

# Staffordshire People's Panel

## Autumn 2008 Survey Report



## Document Information

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# Executive Summary

## 1. Introduction

Staffordshire People's Panel (here after referred to as 'the Panel') is a database of approximately 1,500 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 help inform policy and improve service delivery. This report presents the findings of the Autumn 2008 survey.

## 2. Methodology

In September 2008 all members of the Panel received a self-completion survey containing a wide range of topics. A total of 506 completed questionnaires were received by the final cut-off date, this represents a response rate of 35%. The data has been weighted to ensure it is representative of Staffordshire's population in terms of age, gender and district area.

## 3. Communicating with Residents

The method that most Panel members found helpful in finding out information about Staffordshire County Council was the magazine 'Your Staffordshire' (69%). Around half of respondents (49%) were aware of the website but had never used it. Younger respondents were more likely to have found the website helpful than older respondents.

Over half of respondents were not aware of the mobile unit or the county councillors Question Time (55% and 54% respectively).

## 4. Community Hubs

The Panel felt that it was important for schools in Staffordshire to offer all three types of services: after-school activities for children, health advice from NHS professionals and after-school activities for adults. There was particularly strong support for after-school activities for children which nearly all respondents (95%) felt it was important for schools to offer.

## 5. Council Budget and Priorities

The Panel felt that the top three priorities for Staffordshire should be: reducing the level and fear of crime (51%), making sure the most vulnerable people in Staffordshire have the support they need (47%) and supporting older people to maintain independence and their quality of life (35%). Opinions on the top priorities did vary dependent on the age of the respondent. There has been little change in the top three priorities since 2007.

The three priorities identified by the Panel as areas that should receive **more** funding are the same three overall priorities identified. The Panel identified the following three priorities as areas that should potentially receive **less** funding: taking a leadership role in tackling climate change in Staffordshire (74%), looking after and improving Staffordshire's environment (39%) and reducing the amount of rubbish Staffordshire sends to landfill (35%).

## **6. Customer Service**

Almost all respondents (98%) felt that a phone call to the county council should be answered within seven rings, with over half of respondents (54%) feeling it should be answered within five rings.

Most respondents (81%) would expect to see a receptionist within a five minute wait and around three quarters of respondents (76%) thought it was acceptable to see an officer within ten or within fifteen minutes.

Three quarters of respondents (75%) would expect to receive a fully answered response to their letter or email to the county council within ten working days. Around half of respondents (51%) would expect to receive an acknowledgement that their letter or email had been received in all situations.

Around 41% of respondents felt that their complaint to the county council was dealt with in a professional manner, however less than a third of respondents (30%) said they were made aware of the process of dealing with their complaint.

## **7. Staffordshire and the 2012 London Olympics and Paralympics**

There is some scepticism about the benefits to Staffordshire of the 2012 London Games. Just under a quarter of respondents (23%) agreed that Staffordshire would benefit. It is not known how this compares to other parts of the country (outside of London). The potential benefit with the highest percentage of respondents who thought it was essential/important was for Staffordshire athletes to compete in the games (85%), followed by residents having free access to swimming at their local authority pools (84%).

Around a fifth of respondents (21%) thought that the 2012 London Games would inspire them to take part in more physical activity. Only 12% of respondents said nothing would inspire them to become more physically active. The main barrier to people becoming more physically active is cost.

Around one in seven respondents (14%) currently volunteer to help others in sport or cultural activity for at least one hour a week. A similar proportion (66 people) used this survey as an opportunity to request further information on volunteering to help others in sport and cultural activities in their local area.

## **8. Building Schools for the Future**

Overall there is very strong support for the Building Schools for the Future programme, in principle, with only 4% of respondents stating that they would definitely or probably not support it.

The Panel identified that the top three priorities for Staffordshire's education system should be: more respect between young people and teachers, young people being encouraged to be self-motivated, creative and independent and more support for children with learning difficulties. There was some variation according to age.

## **9. The Role of County Councillors**

More people were unaware of the role of county councillors (40%) than were aware of it (31%) and around a third of respondents reported knowing who their county councillor was. This percentage

increased dependent on the age of the respondent. Overall, respondents agreed that county councillors made decisions about county council services and represented the interests of the community. However, more respondents disagreed that county councillors fostered community spirit than agreed.

## **10. Shugborough Hall and Estate**

Over two-thirds of respondents (69%) have visited Shugborough at some time. The most popular reason for respondents to visit Shugborough was for a special event (37%). The vast majority—almost nine out of ten—respondents who had visited Shugborough were satisfied with their last visit.

The most popular reason for respondents not visiting Shugborough was because they couldn't get there (30%), followed by not being aware of Shugborough (28%).

The most popular reason that would make respondents visit Shugborough more often was having special offers discounts (52%), followed by a range of special events (44%).

## **11. Supporting Older People, Adults with Disabilities and Carers**

The top three priorities for respondents with regards to their quality of life as they get older were: having enough money to maintain a good quality of life, being able to live in your own home and feeling safe from crime.

The top three services identified by the Panel that should be available to carers were: being able to take short breaks/ respite from their caring responsibilities, advice and support with money and benefits and information about the services that Staffordshire County Council provides for carers.

## **12. Safeguarding Children and Adults**

Most respondents would take action if they were concerned about the safety/ and or well-being of a child and a vulnerable adult. A higher percentage of respondents would take action with regards to a child than a vulnerable adult. The most likely action for respondents to take in the case of both children and vulnerable adults is to contact the council/ Social Services.

The most likely reason for respondents not to take action in the case of a child is due to being fearful of the repercussions (57%). In the case of a vulnerable adult, the most likely reason is a concern about making the situation worse (52%).

The majority of respondents (52%) have not experienced a vulnerable adult being ill-treated, neglected or exploited in hospital.

## **13. Staffordshire Fire and Rescue Service**

The majority of respondents feel safe in their home from fire and know how to protect themselves from fire in their own home. The services that Staffordshire Fire and Rescue provide that respondents are most likely to be aware of were: Home Fire Risk Checks, school visits and specialist smoke/ fire alarms for the deaf and hard of hearing. Just under two-thirds of respondents (63%) felt that the Home Fire Risk Check would be useful to them and their family.

Over three quarter of respondents (78%) were satisfied with the services provided by Staffordshire

## 1. Introduction

This report presents the detailed findings of the Staffordshire People's Panel Autumn 2008 Survey. Staffordshire People's Panel (here after referred to as 'the Panel') is a database of approximately 1,500 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.

## 2. Methodology

During September 2008 all Panel members received a self-completion survey with a covering letter, pre-paid return envelope and a newsletter detailing how Panel feedback is helping to make changes and improvements. A copy of the questionnaire can be found in Appendix I. The survey contained the following wide range of topics:

- Communicating with residents
- Community Hubs
- Council budget and priorities
- Customer services
- Staffordshire and the 2012 London Olympics and Paralympics
- Building Schools for the Future
- The role of county councillors
- Shugborough
- Supporting older people, adults with disabilities and carers
- Safeguarding children and adults
- Staffordshire Fire & Rescue

A prize draw was used to encourage a response from members and a reminder letter was sent to non-respondents. A total of 506 completed questionnaires were received by the final cut-off date, this represents a response rate of 35%.

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 2.1 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 2.1: Demographic Profile of Respondents**

**Gender**

	Unweighted		Weighted	
	Number	%	Number	%
Male	227	44.9	213	45.2
Female	279	55.1	259	54.8
Total	506	100	473	100

**Age**

	Unweighted		Weighted	
	Number	%	Number	%
18-34	59	11.7	100	21.1
35-44	86	17	93	19.7
45-54	94	18.6	82	17.4
55-65	134	26.5	88	18.6
65+	133	26.3	109	23.2
Total	506	100	473	100

**Ethnicity**

	Unweighted		Weighted	
	Number	%	Number	%
White British	499	98.8	467	99.2
Other	6	1.2	4	0.8
Total	505	100	471	100

**District**

	Unweighted		Weighted	
	Number	%	Number	%
Cannock Chase	62	12.3	49	10.4
East Staffordshire	51	10.1	63	13.3
Lichfield	82	16.2	60	12.6
Newcastle-under-Lyme	61	12.1	66	14.0
South Staffordshire	67	13.2	62	13.0
Stafford	65	12.8	75	15.9
Staffordshire Moorlands	69	13.6	59	12.6
Tamworth	49	9.7	38	8.1
Total	506	100	473	100

### 3. Communicating with Residents

#### 3.1 Views on different medias

The Panel were asked their views on the different ways that the county council communicates with its residents. Table 3.1 (below) illustrates the full results for this question.

The method that most Panel members found helpful in finding out information about Staffordshire County Council was the magazine 'Your Staffordshire' (69%). This was particularly the case for residents from South Staffordshire (87%).

**Table 3.1: Q1 How helpful have you found the following in finding out information about Staffordshire County Council (percentage)?**

	Very helpful	Fairly helpful	Total helpful	Not very helpful	Not at all helpful	Total not helpful	Aware of but have never used	Not aware of	Total respondents
Staffordshire County Council magazine - 'Your Staffordshire'	16	54	<b>69</b>	9	3	<b>12</b>	12	6	463
Staffordshire County Council website	8	25	<b>33</b>	3	0	<b>3</b>	49	15	458
Staffordshire County Council mobile unit	3	4	<b>7</b>	2	0	<b>2</b>	35	55	453
County councillors Question Time	2	5	<b>7</b>	1	1	<b>2</b>	37	54	449

Around half of all respondents (49%) were aware of the county council's website but had never used it. As might be expected, younger respondents were more likely to find the website useful. Just under half (48%) of respondents aged 35-44 found the website helpful compared to around a quarter (27%) of respondents aged 65 or over. A similar proportion of those 65 or over (26%) were not aware of the website. Respondents from East Staffordshire were most likely to have found the website helpful; 49%, compared to only 22% of those from Tamworth.

Over half of respondents (55%) were not aware of the Staffordshire County Council mobile unit, with a similar number unaware of county councillors Question Time (54%). Over a third of respondents were aware of but had never used county councillors Question Time or the mobile unit (37% and 35% respectively).

Over two thirds (68%) of respondents aged 18-34 were not aware of the Question Time event and less than a quarter (25%) of this age group were aware of the event but had never used it. Just under a half (47%) of respondents aged 55-64 were aware of the Question Time event but had never used it.

Just over two-thirds of respondents (67%) from East Staffordshire were not aware of the mobile unit, whereas 43% of respondents from Newcastle-under-Lyme were not aware of it.

#### 3.2 Recommendations for service delivery

- Increase awareness of the county council's mobile unit and Question Time event.
- Continue to use 'Your Staffordshire' as a primary method for communicating with residents.
- Continue to develop the county council website to further increase it's usefulness as a source of information.

## 4. Community Hubs

### 4.1 Services provide by local schools

Staffordshire schools are joining up with other local services such as community centres, health centres and adult learning providers to deliver a range of services to Staffordshire residents. The Panel were asked their opinions on these services and the overall results are shown in Table 4.1 (below)

**Table 4.1: Q3 How important do you think it is for local schools in Staffordshire to offer the following services (%)?**

	Essential	Very important	Quite important	Total important	Not very important	Not at all important	Total not important	Don't know	Total respondents
After-school activities for children	34	41	19	<b>95</b>	2	1	<b>3</b>	2	424
Health advice from NHS professionals	32	35	21	<b>88</b>	6	2	<b>8</b>	5	417
After-school activities for adults	10	17	44	<b>71</b>	17	5	<b>22</b>	7	414

Overall respondents felt it was important that schools offered all the services listed. The service that respondents felt was the most important for schools to offer was after-school activities for *children*, which almost all respondents thought was important (95%) and some 42% of respondents, who identified they had children, thought was essential. Just over a fifth of respondents (22%) felt that it wasn't important for schools to offer after-school activities for *adults*.

Respondents from Newcastle-under-Lyme were more likely to feel that after-school activities for adults were important than any other district, this was also the case with regards to health advice from NHS professionals (84% and 95% respectively).

Respondents were asked whether they were aware of the child care provision that is available in their local area. Of those respondents that indicated that they had children, a little over half (53%) were aware of child care provision. Female respondents were more likely to be aware of local child care provision than male respondents (60% and 43% respectively).

### 4.2 Recommendations for service delivery

- Schools in Staffordshire should offer after-school activities for children and adults, plus health advice from NHS professionals.

## 5. Council Budget and Priorities

### 5.1 Council priorities

The Panel were asked questions regarding what should be the priority areas for Staffordshire County Council to ensure that the council reflects the views of its residents.

The Panel were asked which issues should be the top three priorities for Staffordshire County Council. The top priorities highlighted by respondents were crime and supporting vulnerable and older people, as shown in table 5.1, below.

