

STAFFORDSHIRE PEOPLE'S PANEL

AUMTUMN 2010 SURVEY REPORT



Document Information

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If you have any questions about the data contained in the report or would like to investigate the possibility of further analysis please contact Heather Collier on 01785 277450. For queries about future Staffordshire People's Panel consultation activities please contact Wendy Tompson on 01785 854267.



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I. EXECUTIVE SUMMARY

I.1 Introduction

This report presents the detailed findings of the Staffordshire People's Panel Autumn 2010 Survey. Staffordshire People's Panel (here after referred to as 'the Panel') is a database of approximately 750 residents across Staffordshire that broadly reflect the geographic, gender and age profile of Staffordshire. These residents have agreed to be regularly consulted by Staffordshire County Council to act as a vehicle to help inform policy and drive service improvement. All members of the Panel have agreed to receive several questionnaires a year from Staffordshire County Council.

I.2 Methodology

During November 2010 all Panel members received a self-completion survey, either by post with a covering letter and pre-paid return envelope or via email. A total of 376 completed questionnaires were received by the final cut-off date and this represents a response rate of 47.8%. The data has been weighted to ensure it is representative of Staffordshire's population in terms of age, gender and district area.

I.3 Communicating with you

Awareness of the 'Check the Label' campaign was low with 90.5% unaware of its existence but most (84.8%) did support the aims of the campaign. In total, 44.7% felt that young people were responsible for crime and antisocial behaviour across the county. Despite some feeling that young people were responsible for crime and anti social behaviour, nearly two thirds (59.6%) did still agree that young people make a positive contribution to our society.

Recommendation for service delivery

- Increase promotion of campaigns to raise awareness.

I.4 Our priorities

The main priorities for panel members were; providing support for vulnerable people (22.9%), increasing the number and quality of jobs (16.8%) and improving skills and qualifications (14.4%). Panel members felt that the areas to make savings first should be in relation to looking after the environment (24.4%) and in providing opportunities for involvement (23.8%).

Recommendation for service delivery

- County Council priorities should reflect those identified - providing support for vulnerable people, increasing the number and quality of jobs and improving skills and qualifications.

I.5 Staffordshire Cares

If panel members need support for older or disabled people they would ask their GP (55.9%) first and then look for information on the Staffordshire County Council website (53.9%). They would also be most likely to use the Staffordshire Cares website to find out general information on local support services (72.5%) followed by general information on local care services (58.3%). Older panel members did comment that it is important to be aware that not all older people are "silver surfers" and they felt that a variety of mechanisms need to remain available to cater for a variety of needs.



Recommendations for service delivery

- Residents would prefer to receive information through their GP, the Staffordshire County Council website and libraries.
- Staffordshire Cares website should include general information on local support services, general information on local care services and information on how to apply for services.
- Be aware that some residents do not own a computer and still prefer to receive information in other formats.

1.6 Health

The measures that parents were most likely to take to encourage healthy weights in their children included ensuring children get the right balance of healthy foods (25.5%), encouraging them to take exercise (25.4%) and purchasing healthy food as part of the weekly shop (24.3%). Parents were most likely to go to their GP (70.9%), local gym or health centre (32.9%) or read a health magazine (23.9%) to find out more about healthy weights. To find out information on sex and education for their children, more parents would currently go to school (11.7%) but the most preferred way of finding out this information would be through their GP (16.0%).

78.3% felt that falls could have a negative effect on the health of older and vulnerable people, 73.4% felt that social isolation or poor mental health could have a negative effect and 64.2% felt that malnutrition could have a negative effect on the health and wellbeing of vulnerable adults in society.

In terms of prevention, community falls risk assessments were the most popular way of preventing falls (31.9%), community based social activities were the most preferred way of preventing social isolation (34.0%) and better identification and referrals from professionals was the most preferred way of helping prevent malnutrition in the community (32.1%).

Recommendations for service delivery

- To find out more about healthy weights parents are more likely to go to their local GP, use local gym and health centres and read health magazines.
- Community falls risk assessments could help prevent falls in older or vulnerable people, better identification and referrals from professionals could help prevent malnutrition amongst vulnerable people and community based social activities could help reduce social isolation or poor mental health in elderly or isolated individuals.

1.7 County council elections

Nearly half of all panel members said that nothing would encourage them to stand as a county councillor (48.5%). Men were more likely to consider standing than women with 22.9% more men saying they would consider standing. 60 respondents commented that they did not have enough “time” to give to the role and 47 respondents were put off from applying because of their “age”. Other concerns included it being difficult to get elected if you are not already a member of “a political party” (17 responses). 37.9% felt that clear information on the criteria for being a councillor would encourage them to stand with 30.0% said that good training when they were elected would help.



Recommendations for service delivery

- Recognise that some residents will never want to stand as a councillor.
- Provide clear and targeted communications on what the role of being a councillor involves.
- Consider providing training for newly elected members and communicate its availability to residents who may consider standing for election.

1.8 Managing the risk of floods

Two thirds of panel members who considered they were at risk of flooding (62.7%) said they would contact the Environment Agency in the first instance. In an actual flood, half would call the emergency services (49.8%), one quarter would call the Environment Agency (25.6%). 12.2% would contact the county council in an emergency.

Recommendations for service delivery

- Advertise the Environment Agency as the principle was of finding out about flood risk.
- Raise awareness that the emergency services should be the principle contact in the event of an actual emergency.

1.9 Public transport

Nearly half of all panel member felt that younger people would use buses more if they were cheaper (45.6%). Those who were 'Hard Pressed'* were most likely to agree that young people would either definitely or possibly use them more (89.8%). A yearly fee of £10-£20 was considered suitable by 70.5% of respondents and a flat fee of £1 received the highest level of support from (57.6%) of panel members. The majority neither agreed nor disagreed that that buses run at the right times (58.5%) and to the right locations (56.9%) with 17.6% agreeing that they do run at the right times and to the right locations (24.7%). Just a minority of respondents held strong views on whether they agreed or disagreed that buses run at the right times and to the right location.

Recommendations for service delivery

- Consider reduced ticket prices to encourage young people to use buses more.
- Consider flat fees and / or concessionary cards to encourage greater bus use.

*Please see Appendix 2 for detailed information about Acorn Categories



2. INTRODUCTION

This report presents the detailed findings of the Staffordshire People's Panel Autumn 2010 Survey. Staffordshire People's Panel (here after referred to as 'the Panel') is a database of approximately 750 residents across Staffordshire that broadly reflect the geographic, gender and age profile of Staffordshire. These residents have agreed to be regularly consulted by Staffordshire County Council to act as a vehicle to help inform policy and drive service improvement. All members of the Panel have agreed to receive several questionnaires a year from Staffordshire County Council.

3. METHODOLOGY

During November 2010 all Panel members received a self-completion survey, either by post, with a covering letter and pre-paid return envelope, or via email. A copy of the questionnaire can be found in Appendix 1. The survey contained questions on the following range of topics:

- Communicating with residents
- Council priorities
- Staffordshire Cares
- Health
- County council elections
- Managing the risk of floods
- Public transport for young people

A prize draw was used to encourage Panel members to respond and a total of 376 completed questionnaires were received by the final cut-off date, representing a response rate of 47.8%.

The profile of the respondents were slightly unrepresentative of Staffordshire's population, especially in terms of age. Specifically there was a lack of respondents in the younger age groups. The data has therefore been weighted to be representative of Staffordshire's population in terms of age, gender and district area. When weighting the data, a limit of a weighting factor of 3 has been applied. Therefore if a category has a weighting factor of greater than 3 it was capped at 3. Table 3.1 on the following page illustrates the effect that applying the weighting factors has had on the demographics of respondents.

Where appropriate in the report we have included analysis of results by the demographic characteristics of respondents. This is included where there is an interesting difference to highlight and where number of respondents permit.

The Panel are an actively engaged group of residents, therefore some caution should be used in surmising that they fully represent the wider views of Staffordshire residents. Regardless of this, the Panel remains an invaluable consultation tool.



Table 3.1: Demographic Profile of Respondents.

Gender	Unweighted		Weighted	
	Number	%	Number	%
Male	188	50%	170	45%
Female	188	50%	206	55%
Total	376	100%	376	100%

Age	Unweighted		Weighted	
	Number	%	Number	%
18-34	24	6%	60	16%
35-44	41	11%	73	19%
45-54	68	18%	76	20%
55-64	108	29%	73	20%
65+	135	36%	94	25%
Total	376	100%	376	100%

District	Unweighted		Weighted	
	Number	%	Number	%
Cannock Chase	50	13%	42	11%
East Staffordshire	49	13%	48	13%
Lichfield	61	16%	49	13%
Newcastle	33	9%	51	14%
South Staffordshire	47	13%	49	13%
Stafford	57	15%	61	16%
Staffordshire Moorlands	45	12%	45	12%
Tamworth	34	9%	30	8%
Total	376	100%	376	100%

Ethnicity	Unweighted	
	Number	%
White	372	98.9%
BME	4	1.1%
Total	376	100.0%



4. COMMUNICATING WITH YOU

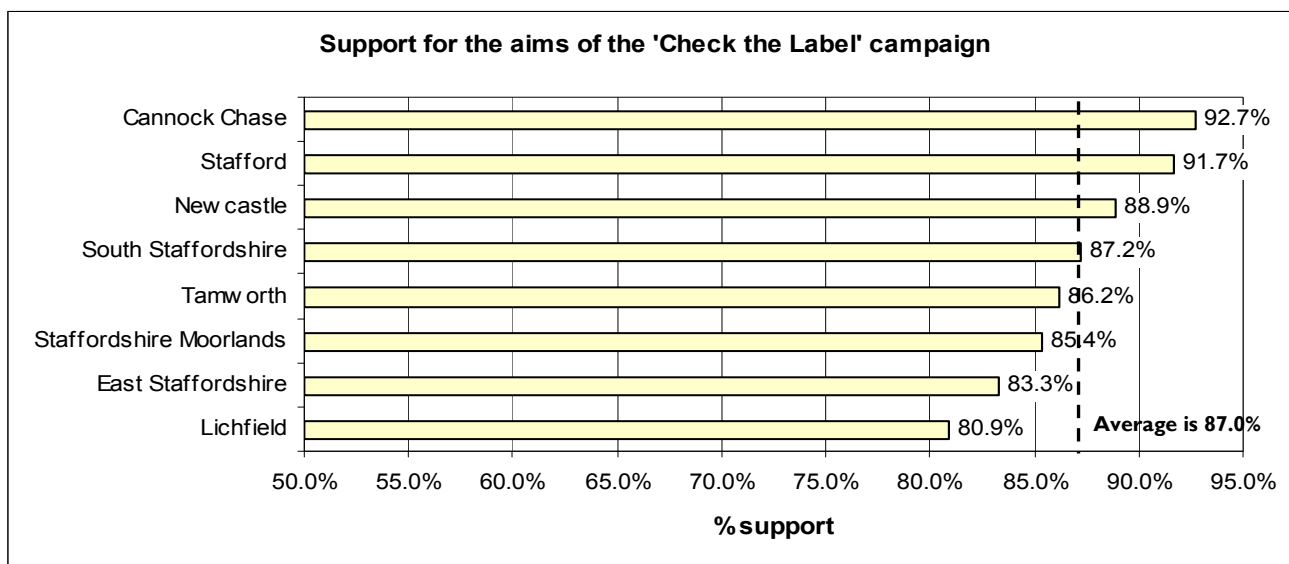
4.1 Prior to this survey, were you aware of the 'Check the Label' campaign?

