
Erewash Citizens Panel

Third Postal Survey

Final Report

Prepared for
Erewash Borough Council

April 2002

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Summary

Background and Introduction

In January 2002 Erewash Borough Council commissioned MVA to conduct a postal survey of the Erewash Citizen's Panel on three aspects of Council services and activities. This report presents the findings from the postal survey.

Methodology

Main Aims of Survey

Erewash Borough Council wanted to use the survey to gather information on the Quality of Life of residents, Derbyshire's Cultural Strategy and the Erewash Taxi Service to help them develop their services accordingly.

Postal Mailout

On Friday 25 February 2002, survey questionnaires, covering letters and reply paid envelopes were mailed out to all Erewash Borough Panel members. Panel members were asked to complete the questionnaire and return it in the reply-paid envelope provided by Friday 8 March 2002.

Response Rate

A total of 684 questionnaires were returned from the mailout, giving a response rate of 68.4%.

Weighting

To ensure that the returns were representative of the population of Erewash, survey data were weighted using the 1999 population figures for age, gender and ward.

Survey Findings

Quality of Life and Community Priorities

Most respondents (66%) felt there had been little change to their neighbourhood over the last two years and 28% indicated it had become worse. More than eight out of ten (86%) respondents stated they were very or fairly satisfied with their neighbourhood as a place to live.

Respondents were presented with seven types of noise pollution. 'Road traffic' was the most frequently cited serious problem or problem but not serious (47%), followed by 'aircraft noise' (27%).

In terms of access to services, respondents indicated that the local hospital (28%) was the most inaccessible from home (i.e. very or fairly difficult to access from home). Whereas parks and open space (87%), the Post Office (86%), corner shop (86%) and public transport (83%) were very or fairly easy to reach from home.

Satisfaction with Service Provision

Local Services and Facilities

In terms of the level of satisfaction with local services and facilities. Most respondents were very or fairly satisfied with 'availability of health services e.g. GP services, dentists' (77%), 'quality and amount of open space' (66%), and 'availability of cultural, recreational and leisure services' (54%). Conversely 30% of respondents were very or fairly dissatisfied

with 'opportunities to have a say on decisions affecting local services such as health, housing and transport', and 21% were very or fairly dissatisfied with 'information and advice on council services'.

Economy

Almost a quarter of respondents (24%) were very or fairly dissatisfied with 'job opportunities', whereas over half of respondents (53%) were very or fairly satisfied with the 'quality of shops, banks etc.'

Transport

More than six out of ten respondents (64%) were very or fairly dissatisfied with the 'condition of local roads and pavements'. Furthermore 58% of respondents were very or fairly dissatisfied with 'the level of traffic on the roads' and 41% with the 'number of car parking spaces'. However, 64% of respondents were very or fairly satisfied with the 'availability of public transport'.

Priorities

The very or fairly urgent priorities relating to services under the headings given below were:

Education

- Improved schools and educational standards (72%); and
- More adult educational opportunities (53%).

Employment and Training

- Less unemployment in the area (76%);
- Improved access to training opportunities (64%); and
- Cheaper childcare facilities (58%).

Environment

- Better kept streets and town centres (88%);
- Better conservation of the countryside (75%); and
- More recycling facilities (63%).

Health

- Improved services for the elderly (73%); and
- Improved local health services (59%).

Housing

- More housing that local people can afford to buy (62%); and
 - More affordable rented housing (55%).
-

Transport

- Improved road maintenance (83%);
- Less traffic on the roads (75%); and
- More car parking and better train services (63%).

Information

- Better information about who to contact for advice on local services (70%);
- Improved information on services generally (69%); and
- Improved information on local health services (66%).

Leisure

- More facilities for young adults aged 13 and over (84%);
- More facilities for young children under 13 (75%); and
- Improvements to play areas (68%).

Overall, in order of priority, the most important issues to address cited by respondents were.

- Improved road maintenance (48%);
- More facilities for over 13s (41%);
- Better kept streets and town centres (40%);
- Less traffic on the roads (34%);
- More facilities for under 13 (24%); and
- Better entertainment such as cinemas, theatres and clubs (23%).

Other issues to address in the local area were 'better litter cleaning' (17%) and 'more police patrol' (11%).

Cultural Life

The top three activities listed as respondents' favourite and second favourite activities (percentages listed respectively) were, 'socialising and nightlife' (25%, 16%), 'countryside activities' (23%, 14%), and 'active recreation' (12%, 14%). The top three activities listed as respondents third favourite activities were 'going to the cinema' (16%), 'socialising and nightlife' (14%), and 'visiting heritage locations' (13%). The most frequently mentioned activities from the aggregated three most favourite activities were, socialising and nightlife (45%), countryside activities (38%), active recreation (29%) and visiting heritage locations (28%).

More than six out of ten respondents (64%) stated they travelled 'locally (i.e. within ten miles)' for their leisure/cultural interests, whereas 29% travelled 'further afield'. In terms of city destinations, the most likely places respondents indicated they travelled to were Nottingham (61%), Derby (31%) and Birmingham (3%).

More than four out of ten respondents (44%) were very or fairly satisfied with the availability of cultural education opportunities provided locally, such as music, art and sports in schools, the library service, educational opportunities for older people and cultural activities for young people out of school. Conversely, one in five respondents (20%) indicated that they were very or fairly dissatisfied. The highest priority was given to 'cultural activities for young people outside of school' (35%), followed by 'music, art and sport in schools' (31%).

In terms of a sense of local identity, almost half of respondents (49%) felt they belonged to their 'local area or town' and 27% stated that they felt a sense of belonging to Derbyshire.

Erewash Taxi Service

The majority of respondents who used the taxi service in Erewash stated that they used it 'once in the last three months' (26%), whereas 31% have not used it at all in the last 12 months.

The most popular reason for using the taxi service was because respondents 'do not want to take their car' (52%), and 25% claimed that public transport was not available.

In terms of origin and destination of last taxi journey, the main journeys were as follows:

Origin

- Ilkeston (25%);
- Long Eaton (29%); and
- Sandiacre (7%).

Destination

- Ilkeston (25%);
- Nottingham (18%); and
- Long Eaton (15%).

The most popular days for taxi journeys were Saturday (37%) and Friday (28%), and the least popular day for taxi journeys in Erewash were Monday (4%). With regard to the time of day of the last taxi journey made, over half were made in the evening (55%), with the remaining journeys spread evenly between early morning (13%), morning (18%) and afternoon (14%).

Satisfaction with Aspects of Last Taxi Journey in Erewash

Overall there was a very high level of satisfaction with the majority of aspects regarding the taxi service in Erewash. In particular, a high level of respondents were satisfied with:

- Drivers knowledge of the area (80%);
- Punctuality of the taxi if pre booked (78%); and
- Courtesy and attitude of the driver (74%).

A third of respondents (33%) were dissatisfied with 'length of waiting time at taxi rank' and 20% with 'value for money of taxi fare'.

Almost eight out of ten respondents (78%) prefer using their own vehicle rather than taxi's in Erewash, and 51% would use taxis more if they were better value for money. However, 53% disagree that 'taxi firms are difficult to contact' and 51% that 'taxi drivers are unhelpful/discourteous'.

According to respondents, ways in which the taxi service could be improved, include:

- By monitoring the rates charged (17%);
 - Better cars (12%); and
 - Improving arrival times with prior bookings (10%) and more cars (10%).
-

1 Introduction

1.1 Background

1.1.1 Since setting up the Erewash Borough Council Citizens Panel in March 2001, Erewash Borough Council has made regular contact with Panel members. In January 2002 Erewash Borough Council commissioned MVA to conduct the third postal survey with the Erewash Citizen's Panel to explore views on three aspects of Council Services, Quality of Life and Community Priorities, Cultural Life and the Erewash Taxi Service. This report presents the findings from the survey.

1.1.2 The Panel is made up of 1000 people selected to represent as accurately as possible, the population of Erewash based on the 1999 population figures provided by Derbyshire County Council.

1.2 Structure of Report

1.2.1 The rest of this chapter is organised as follows:

- Chapter 2 outlines the survey methodology and explains how the survey returns were weighted to represent the population of Erewash.
- Chapter 3 presents the survey findings on issues concerning the Quality of Life in the area and community priorities;
- Chapter 4 presents the survey findings on Cultural Life in the area;
- Chapter 5 presents the opinions on the Erewash Taxi Service; and
- Chapter 6 draws conclusions and makes recommendations based on the survey findings.

2 Methodology and Profile of Respondents

2.1 Introduction

- 2.1.1 This chapter sets out the methodology for the third postal survey with the Erewash Citizens' Panel on Quality of Life and Community Priorities, Cultural Life and the Erewash Taxi Service.

2.2 Main Aims of Survey

- 2.2.1 Erewash Borough Council wanted to use the survey to gather information on the quality of life of residents, Derbyshire's Cultural Strategy and the Erewash Taxi Service to help them develop their services accordingly.

2.3 Questionnaire and Covering Letter

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

Covering Letter

- 2.3.2 The covering letter explained the purpose of the survey, provided a contact name and number for any queries and explained to panel members that the return address for completed questionnaires was for a company in Manchester commissioned to undertake the survey's administration and analysis on behalf of Erewash Borough Council. A copy of the covering letter can be found in Appendix A.

