

Final Report July 2008

South Ayrshire 1000 Citizen's Panel Spring 2008 Survey

Prepared for
SA1000 Steering Group

Contract No: 2624

Executive Summary

Introduction and objectives

This report details the findings of the fourth survey FMR has conducted with the SA1000 Citizen's Panel on behalf of the steering group. This survey had 3 distinct sections and therefore several objectives:

- the Council's vision - within this section the objective was to test the panel's views on the detailed objectives of the priorities within South Ayrshire Council's vision document, '*Securing the Future for South Ayrshire*';
- involvement and participation in policy issues and public service delivery – this section seeks to obtain the panel's views on how, why and on what issues people want to become involved in local public sector decision making; and
- participation in the arts and culture sector in South Ayrshire – this section of the questionnaire was developed by RGA Consulting on behalf of SAC's Leisure and Culture service. The objectives of this section were to find out more about residents' views and participation on leisure and cultural services within South Ayrshire.

Method

Postal self-completion questionnaires were sent to all active members of the SA1000 Citizen's Panel, which totalled 1,028 members. Twelve of these have subsequently been removed from the panel because they are deceased, no longer wished to participate or have moved outwith the South Ayrshire area.

The response rate to this survey was lower than the previous surveys, with 59% of active panel members responding. It was recognised before the survey was carried out that the questionnaire was longer than what might have been considered ideal, and this is highly likely to have had a detrimental impact on the response level. However, this survey continued the downward trend in response rates over the four surveys conducted by FMR. Further investigation of the panel members showed that around one in seven (14%) respondents had not completed any of the previous four surveys. The respondents for this survey were under-represented in terms of younger people, people living in rented accommodation/social housing and people living in areas considered to be more deprived.

Key findings

The key findings on each of the sections of the survey are detailed below.

The Council's vision

Overall, out of the 42 objectives within the Council's vision, all but one had a mode of 10 (on a 10 point scale of perceived importance). That is to say that for 41 out of the 42 objectives most respondents gave the highest rating which highlights the importance placed on these objectives. The exception to this was the objective *Encourage greater access to the countryside* which had a mode of 8.

As the table below shows the mean score given for all objectives was 8.11 out of 10 further emphasising the importance given to the objectives. Theme 2 – reducing inequalities, improving health and increasing the sense of safety – scored the highest mean with 8.19 out of 10, while theme 1 – raising the prosperity of the area – scored a mean of 8.10 and theme 3 – maintenance of streets, beaches & countryside,

promotion of sporting & leisure and maintenance of rural communities – scored a mean of 8.07 out of 10.

	Overall Score	Raising the prosperity of the area	Reducing inequalities, improving health and increasing the sense of safety	Maintenance of streets, beaches & countryside, promotion of sporting & leisure and maintenance of rural communities
Mean	8.11	8.10	8.19	8.07

The following information relates to the feedback that members of the panel highlighted in relation to each of the three themes.

Theme 1 - raising the prosperity of the area

The area which attracted the greatest number of comments (44 respondents) was the provision of business support and incentives to encourage business into the area with particular emphasis on reduced business rates to entice new independent businesses to the town centres. This was followed by comments relating to education and training in South Ayrshire (41 responses) with particular emphasis on the provision of vocational training, apprenticeships and work placements.

“Encourage small businesses by offering low rentals and rates in town centres- charity shops seem to proliferate by preferential treatment.”

“Increased training for modern apprentices to allow young people greater opportunities for meaningful employment“

Theme 2 - Reducing inequalities, improving health and increasing the sense of safety

The greatest number was in relation to making South Ayrshire a safer place to live, work and play (62 responses), with a number of respondents commenting on the need for extra policing

“In my opinion the presence of high visibility policing would give some communities a sense of inclusion and reassurance which is not always to be seen in our towns and villages.”

..... and increased road safety measures.

“A more rigorous stance on enforcing the 20mph speed limit in and around School areas especially during the opening and closing hours of the School”

The issues surrounding the quality and accessibility of health and social care also attracted a number of comments (36 responses).

“Health facilities should be kept local and accessible without involving long journeys.”

Theme 3 - Maintenance of streets, beaches & countryside, promotion of sporting & leisure and maintenance of rural communities

The issues surrounding litter and dog fouling within South Ayrshire attracted the majority of responses (114 responses).

“A lot needs to be done to prevent littering both in terms of advertising and punishment- spitting out chewing gum on the street should become a punishable offence.“

The associated issues regarding the upkeep of beaches, paths and roads, the promotion of civic pride and the impact of climate change and the need to become more sustainable also generated a high number of comments (47, 41 and 37 responses respectively).

“All year beach cleaning”

“Communities need to have more pride in their areas and then they will have more personal responsibility for their appearance”

“... reopen Centrum as leisure facility (it was built on public ground), maintain and retain the Gaiety theatre, where is the Civic heading?”

Involvement and participation in policy issues and public service delivery

Panel members were asked for their views on inclusion and participation on policy issues and public service delivery. This was covered in three main areas: civic activities; level of engagement with local policy issues; and becoming involved in decision making.

Almost three quarters of panel members who responded were involved in one or more of the civic activities listed in the last twelve months, and overall women were more likely to participate than men. The 16-24 age group were less likely to participate than the older panel members. Almost 40% were involved in a voluntary organisation, charity or community group and there were differences between men and women in the types of group they participated in. Sixty four percent said they had voted in the local elections (higher than the published percentage poll figure of 57% overall in South Ayrshire in the May 2007 elections). More than half had signed a petition and 2 out of 5 had contacted an official working for the Council.

Of those who responded to the questions on engagement with local policy issues, 90% agreed or strongly agreed that they belonged to their neighbourhood. More respondents tended to disagree than agree with statements about South Ayrshire Council consulting adequately, being good at listening to people's views, and the option that drew the largest level of disagreement was the statement: I don't need to be consulted because I trust my local Councillor to make the right decisions in regard to Council policy and delivery of public services, with 87% strongly disagreeing or disagreeing. There was a higher level of agreement than disagreement with the statements about public consultations being a waste of time, the desire for being more fully engaged in decisions on public services, and being prepared to attend a meetings to back this up. Questions relating to people's views of Community Councils however, attracted less polarised views.

Focusing more specifically on the Council, 40% of respondents said they would like a bigger say in what the Council does and how it does it and a further 22% said they like to have a say and feel that they do. However, 29% said they would like to know but are happy that the Council does its job. Not surprisingly, there were very few panel members not interested in the Council and its activities.

When asked about Community Councils, more than one in five respondents were unaware that they had one. The lowest level of awareness of Community Councils was in the 16-24 year old cohort. Almost a third of respondents felt that they would like to know what the Community Council is doing but were happy to let them get on with their job.

When asked what would motivate them to become involved in decision making relating to public services, almost two thirds of panel members stated that they would get involved if they felt strongly about the issue, with over half stating that they would get involved if the issue directly affected them. The least commonly cited reason was

in response to having pressure applied by friends and family (1%). Panel members were also asked what discouraged them from taking part, the most common response (41%) was not having the opportunity, and 30% cited not being able to get to the public meetings as a barrier to participation.

When asked what the best ways for the Council to tell local people about opportunities to express their views in consultation, 85% favoured through local newspapers, and 69% favoured a leaflet drop. Respondents preferred method of making their opinions known was by completing surveys such as this (41%), with this being more popular with 16-24 year olds than other age groups. This response was lower in Regeneration Outcome Agreement (ROA) areas 27% compared to 43% of non-ROA areas. In terms of future consultations, 63% stated they would take part in future consultations, although men were more likely to state this than women (70% and 57% respectively).

Participation in the arts and culture sector in South Ayrshire

Panel members were given the opportunity to comment on South Ayrshire's art and culture. Respondents were asked about the arts and cultural activities/venues that they visited or took part in, how information is disseminated about arts and culture, to give their views on the arts and cultural scene and their involvement in arts and cultural organisations.

Eighty eight percent of respondents stated that they had visited arts and cultural facilities with the most popular of the options given being castles/stately homes/historical houses. The main reason respondents gave for never visiting arts and cultural facilities was that they were not interested with one third of respondents stating this.

Participation rates in arts and cultural activities were much lower than the visiting rates, with only 28% stating that they participated in some way. The most popular activities were: visual arts; exhibitions; musical theatre; craft; art festivals and pantomimes/variety shows. Of those who did not participate, 30% stated that they felt that they did not know what was going on, 28% said they did not have enough time, and 24% said they were not interested.

Panel members were asked what would encourage them to visit arts and cultural activities more. Almost half of respondents felt more information on what's on would help and a similar number would like a programme of activities that interested them. Only 13% of respondents stated that they would like to try a new arts or cultural activity.

The majority of respondents who had looked for information about local arts and culture, had found it in the local press (77%), followed by (in order of popularity) leaflets/posters and What's On Guide. Those who lived in ROA areas were more likely to use word of mouth, local radio and TV for information and less likely to use the What's On Guide or to get information from a mailing list. Interestingly, 51% of respondents felt they were not very well informed, so there is perhaps some capacity here for increasing visitor numbers.

Two thirds of respondents said they were either not at all or not very well informed about arts and cultural activities in South Ayrshire.

When asked about the arts and culture 'scene' in South Ayrshire, the most selected word was 'limited', and the four most popular responses were 'negative', with the first 'positive' word selected being 'welcoming' from 17% of respondents. Respondents were also asked about what improvements could be made to the arts and cultural provision, the two most popular answers were a more diverse programme of activities and keeping local theatres and venues open. Respondents particularly mentioned the local theatres such as the Gaiety and Borders being important to arts and cultural activity in South Ayrshire.

It appeared that many respondents travelled to other locations to visit cultural venues. Glasgow was the most frequent choice of destination, with Edinburgh a close second. Respondents visited a variety of venues such as: theatre, classical events, exhibitions, opera, cinema, museums, art galleries, drama and dance. Some locations were visited because of specific attractions, for example Blair Drummond Safari Park.

Recommendations

The survey findings contained much valuable insight and the following recommendations were offered for consideration:

- The Community Planning Partners have been presented with new information from this survey, in particular concerning the Council's vision, engagement with public policy issues and public service delivery, and South Ayrshire's art and culture provision. It is recommended that the Partnership be more proactive in disseminating the results of the SA1000 surveys and also to be more transparent with regard to the actions taken in response to the surveys. This should ensure that SA1000 findings are more effectively utilised within the partnership.
- The panel members have clearly endorsed the Council's vision, which is now described down to the level of four themes underpinned by priorities and specific objectives spread across four themes. The Council might consider involving the panel members in the more formative stages in future vision development work.
- The Council should consider raising the profile of Community Councils among certain sections of the community (in particular urban areas and younger people) while at the same time aiming to encourage a policy of empowering Community Councils in order to promote participation and support within local communities.
- There appears to be an issue around the perceived communication of arts and cultural activities in South Ayrshire. 88% of respondents had visited or participated in at least one of the selection of arts and cultural activities presented in the survey during the past twelve months, and 13% expressed a desire to sample more. However, two thirds felt not at all or not very well informed about arts and cultural activities in South Ayrshire.
- It should also be recognised that there was a substantial negative response from panel members when asked about the arts and cultural 'scene' in South Ayrshire. Respondents felt that improvements could be made, with a more diverse range of arts and culture being introduced. It was also strongly felt that local venues should stay open (in particular, reflecting the strength of feeling regarding the temporary closure of the Gaiety Theatre in 2009, and concerns about whether it would subsequently reopen).
- The SA1000 Panel is now over two years old and as use of the panel has continued is becoming more skewed towards certain groups due to low response from younger aged panel members. Consideration should be given to refreshing the panel.
- As was demonstrated by the low level of response from the 16-24 age group in the survey as a whole and in responses to specific areas of the survey, the Council should consider ways of re-engaging this age group in particular. The Council website and local radio was scored highly by this age group when asked how they would like to communicate over various issues with the Council. These, and perhaps other more 'modern' media could be examined further.

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1 Introduction

1.1 Background

As of April 2004, the SA1000 has been operating on the basis of a joint funding and management arrangement with six key South Ayrshire community planning partnership organisations: South Ayrshire Council; Strathclyde Police; Strathclyde Fire & Rescue; NHS Ayrshire and Arran; Scottish Enterprise Ayrshire; and Communities Scotland. The panel's operation and management are driven by a steering group, where each of these organisations is represented alongside FMR Research.

This report details the findings of the fourth survey FMR has conducted with the SA1000 Citizen's Panel on behalf of the steering group.

1.2 Objectives

This survey had 3 distinct sections and therefore several objectives:

- the Council's vision - within this section the objective was to test the panel's views on the detailed objectives of the priorities within South Ayrshire Council's vision document, '*Securing the Future for South Ayrshire*';
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2 Method

2.1 Survey overview

Postal self-completion questionnaires were sent to all active members of the SA1000 Citizen's Panel, which totalled 1,028 members. Twelve of these have subsequently been removed from the panel because they are deceased, no longer wished to participate or have moved outwith the South Ayrshire area.

2.2 Survey questionnaire design

The SA1000 steering group met in January and March 2008 to discuss the questionnaire design. The questionnaire was then further refined several times following feedback from steering group members until all concerned were satisfied with the questions being posed.

While the majority of the questions were closed (i.e. people were given a selection of responses to tick), there were some open ended questions (i.e. allowing people to respond in their own words). The font size used in the questionnaire was a minimum of 11 or 12 point to aid accessibility and SA1000 letterhead was used to clearly brand the questionnaire as an SA1000 communication as usual. The questionnaire is appended for information.

2.3 Survey administration

Questionnaires were posted to all panel members on 10th April 2008. The front page informed panel members of the good response to previous surveys, introduced the themes of the survey and explained how responses would help to influence the development of South Ayrshire Council's vision for the future. As well as the questionnaire, panel members received a copy of South Ayrshire Council's vision and values document '*Securing the Future for South Ayrshire*' detailing key Council objectives. This was to aid panel members when completing the first section of the questionnaire. Members also received an information leaflet, from NHS Ayrshire and Arran, entitled '*Mind Your Health Strategic Review of Mental Health Services*'.

Panel members were asked to complete and return the questionnaire by 30th April 2008 using the reply-paid envelope included.

Questionnaires were returned directly to FMR, and logged onto the panel database as they arrived. Once the initial return deadline (30th April 2008) had been reached, a reminder (accompanied by another questionnaire and reply-paid envelope) was sent to those panel members who had not responded, with an extended deadline of the 14th May 2008.

2.4 Response rates

A total of 604 responses were received from the 1,016 active panel members, giving a response rate of 59%. There were 393 responses (representing 39% of active panel members) received by the initial deadline, and the reminder letter sent to the 613 non-respondents achieved an additional 211 responses by the revised deadline of the 14th May 2008.

Response rates to each survey administered by FMR have been as follows:

Table 1 Response rates to each survey

	Number of panel members	Number of responses	Response rate
Survey 1	1,037	842	81%
Survey 2	1,036	710	69%
Survey 3	1,028	675	66%
Survey 4	1,016	604	59%

The table above shows that there has been a steady decline in the response rate. There was not much of a reduction between surveys two and three, however, since the last survey there has been a 7% reduction, taking the response rate to less than two thirds of the panel members.

The table below shows the response pattern to all 4 surveys of the existing 1016 panel members only. As can be seen from the table, the latest survey has attracted 4 new respondents.

Table 2 Response pattern

	No.	%
Responded to none	138	14%
Responded to 4th survey only	4	0.4%
Responded to all 4 surveys	496	49%

One hundred and thirty eight panel members have not responded to any of the four surveys. The profile of these members is shown in the tables below. This can be compared to the 'target profile' also shown in the tables, which represents the profile of South Ayrshire. As can be seen, the majority of non-respondents are male, in the younger age groups (16-34), unemployed or students, living in Council properties, living in Ayr, and from Regeneration Outcome Agreement (ROA) areas. If the SA1000 Panel was to be refreshed in order to boost response rates, this suggests the profile of new panel members to be recruited.

Table 3 Profile of non-respondents

Gender/Age	Non respondents				Target Profile	
	Male		Female		Male	Female
	No.	%	No.	%	%	%
16-24	34	25%	24	17%	6%	6%
25-34	26	19%	22	16%	7%	7%
35-44	14	10%	2	1%	9%	10%
45-54	0	0%	5	4%	9%	9%
55-64	3	2%	2	1%	7%	8%
65-74	1	1%	2	1%	6%	7%
75-84	0	0%	3	2%	3%	5%
85+	0	0%	0	0%	1%	2%
	78	57%	60	43%	47%	53%

Employment Status	Non respondents		Target profile
	No.	%	%
full time	54	39%	33%
part time	16	12%	10%
self employed	6	4%	6%
unemployed	26	19%	4%
sick/disabled	3	2%	6%
any student	13	9%	6%
home/family	10	7%	5%
retired	8	6%	26%
other	2	1%	3%

Housing Tenure	Non respondents		Target profile
	No.	%	%
Owner occupier	54	39%	74%
Council or Scottish Homes rented	62	45%	17%
Private rented	9	7%	5%
Other social rented	1	1%	1%
Other (living rent free)	12	9%	3%

Ethnicity	Non respondents		Target profile
	No.	%	%
White	136	99%	99%
Mixed	1	1%	0%
Asian	1	1%	0%
Black	0	0%	0%
Other	0	0%	0%

Sector	Non respondents		Target profile
	No.	%	%
North & East (KA1,2,5,6)	16	12%	12%
Ayr (KA7,8)	67	49%	42%
Troon/Prestwick (KA9,10)	30	22%	29%
South (KA19,26)	25	18%	17%

ROA area	Non respondents		Target profile
	No.	%	%
ROA, yes	36	26%	10%
ROA, no	102	74%	91%

Rural/urban	Non respondents		Target profile
	No.	%	%
Urban	111	79%	80%
Rural	27	21%	20%

2.5 Data-processing and analysis

Once logged, data from the questionnaires were entered onto SPSS, and the open-ended questions were listed and coded. Demographic information was imported to SPSS from the panel database and merged with the survey responses to allow analysis of the data to be undertaken. Data tables were produced and demographic breakdowns in these tables included:

- gender;
- age;
- working status;
- tenure;
- geographic area;
- ROA area; and
- urban/rural distinctions.

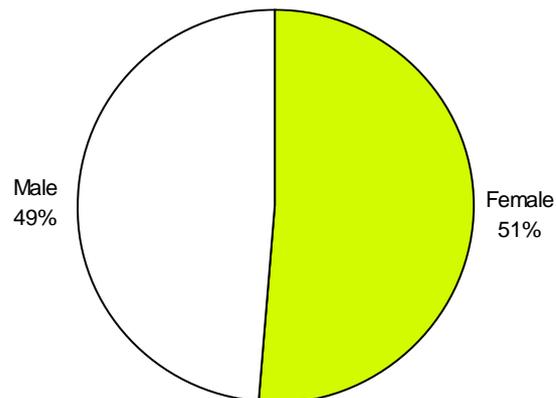
2.6 Profile of respondents

Please note that of the 604 respondents, 5 had obliterated their ID number, making it impossible to identify their demographic information. The charts in this section are therefore based on 599 respondents.

2.6.1 Gender

The gender profile of respondents was 51% female, 49% male in the spring 2008 survey, while in South Ayrshire as a whole the profile is 53% female and 47% male (Census 2001).

