

**Bromsgrove District Council
Customer Panel Survey 2007**

**Draft Report
July 2007**

CONTENTS

1	SUMMARY	6
2	INTRODUCTION	9
2.1	Methodology	9
2.2	Analysis of results	9
2.3	Structure of this report	9
3	DEMOGRAPHICS	11
3.1	Introduction	11
3.2	Gender and Age	11
3.3	Length of time at current address	11
3.4	Tenure.....	12
3.5	Household composition	12
3.6	Employment status.....	13
3.7	Disability.....	13
3.8	Ethnicity	13
4	SERVICE DELIVERY	14
4.1	Introduction	14
4.2	Service delivery and image.....	14
4.3	Listening to the views of the local community	15
4.4	Other methods of consultation	15
5	FUTURE OF THE DISTRICT (COMMUNITY STRATEGY)	16
5.1	Introduction	16
5.2	Agreement with priorities	16
5.3	Other priorities	17
5.4	Progress towards achieving priorities	17
5.5	Concerns about performance	18
6	COUNCIL PRIORITIES	19
6.1	Introduction	19
6.2	Agreement with priorities selected	19
6.3	Other priorities	20
6.4	Progress towards achieving priorities	20
7	FINDING OUT ABOUT THE COUNCIL	22
7.1	Introduction	22
7.2	Ease of contacting the Council.....	22
7.3	Frequency of internet use.....	22

7.4	Frequency of visiting BDC’s website	23
7.5	Reason for visiting the Council’s website.....	23
7.6	Recall of Together Bromsgrove.....	24
7.7	Suggested items for Together Bromsgrove	24
7.8	Usefulness of Together Bromsgrove	24
7.9	Recall of council tax leaflet	25
7.10	Other information in council tax leaflet	25
7.11	Usefulness of information in council tax leaflet	25
7.12	Awareness of text messaging and email alert system	26
7.13	Receipt of local newspapers	26
7.14	Use of Customer Service Centre	27
7.15	Reason for visiting Customer Service Centre	27
7.16	Importance of town centre location.....	28
7.17	Ease of accessing the Customer Service Centre	28
7.18	Satisfaction with service received	29
7.19	Confidence that appropriate action was taken	29
7.20	Recommending the use of the Centre.....	30
8	STREET SCENE AND WASTE MANAGEMENT: STREET CLEANSING	31
8.1	Introduction	31
8.2	Road sweeping and cleanliness of public open spaces.....	31
8.3	Severity of fly tipping as a problem in the District?	32
8.4	Promptness with which fly tipping is removed	32
9	STREET SCENE AND WASTE MANAGEMENT: REFUSE COLLECTION.....	33
9.1	Introduction	33
9.2	Satisfaction with the refuse collection service.....	33
9.3	Reasons for dissatisfaction with the service.....	33
10	STREET SCENE AND WASTE MANAGEMENT: RECYCLING WASTE.....	34
10.1	Introduction	34
10.2	Use of the Council’s recycling facilities.....	34
10.3	Satisfaction with standard of service received.....	34
10.4	Recycling kitchen or garden waste	35
10.5	Awareness of discounted compost bin scheme.....	35
10.6	Additional facilities	35
10.7	Support for suspension of green waste collection during winter.....	36
11	TOWN CENTRE.....	37
11.1	Introduction	37
11.2	Frequency of visiting Bromsgrove town centre.....	37

11.3	Reasons for not visiting Bromsgrove town centre	37
11.4	Factors encouraging more frequent visits to the town centre	38
11.5	Frequency of use of the Dolphin Sports and Leisure Complex	38
11.6	Satisfaction with the facilities at the Dolphin Centre	39
11.7	Reasons for no longer using the Dolphin Centre.....	39
12	TRANSPORT	40
12.1	Introduction	40
12.2	Satisfaction with the Council’s car parks	40
12.3	Use of local public bus transport	41
12.4	Reason for using local public bus transport	41
12.5	Standard of the bus station.....	42
12.6	Use of the local rail station	42
12.7	Reason for using local rail station	43
12.8	Standard of the local rail station	43
12.9	Reasons for not using public transport.....	44
13	CULTURAL AND RECREATIONAL ACTIVITIES AND VENUE.....	45
13.1	Introduction	45
13.2	Awareness of BDC’s direct support of cultural/recreational activities	45
13.3	Propensity to contribute towards the cost of funding Bonfire night.....	46
13.4	Cultural and recreational activities available which are of interest	46
13.5	Satisfaction with cultural and recreational activities available	47
13.6	Satisfaction with the range of entertainment offered at the Artrix	47
13.7	Improving the range of cultural and recreational activities available	48
14	THE COUNCIL EXPERIENCE.....	49
14.1	Introduction	49
14.2	Positive experiences	49
14.3	Negative experiences.....	49
14.4	Overall satisfaction with the Council.....	50

APPENDIX 1: Questionnaire

APPENDIX 2: Comments

APPENDIX 3: Data tabulations

1 SUMMARY

- Responses were split equally between males (50%) and females (50%)
- 22% of respondents were under 45, 40% in the 45-64 age group and 38% were 65+
- 23% of respondents had been living at their current address for up to 5 years, 38% for 6 to 20 years and 39% for 21 years or more
- Over half (56%) owned their homes outright and one third (34%) were buying on a mortgage. A further 6% were renting from a Housing Association/Trust and 3% from a private landlord
- 3 out of 10 households (29%) had 1 adult occupant, twice as many (59%) having 2
- 39% were retired from work, 28% in full time employment, 11% self employed and 10 % working part time
- One quarter (26%) had a long standing illness, disability or infirmity
- The vast majority of respondents (98%) were from a white background
- Over half (55%) felt Bromsgrove District Council is making the local area a better place to live
- A similar number (56%) felt BDC is working to make the area safer
- Two thirds (63%) agreed that BDC is working to make the place greener and cleaner
- 43% felt the Council to be efficient and well run and 38% that it provided good value for money
- Over half (57%) of respondents thought Bromsgrove District Council was trustworthy
- 61% felt BDC to be remote and impersonal
- 4 out of 10 (43%) felt BDC promoted the interests of local residents and 41% that it acted on their concerns
- Two thirds (67%) felt that BDC treated all types of people fairly
- One quarter (24%) were satisfied that the Council was doing all it could to listen to the views of the local community, slightly more (29%) being dissatisfied with 46% being undecided
- 9 out of 10 (89%) agreed that reducing the fear of crime should be a priority, followed by 83% for educational achievement and 76% for older people
- 44% were satisfied with performance towards achieving priorities with regard to educational achievement and 40% with fear of crime

- With regard to Community Strategy, 89% felt that a Clean District should be a priority and 87% Improving the Council's performance
- 36% were satisfied with the Council's performance towards achieving its priorities with regard to Customer Service and 35% with Community Events
- Over half (54%) found it easy to contact the Council
- About half (48%) used the internet on a daily basis and a further 16% at least once a week
- 3 out of 5 residents (59%) never visited BDC's website
- Half of those who did visit the website (51%) did so to find information about the Council and its services.
- Half of respondents (49%) remembered receiving Together Bromsgrove and half (51%) did not
- Of those who received Together Bromsgrove, 6 out of 10 (59%) found the information to be useful
- 7 out of 10 (70%) remembered receiving the Council Tax leaflet, 63% of those finding the information to be useful
- Only 7% were aware of the text messaging and email alert system
- 58% of residents received a free copy of the Bromsgrove Advertiser and 58% the Bromsgrove Standard
- Over one third (37%) had used the Customer Service Centre, 1 in 5 of them (20%) for General Information on Council Services
- 71% felt it was important for the service to be located in the town centre
- 71% found accessing the Customer Service Centre easy
- Two thirds (65%) were satisfied with the service they received
- About half (52%) felt that appropriate action would be taken as a result of their query
- Three quarters (72%) would recommend the use of the centre to a friend
- 37% of respondents were satisfied with the number of times their roads were swept, and 37% that areas of public open space were clean
- 88% felt fly tipping to be a problem in the District
- 1 in 5 (20%) felt that fly tipping was promptly removed when reported
- 7 out of 10 (69%) were satisfied with the Refuse Collection Service
- 4 in 5 (81%) used any of the Council's recycling facilities and 83% were satisfied with the standard of service
- 8 out of 10 (80%) recycled kitchen waste

- Three quarters (75%) were aware that the Council operated a scheme selling discounted compost bins
- Two thirds (67%) supported the decision to suspend green waste collection service during winter and half of respondents (49%) felt the service should run throughout the year
- Half of respondents (50%) visited Bromsgrove town centre at least once a week
- Two thirds (67%) suggested that an improved range of specialist shops would encourage them to visit the town centre more often and 62% wanted Improved car parking
- Almost two thirds (63%) of respondents no longer use the Dolphin Centre
- Over half of those (55%) who used the Dolphin Centre were satisfied with the facilities
- 56% of respondents were satisfied with the overall quality of car parks and with their safety and lighting
- One fifth (21%) use local public bus transport, 70% of those for social reasons
- 44% of users are dissatisfied with standard of the bus station
- One third (35%) use the local rail station, two thirds of them (66%) for social reasons
- 41% of users are dissatisfied with the standard of the rail station
- 9 out of 10 (90%) do not use public transport for reasons of convenience and three quarters (74%) because of timetabling issues
- Almost half (46%) of respondents were aware that the Council supports the Artrix by making £120,000 per year of funding available
- 4 in 10 (41%) were aware that the Council funds the Street Theatre programme at a cost of £25,000
- 46% were aware that the Council funds the annual Bonfire night at a cost of £30,000
- One quarter (25%) of respondents would be prepared to contribute towards the cost of staging the Bonfire
- Three quarter of respondents (75%) were interested in parks and open space and two thirds (67%) in Libraries
- 71% were satisfied with parks and open spaces and 69% with libraries
- 47% were satisfied with the overall range of entertainment offered at the Artrix, just 6% being dissatisfied as a further 47% were undecided
- 36% expressed overall satisfaction with the Council, 26% being dissatisfied and a further 36% were undecided

2 INTRODUCTION

Bromsgrove District Council commissioned Snap SurveyShop to assist with their Customer Panel Survey 2007. This report contains the research findings. The purpose of the survey was to seek residents' assistance in improving the local area and the services provided by the Council and to ensure the right services are delivered at the right times.

2.1 Methodology

BDC and Snap SurveyShop conducted a series of 5 Focus Groups with local residents to inform the questionnaire to be used for the survey. On 6th June 2007, 1,600 questionnaires were mailed to the Customer Panel, recruited via Best Value General, Benefits and Planning surveys, members from the existing panel and boosted with a random sample from the Post Office small users address file. The survey closed on 29th June, by which time a total of 438 responses had been received.

2.2 Analysis of results

Figures in this report are generally calculated as a proportion of respondents who answered each question – that is, excluding No Reply and Don't Know. Results to all rating scale questions are based only on those giving an opinion.

2.3 Structure of this report

The main body of the report is divided into the following sections, which look at the survey results in detail:

- Demographics
- Service Delivery
- Future of the District (Community Strategy)
- Council Priorities
- Finding out about the Council
- Street Scene and Waste Management: Street Cleansing
- Street Scene and Waste Management: Refuse Collection
- Street Scene and Waste Management: Recycling Waste
- Town Centre
- Transport
- Cultural and Recreational Activities and Venue
- The Council Experience

The appendix contains a copy of the questionnaire, listings of respondents' comments and a full set of data tabulations.

3 DEMOGRAPHICS

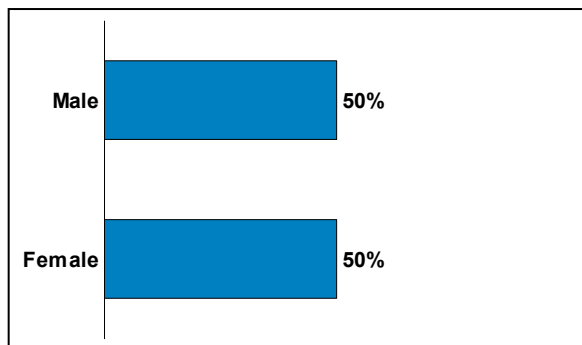
3.1 Introduction

This section of the report profiles respondents by gender, age, tenure, employment, disability and ethnicity

3.2 Gender and Age

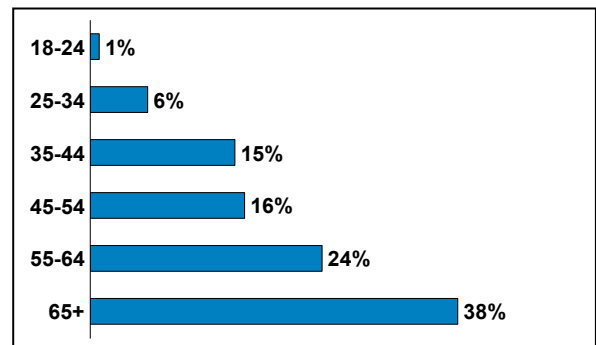
Responses were split equally between males (50%) and females (50%). 22% of respondents were under 45, 40% in the 45-64 age group and 38% were 65+.

