

Staffordshire People's Panel

Spring 2009 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 Helen Francis on 01785 277450. For queries about future Staffordshire People's Panel consultation activities please contact Wendy Bailey on 01785 854267.

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Executive Summary

1. Introduction

Staffordshire People's Panel (here after referred to as 'the Panel') is a database of approximately 800 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 Summer 2009 survey.

2. Methodology

In June 2009 all members of the Panel received a self-completion survey containing a range of topics. A total of 463 valid questionnaires were received by the final cut-off date, this represents a response rate of 57%. The data has been weighted to ensure it is representative of Staffordshire's population in terms of age, gender and district area.

3. Arts & Museums

Almost two thirds of respondents had not visited a museum or gallery during the previous 12 months with just 4% visiting five or more times. Of those that had not visited 32% were 'not interested' and 29% were 'not aware of any'. Just over two thirds of respondents (67%) would be encouraged to visit museums or galleries more often if they had 'more information about the venues / what's on.

Over a third (38%) of respondents had not been involved in any arts activities in the previous 12 months, 44% were 'not interested' and 36% were 'not aware of any activities'. More than half (53%) of respondents would be encouraged to be involved in arts activities more often if they had 'more information about activities' and 44% with 'special offers / cheaper prices'.

Just 5% of respondents had used the arts and museums online services. Of those that had not used the services two thirds (67%) were 'not aware of online services'.

Recommendations for service delivery:

- Increased promotion of museums and galleries (67% of respondents would be encouraged to visit more often by 'more information on venues / events')
- Further advertising of arts activities around the county (36% of respondents 'not aware of any')
- Continue to promote the online services (67% of respondents unaware of them)

4. Votes are Power

Less than half (44%) of respondents had previously seen the advertising image, and 9% of respondents were unaware that there had been an election. The most common way of hearing about the election was 'leaflet' (68%), followed by 'newspaper' (43%) and 'posters' (28%).

More than a third (38%) of respondents did not vote, with the most common reason being 'I was away on holiday' (34%). Of those respondents who did vote, just 9% were prompted to do so by the advertising campaign.

Recommendations for service delivery:

- Continue to promote participation in the democratic process. The panel are an engaged group of residents yet 9% were unaware of the elections and a third of those who were aware did not vote.
- Advertise the use of postal / proxy votes for those who are unable to be in the county for elections - a third of those who did not vote gave their reason as 'I was away on holiday'.

5. Social Care and Health

The most important issue to consider when providing care for older adults or adults with disabilities was identified as 'once a need is identified, care and support is quickly put in place' (49% and 52% respectively).

Just under a fifth (18%) of respondents had experienced a social care service in the previous 12 months with three quarters of these (76%) satisfied with the quality of the service. Prior to receiving the care service 84% of respondents had received information about the service from a voluntary organisation, 82% from a GP / Health professional and 74% from a social worker. Just under half (46%) of respondents would prefer to receive information about care services via leaflets.

Recommendations for service delivery:

- Concentrate resources on providing care and support quickly once a need is identified.
- Provide information on care services via leaflets available in a variety of places to ensure they are reaching as many people as possible.

6. Community Safety

Less than half (43%) of respondents agree that the police and local council seek people's views about the anti-social behaviour and crime issues that matter in their local area. A smaller 37% of respondents agree that the police and local council are dealing with the anti-social behaviour and crime issues that matter in their local area.

More than a quarter (29%) of respondents who agreed the authorities were dealing with the issues gave their reason as 'good police presence / see police often'. A quarter (24%) of respondents who neither agreed nor disagree gave their reason as 'not aware of any problems / no experience of anti-social behaviour' and nearly a thirds (30%) of respondents who disagreed gave their reason as 'need more visible police / never see police'.

Recommendations for service delivery:

- Work to increase residents confidence by;
 - Increasing police presence / awareness of police presence
 - Continue to provide information of success stories and ASB / crime reduction initiatives via the local press

7. Parenting

Just over a third of respondents (36%) had no responsibility for a child. When requesting information about activities and services for children the most popular way to receive this information was by post (66%) followed by email (21%). When looking for information about local activities and services for families the majority of respondents (76%) would look in the local free newspaper.

The most popular engagement activity for parents was 'receiving confidential questionnaires about parenting through the post' (48%). The top three services that respondents felt would be useful in Staffordshire were 'more cost effective childcare' (81%), 'drop in advice centres for parents' (67%) and 'professionals who would visit homes to provide parenting advice' (62%). When asked which one they would like to see more of in Staffordshire the top choice was 'more cost effective childcare during the summer holidays' (23%).

Just under half (48% of respondents felt that bringing services for families together under one roof would be useful with the top three services being identified as 'youth workers' (44%), 'connexions' (44%) and 'community police officers' (39%).

Recommendations for service delivery:

- Provide information about activities /services for children and families in local free newspapers.
- When engaging with parents use postal questionnaires where appropriate.
- Work to support more cost effective childcare within the county, particularly during school holidays.

1. Introduction

This report presents the detailed findings of the Staffordshire People's Panel Summer 2009 Survey. Staffordshire People's Panel (here after referred to as 'the Panel') is a database of approximately 800 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 June 2009 all Panel members received a self-completion survey with a covering letter and pre-paid return envelope. A copy of the questionnaire can be found in Appendix 1. The survey contained the following range of topics:

- Arts & Museums
- Votes are Power
- Social Care and Health
- Community Safety
- Parenting

A prize draw was used to encourage a response from members and a reminder letter, was sent to non-respondents. A total of 463 valid questionnaires were received by the final cut-off date, this represents a response rate of 57%.

The profile of the respondents were slightly unrepresentative of Staffordshire's population, particularly 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 greater than 3 it was capped at 3. The weights have then been scaled to ensure the same number of respondents. 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. This demographic breakdown includes analysis by the five Acorn categories; Wealthy Achievers, Urban Prosperity, Comfortably Off, Moderate Means and Hard Pressed. More information on these categories can be found in Appendix 2.

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	211	46%	205	44%
Female	252	54%	258	56%
Total	463	100%	463	100%

Age	Unweighted		Weighted	
	Number	%	Number	%
18-34	32	7%	70	15%
35-44	72	16%	97	21%
45-54	90	19%	91	20%
55-64	131	28%	91	20%
65+	138	30%	114	25%
Total	463	100%	463	100%

District	Unweighted		Weighted	
	Number	%	Number	%
Cannock Chase	56	12%	51	11%
East Staffordshire	51	11%	61	13%
Lichfield	77	17%	59	13%
Newcastle	53	11%	61	13%
South Staffordshire	63	14%	61	13%
Stafford	62	13%	73	16%
Staffordshire Moorlands	64	14%	58	13%
Tamworth	37	8%	38	8%
Total	463	100%	463	100%

Ethnicity	Unweighted		Weighted	
	Number	%	Number	%
White	457	99%	459	99%
BME	5	1%	4	1%
Total	462	100%	462	100%

Long Term Limiting Illness	Unweighted		Weighted	
	Number	%	Number	%
Yes	75	17%	72	16%
No	360	83%	366	84%
Total	435	100%	438	100%

Acorn category	Unweighted		Weighted	
	Number	%	Number	%
1. Wealthy Achievers	191	41%	186	40%
2. Urban Prosperity	10	2%	11	3%
3. Comfortably Off	161	35%	159	34%
4. Moderate Means	29	6%	25	5%
5. Hard Pressed	70	15%	81	18%
Total	461	100%	462	100%

3. Arts and Museums

Staffordshire Arts and Museum Service aims to provide and support enjoyable opportunities for people to get involved in arts and museum activities. The service works in partnership with other museum and arts organisations across Staffordshire.

