Final Report
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SA1000 Citizen's Panel
Winter 2009

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South Ayrshire Community Planning Partnership

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Executive Summary

Introduction, objectives and method

The South Ayrshire Community Planning Partnership (CPP) commissioned FMR Research to conduct a fifth survey of the SA1000 citizen's panel between January and February 2009. The survey was conducted via postal questionnaire, this time being sent out to 878 panel members who had all previously completed a questionnaire. Those who had not completed a questionnaire during the last four surveys were omitted from this survey.

The questionnaire was developed in partnership between the South Ayrshire CPP and FMR Research. There were five key sections to the survey:

- community safety and anti social behaviour;
- mental wellbeing;
- alcohol awareness;
- satisfaction with South Ayrshire's town centres; and
- environmental sustainability.

An additional section also asked panel members to update their personal details to ensure that the panel profile was as up to date as possible.

A total of 621 questionnaires were returned, after a reminder was sent, giving a very good response rate of 71%. As the panel has not been refreshed for some time the sample of SA1000 panel members responding to this survey is skewed towards the following groups:

- 45-64 age group;
- employed and retired; and
- owner occupiers.

Key findings

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

Community safety and anti social behaviour

Around one in ten panel respondents perceived there to be no crime in their neighbourhood, eight in ten perceived there to be a low rate of crime and just over one in ten indicated that they perceived a high rate of crime in their neighbourhood. The crimes that panel respondents feared the most were housebreaking and other theft; assault violent crime; graffiti/vandalism; drunk or disorderly behaviour; and drug use/drug dealing. Generally whilst panel members feared these crimes less so than in a panel survey conducted in 2007, the ranking of most feared to least remains the same.

Just over one in ten (13%) stated that they had been a victim of crime in the previous year, which is less than 2007 when almost two in ten (19%) stated they had been victims of crime, although the skewed panel sample may be a factor in this result. The most common mediums or experiences which influence panel respondents' fear of crime were:

- local newspapers and radio (28%);
- experience of friends/neighbours (27%);
- personal experience (24%); and
- national newspapers/radio (16%).

Almost four in ten (39%) had been affected by anti social behaviour. The type of anti social behaviour most likely to be experienced was:

- drunk or disorderly behaviour by groups (54%);
- loud noise (51%);
- graffiti/vandalism (32%);and
- and alcohol or drugs (26%).

The most common community safety initiatives which panel members felt would make them feel safer were:

- visible community police patrols (43%);
- persistent local offenders being tackled (24%); and
- prompt response from the police (24%).

These initiatives were also ranked in this order in the 2007 survey.

Panel respondents were asked if they were aware of various community safety initiatives. While Safe Ayr received most recognition with over four in ten (42%) having heard of the initiative, the next highest response was '*heard of none of these*' with a third of respondents giving this response. The *Antisocial Behaviour Advice Line* (23%) and *Violence Against Women and Children* website (21%) were the only two other community safety initiatives which more than a fifth of the panel had heard of.

Mental wellbeing

The CPP asked questions in relation to mental wellbeing and, on the whole, most of the panel respondents gave a positive response to fourteen statements on their feelings and thoughts. The panel respondents had a mean score of 50 out of a total possible score of 70 on these statements. The exception to this was *I've had energy to spare* which scored 34% rarely or none of the time. In addition *I've been feeling optimistic about the future* was the second most pessimistic score with just over two in ten (22%) stating rarely or none of the time. The SA1000 findings for this section are in line with the Scottish Executive's survey on public attitudes to mental health, mental wellbeing and mental health problems which asked respondents the same statements and reported a mean score of 51.

Panel respondents gave an indication of the control they felt they had over the things that affect their emotions and wellbeing. The mean score was 3.67 (on a scale of 1-5, where 1 was no control and 5 was complete control). Those who scored 42 or less to the 14 statements about their feelings and thoughts were more likely to state that they were less in control of those things that affect their own emotions and well being, with an average score of 2.67. Those that scored above 42 to the statements were more likely to state that they were in control of those things that affect their own emotions and wellbeing, with an average score of 3.89. Again these findings were in line with the Scottish Executive survey.

The most popular ways that members of the panel formed their impression of what mental health problems included personal contact or personal experience (76%); TV news and current affairs programmes (57%); national newspapers (41%); work (35%); word of mouth (31%); and health professionals (30%).

SA1000 panel members were then asked to state whether they agreed or disagreed with a series of statements relating to mental health problems/issues. The statements which the panel members were most in agreement with were *Anyone can suffer from mental health problems* (95% strongly agree/tend to agree); and *People with mental health problems should have the same rights as anyone else* (77%). The statements which the panel disagreed with the most were *People with mental health problems are largely to blame for their own condition* (86% strongly disagree/tend to disagree); and

People with mental health problems are often dangerous (66%). The SA1000 findings were broadly in line with the Scottish Executive study with the exception of the three statements *People with mental health problems should have the same rights as anyone else* (SA1000 - 77% compared to 85% for the SE study); *If I was suffering from mental health problems, I wouldn't want people knowing it* (SA1000 - 52% compared to 41% for the SE study); and *People are generally caring and sympathetic to people with mental health problems* (SA1000 - 29% compared to 40% for the SE study).

The Community Planning Partnership asked what panel members thought was important in keeping themselves mentally healthy. The most popular options were *having feelings of self worth* (58%); *having close relations with family and friends* (56%); *feeling safe and secure* (42%); *keeping in touch with family and friends* (37%); and *looking after your physical health* (34%).

Alcohol awareness

The CPP was keen to find out about panel members' awareness of Alcohol Awareness Week (which ran from 5-11 October 2008). This was a national campaign launched by the Scottish Government. Just under four in ten respondents (38%) said they were aware of the alcohol awareness campaign.

Panel members were asked if they were aware the Scottish Government undertook consultation with the general public in September on the soon to be launched National Alcohol Strategy. Only 10% stated that they were aware of this consultation. For those that did, the most common response was in relation to the recommended safe number of units per person (39%); more than one in ten responded along the lines of *a better understanding of units in drinks* (14%) and *drink responsibly* (12%).

Satisfaction with South Ayrshire town centres

This section asked panel members to rate their satisfaction with South Ayrshire's town centres. Two years previously the Council launched the Civic Pride initiative as a direct response aimed at reinvigorating town centres. The panel was asked its view on whether this initiative has made a difference by asking the panel to rate the town centres on a scale of 1-10, where 1 was poor and 10 was excellent. The following table shows the mean values for each of the five town centres and comparisons with the same question asked in the Autumn/winter 2006 survey.

Town Centre	Satisfaction - mean score 2009	Satisfaction - mean score 2006
Ayr	4.4 (n=599)	5.9 (n=671)
Girvan	4.1 (n=307)	4.3 (n=301)
Maybole	3.6 (n=323)	3.6 (n=317)
Prestwick	5.2 (n=503)	5.8 (n=525)
Troon	6.0 (n=440)	6.1 (n=428)

Environmental sustainability

This section of the questionnaire asked a variety of questions relating to procurement and fair trade, climate change, sustainable travel, energy management, and green and open space management.

The responses to the section on procurement and fair trade included:
- 84% of respondents use re-usable bags when shopping once a week or more;
- 29% seek out and buy local goods, such as farmers market produce or items from local retailers, once a week or more; and
- 23% seek out and buy fair trade goods once a week or more.

74% of respondents stated that the impact of climate change is an important issue in South Ayrshire. The majority (88%) indicated that it was the responsibility of all residents, businesses, the Scottish Government and South Ayrshire Council to act on behalf of South Ayrshire to deal with climate change.

Four in ten (42%) of panel respondents were interested in using their car more efficiently, e.g. car sharing, eco-driving and purchasing more efficient cars. Less than one in ten (8%) considered that the number of bicycle parking racks within their town was sufficient and only one in nine (11%) considered that the locations of bicycle parking racks within their town were appropriate.

Panel members were prompted to answer whether they had any alternative energy sources in their home. Almost all (94%) stated that they did not while 5% stated that they had a wood burning stove. Only around 1% stated that they had solar panels, with the same level of response to ground source heating.

Almost nine out of ten respondents (87%) had not taken part in voluntary community clean ups. When asked whether respondents used local walks, parks and open spaces there was a more positive response. Almost half (47%) did so once a week or more.

In response to questions on waste management the following responses were received:

- 72% of panel respondents would be willing to put their food waste into a separate container for regular collection by the Council;
- 69% of respondents would prefer a fortnightly collection of their blue bin rather than a monthly collection;
- just over half (54%) of panel respondents would prefer to recycle their glass via the blue bin, rather than the black box;
- a third of panel respondents recycle glass using the black box once per fortnight and just over three in ten (31%) does so once per month;
- around three quarters (73%) of respondents felt that a monthly black box collection would be sufficient for their glass recycling, as opposed to the current practice of fortnightly.
- just under one in ten (8%) respondents used their recycling centre once per week or more, with around a third (32%) using it about once a month or more and just over a third (35%) about once every 3- 4 months or more.

Panel update

As part of this questionnaire FMR listed members' personal details and asked them to update these where relevant. Panel members were also asked whether they were still willing to take part in SA1000 surveys.

Since the last survey undertaken in spring 2008 there were 1,016 on the SA1000 panel. 138 members were removed as they had not returned any of the previous four questionnaires. Out of the 878 SA1000 questionnaires and panel refresh questionnaires sent out, 648 were returned and 63 asked to be removed from the panel. This leaves 585 still willing to stay on the SA1000 panel.

The panel is now very skewed towards the 45-64 and 65+ age groups with the younger age groups under represented. The employed and retired are also over represented with a shortfall in those who are not employed. Owner occupiers are also over represented and non owner occupiers under represented. The geographic areas where people live, however, are reasonably well represented.

Recommendations

It is recommended that each of the Community Planning Partners considers the findings of the survey, disseminates the findings within their own organisation and takes this feedback into account when considering service provision in the area.

The following specific recommendations are made for the community planning partnership's consideration.

- In terms of the environmental sustainability data we would recommend more detailed analysis at sub group level before making any full scale changes to services already provided as some sub groups of the population were not all in favour of the proposed changes and a change in behaviour does not always follow from people's stated intentions.

- South Ayrshire Community Planning Partnership needs to determine whether there is further use required from the Citizen's Panel and if so to boost the sample to include younger people and more people from housing tenures other than owner occupiers. Our recommendation would be to create either a more manageable panel of around 650 people or to maintain the panel at its original level of 1,100.

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1.1   Background

South Ayrshire's citizen's panel, the SA1000, has been operating on the basis of a joint funding and management arrangement by South Ayrshire's community planning partners since 2004. Key partners are currently South Ayrshire Council; Strathclyde Police; Strathclyde Fire & Rescue; NHS Ayrshire and Arran and Skills Development 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 fifth survey FMR has conducted with the SA1000 Citizen's Panel on behalf of the steering group. This was conducted between January and February 2009.

1.2   Objectives

The survey this time had six different sections and therefore several distinct objectives.

- Community safety and anti-social behaviour – this section sought to obtain the panel's views on perception and fear of crime; whether they had been affected by anti-social behaviour; what would make the panel members feel safer, and awareness of community safety initiatives.

- Mental wellbeing – this section will allow the community planning partnership to assess the positive mental health of the South Ayrshire population. This was undertaken by asking statements about panel members' feelings and thoughts.

