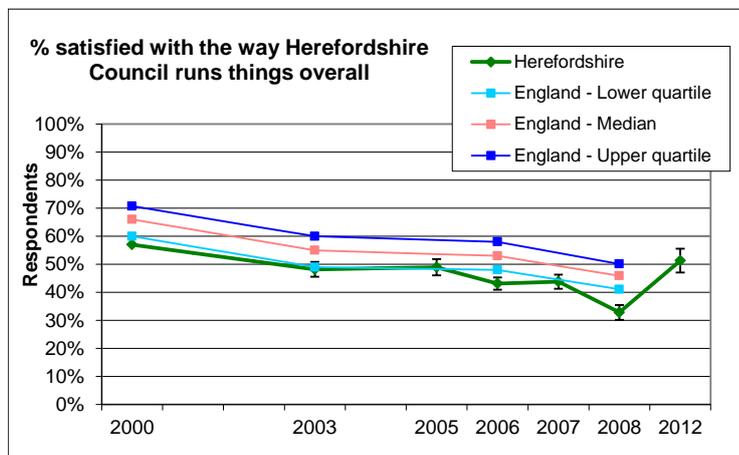
The chart below shows how residents' overall satisfaction with the way Herefordshire Council runs things has changed over time.

The scores for England are those measured by BVPI surveys from 2000 to 2006 and the Place Survey in 2008 conducted by all English authorities. The median is the score achieved by the authority ranked mid-way between the highest and lowest score of all authorities. Herefordshire Council conducted additional voluntary surveys in 2005 and 2007.

Until 2012, this measure of satisfaction with the council had fallen steadily since 2000 and fell particularly between 2007 (44%) and 2008 (33%). The 51% measured this year is higher than 2003 when it was 48%, but a little lower than the first BVPI survey result in 2000 (57%).

As the chart shows, from 2000 to 2008, Herefordshire has been consistently ranked in the lowest quartile of all English authorities.

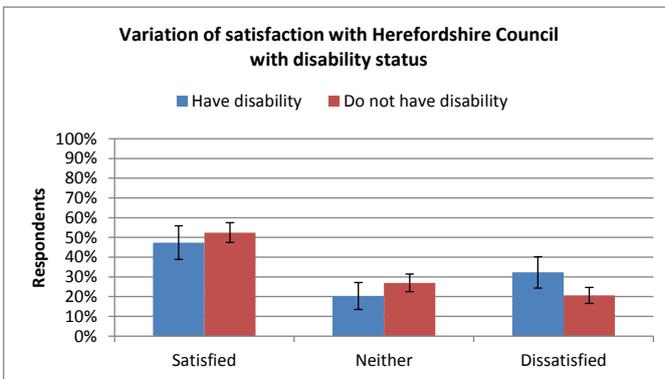
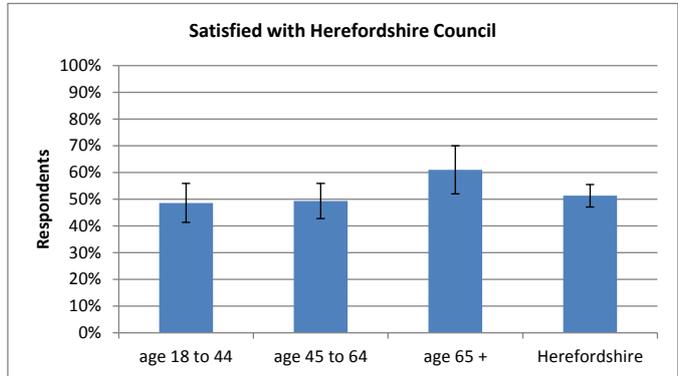
The large increase in satisfaction to 51% in 2012 means that the Herefordshire score in 2012 is higher than the score for England in 2008 when 45% of respondents were satisfied.



<sup>5</sup> This is an example where due to rounding of percentages to the nearest integer, this can appear to contradict the data in the table. The figure stated is correct = 6.5% + 44.8% = 51.3% which rounds to 51%.

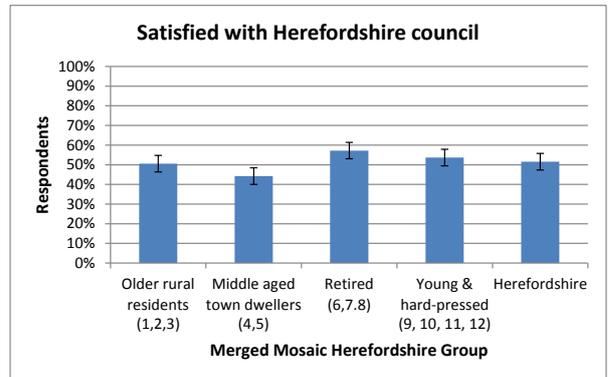
There is currently no exact benchmarking data for 2012, however whilst not directly comparable, a national telephone poll in September 2012 conducted by the Local Government Association (see appendix 4 for more information) found that nationally, 72% of respondents were very or fairly satisfied with the way their local council runs things.

The chart on the right shows that there is a suggestion (though the difference is not sufficient to be statistically significant) that respondents aged 65 and over are more likely to be satisfied with Herefordshire Council than younger residents.



Respondents who have a disability, long standing illness or infirmity appear markedly more likely to be dissatisfied with the way Herefordshire Council runs things than were those without a disability. However, the difference though marked, was slightly too small to be statistically significant.

Analysis of the responses using merged Herefordshire Mosaic groups (see appendix 5) suggests that 'middle-aged town dwellers' are less likely to be satisfied with the way Herefordshire Council runs things than 'retired' and 'young and hard-pressed' residents.

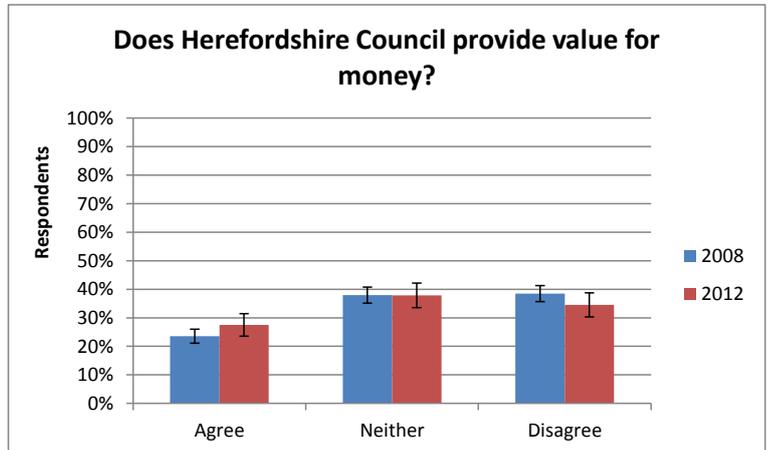


## Value for money

The questionnaire asked people to consider the range of services Herefordshire Council provide to the community, as well as the services provided to households and to have this in mind when considering whether they felt the council provides value for money. The respondents were asked to provide their general opinion even if they did not know all the services the council provides.

*Q10: To what extent do you agree or disagree that Herefordshire Council provides value for money?*

Q10: Agreement that Herefordshire Council provides value for money		
	2008	2012
Strongly agree	3%	2%
Tend to agree	21%	25%
Neither agree nor disagree	38%	38%
Tend to disagree	27%	25%
Strongly disagree	12%	10%
Base	1,678	1,196



A little over a quarter of respondents (28%) agreed (= strongly agree + tend to agree) that Herefordshire Council provides value for money. There is some indication that this might represent a small increase since 2008 when it was measured as 24%, however the change seen is not sufficient to be statistically significant.

In England in 2008, 33% of respondents agreed that their local authority provided value for money and in that year Herefordshire was in the bottom quartile nationally.

In the more recent, though not directly comparable national poll of residents conducted by the Local Government Association, a considerably higher proportion, 56% agreed that their local council provides value for money.

## Section 3: Priorities for Herefordshire Council

The questionnaire indicated that Herefordshire Council has identified 6 priorities for the services it provides, commissions or supports.

These were described as:

1. **Create a successful economy** - Regenerate Herefordshire, provide and maintain services, reduce congestion, grow businesses, jobs and wages, develop employment skills and improve broadband access.
2. **Improve health and social care** - Improve support for older people, allow people to retain independence through support services and implement controls to ensure high quality services.
3. **Raise standards for children and young people** - Ensure high quality and sustainable education for all, improve family and community support services, reduce child poverty and health inequalities.
4. **Promote self-reliance in local communities** - Provide cultural facilities and activities, appropriate housing, support communities to identify and meet their own needs and assist people to feel safe.
5. **Create a resilient and flexible Herefordshire** - Preserve and enhance the local environment, develop a strong reputation to attract businesses and visitors, provide accessible services and sustainable transport.
6. **An efficient and accessible Herefordshire Council** - Deliver appropriate, cost effective services, provide high levels of customer service and engage with local communities.

### Agreement with priorities

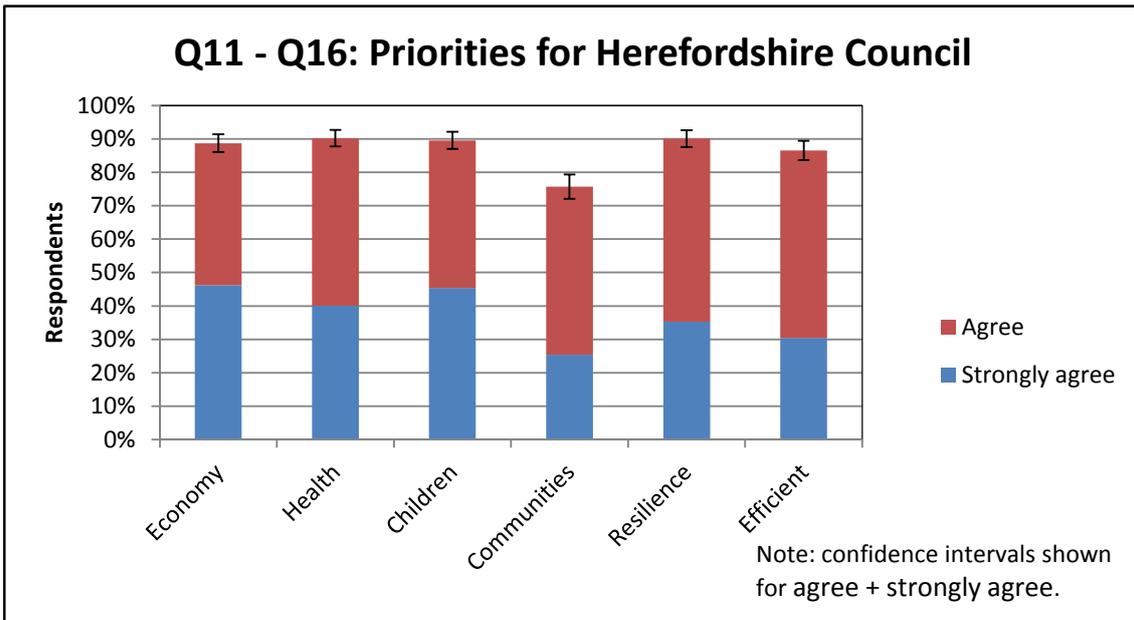
After each description, respondents were asked to indicate to what extent they agree or disagree that this should be a high priority for Herefordshire Council.

Q11 – Q16: Do you agree or disagree that this should be a high priority for Herefordshire Council?

Priority	Strongly agree	Agree	Neither	Dis-agree	Strongly disagree	Don't know	Base (Res-ponses)
1. Create a successful economy	46%	43%	4%	1%	3%	3%	1,314
2. Improve health and social care	40%	50%	5%	1%	1%	2%	1,322
3. Raise standards for children and young people	45%	44%	6%	1%	*%	4%	1,307
4. Promote self-reliance in local communities	25%	50%	15%	4%	2%	3%	1,306
5. Create a resilient and flexible Herefordshire	35%	55%	6%	1%	1%	2%	1,308
6. An efficient and accessible Herefordshire Council	30%	56%	7%	2%	2%	3%	1,315

Note that for this set of questions, the base includes those people who answered “Don’t know”.

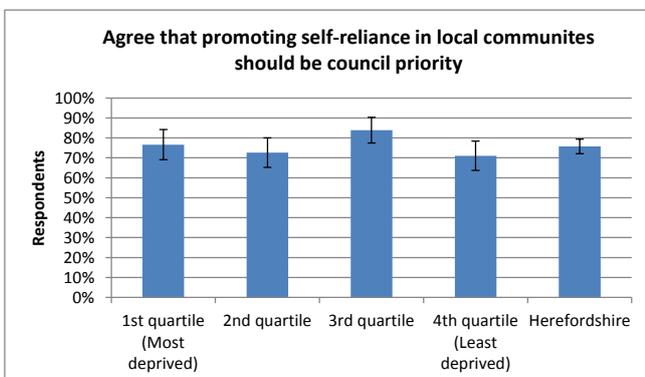
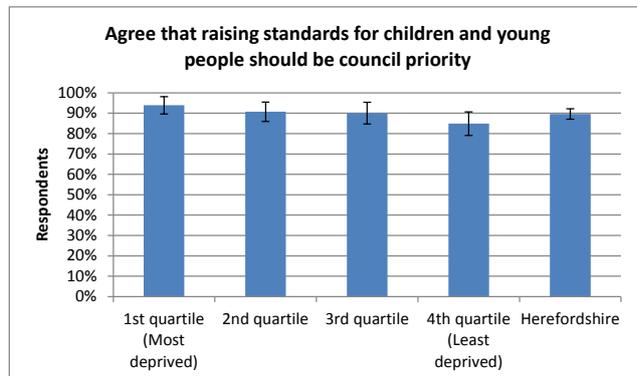
As can be seen from the table and the following chart, there is a high level of agreement that Herefordshire Council should consider each of these a high priority. When considering the *total agreement* (i.e. agree + strongly agree) nearly nine out of ten respondents (87-90%) agree that five of these objectives warrant a high priority, but there is a little less support for **promoting self-reliance in local communities (76%)**.



When looking at those who *strongly agree* only with each priority, it can be seen that of the six priorities, there is substantially greater support for **creating a successful economy (46%)** and **raising standards for children and young people (45%)**. Conversely, the proportion who strongly agree that **promoting self-reliance in local communities (25%)** and **an efficient and accessible Herefordshire Council (30%)** should be high priorities is significantly lower.

See the Herefordshire Quality of Life 2012 Locality report for information about differing views across the localities.

The survey suggested that residents of areas in the most deprived IMD quartile (see appendix 3) were more likely to agree that **raising standards for children and young people** should be a priority for Herefordshire Council than were those of the least deprived areas.



The results also suggested that respondents from the 3<sup>rd</sup> IMD quartile (2<sup>nd</sup> least deprived) (see appendix 3) were more inclined to agree that **promoting self-reliance in local communities** should be a council priority than were those from the 2<sup>nd</sup> or 4<sup>th</sup> (least deprived) quartile.

## Top three priorities

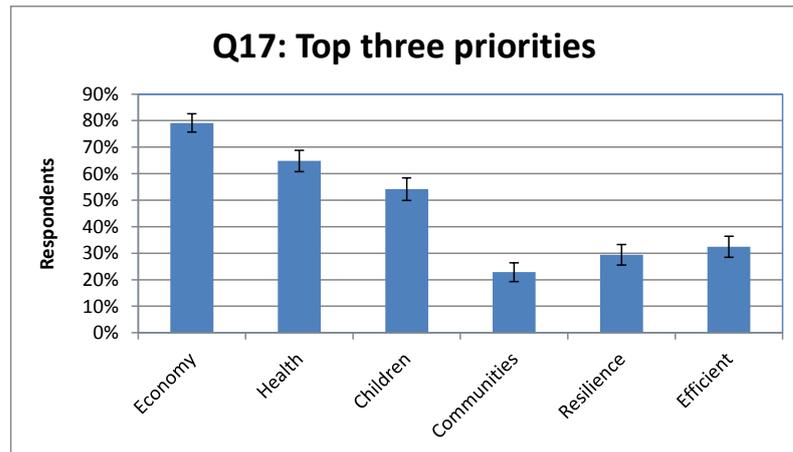
To help understand residents' views on the relative importance of these priorities, the questionnaire asked respondents to indicate which they considered to be the most important three.

Q17: In your view, which of the above are the **THREE** most important priorities for Herefordshire Council? Please tick up to **THREE** boxes only.

Priority	Respondents
1. Create a successful economy	79%
2. Improve health and social care	65%
3. Raise standards for children and young people	54%
4. Promote self-reliance in local communities	23%
5. Create a resilient and flexible Herefordshire	29%
6. An efficient and accessible Herefordshire Council	32%
Base (respondents to question)	1,307

The table and chart show the proportion of respondents who identified each of the priorities as one they consider to be in the top three of the list provided.

The chart shows that **creating a successful economy** (top three for 79% of respondents), **improving health and social care** (65%) and **raising standards for children and young people** (54%) were considered to be the top three most important priorities by a majority of people. Significantly fewer people considered the remaining three to be amongst the most important top three high priorities.



When considering the responses to this question from the different localities, the pattern was broadly the same, i.e. in general a successful economy, improving health and social care and raising standards for children and young people were seen to be the top three most important priorities. Please see the Herefordshire Quality of Life 2012 Locality report for more details.

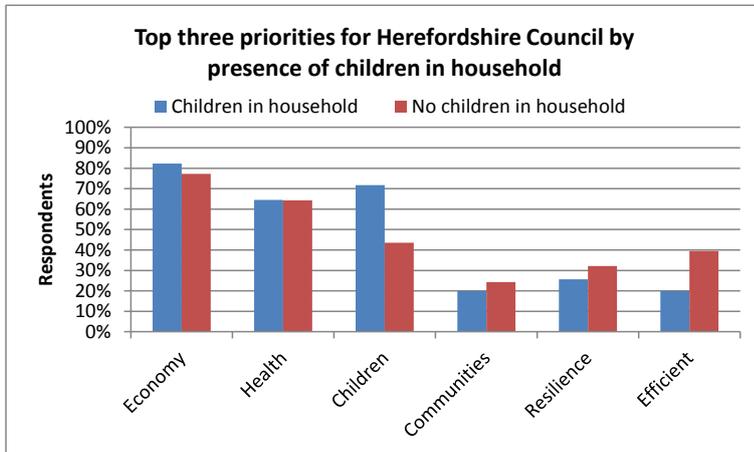
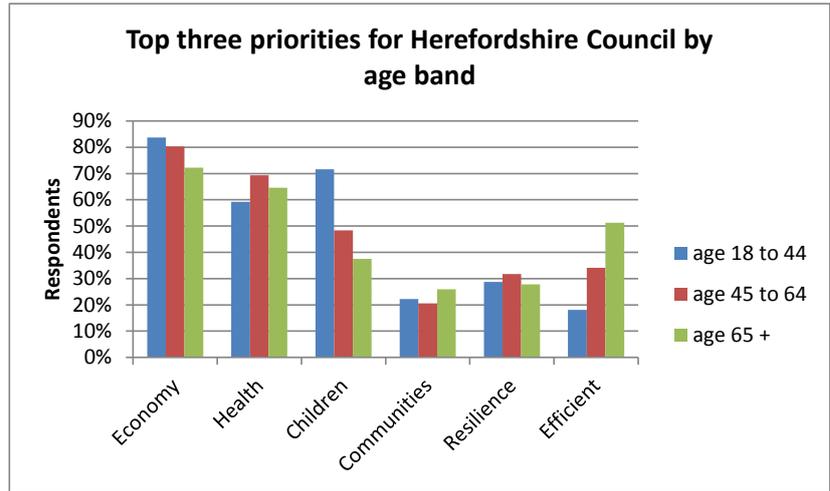
The results also suggested that respondents who lived in areas in the most deprived IMD quartile were more likely to consider **raising standards for children and young people** to be one of the top three priorities for Herefordshire Council than those in the 3<sup>rd</sup> IMD quartile (i.e. the 2<sup>nd</sup> least deprived) (see appendix 3).

When looking at the rurality of where the respondents lived, those who lived in “urban” areas were more likely to consider that **raising standards for children and young people** should be amongst Herefordshire Council top three priorities than were respondents from areas classified by DEFRA as “village” (see appendix 2).

Similarly, respondents who lived in areas classified by DEFRA as “hamlet and isolated dwellings” were more inclined to feel that **promoting self-reliance in local communities** should be one of the top three priorities than were those from areas classified as “urban” or “village”.

As can be seen from the adjacent chart, younger respondents (age 18 to 44) prioritised **raising standards for children and young people** higher than did older respondents.

It is also clearly noticeable that creating **an efficient and accessible Herefordshire Council** is of higher priority to older residents and appears to be the third most selected top three priorities for respondents age 65 and over.



It can also be seen that respondents who have children aged 17 or under living in their household are more likely to consider **raising standards for children and young people** as one of the top three priorities than those without. Similarly, this group of people see **an efficient an accessible Herefordshire Council** as less of a priority than do those without children in their household.

## Comments and suggestions concerning the priorities

The questionnaire asked people for comments or suggestions on the priorities, including what would be seen if the Council was successfully addressing the priority.

*Q11a: Create a successful economy – comments or suggestions including what would be seen if this was done well.*

There were 209 responses to this part of the question. Unfortunately it was often not clear whether the comments the respondent provided were what they would expect to see if this was well done, or things they felt needed addressing e.g. 'faster broadband'. Nevertheless, some clear themes emerged from the comments, by far the most frequent being dissatisfaction with the road infrastructure in the county (62 comments), which was seen as a significant obstacle to economic growth. Most of these comments concerned the perceived urgent need for a Hereford by-pass and poor road maintenance.

A much smaller, but nonetheless notable, number of respondents (33) commented on the need to provide employment and training opportunities and decent wages, especially for young people to prevent them leaving the county. Broadband speeds in the county (particularly rural areas) were also a frequent concern (28 comments) and again seen as an obstacle to encouraging business development. Accounting for fewer responses but still noticeable were comments about the retail sector in Hereford, particularly the number of empty shops and the perceived negative impact of the Edgar Street Grid / Cattle Market development on High Town.