Questionnaire

- 2.3.3 The questionnaire was divided into sections to cover the key themes. It was ten 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 25 February 2002, survey questionnaires, covering letters and reply paid envelopes were mailed out to all Erewash Borough Panel members. Panel members were asked to complete the questionnaire and return it in the reply-paid envelope provided by Friday 8 March 2002.

2.5 Response Rate

- 2.5.1 A total of 684 questionnaires were returned from the mailout, giving a response rate of 68.4%. This response rate is well within the range we would expect for a panel survey.
- 2.5.2 Table 2.1 shows the response rate of Panel members by ward.

Table 2.1: Unweighted Response to Survey by Ward

Ward	Respondents to Survey		All Panel Members	
	No.	%	No.	%
Abbotsford	24	3.5	41	4.1
Breadsall and Morley	8	1.2	12	1.2
Breaston	33	4.8	42	4.2
Cotmanhay	33	4.8	51	5.1
Dale Abbey	10	1.5	12	1.2
Derby Road East	25	3.7	46	4.6
Derby Road West	46	6.7	57	5.7
Draycott	21	3.1	26	2.6
Ilkeston Central	28	4.1	52	5.2
Ilkeston North	19	2.8	32	3.2
Ilkeston South	23	3.4	32	3.2
Kirk Hallam North	24	3.5	32	3.2
Kirk Hallam South	15	2.2	27	2.7
Little Eaton	10	1.5	23	2.3
Little Eaton Central	34	5.0	53	5.3
Nottingham Road	45	6.6	59	5.9
Ockbrook and Borrowash	39	5.7	67	6.7
Old Park-Ilkeston	21	3.1	34	3.4
Sandiacre North	28	4.1	40	4.0
Sandiacre South	29	4.2	40	4.0
Sawley	48	7.0	63	6.3
Stanley	13	1.9	20	2.0
Victoria-Ilkeston	26	3.8	33	3.3
West Hallam	36	5.3	46	4.6
Wilsthorpe	46	6.7	60	6.0
Total	684	100.0*	1000	100.0

*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 group, gender and ward using census statistics. The weights shown were combined to produce an overall weight for each respondent, which was then applied to the data before conducting any analysis. Table 2.2 illustrates the weighting (by age and gender) by ward.

Table 2.2: Weighted Response (by Age and Gender) to Survey by Ward

Ward	Respondents to Survey		Population Figures	
	No.	%	No.	%
Abbotsford	34	5.0	3530	4.5
Breadsall and Morley	6	0.9	920	1.2
Breaston	27	3.9	3481	4.4
Cotmanhay	31	4.5	3917	4.9
Dale Abbey	7	1.0	1094	1.4
Derby Road East	30	4.4	3599	4.5
Derby Road West	41	6.0	4621	5.9
Draycott	20	2.9	1987	2.5
Ilkeston Central	36	5.3	3907	4.9
Ilkeston North	19	2.8	2226	2.8
Ilkeston South	22	3.2	2799	3.5
Kirk Hallam North	17	2.5	2543	3.2
Kirk Hallam South	21	3.1	2061	2.6
Little Eaton	14	2.0	1894	2.4
Little Eaton Central	35	5.1	3921	5.0
Nottingham Road	41	6.0	4472	5.6
Ockbrook and Borrowash	44	6.4	5459	6.9
Old Park-Ilkeston	25	3.7	2574	3.3
Sandiacre North	32	4.7	3164	4.0
Sandiacre South	30	4.4	3182	4.0
Sawley	47	6.9	4950	6.2
Stanley	11	1.6	1629	2.1
Victoria-Ilkeston	24	3.5	2807	3.5
West Hallam	29	4.2	3648	4.6
Wilsthorne	43	6.3	4887	6.2
Total	684	100.0*	79272	100.0

*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 shows the profile of respondents with and without the weighting applied and compares it with 1999 population estimates and the 1991 Census.

Table 2.3 Profile of Respondents

Respondent Characteristic	Unweighted %	Weighted %	Population Figures
			1999 Estimates
Gender			
Male	48.7	48.2	47.9
Female	51.3	51.8	52.1
			1999 Estimates
Age Group			
16-34 years	19.0	30.7	32.5
35-59 years	51.1	43.4	42.0
60 years and over	30.0	25.9	25.5
		100.0	100.00
Disability			
Yes	11.9	10.5	
No	88.1	89.5	
		100.0	
			1991 Census
Employment Status			
Employed Full Time	40.8	44.9	41.7
Employed Part Time	14.6	13.7	10.6
Self Employed	4.7	3.7	6.1
Unemployed/Looking for work	1.9	2.3	4.8
Looking after the home	6.4	5.9	
On a Government training scheme	0.1	0.4	0.7
Wholly retired from work	24.2	21.6	18.9
Full-time education	1.3	2.9	2.7
Permanently sick or disabled	4.4	3.4	3.2
Carer	1.0	1.0	
Doing something else	0.4	0.3	11.3
	100.0	100.0	100.0
			1991 Census
Ethnicity			
White British or Irish	99.7	99.8	98.6
Ethnic Minority	0.2	0.2	1.4
			100.0
			1991 Census
Housing Tenure			
Owned or mortgaged by you/family	90.9	91.6	76.0
Rented from Erewash Borough Council	5.8	5.1	16.3
Rented from Housing Association	0.6	0.6	0.9
Rented from private landlord	2.0	2.3	5.7
Other	0.4	0.4	1.0
	100.0	100.0	100.0
			1991 Census
Car Ownership			
None	11.9	11.8	29.9
One	46.9	45.4	46.4
Two	34.0	32.8	19.9
Three or more	7.3	10.0	3.8
	100.0	100.0	100.0

(Base 684 Respondents)

2.8 Analysis of Survey

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

- 2.8.2 Frequencies have been undertaken for each question on the questionnaire. Furthermore, where the number of respondents has permitted, additional crosstabulation analysis has been carried out to determine whether there were any differences in the results between gender and age groups. Where there were notable differences, these have been reported.

3 Quality of Life and Community Priorities

3.1 Introduction

- 3.1.1 Erewash Borough Council are required to collect residents' views on the quality of life in their neighbourhood to improve the facilities and services currently provided.
- 3.1.2 This chapter presents the findings from the survey with regard to questions presented in the questionnaire concerning Quality of Life and Community Priorities.

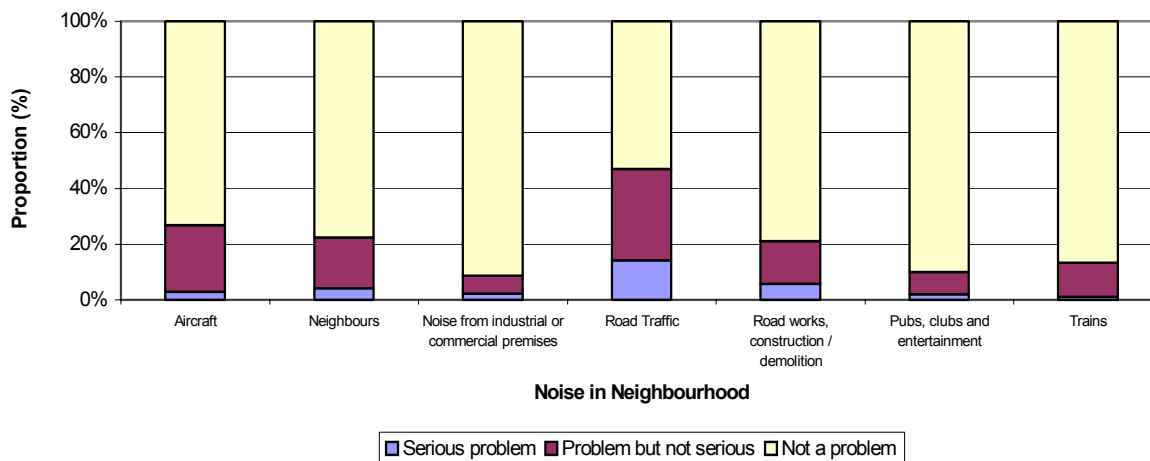
3.2 Neighbourhood

- 3.2.1 Respondents were asked to rate their level of satisfaction with their neighbourhood as a place to live on a scale of 'very satisfied', 'fairly satisfied', 'neither satisfied nor dissatisfied', 'fairly dissatisfied' or 'very dissatisfied'. More than eight out of ten respondents (86%) were very or fairly satisfied with their neighbourhood. Notably, 32% of respondents aged 60 years or over were 'very satisfied' compared with 27% of respondents aged 35 to 59 years, and 22% of respondents aged 16 to 34 years.
- 3.2.2 The majority of respondents (66%) felt there had been little change to their neighbourhood over the last two years and 28% indicated that it had become worse. Notably, 32% of males stated their neighbourhood had got worse, compared to 25% of females.

3.3 Noise Pollution

- 3.3.1 Seven types of noise pollution were presented to respondents and they were asked to indicate whether each was a 'serious problem', a 'problem, but not serious' or 'not a problem'. Figure 3.1 shows the findings.

