



Listening Learning Leading

South Oxfordshire Residents' Survey 2018

SUMMARY REPORT

Findings of a survey which tracked residents' attitudes and satisfaction with the council

July 2018



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SUMMARY

This report provides a summary of the residents' survey undertaken by M·E·L Research on behalf of South Oxford District Council during January and February 2018.

The survey sought to measure residents' attitudes towards the council and the services it provides. It also gathered information about what influences these views.

Findings from the survey are used to monitor performance of council services and track delivery against corporate plan objectives over time. The information gathered is useful for identifying aspects of the council's work that require improvement and provides evidence to support decisions on spending priorities for future years.

Fieldwork was carried out using a randomly selected face-to-face, doorstep quota survey of residents which repeated questions used in previous years allowing for the longitudinal tracking of results over time.

A total of 1,100 people were surveyed, comprising residents from both urban and rural areas, from all age groups and covering the full range of employment types. In this way we ensured we heard the views of all types of residents.

We found that:

- Whilst residents' attitudes towards the council are still generally positive, there are several areas where the reputation of the councils has slightly decreased. For example, over three-quarters of residents remained satisfied with how the council runs things. The same number of people thought that the quality of services was good overall, however this was down four percentage points on the last survey conducted in 2015. Satisfaction that the council provides value for money has decreased to 63 per cent of residents from a previous high of 68 per cent in the same period.
- The survey saw an increase in the number of residents who agreed that the council treats all parts of the district equally (currently six out of every ten residents) and does a good job for people like them (three out of four residents).
- However, when it comes to responsiveness to residents, there were large increases in negative attitudes in terms of the council being too impersonal and remote, and needing to make more of an effort to find out what people want. A larger proportion of residents also felt that they cannot influence decisions (38 per cent) compared to those who thought they can (32 per cent).
- The proportion of residents who said they feel informed by the council has decreased slightly since 2015 (to 71 per cent). Most say they currently get information about the work of the council via it's website (64 per cent). Of those who contacted the council, the majority said their experience was positive, however nearly three out of ten people said they were dissatisfied with the time it took to resolve their query.

- **User satisfaction with about half of the services provided by the council has improved, with significant increases in the number of people who said they were satisfied with their experience of the service provided environmental protection and licencing teams. This compares to a slight drop in satisfaction for remaining services, of which planning and benefits decreased the most.**
- **Waste and recycling continues to be the top performing service area for resident satisfaction. We also found that the services residents rate as the most important are also the services with the highest levels of user satisfaction.**
- **Improving job opportunities and supporting housing delivery in the local area are priorities for the councils. When asked, two-thirds of residents agreed that there are a good range of job opportunities and half agree that they can buy or rent housing that meets their needs. The cost of housing locally was an issue that nearly one in five residents mentioned.**
- **The councils are also investing significant resources in the improvement of Didcot. In this respect, over six out of ten residents agreed that the town is improving for the better.**
- **The survey also asked questions about the local area. It found that residents' satisfaction with how well people in the local area get on together remains high. The majority of people continue to feel safe during the day, and the proportion of residents who feel safe after dark has increased.**
- **The proportion of residents involved in voluntary work has decreased since 2015. Nearly one in four residents said they had been undertaken unpaid voluntary work in the past 12 months.**
- **All residents claim they recycle and most said they do so as much as they can. There has been an increase in the proportion who recycle food waste.**
- **Over one-half report that they are active for 30 minutes of moderate intensity physical activity more than three times a week and 40 per cent said that nothing would make them more active.**
- **In terms of future priorities, there is greatest support for increasing activities available to young people and making sure that new housing comes with facilities. There was also support for pursuing different types of enforcement action, especially for dealing with fly tipping and anti-social behaviour.**

Councillors and council staff have been briefed on the results of the survey and encouraged to use this evidence to support future work planning.

BACKGROUND TO THE CONSULTATION

South Oxfordshire District Council commissioned M·E·L Research to undertake the 2018 Residents' Survey.

The residents survey provides a reliable source of information about public attitudes towards the council and satisfaction with services it provides. This was the seventh time the residents' survey has been undertaken and data is available for 2005, 2007, 2009, 2011, 2014 and 2015. The availability of this data means we are able to track changes in attitudes and satisfaction over the last ten years.

The residents' surveys provide useful top-line data which can be used as evidence to identify priorities and support spending decisions in future years. Further in-depth research may be needed to explain or add detail to some results.

CONSULTATION METHODOLOGY

A total of 1,100 residents were surveyed on the doorstep over a three-week period from 22nd January to 10th February 2018. **Appendix A** shows the questions we used.

To ensure that the survey was representative of South Oxford District Council's residents, we carried out interviews in rural and urban areas across all parts of the district. Trained interviewers were given a number of randomly selected starting postcodes to start interviewing. From each starting point they walked door to door until they had completed 10 interviews. In addition, interviewers were given set quotas by age, gender and working status to ensure we heard the views of all types of residents in the district.

The demographic profile of respondents can be found in Appendix B – Data Tables which show a broadly representative sample profile compared to the district population profile based on Census 2011 data.

The number of participants involved provides us with robust statistical evidence to a confidence interval of (CI) +/- 2.9 per cent, based on a 50% statistic, at the 95 per cent confidence level. This is lower (better) than the recommended minimum CI (+/-4%) by the Local Government Association (LGA) and in-line with the industry standard of +/-3%.

To provide further insight into the results, we looked for differences in views between demographic groups. Where statistically significant differences were observed, these have been highlighted in the report.

Where possible, we also compared the results to residents' surveys carried out in 2014 and 2015. Data from previous years was reanalysed for some questions to ensure that the results were directly comparable. While the question themes have stayed the same and are therefore comparable between years, the wording of some of the questions has changed over the years. These changes have been highlighted in the report.

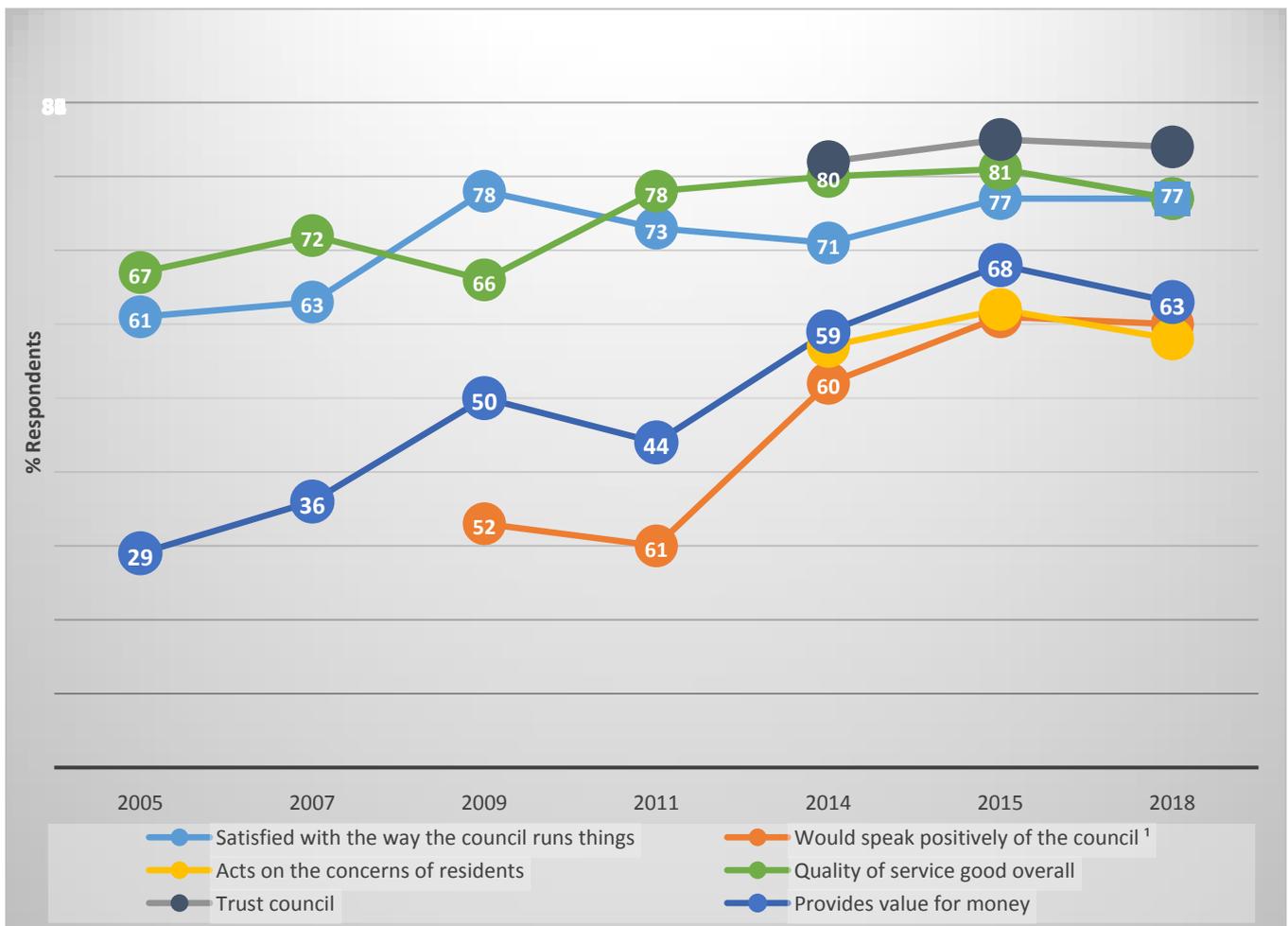
FINDINGS

Attitudes towards the council

The survey considered residents' general attitudes towards the work of the council. Whilst residents' attitudes towards the council are still generally positive, there are several areas where the reputation of the councils has slightly decreased.

As **Figure 1** shows, there has been a general trend in positive attitudes since 2011 and current ratings are now similar to or higher than those seen in 2014.

Figure 1: Attitudes towards the council (overall satisfaction and reputation)



Residents' overall **satisfaction with the how the council runs things** has stayed the same since the last survey was undertaken in 2015 with over three-quarters of residents satisfied (77 per cent) and just 12 per cent dissatisfied. This is a relatively positive result compared to the LGA's national telephone polling results on resident satisfaction with councils. The latest report published by the LGA in December 2017 indicated a downward trend on this indicator since 2013.

¹ Prior to 2014 this was worded as 'speak highly of the council'

As was also found in 2015, poor roads and pavements were the most frequently cited reason for dissatisfaction, but this is not the responsibility of the district council. Other complaints included not enough car parking and that the council does not listen to residents or tell residents what's happening.

Over three quarters of residents (77 per cent) thought the **quality of services was good overall**, which is a 4 per cent decrease compared to the 2015 survey. More detailed analysis by difference service areas can be found later in this chapter under section 'satisfaction with key services'.

Satisfaction that the **council provides value for money** has declined the most since the last survey. This year, around six out of ten residents were satisfied (63 per cent); a 5 per cent decrease since the 2015 results. Dissatisfaction is 3 per cent higher than in 2015 when 10 per cent of residents were dissatisfied compared to 13 per cent in 2018. Satisfaction of male, younger (16-24) and middle aged (45-59) residents and those who lived in rural areas has decreased the most compared to the 2015 results. The LGA's national polling results for value for money showed a more consistent trend in the last five years with the satisfaction rate ranging between 47 and 56 per cent.

Council reputation

The survey asked residents **how they would speak about the council** if asked. Six out of ten residents (60 per cent) in South Oxfordshire would speak positively about the council (if asked or without being asked). This is consistent with the 2015 results but still double the proportion of people speaking positively about the council in 2011² (**Figure 1**). In contrast, 13 per cent of people would speak negatively of the council (if asked or without being asked). This is a six per cent increase on the 2015 results (where seven per cent would speak negatively).

Another key question relating to reputation was whether residents agree that the council **acts on the concerns of residents**. The proportion of residents who agreed with this statement has decreased by four per cent since 2015 to 58 per cent of respondents.

A strong reputation builds trust and this is reflected in the high proportion of residents (84 per cent) that said that they **trust the council**. This represents a slight decrease of one per cent compared to 2015 but shows a slight improvement in trust levels since this question was introduced in 2014.

There are a large number of residents who are largely ambivalent towards the council. When asked if they would speak positively or negatively about the council 33 per cent of residents stated that they had no views one way or another. Similarly, when asked, 56 per cent of residents said that they **don't mind what the council does, so long as it does its job**.

Based on these findings, improvement in reputation in the future will come from measures that cause previously ambivalent residents to form positive opinions towards the council. This could include educating residents on the services provided by South Oxfordshire District Council and those provided by the Oxfordshire County Council (such as highways services); improve the

² In 2014 the wording for this question changed from 'would speak highly' to 'would speak positively.'

