

North Yorkshire County Council
Citizens' Panel 31 – Winter 2016/17 Survey
Survey Report
Draft 09.01.2017

Analysis and report by
NWA Social Research

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1.0 SUMMARY OF MAIN FINDINGS

Survey results are based on 638 completed questionnaires. The response rate was 31%.

Council Budget

General approach

- 1.1 Respondents were provided with background information about the Council's general approach to its budget and how it is spent, and then asked to say to what extent they agree or disagree with the Council's approach in respect of eight aspects of Council services.
- 1.2 The great majority of all respondents said that they agree with the Council's general approach on 'increasing economic growth in the county' (91% agree/ 1% disagree), 'investing in services to support older people to live independent lives' (90% agree/ 4% disagree), 'investing in highways' (88% agree/ 4% disagree), and 'services to provide greater opportunities for children and young people' (85% agree/ 4% disagree); whilst over three-quarters agreed with their approach on 'investing in extra housing care developments' (82% agree/ 4% disagree) and 'investing in broadband' (78% agree/ 7% disagree).
- 1.3 Agreement levels were lower (and disagreement levels higher) in respect of the service aspects: 'selling services to other authorities' (60% agree/ 15% disagree) and 'increased reliance on volunteers' (43% agree/ 31% disagree).

Council Tax Rises

- 1.4 Respondents were asked '*Do you believe the County Council should increase the council tax by 3.99% (equivalent to £44 per year or 84p per week for an average household) to fund adult social care, our priority areas and reduce further savings?*' Two-thirds of all respondents (65%) said 'yes' they do believe the Council should make this increase, whilst one-third were of the opposite view (35% 'no').

Community Transport

Service provision and usage

- 1.5 Over a third of all respondents (36%) said 'yes' there are Community Transport services in their area, whilst 13% said that there aren't any such services, and 51% 'do not know'.
- 1.6 Nearly a quarter (23%) of those respondents who have any Community Transport services in their area said that they have used these services in North Yorkshire, whilst 77% have never used them.
- 1.7 Those respondents that have ever used Community Transport services in North Yorkshire were asked what things had attracted them to using the services. The

principal reasons given were the 'low cost' (60%) and 'reliability' (58%) of the service provided, whilst 44% referred to the 'friendly and personal nature of the service', and 33% to both the 'quality' and 'flexibility' of the service provided.

- 1.8 Those respondents who have not previously used Community Transport services in North Yorkshire were asked to indicate why not. A third of respondents (33%) said that they 'did not think that Community Transport services were for anyone other than older and disabled people', whilst a quarter said that they are 'unaware or unsure of how to use Community Transport services in my area' (24%) and that they are 'unsure of the locations served by Community Transport services locally' (23%). A total of 47% of respondents gave 'other' reasons, including 24% who said that they have their own vehicle, and 15% who have 'not needed to use the service'.
- 1.9 In answer to an open question, respondents were most likely to say that it is a change of circumstances that would encourage them to use Community Transport services more often: total of 11%, 8% 'if could no longer drive/ use a car' and 3% 'old age/ change of circumstances', whilst 7% each said that improved 'frequency of service' and 'improved publicity/ information about the service' would encourage use.

Brand Names and Designs

- 1.10 The majority of all respondents (70%) selected 'Go Local' as the most appealing brand name for Community Transport services, whilst smaller minorities of respondents selected 'The Way to Go' (12%), 'Linked' (11%), and 'Just Journeys' (6%), and only 1% selected 'Collective'.
- 1.11 For each of the brand names, those respondents who chose a given brand name were then presented with four possible designs/ logos for that brand name and asked to select their favourite one.

Go Local

- 1.12 Over half (57%) of those respondents who selected 'Go Local' as the most appealing brand name for Community Transport services chose Design 2 as their favourite:



Just Journeys

1.13 Those respondents who selected 'Just Journeys' as the most appealing brand name (37 respondents) were most likely to choose Design 2 (50%) and Design 4 (44%) as their favourite design:

Design 2

50%



Design 4

44%



The Way to Go

1.14 Those respondents who selected 'The Way to Go' as the most appealing brand name (71 respondents) were most likely to choose Design 2 (43%) and Design 1 (39%) as their favourite design.

Design 1

39%



Design 2

43%



Links

1.15 Those respondents who selected 'Links' as the most appealing brand name (50 respondents) were most likely to choose Design 3 (41%) as their favourite design:



Household Waste Recycling Centres

- 1.16 Over three-quarters of all respondents (77%) expressed satisfaction with the 'household waste recycling centres provided by the County Council', whilst 10% were 'neither satisfied nor dissatisfied', 10% were dissatisfied and 3% gave 'don't know' responses.
- 1.17 Overall, 45% of respondents have used the household waste recycling centres about once a month or more often (8% 'at least once a week', and 37% 'about once a month'), whilst 36% have used them 'within the last six months', and 8% 'within the last year'. (Total of 90% 'used within the last year'). Small numbers of respondents stated that they last used the household waste recycling centres 'longer than a year ago' (4%), or that they have 'never' used them (6%).
- 1.18 A third (33%) of those respondents that have used a household waste recycling centre in the last year said that overall they think that the sites have 'improved' over the last year, whilst over half (54%) think that the sites have 'stayed the same' and 6% that they have 'got worse'. (7% 'don't know'.)

2.0 BACKGROUND, OBJECTIVES & METHODOLOGY

2.1 Background and Survey Objectives

2.1.1 North Yorkshire County Council Citizens' Panel was set up to assist the Council in planning its services to meet the needs and priorities of its residents. The Panel, which consists of approximately 2,000 residents of the council area, was originally recruited in early 2004. Since then its members have been consulted on a wide range of council services, such as highways, education, libraries, the council budget, adult social care and many others. Questions may also be included at the request of the County Council's partners in district councils, health, police or fire services.

2.1.2 More recently due to budget constraints the number of surveys has been limited to one or two a year, and, in order to reduce the costs of managing the Panel further, the majority of membership has been limited as far as possible to those who are willing to complete the surveys online, via a link sent in contact emails. The Panel currently consists of 2,082 members, with around 300 members being resident in each of the seven District areas, and all but around 150 members choosing to complete their surveys online, rather than fill in a paper survey.

2.1.3 The overall themes of the survey related to:

- The Council Budget
- Community Transport
- Household Waste Recycling Centres.

2.1.4 A copy of the questionnaire, marked up with 'weighted' top-line results, is attached as **Appendix 1** to this report.

2.2 Methodology/ Achieved Sample

2.2.1 On 23 November 2016 all Panel members were sent an email alert informing them that the questionnaire was available online, (with the exception of those who have elected to complete by post – currently 142). Reminders were sent to those who had yet to complete their survey on 8 December 2016.

2.2.2 A total of 638 completed questionnaires were returned prior to analysis (including 75 by post) giving a response rate of 31%.