- Alcohol awareness – this section asked questions of the panels' awareness of alcohol issues as well as the national alcohol strategy.

- Satisfaction with town centres in South Ayrshire – this was a follow up question to a similar section the panel were asked two years ago.

- Environmental sustainability – this section covered issues on fair trade, climate change, travel and energy management as well as open space and waste management.

- Panel update – the final section asked SA1000 members to update their details and asked if they were still willing to participate in SA1000 surveys.

2 Method

This section outlines the methods used to conduct the fifth SA1000 Citizens' Panel survey that FMR has undertaken.

2.1 Survey overview

The survey was conducted by issuing postal self-completion questionnaires to all members of the SA1000 Citizen's Panel who had completed a survey previously. There were 1,016 members on the original panel but 138 were removed before the survey was sent out because they had never completed any of the previous four surveys. Therefore, this time round, 878 members were sent the questionnaire.

2.2 Survey questionnaire design

The SA1000 steering group met on 27th November 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. In addition to key questions from the themes highlighted in the objectives, panel members were asked to update their personal details to ensure the profile of SA1000 is as accurate as possible.

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 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 the 878 panel members between 9th and 14th January 2009. 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 services for the future. Panel members were asked to complete and return the questionnaire by 30th January 2009 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 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 13th February 2009.

2.4 Response rates

A total of 524 completed questionnaires were returned by the 30th January deadline and 354 reminders were sent out. A further 97 completed questionnaires were returned by February 13th. There were 621 questionnaires completed giving a very good response of 71% from the total 878 SA1000 members invited to take part in the survey.

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

With a response of 621 panel respondents, in a completely random sample (which confidence levels only truly apply to), this sample size produces a statistical confidence interval of ±3.9% at the 95% confidence interval. However, the representativeness of the sample is skewed toward certain groups.

Table 1 shows a profile of respondents to the fifth survey against a demographic breakdown for South Ayrshire. As the panel has not been refreshed for some time the sample of SA1000 panel members responding to this survey is skewed towards the following groups who are more strongly represented in the panel than the population profile.

- 45-64 age group;
- employed and retired; and
- owner occupiers.

Table 1   Profile of respondents

	South Ayrshire	5th Survey
Male	47%	49%
Female	53%	51%
16-24	12%	2%
25-44	32%	19%
45-64	33%	50%
65+	23%	29%
Employed	49%	55%
Not employed	24%	11%
Retired	26%	34%
Owner occupier	74%	88%
Other tenure	26%	11%
North & East (KA1,2,5,6)	12%	13%
Ayr (KA7,8)	42%	40%
Troon/Prestwick (KA9,10)	29%	31%
South (KA19,26)	17%	16%
ROA, yes	10%	8%
ROA, no	91%	92%
Urban	83%	82%
Rural	17%	18%

3   Key findings

3.1   Introduction

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

- community safety and anti-social behaviour;
- mental wellbeing;
- alcohol awareness;
- satisfaction with South Ayrshire town centres;
- environmental sustainability; and
- SA1000 panel refresh.

Please note that not every panel member completed every question: the 'n' value next to each percentage represents the number of people that the percentage figure represents, i.e. how many answered that aspect of the question and missing values are omitted. The responses are therefore from those who answered the question (or part of 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.

3.1   Community safety and anti-social behaviour

This section feeds back the results on community safety and anti-social behaviour which also compares some of the results with comparable questions from the third survey in summer 2007.

3.1.1   Perception and fear of crime

The panel was asked what their perception of crime was in their neighbourhood. Around one in ten (9%, 54 respondents) perceived no crime, eight out of ten panel members perceived a low rate of crime while around one in ten (11%, 69 respondents) perceived there to be a high rate of crime in their neighbourhood. Similar questions were asked in the SA1000 survey of Summer 2007 and are compared in the table below, albeit the question asked is about fear of crime compared to the perception of crime. While less people felt that there was no crime in their neighbourhood in 2009 compared to no fear of crime in 2007, there was less perception of a high rate of crime in 2009 compared to a high fear of crime in 2007. This may be explained by a shift in the panel profile between 2009 and 2007.

Table 2   Perception/fear of crime

Winter 2009	What is your perception of crime in your neighbourhood? (n = 619)	Summer 2007	Do you have a fear of crime in your neighbourhood? (n = 675)
High rate of crime	11%	High fear of crime	15%
Low rate of crime	80%	Low fear of crime	67%
No crime	9%	No fear of crime	18%

Those panel members with the following demographic factors were more likely to perceive a high rate of crime in their neighbourhood (although the low number of respondents in these sub groups should be noted):

- 16-24 year olds (20%, 3 respondents);
- those not residing in owner occupied accommodation (26%, 19 respondents);

- those not employed (19%, 13 respondents);
- those living in Ayr (14%, 34 respondents); and
- those living in an ROA area (37%, 18 respondents)

Panel members were then asked which of the following crimes they feared the most i.e. which they thought was most likely to happen. The most common response to this was housebreaking and other theft (43%, 266 respondents), graffiti/vandalism (24%, 145 respondents), drunk or disorderly behaviour (19%, 116 respondents) and then drug use/dealing or assault/violent crime both mentioned by 15% (94 respondents) of the panel. This question was also asked in the 2007 survey and responses are compared in the table below. All responses to the 2009 survey show a decrease in the crimes people fear the most compared to 2007. It should be noted that this survey is skewed towards the older age groups, the employed and owner occupiers which will have influenced the results of the 2009 survey to a degree.

Table 3   Which of the following crimes do you fear most, i.e. which do you think is most likely to happen?

	Winter 2009 n=621	Summer 2007 n=675
Housebreaking and other theft	43%	46%
Assault/violent crime	15%	16%
Graffiti/vandalism	24%	30%
Drunk or disorderly behaviour	19%	35%
Drug use/drug dealing	15%	21%
Racist crime	-	-

3.1.2   Victims of crime and anti-social behaviour

Respondents were asked whether they had been victims of crime in the previous year. Just over one in ten (13%, 80 respondents) stated that they had. Those panel members were more likely to be male, live in non owner occupied accommodation and live in ROA areas. This compares to 19% (129 respondents) in the 2007 survey who stated that they had been a victim of crime in the previous year, with those respondents more likely to be living in non owner occupier accommodation and ROA areas.

Those who had been a victim of crime were asked what the nature of that crime was. Graffiti or vandalism was the most common with almost half (48%, 38 respondents) of victims stating this crime. Around a third (32%, 25 respondents) stated drunk or disorderly behaviour and over a quarter (27%, 21 respondents) experienced housebreaking and other theft. Assault and violent crime was experienced by just 3% (2 respondents) of those who had been a victim of crime. The categories for this question were not comparable with the 2007 survey.

Panel members were asked what most influences their fear of crime in their neighbourhood. As highlighted in figure 1 below, the four most common were:

- local newspapers and radio (28%, 171 respondents compared to 24%, 155 respondents in 2007);
- experience of friends/neighbours (27%, 167 respondents compared to 23%, 148 respondents in 2007);
- personal experience (24%, 147 respondents compared to 35%, 225 respondents in 2007); and
- national newspapers/radio (16%, 98 respondents compared to 24%, 153 respondents).

Figure 1   What one thing most influences your fear of crime in your neighbourhood?
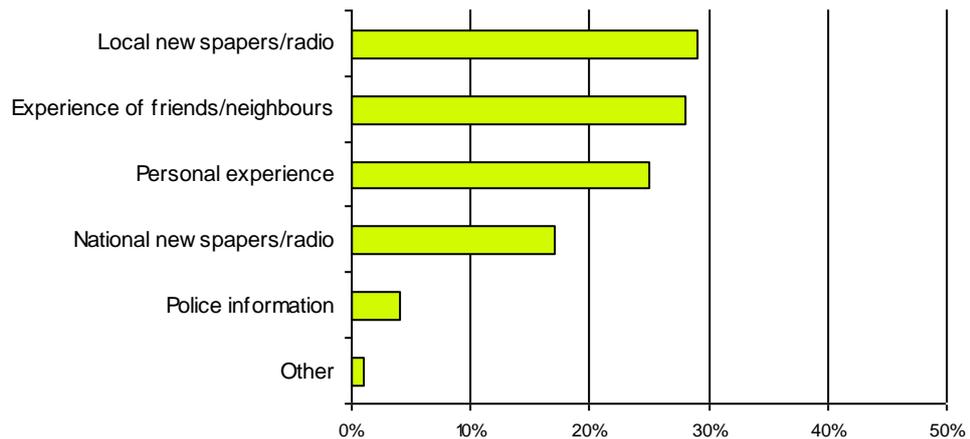
n=590

The panel members were also asked whether they had been affected by anti-social behaviour in the last 12 months. Almost four in ten (39%, 238 respondents) had been affected by anti social behaviour. Those more likely to experience this were employed, in the 25-44 and 45-65 age groups, did not live in owner occupied housing and lived in ROA areas. In the 2007 survey 44% (293 respondents) of respondents had been affected by anti-social behaviour. The type of anti social behaviour most likely to be experienced was:

- drunk or disorderly behaviour by groups (54%, 127 respondents compared to 67%, 196 respondents in 2007);
- loud noise (51%, 120 respondents compared to 58%, 171 respondents in 2007);
- graffiti/vandalism (32%, 75 respondents compared to 24%, 71 respondents in 2007); and
- and alcohol or drugs (26%, 61 respondents compared to 35%, 103 respondents in 2007).

This data is highlighted in figure 2 below along with other types of anti social behaviour experienced by panel respondents.

Figure 2   What kind of anti-social behaviour was it?
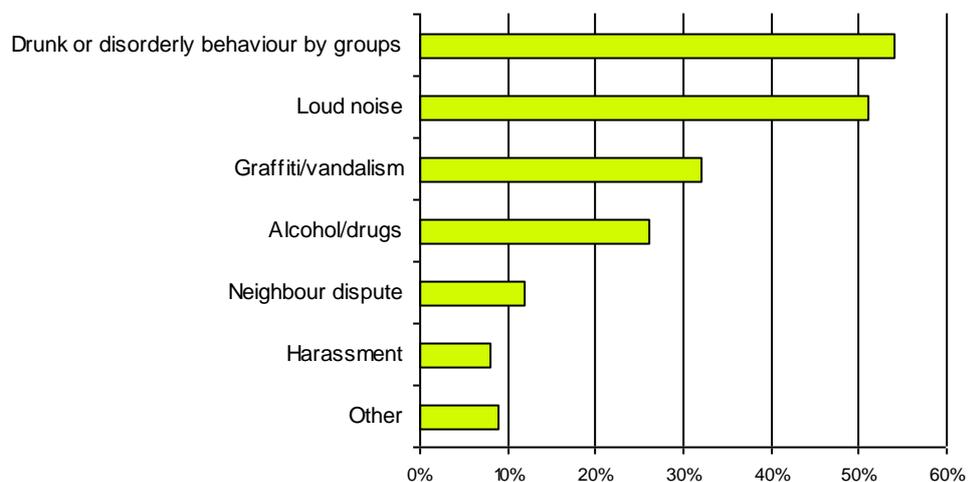
n=237

3.1.3 Community safety initiatives – perception of safety and awareness

The Community Planning Partnership listed a number of safety initiatives and asked respondents which would make them feel safer in their area. The most common initiatives which panel members felt would make them feel safer were:

- visible community police patrols (43%, 260 respondents compared to 36%, 330 respondents in 2007),
- persistent local offenders being tackled (24%, 147 respondents which was also 24%, 163 respondents in 2007); and
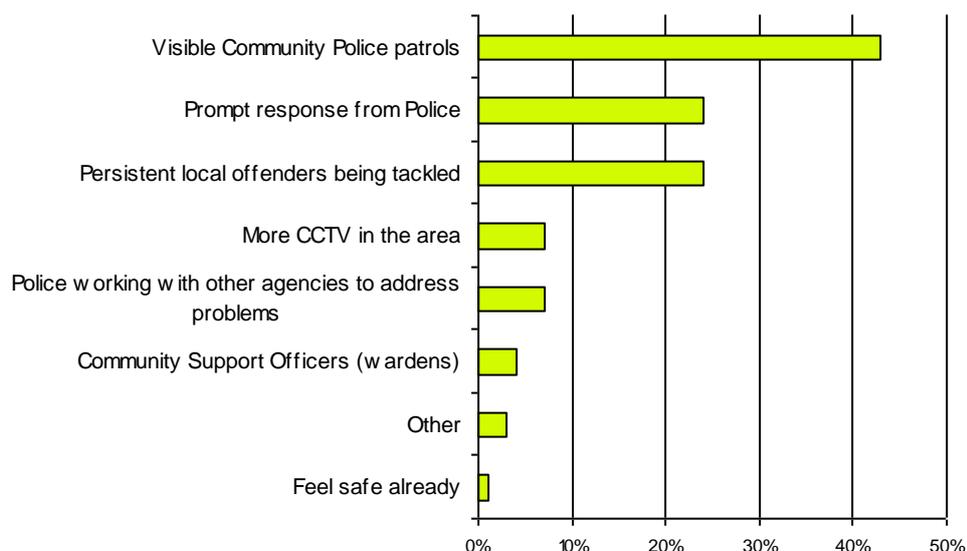- prompt response from the police (24%, 144 respondents and was 23%, 155 respondents in 2007).

Figure 3 below highlights the above data in chart form as well as awareness levels of other community safety initiatives.

Figure 3   **Which one of the following would do most to make you feel safer in your area?**

n=610

The final question within this section asked if the panel members had heard of any of the following community safety initiatives.

- Safe Ayr;
- Antisocial Behaviour Advice Line;
- Violence Against Women and Children Website;
- Mediation Service;
- Shore Watch;
- Winter Safety; and
- Reckless Driving.

While Safe Ayr received most recognition with over four in ten (42%, 260 respondents) having heard of the initiative, the next highest response was '*heard of none of these*' with a third of respondents (208 respondents) giving this response. The *Antisocial Behaviour Advice Line* (23%,143 respondents) and *Violence Against Women and Children* website (21%, 132 respondents) were the only two other community safety initiatives which more than a fifth of the panel had heard of.

With respect to Safe Ayr the types of panel members who were more likely to have heard of this initiative were from the following groups:

- 16-24 and 25-44 age groups;
- those not in owner occupied accommodation;
- those not in employment; and
- those living in Ayr.

Figure 4 below shows the awareness of the Community Safety Initiatives in graphic form.

Figure 4   Have you heard of any of the following Community Safety Initiatives?
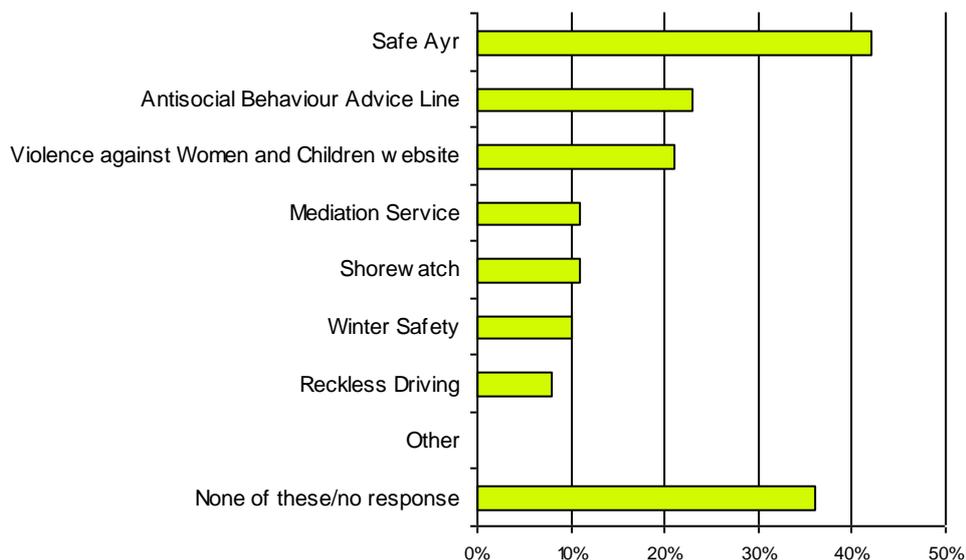
n=621

3.2   Mental wellbeing

The community planning partnership wanted to assess the positive mental health of the South Ayrshire population. Where possible the SA1000 survey findings are compared with similar questions in a Scottish Executive study commissioned in 2006 entitled *Well? What do you think? The Third National Scottish Survey of Public Attitudes to Mental Health, Mental Well-being and Mental Health Problems.* However, it should be noted that a slightly different method was used for this study, face to face interviews compared to a paper based questionnaire for SA1000 and with a more representative sample. It should also be borne in mind that the comparisons have a three year time difference. Nonetheless, these provide useful comparative data. The Scottish Executive study was conducted by Ipsos MORI and University of Stirling with a representative sample of 1,216 people across Scotland.

3.2.1   Feelings and thoughts; and control over emotions and well being

The Warwick-Edinburgh Mental Well Being Scale (WEMWBS) is designed to measure positive mental well being. WEMWBS comprises 14 separate statements describing feelings relating to mental wellbeing. For each statement, respondents are asked to indicate how often they have felt this way over the last two weeks using a 5 point scale (none of the time, rarely, some of the time, often, all of the time). The scale represents a score for each item from 1 to 5 respectively. The minimum score

possible is 14 and the maximum is 70. The higher a person's score is the better their level of mental wellbeing.[1]

Panel members were firstly asked to describe their experience of the last two weeks in relation to 14 statements about their feelings and thoughts. Table 4 below summarises these responses. Respondents' responses were more positive than negative on all the statements with the exception of *I've had energy to spare* which scored 34% (191 respondents) rarely or none of the time.

Table 4   What best describes your experience of the last two weeks?

Statement	All the time/ often	Rarely/none of the time
I've been feeling optimistic about the future (n=582)	35%	22%
I've been feeling useful (n=571)	53%	10%
I've been feeling relaxed (n= 570)	42%	16%
I've been feeling interested in other people (n=568)	60%	6%
I've had energy to spare (n=568)	26%	34%
I've been dealing with problems well (n=574)	59%	7%
I've been thinking clearly (n=572)	69%	4%
I've been feeling good about myself (n=573)	53%	11%
I've been feeling close to other people (n= 563)	58%	10%
I've been feeling confident (n= 564)	53%	12%
I've been able to make up my own mind about things (n= 578)	80%	4%
I've been feeling loved (n= 571)	69%	8%
I've been interested in new things (n=572)	57%	13%
I've been feeling cheerful (n= 576)	59%	9%

The mean score for those who responded to all of these statements (536 respondents) was 50 out of a maximum possible score of 70 which is a similar score to the Scottish Executive study undertaken in 2006 where the mean score was 51.

Those groups of panel members who were significantly more likely to score higher than the mean were:
- 65+ age group;
- owner occupiers; and
- retired.

The groups of panel respondents which were significantly likely to score lower than the mean were:
- the 25-44 age group;
- those living in accommodation other than owner occupied; and
- those who were not employed.

Panel respondents were asked to think about all those things that, in general, might affect their own emotions and well being. They were asked to score each between 1-5 depending on how much control they feel they have over them (on a scale of 1-5, where 1 is no control and 5 is complete control).

Just under one in ten (9%, 46 respondents) scored 1 or 2, almost three in ten (29%, 156 respondents) scored a 3 and over six in ten (62%, 331 respondents) scored a 4 or 5. As can be seen from the table below this is broadly in line with the Scottish wide study.

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[1] *Well? What do you think? The Third National Scottish Survey of Public Attitudes to Mental Health, Mental Well-being and Mental Health Problems (Scottish Executive, 2006)*

Table 5   Level of control over emotions and wellbeing

Level of control	SA1000	Scottish Executive study (2006)
1 or 2	9%	8%
3	29%	25%
4 or 5	62%	65%
Don't Know	-	2%

For the SA1000 results the average score was 3.67. Those groups of panel members who were likely to score higher than average were:

- male;
- 65+ age group;
- owner occupiers; and
- retired;

Those groups of panel members that were likely to score less than the average were:

- female;
- non owner occupiers;
- those not in work;
- North & East; and
- those living in rural and ROA areas.

Figure 5   Thinking about all those things that, in general, might affect your own emotions and wellbeing, how much control, if any, do you feel you have over them? (on a scale of 1-5, where 1 is no control and 5 is complete control)
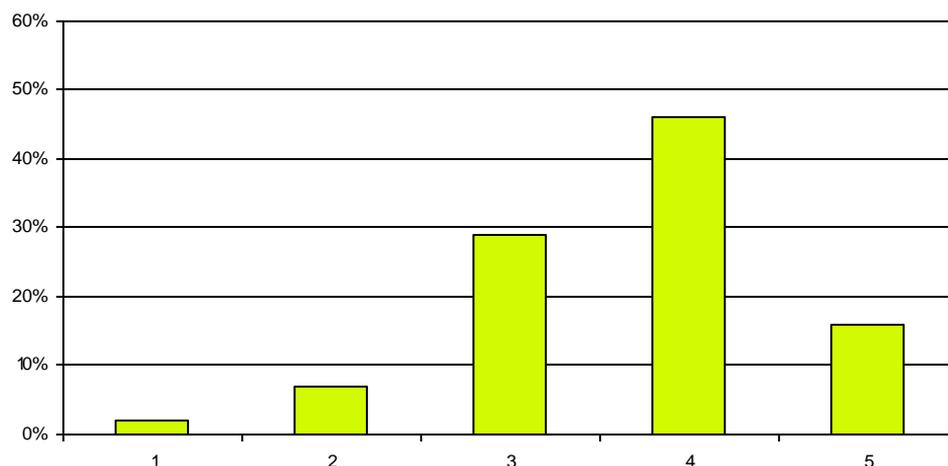
n=608

An analysis of those who were more positive than negative in their scoring to the statements in table 4 above was undertaken with those more likely to state that they were in control of those things that affect their own emotions and well being, as in figure 5 above. A score was attached to how panel respondents answered each of the statements (1 for none of the time, 2 for rarely, 3 for some of the time, 4 for often and 5 for all the time) and each of the scores for the 14 statements were then aggregated into a total score. The mid-point of the score was 42. Respondents were categorised into those that scored the mid-point or below (pessimistic) and those that scored above the mid-point (optimistic). Those that scored the mid-point or below to the 14 statements about their feelings and thoughts were more likely to state that they were less in control of those things that affect their own emotions and well being, with an average score of 2.67. Those that scored above the mid-point to the statements

were more likely to state that they were in control of those things that affect their own emotions and well being, with an average score of 3.89.

