



# **Vale of White Horse Residents' Survey 2018**

## **SUMMARY REPORT**

**Findings of a survey which tracked residents' attitudes and satisfaction with the council**

**July 2018**



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## SUMMARY

This report provides a summary of the residents' survey undertaken by M·E·L Research on behalf of Vale of White Horse District Council during January 2018.

The survey sought to measure resident's attitudes towards the council and satisfaction with the services it provides. It also gathered information about what influences these views.

Findings from the survey are used to monitor performance of council services and track delivery against corporate plan objectives over time. The information gathered is useful for identifying aspects of the council's work that require improvement and provides evidence to support decisions on spending priorities for future years.

Fieldwork was carried out using a randomly selected face-to-face, doorstep quota survey of residents which repeated questions used in previous years allowing for the longitudinal tracking of results over time.

A total of 1,100 people were surveyed, comprising residents from both urban and rural areas, from all age groups and covering the full range of employment types. In this way we ensured we heard the views of all types of residents.

We found that:

- Residents' attitudes towards the council have changed in several respects. Positively, the number of people who said they are satisfied with the way the council runs things has increased to 79 per cent – the highest it has been since comparative surveys began in 2012. Similarly, the proportion of residents who agreed that the council does a good job for people like them has increased since 2015, up from 64 per cent to 69 per cent. However, there are signs that other attitudes towards the council have worsened. For example, the number of people who say the council provides value for money has decreased from a high of 69 per cent in 2015 to 61 per cent in this survey. There has also been a slight decrease in the number of people who say they trust the council or would speak positively of it.
- When asked whether the council treats all parts of the district equally, after an improvement in 2014, the percentage of residents that agreed with this statement fell back to a similar level seen in 2012 (55 per cent).
- When it comes to responsiveness to residents, there were large increases in negative attitudes in terms of the council needing to be more open and honest, needing to make more of an effort to find out what people want and being too impersonal and remote. A larger proportion of residents also felt that they cannot influence decisions (38 per cent) compared to those who thought they can (28 per cent).
- The proportion of residents who said they feel informed by the council has decreased since 2015, from 76 per cent in 2015 to 66 per cent this year. Most say

they currently get information about the work of the council via it's website (62 per cent). Of those who contacted the council, seven out of ten said their experience was positive, one fifth said they were dissatisfied with the time it took to resolve their query.

- **Service user satisfaction with many of the key services provided by the council has significantly increased for housing, environmental protection grants and public toilets. User satisfaction with other services has stayed roughly the same as the 2015 survey.**
- **Waste and recycling continues to be the top performing service area for resident satisfaction. We also found that the services residents rate as the most important were also the services with the highest levels of user satisfaction. Nearly all residents claimed they recycle with four-fifths saying they do so as much as they can. For food waste, 84 per cent claim to use the weekly collection.**
- **Improving job opportunities and supporting housing delivery in the local area are priorities for the councils. When asked, 63 per cent of residents agreed that there are a good range of job opportunities and just over half agreed that they can buy or rent housing that meets their needs. The cost of housing locally was an issue that 12 per cent of residents mentioned.**
- **The survey also asked questions about the local area. It found that residents' satisfaction with how well people in the local area get on together remains high. The majority of people continue to feel safe during the day, and the proportion of residents who feel safe after dark has increased.**
- **The proportion of residents involved in voluntary work has increased slightly since 2015. Just over one in five residents said they had been undertaken unpaid voluntary work in the past 12 months.**
- **Just under one-half report that they are active for 30 minutes of moderate intensity physical activity more than three times a week and 41 per cent said that nothing would make them more active.**
- **In terms of future priorities, there is greatest support for increasing activities available to young people and making sure that new housing comes with facilities. There was also support for pursuing different types of enforcement action, especially for dealing with fly tipping and anti-social behaviour.**

**Councillors and council staff have been briefed on the results of the survey and encouraged to use this evidence to support future work planning.**

## **BACKGROUND TO THE CONSULTATION**

Vale of White Horse District Council commissioned M·E·L Research to undertake the 2018 Residents' Survey.

The residents survey provides a reliable source of information about public attitudes towards the council and satisfaction with services it provides. This was the fourth time the residents' survey has been undertaken and data is available for 2012, 2014, 2015 and 2018. The availability of this data means we are able to track changes in attitudes and satisfaction over the last ten years.

The residents' surveys provide useful top-line data which can be used as evidence to identify priorities and support spending decisions in future years. Further in-depth research may be needed to explain or add detail to some results.

## CONSULTATION METHODOLOGY

A total of 1,100 residents were surveyed on the doorstep over a three week period from 6<sup>th</sup> to 23<sup>rd</sup> January 2018. **Appendix A** shows the questions we used.

To ensure that the survey was representative of the Vale of White Horse's residents, we carried out interviews in rural and urban areas across all parts of the district. Trained interviewers were given a number of randomly selected starting postcodes to start interviewing. From each starting point they walked door to door until they had completed 10 interviews. In addition, interviewers were given set quotas by age, gender and working status to ensure we heard the views of all types of residents in the district.

The demographic profile of respondents can be found in Appendix B – Data Tables which show a broadly representative sample profile compared to the district population profile based on Census 2011 data.

The number of participants involved provides us with robust statistical evidence to a confidence interval of (CI) +/- 2.9 per cent, based on a 50% statistic, at the 95 per cent confidence level. This is lower (better) than the recommended minimum CI (+/-4%) by the Local Government Association (LGA) and in-line with the industry standard of +/-3%.

To provide further insight into the results, we looked for differences in views between demographic groups. Where statistically significant differences were observed, these have been highlighted in the report.

Where possible, we also compared the results to residents' surveys carried out in 2014 and 2015. Data from previous years was reanalysed for some questions to ensure that the results were directly comparable. While the question themes have stayed the same and are therefore comparable between years, the wording of some of the questions has changed over the years. These changes have been highlighted in the report.

# FINDINGS

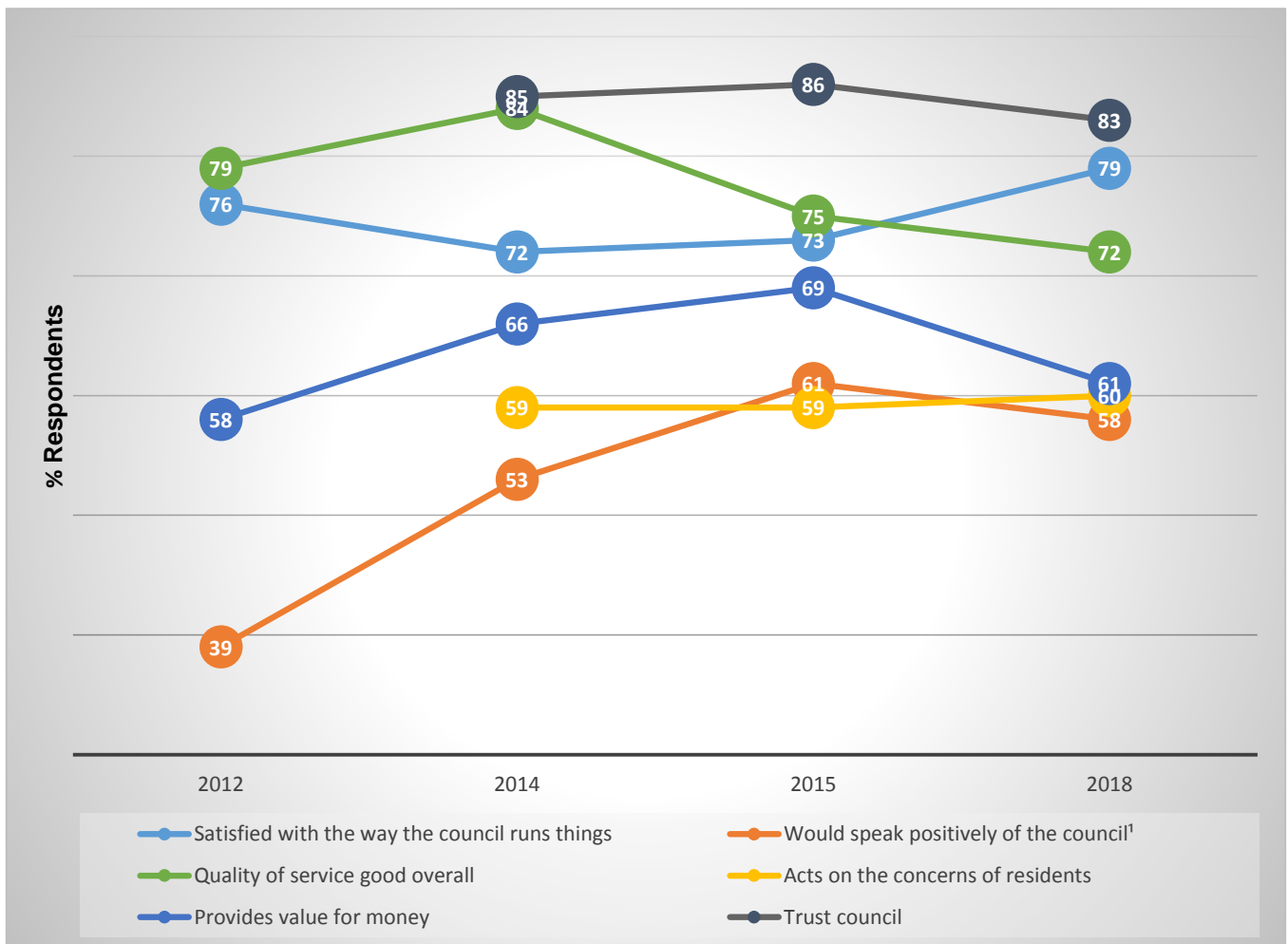
## Attitudes towards the council

The survey considered residents' general attitudes towards the work of the council, which have changed in several respects compared to the last survey. Encouragingly, the number of people who said they are **satisfied with the way the council runs things** has increased to 79 per cent – the highest it has been since 2012 - and with only 10 per cent dissatisfied.

As in previous surveys, poor roads and pavements (58 per cent in 2018, compared to 47 per cent in 2015) were the most frequently cited reason for dissatisfaction (which is not the responsibility of the district council). This is a fairly positive result compared to the LGA's national telephone polling results on resident satisfaction with councils. The latest report published by the LGA in December 2017 indicated a downward trend on this indicator since 2013.

Poor waste collection and poor recycling collection (16 per cent each) were also common reasons, followed by council tax being too high (12 per cent). However, all of these have increased since the 2015 survey (11 per cent, six per cent and three per cent respectively in 2015).

**Figure 1: Attitudes towards the council (overall satisfaction and reputation).**



<sup>1</sup> In 2012 this was worded as 'speak highly of the council'

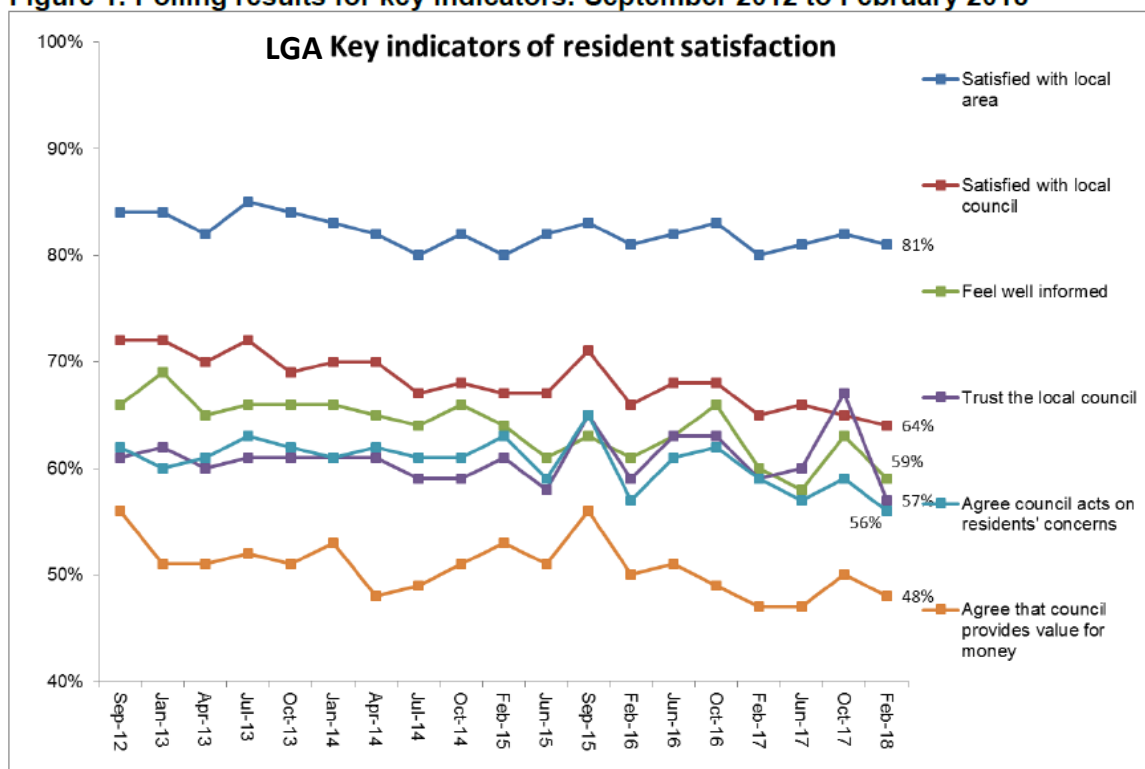
Views on whether the council **acts on concerns of residents** has stayed broadly static, with a 1 per cent increase this year to 60 per cent. However, there are signs that other attitudes towards the council have worsened. Trust in the council and views that the quality of services are good overall have both fallen 3 per cent since 2015, while there has been a significant fall of 8 per cent for value for money.