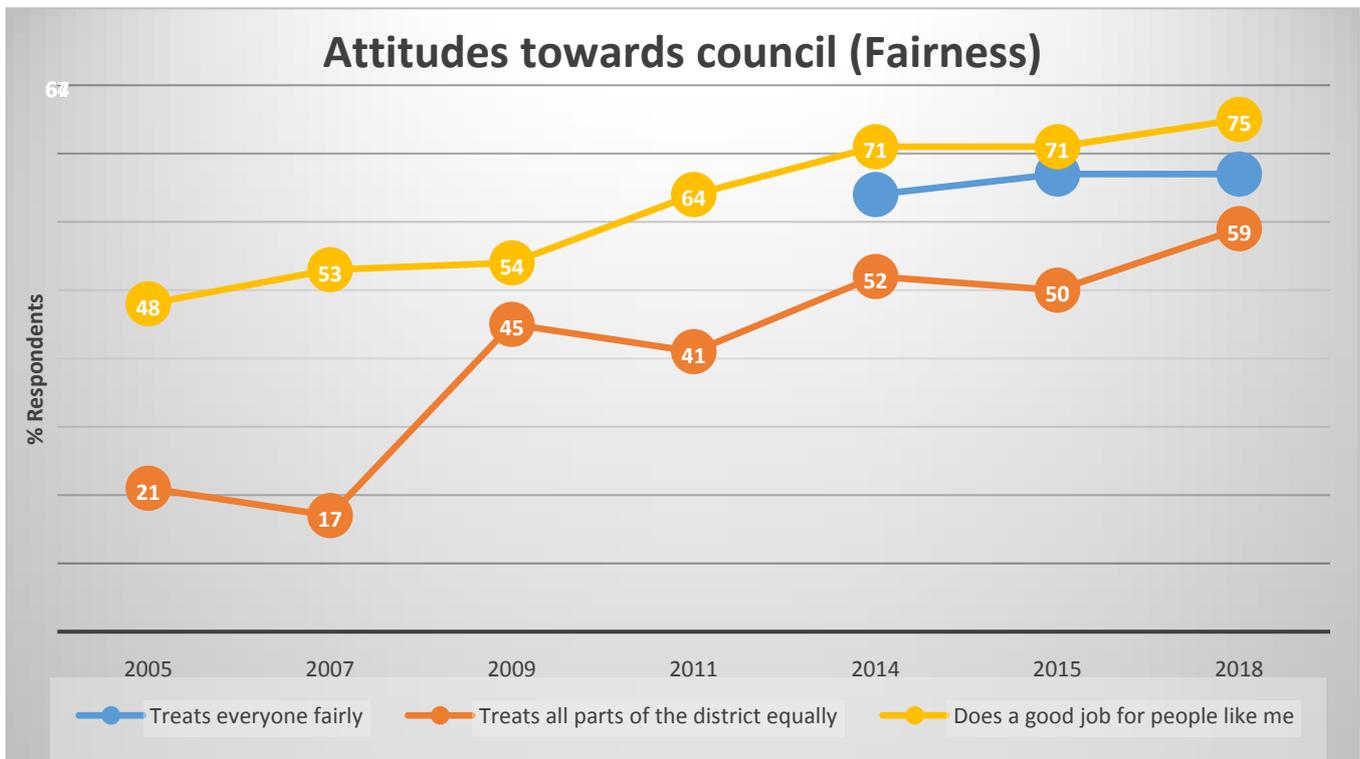
time it takes for the council to resolve residents' queries and the way the council deal with residents' issues (see section 'communication with residents' for details).

Fairness

The survey tells us whether residents think the council acts fairly. There appears to be some improvement in this respect compared to previous years

As shown in **Figure 2**, two-thirds of residents thought the **council treats everyone fairly** (67 per cent) which is the same proportion as the 2015 survey. The level of disagreement with this statement was seven per cent, suggesting that almost one out of ten residents do not feel well served by the council.

Figure 2: Attitudes towards the council (Fairness)



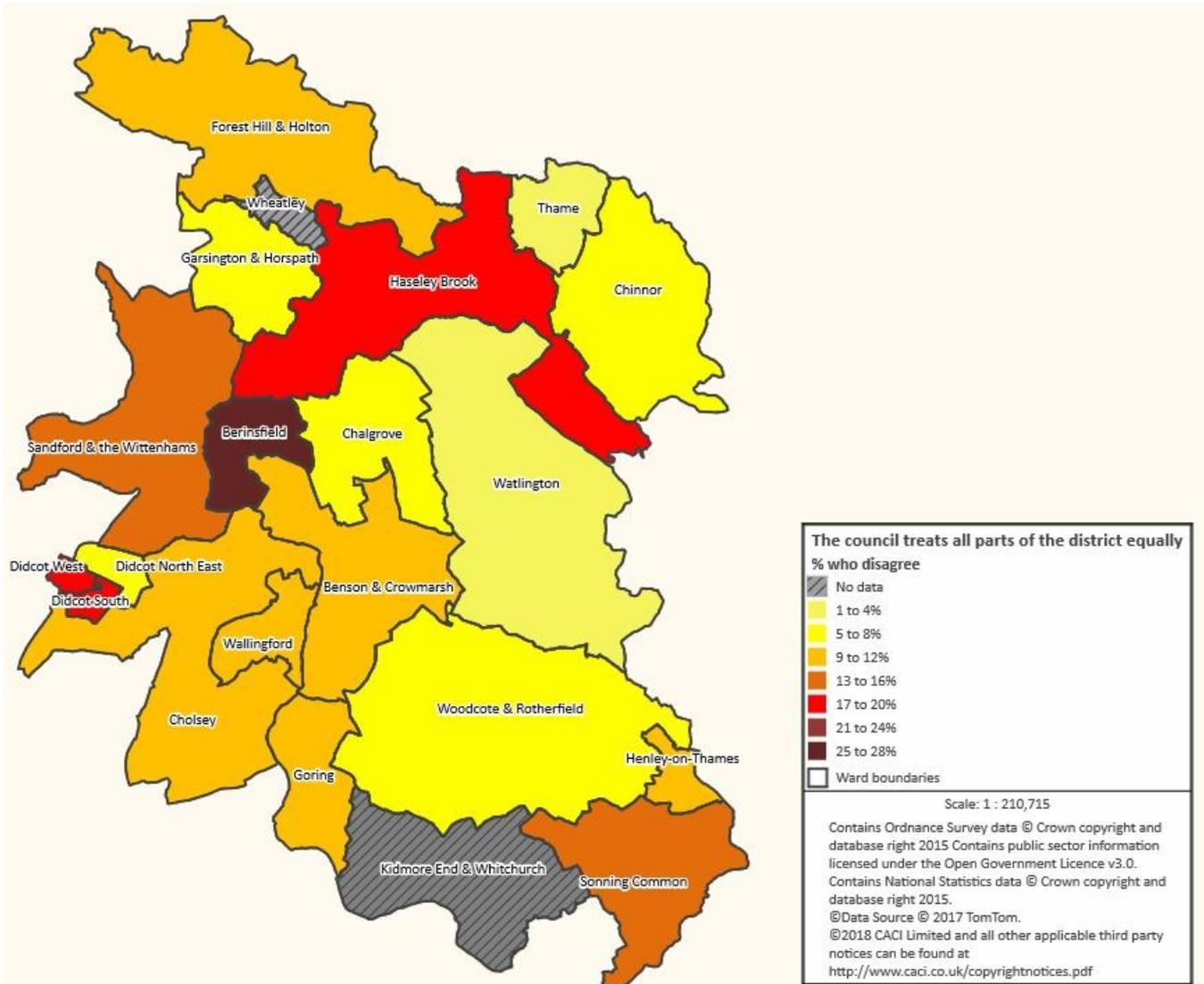
Residents were also asked whether they thought the council **treats all parts of the district equally**. After a significant improvement between 2011 and 2014, the percentage of residents that agreed with this statement has continued to increase to 59 per cent (a nine per cent increase compared to 2015). The level of disagreement with this statement was seven per cent which is a three per cent decrease since 2015.

Disagreement with this statement varied across the District, as shown in **Figure 3**, ranging from 0 per cent in Wheatley, to 26 per cent in Berinsfield. It is important to note that the sample size for some of the Wards is very small and so further investigation is needed to validate these differences and understand why residents in these areas disagree that the council treats all parts of the district equally.

Three quarters of residents (75 per cent) agreed that the council **does a good job for people like them** – a four per cent increase compared to 2015. The level of disagreement with this statement was seven per cent suggesting that just under one out of ten residents do not feel

well served by the council. Although this indicator has shown a steady upward trend, it is worth highlighting certain sub-groups of the population did not feel as well served by the council as the others, in particular residents who were self-employed, middle-aged (45-59) and have lived in the district for 11+ years.

Figure 3: Disagreement that the council treats all parts of the district equally.³



Responsiveness to residents

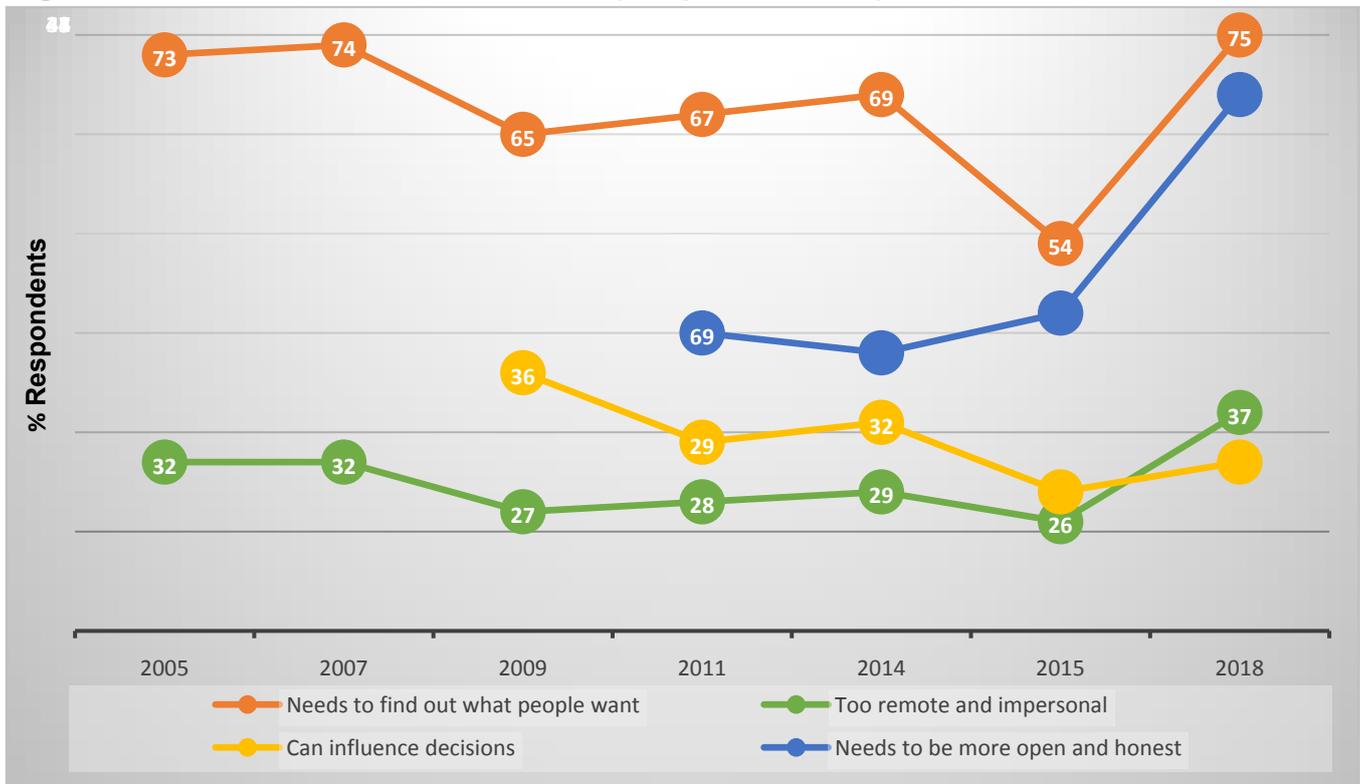
The proportion of residents identifying with the negative attitudinal statements about the council’s responsiveness is higher than in previous residents’ surveys (**Figure 4**).

The survey asked about whether residents feel they can **influence decisions affecting their local area**; 32 per cent of residents agreed that they can, up three per cent since 2015 but still lower than in the period 2009 - 2014. In contract, a larger proportion at 38 per cent disagreed that they can influence decisions. When asked to elaborate on why they think that, the most frequent comment from residents who disagreed was that they are not listened to, it was just their personal opinion that they cannot influence decisions, followed by comments that the

³ Percentage of disagreement is only shown for Wards where surveys were carried out.

council does what it wants or has already made up their minds regarding decisions in the district.

Figure 4: Attitudes towards the council (Responsiveness).



A further indicator of whether the council is responsive to residents is agreement with the statement that **the council is too impersonal and remote**. 37 per cent of respondents thought this was the case, which is an 11 per cent increase since 2015.

More worryingly, some seven in ten residents thought **the council needs to make more of an effort to find out what people want** (75 per cent) or **needs to be more open and honest** (69 per cent). This is over a 20 per cent significant increase compared to 2015 and therefore shows a marked deterioration in ‘perceived’ levels of council engagement with residents.

Based on these indicators about responsiveness, the council may want to consider additional methods to improve engagement with residents so that they feel listened to and consulted on important issues - this may be particularly important given the lower proportion of residents that claim to have had contact with the council this year compared to previous years, as highlighted in the communication with residents section. Greater understanding of what residents expectations are and how they want to have more influence may be needed to fully understand how the council can move forward with these, such as through focus groups or other in depth research.

Communication with residents

Effective communication can help the council improve its reputation and responsiveness to the needs of residents. The survey shows **how informed residents feel** about the services and benefits offered by the council; 71 per cent of residents agreed they felt informed by the council, which is slightly lower than in 2015 (73 per cent).

As in previous years surveys, residents aged 65 and over were more likely to feel informed than residents under the age of 65. The proportion of residents using services was largely similar across all age-groups (excluding planning application and enforcement, benefits, and sports and leisure). However, the current methods for getting information differed between those under and over the age of 55. A larger proportion of older respondents obtain information from sources such as council staff and councillors, and newsletters or local newspapers compared to younger residents. In contrast, a higher proportion of younger residents obtain information from the council website and Facebook compared to older respondents.

