HEREFORDSHIRE PARTNERSHIP

HEREFORDSHIRE VOICE
LEISURE SERVICES, MARKETS AND CARERS

SUMMARY REPORT

- JULY 2002-

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Herefordshire Partnership

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1.0 EXECUTIVE SUMMARY

1.1 LEISURE SERVICES

Benefits derived from improved leisure and sports facilities

1.1.1 All respondents were asked to rate the extent to which they agree that improved leisure or sports facilities would benefit Herefordshire in terms of four specified aspects. All ratings are given on a five-point scale, where 1 = 'strongly disagree', and 5 = 'strongly agree. The mean (average) agreement scores are all high, mostly above 4.00, indicating a strong level of agreement with each premise. The ratings are as follows:

Improved leisure/sports facilities will . . .

- . . enable good health in body and mind (4.39);
- . . involve communities (4.16);
- . . assist in creating safer neighbourhoods (4.10);
- . . assist in improving the environment (3.90).

Importance of factors in helping to choose leisure activities

1.1.2 Approximately nine in ten respondents rate the following aspects as important or very important in helping them decide how to spend their leisure time generally: having a facility which is easy to access (91%); having available time (89%); and/or the cost (89%). Further, the majority also rate transport access (71%), and childcare (57%) as quite/very important aspects.

1.1.3 When asked the extent to which they considered specified aspects when choosing which specific leisure activity to participate in to be important, at least nine in ten stated that enjoyment (94%) and/or getting fit and staying healthy (90%) as being quite or very important. Further, almost nine in ten similarly highlight the importance of being able to relax (89%) whilst smaller proportions mention meeting friends and others (78%), and/or the physical challenge (58%) as being important or very important.

Use of Herefordshire Council leisure facilities

1.1.4 Over one-quarter of respondents (25%) use Herefordshire Council leisure facilities on a regular basis[1].

1.1.5 Hereford Leisure Centre is the most frequently-used leisure facility, with regular leisure facility users using this Centre on average 3.5 times per month, with 36% attending at least once per week. Over two in five users of this facility (41%) attend in peak hours. With regards to other Herefordshire Council leisure facilities:

[1] At least once per fortnight

- Hereford Leisure Pool is used on average 3.0 times per month, with 25% of leisure facility users attending at least once per week. Two in five users of this facility (40%) attend during off-peak hours.

- Ross-On-Wye Swimming Pool is used on average 1.0 times per month, with 6% attending at least once per week. Approaching two-thirds of users of this facility (64%) attend on weekends;

- Leominster Swimming Pool is used on average 0.9 times per month, with 7% attending at least once per week. Most frequent usage is split between the weekends and peak hours (both 32%).

1.1.6 When asked which single facility they had used most often in the past twelve months, the largest proportion of regular leisure facility users attending Hereford Swimming Pool (38%). A further three in ten (31%) attended Hereford Leisure Centre most frequently, whilst approximately one in six (16%) most frequently used the Ross-On-Wye Swimming Pool.

1.1.7 Taking all of Herefordshire Council's leisure facilities into account, regular leisure facility users are most likely to rate the following aspects of the facility in positive terms (i.e. good): staff friendliness (73%); staff helpfulness (71%); staff knowledge (64%); the convenience of the opening hours (53%); and/or the staff telephone manner (50%).

1.1.8 The following aspects of Herefordshire Council leisure facilities are most likely to be perceived in negative terms (i.e. poor): cost (15%); changing areas (14%); equipment (13%); and the cleanliness of the facility generally (13%).

Reasons for not using Council leisure facilities on a regular basis

1.1.9 Almost three-quarters (73%) of respondents use none of the specified leisure or sports facilities provided by Herefordshire Council. Reasons given as to why these respondents do not use these facilities include: a lack of time (43%); a lack of interest (27%); the cost (18%); or a perception that the facilities do not cater for someone of the respondent's age (17%).

Provision of leisure facilities for specified resident groups

1.1.10 When asked whether the Council provides leisure facilities which cater to the needs of specific individual groups, the results suggest that few respondents think that the Council is providing very good services for each target group: the largest proportion (7%) think that provision for 0-10 year-olds is very good. Conversely, 28% think that provision for families, 27% that provision for over-65s and 6-10 year-olds, and 25% that provision for 0-5 year-olds is inadequate.

Sources of information about Council leisure facilities

1.1.11 The majority of respondents find out information about local leisure facilities through the local newspaper (80%), and/or word of mouth (64%). A further quarter consult the Yellow Pages or telephone directory (25%), and over one in five go to their local library (22%).

Improvements to Council leisure facilities

1.1.12 Approximately one-half of respondents (52%) suggest one or more improvements which could be made in order to encourage them to use Council leisure and sports facilities more often. The following two improvements are suggested by at least one in ten respondents: a reduction in prices (13%), and/or increased advertising and promotion (10%).

1.2 MARKETS

Location of fresh food shopping

1.2.1 The majority of respondents undertake their household shop for fresh food in supermarkets (85%). Additionally, approximately one in six go to town centre shops (18%), and/or Herefordshire markets (17%).

1.2.2 The majority of 'top-up' shopping for fresh food is also undertaken within supermarkets (53% of respondents), with one-third using local shops (33%).

Location of preserved food shopping

1.2.3 Over nine in ten respondents undertake their household shop for preserved food in supermarkets (92%). No other single location is attended by more than one in ten respondents.

1.2.4 Almost seven in ten respondents undertake their 'top-up' shopping for preserved food within major supermarkets (69%), with a further one in five going to local shops (19%).

Location of household items shopping

1.2.5 The majority of respondents undertake their shopping for household goods in supermarkets (85%). Additionally, approximately one in seven go to town centre shops (15%), and one in ten to local shops (10%).

1.2.6 The majority of respondents undertake their 'top-up' shopping for household items within supermarkets (56%), whilst over one in five go to local shops (22%), and one in seven to town centre shops (14%).

Location of shopping for other goods

1.2.7 All respondents, in addition to shopping for fresh and preserved food, and for household items, were asked to specify locations where they go to undertake shopping for twelve other specified types of goods. The main two locations for each category of goods are given below:

- *Clothing and footwear:* town centre shops (65%), local shops (25%);
- *Electrical goods:* town centre shops (48%), out-of-town shopping centres (34%);
- *Household furnishings:* town centre shops (43%), out-of-town shopping centres;
- *Luxury items:* town centre shops (51%), local shops (19%);

- *Sweets and confectionery:* local shops (50%); major supermarkets (41%);
- *Toys:* town centre shops (41%); out-of-town shopping centres (15%);
- *Arts and crafts:* town centre shops (39%), local shops (17%);
- *Audio-visual goods:* town centre shops (60%), local shops (17%);
- *Stationery and greetings cards:* town centre shops (57%); local shops (46%);
- *DIY and gardening products:* out-of-town shopping centres (47%), local shops (23%);
- *Flowers and plants:* out-of-town shopping centres (33%), local shops (29%).

Travelling to and from shopping locations

1.2.8 Four in five respondents (80%) travel by car to the location where the *majority* of their shopping is undertaken. A further one in nine (9%) go on foot, whilst one in twelve (8%) travel by public transport.

1.2.9 When returning from the location where the majority of food shopping is undertaken, approaching three-quarters of respondents (73%) travel by car, whilst one in eleven (9%) travel by public transport, and one in fourteen (7%) go by foot.

1.2.10 Almost four in five respondents (39%) live within a mile of the location where they undertake the majority of their food shopping. A further three in ten (30%) live between one and five miles away, with a similar proportion (31%) living over five miles away.

Awareness and use of Council markets

1.2.11 The vast majority of respondents are aware that the Council operates markets in Hereford, Kington, Ross and Leominster (84%), with over one-third of respondents (36%) actually using these markets on a regular basis[2].

1.2.12 The majority of regular market users spend at least £10.00 per month in Herefordshire markets. In contrast, almost three in ten (29%) spend between £5.00 and £10.00 per month, whilst one in eight (13%) spend less than £5.00.

Importance of aspects of market shopping

1.2.13 Regular market shoppers were asked to rate the importance of seven aspects of market shopping. All ratings are on a four-point scale, where 1 = ‘not at all important’, and 4 = ‘very important’. The resultant mean (average) ratings of importance all fall well above the mid-point of 2.50, indicating that the sample as a whole considers each aspect important rather than unimportant.

[2] Approximately once per month

1.2.14 The mean ratings of importance range from 3.72 (that the market is clean and tidy, and that the goods sold represent excellent value for money), to 3.28 (that the markets are close to car parks).

Satisfaction with Council markets

1.2.15 Over three in five regular market users (61%) are satisfied with the Butter Market, and 39% are satisfied with the open markets and/or Farmer's Markets as a shopping venue.

1.2.16 In contrast, 24% are dissatisfied with the open markets, 13% dissatisfied with the Farmer's Markets, and 9% dissatisfied with the Butter Market as a venue for shopping.

Future of Council markets

1.2.17 Almost nine in ten regular market users (89%) agree that Herefordshire markets have a place in 21st century shopping. In contrast, only 2% of market users disagree with this premise.

1.2.18 Almost all regular market shoppers (97%) agree that Herefordshire Council should continue to provide markets in the future. A small proportion (3%) have no opinion on this issue, although no market users disagree with the premise.

Non-use of markets

1.2.19 Almost two-thirds of respondents (64%) do not use Herefordshire markets on a regular (monthly) basis. Over one in five of these respondents prefer to shop on the high street, or in town complexes (21%). Similar proportions also mention the following reasons against using markets: that they are inaccessible to cars (18%); that there is a poor range of products available (17%), and/or that there are poor-quality products available (17%).

1.3 CARERS

1.3.1 *Carers* are defined as 'adults or children who have responsibility for providing unpaid care for someone close to them, who is unable to manage without help. The person needing care should be a family member, partner, or friend.'

1.3.2 Over nine in ten respondents (91%) were aware of what was meant by the term carer, prior to reading the description above.

Delivery and receipt of care

1.3.3 Almost one-quarter of respondents (24%) are now, or have in the past been carers. Of these respondents, one-third (33%, equating to 8% of all respondents) are currently carers.

1.3.4 Two in five carers have (or had) delivered care for up to two years (40%), with a similar proportion involved for two to ten years (42%). Approaching one in five carers have been involved in care delivery for over ten years (18%).

1.3.5 One in twelve respondents (8%) require, or have required care in the past. A small proportion of respondents (3%) have been both carers and care recipients.

Social Services assistance

1.3.6 Approaching one-third or respondents who have delivered or received care (32%) have received assistance from Social Services. Of these respondents:

- 78% rate this assistance in positive terms (good/very good);
- 7% (equating to 3 respondents) rate this assistance in negative terms (poor).

Carers Assessment

1.3.7 The *Carers Assessment* is defined as 'a legal process, which gives the carer an opportunity to talk about the care they give, and how giving this care affects them.'

1.3.8 Approaching three in ten carers and care recipients (28%) were aware prior to interview of the Carers Assessment. Of these respondents, 23% (equating to 9 respondents in total) have received a Carers Assessment in the past.

1.3.9 Of the nine respondents who have received a Carers Assessment:

- 6/9 were sent a copy of their Carers Assessment;
- 7/9 were asked whether they would be interested in being referred to a carer support service;
- 7/9 were given information about the services available to allow a short-term break from caring responsibilities;
- 7/9 were put in touch with the Benefits Agency after asking about eligibility for benefits

Community Care Assessment

1.3.10 The *Community Care Assessment* is defined as 'a legal process, which looks at the person's need for community care services.'

1.3.11 One-quarter of carers and care recipients (25%) were aware prior to interview of the Community Care Assessment. Of these respondents, 23% (equating to 9 respondents) have received a Community Care Assessment in the past.

Future care requirements

1.3.12 One in five respondents (20%) think that theirs, or their family's circumstances will dictate that the respondent will be involved in a carer's role within the next ten years.

1.3.13 Approaching three in ten respondents (28%) think that they will themselves require care assistance from a family member, partner or friend within the next ten years.

Direct payments

1.3.14 *Direct Payments* are defined as 'a new power for Local Authorities. Carers, people needing care, and children with disabilities can receive money to buy services to maintain their health and well-being, rather than receiving the services directly from Social Services.'

1.3.15 Approaching one in five respondents (18%) had heard of the Direct Payments system prior to interview.

1.3.16 Considering their current care requirements, 6% of respondents would definitely consider using Direct Payments in the future, and 13% may consider this system.

1.3.17 Considering their future care requirements, 14% of respondents would definitely consider using Direct Payments, whilst 31% might possibly consider.

Carers Special Grant

1.3.18 The Carers Special Grant funds additional services for the person needing care, so that the carer can have a short-term break from caring. The services are designed to relieve carer stress, and to support carers in their caring role.

1.3.19 Only a small proportion of respondents (0.8%, equating to 4 respondents) have ever used a service funded by the Carers Special Grant. Of these four respondents, ¼ stated that the service fully fulfilled the criteria set out under point 1.3.18, whilst 2/4 stated that the service partly fulfilled these criteria.

Other services providing support to carers

1.3.20 All respondents were asked to specify three services (from a list of eight), which should be provided in order to give carers a break from their commitments. The majority of respondents (60%) highlight the provision of day care. Further, at least one-third mention that care recipients could spend a longer time (at least one or two weeks) in residential or nursing care (37%), that support from a trained person in undertaking care tasks in order to allow the carer to go out (35%), general support from a trained person (35%), and/or the care recipient spending a shorter time (a few days) in residential or nursing care (33%), would be beneficial to the carer.

Voluntary organisations

1.3.21 Over two in five respondents (22%) have heard of *Herefordshire Carers Support*, whilst one in six have heard of *Take A Break,* and one in nine (11%) of *Carers UK.*

1.3.22 Usage of these three organisations is far lower, with 3% having used Herefordshire Carers Support, and 1% having used Take A Break and/or Carers UK.

Sources of information about services for Carers

1.3.23 When looking for information about services for carers, the majority of respondents would approach their GP (64%), and/or Social Services (59%). Additionally, almost three in ten would consult local newspapers (29%).

2.0 INTRODUCTION

2.1 BACKGROUND

2.1.1 The modernisation agenda presents local authorities with a broad range of challenges and opportunities. Central to this agenda is the need to consult with the public. As part of their consultation strategy, Herefordshire Partnership, which includes Herefordshire Council, the Chamber of Commerce for Herefordshire and Worcestershire, the Herefordshire Health Authority, West Mercia Police, voluntary organisations and Advantage West Midlands, commissioned BMG to recruit a panel of 1000 residents with whom they could consult on a range of local issues.

2.1.2 This report presents the findings of the fifth survey of the panel. The principle aims of the current survey were to investigate attitudes towards and measure usage of :

- Leisure services;
- Markets;
- Carer services.

2.1.3 Due to natural attrition, the panel size was 964 members at the time of mailing this survey questionnaire.

2.1.4 In addition to the questionnaire, respondents received a copy of the third Herefordshire Voice newsletter, outiling outcomes from previous panel surveys.

2.2 METHODOLOGY

2.2.1 964 panel members were sent a copy of the fifth questionnaire "Leisure Services, Markets and Carers" on the 12th April 2002. The deadline for return of the questionnaire was established as the 26th April 2002. A second mailing was then implemented for non-returners on the 3rd May 2002, with a return date of 17th May being set. A total of 519 questionnaires were returned, thus, for the whole survey, the return rate was 53.8%.

2.2.2 The sample is thus subject to a maximum standard error of ±4.3% at the 95% confidence level on an observed statistic of 50%. Thus, we can be 95% confident that responses are representative of those that would be given by the total population, if a census had been conducted, to within ±4.3% of the percentages reported.

2.2.3 In addition to this written report, data tabulations have been produced which present the data as a whole, and broken down by the following groups:

- Gender of the respondent;
- Age of the respondent;
- The Local Area Forum in which the respondent lives.
- The length of time the respondent has been resident in Herefordshire;
- Whether the respondent lives in a rural or urban ward;
- Whether the household has access to a car;
- Whether the respondent or other household member has a disability;
- Net household income.

2.2.4 Data for certain questions has also been split by other groups where relevant.

3.0 LEISURE SERVICES

3.1 BENEFITS DERIVED FROM IMPROVED LEISURE AND SPORTS FACILITIES

3.1.1 All respondents were asked to rate the extent to which they agree that improved leisure or sports facilities would benefit Herefordshire in terms of four specified aspects. All ratings are given on a five-point scale, where 1 = 'strongly disagree', and 5 = 'strongly agree.

3.1.2 As the following table demonstrates, the majority of respondents agree that Herefordshire would derive each of the four stated benefits, were sports and leisure facilities to be improved. The largest proportions agree that improvements would enable good health (93%), and/or improve communities (83%). Few respondents disagree with any of the statements, the largest proportion being 5% who disagree that improved leisure and sports facilities would create safer neighbourhoods.

3.1.3 The resultant mean (average) ratings of those respondents who provided a response of one to five, all fall well above the mid-point of 3.00, indicating that the sample taken as a whole shows high levels of agreement that improved leisure facilities will lead to the four positive benefits being achieved.