Figure 1 Gender



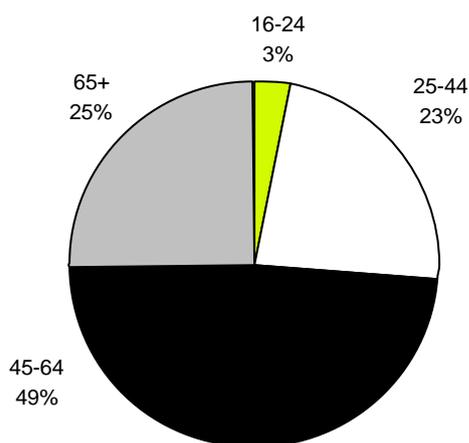
2.6.2 Age

The proportion of young respondents (aged 16-24) was 3% (17 respondents), which is lower than the previous survey figures of 4% in Summer 2007, 5% in Winter 2006 and 7% in Spring 2006 and remains lower than the Census profile of 12%.

The proportion of respondents in the 25 to 44 age group was 23% (140 respondents), which was a slight decrease from the previous two survey figures of 25% and the first survey figure of 29% and remains lower than the Census profile of 31%.

The proportion of respondents in the 45-64 age group had risen by 4% in comparison to the previous survey, whereas the 65+ remained the same at 25%. Both categories were also higher than the Census profile, 45-64 (49% versus 33%) and 65+ (25% versus 23%).

Figure 2 Age



In terms of age profile over the four surveys, table 4 below shows that the younger age groups have always responded to a lesser extent than older age groups (in particular the 16-24 age group) and the trend shows this gap is widening.

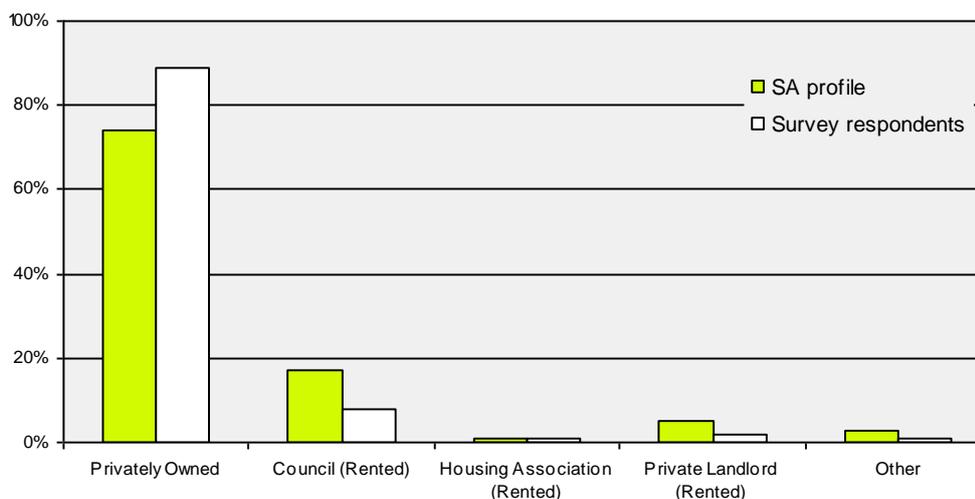
Table 4 Response to all four SA1000 surveys by age group

Age group	SAC Census profile	Survey 1 response	Survey 2 response	Survey 3 response	Survey 4 response
16-24	12%	7%	5%	4%	3%
25-44	32%	29%	25%	25%	23%
45-64	33%	41%	45%	46%	49%
65+	23%	23%	25%	25%	25%

2.6.3 Housing tenure

Eighty nine percent (532 respondents) owned their own homes, which is slightly higher than the Summer 2007 survey (87%, 589 respondents). Most other respondents lived in Council properties (8%, 45 respondents) and 2% (10 respondents) rented from a private landlord. The remaining 2% (12 respondents) either rented from a housing association or had some other tenure status. Figure 3 shows the profile of respondents compared to the profile of South Ayrshire residents.

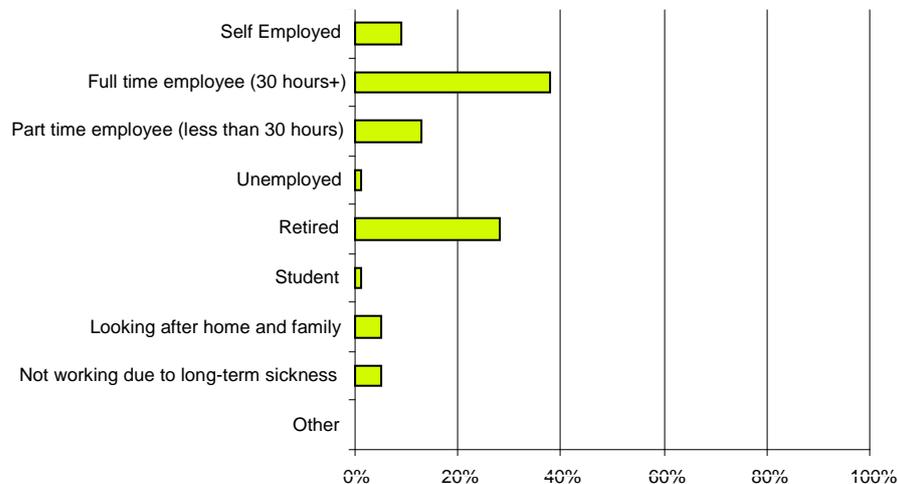
Figure 3 Housing tenure



2.6.4 Employment status

The employment status profile has been very similar in all four surveys. Sixty percent (357 respondents) were in employment, 28% (168 respondents) were retired and 12% (74 respondents) were not in paid employment. The proportion of respondents in paid employment is higher than the 2001 Census profile (51%) and lower for those not in paid employment (24%).

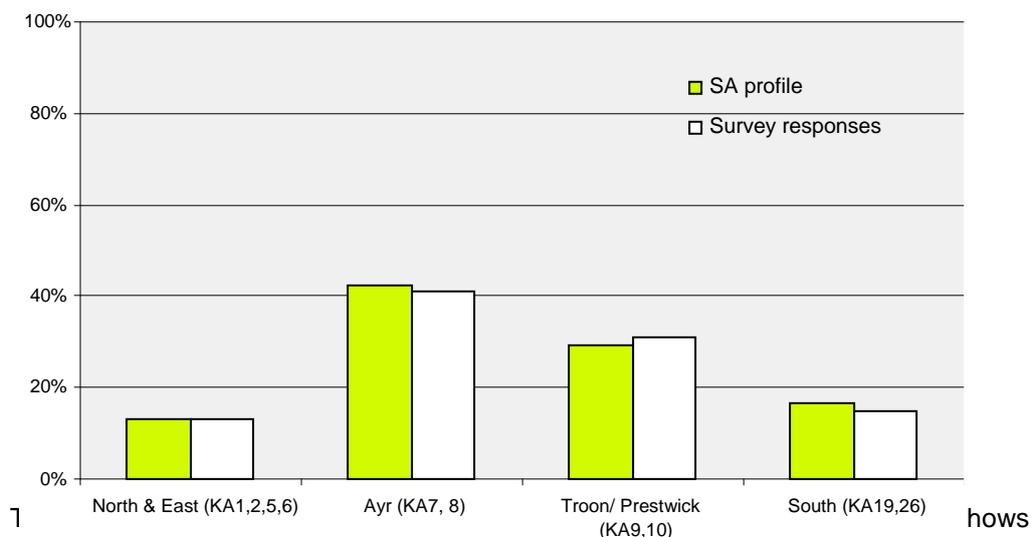
Figure 4 Employment status



2.6.5 Geographic area

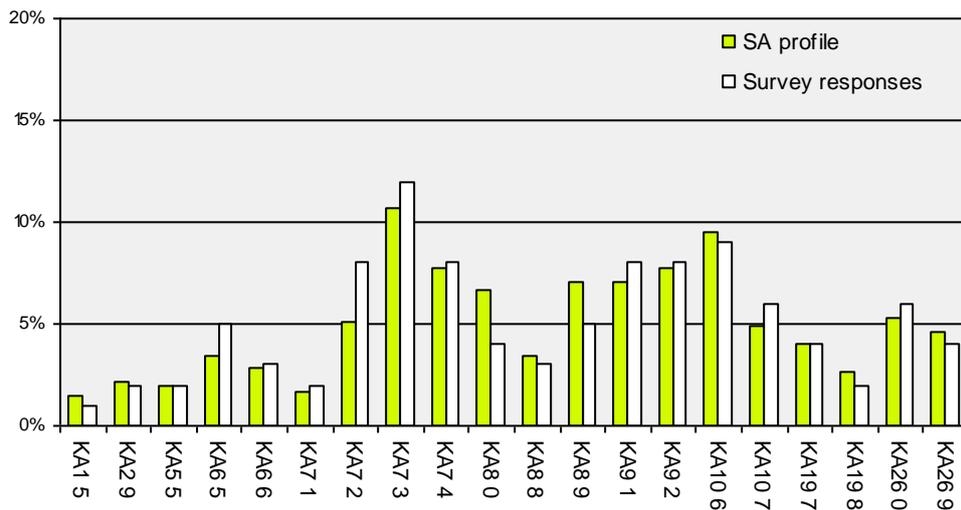
The area where respondents live is shown in the chart below, along with 2001 Census figures for the overall South Ayrshire profile shown for comparison (which illustrate a representative response across the area to the 4th survey).

Figure 5 Geographic area (broad categories) compared to South Ayrshire profile



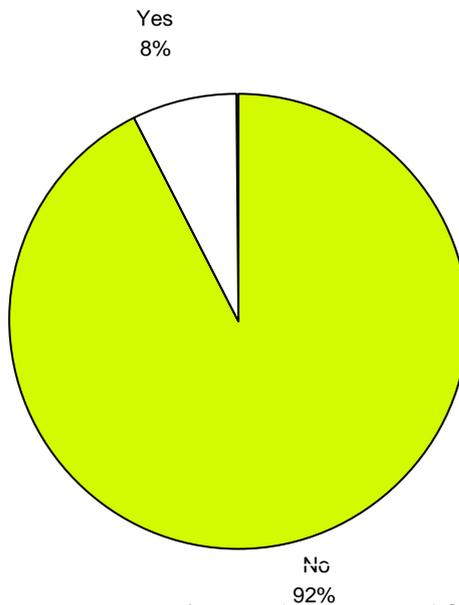
there was a particularly poor response from the KA8 area of Ayr.

Figure 6 Geographic area compared to SA profile



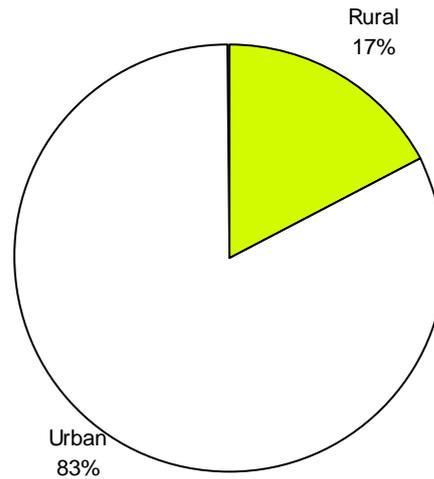
Eight percent (45 respondents) came from Regeneration Outcome Agreement (ROA) areas, 1% lower than the previous 2 surveys but still similar to the South Ayrshire profile (9%).

Figure 7 ROA area



Seventeen percent (104 respondents) came from areas of South Ayrshire deemed to be rural. This is the same as the Census profile.

Figure 8 Urban/rural



The following table compares the profile of respondents to this 4th survey with the overall profile of the current panel and the profile of South Ayrshire residents overall.

Table 4 Comparative profiles

	South Ayrshire	Current Panel	4th Survey
Male	47%	50%	49%
Female	53%	50%	51%
16-24	12%	13%	3%
25-34	14%	13%	6%
35-44	18%	18%	18%
45-54	18%	19%	24%
55-64	15%	18%	24%
65-74	13%	12%	16%
75-84	8%	7%	8%
85+	2%	1%	1%
full time	33%	38%	38%
part time	10%	12%	13%
self emp	6%	8%	9%
unemp	4%	6%	1%
sick/disabled	6%	4%	5%
any student	6%	4%	1%
home/family	5%	5%	5%
retired, inc 74+	26%	22%	28%
other	3%	1%	0%
Owner occupier	74%	77%	89%
Council or Scottish Homes rented	17%	16%	8%
Private rented	5%	3%	2%
Other social rented	1%	1%	1%
Other (living rent free)	3%	3%	1%
North & East (KA1,2,5,6)	12%	13%	13%
Ayr (KA7,8)	42%	42%	41%
Troon/Prestwick (KA9,10)	29%	29%	31%
South (KA19,26)	17%	16%	15%

	South Ayrshire	Current Panel	4th Survey
White	99%	99%	99%
Mixed	0%	0%	0%
Asian	0%	1%	0%
Black	0%	0%	0%
Other	0%	0%	0%
ROA, yes	10%	12%	8%
ROA, no	91%	88%	92%
Urban	83%	81%	83%
Rural	17%	19%	17%

3 Key findings

3.1 Introduction

This section presents the key findings from the survey, following the structure of the questionnaire as follows:

- the Council's vision;
- involvement and participation in policy issues and public service delivery; and
- participation in the arts and culture sector in South Ayrshire.

Please note that not every panel member completed every question: the 'n' value below each figure represents the number of people who answered each question, and missing values are omitted. The responses are therefore from those who answered the question and the number of non-respondents should be borne in mind. Where any percentages do not sum to exactly 100%, this is due to rounding or where more than one response could be given to a question.

3.2 The Council's vision

In the first section of the questionnaire, panel members were asked to refer to the enclosed copy of '*Securing the Future for South Ayrshire*', which outlines the Council's priorities for the future under four themes.

Each theme of the Council's vision has high level priorities and under each priority there are a number of key objectives the Council and its partners aims to achieve. Panel members were asked to rate each of the objectives from 1 to 10 where 1 was very unimportant and 10 very important. Panel respondents were also given the opportunity to comment in an open question on each of the themes. The three of the vision's four themes that panel members were asked to score were:

- raising the prosperity of the area – which has 4 priorities and 17 objectives;
- reducing inequalities, improving health and increasing the sense of safety – which has 4 priorities and 10 objectives; and
- maintenance of streets, beaches & countryside, promotion of sporting & leisure and maintenance of rural communities – this theme has 5 priorities and 15 objectives.

3.2.1 Overview of panel response to South Ayrshire Council's vision objectives

Overall, out of the 42 objectives within the Council's vision, all but one had a mode of 10 (on a 10 point scale of perceived importance). That is to say that for 41 out of the 42 objectives most respondents gave the highest rating which highlights the importance placed on these objectives. The exception to this was the objective *Encourage greater access to the countryside* which had a mode of 8.

As table 5 below shows, the mean score given for all objectives was 8.11 out of 10 further emphasising the importance given to the objectives. The scoring of individual objectives ranged from 9.12 (*Ensure our streets and beaches are clean*) to 7.04 (*Prepare a climate change action plan*). Theme 2 – reducing inequalities, improving health and increasing the sense of safety – scored the highest mean with 8.19 out of 10, while theme 1 – raising the prosperity of the area – scored a mean of 8.10 and theme 3 – maintenance of streets, beaches & countryside, promotion of sporting & leisure and maintenance of rural communities – scored a mean of 8.07 out of 10.

Table 5 Mean scores of vision themes

	Overall Score	Raising the prosperity of the area	Reducing inequalities, improving health and increasing the sense of safety	Maintenance of streets, beaches & countryside, promotion of sporting & leisure and maintenance of rural communities
Mean	8.11	8.10	8.19	8.07

The further two tables show the highest ranked and the lowest ranked objectives. Table 6 shows the highest ranked objectives that scored 5% above the mean of 8.11 – i.e. a mean of 8.5 and above. Table 7 shows the objectives that scored 5% below the mean of 8.11 or less – i.e. a mean of 7.7 or below.

Table 6 Highest scoring objectives

Objective	Mean score
Ensure our streets and beaches are clean	9.12
Make SA an attractive place to live and visit	9.08
Work with partners to tackle the underlying causes of crime and anti-social behaviour, including poverty, alcohol misuse and drug addiction	8.98
Ensure well-kept open spaces and buildings	8.81
Increase employment opportunities in the area and attract new businesses by making it easier to set them up	8.81
Re-develop our town centres and improve transport links	8.79
Ensure that the needs of older people are met	8.72
Help improve the local economy	8.69
Encourage people and businesses to recycle more and reduce the waste that they generate	8.55

Table 7 Lowest scoring objectives

Objective	Mean score
Prepare a climate change action plan and work with local and national partners, as well as the local community, to deliver an effective strategy, including minimising air and water pollution	7.04
Actively plan for the impacts of climate change, especially the effects in relation to flood risk and biodiversity	7.24
Look in a rounded way at the needs of learners and respond accordingly	7.40
Encourage greater access to the countryside	7.41
Work with housing associations and private landlords to increase the supply and quality of rented housing	7.48
Improve and sustain lifelong learning and personal development	7.58
Increase the availability of housing as a way of attracting people and businesses in SA	7.60
Promote employment opportunities through social enterprises and the public sector	7.69
Work with developers to increase the availability of affordable homes	7.70

3.2.2 Theme 1 – Raising the prosperity of the area

Raising the prosperity of the area is the economic theme of South Ayrshire Council’s vision and also incorporates housing as well as education and training. As can be seen from the table below the average mean score given to this theme was 8.10. The highest priority was *Increase the opportunities for business development and promote inward investment* with a mean of 8.46 out of 10.

Table 8 Theme 1 – Raising the prosperity of the area

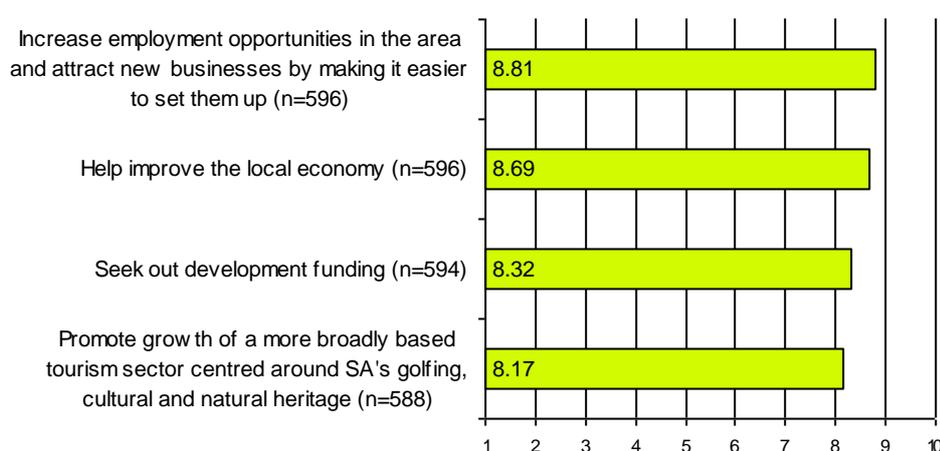
Theme/priority	Mean score
Overall theme – raising the prosperity of the area	8.10
Increase the opportunities for business development and promote inward investment	8.46
Develop our town centres and strengthen links with Central Scotland, Ireland and Europe	8.42
Ensure an adequate supply of affordable housing	7.59
Improve the quality and continuity of education and training	7.80

Priority 1 *Increase the opportunities for business development and promote inward investment*

Within the priority of *increase the opportunities for business development and promote inward investment*, the highest scoring objective was ‘increasing employment opportunities in the area and attract new businesses by making it easier to set them up’ which had the highest mean among the objectives in this priority at 8.81 and was closely followed by ‘help improve the local economy’ at 8.69.