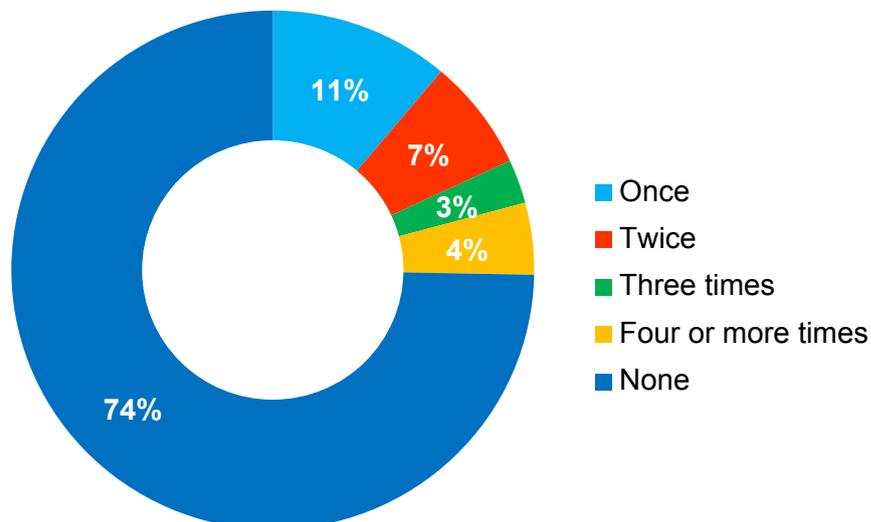
Consideration of how the council can inform residents better in the future should take note of people’s preferences for contacting the council. Most say they currently get information about the work of the council via it’s website (64 per cent), but local newspapers, the council’s Outlook newsletter and contact with council staff are also a source of information (Figure 5). Residents would prefer to access information about the council via it’s website in the future.

Figure 5: Current and preferred methods for residents to get information about the council.



Respondents were asked **how many times they have contacted the council** over the past year. As **Figure 6** shows, just under three-quarters had not contacted the council at all which is 11 per cent more compared to 2015 (63 per cent).

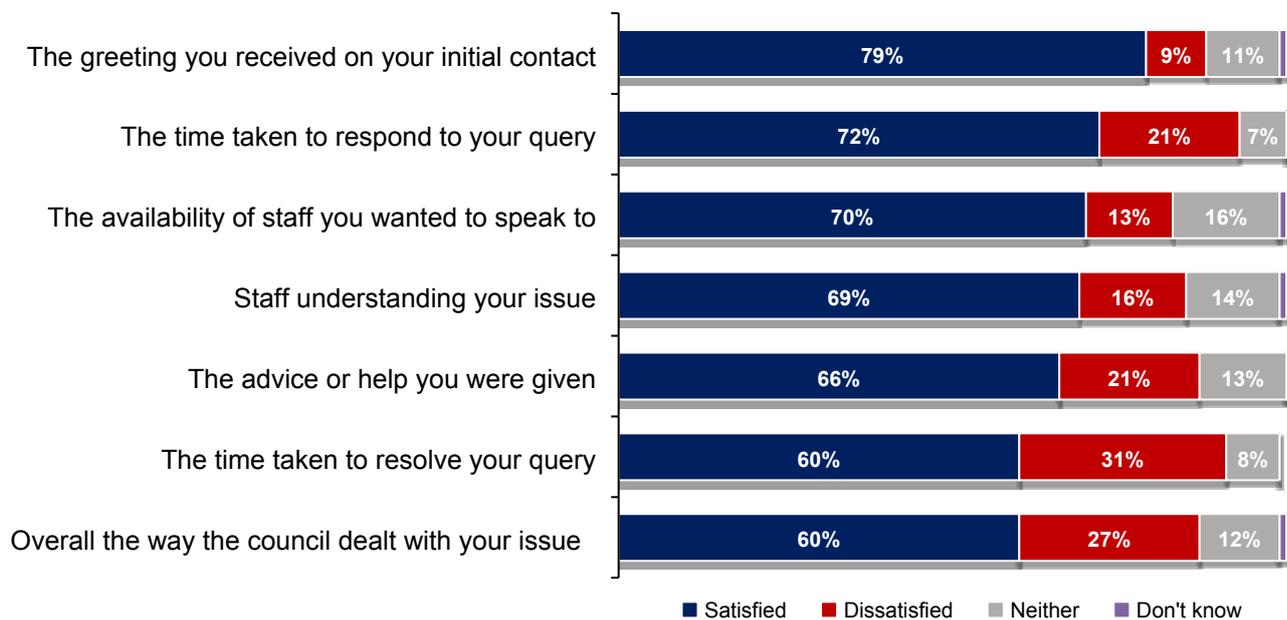
Figure 6: Number of times residents have contacted the council in the last 12 months.



As **Figure 7** shows, of the residents that had contacted the council, in general, residents were satisfied with most aspects of contacting the council. However, this is not translating into overall satisfaction with how the council deals with queries as just six out of ten (60 per cent) were satisfied with the **time taken to resolve the query** and also the **overall way their enquiry was dealt with**.

There is a decrease in satisfaction compared to 2015 (when 64 per cent and 66 per cent were satisfied, respectively). This has increased levels of dissatisfaction from 23 per cent in 2015 for both time taken and overall satisfaction to 31 per cent and 27 per cent, respectively, this year.

Figure 7: Satisfaction with aspects of contact with the council.



Satisfaction with key services⁴

Figure 8 shows levels of satisfaction over the last twelve to fourteen years for key services provided by the council. The levels of satisfaction reported are for respondents that said they have used the service concerned (service users) rather than for all respondents. For more specialist services that have a limited number of users, this data can be a more reliable indicator of performance as satisfaction is usually attributed to first-hand experience, as opposed to perceptions and opinions formed through exposure to the media and wider public discourse.

Compared to the 2015 results, the largest increase in satisfaction was for environmental protection which has increased by 22 per cent to 82 per cent⁵. Satisfaction also increased for

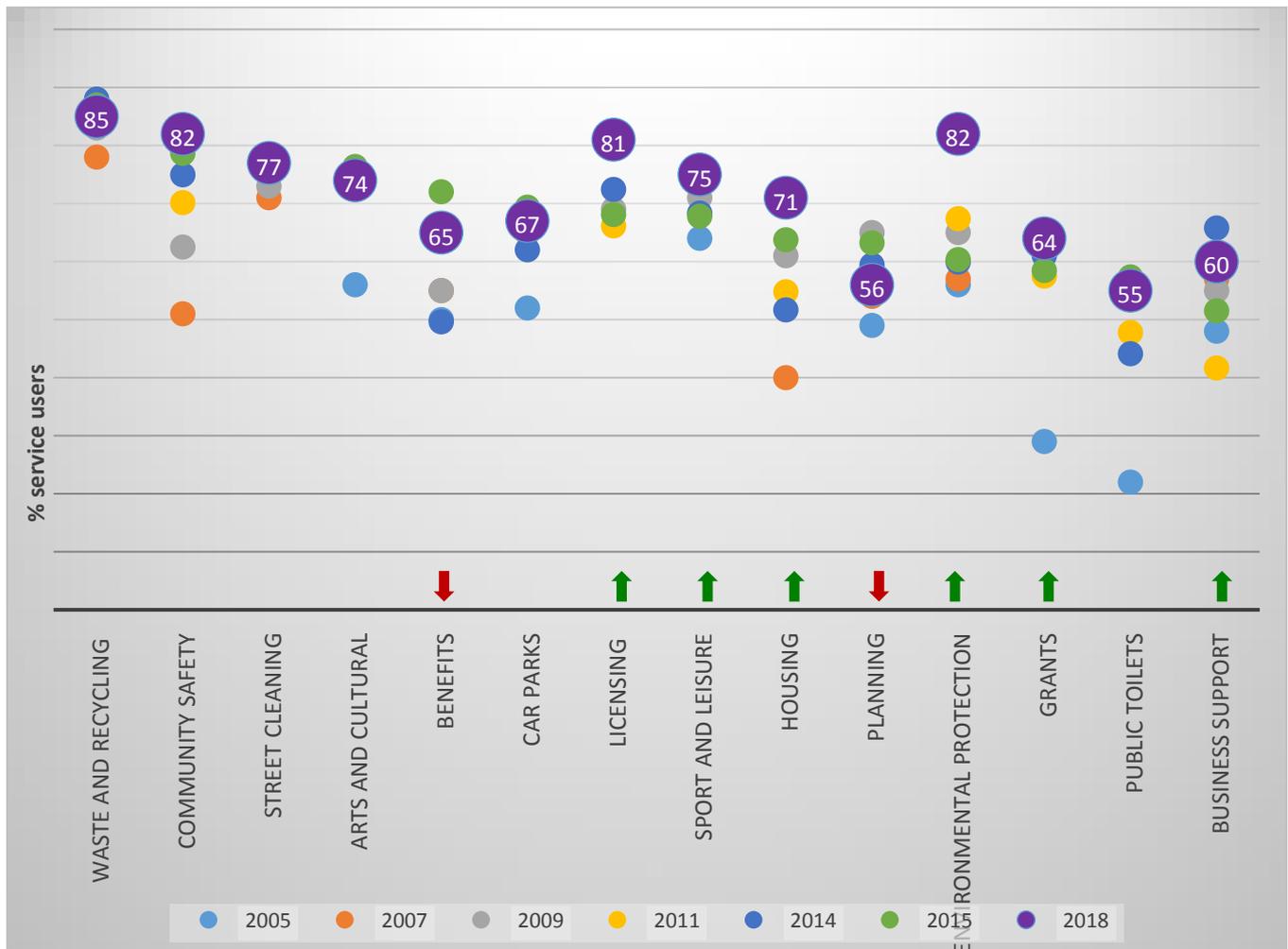
⁴ The description of some of the services has varied over the years. In 2005 and 2009 Waste and Recycling referred to the kerbside refuse collection only. In 2007 and 2005 Environmental protection was referred to as Environmental Health.

⁵ New questions on enforcement, providing greater detail of the range of services provided under environmental protection, were added to the survey this year, which preceded the satisfaction question. This may have influenced views.

licensing (+13), business support (+8), sports and leisure (+7), housing (+7), grants (+6) and community safety (+3).

Satisfaction has decreased compared to the 2015 survey for planning and benefits (both 7 per cent decrease), waste and recycling, street cleaning, arts and cultural services, car parks and public toilets (all, a two per cent decrease).

Figure 8: Satisfaction of service users with key services provided by the council.



*The green and red arrows indicate any significant increase or decrease in satisfaction since 2015

Although satisfaction with waste and recycling dropped by two per cent, this continues to be the top performing service area for resident satisfaction, with 85 per cent of residents satisfied. This is good news considering that the performance of this service area is a corporate priority for the council.

Importance of key services

As **Figure 9** shows, the same five services have remained the top five most important since 2011 (although individual rank positions have changed).

The most important service in 2018 was community safety which has maintained first place as seen in the 2015 survey. This was followed by waste and recycling which has swapped its rank to second place this year, while street cleaning has fallen one place in to third.

Environmental protection, and sports and leisure retain their rank in 4th and 5th place respectively when compared to 2015.

Figure 9: Residents' top five most important services.⁶

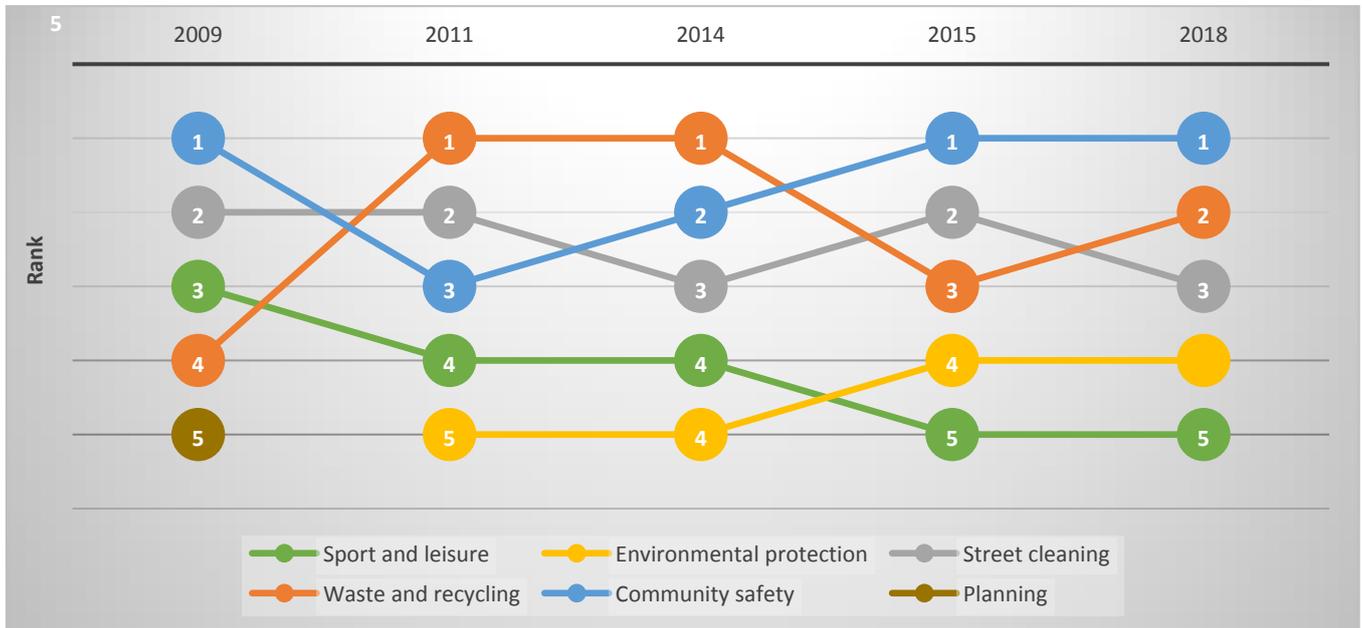


Figure 10 shows that the services residents rate as the most important are typically the services with the highest levels of user satisfaction, such as community safety, waste and recycling and street cleaning.

Figure 10: Importance vs service user satisfaction for key services provided by council.⁷

⁶ Importance is calculated as an average score based on all respondents, where the service with the largest average ranking is the most important.

⁷ Importance is shown as rank importance scores, where a higher score indicates a higher level of importance.

Changing service provision

Figure 11 shows that the majority of residents reported that the council should increase activities for young people (64 per cent) and make sure that facilities exist on new housing developments (55 per cent). For all other services listed, the majority state that service provisions should remain the same. This ranges from 56 per cent of residents who reported that the council should do the same in terms of keeping residents informed about services, activities and spending, to 77 per cent for grants to the voluntary and community sector.

