



BMG Research Report

Herefordshire Voice - Panel Survey 9
Prepared for Herefordshire Council
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Because people matter.

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1 Executive Summary

1.1 Background

This report presents the findings of the ninth survey of Herefordshire Voice panel. The principle aims of the current survey were to investigate attitudes towards and measure usage of arts, heritage, libraries, sports and parks.

986 members were sent a copy of the ninth questionnaire, with a re-mail following a few weeks later. Fieldwork took place in May and June 2003. A total of 456 questionnaires were returned in total, resulting in a response rate of 46.2%. A further 100 residents were recruited to the panel on a face to face basis and these respondents were also asked the arts and sports questions, resulting in a total sample of 556.

There is a good representation of residents in Herefordshire for this survey. Key profile information includes :

- 43% males;
- 15% 16-24 year olds;
- 15% with an illness or disability;
- 31% with children in household;
- 18% in lower order occupations.

1.2 The Arts

Two thirds of residents (65%) attend, are involved in or have an interest in the arts.

- Most residents only attend live performances or arts events once or twice a year. The most popular events, with higher than average frequency of attendance is a craft fair or show and a drama performance/play.
- Use of arts venues tends to be quite high, particularly for the cinema and the arts centre/theatre. About one in seven residents go to the cinema at least once or twice a month, whilst about one in sixteen go to an arts centre/theatre.
- Participation in arts activities such as reading a book or listening to music are very high, with at least a half of residents undertaking the activity at least once a week. Sizeable numbers also take photographs and play a musical instrument frequently.

Among the benefits that people perceive from being involved in the Arts, feeling mentally stimulated (58% of those involved in the Arts), meeting new people (45%), feeling more relaxed (44%) and gaining knowledge and/or skills (42%) are the main reasons.

The main encouragements to getting involved in the Arts would be more information about what's going on (40% of all respondents) and a wider range of events (30%). Other sizeable proportions would like events and activities available at different times (22%). However, about a quarter (24%) said nothing would encourage them to participate.

About four in ten residents (41% of all respondents) are satisfied with the provision of arts events and facilities in Herefordshire, with a further three in ten being neither satisfied nor dissatisfied (30%). However, about one in seven (13%) are dissatisfied with the facilities.

1.3 History, heritage and museums

A half of residents (50%) attend, become involved in or have an interest in historical events or activities.

- Frequency of participating in heritage or historical events is quite low, apart from antiques fairs/markets, where more than three in ten attend at least once every few months.
- Frequency of using heritage or historical venues varies, with church visits having a particularly high frequency with about three in ten visiting at least once or twice a month.
- Participation in heritage or historical activities is fairly low, with even conducting family history research, the most frequent activity, achieving low participation rates.

Residents feel that the main benefit from participating in historical or heritage activities centres on gaining knowledge or skills (44% of those involved in historical activities). Other sizeable groups mention feeling mentally stimulated (31%) and meeting new people (27%).

Again the greatest encouragement to further participation in heritage activities is having more information about what's going on in the local area (40% of all respondents). However, three in ten residents would not be encouraged by anything (29%).

Three in ten residents (31% of all respondents) are satisfied with the provision of historical and heritage activities in Herefordshire. However, about one in ten (11%) express some level of dissatisfaction.

1.4 Libraries

More than two thirds of residents (68%) in Herefordshire use or have an interest in libraries.

- Many of the library services available are used frequently. Nine out of ten residents borrow books from the library on a regular basis, with one in ten doing so once a week or more. High proportions also frequently get information/leaflets from the library.

The key benefit to using a library is seen to be gaining knowledge or skills (69% of those who use libraries). Other important benefits include feeling mentally stimulated (41%) or feeling more relaxed (24%).

A wider range of books (36% of all respondents) and different opening times (32%) would both encourage many respondents to make more use of libraries. Indeed, only one in five (20%) said nothing would encourage them to use the library more.

More than a half of residents (54% of all respondents) are satisfied with the library facilities available in Herefordshire. However, once again, there is a significant minority who are dissatisfied with services (12%).

1.5 Sports

Almost a half of residents (46%) in Herefordshire play or have an interest in sport.

- Among residents who play or have an interest in sport, high proportions frequently go swimming, visit a fitness gym and go cycling. Golf, exercise classes and jogging are also popular sports. The lowest participation levels are found for trampolining, working in sport/recreation, martial arts and squash.
- Residents in Herefordshire participate little in team sports, with only football being played by about one in six respondents at least once or twice a year.
- Very little in the way of adventure or water sports are undertaken by residents in Herefordshire. The most popular of these activities is canoeing, with 6% of respondents who participate or have an interest in sport undertaking this activity.

Among those with an interest in sports, the main benefit is perceived to be feeling physically better (69%). At least a half also mention feeling mentally stimulated (51%) and feeling more relaxed (50%).

A quarter of respondents (24% of all respondents) believe more information about what's going on in their area would encourage them to participate in sport. Other sizeable proportions mention a wider range of activities (21%), more activities in general (17%) or activities being available at different times (14%). Nevertheless, three in ten (31%) said nothing would encourage them.

About a third of residents (34% of all respondents) in Herefordshire are satisfied with the provision of sports facilities and activities. However, about one in seven (15%) expressed some dissatisfaction.

1.6 Recreation and outdoor activities

Just under three quarters of residents (73%) take part in, visit or have an interest in recreation and outdoor activities in Herefordshire.

- Apart from walking, there is little outdoor recreation activity undertaken by residents in Herefordshire. However, about a half of residents go for a walk at least once a week.
- Attendance at outdoor events in Herefordshire is quite high, particularly at country fairs or gardening shows, which 16% of the population attend at least once every few months. Steam engine

rallies/motorshows and food/drink festivals are also attended with some frequency.

- Use of outdoor facilities in Herefordshire is high, with sizeable proportions using public footpaths, woodland areas, town parks and playing fields every week.

The main benefits of being involved in recreation and outdoor activities are perceived to be feeling physically better (61% of those taking part in recreation and outdoor activities), feeling more relaxed (60%) and to a lesser extent feeling mentally stimulated (50%).

More information about local facilities (36% of all respondents) is an important improvement which would encourage residents to participate in outdoor recreation more than they do currently. Other encouragements include having more local activities (26%) or having a wider range of activities (24%).

Almost a half of residents (46% of all respondents) are satisfied with the provision of recreation and outdoor activities in Herefordshire, whilst 12% remain dissatisfied.

1.7 Cultural events and activities in other areas

A third of residents (32%) take part in cultural events or activities outside of the county on a regular basis.

- When those residents who take part in cultural activities outside of the county were asked what activities they took part in, answers were wide ranging and numerous. Visits to the theatre and sports meetings were the top two activities. Sizeable proportions also visit museums/art galleries, pop concerts, other concerts (unspecified) and garden/flower shows.
- Reasons for attending the above events outside the county centre on the lack of provision in Herefordshire. Other important reasons include attendance at a specific event/venue, more choice or a bigger event.

1.8 Value of culture

When residents were asked what they value about culture and leisure in general, their importance for children/young people (63%) was the top answer. Other frequently mentioned benefits include that they are good for the local economy (53%), that they provide social opportunities for the individual (51%) and that they improve well being (51%). However, one in ten residents (11%) are not interested in cultural activities at all.

1.9 Key findings

Overall participation levels in most cultural activities are high in Herefordshire, with at least a half of residents participating in each activity group. However, only 8% of residents participate in all of the activities on the questionnaire, confirming that it is different groups who participate in the various activities.

Table 1

WHETHER RESPONDENT TAKES PART IN SPECIFIC ACTIVITY AREAS						
	Arts	History, heritage & museums	Libraries	Sports	Recreation & outdoor activities	Cultural events & activities in other areas
	%	%	%	%	%	%
Yes	65	50	68	46	73	32
No	35	50	32	53	26	68
Not provided	*	1	*	1	1	*
UNWEIGHTED BASE: All respondents (556)						
* Represents a figure less than 0.5%						

However, there are certain resident groups who are less likely to participate in almost all the activity groups, namely :

- Those in lower order occupations;
- Those with disabilities;
- 60+ year olds.

Attention should be focussed upon how these groups could be encouraged (or supported) to participate.

The benefits to undertaking a range of cultural activities are well known among those who participate; particularly mental and physical well being, increased knowledge/skills and social aspects.

The key improvement encouraging wider participation centres on the requirement for information. However, there are sizeable groups across all activities, who believe nothing would encourage them to participate, and these are broadly the same as those mentioned above.

Interestingly, only 5% of residents say nothing would encourage them to participate in any of the activities covered by the research.

Where cultural activities have been experienced, satisfaction levels are high. However, a core group of residents are dissatisfied with most of these services. There seems to be no one specific demographic profile expressing this opinion which could be targeted.

A sizeable proportion of residents are going outside of the county for some or all of their cultural needs, because they are not provided within the county. There is an opportunity here to extend cultural activity within the county, particularly by staging more extravagant/large scale theatre and sports events.

2 Introduction

2.1 Background

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.

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

- Arts;
- Heritage;
- Libraries
- Sports
- Parks.

2.2 Methodology

The current panel of 986 members were sent a copy of the ninth questionnaire "Arts, Heritage, Libraries, Sports and Parks" on 14th May 2003. The deadline for return of the questionnaire was established as 28th May. A second mailing was then implemented for non-returners on 6th June, with a return date of 20th June being set. A total of 456 questionnaires were returned in total, thus, the response rate was 46.2%.

Because of the fairly low response rate, a further 100 residents in Herefordshire were recruited to the panel on a face to face basis. This fieldwork took place between 30th June and 11th July. These respondents were also asked the arts and sports questions and their data has been added to the initial panel returnees, resulting in a total sample of 556.

The sample is thus subject to a maximum standard error of $\pm 4.16\%$ 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 $\pm 4.16\%$ of the percentages reported.

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;
- Ward in which the respondent lives;
- The length of time the respondent has been resident in Herefordshire;
- Housing ownership;
- Housing type;
- Illness/disability;
- Benefits received;
- Marital status;
- Children in Household;
- ICT access;
- Use of public transport;
- Household car access;
- Employment status;
- Socio-economic class.

2.3 Profile of respondents

The table below shows key demographic information (unweighted) on the respondents returning questionnaires for this survey (both current panel members and new recruits). As can be seen, there is a good representation among all key profile groups.