2.3 Analysis

2.3.1 The data was analysed using the statistical package SPSS (Statistical Package for the Social Sciences).

2.3.2 As the Panel was recruited so as to give roughly similar numbers of respondents in all areas of the County to facilitate comparisons between areas, the achieved sample was

not representative of the County in terms of geography. The achieved sample was also not representative of the County in terms of age, there being an under-representation of younger people (particularly males) responding to the survey, and an under-representation of older females (aged 75 years and over). 'Weightings' were therefore applied so as to make the achieved sample more representative of the County.

- 2.3.3 1) Weights were calculated to ensure that the County was representative of its population in terms of 'age x gender'.
- 2) Weights were calculated on a geographic ('District') basis, to ensure that the numbers of respondents from each of the seven Districts were proportionate to the adult populations therein.
- 2.3.4 Tables were produced from the 'weighted' data, showing 'weighted percentages' and 'unweighted counts' for the sample overall, and for the sub-groups: 'gender'; 'age group'; and 'District'. These Tables of Results are attached as **Appendix 3**.
- 2.3.5 As is usual with all self-completion questionnaires, some individuals did not complete all questions. This may be because they did not have an opinion on the question asked, but we cannot make this assumption in full confidence. Such 'missing data' is excluded from the Tables of Results and marked-up questionnaire (unless otherwise stated), but included in the Tables of Frequencies. Unweighted frequency counts, showing details of 'missing' responses, are attached as **Appendix 2**. Responses to 'open-ended' questions (verbatim) are attached as **Appendix 4**.
- 2.3.6 At the Council's request, reported Panel survey results are in 'whole percentages' and the tables produced show results where the figures have been rounded to the nearest whole. Because of this 'rounding' process, however, there may be some instances when two response categories are added (e.g. 'very satisfied' + 'fairly satisfied'), where the total may be 1% greater or smaller than the two individual responses, e.g. 'very satisfied' (3.4% - 3%) plus 'fairly satisfied' (10.4% - 10%) gives 'total satisfied' (13.8% - 14% : not 13%).
- 2.3.7 The table below shows the Confidence Intervals at the 95% Confidence Level relating to a selection of randomly selected sample sizes, i.e. with a randomly selected sample of 100, if 50% of respondents gave a 'yes' response, this means there is a 95% probability that between 40.2% and 59.8% (50% + 9.8%) of the population from which the sample were selected would have the 'yes' opinion. This table can be used as a guide to give an indication of the Confidence Interval at the 95% Confidence Level relating to the overall sample and/or sample sub-groups.

		Sample Size						
		100	200	300	400	500	600	638
		± %	± %	± %	± %	± %	+ %	± %
Response	50%	9.8	6.9	5.7	4.9	4.4	4.0	3.9
	40% or 60%	9.7	6.8	5.6	4.8	4.3	3.9	3.8
	30% or 70%	9.0	6.4	5.2	4.5	4.0	3.7	3.6
	20% or 80%	7.9	5.6	4.5	3.9	3.5	3.2	3.1
	10% or 90%	5.9	4.2	3.4	2.9	2.6	2.4	2.3

3.0 THE COUNCIL BUDGET

3.1 General approach

Q.1 To what extent do you agree or disagree with our general approach?

Q.2 Do you have any further comments on our general approach outlined above?

Appendix 3 - Pages 1 to 2

3.1.1 Respondents were given the following information relating to the Council's Budget:

North Yorkshire County Council has accepted the Government's four-year financial settlement. The settlement is very challenging given that it represents the phased removal of the Government's revenue support grant by 2020. However, it also offers a degree of certainty and the opportunity for contingency planning during a period of extreme uncertainty. Given the national and global economic environment including the impact of Brexit, the offer will form part of the Council's prudent financial management and plan to maintain sensible levels of reserves as a buffer against unforeseen events.

As well as delivering savings the Council is also investing in its 2020 North Yorkshire change programme. The County Council has moved forward with the following:

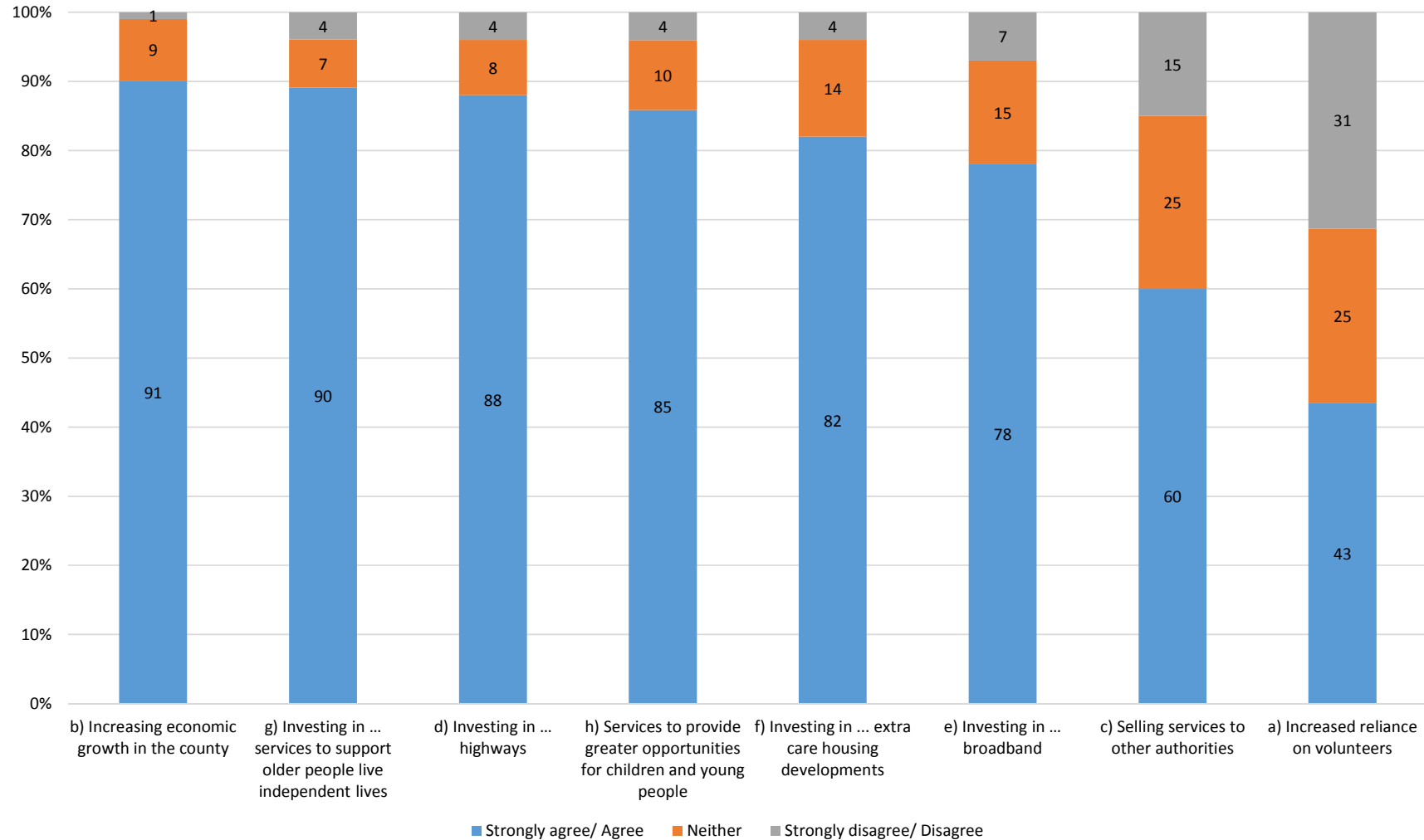
- *Increased investment in highways capital improvement programmes as well as spending on highways maintenance, bucking the national trend;*
- *Extending Extra Care housing into every market town across the county. Extra Care enables people to live independently in their own homes with care and support available on site as needed;*
- *Rolling out an innovative prevention service called Living Well in adult social care which is supporting older people to lead full, independent lives for as long as possible;*
- *The development of a commercial arm - selling high quality services to other authorities – spreading the North Yorkshire brand;*
- *Extending a Stronger Communities programme which supports community initiatives across the county - from youth groups to libraries, social networks for older people to breakfast clubs for farmers - helping communities to run services for themselves in imaginative and sustainable ways;*
- *The Council continues to spend relatively little on agency staff. For another year North Yorkshire had no agency social workers which is very rare for a local authority with many running on 20-30% agency staff;*
- *Continuing to reduce the cost of back office, management and administrative functions.*