3.1 Museums and Galleries

Almost two thirds of respondents (64%) had not visited a museum or gallery in Staffordshire during the previous 12 months, with just 4% visiting five or more times. Respondents from East Staffordshire were least likely to have visited a museum or gallery (82% not having visited) compared to less than half (46%) of respondents from the Newcastle district.

Of those respondents who had not visited a museum or gallery during the previous year a third (32%) gave 'not interested' as the reason for not visiting, the same percentage gave 'other' reasons, the most popular being 'too busy / lack of time' (16%). More than a quarter (29%) of respondents were 'not aware of any' museums or galleries.

Table 3.1: If you have not visited a museum or gallery in Staffordshire within the last 12 months please tell us the reasons why? (select all that apply)

	Count	%
Not interested	92	32%
Other	91	32%
Not aware of any	84	29%
Transport problems	33	12%
Too expensive	24	8%
<i>Total respondents</i>	<i>288</i>	<i>100%</i>

For those respondents who had visited a museum or gallery in Staffordshire within the previous 12 months, the most popular reason was for a 'day out' (68%), followed by 'just passing' (28%) and 'research / education' (21%).

Table 3.2: If you have visited a museum or gallery in Staffordshire within the last 12 months please tell us the reason for your visit? (select all that apply)

	Count	%
Day out	104	68%
Just passing	44	28%
Research / education	32	21%
Using shop / cafe	26	17%
Other	8	5%
<i>Total respondents</i>	<i>153</i>	<i>100%</i>

All participants were asked what would encourage them to visit museums or galleries in Staffordshire more often. The most popular responses was ‘more information about the venues / what’s on’ (67%), followed by ‘wider range of exhibitions / events’ (41%) and ‘special offers’ (34%). Almost a fifth (17%) of respondents said that nothing would encourage them to visit more often.

Table 3.3: What would encourage you to visit museums or galleries more often? (select all that apply)

	Count	%
More information about the venues / what’s on	300	67%
Wider range of exhibitions / events	182	41%
Special offers	149	34%
Improved transport to venues	90	20%
Nothing	74	17%
Other	30	7%
<i>Total respondents</i>	<i>446</i>	<i>100%</i>

Responses in the ‘other’ category included ‘better / free parking’, ‘more time’, and ‘more facilities / activities for children’.

3.2 Arts Activities

Participants were asked how many times they had been involved in arts activities (either as a member of an audience at a performance or by taking part in activities) during the previous 12 months. More than a third (38%) of respondents had not been involved in any arts activities in the previous 12 months, however those who had been involved in activities were most likely to have been involved in multiple activities with a quarter (25%) of respondents indicating they had been involved in five or more arts activities.

Respondents from South Staffordshire and East Staffordshire were most likely not to have been involved in any arts activities (55% and 51% respectively) compared to those from Cannock (27%) and Staffordshire Moorlands (29%).

The most common reason for not being involved in arts activities was ‘not interested’ (44%), followed by ‘not aware of any activities’ (36%). A higher percentage of male respondents were ‘not interested’ in arts activities (53%) than their female counterparts (36%).

Table 3.4: If you have not been involved in any arts activities within the last 12 months please tell us the reason why? (select all that apply)

	Count	%
Not interested	73	44%
Not aware of any activities	60	36%
Other	25	15%
Transport problems	17	10%
Too expensive	13	8%
<i>Total respondents</i>	<i>166</i>	<i>100%</i>

Responses in the 'other' category included 'not enough time / other commitments' and 'access problems / disabled'.

For those respondents who had been involved in arts activities in the previous 12 months the most popular activity was 'theatre' (63%) followed by 'live music' (45%) and 'music' (33%).

Table 3.5: If you have been involved in arts activities during the past 12 months, please tell us which arts activities you have been involved in? (select all that apply)

	Count	%
Theatre	152	63%
Live music	107	45%
Music	78	33%
Carnival / festival	68	29%
Art exhibition	52	22%
Art activity / workshop	51	21%
Visual arts and crafts	44	18%
Dance	35	15%
Other	11	4%
<i>Total respondents</i>	<i>239</i>	<i>100%</i>

More than half of respondents (53%) would be encouraged to be involved in arts activities more often if they had 'more information about activities', 44% would be encouraged by 'special offers / cheaper prices' and over a third (36%) would be encouraged to be involved more if there were 'more local activities'. A fifth (22%) of respondents said that 'nothing' would encourage them to be involved in arts activities more often.

Table 3.6: What would encourage you to be involved in arts activities more often? (select all that apply)

	Count	%
More information about activities	233	53%
Special offers / cheaper prices	195	44%
More local activities	156	26%
Wider range of activities	124	28%
Nothing	95	22%
Improved transport to venues	58	13%
Other	26	6%
<i>Total respondents</i>	439	100%

3.3 Arts and Museums Online Services

Staffordshire Arts and Museum Service provides a number of online resources, panel members were asked if they had used any of the online services. Just 5% of respondents had previously used the arts and museums online services. Older respondents were more likely to have used the online services with 11% of respondents aged 65+ having used them compared to 3% of respondents aged 35-44. No respondents aged under 35 had used the online arts and museums services.

Table 3.7: Have you used any of the arts or museums online services?

	All respondents		Age				
	Count	%	18-34	35-44	45-54	55-64	65+
Yes	22	5%	0%	3%	5%	5%	11%
No	405	95%	100%	97%	95%	95%	89%
<i>Total respondents</i>	426	100%	68	94	85	80	99

With just 20 responses care should be taken in interpreting the reasons why people had used the online services.

Table 3.8: If you have used any of the arts and museum online services please tell us your reasons for using these? (select all that apply)

	Count	%
Local history	12	61%
Personal interest	11	56%
Research	7	34%
Family history	5	22%
Education	5	22%
Work purposes	3	15%
Other	2	8%
Purchasing copies of photographs	1	5%
<i>Total respondents</i>	<i>20</i>	<i>100%</i>

Those participants who had not used the online services were asked the reason behind this. The majority of respondents (67%) said they were 'not aware of online services'. Older respondents were less likely to give this as a reason for not using the online services (37% of those aged 65+) compared to 89% of respondents aged 18-34. As might be expected, older respondents were more likely than younger respondents to give 'do not have internet access' as a reason for not using the online services (38% of those aged 65+ compared to just 3% of 18-34 year olds).