Gender



Base: All respondents (433)

Age

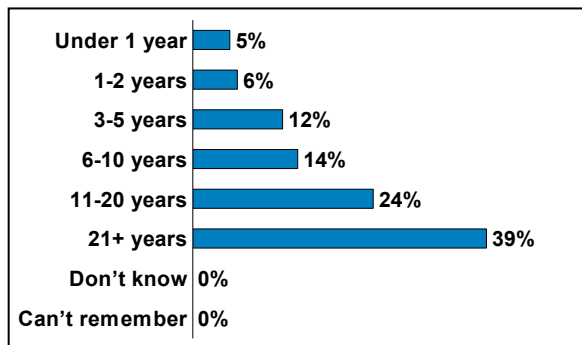


Base: All respondents (392)

3.3 Length of time at current address

23% of respondents had been living at their current address for up to 5 years, 38% for 6 to 20 years and 39% for 21 years or more.

Length of time at current address

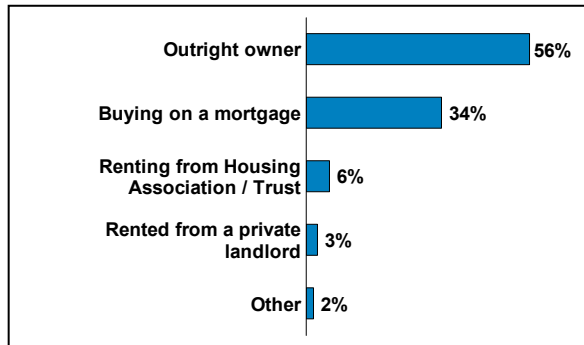


Base: All respondents (428)

3.4 Tenure

Over half (56%) owned their homes outright and one third (34%) were buying on a mortgage. A further 6% were renting from a Housing Association/Trust and 3% from a private landlord.

Tenure

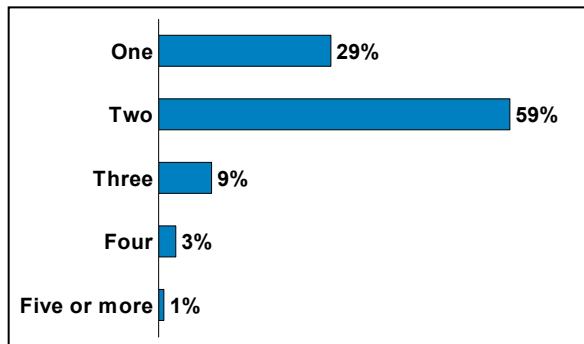


Base: All respondents (431)

3.5 Household composition

3 out of 10 households (29%) had 1 adult occupant, twice as many (59%) having 2 adults.

Household composition

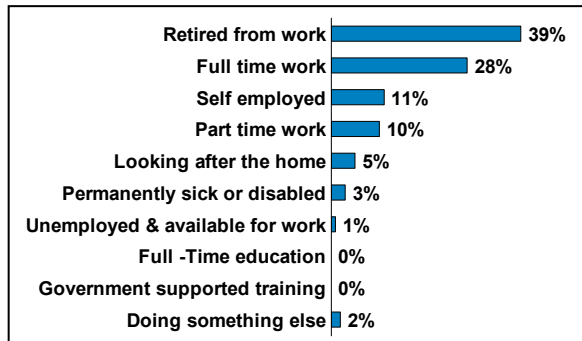


Base: All respondents (428)

3.6 Employment status

39% were retired from work, 28% in full time employment, 11% self employed and 10 % working part time.

Employment status

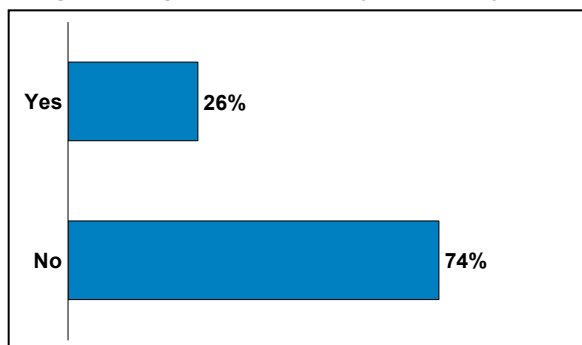


Base: All respondents (429)

3.7 Disability

One quarter (26%) had a long standing illness, disability or infirmity.

Long standing illness, disability of infirmity

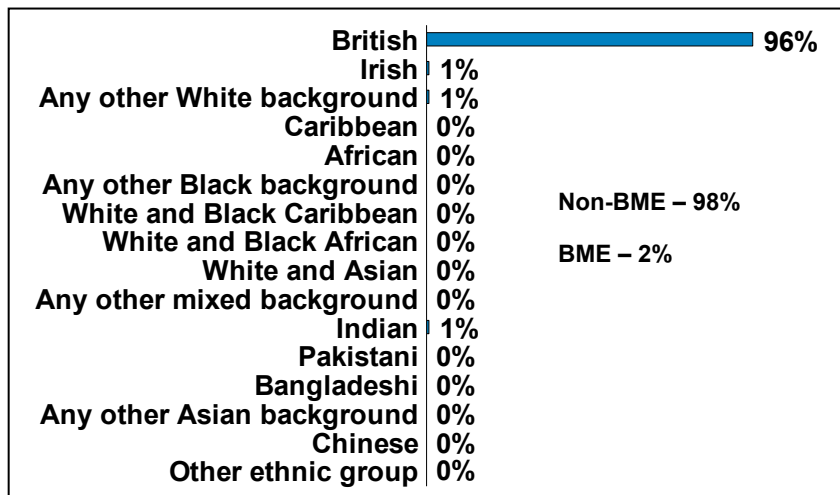


Base: All respondents (425)

3.8 Ethnicity

The vast majority of respondents (98%) were from a white background.

Ethnicity



Base: All respondents (435)

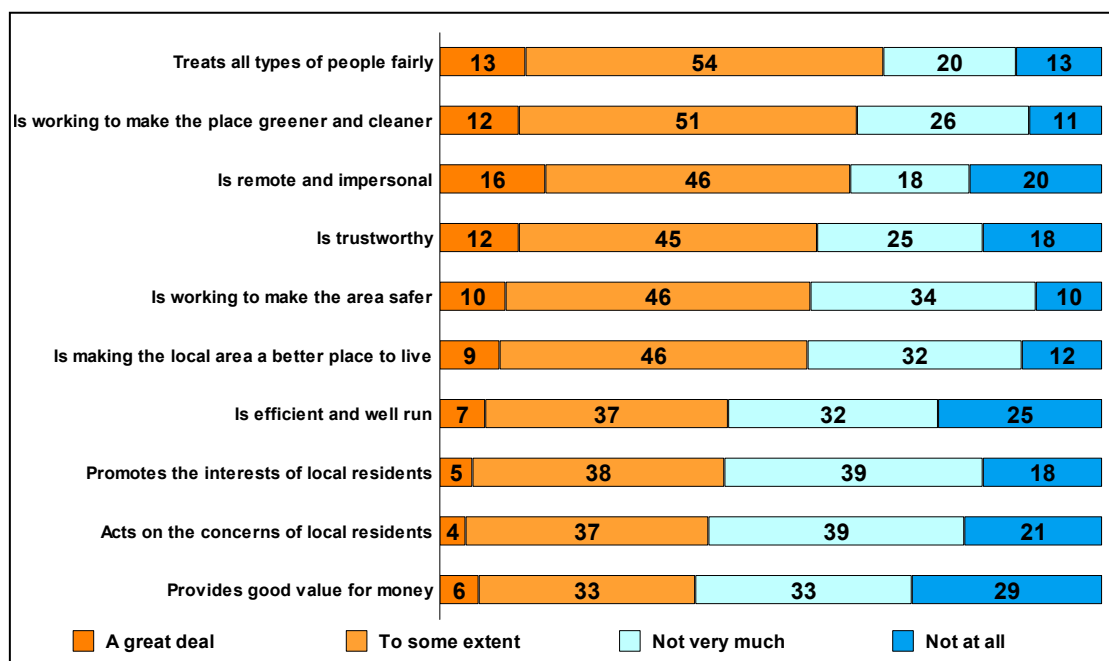
4 SERVICE DELIVERY

4.1 Introduction

This section of the report looks at residents' views towards levels of service being delivered by Bromsgrove District Council and the Council's image.

4.2 Service delivery and image

Bromsgrove District Council...



Base: All respondents (300~414)

Of those who expressed an opinion, two thirds (67%) felt that BDC treated all types of people fairly, with little variation across demographics.

Two thirds (63%) also agreed that BDC is working to make the place greener and cleaner, falling to 57% in males and the 55 or older age group and rising to 69% in females and 75% in the 35 to 54 age group.

61% felt BDC to be remote and impersonal, rising to 68% in under 35s.

Over half (57%) of respondents thought Bromsgrove District Council was trustworthy, less so by males (52%), under 35s (50%) and those working (49%).

A similar number (56%) felt BDC is working to make the area safer, varying from 45% in males to 67% in females, and 49% amongst those working to 61% amongst those not working.

Over half (55%) felt Bromsgrove District Council is making the local area a better place to live. Agreement amongst males was 49% and 62% amongst females.

43% felt the Council to be efficient and well run, rising to 50% in females and 62% in the under 35s.

4 out of 10 (43%) felt BDC promoted the interests of local residents, rising to 61% in the under 35s.

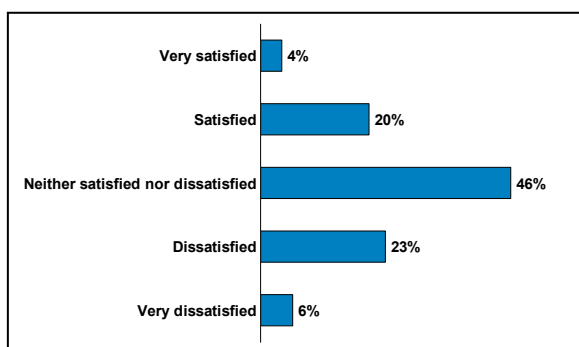
41% that it acted on their concerns, falling to 37% in those working, 35% in under 35s and 33% in males.

38% that it provided good value for money, rising to 43% amongst those not working and 44% amongst females.

4.3 Listening to the views of the local community

One quarter (24%) were satisfied that the Council was doing all it could to listen to the views of the local community, slightly more (29%) being dissatisfied with 46% being undecided. Satisfaction was lowest amongst the under 35s (13%).

Satisfaction that the Council is doing all it can to listen to the views of the local community



Base: All respondents (431)

4.4 Other methods of consultation

When asked for suggestions for other methods of consultation which the council could use, Email and face-to-face were popular ideas.

Email consultation and questionnaires - more cost effective than writing to everyone - in line with E-government vision and policy.

Email local events, meetings, and participation group dates.

Email newsletters.

E-mail, written opinions could be sought.

Email.

Face to face.

Forums for locals, talks and meetings on Council activity Question Time for residents and locals.

Forums where residents can talk to and ask Council Officer questions.

Get down to basics - send officer out to investigate problems.

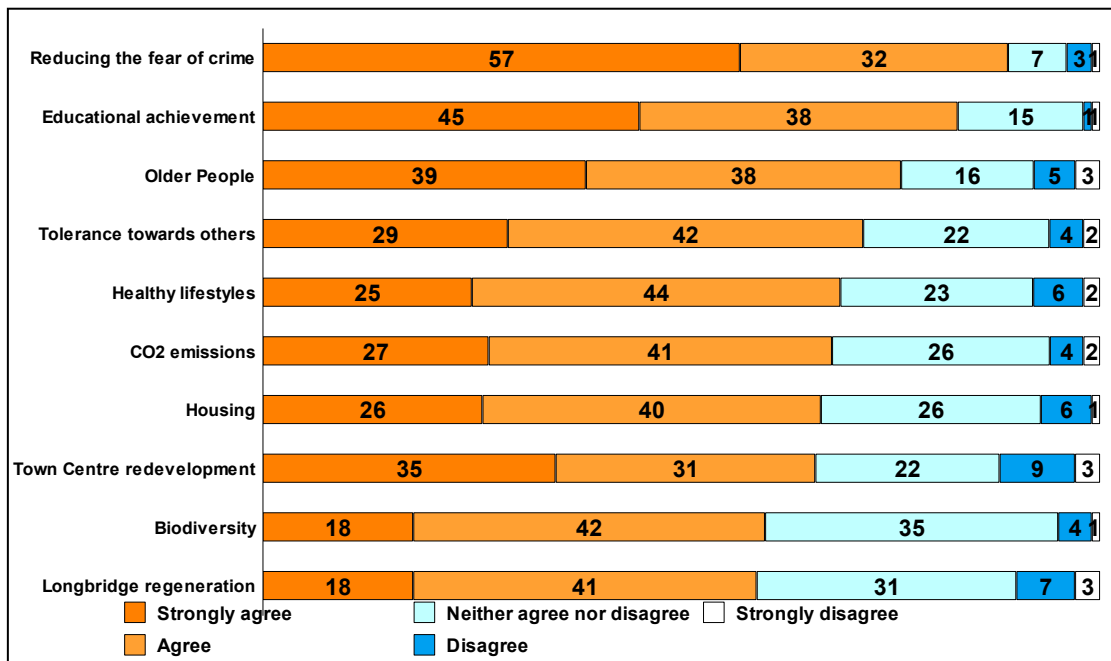
5 FUTURE OF THE DISTRICT (COMMUNITY STRATEGY)

5.1 Introduction

This section of the report looks at residents agreement with priorities which have been identified by Bromsgrove District Council and other public organisations (such as the police, health services and housing trust) to improve the quality of life for the people of the District.