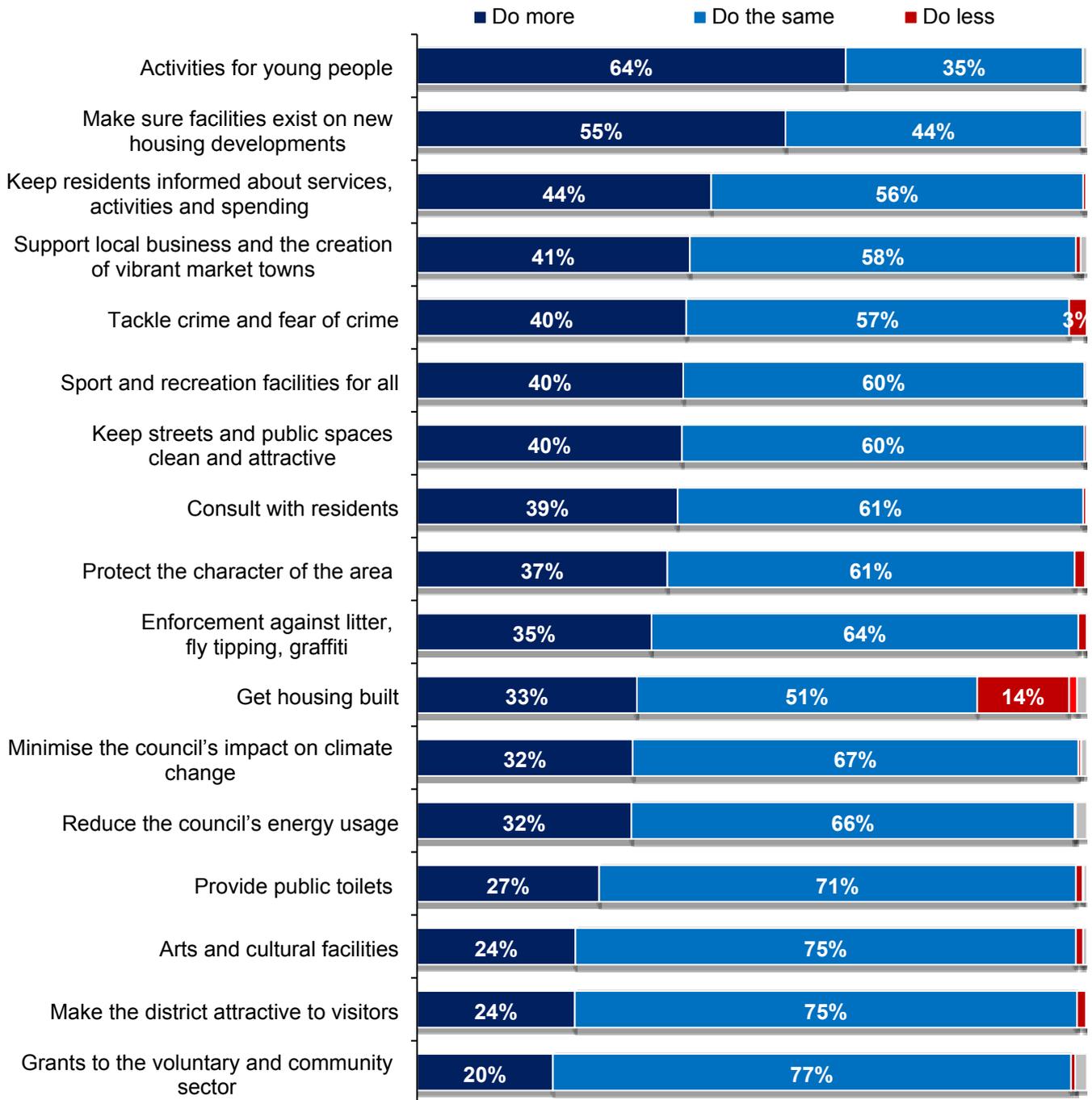
14 per cent of residents reported that the council should build fewer houses, which is the largest for any of the services listed, however the majority think the council should do the same (51 per cent) or do more (33 per cent) in this respect.

Compared to the 2015 results, significantly more residents have felt that the council should do more to make sure facilities exist on new housing developments, and significantly fewer residents have stated that the council should do more of the following services:

- Arts and cultural facilities
- Enforcement against litter, fly tipping, graffiti
- Grants to the voluntary and community sector
- **Keep streets and public spaces clean and attractive**
- **Keep residents informed about services, activities and spending**
- Make the district attractive to visitors
- Protect the character of the area
- Provide public toilets
- **Support local business and the creation of vibrant market towns**
- **Sport and recreation facilities for all**
- **Tackle crime and fear of crime**

It should be noted that despite the differences, quite a few of the service areas (highlighted in bold above) still feature as a significant priority for residents'.

Figure 11: Whether South Oxfordshire District Council should do more, the same, or less of services or should not do them at all



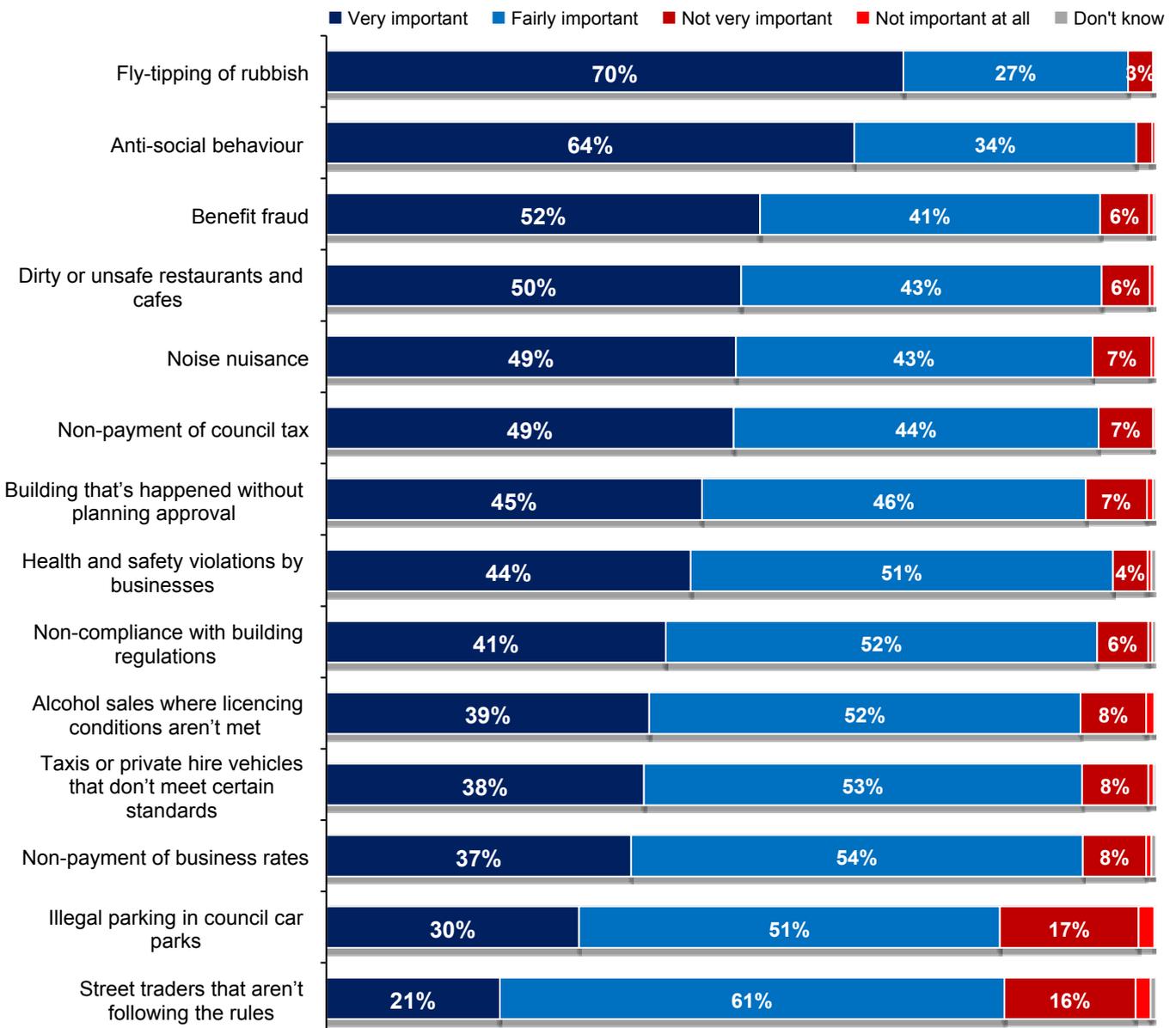
Enforcement

The survey asked residents how important they think it is for the council to pursue different types of enforcement, where people do not comply with the rules. They were informed that increased enforcement actions could result in a small increase in the district council element of residents' council tax.

Figure 12 shows that support for enforcement in all of the areas listed below is high. Over nine out of ten respondents state that enforcement is 'very' or 'fairly' important for all areas, with the exception of street traders not following rules (82 per cent) and illegal parking in council car parks (81 per cent).

The most important issue to residents in terms of enforcement is fly-tipping of rubbish with seven in ten residents saying it is 'very important' (97 per cent saying 'very' or 'fairly'). This is followed by anti-social behaviour where 64 per cent say it is very important (98 per cent saying 'very' or 'fairly').

Figure 12: Importance of pursuing different types of enforcement



Local area

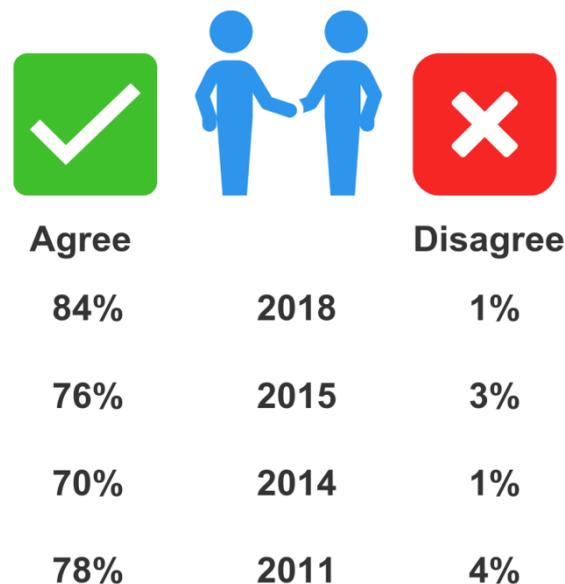
The survey asked residents about their local area, including feelings of safety and how well people get on together.

The majority of residents continue to **feel safe during the day** (98 per cent) and to **feel safe after dark** (91 per cent) in their local area within South Oxfordshire. The proportion of those that claim to feel safe after dark has increased nine per cent since the 2015 survey (82 per cent). While just four per cent of residents feel fairly or very unsafe at night, further analysis shows those aged 35 to 44, respondents with a disability and those living in Didcot All Saints had higher proportions stating that they felt unsafe at night.

Positively, after a notable drop in 2014, there has been an eight per cent increase in the proportion of people who agree that **the local area is a place where people from different backgrounds get on well together** (Figure 12).

Although a higher proportion of urban residents than rural residents agreed with this statement (90 per cent compared to 78 per cent) this difference was due to a higher proportion of rural residents answering that people in their local area all come from the same ethnic background rather than disagreeing that people from different background get on well together. It was not possible to investigate any difference in agreement between different ethnic groups because the number of respondents from these groups was too small.

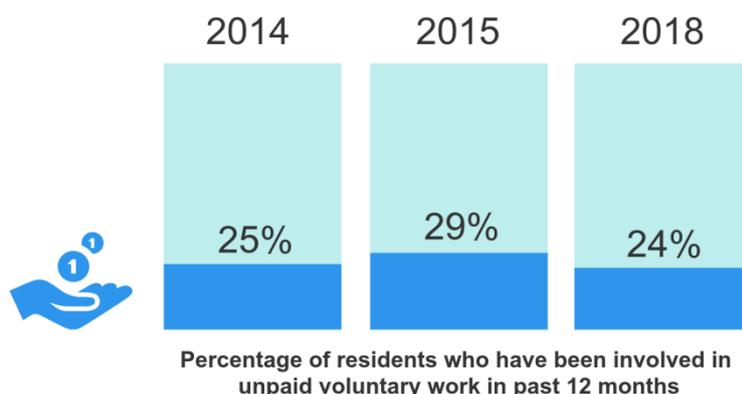
Figure 12: Local area as a place where people from different backgrounds get on well together.



Volunteering

Figure 13 overleaf shows that 24 per cent of residents have undertaken unpaid voluntary work in the last 12 months; this is a 5 per cent decrease since the last survey was carried out in 2015. People aged under 35 (19 per cent average) volunteered less than those aged 45-54 (29 per cent) and 60-64 (32 per cent).

Figure 13: Residents involved in unpaid voluntary work in the last 12 months.



Residents gave a number of different reasons why they have not been involved in unpaid voluntary work, as can be seen in **Table 1**. The main reason given by residents for not volunteering was work commitments, followed by having to look after children or the home and having other things to do with their spare time. Other reasons included that they felt they were too old to volunteer, or that they have never thought about it (seven per cent of comments), suggesting that the council could do more to promote volunteer opportunities within South Oxfordshire.

