



# **Vale of White Horse Residents' Survey 2015/16**

## **SUMMARY REPORT**

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

**March 2016**



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## **SUMMARY**

**This report provides a summary of a residents' survey undertaken by M·E·L Research on behalf of Vale of White Horse District Council between December 2015 and January 2016.**

**The survey sought to track residents' attitudes and satisfaction with the council. The council uses the findings to monitor performance, identify areas for improvement and support decisions on spending in future years.**

**Fieldwork was carried out using a randomly selected face-to-face, doorstep quota survey of residents. Questions were repeated from previous residents' surveys to allow for the longitudinal tracking of results over time.**

**A total of 1,109 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 heard the views of different types of residents.**

**We found that:**

- Residents' attitudes towards the council improved in a number of respects. Around three-quarters of residents were satisfied with the how the council runs things and nearly seven in ten residents were satisfied that the council provides value for money;**
- While the reputation of the council is generally positive and has improved since 2014, more could be done to improve the way the authority engages residents and responds to their needs;**
- Service user satisfaction with many of the key services provided by the council has decreased since in 2014. 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 are also the services with the highest levels of user satisfaction.**
- Residents' satisfaction with how well people in the local area get on together remains high. However, while the majority of residents continue to feel safe during the day, the proportion of residents who feel safe after dark has declined.**
- The number of people involved in voluntary work has decreased since 2014.**

## **BACKGROUND TO THE CONSULTATION**

In October 2015 Vale of White Horse District Council commissioned M·E·L Research to undertake the Residents' Survey.

The residents' survey tells us about public attitudes towards the council and the local area, and how these have changed since the last survey was carried out. This was the third time the residents' survey has been undertaken and data is now available for 2012, 2014 and 2015/16. This means we are able to track any changes in attitudes over a number of 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 research may be needed to explain or add detail to some results.

## CONSULTATION METHODOLOGY

A total of 1,109 residents were surveyed on the doorstep over a five week period in December 2015 and January 2016. **Appendix A** shows the questions we used.

To ensure that the survey was representative of residents in the Vale of White Horse 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 would walk 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 number of participants involved provides us with robust statistical evidence to a confidence interval of +/- 2.9 per cent at the 95 per cent confidence level.

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

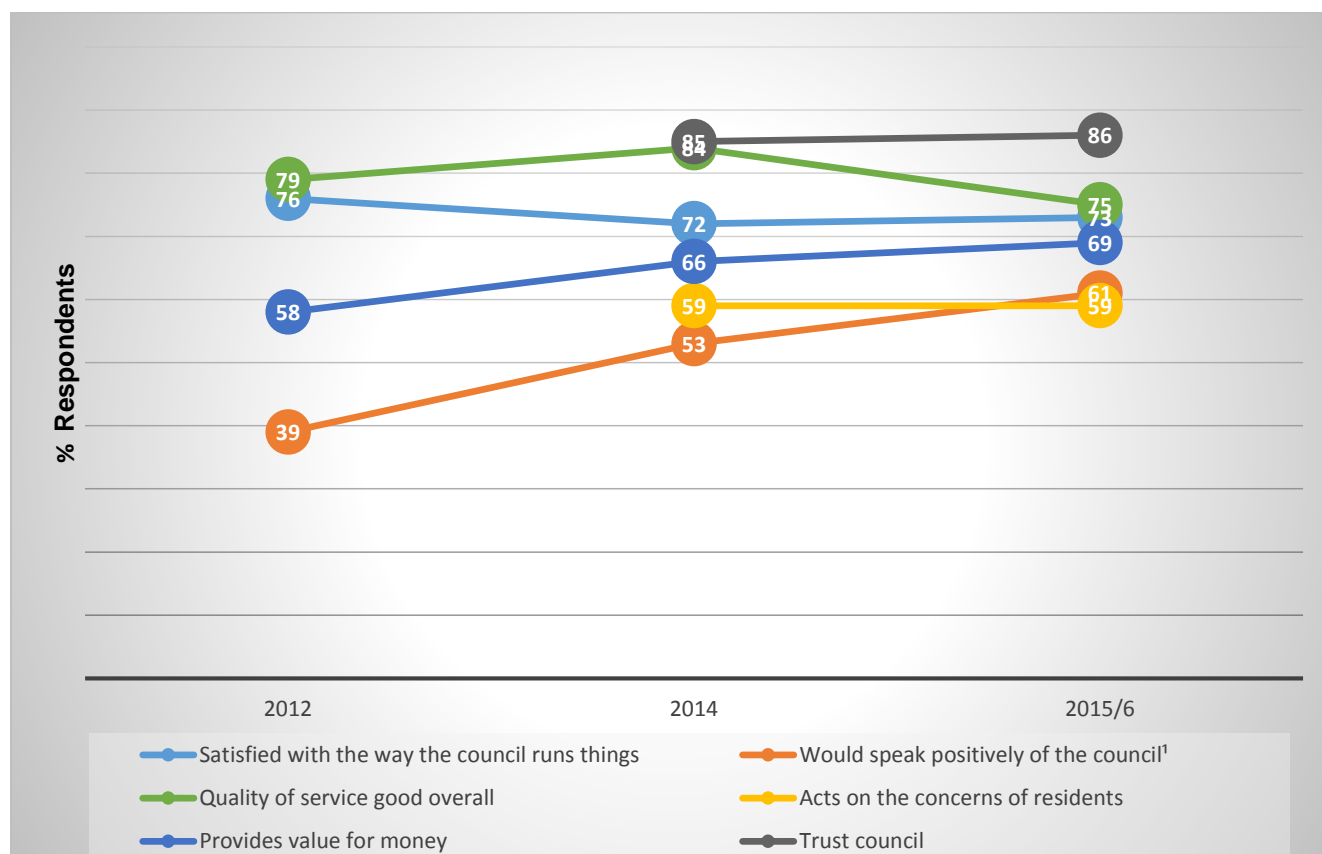
Where possible, we also compared the results to residents' surveys carried out in 2012 and 2014. Data from previous years was reanalysed for some questions to ensure that the results were directly comparable. While the question themes have remained the same and are therefore comparable between years, the wording of some of the questions has changed over the years. These have been highlighted in the report.

# FINDINGS

## Attitudes towards the council

The residents' survey considered attitudes towards the work of the council. As **Figure 1** shows, we found that in general, positive attitudes towards the council have increased since the last survey was carried out in 2014.

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



Resident's overall **satisfaction with the how the council runs things** has increased slightly since the last survey was undertaken in 2014. Just under three-quarters of residents were satisfied (73 per cent) and 19 per cent were dissatisfied. As was also found in 2014, poor roads and pavements were the most frequently cited reason for dissatisfaction, but this is not the responsibility of the district council. Other complaints included not enough car parking and poor street cleaning.

Three-quarters of residents (75 per cent) thought the **quality of services was good overall**; this is 9 per cent less than in 2014 and the lowest level since the residents' surveys began in 2012. However, the reduction seems due to an increase in the proportion of ambivalent residents (11 per cent in 2014 compared to 18 per cent in 2015) rather than greater disagreement that the quality of services was good overall (5 per cent in 2014 compared to 7 per cent in 2015).

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

Positively, satisfaction that the **council provides value for money** remains high. 69 per cent of residents were satisfied; a 3 per cent increase on the 2014 results. This is a very positive result and shows that the services provided by the council offer good value for money for residents.

## Council reputation

The survey asked residents **how they would speak about the council if asked**. 61 per cent of residents in the Vale of White Horse would speak positively (if asked or without being asked). This is an 8 per cent increase on the 2014 results and a 22 per cent increase on the 2012 results<sup>2</sup> (**Figure 1**). In contrast, just 8 per cent of people would speak negatively of the council (if asked or without being asked). This is a 2 per cent decrease on the 2014 results (where 10 per cent would speak negatively).

Another key question relating to reputation was whether residents agree that the council **acts on the concerns of residents**. 59 per cent of residents agreed with this statement, the same proportion as in 2014.

A strong reputation builds trust and this is reflected in the extremely high proportion of residents (86 per cent) that said that they **trust the council**. There has been a slight improvement in trust levels since this question was introduced in 2014.

Of course, there are a large number of residents who are largely ambivalent towards the council. When asked if they would speak positively or negatively about the council 28 per cent of residents stated that they had no views one way or another. Similarly, when asked, nearly half of the residents (47 per cent) said they **don't mind what the council does, so long as it does its job**.

Based on these findings, improvement in reputation in the future will come from measures that cause previously ambivalent residents to form positive opinions towards the council.

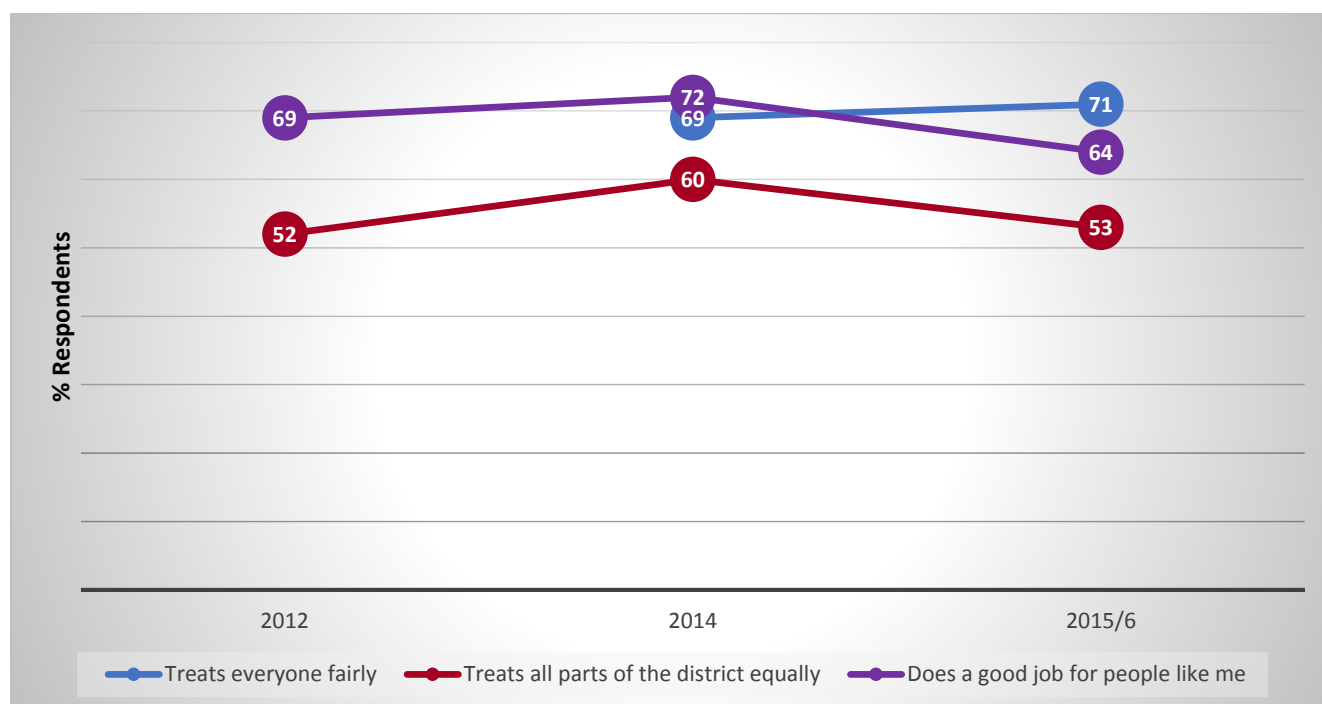
## Fairness

The survey tells us whether residents think the **council treats everyone fairly**; seven in ten residents thought the council does (71 per cent) which improves slightly on the 2014 results. The level of disagreement with this statement was 8 per cent, suggesting that a small minority of residents do not feel well served by the council.