Table 2

PROFILE OF RESPONDENTS		
	%	Unweighted Base
TOTAL		
Total	100	556
GENDER		
Male	43	241
Female	57	315
AGE		
16-24	15	83
25-44	45	249
45-59	15	86
60+	25	138
ILLNESS AND DISABILITY		
Yes	15	83
No	85	471
CHILDREN IN HOUSEHOLD		
Yes	31	170
No	69	386
SOCIO-ECONOMIC CLASS		
Higher	25	142
Intermediate	29	164
Lower	18	99
Non-working	24	131
UNWEIGHTED BASE: All respondents (556)		

The table below explains socio-economic class and gives examples of the types of occupations which fall into each class.

Table 3

SOCIO-ECONOMIC CLASS EXAMPLES		
Category	Class	Examples
Higher	Higher managerial & professional occupations	Corporate managers, government administrators, proprietors, specialist divisional managers etc
	Lower managerial & professional occupations	Scientists, professional engineers, doctors, surgeons, teachers, lawyers, architects, accountants etc
	Small employers & own account workers	Lab technicians, cad designers, nurses, artists, software programmers, musicians, insurance brokers, professional sportsmen etc
Intermediate	Intermediate occupations	Admin. Assistants, typists, accounting clerks, filing clerks, receptionists etc
Lower	Lower supervisory, craft and related occupations	Builders, bricklayers, electricians, welders, car mechanics, sewers, knitters, printers, joiners, bakers, butchers, carpenters etc
	Semi-routine occupations	Food processors, plant/machine operators, assemblers, line workers, packers, drivers etc
	Routine occupations	Sales reps, sales assistants, cashiers, telesales clerk, florists etc
Non working	Non working	Never worked, unemployed for more than 6 months, long-term sick etc

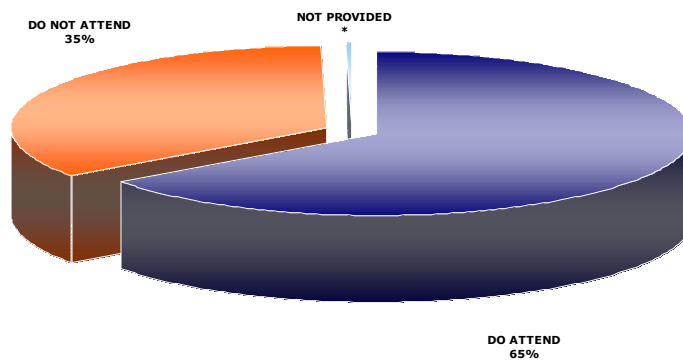
3 The Arts

3.1 Involvement and interest in the Arts

Two thirds of residents attend, are involved in or have an interest in the arts.

Figure 1

ATTEND, INVOLVED OR HAVE AN INTEREST IN THE ARTS
(ALL RESPONDENTS)



WEIGHTED SAMPLE BASE = 556
* DENOTES FIGURES LESS THAN 0.5%

The table below shows the percentage who have an interest in art across key profile groups. Among those most likely to have such an interest are:

- Those in higher order occupations;
- 16-24 year olds.

Table 4

PROPORTION OF RESPONDENTS WHO ATTEND, INVOLVED OR HAVE AN INTEREST IN THE ARTS		
	%	Unweighted Base
TOTAL		
Total	65	556
GENDER		
Male	63	241
Female	67	315
AGE		
16-24	75	83
25-44	65	249
45-59	66	86
60+	59	138
ILLNESS AND DISABILITY		
Yes	64	83
No	65	471
CHILDREN IN HOUSEHOLD		
Yes	70	170
No	63	386
HOUSEHOLD CAR ACCESS		
Yes	68	409
No	62	76
SOCIO-ECONOMIC CLASS		
Higher	82	142
Intermediate	65	164
Lower	51	99
Non-working	55	131
UNWEIGHTED BASE: All respondents (556)		
NOTE : Row percentages		

3.2 Visits to live performances or arts events

As the table below shows, most residents only attend live performances or arts events once or twice a year. The most popular events, with higher than average frequency of attendance is a craft fair or show and a drama performance/play.

Table 5

ATTENDANCE AT LIVE PERFORMANCES AND ARTS EVENTS IN HEREFORDSHIRE						
	Once a week or more	Once or twice a month	Once every few months	Once or twice a year	Less often / never	Not provided
	%	%	%	%	%	%
Craft fair or show	*	1	21	41	30	6
Drama performance / play	2	2	16	34	41	5
General arts festival	*	1	8	23	57	11
Pop music concert	*	1	8	22	61	9
Pantomime or children's show	1	*	7	30	55	7
Classical / opera performance	*	3	7	18	63	9
Comedy show	2	0	6	22	60	10
Jazz concert	*	1	4	12	73	9
Photography festival / exhibition	0	*	4	16	69	11
Dance performance	1	*	3	14	71	11
Folk music concert	*	1	3	16	69	10
Literature / reading festival	0	1	2	13	74	11
Other	*	1	3	1	5	90

UNWEIGHTED BASE: Those who attend, are involved in or have an interest in the Arts (363)
 NOTE : Row percentages
 * Represents a figure less than 0.5%

3.3 Use of entertainments venues

Use of arts venues tends to be quite high, particularly for the cinema and the arts centre/theatre. About one in seven residents go to the cinema at least once or twice a month, whilst about one in sixteen go to an arts centre/theatre.

Table 6

USE OF ARTS VENUES IN HEREFORDSHIRE						
	Once a week or more	Once or twice a month	Once every few months	Once or twice a year	Less often / never	Not provided
	%	%	%	%	%	%
Cinema	2	11	27	28	27	4
Arts centre / theatre	1	5	23	37	29	5
Night club	2	7	7	7	70	7
Art gallery	*	2	10	30	51	7
Other	1	1	1	1	5	92
UNWEIGHTED BASE: Those who attend, are involved in or have an interest in the Arts (363)						
NOTE : Row percentages						
* Represents a figure less than 0.5%						

3.4 Participation in arts activities

Participation in arts activities such as reading a book or listening to music are very high, with at least a half of residents undertaking the activity at least once a week. Sizeable numbers also take photographs and play a musical instrument frequently.

In contrast, few residents work within the arts as a volunteer, or professional, take part in a dance group, participate in a drama/theatre group or do designing on a regular basis.

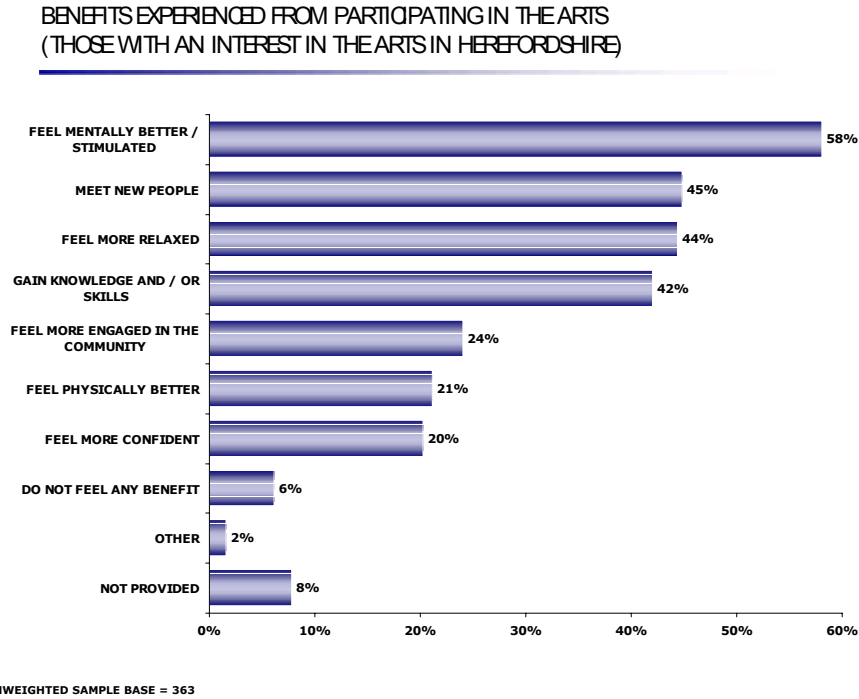
Table 7

PARTICIPATION IN ARTS ACTIVITIES IN HEREFORDSHIRE						
	Once a week or more	Once or twice a month	Once every few months	Once or twice a year	Less often / never	Not provided
	%	%	%	%	%	%
Read a book	53	15	10	6	13	3
Listen to music	50	4	10	13	17	6
Take photographs	11	15	26	10	32	5
Play a musical instrument or mix music	10	3	2	3	75	8
Paint, drawing or illustrate	8	4	7	11	63	8
Sing in a choir / group	6	2	2	4	79	7
Make artwork or craft ware i.e. pottery, jewellery, woodwork etc	5	4	7	8	69	8
Write literature / poetry	5	3	3	5	76	8
Take part in an art / craft workshop	3	1	4	7	78	7
Design e.g. fashion, graphics, 3D, web	2	1	4	5	80	9
Participate in a drama / theatre group	2	1	3	5	83	6
Work within the arts as a volunteer	2	1	1	3	85	8
Work within the arts as a professional i.e. employed or self employed	2	1	1	3	85	8
Take part in a dance group	1	1	1	2	87	8
Other	2	0	*	*	3	95
UNWEIGHTED BASE: Those who attend, are involved in or have an interest in the Arts (363)						
NOTE : Row percentages						
* Represents a figure less than 0.5%						

3.5 Benefits derived from being involved in the Arts

Among the benefits that people perceive from being involved in the Arts, feeling mentally stimulated, meeting new people, feeling more relaxed and gaining knowledge and/or skills are the main reasons.