The majority (90.5%) of respondents were unaware of the 'Check the Label' campaign prior to taking part in the survey. Although awareness was low across the board, it was slightly higher amongst the 45-54 year olds where 14.7% were aware and also with the over 65 year olds where 11.3% were aware. Awareness was lowest with the 18-34 year olds with just 4.2% knowing about the campaign. There was also some variation in district level responses with awareness being highest in Newcastle (15.2% aware) and Lichfield (14.8% aware) and lowest in Stafford where just 3.5% knew about it.

4.2 Do you support the aims of the campaign?

The majority (84.8%) did support the aims of the campaign and support was highest amongst the 45-54 year olds (91.5% support). Support was lowest amongst the 18-34 year olds, however, over three quarters of this group still supported the campaign (77.3%). At the district level most support came from those living in Cannock Chase (92.7% support) with the least amount of support coming from panel members living in Lichfield but again over three quarters still supported the aims of the campaign (80.9%).

Figure 4.1: Level of support for the 'Check the Label' campaign by district (%)



4.3 How far do you agree or disagree that young people are primarily responsible for crime and anti-social behaviour in Staffordshire?

44.7% agreed that young people are primarily responsible for crime and anti-social behaviour across the county with 36.5% neither agreeing nor disagreeing. One fifth (18.8%) did not feel that young people were responsible at all. By age group, the over 65's were most likely to agree that young people were responsible, with half feeling that they were (50.8%). Only one quarter (26.8%) of 35-44 year olds said the same. At the district level, those in Tamworth were most likely to agree that young people were primarily responsible (61.8%) compared to Lichfield, where under a third (30.5%) agreed that young people are responsible for crime and anti-social behaviour in Staffordshire.



4.4 How far do you agree or disagree that young people make a positive contribution to our society?

A total of 59.6% agreed that young people make a positive contribution to our society, one third (33.1%) neither agreed nor disagreed and the minority of respondents 7.3% disagreed and did not feel that young people make a positive contribution to our society at all.

Nearly three quarters (72.6%) of 55-64 year olds agreed that young people make a positive contribution with the 18-34 year olds being the group least likely to say the same (54.2% agreed). By district, those living in the Staffordshire Moorlands (68.9%) and Lichfield (68.3%) were most likely to think that young people make a positive contribution and those respondents living in Newcastle were least likely to say the same with just under half (48.5%) agreeing that young people make a positive contribution. Those of 'Moderate Means' (69.0%) and 'Wealthy Achievers' (65.8%) were most likely to agree that young people can make a positive contribution to our society*.

4.5 Comments about the 'Check the Label' campaign.

Respondents were asked to share their comments about the 'Check the Label' campaign and a themed summary of the comments they shared is provided below.

Communications around the campaign (68 responses)

These respondents were mostly unaware of the campaign and its aims with just once thinking that they may have read about it in "Your Staffordshire" but saying that it did not really "sink in" and another feeling that it contained "too much jargon" and needed to be written in "plain English". Those who were unaware of the campaign felt that it needed "more promotion" and "adverts" in "free papers" or that a "supplement through the door" or "a targeted campaign" should be considered. One panel member felt that the title of the campaign would have confused people because it sounded like it was about "purchasing goods". Another panel member highlighted that it is important to publicise the "positives" because the media tend to concentrate on "negative publicity". Another still mentioned that they would have been "happy to get involved" if they had "known" about the "campaign".

Behaviour and perception of young people (18 responses)

A total of 18 respondents shared their comments around the behaviour and perception of young people with comments including that some young people do "commit crime" and another saying that they had observed this in the area that they lived. Another felt that we should not be trying to change the "image" of young people and should instead be concentrating on changing their "behaviour". Others felt that the perception of young people was the main problem feeling that it can just feel "daunting" to be faced with a group of youths. Another still felt that it is important to remember that many young people are "good" and have a "positive outlook" and for this reason it is important not to "judge them too narrowly based on academic ability, where they live or family background". According to one panel member, young people often get a "bad press" but it is important to encourage a "positive view" of them because the majority are "confidant, socially aware and responsible".

'Check the Label' is a good campaign (15 responses)

According to these respondents, the campaign was an "excellent idea" and was both "worthwhile" and "important" and more work which encourages a "positive attitude" towards young people should take place. The campaign conveyed a "strong message" and deserves many "congratulations" and it should be "award winning, because it counteracts the negatives".

*Please see Appendix 2 for detailed information about Acorn Categories



The importance of good parenting (9 responses)

“Good parenting” is essential in helping young people to grow up and be responsible for their own “behaviour” and “attitudes” according to these panel members and if young people do not have good role models in their formative years then carrying out “anti-social acts” would be “likely”. One panel member felt that older people should help by setting a good example to young people by being “respectful” to them.

The cost of the campaign (7 responses)

Some seven respondents questioned the “cost” of the campaign and were not convinced that it was a “good use of money”, especially considering that “cutbacks” are needed. One also questioned how “effective” the campaign was and whether it was “money well spent”.

Concentrate on more important issues (3 responses)

Three respondents felt that the county council should have “more important priorities” and one suggested sticking to providing “statutory services”. Another felt that a campaign aimed at “lowering crime” would be useful.

Additional comments (1 response each)

An additional one respondent also said each of the following; “peer pressure can lead to some young people committing anti-social behaviour”, the council and the police need to “work in partnership to control anti-social behaviour” and these issues could have been discussed in more depth through a “meeting”.

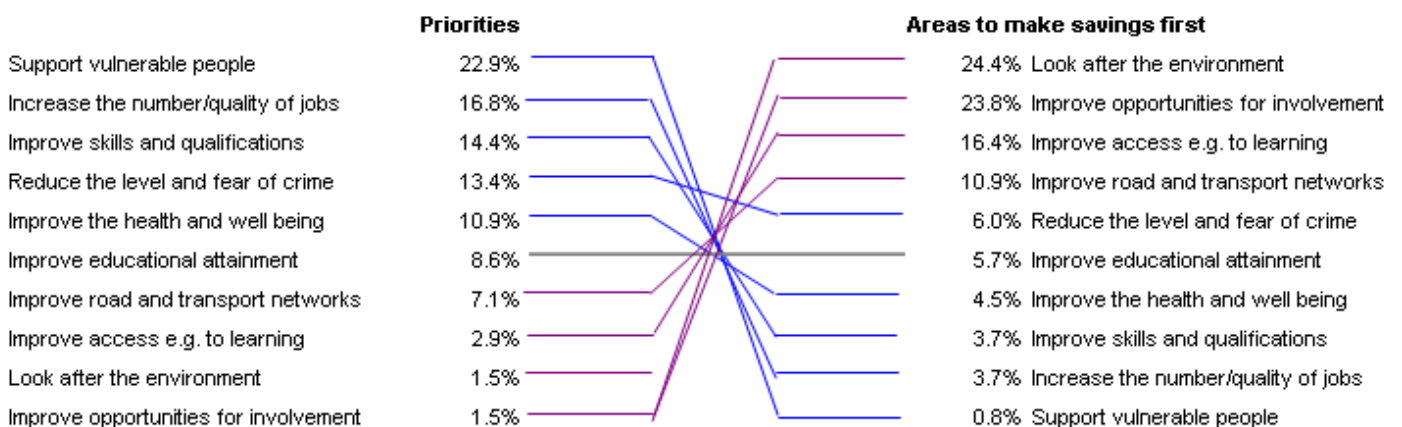
5. OUR PRIORITIES

Over the next few years the county council will need to make major savings and concentrate resources on priority areas and as part of this process, panel members were asked to identify their priorities and the areas where they would make savings first.

5.1 What are your top three priorities for Staffordshire Communities?

Respondents felt that the most important priority for Staffordshire Communities would be to support vulnerable people to ensure they could live independent and safe lives (22.9% viewed this as their number one priority). This was followed by increasing both the number and the quality of jobs in Staffordshire (16.8%) and improving people’s skills to help them get employment (14.4%).

Figure 5.1: Top priorities for the county council AND areas to make savings first in Staffordshire (%)



Improving the opportunities for people to get involved in decision-making (1.5%) and working with communities to help look after Staffordshire’s environment (1.5%) were the lowest priorities. These were also the areas where people felt they would like to make savings first with 24.4% wanting to make savings in relation to looking after the environment first and 23.8% wanting to see savings first in relation to improving opportunities for involvement. Supporting vulnerable people was the area where the lowest percent of panel members felt that savings should be made first (0.8%).

For most age groups, the top priorities remained the same as the overall panel priorities, with a strong focus on supporting vulnerable people and increasing the number and quality of jobs. There were however a few differences with the below groups choosing reducing the level of crime as one of their main priorities; 11.8% of 18-34 year olds, 15.0% of 45-54 and 13.9% of 65+ year olds. 18-34 year olds also placed an equal emphasis on improving the health and wellbeing of residents with 15.7% feeling this was a priority for them.

A similar priorities question was asked in the Autumn 2009 survey and at this time reducing the level and fear of crime was ranked as the number one priority. By 2010, this had fallen to fourth position. Supporting vulnerable people had risen from people’s second priority in 2009 to their number one priority in 2010 and improving skills and qualifications ranked in third place in 2010*.

5.2 To what extent do you agree that Staffordshire County Council spends its money according to the needs and priorities of residents?

Just under half did not have a strong opinion on whether the county council spends its money according to the needs and priorities of residents with 44.9% neither agreeing nor disagreeing. Under one third (27.1%) agreed that the county does spend its money according to the needs and priorities of residents, 19.0% disagreed and a further 9.0% did not know whether Staffordshire County Council spends its money according to the needs and priorities of its residents or not.