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

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

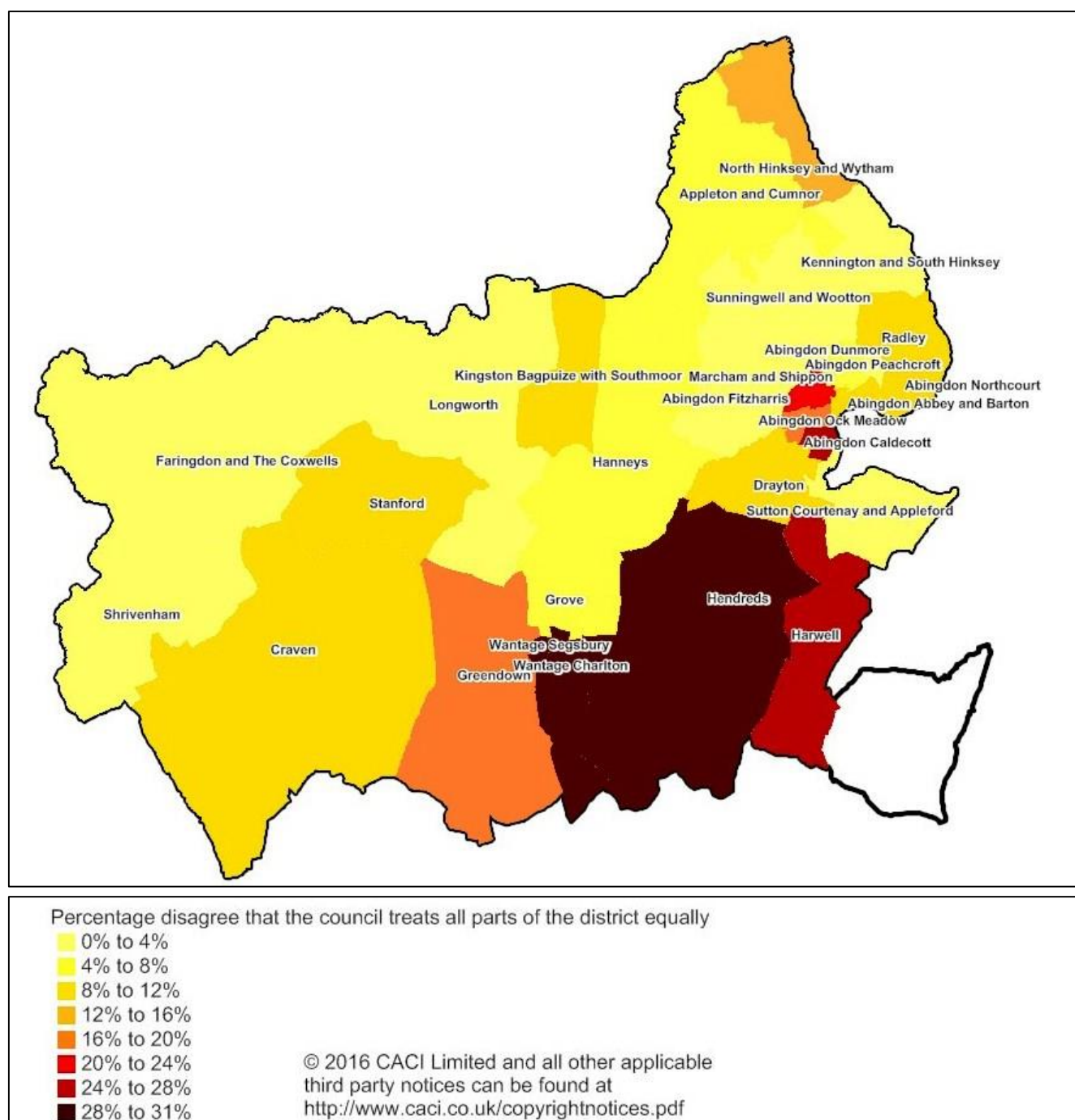


Residents were also asked whether they thought the council **treats all parts of the district equally**. After an improvement in 2014, the percentage of residents that agreed with this statement fell back to the level seen in 2012 (53 per cent). The level of disagreement with this statement was 12 per cent, a slight increase since 2014. Disagreement with this statement varied across the District, as shown in **Figure 3**. Abingdon Peachcroft, Faringdon and The Coxwells, Longworth, Sunningwell and Wootton, and Sutton Courtenay and Appleford all had 0 per cent disagreement. The highest level of disagreement was seen in Wantage Charlton where 31 per cent of residents disagreed that the council treats all parts of the district equally.

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.

The level of agreement that that the council **does a good job for people like them** has also decreased since 2014; 64 per cent of residents agreed with this statement in 2015/16. The level of disagreement with this statement was 15 per cent suggesting that a minority of residents do not feel well served by the council.

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



## Responsiveness to residents

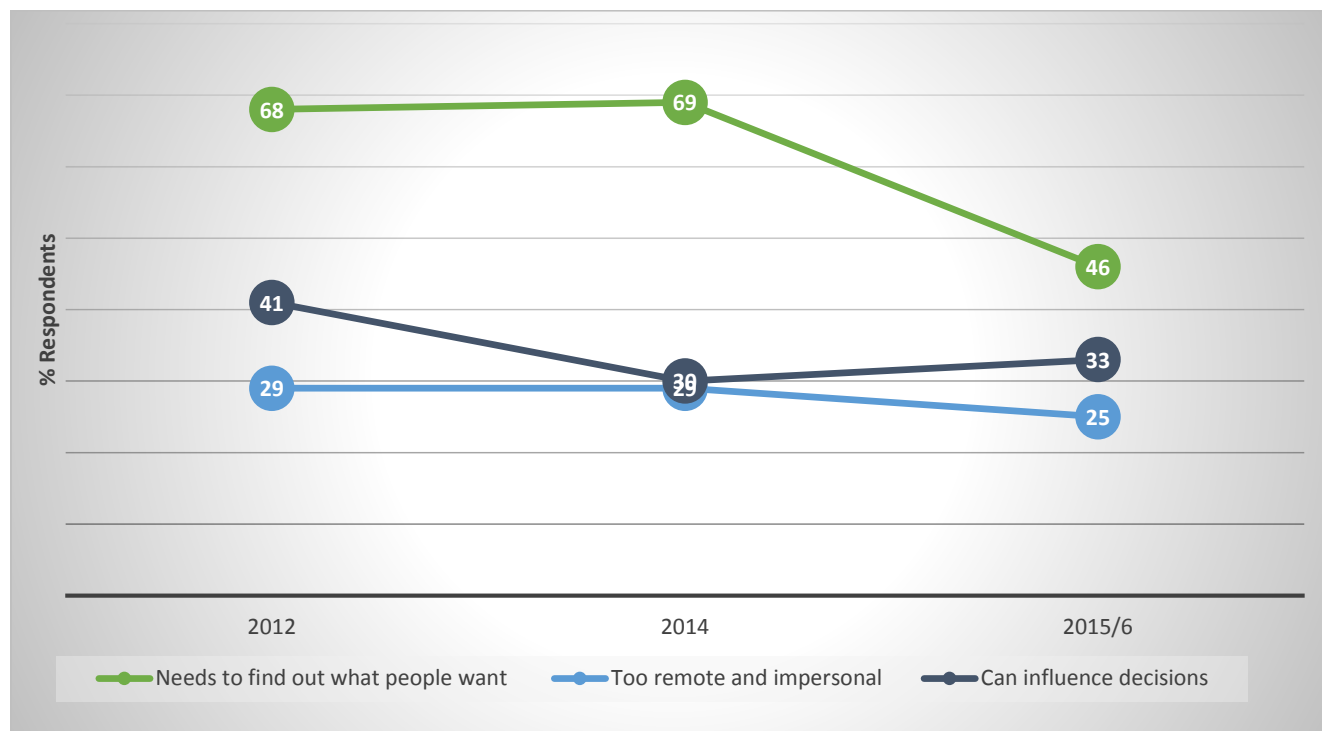
The survey asked about whether residents feel they can **influence decisions affecting their local area**. 33 per cent of residents agreed that they can influence decisions affecting their local area. This is a small increase compared to the 2014 results but is still lower than the 41 per cent agreement seen in 2012.

The reasons given by residents who agreed they can influence decisions included that they felt that if they tried to do it then it would be possible, that they had personal experience of being

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

able to influence decisions, and that if they had an issue they know where in the council they should go or what they should do to deal with it.

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



However, the majority of residents (42 per cent) disagreed that they can influence decisions. When asked to elaborate on why they think that, the most frequent comment from residents who disagreed was that they had personal experience of not being able to influence decisions, with many elaborating that they had been unsuccessful in opposing planning decisions and the building of new housing developments. Another frequent comment from residents who disagreed was that it was their personal opinion, without further clarification as to why they thought this.

A further indicator of whether the council is responsive to residents is agreement with the statement that the **council is too remote and impersonal**. 25 per cent of respondents thought this was the case, a decrease since 2014 and the best result since the residents' surveys began.

Lastly, just under half of the residents (46 per cent) thought the council **needs to make more of an effort to find out what people want**. This is 23 per cent lower than in 2014 and therefore shows a large improvement in the council's engagement with residents.

While the proportion of residents identifying with negative statements about the council's responsiveness is currently lower than in previous residents' surveys there is still room for improvement. Therefore the council may want to consider improving engagement with residents so its plans, policies and services become more responsive and amenable to residents' needs and desires.

# Communication with residents

Effective communication can help the council improve its reputation and responsiveness to the needs of residents. The survey shows **how informed residents feel** about the services offered by the council. Over three-quarters of residents (76 per cent) agreed they felt informed by the council, an increase since 2014. Residents aged 16 to 24 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 younger residents feel less well informed than other residents.

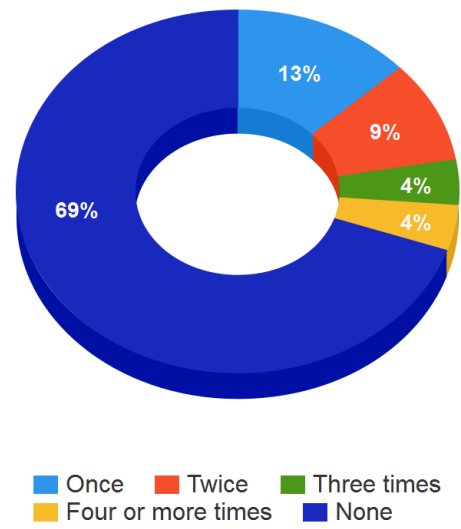
Consideration of how the council can inform residents better in the future should take note of people’s preferences for contacting the council. Most respondents said that they get information about the council from the council’s website, Village / Parish newsletters and local / free newspapers (**Figure 5**). These were also residents’ preferred methods of communication.

