

Community Planning Residents' Survey Results

December 2008



Community Planning in
EAST AYRSHIRE



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TABLE OF CONTENTS

	<u>Page</u>
1.0 Introduction	2
1.1 Background	2
1.2 Purpose of Research	2
1.3 Questionnaire Development	2
1.4 Methodology and Respondent Profile	3
1.5 Margins of Error	5
2.0 Research Outputs	6
2.1 Community Planning Partners	6
2.2 Community Involvement	14
2.3 Promoting Community Learning	16
2.3.1 Qualifications	16
2.3.2 Training	16
2.3.3 Access to employment, training or learning	17
2.4 Improving Opportunities	18
2.4.1 Travel to Work	18
2.4.2 Access to Transport	19
2.4.3 Childcare	20
2.4.4 Access to Email and the Internet	20
2.5 Improving the Environment	22
2.5.1 Neighbourhood Satisfaction	22
2.5.2 Renewable Energy	25
2.5.3 Bus and Rail Improvements	25
2.5.4 Protected development areas	25
2.5.5 Recycling	25
2.5.6 Roads and Transportation	26
2.5.7 Kilmarnock Town Centre	27
2.6 Improving Community Safety	31
2.6.1 Police Service	31
2.6.2 Crime and Fear of Crime	31
2.6.3 Fire Safety	33
2.6.4 Street Lighting	35
2.6.5 Traffic Calming	35
2.7 Improving Health	36
2.7.1 General Health	36
2.7.2 Smoking	39
2.7.3 Alcohol	40
2.7.4 Breastfeeding	41
2.7.5 Healthy Eating	42
2.7.6 Men's Health	42
2.8 Eliminating Poverty	44
2.8.1 Carers	44
2.8.2 Credit Unions	44

1.0 Introduction

This report details the findings to emerge from a programme of research carried out by Lowland Market Research on behalf of the East Ayrshire Community Planning Partnership, investigating a range of issues of importance to the residents of East Ayrshire. The current survey, carried out in summer 2008, will enable comparisons to be made with the results of the initial survey undertaken in 2005.

1.1 Background

Community Planning is about a range of partners in the public and voluntary sectors working together to better plan, resource and deliver quality services that meet the needs of people who live and work in East Ayrshire. Community Planning puts local people at the heart of delivering services. It is not just about creating a plan or a vision but about jointly tackling major issues such as health, transport, employment, housing, education and community safety. These issues need a shared response from, and the full involvement of, not only public sector agencies but also local businesses, voluntary organisations and especially local people.

The Community Planning Partners in East Ayrshire are committed to working together to make a real difference to the lives of all people in the area. The Partnership has achieved a lot through joint working. Together those who deliver services and those who live in the communities of East Ayrshire will continue to build on this success, and on existing partnerships and strategies, to create a shared understanding of the future for East Ayrshire.

1.2 Purpose of Research

The primary purpose of the research is to:

- gain increased information on the demographics of the East Ayrshire population;
- gain an increased understanding of the local priorities and views of residents on public service provision/satisfaction; and
- collect data for, and undertake a comparison with, the findings of the Residents' Survey carried out in 2005, which will inform the Community Plan thematic Action Plans and the development of the Single Outcome Agreement and associated activity.

1.3 Questionnaire Development

The questionnaire was developed by East Ayrshire Community Planning Partnership. Each of the partners was consulted with regard to the type of questions to be included and the wording of these questions. The questionnaire on the whole contains the same questions as those used in 2005, thus facilitating a comparison with the previous survey.

1.4 Methodology and Respondent Profile

In order to provide suitable depth and breadth of responses, a face-to-face methodology was employed. In total 2,000 face-to-face interviews were conducted with a cross-section of the population of East Ayrshire. Following discussion with representatives of the Community Planning Partners, a quota based methodology was developed. This quota was designed to ensure that a suitable number of interviews were conducted within various geodemographic variables thus allowing meaningful analysis of the responses by these variables.

Key variables upon which the quota was based were as follows:

- Multi-Member Wards;
- Gender;
- Age;
- Working status; and
- 0-30% data zones.

The following tables summarise the number of interviews conducted by some of the main geodemographic variables.

Multi-Member Wards	Number of Interviews	Percentage of Survey Interviews	Percentage that the area accounts for of the total East Ayrshire Population
Annick	200	10%	9%
Ballochmyle	240	12%	12%
Cumnock and New Cumnock	240	12%	12%
Doon Valley	200	10%	10%
Irvine Valley	240	12%	13%
Kilmarnock East and Hurlford	240	12%	13%
Kilmarnock North	200	10%	9%
Kilmarnock South	200	10%	9%
Kilmarnock West and Crosshouse	240	12%	13%

The proportion of interviews conducted in the data zones in a multi-member ward predominantly reflects the number of people living in these areas. As the table below highlights, the actual numbers of people interviewed in the data zone within each multi-member ward are limited. Analysis of responses should in the main be confined to groups of responses with a minimum of 250 responses and ideally with upwards of 400 responses. On an East Ayrshire wide basis, the numbers of interviews and proportions are significantly more robust.

Multi-Member Wards	Number of Interviews 0-15% Data Zones	Number of Interviews 15%- 30% Data Zones	Number of Interviews Remaining Data Zones
Annick	0	40	160
Ballochmyle	60	80	100
Cumnock and New Cumnock	25	115	100
Doon Valley	48	52	100
Irvine Valley	60	60	120
Kilmarnock East and Hurlford	0	120	120
Kilmarnock North	80	20	100
Kilmarnock South	40	100	60
Kilmarnock West and Crosshouse	40	60	140

The following tables summarise the key demographic variables of the sample of East Ayrshire residents interviewed in the survey.

Age and Gender	Number of Interviews	Percentage of Survey Interviews*	Percentage that the demographics accounts for of the total East Ayrshire Population
Male	1005	50%	48%
Female	995	50%	52%
16-24 years	320	16%	15%
25-34 years	259	13%	13%
35-44 years	374	19%	19%
45-54 years	335	17%	17%
55-64 years	484	24%	16%
65+ years	228	11%	20%

*Percentages have been rounded to the nearest whole number.

Do you consider yourself to have a disability?

Yes	22%
No	78%

Households with Children

0 - 4 years old	11%
5 – 8 years old	12%
9 – 11 years old	9%
12 – 17 years old	15%
None under 18 years old	64%

Households with older people

Aged 60 – 74 years	29%
Aged 75 – 84 years	5%
Aged 85+ years	2%
None aged 60+ years	66%

Housing Tenure

Home Owner (Owned Outright)	26%
Home Owner (Mortgage)	28%
Council tenant	35%
Housing Association tenant	6%
Renting from a private landlord	5%

Working Status

Employed (Full Time)	38%
Employed Part Time/Job Share	11%
Self Employed	7%
Unemployed	5%
Student	6%
Permanently sick/disabled	9%
Looking after the home	6%
Retired	17%

Ethnic Origin

White Scottish	96%
White Other British	3%
Irish	0.5%
Other Ethnic background	0.5%

1.5 Margins of Error

All sample surveys are subject to a degree of random error. It has become customary to provide an indication of the error margin by calculating the 95% confidence intervals for a simple random sample of the same size. These are provided in the table below. The magnitude of the error depends on the number of completed questionnaires and the results percentage.

As indicated in the second paragraph in section 1.4, the analysis of the responses should be confined to groupings of responses with a minimum of 250 completed questionnaires and ideally when there are in excess of 400 responses. As the table below shows, when there are 250 responses the margin of error is +/-7%. For example, 45% of respondents in Irvine Valley stated that they were aware of East Ayrshire's initiatives to develop and promote its School Meals Service. Taking into consideration the margin of error, this 45% could actually be 38% or 52%, that is 7% below or 7% above the 45% response. This margin of error increases as the number of respondents decreases. As the table below shows, when analysis is conducted with 100 respondents, the margin of error rises to +/-10%.

95% Confidence Intervals

Number of Respondents	Margin of Error
2000	+/- 1.7%
1000	+/- 3%
400	+/-5%
250	+/-7%
100	+/-10%

Note: The table shows the 95% confidence interval, sometimes called a margin of error. The table has been calculated on the basis of simple random sampling.

The table below provides examples of actual responses and how the margins of error may affect the results.

	Number of respondents	Margin of error	Variance
Are you aware of East Ayrshire's initiatives to develop and promote its School Meals Service?	240 respondents in Irvine Valley, (45% state yes)	+/-7%	38% to 52%

2.0 Research Outputs

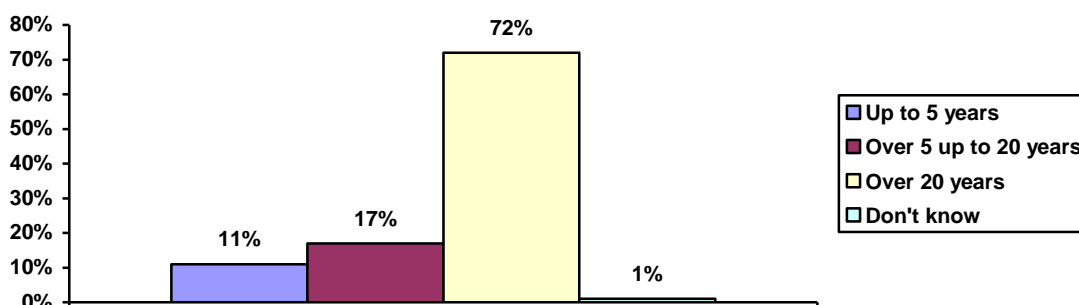
2.1 Community Planning Partners

Seventy-two percent of respondents indicated that they had lived in East Ayrshire for over 20 years. A further 16% had lived in the area for between 5 and 20 years and 11% had lived in the area for up to 5 years. Younger respondents are most likely to have lived in the area the shortest length of time, 14% of respondents aged 18-34 years stated they had lived in East Ayrshire up to 5 years.

How long have you lived in East Ayrshire?

	2005	2008
Up to 5 years	9%	11%
Over 5 up to 20 years	19%	16%
Over 20 years	70%	72%
Don't know	2%	1%

Base: 2000



As the table below highlights, the Community Planning Partner that the largest number of respondents feel either fairly or very informed about is East Ayrshire Council, 67% of respondents stated this, up from 56% in 2005. This peaks at 70% for respondents aged 35-44 years and drops to a low of 60% for respondents aged 16-24 years.

Following this are NHS Ayrshire and Arran and Strathclyde Police, with 65% and 57% of respondents respectively feeling either fairly or very informed about these organisations. Strathclyde Fire and Rescue and Strathclyde Partnership for Transport follow closely behind with figures of 54% and 48% respectively. In contrast to these, respondents were less inclined to state that they felt informed about Scottish Enterprise (33%) and Communities Scotland (21%).

How well informed do you feel about the following Community Planning Partners- Very/Fairly Informed?

	2005	2008
East Ayrshire Council	56%	67%
NHS Ayrshire and Arran	42%	65%
Strathclyde Police	33%	57%
Strathclyde Fire and Rescue	31%	54%
Strathclyde Partnership for Transport	40%	48%
Scottish Enterprise	19%	33%
Communities Scotland	12%	21%

Base: 2000

How well informed do you feel about the following Community Planning Partners?