*Q12a: Improve Health and social care – comments or suggestions including what would be seen if this was done well.*

There were 124 responses to this part of the question. Again, it was sometimes unclear whether the comments the respondent provided were what they would expect to see if this was well done, or things they felt needed addressing e.g. 'Drug user services'. However, a clear theme did emerge, which was the need to improve services for older people to facilitate independent living and maintain their quality of life. Related to this there were also several suggestions for specific service improvements, for example providing more NHS dentistry capacity and bus services and concerns raised about the ageing demographic of the county.

*Q13a: Raise standards for children and young people - comments or suggestions including what would be seen if this was done well.*

There were 94 responses to this part of the question. As before, it was sometimes unclear whether the comments the respondent provided were what they would expect to see if this was well done, or things they felt needed addressing e.g. 'Get kids off the streets'. Most respondents were generally supportive of the need to raise standards for children and young people, some expressed this in general terms, whilst others suggested specific service improvements or educational reforms, for example reducing class sizes and providing play groups. A notable number of respondents referred to a perceived need to improve standards of behaviour amongst children and young people, by providing facilities for them or improving parenting skills and parental responsibility. Several respondents were also concerned about affordability and value for money from education services.

*Q14a: Promote self-reliance in local communities - comments or suggestions including what would be seen if this was done well.*

There were 81 responses to this part of the question. It was sometimes unclear whether the comments the respondent provided were what they would expect to see if this was well done, or things they felt needed addressing e.g. 'More bus services.' Compared to the comments in response to questions 11a to 13a there was much more scepticism expressed amongst

respondents as to the value of this priority and whether it is achievable, with a number of respondents suspecting that it would result in cuts to services, or be insufficiently funded to succeed. Of those that were in agreement with this priority a considerable number wanted to see improvements to, or focus on, affordable housing provision and policing/tackling crime and anti-social behaviour.

*Q15a: Create a resilient and flexible Herefordshire - comments or suggestions including what would be seen if this was done well.*

There were 103 responses to this part of the question. Most respondents appeared to support this priority and there were a number of specific suggestions for improvements needed to achieve it. By far the most noticeable theme to emerge from the comments was the need to improve transport infrastructure in the county. There was also considerable support for supporting businesses and suggestions for measures to promote tourism. It should be noted that a number of respondents were sceptical about if or how this priority would be achievable.

*Q16a: An efficient and accessible Herefordshire Council - comments or suggestions including what would be seen if this was done well.*

There were 121 responses to this part of the question. Of all the priorities this one attracted by far the most negative response. Virtually all responses were critical either of the value of this priority e.g. 'this sounds like waffle', or of the council. Some respondents did make positive suggestions for improvements, but there were a number of recurring criticisms of the council, particularly a perception that senior staff are overpaid, the council does not listen to the views of residents, and is incapable of implementing positive change. There was also some criticism of the standards of customer service provided. A comment that perhaps encompasses well the range and level of discontent was 'HCC does not appear to be "on our side"'.

## **Alternative high priorities for the Council**

Having described the six priorities that Herefordshire Council had identified and invited views on them, respondents were invited to identify other topics that they considered to be a higher priority.

*Q18 Do you think something else should be a higher priority for Herefordshire Council [other] than the six priorities described above?*

There were 174 responses to this question. A number of themes attracted several comments, such as encouraging business development, regeneration and job creation (19 comments), preserving the environment and local heritage, and encouraging green energy and sustainability (15 comments), and helping the elderly and vulnerable (12 comments). However, two themes clearly dominated the comments:

The most commonly cited priority concerned the need to improve the county's road infrastructure, particularly by building a Hereford by-pass and better road maintenance, and to improve public transport (55 comments).

The other dominant theme was giving priority to improving the performance of the council (42 comments). Under this theme a number of issues became apparent: commonly a perception that the council does not listen (but paradoxically that 'too much [is] wasted on consultation for things that never happen') and that the council is not cost-efficient and provides poor value for money, with council tax being too high and money squandered on 'grandiose schemes' and excessive salaries ('in some cases half the pay they get would be a good salary for the job they do') and/or under-performing staff. Respondents also commented that the council is self-serving, unaccountable, 'driven purely by party-political interests', dishonest and opaque in its decision making, and provides poor customer service ('educate your staff on how to deal with the public').

## Section 4: Information

### How well informed

Q19: How well informed do you feel about each of the following?

Q19: How well informed about...	Very well informed	Fairly well informed	Not very well informed	Not well informed at all	Don't know*	Base
How and where to register to vote	51%	40%	7%	2%		1,294
How your council tax is spent	15%	54%	23%	8%		1,237
How you can get involved in local decision-making	7%	29%	43%	21%		1,147
What standard of service you should expect from local public services	6%	33%	43%	17%		1,209
How well local public services are performing	3%	28%	46%	23%		1,212
How to complain about local public services	5%	28%	42%	25%		1,176
<b>(NI 37)</b> What to do in the event of a large-scale emergency e.g. flooding, human pandemic flu	4%	21%	33%	29%	13%	1,305
Overall, how well informed do you feel about local public services	3%	40%	41%	16%		1,249

\* Note that for consistency with previous years' results, the base used for calculating the percentages excludes those who selected "Don't know" except for the question about large-scale emergency, for which it is included.

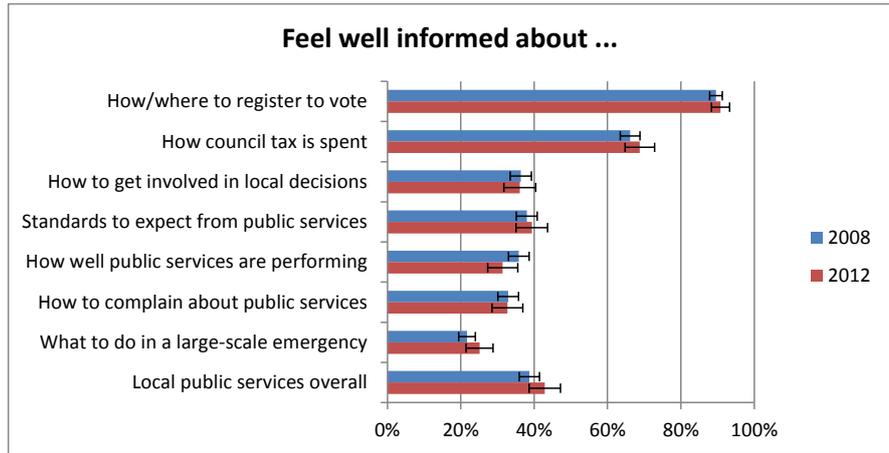
The following table and chart shows how many people felt well informed (= very well + fairly well) this year and in 2008.

Q19: Feeling very or fairly well informed about ...	Well informed	
	2008	2012
How and where to register to vote	90%	91%
How your council tax is spent	66%	69%
How you can get involved in local decision-making	36%	36%
What standard of service you should expect from local public services	38%	39%
How well local public services are performing	36%	31%
How to complain about local public services	33%	33%
<b>(NI 37)</b> What to do in the event of a large-scale emergency e.g. flooding, human pandemic flu	22%	25%
Overall, how well informed do you feel about local public services	39%	43%

As can be seen, a majority of respondents felt well informed about **how and where to register to vote** (91%) and **how their council tax is spent** (69%).

On the other subjects the proportion feeling well informed ranged from 30% to 40%, with the exception of **what to do in the event of a large-scale emergency**, where about a quarter (25%) felt well informed.

(For comparison with the other subjects here, excluding those who answered “Don’t know” from the base of the large-scale emergency question would show that 29% felt well informed.)



The extent to which people felt well informed about the matters in this list have not changed significantly compared to the Place Survey in 2008.

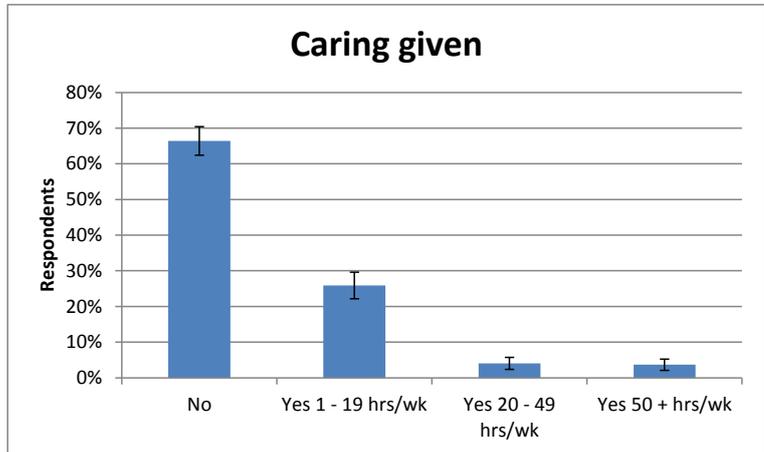
**National indicator, NI 37**, is measured by the response to the question about how well informed people felt about what to do in the event of a large-scale emergency. In 2012, the result is 25%, an increase from 22% in 2008 though not statistically significant. The NI 37 score for England in 2008 was 15%, placing Herefordshire in the best national quartile then.

## Section 5: Helping out

### Caring

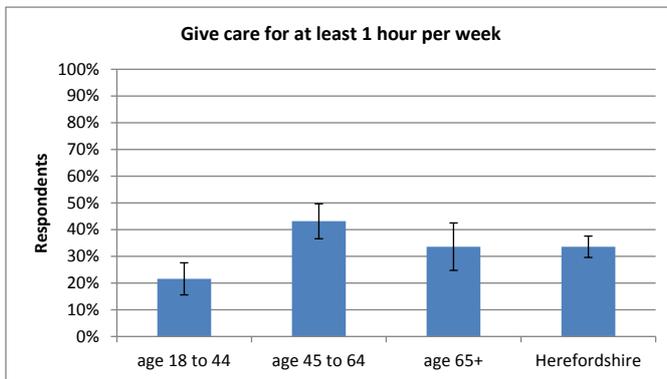
Q20: Do you look after, or give help or support to family members, friends, neighbours or others because of either long-term physical or mental ill-health or disability, or problems related to old age? (Do not count anything you do as part of your paid employment).

Q20: Caring given	
No	66%
Yes 1 - 19 hrs/wk	26%
Yes 20 - 49 hrs/wk	4%
Yes 50 + hrs/wk	4%
Base	1,299



Two thirds (66%) of respondents do not provide caring support as defined here.

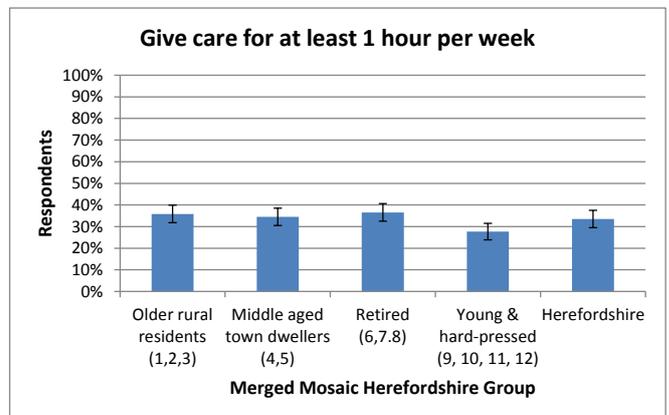
About a quarter provide 1 -19 hours per week of care or support and about one in twelve (8%) do so for more than 20 hours per week, including 4% who spend more than 50 hours per week.



As the chart on the left shows, people aged between 45 and 64 were significantly more likely to provide care or support for at least 1 hour per week than were those below the age of 45.

The survey did not provide evidence of significant differences of the extent to which people are providing care or support to others either by the level deprivation or rurality of the area in which they live.

Whilst some caution is required as the number of respondents who provide some amount of care was fairly small (431 respondents), analysis using merged Mosaic groups for Herefordshire (see appendix 5) provides some indication that 'retired' and 'older rural residents' are more likely to be carers than 'young and hard pressed' residents.



This question was not asked in the 2008 Place Survey.

## Volunteering

The questionnaire defined what was to be interpreted as volunteering:

*Now please think about any group(s), club(s) or organisation(s) that you've been involved with during the last 12 months. That's anything you've taken part in, supported, or that you've helped in any way, either on your own or with others. For example helping at a youth or day centre, helping to run an event, campaigning or doing administrative work. Please exclude giving money and anything that was a requirement of your job.*

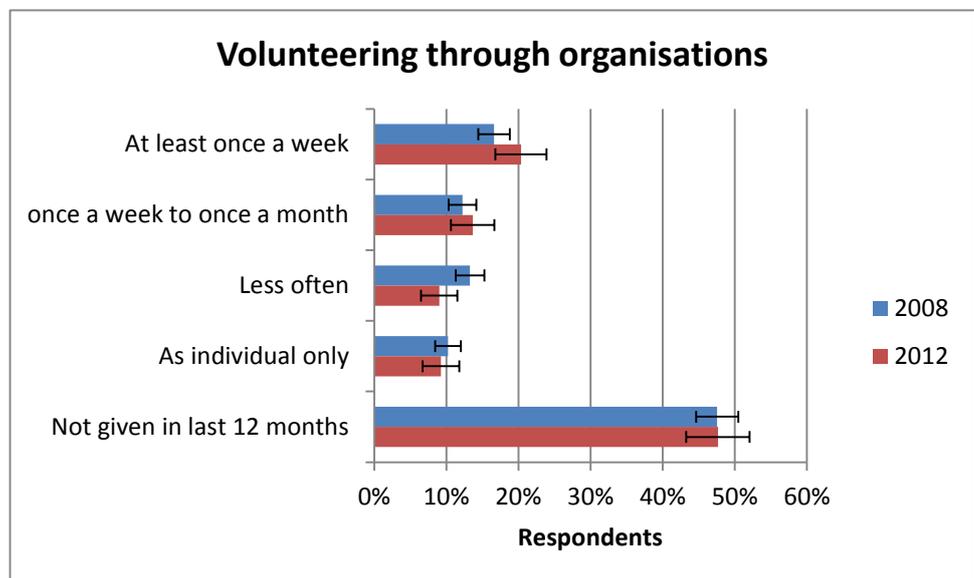
Q21: Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)? Please only include work that is unpaid and not for your family.

Q21: Volunteering through an organisation (NI 6)		
	2008	2012
At least once a week	17%	20%
Less than once a week but at least once a month	12%	14%
Less often	13%	9%
I give unpaid help as an individual only and not through group(s), club(s) or organisation(s)	10%	9%
I have not given any unpaid help at all over the last 12 months	48%	48%
Base	1,631	1,208

The proportion of respondents who volunteer through an organisation at least once a month (**National Indicator NI 6**) has increased (just) significantly from 29% in 2008 to 34% in 2012.

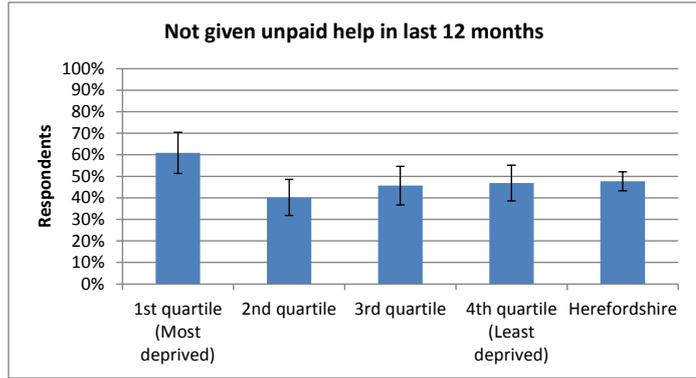
The score for all English authorities in 2008 was 23% placing Herefordshire in the best quartile in that year.

Around half (48%) of respondents have not given unpaid help through this means over the last 12 months, little changed since 2008.



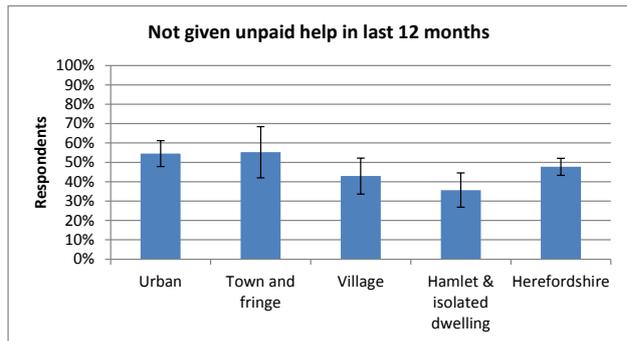
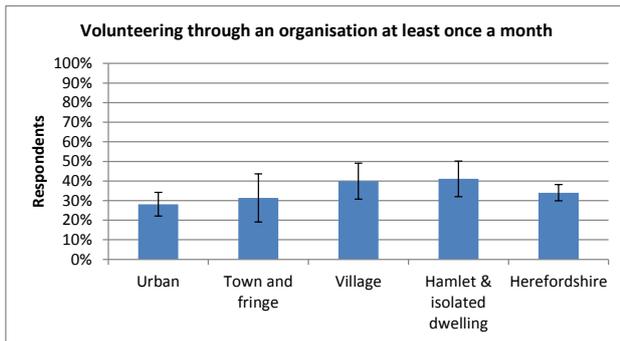
There was no evidence to indicate that the proportion of respondents who volunteer at least monthly varies significantly with the respondent's age-band, presence of children in the household or if the respondent had a disability or not.

As the chart shows, those respondents who live in areas in the most deprived IMD quartile (see appendix 3) are more likely not to have given unpaid help in the last 12 months than those in Herefordshire as a whole.



The left hand chart below indicates that, whilst not a sufficient difference to be statistically significant, there is a suggestion that respondents who live in the more rural areas of the county are more likely to have volunteered at least once a month in the last year, than those in “urban” areas (see appendix 2 for details of DEFRA urban/rural classification).

The right hand chart below shows the rurality of those respondents who have provided no unpaid help in the last 12 months. As can be seen, it is less likely that those who live in “hamlets and isolated dwellings” gave no unpaid help (36%) than respondents from Herefordshire overall (48%) and those from “urban” areas (55%).

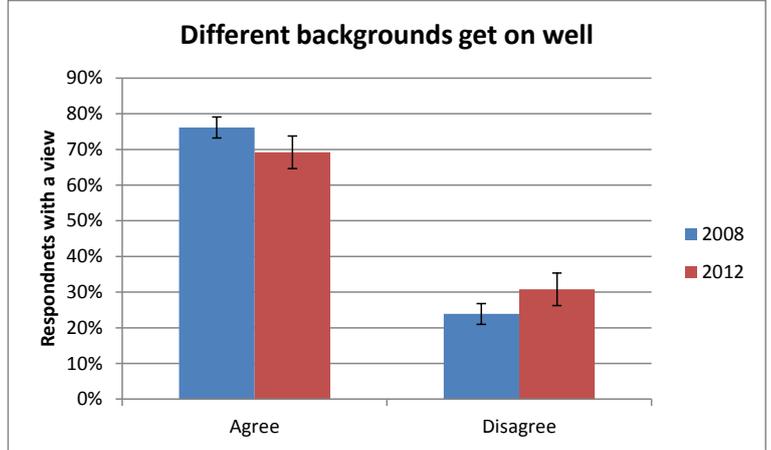


## Section 6: Respect and consideration

### Community relations

Q22: To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?

Q22: Different backgrounds get on well together (NI 1)		
	2008	2012
Definitely agree	9%	6%
Tend to agree	67%	63%
Tend to disagree	16%	23%
Definitely disagree	8%	8%
Base*	1,189	961



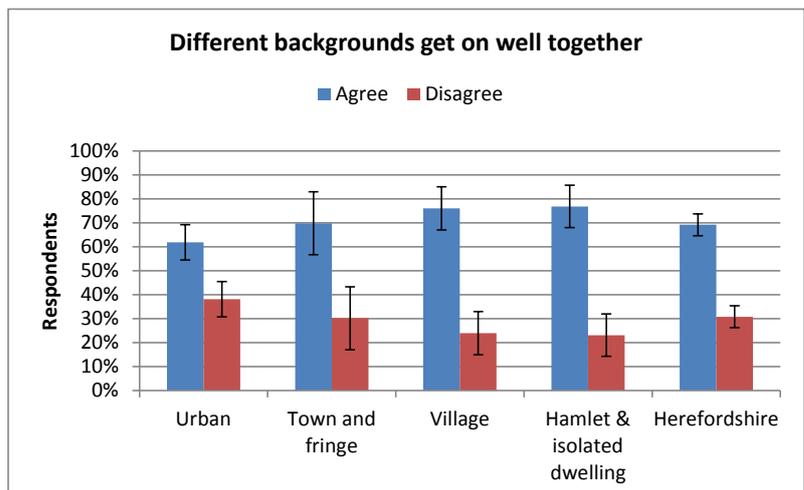
\*Note to be consistent with the 2008 Place Survey, the base for this question excludes those who answered either “don’t know”, “too few people in local area” or “all the same background”. This represented around 27% of the total respondents to the survey.

Over two thirds (69%) of respondents who expressed a view agreed (definitely or tended) that the area is a place where people of different backgrounds get on well together. This has fallen from 76% in 2008, a fall which is just statistically significant.

**National Indicator NI 1**, measures the number of people who agree with this statement and consequently the score for 2012 is 69%, down from 76% in 2008. The score for England in 2008 was also 76% placing Herefordshire in the third (2<sup>nd</sup> from worst) quartile in that year.

