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## **Erewash Citizens' Panel**

Safeguarding the Environment, Pest Control and Parks.

### ***Final Report***

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*Prepared for*

**Erewash Borough Council**

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November 2002

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# Summary and Conclusions

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## **Introduction**

In September 2002, Erewash Borough Council commissioned MVA to undertake a postal survey with Erewash Citizens' Panel in order to investigate three separate issues; Environmental perceptions, pest control services and parks facilities. This report presents the findings.

## **Methodology**

### ***Main Aims of Survey***

- Erewash Borough Council is currently undertaking an in-depth review on how well they are fulfilling one of their major objectives; safeguarding the environment. This report aims to investigate if this objective is being met along with examining what public opinion is of certain environmental issues.
- Eighteen months ago Erewash Borough Council examined its Pest Control Service and made some changes to the procedure. This report aims to investigate how the public now views this service.
- Since 2001 there have been some changes made by the Council to the parks service which they offer. The report aims to explore how the public views the recent changes and new initiatives.

### ***Postal Mailout***

On Friday 27<sup>th</sup> September 2002, survey questionnaires, covering letters and reply paid envelopes were mailed out to all 1000 Erewash Citizens' Panel Members. Panel members were asked to complete this questionnaire and return it in the pre-paid envelope provided by Friday 11<sup>th</sup> October 2002.

### ***Response Rate***

729 questionnaires were returned from the mailout, which gives a response rate of 72.9%.

### ***Weighting***

To ensure that the returns were representative of the population of Erewash, sections of survey data was weighted using the 2001 population figures for age and ward.

## **Survey Findings**

### **Safeguarding the Environment**

#### ***Local Environmental Issues***

The majority of respondents expressed concern for most local environmental issues. Litter, dog fouling and traffic congestion are issues that the large majority of residents are concerned about. In comparison, residents are less likely to be concerned about the availability of organic and local produce.

Those aged 16-34 years are generally less concerned about local environmental issues than those who are older. Women are also more likely to be concerned than men about many local environmental issues.

Residents perceive that some local environmental issues have remained unchanged over the last 5 years while others have got worse or improved. The issues which were considered as getting worse by a large proportion of respondents were: traffic congestion

(84.5%); litter (62.9%); noise (49.9%); and availability of green/open spaces (48.8%). Both recycling and the availability of organic produce were considered better than they were 5 years ago by a majority of respondents (62% and 50.6%).

Younger people aged 16-34 years are more likely to feel that air quality and the availability of green/open spaces has got worse over the last 5 years. In contrast, older people aged 60 years or more are more likely to feel that litter, dog fouling and noise have got worse.

Younger people aged 16 to 34 years are more likely to feel that recycling facilities, the availability of organic produce and public transport are better now than five years ago. Interestingly, older people aged 60 years or more are more likely to feel that the quality of drinking water has improved over the last 5 years.

### ***Global Environmental Issues***

The majority of respondents were concerned about most global environmental issues. Concern was highest for:

- Pollution (94.8%);
- Loss of Wildlife/habitats (89.1%); and
- Ozone depletion (85.8%).

In contrast, there was less concern for Third World debt (52.5%) and a fifth of respondents indicated they were not concerned about this issue (19.8%).

There were quite substantial differences in the percentage of men and women concerned about issues such as globalisation, Third World debt and fair trade. Women were much more likely to be concerned about these issues than men.

Similarly, young people (16-34 years) were much less likely to be concerned about fair trade and globalisation than older respondents.

A large proportion of respondents felt many of the global environmental issues have got worse over the last 5 years. The issues highlighted by the majority of respondents as getting worse (much or a little) are:

- Nuclear Waste (72.4%);
- Deforestation (66.7%);
- Pollution (63.4%);
- Globalisation (58.4%);
- Ozone depletion (54.6%);
- Resource depletion (53.6%); and
- Loss of wildlife (52.4%).

A larger proportion of respondents aged 35-59 years feel many of the global issues have got worse over the last 5 years. It is also notable that younger people (16-34 years) are less likely than older people to feel that fair trade has got worse over the last 5 years.

### ***Council's Environmental Strategy***

Erewash Borough Council has published an Environmental Strategy in partnership with local organisations and groups. The survey investigated how important residents feel these objectives are. Each strategy objective is considered to be important by the majority of residents. A higher proportion of residents rated the following as important:

- Ensuring sustainable land use and development (70% rated as very important);
  - Ensuring local businesses/industry act in an environmentally responsible manner (66% rated as very important);
-

- Protecting and enhancing Erewash's natural environment, e.g. wildlife (94% rated as very/fairly important);
- Increasing opportunities for re-use & recycling (93% rated as very/fairly important); and
- Improving air/water quality (93% rated as very/fairly important).

### ***Safeguarding the Environment***

Respondents were asked to say how important they think it is for the Council to take particular initiatives in order to safeguard the environment as follows:

- Be proactive in protecting the environment (e.g. planting trees);
- Set an example by reducing the Council's own environmental impacts (e.g. energy use), transport, recycling; and
- Provide the public with information on how to protect their environment.

The majority of respondents considered all of the initiatives to be either very or fairly important. More than two thirds (67%) felt that 'Being proactive in protecting the environment' was very important. This compared with 62% that felt 'Setting an example by reducing the Council's own environmental impacts' was very important and 52% that felt 'Providing the public with information on how to protect the environment' was very important.

Respondents were asked to consider how well Erewash Borough Council is performing on these initiatives to safeguard the environment. Nearly half (43%) of respondents felt the Council is doing an excellent/good job of being proactive in protecting the environment. More than a third (35%) felt the Council is performing well in setting an example by reducing the Council's own environmental impacts. Only a quarter (25%) however, felt the Council is doing well in providing information to the public on how to protect the environment and a quarter (27%) indicated the Council is doing a poor job in this area.

The survey also implies a lack of sufficient information to residents on initiatives the Council is involved in in this area.

### ***Actions to Protect the Environment***

Respondents were asked to indicate how often they take particular actions at home to protect the environment.

#### *Energy*

Over two thirds of respondents always make sure appliances are switched off when not in use (68%) and save on fuel (e.g. by draught-proofing, insulating, turning down the thermostat) (67%). Just over a third of respondents (35%) always/sometimes look out for government household grants for energy efficiency measures. Only a fifth (20%) of respondents always/sometimes buy 'green' electricity (from renewable resources). Those aged 60 years or more are much more likely to always take these actions than those aged 16-34 years.

#### *Water*

Respondents were asked whether they take specific actions to use water efficiently. The large majority of respondents (82%) always fix leaks and dripping taps quickly. Three fifths of respondents (61%) always take showers rather than baths to use less water and a further 26% sometimes do this. Two fifths (39%) always collect rainwater for use in the

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garden and a further 16% sometimes do this. Again, it is clear that older respondents are more likely to take actions to use water efficiently.

### *Shopping*

The Council was also interested in investigating if people consider the environment when purchasing goods. The majority of respondents make environmentally friendly purchases at least sometimes. More than two fifths (44%) always choose energy efficient goods such as washing machines, fridges and light bulbs and a further 46% do this sometimes. Only 13% of respondents always look for 'green labels', but nearly half (48%) do this sometimes. Similarly, only 10% of respondents always buy Fair Trade goods, but 49% do this sometimes. Just 10% always buy locally produced goods but 60% do this sometimes. Those aged 60 years or more are much more likely to always/sometimes buy locally produced goods and Fair Trade products than those aged 16-34 years. Women are more likely to buy 'green' labels and Fair Trade products than men.

### *Garden or allotment*

Respondents were asked if they carry out any actions in their gardens or allotments, which can protect the environment. The majority of respondents (42% always, 35% sometimes) try to make their garden/plot attractive to wildlife. However, only a fifth (19%) always garden organically with another 27% doing this sometimes. Similarly, only 13% always grow their own fruit or vegetables and 29% sometimes do this. Those aged 35 years or more were more likely than those aged 16 to 34 years to always/sometimes take actions in their garden to protect the environment.

### *Travel*

Respondents were asked if they take any travel related action to protect the environment. The majority of respondents indicate that they choose to walk for short journeys at least sometimes (51% always, 41% sometimes) and think about fuel efficiency when replacing their car (47% always, 23% sometimes). Only 14% of respondents always choose to travel by public transport instead of by car, but a further 35% do this sometimes. Similarly, only 11% always choose to cycle for short journeys but 22% choose to do this sometimes.

Those aged 16 to 34 years and 60 years or more were more likely to use public transport always/sometimes instead of car than those aged 35 to 59. As you would expect those aged 60 years or more were less likely to walk or cycle for short journeys than those in other age groups were.

It was clear that while women are more likely than men to always/sometimes use public transport instead of car, men are more likely to always/sometimes cycle for short journeys and think about fuel efficiency when replacing their car (73% males compared with 65% females).

### *Waste*

The Council was interested to find out how many residents dispose of their waste in an environmentally responsible manner. Although a third (35%) of respondents do not have a brown bin provided by the Council, the large majority (83%) of those that do have one do use it. Encouragingly, nearly two fifths of respondents (39%) always use a recycling centre and a further third (34%) sometimes do this. Over two-fifths (42%) also always compost their garden waste and 39% use the kerbside recycling service (a quarter of respondents (27%) indicated this service is not available to them). Just a third of respondents (32%) indicated that they always compost their kitchen waste. Women and older people are more likely to be proactive in disposing of waste in an environmentally responsible manner.

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## *Community*

Respondents were asked about any current involvement with community related environmental projects and their need for further information on environmental issues. While only a minority (16%) of respondents always/sometimes get involved in projects to improve the local environment, there is clearly an interest in receiving more information on environmental issues. Only 38% of respondents know where to find out information about the local and global environment. More than three fifths (61%) of respondents indicated that they need more information about helping the environment and 46% would welcome more information about getting involved in practical community environmental projects.

Those aged 16 to 34 years were less likely than older respondents to get involved in projects to improve the local environment. They are also less likely to know where to find information about the local and global environment. Encouragingly, however, those aged 16 to 34 were actually more likely to be interested in finding out information about helping the environment than those aged 60 years or more. They were also equally as likely to be interested in finding out information about getting involved in practical community environmental projects.

### **Pest Control**

Respondents were asked if they had required the services of a pest controller in the past 12 months. Just 50 respondents (7%) had required such services.

Over two thirds (69%) indicated that the service was provided by the Council (Base 48). Wasps and rats were the most common pest to be treated by the Council.

Those that had used the Council's service were asked why they chose the Council as their service provider. The main reasons for choosing the Council were because respondents had previous experience of the service and due to a lack of awareness of other service providers.

The majority of users of the Council pest control service (75%) indicated that overall, they were either very or fairly satisfied with the service provided.

Nearly half (14) of users had to pay for the Council service and 19 did not have to pay. Of those respondents who paid for the service 9 people felt the cost was reasonable, 4 felt it was unreasonable and 1 indicated it was neither reasonable nor unreasonable.

The majority (70%) of users of the Council service indicated that they were satisfied with the post treatment information provided.

Respondents were asked to indicate how their most recent experience compared with any previous experiences of the Council pest control service in the past. Thirteen people had no previous experience of the service. The majority (17) of those that did have previous experience felt the service was about the same as before. Just 2 respondents indicated the service was better than their previous experience.

Those that did not use the Council's pest control service mainly chose private pest control companies instead. Cost and speed of response were the main reasons for choosing alternatives to the service offered by the Council.

Wasps were the most common pests treated but it was clear that other service providers than the Council treat a wider variety of pests. Other providers were not, however, used to treat rat problems.

The majority of those using services provided by other organisations were satisfied overall with the service provided and with the post treatment information provided.

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All respondents were asked if they had been aware of any promotional material relating to the Council's Pest Control Service prior to the survey. Just 41 respondents (6%) indicated that they had seen such information.

The main sources for information about the Council's pest control service were the Borough Council reception areas and libraries.

Those respondents who were aware of the promotional material were asked to rate the quality of the information provided to them. Twenty-one respondents indicated the leaflets were good and three felt they were excellent. Eight respondents indicated the leaflets were neither good nor poor and four people felt they were poor.

## **Play Areas and Parks**

### ***Play Areas***

There are 40 play areas in the Borough. Over half (56%) of respondents indicated that they/members of their household had visited at least one of the Borough's play areas in the last 12 months. Those aged 16-34 years are more likely to visit play areas than those aged 60 years or more (70% of 16-34 year olds visited a play area in the last 12 months compared with 39% of those aged 60 years or more).

Analysis indicates that more than a third (37%) of play area users only visited one play area in the last 12 months. A further 28% visited two and 17% visited three play areas. The remaining 18% visited between four and ten play areas in the borough over the last 12 months. The mean number of play areas visited was 2.4.

Nearly half (46%) of those that visit play areas do so at least once per week. The remaining 55% visit less frequently.

38% of those that had visited the borough's play areas indicated that the play areas they visited had been refurbished in the past 12 months.

Those that have benefited from the play area refurbishment programme were asked whether this has affected how likely they/members of their household are to visit the play area. More than half (57%) felt it has made no difference to the frequency they visit the play area, but 36% indicated they are more likely to visit the play area now. Only 6% indicated they are less likely to visit the play area.

Those that had visited a play area in the last 12 months were asked what improvements they would like to see made to the play areas. The most popular improvements were: more patrols of Council staff, more litter bins, and more seating.

The main reason for not visiting a play area was that respondent's do not have children. Other factors, which discourage a minority of respondents, are litter/dog fouling and anti-social behaviour by others.

### ***Parks***

Nearly 8 out of 10 respondents (78%) visit parks in the Borough at least occasionally. More than a quarter (27%) had visited parks once a week or more in the last 12 months, a further 20% visited a few times a month and 30% visited less than once a month. This varied by age, with young people visiting parks more frequently than older people.

Those that visit parks in the Borough were asked how the amount of visits they make has changed in the past 12 months. Nearly two thirds of respondents (64%) indicated the frequency they visit parks is about the same. Three per cent indicated that they never went before and do not go now. Seventeen per cent indicated they visit parks more often now (6% much more often and 11% a little more often). Sixteen per cent indicated they visit less often now (9% a little less often and 7% much less often).

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Nearly two thirds (64%) of residents travel less than one mile to the park they visit most often. A further third (31%) travel between 1 and 3 miles and just 6% travel between 4 and 10 miles to the park they visit most often.

Nearly two thirds (63%) of park visitors walk to the park they use most often. More than a quarter (29%), however, travel by car. Just 6% cycle to the park and 2% travel by bus. There is a tendency for those that travel further to travel by car and those travelling less than a mile to walk. However, there is still a significant minority of park visitors travelling by car for relatively short distances. Encouragingly, there are also a good proportion of visitors that walk more than a mile to the park.

The main reasons for visiting parks in the Borough are to visit the play area and for passive recreation such as walking and viewing the plant life.

Park visitors were asked if the park they visit most frequently has changed in the last 12 months. Encouragingly, more than a quarter (29%) indicated the park had got better (4% indicated it was much better, 25% indicated it was a little better). Over half (54%) of visitors indicated the park was about the same and 16% indicated it was worse.

Residents that had not visited a park in the Borough in the last 12 months were asked to indicate why not. It is clear that there are a wide variety of reasons for not visiting parks. Some people are simply not interested in using parks, while others visit facilities in other areas. Some are also deterred by the quality of parks in the Borough with issues such as litter and dog fouling, anti-social behaviour and vandalism causing some people not to visit.

All respondents were asked which improvements would make them visit parks in the Borough more often. It is clear that frequent visitors (i.e. at least once per week) were generally more enthusiastic about all the improvements than other respondents. The most popular improvements were: more patrols, more seating, more litter bins and more play equipment. Those that do not currently use the Borough's parks were more likely to support more car parking, better path networks and more convenient locations than those that already use parks.

### ***West Park***

All respondents were asked how often they had visited West Park in Long Eaton in the last 12 months. Half (50%) had visited the park in the last year. Twelve per cent had visited the park once a week or more, 11% had visited it a few times a month and 27% had visited less than once a month.

Respondents were asked which new/improved features would make them use West Park more. A Café/Information point and a boating lake were the most popular suggestions that would encourage people to use the park more often.

Respondents were also asked how likely they would be to use the new and improved features on visits to West Park. Over half of respondents (58%) indicated they would use a café/information point at least occasionally on visits to West Park but only 16% would use an all weather multi-sports area. Generally, current users were more likely to indicate they would use the new/improved facilities than those that do not visit the park currently.

Respondents were asked what opening times they would prefer for the West Park café. Nearly half (48%) indicated the café should be open during the summer and weekends only. More than a third (39%), however, felt it should be open every day of the year. Just 6% felt it should only be open in the summer and 7% supported opening at weekends and school holidays only.

## **Conclusions**

### ***Safeguarding the Environment***

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There are generally high levels of concern for local and global environmental issues in Erewash. Although some local environmental issues are felt to have improved, many local and global issues are perceived as getting worse over the last 5 years.

In general, young people are less concerned about environmental issues than those who are older. Women tend to be more concerned about these issues.

There is considerable support for the objectives set out in the Council's Environmental Strategy and for the Council's environmental initiatives. Residents perceive however, that there is room for improvement in the Council's performance on environmental initiatives. In particular with regard to providing information to the public on how to protect the environment and information on what the Council is doing to safeguard the environment.

Many residents are already taking important actions to help protect the environment. There is, however, considerable scope to improve participation in some areas as follows:

- Buying 'green' electricity;
- Gardening related actions;
- Cycling; and
- Local environmental projects.

The survey suggests it would be particularly beneficial to target young people with a wider range of environmental information.

