

South Hams District Council



‘Sounding Board’

Survey 5: Strategies

MARKETING MEANS

THE RESEARCH PEOPLE



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Summary

This survey was undertaken as the fifth using the permanent sample of the ‘Sounding Board’. The analysis of this survey is based on 696 responses from the Sounding Board or 70% of the panel as it currently stands.

The Survey is divided into five main areas; Quality of life in the South Hams; Local development; Housing; Prosperity strategy and Council strategy.

Results

Respondents were asked how safe or unsafe they felt when outside in South Hams during the day and at night.

- Overall, most people feel safe in the South Hams, both during the day, and after dark.
- Respondents feel safer during the day than after dark.
- Females are more likely to respond that they feel unsafe than male respondents.
- Younger respondents are more likely to feel unsafe after dark than older people.

Respondents were asked how easy it is for them to get to several local services.

- People find it easiest to get to services like the local shop, post office, chemist and public open space.
- Respondents experience the most difficulty in getting to the local hospital, cultural/ recreational activities and the District Council Offices.
- Although one third of respondents find it difficult to visit the District Council Offices, only 3% responded that they found it difficult to access Council services, using the usual way they would contact the Council. Previous Sounding Board surveys have revealed the most common way to contact the council is by telephone (three quarters of respondents).

Sounding Board Members were then asked questions relating to their local area.

- Two thirds of respondents agree that their local area is a place where people from different backgrounds get on well together.
- Less than one third (30%) believe that they can influence decisions affecting their local area.
- Half of the respondents (51%) think that ‘by working together, people in their neighbourhood can influence decisions that affect the neighbourhood’.
- Almost 80% of respondents travel to work and shopping destinations by car. 69% of respondents travel to leisure destinations by car, and one quarter make these journeys on foot.
- Less than 3% use public transport (bus or train) to travel to any of the destinations.

Respondents were asked several questions regarding local development, and the South Hams Local Plan.

- Three fifths were aware of the South Hams Local Plan; two fifths were unaware.
- Male respondents were more likely to be aware of the Plan, as were older members of the Sounding Board Panel.
- One quarter of respondents were aware of the government’s proposed introduction of Local Development Frameworks to replace Local Plans. Of the people who were aware of this issue, 39% had heard of it through the media, 31% through Council publicity, 15% through local groups and 14% through word of mouth.
- Three quarters of respondents had not seen the local plan. Of those who had seen it, most had seen it at the local Parish or Town Council, or they had their own copy.
- Almost 90% thought the plan was well presented. 83% said it was easy to understand.

Participants were asked which of the policies contained by the Local Development Framework were the most important.

- ‘Providing affordable housing’ is seen as the most important issue with 48% ranking it in first position, and approximately 70% ranking it as one of the three most important.
- ‘Safeguarding the environment’ and ‘Prioritising development on sites which have been previously built on’ were also seen as important issues.

Respondents were asked about the Local Plan pages on the South Hams DC website, and the Forward Planning Unit.

- 10% of respondents had visited the Local Plan pages on the South Hams DC website.
- Of those who had visited the website, 92% thought was useful.
- 5% of respondents had contacted the Forward Planning Unit.
- Of those who had contacted the Unit, 90% said the staff were helpful.

Sounding Board members were asked about Housing Issues.

- Almost three quarters (72%) of respondents knew that the Council has a statutory duty to provide a homelessness and housing advice service to everyone.
- The younger age groups were less likely to know that the Council has a duty to provide housing advice to everyone.
- 81% knew that the Council holds the Housing Register for the district.
- 87% of respondents had not used the Housing Register service. Of those that had, almost two thirds (64%) said the information and advice they received was very helpful.

- 83% of respondents had heard of shared ownership schemes. Only 45% were aware that you have to register with the Council to be considered for a shared ownership property.

Respondents were asked about the South Hams Prosperity Strategy

- 86% of respondents were not aware that South Hams DC has a Prosperity Strategy.
- 84% of those who were aware of the strategy knew that a key theme was ‘regenerating towns, villages and their hinterlands’. 79% were aware of ‘supporting business growth and development, 68% knew about ‘improving the economic structure’, and 63% were aware of ‘encouraging quality jobs and earnings’.
- Of the priority areas covered by the strategy, Infrastructure was seen to be the most important, followed by Quality Jobs and Earnings.

Sounding Board panel members were finally asked about Council Strategies.

- Of the four strategies, respondents are most aware of the Housing Strategy (72% partially or fully aware) and least aware of the Prosperity Strategy (35% partially or fully aware).
- The Community Strategy, the Local Development Framework and the Housing Strategy are all seen to have similar levels of effectiveness, with around 55% of respondents saying that they were very effective or effective. The Prosperity Strategy is seen as being less effective, with 66% saying it is not very effective or not at all effective.

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1.0 Introduction / Background

This survey was undertaken as the fifth using the permanent sample of the 'Sounding Board'. There were four strategies being assessed in the survey:

- Community
- Local development
- Housing
- Prosperity

2.0 Method & analysis

The survey was sent by post to the panel. Panels tend to gain a much higher response level than usually obtained from postal surveys with no reminder (70%+ compared to 20 to 30%).

A freepost reply envelope was enclosed with the questionnaire, together with a letter detailing how the panel would be informed of the results.

The responses were processed and analysed by Marketing Means.

All questions were cross-tabulated by personal characteristics (such as age, gender, disability, number of cars in household) to check for differences in replies, but only significant differences have been highlighted in this report.

All figures in this report have been rounded.

3.0 Response

The analysis of this survey is based on 696 responses from the Sounding Board or 70% of the panel as it currently stands (994 – Sounding Board is due to be refreshed in September).

3.1 About respondents

The data collected from respondents is important in determining how representative the responses are of Sounding Board.

3.1.1 Age (next birthday)

The table below shows that compared to the Sounding Board panel:

- Those under the age of 24 responded less well than other age groups (19% response rate)
- Those belonging to the 55-64 and 75-84 year old age groups responded slightly better than other age groups

	Sample		Sounding Board		Variance
	Number	%	Number	%	%
<24	11	1.8%	58	5.9%	-4%
25-34	32	5.3%	61	6.3%	-1%
35-44	90	14.9%	142	14.5%	0%
45-54	116	19.1%	178	18.2%	+1%
55-64	168	27.7%	255	26.1%	+2%
65-74	117	19.3%	180	18.4%	+1%
75-84	70	11.6%	94	9.6%	+2%
85+	2	.3%	8	0.8%	-1%
	606	100%	976	100%	0%

3.1.3 Gender

In terms of gender there was no significant difference in the percentage of men (73%) and women (74%) who responded.

There was, however, a difference in gender response rates between age groups. The majority of respondents under the age of 55 were women, whereas the majority of respondents aged 55 and above were men. This difference was most pronounced in the under 35 and 85 plus age groups.

3.1.4 Disability

Response rates were lower for those who reported a disability (59%) than for those who did not report a disability (63%).

3.1.5 Ethnicity

Twelve people reported that they had an ethnic origin other than ‘White, British’, two of whom responded to this survey (17%).

3.1.6 Socio-economic grouping

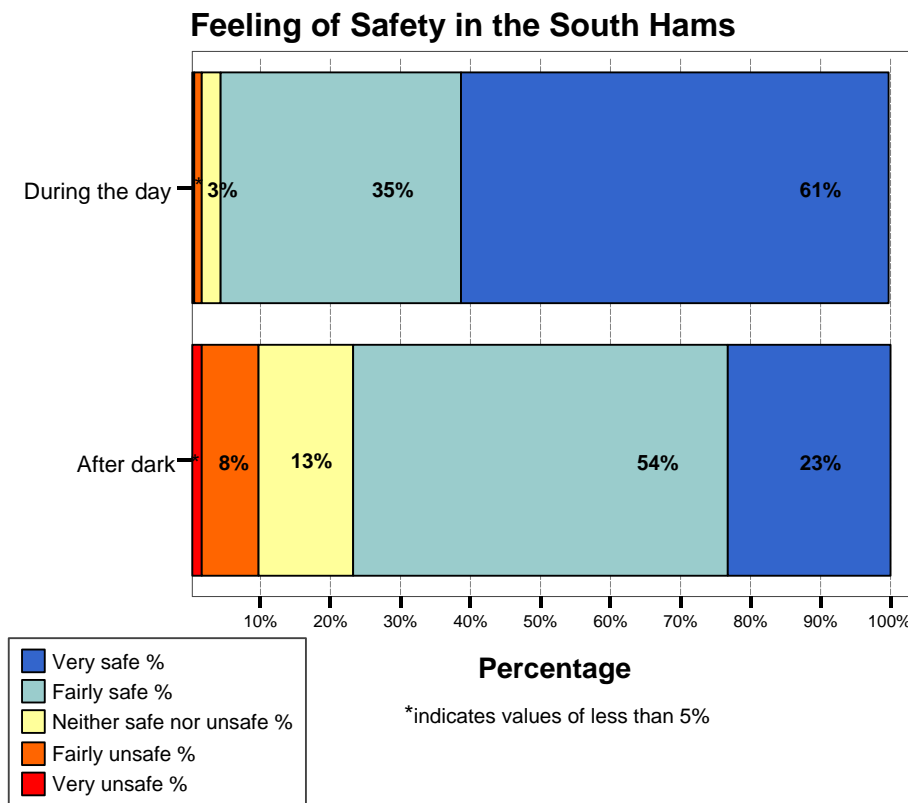
The response rate was lowest in relation to the group coded as ‘never worked / long-term unemployed’. This is mainly due to the poor response rate of many of our younger panel members who were also classed as students.

4.0 Quality of Life in the South Hams

4.1 Feeling of Safety

The first two questions asked about feelings of safety in the South Hams, during the day, and after dark. Respondents were asked how safe or unsafe they feel when outside in South Hams during the day and after dark.