	Very informed	Fairly informed	Neither/ Nor	Fairly uninformed	Very uninformed
East Ayrshire Council	18%	50%	12%	12%	8%
Scottish Enterprise	5%	28%	18%	18%	31%
NHS Ayrshire and Arran	17%	47%	15%	9%	12%
Communities Scotland	2%	19%	17%	21%	41%
Strathclyde Police	13%	43%	18%	12%	14%
Strathclyde Fire and Rescue	11%	43%	19%	12%	15%
Strathclyde Partnership for Transport	11%	37%	18%	14%	20%

Base: 2000

When asked “How did you last contact any of the Community Planning Partners?”, 42% of respondents stated by telephone, followed by 14% in person and 4% by letter. Over a third (37%) of all respondents stated that they have never contacted any partner/cannot remember how they made contact. Respondents least likely to have contacted any of the Community Planning Partners are those aged 16-24 years, 44% stating they have not contacted a partner. In contrast, only 32% of people aged 45-55 years said they had not contacted a partner.

How did you last contact the Community Planning Partners?

	2005	2008
In person at an office	19%	14%
By letter	4%	4%
Through email	0%	1%
Via the website	1%	2%
By telephone	44%	42%
Never contacted any partner/Can't remember	32%	37%

Base: 2000

The preferred means of contacting the Community Planning Partners is by telephone, 61% of respondents stated this, followed by 23% who would like to contact the partners in person at an office and 9% via the website.

What is your preferred method of contact with Community Planning Partners?

	2005	2008
By telephone	63%	61%
In person at an office	22%	23%
Via the website	5%	9%
By letter	3%	6%
Through email	1%	1%
Other	6%	0%

Base: 1175

The three main reasons respondents gave for contacting a Community Planning Partner were as follows:

- To request a service 46%
- To request action 22%
- To make an enquiry 14%

What was your main reason for contacting the Community Planning Partners?

	2005	2008
To request a service	36%	46%
To request action	21%	22%
To make an enquiry	19%	14%
To make a payment	6%	4%
To make a complaint about a service	5%	3%
To get information or advice about a service	4%	5%
To make a complaint about something else (e.g. a noisy neighbour)	4%	2%
To get general information or advice	2%	2%
To make an application (e.g. for housing benefit)	1%	1%
On a business-related matter	1%	0%
In response to a communication	1%	1%

Base: 1243

The specific reasons for contacting the Community Planning Partners were many and varied. Some examples have been outlined below.

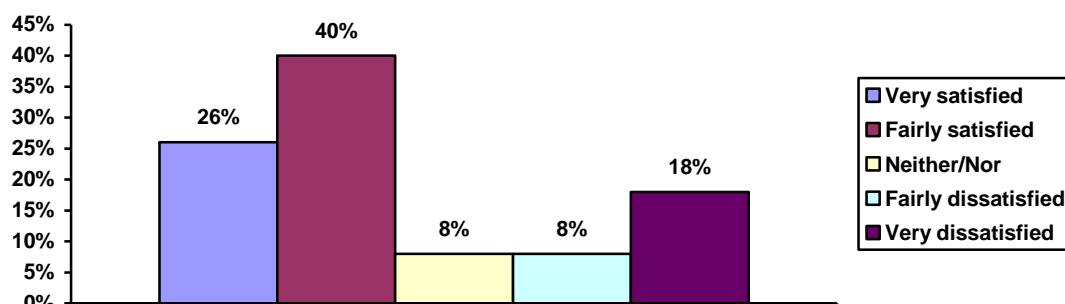
- Ambulance request for neighbour
- Information regarding mother (care/facilities)
- Doctor
- Repeat prescriptions
- Council roof
- Parking in cul-de-sac
- Not lifting the bins
- Consultant appointment
- Anti social behaviour
- For a disabled transport card
- About recycling arrangements
- Roads
- Treasurer about retirement opportunities
- Fire service assistance with a service user
- Lost credit cards
- Scaffolding around the building
- Neighbours
- The roof
- Bathroom
- Boys wrecking greenhouse
- To get transfer
- Repair
- Heating system
- Collect rubbish

In general, most people were either fairly or very satisfied with the treatment they received on their most recent contact with the Community Planning Partners, 66% of respondents stating this. A further 8% stated that they were neither satisfied nor dissatisfied and 26% said they were dissatisfied.

How satisfied or dissatisfied were you with the treatment you received on your most recent contact with Community Planning Partners?

	2005	2008
Very satisfied	26%	26%
Fairly satisfied	49%	40%
Neither/Nor	5%	8%
Fairly dissatisfied	9%	8%
Very dissatisfied	11%	18%

Base: 1243



Eighty-six percent of respondents stated that it was fairly or very easy to contact the Community Planning Partners. This view remained fairly constant across the main age groups of respondents. Only 5% of respondents thought that contacting the Community Planning partners was not easy.

How easy was/is it for you to contact Community Planning Partners?

	2005	2008
Very easy	50%	35%
Fairly easy	42%	51%
Neither/Nor	3%	9%
Not easy	2%	2%
Not at all easy	3%	3%

Base: 1243

Respondents were asked to consider a variety of different services provided by the Community Planning Partners and to state how satisfied or dissatisfied they were with them. Respondents were then asked to rank their top 5 services. The tables summarising the responses are on pages 11 and 12.

In general, satisfaction levels for many of the services were high. The top 10 services with the highest levels of satisfaction were as follows:

% of respondents being either Fairly Satisfied or Very Satisfied

	2005	2008
• Local doctor (GP) (Base: 1638)	90%	90%
• Hospitals (Base: 1291)	80%	89%
• Libraries (Base: 755)	74%	81%
• Ambulance service (Base: 553)	73%	80%
• Street lighting (Base: 1229)	80%	79%
• Recycling (glass, paper, etc.) (Base: 1442)	79%	75%
• Local primary school (Base: 665)	67%	75%
• Local council offices (Base: 643)	71%	75%
• Fire service (Base: 442)	72%	72%
• Refuse collection (Base: 1647)	77%	69%

In contrast the services which respondents are most likely to feel dissatisfied with are as follows:

% of respondents being either Fairly Dissatisfied or Very Dissatisfied

	2005	2008
1. Youth clubs/groups/services	46%	55%
2. Dog fouling/warden	49%	47%
3. Repairs to roads and footpaths	34%	45%
4. Parks, playparks, open spaces	46%	29%
5. Swimming pool/Leisure facilities	35%	28%

The top 5 services that respondents thought were the most important were as follows:

	2005	2008
• Hospitals	45%	63%
• Local doctor (GP)	36%	44%
• Policing	44%	42%
• Fire service	30%	38%
• Ambulance service	33%	29%

How satisfied or dissatisfied are you with the following? – Very or Fairly Satisfied

	2005	2008
Local doctor (GP) (Base: 1638)	90%	90%
Hospitals (Base: 1291)	80%	89%
Libraries (Base: 755)	74%	81%
Ambulance service (Base: 553)	73%	80%
Street lighting (Base: 1229)	80%	79%
Recycling (glass, paper, etc.) (Base: 1442)	79%	75%
Local primary school (Base: 665)	67%	75%
Local council offices (Base: 643)	71%	75%
Fire service (Base: 442)	72%	72%
Refuse collection (Base: 1647)	77%	69%
Public transport (Base: 925)	74%	69%
Local secondary school (Base: 550)	56%	64%
Housing (benefits) (Base: 440)	41%	64%
Street cleaning/removal of litter/fly tipping (Base: 983)	67%	63%
Sewerage (Base: 313)	72%	61%
Housing (council or housing associations) (Base: 682)	51%	61%
Museums & Arts (Base: 400)	33%	57%
Care for people with disabilities (Base: 399)	---	57%
Winter road treatment (e.g. snow clearing, gritting) (Base: 558)	44%	56%
Policing (Base: 932)	59%	55%
Housing (repairs - council or housing associations) (Base: 643)	48%	55%
Parks, Playparks, Open Spaces (Base: 922)	34%	55%
Services for older people (Base: 406)	56%	54%
Social Work (Base: 284)	---	53%
Adult education (Base: 355)	42%	49%
Road safety (Base: 924)	59%	49%
Personal Carers (Base: 336)	---	48%
Cemeteries (Base: 309)	42%	44%
Recreation and sports facilities (Base: 637)	39%	44%
Swimming Pools/Leisure Facilities (Base: 766)	37%	43%
Protection of the environment (Base: 301)	40%	42%
Environmental Health (Base: 320)	43%	37%
After school child care (Base: 264)	29%	36%
Education & training for people with disabilities (Base: 257)	34%	34%
Repairs to roads, footpaths and cycle paths (Base: 1159)	44%	32%
Addiction Support (Base: 210)	---	21%
Trading Standards (Base: 166)	21%	20%
Training and employment initiatives (Base: 192)	25%	19%
Children's Hearings (Base: 184)	---	18%
Child Protection (Base: 175)	---	15%
Youth clubs, groups, services (Base: 558)	19%	14%
Support to local businesses (Base: 212)	22%	13%
Dog Fouling/Warden (Base: 358)	15%	13%

How satisfied or dissatisfied are you with the following?

	Very satisfied	Fairly satisfied	Neither/ Nor	Fairly dissatisfied	Very dissatisfied
Addiction Support (Base: 210)	5%	16%	71%	0%	8%
Adult education (Base: 355)	21%	28%	46%	2%	3%
After school child care (Base: 264)	14%	22%	57%	2%	5%
Ambulance service (Base: 553)	46%	34%	17%	2%	1%
Care for people with disabilities (Base: 399)	26%	31%	34%	4%	5%
Cemeteries (Base: 309)	20%	24%	44%	3%	9%
Child Protection (Base:175)	10%	5%	79%	1%	5%
Children's Hearings (Base: 184)	9%	9%	76%	2%	4%
Dog Fouling/Warden (Base: 358)	5%	8%	40%	12%	35%
Education & training for people with disabilities (Base: 257)	11%	23%	59%	2%	5%
Environmental Health (Base: 320)	16%	21%	49%	4%	10%
Fire service (Base: 442)	30%	42%	28%	0%	0%
Hospitals (Base: 1291)	35%	54%	8%	1%	2%
Housing (benefits) (Base: 440)	20%	44%	25%	4%	7%
Housing (council or housing associations) (Base: 682)	15%	46%	22%	7%	10%
Housing (repairs - council or housing associations) (Base: 643)	14%	41%	22%	10%	13%
Libraries (Base: 755)	31%	50%	15%	2%	2%
Local council offices (Base: 643)	26%	49%	16%	5%	4%
Local doctor (GP) (Base: 1638)	43%	47%	6%	2%	2%
Local primary school (Base: 665)	30%	45%	20%	2%	3%
Local secondary school (Base: 550)	14%	50%	29%	4%	3%
Museums & Arts (Base: 400)	21%	36%	32%	4%	7%
Parks, Playparks, Open Spaces (Base: 922)	13%	42%	16%	10%	19%
Personal Carers (Base: 336)	22%	26%	38%	5%	9%
Policing (Base: 932)	11%	44%	27%	8%	10%
Protection of the environment (Base: 301)	9%	33%	42%	9%	7%
Public transport (Base: 925)	19%	50%	20%	5%	6%
Recreation and sports facilities (Base: 637)	11%	33%	29%	14%	13%
Recycling (glass, paper, etc.) (Base: 1442)	18%	57%	15%	5%	5%
Refuse collection (Base: 1647)	18%	51%	13%	9%	9%
Repairs to roads, footpaths and cycle paths (Base: 1159)	4%	28%	23%	22%	23%
Road safety (Base: 924)	5%	44%	28%	11%	12%
Services for older people (Base: 406)	14%	40%	34%	7%	5%
Sewerage (Base: 313)	8%	53%	36%	1%	2%
Social Work (Base: 284)	15%	38%	39%	4%	4%
Street cleaning/removal of litter/fly tipping (Base: 983)	8%	55%	22%	8%	7%
Street lighting (Base: 1229)	11%	68%	11%	6%	4%
Support to local businesses (Base: 212)	1%	12%	77%	6%	4%
Swimming Pools/Leisure Facilities (Base: 766)	11%	32%	29%	16%	12%
Trading Standards (Base: 166)	7%	13%	78%	0%	2%
Training and employment initiatives (Base: 192)	2%	17%	72%	6%	3%
Winter road treatment (e.g. snow clearing, gritting) (Base: 558)	7%	49%	26%	11%	7%
Youth clubs, groups, services (Base: 558)	3%	11%	31%	32%	23%

Which services do you think are most important?