Women, the 45-64 age group, other housing tenure, those not employed, those living in the North & East as well as those respondents in ROA areas generally all scored the objectives under this priority above the average score.

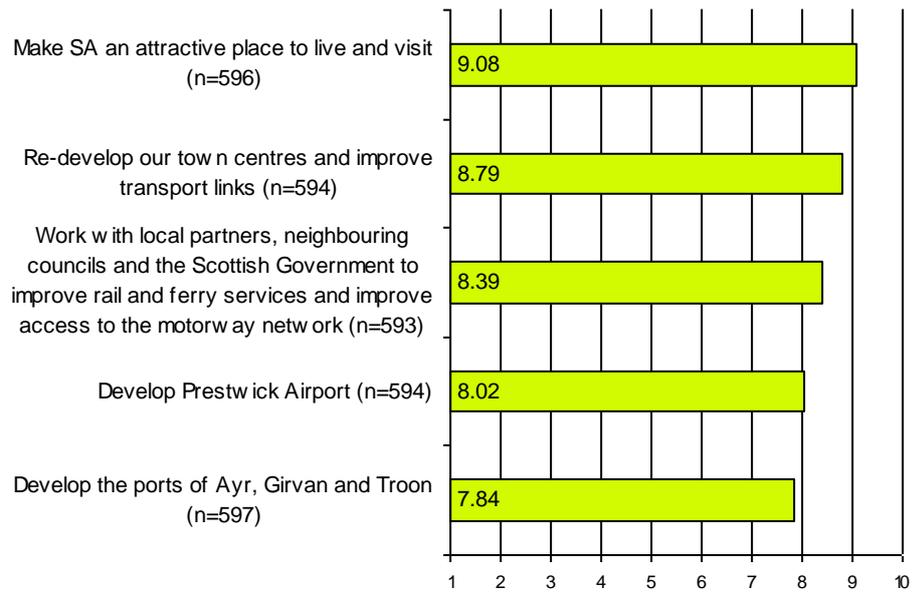
Figure 9 Increase the opportunities for business development and promote inward investment



Priority 2 *Develop our town centres and strengthen links with Central Scotland, Ireland and Europe*

‘Make South Ayrshire an attractive place to live and visit’ was not only scored the highest by respondents under the priority of *develop our town centres and strengthen links with Central Scotland, Ireland and Europe* but was also the highest scored objective in this theme at 9.08. The average mean score for this priority was 8.42. Women, the two older age groups, the retired, those living in Ayr and those living in ROA areas generally scored the objectives under this priority higher than average.

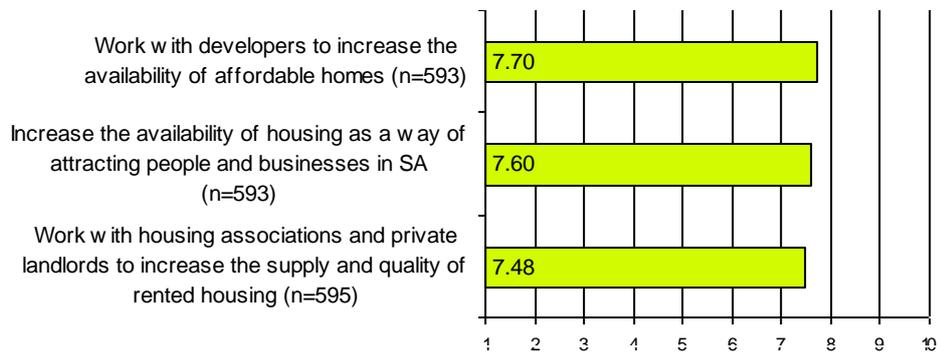
Figure 10 Develop our town centres and strengthen links with Central Scotland, Ireland and Europe



Priority 3 Ensure an adequate supply of affordable housing

The objectives under the priority *ensure an adequate supply of affordable housing* generally scored the lowest under theme one of *raising the prosperity of the area*. While this was the case overall, women, the youngest and oldest age groups, those with other housing tenure, not employed and retired, those living in Ayr and the South, and in ROA areas generally scored the objectives higher than average. Those respondents with other housing tenure and who lived in ROA areas gave significantly higher scores to these objectives than other groups of respondents.

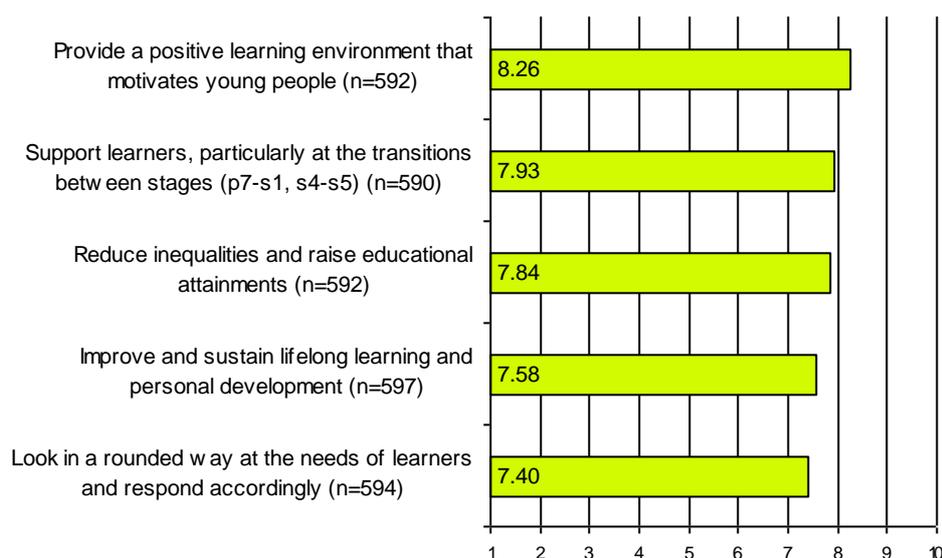
Figure 11 Ensure an adequate supply of affordable housing



Priority 4 Improve the quality and continuity of education and training

Under the priority of *improve the quality and continuity of education and training*, the objective 'provide a positive learning environment that motivates young people' scored highest among panel respondents at 8.26. While the average mean score for this priority was 7.80, the groups that generally tended to score higher were women, the youngest and oldest age groups, other housing tenure, not employed and retired, those living in Ayr and in ROA areas.

Figure 12 Improve the quality and continuity of education and training



3.2.3 Theme 2 – Reducing inequalities, improving health and increasing the sense of safety

The theme *reducing inequalities, improving health and increasing the sense of safety* covers issues of health & social care, services for children and young people and promotion of employment policies. This theme scored an average mean of 8.19 and was scored highest among the three themes by panel respondents. The highest scoring priority under this theme was *make South Ayrshire an even safer place to live, work and play* at 8.53.

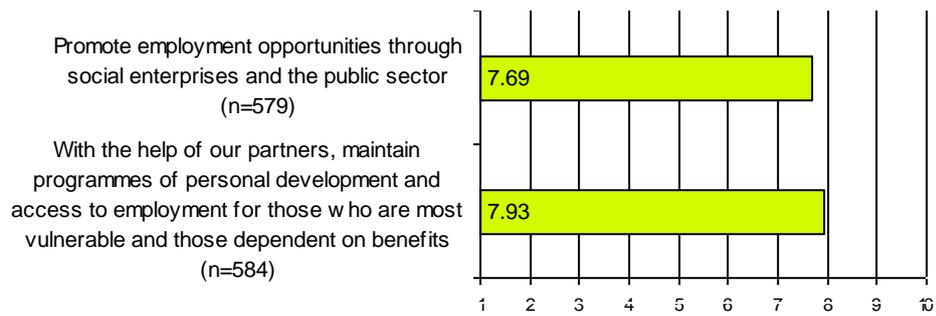
Table 9 Theme 2 – reducing inequalities, improving health and increasing the sense of safety

Theme/priority	Mean score
Overall theme – reducing inequalities, improving health and increasing the sense of safety	8.19
Tackle poverty and help create employment opportunities	7.80
Improve the quality and accessibility of health and care services	8.26
Integrate and develop services for children and young people	8.12
Make South Ayrshire an even safer place to live, work and play	8.53

Priority 1 Tackle poverty and help create employment opportunities

The priority *tackle poverty and help create employment opportunities* was the lowest scoring priority under this theme. Those groups of respondents who lived within other housing tenure, were not employed, lived in the North & East and in ROA areas scored the objectives significantly higher than average.

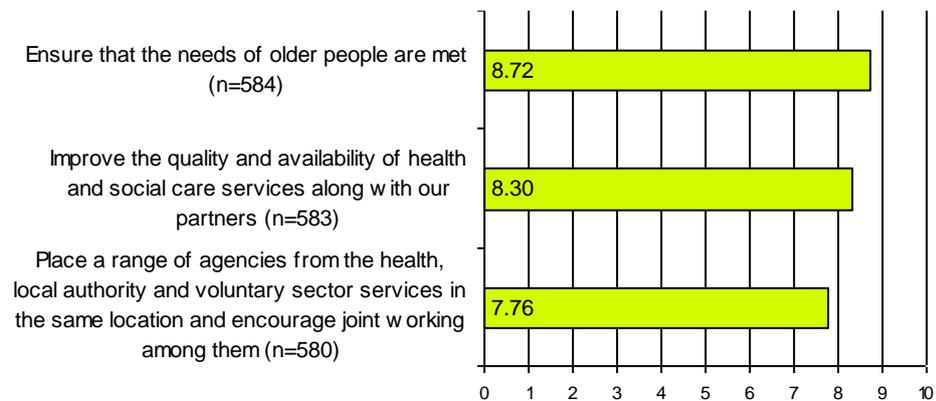
Figure 13 Tackle poverty and help create employment opportunities



Priority 2 Improve the quality and accessibility of health and care services

The priority *improve the quality and accessibility of health and care services* overall scored 8.26, with the highest scoring objective under this priority being ‘ensure the needs of older people are met’ with a mean of 8.72. Generally among the three objectives for this theme women, the two older age groups, those living in other housing tenure, those who were not employed or retired, those groups living in North & East and ROA areas scored higher than average.

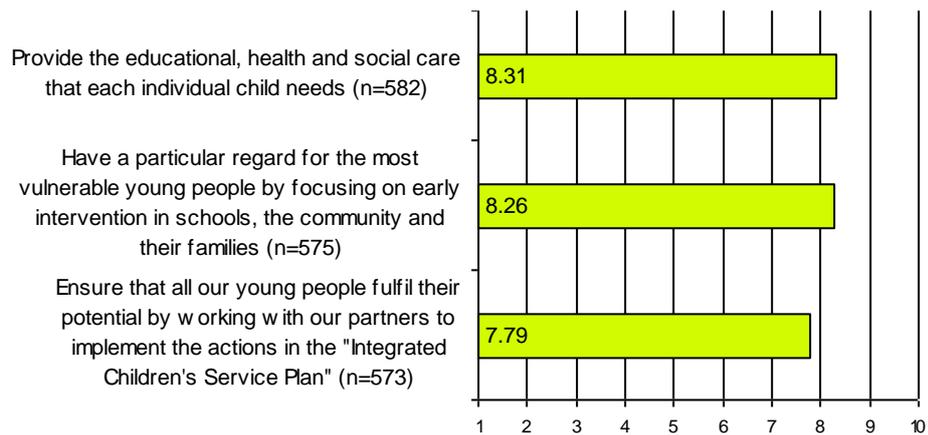
Figure 14 Improve the quality and accessibility of health and care services



Priority 3 Integrate and develop services for children and young people

The priority *integrate and develop services for children and young people* scored a mean of 8.12. The highest rated objective by panel respondents under this priority was ‘provide the educational, health and social care that each individual child needs’ which scored a mean of 8.31. Again those groups showing the highest scores among this priority tended to be women, the younger age group, those living in other housing tenure, not employed, living in the North & East area and ROA areas.

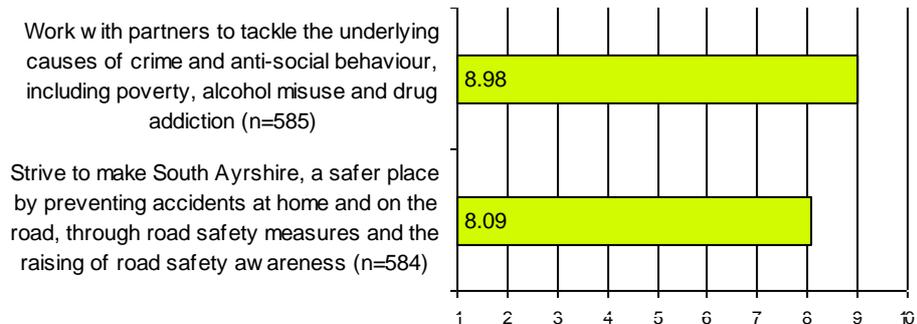
Figure 15 Integrate and develop services for children and young people



Priority 4 Make South Ayrshire an even safer place to live, work and play

The last priority under this theme, *make South Ayrshire an even safer place to live, work and play* scored a mean of 8.53 which was the highest among the four priorities in this theme. Working with partners to tackle the underlying causes of crime and anti-social behaviour, including poverty, alcohol and drug addiction scored particularly high at 8.98 and was rated significantly high by both the younger and older age groups, other housing tenure, those not employed and the retired.

Figure 16 Make South Ayrshire an even safer place to live, work and play



3.2.4 Theme 3 – Maintenance of streets, beaches & countryside, promotion of sporting & leisure and maintenance of rural communities

This theme refers to objectives covering environmental issues and sustainability as well as access to the countryside. This theme scored the lowest mean among the three at 8.07. Having said this, the priority *promote civic pride* received the highest mean score out of all 15 priorities at 8.60 and within this priority the objective 'ensure our streets and beaches are clean' was the highest scoring objective out of all 42.

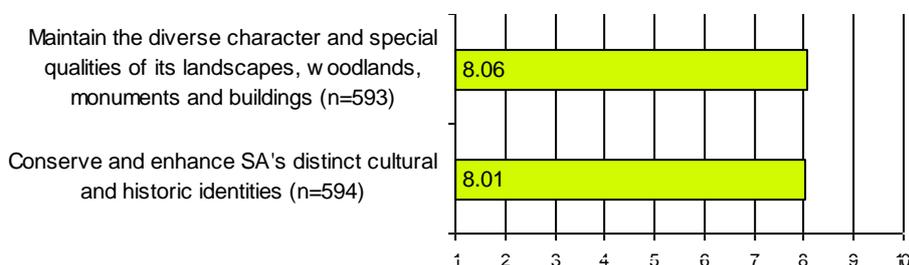
Table 10 Theme 3 – Maintenance of streets, beaches & countryside, promotion of sporting & leisure and maintenance of rural communities

Theme/priority	Mean score
Overall theme – Maintenance of streets, beaches & countryside, promotion of sporting & leisure and maintenance of rural communities	8.07
Conserve and enhance our natural and built heritage	8.03
Adapt to the impacts of climate change and become more sustainable	7.76
Promote civic pride	8.60
Support and develop sporting, leisure and cultural opportunities	8.09
Improve the viability of rural communities	8.23

Priority 1 Conserve and enhance our natural and built heritage

Both the objectives within the priority *conserve and enhance our natural and built heritage* scored similarly to each other with means of just above 8. Generally, for both objectives, women, the 65+ age group, those not in employment and those living in Ayr and the ROA areas tended to score more highly.

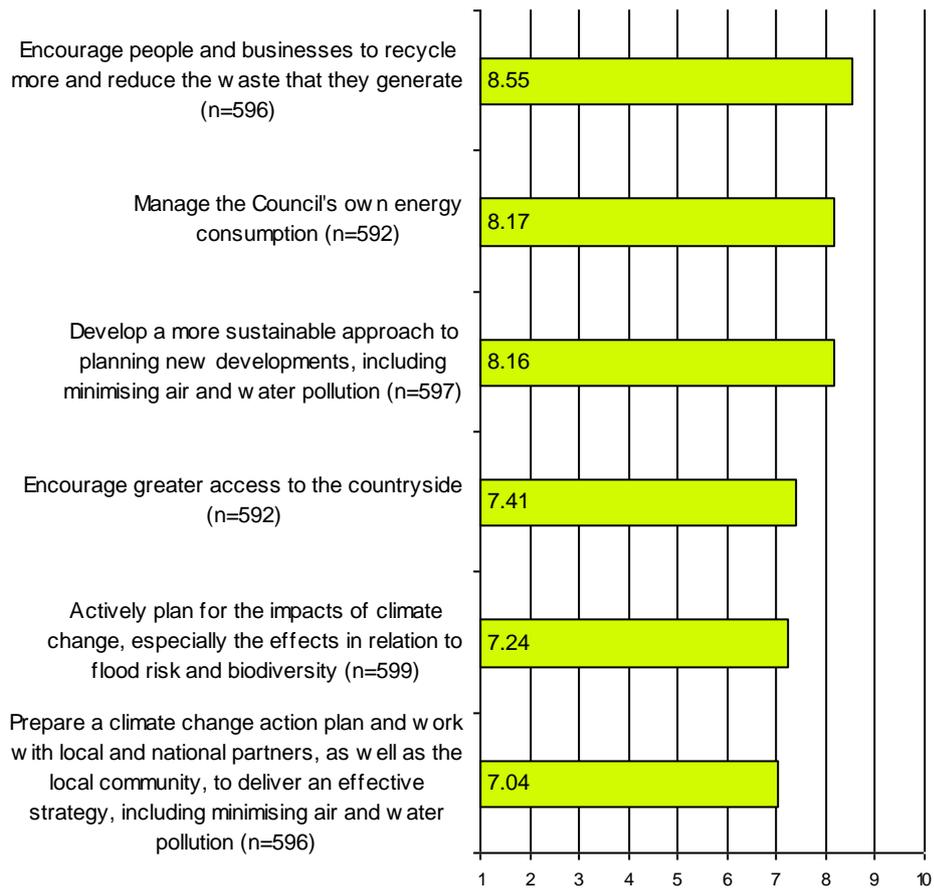
Figure 17 Conserve and enhance our natural and built heritage



Priority 2 Adapt to the impacts of climate change and become more sustainable

The priority *adapt to the impacts of climate change and become more sustainable* scored lowest (7.76) under this theme. However the three objectives 'encourage people and businesses to recycle more and reduce the waste that they generate', 'manage the Council's own energy consumption' and 'develop a more sustainable approach to planning new developments, including minimising air and water pollution' all scored above 8. The objective 'prepare a climate change action plan' was the lowest scoring objective out of all 42 and received a mean score of 7.04.

