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Appendix A  Local area postcodes
1. **Approach to research**

1.1 **Research objectives**

Stroud District Council (SDC) commissioned Future Focus Research to conduct a survey of local residents and businesses as part of the annual budget consultation process. The survey examined their views on SDC spending priorities, local priorities, suggestions for future strategies, and satisfaction levels with the Council’s activities. We have also compared the findings on some questions as far back as 2010.

1.2 **Methodology**

The research consisted of 500 ten minute telephone interviews with local residents and 200 ten minute telephone interviews with local businesses.

For the resident survey, all interviews were conducted with a representative sample of residents aged 18 and over who live in a household where Council Tax is paid to Stroud District Council. The sample was based on the quota controls below, which reflect the demographic makeup of the Stroud District Council area. In addition, to ensure the views were obtained from individuals from all areas of the district, we targeted a proportionate number of interviews in each of the local areas, as follows:

- Gloucester Border Areas
- Stroud Central
- Stroud Border Areas, including Nailsworth
- Stonehouse
- Dursley
- Wotton-Under-Edge
- Berkeley

These areas are grouped together based on the Royal Mail post towns – see Appendix A for details of the postcodes. In addition to area, quotas were also set on age and gender as shown in table 1.1 below.

<table>
<thead>
<tr>
<th>Table 1.1: Age and Gender quotas</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
<tr>
<td><strong>Age</strong></td>
</tr>
<tr>
<td>18 - 34</td>
</tr>
<tr>
<td>35 - 54</td>
</tr>
<tr>
<td>55 – 74</td>
</tr>
<tr>
<td>75+</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>
For the business survey, quotas were set in terms of business size (based on number of employees) as follows:
- 140 interviews with businesses with less than 10 employees; and
- 60 interviews with businesses with 10 or more employees.

Both questionnaires were designed in conjunction with the Council to ensure the research was able to deliver the intended objectives. Interviews were conducted by a team of trained interviewers.

A sample size of 500 gives a margin of error of +/-4.4% at the 95% confidence interval. Therefore, if 50% of respondents give an answer to a question, we can be sure that the true value lies somewhere between 46.6% and 54.4%. A sample size of 200 gives a margin of error of +/-6.9% at the 95% confidence interval. Therefore, if 50% of respondents give an answer to a question, we can be sure that the true value lies somewhere between 43.1% and 56.9%.

Please note where charts do not add up to 100 this is due to one of two reasons:
- The question was a multiple choice and respondents may have given more than one answer
- Percentages have been rounded to the nearest whole percentage and therefore the total presented in the chart may sum to slightly more or less than 100%.

1.3 Who did we interview?

1.3.1 Resident Survey

The profile of the 500 interviews is shown in table 1.2 below.

<table>
<thead>
<tr>
<th>Area</th>
<th>%</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gloucester Border Areas</td>
<td>16%</td>
<td>80</td>
</tr>
<tr>
<td>Stroud Central</td>
<td>26%</td>
<td>132</td>
</tr>
<tr>
<td>Stroud Border Areas</td>
<td>19%</td>
<td>95</td>
</tr>
<tr>
<td>Stonehouse</td>
<td>10%</td>
<td>49</td>
</tr>
<tr>
<td>Dursley</td>
<td>15%</td>
<td>77</td>
</tr>
<tr>
<td>Wotton-under-Edge</td>
<td>8%</td>
<td>38</td>
</tr>
<tr>
<td>Berkeley</td>
<td>6%</td>
<td>29</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>49%</td>
<td>245</td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
<td>255</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 – 34</td>
<td>21%</td>
<td>104</td>
</tr>
<tr>
<td>35 – 54</td>
<td>37%</td>
<td>184</td>
</tr>
<tr>
<td>55 – 74</td>
<td>31%</td>
<td>153</td>
</tr>
<tr>
<td>75+</td>
<td>10%</td>
<td>52</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>1%</td>
<td>7</td>
</tr>
</tbody>
</table>
Where there are differences between any of the demographics, these have been highlighted in the report.

### 1.3.2 Business Survey

The profile of the 200 interviews is shown in table 1.3 below.

