



Research Report

March Viewpoint Survey 2021

South Gloucestershire Council

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Key Findings

Community cohesion & safety

- The majority of respondents agreed that their local area is a place where people from different backgrounds get on well together (69%).
- Treating each other with respect and consideration was generally considered to be 'a fairly small problem' (85%) with only 14% indicating that this is 'a very big problem' in their local area.
- Most people feel safe outside in South Gloucestershire with 90% advising they feel 'very safe' or 'fairly safe' in the day. This figure drops slightly to 59% when considering being outside after dark.
- When asked about anti - social behaviour in the local area the majority of respondents considered these issues to be fairly small.
- 'Rubbish or litter lying around' was viewed as the greatest problem (46% a fairly or very big problem) and 'noisy neighbours or loud parties' the least problematic (91% fairly small or not a problem at all).
- When asked about knife crime and weapons possession a larger proportion answered that they did not know (37%), however the majority felt this was not a problem in their local area (91% a fairly small problem or not a problem at all).
- Just under half of respondents (46%) agreed that the police are successfully dealing with crime in their local area and 26% disagreed.
- Over half of the survey respondents had not volunteered in local organisations in the last year (68%).

Community Resilience

- When asked about community participation 37% of respondents agreed that they feel a part of their community. 18% are actively involved in their local community with the majority of respondents stating they do not regularly volunteer (64%) but 31% advised they would like to be more involved in their community.
- When asked for opinions on the local area in which they live, responses were generally positive with the large majority confirming they have 'a safe and secure place to live' (88%). Levels of agreements were slightly lower when asked if they feel optimistic about the future of their community with just under half agreeing (49%) and 15% disagreeing. This was the highest level of disagreement.
- Overall, respondents agreed with the statements concerning employment and training with the highest level of agreement being for, 'I feel that what I do is worthwhile' (59%). The lowest level of agreement on this topic was for 'I have access to the opportunities that I need to improve my skills' (46%).
- When asked about their health and wellbeing, the majority of respondents agreed with all statements. The highest level of agreement was for 'I am able to make the decisions I need to' (90%). The highest level of disagreement in this section was for 'I feel healthy and I am happy with my health' (13%).

Key Findings

Climate Change: Walking

- The large majority of respondents (93%) stated that 'enjoyment of the outdoors' would encourage them to walk more. This was closely followed by 'close proximity to essential destinations (90%).
- **Women** are also more likely to walk as a mode of free transport than men (67% compared to 60%).
- **Women** are more likely to walk for environmental benefits than men (81% compared to 74%).
- **Women** are more likely to walk if they are part of a walking group (37%) this is a higher rate than men (28%).
- The main reason respondents gave for not walking were that pavements are often blocked by cars and cyclists.
- The main reason respondents gave for not walking is time constraints (42%).
- Respondents are more likely to walk if paths/walkways are better maintained, closely followed by having access to safer walking routes.
- Respondents stated that having better access for those with a disability would be effective in encouraging them to walk more.

Climate Change: Cycling

- Those aged between **16-34** are more likely to cycle if they owned a bicycle than other age categories
- Of those respondents who do not cycle the main reasons for this was age and the lack of safe cycling routes.
- Respondents were more likely to cycle if there were safer cycle routes and the paths were better maintained.
- The majority of respondents were likely to cycle as a form of exercise (70%).
- The main reasons respondents gave for not cycling were being unable to ride a bicycle. Other reasons included, age (30), health issues (14) and unsafe cycling paths/routes (12).

Retrofitting Homes:

- **Women** are more likely to improve the energy efficiency of their home if they have information on reliable installers that can be trusted to install the equipment properly (81%). Women are also more likely to find recommendations from friends/family encouraging (80% compared to men 74%).
- The main reason respondents gave for installing energy efficient technologies in their homes was cost.
- The ability to save money was the main reason respondents gave for installing energy efficient technologies in their homes.
- Just under half of respondents are unaware of the financial options available to them regarding energy efficient technologies (46%).
- 43% of respondents are unaware of reliable installers.
- The most effective factor in encouraging respondents to be energy efficient is promoting information on costs and the financial aid available (85%).

Introduction

The following report provides a summary of findings from a survey by South Gloucestershire Council's Viewpoint panel. Members of South Gloucestershire Council's Viewpoint panel were asked for their feedback on community cohesion, safety and resilience and climate change. The results will inform the relevant service areas and support their decision making processes. Some questions are also used to monitor council performance.

Methodology

The survey was sent to all 2377 members of South Gloucestershire Council's Viewpoint panel either by post (84%) or by email (16%). The survey was open from 12th March to the 2nd April 2021.

Sample and Response

1207 completed surveys were received giving a response rate of 51%.

The panel aims to be as representative of the population of South Gloucestershire as possible and any over- or under-representations with regards to certain demographics are balanced by weighting the data to match the proportions present in the population. Quantitative data has been weighted according to population information taken from the 2011 Census (Office for National Statistics). The results are weighted by gender, ethnicity (White and BAME), age (16-34, 35-44, 45-64, 65+) and location (priority neighbourhood and rest of the district).

There are five priority neighbourhoods in South Gloucestershire: Cadbury Heath, Kingswood, Patchway, Staple Hill and Yate & Dodington. These areas were defined using the English Indices of Deprivation as areas where higher numbers of people do not achieve their full potential, have poorer health outcomes, are employed in less well paid jobs or are unemployed and have higher levels of crime. For further information please visit <http://www.southglos.gov.uk/community-and-living/stronger-communities/priority-neighbourhoods/>.

Reporting

Base numbers shown for graphs/charts in this report reflect the weighted number. Qualitative data (comments questions) has not been weighted.

For each survey question, the difference in views of different sample groups have been tested for significance at a 95% confidence level. Key significant findings are highlighted throughout this report.

Sums of percentages reported in this document may deviate from the actual total due to rounding. Greater deviations from 100% occur where respondents were able to choose multiple options and percentages are based on the number of respondents.

A full list of all comments made is available on request; due to the large number of individual comments made it has not been possible to include the full text of all comments within the main body of this report.

This following pages present the survey findings by subject area and follows the format of the questionnaire (A copy of the questionnaire is available on request). 5



Community Cohesion & Safety

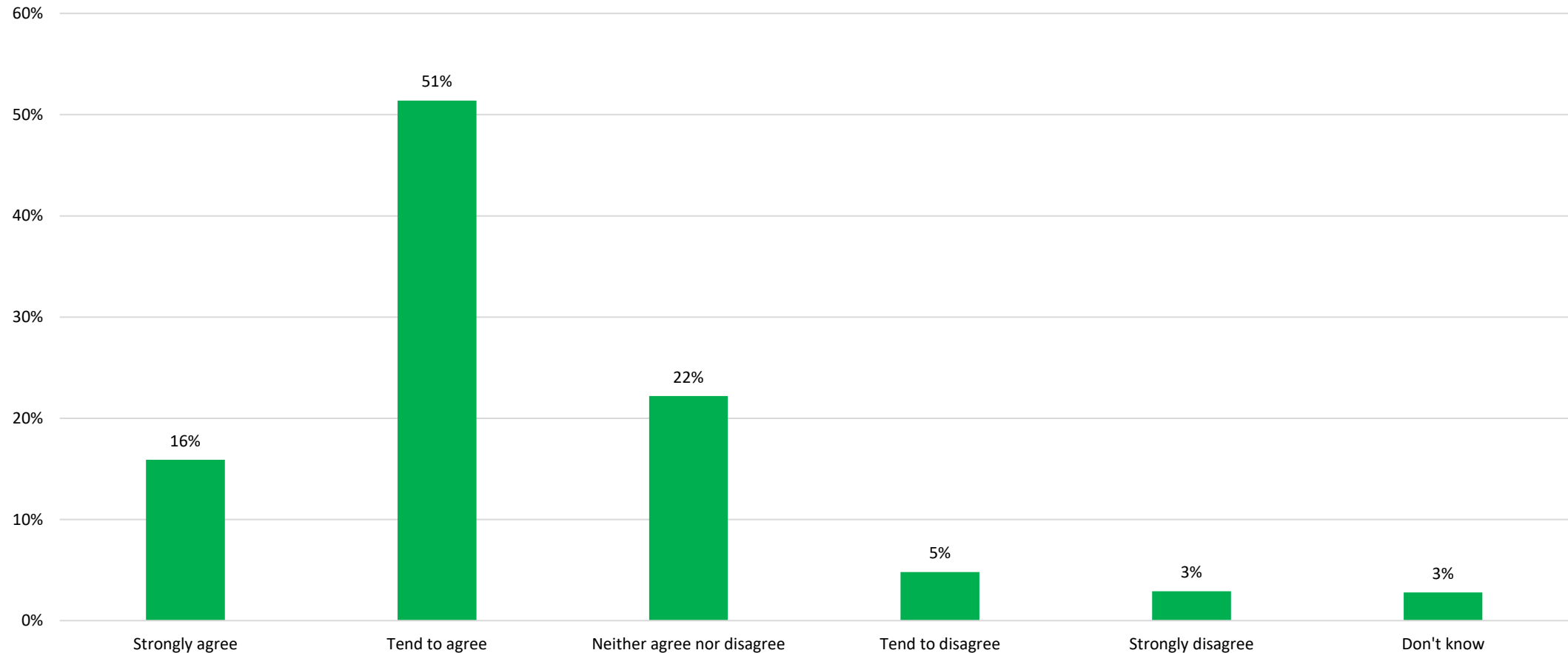
This section of the survey included questions which explored integration, safety and anti-social behaviour within the local community.

Contact between residents

(Question 1)

The majority agreed that their local area is a place where people from different backgrounds get on well together (67%).

To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?

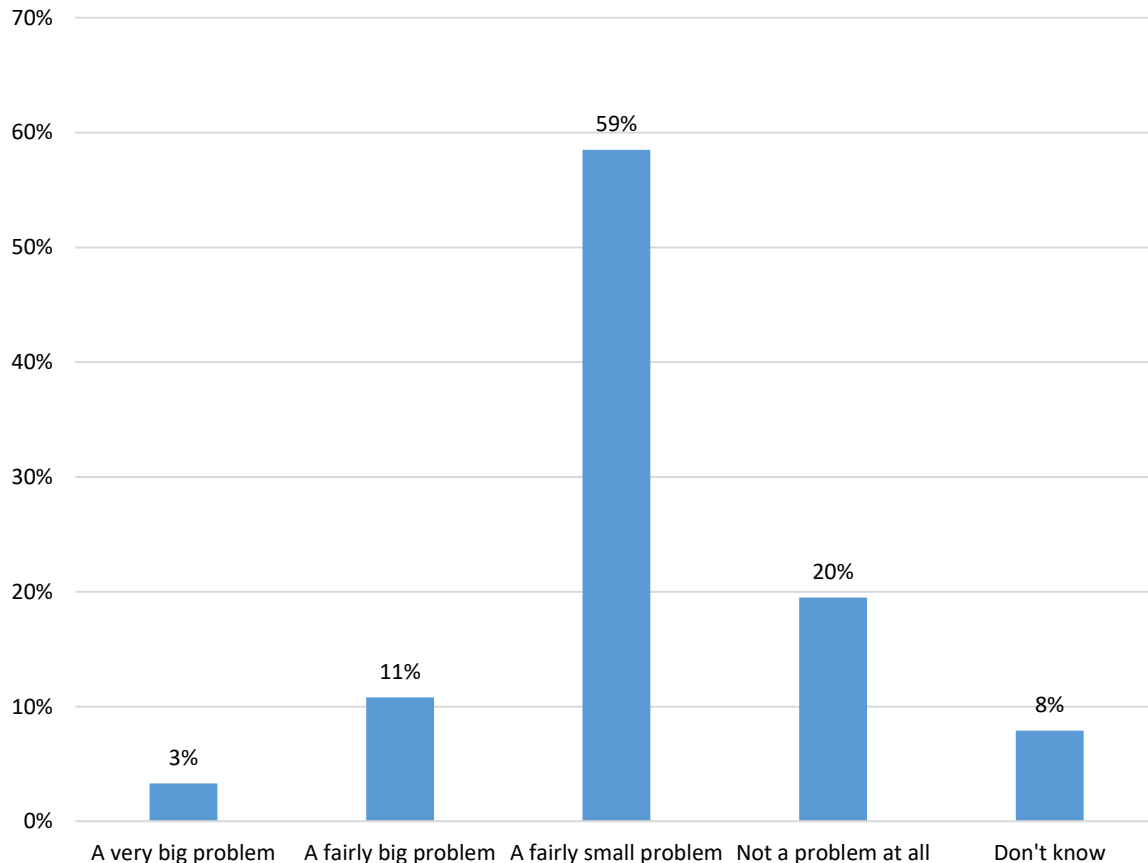


Respect between residents

(Question 2)

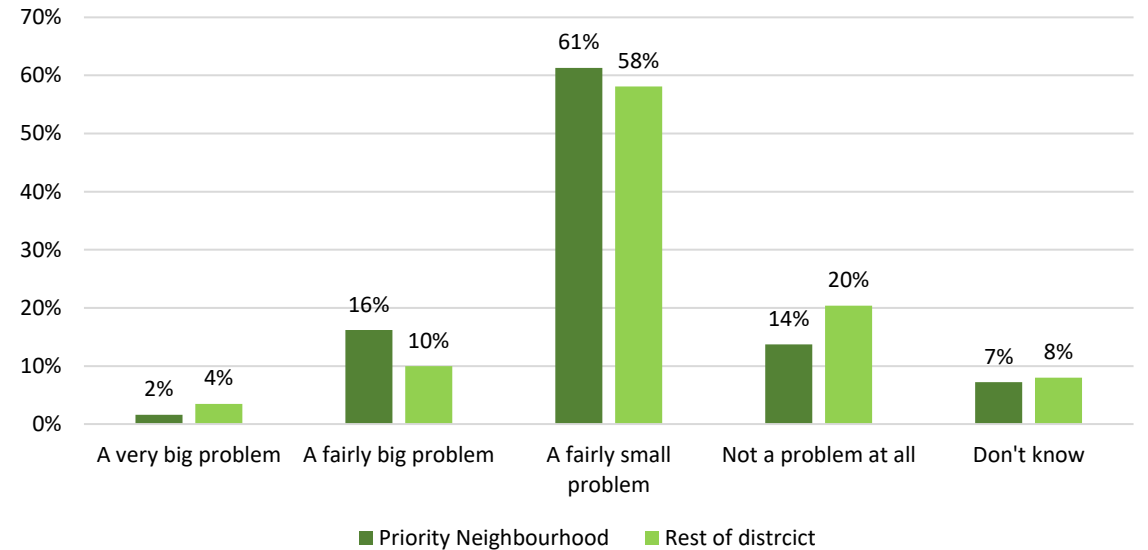
Overall, people not treating each other with respect and consideration was seen as a **fairly small problem** (59%).

In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration?



Base: N=1196

In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration?



Base: PN (n=156), rest of district (n=1039)

When compared to responses from the rest of the district, respondents from a **priority neighbourhood** were significantly more likely to see people treating each other with respect and consideration as 'A fairly big problem' and less likely to consider it to be 'Not a problem at all'.

Respondents **aged 65 and over** were more likely to answer 'A fairly small problem' or 'Not a problem at all' when considering respect between residents (93% compared to 81% for 16-34 year olds).

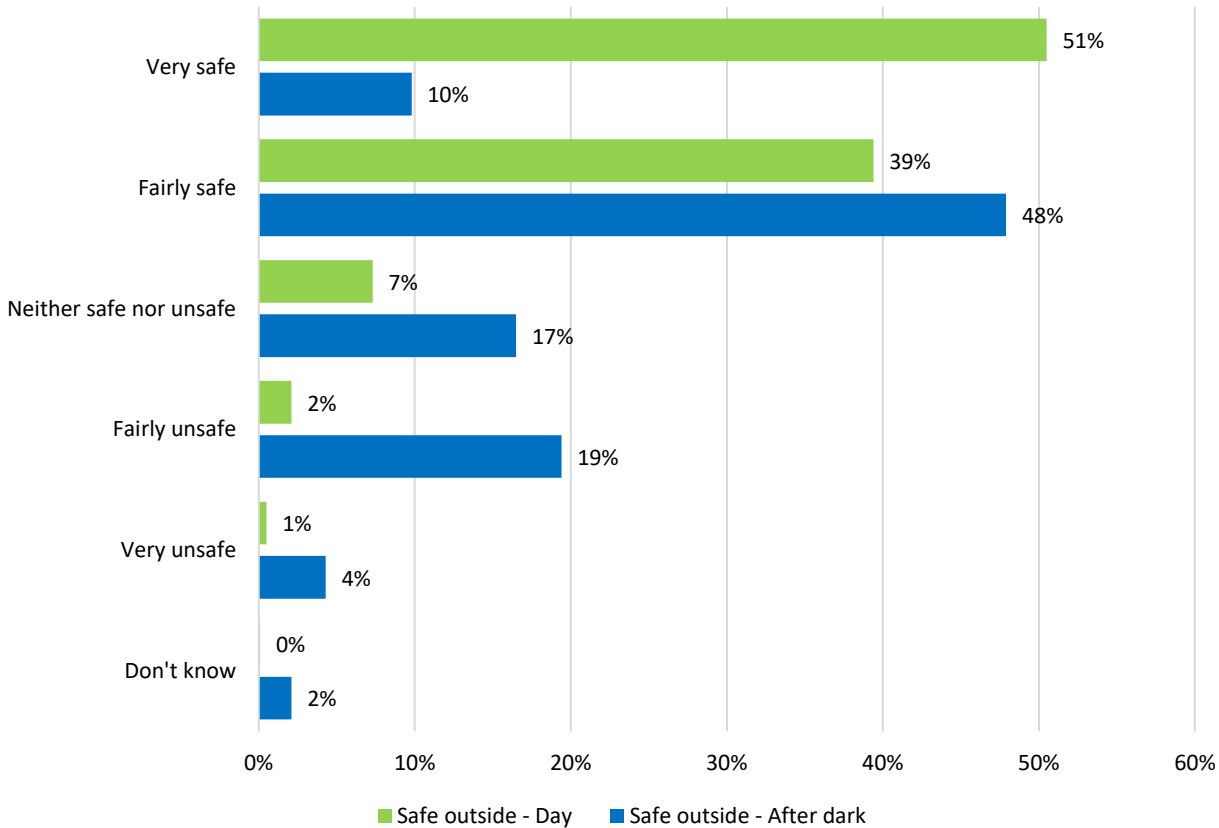
Disabled respondents were more likely to think it was a 'big problem' (20%) compared to non-disabled respondents (13%).