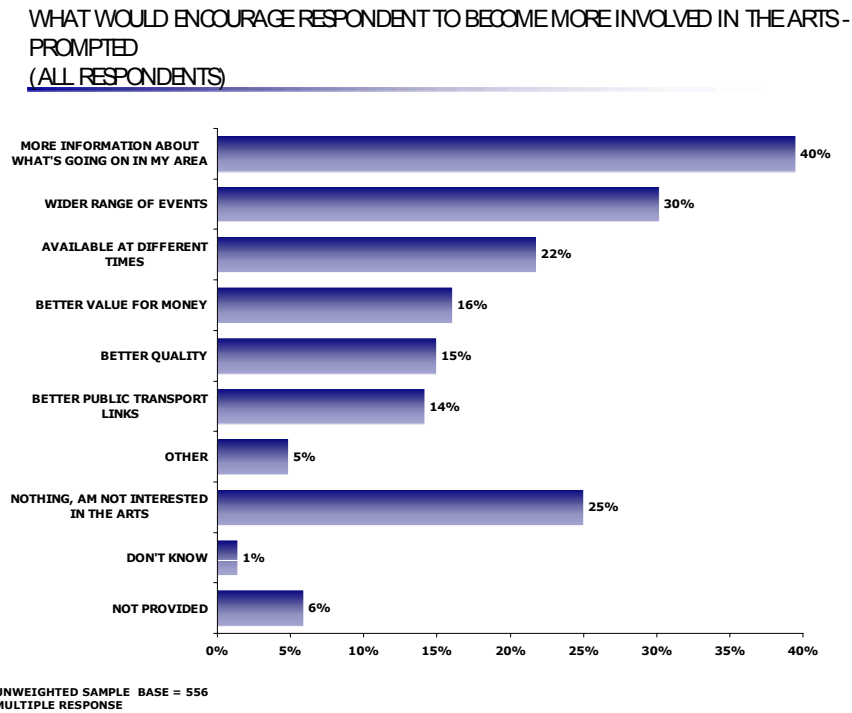
Figure 2



3.6 Becoming more involved in the Arts

Irrespective of whether residents are currently involved in the arts, all were asked how they could be encouraged to take part. The main encouragements would be more information about what’s going on and a wider range of events. Other sizeable proportions would like events and activities available at different times. However, about a quarter said nothing would encourage them to participate.

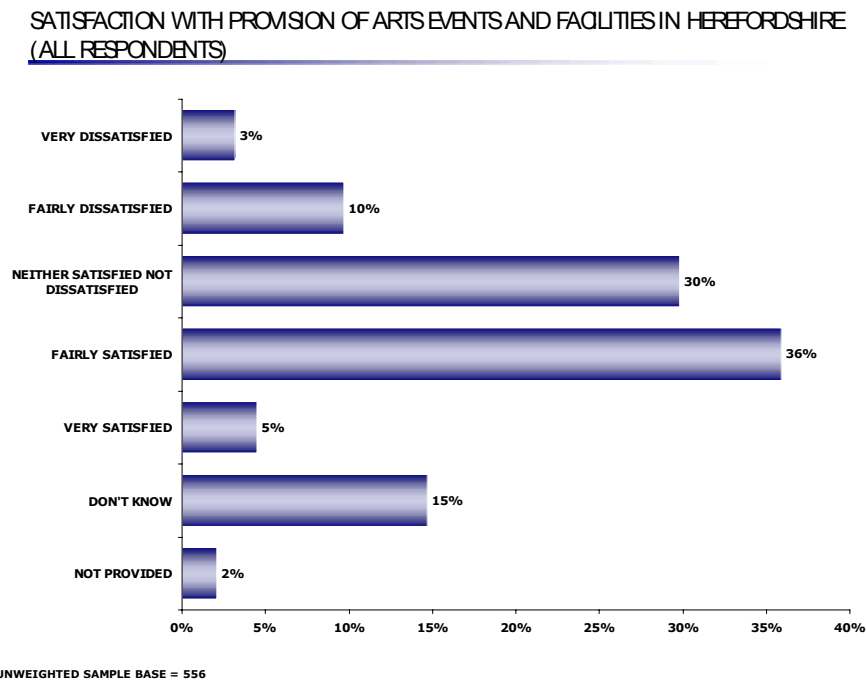
Figure 3



3.7 Satisfaction with arts events and facilities

About four in ten residents are satisfied with the provision of arts events and facilities in Herefordshire, with a further three in ten being neither satisfied nor dissatisfied. However, about one in seven are dissatisfied with the facilities.

Figure 4



There are few major differences in attitudes across sub groups. However, among those most likely to be dissatisfied with arts events and facilities are :

- Those with a disability;
- Those not working.

Table 8

PROPORTION OF RESPONDENTS WHO ARE DISSATISFIED WITH ARTS EVENTS AND FACILITIES IN HEREFORDSHIRE		
	%	Unweighted Base
TOTAL		
Total	13	556
GENDER		
Male	16	241
Female	10	315
AGE		
16-24	11	83
25-44	14	249
45-59	17	86
60+	9	138
ILLNESS AND DISABILITY		
Yes	20	83
No	11	471
CHILDREN IN HOUSEHOLD		
Yes	16	170
No	12	386
HOUSEHOLD CAR ACCESS		
Yes	12	409
No	15	76
SOCIO-ECONOMIC CLASS		
Higher	13	142
Intermediate	10	164
Lower	13	99
Non-working	19	131
UNWEIGHTED BASE: All respondents (556)		
NOTE : Row percentages		

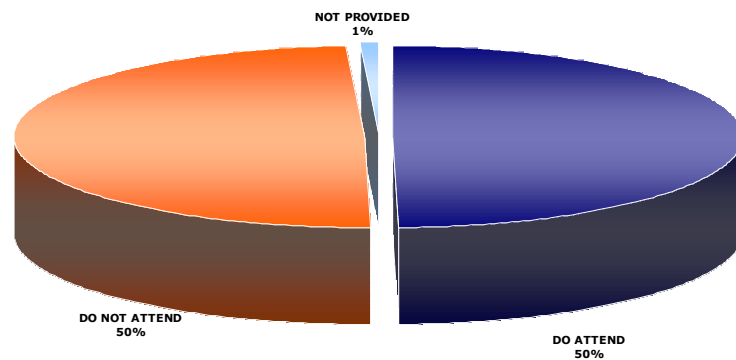
4 History, heritage and museums

4.1 Involvement and interest in historical events or activities

A half of residents attend, become involved in or have an interest in historical events or activities.

Figure 5

WHETHER RESPONDENT ATTENDS, BECOMES INVOLVED IN OR HAS AN INTEREST IN HISTORICAL EVENTS OR ACTIVITIES
(ALL RESPONDENTS)



UNWEIGHTED SAMPLE BASE = 556

There are few differences by sub group, with only socio-economic class having an effect on participation rates :

- Participation rises to 62% among those in higher order occupations.

Table 9

PROPORTION OF RESPONDENTS WHO ATTEND, BECOME INVOLVED IN OR HAVE AN INTEREST IN HISTORICAL EVENTS OR ACTIVITIES		
	%	Unweighted Base
TOTAL		
Total	50	556
GENDER		
Male	50	241
Female	49	315
AGE		
16-24	46	83
25-44	48	249
45-59	53	86
60+	52	138
ILLNESS AND DISABILITY		
Yes	58	83
No	48	471
CHILDREN IN HOUSEHOLD		
Yes	45	170
No	52	386
HOUSEHOLD CAR ACCESS		
Yes	52	409
No	44	76
SOCIO-ECONOMIC CLASS		
Higher	62	142
Intermediate	47	164
Lower	41	99
Non-working	49	131
UNWEIGHTED BASE: All respondents (556)		
NOTE : Row percentages		

4.2 Visits to heritage or historical events

Frequency of participating in heritage or historical events is quite low, apart from antiques fairs/markets, where more than three in ten attend at least once every few months. Re-enactment events and mobile museums have particularly low participation rates.

Table 10

ATTENDANCE AT HERITAGE / HISTORICAL EVENTS IN HEREFORDSHIRE						
	Once a week or more	Once or twice a month	Once every few months	Once or twice a year	Less often / never	Not provided
	%	%	%	%	%	%
Antiques fair / market	1	9	22	38	23	6
Historical festival or fair	1	2	8	40	42	9
History / archaeological talk or demonstration	*	3	8	23	54	11
Re-enactment event	0	2	3	18	65	13
A mobile museum	0	2	2	13	70	13
Other	0	2	1	1	5	91
UNWEIGHTED BASE: Those who attend, are involved in or have an interest in historical events or activities (276)						
NOTE : Row percentages						
* Represents a figure less than 0.5%						

4.3 Use of heritage / historical venues

Frequency of using heritage or historical venues varies, with church visits having a particularly high frequency with about three in ten visiting at least once or twice a month. In contrast, the local record office is visited usually less often than once or twice a year.

Table 11

USE OF HERITAGE / HISTORICAL VENUES IN HEREFORDSHIRE						
	Once a week or more	Once or twice a month	Once every few months	Once or twice a year	Less often / never	Not provided
	%	%	%	%	%	%
Visit a church or church yard	13	18	30	18	17	3
Historic site i.e. cathedral, castle or English Heritage site	2	9	33	33	18	4
Historic house or garden i.e. National Trust property	1	8	26	39	21	4
Museum or heritage centre	1	5	23	45	21	5
The local record office	1	2	6	12	70	10
Other	0	0	1	0	4	95
UNWEIGHTED BASE: Those who attend, are involved in or have an interest in historical events or activities (276)						
NOTE : Row percentages						

4.4 Taking part in heritage / historical activities

Participation in heritage or historical activities is fairly low, with even conducting family history research, the most frequent activity, achieving low participation rates.

Table 12

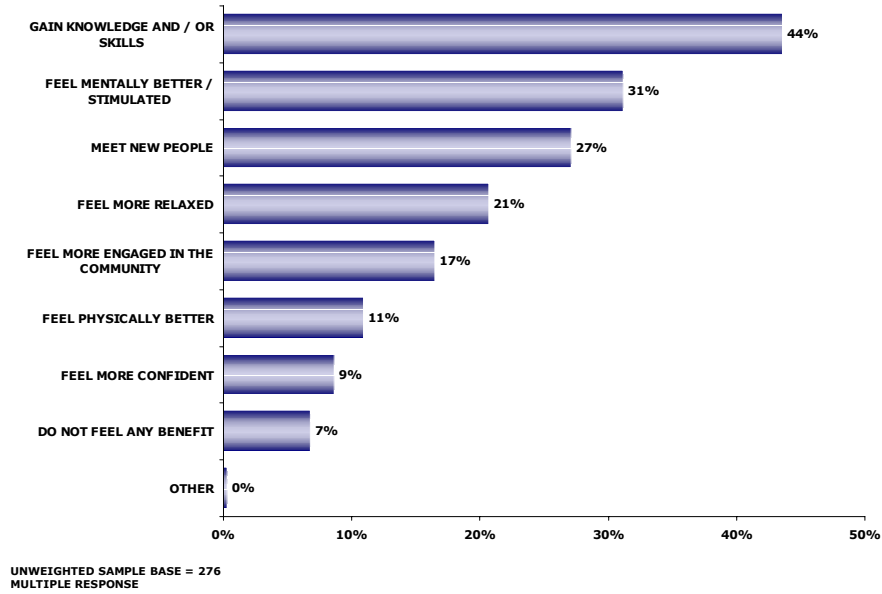
PARTICIPATION IN HERITAGE/HISTORICAL ACTIVITIES IN HEREFORDSHIRE						
	Once a week or more	Once or twice a month	Once every few months	Once or twice a year	Less often / never	Not provided
	%	%	%	%	%	%
Conduct family history research	3	4	7	14	63	9
Children attend an out of school activity at a museum or heritage centre	*	0	5	14	72	9
Take part in historical events / re-enactments	0	1	2	3	84	10
Take part in a heritage workshop or class	0	1	1	4	84	11
Archaeological projects including field walking and digs	*	0	2	5	85	9
Work within heritage/museums as a volunteer	2	1	1	2	85	9
Historic conservation work	0	*	1	5	86	8
Work within heritage as a professional i.e. self employed	*	0	0	1	88	10
Other	*	1	0	0	6	93
UNWEIGHTED BASE: Those with an interest in historical events or activities in Herefordshire (276)						
NOTE : Row percentages						
* Represents a figure less than 0.5%						

4.5 Benefits from being involved in heritage activities / events

Residents feel that the main benefit from participating in historical or heritage activities centres on gaining knowledge or skills. Other sizeable groups mention feeling mentally stimulated and meeting new people.