**Table 5.1: Q4 Overall, which of the following should be the top three priorities for Staffordshire County Council?**

%	Priorities
51	Reducing the level and fear of crime
47	Making sure the most vulnerable people in Staffordshire have the support they need
35	Supporting older people to maintain independence and their quality of life
34	Improving educational attainment in children and increasing lifelong learning
30	Repairing and maintaining roads and pavements
29	Improving the range and quality of activities for young people
24	Improving the health and well-being of residents in Staffordshire
19	Increasing the number and quality of jobs in Staffordshire
12	Looking after and improving Staffordshire's environment
10	Reducing the amount of rubbish Staffordshire sends to landfill
3	Taking a leadership role in tackling climate change in Staffordshire
1	Other
430	Total number of respondents

A similar question was asked in the Panel survey conducted in October 2007. In 2007 the top three priorities were: making Staffordshire a safer county, improving services for young people and improving services for older people. Therefore there has been little change between the 2007 and 2008 results. However, improving the range and quality of activities for young people has dropped in relative importance for respondents (from third in 2007 to sixth in 2008).

Opinions on the top priorities varies dependent on the age of the respondent. Table 5.2 (next page) illustrates the differences between respondents in the youngest (18-34) and oldest (65+) age groups. These differences are largely what might be expected due to respondents being at different stages of their lives, therefore having different individual priorities. The top priority for respondents aged 65+ was supporting older people (60%), however this was only ranked seventh by respondents aged 18-34 with only 14% of the age group indicating it was one of the top three priorities. Improving educational attainment and lifelong learning was the second top priority for respondents aged 18-34 with half the respondents (50%) indicating that it was a priority. However the 65+ cohort of respondents only ranked this as the fifth top priority with a quarter (25%) of respondents indicating that it was a priority.

**Table 5.2: Q4 Top priorities for Staffordshire County Council—by age**

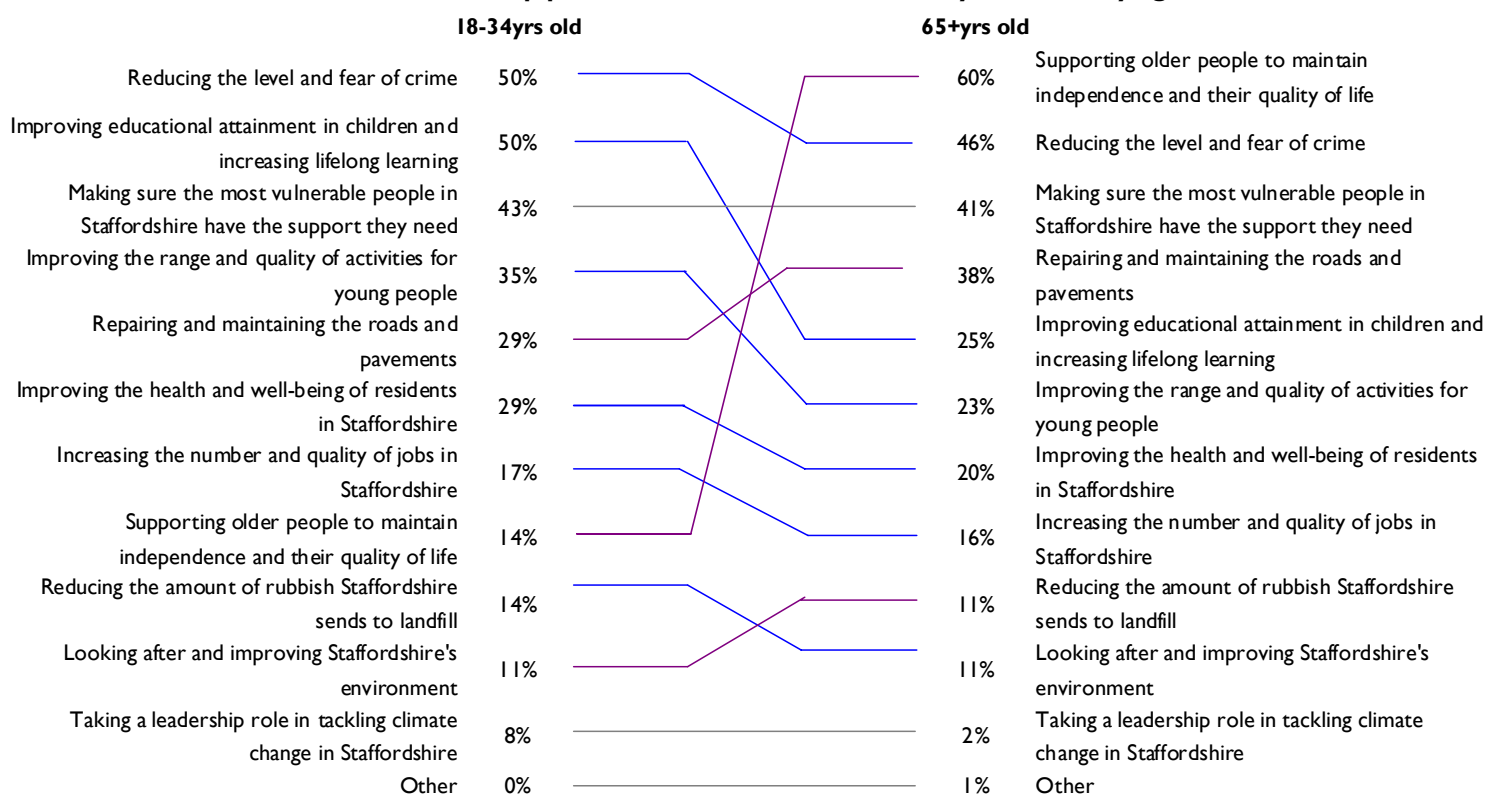


Table 5.3 illustrates the top three priorities by district. The top three priorities for Staffordshire County Council are broadly the same across the districts. However, repairing and maintaining the roads and pavements is in the top three priorities for both Newcastle-under-Lyme and South Staffordshire, at the county level this issue is ranked fifth.

**Table 5.3: Q4 Top three priorities for Staffordshire County Council—by district**

	First	Second	Third
<b>Staffordshire County</b>	<b>Crime (51%)</b>	<b>Vulnerable People (47%)</b>	<b>Older People (35%)</b>
Cannock Chase	Crime (70%)	Educational Attainment (41%)	Vulnerable People (35%)
East Staffordshire	Crime (52%)	Older People (45%)	Vulnerable People (41%)
Lichfield	Vulnerable People (43%)	Crime (39%)	Older People (34%)
Newcastle-under-Lyme	Vulnerable People (56%)	Roads and Pavements (41%)	Crime (39%)
South Staffordshire	Vulnerable People (48%)	Crime (47%)	Roads and pavements (36%)
Stafford	Vulnerable People (60%)	Older People (49%)	Crime (49%)
Staffordshire Moorlands	Crime (55%)	Vulnerable People (42%)	Older People (33%)
Tamworth	Crime (68%)	Vulnerable People (44%)	Educational Attainment (38%)

Even though reducing the level and fear of crime is in the top three priorities for all districts, there are variations in the percentage of respondents who feel it is a priority. In Cannock Chase some 70% of respondents felt that crime was a top priority for Staffordshire County Council, in Newcastle-under-Lyme this figure was only 39%. Similarly there is a large district variation in the percentage of respondents who feel that making sure the most vulnerable people in Staffordshire have the support they need. Some 60% of respondents from Stafford indicated that this was a priority compared to 35% of respondents from Cannock Chase.

## 5.2 Council spending

In an ideal world Staffordshire County Council would increase the level of funding available for all priorities. However, the county council has to work with a limited and tight budget. This leads to difficult choices having to be made. If additional investment is made in one area then it has to be balanced by reducing funding in another area.

The Panel were asked to identify which three priorities should receive **more** funding and, to balance the budget, which three priorities should receive **less** funding. The three priorities identified by respondents as areas that should have **more** funding are the same three priorities identified in question 3 and described in the previous section, namely; reducing crime, supporting vulnerable people and supporting older people. Table 5.4 shows a breakdown of all results.

**Table 5.4: Q5 Please identify which three priorities should receive more funding**

%	Priorities
46	Reducing the level and fear of crime
44	Making sure the most vulnerable people in Staffordshire have the support they need
38	Supporting older people to maintain independence and their quality of life
34	Improving educational attainment in children and increasing lifelong learning
33	Improving the range and quality of activities for young people
30	Repairing and maintaining roads and pavements
23	Improving the health and well-being of residents in Staffordshire
21	Increasing the number and quality of jobs in Staffordshire
13	Looking after and improving Staffordshire's environment
10	Reducing the amount of rubbish Staffordshire sends to landfill
4	Taking a leadership role in tackling climate change in Staffordshire
385	Total number of respondents

The three areas that respondents felt should receive **less** funding were around climate change, improving the environment and reducing rubbish sent to landfill. Table 5.5 shows a breakdown of all results.

**Table 5.5: Q5 Please identify which three priorities should receive less funding**

%	Priorities
74	Taking a leadership role in tackling climate change in Staffordshire
39	Looking after and improving Staffordshire's environment
35	Reducing the amount of rubbish Staffordshire sends to landfill
25	Increasing the number and quality of jobs in Staffordshire
22	Improving the range and quality of activities for young people
18	Repairing and maintaining roads and pavements
14	Improving educational attainment in children and increasing lifelong learning
10	Making sure the most vulnerable people in Staffordshire have the support they need
10	Improving the health and well-being of residents in Staffordshire
8	Reducing the level and fear of crime
7	Supporting older people to maintain independence and their quality of life
336	Total number of respondents

As with the earlier priorities question, opinions on what should receive more and less funding does vary across the age groups. Figure 5.1 (below) illustrates the differences between respondents aged 18-34 and respondents aged 65+ with regards to which issues should receive **more** funding.

Respondents aged 18-34 felt that the top priority for **more** funding was to improve educational attainment and lifelong learning (47%), however this priority was only ranked seventh by respondents aged 65+ (25%). The top priority for **more** funding for respondents aged 65+ was making sure the most vulnerable people have the support they need (54%), this was ranked fourth by respondents aged 18-34.

**Figure 5.1: Q5 Top three priorities to receive more funding—by age**



The top three priorities for Staffordshire County Council to receive **more** funding are broadly the same across the districts. However, educational attainment features in the top three priorities for **more** funding for Cannock Chase and East Staffordshire. Activities for young people features in the top three funding priorities for South Staffordshire and Tamworth, whereas jobs features for Staffordshire Moorlands and roads and pavements features for Newcastle-under-Lyme.

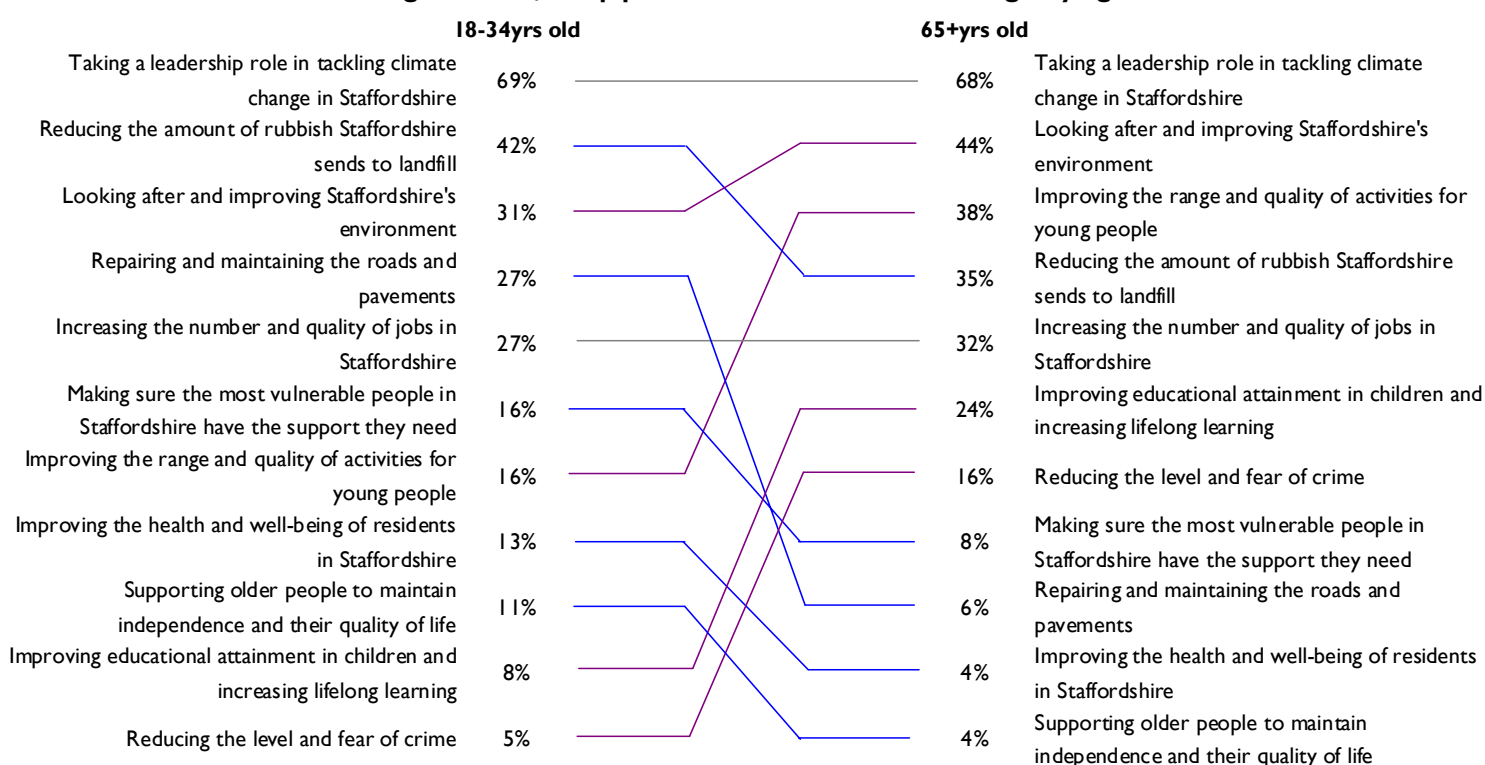
**Table 5.6: Top priorities to receive more funding—by district**

