



# Bromsgrove District Council

## Quality of Life Survey

April 2008



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# 1 SUMMARY OF MAIN FINDINGS

## RESPONDENT PROFILE

Less than one in ten respondents (8%) were under the age of 35, 31% were aged 65 or over. Around six in ten (59%) respondents were female. Nearly all respondents (96%) classified themselves as White British.

Around one in five respondents (21%) had an illness, disability or infirmity that affects their ability to perform day to day tasks. The majority of the sample (61%) were from Urban 1, 15% were from Rural 1, 14% from Urban 2 and 9% from Rural 2.

Nearly half the sample (49%) owned their home outright, 39% owned their home with a mortgage and the rest of the sample rented their homes either from a housing association (8%) or privately (4%).

Over a third of the sample (35%) had lived in their current accommodation for over 21 years, and only 26% had lived in their current accommodation for less than 5 years.

Just over a quarter of the sample, (26%) had school aged children.

## THE ENVIRONMENT

Respondents were given a list of areas that the Council and its partners could concentrate on to help reduce the impact that the area has on climate change. They were asked to pick up to three options. The top three priorities were to promote recycling (49%), promote locally grown food (40%) and ensure that new builds are more energy efficient (33%).

Residents were asked to what extent, if at all, their home was insulated. Nearly half the sample (49%) claimed that their home is fully insulated. All those who said that their home was not fully insulated were asked what the reason for that was. 39% said that home insulation was too expensive and 27% said that they had simply not got round to it.

In terms of recycling; 95% claim to normally recycle paper, 95% claim to normally recycle glass bottle and jars, 93% claim to normally recycle plastic bottles, 86% claim to normally recycle card, 88% claim to normally recycle tin cans, 60% claim to normally recycle textiles, 39% claim to normally recycle batteries.

When asked what materials they would most like to be able to recycle, just over a quarter (27%) said that they would most like to be able to recycle cling film and carrier bags, whilst a quarter (25%) said that they would like to be able to recycle yoghurt pots and margarine tubs. Only around one in ten respondents (9%) said that they would like to be able to recycle kitchen waste.

41% of the sample claimed to compost at home. Only 11% said that the reason they did not compost was that they did not have a garden and the main reason for not composting was that residents were worried about attracting pests and vermin (29%).

Around one in five (22%) said that they were simply not interested in composting and 27% gave other reasons.

## AFFORDABLE HOUSING

Respondents were shown a list of different types of housing and were asked to say for each whether there was a high need, a medium need, a low need or no need: 47% said that there was a high need or a medium need for family homes, 34% said that there was a high need or a medium need for two bed flats, 27% said that there was a high need or a medium need for one bed flats/ apartments.

The next question asked whether or not respondents would be in favour of more affordable housing being built. Just over half the sample, (51%) were in favour of more affordable housing being built in the District (21% against). This is a significantly higher proportion than were in favour of affordable housing being built in their area (30% in favour and 50% against).

## BROMSGROVE TOWN CENTRE

Respondents were given a list of 14 possible improvements and were asked to choose the three that they felt were most important. The option chosen by the most respondents was cheaper car parking (46%), this was closely followed by 45% supporting the introduction of some big name shops and 35% saying that more independent shops are needed.

The areas that people were least likely to select as one of their three most important areas for improvement were street entertainment (2%), more cafes and coffee shops (4%), improved road layout (5%) and improvements to buildings (also 5%).

Around three quarters of the sample (74%) had not been to the Artrix in the last year, and of those that had been to the Artrix in the last year, 16% had only been once or twice. Those who had visited the Artrix were asked the extent to which they agreed or disagreed with a number of statements about the centre. They were generally positive, with most agreeing with the positive statements and disagreeing with the negative statements about the centre.

## TRANSPORT

Over three quarters of the sample (77%) either rarely or never use public transport in the area. Only one in twenty respondents (5%) use it daily and around one in ten (12%) used it weekly.

Respondents were asked to rate the public transport in their area. Overall, 11% rated it as excellent or good, with 36% rating it as poor and 25% rating it as OK. 29% said that they did not know, which is not surprising given that 44% never used the service.

The Council and its partners are thinking of introducing a Community Transport Service for residents with disabilities. Residents were asked whether they would be in favour or

against such a scheme. Nearly three quarters (73%) claimed that they were in favour of the scheme.

The Council and its partners want to improve rail franchises to and from Bromsgrove to help encourage the use of trains. Respondents were shown a list of possible service improvements and were asked which one they thought would be most beneficial. Two of the options stood out as particularly attractive to the sample: Earlier trains to and from Birmingham Snow Hill (39% felt this would be the most beneficial option) and a direct service from Bromsgrove to London (36% felt this would be the most beneficial option).

## HEALTH & WELLBEING

Respondents were asked how many portions of fruit and vegetables they ate yesterday. Over a quarter of the sample (28%) claimed that they ate the recommended 5 or more portions.

Around 9 in 10 respondents (87%) were non-smokers. Respondents aged over 75 were the least likely to smoke (98% did not smoke).

All those that ever smoke were asked what would help them to stop. The response was mixed, with 37% saying that there is nothing that the Council and its partners could do to reduce the amount they smoke, and 22% saying that they did not know. However, around a quarter (24%) said that more support through their GP would help.

Respondents were asked how much physical activity they participate in. 20% described themselves as very active 42% described themselves as reasonably active; 30% claimed to be not very active and the remaining 8% admitted to being inactive

All respondents were asked what could be done to help them be more active, and were given a list of possibilities. 39% said that they would like cheaper entry fees to leisure centres, 35% thought there more should be done to promote the countryside, 31% felt that there should be more information about walks etc.

Respondents were asked what prevents them from participating more in sports/activities on offer in the District. The main factor was lack of time (39%). This was followed by cost (34%), and lack of choice (21%).

39% said that they have enough information to make choices about leisure activities, sessions and clubs on offer in the District and 61% said that they did not.

## OLDER PEOPLE

The majority (61%) felt that the Council should be doing more to help older residents to live in their homes for longer. 35% felt that community transport services and concessionary fares would help improve the lives of older people. Benefits advice (27%) and good neighbours schemes and meals on wheels (also 27%) were also thought to be good initiatives.

## CHILDREN & YOUNG PEOPLE

Respondents read a list of statements about children and young people and were asked to what extent they agreed or disagreed with each. 95% agreed that parents should take more responsibility for their teenage children, 77% agreed that young people would cause less trouble if there was more for them to do, 62% felt threatened by young people hanging around on streets, 57% felt that young people are generally law abiding and well mannered, 35% agreed the young people get unfair media coverage, 35% felt that young people are unfairly blamed for issues that are out of their control, 21% agreed that their attitude towards young people is influenced by the media, 17% agreed that young people are always involved in antisocial behaviour.

57% said a lack of things for young people to do was one of the main problems facing young people, 56% said that alcohol was one of the main issues affecting children and young people problem and 49% said that a lack of strong role models was a problem.

Over half the sample (55%) said the Council and its partners should invest in youth clubs, 44% said Council and its partners should invest in sports coaching and events and 36% said Council and its partners should invest in community based activities for young people.

## BE SAFE AND FEEL SAFE

Residents were given a list of possible problems and were asked whether each was a very big problem, a fairly big problem, not a very big problem or not a problem at all. The main issues were speedy/noisy motorists (54% saying this was a very big or fairly big problem), followed by underage drinking (38%) and vandalism (29%).

Over half (53%) said that the media had no impact on their views of crime, but a third (33%) said it had some impact and almost one in ten (9%) said that the media influences their views on crime in their local area to a great extent.

5% said that crime and ASB has impacted their life a great deal, and a third (33%) said that it slightly impacted their life.

Opinions towards neighbourhood wardens were very mixed, with 51% saying that neighbourhood wardens are no substitute for police officers and 50% saying that their powers are limited, but 39% said that they act as a deterrent to criminal behaviour.

## YOUR LOCAL AREA

Respondents were asked whether or not they thought their local area is a place where people from different backgrounds get on well together. Only a small proportion of the sample disagreed (7%) while 43% agreed that people from different backgrounds get on well together.

65% of residents said that they felt they belong in their local area, 8% said that they did not really feel as if they belong in their local area, and 2% said that they did not feel like they belong at all.



Respondents were asked which of a number of options they felt best described their local area. 64% said that there area is a nice place to live, 12% said that there is a sense of community in their area and 12% said they would recommend it to others.

## 2 INTRODUCTION

Bromsgrove District Council commissioned Snap SurveyShop to conduct a quality of life survey on their behalf. This report contains the research findings.

### 2.1 Methodology

A questionnaire was designed by the client and set up in Snap Software. The questionnaire was sent to a stratified random sample of 1,500 residents on 29<sup>th</sup> February 2008, a reminder was sent to all 986 non-respondents on 19th March 2008. A total of 704 surveys were returned. This is a response rate of 47% and gives a margin of error of +/-3.69% at the 95% level.

### 2.2 Sampling

The household database provided by the client contained a total of 37,936 records. Snap Surveys invited a stratified random sample of 1500 residents to take part in the survey; response rates for various sub-groups are shown below:

	Total number of addresses	Number surveyed	Number who responded	Response rate
URBAN 1	23,960	945	431	46%
URBAN 2	4,889	195	99	51%
RURAL 1	5,504	210	108	51%
RURAL 2	3,583	150	66	44%
TOTAL	37,936	1,500	704	47%

### 2.3 Analysis of results

Figures in this report are generally calculated as a proportion of respondents who answered each question. Percentages in a particular chart will not always add up to 100%. This may be due to rounding.

The report often reports on a combination of scores, for example the percentage of respondents who are satisfied with a given element. This involves adding together the number of people who were very satisfied and fairly satisfied and calculating the figure as a percentage of the number of respondents to that question. For this reason, the overall % satisfied score might be slightly different to the score obtained when adding together the % very satisfied and % fairly satisfied as displayed on the chart.

The data has been split in to four geographical subgroups, and these are mentioned throughout the report. The areas referred to are as follows:

<b>Classification</b>	<b>Area</b>
Rural 1	Hagley; Furlongs; Uffdown; Woodvale
Rural 2	Alvechurch; Tardebigge
Urban 1	Waseley; Beascon; Hillside; Catshill; Marlbrook; Linthurst; Norton; Sidemoor; St Johns; Whitford; Slideslow; Charford; Stoke Heath; Stoke Prior
Urban 2	Hollywood & Majors Green; Drakes Cross & Walkers Heath; Wythall South

## 2.4 Structure of this report

This report is split into the following sections:

- Respondent profile
- Environment
- Affordable Housing
- Bromsgrove Town Centre
- Transport
- Health & Wellbeing
- Older People
- Children and younger people
- Be safe and feel safe
- Your local area

### 3 RESIDENT PROFILE

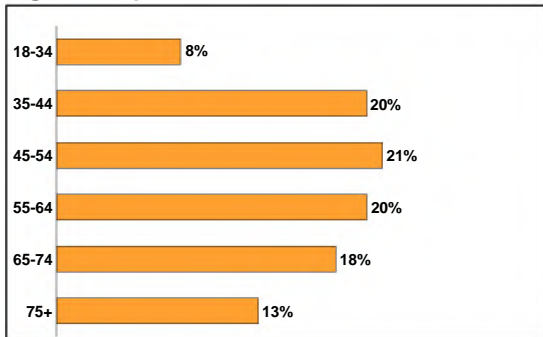
#### 3.1 Introduction

This section of the report looks at the profile of respondents in terms of age group, gender, disability, length of time in current accommodation, home ownership and whether or not the respondents have children of school or college age. The data is useful background to the rest of the report as many of the questions reported on here are used for subgroup analysis at other stages in the report.