The percentage of respondents agreeing that the county council spends its money according to the needs and priorities of residents rose by 10.0% between 2008 and 2009 and then fell to 27.1% in 2010. There were more respondents neither agreeing nor disagreeing that the county council spends money according to the needs and priorities of residents in 2010 (44.9%) than in either of the previous years. Fewer respondents disagreed that Staffordshire spends its money according to the needs and priorities of its residents in 2010 (19.0%) and 2008 (18.0%). The number of respondents feeling that they ‘don’t know’ whether Staffordshire spends its money according to the needs and priorities of residents has declined steadily over time and has halved between 2008 and 2010.

Table 5.1: Whether Staffordshire spends its money according to the needs and priorities of its residents

	2010 (%)	2009 (%)	2008 (%)
Agree	27.1	34.0	24.0
Neither agree nor disagree	44.9	27.0	41.0
Disagree	19.0	28.0	18.0
Don’t know	9.0	12.0	18.0

*Improving skills and qualifications was not given as an option in the 2009 survey



5.3 Comments on becoming more efficient

Panel members were asked to share their comments and views on how the county council can become more efficient and these have been summarised and themed below.

Avoiding duplication (7 responses)

These respondents felt that it would be important to avoid duplicating the work of “*other organisations*” who already have “*dedicated responsibilities*” for example the NHS should focus on “*improving health*” and “*council departments, businesses, schools and nurseries*” should work together and “*share resources more*”. Cutting “*red tape*” and reducing “*duplication*” in form filling and associated administration as well as looking at “*duplication in management*” were further suggestions.

Reviewing services regularly (7 responses)

Suggestions under this theme included the need to “*modernise working practices*” with one feeling that the “*public sector are far behind the private sector in how budgets are managed*”. Another felt that there needs to be “*a constant review of how things are done*” and the “*number of staff required to do a job*” should also be assessed. Another felt that with “*careful planning all areas should be able to save money*” and if everyone is “*responsible*” and “*accountable*” for making “*efficiencies*” this would also help.

Exploring ways of reducing “*building costs*”, “*joint procurement of staff*” and “*sharing resources*” as well as looking at ways of cutting “*training*” and “*travel*” budgets would all help to make services more efficient. It was felt that these can all be cut without doing any “*real harm*” to service provision. One also suggested that “*theatres and leisure centres*” should only remain open if they are “*profitable*” and in addition one further panel member felt that school transport should be made more “*cost effective*”.

Cutting red tape and making decisions quickly (6 responses)

“*Less paperwork*” and “*form filling*” was requested by these panel members as well as reduced bureaucracy around meetings. One also felt that reorganising departments is “*expensive*” and that this should be “*stopped*”.

Reducing the levels of management (6 responses)

“*Cutting the layers of management*” and maintaining just those where a “*positive contribution*” could be justified was suggested as well as “*freezing salaries*” for managers earning “*over £40,000*”.

Waste and recycling services (6 responses)

Clearing domestic waste “*weekly*” in the “*Summer*” was felt to be necessary by these panel members as was the need for more recycling in general as occurs in Germany. Picking up recyclables in “*one collection*” was also a suggested efficiency saving.

Reducing communications (5 responses)

These panel members felt that reducing the frequency in which “*council literature*” is sent to residents homes would save money as would reducing the number of “*campaigns*” and “*leaflets*” that are sent out in “*different languages*”. One felt that these leaflets “*discourage people from learning English*”.

Reducing the amount of street lighting (5 responses)

Street lighting could be “*turned off between midnight and 5am*” and consideration could be given to turning off “*every other light*” or “*reducing the brightness of street lights after midnight*”.



Road and highways maintenance (4 responses)

Reducing spending on *“resurfacing side roads when they are already in good working order”* would be one way of saving money and reducing road sweeping by being *“more selective about the areas that are swept”* would be another way of saving money. Reducing *“grass cutting”* on highways *“where this is possible”* would also save money. Putting pressure on companies who *“dig up roads and pavements”* to ensure they *“reinstall them to a good standard”* could be useful with a further respondent suggesting that instead of *“patching up roads”*, it might be more effective to *“repair whole stretches of roads”*.

Contracting services out (3 responses)

Contracting services out including services for *“road repairs”* as well as *“using the voluntary sector”* who provide *“quality, value for money services”* were suggestions from these panel members.

Reducing the number of staff (3 responses)

Ideas from these panel members included reducing the number of staff on projects such as *“highways developments”*, being *“more aggressive in staff reductions”* in general and *“eliminating all non jobs”*.

Reviewing expenses paid (3 responses)

Cutting councillors expenses *“in half”*, *“combining meetings and visits”* and checking the *“expenses that people claim”* were also ways in which people felt that monies could be saved.

Additional comments (2 responses each)

Two respondents also said each of the below; abolish *“car parking charges”* to encourage people to use town centres, reduce the *“levels of government”*, *“sell buildings”* and *“use existing ones more efficiently”*.



6. STAFFORDSHIRE CARES

The Staffordshire Cares website is aiming to provide easier access to electronic information, as well as providing advice and support about adult care. Panel members were asked where they currently go for information as well as for their views on Staffordshire Cares to help focus and tailor the services provided by Staffordshire Cares.

6.1 If you wanted to know more about the organisations that support older and disabled people where would you go for information and advice?

The two most popular ways of finding out about the organisations that support older and disabled people were through GP surgeries (55.9%) and via the Staffordshire County Council website (53.9%). The least popular way of finding out information about the organisations that support older and disabled people was through 'Your Staffordshire' (15.6%).

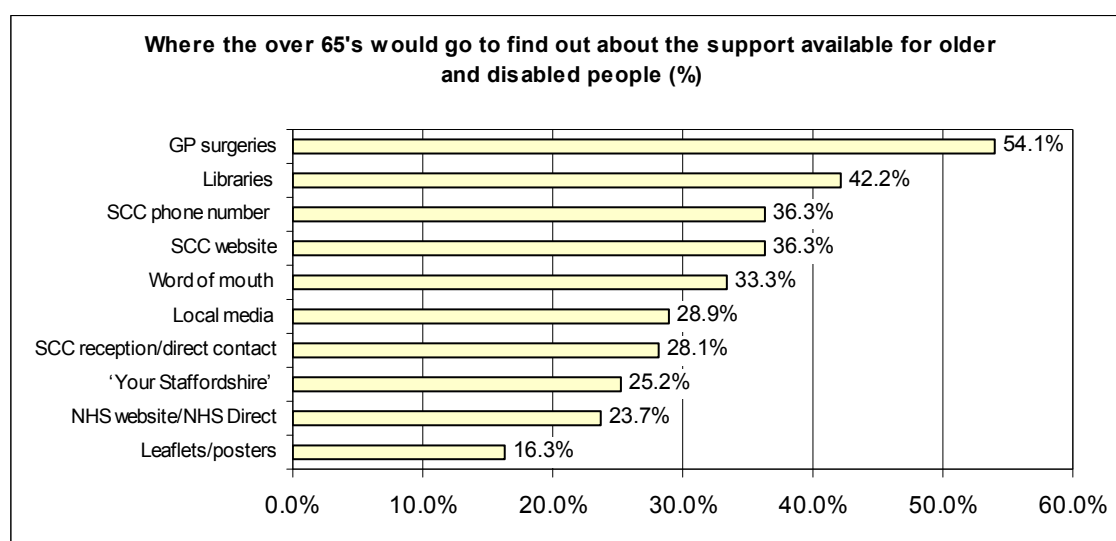
Table 6.1: Where panel members go to find out about the support available for older and disabled people (%)

Method	%	Method	%
GP surgeries	55.9	Staffordshire County Council phone	28.2
Staffordshire County Council website	53.9	Direct contact with the council	25.2
Libraries	35.7	Local media	22.6
Word of mouth	30.9	Leaflets/posters	21.0
NHS website/NHS Direct	29.4	'Your Staffordshire'	15.6

A total of 10.4% of respondents also identified 'other' ways in which they would find out information and advice to help support older and disabled people and these included 23 respondents saying that they would go to a charity and 16 saying that they would use 'other' websites to find out about the support available for older and disabled people.

The youngest age group (18-34 year olds) were most likely to use the Staffordshire County Council website to find out about the organisations that support older and disabled people with 83.3% saying this and the over 35's were most likely to find out about support for older and disabled people through their GP surgeries. The second most popular choice for 35-64 year olds was finding out information on the county council website and the second most popular choice for the over 65's was using local libraries (42.2%).

Figure 6.1: Where the over 65's go to find out about the support available for older and disabled people (%)

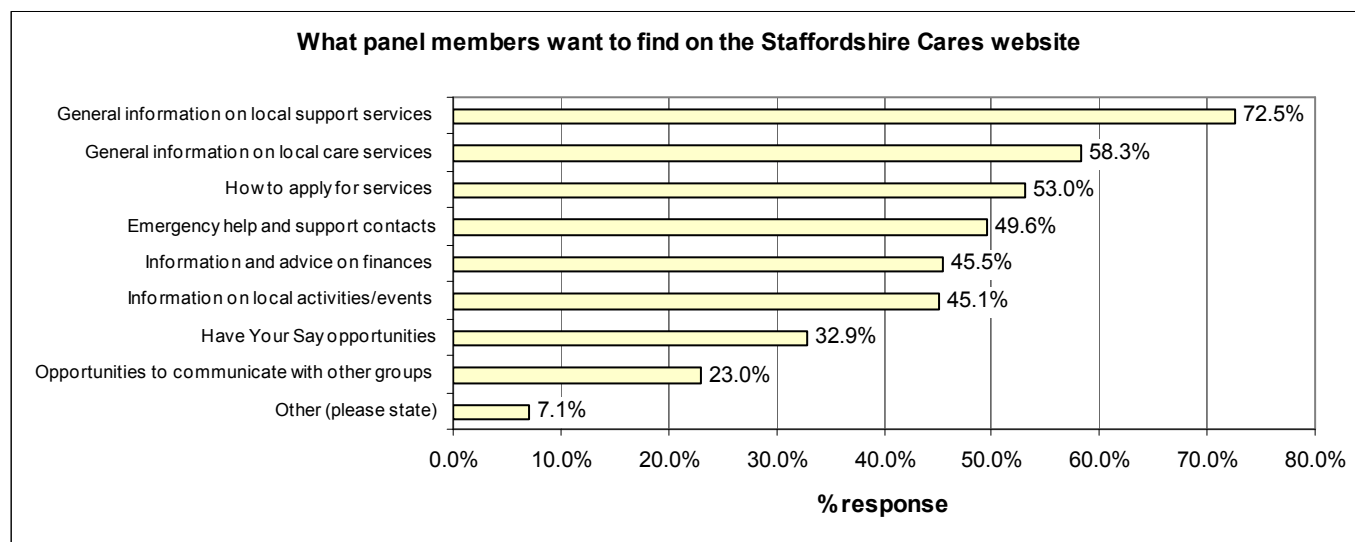


6.2 What would you like to be able to use the Staffordshire Cares website for?

The county council are developing the Staffordshire Cares website to improve the way service users can access information and they wanted to find out what panel members would like to be able to use the website for.