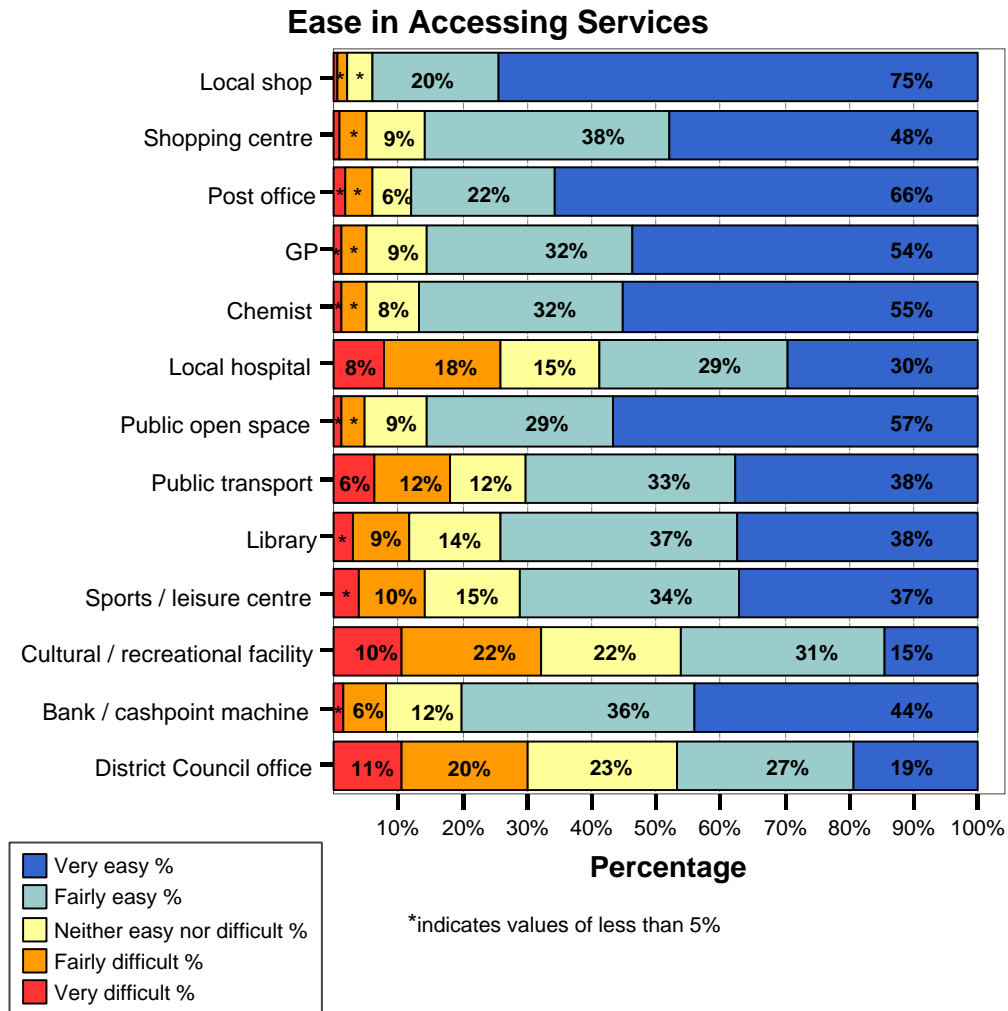
The graph indicates that most people feel safe in the South Hams during the day, with 95% of respondents saying they feel very or fairly safe. When asked if they feel safe after dark, this drops to 78%, with 9% stating that they feel unsafe after dark.



Women are slightly more likely to feel unsafe after dark than men (11% compared with 8%). Younger people are slightly more likely to feel unsafe than the older generation, especially after dark. (*App. 1, tables 1 and 2, App. 2, tables 1 to 4*)

4.2 Accessing Services

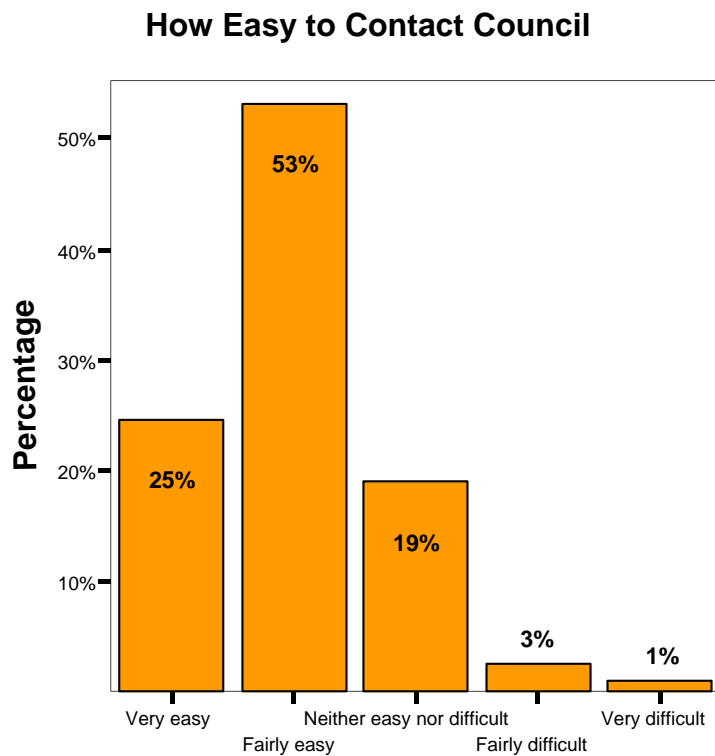
Respondents were asked how easy it is for them to get to the following services using their usual form of transport, ranking their response from 'very easy' to 'very difficult'.



The chart indicates that the services that respondents find the most difficult to get to are cultural and recreational activities, the district council offices and local hospitals. Less than half the respondents (46%) find cultural and recreational activities, e.g. theatres and cinemas easy to get to. Over one quarter of respondents found their local hospital difficult to get to.
(App. 1, table 3)

Respondents were asked how easy they found it to contact the Council using their usual form of contact. They ranked their responses from 'very easy' to 'very difficult'.

Almost 80% of respondents find it easy to contact the Council. Only 4% found it difficult.



Although one third of respondents find it difficult to visit the District Council Offices, only 3% responded that they found it difficult to access Council services, using the usual way they would contact the Council. Previous Sounding Board research has shown that three quarters of respondents made their last contact with the Council by telephone.

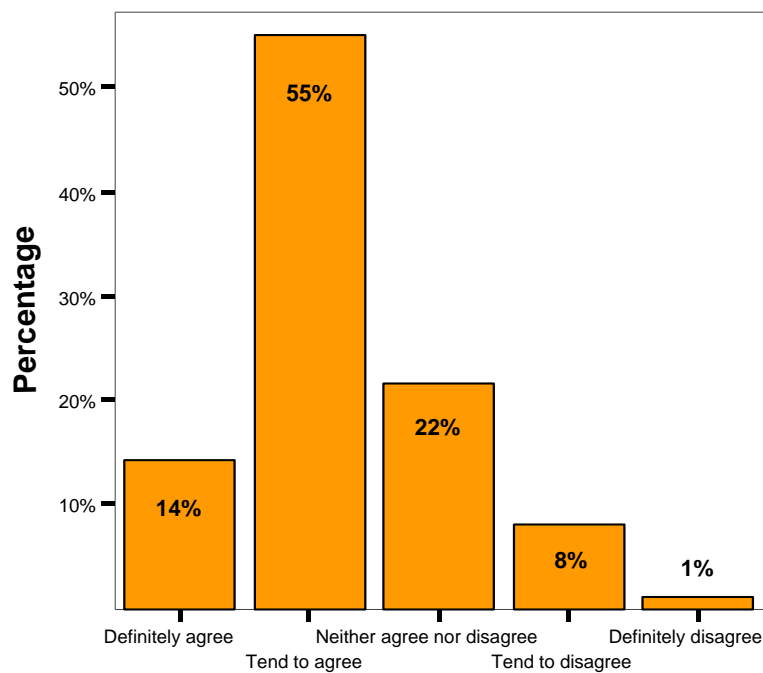
(App. 1, table 4)

4.3 Local Community

The question asked if respondents thought that their area was a place where people from different backgrounds get on well together. Respondents were asked if they agreed with the statement, ranking their answers from 'definitely agree' to 'definitely disagree'.

Over two thirds of respondents (69%) agree that their local area is a place where people from different backgrounds get on well. Just 9% thought that people from different backgrounds did not get on in their local area.

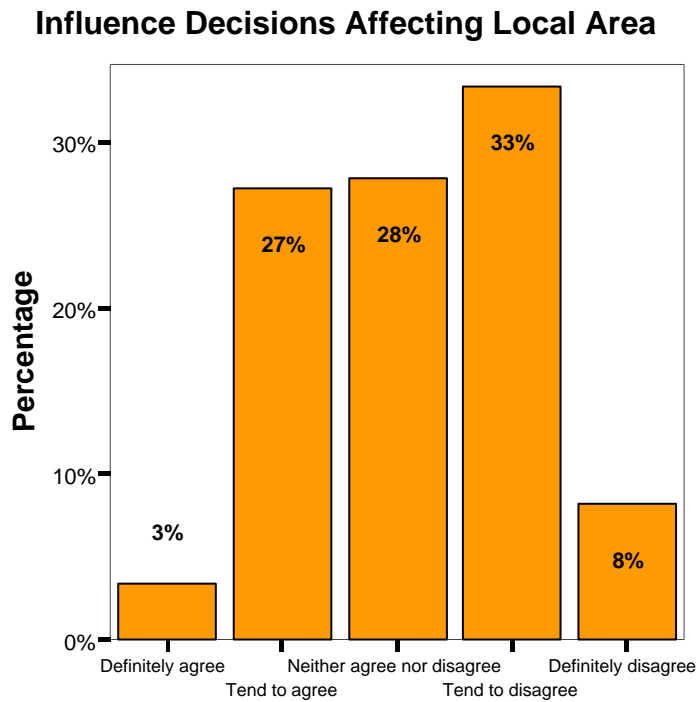
People from Different Backgrounds Get On Well in Local Area



(App. 1, table 5)

Respondents were asked if they agreed with the statement that they could influence decisions affecting their local area. They ranked their answers from 'definitely agree' to 'definitely disagree'.

Less than one third (30%) of respondents thought that they could influence decisions affecting their local area. 41% thought that they could not influence decisions affecting their local area.



(App. 1, table 6)

Respondents were asked the extent to which they agreed or disagreed with the following statement:

"By working together, people in my neighbourhood can influence decisions that affect the neighbourhood"

More people are likely to agree with this statement than the previous one, with 51% of respondents thinking that people can influence decisions that affect the neighbourhood by working together.