Feeling safe in your local area

(Questions 3 and 4)

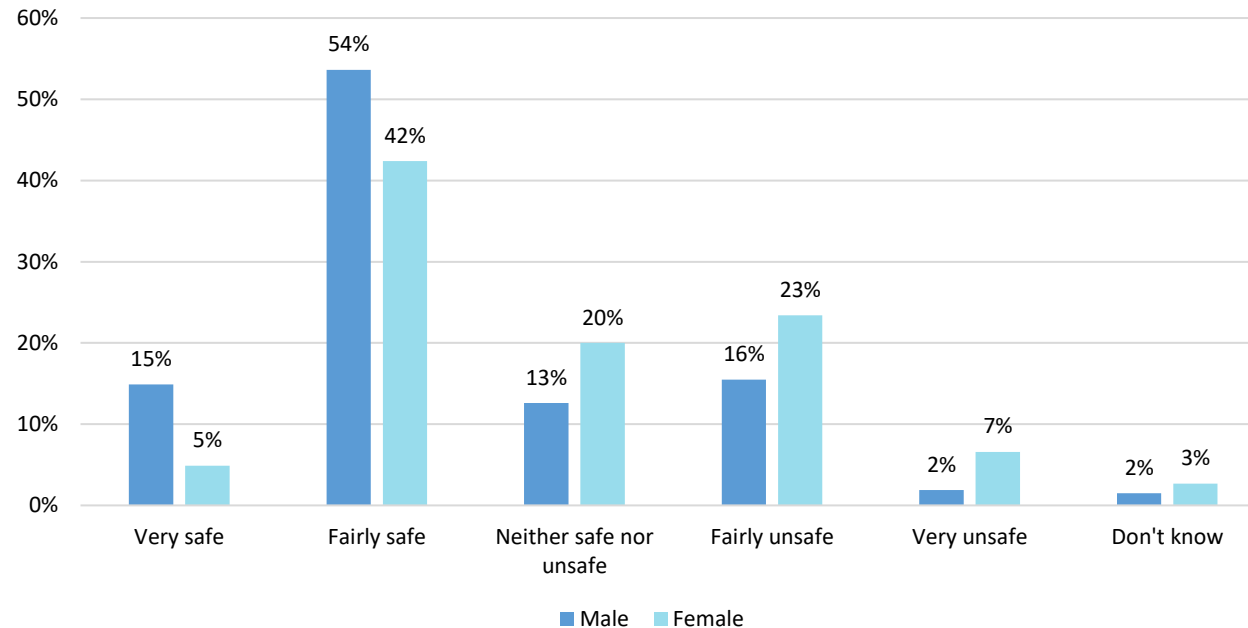
The majority of respondents felt safe outside in both the day and the night (90% in the day, 58% after dark).

In general, how safe or unsafe do you feel when outside in South Gloucestershire?



Base: after dark (n=1197), day (n=1186)

In general, how safe or unsafe do you feel when outside in South Gloucestershire?



Base: Male (n=565), Female (n=571)

Women were more likely than men to feel unsafe when outside after dark as can be seen in the graph above. Men were significantly more likely to feel 'safe' outside after dark (70%) compared to women (49%).

Respondents **aged between 16-34** were also more likely to feel 'unsafe' (28%) after dark and less likely to feel 'safe' when compared with all other age brackets.

Disabled respondents were also more likely to feel 'unsafe' (32%) compared to non-disabled residents (23%).

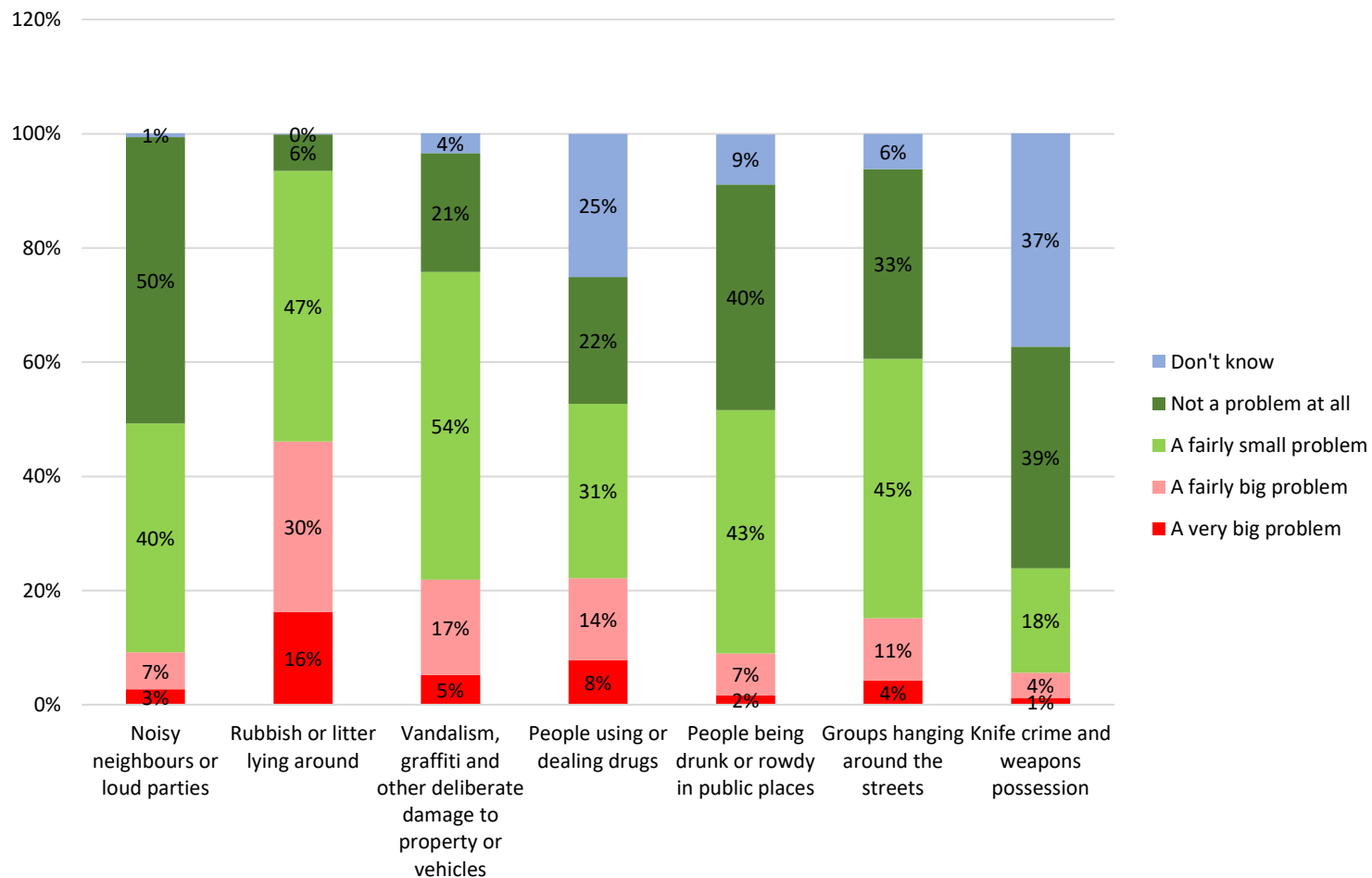
Furthermore, respondents who live in **priority neighbourhoods** feel less 'safe' (50%) than those who live in the rest of the district (60%).

Anti-social behaviour

(Question 5)

On the whole anti-social behaviour was not seen to be a big problem with the majority of respondents advising that each of these issues are either 'a fairly small problem' or 'not a problem at all'.

Thinking about your local area, how much of a problem do you think each of the following are?



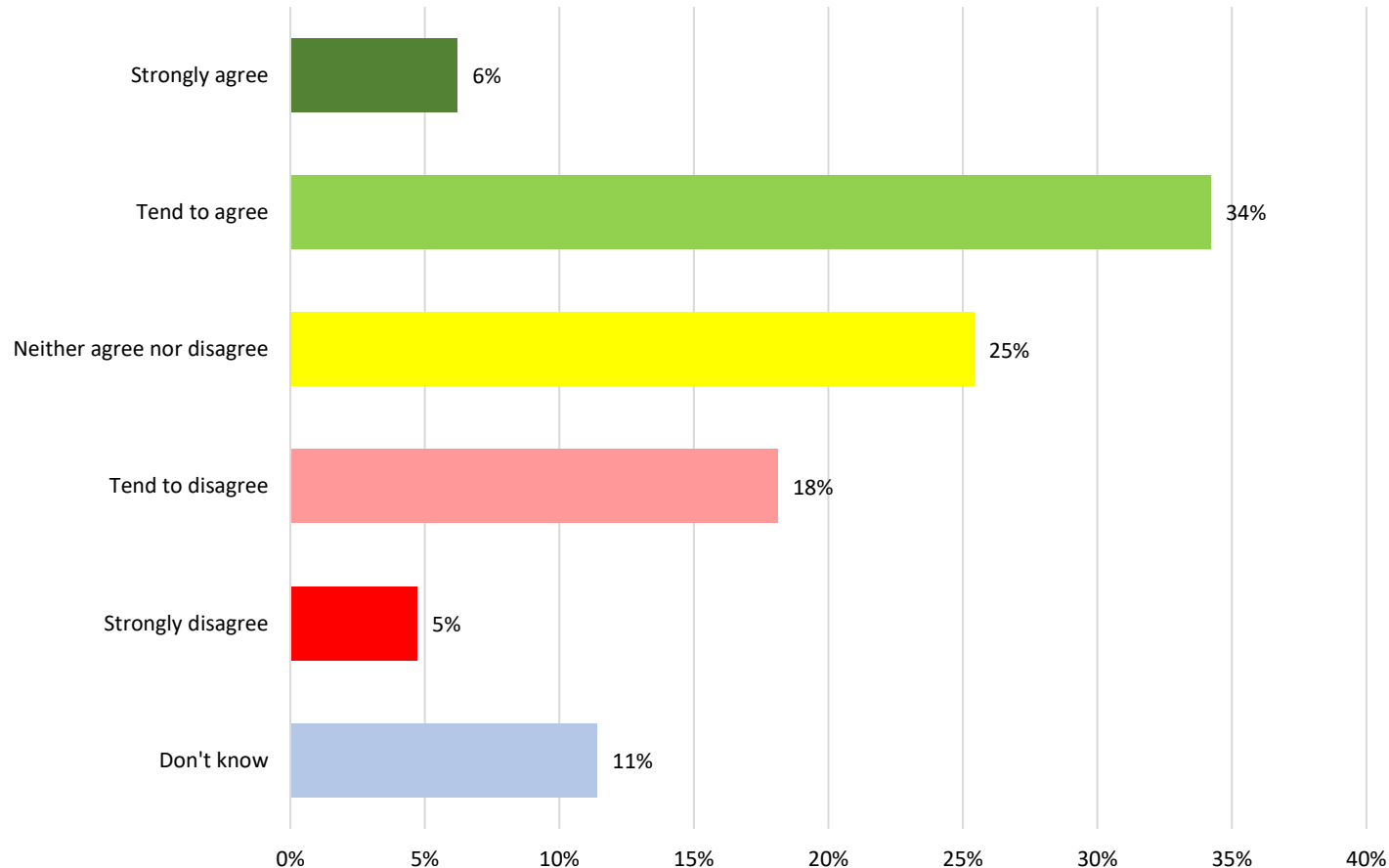
- All of these anti-social behaviours were more likely to be seen as a problem, or less likely to be seen as not a problem, in **priority neighbourhood** areas.
- Women were significantly more likely than men to consider rubbish or litter lying around to be 'a big problem' (55% compared to 38%).
- A higher proportion of respondents from **priority neighbourhoods** saw vandalism and graffiti to be a big problem (34% compared to ROD 21%).
- **Stoke Park and Cheswick** had the highest proportion of respondents seeing drugs as either a 'very big problem' or a 'fairly big problem' (80%).
- **BAME** respondents were significantly more likely to view people being drunk and rowdy as either a 'very big problem' or a 'fairly big problem' (38% compared to ROD 9%). Furthermore, **BAME** respondents were more likely to view groups hanging around on the streets as a problem (44%) this is significantly less than white respondents (15%).
- **Disabled** respondents were more likely to see groups hanging around in the streets as a big problem (24% compared to non disabled 15%).

Police and other public services

(Question 6)

Over a third of respondents agreed that the police and other local public services are successfully dealing with crime and anti-social behaviour in their local area (40%).

How much do you agree or disagree with the following statement: "The police and other local public services are successfully dealing with crime and anti-social behaviour in my local area"?



- **Disabled** respondents were more likely to disagree with this statement when comparing the results to non disabled respondents (47% compared to 23%).
- **BAME** respondents were much less likely to disagree with this statement compared to white respondents (12% compared to 26%).
- Residents aged **65+** were less likely to disagree with this statement compared those aged 16-34 (18% compared to 30%).
- **Longwell Green** and **Patchway Coniston** were the wards with the highest proportion of respondents strongly disagreeing with this statement (18% and 14% respectively).

Volunteering for local organisations

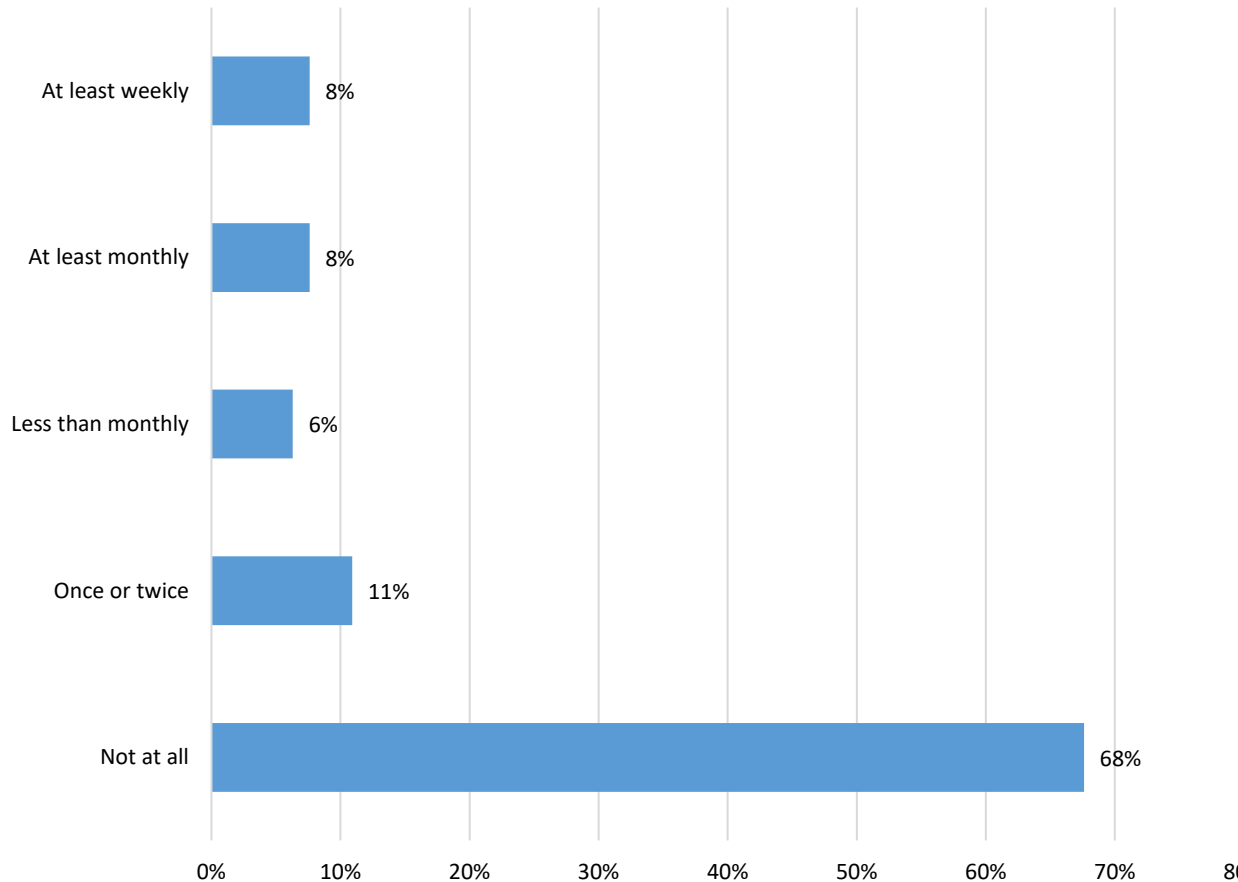
(Questions 7 & 8)

The majority of respondents had not volunteered in local organisations over the last year (68%).

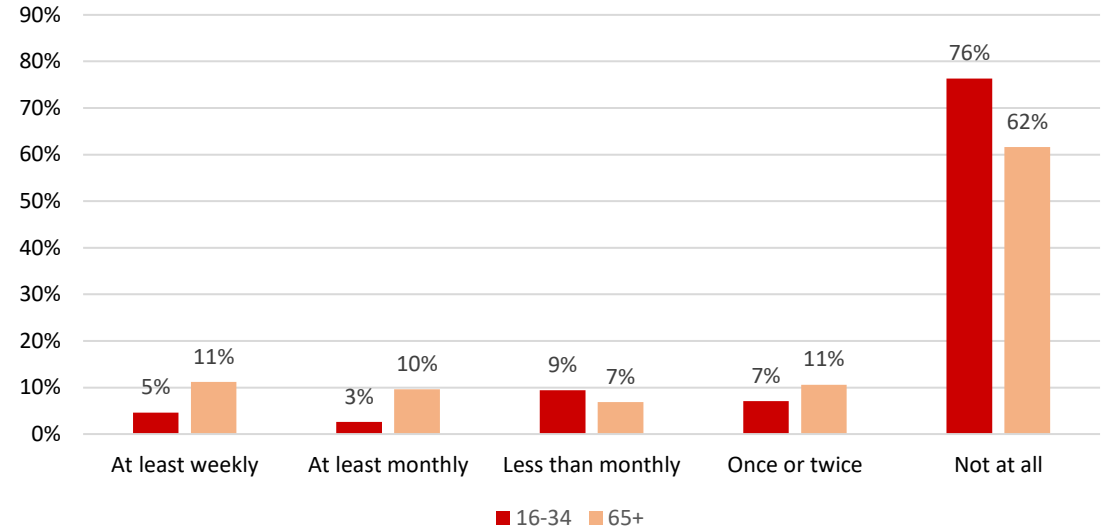
Non-working aged respondents were more likely to have taken part in unpaid work (see right).

In the past 12 months, how often have you given unpaid help to local organisations?

In the past 12 months, how often have you given unpaid help to local organisations?



Base: n= 1152



Base: 16-34 (n= 328), 65+ (n=244)

In the past 12 months, have you been a member of a local group providing unpaid help in any of the following areas?