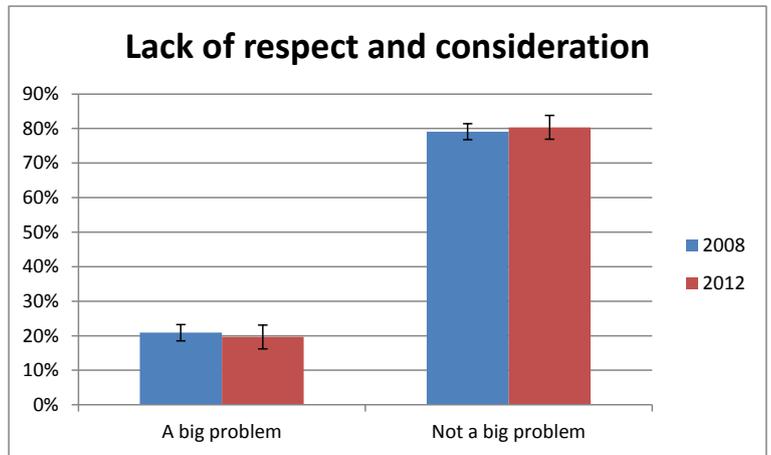
Analysis of views on this question by IMD deprivation quartile (see appendix 3) of respondent’s home area showed no significant variation.

However, as the chart shows the survey provided a strong suggestion that people in rural areas (see appendix 2) are more likely to agree that people from different backgrounds get on well together than those from “urban” areas.



Q23: In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration?

Q23: Problem with lack of respect and consideration (NI 23)		
	2008	2012
A very big problem	5%	4%
A fairly big problem	16%	16%
Not a very big problem	53%	56%
Not a problem at all	27%	24%
Base	1,719	1,227

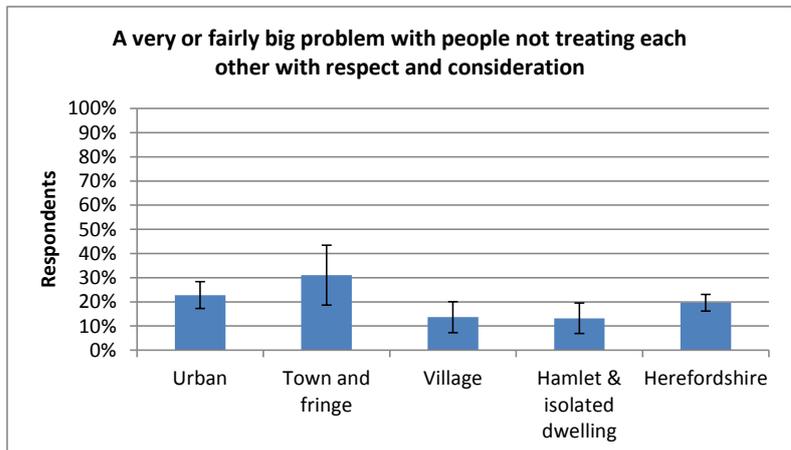


Around one in five people (20%) felt that there was a very or fairly big problem with people not treating each other with respect and consideration in their local area while the majority (80%) feel this is not a very big problem or not a problem at all.

This is similar to the result in 2008 when 21% felt this to be a very or fairly big problem.

The score for the **National indicator NI 23**, which measures the perception of this being a problem, is 20%, little changed since 2008 when it was 21%. The overall score for all English authorities in 2008 was 31% somewhat worse than the Herefordshire result and placing Herefordshire in the best quartile nationally in 2008.

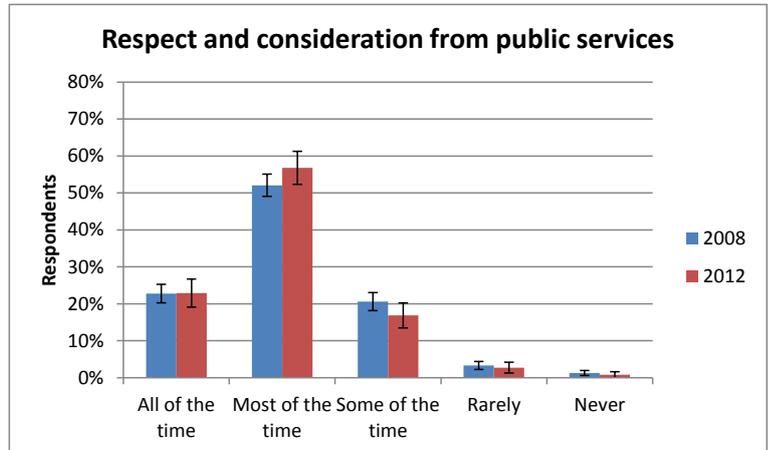
The survey suggests that people from areas classified as “urban” or “town and fringe” (see appendix 2) were more likely than those from “village” or “hamlet and isolated dwellings” to consider that there was a big problem with people not treating each other with respect and consideration.



## Respect and consideration from local public services

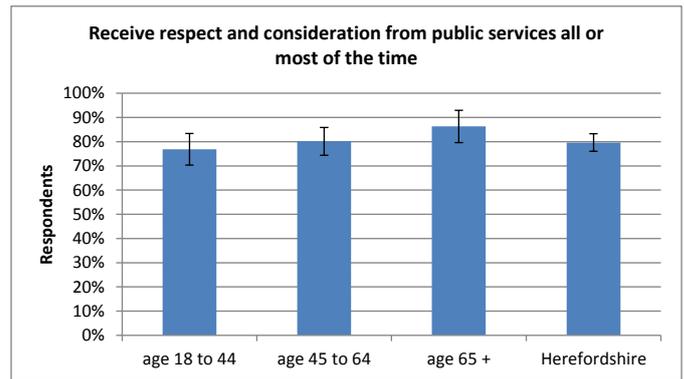
Q24: In the last year would you say that you have been treated with respect and consideration by your local public services?

Q24: Respect and consideration from local public services (NI 140)		
	2008	2012
All of the time	23%	23%
Most of the time	52%	57%
Some of the time	21%	17%
Rarely	3%	3%
Never	1%	1%
Base	1,557	1,150



As measured by the **National Indicator, NI 140**, 80% of respondents felt that they had been treated with respect and consideration by local public services most or all of the time. This is a statistically significant increase from 75% in 2008. The score for England as a whole in 2008 was 72% placing Herefordshire in the 2<sup>nd</sup> best quartile nationally in 2008.

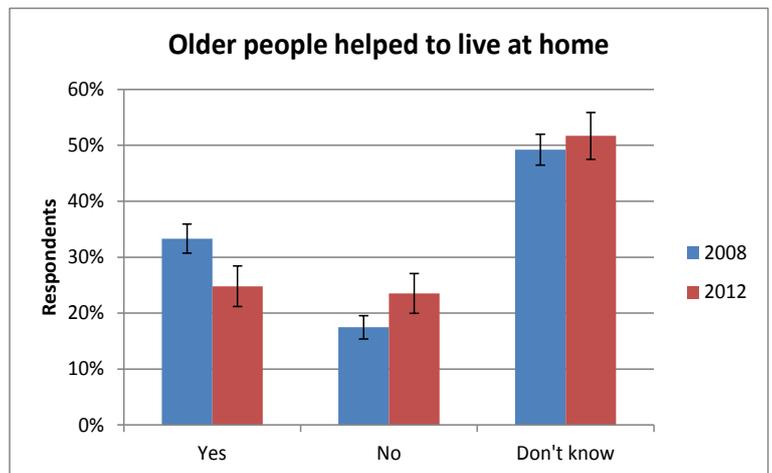
The survey did not reveal significant variation of response to this question by either the IMD quartile, or the rurality of the respondents' area (see appendices 2 and 3). However, as the chart shows, there is a suggestion that older respondents were more likely to feel that they are treated with respect by public services all or most of the time than did younger people.



## Older people helped to live at home

Q25: In your opinion, are older people in Herefordshire able to get the services and support they need to continue to live at home for as long as they want to? (This could include help or support from public, private or voluntary services or from family, friends and the wider community).

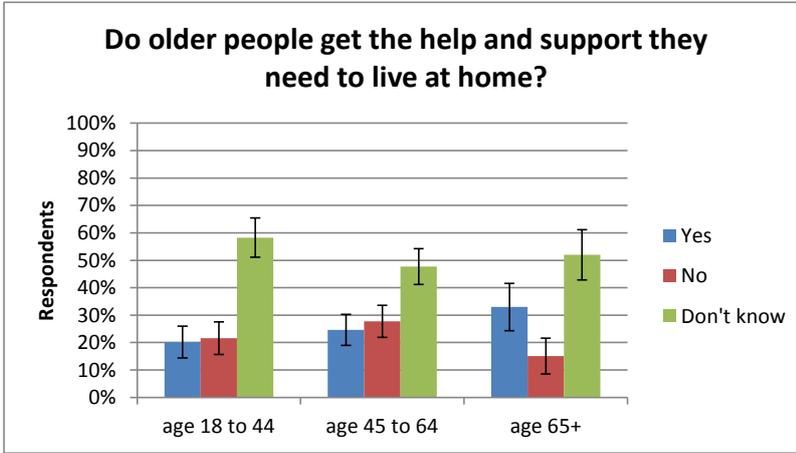
Q25: Older people helped to live at home (NI 139)		
	2008	2012
Yes	33%	25%
No	17%	24%
Don't know	49%	52%
Base	1,844	1,327



While about half of respondents indicated that they did not know, about a quarter (25%) thought that older people are able to get the help they need to live at home as long as they want to, a significant fall from 33% in 2008.

The score for England overall in 2008 was 30% and Herefordshire was in the 2<sup>nd</sup> quartile nationally then.

The **National Indicator NI 139**, which measures the perception that older people are helped in this way has fallen significantly from 33% in 2008 to 25% in 2012.



As the chart on the left shows, people aged 45 to 64 were more likely than those aged over 65, to consider that older people do not get the support they need to live at home.

There is also an indication, though not statistically significant, that people over 65 were more likely than younger people to agree that older people get the support they need to continue to live at home.

It is important to note that this survey was posted to a sample of residential addresses in the county and does not attempt to specifically represent the views of those who live in nursing or residential homes.

The survey did not reveal significant variation of response to this question by either the IMD deprivation quartile, or the rurality of the respondents' area (see appendices 2 and 3).

## Section 7: Decision making in your local area

### Membership of decision-making groups

Respondents were asked to think about any groups to which they belonged that makes decisions which affect the local area, but excluding those which were a requirement of their job.

Q26: *In the past 12 months have you ...*

Q26: In the past 12 months have you ...	Yes		No		Base	
	2008	2012	2008	2012	2008	2012
Been a local councillor (for the local authority, town or parish)	2%	3%	98%	97%	1,802	1,249
Been a member of a group making decisions on local health or education services	3%	5%	97%	95%	1,780	1,242
Been a member of a decision-making group set up to regenerate the local area	4%	4%	96%	96%	1,784	1,247
Been a member of a decision-making group set up to tackle local crime problems	2%	2%	98%	98%	1,785	1,239
Been a member of a tenants' group decision-making committee	2%	2%	98%	98%	1,789	1,240
Been a member of a group making decisions on local services for young people	3%	3%	97%	97%	1,784	1,242
Been a member of another group making decisions on services in the local community	8%	8%	92%	92%	1,787	1,253

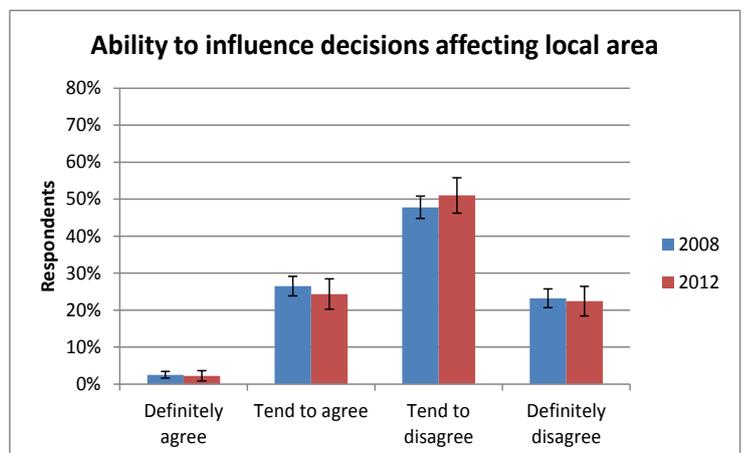
As the table above shows, the proportion of respondents who are a member of these groups ranges from 2% to 8% and is little changed since 2008.

Analysing the data further shows that 16% of respondents were a member of one or more of these groups, about the same as was seen in 2008.

### Local decision making

Q27: *Do you agree or disagree that you can influence decisions affecting your local area?*

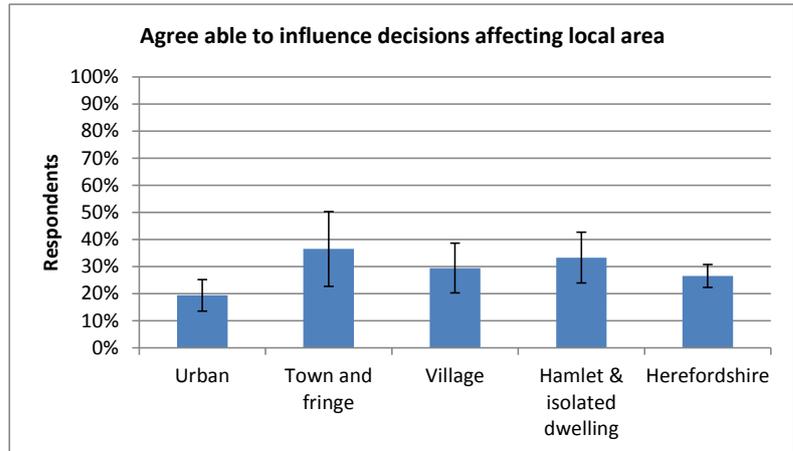
Q27: Ability to influence local decisions affecting the local area. (NI 4)		
	2008	2012
Definitely agree	3%	2%
Tend to agree	26%	24%
Tend to disagree	48%	51%
Definitely disagree	23%	22%
Base	1,560	1,035



A little over a quarter (27%) of respondents definitely agree or tend to agree that they can influence decisions affecting their local area. The majority, (73%) tend to or definitely disagree. This has not changed significantly since 2008. In 2008, the score for England was 29% and Herefordshire was in the 2<sup>nd</sup> best quartile.

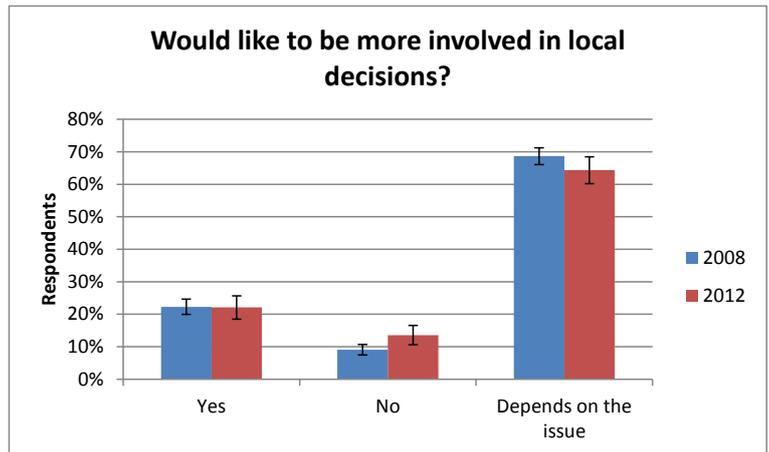
**National indicator, NI 4** measures the agreement that people feel they can influence decisions affecting their local area. The score for 2012 is 27%, compared with 29% in 2008.

As the chart shows, that whilst not a sufficient difference to be statistically significant, the survey suggests that respondents who live in rural areas (see appendix 2) of the county were more likely to feel they could influence decisions affecting their local area than those from urban areas.



*Q28: Generally speaking, would you like to be more involved in the decisions that affect your local area?*

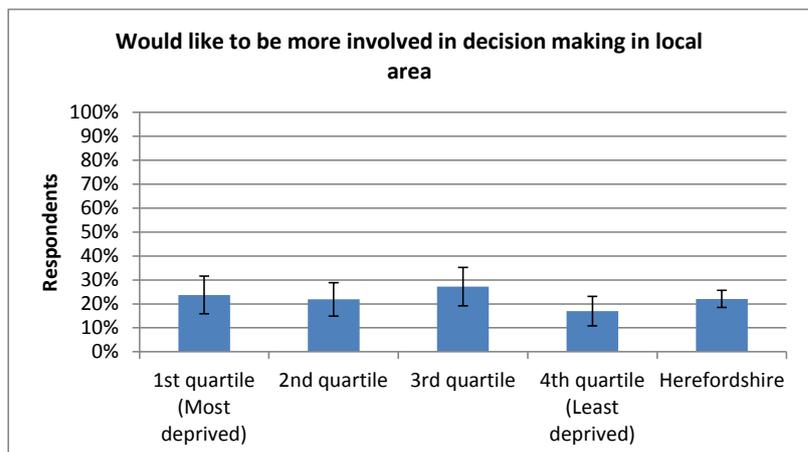
Q28: Would like to be more involved in local decisions?		
	2008	2012
Yes	22%	22%
No	9%	14%
Depends on the issue	69%	64%
Base	1,792	1,254



While nearly a quarter of respondents (22%) say they would like to be more involved in decisions that affect their local area, for the majority, nearly two-thirds (64%), it would depend on the issue. These views have not changed significantly compared to 2008.

In England overall in 2008, 27% of people wanted to be more involved in local decision-making and Herefordshire was in the lowest quartile nationally.

Whilst not a sufficient difference to be statistically significant, the survey suggests that people who live in an area classified as in the third IMD quartile (i.e. second least deprived – see appendix 3) are more likely to want to be more involved in decision making than those in the least deprived quartile.



No significant variation was identified based on the rurality of where the respondent lived.

## Involvement with local services

The questionnaire explained that the council is considering how local communities could be more involved in making decisions or delivering services locally.

It then asked: If the resources were available ...

*Q29a: Of the following services, which do you think communities should have a say on how they are run in their local area?*

*Q29b: ... and which should they be able to run themselves, if they wish?*

Q29: Which services should communities a) have a say in how they are run and b) run themselves?	Have a say	Want to run
Community transport	60%	24%
Public bus services	65%	13%
Waste collection	57%	15%
Street cleaning and waste bins	52%	18%
Maintenance of public assets	58%	22%
Road and pavement repairs	71%	14%
Hedges, verges and ditches	53%	23%
Winter gritting	56%	20%
Active traffic calming / control	59%	20%
Libraries	44%	24%
Sports and leisure facilities	47%	25%
Parks and public open spaces	51%	21%
Youth facilities and activities	50%	29%
Facilities / activities for young children	49%	29%
Health and care services	64%	11%
Affordable housing	57%	15%
Other	5%	3%
Base <sup>6</sup>	1,241	1,241

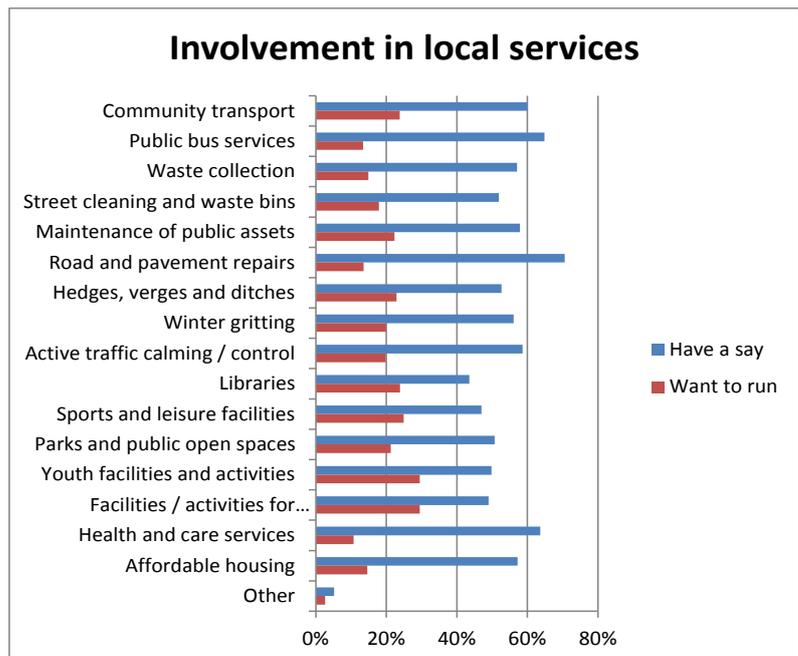
Of the services listed, the proportion of respondents who would like communities to have a say in how they are run varies from 44% up to 71%.

The top three are **road and pavement repairs** (71%), **public bus services** (65%) and **health and care services** (64%).

Those for which there is least desire for communities to have a say in how they are run are **libraries** (44%), and **sports and leisure facilities** (47%), **facilities / activities for young children** (49%) and **youth facilities and activities** (50%).

Amongst the other suggestions made for services about which communities should have a say, several respondents said that this is what we have the council and councillors for. Other respondents suggested that planning is something that communities should have a say in how it is run.

There is much less desire from the respondents for communities to be able to run the services if they should wish.



<sup>6</sup> To enable comparison, the same base is used for both questions, Q29a and Q29b and is the number of valid responses to Q29a.

Those services for which there was the greatest support for communities to be able to run were **facilities / activities for young children** (29%) and **youth facilities and activities** (29%).

Those attracting the least support for communities to run were **health and care services** (11%), **public bus services** (13%), **road and pavement repairs** (14%), **waste collection** (15%) and **affordable housing** (15%).

Amongst the relatively few comments with suggestions about other services that communities should run themselves, was a theme of scepticism that amateur volunteers could run services either effectively or efficiently and also the view that this was the role of councillors and the council. Other suggestions included winter gritting scheme or snow wardens and flood defences, drain and culvert maintenance/improvement.