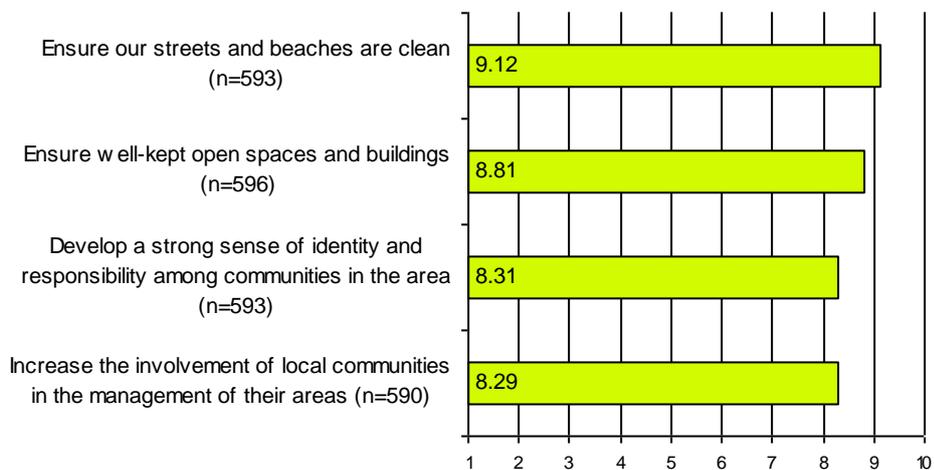
Figure 18 Adapt to the impacts of climate change and become more sustainable



Priority 3 Promote civic pride

The priority *promote civic pride* was the highest ranking priority out of all 15 with the objective 'ensure our streets and beaches are clean' the highest ranked objective of all 42. Those panel respondents in the 65+ age group and from Ayr scored these objectives particularly highly.

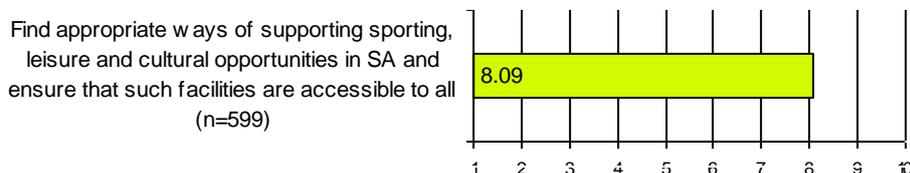
Figure 19 Promote civic pride



Priority 4 Support and develop sporting, leisure and cultural opportunities

There was only one objective in the *support and develop sporting, leisure and cultural opportunities* priority and this scored above 8. Above average scores were to be found among the 16-24 age group, those not employed, and within Ayr and ROA areas.

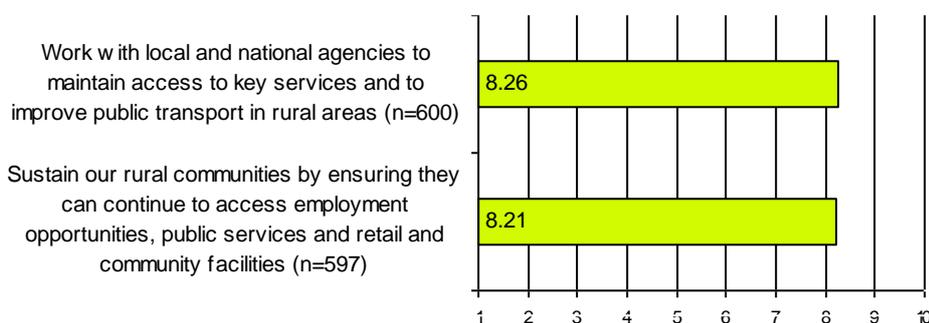
Figure 20 Support and develop sporting, leisure and cultural opportunities



Priority 5 Improve the viability of rural communities

The priority *improve the viability of rural communities* received a high mean score of 8.23 and unsurprisingly the group which gave the highest scores on both objectives were those living in rural areas.

Figure 21 Improve the viability of rural communities



3.2.5 Comments on themes and priorities

Following the rating of themes and priorities, respondents were given the opportunity to comment on each theme or priority. The responses given are summarised below with examples of verbatim responses given in italics.

Theme 1

One hundred and fifty nine respondents gave comments on theme one. The area which attracted the greatest number of comments (44 respondents) was the provision of business support and incentives to encourage business into the area with particular emphasis on reduced business rates to entice new independent businesses to the town centres.

“Encourage small businesses by offering low rentals and rates in town centres- charity shops seem to proliferate by preferential treatment.”

This was followed by comments relating to education and training in South Ayrshire (41 responses) with particular emphasis on the provision of vocational training, apprenticeships and work placements.

“Increased training for modern apprentices to allow young people greater opportunities for meaningful employment”

Other priority areas commented on, in relation to raising the prosperity of the area, were comments relating to: the need for development of towns in general (19

responses), comments both in support and against housing development (16 responses), the development of the tourism industry (12 responses), the development of the ports and airports in particular the development of Prestwick (11 responses), increasing employment opportunities (10 responses), the environmental concerns arising from considerable development (8 responses) and some comments relating to the requirement for improved transport links (6 responses).

There were a number of other individual comments made in relation to this theme (10 responses) which were mainly general comments as well as a number relating to the questionnaire (9 responses). Ten responses were unrelated to the issue of raising prosperity.

The other comments made tended to be general comments in relation to the theme of raising prosperity with a number of them being quite negative.

“A noble vision, but we all know re-development costs money and that is something the Council does not appear to have, nor will the private sector be prepared to provide in the foreseeable future.”

“Have a close look at the planning department of the Council- they do not appear to maintain a logical approach”

“The Council's potential for influencing the economic prosperity of the area may be limited, as external regional, national and international factors generally override- however the Council could reduce obstacles.”

“The Council seem too be more interested, i.e. active, in closing down facilities, than promotion new ones. Theatres, toilets, old folks lunch club. Prosperity comes from development not retrenchment.”

“This is number one - only by creating wealth can any of the other laudable objectives be achieved.”

“This is the main priority for rapidly declining SA”

Ten responses were unrelated to the issue of raising prosperity and a number of comments were related to the questionnaire (10 responses).

“All issues are important and I found that the questionnaire was irrelevant as I could have answered all as 10.”

“These are all obvious statements which all SA residents would be in agreement with but how will the Council achieve them? There are no solutions and targets here! A vision statement is nothing more than hot air unless there is evidential progress towards the aims.”

Theme 2

In relation to theme two, reducing inequality, improving health and increasing the sense of safety, one hundred and thirty six respondents commented on the priorities identified within this theme.

The greatest number was in relation to making South Ayrshire a safer place to live, work and play (62 responses), with a number of respondents commenting on the need for extra policing

“In my opinion the presence of high visibility policing would give some communities a sense of inclusion and reassurance which is not always to be seen in our towns and villages.”

..... and increased road safety measures.

"A more rigorous stance on enforcing the 20mph speed limit in and around School areas especially during the opening and closing hours of the School"

The issues surrounding the quality and accessibility of health and social care also attracted a number of comments (36 responses).

"Health facilities should be kept local and accessible without involving long journeys."

A number of comments were made in relation to the provision of educational, health and social care that every child needs (16 responses), the need to tackle poverty and help create employment opportunities (9 responses) and comments relating to the integration and development of services for children and young people in line with the "Integrated Children's Service Plan" (8 responses).

There were six other comments made which were more general comments.

"Alas, inequalities will always be with us, but instilling a positive attitude rather than apathy about the less fortunate is a challenging concept, but one which should be strived for".

"Less planning/talking- more action"

"Take the lead against ageism, despite the general concept throughout the UK brain death is not automatic at 55. We should take a look and learn from our transatlantic cousins on how they deal with this."

"The council should disperse activities around the council area"

"The objectives can best be met by POSITIVE ACTION let's see some proposals!"

"With the diverse cultural communities we are cultivating, provision has to be made to accommodate this"

Again a number of the responses (10 responses) related to the questionnaire not the theme

"Any ideas, proposals etc should be made known to as wide a span of its residents as possible with an advisory manner of them making known their individual/group collective opinions"

"I feel that these are very much 'leading questions' of course it is important to reduce inequalities etc, however the phraseology used does not appear reflective of proper questioning in these areas; and whilst it is important I do not feel that it needs to be done in the 'nanny state' approach that the Council appears to take."

Theme 3

The highest numbers of comments were made in relation to the final theme: the maintenance of clean and attractive streets, beaches and countryside, the promotion of sporting and leisure activities and the maintenance of our rural communities (249 respondents).

The issues surrounding litter and dog fouling within South Ayrshire attracted the majority of responses (114 responses).

“A lot needs to be done to prevent littering both in terms of advertising and punishment- spitting out chewing gum on the street should become a punishable offence.”

“Attention should be taken to the recent numerous letters, not only in the Ayrshire Post, but reaching the Herald as well, regarding the problems with litter and drawing attention to the fact that there do not appear to be any litter wardens in evidence - especially in Prestwick - without whom the litter fines cannot be levied. This should be addressed.”

The associated issues regarding the upkeep of beaches, paths and roads, the promotion of civic pride and the impact of climate change and the need to become more sustainable also generated a significant number of comments (47, 41 and 37 responses respectively).

“All year beach cleaning”

“Communities need to have more pride in their areas and then they will have more personal responsibility for their appearance”

“All new developments should be carbon neutral - rapidly introduce non means-tested grants for small scaled solar water systems and wind generation for householders.”

There were also a number of comments made regarding the support and development of sporting, leisure and cultural activities (42 responses).

“... reopen Centrum as leisure facility (it was built on public ground), maintain and retain the Gaiety theatre, where is the Civic heading?”

Comments were made on a number of other issues relating to this theme including: improving the viability of rural communities (21 responses), the need to conserve and enhance South Ayrshire's heritage (20 responses) and comments relating to the provision of public toilets and other local amenities (16 responses).

There were two other responses which were general comments regarding the Council's performance in the area.

“Council are doing a good job but can't afford to take their foot off the pedal.”

Again there were comments on the questionnaire and its content (4 responses).

“I was under the impression that these issues were already under the remit of the Council. I'd hate to think the Council just sit on their xxxxx making up questionnaires and thinking about serving the community.”

3.3 Involvement and participation in policy issues/public service delivery

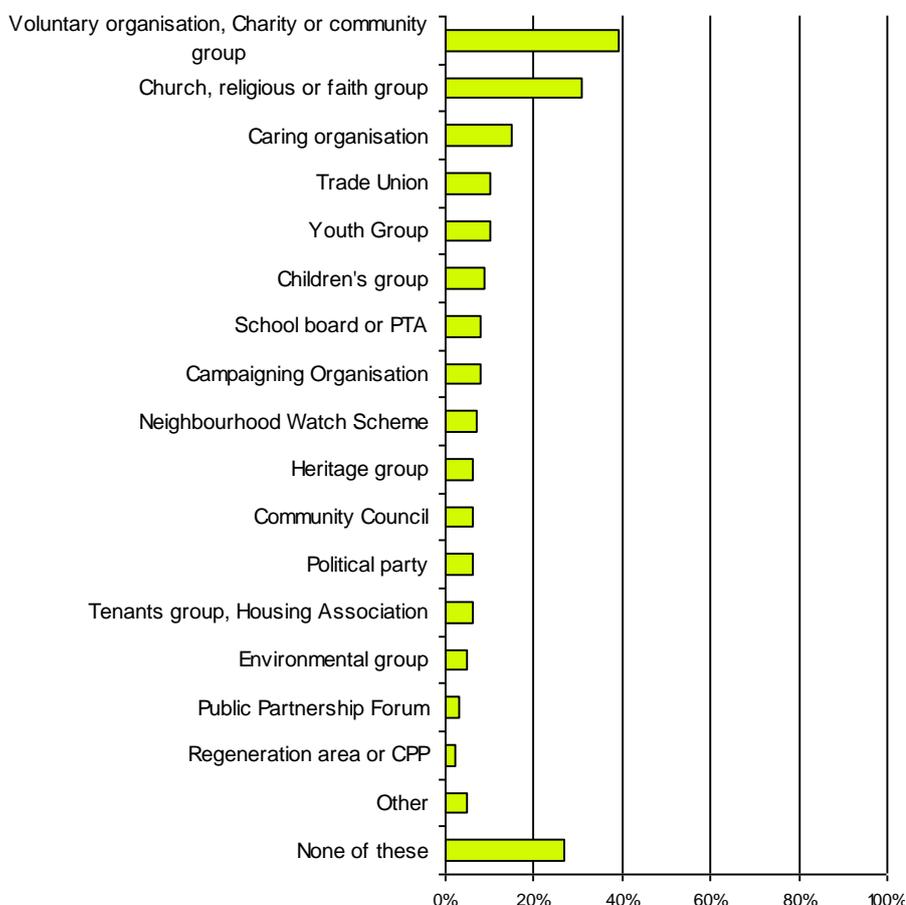
The second section of the questionnaire focussed on current participation in civic activities and aimed to find out how engaged panel members felt in local policy issues and what could be done to increase their involvement in decisions taken about public service delivery locally.

3.3.1 Civic activities

The first question presented panel members with a list of groups and organisations and asked them to select those they had been involved with in the last 12 months. Nineteen panel members did not respond to this question and these have been omitted from the chart below.

Thirty nine percent (228 respondents) had been involved with a voluntary organisation, charity or community group within the last 12 months, the second most frequently cited response was church, religious or faith group (31%, 180 respondents) and 15% (90 respondents) had been involved with a caring organisation. One hundred and fifty eight respondents (27%) stated that they had not been involved in any of the groups or organisations listed.

Figure 22 Which of the following have you been involved with in the last 12 months?



n=585

In terms of results by gender, 76% of women (223 respondents) had been involved with one or more organisations compared to 70% (201 respondents) of men. Those panel members aged 16-24 were less involved than the older age groups, with only 47% (8 respondents) of 16-24 year olds saying they had been involved with any of the

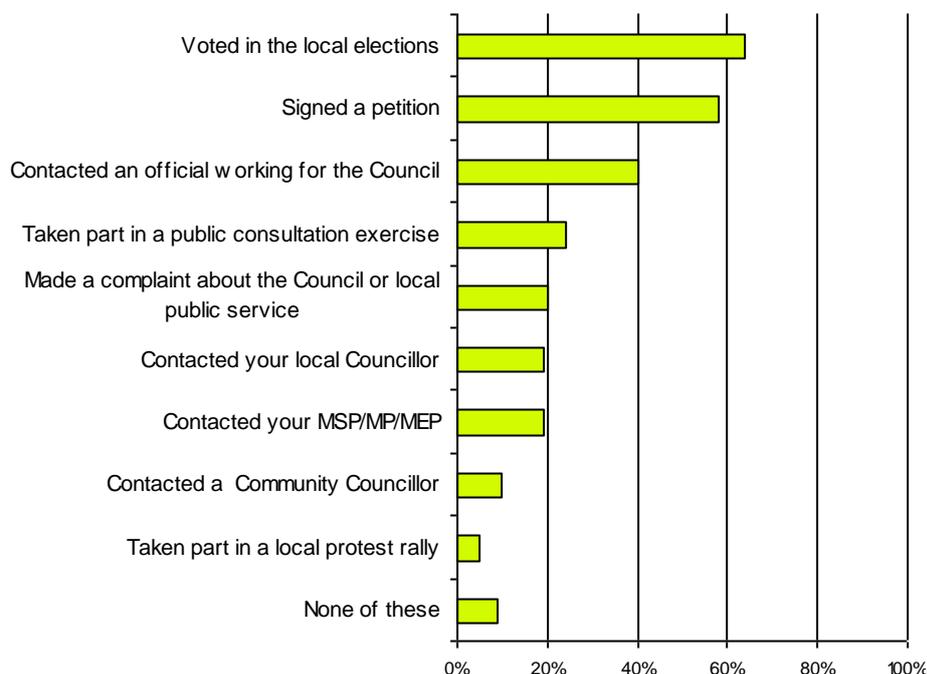
organisations mentioned, compared to between 72% and 76% of other age groups. In addition, those living in privately owned homes and not living in ROA areas were more likely to have some involvement.

Women were slightly more inclined than men to have been involved with a voluntary organisation, charity or community group, church, religions or faith group, caring organisation, or children's group, whereas men were more likely than women to have been involved in a trade union or campaigning organisation.

Other results were similar when split by demographics, or at least any differences could not be described as significant.

Panel members were then provided with a list of actions and asked to select the ones they had undertaken in the last 12 months. Again those who gave no response to the question have been omitted from the chart. The top three cited responses were voted in the local elections (64%, 382 respondents), signed a petition (58%, 345 respondents) and contacted an official working for the council (40%, 236 respondents). The action carried out by the least amount of panel members was taken part in a local protest rally (5%, 28 respondents). Nine percent (52 respondents) had not taken part in any of the actions.

Figure 23 Which of the following things have you done in the last 12 months?



n=595

There were no significant differences according to demographics for actions carried out in the last 12 months.

3.3.2 Level of engagement with local policy issues

Panel members were presented with a list of statements and asked to what extent they agreed or disagreed with them. The chart below shows the responses of those who were able to give an opinion (please note the number of respondents on the y axis). A higher percentage either agreed or strongly agreed than disagreed or strongly disagreed with:

- *'I feel that I belong to my neighbourhood'* (90% agreed or strongly agreed, 521 respondents),

-
- *'public consultations by the council are a waste of time because the decisions have already been taken in advance'* (71%, 368 respondents),
 - *'the Scottish Government has more influence on public services than the local council'* (79%, 395 respondents),
 - *'I would like to be more fully engaged in the decisions to take on local public services'* (84%, 437 respondents) and
 - *'I would be prepared to attend local public meetings to do this'* (79%, 385 respondents).