<table>
<thead>
<tr>
<th>Business Sector</th>
<th>%</th>
<th>Number of responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail and Wholesale</td>
<td>36%</td>
<td>72</td>
</tr>
<tr>
<td>Hospitality and Leisure</td>
<td>16.5%</td>
<td>33</td>
</tr>
<tr>
<td>Professional Services</td>
<td>13%</td>
<td>26</td>
</tr>
<tr>
<td>Manufacturing and Engineering</td>
<td>8.5%</td>
<td>17</td>
</tr>
<tr>
<td>Personal Services</td>
<td>6%</td>
<td>12</td>
</tr>
<tr>
<td>Construction and Building Services</td>
<td>6%</td>
<td>12</td>
</tr>
<tr>
<td>Health and Social Work</td>
<td>2.5%</td>
<td>5</td>
</tr>
<tr>
<td>Business Services</td>
<td>2.5%</td>
<td>5</td>
</tr>
<tr>
<td>Agriculture and Fishing</td>
<td>2%</td>
<td>4</td>
</tr>
<tr>
<td>Transport, storage and distribution</td>
<td>1.5%</td>
<td>3</td>
</tr>
<tr>
<td>Real Estate</td>
<td>1%</td>
<td>2</td>
</tr>
<tr>
<td>Travel and Tourism</td>
<td>1%</td>
<td>2</td>
</tr>
<tr>
<td>Charity</td>
<td>1%</td>
<td>2</td>
</tr>
<tr>
<td>Creative Services and Media</td>
<td>1%</td>
<td>2</td>
</tr>
<tr>
<td>IT and Telecoms</td>
<td>.5%</td>
<td>1</td>
</tr>
<tr>
<td>Education</td>
<td>.5%</td>
<td>1</td>
</tr>
<tr>
<td>Energy and Water</td>
<td>.5%</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
<td>200</td>
</tr>
</tbody>
</table>
Where there are differences between businesses of different sizes (less than 10 employees v 10 or more), these have been highlighted in the report, although caution should be taken due to the small sample size.

<table>
<thead>
<tr>
<th>Number of employees</th>
<th>%</th>
<th>Number of responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>One</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>2 – 4</td>
<td>26</td>
<td>52</td>
</tr>
<tr>
<td>5 – 9</td>
<td>36</td>
<td>72</td>
</tr>
<tr>
<td>10 – 25</td>
<td>23.5</td>
<td>47</td>
</tr>
<tr>
<td>26 – 50</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>51 – 100</td>
<td>1.5</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>
2. Summary

This section provides an overview of the findings of this survey:

2.1 Residents Survey

Satisfaction and priorities
- 95% are satisfied with their local area as a place to live (91% in 2016).
- 79% are satisfied with the way SDC runs things (80% in 2016).
- 74% agree that services have been maintained to a good standard (76% in 2016).
- 76% are satisfied that SDC is working to improve the environment (74% in 2016).
- 72% agree that they get value for money from SDC (71% in 2016).
- 66% agree that SDC is business like and efficient (65% in 2016).
- Agreement with all statements have remained consistent with 2016.
- 82% are satisfied with the voting process in the national and local elections.
- The services valued the most were refuse collection (61% high), recycling (44%) and street cleaning (42%).
- Waste/recycling (70%) was the service considered to be most in need of funding followed by housing (37%) and street cleaning (33%).
- 96% rated provide value for money and high quality services as a very high/high priority (92% in 2016).
- 93% rated help create a sustainable and vibrant economy that works for all as a very high/high priority (92% in 2016).
- 78% rated provide affordable, energy efficient homes for our diverse and changing population as a very high/high priority (78% in 2016).
- 83% rated minimise carbon footprint/adapt to climate change/recycle more as a very high/high priority (78% in 2016).
- 64% rated promote the health and wellbeing of our communities and deliver the public health agenda as a very high/high priority (75% in 2016).
- Most areas were considered to be the same or a higher priority than in 2016 apart from Health and Well Being.

Information from Stroud DC
- 74% think that SDC acts upon the concerns of local residents a great deal or a fair amount. This was similar to 2016 (72%).
- 78% think that SDC keeps residents very or fairly well informed, which was lower than in 2016 (85%).

Council Tax
- Just 5% receive their Council Tax bill by email.
- 50% would not accept any level of increase in Council tax (43% in 2016), whilst 38% would accept a 2% increase. Just 1% would accept 5% or more.

Contact with SDC
- 8% had either contacted the Council or had found out information about the Council recently (28% in 2016). The main method was by phone (81%). Just 5% used the website.
When asked why they didn’t consider using the website, the main reason was that phoning was quicker (80%).
When asked how they would make contact with the Council if they needed to, most said they would do so by phone (86%).

Canal Restoration
- 70% agreed that the canal restoration between Stonehouse and Brimscombe has been beneficial for residents and businesses across the District.
- 70% agreed that they support the continued restoration of the canal, to link it with the national waterways network.
- 68% agreed that the restored canal area provides educational benefits to resident and visitors.
- 67% agreed that the restored canal and towpath are accessible to everyone.

Health and Well-being
- In a typical week the most popular forms of exercise were housework (34%), walking (33%) and gardening (22%).
- Of those who exercised, over two thirds (68%) exercised for around 30 minutes every day.
- The main reason for exercising was to get fitter (37%).