**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 in ten people had not contacted the council at all.

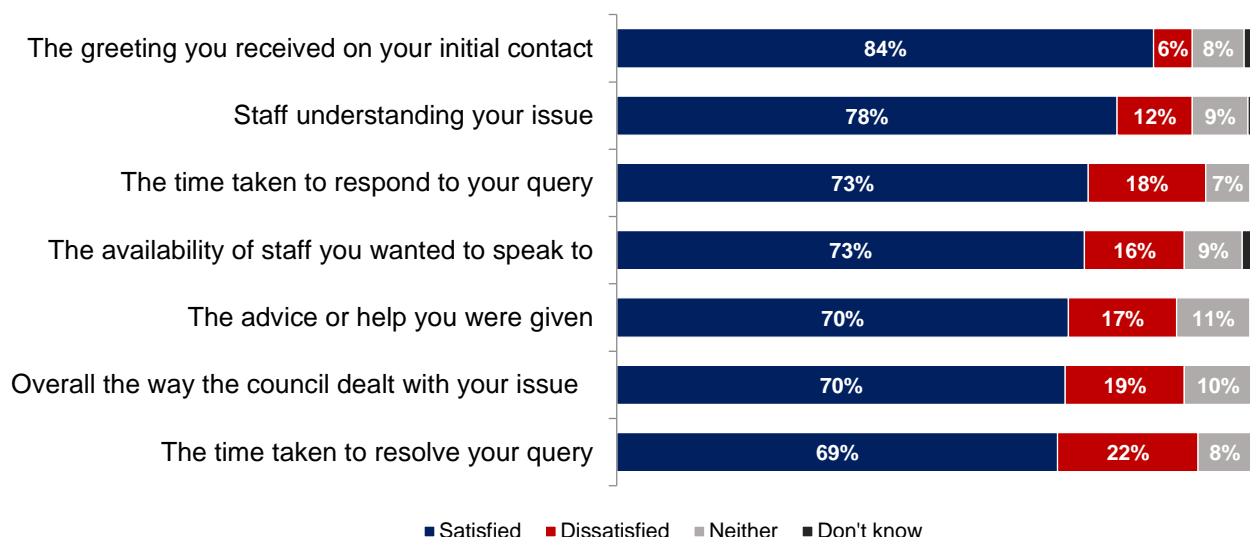
**Figure 6: Number of times residents have contacted the council in the last 12 months.**



As **Figure 7** shows, of the residents that had contacted the council, seven in ten (70 per cent) were **satisfied with the overall way their enquiry was dealt with**; an increase compared to

2014 (when 66 per cent were satisfied). The biggest reason for dissatisfaction amongst customers who had contacted the council was the time it took to resolve their query; 22 per cent of residents thought this.

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



In general, residents were more satisfied with aspects related to how responsive the council is to receiving contact from residents (greeting, understanding of staff, and availability of staff). Residents were less satisfied with the outcomes of their contact (advice or help received, overall the way the council dealt with the issue, time taken to resolve a query).

## Satisfaction with key services

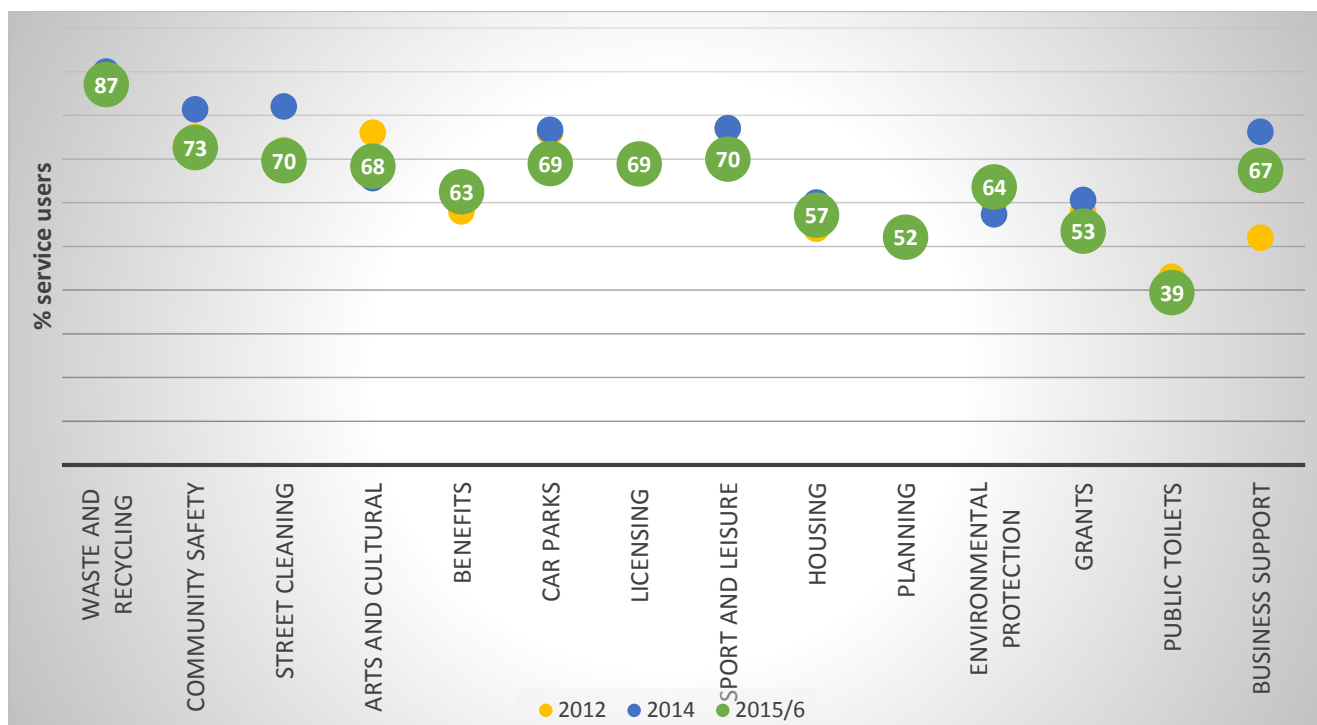
**Figure 8** shows levels of satisfaction with key services provided by the council for 2012, 2014 and 2015/16. The levels of satisfaction reported are for respondents that said they have used the service concerned (service users) rather than for all respondents. For more specialist services that have 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 generally decreased, with ten services at satisfaction levels lower than in 2014. The largest decreases were for street cleaning (a 12 per cent decrease), community safety and business support (both with a 9 per cent decrease). Three services did show improvement since the last survey was carried out. These were environmental protection, arts and cultural activities and public toilets.

Although satisfaction with waste and recycling dropped by 3 per cent this continues to be the top performing service area for resident satisfaction, with 87 per cent of residents 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.

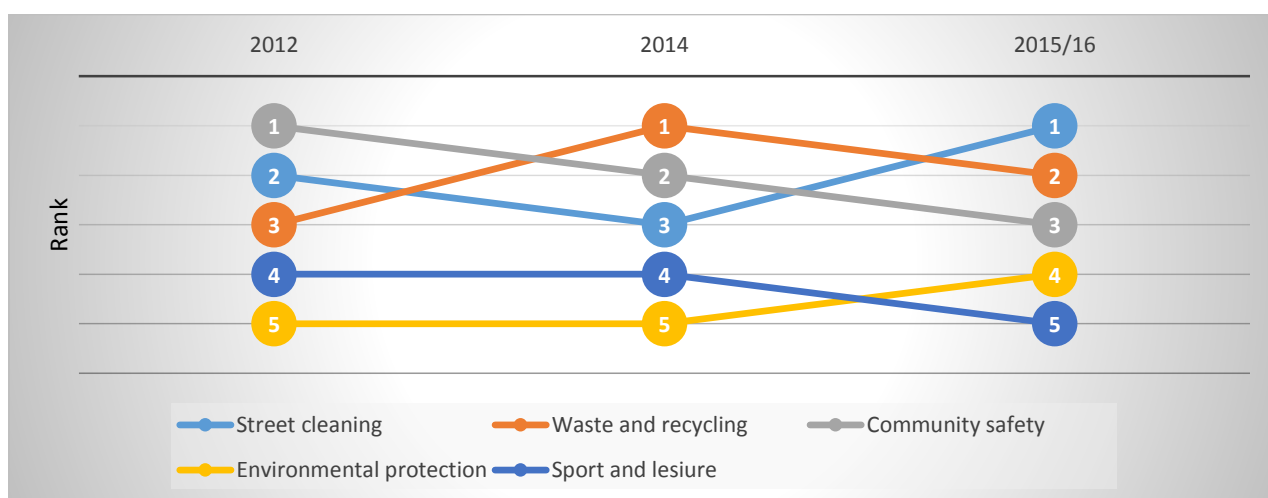
**Figure 8: Satisfaction of service users with key services provided by the council.**



## Importance of key services

The top three **most important services** in 2015/16 were street cleaning (keeping the area clean and litter free) waste and recycling and community safety (reducing crime, fear or crime and antisocial behaviour). Environmental protection and sports and leisure facilities rank in fourth and fifth position respectively. Since the 2014 survey, street cleaning has risen from third position to become the most important service while waste and recycling has dropped from most important to second most important service. As **Figure 9** shows, the same five services have made the top five most important since 2012 (although individual rank positions have changed).

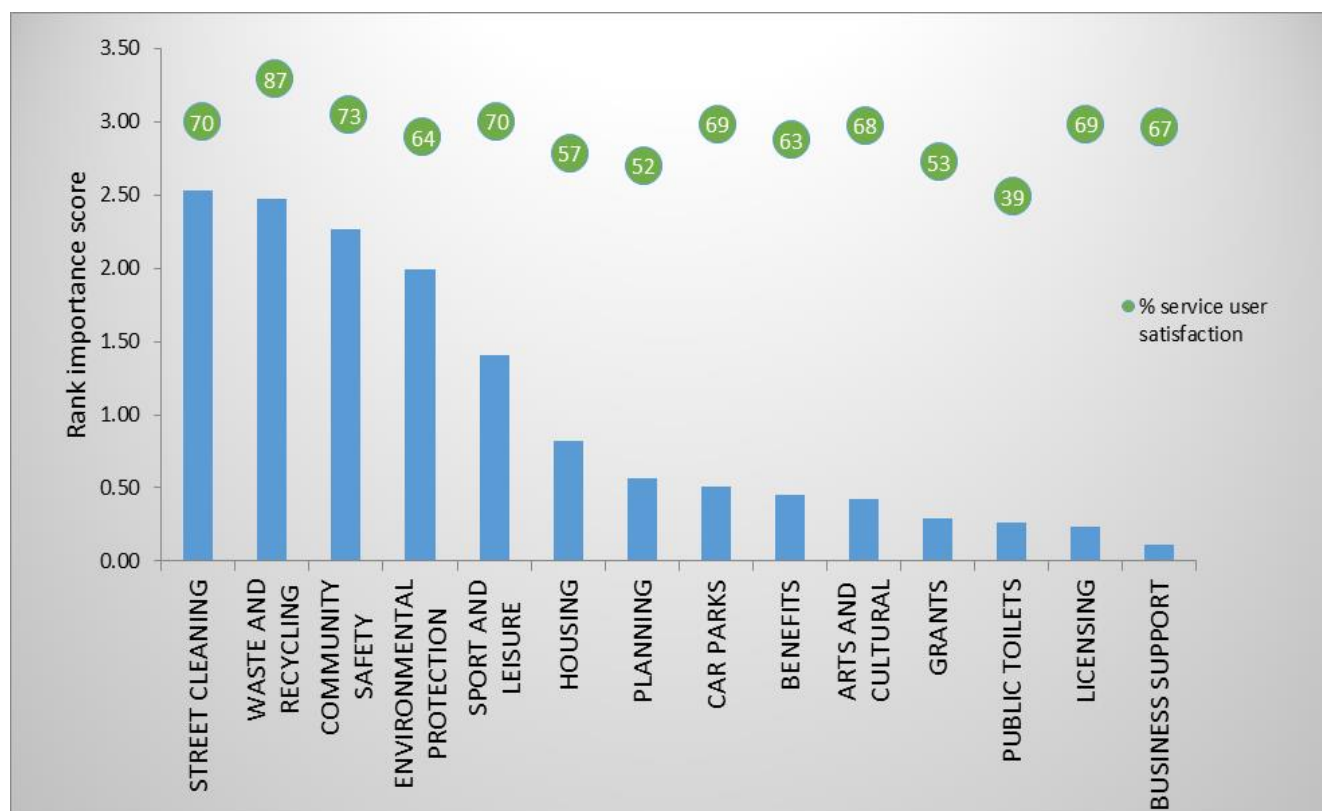
**Figure 9: Residents' top five most important services.<sup>4</sup>**