#### 3.2 Gender and age profile

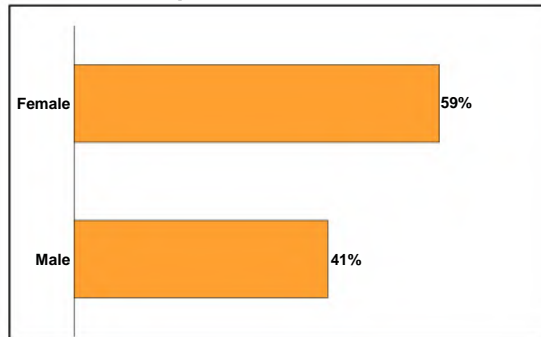
Less than one in ten respondents (8%) were under the age of 35. It is not uncommon for postal self-completion surveys to receive a low response from younger age groups, but it is important to remember the relatively old age profile when looking at the responses to the other questions. Around six in ten (59%) respondents were female.

**Age of respondent**



**Base: All respondents (644)**

**Gender of respondent**

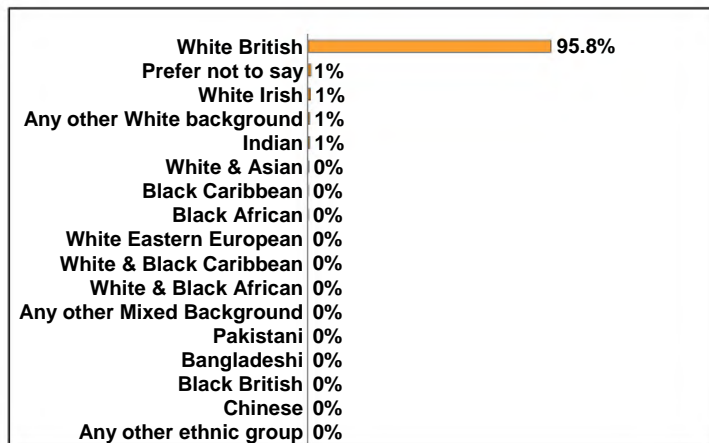


**Base: All respondent (687)**

#### 3.3 Ethnicity

Nearly all respondents (96%) classified themselves as White British.

**Ethnicity**

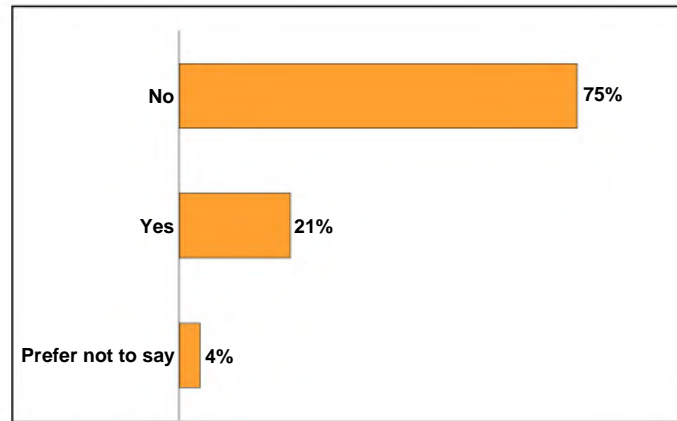


**Base: All respondents (698)**

### 3.4 Incidence illness/disability

Around one in five respondents (21%) had an illness, disability or infirmity that effects their ability to perform day to day tasks. The incidence of disability was higher among older age groups.

**Do you have a disability?**

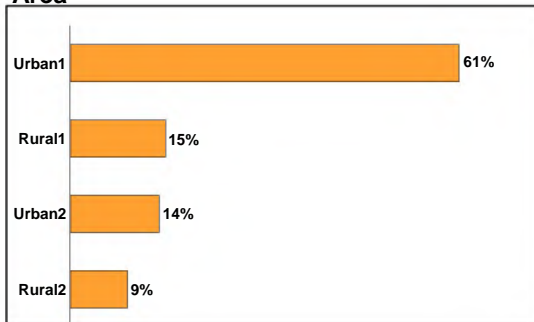


**Base: All respondents (693)**

### 3.5 Area and homeownership

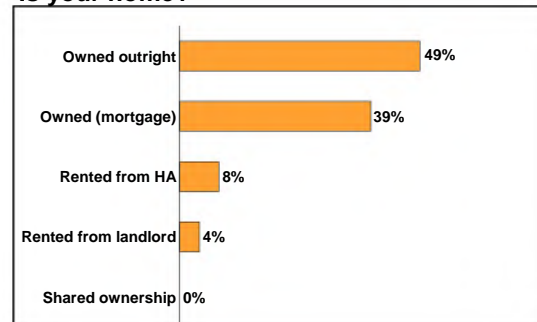
The majority of the sample (61%) were from Urban 1, 15% were from Rural 1, 14% from Urban 2 and 9% from Rural 2.

**Area**



**Base: Total sample (704)**

**Is your home?**



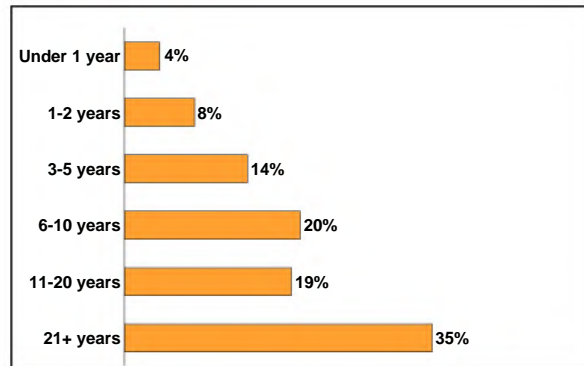
**Base: All respondents (694)**

Nearly half the sample (49%) owned their home outright, 39% owned their home with a mortgage and the rest of the sample rented their homes either from a housing association (8%) or privately (4%).

### 3.6 Length of time in accommodation & children

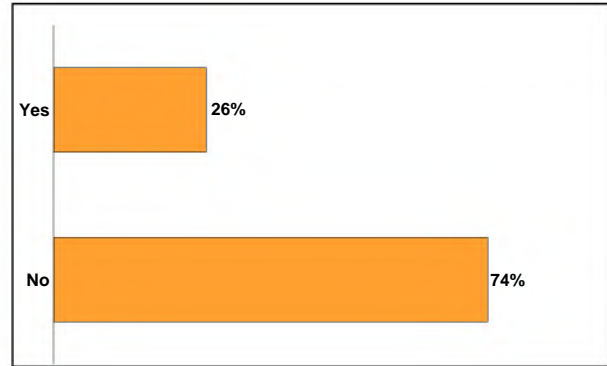
Over a third of the sample (35%) had lived in their current accommodation for over 21 years, and only 26% had lived in their current accommodation for less than 5 years. As we would expect, older respondents were more like to have lived in their accommodation for longer.

**Length of time in current accommodation**



**Base: All respondents (697)**

**Do you have any school aged children?**



**Base: All respondents (688)**

Just over a quarter of the sample, (26%) had school aged children.

## 4 ENVIRONMENT

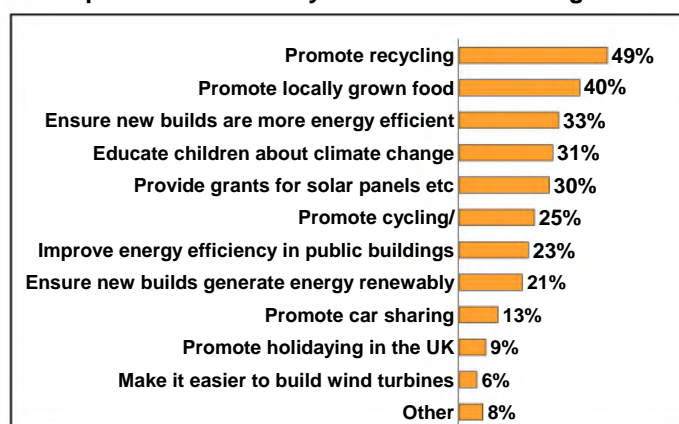
### 4.1 Introduction

The beginning of the questionnaire included a set of questions related to the environment. In particular it included a question asking residents what they felt the Council and its partners should be concentrating on and some questions about home insulation and recycling.

### 4.2 Climate Change

Respondents were given a list of areas that the Council and its partners could concentrate on to help reduce the impact that the area has on climate change. They were asked to pick up to three options.

#### What should organisations concentrate on to reduce the impact the community has on climate change?



Base: All respondents (677)

The top three priorities were to promote recycling (49%), promote locally grown food (40%) and ensure that new builds are more energy efficient (33%). The option that was selected by the smallest proportion of respondents was the controversial area of making it easier to build wind turbines (6%). There were few significant differences of note between subgroups.

The box below lists some of the other suggestions that were made. A full list is available in the appendix.

"All are important and ALL should be promoted where possible, to ask for three is irrelevant!"

"Be more open and reduce restrictions on waste disposal, i.e. permits."

"Cash prizes for good ideas, inventions and practices to help solve problems. Source derelict sites/dwellings for state-of-the-art renewal."

"Cut District Councillors travelling."

"Cut down on school cross lights weekend and holidays. Also street light, i.e. every other one."

"Cycle lanes may stop people cycling on the pavement!"

"Educate and encourage less food waste."

"Encourage children to walk to school."

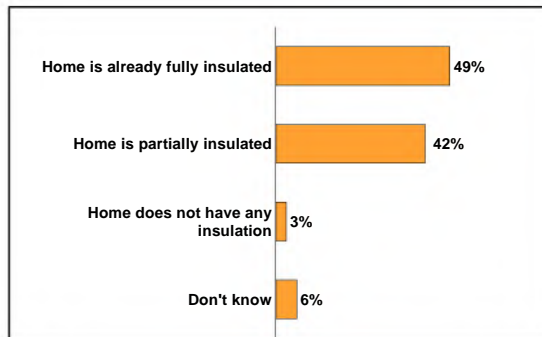
"Encourage people to live close to town centre, to walk and not use cars, lower rates would help and higher rates for country dwellers with large 4x4 cars."

"Give likely costs of replacing old boilers and insulation in types of houses, in simple terms."

### 4.3 Home Insulation

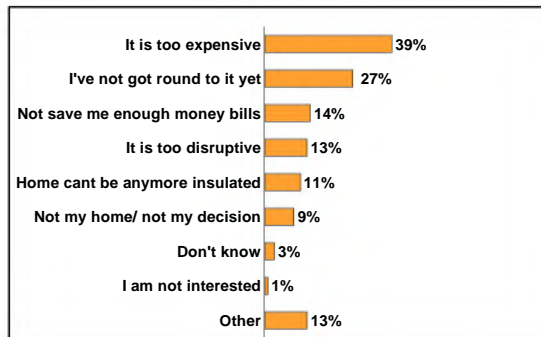
Residents were asked to what extent, if at all, their home was insulated. Nearly half the sample (49%) claimed that their home is fully insulated. Those living in homes owned outright were most likely to say that their home is fully insulated (54%), while 47% of those owning their home with a mortgage said that their home was fully insulated and 43% of tenants in social housing said that their home was fully insulated. Only 12% of those in privately rented accommodation said that their home was fully insulated.

#### Which of the following describes your house?



Base: All respondents (694)

#### Why is your home not fully insulated?



Base: All respondents who don't have a fully insulated home (308)

All those who said that their home was not fully insulated were asked what the reason for that was. 39% said that home insulation was too expensive and 27% said that they had simply not got round to it. 77% of those living in privately rented non-fully insulated accommodation said that the reason that their home was not fully insulated was because it was not their decision.



