

RESIDENTS SURVEY 2024

FINAL REPORT

Produced by:
Performance, Consultation & Insight Unit
Stratford-on-Avon District Council
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APPENDICES

Appendix A - Thinking generally, which of the things below would you say are most important in making somewhere a good place to live? If other, please specify

Appendix B - Many Council Committee meetings are open to the public and the papers are openly available on the SDC website. If you ever wanted to contribute to the meeting would you prefer to...? Any other method of communication, please specify

Appendix C - How do you find out about Stratford District Council, e.g. news, services delivered, etc.? Other Sources

Appendix D - What information do you want/would like to receive from Stratford District Council? If other, please state below

Appendix E - In which places do you feel unsafe in Stratford District? If Other, please state below

Appendix F - If yes, where did you move from (including if within SDC area)? Please give the postcode only.

Appendix G - In which city, town, village or hamlet do you work?

1.0 Introduction

The Residents' Survey is used to measure what people think of the area in which they live, what they think about Stratford District Council services, and the way the District Council works. This survey replaced the Place Survey discontinued by the Government in mid-2010 and has been undertaken consistently since then.

The topic areas of the survey were: the local area in general, local decision making, service satisfaction, usage of services, information/Council in general, community safety/anti-social behaviour, contacting the Council, accessing SDC and climate change.

The survey is able to track changes in perception over time and to identify any gaps between current service levels and customer expectations. Usually, it is undertaken every two years.

The survey findings will also be used by the Council to help establish its priorities for the future, improve the way it works and how to make services better.

This document contains the findings from the 2024 Stratford-on-Avon District Council Residents' Survey.

2.0 Methodology

The methodology developed for the Residents' Survey was the same used in the 2008 national Place Survey. All questionnaires were distributed and returned through the UK Royal Mail postal system. Participants were able to request alternative formats.

This year saw a slight change in methodology, where no reminder was sent thus saving time not having to check off the questionnaires and it meant a higher number of households would have the opportunity to complete it.

The survey was conducted via postal self-completion questionnaires. Households were selected at random (by area) from the whole electoral roll, creating a list of 10,000 addresses (approximately 1 in every 6.7 households).

The survey took place between 4 June and 5 July. As an alternative, residents were given the option to complete the survey online. 1,669 responses were received, plus 84 returned to sender for a variety of reasons, i.e. address inaccessible etc, giving a response rate of 17%. The confidence interval of + or - 2.37% is well inside the standard of + or - 3%.

As per normal practice in local government, where a respondent did not answer a particular question or "don't know" (for the majority of questions) was an option, these have been taken out of the result. The term "base" in the tables and charts refer to the number of responses to a particular question. Unless otherwise stated this will refer to all respondents having the opportunity to answer a particular question.

Charts and tables are used throughout the report to assist the interpretation of the results. Where results do not sum to 100% this may be due to multiple responses, (i.e. where respondents are able to select a number of options rather than just one) or computer rounding.

All results in this report are weighted by gender, age, and household composition. This is consistent with previous Residents' Surveys. Where relevant, comparisons with similar questions in the 2014, 2017, 2019 and 2022 Residents' Survey are included to identify trends.

The comparison results by age, gender, and locality are only included in the report if they are statistically significant. When data is weighted small variations in the figures may

occur. If a comment on a particular result has not been made, it can be assumed that there is no strong relationship between the two questions, i.e. satisfaction with the authority by age. The significance is calculated by comparing the mean of a category with the overall mean using a "z-test". This establishes the level of significance between the two results. For this report, only results showing a significant relationship between the two have been included (*there is evidence of a relationship, significant at the 1% level or lower*).

3.0 Summary of Results

3.1 About the respondents and their local area

- 83% of those surveyed are satisfied with their local area as a place to live, down three percentage points on 2022 and the lowest score in the last ten years.
- Residents were asked to say what were the five most important things making somewhere a good place to live. The top five in the District were: the level of crime (62%); health services (60%); access to the countryside (35%); clean streets (33%) and road and pavement repairs (32%).
- Residents were asked to think about their local area and indicate up to five things that most need improving. The top five improvements were: road and pavement repairs (63%); the level of traffic congestion (49%); activities for teenagers (32%); public transport (32%) and the level of crime (31%).
- There were four issues which Alcester/Bidford residents felt were more important than average and also needed more improvement than average. These were: road and pavement repairs; affordable decent housing; level of crime; and health services.
- There were five issues which the residents of Henley/Studley felt were more important than average and also needed more improvement than average. These were: road and pavement repairs; level of traffic congestion; affordable decent housing; health services; and the level of crime.
- There were seven issues which the residents of the Stratford area felt were more important than average and also needed more improvement than average. These were: level of traffic congestion; road and pavement repairs; shopping facilities; affordable decent housing; clean streets; the level of crime; and health services.
- There were four issues which the residents of the Shipston area felt were more important than average and also needed more improvement than average. These were: road and pavement repairs; affordable decent housing; level of crime; and health services.
- There were five issues which the residents of the Wellesbourne/Kineton area felt was more important than average and also needed more improvement than average. These were: road and pavement repairs; public transport; affordable decent housing; broadband provision; and health services.
- There were six issues which the residents of the Shipston area felt were more important than average and also needed more improvement than average. These were: road and pavement repairs; public transport; affordable decent housing; shopping facilities; health services; and the level of crime.
- 73% of respondents felt very or fairly strongly that they belong to their immediate neighbourhood, up one percentage point on 2022.

- 50% of respondents tend to or definitely agree that their local area is a place where people from different backgrounds get on well together, four percentage points down on 2022.
- 67% of respondents felt that their local area economy was OK or better, while 33% felt it could be better or was really struggling. This is a much worse picture than 2019, when 79% thought their local economy was OK or better, and 21% felt it could be better or was really struggling. The most mentioned issue on the economy, highlighted by over a fifth of responses, was that of shop closures, and the associated empty shops.

3.2 Local Decision Making and Council in General

- The percentage of respondents who felt they could influence decisions fell again to another ten-year low, with only 26% agreeing they could influence local decision-making.
- Only 12% of respondents agreed that they can influence housing or business development within their local area, the same proportion as in 2022. As in 2022, 70% respondents felt they could not influence housing or business development.
- 55% of respondents are fairly or very satisfied with the way Stratford District Council runs things, down six percentage points on 2022. Almost a quarter of respondents were dissatisfied: the percentage stating that they were fairly or very dissatisfied rose by three percentage points compared to 2022.
- 44% of respondents tend to or strongly agree that Stratford District Council provides value for money. This is a slight increase on 2022.
- 58% of respondents agree a great deal or to some extent that Stratford District Council is making the local area a better place to live. This is down five percentage points on 2022, and the lowest figure seen over the past ten years.
- 45% of respondents agree a great deal or to some extent that Stratford District Council is working to make the area safer, nine percentage points lower than in 2022, and substantially lower than in 2014-17.
- 54% of residents agree a great deal or to some extent that Stratford District Council is working to make the area cleaner and greener, a fall of four percentage points on 2022, and 13 percentage points lower than 2014.
- 54% of respondents felt that the Council were making a great deal of progress or were making progress to some extent in tackling climate change. This is an increase of 18 percentage points on 2022.
- 25% of respondents felt that SDC had improved town centres in the local area a great deal or to some extent. This is a fall of 10 percentage points on 2022 and the lowest level seen over the past ten years.
- 31% agreed a great deal or to some extent that SDC involves residents when making decisions – a slight drop on 2022.
- 33% of respondents felt agreed that SDC acts on residents' concerns a great deal or to some extent, one percentage point lower than in 2022.

3.3 Information

- Information provided by the Council was the most popular way of finding out about SDC for respondents, with 54% choosing this.
- 44% of respondents felt that SDC keeps residents very or quite well informed about services and benefits. This is a drop of 13 percentage points on 2022.
- This year's survey saw the proportion of residents saying that 'SDC does not keep residents well informed at all' rise to 16%, five points higher than 2022.
- Only 20% of residents felt very or quite well informed about how they can get involved in decision making. This is the lowest result for the last ten years.
- 43% felt very or fairly well informed on what the Council spends its money on. This is a three-percentage point drop on 2022, and the lowest score over the last ten years.
- Almost two-thirds wished to have information on the Council's priorities and planning matters. 56% wanted more on recycling and exactly half wished to see details of events and markets.
- Overall, 27% found it very easy or quite easy to find news and updates about the Council and 20% found it quite difficult or every difficult.
- 51% of respondents were very or fairly satisfied with SDC's website, up four percentage points on 2022. Additionally almost one in five respondents never visited the website.

3.4 Stratford District Council Services

- 57% of respondents said that they were very or fairly satisfied with the way SDC kept public land clear of litter and refuse. Satisfaction levels have been dropping continuously over the last ten years, and this is the lowest levels of satisfaction seen over this time.
- 70% of residents were very or fairly satisfied with doorstep recycling, a drop of 12 percentage points on 2014.
- 47% of residents were very or fairly satisfied with sport/leisure facilities, a slight fall on 2022 and the same level as seen in 2014.
- 69% of residents felt very or fairly satisfied with the parks and open spaces provided by SDC, a slight fall of two percentage points on 2022.
- Satisfaction/dissatisfaction with play areas remained static, with the same proportions as in 2022 feeling satisfied (59%) and dissatisfied (12%).
- 38% of respondents were satisfied with car parking provided by SDC, a ten-year low and eight points down on 2022.
- 33% of those surveyed were satisfied with the public toilets provided by SDC, down six points on 2022 and the lowest level seen over the past ten years.
- 48% of respondents were satisfied with grass cutting, down nine percentage points on 2022 and the lowest score seen over the past five surveys.

- 20% felt satisfied with the processing of planning applications by SDC, the lowest level seen over ten years.
- 14% of respondents were satisfied with how SDC develops planning policies, a slight fall of one percentage point on 2022.
- 19% of respondents were satisfied with SDC's housing services, a slight fall of one point on 2022. While dissatisfaction increased three points on 2022, it remained lower than in 2017-19.
- The frequency of using sports/leisure facilities has remained fairly static over the past ten years. The proportion using them almost every day rose two points on 2022, while the proportion who had used them longer ago or never used them fell from 51% to 48%.
- 52% use SDC's parks and open spaces at least once a week or almost every day. This is, again, the highest figure seen over the last ten years.
- 17% of those surveyed use SDC's play areas at least once a week or even almost every day, the lowest figure seen over the last ten years.
- 52% of respondents use SDC's car parking facilities at least once a week or more.

3.5 Community Safety/Anti-social Behaviour

- 66% said they felt either fairly or very safe after dark, down three percentage points on 2022. Equally, the proportion feeling fairly or very unsafe after dark has risen to 20% - the highest score across all five surveys.
- 89% of residents felt fairly or very safe during the day, down four points on 2022 and the lowest level seen over the past ten years. The proportions feeling fairly or very unsafe during the day increased to 5%.
- Four in ten felt unsafe at or around bus stops/train stations or taxi ranks. 38% indicated open spaces and 36% in car parks across the District.
- The biggest problems in terms of anti-social behaviour were fly tipping and rural crime, with both seeing 39% respondents saying that they were a very or a fairly big problem.
- 37% of respondents regard dog fouling as a very or fairly big problem, a fall of five percentage points on 2022.
- 39% of respondents regard fly tipping as a very or fairly big problem, a fall of three points on 2022.
- 39% of respondents felt that rural crime was a very or fairly big problem, up three points on 2022.
- 35% think people using or dealing drugs are a very or fairly big problem, a rise of six percentage points on 2022.
- 29% felt that rubbish or litter lying around was a very big or fairly big problem, the same as 2022.
- 36% of respondents thought anti-social vehicle use such as racing was a fairly or big problem, an increase of seven percentage points since 2022.

- 21% of respondents were of the opinion that groups hanging around the streets was a very or fairly big problem, up six points on 2022 and the highest level seen over the past five surveys.
- 24% of respondents regard people being drunk or rowdy in public places as a very or fairly big problem, a substantial rise of 12 percentage points on 2022 and the highest level seen over the past ten years.
- 10% of residents felt noisy neighbours or loud parties were a fairly or very big problem. This level has remained fairly flat over the past five surveys.

3.6 Contacting Stratford-on-Avon District Council

- 39% of respondents said that they had not contacted SDC in the last twelve months at all.
- The most popular reason for contacting SDC was to report an issue or problem. This was closely followed by to ask for advice or information.
- Telephone has been and continues to be the main method of contacting SDC, with 53% of respondents saying they had used it in this year's survey.
- 75% were very or fairly satisfied with the length of time it took to be dealt with, a rise of four points on 2022.
- 72% were fairly or very satisfied with any information they were given, while 15% were fairly or very dissatisfied. Scores have remained at the same sort of level over the course of the last five surveys.
- 67% were satisfied with the explanation of process, procedures and advice, a fall of two percentage points on 2022 and the lowest rate seen over the past ten years.
- 76% of residents were very or fairly satisfied with how competent the staff were, the same as in 2022.
- 79% were satisfied with how helpful the staff were, a rise of four points on 2022. Dissatisfaction fell slightly on 2022, down two points.
- 72% of those surveyed were very or fairly satisfied with the final outcome, an increase of five points on 2022.
- 74% of residents confirmed that they found it fairly or very easy to access SDC services in the last 12 months, down two percentage points on 2022, and down five points on 2017.
- 72% of residents were fairly or very satisfied with the service they received the last time they made contact with the Council, up three points on 2022.

3.7 Accessing Stratford-on-Avon District Council

- The most popular choice for how residents would like to contact the Council in the future was via email (70%), followed by telephone (51%). 42% would like to use the Council website/internet.
- Those who responded that they would prefer not to use the internet or SDC's website to contact the Council were asked why that was so. The main reason given was that people would rather speak to a person, either over the telephone or face

to face.

- The proportion of residents saying that their internet connection is good stands at 47%. 37% feel it is OK, 13% rate it poor and 3% do not use the internet.
- Asked how much trust and confidence respondents have in the council managing their personal data effectively, exactly a third at a lot of trust, 38% a little amount of trust and 9% had none at all. 20% of respondents had not contacted the Council.

3.8 Climate Change

- As in the previous two surveys, re-use and recycle as much as possible was the most implemented action already taken, with 92% saying that they have done this compared to 88% in 2022 and 91% in 2019.
- The main barrier they have encountered to implementing sustainable changes and how the Council could help to overcome this was that of the cost of implementing the different actions.
- 73% of respondents are interested in the planting of trees and enhancement of biodiversity. 45% would like to see more information about the investment in local renewable energy generation and 44% wanted details on planning policies to require low carbon homes and buildings to be built.

4.0 Main Findings

4.1 About you and your local area

4.1.1 Satisfaction with the local area as a place to live

83% of those surveyed are satisfied with their local area as a place to live, down three percentage points on 2022 and the lowest score in the last ten years.

Dissatisfaction increased again, up one percentage point on 2022. These dissatisfaction levels are the highest seen over the ten-year period.

Looking at significant 2024 results:

- ❖ Stratford locality residents (76%) were less likely to be satisfied. 89% of residents in Henley/Studley area were satisfied.
- ❖ Female respondents were more satisfied than males respondents 86% vs 82%.
- ❖ Those in the 35 to 49 year old age group, were less likely to be satisfied with the area as a place to live – 81%.

Figure 1: Residents' satisfaction with their local area as a place to live

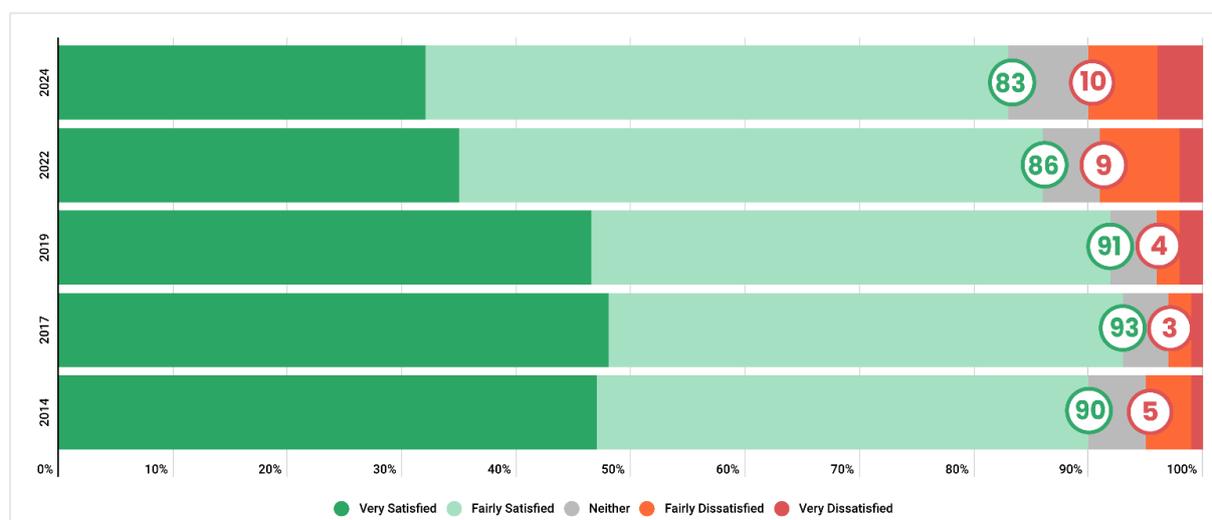


Table 1: Residents' satisfaction with their local area as a place to live, by year

	Very Satisfied %	Fairly Satisfied %	Neither %	Fairly Dissatisfied %	Very Dissatisfied %
2024	32	51	7	6	4
2022	35	51	5	7	2
2019	46	45	4	2	2
2017	48	45	4	2	1
2014	47	43	5	4	1

Base: (2024: 1,650), (2022: 1,853), (2019: 1,787), (2017: 1,883), (2014: 1,896)

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Table 2: Residents' satisfaction with their local area as a place to live, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	38	35	23	39	29	40
Fairly satisfied	51	5	53	48	57	47
Neither satisfied/dissatisfied	5	9	8	7	6	4
Fairly dissatisfied	4	4	8	3	5	8
Very dissatisfied	2	2	7	3	3	1
Base: (All Respondents)	<i>(244)</i>	<i>(257)</i>	<i>(422)</i>	<i>(272)</i>	<i>(172)</i>	<i>(232)</i>

Table 3: Residents' satisfaction with their local area as a place to live by profile

	RESULT %
Total	83
GENDER	
Male	82
Female	85
AGE GROUP	
18-34	84
35-49	81
50-64	85
65+	87
ACCOMMODATION TENURE	
Owned outright	85
Buying on mortgage	83
Rent from housing association/trust	78
Rent from private landlord	82
DISABILITY	
Disability - Yes	78
Disability - No	87
CHILDREN	
Children in household age 17 and under	79
No children in household	85

4.1.2 Satisfaction with the way SDC runs things

55% of respondents are fairly or very satisfied with the way Stratford District Council runs things, down six percentage points on 2022.

Almost a quarter of respondents were dissatisfied: the percentage stating that they were fairly or very dissatisfied rose by three percentage points compared to 2022 and was 15 percentage points higher than 2017.

Looking at significant 2024 results:

- ❖ Southam residents were the most satisfied area of the six at 62%. Stratford-upon-Avon residents (50%) were less likely to be satisfied than the other five areas.
- ❖ Female respondents were more satisfied than male respondents 60% vs 52%.
- ❖ Those aged 65 plus were the most satisfied with how SDC runs things at 65%. 48% in the 18 to 34 years olds group were satisfied.

Figure 2: Residents' satisfaction with the way SDC runs things

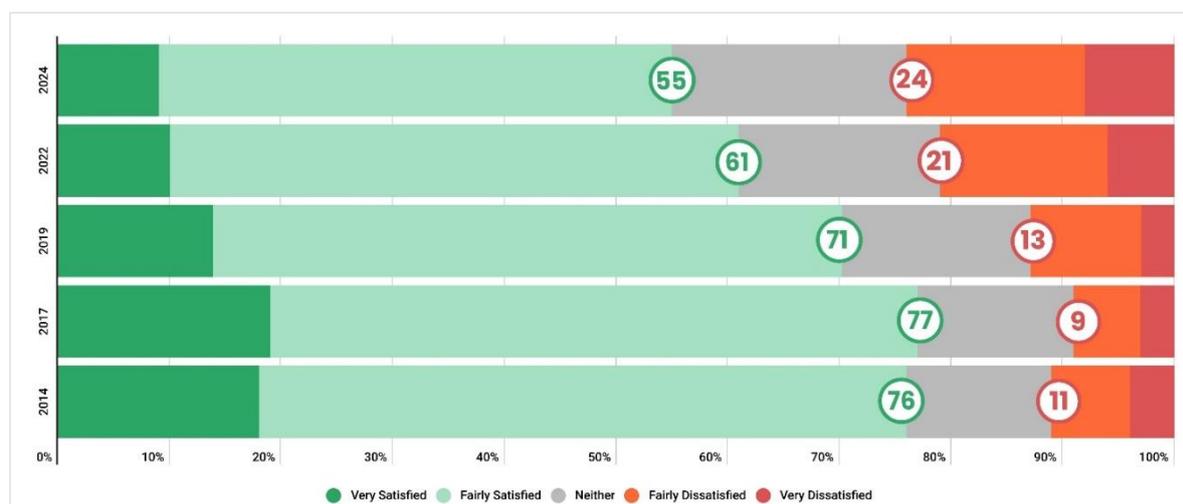


Table 4: Residents' satisfaction with the way SDC runs things, by year

	Very Satisfied %	Fairly Satisfied %	Neither %	Fairly Dissatisfied %	Very Dissatisfied %
2024	9	46	21	16	8
2022	10	51	18	15	6
2019	14	57	17	10	3
2017	19	58	14	6	3
2014	18	58	13	7	4

Base: (2024: 1,633), (2022: 1,857), (2019: 1,788), (2017: 1,840), (2014: 1,837)

Table 5: Residents' satisfaction with the way SDC runs things, by locality

BY LOCALITY	Henley/ Studley	Alcester /Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	14	10	7	8	6	14
Fairly satisfied	42	47	42	52	49	49
Neither satisfied/dissatisfied	22	22	20	17	22	24
Fairly dissatisfied	17	16	17	16	18	9
Very dissatisfied	5	6	13	8	5	5
Base: (All Respondents)	(243)	(254)	(418)	(271)	(168)	(230)

Table 6: Residents' satisfaction with the way SDC runs things by profile

	RESULT %
Total	55
GENDER	
Male	52
Female	60
AGE GROUP	
18-34	49
35-49	55
50-64	55
65+	65
ACCOMMODATION TENURE	
Owned outright	57
Buying on mortgage	53
Rent from housing association/trust	46
Rent from private landlord	63
DISABILITY	
Disability - Yes	54
Disability - No	56
CHILDREN	
Children in household age 17 and under	47
No children in household	59

4.1.3 Value for Money

44% of respondents tend to or strongly agree that Stratford District Council provides value for money. This is a slight increase on 2022 but still lower than percentages seen between 2014 and 2019.

26% tend to or strongly disagree, a drop on 2022.

Looking at significant 2024 results:

- ❖ Whereas 47% of Henley/Studley residents felt SDC provided value for money, this fell to 39% for those living in the Shipston area.
- ❖ 52% of those aged 65 plus felt that SDC provides value for money, compared with 39% of those respondents in the 18 to 34 age group category.

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Figure 3: Residents' agreement that SDC provides value for money

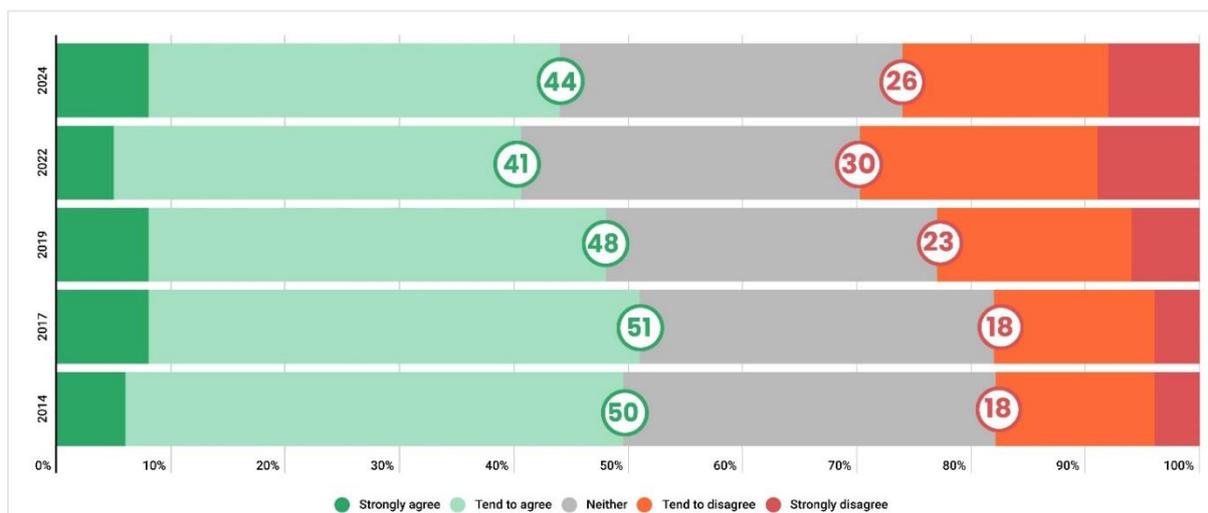


Table 7: Residents' agreement that SDC provides value for money, by year

	Strongly Agree %	Tend to Agree %	Neither %	Tend to Disagree %	Strongly Disagree %
2024	8	36	30	18	8
2022	5	36	30	21	9
2019	8	40	29	17	6
2017	8	43	31	14	4
2014	6	44	33	14	4

Base: (2024: 1,622), (2022: 1,857), (2019: 1,788), (2017: 1,840), (2014: 1,837)

Table 8: Residents' agreement that SDC provides value for money, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Strongly agree	7	6	7	4	11	14
Tend to agree	41	38	35	36	33	31
Neither agree nor disagree	32	29	26	35	29	35
Tend to disagree	16	21	20	18	20	12
Strongly disagree	5	6	11	7	8	9
Base: (All Respondents)	(242)	(252)	(416)	(269)	(163)	(229)

4.1.4 What's important in making somewhere a good place to live

Residents were asked to say what were the five most important things making somewhere a good place to live. The top five in the District were: the level of crime (61.9%); health services (59.8%); access to the countryside (35.1%); clean streets (33.4%) and road and pavement repairs (32.3%).

Compared with 2022, the top two most important things saw a rise in the proportion of respondents choosing them, with 'road and pavement repairs' in fifth place seeing a rise of nine percentage points.

Access to the countryside saw a fall of 5.4 percentage points in the proportion of residents who thought it most important in making somewhere a good place to live, while affordable decent housing saw a 3.9 percentage point fall. Public transport went up 3.1 points possibly due to the recovery after covid.

Looking at significant 2024 results:

- ❖ **Access to the countryside** was significantly more important for respondents living in Alcester/Bidford, Shipston and Southam than those living in Stratford. It was more important than any other age group for the over 65s (38%).
- ❖ **Activities for teenagers** was more important to those in the 35- to 49-year-old age group.
- ❖ **Affordable decent housing** was most important to the over 65 age group (35%).
- ❖ **Broadband provision** was significantly less important for respondents living in Stratford locality (13%), than for those living in Wellesbourne/Kineton locality (35%).
- ❖ **Clean streets** were more important to those aged 35 to 49 (39%) and in Stratford locality.
- ❖ **Community activities** were more important for those aged 18 to 34 (13%).
- ❖ **Cultural facilities** were more important in Stratford locality (16%) and less so in the Southam area (9%).
- ❖ **Education provision** was more important for those aged 35-49 (35%) than other age groups. It was more important to those living in Stratford and Southam (both 29%) than Henley/Studley (21%).
- ❖ Those aged 18-34 were more likely than other groups to say that **facilities for young children** were important (13%). In Shipston at 12%, was the highest for all areas.
- ❖ 73% of those aged 65 plus felt **health services** were in the top five most important. It is more important to female respondents at 63%.
- ❖ **Job prospects** was important for 13% of the youngest age group.
- ❖ In terms of **level of crime**, 76% of the 18-to-34-year age group placed it in their top five most important. In comparison, 46% of over 65s put it in theirs. In terms of locality 68% of Southam residents felt it important, compared with 53% in the Shipston area.
- ❖ For **level of pollution**, this was ranked higher by male respondents at 15%. It was least important for the older members of the population.
- ❖ Those in the 18- to 34-year-old category were more likely to have the **level of traffic**

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congestion as an important issue (35%). It was more important to those living in Stratford town (38%), than the lowest figure in Southam at 17%. Male respondents ranked it higher than female respondents 32% vs 25%.

- ❖ **Parks and open spaces** were higher in importance the younger the respondents were, 35% for both 18- to 34-year-olds and 35 to 49 year olds. It was more important for those living in Stratford town (33%) than 21% in Henley/Studley and Shipston.
- ❖ **Public transport** at 24% was in the top five most important for those 65 plus. It was more important for those in Shipston and Southam than in Stratford.
- ❖ **Road and pavement repairs** at 37% were important to those aged 65 plus. It was less of importance to those living in Stratford town (29%). Men were more likely to rate road and pavement repairs as important (36% vs 28% women).
- ❖ **Shopping facilities** was more important for over 50s at 25% than younger people (17%) and for those living in Stratford (28%), than those living elsewhere.
- ❖ **Sports and leisure facilities** were most important for those in the 35 to 49 years old age bracket (22%).
- ❖ **Transport links** was more important for those living in Henley/Studley (21%).

Table 9: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

Response	2017 %	2019 %	2022 %	2024 %	% Difference on 2022
The level of crime	57.3	55.7	58.3	61.9	+3.6
Health services	56.8	56.5	57.5	59.8	+2.3
Access to countryside	44.2	36.4	40.5	35.1	-5.4
Clean streets	38.4	32.1	35.3	33.4	-1.9
Road and pavement repairs	20.6	19.9	23.3	32.3	+9.0
Level of traffic congestion	29.0	25.1	25.4	28.3	+2.9
Education provision	34.8	30.2	28.8	26.9	-1.7
Affordable decent housing	27.2	29.3	30.4	26.5	-3.9
Parks and open spaces	25.5	26.9	28.0	26.4	-1.6
Shopping facilities	20.7	23.0	23.1	21.9	-1.2
Broadband provision	-	21.9	21.3	21.8	+0.5
Public transport	18.5	22.0	14.5	17.6	+3.1
Transport links	16.2	18.3	17.9	14.9	-3.0
The level of pollution	12.8	11.8	11.4	12.8	+1.4
Sports and leisure facilities	11.4	12.6	11.5	12.0	+0.5
Cultural facilities	13.7	14.8	9.0	12.0	+3.0
Community activities	12.4	11.3	9.7	9.9	+0.2
Activities for teenagers	10.8	10.1	11.7	9.3	-2.4
Job prospects	14.6	13.0	12.0	9.2	-2.8
Facilities for young children	13.0	10.2	8.4	7.4	-1.0
Activities for older people	-	-	7.8	6.5	-1.3
Other	1.7	1.3	3.5	2.3	-1.3
Base: (All Respondents)	(1,644)	(1,563)	(1,731)	(1,548)	

30 responses were received to 'other'. These covered a range of topics including mowing, speeding and parking. All the comments can be read in full in Appendix A.

4.1.5 Most important in making somewhere a good place to live – by localities, compared to previous years?

Health services were considered the most important factor in two of the six localities: Alcester/Bidford and Shipston. Level of crime was considered the most important factor in the other four: Henley/Studley, Southam, Stratford and Wellesbourne/Kinerton.

Most important in making somewhere a good place to live – Alcester/Bidford Locality

Health services was the most important factor for Alcester/Bidford residents at 65% (down 5 points), closely followed level of crime at 57%.

Table 10: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

ALCESTER/BIDFORD LOCALITY	2017 %	2019 %	2022 %	2024 %
Health services	61	57	70	65
Level of crime	62	58	57	57
Access to countryside	49	39	44	41
Road & pavement repairs*	-	-	-	35
Clean streets	38	32	36	33
Base: (All Respondents)	(291)	(269)	(256)	(237)

*New into the top five 2024

Most important in making somewhere a good place to live – Henley/Studley Locality

The level of crime remained the most important factor across the four surveys for those living in the Henley/Studley locality, followed by health services.

Table 11: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

HENLEY/STUDLEY LOCALITY	2017 %	2019 %	2022 %	2024 %
Level of crime	63	61	63	65
Health services	63	57	52	59
Access to countryside	51	42	45	38
Clean streets	45	33	34	35
Road & pavement repairs*	-	-	-	34
Base: (All Respondents)	(284)	(216)	(203)	(227)

*New into the top five 2024

Most important in making somewhere a good place to live - Shipston Locality

Health services is the most important issue for those living in Shipston locality followed by the level of crime.

Table 12: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

SHIPSTON LOCALITY	2017 %	2019 %	2022 %	2024 %
Health services	65	54	53	59
Level of crime	47	57	56	53
Access to countryside	51	45	52	41
Road & pavement repairs*	-	-	-	38
Affordable decent housing	32	35	32	29
Base: (All Respondents)	(271)	(246)	(229)	(257)

*New into the top five 2024

Most important in making somewhere a good place to live – Southam Locality

Level of crime rose eight percentage points to 68% and 14 points more than 2019. Health services increased by five percentage points to 58%.

Table 13: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

SOUTHAM LOCALITY	2017 %	2019 %	2022 %	2024 %
Level of crime	61	54	60	68
Health services	49	57	53	58
Access to countryside	47	36	43	41
Clean streets	39	31	35	33
Road & pavement repairs*	-	-	-	31
Base: (All Respondents)	(198)	(206)	(177)	(220)

*New into the top five 2024

Most important in making somewhere a good place to live – Stratford Locality

The level of crime has become the most important aspect for those living in Stratford. It has increased by 13 points from 53% to 66%. Health services fell to second place, but the percentage rose four points.

Table 14: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

STRATFORD LOCALITY	2017 %	2019 %	2022 %	2024 %
Level of crime	55	54	53	66
Health services	49	56	56	60
Level of traffic congestion	35	35	35	38
Clean streets	35	38	39	38
Parks and open spaces	32	34	35	33
Base: (All Respondents)	(380)	(307)	(335)	(398)

Most important in making somewhere a good place to live – Wellesbourne/ Kineton Locality

The level of crime fell 6 percentage points on 2022 but remained the most important issue in the locality. Health services remained high at 57%, three points lower than 2022.

Table 15: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

WELLESBOURNE/KINETON LOCALITY	2017 %	2019 %	2022 %	2024 %
Level of crime	55	47	65	59
Health of services	56	59	60	57
Access to countryside	51	34	39	36
Broadband provision	-	-	-	35
Clean streets	40	30	34	31
Road & pavement repairs*	-	-	-	31
Base: (All Respondents)	(203)	(206)	(167)	(163)

*New into the top six 2024

4.1.6 What things most need improving?

Residents were asked to think about their local area and indicate up to five things that most need improving. The top five improvements were: road and pavement repairs (62.8%); the level of traffic congestion (48.8%); activities for teenagers (32.1%); public transport (31.7%) and the level of crime (30.7%).

The top three have remained unchanged over the last four surveys; however, there have been some changes over this time in the amount of support each option has had. Notably, the proportion of residents who said road and pavement repairs needed improvement has risen over the last seven years, from 45.1% in 2017 to 62.8% in 2024 and for the level of traffic congestion this has gone up from 42.9% in 2022 to 48.8%. The proportion thinking the level of crime needed improvement has risen from 14.2% in 2017 to 30.7% in 2024.

In contrast those saying the facilities for young children needed improvement has fallen from 14.9% in 2022 to 9.1% in 2024.

Looking at significant 2024 results:

- ❖ Those aged 35-49 were more likely to see **activities for teenagers** as needing improvement. Those in Wellesbourne/Kineton area were more likely to feel it needed improving (40%). Women were more likely than men to say that activities for teenagers (36% vs 30%) needs improvement.
- ❖ For **activities for older people**, 13% in Wellesbourne/Kineton felt it required improving, the highest level. 10% of vier 65s rated it as needing improvement.
- ❖ **Affordable decent housing** was more an improvement issue for residents of Shipston (33%) than those living in Stratford locality (24%). Those aged 18-34 were least likely to say affordable decent housing needs improving.
- ❖ **Broadband provision** was particularly more a need for residents of Wellesbourne/Kineton (28%) than other localities. Those aged 18-34 were more likely to say broadband provision needs improving.
- ❖ **Clean streets** was a bigger improvement issue for those in Henley/Studley locality (22%).

- ❖ **Education provision** improvement was highest for those aged 35 to 49 with a figure of 11%.
- ❖ **Facilities for young children** was more important for improvements in Alcester/Bidford locality at 15%. Those aged 35-49 were more likely to say that facilities for young children need improvement.
- ❖ **Health services** were considered more in need of improvement by those living in Shipston locality than those in any other areas (36%).
- ❖ **Job prospects** was more important for those living in the Southam area (15%). Those aged 35-49 were more likely to say that job prospects need improvement.
- ❖ **Level of crime** was particularly considered in need of improvement by those in Stratford locality compared to other areas (42%). In comparison it was 16% in Wellesbourne/Kineton.
- ❖ **Level of pollution** was most in need of improvement for those aged up to 34.
- ❖ **Level of traffic congestion** remained significantly more in need of improvement for residents of Stratford (79%) than other areas. Southam was 22% in comparison. Those aged 18-34 were more likely to put down the level of traffic congestion requiring improvement than other age groups (58%). Men put this higher than women, 55% against 44%.
- ❖ For **parks and open spaces**, 13% of Stratford locality residents felt improvement was necessary. Those aged 18-34 were more likely to say that parks and open spaces need improvement.
- ❖ **Public transport** was considered less in need of improvement in Stratford (23%) than in all other areas. The highest figure was for Southam (42%). Public transport was seen as needing improvement by those in the 50-64 age group more than other age groups (35%). 35% of female respondents ranked this as important to improve.
- ❖ Those aged 65+ were more likely to see **road and pavement repairs** as needing improvement (67%). By locality, Alcester/Bidford and Henley/Studley residents were more likely to say improvement necessary at 68%. Men were more likely than women to say that road and pavement repairs (68% vs 57%) need improvement.
- ❖ **Shopping facilities** was considered in need of improvement by Stratford (31%) residents, the highest score. Those in the younger age groups were more likely to say that shopping facilities need improving than those aged 65+.
- ❖ Southam residents at 13% was the highest improvement score for **sports and leisure facilities**. Those in the younger age groups were more likely to say they need improving than those aged 65+.
- ❖ Those aged 18-34 were more likely to say that **transport links** need improvement (37%). 30% of Stratford residents felt it required improvement, the highest score.

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Table 16: Thinking about this local area, which of the things below, if any, do you think most needs improving?

Response	2017 %	2019 %	2022 %	2024 %	% Difference on 2022
Road and pavement repairs	45.1	44.4	48.3	62.8	+14.5
Level of traffic congestion	50.4	45.8	42.9	48.8	+5.9
Activities for teenagers	32.1	34.2	33.3	32.1	-1.2
Public transport	32.0	31.6	28.7	31.7	+3.0
The level of crime	14.2	27.0	24.6	30.7	+6.1
Affordable decent housing	29.2	28.4	30.2	28.3	-1.9
Health services	18.0	19.3	23.9	27.4	+3.5
Transport links	23.4	22.5	22.9	25.3	+2.4
Shopping facilities	16.6	19.1	23.6	24.2	+0.6
Clean streets	13.7	13.1	17.3	16.9	-0.4
Broadband provision	-	21.7	16.6	13.7	-2.9
The level of pollution	8.6	10.1	11.0	11.2	+0.2
Other	7.5	7.9	10.7	10.3	-0.4
Job prospects	13.6	12.8	13.0	9.4	-3.6
Parks and open spaces	8.7	6.8	11.3	9.4	-1.9
Facilities for young children	15.8	12.9	14.9	9.1	-5.8
Sports and leisure facilities	11.9	9.8	12.6	8.8	-3.8
Activities for older people	-	-	10.1	7.6	-2.5
Community activities	10.9	10.4	7.8	7.5	-0.3
Education provision	7.8	6.5	6.0	6.6	+0.6
Cultural facilities	8.1	6.6	7.0	5.8	-1.2
Access to the countryside	3.2	3.4	3.6	2.7	-0.9
None of these	0.2	0.5	0.4	0.6	+0.2
Base: (All Respondents)	(1,674)	(1,582)	(1,699)	(1,542)	

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147 responses were received to 'other'. The main topics are summarised in the table below.

Table 17: Thinking about this local area, which of the things below, if any, do you think most needs improving? "Other" Responses

Topic	Number of comments	% of comments
Parking	13	9%
Speeding	12	8%
Roads	9	6%
Cycle infrastructure	8	5%
Drains/ditches/road flooding	8	5%
Maintenance of grass/verges/hedges	8	5%
Police	8	5%
Facilities/infrastructure e.g. Post Office	7	5%
Planning	7	5%
Traffic	7	5%
Waste issues	6	4%
Empty buildings	4	3%
Mobile signal	4	3%
Paths	4	3%
Buses	3	2%
Too much development	3	2%
Disabled issues	3	2%
Homeless/drunken people	3	2%
Miscellaneous	33	22%
Base: (All Respondents)	(147)	

4.1.7 What things most need improving, by localities, compared to previous years?

Road and pavement repairs were the factor requiring most improvement in Alcester/Bidford, Henley/Studley, Shipston, Southam and Wellesbourne/Kinerton localities, with **the level of traffic congestion** in Stratford being most important.

What things most need improving – Alcester/Bidford Locality

Road and pavement repairs remained the aspect which most needed improving for Alcester/Bidford residents going from 43% to 68%, up 25 points on 2022. Public transport is now in the top five aspects requiring improvement.

Table 18: Thinking about this local area, which of the things below, if any, do you think most needs improving?

ALCESTER/BIDFORD LOCALITY	2017 %	2019 %	2022 %	2024 %
Road & pavement repairs	41	41	43	68
Activities for teenagers	29	32	35	37
Level of traffic congestion	41	39	33	35
Public transport*	-	-	-	33
Level of crime	19	32	31	31
Base: (All Respondents)	(304)	(270)	(250)	(242)

*New into the top five 2024

What things most need improving – Henley/Studley Locality

For Henley/Studley locality residents, roads and pavement repairs is still the most important thing which most needed improving and up 16 percentage points at 68%. The level of traffic congestion remains in second place at 46%.

Table 19: Thinking about this local area, which of the things below, if any, do you think most needs improving?

HENLEY/STUDLEY LOCALITY	2017 %	2019 %	2022 %	2024 %
Road & pavement repairs	41	43	52	68
Level of traffic congestion	51	47	45	46
Public transport	29	35	28	35
Activities for teenagers	24	28	34	30
Level of crime	-	-	37	28
Transport links*	-	-	-	28
Base: (All Respondents)	(288)	(218)	(200)	(228)

*New into the top six 2024

What things most need improving – Shipston Locality

Road and pavement repairs remained the most important factor in Shipston locality, with a 14-percentage point-increase to 64%. Affordable decent housing rose into the top five at 33%.

Table 20: Thinking about this local area, which of the things below, if any, do you think most needs improving?

SHIPSTON LOCALITY	2017 %	2019 %	2022 %	2024 %
Road & pavement repairs	53	41	50	64
Public transport	40	34	38	36
Health services	20	34	38	36
Level of traffic congestion	-	-	38	35
Affordable decent housing*	-	-	-	33
Base: (All Respondents)	(271)	(255)	(220)	(257)

*New into the top five 2024

What things most need improving – Southam Locality

Road and pavement repairs remained the most important issue for improvement in Southam locality. Health services the level of crime are now in the top five.

Table 21: Thinking about this local area, which of the things below, if any, do you think most needs improving?

SOUTHAM LOCALITY	2017 %	2019 %	2022 %	2024 %
Road & pavement repairs	44	41	50	55
Public transport	38	40	39	42
Activities for teenagers	28	39	36	38
Affordable decent housing	-	-	27	29
Shopping facilities	-	-	31	27
Health services*	-	-	-	27
Level of crime*	-	-	-	27
Base: (All Respondents)	(197)	(208)	(173)	(217)

*New into the top seven 2024

What things most need improving - Stratford Locality

The level of traffic congestion remains the issue most needing improvement in Stratford, increasing from 69% to 79%. Road and pavement repairs increased by 19 percentage points to 65%. The level of crime and transport links are now in the top five needing the most improvement.

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Table 22: Thinking about this local area, which of the things below, if any, do you think most needs improving?

STRATFORD LOCALITY	2017 %	2019 %	2022 %	2024 %
Level of traffic congestion	82	78	69	79
Road & pavement repairs	45	52	46	65
Level of crime*	-	-	-	42
Shopping facilities	17	25	32	31
Transport links*	-	-	-	30
Base: (All Respondents)	(389)	(318)	(338)	(397)

*New into the top five 2024

What things most need improving – Wellesbourne/Kineton Locality

Road and pavement repairs remained as the issue most in need of improvement for Wellesbourne/Kineton residents, rising two percentage points to 55% from 53%. The level of traffic congestion went from 30% in 2022 to 46% in 2024.

Table 23: Thinking about this local area, which of the things below, if any, do you think most needs improving?