<sup>4</sup> Importance is calculated as an average score based on all respondents, where the service with the largest average ranking is the most important.

**Figure 10** shows that the services residents rate as the most important are also the services with the highest levels of user satisfaction. However, satisfaction with all three of the most important services (street cleaning, waste and recycling and community safety) decreased over the last year. Therefore the council may want to focus their efforts on measures which return satisfaction with these services back to the higher levels seen in 2014.

**Figure 10: Importance versus service user satisfaction for key services provided by the council.<sup>5</sup>**



## Local area

The survey asked residents about their local area, including how well people get on together and if they have been involved in voluntary work.

The majority of residents (98 per cent) continue to **feel safe during the day** in the Vale of White Horse. However, the proportion of residents who **feel safe at night** was 79 per cent; an 11 per cent decrease since 2014. Worryingly, the proportion of residents who feel fairly or very unsafe at night doubled, from 6 per cent in 2014 to 12 per cent in 2015/16. Further analysis shows that female respondents and residents who are limited a lot by a disability are much less likely to feel safe at night. More investigation is needed to understand why the proportion of residents who feel unsafe at night has increased over the last year.

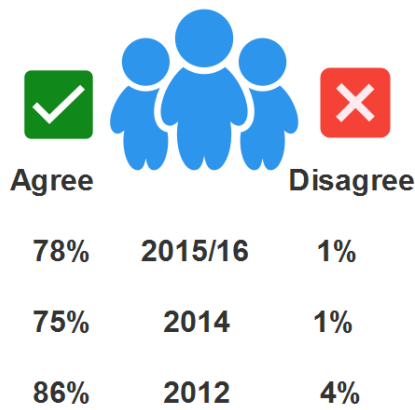
## Community cohesion

Positively, 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 11**). The number of people who disagreed that people get on well

<sup>5</sup> Importance is shown as rank importance scores, where a higher score indicates a higher level of importance.

together remains the same at 1 per cent. Although a higher proportion of urban residents than rural residents agreed with this statement (80 per cent compared to 74 per cent) this difference was due to a higher proportion of rural residents answering that people in their local area all come from the same ethnic background rather than disagreeing that people from different backgrounds get on well together. 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.

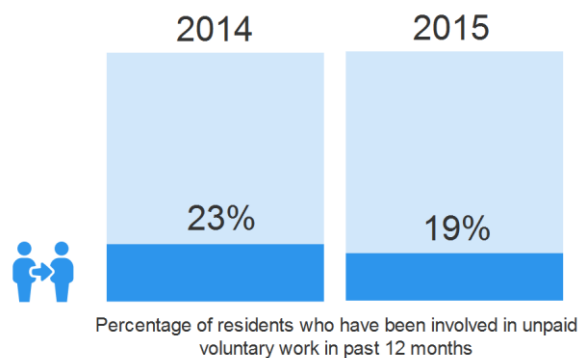
**Figure 11: Local area as a place where people from different backgrounds get on well together.**



## Volunteering

**Figure 12** shows 19 per cent of residents have **undertaken unpaid voluntary work**; this is a decrease since the last survey was carried out in 2014. Residents aged 45 to 54 years were most likely to have volunteered (26 per cent), while residents aged 55 to 59 years were the least likely (11 per cent).

**Figure 12: 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. However, some residents had not volunteered because they hadn't thought about doing it (16 per cent of comments), suggesting that the council could do more to promote volunteer opportunities within the Vale of White Horse.

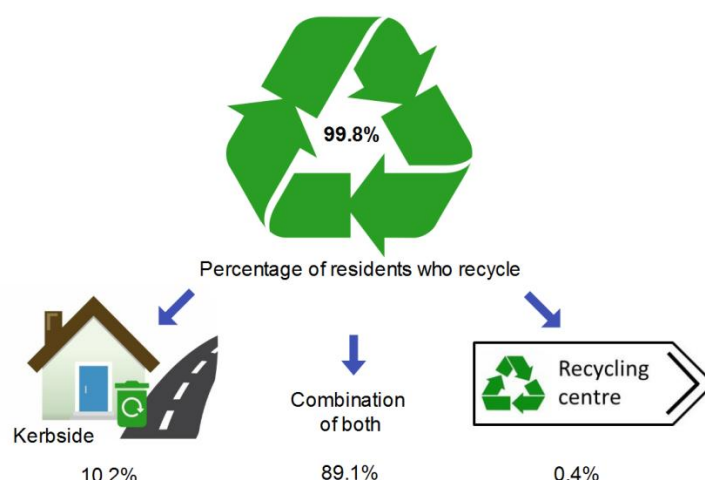
**Table 1: Reasons why residents have not been involved in unpaid voluntary work in the last 12 months.**

Reason <sup>6</sup>	Frequency	%
I have work commitments	385	36.2%
I have to look after children/the home	179	16.8%
I have other things to do in my spare time	171	16.1%
I've never thought about it	131	12.3%
I'm too old	82	7.7%
I don't know any groups that need help	32	3.0%
Poor health	22	2.1%
I have to study	19	1.8%
I'm new to the area	16	1.5%
I have to look after someone who is elderly/ill	11	1.0%
I haven't heard about opportunities to give help	8	0.8%
Other	4	0.4%
I'm too young	3	0.3%
I donate money instead	2	0.2%

## 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 13**). Less than 1 per cent said that they do not recycle; the reasons given for this were that they don't know what they can recycle and not being interested in recycling.

**Figure 13: Recycling by residents.**



Nearly three-quarters of residents said they already recycle as much as they can (74 per cent) so nothing would make them recycle more. When residents have too much recycling to fit in their recycling (green) bin, most take it to an Oxfordshire County Council household recycling centre (55 per cent of comments), although some put it in a bag or box next to their green bin

<sup>6</sup> Where respondents gave more than one reason, each reason has been counted separately.

(24 per cent of comments). Almost a quarter (24 per cent) of residents would like a larger recycling bin.

Most residents said they put their food waste out for collection weekly (83 per cent). However, 12 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 to need to (54 per cent).

Vale of White Horse District Council offers a garden waste collection subscription service. Just under half the residents said they use this service (47 per cent). Those that don't use the service said it was because they take it to an Oxfordshire County Council household recycling centre, that the service is too expensive or that they don't have a garden / don't produce garden waste.

## **FURTHER INFORMATION**

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## APPENDIX A – SURVEY QUESTIONS

### PR15107 Vale of White Horse Residents Survey

ID

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

Very satisfied.....	<input type="checkbox"/> 1	Go to Q2	Fairly dissatisfied .....	<input type="checkbox"/> 4	Go to Q1 b
Fairly satisfied .....	<input type="checkbox"/> 2	Go to Q2	Very dissatisfied .....	<input type="checkbox"/> 5	Go to Q1 b
Neither satisfied nor dissatisfied	<input type="checkbox"/> 3	Go to Q2	Don't know (DO NOT PROMPT)	<input type="checkbox"/> 6	Go to Q2

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

Poor customer service .....	<input type="checkbox"/> 01	Doesn't remove abandoned vehicles quickly enough .....	<input type="checkbox"/> 13
Council never gets things done quickly enough .....	<input type="checkbox"/> 02	Lack of investment in area.....	<input type="checkbox"/> 14
Council wastes money/inefficient.....	<input type="checkbox"/> 03	Poor planning service .....	<input type="checkbox"/> 15
Council doesn't tell us what's happening ..	<input type="checkbox"/> 04	Does not control development in the area	<input type="checkbox"/> 16
Council doesn't consult us .....	<input type="checkbox"/> 05	Poor sports and leisure facilities .....	<input type="checkbox"/> 17
Council doesn't listen to what we tell them .....	<input type="checkbox"/> 06	Not enough car parking .....	<input type="checkbox"/> 18
Council tax too high .....	<input type="checkbox"/> 07	High crime rates/level of crime .....	<input type="checkbox"/> 19
Poor street cleaning.....	<input type="checkbox"/> 08	High levels of antisocial behaviour .....	<input type="checkbox"/> 20
Poor roads/pavements .....	<input type="checkbox"/> 09	Nothing for young people to do .....	<input type="checkbox"/> 21
Poor waste collection.....	<input type="checkbox"/> 10	Not enough housing in the area .....	<input type="checkbox"/> 22
Poor recycling collection .....	<input type="checkbox"/> 11	Not enough affordable housing .....	<input type="checkbox"/> 23
Doesn't remove dumped rubbish quickly enough .....	<input type="checkbox"/> 12	Don't know.....	<input type="checkbox"/> 24
		Other .....	<input type="checkbox"/> 25

Other

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**

Strongly agree ..... <input type="checkbox"/> 1	Neither agree nor disagree ..... <input type="checkbox"/> 3	Strongly disagree ..... <input type="checkbox"/> 5
Tend to agree ..... <input type="checkbox"/> 2	Tend to disagree ..... <input type="checkbox"/> 4	Don't know (DO NOT PROMPT) ..... <input type="checkbox"/> 6

**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.....	<input type="checkbox"/> 1
I speak positively of the council if I am asked about it .....	<input type="checkbox"/> 2
I have no views one way or another .....	<input type="checkbox"/> 3
I speak negatively about the council if I am asked about it.....	<input type="checkbox"/> 4
I speak negatively about the council without being asked .....	<input type="checkbox"/> 5
Don't know.....	<input type="checkbox"/> 6

**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.....	<input type="checkbox"/> 1	Not at all.....	<input type="checkbox"/> 4
A fair amount.....	<input type="checkbox"/> 2	Don't know.....	<input type="checkbox"/> 5
Not very much.....	<input type="checkbox"/> 3		