### ***Pest Control***

The sample of respondents that had used pest control services in the last 12 months was small and it is therefore difficult to draw conclusions from the survey findings. The Council may therefore wish to consider carrying out more extensive consultation with a targeted sample of service users.

Overall, those that had used the Council's service indicate they are generally satisfied with the service and the information provided.

Some residents choose other service providers due to the cost and response times of the Council service. Other service providers are used to treat a wider variety of pests. Those that use other service providers are generally satisfied with the service received.

There is a low level of penetration of information about the pest control service amongst the general public.

### ***Play Areas and Parks***

There are good levels of use of the parks and play areas in Erewash, mainly for use of play equipment and passive recreation. Only a small proportion of potential users are deterred from using the facilities by dog fouling and anti-social behaviour of other users.

There is scope to improve the level of walking and cycling for journeys to parks and play areas.

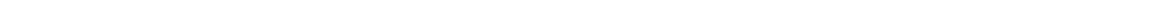
The refurbishment of play areas in the Borough has had a positive impact on a significant proportion of users. The survey suggests that the refurbishments are encouraging more people to use the play areas.

Other improvements to parks and play areas which need to be prioritised are: more patrols; more litter bins; more seating and more play equipment.

There is considerable support for the development of a Café/Information point and a boating lake in West Park. The preferred opening times for the Café are during the summer and at weekends.

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A large number of suggestions for a name for the Café in West Park were made by respondents and the Council will consider these along with other suggestions received.



# 1 Introduction

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## 1.1 Background

1.1.1 Erewash Borough Council Citizens Panel is made up of 1000 people selected to represent as accurately as possible, the population of Erewash.

1.1.2 Since setting up the Panel in March 2001, Erewash Borough Council has made regular contact with Panel members. In September 2002, Erewash Borough Council commissioned MVA to conduct the fifth postal survey with Erewash Citizens' Panel in order to investigate views on a variety of issues. The citizen panel members were asked to comment on local and global environmental issues, pest control services and park and play area facilities. This report presents the findings from the survey.

## 1.2 Structure of the Report

1.2.1 The remainder of the report is organised as follows:

- Chapter 2 outlines the survey methodology and explains the method of weighting survey returns to better represent the population of Erewash;
- Chapter 3 presents the survey findings on safeguarding the environment;
- Chapter 4 presents the survey findings on pest control facilities; and
- Chapter 5 presents the survey findings on park and play area use.

## 2 Methodology and Profile of Respondents

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### 2.1 Introduction

2.1.1 This chapter presents the methodology used for the fifth postal survey with Erewash Citizens' Panel on safeguarding the environment, pest control and parks.

### 2.2 Main Aims of the Survey

2.2.1 The main aims of the survey were to gather information on the following:

- Erewash Borough Council is currently undertaking an in-depth review on how well they are fulfilling one of their major objectives: safeguarding the environment. This report aims to investigate if this objective is being met along with examining what the public opinion is of topical environmental issues.
- Eighteen months ago Erewash Borough Council examined its Pest Control Service and made some changes to the procedure. This report aims to investigate how the public now views the service.
- Since 2001 there have been some changes made by the Council to the parks service which they offer. The report aims to explore how the public views the recent changes and new initiatives.

### 2.3 Questionnaire and Covering Letter

2.3.1 The survey questionnaire and covering letter were designed in close consultation with Erewash Borough Council and with due consideration for the main aims listed in section 2.2 above.

#### 2.3.2 *Covering Letter*

The covering letter explained the purpose of the survey, and provided a contact name and number for any queries. It also explained to Panel members that the return address for completed questionnaires was for a company in Manchester commissioned to undertake the survey administration and analysis on behalf of Erewash Borough Council. A copy of the covering letter is provided in Appendix A.

#### 2.3.3 *Questionnaire*

The questionnaire was divided into three sections to cover the leading themes. It was twelve pages long and was designed using a mixture of closed and open questions to maintain respondents' interest. A reply paid envelope was enclosed for returning the completed questionnaire. A copy of the questionnaire can be found in Appendix B.

### 2.4 Postal Mailout

2.4.1 On Friday 27<sup>th</sup> September 2002, survey questionnaires, covering letters and reply paid envelopes were mailed out to all Erewash Citizens' Panel members. They were given two weeks to answer the questions and were asked to complete the questionnaire and return it in the reply-paid envelope provided by Friday 11<sup>th</sup> October 2002.

**2.5 Response Rate**

2.5.1 Seven hundred and twenty - nine questionnaires were returned from the mail-out, giving a response rate of 72.9%. This is a very good response rate and is well within the range we expect for a panel survey.

2.5.2 Table 2.1 shows the response of Panel members by ward.

**Table 2.1: Unweighted Response to Survey by Ward**

Ward	Respondents to Survey		Panel Members	
	No.	%	No.	%
Abbotsford	33	4.5	41	4.1
Breadsall and Morley	9	1.2	12	1.2
Breaston	35	4.8	42	4.2
Cotmanhay	35	4.8	51	5.1
Dale Abbey	10	1.4	12	1.2
Derby Road East	32	4.4	46	4.6
Derby Road West	43	5.9	57	5.7
Draycott	15	2.1	26	2.6
Ilkeston Central	32	4.4	52	5.2
Ilkeston North	15	2.1	32	3.2
Ilkeston South	27	3.7	32	3.2
Kirk Hallam North	19	2.6	32	3.2
Kirk Hallam South	17	2.3	27	2.7
Little Eaton	19	2.6	23	2.3
Long Eaton Central	37	5.1	53	5.3
Nottingham Road	39	5.3	59	5.9
Ockbrook and Borrowash	57	7.8	67	6.7
Old Park-Ilkeston	20	2.7	34	3.4
Sandiacre North	29	4.0	40	4.0
Sandiacre South	24	3.3	40	4.0
Sawley	47	6.4	63	6.3
Stanley	16	2.2	20	2.0
Victoria-Ilkeston	33	4.5	33	3.3
West Hallam	37	5.1	46	4.6
Wilsthorpe	49	6.7	60	6.0
<b>Total</b>	<b>729</b>	<b>100.0*</b>	<b>1000</b>	<b>100.0</b>

\*Results do not always add up to 100.0% due to rounding of figures.

## 2.6 Weighting of Survey Responses

- 2.6.1 In order to produce survey results that were representative of the population of Erewash, questionnaire data were weighted by age and ward using 2001 Census statistics. The weights were then combined to produce an overall weight for each respondent, which was then applied to the data before conducting the analysis. Table 2.2 illustrates the weighted response by ward.

**Table 2.2: Weighted Response to Survey by Ward**

Ward	Respondents to Survey		Population Figures	
	No.	%	No.	%
Abbotsford	37	5.1	3530	4.5
Breadsall and Morley	8	1.1	920	1.2
Breaston	31	4.2	3481	4.4
Cotmanhay	36	4.9	3917	4.9
Dale Abbey	9	1.2	1094	1.4
Derby Road East	33	4.5	3599	4.5
Derby Road West	41	5.7	4621	5.9
Draycott	18	2.5	1987	2.5
Ilkeston Central	38	5.1	3907	4.9
Ilkeston North	16	2.1	2226	2.8
Ilkeston South	26	3.6	2799	3.5
Kirk Hallam North	19	2.6	2543	3.2
Kirk Hallam South	22	3.0	2061	2.6
Little Eaton	16	2.1	1894	2.4
Long Eaton Central	38	5.2	3921	5.0
Nottingham Road	44	6.0	4472	5.6
Ockbrook and Borrowash	45	6.2	5459	6.9
Old Park-Ilkeston	26	3.6	2574	3.3
Sandiacre North	34	4.7	3164	4.0
Sandiacre South	28	3.8	3182	4.0
Sawley	50	6.8	4950	6.2
Stanley	16	2.1	1629	2.1
Victoria-Ilkeston	26	3.6	2807	3.5
West Hallam	29	4.0	3648	4.6
Wilsthorne	47	6.4	4887	6.2
<b>Total</b>	<b>731</b>	<b>100.0*</b>	<b>79272</b>	<b>100.0</b>

\*Results do not always add up to 100.0% due to rounding of figures.

## 2.7 Profile of Respondents

2.7.1 Table 2.3 highlights the profile of respondents with and without the weighting applied and compares it with Census statistics.

**Table 2.3 Profile of Respondents**

<b>Respondent Characteristic</b>	<b>Unweighted %</b>	<b>Weighted %</b>	<b>Population Figures</b>
<b>Gender</b>			2001 Census
Male	48.6	47.4	48.4
Female	51.4	52.6	51.6
	100.0	100.0	100.0
<b>Age Group</b>			2001 Census
16-34 years	20.7	31.1	31.2
35-59 years	52.0	43.3	43.2
60 years and over	27.3	25.7	25.7
	100.0	100.0	100.00
<b>Disability</b>			
Yes	11.9	11.9	
No	88.1	88.1	
	100.0	100.0	
<b>Employment Status</b>			1991 Census
Employed Full Time	43.8	45.8	41.7
Employed Part Time	14.5	13.0	10.6
Self Employed	5.1	4.1	6.1
Unemployed/Looking for work	1.5	1.6	4.8
Looking after the home	6.3	5.4	
On a Government training scheme	0.1	0.4	0.7
Wholly retired from work	21.7	21.6	18.9
Full-time education	1.4	2.8	2.7
Permanently sick or disabled	1.1	0.9	3.2
Carer	4.1	3.7	
Doing something else	0.4	0.7	11.3
	100.0	100.0	100.0
<b>Ethnicity</b>			1991 Census
White British or Irish	99.4	99.3	98.6
Ethnic Minority	0.6	0.5	1.4
	100.0	100.0	100.0
<b>Housing Tenure</b>			1991 Census
Owned or mortgaged by you/family	93.3	93.3	76.0
Rented from Erewash Borough Council	4.3	4.3	16.3
Rented from Housing Association	0.5	0.7	0.9
Rented from private landlord	1.6	1.5	5.7
Other	0.3	0.3	1.0
	100.0	100.0	100.0
<b>Car Ownership</b>			1991 Census
None	11.5	12.4	29.9
One	44.1	43.2	46.4
Two	37.1	35.8	19.9
Three or more	7.2	8.6	3.8
	100.0	100.0	100.0

(Base 731 Respondents)

2.7.2 Respondents to the survey were asked if they would like to receive future questionnaires via email. More than one in five respondents (21%) indicated that

they would like to receive future questionnaires via email. However, only 10% of respondents gave an email address for future contact. These have been added to the panel contact details.

## **2.8 Analysis of Survey**

2.8.1 All analysis for the survey was carried out using data weighted by age and ward. The list of weights can be found in Appendix C.

2.8.2 Frequencies were undertaken for each question on the survey form. Furthermore, where the number of respondents has permitted additional cross-tabulation analysis was carried out to determine whether there are differences in the results between gender, age, disability and geographical area. Where there are notable differences, these have been reported.

2.8.3 In order to analyse the data by geographical area, the wards were grouped as follows:

- **Cotmanhay** – Ilkeston North, Cotmanhay;
- **Ilkeston** – Abbotsford, Ilkeston Central, Victoria, Old Park, Ilkeston South;
- **Kirk Hallam** – Kirk Hallam North, Kirk Hallam South;
- **Sandiacre** – Sandiacre North, Sandiacre South;
- **Long Eaton** – Derby Road West, Derby Road East, Wilsthorpe, Long Eaton Central, Nottingham Road;
- **Sawley** – Sawley;
- **Rural South** – Ockbrook & Borrowash, Draycott, Breaston; and
- **Rural North** – Little Eaton, Breadsall & Morley, Stanley, West Hallam, Dale Abbey.

### 3 Safeguarding the Environment

#### 3.1 Introduction

3.1.1 Erewash Borough Council asked respondents for their views on safeguarding our environment in order to help formulate strategies and action plans.

3.1.2 This section of the report presents the findings from the questions on the first part of the survey, which focused on the local and global environment.

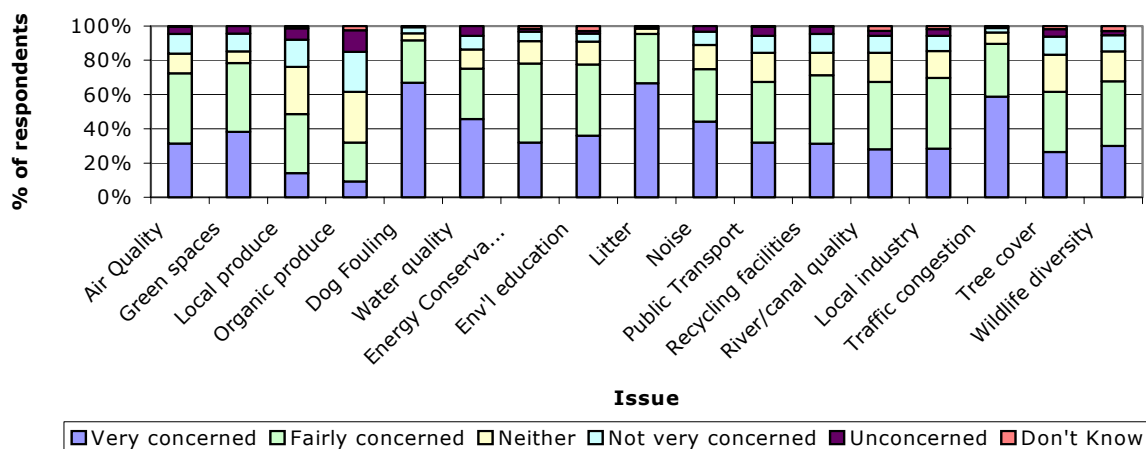
#### 3.2 Concern for Local Environmental Issues

3.2.1 The respondents were asked to indicate how concerned they are about various local issues. The list below shows the local issues which respondents were asked to comment on;

- Air quality;
- Availability of green/open spaces;
- Availability of locally produced goods;
- Availability of organic produce;
- Dog fouling;
- Drinking water quality;
- Energy conservation;
- Environmental education for children;
- Litter;
- Noise;
- Public transport provision;
- Recycling facilities;
- River/canal quality;
- Environmental impact of local industry;
- Traffic congestion;
- Tree cover; and
- Wildlife diversity.

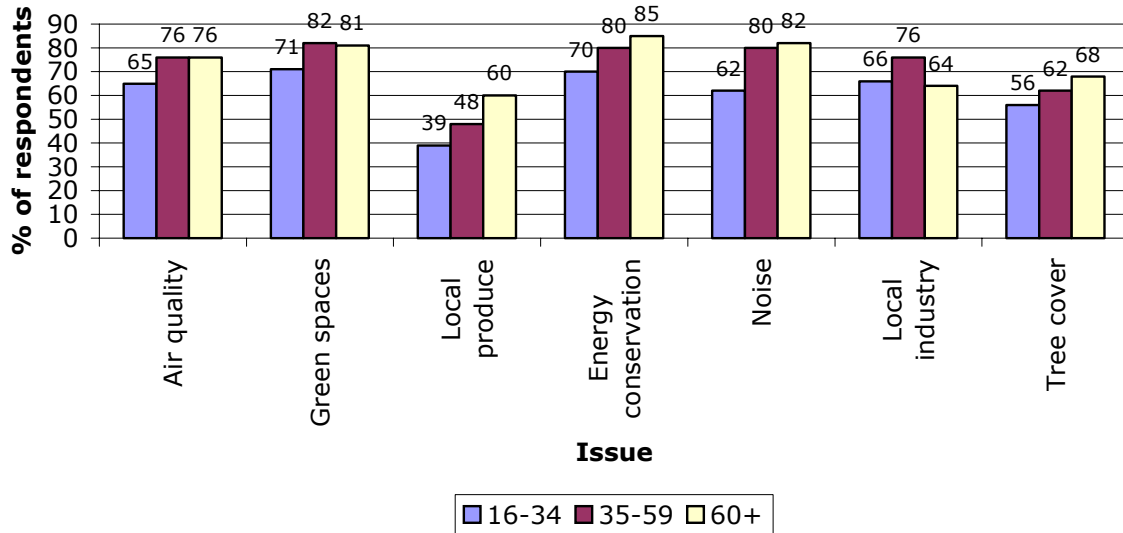
3.2.2 Figure 3.1 shows the scale of concern for these local issues. It can be seen clearly that the majority of respondents expressed concern for most of the issues, however the proportion differs somewhat. Litter, dog fouling and traffic congestion are issues that the large majority of residents are concerned about. In comparison, residents are less likely to be concerned about the availability of organic and local produce.

**Figure.3.1: Concern for Local Environmental Issues**



3.2.3 The results of this study show that those aged 16-34 years are generally less concerned about local environmental issues than those who are older. Figure 3.2 shows variation in the percentage of respondents concerned about particular local issues for different age groups. Only the issues where a significant variation between age groups are shown on the graph.