Over seven out of ten residents (72 per cent) thought the **quality of services** was good overall; this has continued to decrease since 2014 and is at the lowest level since the residents' surveys began in 2012. However, the reduction is due to an increase in the proportion of residents who were ambivalent (11 per cent in 2014, rising to 18 per cent in 2015 and 22 per cent in 2018), rather than an increase in disagreement that the quality of services was good overall (seven per cent in 2015 and six per cent in 2018). More detailed analysis by difference service areas can be found later in this chapter under section 'satisfaction with key services'.

There have also been some decreases for other indicators, with the largest drop in satisfaction seen with the **council providing value for money**. 61 per cent of residents were satisfied, an eight per cent decrease from the 2015 results. Again, this seems in the main to be due to an increase in the proportion of residents who are ambivalent rather than an increase in the proportion who disagreed (11 per cent disagreed in both 2015 and 2018). These results show that cuts to services may be being recognised by residents, particularly when they continue to pay the same levels of council tax as they have in previous years. Demographic analysis shows respondents in the 45-54 age group were least satisfied with this indicator.

While not directly comparable to this survey, the LGA's national polling results show a falling trend for value for money over the last five years with satisfaction ranging between 56 and 47 per cent. A similar downward trend can be seen for Feeling well informed, agreement that councils act on the concerns of residents and overall satisfaction with councils.

**Figure 1: Polling results for key indicators: September 2012 to February 2018**



Base (all respondents): 1,001 British adults in February 2018



## Council reputation

The survey asked residents **how they would speak about the council** if asked. 58 per cent of residents in the Vale of White Horse would speak positively (if asked or without being asked). This has decreased by three per cent since the 2015 survey, but remains much higher than the 2012 and 2014 surveys<sup>2</sup> (39 per cent and 53 per cent respectively). This again is due to an increase in the percentage of residents who were ambivalent (33 per cent said they ‘have no views one way or another’ in 2018, compared to 28 per cent in 2015).

Satisfaction with the **council acting on concerns of residents** remains fairly static, with 60 per cent satisfied, compared to 59 per cent in both 2014 and 2015.

**Trust in the council** also remains high, with 83 per cent who said that they trust the council a ‘great deal’ or ‘fair amount’. However, this is slightly lower than the 2014 and 2015 surveys (85 per cent and 86 per cent respectively), with a slightly higher proportion who said that they do not trust the council (14 per cent compared to 10 per cent).

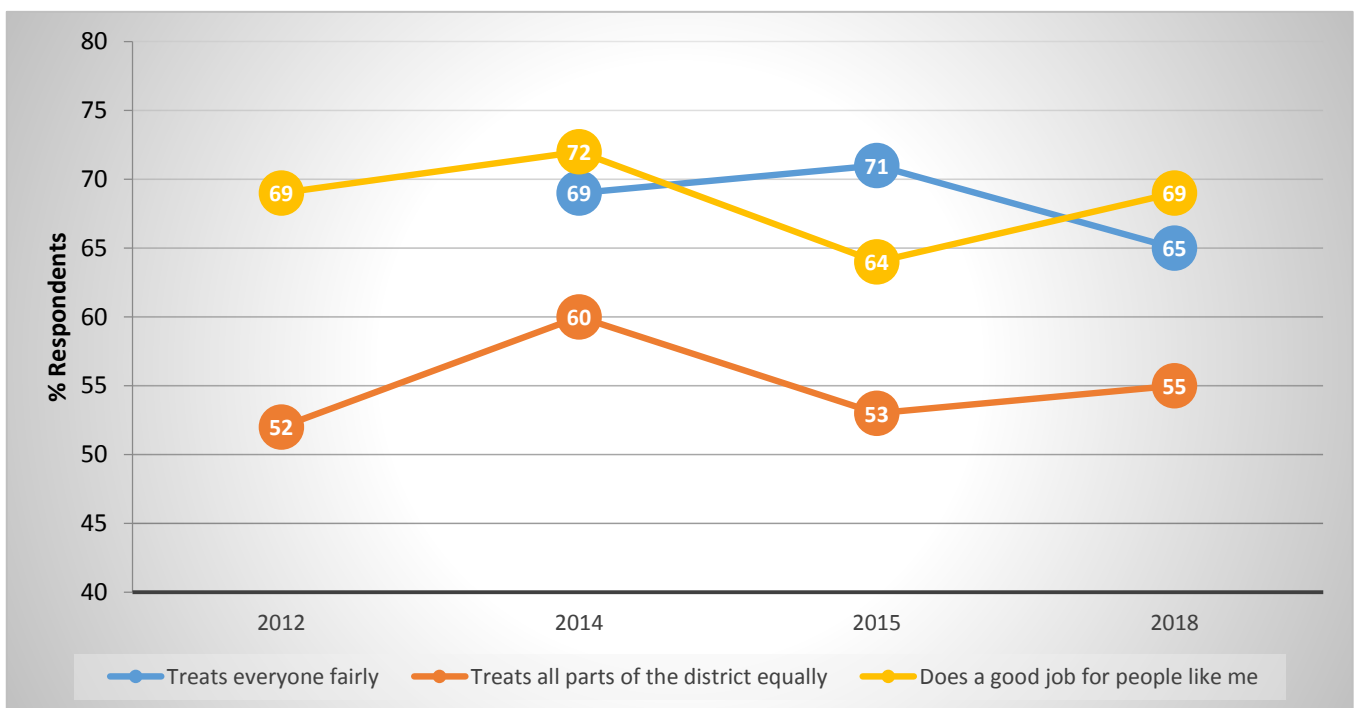
Half of residents (50 per cent) said they **don’t mind what the council does, so long as it does its job**, with a further quarter (25 per cent) ambivalent.

## Fairness

The survey tells us whether residents think the council acts fairly (**Figure 2**).

Around two thirds of residents agreed that the council treats everyone fairly (65 per cent) which has decreased from 71 per cent in 2015. Again, this is due to higher levels of respondents who were ambivalent (26 per cent in 2018, compared to 18 per cent in 2015), rather than disagreement levels increasing (eight per cent each).

**Figure 2: Attitudes towards the council (Fairness)**



<sup>2</sup> In 2014 the wording for this question changed from ‘would speak highly’ to ‘would speak positively.’

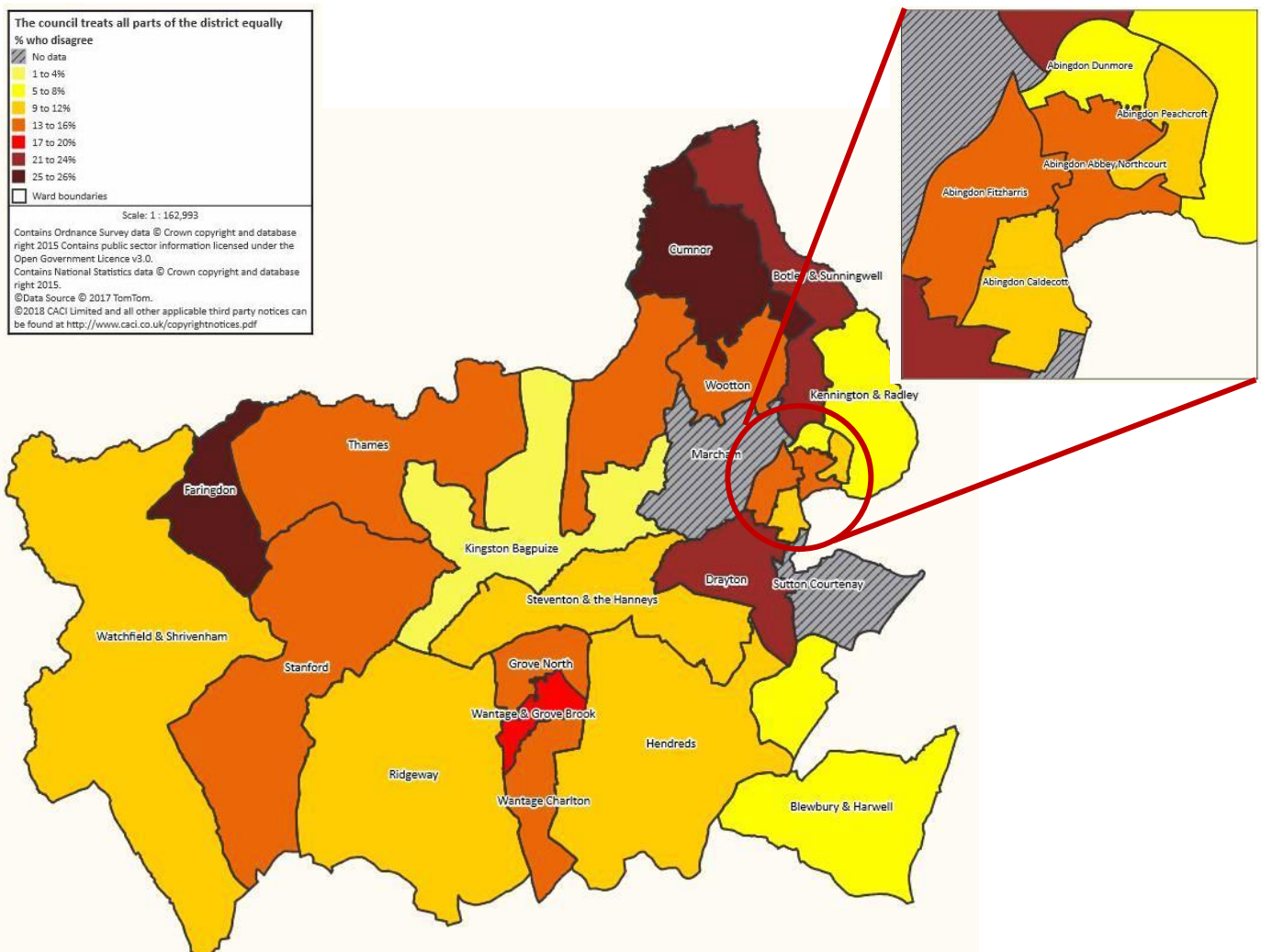
Positively, the proportion of residents who agreed that the council **does a good job for people like them** has increased since 2015, with 69 per cent who agreed, compared to 64 per cent in the previous survey. Furthermore, only eight per cent of residents disagreed compared to 15 per cent in 2015. It is also worth noting that residents who work full-time or retired did not feel as well served by the council as those who work part-time; also those who have lived in their local area for more than 20 years compared to the newer local residents.

Residents were also asked whether they thought the council **treats all parts of the district equally**. After an improvement in 2014, the percentage of residents that agreed with this statement fell back to a similar level seen in 2012 (55 per cent). The level of disagreement with this statement was 12 per cent, a slight increase since 2014.

Disagreement with this statement varied across the District, as shown in **Figure 3**. The highest level of disagreement was seen in Cumnor and Faringdon, with over 25% of residents that disagreed.

It is important to note that the sample size for some of the Wards is very small and so further investigation is needed to validate these differences and understand why residents in these areas disagree that the council treats all parts of the district equally.

**Figure 3: Disagreement that the council treats all parts of the district equally.<sup>3</sup>**



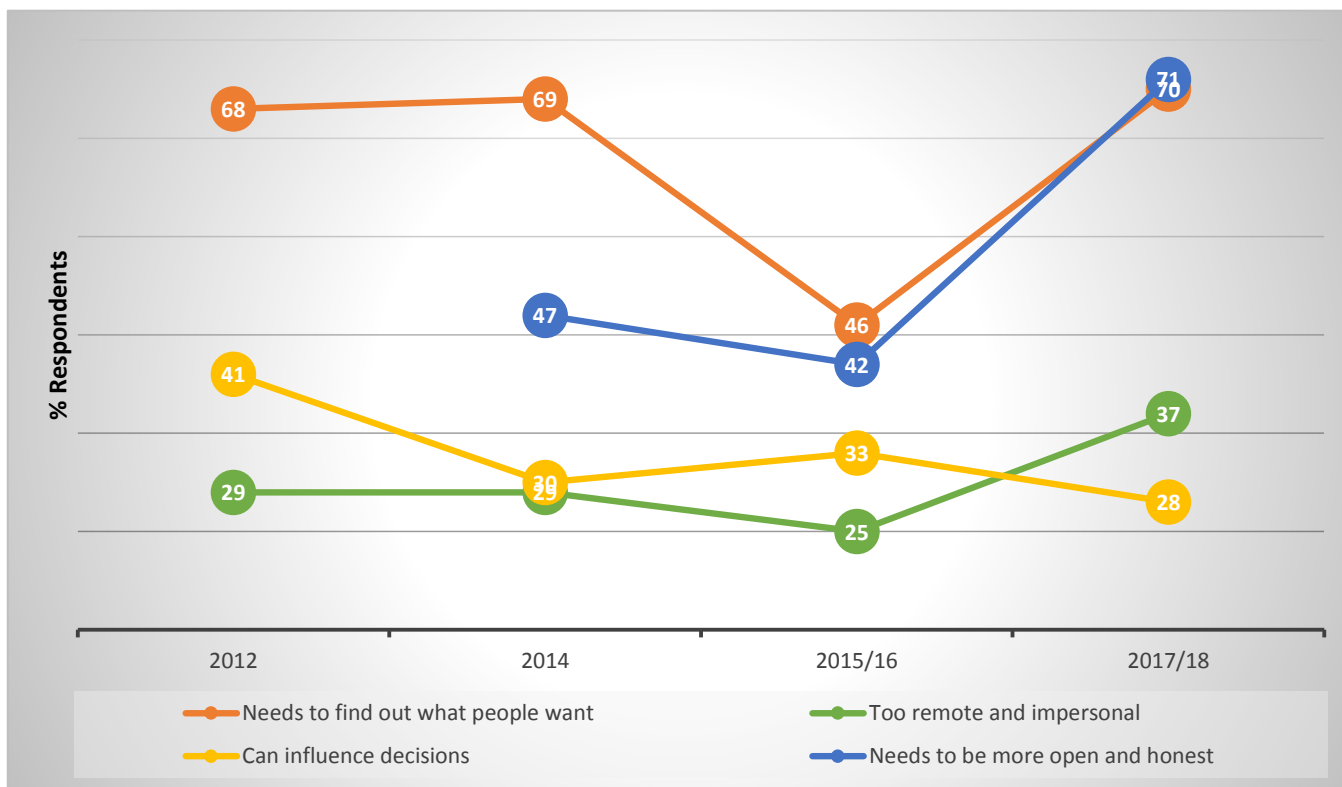
<sup>3</sup> Percentage of disagreement is only shown for Wards where surveys were carried out.