**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.....	<input type="checkbox"/> 1	Not well informed at all.....	<input type="checkbox"/> 4
Fairly well informed.....	<input type="checkbox"/> 2	Don't know.....	<input type="checkbox"/> 5
Not very well informed.....	<input type="checkbox"/> 3		

## Section B: The community in your local area

**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
How safe or unsafe do you feel when outside in your local area during the day?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
How safe or unsafe do you feel when outside in your local area after dark?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

**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.**

**SHOWCARD G and Tick ONE only**

- |                                  |                            |                                     |                            |
|----------------------------------|----------------------------|-------------------------------------|----------------------------|
| Definitely agree.....            | <input type="checkbox"/> 1 | Definitely disagree .....           | <input type="checkbox"/> 5 |
| Tend to agree .....              | <input type="checkbox"/> 2 | Don't know .....                    | <input type="checkbox"/> 6 |
| Neither agree nor disagree ..... | <input type="checkbox"/> 3 | Too few people in local area .....  | <input type="checkbox"/> 7 |
| Tend to disagree .....           | <input type="checkbox"/> 4 | All the same ethnic background..... | <input type="checkbox"/> 8 |

**Q8) Thinking about this local area, how much of a problem do you think each of the following are....**

**SHOWCARD H and Tick ONE only for a) to f)**

	A very big problem	A fairly big problem	Not a very big problem	Not a problem at all	Don't know/no opinion
a) Noisy neighbours or loud parties	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) Rubbish or litter lying around	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) Vandalism, graffiti and other deliberate damage to property or vehicles	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d) People using or dealing drugs	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e) People being drunk or rowdy in public places	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
f) Groups hanging around the streets	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

**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 ..... ☐ 1      Go to Q11      No ..... ☐ 2      Go to Q10

**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 .....                        | <input type="checkbox"/> 01 | I'm too young .....                                    | <input type="checkbox"/> 07 |
| I have to look after children/the home .....         | <input type="checkbox"/> 02 | I don't know any groups that need help ....            | <input type="checkbox"/> 08 |
| I have to look after someone who is elderly/ill..... | <input type="checkbox"/> 03 | I haven't heard about opportunities to give help ..... | <input type="checkbox"/> 09 |
| I have to study .....                                | <input type="checkbox"/> 04 | I'm new to the area .....                              | <input type="checkbox"/> 10 |
| I have other things to do in my spare time           | <input type="checkbox"/> 05 | I've never thought about it .....                      | <input type="checkbox"/> 11 |
| I'm too old .....                                    | <input type="checkbox"/> 06 | Other, please specify .....                            | <input type="checkbox"/> 12 |

If other, please specify

## Section C: Council Image

**Q11) How much do you trust Vale of White Horse District Council?**

**SHOWCARD J and TICK ONE ONLY**

- |                     |                            |                     |                            |                  |                            |
|---------------------|----------------------------|---------------------|----------------------------|------------------|----------------------------|
| A great deal .....  | <input type="checkbox"/> 1 | Not very much ..... | <input type="checkbox"/> 3 | Don't know ..... | <input type="checkbox"/> 5 |
| A fair amount ..... | <input type="checkbox"/> 2 | Not at all .....    | <input type="checkbox"/> 4 |                  |                            |

**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). Rotate order you read out the statements**

	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"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
b) The quality of Vale of White Horse District Council services is good overall	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
c) Vale of White Horse District Council treats all parts of Vale of White Horse District equally	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
d) I don't mind what Vale of White Horse District Council does so long as it does its job	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
e) Vale of White Horse District Council does a good job for people like me	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
f) Vale of White Horse District Council is too remote and impersonal	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
g) Vale of White Horse District Council is too bureaucratic	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
h) Vale of White Horse District Council needs to be more open and honest	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
i) Vale of White Horse District Council treats everyone fairly	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

#### Section D: Information

**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**

Contact with Council staff .....	<input type="checkbox"/> 01	Local / Free newspapers .....	<input type="checkbox"/> 04	Facebook.....	<input type="checkbox"/> 08
Contact with elected District Councillors .....	<input type="checkbox"/> 02	Local radio .....	<input type="checkbox"/> 05	Twitter .....	<input type="checkbox"/> 09
Village / Parish newsletter .....	<input type="checkbox"/> 03	Friends and neighbours .....	<input type="checkbox"/> 06	None .....	<input type="checkbox"/> 10
		Vale of White Horse District Council website ..	<input type="checkbox"/> 07	Don't know .....	<input type="checkbox"/> 11
				Other, please specify .....	<input type="checkbox"/> 12
Other	<input type="text"/>				

**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**

Contact with Council staff .....	<input type="checkbox"/> 01	Local / Free newspapers .....	<input type="checkbox"/> 04	Facebook.....	<input type="checkbox"/> 08
Contact with elected District Councillors .....	<input type="checkbox"/> 02	Local radio .....	<input type="checkbox"/> 05	Twitter .....	<input type="checkbox"/> 09
Village / Parish newsletter .....	<input type="checkbox"/> 03	Friends and neighbours .....	<input type="checkbox"/> 06	None .....	<input type="checkbox"/> 10
		Vale of White Horse District Council website ..	<input type="checkbox"/> 07	Don't know .....	<input type="checkbox"/> 11
				Other, please specify .....	<input type="checkbox"/> 12
Other	<input type="text"/>				

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

Definitely agree .....	<input type="checkbox"/> 1	Tend to disagree .....	<input type="checkbox"/> 4
Tend to agree .....	<input type="checkbox"/> 2	Definitely disagree .....	<input type="checkbox"/> 5
Neither agree nor disagree .....	<input type="checkbox"/> 3	Don't know .....	<input type="checkbox"/> 6

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

## Section E: Services

**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). Rotate order you read out the statements**

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
a) Advice / support to businesses	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
b) Arts and cultural activities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
c) Council car parks	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
d) Environmental protection (dealing with noise, bonfires, fly-tipping)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
e) Housing services (including housing advice, homelessness & housing applications)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
f) Keeping the area clean & litter free (i.e. street cleaning)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
g) Licensing (private hire vehicles, public entertainment licenses, alcohol licences)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
h) Sports & leisure facilities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
i) Planning applications and enforcement	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
j) Providing benefits for people on low incomes (e.g. housing benefit or council tax benefit)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
k) Providing grants to local communities/ groups	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
l) Public toilets	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
m) Reducing crime, fear of crime & antisocial behaviour (i.e. community safety services)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
n) Waste and recycling collection service	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

**Q18) And which of these services provided in your local area are the FIVE 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"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) Arts and cultural activities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) Council car parks	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d) Environmental protection (dealing with noise, bonfires, fly-tipping)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e) Housing services, including housing advice, homelessness & housing applications	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
f) Keeping the area clean & litter free (i.e. street cleaning)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
g) Licensing (private hire vehicles, public entertainment licenses, alcohol licences)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
h) Planning applications and enforcement	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
i) Providing benefits for people on low incomes, for instance housing or council tax benefits	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
j) Providing grants to local communities/ groups	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
k) Public toilets	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
l) Reducing crime, fear of crime & antisocial behaviour (i.e. community safety services)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
m) Sports & leisure facilities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
n) Waste and recycling collection service	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Don't know	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
None of these	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Other (please specify)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
If other, please specify					

**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. Rotate order you read out the statements**

	Have used	Have not used
Advice/support for businesses	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Arts and cultural activities	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Council car parks	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Environmental protection (dealing with noise, bonfires, fly-tipping)	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Housing services (including housing advice, homelessness & housing applications)	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Keeping the area clean & litter free (i.e. street cleaning)	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Licensing (private hire vehicles, public entertainment licenses, alcohol licences)	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Planning applications and enforcement	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Providing benefits for people on low incomes, for instance housing or council tax benefits	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Providing grants to local communities/ groups	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Public toilets	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Reducing crime, fear of crime & antisocial behaviour (i.e. community safety services)	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Sports & leisure facilities	<input type="checkbox"/> 1	<input type="checkbox"/> 2

**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"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) Arts and cultural facilities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) Consult with residents	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d) Enforcement against litter, fly tipping, graffiti	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e) Get housing built	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
f) Grants to the voluntary and community sector	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
g) Keep streets and public spaces clean and attractive	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
h) Keep residents informed about services, activities and spending	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
i) Make the district attractive to visitors	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
j) Make sure facilities exist on new housing developments	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
k) Minimise the council's impact on climate change	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
l) Protect the character of the area	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
m) Provide public toilets	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
n) Reduce the council's energy usage	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
o) Support local business and the creation of vibrant market towns	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
p) Sport and recreation facilities for all	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
q) Tackle crime and fear of crime	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

## Section F: Waste and Recycling Services

**Q21) Do you recycle?**

Using the councils kerbside recycling collection service ..... ☐ 1

At Oxfordshire County Council waste recycling centres..... ☐ 2

A combination of both ..... ☐ 3

I don't recycle ..... ☐ 4

Other (please specify) ..... ☐ 5

Other

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

**DON'T READ OUT. PROBE AND SELECT ALL THAT APPLY**

I don't have a green bin ..... ☐ 1

I don't like wheelie bins..... ☐ 2

I don't have the time ..... ☐ 3

I don't know what I can recycle ..... ☐ 4

I'm not interested ..... ☐ 5

**Q23) What would make you recycle more:****DON'T READ OUT. PROBE AND SELECT ALL THAT APPLY**

- More information about what I can recycle ..... ☐ 1
- More information about where my recycling goes..... ☐ 2
- Additional recycling bin..... ☐ 3
- Incentives such as funding for facilities or groups in my community..... ☐ 4

- If the council refused to collect my bin because it had things in it that can't be recycled ..... ☐ 5
- Nothing, I already recycle as much as I can..... ☐ 6
- Nothing would encourage me to recycle... ☐ 7
- Other (please specify) ..... ☐ 8

Other

**Q24) If you have too much recycling to fit in your recycling (green) bin, what do you do with the extra recycling?****DON'T READ OUT. PROBE AND SELECT ALL THAT APPLY**

- Put it in my general (black) bin..... ☐ 1
- Put it in a bag or box next to my green bin ..... ☐ 2
- Take it to an Oxfordshire County Council household recycling centre ..... ☐ 3
- Other, please specify ..... ☐ 4

Other

**Q25) Would you like to have additional recycling provision?**Yes, I would like an additional recycling bin ..... ☐ 1Yes, I would like a larger recycling bin..... ☐ 2No ..... ☐ 3**Q26) How often on average do you put the following out for the kerbside collection:**

	Weekly	Fortnightly	Monthly	Less than monthly	I don't use it
Recycling (green bin or bags)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Garden waste (brown bin)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
General household waste (black bin)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Food waste	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

**Q27) ONLY ASK IF FOOD WASTE IS NOT PUT OUT WEEKLY****If you don't put out your food waste every week why is this?**I don't make enough food waste to need to ..... ☐ 1I put my food waste in my green bin ..... ☐ 3I put my food waste in my black bin ..... ☐ 2I don't have a food waste bin ..... ☐ 4**Q28) Do you use the council's garden waste service?**Yes..... ☐ 1No..... ☐ 2**Q28a) If no, why not?****DON'T READ OUT. PROBE AND SELECT ALL THAT APPLY**