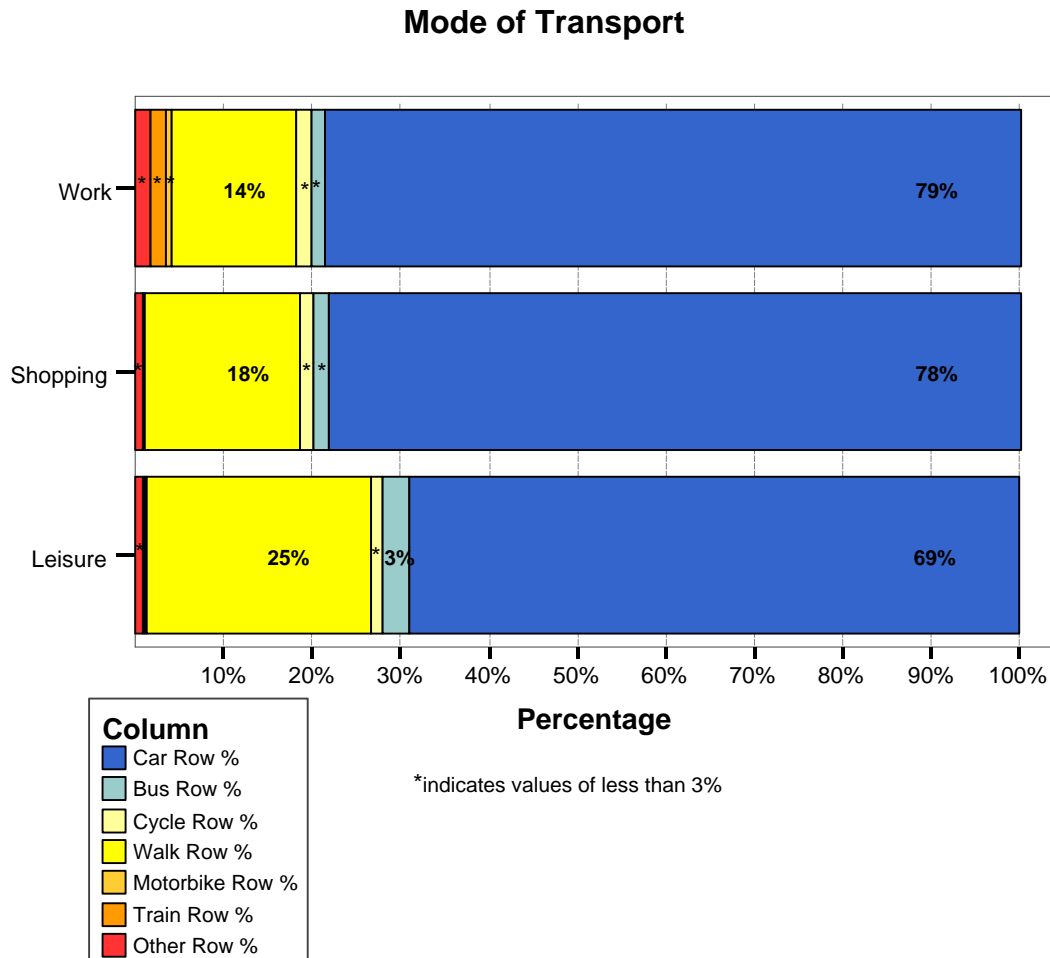


(App. 1, table 7)

4.4 Methods of Transport

Respondents were asked to provide details of their usual modes of transport to work, shopping and leisure destinations.

Most respondents travel by car to most destinations – this varies from 69% for leisure activities to 79% for work. One quarter of respondents travel to leisure activities on foot.

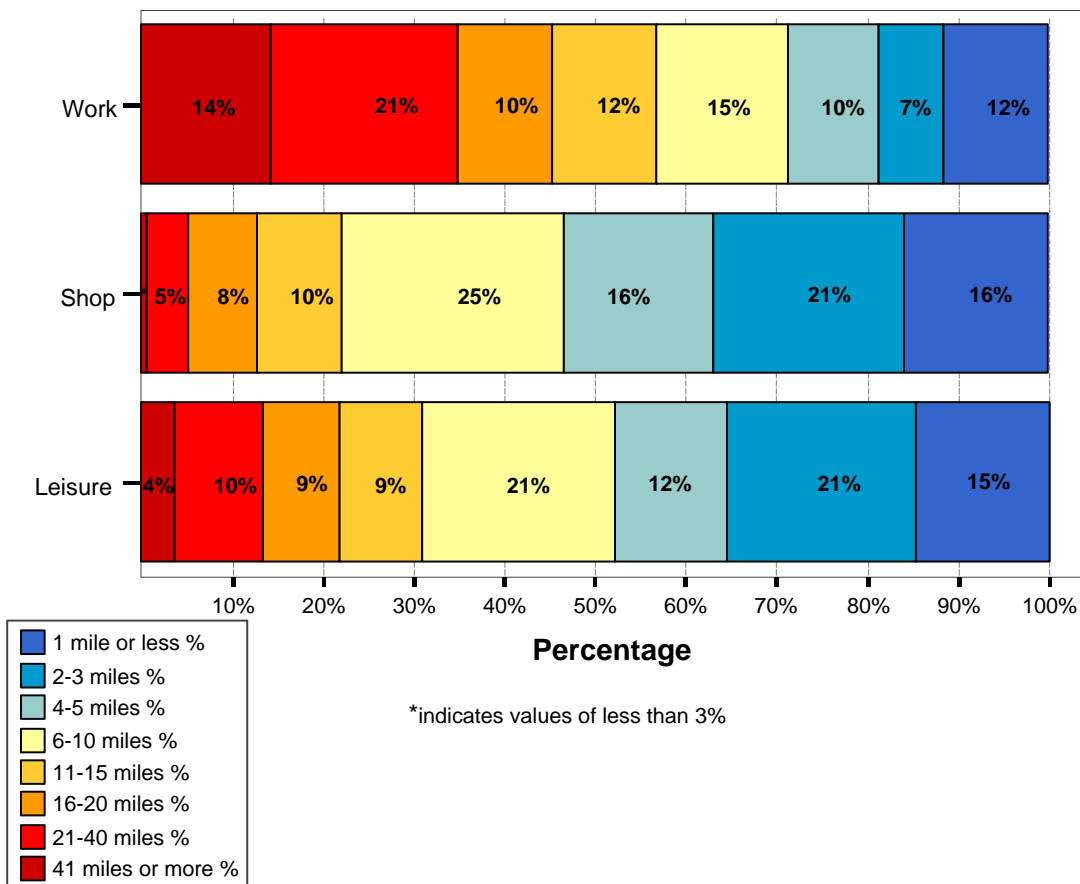


(App. 1, table 8)

Respondents were asked how far they travelled on an average journey to these destinations. The responses were then coded to form groups.

People travel the furthest to work destinations with over one third (35%) travelling 21 miles or more. Respondents travel the least distance to shopping destinations, with 37% travelling a round trip of 3 miles or less to go shopping.

Distance Travelled



(App. 1, table 9)

4.5 Summary of Section

Overall, the responses given to this section of the survey show that South Hams residents are satisfied with the area in which they live. A tiny 2% (11 respondents) reply that they feel 'fairly unsafe' when outside in South Hams during the day, and this rises to just 10% when referring to after dark.

Despite living in a largely rural area, the majority of people find it easy to get to local services, such as a local post office, doctor, library and sports or leisure facility. Respondents also find it easy to contact South Hams District Council, with only 5% expressing difficulty in this area.

The majority of South Hams residents are car users, with at least 70% making their regular journeys by car. Approximately 20% regularly walk to work, shopping and leisure destinations. Buses seem to be seldom used by panel members.

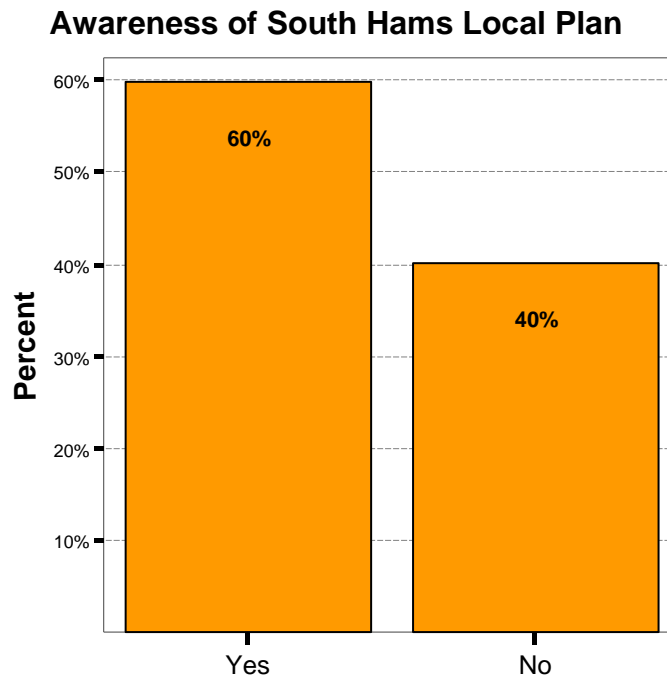
Most respondents agree that the South Hams is an area where people from different backgrounds get on well together, with only 9% disagreeing with this statement. While only 30% of respondents agree that they can influence decisions affecting their local area, this rises to 51% when the question refers to people in the neighbourhood working together.

5.0 Local Development

5.1 The South Hams Local Plan

Respondents were asked if they were aware of the South Hams Local Plan.

Three-fifths of the respondents had heard of the local plan. Two-fifths had not heard of the Plan.