WELLESBOURNE/KINETON LOCALITY	2017 %	2019 %	2022 %	2024 %
Road & pavement repairs	49	47	53	55
The level of traffic congestion	44	48	30	46
Activities for teenagers	37	30	26	40
Affordable decent housing	-	-	30	32
Health services*	-	-	-	29
Base: (All Respondents)	(197)	(155)	(167)	(160)

*New into the top five 2024

4.1.8 What is important versus what needs improving?

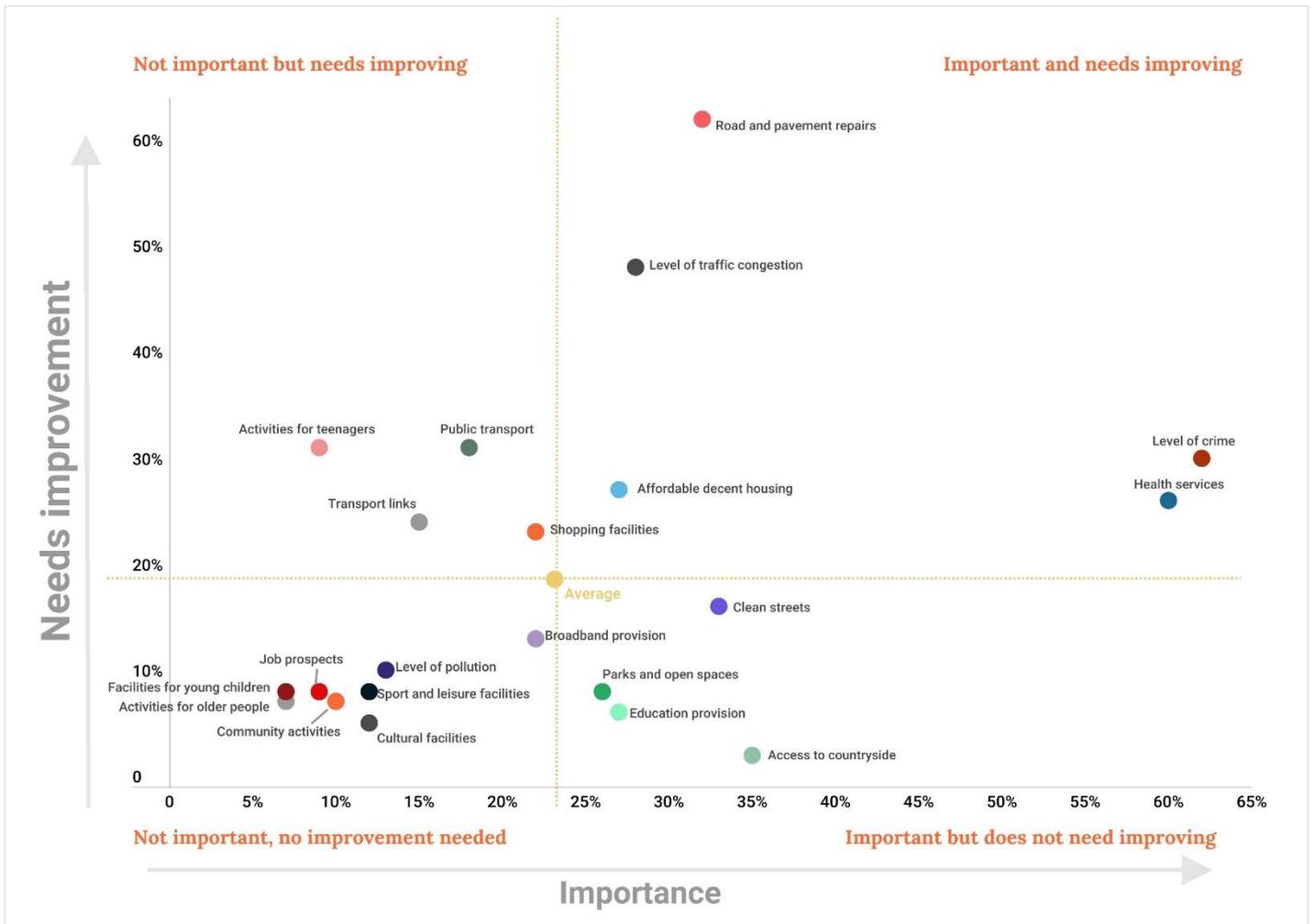
By plotting the results on the chart below and comparing what is important against aspects that need improving, it becomes clear as to what residents see as the priorities for improvement.

The charts below do just this; the average in each chart is derived by taking the average percentage of residents across those who chose different issues as being in their top five most important and most in need of improvement and cross-tabulating them. The chart was split into four quarters using the average measure for each. Every issue was then plotted according to the percentage of respondents who thought it was most important versus most in need of improvement. The upper right-hand box contains the issues which residents considered both most important and most in need of improvement.

Overall District Results

There were five issues which residents across the district felt were of above average importance and needed more improvement than average. These were: road and pavement repairs; the level of traffic congestion; affordable decent housing; health services; and the level of crime.

Figure 4: Importance versus Improvement: Stratford District



Alcester/Bidford

There were four issues which Alcester/Bidford residents felt were more important than average and also needed more improvement than average. These were: road and pavement repairs; affordable decent housing; level of crime; and health services.

Figure 5: Importance versus Improvement: Alcester/Bidford Locality



Henley/Studley

There were five issues which the residents of Henley/Studley felt were more important than average and also needed more improvement than average. These were: road and pavement repairs; level of traffic congestion; affordable decent housing; health services; and the level of crime.

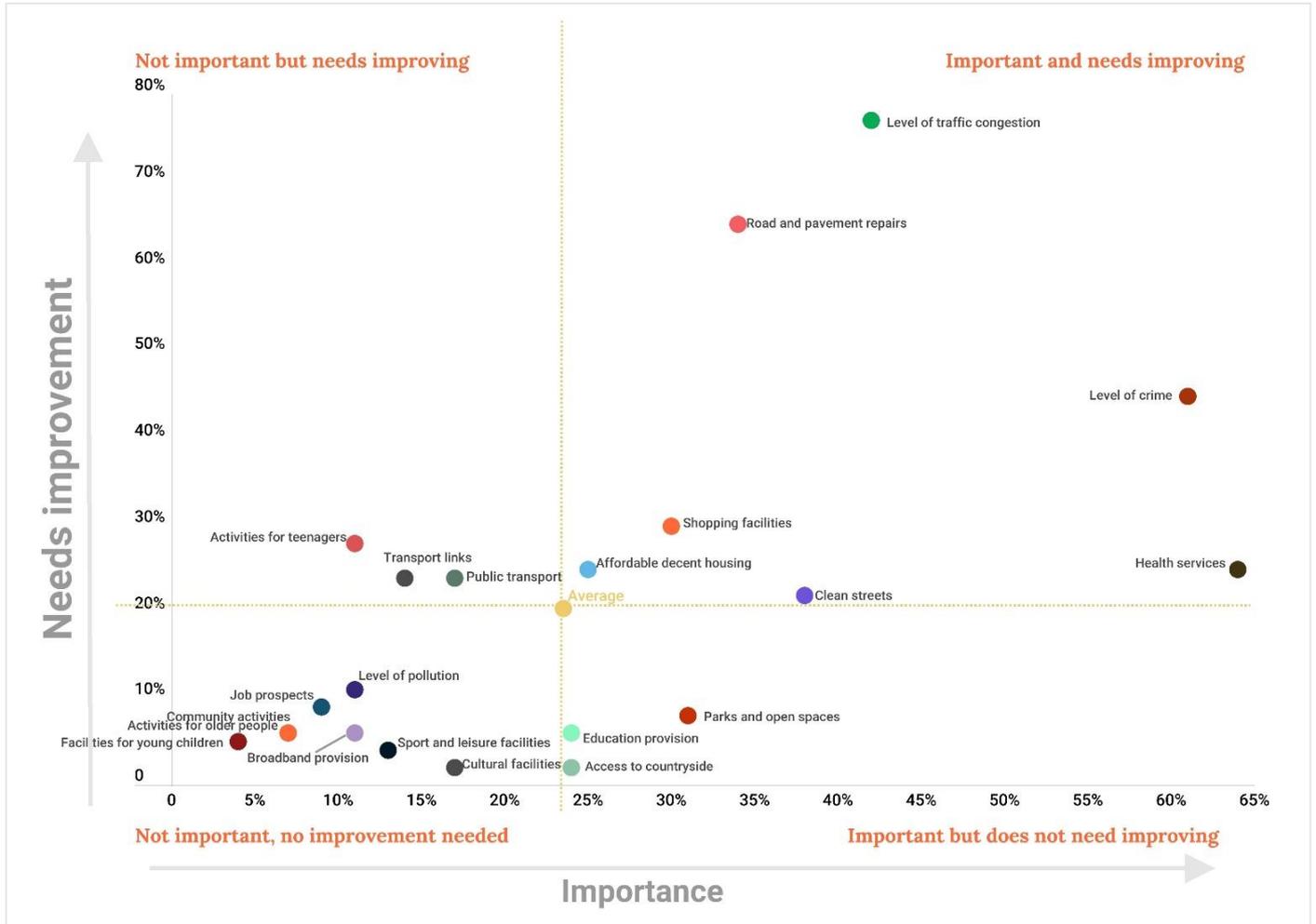
Figure 6: Importance versus Improvement: Henley/Studley Locality



Stratford-upon-Avon

There were seven issues which the residents of the Stratford area felt were more important than average and also needed more improvement than average. These were: level of traffic congestion; road and pavement repairs; shopping facilities; affordable decent housing; clean streets; the level of crime; and health services.

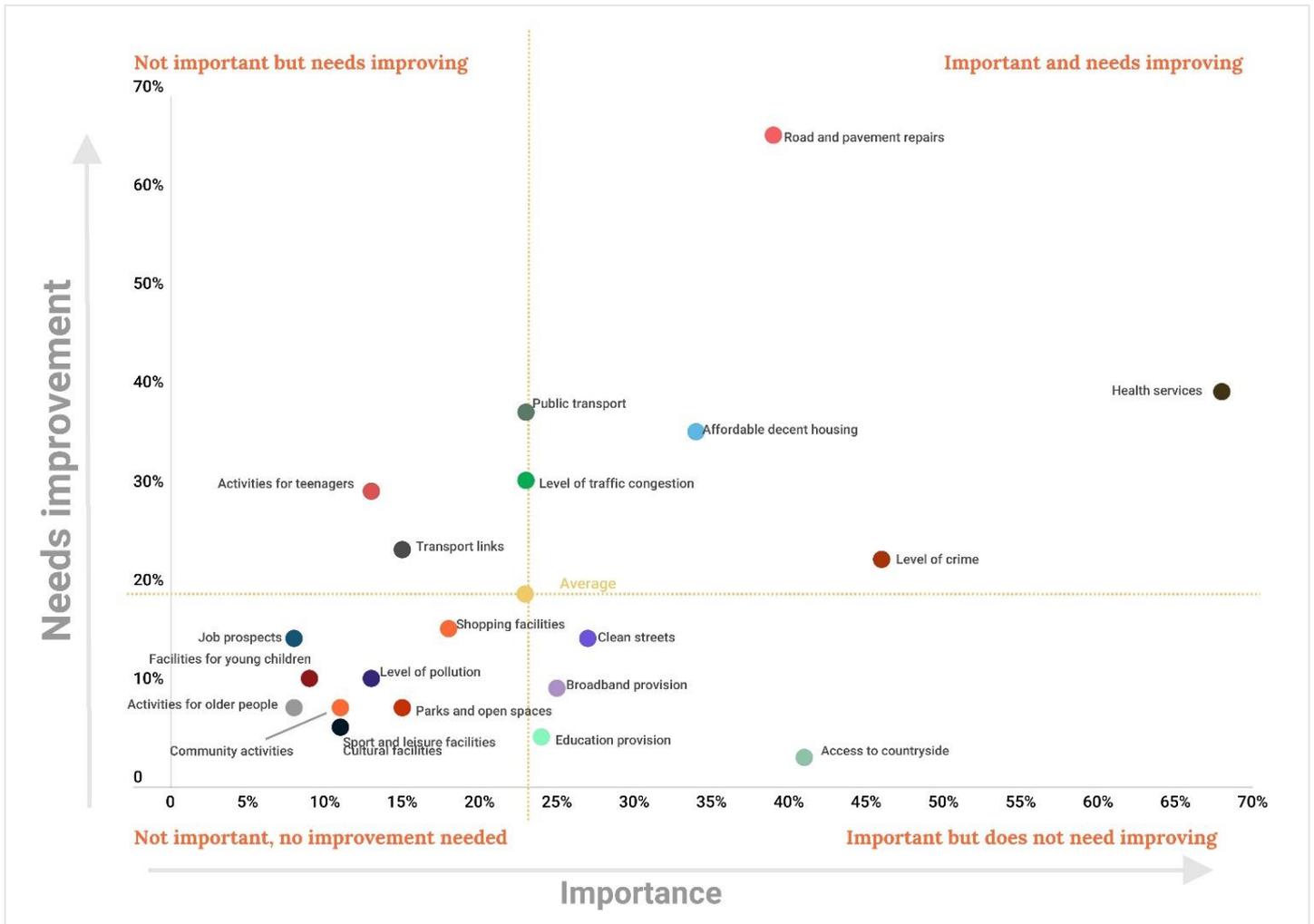
Figure 7: Importance versus Improvement: Stratford-upon-Avon Locality



Shipston

There were four issues which the residents of the Shipston area felt were more important than average and also needed more improvement than average. These were: road and pavement repairs; affordable decent housing; level of crime; and health services.

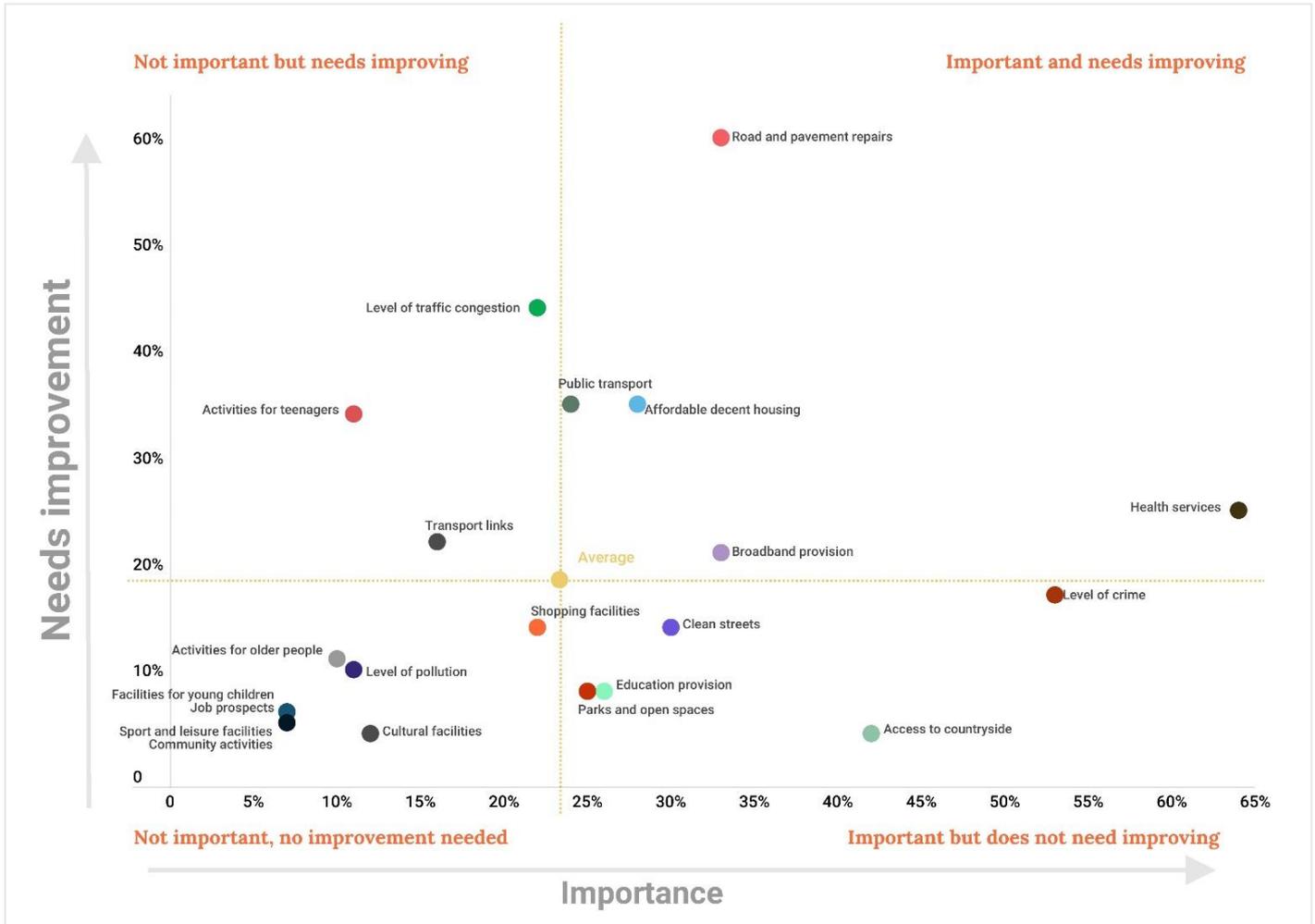
Figure 8: Importance versus Improvement: Shipston Locality



Wellesbourne/Kineton

There were five issues which the residents of the Wellesbourne/Kineton area felt was more important than average and also needed more improvement than average. These were: road and pavement repairs; public transport; affordable decent housing; broadband provision; and health services.

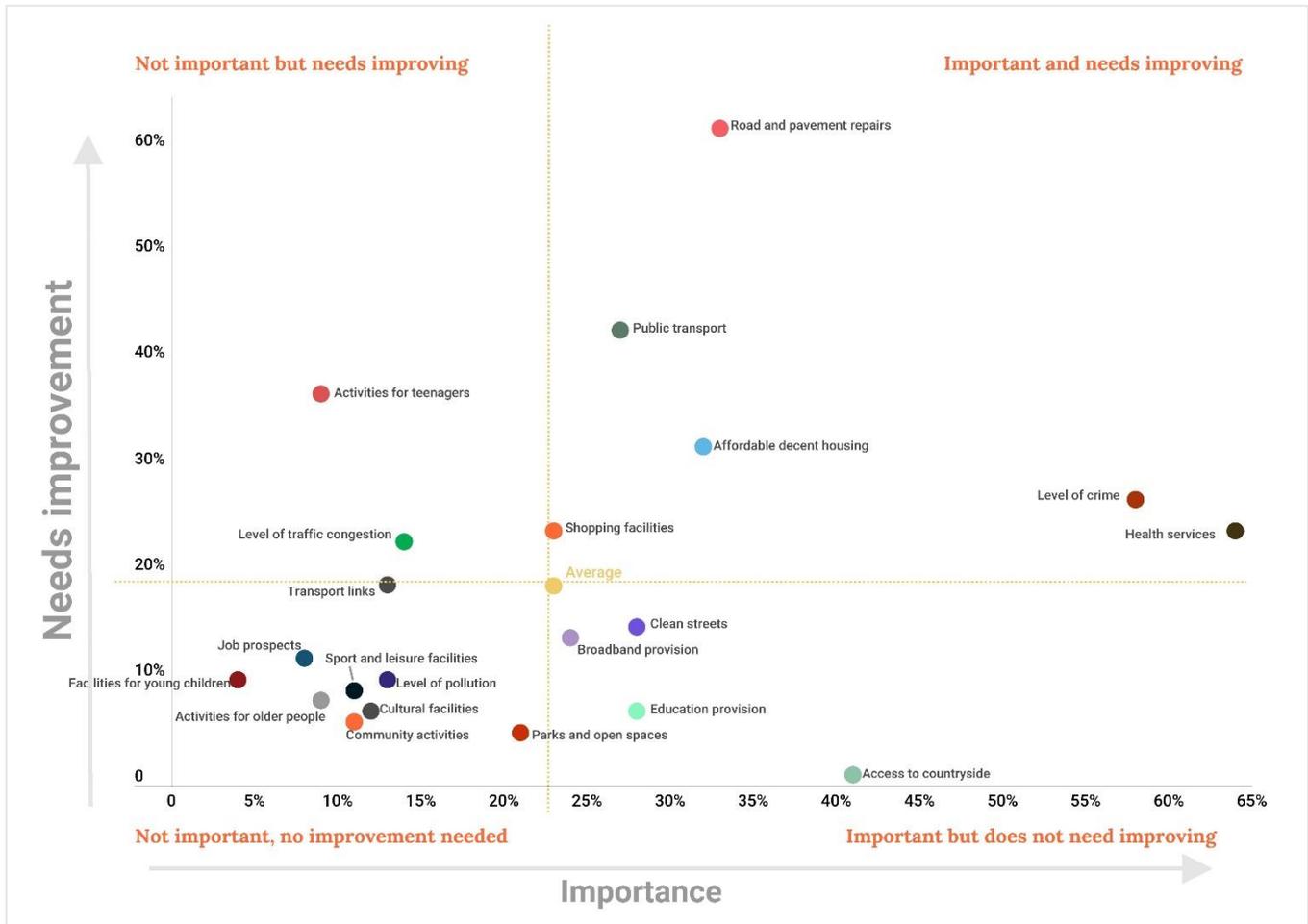
Figure 9: Importance versus Improvement: Wellesbourne/Kineton Locality



Southam

There were six issues which the residents of the Shipston area felt were more important than average and also needed more improvement than average. These were: road and pavement repairs; public transport; affordable decent housing; shopping facilities; health services; and the level of crime.

Figure 10: Importance versus Improvement: Southam Locality



4.1.9 Strength of belonging to local area

73% of respondents felt very or fairly strongly that they belong to their immediate neighbourhood, up one percentage point on 2022.

Looking at significant 2024 results:

- ❖ Fewer people in Wellesbourne/Kineton (65%) felt that they belong very or fairly strongly to their local area.
- ❖ Those aged 18-34 were the least connected to their local area, being significantly more likely to say they feel they belong not at all strongly or not very strongly than other age groups.

Figure 11: How strongly do you feel you belong to your local area?

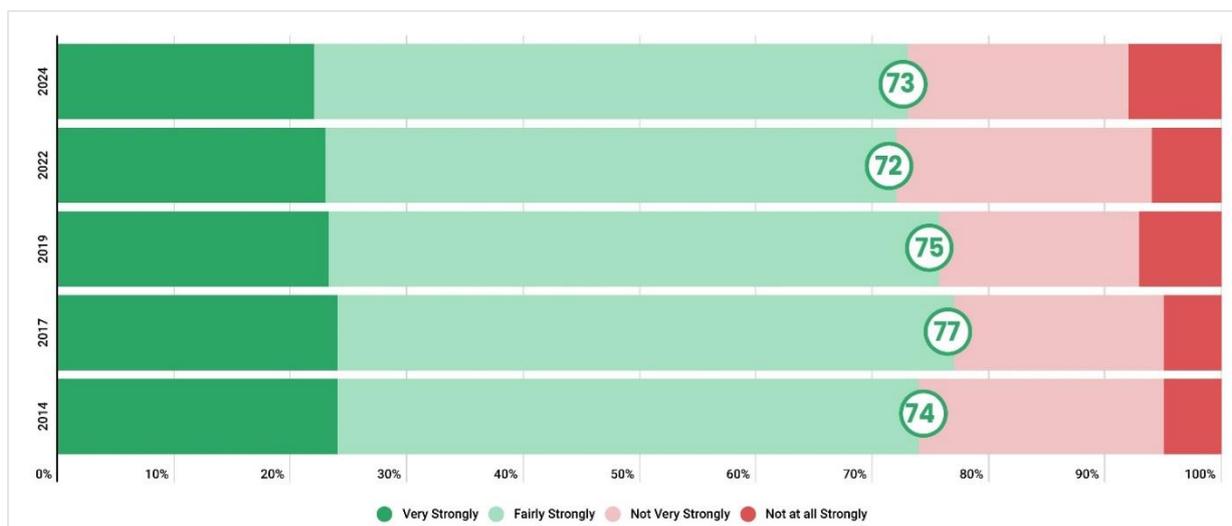


Table 24: How strongly do you feel you belong to your local area? by year

	Very Strongly %	Fairly Strongly %	Not Very Strongly %	Not at all Strongly %
2024	22	51	19	8
2022	23	49	22	6
2019	23	52	17	7
2017	24	53	18	5
2014	24	50	21	5

Base: (2024: 1,525), (2022: 1,746), (2019: 1,730), (2017: 1,763), (2014: 1,801)

Table 25: How strongly do you feel you belong to your local area? by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very strongly	20	21	24	19	21	26
Fairly strongly	58	57	51	49	43	50
Not very strongly	19	17	16	17	28	19
Not at all strongly	3	5	9	15	7	5
Base: (All Respondents)	(224)	(251)	(390)	(242)	(163)	(210)

4.1.10 How well people from different backgrounds get on together

50% of respondents tend to or definitely agree that their local area is a place where people from different backgrounds get on well together, four percentage points down on 2022.

Looking at significant 2024 results:

- ❖ Whereas 72% of Wellesbourne/Kineton residents agree with the statement, this reduces to 49% of those living in the Shipston area.
- ❖ Female respondents were more likely to agree (62%).

Figure 12: Local area is a place where people from different backgrounds get on well together

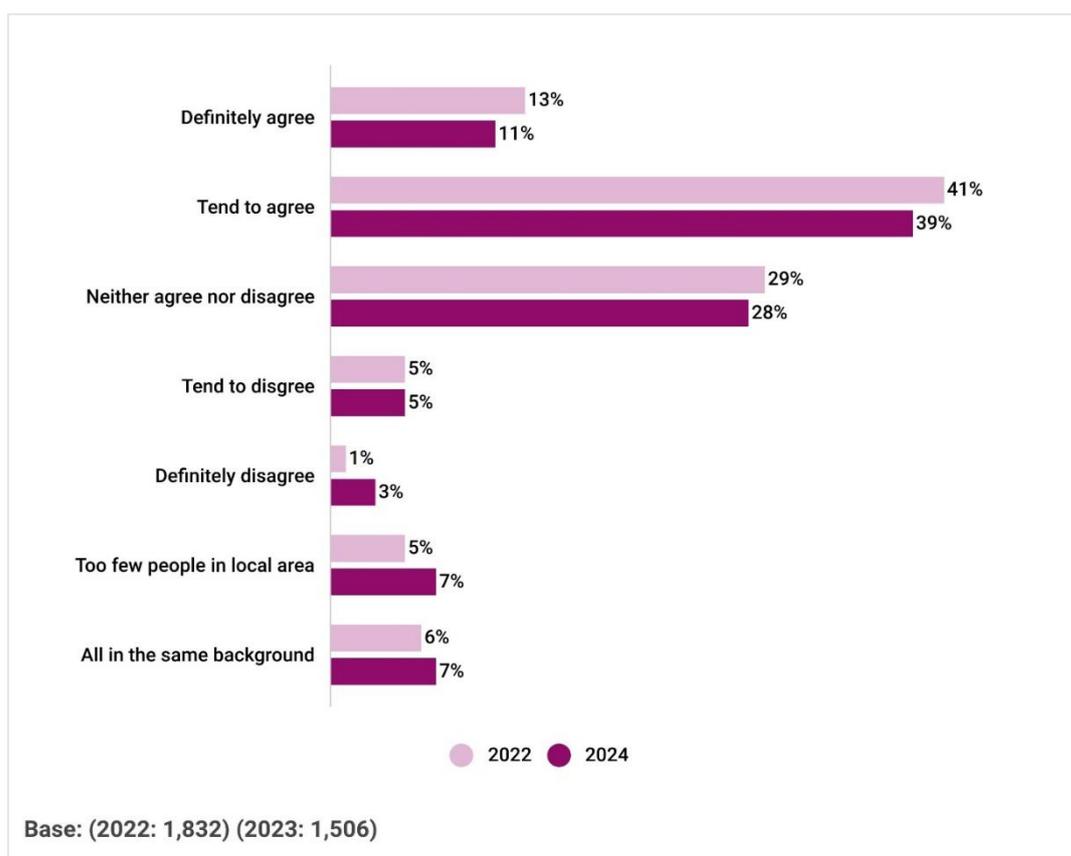


Table 26: Local area is a place where people from different backgrounds get on well together by year

	Definitely Agree %	Tend to Agree %	Neither Agree nor Disagree %	Tend to Disagree %	Definitely Disagree %	Too few people %	All Same Ethnic Background %
2024	11	39	28	5	3	7	7
2022	13	41	29	5	1	5	6

Base: (2024: 1,506), (2022: 1,832)

Table 27: Local area is a place where people from different backgrounds get on well together by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Definitely agree	11	11	10	8	17	13
Tend to agree	41	33	45	32	44	36
Neither agree nor disagree	33	32	26	31	19	26
Tend to disagree	6	6	6	6	2	4
Definitely disagree	1	3	4	4	3	2
Too few people in local area	1	10	5	9	5	11
All the same background	6	6	4	10	10	7
Base: (All Respondents)	(202)	(242)	(309)	(216)	(167)	(176)

4.1.11 State of the economy in the local area

67% of respondents felt that their local area economy was OK or better, while 33% felt it could be better or was really struggling. This is a much worse picture than 2019, when 79% thought their local economy was OK or better, and 21% felt it could be better or was really struggling.

Looking at significant 2024 results:

- ❖ Respondents living in the Southam locality (23%) were more likely to say that their local economy was really thriving or on the way up than those living in the other localities. In contrast the figure for Alcester/Bidford at 7%.
- ❖ Respondents living in Stratford were more likely to say that their local economy could be better or is really struggling (48%).
- ❖ Those aged 18-34 were significantly more likely to say that their local area economy was “really thriving” or “on the way up” than other age groups (23%).

Figure 13: State of the economy in the local area

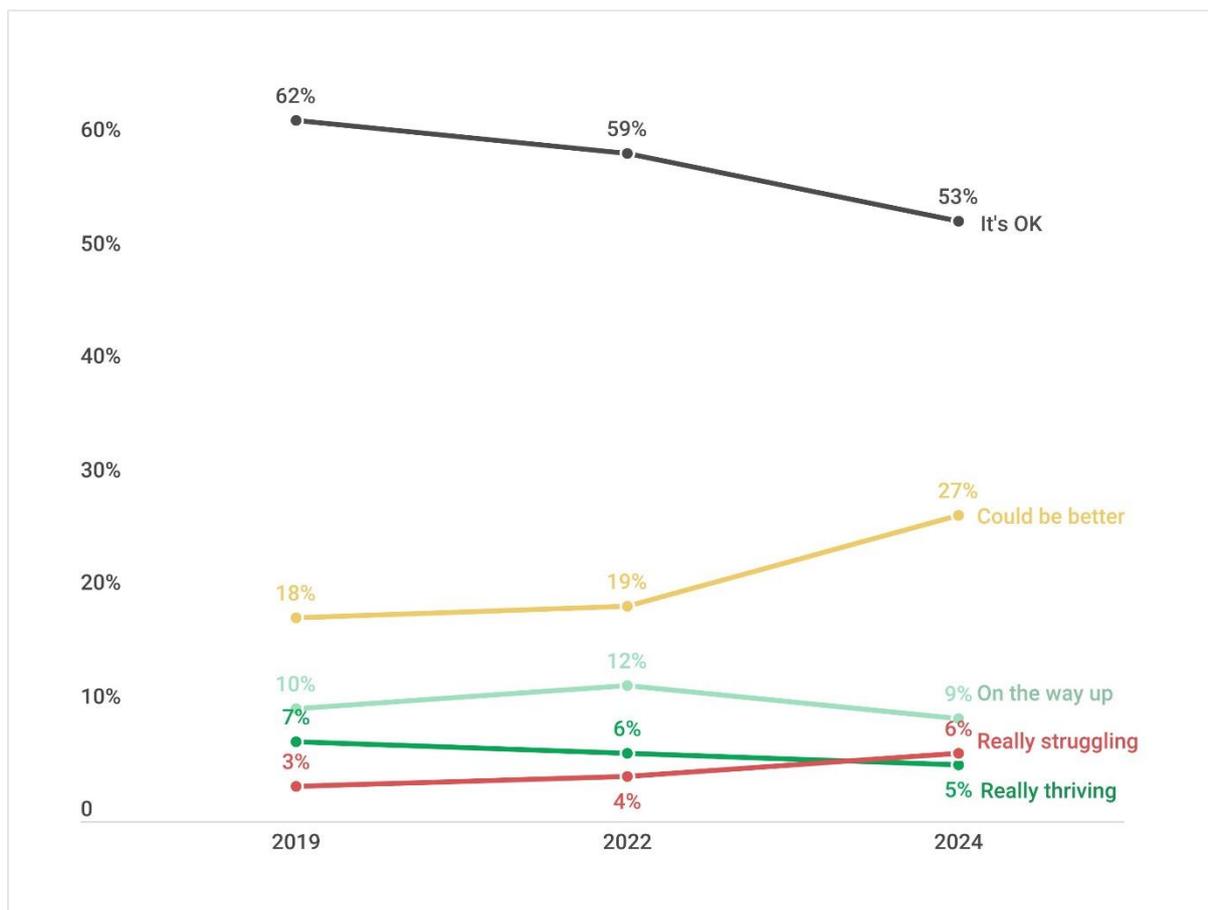


Table 28: State of the economy in the local area year on year

	Really Thriving %	On the Way Up %	It is OK %	Could be Better %	Really Struggling %
2024	5	9	53	27	6
2022	6	12	59	19	4
2019	7	10	62	18	3

Base: (2024: 1,566), (2022: 1,841), (2019: 1,780)

Table 29: State of the economy in the local area by locality

BY LOCALITY	Henley/ Studley %	Alcester/ Bidford %	Stratford %	Shipston %	Welles- bourne/ Kineton %	Southam %
Really thriving	7	3	2	6	6	7
On the way up	9	4	8	9	8	17
It is OK	57	59	43	53	61	57
Could be better	22	29	38	27	22	16
Really struggling	5	5	10	6	4	3
Base: (All Respondents)	(233)	(238)	(409)	(260)	(162)	(217)

Those who had responded 'Could be better' or 'Really struggling' were then asked to provide reasons as to why they had done so. 447 responses were received.

These responses were analysed and a number of themes emerged.

The most mentioned issue, highlighted by over a fifth of responses, was that of **shop closures**, and the associated **empty shops and buildings** (mentioned by 17%) which these closures left behind, all of which meant respondents had a negative feeling about the state of their local economy. This was compounded for 12% of respondents by the **neglected look** of the area, with boarded-up buildings, paintwork deteriorating and a general feeling that it looks 'scruffy'. The lack of **diversity** in what was on offer on the high street was poor, with a feeling that there were too many charity shops, cafes and barbers, and the mix being too focused on tourists to the detriment of residents and their needs. **More shops and businesses**, especially independent retail were needed, according to 6% of respondents. However, it was felt that **costs** such as rent and rates were **prohibitively high**.

Poverty and lack of disposable income was raised by 11% of comments. This was often mentioned in conjunction with a feeling that **prices and the cost of living** generally were too high for people to afford, with some mentioning that **local jobs were poorly paid**. Other comments felt that issues were a reflection of the general **state of the economy**. **More and better jobs** were thought by 10% of responses to be the answer.

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Table 30: State of the economy in the local area – Reasons why answered ‘Could be Better’ or ‘Really Struggling’

Theme	Number	%
Shop closures	92	21%
Empty shops/buildings	84	19%
Diversity/retail mix is poor	58	13%
Look of the area is poor/repairs needed	54	12%
Poverty	49	11%
Jobs needed	44	10%
Costs too high for business	43	10%
Prices/costs too high for people	43	10%
Roads & pavements need work	26	6%
More businesses/shops needed	25	6%
No facilities (banks, post offices etc)	21	5%
Housing issues	20	4%
Parking issues	20	4%
Area needs improvement/investment	18	4%
No public transport	17	4%
Traffic too bad	16	4%
State of the economy	15	3%
Crime/ASB	13	3%
Location means lack of retail	11	2%
Shops are struggling	11	2%
No leisure facilities/nothing to do	10	2%
Police	10	2%
Young people	10	2%
Grass needs cutting	9	2%
Homeless/begging	9	2%
Drink	6	1%
Markets	6	1%
Drugs	5	1%
I go elsewhere	5	1%
Online/out-of-town has killed the high street	5	1%
Jobs here have poor pay	5	1%
Planning issues	4	1%
Need more shoppers	3	1%
Recruitment issues	3	1%
Miscellaneous	28	6%
Base: (All Respondents)	(447)	

4.2 Local Decision Making

This section asked residents to what extent they felt they could influence decision making in their local area, and how they would like to contribute to Council committee meetings.

4.2.1 Influencing decisions affecting your local area

The percentage of respondents who felt they could influence decisions fell again to another ten-year low, with only 26% agreeing they could influence local decision-making.

Looking at 2024 significant results:

- ❖ Respondents living in Shipston locality and Southam (both 35%) were more likely to agree than those living in Wellesbourne/Kineton (20%).
- ❖ Those aged 35 to 49 years old were more likely than other age groups to disagree that they could influence decisions affecting the local area (76%).

Figure 14: Whether agree or disagree that respondents can influence decisions affecting their local area?

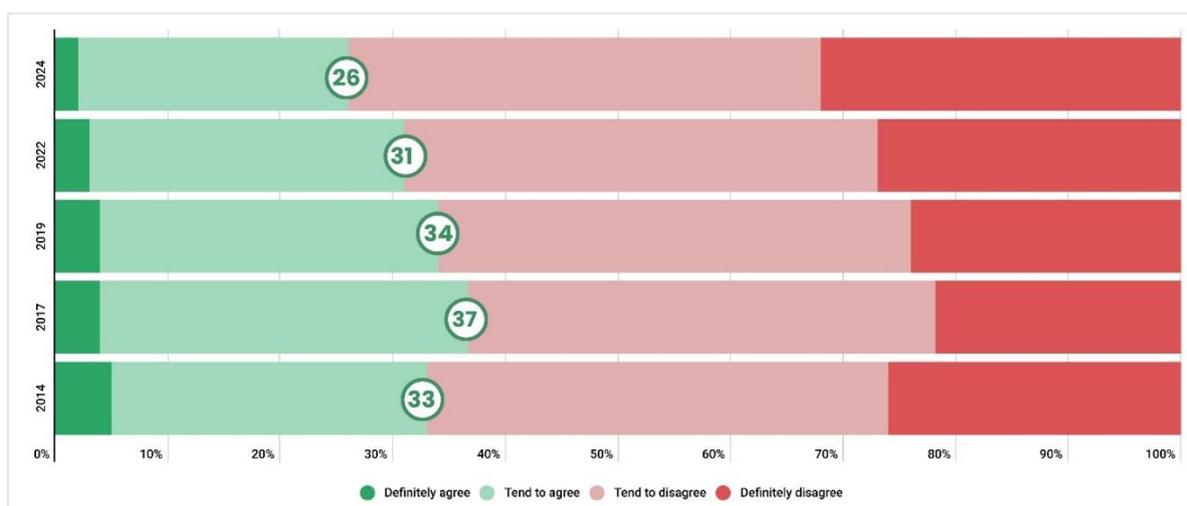


Table 31: Whether agree or disagree that respondents can influence decisions affecting their local area? by year

	Definitely Agree %	Tend to Agree %	Tend to Disagree %	Definitely Disagree %
2024	2	24	42	32
2022	3	28	42	27
2019	4	30	42	24
2017	4	33	42	22
2014	5	28	41	26

Base: (2024: 1,437), (2022: 1,837), (2019: 1,780), (2017: 1,647), (2014: 1,650)

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Table 32: Whether agree or disagree that respondents can influence decisions affecting their local area? by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Definitely agree	1	2	2	2	1	5
Tend to agree	27	19	19	33	19	31
Tend to disagree	42	51	37	36	40	49
Definitely disagree	30	27	42	30	40	16
Base: (All Respondents)	(215)	(225)	(370)	(233)	(153)	(203)

Table 33: Whether agree or disagree that respondents can influence decisions affecting their local area? by profile

	RESULT %
Total	26
GENDER	
Male	24
Female	28
AGE GROUP	
18-34	24
35-49	28
50-64	23
65+	32
ACCOMMODATION TENURE	
Owned outright	27
Buying on mortgage	25
Rent from housing association/trust	31
Rent from private landlord	28
DISABILITY	
Disability - Yes	24
Disability - No	27
CHILDREN	
Children in household age 17 and under	29
No children in household	26

4.2.2 Influencing housing/business development in your local area

Only 12% of respondents agreed that they can influence housing or business development within their local area, the same proportion as in 2022. As in 2022, 70% of respondents felt they could not influence housing or business development.

Looking at significant 2024 results:

- ❖ Respondents living in the Wellesbourne/Kineton area (8%) were less likely to agree than those living in the Southam area (15%).
- ❖ Those in the 65 plus age group were the least likely to disagree (64%).

Figure 15: Residents' level of agreement with being able to influence housing and / or business development in their area

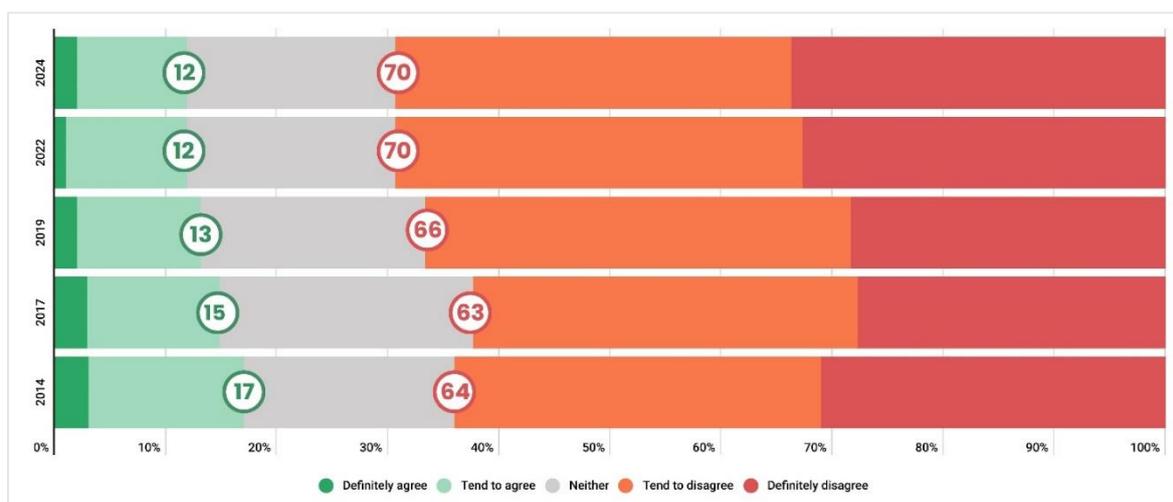


Table 34: Residents' level of agreement with being able to influence housing and / or business development in their area by year

	Definitely Agree %	Tend to Agree %	Neither %	Tend to Disagree %	Definitely Disagree %
2024	2	10	19	36	34
2022	1	11	19	37	33
2019	2	11	20	38	28
2017	3	12	23	35	28
2014	3	14	19	33	31

Base: (2024: 1,494), (2022: 1,844), (2019: 1,781), (2017: 1,725), (2014: 1,650)

Table 35: Residents' level of agreement with being able to influence housing and / or development in their area by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Definitely agree	1	2	2	3	0	2
Tend to agree	13	7	8	11	8	13
Neither agree nor disagree	16	21	14	23	16	26
Tend to disagree	41	35	36	36	31	36
Definitely disagree	30	35	41	27	45	22
Base: (All Respondents)	(222)	(229)	(386)	(246)	(160)	(209)

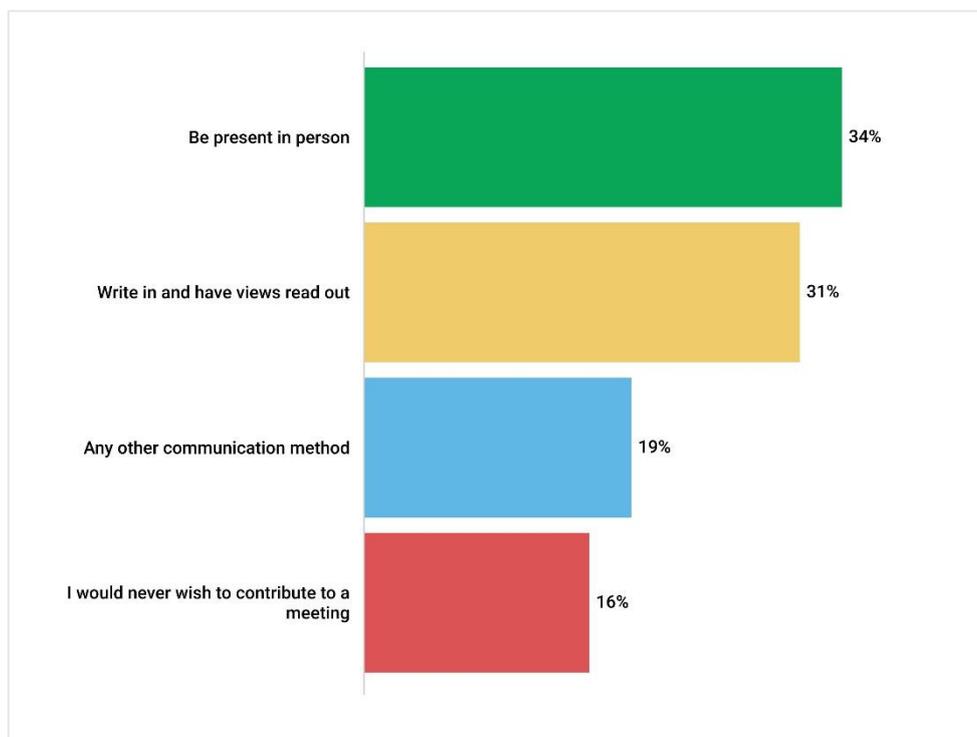
4.2.3 Contributing to Council Committee meetings

Just over a third of respondents would want to be present in person to contribute to a Council meeting, while nearly a third would be happy to write in and have views read out.

Looking at significant 2024 results:

- ❖ Those in the 50- to 64-year-old age group were more likely to be present at the meeting in person (44%). Those aged up to 34 were more likely to want to write in and have their views read on their behalf.
- ❖ Male respondents were more likely to be present at a meeting in person (42%), whereas female respondents were more likely to write in and have their views read on their behalf (36%).

Figure 16: Contribution to Council Committee meetings



Base: (2024: 1,552)

Table 36: Contribution to Council meetings by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Be present at the meeting in person	32	37	36	36	36	25
Any other method of communication	24	17	17	16	28	21
Write in and have your views read on your behalf	28	30	29	32	34	37
I would never wish to contribute to a Council meeting	17	16	18	16	12	16
Base: (All Respondents)	<i>(228)</i>	<i>(245)</i>	<i>(400)</i>	<i>(257)</i>	<i>(167)</i>	<i>(214)</i>

Respondents were asked to suggest other methods of communication. These are listed in Appendix B (225 mentions).

4.3 Information and Council in general

This section asked residents whether they thought Stratford-on-Avon District Council was improving the local area in a number of different ways: for example by making it safer, making it cleaner and greener, or improving town centres. It also asked residents how involved they felt in decision making, and how informed they felt about what SDC was doing.

4.3.1 Extent to which various statements apply to SDC

“SDC is making the local area a better place to live”

58% of respondents agree a great deal or to some extent that Stratford District Council is making the local area a better place to live. This is down five percentage points on 2022, and the lowest figure seen over the past ten years.

Looking at significant 2024 results:

- ❖ Residents in Alcester/Bidford and Wellesbourne/Kineton (both 65%) were more in agreement that SDC is making the local area a better place to live. The lowest figure was in Stratford at 52%.
- ❖ 62% of female respondents agreed with the statement.
- ❖ Those aged 50 to 64 years old were least in agreement with the statement (56%).

