



worcestershire

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April 2006 Citizens' Panel Survey Feedback of Results

In April 2006 we sent you our 13th Citizens' Panel survey. The survey covered two topics, The Lyons Inquiry and the Trading Standards Service. Thank you to all of you who responded! We received a total of 1379 completed surveys by the closing date, which represents a 67% response rate. You can view the full results at www.worcestershire.gov.uk/citizenspanel.

The Lyons Inquiry

Central Government commissioned the Lyons Inquiry in 2004, in order to find out what people thought of their local area and their views on the different levels of Government within a local area. Your responses were passed on to the Central Government department who have been running the Lyons Inquiry; the results were used alongside results from other Council's to inform the inquiry. Some of the key findings from the survey were:

When asked what you liked MOST about the area where you live, over half of you (55%) said having access to the countryside. Other things that you liked a lot about the area where you live are living in a peaceful/quiet area, being close to major road links, feeling safe and being close to family and friends.

The services which you said are most important in your local area, are (1) recycling, (2) country parks, picnic sites and public footpaths and (3) concessionary public transport.

Top of the list of things that you want Worcestershire County Council to provide in your local area are a better public transport system and more facilities for children and young people.

In terms of libraries, sport and culture, street cleaning, local transport, local economy and housing the majority of you (between 71 and 83%) said you would prefer standards to be set **locally**. In terms of schools and education and social services, the majority of you (63% and 59% respectively) would prefer standards to be set **nationally**.

40% of you who are over the aged of 65 said you would contact a local Councillor to access or to complain about services, compared to just 16% of you aged 18-39

95% of you have voted in local government elections in the last TEN years. Voting is slightly more popular amongst older panel members and particularly those living in Wychavon.

The Trading Standards Service

In this section we wanted to find out how much you knew about the Trading Standards Service in Worcestershire and what they do. Some key findings were:

Most of you (39%) know a little bit about what the Trading Standards service does. 22% of you said you know a great deal or a fair amount about what the Trading Standards Service does, this awareness increases with age.

Most of you contact the Trading Standards Service to complain about goods or services, less common reasons for contacting the service are for business advice, training for business and general enquiries

In terms of accessing information about consumer rights, most of you (39%) would prefer to speak to someone on the telephone followed by 29% of you who would like to speak to someone face to face.

The Trading Standards team said: "In the survey, we wanted to establish the extent of consumer problems amongst the panel and the extent of knowledge about the service and what it does.

Some of the results were surprising and some reinforced what we knew already. For example; while the majority of respondents who have had a good reason to complain about goods or services do actually complain, a significant number of panel members also felt they knew 'just a little' or less about the Trading Standards Service.

The information we have received from the panel has been very useful in informing our marketing strategy and our service planning for the approaching year"