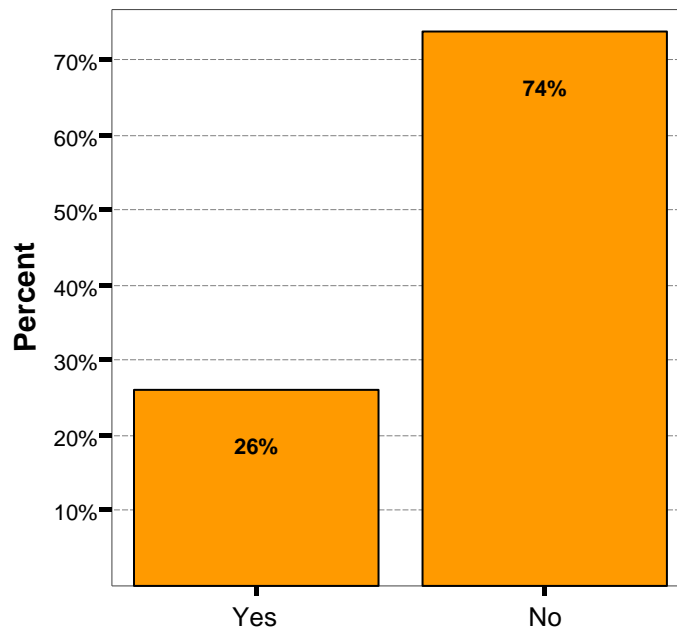
Men are more aware of the South Hams Local Plan than women, with 68% of men being aware, compared with 58% of women. Younger respondents are much less likely to be aware of the plan than older people.

(App. 1, table 10, App. 2, tables 5 and 6)

Respondents were asked if they were aware of the Government's Proposed Introduction of Local Development Frameworks to replace Local Plans

One quarter of respondents were aware of this issue. Three quarters were unaware.

Awareness of the Government's Proposed Introduction of Local Development Frameworks to replace Local Plans

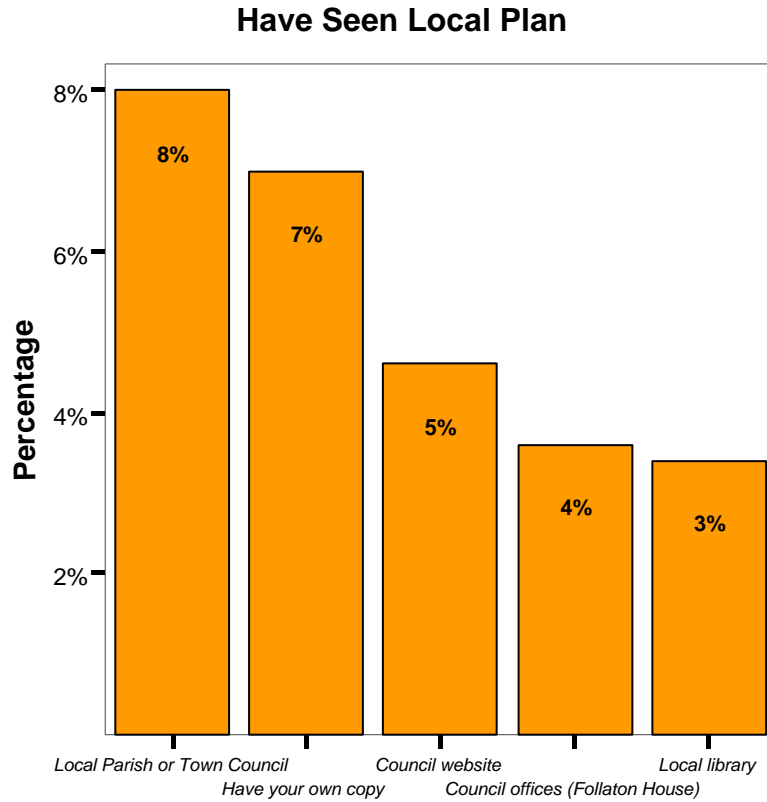


(App. 1, table 11)

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The question asks respondents if they had seen the Local Plan, and if so, where they had seen it.

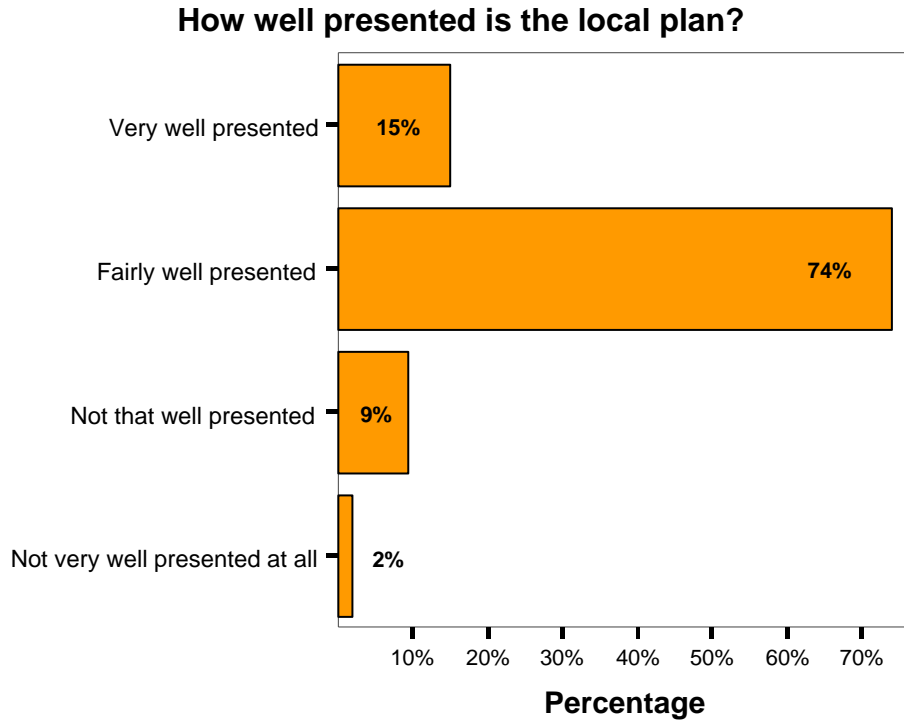
Almost three quarters (73%) of the respondents had not seen the Local Plan. Of those that had seen it, most had viewed the Local Plan at the Local Parish or Town Council, or had their own copy.



(App. 1, table 13)

Respondents were asked how well presented they thought the plan was, ranking their answers from 'very well presented' to 'not very well presented at all'

Almost 90% of respondents thought that the Plan was well presented.

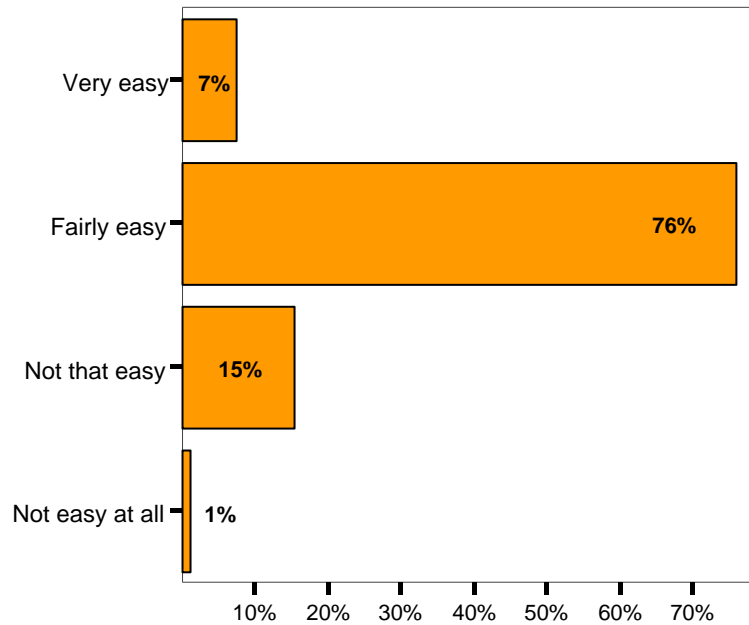


(App. 1, table 14)

Respondents were then asked how easy they found the plan to understand.

83% of respondents found the Local Plan easy to understand. Just 1% found it 'not easy at all' to understand.

How easy to understand is the local plan?

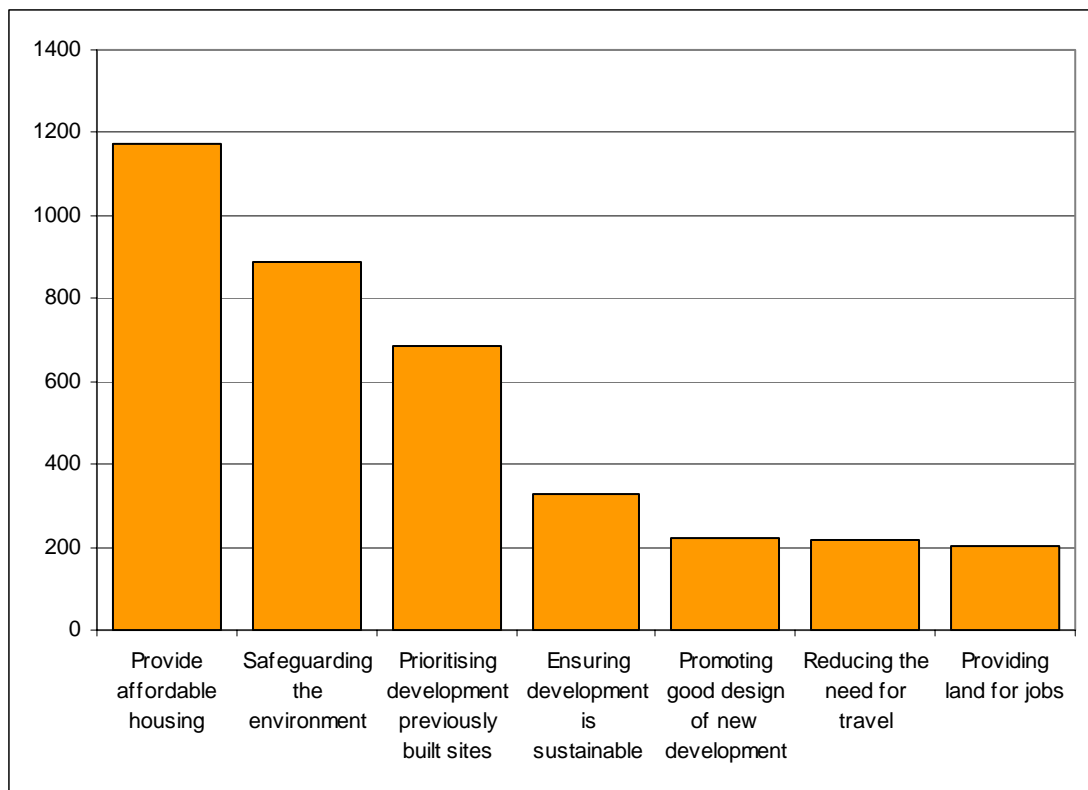


(App. 1, table 15)

Respondents were asked which of the Local Plan policies are the most important.