- Too expensive ..... ☐ 1
- I compost my garden waste myself ..... ☐ 2

- I don't have a garden / don't produce garden waste ..... ☐ 3
- I take it to an Oxfordshire County Council household recycling centre ..... ☐ 4

## Section G: Sport

**Q29) 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)**

- |                            |                            |                               |                            |
|----------------------------|----------------------------|-------------------------------|----------------------------|
| Less than once a week..... | <input type="checkbox"/> 1 | More than 3 times a week..... | <input type="checkbox"/> 3 |
| 2 - 3 times a week .....   | <input type="checkbox"/> 2 | Never .....                   | <input type="checkbox"/> 4 |

**Q30) 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
GO Active	<input type="checkbox"/> 1		<input type="checkbox"/> 2
Get Healthy	<input type="checkbox"/> 1		<input type="checkbox"/> 2
Active Women	<input type="checkbox"/> 1		<input type="checkbox"/> 2
Sportivate	<input type="checkbox"/> 1		<input type="checkbox"/> 2
Any other community activities e.g. jogging etc.	<input type="checkbox"/> 1		<input type="checkbox"/> 2

**Q31) What would make you more active, or help you to become more active?**

Availability of local sports/leisure facilities close to home .....	<input type="checkbox"/> 01	Advice from a health care professional ...	<input type="checkbox"/> 09
Better personal safety .....	<input type="checkbox"/> 02	Better information about exercising .....	<input type="checkbox"/> 10
Someone to exercise/do activities with ....	<input type="checkbox"/> 03	If I could exercise at home .....	<input type="checkbox"/> 11
Having more time .....	<input type="checkbox"/> 04	If I had help with my caring responsibilities (e.g. a crèche for children).....	<input type="checkbox"/> 12
Better access to transport to travel to activities.....	<input type="checkbox"/> 05	Organised walks .....	<input type="checkbox"/> 13
Improved personal motivation.....	<input type="checkbox"/> 06	Availability of specialised exercise / activities for people with medical conditions .....	<input type="checkbox"/> 14
Lower prices for gym / leisure centre membership / for using leisure centres .....	<input type="checkbox"/> 07	Exercise on Referral .....	<input type="checkbox"/> 15
Personalised exercise advice and sessions .....	<input type="checkbox"/> 08	Other (please specify) .....	<input type="checkbox"/> 16
Other	<input type="text"/>		

## Section H: Contacting the Council

**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?**

**Tick ONE only**

- |                          |                            |           |
|--------------------------|----------------------------|-----------|
| Once .....               | <input type="checkbox"/> 1 | Go to q33 |
| Twice .....              | <input type="checkbox"/> 2 | Go to Q33 |
| Three times .....        | <input type="checkbox"/> 3 | Go to Q33 |
| Four or more times ..... | <input type="checkbox"/> 4 | Go to Q33 |
| None .....               | <input type="checkbox"/> 5 | Go to Q34 |
| Don't know .....         | <input type="checkbox"/> 6 | Go to Q34 |

**Q33) 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"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
b) The time taken to resolve your query	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
c) The advice or help you were given	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
d) The availability of staff you wanted to speak to	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
e) Staff understanding your issue	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
f) The greeting you received on your initial contact	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
g) Overall the way the council dealt with your issue	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

## Section I: About You

**Q34) 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"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
b) How long have you lived in Vale of White Horse District?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

**Q35) Record Gender**

Male ..... ☐ 1

Female ... ☐ 2

**Q36) And how old are you? Showcard R and Tick ONE only**

16-24 ..... ☐ 1

35-44 ..... ☐ 3

55-59 ..... ☐ 5

65+ ..... ☐ 7

25-34 ..... ☐ 2

45-54 ..... ☐ 4

60-64 ..... ☐ 6

**Q37) 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 ..... ☐ 1

No ..... ☐ 3

Yes, limited a little ..... ☐ 2

Refused ..... ☐ 4

**Q38) Looking at this list, how would you describe your present work status? Showcard S and Tick ONE only**

- |                            |                            |                                    |                            |
|----------------------------|----------------------------|------------------------------------|----------------------------|
| Employed - part time ..... | <input type="checkbox"/> 1 | Retired.....                       | <input type="checkbox"/> 6 |
| Employed - full time ..... | <input type="checkbox"/> 2 | Looking after home or family ..... | <input type="checkbox"/> 7 |
| Self employed.....         | <input type="checkbox"/> 3 | Long term sick or disabled.....    | <input type="checkbox"/> 8 |
| Unemployed .....           | <input type="checkbox"/> 4 | Other .....                        | <input type="checkbox"/> 9 |
| Full time student .....    | <input type="checkbox"/> 5 |                                    |                            |

**Q39) Which of these ethnic groups best describes you? Showcard T and Tick ONE only**

- |  |                             |  |                             |
|--|-----------------------------|--|-----------------------------|
| White: English/Welsh/Scottish/Northern Irish/British ..... | <input type="checkbox"/> 01 | Asian or Asian British: Pakistani.....   | <input type="checkbox"/> 10 |
| White: Irish .....   | <input type="checkbox"/> 02 | Asian or Asian British: Bangladeshi..... | <input type="checkbox"/> 11 |
| White: Gypsy or Irish Traveller .....                      | <input type="checkbox"/> 03 | Asian or Asian British: Chinese .....    | <input type="checkbox"/> 12 |
| White Other.....   | <input type="checkbox"/> 04 | Asian or Asian British: Other .....      | <input type="checkbox"/> 13 |
| Mixed: White and Black Caribbean .....                     | <input type="checkbox"/> 05 | Black or Black British: Caribbean .....  | <input type="checkbox"/> 14 |
| Mixed: White and Black African.....                        | <input type="checkbox"/> 06 | Black or Black British: African .....    | <input type="checkbox"/> 15 |
| Mixed: White and Asian.....                                | <input type="checkbox"/> 07 | Black or Black British: Other.....       | <input type="checkbox"/> 16 |
| Mixed: Other.....  | <input type="checkbox"/> 08 | Other: Arab .....                        | <input type="checkbox"/> 17 |
| Asian or Asian British: Indian.....                        | <input type="checkbox"/> 09 | Other: Other ethnic group .....          | <input type="checkbox"/> 18 |
| Other, please specify                                      | <input type="text"/>        |  |                             |

**Q40) And is your home..? Showcard U and Tick ONE only**

- |                                       |                            |                                    |                            |
|---------------------------------------|----------------------------|------------------------------------|----------------------------|
| Owned outright .....                  | <input type="checkbox"/> 1 | Rented from private landlord ..... | <input type="checkbox"/> 4 |
| Owned with mortgage .....             | <input type="checkbox"/> 2 | Other.....                         | <input type="checkbox"/> 5 |
| Rented from housing association ..... | <input type="checkbox"/> 3 | Don't know .....                   | <input type="checkbox"/> 6 |

**Q41) Including yourself, how many people live in your household?**

**Q41a) How many are adults aged 18 or over?**

**Q41b) 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: THANK AND CLOSE.**

**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:**

<b>Postal address: (ONLY IF NO EMAIL)</b>	
---	--

**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.**

<b>Full name of person completing this survey</b>	
---	--

<b>ADDRESS</b>	
----------------	--

<b>STARTING POSTCODE</b>	
--------------------------	--

<b>TELEPHONE</b>	
------------------	--

<b>INTERVIEWER NAME</b>	
-------------------------	--

**Thank and close.**

## APPENDIX B – DATA TABLES

Gender	Census 2011	%	Survey 2015	%
Male	48,085	49.1%	555	50.0%
Female	49,782	50.9%	554	50.0%
<b>Total</b>	<b>97,867</b>	<b>100.0%</b>	<b>1,109</b>	<b>100.0%</b>

Age	Census 2011	%	Survey 2015	%
16 – 24	11,728	12.0%	122	11.0%
25 – 34	14,291	14.6%	183	16.5%
35 – 44	16,845	17.2%	209	18.9%
45 – 54	17,822	18.2%	190	17.2%
55 – 64	15,420	15.8%	160	14.5%
65+	21,761	22.2%	243	22.0%
<b>Total</b>	<b>97,867</b>	<b>100.0%</b>	<b>1,107</b>	<b>100.0%</b>

Ethnic group	Census 2011	%	Survey 2015	%
White: English/Welsh/Scottish/Northern Irish/British	88,256	90.2%	1,010	91.2%
White: Irish	884	0.9%	7	0.6%
White: Gypsy or Irish Traveller	85	0.1%	0	0.0%
White: Other White	4,316	4.4%	31	2.8%
Mixed/multiple ethnic group: White and Black Caribbean	206	0.2%	3	0.3%
Mixed/multiple ethnic group: White and Black African	76	0.1%	2	0.2%
Mixed/multiple ethnic group: White and Asian	277	0.3%	1	0.1%
Mixed/multiple ethnic group: Other Mixed	204	0.2%	0	0.0%
Asian/Asian British: Indian	690	0.7%	6	0.5%
Asian/Asian British: Pakistani	256	0.3%	5	0.5%
Asian/Asian British: Bangladeshi	154	0.2%	0	0.0%
Asian/Asian British: Chinese	569	0.6%	6	0.5%
Asian/Asian British: Other Asian	710	0.7%	6	0.5%
Black/African/Caribbean/Black British: African	596	0.6%	4	0.4%
Black/African/Caribbean/Black British: Caribbean	198	0.2%	13	1.2%
Black/African/Caribbean/Black British: Other Black	89	0.1%	2	0.2%
Other ethnic group: Arab	104	0.1%	3	0.3%
Other ethnic group: Any other ethnic group	197	0.2%	8	0.7%
<b>Total</b>	<b>97,867</b>	<b>100.0%</b>	<b>1,107</b>	<b>100.0%</b>

Employment Status	Census 2011	%	Survey 2015	%
Employed – part time	12,547	14.3%	184	16.59%
Employed – full time	39,197	44.8%	459	41.39%
Self employed	9,441	10.8%	67	6.04%
Unemployed	2,190	2.5%	19	1.71%
Full time student	5,735	6.6%	36	3.25%
Retired	12,150	13.9%	245	22.09%
Looking after home or family	3,374	3.9%	64	5.77%
Long term sick or disabled	1,682	1.9%	31	2.80%
Other	1,161	1.3%	4	0.36%
<b>Total</b>	<b>87,477</b>	<b>100.0%</b>	<b>1109</b>	<b>100.0%</b>

Home ownership	Census 2011	%	Survey 2015	%
Owned outright	17,704	36%	318	28.8%
Owned with mortgage	17,046	34%	377	34.2%
Rented from housing association	6,583	13%	208	18.9%
Rented from private landlord	6,733	14%	116	10.5%
Other	1,341	3%	84	7.6%
<b>Total</b>	<b>49,407</b>	<b>100.0%</b>	<b>1,103</b>	<b>100.0%</b>

Limiting disability / health	Census 2011	%	Survey 2015	%
Yes, limited a lot	6,211	7%	84	7.6%
Yes, limited a little	9,577	10%	74	6.68%
No	79,739	83%	945	85.37%
<b>Total</b>	<b>95,527</b>	<b>100.0%</b>	<b>1,103</b>	<b>100.0%</b>

Area Classification	Census 2011	%	Survey 2015	%
Urban	30,940	61.6%	679	62.1%
Rural	19,299	38.4%	415	37.9%
<b>Total</b>	<b>50,239</b>	<b>100.0%</b>	<b>1,094</b>	<b>100.0%</b>