Figure 17: How much residents agree with the statement: “SDC is making the local area a better place to live”

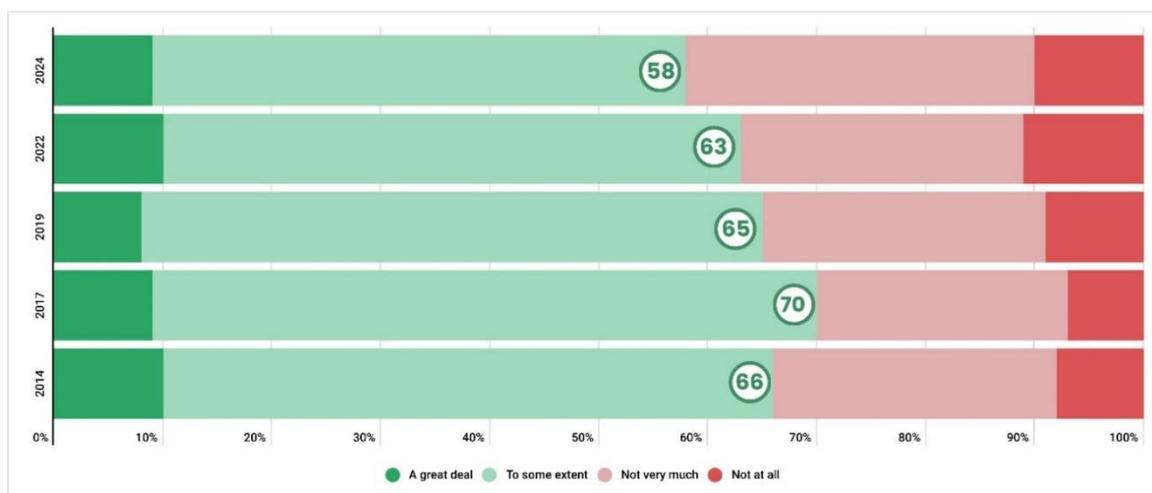


Table 37: How much residents agree with the statement: “SDC is making the local area a better place to live” by year

	<i>A great deal</i> %	<i>To some extent</i> %	<i>Not very much</i> %	<i>Not at all</i> %
2024	9	49	32	10
2022	10	53	26	11
2019	8	57	26	9
2017	9	61	23	7
2014	10	56	26	8

Base: (2024: 1,441), (2022: 1,793), (2019: 1,700), (2017: 1,651), (2014: 1,674)

Table 38: How much residents agree with the statement: “SDC is making the local area a better place to live”, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A great deal	8	7	10	7	12	9
To some extent	45	58	42	52	53	53
Not very much	33	27	36	33	27	33
Not at all	14	8	13	9	8	5
Base: (All Respondents)	(217)	(225)	(388)	(227)	(149)	(188)

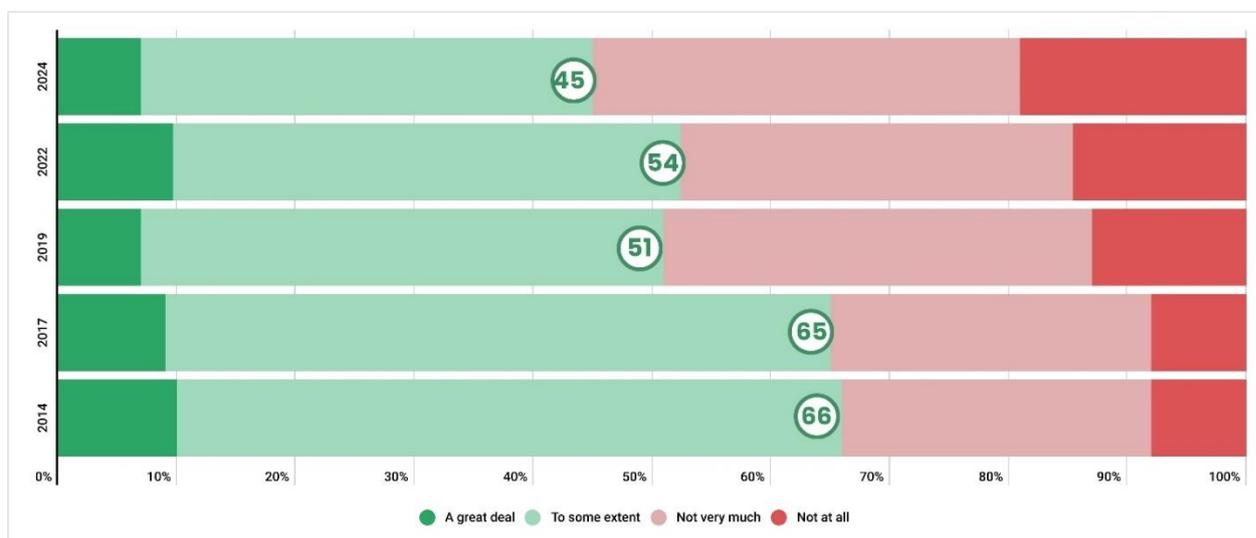
“SDC is working to make the area safer”

45% of respondents agree a great deal or to some extent that Stratford District Council is working to make the area safer, nine percentage points lower than in 2022, and substantially lower than in 2014-17.

Looking at significant 2024 results:

- ❖ Those aged 35 to 49 were least in agreement with 42%.
- ❖ 52% of female respondents agreed with the statement.
- ❖ Residents in the Wellesbourne/Kineton locality (58%) were more likely to indicate “a great deal” or “to some extent” to the statement in comparison with Shipston (39%).

Figure 18: How much residents agree with the statement: “SDC is working to make the area safer”



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Table 39: How much residents agree with the statement: “SDC is working to make the area safer” by year

	<i>A great deal</i> %	<i>To some extent</i> %	<i>Not very much</i> %	<i>Not at all</i> %
2024	7	38	36	19
2022	10	44	34	15
2019	7	44	36	13
2017	9	56	27	8
2014	10	56	26	8

Base: (2024: 1,331), (2022: 1,775), (2019: 1,693), (2017: 1,506), (2014: 1,538)

Table 40: How much residents agree with the statement: “SDC is working to make the area safer”, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kington	Southam
	%	%	%	%	%	%
A great deal	7	6	10	5	6	6
To some extent	33	36	33	34	53	45
Not very much	42	44	33	39	30	33
Not at all	18	14	24	22	11	16
Base: (All Respondents)	(200)	(210)	(346)	(212)	(140)	(188)

“SDC is working to make the area cleaner and greener”

54% of residents agree a great deal or to some extent that Stratford District Council is working to make the area cleaner and greener, a fall of four percentage points on 2022, and 13 percentage points lower than 2014.

Figure 19: How much residents agree with the statement: “SDC is working to make the area cleaner and greener”

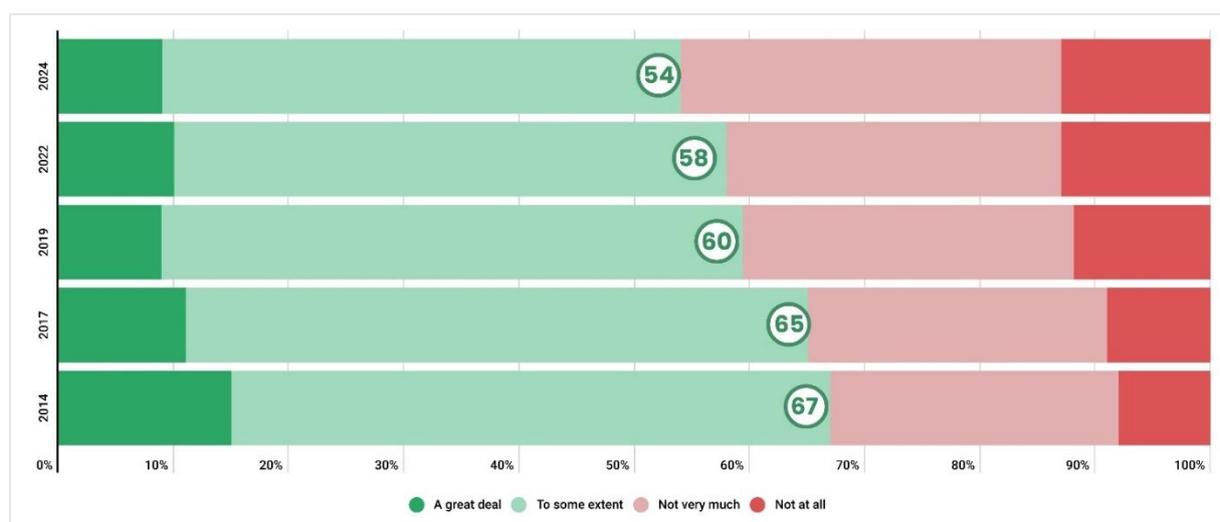


Table 41: How much residents agree with the statement: “SDC is working to make the area cleaner and greener” by year

	<i>A great deal</i>	<i>To some extent</i>	<i>Not very much</i>	<i>Not at all</i>
	%	%	%	%
2024	9	45	33	13
2022	10	48	29	13
2019	9	51	29	12
2017	11	54	26	9
2014	15	52	25	8

Base: (2024: 1,383), (2022: 1,767), (2019: 1,702), (2017: 1,609), (2014: 1,626)

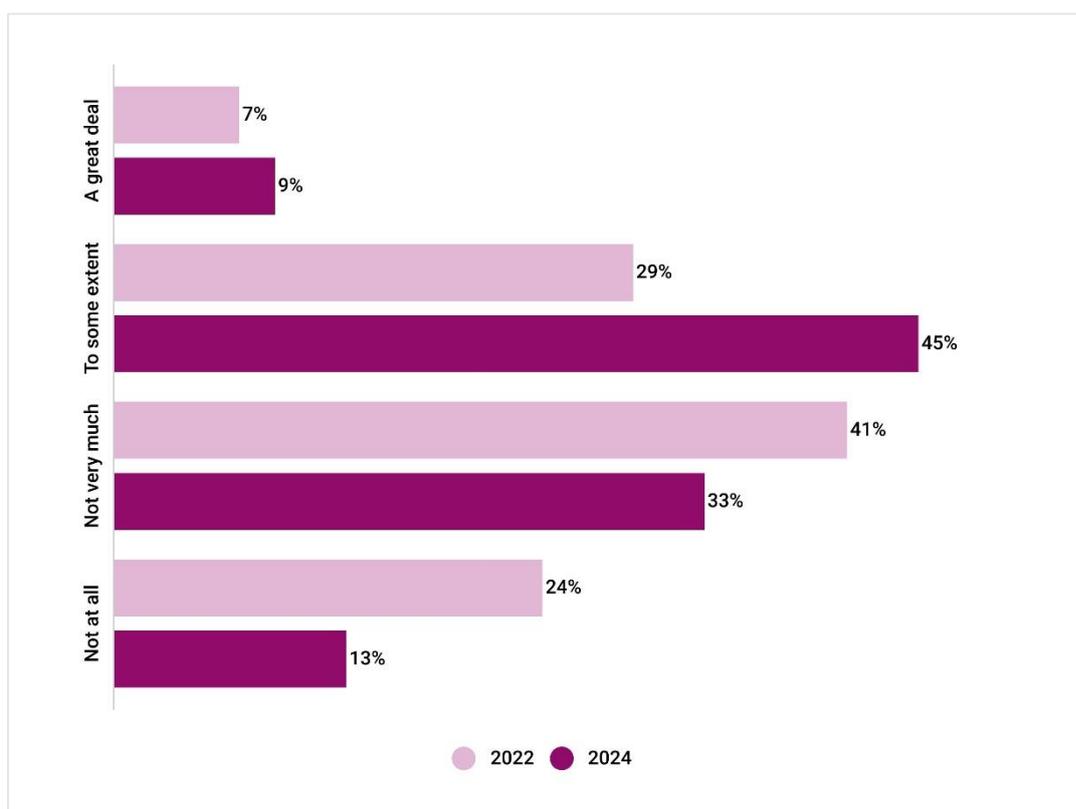
“SDC is making progress in tackling climate emergency”

54% of respondents felt that the Council were making a great deal of progress or were making progress to some extent in tackling climate change. This is an increase of 18 percentage points on 2022.

Looking at significant 2024 results:

- ❖ 38% of female respondents agreed with the statement, male respondents was 24%.

Figure 20: How much residents agree with the statement: “SDC is making progress in tackling climate emergency” by year



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Table 42: How much residents agree with the statement: “SDC is making progress in tackling climate emergency” by year

	A great deal %	To some extent %	Not very much %	Not at all %
2024	9	45	33	13
2022	7	29	41	24

Base: (2024: 1,020), (2022: 1,240)

Table 43: How much residents agree with the statement: “SDC is making progress in tackling climate emergency”, by locality

BY LOCALITY	Henley/ Studley %	Alcester/ Bidford %	Stratford %	Shipston %	Welles- bourne/ Kineton %	Southam %
A great deal	4	5	8	4	7	7
To some extent	28	25	17	28	32	25
Not very much	50	45	44	44	37	39
Not at all	18	26	31	24	24	29
Base: (All Respondents)	(154)	(168)	(242)	(174)	(111)	(145)

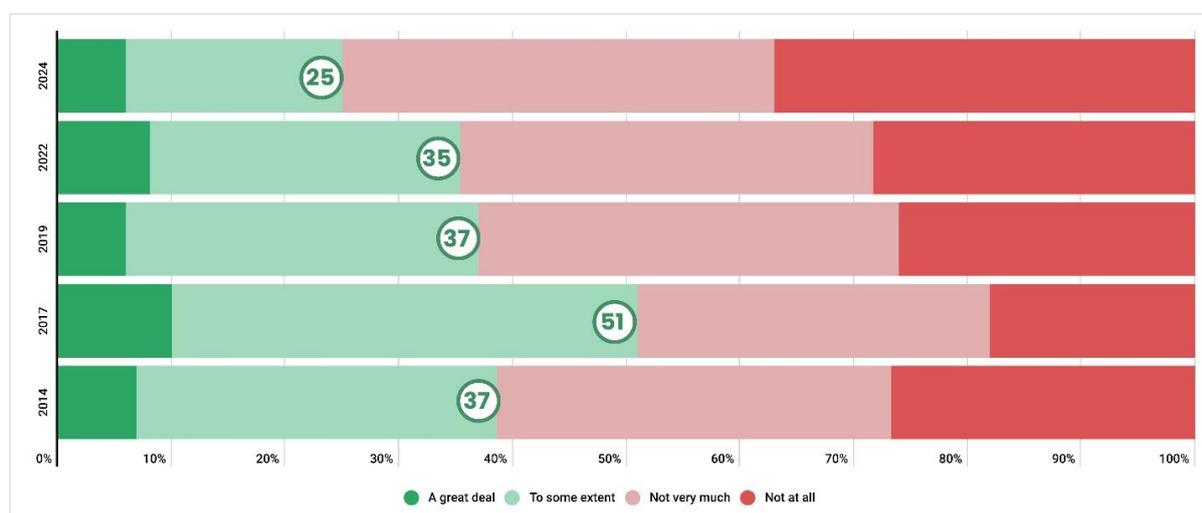
“SDC has improved town centres in the local area”

25% of respondents felt that SDC had improved town centres in the local area a great deal or to some extent. This is a fall of 10 percentage points on 2022 and the lowest level seen over the past ten years.

Looking at significant 2024 results:

- ❖ Younger respondents were more likely to feel that SDC has improved town centres a great deal, whilst those in the 50 or over were more likely to feel it has not improved them very much or not at all (77%).
- ❖ Residents in the Southam locality (31%) were more likely to indicate “a great deal” or “to some extent” to the statement, in comparison with Alcester/Bidford and Stratford (22%).

Figure 21: How much residents agree with the statement: “SDC has improved town centres in the local area”



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Table 44: How much residents agree with the statement: “SDC has improved town centres in the local area” by year

	<i>A great deal</i>	<i>To some extent</i>	<i>Not very much</i>	<i>Not at all</i>
	%	%	%	%
2024	6	19	38	37
2022	8	27	36	28
2019	6	31	37	26
2017	10	41	31	18
2014	7	32	35	27

Base: (2024: 1,364), (2022: 1,770), (2019: 1,680), (2017: 1,562), (2014: 1,540)

Table 45: How much residents agree with the statement: “SDC has improved town centres in the local area”, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A great deal	2	3	7	4	8	9
To some extent	22	19	15	20	22	22
Not very much	45	42	33	37	30	45
Not at all	30	35	45	39	40	23
Base: (All Respondents)	(195)	(217)	(387)	(220)	(131)	(180)

“SDC involves residents when making decisions”

31% agreed a great deal or to some extent that SDC involves residents when making decisions – a slight drop on 2022.

Looking at significant 2024 results:

- ❖ Southam area residents (44%) were significantly more likely to agree “a great deal” or “to some extent” that SDC involves residents when making decisions than those in all other areas. The lowest was in Alcester/Bidford with a 20% score.
- ❖ The younger the resident the more likely to say, “a great deal” or “to some extent” at 40%.

Figure 22: How much residents agree with the statement: “SDC involves residents when making decisions”

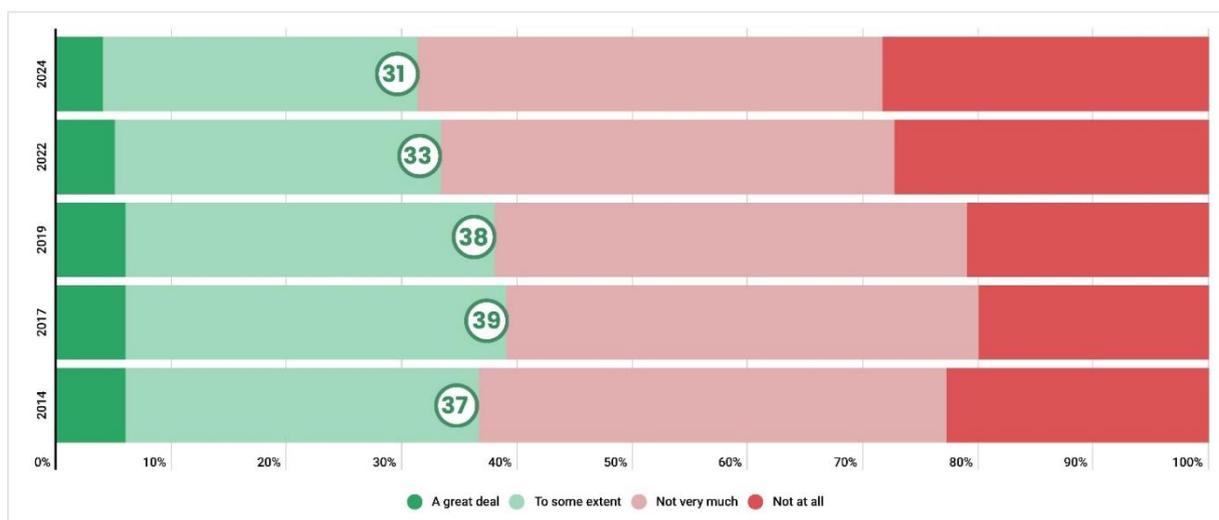


Table 46: How much residents agree with the statement: “SDC involves residents when making decisions”, by year

	<i>A great deal</i>	<i>To some extent</i>	<i>Not very much</i>	<i>Not at all</i>
	%	%	%	%
2024	4	27	40	28
2022	5	28	39	27
2019	6	32	41	21
2017	6	33	41	20
2014	6	31	41	23

Base: (2024: 1,250), (2022: 1,782), (2019: 1,700), (2017: 1,549), (2014: 1,584)

Table 47: How much residents agree with the statement: “SDC involves residents when making decisions”, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A great deal	3	5	4	2	5	4
To some extent	27	15	26	30	26	40
Not very much	40	50	37	42	37	41
Not at all	30	30	33	27	32	16
Base: (All Respondents)	(194)	(191)	(322)	(201)	(135)	(172)

“SDC acts on the concerns of local residents”

33% of respondents felt agreed that SDC acts on residents’ concerns a great deal or to some extent, one percentage point lower than in 2022.

Looking at significant 2024 results:

- ❖ Southam residents (48%) were more likely to agree that SDC acts on residents’ concerns than those in any other locality. The lowest figure was in Alcester/Bidford at 26%.

❖ Those aged 18 to 34 were more likely to agree with the statement (45%).

Figure 23: How much residents agree with the statement: “SDC acts on the concerns of local residents”

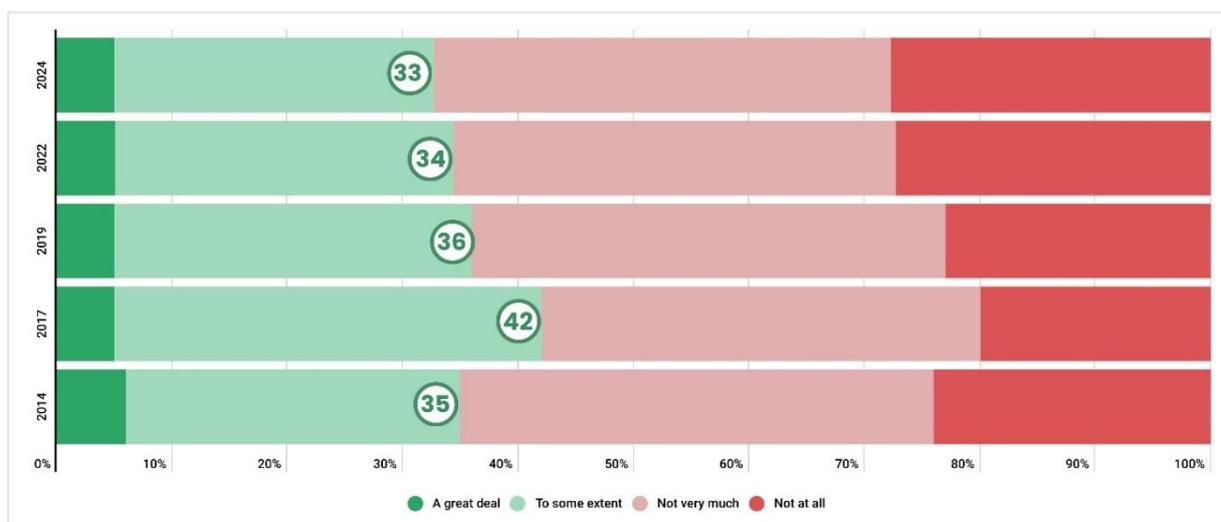


Table 48: How much residents agree with the statement: “SDC acts on the concerns of local residents”, by year

	A great deal %	To some extent %	Not very much %	Not at all %
2024	5	28	40	28
2022	5	29	38	27
2019	5	31	41	23
2017	5	37	38	20
2014	6	29	41	24

Base: (2024: 1,208), (2022: 1,782), (2019: 1,700), (2017: 1,549), (2014: 1,584)

Table 49: How much residents agree with the statement: “SDC acts on the concerns of local residents”, by locality

BY LOCALITY	Henley/ Studley %	Alcester/ Bidford %	Stratford %	Shipston %	Welles- bourne / Kineton %	Southam %
A great deal	4	5	6	2	6	4
To some extent	33	21	22	25	25	44
Not very much	38	48	37	47	35	34
Not at all	25	27	34	26	34	18
Base: (All Respondents)	(189)	(192)	(318)	(189)	(119)	(169)

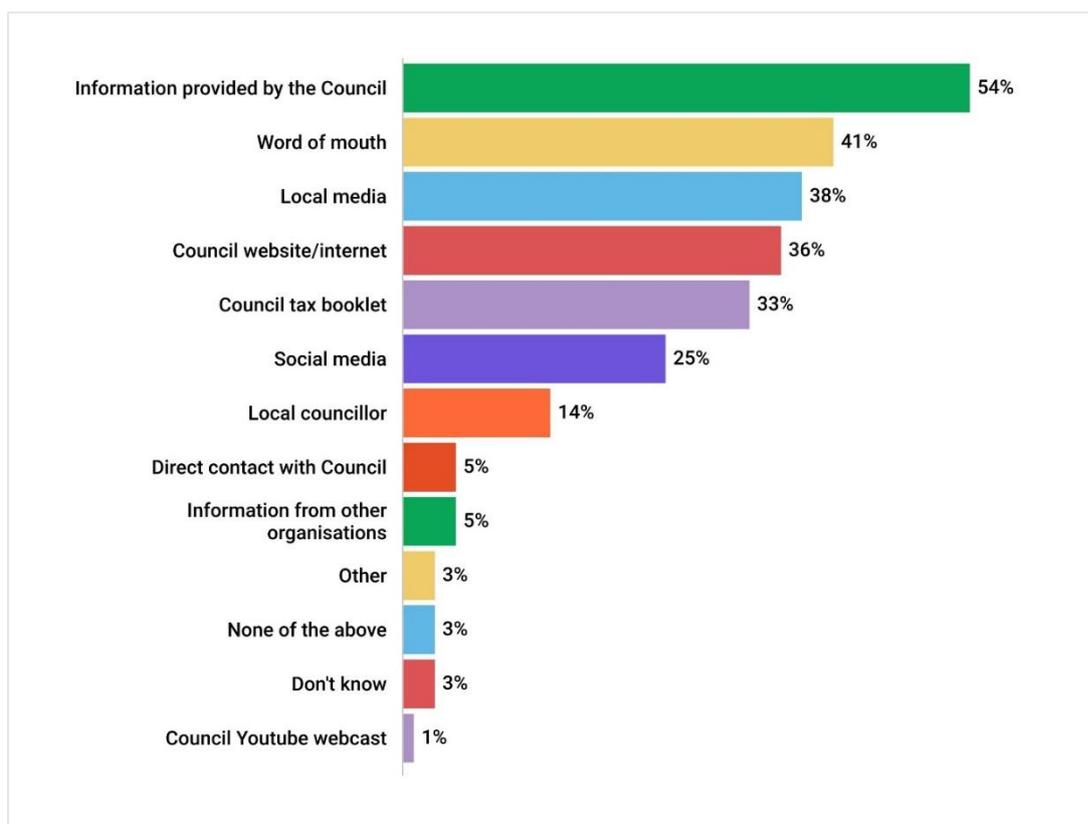
4.3.2 Information Sources

Information provided by the Council was the most popular way of finding out about SDC for respondents, with 54% choosing this. Word of mouth with 41% was the second most popular.

Looking at significant 2024 results:

- ❖ Henley/Studley residents were more likely to use the information provided by the Council (61%) than other areas. Stratford at 47% was the lowest.
- ❖ Those in the Alcester/Bidford and Stratford areas were more likely to use word of mouth. It was least likely in Shipston at 31%.
- ❖ Stratford residents (44%) were more likely to use local media to find out about SDC, in comparison with Southam (24%).
- ❖ The Council website/Internet is less of a source in the Stratford area (30%).
- ❖ Social media is more likely to be used in the Alcester/Bidford (35%) and Stratford (32%) areas.
- ❖ 22% of respondents in Southam used their local councillor as a source of information, but less likely to use the council tax booklet (26%).
- ❖ Those aged 18 to 34 were less likely to see the information provided by the Council (41%).
- ❖ Local media was a source for 53% of 65 plus residents, against 11% in the 18-34 age group.
- ❖ Older residents were more likely to use the council tax booklet and information from local councillors than the other age groups.
- ❖ Social media was more of a source for the 35 to 49 year old age group – 36%. For 65 plus it was 14%.
- ❖ Female residents more likely to use social media as a source – 30% vs 20% for men.

Figure 24: How respondents found out about Stratford DC



Base: (2024: 1,633)

37 responses to 'other' were received, which are detailed in Appendix C.

Table 50: How respondents found out about Stratford DC by locality

BY LOCALITY	Henley/ Studley	Alcester /Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Info. provided by Council	61	58	47	58	52	57
Word of mouth	41	51	50	31	35	34
Local media	38	43	44	40	33	24
Council website/Internet	40	36	30	39	40	37
Council tax booklet	36	39	34	31	34	26
Social media	17	35	32	24	18	18
From local councillor	14	12	8	15	15	22
Direct contact with Council	6	5	5	6	7	3
Info. from other organisations	5	6	4	8	6	5
Other source	5	3	1	6	4	3
None of the above	3	1	2	7	4	4
Don't know	5	0	4	5	1	3
From the DC's YouTube Webcasts	1	0	1	1	0	1
Base: (All Respondents)	(245)	(256)	(421)	(269)	(170)	(231)

How well informed SDC keeps its residents about.....

.....the services and benefits it provides

44% of respondents felt that SDC keeps residents very or quite well informed about services and benefits. This is a drop of 13 percentage points on 2022.

This year’s survey saw the proportion of residents saying that ‘SDC does not keep residents well informed at all’ rise to 16%, five points higher than 2022.

Looking at significant 2024 results:

- ❖ Overall, Stratford residents felt least well informed with 35% feeling fairly or very well informed, whilst 51% of Southam and Wellesbourne/Kineton residents felt fairly or very well informed.
- ❖ Those aged 18-34 were more likely than other age groups to feel that they were not well informed at all (28%). 56% of over 65s felt very or fairly well informed.
- ❖ Male residents were more likely to answer “not well informed at all” – 20% against 11% for female respondents.

Figure 25: Overall, how well-informed residents feel about SDC services and benefits provided

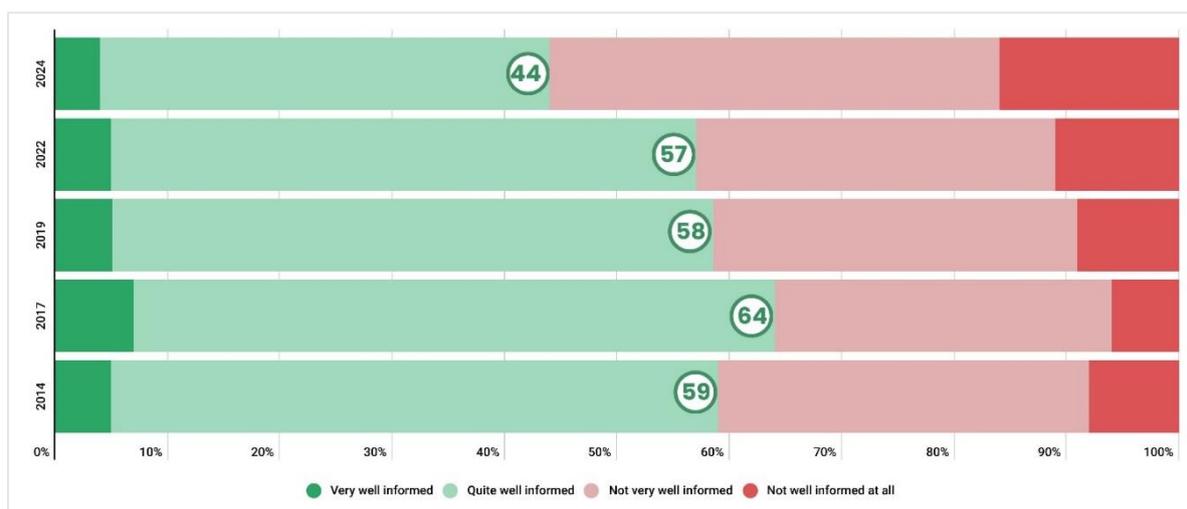


Table 51: Overall, how well-informed residents feel about SDC services and benefits provided, by year

	Very well informed %	Quite well informed %	Not very well informed %	Not well informed at all %
2024	4	40	40	16
2022	5	52	32	11
2019	5	53	32	9
2017	7	57	30	6
2014	5	54	33	8

Base: (2024: 1,640), (2022: 1,740), (2019: 1,765), (2017: 1,756), (2014: 1,754)

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Table 52: Overall, how well-informed residents feel about SDC services and benefits provided, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very well informed	4	4	4	2	5	4
Fairly well informed	40	44	31	45	46	47
Not very well informed	43	40	46	39	32	37
Not well informed at all	14	12	19	14	17	12
Base: (All Respondents)	(230)	(238)	(385)	(254)	(162)	(208)

Table 53: Overall, how well-informed residents feel about SDC services and benefits provided, by profile

	RESULT %
Total	44
GENDER	
Male	42
Female	47
AGE GROUP	
18-29	28
30-49	46
50-64	43
65+	56
ACCOMMODATION TENURE	
Owned outright	50
Buying on mortgage	35
Rent from housing association/trust	41
Rent from private landlord	47
DISABILITY	
Disability - Yes	44
Disability - No	43
CHILDREN	
Children in household age 17 and under	45
No children in household	44

.... how they can get involved in decision making

Only 20% of residents felt very or quite well informed about how they can get involved in decision making. This is the lowest result for the last ten years. Alongside this, the proportion who felt that they are not informed at all rose to 32% which is the highest proportion over the same period.

Looking at significant 2024 results:

- ❖ Residents in Southam (31%) were more likely to say that they were fairly or well informed about how to get involved in decision making than Stratford residents (12%).
- ❖ Those aged 65 plus were significantly more likely than other age groups to feel very well or fairly well informed as to how they can get involved in decision making (29%). In contrast, 16% felt the same way in the 50 to 64 age category.

Figure 26: Overall, how well-informed residents feel about getting involved in decision making

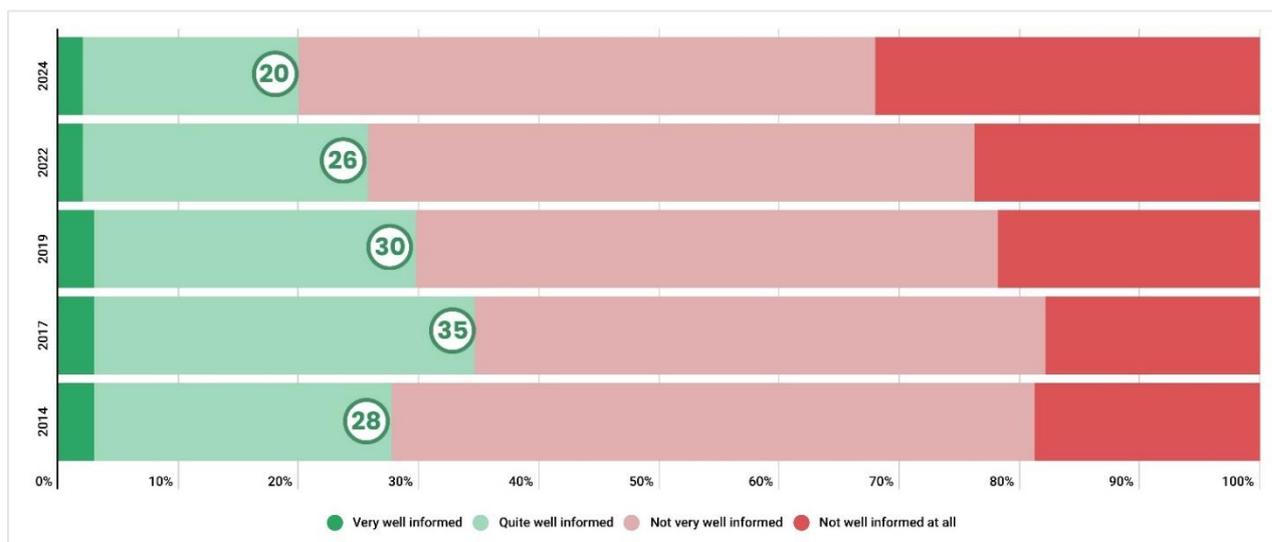


Table 54: Overall, how well-informed residents feel about getting involved in decision making, by year

	Very well informed %	Quite well informed %	Not very well informed %	Not well informed at all %
2024	2	18	48	32
2022	2	24	51	24
2019	3	27	49	22
2017	3	32	48	18
2014	3	25	54	19

Base: (2024: 1,302), (2022: 1,489), (2019: 1,709), (2017: 1,502), (2014: 1,499)

Table 55: Overall, how well-informed residents feel about getting involved in decision making, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very well informed	1	2	0	1	4	4
Fairly well informed	21	16	12	17	20	27
Not very well informed	50	58	48	53	39	39
Not well informed at all	28	24	40	28	37	30
Base: (All Respondents)	(203)	(208)	(331)	(209)	(130)	(192)

...what the Council spends its money on

43% felt very or fairly well informed on what the Council spends its money on. This is a three-percentage point drop on 2022, and the lowest score over the last ten years. Over this period, the proportion of residents who do not feel well informed at all has risen from 12% to 21%.

Looking at significant 2024 results:

- ❖ 57% of Wellesbourne/Kineton residents were more likely to feel very or fairly well informed about what the Council spends its money on. In contrast the area with the lowest score was Stratford with 38%.
- ❖ Those aged 18-34 were significantly more likely to feel not very well informed at all about what SDC spends its money on (32%).

Figure 27: Overall, how well-informed residents feel about what the council spends its money on, by year

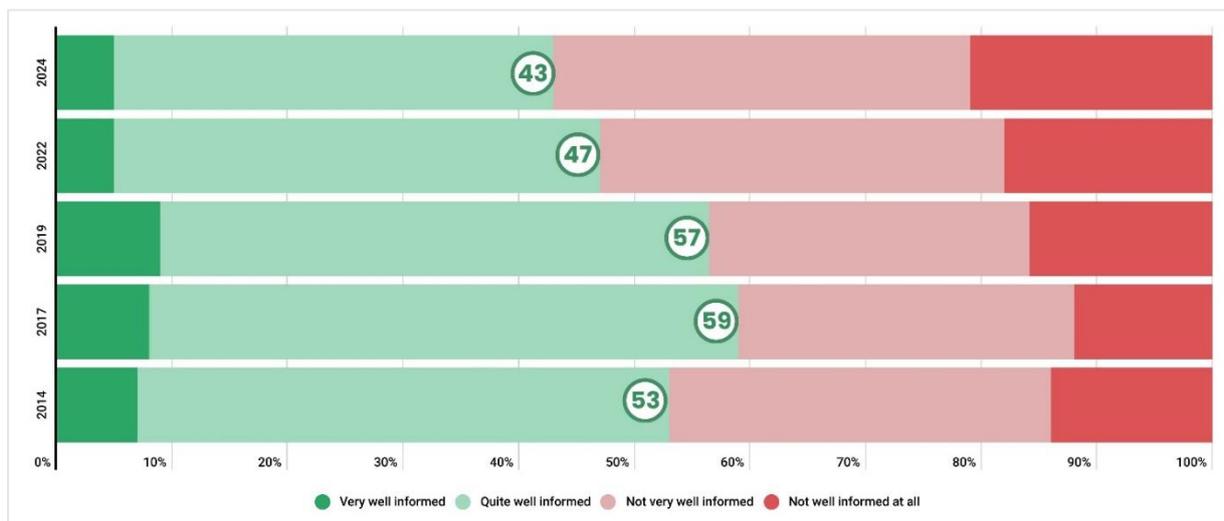


Table 56: Overall, how well-informed residents feel about what the council spends its money on, by year

	Very well informed %	Quite well informed %	Not very well informed %	Not well informed at all %
2024	5	38	36	21
2022	5	42	35	18
2019	9	48	28	16
2017	8	51	29	12
2014	7	46	33	14

Base: (2024: 1,456), (2022: 1,641), (2019: 1,736), (2017: 1,678), (2014: 1,659)

Table 57: Overall, how well-informed residents feel about what the council spends its money on, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very well informed	4	5	6	3	7	5
Fairly well informed	37	39	31	40	50	37
Not very well informed	43	34	37	35	21	43
Not well informed at all	16	21	25	22	22	15
Base: (All Respondents)	(223)	(223)	(374)	(240)	(153)	(206)

4.3.4 Information Requirements

Respondents were asked, from a list provided, say what information they would like to receive from the Council.

Almost two-thirds, (64%) wished to have information on the Council's priorities and planning matters. 56% wanted more on recycling and exactly half wished to see details of events and markets.

57 "other" responses were received. These are listed in Appendix D.

Table 58: Information residents want/would like to receive from Stratford District Council

Response	2024
Council's priorities	64%
Planning	64%
Recycling	56%
Events/Markets	50%
South Warwickshire Local Plan	48%
Economic Development	39%
Climate change	37%
Leisure	35%
Council's achievements	34%
Other Council services	16%
Other	5%
Base: (All Respondents)	(1582)

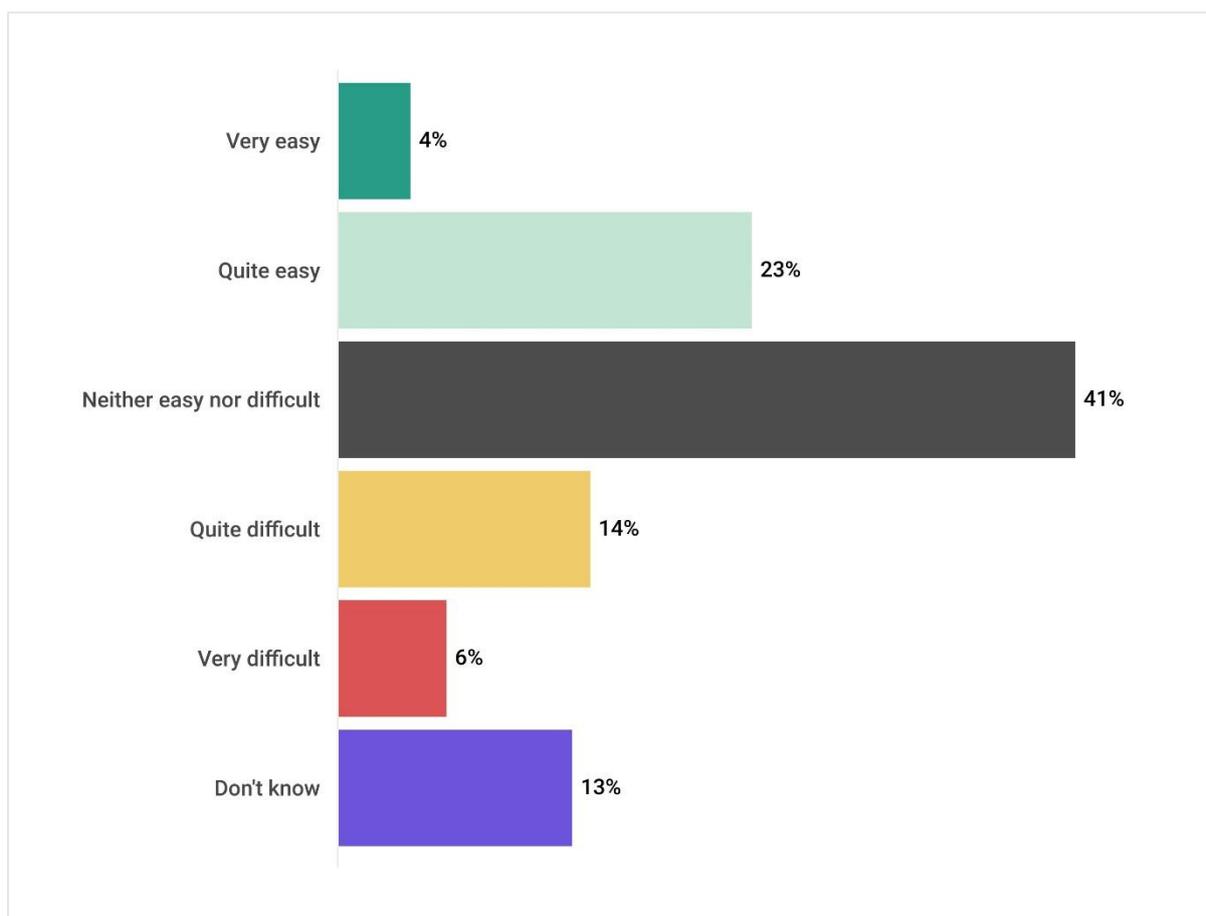
Respondents were asked how easy it was to find news and updates about the Council.

Overall, 27% found it very easy or quite easy and 20% found it quite difficult or every difficult.

Looking at significant 2024 results:

- ❖ Southam residents were more likely to find out more easily about news and updates about the council (31%)
- ❖ Almost a quarter (24%) of those aged 18-34 felt it quite or very difficult to find information.

Figure 28: Ease of finding out news and updates about the Council



If the respondent answered “quite or very difficult” to find out news and updates about the Council, 271 responses were received and are summarised below.

The main reason given for the negative response was the **SDC website** that respondents felt was poor or needed improving (40 mentions – 15%). Many found it hard to find things they wished to find information on, was clunky, certain actions were difficult and it was not easy to navigate.

32 comments (12%) were made stating that respondents **cannot find anything** on the Council. A further 23 comments (9%) concerned residents views that they were **not well informed** and received **little communication**.

19 respondents (7%) rated the **SDC website** as good and they use it for information. 12 respondents (4%) stated it was difficult as they were **not online** and 12 respondents use **Facebook** or **social media**. 11 respondents (4%) relied on **word of mouth** to receive Council information.

10 respondents (4%) mentioned the **council tax booklet** as their main source of information, another 10 that they use **online access** and another 10 relied on the **Stratford Herald or free newspapers** for their news on SDC.

9 comments referred to the use of **telephones** to contact the Council for information and 8 use the **internet in general** to find out Stratford news. 8 respondents want a **newsletter** from the council on a regular basis.

7 mentioned **specific services or topics** they wanted more information on and the same number would like information in the **post or more direct**.

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6 people do not use **social media**, 6 rely on **councillors** for their information and 6 felt there should be more **meetings/forums/talks** to discuss issues.

5 responses revolved around the use of **email** more for sending information, 5 more use **noticeboards** in villages and 5 respondents said they receive SDC **leaflets**.

Other comments included a suggestion of a starter pack for new residents not the District, mentions of specific issues not connected to communications and the Council only sends out what it wants to tell residents and not what residents want to hear.

