STAFFORDSHIRE PEOPLE'S PANEL

SUMMER 2010 SURVEY REPORT

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

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1.1 Introduction

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

1.2 Methodology

During May 2010 all Panel members received a self-completion survey, either by post with a covering letter and pre-paid return envelope or via email. A total of 415 completed questionnaires were received by the final cut-off date and this represents a response rate of 53%. The data has been weighted to ensure it is representative of Staffordshire's population in terms of age, gender and district area.

1.3 Your Economy

Top priorities to help develop the Staffordshire economy were developing the skills of local people and encouraging training (21.5%) and supporting existing businesses (19.3%) and the top two industries that Staffordshire should be promoting are health and social care (24.2%) and environmental technologies (22.9%).

Looking back over the last twelve months 52.9% felt that their finances had got worse, 30.2% felt that they had stayed about the same and 16.7% said that they had improved.

38.2% felt that their finances would stay about the same over the next 12 months, 36.1% felt they would get worse and 17.7% felt they would get better.

Recommendations for service delivery

- Support developing skills of local people and encourage training. Also support existing businesses.
- Promote health and social care as well as environmental technologies.

1.4 Greenhouse gas emissions

61.4% were aware of targets for CO_2 reduction, with most finding out their information about CO_2 from newspapers (52.4%) or TV advertising (42.5%). Respondents were most likely to purchase energy efficient goods (70.9%) or install home insulation (49.3%) to help meet targets for CO_2 reduction.

Recommendations for service delivery

- Publicise targets, information and schemes through popular methods including newspapers and TV advertising and use these methods to encourage take up of schemes which aim to meet CO2 targets for reduction. Recognise that different groups of people will prefer to access information through different sources and use the most suitable methods for the intended audience.

1.5 Staffordshire Tourism

Just over a third of respondents were aware of 'The Taste of Staffordshire' (36.2%) and around one quarter were aware of each of the following; the 'Out and About' newspaper (27.4%), the 'Enjoy Card' (27.0%) and 'Destination Staffordshire' (24.1%).

Recommendations for service delivery

- Further promotion of Destination Staffordshire in particular as well as promotion of the services that it provides would be beneficial. Understand that awareness of Destination Staffordshire and the services that it provides varies by age group and target awareness raising initiatives to the most appropriate groups.

1.6 Countryside Access

65.5% of respondents had visited country parks, open spaces or greenways across Staffordshire during the last 12 months.

Cannock Chase had been visited the most over the last 12 months with 207 respondents saying they had visited it at some point during the last year. Cannock Chase was also rated highest by users with 86.4% saying that it was either 'very good' or 'good'. However, the vast majority of respondents visited all parks, including Cannock Chase, less than once a month.

66 respondents had used a county council leaflet to help them plan a trip to the countryside and the ones used the most were 'Discover Cannock Chase' (49.0%) and the 'Cannock Chase Map' leaflet (44.0%). In addition, two of the countryside trails and established routes for walking were popular with Panel members and these were the Staffordshire Way (49.0%) and Milford Common Trails (44.6%).

Recommendations for service delivery

- To encourage further use of country parks, open spaces and greenways consider further advertising e.g. in 'Your Staffordshire', Millets or Tourist Information offices and advertise all sites at each location. Ensure information includes wheelchair friendly locations and consider improvements to locations were usage numbers or user ratings are lower.

1.7 Social Care Services

Nearly half of all respondents (46.1%) would prefer personalised care services to be developed via care services in the community with more flexible services such as those with longer opening hours also being popular with over a third of respondents (37.6%).

The one area that respondents would most like to be able to spend their own personal budget was on assistance with domestic tasks such as cleaning and gardening (27.5%). In addition, home care services were supported by (22.2%). Respondents would prefer to have a personal budget paid directly into their bank account (79.2%) and in terms of finding out more about personalised care services in the future, direct contact with the council (49.6%) and 'Your Staffordshire' residents magazine (43.1%) were the most popular choices.

Recommendations for service delivery

- Develop more care services in the community as well as more flexible care services. Ensure provision is available to help with domestic tasks such as cleaning and gardening as well as for home care services. Personal budgets in the main should be managed through direct payment into individuals bank accounts.

1.8 Services for Families

In total, 89 respondents were a parent / step parent of a child 0-18 years or a child 0-25 years with a disability and the services that these respondents would most like easier access to are health services such as GP's (76.0%) and leisure services (75.3%). Nearly two thirds of respondents who were parents / step parents felt that they would find it useful to be able to access a number of key services in the same location (60.9%) and the most popular location for these to be sited were local community centres (47.8%).

Recommendations for service delivery

- Provide easier access to health and leisure services and consider locating services for families in local community centres.

2. INTRODUCTION

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

3. METHODOLOGY

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

- The Economy
- Greenhouse gases
- Tourism
- Countryside access
- Social care services
- Services for families

A prize draw was used to encourage Panel members to respond and a total of 415 completed questionnaires were received by the final cut-off date, representing a response rate of 53%.

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 3.1: Demographic Profile of Respondents.

Gender	Unweighted		Weighted	
	Number	%	Number	%
Male	203	49%	179	43%
Female	212	51%	236	57%
Total	415	100%	415	100%

Age	Unweighted		Weighted	
	Number	%	Number	%
18-34	20	5%	54	13%
35-44	60	14%	78	19%
45-54	78	19%	88	21%
55-64	111	27%	85	21%
65+	146	35%	110	26%
Total	415	100%	415	100%

District	Unweighted		Weighted	
	Number	%	Number	%
Cannock Chase	55	13%	46	11%
East Staffordshire	47	11%	53	13%
Lichfield	56	13%	53	13%
Newcastle	47	11%	59	14%
South Staffordshire	53	13%	55	13%
Stafford	61	15%	63	15%
Staffordshire Moorlands	52	13%	50	12%
Tamworth	44	11%	37	9%
Total	415	100%	415	100%

Ethnicity	Unweighted	
	Number	%
White	407	98.1%
BME	8	1.9%
Total	415	100%

4. YOUR ECONOMY

4.1 What are your top two priorities to help develop the Staffordshire economy?

The top two priorities for developing the Staffordshire economy were developing the skills of local people and encouraging training (21.5%) and supporting existing businesses (19.3%). Planning for suitable sites and premises was the least important priority for Panel members (2.4%).

Table 4.1: Priorities for developing the Staffordshire economy (%).

	% response
Developing the skills of local people and encouraging training	21.5
Support for existing businesses	19.3
Support for new businesses	14.6
Tackling the effects of the recession	12.3
Promoting buying locally & business to business interaction	11.2
Encouraging and targeting new investment	10.8
Supporting those who are out of work	7.9
Planning for suitable sites and premises	2.4

Respondents were also asked to identify their own priorities for the Staffordshire economy and their suggestions included supporting "*new healthcare technology companies*", "*lowering business rates for small businesses, especially those in the retail sector*", focusing on the "*green and sustainable industries and agriculture*", "*encouraging businesses to relocate from expensive cities*" and "*supporting the voluntary sector*".

4.2 What are the top two industries that Staffordshire should be promoting?

The top two industries that Staffordshire should be promoting are health and social care (24.2%) and environmental technologies (22.9%). Media technologies was the industry that fewest Panel members felt should be supported (4.3%).

Table 4.2: Top industries to promote in Staffordshire (%).

	% response
Health and social care	24.2
Environmental technologies	22.9
Tourism and leisure	21.2
Medical technologies	13.8
Business, Professional and Financial services	13.5
Media technologies	4.3

Panel members were asked to identify 'other' industries that Staffordshire should be promoting and suggestions included "*manufacturing*" (29 responses) and "*engineering*" (six responses). One respondent also suggested promoting each of the below; "*local sustainable agriculture*", "*pottery*", "*transport*", "*the service sector*", "*healthcare and technology industries*", "*farming*", "*local businesses*", "*sport*", "*public transport*", "*hi-technology industries*", "*ceramics*", "*retail*" and "*IT*". One further respondent emphasised the need to "*keep the industry base diverse*".

4.3 Looking back over the last 12 months have your personal finances improved, stayed the same, or got worse?

Looking back over the last twelve months 52.9% felt that their finances had got worse, 30.2% felt that they had stayed about the same and 16.7% said that they had improved. More Panel members felt that their finances had improved a little in the 2010 survey when compared to the 2009 survey results.

Table 4.3: Personal finances over the last 12 months (%).

	2010	2009
Improved a lot	2.2	3.1
Improved a little	14.6	8.0
Stayed about the same	30.2	29.6
Got a bit worse	32.8	33.7
Got a lot worse	20.1	24.8
Don't know	0.1	0.9

4.4 Looking forward over the next 12 months do you think that your personal finances will improve, stay the same or get worse?