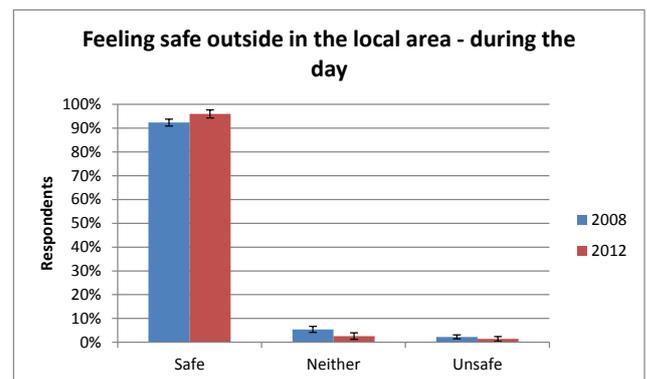
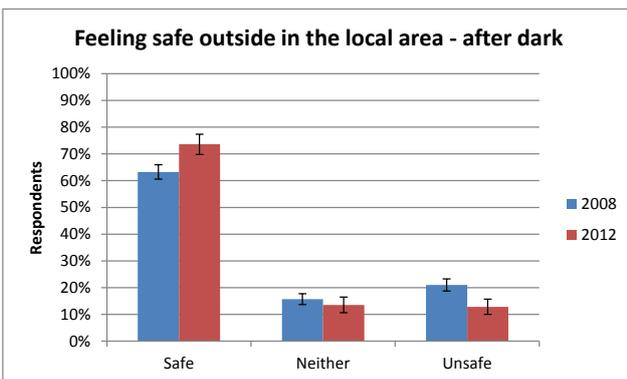
## Section 8: Community safety

### Feeling safe in the local area

Q30: How safe or unsafe do you feel when outside in your local area after dark?

Q31: How safe or unsafe do you feel when outside in your local area during the day?

How safe do you feel outside in your local area?				
	After dark		During the day	
	2008	2012	2008	2012
Very safe	24%	33%	59%	69%
Fairly safe	40%	40%	33%	27%
Neither	16%	14%	5%	3%
Fairly unsafe	14%	7%	2%	1%
Very unsafe	7%	6%	1%	*%
Base	1,805	1,276	1,819	1,278



Nearly three quarters (74%) of respondents indicated that they felt very or fairly safe in their local area after dark, this is a significant increase from 63% in the Place Survey in 2008 and interesting to note that the change is in the proportion who felt very safe. The change is reflected in the reduced proportion who say they felt unsafe, which has fallen from 21% in 2008 to 13% in 2012.

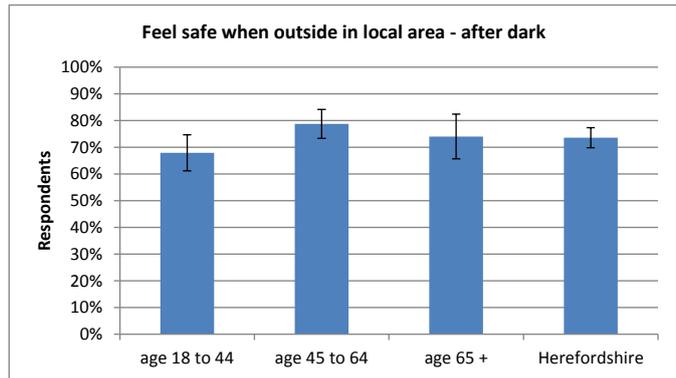
The median score for all authorities in England in 2008 was 54% and Herefordshire was in the best quartile in that year.

A large majority (96%) of people felt safe in their local area during the day, also a significant increase from 92% which was seen in 2008 while around 1% felt unsafe, similar to 2008. The increase in the proportion who feel safe during the day is due to a particularly large increase in those who felt very safe (up from 59% to 69%) which in fact is offset by those who felt fairly safe (down from 33% to 27%).

The median score for all authorities in England in 2008 was 90% of people felt safe placing Herefordshire in the 2<sup>nd</sup> best quartile in 2008.

Whilst not directly comparable, the results of a national telephone poll by the Local Government Association in September 2012 (see appendix 4 for more information) found that 75% of respondents felt very or fairly safe outside in their local area after dark and 95% during the day.

There is a suggestion that respondents of a younger age (18 to 44) were less likely to feel safe outside in their local area after dark than were respondents from the middle age band (45 to 64 years).

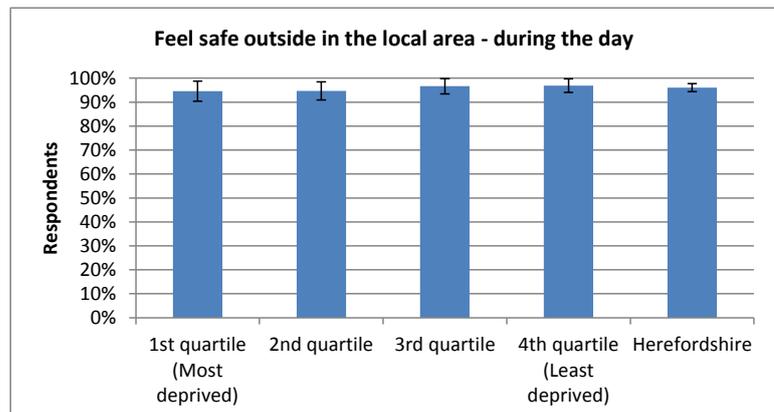
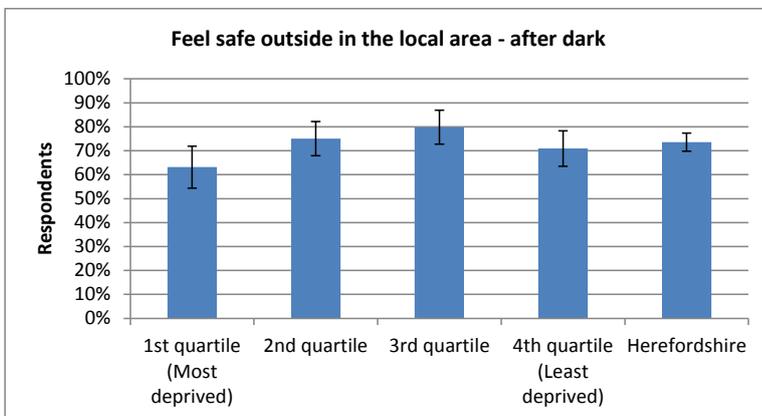


There were marked differences in how safe people felt outside after dark depending on the classification of the level of deprivation of the area in which they live (see appendix 3 for details on IMD 2010 and quartiles).

How safe do you feel when outside in your local area after dark				
IMD Quartile	Safe	Neither	Unsafe	Base
1st quartile (Most deprived)	63%	17%	18%	285
2nd quartile	75%	15%	8%	345
3rd quartile	80%	8%	11%	302
4th quartile (Least deprived)	71%	13%	14%	354
Herefordshire	74%	14%	13%	1,276

As can be seen, those respondents who lived in an area in the most deprived quartile of the county were less likely than those in the third quartile (2<sup>nd</sup> least deprived) to feel safe outside in their local area after dark.

There was no significant difference to how safe people felt during the day associated with the area's level of deprivation.

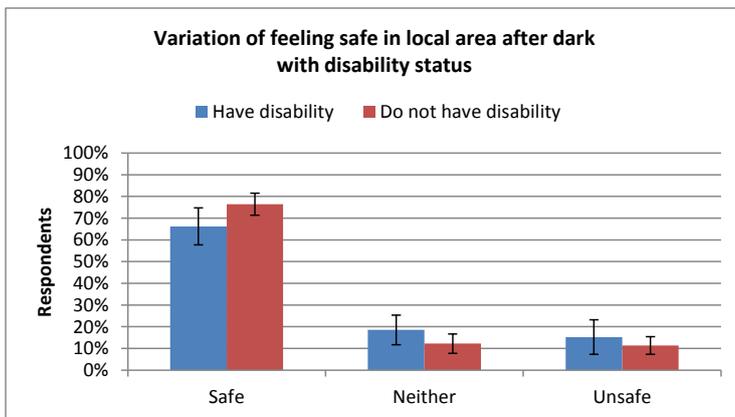
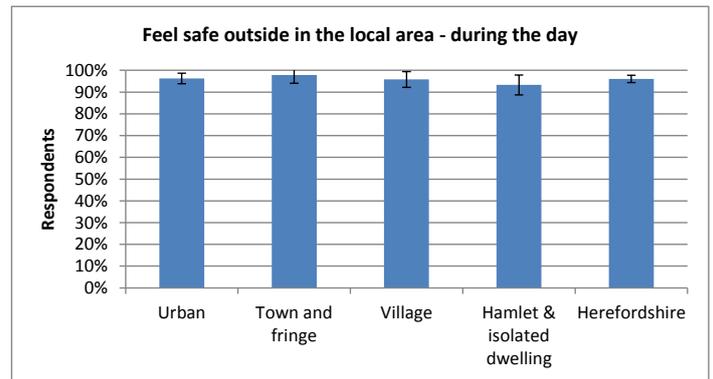
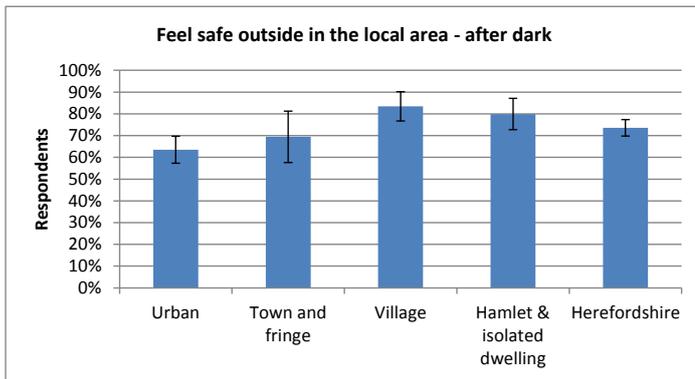


A similar pattern was seen according to the rurality of the area where respondents live (see appendix 2 for details of the DEFRA urban / rural classification).

How safe do you feel when outside in your local area after dark				
Rurality	Safe	Neither	Unsafe	Base
Urban	64%	15%	19%	565
Town and fringe	69%	10%	17%	144
Village	83%	10%	6%	290
Hamlet & isolated dwelling	80%	14%	4%	289
Herefordshire	74%	14%	13%	1,276

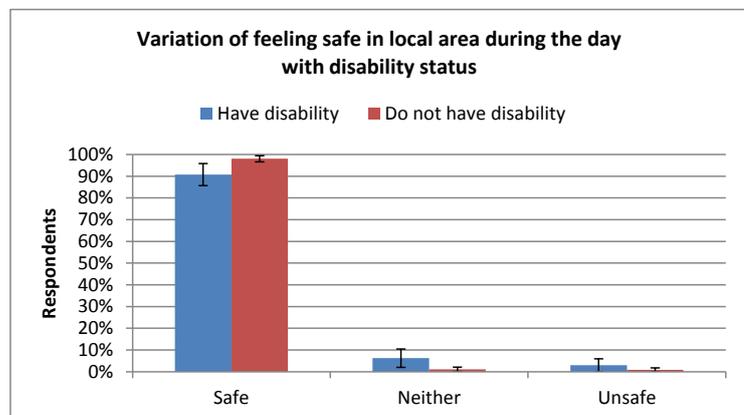
It can be seen that people who live in areas classified as “urban” are significantly less likely to feel safe when outside in their local area than people in areas classified as “village” or “hamlet & isolated dwellings”.

However, no significant difference was seen for how safe people felt outside in their local area during the day based on rurality.



There is a suggestion that respondents who have a disability, long standing illness or infirmity were less likely to feel safe in their local area after dark, however the difference is not sufficient to be statistically significant.

However, there is a difference between how safe people with and without a disability felt in their local area during the day. Those with a disability were significantly less likely than those without to feel safe in their local area during the day.



## Problems with anti-social behaviour

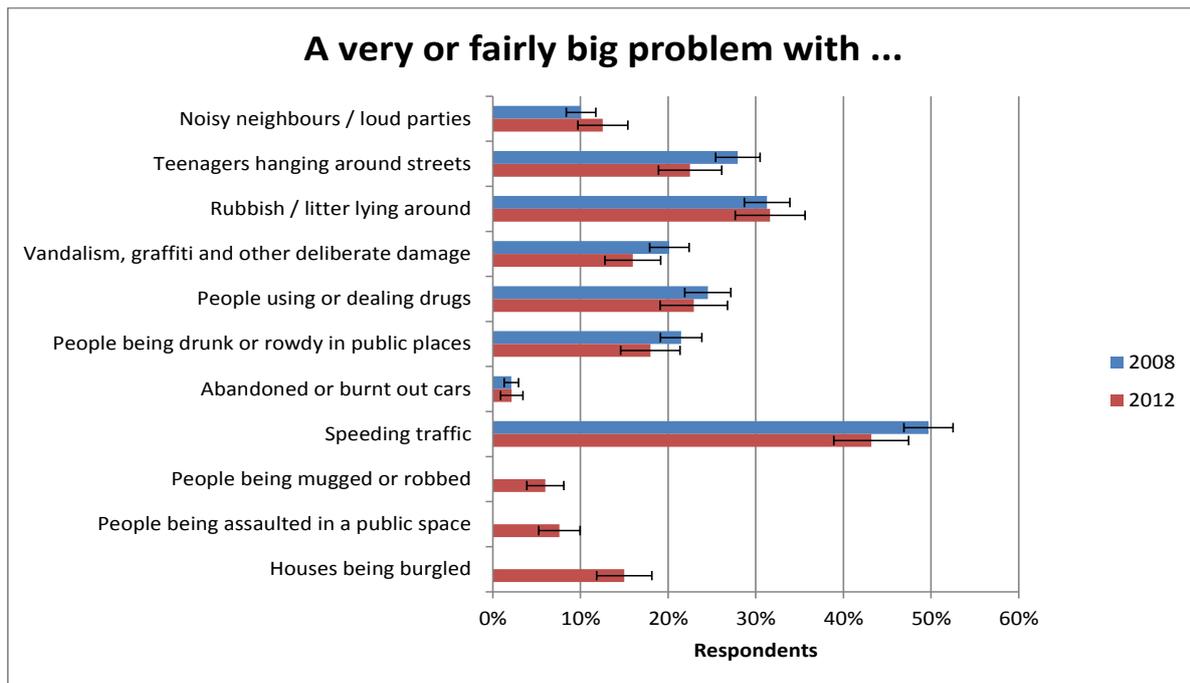
The questionnaire provided a list of things that people might consider constitute anti-social behaviour and were asked to indicate the extent to which, if at all, they found it to be a problem.

Q32: Thinking about this local area, how much of a problem do you think each of the following are?

Q32: In this local area, how much of a problem do you think the following are?	A very big problem	A fairly big problem	Not a very big problem	Not a problem at all	Base
Noisy neighbours or loud parties	5%	8%	32%	56%	1,259
Teenagers hanging around the streets	8%	15%	36%	42%	1,253
Rubbish or litter lying around	10%	22%	47%	22%	1,277
Vandalism, graffiti and other deliberate damage to property or vehicles	3%	13%	42%	42%	1,240
People using or dealing drugs <b>(NI 42)</b>	11%	12%	27%	50%	1,121
People being drunk or rowdy in public places <b>(NI 41)</b>	7%	11%	33%	49%	1,207
Abandoned or burnt out cars	*%	2%	16%	82%	1,210
Speeding traffic	16%	27%	39%	18%	1,267
People being mugged or robbed	2%	4%	26%	68%	1,188
People being assaulted in a public space	3%	5%	27%	66%	1,185
Houses being burgled	3%	12%	50%	35%	1,200

The following table compares the perception that each aspect is a problem with the results of the Place Survey in 2008.

Q32: In this local area, how much of a problem do you think the following are?	A very or fairly big problem			
	2008		2012	
	%	Rank	%	Rank
Noisy neighbours / loud parties	10%	7	13%	8
Teenagers hanging around streets	28%	3	23%	4
Rubbish / litter lying around	31%	2	32%	2
Vandalism, graffiti and other deliberate damage	20%	6	16%	6
People using or dealing drugs <b>(NI 42)</b>	25%	4	23%	3
People being drunk or rowdy in public places <b>(NI 41)</b>	21%	5	18%	5
Abandoned or burnt out cars	2%	8	2%	11
Speeding traffic	50%	1	43%	1
People being mugged or robbed	n/a	n/a	6%	10
People being assaulted in a public space	n/a	n/a	8%	9
Houses being burgled	n/a	n/a	15%	7



The above chart shows the extent to which respondents found each of the issues to be a very big or a fairly big problem. The results from the Place survey in 2008 are included for comparison. Note that the last three items were not asked in 2008.

The four issues most found to be a very big or fairly big problem are **speeding traffic** (43%), **rubbish or litter lying around** (32%), **people using or dealing drugs** and **teenagers hanging around the streets**, both 23%.

Since 2008, there has been a significant fall in the extent to which respondents consider there to be a problem with: **speeding traffic** (43% from 50%), **teenagers hanging around the streets** (23% from 28%) and **vandalism / other deliberate damage** (16% down from 20%).

The four highest ranked problems in 2008 remain the top four in 2012.

**National Indicator, NI 41** measures the perception that people being drunk or rowdy in public places is a problem. The score for 2012 is 18% down, though not significantly, from 21% in 2008.

The 2008 score for NI 41 for England was 29% placing Herefordshire in the best quartile nationally then.

**National Indicator, NI 42** measures the perception that people using or dealing drugs is a problem. The score for 2012 is 23% down, though not significantly from 25% in 2008.

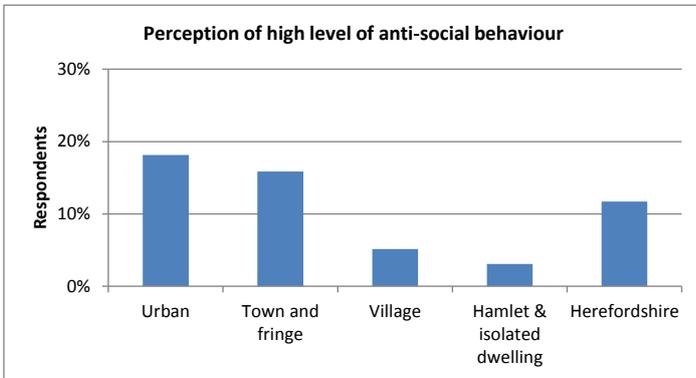
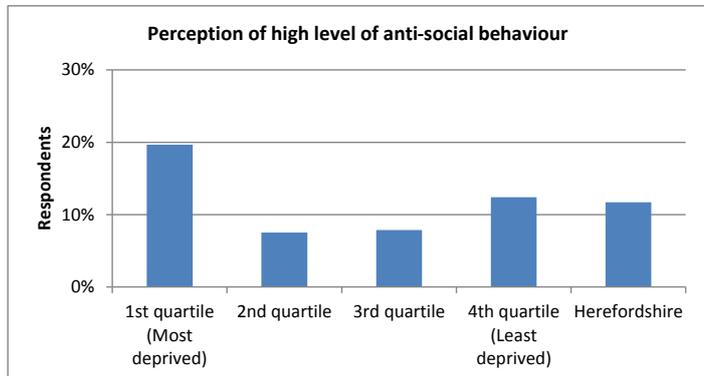
The 2008 score for NI 42 for England was 31% placing Herefordshire in the 2<sup>nd</sup> best quartile nationally in that year.

## The “Respect agenda”

The first seven aspects in the table of forms of anti-social behaviour (noisy neighbours, teenagers hanging around, rubbish and litter, vandalism, dealing/using drugs, drunk and rowdy people, abandoned cars) are used to measure National indicator NI 17, previously known as the “Respect Agenda”. The responses to the seven sub-questions are scored and combined. The resulting score is the percentage of respondents who perceive their local area to have a high level of anti-social behaviour. Note that speeding traffic is not one of the seven items.

For Herefordshire as a whole, the **Respect score** (NI 17) was 12%, similar to the figure in the 2008 Place Survey and less than 20% seen for England as a whole in 2008 and placing Herefordshire in the best quartile nationally in 2008.

As the chart shows, respondents who live in an area in the most deprived quartile in Herefordshire (see appendix 3 for details of deprivation quartiles) were more likely to perceive a high level of anti-social behaviour in their local area than were those from other areas in the county.



It can also be seen that respondents who live in “urban” or “town and fringe” areas (see appendix 2) were more likely to perceive a high level of anti-social behaviour than those in rural areas.

## Uninvited sellers of goods or services

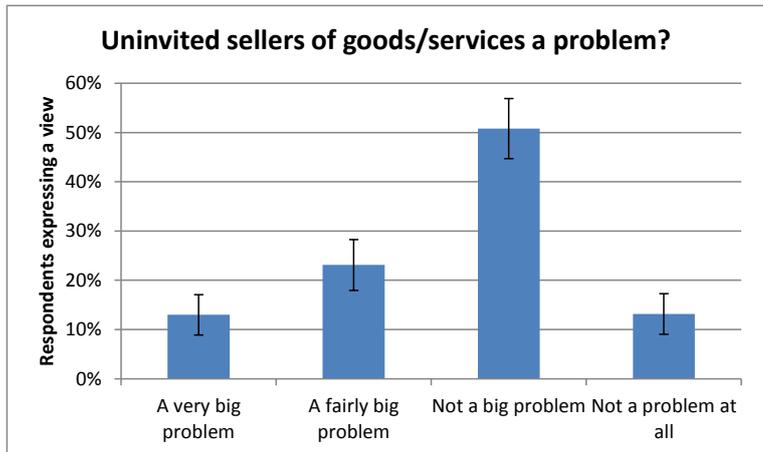
Q33: Over the last 12 months, has anyone called uninvited at your door offering to undertake work or attempting to sell goods or services?

Q33: Visited by uninvited seller of goods / services?	
Yes	49%
No	51%
Base	1,315

Around half (49%) of respondents had been visited by an uninvited seller of goods or services.

Q34: If yes, how much of a problem, if at all, do you find these uninvited callers to be?