	First	Second	Third
<b>Staffordshire County</b>	<b>Crime (46%)</b>	<b>Vulnerable People (44%)</b>	<b>Older People (38%)</b>
Cannock Chase	Crime (67%)	Educational Attainment (45%)	Vulnerable People (35%)
East Staffordshire	Educational Attainment (45%)	Older People (41%)	Crime (40%)
Lichfield	Older People (45%)	Crime (36%)	Vulnerable People (36%)
Newcastle-under-Lyme	Vulnerable People (52%)	Roads and Pavements (44%)	Crime (37%)
South Staffordshire	Vulnerable People (47%)	Crime (46%)	Activities for Young People (41%)
Stafford	Crime (52%)	Vulnerable People (50%)	Older People (34%)
Staffordshire Moorlands	Vulnerable People (43%)	Jobs (42%)	Crime (41%)
Tamworth	Crime (56%)	Activities for Young People (44%)	Vulnerable People (43%)

With regards to the top three areas to receive **less** funding there was more agreement between the different age groups as illustrated in figure 5.2 (below). Respondents aged 18-34 and those aged 65+ both agreed that taking a leadership role in tackling climate change was the top area to receive **less** funding. However differences did occur towards the middle of the ranking order.

Over a quarter of respondents (27%) aged 18-34 felt that repairing and maintaining the roads and pavements should receive **less** funding, however only 6% of respondents aged 65+ agreed. Over a third (38%) of respondents aged 65+ felt that improving the range and quality of activities for young people should receive **less** funding compared to only 16% of respondents aged 18-34.

**Figure 5.2: Q5 Top priorities to receive less funding—by age**



The top three priorities for **less** funding across the districts is very similar to the overall county results. All districts rank climate change as top to receive **less** funding. East Staffordshire has roads and pavements in its top three and both Lichfield and Tamworth have jobs featured.

**Table 5.7: Top priorities to receive less funding—by district**

	First	Second	Third
<b>Staffordshire County</b>	<b>Climate Change (74%)</b>	<b>Environment (39%)</b>	<b>Rubbish (35%)</b>
Cannock Chase	Climate Change (83%)	Environment (42%)	Rubbish (40%)
East Staffordshire	Climate Change (68%)	Environment (41%)	Roads and Pavements (26%)
Lichfield	Climate Change (75%)	Jobs (40%)	Rubbish (40%)
Newcastle-under-Lyme	Climate Change (70%)	Environment (44%)	Rubbish (25%)
South Staffordshire	Climate Change (76%)	Rubbish (45%)	Environment (41%)
Stafford	Climate Change (66%)	Environment (43%)	Rubbish (42%)
Staffordshire Moorlands	Climate Change (77%)	Environment (49%)	Rubbish (40%)
Tamworth	Climate Change (79%)	Jobs (33%)	Environment (31%)

### 5.3 Recommendations for service delivery

- The top three priorities for Staffordshire County Council should be reducing the level and fear of crime, making sure the most vulnerable people in Staffordshire have the support they need and supporting older people to maintain independence and their quality of life. These are the three areas which respondents would like to see receive more funding.
- If Staffordshire County Council needs to reduce funding in certain areas these areas should be taking a leadership role in tackling climate change in Staffordshire, looking after and improving Staffordshire's environment and reducing the amount of rubbish Staffordshire sends to landfill.

## 6. Customer Service

### 6.1 Phone calls

Just over half of respondents (54%) thought that a phone call to the county council should be answered within five rings and almost everybody (98%) thought it should be answered within seven rings.

### 6.2 Visits

Most respondents (81%) would expect to see a receptionist within a five minute wait and very few (6%) thought it acceptable to wait longer than ten minutes to see a receptionist. As would be expected, respondents were prepared to wait longer to see an officer who could fully address their request. Only 7% of respondents would expect to see an officer within five minutes. Around three-quarters (76%) of respondents thought it acceptable to see an officer within ten or within fifteen minutes.

### 6.3 Letters and emails

If writing a letter or email to the county council three quarters (75%) of respondents would expect to receive a fully answered response within ten working days. Around half the respondents (51%) would expect to receive an acknowledgement that their letter/email had been received, whilst slightly fewer (47%) only expect to receive an acknowledgement if a full response would not be received in a reasonable timescale.

### 6.4 Complaints

More respondents found that their complaint was dealt with in a professional manner (41%) than did not (16%). Over a third of people found the complaints process easy to use (38%), though fewer said that they were made aware of how the process would work (30%) so this is the area where the biggest improvement could be made.

### 6.5 Recommendations for service delivery

- Phone calls to the county council should be answered at least within seven rings and preferably within five.
- Visitors to the county council should be seen by a receptionist within five minutes and by an appropriate officer within ten to fifteen minutes.
- Letters or emails to the county council should be fully answered within ten working days.
- Acknowledgements should be sent out if a full response is not possible within a reasonable timescale and preferably for all correspondence.
- More should be done to ensure that complainants are fully aware of how the complaints process works.

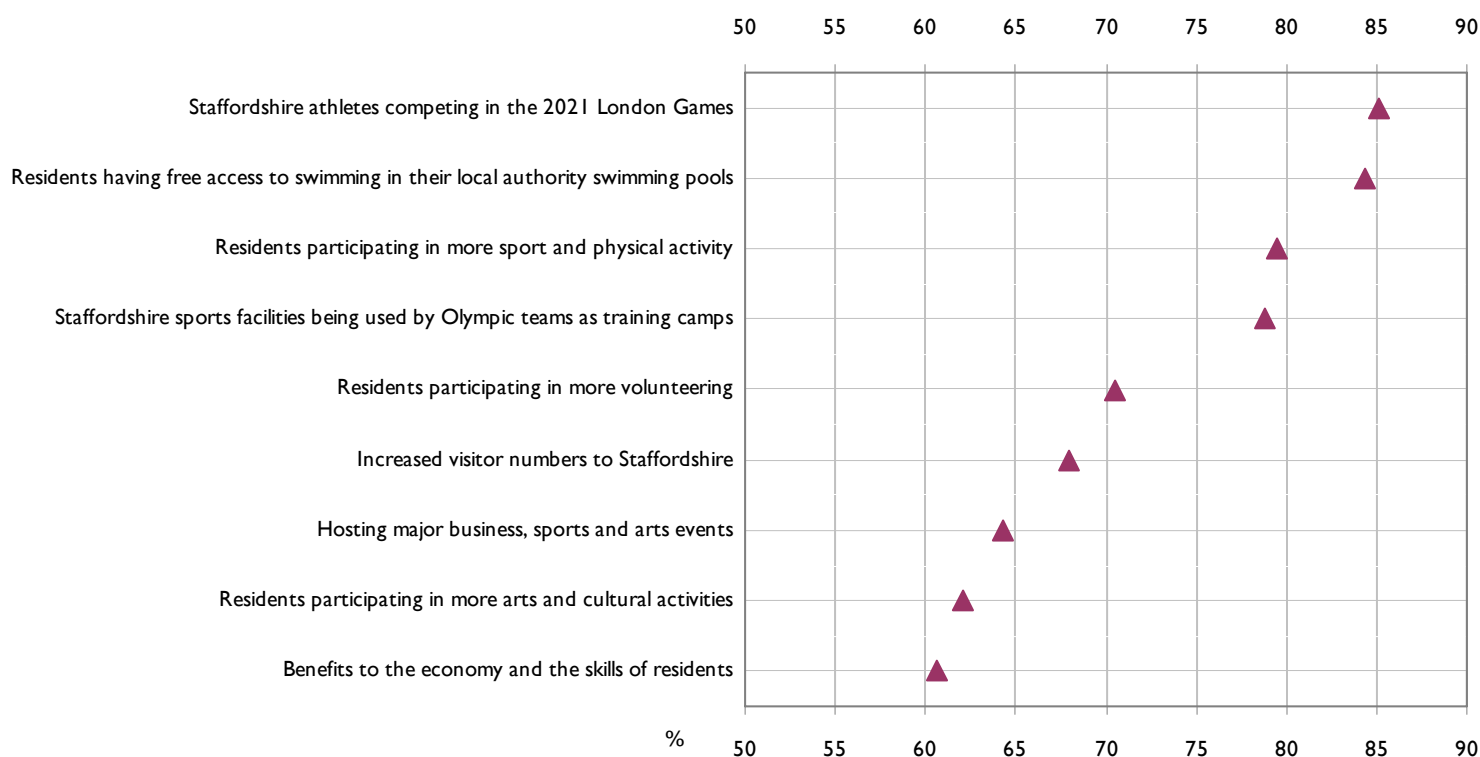
## 7. Staffordshire and the 2012 London Olympics and Paralympics

### 7.1 Benefits of the 2012 London Games

There seems to be some scepticism about the benefits to Staffordshire of the 2012 London Games. Few people (5%) ‘strongly agree’ that Staffordshire will benefit from the 2012 London Games whilst in contrast a larger proportion (13%) ‘strongly disagreed’. Overall, less than a quarter of respondents (23%) agreed that Staffordshire will benefit. A sizeable proportion of respondents—around a fifth—neither agreed nor disagreed (19%) and a similar proportion stated they did not know (22%).

The dot-plot in figure 7.1 shows the percentage of respondents who thought various potential benefits of the 2012 London Games were essential or important to Staffordshire. The potential benefit with the highest percentage of respondents who thought that it was essential/important was for Staffordshire athletes competing in the 2012 London Games (85% of respondents). This was followed by residents having free access to swimming (84%) and residents participating in more sport and physical activity (80%). Relatively fewer people thought the potential benefits to the economy and the skills of residents was essential/important (61%).

**Figure 7.1: Q13 Percentage of respondents who thought potential benefits were essential or important**



Free access to swimming was particularly important to the young—18 to 34—age group where 92% of respondents thought this was essential/important, 44% of which thought it was ‘essential’. This was the highest percentage who thought any benefit was essential.

## 7.2 Inspiring people to take part in more physical activity

Around a fifth of respondents (21%) thought that the 2012 London Games would inspire them to take part in more physical activity. This figure rises to 38% when analysing respondents who earlier stated that they agreed that Staffordshire will gain some benefits from the 2012 London Games.

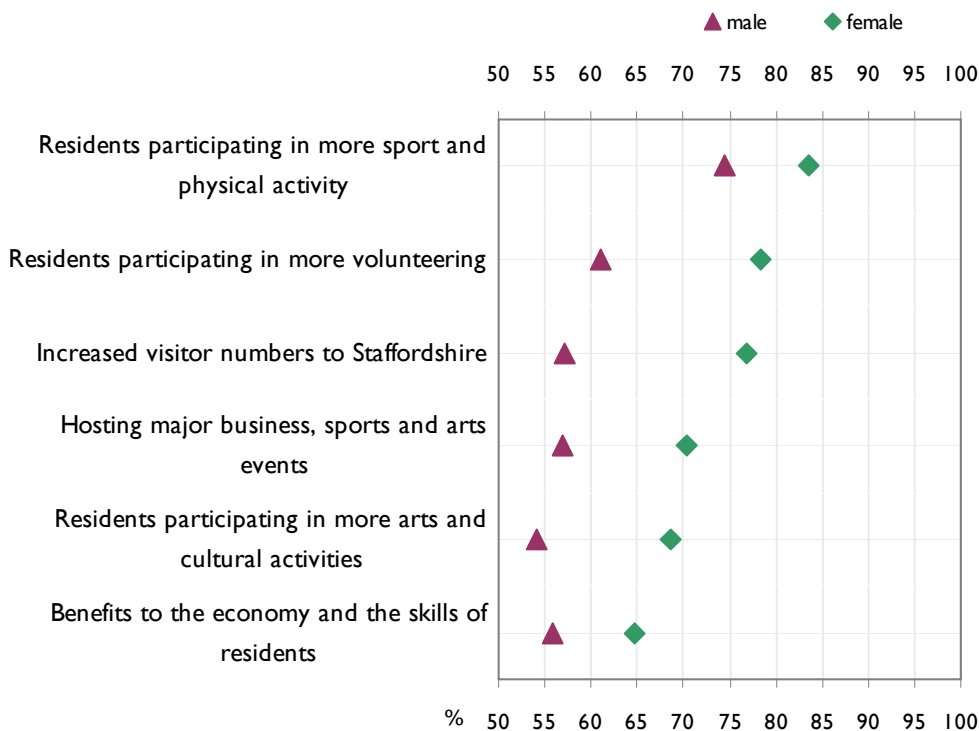
Only 12% of respondents said that nothing would inspire them to become more physically active. Cost appears to be the main barrier to respondents becoming more physically active as respondents cited 'more discounted/reduced rates' as the thing which would most help them to become more physically active. This was a bigger issue than having 'more information about activities and facilities', the number/range of facilities and accessibility by public transport. The policy implications of this suggest that there would be greater benefit in reducing the cost of existing facilities rather than developing new facilities or investing in public transport for facilities.