Table 1: Reasons why residents have not been involved in unpaid voluntary work in the last 12 months

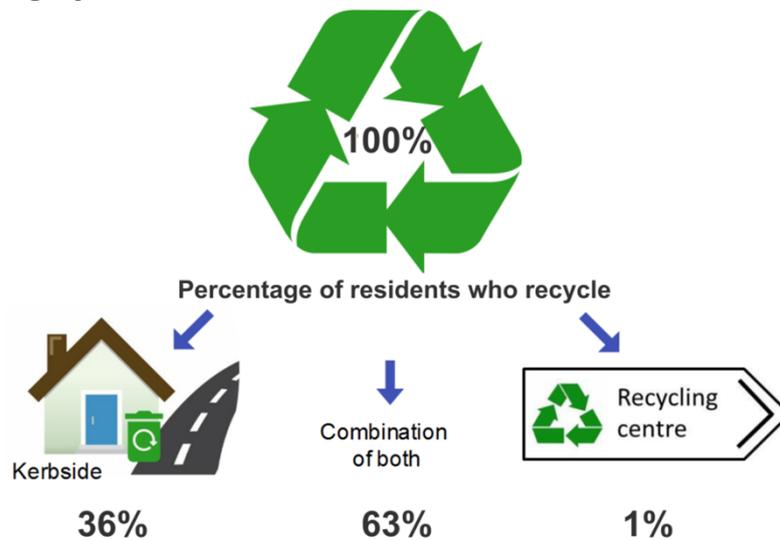
Reason ⁸	Frequency	%
I have work commitments	462	55%
I have other things to do in my spare time	152	18%
I have to look after children/the home	146	18%
I'm too old	98	12%
I've never thought about it	58	7%
I don't know any groups that need help	31	4%
I have to look after someone who is elderly/ill	20	2%
I haven't heard about opportunities to give help	18	2%
I have to study	17	2%
I'm new to the area	11	1%
Other comments	23	3%

Recycling

All residents claim to recycle, with the majority using a combination of the council's kerbside recycling collection and by taking items to Oxfordshire County Council waste recycling centres (**Figure 14**). No residents said that they do not recycle.

⁸ Where respondents gave more than one reason, each reason has been counted separately.

Figure 14: Recycling by residents



Most residents said they already **recycle as much as they can** (85 per cent) so nothing would make them recycle more. The next most common response was that an additional recycling bin would help (seven per cent).

Most residents said they **put their food waste out for collection weekly** (94 per cent) which is a 14 per cent increase compared to 2015. Just three per cent said they don't use the food waste collection at all which is an 11 per cent improvement compared to 2015 (14 per cent). The main reason given for this was that they don't make enough food waste (35 residents), while 22 residents said they put their food waste in their black bin and 18 residents said they did not have a food waste bin.

Access to jobs

Almost two-thirds (64 per cent) of residents **agreed that there are a good range of job opportunities in South Oxfordshire**. This figure rises to 73 per cent for those aged 25 to 34 and falls to 47 per cent for those aged 65 and over. Both differences are statistically significant. Just seven per cent of respondents disagreed with the statement, although this rose to 11 per cent for those aged 16 to 24 (but this difference is not statistically significant). This was the first time we asked this question so there is no comparable data for previous years.

Reasons given by residents were a lack of local job opportunities, and especially a lack of well-paid or professional jobs (see **Table 2** overleaf). Others gave personal experiences of not being able to find a job and also cited a lack of local businesses.

Table 2: Reasons why residents disagreed that there are a good range of job opportunities in South Oxfordshire

Reason ⁹	Frequency	%
Not enough local jobs	39	52%
Not found the job I wanted / know someone who hasn't found a job	11	15%
Lack of businesses / facilities	10	13%
Not enough well paid / professional jobs / variety of jobs	12	16%
Other	4	5%

Roughly three in ten (29 per cent) neither agreed nor disagreed or said they didn't know whether there are a good range of job opportunities in South Oxfordshire. Perhaps unsurprisingly, this figure rose significantly to 50 per cent for those aged 65 and over. Similarly, a greater proportion of those with a disability could not readily answer.

Access to housing

Just over half (52 per cent) of residents agreed that they **can buy or rent housing that meets their needs in South Oxfordshire**. There was a relatively high proportion who said that they neither agreed nor disagreed or could not answer this statement at around one quarter (27 per cent). Around one-fifth (21 per cent) disagreed. Again, this was the first time we asked this question so there is no comparable data for previous years.

As shown in **Table 3**, the most common reason for the disagreement was that housing is too expensive.

Table 3: Reasons why residents disagreed that that they can access housing that meets their needs in South Oxfordshire

Reason ¹⁰	Frequency	%
Too expensive / not enough affordable housing	202	89%
Not enough	21	9%
No social housing	8	4%
Other	4	2%

Given the relatively small sample sizes of sub-groups of the population the following findings should be viewed as indicative only. Proportionally more of those aged 35 to 44 (19 per cent) indicated that there was not enough housing, while more of those aged 55 to 59 (93 per cent) suggested that housing was too expensive, compared to others.

⁹ Where respondents gave more than one reason, each reason has been counted separately.

¹⁰ Where respondents gave more than one reason, each reason has been counted separately.

Views about Didcot

Residents were also asked to what extent they agreed or disagreed that **Didcot is improving for the better**. Over six out of ten (63 per cent) agreed. There was also a relatively high proportion who said they neither agreed nor disagreed or simply could not answer at 34 per cent of respondents. This compares to three per cent who disagreed with this statement. Reasons given for this were too many housing developments and a lack of infrastructure to support this (see **Table 4**).

Table 4: Reasons why residents disagreed that Didcot is improving for the better

Reason ¹¹	Frequency	%
Too much development	24	65%
Lack of facilities and services / investment	11	30%
Too much traffic	4	11%
Other	5	14%

Due to the relatively small bases sizes by ward, this analysis should be seen as indicative only. 80 per cent or more of those living in Berinsfield, Cholsey, Didcot North East, Didcot South and Wallingford indicated they agreed that Didcot is improving for the better. Nevertheless, just over one in ten residents living in Didcot West and Sandford & the Wittenhams disagreed.

Sport and physical activity

Over half of residents (55 per cent) reported that they are **active for 30 minutes of moderate intensity physical activity more than three times a week**. This compares to over one-quarter (27 per cent) who are active two to three times per week. Just six per cent report that they are active less than once a week, however one out of ten (11 per cent) said they are never active for this question.

Residents were then asked whether they had heard of or taken part in a range of **sports and activities organised by the District Council**. GO Active was the most well-known option, with 28 per cent stating they had heard of this activity. However, just three per cent of respondents had taken part in it. Community activities such as jogging had the largest proportion of residents who had taken part compared to other options, although this was just four per cent of respondents.

When asked what would **make residents more active**, over three out of ten (31 per cent) said that having more time would make them more active and almost one-fifth (18 per cent) said that the availability of local sports/leisure facilities close to home would do so. 15 per cent said that lower prices for gym/leisure centre membership would encourage them. However, 41 per cent said that nothing would make them more active or they don't know what would do so.

¹¹ Where respondents gave more than one reason, each reason has been counted separately.

FURTHER INFORMATION

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APPENDIX A – SURVEY QUESTIONS

South Oxfordshire District Council Residents Survey 2018

Good morning, afternoon, evening. My name is from M·E·L Research, an independent market research organisation. We're conducting an important survey about your views of the local area on behalf of South Oxfordshire District Council.

Can you spare some time to take part? It will take about 15 minutes. I would like to assure you that all the information we collect will be kept in the strictest confidence, and used for research purposes only. It will not be possible to identify any particular individual or address in the results.

Section A: Satisfaction with the local area and your district council

Throughout this survey we ask you to think about your local area. When answering, please consider your local area to be the area within 15-20 minutes walking distance from your home. Your local area receives services from two councils, South Oxfordshire District Council and Oxfordshire County Council. This survey asks about South Oxfordshire District Council which is responsible for services such as waste and recycling collection, street cleaning and planning.

Q1) Overall, how satisfied or dissatisfied are you with the way South Oxfordshire District Council runs things?

Showcard A and Tick ONE only

- | | |
|---|---|
| <input type="checkbox"/> Very satisfied | <input type="checkbox"/> Fairly dissatisfied |
| <input type="checkbox"/> Fairly satisfied | <input type="checkbox"/> Very dissatisfied |
| <input type="checkbox"/> Neither satisfied nor dissatisfied | <input type="checkbox"/> Don't know (DO NOT PROMPT) |

Q1b) Can I ask why that is? PROBE FULLY. DO NOT PROMPT CODE ALL THAT APPLY

- | | |
|---|---|
| <input type="checkbox"/> Poor customer service | <input type="checkbox"/> Lack of investment in area |
| <input type="checkbox"/> Council never gets things done quickly enough | <input type="checkbox"/> Poor planning service |
| <input type="checkbox"/> Council wastes money/inefficient | <input type="checkbox"/> Does not control development in the area |
| <input type="checkbox"/> Council doesn't tell us what's happening | <input type="checkbox"/> Poor sports and leisure facilities |
| <input type="checkbox"/> Council doesn't consult us | <input type="checkbox"/> Not enough car parking |
| <input type="checkbox"/> Council doesn't listen to what we tell them | <input type="checkbox"/> High crime rates/level of crime |
| <input type="checkbox"/> Council tax too high | <input type="checkbox"/> High levels of antisocial behaviour |
| <input type="checkbox"/> Poor street cleaning | <input type="checkbox"/> Nothing for young people to do |
| <input type="checkbox"/> Poor roads/pavements | <input type="checkbox"/> Not enough housing in the area |
| <input type="checkbox"/> Poor waste collection | <input type="checkbox"/> Not enough affordable housing |
| <input type="checkbox"/> Poor recycling collection | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Doesn't remove dumped rubbish quickly enough | <input type="checkbox"/> Other (specify below) |
| <input type="checkbox"/> Doesn't remove abandoned vehicles quickly enough | |

In considering the next question, please think about the range of services South Oxfordshire District Council provides to the community as a whole, as well as the services your household uses. It does not matter if you do not know all of the services South Oxfordshire District Council provides to the community. We would like your general opinion.

Q2) To what extent do you agree or disagree that South Oxfordshire District Council provides value for money?

SHOWCARD B and Tick ONE only

- | | |
|---|---|
| <input type="checkbox"/> Strongly agree | <input type="checkbox"/> Tend to disagree |
| <input type="checkbox"/> Tend to agree | <input type="checkbox"/> Strongly disagree |
| <input type="checkbox"/> Neither agree nor disagree | <input type="checkbox"/> Don't know (DO NOT PROMPT) |

Q3) On balance, which of the following statements comes closest to how you feel about South Oxfordshire District Council.

SHOWCARD C and Tick ONE only

- I speak positively of the council without being asked
- I speak positively of the council if I am asked about it
- I have no views one way or another
- I speak negatively about the council if I am asked about it
- I speak negatively about the council without being asked
- Don't know

Q4) To what extent do you think South Oxfordshire District Council acts on the concerns of local residents? Showcard D and Tick ONE only

- A great deal
- A fair amount
- Not very much
- Not at all
- Don't know

Q5) Overall, how well informed do you think South Oxfordshire District Council keeps residents about the services and benefits it provides?

Showcard E and Tick ONE only

- Very well informed
- Fairly well informed
- Not very well informed
- Not well informed at all
- Don't know

Q6) How safe or unsafe do you feel when outside in your local area a) during the day and b) after dark?

SHOWCARD F and Tick ONE only for a) and b)

	Very safe	Fairly safe	Neither safe nor unsafe	Fairly unsafe	Very unsafe	Don't know
a) How safe or unsafe do you feel when outside in your local area during the day?	<input type="checkbox"/>					
b) How safe or unsafe do you feel when outside in your local area after dark?	<input type="checkbox"/>					

Q7) To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? Different backgrounds means people of different age, gender, ethnic and religious groups, disabled people, and people of a particular sexual orientation. By getting on well together, we mean treating each other with respect.

SHOWCARD G and Tick ONE only

- Definitely agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Definitely disagree
- Don't know
- Too few people in local area
- All the same ethnic background

Enforcement:

Part of the council's service to the public is to ensure that people comply with the rules. Where we are unable to agree a way forward with someone who isn't doing so, we sometimes have to take enforcement action against them. As well as the more obvious ones like planning enforcement, this might include requiring dirty restaurants to clean up their act, cracking down on fly-tipping and chasing non-payment of council and business tax.

Increased enforcement activity could potentially result in a small increase in the district council element of your council tax. Ultimately, we have to weigh up the likelihood of upholding enforcement actions against the public benefit that would result. In this context, we want to know how important different types of enforcement action are to you. This will help us to decide what level of resources we allocate to these in the future.

Q8a) How important do you think it is for the council to pursue the following types of enforcement? Order is set to rotate each time

Enforcement against...

	Very important	Fairly important	Not very important	Not important at all	Don't know
a) Alcohol sales where licencing conditions aren't met	<input type="checkbox"/>				
b) Anti-social behaviour	<input type="checkbox"/>				
c) Benefit fraud	<input type="checkbox"/>				
d) Building that's happened without planning approval	<input type="checkbox"/>				
e) Dirty or unsafe restaurants and cafes	<input type="checkbox"/>				
f) Fly-tipping of rubbish	<input type="checkbox"/>				
g) Health and safety violations by businesses	<input type="checkbox"/>				
h) Illegal parking in council car parks	<input type="checkbox"/>				
i) Noise nuisance	<input type="checkbox"/>				
j) Non-compliance with building regulations	<input type="checkbox"/>				
k) Non-payment of business rates	<input type="checkbox"/>				
l) Non-payment of council tax	<input type="checkbox"/>				
m) Street traders that aren't following the rules (nb market traders and Big Issue sellers are not the responsibility of the district council)	<input type="checkbox"/>				
n) Taxis or private hire vehicles that don't meet certain standards	<input type="checkbox"/>				

Q9) Have you been involved in any unpaid voluntary work (apart from expenses) during the past 12 months, either for a charity or other type of voluntary or community organisation? (e.g sports clubs/activities, arts activities, school governor, faith group). Tick ONE only

Yes

No

Q10) And which of these, if any, are the reasons why you don't give unpaid help to groups or organisations? **SHOWCARD I and TICK ALL THAT APPLY**

- I have work commitments
- I have to look after children/the home
- I have to look after someone who is elderly/ill
- I have to study
- I have other things to do in my spare time
- I'm too old
- I'm too young
- I don't know any groups that need help
- I haven't heard about opportunities to give help
- I'm new to the area
- I've never thought about it
- Other, please specify

Q11) How much do you trust South Oxfordshire District Council? **SHOWCARD J and TICK ONE ONLY**

A great deal

Not at all

A fair amount

Don't know

Not very much

Q12) Here is a list of statements about South Oxfordshire District Council, how strongly do you agree or disagree with each statement?