Q34: Uninvited sellers of goods/services a problem?	
A very big problem	13%
A fairly big problem	23%
Not a big problem	51%
Not a problem at all	13%
Base	632



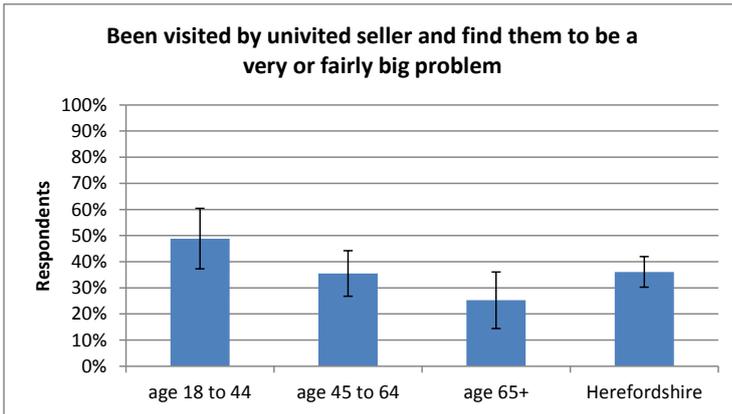
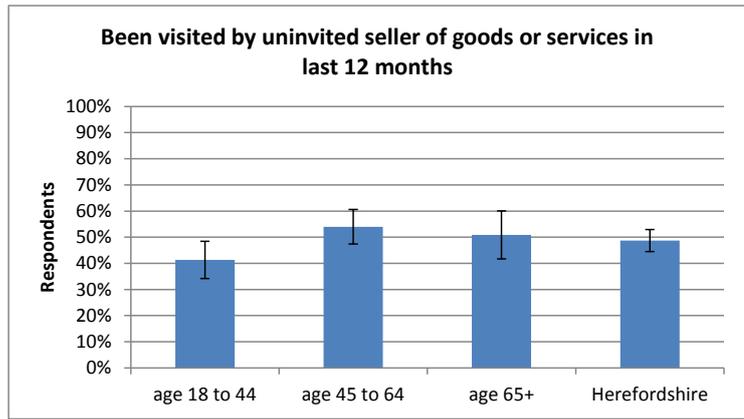
Of those 632 people who had been visited by an uninvited seller of goods or services in the last 12 month (and provide an opinion) about a third found them to be a very or fairly big problem and two thirds found it not a big problem or not a problem at all.

Q34a: Please explain the nature of the problem.

There were 223 responses to this question. It was unclear in a number of cases whether respondents were relating personal experiences or reciting popular perceptions of uninvited callers e.g. 'they start work then demand money and take you to your bank's cash machine'. Overall, nearly 40% of all respondents who provided comments indicated that they felt confident they could deal with uninvited callers, did not consider them to be a problem, or had not encountered uninvited callers. Only around a quarter of all those who commented found uninvited callers threatening, intimidating, overly persistent, aggressive or untrustworthy, as opposed to being more offended by the invasion of their privacy, or simply finding them inconvenient, irritating, or not liking like them. However, of those respondents who had indicated that they thought uninvited callers were 'a very big problem' or 'a big problem' (89 respondents), over half found them found such callers threatening or frightening in some way. Around a quarter of this group complained about invasion of privacy or finding uninvited callers inconvenient, irritating or not liking them. Several respondents commented on uninvited callers ignoring 'no callers' signs.

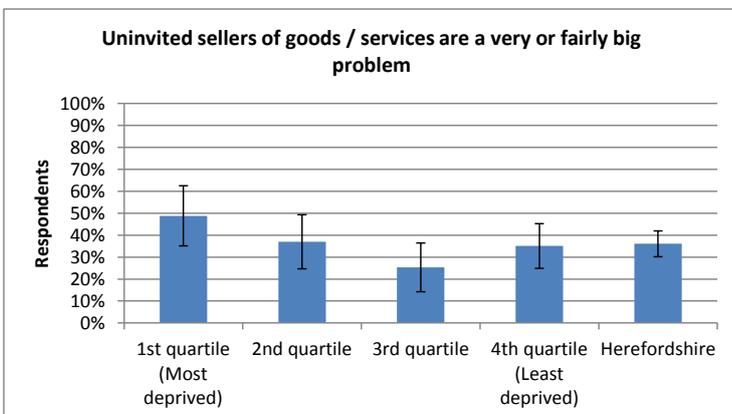
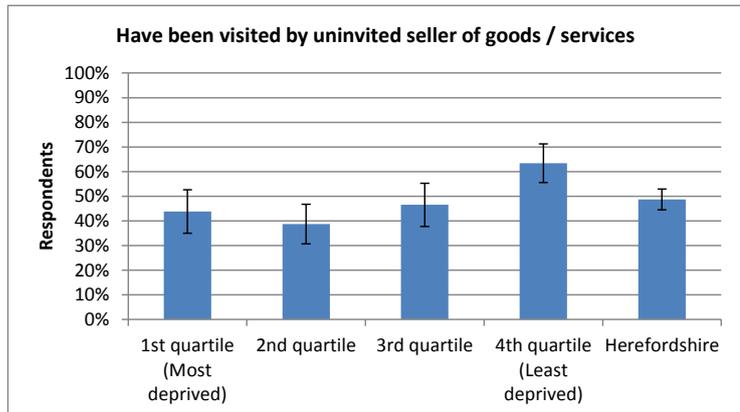
A number of those who commented provided examples of uninvited callers that they had encountered (43 comments), for example utility companies, charity collectors, tarmac layers and scrap metal collectors. Some others did not find uninvited callers a problem themselves, but thought others, such as the vulnerable and elderly, would.

As the chart on the right shows, there was an indication that people in the younger age band (18 – 44 years) were less likely to have been visited by an uninvited seller of goods or services than people in older age bands.



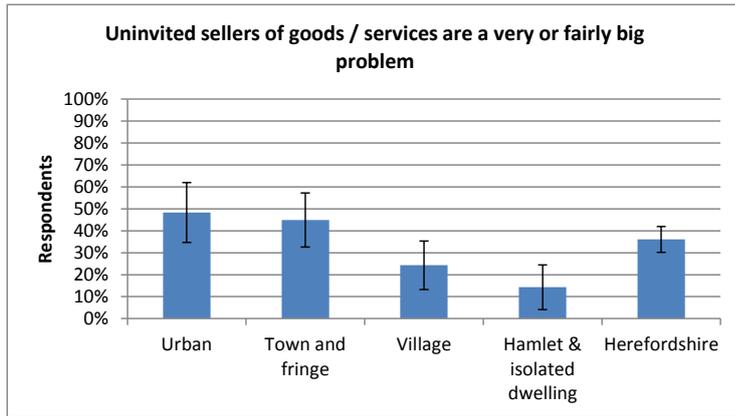
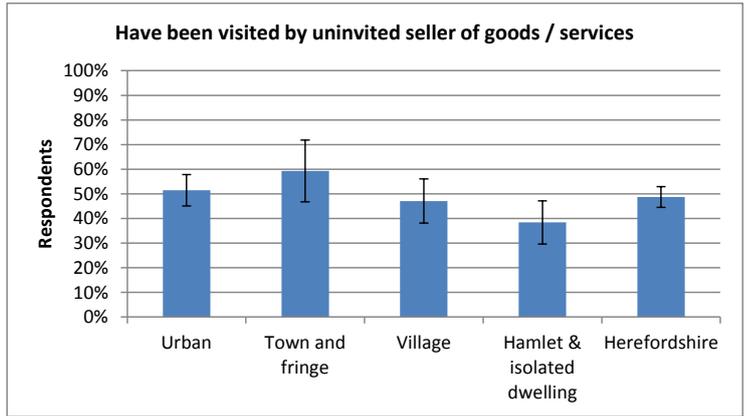
However, as the chart indicates, amongst those people who have been visited by an uninvited seller of goods or services, people aged 18 - 44 were significantly more likely to find these callers a very or fairly big problem than were those aged 65 or over.

Respondents who live in an area in the least deprived quartile of the county (see appendix 3) were more likely to have been visited by an unsolicited seller of goods or services than those in any of the more deprived areas.



However, those who live in an area in the most deprived quartile are more likely to have found this to be a very or fairly big problem than those in the 3<sup>rd</sup> quartile (second least deprived) areas.

There is a suggestion that respondents from the most rural areas, classified as “hamlets and isolated dwellings” (see appendix 2) are less likely to be visited by uninvited sellers.



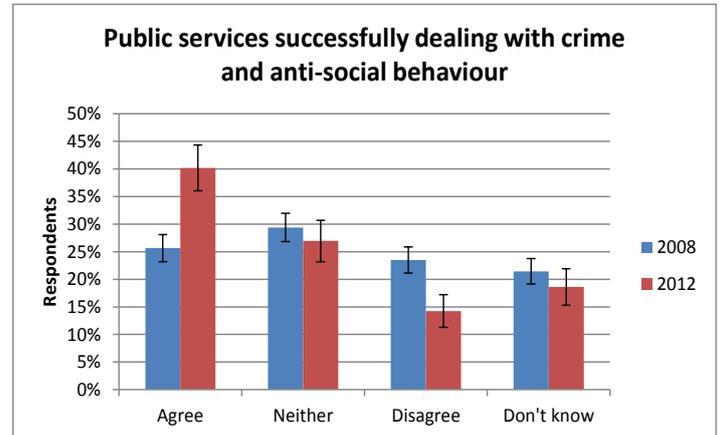
As the chart shows, people from “urban” and “town and fringe” areas are markedly more likely to find such uninvited sellers to be a very or fairly big problem than are those from the more rural areas.

## Dealing with crime and anti-social behaviour

The questionnaire explained that it is the responsibility of the police and other public services to work in partnership to deal with crime and anti-social behaviour. Respondents were then asked whether or not they agreed this was being done successfully in their local area.

*Q35: How much would you agree or disagree that police and other local public services are successfully dealing with these issues in your local area?*

Q35: Public services successfully dealing with crime and ASB. (NI 21)	2008	2012
Strongly agree	3%	6%
Tend to agree	23%	34%
Neither	29%	27%
Tend to disagree	15%	11%
Strongly disagree	9%	3%
Don't know	21%	19%
Base	1,791	1,306



40% of respondents strongly agreed or tended to agree that crime and anti-social behaviour is being successfully dealt with by local public services. This is significantly higher than 2008 when around a quarter (26%) agreed. There has also been a corresponding significant drop in the number who disagreed which fell from 23% in 2008 to 14% this year.

**National indicator, NI 21** measures this agreement and therefore the score in 2012 is 40%, significantly higher than 26% in 2008. The score for England as a whole was also 26% in 2008 and in that year Herefordshire was placed in the 3<sup>rd</sup> (2<sup>nd</sup> from worst) quartile nationally.

Note that for consistency with reporting in previous years and the national indicators, the respondents who replied “don’t know” have been included in the base.

## Section 9: Accessing services

### Ease of access to Post Office, GP, NHS dentist and public transport

Note that the questions in this section were not asked in the 2008 Place survey.

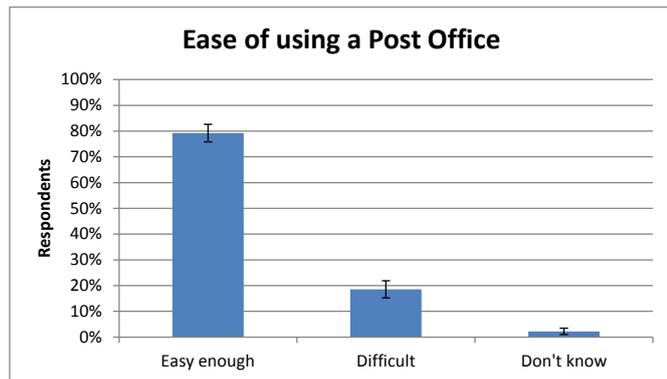
Note also that respondents who answered “Don’t know” have been included in the base to illustrate the proportion of people who either through not having used the service or some other reason felt unable to answer.

In this section, there was also a series of questions asking people to describe the nature of any difficulty they had using the service. It was clear that in some cases the respondent used this question as an opportunity to provide comments in support of one or more of the various options that they had ticked e.g. ‘opening hours’. Thus not all respondents who provided comments had ticked ‘other’. In addition, some who had ticked ‘other’ provided comments that clearly suggested their difficulties related to one or more of the alternative options and that it would therefore be misleading to record their difficulty as ‘other’. For these reasons, some recoding of the answer choices was undertaken so that where the respondent had provided a comment the boxes ticked reflected the difficulties detailed in the comments.

*Q36: How easy or difficult do you find using a Post Office?*

Q36: Ease of using a Post Office	
Easy enough	79%
Difficult	19%
Don't know	2%
Base	1,315

The majority of respondents (79%) find it easy enough to use a Post Office, though a substantial minority (19%) have difficulty.



*Q37: If you find it difficult, please indicate what makes it difficult.*

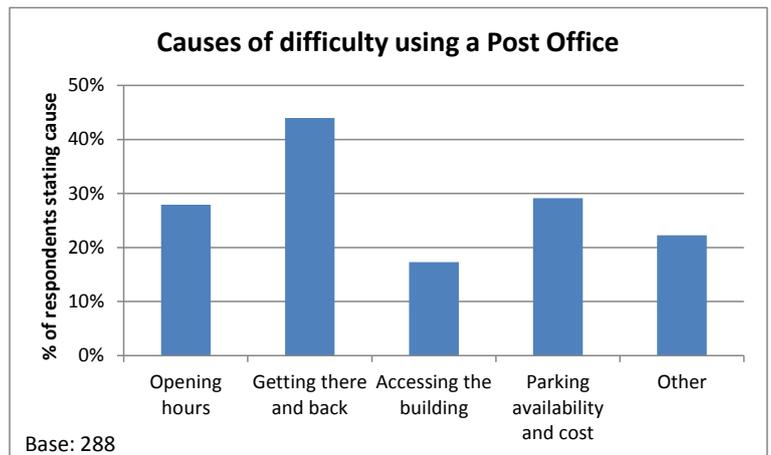
A number of possible causes of difficulty were offered in addition to the option to tick “Other” and specify the cause. Respondents were asked to tick all that applied. In order to better reflect the views of respondents, where these “Other” specified causes were similar to one of the options offered they were recoded to the option offered. See the description of the comments below.

The table and charts below show the results after this recoding.

Q37: Cause of difficulty of using a Post Office		
	% of those stating a difficulty	% of all respondents <sup>7</sup>
Opening hours	28%	6%
Getting there and back	44%	10%
Accessing the building	17%	4%
Parking availability and cost	29%	6%
Other	22%	5%
Base	288	1,315

For clarity, this table shows the causes of difficulties experienced by respondents both as a proportion of those who stated a difficulty and also as a proportion of all respondents (i.e. those who answered the question about ease of using a Post Office).

The most common cause of difficulty was getting there and back, for example due to distance or transport limitations, including those who commented that their local Post Office had closed. This was experienced by 44% of those having a difficulty or 10% of respondents overall. Parking availability or cost, and opening hours were also a major cause, experienced by over a quarter (28%-29%) of those who found it difficult, or 6% of respondents overall.

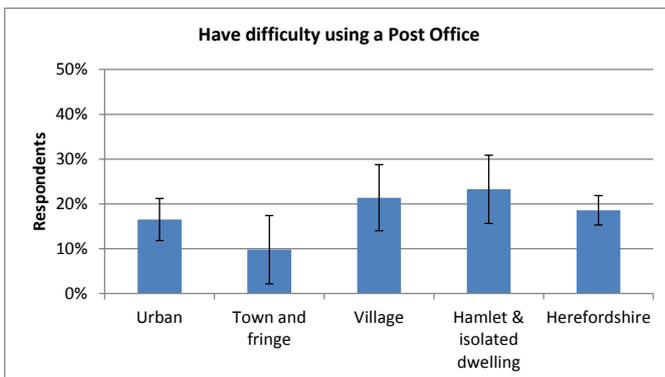


There were 116 comments provided regarding 'other' difficulties encountered using a Post Office.

A large number of respondents (46 comments) provided comments that related to the Post Office having closed, distance to the nearest Post Office or there being no local Post Office. It was felt that these concerns were closely related to the option 'getting there and back' and therefore these respondents were included in the count of those who selected that option and, unless they had raised 'other' concerns, removed from the count of 'other' responses. Looking at those comments that related to legitimately 'other' issues, by far the largest number of comments (38) related to issues with using the Post Office, particularly the length and time of queues / not enough staff and the location of the Post Office counter within the premises. For example:

*'as a result of closing so many small Post Offices there are very long queues and the elderly have to stand a long time'*

*'Queues can be horrendous. Only 1 PO in the whole of Ross to offer all services.'*

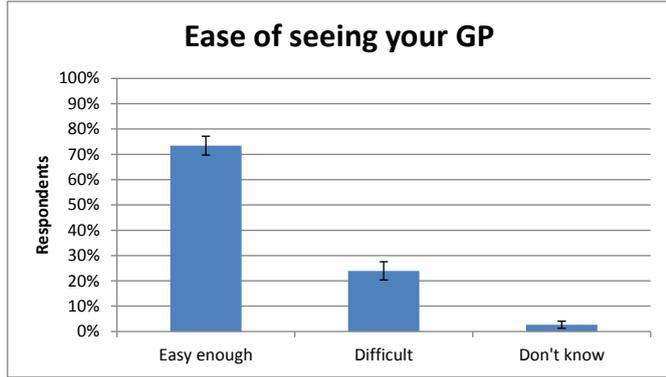


Whilst not statistically significant, the survey results suggest that respondents from areas classified as "village" or "hamlet and isolated dwellings" (see appendix 2) have greater difficulty using a post office than do respondents from "town and fringe" areas.

<sup>7</sup> For this series of questions, "all respondents" is taken as the number who answered the respective "ease of use" question.

**Q38: How easy or difficult do you find seeing your GP?**

Q38: Ease of seeing your GP	
Easy enough	73%
Difficult	24%
Don't know	3%
Base	1,317



Whilst nearly three quarters (73%) find it easy enough to see their GP, almost a quarter (24%) find it difficult.

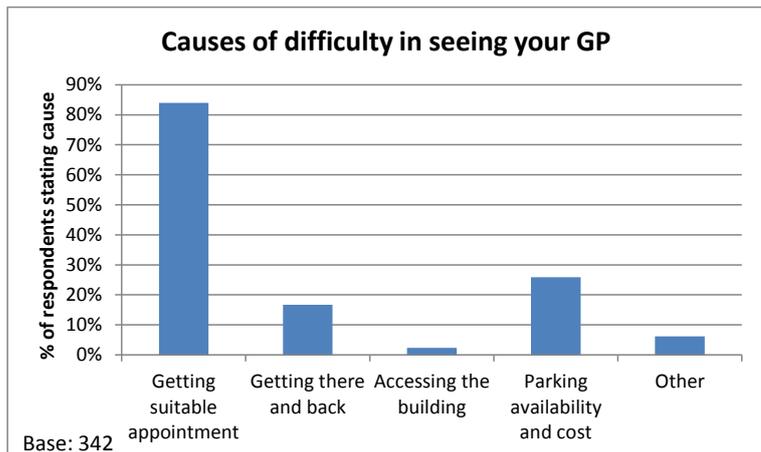
**Q39: If you find it difficult, please indicate what makes it difficult.**

A number of possible causes of difficulty were offered in addition to the option to tick “Other” and specify the cause. Respondents were asked to tick all that applied. In order to better reflect the views of respondents, where these “Other” specified causes were similar to one of the options offered they were recoded to the option offered. See the description of the comments below.

Q39: Cause of difficulty of seeing your GP		
	% of those stating a difficulty	% of all respondents
Getting suitable appointment	84%	22%
Getting there and back	17%	4%
Accessing the building	2%	1%
Parking availability and cost	26%	7%
Other	6%	2%
Base	342	1,317

For clarity, this table shows the causes of difficulties both as a proportion of those who stated a difficulty and also as a proportion of all respondents (i.e. those who answered the question about ease of seeing their GP).

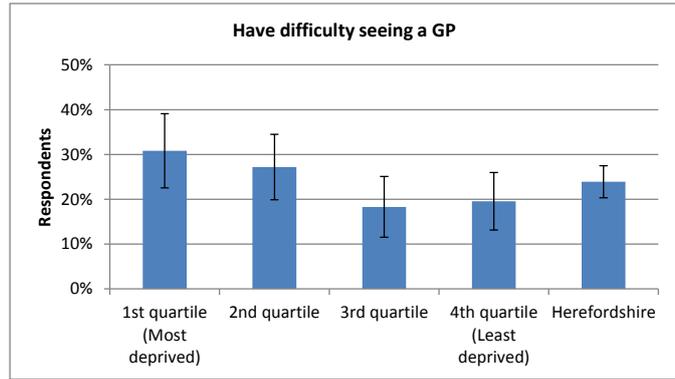
As the table and chart show, the overwhelming cause of difficulty in seeing a GP was getting a suitable appointment, experienced by 84% of those who had a difficulty and 22% of respondents overall. Parking availability and cost was the next most common, experienced by 26% of those having a difficulty and 7% of all respondents.



There were initially 76 comments provided regarding ‘other’ difficulties encountered seeing your GP. It was clear that most of these comments supported one or more of the alternative options to ‘other’ which the respondent had selected in the first part of the question and were therefore recoded appropriately. For example 30 comments were closely related to option 1 ‘getting suitable appointment’ and this option was recoded as ticked if not already done so by the respondent and removed from the count of ‘other’ difficulties (unless valid other issue was also described). Of those that related to genuinely ‘other’ difficulties the largest number (12) referred to long waiting times and/or poor service. For example:

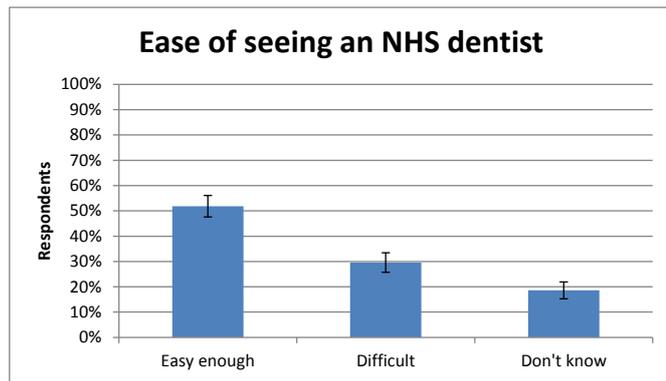
- ‘Finding a way through the receptionists.’
- ‘Weeks to get an appointment. One hour wait for appointment.’