	2005	2008
Hospitals	45%	63%
Local doctor (GP)	36%	44%
Policing	44%	42%
Fire service	30%	38%
Ambulance service	33%	29%
Refuse collection	16%	24%
Repairs to roads, footpaths and cycle paths	14%	20%
Road safety	12%	20%
Local primary school	12%	18%
Housing (council or housing associations)	8%	17%
Public transport	10%	13%
Care for people with disabilities	---	11%
Local secondary school	9%	11%
Housing (repairs - council or housing associations)	10%	9%
Recycling (glass, paper, etc.)	8%	8%
Environmental Health	12%	7%
Parks, Playparks, Open Spaces	14%	7%
Services for older people	---	7%
Street cleaning/removal of litter/fly tipping	7%	7%
Dog Fouling/Warden	11%	6%
Recreation and sports facilities	8%	6%
Museums & Arts	2%	5%
Street lighting	5%	5%
Swimming Pools/Leisure Facilities	7%	5%
Youth clubs, groups, services	11%	5%
Education & care for people with disabilities	6%	4%
Libraries	4%	4%
Winter road treatment (e.g. snow clearing, gritting)	12%	4%
After school child care	4%	3%
Personal Carers	---	3%
Protection of the environment	12%	3%
Adult education	4%	2%
Cemeteries	3%	2%
Child Protection	---	2%
Housing (benefits)	3%	2%
Sewerage	3%	2%
Addiction Support	---	1%
Support to local businesses	4%	1%
Trading Standards	1%	1%
Training and employment initiatives	4%	1%
Care for the elderly	21%	---
Home helps	9%	---
Local council offices	5%	---

Base: 2000

2.2 Community Involvement

Eleven percent of respondents stated that they have undertaken work or activities on a voluntary basis at any time in the past 12 months. The remaining 89% said they have not. Respondents aged 60-64 years are most likely to have undertaken any voluntary work, 13% doing so, compared to only 8% of respondents aged 55-59 years. Women were also more likely to have been involved in voluntary activities (11%) than men (10%).

The main activities that people stated they were involved in were as follows;

- Activities or organisations working with young people 13%
- Working in the area of health 13%
- Church/religious activities 11%
- Residents/tenants groups or organisations 11%
- Working with vulnerable people 10%

What best describes your group/activity?

	2005	2008
Activities or organisations working with young people	11%	13%
Working in the area of health	4%	13%
Church/religious activities	26%	11%
Residents/tenants groups or organisations	7%	11%
Working with vulnerable people	15%	10%
Working with people with disabilities	17%	8%
Working with older people	14%	8%
Playgroups or children's activities	10%	6%
Community Council	2%	6%
Working in support of the environment	9%	2%
Professional societies or organisations	7%	2%
School board	0%	1%
Parent/teacher association	3%	0%
Local economic/employment initiatives	2%	0%
Providing advice	2%	0%
Community Safety	2%	0%
Trade Union	1%	0%
Political party	1%	0%
Providing adult education	1%	0%

Base: 212

The main reasons people were not involved in their local community were poor health, lack of time and other commitments. Things that would encourage people to become more involved included more information about what was going on in their community and how they could become more involved, and if they could see benefits or actions resulting from their involvement.

As the table below outlines, enthusiasm to become involved in consultation or the decision making process is fairly limited. The two main means through which people would like to become involved are:

- Providing your views in surveys like this one 38%
- Receiving regular information about the decisions and activities 27%

It is interesting to note that only 6% of respondents would like to become directly involved in decision making, for example, through being a member of a board or local area forum.

How interested are you in becoming more involved in the following?

	Very interested	Fairly interested	Neither /Nor	Not interested	Not at all interested
Becoming a residents' panel member	5%	3%	9%	31%	52%
Receiving regular information about the decisions and activities	9%	18%	16%	27%	30%
Providing your views in surveys like this one	14%	24%	18%	19%	25%
Taking part in consultation exercises on specific issues e.g. through attending public meetings	3%	5%	10%	32%	50%
Directly involved in decision-making e.g. through being a member of a board or local area forum	3%	3%	9%	32%	53%

Base: 2000

The three most popular issues that respondents would like to be consulted about are Opportunities (22%), Community Safety (17%) and Environment (13%).

Which issues would you liked to be consulted about?

	2005	2008
Opportunities (e.g. training, employment, business, transport, housing)	23%	22%
Community Safety (e.g. road safety, anti-social behaviour)	31%	17%
Environment (e.g. green spaces, buildings)	28%	13%
Health (e.g. health services, healthy lifestyles, health at work)	30%	12%
Community Learning (e.g. access to learning opportunities, new skills, training,	23%	11%
Eliminating Poverty (e.g. credit unions, carer support, money advice, employment opportunities)	23%	9%
All of the above	14%	4%

Base: 2000

Fifty-four percent of all respondents indicated that they would be interested in receiving a brief summary of the findings of this survey.

2.3 Promoting Community Learning

2.3.1 Qualifications

Just under a quarter of all respondents (24%) indicated that they have an Ordinary Grade, Standard Grade, GCSE, CSE, Senior Certificate or equivalent, this is followed by 9% who have a Higher Grade/Higher Still/CSYS/A level, Advanced Senior Certificate or equivalent. Forty-six percent of respondents indicated that they have none of the indicated qualifications in the table below.

Which educational/vocational qualification do you have?

	2005	2008
Ordinary Grade, Standard Grade, GCSE, CSE, Senior Certificate or equivalent	29%	24%
Higher Grade/Higher Still/CSYS/A level, Advanced Senior Certificate or equivalent	10%	9%
School Leaving Certificate, new National Qualification Access Unit	8%	7%
GSVQ Foundation or Intermediate, SVQ Level 1 or 2, SCOTVEC Module or equivalent	5%	7%
City and Guilds	9%	6%
HNC, HND, SVQ Levels 4 or 5 or equivalent	9%	6%
GSVQ Advanced, SVQ Level 3, ONC, OND, SCOTVEC National Diploma or equivalent	8%	5%
First Degree, Higher Degree	4%	5%
Professional qualifications, e.g. teaching, accountancy	7%	4%
None of these	41%	46%

Base: 2000

2.3.2 Training

The majority of respondents (71%) have not taken part in any training or learning experience in the past 2 years. A further 20% have, leading to a qualification, and 9% did so but it did not lead to a qualification. It is younger respondents who are most likely to have undertaken some form of training or learning, 38% of respondents aged 16-24 stating this compared to 1% of respondents aged 65+ years.

For those that have undertaken any training or learning, 40% stated that it took place at work, with a further 37% stating that it took place at a college/university. Younger respondents are most likely to state this, 52% undertaking training or learning at a college or university. In contrast, respondents aged 25-34 years are most likely to have undertaken training or learning at work, 49% stating this.

Where did your training or learning take place?

	2005	2008
Work	36%	40%
College / university	47%	37%
School	6%	5%
Community Centre	4%	5%
Community Learning Centre	3%	2%
Local library	2%	1%
Other	2%	10%

Base: 588

Respondents were asked, if they were in training, how long had they been in training? Twenty-five percent of those respondents in training indicated that it had been less than 6 months, a further 17% had been in training for between 6 and 12 months, 14% had been training for between 12 and 24 months and 44% had been in training for more than 2 years. Most people stated that the reason for them leaving their last training opportunity was because the training/course ended or they started work.

2.3.3 Access to Employment, Training or Learning

Respondents indicated a variety of different learning opportunities they would like to pursue to which they do not currently have access. These included:

- Caring jobs
- Computing
- Car maintenance
- Writing
- Nursing
- Massage
- Office skills
- Catering

Respondents indicated that the main issues that prevent them from seeking employment, training or learning are ill health (15%), caring responsibilities (7%) and lack of suitable jobs (3%).

What issues prevent you from seeking employment, training or learning?

	2005	2008
Ill health	14%	15%
Caring responsibilities	7%	7%
Lack of suitable jobs	4%	3%
Lack of relevant work experience	3%	1%
Qualifications	3%	1%
Lack of information and advice	3%	0%
Lack of affordable childcare	2%	1%
Fear of being worse off financially	2%	1%
Transport costs	1%	0%
Literacy/numeracy issues	1%	0%
None	69%	75%

Base: 2000

Eighty-four percent of respondents stated that they are not taking part in any form of employment related education or training. Nine percent are undertaking on the job training, 4% are undertaking a further education college course, 1% are undertaking a university based course and 1% are studying computing.

2.4 Improving Opportunities

2.4.1 Travel to Work

For those people who have a job, 68% normally travel as a car driver to work, with a further 10% being a passenger in a car. Eight percent travel by bus and 11% walk.

If you have a job, how do you normally travel to work?

	2005	2008
Car driver	65%	68%
Car passenger	9%	10%
Bus	10%	8%
Train	2%	1%
Motorcycle	0%	0%
Bicycle	1%	2%
Walk	13%	11%

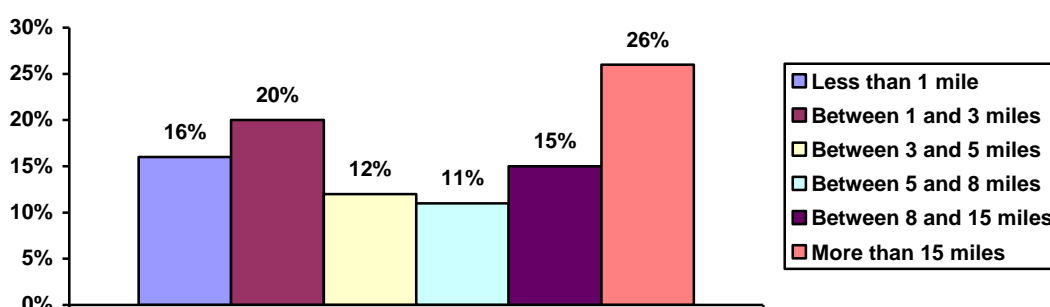
Base: 1133

As the table below highlights, people who work travel a variety of different distances to work. Thirty-six percent of respondents stated that they travel up to 3 miles to work. A further 12% travel between 3 and 5 miles, 11% travel between 5 and 8 miles and 15% travel between 8 and 15 miles. Finally, just over a quarter (26%) of respondents travel more than 15 miles to work.

How far do you travel?

	2005	2008
Less than 1 mile	15%	16%
Between 1 and 3 miles	18%	20%
Between 3 and 5 miles	11%	12%
Between 5 and 8 miles	16%	11%
Between 8 and 15 miles	15%	15%
More than 15 miles	25%	26%

Base: 1133

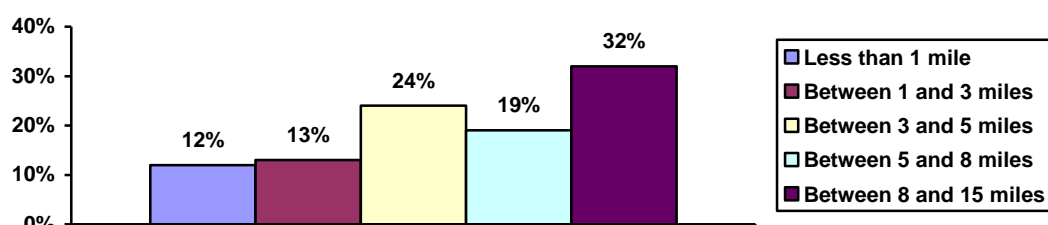


For those people who are unemployed, 25% are willing to travel up to 3 miles from their home for work or education. A further 24% are willing to travel between 3 and 5 miles, and 19% will travel between 5 and 8 miles. Almost a third (32%) will travel between 8 and 15 miles from their home for work or education.