TABLE 1: RATING OF AGREEMENT THAT IMPROVED LEISURE OR SPORTS OPPORTUNITIES WOULD BENEFIT HEREFORDSHIRE IN TERMS OF SPECIFIED ACTIVITIES (ALL RESPONDENTS)

		AGREE	NEITHER	DISAGREE	NOT PROVIDED	MEAN AGREEMENT (N)
ENABLING GOOD HEALTH	%	93	5	1	2	4.39
INVOLVING COMMUNITIES	%	83	13	1	3	4.16
CREATING SAFER NEIGHBOURHOODS	%	74	20	5	2	4.10
IMPROVING THE ENVIRONMENT	%	64	30	4	2	3.90
WEIGHTED SAMPLE BASES FOR PERCENTAGES = 519. WEIGHTED MEAN SAMPLE BASES VARY						

3.1.4 The mean ratings for each of the four statements achieved across the age groups indicate that it is younger respondents aged 16-24, who generally express the most positive attitudes towards the potential benefits which could be derived from the improvements of leisure facilities. For three of the four statements, the mean rating amongst 16-24 year-olds is highest: enabling good health (4.67), involving communities (4.42), and improving the environment (4.25).

3.1.5 Respondents from the upper age cohort (65+) express the strongest level of agreement that leisure facilities would create safer neighbourhoods (4.28).

TABLE 2: MEAN AGREEMENT THAT IMPROVED LEISURE OR WOULD BENEFIT HEREFORDSHIRE IN TERMS OF SPECIFIED ASPECTS, BY AGE (ALL RESPONDENTS)					
	AGE				TOTAL
	16 - 24	25 - 44	45-64	65+	
	N	N	N	N	N
ENABLING GOOD HEALTH	4.67	4.29	4.38	4.34	4.34
INVOLVING COMMUNITIES	4.42	4.12	4.07	4.16	4.16
CREATING SAFER NEIGHBOURHOODS	4.17	4.01	4.02	4.28	4.28
IMPROVING THE ENVIRONMENT	4.25	3.78	3.78	3.99	3.99
WEIGHTED MEAN SAMPLE BASES VARY					

3.1.6 Responses also vary to a large degree across the Local Area Forums. In the following instances, the mean rating of agreement with each statement differs from the overall mean by at least ±0.15:

- Enabling good health (4.39 overall). Higher means in Golden Valley (4.52), and Southern Herefordshire (4.51). Lower mean in North West Herefordshire (4.24);
- Involving communities (4.16 overall). Higher means in Bromyard (4.40) and Leominster (4.37). Lower mean in Ledbury (4.00);
- Creating safer neighbourhoods (4.10 overall). Lower means in Golden Valley (3.68), and Ledbury (3.75).
- Improving the environment (3.90 overall). Higher mean in Bromyard (4.07). Lower mean in Ledbury (3.69).

TABLE 3: MEAN AGREEMENT THAT IMPROVED LEISURE OR WOULD BENEFIT HEREFORDSHIRE IN TERMS OF SPECIFIED ASPECTS, BY LOCAL AREA FORUM (ALL RESPONDENTS)

	FORUM				
	BROMYARD	DINMORE	GOLDEN VALLEY	HEREFORD NORTH	LEDBURY
	N	N	N	N	N
ENABLING GOOD HEALTH	4.39	4.67	4.29	4.38	4.34
INVOLVING COMMUNITIES	4.16	4.42	4.12	4.07	4.16
CREATING SAFER NEIGHBOURHOODS	4.10	4.17	4.01	4.02	4.28
IMPROVING THE ENVIRONMENT	3.90	4.25	3.78	3.78	3.99

	FORUM				TOTAL
	LEOMINSTER	NW HERE'SHIRE	SOUTHERN HERE'SHIRE	SOUTH WYE	
	N	N	N	N	N
ENABLING GOOD HEALTH	4.39	4.67	4.29	4.38	4.34
INVOLVING COMMUNITIES	4.16	4.42	4.12	4.07	4.16
CREATING SAFER NEIGHBOURHOODS	4.10	4.17	4.01	4.02	4.28
IMPROVING THE ENVIRONMENT	3.90	4.25	3.78	3.78	3.99

WEIGHTED MEAN SAMPLE BASES VARY

3.2 IMPORTANCE OF FACTORS IN HELPING TO CHOOSE LEISURE ACTIVITIES

Factors which assist in deciding general leisure activity

3.2.1 All respondents were asked to rate the importance of five aspects in helping them to decide which leisure activities to participate in generally. Ratings are on a three-point scale, where 1 = 'not important', 2 = 'quite important', and 3 = 'very important'.

3.2.2 Approximately nine in ten respondents rate the following aspects as quite or very important in helping them decide how to spend their leisure time generally: having a facility which is easy to access (91%); having available time (89%); and/or the cost (89%). Further, the majority also rate transport access (71%), and childcare (57%) as quite/very important aspects.

3.2.3 In contrast, at least one in five rate traffic access (24%), and/or childcare (22%) as unimportant aspects.

3.2.4 Net importance, the proportion of respondents who give a negative rating (unimportant), subtracted from the proportion who give a positive rating (either quite or very important), shows that for three of the criteria (available facility, time, and cost), the proportion attaching importance to any of the three given criteria *exceeds* the proportion giving a negative rating by at least 80%.

TABLE 4: IMPORTANCE OF SPECIFIED ASPECTS WHEN DECIDING ON HOW TO SPEND LEISURE TIME GENERALLY (ALL RESPONDENTS)

	VERY IMPORTANT	QUITE IMPORTANT	UNIMPORTANT	NO FEELINGS / NOT PROVIDED	NET AGREE
	%	%	%	%	%
AVAILABLE FACILITY	57	34	5	4	+86
AVAILABLE TIME	52	38	5	6	+84
COST	51	38	5	6	+84
ACCESS TO TRANSPORT	44	27	24	5	+47
CHILDCARE	35	22	22	21	+36

WEIGHTED SAMPLE BASES FOR PERCENTAGES = 519. WEIGHTED MEAN SAMPLE BASES VARY

Factors which assist in deciding specific leisure activities

3.2.5 All respondents were further asked to rate the importance of five aspects in helping them to decide which specific leisure activities to choose. Ratings are again on a three-point scale, where 1 = 'not important', 2 = 'quite important', and 3 = 'very important'.

3.2.6 At least nine in ten stated that enjoyment (94%) and/or getting fit and staying healthy (90%) as being quite or very important. Further, almost nine in ten similarly highlight the importance of being able to relax (89%) whilst smaller proportions mention meeting friends and others (78%), and/or the physical challenge (58%) as being important or very important.

3.2.7 In contrast, one-third of respondents (33%) think that the physical challenge is unimportant.

3.2.8 Net importance, the proportion of respondents who give a negative rating (unimportant), subtracted from the proportion who give a positive rating (either quite or very important), shows that for three of the criteria (available facility, time, and cost), the proportion attaching importance to any of the three given criteria *exceeds* the proportion giving a negative rating by at least 80%.

TABLE 5: IMPORTANCE OF SPECIFIED ASPECTS WHEN CHOOSING AN INDIVIDUAL LEISURE ACTIVITY (ALL RESPONDENTS)

		VERY IMPORTANT	QUITE IMPORTANT	UNIMPORTANT	NO FEELINGS / NOT PROVIDED	NET AGREE
		%	%	%	%	%
ENJOYMENT	%	60	34	2	4	+92
TO GET FIT/STAY HEALTHY	%	53	37	5	6	+85
TO RELAX	%	39	50	6	5	+83
TO MEET FRIENDS/OTHERS	%	31	47	17	5	+61
PHYSICAL CHALLENGE	%	18	40	33	9	+26

WEIGHTED SAMPLE BASES FOR PERCENTAGES = 519. WEIGHTED MEAN SAMPLE BASES VARY

3.3 USE OF HEREFORDSHIRE COUNCIL LEISURE FACILITIES

Whether Council facilities are used on a fortnightly basis

3.3.1 Over one-quarter of respondents (25%) use Herefordshire Council leisure facilities on a regular basis[3]. In contrast, 73% do not frequently use Council leisure facilities, with 1% failing to provide a response.

3.3.2 Males are more likely than females to use Council leisure facilities on a regular basis (30% and 23% respectively).

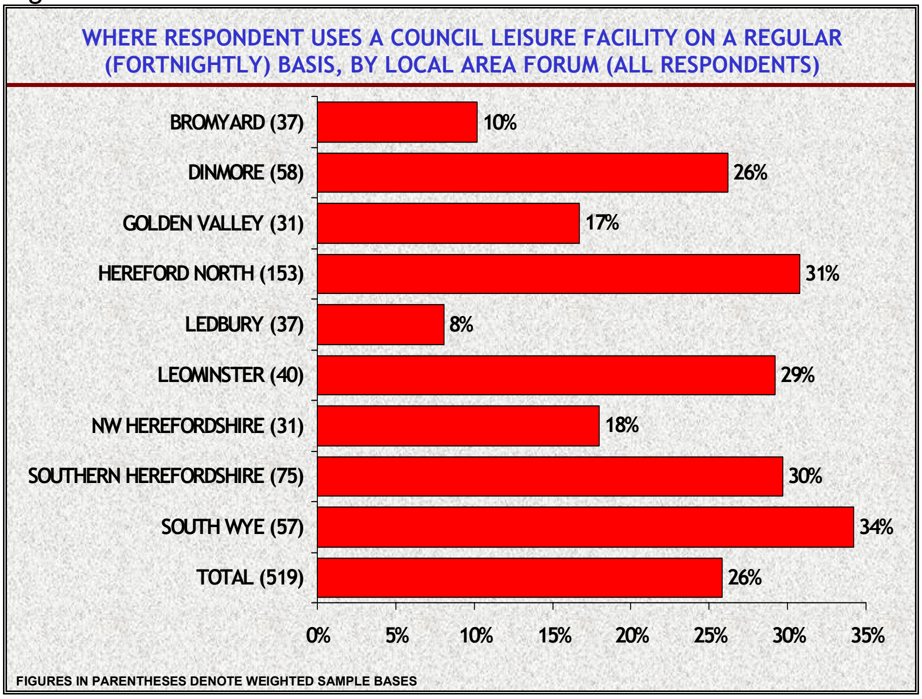
[3] At least once per fortnight

3.3.3 Regular use of Council leisure facilities falls off amongst respondents aged over 45: 33% of those aged 16-24 and 25-44 use these facilities on a regular basis, compared to 21% of those aged 45-64, and 16% of those aged 65+.

3.3.4 The proportion of disabled respondents who regularly use Council leisure facilities (15%) is approximately half that observed amongst non-disabled respondents (28%).

3.3.5 Overall, 29% of urban residents regularly use these facilities, compared to 20% of rural respondents. Across the Local Area Forums, usage is highest within South Wye (34%), and lowest within Ledbury (8%).

Figure 1



Frequency of use of specified facilities

3.3.6 Regular users of Council leisure facilities were asked how frequently they have used seven specified Council-managed facilities in the past year. For each facility, a large proportion of respondents failed to provide a response (from 12% to 26% depending on the facility). Thus the following figures are rebased from those in the data report to only include those providing a response. Within the past year:

- 80% have used the Hereford Leisure Centre; 53% at least monthly; 44% at least weekly;
- 79% have used the Hereford Leisure Pool; 45% at least monthly; 28% at least weekly;
- 26% have used the Leominster Leisure Centre; 14% at least monthly; 9% at least weekly;
- 22% have used the Ross-on-Wye Swimming Pool; 19% at least monthly; 8% at least weekly;
- 5% have used the Bromyard Leisure Centre and/or Ledbury Swimming Pool; 3% at least monthly; 2% at least weekly;
- 3% have used the Ledbury Leisure Centre, although none on a weekly or monthly basis.

TABLE 6: FREQUENCY WITH WHICH RESPONDENTS HAVE USED SPECIFIED COUNCIL FACILITIES IN THE PAST YEAR (WHERE PROVIDED A RESPONSE)

	HEREFORD LEISURE CENTRE	HEREFORD LEISURE POOL	LEOMINSTER LEISURE CENTRE	ROSS-ON-WYE SWIMMING POOL	BROMYARD LEISURE CENTRE	LEDBURY SWIMMING POOL	LEDBURY LEISURE CENTRE
	%	%	%	%	%	%	%
2+ TIMES PER WEEK	13	14	5	4	0	0	0
WEEKLY	30	14	4	4	2	1	0
FORTNIGHTLY	4	8	1	10	0	2	0
MONTHLY	4	9	5	2	1	1	0
OCCASIONALLY	28	34	11	3	2	1	3
NOT APPLICABLE	21	21	74	78	95	94	97
WEIGHTED SAMPLE BASES	**112**	**118**	**105**	**105**	**99**	**100**	**99**

Average number of times leisure facilities are used per month

3.3.7 Hereford Leisure Centre is the most frequently-used leisure facility, with regular leisure facility users using this Centre on average 3.5 times per month. Over two in five users of this facility (41%) attend in peak hours. With regards to other Herefordshire Council leisure facilities:

- Hereford Leisure Pool is used on average 3.0 times per month, with 25% of leisure facility users attending at least once per week. Two in five users of this facility (40%) attend during off-peak hours.
- Ross-On-Wye Swimming Pool is used on average 1.0 times per month, with 6% attending at least once per week. Approaching two-thirds of users of this facility (64%) attend on weekends;
- Leominster Swimming Pool is used on average 0.9 times per month, with 7% attending at least once per week. Most frequent usage is split between the weekends and peak hours (both 32%).

Times of day when leisure facilities are used

3.3.8 Respondents who use Herefordshire Leisure Pool are most likely to use this facility in off-peak hours (40%); those who use Hereford Leisure Centre are most likely to use this in peak hours (41%). The results for all leisure facilities are shown in the following table, although note in most cases that the sample bases are very small.

TABLE 7: TIMES WHEN SPECIFIED HEREFORDSHIRE COUNCIL LEISURE FACILITIES ARE USED (PANEL MEMBERS WHO USE SPECIFIED HEREFORDSHIRE COUNCIL LEISURE FACILITIES

		WEEKENDS	OFF PEAK	PEAK HOURS	NONE	NOT PROVIDED
BROMYARD LEISURE CENTRE (5)	%	0	51	49	0	0
HEREFORD LEISURE CENTRE (89)	%	26	33	41	0	6
HEREFORD LEISURE POOL (92)	%	33	40	27	0	14
LEDBURY LEISURE CENTRE (3)	%	30	0	40	0	30
LEDBURY SWIMMING POOL (6)	%	42	46	49	0	0
LEOMINSTER LEISURE CENTRE (27)	%	33	29	32	0	14
ROSS-ON-WYE SWIMMING POOL (23)	%	64	13	19	0	3

FIGURES IN PARENTHESES DENOTE WEIGHTED SAMPLE BASES. EACH ROW IS MULTIPLE RESPONSE

Facility which is used most frequently

3.3.9 When asked which single facility they had used most often in the past twelve months, the largest proportion of regular leisure facility users attending Hereford Swimming Pool (38%). A further three in ten (31%) attended Hereford Leisure Centre most frequently, whilst approximately one in six (16%) most frequently used the Ross-On-Wye Swimming Pool.

3.3.10 The main facility used differs to a large extent across the Local Area Forums, and are shown in the following table. Note however, that the sample bases in most cases are very small, so data should be treated with caution.

- Respondents in Bromyard are most likely to most frequently use the Bromyard Leisure Centre (3/4 users);
- Respondents in Dinmore (9/15 users) and South Wye (17/20 users) are most likely to most frequently use the Hereford Leisure Centre;
- Respondents in Golden Valley (3/5 users) and Hereford North (35/47 users) are most likely to most frequently use the Hereford Leisure Pool;
- Respondents in Ledbury (2/3 users) are most likely to most frequently use the Ledbury Swimming Pool;
- Respondents in Leominster (10/12 users) and North West Herefordshire (3/6 users) are most likely to most frequently use the Leominster Leisure Centre.
- Respondents in Southern Herefordshire (20/23 users) are most likely to frequently use the Ross-on-Wye Swimming Pool.

TABLE 8: PRINCIPLE METHOD USED TO TRAVEL TO AND FROM MAIN SHOPPING LOCATION, BY LOCAL AREA FORUM (ALL RESPONDENTS)

		BROMYARD LC	HEREFORD LC	HEREFORD LP	LEDBURY SP	LEOMINSTER LC	ROSS-ON-WYE SP
TOTAL (134)	%	2	31	38	2	11	16
BROMYARD (4)	%	75	0	25	0	0	0
DINMORE (15)	%	0	59	23	6	13	0
GOLDEN VALLEY (5)	%	0	17	66	0	0	18
HEREFORD NORTH (47)	%	0	26	75	0	0	0
LEDBURY (3)	%	0	0	41	59	0	0
LEOMINSTER (12)	%	0	0	18	0	82	0
NW HEREFORDSHIRE (6)	%	0	38	0	0	62	0
STH HEREFORDSHIRE (22)	%	0	0	7	0	0	93
SOUTH WYE (20)	%	0	87	13	0	0	0

FIGURES IN PARENTHESES DENOTE WEIGHTED SAMPLE BASES

Rating of service aspects at leisure facilities

3.3.11 Taking all of Herefordshire Council's leisure facilities into account, regular leisure facility users are most likely to rate the following aspects of the facility in positive terms (i.e. good): staff friendliness (73%); staff helpfulness (71%); staff knowledge (64%); the convenience of the opening hours (53%); and/or the staff telephone manner (50%).