Table 59: Reason why residents answered quite or very difficult on finding news and updates about the Council

Topic (2 or more comments)	Number of comments	% of comments
SDC website poor/needs improving	40	15
Cannot find anything	32	12
Not well informed/little communication	23	9
SDC website good/use it for information	19	7
Not online	12	4
Use Facebook/social media	12	4
Rely on word of mouth	11	4
Information from council tax booklet	10	4
Use online access	10	4
Rely on Stratford Herald/Newspapers	10	4
Use telephone to contact	9	3
Use the internet	8	3
Need a newsletter	8	3
Specific service/topic mentions	7	3
Like to receive in post/direct information	7	3
Do not use social media	6	2
Rely on councillors	6	2
Need more meetings/forums/talks/consult	6	2
Receive leaflets	5	2
Use Email	5	2
Use noticeboards/villages	5	2
Limited computer knowledge	4	2
Do not have a computer	4	2
No free newspapers to see SDC news	4	2
No time	4	2
Have to look for it	4	2
No direct communication	3	1
App mentions	2	1
Need to advertise more	2	1
Other	57	21
Base: (All Respondents)	(271)	

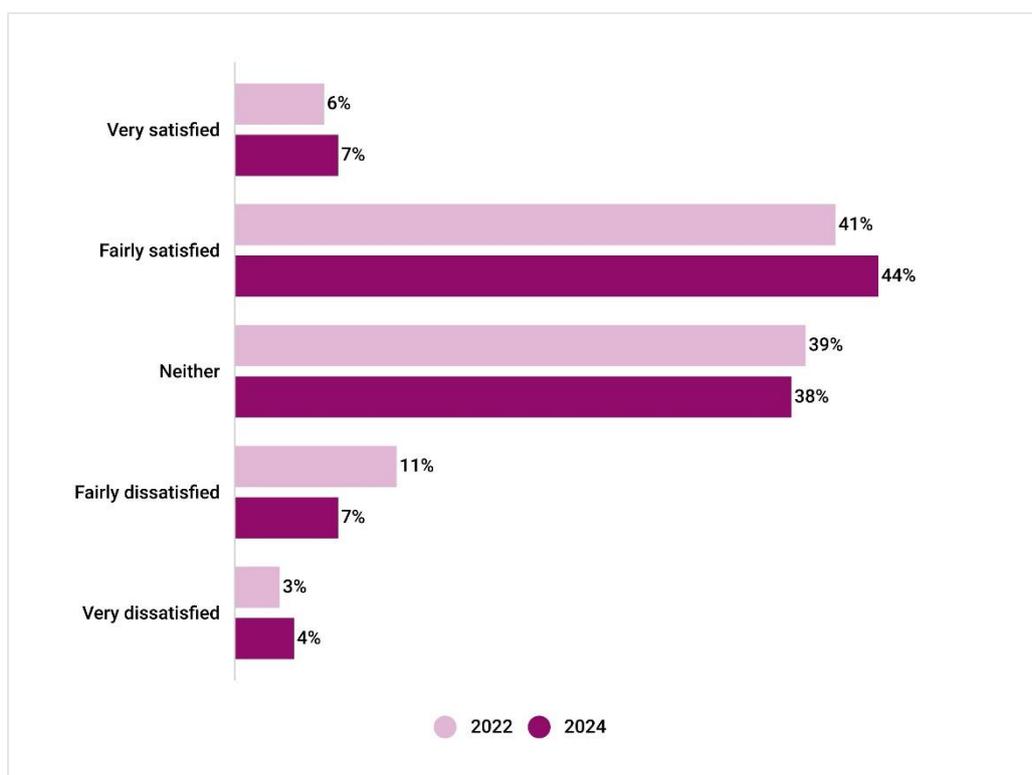
4.3.5 Satisfaction with Stratford-on-Avon District Council website

51% of respondents were very or fairly satisfied with SDC’s website, up four percentage points on 2022. Additionally almost one in five respondents (18%) never visited the website.

Looking at significant 2024 results:

- ❖ Residents in the Stratford and Shipston localities were more satisfied with the website than the other area, both 54%.
- ❖ Those aged 18 to 34 were more satisfied with the website than the other age groups (57%). Those in the 35 to 49 age group were least satisfied at 45%.

Figure 29: Residents’ satisfaction with the SDC website



Base: Those who visited the website (2022: 1,185), (2024: 1,325)

Table 60: Residents’ satisfaction with the SDC website, by year

	Very Satisfied %	Fairly Satisfied %	Neither %	Fairly Dissatisfied %	Very Dissatisfied %
2024	7	44	38	7	4
2022	6	41	39	11	3

Base: (Those who visited the website) (2024: 1,301), (2022: 1,185)

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Table 61: Residents' satisfaction with the SDC website, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	5	3	8	4	10	9
Fairly satisfied	47	43	46	50	41	38
Neither	37	46	32	37	36	43
Fairly dissatisfied	9	6	9	4	8	6
Very dissatisfied	2	2	6	5	5	4
Base: (Those who visited the website)	(194)	(219)	(318)	(221)	(148)	(193)

4.4 Stratford District Council Services

This section asked residents about their satisfaction with each of the different services which Stratford-on-Avon District Council provides. It also asked them how frequently they used certain services.

4.4.1 Satisfaction with services

Satisfaction with keeping public land free of litter and refuse

57% of respondents said that they were very or fairly satisfied with the way SDC kept public land clear of litter and refuse. Satisfaction levels have been dropping continuously over the last ten years, and this is the lowest levels of satisfaction seen over this time. At the same time, dissatisfaction has been rising: 26% respondents said that they were very or fairly dissatisfied with this – a rise of 13 percentage points over ten years.

Looking at significant 2024 results:

- ❖ Those aged 18-34 (66%) and 65 plus (60%) were more likely to be satisfied with this than other age groups.
- ❖ Residents of Southam locality (63%), Stratford and Shipston locality were more satisfied (both 62%) than those in Wellesbourne/Kineton (51%).

Figure 30: Satisfaction that SDC has kept public land clear of litter and refuse

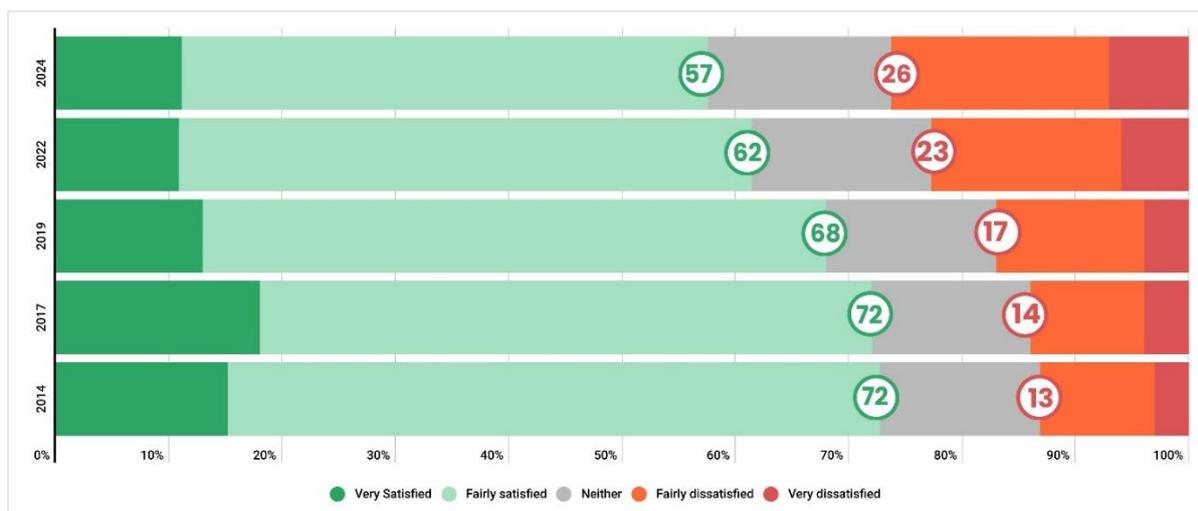


Table 62: Satisfaction that SDC has kept public land clear of litter and refuse by year

	Very Satisfied %	Fairly Satisfied %	Neither %	Fairly Dissatisfied %	Very Dissatisfied %
2024	11	46	16	19	7
2022	11	51	16	17	6
2019	13	55	15	13	4
2017	18	54	14	10	4
2014	15	57	14	10	3

Base: (2024: 1,490), (2022: 1,719), (2019: 1,722), (2017: 1,757), (2014: 1,748)

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Table 63: Satisfaction that SDC has kept public land clear of litter and refuse by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	9	9	15	10	10	12
Fairly satisfied	44	42	47	52	38	51
Neither satisfied nor dissatisfied	20	23	11	18	17	15
Fairly dissatisfied	19	20	20	13	27	19
Very dissatisfied	8	7	7	8	8	4
Base: (All Respondents)	(224)	(231)	(402)	(234)	(161)	(207)

Satisfaction with refuse collection

79% of residents were very or fairly satisfied with refuse collection in the district. While still being high, this is a drop on the consistent scores of 90% seen across surveys between 2012-2019. There has also been a rise in the percentage of residents feeling dissatisfied, with this rising nine percentage points since 2019.

Looking at significant 2024 results:

- ❖ Those aged 65+ were significantly more likely than other age groups to be very satisfied with refuse collection, while other age groups were more likely to be fairly satisfied.

Figure 31: Satisfaction with refuse collection

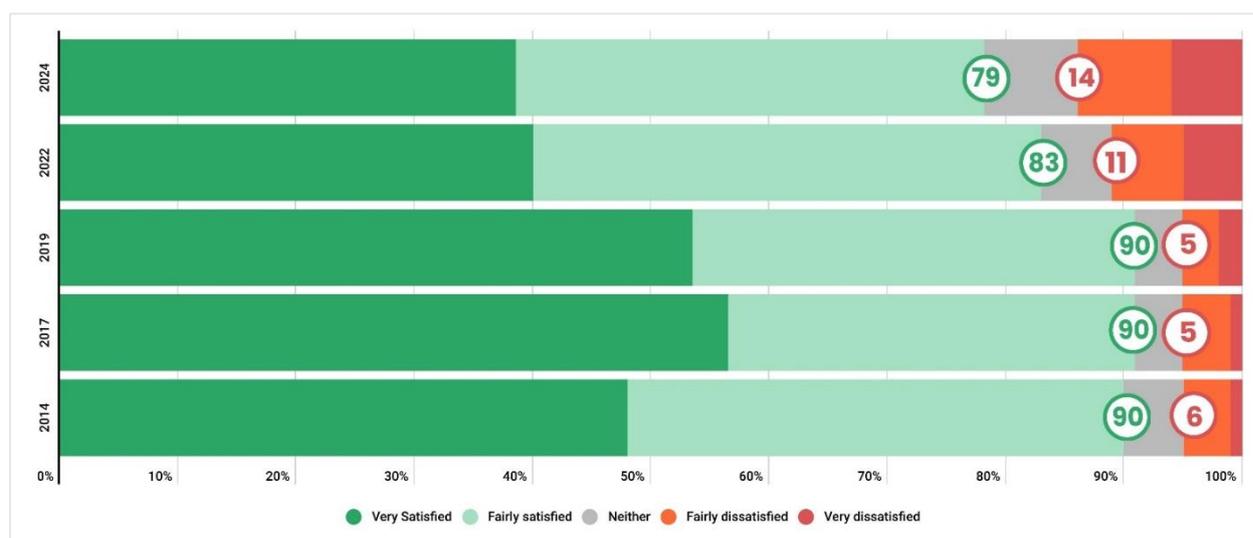


Table 64: Satisfaction with refuse collection by year

	Very Satisfied %	Fairly Satisfied %	Neither %	Fairly Dissatisfied %	Very Dissatisfied %
2024	39	40	8	8	6
2022	40	43	6	6	5
2019	53	37	4	3	2
2017	56	34	4	4	1
2014	48	42	5	4	1

Base: (2024: 1,609), (2022: 1,823), (2019: 1,773), (2017: 1,849), (2014: 1,859)

Table 65: Satisfaction with refuse collection by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	38	39	42	40	41	32
Fairly satisfied	45	43	35	41	34	43
Neither satisfied/dissatisfied	7	6	8	7	7	10
Fairly dissatisfied	6	6	9	8	12	8
Very dissatisfied	4	6	6	4	6	7
Base: (All Respondents)	(243)	(249)	(418)	(269)	(168)	(224)

Satisfaction with doorstep recycling

70% of residents were very or fairly satisfied with doorstep recycling, a drop of 12 percentage points on 2014. Dissatisfaction however fell back a little from 2022, down two percentage points.

Looking at significant 2024 results:

- ❖ Those aged 18 to 34 were more likely than other age groups to be satisfied with doorstep recycling (79%).

Figure 32: Satisfaction with doorstep recycling

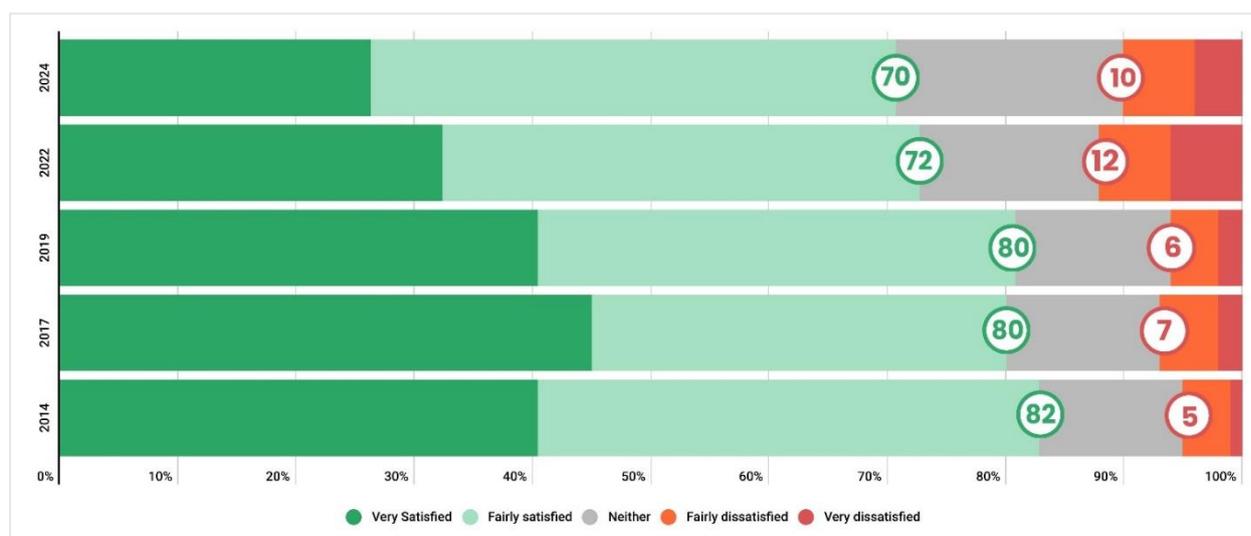


Table 66: Satisfaction with doorstep recycling by year

	<i>Very Satisfied</i>	<i>Fairly Satisfied</i>	<i>Neither</i>	<i>Fairly Dissatisfied</i>	<i>Very Dissatisfied</i>
	%	%	%	%	%
2024	26	44	19	6	4
2022	32	40	15	6	6
2019	40	40	13	4	2
2017	45	35	13	5	2
2014	40	42	12	4	1

Base: (2024: 1,325), (2022: 1,572), (2019: 1,711), (2017: 1,628), (2014: 1,555)

Table 67: Satisfaction with doorstep recycling by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	24	26	24	28	33	24
Fairly satisfied	46	46	42	41	40	49
Neither satisfied/dissatisfied	22	18	22	20	15	16
Fairly dissatisfied	3	8	7	5	7	7
Very dissatisfied	5	3	5	5	4	3
Base: (All Respondents)	<i>(205)</i>	<i>(215)</i>	<i>(331)</i>	<i>(210)</i>	<i>(146)</i>	<i>(188)</i>

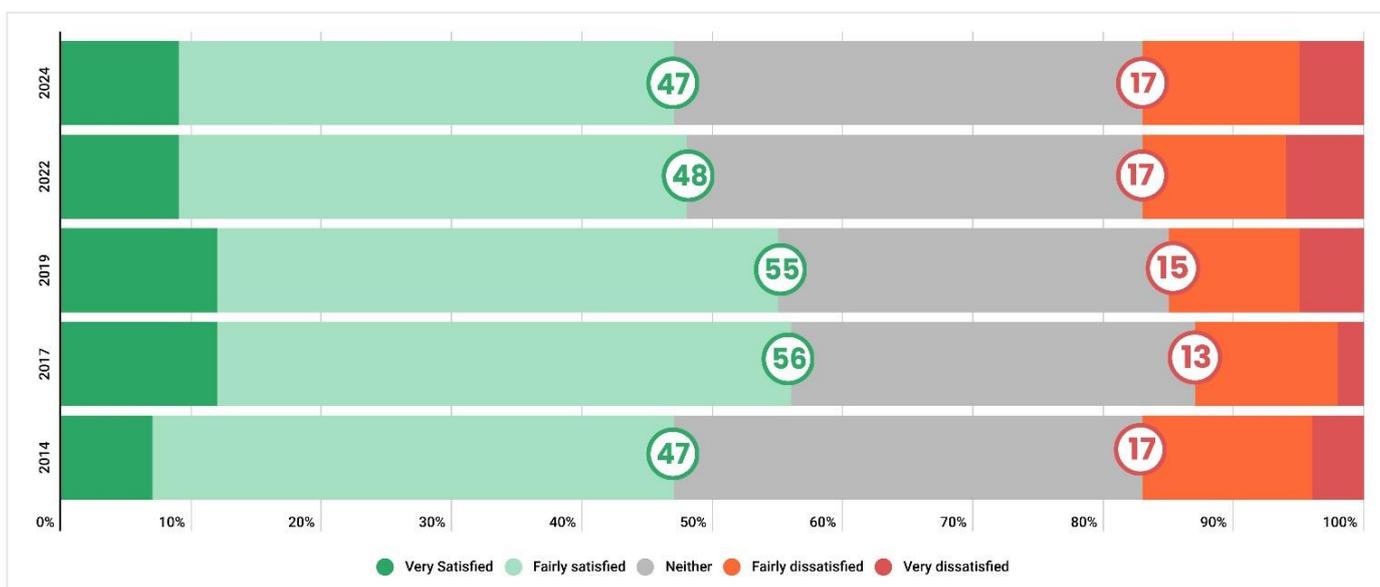
Satisfaction with sport/leisure facilities

47% of residents were very or fairly satisfied with sport/leisure facilities, a slight fall on 2022 and the same level as seen in 2014. Dissatisfaction, similarly, stayed static at the levels seen in 2014.

Looking at significant 2024 results:

- ❖ Stratford residents were the most satisfied with the sport/leisure facilities provided by SDC (57%). This was significantly more than the other five localities.
- ❖ Those aged 18-34 were more likely to be dissatisfied with sport and leisure facilities than other age groups (28%).

Figure 33: Satisfaction with sport/leisure facilities



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Table 68: Satisfaction with sport/leisure facilities by year

	Very Satisfied %	Fairly Satisfied %	Neither %	Fairly Dissatisfied %	Very Dissatisfied %
2024	9	38	36	12	5
2022	9	39	35	11	6
2019	12	43	30	10	5
2017	12	44	31	11	2
2014	7	40	36	13	4

Base: (2024: 1,233), (2022: 1,430), (2019: 1,698), (2017: 1,452), (2014: 1,371)

Table 69: Satisfaction with sport/leisure facilities by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	8	6	11	7	6	10
Fairly satisfied	34	37	46	33	39	32
Neither satisfied/dissatisfied	40	41	29	41	35	41
Fairly dissatisfied	15	14	10	15	15	6
Very dissatisfied	4	2	4	4	5	11
Base: (All Respondents)	(184)	(193)	(330)	(188)	(140)	(173)

Satisfaction with parks and open spaces

69% of residents felt very or fairly satisfied with the parks and open spaces provided by SDC, a slight fall of two percentage points on 2022, whilst dissatisfaction remained static at 9%.

Looking at significant 2024 results:

- ❖ More Stratford residents were satisfied (80%) than residents in other localities. The lowest satisfaction score was for the Henley/Studley area at 63%.
- ❖ The lowest satisfaction amongst age groups was in the 50-64 year old category (67%).

Figure 34: Satisfaction with parks and open spaces

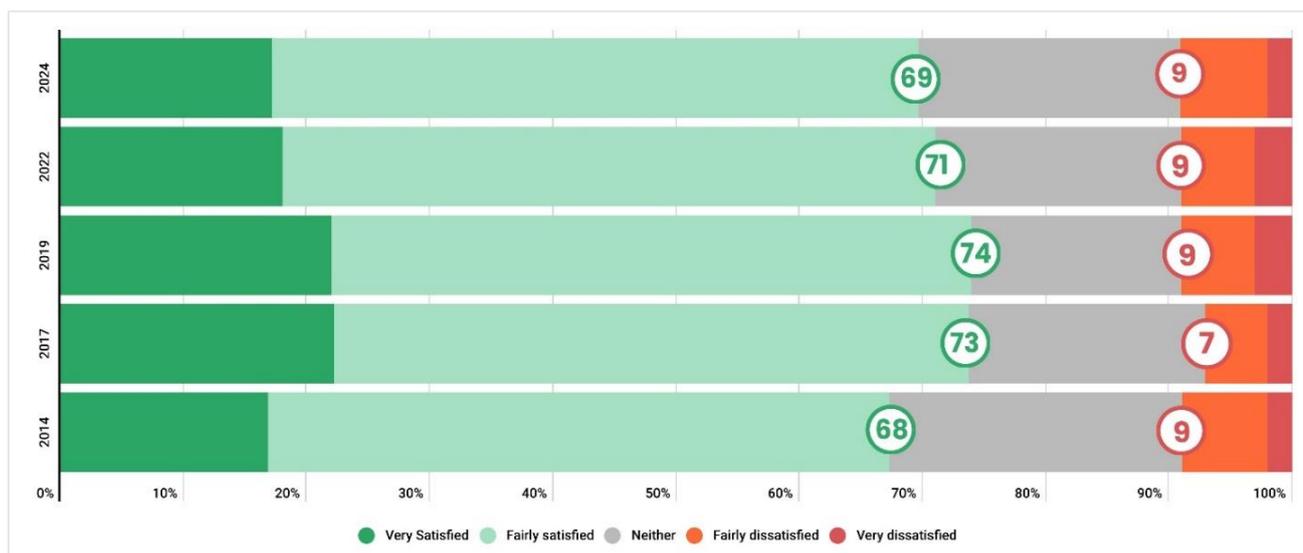


Table 70: Satisfaction with parks and open spaces by year

	Very Satisfied %	Fairly Satisfied %	Neither %	Fairly Dissatisfied %	Very Dissatisfied %
2024	17	52	21	7	2
2022	18	53	20	6	3
2019	22	52	17	6	3
2017	22	51	19	5	2
2014	17	51	24	7	2

Base: (2024: 1,442), (2022: 1,655), (2019: 1,716), (2017: 1,654), (2014: 1,595)

Table 71: Satisfaction with parks and open spaces by locality

BY LOCALITY	Henley/ Studley %	Alcester/ Bidford %	Stratford %	Shipston %	Wellesbourne/ Kineton %	Southam %
Very satisfied	13	12	27	12	11	16
Fairly satisfied	51	56	52	55	56	53
Neither satisfied/dissatisfied	31	21	13	19	20	26
Fairly dissatisfied	5	8	5	12	9	4
Very dissatisfied	0	3	2	2	4	1
Base: (All Respondents)	(219)	(225)	(394)	(226)	(150)	(197)

Satisfaction with play areas

Satisfaction/dissatisfaction with play areas remained static, with the same proportions as in 2022 feeling satisfied (59%) and dissatisfied (12%).

Looking at significant 2024 results:

- ❖ Those aged up to 49 were more satisfied than the other age groups (64%).
- ❖ Residents in the Stratford town area were more satisfied with play areas than the other localities (65%).
- ❖ More female respondents (62%) were satisfied than male respondents (57%).

Figure 35: Satisfaction with play areas

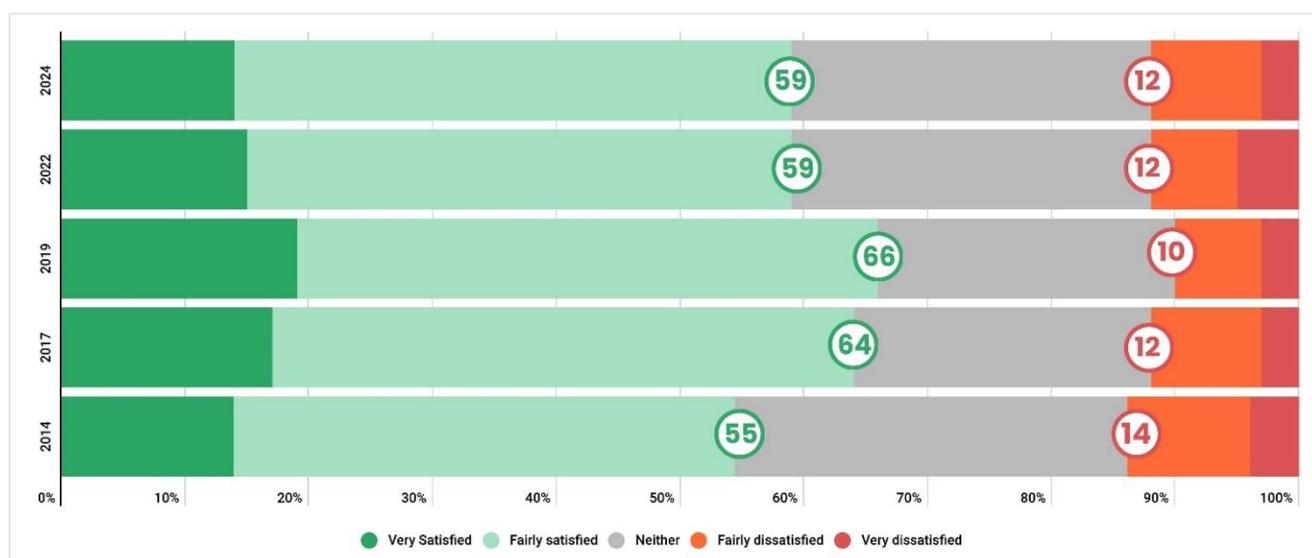


Table 72: Satisfaction with play areas by year

	Very Satisfied %	Fairly Satisfied %	Neither %	Fairly Dissatisfied %	Very Dissatisfied %
2024	14	45	29	9	3
2022	15	44	29	7	5
2019	19	47	24	7	3
2017	17	47	24	9	3
2014	14	41	32	10	4

Base: (2024: 1,157), (2022: 1,381), (2019: 1,695), (2017: 1,420), (2014: 1,377)

Table 73: Satisfaction with play areas by locality

BY LOCALITY	Henley/Studley %	Alcester/Bidford %	Stratford %	Shipston %	Wellesbourne/Kineton %	Southam %
Very satisfied	10	11	19	12	12	16
Fairly satisfied	42	48	46	46	40	47
Neither satisfied/dissatisfied	36	28	24	30	33	28
Fairly dissatisfied	11	9	6	11	11	8
Very dissatisfied	0	4	5	1	4	1
Base: (All Respondents)	(171)	(190)	(292)	(176)	(134)	(172)

Satisfaction with car parking

38% of respondents were satisfied with car parking provided by SDC, a ten-year low and eight points down on 2022. Dissatisfaction levels have hovered between 30-34% across the last five surveys.

Looking at significant 2024 results:

- ❖ Shipston residents were more likely to be satisfied with car parking than residents of other areas (45%). Henley/Studley locality had the lowest satisfaction level of 30%.
- ❖ Those aged over 65 were more dissatisfied than other age groups (37%).

Figure 36: Satisfaction with car parking

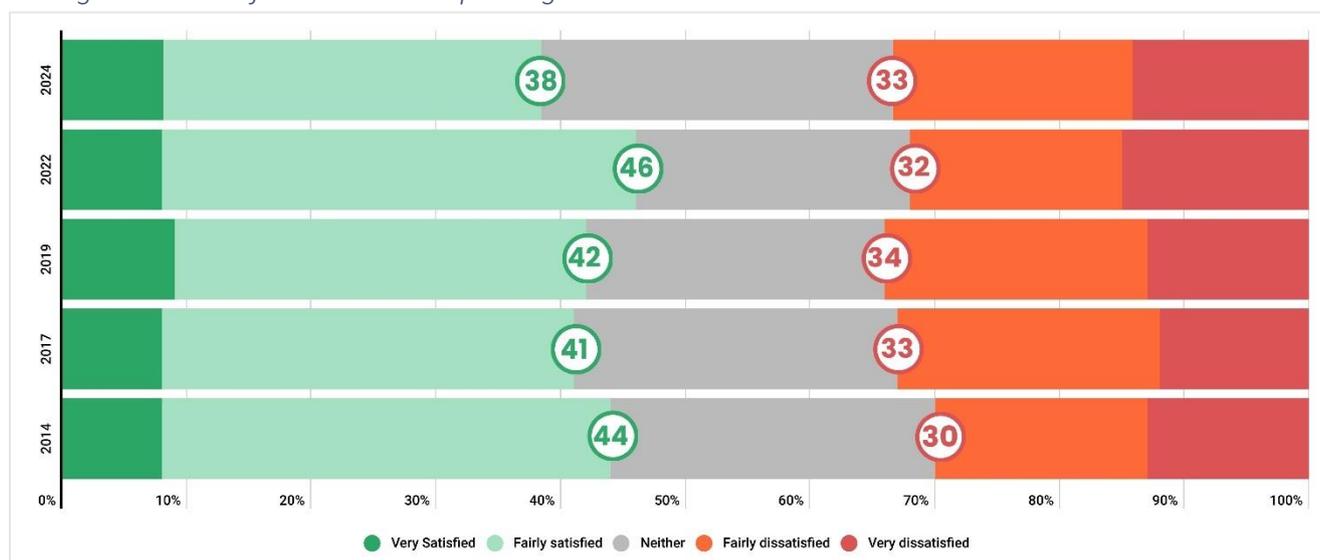


Table 74: Satisfaction with car parking by year

	Very Satisfied %	Fairly Satisfied %	Neither %	Fairly Dissatisfied %	Very Dissatisfied %
2024	8	30	28	19	14
2022	8	38	22	17	15
2019	9	33	24	21	13
2017	8	33	26	21	12
2014	8	36	26	17	13

Base: (2024: 1,471), (2022: 1,690), (2019: 1,761), (2017: 1,692), (2014: 1,634)

Table 75: Satisfaction with car parking by locality

BY LOCALITY	Henley/ Studley %	Alcester/ Bidford %	Stratford %	Shipston %	Wellesbourne/ Kineton %	Southam %
Very satisfied	4	5	10	7	10	12
Fairly satisfied	26	35	26	37	30	31
Neither satisfied/dissatisfied	32	31	25	23	29	35
Fairly dissatisfied	22	18	21	22	18	13
Very dissatisfied	17	12	19	10	13	9
Base: (All Respondents)	(224)	(230)	(387)	(239)	(154)	(206)

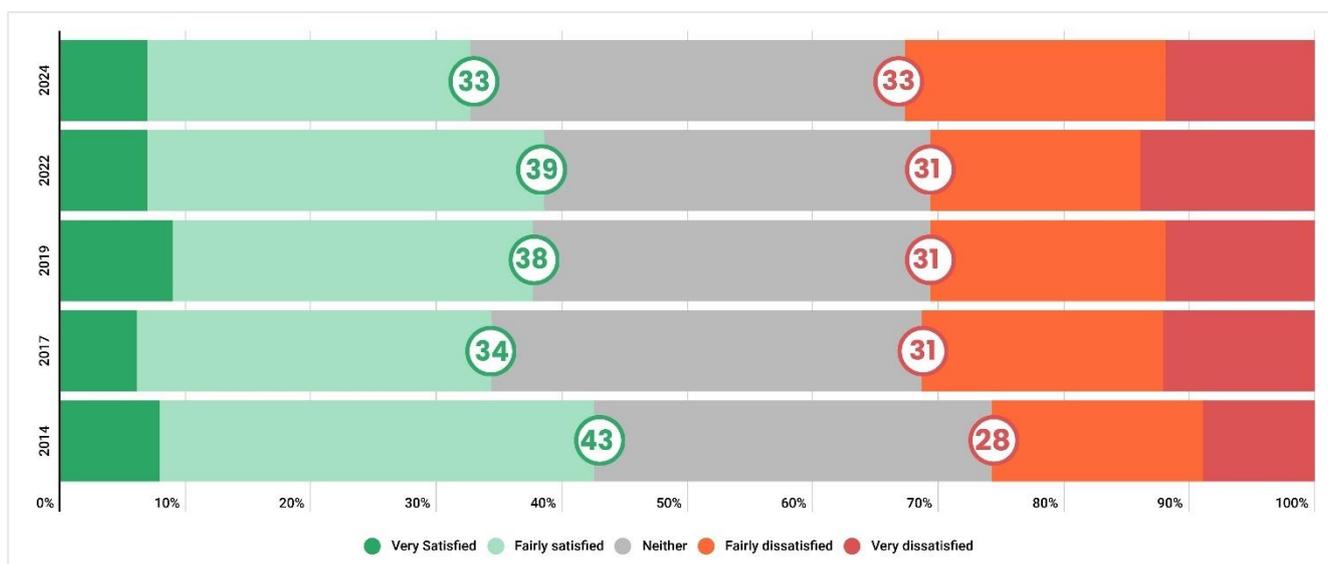
Satisfaction with public toilets

33% of those surveyed were satisfied with the public toilets provided by SDC, down six points on 2022 and the lowest level seen over the past ten years. Dissatisfaction rose by two points.

Looking at significant 2024 results:

- ❖ Residents of Wellesbourne were the least satisfied of all (19% satisfied), compared with a high of 39% for Stratford town residents.

Figure 37: Satisfaction with public toilets



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Table 76: Satisfaction with public toilets by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2024	7	26	35	21	12
2022	7	32	31	17	14
2019	9	29	32	19	12
2017	6	28	34	19	12
2014	8	35	32	17	9

Base: (2024: 1,224), (2022: 1,428), (2019: 1,694), (2017: 1,430), (2014: 1,436)

Table 77: Satisfaction with public toilets by locality

BY LOCALITY	Henley/ Studley %	Alcester/ Bidford %	Stratford %	Shipston %	Welles- bourne/ Kineton %	Southam %
Very satisfied	5	6	7	7	6	11
Fairly satisfied	31	28	31	25	14	17
Neither satisfied/dissatisfied	40	38	29	35	29	41
Fairly dissatisfied	13	23	19	27	25	20
Very dissatisfied	11	6	13	6	26	10
Base: (All Respondents)	(176)	(201)	(349)	(184)	(120)	(166)

Satisfaction with grass cutting

48% of respondents were satisfied with grass cutting, down nine percentage points on 2022 and the lowest score seen over the past five surveys. Dissatisfaction increased substantially by 17 points.

Looking at significant 2024 results:

- ❖ The locality with the highest satisfaction levels were in Southam at 59%. The lowest was Henley/Studley locality at 39%.
- ❖ 52% of female respondents satisfied compared with male respondents (45%).

Figure 38: Satisfaction with grass cutting

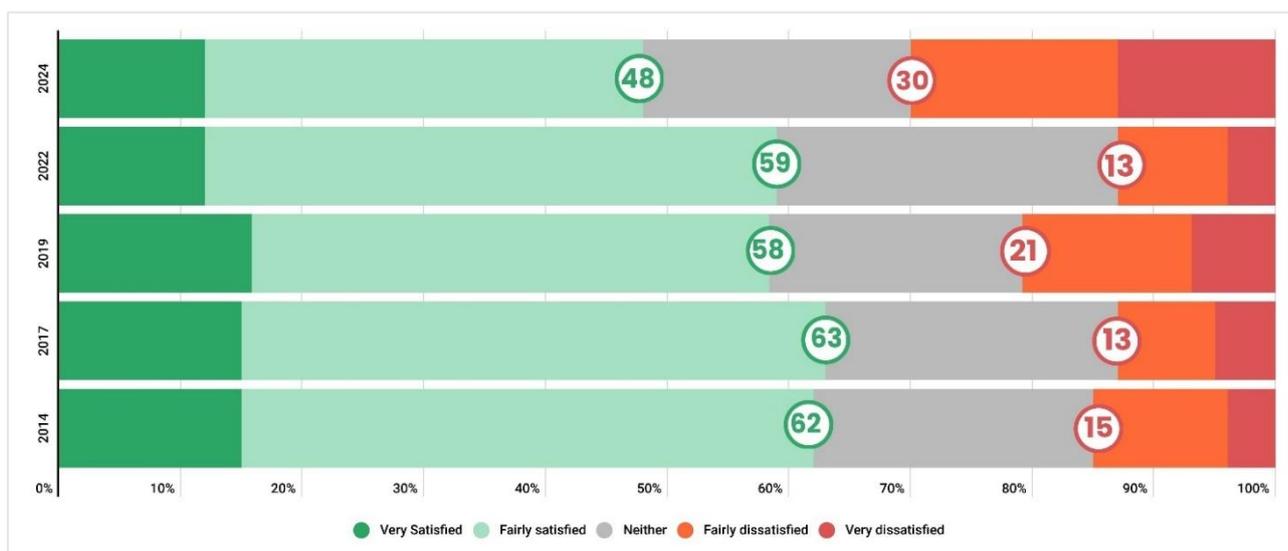


Table 78: Satisfaction with grass cutting by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2024	12	36	22	17	13
2022	12	47	28	9	4
2019	16	43	21	14	7
2017	15	48	24	8	5
2014	15	47	23	11	4

Base: (2024: 1,485), (2022: 1,669), (2019: 1,732), (2017: 1,701), (2014: 1,703)

Table 79: Satisfaction with grass cutting by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kinton	Southam
	%	%	%	%	%	%
Very satisfied	8	8	13	13	9	18
Fairly satisfied	31	35	34	37	39	41
Neither satisfied/dissatisfied	26	20	19	27	22	23
Fairly dissatisfied	20	23	19	11	17	11
Very dissatisfied	15	13	15	12	13	8
Base: (All Respondents)	(227)	(227)	(384)	(241)	(160)	(216)

Satisfaction with processing planning applications

20% felt satisfied with the processing of planning applications by SDC, the lowest level seen over ten years. However, dissatisfaction also fell back four percentage points from 2022.

Looking at significant 2024 results:

- ❖ Southam locality residents were the most satisfied of all (29%), compared with 16% for those living in the Alcester/Bidford area.

Figure 39: Satisfaction with processing planning applications

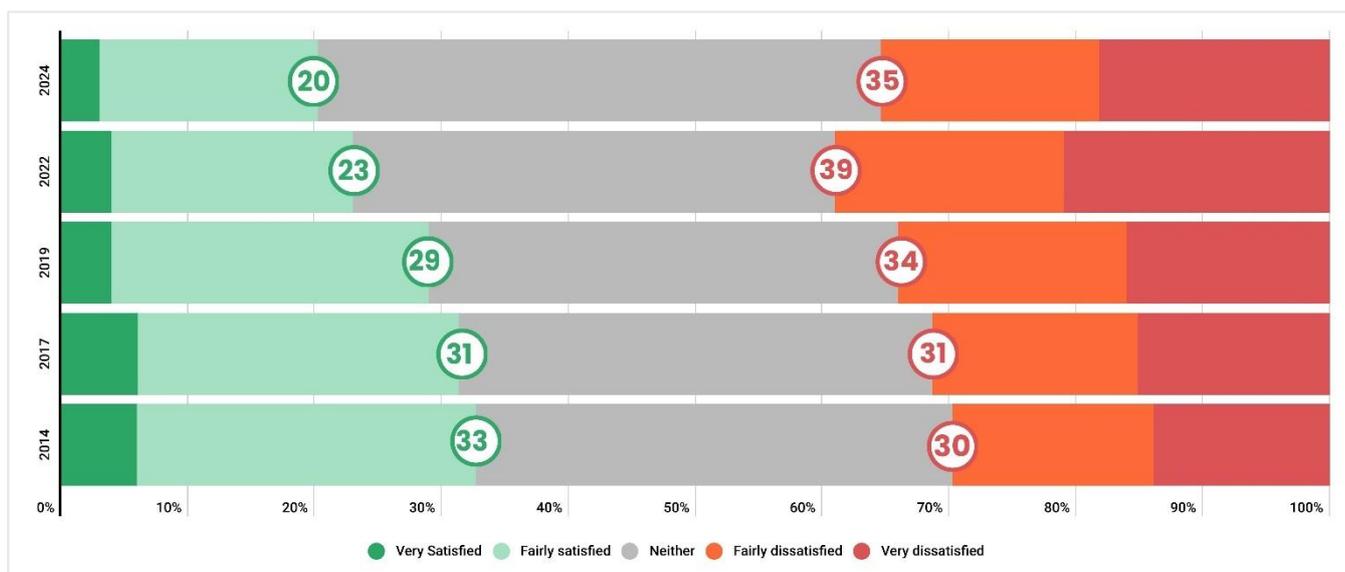


Table 80: Satisfaction with processing planning applications by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2024	3	17	44	17	18
2022	4	19	38	18	21
2019	4	25	37	18	16
2017	6	25	37	16	15
2014	6	27	38	16	14

Base: (2024: 889), (2022: 1,070), (2019: 1,707), (2017: 1,107), (2014: 1,164)

Table 81: Satisfaction with processing planning applications by locality

BY LOCALITY	Henley/ Studley %	Alcester/ Bidford %	Stratford %	Shipston %	Welles- bourne/ Kineton %	Southam %
Very satisfied	5	1	3	1	5	7
Fairly satisfied	18	15	16	16	17	22
Neither satisfied/dissatisfied	40	46	49	34	46	48
Fairly dissatisfied	21	16	19	26	16	6
Very dissatisfied	17	23	14	23	16	16
Base: (All Respondents)	(143)	(142)	(192)	(160)	(96)	(131)

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Satisfaction with way SDC develops planning policies

14% of respondents were satisfied with how SDC develops planning policies, a slight fall of one percentage point on 2022. While dissatisfaction has been falling over the past ten years. It has consistently outweighed satisfaction over this period.

Looking at significant 2024 results:

- ❖ Southam locality residents were the most satisfied of all (24%), compared with 9% for those living in the Alcester/Bidford and Shipston areas.
- ❖ The youngest age group were more likely to be satisfied (25%).

Figure 40: Satisfaction with way SDC develops planning policies

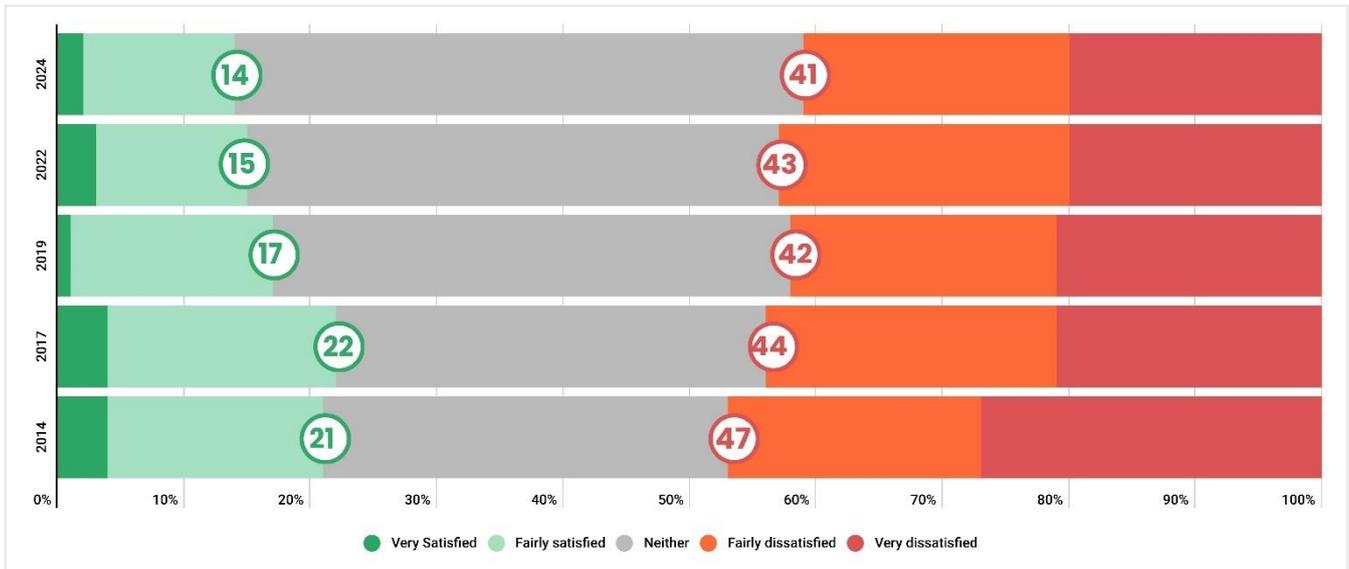


Table 82: Satisfaction with way SDC develops planning policies by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2024	2	12	45	21	20
2022	3	12	42	23	20
2019	1	16	41	21	21
2017	4	18	34	23	21
2014	4	17	32	20	27

Base: (2024: 861), (2022: 1,090), (2019: 1,712), (2017: 1,171), (2014: 1,212)

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Table 83: Satisfaction with way SDC develops planning policies by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	3	1	2	0	3	5
Fairly satisfied	14	8	9	8	13	20
Neither satisfied/dissatisfied	43	45	49	38	42	51
Fairly dissatisfied	23	20	22	29	24	8
Very dissatisfied	17	27	18	25	18	17
Base: (All Respondents)	<i>(135)</i>	<i>(136)</i>	<i>(201)</i>	<i>(155)</i>	<i>(86)</i>	<i>(123)</i>

Satisfaction with housing services

19% of respondents were satisfied with SDC’s housing services, a slight fall of one point on 2022. While dissatisfaction increased three points on 2022, it remained lower than in 2017-19. The vast majority of responses – 54% - were neutral in sentiment, neither satisfied nor dissatisfied.

Looking at significant 2024 results:

- ❖ Those in the 18- to 34-year-old age group were more likely to be satisfied in some way (36%).

Figure 41: Satisfaction with housing services

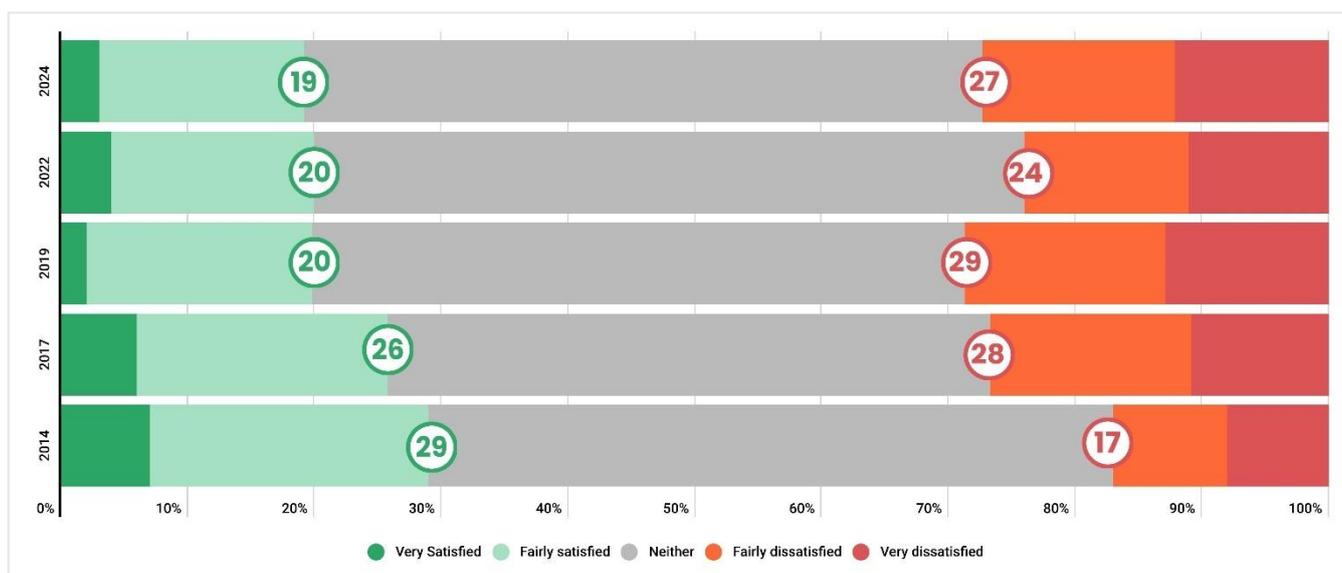


Table 84: Satisfaction with housing services by year

	<i>Very Satisfied</i>	<i>Fairly Satisfied</i>	<i>Neither</i>	<i>Fairly Dissatisfied</i>	<i>Very Dissatisfied</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
2024	3	16	53	15	12
2022	4	16	56	13	11
2019	2	18	52	16	13
2017	6	20	48	16	11
2014	7	22	54	9	8

Base: (2024: 677), (2022: 850), (2019: 855), (2017: 905), (2014: 905)

Table 85: Satisfaction with housing services by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	4	1	3	3	1	6
Fairly satisfied	9	11	18	14	15	23
Neither satisfied/dissatisfied	57	59	48	53	55	53
Fairly dissatisfied	14	12	19	18	17	9
Very dissatisfied	16	18	12	11	11	8
Base: (All Respondents)	<i>(110)</i>	<i>(107)</i>	<i>(163)</i>	<i>(107)</i>	<i>(72)</i>	<i>(100)</i>

Net satisfaction scores – individual services

The service with the highest net satisfaction score (satisfaction % - dissatisfaction %) is refuse collection at +63%. This has consistently received the highest net satisfaction over the last five surveys, although the gap has narrowed a lot in this latest survey. Net satisfaction for processing planning applications is at -15%. Net satisfaction in developing planning policies has been consistently negative over the past four surveys and stands at -27%.