Response	%
Local health services	11%
Local education services (e.g. school governor)	7%
Local area regeneration	9%
Local community services	32%
Tackling local crime	2%
Tenants group	2%
Services for young people	15%
None of the above	38%

- **BAME** respondents were more likely than white respondents to be involved in local health services (33% compared to 10%).
- Only 2% had volunteered in organisations tackling local crime.
- **Women** were more likely than men to be involved in services for young people (20% compared to 10%)



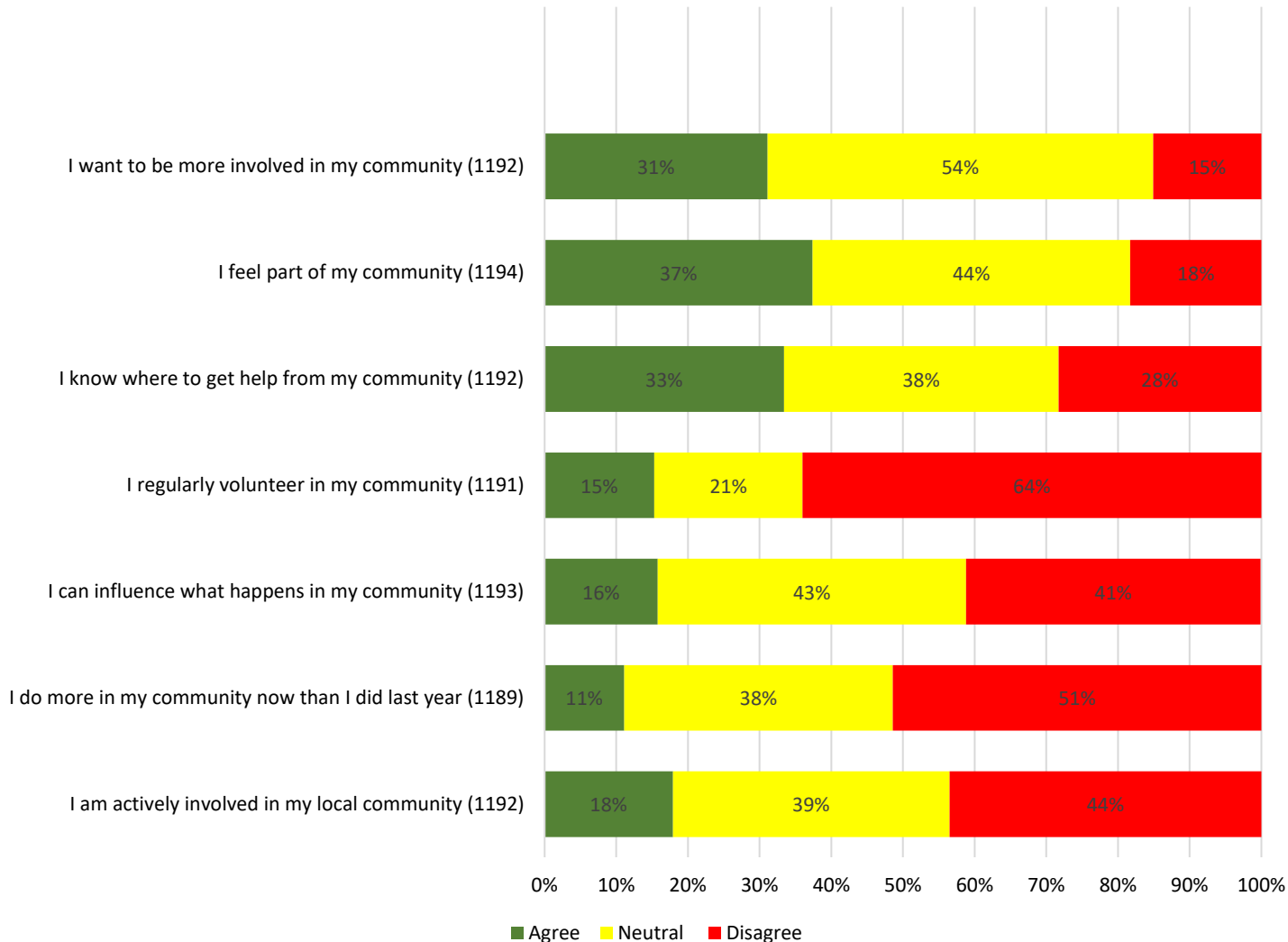
Measuring community resilience

The second section of the survey asked participants for their opinions on life in the local area covering community participation, local area, employment and training, and health.

Community participation

(Question 9)

Do you agree or disagree with the following statements?

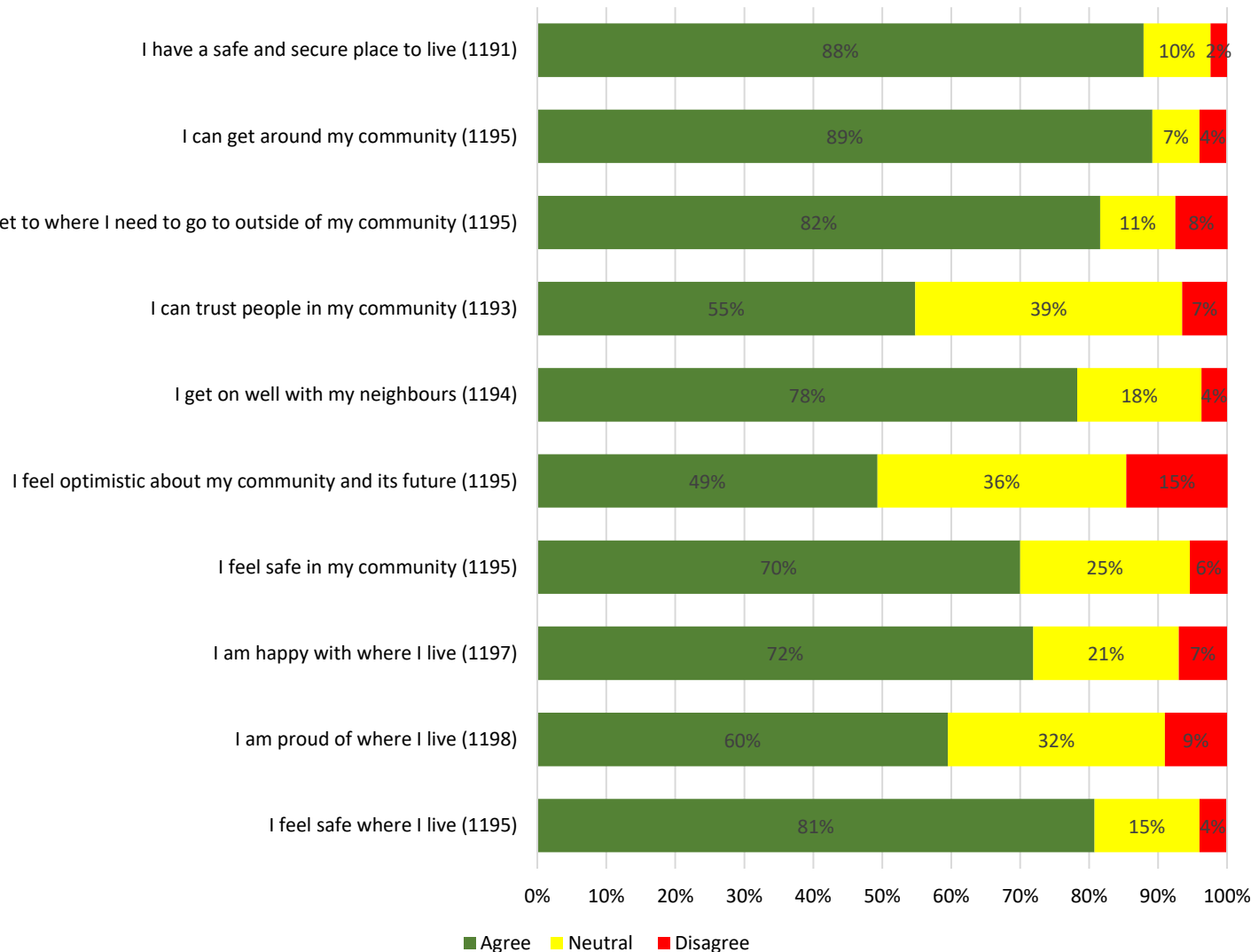


- **Women** were more likely to be actively involved in their local community (20% agree) and to regularly volunteer (18% agree) compared to men (15% and 13% respectively).
- **Disabled** respondents were less likely to be actively involved in their community compared to non disabled (53% compared to 42%). **Disabled** respondents were also significantly more likely to not know where to get help from in their community than non disabled respondents (42% compared to 27%).
- Respondents from a **priority neighbourhood** were less likely to feel they can influence what happens in their community than respondents from the rest of the district (10% compared to 16%).
- Those in **priority neighbourhoods** were also less likely to feel part of the community than those in the rest of the district (29% compared to 39%).
- **65+** were less likely to want to be more involved in the community (12%). This is significantly lower than those aged between 35-44 (44%).

Where I live

(Question 10)

Do you agree or disagree with the following statements?

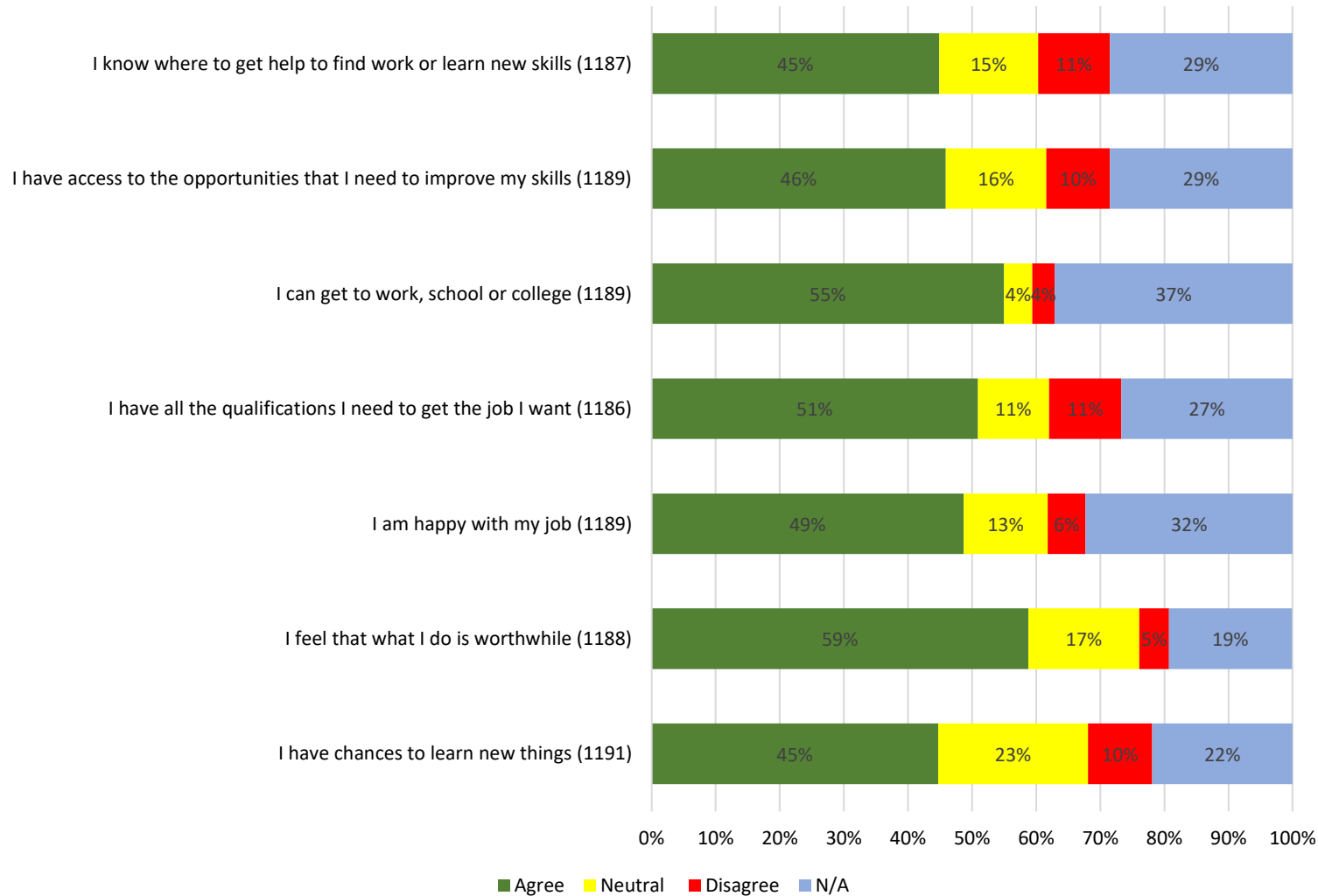


- Those living in **priority neighbourhoods** were less likely to feel safe where they live than those in the rest of district (67% compared to 83%). They were also less likely to feel proud of where they live (43%) or happy with where they live (53%).
- Disabled** respondents were also less likely to feel safe where they live than non disabled respondents (71% compared to 82%).
- Women** were more likely to feel proud of where they live than men (63% compared to 56%). They are also more likely to feel optimistic about their community's future (54%) and have a safe and secure place to live (91%).
- Those aged between **16-34** were least likely to be proud of where they live (52% compared to respondents aged 65+ 67%). They are also less likely to get on with their neighbours (70%) and more likely to feel they can trust people in their community (51%).
- BAME** respondents were more likely to feel optimistic about their community's future than white respondents (66% compared to 48%). They are also less likely to get on with their neighbours (12%).

Employment, training & skills

(Question 11)

Do you agree or disagree with the following statements?

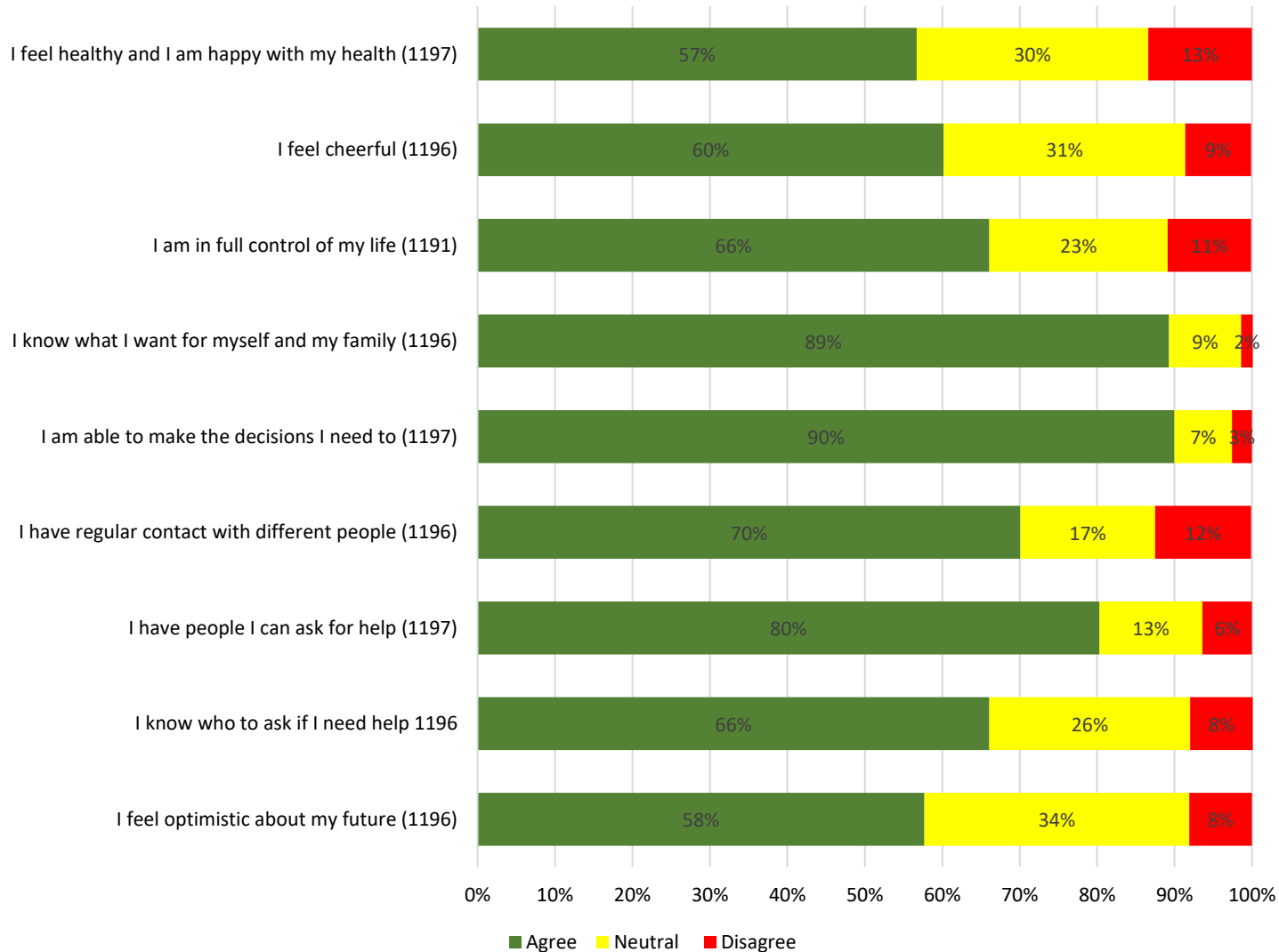


- **Women** are significantly more likely than men to be unhappy in their jobs (7% compared to 3%). They are also more likely to not have all the qualifications needed to get a certain job (16%) and are more likely to feel they do not have chances to learn new things (12%).
- Respondents between the ages of **16-34** were significantly more likely to feel that they have chances to learn new things than those aged 65+ (54% compared to 26%).
- Respondents from a **priority neighbourhood** were less likely to feel like they have the chance to learn new things than those in the rest of the district (33% compared to 47%). They are also less likely to be able to get to work, school or college (33%).

Health & wellbeing

(Question 12)

Do you agree or disagree with the following statements?



- **Disabled** respondents were less likely to feel optimistic about their future than non disabled respondents (42% compared to 60%). They were also less likely to have regular contact with different people (59%) and feel in control of their life (47%).
- **BAME** respondents were less likely to feel healthy and feel happy with their health than white respondents (38% compared to 57%).
- Those aged between **16-34** were least likely to feel cheerful 55% compared to those aged 65+ (69%). They were also less likely to feel in control of their lives (67%). However, they were more likely to have people they could ask for help (81%).
- Those in **priority neighbourhoods** were less likely to feel optimistic about their future than the rest of the district (46% compared to 60%).

Comments related to Community Resilience

(Question 13)

272 comments were left regarding community resilience, covering all four of the topics covered in this section. Comments have been summarised by category below.

Comment	No. of respondents
My local area	
Problems with litter	30
Lack of services	20
Retired	19
Impact of Covid-19 on answers	16
Need more police	12
Loss of jobs	10
Problems with drugs and anti-social behaviour	10
Lack of infrastructure	10
Lack of public transport	9
Traffic concerns	9
Concerns over housing developments	9
Need more community spirit	8
Roads are in bad condition	7
My area is neglected by the council	7
Parking concerns	5
Problems with HMO's	3
Planning permission concerns	3
Positive views on council	1

- The greatest number of comments referred to the local area with the main theme being issues with litter (30 comments).
- The most common theme for health and wellbeing comments related to the negative impact on vulnerable/disabled residents, with many saying they now found it difficult to get involved with the community and are finding it more difficult to get around due to obstructions, such as pavement curbs being too high.

Comment	No. of respondents
Health and wellbeing	
Impact on vulnerable residents	23
Impact on physical and mental health	20
Happy with current life circumstances	14
Education, skills and training	
Need better education services	2
Community participation	
Keen to be more involved with the community	22
Happy with current life circumstances	14

(please note: some comments referred to more than one topic.)

Please use this space to make any comments about community resilience, which includes: where I live; community participation; employment, training and skills; and health and wellbeing

Comments

(Question 13)

Don't build more houses in villages, hamlets, etc. There are no facilities, healthcare, public transport and new homes will increase traffic, pollution and cause related issues

Regular occurrences of litter blown/scattered on recycling days. Would be helpful to get follow up checks and clean-ups by BETA. Graffiti not cleared on cable units. Graffiti and litter free areas help towards feeling safe in the community.

The last year has been difficult, I feel the health service has, understandably, shut down, difficult to get regular checks and tests

I am worried about the increase in traffic and therefore pollution. I am also concerned that a housing development planned on our Green Belt land could go ahead, reducing access to nature and biodiversity, and having an effect on our mental and physical health.

I am retired and feel there is plenty of opportunities for health and wellbeing for the elderly in my area.