More information on our budget and how we spend it is available on our website at

<http://www.northyorks.gov.uk/article/23011/Spending>

3.1.2 In view of this information, respondents were asked to say to what extent they agree or disagree with the Council's general approach in respect of eight aspects of Council services. Overall results are summarised in the chart overleaf:

To what extent do you agree or disagree with our general approach?
(Q1: % response - all respondents)



- 3.1.3 The great majority of all respondents said that they agree ('strongly agree' and 'agree' responses combined) with the Council's general approach on 'increasing economic growth in the county' (91% agree/ 1% disagree), 'investing in services to support older people to live independent lives' (90% agree/ 4% disagree), and 'investing in highways' (88% agree/ 4% disagree), whilst over three-quarters agreed with their approach on 'services to provide greater opportunities for children and young people' (85% agree/ 4% disagree), 'investing in extra housing care developments' (82% agree/ 4% disagree) and 'investing in broadband' (78% agree/ 7% disagree).
- 3.1.4 Agreement levels were lower (and disagreement levels higher) in respect of the two remaining service aspects: 'selling services to other authorities' (60% agree/ 15% disagree) and 'increased reliance on volunteers' (43% agree/ 31% disagree).
- 3.1.5 There were a number of statistically significant sub-group variations in responses for the various service aspects:
- Agreement with the Council's 'general approach' in respect of 'increased reliance on volunteers' was higher among male respondents (47% compared to 39% of females) and rose to 61% (compared to 43% overall) for those aged 75 years and over.
 - Agreement in respect of 'increasing economic growth in the county' rose to 96% among residents of 'Harrogate', 95% of male respondents and 95% of those aged 65 to 74 years (compared to 90% overall), whilst agreement reduced to 78% in 'Scarborough'.
 - Agreement in respect of 'selling services to other authorities' increased to 73% in 'Craven', 71% in 'Richmondshire', 65% among male respondents, 69% of those aged 50 to 64 years, and to 72% of those aged 65 to 74 years (compared to the overall figure of 60% agree). Agreement reduced to 41% of those aged 18 to 39 years, with 32% of those aged 30 to 39 years expressing disagreement (compared to 15% overall).
 - Those respondents aged 30 to 39 years were also more likely to disagree with the Council's general approach in respect of, 'investing in broadband' (16% compared to 6% overall), 'investing in extra care housing developments' (16% compared to 4% overall), and 'investing in services to support older people to live independent lives' (13% compared to 3% overall).
 - Agreement in respect of 'investing in extra care housing developments' rose to around 90% or more in 'Ryedale' (90%) and for those respondents aged 50+ years (50 to 64 years, 87%; 65 to 74 years, 94%; and 75+ years, 92%).

- Agreement in respect of ‘investing in services to support older people to live independent lives’ was also higher among those respondents aged 50+ years (50 to 64 years, 94%; 65 to 74 years, 95%; and 75+ years, 99%; compared to 90% overall).
- Agreement in respect of ‘investing in services to provide greater opportunities for children and young people’ reduced to 78% in ‘Scarborough’ and to 77% of those aged 30 to 39 years (compared to the overall figure of 86% agree).

3.1.6 When asked for ‘any further comments’ on the Councils’ general approach to their budget, 150 respondents (21% of the overall weighted sample) offered comments – these were diverse, although the most mentioned issues related to ‘reliance on volunteers’, ‘selling services’, ‘highways’ and ‘public transport’ (see Appendix 4 for verbatim details).

3.2 Council Tax Rises

Q.3 Do you believe the County Council should increase the council tax by 3.99% (equivalent to £44 per year or 84p per week for an average household) to fund adult social care, our priority areas and reduce further savings?

Appendix 3 - Pages 3 to 4

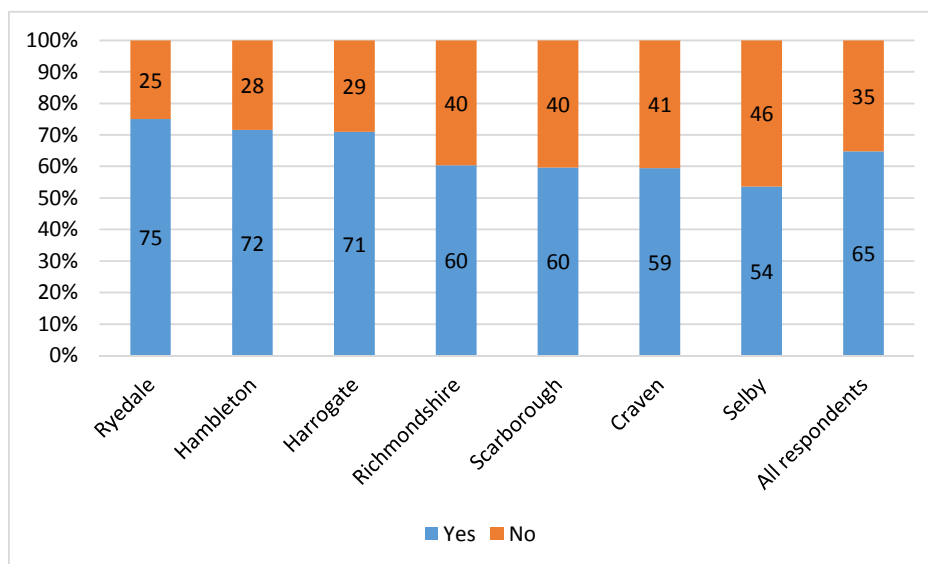
3.2.1 Respondents were informed as follows about the Council's proposed council tax rises over the next three years:

Our long-term plan is to increase council tax by 3.99% for each of the next three years; 2% of this will go towards adult social care. Most of this increase will be required to cover the government's announced increase in the National Living Wage, the rest will be used to fund the increasing demand. In 2015/16 we supported 7,297 older people in North Yorkshire who need long-term help with their care and support (e.g. support in dressing and eating). Currently over 40% of our budget – some £136m goes on adult social care.