2.2 Business Survey

Satisfaction and priorities
- 94% are satisfied with their local areas as a place to do business (93% in 2016).
- 85% are satisfied that SDC is working to improve the environment (84% in 2016).
- 72% agree that services have been maintained to a good standard (66% in 2016).
- 70% are satisfied with the way SDC runs things (70% in 2016).
- 64% agree that they get value for money from SDC (65% in 2016).
- 62% agree that SDC is business like and efficient (64% in 2016).
- Agreement with all statements are consistent with 2016, the biggest change being an increase of 6% agreeing that services have been maintained to a good standard.
- 96% rated provide value for money and high quality services as a very high/high priority (95% in 2016).
- 89% rated help create a sustainable and vibrant economy that works for all as a very high priority (wording different to 2016)
- 89% rated provide affordable and decent housing as a very high/high priority (93% in 2016).
- 88% rated promote the health and wellbeing of our communities and deliver the public health agenda as a very high/high priority (87% in 2016).
- 81% rated minimise carbon footprint/adapt to climate change/recycle more as a very high/high priority (84% in 2015).
- A similar percentage of businesses rated each area as very high/high priority to 2016.
- Roads/Highways (55%), Transport and parking (54%) & Youth issue/ employment/ apprenticeships (51%) were considered the most important services to businesses.
Employment of staff
- 32% had employed additional staff in the last 12 months (an increase from 20% in 2016) with around three quarters (73%) having no difficulty recruiting people with the right skills (90% in 2016).

Support for businesses
- Rates/rent/licence fee issues (29%), parking improvements (20%) and town centre/market stall issues (11%) were the most common suggestions on what the Council can do to support growth and increase employment.
- 26% said that the EU Referendum decision has made them somewhat uncertain about their future business plans (9% in 2016), 73% said it would make no difference.
- The main reason for uncertainty was retail confidence (44%).
- Just 16% were aware of the free business directory on the SDC website.

Working with education providers
- 21% worked with schools colleges (11% in 2016). The most common link was work experience.

Information from Stroud DC
- 69% said they are very well/fairly well informed about services and benefits the Council provides (64% in 2016).

Contact with Council
- 16% had recently contacted the Council (8% in 2016).
- The main method of contact was by phone (78%).
- 19% used the Councils new website (6 people).
- All of those using the website managed to do what they needed (base:6).
- The main reason given for not using the website was that phoning is quicker.
- Just 13% said that they receive their business rate bill by email
- Many of those who don’t currently receive their bill by email had no specific reason as to why (45%) while 25% said that they preferred paper bills.

Promoting Staff Well-being
- 14% of business offered at least one of the health/well-being initiatives asked about, whilst 86% of business did not offer any

Canal Restoration
- 72% agreed that they support the continued restoration of the canal, to link it with the national waterways network
- 67% agreed that the restored canal area provides educational benefits to resident and visitors
- 66% agreed that the canal restoration between Stonehouse and Brimscombe has been beneficial for residents and businesses across the District
- 66% agreed that the restored canal and towpath are accessible to everyone
3. Residents v Businesses

3.1 Opinions of Stroud DC

Whilst residents and businesses were consistently happy with their area as a place to live and work, opinions differed with regards to other aspects of the Council.

Business were more likely to agree that Stroud DC is working to improve the environment (85% compared to 76% for residents).

Residents were more likely to agree that they are satisfied with the way Stroud DC runs things (79% compared to 70%) and that we get value for money from SDC (72% compared to 64%). See figure 3.1.

Figure 3.1
3.2 Corporate Delivery Plan

There is a great amount of consistency between residents and businesses in the level of priority given to each element of the Corporate Delivery Plan, with the exception of promote health and wellbeing: deliver public health agenda where businesses were much more likely to rate this as a high priority (88% compared to 64% of residents) and provide affordable, energy efficient homes for our diverse and changing population (89% compared to 78% of residents) See figure 3.2.

Figure 3.2
3.3 Canal Restoration

Residents and businesses were very consistent in their views on the canal restoration. See figure 3.3.

Figure 3.3

<table>
<thead>
<tr>
<th>What level of priority for the following areas?</th>
<th>Comparison of residents and businesses</th>
<th>% High/very high priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall I am satisfied that the canal restoration between Stonehouse and Brimscombe has been beneficial for residents and businesses across the District.</td>
<td>Residents (500)</td>
<td>70</td>
</tr>
<tr>
<td>The restored canal and towpath are accessible to everyone</td>
<td>Residents (500)</td>
<td>66</td>
</tr>
<tr>
<td>The restored canal area provides educational benefits for residents and visitors</td>
<td>Residents (500)</td>
<td>67</td>
</tr>
<tr>
<td>I support the continued restoration of the canal, to link it with the national waterways network.</td>
<td>Residents (500)</td>
<td>70</td>
</tr>
</tbody>
</table>

Base: (as above)
4. Resident Survey

This section details the views and opinions from the resident survey, covering:
- Satisfaction and Priorities
- Information from Stroud District Council
- Council Tax
- Contact with Stroud District Council
- Canal Restoration
- Health and Well-being

4.1 Satisfaction and Priorities

The vast majority of respondents were happy with their area as a place to live (95% very satisfied or satisfied). See figure 4.1. However, there was a difference in viewpoint in the age-groups: younger residents (those aged 18 – 34) were less satisfied (84%, compared to 98% of 35-54s, 96% of 55-74s and 100% of those 75+).