General information on the availability of local support services was something that nearly three quarters of panel members (72.5%) wanted to see on the Staffordshire Cares website. An additional 58.3% also wanted to be able to access general information on local care services, followed by just over half of all respondents wanting to be able to know how to apply for services such as blue badges and equipment (53.0%). Opportunities to communicate with other groups such as carers (23.0%) was something that panel members least wanted to be able to access through the website.

Figure 6.2: What Panel members want to find on the Staffordshire Cares website (%)



Other things that panel members wanted to be able to see on the Staffordshire Cares website included information on the “*structure of carers boards*”, information on “*housing*”, “*problem areas*” and “*action plans*”, “*local facilities*” as well as “*access to regulators*” and “*how to deal with complaints*”.

Panel members in all age groups said that general information on local support services was the most popular type of information that they wanted to be able to find on the Staffordshire Cares website. General information on local care services was the second most popular type of information with 18-34 year olds (70.8%), 45-54 year olds (57.4%) and 55-64 year olds (63.9%). Receiving information and advice on finances, charging and benefits was an equally popular second choice for 18-34 year olds with 70.8% also wanting to find this information on the Staffordshire Cares website. The second most popular type of information for 35-44 year olds was how to apply for services (56.1%) and for the over 65’s it was finding out where to get emergency help and support (57.8%).



By person type*, general information on local support services was also the most popular response with all types of people. Some degree of variation occurred in people's second and third choices with 'Wealthy Achievers' and those who were 'Comfortably Off' rating care services second and those of 'Moderate Means' and the 'Hard Pressed' rating emergency help as their second preference. The 'Hard Pressed' also rated how to apply for services in joint second place.

Figure 6.3: What Panel members want to be able to use the Staffordshire Cares website for (% by ACORN type)

Acorn Category	First	Second	Third
Wealthy achievers	Support services (74.3%)	Care services (59.9%)	How to apply for services (55.3%)
Comfortably off	Support services (76.2%)	Care services (64.8%)	Emergency help (58.2%)
Moderate Means	Support services (66.7%)	Emergency help (56.7%)	Care services (50.0%) Local activities (50.0%)
Hard Pressed	Support services (59.0%)	Emergency help (50.8%)	How to apply for services (50.8%)

6.3 Comments about Staffordshire Cares

Respondents were asked to comment on the Staffordshire Cares website and the responses they shared have been summarised and themed below.

We are not all silver surfers (35 responses)

By far the most common response received from older panel members was that they are not all “silver surfers”. This was something that was reiterated by 35 respondents and documented responses included that some do not have “access” or do not know how to “use a computer” with one saying that they would find “training” useful. Others said they would like to be able to “discuss problems directly with a person”, that websites discriminate against the “blind, poor and illiterate” and that it is important to maintain communications in “a variety of ways”.

Staffordshire Cares website is a good idea (9 responses)

These respondents felt that the website was “a good idea” and that “easy access” to this type of information should be a “top priority for every council”. One felt that this information should be stored in “one easy to access place” whilst another felt it was “a fantastic idea” and hoped it would come to “fruition”.

Do not duplicate information which is already available (5 responses)

Respondents felt that it would be important to “avoid duplicating information” which is already available from other sources as this would increase costs at a time when front line services are already facing cuts. People should take the time to “look” for this information and tax payers money should not be “squandered” in this way. The Staffordshire Cares website should “compliment” but not “duplicate” other information sources which are already out there.

*Please see Appendix 2 for detailed information about Acorn Categories



Care (3 responses)

These respondents felt it was important to “listen”, “identify care needs” and then “work” to try and solve them.

Carers (2 responses)

Panel members felt it would be important to work “closely with carers” to obtain a “true picture” of their needs. One panel member who was a carer felt that there was a desperate need for a “one stop shop” saying that the current system is a “bewildering maze” and not knowing many things simply adds to the “stress of caring”. This panel member felt that the Staffordshire Cares website need to “address this”.

Cost of service provision(2 responses)

These respondents felt that the website should be “postponed” considering the current financial climate, and they were concerned about whether it could be delivered within “current budget restrictions”.

Additional comments (1 response each)

A number of individual comments were also shared by panel members and these are outlined below. One felt that older people are “vulnerable” and everything is now being brought down to “price”, whilst another said that it feels like we are now paying the price for “bad housekeeping”. One suggested that the site should be funded “by advertisements from groups who provide services to the elderly” whilst a further panel member felt that “the proper agencies should be giving out information regarding benefit claimants” and that Staffordshire Cares should just be used to “signpost people in the right direction”.

7. YOUR HEALTH

7.1 Do you have a child between the ages of 0-18 years of age or 0-25 years of age with a learning disability?

Panel members were asked to indicate if they had children and two thirds (65.1%) did not have a child in the above age ranges. Just under one third (30.1%) identified that they had a child between the ages of 0-18 with a further 4.8% saying that they had a child between the ages of 0-25 with a disability. The below questions relate just to those respondents who had children within the identified age ranges.

7.2 What measures, if any, do you take to help your children maintain a healthy weight?

Panel members were able to choose as many of the available answer options as they wanted and the most popular measure taken to encourage children to maintain a healthy weight was ensuring that they get the right balance of healthy foods (25.5%). Encouraging them to take exercise, play a sport, walk or play on the Wii fit was also seen as being equally important (25.4%). This was closely followed by ensuring that healthy foods were purchased as part of the weekly shop (24.3%). The least popular measure to help children maintain a healthy weight was exploring new healthy recipes (10.4%).

Table 7.1: Panel support for measures which will help children to maintain a healthy weight (%)

Ensure they get the right balance of healthy foods	25.5	Engage in active family lifestyle e.g. biking, swimming, gardening	20.1
Encourage them to take exercise e.g. play a sport, walk, Wii fit	25.4	Talk to them about the importance of making healthy choices	19.6
Purchase healthy foods in weekly shop	24.3	Explore new healthy recipes	10.4
Limit their intake of sugary foods, sweets or fatty food	22.6	Other (please state)	1.5

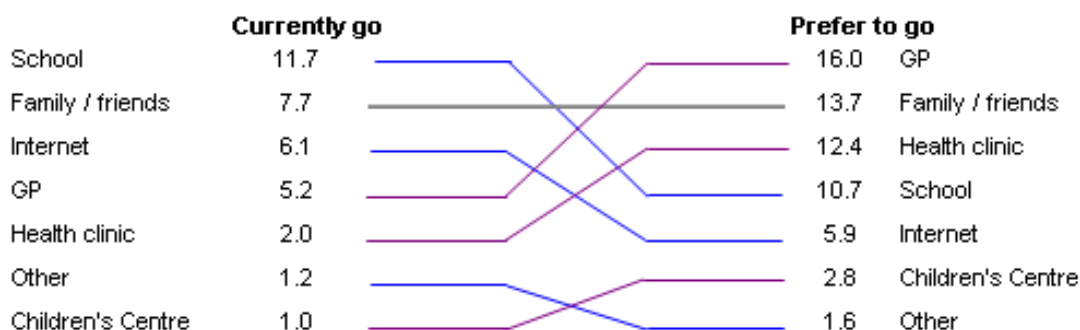


Some parents adopted ‘other’ measures to help their children maintain a healthy weight and one commented that their child attends a “*healthy kids club*”. Another felt that healthy eating should be the responsibility of the “*parent*” and not the “*county council*”.

7.3 Where do you currently go and where do you think is the best place to go for information relating to sex and education for your children?

The main way that parents currently find out sex and education information for their children is through school with 11.7% saying this is what they currently do. A similar number said this was also their preferred way of finding out information (10.7%) but more parents felt using GP’s (16.0%), family and friends (13.7%) and health clinics (12.4%) were preferred ways of finding out this information. Family and friends was the second most common way of finding out information and it was equally considered the second preferred place to go for this information. Few respondents currently use health clinics (2.0%) but respondents would like to see these having a more prominent role with 12.4% feeling these were a preferred option.

Figure 7.1: Where parents currently go and would prefer to go for information on sex and education for their children (%)



Other ways that respondents currently find out information on sex and education for their children included through “*church*” and “*Christian television channels*” or through “*reading books*”.

7.4 Which of the following would you use to find out more about healthy weights?

Respondents were invited to choose a number of ways in which they could find out more about healthy weights and the most popular option by far was through their GP (70.9%). The next most popular option which was supported by nearly one third of respondents was the local gym or health centre which received support from two thirds of panel members (32.9%). Nearly one quarter (23.9%) said that they would use health magazines to find out more about healthy weights and the least popular method of finding out about healthy weights was through cooking classes with just 3.7% wanting to use this method.

Table 7.2: Methods used to find out more about healthy weights (%)

Your GP	70.9	Other (please state)	16.4
Your local gym or health centre	32.9	Your friends or family	14.8
Health magazines	23.9	None of the above	6.2
A local slimming club	18.5	Cooking classes	3.7
Books in your local library	18.4		



'Other' methods which panel members would use to find out more about healthy weights included the "internet" (35 responses), information that panel members already "know" themselves (13 responses), a "dietician" (3 responses), a "health trainer", "scales" or through "school" (2 responses each) and through the "be healthy programme", "chemist", "media" and "supermarket" (1 response each).

7.5 Do you feel that falls are an issue that have a negative effect on the health of older people or vulnerable adults in Staffordshire?

78.3% felt that falls were an issue having a negative effect on the health of older people or vulnerable adults in Staffordshire, 18.5% were unsure whilst 3.2% did not feel that falls had a negative effect on the health of older people at all. The over 45's were more likely to feel that falls have a negative effect with 86.8% of 45-54 year olds, 84.8% of 55-64 year olds and 84.2% of the over 65's feeling that falls are an issue which has a negative effect on the health of older people.