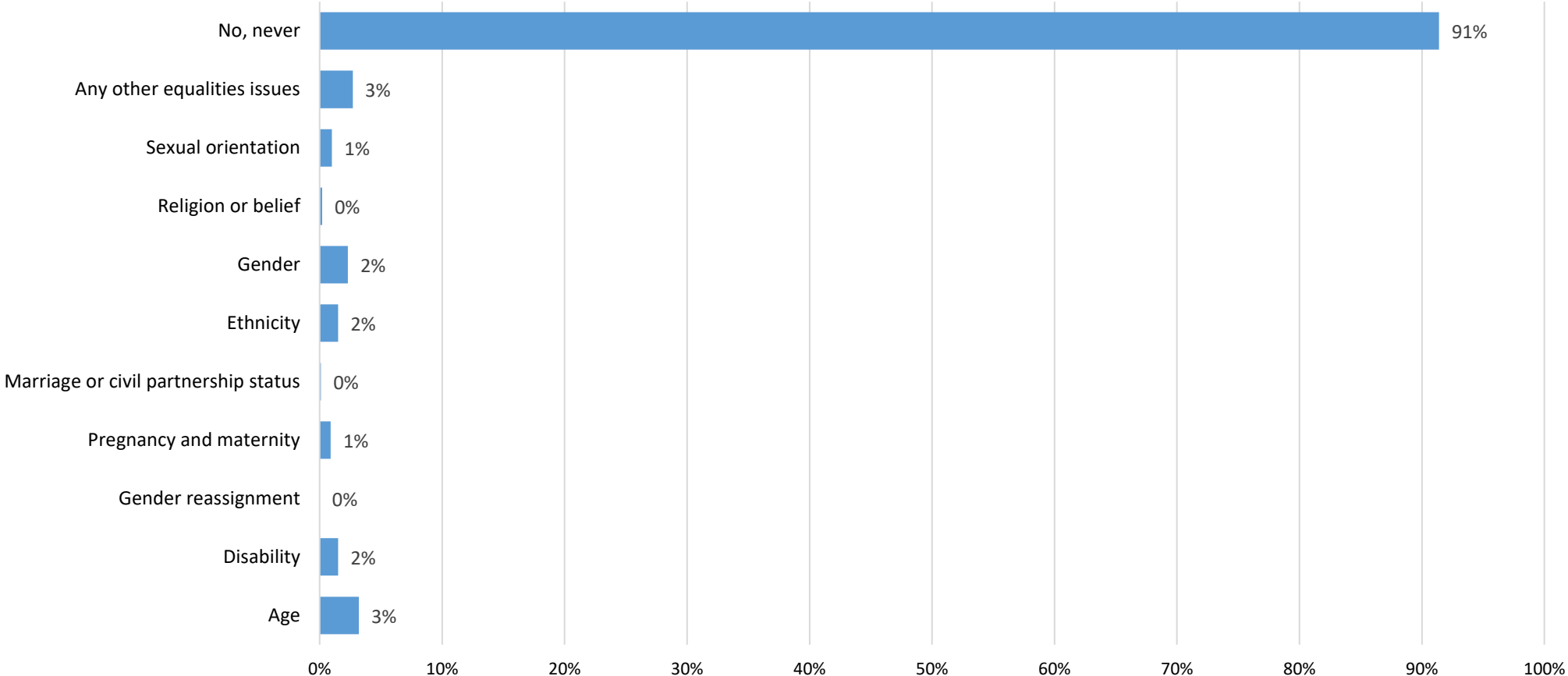
I have been fortunate enough to be able to purchase a property and now live in a new location to where I did 12 months ago. It's been a challenging year with the COVID situation but I feel blessed to be moving on with my life within south Gloucestershire. The neighbourhood I have moved to is diverse in terms of ethnicity and age and I find this a very good and comfortable place to live. I have added extra security to my property as I'm not working from home and out most of the day. I'm proud of where I live and hope I can give something back or set an example to all peoples of any colour, sex, age or political persuasion that we as human beings can live side by side harmoniously and in fact add something to each other's life.

The area where I live is easily accessible and public transport is easy to catch if needed. I feel that my community is friendly and helpful.

Discrimination

(Question 14)

Do you feel you have been discriminated against by the council on the grounds of any of the following equalities issues in the last year?



Base: n= 1091

Discrimination

(Question 14a)

- 82 comments were left regarding discrimination.
- The greatest number of comments referred to issues for disabled and elderly residents (13 comments). This was followed by residents not receiving financial help when needed (8 comments).

Comment	No. of respondents
Do you feel you have been discriminated against by the council on the grounds of any of the following equalities issues in the last year?	
Issues for disabled/elderly residents	13
Financial help not granted	8
Gender	7
Poor value for money	5
Age	5
Poor communication	4
Jobs	4
Health issues	4
Waste and recycling	4
Housing	3
Lack of public transport	3
Feel mocked/laughed at	3
Feel the Council doesn't care	3
Road works	2
Digitally excluded	2
Religion	2
Budget cuts	1
Parents and children	1
Marriage	1
Covid	1
Race	1



Climate Change: Walking

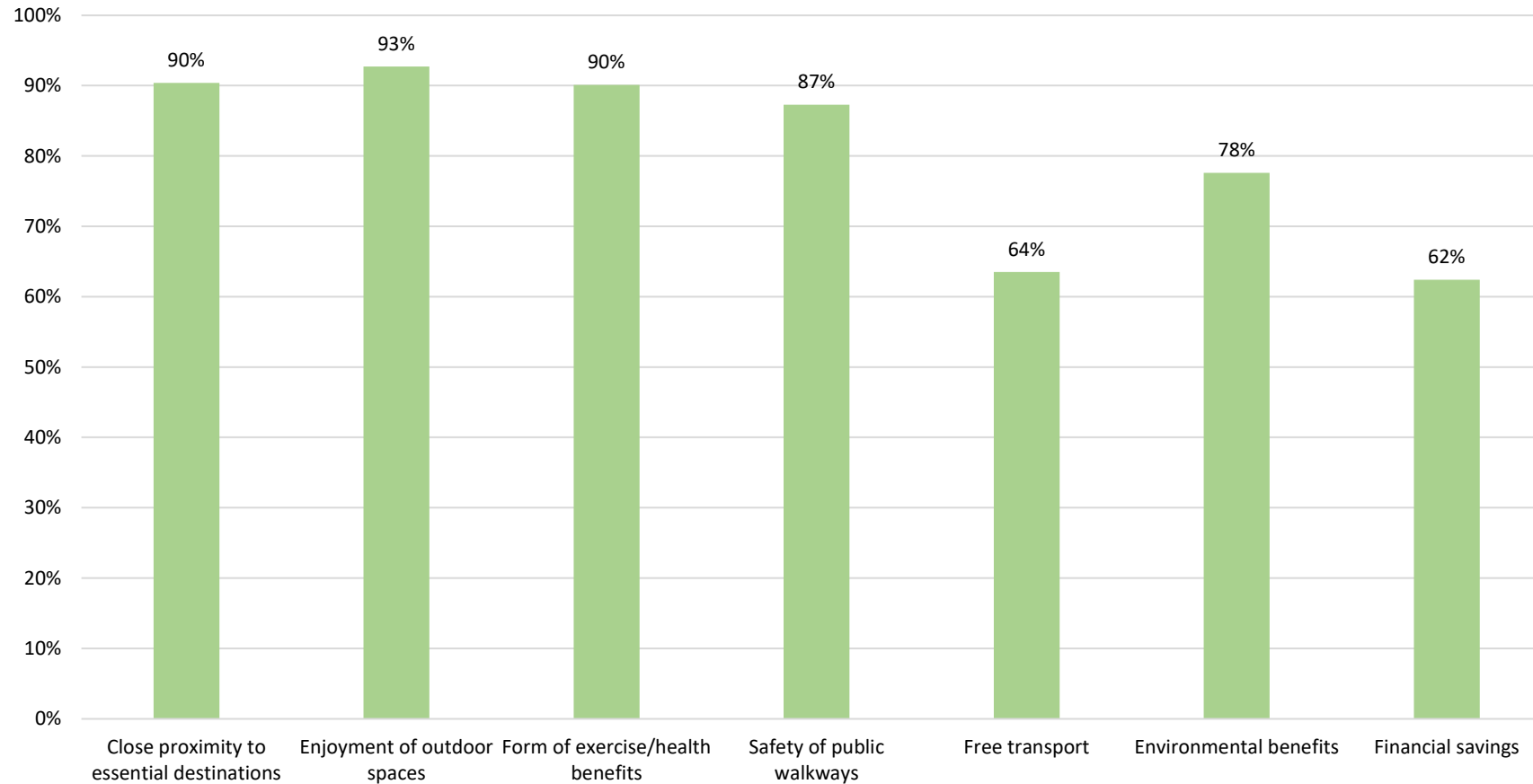
These questions aimed to gain an understanding into the reasons why residents might not walk and what factors might encourage them to start walking.

Walking

(Question 15)

- Overall, respondents are more likely to walk for the enjoyment of outdoor spaces than any other factors.

What factors would encourage you to walk (either for commuting, shopping, leisure) as opposed to using other modes of transport?

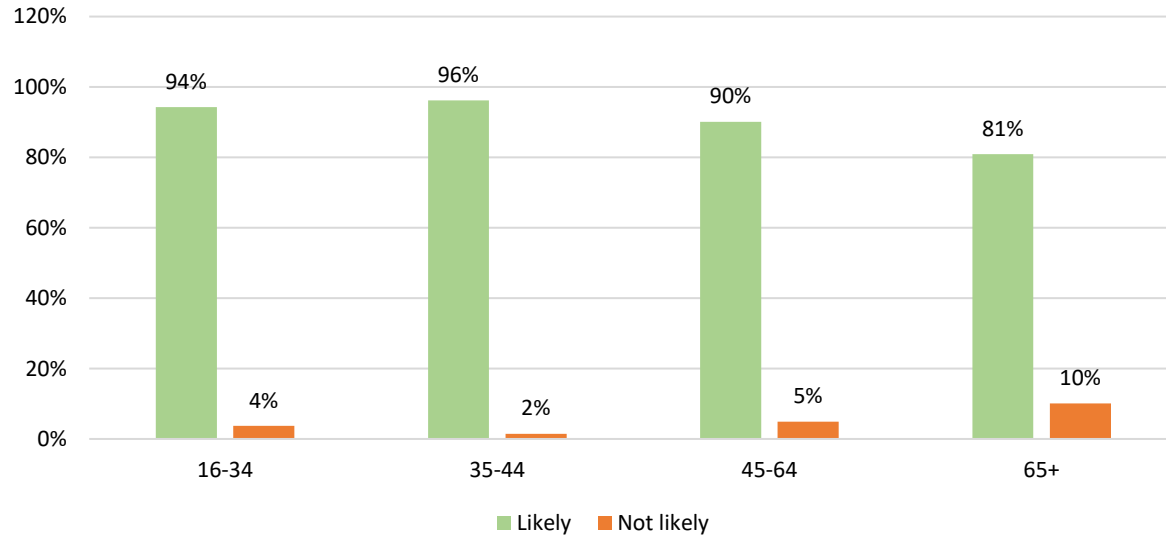


Walking

What factors would encourage residents to walk:

(Question 15)

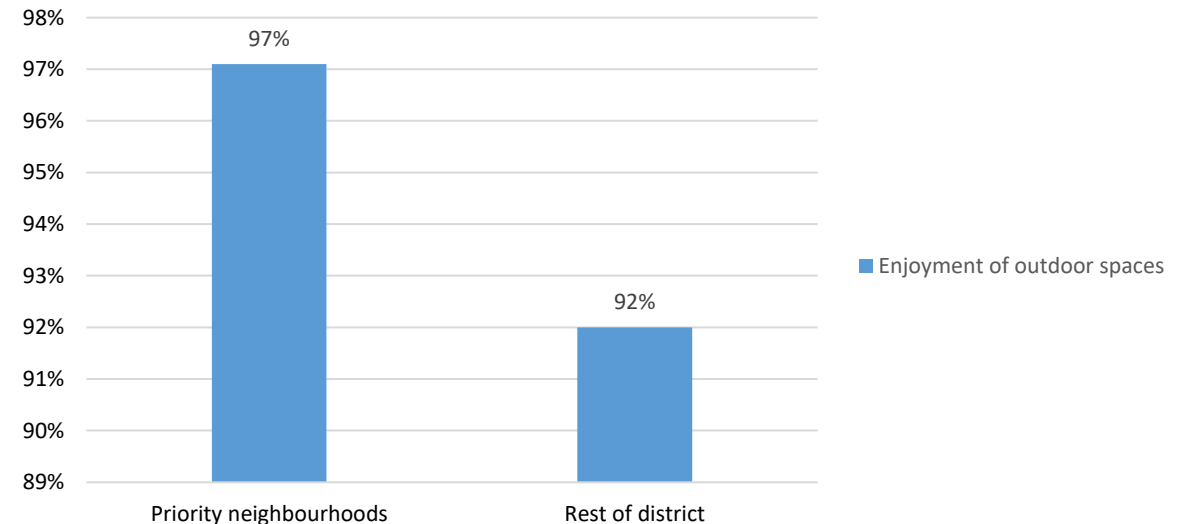
What factors would encourage you to walk (either for commuting, shopping, leisure) as opposed to using other modes of transport?



- Those aged between **16-34** are more likely to walk if in close proximity to essential destinations than those aged 65+ (94% compared with 81%).
- **Women** are also more likely to consider walking if close to essential destinations than males (93% compared to 88%).
- Respondents aged between **16-34** are more likely to walk for outdoor enjoyment. This decreases over the age brackets and is lowest for respondents **65+**.

- Respondents in **priority neighbourhoods** are more likely to walk to enjoy the outdoors than respondents in the rest of the district.
- **BAME** respondents are less likely to walk for outdoor enjoyment than white respondents (83% compared to 93%).
- **Patchway Coniston** was the ward that had the highest number of respondents likely to walk for outdoor enjoyment (99%) compared to **Charfield** which had the lowest (36%).

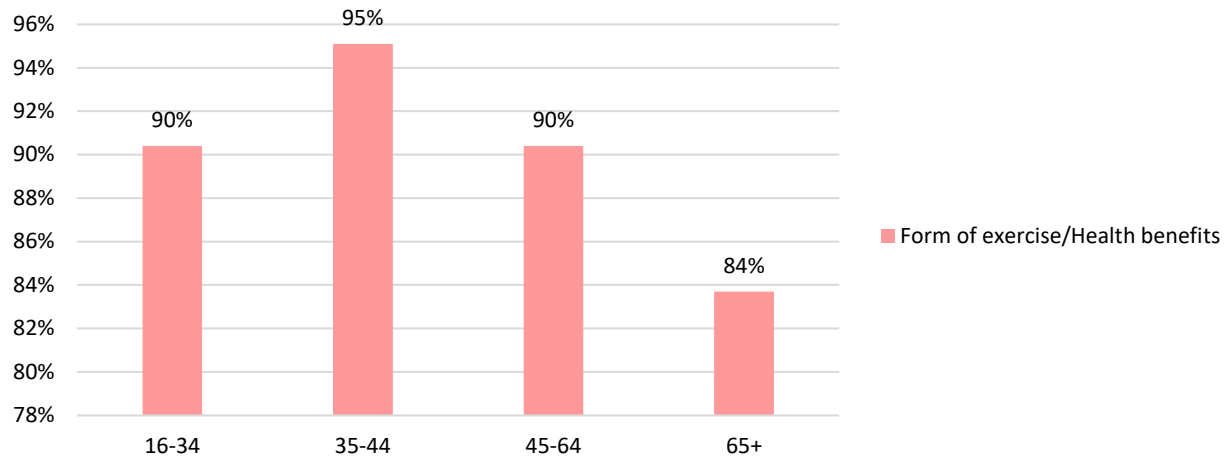
What factors would encourage you to walk (either for commuting, shopping, leisure) as opposed to using other modes of transport?



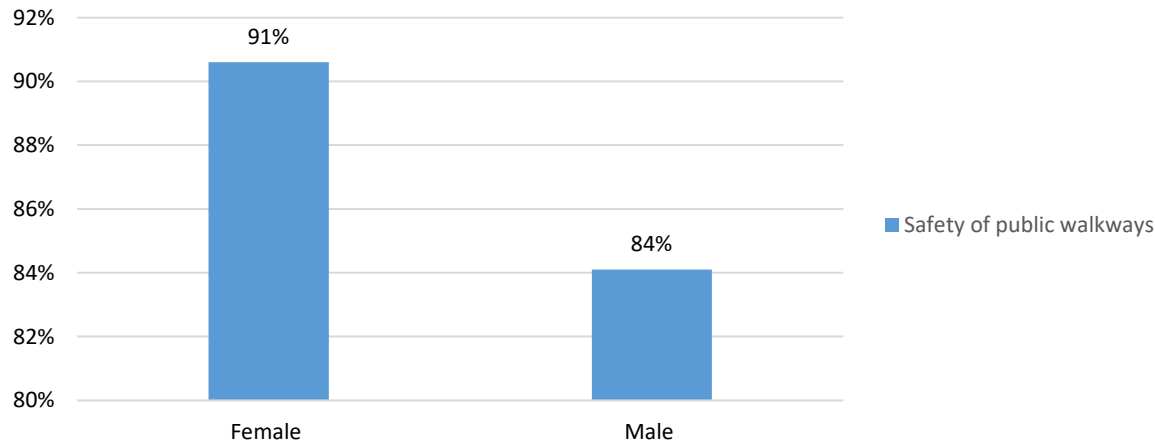
Walking

What factors would encourage residents to walk: (Question 15)

What factors would encourage you to walk (either for commuting, shopping, leisure) as opposed to using other modes of transport?



What factors would encourage you to walk (either for commuting, shopping, leisure) as opposed to using other modes of transport?



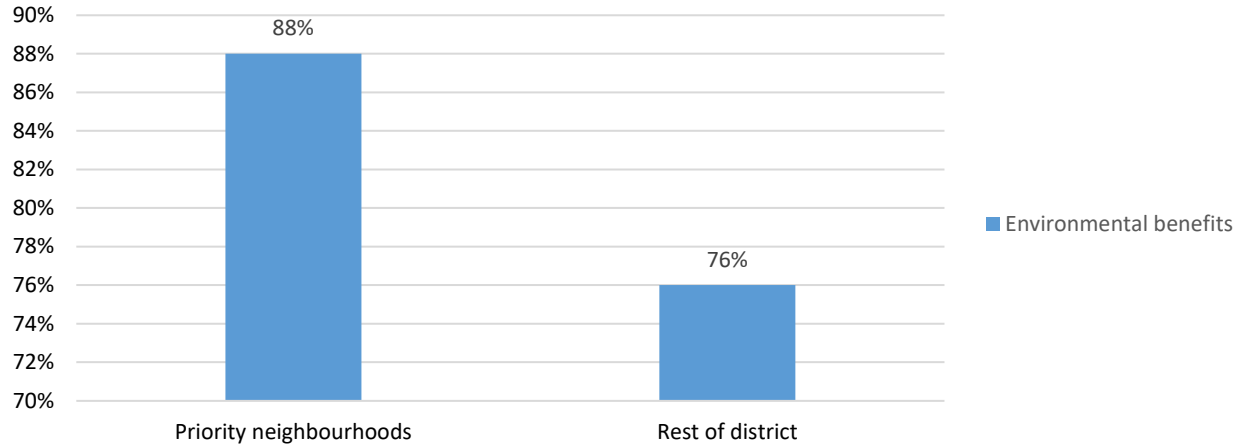
- Those aged between **35-44** are more likely to walk for exercise and health benefits than all other age categories.
- **Women** are more likely to walk if they have access to safe pathways (91%).
- Those aged between **16-34** are more likely to walk if pathways are safer than any other age category (96%). Likelihood of walking decreases throughout the age categories. 65+ are least likely to be encouraged to walk due to safer pathways (82%).
- **BAME** respondents are less likely to walk as a more economic mode of transport than white respondents (32% compared to 17%).
- Those in **priority neighbourhoods** are more likely to walk as a more economic form of transport than the rest of the district (80% compared to 61%).
- **Women** are also more likely to walk as a mode of free transport than men (67% compared to 60%).