The box below lists some of the other reasons why people had not had their homes insulated. A full list is available in the appendix.

"Do not have heating, so cannot lose it."

"Friends have had cavity wall and loft insulation for free, but I cannot find out about it."

"Haven't looked into it properly yet."

"House too old to have wall insulation."

"House too old, cannot easily insulate walls, no cavity walls."

"I am 84, the next person to buy my house will knock it down to build another."

"I could do with a home energy survey."

"I do not totally believe in any benefits from 'cavity wall insulation', AWP (BSc Building, MCIQB)."

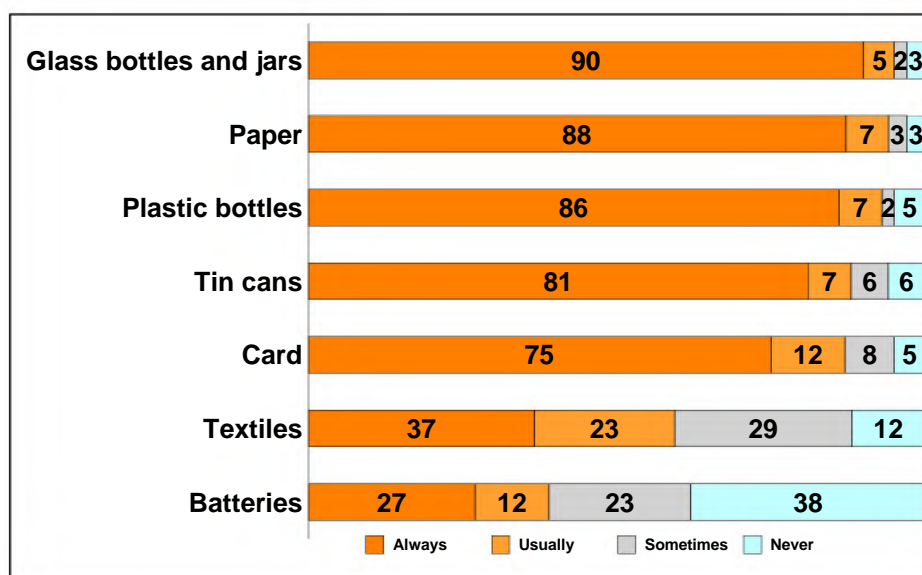
"I don't have cavity walls, I hear it's possible (but disruptive) to insulate with a layer inside, but don't know how to go about it or how effective it is."

#### 4.4 Recycling

Respondents were given a list of different recyclable material that the Council either collects for recycling or provides recycling facilities for. Residents were asked how frequently they recycled each of them and high proportions claimed to always or usually recycle all of them:

- 95% claim to normally (always or usually) recycle paper
- 95% claim to normally (always or usually) recycle glass bottle and jars
- 93% claim to normally (always or usually) recycle plastic bottles
- 86% claim to normally (always or usually) recycle card
- 88% claim to normally (always or usually) recycle tin cans
- 60% claim to normally (always or usually) recycle textiles
- 39% claim to normally (always or usually) recycle batteries

How often do you recycle the following?

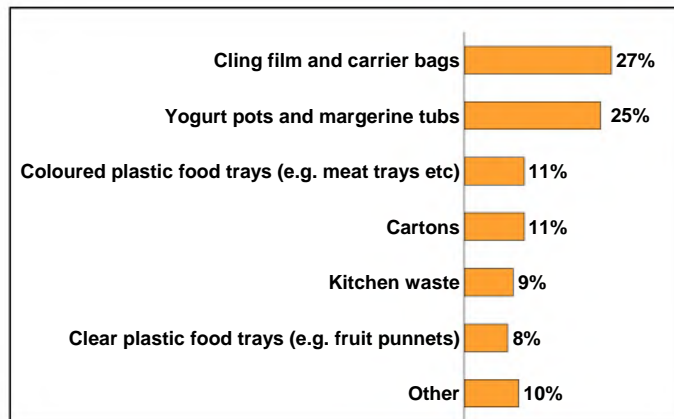


Base: All respondents (619~695)

Interestingly, those in rented accommodation tended to be less likely to recycle most of the materials listed. This may be related to a number of factors not measured in this survey, possibly the type of housing they live in (e.g. flats) or socio-economic factors. There were few other patterns of note, although for many of the materials listed, it was the 18-34 year old age group that was the least likely to claim to 'always' recycle these materials.

Residents were then asked what materials they would most like to be able to recycle. Just over a quarter (27%) said that they would most like to be able to recycle cling film and carrier bags, whilst a quarter (25%) said that they would like to be able to recycle yoghurt pots and margarine tubs. Only around one in ten respondents (9%) said that they would like to be able to recycle kitchen waste.

**Which of the following would you like the Council to recycle?**



**Base: All respondents (644)**

The box below lists some of the other items that people would like to recycle. A full list is available in the appendix.

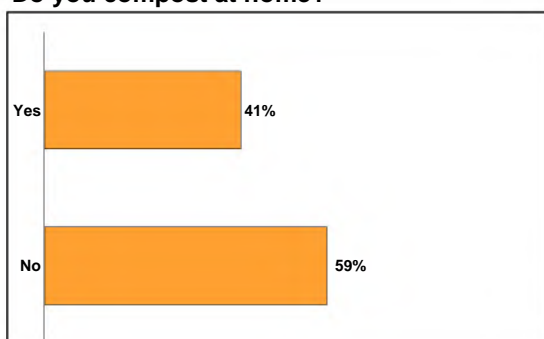
- "Batteries."
- "Cardboard."
- "Garden waste."
- "Horse feed plastic bags, not biodegradable, very thick."
- "I do not have much waste, I suggest you promote from the list whichever category collects most items for disposal."
- "Old furniture."
- "Plastic bottles."
- "Plastic drink containers, for example milk. It is bad that there is no business recycling collection."
- "Plastic shrink wrap, envelopes."
- "Really don't care. A waste of Council tax."
- "Tetra packs (milk)."
- "Textiles."

## 4.5 Home composting

We saw in the previous section that only 9% of the sample said that they would most like the Council to collect kitchen waste. Kitchen waste is responsible for a large proportion of the waste that is sent to landfill and increasingly councils are offering recycling facilities for this sort of waste and encouraging home composting to reduce the amount sent to landfill.

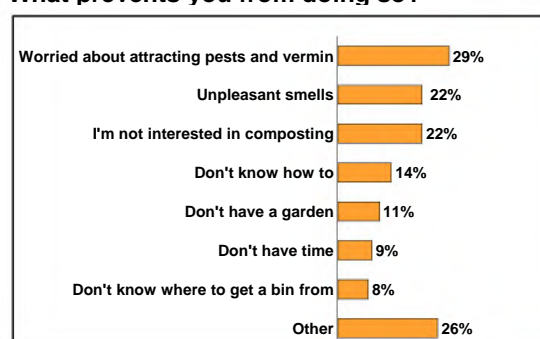
41% of the sample claimed to compost at home. Those in the 18-34 age group were significantly less likely than other age groups to compost at home (12% of 18-34 compared to 43% of those aged 35 or over). This finding may be related to lifestyle (e.g. the amount of time they have, the type of properties they live in) as opposed to attitude. As we saw in the previous section on recycling, those who own their own home, or own a home with a mortgage were more likely than those in the rental sector to compost.

### Do you compost at home?



Base: All respondents (679)

### What prevents you from doing so?



Base: All respondents (394)

All those that did not compost were asked what prevented them from doing so. Only 11% said that the reason they did not compost was that they did not have a garden and the main reason for not composting was that residents were worried about attracting pests and vermin (29%). Around one in five (22%) said that they were simply not interested in composting and 27% gave other reasons.

The box below lists some of the other barriers to home composting. A full list is available in the appendix.

"As we live in a block of 55 apartments, it is not possible."

"Cost of bin and size of garden."

"Council should do it via green bin collection service."

"Do not have a garden that requires compost."

"Do not want to keep having to go outside with the compost bin."

"Handicapped unable to do gardening."

"Haven't got round to it yet."

"Need to get into the habit."

"The Council collects garden refuse."

## 5 AFFORDABLE HOUSING

### 5.1 Introduction

A small section of the questionnaire asked residents whether or not there was a need for more housing in the area, and whether or not they would support the building of more housing.

### 5.2 The need for affordable housing

Respondents were shown a list of different types of housing and were asked to say for each whether there was a high need, a medium need, a low need or no need:

- 47% said that there was a high need or a medium need for family homes
- 34% said that there was a high need or a medium need for two bed flats
- 27% said that there was a high need or a medium need for one bed flats/ apartments

It is important to note that the response is very split overall with around one in five respondents saying that they did not know whether or not there was a need for these types of housing. And fairly high proportions also saying that there was 'no need' for these types of housing or only a low need:

- 35% said that there was a low need or no need for family homes
- 44% said that there was a low need or no need for two bed flats
- 51% said that there was a low need or no need for one bed flats/ apartments

**How would you describe the need for each of the following:**



**Base: All respondents (608-652)**

Looking at the data in more detail, there are some interesting, though relatively unsurprising patterns. Notably, those in the rental sectors were more likely than those with their own homes or mortgages to say that there was a need for all types of new

housing, and those with children were more likely than those without to say that there is a need for family homes.

The table below shows the proportions of people in different areas that felt that there was a 'high need' or 'medium need' for new homes to be built in their area.

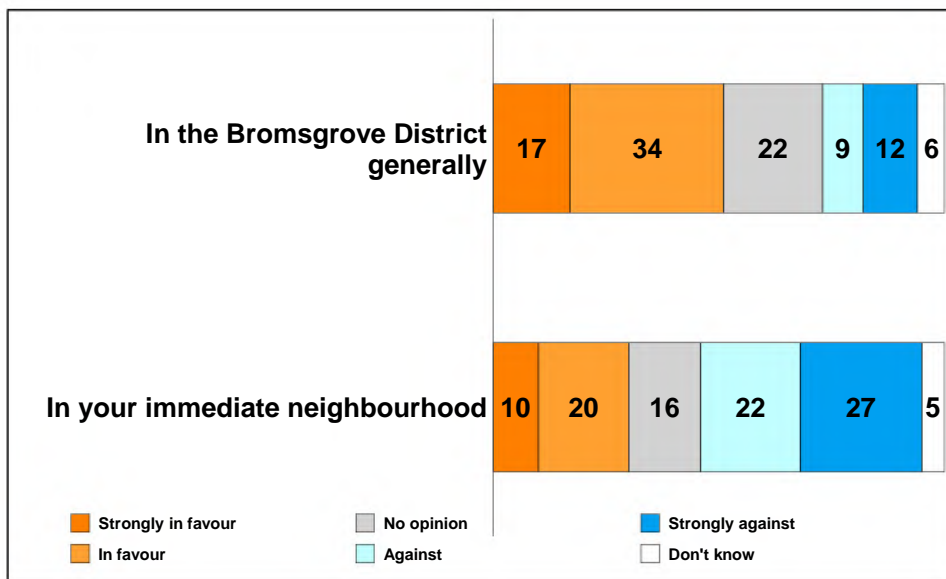
	<b>% High need + % Medium need</b>		
	<b>One bed flats</b>	<b>2 bed flats</b>	<b>Family homes</b>
<b>Urban 1</b>	30%	37%	47%
<b>Urban 2</b>	33%	36%	44%
<b>Rural 1</b>	20%	29%	50%
<b>Rural 2</b>	18%	23%	44%
<b>Total</b>	27%	34%	47%

### 5.3 Attitudes towards new housing being built

In the last section it was noted that there was no overall consensus as to whether or not new housing is required in the District. Around a fifth of the sample did not know whether there was a need or not, and the remaining proportion being split between feeling that there is and that there is not a need.