3.3.12 The following aspects of Herefordshire Council leisure facilities are most likely to be perceived in negative terms (i.e. poor): cost (15%); changing areas (14%); equipment (13%); and the cleanliness of the facility generally (13%).

TABLE 9: RATING OF SPECIFIED ASPECTS OF THE MOST-FREQUENTLY USED COUNCIL LEISURE FACILITY (RESPONDENTS WHO USE COUNCIL LEISURE FACILITIES ON AT LEAST A FORTNIGHTLY BASIS)

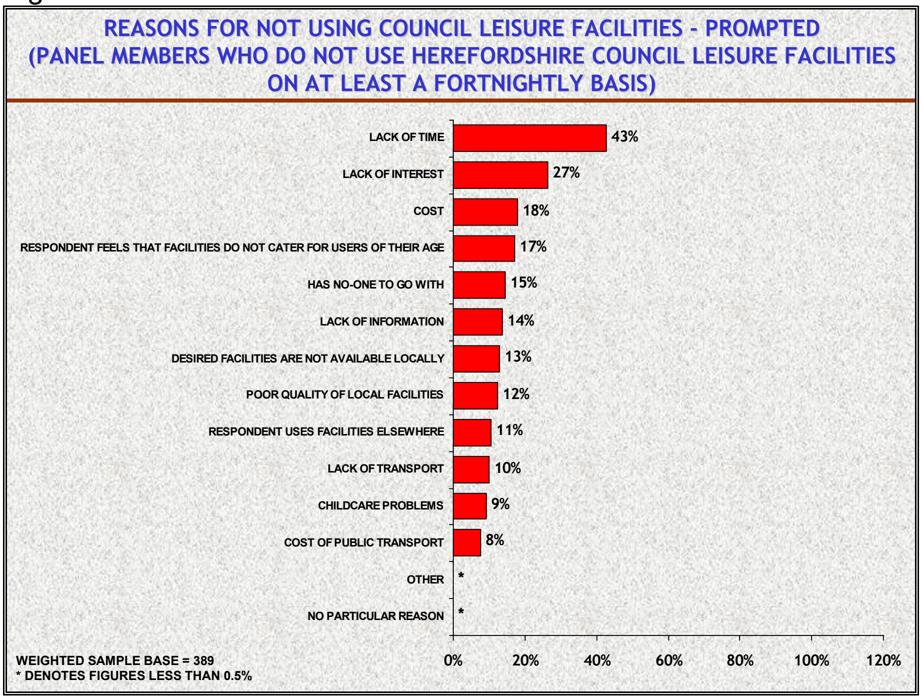
	GOOD	ADEQUATE	POOR	DON'T KNOW	NOT APPLICABLE/ PROVIDED
	%	%	%	%	%
PROVISION OF COMMUNITY INFORMATION	30	50	11	6	3
PROVISION OF FACILITY INFORMATION	41	43	13	1	2
STAFF TELEPHONE MANNER	50	39	3	5	3
STAFF FRIENDLINESS	73	22	4	1	1
STAFF HELPFULNESS	71	23	6	1	1
STAFF KNOWLEDGE	54	38	3	4	1
PLAYING AREAS (COURTS, PITCHES)	14	38	7	10	31
EQUIPMENT	25	42	13	10	10
CLEANLINESS OF FACILITY GENERALLY	34	52	13	0	1
CHANGING AREAS	27	47	14	3	9
COACHING	20	37	4	20	20
CONVENIENCE OF OPENING HOURS	53	32	12	1	3
COST	29	54	15	1	2
BAR/CATERING FACILITIES	21	35	15	12	17
TEMPERATURE/QUALITY OF POOL WATER	25	39	23	3	11

WEIGHTED SAMPLE BASES = 134

3.4 REASONS FOR NOT USING COUNCIL LEISURE FACILITIES ON A REGULAR BASIS

3.4.1 Almost three-quarters (73%) of respondents use none of the specified leisure or sports facilities provided by Herefordshire Council. The main reasons given as to why these respondents do not use these facilities include: a lack of time (43%); a lack of interest (27%); the cost (18%); or a perception that the facilities do not cater for someone of the respondent's age (17%).

Figure 2



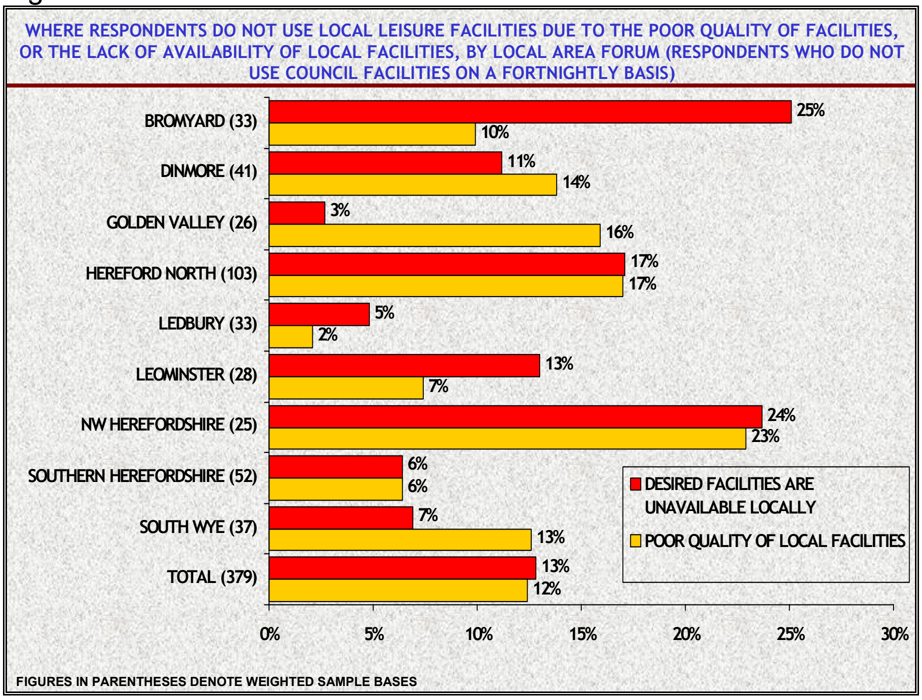
3.4.2 The following variations given by selected sub-groups in giving certain responses are worth noting:

- Respondents aged 65 and over are more than twice as likely as those from other age groups to feel that the leisure facilities do not cater for someone of their age group: 35%, compared to 13% of those aged 16-24, 5% of those aged 25-44, and 17% of those aged 45-64.

- 13% of female respondents cite childcare problems as a barrier to using Herefordshire Council leisure facilities, compared to only 3% of males.

- Respondents in Bromyard (25%) and North West Herefordshire (24%) are notably more likely to cite the lack of availability of local facilities as a reason restricting them from using Council leisure facilities. Respondents in North West Herefordshire are also most likely to highlight the poor quality of local leisure facilities (23%).

Figure 3


WHERE RESPONDENTS DO NOT USE LOCAL LEISURE FACILITIES DUE TO THE POOR QUALITY OF FACILITIES, OR THE LACK OF AVAILABILITY OF LOCAL FACILITIES, BY LOCAL AREA FORUM (RESPONDENTS WHO DO NOT USE COUNCIL FACILITIES ON A FORTNIGHTLY BASIS)
BROMYARD (33)
25%
10%
DINMORE (41)
11%
14%
GOLDEN VALLEY (26)
3%
16%
HEREFORD NORTH (103)
17%
17%
LEDBURY (33)
5%
2%
LEOMINSTER (28)
13%
7%
NW HEREFORDSHIRE (25)
24%
23%
SOUTHERN HEREFORDSHIRE (52)
6%
6%
SOUTH WYE (37)
7%
13%
TOTAL (379)
13%
12%
0%
5%
10%
15%
20%
25%
30%
DESIRED FACILITIES ARE UNAVAILABLE LOCALLY
POOR QUALITY OF LOCAL FACILITIES
FIGURES IN PARENTHESES DENOTE WEIGHTED SAMPLE BASES

3.5 PROVISION OF LEISURE FACILITIES FOR SPECIFIED RESIDENT GROUPS

3.5.1 When asked whether the Council provides leisure facilities which cater to the needs of specific individual groups, the results suggest that few respondents think that the Council is providing very good services for each target group: the largest proportion (7%) think that provision for 0-10 year-olds is very good. Conversely, 28% think that provision for families, 27% that provision for over-65s and 6-10 year-olds, and 25% that provision for 0-5 year-olds is inadequate.

3.5.2 In all cases, the proportion who rate the Council provision as inadequate exceeds the proportion who state that the Council is very good in tailoring leisure facilities to specified resident groups. Thus, negative net ratings (the proportion giving a negative rating subtracted from the proportion giving a positive rating) are all negative.

TABLE 10: RATING OF HOW WELL HEREFORDSHIRE COUNCIL'S LEISURE FACILITIES CATER FOR SPECIFIED GROUPS (ALL RESPONDENTS)

		VERY WELL	ADEQUATELY	NOT ENOUGH	NO OPINION	NOT PROVIDED	NET RATING
DISABLED PROVISION	%	4	24	19	43	10	-15
0-5 YEAR-OLDS	%	7	25	22	35	11	-15
6-10 YEAR-OLDS	%	7	27	18	37	11	-11
11-16 YEAR-OLDS	%	6	19	27	38	11	-21
OVER 65s	%	5	27	19	41	8	-15
FAMILIES	%	4	28	24	34	10	-20
WEIGHTED SAMPLE BASES = 519							

3.5.3 With regard to provision for disabled residents, the negative mean rating observed amongst those respondents who are disabled (-33%) is far larger than amongst non-disabled respondents (-11%).

3.5.4 Further, the net rating with regards to provision for over 65s is most negative amongst this target group (-25% amongst those aged 65+; -17% for those aged 16-24; -6% for those aged 25-44; and –16% for those aged 45-64).

3.5.5 Whilst negative net ratings of leisure service provision to all specified resident groups are observed amongst both users and non-users of Herefordshire Council's leisure facilities, non-users are significantly more likely to give a negative than positive rating. This could either suggest that:

- Non-users are avoiding Herefordshire Council leisure facilities as they have already seen that their needs are not catered for, or;
- Non-users lack a detailed knowledge of current service provision, and whilst users still have an overall negative perception of services offered to specific resident groups, provision is not as poor as the overall figures would suggest.

TABLE 11: NET POSITIVE RATING THAT HEREFORDSHIRE COUNCIL'S LEISURE FACILITIES CATER WELL FOR SPECIFIED GROUPS (ALL RESPONDENTS)

	USERS	NON-USERS	TOTAL
	%	%	%
DISABLED PROVISION	-13	-15	-15
0-5 YEAR OLDS	-6	-17	-15
6-10 YEAR OLDS	-6	-13	-11
11-16 YEAR OLDS	-18	-22	-21
OVER 65s	-6	-17	-15
FAMILIES	-13	-23	-20
WEIGHTED SAMPLE BASES	**134**	**379**	**519**
*** DENOTES A FIGURE OF LESS THAN 0.5%**			

3.6 SOURCES OF INFORMATION ABOUT COUNCIL LEISURE FACILITIES

3.6.1 The majority of respondents find out information about local leisure facilities through the local newspaper (80%), and/or word of mouth (64%). A further quarter consult the Yellow Pages or telephone directory (25%), and over one in five go to their local library (22%).

3.6.2 Respondents who use Herefordshire leisure facilities on a regular basis are notably more likely than non-users to find out about leisure facilities by word of mouth (73%, compared to 61% respectively).

TABLE 12: SOURCES OF INFORMATION ABOUT LOCAL LEISURE FACILITIES - PROMPTED (ALL RESPONDENTS)

	USERS	NON-USERS	TOTAL
	%	%	%
LOCAL NEWSPAPER	79	81	80
WORD OF MOUTH	73	61	64
PHONE BOOK/YELLOW PAGES	29	24	25
LIBRARY	23	21	22
LOCAL RADIO	22	18	19
INTERNET	8	11	10
NOT PROVIDED	0	3	3
WEIGHTED SAMPLE BASES	**134**	**379**	**519**
*** DENOTES A FIGURE OF LESS THAN 0.5%**			

3.7 IMPROVEMENTS TO COUNCIL LEISURE FACILITIES

3.7.1 Approximately one-half of respondents (52%) suggest one or more improvements which could be made in order to encourage them to use Council leisure and sports facilities more often. The following two improvements are suggested by at least one in ten respondents: a reduction in prices (13%), and/or increased advertising and promotion (10%).

3.7.2 Few notable differences are observed in the proportion of leisure facilities users and non-users who highlight potential improvements. The most notable difference is that users of Council leisure facilities are more likely to highlight longer opening hours of the facilities (13%), than non-users (2%).

TABLE 13: WAYS IN WHICH HEREFORDSHIRE COUNCIL COULD ENCOURAGE GREATER USE OF ITS LEISURE FACILITIES - PROMPTED (ALL RESPONDENTS)			
	USERS	**NON-USERS**	**TOTAL**
	%	**%**	**%**
REDUCE PRICES	14	13	13
MORE ADVERTISING/PROMOTION	9	10	10
IMPROVE LEISURE FACILITIES	9	5	6
EXTENDED OPENING HOURS	13	2	5
PROVIDE MORE LOCAL FACILITIES	8	3	5
A SWIMMING POOL FOR BROMYARD	5	3	3
IMPROVE WATER TEMPERATURE IN POOLS	7	2	3
PROVIDE CHILDCARE FACILITIES	3	3	3
IMPROVE THE STANDARDS OF CLEANLINESS	5	1	2
BETTER PUBLIC TRANSPORT	1	3	2
MORE FACILITIES FOR OLDER PEOPLE / DISABLED	1	2	2
FREE CAR PARKING	3	1	1
OFFER FAMILY PACKAGE DEALS	1	1	1
OAP DISCOUNT	1	1	1
IMPROVE CATERING FACILITIES	1	*	1
MORE INFORMATION SHOULD BE AVAILABLE	0	1	1
OTHER	0	1	1
NOTHING	7	14	12
DON'T KNOW/REFUSED	10	3	5
NOT PROVIDED	16	38	33
WEIGHTED SAMPLE BASES *** DENOTES A FIGURE OF LESS THAN 0.5%**	**134**	**379**	**519**

4.0 MARKETS

4.1 LOCATION OF MAIN AND 'TOP-UP' SHOPPING FOR PRINCIPLE HOUSEHOLD GOODS

Main shopping

4.1.1 All respondents were asked the locations where they undertake shopping for a wide range of generic goods. This section covers three types of goods: fresh food shopping, preserved food shopping, and household items shopping. In addition, respondents were also asked the main location where they carry out 'top-up' shopping for these three types of goods. Note that unlike the questions regarding the locations for main shopping, responses here were single responses, thus direct comparison between the two questions is inadvisable.

4.1.2 Respondents are most likely to undertake their main shop for fresh food, preserved food, and household items in supermarkets (85%, 92% and 85% respectively). As the following table demonstrates, other principle locations for fresh food shopping include local and town centre shops, and the markets. Notable proportions also undertake household items shopping in town centre and local shops.

TABLE 14: WHERE RESPONDENTS UNDERTAKE THEIR MAIN SHOPPING FOR SPECIFIED GOODS (ALL RESPONDENTS)

	FRESH FOOD	PRESERVED FOOD	HOUSEHOLD ITEMS
	%	%	%
HEREFORDSHIRE MARKETS	17	3	2
MAJOR SUPERMARKETS	85	92	85
LOCAL SHOPS	31	7	10
OUT-OF-TOWN SHOPPING CENTRES	2	2	3
TOWN CENTRE SHOPS	18	7	15
INTERNET / CATALOGUE	2	2	1
OTHER	2	*	*
NOT APPLICABLE/PROVIDED	1	2	1
WEIGHTED SAMPLE BASES = 519. * DENOTES A FIGURE OF LESS THAN 0.5%			

Top-up shopping

4.1.3 Similarly to the main shopping for food and household goods, the majority of respondents undertake top-up shopping for fresh and preserved food, and household items in supermarkets (53%, 69% and 56% respectively). Local shops represent the second most-used location for the purchase of each item, with town centre shops being third. Note that unlike the locations where the main shopping is undertaken, this question was a single response, thus direct comparison between the two sets of figures is impossible.