5.2 Agreement with priorities

Agreement with priorities selected



Base: All respondents (384~426)

9 out of 10 (89%) agreed that reducing the fear of crime should be a priority.

Educational achievement met with agreement from 83%, rising to 97% in the under 35s.

76% felt that older people should be a priority, 85% amongst females.

Tolerance towards others was a priority for 71% of respondents, 65% amongst males and 78% amongst females.

Overall 69% felt the Council and its partners should prioritise healthy lifestyles, 83% in under 35s.

CO₂ emissions were a priority for 68%, ranging from 58% in males to 78% in females, and 77% in under 35s to 65% in the 55 or older age group.

For two thirds of respondents (66%), housing was a priority, 58% amongst males and 74% amongst females.

65% felt town centre redevelopment should be a priority, varying from 57% in males to 74% in females.

3 in 5 (60%) agreed that biodiversity should be prioritised, rising to 66% in females and under 35s.

Longbridge regeneration was a priority for 58%.

5.3 Other priorities

Suggestion for other priorities were invited, more policing, car parking, litter and public transport being common concerns.

Bring back free parking for older people. Most do not use other facilities provided for younger people and the parking fees restrict visits to the town.

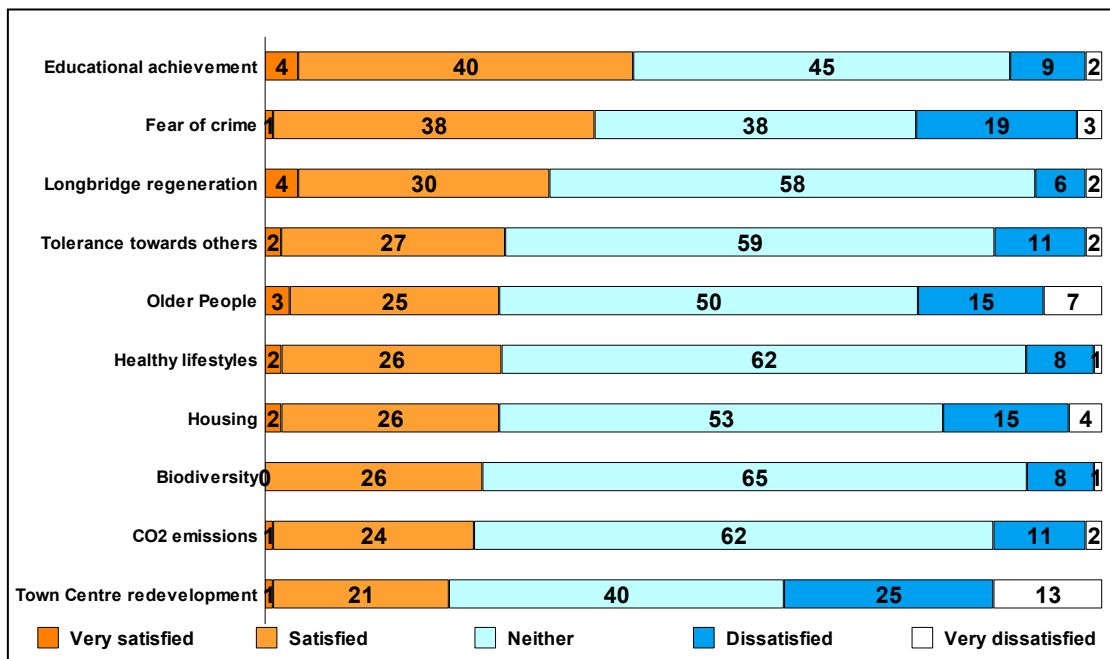
Do not see many police and when you do they are not helpful.

Improving public transport provision.

Public transport improved and more policing Reducing litter and dumping of rubbish.

5.4 Progress towards achieving priorities

Performance towards achieving priorities



Base: All respondents (372~408)

44% were satisfied with performance towards achieving priorities with regard to educational achievement and 40% with fear of crime, there being little variation by demographics.

One third (34%) were satisfied with performance regarding Longbridge regeneration and 3 in 10 (29%) regarding tolerance towards others, 24% in males, under 35s and workers, 23% in the 35-54 age group.

28% were satisfied with progress regarding older people, falling to 23% in males, 22% in workers and 21% in the 35 to 54 age group.

Healthy lifestyles was also satisfactory for 28%. Satisfaction was once again low in the 35 to 54 age group (22%) and amongst those working (18%).

18% amongst those working were satisfied with regard to biodiversity, compared to 26% overall.

One quarter of respondents (35%) were satisfied with performance towards achieving CO₂ emissions, 21% in males, 18% in workers and 17% in under 35s.

Town centre redevelopment was satisfactory for 22% overall, 15% in males and 27% in females, 17% in those working and 26% in those not working.

5.5 Concerns about performance

When given the opportunity to voice concerns about performance, a frequently raised issue was the lack of visible progress.

Do not see any evidence of progress or work done

How do we know what you have achieved, most of the above are not visible

I have no knowledge about whether or not the Council are doing anything towards achieving these priorities, so can only presume they are doing nothing.

It is all talk, fine words but very little action. They come up with grandiose schemes that you know will never come to fruition.

It is slow to take affect, has been going on for years, just talking no action

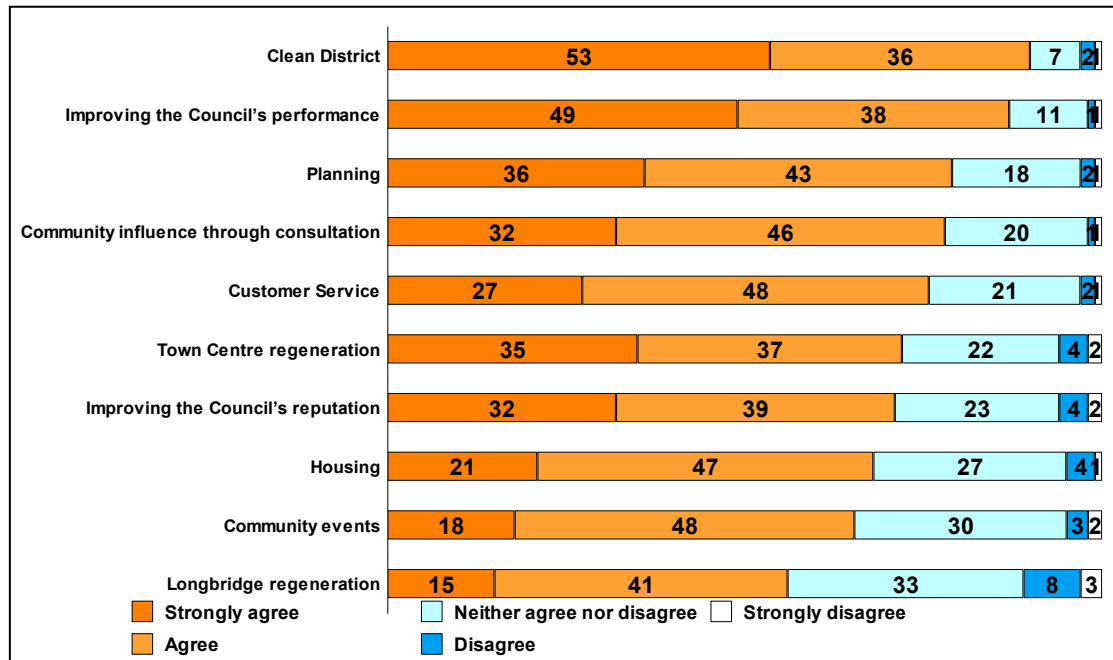
6 COUNCIL PRIORITIES

6.1 Introduction

This section of the report looks at residents' agreement with and the Council's performance towards achieving Community Strategy priorities identified through a number of focus groups.

6.2 Agreement with priorities selected

Agreement with priorities selected



Base: All respondents (388~408)

With regard to Community Strategy, 89% felt that a Clean District should be a priority and 87% Improving the Council's Performance with little variation across demographics.

4 out of 5 (79%) agreed that Planning should be a priority, dropping to 60% in under 35s.

78% saw Community influence through consultation as a priority, and 76% agreed with Customer Service, falling to 60% in under 35s.

Town Centre regeneration was a priority for 72%, 67% in males and under 35s, and 77% in females.

71% saw Improving the Council's reputation as a priority, dropping to 60% in under 35s.

Housing was a priority for 68% overall, 58% in males and 78% in females, and 62% in under 35s.

Two thirds (66%) saw Community events as a priority, 57% in males and 75% in females, and 56% agreed that Longbridge regeneration should be a priority.

6.3 Other priorities

When asked what other priorities the Council should have, crime was mentioned, as was waste and recycling, and attention to areas of the District other than Bromsgrove town.

Local centre development (e.g. village) - why only Bromsgrove town?

Tough on crime

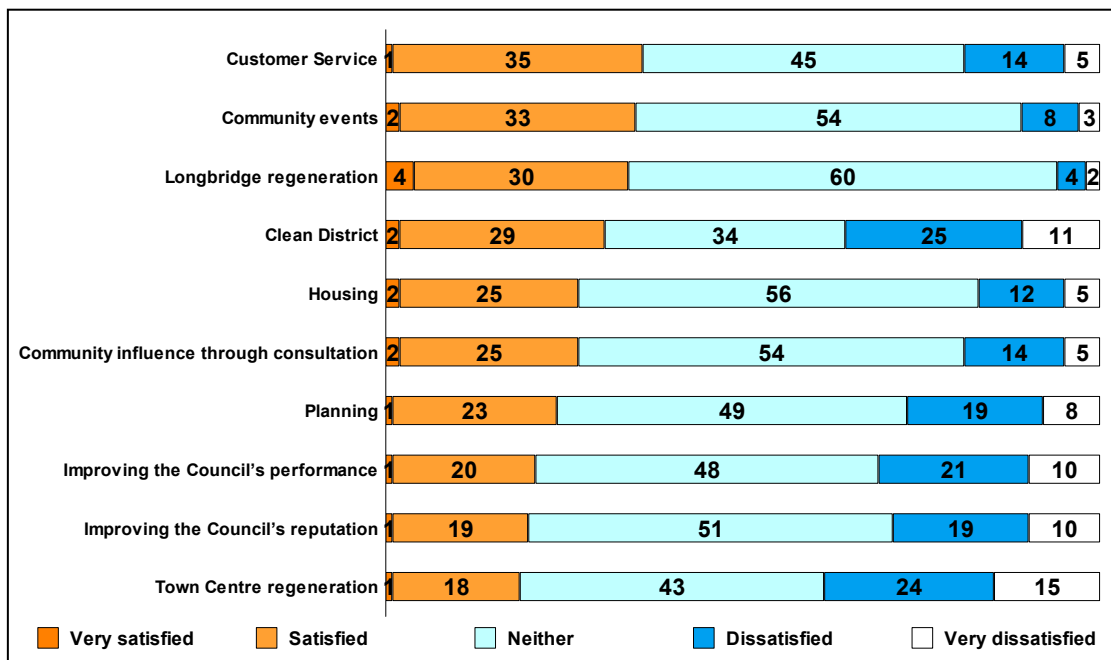
More attention given to outlying parts of the area, not just Bromsgrove area

Refuse is still an issue

Rubbish collection, more road sweepers

6.4 Progress towards achieving priorities

Progress towards achieving priorities



Base: All respondents (377~392)

36% were satisfied with the Council's performance towards achieving its priorities with regard to Customer Service, rising to 41% in under 35s and falling to 27% in the 35 to 54 age group.

35% were satisfied with Community Events, 26% amongst males and 44% amongst females, and 28% amongst those working compared to 42% amongst those not.

One third (34%) were satisfied with the progress towards Longbridge regeneration with little variation across demographics.

30% were satisfied with performance regarding making Bromsgrove a Clean District, varying from 25% in males, 35s to 54s and workers to 35% in females, 36% in non workers and 45% in under 35s.