Figure 6

BENEFITS EXPERIENCED FROM PARTICIPATING IN HISTORICAL / HERITAGE ACTIVITIES / EVENTS - PROMPTED
(THOSE WITH AN INTEREST IN HISTORICAL EVENTS OR ACTIVITIES IN HEREFORDSHIRE)

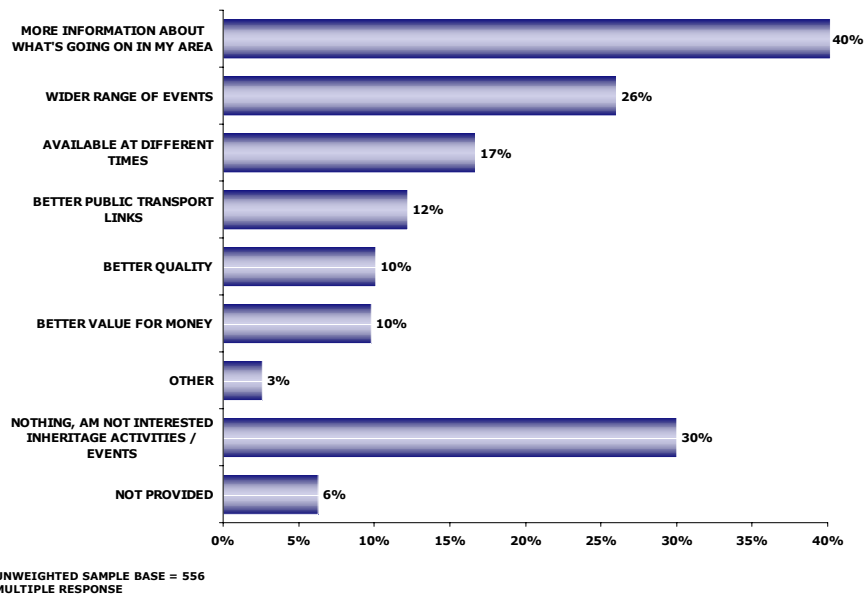


4.6 Becoming more involved in heritage activities / events

Again the greatest encouragement to further participation in heritage activities is having more information about what's going on in the local area. However, three in ten residents would not be encouraged by anything.

Figure 7

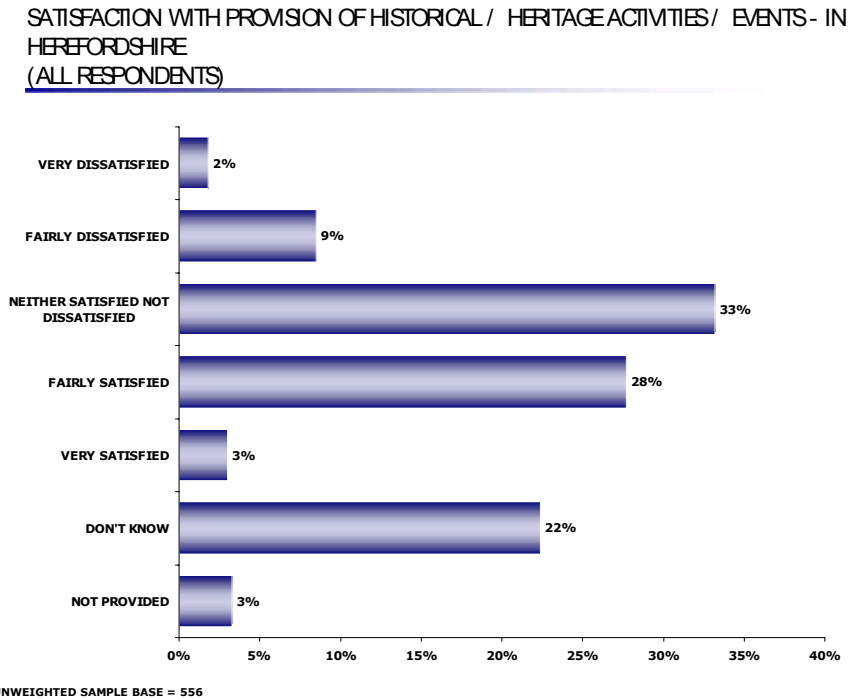
WHAT WOULD ENCOURAGE RESPONDENT TO BECOME MORE INVOLVED IN HISTORICAL / HERITAGE EVENTS/ ACTIVITIES -PROMPTED (ALL RESPONDENTS)



4.7 Satisfaction with heritage activities / events

Three in ten residents are satisfied with the provision of historical and heritage activities in Herefordshire. However, about one in ten express some level of dissatisfaction.

Figure 8



There are no significant differences across sub groups, as the table below shows.

Table 13

PROPORTION OF RESPONDENTS WHO ARE DISSATISFIED WITH HISTORICAL AND HERITAGE ACTIVITIES/EVENTS IN HEREFORDSHIRE		
	%	Unweighted Base
TOTAL		
Total	11	556
GENDER		
Male	11	241
Female	10	315
AGE		
16-24	15	83
25-44	11	249
45-59	11	86
60+	8	138
ILLNESS AND DISABILITY		
Yes	13	83
No	10	471
CHILDREN IN HOUSEHOLD		
Yes	13	170
No	10	386
HOUSEHOLD CAR ACCESS		
Yes	9	409
No	16	76
SOCIO-ECONOMIC CLASS		
Higher	9	142
Intermediate	8	164
Lower	13	99
Non-working	14	131
UNWEIGHTED BASE: All respondents (556)		
NOTE : Row percentages		

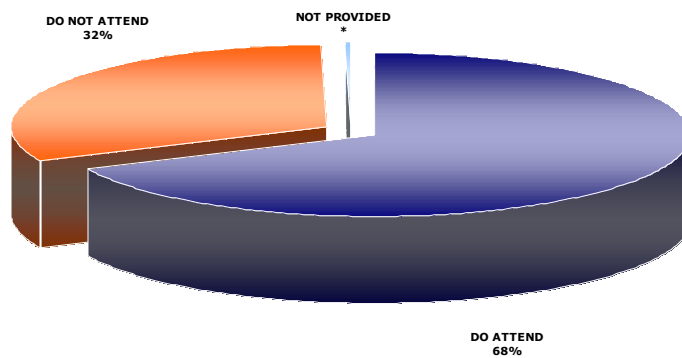
5 Libraries

5.1 Use of libraries

More than two thirds of residents in Herefordshire use or have an interest in libraries.

Figure 9

WHETHER RESPONDENT USES OR HAS AN INTEREST IN LIBRARIES, INCLUDING MOBILE LIBRARIES
(ALL RESPONDENTS)



UNWEIGHTED SAMPLE BASE = 556
* DENOTES FIGURES LESS THAN 0.5%

This proportion varies by profile of respondent, with those most likely to visit libraries being :

- 45-59 year olds;
- Those working in higher order occupations;
- Those with children in household.

Table 14

PROPORTION OF RESPONDENTS WHO USES OR HAS AN INTEREST IN LIBRARIES, INCLUDING MOBILE LIBRARIES		
	%	Unweighted Base
TOTAL		
Total	68	556
GENDER		
Male	68	241
Female	69	315
AGE		
16-24	64	83
25-44	67	249
45-59	78	86
60+	65	138
ILLNESS AND DISABILITY		
Yes	73	83
No	67	471
CHILDREN IN HOUSEHOLD		
Yes	74	170
No	66	386
HOUSEHOLD CAR ACCESS		
Yes	70	409
No	69	76
SOCIO-ECONOMIC CLASS		
Higher	76	142
Intermediate	69	164
Lower	67	99
Non-working	59	131
UNWEIGHTED BASE: All respondents (556)		
NOTE : Row percentages		

5.2 Frequency of using library facilities

Many of the library services available are used frequently. Nine out of ten residents borrow books from the library on a regular basis, with one in ten doing so once a week or more. High proportions also frequently get information/leaflets from the library. The least used services include mobile libraries or library linked book clubs.