The chart below shows that those scoring a 1 or 2 in terms of level of control over the things that affect their emotions and wellbeing were much more likely to score less than 42 in the statements about their feelings and thoughts. Those that scored a 4 or 5 in terms of control were much more likely to score above 42 about their feelings and thoughts.

Figure 6   Rating of level of control against response to feelings and thoughts
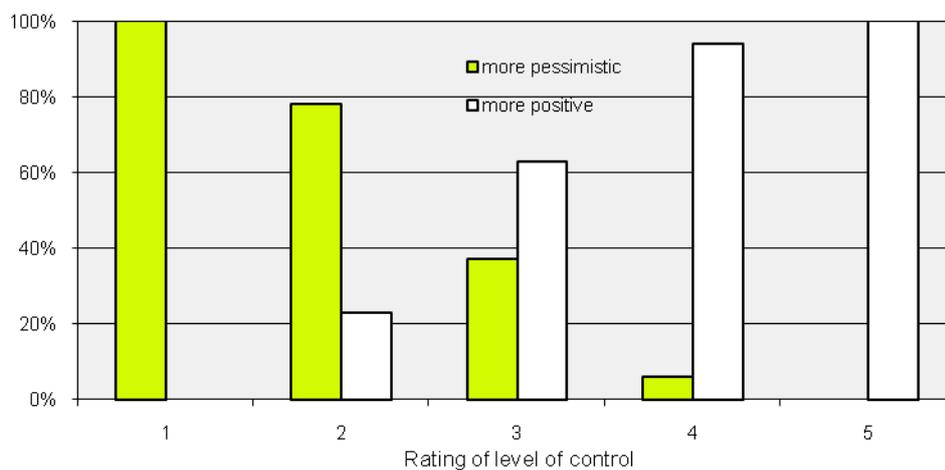
3.2.2   Responses to statements about mental health problems/issues

The panel was then asked which of the following ways had been important in forming their impression of what mental health problems are. The most common ways that members of the panel formed their impression were:

- personal contact or personal experience (76%, 448 respondents);
- TV news and current affairs programmes (57%, 335 respondents);
- national newspapers (41%, 241 respondents);
- work (35%, 205 respondents);
- word of mouth (31%, 183 respondents);
- health professionals (30%, 176 respondents);

Figure 7

Figure 7   **There are many ways in which people might form an impression of what mental health problems are. Which of the following have been important in forming your impression?**
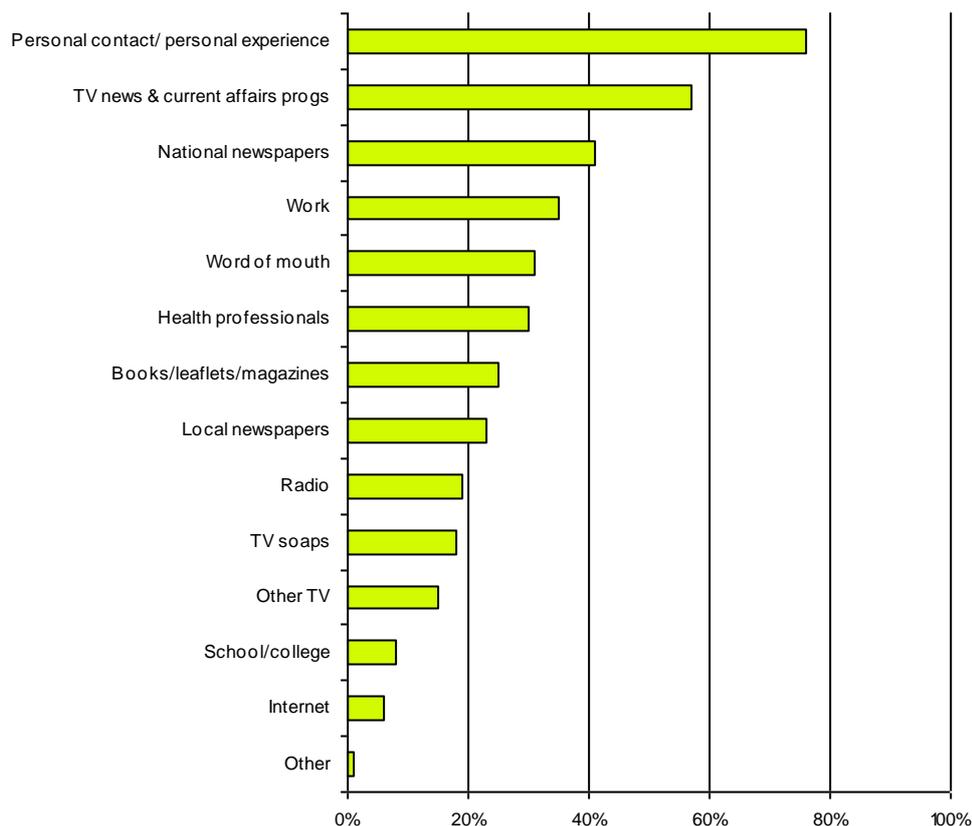
n=590

SA1000 panel members were then asked to state whether they agreed or disagreed with a series of statements relating to mental health problems/issues. The chart below summarises these statements and the table ranks the statements according to the proportion of panel members who tended to agree or strongly agreed with the statements.

The statements which the panel members were most in agreement with were *Anyone can suffer from mental health problems* (95% strongly agree/tended to agree, 574 respondents); *people with mental health problems should have the same rights as anyone else* (77% strongly agree/tended to agree, 462 respondents); *if I was suffering from mental health problems, I wouldn't want people knowing about it* (52% strongly agree/tended to agree, 308 respondents); and *the majority of people with mental health problems recover* (52% strongly agree/tended to agree, 265 respondents).

The statements which the panel disagreed with the most were *people with mental health problems are largely to blame for their own condition* (86% strongly disagree/tend to disagree, 498 respondents); *people with mental health problems are often dangerous* (66% strongly disagree/tend to disagree, 294 respondents); and *I would find it hard to talk to someone with mental health problems* (60% strongly disagree/tend to disagree, 351 respondents); *people are generally caring and sympathetic to people with mental health problems* (50% strongly disagree/tend to disagree, 294 respondents).

The SA1000 findings were broadly in line with most of the statements in comparison with the Scottish Executive study. Three statements which differed significantly between the two surveys were *People with mental health problems should have the*

same rights as anyone else (SA1000 - 77% compared to 85% for the SE study); If I was suffering from mental health problems, I wouldn't want people knowing it (SA1000 - 52% compared to 41% for the SE study); and *People are generally caring and sympathetic to people with mental health problems* (SA1000 - 29% compared to 40% for the SE study).

Table 6   Looking at the following statements, how much do you agree or disagree with each of them

Statement	SA1000 Proportion who strongly agree/ tend to agree	Scottish Executive study 2006 Proportion who strongly agree/ tend to agree
Anyone can suffer from mental health problems (n= 574)	95%	97%
People with mental health problems should have the same rights as anyone else (n=462)	77%	85%
If I was suffering from mental health problems, I wouldn't want people knowing it (n=290)	52%	41%
The majority of people with mental health problems recover (n=265)	52%	46%
The public should be better protected from people with a mental health problem (n=199)	34%	32%
People are generally caring and sympathetic to people with mental health problems (n=171)	29%	40%
I would find it hard to talk to someone with mental health problems (n=104)	18%	17%
People with mental health problems are often dangerous (n=70)	12%	16%
People with mental health problems are largely to blame for their own condition (n=20)	3%	4%

Figure 8   Looking at the following statements, how much do you agree or disagree with each of them (SA1000)
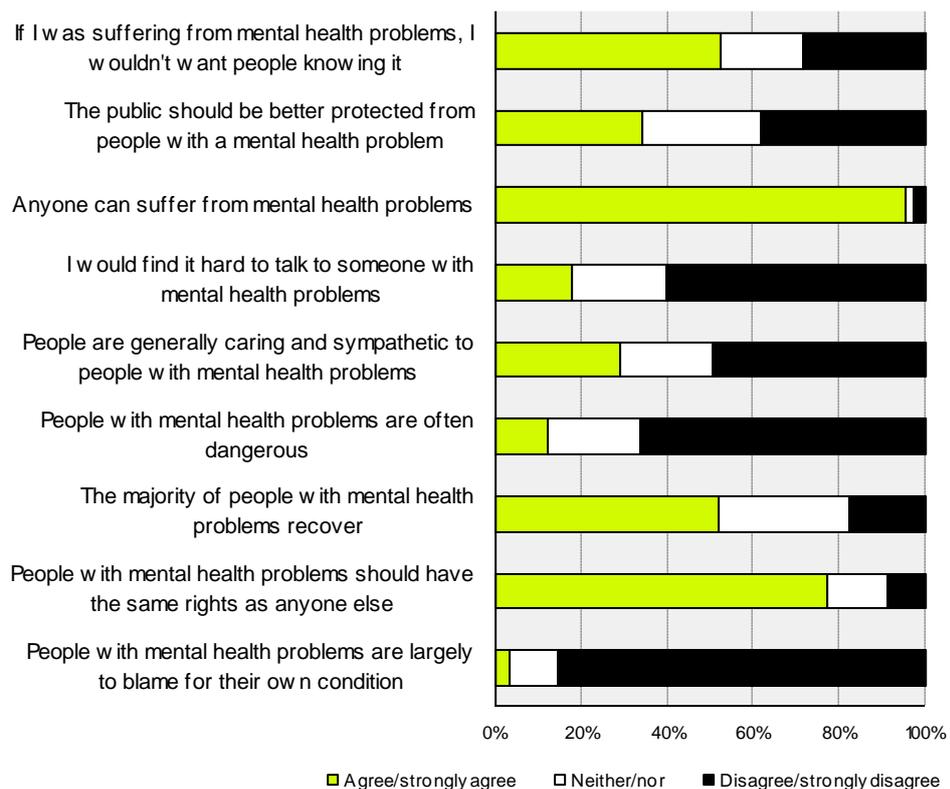
n = 512 – 599

The Community Planning Partnership asked what panel members thought was important in keeping themselves mentally healthy. A list of options was given and respondents were asked to tick up to three options. The most popular options were:

- having feelings of self worth (58%, 352 respondents);
- having close relations with family and friends (56%, 342 respondents);
- feeling safe and secure (42%, 254 respondents);
- keeping in touch with family and friends (37%, 227 respondents); and
- looking after your physical health (34%, 206 respondents).