The 1.99% increase in council tax is more than offset by the further reduction in government grants from £59m to zero by 2020. Without this increase there will therefore be a further £5m of savings required in 2017/18 alone.

Do you believe the County Council should increase the council tax by 3.99% to fund adult social care, our priority areas and reduce further savings?

(Q3: % response – by District and overall)



3.2.2 They were then asked 'Do you believe the County Council should increase the council tax by 3.99% (equivalent to £44 per year or 84p per week for an average household) to fund adult social care, our priority areas and reduce further savings?' Two-thirds of all respondents (65%) said 'yes' they do believe the Council should make this increase (with

this figure increasing to 75% in 'Ryedale', but falling to 54% in 'Selby'), whilst one-third were of the opposite view (35% 'no').

- 3.2.3 The 'yes' response percentage also varied by age group of respondent, with those aged 30 to 39 years (41% 'yes') being least likely to believe that the Council should increase the council tax by 3.99%, whilst those aged 50 to 64 years (74% 'yes') and those aged 65 to 74 years (82% 'yes') were the most likely to believe that the Council should make this increase. (Differences by gender were not significant.)

4.0 COMMUNITY TRANSPORT

4.1 Service provision and usage

Q.4 Are there any Community Transport services in your area?

Q.5 Have you ever used Community Transport services in North Yorkshire?

Q.6 What attracted you to using Community Transport services in North Yorkshire?

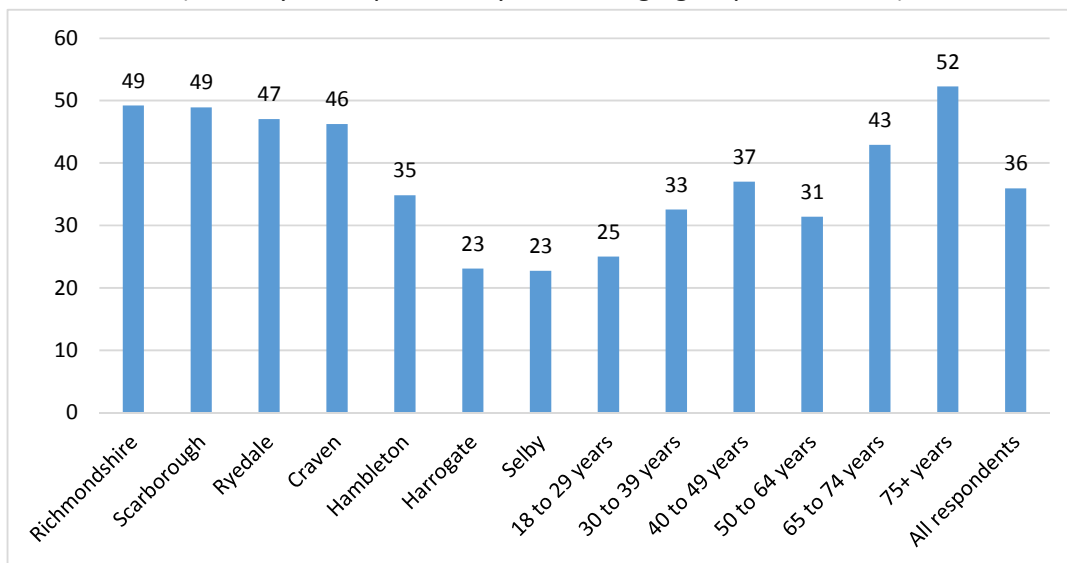
Q.7 Why have you not previously used Community Transport services in North Yorkshire?

Q.8 What would encourage you to use Community Transport more often?

Appendix 3 - Pages 14 to 24

4.1.1 Over a third of all respondents (36%) said 'yes' there are Community Transport services in their area, with this rising to nearly half of those living in the Districts of 'Richmondshire' (49%), 'Scarborough' (49%), 'Ryedale' (47%) and 'Craven' (46%), but reducing to 23% in 'Harrogate' and 'Selby'. Overall, 13% of respondents said that there aren't any Community Transport services in their area, and 51% 'do not know'.

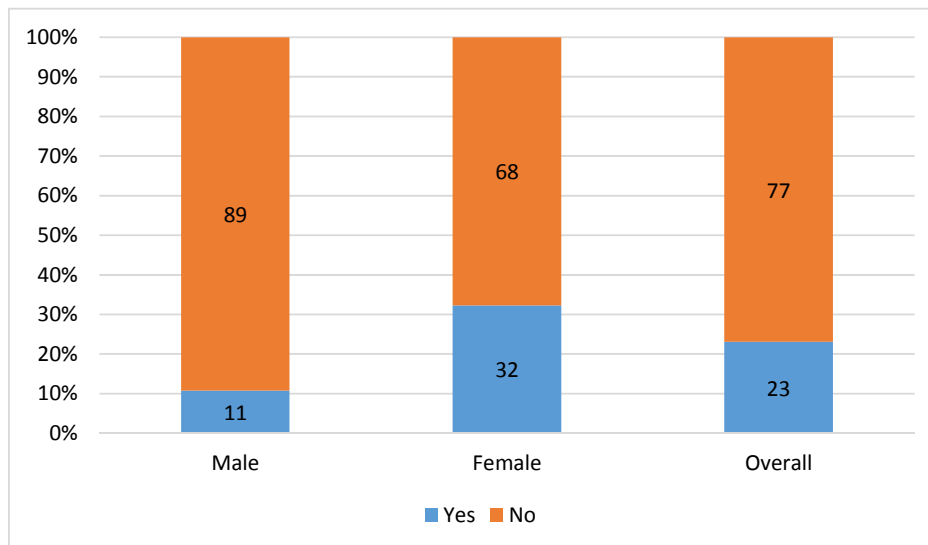
Are there any Community Transport services in your area?
(Q4: % 'yes' response – by District, age group and overall)



4.1.2 By age group, those aged 50 to 64 years (31% 'yes') were less likely to be aware of any Community Transport services in their area, whilst those aged 65 to 74 years (43% 'yes') and those aged 75+ years were more likely to be aware of these services. Also note that awareness was lower among male respondents (31% 'yes' / 16% 'no' / 52% 'don't know').

4.1.3 Nearly a quarter (23%) of those respondents who have any Community Transport services in their area (as indicated at Q4) went on to say that they have ever used these services in North Yorkshire, whilst 77% have not used them.