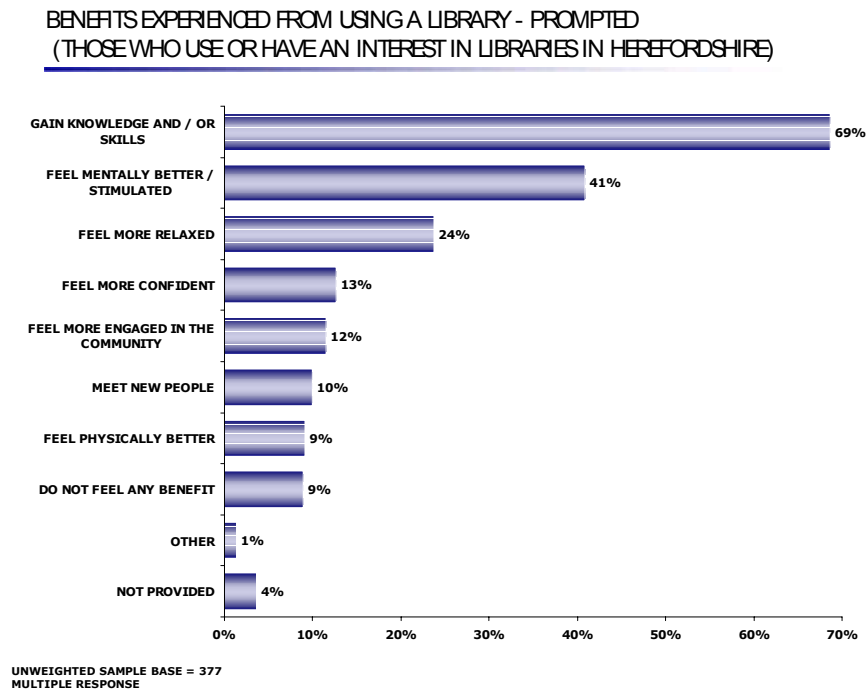
Table 15

FREQUENCY OF USING OF LIBRARY FACILITIES IN HEREFORDSHIRE						
	Once a week or more	Once or twice a month	Once every few months	Once or twice a year	Less often / never	Not provided
	%	%	%	%	%	%
Borrow books	10	35	25	17	10	2
Get information / leaflets on events/opportunities	6	16	27	16	26	10
View exhibitions	2	6	15	25	43	10
Do research	5	9	15	18	44	10
Read the newspapers	14	8	5	4	59	10
Borrow CDs	3	5	8	9	62	14
Access the Internet	6	5	5	5	69	11
Access information for business purposes	3	2	6	8	69	12
Use the mobile library	1	5	3	4	76	11
Club or society linked to a library	1	2	2	2	79	14
Other	0	1	1	1	3	95
UNWEIGHTED BASE: Those who use libraries (377)						
NOTE : Row percentages						

5.3 Benefits from using a library

The key benefit to using a library is seen to be gaining knowledge or skills, with seven in ten of those who use libraries at all stating this. Other important benefits include feeling mentally stimulated or feeling more relaxed.

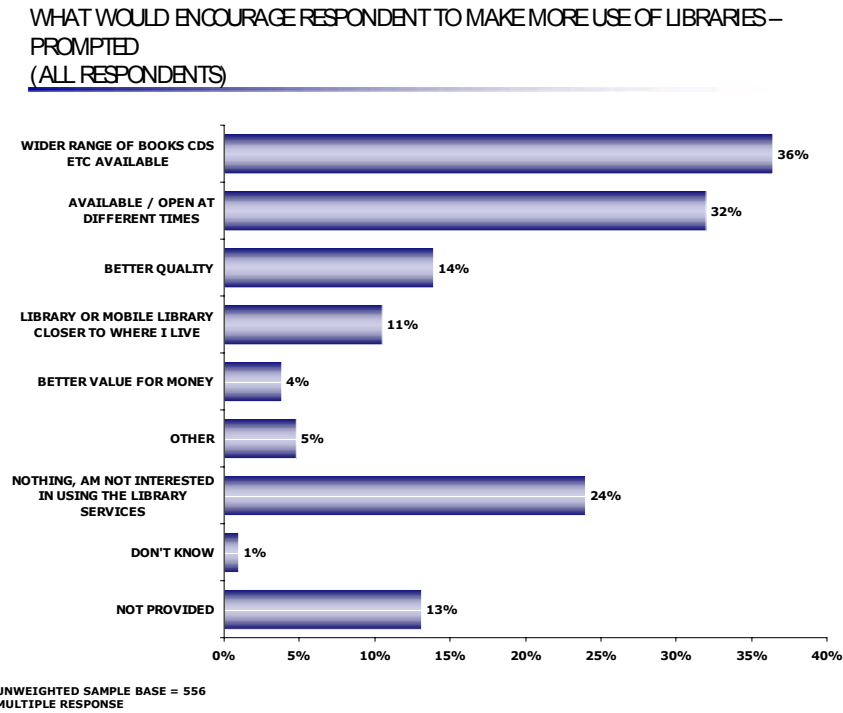
Figure 10



5.4 Making more use of libraries

A wider range of books etc and different opening times would both encourage many respondents to make more use of libraries. Indeed, only one in five said nothing would encourage them to use the library more.

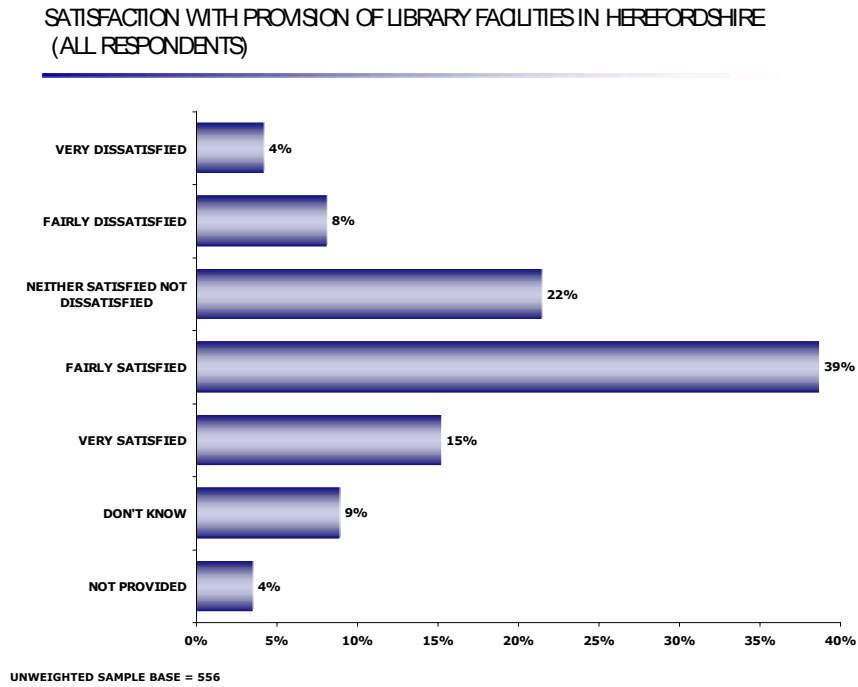
Figure 11



5.5 Satisfaction with library facilities

More than a half of residents are satisfied with the library facilities available in Herefordshire. However, once again, there is a significant minority who are dissatisfied with services.

Figure 12



Analysis by sub group shows no statistically significant differences in attitudes, although this is more to do with the bases being too small for robust analysis, rather than no differences in the proportions. The table below shows the breakdown across key groups.

Table 16

PROPORTION OF RESPONDENTS WHO ARE DISSATISFIED WITH THE PROVISION OF LIBRARY FACILITIES IN HEREFORDSHIRE		
	%	Unweighted Base
TOTAL		
Total	12	556
GENDER		
Male	13	241
Female	11	315
AGE		
16-24	18	83
25-44	13	249
45-59	7	86
60+	13	138
ILLNESS AND DISABILITY		
Yes	17	83
No	11	471
CHILDREN IN HOUSEHOLD		
Yes	15	170
No	11	386
HOUSEHOLD CAR ACCESS		
Yes	12	409
No	19	76
SOCIO-ECONOMIC CLASS		
Higher	18	142
Intermediate	9	164
Lower	12	99
Non-working	11	131
UNWEIGHTED BASE: All respondents (556)		
NOTE : Row percentages		

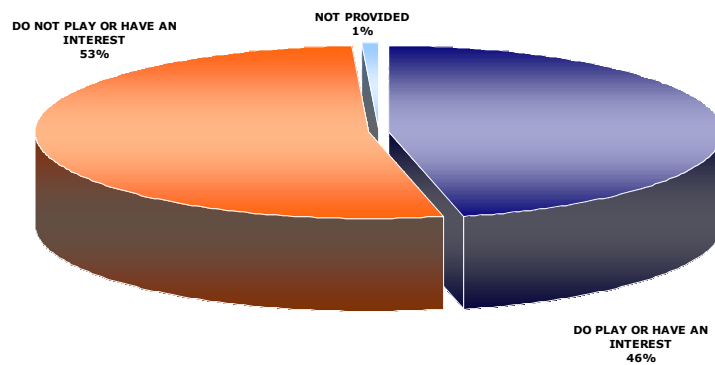
6 Sports

6.1 Involvement and interest in sport

Almost a half of residents in Herefordshire play or have an interest in sport.

Figure 13

WHETHER RESPONDENT PLAYS OR HAS AN INTEREST IN SPORTS IN HEREFORDSHIRE
(ALL RESPONDENTS)



UNWEIGHTED SAMPLE BASE = 556

The proportion playing or having an interest in sport varies quite considerably by sub group. Those least likely to have an interest in are :

- Those working in lower order occupations;
- 60+ year olds;
- Those with no access to a car;
- Those with a disability.

Table 17

PROPORTION OF RESPONDENTS WHO PLAY OR HAVE AN INTEREST IN SPORTS IN HEREFORDSHIRE		
	%	Unweighted Base
TOTAL		
Total	46	556
GENDER		
Male	51	241
Female	41	315
AGE		
16-24	58	83
25-44	55	249
45-59	43	86
60+	32	138
ILLNESS AND DISABILITY		
Yes	29	83
No	50	471
CHILDREN IN HOUSEHOLD		
Yes	56	170
No	43	386
HOUSEHOLD CAR ACCESS		
Yes	49	409
No	31	76
SOCIO-ECONOMIC CLASS		
Higher	55	142
Intermediate	47	164
Lower	32	99
Non-working	46	131
UNWEIGHTED BASE: All respondents (556)		
NOTE : Row percentages		

6.2 Individual sports

Among residents who play or have an interest in sport, high proportions frequently go swimming, visit a fitness gym and go cycling. Golf, exercise classes and jogging are also popular sports. The lowest participation levels are found for trampolining, working in sport/recreation, martial arts and squash.

Table 18

PARTICIPATION IN INDIVIDUAL SPORTS IN HEREFORDSHIRE						
	Once a week or more	Once or twice a month	Once every few months	Once or twice a year	Less often / never	Not provided
	%	%	%	%	%	%
Swimming	16	15	17	14	29	9
Visit a fitness gym	13	7	3	4	61	13
Cycling	10	7	6	8	56	14
Golf	9	5	4	5	65	13
Exercise class i.e. Yoga, aerobics	9	4	2	3	69	14
Jogging/running	7	11	3	3	64	13
Badminton	5	1	2	6	73	14
Work within sport or recreation as a volunteer	5	1	1	2	78	13
Tennis	3	3	5	8	68	13
Take part in a sport or recreation training session	2	3	2	3	77	14
Athletics i.e. track and field events	2	0	1	4	78	15
Squash	1	1	1	4	79	14
Martial Arts	1	1	*	2	82	14
Work within sport or recreation as a professional i.e. employed or self employed	1	*	1	1	82	15
Trampolining	0	0	1	2	83	14
Other	5	3	0	*	3	90
UNWEIGHTED BASE: Those who play or have an interest in sport in Herefordshire (257)						
NOTE : Row percentages						
* Represents a figure less than 0.5%						

6.3 Team sports

Residents in Herefordshire participate little in team sports, with only football being played by about one in six respondents at least once or twice a year.

