Budget 2020/21 and Corporate Plan 2020-24 consultation

Version 0.005

Herefordshire Council Intelligence Unit

December 2019

CONTENTS

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269 survey responses were received.

The Budget

- There was an almost equal split in terms of support for the proposed Council Tax increase, with just over half thinking a 4% increase was about right (36.9%) or too little (14.6%), compared to just under half (48.5%) thinking it was too much. A similar pattern of responses received to the last year's consultation.

- A small majority (53%) disagreed with the allocation of Council Tax as set out in the budget till receipt, whilst only a quarter (26%) agreed and the rest (21%) said they had no opinion. Although the spending allocations that were set out were different to last year, this was a very similar pattern of responses.

- When asked about the Council Tax Reduction scheme for households on low income, 39% favoured keeping the maximum discount at 84% (the current level), while 29% favoured reducing it and 24% favoured increasing it for households in extreme circumstances. 8% had no opinion.

- Asked about whether they would support the introduction of a minimum award level of £5 a week as part of Council Tax Reduction scheme for qualifying households, 52% agreed, 33% thought there should not be any minimum ward and 15% had no opinion.

- The council awards a business rate discount to small businesses or charities. Asked if they supported the current level of business rates discounts, nearly half (47%) of respondents agreed, while 28% favoured an increase and 17% a reduction. 8% had no opinion.

Herefordshire Council Priorities

There was majority support for all of the areas identified for additional investment, with as many as four out of five agreeing with additional investment in council-owned care homes or villages (81%) and publicly-owned affordable housing (79%). Even the areas with lower rates of support were supported by almost two out of three respondents: developing community 'super-hubs'; leading a response to the climate emergency; and investing in tourism. They are considered below:

Community hubs

- Regarding the proposal to develop community "super-hubs" that could potentially offer a range of council and partner services within different localities around the county, 63% of respondents indicated that Herefordshire would benefit compared to 31% who did not think it would benefit.

- When those who thought the county would benefit from super hubs were asked about the types of services, activities and support they thought would be beneficial as part of a community super hub near them, the most favoured options were 'health and social care services'(79%), 'wellbeing help, advice and activities' (73%) and 'children's centres' (71%).

- The market towns were the most popular location for community super hubs supported by 69% of respondents, followed by larger villages (47%) and Hereford city (43%).

Community assets

- 54% of respondents thought that the council should retain publicly owned land and buildings and manage them on behalf of everyone in the county.

Affordable housing

- 79% of respondents agreed that the council should invest money in developing additional affordable housing stock and retaining it in public ownership.

- Regarding whether an investment of £100 million to deliver around 1,000 additional homes is appropriate, opinion was divided with similar proportion of respondents (each around 30%) supporting each option ('about right', 'not enough' or 'too much').

- Asked what their priorities were in terms of housing, three of the four options had strong support; 80% of respondents thought 're-developing existing properties and bringing empty properties back into use' was 'more important' rather than 'less important,' 64% that 'starter homes (one and two bedroom properties) to enable people to get onto the housing ladder or to make renting more affordable' was more important and 63% that 'homes for older people – built in clusters to enable support needs to be met compared to building' was more important.   There was less support for 'building new publicly owned housing (council houses) with shared ownership schemes;' 48% thought this was more important.

Council owned care homes

- 81% of respondents supported for investing in council owned care homes or care villages to support vulnerable children, young people and adults with accommodation and care needs.

Tourism

- 65% of respondents thought that it was important for the council to invest to support tourism.

Core Strategy review
- 71% of respondents thought that the council should undertake a fundamental review of the Core Strategy, even though it is a substantial piece of work, investment and will take over three years to complete.

**Maintenance of highways and public spaces
(sometimes referred to as "public realm")**

- 76% of respondents agreed with the additional funding in public realm.
- When asked which public realm services should be a priority, the three priorities selected by the highest proportions of respondents were 'maintenance of existing roads, including pothole and bridge maintenance' (63%), 'improvements to existing roads, including re-surfacing, speed reduction and safety schemes' (47%) and 'managing water on the road network, such as gully emptying and maintaining drainage' (43%).
- 81% of respondents indicated that they would support for closer community involvement in setting the BBLP annual plan, involving parish councils or neighbourhood development partnerships.

Public transport

- 16% of respondents indicated that they were regular users of public transport.
- From a list of options, 'lack of availability of public transport in my local area' (56%) and 'timetables do not match my needs' (54%) were selected as the most common reasons for not using public transport regularly.