TABLE 15: WHERE RESPONDENTS UNDERTAKE THEIR TOP-UP SHOPPING FOR SPECIFIED GOODS (ALL RESPONDENTS)

	FRESH FOOD	PRESERVED FOOD	HOUSEHOLD ITEMS
	%	%	%
HEREFORDSHIRE MARKETS	8	2	1
MAJOR SUPERMARKETS	53	69	56
LOCAL SHOPS	33	19	22
OUT-OF-TOWN SHOPPING CENTRES	1	2	3
TOWN CENTRE SHOPS	9	7	14
OTHER	1	*	2
NOT APPLICABLE/PROVIDED	2	4	5

WEIGHTED SAMPLE BASES = 519. * DENOTES A FIGURE OF LESS THAN 0.5%

4.2 LOCATION OF SHOPPING FOR OTHER GOODS

4.2.1 In addition to shopping for fresh and preserved food, and household items, respondents were also asked the location where they undertake shopping for a further twelve categories of goods.

4.2.2 Respondents are most likely to undertake shopping for the following types of goods in town centre shops: clothing and footwear (65%); audio-visual goods (60%); stationery and greetings cards (57%); luxury items (51%); electrical goods (48%); household furnishings (43%); toys (41%); and arts and crafts (39%).

4.2.3 Respondents are most likely to undertake shopping for DIY/gardening products (47%) and/or flowers and plants (33%) in out-of-town shops. In addition, respondents are most likely to undertake shopping for sweets and confectionery in local shops (50%). Finally, respondents are most likely to undertake shopping for pet food in major supermarkets (38%).

TABLE 16: WHERE RESPONDENTS UNDERTAKE THEIR SHOPPING FOR SPECIFIED GOODS (ALL RESPONDENTS)

	CLOTHING & FOOTWEAR	ELECTRICAL GOODS	HOUSEHOLD FURNISHINGS	LUXURY ITEMS	PET FOOD	SWEETS & CONFECTIONERY
	%	%	%	%	%	%
HEREFORDSHIRE MARKETS	3	1	1	1	3	4
MAJOR SUPERMARKETS	4	4	1	*	38	41
LOCAL SHOPS	25	22	19	19	16	50
OUT-OF-TOWN SHOPPING CENTRES	21	34	40	12	3	1
TOWN CENTRE SHOPS	65	48	43	51	5	15
INTERNET / CATALOGUE	15	14	13	7	*	0
OTHER	5	4	5	4	1	1
NOT APPLICABLE/PROVIDED	1	3	4	19	44	15
	TOYS	**ARTS & CRAFTS**	**AUDIO-VISUAL**	**STATIONERY & GREETINGS CARDS**	**DIY/ GARDENING**	**FLOWERS & PLANTS**
	%	%	%	%	%	%
HEREFORDSHIRE MARKETS	1	2	*	4	8	17
MAJOR SUPERMARKETS	5	1	15	14	8	11
LOCAL SHOPS	12	17	17	46	23	29
OUT-OF-TOWN SHOPPING CENTRES	15	10	14	4	47	33
TOWN CENTRE SHOPS	41	39	60	57	21	19
INTERNET / CATALOGUE	10	4	13	1	3	3
OTHER	2	5	3	2	12	14
NOT APPLICABLE/PROVIDED	37	36	11	2	6	8

WEIGHTED SAMPLE BASES = 519. * DENOTES A FIGURE OF LESS THAN 0.%

4.2.4 Thus, the main three types of shopping undertaken at each location include:

- Markets: flowers and plants (17%); fresh food (17%); DIY/gardening (8%).
- Supermarkets: preserved food (92%); household items (85%); fresh food (85%).
- Local shops: sweets and confectionery (50%); stationery and greetings cards (46%); fresh food (31%).
- Out-of-town shopping centres: DIY/gardening (47%); household furnishings (40%); electrical goods (34%).
- Town centre shops: clothing and footwear (65%); audio-visual goods (60%); stationery and greetings cards (57%).
- Internet/catalogue: clothing and footwear (15%); electrical goods (14%); audio-visual goods (13%).

Use of markets when undertaking shopping for principle household goods

4.2.5 The use of Herefordshire markets to undertake shopping for particular categories of goods fluctuates across the region. With regard to the main goods purchased in the markets, i.e. flowers and plants, fresh food, and DIY and gardening products, the following variations are observed:

- The proportion undertaking shopping for flowers and plants in markets is fairly uniform across the Local Area Forums, except in North West Herefordshire, where 25% undertake this activity, compared to 17% overall.
- Respondents in South Wye are almost twice as likely, in comparison to the overall sample, to attend markets to purchase fresh food (31%, compared to 17% overall). South Wye respondents are also most likely to undertake preserved food shopping in markets (15%, compared to 3% overall). Respondents in Leominster (9%), Golden Valley (5%), and especially Ledbury (4%), are far less likely to attend markets to buy fresh food.
- In comparison to the overall sample, respondents in North West Herefordshire are almost twice as likely to buy DIY and gardening products in Herefordshire markets (17%, compared to 8% overall).
- Also note the relatively large proportion of Golden Valley respondents who buy sweets and confectionery in Herefordshire markets (24%, compared to the sample average of 4%), and the proportion of Bromyard respondents who buy clothing and footwear in this location (12%, compared to 3% sample average).

TABLE 17: WHERE RESPONDENT UNDERTAKES SHOPPING FOR PRINCIPLE HOUSEHOLD GOODS IN HEREFORDSHIRE MARKETS, BY LOCAL AREA FORUM (ALL RESPONDENTS)

	FLOWERS & PLANTS	FRESH FOOD	DIY & GARDENING	STATIONERY & GREETINGS CARDS	SWEETS & CONFECTIONERY	PET FOOD	PRESERVED FOOD	CLOTHING & FOOTWEAR
TOTAL (519)	17	17	8	4	4	3	3	3
BROMYARD (37)	15	19	4	6	5	0	9	12
DINMORE (58)	18	19	7	1	3	4	0	2
GOLDEN VALLEY (31)	17	5	9	5	24	5	0	0
HEREFORD NORTH (153)	16	16	5	5	3	5	1	1
LEDBURY (37)	14	4	10	0	2	0	2	7
LEOMINSTER (40)	17	9	11	7	2	0	0	4
NW HEREFORDSHIRE (31)	25	16	17	4	0	0	0	0
STH HEREFORDSHIRE (75)	17	21	5	5	1	3	0	2
SOUTH WYE (57)	20	31	14	3	1	4	15	2

	ARTS & CRAFTS	HOUSEHOLD ITEMS	HOUSEHOLD FURNISHINGS	LUXURY ITEMS	ELECTRICAL GOODS	TOYS	AUDIO-VISUAL
TOTAL (519)	2	2	1	1	1	1	*
BROMYARD (37)	3	4	0	0	0	0	0
DINMORE (58)	4	2	1	1	3	1	0
GOLDEN VALLEY (31)	2	3	0	2	0	0	0
HEREFORD NORTH (153)	2	0	0	1	1	0	0
LEDBURY (37)	6	2	3	0	0	3	0
LEOMINSTER (40)	4	2	5	2	0	0	2
NW HEREFORDSHIRE (31)	0	0	0	0	0	0	0
STH HEREFORDSHIRE (75)	1	2	0	0	0	0	1
SOUTH WYE (57)	2	2	0	0	0	2	0

FIGURES IN PARENTHESES DENOTE WEIGHTED SAMPLE BASES. * DENOTES A FIGURE OF LESS THAN 0.5%

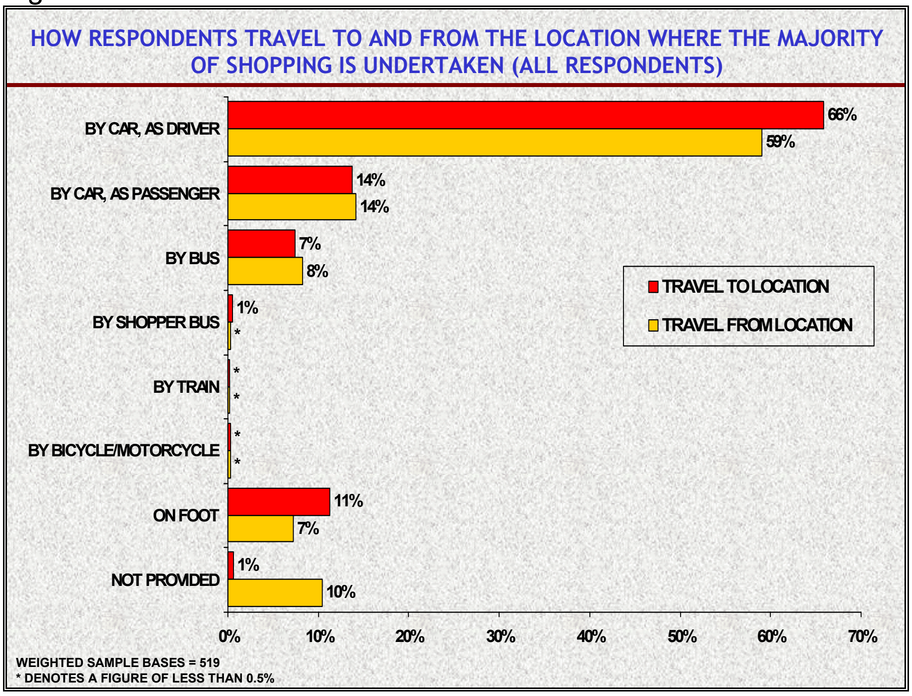
4.3 TRAVELLING TO AND FROM SHOPPING LOCATIONS

Transport methods used

4.3.1 Four in five respondents (80%) travel by car to the location where the *majority* of their shopping is undertaken. A further one in nine (9%) go on foot, whilst one in twelve (8%) travel by public transport[4].

4.3.2 When returning from the location where the majority of food shopping is undertaken, approaching three-quarters of respondents (73%) travel by car, whilst one in eleven (9%) travel by public transport, and one in fourteen (7%) go by foot.

Figure 4



4.3.3 Based on those respondents who provided details of transport methods used to travel to and from shopping locations:

- 96% of respondents who travel to the shopping location in a car (drivers/passengers) also use this method to return; a further 3% return on public transport;
- 87% of respondents who travel to the shopping location by public transport also use this method to return; a further 10% return as a car passenger;
- 73% of respondents who travel to the main shopping location on foot also return on foot; 25% return as car passengers.

[4] Public transport includes train, bus, and shopper bus.

4.3.4 The use of the car both as the means to travel to and from shopping locations is highest in Dinmore (96% and 90% respectively). Further, at least nine in ten respondents located in North West Herefordshire (94%), Golden Valley (92%), and Bromyard (91%) travel to the shopping locations by car. In all cases, this proportion falls when examining the use of the car to make the return journey. A drop in use is particularly evident in Golden Valley, where 92% travel to the shopping location by car, but only 68% return using this method.

4.3.5 Almost three in ten respondents in South Wye (29%) use public transport to travel to the shopping locations. In no other Local Area Forum does more than one in ten respondents use this method. With regards to the return journey, respondents in Golden Valley are most likely to return by public transport (27%), followed by those in South Wye (25%).

4.3.6 Of all Local Area Forums, respondents in Leominster are most likely to go both to, and from their shopping locations on foot (23% and 19% respectively). No respondents in either Dinmore or North West Herefordshire make their outward or return journey to their main shopping location on foot.

TABLE 18: PRINCIPLE METHOD USED TO TRAVEL TO AND FROM MAIN SHOPPING LOCATION, BY LOCAL AREA FORUM (ALL RESPONDENTS)

		OUTWARD JOURNEY			RETURN JOURNEY		
		CAR	PUBLIC TRANS.	FOOT	CAR	PUBLIC TRANS.	FOOT
TOTAL (519)	%	80	8	11	73	9	7
BROMYARD (37)	%	91	7	2	88	5	4
DINMORE (58)	%	96	4	0	90	3	0
GOLDEN VALLEY (31)	%	92	5	3	63	27	0
HEREFORD NORTH (153)	%	76	8	15	68	9	14
LEDBURY (37)	%	80	7	13	73	7	10
LEOMINSTER (40)	%	75	2	23	66	0	19
NW HEREFORDSHIRE (31)	%	94	3	0	82	5	0
STH HEREFORDSHIRE (75)	%	81	4	15	77	2	2
SOUTH WYE (57)	%	55	29	16	64	25	2

FIGURES IN PARENTHESES DENOTE WEIGHTED SAMPLE BASES

Distance from shopping locations

4.3.7 Approximately one in six respondents (18%) live within easy walking distance of the location where they undertake the majority of their shopping, with a further 21% living within a mile radius. Three in ten live between one and five miles away (30%), with a similar proportion living over five miles away (31%).

4.3.8 Extended use of the car as the travel method in Dinmore, Golden Valley, Bromyard, and North West Herefordshire can be explained through the small proportions who live within one mile of the location where they undertake the majority of their shopping (0%, 0%, 4% and 17% respectively). Indeed, 93% of respondents in Bromyard, 87% in Golden Valley, 61% in North West Herefordshire, and 49% in Dinmore live over five miles from their shopping location.

4.3.9 Conversely, in locations where large proportions travel to the shops by foot, or on public transport, the majority of respondents live within one mile of their main shopping location (67% South Wye, 61% Leominster, and 57% Hereford North).

TABLE 19: DISTANCE TRAVELLED TO THE LOCATION WHERE THE MAJORITY OF SHOPPING IS UNDERTAKEN, BY LOCAL AREA FORUM (ALL RESPONDENTS)

		UP TO ½ MILE	½ TO 1 MILES	1-5 MILES	OVER 5 MILES	NOT PROV.
TOTAL (519)	%	18	21	30	31	1
BROMYARD (37)	%	2	2	2	93	0
DINMORE (58)	%	0	0	49	51	0
GOLDEN VALLEY (31)	%	0	0	13	87	0
HEREFORD NORTH (153)	%	25	32	41	2	1
LEDBURY (37)	%	28	7	24	39	2
LEOMINSTER (40)	%	36	25	15	24	0
NW HEREFORDSHIRE (31)	%	7	10	23	61	0
STH HEREFORDSHIRE (75)	%	14	28	29	30	0
SOUTH WYE (57)	%	30	37	32	2	0

FIGURES IN PARENTHESES DENOTE WEIGHTED SAMPLE BASES

4.4 AWARENESS AND USE OF COUNCIL MARKETS

Awareness that the Council operates markets in Herefordshire

4.4.1 The vast majority of respondents are aware that the Council operates markets in Hereford, Kington, Ross and Leominster (84%), with 16% stating that they are unaware of the Council role in this area.

4.4.2 Over nine in ten respondents from the following sub-groups are aware that the Council operates markets: regular market users (93%, vis à vis 80% of non/infrequent users; and residents of North West Herefordshire (92%).

4.4.3 In contrast, fewer than four in five respondents from the following sub-groups are aware of the Council role in the operating markets: those aged 16-24 (75%); those without car access (75%); where the net household income is less than £10,000 p.a.; or residents of Ledbury (68%)

Regular use of the Council markets

4.4.4 Over one-third of respondents (36%) use markets which are operated by Herefordshire Council on a regular basis[5].In contrast, 64% do not use the markets regularly, whilst 1% failed to provide a response.

4.4.5 Regular use of the markets is far higher amongst the older age cohorts: 42% of those aged 45-64, and 53% of those aged 65+ regularly use markets, compared to 25% of those aged 16-24, and 24% of those aged 25-44.

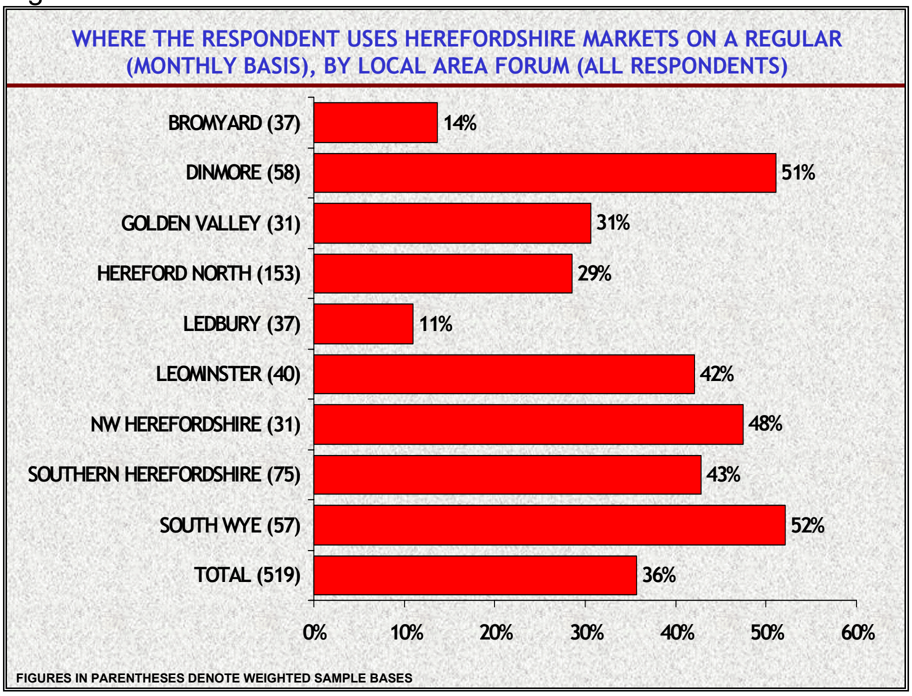
4.4.6 Markets are far more likely to be used by those respondents whose net household income is less than £10,000 per annum:

- 45% from households earning <£10,000 p.a. use markets;
- 32% from households earning £10,000 - £20,000 p.a. use markets;
- 33% from households earning over £20,000 p.a. use markets.