## Responsiveness to residents

The survey asked about whether residents feel they can **influence decisions affecting their local area (Figure 4)**. A higher proportion of residents disagreed that they can influence decisions, compared to those that agreed. 39 per cent disagreed, whilst 28 per cent agreed. There has been a small decrease in the proportion who agreed since the 2015 survey (from 33 per cent) and is at the lowest point since the surveys began. However, the proportion who neither agreed nor disagreed has increased significantly from 2015, from 13 per cent to 29 per cent in 2018. The most frequent comment from residents who disagreed was that they felt that the council does not listen, that the council does what it wants and that they have never tried to influence the council or have not been invited to do so.

A further indicator of whether the council is responsive to residents is agreement with the statement that the **council is too impersonal and remote**. 37 per cent of respondents felt this to be the case, compared to 25 per cent of respondents in 2015.

**Figure 4: Attitudes towards the council (Responsiveness).**



Around seven out of ten residents felt that the **council needs to find out what people want** (69 per cent) and also **needs to be more open and honest** (71 per cent). Both indicators have increased drastically since 2015 (46 per cent and 42 per cent respectively). The former has returned to the levels seen in the previous 2012 and 2014 surveys, therefore the results from 2015 may have been a ‘blip’ or it may be that any work the council did to improve this indicator has been eroded over the last two years.

In order to improve the negative perceptions about the council’s reputation, further work is needed to show residents that the council is more in touch, listens to views, more transparent and that residents can influence decisions. Greater understanding of what residents expectations are and how they want to have more influence may be needed to fully understand how the council can move forward with these, such as through focus groups or other in depth research.

### **Communication with residents**

Effective communication can help improve the reputation of the council and respond to the needs of residents. The survey shows **how informed residents feel** about the services and benefits provided by the council. Two thirds of residents (66 per cent) agreed that they felt informed, which has dropped 10 per cent since 2015 (from 76 per cent). Around one in three (32 per cent) said that they were not well informed. Residents aged 55 to 64 were less likely to feel informed than residents in other age groups. Interestingly, the current methods for getting information differed little across the age groups. Therefore further investigation is needed to understand why older residents feel less well informed than other residents this time.

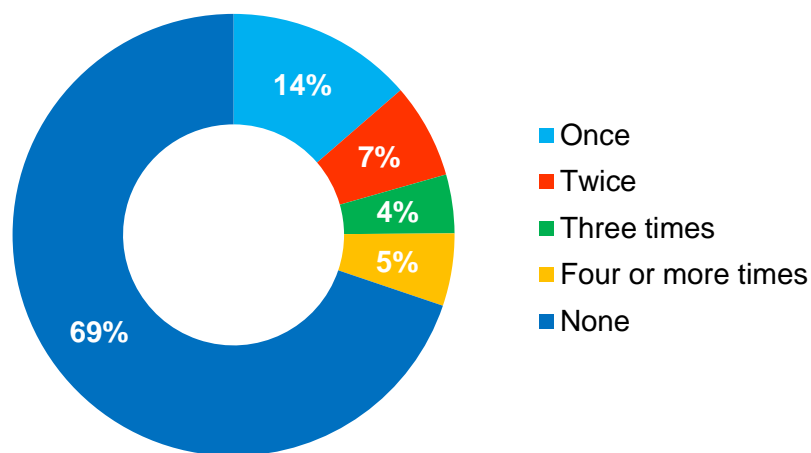
Consideration of how the council can inform residents better in the future should take note of people's preferences for contacting the council. Most say they currently get information about the work of the council via its website (62 per cent), but local newspapers, the council's Outlook newsletter and contact with council staff are also a source of information (**Figure 5**). Residents would prefer to access information about the council via its website in the future.

**Figure 5: Current and preferred methods for residents to get information about the council.**



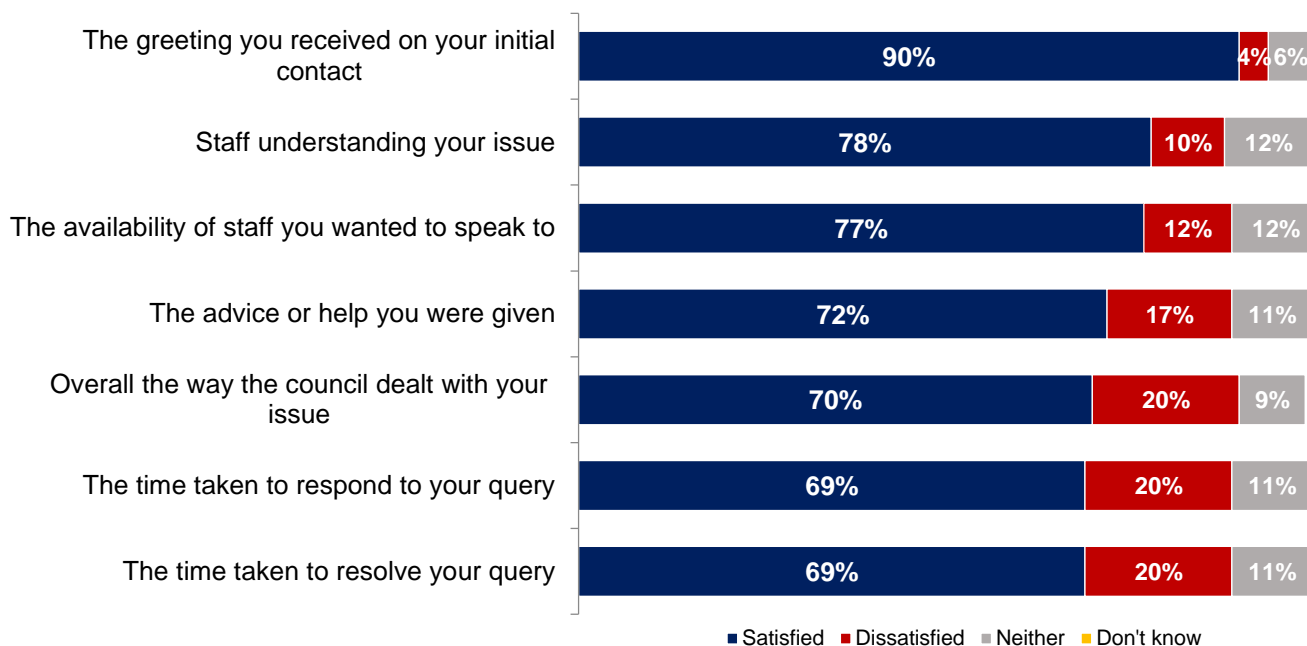
Respondents were asked **how many times they have contacted the council** over the past year. As **Figure 6** shows, almost seven out of ten people had not contacted the council at all.

**Figure 6: Number of times residents have contacted the council in the last 12 months.**



**Figure 7** shows that around seven out of ten residents (70 per cent) who have contacted the council, were **satisfied with the overall way their enquiry was dealt with**, similar to the 2015 figure (70 per cent). Almost all other indicators have stayed around the same or increased slightly from the 2015 survey. Nevertheless, one fifth (20 per cent) of residents were dissatisfied with the time taken to respond, the time taken to resolve and the overall way the council dealt with their query.

**Figure 7: Satisfaction with aspects of contact with the council.**



### Satisfaction with key services<sup>4</sup>

Figure 8 shows levels of satisfaction with fourteen key services provided by the council since 2012. The levels of satisfaction reported are for respondents that said they have used the service concerned (service users) rather than for all respondents. For more specialist services that have a limited number of users, this data can be a more reliable indicator of performance as satisfaction is usually attributed to first-hand experience, as opposed to opinions formed through exposure to the media and wider public discourse.

Satisfaction with services has seen some changes this year with notable increases since 2015: environmental protection (an 18 per cent increase<sup>5</sup>), housing (a 15 per cent increase), public toilets (an 11 per cent increase), grants (a 10 per cent increase) and community safety (a six per cent increase)

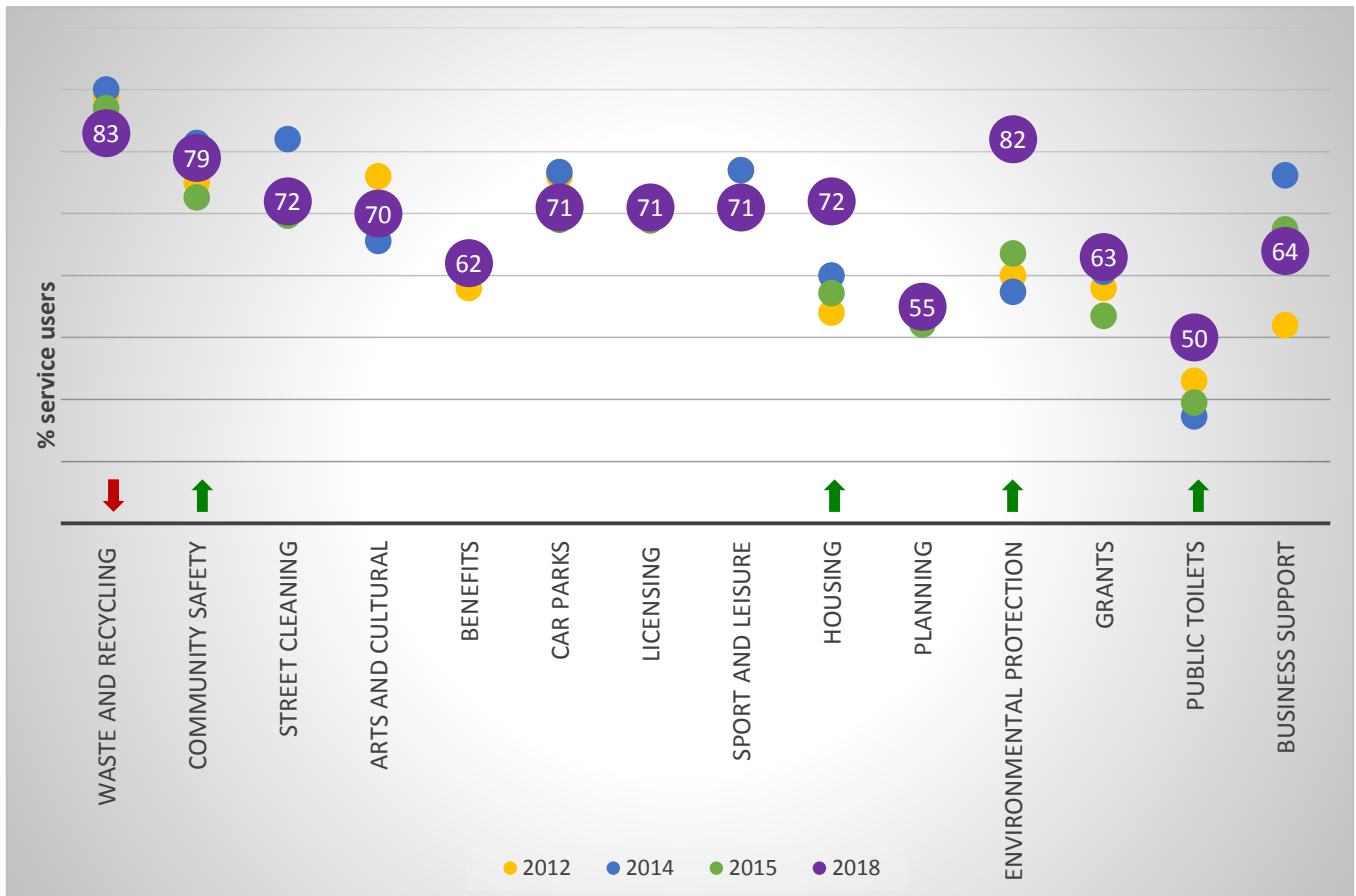
Although satisfaction with waste and recycling dropped by a further four per cent this year, this continues to be the top performing service area for resident satisfaction, with 83 per cent of residents feeling satisfied. This is good news considering that the performance of this service area is a corporate priority for the council. Further investigation is needed to explore the reasons why levels of satisfaction with key services provided by the council have decreased over the last year.

<sup>4</sup> The description of some of the services has varied over the years. In 2005 and 2009 Waste and Recycling referred to the kerbside refuse collection only. In 2007 and 2005 Environmental protection was referred to as Environmental Health.

<sup>5</sup> New questions on enforcement, providing greater detail of the range of services provided under environmental protection, were added to the survey this year, which preceded the satisfaction question. This may have influenced views.