If you are unemployed how far are you willing to travel to work or education from your home?

	2005	2008
Less than 1 mile	18%	12%
Between 1 and 3 miles	23%	13%
Between 3 and 5 miles	25%	24%
Between 5 and 8 miles	13%	19%
Between 8 and 15 miles	21%	32%

Base: 107



Ninety-five percent of respondents stated that they are experiencing no barriers when travelling to and from education or work. Of those people who are experiencing barriers (68 respondents), 37% state availability of public transport, 34% stated general travel issues and 29% state travel costs.

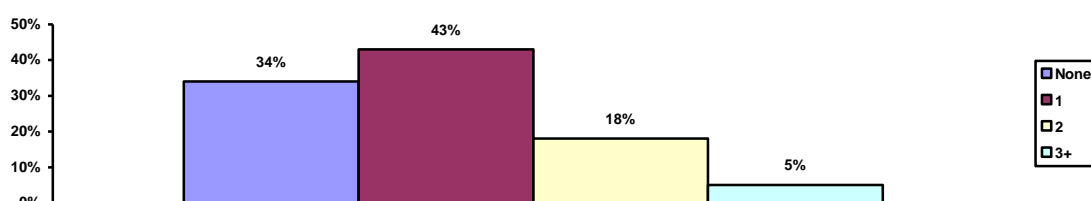
2.4.2 Access to Transport

Just over a third (34%) of all respondents stated that they have no vans or cars available within their household for private use. This rose to 49% of respondents who are aged 65+ years. It is also high among respondents living in the 0-15% data zones, with 46% of respondents stating this.

How many vans or cars do you have in your household for private use?

	2005	2008
None	32%	34%
1	49%	43%
2	16%	18%
3+	3%	5%

Base: 2000



A third (33%) of respondents said that they require public transport to access health services. This peaks at 43% of respondents aged 65+ years.

2.4.3 Childcare

Eighty-one percent of respondents indicated that they do not require childcare to let them go to work, attend training or further education. A further 12% stated they have been able to find suitable local childcare and 7% have not.

If you need childcare to let you work or attend training or further education, have you been able to find suitable local childcare to let you do this?

	2005	2008
Yes	15%	12%
No	11%	7%
Do not need childcare	74%	81%

Base: 524

For those people who have found childcare, 92% state that it does meet their needs. Sixteen respondents who said their current childcare provision does not meet their needs have stated they would be willing to complete a more detailed questionnaire.

2.4.4 Access to Email and the Internet

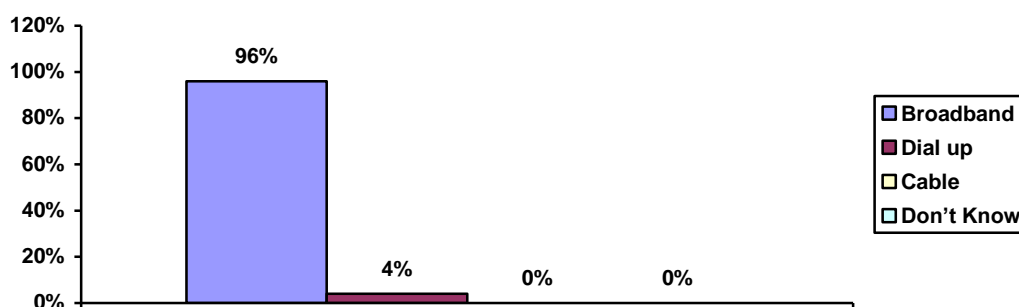
Just over half (57%) of all respondents, this is an increase from 47% in 2005, said that they have the use of a computer at home. This peaked at 69% of respondents aged between 35 and 44 years. It dropped to a low of 28% among respondents aged 65+ years. Fifty percent of respondents have access to email or the internet from home.

For those people who do have access to email or the internet from home, 96% have a broadband connection, with a further 4% using dial up. There has been a significant growth in the number of respondents having a broadband internet connection, rising from 63% in 2005.

What type of internet connection do you have?

	2005	2008
Broadband	63%	96%
Dial up	34%	4%
Cable	1%	0%
Don't know	2%	--

Base: 1000



A further 22% of respondents have access to email or the internet for personal use outside the home. The majority of which, 49%, said that they would normally use email or the internet at work. This is followed by 27% who use the local library and 10% who access email or the internet at college/university.

Where do you normally use e-mail or the internet?

	2005	2008*
Work	54%	49%
Local library	25%	27%
College/University	13%	10%
School	3%	4%
Community Centre	2%	7%
Community Learning Centre	2%	3%
Internet cafe	1%	5%

Base: 448

*Percentages add up to more than 100% as more than one response could be selected.

Seventy percent of all respondents said that they used the internet for information, 60% used it for leisure interests and 38% said they used it for learning. A further 41% used it for purchasing items such as flights and 30% used it for e-business.

2.5 Improving the Environment

2.5.1 Neighbourhood Satisfaction

Almost two thirds of respondents (64%) indicated that they would like more leisure, sports and cultural facilities developed in their town. A further 13% would not like more facilities developed and 22% stated they did not know.

The types of facilities they would like were dominated by more facilities for young people. These included swing parks, youth clubs and other services for young people. In general, respondents would like more community centres, gyms, swimming pools, leisure centres and football pitches.

Respondents were shown a series of faces with smiles and frowns as shown below.



The respondent was asked to indicate which best shows how proud they feel about living in their neighbourhood within East Ayrshire. The majority of respondents (80%) indicated smiley faces 1 to 3. Thirteen percent chose face number 4 and 6% chose faces 5 to 7. Younger people, that is those aged 16-24, are most likely to choose faces 5 to 7, 8% doing so. In addition to this, people living the 0-15% data zones are also more likely to choose faces 5 to 7, 11% doing so compared to 4% of the respondents outwith the data zones. Kilmarnock West and Crosshouse are also highest with 9% of respondents selecting faces 5 to 7 whilst only 3% of respondents in Doon Valley stated this.

Those respondents who selected faces 5 to 7 were asked why they felt this way. Reasons for their opinion included:

- Run down and anti-social people
- Things in general – not keen on area, going downhill
- Sometimes it is good, sometimes it is bad
- Not enough places for young folk to go
- It has gone downhill in the last 4 years
- I hate the place
- Noisy, too much foul language and no privacy
- Bad neighbours and run down area
- Run down area
- Run down, anti-social tenants and young people
- Young people causing problems
- Place is very run down
- Nothing for young people or children
- Trouble with neighbours

Once again, most people, when asked “How would you rate your neighbourhood as a place to bring up children”, stated that it was either quite or very good, 74% of respondents stated this. A further 18% said neither/nor and 8% thought it to be quite or very bad. Respondents in Kilmarnock West and Crosshouse, and Cumnock and New Cumnock are most likely to state that their areas are bad places to bring up children, 11% and 12% of respondents respectively in these areas stating this.

How would you rate your neighbourhood as a place to bring up children?

	2005	2008
Very good	32%	26%
Quite good	47%	48%
Neither/Nor	11%	18%
Quite bad	5%	6%
Very bad	2%	2%
Don't know	3%	---

Base: 2000

The top 5 issues that respondents indicated they particularly liked about their neighbourhood were as follows:

	2005	2008
• Good neighbours	64%	56%
• Friendly people	66%	53%
• Quiet/peaceful	55%	45%
• Good street lighting	42%	27%
• Area well maintained	39%	26%

Respondents in Kilmarnock South are most likely to state that good neighbours is an issue they particularly like about their area, 77% stating this, while only 35% of respondents in Annick stated this.

Public transport is an issue that shows considerable variability on an area basis. Fifty-two percent of respondents said that good public transport was an aspect that they liked in their area, compared to only 10% of people in Doon Valley who said this.

The aspects of their neighbourhood that respondents are least likely to state that they particularly like are:

	2005	2008
• Good local leisure facilities	10%	5%
• Good facilities for children	12%	7%
• Safe/slow traffic	13%	9%
• No/little traffic	16%	11%
• No/little litter/graffiti	15%	11%

What aspects of this immediate neighbourhood, if any, do you particularly like?

	2005	2008
Good neighbours	64%	56%
Friendly people	66%	53%
Quiet/peaceful	55%	45%
Good street lighting	37%	27%
Area well maintained	39%	26%
Good public transport	39%	26%
Safe area/low crime	42%	24%
Good sense of community	35%	24%
Good outlook/view	29%	20%
Good local schools	26%	20%
Convenient shop/other amenities	30%	19%
Good local shops	23%	19%
Nicely landscaped/open spaces	28%	17%
No/little traffic	16%	11%
No/little litter/graffiti	15%	11%
Safe/slow traffic	13%	9%
Good facilities for children	12%	7%
Good local leisure facilities	10%	5%
Nothing	3%	4%

Base: 2000

The main aspects of their immediate neighbourhood that people particularly dislike are as follows:

	2005	2008
• Young people hanging about/Nothing for young people to do	43%	34%
• Nowhere for children to play	26%	23%
• Drug abuse	21%	21%
• Fast/speeding traffic	24%	20%
• Problems with dogs	22%	16%
• Poor local leisure facilities	21%	14%

In general, respondents living in the 0-15% data zones are more likely to indicate that there are issues with their neighbourhood that they particularly dislike. For instance, 42% of respondents from the 0-15% data zones indicated that young people hanging around was an issue, whilst 32% of respondents from outwith the data zones indicated this. Similarly, 29% of respondents in the data zones mentioned alcohol abuse, whilst 14% of respondents living outwith the data zones mentioned this.

What aspects of the immediate neighbourhood, if any, do you particularly dislike?

	2005	2008
Young people hanging about/Nothing for young people to do	43%	34%
Nowhere for children to play	26%	23%
Drug abuse	21%	21%
Fast/speeding traffic	24%	20%
Problems with dogs	22%	16%
Poor local leisure facilities	21%	14%
Alcohol abuse	21%	18%
Nothing	19%	18%
Vandalism	18%	18%
Poor local shops	11%	12%
Parking Problems	11%	14%
Litter/graffiti	11%	10%
Noise	10%	12%
Too much traffic	9%	10%
Area poorly maintained/run down	8%	12%
Problem with neighbours	8%	9%
Unsafe area/crime	8%	8%
Poor outlook/view	4%	5%
Poor street lighting	4%	5%
Poor public transport	3%	3%
Poor local schools	3%	2%

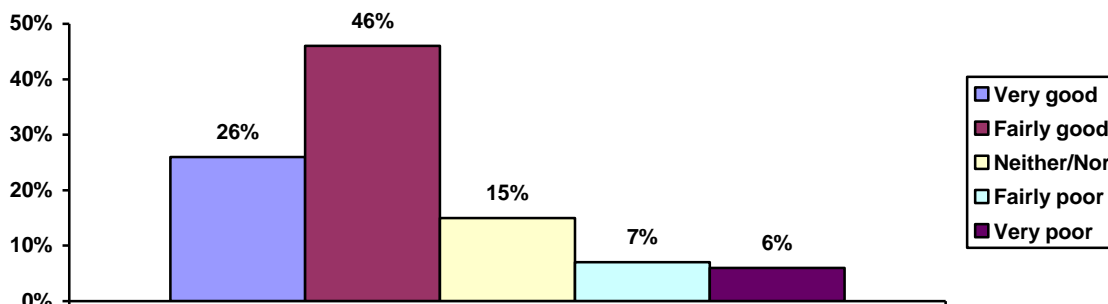
Base: 2000

Seventy-two percent of respondents stated that in terms of quality of life, they consider their town or village to be a good place to live; this is a decline of 11 percentage points from the 2005 results. A further 15% said neither/nor and 13% thought that their town or village was not a good place to live. Respondents stating that it was a poor place to live peaked at 23% for those living in Kilmarnock South.