[5] Approximately once per month

4.4.7 The use of markets also varies to a large degree across the Local Area Forums. Whilst the majority of respondents in South Wye (52%) and Dinmore (51%) use markets on a regular basis, only one in nine respondents in Ledbury (11%) do so.

Figure 5



Spending in Herefordshire markets

4.4.8 The majority of regular market users spend at least £10.00 per month in Herefordshire markets. In contrast, almost three in ten (29%) spend between £5.00 and £10.00 per month, whilst one in eight (13%) spend less than £5.00.

4.4.9 Male spending in Herefordshire markets is higher than females, with 60% spending over ten pounds per month, compared to 52% of females.

4.4.10 Whilst all 16-24 year-olds spend at least ten pounds per month in Herefordshire markets, this proportion falls to 54% of those aged over 45, and 39% of those aged 15-44.

4.4.11 The proportion spending at least ten pounds per month in Herefordshire markets increases from 44% of those from households with a net income of up to £10,000 p.a., to 55% of those from households with an income of £10,001 to £20,000, and 61% of those from households with an income of over £20,000 p.a.

TABLE 20: AVERAGE MONTHLY EXPENDITURE WITHIN HEREFORDSHIRE MARKETS (REGULAR MARKET USERS)						
		Under £5	**£5 - £10**	**£10 - £20**	**OVER £20**	**NOT PROV.**
TOTAL (185)	**%**	13	29	41	15	3
BY GENDER						
MALE (80)	**%**	9	28	40	20	3
FEMALE (105)	**%**	16	30	41	11	3
BY AGE						
16-24 (21)	**%**	0	0	100	0	0
25-44 (42)	**%**	24	35	25	14	2
45-64 (63)	**%**	14	30	36	18	2
65+ (60)	**%**	9	34	35	18	4
BY NET HOUSEHOLD INCOME						
UP TO £10,000 (54)	**%**	15	36	27	17	5
£10,001 – £20,000 (44)	**%**	11	29	37	18	5
£20,001 - £30,000 (37)	**%**	17	16	50	17	0
OVER £30,000 (27)	**%**	0	45	49	7	0
FIGURES IN PARENTHESES DENOTE WEIGHTED SAMPLE BASES						

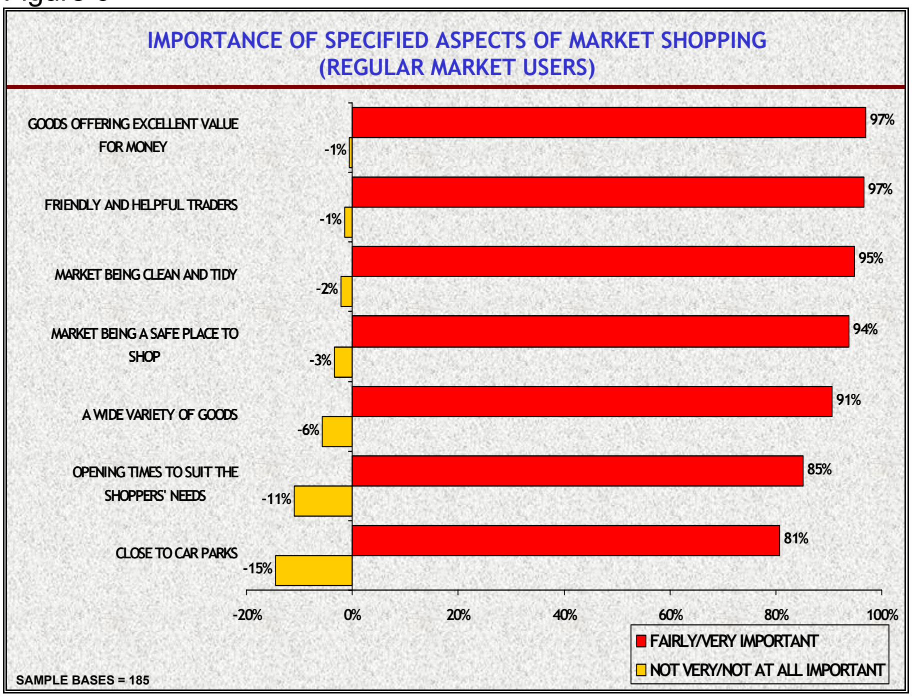
4.5 IMPORTANCE OF ASPECTS OF MARKET SHOPPING

4.5.1 Regular market shoppers were asked to rate the importance of seven aspects of market shopping. All ratings are on a four-point scale, where 1 = 'not at all important', and 4 = 'very important'.

4.5.2 At least 95% of regular market users agree that it is important for markets to offer goods which represent excellent value for money (97%), that traders are friendly and helpful (97%), and/or that the market is clean and tidy (95%).

4.5.3 Although still judged to be important by 81% of regular market users, markets being close to car parks is least likely to be rated as important.

Figure 6

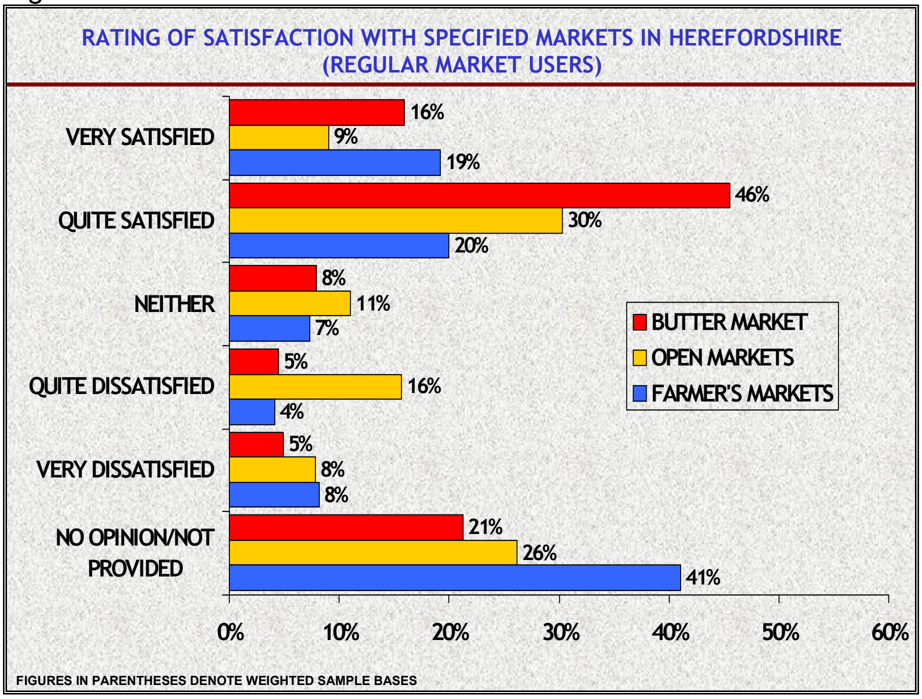


4.6 SATISFACTION WITH COUNCIL MARKETS

4.6.1 Over three in five regular market users (61%) are satisfied with the Butter Market, and 39% are satisfied with the open markets and/or Farmer's Markets as a shopping venue.

4.6.2 In contrast, 24% are dissatisfied with the open markets, 13% dissatisfied with the Farmer's Markets, and 9% dissatisfied with the Butter Market as a venue for shopping.

Figure 7



4.7 FUTURE OF COUNCIL MARKETS

Importance of Herefordshire markets in the 21st century

4.7.1 Almost nine in ten regular market users (89%) agree that Herefordshire markets have a place in 21st century shopping. In contrast, only 2% of market users disagree with this premise.

4.7.2 Regular market shoppers aged 16-24 are far less likely to agree that Herefordshire markets have an important future role (67%). In contrast, at least nine in ten of those from all other age groups do think that markets will continue to be important (90% of those aged 25-44; 92% of those aged 45-64; and 91% of those aged 65+).

4.7.3 The perceived future importance of markets is not affected by the net income of the respondent's household. At least nine in ten respondents[6] from all income groups think that Herefordshire markets will remain important (93% of those with an income of up to £10,000 p.a., 91% of those with £10,001 to £30,000, and 94% of those with over £30,000.

Whether the Council should continue to provide markets in the future

4.7.4 Almost all regular market shoppers (97%) agree that Herefordshire Council should continue to provide markets in the future. A small proportion (3%) have no opinion on this issue, although no market users disagree with the premise.

[6] Although note, that of those respondents who refused to provide their net household income, only 62% think that markets will continue to be important.

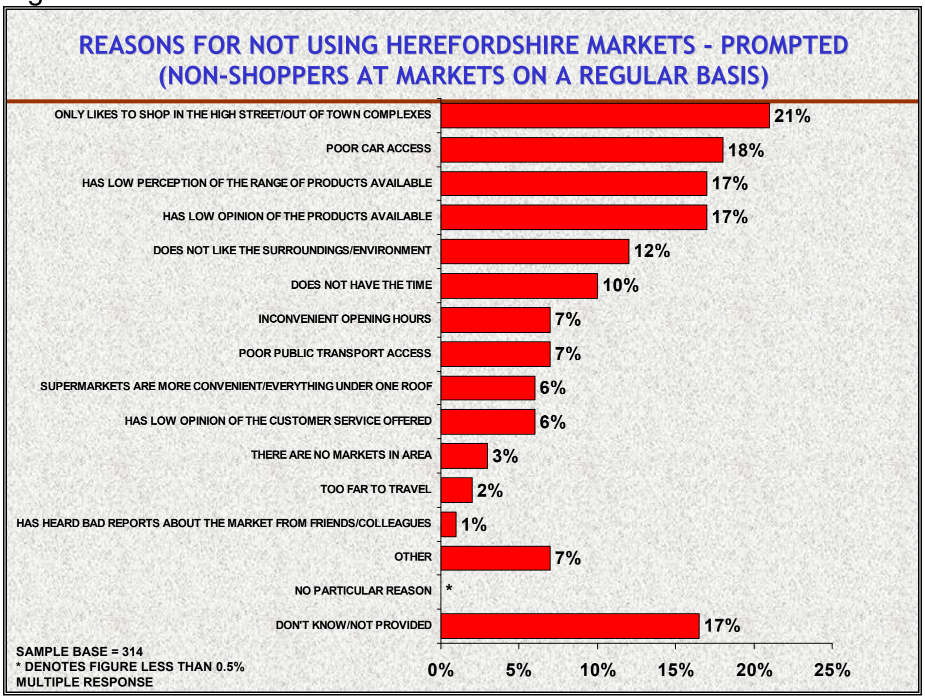
4.7.5 All regular market users from the following respondent sub-groups agree that the Council should continue to provide markets:

- Those aged 16-24;
- Those without car access;
- Those resident in the following Local Area Forums: Bromyard; Golden Valley; Leominster; North West Herefordshire; and Southern Herefordshire.
- Those who have lived in Herefordshire for up to five years;
- Respondents from households containing a disabled member;
- Respondents whose household income is in excess of £30,000 per annum.

4.8 NON-USE OF MARKETS

4.8.1 Almost two-thirds of respondents (64%) do not use Herefordshire markets on a regular (monthly) basis. Over one in five of these respondents prefer to shop on the high street, or in town complexes. Additionally, approximately one in six mention the following reasons against using markets: that they are inaccessible to cars; that there is a poor range of products available, and/or that there are poor-quality products available.

Figure 8



5.0 CARERS

Definition of carers:
Adults or children who have responsibility for providing unpaid care for someone close to them, who is unable to manage without help. The person needing care should be a family member, partner, or friend.'

5.0.1 Based on the description above, over nine in ten respondents (91%) were aware of what was meant by the term carer.

5.1 DELIVERY AND RECEIPT OF CARE

Whether respondent has ever been a carer

5.1.1 Almost one-quarter of respondents (24%) are now, or have in the past been carers. Of these respondents, one-third (33%, equating to 8% of all respondents) are currently carers.

5.1.2 Female respondents are almost twice as likely to have been carers than male respondents (30% of females are current/past carers, compared to 17% of males). However, the same proportion of respondents of either gender are currently carers (8% for both).

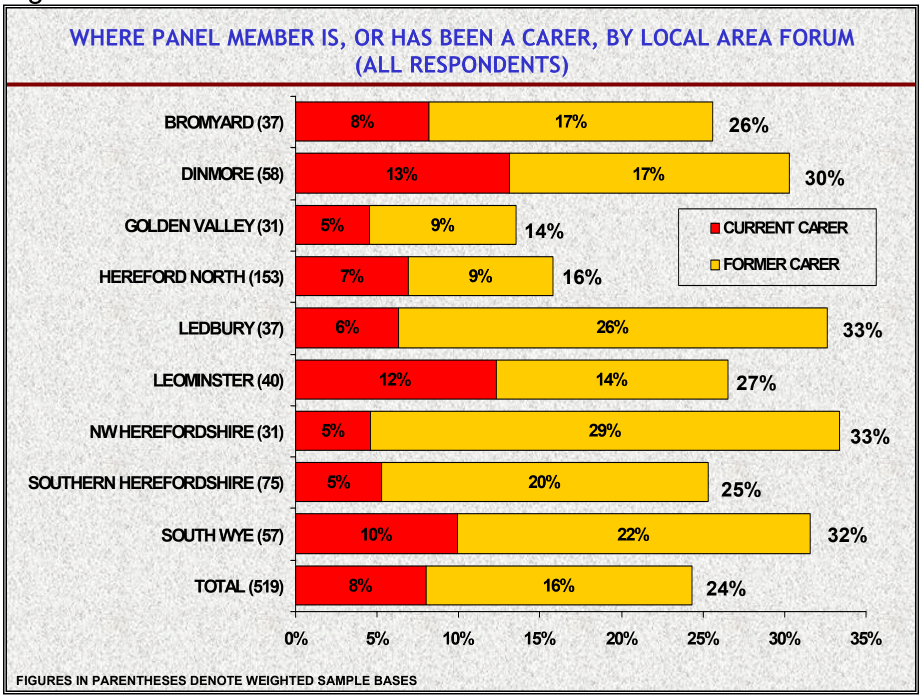
5.1.3 The proportion of respondents who are currently, or have been carers peaks amongst the 45-64 year-old age group:

- 8% of those aged 16-24 have been carers. None are currently carers;
- 15% of those aged 25-44 are/have been carers. 5% are currently carers;
- 36% of those aged 45-64 are/have been carers. 14% are currently carers;
- 33% of those aged 65+ are/have been carers. 11% are currently carers.

5.1.4 The majority of respondents from those households where another household member has a disability (55%) are, or have been carers, with the larger proportion (32% of this cohort) currently in this position. Further, 30% of respondents who themselves have a disability are/have been carers (12% being current carers). In contrast, one in five respondents from households with no disabled members are/have been carers (with 4% being current carers).

5.1.5 As figure 9 shows, the proportion of respondents who are currently carers is largest in Dinmore, Leominster and South Wye, where at least one in ten respondents are currently carers (13%, 12%, and 10% respectively). However, respondents within North West Herefordshire, Ledbury and South Wye are most likely to have been carers at any time currently or in the past (33%, 33%, and 32% respectively).

Figure 9



Length of time involved in care delivery

5.1.6 Two in five carers have (or had) delivered care for up to two years (40%), with a similar proportion involved for two to ten years (42%). Approaching one in five carers have been involved in care delivery for over ten years (18%). Those respondents who are currently carers are more likely to have been involved in the delivery of care for more than five years (56%) than those respondents not currently involved in care delivery (32%).

TABLE 21: LENGTH OF TIME THAT THE RESPONDENT HAS BEEN INVOLVED IN CARE DELIVERY (CURRENT OR FORMER CARERS)

	CURRENT CARERS	FORMER CARERS	ALL CARERS
	%	%	%
UP TO 6 MONTHS	3	15	12
6 MONTHS – 2 YEARS	26	29	28
2 YEARS – 5 YEARS	15	22	20
5 YEARS – 10 YEARS	30	19	22
MORE THAN 10 YEARS	26	14	18
NOT PROVIDED	0	1	1
WEIGHTED SAMPLE BASES	**41**	**84**	**126**

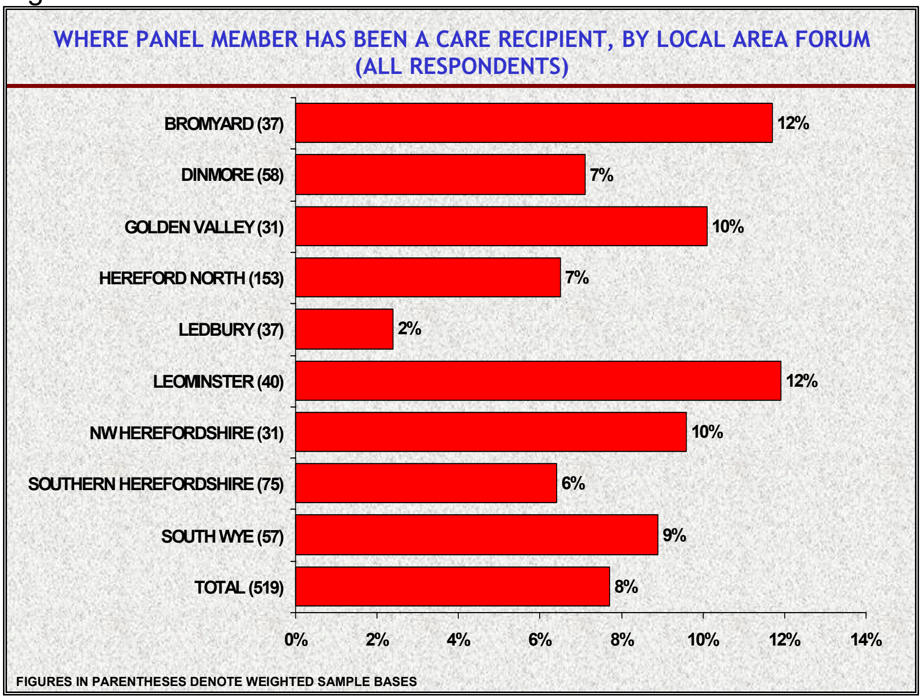
Whether respondent has ever been a care recipient

5.1.7 One in twelve respondents (8%) require, or have required care in the past, a figure which increases to 36% of those respondents with disabilities. In contrast, 91% of respondents have never required care, whilst 2% failed to provide a response.