Residents were asked how satisfied they were with the way Stroud DC runs things almost 8 in 10 residents (79%) said they were either very satisfied or satisfied. Again, there were differences by age, with younger residents (18-24s) being least satisfied (55% compared to 81% of 35-54s, 92% of 55-74s and 85% of those 75+).

Figure 4.1

To what extent do you agree with the following statements?

<table>
<thead>
<tr>
<th>% respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%</td>
</tr>
<tr>
<td>Overall, satisfied with how SDC runs things</td>
</tr>
<tr>
<td>Very satisfied</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>0  17 78 4</td>
</tr>
<tr>
<td>Overall satisfied with my local area as place to live</td>
</tr>
<tr>
<td>0  17 78 4</td>
</tr>
</tbody>
</table>

Q1/2

Base: (500)
Residents were then asked to what extent they agreed with a range of statements (see figure 4.2 which is ranked in order of agreement). The statement attracting the highest level of agreement was overall I am satisfied with the voting process in the national and local elections (82%).

Around three quarters agreed (either strongly agree/agree) that Stroud DC is working to improve the environment (76%) and services have been maintained to a good standard (74%).

Over 7 in 10 (72%) agreed that Stroud DC provides value for money. The statement with the lowest percentage agreement was Stroud DC is business like and efficient (66%).

Those aged 18 – 34 were less likely to agree with most statements than other age groups:
- Stroud DC is working to improve the environment (49%)
- Over the past few years, services have been maintained to a good standard (46%)
- Stroud DC provides value for money (42%)
- Stroud DC is business like and efficient (32%)
- Overall I am satisfied with the voting process in the national and local elections (53%).

Figure 4.2

Comparing the 2017 findings with previous years, results were consistent with 2016, the biggest change being satisfaction with area as place to live, increasing to the highest ever at 95%. See figure 4.3.
To what extent do you agree with the following statements?

% respondents very satisfied/satisfied or strongly agree/agree

- Satisfaction with area as place to live
- Satisfaction with the way SDC runs things
- Services have been maintained to a good standard
- Is working to improve the environment
- Provides value for money
- Is business like and efficient

Q1/Q2/Q3/Q6

Base: 2013 - 2017 (500); 2010 - 2012 (300)
Residents were asked to what extent they valued a list of services. The most valued services were refuse collection (61% high), recycling (44% high), street cleaning (42% high) and pollution control (39% high). The least valued services were Stroud subscription rooms (4% high), tourist information centre (4% high) and museum in the park (7% high). See figures 4.4 and 4.5.

Figure 4.4

How much do you value the following services?

% respondents

<table>
<thead>
<tr>
<th>Service</th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refuse collection</td>
<td>31</td>
<td>34</td>
<td>33</td>
<td>64</td>
</tr>
<tr>
<td>Recycling</td>
<td>44</td>
<td>38</td>
<td>15</td>
<td>11</td>
</tr>
<tr>
<td>Street cleaning</td>
<td>42</td>
<td>37</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>Pollution control</td>
<td>39</td>
<td>52</td>
<td>15</td>
<td>14</td>
</tr>
<tr>
<td>Planning &amp; building control</td>
<td>33</td>
<td>46</td>
<td>16</td>
<td>14</td>
</tr>
<tr>
<td>Housing services</td>
<td>32</td>
<td>38</td>
<td>16</td>
<td>14</td>
</tr>
<tr>
<td>Housing benefit administration</td>
<td>30</td>
<td>45</td>
<td>31</td>
<td>14</td>
</tr>
<tr>
<td>Grants to voluntary and community groups</td>
<td>26</td>
<td>55</td>
<td>13</td>
<td>18</td>
</tr>
<tr>
<td>Homelessness</td>
<td>26</td>
<td>41</td>
<td>29</td>
<td>18</td>
</tr>
<tr>
<td>Car parks</td>
<td>24</td>
<td>35</td>
<td>48</td>
<td>18</td>
</tr>
</tbody>
</table>

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Figure 4.5

How much do you value the following services?

% respondents

<table>
<thead>
<tr>
<th>Service</th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensing</td>
<td>19</td>
<td>55</td>
<td>23</td>
<td>11</td>
</tr>
<tr>
<td>Stratford Park Leisure Centre</td>
<td>10</td>
<td>57</td>
<td>21</td>
<td>16</td>
</tr>
<tr>
<td>Energy Advice</td>
<td>15</td>
<td>40</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Pest control</td>
<td>15</td>
<td>38</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>Pest control</td>
<td>16</td>
<td>48</td>
<td>33</td>
<td>10</td>
</tr>
<tr>
<td>Public toilets</td>
<td>14</td>
<td>71</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Dursley Swimming Pool</td>
<td>12</td>
<td>49</td>
<td>33</td>
<td>14</td>
</tr>
<tr>
<td>Dog Warden &amp; Animal Welfare</td>
<td>15</td>
<td>36</td>
<td>37</td>
<td>19</td>
</tr>
<tr>
<td>Museum in the park</td>
<td>18</td>
<td>58</td>
<td>16</td>
<td>11</td>
</tr>
<tr>
<td>Tourist Information Centre</td>
<td>11</td>
<td>50</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Stroud Subscription Rooms</td>
<td>41</td>
<td>52</td>
<td>52</td>
<td>18</td>
</tr>
</tbody>
</table>

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Base: (500)
Respondents were asked what services they felt were the most important and should be a focus for SDC. The most popular mentions were waste/recycling (70%) followed by housing (37%). See figure 4.6.