Respondents were asked to rank their top three most important issues, giving a score of 1 to the perceived most important issue, 2 to the second most important and 3 to the third most important. In this chart, issues that received a score of 1 (most important) were multiplied by three, those that had a score of 2 were multiplied by two, and the third most important issue was left as it is (or multiplied by one). These were then added together. This gave a score for each issue, based on the rank it was given by the respondents, as well as whether it was selected. The chart below is a summary of these combined scores.

Most Important Policies



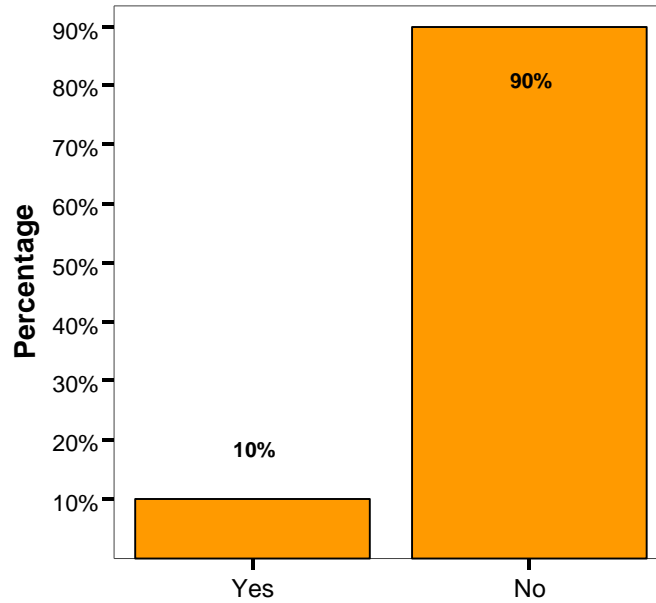
Almost half of the respondents (47%) ranked 'providing affordable housing' as the most important issue of those given, which ties in with the Council's top priority. One quarter (24%) thought that 'safeguarding the environment' was the most important and 16% ranked 'prioritising development on sites which have been previously built on' as the most important.
(App. 1, tables 16-18)

5.2 The South Hams DC Website

Respondents were asked if they had visited the Local Plan pages on the South Hams DC website.

90% of respondents had not visited the Local Plan pages on the South Hams DC website.

Visited Local Plan Pages on South Hams Website

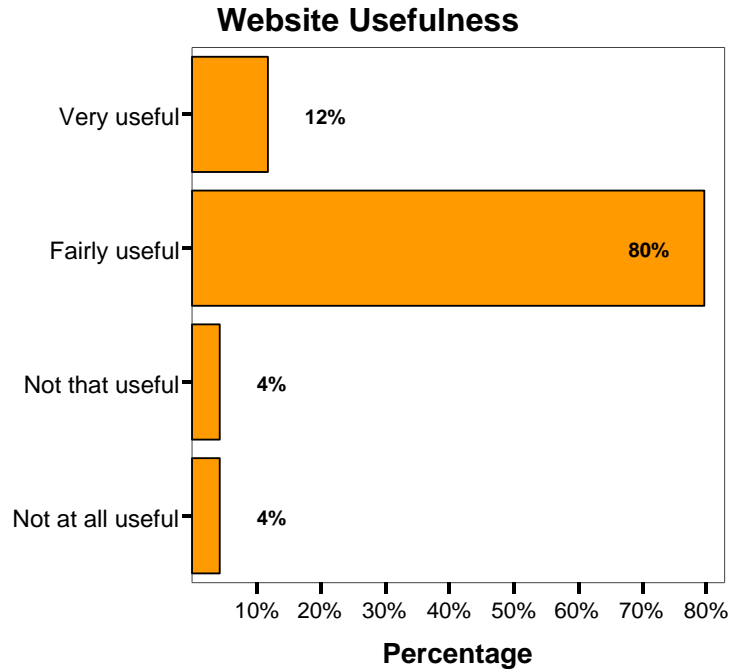


(App. 1, table 19)

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Respondents who had used the website were then asked how useful they found it, and to rank their answers from ‘very useful’ to ‘not at all useful’.

92% of respondents found the website to be very or fairly useful.



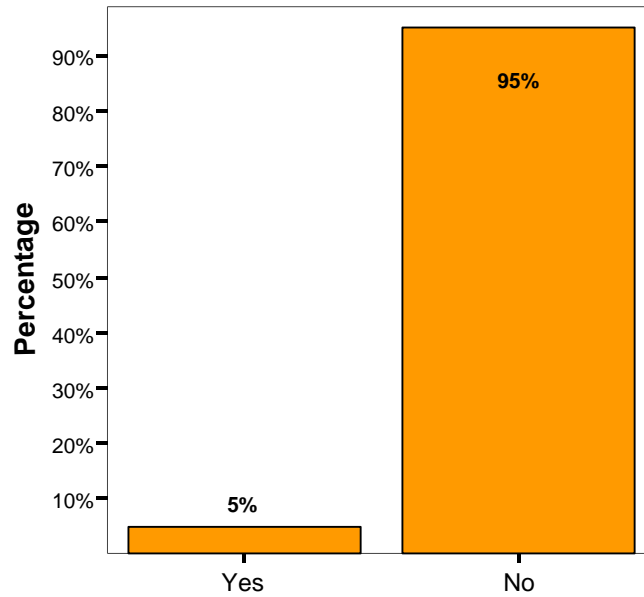
(App. 1, table 20)

5.3 The Forward Planning Unit

Respondents were asked if they had contacted the Forward Planning Unit.

95% of respondents had not contacted the Forward Planning Unit.

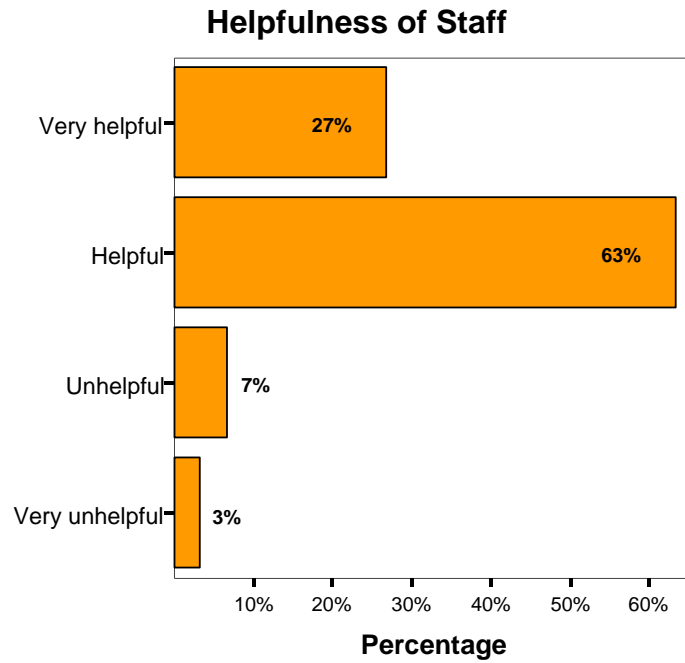
Contacted the Forward Planning Unit



(App. 1, table 21)

Respondents were then asked to rank the helpfulness of the staff.

90% of respondents said that the staff were either very helpful or helpful.



(App. 1, table 22)

5.4 Summary of Section

Awareness of the South Hams Local Plan is fairly high, with three fifths of the respondents being aware of it. Of those who had heard of the Plan or the proposed introduction of Local Development Frameworks to replace the Local Plan (26% had heard of this), the majority had heard of it through publicity, either from the media, or Council publicity.

Just over one quarter had seen a copy of the Local Plan, most commonly at the town or parish council, or they had their own copy. Impressions of the Local Plan reveal it is seen as well presented (89% of respondents) and easy to understand (83%).

The policy seen as the most important is Affordable Housing, which ties in with the Council's top priority. Other important policies are 'Safeguarding the Environment' and 'Prioritising development on sites which have been previously built upon'.

Ten percent of respondents had visited the Local Plan pages on the South Hams DC website. Of these, 92% found the pages useful. Of the 5% who had contacted the Forward Planning Unit, 90% found the staff there were helpful.

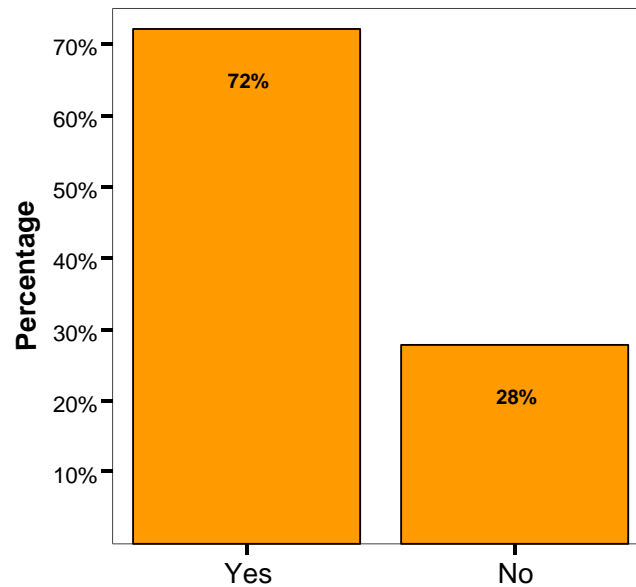
6.0 Housing

6.1 The Housing Register

Respondents were asked if they were aware that the Council has a statutory duty to provide a homelessness and housing advice service to everyone

Almost three quarters (72%) of respondents knew that the Council has a statutory duty to provide a homelessness and housing advice service to everyone.