**Figure 3.2 Concern with Local Environmental Issues by Age**

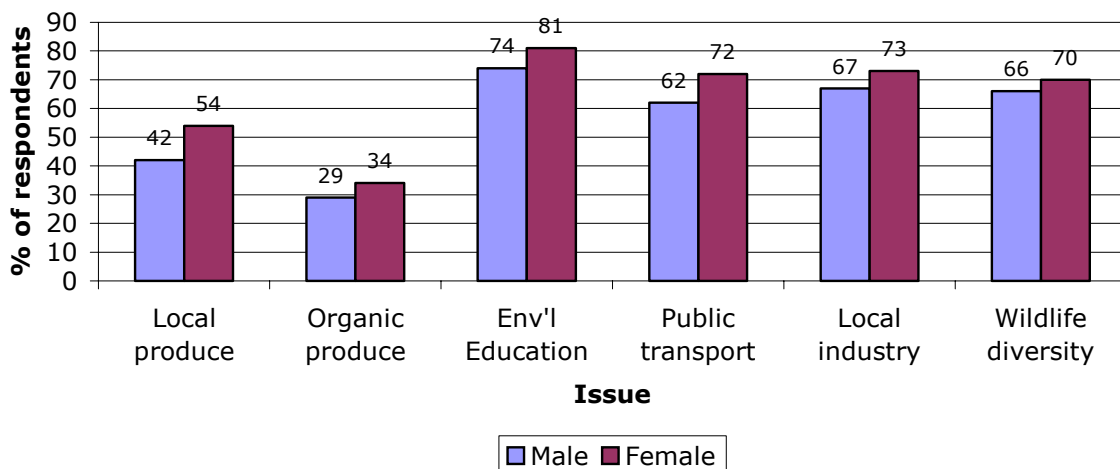


(Variable Base)

3.2.4 The results of this question also show that women are more likely to be concerned than men about many local environmental issues. Figure 3.3 shows the issues where there is a significant difference between the percentage of men and women that are concerned.

(Variable Base)

**Figure 3.3 Concern with Local Environmental Issues by Sex**



- 3.2.5 Further analysis also indicates that those who are disabled are generally more concerned about local environmental issues than those who are not disabled. There was also a similar pattern with those who are not employed (unemployed, looking after the home, retired, on government training schemes, full time education, carer, permanently sick) more likely to be concerned about many local environmental issues than those who are employed (Part-time, Full-time and self employed).
- 3.2.6 There are a higher proportion of respondents in Sawley concerned about the availability of Local produce (67.3%) compared with all other wards.
- 3.2.7 Interestingly it can be seen that a lower percentage of respondents are concerned about litter in Rural North wards (88.3%) compared with 94-100% in all other wards.
- 3.2.8 The respondents were given the opportunity to specify additional local issues, which they feel strongly about. Table 3.1 highlights these additions.

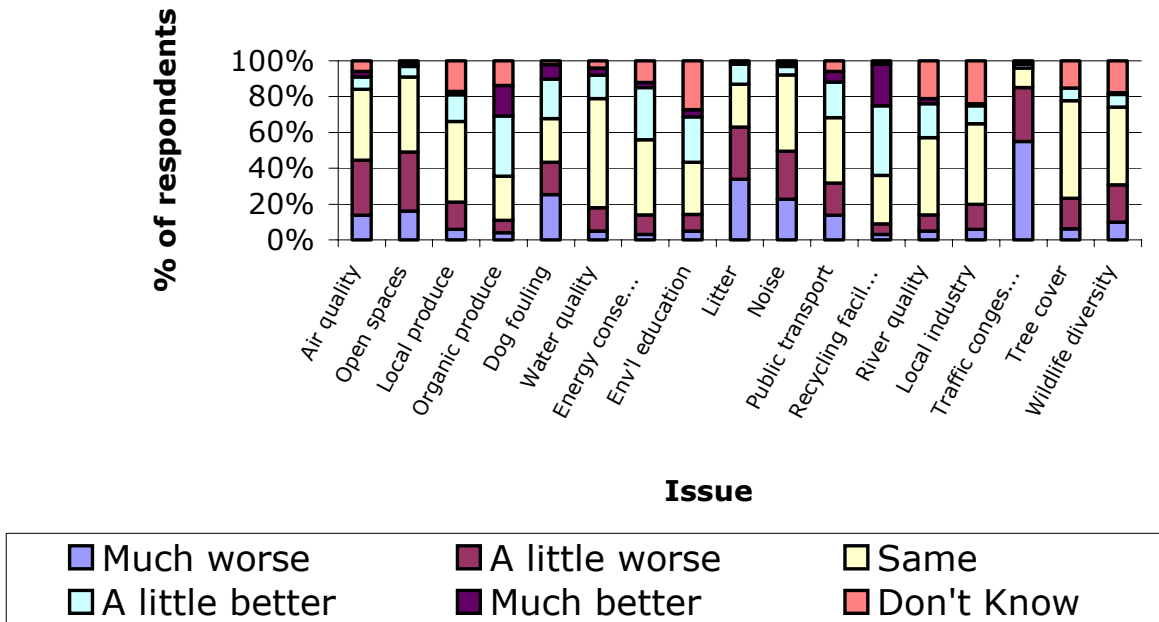
**Table 3.1: Additional Local Environmental Concerns**

<b>Additional concerns</b>	<b>No. of respondents</b>
Keeping the area clean/tidy	7
Heavy goods traffic through village	4
Condition of roads & pavements	4
No local shopping facilities exist	3
Speeding traffic	3
Animal fouling	3
Policing/crime	3
Rats	2
Building on green belt land	2
Park on grass verges	2
Free Car Park	2
Graffiti/Vandalism	1
Pavement congestion e.g. cycles...	1
Lack of awareness of environmental issues (particularly in the under 30s)	1
Land fill	1
Impact of telecom towers/masts visibly and on health	1
Proposed Tesco at Long Eaton congesting adjacent junction.	1
<b>Total</b>	<b>41</b>

### 3.3 Perception of Change in Local Environmental Issues

3.3.1 The respondents were also asked how they thought each of the local issues had changed within the last 5 years. Figure 3.4 shows that residents perceive that some issues have remained unchanged over the last 5 years while others have got worse or improved. The issues which were considered as getting worse were: traffic congestion (84.5%); litter (62.9%); noise (49.9%); and availability of green/open spaces (48.8%). Both recycling and the availability of organic produce were considered better than they were 5 years ago (62% and 50.6%).

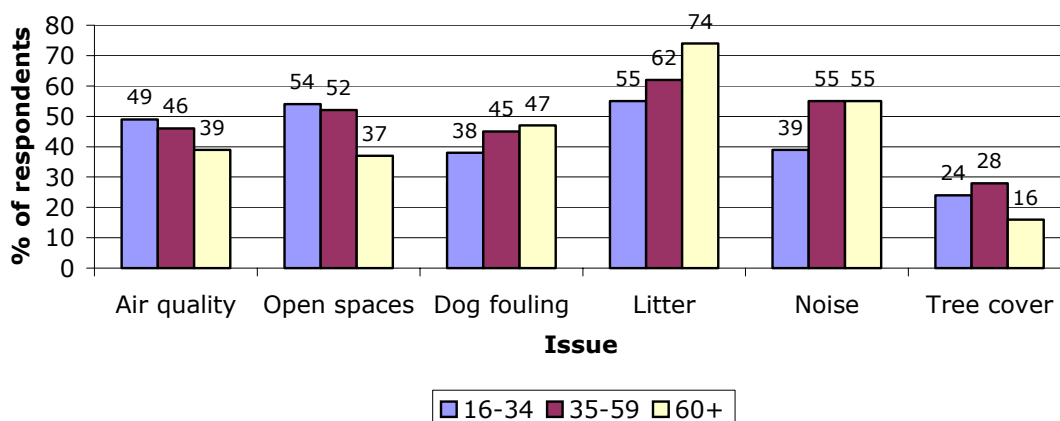
**Figure 3.4 Change in Local Environmental Issues in the Last 5 Years**



(Variable Base

3.3.2 There are important differences in perceptions between different age groups. Figure 3.5 shows that younger people are more likely to feel that air quality and the availability of green/open spaces has got worse over the last 5 years. In contrast, older people are more likely to feel that litter, dog fouling and noise have got worse.

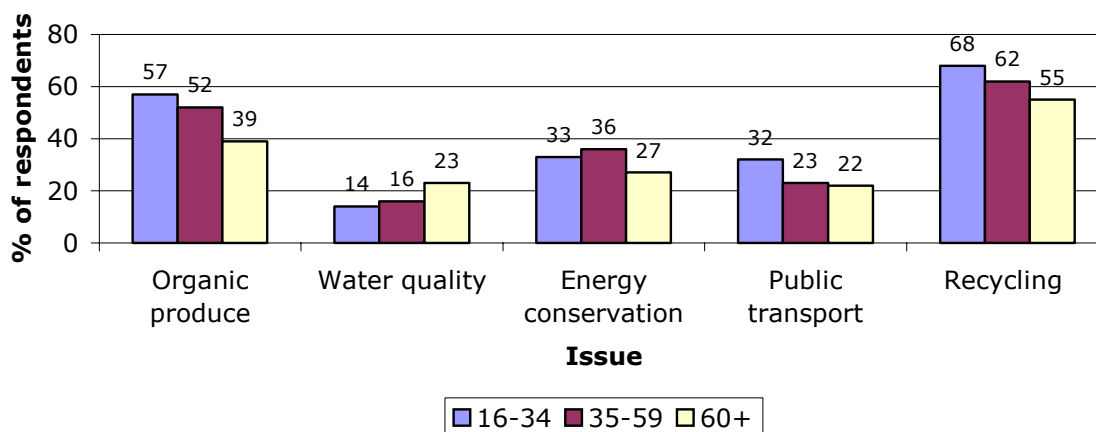
**Figure 3.5 % of Respondents in Different Age Groups That Feel Local Environmental Issues are Worse Now**



(Variable Base)

3.3.3 Similarly, Figure 3.6 shows that younger people are more likely to feel that recycling facilities, the availability of organic produce and public transport are better now than five years ago. Interestingly, older people are more likely to feel that the quality of drinking water has improved over the last 5 years.

**Figure 3.6 % of Respondents in Different Age Groups That Feel Local Environmental Issues Are Better Now**



(Variable

Base)

3.3.4 Similar analysis for males and females indicates that:

- Men are more likely than women to feel that dog fouling, litter, noise and congestion have got worse over the last 5 years.
- Women are more likely than men to feel that air quality, the availability of green/open spaces, the availability of local produce, the quality of drinking water, environmental education for children, public transport, tree cover and wildlife diversity have got worse over the last 5 years;
- Women are more likely than men to feel that the availability of organic produce and recycling facilities have got better over the last 5 years.

3.3.5 There were also some differences in opinions between those respondents who are disabled and those who are not. Those who are disabled were more likely to feel that the following issues have got worse over the last 5 years:

- The availability of green/open spaces;
- The availability of local produce;
- Dog fouling;
- Litter;
- Noise; and
- Wildlife diversity.

### **3.4 Concern for Global Environmental Issues**

3.4.1 Erewash Borough Council also wanted to establish the level of concern among residents on a variety of global environmental issues. Respondents were given a list of 10 global issues and asked to specify how concerned they were about each issue. The global issues given to the respondents were:

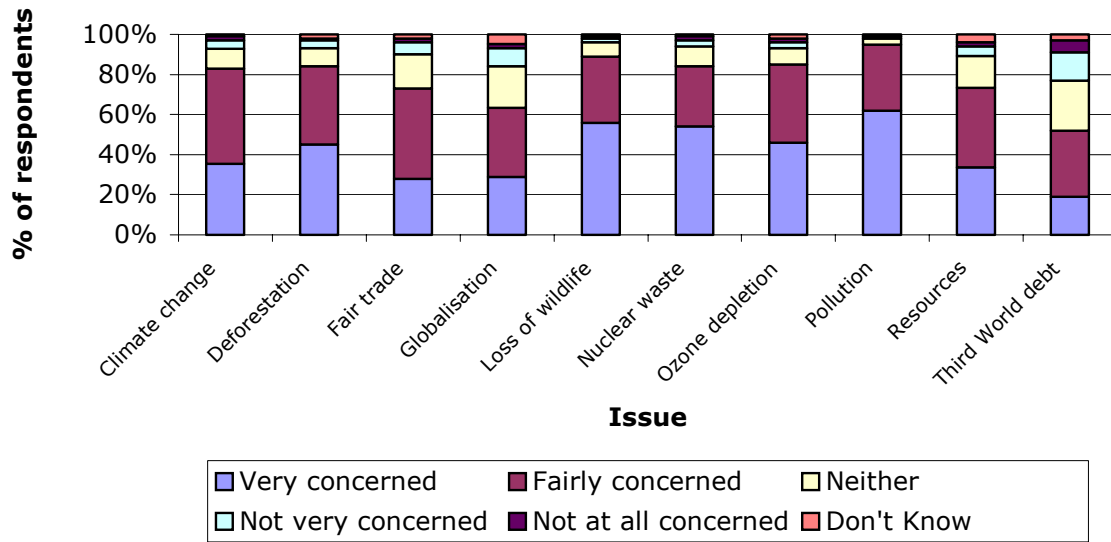
- Climate change/global warming;
- Deforestation;
- Fair trade;
- Globalisation (dominance of multi-national businesses)
- Loss of wildlife species and habitats;
- Nuclear waste;
- Ozone depletion;
- Pollution;
- Resource depletion (fossil fuels); and
- Third World Debt.

3.4.2 Figure 3.7 clearly shows that the majority of respondents were concerned about most global issues. Concern was highest for:

- Pollution (94.8%);
- Loss of Wildlife/habitats (89.1%); and
- Ozone depletion (85.8%).

3.4.3 In contrast, there was less concern for Third World debt (52.5%) and a fifth of respondents indicated they were not concerned about this issue (19.8%).

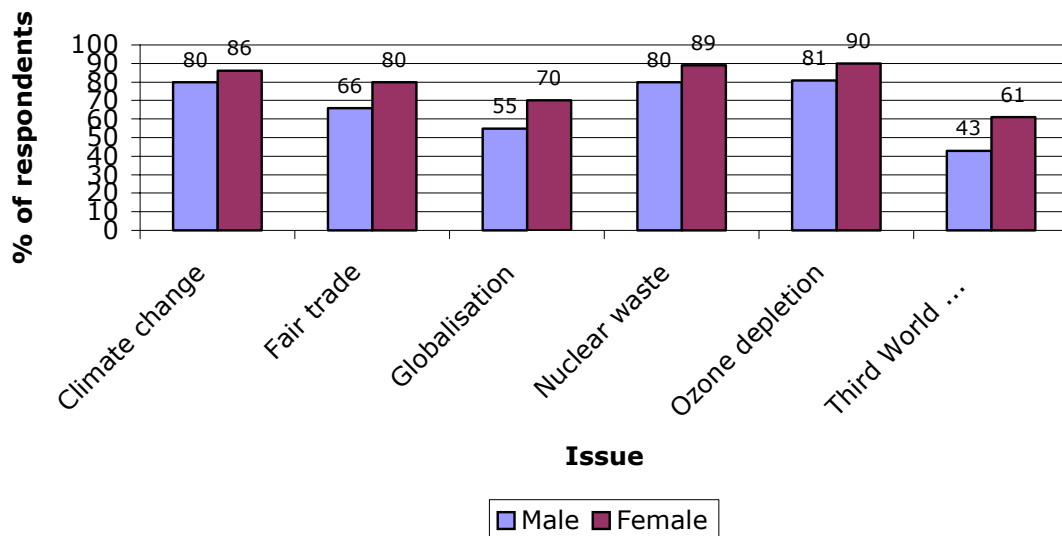
**Figure 3.7 Concern About Global Environmental Issues**



(Variable Base)

3.4.4 Further analysis indicates that women are more likely to be concerned about some global issues than men. Figure 3.8 highlights quite substantial differences between men and women on issues such as globalisation, Third World debt and fair trade. Only the issues where there are significant differences between men and women have been included.

**Figure 3.8 Concern for Global Environmental Issues by Sex**

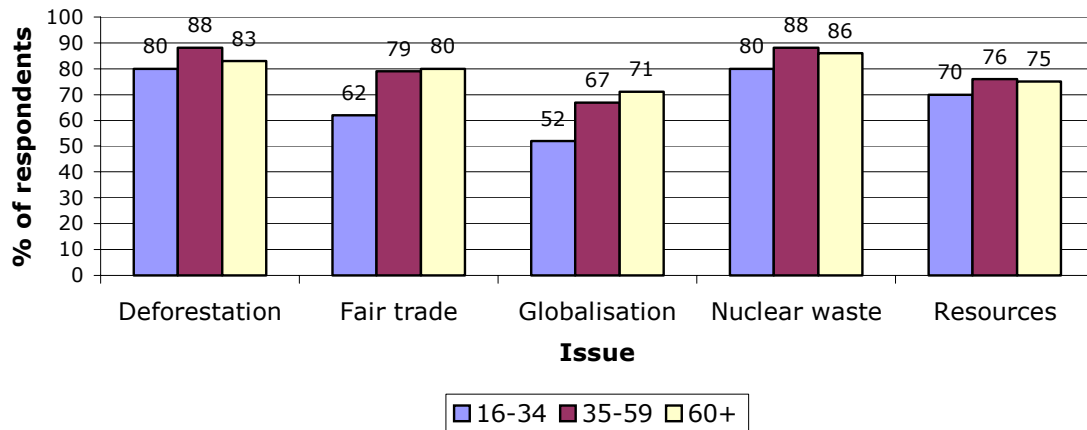


(Variable

Base)

3.4.5 Similarly, there were some differences between age groups in the percentage of respondents concerned about some global environmental issues. Figure 3.9 clearly shows that young people (16-34 years) were much less likely to be concerned about fair trade and globalisation than older respondents. Only the issues where there are significant differences between age groups have been

**Figure 3.9 Concern for Global Environmental Issues by Age**



included

(Variable Base)

3.4.6 In addition, it was clear that disabled respondents were more likely to be concerned about the following:

- Fair trade;
- Globalisation; and
- Third World debt.

3.4.7 Respondents also had the option of highlighting other global issues which cause concern. Table 3.2 shows the frequency that other issues were identified.