In terms of quality of life, do you consider your town or village to be a good place to live?

	2005	2008
Very good	32%	26%
Fairly good	51%	46%
Neither/Nor	8%	15%
Fairly poor	5%	7%
Very poor	4%	6%

Base: 2000



2.5.2 Renewable Energy

Just over half of all respondents (59%) indicated that they would support the development of renewable energy schemes. A further 8% said they would not support them and 33% did not know.

2.5.3 Bus and Rail Improvements

Just over a third (39%) of respondents said that they travel by rail to Glasgow. Forty-one percent of respondents said that an improved service every 30 minutes would encourage them to use the service.

2.5.4 Protected Development Areas

Twenty-one percent of respondents stated that there are areas in East Ayrshire that should be strictly protected from any new development, a further 79% said no. The main types of areas that people thought should be protected were public parks, green areas, green belt, open spaces and specifically Dean Castle Country Park.

2.5.5 Recycling

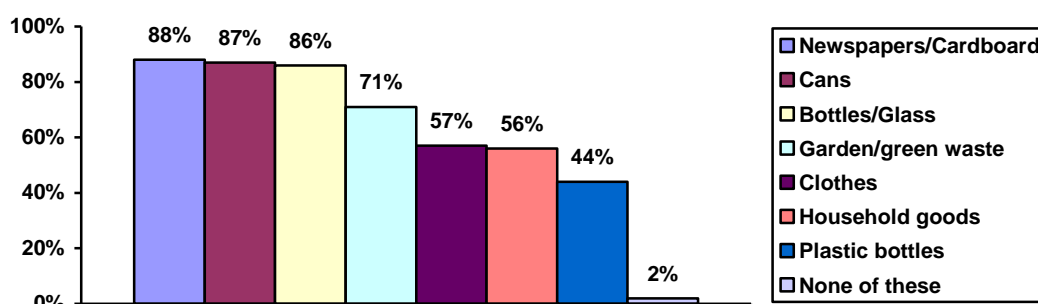
Respondents indicated that they had recycled a significant range of items in the last month. The three most commonly recycled items being newspapers/cardboard (88%), cans (87%) and bottles/glass (86%). This is followed by green/garden waste (71%) and clothes (57%). The high levels of recycling indicate success for the kerb side recycling initiative.

The main reason people do not recycle any of the items is that they do not have the recycling bins.

Which items has your household recycled from home in the last month?

	2005	2008
Newspapers/Cardboard	87%	88%
Cans	82%	87%
Bottles/Glass	87%	86%
Garden/green waste	76%	71%
Clothes	51%	57%
Household goods	42%	56%
Plastic bottles	31%	44%
None of these	5%	2%

Base: 2000



2.5.6 Roads and Transportation

When asked to rate the condition of different types of roads, between half and two thirds of all respondents said that they were fair or better. The smallest number of respondents (41%) said that town centre roads were poor. In contrast, it is the condition of rural side roads that the largest number of respondents (57%) indicated were poor.

If you drive, how would you rate the condition of the following roads?

	Excellent	Good	Satisfactory	Fair	Poor
Town centre roads	1%	10%	24%	24%	41%
Residential/scheme roads	1%	9%	20%	25%	45%
Rural main roads	1%	5%	16%	24%	54%
Rural side roads	1%	4%	15%	23%	57%

Base: 1345

Pavements are generally thought to be in better condition than the roads, with about 80% of respondents stating that they were fair or better. Slightly more people (20%) state that pavements next to roads in residential areas are poor compared to pavements next to roads in town centres which are poor (17%).

How would you rate the condition of the pavements?

	Excellent	Good	Satisfactory	Fair	Poor
Pavements next to roads in town centres	1%	12%	37%	33%	17%
Pavements next to roads in residential areas	1%	12%	35%	32%	20%

Base: 2000

Eighty-four percent of respondents said that if a convenient park and ride facility was provided adjacent to the M77 to enable travel to and from Glasgow by bus, they would not use it, with a further 16% stating that they would use it. Twenty-six percent of respondents living in Kilmarnock East and Hurlford said they would use this service, as did 23% of those living in Kilmarnock West and Crosshouse. In contrast, only 7% of people living in the Irvine Valley stated they would use the service.

As the table below highlights, with regard to bus services and the quality of bus stop facilities about a fifth of respondents said that they feel they have improved a lot, with just over a third of all respondents believing them to have improved a little.

Do you think there has been any improvement to the following?

	A lot	A little	None
The level and quality of bus services?	22%	39%	39%
The quality of bus stop facilities with the provision of raised kerbs, new shelters and timetable cases?	22%	38%	40%
Any improvement personal security at those locations where lighting have been improved?	17%	37%	46%

Base: 1245

Seventy-two percent of all respondents believe that better provision should be introduced for walking and cycling, a further 28% said no.

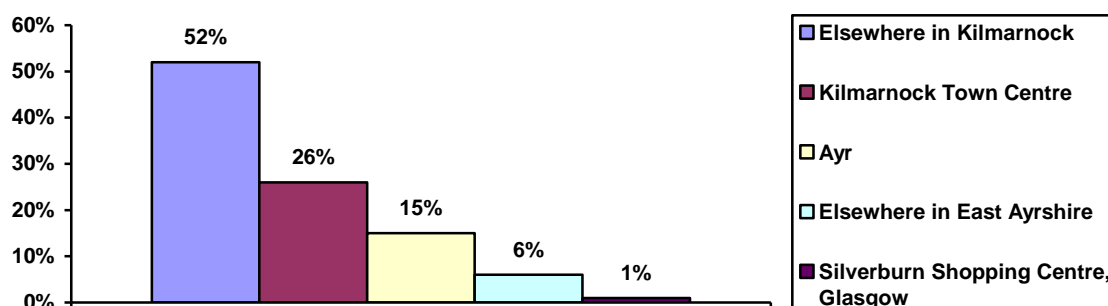
2.5.7 Kilmarnock Town Centre

Just over half (52%) of all respondents said that they do most of their food shopping elsewhere in Kilmarnock, 26% do most of their food shopping in Kilmarnock Town centre and 15% do so in Ayr. The figure for food shopping in Ayr rises to 60% among those respondents living in the Doon Valley.

Where does your household do most of its food shopping?

Elsewhere in Kilmarnock	52%
Kilmarnock Town Centre	26%
Ayr	15%
Elsewhere in East Ayrshire	6%
Silverburn Shopping Centre, Glasgow	1%

Base: 2000



Respondents are also more likely to do most of their shopping for large household items such as furniture, DIY and electricals elsewhere in Kilmarnock, 42% stating this. A further 26% purchase these items in Kilmarnock Town Centre and 23% do so in Ayr.

Where does your household do most of its shopping for large household items e.g. furniture, DIY, electricals?

Elsewhere in Kilmarnock	42%
Kilmarnock Town Centre	26%
Ayr	23%
Elsewhere in Glasgow	4%
Elsewhere in East Ayrshire	3%
Silverburn Shopping Centre, Glasgow	1%
Braehead Shopping Centre	1%

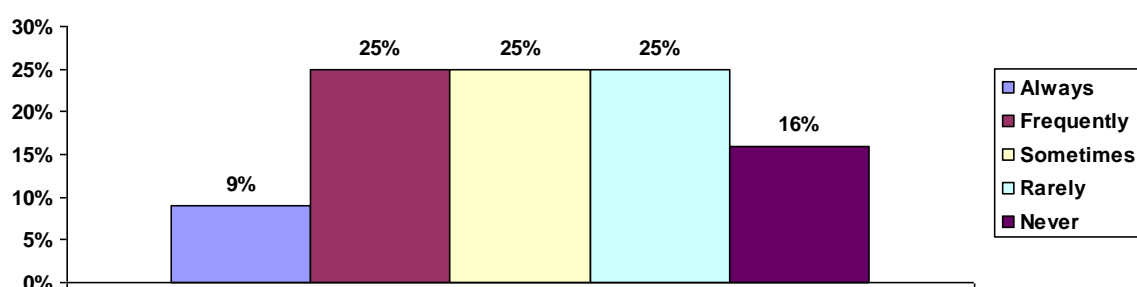
Base: 2000

Only 9% of respondents state that they always shop in Kilmarnock Town Centre. In contrast, 16% said that they never shop in Kilmarnock Town Centre. This rises to 43% of respondents living in Doon Valley, who will probably be more likely to travel to Ayr for shopping.

How often do you shop in Kilmarnock Town Centre?

	2005	2008
Always	5%	9%
Frequently	29%	25%
Sometimes	28%	25%
Rarely	23%	25%
Never	15%	16%

Base: 2000



A variety of reasons were given for not shopping in Kilmarnock Town Centre more often, these included:

- Large superstores close by
- Poor selection of shops
- Too far to walk
- Prefer to shop elsewhere
- It is not an enticing place to shop
- Work elsewhere
- No supermarket in town centre
- The town centre is run down

In contrast to the shopping patterns for food and large household items, the largest number of people (35%) stated that they do most of their shopping for small household items such as clothes and footwear in Kilmarnock Town Centre; this is followed by Ayr (27%) and elsewhere in Kilmarnock (21%).

Where does your household do most of its shopping for small household items e.g. clothes, footwear

Kilmarnock Town Centre	35%
Ayr	27%
Elsewhere in Kilmarnock	21%
Elsewhere in East Ayrshire	8%
Elsewhere in Glasgow	5%
Silverburn Shopping Centre, Glasgow	2%
Braehead Shopping Centre	2%

Base: 2000

Only 7% of respondents said that they always shop in retail parks within Kilmarnock (for example, Queens Drive, Glencairn Retail Park). A further 31% said that they frequently shop there and 28% said sometimes. Just over a third (34%) of all respondents said that they either rarely or never shopped in retail parks within Kilmarnock.

How often do you shop in retail parks within Kilmarnock (for example, Queens Drive, Glencairn Retail Park)?

	2008
Always	7%
Frequently	31%
Sometimes	28%
Rarely	16%
Never	18%

Base: 2000

Seven percent of respondents said that they either frequently or always take the opportunity to visit the town centre when shopping in retail parks. Twenty-nine percent say they sometimes do this and the majority 64% say they either rarely or never take the opportunity to visit the town centre when shopping in retail parks.

When shopping in retail parks, do you also take the opportunity to visit the town centre?

	2008
Always	3%
Frequently	4%
Sometimes	29%
Rarely	32%
Never	32%

Base: 2000

Sixty-eight percent of respondents said that they would rate the attractiveness or general appearance of Kilmarnock Town Centre as being fair or poor; this is similar to the percentage of respondents who stated this in the 2005 survey. Only 6% of respondents thought that the town centre was good or excellent.

How would you rate Kilmarnock town centre in terms of attractiveness or general appearance?