Know that Council Has to Provide Housing Advice to Everyone

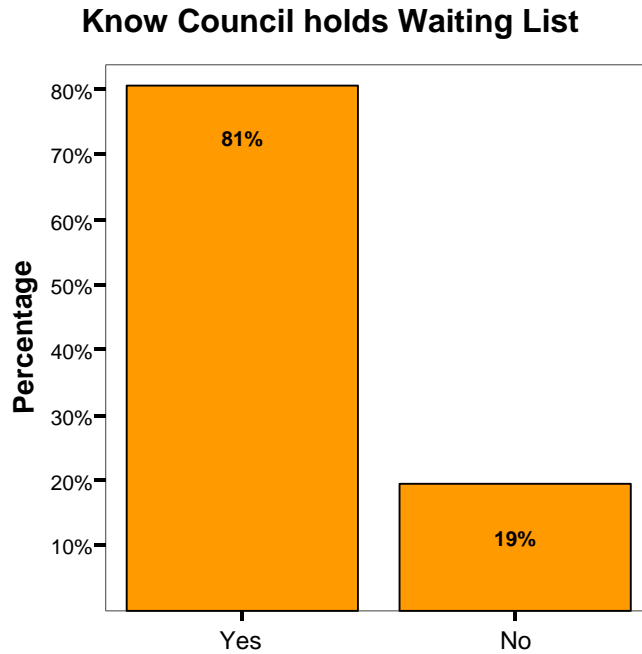


75% of male respondents knew that the Council has a statutory duty to provide a homelessness and housing advice service to everyone, compared with 71% of females. The older a respondent is, the more likely they are to be aware of this issue.

(App. 1, table 23, App. 2, tables 7 and 8)

Respondents were asked if they knew that the Council holds the Waiting List for the District

Four fifths (81%) of respondents knew that the Council holds the waiting list for the District.

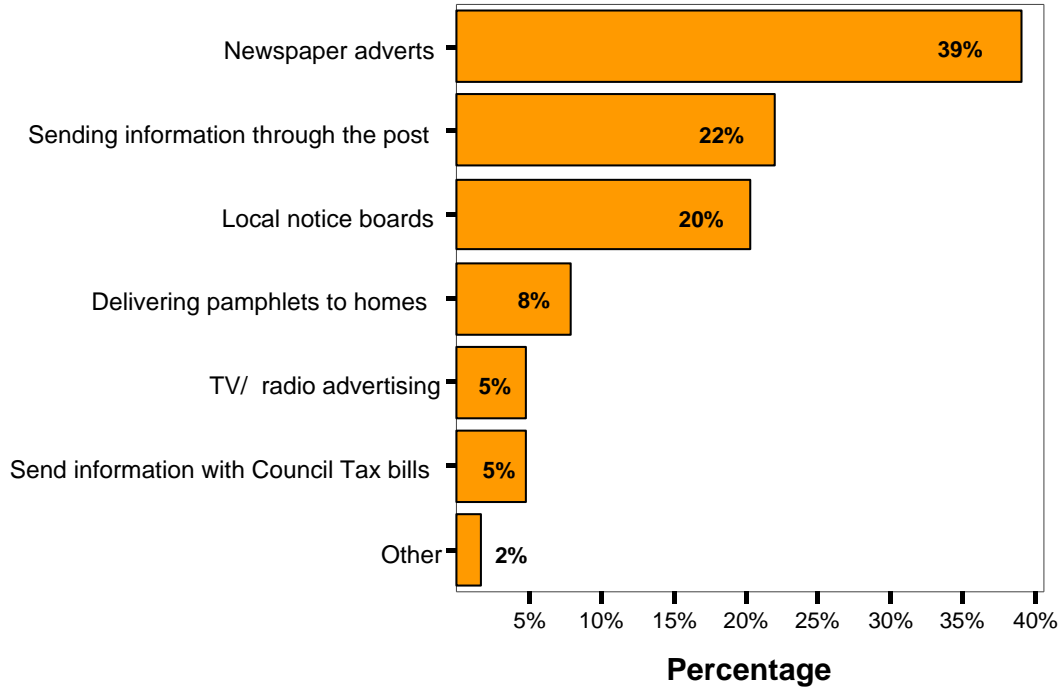


Women are slightly more likely than men to know that the Council holds the Housing Register for the district (81% compared with 78%). Younger respondents were less likely to know this than older people.
(App. 1, table 24, App. 2, tables 9 and 10)

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The survey asked how the Housing Register Service could be better published. Respondents were given an open-ended question, so their views could be accurately recorded.

Two-fifths of respondents suggested advertising the service in newspapers.



(App. 1, table 25)

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Marketing Means, July 2004

Verbatim responses – how the Housing Register services could be better published

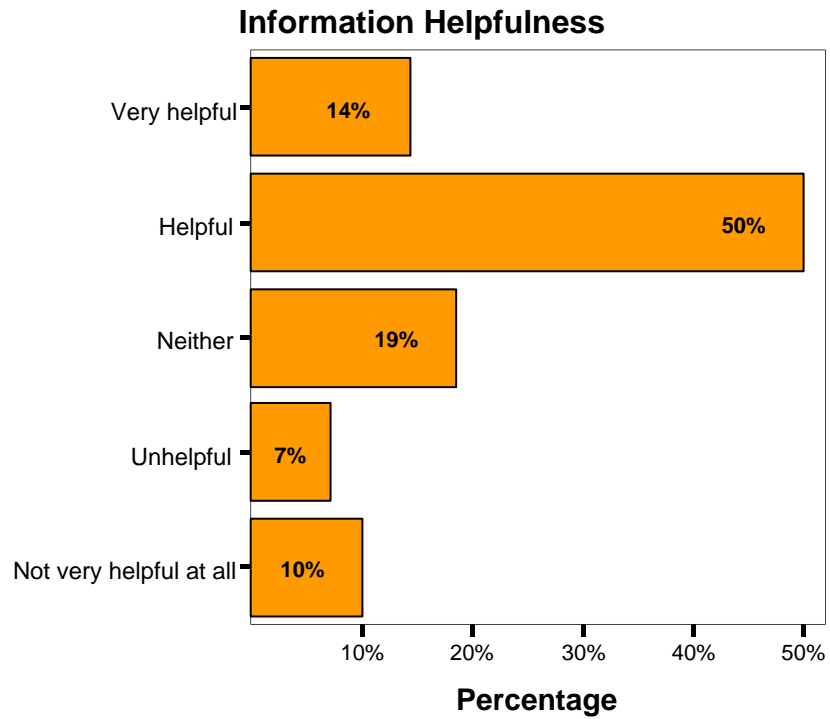
<i>A CAB in Dartmouth would be good, as used to get a lot of info there</i>
<i>A leaflet through the door</i>
<i>Above seems to be adequate</i>
<i>Adequately publicised - just not applicable to me</i>
<i>Advert in newspaper/magazine/radio/cinema</i>
<i>Advertise at parking meters</i>
<i>Advertising in local papers/radio</i>
<i>Appropriate departments that these in need would go to</i>
<i>By post</i>
<i>Do not need housing. You should have asked this question</i>
<i>Feel this is unnecessary - those who need it would find it</i>
<i>I do not need the information</i>
<i>I have never needed to use it so don't know it's publicised</i>
<i>I would rate this as a high priority so therefore have no ideas.</i>
<i>In all parishes, public halls, library, council offices when information sheet produced of services.</i>
<i>In local papers</i>
<i>In the free newspapers</i>
<i>Include with council tax bills</i>
<i>Including a leaflet with council tax bill</i>
<i>Info sent to people on waiting list and info at Benefits Office</i>
<i>Information is only required by those affected, not the general public</i>
<i>Information with council tax bills</i>
<i>It is probably well publicised but I have had no cause to need to access it</i>
<i>It probably is adequately publicised</i>
<i>Job centres, public toilets GP</i>
<i>Leaflet or newspaper or TV adverts</i>
<i>Local newspaper / tourist office</i>
<i>Local newspapers</i>
<i>Local newspapers and radio</i>
<i>Local paper</i>
<i>local paper</i>
<i>Local Paper</i>
<i>Local papers</i>
<i>Local papers and Advertisers</i>
<i>Local papers e.g. "free" papers</i>
<i>Local press</i>
<i>Local press</i>
<i>local radio / local paper</i>
<i>Local shops, POs</i>
<i>Mail shot</i>
<i>Mail shot to all council run homes re services available</i>
<i>Mail shot to local residents</i>
<i>Monthly Magazine</i>
<i>News letter by post</i>
<i>Newsletter through post</i>

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<i>Newspaper</i>
<i>Newspaper adverts</i>
<i>Newspapers - Information packs</i>
<i>Newspapers</i>
<i>Newspapers</i>
<i>No comment, never required the information</i>
<i>No need should be expected</i>
<i>No need to know</i>
<i>Notices in public buildings - mansion, Library etc</i>
<i>Now that I am aware the website</i>
<i>Pamphlet through door</i>
<i>Parish magazine</i>
<i>Post</i>
<i>Post Office</i>
<i>Post? We are too rural-no near neighbours</i>
<i>Postal advice to outlying areas/elderly residents</i>
<i>Postal communication</i>
<i>Press releases in local press</i>
<i>Publicised OK - I just don't use any of the above</i>
<i>Publicity regarding same in local newspapers or in own material sent out regularly</i>
<i>Put in the newsletter</i>
<i>Sending confirmation in the post</i>
<i>Sent to homes</i>
<i>Small information/help desks in fairly even spread across the district.</i>
<i>Supermarket notice boards</i>
<i>Target low cost resources</i>
<i>Television</i>
<i>The above sounds satisfactory</i>
<i>TV or local press to advertise present system</i>
<i>Up dates in local press</i>
<i>Use Doctors surgeries as a medium - everyone visits a surgery at least once or twice a year</i>
<i>Village notice board</i>
<i>With council tax demands</i>

Respondents who had used the service were asked to rate the helpfulness of the information and advice they received.

Almost two thirds (64%) of respondents thought that the information and advice they received was very helpful or helpful.