**Table 3.2 Additional Global Environmental Issues Identified by Respondents**

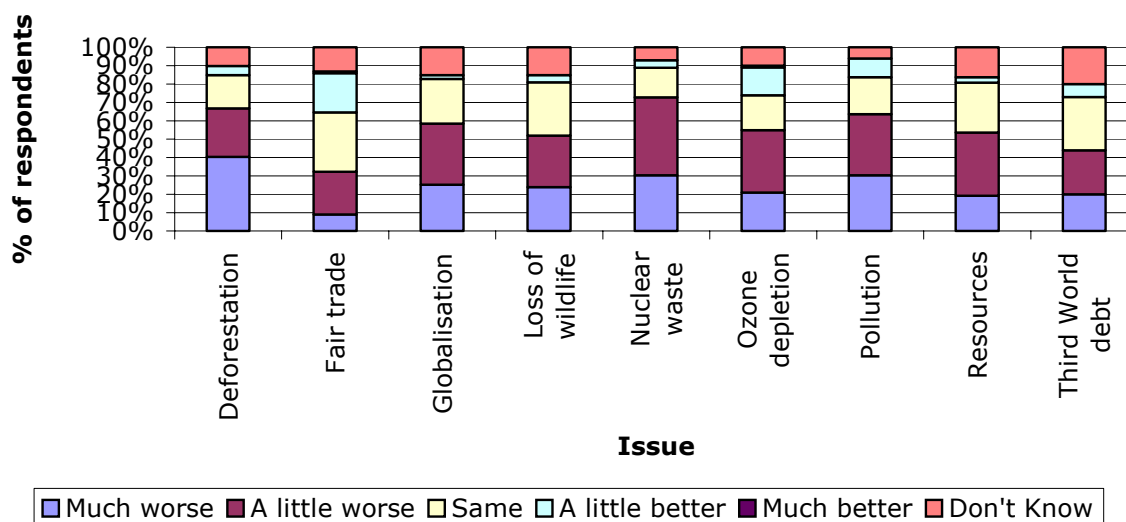
<b>Additional global issues</b>	<b>Frequency</b>
Increased gap between rich and poor	26
Sustainable development	8
Amount spent on arms trade	4
American dominance	3
Desertification	2
Air craft pollution	2
Population Growth	1
Terrorism	1
<b>Total</b>	<b>46</b>

### 3.5 Perception of Change in Global Environmental Issues

3.5.1 Erewash Borough Council were also interested in perceptions of how these global issues have changed over the last 5 years. Figure 3.10 shows that a large proportion of respondents felt many of the global environmental issues have got worse over the last 5 years. The issues highlighted by the majority of respondents as getting worse (much or a little) are:

- Nuclear Waste (72.4%);
- Deforestation (66.7%);
- Pollution (63.4%);
- Globalisation (58.4%);
- Ozone depletion (54.6%);
- Resource depletion (53.6%); and
- Loss of wildlife (52.4%).

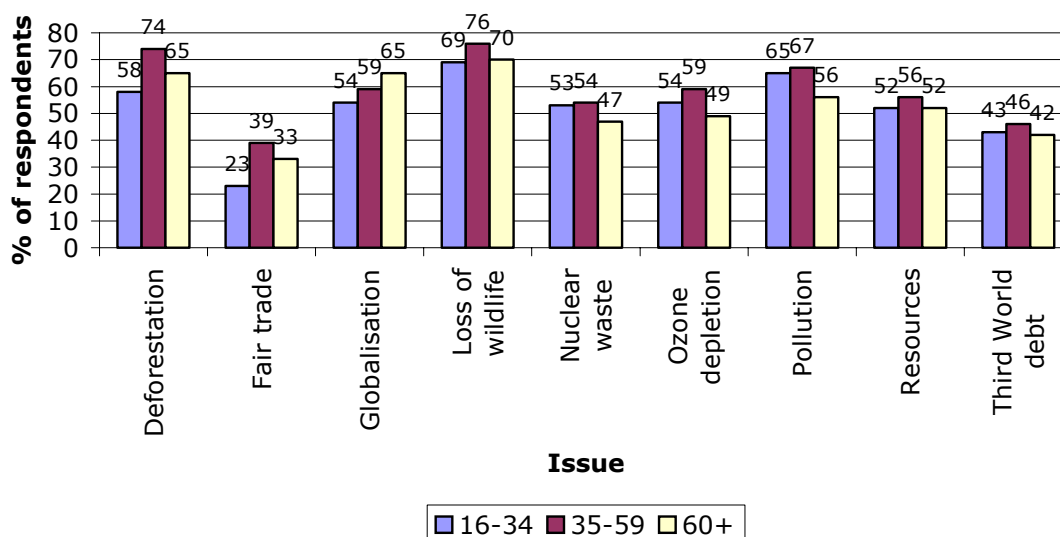
**Figure 3.10 Perception of Change in Global Environmental Issues In Last 5 Years**



(Variable Base)

3.5.2 Figure 3.11 shows that interestingly, a larger proportion of respondents aged 35-59 years feel many of the global issues have got worse over the last 5 years. It is also notable that younger people (16-34 years) are less likely than older people to feel that fair trade has got worse over the last 5 years.

**Figure 3.11 Perception of Change in Global Environmental Issues by Age**



(Variable Base)

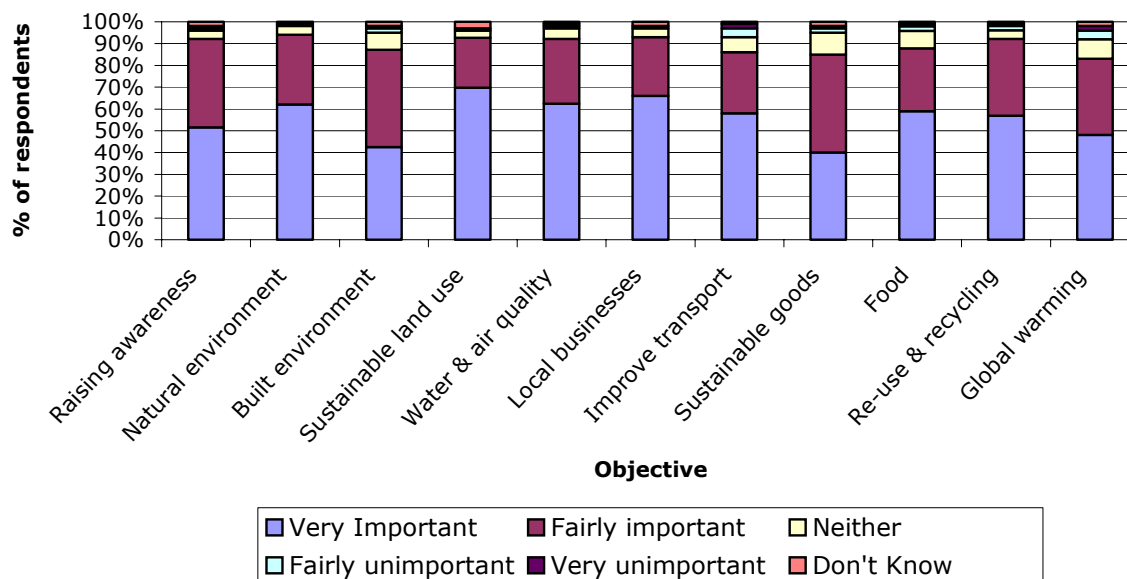
3.5.3 Analysis also indicates that men are more likely than women to feel that: deforestation, globalisation and Third World debt have got worse. Women are more likely than men to feel that ozone depletion and pollution have got worse over the last five years.

### 3.6 Council's Environmental Strategy

3.6.1 Erewash Borough Council has published an Environmental Strategy in partnership with local organisations and groups. The survey investigated how important residents feel these objectives are. Figure 3.12 shows that each strategy objective is considered to be important by the majority of residents. A higher proportion of residents rated the following as important:

- Ensuring sustainable land use and development (70% rated as very important);
- Ensuring local businesses/industry act in an environmentally responsible manner (66% rated as very important);
- Protecting and enhancing Erewash’s natural environment, e.g. wildlife (94% rated as very/fairly important);
- Increasing opportunities for re-use & recycling (93% rated as very/fairly important); and
- Improving air/water quality (93% rated as very/fairly important).

**Figure 3.12 Importance of Council's Environmental Strategy Objectives**



(Variable Base)

3.6.2 Further analysis indicates differences between men and women and different age groups in the proportion rating some objectives as important (very/fairly) as follows:

- 'Increasing availability and encouraging use of sustainable goods (e.g. organic, recycled)' was considered important by 91% of females,

compared with just 78% of males. In addition, older people also rated this as more important (88% of those aged 60+ compared with 85% of those aged 35-59 years and 82% of those aged 16-34 years);

- More women considered 'Ensuring the availability of safe, affordable and nutritious food for everyone' to be important (92%) to just 83% of males. Again, older respondents were also more likely to rate this objective as important (89% aged 60+ years, 91% aged 35-59 years and 83% aged 16-34 years);
- Older people are more likely to be concerned about protecting and enhancing Erewash's built environment (91% of those aged 60+ rated it as important compared with 88% of those aged 35-59 years and 84% of those aged 16-34 years).
- Women are more likely to rate 'Increasing opportunities for re-use and recycling as important' than men (96% of women compared with 91% of men); and
- Older people were more likely to rate 'addressing the problem of climate change/global warming' as important (85% of those aged 60+, 84% aged 35-59 years, and 79% aged 16-34 years).

3.6.3 Respondents were asked if they would like to receive a paper copy of the Environmental Strategy. One hundred and fifty four people requested to receive this. A contact database has been provided to the Council so that the Strategy can be distributed.

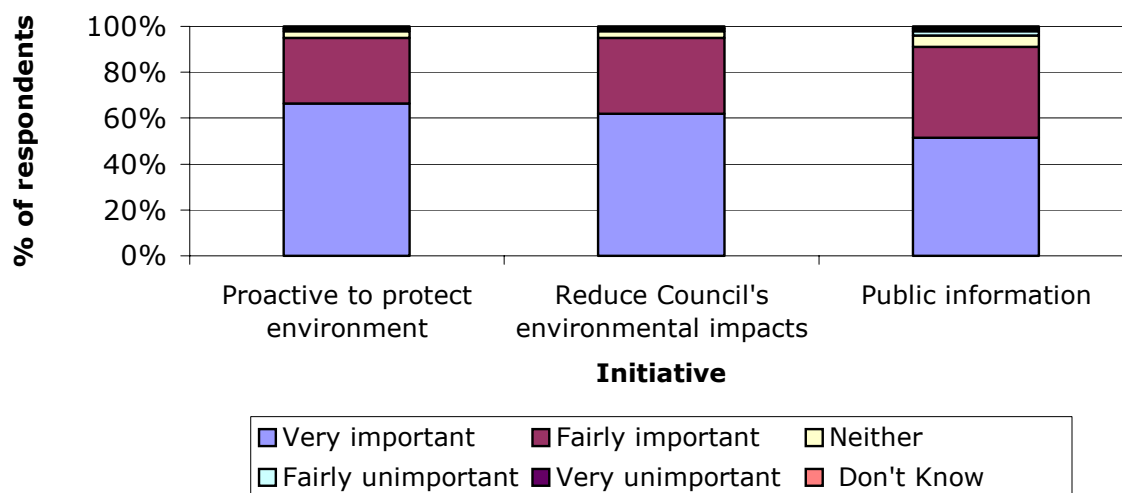
### **3.7 Safeguarding the Environment**

3.7.1 Respondents were asked to say how important they think it is for the Council to take particular initiatives in order to safeguard the environment as follows:

- Be proactive in protecting the environment (e.g. planting trees);
- Set an example by reducing the Council's own environmental impacts (e.g. energy use), transport, recycling; and
- Provide the public with information on how to protect their environment.

3.7.2 Figure 3.13 shows that the majority of respondents considered all of the initiatives to be either very or fairly important. More than two thirds (67%) felt that 'Being proactive in protecting the environment' was very important. This compared with 62% that felt 'Setting an example by reducing the Council's own environmental impacts' was very important and 52% that felt 'Providing the public with information on how to protect the environment' was very important.

**Figure 3.13 Importance of Initiatives to Safeguard the Environment**



(Variable Base)

3.7.3 Analysis shows that women are more likely than men to feel it is important for the Council to set an example by reducing its own environmental impacts (97% of women rated this as important compared with 92% of men). Similarly, women are also more likely to feel that it is important for the Council to provide the public with information on how to protect their environment (95% of women compared with 88% of men).

3.7.4 Interestingly, disabled respondents were also less likely to feel it is important for the Council to take these initiatives to safeguard the environment. Table 3.3 shows a comparison in the percentage of respondents indicating the initiatives are important between respondents that are disabled and those that are not.

**Table 3.3 Importance of Initiatives to Safeguard the Environment by Disability**

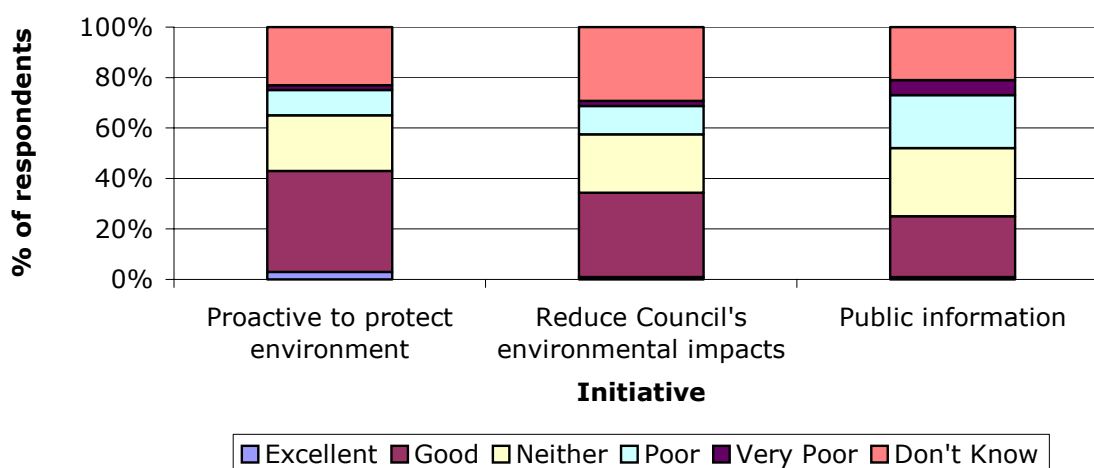
Initiative	% respondents with disability (Base:)	% other respondents (Base:)
Be proactive in protecting the environment	82	98
Set an example by reducing the Council's own environmental impacts	87	96
Provide the public with information on how to protect their environment	87	92

3.7.5 Respondents were asked to consider how well Erewash Borough Council is performing on these initiatives to safeguard the environment. Figure 3.14 shows that nearly half (43%) of respondents felt the Council is doing an excellent/good job of being proactive in protecting the environment. More than a third (35%) felt the Council is performing well in setting an example by reducing the Council's own environmental impacts. Only a quarter (25%) however, felt the Council is doing well in providing information to the public on how to protect the

environment and a quarter (27%) indicated the Council is doing a poor job in this area.

3.7.6 Approximately a quarter of respondents (23% for 'being proactive in protecting the environment', 29% for 'reducing the Council's own environmental impacts, and 21% for 'providing the public with information') indicated that they did not know how the Council is performing in these areas. This implies a lack of sufficient information to residents on initiatives the Council is involved in in this area.

**Figure 3.14 Perceptions of Council's Performance on Initiatives to Safeguard the Environment**



(Variable Base)

3.7.7 Analysis shows that women and those aged 60 years or more were more likely to consider that the Council is doing an excellent/good job on initiatives to safeguard the environment.

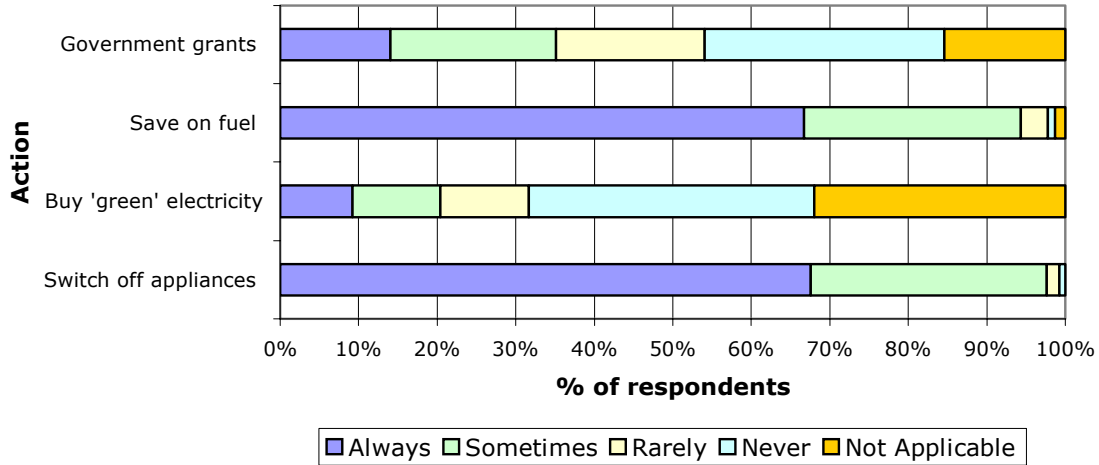
### 3.8 Actions to Protect the Environment

3.8.1 Respondents were asked to indicate how often they take particular actions at home to protect the environment. The following sections describe current levels of activity in different areas.