Q1) Overall, how satisfied or dissatisfied are you with the way Vale of White Horse District Council runs things? Base size: 1,109

Satisfaction	%
Very satisfied	23.1%
Fairly satisfied	49.9%
Neither satisfied nor dissatisfied	7.4%
Fairly dissatisfied	14.9%
Very dissatisfied	4.5%
Don't know	0.3%

Q1b) Can I ask why [you are dissatisfied]? Base size: 212

Reason <sup>7</sup>	Frequency	%
Poor roads/pavements	100	19.3%
Not enough car parking	70	13.5%
Poor street cleaning	56	10.8%
Traffic / congestion issues / too much speeding	48	9.2%
Nothing for young people to do	42	8.1%
Poor waste collection	24	4.6%
Poor street lights	21	4.0%
too much dog fouling	21	4.0%
Roadside vegetation problems	15	2.9%
Poor recycling collection	13	2.5%
Parking on footpaths / dangerous parking	10	1.9%
Does not control development in the area	9	1.7%
High levels of antisocial behaviour	9	1.7%
Other	9	1.7%
Council tax too high	7	1.3%
High crime rates/level of crime	7	1.3%
Council never gets things done quickly enough	6	1.2%
Doesn't remove dumped rubbish quickly enough	6	1.2%
Not enough housing in the area	6	1.2%
Council doesn't tell us what's happening	5	1.0%
Poor planning service	5	1.0%
Drugs at skatepark	5	1.0%
Council wastes money/inefficient	4	0.8%
Poor customer service	3	0.6%
Council doesn't listen to what we tell them	3	0.6%
Lack of investment in area	3	0.6%
Poor drainage	3	0.6%
Poor public transport	3	0.6%
Not enough affordable housing	2	0.4%
Poor river management	2	0.4%
Council doesn't consult us	1	0.2%
Poor sports and leisure facilities	1	0.2%

Q2) To what extent do you agree or disagree that Vale of White Horse District Council provides value for money? Base size: 1,109

Agreement	%
Strongly agree	7.8%
Tend to agree	61.3%
Neither agree nor disagree	18.7%
Tend to disagree	9.6%

<sup>7</sup> Where respondents gave more than one reason, each reason has been counted separately.

Strongly disagree	1.0%
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: 1,108

Statement	%
I speak positively of the council without being asked	5.8%
I speak positively of the council if I am asked about it	55.2%
I have no views one way or another	27.8%
I speak negatively about the council if I am asked about it	6.7%
I speak negatively about the council without being asked	1.1%
Don't know	3.4%

Q4) To what extent do you think Vale of White Horse District Council acts on the concerns of local residents? Base size: 1,109

Extent	%
A great deal	3.1%
A fair amount	55.6%
Not very much	15.1%
Not at all	3.3%
Don't know	22.8%

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: 1,109

Extent	%
Very well informed	6.9%
Fairly well informed	68.7%
Not very well informed	17.3%
Not well informed at all	3.5%
Don't know	3.5%

Q6) How safe or unsafe do you feel when outside in your local area a) during the day and b) after dark? Base size: 1,109

Feelings of safety	During the day	After dark
Very safe	71.7%	42.0%
Fairly safe	26.4%	37.3%
Neither safe nor unsafe	0.7%	8.2%
Fairly unsafe	0.8%	9.7%
Very unsafe	0.4%	2.0%
Don't know	0.0%	0.7%

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: 1,109

Agreement	%
Definitely agree	31.8%
Tend to agree	45.7%
Neither agree nor disagree	4.1%
Tend to disagree	1.2%
Definitely disagree	0.3%
Don't know	1.3%
Too few people in local area	5.9%
All the same ethnic background	9.7%

Q8) Thinking about this local area, how much of a problem do you think each of the following are.... Base size: 1,106 – 1,109

Problem	Very big	Fairly big	Not very big	Not a problem at all	Don't know / no opinion
Noisy neighbours or loud parties	0.5%	2.5%	7.8%	89.2%	0.0%
Rubbish or litter lying around	3.7%	7.0%	20.8%	68.4%	0.0%
Vandalism, graffiti and other deliberate damage to property or vehicles	1.2%	4.5%	12.6%	81.5%	0.2%
People using or dealing drugs	1.8%	3.2%	7.6%	85.0%	2.4%
People being drunk or rowdy in public places	0.9%	2.9%	12.8%	82.7%	0.7%
Groups hanging around the streets	2.7%	5.2%	13.6%	78.6%	0.0%

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: 1,109

Involved in voluntary work	%
Yes	19.1%
No	80.9%

Q10) And which of these, if any, are the reasons why you don't give unpaid help to groups or organisations? Base size: 887

Reason <sup>8</sup>	Frequency	%
I have work commitments	385	36.2%
I have to look after children/the home	179	16.8%
I have other things to do in my spare time	171	16.1%
I've never thought about it	131	12.3%
I'm too old	82	7.7%
I don't know any groups that need help	32	3.0%
Poor health	22	2.1%
I have to study	19	1.8%
I'm new to the area	16	1.5%
I have to look after someone who is elderly/ill	11	1.0%
I haven't heard about opportunities to give help	8	0.8%
Other	4	0.4%
I'm too young	3	0.3%
I donate money instead	2	0.2%

Q11) How much do you trust Vale of White Horse District Council? Base size: 1,108

	%
A great deal	15.3%
A fair amount	70.6%
Not very much	8.0%
Not at all	1.8%
Don't know	4.3%

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: 1,107 – 1,109

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	10.6%	35.1%	23.8%	21.4%	7.0%	2.1%
The quality of VWHDC services is good overall	7.2%	67.8%	17.6%	6.4%	0.7%	0.3%

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

VWHDC treats all parts of Vale of White Horse District equally	3.0%	50.3%	25.4%	10.3%	1.6%	9.4%
I don't mind what VWHDC does so long as it does its job	5.2%	42.2%	23.4%	26.9%	1.4%	0.8%
VWHDC does a good job for people like me	5.1%	59.0%	20.1%	12.9%	2.1%	0.7%
VWHDC is too remote and impersonal	2.6%	22.2%	29.0%	32.4%	5.4%	8.4%
VWHDC is too bureaucratic	6.6%	29.4%	21.7%	27.9%	5.3%	9.1%
VWHDC needs to be more open and honest	9.8%	31.9%	20.9%	28.3%	4.0%	5.0%
VWHDC treats everyone fairly	2.3%	68.5%	18.2%	6.6%	1.0%	3.3%

Q13) From which, if any, of these places do you obtain most of your information about Vale of White Horse District Council? Base size: 1,106

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: 1,108 – 1,109

Source	Obtain info from	Would MOST like to receive info from
Vale of White Horse District Council website	51.4%	41.2%
Village / Parish newsletter	47.2%	22.9%
Local / Free newspapers	34.0%	16.9%
Contact with Council staff	22.0%	4.8%
Friends and neighbours	17.9%	4.7%
Local radio	6.4%	1.0%
Other	6.3%	4.0%
Facebook	4.1%	2.7%
None	4.0%	0.6%
Contact with elected District Councillors	3.8%	0.6%
Don't know	2.3%	0.5%
Twitter	1.7%	0.2%

Q15) Do you agree or disagree that you can influence decisions affecting your local area?

Base size: 1,106

Agreement	%
Definitely agree	2.7%
Tend to agree	29.5%
Neither agree nor disagree	13.2%
Tend to disagree	25.8%
Definitely disagree	15.8%
Don't know	13.0%

Q16) Why do you think you can / can't influence decisions affecting your area? Base size:

Base size: Agree – 356; Disagree - 460

Themes of comments from residents who agree they can influence decisions affecting their local area	Frequency	%
No comment / Don't know	126	35.4%
I think if we try then it is possible to influence decisions	48	13.5%
I have past experience of influencing decisions	40	11.2%
If I have an issue I know where I should go	35	9.8%
Personal opinion	31	8.7%
I can contact my councillor	16	4.5%
through meetings / consultations	15	4.2%
I can approach through parish council	13	3.7%
The council should / does listen to us	9	2.5%
Active neighbourhood / member of council forum / active or vocal person	5	1.4%
I know people in the council	5	1.4%
Other	4	1.1%
Power through voting	4	1.1%
Through the village website	3	0.8%
good communication	2	0.6%

Themes of comments from residents who disagree they can influence decisions affecting their local area	Frequency	%
I have past experience of not being able to influence decisions	81	17.6%
Personal opinion	60	13.0%
Too busy / not enough time	48	10.4%
Council makes the decisions	44	9.6%
The council doesn't listen to us	38	8.3%
I don't think I can / I'm not in a position to influence / it doesn't make a difference	30	6.5%
I don't know how to / don't know the right people	23	5.0%
A single person has little influence	22	4.8%
I can't influence because of poor health / disabled / too old / too young	22	4.8%
I am new to the area	18	3.9%

I don't go to meetings	13	2.8%
I keep myself to myself / not active or vocal person	12	2.6%
Not interested / never thought about it	12	2.6%
No comment / Don't know	10	2.2%
I am never asked for my opinion	8	1.7%
I have never tried	7	1.5%
Other	6	1.3%
Lack of communication	4	0.9%
Hard to speak to the right person / process is too difficult	2	0.4%

Q17) How satisfied or dissatisfied you are with the quality of each of the following services in your local area? Base size: 1,103 – 1,109

Service	Satisfied		Neither satisfied nor dissatisfied	Dissatisfied		Don't know
	Very	Fairly		Fairly	Very	
Advice / support to businesses	3.0%	27.1%	23.8%	1.3%	0.5%	44.3%
Arts and cultural activities	2.7%	52.2%	19.5%	4.6%	0.8%	20.1%
Council car parks	4.7%	56.7%	19.0%	8.0%	0.8%	10.9%
Environmental protection	4.5%	60.2%	17.4%	7.2%	0.9%	9.8%
Housing services	2.7%	29.1%	22.9%	5.5%	1.5%	38.2%
Keeping the area clean & litter free	8.9%	60.9%	14.1%	13.3%	2.2%	0.6%
Licensing	4.1%	46.7%	20.3%	1.2%	0.2%	27.6%
Sports & leisure facilities	6.6%	56.7%	17.9%	9.7%	2.2%	6.9%
Planning applications and enforcement	1.9%	34.3%	26.2%	7.6%	4.2%	25.8%
Providing benefits for people on low incomes	2.3%	27.5%	21.8%	3.1%	1.1%	44.1%
Providing grants to local communities/ groups	1.8%	36.5%	21.7%	2.3%	0.7%	36.9%
Public toilets	0.6%	40.7%	24.6%	16.6%	5.0%	12.5%
Reducing crime, fear of	10.2%	67.7%	11.4%	6.4%	0.7%	3.6%

crime & antisocial behaviour						
Waste and recycling collection service	27.1%	59.9%	5.1%	5.2%	2.4%	0.2%

Q17) How satisfied or dissatisfied you are with the quality of each of the following services in your local area? SERVICE USERS ONLY Base size: 43 – 1,109

