

Island Voices Citizens' Panel Autumn Survey

November 2004

**A report on behalf of
Isle of Wight Council**

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1 Introduction & Objective

This report was commissioned by Isle of Wight Council (IWC) and was undertaken and completed by the independent York-based research company, QA Research.

This report shows results of the Autumn survey undertaken with the Island Voices Citizens' Panel and is based on 476 respondents opinions from a panel of 1075 residents on the Island. This translates to a response rate of 44%. The panel is demographically representative and the results of this particular survey give a confidence limit of +/- 4.5%.

The objective of the research is to contact the residents on the Isle of Wight using the Island Voices Citizens' Panel to find out their views on a number of key issues. This report offers analysis of five key issues affecting the Isle of Wight Council and the Islands' residents. These areas range from communication and media, Council services, education, transport and Environment Health enforcement policy.

2 Methodology

The 'Island Voices' panel is a pool of residents representative of the wider community in terms of demography. The panellists are sent regular postal surveys with FREEPOST return envelopes for their convenience.

This survey¹ was inputted and analysed by QA using SPSS v 12 software and the resulting findings were used to create this report.

¹ For a full copy of the survey, please see appendix

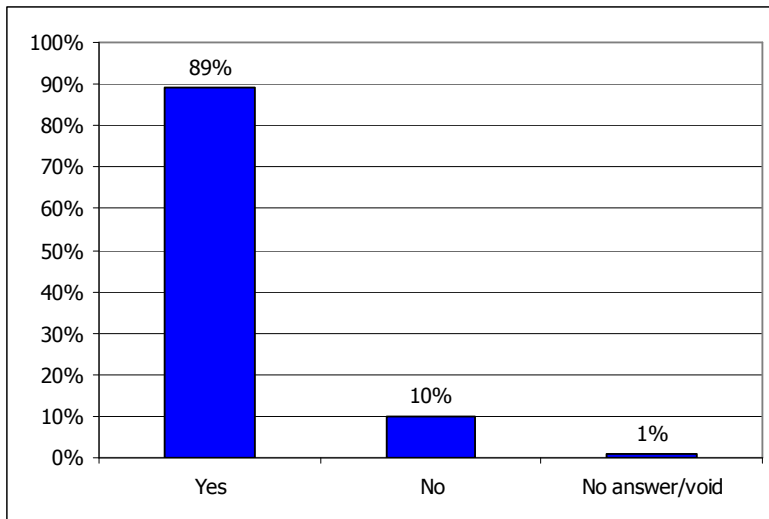
3 Findings

This section provides information on each thematic section of the research and outlines clearly the individual findings. The question number the findings refer to is stated in brackets.

Section 1: 'Wight Insight' Magazine

The first section of the survey focused on the 'Wight Insight' magazine. Respondents were asked to state **how aware they are of 'Wight Insight' magazine** (Q1a). The following responses were given:

Figure 1. Are you aware of the 'Wight Insight' magazine?



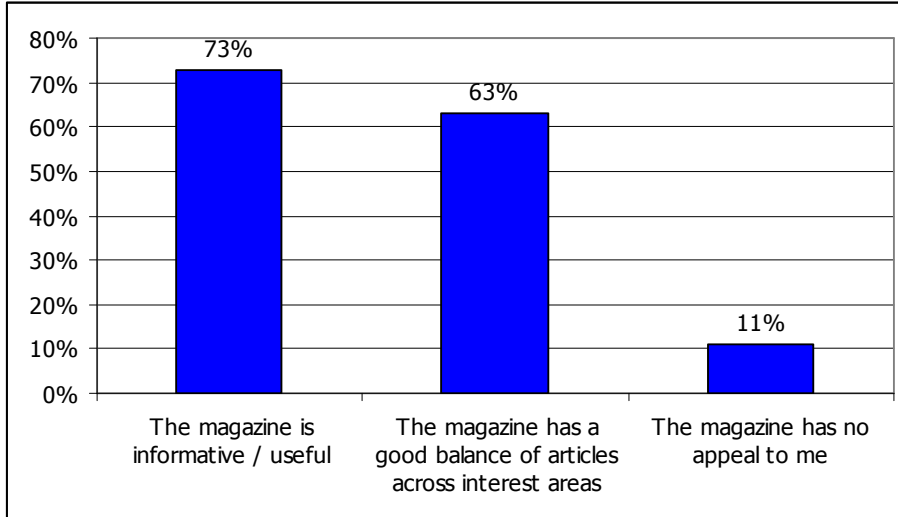
Base = 476

As the chart above shows the majority of respondents (89%) are aware of the magazine.

Those respondents that were aware of the magazine were asked to comment on **who they think produces 'Wight Insight'** (Q1b). The greatest proportion stated IWC (66%) and a further 22% stated that they didn't know. The County Press was stated by 7% of the respondents. In total 35% of the respondents stated that **they 'read most of it [Wight Insight]'** (Q1c) and 26% 'read a few articles'. Almost a quarter of those respondents that are aware of the magazine 'just glanced at the information' (18%) or 'don't read it' (5%). It is noticeable that older respondents (44% - 65+) are more likely to state that they 'read most of it' than younger respondents (19% - 25-44) when compared to 35% overall. Females (42%) are also more likely to state that they 'read most of it' than males (28%).

The panel members that were aware of 'Wight Insight' were asked to state **whether they agree or disagree with the three statements about the magazine** (Q2). The results can be seen in the chart below:

Figure 2. To what extent do you agree with the following statements about the 'Wight Insight' magazine?



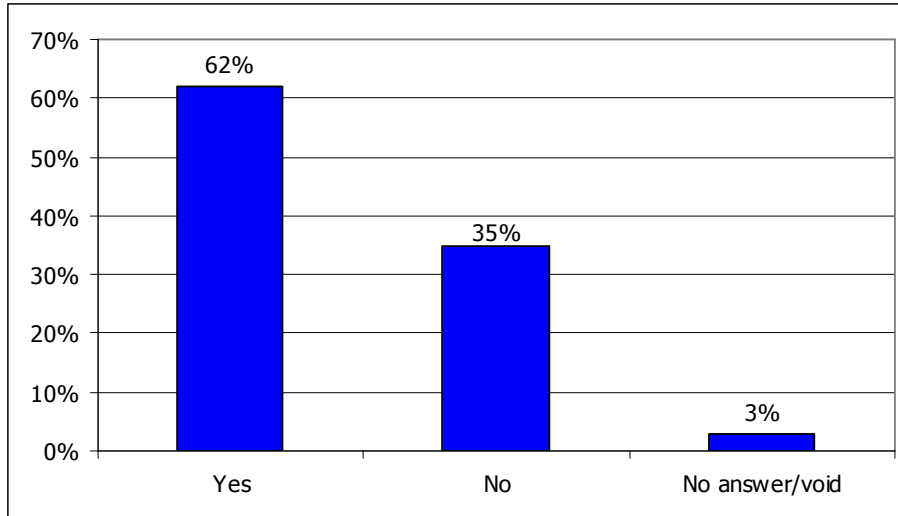
Base = 427

In total 73% of the respondents 'strongly agree' or 'agree' that the magazine is 'informative or useful' and 63% 'strongly agree' or 'agree' that the magazine 'has a good balance of articles across interest areas'. A minority of respondents (11%) feel that the magazine 'has no appeal to them'. Further analysis shows that older respondents (73% - 65+) are more likely to 'strongly agree' or 'agree' that the magazine is 'informative or useful' than younger respondents (42% - 25-44).

Section 2: Communication and Media

The IWC were interested to find out how respondents felt they were represented in the media. Firstly the respondents were asked if they had seen **information about IWC activities in the media** (Q3).

Figure 3. Have you seen information about Isle of Wight Council activities in the media?



Base = 476

The chart shows that just less than two thirds of the respondents have seen information about the IWC in the media (62%). Interestingly respondents aged 45 – 59 years (74%) are more likely to have seen information about IWC in the media than other age groups and overall (63%).

Respondents were asked to comment on **the extent to which they feel the media gives a balanced view on Isle of Wight Council activities** (Q4). The greatest proportion of respondents (43%) stated that they 'neither agree nor disagree' and a further 35% 'agree' that the media gives a balanced view on IWC activities.

Respondents were asked to state what **specific improvements they would make to improve the IWC image and communication with the public** (and how they would achieve this) (Q5). A range of ideas were stated by the respondents, including encouraging residents to take part in community projects and creating public awareness:

'Encourage more residents to take physical action on projects. To attend to litter, rundown old and empty buildings, general "eye-sore." Far less talk, more do. Rewards to those who "do & help." Some reduction in Council tax for those residents please!'

'Increased public awareness - advertising of Council services/means of access to them'

Keeping residents informed of the Council's activities was also seen to be essential to improve the Council's image as respondents stated:

'Let the public see that the Council listens to their views/needs/experiences through policy changes. Consultation is pointless if it is not backed up through action. More town / Island referendums on important issues?'

'Maybe a good news story of achievement in the IWCP once a month on the same page each month'

'More consultation over major issues, particularly in regards to development proposals.'

'More transparency'

'Précis of Council meetings in county press, minimise or abolish committee meetings with public exclusion'

'A clear accurate and informative page in the county press giving reports and decisions of the Council meetings'

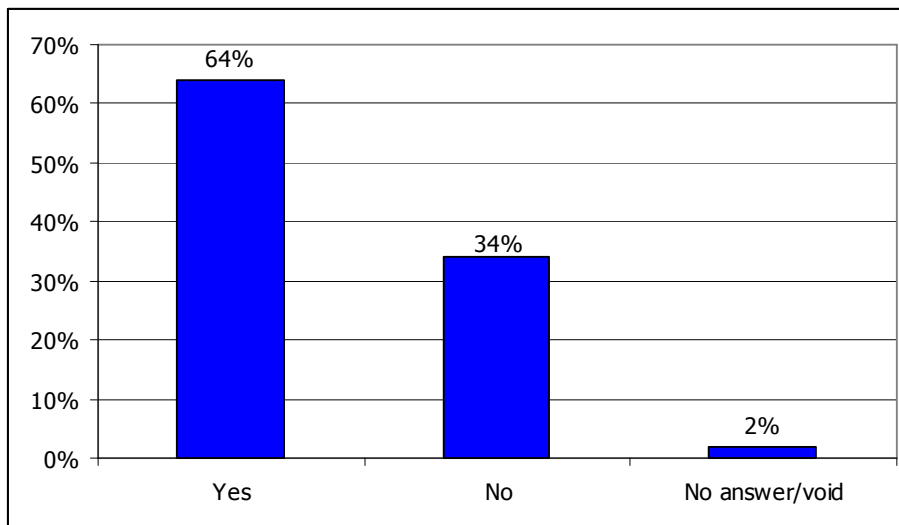
'I would like to see more use made of a general view, unbiased, balanced and more information instead controversial subjects as viewed on Solent TV, IW radio and in many cases, I'm afraid, IW County Press'

Section 3: The Isle of Wight Council Website

Respondents were asked to give some feedback on the IWC website. They were firstly asked if they have **access to the internet** (Q6a). Half of the respondents have access to the internet at home (50%) and a further 3% have access at work. A significant proportion of respondents do not have access to the internet (41%) and therefore did not answer any further questions regarding the IWC website. As would be expected younger respondents (74% - 25-44) are more likely to have access to the internet at home than older respondents (25% - 65+).

The respondents were asked whether they were **aware of the IWC website** (Q6b). The chart below shows that 64% of respondents are.