The next question asked whether or not respondents would be in favour of more affordable housing being built. Just over half the sample, (51%) were in favour of more affordable housing being built in the District (21% against). This is a significantly higher proportion than were in favour of affordable housing being built in their area (30% in favour and 50% against). The data is shown below.

**How would you feel about having some/more Affordable Housing built in the following areas?**



**Base: All respondents (619~656)**

Although affordable housing is often seen to be a young persons issue, younger respondents were not noticeably more likely to support the development of new affordable housing. The largest difference between subgroups was when comparing the responses of those in the rented housing sector against those who own a property: Those in the rented sector were significantly more likely to be in favour of the development of affordable housing both locally and in their area. This is shown in the following table.

	<b>Owners (outright &amp; mortgage)</b>	<b>Tenants (social &amp; private)</b>
<b>Support affordable housing in area</b>	26%	64%
<b>Support affordable housing being built in the District</b>	48%	75%

The table below shows the proportion of people in favour and against affordable housing being built in their area, by area. In each area, there is a higher proportion against the development of new housing than for it.

	<b>Affordable housing built in your area?</b>	
	<b>In favour</b>	<b>Against</b>
<b>Urban 1</b>	31%	48%
<b>Urban 2</b>	27%	56%
<b>Rural 1</b>	21%	55%
<b>Rural 2</b>	38%	43%



## 6 BROMSGROVE TOWN CENTRE

### 6.1 Introduction

Qualitative research and anecdotal feedback from residents repeatedly highlights the need to redevelop Bromsgrove town centre. This section of the report looks at the areas residents feel are most in need of improvement and also looks at attitudes to the Artrix Centre.

### 6.2 Improvements to the Town Centre

Respondents were given a list of 14 possible improvements and were asked to choose the three that they felt were most important. The option chosen by the most respondents was cheaper car parking (46%), this was closely followed by 45% supporting the introduction of some big name shops and 35% saying that more independent shops are needed.

**What improvements would you like to see in Bromsgrove?**



**Base: All respondents (655)**

The areas that people were least likely to select as one of their three most important areas for improvement were street entertainment (2%), more cafes and coffee shops (4%), improved road layout (5%) and improvements to buildings (also 5%).

As we might expect, there were significant differences between what people in different areas thought were important improvements, particular when comparing Urban 1 (which covers Bromsgrove town centre) to the other three areas, including the following differences:

- Those in Urban 1 were significantly more likely than those in other areas to think that the introduction of big name shops was important
- Those in Urban 1 were significantly more likely than those in Urban 2 to think that cheaper parking is important
- People living in Urban 1 were the least likely to think that more parking was important

The data for the top 10 mentions split by area is shown in the table below:

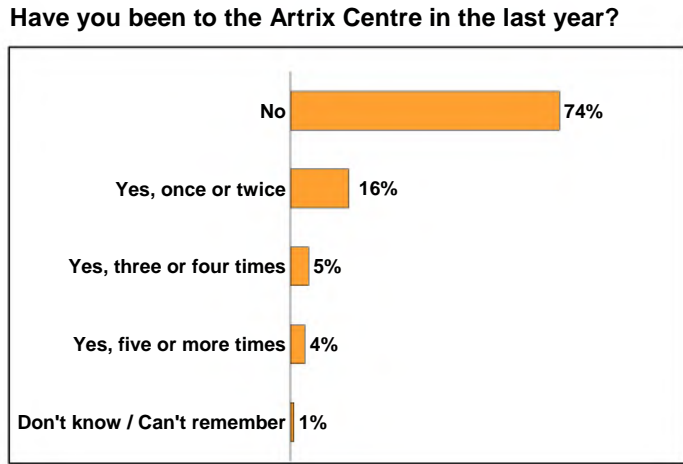
Area	% Important			
	Urban 1	Urban 2	Rural 1	Rural 2
Cheaper parking	51%	31%	40%	38%
Big name shops	52%	31%	37%	33%
Independent shops	39%	21%	28%	41%
Fewer empty shops	34%	25%	30%	27%
Cleaner look and feel	30%	26%	25%	33%
Lower business rates	31%	18%	17%	25%
More parking	9%	30%	21%	14%
Continental style markets	8%	16%	14%	21%
Pedestrian areas	7%	13%	7%	11%
Historic buildings	4%	9%	6%	6%

The box below lists some of the suggested improvements. A full list is available in the appendix.

"Better facilities for cyclists, locks and sheds."  
 "Better roads maintenance."  
 "Do not go to Bromsgrove."  
 "Educate public to be more tidy, especially smokers."  
 "Fewer charity shops."  
 "Free parking for families, disabled and the elderly."  
 "Free parking."  
 "Have never visited Bromsgrove town centre."  
 "More restaurants/wine bars, suitable for older professionals."  
 "Remove pedestrianisation of high street, i.e. bring life back into our towns."

### 6.3 The Artrix Centre

Around three quarters of the sample (74%) had not been to the Artrix in the last year, and of the 25% that had been to the Artrix in the last year, 16% had only been once or twice.



**Base: All respondents (694)**

Those in Urban 1 were the most likely to have visited the Artrix (36% had visited), those in Rural 2 were the second most likely to have visited (22%) while only 8% of Rural 1 and 3% of Urban 2 residents had visited the Artrix in the last year.

There was no pattern in terms of the Artrix being more or less likely to have been visited by particular age groups, ethnic groups or genders.

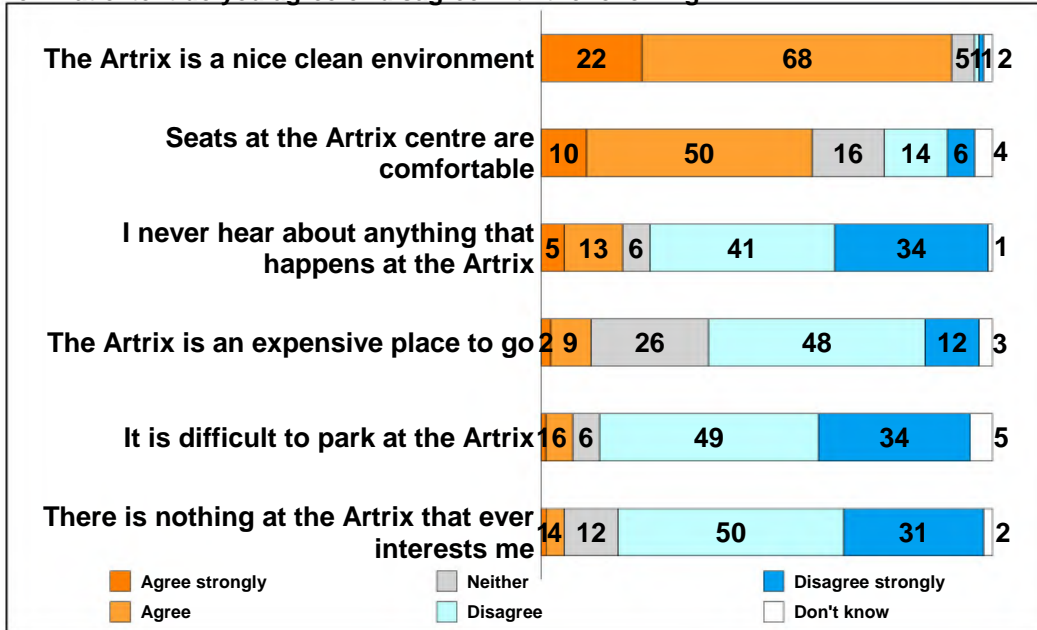
### 6.4 Attitudes to the Artrix

Those who had visited the Artrix were asked the extent to which they agreed or disagreed with a number of statements about the centre.

The data is generally positive, with most agreeing with the positive statements and disagreeing with the negative statements about the centre. This suggests that, for users at least, the centre is a valuable asset to Bromsgrove town centre.

- 91% agreed that the Artrix is a nice clean environment
- 83% disagreed that it is hard to park at the Artrix
- 75% disagreed that they never hear about what is happening at the Artrix
- 81% disagreed that that is nothing at the Artrix that ever interests them
- 60% disagreed that the Artrix is expensive
- 60% agreed that the seats at the Artrix are comfortable

To what extent do you agree or disagree with the following:



Base: All respondents who had visited Artrix in last year

As a final question in this section, respondents were asked what would encourage them to visit the Artrix. Many mentioned that they were simply not aware of the centre, and we have included some of the comments below, a full list can be found in the appendix.

- "Better and more prompt advertising. The catalogues they send out can be up to three weeks late on some productions and it doesn't spend money on advertising in the local papers. If we can't use it we will lose it!!"
- "Child friendly productions."
- "Email alerts giving details of forthcoming events."
- "Established, full time coffee bar, maybe a brand. Place for people to meet then may encourage more folk to give some of side variety of events a try!"
- "Exhibitions/dance/art from around the world. Highly rated films."
- "Family entertainment? To be honest the programme has been quite attractive. Artrix needs more exposure by local press."
- "I am not sure what it is, but I am going to find out now I have heard about it."
- "I don't live near the Artrix Centre, and at present I'm not mobile."
- "I feel that the target for 25-45 age groups is being missed. I like ballet, but not everyone does and the concerts seem to be aimed at young people."
- "I know nothing about what it offers, so information would help."
- "It is a very good programme choice, but we are unable to get there, no transport."
- "It is an art centre so should have more original acts and less tribute bands, sometimes there are that many tributes it is like a social club."

## 7 TRANSPORT

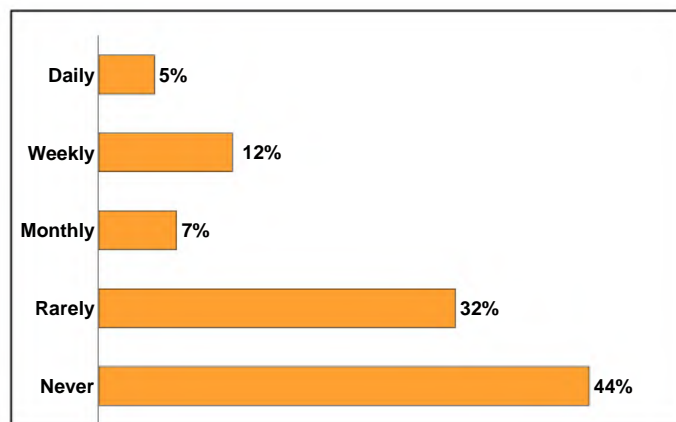
### 7.1 Introduction

This section looks at how frequently respondents use public transport, how they rate the public transport available to them, attitudes to a community transport service for vulnerable residents and at improvements to the rail franchise services to and from Bromsgrove.

### 7.2 Frequency of using public transport

Over three quarters of the sample (77%) either rarely or never use public transport in the area. Only one in twenty respondents (5%) use it daily and around one in ten (12%) used it weekly.