7.6 What do you feel would be the best way to prevent falls in the community?

The most popular way of preventing falls in the community was through community falls risk assessments (including health and home safety checks) with nearly one third supporting this option (31.9%). Just over a quarter (27.3%) felt that information and advice would be the best method of preventing falls in the community. Under one fifth felt that falls awareness training would be useful (18.5%) and 15.7% said that exercise classes might help. Respondents also identified additional ways to help prevent falls in the community and these included 27 respondents feeling that "road" and "pavement repairs" as well as "gritting" in "icy weather" were key to reducing the number of "falls" in the "community". One in particular suggested dropping "curbs which comply with part M of the building regulations". Seven respondents felt that it was "not worth spending any money" on this issue and they felt they were just "accidents" which you cannot stop anyway. Four felt that additional help and support would be useful with suggestions including extra "in home care" and involvement of the "community and local voluntary organisations".

7.7 Do you feel that malnutrition is an issue that has a negative effect on the health of older people or vulnerable adults in Staffordshire?

Two thirds felt that malnutrition (64.2%) was an issue that had a negative effect on the health and wellbeing of vulnerable adults in Staffordshire. 24.2% were unsure and 11.6% did not think it would have a negative effect on older or vulnerable people.

Table 7.3: Ways of preventing malnutrition (%)

Better identification and referrals from professionals	32.1
Food shopping support	26.8
Information and advice	23.5
Cook and eat training	13.2
Other (please state)	4.4

The 35-54 year olds were most likely to feel that malnutrition had a negative effect on older and vulnerable people with 68.3% of 35-44 year olds and 69.7% of 45-54 year olds feeling this. The over 55's were less likely to feel that malnutrition has a negative effect with 61.5% of 55-64 year olds and 61.7% of the over 65's feeling that it had a negative effect.

7.8 What do you feel would be the best way to help prevent malnutrition in the community?

The most popular way was through better identification and referrals from professionals with one third (32.1%) feeling this would be the best way to prevent malnutrition in the community. A further 26.8% also felt that food shopping support would be beneficial. 'Other' options which respondents felt could be used to help prevent malnutrition included 11 respondents feeling that "more care and support" from the "community", "professionals", "family" and "friends" including "home visits" and "a befriending service" would help prevent malnutrition.



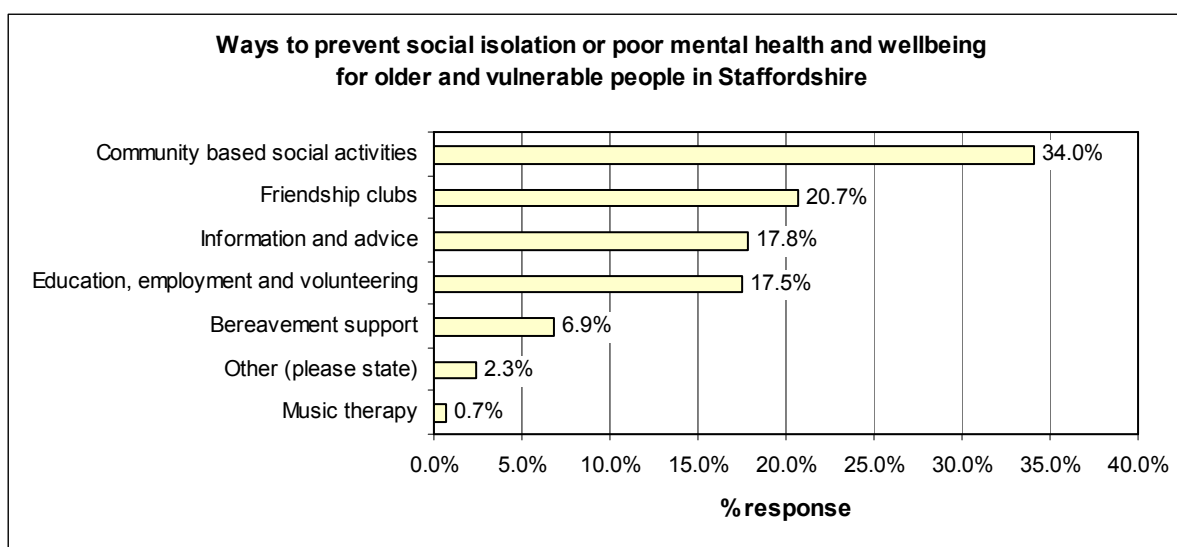
7.9 Do you think social isolation or poor mental health and wellbeing are issues for elderly, isolated people or vulnerable adults in Staffordshire?

Three quarters (73.4%) felt that this was an issue, one fifth (20.5%) were not sure and a small minority of respondents (6.0%) felt that social isolation and poor mental health and wellbeing were not issues for elderly, isolated or vulnerable adults in Staffordshire. The over 45's were more likely to feel these were issues with 76.1% of the 45-54 year olds, 81.1% of the 55-64 year olds and 79.8% of the over 65's feeling that social isolation or poor mental health and wellbeing were issues for elderly, isolated or vulnerable adults in Staffordshire.

7.10 What do you think would be the best ways to help prevent social isolation or poor mental health and wellbeing for older people or vulnerable adults in Staffordshire?

One third felt that the most popular way to prevent poor mental health and wellbeing would be by encouraging vulnerable and isolated adults to participate in community based social activities (34.0%). Friendship clubs also received support from one fifth of respondents (20.7%).

Figure 7.2: Ways of preventing social isolation or poor mental health and wellbeing for older and vulnerable people (%)



Respondents were asked to identify 'other' ways in which they felt social isolation or poor mental health and wellbeing could be prevented and suggestions included "therapy", "a phone befriending service", "family support", support for "carers" and "a buddy scheme".

8. STAFFORDSHIRE COUNTY COUNCIL ELECTIONS

The county council is encouraging people to stand for elections in 2013 and were keen to know if there was anything that would encourage people to stand.

8.1 Please indicate if any of the below would encourage you to stand as a county councillor in the 2013 election.

The most popular reply from nearly half of all respondents was that nothing would encourage them to stand as a county councillor (48.5%). Over one third felt that clear information on the criteria for becoming a councillor (37.9%) would encourage them to stand as a county councillor and just under one third felt that this could be complemented by good training once elected (30.0%). 27.7% also felt that the provision of ongoing support and mentoring would be helpful. By age group, the largest proportion of 35-44 year olds (53.7%), 55-4 year olds (48.1%) and 65+ year olds (55.6%) said that nothing would encourage them to stand whereas the largest proportion of 18-34 year olds (54.2%) and 45-54 year olds (44.1%) said that clear information on the criteria for becoming a councillor would encourage them to stand.



Table 8.1: What would encourage panel members to stand for election (%)

Nothing would encourage me to stand as a county councillor	48.5
Clear information on the criteria for becoming a councillor	37.9
Good training when elected	30.0
Provision of ongoing support and mentoring	27.7
Provision of home computer and broadband internet access	9.8
Ability to include family and friends in elements of the role	6.5
Other (please state)	5.7

By gender, women were more likely to say that nothing would encourage them to stand as a county councillor with nearly two thirds saying this (61.2%). 26.6% did however say that clear information on the criteria for becoming a councillor would help. More male respondents said that

clear information on the criteria for becoming a councillor would encourage them to apply (43.6%) followed by 38.3% saying that nothing would encourage them to stand. Just over one third of male panel members (36.2%) felt that good training once they were elected would encourage them to stand.

By Acorn category*, the largest proportion of people in all groups said that there was nothing that would encourage them to stand as a county councillor in the 2013 elections with 60.0% of those of 'Moderate Means', 53.3% of those who were 'Comfortably Off', 50.8% of those who were 'Hard Pressed' and 44.7% of 'Wealthy Achievers' saying this.

Respondents also identified 'other' ways to encourage them to stand as county councillors and these included not having to "conform" to what the county council "expects", knowing "more" about "how to get elected" and exactly "how much time" you need to "devote" to being a Councillor once you are "elected". Being aware in advance of the "salary and expenses" and not having criteria which means that some people "cannot apply" to become a councillor were further recommendations. A further two felt they would be encouraged to participate if the role was isolated from "other party political or vested interests". Six felt they were just "too old" to stand with one in particular saying that "a younger member of the community" could probably "better represent" them instead.

8.2 What would stand in your way of becoming a county councillor?

Panel members were specifically asked if there was anything that would stand in their way of becoming a county councillor and the comments that they provided are outlined below. A total of 60 commented that they did not have enough "time" and this was either due to "work", "childcare", "caring" or "social" commitments. The time it would take to "travel to" and "attend" council meetings was off putting whilst others felt that not knowing "how much time it would take to carry out the role effectively" would put them off applying in the first place.

A further 47 were put off from applying because of their "age". One who was 64 did not feel that the county council would want anyone who was "over the age of 40". Conversely, a younger respondent felt that being younger, they may be "frowned upon by current councillors".

A further 18 were discouraged from applying because they believed the current system is too "political". They felt that you cannot always fully "represent" the people who vote you in because you have to "tie the party line" with another saying that although they care about people they would not want to stand as a councillor because they do not care about "party politics".

A total of 16 were concerned that they could not be considered either because they have "long term health problems" or "a disability". Disabilities outlined included "learning difficulties", "OCD", "partial mobility", "osteoarthritis", "dyslexia" and "mental health issues".

A further 14 outlined motivational issues including having "no interest in politics" or not being "affiliated to a political party".

*Please see Appendix 2 for detailed information about Acorn Categories



Meetings being too much of a *“talking shop”* with *“too much beaurocracy”* were also issues that concerned six respondents with a further six feeling that *“more information”* would help. One said they had wanted to become a county councillor for a while now but had *“no idea how to go about it”*, whilst another wanted information on how to *“run an elections campaign”*.

“Confidence” was something that five respondents felt they needed more of with one thinking they would not *“ever get elected”* in their local area. Another said they had *“no confidence in public speaking”* and another did not want *“media coverage”* in their *“private life”*. An additional five also felt that they would need *“more skills”* and these included *“computer skills”*, *“academic qualifications”* and *“an understanding of politics”*.

Standing for election was not *“appropriate”* for three with two saying they were *“government employees”* and one saying they were already a member of *“three parish councils”*.

Two respondents also said each of the below; they would need *“childcare support”*, their participation would not make *“any difference”*, that it would be *“difficult to afford”* due to travel to meeting costs, that *“new ideas might not be welcomed by existing councillors”* and that there may be a lack of support unless *“newcomers are adopted as part of a vested interest group”*.