Walking

What factors would encourage residents to walk:

(Question 15)

What factors would encourage you to walk (either for commuting, shopping, leisure) as opposed to using other modes of transport?



- Respondents in **priority neighbourhoods** are more likely to walk for environmental benefits than the rest of the district (88% compared to 76%).
- **Women** are more likely to walk for environmental benefits than men (81% compared to 74%).
- Those aged **65+** are less likely to walk for environmental benefits than those aged between 16-34 (72% compared to 84%).
- Respondents are more likely to walk if paths and walkways are better maintained.

- Overall 62% of respondents are more likely to walk for the financial savings.
- Respondents in **priority neighbourhoods** are more likely to walk for financial benefits than those in the rest of district (79% compared to 60%).
- **BAME** respondents are more likely to walk for the financial savings than white respondents (76% compared to 61%).
- **Women** are also more likely to walk for this reason than men (66% compared to 58%).

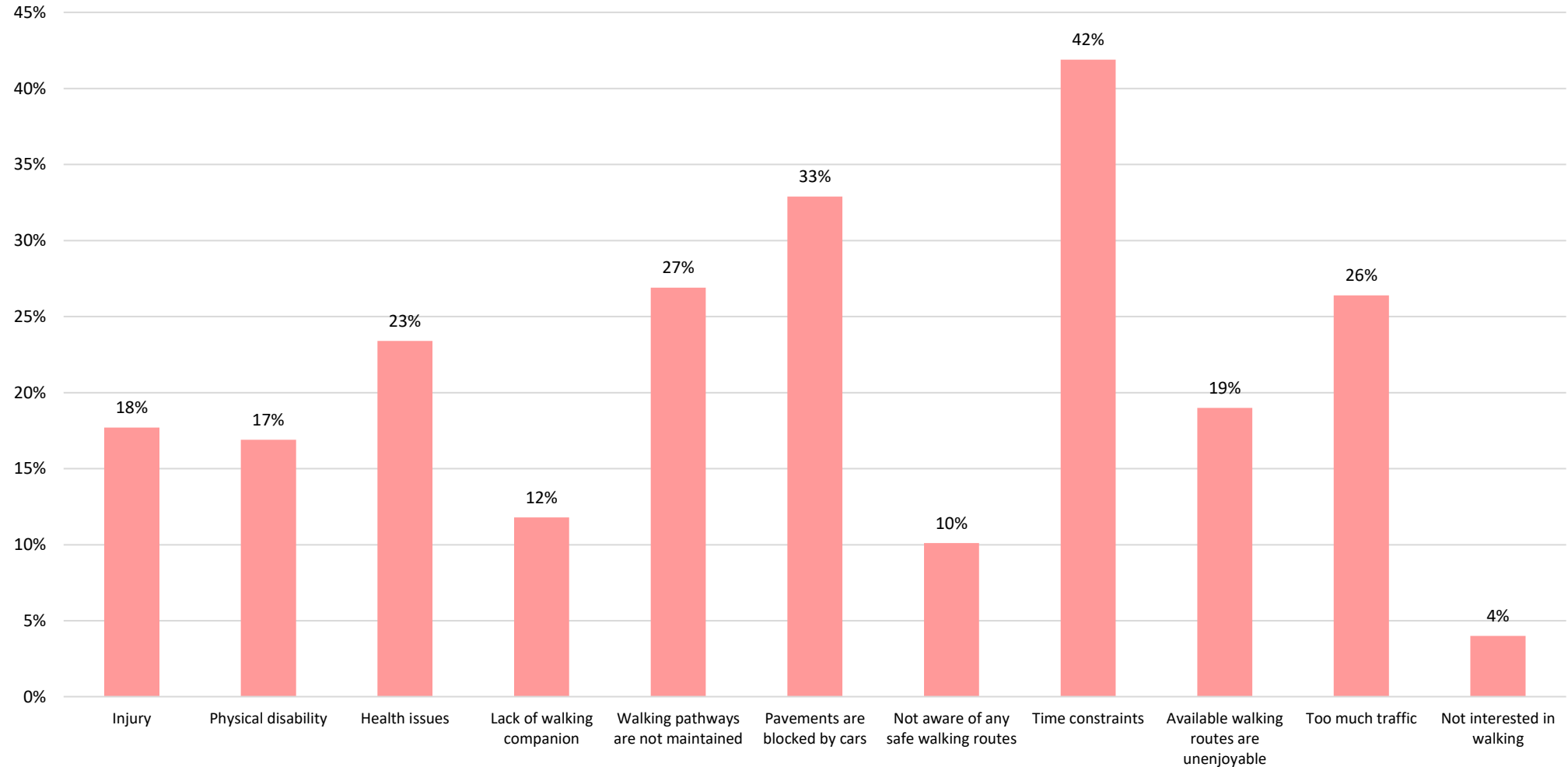
Comment	No. of respondents
What factors would encourage you to walk more (either for commuting, shopping, leisure) as opposed to other modes of transport?	
Better maintenance of paths/walkways	9
Safer walking routes	6
Less traffic	5
Less litter	2
Closer to amenities	2
Lighting on paths	1
Walking companion	1
Better access for disabled	1

Walking

(Question 16)

- Overall, respondents found time constraints prevented them from walking the most (42%). Closely followed by pavements and paths being blocked by cars (33%).

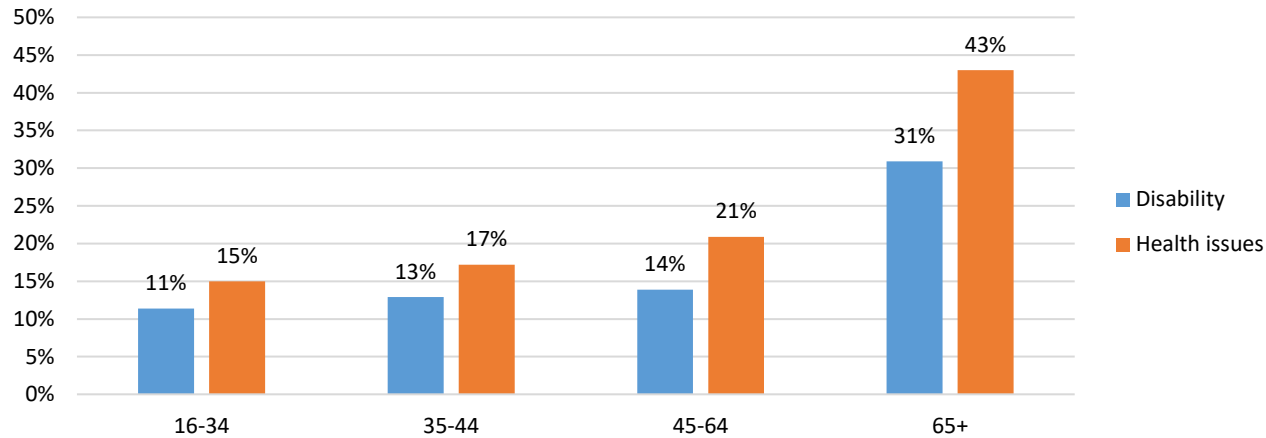
Please identify the reasons that may prevent you from walking:



Walking

Key reasons that prevent residents from walking:

Please identify the reasons that may prevent you from walking: (Question 16 & 17)



Comment	No. of respondents
If you're not interested in walking, what are the reasons for this?	
Blocked pavements (cars, cyclists)	35
Paths not maintained	29
Health issues	17
Weather	15
Litter	12
Length of walks (distance)	11
Walking routes are crowded	10
Lack of safe routes	10
Too much traffic	8
Age	7
Lack of local walks/maps	7
Impractical	5
Lack of facilities	4
Lack of safe crossings	3
Pollution	2
Time constraints	1
Covid-19 restrictions	1

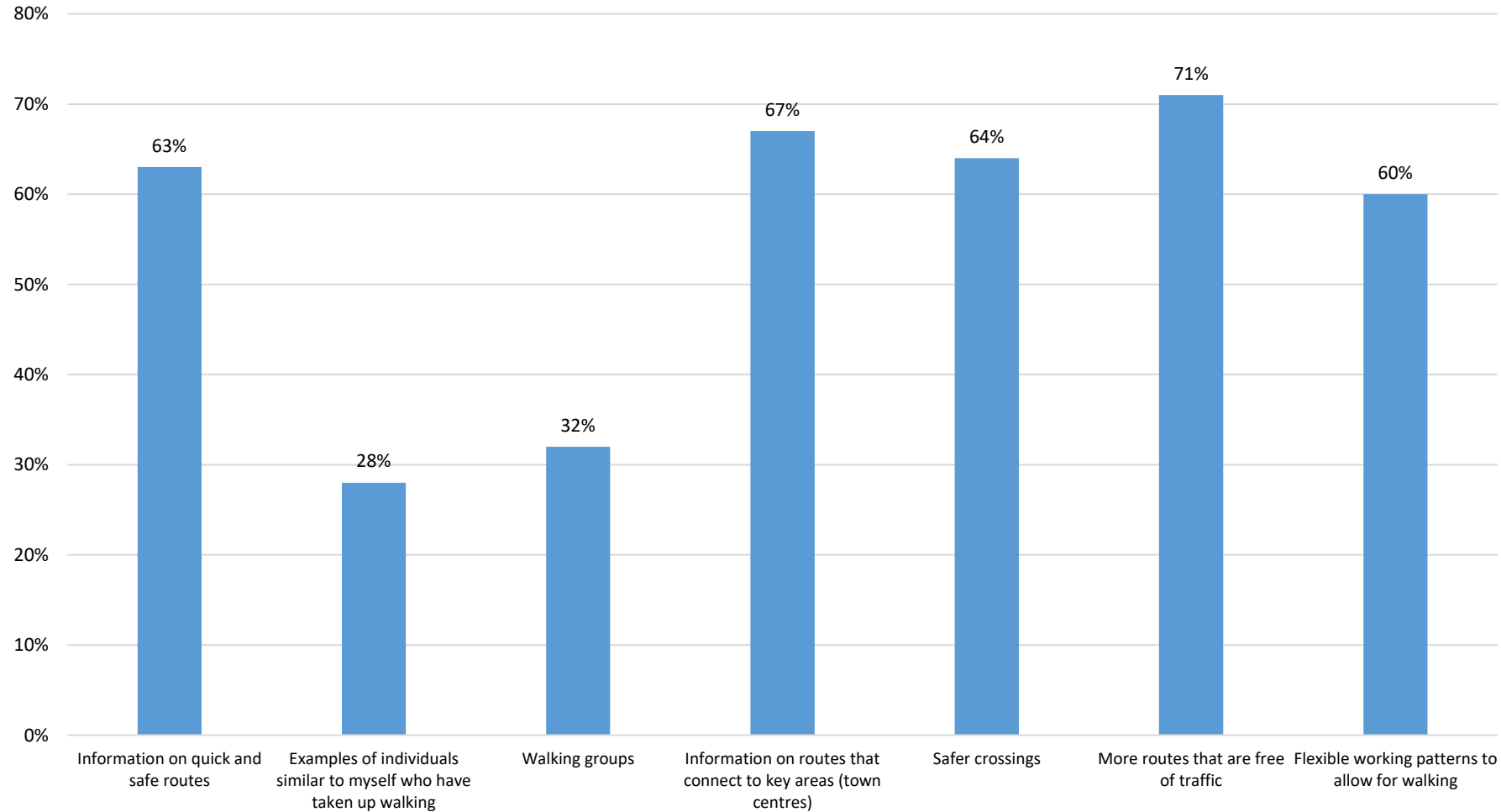
- **Women** find a lack of companion a barrier to walking (17%) more than men (7%). Those aged **35-44** are also more likely to walk less if they don't have a companion than respondents aged 16-34 (21% compared to 6%).
- Those aged **45-64** and **65+** find that pavements blocked by cars prevent them from walking (38% and 36% respectively) more so than other age categories.
- **BAME** respondents were more likely to walk less if not aware of any safe walking routes (29%) this is much higher than white respondents (10%). **Women** were also more likely to walk less due to lack of knowledge of safe routes (13% compared to 8% of men). Respondents aged **65+** were less likely to find this a barrier to walking than 16-34 year olds (5% compared to 13%).
- **Women** were more likely to be restricted by time than men (49% compared to 36%). **BAME** respondents are also more likely to walk less due to time constraints than white respondents (72% compared to 42%). Those aged between **35-44** are the most likely to be restricted by time constraints (65%) than other age categories. Respondents aged **65+** were less likely to find this a barrier to walking (12%).
- **Women were** more likely to find too much traffic a barrier to walking than men (31% compared to 23%).
- The main reasons respondents gave for not walking were that pavements are often blocked by cars and cyclists.

Walking

(Question 18)

- Overall, respondents felt that having access to more traffic free walking routes would be most effective in encouraging them to walk (71%). Closely followed by receiving information on walking routes that connect to key areas (67%).

What factors would be effective in encouraging you to walk more?

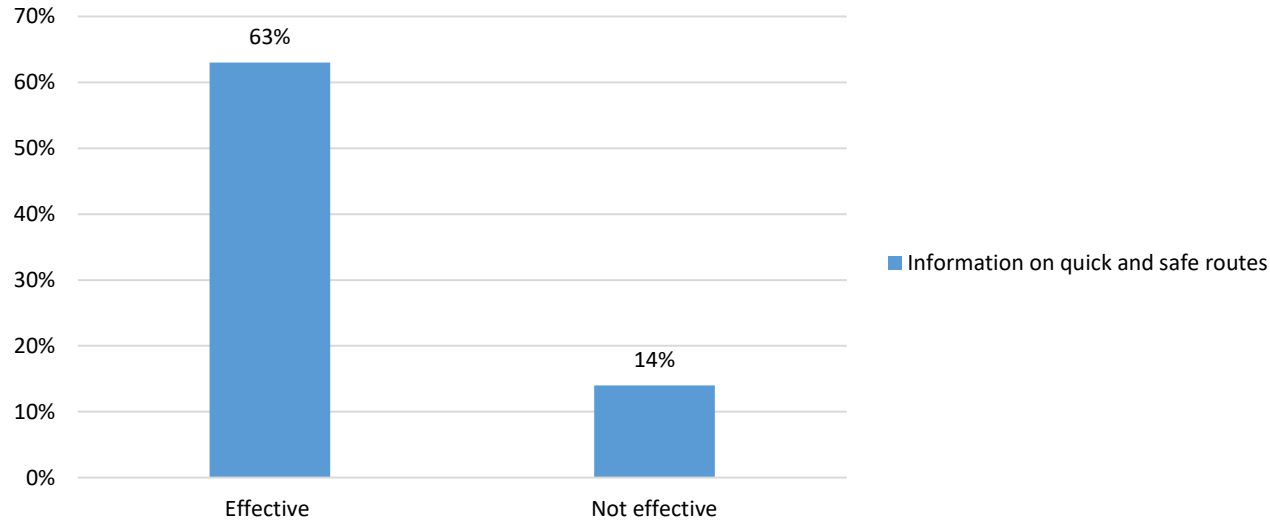


Walking

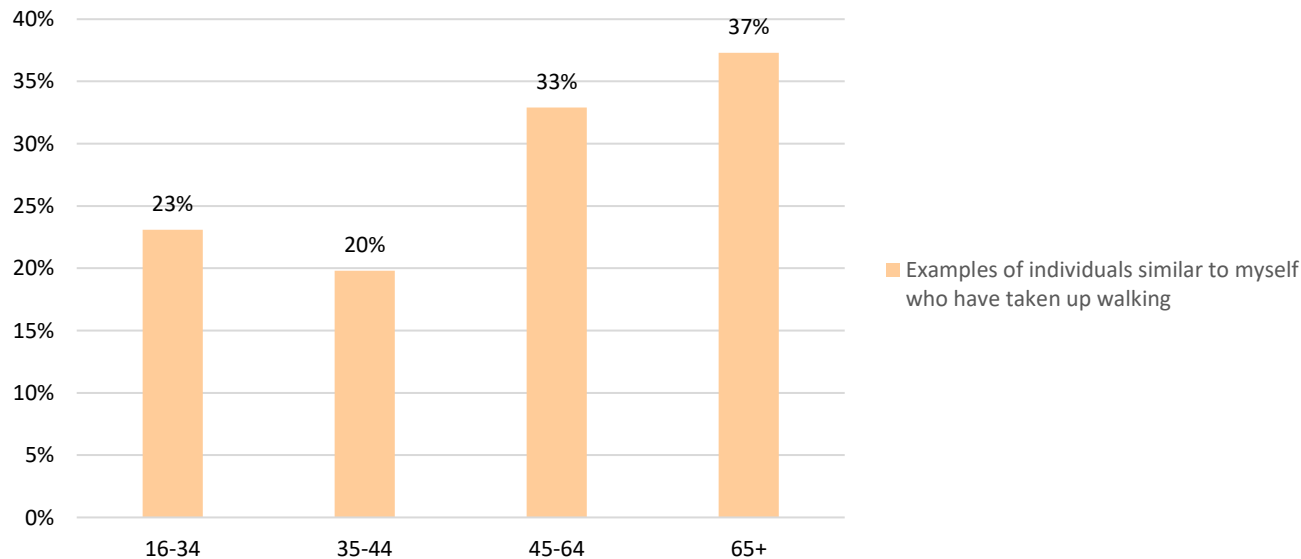
Key factors that would encourage residents to walk more:

(Question 18)

What factors would be effective in encouraging you to walk more?



What factors would be effective in encouraging you to walk more?



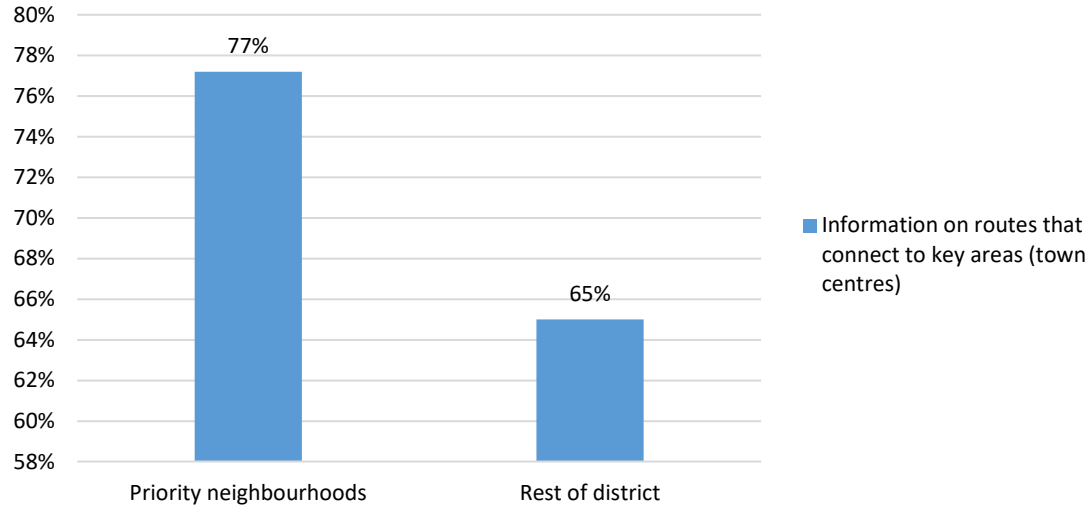
- **Disabled** respondents are less likely to find information on quick and safe walking routes effective in encouraging them to walk more compared to non disabled respondents (52% compared to 65%).
- **Women** are more likely to find this effective in encouraging them to walk more than men (66% compared to 60%).
- **BAME** residents are significantly more likely to walk if they have access to information on quick routes than compared to white respondents (83% compared to 61%).
- Those in **priority neighbourhoods** are more likely to walk if they have access to information on quick and safe routes compared to the rest of the district (70% compared to 62%).
- Respondents in **priority neighbourhoods** had a higher percentage of respondents thinking example stories would be effective in encouraging them to walk more (40%) compared to the rest of the district (27%).
- **Women** are more likely to walk if they are part of a walking group (37%) this is a higher rate than men (28%).
- Those aged **65+** are likely to find walking groups effective in encouraging them to walk more than all other age categories (41%). Respondents aged 16-34 were least likely to find this effective (21%).
- Respondents in **priority neighbourhoods** are more likely to walk if there are safer crossings on roads compared to the rest of the district (78% compared to 62%).