Table 19

PARTICIPATION IN TEAM SPORTS IN HEREFORDSHIRE						
	Once a week or more	Once or twice a month	Once every few months	Once or twice a year	Less often / never	Not provided
	%	%	%	%	%	%
Football	7	2	2	4	73	12
Bowls	5	2	0	2	79	12
Cricket	2	*	*	2	83	12
Rugby	1	1	1	2	83	12
Hockey	1	0	*	2	85	12
Basketball	*	*	*	1	86	12
Netball	*	0	0	1	86	12
Other	1	0	1	*	6	91

UNWEIGHTED BASE: Those who play or have an interest in sport in Herefordshire (257)
 NOTE : Row percentages
 * Represents a figure less than 0.5%

6.4 Adventure and water sports

Very little in the way of adventure or water sports are undertaken by residents in Herefordshire. The most popular of these activities is canoeing, with 6% of respondents who participate or have an interest in sport undertaking this activity.

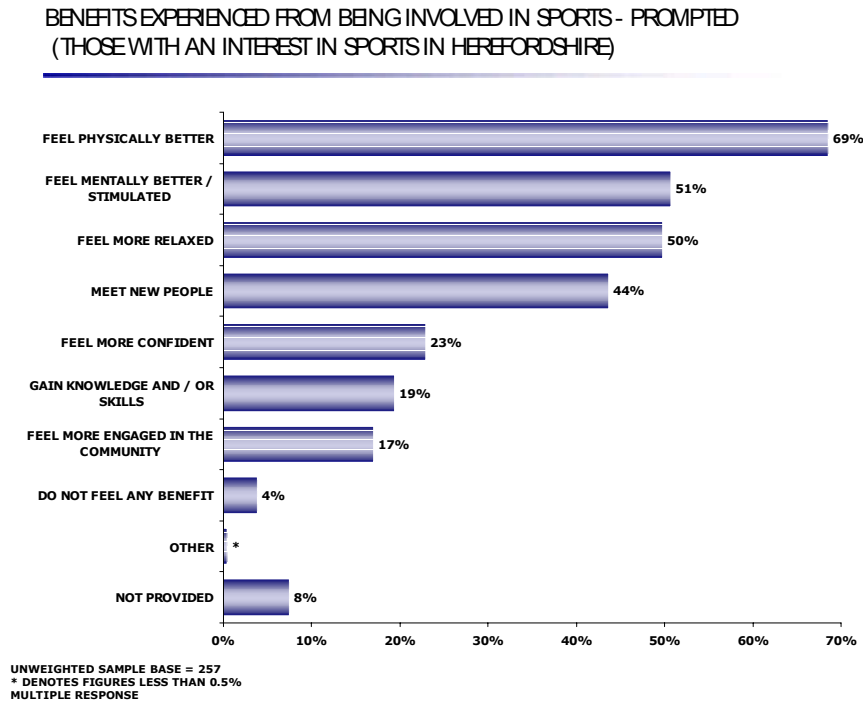
Table 20

PARTICIPATION IN ADVENTURE AND WATER SPORTS IN HEREFORDSHIRE						
	Once a week or more	Once or twice a month	Once every few months	Once or twice a year	Less often / never	Not provided
	%	%	%	%	%	%
Canoeing	0	0	*	6	82	11
Rowing	1	*	1	2	83	13
Climbing	*	1	1	1	85	12
Sailing	0	*	1	2	85	12
Kayaking	0	0	*	3	85	12
Orienteering	*	0	1	1	86	12
Sky diving	0	0	*	1	86	12
Sub-aqua/diving	0	0	0	1	87	12
Pot holing	0	0	0	1	87	12
Other	0	1	0	0	6	94
UNWEIGHTED BASE: Those who play or have an interest in sport in Herefordshire (257)						
NOTE : Row percentages						
* Represents a figure less than 0.5%						

6.5 Benefits from involvement in sports

Among those with an interest in sports, the main benefit is perceived to be feeling physically better, with seven in ten residents stating this. At least a half also mention feeling mentally stimulated and feeling more relaxed.

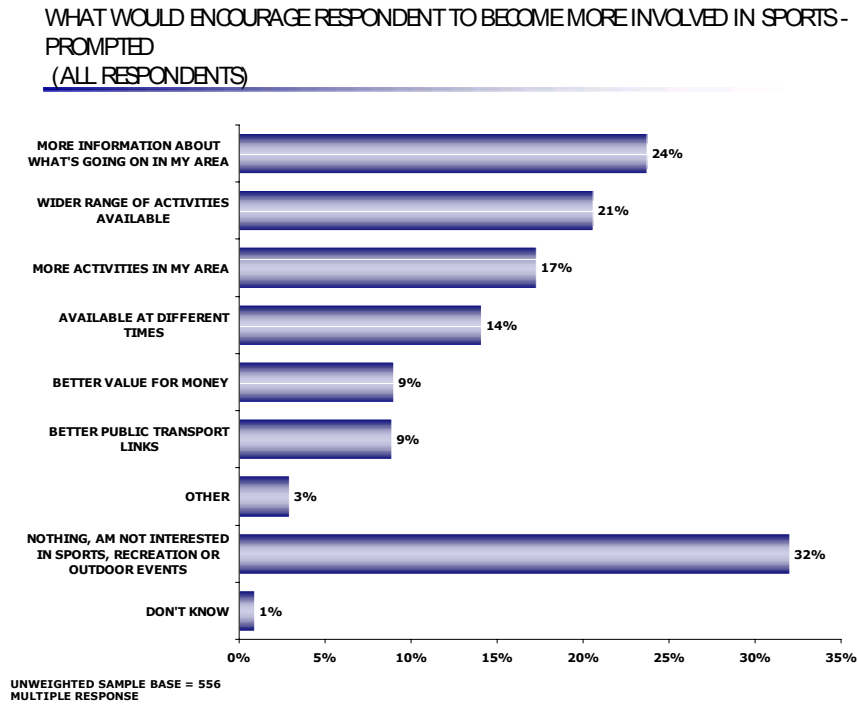
Figure 14



6.6 Increasing involvement in sports

A quarter of respondents believe more information about what’s going on in their area would encourage them to participate in sport. Other sizeable proportions mention a wider range of activities, more activities in general or activities being available at different times. Nevertheless, three in ten said nothing would encourage them.

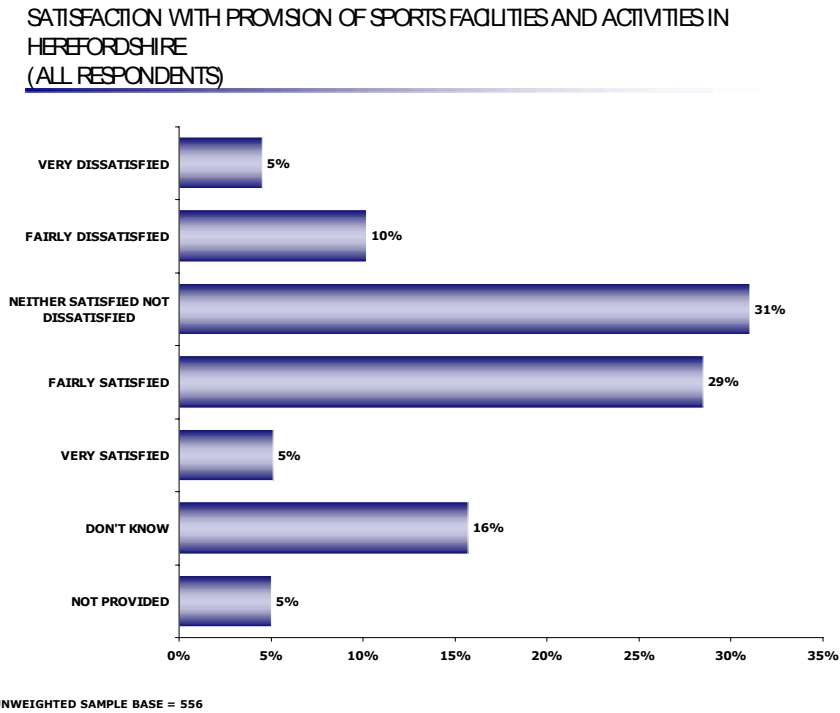
Figure 15



6.7 Satisfaction with sports facilities and activities

About a third of residents in Herefordshire are satisfied with the provision of sports facilities and activities. However, about one in seven expressed some dissatisfaction.

Figure 16



There are few significant differences across sub groups, with the notable exception that non-working residents are more likely than their counterparts to be dissatisfied with sports provision.

Table 21

PROPORTION OF RESPONDENTS WHO ARE DISSATISFIED WITH SPORTS PROVISION IN HEREFORDSHIRE		
	%	Unweighted Base
TOTAL		
Total	15	556
GENDER		
Male	14	241
Female	16	315
AGE		
16-24	14	83
25-44	19	249
45-59	14	86
60+	10	138
ILLNESS AND DISABILITY		
Yes	12	83
No	15	471
CHILDREN IN HOUSEHOLD		
Yes	15	170
No	15	386
HOUSEHOLD CAR ACCESS		
Yes	14	409
No	7	76
SOCIO-ECONOMIC CLASS		
Higher	16	142
Intermediate	10	164
Lower	15	99
Non-working	20	131
UNWEIGHTED BASE: All respondents (556)		
NOTE : Row percentages		

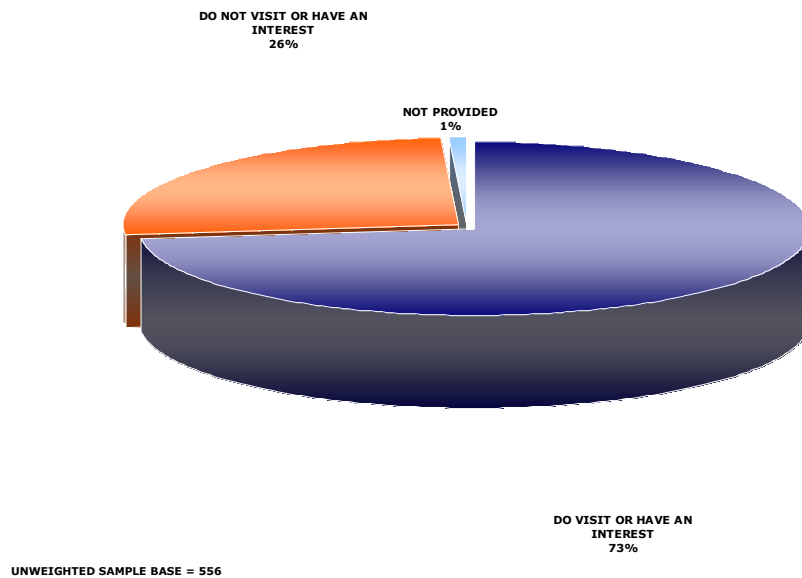
7 Recreation and outdoor activities

7.1 Participation in outdoor recreation activities

Just under three quarters of residents take part in, visit or have an interest in recreation and outdoor activities in Herefordshire.