Table 3.9: If you have not used any of the arts and museum online services please tell us why? (select all that apply)

	All respondents		Age				
	Count	%	18-34	35-44	45-54	55-64	65+
Not aware of online services	260	67%	89%	83%	70%	58%	37%
Do not have internet access	67	17%	3%	6%	16%	23%	38%
Not interested	66	17%	17%	17%	15%	16%	20%
Do not know how to access them	38	10%	9%	7%	9%	10%	14%
Other	19	5%	0%	2%	6%	10%	6%
<i>Total respondents</i>	<i>388</i>	<i>100%</i>	<i>66</i>	<i>88</i>	<i>79</i>	<i>73</i>	<i>82</i>

3.4 Recommendations for service delivery

- Increased promotion of museums and galleries (67% of respondents would be encouraged to visit more often by 'more information on venues / events')
- Further advertising of arts activities around the county (36% of respondents 'not aware of any')
- Continue to promote the online services (67% of respondents unaware of them)

4. Votes are Power

In June 2009 Staffordshire held county council and European elections and in the run up to these elections the county council carried out an advertising campaign to encourage residents to use their vote. Panel members were asked questions about the ad campaign and about using their vote.

Figure 4.1: Advertising image



Less than half (44%) of respondents had seen the advertising image (Figure 4.1 above) previously. Those in South Staffordshire were most likely to have seen the image (51%) compared to 38% of those from the Lichfield district.

Table 4.1: Have you seen this image before?

	All respondents		District							
	Count	%	South Staffordshire	East Staffordshire	Cannock Chase	Tamworth	Staffordshire Moorlands	Stafford	Newcastle-under-Lyme	Lichfield
Yes	193	44%	51%	50%	48%	47%	43%	40%	39%	38%
No	244	56%	49%	50%	52%	53%	57%	60%	61%	62%
Total respondents	437	100%	58	59	49	37	55	68	55	56

All participants were asked if prior to the survey they were aware that there had been a county council election on the 4th June. Nine out of ten (91%) of respondents were aware of the elections prior to receiving the survey, this was noticeably lower in Cannock Chase (80%).

Those participants who were aware there had been an election were asked how they had heard about it. The most common method was 'leaflet' (68%) followed by 'newspaper' (43%) and 'posters (28%)'. Just 4% of respondents had heard about the election from the county councils website.

Table 4.2: Did you hear about the election in any of the following ways? (select all that apply)

	Count	%
Leaflet	269	68%
Newspaper	170	43%
Posters	110	28%
Word of mouth	101	26%
Your Staffordshire residents magazine	93	24%
Radio	78	20%
Other	56	14%
County Council website	16	4%
Other website	9	2%
<i>Total respondents</i>	395	100%

Of those respondents who were aware there was an election more than a third (38%) did not vote. There were several key differences between the demographics;

- As may be expected a greater percentage of younger respondents did not vote , over half (55%) of 18-34 year olds compared to just over a quarter (28%) of those aged 65+.
- Participation was highest in the Newcastle district (70%) and lowest in Cannock Chase (53%).
- Male respondents were more likely to have voted than their female counterparts (70% and 57% respectively).

Figure 4.2: Did you vote in the county council and European elections on 4th June?



The actual percentage turnout for the European elections is shown in the table below. It can be seen that across the county, panel members were considerably more likely to vote in the European elections than members of the general public.

Table 4.3: Electoral participation across the county

	% of panel respondents who voted	% turnout for European elections
Cannock Chase	53%	30%
East Staffordshire	69%	39%
Lichfield	60%	40%
Newcastle-under-Lyme	70%	34%
South Staffordshire	53%	38%
Stafford	66%	43%
Staffordshire Moorlands	66%	37%
Tamworth	57%	33%
All Staffordshire	62%	37%

Source: European Election Results - June 2009 - West Midlands

Those respondents who had voted in the elections were asked if they had been prompted to do so by the advertising campaign. Just 9% of respondents said that the campaign had prompted their vote.

Respondents who had not voted were asked the reason for this, with the most common reason being 'I was away on holiday' (34%). Just under a third (30%) of respondents gave their reason for not voting as 'not interested / felt vote would not make a difference'.

Table 4.3: If you did not vote, please tell us why? (select all that apply)

	Count	%
I was away on holiday	50	34%
Not interested / felt vote would not make a difference	44	30%
Other	44	30%
Did not like the candidates or campaign issues	17	12%
Illness or disability (own or family)	10	7%
Forgot to vote (or send in postal vote)	9	6%
Too busy	7	5%
Transport problems	4	3%
Inconvenient polling place / hours, or queues too long	2	1%
Bad weather	0	0%
<i>Total respondents</i>	<i>149</i>	<i>100%</i>

Responses in the 'other' category included 'disillusioned with political scene / disgusted in

expenses scandal' (13%), 'did not know who to vote for / not enough information' (5%), 'did not receive polling card' (3%) and 'out of county / too late for postal vote' (3%).

4.2 Recommendations for service delivery

- Continue to promote participation in the democratic process. The panel are an engaged group of residents yet 9% were unaware of the elections and a third of those who were aware did not vote.
- Advertise the use of postal / proxy votes for those who are unable to be in the county for elections - a third of those who did not vote gave their reason as 'I was away on holiday'.

5. Social Care and Health

Staffordshire County Council and partners are committed to improving services and as part of this commitment has developed the ‘Changing Lives’ programme which aims to improve services for older people (aged 50+) and people with disabilities. To support the Changing Lives programme the Panel were asked a number of questions on care services.

Participants were asked to identify the three most important things to consider when providing care for older adults (aged 50+ and adults with disabilities). Respondents identified the top three issues for older adults as;

- Once a need is identified, care and support is quickly put in place (49%)
- The care provided is assessed as good quality (42%)
- It is easy for people to get information about the services and support available locally (39%)

The order of priorities were slightly different when considering adults with disabilities;

- Once a need is identified, care and support is quickly put in place (52%)
- It is easy for people to get information about the services and support available locally (47%)
- The care provided is assessed as good quality (44%)

Just under a fifth (18%) of respondents had experience of a social care service during the previous 12 months (either themselves, or a family member), three quarters of these (76%) were satisfied with the quality of the service.

If participants were dissatisfied with the quality of the service they were asked about any action they took, however only a small number of people who had experienced a social care service and as we have seen the majority were satisfied, resulting in only nine responses to this question. The data should therefore be treated with caution as it is unlikely that such a small sample represent the views of the population.

Table 5.1: If you were dissatisfied with the quality of the care service, what did you do?

	Count
Raised concerns direct to the service provider	8
Raised concerns with the council eg to a social worker or complaints officer	2
Other	2
I did not raise any concerns	0
<i>Total respondents</i>	9

All respondents had raised concerns about the service in some way, the most common being direct to the service provider.

Around two thirds of respondents who had experienced a social care service felt that they

had a choice in how and where the care was provided. Around one in ten respondents (11%) said that prior to receiving the care service they had not received any information about it. The most common way of receiving information was 'information from a voluntary service' (84%), followed by 'information from a GP / Health professional' (82%) and 'information from a social worker' (74%).