Have you ever used Community Transport services in North Yorkshire?
(Q5: % response – by gender and overall – 240 respondents)

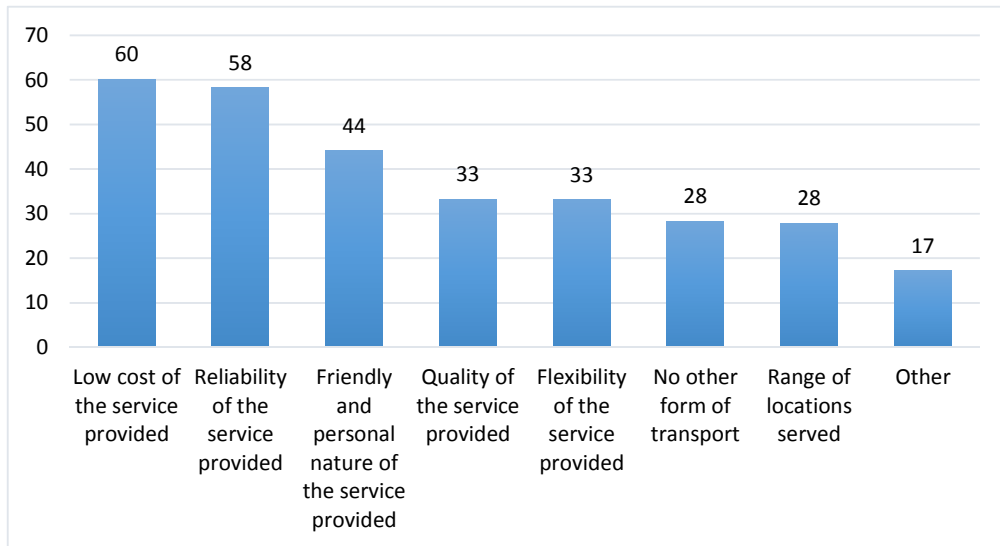


4.1.4 Women were more likely than men to have ever used Community Transport services (32% 'yes' compared to 11%), and other respondent sub-groups that were more likely to have used these services were residents of 'Hambleton' (42% 'yes', compared to 23% overall) and those aged 75+ years (41% 'yes'). None of the respondents concerned who live in 'Selby' had ever used Community Transport services (0% 'yes' / 100% 'no').

4.1.5 Those respondents (51 people) that have ever used Community Transport services in North Yorkshire were asked what things had attracted them to using the services. The principal reasons given were the 'low cost' (60%) and 'reliability' (58%) of the service provided, whilst 44% referred to the 'friendly and personal nature of the service', 33% to both the 'quality' and 'flexibility' of the service provided, 28% to the 'range of locations served', 28% said they have 'no other form of transport', and 17% gave some 'other' reason.

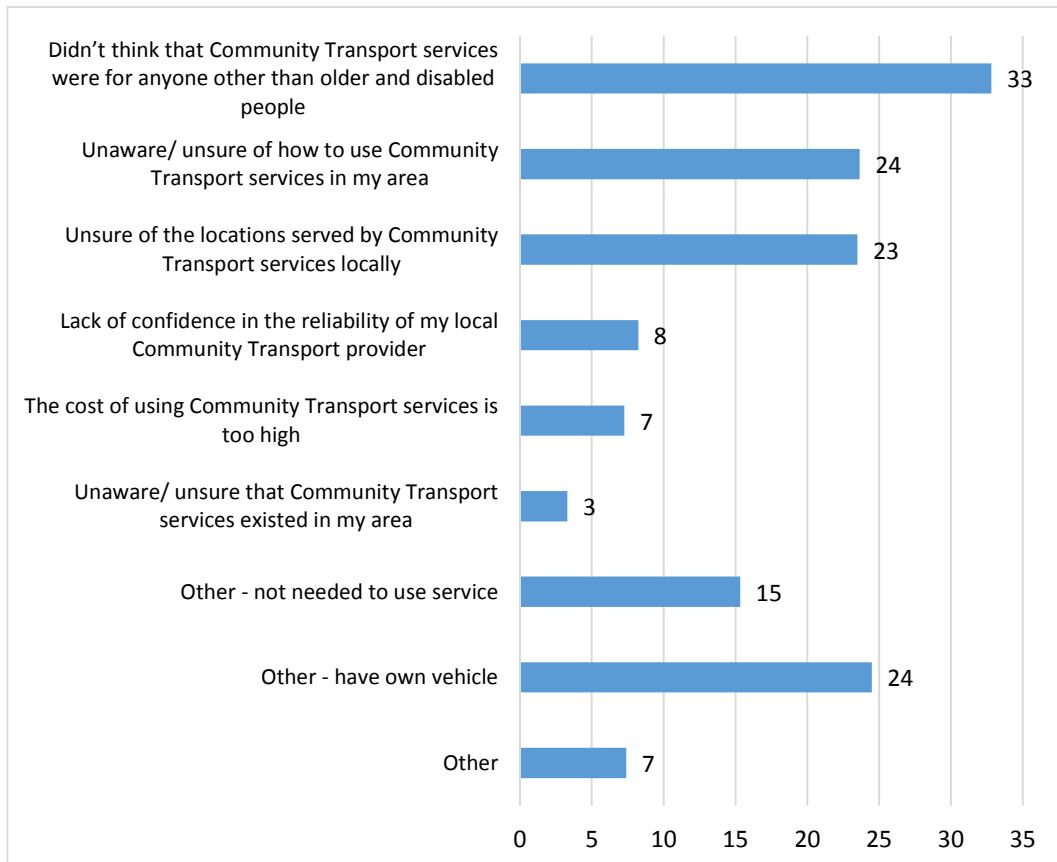
What attracted you to using Community Transport services in North Yorkshire?

(Q6: % response – those that have ever used the services – 51 respondents)



Why have you not previously used Community Transport services in North Yorkshire?

(Q7: % response – those who have not used the services – 177 respondents)



4.1.6 Those respondents (177 people) who have not previously used Community Transport services in North Yorkshire were asked to indicate why not. A third of respondents (33%; rising to 42% of women respondents and 60% of those aged 40 to 49 years) said that they ‘did not think that Community Transport services were for anyone other than older and disabled people’, whilst around a quarter said that they are ‘unaware or unsure of how to use Community Transport services in my area’ (24%) and that they are ‘unsure of the locations served by Community Transport services locally’ (23%). Smaller numbers gave the reasons that they ‘lack confidence in the reliability of my local Community Transport provider’ (8%), that ‘the cost of using Community Transport services is too high’ (7%), and that they are ‘unaware or unsure that Community Transport services existed in my area’ (3%), whilst a total of 47% of respondents gave ‘other’ reasons, including (coded responses) 24% who said that they have their own vehicle, and 15% who have ‘not needed to use the service’.

4.1.7 Those respondents who indicated (at Q4) that there are Community Transport services in their area were asked in an open question what would encourage them to use the services more often. Just over half of these respondents (52%) offered comments and these have been coded as shown in the table below.

		Total	
		All respondents	
		Unweighted Count	Col %
Q8) What would encourage you to use Community Transport more often? (Coded responses)	Reliability of service	5	2%
	Frequency of service	19	7%
	Improved publicity/ information about the service	19	7%
	If could no longer drive/ use a car	23	8%
	Disabled access	4	1%
	Availability of service/ no service where I need it	7	3%
	Cost of service	5	2%
	Old age/ change of circumstances	9	3%
	(no need for service/ have own transport)	17	7%
	(nothing)	16	8%
	Other	10	5%
	(no comments)	107	48%
Total	241	100%	

4.1.8 Respondents were most likely to say that it is a change of circumstances that would encourage them to use Community Transport services more often: total of 11%, 8% ‘if

could no longer drive/ use a car' and 3% 'old age/ change of circumstances', whilst 7% each said that improved 'frequency of service' and 'improved publicity/ information about the service' would encourage use, and 3% said that the 'availability of the service' was an issue ('no service where I need it'). 8% of respondents said that 'nothing' would encourage them to use the services, and 7% that they have 'no need for the service/ have own transport'.