	2005	2008
Excellent	1%	0%
Good	7%	6%
Satisfactory	19%	26%
Fair	27%	22%
Poor	41%	46%
Don't know	5%	---

Base: 2000

A similar pattern emerges when respondents are asked to rate the range of shops within Kilmarnock. Seventy-two percent of respondents said that the range of shops was either fair or poor. Only 5% of respondents said that it was good.

How would you rate the range of shops available within Kilmarnock Town Centre?

	2005	2008
Excellent	0%	0%
Good	5%	5%
Satisfactory	17%	23%
Fair	25%	21%
Poor	46%	51%
Don't know	7%	---

Base: 2000

Forty-two percent of respondents said that compared to 2-3 years ago, they shop in Kilmarnock Town Centre about the same amount. Forty-one percent said that they shop there less often and 3% said more often.

Compared to 2-3 years ago, would you say you now shop in Kilmarnock Town Centre?

	2008
More often	3%
Less often	41%
About the same	42%
Not applicable	14%

Base: 2000

The top three improvements that would make respondents visit Kilmarnock Town Centre more are as follows:

- It had a better range of shops 65%
- It had a more pleasant environment 37%
- It had better parking 31%

The reduction in the number of people stating that a more pleasant environment or better parking would encourage them to visit Kilmarnock Town Centre more often may highlight the improvements that have been undertaken within the town centre with regard to these two issues.

What would make you visit Kilmarnock Town Centre more?

	2005	2008
It had a better range of shops	73%	65%
It had a better range of goods	69%	---
It had a more pleasant environment	47%	37%
It had better parking	43%	31%
Access to the town centre was improved	38%	---
It had better leisure/entertainment facilities	37%	14%
It had better public transport	18%	12%
More cafes/restaurants/public houses	---	8%

Base: 2000

2.6 Improving Community Safety

2.6.1 Police Service

Sixty-three percent of respondents stated that they believed the Police were doing a fair or better job in their local community; this is down from 74% in 2005. Twenty-two percent of respondents thought that the Police were doing a poor or very poor job in their local community.

It is in Kilmarnock North, East and South that the perception that the Police are doing a poor job peaks, with 29%, 27% and 30% respectively stating that the Police are poor or very poor.

In your opinion, how good a job do you think the police are doing in your local community?

	2005	2008
Excellent	4%	3%
Good	26%	22%
Fair	44%	38%
Poor	11%	14%
Very poor	7%	8%
Don't know	8%	15%

Base: 2000

2.6.2 Crime and Fear of Crime

Respondents were asked to consider a variety of different crimes and to indicate how worried they are about them. The top 5 crimes that people are slightly or very worried about are as follows:

- Having your home broken into? 39%
- Being robbed? 34%
- Being the victim of property crime (not car related)? 34%
- Personal safety of your children? 28%
- Having your car damaged by vandals? 27%

Readers should bear in mind that the question asks: "Most of us worry at some time or other about being the victim of crime. Can you tell me how worried you are about the following in your area?". It does not ask how likely the respondent feels that they may be a victim of crime.

How worried are you about the following? – Very or Slightly Worried

	2005	2008
Having your home broken into	49%	39%
Being robbed	45%	34%
Being the victim of property crime (not car related)	47%	34%
Personal safety of your children	37%	28%
Personal safety of vulnerable groups other than children	38%	28%
Having your car damaged by vandals	42%	27%
Being physically attacked by strangers	35%	27%
Being insulted or pestered by anybody while in the street or any other public place	30%	27%
Having your car stolen	40%	26%
Having things stolen from your car	39%	26%
Being subject to a physical attack	31%	25%
Anti-social behaviour/nuisance neighbours	27%	24%
Being sexually assaulted or raped	26%	18%
Race/Gender/Age/Religion/Sexuality/Disability related crime	19%	14%

Base: 2000

How worried are you about the following?

	Very worried	Slightly worried	Not at all worried	Don't know
Having your home broken into	12%	27%	60%	1%
Being robbed	10%	24%	64%	2%
Being the victim of property crime (not car related)	10%	24%	63%	3%
Having your car stolen	7%	19%	56%	18%
Having things stolen from your car	7%	19%	56%	18%
Having your car damaged by vandals	8%	19%	57%	16%
Being sexually assaulted or raped	6%	12%	78%	4%
Being physically attacked by strangers	8%	19%	70%	3%
Being insulted or pestered by anybody while in the street or any other public place	7%	20%	70%	3%
Being subject to a physical attack	6%	19%	72%	3%
Race/Gender/Age/Religion/Sexuality/Disability related crime	4%	10%	82%	4%
Personal safety of your children	10%	18%	62%	10%
Personal safety of vulnerable groups other than children	9%	19%	68%	4%
Anti-social behaviour/nuisance neighbours	9%	15%	71%	5%

Base: 2000

Thirty-seven percent of respondents stated that they last saw a police officer in their neighbourhood at least once a week or more often. This dropped to 17% for respondents in Kilmarnock South, 31% for respondents in Cumnock and New Cumnock and 32% in Irvine Valley.

When did you see a police officer on foot/in a patrol car/at a community meeting or surgery in this neighbourhood?

	2005	2008
Most days	14%	13%
At least once a week	36%	24%
At least once a month	18%	20%
At least once every 2-3 months	8%	16%
Less frequently than once every 2-3 months	10%	17%
Have not seen one in the last 12 months	11%	10%
Don't know	3%	---

Base: 2000

Despite the fact that respondents indicated they were worried about experiencing particular crimes, a significantly lower number of people actually feel threatened by crime in their neighbourhood these days. Overall, 18% of respondents said that they feel threatened by crime either a fair amount or a great deal. The three areas where people are most likely to feel threatened by crime are Kilmarnock West and Crosshouse (25%), Kilmarnock North (24%) and Kilmarnock South (22%).

To what extent do you feel threatened by crime in this neighbourhood these days?

	2005	2008
A great deal	4%	4%
A fair amount	14%	14%
Not very much	44%	38%
Not at all	36%	43%
Don't know	2%	1%

Base: 2000

The numbers of people who have actually been a victim of crime is again even lower. Four percent of respondents stated that they personally have been a victim of any kind of physical assault, attack or mugging in this neighbourhood in the past year. Seventy percent of those who had experienced this type of crime reported it to the police or local council. Twenty three percent of people (16 individuals) who experienced this type of crime did not report it.

The reasons for not reporting it were as follows:

- Was a private matter 3 people
- Dealt with matter myself 2 people
- Dislike or fear the police 2 people
- Fear of revenge attacks or intimidation by offenders 2 people
- The police would not have take it seriously or they would not have been interested 2 people
- The attempted offence was unsuccessful 2 people
- The offence was too trivial and not worth reporting 2 people

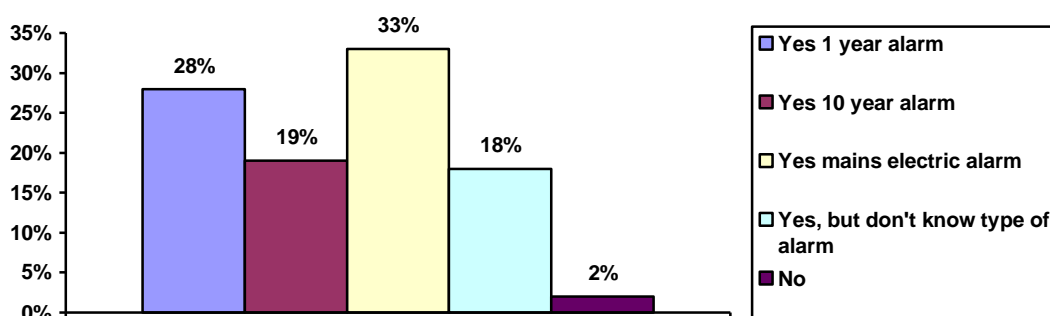
2.6.3 Fire Safety

Strathclyde Fire and Rescue compiled the following questions to reflect the national priorities of reducing fire casualties, death and accidental fires in dwelling houses. Ninety-eight percent of respondents indicated that they have a smoke alarm in their property. The types of alarm varies, with 28% of respondents having a 1 year alarm, 19% having a 10 year alarm and 33% having a mains electric alarm.

Do you have a smoke alarm within your property?

	2005	2008
Yes 1 year alarm	26%	28%
Yes 10 year alarm	17%	19%
Yes mains electric alarm	33%	33%
Yes, but don't know type of alarm	20%	18%
No	4%	2%

Base: 2000



When asked "How often do you test your smoke alarm?", 1% of respondents stated daily, 7% weekly and 61% monthly. Thirty-one percent of respondents said that they never test their smoke alarm. For those people who stated that their smoke alarm is battery operated, 88% stated that there was a battery fitted at this moment in time, a further 2% said there was no battery fitted and 10% did not know.

Most people stated that they change the battery on their smoke alarm when the smoke alarm bleeps to indicate a low battery, 69% of respondents said this. A further 10% check the battery annually, 10% do so six monthly and 5% monthly.

How often do you change the battery?

	2005	2008
Monthly	2%	5%
Six Monthly	8%	10%
Annually	10%	10%
When the smoke alarm bleeps to indicate a low battery	79%	69%
Never change battery	1%	6%

Base: 1242

Sixty-seven percent of respondents stated that they know what a fire plan is, 33% said they do not know what a fire plan is. Of those who know what a fire plan is, 87% have made one and the members of their household are aware of what they should do in the event of a fire. Readers should bear in mind that a respondent's fire plan will probably in reality be no more than an indication to members of the family to evacuate the house should there be a fire.

Only 7% of respondents would consider installing domestic sprinklers in their home to provide their family with a better level of fire protection. The majority of respondents (80%) would not and 13% said they were unsure due to lack of information.

The main reasons people would not consider installing domestic sprinklers in their home are as follows:

- Not interested 78%
- Inconvenience 15%
- Installation cost 14%
- Other 5%

Thirty-six percent of respondents said that they have a chip pan in their home that they use regularly. Respondents living in data zones are most likely to have a chip pan, 39% having one. This is compared to 33% of people outwith the data zones who state they have a chip pan. Eighty percent of respondents stated that they know the general rules for safe frying.

Most people (95%) feel that their house is either fairly or very safe from the risk of fire. Only 14 respondents thought that they were either fairly or very unsafe. The reasons given were elderly residents (1 respondent), lack of mobility (1 respondent), alcohol (2 respondents) and smoking (2 respondents).

How safe do you personally consider your home to be from the risk of fire?

	2005	2008
Very safe	47%	42%
Fairly safe	51%	53%
Neither/Nor	1%	4%
Fairly unsafe	1%	1%
Very unsafe	0%	0%

Base: 2000

Two percent of respondents stated that they have used the Strathclyde Fire and Rescue Service FREEFONE number, 0800 0731 999, which is used to gain fire safety advice.

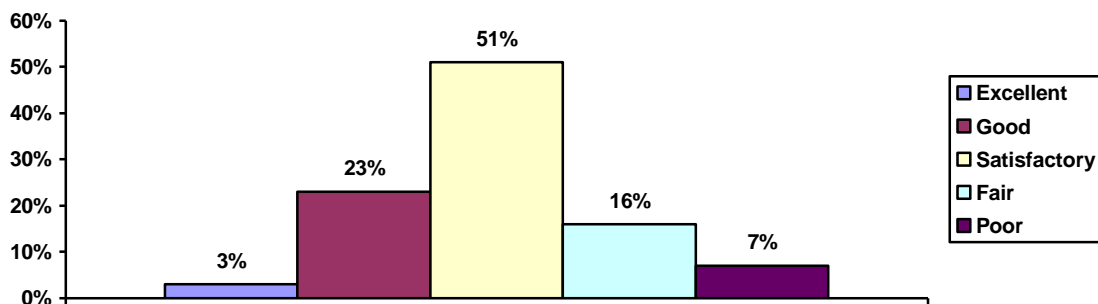
2.6.4 Street Lighting

Most respondents (77%) thought that the time taken to carry out street lighting repairs was satisfactory or better. A further 23% said that it was fair or poor.