One respondent also commented on each of the below. One was unwilling to *“conform with other councillors”* if they *“did not support the views of the electorate”*. Another felt that *“councillor fees and expenses are too high”* and that there is a need for *“more emphasis on the service provided and not the reward received”*. Another did not feel they were suitable because they were *“too outspoken”* and lacking in *“diplomatic skills”* whilst another was generally concerned about the *“role”* and the *“time it would take”* to fulfil whilst a further panel member was concerned that they *“may not fully understand the needs”* of those who requested help from them.

8.3 Comments on standing for county council elections

Panel members were also invited to share their general comments about becoming a county councillor and the responses that they shared are documented here.

Getting elected and the role of political parties (17 responses)

These respondents felt that it may be *“difficult to get elected”* for people who are not already a member of *“a political party”*. One did not know *“which political party”* they would *“want to join”* and another asked whether there were any *“independent councillors”*. There was a general feeling that people should be elected because of their *“interest in local issues”* and wanting to *“serve the community”* but they felt that *“party politics tend to cloud the issues”* which councillors should be *“concentrating on”*.

The image of county councillors (14 respondents)

County councillors were perceived as both *“middle class”* and *“educated”* with one feeling that becoming a councillor is *“a closed shop for normal people”*. They felt that the backing of *“money”*, *“political power”* or *“breeding”* was *“a necessary requisite”* for becoming a councillor. One felt that there were *“too many old guards”* and another felt that *“younger people should be encouraged to participate”* and that *“crèches”* would facilitate their involvement. Two were concerned about the existing reputation of councillors with one feeling that councillors are *“just concerned about lining their own pockets”* and another saying that the negative *“media coverage of councillors in a position of power”* would dissuade them from applying to become a councillor.



Would consider applying to become a county councillor (13 responses)

These respondents were interested in finding out “*more information*” and “*applying*” to become a county councillor. One said that they had not thought about applying before but would now be “*interested*” whilst another said they would be willing to give their “*time*” if they were “*considered suitable*”. A further panel member was keen to “*help out locally*” and felt they would be capable of making “*a good contribution*”.

Being a county councillor requires time and dedication (11 responses)

These respondents were not really clear about the “*amount of time*” that needed to be dedicated to the role of a councillor and one did not like the idea of being “*on call*” all the time. One did not feel that it would be fair to take up a position as a councillor because they could not guarantee that they could give it the “*time*” and “*dedication*” that the position would require. Another said they did not have “*a car*” and it would take “*too long*” to travel to council meetings. A further respondent felt that in order to be a councillor they would require “*a clear understanding of the needs of the electorate*”. Another said that they would like to “*contribute*” to their “*community*” but felt that the role would be “*too wide*” and they would be “*interested*” in becoming involved in their local community if there were “*other opportunities*”.

More information would be useful (8 responses)

Panel members wanted to know where they could find out “*information*” on becoming a county councillor with one saying that they only had “*a vague idea about how local democracy works*” and that a “*greater familiarity would be good*” and would encourage people to “*stand in local elections*”.

The restrictions of being a county councillor (3 responses)

These panel members felt that they would not want to become a county councillor because it would place “*too many restrictions*” on them with two of these feeling that in these difficult financial times they would not want to manage “*declining services*”. One was also concerned that in Staffordshire, county councillors seem to “*follow the lead of the civil servant and ignore the constituent*”.

Transport (2 responses)

Two panel members did not own their own transport and felt that it would take “*too much time*” to “*travel to and from council meetings*”.

Additional comments (1 response each)

Individual comments included one respondent saying that it is essential to be “*the right kind of person to stand as a councillor*” and being “*outspoken*” and “*confident*” is key. Another who was unable to “*get about very well*” and unable to “*sit or stand for any real length of time*” did not feel they would be suitable for the role. One panel member who considered themselves to be “*well educated*” felt that the council needs to speak in plain English and they commented that they had often found it “*difficult to understand the language used*” by their “*borough council*”.



9. MANGING THE RISK OF FLOODS

9.1 Who would you contact to determine whether your property was at risk of flooding?

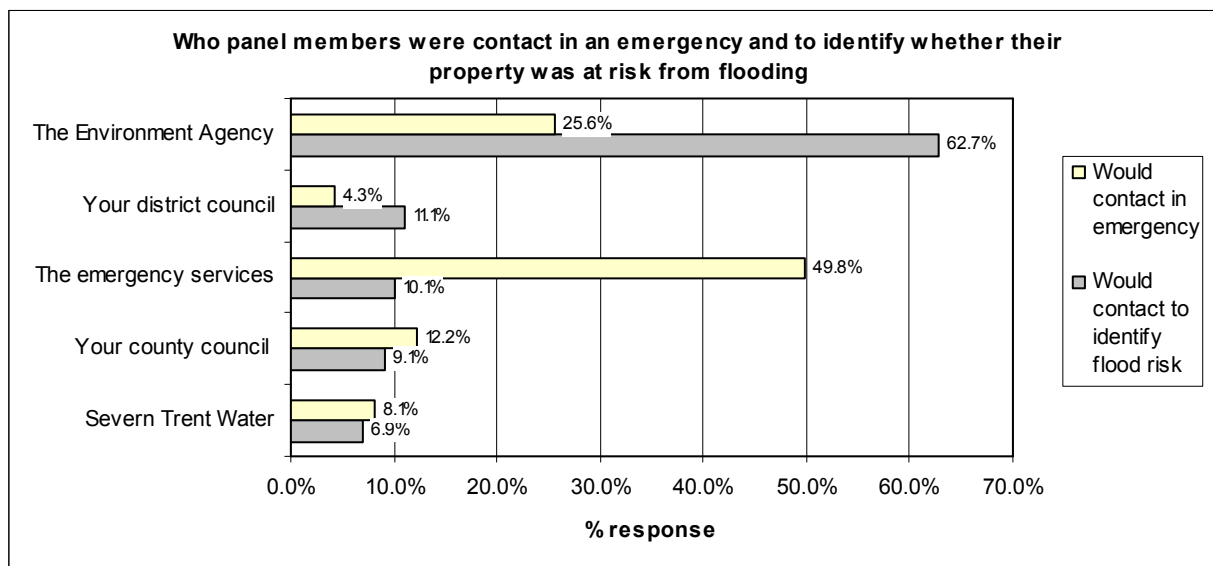
A total of 41.5% of panel members said they were not at risk of flooding. Looking at the remaining panel members who considered they might be at risk, nearly two thirds (62.7%) said they would contact the Environment Agency to determine whether or not their property was at risk. 11.1% would contact their district council, 10.1% said they would call the emergency services, 9.1% the county council and 6.9% said they would call Severn Trent Water.

9.2 In the event of flooding that could effect your property, who would you call in the first instance?

A total of 39.3% said they were not at risk of flooding. Looking at the remaining panel members who considered that they might be at risk, half would call the emergency services (49.8%) in the first instance. One quarter (25.6%) would call the Environment Agency with fewest saying they would contact their district council (4.3%).

The Environment Agency was the most popular organisation to identify flood risk and the emergency services were the most popular emergency contact.

Figure 9.1: Who panel members would contact in an emergency and whether their properties are at risk from flooding



By age, all groups were most likely to call the Environment Agency in the first instance to identify if there was a flood risk to their property with the youngest age group (18-34 year olds) being the most likely to call them (80.0% of 18-34 year olds said they would call them in the first instance). As respondents aged, the Environment Agency was still the most common response but by 65 years of age, just 44.2% would call them in the first instance and contacting the emergency services (23.1%) and local district council (17.3%) began to play a more significant role with this group.



In an actual emergency, most respondents by age group would contact the emergency services in the first instance with the exception of the 35-44 year olds who would be most likely to call the Environmental Agency first (38.9%) and the emergency services second (27.8%).

9.3 Comments on managing the risk of floods

Respondents were invited to share their general comments on managing the risks of floods and the comments panel members chose to share are outlined below.

Flood plains (17 responses)

These respondents felt that poor planning has led to properties being built on “*flood plains*” and that to improve the situation, “*more vegetation and natural drainage needs to be planted*”. A further panel member felt that people should “*stop concreting over their front gardens and turning them into drives*”. Another thought that people should “*help themselves*” by “*not buying a house on a flood plain*”. Having “*sandbags*” available on “*flood plains*” was also considered beneficial as was using “*porous building materials*”.

Drainage maintenance and improvement (11 responses)

Some 11 panel members felt that if “*drains were cleared more regularly*” then Staffordshire would be at a “*reduced risk of flooding*”. These respondents also felt that “*bigger drain pipes*” would help.

Would not know who to contact in an emergency (5 responses)

Not knowing who to contact to find out if there was a flood risk as well as not knowing who to contact in an emergency was a concern for these panel members who also felt that everyone needs to know who they should go to for help and advice if “*the worst happens*”.

Keep dredging (2 responses)

The importance of “*dredging*” was highlighted by two respondents who stressed that “*dredging would keep rivers clear and reduce the risk of flooding*”.

Financial support for barriers (2 responses)

Financial help for building “*appropriate barriers*” would be useful according to two respondents but they thought this would be “*unlikely*” in the “*current financial climate*”.

Have sandbags available in advance (2 responses)

In areas prone to flooding, these panel members felt that “*placing sandbags as a line of defence*” would be “*good preparation for the inevitable*” and would avoid leaving “*everything to the last minute*”.

10. PUBLIC TRANSPORT

10.1 Thinking about young people, do you think they would use public transport more if it was cheaper?

Nearly half of all panel members (45.6%) said that young people would use buses more if they were cheaper, one third (35.4%) said they would possibly use buses more if they were cheaper, 10.2% were not sure whether they would use buses more and 8.8% did not feel that cheaper travel would encourage young people to use public transport at all. More respondents who were ‘Hard Pressed’ felt that young people would either definitely or possibly use public transport more if it was cheaper (89.8%) and although ‘Wealthy Achievers’ were the group who were least likely to say the same, three quarters (74.5%) still said that young people would either definitely or possibly use public transport more if it was cheaper*. The 45-54 year olds were the age group where most felt that young people would definitely or possibly use public transport more if it was cheaper (91.2%) with the over 55’s least likely to say the same. 75.5% of the 55-64 year olds and 75.6% of the over 65’s thought that more young people would use transport if it was cheaper.

*Please see Appendix 2 for detailed information about Acorn Categories



10.2 What do you feel would be a suitable fee for young people to pay for having a yearly concessionary card?

70.5% felt that a fee between £10-£20 would be suitable whilst one quarter (23.4%) said that yearly concessionary cards should be free. Just 6.2% of panel members felt that young people should be charged £50 for a yearly concessionary card.