Figure 3.1 Level of Noise Pollution in the Neighbourhood



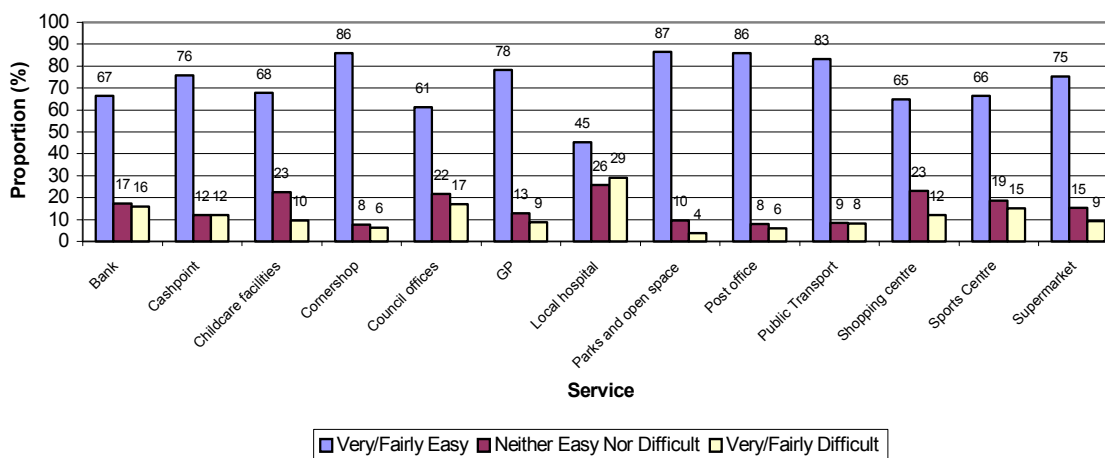
(Variable Base from 684 Respondents – See Appendix D)

- 3.3.2 As Figure 3.1 shows, road traffic was most frequently cited as a 'serious problem' or 'problem, but not serious' (47%), though only 14% of respondents considered it a serious problem. Notably 18% of respondents aged 60 years and over cited road traffic as a serious problem compared with 16% of respondents aged 35-59, and 10% of respondents aged 16 to 34 years.

3.4 Access to Services

3.4.1 Respondents were presented with a list of services and were asked to rate how easy it was to reach each service from their home, on a scale of 'very easy', 'fairly easy', 'neither easy nor difficult', 'fairly difficult', 'very difficult' and 'not relevant'. The analysis in Figure 3.2 excludes the 'not relevant' responses.

Figure 3.2 Access to Services and Facilities from Home



(Variable Base from 684 respondents – See Appendix D)

3.4.2 As Figure 3.2 illustrates, more than eight out of ten respondents indicated parks and open spaces, the Post Office, the corner shop and public transport facilities were very or fairly easy to reach from their home (i.e. 87%, 86%, 86% and 83% of respondents respectively).

3.4.3 Just under a third of respondents (29%) indicated that their local hospital was very or fairly difficult to access from their home, and in particular, 7% stated that they found it 'very difficult'.

3.5 Satisfaction with Service Provision

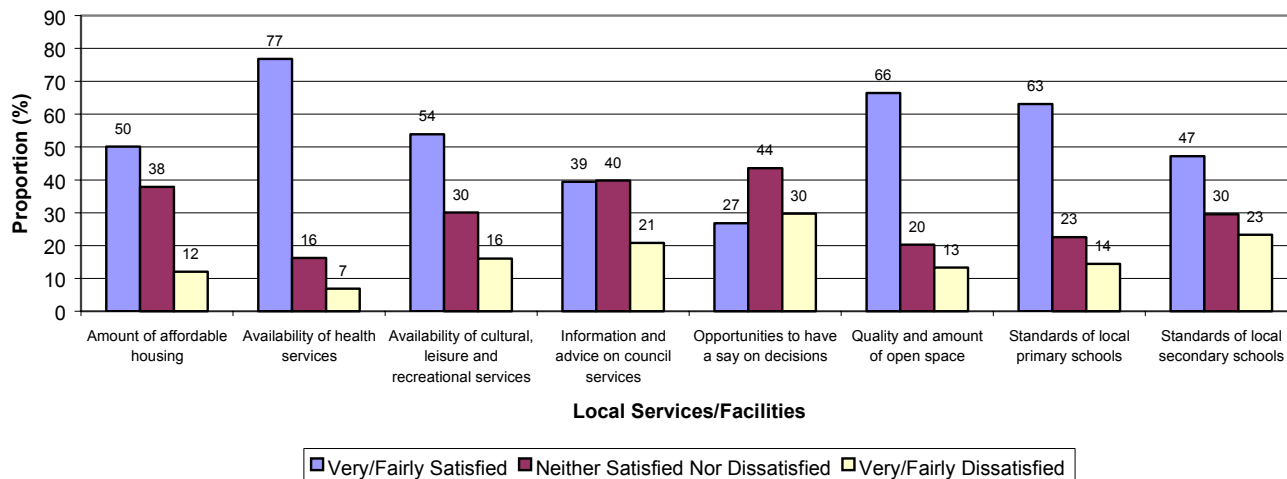
3.5.1 Respondents were presented with aspects concerning their local area in terms of local services and facilities, and issues related to the economy and transport. They were asked to rate each aspect on a scale of 'very satisfied', 'fairly satisfied', 'neither satisfied nor dissatisfied', 'fairly dissatisfied', 'very dissatisfied', and 'don't know'. Notably, there was a high response rate under the 'don't know' category for 'standards of local primary schools (35%)', 'standards of local secondary schools' (35%), 'training opportunities, (34%) and 'job opportunities' (23%). The analysis excluded the 'don't know' category.

Local Services and Facilities

3.5.2 Figure 3.3 shows the analysis with regard to local services and facilities. Overall, there was a reasonably high level of satisfaction with local services and facilities as more than half of respondents were very or fairly satisfied with half of the aspects listed.

3.5.3 In particular, a high level of respondents were very or fairly satisfied with 'availability of health services' (77%), 'quality and amount of open space' (66%) and 'availability of cultural, recreational and leisure services' (54%).

Figure 3.3 Level of Satisfaction with Local Services and Facilities



(Variable Base from 684 respondents – See Appendix D)

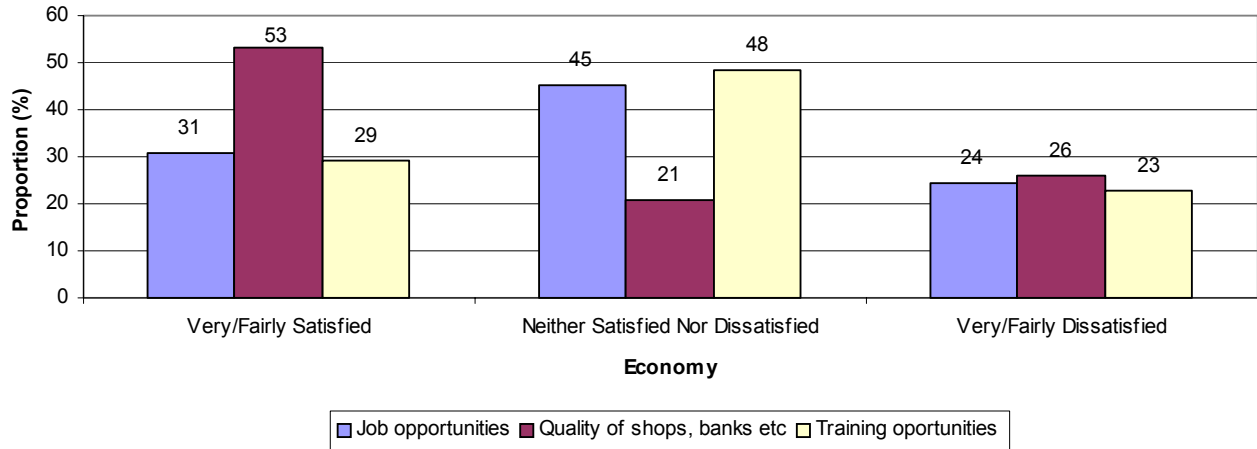
3.5.4 However, almost a third of respondents (30%) were very or fairly dissatisfied with ‘opportunities to have a say on decisions affecting local services such as health, housing and transport’, and just over one in five respondents were very or fairly dissatisfied with ‘information and advice on Council services’ (21%).

3.5.5 Notably, a larger proportion of younger respondents (i.e. aged 16 to 34 years) were very or fairly dissatisfied with ‘information and advice on Council services’ (25%) and the ‘availability of cultural, recreational and leisure services’ (22%). This compares with 20% and 14% of respondents aged 35 to 59 years and 18% and 12% of those aged 60 years or over respectively. There was also a higher level of dissatisfaction on ‘opportunities to have a say on decisions affecting local services such as health, housing and transport’ among respondents aged 35 to 59 years (33%) and aged 16 to 34 years (32%) compared to respondents aged 60 years and over (21%).

Economy

3.5.6 Figure 3.4 shows respondents’ level of satisfaction with aspects associated with the economy. Over half of respondents (53%) were very or fairly satisfied with the ‘quality of shops, banks etc’, whereas 24% of respondents were very or fairly dissatisfied with ‘job opportunities’.