	Satisfied		Neither satisfied nor dissatisfied	Dissatisfied		Don't know
Service	Very	Fairly		Fairly	Very	
Advice/support for businesses	4.7%	62.8%	16.3%	7.0%	4.7%	4.7%
Arts and cultural activities	4.6%	63.7%	15.2%	6.9%	1.2%	8.3%
Council car parks	5.7%	63.3%	15.3%	9.4%	1.0%	5.4%
Environmental protection	7.1%	56.5%	19.3%	7.1%	1.3%	8.7%
Housing services	6.8%	50.3%	16.9%	13.3%	4.2%	8.4%
Keeping the area clean & litter free	9.1%	60.6%	13.5%	13.9%	2.3%	0.6%
Licensing	7.3%	61.6%	18.3%	2.4%	1.2%	9.1%
Sports & leisure facilities	9.0%	61.1%	12.8%	11.0%	2.8%	3.4%
Planning applications and enforcement	4.6%	47.5%	17.2%	15.5%	10.1%	5.0%
Providing benefits for people on low incomes	9.5%	53.0%	19.0%	6.0%	1.8%	10.7%
Providing grants to local communities/groups	4.2%	49.3%	27.1%	4.2%	0.7%	14.6%
Public toilets	0.9%	38.6%	23.0%	21.8%	7.3%	8.5%
Reducing crime, fear of crime & antisocial behaviour	7.3%	65.3%	14.2%	8.9%	0.5%	3.9%

Waste and recycling collection service	27.1%	59.9%	5.1%	5.2%	2.4%	0.2%
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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: 1,109

Service	Not ranked	Importance rank counts					Overall Rank
		1	2	3	4	5	
Advice / support to businesses	1,060	7	5	14	7	16	14
Arts and cultural activities	918	33	16	24	50	68	10
Council car parks	887	35	34	27	46	80	8
Environmental protection	455	232	107	93	122	100	4
Housing services	811	55	62	68	72	41	6
Keeping the area clean & litter free	245	182	219	196	161	106	1
Licensing	1,013	8	20	22	24	22	13
Planning applications and enforcement	874	27	43	49	54	62	7
Providing benefits for people on low incomes	912	15	27	57	54	44	9
Providing grants to local communities/ groups	983	11	22	27	32	34	11
Public toilets	980	8	19	24	24	54	12
Reducing crime, fear of crime & antisocial behaviour	318	171	192	162	139	127	3
Sports & leisure facilities	579	57	131	147	110	85	5
Waste and recycling collection service	300	231	178	171	135	94	2

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: 1,108 – 1,109

Service	Have used	Have not used
Advice/support for businesses	4.0%	96.0%
Arts and cultural activities	39.0%	61.0%
Council car parks	74.5%	25.5%
Environmental protection	34.3%	65.7%
Housing services	27.8%	72.2%
Keeping the area clean & litter free	69.5%	30.5%
Licensing	14.8%	85.2%
Planning applications and enforcement	21.6%	78.4%

Providing benefits for people on low incomes	15.1%	84.9%
Providing grants to local communities/ groups	13.0%	87.0%
Public toilets	51.0%	49.0%
Reducing crime, fear of crime & antisocial behaviour	39.5%	60.5%
Sports & leisure facilities	66.5%	33.5%

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: 1,107 – 1,109

Things VWHDC do or provide:	Do more	Do the same	Do less	Don't do at all	Don't know
Activities for young people	65.6%	32.8%	0.1%	0.0%	1.5%
Arts and cultural facilities	32.7%	64.0%	0.9%	0.0%	2.3%
Consult with residents	38.5%	59.8%	0.5%	0.1%	1.1%
Enforcement against litter, fly tipping, graffiti	47.2%	51.4%	0.7%	0.0%	0.6%
Get housing built	30.0%	53.4%	11.0%	2.6%	3.0%
Grants to the voluntary and community sector	27.8%	63.8%	0.7%	0.1%	7.6%
Keep streets and public spaces clean and attractive	53.7%	45.4%	0.5%	0.0%	0.3%
Keep residents informed about services, activities and spending	53.3%	45.4%	0.9%	0.2%	0.3%
Make the district attractive to visitors	37.7%	59.3%	0.8%	0.0%	2.2%
Make sure facilities exist on new housing developments	42.1%	54.2%	0.7%	0.2%	2.8%
Minimise the council's impact on climate change	31.3%	59.4%	1.0%	0.5%	7.9%
Protect the character of the area	53.6%	44.1%	0.5%	0.0%	1.9%
Provide public toilets	43.6%	53.5%	1.2%	0.4%	1.4%
Reduce the council's energy usage	33.5%	58.1%	0.7%	0.0%	7.7%
Support local business and the creation of vibrant market towns	51.4%	46.0%	0.1%	0.0%	2.5%
Sport and recreation facilities for all	53.5%	46.0%	0.1%	0.0%	0.4%
Tackle crime and fear of crime	48.1%	51.6%	0.0%	0.0%	0.3%

Q21) Do you recycle? Base size: 1,108

Method of recycling	%
Using the councils kerbside recycling collection service	10.2%
At Oxfordshire County Council waste recycling centres	0.4%
A combination of both	89.1%
Other (use communal bin)	0.2%
I don't recycle	0.2%

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

Only two people said they don't recycle: one gave no reason; one said they don't know what they can recycle and aren't interested.

Q23) What would make you recycle more? Base size: 1,107

Response <sup>9</sup>	Frequency	%
Nothing, I already recycle as much as I can	852	73.7%
Nothing would encourage me to recycle	74	6.4%
More information about what I can recycle	60	5.2%
Additional recycling bin	49	4.2%
If the council didn't close the HWRC	27	2.3%
More information about where my recycling goes	21	1.8%
More frequent collection	15	1.3%
Other	15	1.3%
Larger bin	14	1.2%
If the council refused to collect my bin because it had things in it that can't be recycled	9	0.8%
Free garden waste service / Free bulky item service	8	0.7%
Increase types of items accepted	8	0.7%
Free clear bags	3	0.3%
Incentives such as funding for facilities or groups in my community	1	0.1%

Q24) If you have too much recycling to fit in your recycling (green) bin, what do you do with the extra recycling? Base size: 1,073

Response <sup>10</sup>	Frequency	%
Take it to an Oxfordshire County Council household recycling centre	671	54.9%
Put it in a bag or box next to my green bin	295	24.1%
Put it in my general (black) bin	137	11.2%
Save it until the next collection	56	4.6%
Never have too much	44	3.6%
Put it in neighbour's / relative's recycling bin	9	0.7%
Other	5	0.4%

<sup>9</sup> Respondents were able to choose more than one option.

<sup>10</sup> Respondents were able to choose more than one option.

Compact / Compress recycling	3	0.2%
Use recycling bin at work	3	0.2%

Q25) Would you like to have additional recycling provision? Base size: 1,102

	%
Yes, I would like an additional recycling bin	6.6%
Yes, I would like a larger recycling bin	23.6%
No	71.1%

Q26) How often on average do you put the following out for the kerbside collection... Base size: 1,099 – 1,102

	Weekly	Fortnightly	Monthly	Less than monthly	Don't use it
Recycling (green bin or bags)	0.3%	98.3%	0.9%	0.2%	0.4%
Garden waste (brown bin)	0.0%	40.2%	6.1%	2.4%	51.3%
General household waste (black bin)	0.4%	97.5%	1.1%	0.2%	0.8%
Food waste	82.7%	2.5%	1.4%	1.3%	12.2%

Q27) If you don't put out your food waste every week why is this? Base size: 128

Response	%
I don't make enough food waste to need to	53.9%
I don't have a food waste bin	20.3%
I put my food waste in my black bin	18.8%
I put my food waste in my green bin	7.8%

Q28) Do you use the council's garden waste service? Base size: 1,102

Use garden waste service	%
Yes	47.0%
No	53.0%

Q28a) If no, why not? Base size: 546

Why don't you use the garden waste service?	%
I take it to an Oxfordshire County Council household recycling centre	35.2%
Too expensive	27.1%
I don't have a garden / don't produce garden waste	24.9%
I compost my garden waste myself	22.5%

Q29) How many days a week are you active for 30 minutes of moderate intensity physical activity? Base size: 1,106

Number of times a week	%
Less than once a week	18.4%
2 - 3 times a week	24.6%
More than 3 times a week	26.4%
Never	30.6%

Q30) Have you heard of or taken part in any of the following sports and activities organised by the District Council? Base size: 1,109

Sports and activities organised by VWHDC	Heard of	Taken part in
GO Active	19.9%	3.0%
Get Healthy	7.2%	0.9%
Active Women	6.0%	1.0%
Sportivate	5.0%	0.6%
Any other community activities e.g. jogging etc.	10.6%	6.9%

Q31) What would make you more active, or help you to become more active? Base size: 999

Response <sup>11</sup>	Frequency	%
Having more time	401	29.7%
Lower prices for gym / leisure centre membership / for using leisure centres	272	20.1%
Availability of local sports/leisure facilities close to home	174	12.9%
Improved personal motivation	154	11.4%
Nothing - unspecified	55	4.1%
Better information about exercising	45	3.3%
Nothing - poor health / too old	34	2.5%
Exercise on Referral	34	2.5%
If I could exercise at home	27	2.0%
Nothing - already active	25	1.8%
Someone to exercise/do activities with	23	1.7%
Personalised exercise advice and sessions	20	1.5%
Organised walks	18	1.3%
If I had help with my caring responsibilities (e.g. a crèche for children)	13	1.0%
Better access to transport to travel to activities	12	0.9%
Advice from a health care professional	10	0.7%
Other	8	0.6%
New / local swimming pool	6	0.4%
Better personal safety	5	0.4%

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

Availability of specialised exercise / activities for people with medical conditions	4	0.3%
Better weather	3	0.2%
Free exercise facilities / Not having to sign up for 12 months.	3	0.2%
Better cycle paths	2	0.1%
Don't know	2	0.1%
Outdoor gym / exercise equipment in parks	2	0.1%

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: 1,109

Number of times	%
Once	13.0%
Twice	8.6%
Three times	4.2%
Four or more times	4.3%
None	69.3%
Don't know	0.5%

Q33) Now thinking about the LAST time you contacted the district council. How satisfied or dissatisfied were you with each of the following? Base size: 333 - 334

Aspect of contact	Satisfied		Neither satisfied nor dissatisfied	Dissatisfied		Don't know
	Very	Fairly		Fairly	Very	
The time taken to respond to your query	27.8%	45.5%	6.9%	13.5%	4.8%	1.5%
The time taken to resolve your query	26.3%	42.2%	8.4%	15.0%	6.9%	1.2%
The advice or help you were given	28.8%	41.4%	11.4%	12.0%	4.8%	1.5%
The availability of staff you wanted to speak to	28.7%	44.0%	9.0%	11.4%	4.2%	2.7%
Staff understanding your issue	34.1%	43.7%	8.7%	6.9%	4.8%	1.8%
The greeting you received on your initial contact	37.7%	45.8%	8.1%	4.5%	1.5%	2.4%

Overall the way the council dealt with your issue	28.7%	41.0%	10.5%	13.8%	4.8%	1.2%
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Q34) How long have you lived in...? Base size: 1,106 - 1,107

	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	8.3%	11.4%	12.4%	12.8%	10.7%	8.9%	35.4%
Vale of White Horse District	5.3%	7.8%	9.0%	11.6%	9.4%	9.0%	47.9%