**How frequently do you use public transport?**



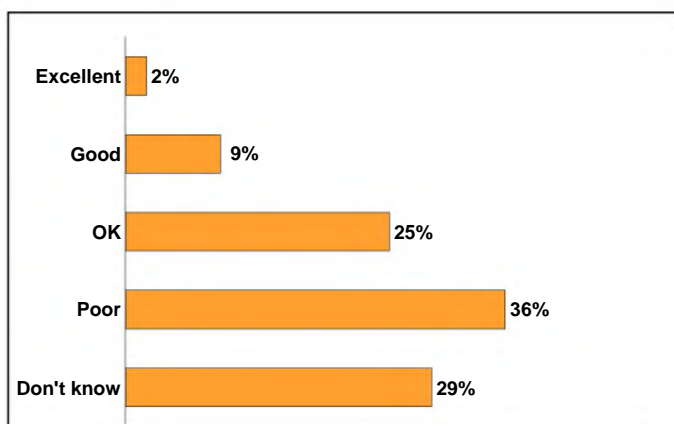
**Base: All respondents (695)**

There were no significant variations between certain geographical areas using public transport more or less frequently than others. The main variations between subgroups were observed when comparing age group (those aged 65+ and those aged under 35 being the most likely to use public transport) and when comparing disabled and non-disabled respondents (26% of disabled respondents use public transport once a week or more, compared to 14% of non-disabled people). The usage patterns presumably reflect car ownership and access to concessionary travel schemes.

### 7.3 Rating public transport in the area

Respondents were asked to rate the public transport in their area. Overall, 11% rated it as excellent or good, with 36% rating it as poor and 25% rating it as OK. 29% said that they did not know, which is not surprising given that 44% never used the service (section 7.2).

**How would you rate the public transport in your area?**



**Base: All respondents (686)**

It is possible to compare the views of those who use public transport in the area, and those who do not. In the table below 'Users' are defined as those who use the local public transport service once a month or more, and 'Non-users' are those who use it only rarely or never.

	<b>Excellent / good</b>	<b>OK</b>	<b>Poor</b>	<b>Don't know</b>
User	30%	33%	37%	1%
Non-user	5%	23%	35%	38%

It is interesting to observe that a similar proportion of users and non-users class public transport in the area as poor, whilst the users are significantly more likely to rate public transport as excellent or good.

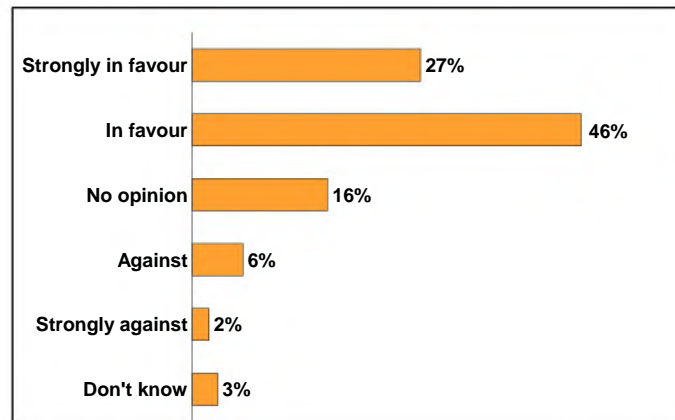
In terms of comparisons between geographical areas, there was little variation between residents rating public transport in their area as good, but there were more notable differences in the proportions saying it was poor. With 29% in Rural 2 rating it as poor, (the lowest poor rating) and 45% in Rural 1 and Urban 2 rating it as poor (the highest poor rating).

#### 7.4 Community transport service

The Council and its partners are thinking of introducing a Community Transport Service for residents with disabilities. Residents were asked whether they would be in favour or against such a scheme.

Nearly three quarters (73%) claimed that they were in favour of the scheme. Generally speaking older respondents were more likely to be in favour of the scheme than younger respondents and disabled respondents were marginally more favourable than non-disabled respondents (78% of disabled respondents were in favour compared to 72% of non-disabled respondents).

##### Would you be in favour of the Council spending money on a Community Transport Service

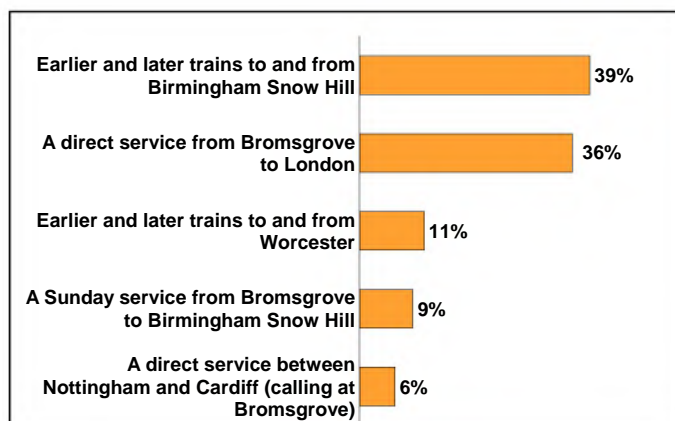


Base: All respondents (690)

## 7.5 Improving the rail franchise services to and from Bromsgrove

The Council and its partners want to improve rail franchises to and from Bromsgrove to help encourage the use of trains. Respondents were shown a list of possible service improvements and were asked which one they thought would be most beneficial. Two of the options stood out as particularly attractive to the sample: Earlier trains to and from Birmingham Snow Hill (39% felt this would be the most beneficial option) and a direct service from Bromsgrove to London (36% felt this would be the most beneficial option).

### Which service would be most beneficial to the people of the District?



Base: All respondents (562)

There was some difference between how residents from different areas responded to this question, in particular when comparing residents from Urban 1 and Urban 2. Urban 2 residents were more likely to want an improved service to Birmingham, whilst Urban 1 residents were more likely to think that improved services to London would be beneficial:

	% Most beneficial			
	Urban 1	Urban 2	Rural 1	Rural 2
Earlier and later trains to and from Birmingham Snow Hill	34%	58%	47%	32%
Direct service: Bromsgrove to London	38%	20%	32%	48%
Earlier and later trains to and from Worcester	11%	4%	14%	8%
A Sunday service from Bromsgrove to Birmingham Snow Hill	10%	10%	4%	6%
A direct service between Nottingham and Cardiff (calling at Bromsgrove)	7%	7%	3%	6%



## 8 HEALTH AND WELLBEING

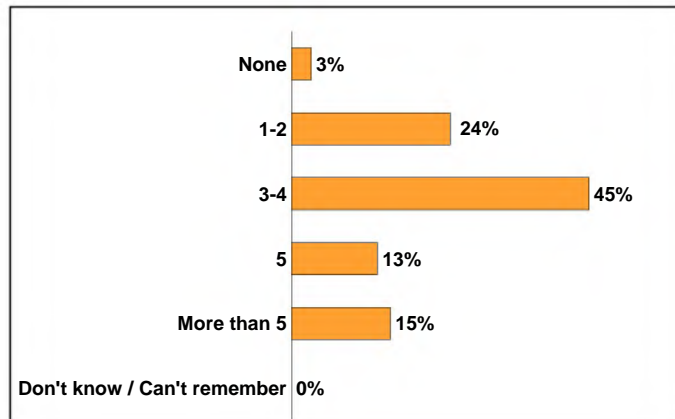
### 8.1 Introduction

This section looks at the various lifestyle habits of the sample, in terms of diet, exercise, smoking and encouraging an active lifestyle.

### 8.2 Consumption of Fruit and Vegetables

Respondents were asked how many portions of fruit and vegetables they ate yesterday. Over a quarter of the sample (28%) claimed that they ate the recommended 5 or more portions.

#### How many portions of fruit or vegetables did you eat yesterday?



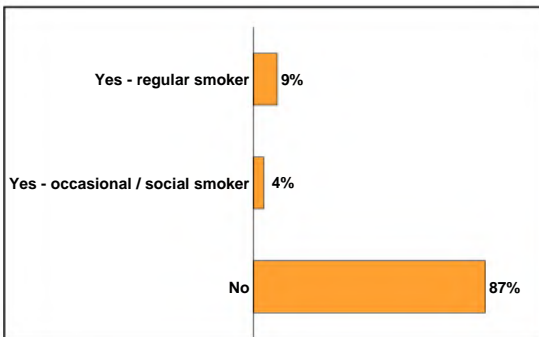
Base: All respondents (700)

There were few differences of note between different subgroups- with different ages and genders not being significantly more or less likely to eat the recommended amount of fruit and vegetables.

### 8.3 Smoking

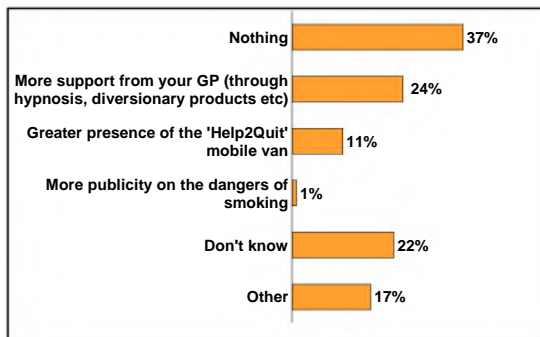
Around 9 in 10 respondents (87%) were non-smokers. Respondents aged over 75 were the least likely to smoke (98% did not smoke).

#### Do you smoke?



Base: All respondents (697)

#### What would encourage you to stop



Base: All respondents who smoke (87)

All those that ever smoke were asked what would help them to stop. The response was mixed, with 37% saying that there is nothing that the Council and its partners could do to reduce the amount they smoke, and 22% saying that they did not know. However, around a quarter (24%) said that more support through their GP would help.

The box below lists some of the suggestions as to what the Council and its partners could do to encourage people to stop smoking. A full list is available in the appendix.

"Cheaper support to stop."

"Finances and health."

"Free patches, etc., it is costing me a fortune!"

"GPs offer patches, but I would like to get more support (other ideas)."

"I only smoke 2/3 at weekends with a drink."

"I will quit without support in the very near future."

"It is my choice to smoke."

"It is up to me to give up, I only smoke a couple a day."

"It's my freedom of choice."

"Take it or leave it, not a problem."

"To save money and health."

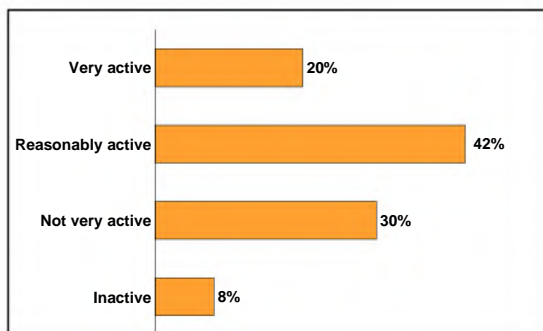
"When I'm ready to stop."

"Why would I want to stop? Leave me my personal choice."

#### 8.4 Exercise and leisure

Respondents were asked how much physical activity they participate in. 20% described themselves as very active (participate in 30 minutes of moderate intensity physical activity more than five times a week). 42% described themselves as reasonably active; (participate in 30 minutes of activity five times a week). 30% claimed to be not very active (participate in 30 minutes of activity less than 5 times a week)- and the remaining 8% admitted to being inactive. Generally speaking, older respondents were less active than younger respondents.

**How would you describe the amount of exercise you do?**



**Base: All respondents (692)**

**What could the Council do to make you more active?**



**Base: All respondents (685)**

All respondents were asked what could be done to help them be more active, and were given a list of possibilities. 39% said that they would like cheaper entry fees to leisure centres, 35% thought there more should be done to promote the countryside, 31% felt that there should be more information about walks etc.