Figure 9   What do you think is important in keeping you mentally healthy?
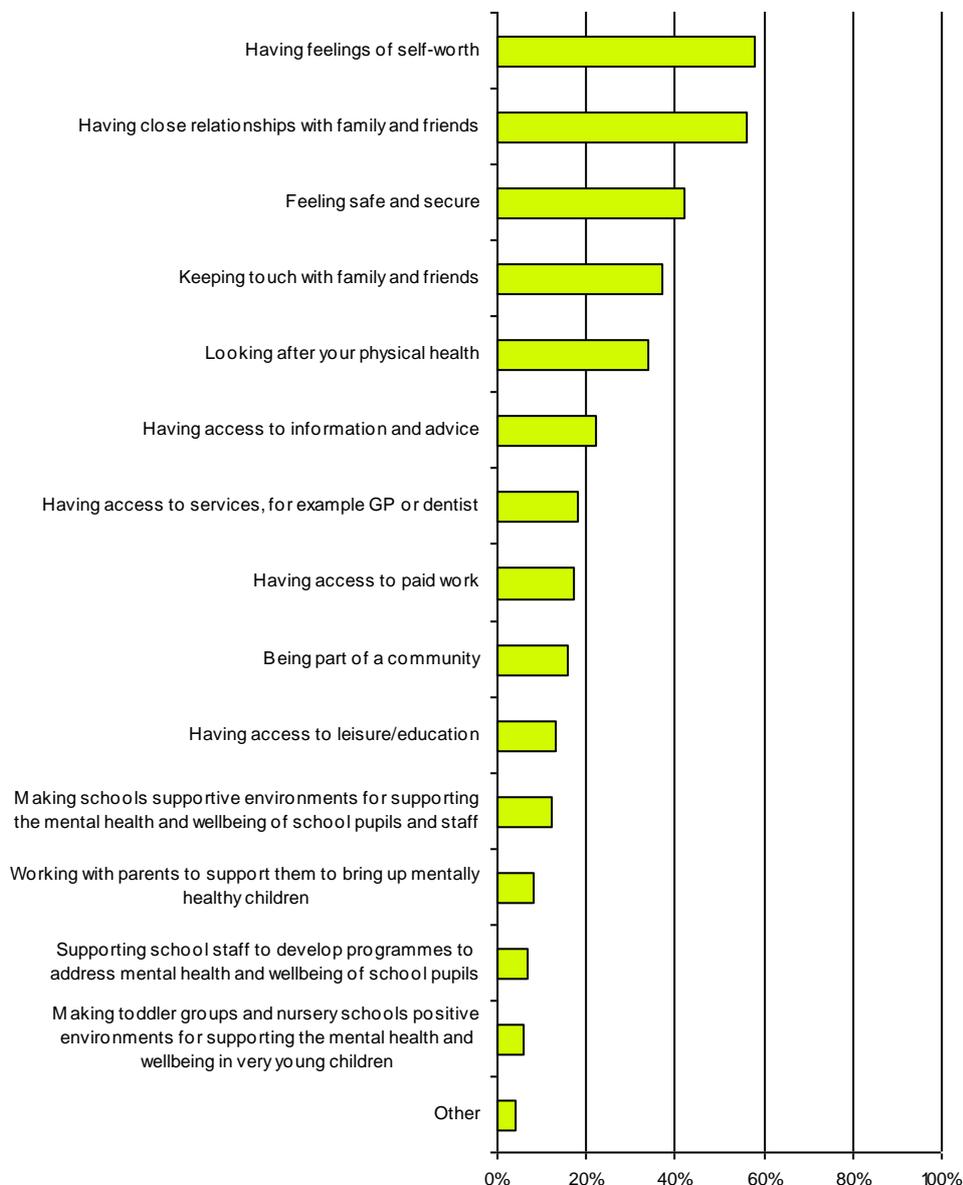
n=608

Some of the comments from those respondents who stated *Other* included:

- faster response times for appointments with mental health professionals (4)
- volunteering/undertaking a hobby or past time/ having a purpose (3)
- being in a job where you are treated fairly and paid a fair wage (2);
- having faith based beliefs (2);

- stress management advice and assistance;
- understanding your emotions and how they affect us; and
- outdoor education/personal development.

3.3 Alcohol awareness

Respondents to the survey were asked if they were aware of Alcohol Awareness Week (which ran from 5-11 October 2008). This was a national campaign launched by the Scottish Government.

Just under four in ten respondents (38%, 236 respondents) were aware of the alcohol awareness campaign. Those more likely to be aware of the campaign were from the following groups within the panel membership:

- females;
- ages 45-64;
- those living in the North & East; and
- those living in ROA areas.

The questionnaire asked those who were aware of the campaign, if they could recall any of the messages that were part of the campaign.

Figure 10   If yes, can you recall any of the messages that were part of the campaign?
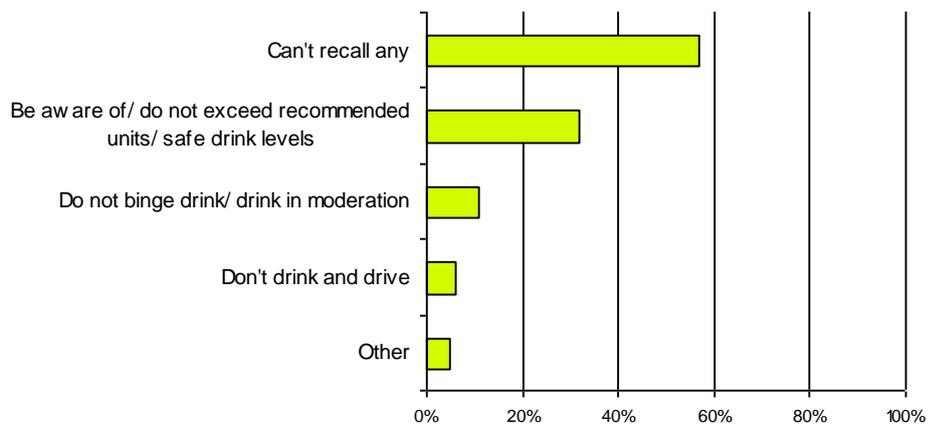
n=236

Some of the other responses included:
- ban happy hour promotions;
- increase prices;
- initiatives to raise age for buying alcohol; and
- missing two days of drinking alcohol per week can reduce your waistline.

Panel members were then asked if they were aware the Scottish Government undertook consultation with the general public in September on the soon to be launched National Alcohol Strategy. Only 10% (n=63) stated that they were aware of this consultation. Those groups more likely to be aware of the consultation, although not significantly so, were:

- male (13%, 38 respondents);
- 16-24 (13%, 2 respondents);
- not owner occupiers (18%, 13 respondents);
- not employed (19%, 13 respondents); and
- living within ROA areas (14%, 7 respondents).

Of those who were aware of the consultation only 6% (4 respondents) stated that they participated.

The last question in this section asked panel members what message they had found helpful in relation to the current advice on recommended alcohol intake for men and women. The majority of respondents (58%, 362 respondents) did not state a response to this question. For those that did the most common response was in relation to the recommended safe number of units per person (39%, 73 respondents) while more than one in ten responded along the lines of *a better understanding of units in drinks* (14%, 27 respondents) and *drink responsibly* (12%, 22 respondents). Other responses included:

- contradictory/vague advice (or unhelpful advice) – 7% (14 respondents);
- effects of binge drinking – 7% (13 respondents);
- health effects of drinking – 7% (13 respondents);
- drink drive campaign – 3% (5 respondents); and
- people affected in different ways – 2% (4 respondents).

3.4   Satisfaction with South Ayrshire town centres

This section asked panel members to rate satisfaction with South Ayrshire's town centres. Two years previously the Council launched the Civic Pride initiative as a direct response aimed at reinvigorating town centres. The panel was asked its view on whether this initiative has made a difference by asking the panel to rate the town centres on a scale of 1-10, where 1 was poor and 10 was excellent.

The following chart and table shows the mean values for each of the five town centres and comparisons with the same question asked in the Autumn/winter 2006 survey.

Table 7   Satisfaction with South Ayrshire town centres

Town Centre	Satisfaction - mean score 2009	Satisfaction - mean score 2006
Ayr	4.4 (n=599)	5.9 (n=671)
Girvan	4.1 (n=307)	4.3 (n=301)
Maybole	3.6 (n=323)	3.6 (n=317)
Prestwick	5.2 (n=503)	5.8 (n=525)
Troon	6.0 (n=440)	6.1 (n=428)

The average score for Ayr shows a statistically significant drop from 5.9 to 4.4 and for Prestwick from 5.8 to 5.2 which is also statistically significant. The three other town centre scores for 2009 are much in line with 2006 results as Figure 11 below shows.

Figure 11   Satisfaction with South Ayrshire town centres
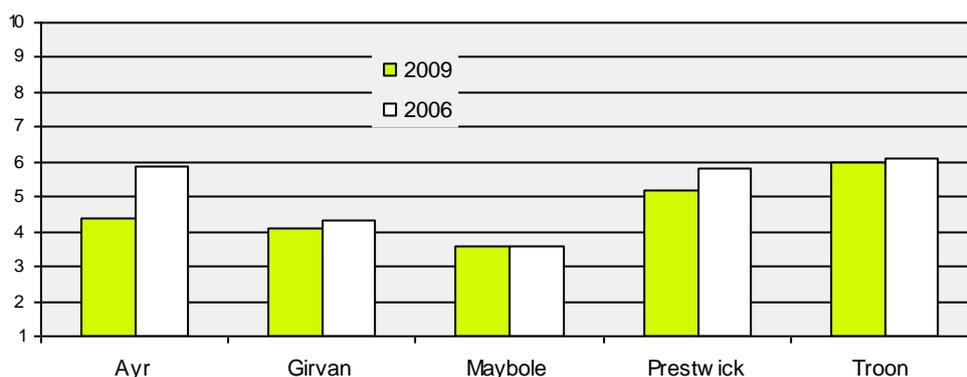
Generally those groups of panel members which were more likely to give a significantly higher value for each of the town centres for the 2009 response were:

- Ayr – 16-24 year olds, non owner occupiers and those living in the South of the council area;
- Girvan – males, 65+ age group and those living in Ayr and Troon/Prestwick;
- Maybole – 65+ age group, non owner occupiers, and those living in Ayr and Troon/Prestwick, those from ROA areas;
- Troon – males and the retired.

3.5 Environmental sustainability

This section included questions on procurement and fair trade, climate change, travel and energy management, as well as open space management and waste management.

3.5.1 Procurement and fair trade

The panel respondents were asked whether they use re-usable bags when shopping. The vast majority (84%, 505 respondents) do so once a week or more while one in ten (63 respondents) do so about once a month or more. Only 1% (8 respondents) used re-usable bags once every 3-4 months or more, while 4% never use re-usable bags when shopping. Generally females were more likely to use re-usable bags than males and older age groups more so than younger age groups.

Figure 12   Do you use re-usable bags when shopping?
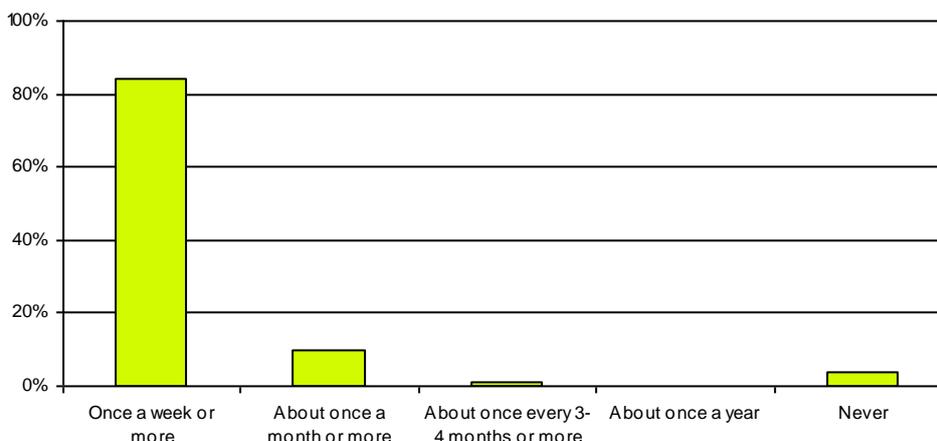
n=604

Just under three in ten (29%, 177 respondents) seek out and buy local goods, such as farmers market produce or items from local retailers once a week or more. A third (199 respondents) do so about once a month or more, while 14% (87 respondents) do so about once every 3-4 months or more. Only 7% (42 respondents) seek out and buy local goods about once per year and 16% (99 respondents) never do this.