10.3 What do you feel would be a reasonable flat fee for young people?

Regarding a flat fee for travel, respondents felt that the cheaper the flat fee the better. 57.6% supported a flat fee of £1, A quarter (23.2%) felt £1.50 was reasonable, 14.8% said £2, 3.1% said £2.50 and 1.3% felt that a flat fee of £3 would be reasonable.

10.4 How far do you agree or disagree that buses run at the right times and to the right locations for young people?

The majority neither agreed nor disagreed that buses run at the right times (58.5%) or to the right locations (56.9%). The second largest proportion of people agreed that they run at the right times (17.6%) and to the right locations (24.7%). Just a minority of respondents held strong views on whether they agreed or disagreed that buses run at the right times and to the right locations (see table 10.1).

Table 10.1: Opinions on bus times and locations (%)

Run at the right times	%	Run to the right locations	%
Strongly agree	3.6	Strongly agree	3.5
Agree	17.6	Agree	24.7
Neither agree nor disagree	58.5	Neither agree nor disagree	56.9
Disagree	16.0	Disagree	12.6
Strongly disagree	4.2	Strongly disagree	2.3

10.5 Comments on public transport for young people

Panel members were also asked to share their comments on public transport for young people and their comments have been summarised and themed below.

Bus fees (11 responses)

“Fifty pence flat fees for all journeys” and *“everyone in fulltime education”* receiving *“a free pass”* were comments received from panel members about bus fees. *“Yearly or monthly concessionary cards”* and in particular monthly cards to reduce the burden of payments were also supported. Free passes should be conditional on doing some *“voluntary work”* according to one panel member with another saying that if bus travel *“cost less it would be used more”*. Providing *“cheap transport to those living in the most outlying areas”* to help them get *“into the centre of the community”* was considered to be important as was not providing *“free transport for catholic children”*.

Think about other bus users (10 responses)

These respondents felt that the county council should *“think about other bus users”*. They felt that *“older and younger people”* seem to get *“all the concessions”* and everyone else has to *“pay a fortune”*. Another said that younger people should not have *“privileged services”* and they should be taught *“the healthy option of walking”* with another feeling that car usage in general should be discouraged. One felt that services for the *“most vulnerable”* should be *“maintained”* whilst another said they avoided *“sharing transport with school children”* in the morning and evening and felt that there should be *“separate buses”* for all school children.



Encourage bus use or green alternatives (6 responses)

Encouraging the use of “existing services” and discouraging the use of “private transport” were suggestions put forward by these panel members.

Buses need to run at the right times (6 responses)

Buses needing to run at the right times including more at “peak times”, more into “Walsall from Heath Hayes”, where there is only “one per day at the moment” as well as buses running at suitable times to allow children to “get to school on time” were all suggestions from panel members.

Bus conductors would encourage bus usage (5 responses)

These respondents felt that there are “too many rowdy people on buses” and that there is a clear need to bring “bus conductors” back. As well as serving to “prevent criminal damage”, more people would feel “safer” and be “encouraged” to use them if there was “supervision”.

Bus links (3 responses)

With school closures, friends living “further apart” was an issue for one parent who said her children found it “difficult to travel between home and friends houses”. Another felt that having “no direct link between Stone and Keele University was a problem” as her son travels there on a daily basis. Another praised the recent extension of the bus service between “Cannock and Stafford Hospital to include Stafford University” saying that it is “excellent”.

Lifts from parents (2 responses)

Some two panel members felt that young people would generally prefer to use “the services provided by their parents” as it is “affordable” with another confirming that many parents would “prefer to do this anyway”.

The quality of the service (2 responses)

Some of the buses are “run down” and “will not attract new passengers” according to one with another saying that “if public transport was better” then maybe “more people would leave their cars at home” and “use it”.

The reliability of the service (2 responses)

Two panel members felt that the service needs to be “more reliable” to encourage use and that if buses are “late” or “do not turn up” then this does not encourage their use.

Additional comments (1 response each)

A number of individual comments were received from panel members and these included that it would be helpful if people could take “bicycles onto buses”, that “bus drivers need to be more tolerant of young people” and that there also needs to be help immediately available where young people are causing “real trouble”. “Single decker buses” would also be good for young people according to another panel member and a further respondent commented that Staffordshire as a whole already has an “excellent bus service”.



II. ADDITIONAL COMMENTS

Respondents were invited to share additional comments and these are themed and summarised below.

Travel (15 responses)

Promoting the use of “public transport” and encouraging removing “more cars off the road” as well as putting more effort into improving “traffic flows” were key travel themes with one feeling that roads should be “dual carriage ways” with “no roundabouts” or “traffic lights” as “this type of infrastructure would help tackle climate change”.

More links between “buses and trains” in general were requested as was the more specific request of improving parking around “Codsall station”. The need for “secure parking at train stations” as well as “security around bus stations” were also panel requests. One panel member highlighted “poor bus services in Coton Fields” as an issue whilst another highlighted having to “wait” until they were “nearly 61” to get “a free bus pass” as an issue.

Other suggested routes that could be introduced or improved included the “767 from Tamworth to Birmingham” benefiting from a 5am bus. One respondent felt that the introduction of this service would be useful for both “shift workers” and for those taking “early flights from the airport”. They felt it would be supported if it was well advertised. Another suggested that it would be useful to have a bus stop in “Anson Street by the post office and library going around to Aldi and Morrisons”. They felt that the bus station was “too far away” for most people. Another wanted a bus to run from “Fazeley to Morrisons”.

Vulnerable people (5 responses)

Comments included that there is “not enough help for blind people” with one saying that they have a computer but “cannot use it” or “find anyone locally” who is able to “assist” with another feeling that “subsidised line rental” would encourage older people to “use the internet”. Another felt that it would be good to have somewhere that people with “slight disabilities” can go to. Help for “pensioners”, “young people”, “vulnerable” and “disabled people” should be available.

Making efficiencies (5 responses)

Efficiency suggestions included sacrificing more “post offices”, “reducing the number of councillors” and “residents looking after local schools”. Another asked if the frequency of “Your Staffordshire” could be reduced and if the size of the “communications department” could be reduced. One further panel member felt that cutting “street lighting by 50% during the night time” would help as would encouraging “private sector employment and free enterprise”.

Information (2 responses)

These respondents wanted “more information on what the council does” and “more knowledge on the needs of the town” as well as “more transparency e.g. around the cost of campaigns”.

Leisure facilities (2 responses)

The need for leisure facilities included Lichfield needing “a public swimming baths to help encourage young people to learn to swim” and Bratch Park in Wombourne needing “young children's play equipment”.

Government tiers (2 responses)

There are “too many tiers of government” according to these respondents who felt that reducing the number of tiers would help “save money”. One said that the county council should “take over all district functions and prioritise expenditure and budgets through public consultation”.



Additional comments (1 response each)

These included removing the plastic collection in Codsall being *“a backward step”* and *“dog fouling being a problem in the Blakely area of Wombourne”*. In relation to Lichfield, one asked why developments *“like the one at St Georges’ has been given the go ahead when it does not comply with Part M of the building regulations”* and another commented that *“parking is a problem on St Michaels’ Street, Lichfield”*.

Another panel member felt that Staffordshire would benefit from adopting more of the guidelines used in Jersey where there are *“low crime rates, good bus services, a good health service and good local facilities”*.

One also felt that *“Staffordshire County Council complaint procedure should be followed”* and that *“Law and Governance could be more accountable and resident friendly”*.

Ensuring that *“councillors see the results of Staffordshire People’s Panel surveys”* was something that one panel member also felt was key.



Section 2: Our priorities

As you may be aware the country is facing huge national debt and the public sector is being asked to make major savings to contribute to this. The county council will therefore need to make savings over the next three years and we want your views to ensure that we concentrate resources on the areas that are priorities to you.

Q6 From the list below, please indicate a) your top THREE priorities for Staffordshire Communities and b) the THREE areas where you feel we should make savings first.

	a) Your priority areas	b) Areas to make savings first
Improve people's skills and qualifications to help them get employment.....	<input type="checkbox"/>	<input type="checkbox"/>
Increase the number and quality of jobs in Staffordshire.....	<input type="checkbox"/>	<input type="checkbox"/>
Support vulnerable people to live independent and safe lives (for example, older people, children at risk of abuse or neglect, children or adults with disabilities and/or illness, who may need care and support).....	<input type="checkbox"/>	<input type="checkbox"/>
Reduce the level and fear of crime.....	<input type="checkbox"/>	<input type="checkbox"/>
Improve the health and well being of residents in Staffordshire	<input type="checkbox"/>	<input type="checkbox"/>
Improve access to learning, educational and cultural facilities.....	<input type="checkbox"/>	<input type="checkbox"/>
Improve the road and transport networks to ensure people can access their local facilities.....	<input type="checkbox"/>	<input type="checkbox"/>
Improve the educational attainment of children and young people and help them to make a positive contribution to their community.....	<input type="checkbox"/>	<input type="checkbox"/>
Improve the opportunities for people to get involved in decisions on public service delivery in Staffordshire.....	<input type="checkbox"/>	<input type="checkbox"/>
Work with communities to help look after the Staffordshire environment and tackle climate change.....	<input type="checkbox"/>	<input type="checkbox"/>

Q7 Please use the space below to share your ideas on how we can become more efficient. Your suggestions could include examples of where you have seen waste or think we could do things more effectively.

Q8 To what extent do you agree that Staffordshire County Council spends its money according to the needs and priorities of its residents? (please cross one box only)

Strongly agree..... Disagree.....

Agree..... Strongly disagree.....

Neither agree nor disagree..... Don't know.....



Your Staffordshire, Your Say Autumn 2010

Please take the time to have your say about some of Staffordshire County Councils' key services as your views will help us to inform how we deliver services to you.

If you have any questions or queries about completing this questionnaire, please phone Chloe Taylor on 01785 276820 or by email to chloe.taylor@staffordshire.gov.uk.

Section 1: Communicating with you

The County Council ran a communications campaign called 'Check the Label' over the Summer months which aimed to challenge stereotypes of young people and to promote the positive activities which they are involved in.

Q1 Prior to this survey, were you aware of the 'Check the Label' campaign? (please cross one box only)
 Yes..... No.....

Q2 Do you support the aims of the campaign? (please cross one box only)
 Yes..... No.....

Q3 How far do you agree or disagree that young people are primarily responsible for crime and antisocial behaviour in Staffordshire? (please cross one box only)
 Strongly agree..... Disagree.....
 Agree..... Strongly disagree.....
 Neither agree nor disagree.....