Figure 17

WHETHER RESPONDENT TAKES PART IN, VISITS OR HAS AN INTEREST IN RECREATION AND OUTDOOR ACTIVITIES IN HEREFORDSHIRE
(ALL RESPONDENTS)



There are some differences across sub groups, with those most likely to participate being :

- 16-24 year olds;
- Those working in higher order occupations;
- Those with children.

Table 22

PROPORTION OF RESPONDENTS WHO TAKE PART IN, VISIT OR HAVE AN INTEREST IN RECREATION AND OUTDOOR ACTIVITIES IN HEREFORDSHIRE		
	%	Unweighted Base
TOTAL		
Total	73	556
GENDER		
Male	72	241
Female	73	315
AGE		
16-24	82	83
25-44	73	249
45-59	75	86
60+	67	138
ILLNESS AND DISABILITY		
Yes	69	83
No	73	471
CHILDREN IN HOUSEHOLD		
Yes	78	170
No	71	386
HOUSEHOLD CAR ACCESS		
Yes	73	409
No	80	76
SOCIO-ECONOMIC CLASS		
Higher	80	142
Intermediate	73	164
Lower	68	99
Non-working	69	131
UNWEIGHTED BASE: All respondents (556)		
NOTE : Row percentages		

7.2 Frequency of taking part in recreation activities

Apart from walking, there is little outdoor recreation activity undertaken by residents in Herefordshire. However, about a half of residents go for a walk at least once a week.

Table 23

PARTICIPATION IN OUTDOOR RECREATION ACTIVITIES IN HEREFORDSHIRE						
	Once a week or more	Once or twice a month	Once every few months	Once or twice a year	Less often / never	Not provided
	%	%	%	%	%	%
Walking	48	19	16	4	9	2
Bowling	3	1	4	7	73	11
Fishing	2	2	4	4	77	12
Horse riding / pony trekking	2	1	2	6	77	13
Environmental work, including volunteering	1	2	2	3	80	13
Karting	*	0	1	3	84	13
Skate boarding	*	0	1	1	85	13
Other	2	*	1	*	4	93
UNWEIGHTED BASE: Those who take part or have an interest in outdoor activities (405)						
NOTE : Row percentages						
* Represents a figure less than 0.5%						

7.3 Attendance at outdoor events

Attendance at outdoor events in Herefordshire is quite high, particularly at country fairs or gardening shows, which 16% of the population attend at least once every few months. Steam engine rallies/motorshows and food/drink festivals are also attended with some frequency. However, attendance at live sporting events is more polarised in frequency, with sizeable proportions attending at least once or twice a month, whilst two thirds attend rarely/never.

Table 24

ATTENDANCE AT OUTDOOR EVENTS IN HEREFORDSHIRE						
	Once a week or more	Once or twice a month	Once every few months	Once or twice a year	Less often / never	Not provided
	%	%	%	%	%	%
Country fair or gardening show	*	2	14	43	35	6
Steam engine rally / motorshow	*	1	5	28	58	8
Food or drink festival	*	*	6	26	58	10
Live sporting event	3	5	9	10	64	9
Horse racing / point to point / gymkhana etc	1	2	5	12	70	10
Wildlife or nature event i.e. bird watching group	1	2	4	12	71	10
Other	0	1	*	*	5	94
UNWEIGHTED BASE: Those who take part or have an interest in outdoor activities (405)						
NOTE : Row percentages						
* Represents a figure less than 0.5%						

7.4 Use of outdoor facilities

Use of outdoor facilities in Herefordshire is high, with sizeable proportions using public footpaths, woodland areas, town parks and playing fields every week. In contrast, there is some polarisation of usage of children's play areas, obviously determined by whether there are children in household or not.

Table 25

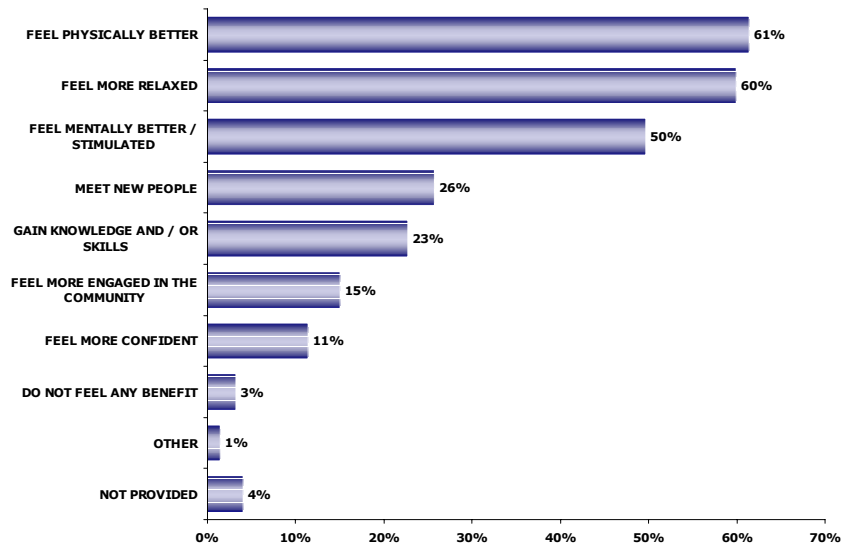
USE OF OUTDOOR FACILITIES IN HEREFORDSHIRE						
	Once a week or more	Once or twice a month	Once every few months	Once or twice a year	Less often / never	Not provided
	%	%	%	%	%	%
Public footpath, public right of way or trail	32	17	16	11	21	4
Woodland	20	19	20	13	23	5
Town park	16	14	16	14	33	7
Local playing fields	13	12	12	8	48	8
Garden open to the public or nursery	4	16	24	21	30	5
Country park or arboretum	4	11	23	22	33	8
Farm or countryside attraction	1	5	17	26	44	7
Nature reserve or wetland area	4	7	14	17	48	9
Take children to play areas	13	13	10	7	50	7
Other	0	0	0	0	4	96
UNWEIGHTED BASE: Those who take part or have an interest in outdoor activities (405)						
NOTE : Row percentages						

7.5 Benefits from involvement in outdoor recreation activities

The main benefits of being involved in recreation and outdoor activities are perceived to be feeling physically better, feeling more relaxed and to a lesser extent feeling mentally stimulated.

Figure 18

BENEFITS EXPERIENCED FROM BEING INVOLVED IN RECREATION AND OUTDOOR ACTIVITIES - PROMPTED
(THOSE WITH AN INTEREST IN RECREATION AND OUTDOOR ACTIVITIES IN HEREFORDSHIRE)



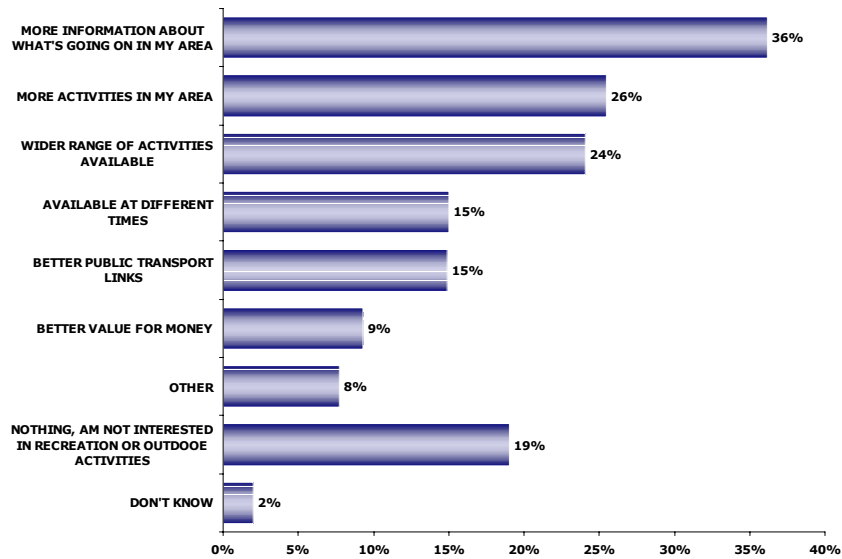
UNWEIGHTED SAMPLE BASE = 405
MULTIPLE RESPONSE

7.6 Increasing involvement in outdoor recreation activities

More information about local facilities is an important improvement which would encourage a third of residents to participate in outdoor recreation more than they do currently. Other encouragements include having more local activities or having a wider range of activities.