Whilst not sufficiently different to be statistically significant, the results suggest that respondents who live in the more deprived areas (see appendix 3) of the county have greater difficulty in seeing a GP than do those from the less deprived areas.



Q40: How easy or difficult do you find seeing an NHS Dentist?

Q40: Ease of seeing and NHS Dentist	
Easy enough	52%
Difficult	30%
Don't know	19%
Base	1,291



Around half of respondents (52%) said that it is easy enough to see an NHS dentist, while 30% had difficulty. Nearly one in five respondents did not know how hard or easy it was.

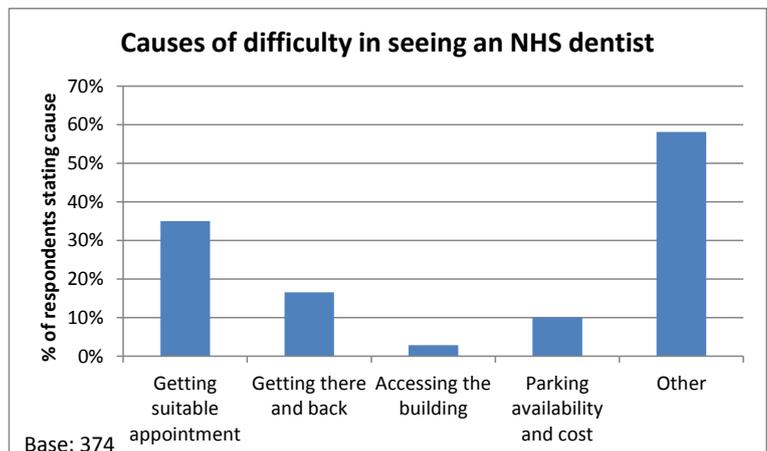
Q41: If you find it difficult, please indicate what makes it difficult.

Q41: Cause of difficulty of seeing an NHS dentist		
	% of those stating a difficulty	% of all respondents
Getting suitable appointment	35%	10%
Getting there and back	17%	5%
Accessing the building	3%	1%
Parking availability and cost	10%	3%
Other	58%	17%
Base	374	1,291

For clarity, this table shows the causes of difficulties both as a proportion of those who stated a difficulty and also as a proportion of all respondents (i.e. those who answered the question about ease of seeing an NHS dentist).

Whilst a round a third (35%) of those who experienced difficulties in seeing an NHS dentist had difficulty in getting a suitable appointment, for the majority (58%) there were other causes of difficulty.

Of the 248 comments provided describing these 'other' difficulties, by far the largest number of comments were related to difficulties in finding an NHS dentist that the respondent could register with (206 comments). Many



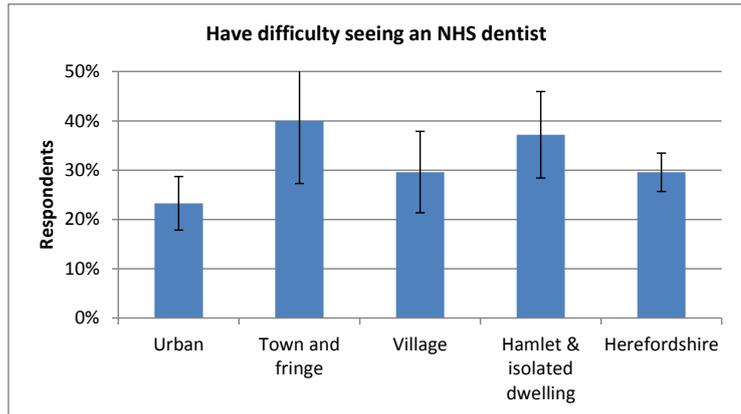
had found this impossible and opted for private treatment, or spent long periods on a waiting list.

For example:

- 'Can no longer get access to as NHS dentist.'
- 'Finding an NHS dentist!'
- 'NHS dentists in Ledbury - only for children.'
- 'We gave up trying to find an NHS dentist and went private.'

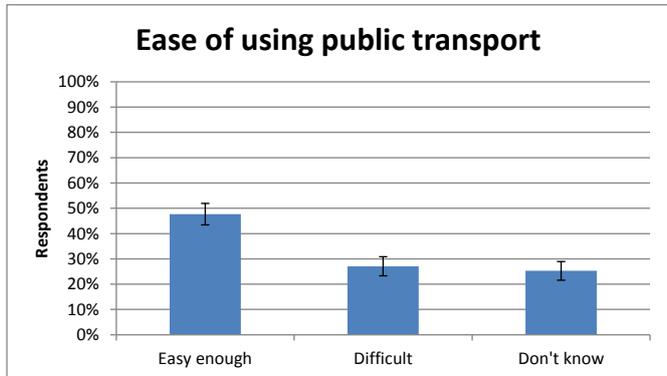
Of these respondents, a few indicated they received no dental treatment at all. Some of them suggested they were not aware NHS dentistry still existed (e.g. 'are there any NHS dentists?'). Around 30 comments related to issues of 'getting there and back' – some of these respondents having ticked the 'getting there and back' option and some 'other'.

Respondents who live in areas classified as "hamlet and isolated dwellings", and those from "town and fringe" areas were more likely to have difficulty in seeing an NHS dentist than respondents from "urban" areas (see appendix 2 for details of the DEFRA urban / rural classification).



Q42: How easy or difficult do you find using public transport?

Q42: Ease of using public transport	
Easy enough	48%
Difficult	27%
Don't know	25%
Base	1,294



Fewer than half (48%) find it easy enough to use public transport. A little over a quarter (27%) said they have difficulty and a similar proportion did not know.

Q43: If you find it difficult, please indicate what makes it difficult.

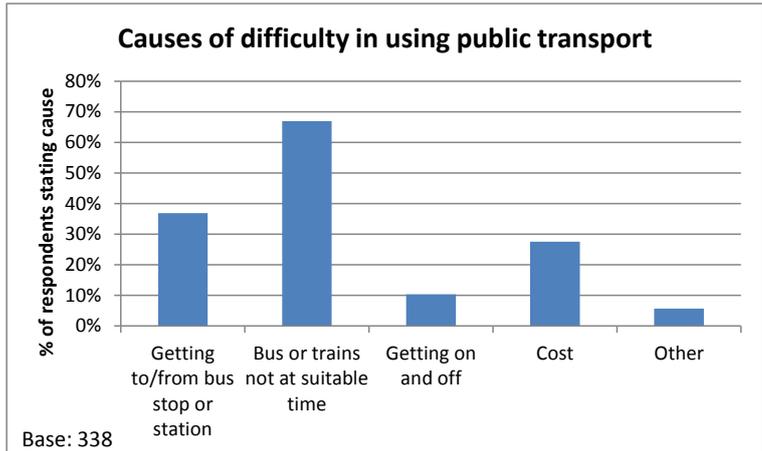
Q43: Cause of difficulty using public transport		
	% of those stating a difficulty	% of all respondents
Getting to/from bus stop or station	37%	10%
Bus or trains not at suitable time	67%	17%
Getting on and off	10%	3%
Cost	28%	7%
Other	6%	1%
Base	338	1,294

For clarity, this table shows the causes of difficulties both as a proportion of those who stated a difficulty and also as a proportion of all respondents (i.e. those who answered the question about ease of using public transport).

The table and chart show the causes of difficulties experienced by respondents, after recoding from the 'other' comments where appropriate to do so.

There were initially 181 comments provided regarding 'other' difficulties encountered when using public transport.

By far the largest number of these (126 comments) related to 'bus or train not at suitable time', or the closely related lack of any service at all, insufficient choice of destinations, or difficulties with connections. These 'other' difficulties were recoded in the table above to this option.



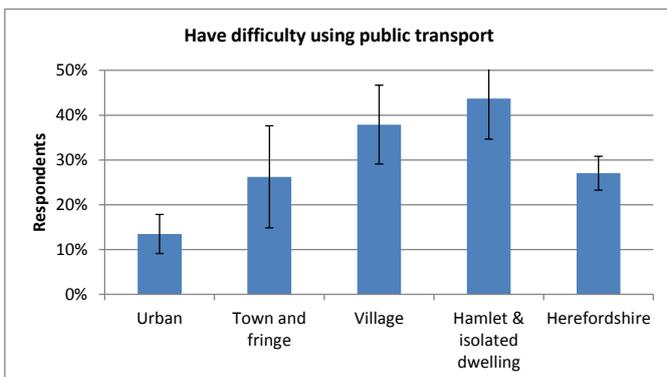
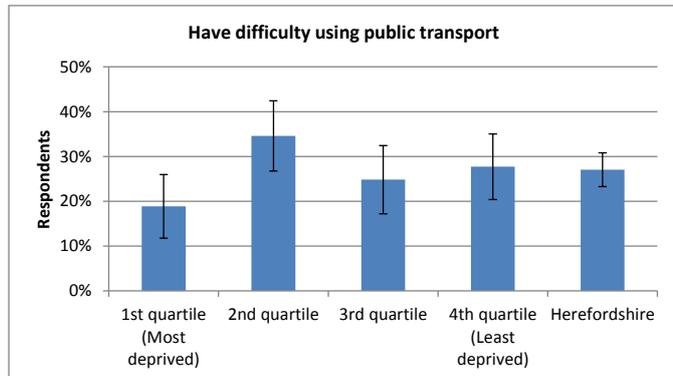
The next largest group of comments (22 comments) related to 'getting to/from bus stop or station' and were recoded in similar fashion.

It can be seen that around two-thirds of those experiencing difficulties were finding the lack of a service to the appropriate destination at all or at the appropriate time to be a problem. For over a third of respondents experiencing difficulties, getting to and from the bus stop was a problem and a third had difficulty with the cost. Note that respondents could select more than one of these options as a difficulty.

Examples of the comments given (recoded to 'bus or train not at suitable time'):

- 'Connections to reach end destination.'
- 'Does not go where I want to go.'
- 'Lack of service e.g. Ledbury-Gloucester; Ross-Ledbury.'
- 'No bus service available.'

The respondents who live in areas in the most deprived quartile in the county (see appendix 3) were less likely to have difficulty using public transport than those who live in the second most deprived quartile.



The more rural the area in which the respondents lived (see appendix 2), the greater the difficulty they experienced in using public transport.

## **Other services difficult to access**

*Q44: Are there any other services you find it difficult to access? Please explain what they are and why they are difficult to access.*

There were 93 comments provided in response to this question. The largest numbers related to either public transport (29 comments) or services provided by Herefordshire Council or its partners (27 comments).

Some examples of each were:

*'Access to involvement in the Planning process.'*

*'Buses don't run very often, if they do, they arrive at Ledbury station (from Bosbury) just after the train has left.'*

*'Small villages have only limited public transport for elderly to get about.'*

*'No car park near Franklin House for elderly folk unlike Garrick House which had car park adjacent.'*

*'No bus for 4 miles. Having 2 teenagers 1 of whom has epilepsy there is no choice for them to be independent without a bus service to access activities.'*

*'Contacting council if I need to as I work all day. So maybe some idea how to e-mail them rather than phone.'*

## Broadband

The questionnaire asked people to describe the broadband access, if any, from their home. There were a series of options for those people whose household had broadband and a different set for those in households that did not.

*Q45: Which of the following describes the broadband access from your home? Please tick all boxes that apply in the list applicable to your household.*

Overall, 83% of respondents lived in a household that has a broadband service and 17% in a household without.

### Respondents in households *with* a broadband service.

Q45a: Broadband service for respondents in household <b>with</b> broadband	
Adequate for my/our needs	51%
Too slow for my/our needs	44%
Too unreliable for my/our needs	19%
The expense is hard to justify	12%
Would pay more for better service	14%
Other issue	6%
Base (respondents in h/h with broadband)	1,073

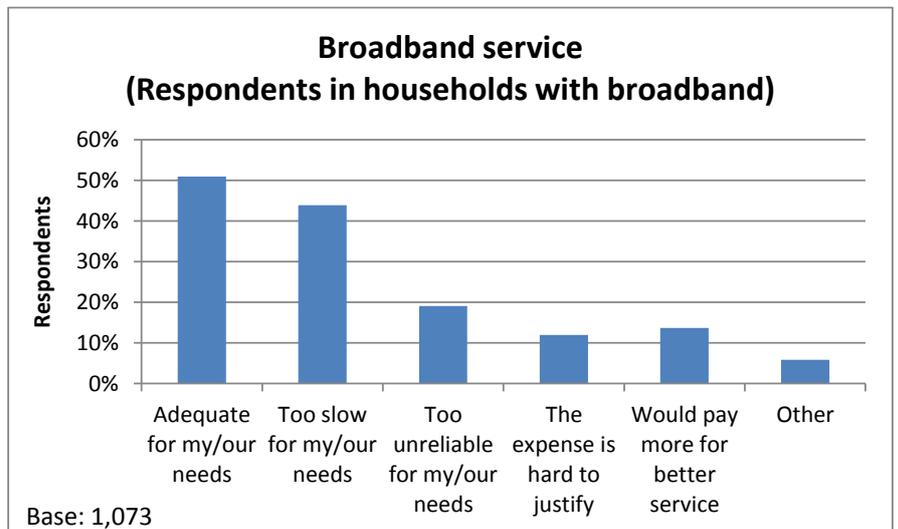
Note that people could select more than one option from this list.

Around half (51%) of the respondents who had a broadband service in their household found it to be adequate for their needs.

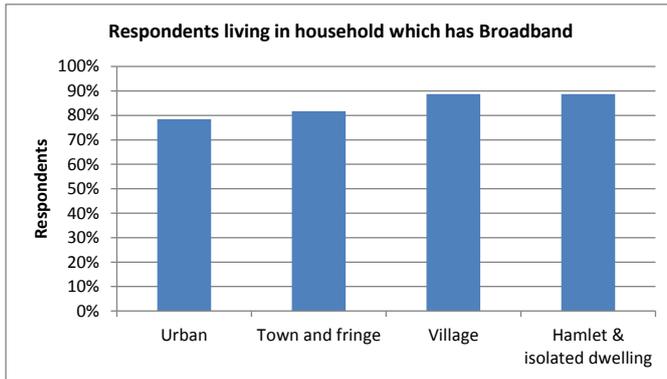
Nearly as many, 44% found it to be too slow for what they needed and 19% say it was too unreliable.

About one in seven (14%) would pay more for a better service.

Amongst the approximately 70 comments made in response to “other issue”, around 40% were reinforcing the message that the service was too slow, unreliable or costly for the standard provided. A few other made the point that due to the rural nature of the area, the service was more limited, costly and with fewer options. Three people stated that it was a serious issue for their rural business and lack of a faster service was holding the business back.



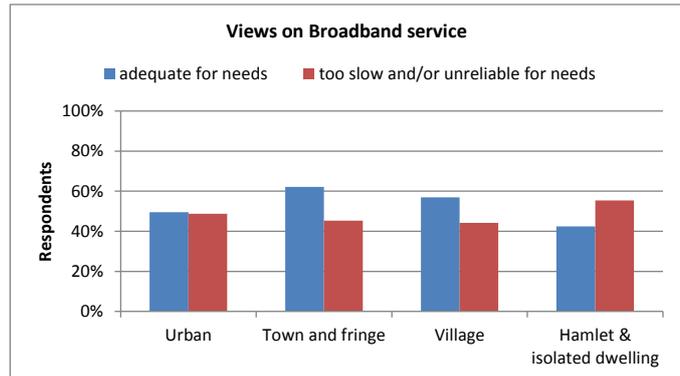
When looking at the distribution of households with broadband by the deprivation quartile of the area in which the household was located, no major variation was seen, nor was a marked variation seen in the views on the adequacy or otherwise of the service.



The chart shows the proportion of respondents in areas of each rurality classification (see appendix 2) who have broadband in their household.

Whilst the differences are not large, there is a suggestion that respondents in households in the more rural “village” and “hamlet and isolated dwellings” areas were more likely to have broadband in their household.

There is also an indication that residents in households in areas classified as “town and fringe” or “village” were more likely to find the broadband service in their household to be adequate for their needs than were those in areas classified as “hamlets and isolated dwellings”.



**Respondents in households *without* a broadband service.**

Q45b: Broadband service for respondents in household <b>without</b> broadband	
Wouldn't know how to use it	44%
Doesn't need it	57%
Needs it but no computer	16%
Needs it but not available here	3%
Needs it but no service at affordable price	8%
Other issue	12%
Base	219

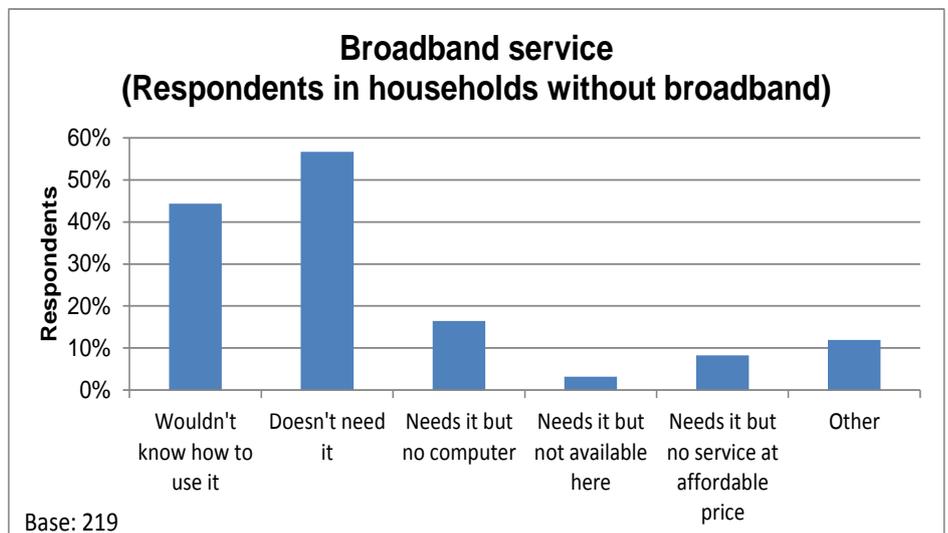
Note that people could select more than one option from this list.

Of those people who live in a household without broadband, more than half (57%) say their household doesn't need it and 44% say the household wouldn't know how to use it.

A little over a quarter (26%) of those who live in a household without broadband need it but are unable to get it due to either a lack of computer, no service available or no affordable service available.

There were about 30 comments made about other issues.

About 40% of these stated that they didn't have and didn't want either a computer or broadband. Nearly as many simply stated that their household had no broadband or computer, but it was unclear whether this was what they wanted. A few comments stated that they could not get any broadband service.



## Section 10: About you and your household

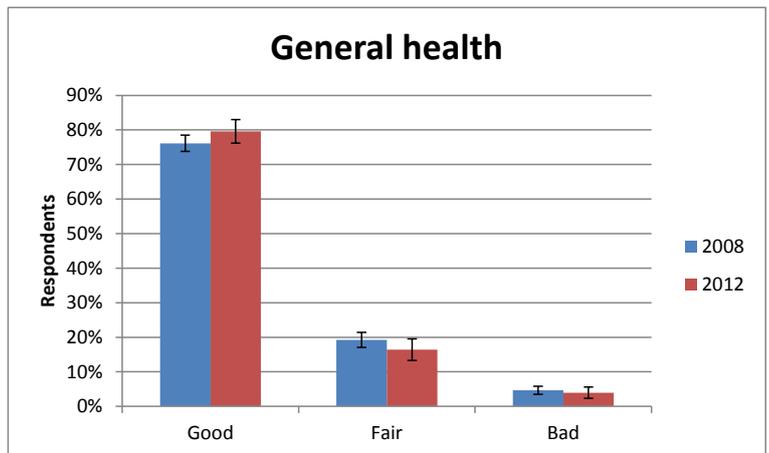
The purpose of most of the questions in this section is to enable further analysis of the responses to questions elsewhere in this survey, for example to determine if there is a variation with satisfaction with the local area by age or by housing tenure. The responses to these questions are presented in the Respondent Profile section later in this report.

The question about overall health is valuable in its own right and also a National Indicator and is therefore presented separately.

### Overall health and wellbeing

Q48: How is your general health? Would you say it is ...

Q48: General health (NI 119)		
	2008	2012
Very good	33%	36%
Good	43%	44%
Fair	19%	16%
Bad	3%	4%
Very bad	1%	*% <sup>8</sup>
Base	1,849	1,315



Four out of five (80%) respondents said that their general health was good or very good, a higher figure than in 2008 when 76% indicated thus, though not a sufficiently large difference to be statistically significant. Around 4% considered their health to be bad or very bad.

The scoring of the **National Indicator, NI 119** which measures the proportion of respondents who say their health is generally good or very good is 80% for 2012 compared with 76% in 2008. The score for England as a whole in 2008 was also 76% and placed Herefordshire in the 3<sup>rd</sup> (2<sup>nd</sup> from worst) quartile nationally in 2008.

<sup>8</sup> This notation indicates a small percentage of less than 0.5% but greater than zero.

## Respondents' comments

The final question invited respondents to make any further comment they wished to make.

*Q58: Is there anything else you would like to add?*

In total 251 comments were received in answer to this question, including 11 respondents who answered 'no'. From the comments a number of main themes emerged (around thirteen). Respondents often made comments relating to more than one theme and in such cases the comment was counted under each theme for the purposes of analysis.