Table 5.2: Prior to receiving the care service, did you receive information about it in any of the following ways? (select all that apply)

	Count	%
Information from a voluntary organisation	68	84%
Information from a GP / Health professional	67	82%
Information from a social worker	61	74%
Information from the service provider	17	21%
Did not receive any information	9	11%
Other	7	8%
Other website	2	2%
Council website	1	2%
<i>Total respondents</i>	<i>81</i>	<i>100%</i>

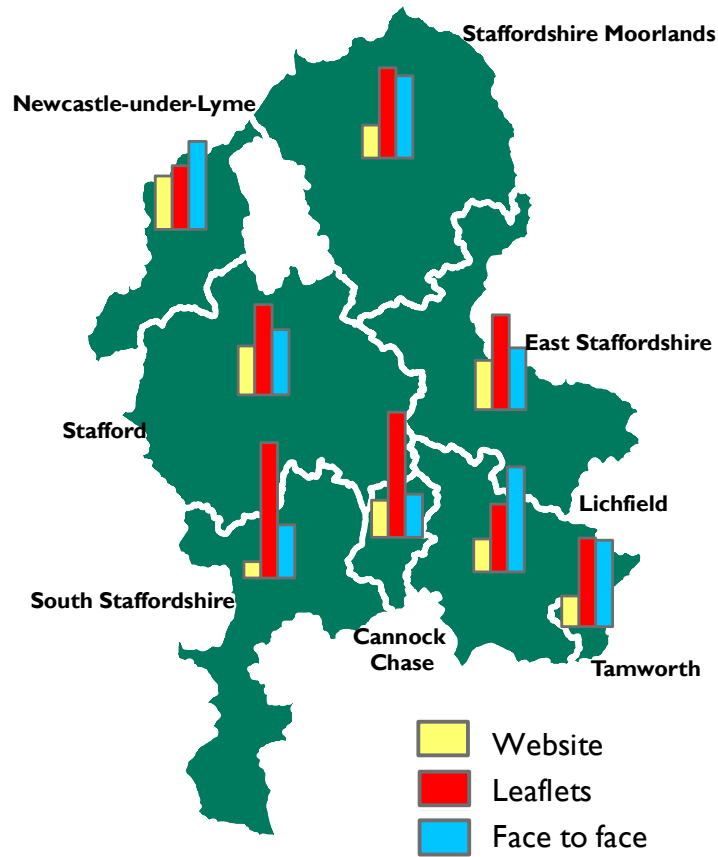
Participants were asked their preferred method of receiving information about care services. Just under half (46%) of respondents would prefer information by leaflet, around a third (36%) face to face and 19% via a website. Respondents from the Acorn category 'Wealthy Achievers' were more likely to prefer information via a website (28%) than respondents in the 'Hard pressed' category (9%).

Table 5.3: What would be your preferred method of receiving information about care services?

	Count	%
Leaflets	199	46%
Face to face	154	36%
Website	82	19%
<i>Total respondents</i>	<i>435</i>	<i>100%</i>

There were some differences of opinion amongst respondents from different districts. The most popular method of receiving information about care services for respondents from Lichfield and Newcastle-under-Lyme was 'face to face' rather than leaflets as in the rest of the county. Respondents in Cannock Chase and South Staffordshire were most in favour of the use of leaflets above any other form of communication.

Figure 5.1: What would be your preferred method of receiving information about care services?



5.2 Recommendations for service delivery

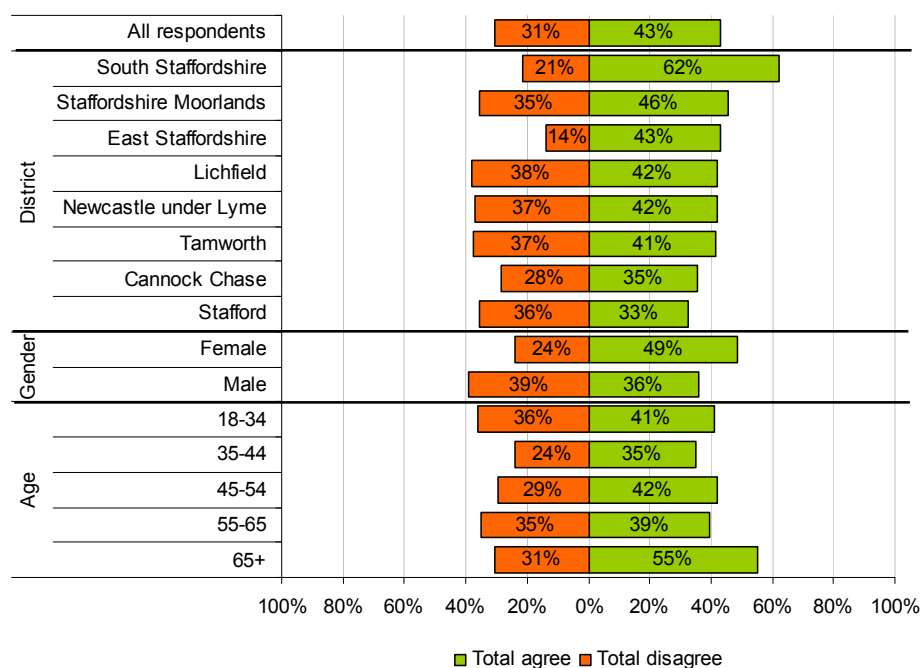
- Concentrate resources on providing care and support quickly once a need is identified.
- Provide information on care services via leaflets available in a variety of places to ensure they are reaching as many people as possible.

6. Community Safety

Less than half (43%) of respondents agree that the police and local council seek people’s views about the anti-social behaviour and crime issues that matter in their local area. A similar question (‘how much would you agree or disagree that the police and other local public services seek people’s views about anti-social behaviour and crime issues in your local area?’) was asked in the recent Place survey, in which just 23% of respondents agreed.

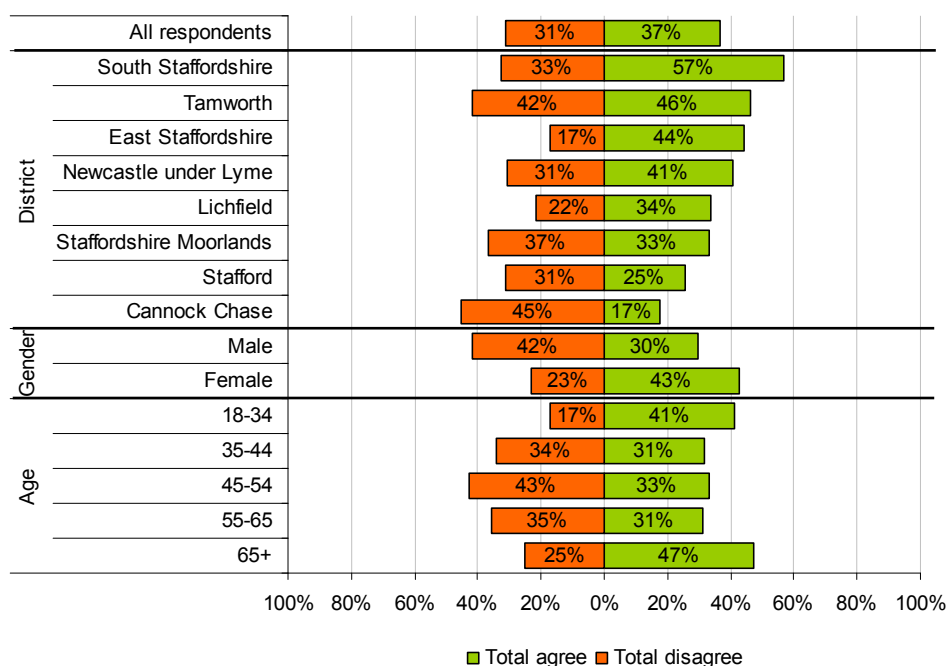
Considering the people’s panel results, female respondents are more likely to feel they are being listened too with 49% agreeing to the statement compared to just over a third (36%) of male respondents. There were also some noticeable differences in opinion between respondents from different districts, a high 62% of respondents from South Staffordshire agree with the statement compared to just 33% of those from Stafford and 35% of those from Cannock Chase.