Figure 3.4 Level of Satisfaction with the Economy

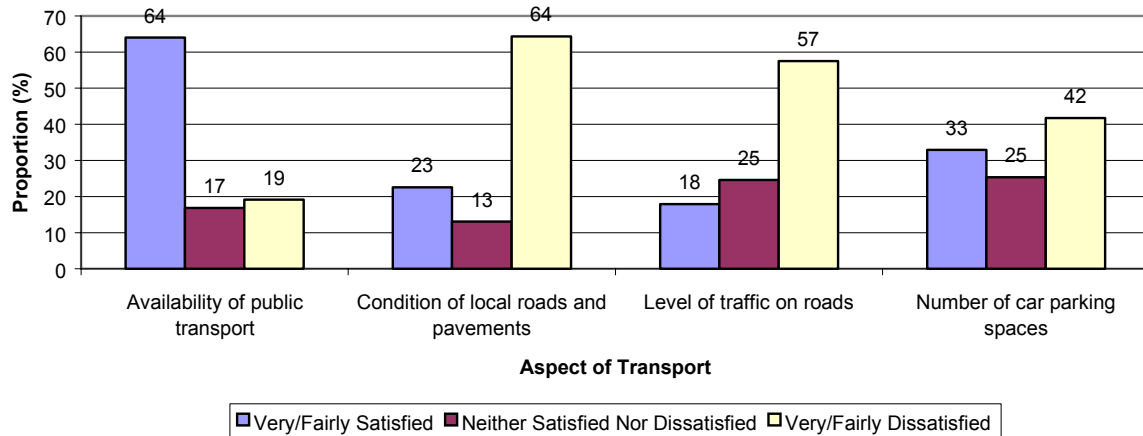


(Variable Base from 684 respondents – See Appendix D)

Transport

- 3.5.7 The level of satisfaction of respondents with aspects concerning transport were also determined and the analysis is shown in Figure 3.5.
- 3.5.8 More than six out of ten respondents (64%) were very or fairly dissatisfied with the 'condition of local roads and pavements', more than half (58%) were very or fairly dissatisfied with the 'level of traffic on roads' and 42% of respondents were very or fairly dissatisfied with the 'number of car parking spaces'. However, as Figure 3.5 illustrates, more than six out of ten (64%) were very or fairly satisfied with 'availability of public transport.'
- 3.5.9 Notably, a larger proportion of older respondents were very or fairly dissatisfied with the 'condition of local roads and pavements' compared with younger respondents. In particular (figures in brackets show respective percentages for respondents aged 16 to 34, 35 to 59 and those aged over 60 years) 'condition of local roads and pavements' (57%, 64% and 74% within the three age groups respectively).

Figure 3.5 Level of Satisfaction with Transport



(Variable Base from 684 respondents – See Appendix D)

3.6 Priorities

3.6.1 The questionnaire presented a list of issues associated under the following headings:

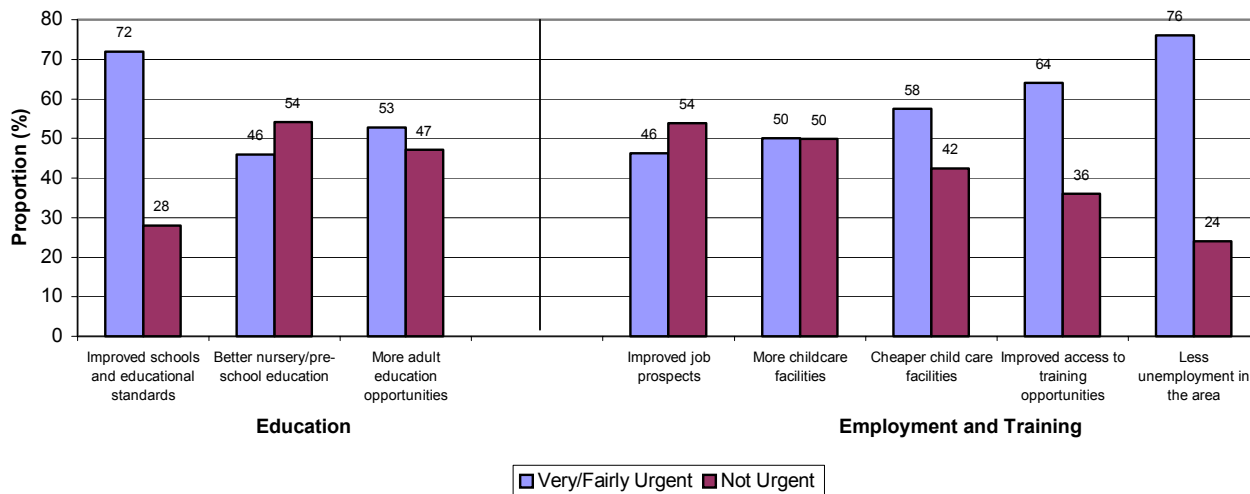
- Education;
- Employment and training;
- Environment;
- Health;
- Housing;
- Information;
- Leisure; and
- Transport.

3.6.2 Respondents were asked to indicate how urgently they felt each issue needed addressing in their local area as 'very urgently', 'fairly urgently' or 'not urgently.'

Education, Employment and Training

3.6.3 Figure 3.6 shows the analysis relating to education, employment and training issues.

Figure 3.6 Priorities Concerning Education, Employment and Training Provision



(Variable Base from 684 Respondents – See Appendix D)

3.6.4 The top two issues concerning education provision that respondents felt needed addressing very or fairly urgently were:

- Improved schools and educational standards (72%); and
- More adult educational opportunities (53%).

3.6.5 The top three issues concerning employment and training provision that respondents felt needed addressing very or fairly urgently were:

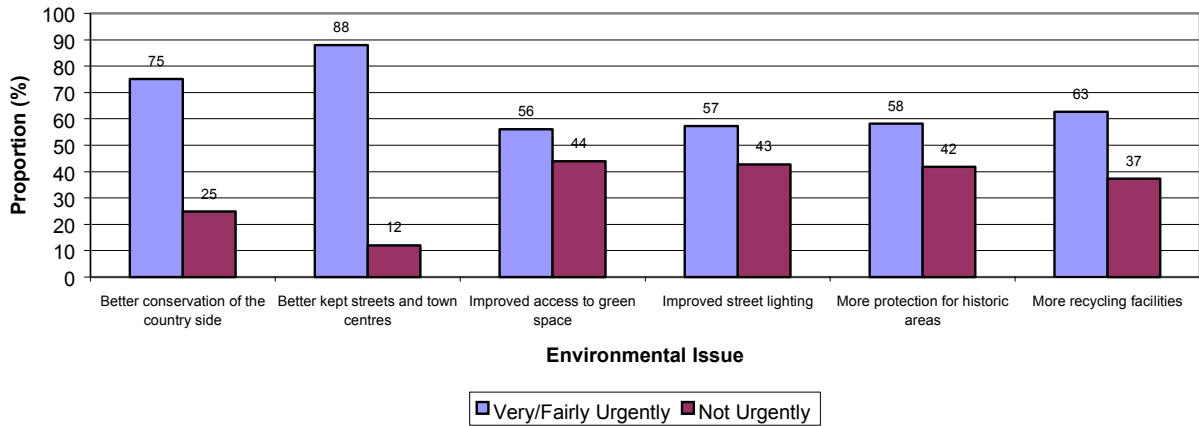
- Less unemployment in the area (76%);
- Improved access to training opportunities (64%); and
- Cheaper childcare facilities (58%).

Environment

3.6.6 Figure 3.7 shows the analysis relating to environmental issues. The top three issues concerning the environment that respondents felt needed addressing very or fairly urgently were:

- Better kept streets and town centres (88%);
- Better conservation of the countryside (75%); and
- More recycling facilities (63%).

Figure 3.7 Priorities Concerning Environmental Issues



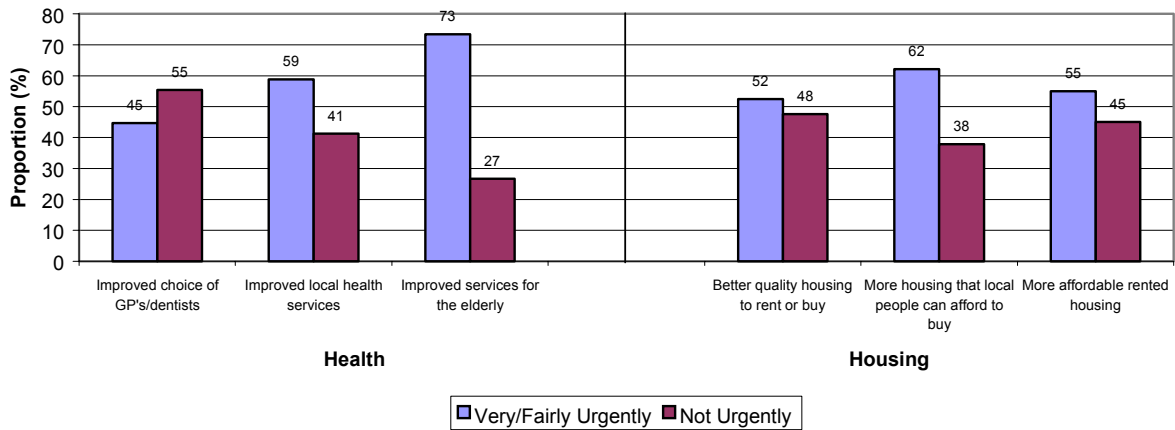
(Variable Base from 684 respondents – See Appendix D)

Health and Housing

3.6.7 Figure 3.8 shows the analysis relating to health and housing issues. The top two issues concerning health provision that respondents felt needed addressing very or fairly urgently were 'improved services for the elderly' (73%) and 'improved local health services' (59%).