Looking forward over the next 12 months, 38.2% felt that their finances would stay about the same, 36.1% felt they would get worse and 17.7% felt they would get better. 8.0% didn't know what would happen to their finances over the coming 12 months. More respondents felt that their personal finances would improve a little or stay the same over the next 12 months in the 2010 survey when compared with the 2009 survey results.

Table 4.4: Personal finances over the next 12 months (%).

	2010	2009
Improve a lot	1.5	0.9
Improve a little	16.2	12.1
Stay about the same	38.2	31.9
Get a bit worse	26.0	29.3
Get a lot worse	10.1	19.2
Don't know	8.0	6.5

4.5 Comments about the local economy and personal finances.

"*Pay freezes*", "*an increase in the cost of living*" and "*a lack of interest on savings*" mean that personally 70 respondents said they were "*financially worse off*". They also felt that "*tax rises*" would worsen this.

17 respondents said that "*the local economy is still declining*" and there is "*a need to support it".* In particular encouraging "*buying locally*" as well as "*sorting out the road system and parking in Stafford*", "*reducing the cost of parking in Lichfield*" and "*investing in Rugeley*" were all provided as suggestions to help improve the local economy.

A further 13 respondents strongly felt that there was a need to "*diversify the economy*" and to invest more in "*manufacturing, environmental technologies and apprenticeships*". Respondents also felt that "*a joined up area approach which supported the diversification of the economy"* was also important.

Concerns were raised by 11 respondents who said that their "*income had already reduced"* or felt that it would "*reduce significantly in the near future*".

In total, eight respondents also felt that there were "*too many empty shops*" or "*too many charity shops*" in the town centres.

The need for "*better value for money in council services*" and for "*money to be spent wisely*" was an issue that seven respondents commented on. In terms of providing value for money and spending wisely, one respondent commented that "*South Staffordshire is very good"* in this area already, another suggested not spending money on "*consultants"* and a further said to use "*email instead of post*".

"*The pressures on small businesses are great*" and six respondents were concerned about this. One felt that there was "*little support for small businesses from the SMDC*" and one respondent was personally unable to "*take on any major projects at the moment*".

A further six respondents also commented that their finances had either remained "*stable*" or "*improved*" over the last twelve months.

5. GREENHOUSE GASES

5.1 How far would you agree that you were aware of the governments targets for reducing CO2 emissions?

Nearly two thirds (61.4%) agreed that they were aware of the governments targets for reducing CO2 emissions, 25.4% neither agreed nor disagreed and 13.2% disagreed and said that they were unaware of the governments targets for the reduction of CO2.

5.2 Where do you find out information about CO2 emissions?

Table 5.1: Where respondents find out information about CO2 emissions (%).

Method of finding out information	Count	(%)
Through newspapers	212	52.4
Through TV advertising e.g. The Carbon Trust	172	42.5
Through the internet	113	27.9
I don't find out information about CO2	69	17.0
From central government	55	13.5
From the Department of Energy and Climate Change	47	11.5
From elected councillors	8	2.1

The younger age groups (18-44) were most likely to find out information through TV advertising, and the older age groups (45+) were most likely to find out information through newspapers.

Table 5.2: Where respondents find out information about CO2 emissions by age group (%).

Age	First	Second	Third
18-34	Through TV advertising (53.5)	Through the internet (38.7)	Through newspapers (31.4)
35-44	Through TV advertising (41.2)	Through newspapers (37.3)	Through the Internet (33.4)
45-54	Through newspapers (50.0)	Through TV advertising (36.4)	Through the Internet (31.8)
55-64	Through newspapers 58.5)	Through TV advertising (37.5)	Through the Internet (25.8)
65+	Through newspapers (65.7)	Through TV advertising (42.9)	Through the Internet (13.7)

Those who were 'Comfortably Off' (54.1%), 'Wealthy Achievers' (53.1%) and those of 'Moderate Means' (43.3%) preferred to find out information about CO2 emissions through newspapers whilst those in the 'Urban Prosperity' category preferred to find out information about CO2 emissions through the internet (63.8%) and those who were hard pressed preferred TV advertising (50.0%)

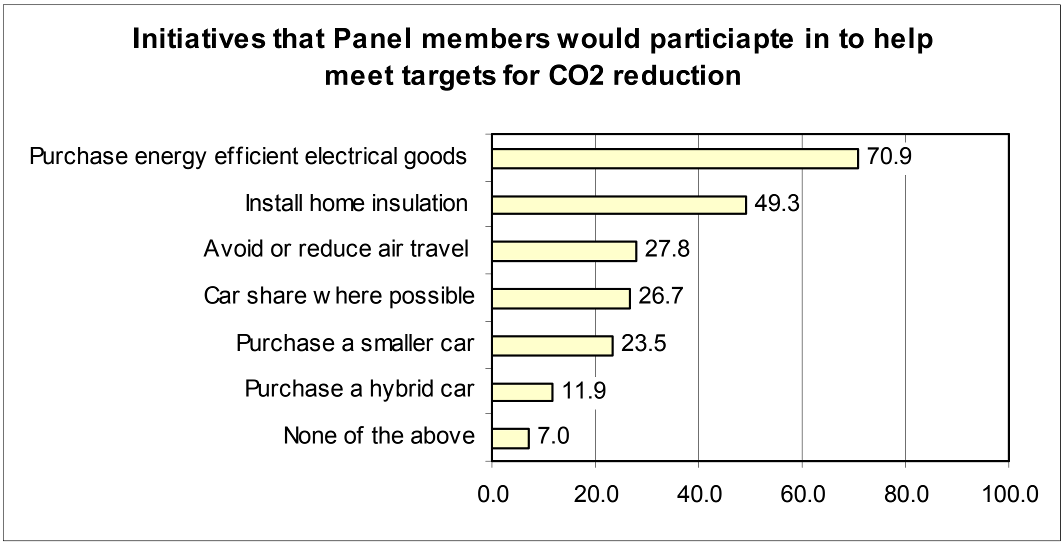
Table 5.3: Where respondents find out information about CO2 emissions by Acorn category (%)*.

Acorn Category	First	Second	Third
Wealthy achievers	Through newspapers (53.1)	Through TV advertising (36.3)	Through the Internet (27.6)
Urban prosperity	Through the Internet (63.8)	Through TV advertising (35.5) Through newspapers (35.5)	Dept of energy (7.1) I don't find out information (7.1)
Comfortably off	Through newspapers (54.1)	Through TV advertising (41.3)	Through the Internet (24.2)
Moderate Means	Through newspapers (43.3)	Through TV advertising (40.9)	From central government (24.1)
Hard Pressed	Through TV advertising (50.0)	Through newspapers (45.7)	Through the Internet (27.1)

5.3 Which initiatives would you participate in to help meet targets for CO2 reduction?

Purchasing energy efficient electrical goods was the one initiative that Panel members supported the most and 70.9% said that they would purchase these to help meet targets for CO2 reduction. Half of all respondents (49.3%) also said they would consider installing home insulation to help meet CO2 targets for reduction.

Figure 5.4: Initiatives to help meet targets for CO2 reduction (%).



*Please see Appendix 2 for detailed information about Acorn Categories

By age group, purchasing energy efficient electrical goods was consistently the most popular initiative to help meet targets for CO2 reduction and installing home insulation was still the second most popular initiative with all age groups. In third place, the younger age groups (18-44) would be more likely to car share, the 45-54 years olds were most likely to purchase a smaller car and the oldest age groups (55+) would be most likely to avoid or reduce air travel to help meet targets for CO2 reduction.

Figure 5.5: Initiatives to help meet targets for CO2 reduction by age (%).

Age	First	Second	Third
18-34	Purchase energy efficient goods (68.3)	Install home insulation (36.9)	Car share where possible (27.7)
35-44	Purchase energy efficient goods (79.8)	Install home insulation (51.5)	Car share where possible (29.6)
45-54	Purchase energy efficient goods (71.6)	Install home insulation (53.4)	Purchase a smaller car (37.5)
55-64	Purchase energy efficient goods (72.6)	Install home insulation (49.2)	Avoid or reduce air travel (38.6)
65+	Purchase energy efficient goods (57.5)	Install home insulation (44.7)	Avoid or reduce air travel (30.1)

Purchasing energy efficient electrical goods was the most popular option with respondents in all Acorn categories and installing home insulation was the second most popular option amongst all with the exception of those in the urban prosperity category whose second preference was car sharing.