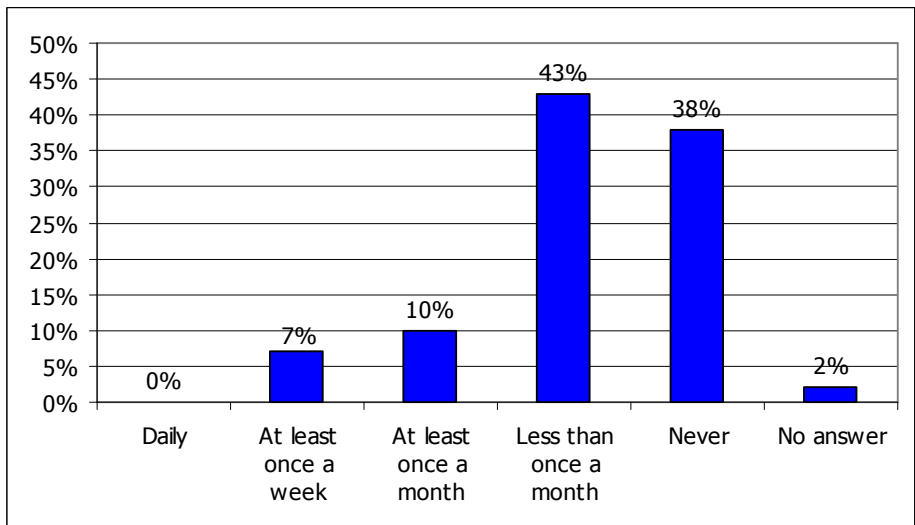
Figure 4. Are you aware of the Isle of Wight Council website www.iwight.com?



Base = 280

The chart below shows **how often respondents that are aware of the IWC website visit it** (Q6c). It can be seen that a total of 17% of the respondents use it on a regular basis, monthly or more regularly. No respondents use it on a daily basis. A significant proportion of respondents use the website less than once a month (43%). A further 38% never use the website.

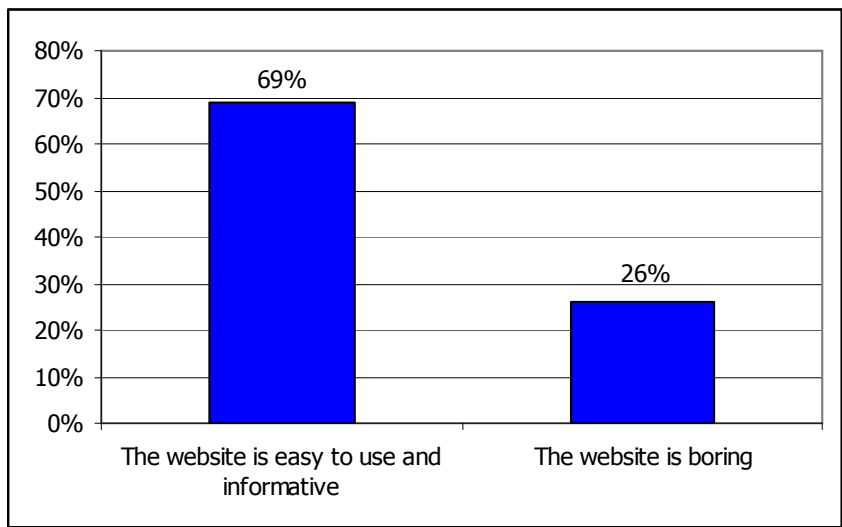
Figure 5. Please indicate how often you visit the website?



Base = 185

Respondents that use the IWC website were asked to comment on two statements (Q7):

Figure 6. To what extent do you agree or disagree with the following statements about the IWC website?

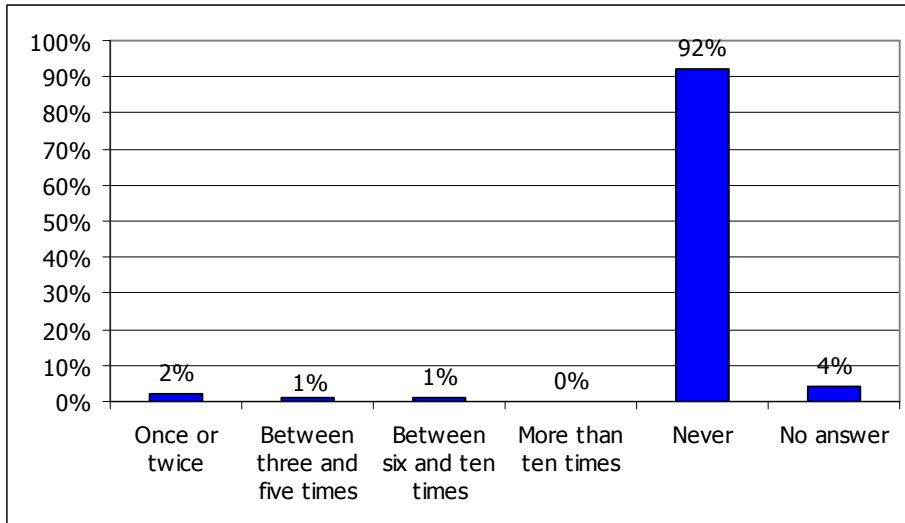


Base = 114

The chart shows that 69% of the respondents feel that the website 'is easy to use and informative'. A further 26% feel that the website 'is boring'.

These respondents were then asked **how often, if at all, they carry out transactions on the IWC website** (Q8a). The chart below shows that the majority (92%) have never carried out a transaction on the website.

Figure 7. How often, if at all, have you carried out transactions on the IWC website?



Base = 114

A total of four respondents have carried out transactions on the website. They were asked if they were satisfied or dissatisfied with their most recent transaction (Q8b). Each option ('very satisfied', 'fairly satisfied', 'neither satisfied nor dissatisfied' and 'very dissatisfied') received one response. The four respondents were then asked if they will continue to carry out transactions on the IWC website (Q8c). Three stated that they would and one stated they would not. The following verbatim comments were offered by three of the respondents:

'Easy, quick'

'I applied for a library card and nothing happened'

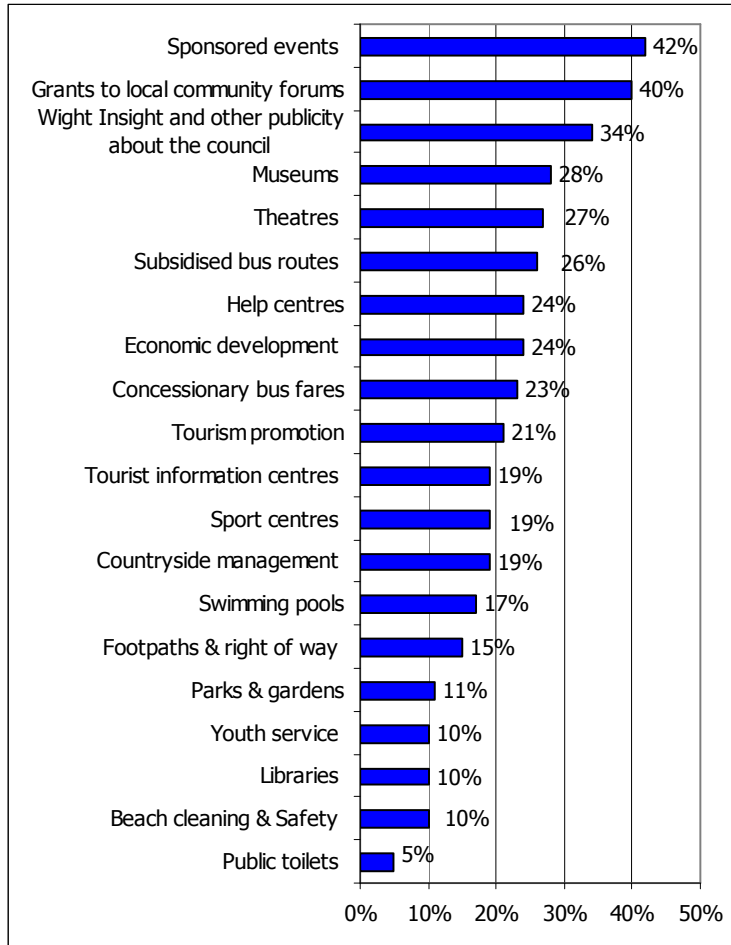
'Save going to Post Office/Bank'

Section 4: Council Services

In order to understand how respondents viewed the services provided by the Council, they were asked a range of questions.

Respondents were firstly asked to state **which discretionary services they would cut back on in order to keep the Council Tax increase down** (Q9). Respondents were given a list of services, and were asked state how strongly they felt in cutting back with the service. The following results show the results of 'strongly agree and agree':

Figure 8. Which of the following services would you agree to being cut back on?



Base = 476

The results showed that respondents felt that the Council could cut back on sponsored events (42%), grants to local community (40%) and the 'Wight Insight' magazine and other publicity about the Council (34%).

The respondents were further asked whether they would be **willing to pay more money to keep services** on the Isle of Wight (Q10). The majority of the respondents (58%) stated 'no'. When analysing these results by the age of the respondents it can be seen that younger (33% - 25-44) and older (34% - 65+) respondents are less likely to state that they would be willing to pay more than other age groups (44% - 45-59; 52% - 60-64), this may

reflect income levels for different age groups. This compares to an overall result of 38% for those stating 'yes'.

Respondents were then asked to make further comments on this area, from which it was found that many elderly respondents felt that they are not able to pay their Council tax comfortably, the following comments were made:

'Being a senior citizen on pension it would be a struggle with my finances, but [I would like to] keep services here'

'Unfortunately my rises in pension are not keeping up with the rises in Council Tax, so I cannot pay more. When I was working I would have been happy to do so'

There was a clear indication that respondents felt that better management of finances was needed within the Council. Prioritisation of services was also seen to be very important to respondents. The following comments illuminate these views:

'Too much money is wasted by the Council, which could be used on [better] services'

'[There needs to be] better standards of management, which would save money'

'Careful management of existing money [is needed] – [Council should] not [be] wasting it on unnecessary road schemes e.g. 'Red carpet' mini roundabouts and traffic lights, which hinder the steady flow of traffic and mainly benefit private companies'

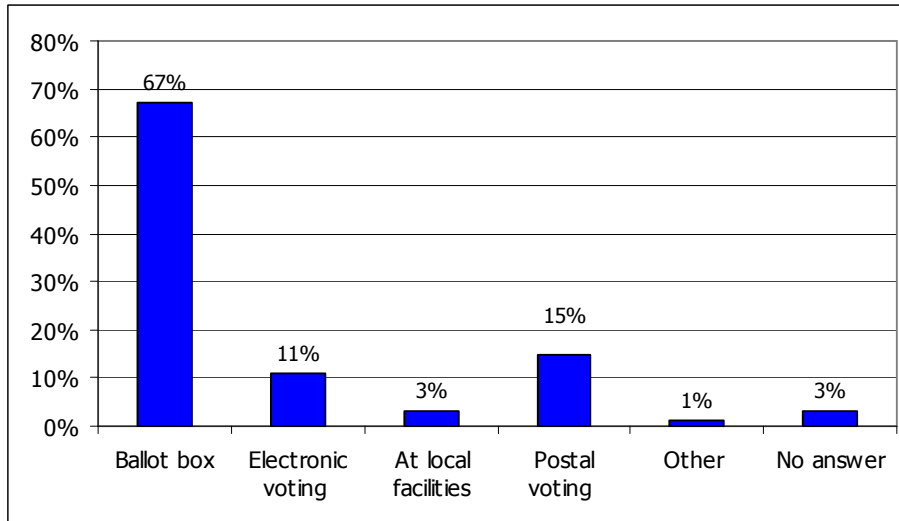
'I believe the Council waste too much money on fluffy schemes and lack of coordination of services, e.g., spending half a million on planting trees at Seaclose only to rip them up'

Some suggestions to improve matters were also made by respondents, such as internal training for the Council:

'The Council doesn't seem to know how to spend our money efficiently. Perhaps getting businessmen to train public servants in these areas would help-it certainly couldn't get much worse'

In order to understand the preferred method of voting, the respondents were then asked to state what **method they would like to use to vote in the local election**; the following results were found (Q11):

Figure 9. How would you vote in local election?