SHOWCARD K and Tick ONE only for a) to i). Order is set to rotate each time

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	No opinion/ Don't know
a) South Oxfordshire District Council needs to make more effort to find out what local people want	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) The quality of South Oxfordshire District Council services is good overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) South Oxfordshire District Council treats all parts of South Oxfordshire District equally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) I don't mind what South Oxfordshire District Council does so long as it does its job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) South Oxfordshire District Council does a good job for people like me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) South Oxfordshire District Council is too remote and impersonal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) South Oxfordshire District Council is too bureaucratic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) South Oxfordshire District Council needs to be more open and honest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) South Oxfordshire District Council treats everyone fairly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13) From which, if any, of these places do you obtain most of your information about South Oxfordshire District Council?

Showcard L and TICK ALL THAT APPLY

- | | |
|---|---|
| <input type="checkbox"/> Contact with Council staff | <input type="checkbox"/> Friends and neighbours |
| <input type="checkbox"/> Contact with elected District Councillors | <input type="checkbox"/> South Oxfordshire District Council website |
| <input type="checkbox"/> Village / Parish newsletter | <input type="checkbox"/> Facebook |
| <input type="checkbox"/> Local / Free newspapers | <input type="checkbox"/> Twitter |
| <input type="checkbox"/> The Council's Outlook newsletter | <input type="checkbox"/> None |
| <input type="checkbox"/> South News – the council's email newsletter' | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Local radio | <input type="checkbox"/> Other, please specify |

Q14) And looking at the list again, which source of information would you MOST like to receive information about South Oxfordshire District Council from?

Showcard L again and Tick ONE only

- | | |
|---|---|
| <input type="checkbox"/> Contact with Council staff | <input type="checkbox"/> Friends and neighbours |
| <input type="checkbox"/> Contact with elected District Councillors | <input type="checkbox"/> South Oxfordshire District Council website |
| <input type="checkbox"/> Village / Parish newsletter | <input type="checkbox"/> Facebook |
| <input type="checkbox"/> Local / Free newspapers | <input type="checkbox"/> Twitter |
| <input type="checkbox"/> The Council's Outlook newsletter | <input type="checkbox"/> None |
| <input type="checkbox"/> South News – the council's email newsletter' | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Local radio | <input type="checkbox"/> Other, please specify |

Q15) Do you agree or disagree that you can influence decisions affecting your local area? Showcard M and Tick ONE only

- | | |
|---|--|
| <input type="checkbox"/> Definitely agree | <input type="checkbox"/> Tend to disagree |
| <input type="checkbox"/> Tend to agree | <input type="checkbox"/> Definitely disagree |
| <input type="checkbox"/> Neither agree nor disagree | <input type="checkbox"/> Don't know |

Q16) Why do you think you can / can't influence decisions affecting your area? Write in Verbatim

Q17) How satisfied or dissatisfied you are with the quality of each of the following services in your local area? Showcard N and Tick ONE only for a) to n)

The order is set to rotate each time

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
a) Advice / support to businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Arts and cultural activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Council car parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Environmental protection (dealing with noise, bonfires, fly-tipping)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Housing services (including housing advice, homelessness & housing applications)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Keeping the area clean & litter free (i.e. street cleaning)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Licensing (private hire vehicles, public entertainment licenses, alcohol licences)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Sports & leisure facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Planning applications and enforcement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Providing benefits for people on low incomes (e.g. housing benefit or council tax reduction scheme)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Providing grants to local communities/ groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Public toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m) Reducing crime, fear of crime & antisocial behaviour (i.e. community safety services)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n) Waste and recycling collection service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q18) And which of these services provided in your local area are most important in your view? Please rank up to FIVE, where 1 is the most important. Showcard O

	1	2	3	4	5
a) Advice / support to businesses	<input type="checkbox"/>				
b) Arts and cultural activities	<input type="checkbox"/>				
c) Council car parks	<input type="checkbox"/>				
d) Environmental protection (dealing with noise, bonfires, fly-tipping)	<input type="checkbox"/>				
e) Housing services, including housing advice, homelessness & housing applications	<input type="checkbox"/>				
f) Keeping the area clean & litter free (i.e. street cleaning)	<input type="checkbox"/>				
g) Licensing (private hire vehicles, public entertainment licenses, alcohol licences)	<input type="checkbox"/>				
h) Planning applications and enforcement	<input type="checkbox"/>				
i) Providing benefits for people on low incomes, for instance housing or council tax benefits	<input type="checkbox"/>				
j) Providing grants to local communities/ groups	<input type="checkbox"/>				
k) Public toilets	<input type="checkbox"/>				
l) Reducing crime, fear of crime & antisocial behaviour (i.e. community safety services)	<input type="checkbox"/>				
m) Sports & leisure facilities	<input type="checkbox"/>				
n) Waste and recycling collection service	<input type="checkbox"/>				
Other (please specify)	<input type="checkbox"/>				
Don't know	<input type="checkbox"/>				

None of these

Q19) Here are a number of different types of services that are provided in South Oxfordshire. Which service(s) have you or a member of your household used or benefited from? Tick ONE for each. The order are set to rotate each time

	Have used	Have not used
a) Advice/support for businesses	<input type="checkbox"/>	<input type="checkbox"/>
b) Arts and cultural activities	<input type="checkbox"/>	<input type="checkbox"/>
c) Council car parks	<input type="checkbox"/>	<input type="checkbox"/>
d) Environmental protection (dealing with noise, bonfires, fly-tipping)	<input type="checkbox"/>	<input type="checkbox"/>
e) Housing services (including housing advice, homelessness & housing applications)	<input type="checkbox"/>	<input type="checkbox"/>
f) Keeping the area clean & litter free (i.e. street cleaning)	<input type="checkbox"/>	<input type="checkbox"/>
g) Licensing (private hire vehicles, public entertainment licenses, alcohol licences)	<input type="checkbox"/>	<input type="checkbox"/>
h) Planning applications and enforcement	<input type="checkbox"/>	<input type="checkbox"/>
i) Providing benefits for people on low incomes, for instance housing or council tax benefits	<input type="checkbox"/>	<input type="checkbox"/>
j) Providing grants to local communities/ groups	<input type="checkbox"/>	<input type="checkbox"/>
k) Public toilets	<input type="checkbox"/>	<input type="checkbox"/>
l) Reducing crime, fear of crime & antisocial behaviour (i.e. community safety services)	<input type="checkbox"/>	<input type="checkbox"/>
m) Sports & leisure facilities	<input type="checkbox"/>	<input type="checkbox"/>

Q20) Here is a list of things South Oxfordshire District Council currently do or provide in the district.

In the future, do you think South Oxfordshire should do more, do the same or less of these things or do you think they shouldn't provide these things at all?

Showcard P and Tick ONE for each a) to q)

	Do more	Do the same	Do less	Don't do at all	Don't know
a) Activities for young people	<input type="checkbox"/>				
b) Arts and cultural facilities	<input type="checkbox"/>				
c) Consult with residents	<input type="checkbox"/>				
d) Enforcement against litter, fly tipping, graffiti	<input type="checkbox"/>				
e) Get housing built	<input type="checkbox"/>				
f) Grants to the voluntary and community sector	<input type="checkbox"/>				
g) Keep streets and public spaces clean and attractive	<input type="checkbox"/>				
h) Keep residents informed about services, activities and spending	<input type="checkbox"/>				
i) Make the district attractive to visitors	<input type="checkbox"/>				
j) Make sure facilities exist on new housing developments	<input type="checkbox"/>				
k) Minimise the council's impact on climate change	<input type="checkbox"/>				
l) Protect the character of the area	<input type="checkbox"/>				
m) Provide public toilets	<input type="checkbox"/>				
n) Reduce the council's energy usage	<input type="checkbox"/>				
o) Support local business and the creation of vibrant market towns	<input type="checkbox"/>				
p) Sport and recreation facilities for all	<input type="checkbox"/>				
q) Tackle crime and fear of crime	<input type="checkbox"/>				

Q21) Do you recycle?

- Using the councils kerbside/communal recycling collection service
- At Oxfordshire County Council waste recycling centres
- A combination of both
- I don't recycle
- Other (please specify below)

Q22) If you don't recycle why is this? DON'T READ OUT. PROBE AND SELECT ALL THAT APPLY

- I don't have a green bin
- I don't like wheelie bins
- I don't have the time
- I don't know what I can recycle
- I'm not interested

Q23) What would make you recycle more: DON'T READ OUT. PROBE AND SELECT ALL THAT APPLY

- More information about what I can recycle
- More information about where my recycling goes
- Additional recycling bin
- Incentives such as funding for facilities or groups in my community
- If the council refused to collect my bin because it had things in it that can't be recycled
- Nothing, I already recycle as much as I can
- Nothing would encourage me to recycle
- Other (please specify below)

Q24) How often on average do you put the following out for the kerbside collection:

	Weekly	Fortnightly	Monthly	Less than monthly	I don't use it	N/A (Using communal recycling service)
Recycling (green bin or bags)	<input type="checkbox"/>					
Garden waste (brown bin)	<input type="checkbox"/>					
General household waste (black bin)	<input type="checkbox"/>					
Food waste	<input type="checkbox"/>					

Q25) ONLY ASK IF FOOD WASTE IS NOT PUT OUT WEEKLY - If you don't put out your food waste every week why is this?

- I don't make enough food waste to need to
- I put my food waste in my black bin
- I put my food waste in my green bin
- I don't have a food waste bin

Q26) To what extent do you agree or disagree that there are a good range of job opportunities in South Oxfordshire?

- Definitely agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Definitely disagree
- Don't know / not applicable

Q27) Why do you {Q26} that there are not a good range of job opportunities in South Oxfordshire?

Q28) To what extent do you agree or disagree you can buy or rent housing that meets your needs in South Oxfordshire?

- | | |
|---|--|
| <input type="checkbox"/> Definitely agree | <input type="checkbox"/> Tend to disagree |
| <input type="checkbox"/> Tend to agree | <input type="checkbox"/> Definitely disagree |
| <input type="checkbox"/> Neither agree nor disagree | <input type="checkbox"/> Don't know / not applicable |

Q29) Why do you {Q28} that you cannot access housing that meets your needs in South Oxfordshire?

Q30) To what extent do you agree or disagree that Didcot is improving for the better?

- | | |
|---|--|
| <input type="checkbox"/> Definitely agree | <input type="checkbox"/> Tend to disagree |
| <input type="checkbox"/> Tend to agree | <input type="checkbox"/> Definitely disagree |
| <input type="checkbox"/> Neither agree nor disagree | <input type="checkbox"/> Don't know / not applicable |

Q31) Why do you {Q30} that Didcot is not improving for the better?

Q32) How many days a week are you active for 30 minutes of moderate intensity physical activity (This may include sport, exercise and brisk walking or cycling for recreation or travel, but should not include housework or physical activity that may be part of your job)

- | | |
|--|---|
| <input type="checkbox"/> Less than once a week | <input type="checkbox"/> More than 3 times a week |
| <input type="checkbox"/> 2 - 3 times a week | <input type="checkbox"/> Never |

Q33) Have you heard of or taken part in any of the following sports and activities organised by the District Council?

	Heard of	Taken part in	Neither / don't know
GO Active	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Get Healthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Active Women	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sportivate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other community activities e.g. jogging etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q34) What would make you more active, or help you to become more active?

- | | |
|---|---|
| <input type="checkbox"/> Availability of local sports/leisure facilities close to home | <input type="checkbox"/> Better information about exercising |
| <input type="checkbox"/> Better personal safety | <input type="checkbox"/> If I could exercise at home |
| <input type="checkbox"/> Someone to exercise/do activities with | <input type="checkbox"/> If I had help with my caring responsibilities (e.g. a crèche for children) |
| <input type="checkbox"/> Having more time | <input type="checkbox"/> Organised walks |
| <input type="checkbox"/> Better access to transport to travel to activities | <input type="checkbox"/> Availability of specialised exercise / activities for people with medical conditions |
| <input type="checkbox"/> Improved personal motivation | <input type="checkbox"/> Exercise on Referral |
| <input type="checkbox"/> Lower prices for gym / leisure centre membership / for using leisure centres | <input type="checkbox"/> Other (please specify below) |
| <input type="checkbox"/> Personalised exercise advice and sessions | <input type="checkbox"/> Nothing / don't know |
| <input type="checkbox"/> Advice from a health care professional | |

Q35) How many times have you contacted South Oxfordshire District Council with an enquiry or about a problem over the last year or so?

Tick ONE only

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> Once | <input type="checkbox"/> Four or more times |
| <input type="checkbox"/> Twice | <input type="checkbox"/> None |
| <input type="checkbox"/> Three times | <input type="checkbox"/> Don't know |

Q36) Now thinking about the LAST time you contacted the district council. ASK if Q32=1,2,3,4)

How satisfied or dissatisfied were you with each of the following? Showcard Q and Tick ONE only for a) to g)

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
a) The time taken to respond to your query	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) The time taken to resolve your query	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) The advice or help you were given	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) The availability of staff you wanted to speak to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Staff understanding your issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) The greeting you received on your initial contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Overall the way the council dealt with your issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q37) How long have you lived in a) this local area and b) South Oxfordshire District? Tick ONE only for a) and b)

	Up to 1 year	1-2 years	3-5 years	6-10 years	11-15 years	16-20 years	More than 20 years
a) How long have you lived in this local area?	<input type="checkbox"/>						
b) How long have you lived in South Oxfordshire District?	<input type="checkbox"/>						

Q38) Which of the following describes how you think of yourself?