Inactive respondents and older age groups were less likely to feel that the suggested initiatives should be adopted. The breakdown for respondents who participate in different levels of activity are shown in the following table:

<b>What could the Council and its partners do to help you be more active?</b>	<b>Very active</b>	<b>Reasonably active</b>	<b>Not very active</b>	<b>Inactive</b>
Cheaper entry fees to leisure centres	40%	42%	38%	21%
Promotions of the countryside	40%	40%	30%	21%
Info on local walk etc	34%	36%	25%	15%
Better facilities in parks & open spaces	35%	30%	22%	17%
Better facilities/ range of classes	28%	26%	26%	13%
Promotion of local clubs	20%	18%	18%	8%
Longer opening times at leisure centres	12%	15%	12%	6%
Nothing	8%	10%	15%	29%
More support from health services	8%	11%	10%	23%
Don't know	5%	6%	8%	10%

The box below lists some of the suggestions as to what the Council and its partners could do to encourage people to be more active. A full list is available in the appendix.

"Affordability is the problem - my neighbours all travel to Birmingham because it's cheaper - carbon footprint implications."

"Already do what we can."

"Better swimming facilities."

"Car parking spaces for wheelchair drivers with zero rated tax discs."

"Creche at exercise venues."

"Daytime classes for yoga for example."

"Do something in Wythall!! Off-road cycle routes."

"Make it easier to find very different social local clubs."

"Centres that are affordable."

"Not sell off the Dolphin Centre."

"Swimming pools."

"The local swimming pool has been shut for nearly 3 months!"

"This is personal choice, anyone can exercise if they want to."

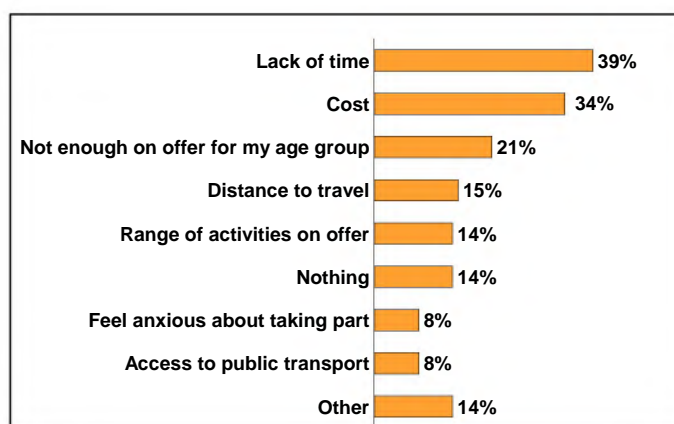
"Too many stiles instead of gates."

"When, if, I feel well, several of these options would be of interest."

"Would like more clubs in Rubery."

Respondents were asked what prevents them from participating more in sports/activities on offer in the District. The main factor was lack of time (39%). This was followed by cost (34%) and lack of choice (21%). Presumably the Council and its partners will not be able to respond due to the fact that a lack of time is the main barrier, but the issues of cost and choice are factors that the Council and partners can have some control over.

#### What stops you from participating more in the sports/activities on offer in the District?



Base: All respondents (685)

The table below shows how those who are active answered compared to those who are inactive.

<b>What if anything stops you from participating in sports and leisure activities on offer in the District?</b>	<b>Very active</b>	<b>Reasonably active</b>	<b>Not very active</b>	<b>Inactive</b>
Lack of time	36%	41%	43%	18%
Cost	42%	33%	34%	24%
Not enough on offer for my age group	16%	22%	23%	26%
Distance to travel	17%	13%	16%	16%
Range of activities on offer	20%	16%	11%	4%
Nothing	19%	14%	12%	10%
Feel anxious about taking part	6%	7%	10%	14%
Access to public transport	7%	7%	8%	8%
Other	10%	9%	18%	32%

The box below lists some of the other barriers to participating in more sports/activities. A full list is available in the appendix.

"Appropriate exercise sessions for people with disabilities. Would like designated disabled swimming session."

"Better lighting is needed on Charford games field."

"Car parking charges add to cost of activity."

"Classes at Dolphin Centre oversubscribed."

"Cleanliness of changing facilities."

"Don't like sport."

"Facilities for senior citizens continually being eroded in favour of children and young people."

"Increased public swimming times, there are too many closed sessions."

"Keep myself active, I do not need to go to public centres."

"No public transport to Bromsgrove from Wythall."

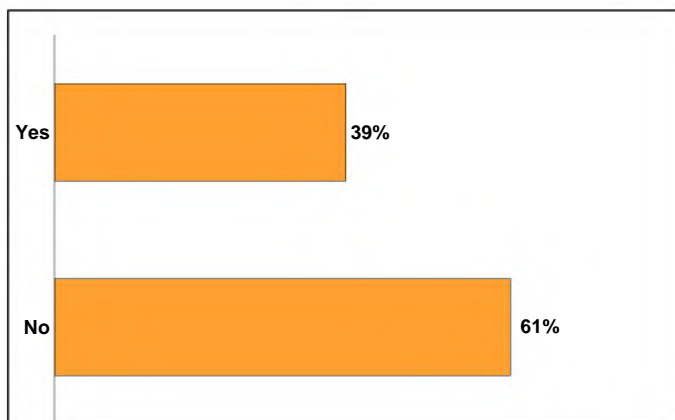
"Not enough crèche facilities at park times."

"Not enough information."

"Parking."

Respondents were asked whether they felt they had enough information to make choices about leisure activities, sessions and clubs on offer in the District. 39% said that they did have enough information and 61% said that they did not. Older respondents were more likely than younger respondents to say that they did get enough information on leisure activities in the District.

**Do you feel you have enough information to make a choice about the leisure activities etc in the District?**



**Base: All respondents (668)**

As a final question in this section of the questionnaire, respondents were asked to suggest any activities, sessions or clubs that are not currently offered. A sample is listed below, and a full list is available in the appendix.

- "A swimming pool local to Wythall."
- "A wider range of classes later in the evening."
- "After school clubs for mums and children (all ages)."
- "Beginners French conversation. Pottery."
- "Bodypump classes and power plate."
- "Bowling."
- "Boxercise? Fencing."
- "Family walking group."
- "Fencing with foil."
- "How do I know? See question 13 (Promote it, we get no local paper and no general mailshots due to our location)."
- "I think the people should have a say - surveys sent out or meetings for local people. More youth centres and educational courses."
- "I would introduce more family clubs, where all ages can socialise and be involved in activities."
- "I would like to play conkers."
- "Ice Rink. Swimming Pool."

"Pole dancing."

"Swimming baths."

"Swimming, rock climbing, walks."

"Tennis - more public courts available at reasonable prices."

"Tennis club in our locality."

"Woodrush has now gone. You can't go anywhere in Bromsgrove, it's too far and unknown. Go to Solihull."

## 9 OLDER PEOPLE

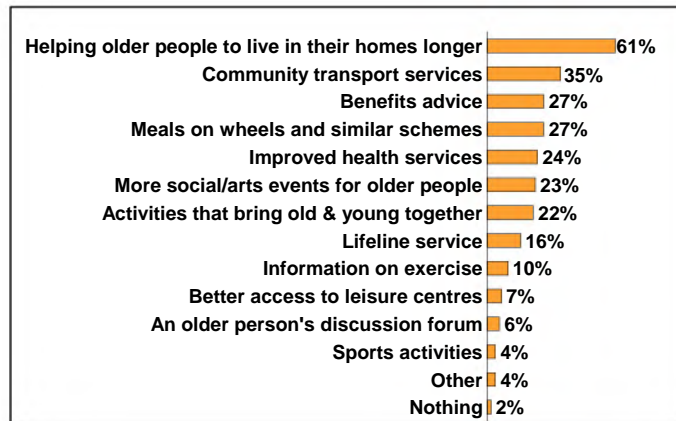
### 9.1 Introduction

The survey included one question asking residents what they felt the Council could do to most improve the lives of older people.

### 9.2 Improving the lives of older people

The majority (61%) felt that the Council should be doing more to help older residents to live in their homes for longer. 35% felt that community transport services and concessionary fares would help improve the lives of older people. Benefits advice (27%) and good neighbours schemes and meals on wheels (also 27%) were also thought to be good initiatives.

#### Which of the following would help improve the lives for older people?



Base: All respondents (651)

There were some interesting differences between age groups. In particular, younger respondents were more likely than older respondents to think that meals and wheels and similar good neighbours schemes are important. Younger people were also more likely than older respondents to think that activities that bring the young and old together would help to improve the lives of older people.

In contrast, older people were more likely than younger people to think that Lifeline services are important. The data for the key initiatives is shown in the following table.



<b>Which do you think would most help improve the lives of old people?</b>	<b>18-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65-74</b>	<b>75+</b>
Helping older people to live in their homes for longer	61%	57%	50%	60%	67%	67%
Community transport services	25%	35%	36%	34%	37%	27%
Benefits advice	18%	23%	23%	39%	32%	23%
Meals on wheels and good neighbour schemes	45%	37%	29%	26%	16%	18%
Health services	25%	22%	32%	19%	23%	24%
More social/arts activities	39%	27%	21%	19%	22%	17%
Activities that bring the old and the young together	27%	34%	27%	25%	12%	8%
Lifeline services	2%	13%	19%	17%	13%	22%

Some residents took the opportunity to make their suggestions as to what else the Council could do to improve the lives of older people

"Community transport if it were free."  
"Concessionary parking."  
"Contact with older people who are housebound."  
"More and better home care."  
"No bus service here! Help with parking charges."  
"Re-instalment of concessions."  
"Reinstate parking permits for over sixties, (weekdays only!). I shall have to go to Redditch to Tesco/Sainsbury."  
"Reinstate subsidised car parking."  
"Reinstate/instate/continue Concessionary parking permit for 60 years +."  
"Residential and nursing homes at more affordable prices."  
"Ring and ride transport."  
"Specially allotted car parking."

## 10 CHILDREN AND YOUNG PEOPLE

### 10.1 Introduction

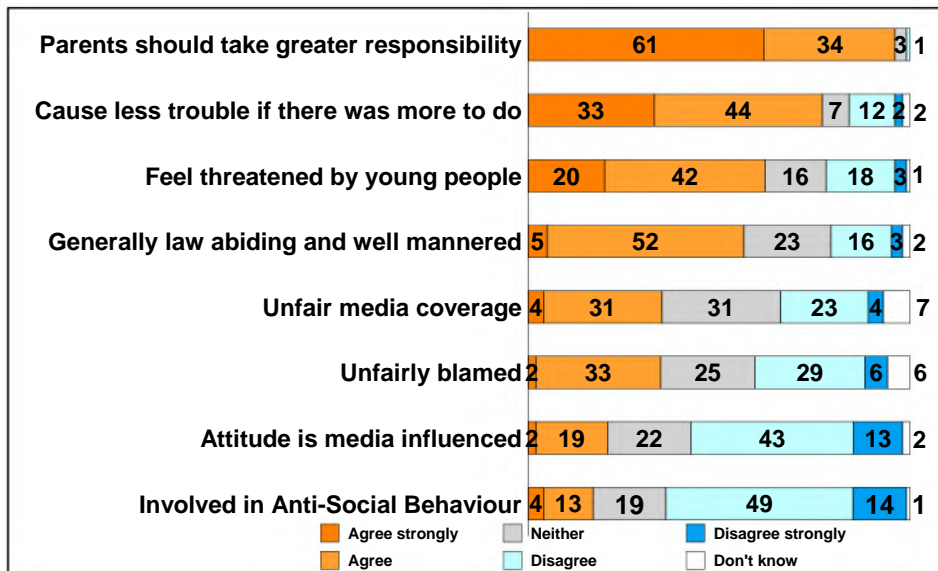
This section of the report looks at attitudes to young people, the issues people think affect young people and at what facilities the respondents thought should be invested in for children and young people.