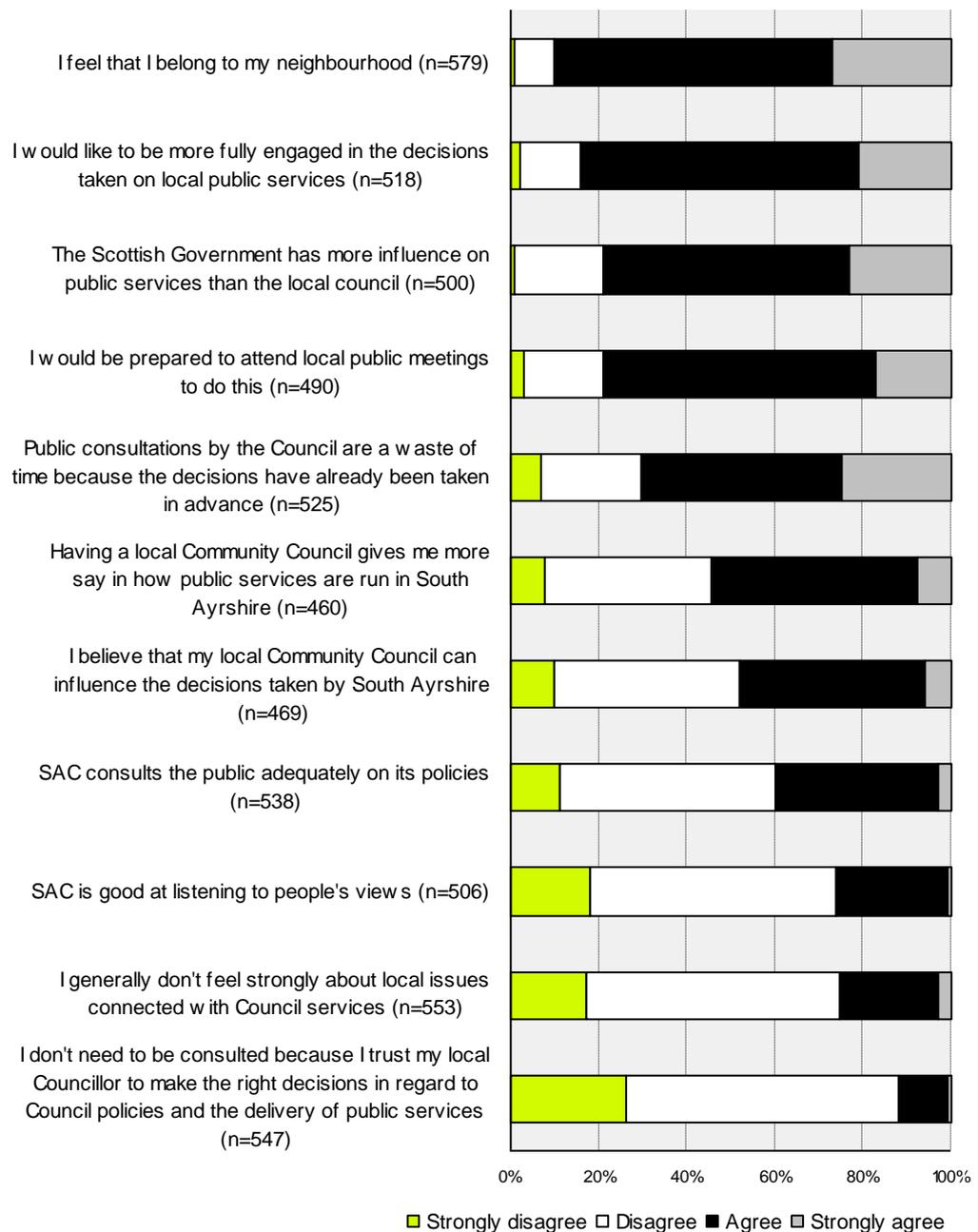
On the other hand there was a higher percentage of panel members disagreeing than agreeing with:

- *'I don't need to be consulted because I trust my local Councillor to make the right decisions in regard to Council policies and the delivery of public services'* (87% disagreed or strongly disagreed, 480 respondents).
- *'I generally don't feel strongly about local issues connected with Council services'* (74%, 411 respondents) and
- *'SAC is good at listening to people's views'* (74%, 371 respondents),
- *'SAC consults the public adequately on its policies'* (60%, 322 respondents),

There were two statements (the only two concerning Community Councils) which were almost evenly split. These were:

- *'having a local Community Council gives me more say in how public services are run in South Ayrshire'* (46%, 210 respondents disagreed to some extent and 55%, 250 respondents agreed to some extent) and
- *'I believe that my local Community Council can influence the decisions taken by South Ayrshire'* (52%, 243 respondents disagreed to some extent and 48%, 226 respondents agreed to some extent).

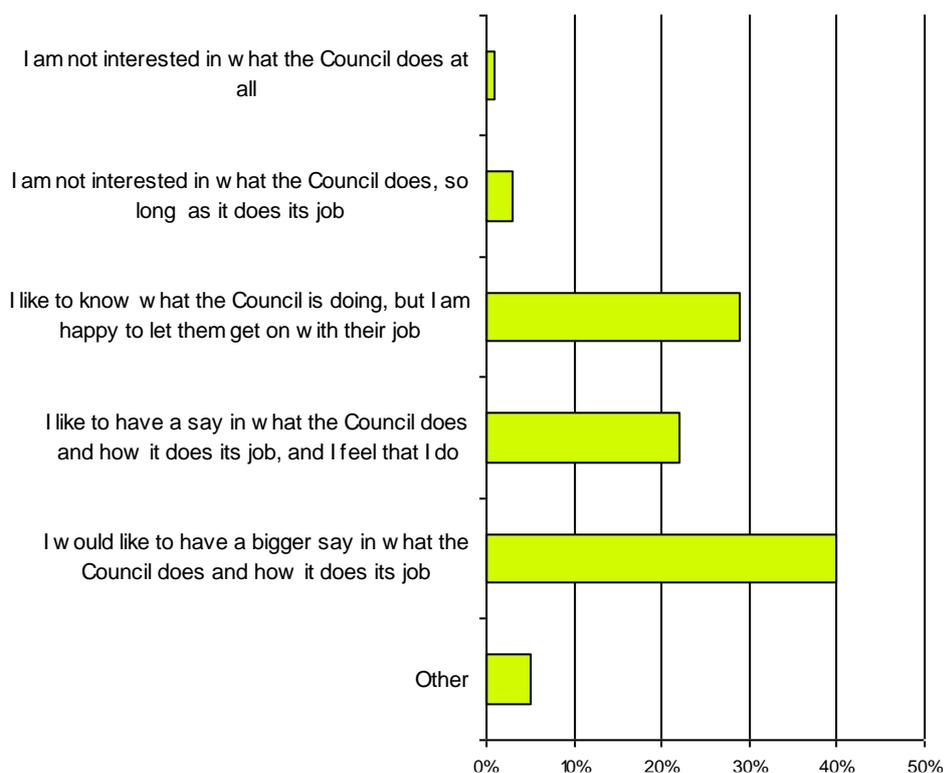
Figure 24 To what extent do you agree or disagree with the following statements?



Results did not differ greatly according to demographics for the above question.

The questionnaire focused specifically on the Council in their next question, asking panel members to choose a statement which best reflected their views. Forty percent (236 respondents) of those who responded to this question, claimed that they would like to have a bigger say in what the Council does and how it does its job, 29% (170 respondents) said that they like to know what the Council is doing but they are happy to let them get on with their job and just over a fifth (22%, 128 respondents) liked to have a say in what the Council does and how it does its job and feel that they do. There were very few panel members who had no or little interest in the Council.

Figure 25 Which of the following statements on the Council best reflects your views?



n=585

There were no significant differences in the results when split by demographics. Other responses given to this question tended to be negative, examples are provided below:

“I am interested in what the Council does but never seem to hear anything about strategy before it happens. Vague headlines but no detail forthcoming.”

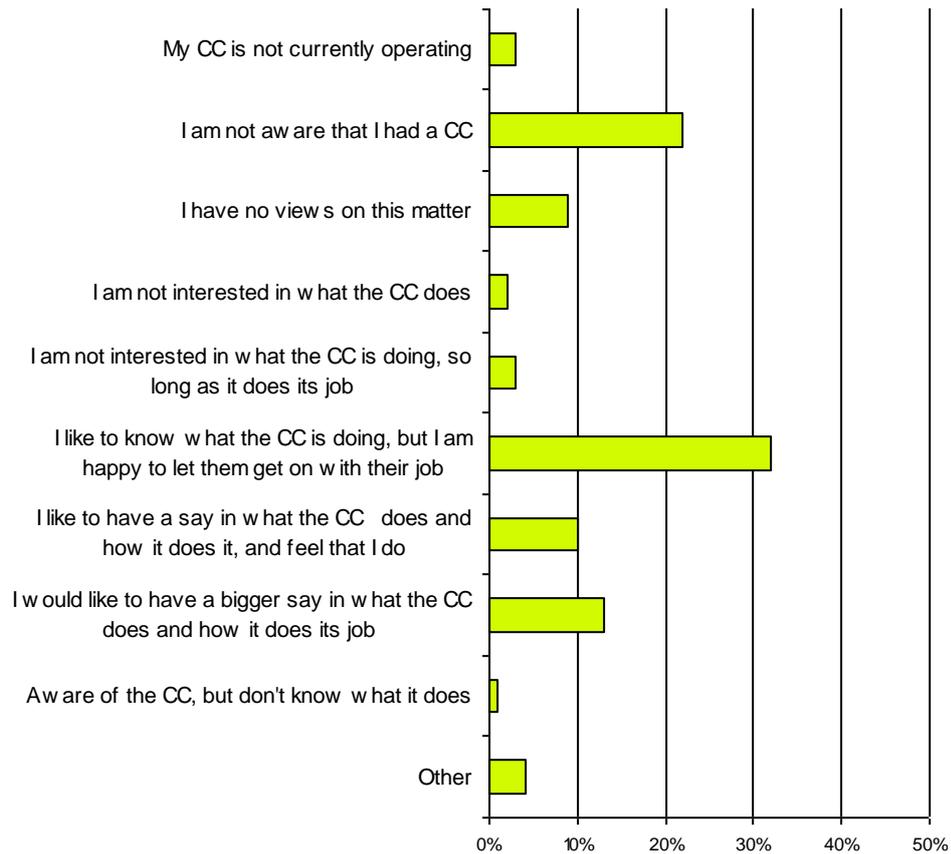
“I am interested but feel totally powerless. Involvement in local groups does no good.”

“I would like to be able to trust the Council to get on with their job – but I don’t.”

“On the whole Council do a good job, but could be much improved – especially re cost effectiveness, too much wasting of money – could learn from other Councils e.g. North Ayrshire.”

The next question was concerned with Community Councils. Many of those who were able to respond stated that they like to know what the Community Council is doing, but are happy to let them get on with their job (32%, 190 respondents), just over a fifth (22%, 129 respondents) were not aware that they had a Community Council and 13% (76 respondents) would like to have a bigger say in what the Community Council does and how it does its job. As was the case with the Council, there were very few members who were not interested in the Community Council at all.

Figure 26 Which of the following statements on your Community Council best reflects your views?



n=585

Three times as many men as women stated that they like to have a say in what the Community Council does and how it does it and felt that they do (15%, 44 male respondents compared to 5%, 15 female respondents). Awareness of the Community Council was lowest amongst 16-24 year olds (41%, 7 respondents). Panel members that resided in Ayr (KA9, 10) were less aware that they had a Community Council than other areas (34%, 81 respondents).

Other comments made included panel members asking for more information on Community Councils.

“Community Council in my area is not ‘open’ to the public, you can listen but unless you advise them beforehand you are not allowed to speak.”

“I am aware of them but their exact role is unclear to me.”

“Having been to a few meetings, I know they do a good job, but they don’t have much say in overturning Council decisions. I’m glad they’re there giving up their time for the community.”

“Meetings are at times not always suitable to employed people.”

“I would like information on what they are actually doing.”

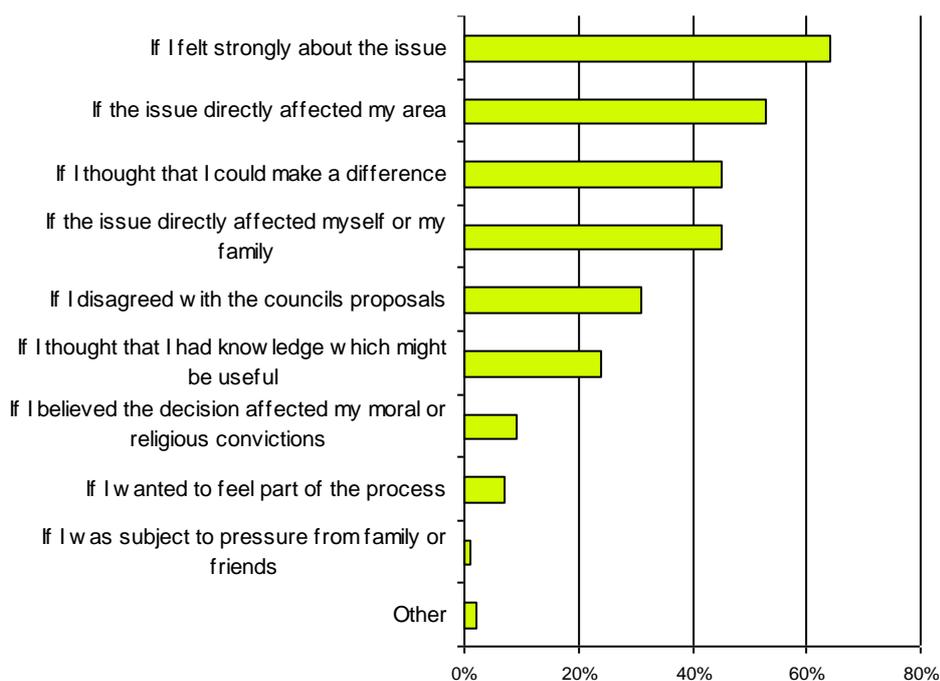
“I would like to know how you join a Community Council.”

“The lack of written minutes of the Community Council being available to members of the public I feel is not making for a better idea of what is going on.”

3.3.3 Becoming involved in decision-making relating to local public services

The final questions in this section of the questionnaire focused on becoming involved in decision-making relating to local public services. Panel members were asked what factors would motivate them to become more involved. Almost two thirds of those who responded (64%, 372 respondents) said that they would be motivated to become more involved if they felt strongly about the issue. Other frequently cited responses were: ‘if the issue directly affected my area’ (53%, 304 respondents), ‘if I thought that I could make a difference’ and ‘if the issue directly affected myself or my family’ (both 45%, 261 respondents and 260 respondents respectively). Only 1% (3 respondents) would be motivated by pressure from family or friends.

Figure 27 What factors would motivate you to become more involved in decision-making relating to local public services?

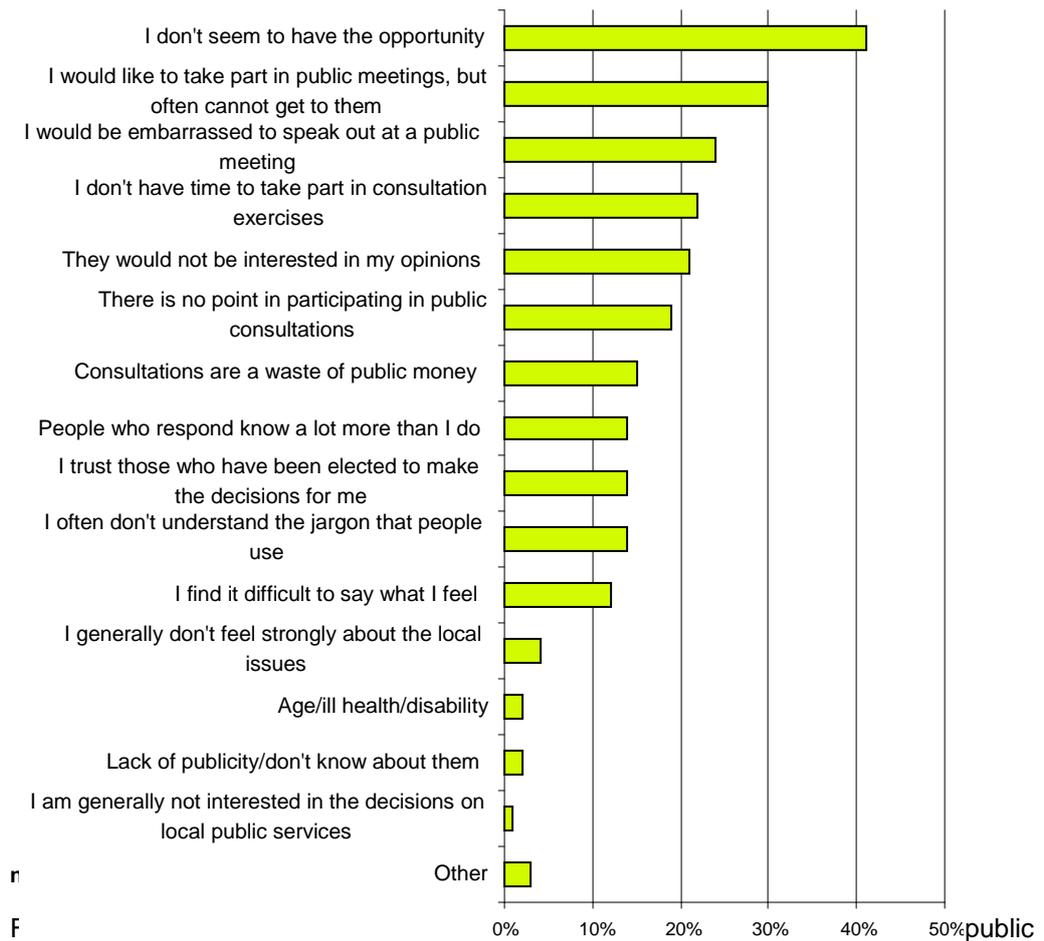


n=578

In contrast to other age groups, the most common response from 16 – 24 year olds was ‘If the issue directly affected myself or my family’.

The questionnaire then shifted from motivating factors to discouraging factors from becoming more involved in decision-making relating to local public services. Again the chart below omits the panel members who missed the question or did not feel that any of the factors listed were applicable to them. Not having the opportunity was the most common reason given for not becoming more involved in decision-making relating to local public services (41%, 221 respondents) followed by wanting to take part but being unable to get to meetings (30%, 164 respondents) and being embarrassed to speak out at a public meeting (24%, 133 respondents).

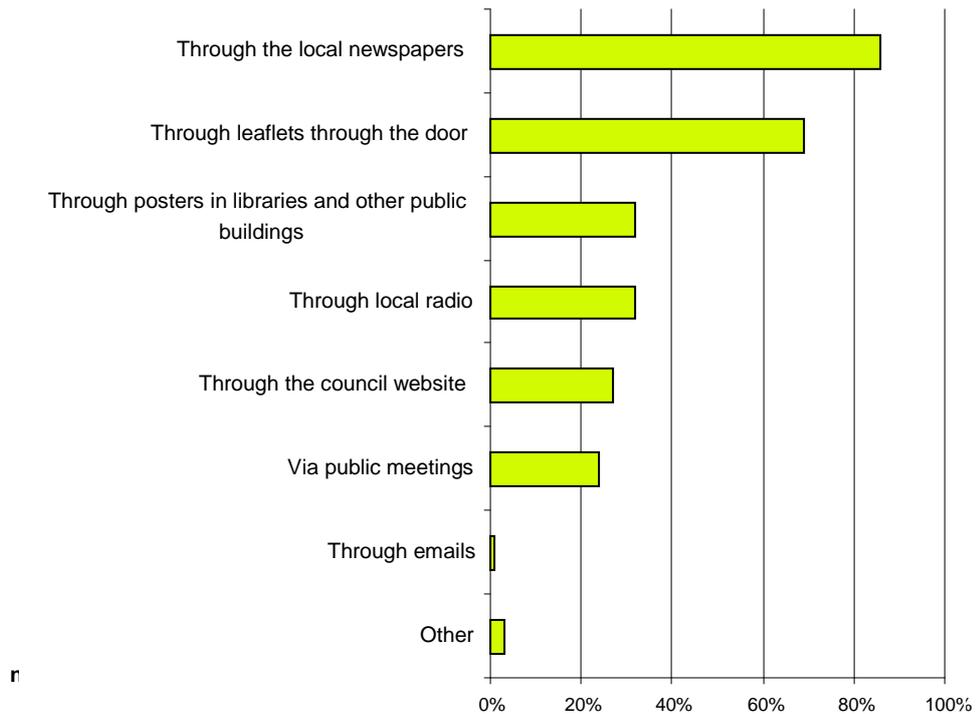
Figure 28 What factors discourage you from becoming more involved in decision-making relating to local public services?



meeting as a factor which would discourage them from becoming more involved in decision-making relating to local public services (32%, 88 female respondents compared to 17%, 44 male respondents). Fifty percent (22 respondents) of those panel members who lived in a ROA area said that a discouraging factor was that they don't seem to get the opportunity, compared to 40% (197 respondents) not in a ROA area. A quarter (11 respondents) of those in a ROA area cited often being unable to understand the jargon used compared to 13% (63 respondents) in a non-ROA area.