27% were satisfied with Housing, 20% in workers, 21% in males and 35s to 54s, and 33% in females, 34% in non workers and 38% in under 35s.

27% were satisfied with Community Influence through Consultation, and 24% with Planning, falling to 18% in workers and 20% in males and 35s to 54s, and rising to 30% in non workers and 31% in under 35s.

7 FINDING OUT ABOUT THE COUNCIL

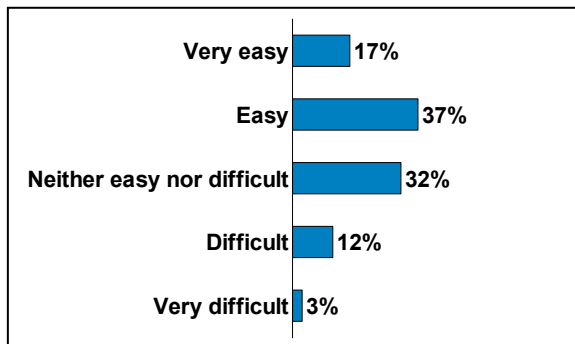
7.1 Introduction

This section of the report looks at the Council's way of "getting the message across to its residents and enabling residents to contact the Council.

7.2 Ease of contacting the Council

Over half (54%) found it easy to contact the Council. Ease dropped to 47% in males and under 35s, rising to 58% in the 55 or older age group and 59% in females.

Ease of contacting the Council

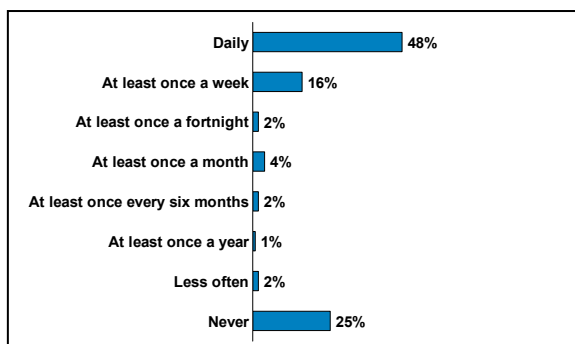


Base: All respondents (420)

7.3 Frequency of internet use

About half (48%) used the internet on a daily basis and a further 16% at least once a week. One quarter (25%) never used the internet, varying from 6% amongst those working and 3% in under 35s, to 39% in the 55 or older age group and 45% in those not working.

Frequency of internet use

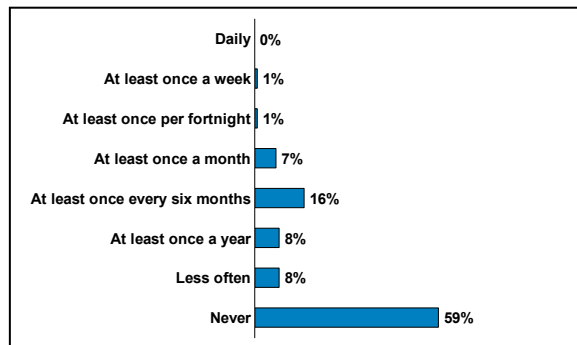


Base: All respondents (416)

7.4 Frequency of visiting BDC's website

2 out of 5 residents (41%) had visited BDC's website. Two thirds (66%) of those in the 35 to 54 age group had visited the website, but only 29% in the 55 or overs and 26% amongst those not working.

Frequency of visiting BDC's website

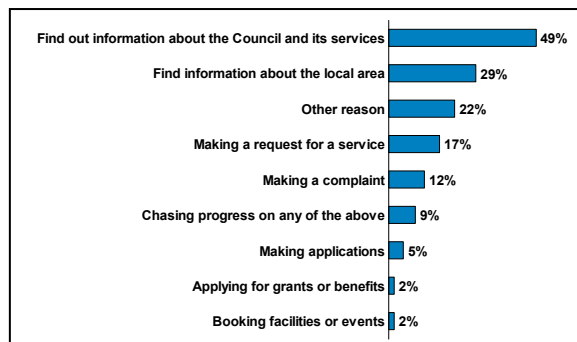


Base: All respondents (414)

7.5 Reason for visiting the Council's website

Half of those who did visit the website (51%) did so to find information about the Council and its services, ranging from 38% in under 35s to 60% in 35 to 54s. A third (34%) had visited the website to find information about the local area.

Frequency of visiting BDC's website

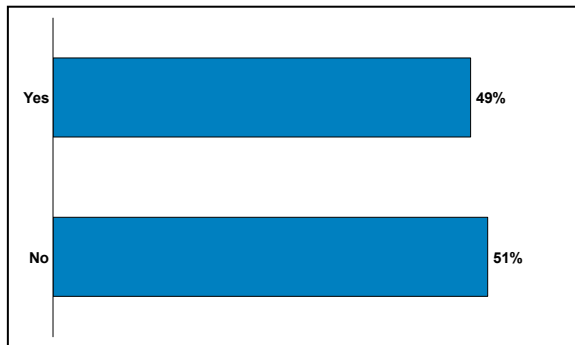


Base: All who had visited BDC's website in the last year (136)

7.6 Recall of Together Bromsgrove

Half of respondents (49%) remembered receiving Together Bromsgrove and half (51%) did not. Recall was higher amongst males (55%) than amongst females (42%), and in the 55 or older age group (54%) than in the under 35 age group (27%), and amongst those not working (57%) than amongst workers (40%).

Can you remember receiving the magazine?



Base: All respondents (426)

7.7 Suggested items for Together Bromsgrove

Item suggested for inclusion in Together Bromsgrove included articles with less "spin", notice of upcoming events and publication of performance indicators.

Articles written by residents and not covered in spin

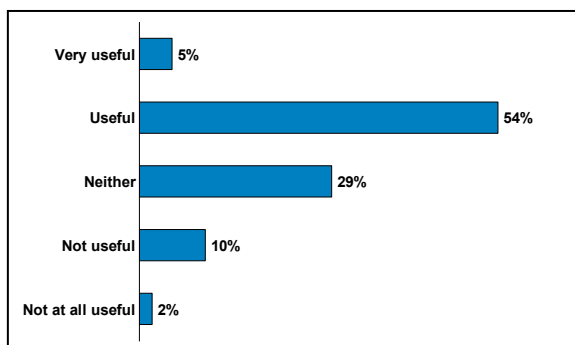
Dates for significant meetings and invites if appropriate. School league tables

Performance indicators compared with other authorities and additional quality control performance indicators for each department

7.8 Usefulness of Together Bromsgrove

Of those who read or received Together Bromsgrove, 6 out of 10 (59%) found the information to be useful. Lower levels of usefulness were returned by males (50%), workers (47%) and under 35s (40%), and higher levels from 35 to 54s (64%), non workers (67%) and females (71%).

Usefulness of Together Bromsgrove?

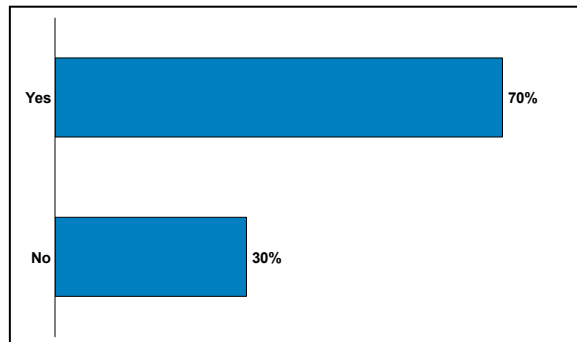


Base: All who read/received Together Bromsgrove (214)

7.9 Recall of council tax leaflet

7 out of 10 (70%) remembered receiving the council tax leaflet, varying from 60% in under 35s to 74% in the 55 or older age group.

Do you remember receiving the leaflet?



Base: All respondents (427)

7.10 Other information in council tax leaflet

Residents were keen for more information on what council tax is used for, how bands are set and on measuring the Council's performance.

How our Council Tax is being used

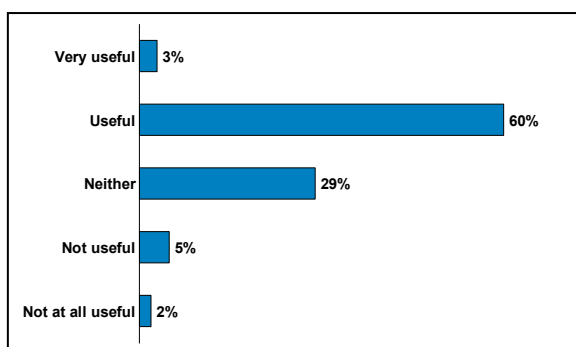
How property bands are fixed

Performance against other Councils

7.11 Usefulness of information in council tax leaflet

63% of those who read or receive the council tax leaflet found the information to be useful, 57% in males and 71% in females, and 58% in workers compared to 68% in non workers.

Usefulness of information in council tax leaflet?



Base: All who read/received the council tax leaflet (291)

7.12 Awareness of text messaging and email alert system

Only 7% were aware of the text messaging and email alert system.

Are you aware of the service?

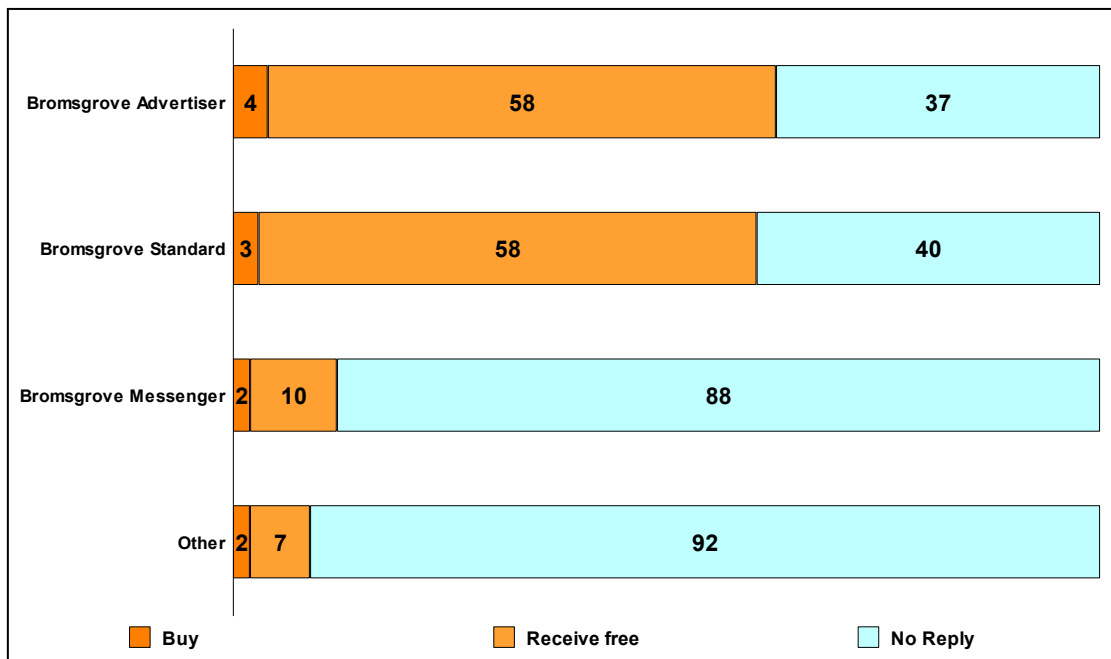


Base: All respondents (418)

7.13 Receipt of local newspapers

58% of residents received a free copy of the Bromsgrove Advertiser and 58% the Bromsgrove Standard.

Receipt of local newspapers?



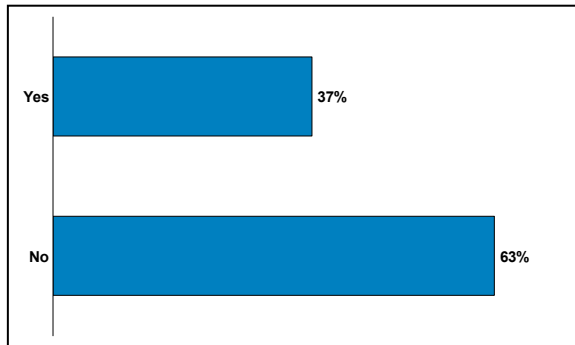
Base: All respondents (438)

The Bromsgrove Advertiser is received free by 77% of under 35s, The Bromsgrove Standard being received free by 65% in the 35 to 54 age group and by 67% of under 35s.

7.14 Use of Customer Service Centre

Over one third (37%) had used the Customer Service Centre, varying from 28% amongst workers and 23% amongst 35s to 45% in 55 or older and 46% in non workers.

Receipt of local newspapers?