Figure 19

WHAT WOULD ENCOURAGE RESPONDENT TO BECOME MORE INVOLVED RECREATION AND OUTDOOR ACTIVITIES - PROMPTED (ALL RESPONDENTS)

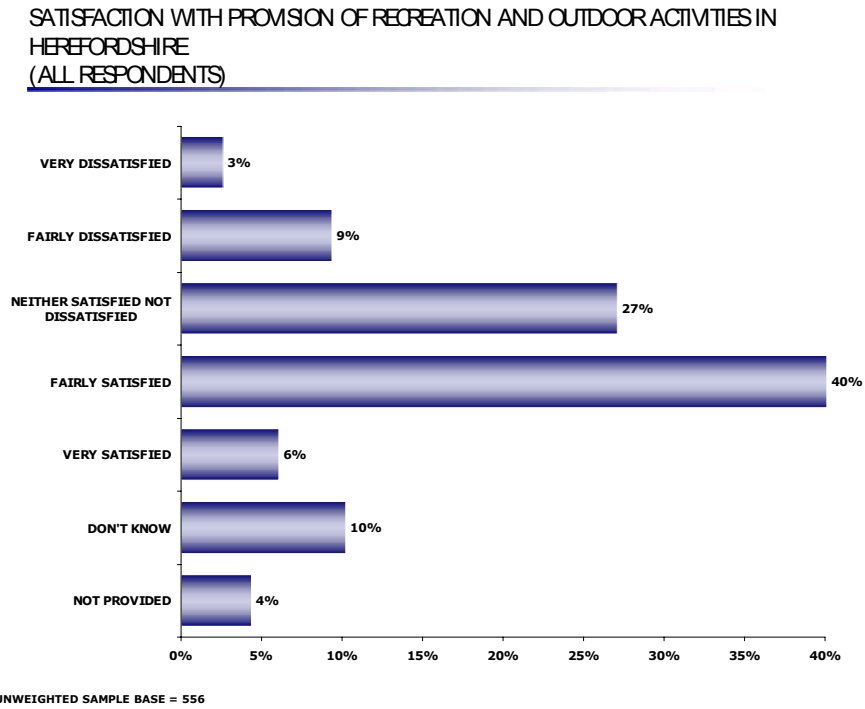


UNWEIGHTED SAMPLE BASE = 556
 MULTIPLE RESPONSE

7.7 Satisfaction with recreation and outdoor activities

Almost a half of residents are satisfied with the provision of recreation and outdoor activities in Herefordshire, whilst 12% remain dissatisfied.

Figure 20



There are no significant differences in dissatisfaction levels across profile groups.

Table 26

PROPORTION OF RESPONDENTS WHO ARE DISSATISFIED WITH THE PROVISION OF RECREATION AND OUTDOOR ACTIVITIES IN HEREFORDSHIRE		
	%	Unweighted Base
TOTAL		
Total	12	556
GENDER		
Male	11	241
Female	13	315
AGE		
16-24	15	83
25-44	14	249
45-59	12	86
60+	9	138
ILLNESS AND DISABILITY		
Yes	14	83
No	12	471
CHILDREN IN HOUSEHOLD		
Yes	16	170
No	11	386
HOUSEHOLD CAR ACCESS		
Yes	11	409
No	15	76
SOCIO-ECONOMIC CLASS		
Higher	12	142
Intermediate	12	164
Lower	14	99
Non-working	12	131
UNWEIGHTED BASE: All respondents (556)		
NOTE : Row percentages		

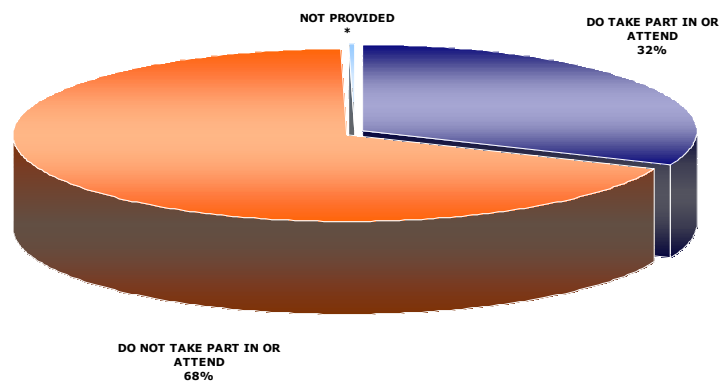
8 Cultural events and activities in other areas

8.1 Participation in cultural activities outside of the county

A third of residents take part in cultural events or activities outside of the county on a regular basis.

Figure 21

WHETHER RESPONDENT TAKES PART IN CULTURAL EVENTS/ ACTIVITIES OUTSIDE OF THE COUNTY
(ALL RESPONDENTS)



UNWEIGHTED SAMPLE BASE = 556
* DENOTES FIGURES LESS THAN 0.5%

There are some considerable differences across sub groups, with those least likely to take part in cultural events outside of the county being :

- Those who work in lower order occupations;
- Those with no access to a car;
- 60+ year olds;

Table 27

PROPORTION OF RESPONDENTS WHO TAKE PART IN CULTURAL EVENTS OR ACTIVITIES OUTSIDE OF THE COUNTY		
	%	Unweighted Base
TOTAL		
Total	32	556
GENDER		
Male	36	241
Female	27	315
AGE		
16-24	35	83
25-44	36	249
45-59	33	86
60+	23	138
ILLNESS AND DISABILITY		
Yes	24	83
No	33	471
CHILDREN IN HOUSEHOLD		
Yes	31	170
No	32	386
HOUSEHOLD CAR ACCESS		
Yes	34	409
No	21	76
SOCIO-ECONOMIC CLASS		
Higher	47	142
Intermediate	28	164
Lower	17	99
Non-working	30	131
UNWEIGHTED BASE: All respondents (556)		
NOTE : Row percentages		

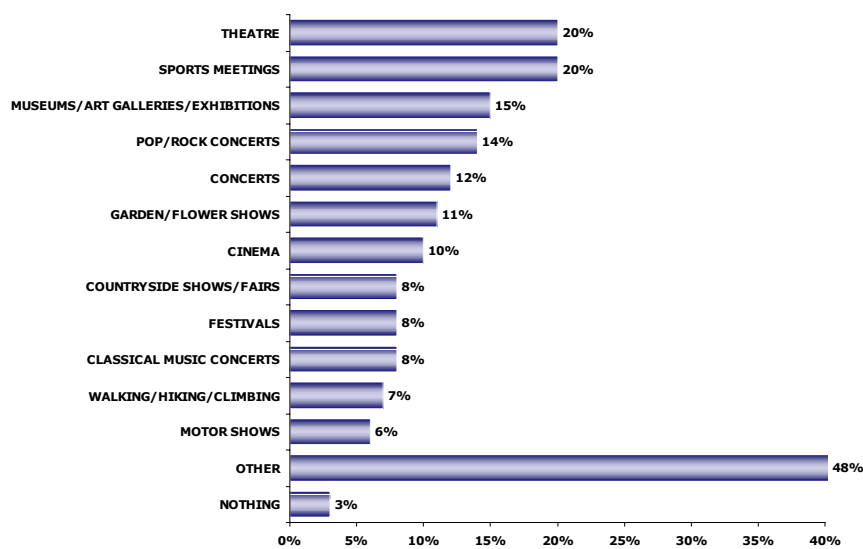
8.2 Cultural activities undertaken outside of the county

When those residents who take part in cultural activities outside of the county were asked what activities they took part in, answers were wide ranging and numerous. Visits to the theatre and sports meetings were the top two activities, each undertaken by a fifth of these residents. Sizeable proportions also visit museums/art galleries, pop concerts, other concerts (unspecified) and garden/flower shows.

As can be seen on the graph, there were also many miscellaneous other activities undertaken including visiting historical sites, equestrian events, dog shows, hay festivals, football games, the opera and many others.

Figure 22

CULTURAL ACTIVITIES/ EVENTS UNDERTAKEN OUTSIDE OF THE COUNTY - UNPROMPTED
(THOSE RESPONDENTS WHO TAKE PART IN OR ATTEND CULTURAL ACTIVITIES OUTSIDE OF THE COUNTY)

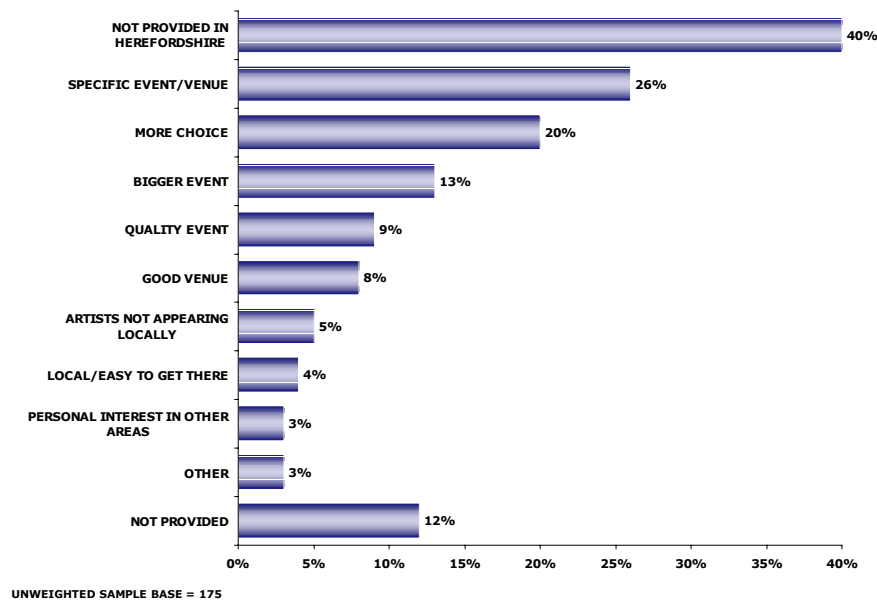


UNWEIGHTED SAMPLE BASE = 175

Reasons for attending the above events outside the county centre on the lack of provision in Herefordshire, with almost four in ten of those attending such events citing this reason. Other important reasons include attendance at a specific event/venue, more choice or a bigger event.

Figure 23

REASONS FOR GOING OUTSIDE OF HEREFORDSHIRE TO TAKE PART IN CULTURAL EVENTS/ ACTIVITIES (THOSE RESPONDENTS WHO TAKE PART IN OR ATTEND CULTURAL ACTIVITIES OUTSIDE OF THE COUNTY)



Naturally, reasons for attending cultural events outside of the county vary according to the event attended. Below are some of the most popular events attended and the main reasons residents go out of the county.

Theatre attendance :

- Not provided in Herefordshire (16 mentions);
- More choice (14).

Sports meetings :

- Not provided in Herefordshire (23 mentions);
- Specific event/venue (11).

Museums/art galleries/exhibitions :

- Not provided in Herefordshire (9 mentions);
- More choice (8);
- Specific event/venue (5).

Pop/rock concerts :

- Not provided in Herefordshire (11 mentions);
- More choice (7);
- Artists not appearing locally (7).

Concerts (unspecified) :

- Not provided in Herefordshire (10 mentions);
- Specific event/venue (8).

9 Value of culture

When residents were asked what they value about culture and leisure in general, their importance for children/young people was the top answer, with more than six in ten citing this. Other frequently mentioned benefits included that they are good for the local economy, that they provide social opportunities for the individual and that they improve well being, physically and mentally. However, one in ten residents said they were not interested in cultural activities at all.

Figure 24