3.6.8 The top two issues concerning housing provision that respondents felt needed addressing very or fairly urgently were 'more housing that local people can afford to buy' (62%) and 'more affordable rented housing' (55%).

Figure 3.8 Priorities Concerning Health and Housing Provision



to buy' (62%) and 'more affordable rented housing' (55%).

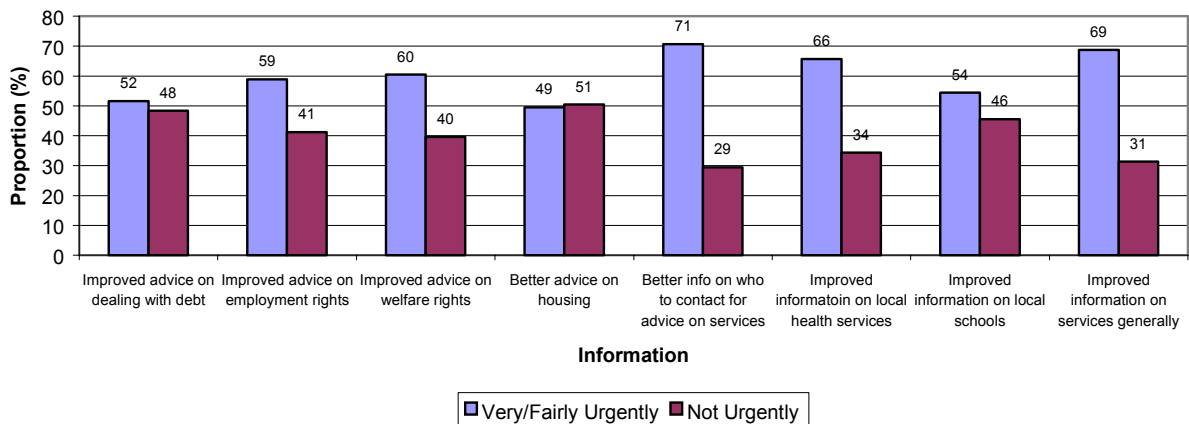
(Variable Base from 684 respondents – See Appendix D)

Information

3.6.9 Figure 3.9 shows the analysis relating to the provision of information issues. The top three issues concerning the provision of information that respondents felt needed addressing very or fairly urgent were:

- Better information about who to contact for advice on local services (71%);
- Improved information on services generally (69%); and
- Improved information on local health services (66%).

Figure 3.9 Priorities Concerning Information Provision



(Variable Base from 684 respondents – See Appendix D)

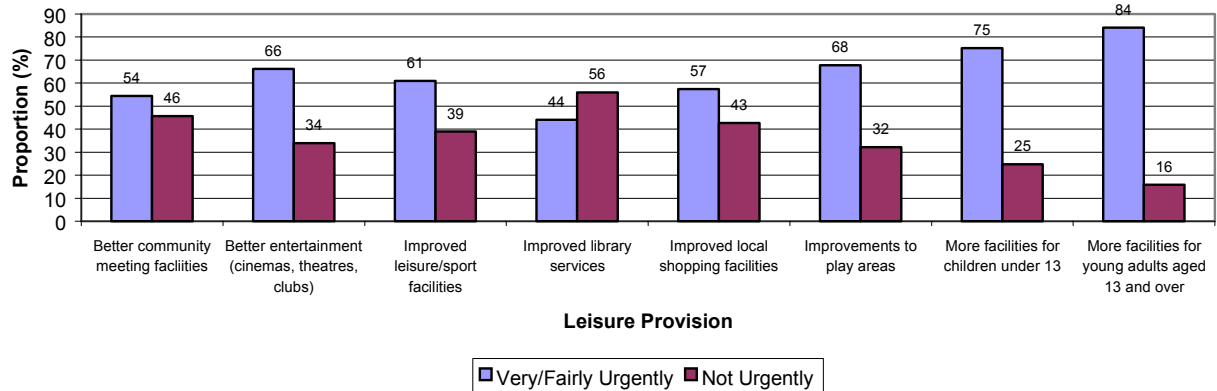
Leisure

3.6.10 Figure 3.10 shows the analysis relating to the leisure provision. The top three issues concerning leisure provision that respondents felt needed addressing very or fairly urgently were:

- More facilities for young adults aged 13 and over (84%);
- More facilities for young children under 13 (75%); and
- Improvements to play areas (68%).

3.6.11 Notably, in terms of 'improved library service', a larger proportion of younger respondents felt addressing this issue was very or fairly urgent (i.e. 50% of 16 to 34 years, 45% of 35 to 59 years and 23% of those aged 60 and over).

Figure 3.10 Issues Concerning Leisure Provision to Address



(Variable Base from 684 respondents – See Appendix D)

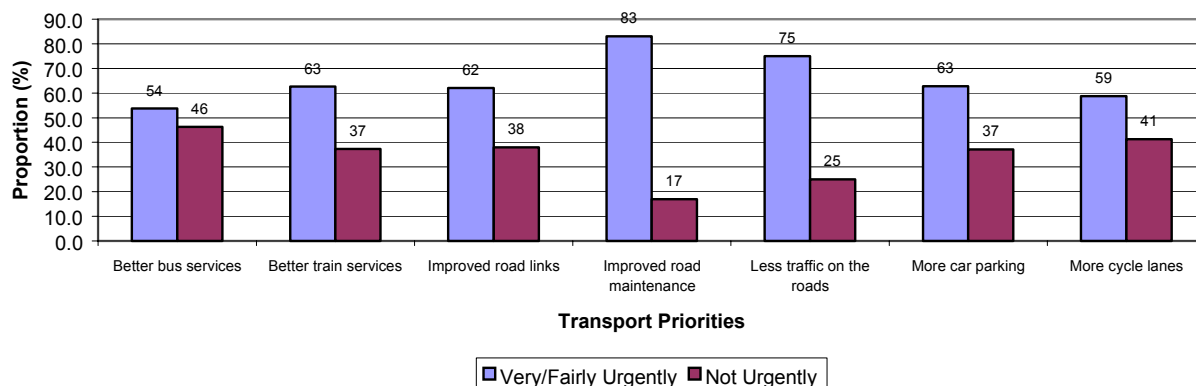
Transport

3.6.12 Figure 3.11 shows the analysis relating to transport issues. The top three priorities concerning transport that respondents felt needed addressing very or fairly urgently were;

- Improved road maintenance (83%);
- Less traffic on the roads (75%); and
- More car parking and better train services (63%).

3.6.13 Though the provision of better train services was seen as a very or fairly urgent priority (63%), 64% of respondents did state that they were very or fairly satisfied with the 'availability of public transport' (see Figure 3.5).

Figure 3.11 Priorities Concerning Transport Provision



(Variable Base from 684 respondents – See Appendix D)

3.7 Most Important Issues to Address

3.7.1 From the issues listed under the above headings, respondents were asked to identify, overall, the six most important issues in order of priority that would make the greatest difference to them. The most important issues, in terms of priority were:

- Improved road maintenance (12%);
- Less traffic on the roads (10%); and
- Better kept streets and town centres (9%)

3.7.2 The aggregated responses of the top six issues identified by each respondent were (multiple responses applicable):

- Improved road maintenance (48%);
- More facilities for over 13s (41%);
- Better kept streets and town centres (40%);
- Less traffic on the roads (34%);
- More facilities for under 13 (24%); and
- Better entertainment such as cinemas, theatres and clubs (23%).

3.7.3 Respondents were asked to identify 'other' issues they thought needed to be addressed in their local area. The most frequently mentioned responses were:

- Better litter cleaning (17%);
- More police patrols (11%);
- Crime (6%); and
- Facilities for young people (6%).

4 Cultural Life

4.1 Introduction

4.1.1 The Local Cultural Strategy for Derbyshire is currently being prepared by Erewash Borough Council and Derbyshire County Council. The purpose of the Strategy is to enable residents and businesses to enjoy and develop a vibrant cultural life. Culture is a broad term and includes sport, music, broadcasting, tourism, the arts, the environment, social activities and spirituality.

4.1.2 This chapter presents findings from the survey with regard to questions presented in the questionnaire concerning cultural life in the area.

4.2 Favourite Leisure Activities

4.2.1 Respondents were provided with a list of leisure pursuits and asked to choose three, indicating their top favourite, second favourite and third favourite.

4.2.2 The top three activities listed as respondents favourite and second favourite activities (percentages listed respectively) were:

- Socialising and nightlife (25%, 16%);
- Countryside activities (23%, 14%); and
- Active recreation (12%, 14%).