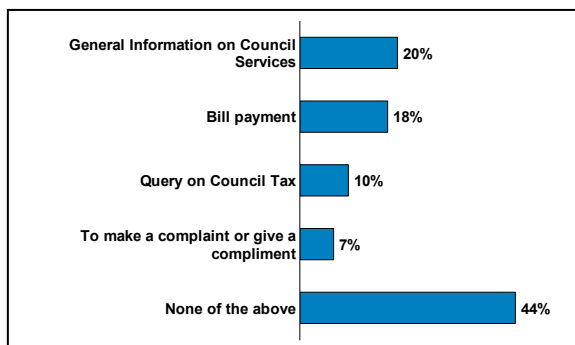


Base: All respondents (428)

7.15 Reason for visiting Customer Service Centre

1 in 5 of visitors (20%) were there for General Information on Council Services, rising to 44% in under 35s. 18% visited for Bill payment, varying from 26% in males to 10% in females, and 11% in under 35s to 22% in the 55 or older age group. Overall, 7% visited to make a complaint or give a compliment ranging from 2% in non workers to 16% in workers.

Reason for visiting Customer Service Centre?

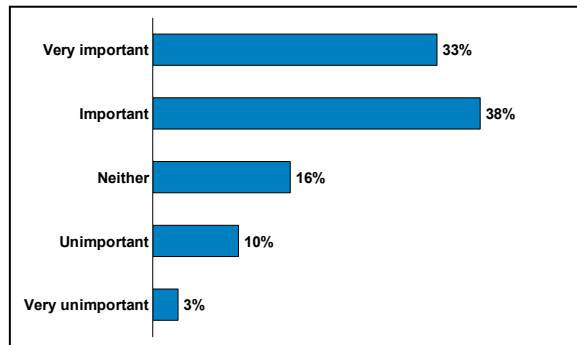


Base: All who had visited the Centre (149)

7.16 Importance of town centre location

71% felt it was important for the service to be located in the town centre. The location was less important for males and workers (63%) and under 35s (61%), and higher for the 55 or older age group (75%), non workers (78%) and females (79%).

Importance of town centre location?

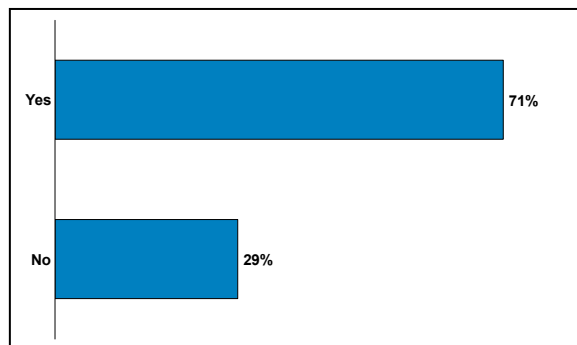


Base: All respondents (387)

7.17 Ease of accessing the Customer Service Centre

71% found accessing the Customer Service Centre easy. Less than half (47%) of under 35s found access easy, compared to three quarters (76%) of those in the 55 or older age group. Ease of access varied by working status too, 61% of workers finding access to be easy compared to 79% of non workers.

Do you find the Customer Service Centre easy to access?

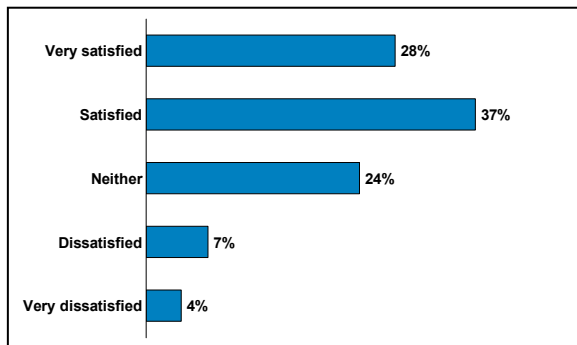


Base: All respondents (263)

7.18 Satisfaction with service received

Two thirds (65%) were satisfied with the service they received. Satisfaction varied from 58% in males to 73% in females, 49% in 35 to 54s to 71% in 55 or older and 53% in workers to 73% in non workers.

Satisfaction with service received

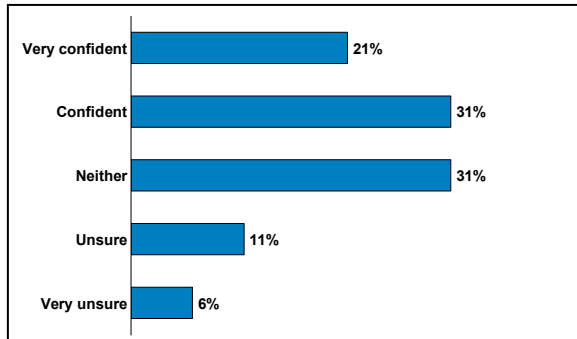


Base: All respondents (215)

7.19 Confidence that appropriate action was taken

About half (52%) felt that appropriate action would be taken as a result of their query. Confidence was lower in the 35 to 54 age group (42%) and in workers (44%).

Confidence that appropriate action was taken

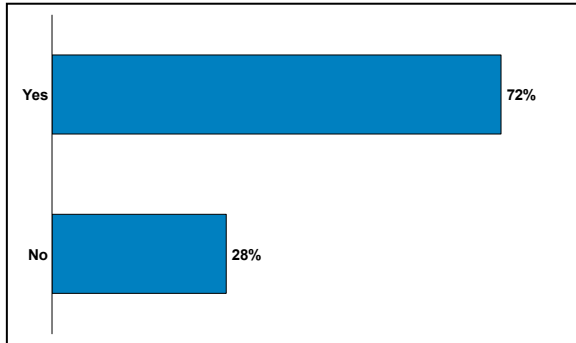


Base: All respondents (188)

7.20 Recommending the use of the Centre

Three quarters (72%) would recommend the use of the Centre to a friend, ranging from 68% in males to 78% in females, and 65% in 35 to 54 to 91% in under 35s.

Would you recommend the use of the Customer Service Centre to a friend?



Base: All respondents (210)

8 STREET SCENE AND WASTE MANAGEMENT: STREET CLEANSING

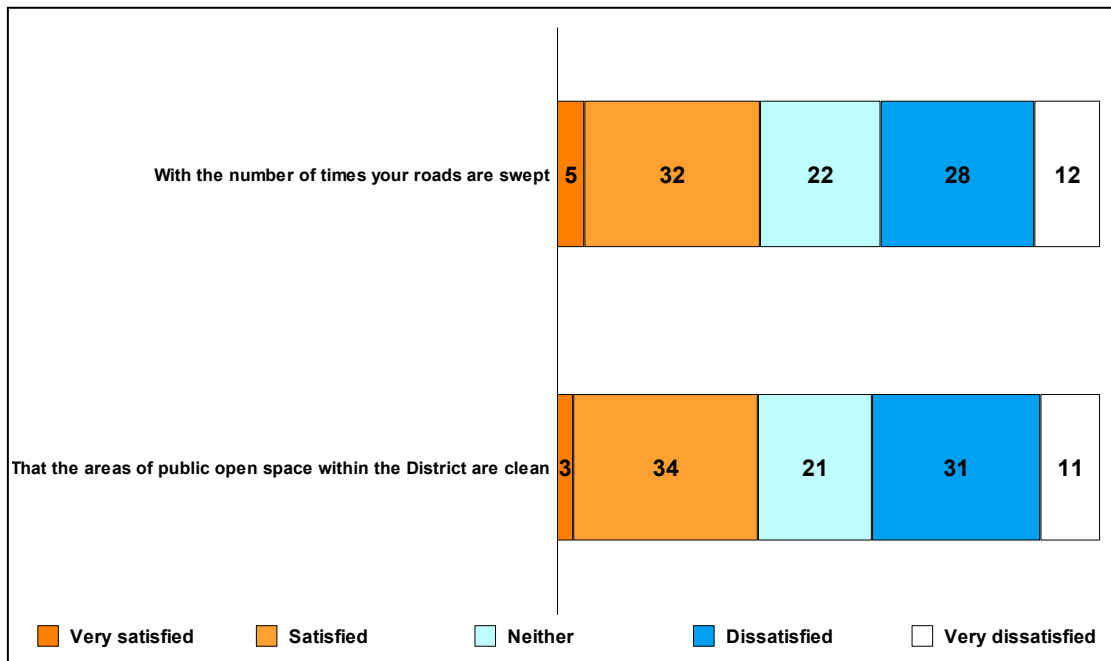
8.1 Introduction

This section of the report looks at satisfaction with frequency of road sweeping, and cleanliness of areas of public open space in the District, as well as problems associated with fly tipping.

8.2 Road sweeping and cleanliness of public open spaces

37% of respondents were satisfied with the number of times their roads were swept, and 37% that areas of public open space were clean.

Satisfaction with frequency of road sweeping and cleanliness of areas of public open space



Base: All respondents (402~423)

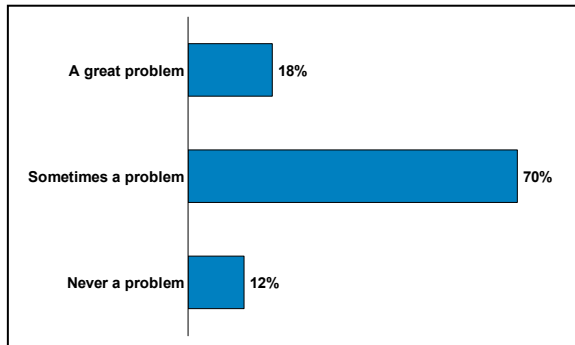
Satisfaction with road sweeping varied little by gender or working status, but ranged from one third (33%) in the 35 to 54 age group to half (50%) in the under 35s.

Satisfaction with the cleanliness of public open spaces also varied little by gender or working status, once again being one third (33%) in the 35 to 54 age group, rising to two thirds (67%) in under 35s.

8.3 Severity of fly tipping as a problem in the District?

88% felt fly tipping to be a problem in the District, 70% feeling it was sometimes a problem and 18% a great problem. 12% of respondents felt that fly tipping was never a problem, rising to 20% in under 35s.

Is fly tipping a problem in the District?

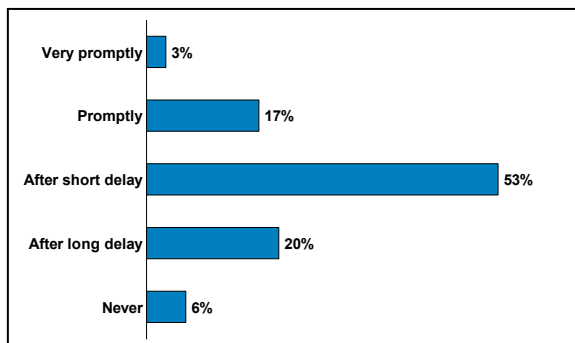


Base: All respondents (409)

8.4 Promptness with which fly tipping is removed

1 in 5 (20%) felt that fly tipping was promptly removed when reported, rising to 24% in females and 36% in under 35s. A further 53% overall felt that fly tipping was removed after a short delay.

Is fly tipping promptly removed when reported?



Base: All respondents (240)

9 STREET SCENE AND WASTE MANAGEMENT: REFUSE COLLECTION

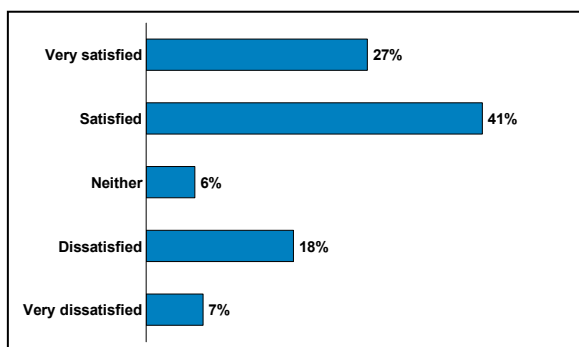
9.1 Introduction

This section of the report looks at residents' satisfaction with the refuse collection service.

9.2 Satisfaction with the refuse collection service

7 out of 10 (69%) were satisfied with the Refuse Collection Service, ranging from half (50%) of under 35s to three quarters (75%) in the 55 or older age group, and from 63% in workers to 75% in non workers.

Satisfaction with the refuse collection service



Base: All respondents (428)

9.3 Reasons for dissatisfaction with the service

Weekly rather than fortnightly collection of domestic refuse, especially during the summer months was a commonly stated reason for dissatisfaction. Residents felt that collection of green waste should be continued throughout the winter, or at least resume earlier in the season and collected weekly in the summer. The service levels of binmen was also raised.

Bin men very careless when collecting refuse, they leave a trail of rubbish behind them, and do not make any attempt to pick any up

Bins are not replaced by my house. Litter is often left. Collections take place too early, so bins have to be put out the night before and are vandalised

Bins full in one week, maggots in food waste bags, smelly in summer!

Excellent scheme ruined by abandonment of year round green bin collection

Fortnightly rubbish collection too long to wait, bring back weekly and green bins earlier. The garden season is longer than the bin collection times

Green bin collection restarted too late into the growing season, needs to be 6 weeks earlier. Grey bins need to be emptied every week.