Planning and investment to address the climate emergency

- 64% respondents thought that the council should invest resources to lead a local response to the climate emergency.

Digital and better use of technology

- 72% of respondents supported further investment in technology to enable new and improved ways of delivering services and 18% did not.

Additional investment

- It was clear that some priority areas for investment were more favoured than others. If we take the overall weighted average for each priority, five areas were noticeably more favoured than the others, with not much difference in support between these five. They were, in order of priority, maintenance of highways and public spaces, planning and investment to address the climate emergency, care homes and accommodation for vulnerable people (children, young people and adults), affordable housing (publicly owned) and public housing.
- In terms of those who rated the area number one priority, the largest proportion of respondents rated planning and investment to address the climate emergency as 1. Development of community super-hubs was rated 1 by the smallest proportion of respondents. Conversely, planning and investment to address the climate emergency was also rated least important (number 10) by the highest proportion of respondents, followed by development of community super hubs.

INTRODUCTION AND METHODOLOGY

The consultation on Herefordshire Council's budget for 2020/21 and Corporate Plan for 2020-24 ran from Wednesday 6 November 2019 to Wednesday 4 December 2019.

The consultation questionnaire was designed and quality assured by a project team. The questionnaire was published on the Herefordshire Council website and residents were invited to complete it online. A printable version was given upon request. The consultation was promoted on the council's social media sites (Twitter and Facebook). In addition to the online survey, there were pop up events held in the market towns and in Hereford City.

This report presents the key points from the analysis of standard responses received to the online consultation questionnaire. The analysis of free text comments and suggestions are also included in this report. The full list of comments and suggestions can be found in a separate report.

The sample base used in the analysis is the number of respondents to the question and is the base from which percentages are calculated. The sample base used is specified for each question. Percentages are presented rounded to the nearest whole number in the tables; however, the charts are based on unrounded percentages.

Note that if respondents could select more than one answer to a particular question, the percentages may add up to more than 100%.

Where comments have been provided, these have been grouped together into similar priorities/themes/suggestions and presented in tables. Please note that the total sum of the comments will be different to the total number of comments provided because some respondents provided multiple suggestions, or their comments encompassed several priorities or themes.

In each case a selection of illustrative comments is also provided. These have not been selected in proportion to the themes but are to give a flavour of the spectrum of opinion only.

The following analysis represents 269 responses received to the online consultation questionnaire.

THE BUDGET

What do you think about our proposal to increase Council Tax by 4% in 2020/21?
49% respondents think the proposal to increase Council tax by 4% is too much, 37% think it is about right and 15% think it is too little.

	No.	%
About right	99	37%
Too much	130	49%
Too little	39	15%
Total respondents	268	100%
Not answered	1	
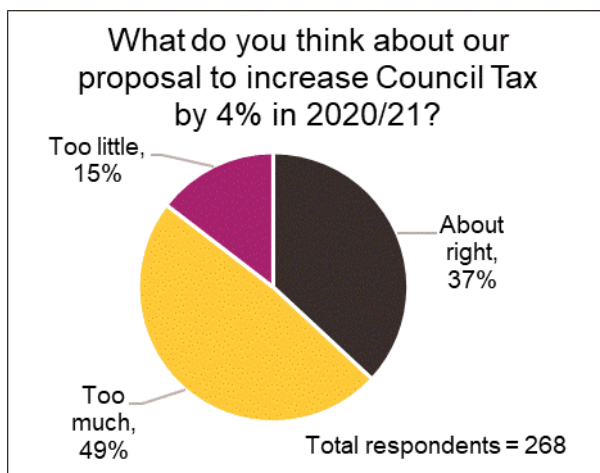
When compared to last year's (2018) results (where the proposal was also to increase Council Tax by 4%) responses were similar.
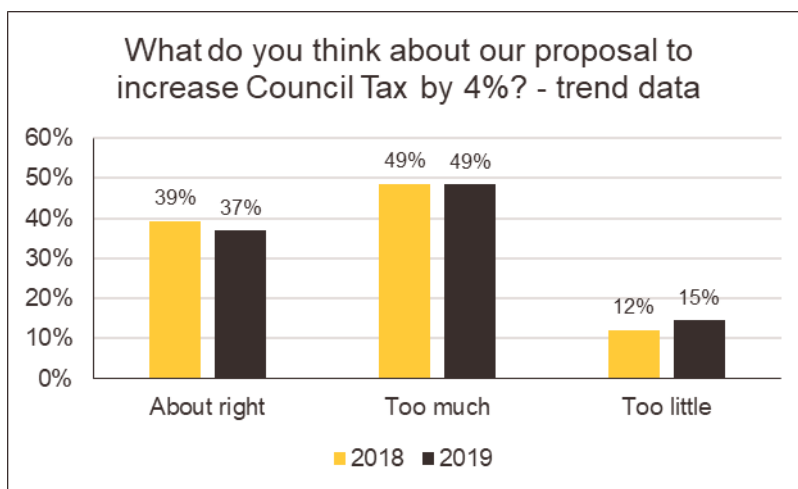
Do you agree with the allocation of Council Tax spend as set out in the budget till receipt? This includes a 4% increase for 2020/21.