Figure 6.1: How much would you agree or disagree that the police and local council seek people’s views about the anti-social behaviour and crime issues that matter in your local area?



Just over a third (37%) of respondents agreed that the police and local council are dealing with the anti-social behaviour and crime issues that matter in their local area. A similar question (‘how much would you agree or disagree that the police and other local public services are successfully dealing with anti-social behaviour and crime issues in your local area’) was asked in the recent Place survey with just 27% of respondents in agreement. The trends across the demographics are similar to the previous question with agreement higher amongst women (43%) than men (30%), and highest in South Staffordshire (57%) compared to Stafford (25%) and Cannock Chase (17%).

Figure 6.2: How much would you agree or disagree that the police and local council seek people's views about the anti-social behaviour and crime issues that matter in your local area?



Regardless of whether they agreed, disagreed or selected neither, respondents were asked for the reason behind their answer.

For those respondents who agreed that the police and local council are dealing with the antisocial behaviour and crime issues that matter the most popular reason behind their answer was 'good police presence / see police often' (29%), followed by 'seen reduction in antisocial behaviour / crime incidents' (11%), and 'information in local press' (10%). All reasons with more than one response are shown in the following table.

Table 6.1: Reasons for agreeing that the police and local council seek people's views about the anti-social behaviour and crime issues that matter in your local area?

	Count	%
Good police presence / see police often	33	29%
Seen reduction in anti-social behaviour / crime incidents	13	11%
Information from local press	12	10%
Safe area / not many problems	10	9%
Local meetings	7	6%
Need more visible police / never see police	6	5%
Quick / effective response to incidents	6	5%
Local community work	6	5%
Kids hanging around - not enough to do	3	3%
Antisocial behaviour still present	3	3%
Difficult for police / limited resources / cant tackle everything	3	3%
Little or no police / council response to incidents	2	2%
No respect or discipline	2	2%
Not aware of any problems / no experience of anti-social behaviour	2	2%
Not strict enough with offenders	2	2%
I feel safe	2	2%
<i>Total respondents</i>	<i>115</i>	<i>100%</i>

As can be seen, some of the comments might suggest the respondent is not entirely happy for example 'no respect / discipline' and 'not strict enough with offenders', however they still agree that the police and local council are dealing with the issues that matter.

For those respondents who neither agreed nor disagreed with the statement, the most common reason behind their answer was 'not aware of any problems / no experience of anti-social behaviour' (24%), followed by 'unreliable or no information given' (14%) and 'do not know what the police and council are doing' (13%). All reasons with two or more responses are shown below.

Table 6.2: Reasons for neither agreeing nor disagreeing that the police and local council seek people's views about the anti-social behaviour and crime issues that matter in your local area?

	count	%
Not aware of any problems / no experience of anti-social behaviour	24	24%
Unreliable or no information given	14	14%
Do not know what Police and council are doing	13	13%
Need more visible police / never see police	11	11%
Safe area / not many problems	9	9%
Antisocial behaviour still present	9	9%
Difficult for police / limited resources / cant tackle everything	5	5%
Little or no police / council response to incidents	3	3%
Evidence of drunken rowdy behaviour	2	2%
Good police presence / see police often	2	2%
Information from local press	2	2%
Not strict enough with offenders	2	2%
Takes too long to achieve result	2	2%
<i>Total respondents</i>	<i>99</i>	<i>100%</i>

The most common reason for respondents disagreeing that the police and local council are dealing with anti-social behaviour and crime issues that matter was ‘need more visible police / never see police’ (30%), followed by ‘little or no police / council response to incidents’ (26%) and ‘anti-social behaviour still present’ (17%). All reasons with more than one response are shown in the following table.

Table 6.3: Reasons for disagreeing that the police and local council seek people’s views about the anti-social behaviour and crime issues that matter in your local area?

	count	%
Need more visible police / never see police	30	30%
little or no police / council response to incidents	26	26%
antisocial behaviour still present	17	17%
evidence of drunken rowdy behaviour	8	8%
Kids hanging around - not enough to do	8	8%
Not strict enough with offenders	6	6%
Unreliable / no information	5	5%
Good police presence	3	3%
No continuity for contact of feedback of a complaint	3	3%
Need more local policing	2	2%
Difficult for police / limited resources / cant tackle everything	2	2%
seen increase in anti-social behaviour incidents	2	2%
Authorities always on the minors side make adults the villains	2	2%
<i>Total respondents</i>	99	100%

6.2 Recommendations for service delivery

- Work to increase residents confidence by;
 - Increasing police presence / awareness of police presence
 - Continue to provide information of success stories and anti ASB / crime initiatives via the local press

7. Parenting

Staffordshire Children’s Trust are committed to making sure local parents have an influence over how and what services are delivered for them and that these services are of the highest quality.

The Panel were asked a series of questions on parenting, the section began with a question asking if respondents were a parent / step-parent / guardian. However the question did not distinguish between being a parent of children aged 19 and under (as the services are aimed at) and a parent of grown up children. This resulted in some confusion amongst respondents with many responses from parents of grown up children. Within the demographic information held on Panel members we know whether or not they have under 18’s living in their household. Throughout the following analysis in addition to the results from all respondents, we have presented the responses of just those members with under 18’s in the household.

Just over a third (36%) of all respondents had no responsibility for a child, being neither a parent, step-parent or guardian. This percentage was understandably much lower when considering just those respondents with under 18’s in their household.

Table 7.1: Are you a parent / step-parent / guardian? (select all that apply)

	All respondents		Respondents with under 18’s in household	
	Count	%	Count	%
A parent	277	63%	147	94%
A step-parent	14	3%	4	3%
A guardian	6	1%	5	3%
None of these	158	36%	9	6%
<i>Total respondents</i>	<i>441</i>	<i>100%</i>	<i>157</i>	<i>100%</i>

A third (33%) of all respondents indicated that their children did not live with them at all, it is likely that the majority of these responses can be attributed to respondents with grown up children. When considering respondents with under 18’s in their household just 1% said their children did not live with them at all.

Table 7.2: How much do your children / step-children live with you?

	All respondents		Respondents with under 18's in household	
	Count	%	Count	%
All the time	165	60%	138	94%
Part of the time	20	7%	7	5%
Not at all	92	33%	2	1%
<i>Total respondents</i>	<i>276</i>	<i>100%</i>	<i>146</i>	<i>100%</i>

Participants were asked how they would prefer to receive information about activities and services for children or families if they requested such information. The most popular method was by post (66% of all respondents 64% of those with under 18's in household)

Table 7.3: How much do your children / step-children live with you?

	All respondents		Respondents with under 18's in household	
	Count	%	Count	%
By post	164	66%	91	64%
By email	53	21%	34	24%
Website	31	12%	15	11%
By text	2	1%	2	1%
<i>Total respondents</i>	<i>250</i>	<i>100%</i>	<i>143</i>	<i>100%</i>

Participants were also asked where they would look for information about local activities and services for families and children.