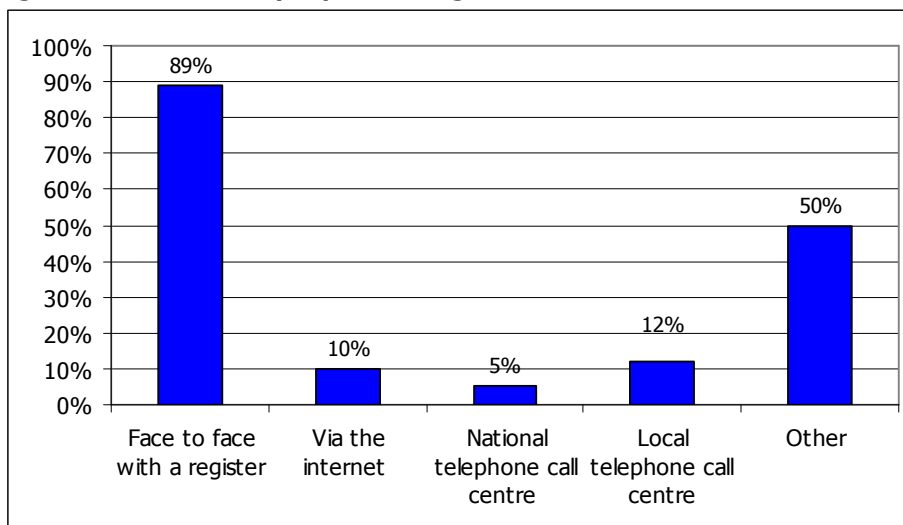
Base = 476

Clearly the majority of the respondents (67%) preferred to use the ballot box to vote in their local election. In addition, of the choices given to the respondents, voting at the local facilities was seen to be the least preferred method of voting. It is interesting to note that those in the 25-44 years age group (45%) are less likely to prefer to use the ballot box than on average (67%). This is offset by a greater preference for electronic voting (23%) and postal voting (20%) than overall.

Section 5: Civil Registration Review

This section of the survey established respondent's views on civil registration issues. Respondents were asked **how they would prefer to register a birth or death in the family** (Q12). Respondents were asked to state their level of agreement with a list of options, the following results show the 'strongly agree and agree' responses:

Figure 10. How would you prefer to register a birth or death?



Base = 476, 476, 476, 476, 466

As the chart above illustrates nearly all (89%) of the respondents preferred to register births or deaths in their family 'face to face with a registrar'². Analysis by gender shows that females (90%) are slightly more likely than males (85%) to wish to register a birth or death 'face to face with a registrar'. Males (7%) are slightly more likely to want to use a 'national telephone call centre' than females (3%) or a 'local telephone call centre' (males – 14%; females – 10%).

In addition, when asked to state **where** they would like to register a birth or death in their family, the majority of the respondents (79%) stated 'strongly agree or agree' for the 'register office' (Q13).

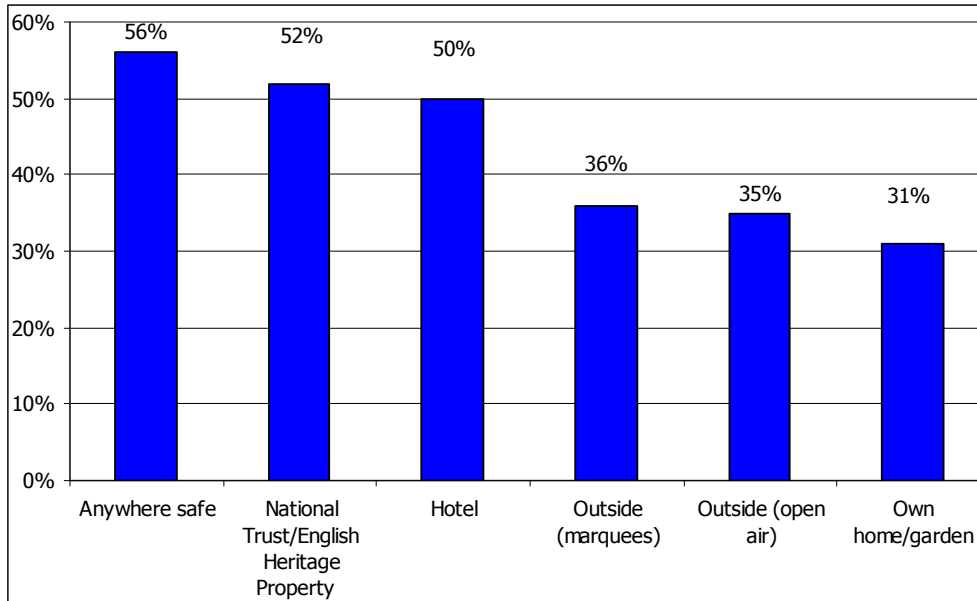
Respondents were given an 'other' category in the survey. Analysis of this showed that some people would prefer to register a birth or death in the family at doctors' surgeries, on the internet and at the post office.

To obtain further details on the location of the Register Office, respondents were asked **whether they would prefer the Register Office in Northwood House, Cowes rather than in the County Hall** (Q14). The survey indicated that the greatest proportion (50%) of the respondents would be 'disadvantaged' if the Register Office was to be moved. Only 6% of the respondents stated that the move would benefit them, all of which live in the north of the Island.

² An 'other' option was given to the respondents, however, due to the limited response, no substantial results were found in this category

To further understand **where people of Isle of Wight would like to have celebratory ceremonies**, the survey asked respondents to state their level of agreement with the following options (Q15). The chart shows the 'strongly agree and agree' responses:

Figure 11. Where should the Isle of Wight Registration Service offer celebratory ceremonies?



Base = 476

Over half of the respondents (56%) felt that they should be able to have their ceremonies 'anywhere where those celebrating want, so long as it is safe to do so'. 'National Trust/English Heritage Property' (52%) and 'hotels' (50%) were also common preferences.

Section 6: Education

In order to obtain respondent's views on educational issues, **respondents were asked to state the single most important issue for the immediate future of the education system**, on the Isle of Wight (Q16).

The comments for this question revealed that many of the respondents felt that the basic educational standards should be improved and more innovative and interesting methods of teaching should be introduced in schools, as the following comments indicate:

'Free up teachers, introduce more practical subjects, i.e. wood work, metal work, more domestic science. Less exams for the sake of it!'

'A more creative approach to education in order to raise aspirations and achievement, particularly at GCSE level'

'Make compulsory the main subjects: maths, English, science, history, geography, physical education and religious studies'

'Make sure all school leavers can read, write and spell properly'

A relatively high number of respondents stated that there needs to be more discipline in schools and more teachers. Many respondents felt that giving teachers more control would ensure children's good behaviour and attendance in school.

Other key findings include respondents feeling strongly about middle schools, in particular that schools should only have a two tiered system:

'Two Tier system abolish middle schools'

'Changing from the middle school system'

Furthermore, most respondents felt that schools need smaller class sizes and better funding is needed for the immediate future of the education system:

'The class sizes need to be reduced'

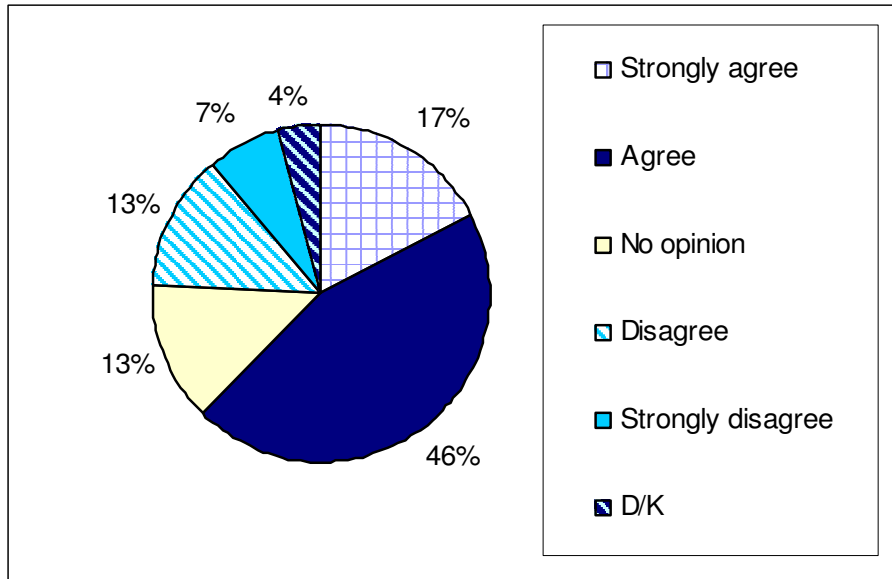
'I think its important to ensure that sufficient funding is put into the education system to fund the existing schools we have on the Island and not to waste money by merging them into larger schools'

'[Schools need] adequate money to have enough teachers in all schools on the Island'

Section 7: Fire and Rescue Service

This section of the survey asked respondents opinions on the Fire and Rescue service. Respondents were firstly asked to state to what extent they agreed that **education programmes delivered by the Road and Safety Reduction Partnership** would be an effective way of using staff resources to reduce road accidents (Q17). The following chart shows the responses given:

Figure 12. Level of agreement with the use of education programmes delivered by the Road Safety Reduction Partnership

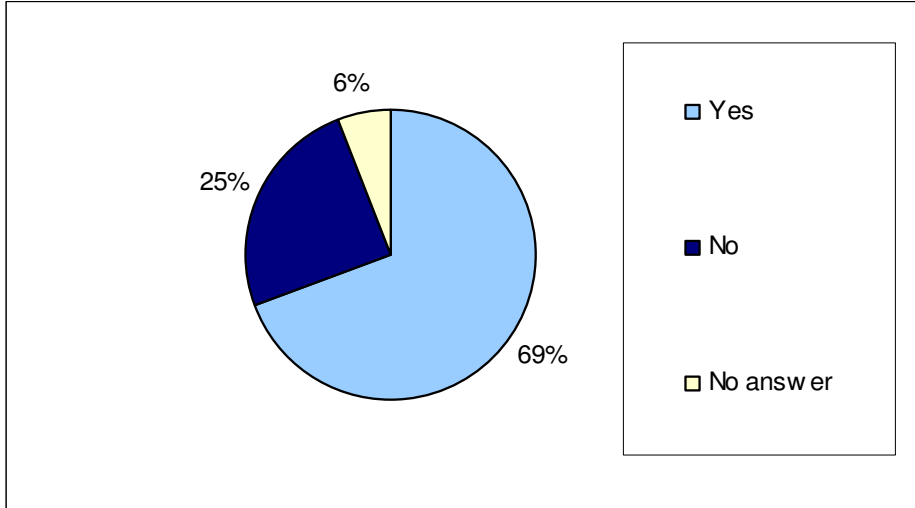


Base = 476

As the chart above shows the majority of the respondents stated 'strongly agree or agree' (63%), indicating that respondents felt that this was a good idea.

Respondents were informed that the Isle of Wight Fire and Rescue Service wishes to deploy its staff more effectively and are considering a change in the shift patterns of wholetime staff cover at Newport Fire Station at peak times. Respondents were asked whether they thought this was an **effective use of staff** (Q18). The following results were found:

Figure 13. Do you agree that this would be an effective use of staff resources?



Base = 476

Clearly, the majority of the respondents (69%) agreed that this was an effective use of staff resources.

Section 8: Social Services and Housing

Respondents were informed about the efforts made by the IWC to improve their response to an increasingly **diverse society on the Island** in the survey (Q19). They were then asked to state ways in which this could be improved.

Many of the respondents answered this question with reference to the internal recruitment system at IWC. In the main, respondents thought that employment should be given to the most suitable candidate, who is judged solely on merit. The following comments highlight this view:

'Encouragement, education, flexible working but not positive discrimination'

'Management skills depend not only on an ability to cope with the job, regardless of sex, colour or creed; but also need someone who can ensure happy atmosphere in the workplace and bring about the best from employees'

'Appoint according to merit only'

In addition, a relatively high number of people stated that IWC should leave the recruitment system as it is as people felt that this area would 'evolve' in the future:

'No improvement is necessary'

'Leave this to market forces'

'I think the [recruitment] system is fine, [I] do not want positive discrimination'

However, some respondents felt that helping particular groups and creating awareness and publicising jobs within these groups would be an effective way in improving this area:

'Make social awareness of different cultures and social inclusion on Island part of the school curriculum'

'Better education of these groups, and focused advertising. Promote awareness'

'[Have more] community activities'

'Greater publicity of successes. Bench-marking of major employers, naming/shaming of poor employers'

Respondents were then informed about the **key areas that children are worried about**, namely anti-social behaviour, bullying at school and transport costs. Respondents were asked on their views on how they would improve this (Q20).