**Figure 8: Satisfaction of service users with key services provided by the council.**



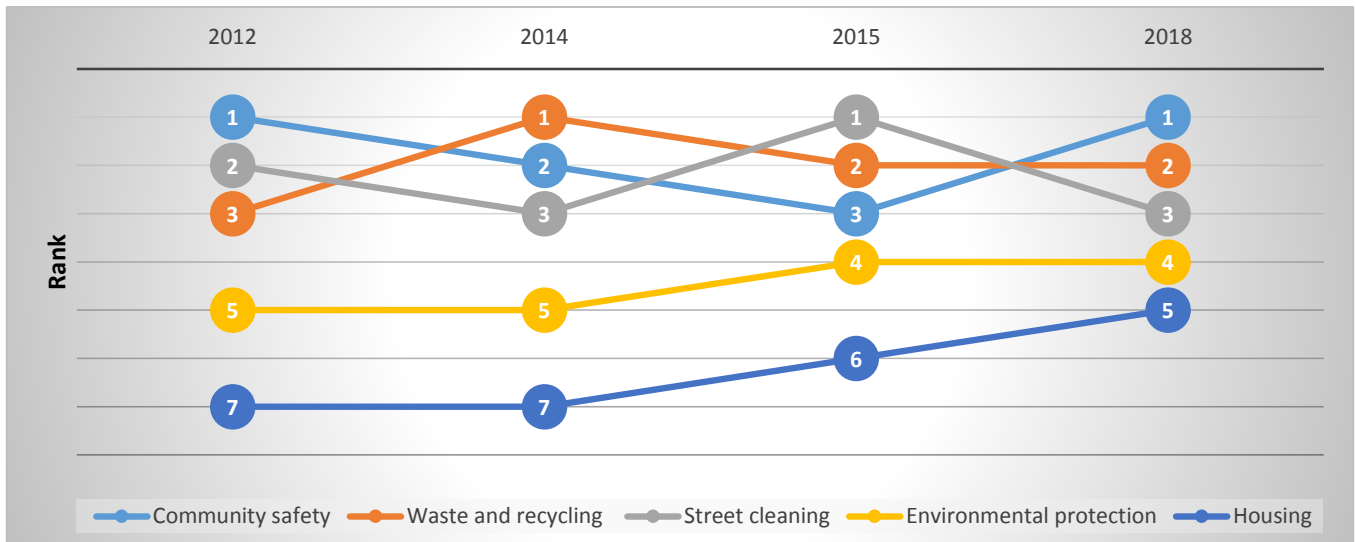
\*The green and red arrows indicate any significant increase or decrease in satisfaction since 2015

### Importance of key services

The top three most important services in 2018 were **community safety** (reducing crime, fear or crime and antisocial behaviour), **waste and recycling**, **street cleaning** (keeping the area clean and litter free). Environmental protection and housing ranked in fourth and fifth position respectively. Since the 2015 survey, community safety has risen from third position to become the most important service while street cleaning has dropped to third position.

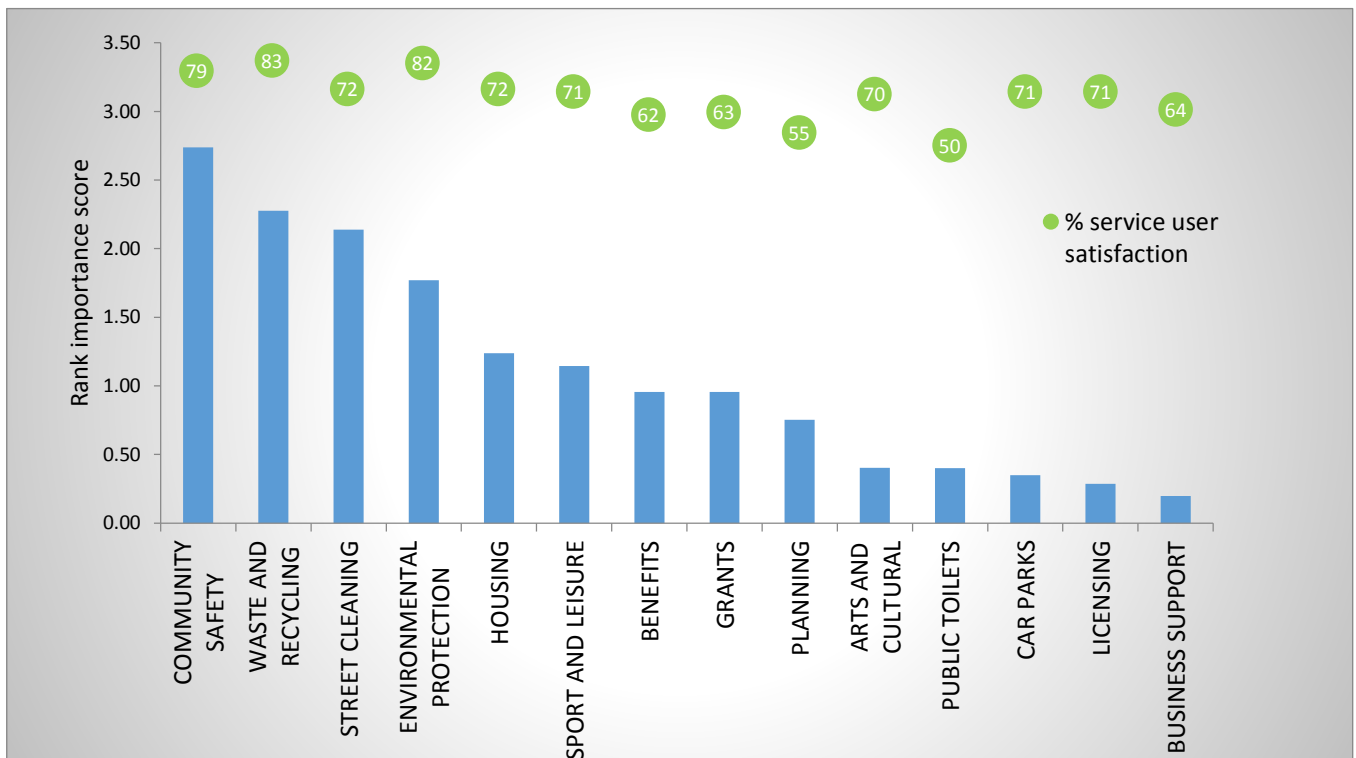
As **Figure 9** shows, the top four services have made the top five most important since 2012 (although individual rank positions have changed), whereas housing has risen in importance from seventh position in 2012 to fifth this year.

**Figure 9: Residents' top five most important services.<sup>6</sup>**



**Figure 10** shows that the services residents rate as the most important are not necessarily the services with the highest levels of user satisfaction. For example, community safety was the most important service area but had the third highest satisfaction level. Street cleaning also had a lower satisfaction rank compared to its importance. In contrast, satisfaction with car parks and licensing was relatively high compared to its importance to residents. Therefore the council may want to focus their efforts on measures which address community safety and street cleaning to increase satisfaction in these areas.

**Figure 10: Importance versus service user satisfaction for key services provided by the council.<sup>7</sup>**



<sup>6</sup> Importance is calculated as an average score based on all respondents, where the service with the largest average ranking is the most important.

<sup>7</sup> Importance is shown as rank importance scores, where a higher score indicates a higher level of importance.



cent for both 'make the district attractive to visitors' and 'grants to the voluntary and community sector'. This is excluding making sure facilities exist on new housing developments where a slightly higher proportion thought the council should do more for this. 18 per cent of residents reported that the Council should build fewer houses, which is the largest for any of the services listed, however the majority think the council should do the same (51 per cent) or do more (27 per cent) in this respect.

Compared to the 2015 results, significantly more residents have felt that the council should do more of the following services:

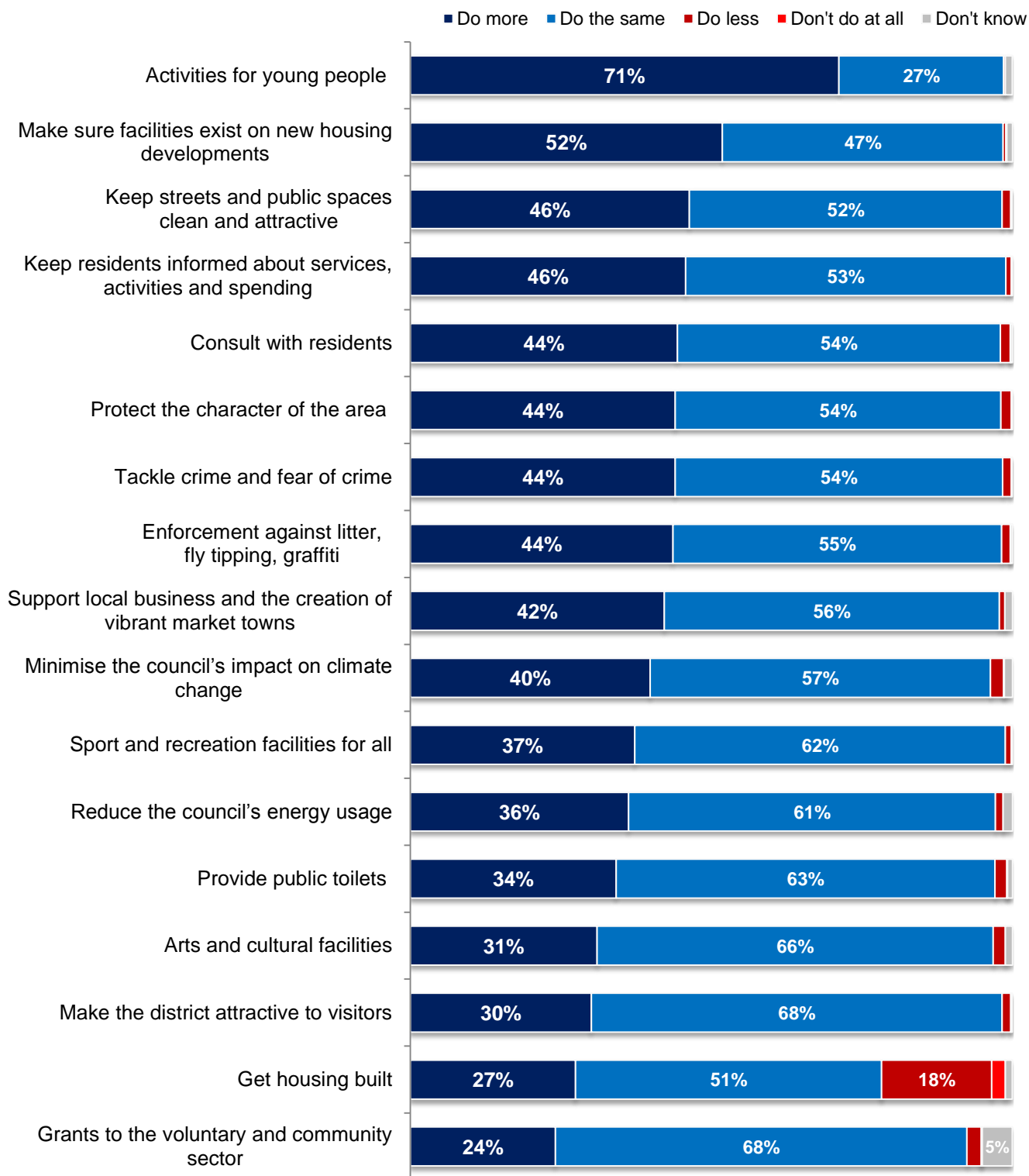
- Provide activities for young people
- Consult with residents make sure facilities exist on new housing developments,
- Make sure facilities exist on new housing developments
- Minimise the council's impact on climate change

On the contrary, significantly fewer residents have stated that the council should do more of the following services:

- **Keep streets and public spaces clean and attractive**
- **Keep residents informed about services, activities and spending**
- Make the district attractive to visitors
- **Protect the character of the area**
- Provide public toilets
- Support local business and the creation of vibrant market towns
- Provide sport and recreation facilities for all
- **Tackle crime and fear of crime**

It should be noted that despite the differences, quite a few of the service areas (highlighted in bold above) still feature as a significant priority for residents.

**Figure 11: Whether Vale of Whitehorse District Council should do more, the same or less of services, or should not do them at all**

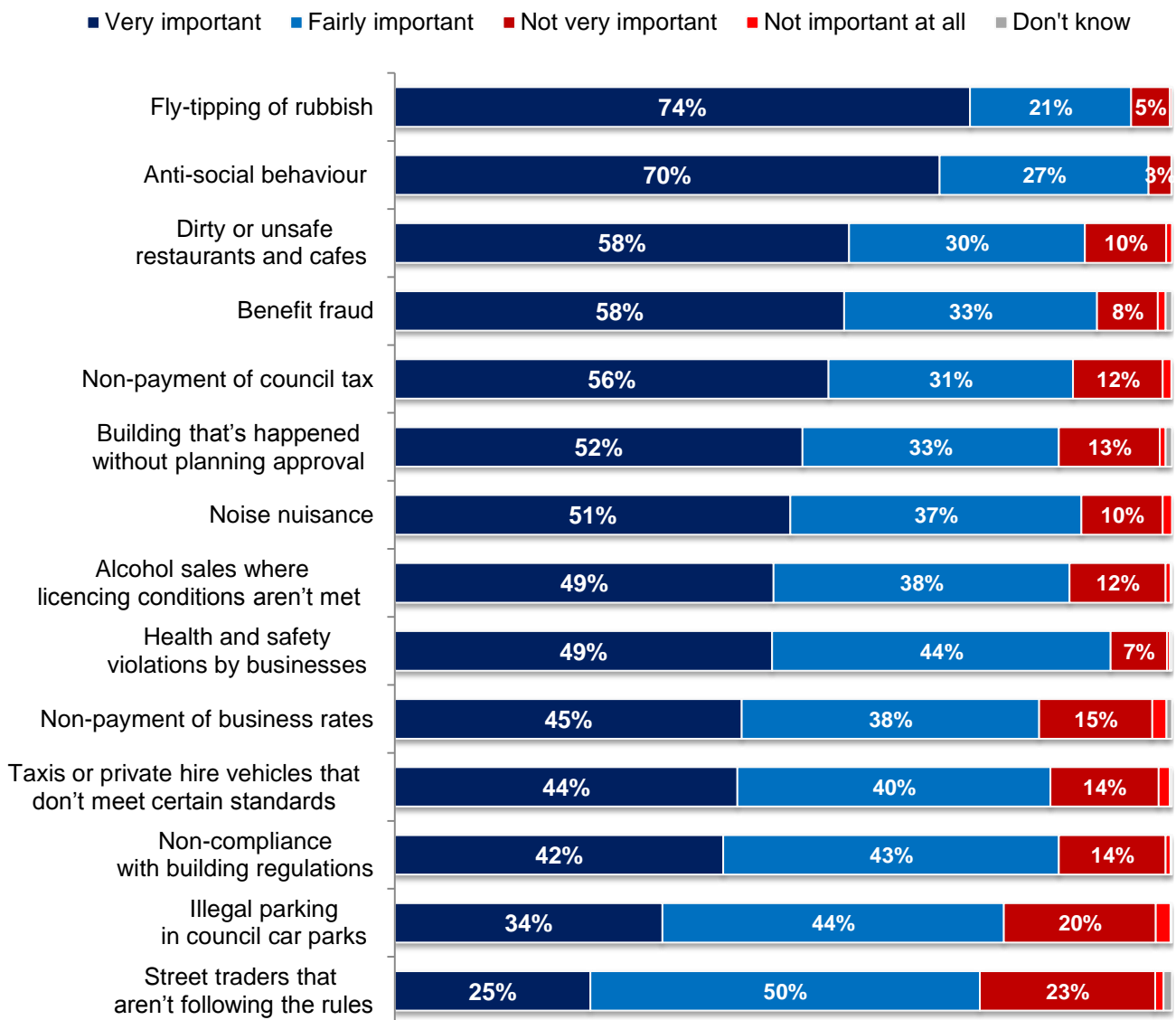


## Enforcement

The survey asked residents how important they think it is for the council to pursue different types of enforcement, where people do not comply with the rules. Increased enforcement actions could result in a small increase in the district council element of residents' council tax.