This is reinforced by responses to the subsequent question in the survey which showed that overall respondents agreed that there was good access to sport facilities/clubs (47%) and that they knew where to get information (47%). A much smaller percentage disagreed with this (25% and 26% respectively).

Around one in seven respondents (14%) currently volunteer to help others in sport or cultural activity for at least one hour a week. Some 66 people used this survey as an opportunity to request further information about how they could volunteer in their local area.

There is a noticeable distinction between responses from men and women with regards to the potential benefits of the London Games in 2012. Overall women see the potential benefits to Staffordshire of the London 2012 Games as much more important than men do. Figure 7.2 (below) shows this and highlights that the difference is particularly pronounced for the number of visitors to Staffordshire and resident participation in more volunteering.

**Figure 7.2: Q 3 Gender differences in the potential benefits of the London 2012 Games**



### 7.3 Recommendations for service delivery

- Ensure that free access to local authority swimming pools for Staffordshire residents is a tangible benefit from the 2012 London Games.
- To inspire people to become more physically active attempts should be made to reduce the cost of participation (e.g. introduce more discounted and reduced rates). There is little evidence that developing new facilities or investing in public transport to facilities will increase participation levels in physical activity.

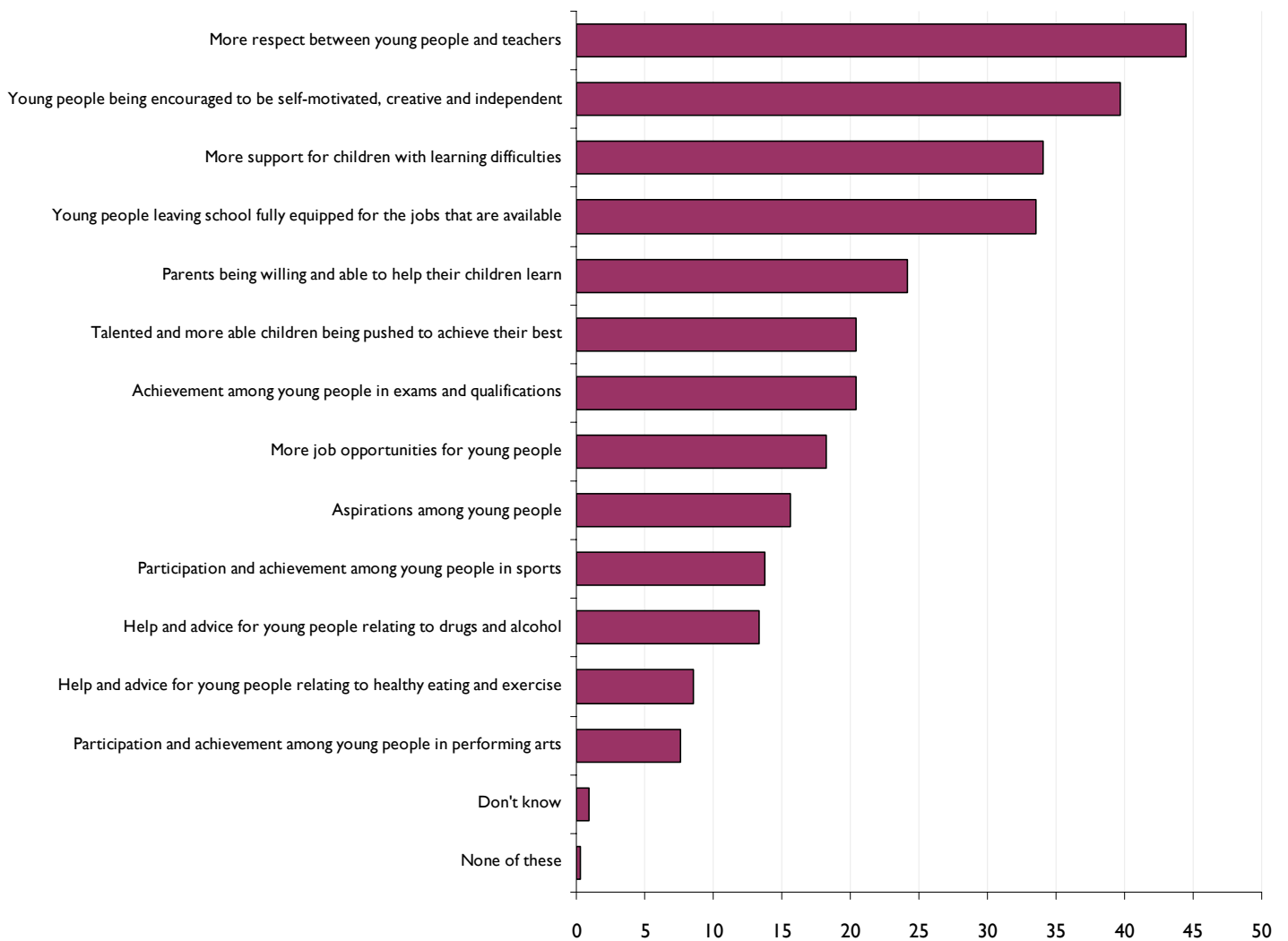
## 8. Building Schools for the Future

### 8.1 Priorities for Staffordshire's education system

Building Schools for the Future (BSF) is a once in a generation opportunity for Staffordshire to receive funds from central government to transform Staffordshire's learning, secondary education and educational facilities. In Staffordshire the programme will transform how young people are taught, their learning environments and the technology that supports them.

Figure 8.1 (below) shows which things people think should receive greatest priority in Staffordshire's education system. The most important priority overall was 'more respect between young people and teachers'. This was considered to be one of the top three priorities by just under half of all respondents (45%). However, responses varied greatly by age group. 'More respect...' was the top priority for older respondents with this option being prioritised by 49% of 55-64 year olds and 57% of those over 65 years. This figure decreased with age and was not the top priority for any of the younger age groups.

**Figure 8.1: Q19 Priorities for Staffordshire's education system (percentage)**



Respondents with school age children living in their household thought that the top priority was 'young people being encouraged to be self-motivated, creative and independent' (51%). This was followed by three issues having around a third of respondents say they were priorities, these were: 'more respect..', 'young people leaving school fully equipped...' and 'more support for children with learning difficulties'

There was also variation by district for this question with respondents from three out of eight districts making 'More respect between young people and teachers' the top priority. This was the case in South Staffordshire, Tamworth and was particularly pronounced in Newcastle-under-Lyme where almost two-thirds of respondents (64%) thought that this should be one of the top priorities (compared to the next highest priority for Newcastle-under-Lyme which received just 37% for 'Young people being encouraged to be self-motivated, creative and independent'. This ('Young people being encouraged...') was the top priority in three districts: Cannock Chase, East Staffordshire and Lichfield.

## **8.2 Support for Building Schools for the Future (BSF)**

There is a lot of support for the BSF programme in principle. Only 4% of respondents said that they would definitely or probably not support it. Around a third of respondents would probably support it (34%) and a similar, slightly lower proportion would definitely support it (30%). The remaining third were split between those who don't mind either way (14%) or who didn't know whether they would support it or not (18%). There was very little variation by age or district of residence. However there was higher support from respondents with school age children in the household (76% compared with 64% of all respondents).

## **8.3 Recommendations for service delivery**

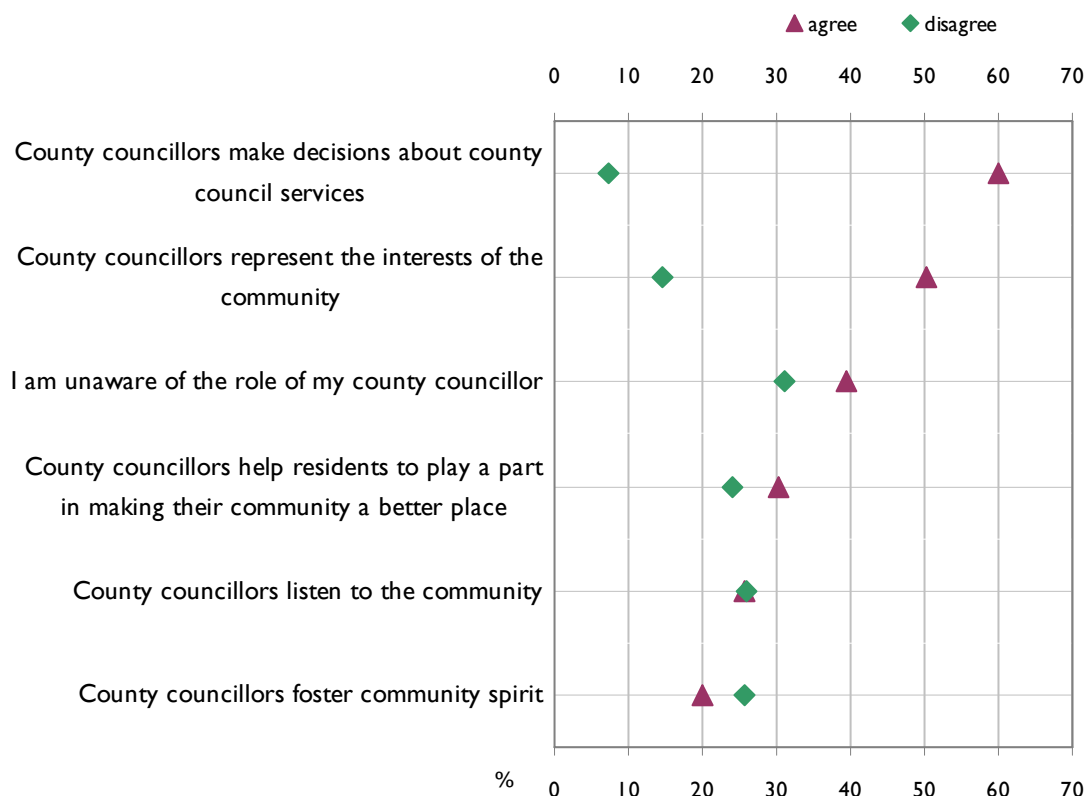
- Staffordshire's education system should prioritise increasing respect between young people and teachers, encouraging young people to be self-motivated, creative and independent and increasing the support for children with learning difficulties.
- There is strong support for the BSF programme in principle, especially amongst residents with school aged children.

## 9. The Role of County Councillors

### 9.1 The role of county councillors

The dot-plot in figure 9.1 (below) shows the percentage of respondents who agreed and those who disagreed to various statements about the role of county councillors. Where the different symbols are close together there is little difference between those who agree and disagree.

**Figure 9.1: Q21 The role of county councillors (percentage who agree and disagree)**

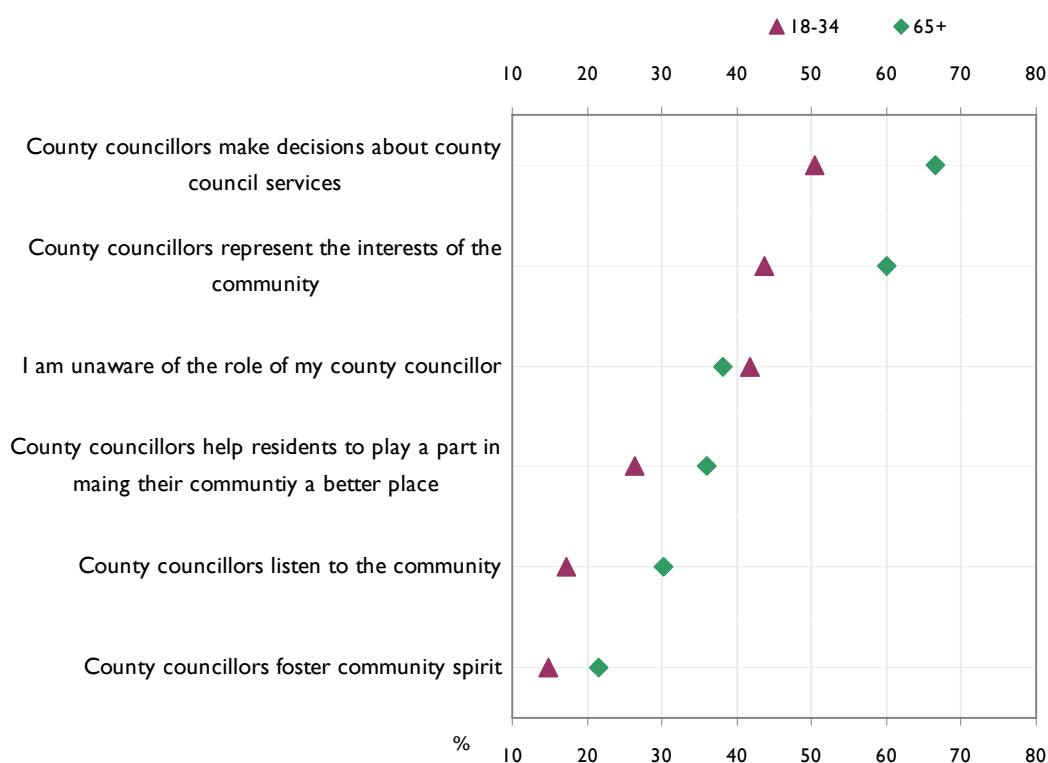


Overall respondents agreed that county councillors made decisions about county council services and represented the interests of the community. Only a small minority disagreed with either of these two statements (7% and 15% respectively). Despite this a lower percentage of respondents were aware of the role of their county councillor (31%) compared to those who were unaware (40%). There was slightly more agreement with regards to the role county councillors have in helping residents to play a part in making their community a better place to live, with 30% agreeing with this statement and 24% disagreeing. With regards to listening to the community, there was a split opinion on this overall, with an equally number—25%—agreeing and disagreeing with this statement. The final statement was the only one for which there was a greater number disagreeing (26%) that county councillors foster community spirit, compared to those agreeing (20%).