Q4 And how far do you agree or disagree that young people make a positive contribution to our society? (please cross one box only)
 Strongly agree..... Disagree.....
 Agree..... Strongly disagree.....
 Neither agree nor disagree.....

Q5 Please use this space for your comments about the 'Check the Label' campaign.

Section 3: Staffordshire Cares

Staffordshire Cares will provide easier access to information, advice and support and enable people to better navigate the complicated world of adult care. Staffordshire Cares will be fully operational during 2012 and we want your views to help us focus and tailor the services we provide so they meet your needs.

- Q9 If you wanted to know more about the organisations that support older or disabled people where would you go for information and advice? (Please cross all that apply).**
- Staffordshire County Council website.....
 - NHS website/NHS Direct.....
 - Staffordshire County Council phone number.....
 - Staffordshire County Council reception/direct contact with the council.....
 - Staffordshire County Council magazine 'Your Staffordshire'.....
 - Leaflets/posters.....
 - GP surgeries.....
 - Libraries.....
 - Local media (e.g. local newspapers, radio).....
 - Word of mouth.....
 - Other (please state).....

Staffordshire County Council is currently developing a new Staffordshire Cares website which will improve the way you can access the information that you want or need.

- Q10 Thinking about your current or future situation, what would you like to be able to use this website for? (Please cross all that apply).**
- General information on support services in your area.....
 - General information for care services in your area.....
 - Information on local activities and events.....
 - Receiving information and advice on finance, charging, benefits.....
 - Finding out how to apply for things (e.g. blue badges, equipment).....
 - Finding out where to get emergency help and support.....
 - Communicating with other groups (e.g. carers).....
 - Having your say on issues that affect you.....
 - Other (please state).....

Q11 Please use this space for your comments about Staffordshire Cares.

Section 4: Your health

The Children, Young People and Families Service aim to improve the outcomes for all children, young people and families in Staffordshire and as part of this we are aiming to encourage and support healthy lifestyles for young people and would appreciate your views on health and lifestyle issues.

- Q12 Do you have a child between the ages of 0-18 years of age or 0-25 years of age with a learning disability? (Please cross all that apply).**
- Yes, I have a child between the ages of 0-18 years of age Go to Q13
- Yes, I have a child between the ages of 0-25 years of age with a learning disability Go to Q13
- No, I don't have a child between the above ages..... Go to Q15
- Q13 If yes, what measures do you take, if any, to help your child(ren) maintain a healthy weight? (Please cross all that apply).**
- Encourage them to take exercise e.g. play a sport, walk, Wii fit.....
 - Engage in active family lifestyle e.g. biking, swimming, gardening.....
 - Ensure they get the right balance of healthy foods.....
 - Limit their intake of sugary foods, sweets or fatty food.....
 - Talk to them about the importance of making healthy choices.....
 - Purchase healthy foods in your weekly shop.....
 - Explore new healthy recipes.....
 - Other (please state).....

- Q14 Where do you a) currently go for information b) think the best place to go for information would be in relation to the sex and relationship education of your child(ren)/teenager(s)? (Please cross all that apply).**
- a) currently go School GP Health clinic Children's Centre Family / friends Internet Other (please state below)
- b) think is the best place to go School GP Health clinic Children's Centre Family / friends Internet Other (please state below)

- Q15 Which of the following would you use to learn more about healthy weight? (Please cross all that apply).**
- Your GP.....
 - Your friends or family.....
 - A local slimming club.....
 - Books in your local library.....
 - Health magazines.....
 - Cooking classes.....
 - Your local gym or health centre.....
 - None of the above.....
 - Other (please state).....

- Q27** In the event of flooding that could affect your property, please indicate who you would call in the first instance? (Please cross one box only).
- The Environment Agency Your district council
 The emergency services Your county council
 Severn Trent Water I am not at risk of flooding

Q28 Please use this space for your comments about managing the risk of floods.

Section 7: Public transport for young people

The county council is currently reviewing bus services for young people aged 14-19 with schools, youth clubs and connections services. We would also like to feed your views about your children and / or young people that you may know into this review.

- Q29** Thinking about young people, do you feel that they would use buses more if they were cheaper? (Please cross one box only).
- Yes No
 Possibly Not sure

Around the county there are a number of different schemes that have encouraged young people to use buses more often and one way of doing this is through a yearly concession card that allows young people to travel at a reduced rate.

- Q30** What do you feel is a suitable fee for young people to pay for having such a card? (Please cross one box only).
- £0 - it should be free £20
 £10 £50

Some areas have introduced a flat fee where all journeys are the same cost so everyone knows the cost.

- Q31** What do you feel would be a reasonable flat fee for young people? (Please cross one box only).
- £1 £2.50
 £1.50 £3.00
 £2

- Q32** How far do you agree or disagree that buses run at the right times for young people? (Please cross one box only).
- Strongly agree Disagree
 Agree Strongly disagree
 Neither agree nor disagree

Q33 If you feel that bus times need to be improved for young people, please provide details of how they need to be improved below.

- Q34** Thinking about young people, how far do you agree or disagree that buses run to and from the right locations? (Please cross one box only).
- Strongly agree Disagree
 Agree Strongly disagree
 Neither agree nor disagree

Q35 If you feel that the locations which buses run to and from need to be improved for young people, please provide us with the details of how these need to be improved below.

Q36 Please use this space for any other comments that you have about public transport for young people

Section 8: Any further comments

Q37 If you have any further comments you would like to share please use the box below.

Staffordshire County Council is committed to both keeping costs of service provision low and tackling climate change and you can help us to achieve these aims by choosing electronic surveys which are quick and easy to complete. If you would prefer to do this, please write your email address in the box below or email peoplespanel@staffordshire.gov.uk with your request. If you would prefer to continue receiving postal questionnaire there is nothing that you need to do. Please be assured in either case that your personal details, including your email address will be kept confidential.

Section 9: Prize draw

- Q38** Please indicate if you would like to be entered into the prize draw. 1st prize is a £50 voucher and 2nd prize is a £20 voucher - please see the draw rules set out below:

Draw Rules: 1) It is not compulsory for you to take part. You have the opportunity to indicate whether or not you want to participate at the end of the questionnaire. 2) If you are an employee, Member or person related to an employee/Member of Staffordshire County Council you are not eligible to enter. 3) Completed questionnaires must be received by **Friday 26th November 2010**. 4) 'Winners' names and their postal town will be made public. 5) Proof of sending does not mean proof of receipt.

Should you misplace your return envelope, please return your questionnaire to: Research Unit, Staffordshire County Council, Riverway, Stafford, ST16 3TJ.

THANK YOU FOR COMPLETING THIS SURVEY - PLEASE NOTE THAT ALL RESPONSES ARE TREATED IN CONFIDENCE. PLEASE RETURN YOUR COMPLETED QUESTIONNAIRE IN THE PREPAID ENVELOPE PROVIDED

13. APPENDIX 2 - DEFINITION OF ACORN CATEGO-

Acorn is a social profiling tool used to identify and understand the geodemographic breakdown of the UK population. Acorn uses a wide range of demographic statistics and lifestyle variables to classify each postcode in the UK into five categories, 17 groups and 56 types. The description for each of the five Acorn categories is listed below, taken from 'The Acorn User Guide' produced by CACI.

Further information on Acorn can be obtained from www.caci.co.uk

1. **Wealthy Achievers**

These are some of the most successful and affluent people in the UK. They live in wealthy, high status rural, semi-rural and suburban areas of the country. Middle-aged or older people predominate, with many empty nesters and wealthy retired. Some neighbourhoods contain large numbers of well-off families with school age children, particularly in the more suburban locations.

These people live in large houses, which are usually detached with four or more bedrooms. Almost 90% are owner occupiers, with half of those owning their home outright. They are very well educated and most are employed in managerial and professional occupations. Many own their own business.

Car ownership is high, with many households running two or more cars. Incomes are high, as are levels of savings and investments. These people are well established at the top of the social ladder. They enjoy all the advantages of being healthy, wealthy and confident consumers.

2. **Urban Prosperity**

These people are well educated and mostly prosperous people living in our major towns and cities. They include both older wealthy people living in the most exclusive parts of London and other cities, and highly educated younger professionals moving up the corporate ladder. This category also includes some well educated but less affluent individuals, such as students and graduates in their first jobs.

The wealthier people tend to be in senior managerial or professional careers, and often live in large terraced or detached houses with four or more bedrooms. Some of the younger professionals may be buying or renting flats. The less affluent will be privately renting.

These people have a cosmopolitan outlook and enjoy their urban lifestyle. They like to eat out in restaurants, go to the theatre and cinema and make the most of the culture and nightlife of the big city.

3. **Comfortably Off**

This category contains much of 'middle-of-the-road' Britain. Most people are comfortable off. They may not be wealthy, but they have few major financial worries.



All life stages are represented in this category. Younger singles and couples, just starting out on their careers, are the dominant group in some areas. Other areas have mostly stable families and empty nesters, especially in suburban or semi-rural locations. Comfortable off pensioners, living in retirement areas around the coast or in the countryside, form the other main group in this category.

Most people own their own home, with owner occupation exceeding 80%. Most houses are semidetached or detached. Employment is in a mix of professional and managerial, clerical and skilled occupations. Educational qualifications tend to be in line with the national average

This category incorporates the home-owning, stable and fairly comfortable backbone of modern Britain.

4. Moderate Means

This category contains much of what used to be the country's industrial heartlands. Many people are still employed in traditional, blue-collar occupations. Others have become employed in service and retail jobs as the employment landscape has changed.

In the better off areas, incomes are in line with the national average and people have reasonable standards of living. However, in other areas, where levels of qualifications are low, incomes can fall below the national average. There are also some isolated pockets of unemployment and long-term illness.

Most housing is terraced, with two or three bedrooms, and largely owner occupied. It includes many former council houses, bought by their tenants in the 1980s.

Overall, the people in this category have modest lifestyles, but are able to get by.

5. Hard Pressed

This category contains the poorest areas of the UK. Unemployment is well above the national average. Levels of qualifications are low and those in work are likely to be employed in unskilled occupations. Household incomes are low and there are high levels of long-term illness in some areas.

Housing is a mix of low-rise estates, with terraced or semi-detached houses, and purpose built flats, including high-rise blocks. Properties tend to be small and there is much overcrowding. Over 50% of the housing is rented from a local council or a housing association.

There are a large number of single adult households, including many single pensioners and lone parents. In some neighbourhoods, there are high numbers of black and Asian residents.

These people are experiencing the most difficult social and economic conditions in the whole country, and appear to have limited opportunity to improve their circumstances.