The top three responses from all respondents were;

- Local free newspaper (76%)
- A leaflet to pick up at school or other place where I take my children (50%)
- Local bought newspaper (46%)

The top three responses from those respondents with under 18's in their household were slightly different;

- Local free newspaper (76%)
- A leaflet to pick up at school, leisure centre or other place I take my children (69%)
- Poster / leaflet on a school notice board (47%).

Table 7.4: Would you look for information about local activities and services for families and children in any of the following ways?

	All respondents		Respondents with under 18's in household	
	Count	%	Count	%
Local free newspaper	203	76%	110	76%
A leaflet to pick up at school, leisure centre or other places where I take my children	133	50%	100	69%
Local bought newspaper	124	46%	58	40%
Poster / leaflet in local shops	116	43%	61	42%
Poster or leaflet on school notice board	98	36%	68	47%
Poster / leaflet in a GPs surgery	95	36%	48	33%
Poster / leaflet in a community / leisure centre	82	31%	45	31%
Not interested in information about local activities and services	8	3%	0	0%
<i>Total respondents</i>	<i>250</i>	<i>100%</i>	<i>143</i>	<i>100%</i>

Staffordshire Children's Trust are interested in hearing the views of parents in Staffordshire to help improve the services provided to families. Participants were asked what types of activities they would like to be involved in.

The top three activities for all respondents were;

- Receiving confidential questionnaires about parenting through the post (48%)
- I am not interested in being involved (36%)
- Receiving confidential online questionnaires about parenting issues (33%)

These differed slightly to the top three activities identified by those respondents with under 18's in their household;

- Receiving confidential questionnaires about parenting through the post (64%)
- Receiving confidential online questionnaires about parenting issues (41%)
- By giving your views to an organisation such as a parenting support group, school PTA or a community group (20%)

Table 7.5: Which of the following would you be interested in being involved with as a parent? (select all that apply)

	All respondents		Respondents with under 18's in household	
	Count	%	Count	%
Receiving confidential questionnaires about parenting through the post	123	48%	91	64%
I am not interested in being involved	92	36%	28	20%
Receiving confidential online questionnaires about parenting issues	83	33%	58	41%
By giving your views to an organisation such as a parenting support group, school PTA or a community group	56	22%	29	20%
Being part of a formal meeting to represent parents' views to the council (through the Children's' Trust)	48	19%	28	20%
Confidential telephone interviews	44	17%	27	19%
Taking part in confidential online forums discussing issues with other parents	44	17%	20	14%
Other	17	7%	5	4%
Total respondents	254	100%	143	100%

Respondents were asked to select from a list, which services they thought would be useful in Staffordshire.

The top three services identified by all respondents were;

- More cost effective childcare during school holidays (81%)
- Drop in advice centres for parents (67%)
- Professionals who would visit homes to provide parenting advice (62%)

The same top three services were identified by those respondents with under 18's in their household, in a slightly different order;

- More cost effective childcare (84%)
- Professionals who would visit homes to provide parenting advice (65%)
- Drop in advice centres for parents (62%).

Table 7.6: Which of the following services do you think would be useful in Staffordshire? (select all that apply)

	All respondents		Respondents with under 18's in household	
	Count	%	Count	%
More cost effective childcare during the summer holidays	216	81%	120	84%
Drop in advice centres for parents	178	67%	88	62%
Professionals who would visit homes to provide parenting advice	166	62%	94	65%
Support for parents dealing with teenagers	120	45%	61	42%
A single website with information for Staffordshire parents all in one place	108	40%	66	46%
None of the above	48	18%	19	13%
Help locally to start or join a parents group run by parents themselves	45	17%	17	12%
Online forums / chat-rooms for parents to talk together	39	15%	20	14%
<i>Total respondents</i>	<i>267</i>	<i>100%</i>	<i>143</i>	<i>100%</i>

Still thinking about these services respondents were asked to identify which one they would like to see more of in Staffordshire. The most popular choice was 'more cost effective childcare during school holidays'

Table 7.7: Which one would you like to see more of in Staffordshire?

	All respondents		Respondents with under 18's in household	
	Count	%	Count	%
More cost effective childcare during the summer holidays	58	23%	40	29%
None of the above	45	18%	19	13%
Drop in advice centres for parents	39	15%	22	16%
A single website with information fro Staffordshire parents all in one place	39	15%	27	19%
Support for parents dealing with teenagers	36	14%	15	11%
Professionals who would visit homes to provide parenting advice	17	7%	9	6%
Help locally to start or join a parents group run by parents themselves	15	6%	6	4%
Online forums / chat rooms for parents to talk together	4	2%	2	2%
<i>Total respondents</i>	<i>252</i>	<i>100%</i>	<i>140</i>	<i>100%</i>

The Children’s Trust are thinking of bringing some services for young people and adults together under one roof in local communities. Participants were asked how useful this would be for them and their family.

When considering all respondents, just under half (48%) feel that bringing services together would be useful for them and their family. When considering just those with under 18’s in their household this is slightly higher with 55% indicating this would be useful.

Table 7.8: We are thinking of bringing some services for young people and adults together under one roof in local communities, how useful would this be for you and your family?

	All respondents		Respondents with under 18’s in household	
	Count	%	Count	%
Very useful	50	19%	24	17%
Quite useful	75	29%	55	38%
Total useful	124	48%	78	55%
Not very useful	29	11%	16	12%
Not at all useful	50	19%	24	17%
Total not useful	79	31%	40	28%
Don’t know	54	21%	24	17%
<i>Total respondents</i>	<i>257</i>	<i>100%</i>	<i>142</i>	<i>100%</i>

Thinking about combining services in a local venue respondents were asked which services they would like to see brought together.

When considering all respondents, the top three services identified were;

- Youth workers (44%)
- Connexions (career and education advice for young people) (44%)
- Community police officers (39%)

The same top three services were identified by those respondents with under 18’s in their household;

- Youth workers (44%)
- Connexions (career and education advice for young people) (43%)
- Community police officers (38%)

Table 7.9: We are thinking of bringing some services for young people and adults together under one roof in local communities, how useful would this be for you and your family?

	All respondents		Respondents with under 18's in household	
	Count	%	Count	%
Youth workers	114	44%	62	44%
Connexions (career and education advice for young people)	113	44%	60	43%
Community police officers	100	39%	53	38%
Health visitors	97	38%	49	35%
Educational welfare officer	95	37%	53	35%
Behaviour support teachers	91	35%	49	35%
Educational psychologists	81	32%	49	35%
School; nurses	70	27%	44	32%
Children's social workers	69	27%	42	30%
Child and adolescent mental health services	60	23%	41	30%
None of these	52	20%	30	21%
Midwives	34	13%	16	12%
<i>Total respondents</i>	<i>257</i>	<i>100%</i>	<i>142</i>	<i>100%</i>

Participants were also given the opportunity in an open response to suggest what one thing could be done to improve services for parents in Staffordshire. The most popular response was a need for more information on what support and services were available. Other responses included greater provision of childcare at a better cost, and more activities for young people, particularly during the school holidays.

A list of all recommendations with more than one response are shown in the following table.

Table 7.10: What one thing could we do to improve services for parents in Staffordshire?