Answers were varied in relation to the third most popular initiative that Panel members would participate in to help meet targets for CO2 reduction. Those who were either 'Comfortably Off' (35.6%) or of 'Moderate Means' (31.3%) would avoid or reduce air travel 'Wealthy Achievers', who have more disposable income, would invest in a smaller car (29.6%), those in the 'Urban Prosperity' category would install home insulation (28.4%), and those who were 'Hard Pressed' would save money and help to meet CO2 targets by car sharing where possible (27.1%).

Figure 5.6: Initiatives to help meet targets for CO2 reduction by Acorn category (%)*

Acorn Category	First	Second	Third
Wealthy achievers	Purchase energy efficient goods (76.6)	Install home insulation (54.4)	Purchase a smaller car (29.6)
Urban prosperity	Purchase energy efficient goods (85.1)	Car share where possible (42.6)	Install home insulation (28.4)
Comfortably off	Purchase energy efficient goods (61.2)	Install home insulation (52.7)	Avoid or reduce air travel (35.6)
Moderate Means	Purchase energy efficient goods (62.6)	Install home insulation (40.9)	Avoid or reduce air travel (31.3)
Hard Pressed	Purchase energy efficient goods (68.6)	Install home insulation (34.3)	Car share where possible (27.1)

*Please see Appendix 2 for detailed information about Acorn Categories

5.4 Comments about CO_2 emissions.

Government needs to "*do more*" and "*lead by example*" and "*encourage other people to do more themselves"* and support this through "*grants and improvements*" e.g. to public transport with more emphasis on "*business reducing their consumption being vital*" (39 responses).

In particular each of the below examples were suggested by above respondents; provide help to "*improve double glazing and solar panels*", provide "*better public transport and transport links*" and ensure "*more transportation of goods by rail*", ensure "*the reduction in excessive travel by government ministers and the royal family"*, develop "*green technologies and ensure these are supported at the planning application stage*", encourage more "*web based meetings*" and "*locally based working*", invest in "*composting plants at the local level*", implement "*minimum requirements for home energy efficiency*", let "*over 60's use public transport before 9.30 for a small fee*", "*don't cut down trees"* or "*plant more trees*" and provide "*clearer information and education*".

16 respondents said that they "*already do all that they can*" e.g. they had "*sold their car*", "*bought a smaller car*", "*installed insulation*" or tried to "*minimise new purchases*" and buy "*energy efficient ones*".

A further 16 respondents didn't really believe that CO_2 emissions were the most pressing problem as "*climate change has been occurring for years*". They felt that "*over population and the economy"* are actually "*bigger problems*". Additionally it was felt by 10 respondents that our efforts will have "*little effect when compared to countries such as China".*

More "*local initiatives should be encouraged*" and "*more produce should be produced locally*" for example in relation to "*food*" to "*help reduce imports*" (9 respondents). These respondents also felt that "*advertising schemes could be improved*", "*local buildings could be made greener*" and that "*walking and cycling routes to schools*" could be improved.

A further eight respondents questioned "*whether it was a problem or whether it was a way of raising taxes"* and an additional two felt that people will "*only change when it hurts them financially not to do so".* For example one respondent felt that "*the number of car journeys will reduce as the price of petrol increases*".

6. STAFFORDSHIRE TOURISM

6.1 Please indicate your level of awareness in relation to 'Destination Staffordshire' and the services that it provides.

Awareness was highest in relation to the 'Taste of Staffordshire' with just over one third of respondents (36.2%) saying that they knew about this. Respondents were least aware of 'Destination Staffordshire'.

Table 6.1: Awareness of 'Destination Staffordshire' and the services that it provides (%).

	% Aware	% Unaware	% Don't Know
Taste of Staffordshire	36.2	56.2	7.6
Out and About newspaper	27.4	63.9	8.7
The Enjoy card	27.0	60.7	12.4
Destination Staffordshire	24.1	65.6	10.3

Awareness of the 'Enjoy Card' was highest amongst the 18-34 year olds (41.5%) whilst awareness of the 'Taste of Staffordshire' was highest for all respondents who were 35 or above. More 65+ year olds were aware of 'Destination Staffordshire' than any other age group.

Table 6.2: Awareness of Destination Staffordshire and the services that it provides by age (%).

	18-34	35-44	45-54	55-64	65+
Taste of Staffordshire	40.7	29.9	37.6	32.5	39.8
Out and About newspaper	28.3	19.5	27.3	27.4	33.3
The Enjoy card	41.5	21.1	23.3	29.3	25.0
Destination Staffordshire	18.2	19.7	26.4	21.7	30.2

Table 6.3: Awareness of 'Destination Staffordshire' and the services that it provides by district (%).

District	Destination Staffordshire	Taste of Staffordshire	Out and About newspaper	The Enjoy Card
Cannock Chase	21.4	26.8	25.6	34.9
East Staffordshire	11.5	32.0	34.0	13.5
Lichfield	27.5	35.3	28.0	17.6
Newcastle	26.4	27.8	30.4	34.6
South Staffordshire	21.6	34.6	25.0	25.0
Stafford	30.6	46.8	19.0	36.5
Staffordshire Moorlands	30.0	50.0	30.0	17.6
Tamworth	23.5	29.4	25.7	38.2
Total	**24.1**	**36.2**	**27.4**	**27.0**

Awareness of 'Destination Staffordshire' was highest in Stafford (30.6%) followed by the Staffordshire Moorlands (30.0%) and lowest in East Staffordshire (11.5%) whilst the 'Taste of Staffordshire' was known about by half of the respondents from the Moorlands (50.0%) and least well known about by those living in Cannock Chase (26.8%). Awareness of the 'Out and About' newspaper was highest in East Staffordshire (34.0%) and lowest in Stafford where just 19% were aware of it and with the 'Enjoy Card', awareness was highest in Tamworth (38.2%) and lowest in East Staffordshire where just 13.5% were aware of it.

7. COUNTRYSIDE ACCESS

7.1 Have you visited country parks, open spaces or greenways across Staffordshire during the last 12 months?

65.5% of respondents had visited a country park, open space or greenway across Staffordshire during the last 12 months and the overall visitor number and frequency of visit are shown below. Cannock Chase Country Park was by far the most frequently visited site with 77.0% of those who had visited country parks, open spaces and greenways in the last 12 months having gone there. More respondents visited Cannock once a month or more frequently (36.1%) than any other location. Visits were mainly infrequent for all other location and this was most noticeable in Greenway Bank (94.6%), Deep Hayes Country Park (94.4%) and Consall Nature Park (94.3%) where most respondents visited on a less than monthly basis.

Table 7.1: Visits to country parks during the last 12 months.

	Overall number of visitors in the last 12 months	Daily (%)	Weekly (%)	Monthly (%)	Less often (%)
Cannock Chase Country Park	207	4.4	8.9	22.8	63.9
Green Way Bank Country Park	96	0.0	2.7	2.7	94.6
Froghall Picnic Place	97	0.0	0.8	6.2	93.0
Deep Hayes Country Park	90	0.0	0.3	5.2	94.4
Oakamoor Picnic Place	86	0.8	1.7	8.1	89.4
Apedale Community Country Park	85	1.8	2.0	8.1	88.1
Consall Nature Park	82	0.0	0.9	4.8	94.3

7.2 Please rate each of the sites you have visited.

Most respondents who had used country parks, open spaces or greenways in the last 12 months rated them as either good or average with more respondents rating Cannock Chase as good (86.4%) than any other site. Apedale Community Country Park was also rated as good by nearly two thirds of respondents (64.6%). Fewer respondents (42.7%) rated Deep Hayes Country Park as good.

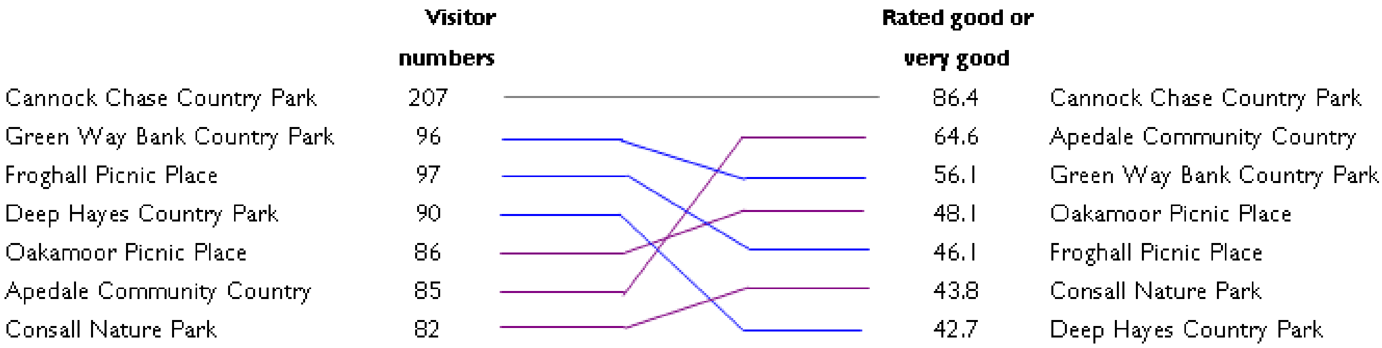
Table 7.2: Please rate each of the sites you have visited (%).