Older respondents were more likely to agree on the roles of county councillors than younger respondents. Figure 9.2 on the next page illustrates this and highlights that the difference is particularly pronounced for county councillors representing the interests of

the community and county councillors making decisions about county council services.

**Figure 9.2: Q21 The role of county councillors, agree with statement—by age**



Overall respondents from Cannock Chase were less likely to agree with the statements concerning the role of county councillors than respondents from other districts. For example, only 16% of respondents from Cannock Chase agreed that county councillors listen to the community compared to 31% of respondents from Tamworth.

## 9.2 Knowledge of local county councillor

Overall around a third (33%) of respondents reported knowing who their county councillor is. This increased with each age group from just over one-in-six 18 to 34 year olds (16%) up to just under half of all those over 55 years (c.45%). This also varied by district ranging from a low of around 23% of respondents from Lichfield, up to around 41% of respondents from Staffordshire Moorlands.

## 9.3 Recommendations for service delivery

- Continue to raise awareness of the role of county councillors, particularly with regards to fostering community spirit and particularly with younger residents of Staffordshire.

## 10. Shugborough Hall and Estate

Shugborough Hall and Estate lies on the edge of Cannock Chase near Stafford. The county council operates the estate as a heritage/cultural visitor attraction. It also hosts special events, civil weddings and an educational programme for schools.

### 10.1 Latest visit to Shugborough

Over two-thirds of respondents (69%) have visited Shugborough at some time. Respondents were most likely to have visited Shugborough more than three years ago (33%), with 18% of respondents having visited Shugborough within the last year.

Older respondents were more likely to have visited Shugborough than younger respondents. Just under two thirds of respondents (64%) aged 18-34 had visited Shugborough, compared to 74% of respondents aged 55-64.

Not surprisingly, respondents from districts close to Shugborough (e.g. Stafford and Cannock Chase), were more likely to have visited Shugborough than respondents from Newcastle-under-Lyme and Tamworth.

### 10.2 Reasons why never visited Shugborough

The most popular reason for respondents not visiting Shugborough was because they couldn't get there (30%), followed by not being aware of Shugborough (28%) and it being too expensive to visit (25%). These results are illustrated in table 10.1 below.

**Table 10.1: Q24 If you have never visited Shugborough, what are the reasons why?**

	%
Can't get there	30
Not aware of Shugborough	28
Too expensive	25
No interest in visiting	23
Don't have the time	16
Other	12
Rather visit other attractions	10
Total respondents	134

It is not possible to analyse this question by respondents demographics due to the small number of respondents who have never visited Shugborough (134). When this figure is broken down by age, gender or district this leads to very small numbers in each category.

### 10.3 Reason for latest visit to Shugborough

Respondents who had visited Shugborough were asked the reason for their latest visit, the results of which are illustrated in table 10.2 on the following page. Over a third of respondents (37%) indicated that they visited Shugborough for a special event, over a quarter of respondents (26%) said they visited Shugborough as they were interested in

history. Some 13% respondents indicated another reason for visiting Shugborough, the most popular other reason for visiting Shugborough was for a school trip (5% of all respondents).

**Table 10.2: Q25 Which of the following statements best describes the reason for your last visit to Shugborough?**

	%
A special event	37
Interested in history	26
A fun day out	24
Other	13
Total respondents	303

The older the respondent the more likely they were to have visited Shugborough because they were interested in history (41% of respondents aged 65+ compared to only 8% of respondents aged 18-34).

#### 10.4 Satisfaction with Shugborough

Overall respondents who had visited Shugborough were satisfied with their last visit. Nearly nine out of ten respondents (87%) who had visited Shugborough were satisfied, with 41% of respondents being very satisfied. Only 4% of respondents were dissatisfied with their last visit.

#### 10.5 Encouraging further visits to Shugborough

All respondents were asked what would make them consider visiting Shugborough more often or at all, the results are illustrated below in table 10.3. The most popular reason that would make people visit more often was having special offers/ discounts (52%), followed by a range of special events (44%). Some 15% of respondents replied that nothing would make them consider visiting Shugborough more often, this figure rises to 21% when looking at those respondents who have never visited Shugborough.

**Table 10.3: Q27 Which of the following would make you consider visiting Shugborough more often?**

	%
Special offers/discounts	52
Range of special events	44
Better public transport	24
More interactive attractions	15
Nothing	15
Other	6
Total respondents	430

#### 10.6 Recommendations for service delivery

- Customer satisfaction with Shugborough is very high which suggests that promoting Shugborough is more of a priority than improving the existing service.
- Consider special offers/ discounts, the range of special events and review transport links to increase visitor numbers.

# 11. Supporting Older People, Adults with Disabilities and Carers

## 11.1 Quality of life

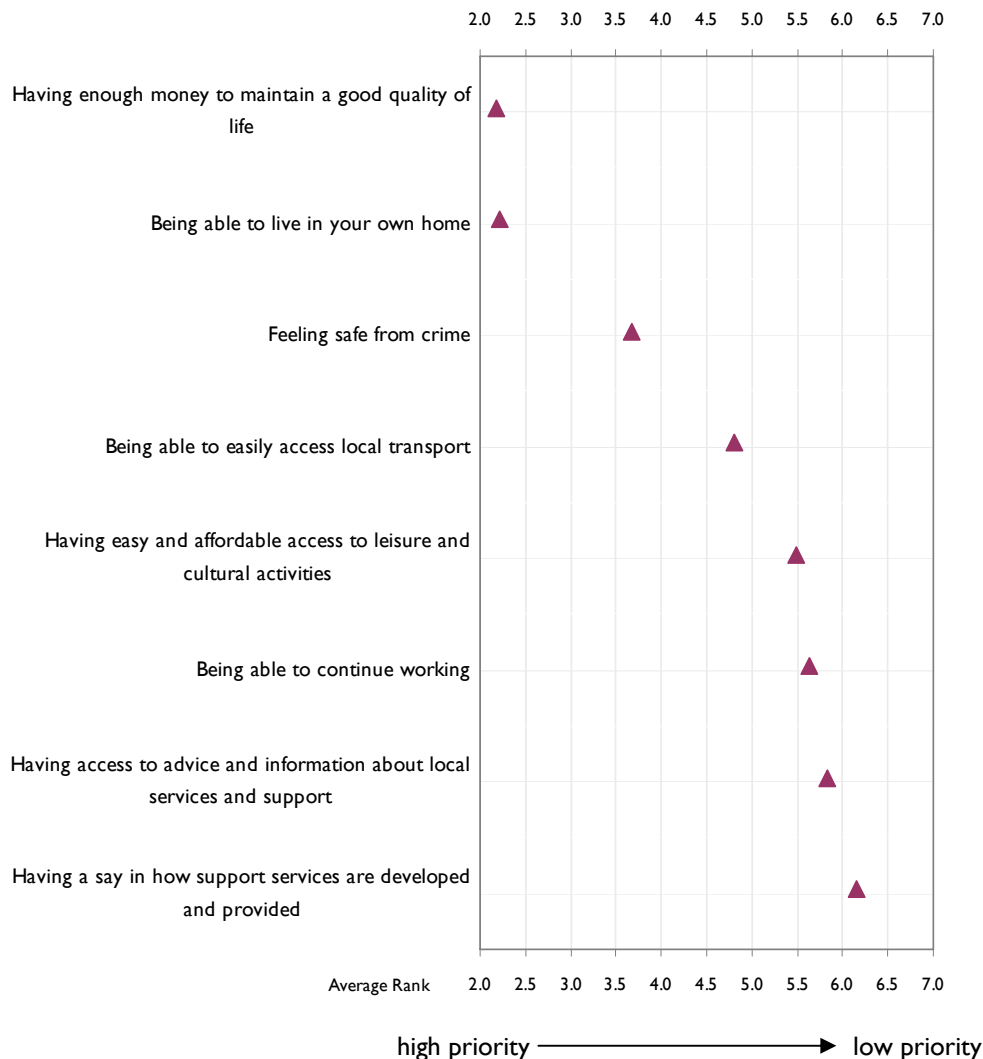
Staffordshire County Council is working with partners to improve how we support older people and adults with disabilities to maintain independence and quality of life. Many residents currently receive such support and many will receive support in the future.

Respondents were asked to rank certain issues in order of priority for their quality of life, with 1 being the highest priority and 8 being the lowest priority. Figure 11.1 illustrates the average rank for each of the identified issues. The top three priorities for respondents with regards to their quality of life were as follows:

- Having enough money to maintain a good quality of life (average rank of 2.2)
- Being able to live in your own home (average rank of 2.2)
- Feeling safe from crime (average rank of 3.7)

The least important priority was having a say in how support services are developed and provided (6.2).

**Figure 11.1: Q28 Average Rank for Quality of Life Issues**



## 11.2 Carers

In Staffordshire we depend on over 90,000 carers who provide care to family members and friends. With an ageing population it is predicted that there will be a 60% increase in the demand for support from carers in the next 35 years.

Respondents were asked which three services they felt should be available to carers.

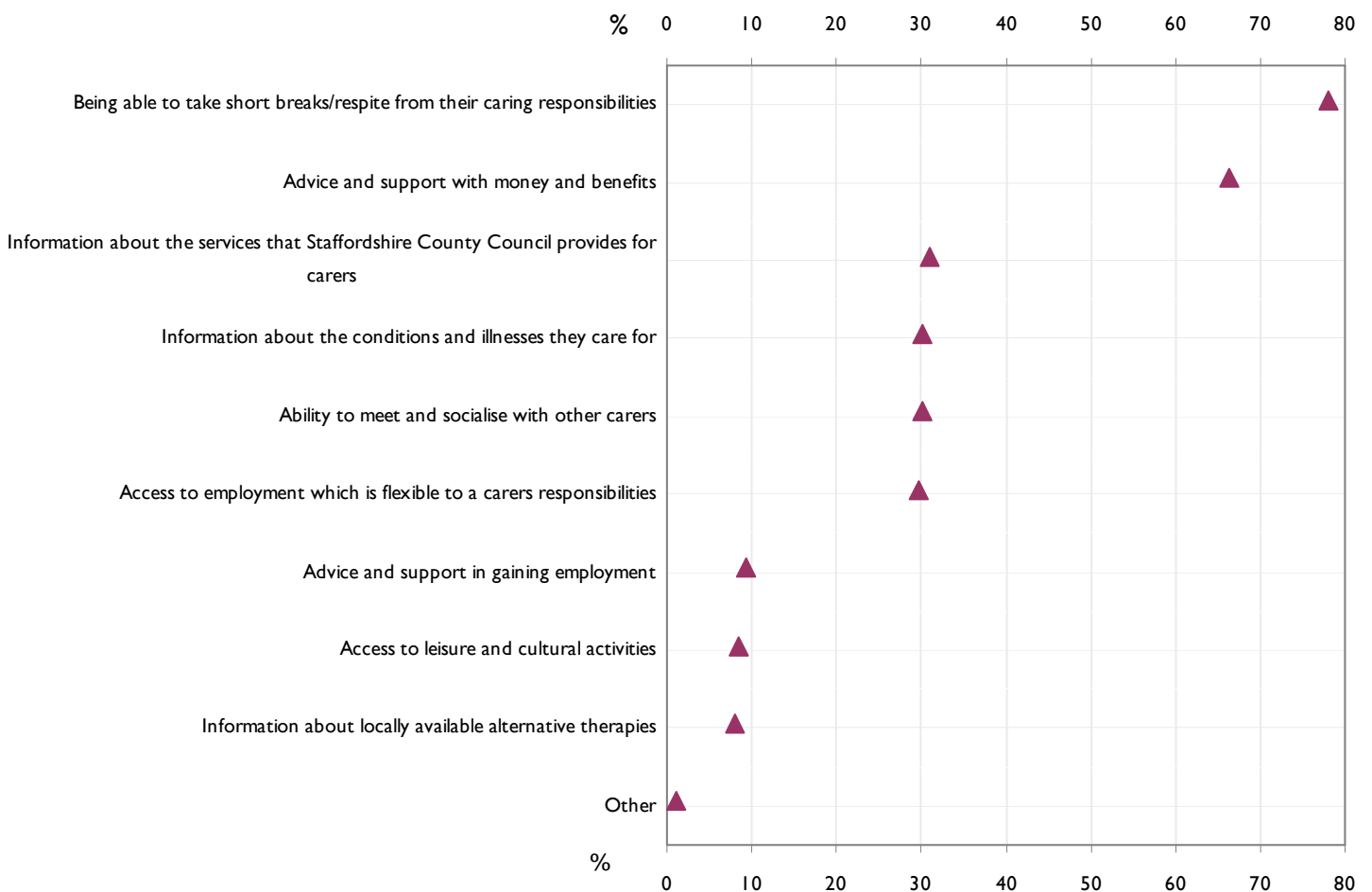
Figure 11.2 illustrates the results for this question. The top three services identified by respondents were:

- Being able to take short breaks/ respite from their caring responsibilities (78%)
- Advice and support with money and benefits (66%)
- Information about the services that Staffordshire County Council provides for carers (31%)

There were 81 respondents to this question who were actually carers. These respondents highlighted the same top three priorities as all other respondents.