#### Energy

3.8.2 Respondents were asked how often they take a variety of energy saving actions. Figure 3.15 shows that over two thirds of respondents always make sure appliances are switched off when not in use (68%) and save on fuel (e.g. by draught-proofing, insulating, turning down the thermostat) (67%). Just over a third of respondents (35%) always/sometimes look out for government household grants for energy efficiency measures. Only a fifth (20%) of respondents always/sometimes buy 'green' electricity (from renewable resources).

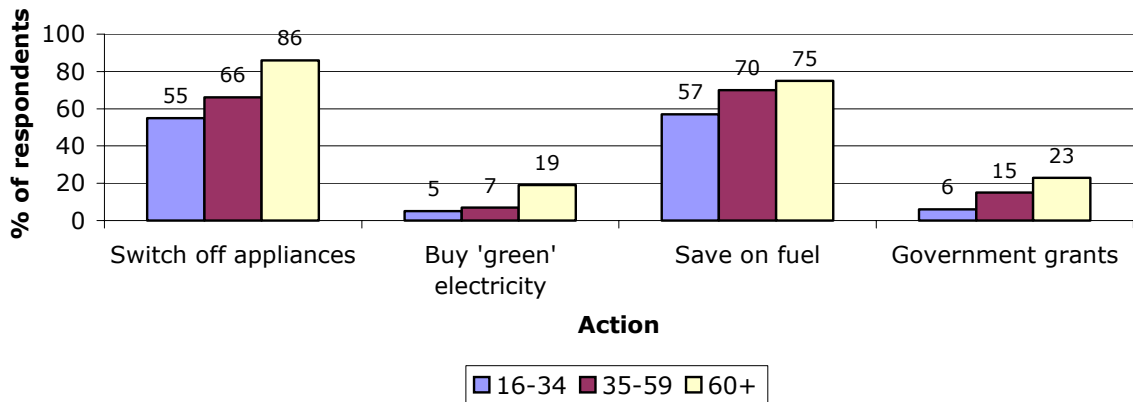
**Figure 3.15 Energy Related Action Taken to Protect the Environment**



(Variable Base)

3.8.3 Figure 3.16 shows that there are clear differences between different age groups in their propensity to take energy saving actions. Those aged 60 years or more are much more likely to always take these actions than those aged 16-34 years.

**Figure 3.16 % Always Taking Energy Related Actions by Age**

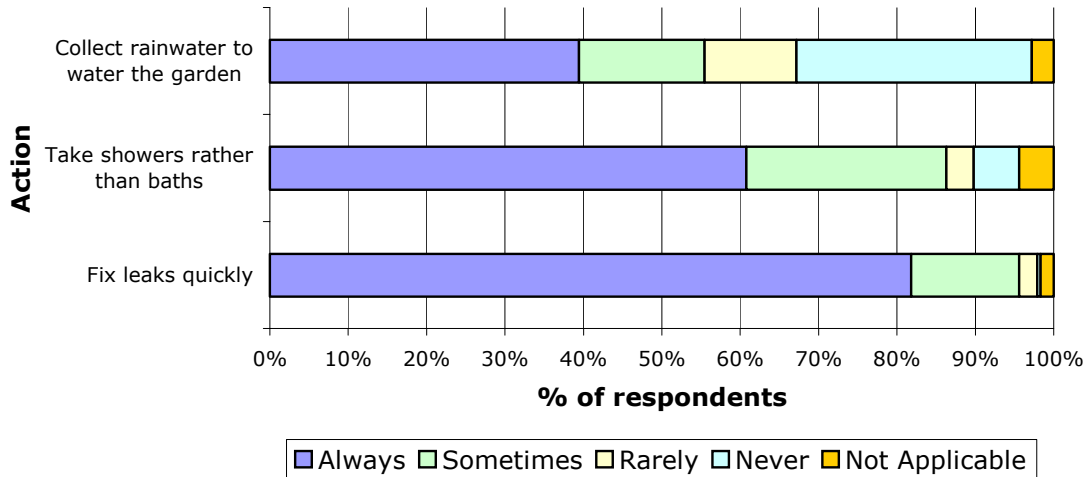


(Variable Base)

*Water*

3.8.4 Respondents were asked whether they take specific actions to use water efficiently. Figure 3.17 clearly shows the large majority of respondents (82%) always fix leaks and dripping taps quickly. Three fifths of respondents (61%) always take showers rather than baths to use less water and a further 26% sometimes do this. Two fifths (39%) always collect rainwater for use in the garden and a further 16% sometimes do this.

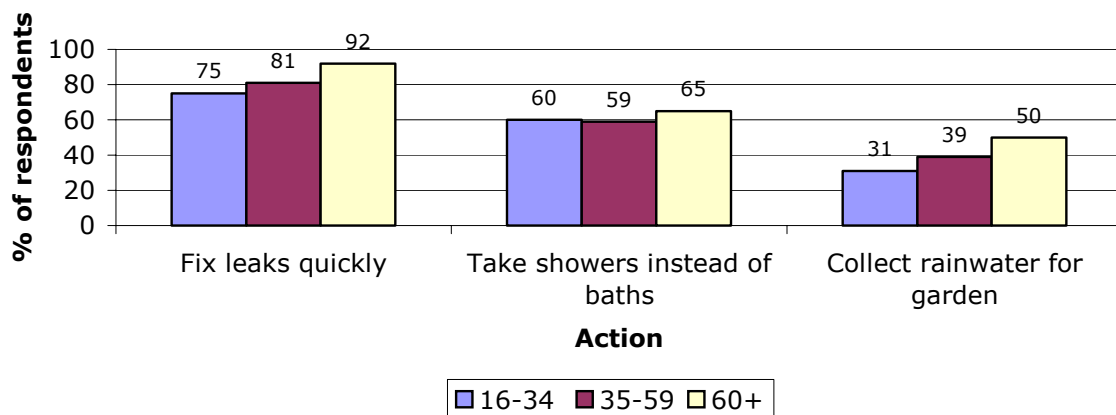
**Figure 3.17 Water Related Action Taken to Protect the Environment**



(Variable Base)

3.8.5 Again, it is clear that older respondents are more likely to take actions to use water efficiently. Figure 3.18 clearly shows that those aged 60 years or more are far more likely to always fix leaks quickly and collect rainwater for the garden than those in other age groups. They are also slightly more likely to always take showers instead of baths.

**Figure 3.18 % Always Taking Water Efficiency Actions by Age**



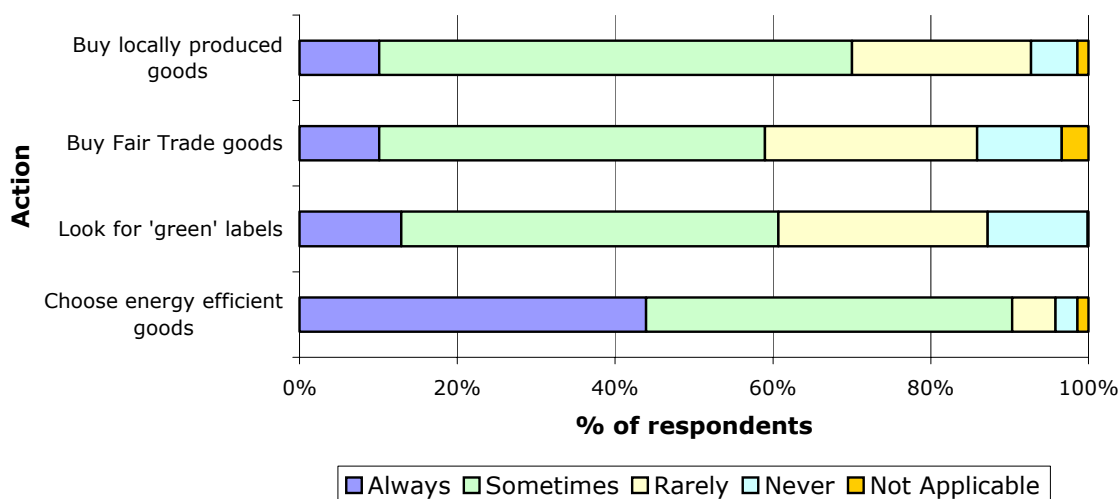
(Variable Base)

3.8.6 Further analysis also suggests that women are more likely to fix leaks quickly and collect rainwater for the garden than men. 42% of female respondents always collect rainwater compared with 36% of male respondents. Similarly, 53% of females always fix leaks quickly compared with 48% of males.

Shopping

3.8.7 The Council was also interested in investigating if people consider the environment when purchasing goods. Figure 3.19 shows that the majority of respondents make environmentally friendly purchases at least sometimes. More than two fifths (44%) always choose energy efficient goods such as washing machines, fridges and light bulbs and a further 46% do this sometimes. Only 13% of respondents always look for 'green labels', but nearly half (48%) do this sometimes. Similarly, only 10% of respondents always buy Fair Trade goods, but 49% do this sometimes. Just 10% always buy locally produced goods but 60% do this sometimes.

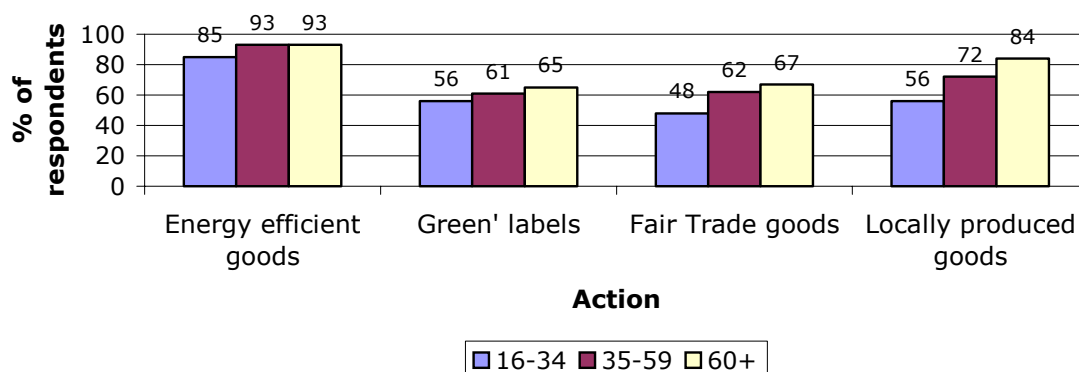
**Figure 3.19 Shopping Related Action Taken to Protect the Environment**



(Variable Base)

3.8.8 The pattern of older people being more likely to take action to protect the environment continues with shopping. Figure 3.20 shows that, in particular, those aged 60 years are more likely to always/sometimes buy locally produced goods and Fair Trade products than those aged 16-34 years.

**Figure 3.20 % Always/Sometimes Make Environmentally Friendly Purchases**



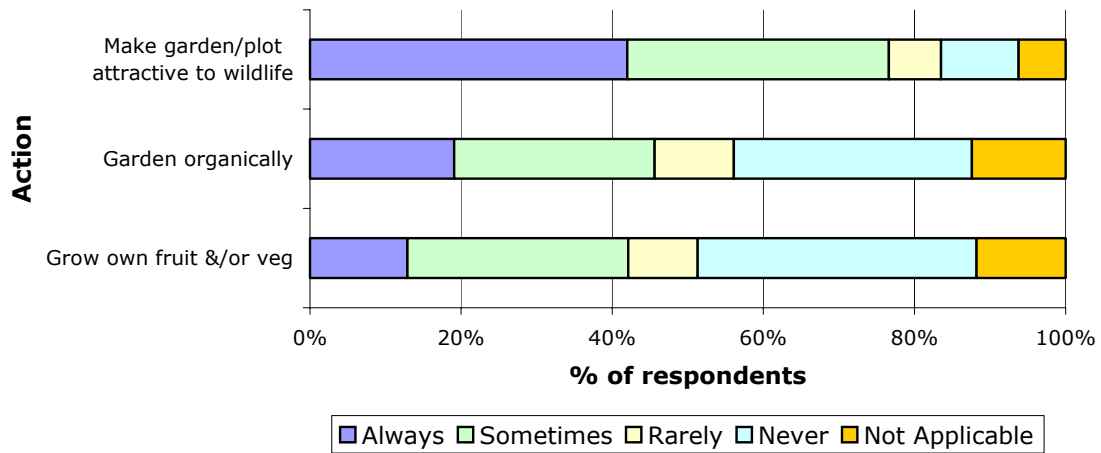
(Variable Base)

3.8.9 Analysis also shows that women are more likely to buy 'green' labels and Fair Trade products than men. Nearly two thirds (64%) of women always/sometimes look for 'green' labels compared to 56% of men. Similarly, 64% of women always/sometimes buy Fair Trade products compared to 54% of men.

*Garden or allotment*

3.8.10 Respondents were asked if they carry out any actions in their gardens or allotments, which can protect the environment. Figure 3.21 shows that the majority of respondents (42% always, 35% sometimes) try to make their garden/plot attractive to wildlife. However, only a fifth (19%) always garden organically with another 27% doing this sometimes. Similarly, only 13% always grow their own fruit or vegetables and 29% sometimes do this.

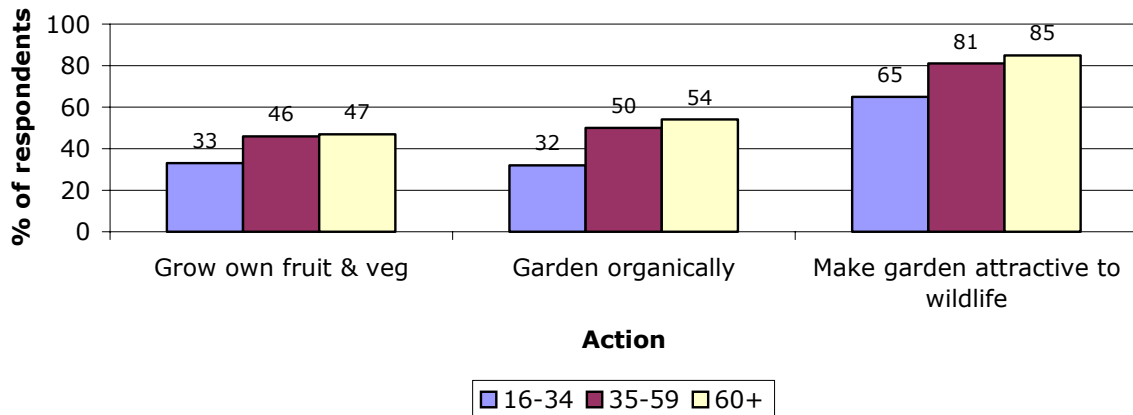
**Figure 3.21 Action Taken in the Garden/Allotment to Protect Environment**



(Variable Base)

3.8.11 It was clear that those aged 35 years or more were more likely than those aged 16 to 34 years to always/sometimes take actions in their garden to protect the environment. Figure 3.22 shows this pattern clearly.

**Figure 3.22 % Always/Sometimes Take Action in Garden**



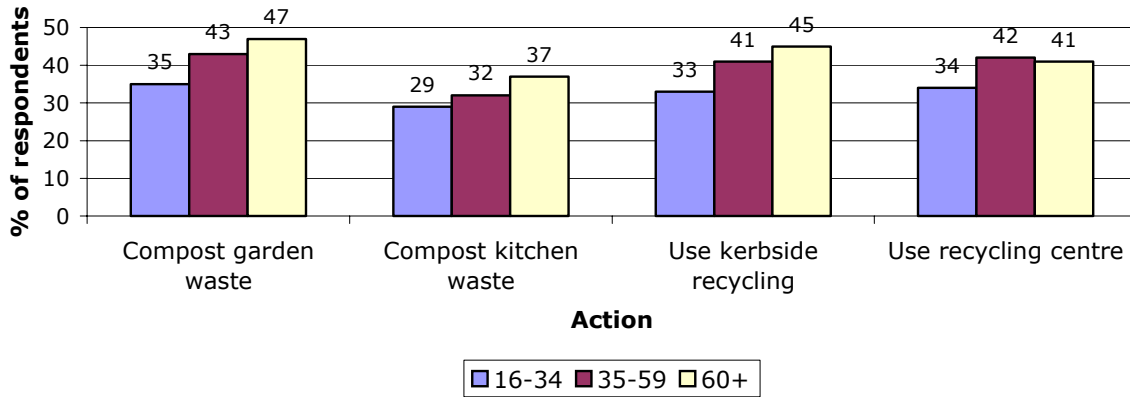
(Variable Base)

3.8.12 While women were more likely to grow their own fruit and vegetables always/sometimes (45% women compared with 40% men) and garden organically (49% women compared with 42% men), men were more likely to always/sometimes try to make their garden attractive to wildlife (81% men compared with 73% women)

*Travel*

3.8.13 Respondents were asked if they take any travel related action to protect the environment. Figure 3.23 shows that the majority of respondents indicate that they choose to walk for short journeys at least sometimes (51% always, 41% sometimes) and think about fuel efficiency when replacing their car (47% always, 23% sometimes). Only 14% of respondents always choose to travel by public transport instead of by car, but a further 35% do this sometimes. Similarly, only 11% always choose to cycle for short journeys but 22% choose to do this sometimes.

**Figure 3.23 % that Always Take Waste Related Action**



(Variable Base)

3.8.14 Those aged 16 to 34 years and 60 years or more were more likely to use public transport always/sometimes instead of car than those aged 35 to 59 (53% 16-34, 52% 60+, 44% 35-59). As you would expect those aged 60 years or more were less likely to walk or cycle for short journeys than those in other age groups (Walk - 87% 60+, 92% 35-59, 96% 16-34/ Cycle - 16% 60+, 39% 35-59, 37% 16-34).