Figure 4.6

![Service Importance Chart]

Those aged 18 – 34 were more likely to state leisure centre/parks/open spaces as needing more funding (46%). This age group were also less likely to think that support to community and voluntary groups (10%) needed funding.

Respondents were then asked to indicate the level of priority for each of the five broad areas in the Corporate Delivery Plan. All areas were rated as either a very high or a high priority by the majority of respondents.

The area rated the highest priority was provide value for money to local taxpayers and high quality services to our customers (96% very high or high) followed by help create a sustainable and vibrant economy that works for all (93%).

Over 8 in 10 (83%) felt that minimise carbon footprint/adapt to climate change/recycle more was a high or very high priority, whilst 78% felt that provide affordable, energy efficient homes for our diverse and changing population.
The area rated as lowest priority, but still a high or very high priority for 64% of respondents was promote health and wellbeing and deliver the public health agenda. See figure 4.7.

Figure 4.7

Those aged 18-34 were less likely than other age groups to rate minimise carbon footprint/recycle more/less waste to landfill as a high or a very high priority (63%) and promote the health and wellbeing of our communities and deliver the public health agenda (34%).

Most areas have increased in priority since 2016, with the exception of promote the health and wellbeing of our communities and deliver the public health agenda which fell from 75% (high/very high priority) to 64%. See figure 4.8.
Figure 4.8

What level of priority for the following areas?

- Help create a sustainable and vibrant economy that works for all*
- Provide value for money and high quality services
- Provide affordable, energy efficient homes for our diverse and changing population*
- Minimise carbon footprint/adapt to climate change/recycle more*
- Promote health and wellbeing; deliver public health agenda

* Slight wording change in 2017 compared to previous years

Base: 2013 - 2017 (500); 2010 - 2012 (300)
4.2 Information from Stroud DC

Residents were asked to what extent they think Stroud DC acts upon the concerns of local residents. Over 7 in 10 (74%) felt that they did, either a great deal or a fair amount. This has remained more or less consistent with 2016 (72%). A further 17% stated not very much or not at all (15% in 2016). See figure 4.9.

Figure 4.9

Those aged 18-34 were the least likely to say either a great deal or a fair amount (54%).

Residents were also asked how well they felt Stroud DC keeps residents informed about the benefits and services it provides. 78% felt that they were either very well informed or fairly well informed. This has decreased from 85% in 2016. See figure 4.10.

Those aged 18 – 34 were least likely to say that they were very or fairly well informed (54%).

Figure 4.10
4.3 Council Tax

Just 5% said that they received their Council Tax bill by email. Those aged 18 – 34 were most likely to receive this bill by email (12%).

Figure 4.11

Respondents were presented with the following three options for the District element of the Council Tax:
- 2% increase
- 2.6% increase
- 5% increase

Despite it not being offered as a response, 50% would not accept an increase (89% amongst 18-34 year olds). Thirty eight percent (38%) of respondents felt that there should be a 2% increase. Just 11% were prepared to accept a 2.6% increase and 1% would accept a 5% increase. In total 50% would accept an increase of 2% or more. See figure 4.12.
Those who said that they would pay a 5% increase (just 4 people), were asked whether they would be prepared to pay more than 5%. Of these, just one person said that they would.
4.4 Contact with Stroud District Council

When asked, just 8% said that they had contacted Stroud DC recently or found out information about the Council. See figure 4.13.

Figure 4.13

![Pie chart showing contact with Stroud District Council](chart)

Older residents (those aged over 55) were most likely to have made contact.

For those who'd had contact with the Council, the main reasons for contact were:
- Waste & recycling/street cleaning 40%
- Housing 19%
- Planning 17%

The main method was by telephone (81%). 21% had emailed the Council and 5% had used the website.

Of those who had used the website (5%, 2 people), both said that they were able to do everything they needed to.
Those who did not choose to make contact via the website (98%) were asked the reasons why. The main reasons given were:

- Phoning was quicker: 80%
- Needed to discuss payments: 10%
- Not online: 10%
- Forgotten about it: 3%

Respondents were asked how they would go about contacting or finding out any information should they need to. The most popular response was by telephone (86%). See figure 4.14

Figure 4.14

Those aged 18 – 34 were most likely to use the website and email (41% and 20%) and were least likely to phone (51%).
4.5 Canal Restoration

The majority of residents were in agreement with all statements relating to the canal restoration. Seven in 10 (70%) agreed (strongly agree or agree) that overall they are satisfied that the canals restoration between Stonehouse and Brimscombe has been beneficial for residents and businesses across the District and that they support the continued restoration of the canal to link it with the national waterways network.