The top two services had a large number of respondents identify them as priorities, however less than a third of respondents identified the third place service as a priority. Information about locally available alternative therapies (8%) and other (1%), were seen as the least important services.

**Figure 11.2: Q29 Which of the following types of services do you support being available for carers (please tick up to three boxes)?**



### 11.3 Recommendations for service delivery

- The county council should focus on supporting the top three priorities for residents quality of life as they get older:
  - having enough money to maintain their quality of life;
  - being able to live in their own home; and
  - feeling safe from crime.
- The county council should review what it can do to support carers, in particular, for the top three services that Staffordshire residents feel should be available to carers:
  - being able to take short breaks/respite from their carer responsibilities;
  - advice and support with money and benefits; and
  - information about the services that Staffordshire County Council provides for carers.

## 12. Safeguarding Children and Adults

The protection of children and vulnerable adults is a key priority for Staffordshire County Council and its partners.

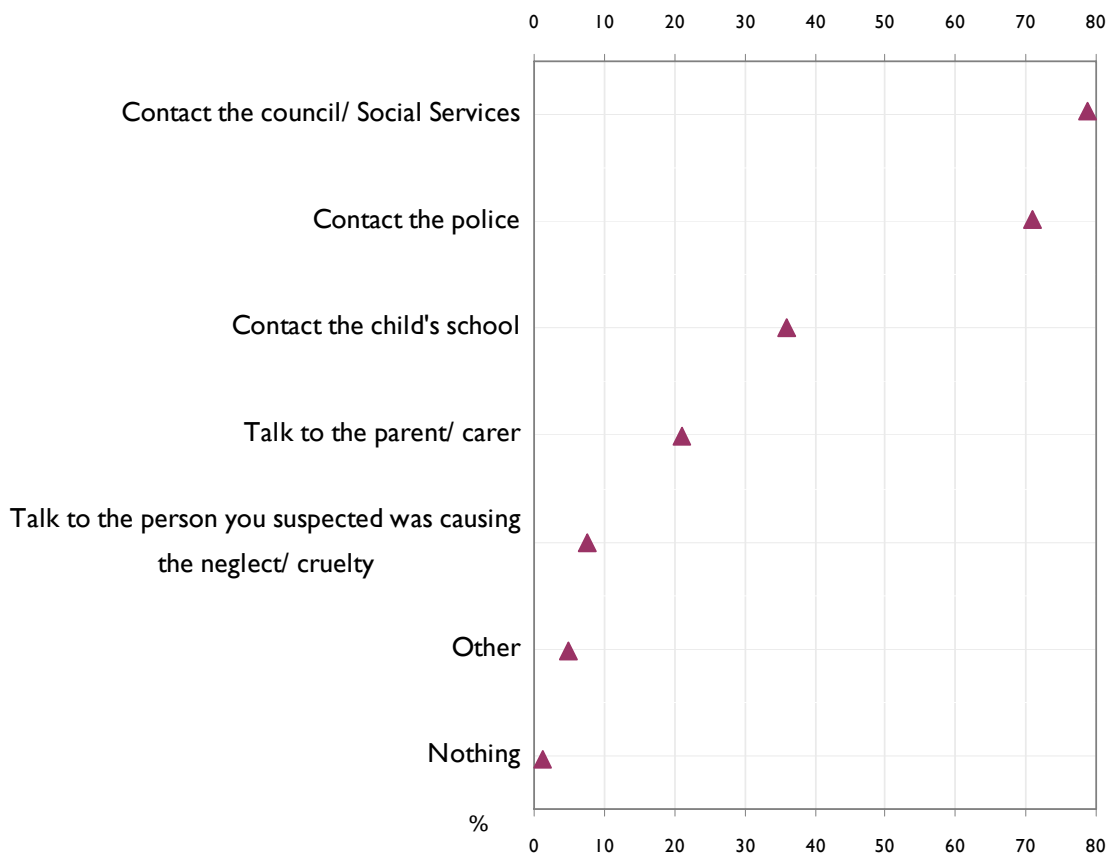
### 12.1 Safeguarding children

There has been recent media attention on the subject of child safety and neglect. The Panel were asked a series of questions to identify whether they would take action if they suspected a child was being neglected or their safety was being put at risk, and what action they would take.

Most respondents (87%) would take action if they were concerned about the safety and/or well-being of a child. Some 12% of respondents said that they didn't know or were unsure if they would take action.

Figure 12.1 illustrates what actions respondents would take. The most likely action for respondents to take was to contact the council/ Social Services (79%), followed by contacting the police (71%). Just over a third of respondents (36%) would contact the child's school and only 21% would talk to the parent or carer. The least likely action for respondents to take was to talk to the person suspected of causing the neglect/ cruelty (8%).

Figure 12.1: Q31 If you would take action what would you do?



Respondents who answered that they wouldn't take action were asked why this was the case. Table 12.1 illustrates that the most likely reasons were being fearful of the repercussions and concern about making the situation worse.

It is not possible to analyse the results of this question by respondents demographics due to the small number of respondents who would take no action (55). When this figure is broken down by age, gender or district, this leads to very small numbers in each category.

**Table 12.1: Q32 If you would take no action or you don't know/ are unsure if you would take action, it would be helpful if you could indicate the reasons why?**

	%
Fearful of repercussions	57
Concern about making the situation worse	56
Unsure of what action to take/who to contact	50
Unsure of how much proof of ill-treatment would be needed	32
Worried child may be taken away from parents/carers	28
Don't think it is my place to get involved	22
Other	3
Total respondents	55

A considerable percentage of respondents who indicated that they had children (85%) said that they were aware of how to protect their children when they are online. Only 15% of respondents who had children stated that they did not. A higher percentage of male respondents (93%) stated that they knew how to protect their children online than female respondents (81%).

## 12.2 Safeguarding vulnerable adults

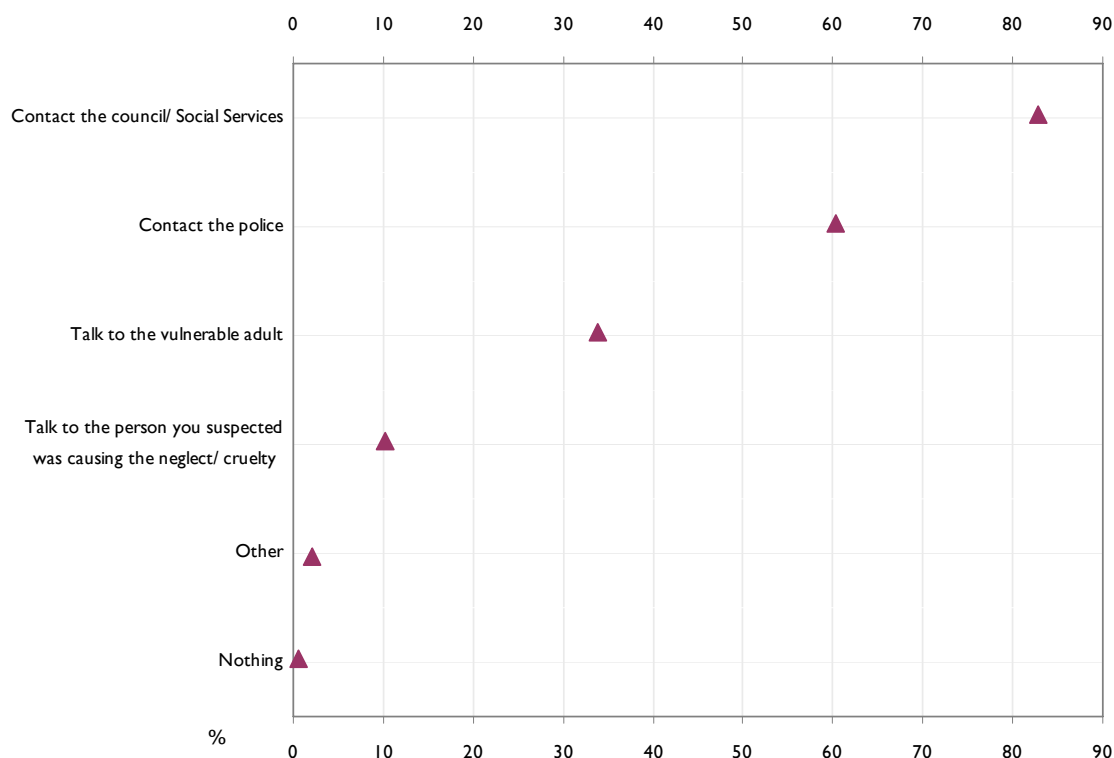
A vulnerable adult is a person aged 18 years or above who may be unable to take care of themselves, or protect themselves from harm or being exploited. This may be because they have a mental health problem, a disability or illness, a sensory impairment or are old and frail. Respondents were asked similar questions concerning safeguarding vulnerable adults as with safeguarding children.

Over three quarters of respondents (79%) stated that they would take action if they thought a vulnerable adult was being neglected, ill-treated or exploited. This is lower than the percentage of respondents who would take action to safeguard a child (87%). Some 21% of respondents stated that they didn't know/ were unsure whether they would take action to safeguard a vulnerable adult.

Figure 12.2 (on the next page) illustrates what actions respondents would take. The most likely action for respondents to take was to contact the council/ Social Services (83%), followed by contacting the police (60%). These actions were also the most likely with regards to safeguarding children. Only 10% of respondents would talk to the person they suspected was causing the neglect/ cruelty.

Just over half of respondents (51%) aged 18-34 would contact the police, this percentage was highest for those respondents aged 35-44 (70%).

**Figure 12.2: Q35 If you would take action what would you do?**



Respondents who answered that they wouldn't take action were asked why this was the case. Table 12.2 illustrates that the most likely reasons were concern about making the situation worse and unsure of what action to take/ who to contact. Over a third of respondents (40%) would take no action because they were fearful of repercussions, with regards to children this percentage was much higher (57%) and this was the most likely reason for respondents to not take action.

It is not possible to analyse the results of this question by respondents demographics due to the small number of respondents who would take no action (89). When this figure is broken down by age, gender or district, this leads to very small numbers in each category.

**Table 12.2: Q36 If you would take no action or you don't know/ are unsure if you would take action, it would be helpful if you could indicate the reasons why?**

	%
Concern about making the situation worse	52
Unsure of what action to take/who to contact	45
Fearful of repercussions	40
Unsure of how much proof of ill-treatment would be needed	38
Don't think it is my place to get involved	11
Other	1
Total	89

Only 12% of respondents indicated that they had experienced a vulnerable adult being ill-treated, neglected or exploited in hospital. Only 6% of respondents aged 18-34 had experienced this, compared to 22% of respondents aged 35-44. Respondents from Staffordshire Moorlands (22%) were more likely to have experienced this than respondents from other districts.

### 12.3 Recommendations for service delivery

- The county council should continue to support the public in taking action when they are concerned about the safety of either a child or vulnerable adult. (In both cases residents are most likely to contact the council/ Social Services or the police.)
- The county council should consider what can be done to address the reasons why people do not report their concerns over a child or vulnerable adult. The main reasons are:
  - [with regards to children] being fearful of repercussions and concern about making the situation worse; and
  - [with regards to adults] concern about making the situation worse and unsure of what action to take/ who to contact.
- Vulnerable adults being ill-treated, neglected or exploited in hospital has not been witnessed by many Staffordshire residents.

## 13. Staffordshire Fire and Rescue

Staffordshire County Council works in partnership with Staffordshire Fire and Rescue. The Fire and Rescue Service's priority is to make Staffordshire a safer place in which to live and work.