Walking

Key factors that would encourage residents to walk more:

(Question 18)

What factors would be effective in encouraging you to walk more?



- Those in **priority neighbourhoods** are more likely to walk if they have access to walking routes that connect to key areas (e.g. town centres) (77%) this is a higher percentage than those in the rest of the district (65%).
- **Disabled** respondents are less likely to find walking routes connecting key areas effective, more so than non disabled respondents (58% compared to 69%).
- Those aged between **16-34** are more likely to find walking routes connecting key areas effective compared to other age categories (73%). Respondents aged 65+ were least likely to find this an effective way to encourage them to walk more (51%).
- **Women** are more likely to walk if they have access to safer road crossings (77%) this is higher than men (53%).

- **BAME** respondents are more likely to walk if they have access to traffic free walking routes (93%) this is significantly higher than white respondents (70%).
- **Disabled** respondents are less likely to find traffic free walking routes effective than non disabled respondents (49% compared to 74%). However, disabled respondents are more likely to walk than non disabled respondents if they have flexible working patterns (76% compared to 59%).
- Those aged between **16-34** are more likely to walk if they have flexible working patterns compared to other age categories (77%). This percentage decreases over the age categories with 65+ having the lowest figure (28%).

Comment	No. of respondents
What factors would be effective in encouraging you to walk more?	
Better access for disabled residents	14
Better maintained paths/pavements	13
Safer routes	9
Separate pedestrian/cycle paths	6
More facilities	5
Ability to walk in other areas (Covid-19 restrictions)	4
Maps/walking guides	4
Safer crossings	3
More police	3
Less litter	3
Walking groups	2
Weather	2
Better public transport links	2
No parking on pavements	2
Routes free from barriers	1
Walking companion	1
Less pollution	1
Quieter routes	1
Leads compulsory for dogs	1

South Gloucestershire



Climate Change: Cycling

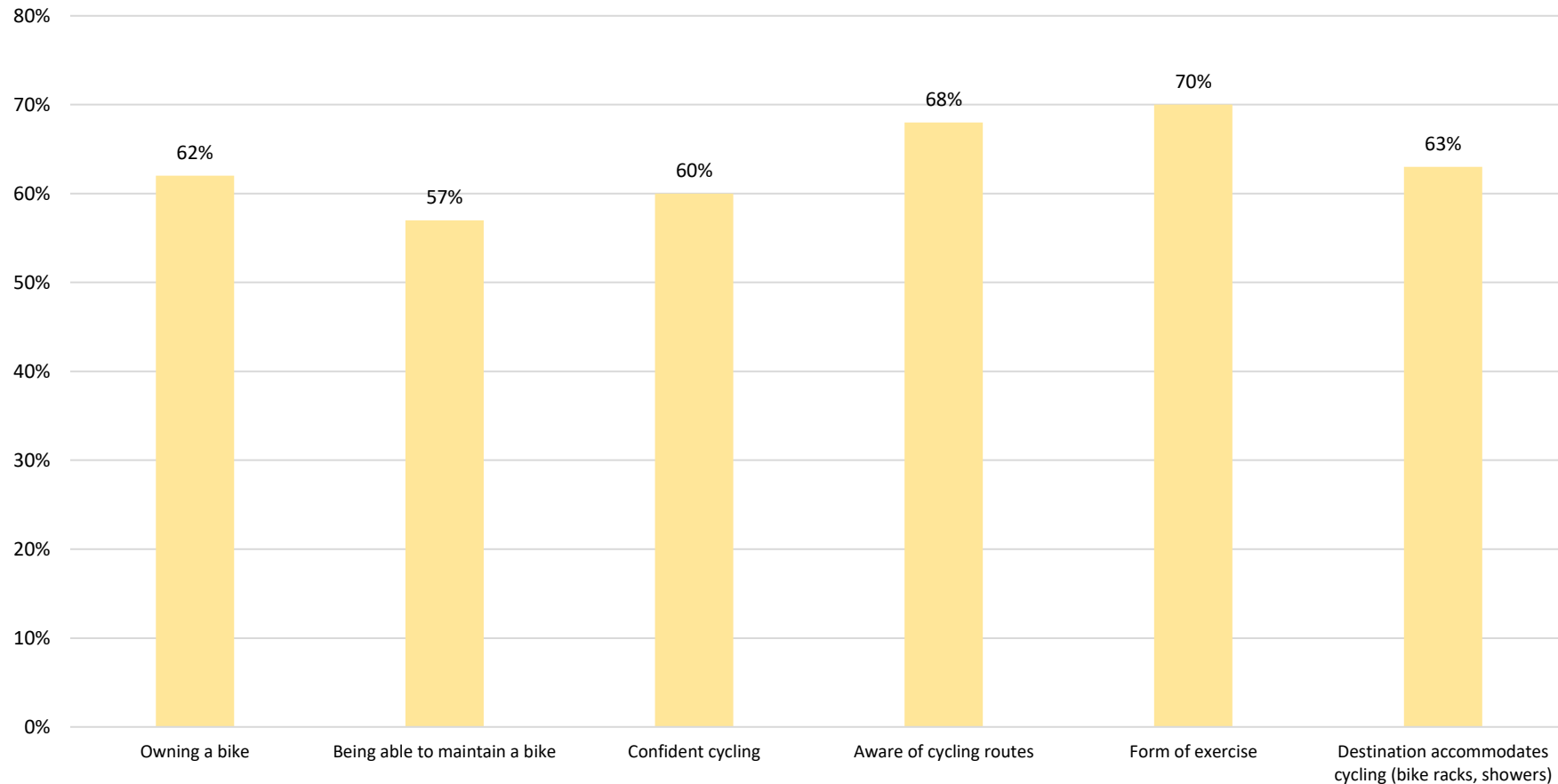
These questions aimed to gain an understanding into the reasons why residents may or may not cycle and what might encourage them to start cycling.

Cycling

(Question 19)

- Overall, respondents are more likely to cycle as a form of exercise (70%). Respondents also stated that if they had access to cycling routes this would also encourage them to cycle (68%).

What factors would encourage you to cycle (either for commuting, shopping, leisure) as opposed to using other modes of transport?

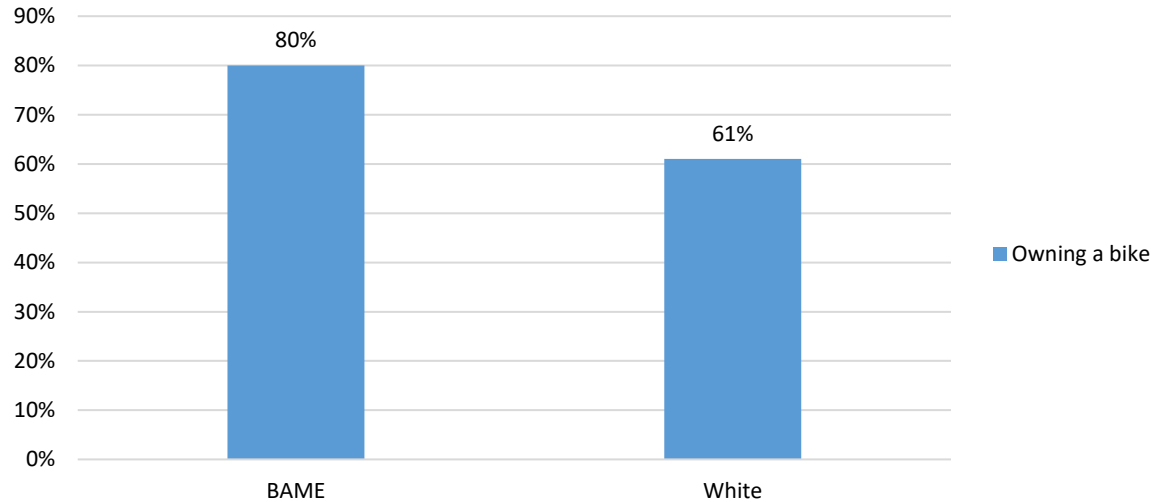


Cycling

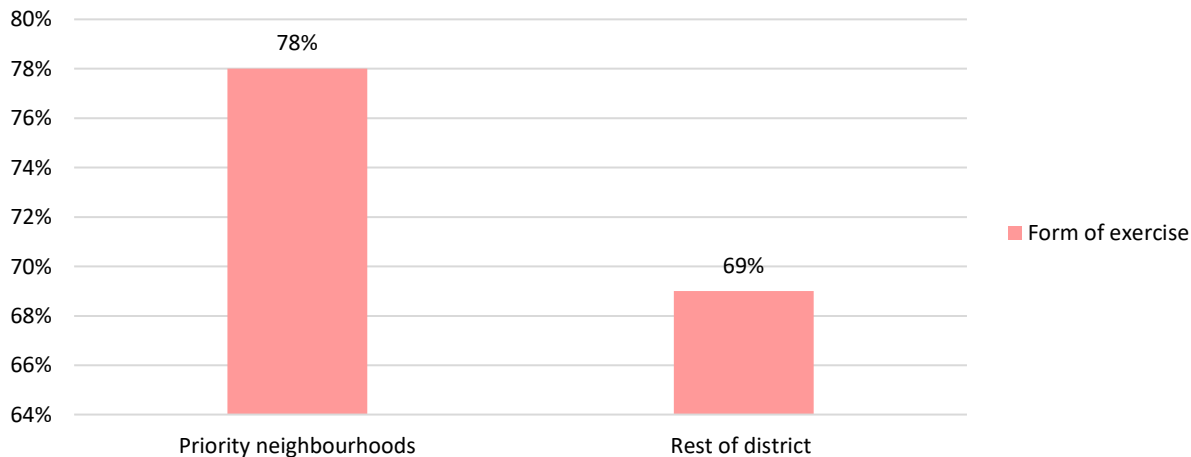
What factors would encourage residents to cycle:

(Question 19)

What factors would encourage you to cycle (either for commuting, shopping, leisure) as opposed to using other forms of transport?



What factors would encourage you to cycle (either for commuting, shopping, leisure) as opposed to using other forms of transport?



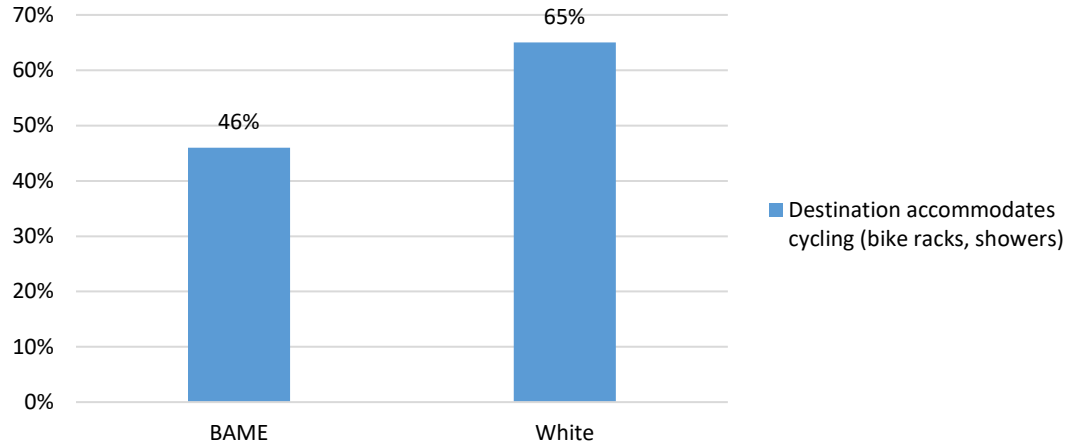
- **BAME** respondents are more likely to cycle than white respondents if they own a bike (80% compared to 61%).
- Respondents in **priority neighbourhoods** are less likely to cycle if they own a bicycle than the rest of the district (52% compared to 63%).
- **BAME** respondents are considerably more likely to cycle if they own a bicycle than white respondents (80% compared to 61%). **BAME** respondents are also more likely to cycle if they are able to maintain a bicycle (80% compared to 56%).
- Those aged between **16-34** are more likely to cycle if they owned a bicycle than other age categories (73%). Respondents aged 65+ are least likely to cycle if they own a bicycle (34%).
- **Women** are more likely to cycle if they are confident (65%) this is higher rate than men (55%).
- Respondents aged between **16-34** are also more likely to cycle if they are confident (73%) compared to all other age categories. Those aged between 16-34 are also more likely to cycle if they are aware of cycling routes (82%). Respondents aged 65+ are least likely to cycle if aware of cycling routes.
- Those aged **65+** are less likely to cycle as a form of exercise than other age categories (49%). Respondents aged between 35-44 are more likely to cycle as a form of exercise (83%).

Cycling

What factors would encourage residents to cycle:

(Question 19)

What factors would encourage you to cycle (either for commuting, shopping, leisure) as opposed to using other forms of transport?



- **White** respondents are more likely to cycle if the destination they're travelling to accommodates cycling (65% compared to BAME respondents 46%).
- **Disabled** respondents are more likely to cycle if the destination they're travelling to accommodates cycling (79%) this is higher than non disabled respondents (60%).
- **Men** are also more likely to cycle if the destination they're travelling to accommodates cycling (66% compared to 60% of women).
- Respondents aged between **16-34** are more likely to cycle if their destination accommodates cycling more than other age categories (75%). Those aged 65+ are least likely to cycle for this reason (32%).
- Respondents are more likely to cycle if paths and roads are safer.

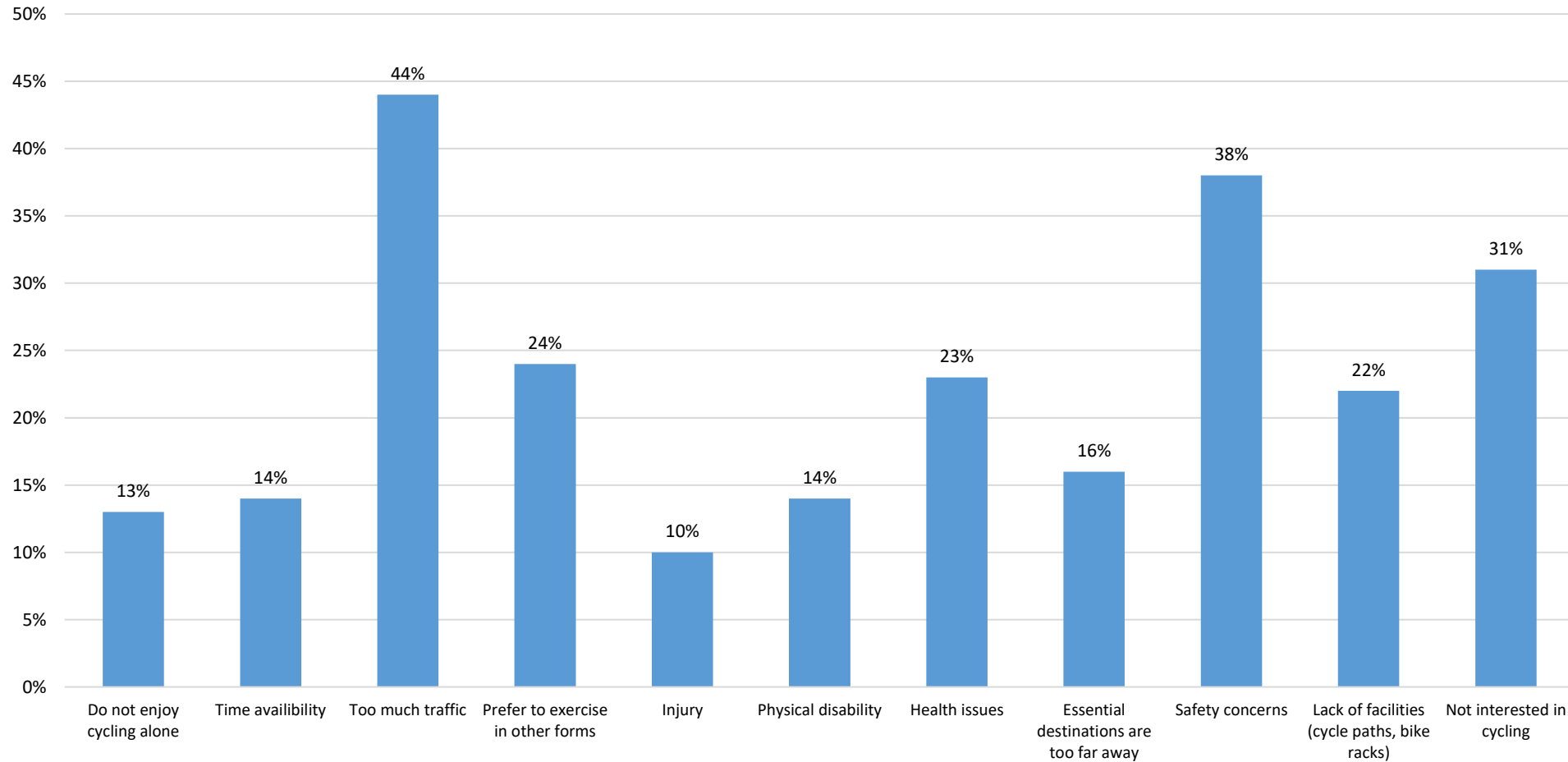
Comment	No. of respondents
What factors would encourage you to cycle more (either for commuting, shopping, leisure) as opposed to other modes of transport?	
Safer roads/cycle paths	30
Traffic free routes	14
Dedicated cycle lanes	11
Safe storage for bicycles	7
Specialist bicycles	5
More police	3
More facilities	2
Cycle groups	1
Better public transport to other areas	1
Less pollution	1
Weather	1
Better connected routes	1
Cycle to work scheme	1
Community repair workshops	1

Cycling

(Question 20 & 21)

- Overall, respondents found traffic a barrier to cycling (44%). Closely followed by safety concerns (38%).

Identify the reasons that may prevent you from cycling:



Cycling

Key reasons that prevent residents from cycling:

(Question 20 & 21)

- **Women** find cycling alone a barrier to cycling more so than men (17% compared to 9%). Women also prefer to exercise in different ways (28%) compared to men (21%). Men are more likely to be prevented by injury than women (12% compared to 8%).
- Those aged **65+** are more likely to find physical disability a barrier to cycling compared to other age categories (18%). Respondents aged between 16-34 were less likely to find physical disability a barrier to cycling (8%). Furthermore, respondents aged 65+ were also more likely to be prevented by ongoing health issues (30%).