	Good	Average	Poor
Cannock Chase Country Park	86.4	12.5	1.1
Apedale Community Country Park	64.6	34.7	0.7
Green Way Bank Country Park	56.1	38.9	5.0
Oakamoor Picnic Place	48.1	45.8	6.1
Froghall Picnic Place	46.1	50.3	3.6
Consall Nature Park	43.8	55.4	0.8
Deep Hayes Country Park	42.7	52.5	4.8

7.3 Visitor numbers and % who rated country parks, open spaces and greenways across Staffordshire as either 'very good' or 'good'.

Cannock Chase had the most visitors and was rated highly by respondents who had used it in the last 12 months (86.4% said it was good or very good). Greenway, Froghall and Deep Hayes had slightly more visitors than Oakamoor, Apedale and Consall but those who had visited Oakamoor, Apedale and Consall rated these sites more highly.

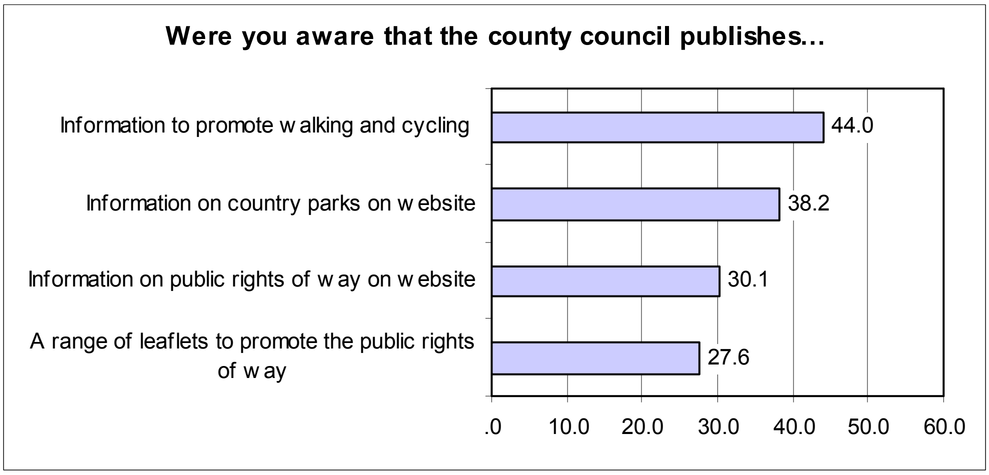
Figure 7.3: Visitor numbers and % who rated country parks, open spaces and green ways across Staffordshire as 'very good' or 'good'.



7.3 Prior to this survey, were you aware that the county council publishes information on country parks, public rights of way, walking and cycling?

Awareness of county council leaflets and publications was highest in relation to information which is produced to promote walking and cycling and 44.0% of respondents were aware of these. 38.2% were aware that the county council made information about country parks available on its website and just under one third (30.1%) were aware that information on the public rights of way is available on the website. In addition, 27.6% were aware that a range of leaflets to promote the public rights of way were published.

Figure 7.4: Awareness of county council leaflets and publications (%)



7.4 Have you used county council leaflets to help you plan a trip to the countryside?

16.2% of respondents had used county council leaflets to help them plan a trip to the countryside and of these, the highest percentage who had used them were 18-34 year olds (20.4%) followed by 55-64 year olds (17.3%). The group least likely to use county council leaflets to help them plan a trip to the countryside were the 45-54 year olds (11.6%).

Table 7.5: Panel members who have used leaflets to plan a trip to the countryside by age group (%).

Age	% who had used leaflets
18-34	20.4
35-44	16.9
45-54	11.6
55-64	17.3
65+	16.7

Those in the Acorn category of 'Moderate Means' (21.4%) or 'Wealthy Achievers' (20.1%) were most likely to use county council leaflets to help them plan a trip to the countryside. 15.8% of those who were 'Comfortably Off' said they has used them whilst those who were 'Hard Pressed' (8.7%) or in the 'Urban Prosperity' category (7.1%) were least likely to use them*.

By district, there were more respondents in Stafford (25.4%) and the Staffordshire Moorlands (20.0%) who had used leaflets to plan a trip to the countryside than in any other district. Panel members in Newcastle (10.5%) were the least likely to use these.

Table 7.6: Panel members who have used leaflets to plan a trip to the countryside by district (%).

District	% who had used leaflets
Stafford	25.4
Staffordshire Moorlands	20.0
East Staffordshire	19.2
Cannock Chase	15.9
Lichfield	13.5
Tamworth	13.5
South Staffordshire	11.3
Newcastle	10.5

*Please see Appendix 2 for detailed information about Acorn Categories

49.0% of those who had used a leaflet to help them plan a trip to the countryside had used the 'Discover Cannock Chase' leaflet. The 'Cannock Chase Map' (44.0%) and the 'Cannock Chase Military History' (30.7%) leaflets were also amongst those that were used the most. Leaflets on 'Oakamoor' (6.9%) and 'Consall Nature Park' (5.2%) were used the least.

Table 7.7: County Council leaflets that Panel members have used to help plan trips to the countryside (%).

Discover Cannock Chase	49.0	Apedale Community Country Park	10.2
Cannock Chase Map	44.0	Deep Hayes Country Park	9.5
Cannock Chase Military History	30.7	Greenway Bank Country Park	8.5
Staffordshire Way and Way for the Millennium	25.4	Oakamoor Picnic Place	6.9
Froghall Wharf	16.3	Consall Nature Park	5.2

Respondents were asked to identify any additional leaflets they used and the ones they identified included leaflets on the "*local rights of way*", "*ordnance survey maps*", leaflets about "*Kingsbury Water Park*", "*Market Bosworth*" and "*Pooleyfield*". Leaflets from "*district councils*" and the "*ESBC*" as well as leaflets on *"cycle trails and the forestry centre*" were also mentioned.

7.5 Please indicate which of the below country trails you have used during the last 12 months.

117 Panel members (28.2%) said that they had used one or more of the country trails and established routes for walking at some point during the last 12 months. Of those who had used one or more of the country trails at some point during the last 12 months, the Staffordshire Way was the most popular (49.0%) followed by the Milford Common Trails (44.6%). Hanbury Walks had fewest visitors with just 4.6% saying that they had used it in the last 12 months.

Two respondents did question why "*Rudyard Lake*" and "*Biddulph Grange Country Park*" were not included in "*the council leaflets or country trails*" that are provided.

Table 7.8: Country trails that Panel members have used during the last 12 months (%).

Staffordshire Way	49.0	Way for the Millennium	12.4
Milford Common Trails	44.6	Deep Hayes Walks	12.1
Froghall Wharf Walks	15.8	Consall Nature Park Trails	10.2
Hanchurch Hills Walks	13.8	Hanbury Walks	4.6

7.6 If you think that leaflets and information can be improved, please tell us how below.

A total of 37 respondents felt that leaflets and information needed to be made more accessible. Suggestions on how this could be done included "*mail drops*", including information in "*Your Staffordshire*", and ensuring leaflets were available in "*supermarkets*" "*shopping centres*", "*schools", "Millets*", "*Tourist Information Centres*", in "*local shops*" as well as advertising on "*TV, radio and in free newspapers*".

Including information on "*wheelchair friendly locations*" was something that four respondents felt would improve the leaflets and information that are produced and this needs to include what is "*available at the local level*".

Two respondents felt that "*ensuring that facilities were well maintained*" should be the only priority of the county council and that "*money should not be spend on advertising the locations*".

In addition a further two respondents felt that leaflets and information could be "*linked in with local businesses*" e.g. places where walkers could "*stop for lunch*" or they could be "*linked in with information produced by Stoke-on-Trent such as the North Staffordshire cycling map*".

One respondent also said each of the below; "*consider including an Ordnance Survey map*" and remember to "*include locations in the North of the county*".