4.2 Brand Names and Designs

Q.9 Which of the following brand names most appeals to you?

Q.10-14 Here is a list of possible designs for your chosen project name. Which one most appeals to you?

Q.15 Do you have a suggestion for a brand name that better represents the stated objectives at Q9?

Appendix 3 - Pages 14 to 24

4.2.1 Respondents were given the following information about the Council's plans and objectives in developing a Community Transport brand:

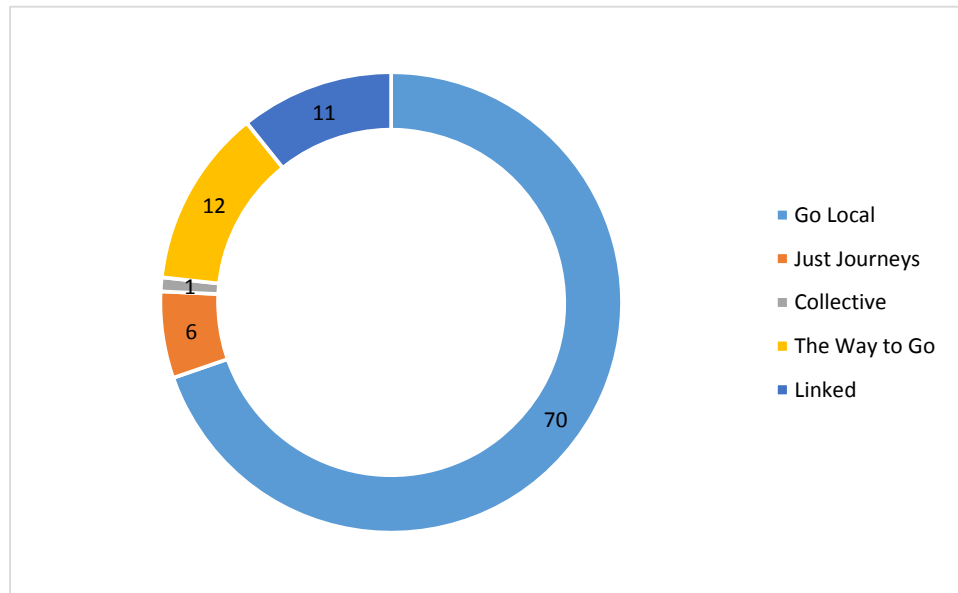
To help us raise awareness of Community Transport in North Yorkshire we are aiming to develop a strong Community Transport brand which will:

- a) Unite the Community Transport operators as a 'family', giving them a recognisable identity representing quality, flexibility and reliability within a friendly, local transport service*
- b) Raise awareness amongst residents of all genders, ages and backgrounds that Community Transport is a viable option for them to use for local journeys.*

4.2.2 Given these two objectives, respondents were asked to choose the brand name for Community Transport services that most appeals to them, from a list of five possible alternatives. The majority of all respondents (70%) selected 'Go Local' as the most appealing brand name (with this figure rising to 76% for those aged 50 to 64 years, and to 81% in 'Harrogate', but being lower in 'Selby' (59%) and 'Richmondshire' (56%); whilst smaller minorities of respondents selected 'The Way to Go' (12%; rising to 15% for women respondents and to 21% in 'Hambleton'), 'Linked' (11%; rising to 27% for those aged 18 to 29 years, and to 18% in 'Richmondshire' and 23% in 'Selby'), 'Just Journeys' (6%) and 'Collective' (1%).

Which of the following brand names most appeals to you?

(Q9: % response – all respondents)



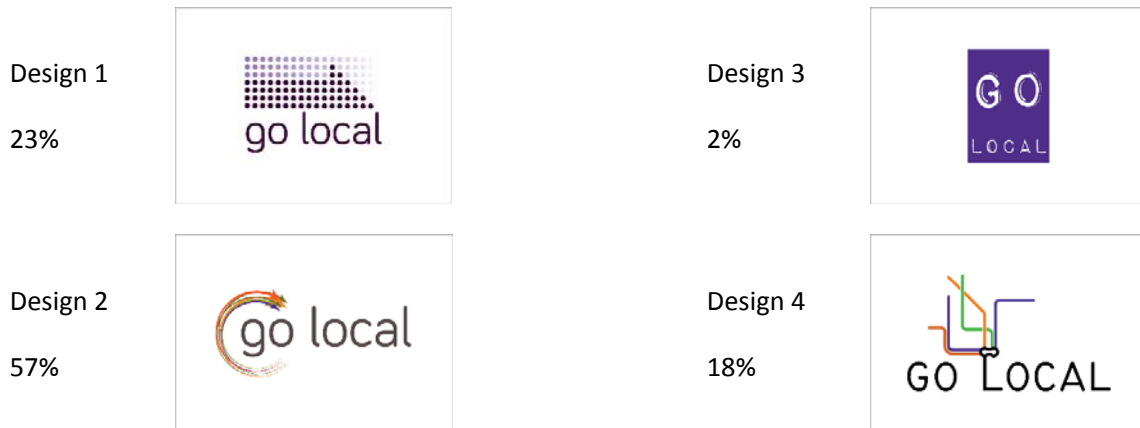
4.2.3 For each of the five alternative brand names, those respondents who chose a given brand name were then presented with four possible designs/ logos for that brand name and asked to select their favourite one.

Go Local

4.2.4 Over half of those respondents who selected 'Go Local' as the most appealing brand name for Community Transport services (57%; rising to 71% of those living in 'Ryedale') chose Design 2 as their favourite out of the four possible designs shown on the questionnaire. Next most popular were Design 1 (23%; rising to 29% for those aged 50 to 64 years) and Design 4 (18%; rising to 46% for those aged 18 to 29 years) (See over):

'Go Local' - Which design most appeals to you?

