

Worcestershire Viewpoint Survey May 2010

This paper contains extractions taken from the final draft report as most relevant to Wyre Forest District Council.

The full report presents the findings from the May 2010 Worcestershire Viewpoint Survey conducted by Worcestershire County Council on behalf of the Worcestershire Viewpoint partnership, consisting of nine public organisations: If you would like a copy please contact Sue Harper.

- Bromsgrove District Council
- Malvern Hills District Council
- Redditch Borough Council
- Worcester City Council
- Wychavon District Council
- Wyre Forest District Council
- Worcestershire County Council
- NHS Worcestershire
- Hereford & Worcester Fire and Rescue Service

The survey covered a number of different local public services.

Health, Well-being and Quality of Life

The majority of respondents (86%) see **physical activity** as being important to them and **70%** do on average 30 minutes of 'moderate' pace physical activity on three days or more a week. Common reasons for not undertaking more physical activity are lack of time, family commitments and the cost of facilities.

74% of respondents drink alcohol, with women consuming an average of 7.5 units and men 12.1 units of alcohol in a typical week. 9% of respondents currently smoke cigarettes, a significantly lower figure than that reported in the 2005 West Midlands Regional Lifestyle survey (20%). 45% of smokers would like to give up.

61% of all respondents indicated that they visit **local parks** and there is generally a **high level** of satisfaction with **parks and open spaces**. The main reasons for visiting parks are using play facilities and exercise.

Only 7% of county residents indicated the lack of access to transport prevents them from accessing health and social services.

Physical Activity

How important is physical activity to you

Overall, **86%** of respondents indicated **physical activity** was important to them. Only 3% of respondents do not think physical activity is important. This is the same for men and women overall, but does change slightly by age group.

Local Parks and Open Spaces

There is a high level of satisfaction with parks and open spaces. This is similar across all districts and listed parks.

Q12: What is your overall impression of the park or open space you visit most regularly?									
A	Very satisfied	B	Fairly satisfied	C	Neither satisfied or dissatisfied	D	Fairly dissatisfied	E	Very dissatisfied
Worcestershire	A 36		B 53		C 8	D 3	E		
Bromsgrove	A 37		B 51		C 9	D 2	E		
	A 36		B 54		C 7	D 2	E		
Redditch	A 36		B 53		C 6	D 4	E		
Worcester City	A 35		B 53		C 8	D 3	E		
Wychavon	A 37		B 53		C 9	D 1	E		
Wyre Forest	A 33		B 53		C 8	D 5	E		

How would you rate the standard of cleanliness and maintenance of the park or open space you visit most regularly?

Almost **80%** of Worcestershire respondents rate the standard of cleanliness and maintenance as good or very good. This is **70%** in Wyre Forest, but only a small percentage of respondents (**6%**) rate the standard as poor or very poor.

What is your main reason for visiting a park?

The majority of respondents use the park about once a month or at least once a week. The most popular reasons for visiting a park were the play facilities and exercise, 13% of respondents indicated they visit the park for other reasons. The most common reasons given were using the park en route to a destination or using the facilities near/in the park (29%), taking family members or friends to the park (21%), enjoying fresh air and nature or feeding the ducks (15%), for a concert or other event (13%), and just for a walk (7%).

Customer Services

The majority of respondents (**86%**) do have **access to the internet** and generally people access the internet most regularly from home. More than 80% of respondents would consider using the website to access information and 70% would use it to report issues or apply for services.

When getting in touch about council services almost half of all respondents stated that they would be most likely to use the telephone, and telephone is the preferred method of contact when we need to get back in touch with residents about a council service they have asked for.

Respondents generally attach a high degree of importance to having a single point of contact for council services and over three quarters of respondents state that it is very important that they should be able to contact us once and be confident in our ability to deal with the enquiry satisfactorily

Customer Services

Do you have access to the Internet?

86% of respondents have access to the internet. Table 3 has a breakdown by district. According to the British Population Survey, 77% of Great Britain has internet access.

The British Population Survey is administered face-to-face not via online or paper questionnaire. The methodology utilised to administer the Viewpoint Survey likely overestimates the population of Worcestershire residents who have internet access. 25% of respondents completed the Viewpoint online.

Q21: If yes, please indicate where you access the Internet most regularly?

An overwhelming majority of respondents access the internet most regularly from home (84%).

Table 3

	% access	% access internet	% home	% work	% library	% internet café	% mobile phone
Worcestershire	86	4510	84	14	2	*	1
Bromsgrove	86	793	84	14	1	0	1
Malvern Hills	83	694	85	12	2	0	*
Redditch	85	651	86	12	1	0	1
Worcester City	88	844	83	15	2	0	1
Wychavon	89	885	83	16	1	*	*
Wyre Forest	80	642	85	12	3	0	1

How would you be most likely to get in touch about council services?