Green bin collection stopped in the winter, would welcome weekly green collection in summer

I think two weekly collections of household refuse is not enough, particularly in summer.

10 STREET SCENE AND WASTE MANAGEMENT: RECYCLING WASTE

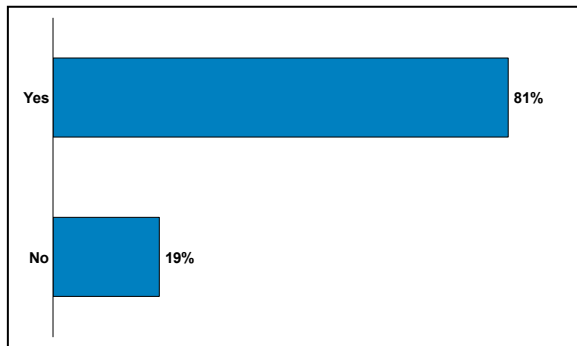
10.1 Introduction

This section of the report looks at residents' use of and satisfaction with the Council's recycling facilities.

10.2 Use of the Council's recycling facilities

4 in 5 (81%) used any of the Council's recycling facilities, with little variation by demographic group.

Do you use any of the Council's recycling facilities?

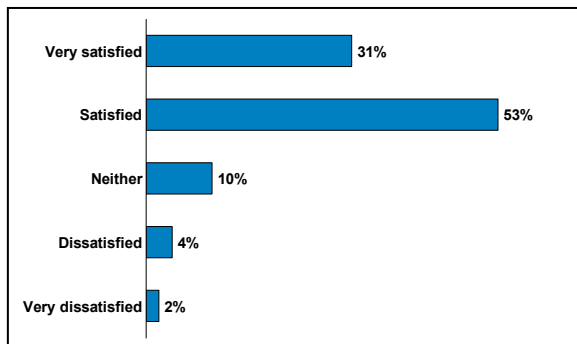


Base: All respondents (424)

10.3 Satisfaction with standard of service received

83% were satisfied with the standard of service received, with little variation across demographics, though "falling" to 78% in under 35s.

Satisfaction with the standard of service received

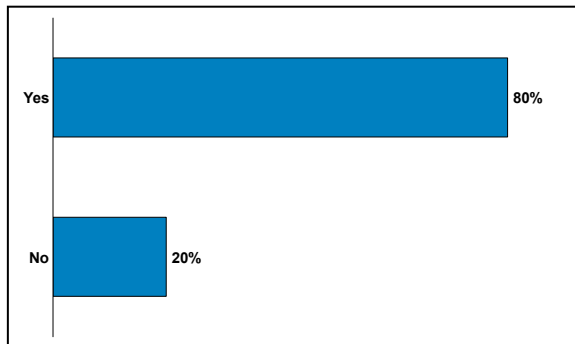


Base: All who had used the Council's recycling facilities (337)

10.4 Recycling kitchen or garden waste

8 out of 10 (80%) recycled kitchen waste, with little variation across demographics.

Do you currently re-cycle kitchen or garden waste?

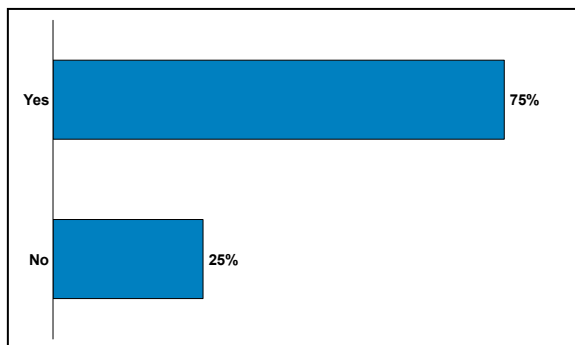


Base: All respondents (417)

10.5 Awareness of discounted compost bin scheme

Three quarters (75%) were aware that the Council operated a scheme selling compost bins at discounted rates to help with the disposal of bulky garden/kitchen waste. Levels of awareness were consistent across all demographics except for in under 35s where it dropped to 53%.

Are you aware of the discounted compost bin scheme?



Base: All respondents (419)

10.6 Additional facilities

Facilities for recycling cardboard were frequently suggested, as well as requests for information on how to recycle and the recycling process.

Information on how it is recycled!

Information on how to recycle and what I can do at home to help the environment.

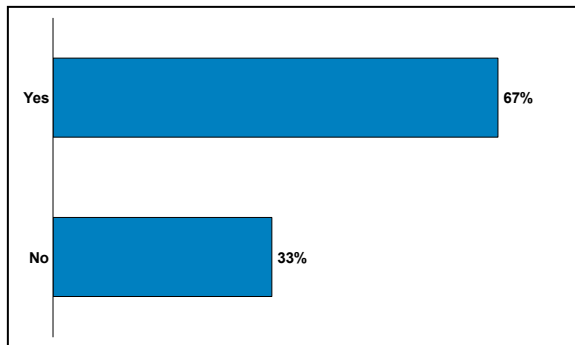
Large cardboard collection

10.7 Support for suspension of green waste collection during winter.

The Council suspended the green waste collection for the winter period because evidence demonstrated a much reduced requirement for the service in this period, and reduced the environmental impact of having (on occasion) empty vehicles being driven around the District.

Two thirds (67%) supported the decision, 61% in males and 72% in females, rising to 77% in under 35s.

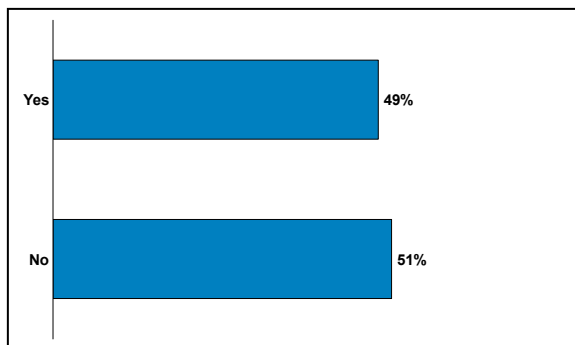
Do you support the decision to suspend winter green waste collection?



Base: All respondents (405)

Half of respondents (49%) felt the service should run throughout the year, with no real variation by demographics.

Would you prefer the service to operate throughout the year?



Base: All respondents (388)

11 TOWN CENTRE

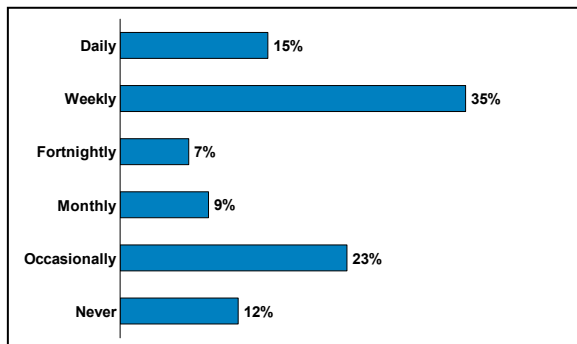
11.1 Introduction

This section of the report looks at residents' frequency of visiting Bromsgrove town centre and what would encourage them to do so more often. It also looks at usage of and satisfaction with the Dolphin Sports and Leisure Complex.

11.2 Frequency of visiting Bromsgrove town centre

Half of respondents (50%) visited Bromsgrove town centre at least once a week, the lowest usage being 38% in the 35 to 54 age group.

How often do you visit Bromsgrove town centre?



Base: All respondents (426)

11.3 Reasons for not visiting Bromsgrove town centre

Many residents do not visit Bromsgrove town centre because they have other closer/more convenient alternatives. Car parking and public transport were also issues as well as the depressing nature of the town/lack of "interest" and the presence of youths.

Because we live eight miles away and there are at least three more convenient centres

It's too far away, and does not have easy access of parking

No public transport to get there

Not many shops to visit

Not my nearest town centre, I am closer to Kidderminster, Stourbridge or Merry Hill for shops

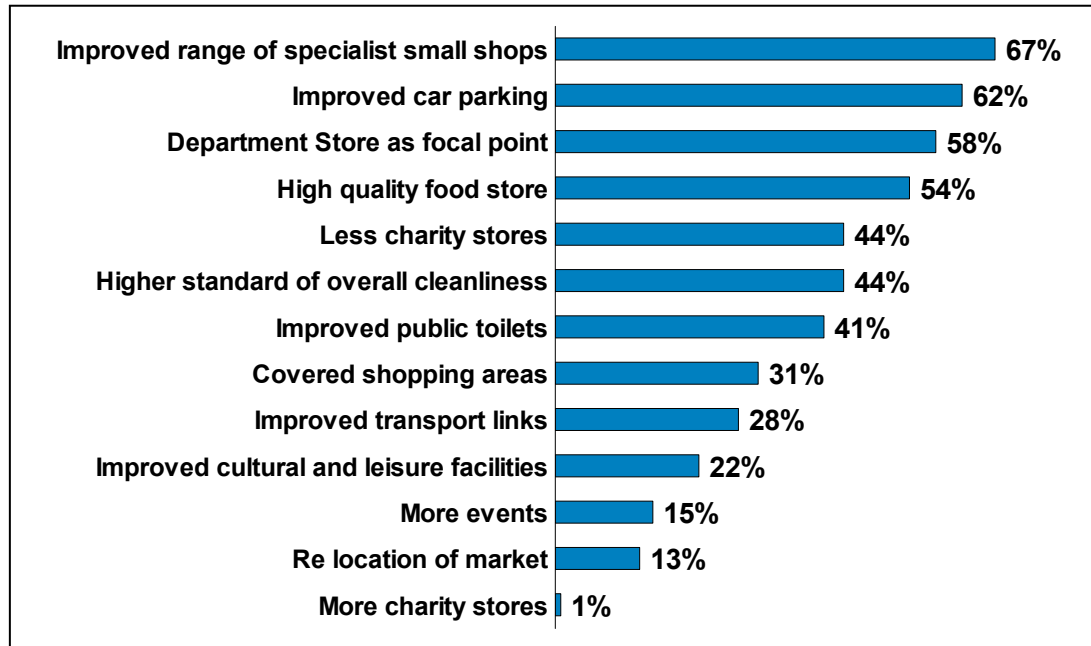
Nothing of interest, plus full of kids messing about

The town has a run down atmosphere about it, always gangs of youngsters hanging around, just doesn't appeal

11.4 Factors encouraging more frequent visits to the town centre

Two thirds (67%) suggested that an Improved range of specialist shops would encourage them to visit the town centre more often and 62% wanted Improved car parking. Improved car parking was a factor for 55% of females, rising to 74% in under 35s.

What would encourage you to come to the town centre more often?

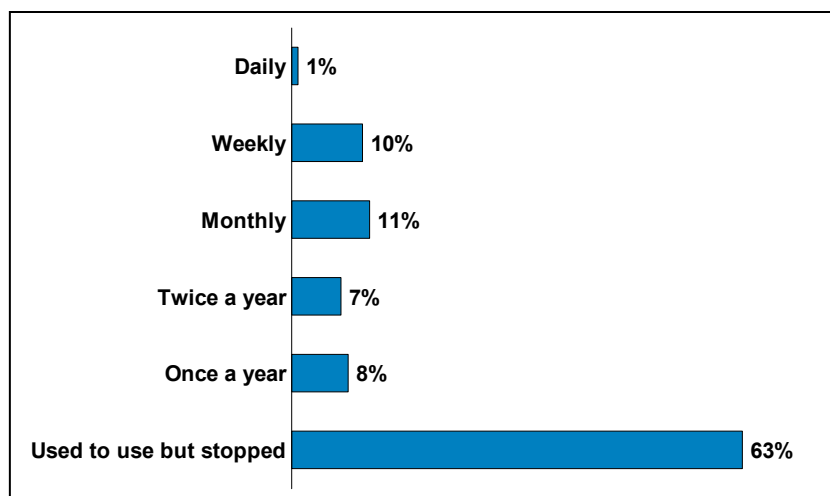


Base: All respondents (388)

11.5 Frequency of use of the Dolphin Sports and Leisure Complex

Almost two thirds (63%) of respondents no longer use the Dolphin Sports and Leisure Complex. 45% of workers and 54% of 35s to 54s had used the Centre in the last year.

How often do you use the Dolphin Sports and Leisure Complex?

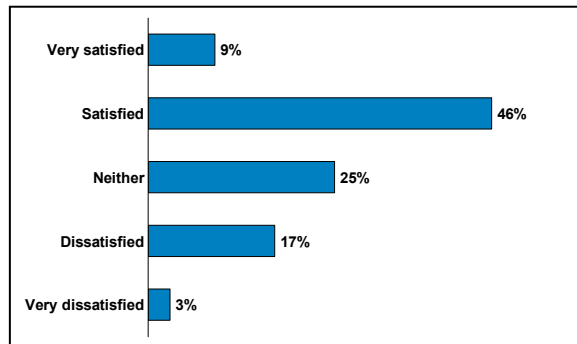


Base: All respondents (256)

11.6 Satisfaction with the facilities at the Dolphin Centre

Over half of those (55%) who used the Dolphin Centre were satisfied with the facilities. Satisfaction was lower in the under 35s (47%) and higher in those not working (60%).