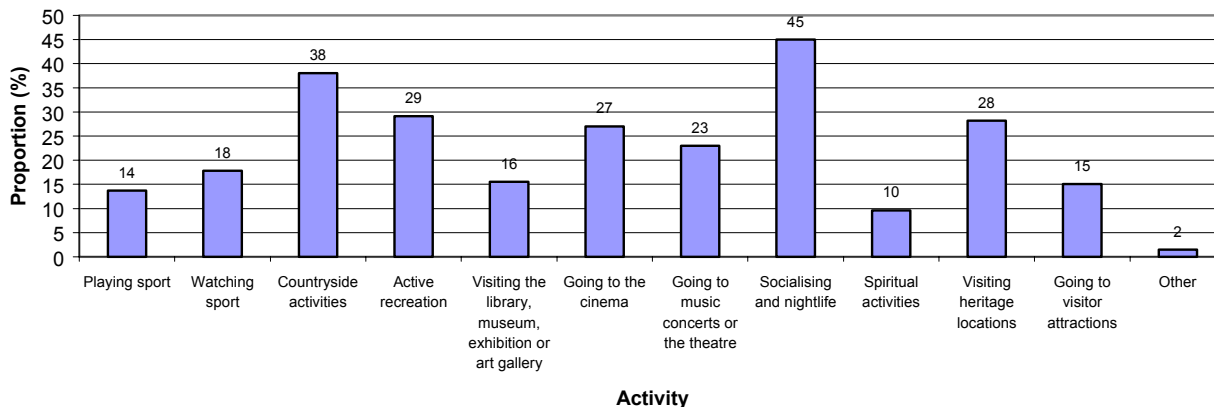
4.2.3 The top three activities listed as respondents third favourite activities were:

- Going to the cinema (16%);
- Socialising and nightlife (14%); and
- Visiting heritage locations (13%).

4.2.4 Figure 4.1 shows the aggregated responses for the top three favourite activities. The four most frequently mentioned activities from the aggregated three most favourite activities, were:

- Socialising and nightlife (45%);
- Countryside activities (38%);
- Active recreation (29%); and
- Visiting heritage locations (28%).

Figure 4.1 Aggregated Responses for Three Most Favourite Activities

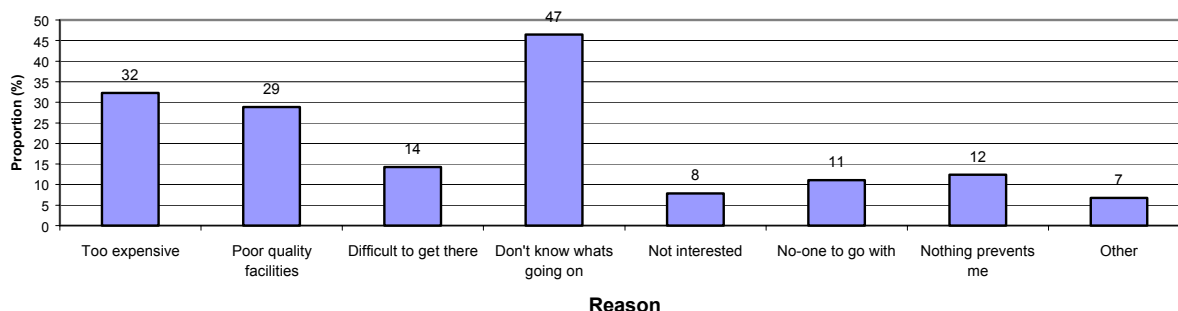


(Base 684 Respondents)

4.2.5 Respondents were asked how far they usually travelled for their leisure/cultural interest. More than six out of ten (64%) indicated they travelled locally (i.e. within ten miles) and 29% travelled further afield. In terms of city destinations, the most likely places respondents travelled to were Nottingham (61%), Derby (31.3%) and Birmingham (3%).

4.2.6 Almost six out of ten respondents (56%) indicated that they would like to participate more in leisure/cultural activities in their area. Respondents were asked what prevented them from participating more. The results of this analysis are shown in Figure 4.2.

Figure 4.2 Respondents Reasons for not Participating in Leisure/Culture



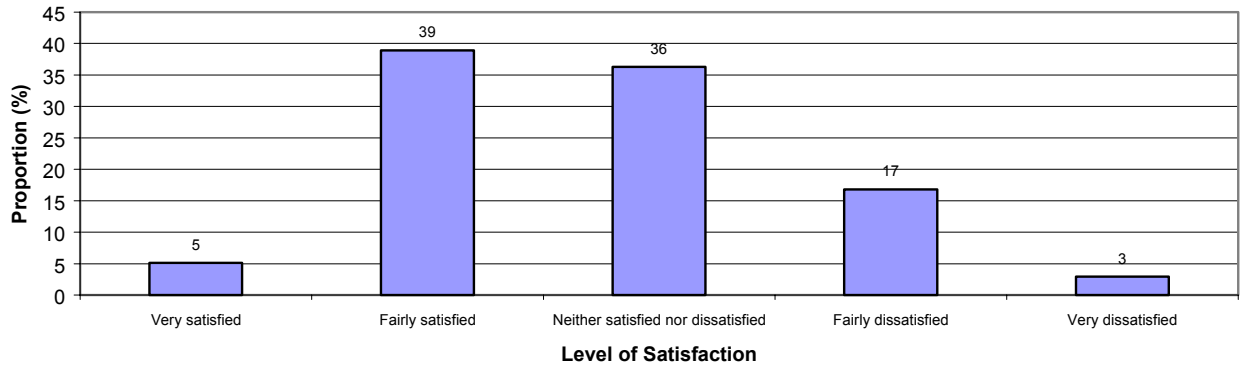
(Base 372 Respondents)

4.2.7 Of those respondents who indicated that they would like to participate more in leisure/cultural activities in their area, almost half (47%) indicated they 'did not know what was going on', 32% felt activities in their area were 'too expensive' and 29% stated 'poor quality facilities'. Of the 25 respondents who mentioned 'other' reasons, 18 mentioned 'lack of time/family commitments'.

4.3 Cultural Educational Opportunities

4.3.1 Respondents were asked to rate their level of satisfaction with the cultural educational opportunities available locally, such as music, art and sports in schools, the library service, educational opportunities for older people and cultural activities

Figure 4.3 Level of Satisfaction with Availability of Cultural Educational Opportunities in the Locality



for young people out of school. Figure 4.3 illustrates the analysis.

(Base 670 Respondents)

4.3.2 More than four out of ten respondents (44%) were very or fairly satisfied with the availability of cultural educational opportunities and one in five (20%) indicated that they were very or fairly dissatisfied.

4.3.3 Respondents were asked to indicate which cultural/educational opportunities they would give the highest priority (multiple responses applicable). The most frequently cited responses were:

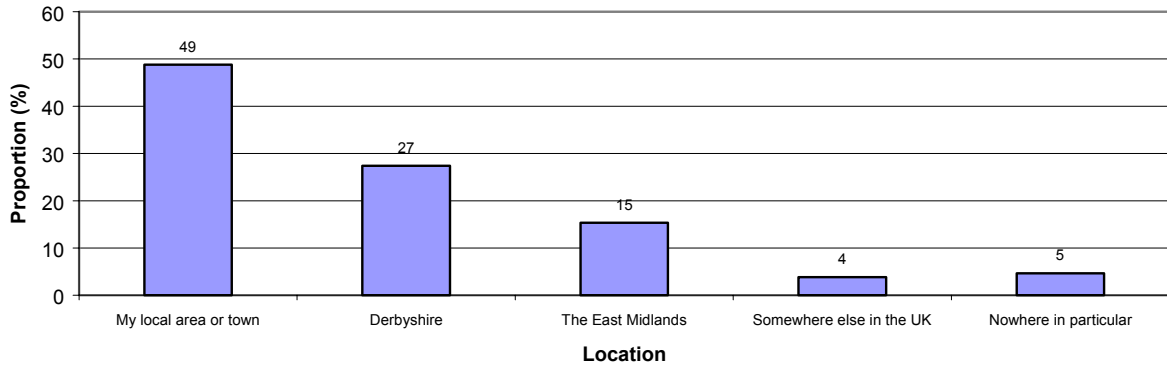
- Cultural activities for young people out of school (35%);
- Music, arts and sports (31%);
- Educational opportunities for older people (17%); and
- The library service (15%).

4.3.4 Notably, in terms of those respondents who indicated the library service, was a priority, a higher proportion were aged 60 years and over (26%) compared with those aged 34 to 59 years (14%) and those aged 16 to 34 years (7%).

4.4 Sense of Local Identity

4.4.1 In terms of a sense of local identity, respondents were asked where exactly they felt they belonged to, Figure 4.4 illustrates the analysis excluding the category 'not a relevant question to me' cited by 5% of respondents.

Figure 4.4 Sense of Local Identity



(Base 641 Respondents)

- 4.4.2 Almost half of respondents (49%) felt they belonged to their 'local area or town' and 27% stated that they felt a sense of belonging to Derbyshire.
- 4.4.3 Of the 21 respondents who indicated they felt a sense of belonging to 'somewhere else in the UK', 11 respondents felt they belonged to Nottinghamshire and four respondents felt a sense of belonging to London.