**Figure 12** shows that support for enforcement in all of the areas listed below is relatively high, with all being 75 per cent or above. Support for enforcement of anti-social behaviour and fly-tipping of rubbish were particularly high at 97 per cent and 95 per cent respectively. The highest proportion of residents stating that enforcement is not important was for street traders that aren't following the rules, where almost one-quarter (24 per cent) stated it was not important and also for illegal parking in council car parks, where around one-fifth (21 per cent) stated this.

**Figure 12: How important it is for the Council to pursue enforcement of different issues**



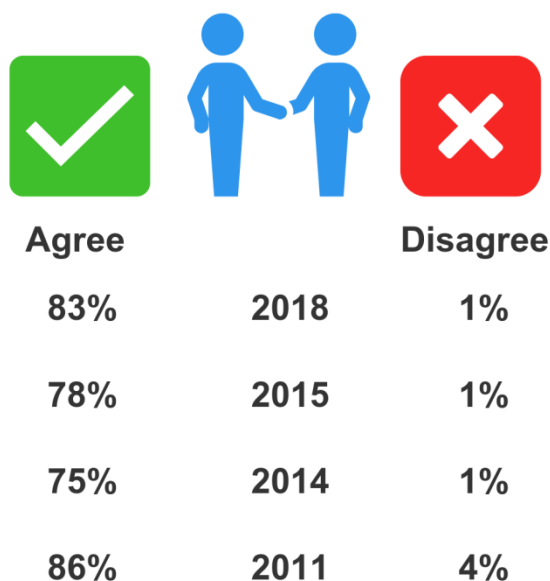
## Local area

The survey also asked residents about their local area, including feelings of safety and how well people get on together.

Almost all residents (98 per cent) **continue to feel safe during the day** in their local area within Vale of White Horse and, positively, the proportion of residents who **feel safe after dark** was 87 per cent; an eight per cent increase since 2015. The proportion of residents who claimed to feel fairly or very unsafe at night has halved, from 12 per cent in 2015 to six per cent in 2018. Further analysis shows that female respondents and residents who are limited a lot by a disability were much less likely to feel safe at night.

Encouragingly, after a notable drop in 2014, there has been an increase in the number of people who agreed that **the local area is a place where people from different backgrounds get on well together** (Figure 13). The number of people who disagreed that people get on well together remained the same at one per cent. A slightly higher proportion of urban residents than rural residents agreed with this statement (85 per cent compared to 81 per cent). It was not possible to investigate any difference in agreement between different ethnic groups because the number of respondents from these groups was too small.

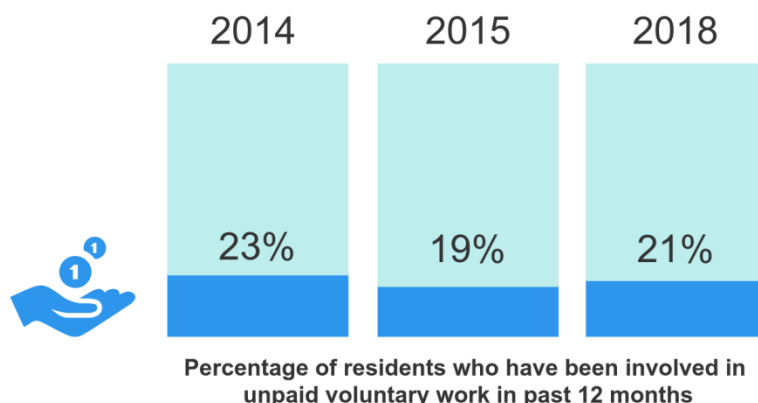
**Figure 13: Local area as a place where people from different backgrounds get on well together.**



## Volunteering

**Figure 14** shows that 21 per cent of residents have undertaken unpaid voluntary work; this is a slight increase since the last survey in 2015. Residents aged 45 to 54 years were most likely to have volunteered (28 per cent), while residents aged 65+ years were the least likely (17 per cent).

**Figure 14: Residents involved in unpaid voluntary work in the last 12 months.**



Residents gave a number of different reasons why they have not been involved in unpaid voluntary work, as can be seen in **Table 1**. The main reason given by residents for not volunteering was work commitments, followed by having to look after children or the home and having other things to do in their spare time. A small proportion of residents had not volunteered because they hadn't thought about it (six per cent of comments) or don't know where to do so suggesting that more could be done to promote volunteer opportunities to these residents.

**Table 1: Reasons why residents have not been involved in unpaid voluntary work in the last 12 months.**

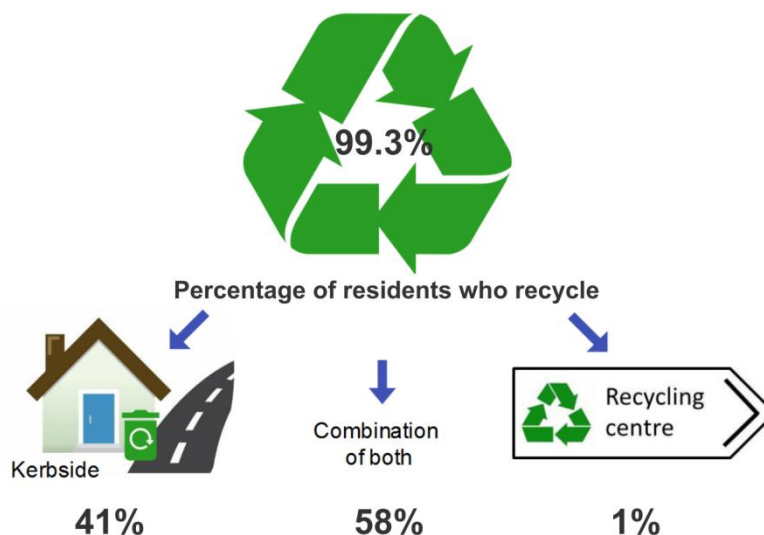
Reason <sup>8</sup>	Frequency	%
I have work commitments	464	54%
I have to look after children/the home	177	20%
I have other things to do in my spare time	159	18%
I'm too old	114	13%
I've never thought about it	54	6%
Other, please specify	37	4%
I have to look after someone who is elderly/ill	28	3%
I don't know any groups that need help	21	2%
I have to study	20	2%
I haven't heard about opportunities to give help	13	2%
I'm new to the area	9	1%
I'm too young	3	0.4%

<sup>8</sup> Where respondents gave more than one reason, each reason has been counted separately.

## Recycling

Nearly all residents recycle, with the majority using a combination of the council's kerbside recycling collection and by taking items to Oxfordshire County Council waste recycling centres (**Figure 15**). Just one respondent said that they do not recycle; the reason given for this was that they don't have the correct bin.

**Figure 15: Recycling by residents.**



Eight out of ten residents said that they already **recycle as much as they can** (80 per cent) so nothing would make them recycle more. Seven per cent of residents said they would recycle more if they had an additional recycling bin, and the same proportion said they would do so if they had more information about what they can recycle.

Most said that they put their recycling (90 per cent), garden waste (54 per cent) and general household waste (90 per cent) out fortnightly. Whilst most residents put their **food waste** out for collection weekly (84 per cent). However, seven per cent said they don't use the food waste collection at all. The main reason given for this was that they don't make enough food waste (73 per cent).

## Access to jobs

Just over six out of ten (63 per cent) of residents **agreed that there are a good range of job opportunities in the Vale of White Horse**. This contrasts to seven per cent of respondents who disagreed with this statement. A relatively large proportion, at almost a quarter (24 per cent) neither agreed nor disagreed that there are a good range of job opportunities, this could be because either people are not of working age (i.e. retired), they were unsure of the job opportunities available in the local area or were not seeking employment at this time. Other reasons given by residents were a lack of local job opportunities, with particular mention given to a perceived lack of jobs for groups such as young people, blue collar workers, ethnic minorities and those with little experience (see **Table 2**).

**Table 2: Reasons why residents disagreed that there are a good range of job opportunities in Vale of White Horse**

Reason <sup>9</sup>	Frequency	%
Not enough jobs	41	50%
Not enough jobs for young, blue collar workers, mums or BME	14	17%
Transport limitations	6	7%
Not many businesses	5	6%
Hard to get a job	4	5%
Jobs don't pay well	3	4%
Other	3	4%

## Access to housing

Just over half (51 per cent) of residents agreed that they can buy or rent housing that meets their needs in the Vale of Whitehorse. There was a high proportion who said that they neither agreed nor disagreed with this statement at one quarter (29 per cent). 16 per cent disagreed.

As shown in **Table 3**, the most common reason for the disagreement was that housing is too expensive. Views are broadly similar for different sub-groups of the population.

**Table 3: Reasons why residents disagreed that that they can access housing that meets their needs in Vale of White Horse**

Reason <sup>10</sup>	Frequency	%
Too expensive	131	75%
Not enough affordable housing	32	18%
Other	12	7%

## Sport and physical activities

Almost half of residents (48 per cent) reported that they are **active for 30 minutes of moderate intensity physical activity more than three times a week**. This compares to over one-quarter (27 per cent) who are active two to three times per week. Around one out of ten (nine per cent) report that they are active less than once a week and almost one-fifth (17 per cent) said they are never active.

Residents were then asked whether they have heard of or taken part in a range of **sports and activities organised by the District Council**. GO Active was the most well-known option, with 30 per cent stating they have heard of this activity. However, just three per cent of residents have taken part in it. Sportivate was the least recognised option (eight per cent) and just one per cent of residents have taken part in it.

<sup>9</sup> Where respondents gave more than one reason, each reason has been counted separately.

<sup>10</sup> Where respondents gave more than one reason, each reason has been counted separately.

When asked what would **make residents more active**, 41 per cent said that nothing would make them more active or they don't know what would do so and three out of ten (30 per cent) stated that having more time would make them more active.



## **FURTHER INFORMATION**

For information about the residents' survey or the results presented in this report, please contact:

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# APPENDIX A – SURVEY QUESTIONS

## Vale of White Horse District Council Residents Survey 2018

Good morning, afternoon, evening. My name is ..... from M-E-L Research, an independent market research organisation. We're conducting an important survey about your views of the local area on behalf of Vale of White Horse District Council.

Can you spare some time to take part? It will take about 15 minutes. I would like to assure you that all the information we collect will be kept in the strictest confidence, and used for research purposes only. It will not be possible to identify any particular individual or address in the results.

### Section A: Satisfaction with the local area and your district council

Throughout this survey we ask you to think about your local area. When answering, please consider your local area to be the area within 15-20 minutes walking distance from your home. Your local area receives services from two councils, Vale of White Horse District Council and Oxfordshire County Council. This survey asks about Vale of White Horse District Council which is responsible for services such as waste and recycling collection, street cleaning and planning.

Q1) Overall, how satisfied or dissatisfied are you with the way Vale of White Horse District Council runs things?

#### Showcard A and Tick ONE only

- |   |   |
|---|---|
| <input type="checkbox"/> Very satisfied                     | <input type="checkbox"/> Fairly dissatisfied        |
| <input type="checkbox"/> Fairly satisfied                   | <input type="checkbox"/> Very dissatisfied          |
| <input type="checkbox"/> Neither satisfied nor dissatisfied | <input type="checkbox"/> Don't know (DO NOT PROMPT) |

Q1b) Can I ask why that is? **PROBE FULLY. DO NOT PROMPT** CODE ALL THAT APPLY

- |   |   |
|---|---|
| <input type="checkbox"/> Poor customer service                            | <input type="checkbox"/> Lack of investment in area               |
| <input type="checkbox"/> Council never gets things done quickly enough    | <input type="checkbox"/> Poor planning service                    |
| <input type="checkbox"/> Council wastes money/inefficient                 | <input type="checkbox"/> Does not control development in the area |
| <input type="checkbox"/> Council doesn't tell us what's happening         | <input type="checkbox"/> Poor sports and leisure facilities       |
| <input type="checkbox"/> Council doesn't consult us                       | <input type="checkbox"/> Not enough car parking                   |
| <input type="checkbox"/> Council doesn't listen to what we tell them      | <input type="checkbox"/> High crime rates/level of crime          |
| <input type="checkbox"/> Council tax too high                             | <input type="checkbox"/> High levels of antisocial behaviour      |
| <input type="checkbox"/> Poor street cleaning                             | <input type="checkbox"/> Nothing for young people to do           |
| <input type="checkbox"/> Poor roads/pavements                             | <input type="checkbox"/> Not enough housing in the area           |
| <input type="checkbox"/> Poor waste collection                            | <input type="checkbox"/> Not enough affordable housing            |
| <input type="checkbox"/> Poor recycling collection                        | <input type="checkbox"/> Don't know                               |
| <input type="checkbox"/> Doesn't remove dumped rubbish quickly enough     | <input type="checkbox"/> Other (specify below)                    |
| <input type="checkbox"/> Doesn't remove abandoned vehicles quickly enough |   |

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

Q2) To what extent do you agree or disagree that Vale of White Horse District Council provides value for money?