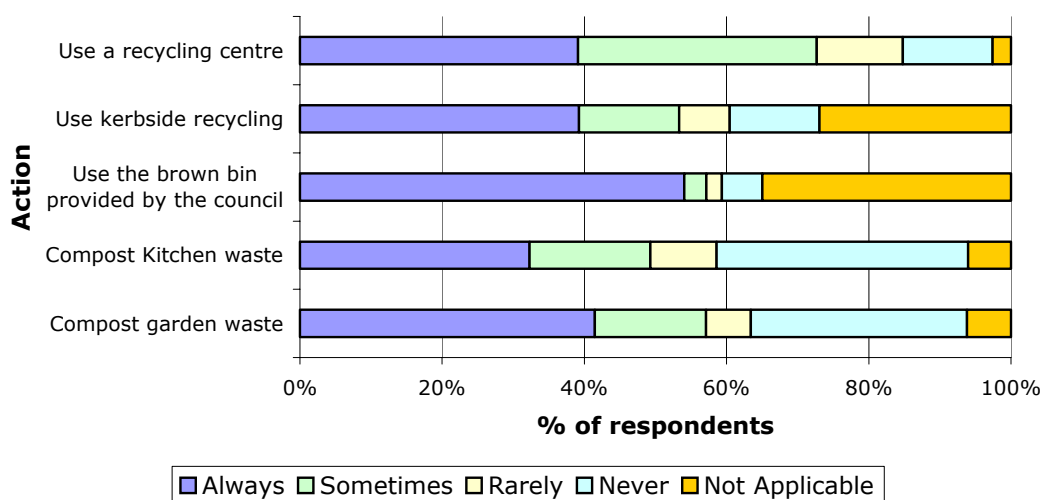
3.8.15 Three quarters (75%) of respondents aged 34-59 years indicated they would always think about efficient fuel consumption before they buy a new car. This compares with 65% of those aged 60 years or more and 63% of those aged 16 to 34 years.

3.8.16 It was clear that while women are more likely than men to always/sometimes use public transport instead of car (53% females compared with 44% males), men are more likely to always/sometimes cycle for short journeys (38% males compared with 28% females) and think about fuel efficiency when replacing their car (73% males compared with 65% females).

*Waste*

3.8.17 The Council was interested to find out how many residents dispose of their waste in an environmentally responsible manner. Figure 3.24 shows that although a third (35%) of respondents do not have a brown bin provided by the Council, the large majority (83%) of those that do have one do use it. Encouragingly, nearly two fifths of respondents (39%) always use a recycling centre and a further third (34%) sometimes do this. Over two-fifths (42%) also always compost their garden waste and 39% use the kerbside recycling service (a quarter of respondents (27%) indicated this service is not available to them). Just a third of respondents (32%) indicated that they always compost their kitchen waste.

**Figure 3.24 Waste Related Actions Taken to Protect the Environment**



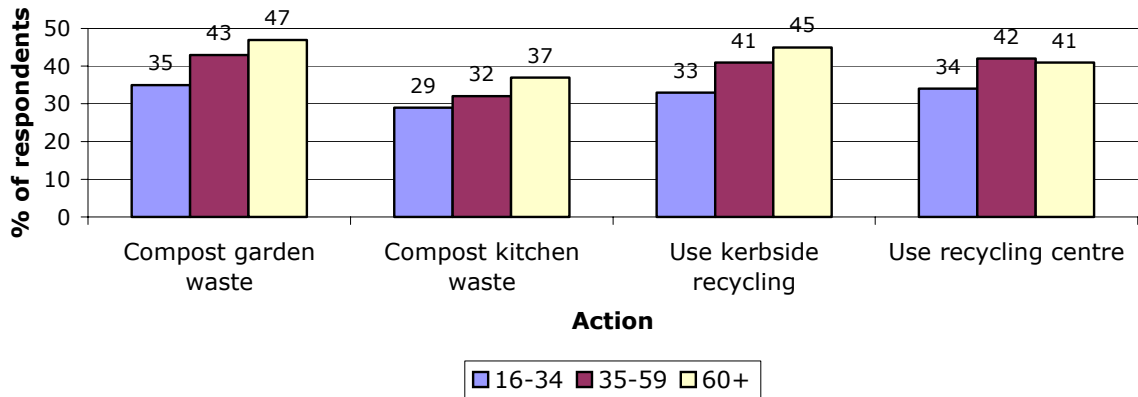
(Variable Base)

3.8.18 Further analysis shows that women are more likely to be proactive in disposing of waste in an environmentally responsible manner.

- 44% of women always compost their garden waste compared with 38% of men;
- 35% of women always compost their kitchen waste compared with 30% of men;
- 42% of women always use the kerbside recycling service compared with 37% of men; and
- 42% of women always use a recycling centre compared with 36% of men.

3.8.19 Figure 3.25 again highlights that older people are also more likely to dispose of waste in an environmentally responsible manner.

**Figure 3.25 % that Always Take Waste Related Action**

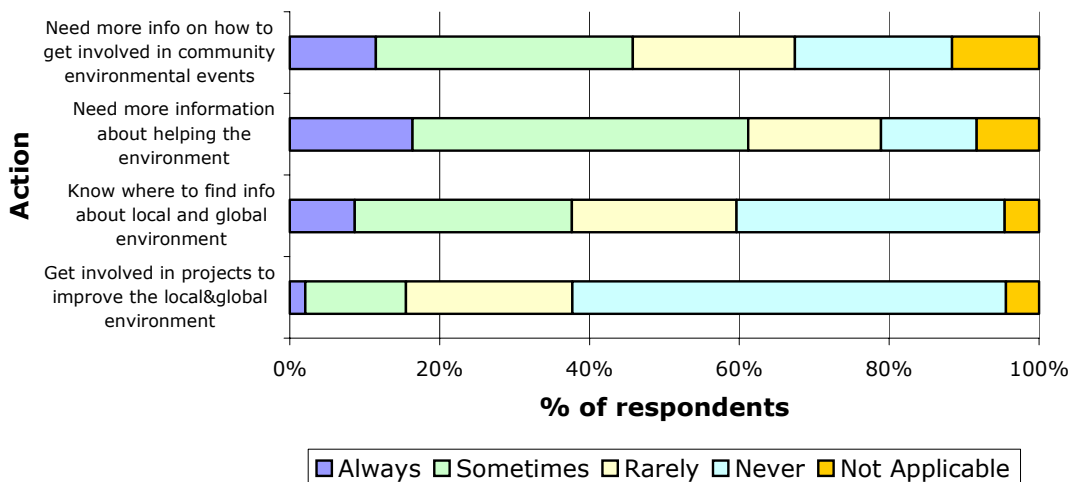


(Variable Base)

*Community*

3.8.20 Respondents were asked about any current involvement with community related environmental projects and their need for further information on environmental issues. Figure 3.26 shows that while only a minority (16%) of respondents always/sometimes get involved in projects to improve the local environment, there is clearly an interest in receiving more information on environmental issues. Only 38% of respondents know where to find out information about the local and global environment. More than three fifths (61%) of respondents indicated that they need more information about helping the environment and 46% would welcome more information about getting involved in practical community environmental projects.

**Figure 3.26 Community Related Action to Protect the Environment**



(Variable Base)

3.8.21 Those aged 16 to 34 years were less likely than older respondents to get involved in projects to improve the local environment (9% aged 16-34 compared with 19% aged 35-59 and 17% aged 60+). They are also less likely to know where to find information about the local and global environment (28% aged 16 to 34 compared with 42% aged 35-59 and 43% aged 60+). Encouragingly, however, those aged 16 to 34 were actually more likely to be interested in finding out information about helping the environment than those aged 60 years or more (62% aged 16 to 34 compared with 64% aged 35 to 59 and 54% aged 60+). They were also equally as likely to be interested in finding out information about getting involved in practical community environmental projects (45% aged 16 to 34, 49 aged 35 to 59 and 41% aged 60+).

## 4 Pest Control

### 4.1 Introduction

4.1.1 Erewash Borough Council undertook a major review of its Pest Control service approximately 18 months ago and some changes were made to the service as a result. This survey was used to explore how the public now views the service.

4.1.2 Many of the survey findings in this chapter are reported as frequencies rather than percentages, due to the small size of the sample of respondents with experience of a pest control service in the last 12 months. In addition, the survey findings have not been weighted, again due to the small sample size.

### 4.2 Experience of Pest Control Services

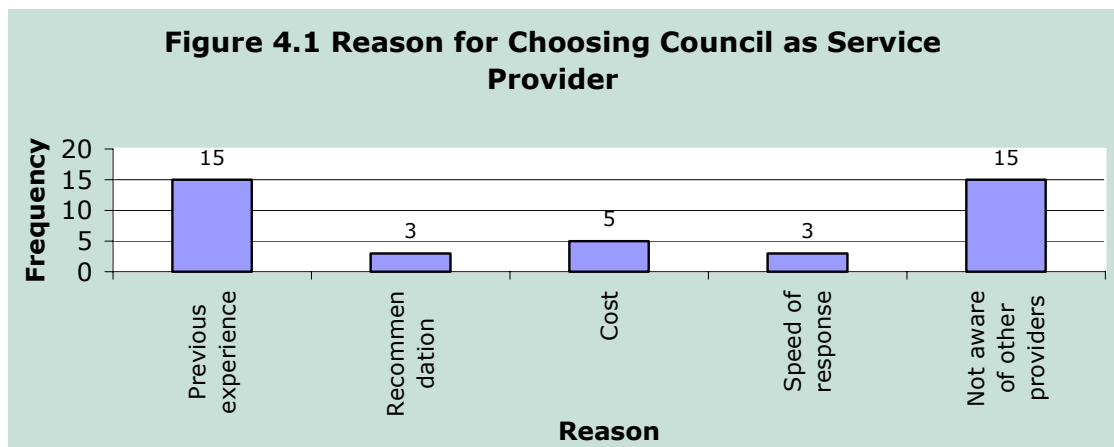
4.2.1 Respondents were asked if they had required the services of a pest controller in the past 12 months. Just 50 respondents (7%) had required such services.

4.2.2 Those aged 16 to 34 years were more likely to have used a pest control service in the last 12 months than those in other age groups (12% aged 16 to 34 compared with 5% aged 35-59 and 6% aged 60+). Use of these services was fairly evenly distributed across the wards in the borough.

### 4.3 Erewash Borough Council Pest Control Service

4.3.1 Those respondents who had required the services of a pest controller within the last 12 months were then asked if Erewash Borough Council had provided them with this service. Over two thirds (69%) indicated that the service was provided by the Council (Base 48).

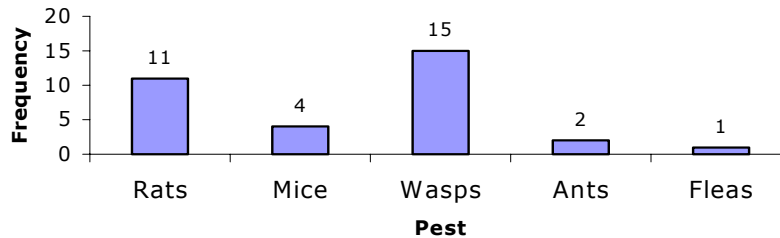
4.3.2 Those that had used the Council's service were asked why they chose the Council as their service provider. Figure 4.1 clearly shows that the main reasons for choosing the Council were because respondents had previous experience of the service and due to a lack of awareness of other service providers. One person also indicated that they chose the Council because it is the most reliable.



(Base = 33 respondents) Multiple answers could be given

4.3.3 Figure 4.2 shows the type of pest that was treated by the Council on their last visit. It is clear that wasps and rats were the most common pest to be treated.

**Figure 4.2 Which Pest was Treated by the Council**



**(Base = 33 Respondents)**

4.3.4 The majority of users (Base 32) of the Council pest control service indicated that overall, they were either very or fairly satisfied with the service provided (63% were very satisfied and 13% were fairly satisfied). Three people indicated they were neither satisfied nor dissatisfied and 16% indicated that they were unsatisfied with the Council’s service. The reasons given for being unsatisfied with the service were:

- Ineffective;
- Slow response; and
- Service inadequate.

4.3.5 Respondents were asked if they had to pay for the pest control service provided by the Council. Nearly half (42%) of users had to pay for the Council service and 58% did not have to pay. Of those respondents who paid for the service 64% of people felt the cost was reasonable, 29% felt it was unreasonable and 7% indicated it was neither reasonable nor unreasonable. Two respondents indicated the cost was unreasonable simply because it is too expensive.

4.3.6 Users of the Council service were also asked how satisfied they were with the information provided after the treatment had been given. The majority (70%) indicated that they were satisfied with the post treatment information (49% very satisfied, 21% fairly satisfied). 18% of people were neither satisfied nor dissatisfied with this aspect of the service and 12% of people were fairly unsatisfied. The only reason given for not being satisfied with the post treatment information was that not enough treatment was given.

4.3.7 Respondents were asked to indicate how their most recent experience compared with any previous experiences of the pest control service in the past. Thirteen people had no previous experience of the service. The majority (33%) of those that did have previous experience felt the service was about the same as before. Just 6% of respondents indicated the service was better than their previous experience.

**4.4 Other Pest Control Services**

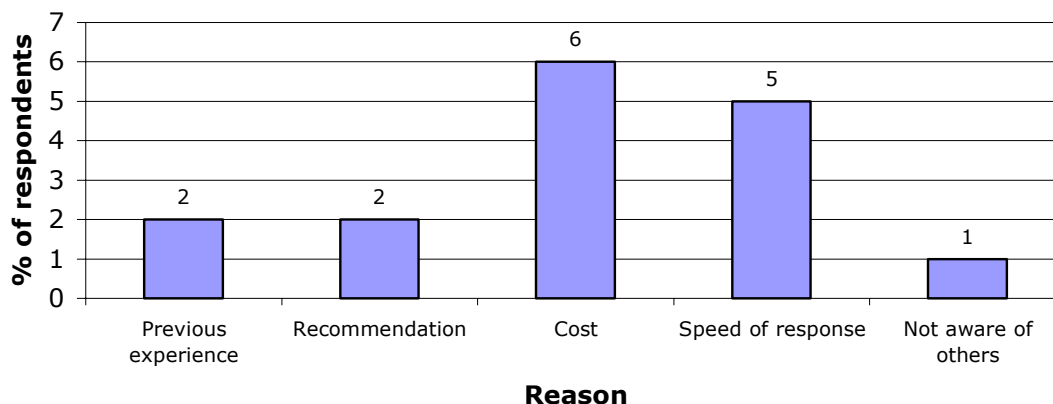
4.4.1 Respondents that had not used the Council’s pest control service were asked who provided the service instead. Table 4.1 identifies the other service providers.

**Table 4.1 Other Pest Control Service Providers**

<b>Provider</b>	<b>Frequency</b>	<b>% of Respondents</b>
Myself (DIY)	3	27
Private Pest Control Firm	2	9
Terminex	1	9
Rapid Kill Environmental Services	1	9
Rentokil	1	9
Hawkins Pest Control	1	9
Derbyshire County Council	1	9
Local Business	1	9
<b>Total</b>	<b>11</b>	<b>100</b>

4.4.2 Those residents who did not use the Council’s pest control service were asked why they had chosen their particular provider or alternative method. Figure 4.3 shows that cost and speed of response were the main reasons for choosing alternatives to the service offered by the Council.

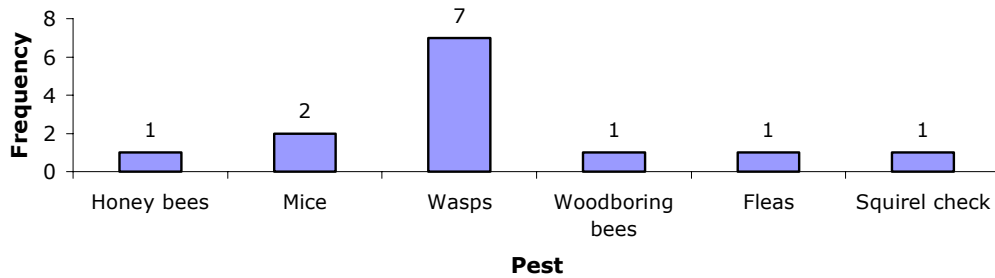
**Figure 4.3 Reasons for Choosing Other Services**



**(Base = 14 respondents) Multiple Responses could be given**

4.4.3 Figure 4.4 shows the pests treated by pest control providers other than the Council. Wasps were the most common pests treated but it was a clear that other service providers treat a wider variety of pests.

**Figure 4.4 Pest Treated by Other Services**



**(Base = 13 respondents)**

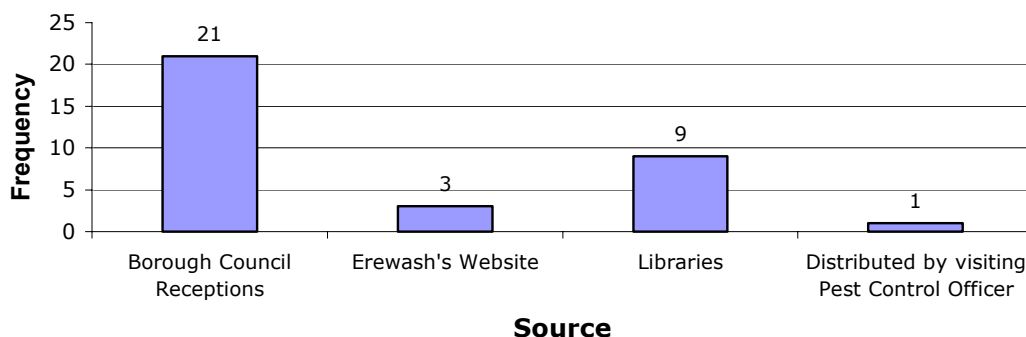
- 4.4.4 Those that had used other pest control services were asked how satisfied they were overall with the service provided. The majority (78%) indicated that they were satisfied, 7% was neither satisfied nor dissatisfied and 14% were fairly unsatisfied. Reasons given for being unsatisfied were: too expensive and ineffective.
- 4.4.5 They were also asked how satisfied they were with the information provided after the treatment was given by other providers. 71% indicated they were satisfied with this, 14% were neither satisfied nor dissatisfied and 14% were unsatisfied. The only reason given for not being satisfied was that no information was given.