5 Erewash Taxi Service

5.1 Introduction

5.1.1 This chapter presents the findings from the survey with regard to questions presented in the questionnaire concerning the Taxi Service in Erewash.

5.2 Frequency of Use in Last Twelve Months

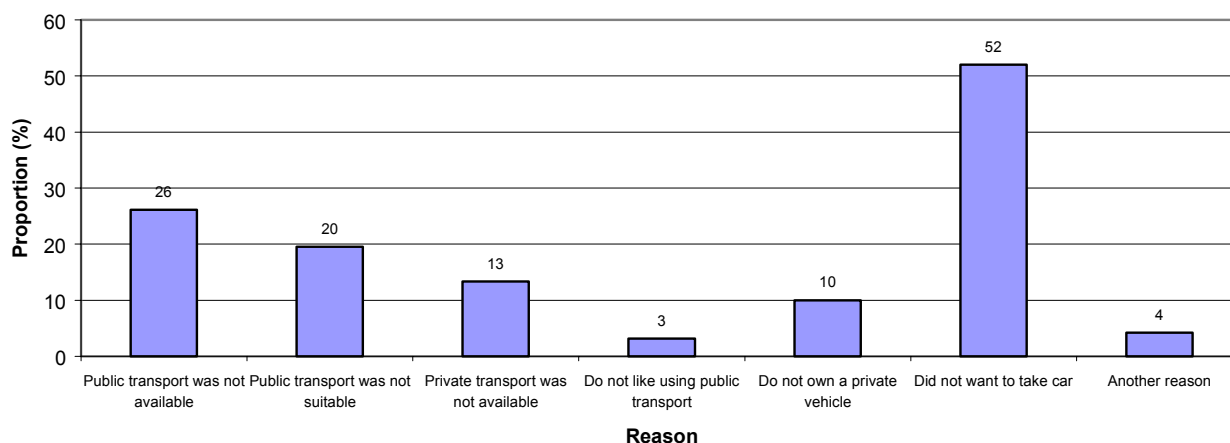
5.2.1 Respondents were asked how frequently they used the taxi service in Erewash in the last 12 months. The majority of respondents who used the taxi service indicated that they used the taxi service 'once in the last three months' (26%), followed by 'once a year' (17%) and then 'once a month' (14%). Notably, 31% of respondents stated that they had not used the taxi service at all in the last 12 months.

5.2.2 Of the 210 respondents who stated that they had never used the taxi service in Erewash, the majority were aged 60 and over (43%), compared with 34% of respondents aged 35 to 59 and 16% aged 16 to 34 years.

5.3 Reasons for Use of Taxi Service

5.3.1 Respondents were provided with a list of reasons for making their last taxi journey in Erewash and asked to indicate which applied to them. The results of the analysis are shown in Figure 5.1.

Figure 5.1 Reasons for using the Taxi Service in Erewash



(Base 471 Respondents)

5.3.2 More than half of respondents (52%) indicated that they used the taxi service as they did not want to take their car, and just over a quarter (26%) stated it was because public transport was not available. Notably of the respondents who did not want to take their car, 46% were aged between 35 and 59 years, 36% aged 16 to 34 years and 18% aged 60 years and over.

5.4 Origin and Destination of Last Taxi Journey in Erewash

5.4.1 Respondents were asked to identify where their last taxi journey in Erewash started, and finished. The top three destinations that taxi journeys started were as follows;

- Ilkeston (31%);

- Long Eaton (29%); and
- Sandiacre (7%).

5.4.2 Of those journeys that started in Long Eaton, the majority of respondents were aged either 16 to 34 years or 35 to 59 years (34% and 33%, respectively) compared to 23% of respondents aged 60 and over. However, of the journeys made from Long Eaton, the majority of respondents were aged 60 and over (34%), compared with 28% of those aged 35 to 59 years and 27% aged 16 to 34.

5.4.3 The top three destinations for respondents last taxi journey to finish were;

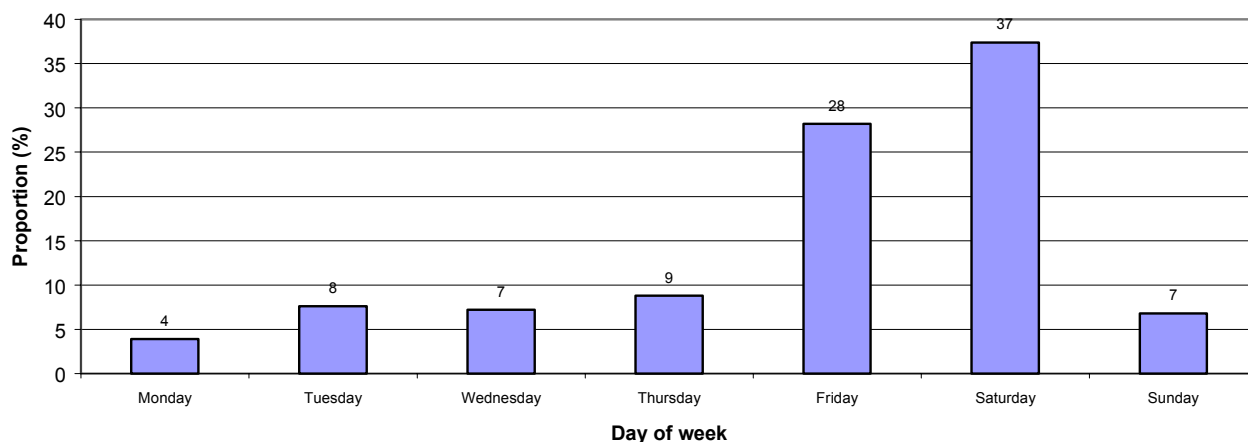
- Ilkeston (25%);
- Nottingham (18%); and
- Long Eaton (15%).

5.4.4 Of the journeys made from and to Ilkeston, a higher proportion were made by females (61% from Ilkeston and 63% to). However, of the journeys made to Nottingham, a higher proportion were made by males (60%).

5.5 Day and Time of Last Taxi Journey in Erewash

5.5.1 Respondents were asked on which day of the week they made their last taxi journey and the results can be seen in Figure 5.2.

Figure 5.2 Day of Week of Last Taxi Journey



(Variable Base from 471 Respondents)

5.5.2 The most popular days for taxi journeys were Saturday (37%) and Friday (28%), and the least popular day for taxi journeys in Erewash was Monday. The majority of respondents who made taxi journeys on Friday or Saturday were aged 16 to 34 years (35% Friday and 45% Saturday), this compares with 25% (Friday) and 37% (Saturday) of respondents aged between 35 and 59 years and 22% (Friday) and 23% (Saturday) of respondents aged 60 years and over.

5.5.3 With regard to the time of day of the last taxi journey made, over half were made in the evening (55%), with the remaining journeys spread fairly evenly between early morning (13%), morning (18%), afternoon (14%). A higher percentage of

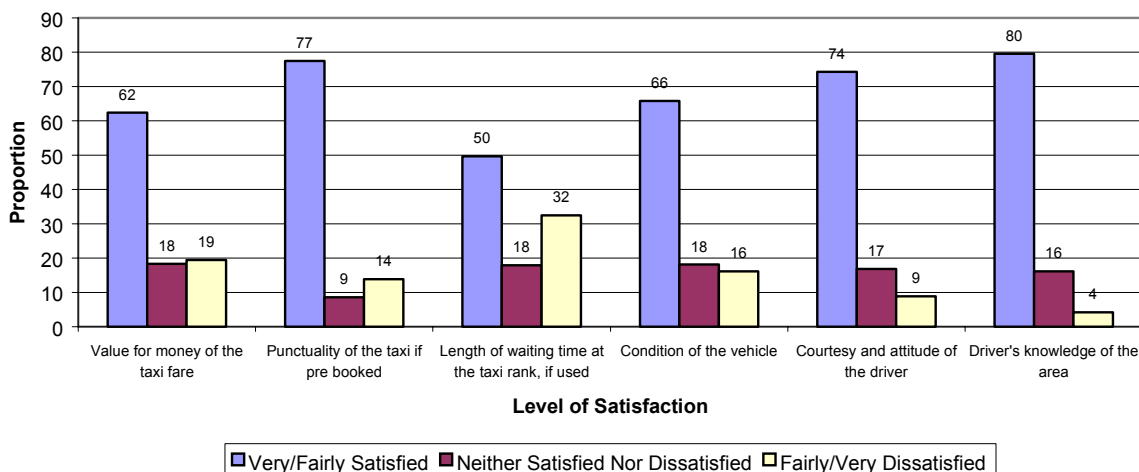
respondents aged 16 to 34 started their last taxi journey in the evening (70%), compared to 55% of respondents aged 35 to 59 years and 28% of respondents aged 60 years and over.

5.6 Satisfaction with Aspects of Last Taxi Journey in Erewash

5.6.1 Respondents were presented with a list of aspects concerning their last taxi journey in Erewash and were asked to rate their level of satisfaction on a scale of 'very satisfied', 'fairly satisfied', 'neither satisfied nor dissatisfied', 'fairly dissatisfied', 'very dissatisfied', or 'not applicable'. The analysis excluded the 'not applicable' category.