Comment	No. of respondents
Identify the reason that may prevent you from cycling:	
Unable to ride a bicycle	31
Age	30
Health issues	14
Unsafe paths/routes	12
Cycle routes are crowded	10
Weather	9
Too much traffic	9
Prefer to exercise in other ways	8
Disability	6
Impractical	5
Poor storage facilities	4
Cycle routes are too advanced	4
Issues between cyclists and vehicles	3
Unenjoyable	2
Incomplete cycle lanes	2
Previous accidents	2
Lack of confidence	2
Cost	2
Restricted travel (Covid-19)	2
Time availability	2
Not aware of any routes	2
Pollution	1
Unable to cycle from home	1
No cycling companion	1
Bicycle maintenance	1

Comment	No. of respondents
If you're not interested in cycling, what are the reasons for this?	
Age	75
Unsafe routes	40
Prefer other types of exercise	37
Unable to cycle/do not own a bicycle	28
Heavy traffic	21
Health issues	20
Unenjoyable	18
Disability	8
Prefer to drive	7
Time constraints	6
Attitudes from other road users	5
Lack of confidence	5
Weather	4
Impractical	4
Cost	4
Physical injury	3
Unsuitable routes	3
Paths are not maintained	1
Pollution	1
Live too far from cycle routes	1
Lack of safe storage	1

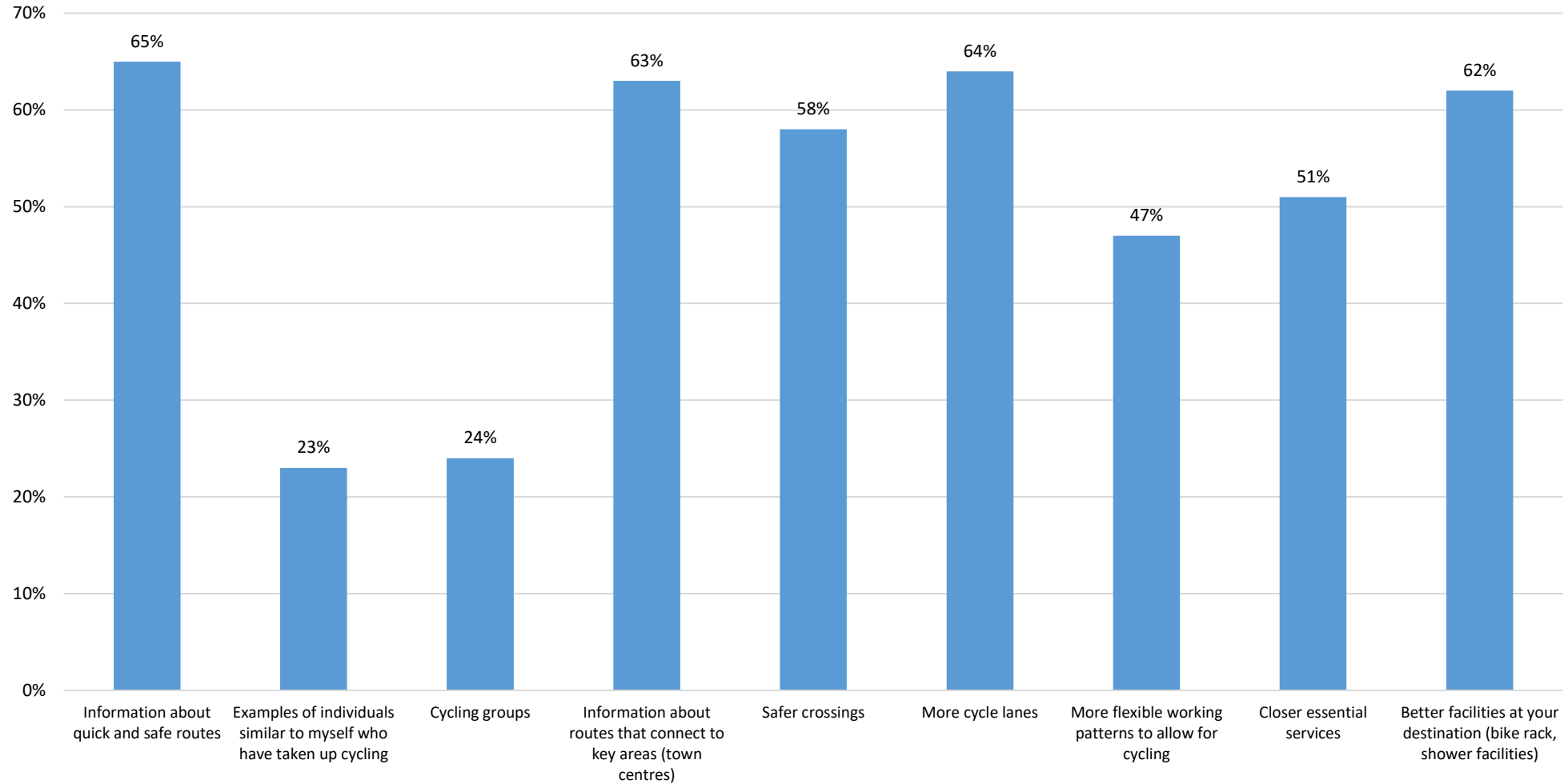
- Non disabled respondents are more likely to be restricted by time availability than **disabled** respondents (16% compared to 7%). Furthermore, non disabled respondents are more likely to find traffic a barrier to cycle than non disabled respondents (47% compared to 29%).
- White respondents are more likely to not be interest in cycling compared to **BAME** respondents (32% compared to 14%).
- The most common reason respondents gave for not being interested in cycling was age, followed by safety concerns over cycle routes.

Cycling

(Question 22)

- Overall, respondents are more likely to cycle if they have information on quick and safe routes (65%). Closely followed by access to more cycle lanes (64%).

What factors would be effective in encouraging you to cycle more?

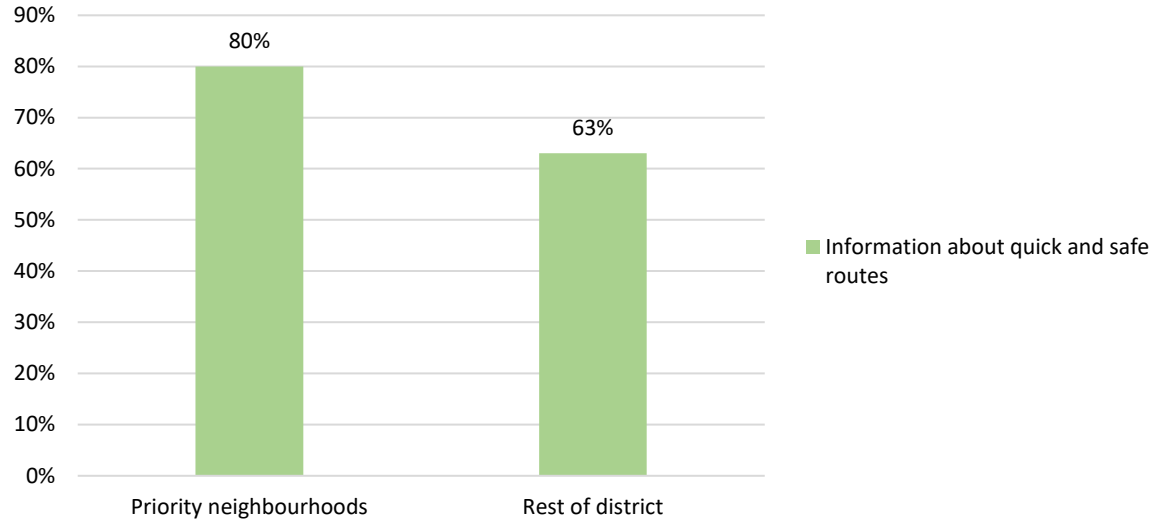


Cycling

Key factors that would encourage residents to cycle more:

(Question 22)

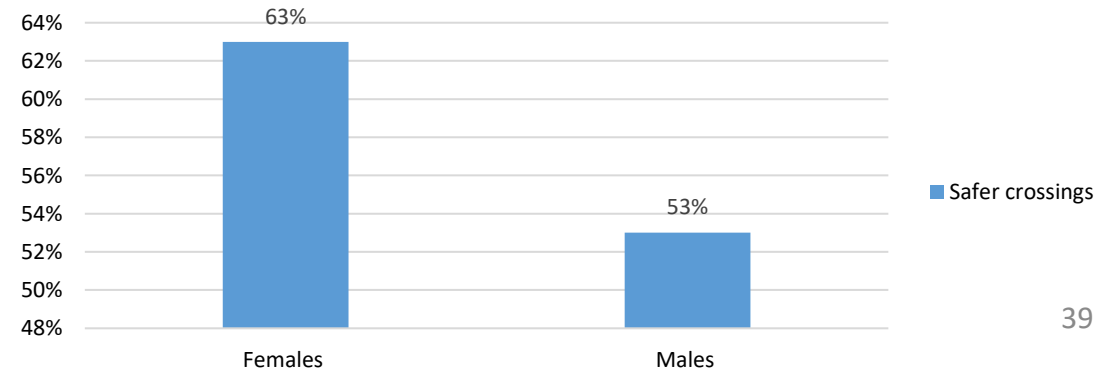
What factors would be effective in encouraging you to cycle more?



- Those in **priority neighbourhoods** are more likely to cycle if they have access to information on quick and safe routes (80%), significantly higher than the rest of the district (63%).
- **BAME** respondents are more likely to cycle than white respondents if they have access to quick and safe routes (92% compared to 65%).
- **Women** are also more likely to cycle than men if they have access to quick and safe routes (71% compared to 60%). Women are also more likely to cycle than men if they have flexible working patterns (51% compared to 44%).

- **Women** are more likely to cycle than men if they have access to safer crossings (63% compared to 53%).
- Those in **priority neighbourhoods** are more likely to cycle if they have access to routes that connect to key areas (e.g. town centres) (76%). This is higher than those in the rest of the district (61%).
- Respondents aged between **35-44** are more likely to cycle if they have access to routes that connect to key areas than all other age categories (70%). Those aged 65+ are least likely to cycle (39%). Those aged between 35-44 are also more likely to cycle if they have access to safer crossings (66%). Those aged 65+ are least likely to cycle due to safer crossings (46%).
- **BAME** respondents are more likely to cycle than white respondents if they have access to safer crossings (74% compared to 58%).
- **Charlton & Cribbs** is the ward with the highest percentage of respondents who would cycle more if the crossings were safer (92%).

What factors would be effective in encouraging you to cycle more?

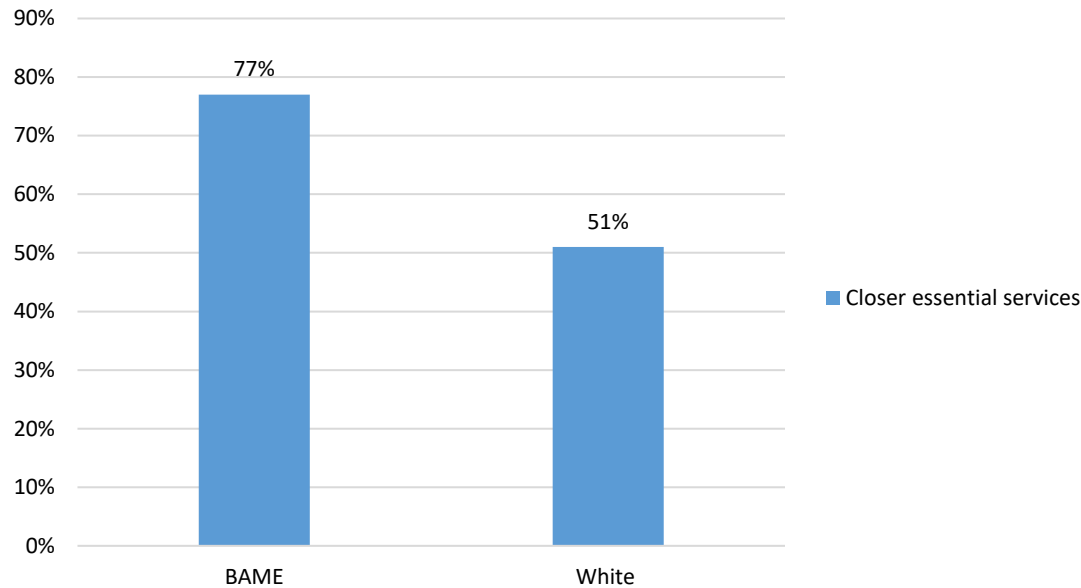


Cycling

Key factors that would encourage residents to cycle more:

(Question 22)

What factors would be effective in encouraging you to cycle more?



- **BAME** respondents are more likely to cycle if essential services are closer (77%) this is higher than white respondents (51%).
- Respondents aged **16-34** are significantly more likely to cycle than 65+ if they have flexible working patterns (62% compared to 9%). Those aged between 16-34 are also more likely to cycle if essential services are closer compared to all other age categories (60%).
- Respondents in **priority neighbourhoods** are more likely to cycle if they are closer to essential services (61%). This is higher than the rest of the district (50%).
- **Disabled** respondents are also more likely to cycle if essential services are closer than non disabled respondents (60% compared 50%).

- Respondents in **priority neighbourhoods** are more likely to cycle than the rest of the district if they have access to better facilities (e.g. bicycle rack, showers) (75% compared to 60%).
- **Disabled** respondents are also more likely to cycle than non disabled respondents if their destination has better facilities (79% compared to 60%).
- **Charlton & Cribbs** is the ward that had the highest rate of respondents stating they would cycle more if destinations had better facilities (97%). **Hanham** was the ward that had the lowest rate (32%).

Comment	No. of respondents
What factors would be effective in encouraging you to cycle more?	
None	33
Safer cycle lanes	14
Better maintained roads/paths	5
Better facilities	4
Safer bicycle storage	4
Safer routes	4
Unable to cycle	3
Access to electric bicycles	3
Less traffic	2
Safer crossings	1
Better signage	1
Better health	1
Less pollution	1
Cycling courses	1
More police	1
Time	1
Cycling only routes	1
Easier routes	1
Cycling groups	1
Reduced cost	1



Climate Change: Retrofitting Homes

Retrofitting homes has become popular in recent years as part of a drive to make properties more energy efficient and sustainable. This can help in reducing carbon emissions and make it easier and more cost effective to manage properties. There are many energy efficient devices that can assist in saving energy such as, solar panels, low flow showerheads and LED lights.

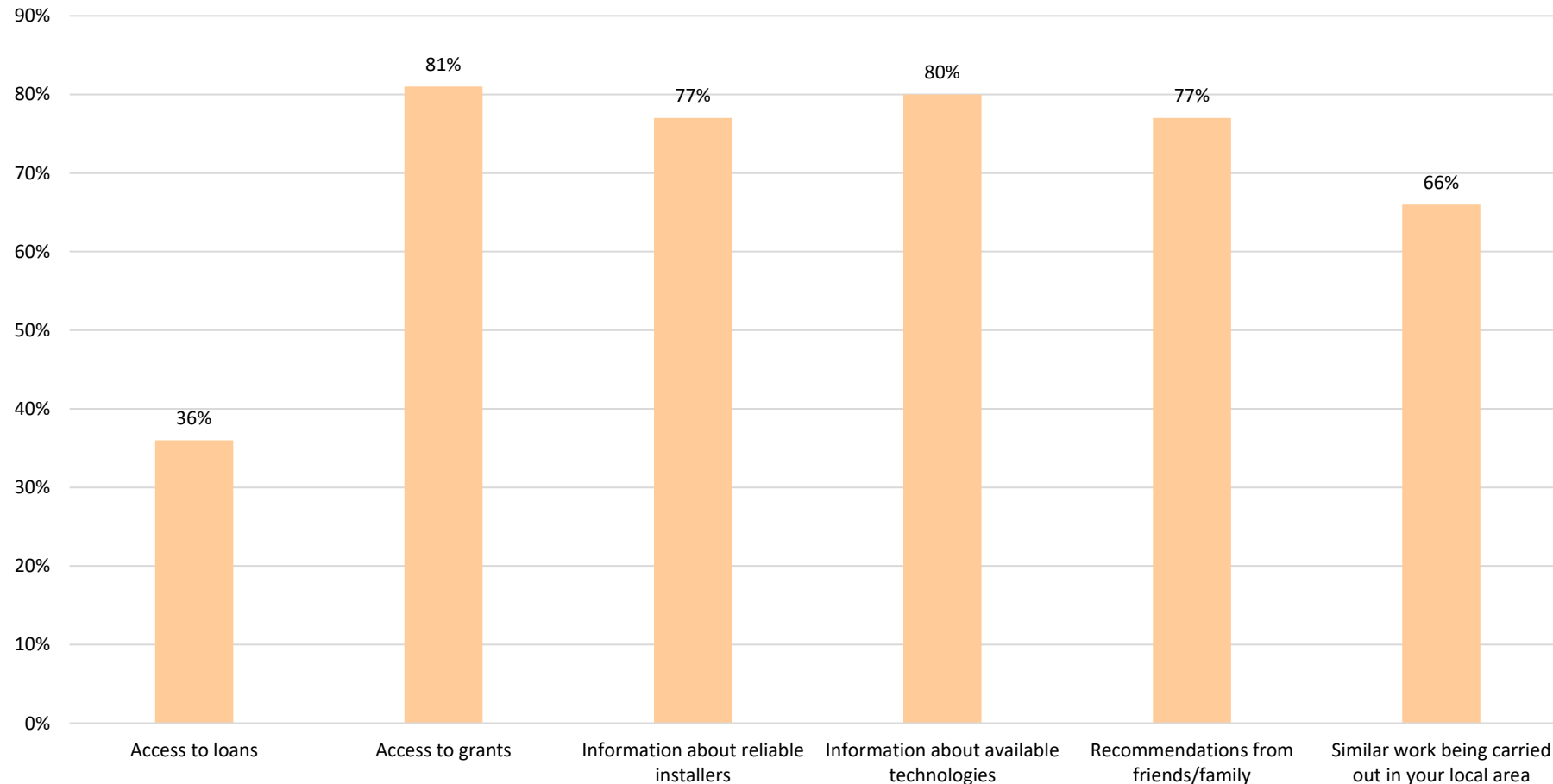
These questions aimed to gain an understanding into the reasons why residents may or may not be interested in energy saving technologies, the reasons for this and what might encourage them to make changes.

Retrofitting Homes

(Question 23)

- Overall, respondents are more likely to invest in energy efficient technologies if they have access to grants (81%). Closely followed by information on technologies that are available to them (80%).

Which factors would be effective in encouraging you to improve the energy efficiency of your home?