There was a strong feeling amongst respondents that more discipline and punishment should be enforced to tackle anti-social behaviour and bullying at school. Respondents stated that the schools need to be strict and expel bullies from school:

'School needs to be firm on anti-social behaviour and bullying. Pay the poorer pupils transport costs (with discretion)'

'[They need] better discipline at school and home'

'Member of staff should be nominated by the schools to discuss worries in private, especially bullying and anti-social behaviour'

Furthermore, there was a general consensus that the parents should be more involved with their children and the school to tackle the two issues. In addition, some respondents stated that the parents should be held responsible for any damage caused by their children:

'A strong working relationship between schools and parents-coercively if necessary to get parents to take responsibility for their offspring'

'Anti-social behaviour and bullying need to be addressed by educating both children and adults'

'Anti-social behaviour is the responsibility of parents who don't seem to mind letting young children roaming the streets at night'

The analysis of the comments indicated that some respondents felt that it would be a good idea to further discuss these ideas with the children themselves and other people, thus providing a 'pool' of ideas to tackle anti-social behaviour and bullying:

'[The Council should] arrange class meetings each term with pupil, parents and staff to discuss any problems and/or worries'

The introduction of more police (such as police wardens patrolling the streets by foot) were also thought to be a good idea in improving the concerns of children:

'[There should be] more police on the streets anti bullying policy in school'

'[There should be] more walking policemen/woman and parents accountability, curfews should be enforced and bullies isolated'

In general, many of the respondents felt that children's transport costs should be reduced³.

Respondents were then asked to state **whether they felt more money should be invested in leisure activities on the Island** to in order to promote greater physical health and reduce obesity levels (Q21). There was a balanced view on this subject as half of the respondents (50%) stated 'yes' and nearly half (46%) stated 'no'. Further analysis shows that age has an impact on the responses made. Younger respondents (58% - 25-44) are more likely to state 'yes' than older respondents (43% - 65+) compared with overall (50%).

Respondents were then asked to give a reason for their answer. Of the respondents who stated 'yes' (50%) the majority felt that this would help people to be more healthy and therefore relieve some pressure from off the NHS:

'Because it will increase life expectancy and relieve NHS'

³ A limited response was gained for this section of the question.

'If more people kept themselves fit then there would be a long term benefit for the NHS'

'We need to be healthier, this would help'

Other benefits, such as combating anti-social behaviour and leisure activities providing a sense of self was also mentioned by the respondents:

'Gives a sense of achievement among other things'

'Increases interest in sports/hobbies, thereby reducing time for antisocial behaviour'

'Sport is a great way of learning how to be a "team member" which surely is a good way of life'

The comments also indicated that many of the respondents felt strongly against car parking charges at the leisure facilities, some even stated personal experiences to highlight their disagreement:

'Introducing car parking charges for leisure centres is brainless'

'These facilities should be free. I have accidentally received a £30 parking fee for a half-hour swim with my daughter. Ryde needs a covered pool for children - there is the potential/space'

'Exercise is important and should not be discouraged - remove parking charges on centre car parks'

However, the respondents who stated that they would not support the Councils idea of investing money into leisure facilities felt that there were enough facilities available. Furthermore, most respondents felt that it should be the individuals' responsibility to become healthy and parents should ensure their children eat healthy food and take regular exercise. The following comments highlight the key issues found:

'There are already adequate facilities. Getting people to use them is the problem'

'There are already excellent facilities and footpaths etc.'

'A lot of money has already been invested'

'Facilities are there - encouragement and fun options should be promoted'

'I feel more should be invested only if many activities now available are being fully utilised'

'It is the individual's responsibility. Answer would be yes, if it cost taxpayer nothing'

'Parents must take responsibility for their own children's health and problems'

To determine respondents' views on 'social housing', respondents were asked **whether they felt the IWC should stipulate more 'social housing'** than the intended 30%

target for the developments over 100 houses (Q22). Over half of the respondents (54%) were against this idea. The question additionally asked why they gave the response they did. Several respondents felt unable to answer the question based on their own knowledge. Those respondents that stated 'no' generally feel that the right balance needs to be achieved between different types of housing and that 30% of houses being social housing is the right level. Other respondents feel that housing is generally too expensive, particularly for younger people. This suggests that they feel that housing prices in general should be lowered and not just for a percentage of homes. There is additionally some concern over the impact of social housing on the Island in terms of the costs and the mix of people. The following quotes provide an example of these themes:

'Becoming impossible for young people to afford their own homes'

'Cheap housing is not necessarily good housing. IWC must stop mainland purchase of IW homes pushing prices beyond reach of ordinary IW people'

'Developers should not be forced into building houses on private estates for problem families this causes problems'

'30% [is] sufficient for Island people'

'Infrastructure for existing housing already inadequate'

'It never seems to benefit genuine Island families and it is not fair on decent householders to have so much "anti" social housing among them'

'Prices should reflect wages. Houses should be more affordable generally'

'The money available to I.O.W. Council will not stretch in all directions'

'30% is a fair amount'

Many respondents answered 'yes' the Council should stipulate more 'social housing' than the intended 30% target. Many people felt that housing is too expensive on the Island and more affordable housing is needed, especially for the young. Concern was voiced over the number of second homes on the Island and that prices are becoming too expensive for Islanders. It was felt that the young people need to be encouraged to stay on the Island.

'Affordable housing is needed for first time buyers, i.e., the young'

'Because of the high percentage of elderly population requiring supported accommodation and the need to encourage young people to stay on the Island'

'Everybody should have a home of which they can feel proud. Good citizenship not promoted by lives in squalor'

'Most developers make vast profits. They should be forced to put more of this in to local projects, including social housing'

'Wages are low on the Island too many homes being sold as second homes'

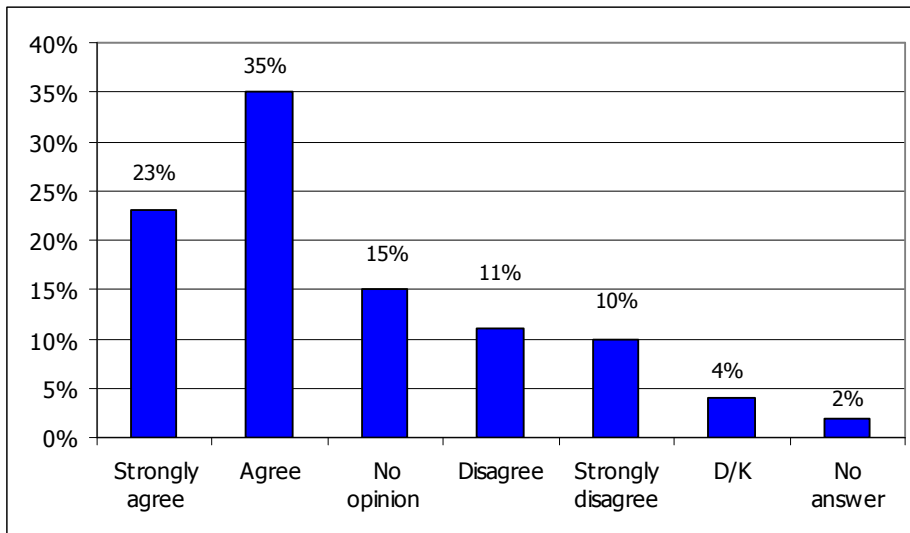
'Young people are essential to the Island's future and deserve housing they can afford'

The respondents were then informed about a project in Ryde that indicated that **Community Wardens** help reduce anti-social behaviour and promote a greater feeling of security in areas (Q23a). In view of this respondents were asked whether IWC should expand this work, to which a large majority of the respondents (87%) replied 'yes'.

In relation, 77% of the respondents stated that they would like a Community Warden in their area (Q23b).

The survey then moved on to ask to what extent respondents agreed that the Council should pursue **a single health, housing and social care trust on the Island (Q24a)**. The following results were found:

Figure 14. Level of agreement with a single health, housing and social care trust on the Island



Base = 476

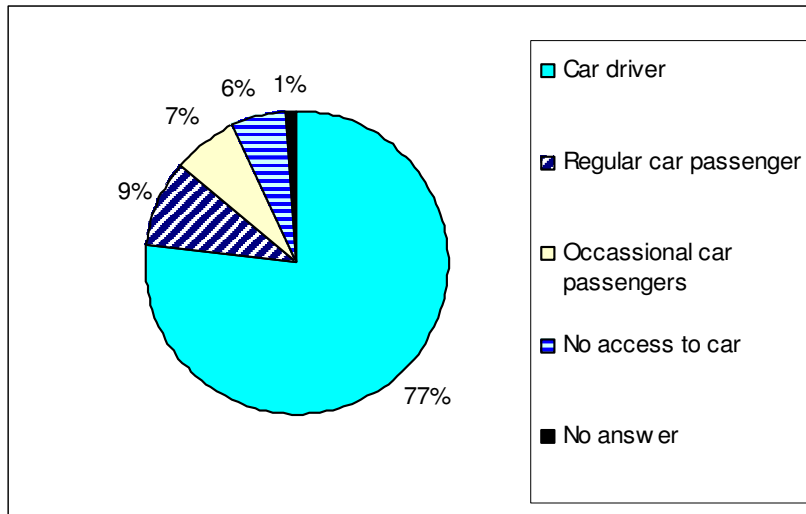
The results showed that over half (58%) of the respondents either 'strongly agreed' or 'agreed' with having a single health, housing and social care fund on the Island. Overall, 21% were in disagreement with this idea.

Respondents were then asked to state whether the IWC should **progress** with this rapidly (by April 2006) or more slowly (by April 2008), the results showed that there were no strong feelings felt for either option as 34% stated 'rapidly' and 31% stated 'slowly' (Q24b).

Section 9: Transport

This area of the survey aimed to establish respondent's views on transport issues such as car usage. Respondents were asked how they would regard themselves in terms of **using cars as a method of transport** (Q25). The following results were gained:

Figure 15. Transport status of respondents



Base = 476

As the chart above indicates a relatively high majority of respondents (77%) were car drivers and only 6% of respondents did not have access to a car. The results show that older respondents (67%) are less likely to be a car driver than overall (77%) and that males (87%) are more likely to be a car driver than females (68%).

Respondents who used cars were asked to state what **main journeys they make on the Island and how often** (Q26a). A list of journeys were provided along with a frequency of use, to determine a fair picture of car usage. The table show the results obtained:

Figure 16. What main journeys do you make, by car, on the Island?

	Less than once a week	Once a week	Two/three times a week	Five or more times a week	No answer
Home to work	17%	2%	9%	25%	48%
Business	27%	6%	7%	8%	52%
Shopping	11%	34%	47%	3%	6%
Visiting friends/relations	26%	25%	30%	5%	14%
Leisure/entertainment	29%	21%	24%	5%	15%
Healthcare	70%	7%	3%	0%	19%
Adult education	51%	4%	1%	0%	43%
Transport children – social	35%	6%	11%	5%	44%
Transport children - school	40%	2%	4%	8%	47%
To a ferry terminal - onward passenger journey	66%	4%	1%	2%	29%
To a ferry terminal - onward car journey	67%	3%	1%	1%	29%
Other	17%	48%	9%	13%	13%

The greatest percentage of the respondents stated that they made car journeys 'less than once a week' for 'healthcare purposes' (70%), 'to a ferry terminal – onward car journey' (67%) and 'to a ferry terminal – onward passenger journey' (66%). In regard to frequent

use, the results showed that nearly half of the respondents (47%) made a car journey for 'shopping' purposes two/three times a week. In addition, 25% of respondents made car journeys from home to work five or more times a week. The 'other' category revealed that respondents often made journeys to church, community meetings and other social events.