7.7 Were you aware that the County Council produces an annual guided walks and events programme?

Nearly one quarter of respondents (23.3%) were aware that the county council produces an annual guided walks and events programme and just 1.4% (6 respondents) said that they had taken part in a guided walk or event during the last 12 months. Respondents who had participated were asked to identify which ones they had taken part in. One said they had taken part in ones at "*Loggerheads and Bathpool Park*", another said "*the Batwalk at Drayton Manor*", another still said "*the Darwin Trail*" and another said at "*Apedale County Park*".

7.8 Comments about access to country parks, public rights of way and guided walks and events.

Respondents were invited to share their own comments about access to country parks, public rights of way and guided walks and these are described below.

Twenty respondents weren't previously aware of country parks, public rights of way and guided walks and events and comments included that they "*would be interested to see the information on these and to find out more about them*" and that "*it is important to promote them more in the North of the County*". Information in "*libraries*" would also be "*appreciated*", as would having "*access*" to a full list of all of these. "*Mail shots*" for those who don't have internet would be useful and "*encouraging family outings*" as part of the walks and events programme would also be good. Another respondent who was disabled felt that it would be good to know "*where to park*" so they could still appreciate country parks and public rights of way.

Thirteen respondents also mentioned the barriers they had faced to accessing the services and these included that "*it was difficult to access country parks, public rights of way and guided walks and events"* as they didn't have access to "*a private car*". Another felt that their access was limited to those sites which were "*suitable for disabled users*" whilst a further respondent said that "*paying for parking*" or having to "*pay to participate*" was a barrier. Another felt that "*guided walks held on weekdays during the day time*" were a barrier and said that if these could be held "*in the evenings or weekends*" then "*families and working people would be able to attend*".

Six respondents praised the current service applauding the initiatives and commenting that the "*walks they have undertaken*" and the "*children's activities*" are very good. "*Access for disabled people is generally good*" and "*it is worth advertising this to other disabled users who may not realise that they could access facilities*".

Three said that they tend to use local facilities and these included "*Shobmail Field*", "*local parks which are easy to get to when mobility is limited*" and "*walking around Stafford town centre and enjoying the flowers and trees there*".

Respondents also provided numerous suggestions on how the service could be improved and these are documented below.

Two felt that "*footpaths needed to be improved*" for example if they are in "*poor condition*" and sometimes they could be "*more well defined*".

Another felt that "*signage needed to be improved*". In particular, "*some signs are not very visible or missing causing walkers to go the wrong way or trespass*" and this put them off undertaking further walks. Another felt that cyclists in Cannock Chase were a deterrent as "*they have no regard for walkers*". They felt that cyclists should be "*forced to wear bells or a warning device at the very least".*

One respondent suggested each of the below; "*improve public transport links*", "*hold more local walks*", "*provide ample free parking*" and include "*local historians in the walks to add more interest and so they can share local knowledge*". Another suggested "*advertising all locations at each location to encourage awareness amongst interested people of other sites that they may want to visit".* They suggested that this could be done through "*a guide dispensing machine*".

More events at Cannock Chase e.g. "*camping exhibits or brass bands*" would help to encourage more visitors but one respondent said that "*visitors to Cannock need to be made aware of the danger of deep mining fissures off waymarked paths*".

Another suggested that "*campsites and hostels on the long distance walks such as the Staffordshire Way"* would "*encourage further use of this route*".

One respondent also felt that "*some paths should be protected for walkers and cyclists should not be allowed to use these*".

A further respondent shared an example from Biddulph Grange where they have recently introduced a volunteer scheme and also advertised the location in the local newspaper and they commented that "*user numbers have since drastically risen*".

8. SOCIAL CARE SERVICES

8.1 What are the two most preferred types of personalised care that you would like to see implemented?

Overall the most popular type of personalised care that Panel members would like to see implemented was developing care services in the community (46.1%). More flexible services (37.6%) was the next most popular option and this was followed by increased personal contributions which was supported by 8.5%. Increased taxation was the least popular option with just 5.7% of Panel member supporting this. Respondents were also asked to identify their own preferences and their responses included "*asking service users*" (2 responses). One respondent also said each of the following; "*increase taxation for higher tax payers*", "*ask the family*" and "*encourage more self help*".

Additional comments included that "*home care services are currently too expensive*" and one respondents was also worried about "*training levels where private providers are used*".

Developing care services in the community was the most popular response for all age groups and this was followed by developing more flexible services with the 35-54 year olds valuing this the most. Increasing personal contributions was the third most popular option for all age groups with the exception of 55-64 year olds where increased taxation was slightly more popular. Increasing taxation was generally the least popular option with all age groups except the 55-64 year olds and was supported the most by the 18-34 year olds (11.9%).

Table 8.1: Panel members most preferred types of personalised care by age group (%).

	18-34	35-44	45-54	55-64	65+	**Overall**
Develop care services in the community	44.6	46.3	44.2	45.6	49.2	**46.1**
More flexible services	28.7	43.5	43.0	34.8	34.6	**37.6**
Increased personal contributions	14.9	7.5	6.7	6.3	9.5	**8.5**
Increased taxation	11.9	2.7	3.6	7.0	5.6	**5.7**
'Other' way	0.0	0.0	2.4	6.3	1.1	**2.2**

8.2 Thinking about your current or future situation please choose two options that you would like to spend your own personal budget on.

Assistance with domestic tasks such as cleaning and gardening was the option that Panel members would most like to be able to spend a personal budget on (27.5%). This was followed by home care services (22.2%) and leisure, social or educational activities (19.7%). A further 16.6% felt that it would be important for them to be able to pay for equipment or technology that could assist them, 8.4% wanted to be able to spend their personal budget on respite care and 4.1% on a personal assistant. Respondents also provided their own answers and these included wanting to spend a personal budget on "*home adaptations*", "*specialist care workers*", "*residential or nursing care*" or a "*child minder*".

8.3 How would you prefer to have your personal budget managed?

The majority (79.2%) would prefer to have their personal budget managed through direct payment into their bank account. 11.5% wanted the county council to manage their personal budget and 6.4% said that they would prefer a third party to manage this for them.

Respondents also suggested other ways that they would like to have their personal budget managed and these included "*by a relative*" (6 responses) or by themselves (3 responses). Three were "*not sure and felt this would depend on their circumstances"* and one felt that personal budgets should be "*managed by someone who had the persons best interests at heart"*.

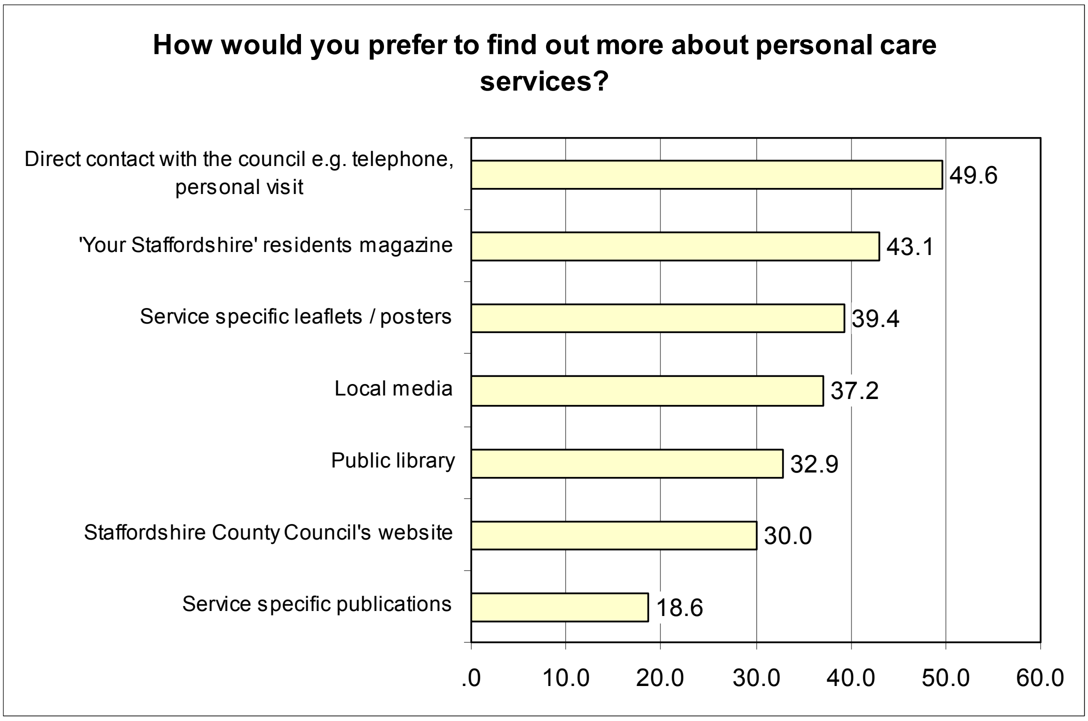
*Please see Appendix 2 for detailed information about Acorn Categories

8.4 How would you prefer to find out more about personal care services?

Half of all respondents (49.6%) said that they would prefer to find out about personal care services through direct contact with the council with a further 43.1% saying that 'Your Staffordshire' residents magazine would be their preferred option. Service specific publications were the least popular option with just 18.6% of Panel members supporting this option.