### 13.1 Fire safety

Over four fifths of respondents (86%) agreed that they felt safe in their home from the risk of fire. The same percentage (86%) agreed that they knew how to protect themselves from fire in the home.

### 13.2 Staffordshire Fire and Rescue services

Almost all respondents (97%) were aware that Staffordshire Fire and Rescue provides emergency services. Just under three quarters of respondents (73%) were aware that they provided services to stop fires happening in the home.

Younger respondents were less likely to be aware that they provide services to stop fires happening in the home than older respondents. Just under two thirds (66%) of respondents aged 18-34 were aware of these services compared to 81% of respondents aged 55-64. Respondents from Staffordshire Moorlands were least likely (63%) to be aware of these services, compared to 82% of respondents from Stafford.

Respondents were asked whether they were aware of certain specific services offered by Staffordshire Fire and Rescue. This is illustrated in Figure 13.1 (on the next page). The three services that respondents were **most** likely to be aware of were:

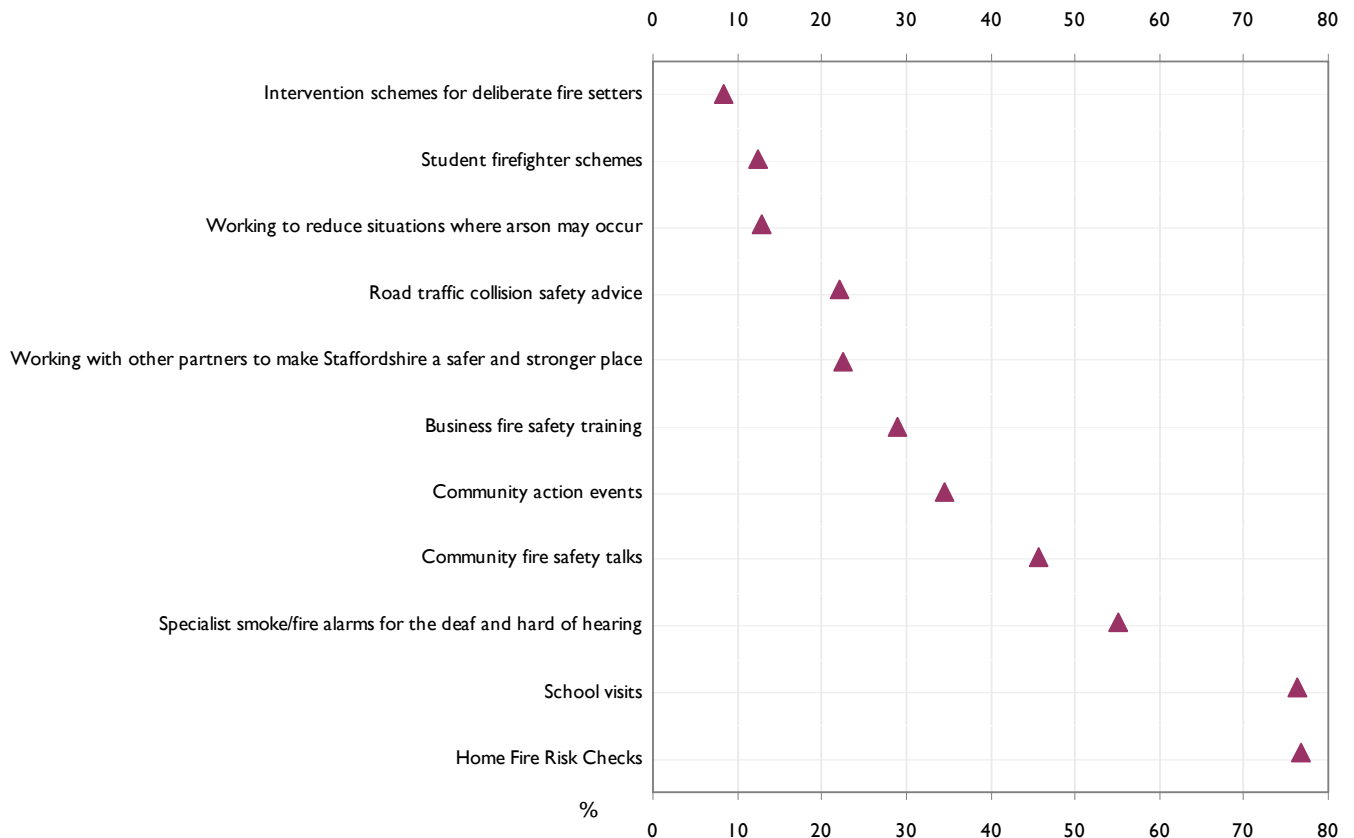
- Home Fire Risk Checks (77%)
- School visits (76%)
- Specialist smoke/ fire alarms for the deaf and hard of hearing (55%)

Respondents were **least** likely to be aware of intervention schemes for deliberate fire setters (8%), student firefighter schemes (12%) and working to reduce situations where arson may occur (13%).

The older the respondent the **more** likely they were to have known about the specialist smoke and fire alarms. Less than half of respondents aged 18-34 (48%) were aware of this service, compared to 61% of respondents aged 65+. Conversely, school visits were **more** likely to be known by younger respondents than older respondents. Some 87% of respondents aged 18-34 were aware of this service compared to 62% of respondents aged 65+.

Respondents from Cannock Chase (60%) were **least** likely to be aware of Home Fire Risk Checks, compared to 84% of respondents from Lichfield. Cannock Chase respondents were also **least** likely to be aware of the specialist smoke alarms (37%), compared with 70% of respondents from Stafford.

**Figure 13.1: Q40 Prior to this survey were you aware of the following services and information that Staffordshire Fire and Rescue provide?**



### 13.3 Satisfaction with Staffordshire Fire and Rescue Service

Over three quarters of respondents (78%) were satisfied with the services provided by Staffordshire Fire and Rescue Service, with over half of respondents (56%) being very satisfied. Only 1% of respondents were dissatisfied.

### 13.4 Home Fire Risk Checks

Staffordshire Fire and Rescue service have a freephone number for residents to ring and arrange a free Home Fire Risk Check to ensure safety in every home. The service also offers free smoke detectors, electric blanket testing and swapping chip pans for deep fat fryers.

Just under two thirds of respondents (63%) felt that this service would be useful to them and their family. Just under one-in-five respondents (17%) did not know whether this service would be useful. Some 120 respondents have requested to receive further information regarding a free Home Fire Risk Check.

### 13.5 Recommendations for service delivery

- Continue to increase awareness of the intervention schemes, particularly for deliberate fire setters, student firefighter schemes and working to reduce situations where arson may occur.

**Q2** If you have children, are you aware of the child care provision that is available in your local area?

Yes .....  No .....  Not applicable .....

**Q3** How important do you think it is for local schools in Staffordshire to offer the following services (please cross one box per row)?

	Essential	Very important	Quite important	Not very important	Not at all important	Don't know
After-school hours activities for children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After-school activities for adults	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health advice from NHS professionals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**PART 3 - COUNCIL BUDGET AND PRIORITIES**

To ensure that the priorities and spending of Staffordshire County Council reflect the views of its residents please answer the following questions.

**Q4** Overall, which of the following should be the TOP 3 priorities for Staffordshire County Council (please cross up to 3 boxes)?

Making sure the most vulnerable people (people who are unable to take care of themselves or protect themselves from harm or being exploited) in Staffordshire have the support they need.....

Repairing and maintaining roads and pavements.....

Reducing the level and fear of crime.....

Taking a leadership role in tackling climate change in Staffordshire.....

Improving the health and well-being of residents in Staffordshire.....

Improving educational attainment in children and increasing lifelong learning.....

Supporting older people to maintain independence and their quality of life.....

Reducing the amount of rubbish Staffordshire sends to landfill.....

Increasing the number and quality of jobs in Staffordshire.....

Looking after and improving Staffordshire's environment.....

Improving the range and quality of activities for young people.....

Other.....

If other please state below:

In an ideal world Staffordshire County Council would increase the level of funding available for all priorities. However, the County Council has to work with a limited and tight budget. This leads to difficult choices having to be made. If additional investment is made in one area then it has to be balanced by reducing funding in another area.



# Your Staffordshire, Your Say

Please read the following instructions carefully before completing the questionnaire:

- \* Please answer all questions unless otherwise directed
- \* Please print text clearly using a dark blue/black pen
- \* Please put a cross in the box where a choice is required
- \* Please return the completed questionnaire in the pre-paid envelope provided
- \* The information you provide will be treated in the STRICTEST CONFIDENCE
- \* If you have any questions about completing this questionnaire, please contact Wendy Bailey on 01785 854267

**PART 1 - COMMUNICATING WITH RESIDENTS**

In this section we are seeking your views on the different ways that the county council communicates with its residents.

**Q1** How helpful have you found the following in finding out information about Staffordshire County Council (please cross one box per row)?

	Very helpful	Fairly helpful	Not very helpful	Not at all helpful	Aware of but have never used	Not aware of
Staffordshire County Council website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staffordshire County Council magazine 'Your Staffordshire'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Staffordshire County Council mobile unit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
County Councillors Question Time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**PART 2 - COMMUNITY HUBS**

Staffordshire schools are joining up with other local services such as community centres, health centres and adult learning providers to deliver a range of services to Staffordshire residents.



www.staffordshire.gov.uk

**Q5** Please identify which 3 priorities you feel should receive MORE funding, and to balance the budget which 3 priorities should receive LESS funding (please cross up to 3 boxes in each column).

	More Funding	Less Funding
Making sure the most vulnerable people in Staffordshire have the support they need	<input type="checkbox"/>	<input type="checkbox"/>
Repairing and maintaining roads and pavements	<input type="checkbox"/>	<input type="checkbox"/>
Reducing the level and fear of crime	<input type="checkbox"/>	<input type="checkbox"/>
Taking a leadership role in tackling climate change in Staffordshire	<input type="checkbox"/>	<input type="checkbox"/>
Improving the health and well-being of residents in Staffordshire	<input type="checkbox"/>	<input type="checkbox"/>
Improving educational attainment in children and increasing lifelong learning	<input type="checkbox"/>	<input type="checkbox"/>
Supporting older people to maintain independence and their quality of life	<input type="checkbox"/>	<input type="checkbox"/>
Reducing the amount of rubbish Staffordshire sends to landfills	<input type="checkbox"/>	<input type="checkbox"/>
Increasing the number and quality of jobs in Staffordshire	<input type="checkbox"/>	<input type="checkbox"/>
Looking after and improving Staffordshire's environment	<input type="checkbox"/>	<input type="checkbox"/>
Improving the range and quality of activities for young people	<input type="checkbox"/>	<input type="checkbox"/>

**Q6** 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.....

**PART 4 - CUSTOMER SERVICES**

Staffordshire County Council aims to put customers at the heart of everything we do. The quality of your customer experience is very important and currently we are focusing on the timeliness of our response. We would like to hear your views to inform our customer service standards and your experiences if you have made a complaint to Staffordshire County Council.

**Q7** If you were telephoning Staffordshire County Council, what would you consider as an acceptable timescale for the phone to be answered in (please cross one box only)?

Within 3 rings.....  Within 5 rings.....  Within 7 rings.....   
 Other, please specify below:

**Q8** If you were visiting Staffordshire County Council, what would you consider an acceptable timescale to wait for (please cross one box per row):

	Within 5 minutes	Within 10 minutes	Within 15 minutes	Within 20 minutes	Other
A receptionist to see you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An officer who can fully address your request (if the receptionist could not)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If other please specify below:

**Q9** If you were writing a letter or email to Staffordshire County Council, what would you consider as an acceptable timescale to receive a fully answered response (please cross one box only)?

Within 10 working days.....  Within 15 working days.....  Within 20 working days.....   
 Other, please specify below:

**Q10** In what circumstances would you expect Staffordshire County Council to send an acknowledgement that they had received a letter or email (please cross one box only)?

In all cases.....   
 Only if a full response would not be received in a reasonable timescale.....   
 Never.....

If you have made a complaint to Staffordshire County Council in the last 12 months please answer the following question. If not please go to part 5 (Q12).

**Q11** Thinking about your experiences when complaining to the council, please indicate whether you agree or disagree with the following statements concerning the complaint process (please cross one box per row)?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
My complaint was dealt with in a professional manner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The complaint process was easy to use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I was made aware of how the complaint process would work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**PART 5 - STAFFORDSHIRE AND THE 2012 LONDON OLYMPICS AND PARALYMPICS**

The 2012 London Games offers opportunities for all parts of the country to benefit through local sports, arts and cultural activities. We are interested in hearing your views on how Staffordshire can gain from the 2012 London Games.