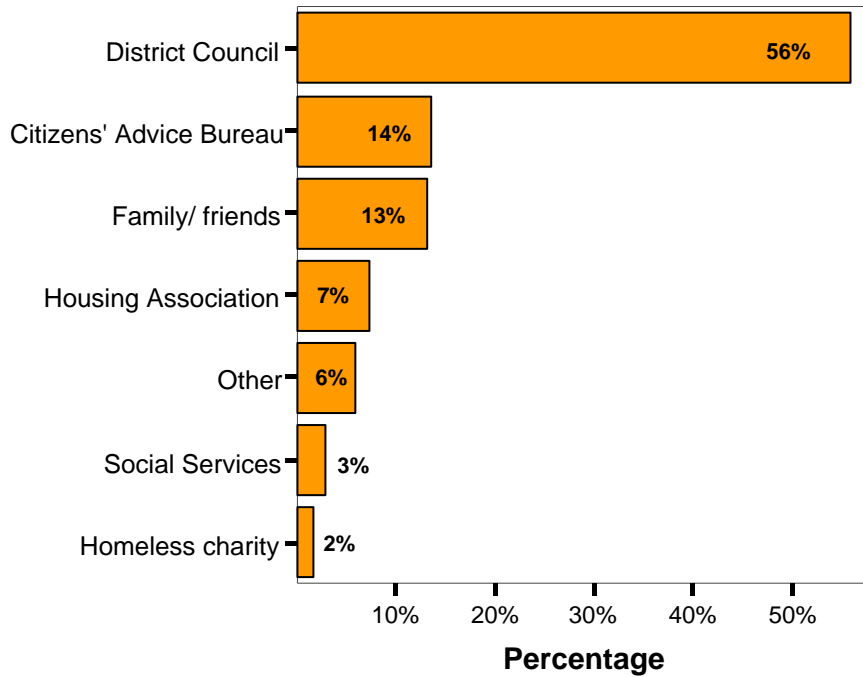


(App. 1, table 26)

‘Sounding Board’ Survey 5: Strategies Survey
Marketing Means, July 2004

The question asked if a respondent were ever to become homeless, who would be the first person or organisation they contacted. The question was open-ended in order to gain a more accurate response.

Over half (56%) the respondents said their first point of contact would be the District Council. 14% said the Citizens’ Advice Bureau, and 13% said they would turn to family or friends.



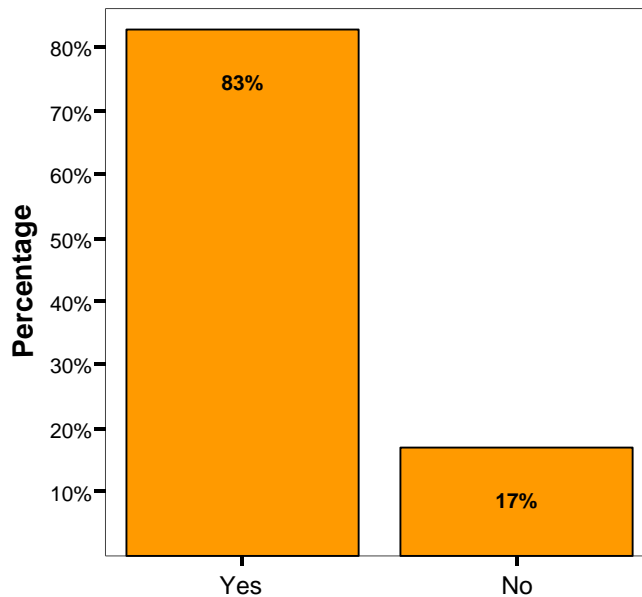
(App. 1, table 27)

6.2 Shared Ownership Schemes

Respondents were asked if they had heard of shared ownership schemes before this survey.

Over 80% of respondents had heard of the shared ownership scheme prior to this survey.

Heard of Shared Ownership Schemes



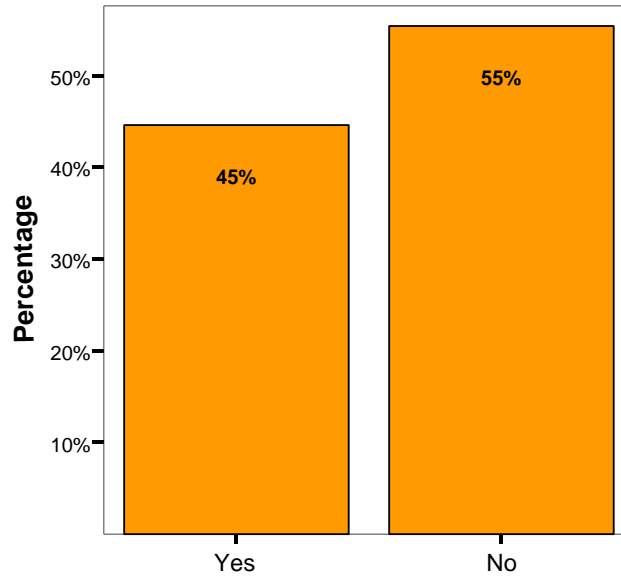
87% of women had heard of the scheme, compared with 78% of male respondents. The younger age groups were less likely to have heard of it than the older respondents.

(App. 1, table 28, App. tables, 11 and 12)

Respondents were asked if they were aware that they had to register with the Council to be considered for a shared ownership property.

45% of respondents were aware that they had to register with the Council, compared with 55% who were unaware.

Aware Have to Register with Council



(App. 1, table 29)

6.3 Summary of Section

Three quarters of the respondents knew that the Council has a statutory duty to provide a homelessness and housing advice service to everyone. 81% knew that the Council holds the Housing Register for the district. Respondents suggested several ways the service could be better publicised, such as newspaper adverts, sending information through the post, placing notices on local notice boards, delivering pamphlets to homes, advertising on local television or radio, and sending information with council tax bills. Of those that had used the service, 64% said the information and advice they received was helpful.

Should a respondent find himself or herself about to become homeless, over half would contact the District Council first. 14% would contact the Citizens' Advice Bureau, 13% would turn to family or friends, and 7% would contact the housing association.

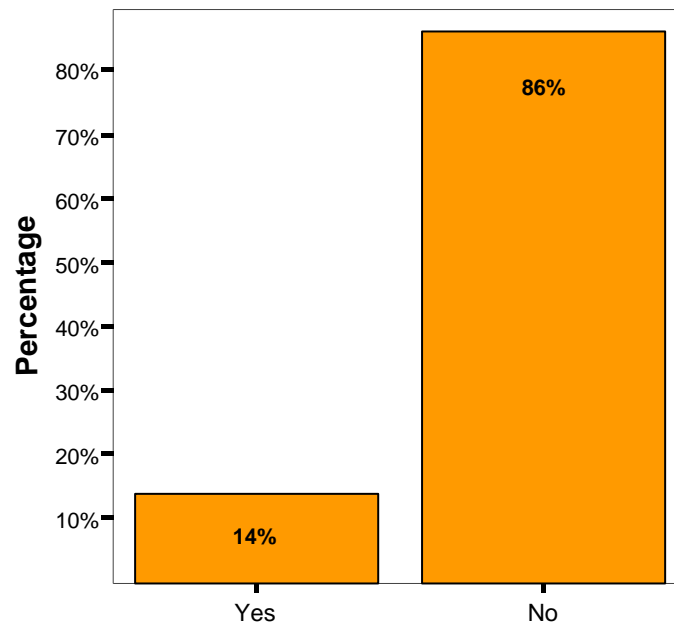
83% of respondents had heard of the shared ownership scheme before this survey. 45% knew that to be considered for a shared ownership property, you have to register with the Council.

7.0 Prosperity Strategy

Respondents were asked if they were aware that South Hams District Council had a Prosperity Strategy

Just 14% of respondents were aware that South Hams District Council had a Prosperity Strategy.

Aware that South Hams DC had a Prosperity Strategy



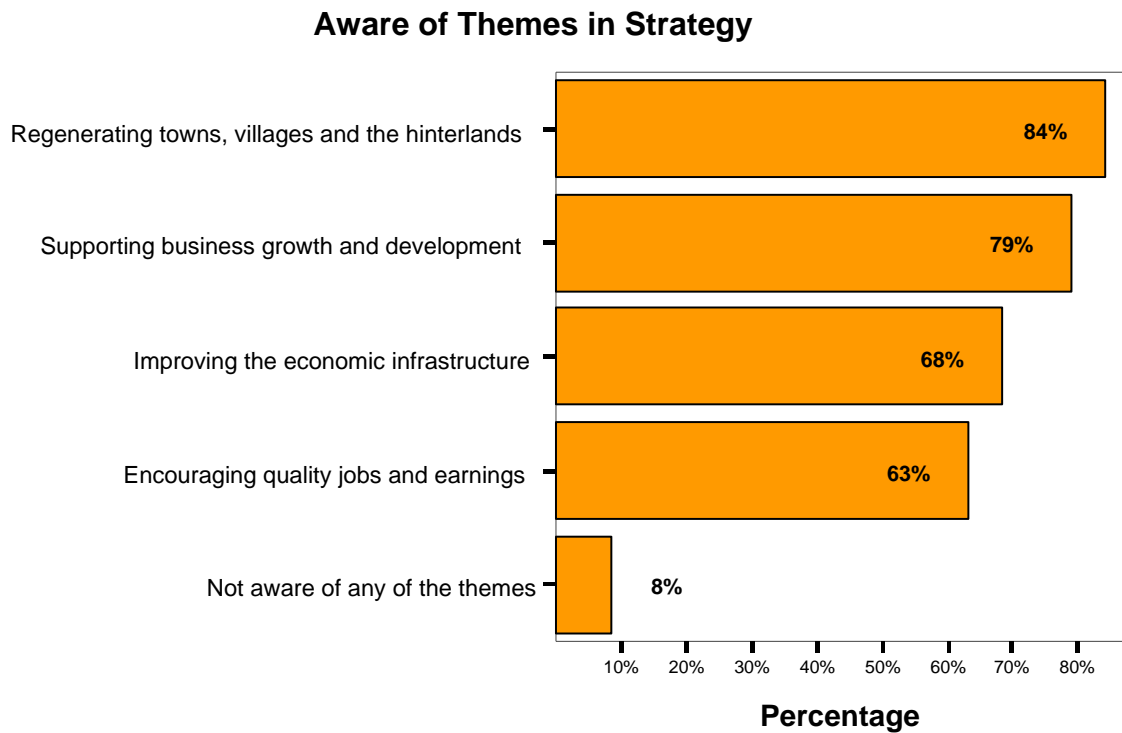
Men were slightly more aware than women of that South Hams had a Prosperity Strategy (17% compared with 14%). The very young and very old age groups were less likely to have heard of the Prosperity Strategy.

(App. 1, table 30, App. 2, tables 13 and 14)

7.1 Themes of Prosperity Strategy

Respondents who were aware of the Prosperity Strategy were asked which of the four main themes they were aware of.

84% of respondents to this question were aware of 'regenerating towns, villages and the hinterlands', whereas only 63% were aware of 'encouraging quality jobs and earnings'.