#### SHOWCARD B and Tick ONE only

- |   |   |
|---|---|
| <input type="checkbox"/> Strongly agree             | <input type="checkbox"/> Tend to disagree           |
| <input type="checkbox"/> Tend to agree              | <input type="checkbox"/> Strongly disagree          |
| <input type="checkbox"/> Neither agree nor disagree | <input type="checkbox"/> Don't know (DO NOT PROMPT) |

Q3) On balance, which of the following statements comes closest to how you feel about Vale of White Horse District Council.

**SHOWCARD C and Tick ONE only**

- I speak positively of the council without being asked
- I speak positively of the council if I am asked about it
- I have no views one way or another
- I speak negatively about the council if I am asked about it
- I speak negatively about the council without being asked
- Don't know

Q4) To what extent do you think Vale of White Horse District Council acts on the concerns of local residents? **Showcard D and Tick ONE only**

- A great deal
- A fair amount
- Not very much
- Not at all
- Don't know

Q5) Overall, how well informed do you think Vale of White Horse District Council keeps residents about the services and benefits it provides?

**Showcard E and Tick ONE only**

- Very well informed
- Fairly well informed
- Not very well informed
- Not well informed at all
- Don't know

Q6) How safe or unsafe do you feel when outside in your local area a) during the day and b) after dark?

**SHOWCARD F and Tick ONE only for a) and b)**

	Very safe	Fairly safe	Neither safe nor unsafe	Fairly unsafe	Very unsafe	Don't know
a) How safe or unsafe do you feel when outside in your local area during the day?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) How safe or unsafe do you feel when outside in your local area after dark?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q7) To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? Different backgrounds means people of different age, gender, ethnic and religious groups, disabled people, and people of a particular sexual orientation. By getting on well together, we mean treating each other with respect.

**SHOWCARD G and Tick ONE only**

- Definitely agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Definitely disagree
- Don't know
- Too few people in local area
- All the same ethnic background

**Enforcement:**

Part of the council's service to the public is to ensure that people comply with the rules. Where we are unable to agree a way forward with someone who isn't doing so, we sometimes have to take enforcement action against them. As well as the more obvious ones like planning enforcement, this might include requiring dirty restaurants to clean up their act, cracking down on fly-tipping and chasing non-payment of council and business tax.

Increased enforcement activity could potentially result in a small increase in the district council element of your council tax. Ultimately, we have to weigh up the likelihood of upholding enforcement actions against the public benefit that would result. In this context, we want to know how important different types of enforcement action are to you. This will help us to decide what level of resources we allocate to these in the future.

Q8a) How important do you think it is for the council to pursue the following types of enforcement? Order is set to rotate each time

Enforcement against...

	Very important	Fairly important	Not very important	Not important at all	Don't know
a) Alcohol sales where licencing conditions aren't met	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Anti-social behaviour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Benefit fraud	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Building that's happened without planning approval	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Dirty or unsafe restaurants and cafes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Fly-tipping of rubbish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Health and safety violations by businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Illegal parking in council car parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Noise nuisance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Non-compliance with building regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Non-payment of business rates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Non-payment of council tax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m) Street traders that aren't following the rules (nb market traders and Big Issue sellers are not the responsibility of the district council)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n) Taxis or private hire vehicles that don't meet certain standards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q9) Have you been involved in any unpaid voluntary work (apart from expenses) during the past 12 months, either for a charity or other type of voluntary or community organisation? (e.g sports clubs/activities, arts activities, school governor, faith group). Tick ONE only

Yes

No

Q10) And which of these, if any, are the reasons why you don't give unpaid help to groups or organisations? SHOWCARD I and TICK ALL THAT APPLY

- I have work commitments
- I have to look after children/the home
- I have to look after someone who is elderly/ill
- I have to study
- I have other things to do in my spare time
- I'm too old
- I'm too young
- I don't know any groups that need help
- I haven't heard about opportunities to give help
- I'm new to the area
- I've never thought about it
- Other, please specify

Q11) How much do you trust Vale of White Horse District Council? SHOWCARD J and TICK ONE ONLY

- A great deal
- A fair amount
- Not very much

- Not at all
- Don't know

Q12) Here is a list of statements about Vale of White Horse District Council, how strongly do you agree or disagree with each statement?

SHOWCARD K and Tick ONE only for a) to i). Order is set to rotate each time

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	No opinion/ Don't know
a) Vale of White Horse District Council needs to make more effort to find out what local people want	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) The quality of Vale of White Horse District Council services is good overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Vale of White Horse District Council treats all parts of Vale of White Horse District equally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) I don't mind what Vale of White Horse District Council does so long as it does its job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Vale of White Horse District Council does a good job for people like me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Vale of White Horse District Council is too remote and impersonal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Vale of White Horse District Council is too bureaucratic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Vale of White Horse District Council needs to be more open and honest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Vale of White Horse District Council treats everyone fairly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13) From which, if any, of these places do you obtain most of your information about Vale of White Horse District Council?

Showcard L and TICK ALL THAT APPLY

- |  |   |
|--|---|
| <input type="checkbox"/> Contact with Council staff                  | <input type="checkbox"/> Vale of White Horse District Council website |
| <input type="checkbox"/> Contact with elected District Councillors   | <input type="checkbox"/> Facebook                                     |
| <input type="checkbox"/> Village / Parish newsletter                 | <input type="checkbox"/> Twitter                                      |
| <input type="checkbox"/> Local / Free newspapers                     | <input type="checkbox"/> None   |
| <input type="checkbox"/> Vale News – the council's email newsletter' | <input type="checkbox"/> Don't know                                   |
| <input type="checkbox"/> Local radio                                 | <input type="checkbox"/> Other, please specify                        |
| <input type="checkbox"/> Friends and neighbours                      |   |

Q14) And looking at the list again, which source of information would you MOST like to receive information about Vale of White Horse District Council from?

Showcard L again and Tick ONE only

- |  |   |
|--|---|
| <input type="checkbox"/> Contact with Council staff                  | <input type="checkbox"/> Vale of White Horse District Council website |
| <input type="checkbox"/> Contact with elected District Councillors   | <input type="checkbox"/> Facebook                                     |
| <input type="checkbox"/> Village / Parish newsletter                 | <input type="checkbox"/> Twitter                                      |
| <input type="checkbox"/> Local / Free newspapers                     | <input type="checkbox"/> None   |
| <input type="checkbox"/> Vale News – the council's email newsletter' | <input type="checkbox"/> Don't know                                   |
| <input type="checkbox"/> Local radio                                 | <input type="checkbox"/> Other, please specify                        |
| <input type="checkbox"/> Friends and neighbours                      |   |

Q15) Do you agree or disagree that you can influence decisions affecting your local area? Showcard M and Tick ONE only

- |   |  |
|---|--|
| <input type="checkbox"/> Definitely agree           | <input type="checkbox"/> Tend to disagree    |
| <input type="checkbox"/> Tend to agree              | <input type="checkbox"/> Definitely disagree |
| <input type="checkbox"/> Neither agree nor disagree | <input type="checkbox"/> Don't know          |

Q16) Why do you think you can / can't influence decisions affecting your area? Write in Verbatim

Q17) How satisfied or dissatisfied you are with the quality of each of the following services in your local area? Showcard N and Tick ONE only for a) to n)

The order is set to rotate each time

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
a) Advice / support to businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Arts and cultural activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Council car parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Environmental protection (dealing with noise, bonfires, fly-tipping)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Housing services (including housing advice, homelessness & housing applications)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Keeping the area clean & litter free (i.e. street cleaning)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Licensing (private hire vehicles, public entertainment licenses, alcohol licences)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Sports & leisure facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Planning applications and enforcement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Providing benefits for people on low incomes (e.g. housing benefit or council tax reduction scheme)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Providing grants to local communities/ groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Public toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m) Reducing crime, fear of crime & antisocial behaviour (i.e. community safety services)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n) Waste and recycling collection service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q18) And which of these services provided in your local area are most important in your view? Please rank up to FIVE, where 1 is the most important. Showcard O

	1	2	3	4	5
a) Advice / support to businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Arts and cultural activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Council car parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Environmental protection (dealing with noise, bonfires, fly-tipping)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Housing services, including housing advice, homelessness & housing applications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Keeping the area clean & litter free (i.e. street cleaning)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Licensing (private hire vehicles, public entertainment licenses, alcohol licences)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Planning applications and enforcement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Providing benefits for people on low incomes, for instance housing or council tax benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Providing grants to local communities/ groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Public toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Reducing crime, fear of crime & antisocial behaviour (i.e. community safety services)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m) Sports & leisure facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n) Waste and recycling collection service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



None of these

Q19) Here are a number of different types of services that are provided in Vale of White Horse. Which service(s) have you or a member of your household used or benefited from? Tick ONE for each. The order are set to rotate each time

	Have used	Have not used
a) Advice/support for businesses	<input type="checkbox"/>	<input type="checkbox"/>
b) Arts and cultural activities	<input type="checkbox"/>	<input type="checkbox"/>
c) Council car parks	<input type="checkbox"/>	<input type="checkbox"/>
d) Environmental protection (dealing with noise, bonfires, fly-tipping)	<input type="checkbox"/>	<input type="checkbox"/>
e) Housing services (including housing advice, homelessness & housing applications)	<input type="checkbox"/>	<input type="checkbox"/>
f) Keeping the area clean & litter free (i.e. street cleaning)	<input type="checkbox"/>	<input type="checkbox"/>
g) Licensing (private hire vehicles, public entertainment licenses, alcohol licences)	<input type="checkbox"/>	<input type="checkbox"/>
h) Planning applications and enforcement	<input type="checkbox"/>	<input type="checkbox"/>
i) Providing benefits for people on low incomes, for instance housing or council tax benefits	<input type="checkbox"/>	<input type="checkbox"/>
j) Providing grants to local communities/ groups	<input type="checkbox"/>	<input type="checkbox"/>
k) Public toilets	<input type="checkbox"/>	<input type="checkbox"/>
l) Reducing crime, fear of crime & antisocial behaviour (i.e. community safety services)	<input type="checkbox"/>	<input type="checkbox"/>
m) Sports & leisure facilities	<input type="checkbox"/>	<input type="checkbox"/>

Q20) Here is a list of things Vale of White Horse District Council currently do or provide in the district.

In the future, do you think Vale of White Horse should do more, do the same or less of these things or do you think they shouldn't provide these things at all?

Showcard P and Tick ONE for each a) to q)

	Do more	Do the same	Do less	Don't do at all	Don't know
a) Activities for young people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Arts and cultural facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Consult with residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Enforcement against litter, fly tipping, graffiti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Get housing built	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Grants to the voluntary and community sector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Keep streets and public spaces clean and attractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Keep residents informed about services, activities and spending	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Make the district attractive to visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Make sure facilities exist on new housing developments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Minimise the council's impact on climate change	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Protect the character of the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m) Provide public toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n) Reduce the council's energy usage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o) Support local business and the creation of vibrant market towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p) Sport and recreation facilities for all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q) Tackle crime and fear of crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q28) To what extent do you agree or disagree you can buy or rent housing that meets your needs in Vale of White Horse?

- |   |  |
|---|--|
| <input type="checkbox"/> Definitely agree           | <input type="checkbox"/> Tend to disagree            |
| <input type="checkbox"/> Tend to agree              | <input type="checkbox"/> Definitely disagree         |
| <input type="checkbox"/> Neither agree nor disagree | <input type="checkbox"/> Don't know / not applicable |

Q29) Why do you {Q28} that you cannot access housing that meets your needs in Vale of White Horse?

Q32) How many days a week are you active for 30 minutes of moderate intensity physical activity (This may include sport, exercise and brisk walking or cycling for recreation or travel, but should not include housework or physical activity that may be part of your job)

- |  |   |
|--|---|
| <input type="checkbox"/> Less than once a week | <input type="checkbox"/> More than 3 times a week |
| <input type="checkbox"/> 2 - 3 times a week    | <input type="checkbox"/> Never                    |

Q33) Have you heard of or taken part in any of the following sports and activities organised by the District Council?

	Heard of	Taken part in	Neither / don't know
GO Active	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Get Healthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Active Women	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sportivate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other community activities e.g. jogging etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q34) What would make you more active, or help you to become more active?

- |   |   |
|---|---|
| <input type="checkbox"/> Availability of local sports/leisure facilities close to home                | <input type="checkbox"/> Better information about exercising  |
| <input type="checkbox"/> Better personal safety   | <input type="checkbox"/> If I could exercise at home  |
| <input type="checkbox"/> Someone to exercise/do activities with                                       | <input type="checkbox"/> If I had help with my caring responsibilities (e.g. a crèche for children)           |
| <input type="checkbox"/> Having more time   | <input type="checkbox"/> Organised walks  |
| <input type="checkbox"/> Better access to transport to travel to activities                           | <input type="checkbox"/> Availability of specialised exercise / activities for people with medical conditions |
| <input type="checkbox"/> Improved personal motivation   | <input type="checkbox"/> Exercise on Referral   |
| <input type="checkbox"/> Lower prices for gym / leisure centre membership / for using leisure centres | <input type="checkbox"/> Other (please specify below)   |
| <input type="checkbox"/> Personalised exercise advice and sessions                                    | <input type="checkbox"/> Nothing / don't know   |
| <input type="checkbox"/> Advice from a health care professional                                       |   |

Q35) How many times have you contacted Vale of White Horse District Council with an enquiry or about a problem over the last year or so?