Just fewer than 7 in 10 agreed that the restored canal area provides educational benefits for residents and visitors (68%) and that the restored canal and towpath are accessible to everyone (67%). See figure 4.15.

Those aged 18 – 34 were least likely to agree with all statements (37% agreement to all).

Figure 4.15

To what extent do you agree with the following statements?

<table>
<thead>
<tr>
<th>Statement</th>
<th>% respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall I am satisfied that the canal restoration between Stonehouse and Brimscombe has been beneficial for residents and businesses across the District.</td>
<td>7 63 18 5 7</td>
</tr>
<tr>
<td>I support the continued restoration of the canal, to link it with the national waterways network.</td>
<td>7 63 17 7 5 6</td>
</tr>
<tr>
<td>The restored canal area provides educational benefits for residents and visitors</td>
<td>8 60 20 5 7 7</td>
</tr>
<tr>
<td>The restored canal and towpath are accessible to everyone</td>
<td>7 60 21 5 7 7</td>
</tr>
</tbody>
</table>
4.6 Health and Wellbeing

In a typical week, residents were asked what forms of exercise they did. The most common forms of exercise were *housework* (34%) and *walking* (33%). Just over a third (36%) did no form of exercise in a typical week. See figure 4.16.

Men were more likely than women to do no exercise (52% compared to 20%), as were those aged 18 – 34 (47%).

Figure 4.16

![Bar chart showing the percentage of respondents for different forms of exercise. The most common forms were housework (34%) and walking (33%). Just over a third (36%) did no form of exercise in a typical week. Men were more likely than women to do no exercise (52% compared to 20%), as were those aged 18 – 34 (47%).]
The majority (68%) did this exercise for at least 30 minutes every day. See figure 4.17.

The main reason for exercising was to get fitter (37%). See figure 4.18.

**Figure 4.17**

![Bar chart showing how often people exercise](chart1.png)

**Figure 4.18**

![Bar chart showing why people exercise](chart2.png)
5. Business Survey

This section details the views and opinions from the business survey, covering:

- Satisfaction and Priorities
- Employment of staff
- Support for businesses
- Working with education
- Information from Stroud District Council
- Contact with Stroud District Council
- Promoting Staff Well-being
- Canal Restoration

5.1 Satisfaction and Priorities

Over 9 in 10 (94%) agreed (strongly agree/agree) that they were satisfied with their local area as a place to do business and over 8 in 10 (85%) agreed (strongly agree/agree) that they were satisfied that Stroud DC is working to improve the environment. Around seven in 10 agreed (strongly agree/agree) that they were satisfied with how Stroud DC runs things (70%) and that services have been maintained to a good standard (72%). Over 6 in 10 agreed that they get value for money from Stroud DC (64%) and that they are business like and efficient (62%). See figure 5.1

Figure 5.1

To what extent do you agree with the following statements?

<table>
<thead>
<tr>
<th>% respondents</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall satisfied with my local area as place to do business</td>
<td>7</td>
<td>87</td>
<td>5</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Overall satisfied that SDC is working to improve the environment</td>
<td>4</td>
<td>81</td>
<td>11</td>
<td>5</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Services have been maintained to a good standard</td>
<td>4</td>
<td>68</td>
<td>25</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Overall, satisfied with how SDC runs things</td>
<td>5</td>
<td>65</td>
<td>25</td>
<td>5</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>We get value for money from SDC</td>
<td>4</td>
<td>60</td>
<td>23</td>
<td>14</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>I believe that SDC is business like and efficient</td>
<td>5</td>
<td>57</td>
<td>34</td>
<td>8</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Q19

Base: (200)
Comparing this year’s results to previous years, the percentage agreement to all statements in 2017 is very consistent with 2016. The most notable increase being services have been maintained to a good standard (risen from 55% in 2015 to 66% in 2016 and further to 72% in 2017). See figure 5.2.

Figure 5.2

To what extent do you agree with the following statements?

- Overall satisfied with area as a place to do business
- Overall satisfied that SDC is working to improve the environment
- Overall satisfied with how SDC runs things
- Services have been maintained to a good standard
- We get value for money from SDC
- I believe that SDC is business like and efficient

% Net agree

Q18 Base: (200 each year)
Figure 5.3 illustrates the extent to which respondents felt Stroud DC should prioritise certain areas.

The majority of respondents (over 80%) felt that all areas were a priority (either very high or high).