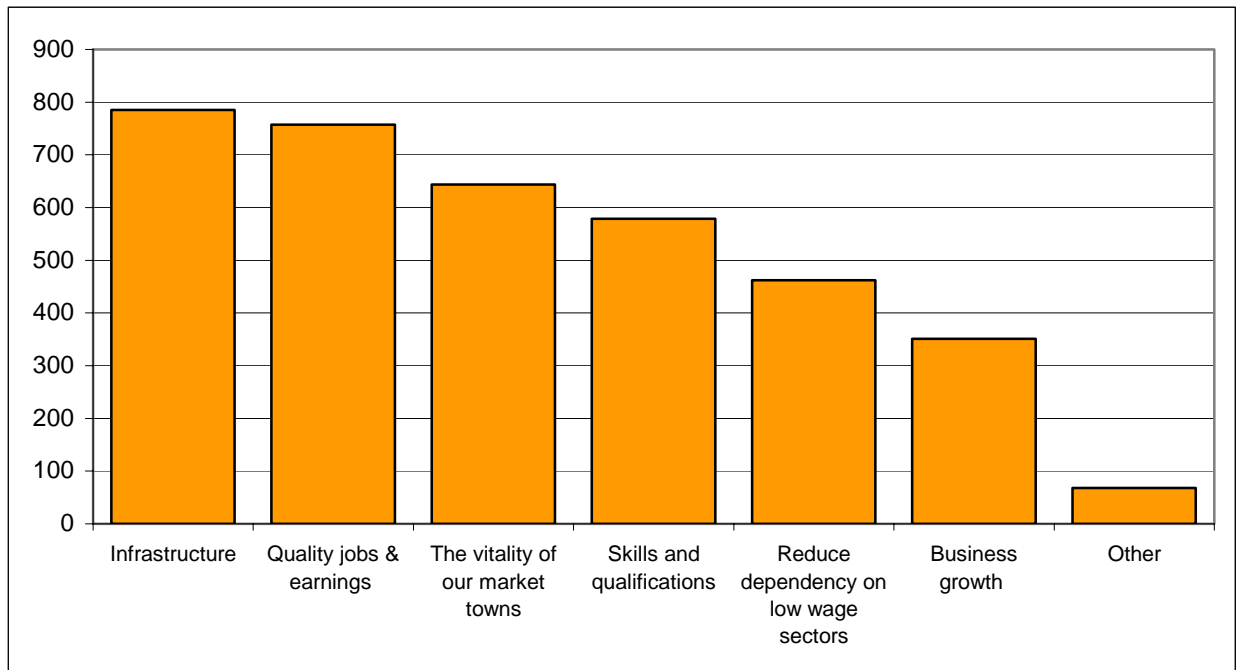


(App. 1, table 31)

7.2 Priority Areas of Prosperity Strategy

Respondents were asked to rank their top three most important priority areas, giving a score of 1 to the perceived most important issue, 2 to the second most important and 3 to the third most important. In this chart, issues that received a score of 1 (most important) were multiplied by three, those that had a score of 2 were multiplied by two, and the third most important issue was left as it is (or multiplied by one). These were then added together. This gave a score for each issue based on the rank it was given by the respondents, as well as whether it was selected. The chart below is a summary of these combined scores.

Most Important Priority Areas



As the chart shows, Infrastructure is seen as being the most important priority, closely followed by 'quality jobs and earnings'. Business growth is seen as the least important issue.

(App. 1, tables 32-34)

7.3 Summary of Section

Just 14% of respondents were aware that South Hams District Council had a Prosperity Strategy. Of these, most were aware of the themes of the Strategy, ranging from 84% being aware of 'regenerating towns, villages and their hinterlands', to 63% being aware of 'encouraging quality jobs and earnings'.

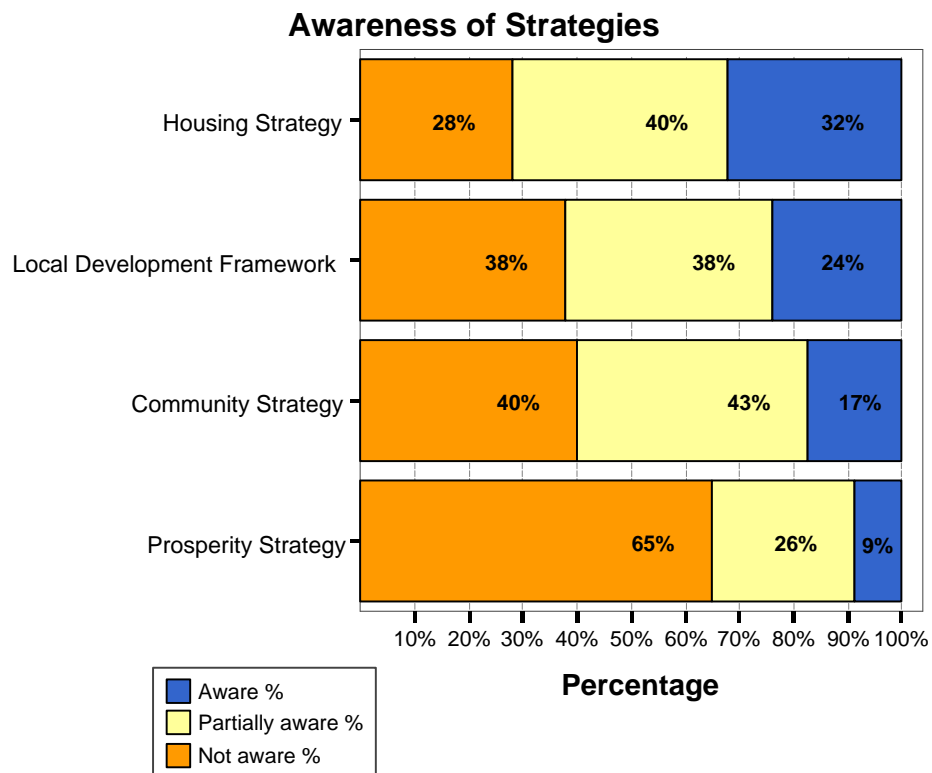
Of the priority areas covered by the strategy, Infrastructure was seen as the most important, followed by quality jobs and earnings. Business growth is seen as the least important priority.

8.0 Council Strategies

8.1 Awareness of Strategies

Respondents were asked how aware they were of each of each of the following strategies.

Of the four strategies, respondents are most aware of the Housing Strategy (72% partially or fully aware) and least aware of the Prosperity Strategy (35% partially or fully aware).



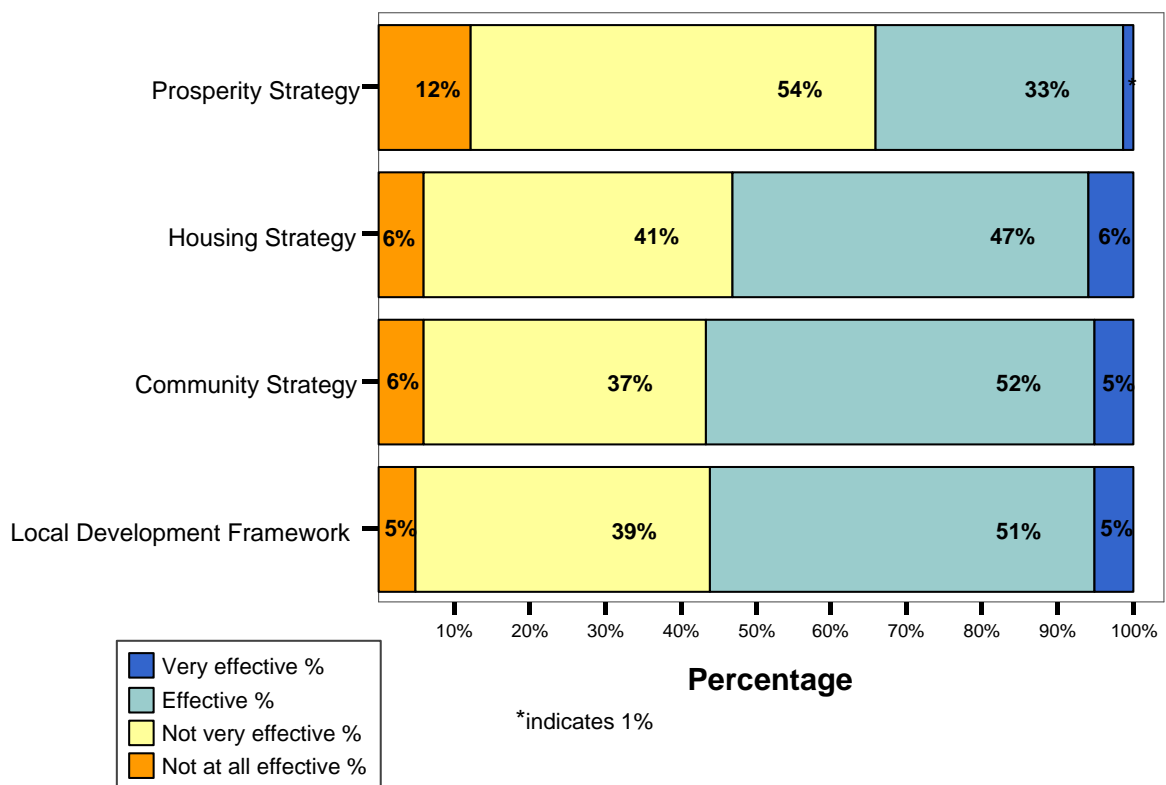
(App. 1, table 35)

8.2 Effectiveness of Strategies

‘How effective do you think South Hams District Council is in influencing local matters through its strategies?’

The Community Strategy, the Local Development Framework and the Housing Strategy are all seen to have similar levels of effectiveness, with around 55% of respondents saying that they were very effective or effective. The Prosperity Strategy is seen as being less effective, with 66% saying it is not very effective or not at all effective.

Effectiveness in Influencing Local Matters Through Strategies



(App. 1, table 36)

8.3 Summary of Section

Respondents are approximately equally aware of the Community Strategy, the Local Development Framework and the Housing Strategy, and less well aware of the Prosperity Strategy. This could explain why the Prosperity Strategy is seen as less effective than the other strategies. Previous research has shown that the more aware of a service a respondent is, the more likely they are to respond positively about the service