### 10.2 Attitudes to children and young people

Respondents read a list of statements about children and young people and were asked to what extent they agreed or disagreed with each.

- 95% agreed that parents should take more responsibility for their teenage children
- 77% agreed that young people would cause less trouble if there was more for them to do
- 62% felt threatened by young people hanging around on streets
- 57% felt that young people are generally law abiding and well mannered
- 35% agreed the young people get unfair media coverage
- 35% felt that young people are unfairly blamed for issues that are out of their control
- 21% agreed that their attitude towards young people is influenced by the media
- 17% agreed that young people are always involved in antisocial behaviour

#### Do you agree with the following about young people in the area?



Base: All respondents (600-660)

Respondents with children were more positive about young people than those without children. This is shown in the table below.

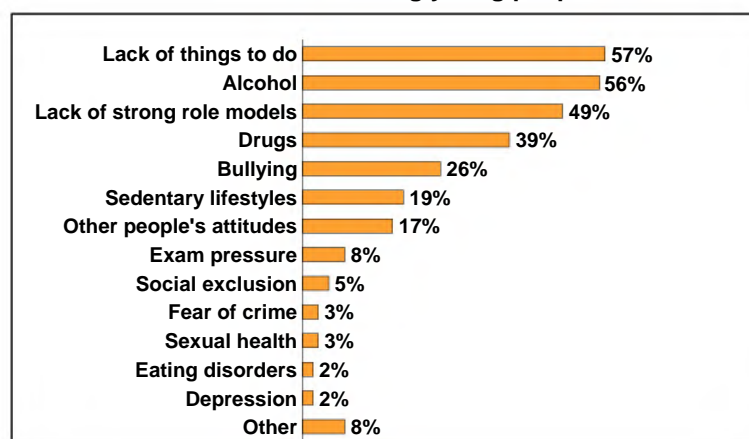
<b>% Agree</b>	Parents	Non parents
Parents should take more responsibility for their teenage children	91%	97%
Young people would cause less trouble if there was more for them to do	84%	75%
Feel threatened by young people hanging around on streets	53%	66%
Young people are generally law abiding and well mannered	58%	56%
Young people get unfair media coverage	45%	31%
Young people are unfairly blamed for issues that are out of their control	43%	31%
Attitude towards young people is influenced by the media	21%	20%
young people are always involved in antisocial behaviour	16%	18%

There were also some interesting differences between different age groups, in particular, those aged 18-34 were more likely than those aged 35 or over to feel threatened by young people (75% Vs. 62%) and were less likely to think that young people were generally law abiding (38% Vs 59%).

### 10.3 Issues affecting young people

Respondents were asked what they felt were the main issues affecting children and young people. 57% said that there was a lack of things for them to do, 56% said that alcohol was a problem and 49% said that a lack of strong role models was a problem.

#### What are the main issues affecting young people?



Base: All respondents (636)

There were few differences between subgroups, with the exception of those aged 18-34 being less likely to think that drugs were a problem (21%) than older respondents (42%).

A number of respondents took the opportunity of suggesting other issues that they felt were affecting children and young people. Some of the comments are listed below, the rest are contained in the appendix.

"Bad, misleading teaching. Lack of belief in mankind's creator, (giver of life)."

"Lack of discipline and punishment."

"Lack of discipline from parents particularly, schools and extremely poor involvement by Police."

"Parents giving their children quality time. Hectic working lives can lead to childrens' lives having no routine."

"Respect for themselves and others."

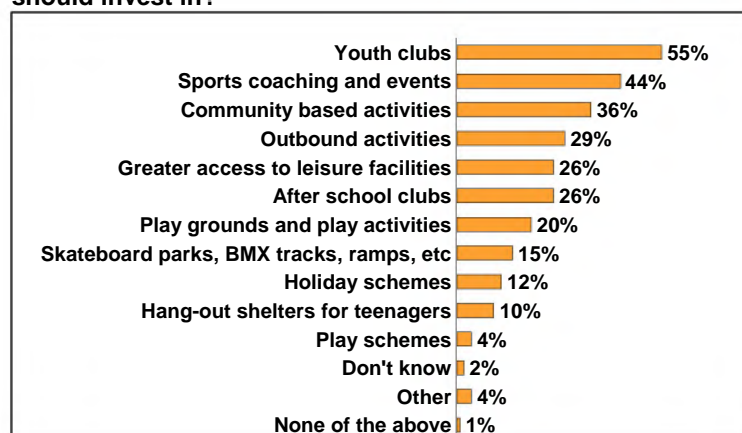
"Tony Blair's Human Rights Bill."

"We need safe and secured places for the 8-16 year olds parents who get told off if their children play outside their own houses. If you get PACT notices, alternatives should be offered."

#### 10.4 Facilities for young people

Residents were asked what facilities for young people they felt that the Council and its partners should invest in. Over half the sample (55%) said youth clubs, 44% said sports coaching and events and 36% said community based activities. There were no significant differences of note between subgroups.

**What facilities and activities do you think the Council should invest in?**



Base: All respondents (659)

Respondents were given the option of making other suggestions. A selection of these are listed below, and a full list can be found in the appendix.

"It is not the Council's function to keep kids occupied. Pressure should be put on parents."

"Living proof of mankind's creator and his purpose, (who is shortly to act on what he sees)."

"More inclusive 'young and old' activities, e.g. dancing."

"More subsidised leisure activities."

"Music and films."

"National Service would be more than worthwhile (if the Council could bring to bear some influence on this)."

"Parenting classes so helping reduce problems in next generation."

"Pay more attention to education, ensure more money for our children is provided by Government."

"Support for organisation who welcome members of all ages."

"We need a cinema, bowling alley, laser quest, etc."

## 11 BE SAFE AND FEEL SAFE

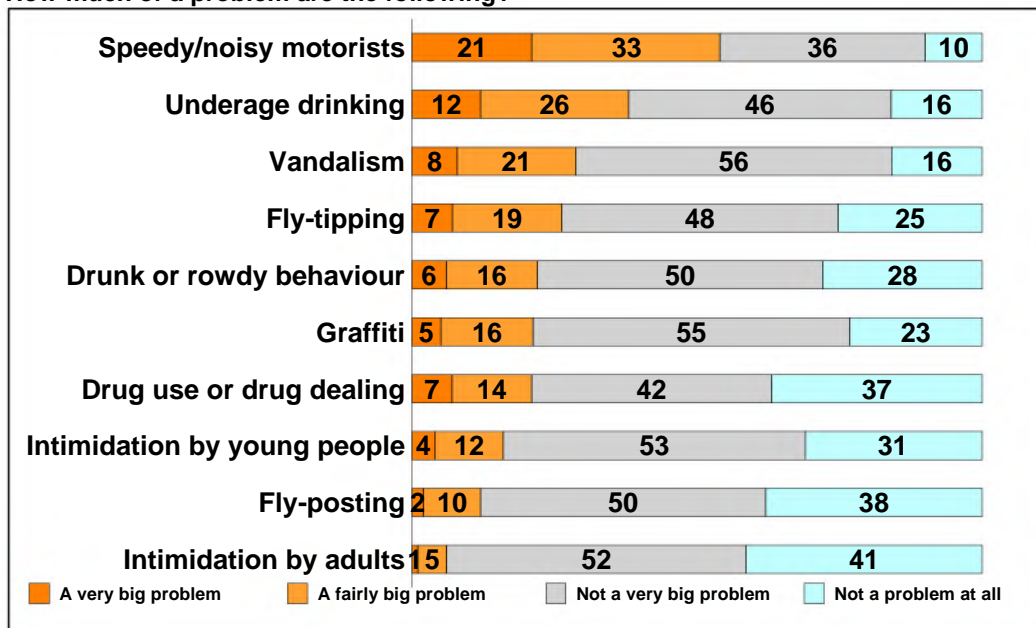
### 11.1 Introduction

This section looks at the responses to the questions on crime and antisocial behaviour (ASB). In particular, at the areas residents feel are problematic, the affect ASB has on the lives of residents, the impact of the media and attitudes to community safety officers and neighbourhood wardens.

### 11.2 Problems in local area

Residents were given a list of possible problems and were asked whether each was a very big problem, a fairly big problem, not a very big problem or not a problem at all. The main issues were speedy/noisy motorists (54% saying this was a very big or fairly big problem), followed by underage drinking (38%) and vandalism (29%).

How much of a problem are the following?



Base: All respondents (586~643)

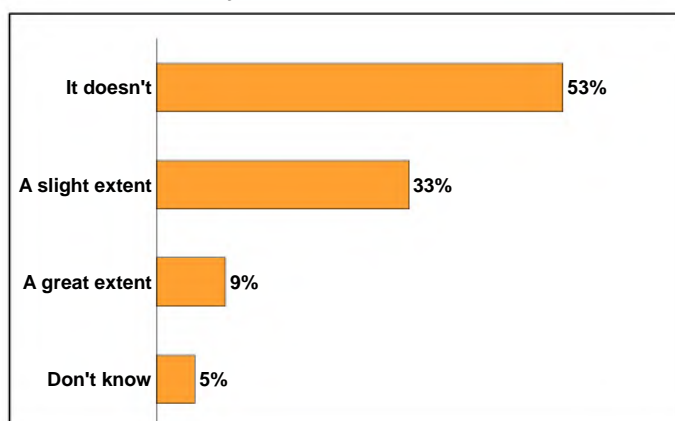
The data for the different areas is plotted in the table below:

	<b>% A very big or fairly big problem</b>			
	<b>Urban 1</b>	<b>Urban 2</b>	<b>Rural 1</b>	<b>Rural 2</b>
Vandalism	32%	36%	15%	22%
Graffiti	24%	28%	6%	18%
Speedy/noisy motorists	52%	62%	59%	44%
Underage drinking	39%	50%	26%	32%
Fly-tipping	21%	33%	36%	37%
Fly-posting	12%	14%	7%	22%
Intimidation by children and young people	19%	17%	8%	13%
Intimidation by adults	7%	8%	3%	2%
Drunk or rowdy behaviour	27%	17%	13%	15%
Drug use or drug dealing	23%	20%	14%	19%

### 11.3 The influence of the media

Respondents were asked the extent to which they felt that the media influenced their views on crime in their area. Over half (53%) said that it had no impact, but a third (33%) said it had some impact and almost one in ten (9%) said that the media influences their views on crime in their local area to a great extent.

#### To what extent does the media influence your views on crime in your area?



Base: All respondents (689)

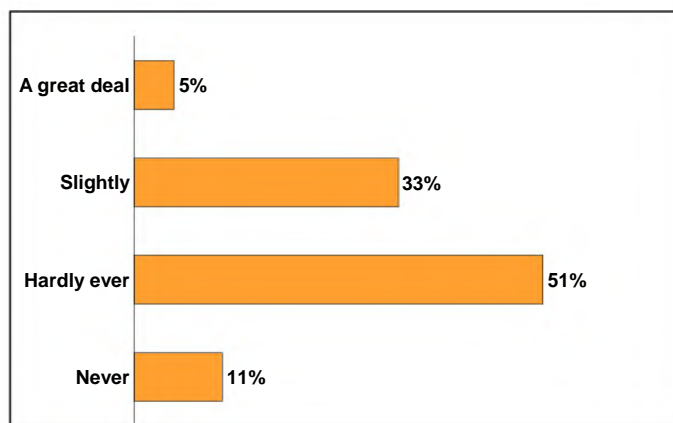
It is interesting to make comparisons between those who admitted that the media does influence their perception of crime, against those who said that the media does not influence their perception of crime, for different types of crimes and ASB. Whilst those that admitted that the media did influence their views were more likely than the rest of the sample to view all the aspects as problematic, the only aspects where the difference was mathematically significant was for vandalism and underage drinking:

- 34% of those who said that the media influences their views on crime in the area felt that vandalism was a problem- compared to 25% of those that said that the media does not influence their views of crime in the local area
- 42% of those that said the media influence their views on crime in the area said that underage drinking was a problem, compared to 34% of those who said the media does not influence their views of crime in the area.