Table 86: Net satisfaction scores

SERVICE AREA	2024	2022	2019	2017	2014
Refuse collection	+63	+72	+85	+85	+85
Parks and open spaces	+61	+62	+65	+66	+59
Kerbside recycling	+60	+60	+74	+72	+77
Play areas	+47	+47	+56	+52	+41
Keeping public land clear of litter and refuse	+31	+39	+56	+58	+59
Sports and leisure facilities	+30	+31	+40	+43	+30
Grass cutting	+18	+46	+37	+50	+47
Car parking	+5	+14	+9	+8	+14
Public toilets	0	+8	+6	+1	+17
Housing services	-8	-4	-8	-1	+12
Processing planning applications	-15	-16	-4	0	+3
Developing planning policies	-27	-28	-25	-22	-26

4.4.2 Frequency of using services

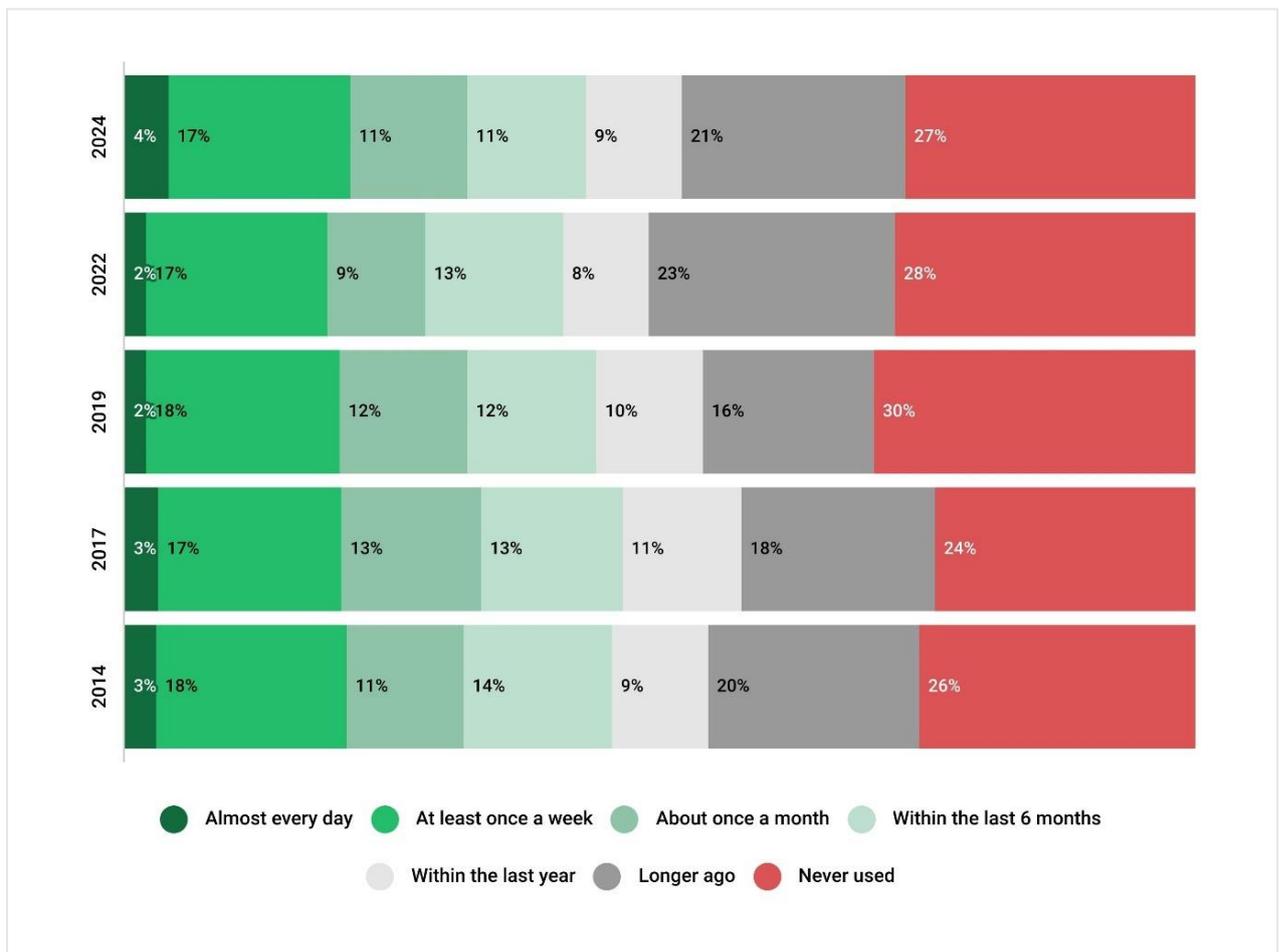
Frequency of using sports / leisure facilities

The frequency of using sports/leisure facilities has remained fairly static over the past ten years. The proportion using them almost every day rose two points on 2022, while the proportion who had used them longer ago or never used them fell from 51% to 48%.

Looking at significant 2024 results:

- ❖ Southam area (27%) and Stratford town residents (26%) were more likely to use used sports and leisure facilities provided by SDC at least weekly.
- ❖ Those aged 35-49 were more likely than other age groups to use sports and leisure facilities at least once a week (34%).
- ❖ Those aged 65+ were more likely to have never used sports/leisure facilities (39%).
- ❖ Male respondents (29%) were more likely not to use the sport and leisure facilities than female respondents (24%).

Figure 42: Usage of sports/leisure facilities



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Table 87: Usage of sports/leisure facilities, by year

	Almost every day %	At least once a week %	About once a month %	Within the last 6 months %	Within the last year %	Longer Ago %	Never Used %
2024	4	17	11	11	9	21	27
2022	2	17	9	13	8	23	28
2019	2	18	12	12	10	16	30
2017	3	17	13	13	11	18	24
2014	3	18	11	14	9	20	26

Base: (2024: 1,399), (2022: 1,566), (2019: 1,721), (2017: 1,566), (2014: 1,592)

Table 88: Usage of sport/leisure facilities, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Almost every day	0	3	5	3	1	7
At least once a week	10	17	21	13	15	20
About once a month	14	6	14	11	10	10
Within the last 6 months	12	11	8	18	13	9
Within the last year	11	15	9	7	5	7
Longer ago	21	19	23	18	16	22
Never used	31	29	20	31	37	26
Base: (All Respondents)	(204)	(223)	(364)	(228)	(150)	(198)

Frequency of using parks and open spaces

52% use SDC’s parks and open spaces at least once a week or almost every day. This is, again, the highest figure seen over the last ten years. The proportion who said that they never used it rose by one point to 6%.

Looking at significant 2024 results:

- ❖ Stratford residents were more likely to use parks and open spaces almost every day or at least once a week than residents in other areas (67%). The figure for Wellesbourne/Kineton locality was 32%.
- ❖ 10% of Shipston residents have never used them, compared to 2% of those in Stratford.
- ❖ Those aged 18-34 and 35-49 were more likely than older age groups to say that they used parks and open spaces at least once a week.
- ❖ The older the resident, the more likely they were not to have used parks and open spaces within the last six months or longer (31%).

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Figure 43: Usage of parks and open spaces

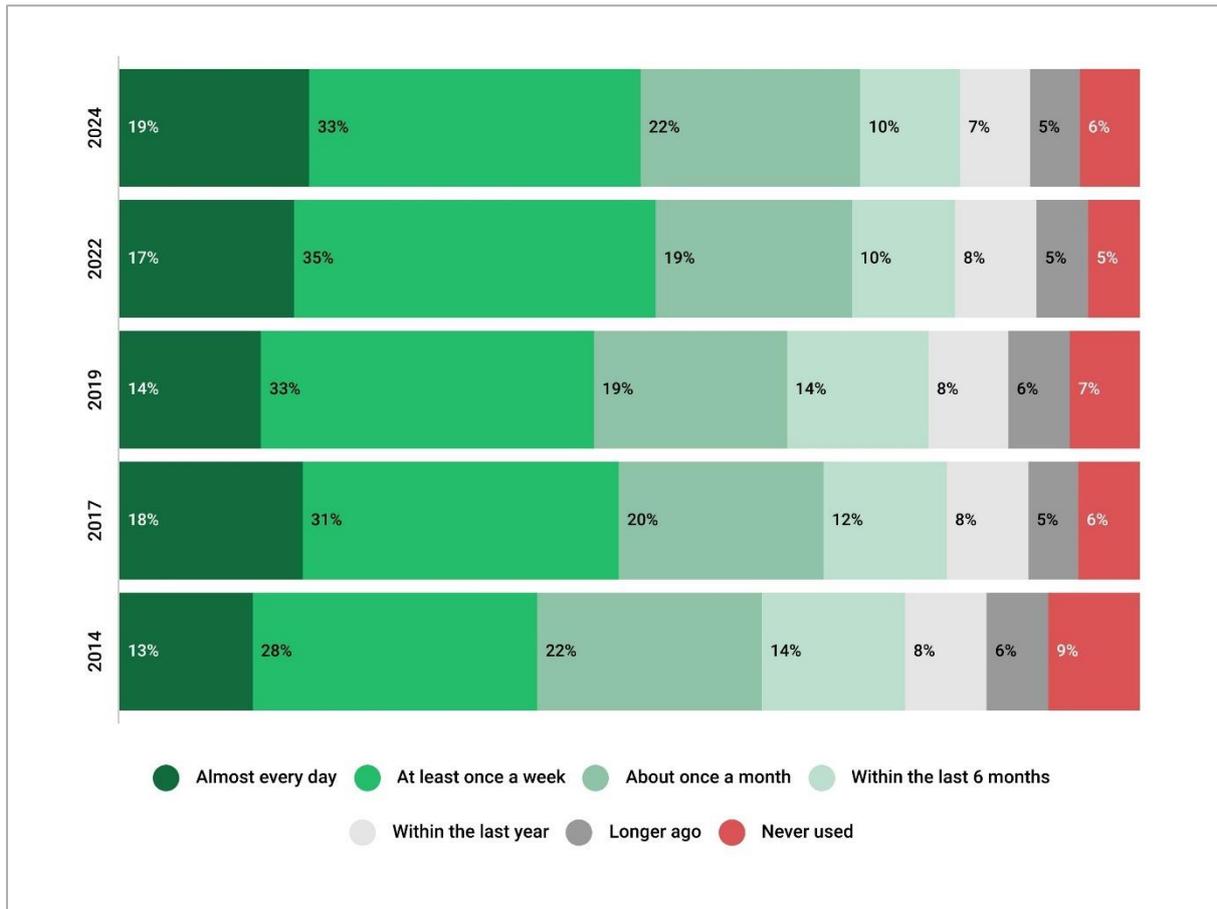


Table 89: Usage of parks and open spaces, by year

	Almost every day %	At least once a week %	About once a month %	Within the last 6 months %	Within the last year %	Longer Ago %	Never Used %
2024	19	33	22	10	7	5	6
2022	17	35	19	10	8	5	5
2019	14	33	19	14	8	6	7
2017	18	31	20	12	8	5	6
2014	13	28	22	14	8	6	9

Base: (2024: 1,495), (2022: 1,691), (2019: 1,727), (2017: 1,677), (2014: 1,677)

Table 90: Usage of parks and open spaces, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Almost every day	11	17	27	14	8	25
At least once a week	30	34	40	30	24	28
About once a month	24	21	19	17	32	21
Within the last 6 months	14	11	7	11	11	7
Within the last year	12	7	2	9	9	8
Longer ago	3	4	3	8	9	5
Never used	6	5	2	10	7	6
Base: (All Respondents)	(218)	(232)	(401)	(242)	(163)	(207)

Frequency of using play areas

17% of those surveyed use SDC's play areas at least once a week or even almost every day, the lowest figure seen over the last ten years. The proportion of residents who said that they never used them remained at 34%.

Looking at significant 2024 results:

- ❖ Henley/Studley area residents were most likely to say that they never used play areas (40%).
- ❖ 22% of Shipston are more likely to use them almost every day or at least once a week.
- ❖ 31% of 35- to 49-year-olds had been to play areas at least once a week, compared to 6% of 65 plus and 8% of 50- to 64-year-olds.
- ❖ 44% of males versus 25% of females have never been to play areas.
- ❖ 5% of females have been to a play area almost every day, compared to 1% of male respondents. 17% also go at least once a week, compared with 10% of male respondents.

Figure 44: Usage of play areas

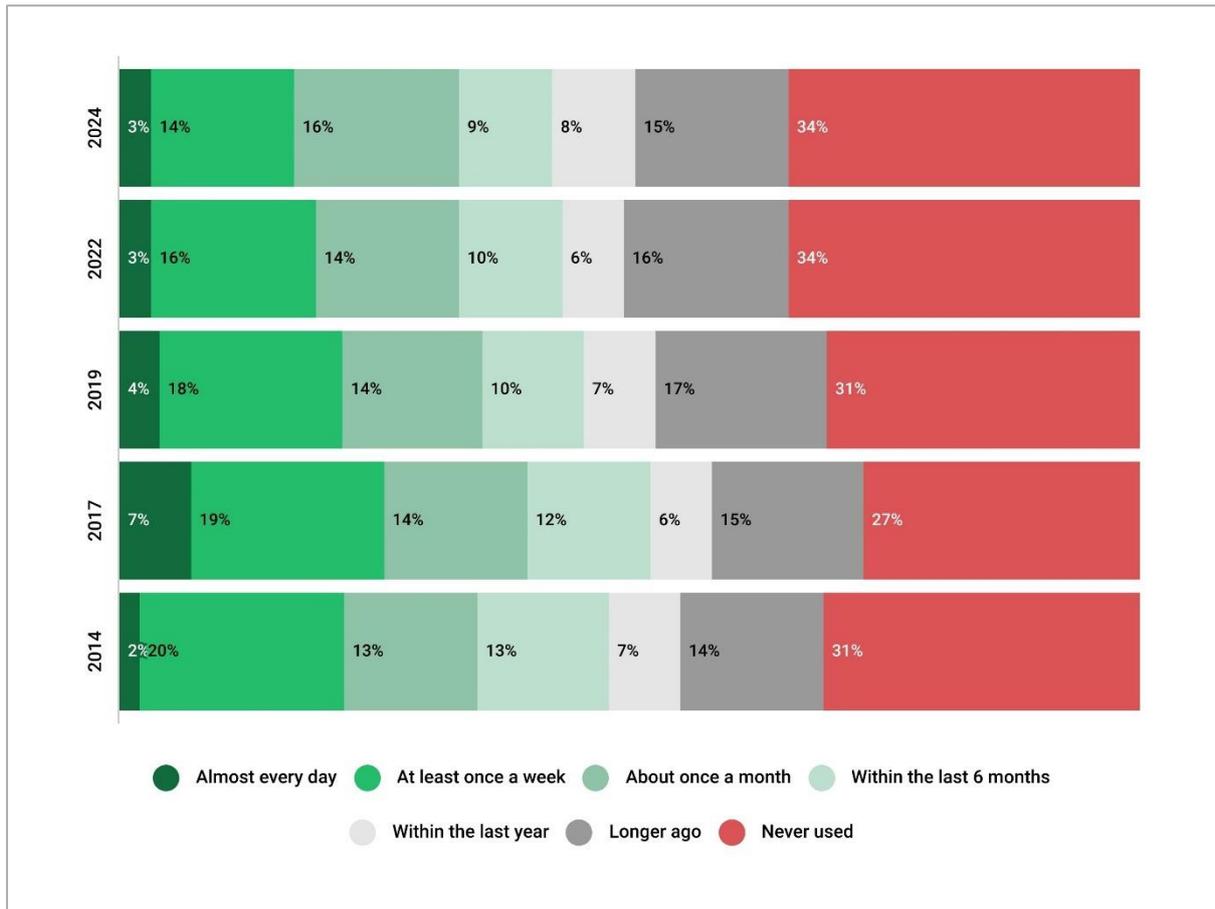


Table 91: Usage of play areas, by year

	Almost every day %	At least once a week %	About once a month %	Within the last 6 months %	Within the last year %	Longer Ago %	Never Used %
2024	3	14	16	9	8	15	34
2022	3	16	14	10	6	16	34
2019	4	18	14	10	7	17	31
2017	7	19	14	12	6	15	27
2014	2	20	13	13	7	14	31

Base: (2024: 1,127), (2022: 1,285), (2019: 1,707), (2017: 1,316), (2014: 1,387)

Table 92: Usage of play areas, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Almost every day	0	4	3	5	1	6
At least once a week	12	15	15	17	6	14
About once a month	12	18	17	10	21	17
Within the last 6 months	12	11	11	5	11	5
Within the last year	8	8	6	10	10	9
Longer ago	15	15	14	14	15	20
Never used	40	28	35	39	35	29
Base: (All Respondents)	<i>(170)</i>	<i>(175)</i>	<i>(276)</i>	<i>(197)</i>	<i>(129)</i>	<i>(158)</i>

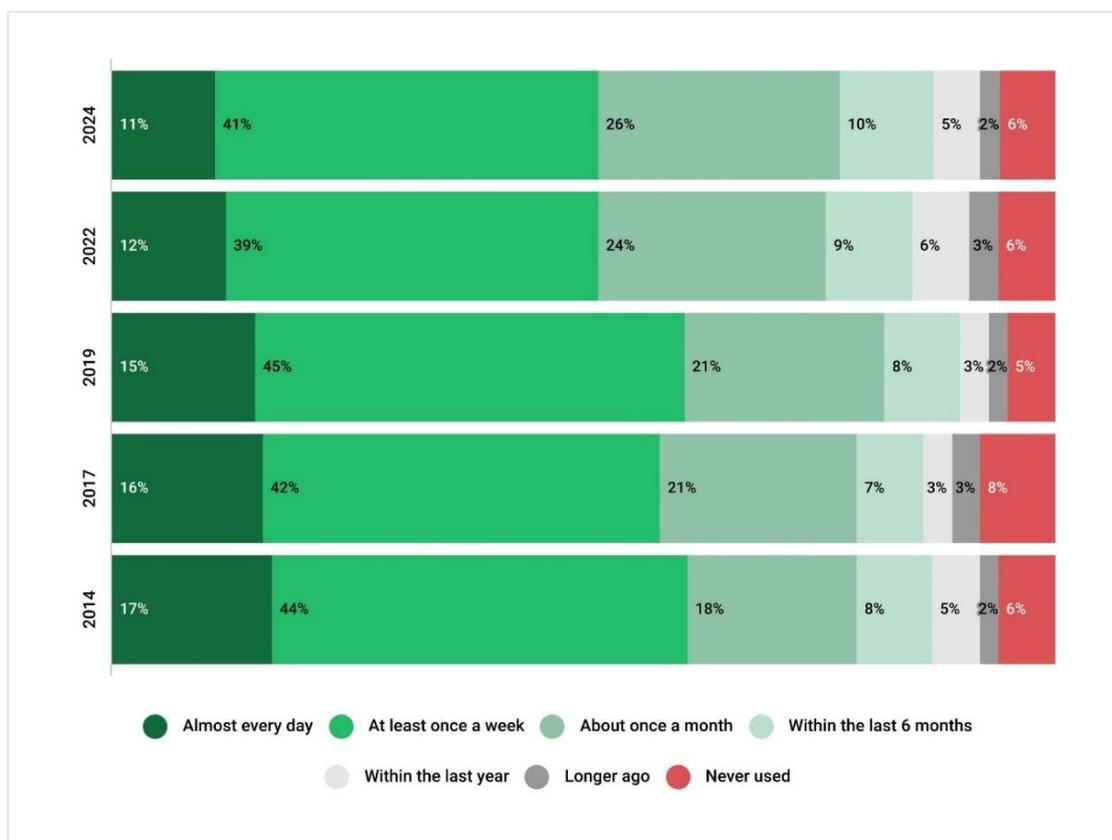
Frequency of using car parking

52% of respondents use SDC’s car parking facilities at least once a week or more. This is a small rise of one point on 2022. As the proportion of residents using car parks once a week or more has fallen, there has been an increase in those using car parks once a month or so.

Looking at significant 2024 results:

- ❖ Alcester/Bidford area residents were more likely than those in other areas to use car parks at least once a week or every day (61%).
- ❖ 45% of those aged 18 to 34 used car parks daily or at least once a week, the lowest percentage.

Figure 45: Usage of car parking



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Table 93: Usage of car parking, by year

	Almost every day %	At least once a week %	About once a month %	Within the last 6 months %	Within the last year %	Longer Ago %	Never Used %
2024	11	41	26	10	5	2	6
2022	12	39	24	9	6	3	6
2019	15	45	21	8	3	2	5
2017	16	42	21	7	3	3	8
2014	17	44	18	8	5	2	6

Base: (2024: 1,456), (2022: 1,659), (2019: 1,761), (2017: 1,634), (2014: 1,678)

Table 94: Usage of car parking, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Almost every day	8	11	13	10	15	9
At least once a week	51	50	40	45	24	32
About once a month	24	24	23	28	30	33
Within the last 6 months	8	7	10	8	11	14
Within the last year	3	3	6	4	7	3
Longer ago	0	1	2	2	2	4
Never used	6	5	5	3	12	5
Base: (All Respondents)	(221)	(234)	(371)	(247)	(155)	(195)

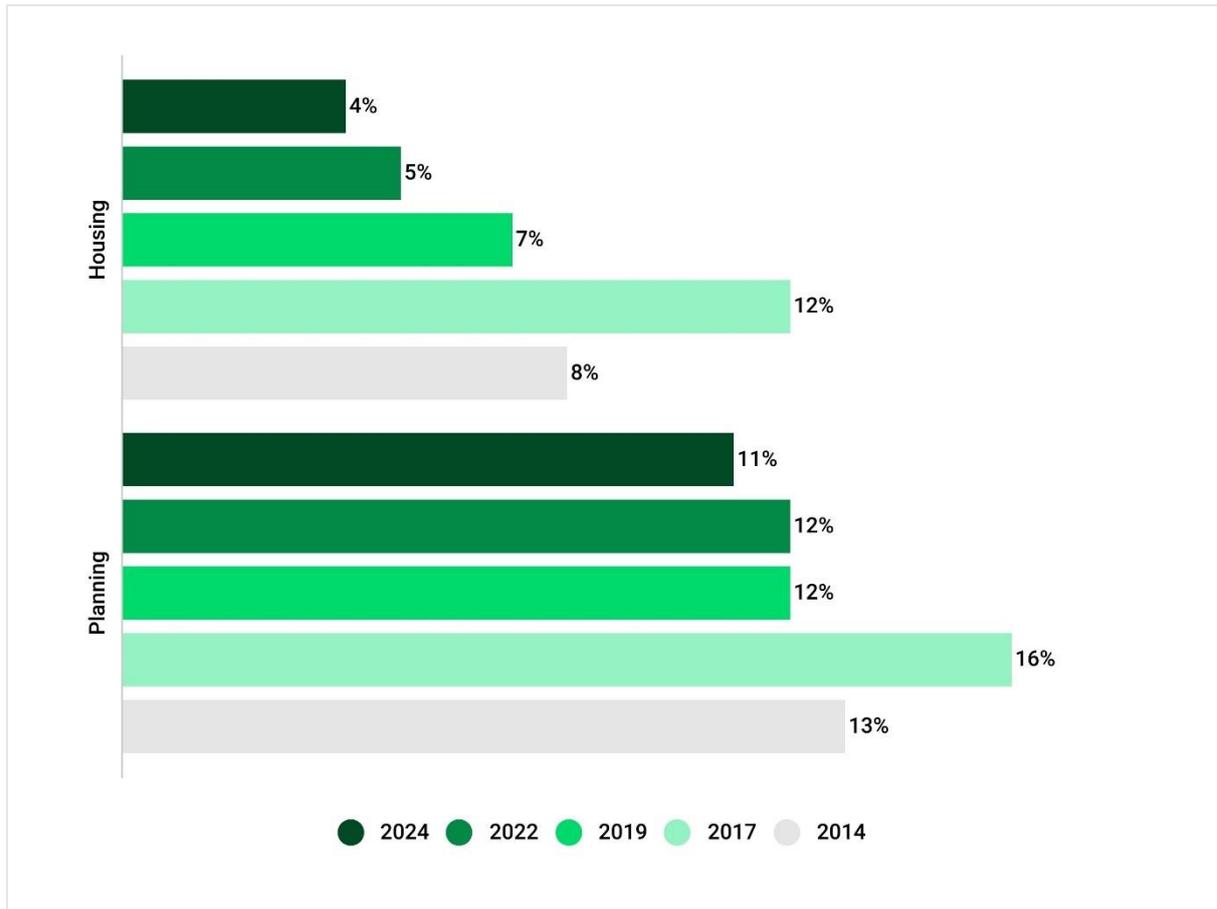
Use of housing and planning services in last 12 months

4% of respondents said that they or other members of their family had used housing services – the lowest figure over the last ten years. 11% said that they had used planning services – again, the lowest figure seen across the surveys over the last ten years.

Looking at significant 2024 results:

- ❖ Young people were more likely to have used the services of housing and the same for 35 to 45 years olds with planning.

Figure 46: Usage of housing and planning services



Base: (2024: 1,657), (2022: 1,875), (2019: 1,795), (2017: 1,905), (2014: 1,930)

4.5 Community Safety/Anti-Social Behaviour

This section asked residents how safe they felt both during the day and at night; it also asked whether they felt that certain types of anti-social behaviour were a problem in their local area.

4.5.1 Feelings of Safety

Feeling safe after dark

66% said they felt either fairly or very safe after dark, down three percentage points on 2022. Equally, the proportion feeling fairly or very unsafe after dark has risen to 20% - the highest score across all five surveys.

Looking at significant 2024 results:

- ❖ Overall, 55% of Stratford residents said they felt fairly or very safe compared to 77% of Southam residents and 74% of Shipston area residents. 13% of Stratford town residents felt very unsafe.
- ❖ More women felt very or fairly unsafe than men after dark (24% vs 15%).

Figure 47: How safe or unsafe residents feel when outside after dark

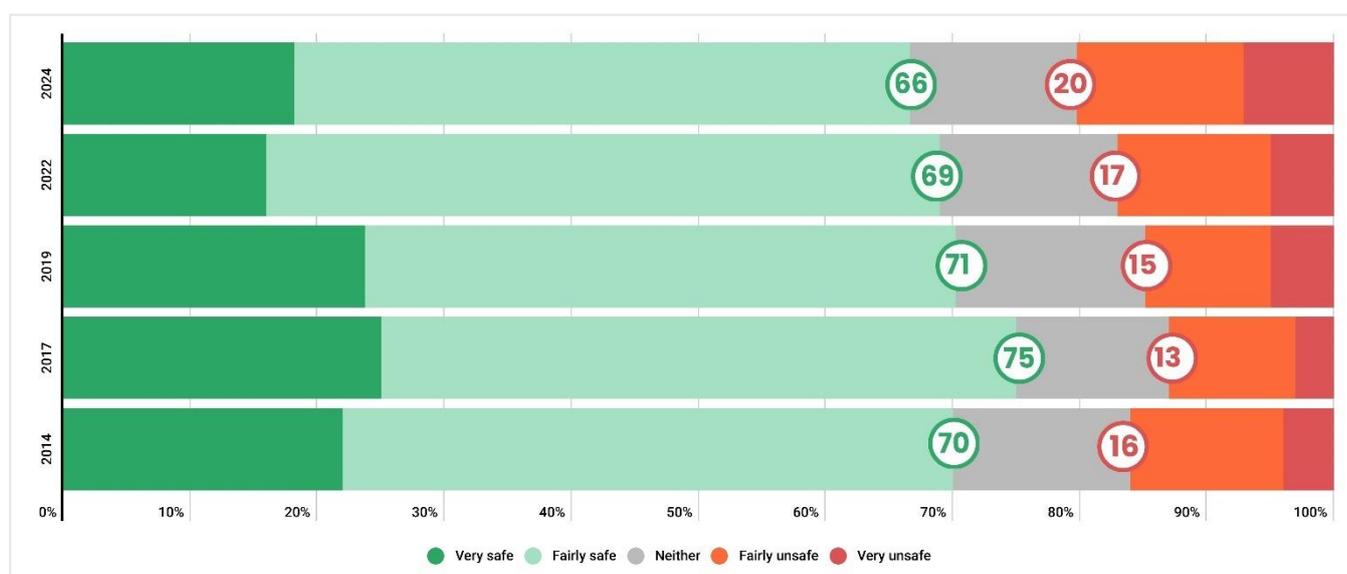


Table 95: How safe or unsafe residents feel when outside after dark by year

	Very Safe %	Fairly Safe %	Neither %	Fairly Unsafe %	Very Unsafe %
2024	18	48	13	13	7
2022	16	53	14	12	5
2019	24	47	15	10	5
2017	25	50	12	10	3
2014	22	48	14	12	4

Base: (2024: 1,584), (2022: 1,766), (2019: 1,742), (2017: 1,772), (2014: 1,799)

Table 96: How safe or unsafe residents feel when outside after dark by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kington	Southam
	%	%	%	%	%	%
Very safe	16	11	13	26	23	23
Fairly safe	53	50	41	48	49	54
Neither safe nor unsafe	12	19	14	12	11	13
Fairly unsafe	16	14	18	8	13	6
Very unsafe	2	5	13	6	4	4
Base: (All Respondents)	(239)	(246)	(407)	(263)	(168)	(223)

Feeling safe during the day

89% of residents felt fairly or very safe during the day, down four points on 2022 and the lowest level seen over the past ten years. The proportions feeling fairly or very unsafe during the day increased to 5%.

Looking at significant 2024 results:

- ❖ Southam locality residents (95%) were more likely than other residents to say that they feel very or fairly safe during the day. The lowest was for Stratford at 84%.

Figure 48: How safe or unsafe residents feel when outside in the day

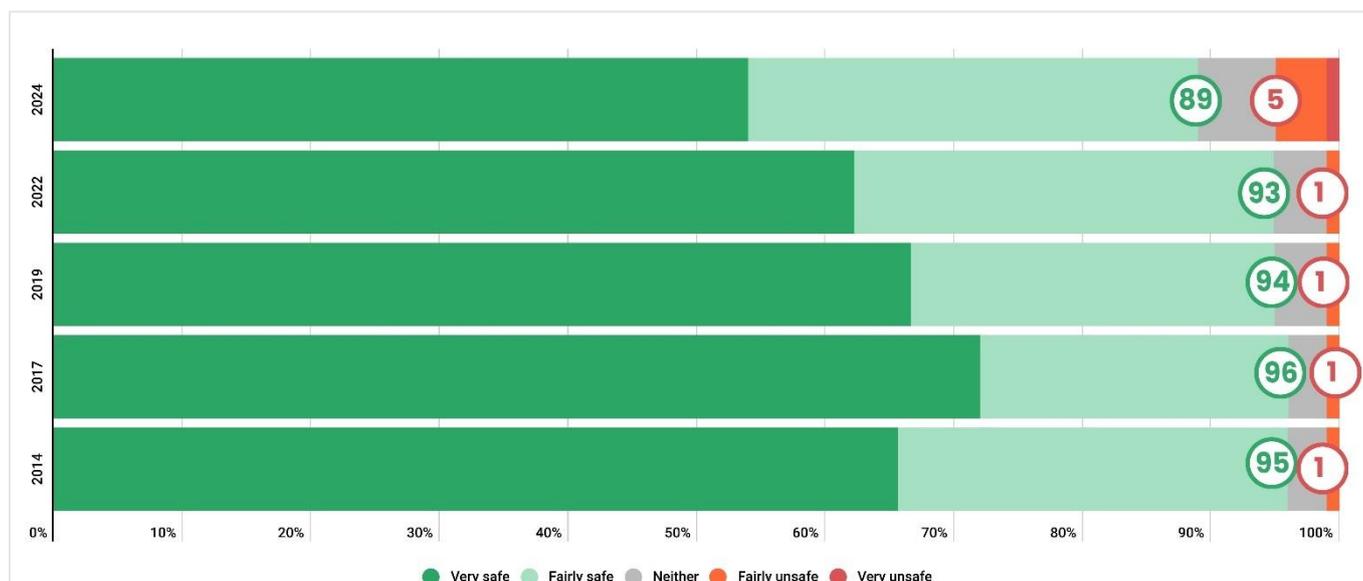


Table 97: How safe or unsafe residents feel when outside in the day by year

	Very Safe %	Fairly Safe %	Neither %	Fairly Unsafe %	Very Unsafe %
2024	54	35	6	4	1
2022	61	32	4	1	0
2019	66	28	4	1	0
2017	72	24	3	1	0
2014	65	30	3	1	0

Base: (2024: 1,622), (2022: 1,803), (2019: 1,732), (2017: 1,794), (2014: 1,822)

Table 98: How safe or unsafe residents feel when outside in the day by locality

BY LOCALITY	Henley/ Studley %	Alcester/ Bidford %	Stratford %	Shipston %	Welles- bourne/ Kineton %	Southam %
Very safe	52	51	52	60	56	58
Fairly safe	39	40	32	28	35	37
Neither safe nor unsafe	5	6	7	7	5	3
Fairly unsafe	3	1	8	2	4	2
Very unsafe	1	1	2	3	1	0
Base: (All Respondents)	(241)	(256)	(416)	(272)	(171)	(228)

Where feel unsafe

Given a list of locations, respondents were asked where they felt unsafe in the District.

Four in ten felt unsafe at or around bus stops/train stations or taxi ranks. 38% indicated open spaces and 36% in car parks across the District.

Looking at significant 2024 results:

- ❖ Male respondents were more likely to feel unsafe on public transport (21%) than female respondents (12%). This was the case for those in the 50-64 year old age bracket (25%).
- ❖ Female respondents were more likely to feel unsafe in open spaces (41%) and in rural/countryside areas (26%). Younger people were more likely to feel unsafe rural areas (35%).
- ❖ Younger people were less likely to feel unsafe in car parks.
- ❖ Those in the 35 to 49 year old age group were more likely to feel unsafe in pubs, nightclubs and bars (25%).

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Table 99: Where residents feel unsafe in Stratford District

Response	2024
At or around a bus stop/train station or taxi rank	40%
In open spaces, e.g. on the street, in parks	38%
In car parks	36%
In rural/countryside areas	22%
In pubs, nightclubs, bars	19%
On public transport, e.g. train, bus	16%
At commercial places, e.g. shops, petrol stations	13%
Other	11%
At home	6%
In a taxi	5%
At places of entertainment, e.g. theatres, cinemas, cafes, restaurants	4%
At school or college	2%
At work	1%
Base: (All Respondents)	(820)

79 “other” responses” were received and these are listed in Appendix E.

Table 100: In which places do you feel unsafe in Stratford District by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
At or around a bus stop/train station or taxi rank	31	32	57	31	30	32
In open spaces	38	27	52	30	30	31
In car parks	39	33	33	38	44	38
In rural/countryside areas	26	20	17	23	30	27
In pubs, nightclubs, bars	22	22	13	17	22	28
On public transport	23	15	17	16	10	15
At commercial places	9	20	17	14	6	4
At home	9	5	4	3	9	13
In a taxi	4	5	4	9	2	6
At places of entertainment	5	3	4	3	3	6
At school or college	0	0	3	1	1	7
At work	0	2	1	1	2	2
Other	6	6	15	11	8	9
Base: (If feel unsafe)	(107)	(128)	(265)	(126)	(81)	(94)

4.5.2 Anti-social behaviour

The biggest problems in terms of anti-social behaviour were fly tipping and rural crime, with both seeing 39% respondents saying that they were a very or a fairly big problem. A further three aspects – dog fouling, anti-social vehicle use and people using or dealing drugs – were seen as a problem by over a third of respondents.

Table 101: Aspects of anti-social behaviour, % saying very or fairly big problem

Anti-social behaviour	2024	2022	2019	2017	2014
	%	%	%	%	%
Fly tipping	39	42	30	25	-
Rural crime	39	36	41	-	-
Dog fouling	37	42	35	45	-
Anti-social vehicle use	36	29	-	-	-
People using or dealing drugs	35	29	28	19	22
Rubbish or litter lying around	29	29	20	20	22
People being rowdy or drunk in public	24	12	11	11	17
Vandalism, graffiti, deliberate damage	20	17	16	14	13
Groups hanging around street	21	15	16	14	19
Noisy neighbours/loud parties	10	8	10	9	11

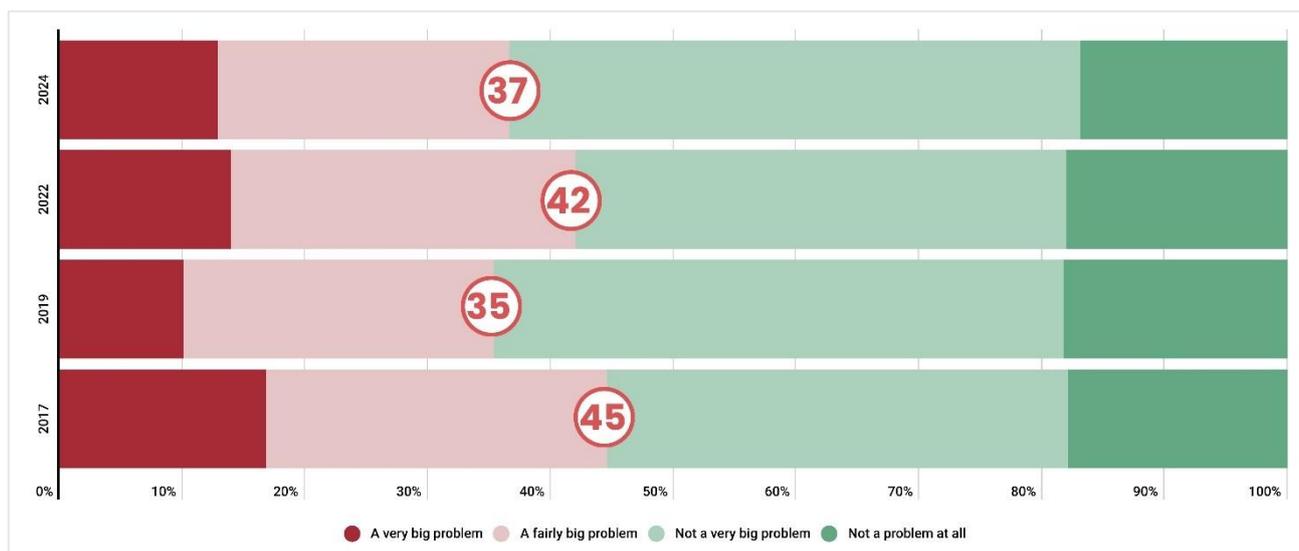
Dog fouling

37% of respondents regard dog fouling as a very or fairly big problem, a fall of five percentage points on 2022.

Looking at significant 2024 results:

- ❖ 46% of those aged 35 to 49 felt dog fouling was a very or fairly big problem.
- ❖ 42% of female respondents felt it was a very or fairly big problem compared with 31% of male respondents.

Figure 49: Dog fouling



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Table 102: Dog fouling by year

	A very big problem %	A fairly big problem %	Not a very big problem %	Not a problem at all %
2024	13	24	47	17
2022	14	28	40	18
2019	10	25	46	18
2017	17	28	38	18

Base: (2024: 1,562), (2022: 1,748), (2019: 1,734), (2017: 1,777)

Table 103: Dog fouling by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A very big problem	13	13	13	14	16	10
A fairly big problem	25	28	20	26	16	28
Not a very big problem	46	39	49	46	53	48
Not a problem at all	16	21	18	14	14	15
Base: (All Respondents)	(234)	(244)	(406)	(263)	(164)	(216)

Fly tipping

39% of respondents regard fly tipping as a very or fairly big problem, a fall of three points on 2022.

Looking at significant 2024 results:

- ❖ 54% of Henley/Studley locality residents saw fly tipping as a fairly or big problem, in contrast to 27% of Stratford locality residents felt the same way.

Figure 50: Fly tipping

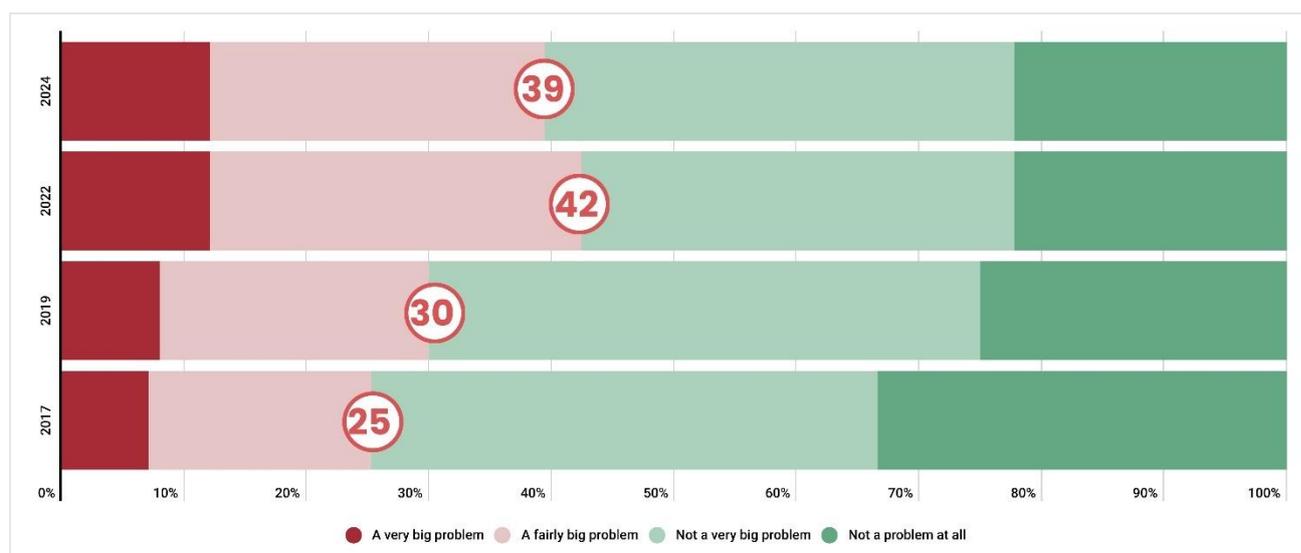


Table 104: Fly tipping by year

	A very big problem %	A fairly big problem %	Not a very big problem %	Not a problem at all %
2024	12	27	38	22
2022	12	30	35	22
2019	8	22	45	25
2017	7	18	41	33

Base: (2024: 1,487), (2022: 1,679), (2019: 1,714), (2017: 1,636)

Table 105: Fly tipping by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A very big problem	17	12	8	16	15	10
A fairly big problem	37	25	18	29	32	31
Not a very big problem	32	43	41	36	35	38
Not a problem at all	14	19	33	20	17	21
Base: (All Respondents)	(226)	(236)	(372)	(252)	(159)	(207)

Rural crime

39% of respondents felt that rural crime was a very or fairly big problem, up three points on 2022.

Looking at significant 2024 results:

- ❖ Alcester/Bidford residents (45%) and Henley/Studley residents (44%) were more likely to say that this was a very or fairly big problem.
- ❖ 18- to 34-year-olds were less likely to say it was a problem than other age groups.

Figure 51: Rural crime



Table 105: Rural crime by year

	A very big problem %	A fairly big problem %	Not a very big problem %	Not a problem at all %
2024	12	27	43	18
2022	11	25	42	21
2019	16	25	44	14

Base: (2024: 1,284), (2022: 1,480), (2019: 1,714)

Table 106: Rural crime by locality

BY LOCALITY	Henley/ Studley %	Alcester/ Bidford %	Stratford %	Shipston %	Welles- bourne/ Kineton %	Southam %
A very big problem	17	12	9	18	7	7
A fairly big problem	26	32	24	24	31	29
Not a very big problem	39	40	39	47	47	46
Not a problem at all	18	15	28	11	15	18
Base: (All Respondents)	(209)	(211)	(261)	(240)	(147)	(184)

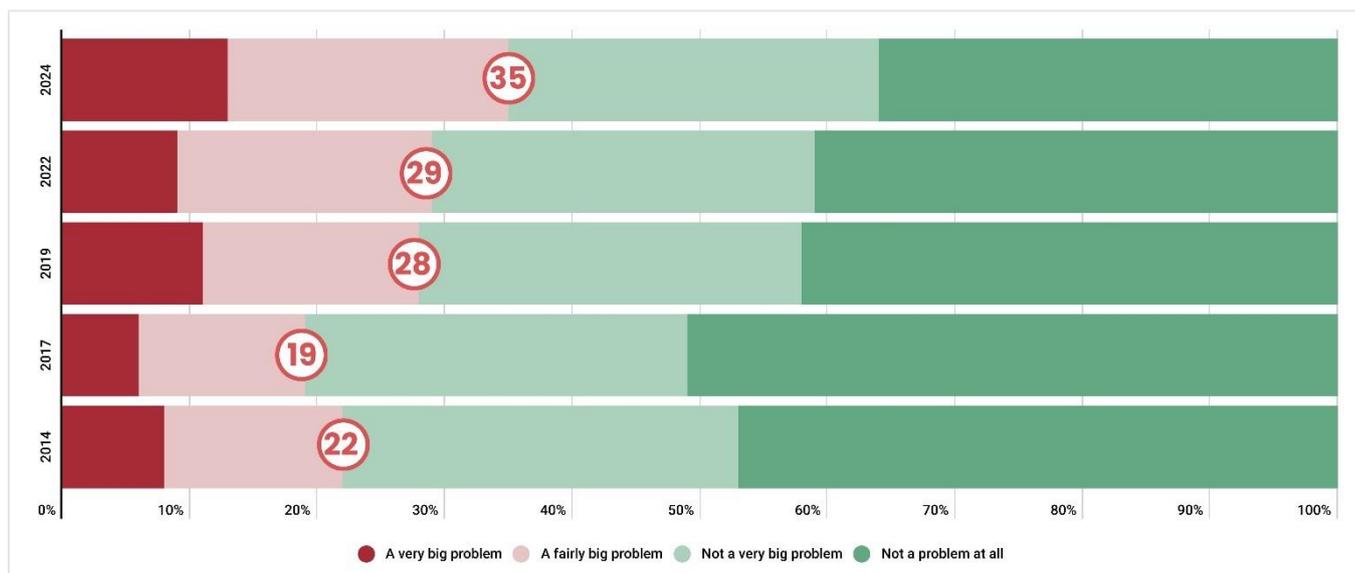
People using or dealing drugs

35% think people using or dealing drugs are a very or fairly big problem, a rise of six percentage points on 2022.