Satisfaction with the facilities at the Dolphin Centre



Base: All who have used the Dolphin Centre (184)

11.7 Reasons for no longer using the Dolphin Centre

The reasons stated included cleanliness and privacy issues, children/grandchildren growing up, the use of private gyms and old age or disability/infirmity. There were also some comments about poor service levels from staff.

Being disabled, it is difficult

Changing areas for swimming dirty and in disrepair all the time. Lifeguards quite often chatting and not paying enough attention

Changing rooms smell of sewage

Changing rooms, are not private enough

Children grew up and became independent users

Did not find it clean. Not user friendly. Unhelpful staff

Go to private gym

Old age

12 TRANSPORT

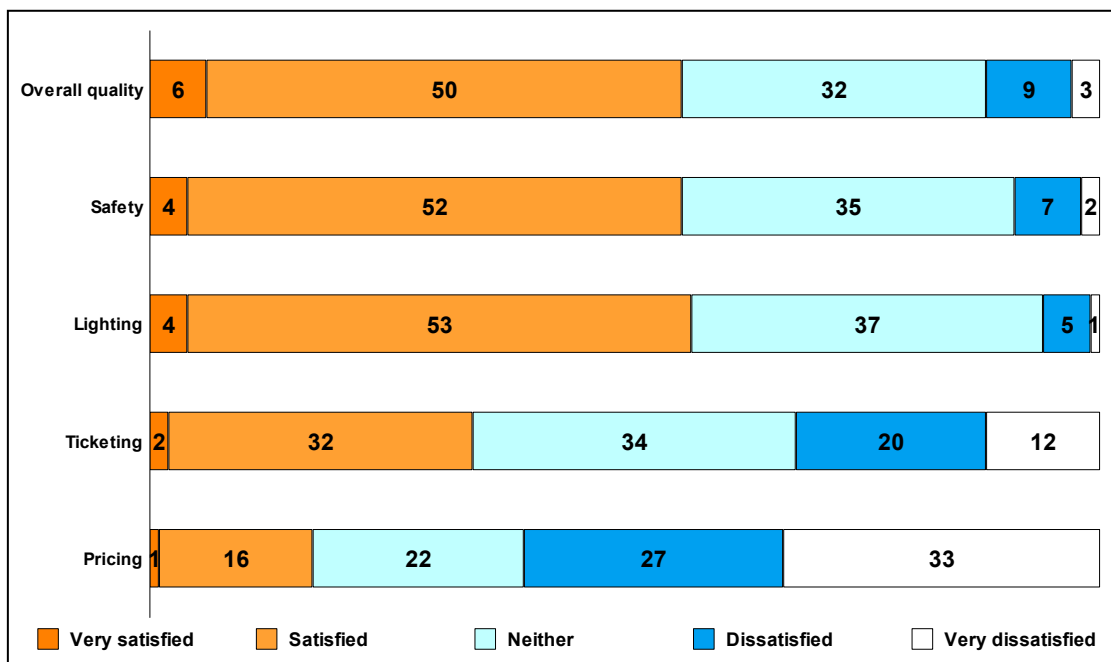
12.1 Introduction

This section of the report looks at residents' satisfaction with the standard of the Council's car parks and bus and rail travel.

12.2 Satisfaction with the Council's car parks

56% of respondents were satisfied with the Overall quality of car parks and with their Safety and Lighting. One third (34%) were satisfied with ticketing and less than 1 in 5 (18%) satisfied with pricing , 60% being dissatisfied.

Satisfaction with the Council's car parks



Base: All respondents (336~359)

51% of males and 52% of workers were satisfied with the overall quality, compared to 60% of non workers and 62% of females.

Safety was satisfactory for 50% of males and 63% of females.

28% of males found ticketing to be satisfactory, compared to 41% of females.

All car parking should be free, as per the parking at the main council offices, this to induce people to use Bromsgrove. Alternatively, the free senior citizen and disabled should be free

Allow limited time free parking

As a pensioner my parking permit is expensive

As previously stated, free parking for over 60 women and over 65 men

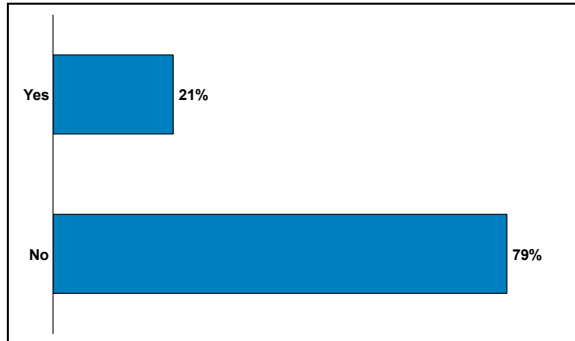
Avoid car park due to pricing

Car park expensive

12.3 Use of local public bus transport

One fifth (21%) use local public bus transport, ranging from 11% in the 35 to 54 age group to 29% in those not working.

Do you use local public bus transport?

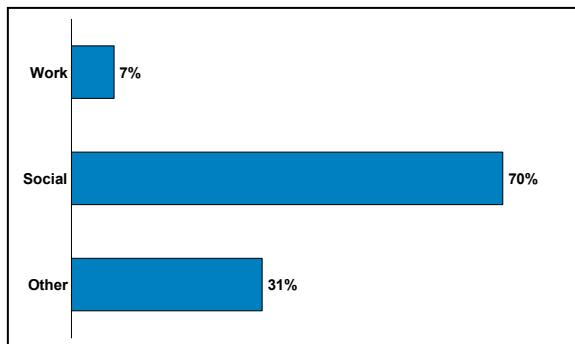


Base: All respondents (424)

12.4 Reason for using local public bus transport

70% of those who used local bus transport did so for social reasons, and 7% for work.

Why did you use local public bus transport?

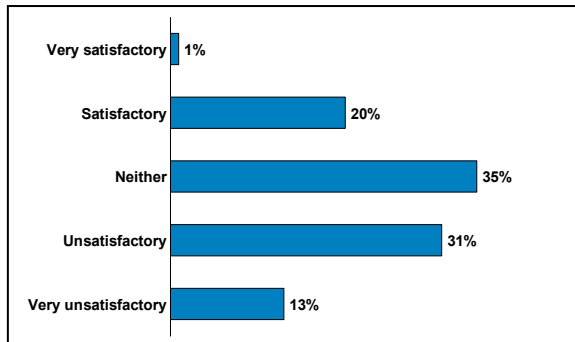


Base: All who use local public bus transport (83)

12.5 Standard of the bus station

44% of users are dissatisfied with standard of the bus station, 37% in males and 39% in females.

Satisfaction with the standard of the bus station

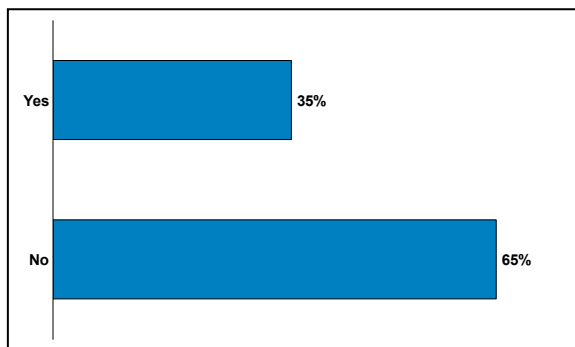


Base: All respondents (262)

12.6 Use of the local rail station

One third (35%) use the local rail station, ranging from 28% in 55 or older to 53% in under 35s, and from 28% in non workers to 41% in workers.

Do you use the local rail station?



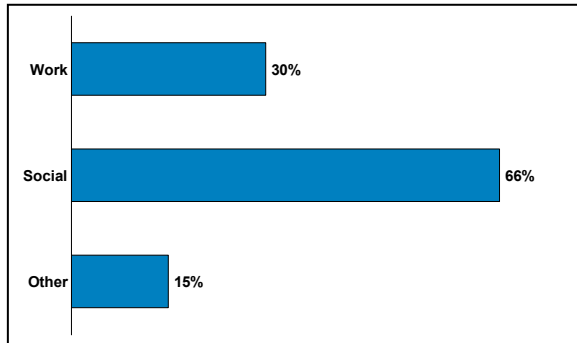
Base: All respondents (413)

12.7 Reason for using local rail station

Two thirds of those who use the local rail station (66%) do so for social reasons, 70% in males and 61% in females. 30% use the local rail station for work

purposes, 24% in males and 37% in females, 18% in 55 or older and 44% in the younger age groups.

Do you use the local rail station?

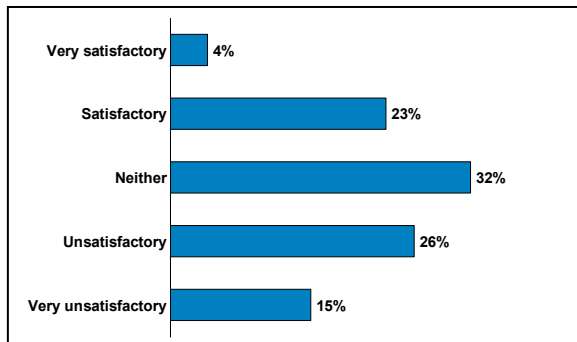


Base: All who use the local rail station (142)

12.8 Standard of the local rail station

41% of users are dissatisfied with the standard of the rail station.

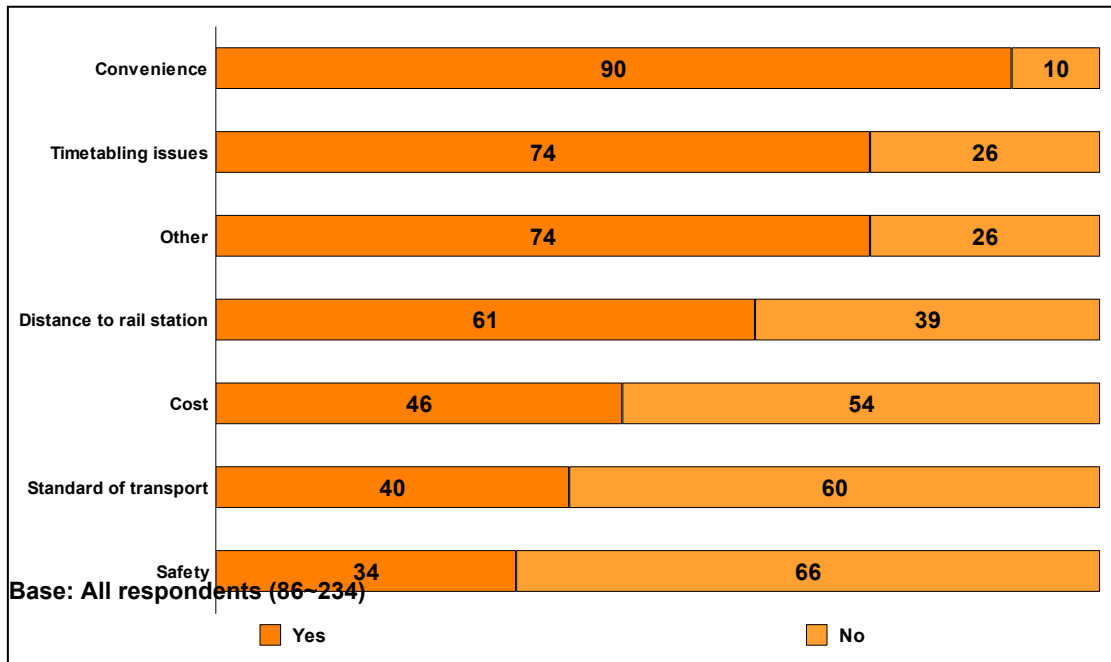
Satisfaction with the standard of the local rail station



Base: All respondents (231)

12.9 Reasons for not using public transport

9 out of 10 (90%) do not use public transport for reasons of convenience and three quarters (74%) because of timetabling issues.