- Male Female In another way

Q39) And how old are you? Showcard R and Tick ONE only

- 16-24 25-34 35-44 45-54 55-59 60-64 65+ Prefer not to say

Q40) Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? (Include problems related to old age)

- Yes, limited a lot Yes, limited a little No Prefer not to say

Q41) Looking at this list, how would you describe your present work status? Showcard S and Tick ONE only

- Employed - part time Employed - full time Self employed Unemployed Full time student Retired Looking after home or family Long term sick or disabled Other Prefer not to say

Q42) Which of these ethnic groups best describes you? Showcard T and Tick ONE only

- White: English/Welsh/Scottish/Northern Irish/British White: Irish White: Gypsy or Irish Traveller White Other Mixed: White and Black Caribbean Mixed: White and Black African Mixed: White and Asian Mixed: Other Asian or Asian British: Indian Asian or Asian British: Pakistani Asian or Asian British: Bangladeshi Asian or Asian British: Chinese Asian or Asian British: Other Black or Black British: Caribbean Black or Black British: African Black or Black British: Other Other: Arab Other: Other ethnic group (specify below) Prefer not to say

Q43) And is your home..? Showcard U and Tick ONE only

- | | |
|--|---|
| <input type="checkbox"/> Owned outright | <input type="checkbox"/> Rented from private landlord |
| <input type="checkbox"/> Owned with mortgage | <input type="checkbox"/> Other |
| <input type="checkbox"/> Rented from housing association | <input type="checkbox"/> Don't know |

Including yourself, how many people live in your household?

How many are adults aged 18 or over?

How many are children (17 and under)?

Section J: Further Consultation

SOUTH OXFORDSHIRE DISTRICT COUNCIL is looking for residents who are interested in giving their views and suggestions on other council services. They are occasionally asked to complete short online or telephone surveys, for example. Would you be willing to be added to the mailing list and provide your views to influence the work of the council?

IF NO: GO TO NEXT PAGE.

IF YES: Can I please take your email address and we will send you a short online form/survey asking you how you'd prefer to get involved and the types of council topics you are interested in providing your views on? (IF THEY DO NOT HAVE EMAIL TAKE THEIR POSTAL ADDRESS).

THANK YOU.

Email address:

Postal Address: (ONLY IF NO EMAIL)

Thank you, that's all the questions!

For quality control purposes the office is required to verify a small proportion of my work. Can I please take your full name, address and telephone number. These details are held in confidence and are not linked to your answers, neither are they passed on to any third party.

Interviewer to complete the following:

Full name of person completing this survey

Address

Starting Postcode

Telephone

Interviewer Name

This is the end of the survey. Thank you for your time.

APPENDIX B – DATA TABLES

Gender	Census 2011	%	Survey 2018	%
Male	52,860	48.8%	537	48.8%
Female	55,372	51.2%	560	50.9%
Describe in another way	-	-	3	0.3%
Total	108,232	100.0%	1,100	100.0%

Age	Census 2011	%	Survey 2018	%
16 – 24	12,196	11.3%	126	11.5%
25 – 34	14,716	13.6%	168	15.3%
35 - 44	20,019	18.5%	194	17.6%
45 - 54	20,116	18.6%	205	18.6%
55 - 64	16,805	15.5%	100	9.1%
65+	24,380	22.5%	101	9.2%
Total	108,232	100.0%	1,100	100.0%

Ethnic group	Census 2011	%	Survey 2018	%
White: English/ Welsh/ Scottish/ Northern Irish / British	98,694	91.2%	1008	91.6%
White: Irish	1,001	0.9%	2	0.2%
White: Gypsy or Irish Traveller	96	0.1%	0	0.0%
White: Other White	4,796	4.4%	55	5.0%
Mixed/multiple ethnic group: White and Black Caribbean	252	0.2%	3	0.3%
Mixed/multiple ethnic group: White and Black African	70	0.1%	1	0.1%
Mixed/multiple ethnic group: White and Asian	312	0.3%	2	0.2%
Mixed/multiple ethnic group: Other Mixed	241	0.2%	2	0.2%
Asian/Asian British: Indian	642	0.6%	8	0.7%
Asian/Asian British: Pakistani	138	0.1%	1	0.1%
Asian/Asian British: Bangladeshi	130	0.1%	2	0.2%
Asian/Asian British: Chinese	356	0.3%	3	0.3%
Asian/Asian British: Other Asian	664	0.6%	8	0.7%
Black/African/Caribbean/Black British: African	313	0.3%	1	0.1%
Black/African/Caribbean/Black British: Caribbean	225	0.2%	0	0.0%
Black/African/Caribbean/Black British: Other Black	69	0.1%	0	0.0%
Other ethnic group: Arab	68	0.1%	1	0.1%
Other ethnic group: Any other ethnic group	165	0.2%	1	0.1%
Prefer not to say	-	-	2	0.2%
Total	108,232	100.0%	1,100	100.0%

Employment Status	Census 2011	%	Survey 2018	%
Employed – part time	13,591	14.8%	227	20.6%
Employed – full time	41,976	45.7%	430	39.1%
Self employed	12,638	13.7%	96	8.7%
Unemployed	2,446	2.7%	18	1.6%
Full time student	2,169	2.4%	20	1.8%
Retired	13,471	14.7%	231	21.0%
Looking after home or family	3,848	4.2%	46	4.2%
Long term sick or disabled	1,809	2.0%	16	1.5%
Other	0	0.0%	16	1.5%
Total	91,948	100.0%	1,100	100.0%

Home ownership	Census 2011	%	Survey 2018	%
Owned outright	20,113	37.2%	340	30.9%
Owned with mortgage	19,348	35.8%	356	32.4%
Rented from housing association	6,163	11.4%	240	21.8%
Rented from private landlord	7,211	13.3%	119	10.8%
Other	810	1.5%	45	4.1%
Total	54,104	100.0%	1,100	100.0%

Limiting disability / health	Census 2011	%	Survey 2018	%
Yes, limited a lot	7,292	6.7%	27	2.5%
Yes, limited a little	10,498	9.7%	52	4.7%
No	90,442	83.6%	1016	92.4%
Prefer not to say	-	-	5	0.5%
Total	108,232	100.0%	1,100	100.0%

Area Classification	Census 2011	%	Survey 2018	%
Urban	28,496	52.0%	556	50.6%
Rural	26,348	48.0%	526	47.8%
Not known	-	-	18	1.6%
Total	54,844	100.0%	1,100	100.0%

Q1) Overall, how satisfied or dissatisfied are you with the way South Oxfordshire District Council runs things? Base size: 1,100

Satisfaction	%
Very satisfied	6.4%
Fairly satisfied	70.9%
Neither satisfied nor dissatisfied	10.3%
Fairly dissatisfied	11.3%
Very dissatisfied	1.1%
Don't know	0.1%

Q1b) Can I ask why [you are dissatisfied]? Base size: 136

Reason ¹²	Frequency	%
Poor roads/pavements	82	60.3%
Not enough car parking	18	13.2%
Council doesn't tell us what's happening	16	11.8%
Council doesn't listen to what we tell them	15	11.0%
Poor planning service	15	11.0%
Poor customer service	14	10.3%
Poor street cleaning	14	10.3%
Council never gets things done quickly enough	13	9.6%
Poor waste collection	13	9.6%
Council doesn't consult us	12	8.8%
Poor recycling collection	10	7.4%
Does not control development in the area	8	5.9%
Council wastes money/inefficient	7	5.1%
Lack of investment in area	5	3.7%
Council tax too high	3	2.2%
High crime rates/level of crime	3	2.2%
Poor sports and leisure facilities	2	1.5%
Nothing for young people to do	2	1.5%
Not enough affordable housing	2	1.5%
Doesn't remove dumped rubbish quickly enough	1	0.7%
Doesn't remove abandoned vehicles quickly enough	1	0.7%
High levels of antisocial behaviour	1	0.7%
Not enough housing in the area	1	0.7%
Don't know	0	0.0%
Other	40	29.4%

Q2) To what extent do you agree or disagree that South Oxfordshire District Council provides value for money? Base size: 1,100

Agreement	%
Strongly agree	3.1%
Tend to agree	59.5%
Neither agree nor disagree	23.7%
Tend to disagree	11.7%
Strongly disagree	1.0%
Don't know	1.0%

Q3) On balance, which of the following statements comes closest to how you feel about South Oxfordshire District Council. Base size: 1,100

Statement	%
I speak positively of the council without being asked	2.9%
I speak positively of the council if I am asked about it	56.6%

¹² Where respondents gave more than one reason, each reason has been counted separately.

I have no views one way or another	32.5%
I speak negatively about the council if I am asked about it	5.1%
I speak negatively about the council without being asked	1.5%
Don't know	1.4%

Q4) To what extent do you think South Oxfordshire District Council acts on the concerns of local residents? Base size: 1,100

Extent	%
A great deal	3.5%
A fair amount	54.9%
Not very much	23.1%
Not at all	3.1%
Don't know	15.5%

Q5) Overall, how well informed do you think South Oxfordshire District Council keeps residents about the services and benefits it provides? Base size: 1,100

Extent	%
Very well informed	9.3%
Fairly well informed	61.9%
Not very well informed	23.8%
Not well informed at all	2.8%
Don't know	2.2%

Q6) How safe or unsafe do you feel when outside in your local area a) during the day and b) after dark? Base size: 1,100

Feelings of safety	During the day	After dark
Very safe	75.1%	55.1%
Fairly safe	22.6%	35.7%
Neither safe nor unsafe	1.4%	4.8%
Fairly unsafe	0.8%	4.0%
Very unsafe	0.1%	0.4%
Don't know	0.0%	0.0%

Q7) To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? Base size: 1,100

Agreement	%
Definitely agree	23.5%
Tend to agree	60.7%
Neither agree nor disagree	7.3%
Tend to disagree	0.5%
Definitely disagree	0.0%
Don't know	1.6%
Too few people in local area	3.7%

All the same ethnic background	2.6%
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Q8) How important do you think it is for the council to pursue the following types of enforcement? Base size: 1,100

Problem	Very important	Fairly important	Not very important	Not at all important	Don't know
Alcohol sales where licencing conditions aren't met	38.9%	52.0%	7.9%	1.0%	0.2%
Anti-social behaviour	63.6%	34.0%	1.9%	0.4%	0.1%
Benefit fraud	52.3%	41.0%	5.9%	0.5%	0.3%
Building that's happened without planning approval	45.3%	46.3%	7.4%	0.7%	0.4%
Dirty or unsafe restaurants and cafes	50.0%	43.5%	5.8%	0.5%	0.2%
Fly-tipping of rubbish	69.5%	27.1%	3.0%	0.2%	0.2%
Health and safety violations by businesses	43.9%	50.9%	4.2%	0.5%	0.5%
Illegal parking in council car parks	30.5%	50.7%	16.7%	1.9%	0.2%
Noise nuisance	49.4%	43.0%	7.1%	0.5%	0.1%
Non-compliance with building regulations	40.9%	52.0%	6.2%	0.5%	0.5%
Non-payment of business rates	36.7%	54.5%	7.6%	0.6%	0.5%
Non-payment of council tax	49.1%	44.0%	6.5%	0.3%	0.1%
Street traders that aren't following the rules	20.9%	60.8%	15.8%	1.8%	0.6%
Taxis or private hire vehicles that don't meet certain standards	38.3%	52.8%	8.0%	0.6%	0.3%

Q9) Have you been involved in any unpaid voluntary work (apart from expenses) during the past 12 months, either for a charity or other type of voluntary or community organisation? Base size: 1,100

Involved in voluntary work	%
Yes	24.3%
No	75.7%

Q10) And which of these, if any, are the reasons why you don't give unpaid help to groups or organisations? Base size: 833

Reason (multi-coded)	%
I have work commitments	55.5%
I have other things to do in my spare time	18.2%
I have to look after children/the home	17.5%
I'm too old	11.8%
I've never thought about it	7.0%

I don't know any groups that need help	3.7%
I have to look after someone who is elderly/ill	2.4%
I haven't heard about opportunities to give help	2.2%
I have to study	2.0%
I'm new to the area	1.3%
Other	2.8%

Q11) How much do you trust South Oxfordshire District Council? Base size: 1,100

	%
A great deal	6.9%
A fair amount	76.6%
Not very much	12.1%
Not at all	1.6%
Don't know	2.7%

Q12) Here is a list of statements about South Oxfordshire District Council, how strongly do you agree or disagree with each statement? Base size: 1,103 – 1,107

Statements	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	No opinion /Don't know
SODC needs to make more effort to find out what local people want	25.4%	50.1%	20.0%	4.5%	0.0%	0.0%
The quality of SODC services is good overall	5.5%	71.5%	17.8%	4.6%	0.5%	0.0%
SODC treats all parts of South Oxfordshire District equally	4.8%	54.4%	30.0%	7.6%	1.6%	1.5%
I don't mind what SODC does so long as it does its job	6.5%	49.6%	18.2%	21.5%	4.3%	0.0%
SODC does a good job for people like me	5.8%	68.9%	18.2%	5.9%	1.2%	0.0%
SODC is too remote and impersonal	3.6%	33.1%	33.6%	24.1%	5.2%	0.4%
SODC is too bureaucratic	8.8%	37.3%	35.9%	16.1%	1.0%	0.9%
SODC needs to be more open and honest	19.6%	49.5%	19.9%	7.6%	3.3%	0.0%
SODC treats everyone fairly	9.0%	58.4%	24.9%	6.3%	1.1%	0.4%

Q13) From which, if any, of these places do you obtain most of your information about South Oxfordshire District Council? Base size: 1,100

Q14) Looking at the list again, which source of information would you MOST like to receive information about South Oxfordshire District Council from? Base size: 1,100

Source	Obtain info from	Would MOST like to receive info from
South Oxfordshire District Council website	64.0%	50.0%
Local / Free newspapers	38.4%	15.5%
Contact with Council staff	33.8%	11.5%
The Council's Outlook newsletter	32.3%	8.7%
Village / Parish newsletter	31.4%	5.0%
Friends and neighbours	25.6%	2.8%
Local radio	9.3%	1.8%
South News – the council's email newsletter'	8.7%	1.8%
Facebook	8.5%	0.7%
Contact with elected District Councillors	5.3%	0.5%
None	2.5%	0.5%
Twitter	1.5%	0.1%
Don't know	0.5%	0.2%
Other	4.1%	0.9%