5.1.8 The proportion of respondents who have required care increases with respondent age, from 0% of those aged 16-24, to 5% of those aged 25-44, 9% of those aged 45-64, and 15% of those aged 65+.

5.1.9 The following figure shows the proportion of care recipients across the nine Local Area Forums, with the proportions largest in Leominster and Bromyard, and smallest in Ledbury.

Figure 10



5.1.10 A small proportion of respondents (3%) have been both carers and care recipients. Further, three in five of those respondents who have been care recipients (60%), will require further care within the next ten-year period.

5.2 SOCIAL SERVICES ASSISTANCE

Whether assistance has been received

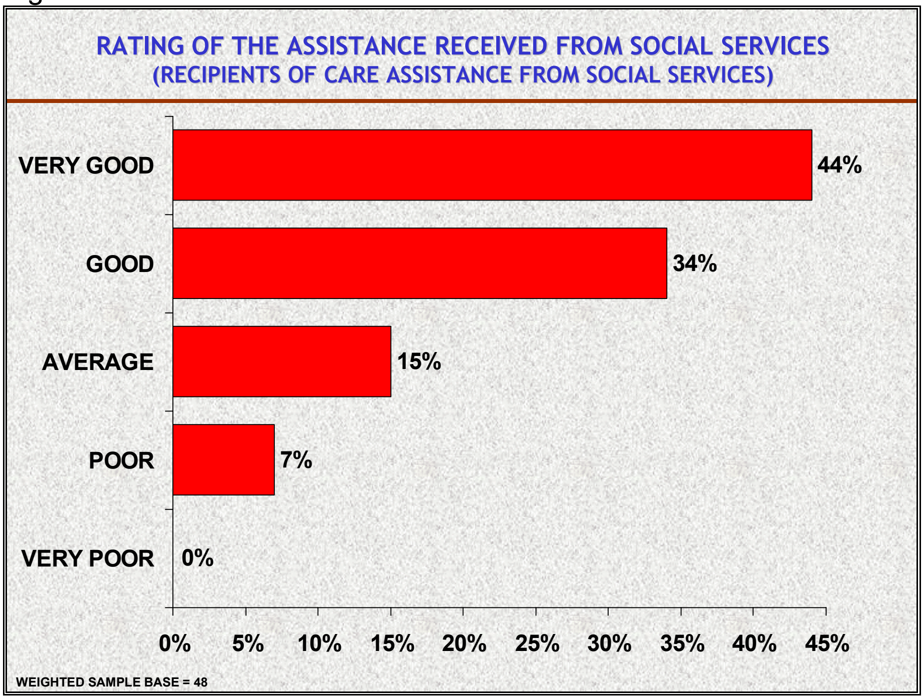
5.2.1 Approaching one-third carers or care recipients (32%) have received assistance from Social Services. Recipients of Social Services assistance are spread across all Local Area Forums, with the largest proportions of recipients located in South Wye (33%, equating to 16/48 respondents), Hereford North (17%; 8/48), and North West Herefordshire (10%; 5/48).

5.2.2 Note that 0.6%, or three respondents, have also received assistance from the NHS Trust

Satisfaction with the assistance received

5.2.3 Of those respondents who have received assistance from Social Services, almost four in five rated this assistance in positive terms (good/very good), compared to only 7% who gave a negative rating (3 respondents rating 'poor'). The resultant mean rating for this question (4.15) shows a large degree of satisfaction with the quality of services.

Figure 11



5.3 CARERS ASSESSMENT

Definition of the Carers Assessment:
A legal process, which gives the carer an opportunity to talk about the care they give, and how giving this care affects them.

Awareness of the Carers Assessment

5.3.1 Approaching three in ten carers and care recipients (28%) were aware prior to interview of the Carers Assessment. Two-thirds of carers/recipients (66%) were unaware of the Carers Assessment, whilst 6% failed to provide a response. Due to the small bases involved, detailed analysis of awareness by sub-group is not included here. Note however awareness increases with respondent age, from 0% of those aged 16-24 (sample of 7), to 21% of those aged 25-44, 28% of those aged 45-64, and 35% of those aged 65+.

Receipt of a Carers Assessment and associated services

5.3.2 Of the 41 respondents who are aware of what the Carers Assessment is, 23% (9 respondents in all) have actually received an assessment in the past. This figure equates to 6% of all carers/care recipients. Five of the nine recipients are resident in Hereford North, whilst four are currently carers.

5.3.3 Of the nine respondents who have received a Carers Assessment:

- 6/9 were sent a copy of their Carers Assessment;
- 7/9 were asked whether they would be interested in being referred to a carer support service;
- 7/9 were given information about the services available to allow a short-term break from caring responsibilities;
- 7/9 were put in touch with the Benefits Agency after asking about eligibility for benefits

5.4 COMMUNITY CARE ASSESSMENT

Definition of the Community Care Assessment:
A legal process, which looks at the person's need for community care services.

Awareness of the Community Care Assessment

5.4.1 One-quarter of carers and care recipients (25%) were aware prior to interview of the Community Care Assessment. In contrast, seven in ten (69%) were unaware, with 6% failing to provide a response. As with the Carers Assessment, no carers/recipients aged 16-24 have heard of the Community Care Assessment.

Receipt of a Community Care Assessment

5.4.2 Of those respondents who are aware of the Community Care Assessment, 23% (9 respondents in all) have received a Community Care Assessment in the past. This figure equates to 6% of all carers and care recipients, and is the same number who have received the Carers Assessment.

5.5 FUTURE CARE REQUIREMENTS

Whether respondent will become a carer in the next ten years

5.5.1 One in five respondents (20%) think that theirs, or their family's circumstances will dictate that the respondent will be involved in a carer's role within the next ten years. In contrast, 74% do not think they will become a carer, whilst 6% failed to provide a response.

5.5.2 Over three in ten respondents from households containing a disabled member (31%) think that they will be involved in a future care delivery role. This figure contrasts with 18% of respondents from households with no disabled member.

5.5.3 It is respondents from the core age groups of 25-64 who are most likely to think that they will be engaged in a future care role: 25% of those aged 25-44 and 28% of those aged 45-64, compared to 0% of those aged 16-24, and 19% of those aged 65+.

5.5.4 Respondents in Dinmore are most likely to think that they will be carers over the next ten years, with those in Golden Valley least likely to think so. Across all Local Area Forums, the number of future carers within the sample is set to exceed the number of current carers. Only in one area, South Wye, is the number of carers not set to at least double.

TABLE 22: WHETHER THE RESPONDENT IS CURRENTLY A CARER, OR WILL BE IN THE NEXT TEN YEARS, BY LOCAL AREA FORUM (ALL RESPONDENTS)

	CURRENT CARERS	FUTURE CARERS	% INCREASE[7]
	%	%	
BROMYARD (37)	8	22	+167
DINMORE (58)	13	28	+100
GOLDEN VALLEY (31)	5	13	+300
HEREFORD NORTH (153)	7	19	+190
LEDBURY (37)	6	20	+250
LEOMINSTER (40)	12	26	+100
NW HEREFORDSHIRE (31)	5	19	+500
SOUTHERN HEREFORDSHIRE (75)	5	19	+250
SOUTH WYE (57)	10	17	+67
TOTAL (519)	8	20	+159

FIGURES IN PARENTHESES DENOTE WEIGHTED SAMPLE BASES
A 100% INCREASE INDICATES THAT THE NUMBERS ARE EXPECTED TO DOUBLE

[7] Exercise caution when examining these figures due to the relatively small bases involved. The % increase in calculated from the weighted number of respondents, not the weighted percentage.

Whether respondent will require care in the next ten years

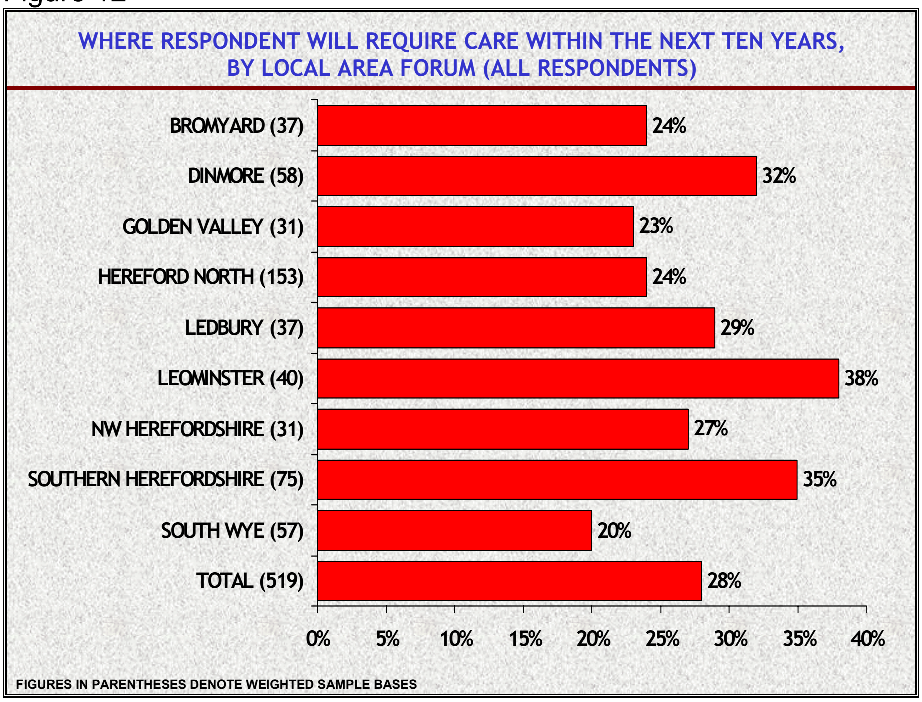
5.5.5 Approaching three in ten respondents (28%) think that they will themselves require care assistance from a family member, partner or friend within the next ten years. In contrast. Two-thirds (67%) do not anticipate requiring care, whilst 6% failed to provide a response.

5.5.6 The proportion of respondents who expect to require care within the next ten years, increases with age, from 8% of those aged 16-24, to 9% of those aged 25-44, 31% of those aged 45-64, and 64% of those aged 65+.

5.5.7 Over three-quarters of disabled respondents (76%) anticipate that they will require care, which contrasts with fewer than one in five non-disabled respondents.

5.5.8 The proportion of respondents who anticipate that they will require care in the next ten years is not uniform across the Local Area Forums, with the largest proportions observed in Leominster (38%), Southern Herefordshire (35%), and Dinmore (32%). Conversely, South Wye exhibits the smallest proportion of potential future care recipients (20%).

Figure 12



5.6 DIRECT PAYMENTS

Definition of the Direct Payments system:
A new power for Local Authorities. Carers, people needing care, and children with disabilities can receive money to buy services to maintain their health and well-being, rather than receiving the services directly from Social Services.

Awareness of the Direct Payments System

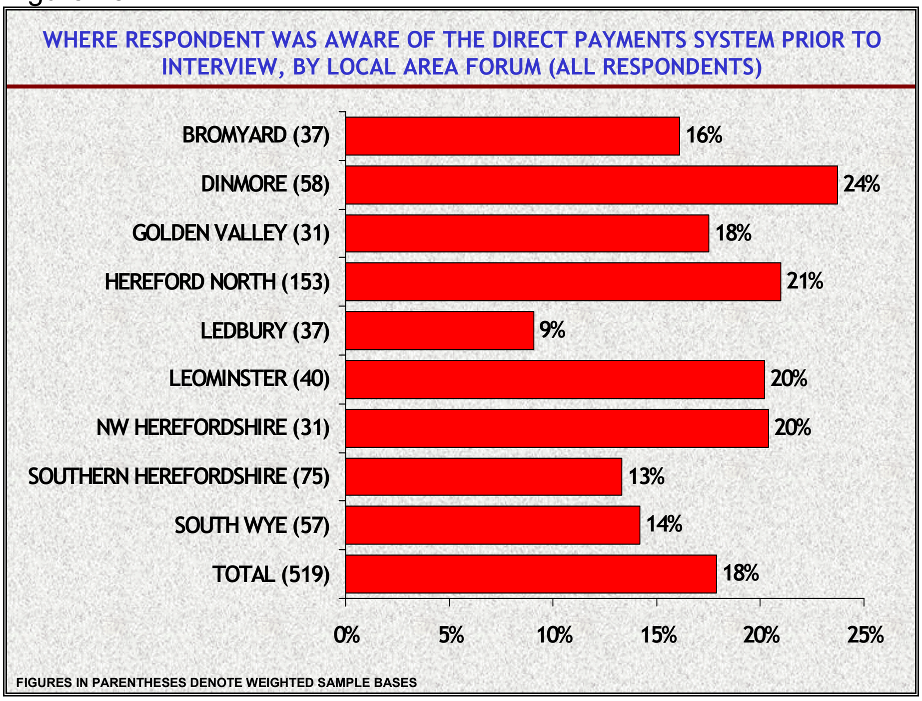
5.6.1 Approaching one in five respondents (18%) had heard of the Direct Payments System prior to interview. In contrast, four in five respondents had not heard of the Direct Payments System, whilst 2% of respondents failed to give a response.

5.6.2 Awareness of the Direct Payments System increases with age, from 8% of those aged 16-24, to 15% of those aged 25-44, 19% of those aged 45-64, and 27% of those aged 65 or over.

5.6.3 There is a less pronounced difference in awareness between respondents who are themselves disabled (20% aware), who have another disabled member in the household (19%), or who are neither disabled nor living with a disabled person (17%).

5.6.4 The following figure shows awareness of the Direct Payments System across the Local Area Forums. Awareness is not uniform, with at least one in five being aware of system in Dinmore, Hereford North, North West Herefordshire, and Leominster, but fewer than one in ten in Ledbury highlighting awareness.

Figure 13

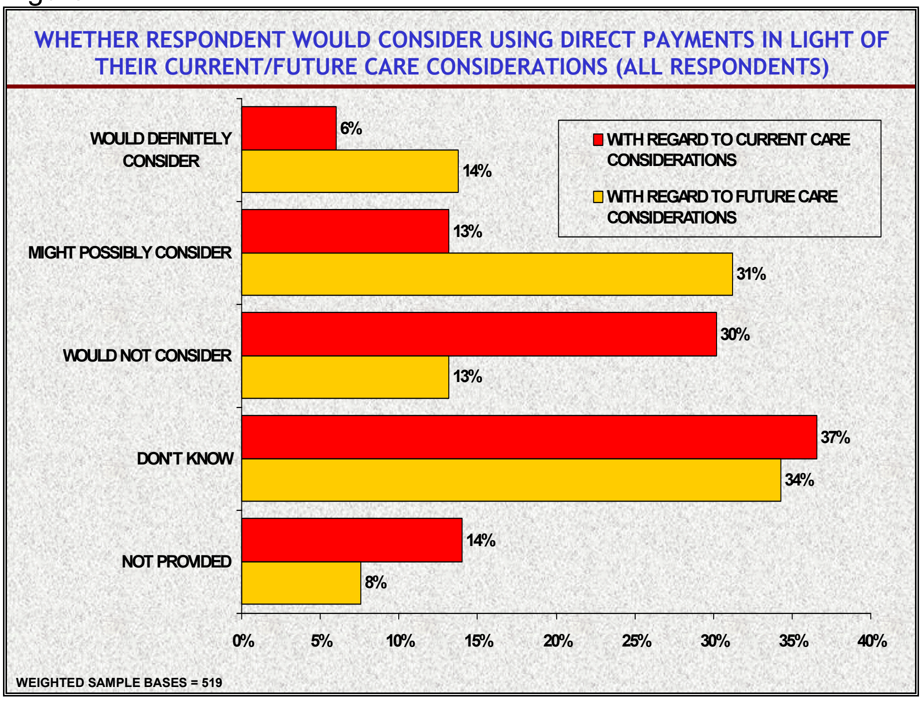


Potential use of the Direct Payments System

5.6.5 All respondents were asked whether they would consider using the Direct Payments System in the future, taking both their current and future care considerations into account.