Figure 13   Do you seek out and buy local goods, such as Farmer's Market products, or items from local retailers?
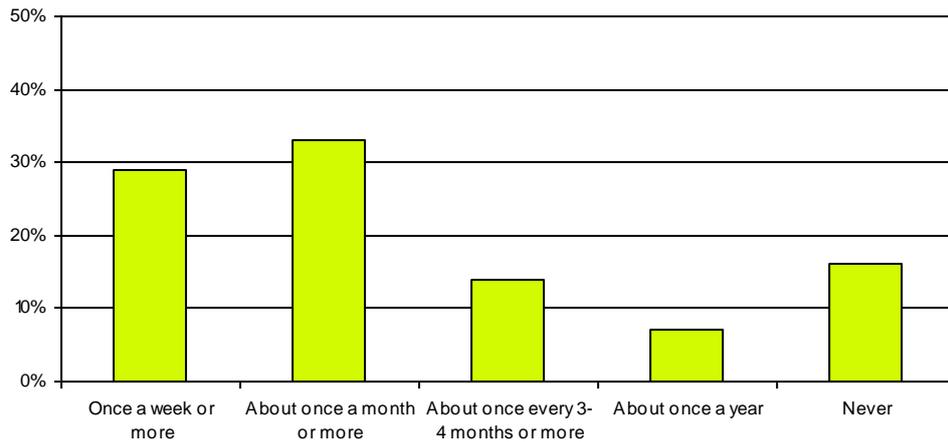
n=604

The Community Planning Partnership was interested in finding out if panel members seek out and buy Fair Trade goods. Just under a quarter (23%, 136 respondents) do so once a week or more and just over a quarter (27%, 162 respondents) do so about once a month or more. 16% (96 respondents) seek out and buy Fair trade goods about once every 3-4 months or more and 5% (32 respondents) do so about once per year. Almost three in ten (29%, 178 respondents) do not seek out and buy Fair Trade goods.

Figure 14   Do you seek out and buy Fair Trade goods?
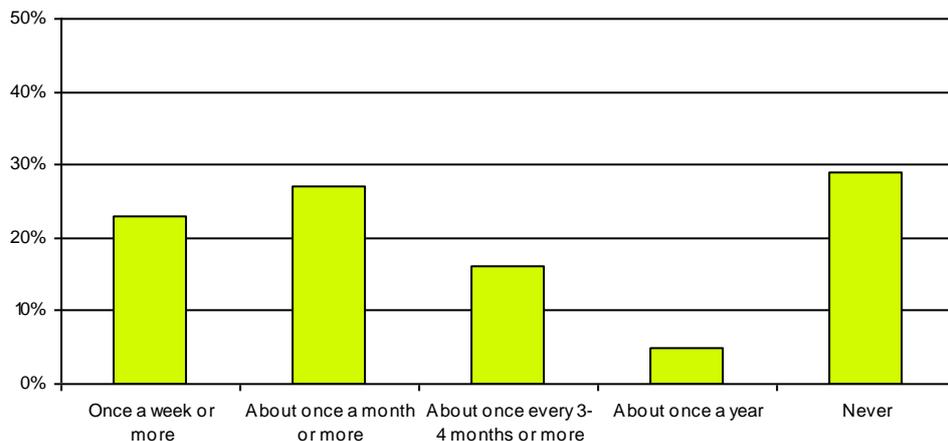
n=604

3.5.2   Climate Change

The panel was asked whether they believe that the impact of Climate Change is an important issue in South Ayrshire. Almost three quarters (74%, 447 respondents) stated yes and just over a quarter (26%, 154 respondents) said no. The response to this question seemed to follow a pattern according to age group as the table below shows.

Table 8   Do you believe that the impact of Climate Change is an important issue in South Ayrshire?

Age group	% yes
16-24 (n=13)	87%
25-44 (n=95)	81%
45-64 (n=222)	73%
65+ (n=117)	70%

n=447

Respondents were given three choices when asked whether they believe it is the responsibility of the Local Authority to act on behalf of South Ayrshire to deal with climate change. The vast majority (88%, 509 respondents) stated that it was the responsibility of all residents, businesses, the Scottish Government and South Ayrshire Council, 10% (60 respondents) felt that it was the Scottish Government's and South Ayrshire Council's responsibility with only 2% (13 respondents) stating that it was local residents and businesses responsibility alone.

Figure 15   Do you believe that it is the responsibility of the Local Authority to act on behalf of South Ayrshire to deal with Climate Change?

Scottish Government/ South Ayrshire Council 10%

Local residents and businesses 2%

All residents, businesses, Scottish Government and SAC 88%
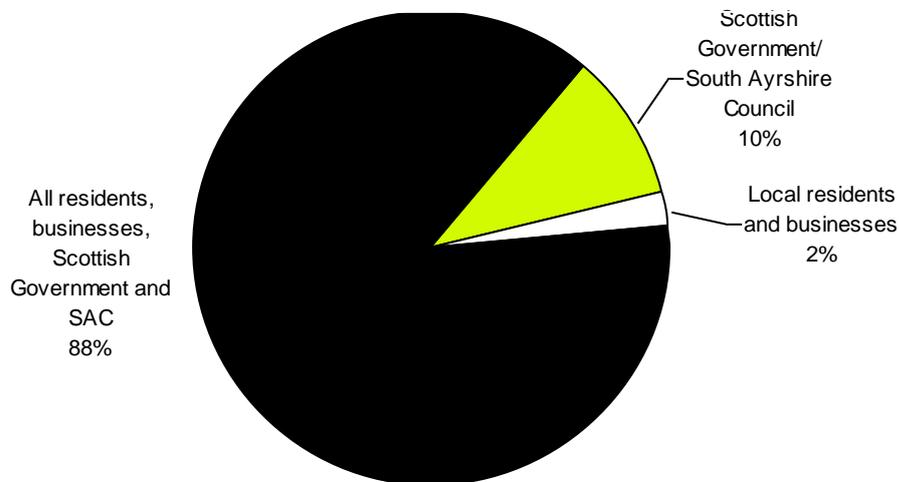
n=582

3.5.3   Sustainable travel

South Ayrshire Council was keen to find out if panel members are interested in using their car more efficiently e.g. car sharing, eco-driving and purchasing more efficient cars. Just over four in ten (42%, 243 respondents) were interested in using their car more efficiently, particularly those that were employed (47%, 155 respondents) and in the 25-44 (48%, 55 respondents) age group.

Less than one in ten (8%, 46 respondents) considered that the number of bicycle parking racks within their town was sufficient with the majority stating that there were not enough bicycle parking racks (49%, 293 respondents) and the remainder saying they did not know.

Only just over one in ten (11%, 65 respondents) considered that the locations of bicycle parking racks within their town were appropriate. Just under four in ten (37%, 219 respondents) felt that they were not and over a half (53%, 315 respondents) did not know.

3.5.4 Energy management

Panel members were given a range of options on whether they had any alternative energy sources in their home. Almost all (94%, 584 respondents) stated that they did not while 5% (30 respondents) stated that they had a wood burning stove. Only 1% (4 respondents) stated that they had solar panels, with the same level of response to ground source heating. Only 2 people responded to the prompt solar water panel while no one indicated that they had a wind turbine. In response to the 'other' category, four people mentioned that they use energy saving light bulbs.

3.5.5 Green and open space management

Panel members were asked if they took part in community volunteering clean ups. Few respondents had taken part in such activity with 87% (516 respondents) having never taken part in community volunteering clean ups. Around 1% (6 respondents) took part in community clean ups once per week, 2% (10 respondents) about once a month or more, 3% (17 respondents) about once every 3-4 months or more and 8% (45 respondents) about once per year.

When asked whether respondents use local walks, parks and open spaces there was a more positive response. Almost half (47%, 282) did so once a week or more, more than a quarter (27%, 164) about once a month or more, over one in ten (13%, 79 respondents) about once every 3 - 4 months or more and 5% (27 respondents) about once per year. Just under one in ten (8%, 48 respondents) never used local walks, parks and open spaces.

Figure 16   Do you use local walks, parks and open spaces?
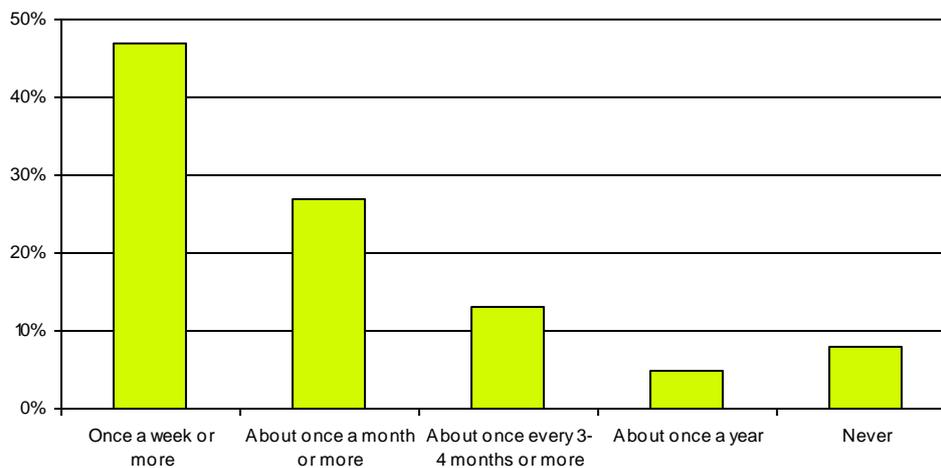
n=606

3.5.6 Waste management

Panel members were asked whether they would be willing to put their food waste into a separate container for regular collection by the council. Just under three quarters (72%, 427 respondents) of respondents said yes and the remaining 28% (170 respondents) were not willing to do this. The older age groups and owner occupiers were more willing to put food waste into a separate container than younger age groups and those in other housing tenures.

The Community Planning Partnership asked if a fortnightly collection of respondents' blue bin would be more appropriate rather than a monthly collection. Almost seven in ten (69%, 417 respondents) would prefer this arrangement. Those less likely to prefer this arrangement were respondents aged 65+ (53%, 92 respondents).

Panel members were also asked if they would prefer to recycle their glass via the blue bin, rather than the black box. Just over half (54%, 317 respondents) would prefer this arrangement. Those groups more in favour of this arrangement were those who do not live in owner occupied accommodation (63%, 43 respondents), those living in Ayr (63%, 147 respondents) and those living in ROA areas (70%, 33 respondents). Those less likely to prefer this arrangement were the 16-24 age group (50% stating no, 7 respondents), those who live in Troon/Prestwick (52%, 97 respondents) and the South (55%, 51 respondents).