Other places where Panel members would like to find out more about personal care services included three respondents saying through "*doctors surgeries*". One respondent also said each of the below; by "*direct mail*", by "*email*", from "*citizens advice bureaus*", via the "*TV*" and "*through church*".

Figure 8.3: Ways in which Panel members would prefer to find out more about personal care services (%).



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8.5 Comments

Respondents provided additional comments about personal care services and these included nine respondents saying that they were "*unable to know*" what they would need in the future as it would "*depends upon ailments*" that they get.

A further nine respondents provided comments about "*communications and engagement*" and these included wanting "*more information*" about personal budgets and the "*costs of services*", one respondent felt that publications needed to be focused on "*what will happen rather than what has happened*". Another felt it was important to encourage a "*parenting strategy*", to "*start service users groups*" and to "*scrutinise the service and ensure it was accountable*". Another felt it was difficult to get information when it was "*physically difficult to get out of the house*" and another said that they also found getting information difficult as they didn't have "*access to the internet*". More information on "*how assessments are formed*", and help with "*form filling*" were suggested.

Six respondents provided examples of bad service provision they had experienced and these included "*being let down when needing a ramp outside at home*", "*a lack of wardens in sheltered homes*", a shortage of "*trained staff*", the service being "*a total sham*", "*closing day care centres which increase social isolation*" and needy people being put off because of "*all the beaurocracy involved*".

Five respondents had experienced good service provision and their comments included that "*the standard is high in Staffordshire*", the service is "*getting there slowly but surely*" and being "*grateful to have had a personal visit by a social worker*".

Two respondents said that they wouldn't want to see "*respite care sidelined*", one said they would like to see "*home help where they could pay a nominal fee for help with domestic duties*", another said they would like to see "*post hospital intermediate care facilities*", another said "*a buddy system would be good—preferably someone who is already using the service*" and one respondent felt that "*more support for carers was required*".

One respondent provided a mixed review of the service saying that *"the support and care given by Staffordshire County Council care staff post hospital was absolutely superb but that this is not being matched through the long term service provision, which is provided privately at a much lower quality level. The Access Team take their time"*.

9. SERVICES FOR FAMILIES

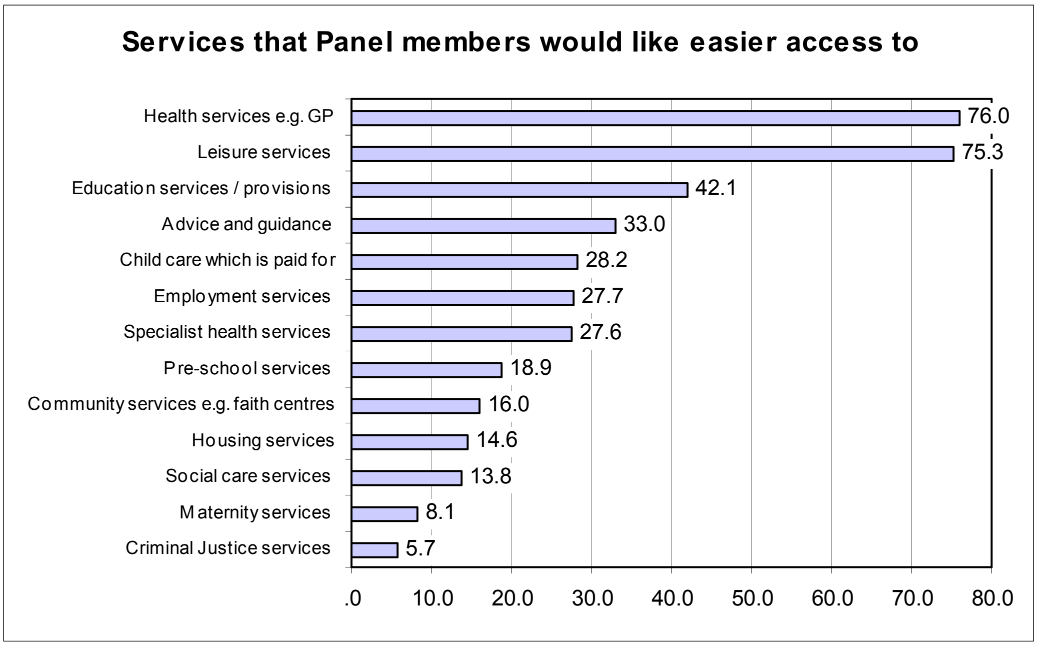
9.1 Are you a parent / step parent of a child aged 0-18 or a child aged 0-25 years with learning difficulties / disabilities?

22.7% of respondents were a parent or step parent of a child aged 0-18 or 0-25 with learning difficulties or disabilities.

9.2. Which services would you like easier access to?

The two services that respondents would most like easier access to are health services such as GPs (76.0%) and leisure services such as leisure centres, youth clubs and libaries (75.3%). Much less support was indicated for easier access to the criminal justice services (5.7%) and maternity services (8.1%).

Figure 9.1: Services that Panel members would like easier access to (%)



9.3 Would you find it easier to be able to access a number of key services in the same location?

60.9% of respondents who were parents felt that it would be useful to access a number of key services in the same location.

Panel members documented the general benefits of easier access and these included "*saving time*" (7 responses), being easier for people who "*don't drive*" (2 responses) and one stop shops being generally "*easier*" (2 responses). The fact that they are "*convenient for disabled parents or children*" was mentioned by two respondents and one respondent mentioned the fact that special needs children could "*go there on their own and this would give them more independence*". Another respondent also felt it would be "*good for services*" as they would be "*more able to communicate and share good practice*".

Services that Panel members would like to see combined include "*education, training, advice and jobs for young people*" (4 responses), all "*services for families*" e.g. health and childcare (3 responses) and all "*leisure services and libraries*" services (2 responses). In addition, all "*medical services in one surgery*" would be useful (2 responses), as well as "*combining all services which relate to benefits*" (1 response) and all "*health services for young people*" e.g. dentist, optician, GP (1 response).

9.4 If services for families were located in the same place, where would you prefer them to be located?

Nearly half (47.8%) said that if services for families were going to be located in the same place then they would prefer them to be located in local community centres. 17.3% said that local schools would be their preference, 11.3% said council buildings, 10.7% said local libraries and 9.3% said they would prefer them to be located in local children centres.

Respondents were asked if there were other locations where they would like families services to be based and these included that "*the specific location was not important as long as it is easily accessible*", being located at "*a hospital or health centre would be good*" or "*a purpose built facility*" would be ideal.

9.5 Comments about access to families services

A number of individual additional comments were also received about families services and these are outlined below.

One respondent felt that it would be important to ensure that buildings are *"disabled friendly"* whilst another said that "*easy access to key services near to each other is important*" but they don't necessarily need to be in "*the same building*".

"*More free services for 5-18 year olds as pre schools are currently well catered for*" was something that another respondent felt should be considered and a further respondent commented that "*Tamworth Early Years was great*" as they had "*lots of courses when my daughter was in nursery*". Using "*any setting which removes the stigma of deprivation and is not council run would be ideal*" according to another respondent.

Another felt that "*there would be a need to change the way school buildings and facilities are used. A good example of this would be the way Rising Brook School is being developed in Stafford with improved sports facilities and a new fire station".*

One respondent also said that *"the Sure Start in Biddulph has been axed and the county council run Children Centre has just increased its rates which is having a huge effect on some families with working parents that rely on the centre*".

10. FURTHER COMMENTS

Contacting the Council

"*Make it easier for people who need to phone - one person. Have people on the phone who you can understand*" (1 response).

"*The Staffordshire Links model is a mess - how will this help us as residents? Local government needs to seriously think about their systems. Remove the back office and move the experts to the front line so when residents need help they are not passed around several people*" (1 response).

Council tax and benefits

"*Pool tax instead of council tax and cut out the short cuts that are currently available to the street wise*" (1 response).

"*Get kids and families off benefits - we employ thousands of foreign workers who do jobs the unemployed could do*" (1 response).

Crime and safety issues

"*I would like to see a continuing input into youth services to attempt to engage young people in worthwhile activities and combat the problem of drugs*" (1 response).