In terms of the best ways for the Council to tell local people about the opportunities to express their views in consultation, 86% (511 respondents) of those who gave an opinion said through local newspapers and more than two thirds (69%, 410 respondents) said through leaflets through the door. Email communication was mentioned by 7 respondents under the 'other' category and these have been coded into the responses given in the chart below.

Figure 29 What do you think are the best ways for the Council to tell local people about the opportunities to express their views in consultations?

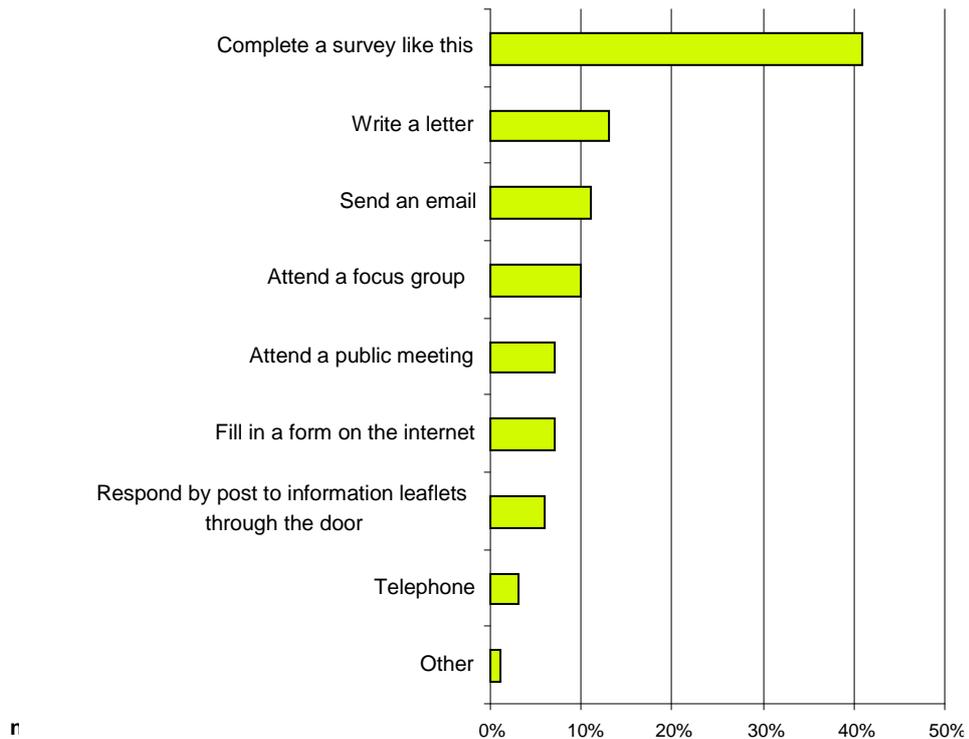


Whereas the order of preference was very similar across the demographic groups, younger people and those from ROA areas were more likely to place local radio and the Council website higher on their preferred media list than older age groups.

Those aged 16-24 were the least likely of all the age groups to opt for through posters in libraries and other public buildings (18%, 3 respondents compared to 24% 33 respondents aged 25-44, 30%, 86 respondents aged 45-64 and 46%, 67 respondents aged 65+). Thirty three percent (181 respondents) of those in non-ROA area compared to 18% (8 respondents) in ROA areas also thought that that posters would be one of the best ways for the Council to tell local people about the opportunities to express their views in consultations.

Panel members were then asked how they would prefer to make their opinions on Council policies/public services known. Forty one percent (246 respondents) of those who responded said complete a survey like this, and this was by far the most popular response.

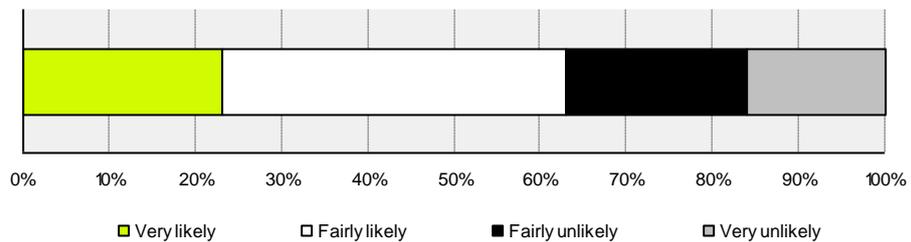
Figure 30 How would you prefer to make your opinions on Council policies/public services known?



Interestingly, although this survey had a low response rate from 16-24 year old panel members, completing a survey such as this was the most popular response from this age group (53%, 9 respondents) and compares favourably with other age groups (between 40% and 44% for those aged 25+). However, conversely only 27% (12 respondents) of panel members in an ROA area compared to 43% (233 respondents) of those in a non-ROA area stated that a survey like this was a preferred option for making opinions known. Other results were similar across the different demographics.

Sixty three percent (322 respondents) stated they were either fairly likely or very likely to take part in future public consultations.

Figure 31 What is the likelihood of you taking part in future public consultations?



n=511

Males were more likely than females (70%, 179 respondents compared to 57%, 138 respondents) to feel they would take part in future public consultations and those at the extremes of the age spectrum were less likely to state that they would take part in future consultations than other age groups (61%, 8 respondents aged 16-24 and 54%, 69 respondents aged 65+ saying very or fairly likely, compared to 69%, 75 respondents aged 25-44 and 65%, 168 respondents aged 45-64).

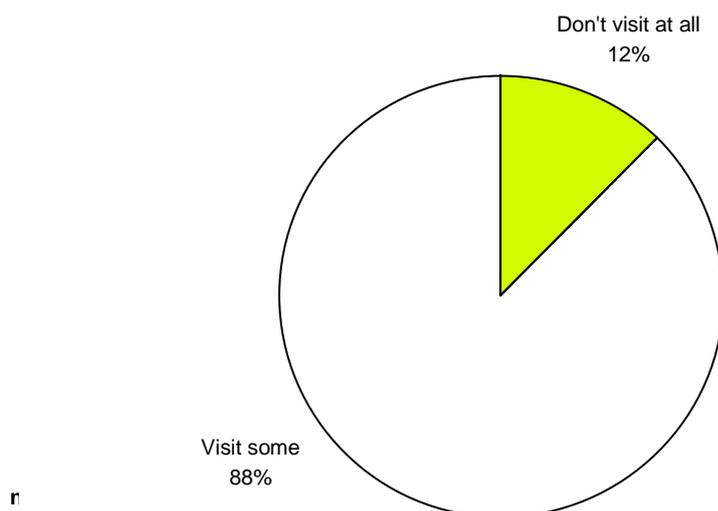
3.4 Arts and culture

Within section 3 of the questionnaire, a range of questions about arts and culture were asked. It encompassed performing/participating arts, film, music, dance, visual arts, craft, literature and new media.

3.4.1 Visiting arts and cultural facilities in South Ayrshire

Participants were asked if they visit arts and cultural facilities in South Ayrshire: 88% stated that they do visit at least one of these facilities whilst 12% stated that they did not.

Figure 32 Do you visit arts and cultural facilities in South Ayrshire?



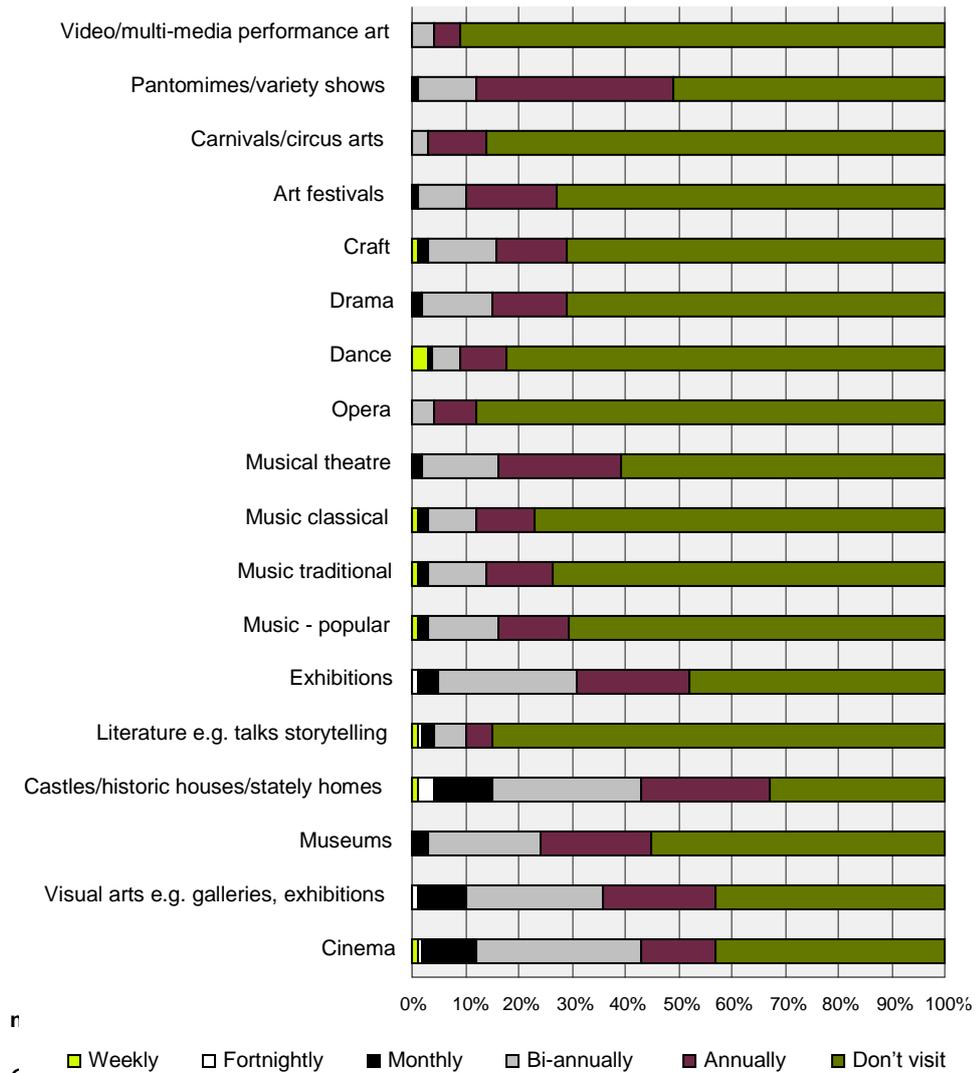
The chart below shows panel members' visiting patterns to various arts and cultural facilities. Respondents were presented with a list of various arts and cultural facilities and asked to say how often (if ever) they visited them.

Castle/historical houses/stately homes were the most visited (over a twelve month period) of the options given, with approximately two thirds of respondents stating that they visit at least annually. The least visited option was video/multi media/performance art with only 10% (58 respondents) visiting in the course of a year.

Looking at how often people visited the various arts and cultural facilities, dance was the most frequently accessed of all the options given with 3% (16 respondents) stating they visit weekly.

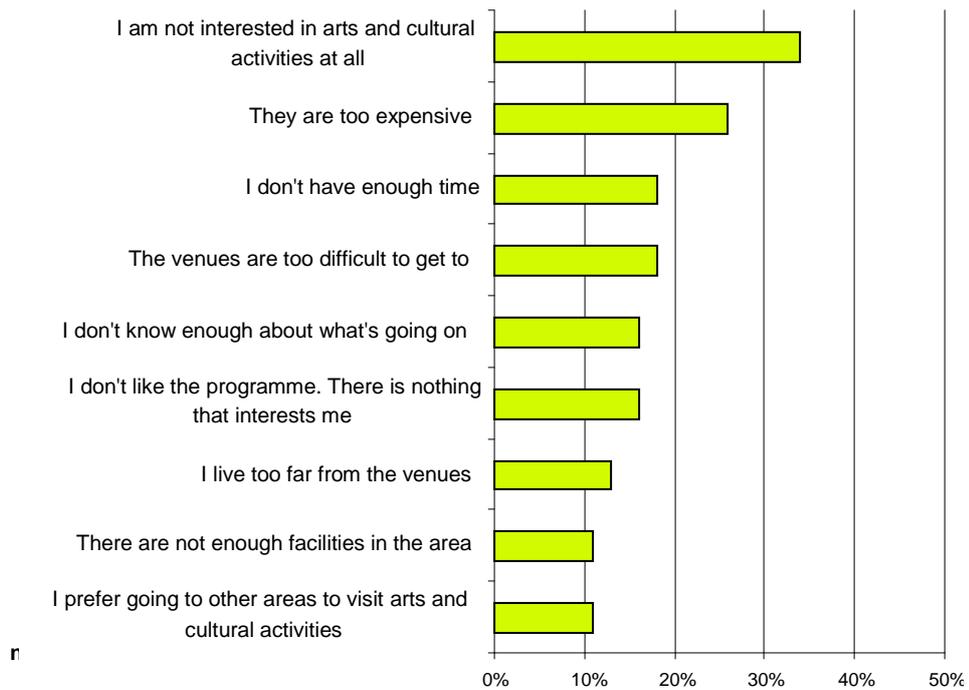
Other arts or cultural facilities that at least 10% of respondents stated they visited at least monthly were: castles/historical houses/stately homes (15%, 92 respondents), cinema (12%, 72 respondents), and visual arts (11%, 64 respondents). All other facilities were visited by no more than 5% of respondents at least monthly.

Figure 33 Which arts and cultural facilities do you visit in South Ayrshire and how frequently do you visit them?



response to this question was not interested at all with 37% (21 respondents). Just over a quarter (26%, 16 respondents) felt that they were too expensive, 18% (11 respondents) felt that they did not have enough time and 18% (11 respondents) felt the venues were too difficult to get to.

Figure 34 Which statements apply to why you have never visited arts and cultural activities in South Ayrshire?

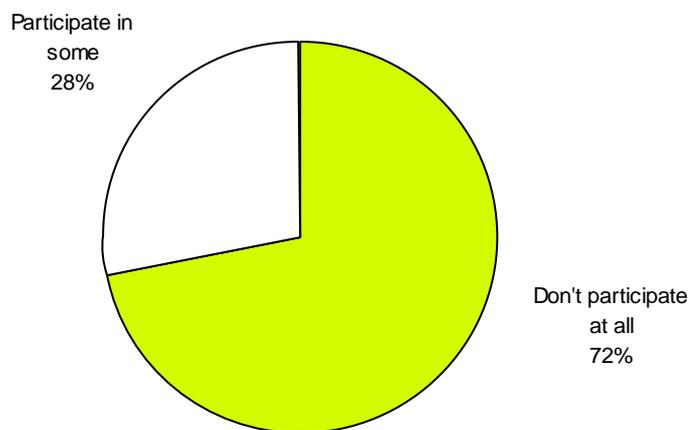


For female respondents and those who were not employed (which included unemployed, looking after home and family, sick/disabled and students), the most common response was 'they are too expensive' (36%, 10 respondents and 42%, 5 respondents respectively), whilst the most common response from males and retired people was that they were not interested in arts and cultural activities (39%, 12 respondents and 46%, 11 respondents respectively). Of the ten respondents that stated that the programme was not of interest to them all were over 45 years old.

3.4.2 Participating in arts and cultural facilities in South Ayrshire

Panel members were then asked what activities they had participated in. One hundred and seventy-one (28%) people stated that they participate in one or more activities from the options listed in table 3.

Figure 35 Which activities have you participated in?



n=604

As can be seen from the table below, the majority of respondents stated that performance as the main nature of their participation except in the cases of literature, dance and craft.

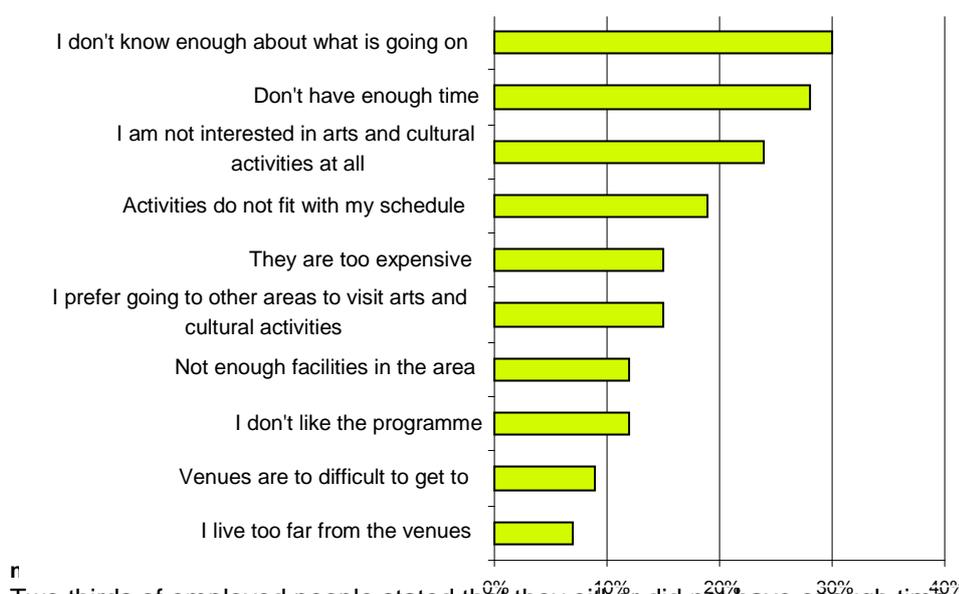
Table 11 What was the nature of your participation?

	Performance	Recital	Workshop	Class	Don't participate
Moving image	5%	0%	0%	0%	94%
Visual arts	6%	0%	1%	2%	92%
Literature	1%	1%	1%	1%	95%
Exhibitions	7%	0%	1%	1%	92%
Music - popular	5%	1%	0%	0%	94%
Music - traditional	5%	1%	0%	1%	93%
Music - classical	4%	2%	0%	1%	94%
Musical theatre	6%	1%	0%	0%	92%
Opera	2%	0%	0%	0%	97%
Dance	3%	0%	0%	3%	94%
Drama	5%	0%	0%	1%	93%
Craft	2%	0%	3%	3%	92%
Art festivals	5%	0%	0%	0%	92%
Carnivals/circus acts	3%	0%	0%	0%	97%
Pantomimes/variety shows	8%	0%	0%	0%	92%
Video-multi-media	1%	0%	0%	0%	99%

n=604

Those respondents who did not participate in any activities were then asked why. The statement most selected was that they did not feel they knew enough about what was going on with 30% (101 respondents) selecting this option. Just over a quarter (28%, 93 respondents) felt that they did not have enough time and just under a quarter stated they were not interested (24%, 80 respondents).

Figure 36 Which statements applies to why you may not have participated in arts and cultural activities in South Ayrshire?