South Ayrshire Council was keen to know how many panel members recycle glass using the black box. A third (200 respondents) said they did so once per fortnight. Just under a third (31%, 185 respondents) did so once per month, around a quarter (24%, 143 respondents) did so a few times per year while 13% (76 respondents) never recycled glass using the black box.

Figure 17   How often do you put out your black box to recycle your glass?
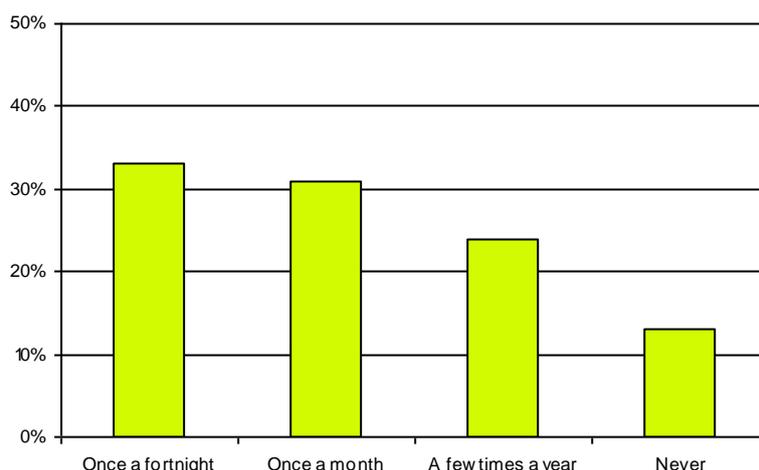
n=604

Around three quarters (73%, 421 respondents) of respondents felt that a monthly black box collection would be sufficient for their glass recycling, as opposed to the current practice of fortnightly. This was preferred more so by 65+ age group (80%, 129 respondents) rather than 16-24 age group (53%, 8 respondents).

When asked how often they used their local recycling centre just under one in ten (8%, 49 respondents) respondents used it once per week or more, around a third (32%, 197 respondents) about once a month or more and just over a third (35%, 213 respondents) about once every 3- 4 months or more. Only one in ten (59 respondents) used their recycling centre about once per year and 15% (91 respondents) stated that they never used their local recycling centre.

Figure 18   How often do you use your local recycling centre?
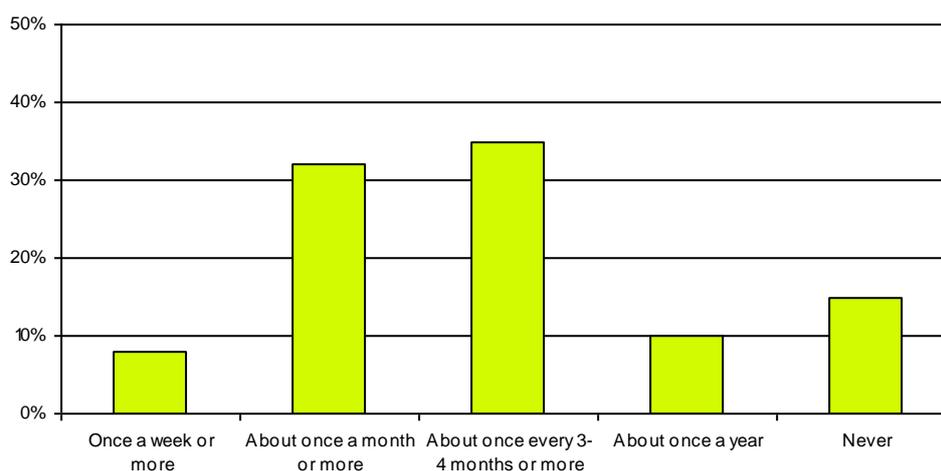
n=609

3.6   Panel refresh

From time to time the SA1000 panel requires a refresh to ensure that the panel is representative of the general population of South Ayrshire. As part of this questionnaire FMR listed members' personal details and asked them to update these where relevant. Panel members were also asked whether they were still willing to take part in SA1000 surveys.

Since the last survey undertaken in Spring 2008 there were 1,016 on the SA1000 panel. 138 members were removed as they had not returned any of the previous four questionnaires. Out of the 878 SA1000 panel refresh questionnaires sent out 648 were returned and 63 asked to be removed from the panel. This leaves 585 still willing to stay on the SA1000 panel. The table below highlights the South Ayrshire population profile against the refreshed SA1000 panel profile. As can be seen, the panel is now very skewed towards the 45-64 and 65+ age groups with the younger age groups under represented. The employed and retired are also over represented with a shortfall in those who are not employed. Owner occupiers are also over represented and non owner occupiers under represented. The geographic areas where people live, however, are reasonable well represented.

Table 9   Profile of 585 remaining panel members (March 2009) compared to South Ayrshire profile (2001 Census)

	South Ayrshire	Current SA1000 Panel
Male	47%	50%
Female	53%	50%
16-24	12%	2%
25-44	32%	20%
45-64	33%	49%
65+	23%	29%
Employed	49%	55%
Not employed	24%	11%
Retired	26%	34%
Owner occupier	74%	88%
Other tenure	26%	12%
North & East (KA1,2,5,6)	12%	13%
Ayr (KA7,8)	42%	41%

	South Ayrshire	Current SA1000 Panel
Troon/Prestwick (KA9,10)	29%	30%
South (KA19,26)	17%	16%
ROA, yes	10%	8%
ROA, no	91%	92%
Urban	83%	83%
Rural	17%	17%

4 Conclusions & recommendations

This section highlights the conclusions and recommendations from the survey findings.

4.1 Conclusions

4.1.1 Community safety and anti social behaviour

The panel respondents' perception of crime in their neighbourhood is mainly a low rate of crime (80%, 496 respondents). In addition, panel members showed a drop in the fear of crime against all the key crimes highlighted in the questionnaire. The types of crime which people fear the most, however, have not changed since the last community safety survey in 2007 and still rank in the same order:

- house breaking and other crime;
- graffiti and vandalism;
- drunk or disorderly behaviour;
- drug use and drug dealing.

Positively the proportion of panel members who had been victims of crime in the previous year had reduced from 19% (129 respondents) in 2007 to 13% (80 respondents) in 2009. However, this drop could well be influenced, in part, by the under representation of younger age groups in the panel sample as well as less people who do not own their homes.

The proportion of panel members who had experienced anti-social behaviour has dropped significantly from 56% (358 respondents) in 2007 to 39% (238 respondents) in 2009. This may have been affected in the skewed sample of the current panel, however, it is still a significant drop from last time and is obviously good progress.

In relation to the awareness of community safety initiatives it may be worth investigating the responses in more detail (linked to the specific demographic profile) and comparing these initiatives with the key target groups. This can then help to determine the success of each initiative individually.

4.1.2 Mental wellbeing

On the whole these results appear to be reasonably positive and are broadly in line with the Scottish Executive's study undertaken in 2006. In relation to the response to the first list of statements about panel respondents' feelings and thoughts, a mean score of 50 out of an overall score of 70 indicated that most of the panel were more positive than negative. The exception to this was *I've had energy to spare* which scored 34% (191 respondents) rarely or none of the time. In addition *I've been feeling optimistic about the future* was the second most pessimistic score (22%, 128 respondents), which may be a response to the current economic recession.

In addition the majority of panel members felt that they were in control of the things that affect their emotions and wellbeing – over six in ten scored 4 or 5 out of 5. It would appear that those respondents who were less optimistic in relation to the statements on their feelings and thoughts were more likely to indicate that they are less in control of the things that affect their emotions and wellbeing, and those respondents who were more positive were more likely to indicate that they are in control of the factors that affect their emotions and wellbeing.

The responses to some of the statements on mental wellbeing (in particular those in questions 12, 13 and 14) could prove useful in any future marketing or awareness raising campaign.

4.1.3   Alcohol awareness

While just under four in ten panel respondents were aware of the alcohol awareness campaign it would be interesting to compare this with any survey from other areas or even at a national level. Also, with the consultation on the National Alcohol Strategy, while only 10% (63 respondents) stated that they were aware of it, how does this compare at a national level? As with the awareness levels of the community safety initiatives it may be worth looking at which groups were targeted with these alcohol campaigns and trying to determine their relative success by reviewing responses by demographic group.

4.1.4   Satisfaction with South Ayrshire's town centres

The mean scores of satisfaction for Girvan, Maybole and Troon were reasonably similar in 2009 compared to 2006 results, however, both Ayr (4.4 from 5.9) and Prestwick's (5.2 from 5.8) mean scores were down from 2006. These results are perhaps inconclusive regarding the success of the Civic Pride Initiative. However, only mean scores for Troon (6.0) and Prestwick (5.2) are just above 5 out of 10, while Ayr (4.4), Girvan (4.1) and Maybole (3.6) registered scores below half way. This may bring into doubt whether a Civic Pride campaign can alleviate town centre malaise.

4.1.5   Environmental sustainability

While the vast majority of panel respondents (84%, 505 respondents) use re-usable shopping bags, there is still room for improvement, as 4% (25 respondents) never used bags. Moreover, while half of the panel respondents seek out and buy local goods, almost three in ten do not, though this figure may reflect the influence of supermarkets regarding re-using bags.

Almost three quarters of panel respondents believed the impact of climate change is an important issue; however, this varies according to age group with younger people more likely to believe it is an important issue. Almost nine in ten believed climate change is everyone's responsibility, although one in ten felt that it was solely the responsibility of central and local government.

While less than one in ten (8%, 46 respondents) considered the number of bicycle parking racks within towns were sufficient and only just over one in ten (11%, 65 respondents) considered their locations to be appropriate, half of panel members answered *don't know* to both questions. This may well indicate the need for awareness raising rather than the need to provide more racks or changing their location.

In terms of community volunteering clean ups and use of parks and open spaces the young and those not employed do not undertake these activities to a greater extent than average. If these are priorities for the partnership then raising awareness among these groups may make an impact.

In terms of waste management the results showed that most people:

- are willing to put food waste into a separate container for collection (72%, 427 respondents);
- would prefer fortnightly collection of their blue bin rather than monthly (69%, 417 respondents);
- would prefer to recycle their glass via blue bins rather than black (54%, 317 respondents); and

- felt a monthly black box collection would be sufficient for their glass recycling (73%, 421 respondents).

However, should South Ayrshire Council be willing to implement any of these changes a detailed look at the results should be undertaken, in particular differences in housing tenure, age groups and geographic locations, which may throw up some differences from the average results. It should also be borne in mind that the intent shown in the panel respondents' results may not translate through to a change in their behaviour.

4.1.6 Panel response rate and profile

The winter 2009 survey received a very good response rate of 71% (621 panel respondents). The findings, however, are skewed towards those respondents who are more prevalent in the panel (compared to the general South Ayrshire population) and these demographic groups are:

- 45-64 age group;
- 65+ age group;
- the employed;
- the retired; and
- owner occupiers.

The community planning partnership will need to determine what further use the panel provides and whether to boost the sample size of the panel to ensure it is more representative of the South Ayrshire population.

4.2   Recommendations

It is recommended that each of the Community Planning Partners considers the findings of the survey, disseminates the findings within their own organisation and takes this feedback into account when considering service provision in the area.

The following specific recommendations are made for the community planning partnership's consideration.

- In terms of the environmental sustainability data we would recommend more detailed analysis at sub group level before making any full scale changes to services already provided as some sub groups of the population were not all in favour of the proposed changes and a change in behaviour does not always follow from people's stated intentions.