"*With regard to anti-social behaviour, there has been no improvement and ASBO'S are seen as a badge of honour*" (1 response).

"*Pubs are out of control in and around Stoke and Newcastle - licensed pubs should not serve drunks*" (1 response).

"*Dumping onto council estates has led to an increase in crime, antisocial behaviour and the police do not take any action against the people who make the lives of the paying tenants a misery*" (1 response).

Disabled Access

I am "*disabled and grateful for the opportunity to participate - arranged walks for the disabled around the county would be good*" (1 response).

"*Many buildings and shops in Tamworth are still wheelchair unfriendly*" (1 response).

Families services

"*Sometimes it seems that help is available for single parent families and not for families with both parents*" (1 response).

"*Social care should be paid for by NI contributions and more account should be taken of the size of the family e.g. two persons or six persons*" (1 response).

"*I am a carer and need all the help and support I can get - it's stressful and isolating at times. Direct payments should be given to carers themselves*" (1 response).

"*Social care services should be tailored to meet the needs of the individual*" (1 response).

Footpaths and open spaces

"*There are no shrubs or trees on the open spaces on the council estates off the ring road at Huntington*" (1 response).

"*Footpath signs on local walks indicate where the walks start but then there are no further signs into the walks - this needs updating*" (1 response).

"*I am impressed with the improvements to the area that comes under the national forest boundaries and have done some of those walks recently - great routes*" (1 response).

"*If you really wanted people to enjoy the walks, guided or not, why not have free parking available*" (1 response).

Local area issues

"*Mercian Way near where I live is a disgrace due to litter etc.*" (1 response).

"*Branston Parish Council do a splendid job in the village - litter picking, posters etc. However the lower part of Branston up to Leicester Line Bridge is very hit and miss*" (1 response).

"*Stafford needs a central bus station - for a county town it is a mess*" (1 response).

"*Brocton Cross Roads is dangerous - some form of regulation is needed*" (1 response).

"*A lack of early and late buses in Lichfield is a problem*" (1 response).

"*Burton-on-Trent does not have a full tourist information office - used to be able to get leaflets about Staffordshire there but not anymore and not all of us have computers*" (1 response).

"*Wombourne has a parking problem - outside visitors can use all day for no cost. Residents parking permits would be an advantage as well as more disabled spaces*" (1 response).

Provide value for money and spend wisely

"*In these very difficult times do all you can to spend our money wisely without hurting front line services*" (1 response).

"*Transparency in service delivery and enhancements through shared team work, more effective complaints procedures and improvements to social care training*" are needed (1 response).

"*If you are trying to save money on care for the elderly, how about cutting some from the three councils that I have to pay money to. Is there really a need for three councils?*" (1 response).

Public transport

"*For a small additional charge bus passes could be used on the train with the user paying a small fee up front*" (1 response).

"*Improvements to public transport are needed*" (1 response).

Roads and Highways

"*Chevrons should be on motorway slip roads so cars have to keep their distance*" (1 response).

"*Potholes are everywhere*" (1 response).

Schools

"*Schools with 20 year old mobile buildings with no toilets are a problem*" (1 response).

Services for young people

"*I would be interested in knowing what services have been or are being developed for young people*" (1 response).

"Of course we should all want more for our young people to engage them, so where are the youth clubs?" (1 response).

Shared parenting

"*Promote shared parenting and signpost or provide mediation services to stop solicitors abusing situation*" (1 response).

The Voluntary Sector

"*I am very concerned about the current government emphasis on expanding the voluntary sector. If there is work that needs to be done it should be on a paid basis therefore helping to employ anyone who is currently unemployed*" (1 response).

Waste and recycling

"*I do not want to see Staffordshire become a dumping ground for the rest of the Midlands*" (1 response).

Staffordshire County Council

The Staffordshire People's Panel

Your Staffordshire, Your Say
Summer 2010

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 about completing this questionnaire, please contact Wendy Tompson on 01785 854267.

Section 1: Your Economy

We need to know your priortities for the Staffordshire economy to help us improve and develop it in the ways that you feel are most important.

Q1 From the list below, please indicate your top TWO priorities to help develop the Staffordshire economy (Please cross two boxes only).

- Support for new businesses ☐
- Support for existing businesses ☐
- Planning for suitable sites and premises ☐
- Encouraging and targeting new investment ☐
- Promoting buying locally and business to business interaction ☐
- Developing the skills of local people and encouraging training ☐
- Tackling the effects of the recession ☐
- Supporting those who are out of work ☐
- 'Other' (please state) ☐

Q2 From the list below, please indicate the top TWO industries that you think we should promote in Staffordshire (Please cross two boxes only).

- Environmental technologies ☐
- Health and social care ☐
- Media technologies ☐
- Tourism and leisure ☐
- Business, Professional and Financial services ☐
- Medical technologies ☐
- 'Other' (please state) ☐

Last year, you may remember that we asked you some questions about the economic downturn and although the UK economy is showing some signs of recovery, Staffordshire County Council is still keen to know how much of an impact the recession has had on residents and how you think things will be over the next 12 months.

Q3 Looking back over the last 12 months do you think your personal finances have....(Please cross one box only).

- ...improved a lot ☐
- ...improved a little ☐
- ...stayed the same ☐
- ...got a bit worse ☐
- ...got a lot worse ☐
- ...don't know ☐

Q4 Looking forward over the next 12 months, do you think your personal finances will... (Please cross one box only).

- ...improve a lot ☐
- ...improve a little ☐
- ...stay the same ☐
- ...get a bit worse ☐
- ...get a lot worse ☐
- ...don't know ☐

Q5 Please use this space for your comments about your local economy and personal finances

Section 2: Greenhouse gas (CO2) emissions

The government has introduced stringent targets for the reduction of CO2 emmisions and we would like to find out how much you know about these. We would also like your views on the types of schemes you would participate in to help reduce greenhouse gas emissions.

Q6 How far would you agree that you were aware of government targets for reducing CO2 emissions? (Please cross one box only).

- Strongly agree ☐
- Agree ☐
- Neither agree nor disagree ☐
- Disagree ☐
- Strongly disagree ☐

Q7 Where do you find out information about CO2 emissions? (Please cross all that apply).

- From Central Government ☐
- From Elected Councillors ☐
- From the Department of Energy and Climate Change ☐
- Through newspapers ☐
- Through the internet ☐
- Through T.V. advertising e.g. The Carbon Trust ☐
- I don't find out information about CO2 ☐
- 'Other' (please state) ☐

Q8 Which of the below would you participate in to help meet targets for CO_2 reduction? (Please cross all that apply).

- Purchase a smaller car .... ☐
- Purchase a hybrid car .... ☐
- Avoid or reduce air travel .... ☐
- Install home insulation .... ☐
- Car share where possible .... ☐
- Purchase energy efficient (A rated) electrical goods .... ☐
- None of the above .... ☐
- 'Other' please state .... ☐

Q9 Please use this space for your comments about CO_2 emissions

Section 3: Staffordshire Tourism

Destination Staffordshire is a partnership which is responsible for managing the county as a tourist destination and it works with key organisations to improve efficiency and effectiveness in this. We are working hard to raise awareness of Destination Staffordshire and the services that it provides and would appreciate your views on how well we are doing with this.

Q10 Prior to this survey, please indicate your level of awareness in relation to each of the following (please cross one bow per row).

	Very aware	Fairly aware	Fairly unaware	Very unaware	Don't know N/A
'Destination Staffordshire'	☐	☐	☐	☐	☐
'Taste of Staffordshire'	☐	☐	☐	☐	☐
'Out and About' newspaper promoting tourism	☐	☐	☐	☐	☐
The 'Enjoy Card', a free loyalty card offering discounts to visitors and residents	☐	☐	☐	☐	☐

Section 4: Countryside Access

Staffordshire County Council provides 6000 acres of country parks, open spaces and greenways as well as a network of over 4000 kilometres of public footpaths and bridle ways which offer an important means of exploring every corner of the county.

Q11 Have you visited country parks, open spaces or greenways across Staffordshire during the last 12 months? (Please cross one box only).

Yes .... ☐ Go to Q12 No..................... ☐ Go to Q14

Q12 Please indicate how often you have visited each of the below sites in the last 12 months. If you haven't visited them please select 'Never' or 'N/A' (Please cross one box per row only).