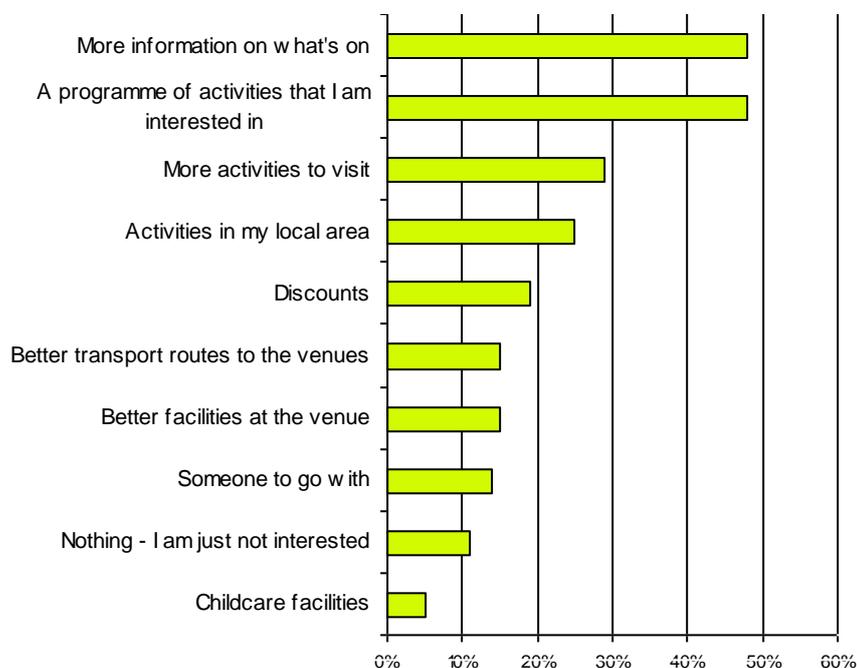
Two thirds of employed people stated that they either did not have enough time or did not know about what was going on (34%, 75 respondents and 33%, 73 respondents respectively). Those who were not employed stated their main reason for not

participating was that it was too expensive (31%, 12 respondents). Retired people's most common reason for not participating was a lack of interest (33%, 25 respondents) and they were less likely to say they didn't have enough time than the other employment groups.

3.4.3 Increasing involvement in arts and cultural activities

Panel members were asked what could encourage them to visit arts or cultural activities more frequently and the options that were most commonly selected all focused on accessibility of the activities. Almost half of those who responded to the question stated that more information on what's on and a programme of activities that they were interested in would help (48%, 266 respondents for both responses). Twenty nine percent (160 respondents) stated that more activities to visit would help to encourage them to visit and a quarter (25%, 141 respondents) felt having activities in their local area would also help. The least selected option was childcare facilities with 5% (26 respondents) although this option was selected by 25% (4 respondents) of 16-24 year olds.

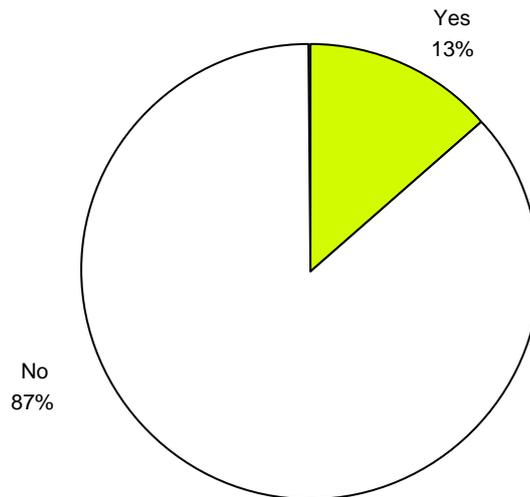
Figure 37 What would encourage you to visit arts and cultural activities in South Ayrshire more frequently?



n=559

Respondents were asked if there were any arts and cultural activities that they had not experienced but would like to try and, of those who responded, 87% (423 respondents) said there were not.

Figure 38 Are there any arts and cultural activities you have not experienced but would like to try in the future?



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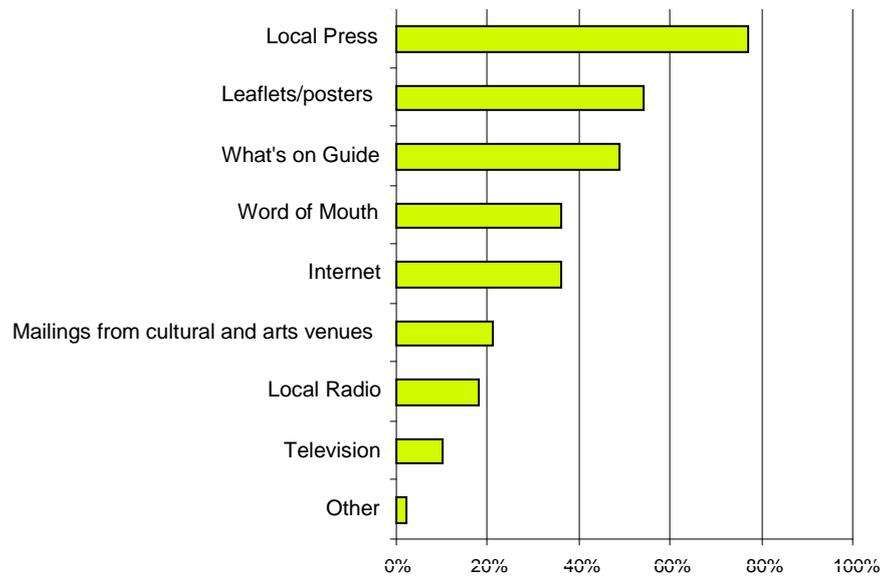
Of the 66 respondents (13%) who stated there were some activities they would like to participate in the future, the following suggestions were given by at least two respondents:

- a local museum;
- comedy shows;
- more local theatre (some specific play requests);
- crafts;
- drama classes and plays;
- exhibitions;
- opera;
- festivals (music, dance and comedy suggested);
- “Burns and aw that”;
- ballet;
- special interest and hobby classes;
- orchestras; and
- choirs.

3.4.4 Information on arts and cultural activities in South Ayrshire

Respondents were asked how they find out about information on arts and cultural activities in South Ayrshire. The majority of those who responded use the local press to find out with 77% (380 respondents) stating this, followed by leaflets and posters (54%, 267 respondents) and the What’s On Guide (49%, 240 respondents). The least popular mode of looking for information about arts and culture in South Ayrshire was the television with 10% (47 respondents).

Figure 39 If you have ever looked for information about arts and culture activities in South Ayrshire, which channels have you used?

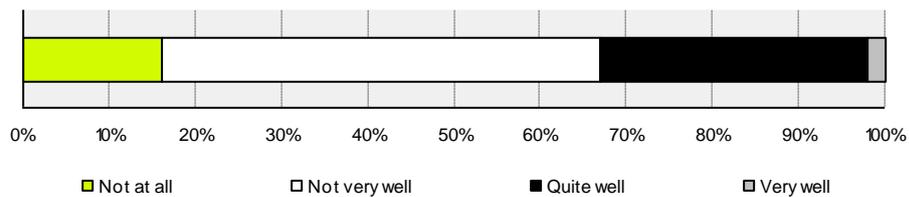


n=493

Compared with other age groups the youngest cohort (16-24) used the internet the more to find information about arts and culture with 60% (9 respondents) stating they used this method, however the 25-44 age group also frequently used this method with 55% (62 respondents).

Panel members were asked how well informed they felt about the arts and cultural activities in South Ayrshire. Of those who responded, two thirds (67%, 291 respondents) were negative, saying they felt either not at all informed or not very well informed.

Figure 40 How well informed do you feel you are about arts and cultural activities in South Ayrshire?



n=575

3.4.3 Venues for arts and cultural activities

Respondents were asked about the location they would most like to participate in arts or cultural activities and of those who gave a ranking for the options, community spaces was ranked first or second the most often. The least popular venue for arts and cultural activities was in health centres with only 8% (47 respondents) giving it any ranking.

The table below shows the relative ranking for each type of venue, the higher the number the more popular the choice as a venue for arts and cultural activities. (Scores were calculated by giving rank = 1 a score of 3, rank = 2 a score of 2, rank = 3 a score of 1 and those not ranked a 0.)

Table 12 Where would you most like to see or participate in arts and cultural activities in South Ayrshire

Location	Score
In community spaces, e.g. Town Halls	824
In our parks and public spaces	625
In schools or educational facilities	552
In dedicated arts spaces	452
In my local library	390
In museums	178
In health centres	75

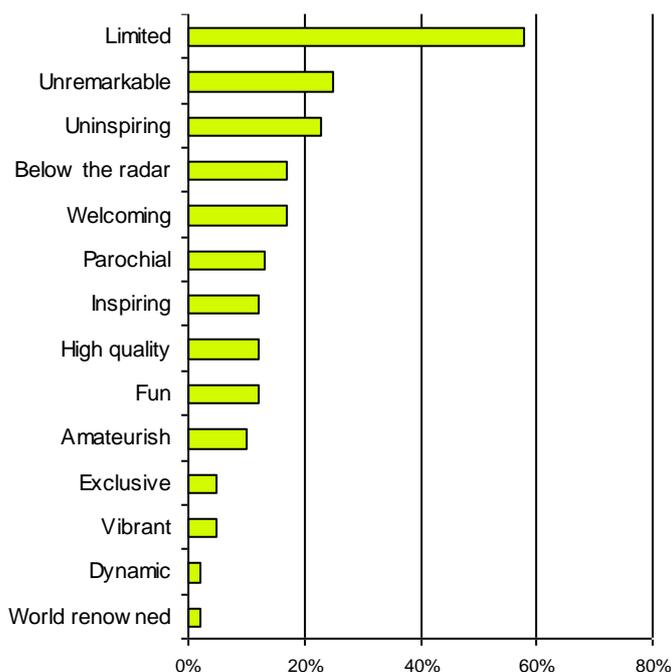
Those in the younger cohort (16-24) were more likely to rank schools or educational facilities as their most favoured venue for arts and cultural activities.

There were other venues mentioned by panel members, and the most popular of these was theatres.

3.4.4 Opinion of the arts and cultural scene in South Ayrshire

Panel members were asked to choose from a list of words those which they considered best described the arts and cultural scene in South Ayrshire. Of those who responded to this question over half felt the arts and cultural scene in South Ayrshire was 'limited' (58%, 277 respondents), and next three most chosen responses were also uncomplimentary: 'unremarkable' (25%, 118 respondents), 'uninspiring' (23%, 108 respondents) and 'below the radar' (17%, 82 respondents). The first positive word selected was 'welcoming' (17%, 80 respondents). The least selected phrase was 'world renowned' from 2% (8 respondents) of respondents.

Figure 41 which words best describe the arts and cultural scene in South Ayrshire?



n=199

The choice of the word 'limited' was the most popular across all demographic groups.

Respondents were given additional space in the questionnaire to give other words which summed up their views of arts and culture in South Ayrshire. Almost all

additional comments were negative. A full list of responses is included in the data tables from the survey, but some examples of words given were, “nonexistent”, “old fashioned”, “a cultural desert”, “hit and miss”, “average”, “under-funded”.

Some respondents chose to expand on their previous answer and some examples of comments are given below.

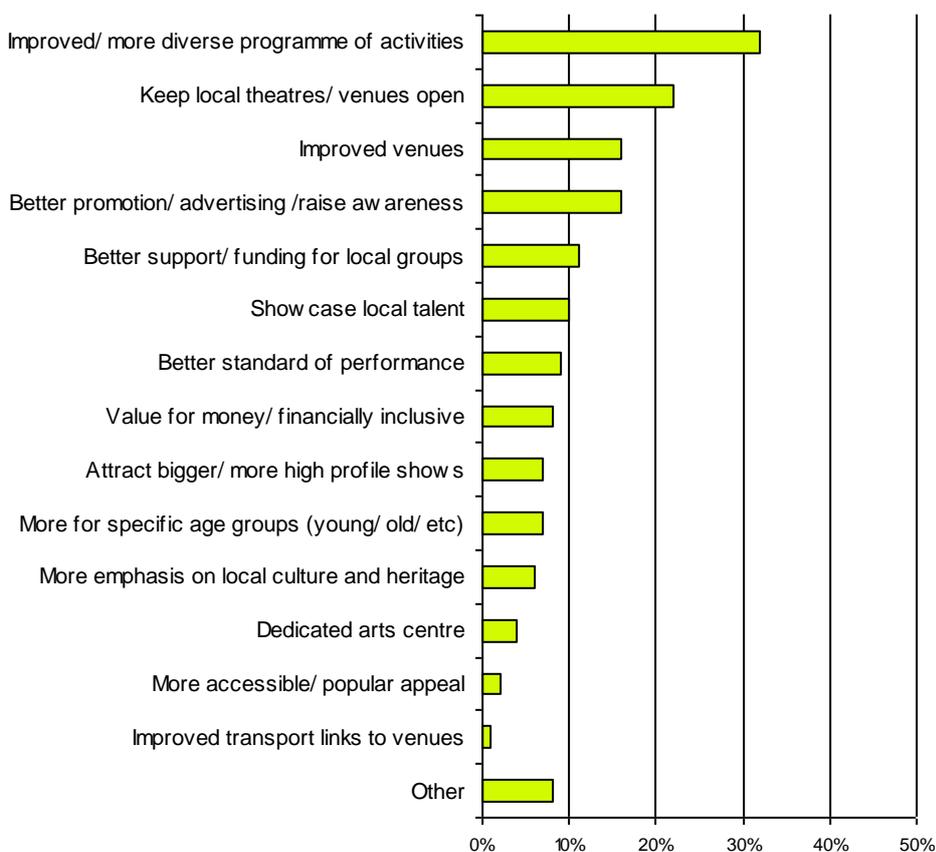
“Inevitably somewhat limited because of relative nearness of Glasgow and its facilities”

“We travel to Glasgow and Edinburgh as their activities are professional and at times world class. Ayrshire at this moment in time is a cultural backwater”

“Burns Festival is excellent and should continue.”

Respondents were asked, in an open ended question, what improvements they would like to see made to cultural and arts provision in South Ayrshire. Responses were coded into related groups and these are shown in the figure below. Almost a third of respondents (32%, 64 respondents) felt that ‘improved/more diverse programme of activities’ would help. This was followed by ‘keep local theatres/venues open’ (22%, 43 respondents), of these responses three-quarters of them mentioned the Gaiety theatre and, to a lesser extent, the Border theatre, and their desire to see them well funded, supported and open.

Figure 42 What improvements would you like to see to arts and cultural provision in South Ayrshire?



Again respondents were given the opportunity to make other suggestions. One theme that emerged from these comments was that the current facilities should be maintained and improved before the introduction of additional facilities. Other issues

such as: cleanliness, closed shops, paddle boats, toilets, and the visual arts were raised. It was also noted by some respondents that there was enough money spent on these issues already and the Council should concentrate its energies on other issues.

Panel members were also asked if they visited any cultural venues outside of South Ayrshire. The most popular of these locations was Glasgow, followed by Edinburgh and then London. The following locations were also mentioned, but by significantly fewer people: Kirkcudbright, Kilmarnock, Pitlochry, Peebles, Dundonald and Cumnock. Respondents listed various cultural activities they visited in these locations, such as: theatre, classical events, exhibitions, opera, cinema, museums, art galleries, drama and dance.

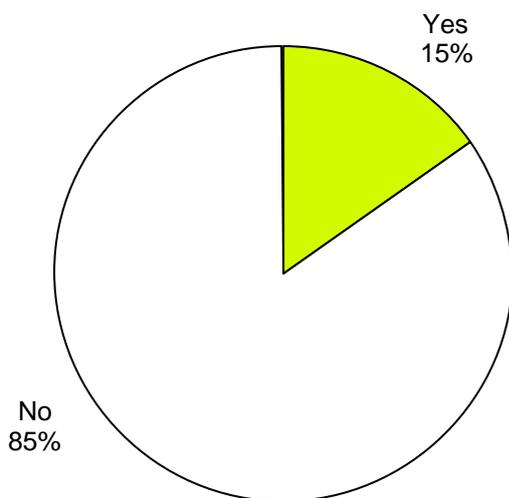
Some respondents also mentioned specific venues, festivals or events that they travel to, such as: the Kelvingrove, the Burrell Collection, Transport Museum, Celtic Connections, SECC, Clyde Auditorium, the Edinburgh Festival, Edinburgh Fringe, National Trust and Historic Scotland venues, Blair Drummond Safari Park, Magnum Leisure Centre, Burns Festival, Cumbrae College, Glamis Castle and various theatres.

Respondents suggested they visited venues outside of South Ayrshire because they felt they were better quality, had better venues, international variety, professionalism and in some cases were national centres.

3.4.5 Participation in arts and cultural clubs, societies or organisations in South Ayrshire

Respondents were asked if they were members of any arts and cultural clubs, societies or organisations and 84 respondents (15%) stated that they were members of a relevant society, club or organisation.

Figure 43 Are you a member of any arts or cultural clubs, societies or organisations in South Ayrshire?



The arts or cultural clubs, societies or organisations that respondents were involved in were varied and often special interest groups, particularly music and literature groups including those relating to Burns. A full list is supplied with the data tables for this survey.

Respondents were also asked to list any other clubs, societies or organisations they are involved in. These fell into the following categories:

- children's activities/clubs;

-
- specialist interest;
 - religious groups;
 - sport;
 - drama;
 - Scouts/Brownies/Boys Brigade;
 - pastimes;
 - charities;
 - community groups; and
 - opportunities in retirement.

4 Conclusions & recommendations

4.1 Conclusions

These are the conclusions from this SA1000 Citizens' Panel survey.

4.1.1 Survey execution

The survey had a key aim of helping to influence the development of South Ayrshire Council's vision for the future. The questionnaire was split into three sections: the Council's vision; involvement and participation in policy issues and public service delivery and participation in the arts and culture sector in South Ayrshire. Each of these are addressed in turn below.

The response rate to this survey was lower than the previous surveys, with 59% of active panel members responding. It was recognised before the survey was carried out that the questionnaire was longer than what might have been considered ideal, and this is highly likely to have had a detrimental impact on the response level. However, this survey continued the downward trend in response rates over the four surveys conducted by FMR. Further investigation of the panel members showed that around one in seven (14%) respondents had not completed any of the previous four surveys. The respondents for this survey were under-represented in terms of younger people, people living in rented accommodation/social housing and people living in areas considered to be more deprived.

4.1.2 The Council's vision

Overall, out of the 42 objectives within the Council's vision, all but one had a mode of 10 (on a 10 point scale of perceived importance). That is to say that for 41 out of the 42 objectives most respondents gave the highest rating which highlights the importance placed on these objectives. The exception to this was the objective *Encourage greater access to the countryside* which had a mode of 8.

As the table below shows the mean score given for all objectives was 8.11 out of 10 further emphasising the importance given to the objectives. Theme 2 – reducing inequalities, improving health and increasing the sense of safety – scored the highest mean with 8.19 out of 10, while theme 1 – raising the prosperity of the area – scored a mean of 8.10 and theme 3 – maintenance of streets, beaches & countryside, promotion of sporting & leisure and maintenance of rural communities – scored a mean of 8.07 out of 10.

	Overall Score	Raising the prosperity of the area	Reducing inequalities, improving health and increasing the sense of safety	Maintenance of streets, beaches & countryside, promotion of sporting & leisure and maintenance of rural communities
Mean	8.11	8.10	8.19	8.07

4.1.2 Involvement and participation in policy issues and public service delivery

Panel members were asked for their views on inclusion and participation on policy issues and public service delivery. This was covered in three main areas: civic activities; level of engagement with local policy issues; and becoming involved in decision making.