By far the most prevalent theme concerned the value of the survey itself (61 comments, around a quarter). Respondents commonly questioned how much the survey cost and whether it represented value for money, or thought that the money could be better spent on delivering services. Others were sceptical as to the likelihood of their responses being taken into account, or of their views making any difference. Curiously, a higher proportion of respondents from the Golden Valley locality (14 respondents, or 11% of all Golden Valley respondents) raised concerns about the survey than from any other locality, although it should be noted that the numbers of respondents at locality level are quite small. Fairly typical of the comments received were:

*'Could the money spent on this survey have been better used in the county or go towards improving transport routes?'*

*'I can't help [feeling] this survey is an enormous waste of public money, that could have been spent elsewhere on social care!'*

*'Again this is worded so that the answers show you are doing a good job. I'm content but this questionnaire does not help me have a say.'*

*'How much does this survey cost us and how much notice will be taken of our replies?'*

*'How much will this exercise cost? It looks/feels like another exercise to justify continued employment of administrators and paper shufflers.'*

The next most common theme, although representing considerably fewer responses (39 comments) concerned transport issues. Topics included lack of public transport, traffic problems, road safety concerns, poor road maintenance, and car parking issues including charges and lack of spaces. There was no noticeable difference however in numbers of responses between the localities. Examples of some of the topics raised were:

*'A by-pass for Hereford. Traffic congestion is a major issue preventing/discouraging new business.'*

*'We live in a rural area and pay full council tax. Our track is council property but they refuse to maintain it. Why pay full council tax? No street lighting, bad roads generally, verges badly maintained. Where is our value for our Council Tax payments?'*

*'Very disappointed that you now have to pay parking charges on a Sunday, this has stopped me and a lot of people coming into Hereford.'*

*'The state of repair of country lanes in Herefordshire is an absolute disgrace. I know it is difficult but it is NOT impossible given the right commitment.'*

*'Public transport: we have only one bus a week, a joke!!!! In France no matter where you live there's a daily bus service to all local towns (within reason). This is why we have to be able to drive our own vehicles. ROAD SURFACES ARE DISGUSTING!'*

Another noticeable theme concerned the provision and standard of services, including concerns about how council tax is spent (28 comments). Some typical comments were:

*'No clubs [or] anything for older people who can't get about much. Not much for the young either.'*

*'Quality of life here is great, but Herefordshire feels like a rural backwater in terms of services and funding.'*

*'Council tax maximum - services provided minimum.'*

*'HCC should stop out-sourcing public services to private companies that make a profit. The need to make profit lowers the standard of the service to the public.'*

A theme that also attracted some comment was around low-level crime and anti-social behaviour (21 comments), with comments such as;

*'Ensure dog owners are fined for allowing / failing to clear dog excrement in all areas.'*

*'Illegal parking in towns should be enforced.'*

*'There is a big anti-social behaviour problem in Credenhill with gangs of teenagers roaming after dark. Many people ring the police but they don't do anything. PLEASE HELP US WITH THIS MATTER.'*

Perhaps surprisingly, it did appear that younger respondents (25-34 years) may be more likely to be concerned about these issues, but again the numbers are too small to say this with confidence.

The other main theme concerned opinions about council policy and decision-making, council leadership, and transparency (around 20 comments). Typical of such comments were;

*'I feel there have been a few issues where members of the council have blatantly disregarded public feeling especially regarding Planning Applications.'*

*'Please let us have a council that listens, ideally independent and non-politically driven and then genuinely seek to act in the best interest of the public, not councillors own egos.'*

*'Rotherwas Enterprise Zone is a massive con to the public and must be exposed to who is getting what financially.'*

*'Stop paying council officers such large salaries it is not justified in the current economic climate.'*

## Respondent profile

With the exception of questions 48 (general health) and 58 (anything you wish to add) the rest of the questions in section 10 were used primarily to determine the respondent profile.

The data here is presented both weighted (as is the case for the results elsewhere in the report) and also unweighted. The unweighted figures are included in this section in order to show the effect of the weighting on the profile of the respondents. The weighting methodology is described earlier in this report

In the table below, although the number of respondents who did not answer each question is shown, the percentages are calculated as the proportion of those who answered each question (unless otherwise stated).

Respondent Profile				
Base: 1,346	Unweighted		Weighted	
	No.	%	No.	%
Q46: Gender				
Male	560	43%	583	44%
Female	754	57%	734	56%
Not given	32		29	
Q47: Age <sup>9</sup>				
18 to 24 years	21	2%	65	5%
25 to 44 years	195	15%	385	30%
45 to 64 years	491	38%	546	42%
65 to 74 years	305	24%	159	12%
75 years and over	277	21%	142	11%
Not given	57		67	
Q49: Housing tenure				
Owned outright	695	54%	480	37%
Buying on a mortgage	282	22%	455	35%
Rent from Housing Association / Trust	158	12%	147	11%
Rented from private landlord	130	10%	184	14%
Other	30	2%	35	3%
Not given	51		44	
Q50: Children aged 17 or under living in household?				
Yes	256	20%	469	36%
No	1048	80%	840	64%
Not given	42		38	
Q51: Total adults aged 18+ living in household				
One	451	36%	241	19%
Two	661	53%	742	58%
Three	103	8%	178	14%
Four	32	3%	87	7%
More than four	8	1%	24	2%
Not given	91		73	
Continued				

<sup>9</sup> Note: Respondents were asked their age on their last birthday. These were subsequently grouped into the categories shown here.

Respondent profile continued				
Base: 1,346	Unweighted		Weighted	
	No.	%	No.	%
Q52: Employment status				
Employee in full-time job (30 hours plus per week)	285	21%	472	36%
Employee in part-time job (under 30 hours per week)	128	10%	169	13%
Self-employed full or part-time	154	12%	161	12%
On a government supported training programme	2	*%	2	*%
Unemployed and available for work	25	2%	40	3%
Full-time education at school, college or university	9	1%	16	1%
Retired whether receiving a pension or not	655	49%	360	27%
Looking after the home or family	129	10%	128	10%
Long term sick / disabled	86	6%	76	6%
Doing something else	43	3%	55	4%
Not given	19		17	
Q53: Long standing illness, disability or infirmity?				
Yes	444	35%	335	26%
No	820	65%	944	74%
Not given	82		67	
Q54: Illness or disability limiting activities? (Only asked of those who said "Yes" to Q53)				
Yes	314	72%	240	72%
No	125	28%	85	25%
Not given	5		10	
Q55: Nature of illness or disability? (Only asked of those who said "Yes" to Q53)				
Deaf / hard of hearing / acute hearing	70	16%	40	12%
Blind / partially sighted / sensitive to light	22	5%	13	4%
Learning disability or difficulty	7	2%	15	4%
Mental health	34	8%	34	10%
Progressive / chronic illness (e.g. MS, cancer)	80	19%	53	16%
Mobility difficulties	199	46%	138	41%
Other	180	42%	141	42%
Not given	14		8	
Continued				

Respondent profile continued				
Base: 1,346	Unweighted		Weighted	
	No.	%	No.	%
Q56: National identity				
English	951	72%	921	69%
Welsh	59	4%	57	4%
Scottish	13	1%	18	1%
Northern Irish	5	*%	7	1%
British	283	21%	296	22%
Irish	4	*%	3	*%
Other	15	1%	28	2%
Not given	16		15	
Q57: Ethnicity				
White British/English/Welsh/Scottish /Northern Irish	1,261	98%	1,253	97%
Other white	16	1%	23	2%
Any other ethnic group	13	1%	16	1%
Not given	56		54	

Note: Since weighting to reflect the household size has been applied to the data, results of questions relating to the household are reported as proportions of “residents who live in a household” with that characteristic. For example, Q50 shows that 36% of respondents live in a household in which children live, and not 36% of households have children living in them.

## Respondents’ locality

As would be expected and required, due to survey sample being stratified to ensure an adequate number of responses were achieved from each locality, regardless of its size, the weighting can be seen to have a large impact on the effective number of responses from each locality.

	Unweighted		Weighted	
	No.	%	No.	%
Bromyard	114	8%	66	5%
Golden Valley	130	10%	119	9%
Hereford North	98	7%	282	21%
Hereford Rural	124	9%	114	8%
Hereford South	91	7%	114	8%
Kington	111	8%	43	3%
Ledbury	138	10%	163	12%
Leominster	124	9%	128	10%
Mortimer	132	10%	66	5%
Ross on Wye	131	10%	174	13%
Weobley	137	10%	65	5%
Not known <sup>10</sup>	16	1%	11	1%
Base	1,346		1,346	

<sup>10</sup> A number of respondents removed or defaced the serial number from the questionnaire, consequently the locality of the respondent was unknown.

## Appendix 1

### Summary of National Indicators measured by this survey

Indicator	Question	Description	2012 Quality of Life survey	2008 Place Survey		
				Hereford -shire	England	Hereford- shire quartile position <sup>11</sup>
NI 1	Q22	Agreement that your local area is a place where people from different backgrounds get on well together?	<b>69%</b>	76%	76%	Third
NI 2	Q5	Strength of belonging to the local area (Note: survey wording different from indicator which states “immediate neighbourhood”	<b>70%</b>	66%	59%	Best
BV 3	Q9	Overall satisfaction with the way Herefordshire Council runs things	<b>51%</b>	33%	45%	Worst
NI 4	Q27	Ability to influence decisions affecting the local area.	<b>27%</b>	29%	29%	Second
NI 5	Q3	Satisfaction with local area as a place to live	<b>91%</b>	87%	80%	Best
NI 6	Q21	Respondents who had given unpaid help at least once a month.	<b>34%</b>	29%	23%	Best
NI 17	Q32a-f	“Respect agenda” score. An indicator of the proportion who perceive a high level of anti-social behaviour in their local area.	<b>12%</b>	12%	20%	Best
NI 21	Q35	Agreement that public services are successfully dealing with ASB and crime.	<b>40%</b>	26%	26%	Third
NI 23	Q23	Problem with people not treating each other with respect and consideration.	<b>20%</b>	21%	31%	Best
NI 37	Q19g	Respondents feeling well informed about what to do in a large scale emergency.	<b>25%</b>	22%	15%	Best
NI 41	Q32f	Problem with people being drunk or rowdy in public places the local area.	<b>18%</b>	21%	29%	Best
NI 42	Q32e	Problem with people using or dealing drugs in the local area.	<b>23%</b>	25%	31%	Second
NI 119	Q48	Respondents saying their health is generally good or very good.	<b>80%</b>	76%	76%	Third
NI 138	Q3, Q4 & Q47	Proportion of respondents aged 65 or over, who are satisfied with both their home and their local area as a place to live.	<b>90%</b>	89%	84%	Best
NI 139	Q25	Perception that older people are able to get the support needed to live at home	<b>25%</b>	33%	30%	Second
NI 140	Q24	Respondents agreeing that most of the time they are treated with respect and consideration by local public services.	<b>80%</b>	75%	72%	Second

<sup>11</sup> Quartiles from best to worst: Best, second, third, worst

## Appendix 2

### DEFRA urban / rural classification

As part of a project commissioned by the Office for National Statistics (ONS), the Department for Environment, Food and Rural Affairs (Defra), the Office of the Deputy Prime Minister (ODPM), the Countryside Agency (CA) and the Welsh Assembly Government, all Census output areas<sup>12</sup> in the country have been classified as “urban” or “rural”. The rural group can also be broken down into three smaller categories.

- Urban
- Rural
  - Town & Fringe
  - Village
  - Hamlet & Isolated Dwelling

“Urban” refers to settlements with a population of at least 10,000 – so the market towns of Leominster and Ross, as well as the city of Hereford, are considered “urban”.

For the purpose of further analysis in this report, contrasts can be made between the views of respondents from areas of different degrees of rurality, either by an urban / rural split or by the more detailed urban and the three sub-categories of the rural category, Town & Fringe, Village and Hamlet & Isolated dwelling.

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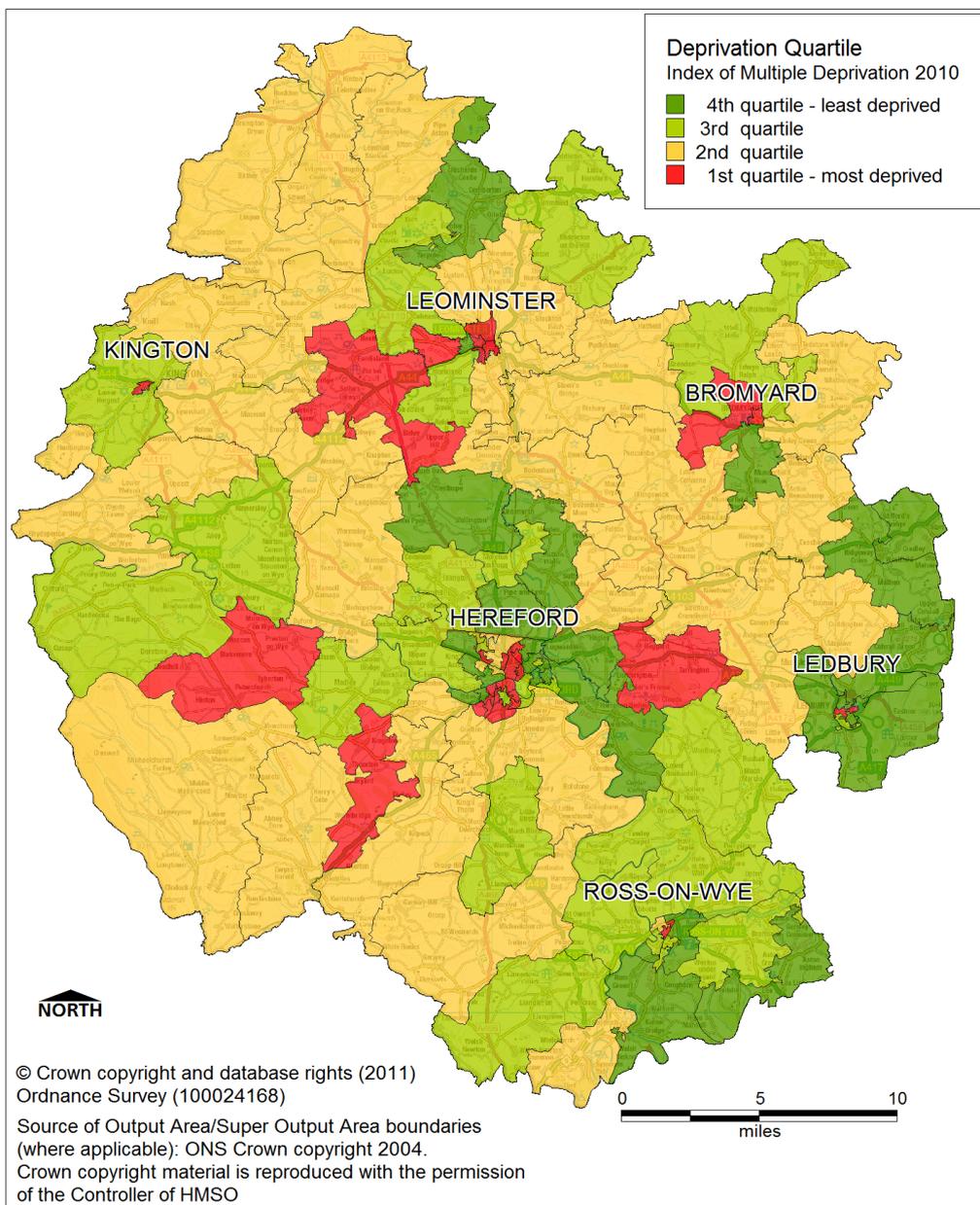
<sup>12</sup> Census “output areas” are the smallest defined physical areas used for analysis, each containing roughly 125 resident households.

## Appendix 3

### Deprivation quartiles

The Index of Multiple Deprivation 2010 (IMD 2010) is a measure of multiple deprivation at a small area level (Lower Super Output Area (LSOA)). The method of producing the IMD 2010 is the same as that for previous editions (2007, 2004 and 2000) and is based on the idea of distinct dimensions (domains) of deprivation which can be recognised and measured separately. In total 38 separate indicators have been grouped into the seven domains, each of which reflects a different aspect of deprivation experienced by individuals living in an area. People may be counted as deprived in one or more of the domains, depending on the number of types of deprivation that they experience.

For the purposes of further analysis in this report, the 116 LSOAs in Herefordshire can be ranked from the most deprived to the least deprived based on the IMD 2010 results. These can then be divided into four groups, known as “quartiles” ranging from the most deprived quartile which contains the 25% most deprived in Herefordshire, to the 25% least deprived in Herefordshire, and the two categories in between.



## **Appendix 4**

### **LGA Resident satisfaction poll**

The Local Government Association has conducted the first in a series of national quarterly polls of residents' satisfaction with their local council. The participants were a representative random sample of 1,006 British adults (aged 18 and over) and were telephoned between 31<sup>st</sup> August and 2<sup>nd</sup> September 2012.

Working from a script, the respondents were given a preamble and then asked a series of questions about their satisfaction with their local council and the services they provide.

The questions asked in the telephone poll included a number of the questions which were in the Herefordshire Quality of Life Survey 2012. Due to differences in methodology (postal versus telephone) and survey content (whilst a few questions were identical, many of the questions and topics were different) the results of the two surveys are not directly comparable. However, they are included here for reference and can provide additional insight.

For full details of the LGA survey see: [http://www.local.gov.uk/web/guest/research-performance-and-improvement/-/journal\\_content/56/10171/3761840/ARTICLE-TEMPLATE](http://www.local.gov.uk/web/guest/research-performance-and-improvement/-/journal_content/56/10171/3761840/ARTICLE-TEMPLATE)

## Appendix 5

### Mosaic analysis

*Mosaic* is a segmentation tool created by Experian Ltd, to help us understand more about our customers. It clusters together people who have “distinctive shared needs and characteristics into reachable groups, based on three dimensions:

- Who they are
- What they do
- How they think and feel.”<sup>13</sup>

Customer segmentation is now widely used by government and public service organisations throughout the UK and elsewhere to help them understand the needs and preferences of citizens.

For example, it can be used to help effectively target campaigns, improve customer experience and service delivery and improve efficiency and planning.

It is one of a range of customer insight tools and techniques that can be used to better understand the needs of citizens and customers and complements other familiar methods such as surveys, focus groups and citizen’s panels.

*Mosaic Public Sector* is a customer segmentation tool specifically developed for use in the public sector and utilises the very large body of data that is available to Experian, for example Census data, crime and hospital statistics, national survey data and various commercial datasets. *Mosaic* divides the UK population into a number of ‘Types’, likely to share similar demographics, behaviours, attitudes and preferences. These Types are then allocated to *Mosaic Groups* with broadly similar characteristics.

Herefordshire Council has been using *Mosaic Public Sector* for some years and recently commissioned a ‘semi-bespoke’ version of *Mosaic* that more closely reflects the specific characteristics of Herefordshire.

*Mosaic* is a valuable source of information about the likely characteristics of households in the county. As with many marketing tools, the information it provides can only be used to describe likely characteristics of households or types of households and used in this manner provides very useful additional understanding.

It is not used to imply as fact, that a particular household has specific characteristics. Within any Type or Group there will be some households that are much more like the ‘typical’ or ‘ideal’ household than others.

Herefordshire Public Services will not use *Mosaic* to attempt to identify or discriminate against any individual, group or household.

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<sup>13</sup> H.M. Cabinet Office, 2008.

## Survey response by Herefordshire Mosaic group

The following table shows how the survey respondents were distributed across the 12 Herefordshire Mosaic groups and how that compares with the county as a whole.

Mosaic analysis of survey respondents		All QoL survey respondents		Herefordshire Households		Index value*
Group	Herefordshire Group Description	No. weighted	%	No.	%	
1	Wealthy older couples and families living in large detached houses in semi-rural locations	196	14.7%	10917	13.1%	113
2	Self employed residents of isolated farming communities approaching retirement	176	13.2%	11396	13.6%	97
3	Older middle aged farmers living close to small villages	61	4.6%	3327	4.0%	115
4	Older middle aged residents of established communities in small towns	200	15.0%	9528	11.4%	131
5	Comfortably off empty nesters owning their own homes in the suburbs of medium sized towns	55	4.1%	3106	3.7%	110
6	Retired people living in detached housing in well-established suburbs with an active role in the local community	137	10.3%	8765	10.5%	98
7	Comfortably off old people living in bungalows with some health needs	99	7.4%	7493	9.0%	83
8	Elderly people living in social housing or care homes in need of support	58	4.4%	4048	4.8%	90
9	Young couples or families on moderate incomes living in privately rented terraces or flats	156	11.7%	9367	11.2%	104
10	Young families in successful careers living in modern owner-occupied housing	58	4.4%	3365	4.0%	109
11	Young, single, transient communities with some benefit needs living in town centre flats	28	2.1%	2094	2.5%	85
12	Families living on low rise council estates experiencing serious social problems	109	8.2%	10116	12.1%	68

It can be seen from the table above that Herefordshire Group 4 households (Older middle aged residents of established communities in small towns) were over-represented amongst respondents to the survey compared to the county as a whole and conversely respondents from Herefordshire Group 12 (Families living on low rise council estates experiencing serious social problems) and Group 11 (Young, single, transient communities with some benefit needs living in town centre flats) households were under-represented. This corresponds with what is already widely known about survey respondents i.e. that younger individuals from poorer socio-economic groups are less likely to participate in surveys than older more affluent residents.

### \*Index value

An Index of 100 would mean that there are an equal proportion of households of this Group amongst survey respondents as in the county as a whole. Values above 100 indicate that there is a higher proportion of that Group amongst survey respondents and values less than 100 indicate a lower proportion of that Group amongst survey respondents when compared to the county as a whole.

**Important note**

The Quality of Life survey was a sample survey of individual residents aged 18 or over, whereas Mosaic is based upon grouping Herefordshire households. This should be borne in mind when interpreting this analysis. Households within each of the Mosaic groups have differing propensities to contain different numbers of individuals aged 18 or over and it was possible for more than one individual from the same household to take part in the survey. Therefore to express the number of survey respondents as a proportion of Herefordshire households is not strictly correct. However, for the purposes of this analysis it can still provide some indication of the characteristics of the survey respondents.