	All respondents		Respondents with under 18's in household	
	Count	%	Count	%
More information about what support / services are available	21	15%	14	26%
Help line / advice centres	17	12%	3	6%
Cheaper / more facilities for use during school holidays	10	7%	2	4%
Cheaper / more flexible childcare	9	6%	5	9%
Encourage parental responsibility for child	8	6%	1	2%
Better youth club provision	8	6%	2	4%
More activities for young people	7	5%	5	9%
One single contact point	5	4%	5	9%
cheaper / More family activities / venues	4	3%	2	4%
Teach respect	3	2%	0	0%
mediated discussions to resolve problems	3	2%	0	0%
More support for young / single parents	3	2%	1	2%
More police on the beat /effective local policing	3	2%	0	0%
Allow them to discipline their children	2	1%	0	0%
More contact with community police officers	2	1%	0	0%
Provide same facilities in all areas	2	1%	1	2%
Free travel card for all young people / financial support fro travel costs	2	1%	1	2%
Less state involvement	2	1%	0	0%
Secure activities	2	1%	2	4%
Total respondents	140	100%	53	100%

7.2 Recommendations for service delivery

- Provide information about activities /services for children and families in local free newspapers.
- When engaging with parents use postal questionnaires where appropriate.
- Work to support more cost effective childcare within the county, particularly during school holidays.

Q4 What would encourage you to visit museums or galleries in Staffordshire more often? (Please cross all that apply)

Special offers Improved transport to venues.....
 More information about the venues / what's on Wider range of exhibitions / events
 Other, please state Nothing.....

Q5 How many times have you been involved in arts activities in the past 12 months? This could include either as a member of an audience at a performance or by taking part in activities. (Please cross one box only)

None Go to Q6 2 Go to Q7 4 Go to Q7
 1 Go to Q6 3 Go to Q7 5 or more .. Go to Q7

Q6 If you have not been involved in any arts activities during the past 12 months please tell us the reasons why? (Please cross all that apply)

Not interested..... Transport problems.....
 Too expensive..... Not aware of any activities.....
 Other, please state

Now please go to Q8

Q7 If you have been involved in arts activities during the past 12 months, either as a spectator or participant, please tell us which arts activities you have been involved in? (Please cross all that apply)

Theatre Carnival / festival Art activity / workshop.....
 Art exhibition..... Visual arts and crafts Live music
 Music..... Dance.....
 Other, please state

Q8 What would encourage you to be involved in arts activities more often? (Please cross all that apply)

Special offers / cheaper prices..... More local activities.....
 More information about activities Wider range of activities.....
 Improved transport to venues Nothing.....
 Other, please state

Staffordshire Arts and Museum Service provides a number of online resources such as: **Past Track** www.stafispasttrack.org.uk - an archive of photographs, documents, audio and film clips covering Staffordshire's history; **Gateway to the Past** www.museums.staffordshire.gov.uk - the Online Catalogue of the Staffordshire and Stoke on Trent Archive Service, the William Salt Library and the Staffordshire Arts and Museums Service; **SMART** www.smartmuseums.org.uk - a resource for teachers providing details of Staffordshire museums; **Creative Remedies** www.creative-remedies.org.uk - An Arts & Health website for health professionals, arts development organisations and artists across Staffordshire and the West Midlands.

Q9 Have you used any of the Arts & Museum Service online services, e.g. PastTrack, Gateway to the Past, SMART or Creative Remedies? (Please cross one box only)

Yes..... Go to Q10 No Go to Q11



Your Staffordshire, Your Say Summer 2009

Please read the following instructions carefully before completing the questionnaire:

- Please print text clearly using a dark blue/black pen
- Please put a cross in the box where a choice is required
- If you have any questions please contact Wendy Bailey on 01785 854267

Part 1 - Arts and Museums

Staffordshire Arts and Museum Service aims to provide and support enjoyable opportunities for people to get involved in arts and museum activities. The service works in partnership with other museums and arts organisations across Staffordshire.

Q1 How many times have you visited a museum or gallery in Staffordshire during the past 12 months? (Please cross one box only)

None Go to Q2 2 Go to Q3 4 Go to Q3
 1 Go to Q2 3 Go to Q3 5 or more .. Go to Q3

Q2 If you have not visited a museum or gallery in Staffordshire within the last 12 months please tell us the reasons why? (Please cross all that apply)

Too expensive..... Transport problems.....
 Not interested..... Not aware of any.....
 Other, please state

Now please go to Q4

Q3 If you have visited a museum or gallery in Staffordshire within the last 12 months please tell us the reason for your visit? (Please cross all that apply)

Day out Just passing.....
 Research/education..... Using shop / cafe.....
 Other, please state

Staffordshire
County Council

www.staffordshire.gov.uk

Q10 If you have used any of the Arts and Museum online services please tell us your reasons for using these? (Please cross all that apply)

Personal interest Research
 Family history Purchasing copies of photographs
 Local history Work purposes
 Education
 Other, please state

Now please go to Part 2

Q11 If you have not used any of the Arts & Museum online services please tell us why? (Please cross all that apply)

Not aware of online services Do not have internet access
 Not interested Do not know how to access them
 Other, please state

Part 2 - Votes are power

One of the most important and effective ways of making your voice heard is by using your vote. The percentage of people in Staffordshire who voted in the 2004 county council election was just 61%, meaning that over 300,000 of you did not have your say about who should represent your interests when the county council makes decisions about your public services. This year county council and European elections took place on 4th June, and in the run up to the elections the county council carried out an advertising campaign to encourage residents to use their vote.



Q12 Have you seen this image before?

Yes No

Q13 Prior to this survey were you aware that there was a county council election on 4th June? (Please cross one box only)

Yes Go to Q14 No Go to Part 3

Q14 The county council carried out an advertising campaign to encourage residents to use their vote, did you hear about the election in any of the following ways? (Please cross all that apply)

County council website Word of mouth Leaflet
 Other website Radio Your Staffordshire residents magazine
 Newspaper Posters
 Other, please state

Q15 Did you vote in the county council and European elections on 4th June? (Please cross one box only)

Yes Go to Q16 No Go to Q17

Q16 Did the advertising campaign prompt you to vote in the county council and European elections on 4th June? (Please cross one box only)

Yes, the advertising prompted me to vote
 No, I did vote but was not prompted to do so by any advertising

Q17 If you did not vote please tell us why? (Please cross all that apply)

Too busy I was away on holiday
 Not interested / felt vote would not make a difference Forgot to vote (or send in postal vote)
 Illness or disability (own or family) Transport problems
 Did not like candidates or campaign issues Inconvenient polling place / hours or queues too long
 Bad weather
 Other, please state

Part 3 - Social Care and Health

Staffordshire County Council and partners are committed to improving services and as part of this commitment has developed the 'Changing Lives' programme which aims to improve services for older people (aged 50+) and people with disabilities. The Changing Lives vision is to help people to live an independent life in their community.