- South Ayrshire Community Planning Partnership needs to determine whether there is further use required from the Citizen's Panel and if so to boost the sample to include younger people and more people from housing tenures other than owner occupiers. Our recommendation would be to create either a more manageable panel of around 650 people or to maintain the panel at its original level of 1,100. The panel of 650 would require some recruitment of under-represented groups as well as some current members to step down from the panel and would not allow accurate analysis by segments of the population. The panel of 1100 would require more extensive recruitment although will allow accurate analysis by segments of the population.

Appendices

Appendix 1   SA1000 Citizen's Panel – Winter Survey 2009 Questionnaire

Section 1: Community safety and anti-social behaviour

This section looks at community safety issues from the Police perspective. The Police are keen to hear your views on a range of issues regarding crime and anti-social behaviour.

1.   What is your perception of crime in your neighbourhood?

High rate of crime   ❑
Low rate of crime   ❑
No crime   ❑

2.   Which of the following crimes do you fear most, i.e. which do you think is most likely to happen? **Please tick one only**

Housebreaking and other theft   ❑
Assault/violent crime   ❑
Graffiti/vandalism   ❑
Drunk or disorderly behaviour   ❑
Drug use/drug dealing   ❑
Racist crime   ❑
Other, please say what   ❑

3.   Have you been a victim of crime in the last year?

Yes ❑ **Please go to Q4**
No ❑ **Please go to Q5**

4.   If so, what was the nature of the crime? **Tick all that apply**

Housebreaking and other theft   ❑
Assault/violent crime   ❑
Graffiti/vandalism   ❑
Drunk or disorderly behaviour   ❑
Racist crime   ❑
Other, please say what   ❑

5.   What **ONE** thing most influences your fear of crime in your neighbourhood? **Please tick one only**

Personal experience   ❑
Experience of friends/neighbours   ❑
Local newspapers/radio   ❑
National newspapers/TV/radio   ❑
Police information   ❑
Other, please say what   ❑

6. Have you been affected by anti-social behaviour in the last 12 months?

Yes ❑ **Please go to Q7**
No ❑ **Please go to Q8**

7. If yes, what kind of anti-social behaviour was it? **Tick all that apply**

Loud noise ❑
Alcohol/drugs ❑
Graffiti/ vandalism ❑
Harassment ❑
Neighbour dispute ❑
Drunk or disorderly behaviour by groups ❑
Other, please say what ❑

8. Which **ONE** of the following would do most to make you feel safer in your area?

Prompt response from Police ❑
Persistent local offenders being tackled ❑
Police working with other agencies to address problems ❑
Community Support Officers (wardens) ❑
More CCTV in the area ❑
Visible Community Police patrols ❑
Other, please say what ❑

9. Have you heard of any of the following Community Safety Initiatives?

Safe Ayr ❑
Shorewatch ❑
Reckless Driving ❑
Winter Safety ❑
Violence against Women and Children website ❑
Antisocial Behaviour Advice Line ❑
Mediation Service ❑
Other, please say what ❑

None of these ❑

Section 2 – Mental Wellbeing

This following section will allow the Community Planning Partnership to assess the positive mental health of the South Ayrshire population.

10   Below are some statements about your feelings and thoughts. Please tick the box that best describes your experience of the last two weeks.

Statements	None of the time	Rarely	Some of the time	Often	All the time
I've been feeling optimistic about the future	❏	❏	❏	❏	❏
I've been feeling useful	❏	❏	❏	❏	❏
I've been feeling relaxed	❏	❏	❏	❏	❏
I've been feeling interested in other people	❏	❏	❏	❏	❏
I've had energy to spare	❏	❏	❏	❏	❏
I've been dealing with problems well	❏	❏	❏	❏	❏
I've been thinking clearly	❏	❏	❏	❏	❏
I've been feeling good about myself	❏	❏	❏	❏	❏
I've been feeling close to other people	❏	❏	❏	❏	❏
I've been feeling confident	❏	❏	❏	❏	❏
I've been able to make up my own mind about things	❏	❏	❏	❏	❏
I've been feeling loved	❏	❏	❏	❏	❏
I've been interested in new things	❏	❏	❏	❏	❏
I've been feeling cheerful	❏	❏	❏	❏	❏

11.   Thinking about all those things that, in general, might affect your own emotions and wellbeing, how much control, if any, do you feel you have over them? Please rate on a scale of 1 to 5, where 1 is no control at all and 5 is complete control.

No control				Complete control
1	2	3	4	5
❏	❏	❏	❏	❏

12.   There are many ways in which people might form an impression of what mental health problems are. Which of the following have been important in forming your impression? Tick all that apply.

Personal contact or personal experience	❏	Work	❏
School/college	❏	National newspapers	❏
Local newspapers	❏	Books/leaflets/magazines	❏
TV news and current affairs programmes	❏	Word of mouth	❏
TV soaps	❏	Radio	❏
Other TV	❏	Health professionals	❏
Internet	❏		
		None of these	❏
Other, please say what	❏	Don't know	❏

13. Looking at the following statements, how much do you agree or disagree with each of them. **Please tick one box for each statement.**

	Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Don't know
If I was suffering from mental health problems, I wouldn't want people knowing it	❏	❏	❏	❏	❏	❏
The public should be better protected from people with a mental health problem	❏	❏	❏	❏	❏	❏
Anyone can suffer from mental health problems	❏	❏	❏	❏	❏	❏
I would find it hard to talk to someone with mental health problems	❏	❏	❏	❏	❏	❏
People are generally caring and sympathetic to people with mental health problems	❏	❏	❏	❏	❏	❏
People with mental health problems are often dangerous	❏	❏	❏	❏	❏	❏
The majority of people with mental health problems recover	❏	❏	❏	❏	❏	❏
People with mental health problems should have the same rights as anyone else	❏	❏	❏	❏	❏	❏
People with mental health problems are largely to blame for their own condition	❏	❏	❏	❏	❏	❏

14. What do you think is important in keeping you mentally healthy? **Tick up to three**.

Having access to information and advice	❏
Having feelings of self-worth	❏
Having access to leisure/education	❏
Keeping touch with family and friends	❏
Having close relationships with family and friends	❏
Feeling safe and secure	❏
Looking after your physical health	❏
Having access to paid work	❏
Being part of a community	❏
Having access to services for example GP or dentist	❏
Working with parents to support them to bring up mentally healthy children	❏
Making toddler groups and nursery schools positive environments for supporting the mental health and wellbeing in very young children	❏
Supporting school staff to develop programmes to address mental health and wellbeing of school pupils	❏
Making schools supportive environments for supporting the mental health and wellbeing of school pupils and staff	❏
Other, please say what	❏

Section 3 – Alcohol Awareness

The following questions relate to Alcohol Awareness and the National Alcohol Strategy.

15.   Alcohol Awareness Week ran from 5-11 October 2008. This was a national campaign launched by the Scottish Government. Were you aware of this campaign?

Yes ❑
No   ❑

If yes, can you recall any of the messages that were part of the campaign?

_____

_____

16.   Were you aware the Scottish Government undertook consultation with the general public in September on the soon to be launched National Alcohol Strategy?

Yes ❑
No   ❑

If yes, did you participate?

Yes ❑
No   ❑

17.   What message have you found helpful in relation to the current advice on recommended alcohol intake for men and women?

_____

_____

Section 4 – Satisfaction with South Ayrshire Town Centres

Two years ago we said that one of the Community Planning Partnership's priorities was to reinvigorate town centres in South Ayrshire and asked you to rate our town centres. The Council launched the Civic Pride initiative as a direct response. We would like to know your views on whether this initiative has made a difference.

18.   How would you rate each of these town centres on a scale of 1-10, where 1 is poor and 10 is excellent? Please rate them thinking about how much you like them and how well they meet your own needs.

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't know
Ayr	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Girvan	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Maybole	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Prestwick	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Troon	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

Section 5 – Sustainability

South Ayrshire Council is keen to know your views on environmental sustainability issues. This section includes questions on procurement and fair trade, climate change, travel and energy management, as well as open space management and waste management.

Procurement & Fair Trade

19   Do you use re-usable bags when shopping?

Once a week or more   ❑
About once a month or more   ❑
About once every 3-4 months or more   ❑
About once a year   ❑
Never   ❑

20.   Do you seek out and buy local goods, such as Farmer's Market products, or items from local retailers?

Once a week or more   ❑
About once a month or more   ❑
About once every 3-4 months or more   ❑
About once a year   ❑
Never   ❑

21.   Do you seek out and buy Fair Trade goods?

Once a week or more   ❑
About once a month or more   ❑
About once every 3-4 months or more   ❑
About once a year   ❑
Never   ❑

Climate Change

22.   Do you believe that the impact of Climate Change is an important issue in South Ayrshire?

Yes   ❑
No   ❑

23.   Do you believe that it is the responsibility of the Local Authority to act on behalf of South Ayrshire to deal with Climate Change?

It should be the Scottish Government/South Ayrshire Council's responsibility	❑
It should be the responsibility of local residents and local businesses	❑
I believe that it is the responsibility of all residents and businesses, including the Council and Scottish Government	❑

Sustainable travel

Following on from your views on the above issues on climate change, South Ayrshire Council is keen to encourage more efficient use of car travel and, where appropriate, encourage residents to travel by bicycle.

24.   Would you be interested in finding out about using your car more efficiently e.g. car sharing, eco-driving and purchasing more efficient cars?

Yes   ❏
No   ❏

25.   Do you consider that the **number** of bicycle parking racks within your town is sufficient?

Yes   ❏
No   ❏
Don't know   ❏

26.   Do you consider that the **locations** of bicycle parking racks within your town are appropriate?

Yes   ❏
No   ❏
Don't know   ❏

Energy management

27.   Do you have any of the following alternative energy sources installed in your home?

Solar water panel   ❏
Solar photovoltaic panels   ❏
Wood burning stove   ❏
Wind turbine   ❏
Ground source heating   ❏
Other, please specify below   ❏

Green and open space management

28.   Do you take part in community volunteering clean ups?

Once a week or more   ❏
About once a month or more   ❏
About once every 3-4 months or more   ❏
About once a year   ❏
Never   ❏

29.   Do you use local walks, parks and open spaces?

Once a week or more   ❏
About once a month or more   ❏
About once every 3-4 months or more   ❏
About once a year   ❏
Never   ❏

Waste Management

30. In addition to the current recycling arrangements, would you be willing to put your food waste into a separate container for regular collection by the Council?

Yes ❑
No ❑

31. Do you think a **fortnightly** collection of the **blue bin** would be more appropriate for your needs, rather than the current arrangement of a monthly collection?

Yes ❑
No ❑

32. Would you prefer to recycle your glass via the **blue bin**, rather than the **black box**?

Yes ❑
No ❑

33. How often do you put out your **black box** to recycle your glass?

Once a fortnight ❑
Once a month ❑
A few times a year ❑
Never ❑

34. Would a **monthly** black box collection be sufficient for glass recycling for you, as opposed to the current practice of fortnightly?

Yes ❑
No ❑

35. How often do you use your local recycling centre?

Once a week or more ❑
About once a month or more ❑
About once every 3-4 months or more ❑
About once a year ❑
Never ❑

Many thanks for completing the survey.

Please return this completed questionnaire in the reply paid envelope provided **by 30th January 2009**. 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.