(Q10: % response - 405 respondents)

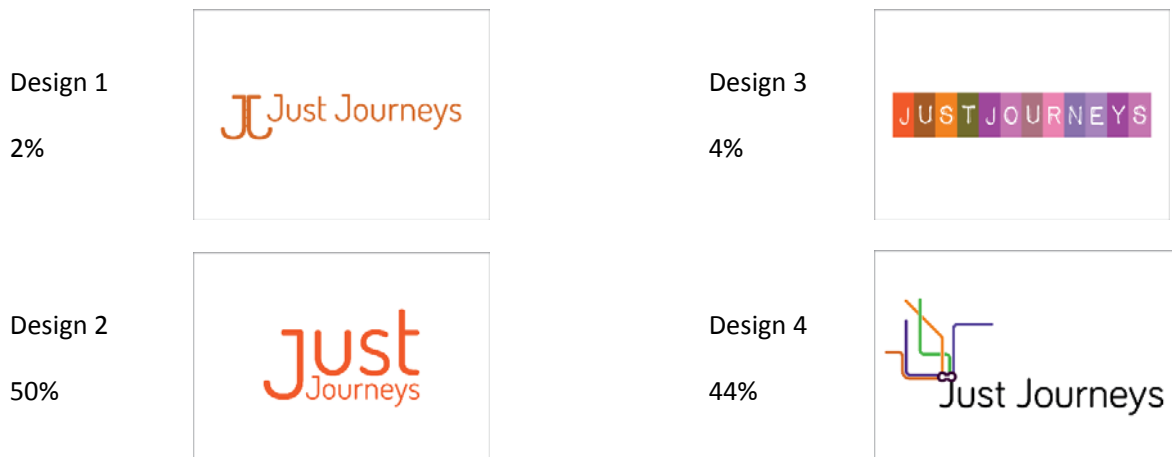


Just Journeys

4.2.5 Those respondents who selected 'Just Journeys' as the most appealing brand name (37 respondents) were most likely to choose Design 2 (50%) and Design 4 (44%) as their favourite design:

'Just Journeys' - Which design most appeals to you?

(Q11: % response - 37 respondents)



Collective

4.2.6 Those few respondents (seven people) who selected 'Collective' as the most appealing brand name were most likely to choose Design 2 (83%: five out of seven respondents) as their favourite design.

'Collective' - Which design most appeals to you?

(Q12: % response - 7 respondents)

Design 2

5 respondents
(83%)



Design 4

2 respondents
(17%)



The Way To Go

4.2.7 Those respondents who selected 'The Way to Go' as the most appealing brand name (71 respondents) were most likely to choose Design 2 (43%) and Design 1 (39%) as their favourite design. (Design 3, 10%; and Design 4, 8%.)

'The Way to Go' - Which design most appeals to you?

(Q13: % response - 71 respondents)

Design 1

39%



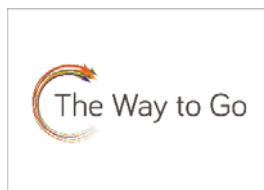
Design 3

10%



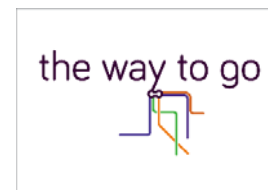
Design 2

43%



Design 4

8%

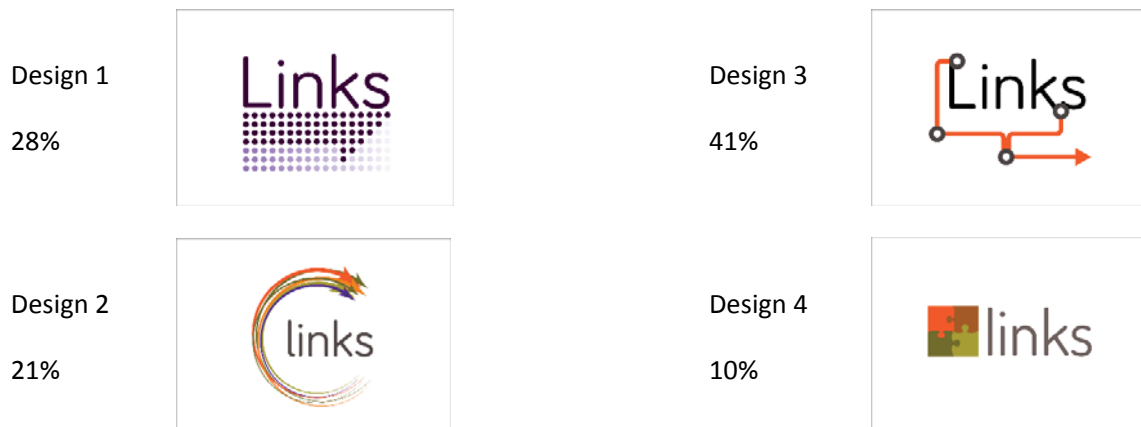


Links

4.2.8 Those respondents who selected 'Links' as the most appealing brand name (50 respondents) were most likely to choose Design 3 (41%; rising to 71% for those aged 50 to 64 years) as their favourite design, whilst 28% chose Design 1, and 21% chose Design 2. (Design 4, 10%.)

'Links' - Which design most appeals to you?

(Q14: % response - 50 respondents)



4.2.9 When asked for their suggestions as to a brand name for Community Transport services that better represents the two objectives stated at the beginning of this section, around 20% of the overall weighted sample offered comments (127 respondents – see Appendix 4 for verbatim details). Suggestions here included simple variations on 'Community Transport' such as 'North Yorkshire Community Transport', 'Community Connect', and 'Community Journeys'; variations on 'Local Transport' such as 'Local Links', and 'Local Travel for All'; and 'Yor Bus' or 'Your Bus' or 'Your Local Bus'.

5.0 HOUSEHOLD WASTE RECYCLING CENTRES

Q.16 How satisfied or dissatisfied are you with the household waste recycling centres provided by the County Council?

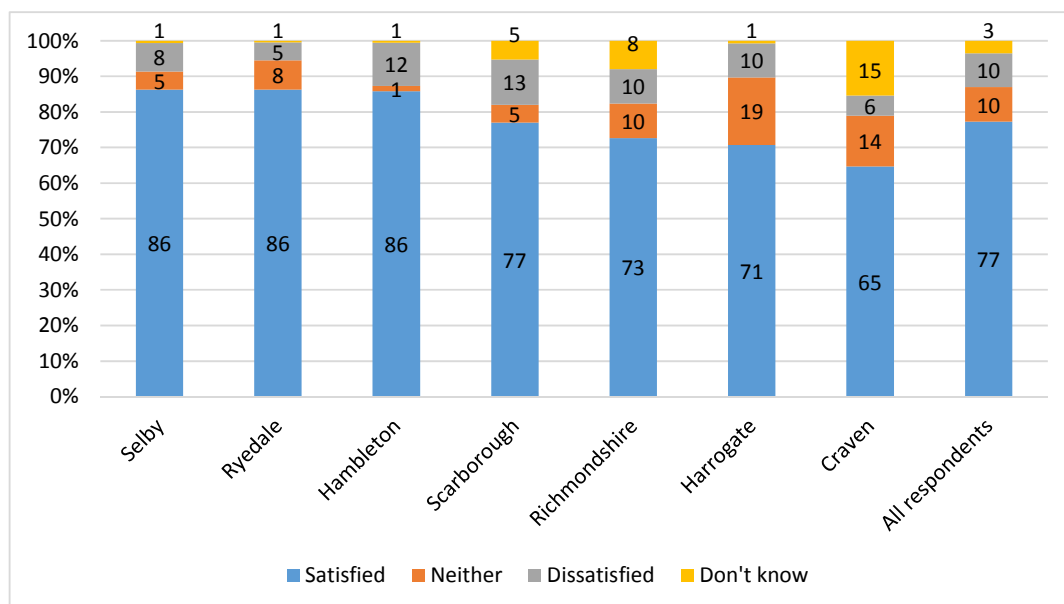
Q.17 Please indicate how frequently, if at all, you use the household waste recycling centres:

Q.18 Overall, do you think the sites have improved over the last year, or do you think they have stayed about the same or got worse?