**Q12 To what extent do you agree that Staffordshire will gain some benefits from the 2012 London Games (please cross one box only)?**

Strongly agree.....	<input type="checkbox"/>	Disagree.....	<input type="checkbox"/>
Agree.....	<input type="checkbox"/>	Strongly disagree.....	<input type="checkbox"/>
Neither agree nor disagree.....	<input type="checkbox"/>	Don't know.....	<input type="checkbox"/>

**Q13 How important do you think the following potential benefits of the 2012 London Games are to Staffordshire (please cross one box per row)?**

	Essential	Very important	Quite important	Not very important	Not at all important	Don't know
Benefits to the economy and the skills of residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hosting major business, sports and arts events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased visitor numbers to Staffordshire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Residents participating in more sport and physical activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Residents having free access to swimming in their local authority swimming pools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Residents participating in more volunteering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Residents participating in more arts and cultural activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staffordshire sports facilities being used by Olympic teams as training camps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staffordshire athletes competing in the 2012 London Games	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q14 Do you think the 2012 London Games will inspire you to take part in more physical activity?**

Yes.....  No.....  Don't know.....

**Q15 Which of the following would help you to become more physically active (please cross all that apply)?**

More facilities in your local area.....	<input type="checkbox"/>	More information about activities and facilities.....	<input type="checkbox"/>
Wider range of different activities available.....	<input type="checkbox"/>	Nothing.....	<input type="checkbox"/>
More discounted/ reduced rates.....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>
Better access to facilities by public transport.....	<input type="checkbox"/>		

If other please state below:

**Q16 To what extent do you agree with the following statements (please cross one box per row)?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
In my local area there is good access to sport facilities/clubs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know where to get information on opportunities available in my local area to participate in sport and cultural activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q17 Do you currently volunteer to help others in any sport or cultural activity for at least 1 hour per week?**

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

**Q18 If you would like to receive further information on how you can volunteer to help others in sport and cultural activities in your local area, please cross the box.**

**PART 6 - BUILDING SCHOOLS FOR THE FUTURE**

Building Schools for the Future (BSF) is a once in a generation opportunity for Staffordshire to receive funds from central government to transform Staffordshire's learning, secondary education and educational facilities. In Staffordshire, the programme will transform how young people are taught, their learning environments and the technology that supports them.

**Q19 Which of the following 3 things do you think should receive the greatest priority in Staffordshire's education system (please cross up to 3 boxes)?**

Aspirations among young people.....	<input type="checkbox"/>
Achievement among young people in exams and qualifications.....	<input type="checkbox"/>
Participation and achievement among young people in sports.....	<input type="checkbox"/>
Participation and achievement among young people in performing arts e.g. music theatre, dance etc.....	<input type="checkbox"/>
More support for children with learning difficulties.....	<input type="checkbox"/>
Talented and more able children being pushed to achieve their best.....	<input type="checkbox"/>
More respect between young people and teachers.....	<input type="checkbox"/>
Parents being willing and able to help their children learn.....	<input type="checkbox"/>
Help and advice for young people relating to drugs and alcohol.....	<input type="checkbox"/>
Help and advice for young people relating to healthy eating and exercise.....	<input type="checkbox"/>
Young people leaving school fully equipped for the jobs that are available.....	<input type="checkbox"/>
More job opportunities for young people.....	<input type="checkbox"/>
Young people being encouraged to be self-motivated, creative and independent.....	<input type="checkbox"/>
None of these.....	<input type="checkbox"/>
Don't know.....	<input type="checkbox"/>

**Q20 To what extent do you feel you would support the BSF programme in principle (we will consult with local people on the detail of the programme)?**

- Would definitely support it  Would probably not support it   
 Would probably support it  Would definitely not support it   
 Don't mind either way  Don't know

**PART 7 - THE ROLE OF COUNTY COUNCILLORS**

Staffordshire County Council has 62 county councillors who are elected every 4 years. County councillors have a varied role with the most important aspect being to represent the interests of the community.

**Q21 Thinking about all county councillors, to what extent do you agree or disagree with the following statements about the roles that county councillors perform (please cross one box per row)?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
County councillors represent the interests of the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
County councillors make decisions about county council services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
County councillors foster community spirit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
County councillors listen to the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
County councillors help residents to play a part in making their community a better place to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am unaware of the role of my county councillor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q22 Do you know who your local county councillor is?**

- Yes  No

**PART 8 - SHUGBOROUGH HALL AND ESTATE**

Shugborough Hall & Estate lies on the edges of Cannock Chase near Stafford. The county council operates the estate as a heritage/cultural visitor attraction. It also hosts special events (such as fairs, gala days and concerts), civil weddings and an educational programme for schools.

We would like your thoughts on Shugborough and what we can do to encourage more visitors.

**Q23 When was the last time you visited Shugborough (please cross one box only)?**

- Within the last year  More than three years ago   
 Within the last two years  Never   
 Within the last three years

**If you have previously visited Shugborough please go to Q25. If you have never visited Shugborough please answer the following question.**

**Q24 If you have never visited Shugborough, please indicate the reasons why (please cross all that apply).**

- Not aware of Shugborough  Can't get there   
 No interest in visiting  Rather visit other attractions   
 Too expensive  Other   
 Don't have the time   
 If other please state below:

**Please go to Q27.**

**Q25 Which of the following statements best describes the reason for your last visit to Shugborough (please cross one box only)?**

- A fun day out  A special event   
 Interested in history  Other   
 If other please state below:

**Q26 Overall, how satisfied or dissatisfied were you with your last visit to Shugborough (please cross one box only)?**

- Very satisfied  Fairly dissatisfied   
 Fairly satisfied  Very dissatisfied   
 Neither satisfied nor dissatisfied

**Q27 Which of the following would make you consider visiting Shugborough more often (please cross all that apply)?**

- Special offers/ discounts  More interactive attractions   
 Better public transport  Nothing   
 Range of special events  Other   
 If other please state below:

**PART 9 - SUPPORTING OLDER PEOPLE, ADULTS WITH DISABILITIES AND CARERS**

Staffordshire County Council is working with partners to improve how we support older people and adults with disabilities to maintain independence and quality of life. Many residents currently receive such support and many will receive support in the future so we would like to ask you the following questions to inform our services.

**Q28 Thinking about your current or future circumstances, please rank the following issues in order of priority for your quality of life (with 1 being the highest priority and 8 being the lowest priority)**

- Being able to live in your own home...
- Being able to continue working.....
- Having easy and affordable access to leisure and cultural activities.....
- Having access to advice and information about local services and support.....
- Being able to easily access local transport.....
- Feeling safe from crime.....
- Having enough money to maintain a good quality of life.....
- Feeling safe from crime.....
- Having a say in how support services are developed and provided.....

In Staffordshire we depend on over 90,000 carers who provide care to family members and friends. With an ageing population it is predicted that there will be a 60% increase in the demand for support from carers in the next 35 years.

**Q29 Which of the following types of services do you support being available for carers (please cross up to 3 boxes only)?**

- Being able to take short breaks/ respite from their caring responsibilities.....
- Advice and support with money and benefits.....
- Advice and support in gaining employment.....
- Access to employment which is flexible to a carers responsibilities.....
- Access to leisure and cultural activities.....
- Information about the conditions and illnesses they care for.....
- Information about locally available alternative therapies.....
- Ability to meet and socialise with other carers.....
- Information about the services that Staffordshire County Council provides for carers.....
- Other.....

If other please state below:

**PART 10 - SAFEGUARDING CHILDREN AND ADULTS**

The protection of children and vulnerable adults is a key priority for Staffordshire County Council and its partners. We appreciate that this topic is sensitive; however we value your opinions on how we can better support and protect children and vulnerable adults.

You may be aware of recent media attention on the subject of child safety and neglect. We would like your views on whether you would know what to do if you suspected a child was being neglected or their safety was being put at risk and whether you would take action.

**Q30 If you were concerned about the safety and/ or well-being of a child would you take action?**

- Yes.....
- No.....
- Don't know/ unsure.....

**Q31 If you would take action what would you do (please cross all that apply)?**

- Contact the council/ Social Services...
- Talk to the person you suspected was causing the neglect/ cruelty.....
- Contact the police.....
- Nothing.....
- Contact the child's school.....
- Other.....
- Talk to the parent/ carer.....
- If other, please state below:

**Q32 If you would take no action or you don't know/ are unsure if you would take action, it would be helpful if you could indicate the reasons why (please cross all that apply)?**

- Fearful of repercussions.....
- Worried child may be taken away from parents/ carers.....
- Concern about making the situation worse.....
- Don't think it is my place to get involved.....
- Unsure of what action to take/ who to contact.....
- Other.....
- Unsure of how much proof of ill-treatment would be needed.....
- If other, please state below:

**Q33 If you have children, are you aware of how to protect them when they are online?**

- Yes.....
- No.....
- Not applicable.....

A vulnerable adult is a person aged 18 years or over who may be unable to take care of themselves, or protect themselves from harm or being exploited. This may be because they have a mental health problem, a disability or illness, a sensory impairment or are old and frail.

**Q34 If you were concerned a vulnerable adult was being neglected, ill-treated or exploited would you take action?**

- Yes.....
- No.....
- Don't know/ unsure.....

**Q35 If you would take action what would you do (please cross all that apply)?**

- Contact the council/ Social Services...
- Talk to the person you suspected was causing the neglect/ exploitation.....
- Contact the police.....
- Nothing.....
- Talk to the vulnerable adult.....
- Other.....
- If other, please state below:

**Q36** If you would take no action or you don't know/ are unsure if you would take action, it would be helpful if you could indicate the reasons why (please cross all that apply)?

- Fearful of repercussions .....  Unsure of how much proof of ill-treatment would be needed .....   
 Concern about making the situation worse .....  Don't think it is my place to get involved .....   
 Unsure of what action to take/ who to contact .....  Other .....   
 If other, please state below:

**Q37** Have you ever experienced a vulnerable adult (for example a relative or friend) being ill-treated, neglected or exploited in hospital?

- Yes .....  No .....  Don't know .....

**PART 11 - STAFFORDSHIRE FIRE AND RESCUE**

Staffordshire County Council works in partnership with Staffordshire Fire & Rescue Service. The Fire and Rescue Service's priority is to make Staffordshire a safer place in which to live and work.

**Q38** To what extent do you agree or disagree with the following statements (please cross one box per row)?

- |  | Strongly agree           | Agree                    | Neither agree nor disagree | Disagree                 | Strongly disagree        | Don't know               |
|--|--------------------------|--------------------------|----------------------------|--------------------------|--------------------------|--------------------------|
| I feel safe from the risk of fire in my home       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know how to protect myself from fire in the home | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**Q39** Are you aware of the following services provided by Staffordshire Fire & Rescue (please cross one box per row)?

- |  |                              |                             |
|--|------------------------------|-----------------------------|
| Emergency services                           | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Services to stop fires happening in the home | <input type="checkbox"/>     | <input type="checkbox"/>    |

**Q40** Prior to this survey were you aware of the following services and information that Staffordshire Fire & Rescue Service provide (please cross all that apply)?

- |   |                          |   |                          |
|---|--------------------------|---|--------------------------|
| Home Fire Risk Checks.....  | <input type="checkbox"/> | Intervention schemes for deliberate fire setters.....                             | <input type="checkbox"/> |
| Specialist smoke/ fire alarms for the deaf and hard of hearing..... | <input type="checkbox"/> | School visits.....  | <input type="checkbox"/> |
| Business fire safety training.....                                  | <input type="checkbox"/> | Student firefighter schemes.....  | <input type="checkbox"/> |
| Road traffic collision safety advice.....                           | <input type="checkbox"/> | Working with other partners to make Staffordshire a safer and stronger place..... | <input type="checkbox"/> |
| Working to reduce situations where arson may occur.....             | <input type="checkbox"/> | Community fire safety talks.....  | <input type="checkbox"/> |
| Community fire safety talks.....                                    | <input type="checkbox"/> | Community action events.....  | <input type="checkbox"/> |

**Q41** Overall, how satisfied or dissatisfied are you with the services provided by Staffordshire Fire & Rescue Service?

- Very satisfied .....  Fairly dissatisfied .....   
 Fairly satisfied .....  Very dissatisfied .....   
 Neither satisfied nor dissatisfied.....  No opinion .....

Staffordshire Fire & Rescue Service have a freephone number - 0800 0241999 - for residents to ring and arrange a free Home Fire Risk Check to ensure safety in every home. The service also offers free smoke detectors, electric blanket testing and swapping chip pans for deep fat fryers.

**Q42** Prior to this survey were you aware of this service?

- Yes .....  No .....

**Q43** Is this a service that would be useful for you and your family?

- Yes .....  No .....  Don't know .....

**Q44** If you would like your details to be passed on to the Staffordshire Fire & Rescue Service to receive further information regarding a Free Home Fire Risk Check please cross the box.

**PART 12 - STAFFORDSHIRE PEOPLE'S PANEL**

As part of Staffordshire County Council's commitment to climate change you will be able to access future questionnaires through the internet via a link sent to your email address.

**Q45** If you would like to receive future questionnaires via email instead of by post, please clearly state your email address in the box below.

**PART 13 - PRIZE DRAW**

**Q46** Please cross this box 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 17 October 2008**. 4) Winners' names and their postal town will be made public. 5) Proof of posting 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 - ALL RESPONSES ARE TREATED IN CONFIDENCE. PLEASE RETURN YOUR COMPLETED QUESTIONNAIRE IN THE PRE-PAID ENVELOPE PROVIDED.**