Almost half of all respondents state that they would be most likely to use the telephone to get in touch about council services, 18% would use email and a further 16% contact online. Respondents in Wyre Forest are the most likely to get in touch in person (16%).

Presumably there is an overlap between those who would get in touch via email and those who selected online. These electronic means were combined for comparison.

Responses also varied considerably by age group. Comparisons are shown in Figure 19 in the full document.

Table 4

	Base	% in Person	% Telephone	% Email	% Online	% Letter	% Local councillor
Worcestershire	5167	10	49	18	16	6	1
Bromsgrove	901	9	48	20	17	5	1
Malvern Hills	816	10	55	13	16	5	1
Redditch	754	11	48	18	14	8	1
Worcester City	950	7	49	21	16	6	1
Wychavon	977	7	46	21	18	6	2
Wyre Forest	768	16	51	15	14	4	1

When you have asked for a council service and we need to get back in touch with you, how would you like us to contact you?

Telephone is the most preferred method of contact (44%) closely followed by email (39%), only 1% of respondents would prefer a text message. Preference also varied by age.

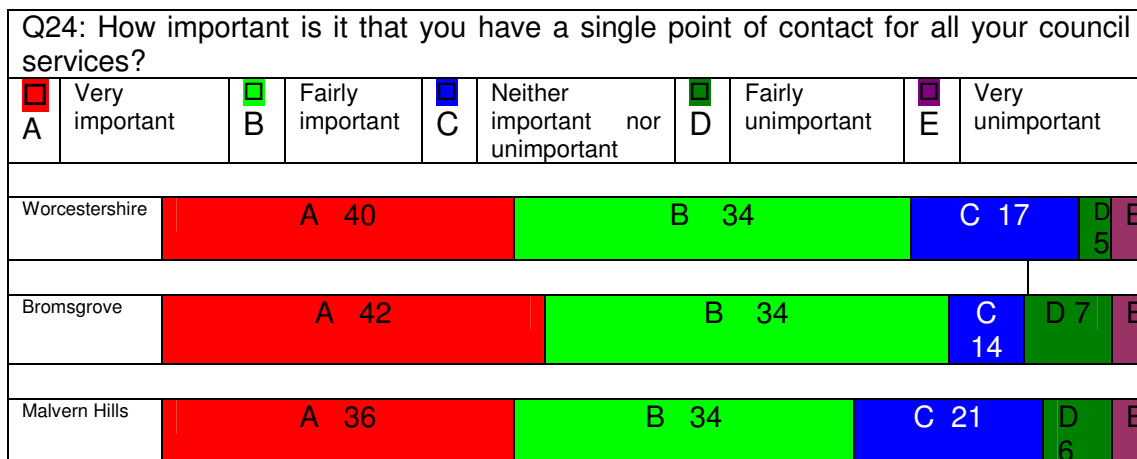
Table 5

	Base	% Telephone	% Email	% Letter	% Text message
Worcestershire	5184	44	39	17	1
Bromsgrove	900	41	43	17	*
Malvern Hills	822	44	35	20	1
Redditch	755	46	35	19	1
Worcester City	947	44	40	16	1
Wychavon	983	39	46	14	1
Wyre Forest	776	51	31	18	1

How important is it that you have a single point of contact for all your council services?

Respondents generally attach a high degree of importance to having a single point of contact with less than 10% saying this is unimportant.

Figure 21



Redditch	A 46	B 35	C 14	D 2	E
Worcester City	A 35	B 32	C 21	D 6	E
Wychavon	A 35	B 37	C 19	D 5	E
Wyre Forest	A 46	B 29	C 15	D 5	E

Q25: Would you consider using the following methods to access council services?

More than **80%** of respondents would consider **using the website** to access information and **70%** would use it to report issues or apply for services. Text messaging would be considered by under a quarter of respondents activated technology is the least popular option (22%). Results are broadly similar across the districts, respondents in **Wyre Forest** are the most likely to consider using payment kiosks in Hub centres.

Table 6

	% Yes						
	Website payments	Website report	Website apply	Website access info	Text messages	Payment kiosks in Hub	Voice activated tech
Worcestershire	59	70	70	82	24	32	22
Bromsgrove	63	71	73	83	27	33	23
Malvern Hills	54	65	65	79	19	30	26
Redditch	60	72	71	82	26	35	21
Worcester City	56	70	69	81	23	29	24
Wychavon	66	75	74	86	21	25	21
Wyre Forest	54	67	67	79	26	43	20

Q26. When asked to indicate which methods of contact you would prefer to use for particular services the response was as follows;

Online is the most popular option for all services, particularly so for applying for school places. Text messaging is preferred by around 20% for information services but by only small numbers for other types of services.