	Daily	Weekly	Monthly	Less often	Never N/A
Cannock Chase Country Park	☐	☐	☐	☐	☐
Greenway Bank Country Park	☐	☐	☐	☐	☐
Deep Hayes Country Park	☐	☐	☐	☐	☐
Apedale Community Country Park	☐	☐	☐	☐	☐
Consall Nature Park	☐	☐	☐	☐	☐
Froghall Picnic Place	☐	☐	☐	☐	☐
Oakamoor Picnic Place	☐	☐	☐	☐	☐

Q13 Please rate each of the sites you have visited. If you haven't visited them, please select 'Not Visited' or 'N/A' (Please cross one box per row only).

	Very good	Good	Average	Poor	Very poor	N/A
Cannock Chase Country Park	☐	☐	☐	☐	☐	☐
Greenway Bank Country Park	☐	☐	☐	☐	☐	☐
Deep Hayes Country Park	☐	☐	☐	☐	☐	☐
Apedale Community Country Park	☐	☐	☐	☐	☐	☐
Consall Nature Park	☐	☐	☐	☐	☐	☐
Froghall Picnic Place	☐	☐	☐	☐	☐	☐
Oakamoor Picnic Place	☐	☐	☐	☐	☐	☐

Q14 Prior to this survey were you aware that Staffordshire County Council publishes information on a) it's country parks and b) it's public rights of way on the Staffordshire County Council website? (Please cross one box per row only).

	Yes	No
a) County parks	☐	☐
b) Public rights of way	☐	☐

Q15 Prior to this survey, were you aware that the county council publishes a range of leaflets to promote a) walking and cycling on its country parks and b) the public rights of way network? (Please cross one box per row only).

	Yes	No
a) Walking and cycling in its country parks	☐	☐
b) The public rights of way network	☐	☐

Q16 Have you used county council leaflets to help you plan a trip to the countryside? (Please cross one box only).

Yes .... ☐ Go to Q17 No..................... ☐ Go to Q18

Q17 Please indicate whether you have used county council leaflets to help plan a trip to any of the locations listed below (Please cross all that apply).

- Apedale Community Country Park.. ☐
- Discover Cannock Chase ☐
- Cannock Chase Military History ☐
- Cannock Chase Map ☐
- Deep Hayes Country Park ☐
- Greenway Bank Country Park ☐
- Consall Nature Park ☐
- Froghall Wharf ☐
- Oakamoor Picnic Place ☐
- Staffordshire Way and Way for the Millenium ☐
- 'Other' (please state) ☐

Q18 There are a number of country trails and established routes for walking. Please indicate if you have used any of the below routes in the last 12 months (Please cross all that apply).

- Staffordshire Way ☐
- Milford Common Trails ☐
- Consall Nature Park Trails ☐
- Way for the Millenium ☐
- Froghall Wharf Walks ☐
- Hanbury Walks ☐
- Hanchurch Hills Walks ☐
- Deep Hayes Walks ☐

Q19 If you think the leaflets and information we provide could be improved in any way, please tell us how below.

The county council publishes an annual guided walks and events programme. The guided walks are generally between one to one and a half hours covering routes all around Staffordshire including Cannock Chase, Hanchurch and Apedale. Events are varied and include an Easter Egg Hunt, family bike rides, craft days and map reading for beginners and you can find out more about these at www.staffordshire.gov.uk/environment/e-land.

Q20 Prior to this survey, were you aware that the county council produces an annual guided walks and events programme? (Please cross one box only).

- Yes ☐
- No ☐

Q21 Have you taken part in any of the county council guided walks or events in the last 12 months? (Please cross one box only).

- Yes ☐
- No ☐

Q22 If yes, please state which one(s) in the box below.

Q23 Please use this space for any other comments you have about access to country parks, public rights of way and guided walks and events.

Section 5: Social Care Services

Social Care and Health are currently undergoing a radical reform in the way services are delivered in order to develop a more 'personalised' level of care to people who are eligible for care services. There will be a number of initiatives introduced including personal budgets to promote independence and well being, access to improved services and the opportunity to allow individuals to make their own choices about the services they want to use.

Q24 The county council could develop more personalised care services to help meet the needs of individual residents in a variety of ways. Please indicate your two most prefered ways from the list below (Please cross two boxes only).

- Develop care services in the community (e.g. with support from community / voluntary groups) ☐
- Increased taxation ☐
- Increased personal contributions ☐
- More flexible services e.g. longer opening hours ☐
- 'Other' (please state) ☐

Residents would be able to choose how to spend their own personal care budget and it would help us to plan ahead if we knew what you would want to spend your own personal budget on.

Q25 Thinking about your current or future situation please choose TWO options from the list below that you would want to spend your own personal budget on (Please cross two boxes only).

- Personal assistant ☐
- Home care services ☐
- Leisure, social or educational activities ☐
- Assistance with domestic tasks e.g. cleaning, gardening ☐
- Respite care ☐
- Equipment / technology to assist you ☐
- 'Other' (please state) ☐

Q26 Thinking about your current or future situation please indicate how you would prefer to have your personal budget managed? (Please cross one box only).

- By the county council ☐
- By a third party ☐
- By direct payment into your bank account ☐
- 'Other' (please state) ☐

Q27 In the future, how would you prefer to find out more about personal care services? (Please cross all that apply).

- Local media ☐
- 'Your Staffordshire' residents magazine ☐
- Staffordshire County Council's website ☐
- Direct contact with the council e.g. telephone, personal visit ☐
- Service specific leaflets / posters ☐
- Service specific publications ☐
- Public library ☐
- 'Other' (please state) ☐

Q28 **Please use this space for your comments about social care services.**

Section 6: Services for Families

The county council need to know which services for families are most important to you so they can prioritise and support service provision where you need it most and in the places that you most want to be able to access it.

Q29 **Are you a parent / step-parent or guardian of a child aged 0-18 years or a child aged 0-25 years with learning difficulties/disabilities? (Please cross one box only)**

Yes.................... ☐ Go to Q30 No .... ☐ Go to Q35

Q30 **Thinking about the list below please indicate up to FIVE services that you need easier access to (Please cross five boxes only).**

- Health services e.g. GP .... ☐
- Specialist health services e.g. dietician, physiotherapist .... ☐
- Maternity services e.g. midwife........ ☐
- Leisure services e.g. youth clubs, leisure centres, libraries.................. ☐
- Child care which is paid for............. ☐
- Pre-school services e.g. Sure Start . ☐
- Community services e.g. faith centres, community centres............ ☐
- Employment services e.g. Job Centre Plus.................................... ☐
- Education services / provisions ...... ☐
- Advice and guidance e.g. Connexions.................................... ☐
- Criminal Justice services e.g. police, youth offending services .... ☐
- Social care services e.g. adults and children with disabilities .... ☐
- Housing services e.g. housing association, rent advice .... ☐

Q31 **Would you find it useful to be able to access a number of key services in the same location? (Please cross one box only).**

Yes.................... ☐ Go to Q32 No .... ☐ Go to Q33

Q32 **If yes, please indicate which ones and explain why you would prefer to access them in the same location.**

Q33 **If services for families were to be located in the same place where would you prefer that they were available from? (Please cross one box only).**

- Local community centres................ ☐
- Council buildings .... ☐
- Local schools.................................. ☐
- Local children's centres .... ☐
- Local libraries .... ☐
- Local youth centres .... ☐
- 'Other' (please state) .... ☐

Q34 **Please use this space for any other comments you have about access to families services.**

Section 7: Any Further Comments

Q35 **If you have any further comments you would like to share please use the box below.**

Section 8: Email Questionnaires

Q36 Staffordshire County Council is committed to both keeping costs of service provision low and tackling climate change and you can help us to achieve these aims by choosing electronic surveys which are quick and easy to complete. If you would prefer to do this, please write your email address in the box below or email peoplespanel@staffordshire.gov.uk with your request. If you would prefer to continue receiving postal questionnaire there is nothing that you need to do. Please be assured in either case that your personal details, including your email address will be kept confidential.

Section 9: Prize Draw

Q37 **Please indicate if you would like to be entered into the prize draw. 1st prize is a £50 voucher and 2nd prize is a £20 voucher - please see the draw rules set out below:**

.... ☐

Draw Rules:
1) It is not compulsory for you to take part. You have the opportunity to indicate whether or not you want to participate at the end of the questionnaire. 2) If you are an employee, Member or person related to an employee/Member of Staffordshire County Council you are not eligible to enter. 3) Completed questionnaires must be received by **Friday 28 th May 2010**. 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 - PLEASE NOTE THAT ALL RESPONSES ARE TREATED IN CONFIDENCE. PLEASE RETURN YOUR COMPLETED QUESTIONNAIRE IN THE PREPAID ENVELOPE PROVIDED

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 dethatched 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 or 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.