Looking at significant 2024 results:

- ❖ Stratford residents were significantly more likely than residents of any other locality to say that people using or dealing drugs was a fairly or very big problem, with 56% of Stratford residents saying so. The least likely were Wellesbourne/Kineton (22%) saying so.

Figure 52: People using or dealing drugs



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Table 107: People using or dealing drugs by year

	A very big problem %	A fairly big problem %	Not a very big problem %	Not a problem at all %
2024	13	22	29	36
2022	9	20	30	41
2019	11	17	30	42
2017	6	13	30	51
2014	8	14	31	47

Base: (2024: 1,351), (2022: 1,461), (2019: 1,717), (2017: 1,418), (2014: 1,511)

Table 108: People using or dealing drugs by locality

BY LOCALITY	Henley/ Studley %	Alcester/ Bidford %	Stratford %	Shipston %	Wellesbourne/ Kington %	Southam %
A very big problem	5	10	26	8	10	6
A fairly big problem	18	24	31	16	12	17
Not a very big problem	38	30	22	26	23	41
Not a problem at all	39	36	21	50	55	36
Base: (All Respondents)	(196)	(206)	(384)	(220)	(140)	(175)

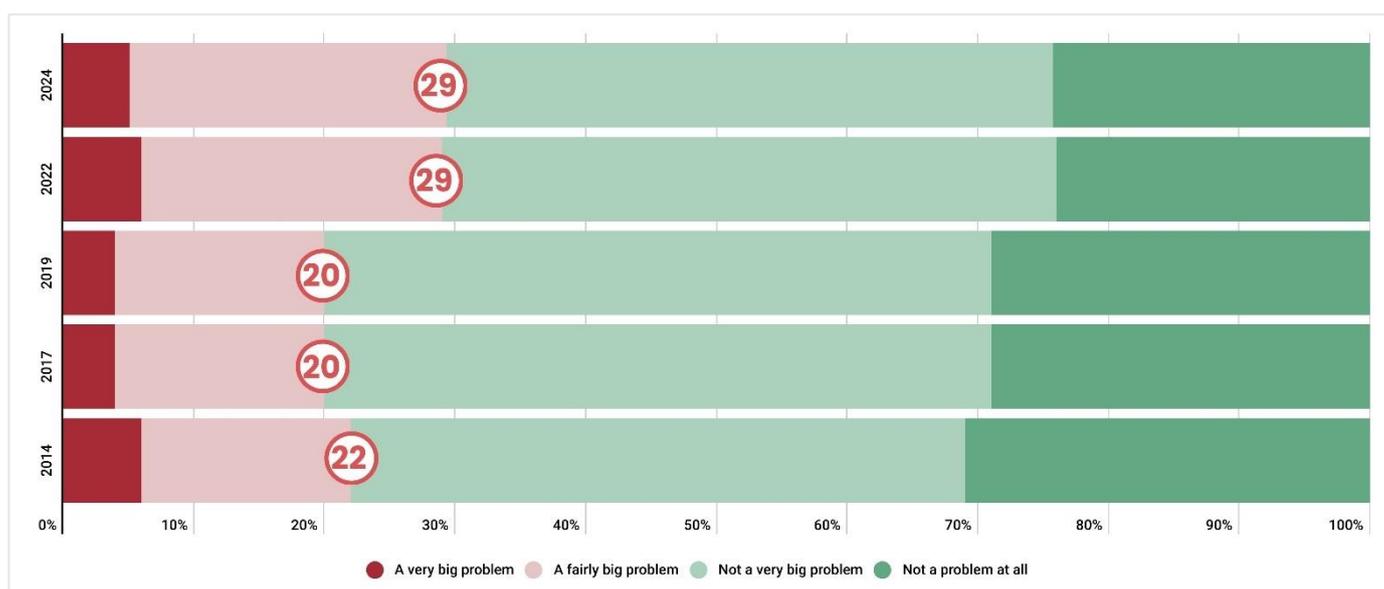
Rubbish or litter lying around

29% felt that rubbish or litter lying around was a very big or fairly big problem, the same as 2022.

Looking at significant 2024 results:

- ❖ 28% of Stratford town residents said it was not a problem at all. 34% of Wellesbourne/Kington area residents indicated it was a very or fairly big problem, the largest figure.
- ❖ Those aged 65 plus felt it was less of a problem than other age groups (21%)

Figure 53: Rubbish or litter lying around



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Table 109: Rubbish or litter lying around by year

	A very big problem %	A fairly big problem %	Not a very big problem %	Not a problem at all %
2024	5	24	46	24
2022	6	23	47	24
2019	4	16	51	29
2017	4	16	51	29
2014	6	16	47	31

Base: (2024: 1,566), (2022: 1,778), (2019: 1,711), (2017: 1,781), (2014: 1,799)

Table 110: Rubbish or litter lying around by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A very big problem	2	5	9	7	6	1
A fairly big problem	30	27	21	19	28	25
Not a very big problem	50	48	41	47	45	52
Not a problem at all	18	20	29	28	22	23
Base: (All Respondents)	(235)	(248)	(406)	(261)	(167)	(216)

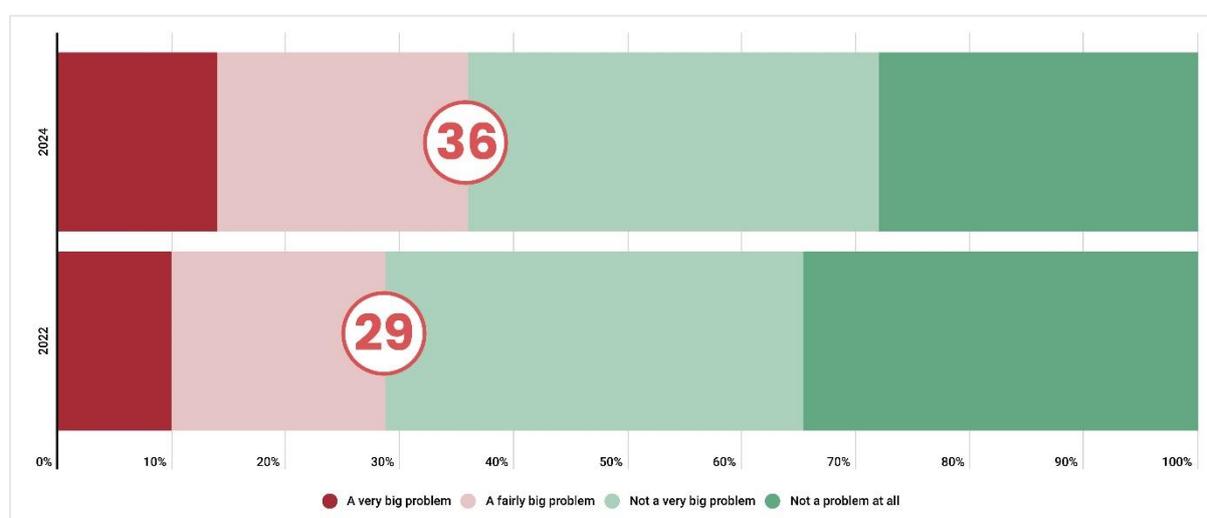
Anti-social vehicle use, e.g. racing around/inappropriate gatherings/nuisance

36% of respondents thought anti-social vehicle use such as racing was a fairly or big problem, an increase of seven percentage points since 2022.

Looking at significant 2024 results:

- ❖ Residents of Stratford were significantly more likely than residents of other localities to say that this was a fairly or very big problem, with 48% saying so. In contrast, 25% of Henley/Studley area residents thought it was a problem

Figure 54: Anti-social vehicle use



Base (2024: 1,502) (2022: 1,659)

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Table 111: Anti-social vehicle use by year

	A very big problem %	A fairly big problem %	Not a very big problem %	Not a problem at all %
2024	14	22	36	28
2022	10	19	37	35

Base: (2024: 1,502), (2022: 1,659)

Table 112: Anti-social vehicle use by locality

BY LOCALITY	Henley/ Studley %	Alcester/ Bidford %	Stratford %	Shipston %	Welles- bourne/ Kineton %	Southam %
A very big problem	7	9	23	11	19	8
A fairly big problem	17	25	24	19	19	22
Not a very big problem	44	35	35	34	30	39
Not a problem at all	31	30	17	36	32	32
Base: (All Respondents)	(222)	(231)	(401)	(252)	(160)	(204)

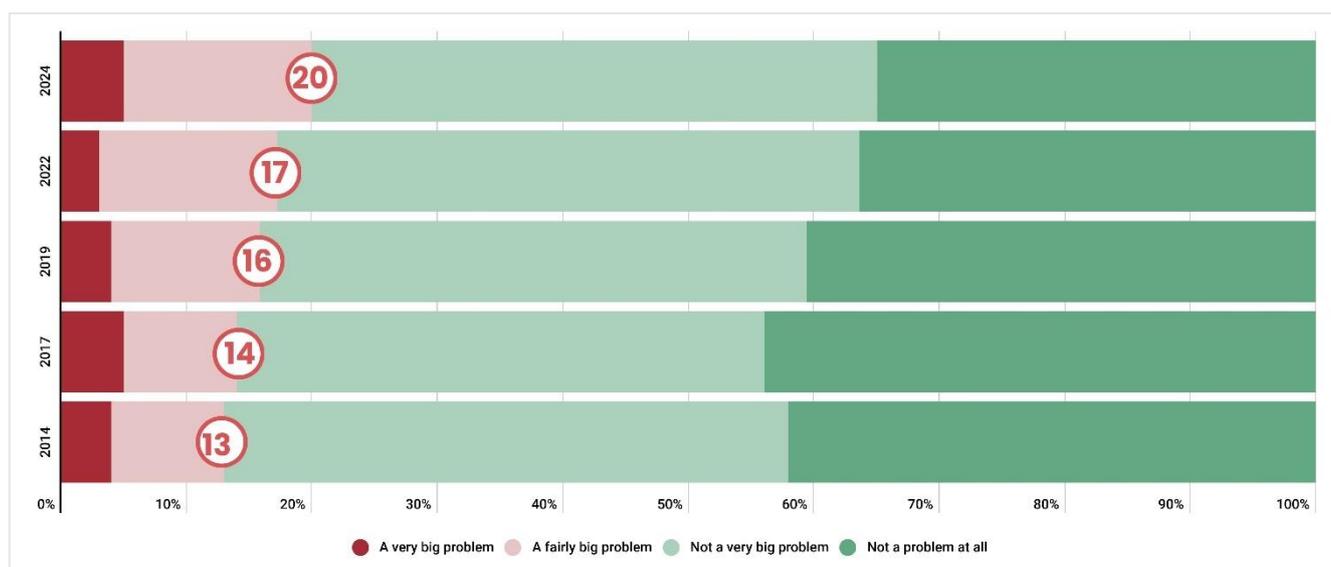
Vandalism, graffiti and other deliberate damage to property or vehicles

20% of those surveyed believe vandalism, graffiti and other deliberate damage to property or vehicles are a very or fairly big problem, an increase of three points on 2022 and the highest level seen for ten years.

Looking at significant 2024 results:

- ❖ Shipston residents were more likely to consider this 'not a problem at all' at 48%. 27% of Stratford town residents felt it was a very or fairly big problem.
- ❖ Those aged 18 to 34 were more likely to say it was not a problem at all.

Figure 55: Vandalism, graffiti and other deliberate damage to property or vehicles



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Table 113: Vandalism, graffiti and other deliberate damage to property or vehicles by year

	A very big problem %	A fairly big problem %	Not a very big problem %	Not a problem at all %
2024	5	15	45	35
2022	3	14	46	36
2019	4	12	44	41
2017	5	9	42	44
2014	4	9	45	42

Base: (2024: 1,521), (2022: 1,717), (2019: 1,717), (2017: 1,705), (2014: 1,735)

Table 114: Vandalism, graffiti and other deliberate damage to property or vehicles by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kington	Southam
	%	%	%	%	%	%
A very big problem	2	3	9	7	2	3
A fairly big problem	15	19	18	9	11	13
Not a very big problem	52	48	42	36	44	49
Not a problem at all	31	29	31	48	43	34
Base: (All Respondents)	(232)	(239)	(400)	(252)	(160)	(205)

Groups hanging around the streets

21% of respondents were of the opinion that groups hanging around the streets was a very or fairly big problem, up six points on 2022 and the highest level seen over the past five surveys.

Looking at significant 2024 results:

- ❖ Stratford residents were much more likely to feel that this was a problem (37%), while Shipston locality residents were much more likely to not consider this a problem at all (56%).
- ❖ 41% of those aged up to 29 did not feel it was a problem at all or not a very big problem.

Figure 56: Groups hanging around the streets

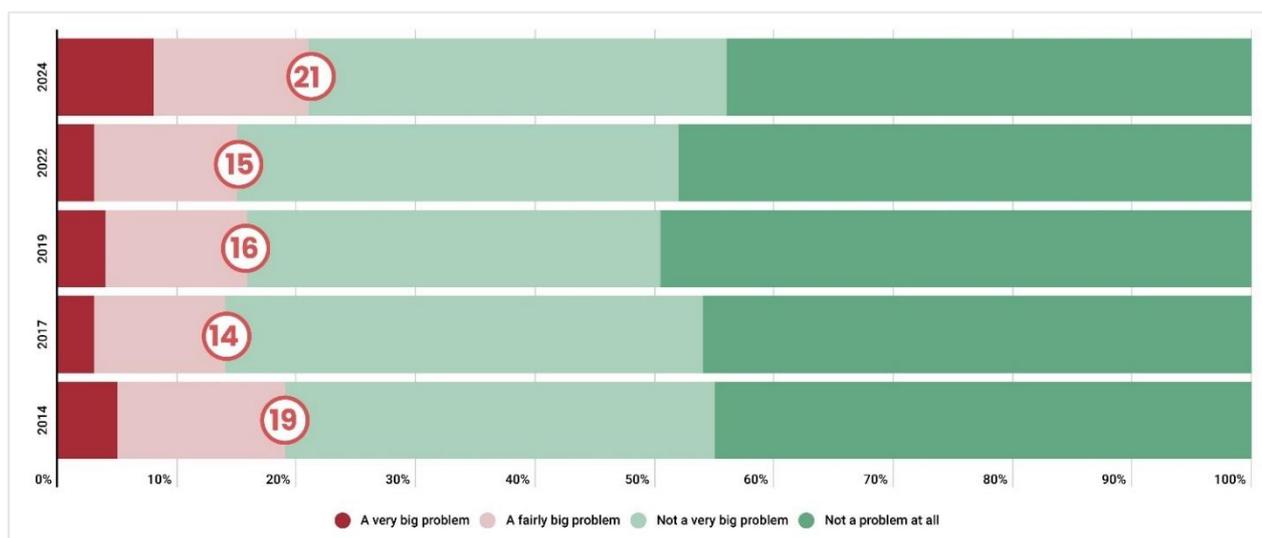


Table 115: Groups hanging around the streets by year

	A very big problem %	A fairly big problem %	Not a very big problem %	Not a problem at all %
2024	8	13	35	44
2022	3	12	37	48
2019	4	12	35	50
2017	3	11	40	46
2014	5	14	36	45

Base: (2024: 1,517), (2022: 1,678), (2019: 1,718), (2017: 1,684), (2014: 1,740)

Table 116: Groups hanging around the streets by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A very big problem	2	2	20	4	2	3
A fairly big problem	13	14	18	8	7	12
Not a very big problem	36	37	32	31	39	41
Not a problem at all	50	48	31	56	52	44
Base: (All Respondents)	(228)	(237)	(405)	(251)	(161)	(203)

People being drunk or rowdy in public places

24% of respondents regard people being drunk or rowdy in public places as a very or fairly big problem, a substantial rise of 12 percentage points on 2022 and the highest level seen over the past ten years.

Looking at significant 2024 results:

- ❖ Residents of Stratford were significantly more likely than residents of other localities to say that this was a fairly or very big problem, with 50% saying so. In contrast, only 9% of Wellesbourne/Kineton and 6% of Southam residents thought it was a problem to a degree.

Figure 57: People being drunk or rowdy in public places

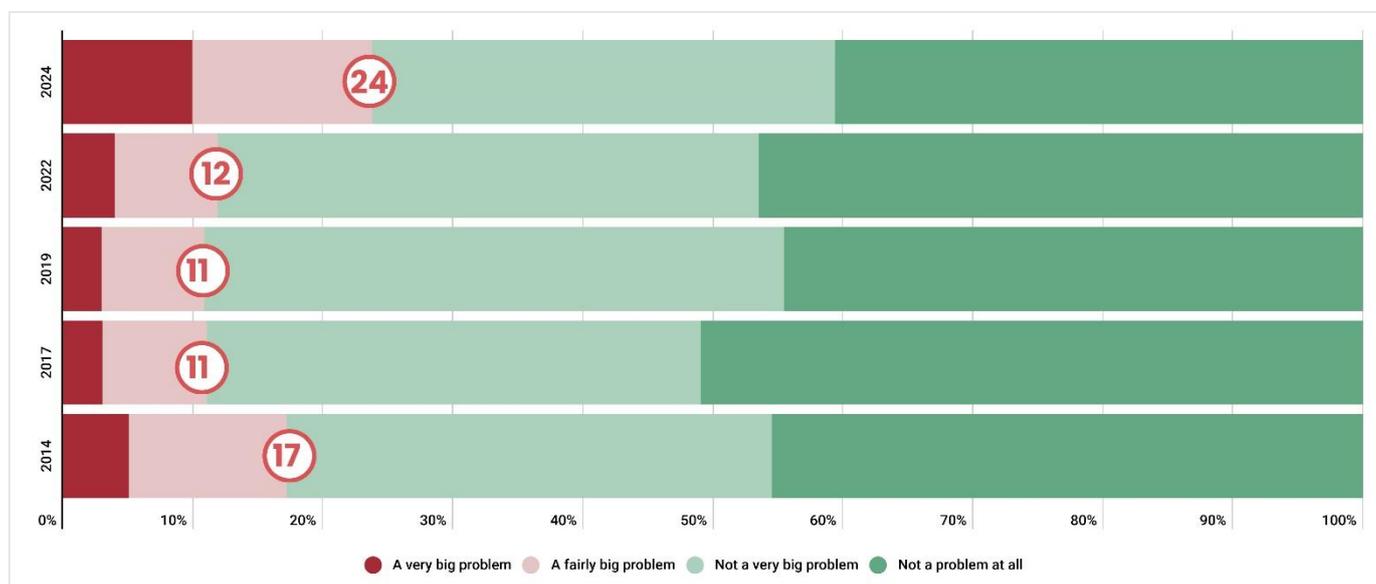


Table 117: People being drunk or rowdy in public places by year

	<i>A very big problem %</i>	<i>A fairly big problem %</i>	<i>Not a very big problem %</i>	<i>Not a problem at all %</i>
2024	10	14	36	41
2022	4	8	42	47
2019	3	8	45	45
2017	3	8	38	51
2014	5	12	37	45

Base: (2024: 1,442), (2022: 1,590), (2019: 1,703), (2017: 1,581), (2014: 1,661)

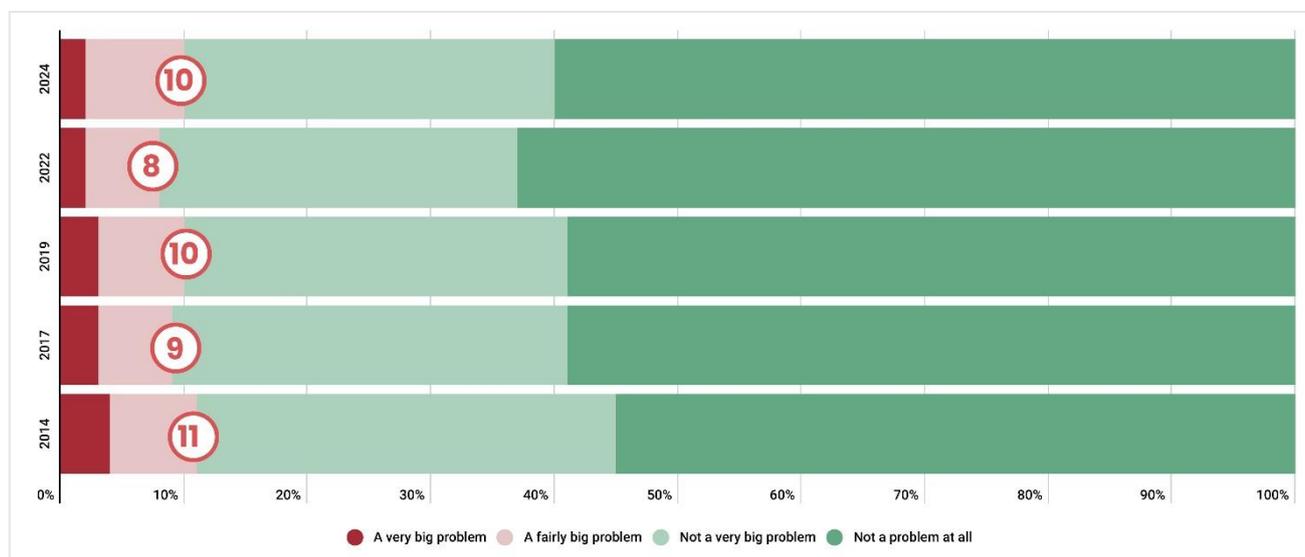
Table 118: People being drunk or rowdy in public places by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A very big problem	0	4	25	7	4	1
A fairly big problem	11	13	26	8	6	5
Not a very big problem	44	39	31	30	35	44
Not a problem at all	45	45	19	56	56	50
Base: (All Respondents)	<i>(210)</i>	<i>(224)</i>	<i>(396)</i>	<i>(243)</i>	<i>(145)</i>	<i>(195)</i>

Noisy neighbours or loud parties

10% of residents felt noisy neighbours or loud parties were a fairly or very big problem. This level has remained fairly flat over the past five surveys.

Figure 58: Noisy neighbours or loud parties



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Table 119: Noisy neighbours or loud parties by year

	<i>A very big problem %</i>	<i>A fairly big problem %</i>	<i>Not a very big problem %</i>	<i>Not a problem at all %</i>
2024	2	8	30	60
2022	2	6	29	63
2019	3	7	31	59
2017	3	6	32	59
2014	4	7	34	55

Base: (2024: 1,535), (2022: 1,736), (2019: 1,722), (2017: 1,727), (2014: 1,755)

Table 120: Noisy neighbours or loud parties by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A very big problem	2	3	3	1	1	2
A fairly big problem	7	9	8	10	6	5
Not a very big problem	30	30	29	33	25	33
Not a problem at all	61	58	60	56	68	60
Base: (All Respondents)	(231)	(243)	(400)	(256)	(161)	(209)

4.6 Contacting Stratford-on-Avon District Council

This section asked residents whether they had been in contact with the Council, and if they had what the reason for this contact had been as well as the method of contact and how satisfied they were with the process.

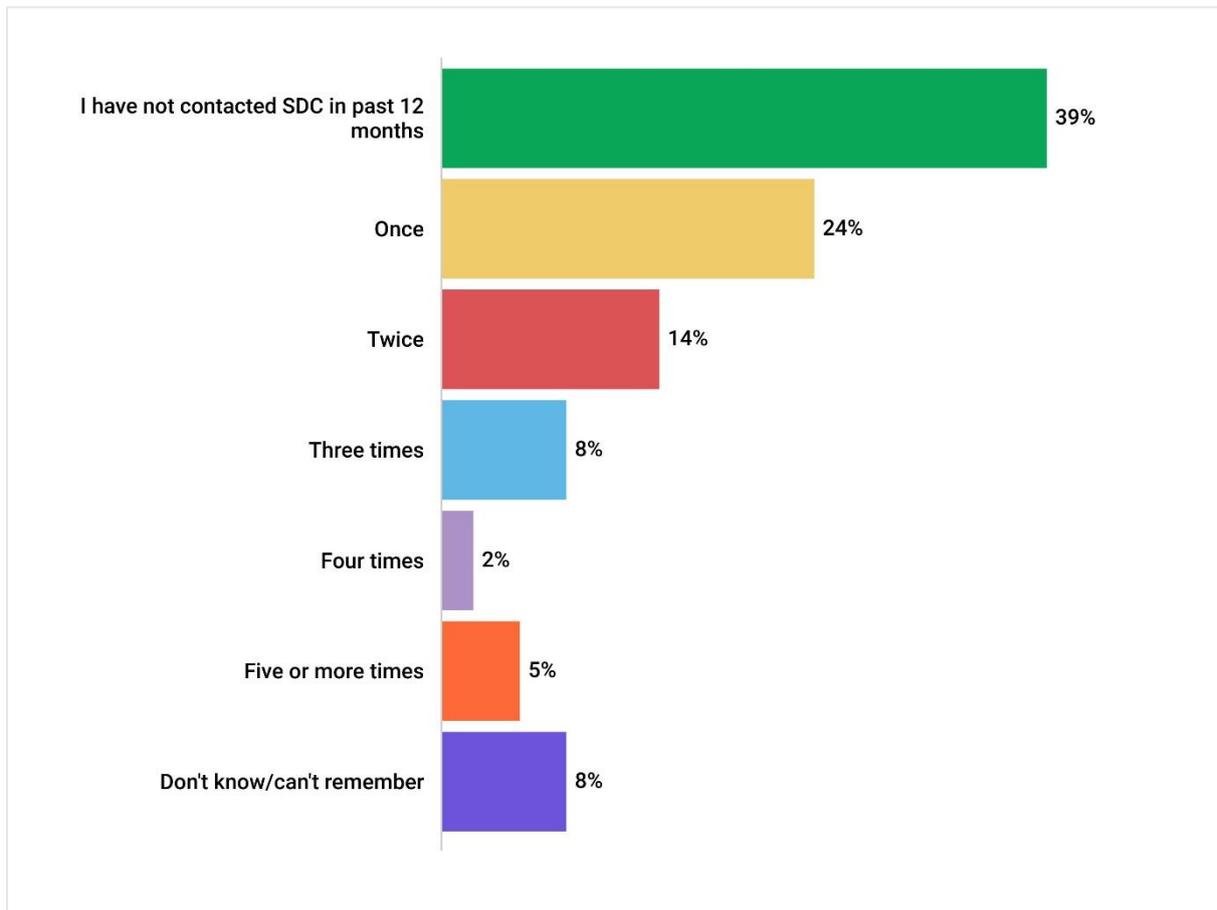
4.6.1 Frequency of contact

39% of respondents said that they had not contacted SDC in the last twelve months at all.

Looking at significant 2024 results:

- ❖ 50- to 64-year-olds were more likely not to have contacted SDC in the past twelve months (44%).

Figure 59: Frequency of contact



Base (2024: 1,613)

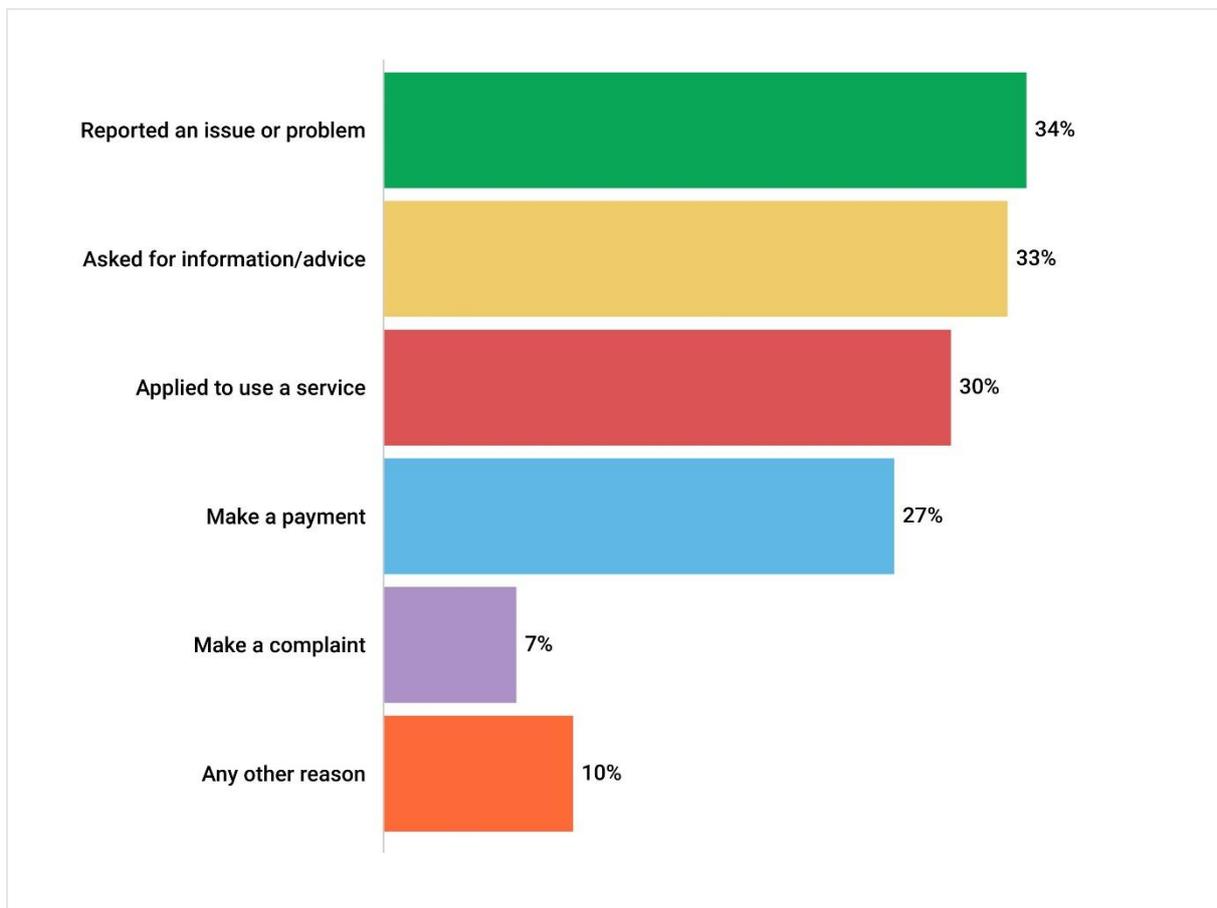
4.6.2 Reason for contact

The most popular reason for contacting SDC was to report an issue or problem. This was closely followed by to ask for advice or information.

Looking at significant 2024 results:

- ❖ 50- to 64-year-olds were more likely to have contacted SDC to ask for advice/information.
- ❖ Those aged 18 to 29 were more likely to report an issue or problem.
- ❖ Those residents in Henley/Studley were more likely to report an issue or problem than other areas (42%). Shipston residents were more likely to ask for advice or information (40%).

Figure 60: Reasons for contacting SDC



Base:(2024:825)

67 responses were received to 'any other reason'. A summary of the reasons is given in the table below.

Table 121: Other reasons for contacting SDC

Topic	Number of comments
Planning	17
Council Tax/Benefits enquiries	14
Waste, recycling, food caddies & green bins	8
Record a change of circumstances/New resident	6
Parking	4
Electoral roll	3
Fly tipping	2
Miscellaneous	13
Base: (Those contacting Council)	67

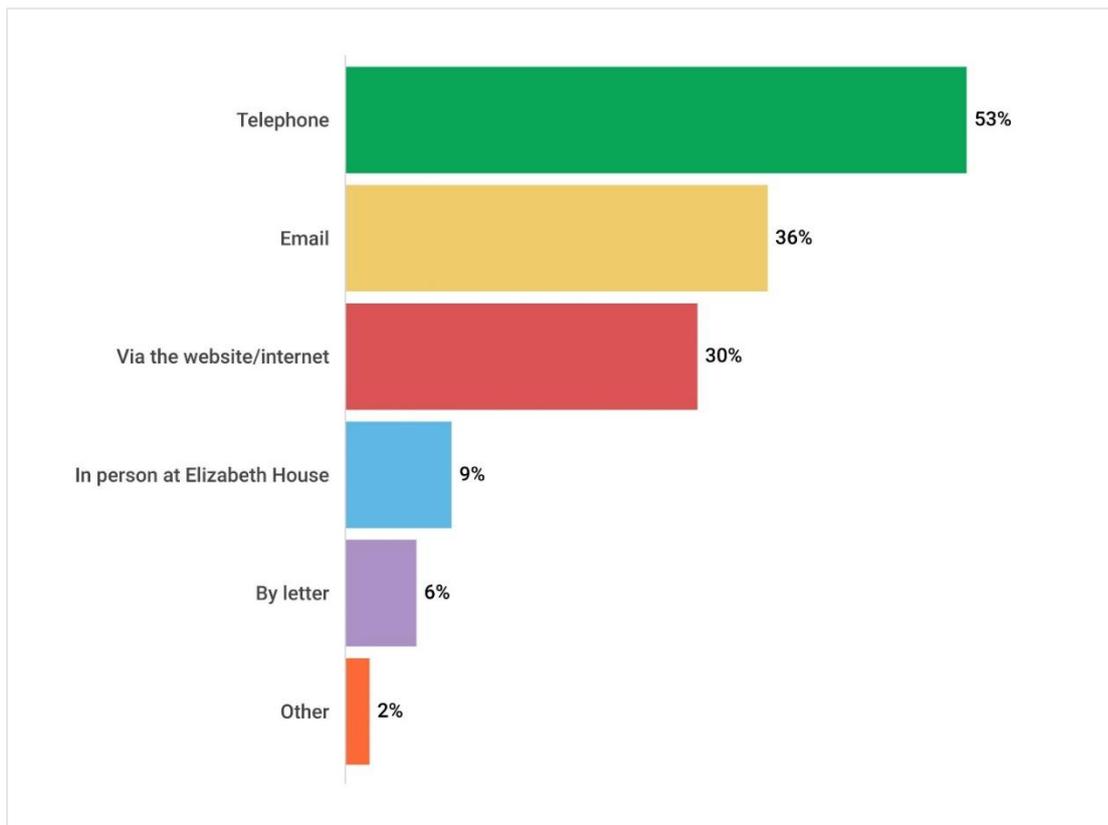
4.6.3 Method of contact

Telephone has been and continues to be the main method of contacting SDC, with 53% of respondents saying they had used it in this year's survey. Coming into Elizabeth House has declined in popularity over the years as the use of email and website/internet has grown, plus the limited opening times due to the pandemic; the proportion of residents saying that they came into Elizabeth House fell from 12% in 2022 to 9% in 2024.

Looking at significant 2024 results:

- ❖ 18% of over 65s were more likely to have visited Elizabeth House in the past twelve months.
- ❖ Those aged 18 to 34 were more likely to use email (46%).
- ❖ To contact the Council, those in the Henley/Studley area were more likely to use the telephone (62%) and would be more likely to contact via email (47%).
- ❖ Those between 35 and 64 were more likely to contact using the internet/website.

Figure 61: Method of contacting SDC



Base: (2024:853)

Table 122: Method of contact by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
By telephone	62	52	46	61	52	51
By email	47	36	29	31	40	40
Via the website/internet	33	30	27	36	32	26
In person at EH	6	10	19	7	4	1
By letter	4	3	9	6	2	5
Other method	1	4	1	4	1	1
Base: (Those who contacted SDC)	(127)	(128)	(227)	(155)	(83)	(113)

4.6.4 Satisfaction with aspects of service received whilst in contact with SDC

The length of time it took to be dealt with

75% were very or fairly satisfied with the length of time it took to be dealt with, a rise of four points on 2022. However, the proportion who were fairly or very dissatisfied also rose slightly, up one point on 2022.

Looking at significant 2024 results:

- ❖ 71% of 50 to 64 year olds were satisfied with the length of time to be dealt with, the lowest figure.

Figure 62: Satisfaction with the length of time it took to be dealt with

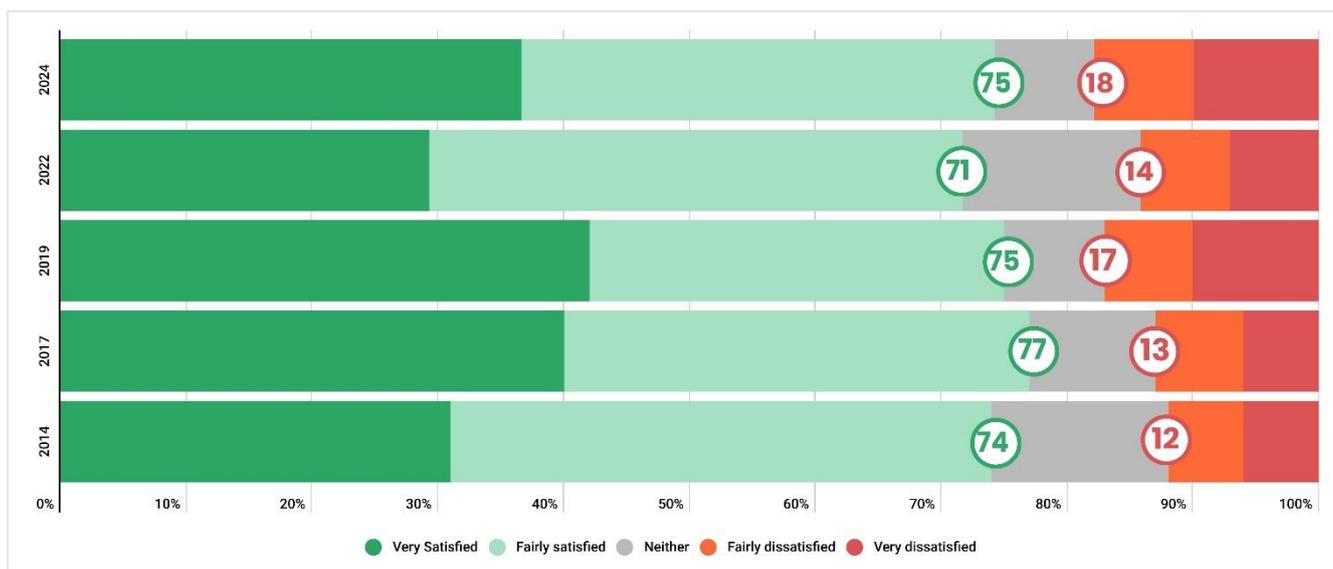


Table 123: Satisfaction with the length of time it took to be dealt with, by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2024	37	38	8	8	10
2022	29	42	14	7	7
2019	42	33	8	7	10
2017	40	37	10	7	6
2014	31	43	14	6	6

Base: (Those in contact) (2024: 811), (2022: 914), (2019: 602), (2017: 778), (2014: 884)

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Table 124: Satisfaction with the length of time it took to be dealt with by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	33	39	41	33	33	35
Fairly satisfied	41	35	35	37	37	46
Neither	10	10	5	6	11	9
Fairly dissatisfied	7	6	12	7	13	1
Very dissatisfied	10	10	6	17	7	9
Base: (Those who contacted SDC)	(125)	(121)	(218)	(142)	(79)	(106)

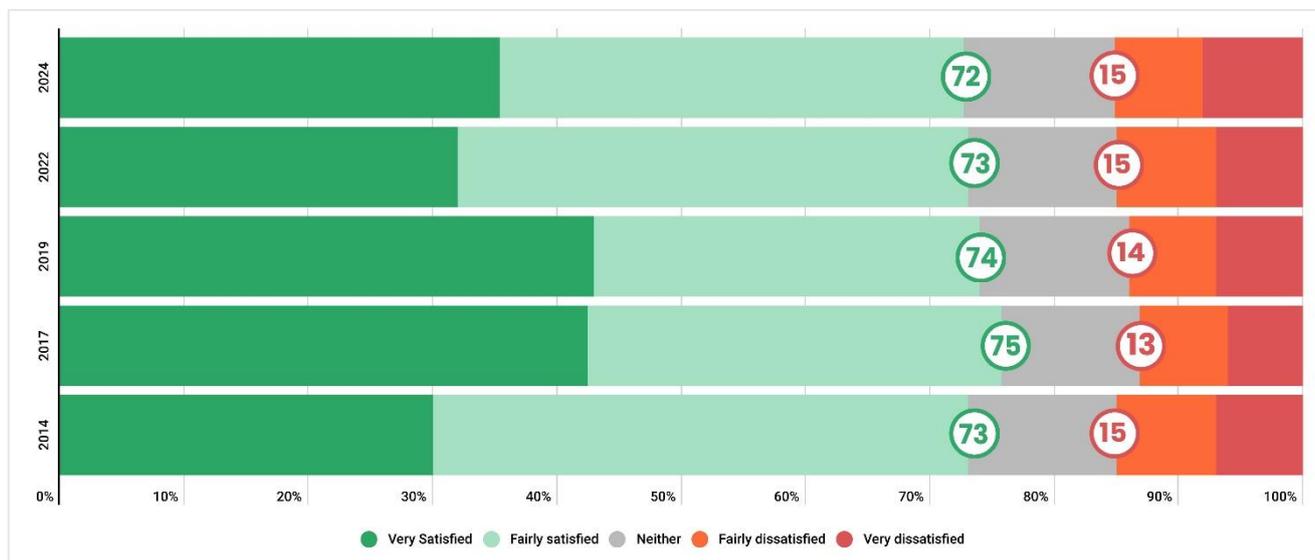
Any information residents were given

72% were fairly or very satisfied with any information they were given, while 15% were fairly or very dissatisfied. Scores have remained at the same sort of level over the course of the last five surveys.

Looking at significant 2024 results:

- ❖ 35- to 49-year-olds were less likely to have been satisfied at 67%.
- ❖ Satisfaction was highest for Stratford town residents at 80% with Wellesbourne/Kineton area the lowest at 64%.

Figure 63: Satisfaction with any information residents were given



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Table 125: Satisfaction with any information residents were given by year

	Very Satisfied %	Fairly Satisfied %	Neither %	Fairly Dissatisfied %	Very Dissatisfied %
2024	35	37	12	7	8
2022	32	41	13	8	7
2019	43	31	12	7	7
2017	42	33	11	7	6
2014	30	43	13	8	7

Base: (Those in contact) (2024: 811), (2022: 860), (2019: 584), (2017: 718), (2014: 832)

Table 126: Satisfaction with any information residents were given by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	36	33	41	30	30	36
Fairly satisfied	32	43	39	41	34	31
Neither	17	12	10	7	11	22
Fairly dissatisfied	9	5	5	11	12	4
Very dissatisfied	6	7	6	11	13	8
Base: (Those who contacted)	(116)	(115)	(207)	(134)	(71)	(88)

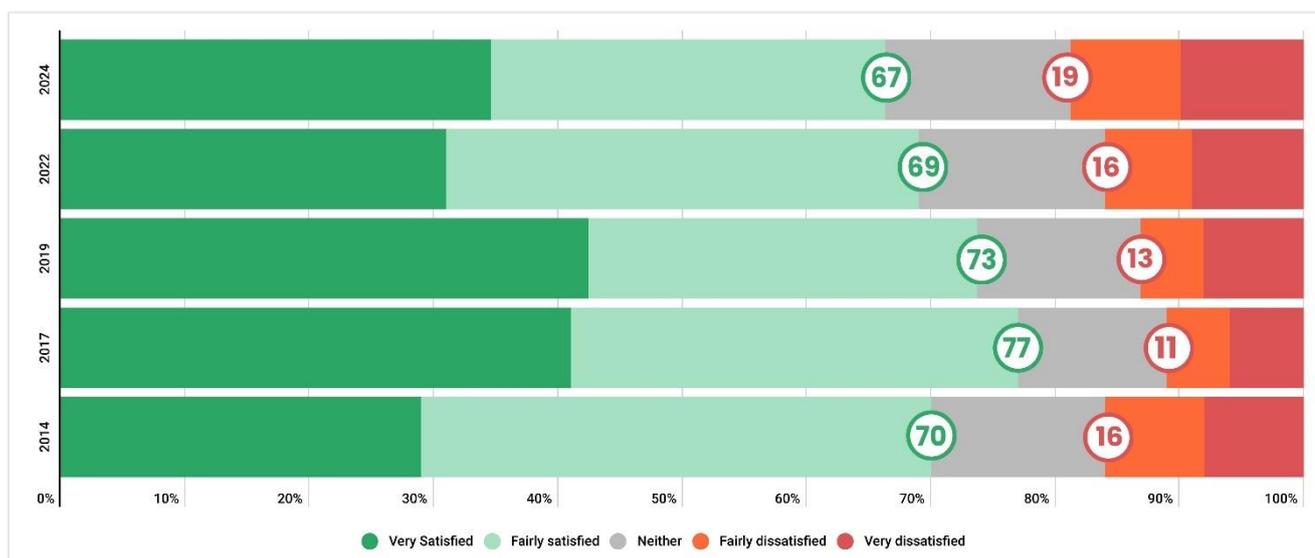
Explanation of process, procedures & advice

67% were satisfied with the explanation of process, procedures and advice, a fall of two percentage points on 2022 and the lowest rate seen over the past ten years. Dissatisfaction was up three points on 2022.

Looking at significant 2024 results:

- ❖ Henley/Studley and Wellesbourne/Kineton residents were less satisfied than the other localities at 59%.

Figure 64: Satisfaction with the explanation of process procedures & advice



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Table 127: Satisfaction with the explanation of process procedures & advice by year

	Very Satisfied %	Fairly Satisfied %	Neither %	Fairly Dissatisfied %	Very Dissatisfied %
2024	35	32	15	9	10
2022	31	38	15	7	9
2019	42	31	13	5	8
2017	41	36	12	5	6
2014	29	41	14	8	8

Base: (Those in contact) (2024: 699), (2022: 814), (2019: 568), (2017: 678), (2014: 753)

Table 128: Satisfaction with the explanation of process procedures & advice by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	32	29	41	31	35	34
Fairly satisfied	28	40	35	29	23	33
Neither	21	18	9	16	13	18
Fairly dissatisfied	13	6	7	7	12	9
Very dissatisfied	7	7	7	17	16	5
Base: (Those who contacted)	(105)	(108)	(192)	(121)	(66)	(90)

How competent the staff were

76% of residents were very or fairly satisfied with how competent the staff were, the same as in 2022. Dissatisfaction rates have remained fairly static over the past five surveys.