In order to determine whether they would take **public transport** (if they were made available at necessary times); respondents were asked to state 'yes' or 'no' for each option mentioned above (Q26b). The results showed that in all but one case the greater proportion of the respondents would not take public transport to make their journey, the exception being a journey to a ferry terminal where they were to be an onward passenger (31% not take public transport against 31% that would). Respondents felt particularly strongly about this in regards to 'shopping' journeys as 62% of respondents stated 'no', they would not use the public option.

Respondents were then asked to rate what **type of improvement to public transport** they felt would persuade them to use public transport. Respondents were asked to state 'Essential', 'Important' or 'No opinion' for each of the following options (Q27). The following results were gained:

Figure 17. What improvements would like to see with public transport for you to consider using as an alternative transport?

Improvement	Essential	Important	No opinion	No answer
Increased availability - more routes	47%	22%	13%	19%
Increased frequency	50%	23%	11%	17%
Shorter journey times	20%	26%	28%	25%
Coordinated timetable links	52%	21%	8%	18%
Improved punctuality/reliability	46%	25%	11%	19%
Lower fares	59%	21%	7%	14%
Less anti-social behaviour	37%	29%	14%	21%
Better disabled access	23%	29%	25%	23%
Better information about services	26%	36%	16%	23%
Better comfort and cleanliness	26%	38%	15%	22%
Better customer care	25%	34%	19%	22%
More room for shopping/baby buggies/bicycles	30%	31%	19%	21%
Other	45%	10%	0%	45%

The results showed that respondents regard 'lower fare' (59%) as the most essential improvement that should be made by the IWC. Timing issues such as 'co-ordinated timetables' (52%) and an 'increased frequency' (50%) of public transport were also felt to be essential improvements too⁴. Younger respondents (59% - 25-44) are more likely to see 'increased frequency' as an essential improvement than older respondents (39% - 65+) and overall (50%). Females (55%) are also more likely to see 'increased frequency' as an essential improvement than males (44%). 'Lower fares' is also more likely to be seen as essential by females (62%) and younger respondents (62%) than overall (59%).

Respondents were then asked to state which **single most important transport issue affects them the most as an individual** on the Island (Q28). There was a strong feeling

⁴ The analysis of the 'other' category did not reveal any substantial information

amongst respondents that the bus service was poor on the Island. Respondents felt that buses did not turn up on time and the costs were too high.

'We need a bus that turns up and is on time. The fares are too much'

'A good bus service (competition) with competitive prices'

'Bus fares are horrendous a return for my family to Newport is £20 before other fares e.g. cinema etc'

Car parking and charges were essential issues as were the conditions of the roads. Respondents stated that car parking charges were too high and the condition of the roads were bad:

'Car parking - increasingly difficult to obtain and too expensive'

'Parking and traffic queues'

'The roads are in a very bad way'

Many respondents also mentioned that traffic jams and congestion were a major cause for concern:

'Gridlock in Newport'

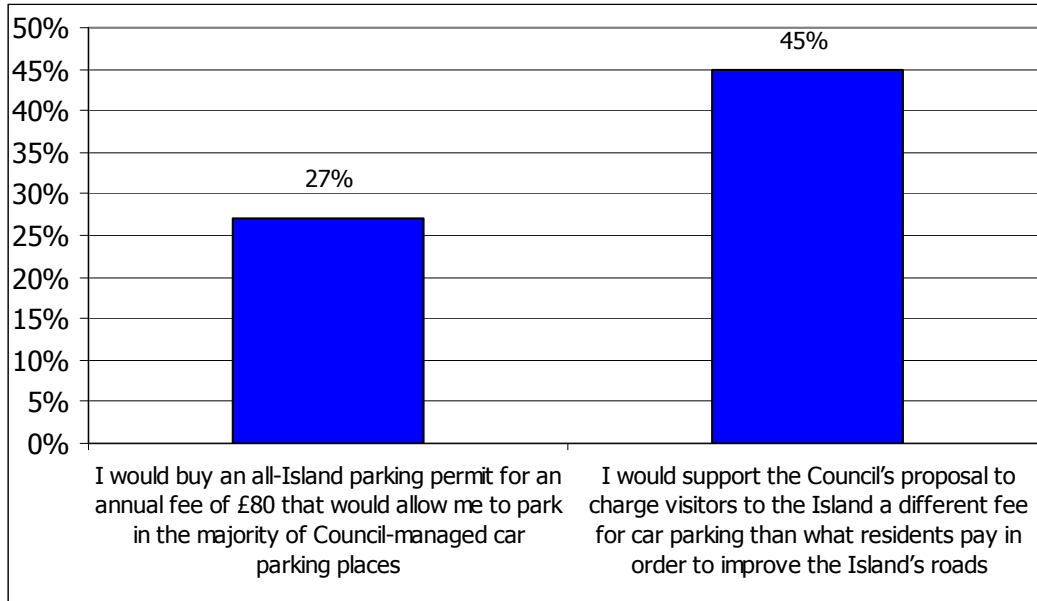
'Congestion – [the] size & number of roads are not able to take [the] increase'

'Congestion made worse by Council's changes to Newport and Ryde parking charges'

'The volume of traffic & state of the roads'

Respondents were then asked to consider how the Council could **generate revenue to improve the Island roads** were asked to state to what extent they agreed or disagreed with two responses shown in the chart below (Q29):

Figure 18. Level of agreement with parking permit and car park charges for visitors on the Island



Base = 476

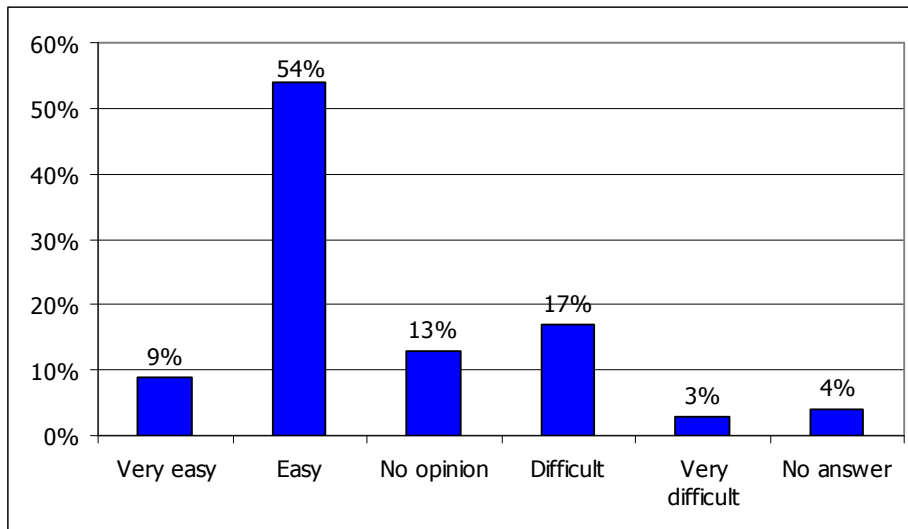
As the chart above shows, a relatively small percentage of people (27%) would like to buy the all-Island, £80 parking permit. The chart also showed that nearly half of the respondents (45%) supported the Council's proposal to charge visitors a different car parking charge. Further analysis shows that younger respondents (30% - 25-44) would be more likely to support an all-Island permit than older respondents (21% - 65+).

Section 10: Environment Health Enforcement

The respondents were given a short document to read entitled Environmental Health Enforcement Policy and asked a series of questions regarding this.

Firstly the respondents were asked to state **whether they found the aims of the policy easy to understand** (Q30). The following results were gained:

Figure 19. Please tell us whether you found the aims of the policy easy to understand?



Base = 476

The chart shows that just over half of the respondents (54%) found the aims of the policy 'easy' to understand and 9% found it 'very easy'. In total 20% found it 'difficult' or 'very difficult' to understand.

In total 73% of the respondents 'strongly agree' or 'agree' that the **aims of the policy clearly explain the steps officers follow in enforcing the law**; 7% 'disagree' or 'strongly disagree' (Q31). The respondents were also asked to state whether they agree with the **example provided to determine the seriousness of offences** (Q32). In total 65% of the respondents 'strongly agree' or 'agree' that they are suitable examples and 5% 'disagree' or 'strongly disagree'.

Respondents were asked to specify any **other examples they would like to be included** (Q33). The following examples illustrate suggestions made:

"Fireworks limited to organised parties not general public"

"It should always be left to a panel to decide, because if left to one or two people, they would be biased"

"Noise nuisance and street rubbish/litter"

"Witnesses being brought up to date on viability of/outcome of prosecutions"

Respondents were asked if they are **confident in the safeguards that are in place to ensure officers follow the aims of the policy** (Q34). Almost half of the respondents (47%) are 'very confident' or 'confident' and 21% are 'uncertain' or 'very uncertain'.

The respondents were asked to suggest any **additional safeguards** they can suggest (Q35). The following quotes give examples of suggestions made. Some respondents felt they were unable to comment.

"A vigorous procedure established which officers are trained to follow and obliged to use and record, Elected representatives like Councillors also trained and informed before eligible to monitor"

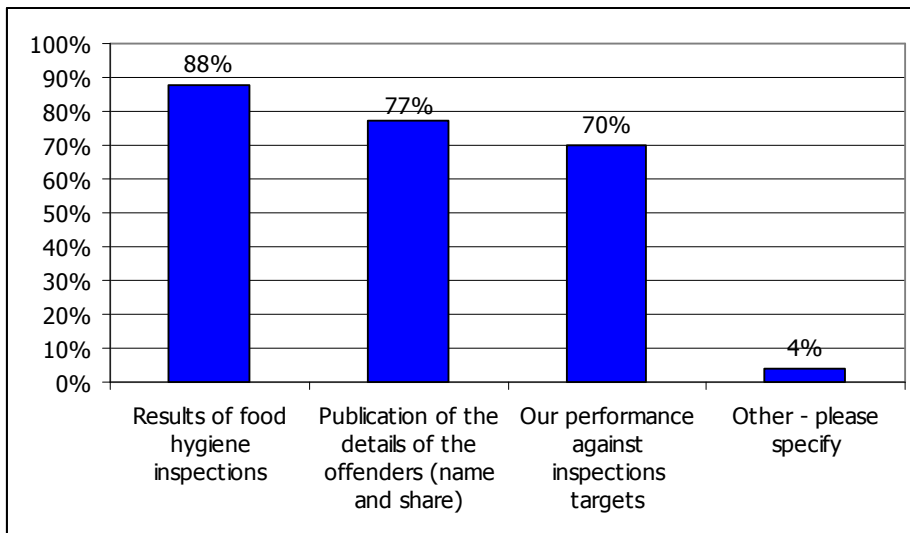
"Compare actions taken with another "similar" Councils"

"I have insufficient knowledge of this area to comment"

"Public awareness of cases; I would like to be assured that lack of funding would not be a consideration when deliberating on cases"

Respondents were lastly asked in this section about **information on enforcement activities available to the public** regarding environmental health (Q36). The chart below shows the results given by respondents when asked if they feel more information on enforcement activities should be made readily available to the public:

Figure 20. Do you feel more information on our enforcement activities should be made readily available to the public?