How would you rate the time taken to carry out street lighting repairs?

	2005	2008
Excellent	7%	3%
Good	26%	23%
Satisfactory	41%	51%
Fair	13%	16%
Poor	7%	7%
Don't know	6%	--

Base: 2000



2.6.5 Traffic Calming

Just under half (48%) of all respondents said that they thought there should be further investment in traffic calming measures on both main routes and in residential areas. In addition, 71% of respondents said that they would like to see an expansion of Twenty's Plenty advisory speed limits and mandatory 20 mph speed limits around schools.

2.7 Improving Health

2.7.1 General Health

When asked “How would you say your health has been on the whole, over the last 12 months?”, 50% of respondents said that it was good, with a further 29% stating that it was fairly good. Twenty-one percent of respondents said that, in their opinion, their health over the past 12 months was not good. Larger numbers of respondents tend to state their health has not been good as the respondent gets older. For instance, only 11% of respondents aged 25-34 years said their health was not good, whilst 33% of respondents aged 65+ years stated this.

How would you say your health has been on the whole, over the last 12 months?

	2005	2008
Good	56%	50%
Fairly good	28%	29%
Not good	16%	21%

Base: 2000

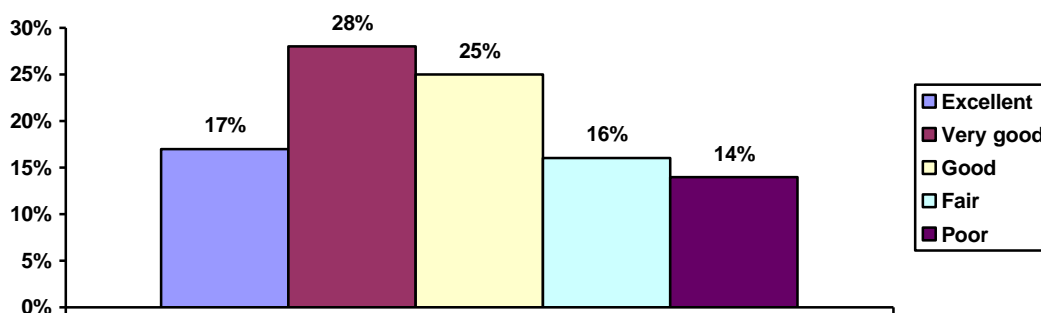
Thirty-four percent of all respondents indicated that they have a long term illness or disability which limits their daily activities or work they can do. Once again, age is a significant determining factor in this. Younger respondents aged 25-34 years are less likely to have a limiting illness, 25% stating this. In contrast, 54% of respondents aged 65+ years state they have a long term limiting illness.

Overall, 70% of respondents said that in general their health is good or better, a further 16% said that it was fair and 14% indicated that it was poor. Older respondents are again more likely to state that their health is poor, 22% of respondents aged 65+ years stating this compared to only 11% of people aged 16-24 years.

In general how would you say your health is?

	2005	2008
Excellent	19%	17%
Very good	30%	28%
Good	26%	25%
Fair	15%	16%
Poor	10%	14%

Base: 2000



Almost three quarters of all respondents (72%) stated that their health did not limit them at all from doing moderate activities such as moving a table, pushing a vacuum cleaner, bowling or playing golf. Fourteen percent of respondents said that their health limited them a little and a further 14% said that their health limited them a lot. Once again, it is the age of the respondent that influences this. Nineteen percent of respondents aged 16-24 years state that their health limits them either a little or a lot, compared to 54% of respondents aged 65+ years.

Does your health now limit you from moderate activities, such as moving a table, pushing a vacuum cleaner, bowling or playing golf?

	2005	2008
Yes, limited a lot	11%	14%
Yes, limited a little	17%	14%
No, not limited at all	72%	72%

Base: 2000

Similar number of respondents stated that their health limits them from climbing several flights of stairs. Sixty-nine percent of people said that they were not limited at all from climbing several flights of stairs, 16% were limited a little and 15% were limited a lot.

Does your health now limit you from climbing several flights of stairs?

	2005	2008
Yes, limited a lot	11%	15%
Yes, limited a little	17%	16%
No, not limited at all	72%	69%

Base: 2000

Twenty-seven percent of respondents indicated that they have accomplished less than they would like with their work or other regular daily activities as a result of their physical health. Nineteen percent of people ages 16-24 years stated this, rising to 47% of those aged 65+ years.

The same number of respondents (27%) said that they were limited in the kind of work or other activities they do as a result of their physical health. Once again, this rose from 21% of respondents aged 16-24 years and peaked at 47% of respondents aged 65+ years.

With regard to issues relating to emotional problems, 20% of respondents said that they have accomplished less than they would have liked to as a result of emotional problems. Twenty-one percent of respondents aged 16-24 years stated this, rising to 31% of respondents aged 65+ years.

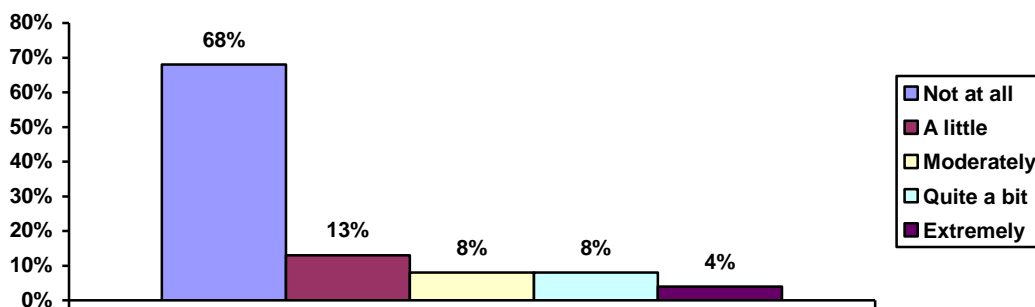
A similar number of respondents (18%) indicated that they did not do work or other activities as carefully as usual as a result of emotional problems.

Just over two thirds of all respondents (68%) stated that pain did not interfere at all with their normal work (including both work outside the home and housework). Twenty-six percent of younger respondents, aged between 16 and 24 years said that pain interfered with their normal work in some way, this rose to 50% of respondents aged 65+ years.

How much did pain interfere with your normal work?

	2005	2008
Not at all	65%	68%
A little	14%	13%
Moderately	8%	8%
Quite a bit	7%	8%
Extremely	6%	3%

Base: 2000



Just over half of respondents (59%) said that they have felt calm and peaceful either most of the time or all of the time over the past 4 weeks. Thirty-two percent of respondents stated they have felt calm and peaceful a good bit or some of the time, and 9% have felt calm and peaceful either a little or none of the time.

Just under half of all respondents (45%) said that they had a lot of energy either most of the time or all of the time, 23% said they had a lot of energy either a little or none of the time.

Only 6% of respondents said that they felt downhearted and blue either most or all of the time. In general, 77% of respondents said they felt downhearted and blue either a little of the time or none of the time.

How much of the time in the past 4 weeks...

	All of the time	Most of the time	A good bit of the time	Some of the time	A little of the time	None of the time
have you felt calm and peaceful?	15%	44%	17%	15%	6%	3%
did you have a lot of energy?	12%	33%	15%	17%	12%	11%
have you felt downhearted and blue?	3%	3%	4%	13%	18%	59%

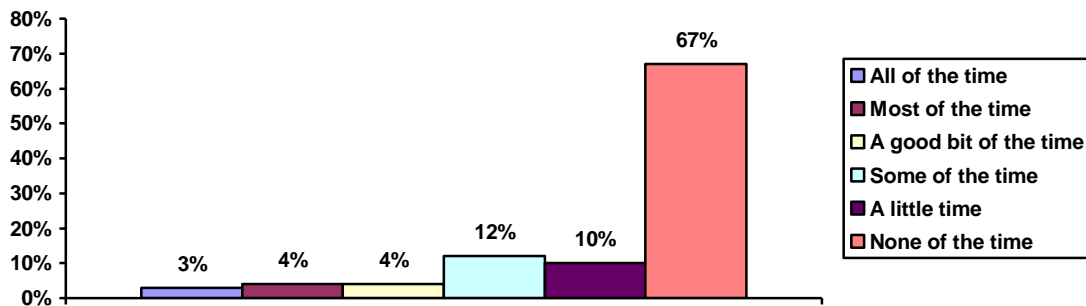
Base: 2000

For most people (67%), their physical health or emotional problems did not interfere with their social activities. This rose to 73% of respondents aged 16-24 years and dropped to 52% of respondents aged 65+ years. At the other end of the scale, 7% of respondents said that their physical health or emotional problems interfered with their social activities either most or all of the time.

How much of the time has your physical health or emotional problems interfered with your social activities?

	2005	2008
All of the time	3%	3%
Most of the time	3%	4%
A good bit of the time	3%	4%
Some of the time	7%	12%
A little time	12%	10%
None of the time	72%	67%

Base: 2000



2.7.2 Smoking

Just over a third of all respondents (36%) indicated that they smoked at all nowadays. This figure was at its highest among younger people, 41% of respondents aged 16-24 years stating that they smoked compared to 25% of those aged 65+ years.

Smoking is most prevalent among people living in the 0-15% data zones, 43% smoking compared to 39% among people living in the 15%-30% data zones and 32% among those living outwith the data zones.

Just over half of the people who smoke (57%) say that they want to cut down or stop smoking. The top three initiatives that would encourage or enable people to cut down or stop smoking are as follows:

- Stronger personal motivation/ Will power 48%
- More tax on cigarettes and other tobacco 21%
- Advice from your doctor or health professional 17%

What would encourage you or enable you to cut down or stop smoking?

	2005	2008
Stronger personal motivation/ will power	75%	48%
More tax on cigarettes and other tobacco	9%	21%
Advice from your doctor or health professional	10%	17%
Treatments prescribed by your doctor (e.g. Nicotine patches or gum, Zyban)	24%	14%
Encouragement and support from family and friends	13%	14%
One-to-one support by an advisor/ counsellor	4%	7%
Alternative treatments (e.g. hypnosis, acupuncture)	8%	4%
Other members of family quitting	7%	4%
Join an organised group	6%	4%
Ban on advertising	2%	2%
Encouragement and support at work	2%	1%
Resources (e.g. booklets, videos, Internet) offering advice and practical tips	2%	1%
Telephone help line/ Quit line/ Advice line	2%	1%
Media campaigns to quit smoking - television, billboards, etc.	2%	1%

Base: 412

2.7.3 Alcohol

NHS Ayrshire and Arran requested that a variety of statements were read out to respondents regarding the maximum amounts of alcohol that men and women should consume in a day. These statements were as follows:

- Men should drink no more than two pints of ordinary strength beer, lager or cider, 3-4 small glasses of wine, or small pub measures of spirits per day.
- Women should drink no more 2- 3 small glasses of wine or half pints of ordinary strength beer, lager or cider or small pub measures of spirits per day.
- Pregnant women. If you have one or two drinks of alcohol (one or two units), once or twice a week, it is unlikely to harm your unborn baby. However, the exact amount that is safe is not known. Therefore, many women have little or no alcohol when they are pregnant.