#### 11.4 Affect of crime on daily life

Respondents were asked whether crime and ASB has an impact on their life. 5% said that it impacted their life a great deal, and a third (33%) said that it slightly impacted their life.

#### How does crime & anti-social behaviour affect your life?



Base: All respondents (687)

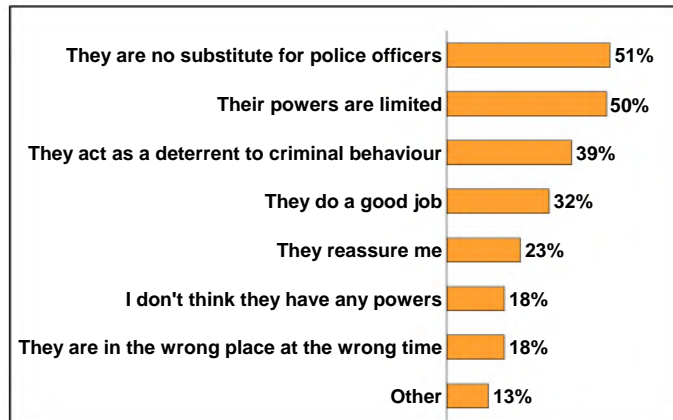
Just over half (51%) said that it hardly ever impacted their life and around one in ten (11%) said that it never impacted their life.



### 11.5 Community Support Officers and neighbourhood wardens

Respondents were asked what they thought of neighbourhood wardens, and were given a list of possible attitudes. Opinions were very mixed, with 51% saying that neighbourhood wardens are no substitute for police officers and 50% saying that their powers are limited, but 39% said that they act as a deterrent to criminal behaviour.

#### What do you think about community support officers and neighbourhood wardens?



All respondents: (690)

Respondents were given the opportunity to make other comments to this question. Some of the free text response is listed below, the rest is in the appendix.

"If the police aren't prepared to tackle crime, what on earth are the community officers and neighbourhood wardens supposed to do?"

"In Marlbrook one never sees a Police presence, let alone a community and safety officer or neighbourhood warden. Therefore my answers to question 30 are not a credit to the Police, (or the Council)."

"It's policing on the cheap. They are a waste of time."

"Lets see more of them outside Bromsgrove town centre."

"Neighbourhood wardens make me feel spied on, not nice."

"Putting semi-skilled police into area will have positive effect. Is a club bouncer a good safety role model? People who take these jobs will either be vigilantes or little Hitlers... dangerous."

"There just are not enough Police or CSOs' for Bromsgrove."

"They need to work later, weekdays and weekends."

"They should stop and speak to people, not just walk on by!"

"With limited powers it would be better to free police officers' time up by reducing their ""office"" time and getting them on the streets. Local police officers in an area mean they become part of it."

## 12 YOUR LOCAL AREA

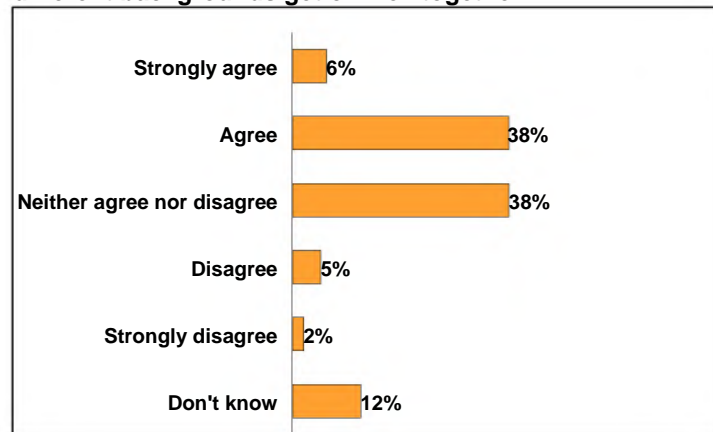
### 12.1 Introduction

The final section of the questionnaire asked residents what they felt about their local area. In particular, whether or not they felt that it is a place where people from different backgrounds get on well together, whether or not they felt they belong there and what they feel about the area in general. Respondents were told that for the purposes of the survey, their local area was being defined as being within 2 miles of where they live.

### 12.2 People from different backgrounds

To begin the section, respondents were asked whether or not they thought their local area is a place where people from different backgrounds get on well together. Only a small proportion of the sample disagreed (7%) while 43% agreed that people from different backgrounds get on well together. A significant proportion of the sample did not give an opinion (38% neither agreed or disagreed and 12% answered 'Don't know').

#### Is your local area a place where people from different backgrounds get on well together?



Base: All respondents (682)

When looking at the data for different areas, there was very little difference between the proportions of people agreeing as is shown in the table below.

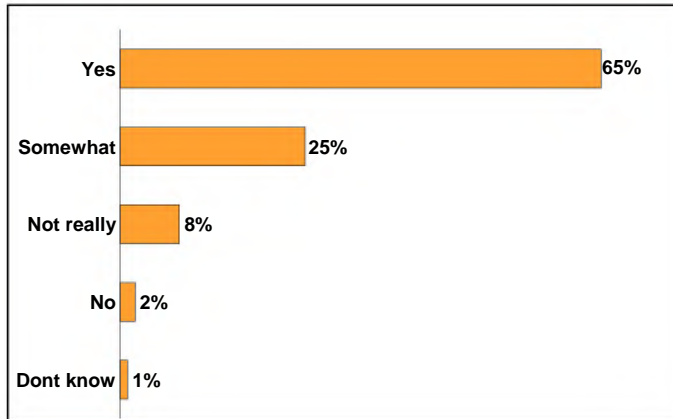
	Urban 1	Urban 2	Rural 1	Rural 2
My local area is a place where people from different backgrounds get on well together	42%	42%	45%	48%

There was also very little difference between the responses of BME (44% agreed) and non-BME (43% agreed) respondents.

### 12.3 Do you feel you belong in you local area?

65% of residents said that they felt they belong in their local area, 8% said that they did not really feel as if they belong in their local area, and 2% said that they did not feel like they belong at all.

#### Do you feel you 'belong' in your local area?



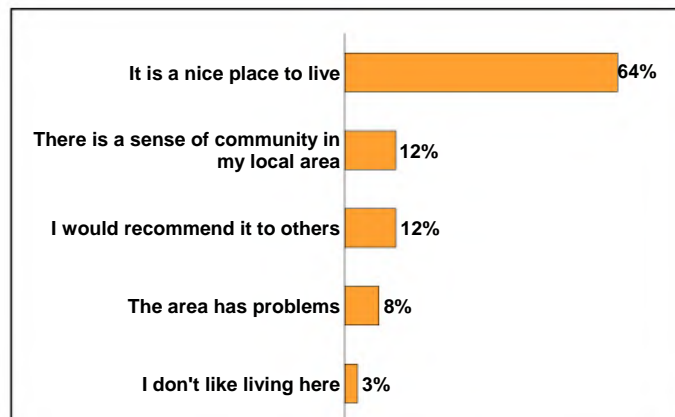
Base: All respondents (693)

There were no significant differences between BME and Non-BME respondents, and there was no particular geographical area that residents were more or less likely to feel that they belong to. The main difference, as we might expect, was that residents who had lived in their current home for over 5 years were more likely to feel that they belonged (69%) than those who had lived there less than 5 years (53%). Younger respondents were also less likely to say that they felt as if they belonged to the area.

### 12.4 Which best describes your local area

Respondents were asked which of a number of options they felt best described their local area. 64% said that there area is a nice place to live, 12% said that there is a sense of community in their area and 12% said they would recommend it to others. Only around one in ten respondents (12%) chose negative options: 8% said the area has problems and 2% said they don't like living here.

#### Which best describes your local area?



Base: All respondents (672)

There were few significant differences between different areas, with the exception of those in Urban 1 being significantly more likely than those in Rural 1 to say that the area has problems.

	Urban 1	Urban 2	Rural 1	Rural 2
It is a nice place to live	61%	67%	71%	73%
There is a sense of community in my local area	10%	14%	19%	14%
I would recommend it to others	14%	10%	7%	10%
The area has problems	11%	7%	2%	3%
I don't like living here	5%	2%	1%	-

As a final question, residents were asked to list three things that need improving in their local area. A selection is included below and a full list is available in the appendix.

- "1) No parking charges evenings and Sundays. 2) More high street national name shops. 3) Less litter."
- "1) The Council and the money that they waste. 2) Road network is appalling. 3) Council tax levels."
- "1. A decent family pub in the village. 2. Better parking facilities at local shops."
- "1. A second road sign at the junction of Hollywood Lane, and Corbett Road. 2. Quality of road surfaces. 3. Quality of footpaths."
- "1. Antisocial behaviour by young people. Hanging around old garage sites, etc., drinking and abusive. 2. More secure fencing put up in alleyways (Charford, estate). 3. Educate parents who turn their kids out on the street."
- "1. Better train services. 2. Better policing on beat. 3. Cleaner streets, sewers and drains."
- "1. Cross road junction Perryfields Road/Kidderminster Road not traffic lights, but a high sided roundabout. 2. All dogs must be on leashes in all public places. 3. ""Boy racers"" stopped in Bromsgrove."
- "1. Excessive litter on local roadsides, particularly the Bromsgrove Feeder Way Carriageway. 2. More precise timing on wheelie bin collection, say a definite 2 hour window, which may prevent bins being put out 24 hours early. At the moment, we never seem to be without bins lining our streets."
- "1. Improve shopping centre. 2. More facilities for teenagers. 3. More community policemen/women."
- "1. Improvement in pavements at junctions, which enable scooter users not to go onto the road. 2. Bobbies on the beat. 3. Control of speeding traffic in Houndsfield Lane (Alcester Road half)."

"1. Local shops/restaurants on the Oakalls Estate. 2. Lower Council Tax bills. 3. Better rubbish collection/street cleanliness."

"1. Main one is bus service. I was born in Romsley and it has never improved. 2. Community hall for old people to go. 3. Parking on roads (bends, close to junction, on verges) should have police checking for this, even if once a month."

"1. More police officers dealing with vandals. 2. Quicker repairs to local roads. 3. Better parking in Rubery Village."

"1. More police presence. 2. Removal of youths drinking at roadside most nights. 3. Litter dropped from recycling boxes and not picked up."

"1. Parents keeping better control on their young teenagers. 2. Stop youngsters swearing and drinking on the streets. 3. Stop rudeness of young people."

"1. Peterbrook Road needs to be closer monitored for speed. 2. Graffiti is an issue. 3. Some District sign are very dated."

"1. Police or community support. 2. Stop locals fly tipping on Chelworth Road/Apsley Croft (Birmingham border). 3. Provide dog poo bins and fine inconsiderate owners."

"1. Potholes in Shawhurst Lane. Walked it 26th March 2008 and counted 53. 2. Longer daily library. Closed half day Tuesday and all day Thursday. 3. Bus timetables on display."

"1. Prevention of traffic using roads as rat runs to and from motorways and Birmingham. 2. Adequate drainage for water from heavy rainfall. 3. Improvement of sewerage system to cope with new buildings."

"1. Protecting local countryside and no building. 2. Road types of recycling, i.e. plastic cartons/yoghurt pots, etc."