- **Provide value for money and high quality services**: 96%
- **Help create a sustainable and vibrant economy that works for all**: 89%
- **Provide affordable and decent housing**: 89%
- **Promote the health and wellbeing of our communities and deliver the public health agenda**: 88%
- **Minimise carbon footprint/adapt to climate change/recycle more**: 81%

Figure 5.3

Businesses with 10 or more employees were more likely to rate *promote the health and wellbeing of our communities and deliver the public health agenda* as high or very high (93% compared to 84%) as well as *minimise carbon footprint/adapt to climate change/recycle more* (92% compared to 80%).
For all areas, the levels of priority for 2017 have remained consistent to 2016, which saw an increase in priority in all areas from previous years. See figure 5.4.

Figure 5.4

![Bar chart showing year on year comparisons of priority levels for different areas.](chart.png)

- **Provide value for money and high quality services**
- **Help create a sustainable and vibrant economy that works for all**
- **Provide affordable and decent housing**
- **Promote health and well being and deliver the public health agenda**
- **Minimise carbon footprint/adapt to climate change/recycle more**

* Wording changed slightly in 2017 compared to previous years

**Q5** Base: (200 each year)
Respondents were then asked what services provided by Stroud DC they thought were most important to their business sector/community. Despite being told what services Stroud DC provides, *roads and highways* was still the most popular response at 55%, followed by *transport and parking* (54%) and youth issues/employment/apprenticeships (51%). See figure 5.5.

Figure 5.5

![Graph showing the most important services provided by SDC](image)

Whilst fewer businesses mentioned *roads/highways* and *transport and parking* compared to 2016 (73% and 68%), the percentage stating *youth issues/employment/apprenticeships* more than doubled from 24% in 2016 to 51% in 2017.

Larger businesses (those with 10 or more employees) were more likely to mention *youth issues/employment/apprenticeships* (65% compared to 44%) and *links with schools/education* (22% compared to 13%).
5.2 Employment of Staff

Just under a third of businesses (32%) had employed additional staff in the past 12 months (see figure 5.6). This is higher than in 2016 where only 20% said that they employed additional staff. Business with over 10 employees were more likely to have employed staff (58% compared to 20% of smaller businesses).

Figure 5.6
Of these, over a quarter (27%) had difficulty recruiting people with the right skills (see figure 5.7).

Figure 5.7

Of those who recruited, was it difficult to recruit the person with the right skills?

<table>
<thead>
<tr>
<th>Response</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>No, most candidates had the appropriate skills</td>
<td>35</td>
</tr>
<tr>
<td>No, some candidates had the appropriate skills</td>
<td>38</td>
</tr>
<tr>
<td>Yes, very few candidates had the appropriate skills</td>
<td>21</td>
</tr>
<tr>
<td>Yes, we had to adjust the skills we were looking for</td>
<td>6</td>
</tr>
</tbody>
</table>

Q6b  Base: (63)
5.3 Support for Businesses

Respondents were asked what they felt SDC could do to help facilitate growth in the local economy and increase employment. The main theme to emerge was rates/rent and licence fees (29%) followed by parking improvements (20%). See figure 5.8.

Figure 5.8

Parking improvements were more of a priority for smaller businesses with 24% stating this compared to 10% of larger businesses (with more than 10 employees).
When asked about the EU referendum, 26% said that it had made them uncertain about their future business plans (either a little or a lot). This is much higher than in 2016 where only 9% were uncertain. See figure 5.9.

Figure 5.9

Businesses with more than 10 employees were more likely to express uncertainty (37% compared to 21% of smaller businesses).

Reasons given for the uncertainty were:
- Retail confidence (44%, 23 businesses)
- Exchange rate (29%, 15 businesses)
- Cost of raw materials (25%, 13 businesses)
- Lack of markets to sell to (17%, 9 businesses)
- Wage costs (15%, 8 businesses)
- Acquisition of skilled labour (6%, 3 businesses)
- Labour from the EU (6%, 3 businesses)
- Changes in Government Policy (4%, 2 businesses)
- Funding (4%, 2 businesses)
Just 16% knew that Stroud District Council hosts a free business directory on its website for businesses to advertise their services. See figure 5.10.

FIGURE 5.10

Stroud District Council hosts a free business directory on its website for any business based in the Stroud District to advertise its services. Are you aware of this free service?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>84</td>
</tr>
</tbody>
</table>

Q15 Base: (200)
5.4 Working with Education Providers

Businesses were asked whether they worked with schools and colleges to encourage young people into their business sector. Just over 1 in 5 (21%) said that they did. This is higher than in 2016 where only 11% said that they did, however it is still lower than in 2015. See figure 5.11.

Figure 5.11

Larger businesses (those with over 10 employees) were more likely to have worked with education (28% compared to 17% of smaller businesses).