When asked “How often do you drink alcohol at present?”, 28% of respondents said that they never drink alcohol and a further 3% said that they have given up. The most common frequency for drinking alcohol was less than once a month (27%) followed by 1-2 days per week (25%). Only 2% of respondents said that they drank alcohol between 6 and 7 days per week.

How often do you drink alcohol at present?

	2005	2008
I never drink alcohol	17%	28%
I have given up	3%	3%
Less than once a month	21%	27%
More than once a month, but not weekly	15%	10%
1-2 days per week	35%	25%
3-5 days per week	7%	5%
6-7 days per week	2%	2%

Base: 2000

Only 2% of respondents (35 people) said that they would want to cut down on their alcohol consumption. As the table below summarises, the main means by which people stated they could be encouraged or enabled to cut down on their alcohol consumption are stronger personal motivation/will power (13 people), encouragement and support from family and friends (10 people) and restrictions on advertising (4 people).

What would encourage you or enable you to cut down alcohol consumption?

	2005	2008
Stronger personal motivation / Will power	15 people	13 people
Encouragement and support from family and friends	5 people	10 people
Restrictions on advertising	---	4 people
Advice from a doctor	7 people	3 people
Resources (e.g. booklets, videos, Internet) offering advice and practical tips	3 people	2 people
More tax on alcohol	1 people	2 people
Meeting places other than pubs (e.g. cafes, leisure centres, coffee bars)	5 people	1 person
Join an organised group	2 people	---
Programmes for support and guidance at work	2 people	---
Tighter drink driving laws	2 people	---

Base: 35

2.7.4 Breastfeeding

NHS Ayrshire and Arran requested that the following statement was read out to respondents regarding issues relating to breastfeeding, prior to being asked a variety of questions about breastfeeding.

- Research has shown that breastfeeding provides babies with an excellent start in life and there are benefits for both mother and baby including protection for the child against diarrhoea, eczema, chest infections and wheezing, ear infections and results in better mental development and a lower risk of diabetes. For the mother, breastfeeding lowers risk of early breast cancer and results in stronger bones in later life.

The following questions on breastfeeding were asked to all respondents. Overall 78% of respondents said they were aware of the health benefits of breast feeding to both baby and mother. This rose to 86% among female respondents and dropped to 70% among male respondents. It must be remembered that the statement above had been read out to the respondent prior to being asked the question.

Just over half (54%) of all respondents said that they were aware of the campaigns that have been in the media, either locally or nationally, to promote breastfeeding. This rose to 64% of female respondents and dropped to 42% among male respondents.

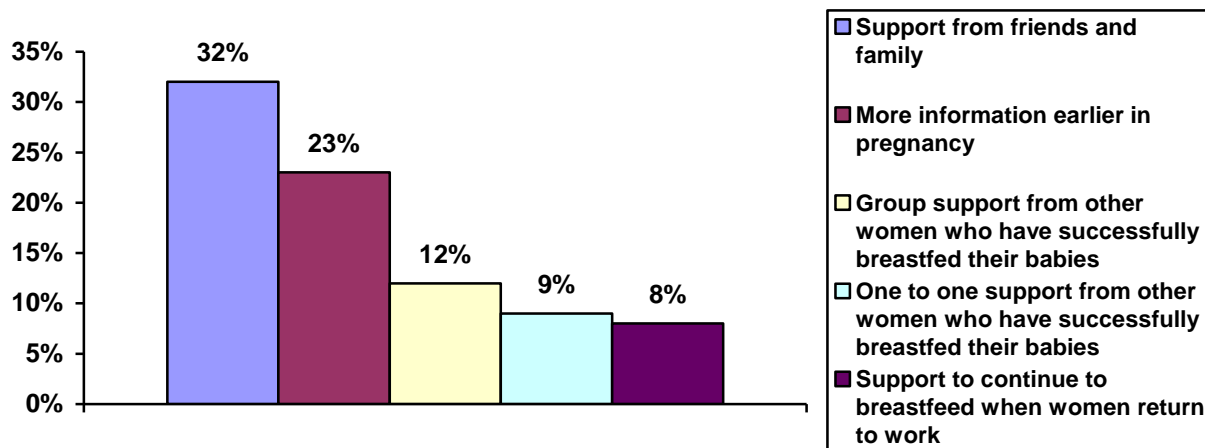
The two main issues that respondents feel would encourage women to breastfeed were;

- Support from friends and family 32%
- More information earlier in pregnancy 23%

What do you think would encourage women to breastfeed?

	2005	2008
Support from friends and family	48%	32%
More information earlier in pregnancy	44%	23%
Group support from other women who have successfully breastfed their babies	26%	12%
One to one support from other women who have successfully breastfed their babies	28%	9%
Support to continue to breastfeed when women return to work	28%	8%

Base: 995 (Female respondents to allow comparison with 2005 data)



2.7.5 Healthy Eating

Respondents were asked to look at a card with a variety of suggestions which could encourage them to eat more healthily. Many of the suggestions centred around a communal supportive environment such as collective or communal kitchens and advice on how to budget, shop and cook meals. On the whole, there was no significant enthusiasm for any of these initiatives.

The main issue that people stated could encourage them to eat more healthily was access locally to cheap fruit and vegetables, 16% of all respondents stating this. This peaked at 19% for respondents living in the 0-15% data zones.

Overall, 82% of respondents said that none of the suggested initiatives would encourage them to eat more healthily.

What would encourage you to eat more healthily?

	2005	2008
More information about health eating available on websites, DVD or video	1%	1%
More support from others such as community food workers to learn about shopping, budgeting and preparing low cost meals	2%	1%
Nutrition classes run by professional dieticians	4%	1%
Support and training to grow your own fruit and vegetables in community gardens	1%	1%
Support to set up collective kitchens where you can come together with other people to help each other plan, shop for and prepare food in bulk to take home for your families	1%	1%
Support to set up community kitchens where you can come together regularly and prepare and share meals	0%	---
Support to boost your motivation (e.g. counselling)	3%	1%
Practical help or support from a professional to create a diet plan tailored to your needs	2%	1%
Access locally to cheap fruit and vegetables	12%	16%
Nothing, I eat healthily already	83%	82%

Base: 2000

Just under half (48%) of all respondents said that they were aware of East Ayrshire's initiatives to develop and promote its School Meals Service. This peaked at 60% among people aged 25-34 years of age, the group which is also be most likely to have school age children. In addition, female respondents were more likely to be aware of the initiative than male respondents, 57% and 38% respectively stating this.

Eighty-nine percent of respondents said that they believed that the initiative to source local and organic food in East Ayrshire school meals and support local food producers is a good idea.

2.7.6 Men's Health

Fifty-seven percent of men said that they had visited their GP or practice nurse for a blood pressure check in the last 12 months, 38% have had a testicular check and 34% have had a prostate check.

In general, it is older respondents who have visited the doctor for these types of checks. For example, 38% of respondents aged 25-34 years have had a blood pressure check compared to 91% of those aged 65+ years. Similarly, 29% of respondents aged 25-34 years have received a testicular check in the past 12 months compared to 57% of respondents aged 65+ years. Finally, only 24% of respondents aged 25-34 years have had a prostate check, whilst 74% of those aged 65+ years have had this done.

Have you visited your GP or practice nurse for any of the following over the past 12 months for a ...

	2005	2008
Blood pressure check?	58%	57%
Cholesterol check?	---	47%
Testicular check?	30%	38%
Prostate check?	27%	34%

Base: 1005

In general, most men stated that they would consider having these checks carried out at some time in the future. Ninety-two percent of respondents would have a blood pressure check done in the future, 90% would have a prostate check and 91% would have a testicular check.

Regardless of whether you have had any of the above checks carried out, would you have them done in the future? – Yes

	2005	2008
Blood pressure check	94%	92%
Cholesterol check	---	91%
Testicular check	87%	91%
Prostate check	88%	90%

Base: 900

The main reasons that prevent people from having these checks carried out are that they feel they are afraid of the possible outcomes (37%), followed by too young to consider it (26%) and afraid to be examined (13%).

What would prevent you from having these checks carried out?

	2005	2008
I am afraid of the possible outcomes	5%	37%
I feel that I am too young to even consider this just now	64%	26%
I am afraid to be examined	6%	13%
I am too embarrassed to be examined	14%	12%
The service is too far away	1%	10%
I was unhappy with the process before	---	6%

Base: 143

Eighty-three percent of respondents said that they are aware that nursing staff within their GP surgery would be able to provide information on blood pressure, and checks such as prostate and testicular. Seventeen percent of respondents said that they were not aware of this.

2.8 Eliminating Poverty

2.8.1 Carers

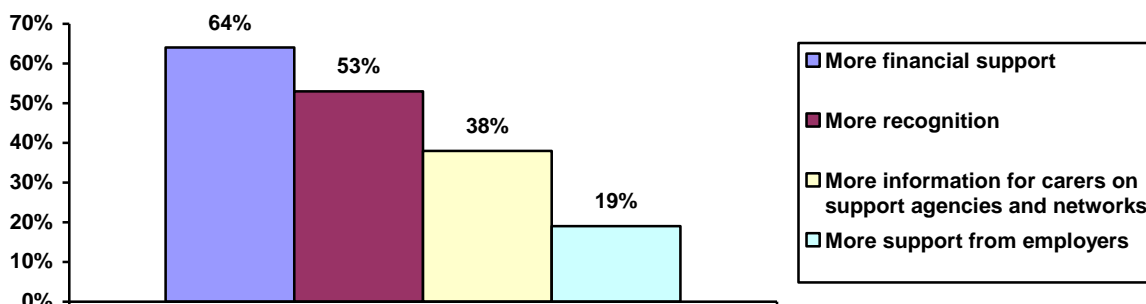
Eleven percent of respondents stated that they were a carer, that is, they provide help to someone with, for example, washing, dressing and shopping. Carers are most likely to be aged 45-54 years, 15% of people this age stating that they are carers.

Sixty-four percent of all respondents indicated that they believed that more financial support would improve the quality of life for carers. A further 53% indicated that more recognition would be of value and 38% said more information for carers on support agencies and networks.

What do you think could be done to improve the quality of life for carers?

	2005	2008
More financial support	59%	64%
More recognition	51%	53%
More information for carers on support agencies and networks	43%	38%
More support from employers	34%	19%

Base: 2000



2.8.2 Credit Unions

Forty-one percent of respondents said that they are aware of the services provided by Credit Unions. This rose to a high of 45% among respondents living in Kilmarnock North, Kilmarnock East and Hurlford, and Cumnock and New Cumnock.

Eleven percent of respondents said that they currently use Credit Union services. This level stays fairly static across the data zone and non data zone areas. For those respondents who do not currently use Credit Unions, a further 11% said that they would be interested in finding out more about them.

Ninety-four percent of respondents said that they have a bank or building society account. This figure remains similar within the data zone and non data zone areas.

Respondents were asked to indicate what their total household income was before tax and other deductions. Two thirds of all respondents (66%) either refused or stated that they did not know how much their household income was. A further 20% said that their income was under £10,399.

Ten percent of respondents indicated that their household income was between £10,400 and £15,599 per annum and the remaining 4% said it was between £20,800 and £25,999 per annum.

What would you say your total household income is before tax and other deductions?

	2008
Up to £5,199	3%
£5,200 and up to £10,399	17%
£10,400 and up to £15,599	6%
£15,600 and up to £20,799	4%
£20,800 and up to £25,999	3%
£26,000 and up to £31,199	1%
£31,200 and up to £36,399	0%
£36,400 and up to £51,999	0%
£52,000 and above	0%
Refused	44%
Don't Know	22%