Q18 From the list below what do you think are the three most important issues in providing care and support for older adults and adults with disabilities? (Please cross up to three boxes in each column)

	Older adults (aged 50+)	Adults with disabilities
The care provided is assessed as good quality	<input type="checkbox"/>	<input type="checkbox"/>
People contribute what they can afford to the costs of their care	<input type="checkbox"/>	<input type="checkbox"/>
People have a lot of options about the kinds of care and support they can have	<input type="checkbox"/>	<input type="checkbox"/>
No-one pays for any of their care, no matter what their income	<input type="checkbox"/>	<input type="checkbox"/>
Care and support is provided by the local authority	<input type="checkbox"/>	<input type="checkbox"/>
It is easy for people to get information about the services and support available locally	<input type="checkbox"/>	<input type="checkbox"/>
People who need care and support are involved in planning the services they want	<input type="checkbox"/>	<input type="checkbox"/>
The right services and support are put in place to help people	<input type="checkbox"/>	<input type="checkbox"/>
Once a need is identified, care and support is quickly put in place	<input type="checkbox"/>	<input type="checkbox"/>
People know at an early stage how much their care will cost	<input type="checkbox"/>	<input type="checkbox"/>

Q19 Have you or a member of your family needed to use a social care service during the last 12 months? This might be a residential care home, a day care centre, or a home care service either run by the council or a private company. (Please cross one box only)

Yes Go to Q20 No Go to Q24

Q20 If you or a member of your family has needed to use a care service during the last 12 months, how satisfied or dissatisfied were you with the quality of the service? (Please cross one box only)

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

Part 4 - Community Safety

It is the responsibility of the police and local council, working in partnership, to deal with anti-social behaviour and crime in your local area.

Q27 How much would you agree or disagree that the police and local council seek people's views about the anti-social behaviour and crime issues that matter in this area? (Please cross one box only)

Strongly agree Neither agree nor disagree Tend to disagree
Tend to agree Strongly disagree

Q28 How much would you agree or disagree that the police and local council are dealing with the anti-social behaviour and crime issues that matter in this area? (Please cross one box only)

Strongly agree Neither agree nor disagree Tend to disagree
Tend to agree Strongly disagree

Q29 Please tell us the reason for your answer to Q28?

Part 5 - Parenting

Parents and the home environment are one of the biggest influences over children and young people - so the more help, advice, support and information they have the more they are able to meet their children's needs. Staffordshire Children's Trust are committed to making sure local parents have an influence over how and what services are delivered for them and that these services are of the highest quality.

Q30 Are you...? (please cross all that apply)

A parent Go to Q31 A guardian Go to Q31
A step-parent Go to Q31 None of these Go to Part 6

Q31 Do your children / step children live with you...? (Please cross one box only)

All the time Part of the time Not at all

Q32 If you requested information about activities or services in your local area for your family or for your children, how would you prefer to receive this information? (Please cross one box only)

By email By text
Website By post
Other, please state

Q33 Would you look for information about local activities and services for families and children in any of the following ways? (Please cross all that apply)

Local free newspaper Poster/leaflet on a school noticeboard
Local bought newspaper A leaflet to pick up at school, leisure centre or other places where I take my children
Poster/leaflet in local shops Not interested in information about local activities and services
Poster/leaflet in a GPs surgery
Poster/leaflet in a community/leisure centre

Q21 If you were dissatisfied with the quality of the care service what did you do? (please cross all that apply)

Raised concerns direct to the service provider
Raised concerns with the council e.g to a social worker or complaints officer
I did not raise any concerns
Other, please state

Q22 Did you feel you had a choice in where and how the care was provided? (Please cross one box only)

Yes No

Q23 Prior to receiving the care service, did you receive information about it in any of the following ways? (Please cross all that apply)

Information from a voluntary organisation Information from the service provider
Information from a GP / Health professional Information from the county council website
Information from a social worker Did not receive any information
Information from another website, please tell us which one
Other, please state

Q24 What would be your preferred method of receiving information about care services? (Please cross one box only)

Website Leaflets Face to face
Other, please state

The Joint Commissioning Unit is a partnership between Staffordshire County Council, South Staffordshire PCT and NHS North Staffordshire to provide a partnership approach to commissioning of services for all three organisations to meet future care and support needs. They are developing ways of involving people so they can have their voice heard with regard to service developments. As part of this they would like to offer Panel members the opportunity to be on mailing lists of interest which will be shared between the three partner organisations. All personal data will be held in the strictest of confidence by the Joint Commissioning Unit and will only be shared between the three organisations working together to improve these services.

Q25 Are you over 50, or a carer of somebody who is over the age of 50? Joining the mailing list for the Older People's Partnership Board means we will be able to contact you about being involved in events and consultations that are directly linked to developing services for older people. If you would like to join this mailing list please cross the box.

Q26 Do you have or are you a carer for somebody who has a physical disability or is hard of hearing, partially sighted or blind? Joining the mailing list for our User Voice Group, directly linked into the Physical Disability & Sensory Impairment Partnership Board, means we will be able to contact you about being involved in events and consultations that are directly linked to developing services for these people. If you would like to join this mailing list please cross the box

Q39 What one thing could we do to improve services for parents in Staffordshire?

Part 6 - Any Further Comments

Q40 If you have any further comments you would like to share please use the box below

Part 7 - Email Questionnaires

Q41 Staffordshire County Council is committed to tackling climate change, as part of this commitment the People's Panel make questionnaires available through the internet via a link sent to your email address. If you would like to receive future questionnaires via email instead of post, please clearly write your email address in the box below.

Part 8 - Prize Draw

Q42 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 **Monday 20th July 2009**. 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

Staffordshire Children's Trust are interested in hearing the views of parents in Staffordshire to help improve the services provided to families. If you would like more information on getting involved as a parent in Staffordshire please visit the Children's Trust website www.staffordshirechildrenstrust.org.uk or contact Charlotte Bailey Staffordshire's Commissioner for parents on 01785 355751.

Q34 We would like to know what types of activities parents would be interested in being involved with as a parent? (Please cross all that apply)

- Being part of a formal meeting to represent parents' views to the council (through The Children's Trust)
- Receiving confidential online questionnaires about parenting issues
- Taking part in confidential online forums discussing issues with other parents
- Receiving confidential questionnaires about parenting through the post
- Confidential telephone interviews
- By giving your views to an organisation such as a parenting support group, school PTA or a community group
- I am not interested in being involved
- Other, please state

Q35 Thinking about your own family which of the following services do you think would be useful in Staffordshire? (Please cross all that apply)

- A) Support for parents dealing with teenagers
- B) Online forums/chat-rooms for parents to talk together
- C) A single website with information for Staffordshire parents all in one place
- D) Drop in advice centres for parents
- E) More cost effective childcare during school holidays
- F) Professionals who would visit homes to provide parenting advice
- G) Help locally to start or join a parents group run by parents themselves
- H) None of the above

Q36 Still thinking about the services in Q35, which ONE would you most like to see more of in Staffordshire? (Please cross one box only)

- A... B... C... D... E... F... G... H...

Q37 We are thinking of bringing some services for young people and adults together under one roof in local communities. How useful would this be for you and your family?

- Very useful Quite useful Not at all useful Don't know

Q38 Thinking about your own family, which of the following services would you like to see brought together in a local venue? (Please cross all that apply)

- Educational welfare officers
- Educational psychologists
- Behaviour support teachers
- Youth workers
- Connexions (career and education advice for young people)
- Health visitors
- Midwives
- School nurses
- Community Police Officers
- Child and adolescent mental health services
- Children's social workers
- None of these

Appendix 2 - Definition of Acorn Categories

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.

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