Base = 476

The results show that 88% of the respondents feel 'results of food hygiene inspections' should be made available to the public, 77% feel that 'details of the offenders' should be published and 70% feel the public should be made aware of IWC performance against inspection targets. The following quotes represent suggestion made in the 'other' category:

'Congratulate those that pass inspection'

'Inform the public via "Wight Insight"'

Section 11: Council Buildings

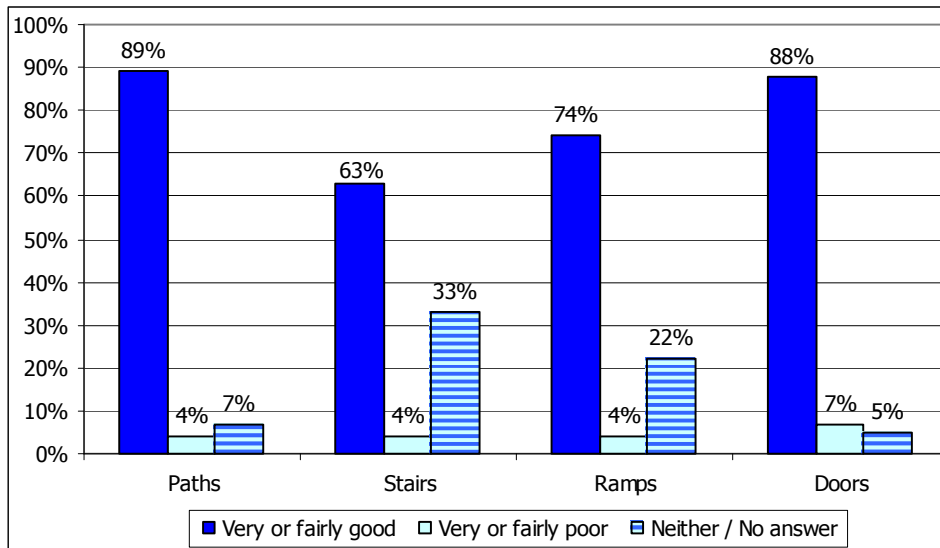
In this section of the survey the **panellists were asked to choose a Council building that they visit regularly to comment on in terms of access and condition (Q37)**. A variety of buildings were chosen which are summarised in the table below. Those buildings that received three or less mentions were grouped together. The most frequently mentioned buildings can be seen in the table. In some cases the building was not specified (for example in the case of libraries and schools).

Figure 21. Council buildings selected

Building	Number of Responses
Library (non specified)	57
Newport Library	37
Ryde Library	21
County Hall	16
Freshwater Library	15
Medina Leisure Centre	14
The Heights Leisure Centre	14
Leisure Centre	10
Council Offices	9
Cowes Library	9
School (non specified)	8
Bembridge Library	7
Ventnor Library	6
Planning offices	6
Other (3 or less responses)	128

The respondents were asked what they felt about the **access to the building** they had chosen (Q38). The following results were obtained:

Figure 22. What do you think of the access to this building?



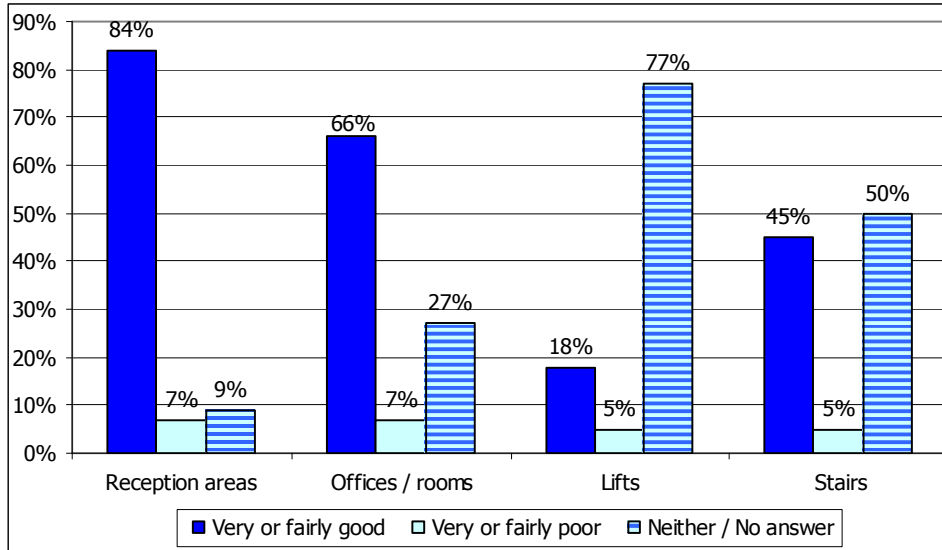
Base = 356

The chart shows that the greatest level of praise regarding access to the buildings was for the 'paths' (89%) and 'doors' (88%). A lower percentage of respondents feel that the

'stairs' (63%) and 'ramps' (74%) are 'very' or 'fairly good'. It should be noted however that this does not mean that a high percentage of respondents stated 'very' or 'fairly poor'.

The respondents were then asked about the **condition of the building** they had chosen (Q39):

Figure 23. What do you think of the condition of the inside of this building?



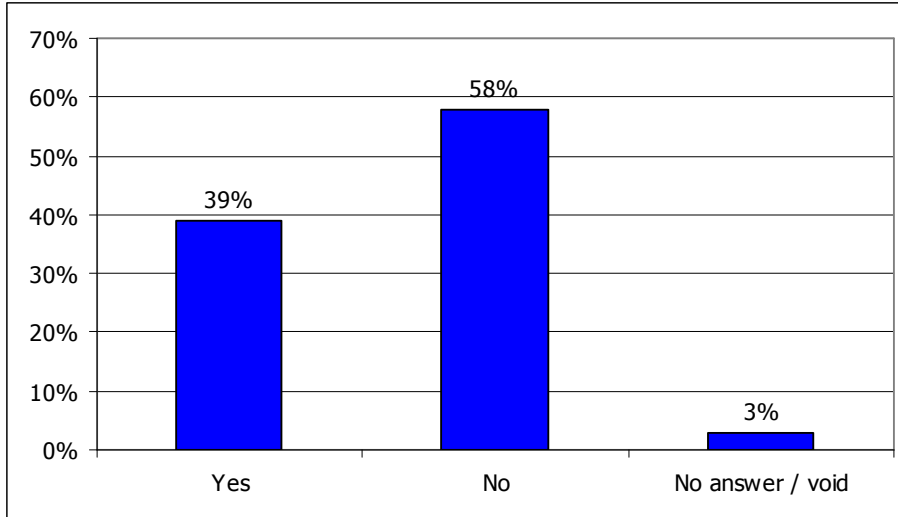
Base = 356

The chart shows that 84% of the respondents feel that the 'reception areas' are 'very' or 'fairly good' and 66% feel that the offices or rooms are 'very' or 'fairly good'. It is likely that the results reflect the facilities in the building, for example a large number of respondents did not answer the question regarding lifts as there may not be any (e.g. in schools).

Section 12: Contacting the Council

Respondents were then asked questions about their experiences in contacting the Council. When asked whether they had **contacted the Council in the last 12 months about a problem or a complaint**, the respondents gave the following responses (Q40a):

Figure 24. Have you contacted the Council in the last 12 months about a problem or a complaint?

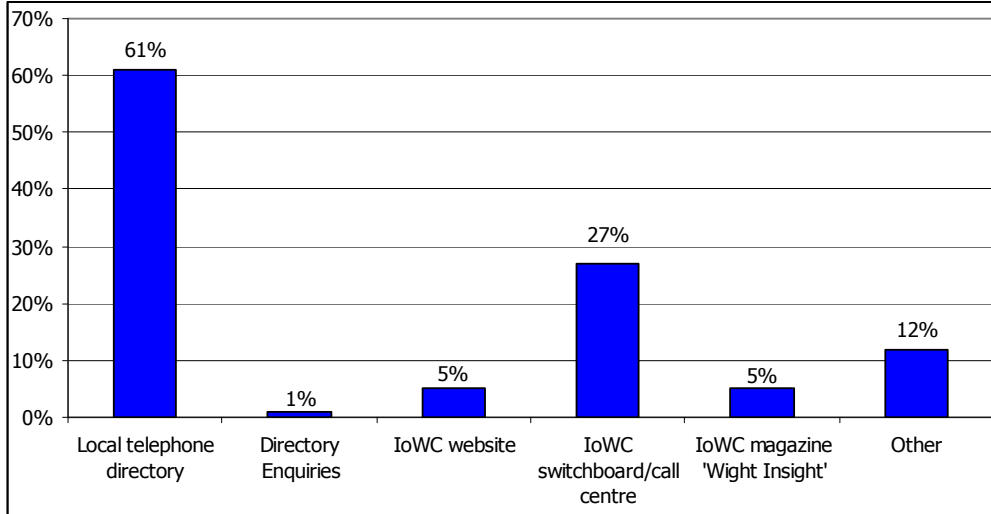


Base = 476

The research indicated that over half of the respondents (58%) had not contacted the IWC with a problem or a complaint. Further analysis shows that respondents in the south (47%) of the Island and those aged 45-59 years (51%) are more likely to have contacted the IWC with a problem than overall (39%).

Respondents were probed further to establish where they found out how **to contact a particular department at the Council** (Q40b). A list of options was given and respondents were able to tick all options that applied to them. The following results were found:

Figure 25. Where did you find out how to contact a particular department at the Council?

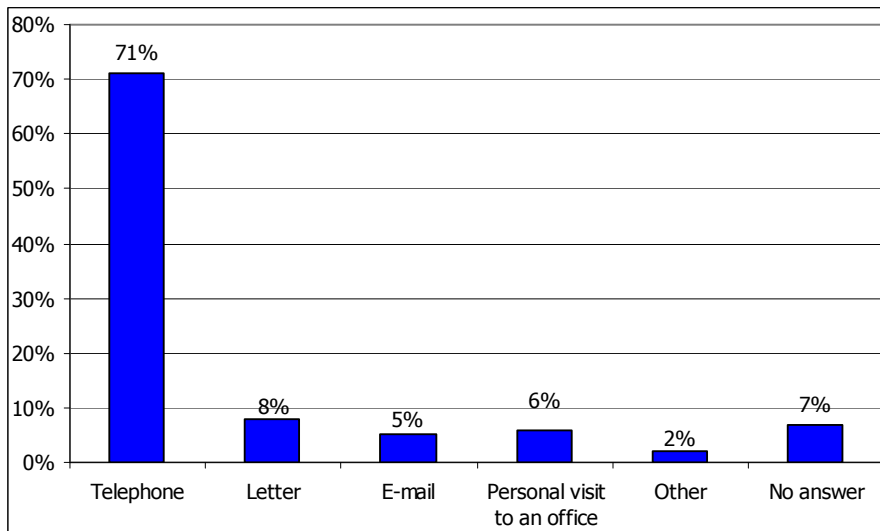


Base = 202

The results indicated that the majority of the respondents (61%) had found out about particular Council departments through the local telephone directory. IWC switchboard and call centre were the next most popular choice with 27% of respondents stating this option. Many of the respondents that stated 'other' obtained a contact number from a letter received from the IWC or from a friend.

The respondents were then asked to state their **preferred method of contacting the Council** (Q40c). Respondents were given the following options and were asked to choose one method only. The following results were gained:

Figure 26. What is your preferred method of contacting the Council?

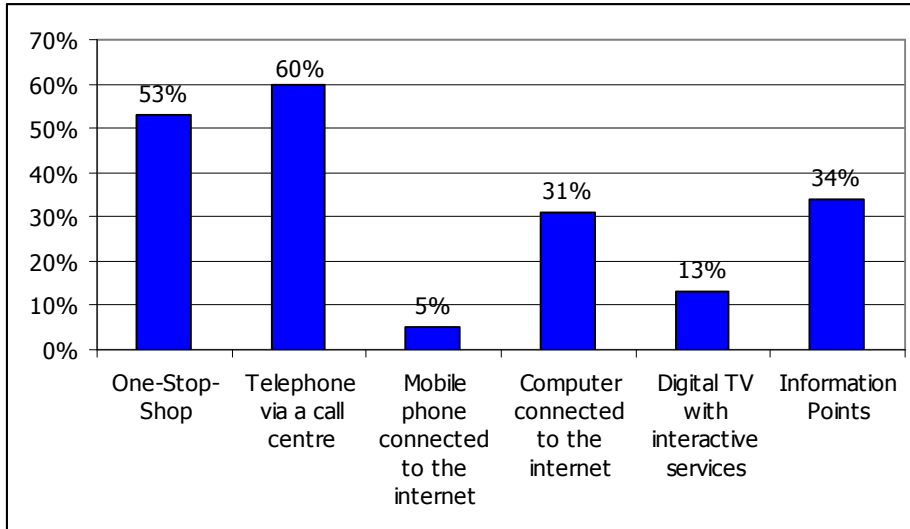


Base = 202

As the above chart shows the greatest proportion of respondents (71%) preferred to contact the Council via telephone. Of the given options, 'e-mail' was the least common preferred method of contacting the Council.