**Analysis of survey questions**

With 1,346 survey respondents in total, the numbers were too small to undertake any meaningful analysis using the 12 Mosaic Herefordshire Groups. To get a sense of differences when applying customer segmentation the 12 Mosaic Groups have been combined into 4 'super' groups that share some very broad similarities, as follows:

Herefordshire Group	No. of households (weighted)	Combined Groups	No. of households (weighted)
1	196	Older rural residents	433
2	176	Older rural residents	
3	61	Older rural residents	
4	200	Middle aged town dwellers	255
5	55	Middle aged town dwellers	
6	137	Retired	294
7	99	Retired	
8	58	Retired	
9	156	Young & hard-pressed	352
10	58	Young & hard-pressed	
11	28	Young & hard-pressed	
12	109	Young & hard-pressed	

Because each 'super group' comprises a number of Groups it is only possible to describe the characteristics of the 'super groups' in terms of these very broad generalisations and within each 'super group' there will be some respondents that fit the description much better than others. More detailed information about each of the Mosaic Groups that comprise each super group can be found in the *Mosaic Pen Portraits* available on the Intranet.

A number of questions in the survey have been analysed and reported using these combined groups.

## **Appendix 6**

### **The Questionnaire**

# Herefordshire quality of life survey 2012

## Your Community, Your Say

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### Helpful hints for completing this questionnaire

The questionnaire should be completed by any resident aged 18 or over living at this address.

Please read each question carefully and tick a box to indicate your answer.

In most cases you will only have to tick one box but please read the questions carefully as sometimes you will need to tick more than one box.

This questionnaire consists of 12 pages and should take no longer than 15 - 20 minutes to complete.

Thank you in advance for your time.

The answers you give will be treated in the strictest confidence and stored securely by the Herefordshire Council Research Team.

Responses, which will not include personal information such as names and addresses, will only be used by public service organisations to monitor public services and assess how well they are performing. Comments you make may be published but will be completely anonymous.

Once you have completed the questionnaire please return it as soon as possible or by **Monday, 9th July 2012** at the latest in the pre-addressed envelope supplied. If you did not receive this envelope or if it has been misplaced, you can send it to (you do not need to add a stamp):

Herefordshire Council Research Team  
FREEPOST SWC4816  
PO Box 4  
Hereford  
HR4 0BR

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## Section 1: About your local area

Throughout the questionnaire we ask you to think about "your local area". When answering, please consider your local area to be the area within 15-20 minutes walking distance from your home.

Q1 Thinking generally, which of the things below would you say are most important in making somewhere a good place to live? **PLEASE TICK ✓ UP TO FIVE BOXES ONLY IN THE LEFT HAND COLUMN BELOW**

Q2 And thinking about your local area, which of the things below, if any, do you think most need improving? **PLEASE TICK ✓ UP TO FIVE BOXES ONLY IN THE RIGHT HAND COLUMN BELOW**

	Q1 Most important in making somewhere a good place to live	Q2 Most needs improving in your local area
Access to nature	<input type="checkbox"/>	<input type="checkbox"/>
Activities for teenagers	<input type="checkbox"/>	<input type="checkbox"/>
Affordable decent housing	<input type="checkbox"/>	<input type="checkbox"/>
Clean streets	<input type="checkbox"/>	<input type="checkbox"/>
Community activities	<input type="checkbox"/>	<input type="checkbox"/>
Cultural facilities (e.g. libraries, museums)	<input type="checkbox"/>	<input type="checkbox"/>
Education provision	<input type="checkbox"/>	<input type="checkbox"/>
Facilities for young children	<input type="checkbox"/>	<input type="checkbox"/>
Health services	<input type="checkbox"/>	<input type="checkbox"/>
Help for people with disabilities	<input type="checkbox"/>	<input type="checkbox"/>
Job prospects	<input type="checkbox"/>	<input type="checkbox"/>
The level of crime	<input type="checkbox"/>	<input type="checkbox"/>
The level of pollution	<input type="checkbox"/>	<input type="checkbox"/>
The level of traffic congestion	<input type="checkbox"/>	<input type="checkbox"/>
Parks and open spaces	<input type="checkbox"/>	<input type="checkbox"/>
Public transport	<input type="checkbox"/>	<input type="checkbox"/>
Race relations	<input type="checkbox"/>	<input type="checkbox"/>
Refuse collection and disposal	<input type="checkbox"/>	<input type="checkbox"/>
Road and pavement repairs	<input type="checkbox"/>	<input type="checkbox"/>
Shopping facilities	<input type="checkbox"/>	<input type="checkbox"/>
Sports and leisure facilities	<input type="checkbox"/>	<input type="checkbox"/>
Wage levels and local cost of living	<input type="checkbox"/>	<input type="checkbox"/>
Q1 - Other (TICK BOX AND WRITE IN BELOW)	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text"/>		
Q2 - Other (TICK BOX AND WRITE IN BELOW)		<input type="checkbox"/>
<input type="text"/>		
None of these	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>

Q3 Overall, how satisfied or dissatisfied are you with your local area as a place to live?

Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
<input type="checkbox"/>				

Q4 And how satisfied or dissatisfied are you with your home as a place to live?

Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
<input type="checkbox"/>				

Q5 How strongly do you feel you belong to your local area?

Very strongly	Fairly strongly	Not very strongly	Not at all strongly	Don't know
<input type="checkbox"/>				

Q6 Typically, how often are you in contact with family, friends or neighbours?

Most days	2-3 times a week	once a week	once a month or less
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q7 How much of the time during the past week did you feel lonely?

None or almost none of the time	Some of the time	Most of the time	All or almost all of the time
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Section 2: Your local public services

Q8 Please indicate how satisfied or dissatisfied you are with each of the following public services in your local area. PLEASE TICK ✓ ONE BOX ONLY FOR EACH SERVICE

	Very satisfied	Fairly satisfied	Neither	Fairly dis - satisfied	Very dis - satisfied	Don't know	Haven't used the service
West Mercia Police	<input type="checkbox"/>						
Hereford & Worcester Fire and Rescue Service	<input type="checkbox"/>						
Your GP (Family doctor)	<input type="checkbox"/>						
Your local hospital	<input type="checkbox"/>						
Your local dentist	<input type="checkbox"/>						
Children's centre	<input type="checkbox"/>						

Your local area receives services from Herefordshire Council. Herefordshire Council is responsible for a range of services such as refuse collection, street cleaning, planning, schools, social care services and road maintenance.

Q9 Overall, how satisfied or dissatisfied are you with the way Herefordshire Council runs things?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In considering the next question, please think about the range of services Herefordshire Council provides to the community as a whole, as well as the services your household uses. It does not matter if you do not know all the services Herefordshire Council provides to the community. We would like your general opinion.

Q10 To what extent do you agree or disagree that Herefordshire Council provides value for money?

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

### Section 3: Your priorities for Herefordshire Council

Herefordshire Council has identified 6 priorities for the services it provides, commissions or supports. We would like to know your views on these priorities.

**1. Create a successful economy** - Regenerate Herefordshire, provide and maintain services; reduce congestion; grow businesses, jobs and wages; develop employment skills; and improve broadband access.

Q11 Do you agree or disagree that this should be a high priority for Herefordshire Council?

Strongly agree

Agree

Neither

Disagree

Strongly disagree

Don't know

Any comments or suggestions including what would be seen if this is done well?

**2. Improve health and social care** - Improve support for older people, allow people to retain independence through support services and implement controls to ensure high quality services.

Q12 Do you agree or disagree that this should be a high priority for Herefordshire Council?

Strongly agree

Agree

Neither

Disagree

Strongly disagree

Don't know

Any comments or suggestions including what would be seen if this is done well?

**3. Raise standards for children and young people** - Ensure high quality and sustainable education for all, improve family and community support services, reduce child poverty and health inequalities.

Q13 Do you agree or disagree that this should be a high priority for Herefordshire Council?

Strongly agree

Agree

Neither

Disagree

Strongly disagree

Don't know

Any comments or suggestions including what would be seen if this is done well?

**4. Promote self-reliance in local communities** - Provide cultural facilities and activities, appropriate housing, support communities to identify and meet their own needs and assist people to feel safe.

Q14 **Do you agree or disagree that this should be a high priority for Herefordshire Council?**

- Strongly agree     Agree     Neither     Disagree     Strongly disagree     Don't know

**Any comments or suggestions including what would be seen if this is done well?**

**5. Create a resilient and flexible Herefordshire** - Preserve and enhance the local environment, develop a strong reputation to attract businesses and visitors, provide accessible services and sustainable transport.

Q15 **Do you agree or disagree that this should be a high priority for Herefordshire Council?**

- Strongly agree     Agree     Neither     Disagree     Strongly disagree     Don't know

**Any comments or suggestions including what would be seen if this is done well?**

**6. An efficient and accessible Herefordshire Council** - Deliver appropriate, cost effective services, provide high levels of customer service and engage with local communities.

Q16 **Do you agree or disagree that this should be a high priority for Herefordshire Council?**

- Strongly agree     Agree     Neither     Disagree     Strongly disagree     Don't know

**Any comments or suggestions including what would be seen if this is done well?**

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Q17 **In your view, which of the above are the THREE most important priorities for Herefordshire Council?** PLEASE TICK ✓ UP TO THREE BOXES ONLY

- Create a successful economy
- Improve health and social care
- Raise standards for children and young people
- Promote self-reliance in local communities
- Create a resilient and flexible Herefordshire
- An efficient and accessible Herefordshire Council

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Q18 **Do you think something else should be a higher priority for Herefordshire Council than the six priorities described above? If so, please tick box and write in below.**

## Section 4: Information

Q19 How well informed do you feel about each of the following?

PLEASE TICK ✓ ONE BOX ONLY FOR EACH STATEMENT

	Very well informed	Fairly well informed	Not very well informed	Not well informed at all	Don't know
How and where to register to vote	<input type="checkbox"/>				
How your council tax is spent	<input type="checkbox"/>				
How you can get involved in local decision-making	<input type="checkbox"/>				
What standard of service you should expect from local public services	<input type="checkbox"/>				
How well local public services are performing	<input type="checkbox"/>				
How to complain about local public services	<input type="checkbox"/>				
What to do in the event of a large-scale emergency e.g. flooding, human pandemic flu	<input type="checkbox"/>				
Overall, how well informed do you feel about local public services	<input type="checkbox"/>				

## Section 5: Helping out

We are interested to know about the unpaid help people give.

### Carering

Q20 Do you look after, or give any help or support to family members, friends, neighbours or others because of either long-term physical or mental ill-health or disability, or problems related to old age? (Do not count anything you do as part of your paid employment)

PLEASE TICK ✓ ONE BOX ONLY

No	Yes, 1 - 19 hours per week	Yes, 20 - 49 hours per week	Yes, 50+ hours per week
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Volunteering

Now please think about any group(s), club(s) or organisation(s) that you've been involved with during the last 12 months. That's anything you've taken part in, supported, or that you've helped in any way, either on your own or with others. For example helping at a youth or day centre, helping to run an event, campaigning or doing administrative work. Please exclude giving money and anything that was a requirement of your job.

Q21 Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)? Please only include work that is unpaid and not for your family.

PLEASE TICK ✓ ONE BOX ONLY

At least once a week.....

Less than once a week but at least once a month.....

Less often.....

I give unpaid help as an individual only and not through group(s), club(s) or organisation(s).....

I have not given any unpaid help at all over the last 12 months.....

Don't know.....

## Section 6: Respect and consideration

Q22 To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?

Definitely agree	Tend to agree	Tend to disagree	Definitely disagree	Don't know	Too few people in local area	All the same background
<input type="checkbox"/>	<input type="checkbox"/>					

Q23 In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration?

A very big problem	A fairly big problem	Not a very big problem	Not a problem at all	Don't know / no opinion
<input type="checkbox"/>				

Q24 In the last year would you say that you have been treated with respect and consideration by your local public services.....

All of the time	Most of the time	Some of the time	Rarely	Never	Don't know / no opinion
<input type="checkbox"/>					

Q25 In your opinion, are older people in Herefordshire able to get the services and support they need to continue to live at home for as long as they want to? (This could include help or support from public, private or voluntary services or from family, friends and the wider community)

Yes	No	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Section 7: Decision making in your local area

Please think about any group(s) to which you belong, which make decisions that affect your local area. Please exclude anything that was a requirement of your job.

Q26 In the past 12 months have you...  
PLEASE TICK ✓ ONE BOX ONLY FOR EACH STATEMENT

	Yes	No
Been a local councillor (for the local authority, town or parish)	<input type="checkbox"/>	<input type="checkbox"/>
Been a member of a group making decisions on local health or education services	<input type="checkbox"/>	<input type="checkbox"/>
Been a member of a decision-making group set up to regenerate the local area	<input type="checkbox"/>	<input type="checkbox"/>
Been a member of a decision-making group set up to tackle local crime problems	<input type="checkbox"/>	<input type="checkbox"/>
Been a member of a tenants' group decision-making committee	<input type="checkbox"/>	<input type="checkbox"/>
Been a member of a group making decisions on local services for young people	<input type="checkbox"/>	<input type="checkbox"/>
Been a member of another group making decisions on services in the local community	<input type="checkbox"/>	<input type="checkbox"/>

Q27 **Do you agree or disagree that you can influence decisions affecting your local area?**  
 Definitely agree  Tend to agree  Tend to disagree  Definitely disagree  Don't know

Q28 **Generally speaking, would you like to be more involved in the decisions that affect your local area?**  
 Yes  No  Depends on the issue  Don't know

Q29 **The council is considering how local communities can be more involved in making decisions and delivering services locally.**

**If the resources were available:**

**a) of the following services, which do you think communities should have a say on how they are run in their local area**

**b) and which should they be able to run themselves, if they wish?**

(PLEASE TICK ✓ ALL THAT APPLY)

	a) Have a say in how the service is run	b) Run the service themselves
Community transport	<input type="checkbox"/>	<input type="checkbox"/>
Public bus services	<input type="checkbox"/>	<input type="checkbox"/>
Waste collection	<input type="checkbox"/>	<input type="checkbox"/>
Street cleaning and waste bins	<input type="checkbox"/>	<input type="checkbox"/>
Maintenance of public assets (e.g. footpaths, local signage)	<input type="checkbox"/>	<input type="checkbox"/>
Road and pavement repairs	<input type="checkbox"/>	<input type="checkbox"/>
Hedges, verges and ditches	<input type="checkbox"/>	<input type="checkbox"/>
Winter gritting	<input type="checkbox"/>	<input type="checkbox"/>
Active traffic calming / control (e.g. speed indicator devices, school crossing patrols)	<input type="checkbox"/>	<input type="checkbox"/>
Libraries	<input type="checkbox"/>	<input type="checkbox"/>
Sports and leisure facilities	<input type="checkbox"/>	<input type="checkbox"/>
Parks and public open spaces	<input type="checkbox"/>	<input type="checkbox"/>
Youth facilities and activities	<input type="checkbox"/>	<input type="checkbox"/>
Facilities and activities for young children	<input type="checkbox"/>	<input type="checkbox"/>
Health and care services	<input type="checkbox"/>	<input type="checkbox"/>
Affordable housing	<input type="checkbox"/>	<input type="checkbox"/>
Other (Please tick box(es) and write below)	<input type="checkbox"/>	<input type="checkbox"/>

## Section 8: Community safety

**Q30 How safe or unsafe do you feel when outside in your local area after dark?**

PLEASE TICK ✓ ONE BOX ONLY IN THE LEFT HAND COLUMN BELOW

**Q31 How safe or unsafe do you feel when outside in your local area during the day?**

PLEASE TICK ✓ ONE BOX ONLY IN THE RIGHT HAND COLUMN BELOW

	Q30 After dark	Q31 During the day
Very safe	<input type="checkbox"/>	<input type="checkbox"/>
Fairly safe	<input type="checkbox"/>	<input type="checkbox"/>
Neither safe nor unsafe	<input type="checkbox"/>	<input type="checkbox"/>
Fairly unsafe	<input type="checkbox"/>	<input type="checkbox"/>
Very unsafe	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>

**Q32 Thinking about this local area, how much of a problem do you think each of the following are...**

PLEASE TICK ✓ ONE BOX ONLY FOR EACH STATEMENT

	A very big problem	A fairly big problem	Not a very big problem	Not a problem at all	No opinion
Noisy neighbours or loud parties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teenagers hanging around the streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rubbish or litter lying around	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vandalism, graffiti and other deliberate damage to property or vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People using or dealing drugs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People being drunk or rowdy in public places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Abandoned or burnt out cars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speeding traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People being mugged or robbed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People being assaulted in a public space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Houses being burgled	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q33 Over the last 12 months, has anyone called uninvited at your door offering to undertake work or attempting to sell you goods or services?**

Yes .....  No .....

**Q34 If "Yes", how much of a problem, if at all, do you find these uninvited callers to be?**

A very big problem .....  A fairly big problem .....  Not a big problem .....   
 Not a problem at all .....  No opinion .....

**Please explain**

**It is the responsibility of the police and other local public services to work in partnership to deal with anti-social behaviour and crime in your local area.**

**Q35 How much would you agree or disagree that the police and other local public services are successfully dealing with these issues in your local area?**

Strongly agree  Tend to agree  Neither agree nor disagree  Tend to disagree  Strongly disagree  Don't know

## Section 9: Accessing services

Q36 How easy or difficult do you find using a Post Office?

Easy enough ...

Difficult .....

Don't know .....

Q37 If you find it difficult, please indicate what makes it difficult.

PLEASE TICK ✓ ALL BOXES THAT APPLY

Opening hours.....

Getting there and back.....

Accessing the building .....

Parking availability or cost.....

Other, please ✓ and write in below .....

Q38 How easy or difficult do you find seeing your GP?

Easy enough ...

Difficult .....

Don't know .....

Q39 If you find it difficult, please indicate what makes it difficult.

PLEASE TICK ✓ ALL BOXES THAT APPLY

Getting suitable appointment .....

Getting there and back.....

Accessing the building .....

Parking availability or cost.....

Other, please ✓ and write in below .....

Q40 How easy or difficult do you find seeing an NHS dentist?

Easy enough ...

Difficult .....

Don't know .....

Q41 If you find it difficult, please indicate what makes it difficult.

PLEASE TICK ✓ ALL BOXES THAT APPLY.

Getting suitable appointment.....

Getting there and back.....

Accessing the building.....

Parking availability or cost.....

Other, please ✓ and write in below .....

Q42 How easy or difficult do you find using public transport?

Easy enough ...

Difficult .....

Don't know .....

Q43 If you find it difficult, please indicate what makes it difficult.

PLEASE TICK ✓ ALL BOXES THAT APPLY

Getting to/from bus stop or station .....

Bus or train not at suitable time.....

Getting on and off.....

Cost.....

Other, please ✓ and write in below .....

Q44 Are there any other services you find it difficult to access?

Please explain what they are and why they are difficult to access.

Q45 Which of the following describes the broadband access from your home? PLEASE TICK ✓ ALL BOXES THAT APPLY IN THE LIST APPLICABLE TO YOUR HOUSEHOLD BELOW.

**My household has broadband ...**

- ... and it's adequate for my/our needs .....
- ... but it's too slow for my/our needs .....
- ... but it's too unreliable for my/our needs .....
- ... but the expense is hard to justify .....
- ... and I/we would be prepared to pay more for a better/faster service .....
- ... other issue, please ✓ and write in below .....

**My household doesn't have broadband and ...**

- ... wouldn't know how to use it .....
- ... doesn't need it .....
- ... needs it but doesn't have a computer .....
- ... needs it but its not available where I/we live .....
- ... needs it but can't get an adequate service at an affordable price .....
- ... other issue, please ✓ and write in below .....

**Section 10: About you and your household**

Please complete these questions which will help us to see if there are differences between the views of different residents. All the information you give will be kept completely confidential.

Q46 Are you male or female? Male .....  Female .....

Q47 What was your age on your last birthday?  Years

Q48 How is your health in general? Would you say it is.....  
 Very good.....  Good .....  Fair .....  Bad .....  Very bad .....

Q49 In which of these ways does your household occupy your current accommodation?  
 Owned outright .....  Rented from private landlord .....   
 Buying on a mortgage .....  Other (✓ and write in below) .....   
 Rent from Housing Association / Trust .....

Q50 Are there any children aged 17 or under living in your household?  
 Yes .....  No .....

Q51 Including you, how many adults aged 18 or over are living here?  
 One .....  Four .....   
 Two .....  More than four .....   
 Three .....

**Q52 Which of these activities best describes what you are doing at present?**

PLEASE TICK ✓ ALL THAT APPLY

- Employee in full-time job (30 hours plus per week) .....
- Employee in part-time job (under 30 hours per week).....
- Self-employed full or part-time .....
- On a government supported training programme .....
- Unemployed and available for work.....

- Full-time education at school, college or university.....
- Retired whether receiving a pension or not
- Looking after the home or family .....
- Long term sick / disabled .....
- Doing something else (✓ and write in below) .....

**Q53 Do you have any long-standing illness, disability or infirmity? (long-standing means anything that has troubled you over a period of time or that is likely to affect you over a period of time)**

- Yes (PLEASE CONTINUE TO Q54) .....       No (PLEASE GO TO Q56) .....

**Q54 Does this illness or disability limit your activities in any way?**

- Yes .....       No .....

**Q55 What is the nature of your illness or disability?**

PLEASE TICK ✓ ALL THAT APPLY

- Deaf / hard of hearing / acute hearing .....
- Blind / partially sighted / sensitive to light ...
- Learning disability or difficulty .....
- Mental health .....

- Progressive / chronic illness (e.g. MS, cancer) .....
- Mobility difficulties .....
- Other (✓ and write in below) .....

**Q56 How would you describe your national identity?**

- English.....       Welsh .....       Scottish.....   
Northern Irish.....       British .....       Irish.....   
Other (✓ and write in).....

**Q57 How would you describe your ethnic group?**

- White British/English/Welsh/Scottish/Northern Irish .....   
Other white (✓ and write in below).....   
Any other ethnic group (✓ and write in below).....

**Q58 Is there anything else you would like to add?**

**Thank you very much for taking part in this survey**