5.6.2 Figure 5.3 shows the analysis with regard to the satisfaction with last taxi journey in Erewash. Overall there was a very high level of satisfaction with more than six out of ten respondents very or fairly satisfied with five out of the six aspects listed.

Figure 5.3 Level of Satisfaction with Last Taxi Journey in Erewash



(Base 471 Respondents)

5.6.3 In particular, a high level of respondents were very or fairly satisfied with 'driver's knowledge of the area' (80%), 'punctuality of the taxi if pre booked' (78%) and 'courtesy and attitude of the driver' (74%).

5.6.4 However, a third of respondents (33%) were very or fairly dissatisfied with the 'length of waiting time at the taxi rank' and one in five respondents were very or fairly dissatisfied with the 'value for money of the taxi fare' (20%).

5.6.5 Notably, a larger percentage of older respondents (i.e. aged 60 years and over) were very or fairly satisfied with the 'driver's knowledge of the area' (89%), and 81% of 35 to 59 years, this compares to 70% of respondents aged 16 to 34 years. A higher percentage of the older respondents (i.e. aged 60 years and over, and 35 to 59 years) were also very or fairly satisfied with the punctuality of the taxi if pre booked (87% and 72% respectively) compared with 58% of respondents aged 16 to 34 years.

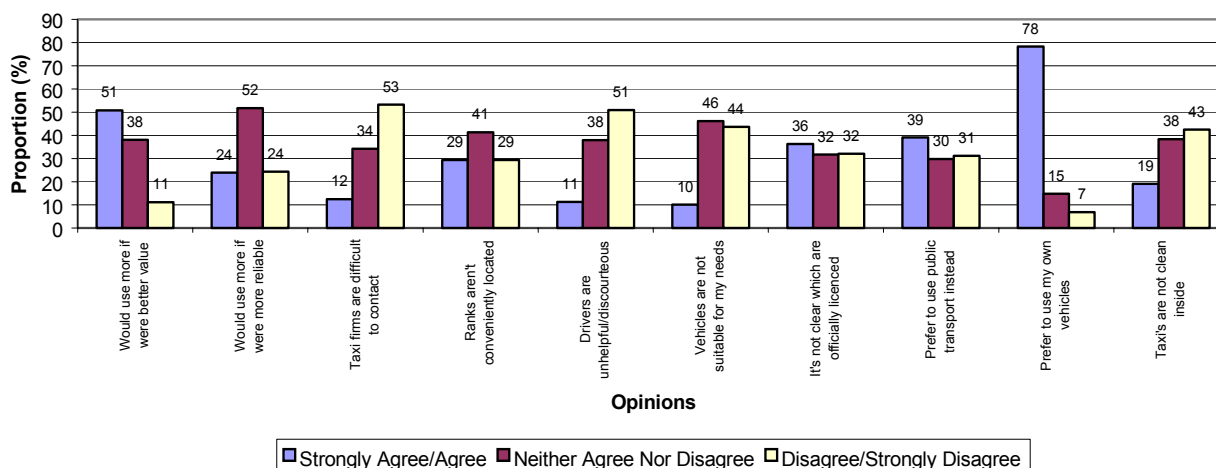
5.6.6 However, the level of dissatisfaction was higher amongst younger residents (i.e. those aged 16 to 34 years) as 20% were very or fairly dissatisfied with 'length of time waiting at the taxi rank', compared to 8% of respondents aged 35-59 years, and 4% aged 60 years and over. Similar results occurred concerning 'value for

money of the taxi fare’, as 34% of respondents aged 16 to 34 claimed they were very or fairly dissatisfied, compared with 13% of respondents aged 35 to 59 years and 8% of respondents aged 60 years and over.

5.7 Views on Taxis in Erewash

5.7.1 Ten statements concerning taxis in Erewash were presented and respondents were asked to state if they ‘strongly agreed’, ‘agreed’, ‘neither agreed nor disagreed’, ‘disagreed’, ‘strongly disagreed’ or ‘don’t know’. The analysis in Figure 5.4 excludes the ‘don’t know’ responses.

Figure 5.4 Opinions on the Taxi Service in Erewash



(Variable Base from 684 Respondents)

5.7.2 Almost eight out of ten respondents (78%) preferred using their own vehicle rather than taxis in Erewash, and 51% claimed that they would use taxis more if they were better value for money. This last statement is particularly significant to younger residents, as 54% of respondents aged 16 to 34 years agreed or strongly agreed with this statement, compared to 46% of respondents aged 35 to 59 years and 31% aged 60 years and over.

5.7.3 More than half of the respondents (53%) either disagreed or disagreed strongly that ‘taxi firms are difficult to contact’ and 51% disagreed or strongly disagreed that ‘taxi drivers are unhelpful/discourteous’.

5.7.4 A larger proportion of younger respondents agreed or strongly agreed with several issues compared with older respondents. In particular differences amongst age groups were noted for the following statement (figures in brackets show respective percentages for respondents aged 16 to 34, 35 to 59 and those aged over 60 years):

- Would use taxi’s if they were more reliable (29%, 19%, 10% within the three age groups respectively);
- Taxi ranks are not conveniently located (32%, 21%, 18% within the three age groups respectively); and
- It is not clear which taxi’s are officially licensed (43%, 25%, 22% with the three age groups respectively).

5.7.5 Respondents were asked to indicate any suggestions they had for ways in which the taxi service in Erewash could be improved. The most frequently mentioned ideas were:

- By monitoring the rates charged (17%);
- Better cars (12%);
- Improving arrival times with prior bookings (10%);
- More cars (10%);
- Presentation of Drivers (6%); and
- No Smoking Taxi Drivers (6%).

6 Conclusions and Recommendations

6.1 Restatement of Survey Aims

6.1.1 The postal survey with the Erewash Citizens' Panel aimed to gather information on three aspects of council services and activities, on

- The Quality of Life of residents;
- Erewash Cultural strategy; and
- Erewash Taxi service.

6.2 Conclusions and Recommendations

Quality of life and Community Priorities

6.2.1 In terms of local services and facilities, there was considerable satisfaction with the availability of health services such as GP services and dentist, the quality and amount of open space and the availability of cultural, recreational and leisure services. However, almost a third of respondents were dissatisfied with opportunities to have a say on decisions affecting local services such as health, housing and transport, and a fifth were dissatisfied with information and advice on Council services. With regard to the economy, there was a fair amount of dissatisfaction with job opportunities and training opportunities. Dissatisfaction with transport services and facilities was particularly noticeable, especially regarding the condition of local roads and the level of traffic on the roads.

6.2.2 Overall, the analysis indicated the most important issue to address is improvements to the roads. Therefore, it is recommended that the Borough Council works with the County Council to prioritise where improvements to the condition of roads are required. Other important issues to address were more facilities for over 13s, better kept streets and town centres and less traffic.

6.2.3 In addition to this and from the analysis of the very or fairly urgent priorities identified in terms of service provision, it is recommended further consideration is made of the following issues:

Education

- Improved schools and educational standards; and
- More adult educational opportunities.

Employment and Training

- Less unemployment in the area;
- Improved access to training opportunities; and
- Cheaper childcare facilities.

Environment

- Better kept streets and town centres;
- Better conservation of the countryside; and
- More recycling facilities.

Health

- Improved services for the elderly; and
- Improved local health services.

Housing

- More housing that local people can afford to buy; and
- More affordable rented housing.

Transport

- Improved road maintenance;
- Less traffic on the roads;
- More car parking; and
- Better train services.

Information

- Better information about who to contact for advice on local services;
- Improved information on services generally; and
- Improved information on local health services.

Leisure

- More facilities for young adults aged 13 and over;
- More facilities for young children under 13; and
- Improvements to play areas.

Cultural Life

6.2.4 Many respondents indicated that they would like to participate more in leisure/cultural activities in their area, however, almost half did not participate because they 'did not know what was going on', and some sited 'poor quality facilities, and felt activities in their area were 'too expensive'. It is therefore recommended in the first instance, that Erewash Borough Council explores ways to raise awareness of activities available locally and considers examining the quality of services provided and the charges for these activities. Whilst considering improving the publicity of activities available it is important to note the most common and favoured activities undertaken by respondents were socialising and nightlife, countryside activities, active recreation, going to the cinema and visiting heritage locations.

Erewash Taxi Service

6.2.5 The use of the taxi service amongst respondents was relatively infrequent if at all. A third of respondents never used the service, a quarter once in the last

three months and almost one fifth only once a year. When respondents did use the taxi service it was usually because they did not want to take a car, or public transport was not available/suitable.

- 6.2.6 The most popular origin/destination for the majority of taxi journeys were Ilkeston, Long Eaton and Sandiacre, although Nottingham also proved to be a popular destination. Of those taxi journeys made, Friday and Saturday evenings were the most popular times to use the service as almost seven out of ten journeys were made at this time, whilst Monday was the least popular day.
- 6.2.7 Overall there was a high level of satisfaction with the taxi service, especially with drivers knowledge of the area and punctuality of the taxi if pre booked. However, there was some dissatisfaction with the length of waiting time at the taxi rank and the value for money of the taxi fare. This last point is very significant as more than half of the respondents claimed that they would use taxis more if they were better value for money and the most popular suggestion for improving the service would be to monitor the rates charged.