Respondents were asked to state to what extent they would be interested in using the following methods to obtain **information and services provided by the Council** (or other public organisations) (Q41). The results of 'very interested and fairly interested' are given below:

Figure 27. To what extent are you interested in using the following methods to obtain information and services provided by the Council, or other public organisations?



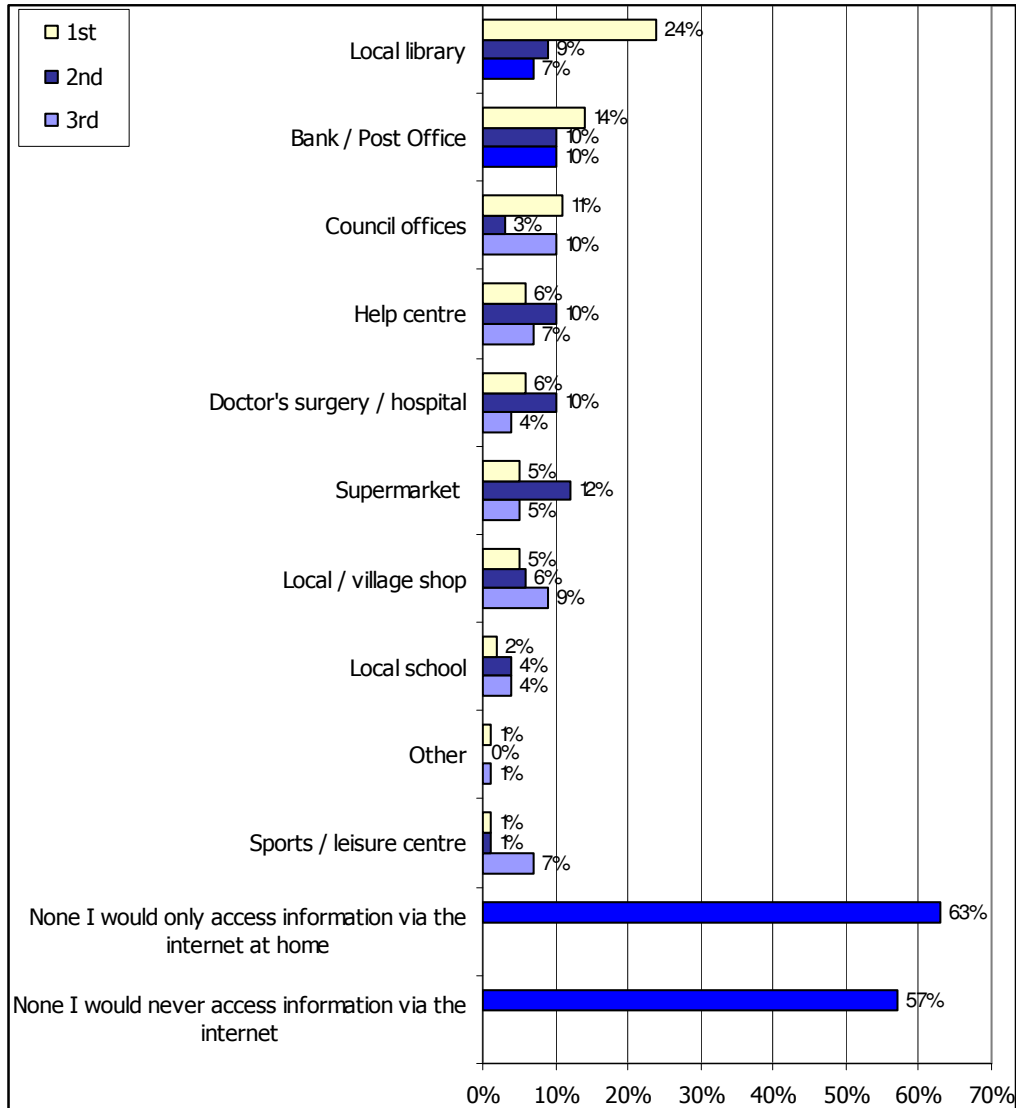
Base = 476

As the chart shows, the majority of the respondents would be most interested in using the 'telephone via a call centre' (60%) and a 'one-stop-shop' (53%) to obtain information or service from the Council. 'Mobile phone connected to internet' was the least common option chosen by the respondents.

Respondents were then asked to state at what **times they should be able to contact the Council** through the different methods of 'one-stop-shop', 'telephone via a call centre' and 'information points' (Q42). The results showed that the majority of the respondents felt that 'one-stop-shop' should be available in 'regular office hours', 'telephone via call centres' should be available on 'extended weekdays and weekends' and 'information points' should be available '24 hours, 7 days a week'. Further analysis by age group shows that younger respondents (61% - 25-44) are more likely to want to be able to use information points on a 24 hour basis than overall (42%).

Respondents were given a list of locations (see below chart) and **were asked to state where they would like to access the internet from** (Q43a). The following results were obtained:

Figure 28. If you could access information and services via the internet at any of the following locations, which would be your preferences for doing so?



Base = 146, 132, 116, 115, 109, 111, 109, 98, 90, 97, 235, 208

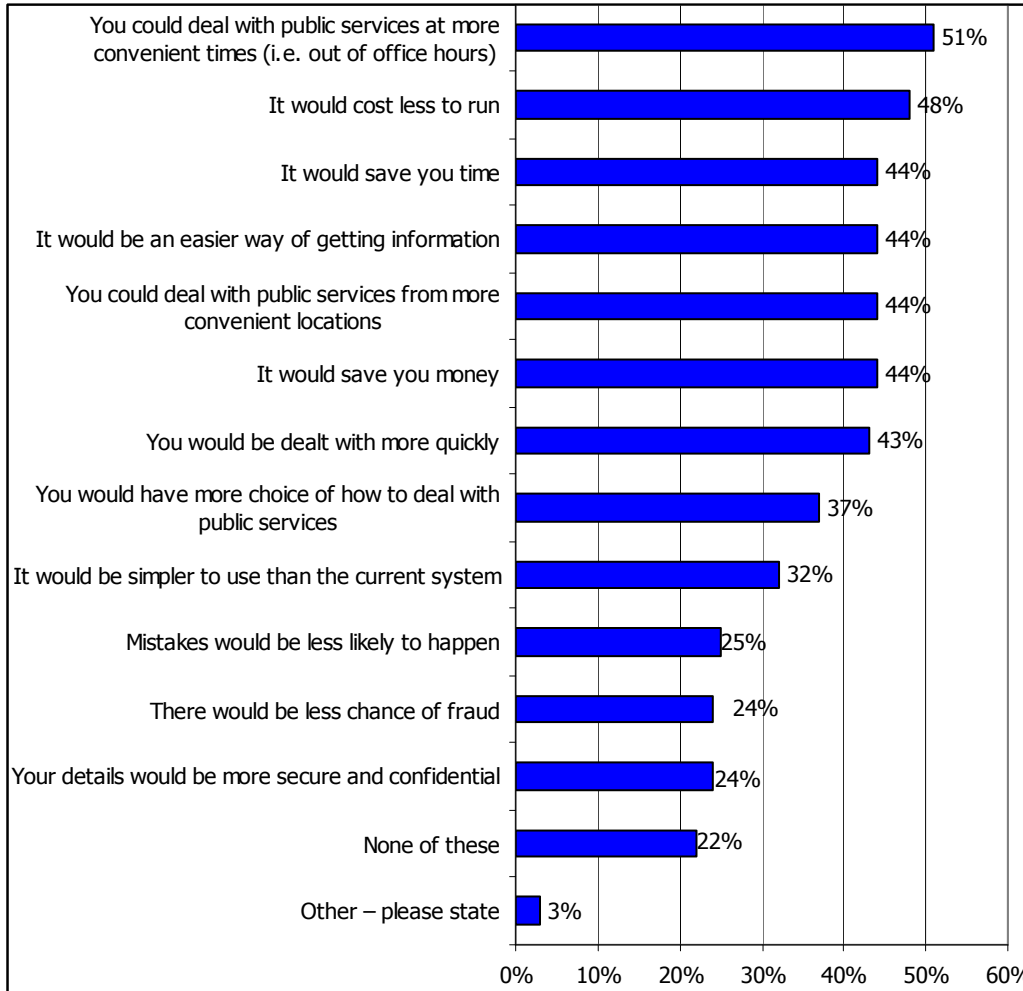
As the chart indicates, of the respondents who would access the internet from the given choices, most (24%) felt that the 'local library' would be their top choice. The chart also indicated that from all the respondents (476), the majority (63%) would only access the internet at home and most (57%) would not access information via the internet. Further analysis of the most popular locations for internet access shows that males (17%) are slightly more likely to want to use banks or post offices than females (11%).

Respondents were further asked to state **how far they would travel to access information and services via the internet** (Q43b). The respondents were given four options, 5mins, 15mins, 30mins and 'I would not be prepared to travel to access the internet'. The results indicated that a relatively high majority of respondents (66%) would

not travel *at all* to access information or services via the internet. Those respondents aged 65 years plus (79%) are more likely to state that they would not travel at all to access the internet.

The respondents were asked to comment on the **benefits and drawbacks of being able to deal with public services electronically** (Q44). The chart below shows a range of statements and the percentage of respondents that felt these were a benefit:

Figure 29. What, if anything do you think would be the benefits and drawbacks of being able to deal with public services electronically?



Base = 476

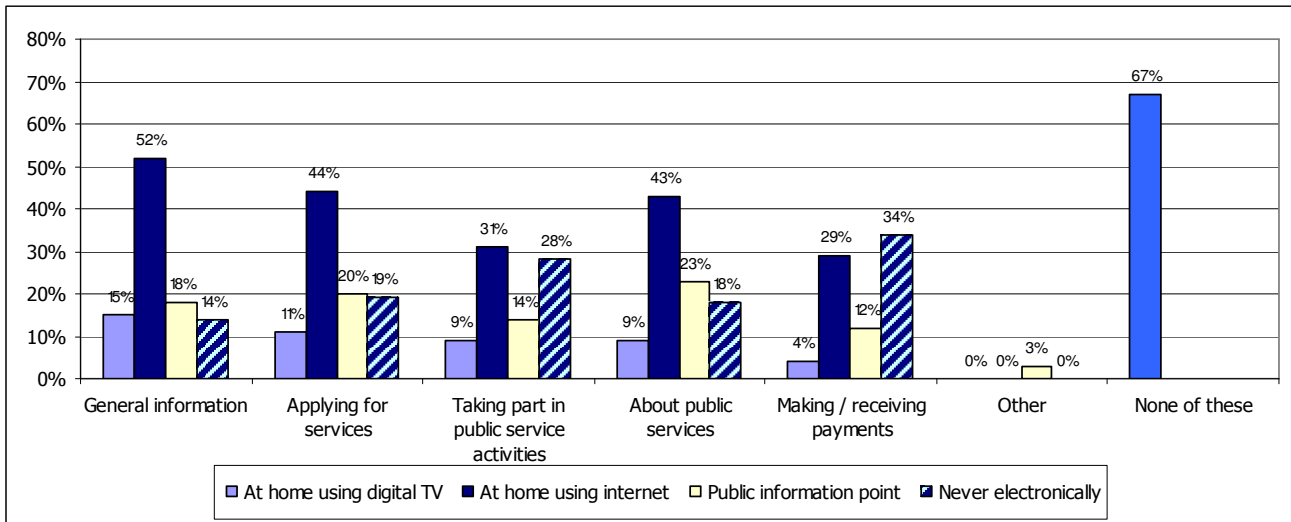
The main benefit of dealing with public services electronically is the ability to 'deal with services at more convenient times' (51%). That electronic services 'cost less to run' is seen as a benefit by almost half of the respondents (48%). The results suggest that confidence is not high in the security of electronic systems as low percentages of respondents see that 'there would be less chance of fraud' (24%) and 'your details would be more secure and confidential' (24%) as being a benefit. Many respondents saw the statements as being neither a benefit nor a drawback. It is interesting to note that for the majority of the statements in the charts younger respondents are more likely to see them as a benefit than

older respondents. In most cases this is offset by the higher percentage of older respondents that see the statements as neither a benefit nor a disadvantage.