Tick ONE only

- |                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> Once        | <input type="checkbox"/> Four or more times |
| <input type="checkbox"/> Twice       | <input type="checkbox"/> None               |
| <input type="checkbox"/> Three times | <input type="checkbox"/> Don't know         |



Q36) Now thinking about the LAST time you contacted the district council. ASK if Q32=1,2,3,4)

How satisfied or dissatisfied were you with each of the following? Showcard Q and Tick ONE only for a) to g)

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
a) The time taken to respond to your query	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) The time taken to resolve your query	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) The advice or help you were given	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) The availability of staff you wanted to speak to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Staff understanding your issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) The greeting you received on your initial contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Overall the way the council dealt with your issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q37) How long have you lived in a) this local area and b) Vale of White Horse District? Tick ONE only for a) and b)

	Up to 1 year	1-2 years	3-5 years	6-10 years	11-15 years	16-20 years	More than 20 years
a) How long have you lived in this local area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) How long have you lived in Vale of White Horse District?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q38) Which of the following describes how you think of yourself?

- Male  Female  In another way

Q39) And how old are you? Showcard R and Tick ONE only

- 16-24  25-34  35-44  45-54  55-59  60-64  65+  Prefer not to say

Q40) Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? (Include problems related to old age)

- Yes, limited a lot  Yes, limited a little  No  Prefer not to say

Q41) Looking at this list, how would you describe your present work status? Showcard S and Tick ONE only

- Employed - part time  Employed - full time  Self employed  Unemployed  Full time student  Retired  Looking after home or family  Long term sick or disabled  Other  Prefer not to say

Q42) Which of these ethnic groups best describes you? Showcard T and Tick ONE only

- White: English/Welsh/Scottish/Northern Irish/British  White: Irish  White: Gypsy or Irish Traveller  White Other  Mixed: White and Black Caribbean  Mixed: White and Black African  Mixed: White and Asian  Mixed: Other  Asian or Asian British: Indian  Asian or Asian British: Pakistani  Asian or Asian British: Bangladeshi  Asian or Asian British: Chinese  Asian or Asian British: Other  Black or Black British: Caribbean  Black or Black British: African  Black or Black British: Other  Other: Arab  Other: Other ethnic group (specify below)  Prefer not to say

Q43) And is your home..? Showcard U and Tick ONE only

- |  |   |
|--|---|
| <input type="checkbox"/> Owned outright                  | <input type="checkbox"/> Rented from private landlord |
| <input type="checkbox"/> Owned with mortgage             | <input type="checkbox"/> Other                        |
| <input type="checkbox"/> Rented from housing association | <input type="checkbox"/> Don't know                   |

Including yourself, how many people live in your household?

How many are adults aged 18 or over?

How many are children (17 and under)?

Section J: Further Consultation

VALE OF WHITE HORSE DISTRICT COUNCIL is looking for residents who are interested in giving their views and suggestions on other council services. They are occasionally asked to complete short online or telephone surveys, for example. Would you be willing to be added to the mailing list and provide your views to influence the work of the council?

IF NO: GO TO NEXT PAGE.

IF YES: Can I please take your email address and we will send you a short online form/survey asking you how you'd prefer to get involved and the types of council topics you are interested in providing your views on? (IF THEY DO NOT HAVE EMAIL TAKE THEIR POSTAL ADDRESS).

THANK YOU.

Email address:

Postal Address: (ONLY IF NO EMAIL)

Thank you, that's all the questions!

For quality control purposes the office is required to verify a small proportion of my work. Can I please take your full name, address and telephone number. These details are held in confidence and are not linked to your answers, neither are they passed on to any third party.

Interviewer to complete the following:

Full name of person completing this survey

Address

Starting Postcode

Telephone

Interviewer Name

This is the end of the survey. Thank you for your time.

## APPENDIX B – DATA TABLES

Gender	Census 2011	%	Survey 2018	%
Male	48,085	49.1%	530	48.0%
Female	49,782	50.9%	569	50.0%
<b>Total</b>	<b>97,867</b>	<b>100.0%</b>	<b>1,100</b>	<b>100.0%</b>

Age	Census 2011	%	Survey 2018	%
16 – 24	11,728	12.0%	117	10.6%
25 – 34	14,291	14.6%	165	15.00%
35 – 44	16,845	17.2%	213	19.36%
45 – 54	17,822	18.2%	207	18.82%
55 – 64	15,420	15.8%	181	16.5%
65+	21,761	22.2%	215	19.6%
Prefer not to say	-	-	2	0.2%
<b>Total</b>	<b>97,867</b>	<b>100.0%</b>	<b>1,100</b>	<b>100.0%</b>

Ethnic group	Census 2011	%	Survey 2018	%
White:English/Welsh/Scottish/Northern Irish/British	88,256	90.2%	992	90.18%
White: Irish	884	0.9%	3	0.27%
White: Gypsy or Irish Traveller	85	0.1%	0	0
White: Other White	4,316	4.4%	45	4.09%
Mixed/multiple ethnic group: White and Black Caribbean	206	0.2%	1	0.09%
Mixed/multiple ethnic group: White and Black African	76	0.1%	2	0.18%
Mixed/multiple ethnic group: White and Asian	277	0.3%	1	0.09%
Mixed/multiple ethnic group: Other Mixed	204	0.2%	1	0.09%
Asian/Asian British: Indian	690	0.7%	7	0.64%
Asian/Asian British: Pakistani	256	0.3%	8	0.73%
Asian/Asian British: Bangladeshi	154	0.2%	5	0.45%
Asian/Asian British: Chinese	569	0.6%	4	0.36%
Asian/Asian British: Other Asian	710	0.7%	10	0.91%
Black/African/Caribbean/Black British: African	596	0.6%	2	0.18%
Black/African/Caribbean/Black British: Caribbean	198	0.2%	8	0.73%
Black/African/Caribbean/Black British: Other Black	89	0.1%	1	0.09%
Other ethnic group: Arab	104	0.1%	2	0.18%
Other ethnic group: Any other ethnic group	197	0.2%	5	0.45%
Prefer not to say	-	-	3	0.27%
<b>Total</b>	<b>97,867</b>	<b>100.0%</b>	<b>1,100</b>	<b>100.0%</b>

Employment Status	Census 2011	%	Survey 2016/17	%
Employed – part time	12,547	14.3%	204	18.6%
Employed – full time	39,197	44.8%	418	38.0%
Self employed	9,441	10.8%	97	8.8%
Unemployed	2,190	2.5%	25	2.3%
Full time student	5,735	6.6%	29	2.6%
Retired	12,150	13.9%	222	20.2%
Looking after home or family	3,374	3.9%	56	5.0%
Long term sick or disabled	1,682	1.9%	28	2.6%
Other	1,161	1.3%	20	1.8%
Prefer not to say	-	-	1	0.09%
<b>Total</b>	<b>87,477</b>	<b>100.0%</b>	<b>1,100</b>	<b>100.0%</b>

Home ownership	Census 2011	%	Survey 2018	%
Owned outright	17,704	36%	316	28.7%
Owned with mortgage	17,046	34%	355	32.3%
Rented from housing association	6,583	13%	265	24.1%
Rented from private landlord	6,733	14%	114	10.4%
Other	1,341	3%	47	4.3%
Don't know	-	-	3	0.3%
<b>Total</b>	<b>49,407</b>	<b>100.0%</b>	<b>316</b>	<b>28.7%</b>

Limiting disability / health	Census 2011	%	Survey 2018	%
Yes, limited a lot	6,211	7%	36	3.3%
Yes, limited a little	9,577	10%	71	6.5%
No	79,739	83%	990	90.0%
Prefer not to say	-	-	3	0.3%
<b>Total</b>	<b>95,527</b>	<b>100.0%</b>	<b>1,100</b>	<b>100%</b>

Area Classification	Census 2011	%	Survey 2018	%
Urban	30,940	61.6%	671	61.0%
Rural	19,299	38.4%	416	37.8%
Unspecified	-	-	13	1.2%
<b>Total</b>	<b>50,239</b>	<b>100.0%</b>	<b>1,100</b>	<b>100%</b>

Q1) Overall, how satisfied or dissatisfied are you with the way Vale of White Horse District Council runs things? Base size: 1,100

Satisfaction	%
Very satisfied	8.1%
Fairly satisfied	70.7%
Neither satisfied nor dissatisfied	11.4%
Fairly dissatisfied	9.1%
Very dissatisfied	0.7%
Don't know (DO NOT PROMPT)	0.0%

Q1b) Can I ask why [you are dissatisfied]? Base size: 108

Reason <sup>11</sup>	Frequency	%
Poor roads/pavements	63	58.3%
Other (specify below)	24	22.2%
Poor waste collection	17	15.7%
Poor recycling collection	17	15.7%
Council tax too high	13	12.0%
Poor street cleaning	12	11.1%
Lack of investment in area	11	10.2%
Poor customer service	10	9.3%
Council never gets things done quickly enough	10	9.3%
Not enough car parking	9	8.3%
Poor planning service	8	7.4%
Council wastes money/inefficient	7	6.5%
Council doesn't consult us	7	6.5%
Council doesn't listen to what we tell them	7	6.5%
Does not control development in the area	6	5.6%
Nothing for young people to do	6	5.6%
Council doesn't tell us what's happening	5	4.6%
Poor sports and leisure facilities	5	4.6%
Not enough affordable housing	3	2.8%
Doesn't remove dumped rubbish quickly enough	2	1.9%
Not enough housing in the area	2	1.9%

<sup>11</sup> Where respondents gave more than one reason, each reason has been counted separately.

Q2) To what extent do you agree or disagree that Vale of White Horse District Council provides value for money? Base size: 1,100

Agreement	%
Strongly agree	3.9%
Tend to agree	57.3%
Neither agree nor disagree	25.6%
Tend to disagree	10.9%
Strongly disagree	0.6%
Don't know	1.7%

Q3) On balance, which of the following statements comes closest to how you feel about Vale of White Horse District Council. Base size: 1,100

Statement	%
I speak positively of the council without being asked	4.0%
I speak positively of the council if I am asked about it	53.6%
I have no views one way or another	33.0%
I speak negatively about the council if I am asked about it	6.2%
I speak negatively about the council without being asked	1.4%
Don't know	1.8%

Q4) To what extent do you think Vale of White Horse District Council acts on the concerns of local residents? Base size: 1,100

Extent	%
A great deal	3.6%
A fair amount	56.0%
Not very much	24.3%
Not at all	2.5%
Don't know	13.7%

5) Overall, how well informed do you think Vale of White Horse District Council keeps residents about the services and benefits it provides? Base size: 1,100

Extent	%
Very well informed	6.8%
Fairly well informed	59.5%
Not very well informed	28.0%
Not well informed at all	4.1%
Don't know	1.6%

Q6) How safe or unsafe do you feel when outside in your local area a) during the day and b) after dark? Base size: 1,100

Feelings of safety	During the day	After dark
Very safe	71.8%	47.2%
Fairly safe	25.7%	40.0%
Neither safe nor unsafe	1.9%	6.6%
Fairly unsafe	0.4%	5.2%
Very unsafe	0.2%	0.9%
Don't know	0.0%	0.2%

Q7) To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? Different backgrounds means people of different age, gender, ethnic and religious groups, people with disabilities, and people of a particular sexual orientation. By getting on well together, we mean treating each other with respect. Base size: 1,100

Agreement	%
Definitely agree	19.0%
Tend to agree	64.0%
Neither agree nor disagree	8.4%
Tend to disagree	1.2%
Definitely disagree	0.0%
Don't know	1.6%
Too few people in local area	2.9%
All the same ethnic background	2.9%

Q8) How important do you think it is for the Council to pursue the following types of enforcement? Base size: 1,100

Type	Very	Fairly	Not very	Not at all	Don't know
Alcohol sales where licencing conditions aren't met	48.7%	38.1%	12.4%	0.6%	0.2%
Anti-social behaviour	70.1%	26.9%	2.9%	0.1%	0.0%
Benefit fraud	57.8%	32.6%	7.8%	1.0%	0.8%
Building that's happened without planning approval	52.5%	33.0%	13.0%	0.7%	0.8%
Dirty or unsafe restaurants and cafes	58.5%	30.4%	10.5%	0.7%	0.0%
Fly-tipping of rubbish	74.0%	20.7%	5.0%	0.3%	0.0%
Health and safety violations by businesses	48.6%	43.6%	7.3%	0.4%	0.3%
Illegal parking in council car parks	34.5%	43.9%	19.6%	1.9%	0.2%
Noise nuisance	50.9%	37.5%	10.5%	1.2%	0.0%
Non-compliance with building regulations	42.3%	43.2%	13.7%	0.6%	0.2%

Non-payment of business rates	44.6%	38.3%	14.6%	1.8%	0.7%
Non-payment of council tax	55.8%	31.5%	11.6%	1.1%	0.1%
Street traders that aren't following the rules	25.2%	50.1%	22.6%	1.1%	1.1%
Taxis or private hire vehicles that don't meet certain standards	44.1%	40.3%	13.9%	1.5%	0.3%

Q9) Have you been involved in any unpaid voluntary work (apart from expenses) during the past 12 months, either for a charity or other type of voluntary or community organisation? (e.g. sports clubs/activities, arts activities, school governor, faith group). Base size: 1,100

Involved in voluntary work	%
Yes	21.1%
No	78.9%

Q10) And which of these, if any, are the reasons why you don't give unpaid help to groups or organisations? Base size:

Reason <sup>12</sup>	Frequency	%
I have work commitments	464	53.5%
I have to look after children/the home	177	20.4%
I have other things to do in my spare time	159	18.3%
I'm too old	114	13.1%
I've never thought about it	54	6.2%
Other, please specify	37	4.3%
I have to look after someone who is elderly/ill	28	3.2%
I don't know any groups that need help	21	2.4%
I have to study	20	2.3%
I haven't heard about opportunities to give help	13	1.5%
I'm new to the area	9	1.0%
I'm too young	3	0.4%

Q11) How much do you trust Vale of White Horse District Council? Base size: 1,100

	%
A great deal	6.6%
A fair amount	76.3%
Not very much	12.0%
Not at all	1.7%
Don't know	3.4%

<sup>12</sup> Where respondents gave more than one reason, each reason has been counted separately.