13 CULTURAL AND RECREATIONAL ACTIVITIES AND VENUE

13.1 Introduction

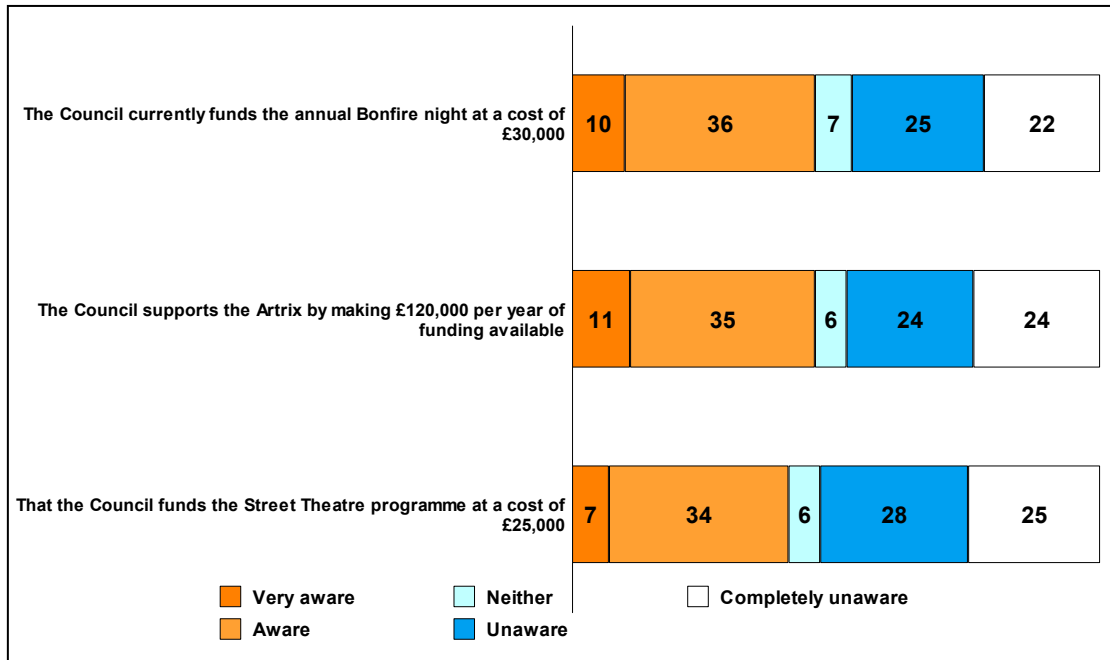
This section of the report looks at cultural and recreational activities directly supported by the Council or available in the district.

13.2 Awareness of BDC’s direct support of cultural/recreational activities
 Almost half (46%) of respondents were aware that the Council supports the Artrix by making £120,000 per year of funding available.

4 in 10 (41%) were aware that the Council funds the Street Theatre programme at a cost of £25,000.

46% were aware that the Council funds the annual Bonfire night at a cost of £30,000.

Awareness of BDC’s direct support of cultural and recreational activities



Base: All respondents (410~417)

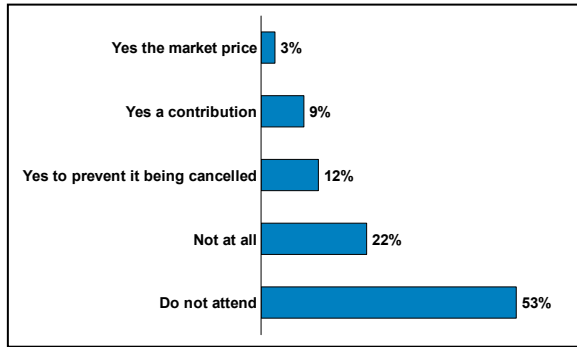
Awareness of support for the Artrix ranged from 23% in under 35s to 52% in 55 or older.

Awareness of the Street Theatre programme varied from 30% in under 35s to 45% in 55 or older, and from 35% in workers to 45% in non workers.

Awareness of the annual Bonfire night was consistent across all demographics.

13.3 Propensity to contribute towards the cost of funding Bonfire night.
 One quarter (25%) of respondents would be prepared to contribute towards the cost of staging the Bonfire. This ranged from 20% in males to 30% in females and from 21% in 55 or older to 37% in under 35s.

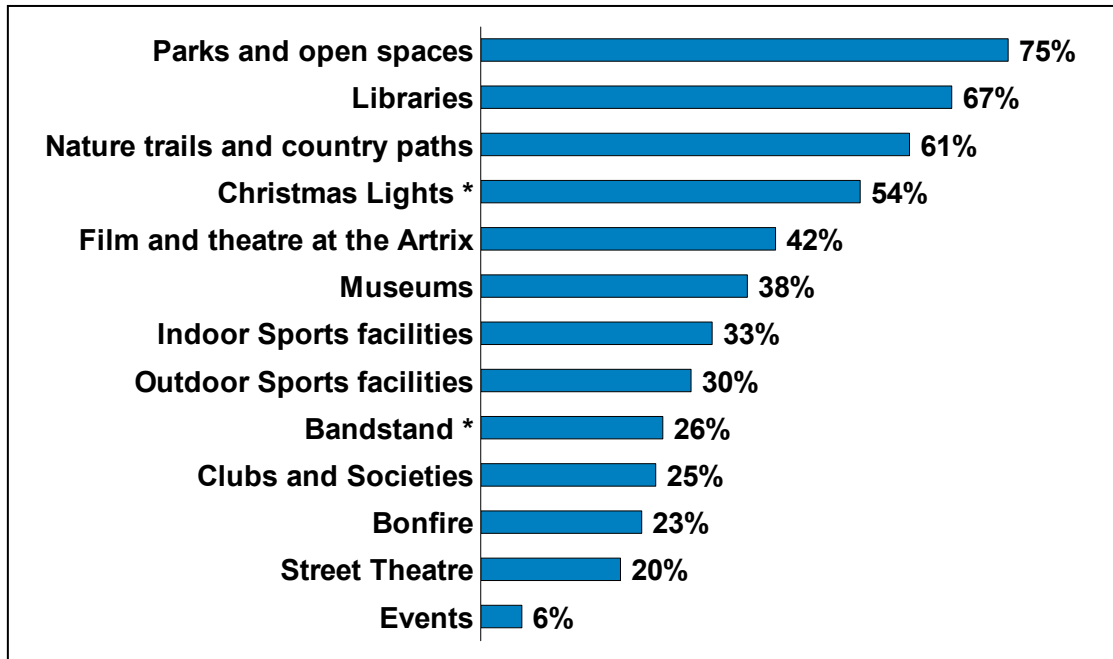
Would you be prepared to contribute towards the cost of staging Bonfire night?



Base: All respondents (404)

13.4 Cultural and recreational activities available which are of interest
 Three quarter of respondents (75%) were interested in Parks and open space and two thirds (67%) in Libraries. 61% were interested in Nature trails and country paths and 54% in Christmas lights.

Cultural and recreational activities available which are of interest

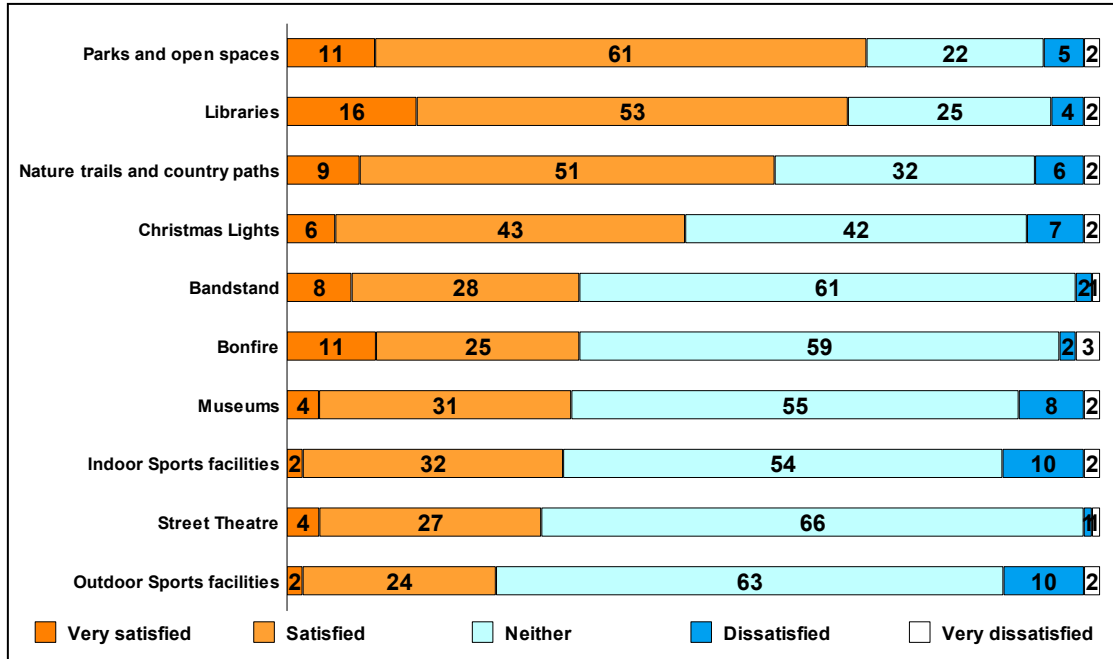


Base: All respondents (394)

13.5 Satisfaction with cultural and recreational activities available
 71% were satisfied with Parks and open spaces and 69% with Libraries, 60% being satisfied with Nature trails and country paths and 49% with Christmas

lights. Satisfaction was highest amongst the activities attracting the highest levels of interest.

Satisfaction with cultural and recreational activities available

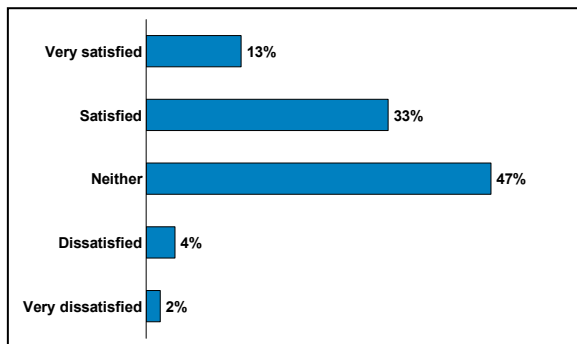


Base: All respondents (294~361)

13.6 Satisfaction with the range of entertainment offered at the Artrix
 47% were satisfied with the overall range of entertainment offered at the Artrix, just 6% being dissatisfied as a further 47% were undecided.

Satisfaction varied from 42% in males to 51% in females, and from 29% in under 35s to 52% in 55 or older.

Satisfaction with the range of entertainment offered at the Artrix



Base: All respondents (363)

13.7 Improving the range of cultural and recreational activities available

Better maintenance of football pitches, regular mowing and marking, punctual erection of goal posts @ start of season. Open Dolphin Centre at 6 a.m., at least three mornings a week for workers who have to leave town by 7-7.15

Cycle paths and cycle trails

French or German market

How about a Kite Festival one day. Streatham Common (in London) holds one every year and it's a terrific low-cost event that brings communities together to enjoy outside space

How about indoor sports facilities for the over 50's only no kids allowed? Swimming pool, Jacuzzi, Sauna, Steam room, with facility for Line Dancing classes, Salsa etc, I am sure it would be successful

Look at doing a St George's Day parade

Make more of a feature of the brook which runs through the town

More jazz, blues and rock and roll

14 THE COUNCIL EXPERIENCE

14.1 Introduction

This section of the report looks at residents experiences of dealing with the Council in the last year and at their overall satisfaction.

14.2 Positive experiences

A positive meeting with the leader, Councillor Hollingsworth

Bin men collect my bin from top of drive and bring it back

Car park licence renewal, very prompt

Courtesy and help in obtaining a disabled car parking permit

Excellent refuse collection

HUB is so useful and well placed

Obtaining planning information, easy and efficient

Positive and friendly response to queries

Purchasing a compost bin

Service Centre staff dealing with accounts payments

The paper and plastic recycling boxes

Using email to find information

Visit to the customer service centre, very helpful and quick

Write to Chief executive and had good response on two subjects

14.3 Negative experiences

Amount of litter in Town Centre - particularly around Market Street area along brook. Car parking on Sunday is expensive when few shops to facilities are available

Assistance needed through period of unemployment, when asked for help with "Council Tax payments" No assistance offered, request dismissed with "stuffy" letter

Car parking permit one day out of date and fined for parking at 7.00p.m

Dog fouling by the park next to us, still unresolved. Kids kicking balls over my fence and pressing my bell constantly. Allowing us to put a fence for our front garden. All this still unresolved

Dumping sand bins by Council Officials in inappropriate sites. When objected to the Council, totally ignored

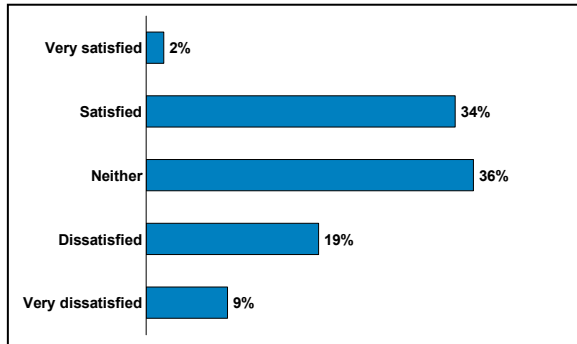
Insufficient staff at the hub, to deal with customers

Late Council Tax bills

14.4 Overall satisfaction with the Council

36% expressed overall satisfaction with the Council, 26% being dissatisfied and a further 36% were undecided. Satisfaction varied from 29% in males to 44% in females.

Overall satisfaction with the Council



Base: All respondents (363)