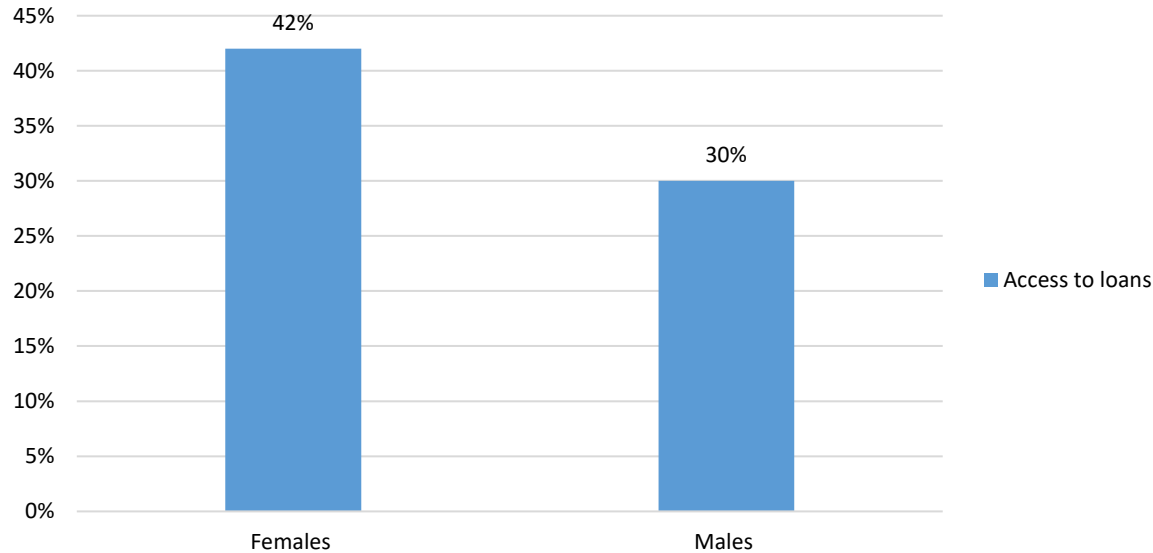


Retrofitting Homes

What factors would encourage residents to improve the energy efficiency of their homes:

(Question 23)

Which factors would be effective in encouraging you to improve the energy efficiency of your home?



- **Women** are more likely to invest in energy efficient technologies if they have access to loans (42%) this is higher than men (30%).
- Those aged between **16-34** are more likely to improve the energy efficiency of their home if they have access to loans than all other age categories (45%). Respondents aged 65+ are least likely to find access to loans encouraging (26%).
- **BAME** respondents are more likely to improve the energy efficiency of their home if they have access to grants than white respondents (94% compared to 81%).
- Non disabled residents are more likely to improve the energy efficiency of their home if they have access to grants than **disabled** respondents (83% compared to 73%).

- **Women** are more likely to improve the energy efficiency of their home if they have information on reliable installers that can be trusted to install the equipment properly (81%). Women are also more likely to find recommendations from friends/family encouraging (80% compared to men 74%).
- Those in **priority neighbourhoods** are more likely to improve the energy efficiency of their home if they have information on the technologies available (90%) this is a higher rate than the rest of the district (78%). Respondents in priority neighbourhoods are also more likely to carry out energy efficiency work in their home if similar work is being carried out in their local area (75%) this is higher than the rest of the district (65%).

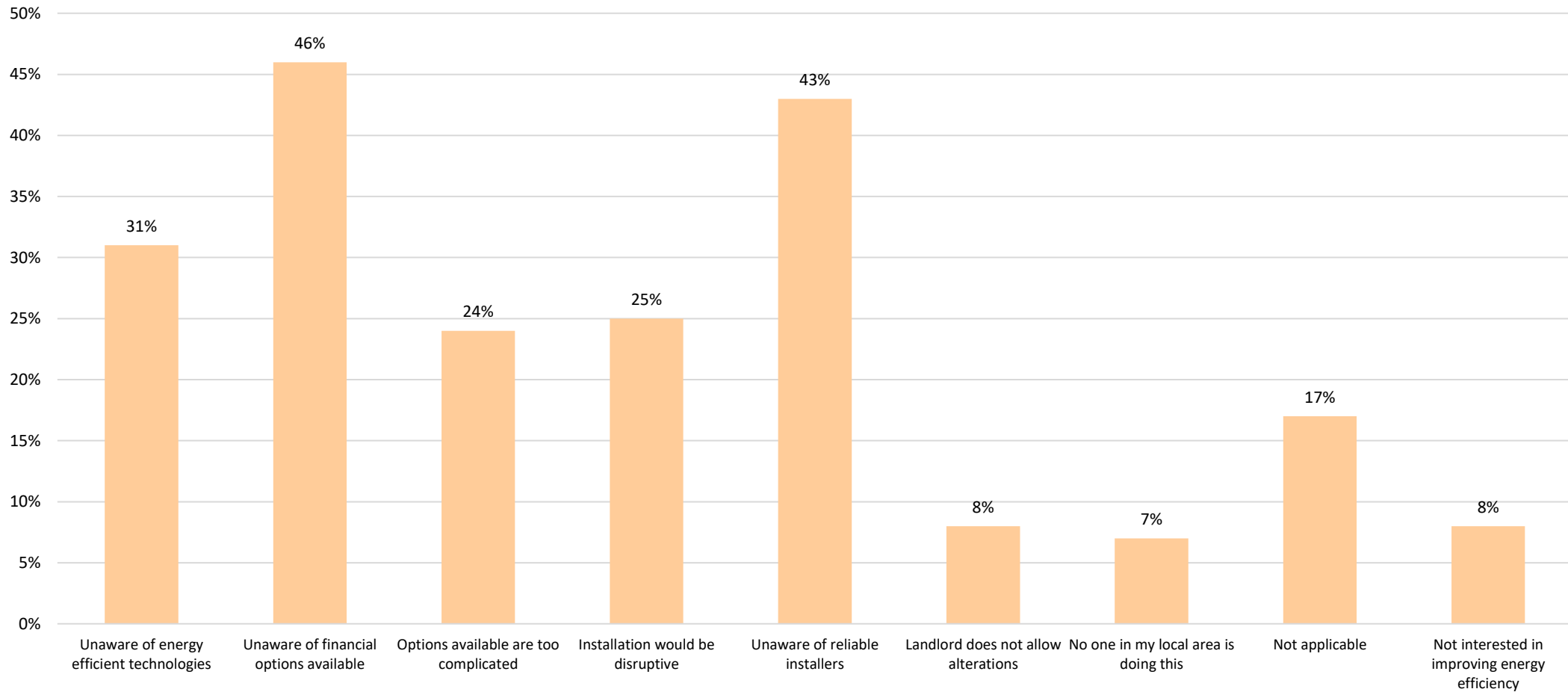
Comment	No. of respondents
Which factors would be effective in encouraging you to improve the energy efficiency of your home?	
Have already made energy efficient changes	16
Do not own property (rented, HA)	12
Cost effective	9
Grants for all improvements	4
Easy to apply for grants	4
Owning a property that can accommodate changes	2
Free installation of equipment	2
Evidence of the benefits	2
Credible government policy	1
Government incentives	1
Club together schemes	1
Examples of properties where similar work has been completed	1
Flexible working to oversee developments	1
Long term maintainability	1
Financial input from landlord	1

Retrofitting Homes

(Question 24 & 25)

- Overall, respondents were unaware of the financial options available to assist with energy efficient technologies (46%). Respondents were also unaware of reliable installers which they found to be a barrier to improving the energy efficiency of their home (43%).

Which factors prevent you from investing in energy efficient technologies in your home?



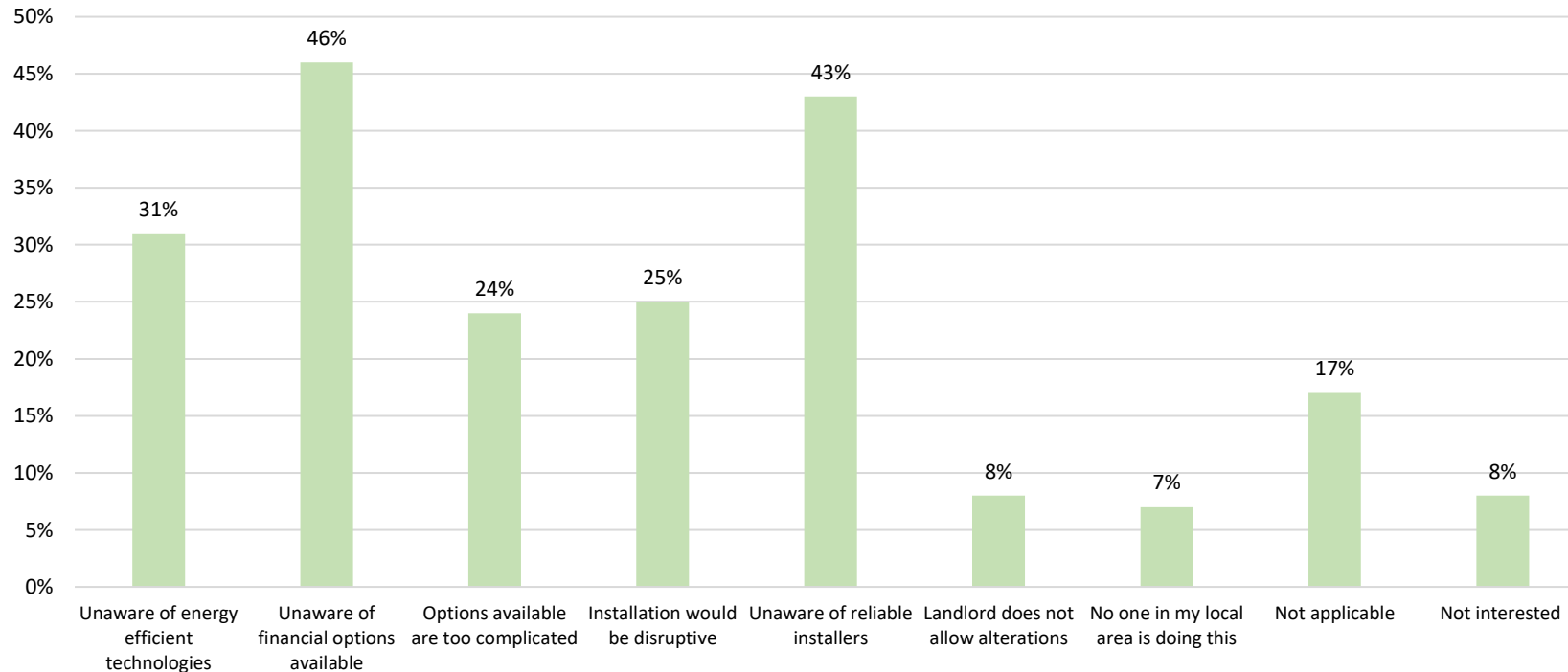
Retrofitting Homes

Key factors that prevent residents from improving the energy efficiency of their homes:

(Question 24 & 25)

- **BAME** respondents are more likely to be unaware of the financial options available to them than white respondents (66% compared to 46%).
- **Women** are more likely to find the disruption of installing equipment a barrier to improving the energy efficiency of their homes (30% compared to men 21%).
- Those in **priority neighbourhoods** are more likely to find their landlords will not allow alterations to their homes than those in the rest of the district (15% compared to 7%). **Disabled** respondents are also more likely to find their landlord will not allow alterations to take place within their property than non disabled respondents (29% compared to 5%).

Which factors prevent you from investing in energy efficient technologies in your home?



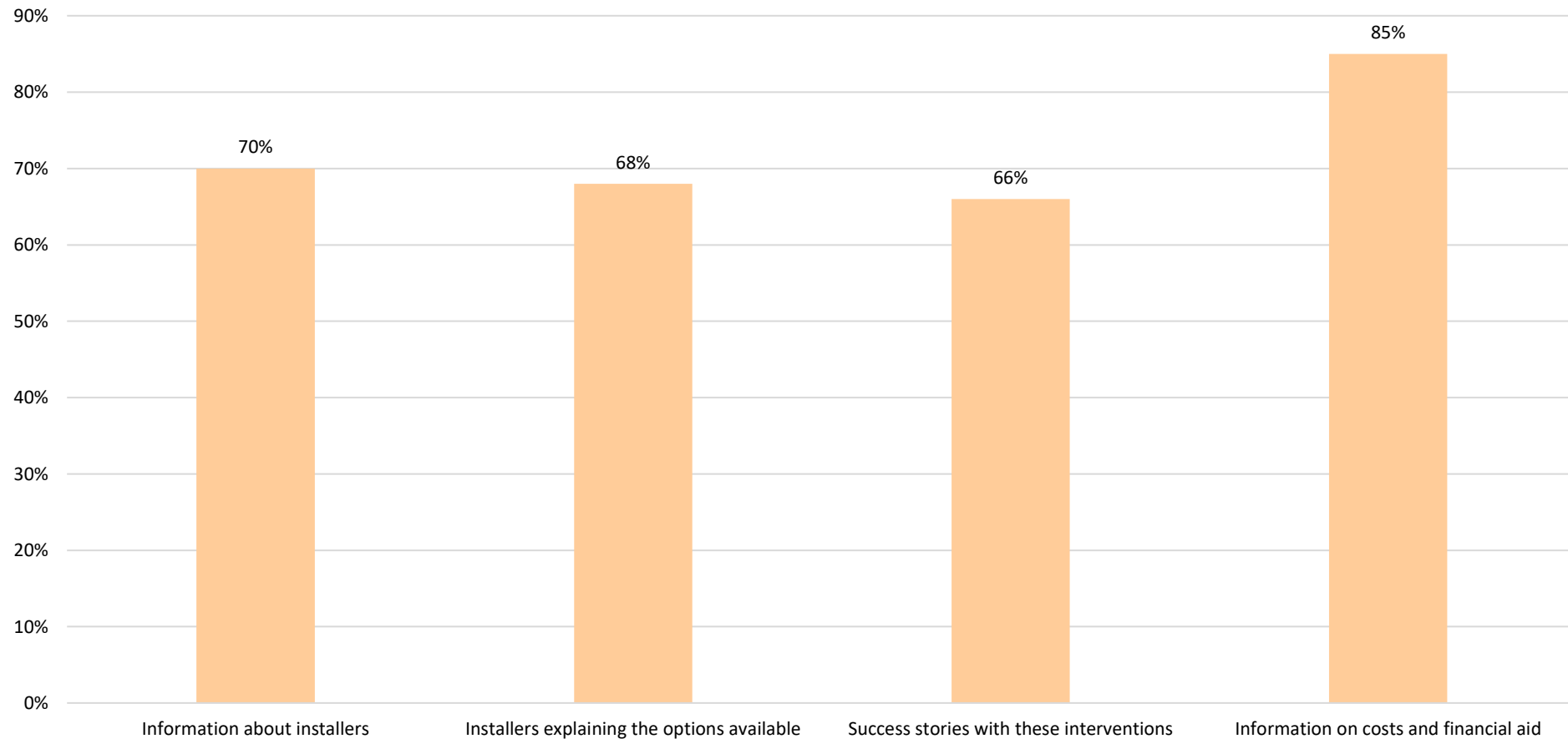
Comment	No. of respondents
If you're not interested in energy efficiency, what are the reasons for this?	
Cost	26
Have already made energy efficient changes	22
Age	6
Too disruptive	6
Technologies can go wrong	5
Unsuitable property to accommodate changes	5
Already energy efficient	5
Lack of understanding	3
Live in a new build property (not needed)	3
Concern over scams	3
Do not own property (rented, HA)	3
Unsure of payback period	2
Moving out of property	2
Not a viable option	1
Time constraints	1

Retrofitting Homes

(Question 26)

- Overall, respondents stated that receiving information on costs and the financial aid available would encourage them to install energy efficient technologies in their homes. Closely followed by detailed information on the installers available (70%).

What factors would be effective in encouraging you to invest in energy efficient technology in your home?

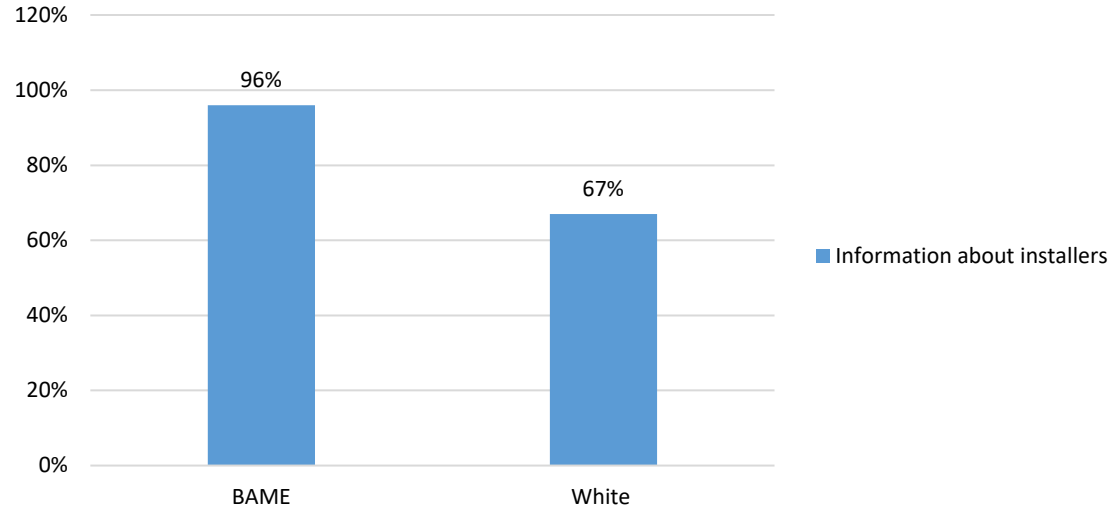


Retrofitting Homes

Key factors that would encourage residents to invest in energy efficient technologies:

(Question 26)

What factors would be effective in encouraging you to invest in energy efficient technology in your home?



- **BAME** respondents are more likely to invest in energy efficient technologies than white respondents if they have information on reliable installers (96% compared to 67%).
- **Women** are also more likely to invest in energy efficient technologies than men if they have information on reliable installers (75% compared to 66%). Women are also more likely to invest in energy efficient technologies if installers explain the options available to them (16% compared to men 12%).
- Respondents aged between **16-34** are more likely to invest if installers explain the options available to them (76%). They are more likely to invest than all other age categories. Those aged between **35-44** are also more likely to invest if they have access to information on costs and the financial help available (92%). This is a much higher rate than those aged 65+ (76%).

- **BAME** respondents are more likely to invest in energy efficient technologies if they have access to information on costs and the financial help available (99% compared to white respondents 84%).
- Those in **priority neighbourhoods** are more likely to invest if they hear about other success stories with these technologies. (76% compared to the rest of the district 65%).

Comment	No. of respondents
What factors would be effective in encouraging you to invest in energy efficient technology in your home?	
Saving money	22
Have already made energy efficient changes	14
Government grants (easy access)	9
Do not own property (rented, HA)	8
Independent information source on technologies	7
Reliable installers	7
Not interested	6
Listed property (unable to make changes)	4
Evidence of benefits	3
Availability of suitable technology	2
No hard sales	2
Credible government policy	2
Examples of properties carrying out similar work	2
New build property (not needed)	2
Moving out of property	2
Already energy aware	2
Trusted scheme/grants	1
Free installations	1
Government incentives	1
How the improvements will look after completion	1

Profile of respondents

	Unweighted sample base	Unweighted %	Census 2011 % (Target for weighting)
Sample base	1207	100%	100.0%
Priority neighbourhoods and rest of district			
Kingswood	46	3.8%	5.5%
Yate & Dodington	24	2.0%	3.0%
Staple Hill	26	2.2%	2.2%
Cadbury Heath	13	1.1%	1.2%
Patchway	14	1.2%	1.7%
Rest of district	1036	85.8%	86.3%
Gender			
Male	626	51.9%	50.0%
Female	516	42.8%	50.0%
Prefer not to say	17	1.4%	
Age group			
16-34	36	3.0%	28.7%
35-44	84	7.0%	17.9%
45-64	454	37.6%	32.6%
65+	556	46.1%	21.0%
Prefer not to say	29	2.4%	
Ethnicity			
White	1055	87.4%	95.0%
BAME	31	2.6%	5.0%
Prefer not to say	73	6.0%	
Disability			
Yes	156	12.9%	16.0%
No	965	80.0%	84.0%
Prefer not to say	38	3.1%	