A small percentage of respondents stated 'other'. These responses were generally concerned with the difficulties for older people in accessing information electronically and the impersonal nature of using electronic methods.

The respondents were asked which of a list of **services they would consider obtaining electronically in the future and by which method (Q45a)**. The following results were found:

Figure 30. In the future, which of these services, if any, might you consider obtaining electronically?



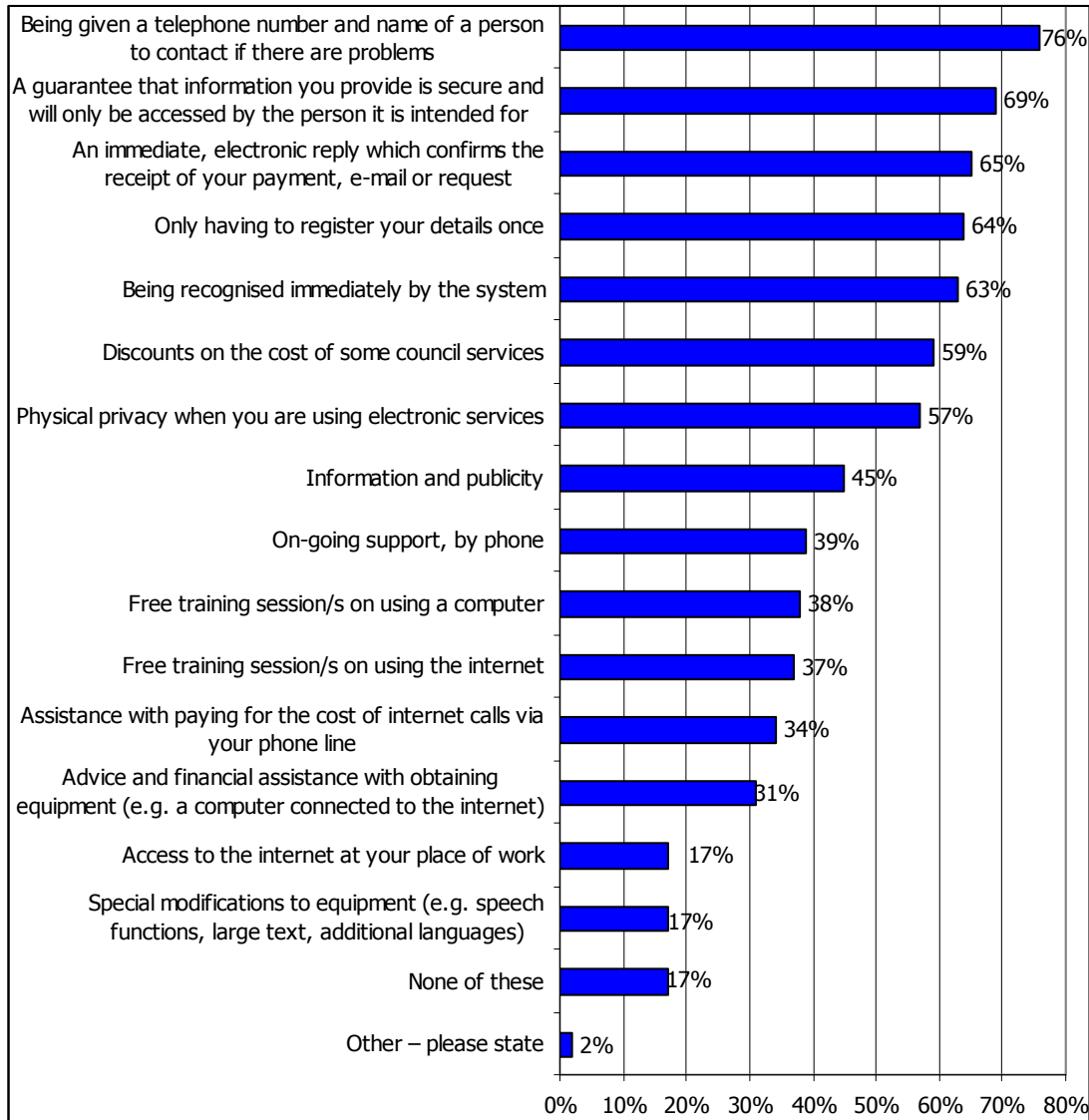
Base = 414

The chart shows that a minimum of 14% for each service would 'never access these services electronically', this being particularly prominent for 'making / receiving payments' (34%). Additionally, 67% of the respondents would not obtain any of these services electronically. The results suggest that respondents are more likely to use electronic methods for obtaining general information rather than for carrying out transactions. Focusing on general information, older respondents (21% - 65+) are more likely to state that they would never obtain this information electronically than younger respondents (5% - 25-44). This trend is emphasised in other statements as generally it can be seen that respondents over 65 years are the least likely age group to use electronic methods of any type for communication.

This is reflected in the results gained from asking the respondents **which of these services they would find most useful to obtain electronically** (up to three services could be chosen) (Q45b). The greatest percentage of respondents stated 'general information' (31%) and the lowest percentage stated 'taking part in public service activities' (11%). In total 13% would find it useful to 'make / receive payments' electronically.

The respondents were asked **what factors would encourage them personally to use electronic methods of communication** (Q46a). The results can be seen below:

Figure 31. How important, if at all, would each of these be to you personally in encouraging you to use electronic methods of communication?



Base = 393

The greatest percentage of respondents stated that they would be encouraged to use electronic methods of communication if they were given 'a telephone number and name of a person to contact if there are problems' (76%) and 'a guarantee that information you provide is secure and will only be accessed by the person it is intended for' (69%). Having 'an immediate, electronic reply which confirms the receipt of your payment, email or request' (65%) would also encourage respondents to use electronic means of communication.

The respondents were lastly asked to comment on which three of these statements would **most** encourage them to use electronic means for gaining information and making transactions in the future (Q46b). The three responses with the greatest percentage of

respondents favouring them were; 'a guarantee that information you provide is secure and will only be accessed by the person it is intended for' (22%); 'a telephone number and name of a person to contact if there are problems' (17%) and 'discounts on the cost of some Council services' (16%).

4 Conclusions

Wight Insight Magazine

Awareness of the 'Wight Insight' magazine was high and three quarters of respondents either read all of it, most of it or a few articles. The majority of respondents saw the magazine as being useful and informative. This was reflected throughout the results as many saw 'Wight Insight' as being a key tool for communicating with residents, for example communicating the results of environmental health inspections.

Communication and the Media

Two thirds of respondents have seen information about IWC activities in the media and a third feel that the media gives a balanced view. Respondents felt that residents need to be kept informed about Council activities, this opinion is highlighted throughout the results, and that this would improve the Council's image. Transparency and the communication of both good and bad news were seen as essential.

The Isle of Wight Council Website

Over half of the respondents have access to the internet at home or work, however a significant proportion do not have access to the internet. Awareness of the IWC website is relatively high amongst those with access to the internet however it is visited fairly infrequently and mainly for general information as opposed to making transactions or accessing services. The web site is seen as interesting to use and informative.

Council Services

Over half of the respondents felt that they would not like to pay more money to keep a range of services available on the Isle of Wight. Services that they would agree to being cut back included sponsored events, grants to local forums and Wight Insight and other publicity about the Council. Respondents feel that money needs to be spent more efficiently by the Council so that services can be retained. Respondents were asked to comment on how they would like to vote and the ballot box was the most popular choice.

Civil Registration Review

The results show that the majority of respondents would prefer to register births or deaths face to face with a registrar and at a register office. The majority of respondents are happy to retain the register office in County Hall. A range of venues were seen as being suitable for celebratory ceremonies, generally respondents feel that people can have ceremonies anywhere those celebrating would like as long as it safe to do so.

Education

Many respondents feel that educational standards need improving and that the system needs adapting. Respondents wanted to see more vocational subjects and control for teachers. Other respondents commented on the need for a two tier system, small class sizes and maintenance of funding for schools.

Fire and Rescue Service

Two thirds of the respondents feel that education programmes should be delivered by the Road and Safety Reduction Partnership as an effective way of using staff resources to reduce road accidents. Respondents were also in agreement with changes in shift patterns at Newport Fire Station.

Social Services and Housing

When considering diversity on the Island respondents felt that individuals should gain employment through merit and the current system should evolve naturally. Education was seen as a way of encouraging a positive mix of cultures. Respondents were asked to comment on ways children's worries could be tackled. Stricter discipline was seen as being key in reducing anti-social behaviour and bullying. Increased work with parents and children themselves was seen as vital in reducing problems with children.

An almost equal amount of respondents feel more or no money should be invested in leisure activities on the Island to promote greater health. Those that stated 'yes' felt that it would encourage people to be more healthy and reduce pressure on the NHS. It was felt that sport and leisure activities can provide an interest to people, particularly the young, and therefore develop social networks and reduce anti-social behaviour. Car park charges at leisure centres were seen to reduce these positive changes. In contrast many people felt that individuals should take responsibility for themselves and that there are enough facilities already.

A range of responses were given regarding social housing. Respondents felt that Islanders need access to affordable housing, particularly young people. Concern was voiced about the number of second homes and the type of people living in social housing.

Community wardens were regarded as positive and respondents felt this work should be expanded. Over half of the respondents agreed that a single health, housing and social care fund should be set up. There was no strong indication of whether this should be pursued rapidly or slowly.

Transport

Over three quarters of the respondents stated that they were car drivers. The most frequent journeys were made for shopping and work. When asked about whether they would use public transport respondents were not positive. Fares and frequency of service were seen as important improvements needed. Many respondents feel that the bus service is poor on the Island. Car parking, charges, congestion and the condition of the roads are all seen as important transport issues. Respondents are more likely to support increased car parking charges to visitors than to Islanders.

Environmental Health Enforcement

Almost two thirds of respondents felt that the policy is easy to understand. Support for the policy was generally high. Respondents felt that the policy clearly explained the steps officers take in following the law and that the examples provided were useful in determining the seriousness of offences. Half of the respondents are confident in the safeguards put in place to ensure officers follow the aims of the policy. Respondents suggested various ways

in which the policy could be improved and would like to be kept informed about the results of inspections and the Council's performance.

Council Buildings

Respondents named a variety of Council buildings that they visit on a regular basis, schools, libraries and leisure centres were the most mentioned buildings. Both access and condition of the building was considered to be good where it applied to their particular building.

Contacting the Council

Just over a third of respondents had contacted the Council in the last 12 months about a problem or a complaint. The majority of respondents found out how to contact the relevant department using the telephone directory. This result reflects further results showing that the telephone is the most popular way of contacting the Council and that personalised face to face contact is a preference for many respondents. A one-stop-shop is also a popular way of communicating with the Council, reflecting the preference for personal contact. Electronic methods of communication are less well used and less popular, especially amongst older respondents. Respondents stated that they would most like to access the internet in libraries, post offices and banks. Many would not be prepared to travel to access the internet. Electronic communication was seen as being beneficial as it can be accessed at any time convenient and that it costs less to run. Respondents were particularly interested in using the internet for general information as opposed to making or receiving payments. A telephone number of someone to contact if they experienced problems was most likely to encourage respondents to use electronic methods of communication; a guarantee of security was also deemed important.