5.6.6 Whilst almost one in five respondents might, or would consider using the direct payments in order to meet *current* care considerations (19%), this proportion rises to 45% of respondents who would/might consider using direct payments to meet *future* considerations. A comparison of potential use amongst respondents with current and future care considerations, suggests that the numbers of system users could more than double when taking care requirements of the next ten years into consideration; there is actually a 133% increase from the number of potential users who have current care considerations, to the number of potential users who anticipate future care needs.

Figure 14



5.6.7 The proportion of respondents who would/might use direct payments (potential users) to meet current care requirements increases with age, from 0% of those aged 16-24, to 18% of those aged 25-44, and 26% of those aged 45+. Potential use of direct payments to meet future care requirements is highest amongst the 45-64 year age group (51% would/might use), although of all age bandings, it is these respondents who are least likely to state that they would *definitely* consider using direct payments to meet future care needs.

5.6.8 The proportion of potential users of the Direct Payments System to meet care needs varies across the Local Area Forums. In order to meet both current and future needs, the proportion of potential users is highest in Leominster (27% current; 68% future). Potential use to meet current care requirements is lowest in Golden Valley (13%), and to meet future care requirements, is lowest in Ledbury (34%).

5.6.9 Across all Local Area Forums, the proportion of potential direct payments users who anticipate having care requirements in the next ten years, is at least double the proportion of potential users who have current care considerations. The variance in Golden Valley is even higher, with the proportion of potential users with future care requirements at least four times greater.

TABLE 23: WHETHER THE RESPONDENT WOULD CONSIDER USING THE DIRECT PAYMENTS SYSTEM IN LIGHT OF CURRENT OR FUTURE CARE REQUIREMENTS (ALL RESPONDENTS)

	RE: CURRENT CARE REQUIREMENTS			RE: FUTURE CARE REQUIREMENTS			INCREASE
	WOULD CONSIDER	MIGHT CONSIDER	POTENTIAL USERS	WOULD CONSIDER	MIGHT CONSIDER	POTENTIAL USERS	
	%	%	%	%	%	%	%
TOTAL (519)	6	13	**19**	14	31	**45**	+133
BY AGE							
16-24 (83)	0	0	**0**	17	17	**33**	∝
25-44 (171)	7	11	**18**	15	30	**44**	+145
45-64 (151)	7	19	**26**	11	40	**51**	+97
65+ (114)	8	18	**26**	14	32	**46**	+79
BY LOCAL AREA FORUM							
BROMYARD (37)	4	9	**14**	9	28	**37**	+160
DINMORE (58)	4	17	**20**	11	38	**50**	+142
GOLDEN VALLEY (31)	2	10	**13**	33	26	**59**	+350
HEREFORD NORTH (153)	7	15	**22**	9	36	**45**	+103
LEDBURY (37)	2	14	**16**	8	26	**34**	+117
LEOMINSTER (40)	8	19	**27**	29	39	**68**	+155
NW HEREFORDSHIRE (31)	3	14	**17**	11	29	**40**	+140
STH HEREFORDSHIRE (75)	5	10	**14**	14	21	**36**	+170
SOUTH WYE (57)	13	9	**22**	16	27	**43**	+108
BY DISABILITY							
RESPONDENT W/ DISABILITY (73)	11	27	**37**	20	41	**61**	+57
HOUSEHOLD MEMBER W/ DISABILITY (62)	14	23	**37**	21	39	**60**	+54
NO-ONE IN HOUSEHOLD W/ DISABILITY (401)	4	11	**15**	12	30	**42**	+188

FIGURES IN PARENTHESES DENOTE WEIGHTED SAMPLE BASES

5.7 CARERS SPECIAL GRANT

Criteria of the Carers Special Grant:
The Carers Special Grant funds additional services for the person needing care, so that the carer can have a short-term break from caring. The services are designed to relieve carer stress, and to support carers in their caring role.

5.7.1 Only a small proportion of respondents (0.8%, equating to 5 *unweighted,* 4 *weighted* respondents) have ever used a service funded by the Carers Special Grant. Of these respondents:

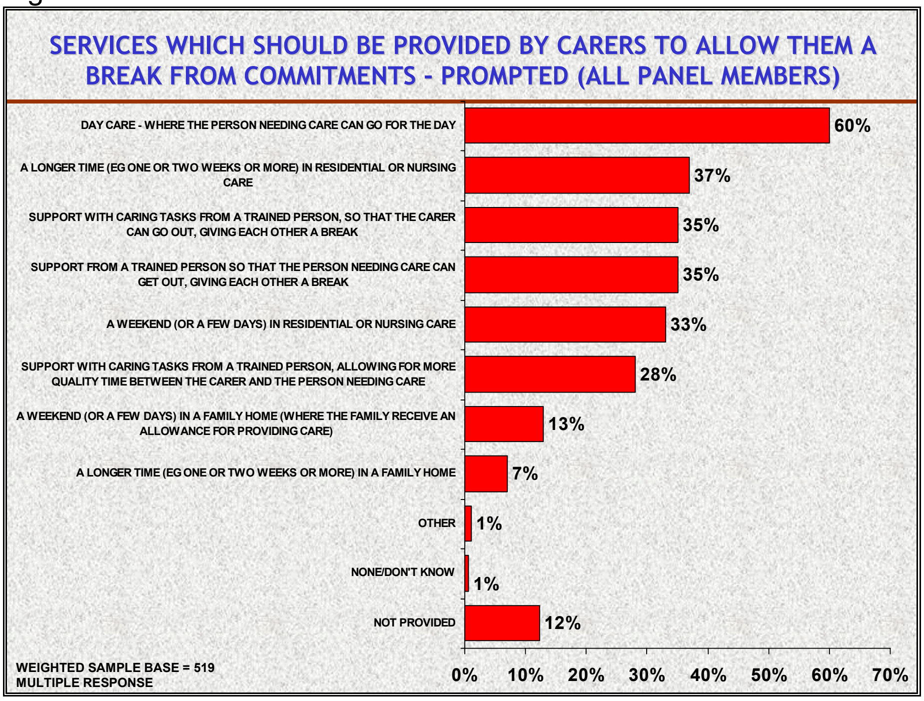
- All live in urban areas (2/5 in Hereford North);
- 4/5 have lived in Herefordshire for at least ten years;
- 2/5 have a net household income below £10,000 p.a.

5.7.2 Of these five unweighted respondents, 1/5 stated that the service fully fulfilled the criteria established in the box above, 2/5 stated that the service partly fulfilled these criteria, and 2/5 stated that the service did not fulfil the criteria.

5.8 OTHER SERVICES PROVIDING SUPPORT TO CARERS

5.8.1 All respondents were asked to specify three services (from a list of eight), which should be provided in order to give carers a break from their commitments. The majority of respondents highlight the provision of day care. Further, at least one-third mention that care recipients could spend a longer time (at least one or two weeks) in residential or nursing care, that support from a trained person in undertaking care tasks in order to allow the carer to go out, general support from a trained person, and/or the care recipient spending a shorter time (a few days) in residential or nursing care, would be beneficial to the carer.

Figure 15



5.8.2 In addition to the services above, 2% of respondents think that additional general carers support, and/or that help in the home would be useful.

5.9 VOLUNTARY ORGANISATIONS

5.9.1 Over two in five respondents (22%) have heard of *Herefordshire Carers Support*, whilst one in six have heard of *Take A Break,* and one in nine (11%) of *Carers UK.*

5.9.2 Usage of these three organisations is far lower, with 0.5% having used Herefordshire Carers Support (3 respondents), and 1% having used Take A Break and/or Carers UK (both 1 respondent).

5.9.3 Awareness of the three voluntary organisations is highest amongst those respondents aged 16-24, and 45-64; 16-24 year-olds are most likely to be aware of Take A Break (33%), and Carers UK (17%), with 45-64 year-olds being most likely to be aware of Herefordshire Carers Support (26%).

5.9.4 Awareness also varies to a large extent across the Local Area Forums:

- Those in South Wye are most likely to be aware of Herefordshire Carers Support (38%), those in North West and Southern Herefordshire being least likely (both 14%);
- Those in Leominster are most likely to be aware of Take A Break, with those in Golden Valley being least likely to be aware;
- Those in Bromyard are most likely to be aware of Carers UK. No respondents in Golden Valley have heard of this organisation.

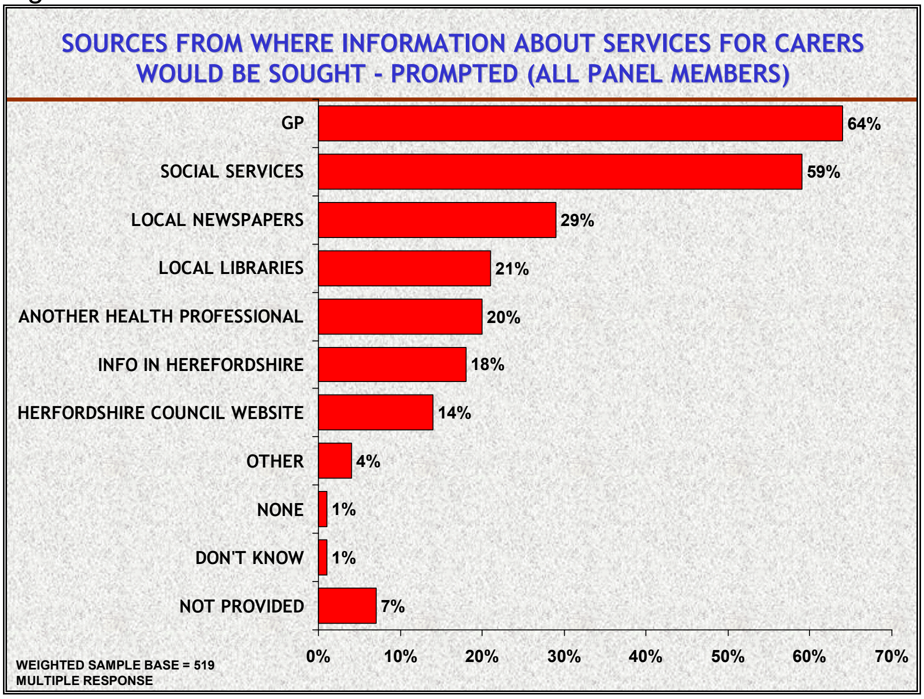
TABLE 24: VOLUNTARY CARE ORGANISATIONS THAT THE RESPONDENT IS AWARE OF (ALL RESPONDENTS)

	Herefordshire Carers Support	Take A Break	Carers UK
	%	%	%
TOTAL (519)	22	17	11
BY AGE			
16-24 (83)	25	33	17
25-44 (171)	18	14	8
45-64 (151)	26	17	15
65+ (114)	19	11	6
BY LOCAL AREA FORUM			
BROMYARD (37)	28	28	30
DINMORE (58)	30	9	15
GOLDEN VALLEY (31)	17	2	0
HEREFORD NORTH (153)	20	10	11
LEDBURY (37)	17	8	12
LEOMINSTER (40)	18	46	8
NW HEREFORDSHIRE (31)	14	11	7
STH HEREFORDSHIRE (75)	14	25	7
SOUTH WYE (57)	38	24	7
BY DISABILITY			
RESPONDENT W/ DISABILITY (73)	16	9	7
HOUSEHOLD MEMBER W/ DISABILITY (62)	24	16	14
NO-ONE IN HOUSEHOLD W/ DISABILITY (401)	23	19	11
FIGURES IN PARENTHESES DENOTE WEIGHTED SAMPLE BASES			

5.10 SOURCES OF INFORMATION ABOUT SERVICES FOR CARERS

5.10.1 When looking for information about services for carers, the majority of respondents would approach their GP, and/or Social Services. Additionally, almost three in ten would consult local newspapers.

Figure 16



6.0 ADDITIONAL PROFILE

6.1 MOBILITY ISSUES

Disabilities and long-standing illnesses

6.1.1 One in seven respondents (14%) have a long-standing illness or disability. The proportion rises from 0% of those aged 16-24, to 9% of those aged 25-44, 16% of those aged 45-64, and 20% of those aged 65+.

6.1.2 One in eight households (12%) contain a member other than the respondents who has a long-standing illness or disability.

Household access to motorised vehicles

6.1.3 Approaching nine in ten households (87%) contain car or van owners. Almost one-half of all households have access to one car (47%), whilst two in five have multiple car access (40%).

6.2 EMPLOYMENT IN THE HOUSEHOLD

6.1.4 Almost three-quarters of households (74%) contain one or more members in full- or part-time employment. Over one-quarter (26%) contain one working member, approaching two in five (37%) contain two working members, whilst one in eight (12%) contain three or more working members.

6.3 ANNUAL INCOME

6.1.5 All respondents were asked to specify the total net annual income for their household, coming from all sources. Responses were given in broad bandings, but one in eight respondents (13%) still failed to provide a response. Based on only those respondents who replied to this question:

- 27% of households have an income of up to £10,000 per annum;
- 30% of households have an income of between £10,000 and £20,000 p.a.;
- 22% of households have an income of between £20,000 and £30,000 p.a.;
- 18% of households have an income in excess of £30,000 p.a.

6.4 ETHNICITY

6.1.6 Almost all respondents (98%) are of white ethnic origin. A small proportion (0.2%) are of Middle Eastern origin, with the remaining 1.8% failing to provide a response.

HEREFORDSHIRE VOICE

LEISURE SERVICES, MARKETS AND CARERS

Panel Reference No: «IOBS» Survey reference : 2603

Welcome to the fifth survey of HEREFORDSHIRE VOICE.

The main focus of this survey is leisure services, markets and carers services.

Your answers will help us to improve the services currently provided and help us to plan for the future. All views are very important, even if you do not currently use a service, and the information you provide will be kept entirely confidential.

Please complete this questionnaire by ticking the box(es) for each question or writing in where appropriate. Please return your completed questionnaire in the prepaid envelope provided, by **Friday 24th May**. If you have any questions or queries about Herefordshire Voice or this questionnaire, please contact Linda Balodis at BMG on 0121 333 6006.

Once again, all completed questionnaires will be entered in a prize draw. One Panel Member each draw will be treated to one of the following prizes. Please tick which one would be your choice.

A hamper of Herefordshire produce	☐	1
3 months membership of Marches fitness at one of Herefordshire Council's leisure facilities	☐	2
A day at a local sporting event	☐	3

Before returning your questionnaire, please check your details on the letter which accompanied this questionnaire. If there are any incorrect details or changed information, please specify below.

NAME :

ADDRESS :

SECTION A: LEISURE SERVICES

Herefordshire Council is transferring the management of its leisure facilities to the Herefordshire Community Leisure Trust on April 1st 2002. This is a new organisation that will manage the facilities as a Charitable Trust. The objectives of the Trust include:

- to provide facilities for recreation and leisure in the interests of social welfare with the intention of improving the condition of the life of those using the facilities; and
- to promote and preserve good health amongst the population through exercise and sport.

By answering the questions below you will enable us to consider the quality of services already provided and ensure that we will be able to improve and offer you the service that you want.