Q15) Do you agree or disagree that you can influence decisions affecting your local area? Base size: 1,100

Agreement	%
Definitely agree	2.1%
Tend to agree	30.4%
Neither agree nor disagree	25.2%
Tend to disagree	29.1%
Definitely disagree	9.1%
Don't know	4.2%

Q16) Why do you think you can / can't influence decisions affecting your area? Base size: Base size: Agree – 357; Disagree – 420

Themes from residents who agree they can influence decisions affecting their local area	Frequency	%
Attend meetings	89	24.9%
Contacting council	64	17.9%
Just my opinion	51	14.3%
Know how to influence / can access council	42	11.8%
Voting	31	8.7%
Contact councillors / MP / mayor / parish council / groups	29	8.1%
If you have support they will listen / can influence in a group	24	6.7%
Residents work together	14	3.9%
Positive past experience	11	3.1%
Council does listen	11	3.1%
Campaigns / petitions / surveys	5	1.4%

Don't want / need to influence decisions	5	1.4%
Never tried / not thought about it	5	1.4%
Other	3	0.8%
Don't know / not sure	2	0.6%

Themes from residents who disagree they can influence decisions affecting their local area	Frequency	%
Not listened to / not informed / not consulted	176	41.9%
Just my opinion	61	14.5%
Council does what it wants / already made up their minds	53	12.6%
Don't want / need to influence decisions	37	8.8%
Don't know / not sure	25	6.0%
One voice can't change anything	24	5.7%
Negative past experience	25	6.0%
Never tried to / not thought about it / not active in community	16	3.8%
Other	9	2.1%
New to area	6	1.4%
Nothing you can do	6	1.4%
Only listen to businesses / powerful people	2	0.5%

Q17) How satisfied or dissatisfied you are with the quality of each of the following services in your local area? Base size: 1,100

Service	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Don't know
Advice / support to businesses	1.1%	41.9%	46.7%	1.6%	0.2%	8.5%
Arts and cultural activities	6.9%	63.0%	20.3%	5.8%	0.7%	3.3%
Council car parks	7.4%	57.5%	21.6%	10.2%	1.5%	1.9%
Environmental protection	8.6%	71.6%	8.0%	9.5%	1.8%	0.4%
Housing services	3.5%	44.8%	38.6%	5.5%	1.3%	6.3%
Keeping the area clean & litter free	13.2%	65.3%	9.5%	10.3%	1.7%	0.0%
Licensing	5.0%	69.6%	18.9%	0.8%	0.0%	5.6%
Sports & leisure facilities	8.7%	62.0%	17.4%	7.8%	3.1%	1.0%
Planning applications and enforcement	1.6%	43.7%	42.8%	5.3%	2.9%	3.6%
Providing benefits for people on low incomes	2.8%	39.0%	48.6%	3.6%	0.1%	5.8%
Providing grants to local communities/ groups	5.2%	44.3%	43.1%	2.7%	0.5%	4.3%
Public toilets	2.8%	45.1%	35.6%	11.8%	2.1%	2.5%
Reducing crime, fear of crime & antisocial behaviour	9.5%	72.9%	11.8%	5.1%	0.6%	0.1%

Waste and recycling collection service	26.3%	59.2%	9.1%	4.4%	1.1%	0.0%
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Q18) And which of these services provided in your local area are most important in your view?
Base size: 1,100

Services	1 - most important	2	3	4	5 - least important
Advice/support for businesses	18.0%	16.4%	21.3%	11.5%	32.8%
Arts and cultural activities	4.0%	13.6%	17.6%	21.6%	43.2%
Council car parks	6.9%	16.6%	18.3%	26.9%	31.4%
Environmental protection	23.1%	19.7%	20.2%	21.2%	15.7%
Housing services	18.0%	27.1%	20.6%	15.5%	18.8%
Keeping the area clean & litter free	22.4%	25.9%	21.2%	16.9%	13.5%
Licensing	3.6%	20.7%	23.4%	34.2%	18.0%
Planning applications and enforcement	12.7%	19.4%	26.1%	20.4%	21.4%
Providing benefits for people on low incomes	12.3%	20.3%	24.1%	22.2%	21.2%
Providing grants to local communities/ groups	4.8%	13.1%	20.8%	32.1%	29.2%
Public toilets	11.2%	9.5%	19.8%	25.9%	33.6%
Reducing crime, fear of crime & antisocial behaviour	32.2%	20.8%	19.3%	16.9%	10.9%
Sports and leisure facilities	17.3%	25.2%	16.5%	18.1%	22.9%
Waste and recycling collection service	25.0%	16.0%	19.9%	18.7%	20.4%

Q19) Here are a number of different types of services that are provided in South Oxfordshire. Which services have you or a member of your household used or benefited from? Base size: 1,100

Service	Have used	Have not used
Advice / support to businesses	7.5%	92.5%
Arts and cultural activities	65.5%	34.5%
Council car parks	84.5%	15.5%
Environmental protection	37.7%	62.3%
Housing services	29.5%	70.5%
Keeping the area clean & litter free	63.8%	36.2%
Licensing	45.5%	54.5%
Planning applications and enforcement	22.9%	77.1%
Providing benefits for people on low incomes	28.5%	71.5%
Providing grants to local communities/ groups	11.3%	88.7%
Public toilets	55.1%	44.9%
Reducing crime, fear of crime & antisocial behaviour	44.4%	55.6%

Sports & leisure facilities	77.5%	22.5%
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Q20) Here is a list of things South Oxfordshire District Council currently do or provide in the district. In the future, do you think South Oxfordshire should do more, do the same or less of these things or do you think they shouldn't provide these things at all? Base size: 1,100

Things SODC do or do not provide:	Do more	Do the same	Do less	Don't do at all	Don't know
Activities for young people	64.0%	35.4%	0.1%	0.0%	0.5%
Arts and cultural facilities	23.6%	74.7%	1.1%	0.0%	0.6%
Consult with residents	38.9%	60.5%	0.5%	0.0%	0.1%
Enforcement against litter, fly tipping, graffiti	35.0%	63.7%	1.3%	0.0%	0.0%
Get housing built	32.8%	50.8%	13.7%	1.2%	1.5%
Grants to the voluntary and community sector	20.3%	77.4%	0.6%	0.0%	1.7%
Keep streets and public spaces clean and attractive	39.6%	60.1%	0.4%	0.0%	0.0%
Keep residents informed about services, activities and spending	43.9%	55.5%	0.5%	0.0%	0.1%
Make the district attractive to visitors	23.5%	75.0%	1.4%	0.0%	0.1%
Make sure facilities exist on new housing developments	55.0%	44.3%	0.3%	0.0%	0.5%
Minimise the council's impact on climate change	32.2%	66.5%	0.4%	0.1%	0.8%
Protect the character of the area	37.4%	60.8%	1.5%	0.0%	0.3%
Provide public toilets	27.2%	71.2%	1.0%	0.2%	0.5%
Reduce the council's energy usage	32.0%	66.2%	0.2%	0.0%	1.6%
Support local business and the creation of vibrant market towns	40.7%	57.6%	0.7%	0.0%	0.9%
Sport and recreation facilities for all	39.7%	59.9%	0.3%	0.1%	0.0%
Tackle crime and fear of crime	40.2%	57.2%	2.6%	0.0%	0.0%

Q21) Do you recycle? Base size: 1,100

Method of recycling	%
Using the councils kerbside recycling collection service	35.7%
At Oxfordshire County Council waste recycling centres	0.7%
A combination of both	63.5%
Other	0.1%
I don't recycle	0.0%

Q22) If you don't recycle why is this?

-

Q23) What would make you recycle more? Base size: 1,100

Response ¹³	Frequency	%
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¹³ Respondents were able to choose more than one option.

Nothing, I already recycle as much as I can	936	85.1%
Additional recycling bin	72	6.5%
More information about what I can recycle	64	5.8%
Other	41	3.7%
More information about where my recycling goes	17	1.5%
If the council refused to collect my bin because it had things in it that can't be recycled	13	1.2%
Incentives such as funding for facilities or groups in my community	12	1.1%
Nothing would encourage me to recycle	6	0.5%

Q24) How often on average do you put the following out for the kerbside collection. Base size: 1,100

Response	Weekly	Fortnightly	Monthly	Less than monthly	I don't use it	N/A
Recycling (green bin or bags)	0.1%	97.9%	0.6%	0.2%	0.1%	1.1%
Garden waste (brown bin)	0.0%	58.3%	10.8%	3.2%	26.5%	1.2%
General household waste (black bin)	0.3%	97.5%	0.7%	0.1%	0.4%	1.1%
Food waste	93.5%	1.7%	0.3%	0.1%	3.5%	0.9%

Q25) If you don't put out your food waste every week why is this? Base size: 61

Response	%
I don't make enough food waste to need to	57.4%
I don't have a food waste bin	29.5%
I put my food waste in my black bin	36.1%
I put my food waste in my green bin	0.0%

Q26) To what extent do you agree or disagree that there are a good range of job opportunities in South Oxfordshire? Base size: 1,100

Response	%
Definitely agree	6.4%
Tend to agree	57.8%
Neither agree nor disagree	25.5%
Tend to disagree	6.5%
Definitely disagree	0.4%
Don't know / not applicable	3.5%

Q27) Why do you agree that there are not a good range of job opportunities in South Oxfordshire? Base size:

Response	%
Not enough local jobs	51.3%
Not enough well paid / professional jobs / variety of jobs	15.8%
Not found the job I wanted / know someone who hasn't found a job	14.5%
Lack of businesses / facilities	13.2%
Other	5.3%

Q28) To what extent do you agree or disagree that you can buy or rent housing that meets your needs in South Oxfordshire? Base size: 1,100

Response	%
Definitely agree	2.3%
Tend to agree	50.2%
Neither agree nor disagree	25.4%
Tend to disagree	17.0%
Definitely disagree	3.7%
Don't know / not applicable	1.5%

Q29) Why do you disagree that you cannot access housing that meets your needs in South Oxfordshire? Base size: 235

Response	%
Too expensive / not enough affordable housing	86.0%
Not enough housing	8.9%
No social housing	3.4%
Other	1.7%

Q30) To what extent do you agree or disagree that Didcot is improving for the better? Base size: 1,100

Response	%
Definitely agree	21.7%
Tend to agree	41.1%
Neither agree nor disagree	23.3%
Tend to disagree	2.8%
Definitely disagree	0.5%
Don't know / not applicable	10.5%

Q31) Why do you agree that Didcot is not improving for the better?

Response	%
Too many housing developments	54.5%
Lack of facilities and services / investment	25.0%
Too much traffic	9.1%
Other reasons	11.4%

Q32) How many days a week are you active for 30 minutes of moderate intensity physical activity? Base size: 1,100

Number of times a week	%
Less than once a week	6.3%
2 - 3 times a week	27.5%
More than 3 times a week	55.2%
Never	11.1%

Q33) Have you heard of or taken part in any of the following sports and activities organised by the District Council? Base size: 1,100

Sports and activities organised by SODC	Heard of	Taken part in
GO Active	27.6%	2.6%
Get Healthy	19.5%	1.7%
Active Women	14.6%	1.3%
Sportivate	10.5%	0.6%
Any other community activities e.g. jogging etc.	10.5%	4.3%

Q34) What would make you more active, or help you to become more active? Base size: 1,040

Response ¹⁴	%
Nothing / don't know	41.2%
Having more time	31.0%
Availability of local sports/leisure facilities close to home	18.6%
Lower prices for gym / leisure centre membership / for using leisure centres	15.3%
Improved personal motivation	9.1%
Someone to exercise/do activities with	8.6%
Better information about exercising	4.8%
Organised walks	2.2%
If I had help with my caring responsibilities (e.g. a crèche for children)	2.1%
Personalised exercise advice and sessions	1.8%
Advice from a health care professional	1.6%
Better access to transport to travel to activities	1.5%
If I could exercise at home	1.1%
Availability of specialised exercise / activities for people with medical conditions	0.9%
Better personal safety	0.7%
Exercise on Referral	0.6%
No reply	0.0%
Other	1.6%

Q35) How many times have you contacted South Oxfordshire District Council with an enquiry or about a problem over the last year or so? Base size: 1,107

Number of times	%
Once	11.1%
Twice	6.9%
Three times	2.7%

¹⁴ Where respondents gave more than one reason, each reason has been counted separately.

Four or more times	4.5%
None	74.4%
Don't know	0.5%

Q36) Now thinking about the LAST time you contacted the district council. How satisfied or dissatisfied were you with each of the following? Base size: 407 - 411

Aspect of contact	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Don't know
The time taken to respond to your query	22.4%	49.5%	6.9%	14.8%	6.5%	0.0%
The time taken to resolve your query	20.9%	39.4%	8.3%	21.3%	9.7%	0.4%
The advice or help you were given	20.6%	45.1%	13.0%	13.7%	6.9%	0.7%
The availability of staff you wanted to speak to	22.7%	47.3%	15.5%	9.7%	3.6%	1.1%
Staff understanding your issue	25.3%	44.0%	14.4%	10.5%	5.1%	0.7%
The greeting you received on your initial contact	30.0%	49.1%	10.8%	6.1%	2.9%	1.1%
Overall the way the council dealt with your issue	24.9%	35.0%	11.6%	17.0%	10.5%	1.1%

Q37) How long have you live in a) the local area and b) South Oxfordshire District?

Response	Local area	South Oxfordshire District
Up to 1 year	6.8%	3.5%
1-2 years	7.6%	4.8%
3-5 years	14.8%	10.5%
6-10 years	14.0%	10.5%
11-15 years	11.0%	9.6%
16-20 years	6.9%	8.0%
More than 20 years	38.8%	52.9%