Appendix 3 - Pages 14 to 24

5.1 Over three-quarters of all respondents (77%) expressed satisfaction with the 'household waste recycling centres provided by the County Council' (35% 'very satisfied' and 42% 'fairly satisfied'), whilst 10% were 'neither satisfied nor dissatisfied', 10% were dissatisfied (4% 'very dissatisfied' and 5% 'fairly dissatisfied') and 3% gave 'don't know' responses. The level of satisfaction rose to 86% in each of the Districts of 'Selby', 'Ryedale' and 'Hambleton', and to 84% of those respondents aged 50 to 64 years and 85% of those aged 65 to 74 years, but reduced to 65% in the District of 'Craven'. (Differences by gender were not significant). Dissatisfaction levels increased to 18% among those respondents aged 30 to 39 years.

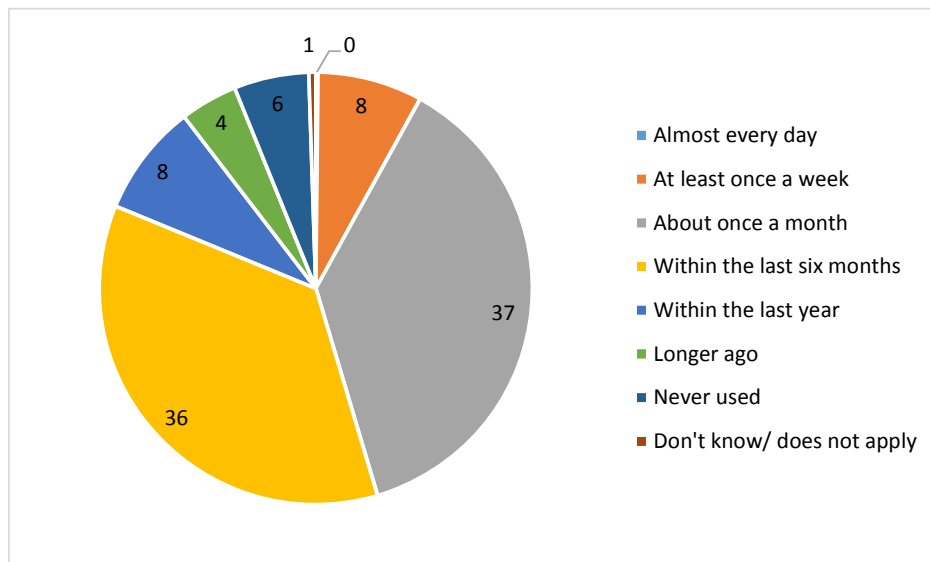
How satisfied or dissatisfied are you with the household waste recycling centres provided by the County Council? (Q16: % response – by District and overall)



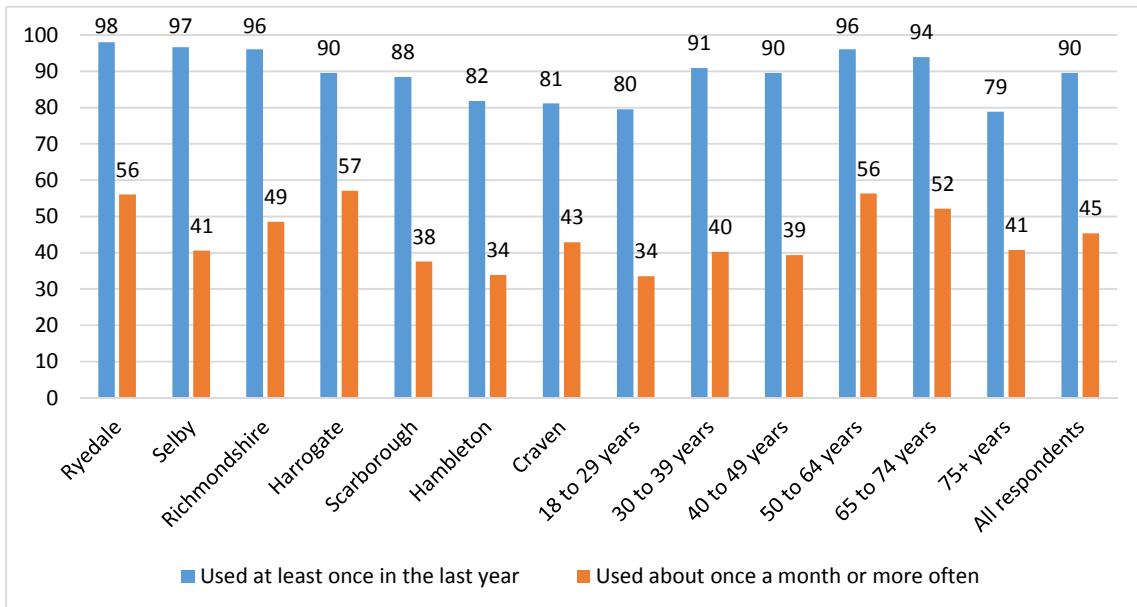
- 5.2 Nine-in-ten of all respondents (90%) indicated that they have used the household waste recycling centres provided by the County Council at least once in the last year, with this figure rising to 98% in 'Ryedale', 97% in 'Selby' and 96% in 'Richmondshire', and to 96% of those respondents aged 50 to 64 years and 94% of those aged 65 to 74 years; but reducing to 82% in 'Hambleton' and 81% in 'Craven', and to 79% for those aged 75 years and over.
- 5.3 Overall, 45% of respondents have used the household waste recycling centres about once a month or more often (0% 'every day'; 8% 'at least once a week'; and 37% 'about once a month'), whilst 36% have used them 'within the last six months', and 8% 'within the last year'. Small numbers of respondents stated that they last used the household waste recycling centres 'longer than a year ago' (4%), or that they have 'never' used them (6%), and 1% 'don't know'. The percentage of respondents who reported using the household waste recycling centres about once a month or more often increased to over a half of those living in 'Ryedale' (56%) and 'Harrogate' (57%), and those aged 50 to 64 years (56%) and 65 to 74 years (52%). (Differences by gender were not significant.)

Please indicate how frequently, if at all, you use the household waste recycling centres:

(Q17: % response – all respondents)



Please indicate how frequently, if at all, you use the household waste recycling centres:
(Q17: % response – by District, age group and overall)



5.4 A third (33%) of those respondents that have used a household waste recycling centre in the last year said that overall they think that the sites have ‘improved’ over the last year (rising to 40% of those aged 65 to 74 years), whilst over half (54%) think that the sites have ‘stayed the same’ and 6% that they have ‘got worse’. (7% ‘don’t know’.) (Sub-group variations in responses were generally not significant.)

Overall, do you think the sites have improved over the last year, or do you think they have stayed about the same, or got worse? (Q18: % response – 593 respondents)