Q12) Here is a list of statements about Vale of White Horse District Council, how strongly do you agree or disagree with each statement? Base size: 1,100

Statements	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	No opinion /Don't know
VWHDC needs to make more effort to find out what local people want	18.9%	50.6%	22.7%	7.6%	0.0%	0.2%
The quality of VWHDC services is good overall	4.6%	67.3%	22.1%	5.8%	0.3%	0.0%
VWHDC treats all parts of Vale of White Horse District equally	5.1%	49.5%	30.1%	10.8%	1.2%	3.4%
I don't mind what VWHDC does so long as it does its job	5.9%	43.9%	25.1%	21.8%	3.0%	0.3%
VWHDC does a good job for people like me	4.6%	64.3%	23.0%	6.6%	1.3%	0.2%
VWHDC is too remote and impersonal	4.4%	32.9%	37.5%	20.8%	2.7%	1.7%
VWHDC is too bureaucratic	11.2%	37.9%	33.6%	15.2%	0.6%	1.6%
VWHDC needs to be more open and honest	17.6%	52.9%	20.5%	7.6%	1.4%	0.1%
VWHDC treats everyone fairly	10.9%	54.1%	25.7%	7.8%	0.6%	0.9%

Q13) From which, if any, of these places do you obtain most of your information about Vale of White Horse District Council? Base size: 1,100

Q14) Looking at the list again, which source of information would you MOST like to receive information about Vale of White Horse District Council from? Base size: 1,100

Source	Obtain info from	Would MOST like to receive info from
Vale of White Horse District Council website	62.4%	50.2%
Contact with Council staff	35.1%	14.3%
Local / Free newspapers	32.1%	8.3%
Village / Parish newsletter	29.6%	15.1%
Friends and neighbours	22.6%	1.2%
Vale News – the council's email newsletter'	12.6%	4.0%
Local radio	9.6%	0.7%
Facebook	8.0%	2.4%
Other, please specify	5.5%	1.8%
Contact with elected District Councillors	3.9%	1.4%
None	2.6%	0.6%
Twitter	1.5%	0.1%
Don't know	0.6%	0.0%

Q15) Do you agree or disagree that you can influence decisions affecting your local area? Base size: 1,100

Agreement	%
Definitely agree	1.2%
Tend to agree	26.6%
Neither agree nor disagree	28.6%
Tend to disagree	30.4%
Definitely disagree	8.6%
Don't know	4.6%

Q17) How satisfied or dissatisfied you are with the quality of each of the following services in your local area? Base size: 1,100

Service	Satisfied		Neither satisfied nor dissatisfied	Dissatisfied		Don't know
	Very	Fairly		Fairly	Very	
Advice / support to businesses	1.8%	40.1%	43.0%	1.8%	0.2%	13.1%
Arts and cultural activities	6.4%	58.7%	23.1%	7.6%	0.4%	3.9%
Council car parks	10.2%	56.6%	21.3%	8.1%	0.4%	3.6%
Environmental protection	8.7%	71.3%	8.7%	9.6%	1.1%	0.6%
Housing services	4.4%	48.6%	28.3%	5.6%	1.3%	11.8%
Keeping the area clean & litter free	11.6%	63.4%	12.8%	10.4%	1.8%	0.0%
Licensing	4.7%	63.6%	24.2%	1.5%	0.0%	6.1%
Sports & leisure facilities	9.0%	60.5%	19.2%	8.6%	0.7%	2.0%
Planning applications and enforcement	2.3%	40.5%	42.2%	5.3%	1.1%	8.7%
Providing benefits for people on low incomes	3.5%	43.2%	34.2%	6.1%	0.7%	12.4%
Providing grants to local communities/ groups	4.8%	47.3%	33.2%	3.3%	0.3%	11.2%
Public toilets	3.6%	41.1%	29.2%	20.2%	2.0%	3.9%
Reducing crime, fear of crime & antisocial behaviour	8.1%	70.3%	15.6%	5.2%	0.7%	0.2%
Waste and recycling collection service	24.1%	58.6%	10.4%	5.7%	1.3%	0.0%

Q18) And which of these services provided in your local area are most important in your view?  
Please rank up to FIVE, where 1 is the most important. Base size: 1,100

Service	Importance rank counts				
	1	2	3	4	5
Advice / support to businesses	14.9%	27.0%	20.3%	12.2%	25.7%
Arts and cultural activities	6.2%	16.0%	13.9%	27.3%	36.6%
Council car parks	9.8%	13.4%	14.6%	26.2%	36.0%
Environmental protection	21.2%	18.2%	21.8%	20.1%	18.8%
Housing services	22.7%	22.7%	19.4%	20.6%	14.7%
Keeping the area clean & litter free	22.5%	23.9%	21.6%	20.2%	11.8%
Licensing	5.5%	18.9%	22.1%	24.4%	29.1%
Planning applications and enforcement	14.5%	17.6%	23.3%	22.0%	22.6%
Providing benefits for people on low incomes	12.4%	20.6%	22.7%	20.8%	23.5%
Providing grants to local communities/ groups	8.2%	15.8%	27.0%	28.1%	20.9%
Public toilets	4.9%	16.8%	22.2%	24.3%	31.9%
Reducing crime, fear of crime & antisocial behaviour	37.9%	25.0%	17.5%	11.3%	8.4%
Sports & leisure facilities	15.8%	30.7%	19.0%	13.4%	21.2%
Waste and recycling collection service	27.8%	19.3%	17.6%	17.8%	17.5%

Q19) Here are a number of different types of services that are provided in the Vale of White Horse. Which service(s) have you or a member of your household used or benefited from?  
Base size: 1,100

Service	Have used	Have not used
Advice/support for businesses	11.9%	88.1%
Arts and cultural activities	64.6%	35.4%
Council car parks	81.4%	18.6%
Environmental protection	42.1%	57.9%
Housing services	27.1%	72.9%
Keeping the area clean & litter free	70.0%	30.0%
Licensing	45.1%	54.9%
Planning applications and enforcement	20.1%	79.9%
Providing benefits for people on low incomes	32.7%	67.3%
Providing grants to local communities/ groups	7.9%	92.1%
Public toilets	60.7%	39.3%
Reducing crime, fear of crime & antisocial behaviour	40.2%	59.8%
Sports & leisure facilities	74.7%	25.3%

Q20) Here is a list of things Vale of White Horse District Council currently do or provide in the district. In the future, do you think Vale of White Horse should do more, do the same or less of these things or do you think they shouldn't provide these things at all? Base size: 1,100

Things VWHDC do or provide:	Do more	Do the same	Do less	Don't do at all	Don't know
Activities for young people	71.2%	27.4%	0.3%	0.0%	1.2%
Arts and cultural facilities	31.0%	65.8%	2.0%	0.0%	1.2%
Consult with residents	44.4%	53.6%	1.6%	0.1%	0.3%
Enforcement against litter, fly tipping, graffiti	43.6%	54.6%	1.5%	0.1%	0.3%
Get housing built	27.5%	50.8%	18.3%	2.3%	1.2%
Grants to the voluntary and community sector	24.1%	68.4%	2.4%	0.2%	5.0%
Keep streets and public spaces clean and attractive	46.4%	51.9%	1.5%	0.1%	0.2%
Keep residents informed about services, activities and spending	45.7%	53.2%	0.9%	0.0%	0.2%
Make the district attractive to visitors	30.1%	68.2%	1.5%	0.0%	0.3%
Make sure facilities exist on new housing developments	51.8%	46.6%	0.5%	0.2%	0.9%
Minimise the council's impact on climate change	39.8%	56.6%	2.2%	0.1%	1.4%
Protect the character of the area	44.0%	54.1%	1.7%	0.0%	0.2%
Provide public toilets	34.2%	62.9%	2.0%	0.1%	0.8%
Reduce the council's energy usage	36.3%	60.9%	1.3%	0.0%	1.6%
Support local business and the creation of vibrant market towns	42.2%	55.6%	0.9%	0.0%	1.3%
Sport and recreation facilities for all	37.3%	61.6%	1.0%	0.0%	0.2%
Tackle crime and fear of crime	44.0%	54.4%	1.5%	0.0%	0.2%

Q21) Do you recycle? Base size: 1,100

Method of recycling	%
Using the councils kerbside recycling collection service	41%
At Oxfordshire County Council waste recycling centres	1%
A combination of both	58%
Other (use communal bin)	1%
I don't recycle	0%

Q22) If you don't recycle why is this?

Only one person said they don't recycle. They stated it was because they don't have a green bin and they also don't like wheelie bins.

Q23) What would make you recycle more? Base size: 1,100

Response <sup>13</sup>	Frequency	%
Nothing, I already recycle as much as I can	876	80%
Additional recycling bin	79	7%
More information about what I can recycle	77	7%
Other (please specify below)	42	4%
More information about where my recycling goes	36	3%
If the council refused to collect my bin because it had things in it that can't be recycled	26	2%
Nothing would encourage me to recycle	15	1%
Incentives such as funding for facilities or groups in my community	10	1%

Q24) How often on average do you put the following out for the kerbside collection... Base size: 1,100

	Weekly	Fortnightly	Monthly	Less than monthly	Don't use it	N/A
Recycling (green bin or bags)	5%	90%	1%	0%	0%	3%
Garden waste (brown bin)	0.3%	54.4%	11.8%	4.9%	24.0%	4.6%
General household waste (black bin)	5.3%	90.2%	0.6%	0.1%	0.6%	3.2%
Food waste	84.3%	3.9%	2.0%	0.3%	6.7%	2.8%

Q26) To what extent do you agree or disagree that there are a good range of job opportunities in the Vale of White Horse District? Base size: 1,100

Response	%
Definitely agree	5.4%
Tend to agree	57.6%
Neither agree nor disagree	24.4%
Tend to disagree	7.0%
Definitely disagree	0.5%
Don't know / not applicable	5.3%

<sup>13</sup> Respondents were able to choose more than one option.

Q28) To what extent do you agree or disagree you can buy or rent housing that meets your needs in the Vale of White Horse? Base size: 1,100

Response	%
Definitely agree	3.0%
Tend to agree	48.4%
Neither agree nor disagree	29.1%
Tend to disagree	14.4%
Definitely disagree	1.5%
Don't know / not applicable	3.7%

Q32) How many days a week are you active for 30 minutes of moderate intensity physical activity? Base size: 1,100

Number of times a week	%
Less than once a week	9%
2 - 3 times a week	27%
More than 3 times a week	48%
Never	17%

Q33) Have you heard of or taken part in any of the following sports and activities organised by the District Council? Base size: 1,100

Sports and activities organised by VWHDC	Heard of	Taken part in	Neither / don't know
GO Active	30.2%	3.1%	68.7%
Get Healthy	17.5%	2.3%	81.4%
Active Women	12.0%	1.6%	87.0%
Sportivate	7.6%	1.0%	91.6%
Any other community activities e.g. jogging etc.	9.8%	2.7%	88.8%

Q34) What would make you more active, or help you to become more active? Base size: 1,100

Response <sup>14</sup>	%
Nothing / don't know	40.6%
Having more time	30.4%
Lower prices for gym / leisure centre membership / for using leisure centres	15.7%
Availability of local sports/leisure facilities close to home	15.4%
Improved personal motivation	14.1%
Someone to exercise/do activities with	6.6%
Better information about exercising	6.6%
Personalised exercise advice and sessions	4.6%

<sup>14</sup> Where respondents gave more than one reason, each reason has been counted separately.

Better access to transport to travel to activities	2.5%
Other (please specify below)	2.3%
Organised walks	2.2%
Advice from a health care professional	2.0%
Better personal safety	1.6%
If I could exercise at home	1.6%
If I had help with my caring responsibilities (e.g. a crèche for children)	1.5%
Exercise on Referral	0.7%
Availability of specialised exercise / activities for people with medical conditions	0.6%

Q32) How many times have you contacted Vale of White Horse District Council with an enquiry or about a problem over the last year or so? Base size: 1,100

Number of times	%
Once	13.6%
Twice	6.9%
Three times	4.3%
Four or more times	5.3%
None	69.4%
Don't know	0.6%

Q36) Now thinking about the LAST time you contacted the district council. How satisfied or dissatisfied were you with each of the following? Base size: 1,100

Aspect of contact	Satisfied		Neither satisfied nor dissatisfied	Dissatisfied		Don't know
	Very	Fairly		Fairly	Very	
The time taken to respond to your query	22.1%	54.6%	5.2%	15.2%	3.0%	0.0%
The time taken to resolve your query	23.0%	46.1%	11.2%	14.6%	5.2%	0.0%
The advice or help you were given	23.9%	47.6%	11.2%	13.9%	3.3%	0.0%
The availability of staff you wanted to speak to	25.8%	50.9%	11.8%	8.5%	3.0%	0.0%
Staff understanding your issue	31.2%	47.0%	11.8%	6.7%	3.3%	0.0%



The greeting you received on your initial contact	33.3%	57.0%	6.1%	2.4%	1.2%	0.0%
Overall the way the council dealt with your issue	23.6%	46.7%	9.4%	16.1%	4.2%	0.0%

Q34) How long have you lived in...? Base size: 1,100

	Up to 1 year	1-2 years	3-5 years	6-10 years	11-15 years	16-20 years	More than 20 years
This local area	7.3%	11.3%	13.6%	12.7%	9.3%	7.3%	7.3%
Vale of White Horse District	4.3%	6.6%	9.3%	12.4%	9.6%	7.8%	4.3%