Looking at significant 2024 results:

- ❖ Those aged 65+ were significantly more likely to be very satisfied with staff competence.

Figure 65: Satisfaction with how competent the staff were

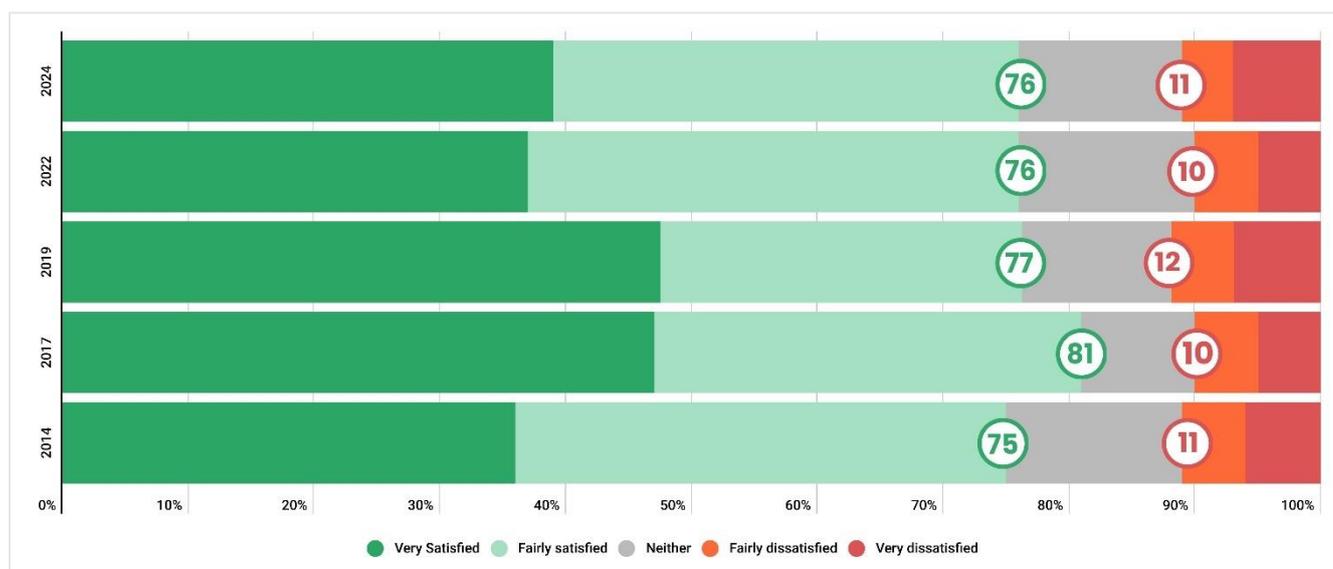


Table 129: Satisfaction with how competent the staff were by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2024	39	37	13	4	7
2022	37	39	14	5	5
2019	48	29	12	5	7
2017	47	34	9	5	5
2014	36	39	14	5	6

Base: (Those in contact) (2024: 706), (2022: 824), (2019: 594), (2017: 730), (2014: 824)

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Table 130: Satisfaction with how competent the staff were by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	38	37	44	34	39	38
Fairly satisfied	40	43	34	34	36	38
Neither	10	13	9	21	11	16
Fairly dissatisfied	7	2	7	1	5	1
Very dissatisfied	6	5	5	10	9	7
Base: (Those who contacted)	(112)	(104)	(194)	(126)	(64)	(87)

How helpful the staff were

79% were satisfied with how helpful the staff were, a rise of four points on 2022. Dissatisfaction fell slightly on 2022, down two points.

Looking at significant 2024 results:

- ❖ Those aged 18 to 34 were more likely to be satisfied with how helpful staff were (90%).

Figure 66: Satisfaction with how helpful the staff were

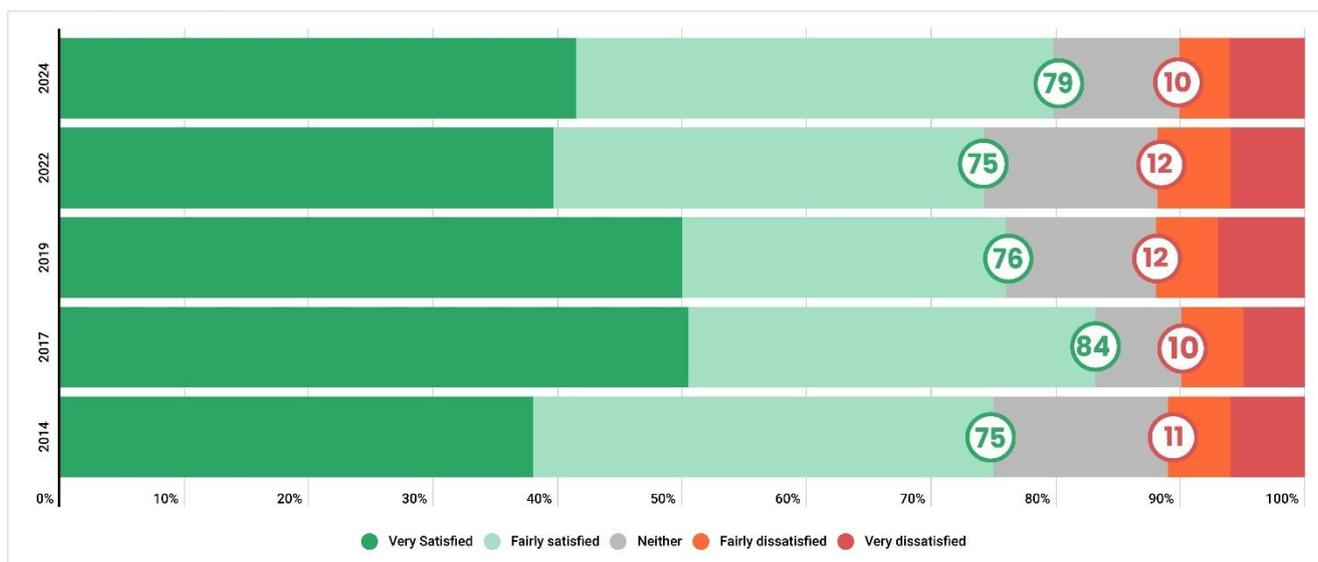


Table 131: Satisfaction with how helpful the staff were by year

	Very Satisfied	Fairly Satisfied	Neither	Fairly Dissatisfied	Very Dissatisfied
	%	%	%	%	%
2024	41	38	10	4	6
2022	40	35	14	6	6
2019	50	26	12	5	7
2017	51	33	7	5	5
2014	38	37	14	5	6

Base: (Those in contact) (2024: 710), (2022: 835), (2019: 595), (2017: 746), (2014: 845)

Table 132: Satisfaction with how helpful the staff were by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	39	43	47	37	39	38
Fairly satisfied	44	41	31	38	45	36
Neither	7	11	11	11	7	15
Fairly dissatisfied	3	1	5	3	6	7
Very dissatisfied	6	5	6	10	3	5
Base: (Those who contacted)	(112)	(106)	(195)	(127)	(65)	(86)

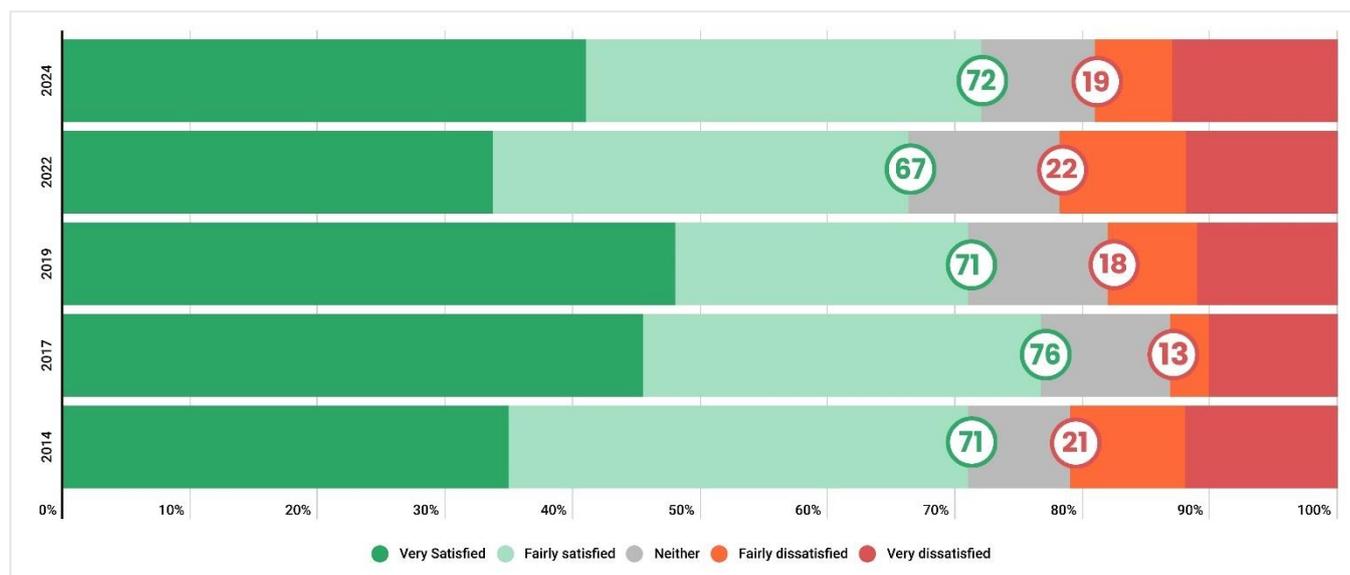
The final outcome

72% of those surveyed were very or fairly satisfied with the final outcome, an increase of five points on 2022.

Looking at significant 2024 results:

- ❖ Female responders were more satisfied with the final outcome (77%) than male respondents (67%).

Figure 67: Satisfaction with the final outcome



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Table 133: Satisfaction with the final outcome by year

	Very Satisfied %	Fairly Satisfied %	Neither %	Fairly Dissatisfied %	Very Dissatisfied %
2024	41	31	9	6	13
2022	34	33	12	10	12
2019	48	23	11	7	11
2017	45	31	10	3	10
2014	35	36	8	9	12

Base: (Those in contact) (2024: 775), (2022: 884), (2019: 602), (2017: 743), (2014: 836)

Table 134: Satisfaction with the final outcome by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kington	Southam
	%	%	%	%	%	%
Very satisfied	41	40	47	36	38	37
Fairly satisfied	31	35	25	32	36	35
Neither	13	9	10	7	2	13
Fairly dissatisfied	7	5	9	4	5	5
Very dissatisfied	10	10	9	21	18	10
Base: (Those who contacted)	(118)	(116)	(207)	(135)	(76)	(103)

4.6.5 Ease of accessing SDC services

74% of residents confirmed that they found it fairly or very easy to access SDC services in the last 12 months, down two percentage points on 2022, and down five points on 2017.

Looking at significant 2024 results:

- ❖ Those aged 65 plus were the most satisfied age group in terms of ease of access (78%).
- ❖ The ease of accessing SDC services result saw Southam with the lowest of 68%, compared with a high of 76% in Henley/Studley and Stratford town areas.
- ❖ Female respondents (79%) were more likely to find it easy.

Figure 68: Ease of accessing SDC services in last 12 months

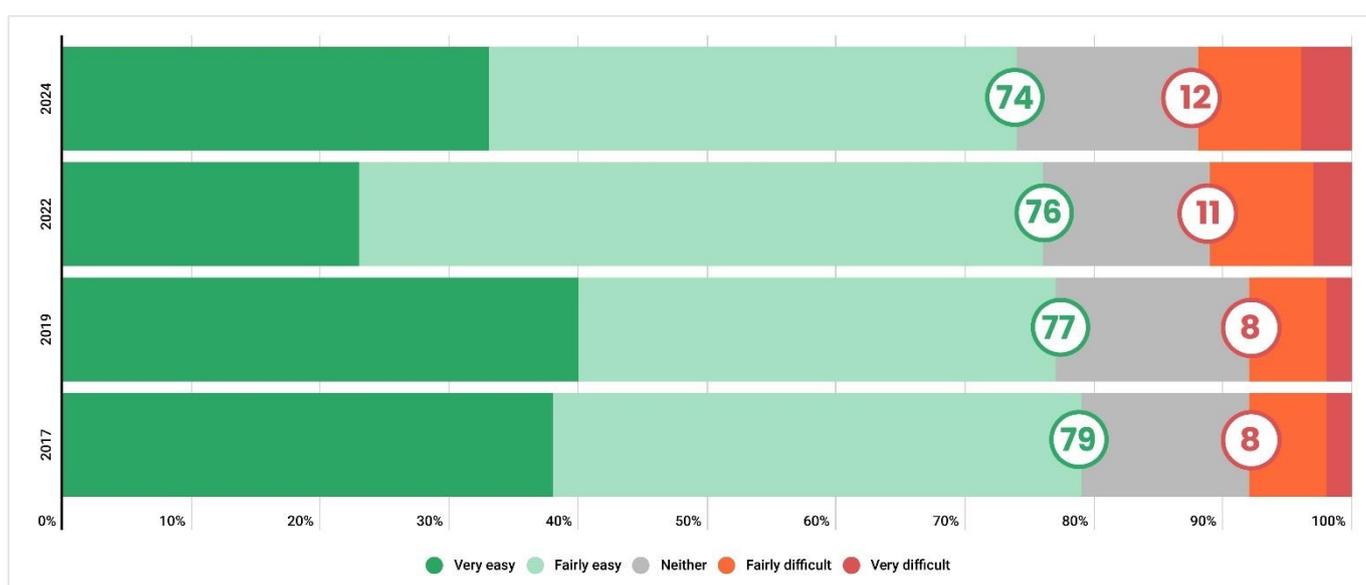


Table 135: Ease of accessing SDC services in last 12 months, by year

	Very Easy %	Fairly Easy %	Neither %	Fairly Difficult %	Very Difficult %
2024	33	41	14	8	4
2022	23	53	13	8	3
2019	40	37	15	6	2
2017	38	41	12	6	2

Base: (Those in contact) (2024: 846), (2022: 951), (2019: 606), (2017: 834)

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Table 136: Ease of accessing SDC services in last 12 months, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne / Kineton	Southam
	%	%	%	%	%	%
Very easy	29	29	42	29	28	31
Fairly easy	47	46	35	42	44	37
Neither	12	11	14	15	8	24
Fairly difficult	8	11	6	5	17	5
Very difficult	4	3	3	8	2	2
Base: (Those who contacted)	(124)	(127)	(226)	(152)	(84)	(112)

4.6.6 Overall satisfaction with service received last time contacted Council

72% of residents were fairly or very satisfied with the service they received the last time they made contact with the Council, up three points on 2022.

Figure 69: Overall satisfaction with the service received the last time residents made contact with SDC

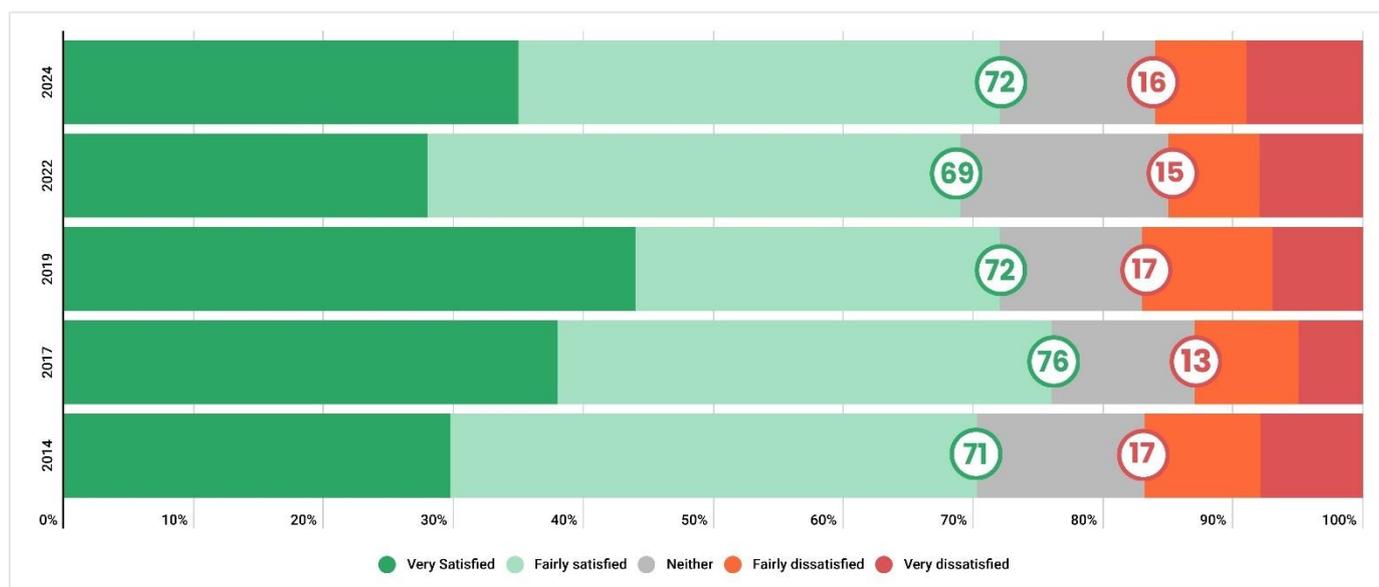


Table 137: Overall satisfaction with the service received the last time residents made contact with SDC, by year

	<i>Very Satisfied</i>	<i>Fairly Satisfied</i>	<i>Neither</i>	<i>Fairly Dissatisfied</i>	<i>Very Dissatisfied</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
2024	35	37	12	7	9
2022	28	41	16	7	8
2019	44	28	11	10	7
2017	38	38	11	8	5
2014	30	41	13	9	8

Base: (Those in contact) (2024: 839), (2022: 956), (2019: 617), (2017: 853), (2014: 967)

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Table 138: Overall satisfaction with the service received the last time residents made contact with SDC, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kington	Southam
	%	%	%	%	%	%
Very satisfied	36	31	39	32	39	34
Fairly satisfied	41	43	34	34	31	40
Neither	13	9	11	13	9	16
Fairly dissatisfied	5	5	10	8	10	5
Very dissatisfied	6	11	7	13	11	5
Base: (Those who contacted SDC)	(124)	(127)	(226)	(151)	(80)	(111)

4.7 Accessing Stratford-on-Avon District Council

4.7.1 Preferences for contacting the Council in the future

The most popular choice for how residents would like to contact the Council in the future was via email (70%), followed by telephone (51%). 42% would like to use the Council website/internet; just under a quarter (22%) would still like to be able to contact the Council in person at Elizabeth House and use a SDC App.

Looking at significant 2024 results:

- ❖ Those aged 18 to 34 were more likely to contact officers in the future using the **App, Chatbot** and **social media**.
- ❖ Those aged 35 to 49 year old bracket more likely to prefer **email, use web chat** and via the **SDC website**.
- ❖ The older the respondent the more likely they would **visit Elizabeth House, telephone or write a letter**.
- ❖ Not surprisingly, 34% of Stratford residents would visit **Elizabeth House**. For **e-mail** communication, the highest for an area was in Alcester/Bidford locality at 78% and Southam with 47% was the highest to communicate via the **SDC website**. **Telephone** would be the choice of Henley/Studley area (61%). 38% of Southam residents would use **web chat**.

Table 139: With new ways of contacting organisations evolving, how would you prefer to contact the Council in the future?

Response	2024
By e-mail	70%
By telephone	51%
Via the SDC website/Internet	42%
Web chat (live conversations with Customer Services via the website)	32%
In person at Elizabeth House	22%
Via SDC App for mobile devices (currently in development)	22%
By letter	14%
Via social media, e.g. WhatsApp, Facebook messenger, X, Instagram, LinkedIn	9%
Via Chatbot (online discussion)	9%
Base: (All Respondents)	(1,596)

Table 140: Future preferences for contacting the Council, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
E-mail	69	78	68	72	60	70
Telephone	61	50	44	50	50	56
SDC website/internet	33	39	45	45	44	47
Web chat	28	24	33	32	36	38
In person at Elizabeth House	18	22	34	21	16	10
SDC App for mobile devices	18	20	26	20	23	22
Letter	11	17	12	15	9	18
Social media	5	7	11	10	10	9
Chatbot	11	6	10	6	14	7
Base: (All Respondents)	(239)	(249)	(415)	(267)	(167)	(222)

Those who responded that they would prefer not to use the internet or SDC's website to contact the Council were asked why that was so. There were 300 responses to this.

The main themes are summarised in the table below.

The main reason given was that people would **rather speak to a person**, either over the telephone or face to face. Many of those respondents mentioned their **age** as a reason for preferring speaking directly with a person; some stated that there were circumstances where it was **not possible to get an answer to a query using an online application**, or where an **issue was complex** and required discussion with an officer. 6% respondents felt that trying to get an answer **using web-based applications was a waste-of-time**: it was too easy for queries to go nowhere and be ignored or 'lost in the system'. A further 3% felt that it was just too **impersonal** or **did not trust** the systems to be successful in getting their query answered.

Just over a fifth of respondents said that they **did not have access to a computer or the internet**, while 14% felt they **did not have the skills** required to contact SDC online; while most said that they simply did not have the computer literacy required to use online contact methods, with a number of respondents again cited their **age** as a barrier to using modern technology. For 2%, **internet connectivity** was a problem – with connection dropping out regularly, or poor internet speed. A further 2% mentioned having a **visual, auditory or cognitive impairment** which meant that accessing internet-based tools to contact the council was impossible.

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Table 141: Reason why residents prefer not to contact the Council via the SDC website or Internet

Topic	Number of comments	% comments
Rather speak to a person	80	27%
No internet access/computer	64	21%
No computer skills	42	14%
Age	38	13%
Easier/quicker (to use web-based systems)	26	9%
Issues with web-based systems	19	6%
Don't get anywhere using web/email	17	6%
Impersonal	9	3%
Don't trust web-based applications	8	3%
Don't use social media	8	3%
Mobile/broadband signal	8	3%
Like to have things in writing	7	2%
Accessibility issues using internet	6	2%
Email is OK	6	2%
Easier to speak to someone	3	1%
Sometime issues are too complex for web	3	1%
Mental health prevents internet use	3	1%
Miscellaneous	15	5%
Base: (All Respondents)	(300)	

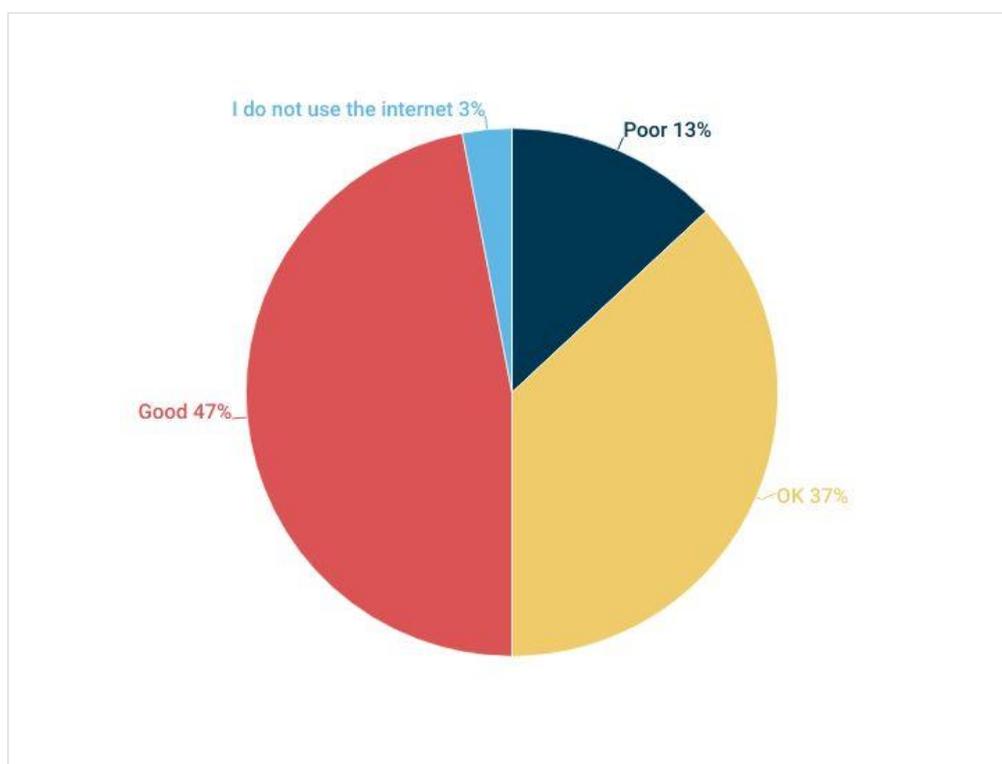
4.7.2 Internet Connectivity

The proportion of residents saying that their internet connection is good stands at 47%. 37% feel it is OK, 13% rate it poor and 3% do not use the internet.

Looking at significant 2024 results:

- ❖ By age, a good rating ranges from 53% for 18 to 34 year olds against 42% for over 65s. Those aged 65+ were more likely to say that they do not use the internet.
- ❖ 8% of over 65s do not have the internet, 1% of 50 to 64s and 0% for the under 50s.
- ❖ Respondents from the Wellesbourne/Kineton area (23%) felt that internet connectivity was not fast enough, the highest for all localities. Southam locality (54%) and Stratford (52%) had the highest ratings of good.

Figure 70: Rating of internet connectivity



Base: (2024: 1,613)

Table 142: Rating of internet connectivity in property, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Poor	15	16	8	11	23	12
OK	40	42	36	37	31	32
Good	41	41	52	48	43	54
I do not have the internet	5	2	3	4	2	1
Base: (All Respondents)	(222)	(220)	(480)	(254)	(194)	(251)

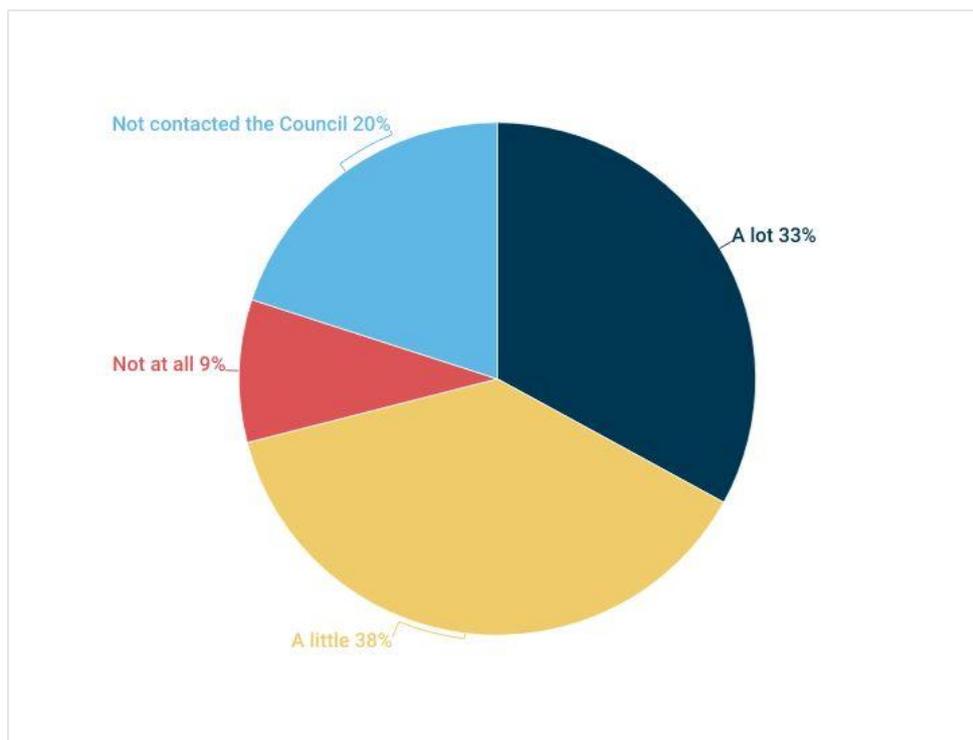
4.7.3 Trust and Confidence in Data

Asked how much trust and confidence respondents have in the council managing their personal data effectively, exactly a third at a lot of trust, 38% a little amount of trust and 9% had none at all. 20% of respondents had not contacted the Council.

Looking at significant 2024 results:

- ❖ By age, 18 to 34 years olds had the most trust (79% a lot or a little). Distrust was highest with 50 to 64 year olds at 11% “not at all trust”.

Figure 71: How much trust and confidence in the Council in managing personal data effectively



Base: (2024: 1,563)

Table 143: Trust and confidence in the Council in managing personal data effectively, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A lot	32	26	38	30	32	37
A little	39	43	33	41	41	40
Not at all	11	8	7	11	8	8
Not contacted the Council	18	24	22	18	19	15
Base: (All Respondents)	(234)	(245)	(407)	(257)	(166)	(219)

Respondents were asked the reasons why they answered the way they did. 735 responses were received and they basically trusted the Council in managing their personal data effectively. Many said there was no reason to doubt the Council. Many assumed or expected the Council to be responsible. Others never trusted public bodies. Others simply did not know enough to form an opinion.

4.8 Climate Change

This section aimed to find out what measures residents had already taken, or were considering, to tackle climate change. It also asked residents what updates they would most like to see SDC provide.

4.8.1 Actions taken by residents to tackle climate change

As in the previous two surveys, Re-use and recycle as much as possible was the most implemented action already taken, with 92% saying that they have done this compared to 88% in 2022 and 91% in 2019.

In general, the percentage saying that they had already done this increased across all the actions, for the most part by one or two percentage points.

Looking at significant 2024 results:

- ❖ Older people are more likely to have **made their home energy efficient**. More male respondents had done so, than female respondents. Female respondents would like more support.
- ❖ Those under 65 years were prepared to **switch to a renewable energy provider** or had done so more than those aged 65+.
- ❖ Those under 49 were more likely to want to **install renewable energy** at home, while those aged 65+ were least likely to want to do this. 51% of Stratford residents would like to do this, but need more support, the highest for a locality. 20% of Alcester/Bidford residents have already done this. 32% of Southam residents would not consider doing this.
- ❖ **Travel by private vehicle as little as possible** - Stratford residents were most likely to have already done this, with 53% saying that they had. Least likely to do this was for Shipston residents (29%). 46% of under 35s had already done this.
- ❖ The older the respondent, the less likely they were to want to **replace a petrol/diesel care with an electric one**. Southam locality residents were least likely to want to do this.
- ❖ Female respondents were more likely to **reuse and recycle** than male respondents – 96% vs 89%. The locality least likely to have done this was in Alcester/Bidford – 88%.
- ❖ Those aged 18-34 felt that they needed more support than older age groups to **put food waste in a caddy for collection** and were more likely not be interested. 19% of Wellesbourne/Kineton residents would not consider doing this. 17% of male respondents would not consider doing this.
- ❖ Those aged 35-49 were more likely to say that they wanted help to **home compost as much garden waste as possible**. Younger residents were least likely to do this. Stratford (41%) and Southam residents (43%) were least likely to say that they had already undertaken this.
- ❖ Female respondents were more likely than male residents to have **created space for wildlife in their garden**. The older the resident the more likely they had already done this. 23% on under 35s would like to do this but need more support. Stratford town residents were least likely to say that they had already undertaken this (59%).

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Figure 72: Actions taken by residents in respect of climate change

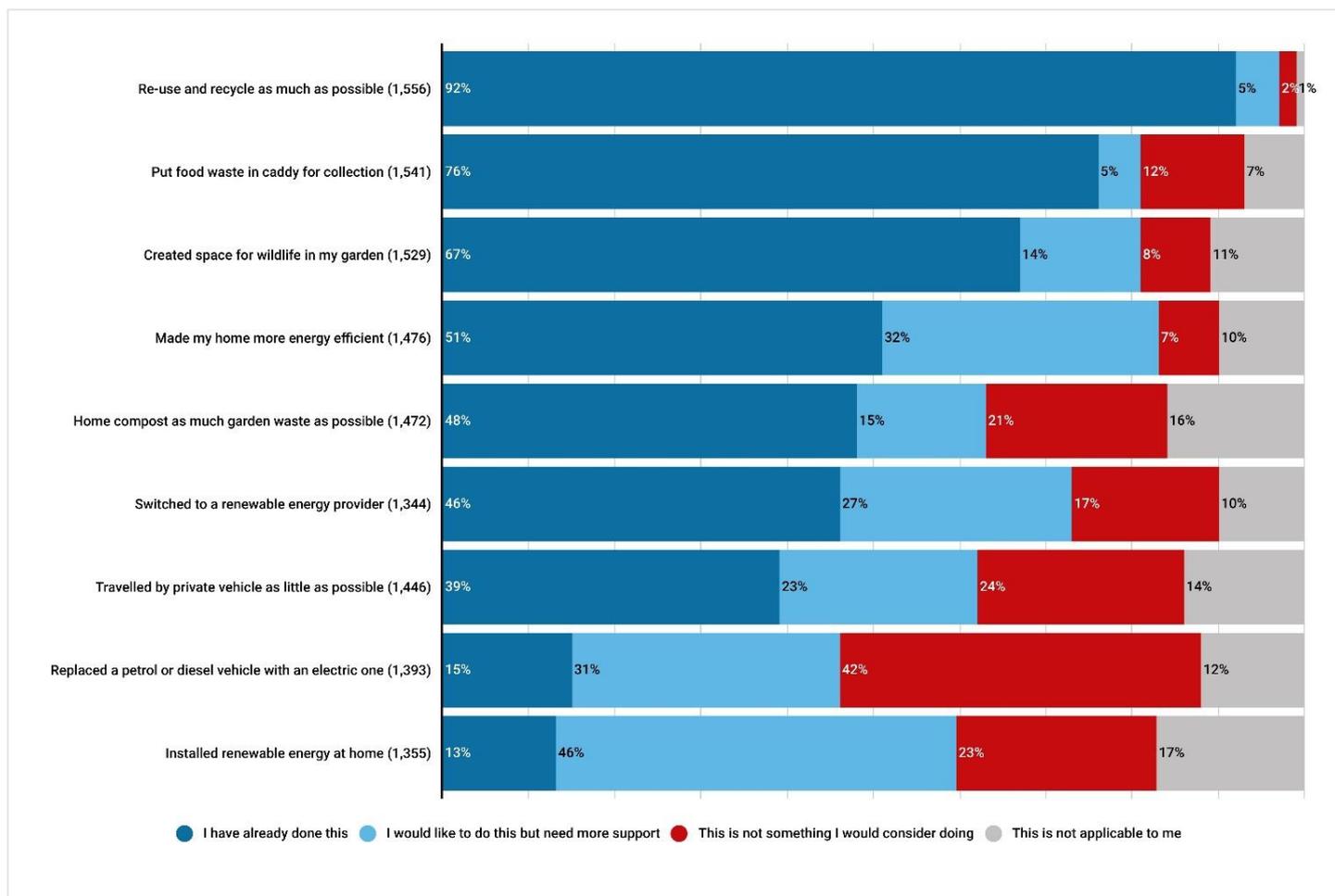


Table 144: Made my home more energy efficient, by year

	<i>I have done, or already do this</i>	<i>I would like to do this, but need more support</i>	<i>This is not something I would consider doing</i>	<i>This is not applicable to me</i>
	%	%	%	%
2024	51	32	7	10
2022	48	37	7	8
2019	52	31	6	11

Base: (2024: 1,476)

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Table 145: Made my home more energy efficient, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
I have done, or already do this	46	54	55	50	46	51
I would like to do this, but need more support	410	29	28	36	33	33
This is not something I would consider doing	6	6	5	7	11	7
This is not applicable to me	9	10	12	7	10	8
Base: (All Respondents)	(221)	(239)	(382)	(248)	(162)	(207)

Table 146: Switched to a renewable energy provider, by year

	<i>I have done, or already do this</i>	<i>I would like to do this, but need more support</i>	<i>This is not something I would consider doing</i>	<i>This is not applicable to me</i>
	%	%	%	%
2024	46	27	17	10
2022	39	33	18	10
2019	34	31	21	14

Base: (2024: 1,344)

Table 147: Switched to a renewable energy provider, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
I have done, or already do this	41	46	47	42	55	47
I would like to do this, but need more support	31	28	28	29	22	24
This is not something I would consider doing	17	15	15	18	15	22
This is not applicable to me	11	11	10	11	8	8
Base: (All Respondents)	(195)	(214)	(354)	(223)	(150)	(194)

Table 148: Installed renewable energy at home, by year

	<i>I have done, or already do this</i>	<i>I would like to do this, but need more support</i>	<i>This is not something I would consider doing</i>	<i>This is not applicable to me</i>
	%	%	%	%
2024	13	46	23	17
2022	12	47	22	19
2019	12	40	24	25

Base: (2024: 1,355)

Table 149: Installed renewable energy at home, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
I have done, or already do this	15	20	10	15	12	11
I would like to do this, but need more support	50	41	51	43	45	44
This is not something I would consider doing	21	22	19	26	22	32
This is not applicable to me	14	16	21	16	20	13
Base: (All Respondents)	(187)	(230)	(298)	(211)	(151)	(160)

Table 150: Travelled by private vehicle as little as possible, by year

	<i>I have done, or already do this</i>	<i>I would like to do this, but need more support</i>	<i>This is not something I would consider doing</i>	<i>This is not applicable to me</i>
	%	%	%	%
2024	39	23	24	14
2022	38	23	24	15
2019	37	21	28	14

Base: (2024: 1,446)

Table 151: Travelled by private vehicle as little as possible, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
I have done, or already do this	33	29	53	29	43	31
I would like to do this, but need more support	19	29	21	26	20	24
This is not something I would consider doing	30	24	19	25	25	30
This is not applicable to me	17	18	7	21	12	15
Base: (All Respondents)	(216)	(231)	(381)	(238)	(155)	(207)

Table 152: Replaced a petrol or diesel vehicle with an electric variant, by year

	<i>I have done, or already do this</i>	<i>I would like to do this, but need more support</i>	<i>This is not something I would consider doing</i>	<i>This is not applicable to me</i>
	%	%	%	%
2024	15	31	42	12
2022	11	43	32	14
2019	6	38	36	19

Base: (2024: 1,393)

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Table 153: Replaced a petrol or diesel vehicle with an electric variant, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
I have done, or already do this	11	16	17	14	15	15
I would like to do this, but need more support	29	24	35	27	37	28
This is not something I would consider doing	44	46	37	42	40	49
This is not applicable to me	16	14	11	16	8	8
Base: (All Respondents)	(208)	(225)	(359)	(230)	(151)	(204)

Table 154: Reuse and recycle as much as possible, by year

	<i>I have done, or already do this</i>	<i>I would like to do this, but need more support</i>	<i>This is not something I would consider doing</i>	<i>This is not applicable to me</i>
	%	%	%	%
2024	92	5	2	1
2022	88	8	3	1
2019	91	8	1	1

Base: (2024: 1,566)

Table 155: Reuse and recycle as much as possible, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
I have done, or already do this	91	88	95	93	91	92
I would like to do this, but need more support	5	9	3	5	5	2
This is not something I would consider doing	3	2	0	2	4	5
This is not applicable to me	1	1	1	0	0	1
Base: (All Respondents)	(236)	(247)	(408)	(266)	(170)	(220)

Table 156: Put food waste in a caddy for collection, by year

	<i>I have done, or already do this</i>	<i>I would like to do this, but need more support</i>	<i>This is not something I would consider doing</i>	<i>This is not applicable to me</i>
	%	%	%	%
2024	76	5	12	7
2022	48	26	16	10
2019	73	11	9	7

Base: (2024: 1,541)

Table 157: Put food waste in a caddy for collection, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
I have done, or already do this	70	73	77	82	72	79
I would like to do this, but need more support	5	5	6	6	5	4
This is not something I would consider doing	17	10	13	5	19	9
This is not applicable to me	8	12	4	7	4	8
Base: (All Respondents)	(236)	(247)	(396)	(262)	(168)	(214)

Table 158: Home composted as much garden waste as possible, by year

	<i>I have done, or already do this</i>	<i>I would like to do this, but need more support</i>	<i>This is not something I would consider doing</i>	<i>This is not applicable to me</i>
	%	%	%	%
2024	48	15	21	16
2022	47	18	21	14
2019	52	15	18	15

Base: (2024: 1,472)

Table 159: Home composted as much garden waste as possible, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
I have done, or already do this	52	51	41	63	49	43
I would like to do this, but need more support	18	13	13	11	18	22
This is not something I would consider doing	19	20	21	17	21	26
This is not applicable to me	11	16	25	9	13	10
Base: (All Respondents)	(216)	(230)	(384)	(252)	(166)	(206)

Table 160: Create space for wildlife in my garden, by year

	<i>I have done, or already do this</i>	<i>I would like to do this, but need more support</i>	<i>This is not something I would consider doing</i>	<i>This is not applicable to me</i>
	%	%	%	%
2024	67	14	8	11
2022	63	16	11	10
2019	64	14	11	11

Base: (2024: 1,529)

Table 161: Created space for wildlife in my garden, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
I have done, or already do this	71	73	59	75	66	69
I would like to do this, but need more support	18	16	15	11	13	13
This is not something I would consider doing	4	6	7	10	10	10
This is not applicable to me	7	6	19	4	12	8
Base: (All Respondents)	<i>(229)</i>	<i>(240)</i>	<i>(403)</i>	<i>(257)</i>	<i>(167)</i>	<i>(215)</i>

Residents were asked what barriers they have encountered to implementing sustainable changes and how the Council could help to overcome this. 620 responses were received and are summarised below.

The main barrier mentioned in the comments was that of the cost of implementing the different actions. The **cost** of electric vehicles which was seen as being particularly prohibitive, as well as the cost of installing renewable energy sources such as heat pumps or solar panels, which many respondents felt would not be fully recovered over time. There was a general feeling that the cut-off income level for accessing financial support with making sustainable changes to their home was way too low given the significant costs involved, only allowing those on very low incomes to get help. A significant number said that they would welcome financial aid to make changes. Along with financial support, 13% of comments either mentioned that they would welcome **more information** on all the possible actions they could take or felt that SDC should try to get more information out to residents. There was general agreement that advice on finding trustworthy and reliable **suppliers/installers** and avoiding 'scams' would be really useful.

A number of responses talked about the difficulty of making their homes energy efficient due to their **property's age, being located in a conservation area, and being listed**. Gaining **planning permission**, particularly for solar panels was seen as a significant stumbling block for 6%, thus preventing residents from moving to renewable energy. There was some feeling that new homes should come with solar panels as a standard requirement. Respondents who were **renting** their home talked about their lack of agency in making any changes to their homes; respondents living in homes owned by a **housing association or managed by a property management group** faced additional barriers, unable to change energy providers or make changes to their outdoor environments to make them more nature friendly.

The **lack of public transport** across the district was raised as a barrier to reducing private car use. Not only was the cost of **electric vehicles** seen as prohibitive, the lack of a good **charging network** and the lack of adequate charging facilities for residents with on street parking were highlighted in just under 10% of comments. For a further 2%, **electric vehicles also posed other problems** including worries about the environmental impact of their manufacture and the disposal of batteries.

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Table 162: Barriers encountered to implementing sustainable change and how the Council could help to overcome it

Topic	Number of comments	% comments
Cost	238	38%
Information or advice would be welcome	78	13%
Public transport is too poor	74	12%
Issues relating to waste/recycling	58	9%
Problems with EV charging	55	9%
No barriers	40	6%
Issues relating to property age/type	36	6%
Planning	35	6%
Food waste issues	23	4%
Renting property	16	3%
Suppliers	16	3%
Other issues relating to electric vehicles	15	2%
Live in a housing association/group property	15	2%
Cycle paths inadequate	14	2%
Sceptic/SDC needs other priorities	14	2%
Garden too small	10	2%
Composter required	9	1%
Rats	9	1%
Footpaths inadequate	6	1%
Issues relating to power grid/network/supply	6	1%
Finding renewable energy providers	5	1%
Don't know	4	1%
Miscellaneous	31	5%
Base: (All Respondents)	(620)	

4.8.2 Action on Climate Change and Interest in Receiving Updates

The Council is responding to the climate crisis in a number of ways. Respondents were given various actions and asked to indicate the top three to them in terms of their interest and with which they would like updates.

73% of respondents are interested in the planting of trees and enhancement of biodiversity. 45% would like to see more about the investment in local renewable energy generation and 44% wanted planning policies to require low carbon homes and buildings to be built.

Looking at significant 2024 results:

- ❖ Update on the planting of trees and enhancement of biodiversity was more prevalent to female respondents 75% vs 70%, and similarly information and advice on how to reduce carbon emissions in the home, 38% vs 25%. Male respondents were more likely to want updates on planning policies – 46% versus 41%.
- ❖ Younger respondents were more interested in the investment in local renewable energy generation. Older residents were more interested than the other age groups in energy reduction in Council buildings.
- ❖ Those aged 35 to 49 years old were more likely to be interested in the installation of electric vehicle charging infrastructure in the District.

Table 163: Which are the three actions you are most interested in and would like to receive updates on?

Response	2024
The planting of trees and enhancement of biodiversity	73%
The investment in local renewable energy generation	45%
Planning policies to require low carbon homes and buildings to be built	44%
The installation of electric vehicle charging infrastructure in the District	35%
Information and advice on how to reduce carbon emissions in homes	32%
The delivery of climate change adaptation to increase the resilience of our environment and economy as the impacts of climate change continues to be felt	23%
Energy reduction in Council buildings	20%
Base: (All Respondents)	(1474)

Table 164: Resident's ratings of key climate change actions by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
The planting of trees and enhancement of biodiversity	67	73	75	71	74	76
The investment in local renewable energy generation	47	41	40	53	50	43
The installation of electric vehicle charging infrastructure in the District	29	37	36	39	43	29
The delivery of climate change adaptation to increase the resilience of our environment and economy as the impacts of climate change continues to be felt	24	24	26	19	27	18
Planning policies to require low carbon homes and buildings to be built	39	46	47	43	35	43
Information and advice on how to reduce carbon emissions in homes	38	29	28	29	36	35
Energy reduction in Council buildings	24	22	17	16	18	24
Base: (All Respondents)	(218)	(235)	(389)	(249)	(155)	(211)

4.9 Household and Personal Profile

All results in this section are unweighted.

4.9.1 Household Information

Table 165: Tenure of accommodation

Response	2014	2017	2019	2022	2024
	%	%	%	%	%
Owned outright	61	60	65	63	64
Owned with a mortgage	22	21	20	21	22
Rent from Housing Association/Trust	10	11	8	9	7
Rent from a private landlord	7	6	5	5	6
Other	1	2	2	2	1
BASE:	(1,868)	(1,883)	(1,755)	(1,790)	

Table 166: Have you moved into the District in the last five years?

Response	2024
	%
Yes	23
No	77
BASE:	(1,593)

Respondents were asked where they had moved from and the postcodes are included in Appendix F.