**4.5 Awareness of Pest Control Services**

- 4.5.1 All respondents were asked if they had been aware of any promotional material relating to the Council’s Pest Control Service before the survey. Just 41 respondents (6%) indicated that they had seen such information. Younger respondents were less likely to be aware of any information about the service (3% aged 16-34, 5% aged 35-59 and 10% aged 60+).

4.5.2 The main sources for information about the Council’s pest control service were the Borough Council reception areas and libraries. Figure 4.5 shows all the sources identified.

**Figure 4.5 Source of Information re. Council Pest Control Service**



4.5.3 Some respondents identified other sources of information about the Council’s Pest Control Service as follows:

- 2 respondents indicated that they gained information through word of mouth;
- 2 respondents specified refuse collection information;
- 1 respondent mentioned that they had rang the Council to enquire; and
- 1 person indicated that they had obtained information from the Environmental Health Department.

4.5.4 Those respondents who were aware of the promotional material were asked to rate the quality of the information provided to them. Twenty-one respondents indicated the leaflets were good and three felt they were excellent. Eight respondents indicated the leaflets were neither good nor poor and four people felt they were poor. Those that indicated the leaflets were poor felt there was a lack of information on the leaflets.

4.5.5 Finally, all respondents were given an opportunity to comment about the pest control service provided by Erewash Borough Council. Table 4.2 identifies the main comments made.

**Table 4.2 Additional Comments About the Council’s Pest Control Service**

<b>Additional Comments</b>	<b>Frequency</b>
Unaware of the service/increase advertisement	13
Too expensive	9
Effective	6
Took a long time	4

<b>Additional Comments</b>	<b>Frequency</b>
Service readily available	4
They wouldn't help	3
Lack of information on harm free treatment	2
Quick response by telephone	2
Rid town centre of pigeons	1
Don't know pest control policy	1
Have not needed the service	1
In some cases no help is available	1
<b>Total</b>	<b>47</b>

## 5 Play Areas and Parks

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### 5.1 Introduction

5.1.1 Erewash Borough Council undertook a major review of its Park services in 2001 and as a result, some changes were made. This chapter includes the findings from the survey on how the public now views the service and some of the major initiatives that have taken place.

### 5.2 Play Areas

5.2.1 Respondents were asked if they or members of their household had visited any of the Council's play areas in the last 12 months. There are 40 play areas in the Borough. Over half (56%) of respondents indicated that they/members of their household had visited at least one of the Borough's play areas in the last 12 months. Those aged 16-34 years are more likely to visit play areas than those aged 60 years or more (70% of 16-34 year olds visited a play area in the last 12 months compared with 39% of those aged 60 years or more).

5.2.2 Table 5.1 shows that only small numbers of respondents had visited most of the play areas, but some attracted more visitors from a wider area.

**Table 5.1: Play Areas Visited in the Last 12 Months**

<b>Play area</b>	<b>No. of respondents</b>	<b>% of respondents</b>
West Park	238	33
Victoria Park	123	17
Rutland Recreation Ground	120	16
Gallows Inn Playing Fields	50	7
Trent Meadows	39	5
Manners Playing Fields	38	5
Sawley Park	32	4
Granby Park	26	4
Larklands	25	3
Grange Park	24	3
St Giles Park	21	3
Chaucer Old Park	18	3
Walsh Meadow Recreation Ground	18	3
Barling Drive	16	2
Hayworth Road Recreation Ground	15	2
Brook Road	14	2
Priorway Avenue	14	2
Bosworth Way	12	2
Beauvale Drive	11	1
Cotmanhay Playing Fields	11	1
Shaw St. Playing Area	9	1
Dallimore Road	9	1
Nuthall Circle	8	1
Wirksworth Road POS	8	1
Wyndale Drive POS	8	1
New Sawley Park	8	1
Cobden Street	7	1
Windsor Crescent	7	1
Erewash Square POS	6	1

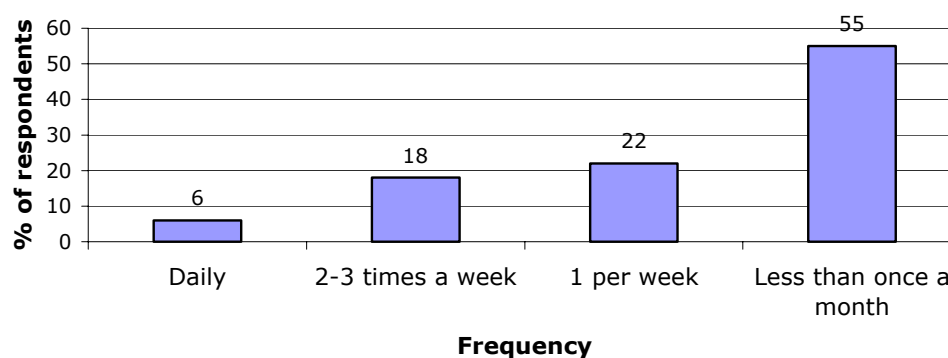
Play area	No. of respondents	% of respondents
Inglefield Road	6	1
Russell Street Play Area	6	1
Gordon Street Playing Fields	4	1
Harrington Open Space	3	0
Norfolk Road POS	3	0
North Road	2	0
Pevevil Meadows	2	0
Collingwood Road POS	1	0
Moorlands Close	1	0
Haddon Way POS	0	0

(Base: 731)

5.2.3 Analysis indicates that more than a third (37%) of play area users (Base: 408) only visited one play area in the last 12 months. A further 28% visited two and 17% visited three play areas. The remaining 18% visited between four and ten play areas in the borough over the last 12 months. The mean number of play areas visited was 2.4.

5.2.4 Figure 5.1 shows that nearly half (46%) of those that visit play areas do so at least once per week. The remaining 55% visit less frequently. Analysis shows that men are more likely to visit play areas once a week or more than women (52% compared with 40%). As would be expected, those who are younger are also more likely to visit play areas frequently (50% of those aged 16-34 years visit once a week or more compared with 45% of those aged 35 to 59 years and 37% of those aged 60 years or more).

**Figure 5.1 Frequency of Visiting Play Areas**



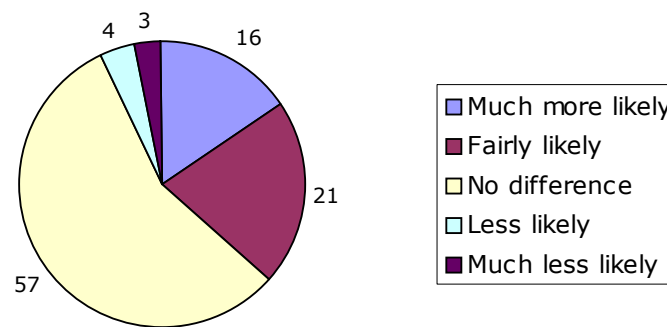
(Base: 395)

5.2.5 The Council is undertaking a major refurbishment programme of its children’s play areas. The improvements include replacement of the bark safety surfacing with a rubberised safety surface and replacement of old equipment. Thirty eight per cent of those that had visited the borough’s play areas (Base: 378) indicated that the play areas they visited had been refurbished in the past 12 months.

5.2.6 Those that have benefited from the play area refurbishment programme (Base (142) were asked whether this has affected how likely they/members of their household are to visit the play area. Figure 5.2 shows that more than half (57%) felt it has made no difference to the frequency they visit the play area, but 36% indicated they are more likely to visit the play area now. Only 6% indicated they are less likely to visit the play area. The reasons given for being less likely to visit were:

- No facilities for older children (3);
- Facilities decreased (3); and
- Need refurbishment (2).

**Figure 5.2 Effect of Refurbishment on Likelihood of Visiting Play Area**

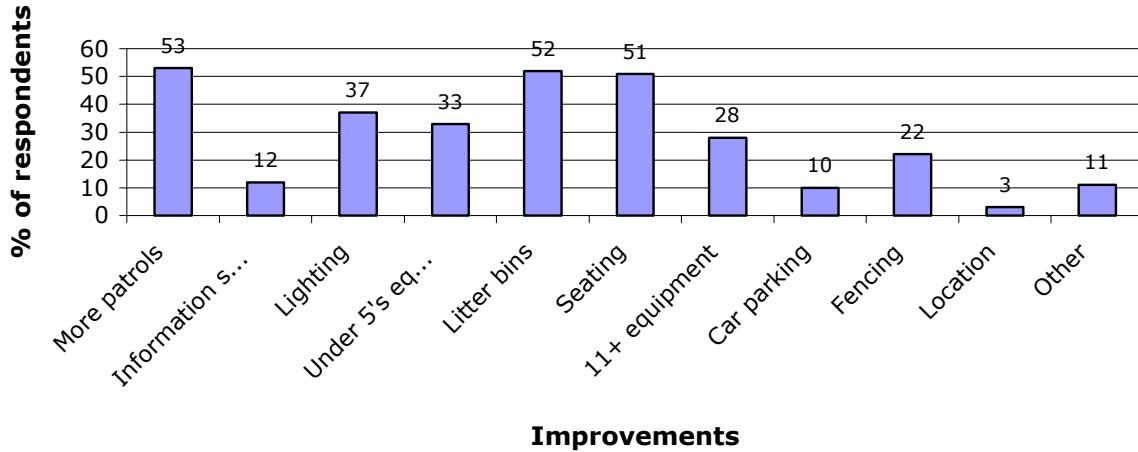


(Base: 142)

5.2.7 Those that had visited a play area in the last 12 months were asked what improvements they would like to see made to the play areas. The most popular improvements were: more patrols of Council staff, more litter bins, and more seating. Other improvements suggested included:

- Improved maintenance (10);
- Security cameras/safe areas (10);
- Stop vandalism (7);
- More dog waste bins/warnings of penalties (6); and
- No dogs (4).

**Figure 4.3 Improvements to Play Areas**

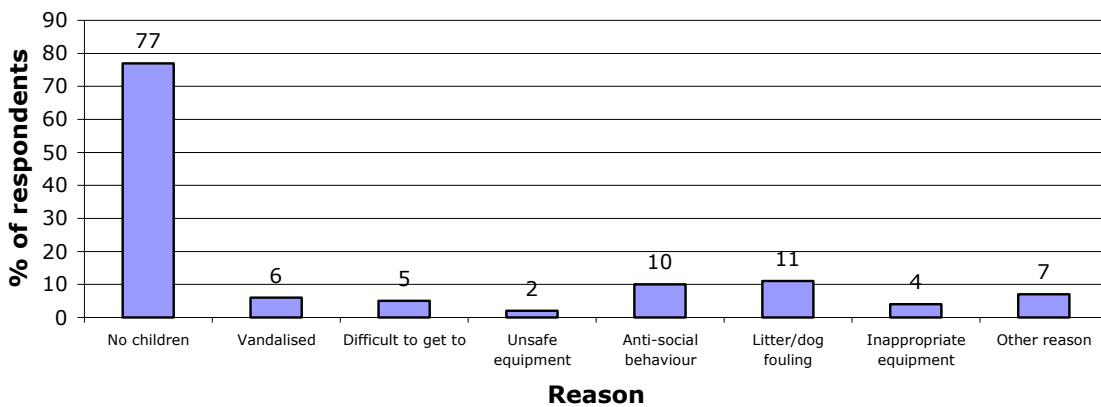


(Base: 408)

5.2.8 Respondents that indicated no one in their household had visited a play area in the last 12 months were asked why that was. Figure 5.4 shows that the main reason for not visiting a play area was that respondent's do not have children. Other factors, which discourage a minority of respondents, are litter/dog fouling and anti-social behaviour by others. Other reasons given for not visiting a play area were:

- Age (7);
- Visit a local park not on the list (6);
- Children are grown up (5); and
- Child too young (2).

**Figure 5.4 Reasons for not Visiting a Play Area**

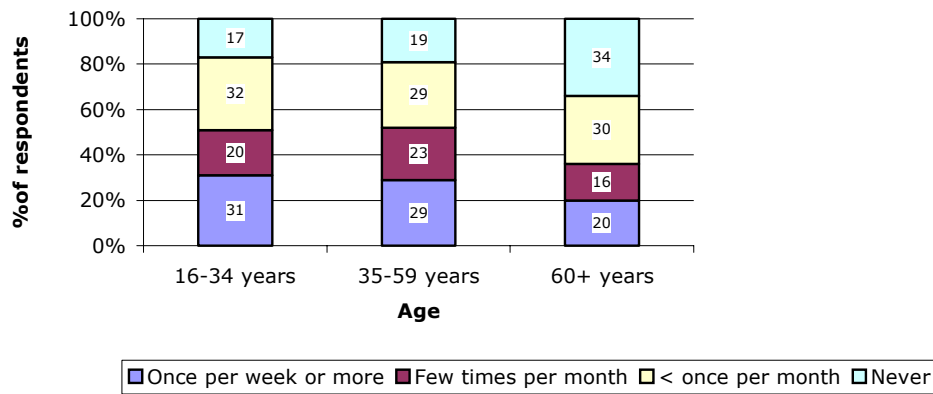


(Base: 323)

**5.3 Parks (General)**

5.3.1 Nearly 8 out of 10 respondents (78%) visit parks in the Borough at least occasionally. More than a quarter (27%) had visited parks once a week or more in the last 12 months, a further 20% visited a few times a month and 30% visited less than once a month. This varied by age and Figure 5.5 shows that young people visit parks more frequently than older people do.

**Figure 5.5 Frequency of Visiting Parks in the Borough**



(Base: 709)

5.3.2 Those that visit parks in the Borough (Base: 502) were asked how the amount of visits they make has changed in the past 12 months. Nearly two thirds of respondents (64%) indicated the frequency they visit parks is about the same. Three per cent indicated that they never went before and do not go now. Seventeen per cent indicated they visit parks more often now (6% much more often and 11% a little more often). Sixteen per cent indicated they visit less often now (9% a little less often and 7% much less often). The main reasons given for visiting less often were:

- Busy (13);
- Grandchildren are older (11);
- No excuse to go (6);
- Anti-social behaviour/gangs (6);
- Filthy and unkept (5);
- Can't get there (5).

5.3.3 Respondents were asked which park in the Borough they visit most often. The main parks visited are shown in Table 5.2.

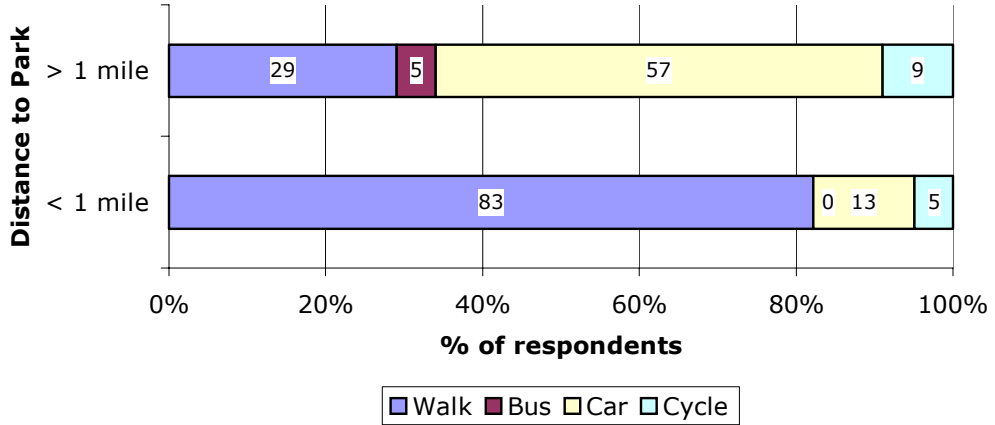
**Table 5.2 Parks Visited Most Frequently in the Borough**

<b>Name of Park</b>	<b>Number of Respondents</b>	<b>% of Respondents</b>
West Park	189	39
Victoria Park	64	13
Rutland Recreation Ground	40	8
Sawley Park	19	4
Gallows Inn	16	3
Trent Meadows	12	3
St Giles Park	9	2
Barling Drive	7	2
Borrow Wash	6	1
Granby Park	5	1
Non-Borough Parks	58	12
Other	67	14

(Base: 492)

- 5.3.4 Nearly two thirds (64%) of residents (Base: 509) travel less than one mile to the park they visit most often. A further third (31%) travel between 1 and 3 miles and just 6% travel between 4 and 10 miles to the park they visit most often. Analysis for different parks is limited due to small sub-sample sizes but there is an indication that a larger proportion of visitors to Victoria Park travel further than those visiting West Park (52% travel more than a mile to Victoria Park compared with 40% to West Park).
- 5.3.5 Nearly two thirds (63%) of park visitors (Base: 509) walk to the park they use most often. More than a quarter (29%), however, travel by car. Just 6% cycle to the park and 2% travel by bus. Figure 5.6 shows that there is a tendency for those that travel further to travel by car and those travelling less than a mile to walk. However, there is still a significant minority of park visitors travelling by car for relatively short distances. Encouragingly, there is also a good proportion of visitors that walk more than a mile to the park. Analysis also indicates that larger proportions of visitors to the more popular parks travel by car (42% to Victoria Park, 37% to West Park and 35% to Rutland Recreation Ground).