When asked about the work they had undertaken with schools, the following were mentioned (businesses were able to select more than one response):

- **Work experience**: 68% (28 businesses)
- **Apprenticeships**: 29% (12 businesses)
- **Job fairs, careers evening, in school activities, student placements, trainee programmes etc**: 12% (5 businesses)
- **Other**: 10% (4 businesses)
5.5 Information from Stroud District Council

Businesses were asked how well informed do they think SDC keeps businesses about the services and benefits it provides. Just under 7 in 10 businesses (69%) said that they were either very well or fairly well informed which was higher than in 2016 (64%). See figure 5.12.

Figure 5.12
5.6  Contact with Stroud District Council

Around 1 in 6 (16%) had contacted the Council recently or needed to find out information about SDC. This is twice as many as in 2016 (8%). See figure 5.13

Figure 5.13

<table>
<thead>
<tr>
<th>Q16a</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>16</td>
</tr>
<tr>
<td>No</td>
<td>84</td>
</tr>
</tbody>
</table>

Have you needed to contact the Council recently or find out information about SDC?

Smaller businesses (those with 10 or less employees) were more likely to have contacted the Council (19% compared to 10% of larger businesses).

The main method of contact was by phone (78% - 25 businesses).

Reasons for contact included:
- Waste & recycling, street cleaning
- Planning
- Business rates/Council tax

Those who used the website to make contact/ find out information (19%, 6 businesses) we asked whether they managed to do everything that they needed to. All six said that they did.
Those who didn’t use the website (81%, 26 businesses) were asked the reasons why. The main reasons given were:
- Phoning was quicker (65%)
- Needed to speak to a person (19%).

Businesses were then asked whether they received their business rate bill by email. Just 13% said that they did. See figure 5.14.

Figure 5.14

Those who didn’t receive their bills by email (60%, 119 businesses), were asked the reasons why. Just a quarter of these (25%, 30 businesses) said that they preferred paper bills, whilst the majority of the others had no specific reason why they didn’t receive bills by email.
5.7 Promoting Staff Well-being

Business were shown a list of health and well-being initiatives and were asked if they provided any of them at their place of work. The majority (86%) did not provide any of the initiatives, 14% did. The most common, provided by just 7% of businesses, was healthy food choices in vending machines of canteen. See figure 5.15.

Larger businesses (those with 10 or more employees) were more likely to provide at least one of the initiatives (28% compared to 9% or smaller businesses).

Figure 5.15
5.8 Canal Restoration

The majority of businesses were in agreement with all statements relating to the canal restoration. Over 7 in 10 (72%) agreed (strongly agree or agree) that they support the continued restoration of the canal to link it with the national waterways network. Just over two thirds (67%) agreed that the restored canal area provides educational benefits for residents and visitors, and two thirds (66%) agree that overall they are satisfied that the canals restoration between Stonehouse and Brimscombe has been beneficial for residents and businesses across the District and that the restored canal and towpath are accessible to everyone. See figure 5.16.

Figure 5.16

To what extent do you agree with the following statements?

<table>
<thead>
<tr>
<th>Statement</th>
<th>% respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>I support the continued restoration of the canal, to link it with the national waterways network.</td>
<td>7 Strongly agree, 65 Agree, 25 Neither, 25 Disagree, 7 Strongly disagree, 1 Don't know</td>
</tr>
<tr>
<td>The restored canal area provides educational benefits for residents and visitors</td>
<td>5 Strongly agree, 62 Agree, 28 Neither, 5 Disagree, 5 Strongly disagree, 1 Don't know</td>
</tr>
<tr>
<td>Overall I am satisfied that the canal restoration between Stonehouse and Brimscombe has been beneficial for residents and businesses across the District.</td>
<td>7 Strongly agree, 59 Agree, 29 Neither, 7 Disagree, 7 Strongly disagree, 1 Don't know</td>
</tr>
<tr>
<td>The restored canal and towpath are accessible to everyone</td>
<td>5 Strongly agree, 63 Agree, 30 Neither, 3 Disagree, 5 Strongly disagree, 1 Don't know</td>
</tr>
</tbody>
</table>

Q12 Base: (200)
## Appendix A  Local area postcodes

<table>
<thead>
<tr>
<th>Ref</th>
<th>Area Name</th>
<th>Postcodes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Gloucester Border areas</td>
<td>GL2.2, 2.3, 2.4, 2.7, 3.4, 4.0, 4.8</td>
</tr>
<tr>
<td>2.</td>
<td>Stroud Central</td>
<td>GL5.1, to GL5.5</td>
</tr>
<tr>
<td>3.</td>
<td>Stroud Border Areas</td>
<td>GL6.0 to GL6.9</td>
</tr>
<tr>
<td>4.</td>
<td>Stonehouse</td>
<td>GL10.2, 10.3</td>
</tr>
<tr>
<td>5.</td>
<td>Dursley</td>
<td>GL11.4 to GL11.6</td>
</tr>
<tr>
<td>6.</td>
<td>Wotton-Under-Edge</td>
<td>GL12.7, 12.8</td>
</tr>
<tr>
<td>7.</td>
<td>Berkeley</td>
<td>GL13.9</td>
</tr>
</tbody>
</table>