Q1 To what extent do you agree that improved leisure or sports opportunities would benefit Herefordshire as a whole in terms of the following aspects? PLEASE TICK ONE BOX ON EACH LINE

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Creating safer neighbourhoods	1	2	3	4	5
Enabling good health - in body and mind	1	2	3	4	5
Improving the environment	1	2	3	4	5
Involving communities	1	2	3	4	5

Q2 How important are the following in deciding how you spend your leisure time? PLEASE TICK ONE BOX ON EACH LINE

	Very important	Quite important	Not important	No feelings
Access to transport	1	2	3	4
Easily available facility	1	2	3	4
Having time available	1	2	3	4
Having children taken care of	1	2	3	4
Cost	1	2	3	4

Q3 How important are the following in helping you choose your leisure activity? PLEASE TICK ONE BOX ON EACH LINE

	Very important	Quite important	Not important	No feelings
To meet friends and others	1	2	3	4
To get fit and stay healthy	1	2	3	4
Physical challenge	1	2	3	4
To relax	1	2	3	4
Enjoyment	1	2	3	4

Q4 Do you use any of Herefordshire Council's leisure facilities on a regular basis (fortnightly or more)? PLEASE TICK ONE BOX

Yes 1 } Q5 No 2 } Q9

Q5 How often have you used the following facilities in the last year? PLEASE TICK ONE BOX FOR EACH FACILITY

	2 + times per week	Weekly	Fortnightly	Monthly	Occasionally	Not applicable
Bromyard Leisure Centre	1	2	3	4	5	6
Hereford Leisure Centre	1	2	3	4	5	6
Hereford Leisure Pool	1	2	3	4	5	6
Ledbury Leisure Centre	1	2	3	4	5	6
Ledbury Swimming Pool	1	2	3	4	5	6
Leominster Leisure Centre	1	2	3	4	5	6
Ross-on-Wye Swimming Pool	1	2	3	4	5	6

Q6 When do you tend to use any of the following Council leisure facilities? PLEASE TICK ALL BOXES THAT APPLY

	Weekends	Off peak (before 4.30pm)	Peak hours (after 4.30pm)
Bromyard Leisure Centre	1	2	3
Hereford Leisure Centre	1	2	3
Hereford Leisure Pool	1	2	3
Ledbury Leisure Centre	1	2	3
Ledbury Swimming Pool	1	2	3
Leominster Leisure Centre	1	2	3
Ross-on-Wye Swimming Pool	1	2	3

Q7 Which one Council leisure facility have you used most often in the last 12 months? PLEASE TICK ONE BOX

Bromyard Leisure Centre	1
Hereford Leisure Centre	2
Hereford Leisure Pool	3
Ledbury Leisure Centre	4
Ledbury Swimming Pool	5
Leominster Leisure Centre	6
Ross-on-Wye Swimming Pool	7

Q8 Thinking about the Council leisure facility you have used most often, please rate the facility on each of the following factors? PLEASE TICK ONE BOX ON EACH LINE

	Good	Adequate	Poor	Don't know	Not applicable
Provision of community information	1	2	3	4	5
Provision of facility information	1	2	3	4	5
Staff telephone manner	1	2	3	4	5
Staff friendliness	1	2	3	4	5
Staff helpfulness	1	2	3	4	5
Staff knowledge	1	2	3	4	5
Playing areas (courts, pitches)	1	2	3	4	5
Equipment	1	2	3	4	5
Cleanliness of facility generally	1	2	3	4	5
Changing areas	1	2	3	4	5
Coaching	1	2	3	4	5
Convenience of opening hours	1	2	3	4	5
Cost	1	2	3	4	5
Bar / catering facilities	1	2	3	4	5
Temperature / quality of pool water	1	2	3	4	5

PLEASE NOW → Q10

Q9 If you do not use any of the Council's facilities on a regular basis, what are the reasons? PLEASE TICK ALL BOXES THAT APPLY

I haven't got time	1
Feel that the facilities doesn't cater for users my age	2
Cost of public transport	3
Cost	4
Lack of information	5
There's no-one to go with	6
Lack of transport	7
Childcare problems	8
Poor quality of local facilities	9
Not interested	10
What I want to do isn't available locally PLEASE WRITE IN PREFERRED ACTIVITY BELOW	11
I use facilities elsewhere PLEASE WRITE IN WHERE BELOW	12

Q10 What could Herefordshire Council do to encourage you to use their leisure facilities more often? PLEASE WRITE YOUR ANSWER BELOW

Q11 How do you, or would you, find out about local leisure facilities? PLEASE TICK ALL BOXES THAT APPLY

Local newspaper	☐	1
Library	☐	2
Local radio	☐	3
Phone book / yellow pages	☐	4
Internet	☐	5
Word of mouth	☐	6

Q12 Herefordshire Council's leisure facilities aim to cater for as wide an audience as possible. How well do you think we provide for the need's of the following? PLEASE TICK ONE BOX ON EACH LINE

	Very well	Adequately	Not enough	No opinion
Disabled provision	☐ 1	☐ 2	☐ 3	☐ 4
0-5 year olds	☐ 1	☐ 2	☐ 3	☐ 4
6-10 year olds	☐ 1	☐ 2	☐ 3	☐ 4
11-16 year olds	☐ 1	☐ 2	☐ 3	☐ 4
Over 65s	☐ 1	☐ 2	☐ 3	☐ 4
Families	☐ 1	☐ 2	☐ 3	☐ 4

SECTION B : MARKETS

At present Herefordshire Council operates several Markets in Herefordshire. They are: the Butter Market; Hereford, Kington, Ross and Leominster Open Markets and Farmer's Markets in Hereford, Ross and Leominster.

The Market Service is currently undergoing a Best Value Review and with this in mind and with a view to improving the service delivered to the public and traders alike we are taking this opportunity to ask you for your thoughts on a number of issues.

Q13 In general where do you go to buy the following? PLEASE TICK ALL BOXES THAT APPLY

	Herefordshire Markets	A major super-market	Local shops	Out of town shopping centre	Town centre shops	Internet/ catalogue	Other	Not applicable
Your main household shop for fresh food (meat, poultry, veg, fruit, fish, bread, cheese etc.)	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	☐ 8
Your main household shop for tinned/packet/frozen food.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	☐ 8
Household items (toiletries, cleaning materials)	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	☐ 8
Clothing/footwear	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	☐ 8
Electrical goods	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	☐ 8
Household furnishings (blinds, carpets, curtains)	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	☐ 8
Luxury items (leather goods, jewellery etc.)	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	☐ 8
Pet food	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	☐ 8
Sweets/confectionery	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	☐ 8
Toys	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	☐ 8
Arts & Crafts	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	☐ 8
CDs/DVDs/Videos/ Tapes/Records	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	☐ 8
Stationery/greetings Cards	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	☐ 8
DIY/gardening	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	☐ 8
Flowers/plants	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	☐ 8

Q14 How do you normally get to and from the place where you do the majority of your shopping?
PLEASE TICK ONE BOX ONLY IN EACH COLUMN

	To where I shop	From where I shop
By car, as a driver	☐ 1	☐ 2
By car, as a passenger	☐ 1	☐ 2
By bus	☐ 1	☐ 2
By free/shopper bus	☐ 1	☐ 2
By train	☐ 1	☐ 2
By bicycle/motorcycle	☐ 1	☐ 2
On foot	☐ 1	☐ 2

Q15 Normally, how far is that journey? PLEASE TICK ONE BOX

Easy walking distance (up to half a mile)	☐	1
About 1 mile.	☐	2
1 to 5 miles.	☐	3
Over 5 miles.	☐	4

Q16 Where do you normally go to do your top-up shopping for each of the following? PLEASE TICK ONE BOX ON EACH LINE

	Hereford shire Markets	A major super-market	Local shops	Out of town shopping centre	Town centre shops	Other	Not applicable
Fresh food	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7
Tinned/packet frozen food	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7
Household items	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7

Q17 Before completing this questionnaire, were you aware that the Council operates markets in Hereford, Kington, Ross or Leominster? PLEASE TICK ONE BOX

Yes ☐ 1 No ☐ 2

Q18 Do you use any of these markets on a regular basis? (i.e. At least once a month) PLEASE TICK ONE BOX

Yes ☐ 1 } Q19 No ☐ 2 } Q24

Market Shoppers Only

Q19 If you are a regular market shopper how satisfied are you with Herefordshire markets as a shopping venue? PLEASE TICK ONE BOX FOR EACH MARKET

	Butter Market	Open Markets	Farmer's Markets
Very dissatisfied	☐ 1	☐ 2	☐ 3
Quite dissatisfied	☐ 1	☐ 2	☐ 3
Neither satisfied nor dissatisfied	☐ 1	☐ 2	☐ 3
Quite satisfied	☐ 1	☐ 2	☐ 3
Very satisfied	☐ 1	☐ 2	☐ 3
No Opinion	☐ 1	☐ 2	☐ 3

Q20 In an average month, roughly how much do you spend at the Herefordshire markets? PLEASE TICK ONE BOX

Under £5	☐	1
Between £5 and £10	☐	2
Between £10 and £20	☐	3
Over £20	☐	4

Q21 How important do you think each of the following is for market shopping? PLEASE TICK ONE BOX ON EACH LINE

	Very important	Fairly important	Not very important	Not at all important	Don't know
A wide variety of goods	1	2	3	4	5
Friendly and helpful traders	1	2	3	4	5
Opening times to suit your needs	1	2	3	4	5
Close to car parks	1	2	3	4	5
The market is clean and tidy	1	2	3	4	5
The goods sold offer excellent value for money	1	2	3	4	5
The market is a safe place to shop	1	2	3	4	5

Q22 Do you think that Herefordshire markets has a place in 21^{st} Century retailing? PLEASE TICK ONE BOX

Yes 1 No 2 No opinion 3

Q23 Should Herefordshire Council continue to provide markets in the future? PLEASE TICK ONE BOX

Yes 1 No 2 No opinion 3

PLEASE NOW } Q25

Q24 If you do not use the market could you tell us why? PLEASE TICK ALL BOXES THAT APPLY

I have a low opinion of the products available.	1
I have a low perception of the range of products available.	2
I have a low opinion of the customer service offered.	3
I do not like the surroundings/environment.	4
I only like to shop in the high street/out of town shopping complexes.	5
I have heard bad reports about the market from friends/colleagues.	6
Accessibility by car is poor.	7
Accessibility by public transport is poor.	8
Other PLEASE WRITE IN BELOW	95

Questions for both Market and Non-Market Shoppers

The following questions are designed so that the Markets Service can be best run to suit you. Finding out about both those who shop at the Markets and those who don’t we can adapt our service to meet your present and future needs.

Q25 Do you have any long-standing illness or disability? PLEASE TICK ONE BOX

Yes 1 No 2

Q26 Is there anyone else in your household who suffers from any long-standing illness or disability? PLEASE TICK ONE BOX

Yes 1 No 2

Q27 How many cars or vans do people living in your household own? PLEASE WRITE IN NUMBER

Q28 How many people in your household are in paid employment, either full or part-time? PLEASE WRITE IN NUMBER

Q29 Into which range below would you put the total annual income (after tax etc.) coming into your household from all sources (e.g. salaries, wages, grants, benefits, pensions etc.)? PLEASE TICK ONE BOX

Under £5000 pa	☐	1
Between £5000 and £10000 pa	☐	2
Between £10001 and £20000 pa	☐	3
Between £20001 and £30000 pa	☐	4
Between £30001 and £40000 pa	☐	5
Over £40001 pa	☐	6

Q30 What is your ethnic background? PLEASE TICK ONE BOX

Bangladeshi	☐	1
East African Asian	☐	2
Indian	☐	3
Pakistani	☐	4
Chinese	☐	5
Vietnamese	☐	6
Black British	☐	7
Caribbean	☐	8
Somali	☐	9
Other African	☐	10
Middle Eastern	☐	11
Other Black	☐	12
Irish	☐	13
White British	☐	14
Other White	☐	15

SECTION C: CARERS

Carers are adults or children who have responsibility for providing unpaid care for someone close to them who is ill, frail or has a disability, and is unable to manage without help. The person needing care could be a family member, partner or friend.

The purpose of this survey is an ongoing process of asking the general public, carers and people needing care what social care services they value. Even if you think you have no knowledge/experience of caring, we would appreciate your taking the time to respond to as much of this section as possible.

Q31 Did you know what was meant by a 'carer' before you read the above? PLEASE TICK ONE BOX

Yes	☐	1	No	☐	2

Q32 Are you, or have you ever been a carer? PLEASE TICK ONE BOX

Yes, I am a carer now	☐	1	→ Q33
Yes, I have been a carer, but not now	☐	2	→ Q33
No, I have never been a carer	☐	3	→ Q34

Q33 How long did you/have you been caring? PLEASE TICK ONE BOX

Up to 6 months	☐	1
6 months – 2 years	☐	2
2 years – 5 years	☐	3
5 years – 10 years	☐	4
More than 10 years	☐	5

Q34 Are you, or have you ever been someone who needed care? PLEASE TICK ONE BOX

Yes	☐	1	No	☐	2

IF YOU ANSWERED YES TO EITHER Q32 OR Q34, PLEASE → Q35

IF YOU ANSWERED NO TO BOTH Q32 AND Q34, PLEASE → Q45

Q35 Do you, or have you, received any assistance from Social Services? PLEASE TICK ONE BOX

Yes	☐	1	→ Q36	No	☐	2	→ Q37

Q36 Overall, how would you rate the assistance you received from Social Services? PLEASE TICK ONE BOX

Very good	Good	Average	Poor	Very poor
☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

Q37 A Carers Assessment is a Legal Process. It is a carer's opportunity to talk about the care they give and how giving this care affects them. Prior to this survey, did you know what a Carers Assessment was? PLEASE TICK ONE BOX

Yes	☐	1	→ Q38	No	☐	2	→ Q43

Q38 Have you ever had a Carers Assessment? PLEASE TICK ONE BOX

Yes	☐ 1 } Q39	No	☐ 2 } Q43

Q39 Were you sent or given a copy of your Carers Assessment? PLEASE TICK ONE BOX

Yes	☐ 1	No	☐ 2

Q40 Were you asked if you would like to be referred to a carer support service which could offer further advice and support? PLEASE TICK ONE BOX

Yes	☐ 1	No	☐ 2

Q41 If your assessment showed that you were eligible, were you given information about services that could give you a short term break from your caring responsibilities? PLEASE TICK ONE BOX

Yes	☐ 1	No	☐ 2

Q42 Were you asked what benefits you may be eligible for and if necessary, put in touch with the local Benefits Agency? PLEASE TICK ONE BOX

Yes	☐ 1	No	☐ 2

Q43 A Community Care Assessment is a Legal Process. It looks at a person's need for community care services. Prior to this survey, did you know what a Community Care Assessment was? PLEASE TICK ONE BOX

Yes	☐ 1 } Q44	No	☐ 2 } Q45

Q44 Have you ever had a Community Care Assessment? PLEASE TICK ONE BOX

Yes	☐ 1	No	☐ 2

Q45 Thinking about you and your family's current circumstances, do you think in the next 10 years you may become a carer? PLEASE TICK ONE BOX

Yes	☐ 1	No	☐ 2

Q46 Do you think in the next 10 years you may need some assistance from a family member, partner or friend? PLEASE TICK ONE BOX

Yes	☐ 1	No	☐ 2

Direct Payments is a new power for Local Authorities. Carers, people needing care and children with disabilities can receive money to buy services to maintain their health and well-being rather than receiving the services directly from Social Services. (They must be assessed as needing those services).

Q47 Had you heard about Direct Payments before reading the above? PLEASE TICK ONE BOX

Yes	☐ 1	No	☐ 2

Q48 Considering your **current** caring needs, would you consider using Direct Payments? PLEASE TICK ONE BOX

Definitely	Possibly	No	Don't know
☐ 1	☐ 2	☐ 3	☐ 4

Q49 Considering your possible **future** caring needs, would you consider using Direct Payments? PLEASE TICK ONE BOX

Definitely	Possibly	No	Don't know
☐ 1	☐ 2	☐ 3	☐ 4

The **Carers Special Grant** funds additional services for the person needing care so that the carer can have a short term break from caring. The services are designed to 'relieve carer stress and support carers in their caring role'. It is also important that the person needing care enjoys using the service provided.

Q50 Have you used a service funded by the Carers Special Grant? PLEASE TICK ONE BOX

Yes ☐ 1 → Q51	No ☐ 2 → Q52	Don't know ☐ 3 → Q52

Q51 Did it fulfil the criteria discussed in the box above? PLEASE TICK ONE BOX

Yes ☐ 1	Partly ☐ 2	No ☐ 3

Q52 Which organisation provides/provided the service that you used? PLEASE TICK ALL BOXES THAT APPLY

____

____

____

Q53 What services do you think should be provided to give carers a break from their commitments? PLEASE TICK <u>THREE</u> SERVICES FROM THE LIST BELOW

Day Care – where the person needing care can go for the day	☐	1
A weekend (or a few days) in residential or nursing care	☐	2
A longer time (eg one or two weeks or more) in residential or nursing care	☐	3
A weekend (or a few days) in a family home (where the family receive an allowance for providing care)	☐	4
A longer time (eg one or two weeks or more) in a family home	☐	5
Support with caring tasks from a trained person, allowing for more 'quality' time between the carer and the person needing care	☐	6
Support with caring tasks from a trained person, so that the carer can go out, giving each other a break	☐	7
Support from a trained person so that the person needing care can get out, giving each other a break	☐	8
Other services PLEASE WRITE IN BELOW	☐	95

____

Q54 What other services would be useful to you or other carers? PLEASE WRITE IN BELOW

____

____

____

There are a number of voluntary organisations that offer information and support.

Q55 Have you heard of or used any of the following organisations? PLEASE TICK ONE BOX UNDER 'HEARD OF' AND ONE BOX UNDER 'USED'

	Heard of		Used	
	Yes	No	Yes	No
Herefordshire Carers Support	☐ 1	☐ 2	☐ 1	☐ 2
Take a Break	☐ 1	☐ 2	☐ 1	☐ 2
Carers UK (formerly Carers National Association)	☐ 1	☐ 2	☐ 1	☐ 2

Q56 What other carer's organisations have you heard of/used? PLEASE WRITE IN BELOW

____

____

____

Q57 Where would you look for information about services for carers? PLEASE WRITE IN BELOW

Info in Herefordshire	☐	1
Herefordshire Council website	☐	2
Local newspapers	☐	3
Local libraries	☐	4
Your GP	☐	5
Another health professional	☐	6
Social Services	☐	7
Other PLEASE WRITE IN BELOW	☐	95

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Thank you very much for your time and co-operation. Please return your questionnaire by **Friday 24th May** in the pre-paid envelope, to : BMG, 7 Holt Court North, Heneage Street West, Aston Science Park, Birmingham, B7 4AX