**Figure 5.6 Method of Transport to Parks**

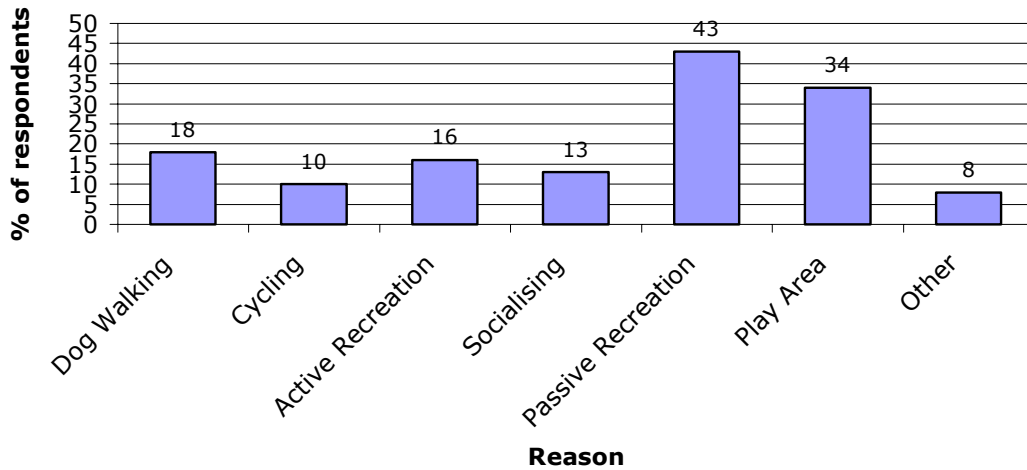


(Base: 322 < 1 mile, 181 > 1 mile)

5.3.6 Figure 5.7 shows that the main reasons for visiting parks in the Borough are to visit the play area and for passive recreation such as walking and viewing the plant life. Other reasons given for visiting include:

- Community events (e.g. Jubilee party, fireworks, bands, concerts, steam engine rally) (10);
- Watching sport (9)
- Short cut (8);
- Convenient (3);
- Take visitors/children (3); and
- Eat lunch (3).

**Figure 5.7 Reasons for Visiting the Park**



(Base: 553)

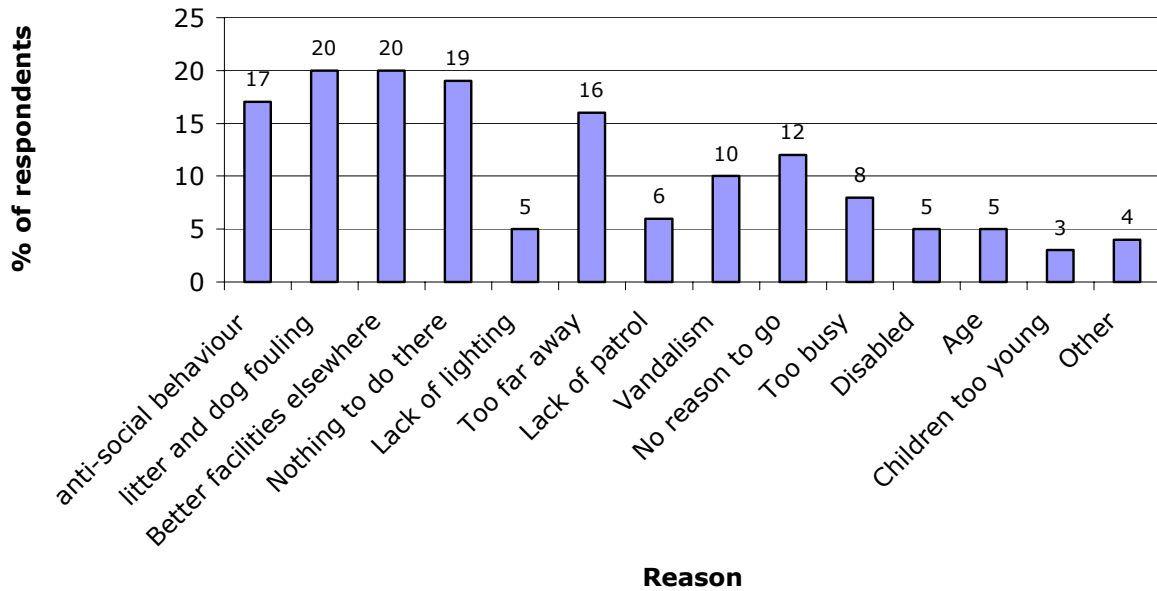
5.3.7 Park visitors (Base: 509) were asked if the park they visit most frequently has changed in the last 12 months. Encouragingly, more than a quarter (29%) indicated the park had got better (4% indicated it was much better, 25% indicated it was a little better). Over half (54%) of visitors indicated the park was about the same and 16% indicated it was worse (11% a little worse and 6% much worse). The main reasons for indicating the park is worse were as follows:

- Vandalism (15);
- Less play equipment for under 5's (11);
- Litter/dog fouling (10);
- Grass not cut/maintained (9);
- Anti-social behaviour (9);
- Becoming too modern (4);
- Nothing for 5-11's (2).

5.3.8 Analysis of attitudes of visitors (NB: sub-sample sizes are small) to different parks indicates that those visiting West Park are more likely to feel the park has improved in the last 12 months (38% felt West Park had improved). Those visiting Victoria Park, Sawley and Gallows Inn were more likely to feel the park has got worse (18% Victoria Park, 25% Sawley, 20% Gallows Inn). The issue of less play equipment for under 5's was highlighted for West Park only.

5.3.9 Residents that had not visited a park in the Borough in the last 12 months (Base: 156) were asked to indicate why not. It is clear from Figure 5.8 that there are a wide variety of reasons for not visiting parks. Some people are simply not interested in using parks, while others visit facilities in other areas. Some are also deterred by the quality of parks in the Borough with issues such as litter and dog fouling, anti-social behaviour and vandalism causing some people not to visit.

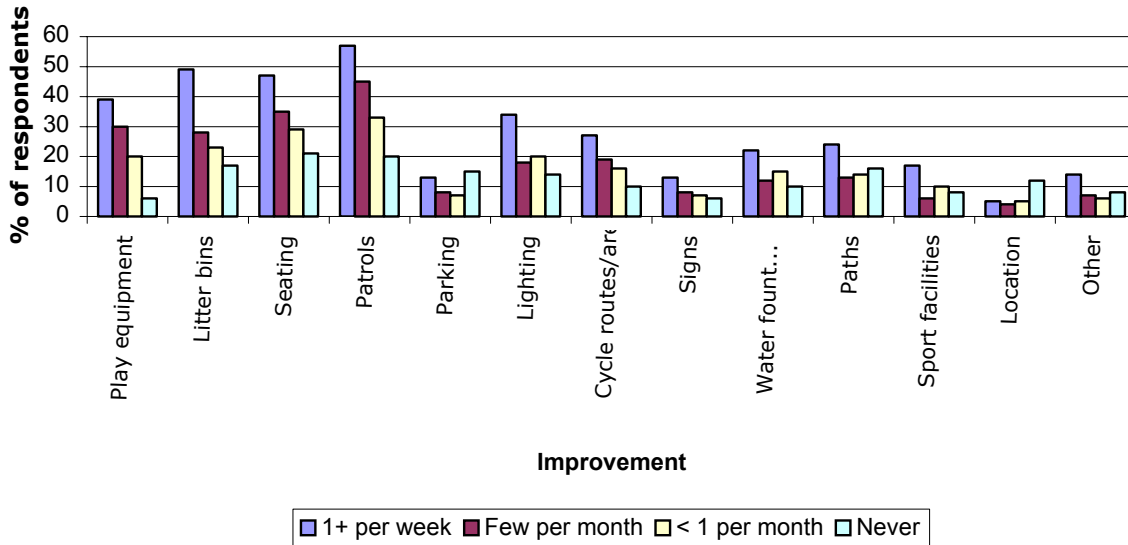
**Figure 5.8 Reasons for Not Visiting the Park in the Last 12 Months**



(Base: 156)

5.3.10 All respondents were asked which improvements would make them visit parks in the Borough more often. Figure 5.9 shows respondent's attitudes to the possible improvements according to the frequency they currently visit parks in the Borough. It is clear from this that frequent visitors (i.e. at least once per week) were generally more enthusiastic about all the improvements than other respondents. The most popular improvements were: more patrols, more seating, more litter bins and more play equipment. Those that do not currently use the Borough's parks were more likely to support more car parking, better path networks and more convenient locations than those that already use parks.

**Figure 5.9 Improvements to Encourage More Use of Parks**



(Base: 194 1+ per week, 143 few per month, 216 < 1 per month, 156 never)

5.3.11 Other improvements suggested included the following:

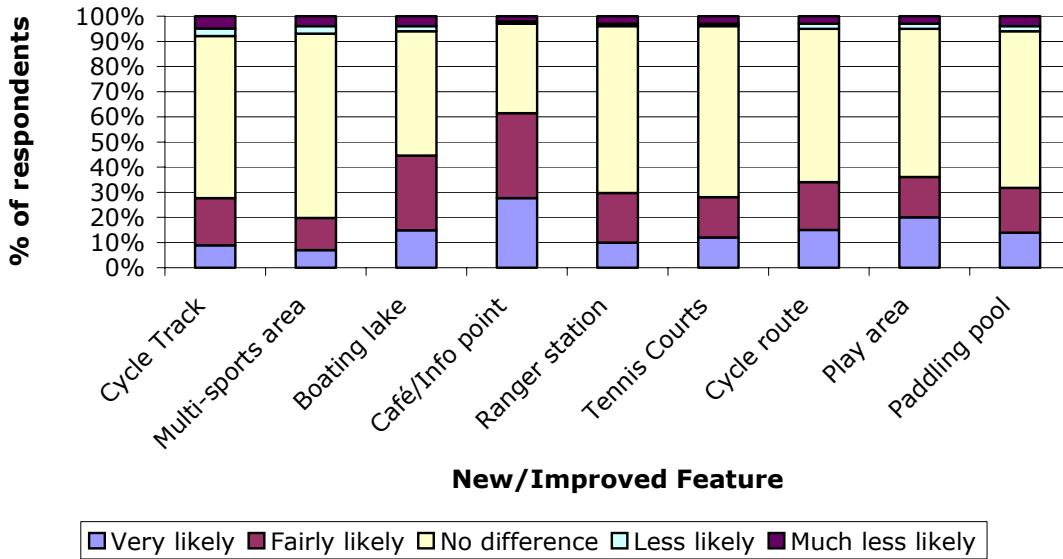
- More dog bins (7);
- Café (6);
- Better toilets (5);
- Visiting attractions e.g. bands, displays (4);
- Closer supervision (4);
- Better maintenance (empty litter bins, clear glass) (4);
- Facilities for disabled/access (3);
- A safe play area (fenced) (3); and
- A horse gallop (3).

**5.4 West Park**

5.4.1 All respondents (Base: 689) were asked how often they had visited West Park in Long Eaton in the last 12 months. Half (50%) had visited the park in the last year. Twelve per cent had visited the park once a week or more, 11% had visited it a few times a month and 27% had visited less than once a month.

5.4.2 Respondents were asked which new/improved features would make them use West Park more. Figure 5.10 shows that a Café/Information point and a boating lake were the most popular suggestions that would encourage people to use the park more often. In comparison, an all-weather multi-sports area is less likely to encourage residents to use the park more.

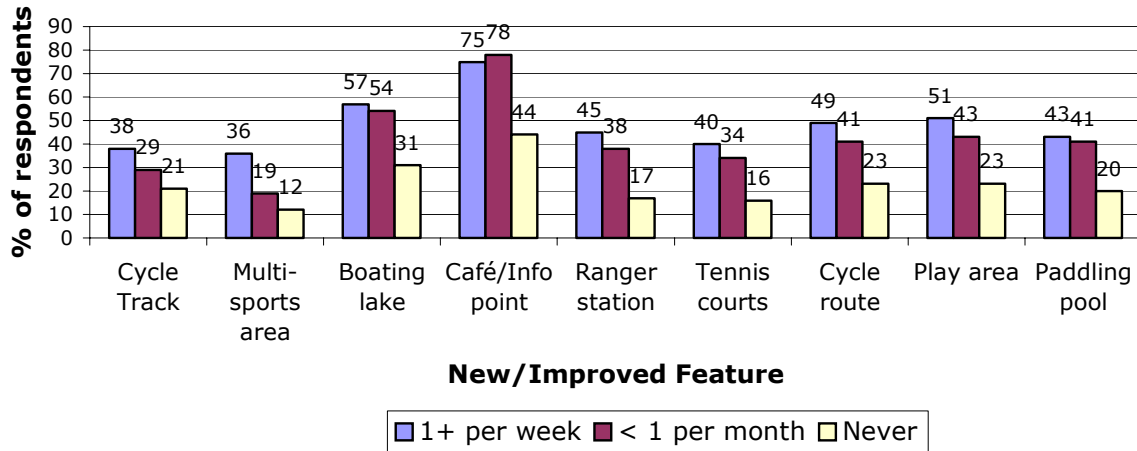
**Figure 5.10 Likelihood of Improvements Encouraging Greater Use of West Park**



(Variable Base)

5.4.3 Figure 5.11 shows the percentage of respondents likely to visit the park more often as a result of the suggested new/improved facilities according to the frequency of current visits to West Park. It is clear from this that those that do not currently visit the park are generally less enthusiastic about the possible facilities. They do, however, show a similar pattern to existing users and would be more likely to visit the park if a café/information point and a boating lake were provided. Those who only visit the park occasionally are very interested in the possibility of a café/information point.

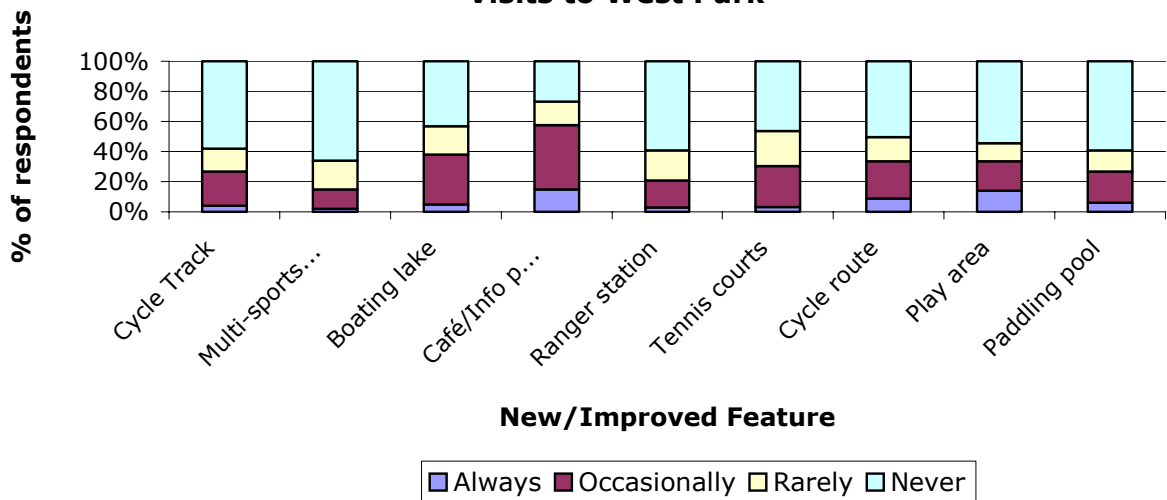
**Figure 5.11 % of Respondents Likely to Use West Park More if Additional Facilities Provided**



(Variable Base)

5.4.4 Respondents were also asked how likely they would be to use the new and improved features on visits to West Park. Figure 5.12 shows a similar pattern with over half of respondents (58%) indicating they would use a café/information point at least occasionally on visits to West Park but only 16% indicating they would use an all-weather multi-sports area. Further analysis indicates that those who currently visit West Park at least once a week would be much more likely to use an all-weather multi-sports area at least occasionally (34% compared with 15% of those that visit less than once per month and 7% of those that never visit currently). Generally, current users were more likely to indicate they would use the new/improved facilities than those that do not visit the park currently.

**Figure 5.12 Likelihood of Using New/Improved Facilities on Visits to West Park**



(Variable Base)

5.4.5 Respondents were asked what opening times they would prefer for the West Park café (Base: 569). Nearly half (48%) indicated the café should be open during the summer and weekends only. More than a third (39%), however, felt it should be open every day of the year. Just 6% felt it should only be open in the summer and 7% supported opening at weekends and school holidays only.

5.4.6 Respondents were also asked to suggest a new name for the café. A full list of suggestions is provided in the Appendix. The most popular suggestions were as follows:

- West Park Café (20);
- West Side Café (8);
- West Point (7);
- Park Life Café (7);
- The Park Café (7);
- Café in the Park (7);
- West Café (6);
- West Point Café (6);
- Café West (6); and
- West Perk (5).

5.4.7 Finally, respondents were given the opportunity to make any other comments about parks services in general. Full details of comments made are provided in the Appendix. The most significant comments made were:

- Instant fines are needed for dog fouling/concern re. dog fouling (20);
- Anti-social behaviour is a concern (more park rangers) (19);
- Concerns about litter (13);
- Good service/Council does it's best (11);
- Better maintenance e.g. play equipment, cutting trees back (10);
- Spend less money on Long Eaton parks e.g. West Park and spend more on other parks (8);
- Restrict dogs to certain areas/dogs on leads (6);
- Gardens are very good (5);
- Advertise facilities better (4);
- More facilities (4); and
- Consider horse riders (4).