Table 167: How many children aged 17 years and under live in your household?

Response	2014	2017	2019	2022	2024
	%	%	%	%	%
One	8	7	7	6	6
Two	8	7	6	5	7
Three	2	1	1	1	1
Four	0	0	0	0	<1
More than four	0	0	0	0	0
None	82	85	85	87	85
BASE:	(1,854)	(1,837)	(1,751)	(1,770)	(1,610)

Table 168: How many adults aged 18 years or over live in your household?

Response	2014	2017	2019	2022	2024
	%	%	%	%	%
One	29	32	31	31	31
Two	63	57	58	59	59
Three	5	8	7	7	8
Four	3	2	3	2	2
More than four	1	1	0	1	1
BASE:	(1,818)	(1,800)	(1,725)	(1,737)	(1,584)

4.9.2 Personal Information

Table 169: Gender

Response	2014	2017	2019	2022	2024
	%	%	%	%	%
Male	46	42	44	42	41
Female	54	58	54	54	55
Prefer not to say	-	-	2	3	3
Prefer to self-declare	-	-	0	1	1
Non-binary/agender/ Gender fluid	-	-	-	0	0
BASE:	(1,887)	(1,842)	(1,740)	(1,746)	(1,575)

Table 170: Age

Response	2014	2017	2019	2022	2024
	%	%	%	%	%
Up to 29	2	2	2	2	2
30 to 39	6	6	5	5	7
40 to 49	13	10	9	9	9
50 to 59	17	18	19	18	18
60 to 69	26	24	25	23	23
70 to 79	24	24	27	27	26
80 plus	12	15	14	15	15
BASE:	(1,853)	(1,806)	(1,683)	(1,746)	(1,546)

Table 171: Disability or long-standing illness

Response	2014	2017	2019	2022	2024
	%	%	%	%	%
Yes	33	41	37	33	30
No	67	59	63	67	70
BASE:	(1,848)	(1,804)	(1,722)	(1,758)	(1,584)

Table 172: Does this limit daily activity?

Response	2014	2017	2019	2022	2024
	%	%	%	%	%
Yes	64	63	60	73	75
No	36	37	40	27	25
BASE:	(491)	(722)	(637)	(570)	(460)

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Table 173: Ethnicity

Response	2014	2017	2019	2022	2024
	%	%	%	%	%
White English/Welsh/Scottish Northern Irish/British	95.6	97.3	96.9	95.5	94.4
Any other White background	3.3	1.7	2.2	2.1	2.9
Mixed or Multiple Ethnic Group	0.1	0.3	0.4	0.8	0.4
Asian or Asian British	0.6	0.5	0.4	0.9	1.5
Black, African, Caribbean or Black British	0.2	0.1	0.0	0.3	0.4
Other ethnic group	0.4	0.1	0.2	0.6	0.3
BASE:	(1,891)	(1,849)	(1,740)	(1,778)	(1,595)

Table 174: Activity

Response	2022	2024
	%	%
Employee in full time job (30 hours+ a week)	23	27
Employee in part time job (under 30 hours a week)	7	9
Self-employed full or part-time	12	9
Full-time education at school, college, or university	0	<1
Unemployed and available for work	1	<1
Permanently sick/disabled	3	2
Wholly retired from work	50	48
Looking after the home	3	3
Doing something else	2	1
BASE:	(1,814)	(1,581)

Respondents were asked where they normally work. A list of 676 places are included in Appendix G.

Table 175: Transport to employment

Response	2022	2024
	%	%
Motor vehicle	75	77
Walk	11	11
Cycle	4	3
Train	7	7
Motorcycle	1	1
Other	1	1
Work from home	26	25
BASE: (Can add up to more than 100%)	(683)	(670)

4.10 Final comments: Anything to add or expand on previous answers

Respondents were finally asked to provide any further comments they felt necessary, or to expand on any previous answers given in the survey. 544 responses were received.

A number of different themes emerged within these comments, which are summarised in the table below. The eight most mentioned topics are explored in more detailed below.

Roads were mentioned in 18% (96 comments) of all responses – namely concerning traffic congestion, pollution, routes and issues of road maintenance.

When not mentioned in associated with new housing development, comments about roads complained of the rising amounts of traffic and congestion that they were experiencing in their local area. 50 of the 96 comments were concerned with this:

“Stratford district has grown such a lot since we came here in 2000, the roads are too busy and cannot accommodate the amount and size of a traffic we now encounter.”

“Reduce road congestion by proper planning and adequate parking.”

There were a number of comments which pinpointed specific areas in Stratford and the wider district as having particularly bad traffic congestion:

“Congestion is the biggest problem - particularly the Birmingham Road which never improves.”

“The volume of traffic through Studley is a big problem. Getting out of Castle Road and Bell Lane can be a nightmare at certain times of the day.”

“The traffic in our village (Wellesbourne) is awful, particularly around the school. It will end up with an accident happening someday. The quantity of vehicles, type of vehicles and parking all contribute to very bad conditions twice a day in the streets around school. Articulated lorries should not be coming through the village, they are too big.”

A number of comments (35) complained about pot holes, road markings, the state of the roads in general and other maintenance issues:

“The maintenance on the A46 by-pass needs urgent regular attention. Particularly clearing the gulleys. At least once a quarter and keeping weeds down by regular mowing on side of by-pass and roundabouts.”

“The roads in Stratford-on-Avon are like living in a third world country. They are a disgrace. The state of the roads has cost me hundreds of pounds in the last 12 months car repairs. (tyres and suspension).”

“Pot holes are a big problem in the county”.

Road management was also an issue in 19 responses:

“Please resolve traffic flow at town end of Tiddington Road, junction near Clopton bridge and provide easy pedestrian crossing to recreation ground and town/theatre etc.”

“Fix the roads and replace traffic lights with roundabouts to keep traffic flowing e.g. Birmingham Road.”

11 comments mentioned the issue of roadworks.

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“Constant road works in this area always takes longer to complete and cause continual traffic hold ups. They could be planned more effectively.”

Pollution caused by the traffic was also a concern:

“Crazy high traffic volume through village on A435 creates noticeable pollution depending on weather.”

Table 176: Comments made by residents

Topic (4 or more comments)	Number of comments	% of comments
Roads – traffic, maintenance, pollution, routes	96	18
Planning/development/infrastructure	80	15
Parking	58	11
Town centres	55	10
Streetscene – cleanliness, street lighting etc	54	10
Anti-social behaviour	52	10
Waste	39	7
Housing – affordable housing, availability	35	6
Speeding	32	6
Public Transport	30	6
Pavements	30	6
Services – health, education, local services	26	5
Footpaths/cycleways	24	4
Council Tax	22	4
Policing	21	4
Crime	17	3
Trees, parks, green spaces	17	3
Activities for young people	17	3
Climate Change	16	3
Happy with the area	14	3
Disability issues	13	2
SDC Communication/Website	12	2
Business	12	2
Decision-making – councillors, policy, parishes	12	2
Home energy efficiency – insulation, renewables	12	2
Tourism	12	2
Additional profile information provided	12	2
Events	10	2
Markets	10	2
Noise	10	2
Litter	10	2
Fly tipping	10	2

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Flooding	9	2
Green waste	9	2
Drainage	9	2
Pollution	9	2
Broadband/Mobile phone coverage	9	2
Dog fouling/noise	8	2
Leisure activities	7	1
EV Charging	7	1
SDC = Stratford-focused	7	1
Feeling safe	4	>1
Gypsies/travellers	4	>1
HS2	4	>1
Miscellaneous	108	20
Base: (All respondents)	(544)	

The second most mentioned topic, seen in 15% of all responses (80), was that of **planning, development and infrastructure**. In these comments, residents felt that there had been too much development either generally within the district or more specifically where they lived. For example, comments such as the following were typical:

“I am horrified by the overdevelopment of new housing in Stratford environs and also lack of infrastructure development to support. New house building disproportionate to size of town and disruptive to local residents whose views and concerns over noise impact on environment etc are completely disregarded.”

“Gaydon is not suitable for any further commercial or domestic building development sites.”

Comments were also made around development that had occurred without their being appropriate road infrastructure or service infrastructure, i.e. health/ education:

“Large new estates around Stratford appear to have little new infrastructure and have contributed to far worse traffic congestion over the past 20 years.”

“I’m not happy with all the development that goes on in this area, I went to a meeting once but residents views were ignored and the developers just went on and did it anyway we were supposed to be getting a surgery but that never happened.”

“Very concerned about over development of Alcester, too many expensive houses being built, with too many cars, infrastructure not being upgraded to cope with extra numbers, car parking becoming a problem.”

A number commented on how they felt that areas had begun to lose their identity or community feel because of the amount of development:

“Wellesbourne over the past 10 years has really become very dirty, anti-social and overcrowded. We do not need any more housing, no infrastructure and we need to remain as a village.”

Some comments related to the planning application process in general:

"I have been to 5 meetings to object against planning applications all went against me and the build went ahead. So what's the point of objecting, I must add that this was during time of the last Tory council."

"Planning policy and associated costs make it really difficult for individuals to use planning process. This results in the need to pay for consultants for any queries."

Parking was an issue mentioned in 11% of all responses (58). Topics raised included the condition of Windsor Street car park and the cost of parking in general, with the need for some to make it free for local residents. More use of the Park & Ride was suggested.

Car park machines were criticised by some and in particular the need to pay by App. There was also comments around the machines being out of order:

"Making it difficult with the new parking machines to use. I will not pay on my phone, only way is cash and that isn't an option now. I don't visit Stratford anymore where machines to be used."

Changes to the concessionary parking/parking permit schemes was brought up by others:

"Bring back parking permits at a sensible price."

There were comments around disability parking spaces:

"With regards to disabled parking spaces in car parks / on street, please do not cut down on blue badge parking as is happening in order to accommodate charging points."

Town centres were mentioned as an issue in 10% of all responses (55 comments). Many of these comments related to what the respondents felt was turn for the worse in the state of their local high street, with buildings lying empty and becoming unsightly through lack of adequate care, and a poorer retail offer:

"Stratford feels like a dying town. The town feels very much stuck and needs to join the rest of the country in the 21st century."

"Stratford is a lovely town to live in, spoilt by empty shops, derelict areas e.g. the previous green dragon public house, the previous picture house and the previous BHS shopping building."

"The High St (Alcester) looks far from appealing with a burnt down pub which has not been touched for many years, I for one would not return if I was a tourist."

Some comments felt more support from Councils would help:

"Please do whatever you can to support existing independent businesses and provide incentives for new ones to choose Stratford."

It was also felt that is Stratford town centre was not improved, less tourists would come back typified by this comment:

"Since moving here I have witnessed an economic decline in Stratford. Without a thriving town centre even tourism will eventually dwindle. There is an of despondency in the town."

Issues around **Streetscene** (cleanliness, street lighting etc) was mentioned in 10% all responses (54).

Grass cutting was mentioned in a number of responses whether an area was not cut enough, not happy with "No Mow May" or too many cuttings were left:

"Grass cutting in our locality is of poor quality both of post sites and local roadways."

Grass verge and hedge upkeep was another area of street scene mentioned by some in this question:

"Grass verges in our area have been allowed to grow so much that pulling out of turnings can be dangerous. Would prefer more frequent cutting."

General cleanliness was commented on at various locations across the District, typified by:

"The council must look after the pavements much better. The amount of weeds growing through in old town especially, is really bad. It gives a very poor impression of the area."

Street lighting was another topic raised whether it was that they were turned off at night or were not located in areas residents felt they should be.

52 comments were made in respect of **anti-social behaviour** (10%). A number of specific areas were mentioned and the problems that were occurring at them.

Cars being driven too fast came up as an issue, the problem of drunkenness in public places was highlighted, drug dealing and the behaviour of people in gangs.

Waste was mentioned in 7% of responses (39 comments). The regularity of the black bin waste collection was the most prominent topic in this subject area. Most wants it to be every two weeks. A typical comment:

"Disappointed that general waste is now only collected once every 3 weeks. With a new baby and a dog we have lot of general waste that the bin is usually filled by 2 weeks. It's a shame we do not have the option to pay for a bigger / additional bin unless we are a family of 6. The advice to recycle more (where we do already recycle everything possible) or take it to the tip is impractical and not a sustainable solution".

Comments around the recycling centres around the opening times and having to book slots. The smell from food caddies was also a mention by some.

35 comments (6%) were made about **affordable housing** and the **lack of housing**. In terms of this the next two comments typified a number of views made:

"I am most concerned at the lack of affordable and available housing. There is nowhere near enough suitable properties to rent or to buy. The help to buy government schemes are appropriate when property is unreachable by high pricing and high rents."

"I have recently become aware of how the lack of affordable housing/social housing impacts people's lives. There is a shocking lack of social and affordable housing in the Stratford area, and this leads to people being forced to live on the streets."

The issue of **speeding** was mentioned in 6% of all responses (32 comments). The vast majority of these related to specific problems of speeding on various roads on a wide of towns and villages in the District.

The issue of **public transport** was highlighted by 6% of all responses (30 comments). Most related to the lack of public transport options for those living in the more rural areas of the district.

There were also calls for more public transport generally, particularly to connect people with health services and major centres.

The issue of **pavements** was mentioned in 6% of all responses (30 comments). This centred around the unevenness, the dirty state of many, poorly maintained (cracked) and are overgrown with weed and hedges making it difficult to walk on.

Appendices

Appendix A - Thinking generally, which of the things below would you say are most important in making somewhere a good place to live? If other, please specify

Access to council staff
All night street lighting
Better mobile coverage
Don't turn Stratford into a third world dump
Free parking
Good pubs as community hubs
Infrastructure before building
Lack of overcrowding
Local Church
Mowing green areas
Mowing or lack of on communal areas
Not being overrun by illegal immigrants
Planning policy that allows owners more flexibility
Police presence
Police visit
Protection of historic pubs
Provision to control speeding
Pub
safe cycle routes
Safe routes from Dovehouse school major issue
Safety and security
Security
Social care
Speed limit
Speed through village2
Speeding through villages
Suitable parking residents off the road
We need pavements - there is a lack of them
We need some bus stops for our one bus a day, people have no idea where to stand
Wheelchair access

Appendix B - Many Council Committee meetings are open to the public and the papers are openly available on the SDC website. If you ever wanted to contribute to the meeting would you prefer to...? Any other method of communication, please specify

Appear virtually / online
Attend virtually
Ballots if it's a community issue. Email response
Be able to attend via Zoom or Teams
Be able to talk to someone who shows interest
Broadcast meetings online
By post
can vote online for important issues
Contact by email
Contribute by online video link
Council members to engage with local community via social media - like Tim Sinclair does, electric communication via town website
Email

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email

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email - SDC website is not easy to navigate.
Email - subscribe for the minutes and reply email with my concerns for the next meeting as opposed to waiting
email - suehemming@hotmail.co.uk
email / dial into meeting
Email / letter updates
Email / phone dialogue
email / summary of council meeting decisions
Email a representative.
Email and have views read on my behalf
email but if diary allows I would like to attend (I work full time)
Email in views
Email in views.
email or advance notice agendas so know what's going on and can make comment as appropriate
Email or other form of electronic communication to have views noted and read/incorporated as appropriate
Email or other online communication e.g. via link on a website.
Email or text. Meetings aren't publicised anywhere I've seen, nor is the content of the meetings. With email that should be easy these day
Email or Video Chat
Email or website
Email or written letter
email project with voting possibility
Email to a parish council clerk who would bother to take action. Ours does not.
email views or respond to survey
email would be preferable
Email written communication of views to be read out
Email, Questionnaire
Email, word clouds and public feeling
Facebook updates, community pages
Forums
Have the option to contribute on teams
I have tried to get involved and felt my opinions never mattered enough.
I'd prefer to go in person but who has the time? Emails and letters and directed/targeted social media action should be considered.
Internet
Internet.
Join online
Join via internet
Letter / post
Letter sent to address
live tv
Live Webcam
local council website
Meetings available online
Microsoft teams / local reps

SDC RESIDENTS SURVEY 2024

Minutes online
More tick box polls like this
Newsletter
Newsletter/Circular
One on one with responsible council staff
Online
Online access
Online admission
Online attendance with Q&A
Online availability to join meeting
online information
Online or survey
Online portal
Online Q&A and feedback/ be able to watch meeting online
Online site and/or forum.
Online survey, or attached link so we can contribute
Online tools to gather the news and preferences of larger groups of people
Online video call
Online, voting on issues via website etc.
Online, website comment
Online/hybrid meetings
Opinion poll/survey
Open an internet forum for contributions - join the T age when it comes to community involvement.
Pointless asking when it is clear that making constructive contributions to consultation exercises is ignored as the direction is usually decided before a consultation exercise is initiated.
Portal comment
Post an email
Post or email

SDC RESIDENTS SURVEY 2024

Questionnaire
Questionnaires / online forms / voting
Skype/zoom/Teams
Speak to someone to speak on my behalf
Teams
teams
Teams meeting
Teams meeting or electronic polling
Teams, Skype, Zoom meetings
teams/virtual - better invitations not aware currently
teams/zoom
teams/zoom
text or SMS
Text to say when they occur
These meetings are stuck in the 1980's lets upgrade them get young people and teeth involved
Unsure. Email prompts to review papers?
Verbal to councillor or email
via a webinar or teams
via email/online
Via Teams
Video call
Video conference
Video conference with chat or phone call option
video link
video link
Virtual meeting
Virtual meeting by Zoom/Teams.
Virtual meetings
Virtual meetings, teams / zoom etc
web access for online communication
web streaming
Weblink?
website
Website but it seems they're available
Would be good to have the option to 'opt in' and receive an email alert when new SDC council meeting minutes are available as a prompt or a summary newsletter of key decisions pending
Write in but be able to hear it online/through a recording
Written communication of council meetings
www
Zoom

SDC RESIDENTS SURVEY 2024

Zoom / TeamViewer (web meeting)
Zoom call or similar
Zoom meeting, for example
Zoom meetings would be better for all.
Zoom/email
zoom/teams

Appendix C - How do you find out about Stratford District Council, e.g. news, services delivered, etc.? Other Sources

App
App
Facebook local sites
General observation
Generally local gossip
Harbury news council section
Harbury news magazine
Health residents association
Henley Focus
I have the app for bin collection and use it for other info, very helpful
I live in the area - you are my local council so as a council tax payer and voter, I must know about you. This question feels a little inappropriate!
I see nothing improve
Internet searches
Local magazine
local newsletter
Parish council
Parish council meetings
Parish council, independent developers
Parish Newsletter
Paying Council Tax
Phone
refuse collections
Rubbish collection email
Save the fox and hound campaign
SDC App
SDC App
Seeing with my own eyes
Stratford District Council smartphone app
Talking newspapers
TVRA
village newsletter
Village WhatsApp group
Your App

Appendix D - What information do you want/would like to receive from Stratford District Council? If other, please state below

A bins collection calendar - not just online
A bit of everything
Access to council refuge sites times etc
Anti-social behaviour in town
Are we going to lose fields at top of Node Hill to more housing
Birmingham Road amount pedestrian crossings
Bus services
Bus times
Council tax band - property compare
Councils mistakes / overspends
Crime prevention in the district services and funding for community projects.
Crime reduction
Education, health
Education, road infrastructure
Environmental
Greater use of emails required
Health/GP services
Honesty
Housing plans
Housing policies
How much of our council tax goes on councillors and staff salaries?
I expect to have most things in Stratford Herald as a means of communication.
I would like to see how the money is spent.
Information received on internet far too complex to understand
Local transport
Map of tree preservation orders made available online
Money spent and what on
More about places other than Stratford itself
More bin collections.
More breakdown on how money is spent - for example, refuse collection/recycling has more than doubled I believe - why?
More traffic survey results and pollution in Studley
None of this, maybe community successes
None, just get on with making it better
not sure the question is correct.
On street parking taken back from WCC
One assumes its available if requested
Place to walk dog off lead.
Policing. Bus services/improvement
Pollution in rivers. Supporting farmers / farming
Positive news about the achievement of individuals and groups in the local community under borough
Pot holes and fly tipping
Pothole repairs and road resurfacing

SDC RESIDENTS SURVEY 2024

Public transport in villages
Refuse and recycling collection dates
Road improvements, road works, public transport.
Road services / police presence
Safer streets, neighbourhood watch
Speeding traffic
Support for disadvantaged / disabled / isolated
Tackling rural crime
Things we said were important earlier in the survey
Traffic in SonA and town centre shops
Transport plan
We should be informed on all services
What action is being taken to prevent continued speeding through Brailes Village?
What is planned for dirty, litter ridden areas
What our money is spent on and improvements to crime problems

Appendix E - In which places do you feel unsafe in Stratford District? If Other, please state below

Although "neighbourhood watch" seems to have disappeared - and distinct lack of local police - I do feel safe and able to maintain some community spirit.
any alleyways/places unlit at night e.g. the Rec. I wouldn't feel unsafe during the day though.
Around NatWest bank in Stratford, walking home when dark
Around places where homeless people gather
Around the Dell/trinity church at night
At home when drug dealers/users are active. Police aware of +3 dealers/users in Redhill Close - part of the estate I live on.
At taxi rank by NatWest, have witnessed glass throwing and harassment by people drinking and hanging around there
At the bottom of the road in the alley there are drug dealers. I believe there are also dealers by Shottery brook, never see a police officer
Badly lit street areas.
Bancroft Garden
Being a pedestrian in the street
Better/more street lights on tramway bridge too many dark areas has concerned others
Cars mounting the pavements, parking on the paths every night in Greenhill Street to collect goods for delivery.
Dangerous drivers on the road
Do not go out at night alone in a car sometimes
Don't go out after dark
Feel safe as careful when I am out and about
Groups of drunks hang around the town centre in certain places
I am disabled and don't go out
I feel safe always
If a lot more police patrolled the town and regularly I would feel a lot safer. Over the past 15 years I have seen less and less patrols and more and more homeless on the streets. More tourists and less locals, eyesore modern building work, sorry but basically Blackpool of the Cotswolds. A lot more regular grass cutting on right when approaching traffic island very important
In open spaces at night
In residential streets where volume and system for effective management of school traffic is far from satisfactory, disruptive and disturbing.
In the street by NatWest, I go another long way round to avoid them
In the town centre where local drunks and beggars gather, for instance near NatWest, the fountain and outside (the rear) of the Fred Winter centre. Also under the canal bridges where they hang around to drug deal and walk along the canal towpath. Previously in the theatre gardens too
It depends - on what other people are around and potentially threatening. Anywhere quiet & dark in particular can be a threat - certain streets/car parks/parks
Just walking in the neighbourhood street as at night groups of youths are gathering, the flats opposite and to the side of my house, home drug users and sellers in 36 years living in my house which I own I now feel very unsafe and often worried by the unsociable activities and noise which comes with it
Large groups of youths always causing trouble in Stratford town centre.
Most places in the dark - other than my own village, maybe more to do with being a woman
My wife was assaulted because she was using a walker outside M&S store
NatWest is your biggest problem and the lack of consequence to them is at the council and policies detriment

SDC RESIDENTS SURVEY 2024

Never go anywhere alone, am 82 disabled
None
None
None
None really apply to the Leamington areas I use or all of Harbury
Not anywhere
Often in centre of town i.e. outside NatWest/Market place, sometimes Bridge Street.
On busy dual carriageways/motorways if broken down
On days when the Wood Street/Rother Street debating society meet it is sometimes entertaining but often frightening
Only feel it at night, not so comfortable as used to.
Outside Greggs, Poundland, Sainsburys (Bridge Street) / American fountain / NatWest bank / The police are aware of these locations where drug users intimidate visitors and locals alike and choose to turn and blind eye
Outside local bank, mainly National Westminster during the day
Outside NatWest bank
Outside NatWest bank and Rother Street in Stratford drinking/drugs being taken and Greenhill street and 'fars' garden area
outside NatWest in centre with the drunks, it's an issue
Outside NatWest or the fountain, wherever the drunk people have congregated that day
Outside the NatWest bank in the centre of Stratford upon Avon - Rother Street
Particular shops like the one stop - because of the street drinkers who can display aggressive or crude behaviour, they buy cheap alcohol there. I no longer use the pagoda gardens for the same reason. I avoid Rother Street area if I have my young grandsons with me
People sleeping/living on the street/begging in towns.
Public car park at night
Sadly, anywhere where irresponsible dog owners do not consider other people, e.g. not having their dogs on leads.
Specific areas of Stratford are worse than others. Birmingham Road has been mentioned by various people who were followed after night time, NatWest, Justins Avenue and Bridge Street in front of Poundland and Sainsburys are typical for homeless and drunk people
Speed ramps and 20mph speed limit required and a visible police presence. Motorbikes on Southam Bypass - speeds in excess of 150mph. Motorbikes and cars travelling through main street in Southam at excessive speeds.
Spelling error: In open spaces, e.g. on the street, in parks
Stratford at night - alleged 'rough sleepers' and 'beggars'.
Stratford centre streets
Street beggars (not entertainers) when they say any change then when you walk passed they say have a real nice day, we feel really intimidated
Taxi rank by NatWest - all the addicts live on the pavement during the day
The alleyways off Albany Road near scout hut / old railway line where they are drug dealing
The fields at Shottery
The slow response of the police to respond to incidents and rural crime.
There are a few hotspots in town for people suffering with addictions to hang around. They are often being aggressive with each other. There has always been this kind of issue in Stratford though and i am not sure what the solution would be.
There has been much conversation online re safety in Stratford town centre which makes me avoid going there now. Groups of young people being threatening etc.
There have been many recent attacks in the town centre (including on police). This is extremely concerning and would make me concerned about walking into town on my own after

SDC RESIDENTS SURVEY 2024

dark (I only live 5 mins from Henley street). We have also experienced anti-social behaviour at home, late at night a male came onto drive and jump kicked our front door.
Tithe place entrance to Southam library, cafe and Southam heritage, especially at weekends
town centre
Town centre can be intimidating with beggars / homeless in groups at night / evening esp. by NatWest and Bridge St. A friend is frightened to use stairs in Bridgeway MSCP due to homeless hanging around.
Tramway, carpark recreation park
Very few street lights through village
Waiting for buses in Wood Street, Stratford due to antisocial behaviour of down and outs, they are a disgrace to Stratford
Walking home in dark or evening along Greenhill Street and Alcester Road
Walking the dogs alone or walking alone in general. Lately our village seems to have dodgy people hanging around down alleyways in hoodies.
Walking village streets little police presence - partner got attacked police did nothing
Welcombe Hills - drug dealing. Clopton Road - Drug dealing
Where the donkeys gather in Stratford round NatWest bank
Where there are lots of trees and cover.
Wood st near NatWest bank
Wouldn't put myself somewhere I don't feel safe

Appendix F - If yes, where did you move from (including if within SDC area)? Please give the postcode only.

AL8 7TN
B1 3AQ
B13 0PS
B13 0QR
B13 8NY
B14 5AU
B15
B16
B17
B28 0HA
B28 8HU
B30 1SE
B31 2JB
B37 7EL
B43 7BL
B48 7QS
B49 5FF
B49 5QT
B49 6AS
B49 6DL
B50 4EG
B50 4EY
B60 3NA
B67 5AA
B77
B77 4PX
B80 7BL
B80 7NA
B80 7NX
B90
B90 1PW
B90 2RY
B90 3PP
B90 4BQ
B90 4WF
B91
B91
B91 1LA
B91 1RQ
B91 2EF
B91 2NN
B91 3TS
B92

B92 7HN
B92 8DB
B93
B93 0DH
B93 8BU
B93 8UB
B93 9EQ
B93 9PR
B94 6ES
B95 5FR
B95 5JW
B95 5PB
B96
B96 6BD
B96 6DH
B966fd
B97
B97 5BL
B97 6JG
B98 0AT
B98 7DW
BA
Bampton CV37 9QS
Banbury and Leamington Spa
BH15 4JR
BH6 3HH
BH8 8PS
Bicester, Oxfordshire
Birmingham
Birmingham / Banbury
BS24 0AN
BT54 6JN
CB2 9HT
CF5
CH61
Coventry
CR3 5PR
CT13 0DD
cv10
CV12 0GZ
CV21 4NH
CV23 8EB
CV23 9JQ

SDC RESIDENTS SURVEY 2024

Cv238xx
CV3
CV3
CV3
CV3
Cv31
CV31
CV31 1TN
CV31 2LS / B92 7PR
CV31 2PE
CV31 3AE
CV31 3RR
CV32 4YU
CV32 6AA
CV32 6EY
CV32 6SS
CV33 8AH
CV34
CV34
CV34 5GW
CV34 5PB
CV34 5TH
CV34 6ET
CV34 6FJ
CV34 6PD
CV34 6XT
CV35
Cv35
CV35 0HN
CV35 0HS
CV35 0SG
CV35 0TX
Cv35 7AA
CV35 7BX
CV35 7TQ
CV35 8AU
CV35 8BB
CV35 8DR
CV35 8TT
CV35 9BG
CV35 9DT
CV35 9ND
CV35 9TL
CV36 4NL
CV36 4PJ

CV36 4PN
CV36 5HS
CV36 5PQ
CV37
CV37
CV37 0JT Snitterfield
CV37 0NS
CV37 0TJ
Cv37 0uq
CV37 6FF
CV37 6HT
CV37 6TG
CV37 6YW
CV37 7BT
CV37 7BY
CV37 7FH
CV37 7HT
CV37 7JH
CV37 7LB
CV37 7NU
CV37 8AA
CV37 8BP
CV37 8DB
CV37 8FA
CV37 8NA
CV37 8NF
CV37 8RG
CV37 9AS
CV37 9DW
CV37 9EG
CV37 9HA
CV37 9HD
CV37 9PG
CV37 9TH
CV37 9TW
CV37 9XY
CV4 8GT
CV4 9BF
CV47
CV47 0HW
CV47 0LJ
CV47 2WB
CV47 7SS
CV47 9PL
CV47 9QA

SDC RESIDENTS SURVEY 2024

CV478JS and CV472RZ
CV6
CV6 7JX
CV7 7GT
CV7 8PU
CV8
CV8 2HL
CV8 2NB
CV8 2QU
DE13 0RW
Derby
DH9 7GB
DN22 6HN
DY121LG
East Devon
EX12 2BX
EX15 1YX
EX2 7GZ
FK9
From abroad
From Camberley, Surrey
Germany
GL16 7LG
GL20
GL54
GL54 5JP
GL55 6LA
GL55 6RA
GL56
GL56 9LG
GL56 9NG
HA8 5QY
HD22
Henley in Arden
Henley in Arden
HP10 9AL
HP19
HP2 5YQ
HP22
HP27 0SS
HR9 5QW
In the same area SCC
IP2 9RX
Italy
Italy

Jun-21
Kineton
KT13
LD2 3DH
LE17 6DB
LE9
LL49 - Northwest Wales
Loughborough, Leicestershire
LS29 8RX
LU3 2AT
M35 9HW
ME14 5RR
ME8 9LU
Mind your own business
MK44 2DY
ML9 2EW
Morpeth NE65 1QE
Moved from a diff country
NG9 7GU
NN11 3TE
NN11 3YY
NN11 6XF
NN6 7WH
Northampton
Norway
Nottingham
Nottinghamshire
NR27 9QY
NR33 8ND
Oman
Overseas - Thailand
Overseas. New Zealand.
OX11 0EE
OX15 4LX
OX15 4NA
OX15 6BH
OX15 6DF
OX16
OX16 0ED
OX16 3AL
OX17 1BG
OX17 1EA
OX17 1EQ
OX17 1PB
OX17 1SA

SDC RESIDENTS SURVEY 2024

OX17 2NQ
OX17 3FA
OX18 1DU
OX20 1JF
OX29 6SA
OX7 3RX
Ox75rz
Paris, France
PE1
Penzance
PL30 5HD
PL9 9PG
PO8 0YW
Portugal
PR3 0AX
Redditch
Redditch
Redditch B97
RG10 8AP
RG40 1WD
RG41
RH8 0DU
RM8 1RT
Sale, Cheshire, M33
Shottery
SN3 1EH
SN7 8QH
SO22
Solihull
Solihull B92
Solihull council
South Africa
Surrey
Surrey KT13
Sutton Coldfield
TA1 2JW
Tamworth
TN39 4HL
TQ5 8HX
TR11 4AJ
TR19 7QE
Ukraine
USA
USA
W2

WA9 4YS
Walcote B49
Wales
Warwick
Warwick
Warwick CV34
Warwick District Council
Warwickshire - Coventry
Whitnash
Wiltshire
WR1
WR10
WR10 3HA
WR11 / GL55
WR11 3JX
WR11 4TL
WR11 5XG
WR11 7AL
WR11 7PR
WR11 7RS
WR12 7AL
Wr7 4fb
WR9 - Droitwich
WR9 Droitwich
WS10 7RH
WS14 0NF
WS14 9RF
York

Appendix G - In which city, town, village or hamlet do you work?

Abingdon OX14
Across south Warwickshire libraries
Across UK and EU
Admington and Stratford upon Avon (2 jobs)
Alcester
Alcester B49
Alcester B49
Alcester B49 5DY
Alcester B49 5QR
Alcester B49 6QR
Alcester, Henley, Stratford, Bidford, Shipston, Warwick, Gaydon
All over the country
All over the county
All over the place
All over the place
All over UK
Arlescote OX17 1DQ
Aston Cantlow
Astwood Bank, B96 6LY
At home
at home
at home
at home
At home CV37 8PX
At home in Lower Quinton
Avon Dassett
Avon Dassett CV47 2AH
B37 7HE
B4 5GZ / CV37 6XY
B45
B50 4EW / GL51 9DT
B50 4JH
B90 8BG
B91 3QT Solihull
B94 5BD
B95 5LL

SDC RESIDENTS SURVEY 2024

B98 ORE
B98 7AS
B98 9DU
Banbury
Banbury
Banbury
Banbury / Birmingham / London / Home
Banbury OX15 4AA
Banbury OX16
Banbury OX16 1RH
Banbury OX17
Based across Warwickshire
Based in SOA but work nationally
Bearley CV37 0EX
Bicester, Oxfordshire
Bidford
Bidford and Salford Priors
Bidford and Welford
Bidford on Avon
Bidford on Avon B50 4LX
Bidford on Avon B50 4NB
Bidford on Avon B50 4NB
Binton, CV37 9TR
Birmingham
Birmingham B15 2TT
Birmingham airport
Birmingham and London, private airport terminals
Birmingham and Studley
Birmingham B12 0XR
Birmingham B28 0OG
Birmingham Business Park
Birmingham city centre
Birmingham city centre
Birmingham City Centre and CV37 0BD
Birmingham, B1 1LW
Birmingham, B37 7YE
Birmingham/home
Birmingham/Loxley

SDC RESIDENTS SURVEY 2024

Bishops Itchington
Bishopton
Bourne End Shipston
British isles
Bromsgrove - B60
Broom
Bruern OX7 6QF
Buckingham MK48 4JB and all over the country
Canons Ashby
Cheltenham and Stratford
Cheltenham, Gloucestershire
Chipping Campden
Chipping Norton
Chipping Norton
Claverdon
Claverdon
Claverdon B65
Claverdon CV35 8PB
Coalville
Compton Verney
Compton Verney CV35 9HZ
Coughton
Coventry
Coventry - Home - Southam
Coventry and Fenny Compton (WFH) and Buckingham
Coventry and Stratford
Coventry CV1 4FS
Coventry CV3 2NT
Coventry CV4 1AU
Coventry CV4 7AL, SUA CV37 7JD
Coventry CV5
Coventry CV5 9FE
Coventry CV6 5EG
Coventry CV7 9JU
Coventry CV8 3AL
Coventry, CV1 2SQ
Coventry, CV3 4AN
Coventry. Home Hybrid

SDC RESIDENTS SURVEY 2024

Coventry/Warwick
Crewe, home
CV3 4LB
CV32 4EA
CV33
CV33 8AP / B15 2TT
CV33 9WF
CV34 4RL
CV34 5BW
CV34 5BW - Warwick
CV34 CV37
CV35 0AY
CV35 0JA
CV35 0RR
CV35 8AU Hampton Lucy
CV35 9EY / SE1 2RE
CV35 9HZ
CV35 9HZ - CV23 9PX
CV36 4BQ, CV47 1PF, OX15 6DN
CV36 4JJ Admington
CV36 4RQ and NR10 3HG
CV36 CV37
CV37
CV37
CV37
CV37
CV37
CV37
CV37
CV37
CV37
CV37
CV37
CV37 0HE
CV37 0PA Hatton Bank Farm
CV37 0RW
CV37 6 Stratford upon Avon
CV37 6AU
CV37 6BB
CV37 6BB
CV37 6HN SOA
CV37 6HW
CV37 6HX
CV37 6NQ
CV37 6RB
CV37 6UY, B5 4EG
CV37 6XG
CV37 7AF

SDC RESIDENTS SURVEY 2024

CV37 7BJ
CV37 7BJ
CV37 7DR
CV37 7FH
CV37 7GY
CV37 7JD
CV37 8AR
CV37 8BU
CV37 8JW
CV37 8PD
CV37 8SE
CV37 8SX + B37 7YU
CV37 9BS
CV37 9DA
CV37 9DA
CV37 9LX
CV37 9NL
CV37 9XZ
CV37 and CV34
CV47
CV47 0FG
CV47 0HF
CV47 0JH
CV47 2ED (work from home) office is in BH15 0HA
CV47 2UB and CV4 7AL
CV47 7BL
CV47 7RP Priors Marston
CV47 8LU
CV47 9QB Long Itchington
Daventry/Stratford upon Avon
Dodwell Park, CV37 9SR
Dudley
Dudley/Stratford upon Avon. Hybrid
DY1 2LZ Black Country (work) B80 7JP Studley (working from home)
East Midlands Airport
EC3U 7HR
Edge hill
Ettington
Ettington, CV37 7SH
Evesham
Evesham
Exhall B49 6EA
Fenny Compton
Fenny Compton CV47 2BD
Foxcote House Ilmington, Shipston on Stour, Warwickshire
Frimley, GU16 7SG

SDC RESIDENTS SURVEY 2024

From home
From home
from home
From home 2 days, from Redditch 3 days
Gaydon
Gaydon CV35 0RR
Gaydon CV35 0RR
Gaydon Warwickshire, CV35 0RR
Gaydon, CV35 0RR and Home CV47 2RH
GL11
GL3
GL54 1BN Stow on the Wold
Great Alne
Great Alne B49 6HJ
Great Tew, OX7 4DB
Greater Manchester
Halford near Shipston on Stour
Hampton Lucy, CV35 8BE
Hampton Lucy CV35 8AY/Wythall
Hampton Magna
Harbury
Harbury
Harvington WR11 8HY
Haselor, Alcester B49
Hatton
Hatton Road based CV37 van driving
Henley and Stratford upon Avon
Henley in Arden
Henley in Arden
Henley in Arden
Henley in Arden B95 6AB/Redditch, B98 0RE
Henley in Arden, B95 5BA
Henley-in-Arden
High Wycombe
High Wycombe / work from home (prefer not to give postcode)
Home
home
Home
Home
Home (Shipston on Stour) /Milton Keynes/London
Home / London

SDC RESIDENTS SURVEY 2024

Home and Banbury/Bodicote
Home and DA14 9BD
Home and office in Banbury
Home and Oxford
Home and Sunbury on Thames office
home based
Home CV36 and London
Home CV47 1HZ/CV21 2LN
Home working and London
Home, CV47 2AH and OX17 1PX
Homebased in SUA
Homeworker
Hook Norton OX15 5NY
Hybrid
Hybrid - Coventry
Hybrid - home (Wellesbourne) office - Swindon
Hybrid - Ryton on Dunsmore CV8 3LF / Home
Hybrid - Warwick and Hanbury
Hybrid - Warwickshire (home) and Hertfordshire
Hybrid - work from home (CV37 9GD) and from office (B1 1RT)
Hybrid CV37 6UY and CV35 8AQ once a week
Hybrid home and Denham, Bucks UB9 5HJ
Hybrid home, Warwick, Gaydon
Hybrid Warwick and Southam
Hybrid, Birmingham
Hybrid, Gaydon and Stratford
Hybrid, Warwick CV34
Hybrid/London
Hybrid: Birmingham & home
I work from home
I work throughout the UK
Ilmington
Ilmington
Ilmington
In Stratford and up to 15 radius
It varies
Kenilworth CV8 2AL
Kenilworth, Tewkesbury, Nottingham, Shrewsbury, Oswestry, etc.
Kidderminster DY10 1XA
Kineton
Kineton
Kineton
Kineton
Kineton CV35
Kineton CV35 0JU
Kingham, Gloucestershire

SDC RESIDENTS SURVEY 2024

Kirtlington OX5
Knowle
Knowle
LE3 8RA Leicestershire
Leamington
Leamington
Leamington
Leamington CV31 3RG
Leamington CV32 4LY
Leamington Spa
Leamington Spa CV31
Leamington Spa CV34 6SP
Leamington Spa, Athena Drive
Lichfield, Staffordshire, WS13 6EH
Lighthorne
Lighthorne Heath / Leamington Spa
Little Alne
Little Wolford, Shipston on Stour
Local schools
London
London
London (Heathrow Airport)
London / Home CV35
London / Rugby
London / Welford on Avon
London and Leeds
London EC4A 2BB
London Heathrow
London/home work
Long Compton
Long Itchington
Long Itchington CV47 and Northampton NN4
Long Itchington CV47 9NZ
Longbridge Birmingham or at home
Lower Brailes

SDC RESIDENTS SURVEY 2024

Lower Quinton
Lower Quinton CV37 8SF
Lower Quinton CV37 8TA
Lower Quinton, CV37 8SA
Loxley CV35 9JU
Luddington CV37
Luddington CV37 9 and Northampton NN1
Mainly Stratford upon Avon
Milton Keynes
Mobile
Moreton in March, GL56 0DS
Moreton in Marsh
Moreton Morrell CV35 9BL
Mult places
Napton
Napton on the Hill
nationwide
Nationwide, varies each month
Newbold on Stour
Newbold Pacey
NN11 3PG
None of your business
North Cotswold and Shipston
Northampton NN1 5GE
Norton Lindsey, CV35 8JN
Norwich, NR14 7SJ
Nuneaton, Rugby, Leamington/Warwick, Stratford
NW1
Oddington GL56 0XW
Oldbury
OX15
OX15 5BB
OX17 1EL
Oxford
Oxford and Banbury
Oxford OX37 7LE
Oxhill CV35 0QN, Coventry CV1 1AS
Primarily at home, also Nuneaton CV10 0TU
Radford Semele CV31
Reading
Redditch
Redditch

SDC RESIDENTS SURVEY 2024

Redditch
Redditch
Redditch
Redditch (Hybrid)
Redditch and Studley
Redditch B98
Redditch B98 0RB
Redditch B98 7UB
Redditch B98 7UB Worcs WR5 1DD
Redditch B98 8YP
Redditch, B98 0EP
Redditch, B98 0RT
Redditch, B98 0TJ
Remote worker/Birmingham for meetings
Remotely
Rubery
Rugby
Rugby
Rugby - hybrid
Rugby CV23
Ryton-on-Dunsmore, CV8 3PF
Salford Priors WR11 8XB
Saltisford, Warwick
Shipston
Shipston on Stour
Shipston on Stour and surrounding areas
Shipston on Stour CV36
Shipston on Stour CV36 4BQ
Shipston on Stour CV36 4DY
Shipston on Stour CV36 4HN
Shipston on Stour, CV36 4EP
Shipston on Stour, CV36 4EP
Shipston/Gaydon
Shottery
Shottery CV37 9HS - I work from home
Snitterfield
Snitterfield
Snitterfield CV37 0PP, B16 Birmingham
SOA
SOA
SOA
SOA CV37 6LW
Solihull
Solihull
Solihull B90 4EL
Solihull B90 4NY

SDC RESIDENTS SURVEY 2024

Solihull B90 8BG
Solihull B91
South Warwickshire - community based
Southam
Southam
Southam / Northampton
Southam and Luton
Southam CV47
Southam CV47 0JY
Southam CV47 0QB
Southam, Coventry, London
Southam, CV47 0JW
Southam/Bromsgrove
South Warwickshire
St Ethan, South Wales (CF62 4WA) and Gaydon (CV35 0HG)
Stareton
Stretton on Fosse, GL56
Stockton
Stockton CV47 8JX
Stoneleigh Park, Kenilworth
Stow on the Wold
Stratford
Stratford / Banbury
Stratford / Hybrid
Stratford / London
Stratford CV37 6HE
Stratford CV37 6HX
Stratford CV37 6NX
Stratford CV37 6PT
Stratford CV37 6UB
Stratford CV37 7EW and Alcester, B49 5HH
Stratford District - Wellesbourne
Stratford hospital CV37 6NX, Warwick hospital CV34 5BW
Stratford hospital, CV37 6NX

SDC RESIDENTS SURVEY 2024

Warwick
Warwick and Birmingham
Warwick and Coventry
Warwick and hybrid
Warwick and hybrid
Warwick and Stratford
Warwick CV34
Warwick CV34 4RL, Stratford CV37 6XY
Warwick CV34 5AH
Warwick CV34 5BW
Warwick CV34 5WW - Kineton CV35 0
Warwick CV34 6DA
Warwick CV34 6DA - Home, CV47 1HY - also travel to South East England.
Warwick CV34 6YE
Warwick CV35 7HZ
Warwick, CV34 6SW
Warwick, Leamington Spa
Warwick/Bidford on Avon
Warwick/Leamington/Hybrid Great Alne
Warwick/Warrington/London
Warwickshire
Warwickshire
Warwickshire
Warwickshire College, Leamington Spa - hybrid from home.
Warwickshire, Stratford
Welford on Avon
Welford on Avon
Welford on Avon / Anywhere
Wellesbourne, CV35 9LS, all over South Warwickshire, plus home working occasionally B49 6NU
Wellesbourne
Wellesbourne - home
Wellesbourne CV35 9EF
Wellesbourne CV35 9LZ

SDC RESIDENTS SURVEY 2024

Wellesbourne, CV35 9QS
West Midlands
West midlands hybrid
WFH
WFH CV35 9EE
Whitley
Wilmcote
Wimpstone
Within a 10 mile radius
Within a radius of 20 miles from home
Wixford
Wooten Wawen
Wootton Wawen B95 6DE, Kenilworth also
Worcester NHS trust and home
Worcester WR4 9TB
Worcester WR5 1DD, Worcester Royal Hospital
Worcestershire countywide
Work from home
Work from home
Work from home - Bishops Itchington
Work from home (Binton)
Work from home 95%. Office is in Warwick CV34 6RJ
Work from home CV37 7JJ
Work from home, CV37 9SY
Work from home, Warwick, Coventry, Leamington
Wormleighton
WR11 1JT
WR11 4DS, CV37 9HA, B49 5NJ
WR11 8SN
WR12 and CV37
Wythall
Wythall, B47 6WG