There was a reasonable level of involvement in civic activities amongst panel members, with almost three quarters of panel members saying they had been involved in one or more of the civic activities listed in the last twelve months. Overall, women were more likely to participate than men and there appears to be room for improvement with the 16-24 age group who were less likely to participate than the older panel members. Sixty four percent said they had voted in the local elections (higher than the published percentage poll figure of 57% overall in South Ayrshire in the May 2007 elections), which might suggest that panel members are more engaged with local issues than South Ayrshire residents as a whole. More than half had signed a petition and 2 out of 5 had contacted an official working for the Council.

There was a strong sense of belonging to the area amongst panel members, with 90% of those who responded to the questions on engagement with local policy issues, agreeing or strongly agreeing that they belonged to their neighbourhood. Other statements in this section showed the relative feelings about South Ayrshire Council. More respondents tended to disagree than agree with statements about South Ayrshire Council consulting adequately, being good at listening to people's views, and the option that drew the largest level of disagreement was the statement: I don't need to be consulted because I trust my local Councillor to make the right decisions in regard to Council policy and delivery of public services, with 87% strongly disagreeing or disagreeing. Reinforcing this was the higher level of agreement than disagreement with the statements about public consultations being a waste of time, the desire for being more fully engaged in decisions on public services, and being prepared to attend a meetings to back this up. Questions relating to people's views of Community Councils however, attracted less polarised views.

This was reinforced by 40% of respondents who said they would like a bigger say in what the Council does and how it does it and a further 22% who said they like to have a say and feel that they do. However, 29% said they would like to know but are happy that the Council does its job. Not surprisingly, there were very few panel members not interested in the Council and its activities.

When asked about Community Councils, awareness appeared to be low, with more than one in five respondents unaware that they had one. The lowest level of awareness of Community Councils was in the 16-24 year old cohort. Almost a third of respondents felt that they would like to know what the Community Council is doing but were happy to let them get on with their job.

When asked what would motivate them to become involved in decision making relating to public services, almost two thirds of panel members stated that they would get involved if they felt strongly about the issue, with over half stating that they would get involved if the issue directly affected them. The least commonly cited reason was in response to having pressure applied by friends and family (1%). Panel members were also asked what discouraged them from taking part, the most common response (41%) was not having the opportunity, and 30% cited not being able to get to the public meetings as a barrier to participation.

When asked what the best ways for the Council to tell local people about opportunities to express their views in consultation, 85% favoured through local newspapers, and 69% favoured a leaflet drop. Respondents preferred method of making their opinions known was by completing surveys such as this (41%), with this being more popular with 16-24 year olds than other age groups. This response was lower in ROA areas

27% compared to 43% of non-ROA areas. In terms of future consultations, 63% stated they would take part in future consultations, although men were more likely to state this than women (70% and 57% respectively).

4.1.3 Participation in the arts and culture sector in South Ayrshire

Panel members were given the opportunity to comment on South Ayrshire's art and culture. Respondents were asked about the arts and cultural activities/venues that they visited or took part in, how information is disseminated about arts and culture, to give their views on the arts and cultural scene and their involvement in arts and cultural organisations.

Eighty eight percent of respondents stated that they had visited arts and cultural facilities with the most popular of the options given being castles/stately homes/historical houses. The main reason respondents gave for never having visited arts and cultural facilities was that they were not interested with one third of respondents stating this.

Participation rates in arts and cultural activities were much lower than the visiting rates, with only 28% stating that they participated in some way. The most popular activities were: visual arts; exhibitions; musical theatre; craft; art festivals and pantomimes/variety shows. Of those had never participated, 30% stated that they felt that they did not know what was going on, 28% said they did not have enough time, and 24% said they were not interested.

Panel members were asked what would encourage them to visit arts and cultural activities more. Again the desire for more information came through strongly, with almost half of respondents feeling that more information on what's on would help and a similar number being encouraged by a programme of activities that interested them.

Only 13% of respondents stated that they would like to try a new arts or cultural activity, which would suggest that the majority of people are happy with what they do at the moment. That said, given the response to the previous question, it may be that more information on what's on would encourage people to try a new activity.

The majority of respondents, who had looked for information about local arts and culture, had seen it in the local press (77%), followed by (in order of popularity) leaflets/posters and What's On Guide. Those who lived in Regeneration Outcome Agreement areas were more likely to use word of mouth, local radio and TV for information and less likely to use the What's On Guide or to get information from a mailing list. Interestingly, 51% of respondents felt they were not very well informed, so there is perhaps some capacity here for increasing visitor numbers.

The 'lack of information' theme was further emphasised by the response to the question about how well informed panel members felt about arts and cultural activities in South Ayrshire, where two thirds of respondents said they were either not at all or not very well informed.

When asked about the arts and culture 'scene' in South Ayrshire, the most selected word was 'limited', and the four most popular responses were 'negative', with the first 'positive' word selected being 'welcoming' from 17% of respondents. Respondents were also asked about what improvements could be made to the arts and cultural provision, the two most popular answers were a more diverse programme of activities and keeping local theatres and venues open. Respondents particularly mentioned the local theatres such as the Gaiety and Borders being important to arts and cultural activity in South Ayrshire.

It appeared that many respondents travelled to other locations to visit cultural venues. Glasgow was the most frequent choice of destination, with Edinburgh a close second. Respondents visited a variety of venues such as: theatre, classical events, exhibitions,

opera, cinema, museums, art galleries, drama and dance. Some locations were visited because of specific attractions, for example Blair Drummond Safari Park.

4.2 Recommendations

The survey contains much valuable insight and the following recommendations are offered for consideration:

- The Community Planning Partners have been presented with new information from this survey, in particular concerning the Council's vision, engagement with public policy issues and public service delivery, and South Ayrshire's art and culture provision. It is recommended that the Partnership be more proactive in disseminating the results of the SA1000 surveys and also to be more transparent with regard to the actions taken in response to the surveys. This should ensure that SA1000 findings are more effectively utilised within the partnership.
- The panel members have clearly endorsed the Council's vision, which is now described down to the level of four themes underpinned by priorities and specific objectives spread across four themes. The Council might consider involving the panel members in the more formative stages in future vision development work.
- The Council should consider raising the profile of Community Councils among certain sections of the community (in particular urban areas and younger people) while at the same time aiming to encourage a policy of empowering Community Councils in order to promote participation and support within local communities.
- There appears to be an issue around the perceived communication of arts and cultural activities in South Ayrshire. Eighty eight percent of respondents had visited or participated in at least one of the selection of arts and cultural activities presented in the survey during the past twelve months, and 13% expressed a desire to sample more. However, two thirds felt not at all or not very well informed about arts and cultural activities in South Ayrshire.
- It should also be recognised that there was a substantial negative response from panel members when asked about the arts and cultural 'scene' in South Ayrshire. Respondents felt that improvements could be made, with a more diverse range of arts and culture being introduced. It was also strongly felt that local venues should stay open (in particular, reflecting the strength of feeling regarding the temporary closure of the Gaiety Theatre in 2009, and concerns about whether it would subsequently reopen).
- The SA1000 Panel is now over two years old and panel membership has become skewed towards certain groups due to a trend of low responses from younger aged panel members. Consideration should be given to refreshing the panel.
- As was demonstrated by the low level of response from the 16-24 age group in the survey as a whole and in responses to specific areas of the survey, the Council should consider ways of re-engaging this age group in particular. The Council website and local radio was scored highly by this age group when asked how they would like to communicate over various issues with the Council. These, and perhaps other more 'modern' media could be examined further.

Appendices

Appendix 1 Questionnaire

Appendix 1 Questionnaire for Spring 2008 survey

Should you wish to make any comments on any of the objectives or suggest other objectives that the Council should consider on any of the three themes above then please do so below.

- 4a. If you have further comments on theme 1 - raising the prosperity of the area through improving business development, employment and opportunities for training and education - then please do so below.

- 4b. If you have further comments on theme 2 - reducing inequalities, improving health and increasing the sense of safety – then please do so below.

- 4c. If you have further comments on theme 3 - maintenance of clean and attractive streets, beaches and countryside, the promotion of sporting and leisure activities and the maintenance of our rural communities – then please do so below.

Section 2 Involvement and Participation in Policy Issues/Public Service Delivery

The Council is currently reviewing how it engages with local communities and interest groups and is interested in knowing about current participation in civic activities. The Council is also interested to know how well you feel you are engaged in local policy issues and what could be done to increase your involvement in decisions taken about public service delivery locally.

5. Which, if any, of the following have you been involved with in the last 12 months? Please tick all that apply.

- Voluntary organisation, charity or community group
- Church, religious or faith group
- Caring organisation (e.g. helping older people, people with disabilities)
- Children's group (e.g. playgroup, mothers & toddlers group)
- Trade Union
- Youth group (e.g. Scouts, Guides, youth clubs, etc.)
- School Board or Parent Teacher Association
- Tenants group, Housing Association or Residents Association
- Neighbourhood Watch Scheme
- Campaigning organisation (e.g. pressure group)
- Environmental group
- Community Council
- Regeneration area or Community Planning Partnership
- Heritage group (e.g. local history group, amenity society, etc.)
- Political party
- Public Partnership Forum
- Other (please state below)

None of these

6. Which, if any, of the following things have you done in the last 12 months? Please tick all that apply

- Signed a petition
- Contacted an official working for the Council
- Made a complaint about the Council or local public service
- Contacted your local councillor
- Taken part in a public consultation exercise
- Voted in the local elections
- Contacted a community councillor
- Taken part in a local protest rally
- Contacted your MSP/MP/MEP
- None of these

7. To what extent do you agree or disagree with the following statements?

	Strongly disagree	Disagree	Agree	Strongly agree	Don't know
I feel that I belong to my neighbourhood	<input type="checkbox"/>				
South Ayrshire Council consults the public adequately on its policies	<input type="checkbox"/>				
South Ayrshire Council is good at listening to people's views	<input type="checkbox"/>				
Public consultations by the Council are a waste of time because the decisions have already been taken in advance	<input type="checkbox"/>				
Having a local Community Council gives me more say in how public services are run in South Ayrshire	<input type="checkbox"/>				
I believe that my local Community Council can influence the decisions taken by South Ayrshire	<input type="checkbox"/>				
The Scottish Government has more influence on public services than the local Council	<input type="checkbox"/>				
I generally don't feel strongly about local issues connected with Council services	<input type="checkbox"/>				
I don't need to be consulted because I trust my local Councillor to make the right decisions in regard to Council policies and the delivery of public services	<input type="checkbox"/>				
I would like to be more fully engaged in the decisions taken on local public services	<input type="checkbox"/>				
I would be prepared to attend local public meetings to do this	<input type="checkbox"/>				

8. Which of the following statements on the Council best reflects your views? Tick one only.

- I am not interested in what the Council does at all
- I am not interested in what the Council does, so long as it does its job
- I like to know what the Council is doing, but I am happy to let them get on with their job
- I like to have a say in what the Council does and how it does its job, and feel that I do
- I would like to have a bigger say in what the Council does and how it does its job
- Other (please describe)

9. Which of the following statements on your Community Council best reflects your views? Tick one only.

- My Community Council is not currently operating
 - I am not aware that I had a Community Council
 - I have no views on this matter
 - I am not interested in what the Community Council does
 - I am not interested in what the Community Council does, so long as it does its job
 - I like to know what the Community Council is doing, but I am happy to let them get on with their job
 - I like to have a say in what the Community Council does and how it does its job, and feel that I do
 - I would like to have a bigger say in what the Community Council does and how it does its job
 - Other (please describe)
-

10. What factors would motivate you to become more involved in decision-making relating to local public services? Tick three only.

- If I felt strongly about the issue
 - If the issue directly affected myself or my family
 - If the issue directly affected my area
 - If I thought that I could make a difference
 - If I disagreed with the Council proposals
 - If I wanted to feel part of the process
 - If I thought that I had knowledge which might be useful
 - If I believed the decision affected my moral or religious convictions
 - If I was subject to pressure from family or friends
 - Other (please describe)
-

- None of these

11. What factors discourage you from becoming more involved in decision-making relating to local public services? Tick three only.

- I don't seem to have the opportunity
- There is no point in participating in public consultations
- I would be embarrassed to speak out at a public meeting
- I often don't understand the jargon that people use
- They would not be interested in my opinions
- I would like to take part in public meetings, but often cannot get to them
- I find it difficult to say what I feel
- People who respond know a lot more than I do
- I trust those who have been elected to make the decisions for me
- Consultations are a waste of public money
- I generally don't feel strongly about the local issues
- I don't have time to take part in consultation exercises
- I am generally not interested in the decisions on local public services
- Other (please describe)

None of these

12. What do you think are the best ways for the Council to tell local people about the opportunities to express their views in consultations? Tick three only.

- Through the Council website
- Through local newspapers
- Through leaflets through the door
- Through posters in libraries and other public buildings
- Through local radio
- Via public meetings
- Other (please specify)

13. How would you prefer to make your opinions on Council policies/public services known? Tick one only

- Write a letter
 - Attend a public meeting
 - Send an e-mail
 - Complete a survey like this
 - Fill in a form on the internet
 - Respond by post to information leaflets through the door
 - Telephone
 - Attend a focus group or be interviewed as part of a group
 - Other (please specify)
-

14. What is the likelihood of you taking part in future public consultations?

- Very likely
- Fairly likely
- Fairly unlikely
- Very unlikely
- Don't know

Section 3 Arts and Culture

This section asks a range of questions about arts and culture

For the purpose of this survey, our definition of the arts and culture is as broad as possible, encompassing performing arts, film, music, dance, visual arts, craft, literature and new media.

Please read the list of arts and cultural activities and facilities below and tick how frequently you attend or visit them **in South Ayrshire**. If you have not attended or visited any of them then please go to question 16.

15. Which arts and cultural facilities do you **visit** in South Ayrshire and how frequently do you visit them?

	Weekly	Fort-nightly	Monthly	Bi-annually (every 6 months or so)	Annually	Don't visit
Cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visual arts e.g. galleries, exhibitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Castles/historic houses/stately homes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Literature e.g. talks, storytelling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music – popular	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music – traditional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music – classical	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Musical theatre e.g. Les Misérables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opera	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drama	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Craft	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art festivals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carnivals/circus arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pantomimes/variety shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video/multi-media performance art	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PLEASE GO TO Q17

16. Please tell us which of the following statements applies to why you have never visited arts and cultural activities **in South Ayrshire**. Please tick all that apply.

- They are too expensive
- I don't have enough time
- There are not enough facilities in the area
- The venues are too difficult to get to
- I live too far from the venues
- I don't know enough about what's going on
- I don't like the programme There's nothing on that interests me
- I am not interested in arts and cultural activities at all
- I prefer going to other areas to visit arts and cultural activities

Please read the list of arts and cultural events and activities below. If you have **participated in** any of these events or activities in South Ayrshire then please tick the nature of your participation e.g. whether it was a performance or a class. If you have not participated in any of these activities in South Ayrshire then please go to question 18.

17. Please indicate which of the following activities you have **participated in** and the nature of your participation.

	Performance	Recital	Workshop	Class	Don't participate
Moving image e.g. film	<input type="checkbox"/>				
Visual arts e.g. galleries, exhibitions	<input type="checkbox"/>				
Literature	<input type="checkbox"/>				
Exhibitions	<input type="checkbox"/>				
Music – popular	<input type="checkbox"/>				
Music – traditional	<input type="checkbox"/>				
Music – classical	<input type="checkbox"/>				
Musical theatre e.g. Les Misérables	<input type="checkbox"/>				
Opera	<input type="checkbox"/>				
Dance	<input type="checkbox"/>				
Drama	<input type="checkbox"/>				
Craft	<input type="checkbox"/>				
Art festivals	<input type="checkbox"/>				
Carnivals/circus arts	<input type="checkbox"/>				
Pantomimes/variety shows	<input type="checkbox"/>				
Video/multi-media performance art	<input type="checkbox"/>				

PLEASE GO TO Q19

18. Please tell us which of the following statements applies to why you may not have participated in arts and cultural activities **in South Ayrshire**. Please tick all that apply.

- They are too expensive
- I don't have enough time
- There are not enough facilities in the area
- The venues are too difficult to get to
- I live too far from the venues
- I don't know enough about what's going on
- I don't like the programme
- I am not interested in arts and cultural activities at all
- I prefer going to other areas to visit arts and cultural activities
- The activities do not fit with my schedule

19. What would encourage you to **visit** arts and cultural activities in South Ayrshire more frequently, or experience for the first time? (Please tick all that apply)

- Someone to go with
- More information on what's on
- Better facilities at the venues
- More activities to visit
- Better transport routes to the venues
- A programme of activities that I am interested in
- Activities in my local area
- Childcare facilities
- Discounts
- Nothing – I am just not interested

20. Are there any arts and cultural activities you have not experienced but would like to try in the future?

- Yes
- No

If yes, please specify which activities.

21. If you have you ever looked for information about arts and culture activities in South Ayrshire, please tell us which of the following channels you have used. Please tick all that apply.

- Internet
 - What's On Guide
 - Local press
 - Local radio
 - Word of mouth
 - Leaflets/posters
 - Television
 - Mailings from cultural and arts venues
 - Haven't looked
 - Other (please specify below)
-

22. How well informed do you feel you are about arts and cultural activities in South Ayrshire? Please tick only one box.

- Not at all informed
- Not very well informed
- Quite well informed
- Very well informed

23. Where would you most like to see or participate in arts and cultural activities in South Ayrshire? Please mark in the boxes your 1st, 2nd and 3rd choices.

Mark 1, 2 and 3	
	In schools or educational facilities
	In my local library
	In our parks and public spaces
	In community spaces, e.g. Town Halls
	In health centres
	In museums
	In dedicated arts spaces
	Other (please specify below)

24. Which words best describe the arts and cultural scene in South Ayrshire? Please tick all that apply.

- Vibrant
- Dynamic
- Inspiring
- Uninspiring
- Limited
- Exclusive
- Welcoming
- High quality
- World renowned
- Parochial
- Below the radar
- Fun
- Unremarkable
- Amateurish

If there are other words that sum up your view of arts and culture in South Ayrshire, please tell us in the space below.

25. What improvements would you like to see to arts and cultural provision in South Ayrshire?

26. If you visit any other cultural venues or activities outside South Ayrshire, please tell us which ones and why.

27. Are you a member of any arts or cultural clubs, societies or organisations in South Ayrshire?

- Yes
- No

If yes, please specify which.

28. Please tell us about any other clubs, societies and organisations that you are involved with, e.g. Scouts, football team, amateur dramatic society, rotary club, church group, bridge club, etc.

Many thanks for completing the survey.

Please return this completed questionnaire in the reply paid envelope provided **by 30th April 2008**. If you cannot find the reply-paid envelope or one was not sent out to you, please telephone FMR on 0141 332 2647 or post FREEPOST to FMR Research Ltd, FREEPOST SCO6052, GLASGOW, G3 6BR.



All information you send to us is strictly confidential. It will be processed and held in accordance with the principles of the Data Protection Act (1998). This information will be used only for statistical and research purposes by South Ayrshire Community Planning Partnership and consultants working on their behalf. No information about you will be passed on to any other organisation. Any views expressed by you in surveys, interviews or discussions will not be attributed to you personally in any database, analysis or reporting.