53% of respondents did not agree with the allocation of Council Tax as set out in the budget till receipt while 26% agreed with the allocation. A considerable proportion of respondents (21%) selected 'no opinion'.

	No.	%
Yes	68	26%
No	141	53%
No opinion	56	21%
Total respondents	265	100%
Not answered	4	
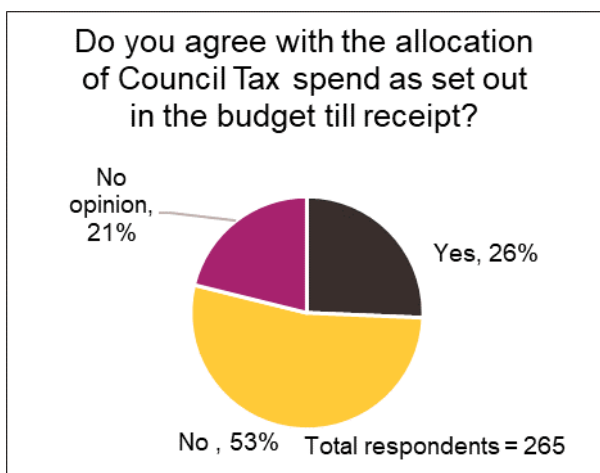
A similar question was asked in 2018 consultation. Although the allocations were not similar, the overall response received to the question was similar to 2019.
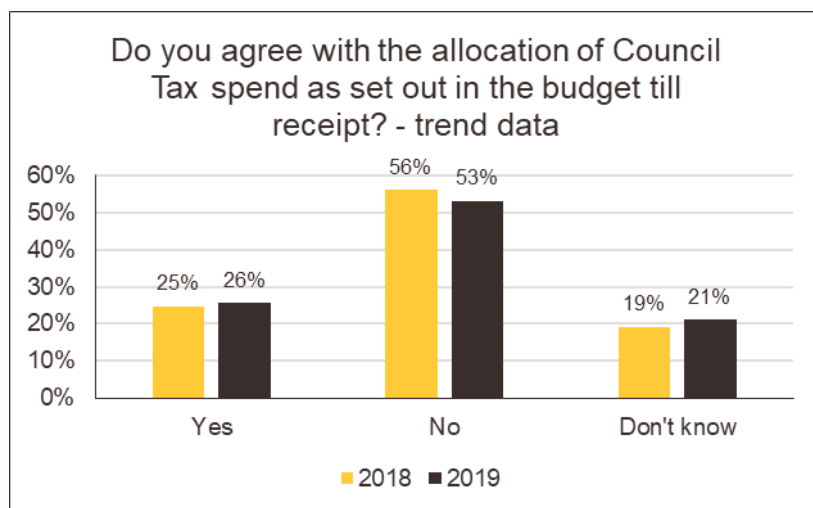
Analysing the comments to this question to understand why people disagreed with the allocation of spend, the most common themes seemed to be about the proposed increase in Council Tax. More than one in four of the 136 comments mentioned that the proposed rise was too high

compared to inflation / that it wasn't value for money, whilst one in five negatively referred to the organisational costs of running the council.

Comments that expressed an opinion about the allocation of spend were mostly saying that not enough was allocated to particular services, rather than too much. Services mentioned most frequently were related to the environment and place; not enough on:

- climate change / public spaces / environment / recycling and waste collection (20 comments)
- public / community / sustainable / rural transport (17 comments)
- roads / road safety and infrastructure / cycle paths / public rights of way (16 comments)

Theme	No. of comments
Not enough	
Not enough on climate change, public spaces / environment / recycling and waste collection	20
Not enough on public / community / sustainable / rural transport	17
Not enough roads / road safety and infrastructure / cycle paths / PROW	16
Not enough on libraries / culture / tourism	10
Not enough on adults' care	9
Not enough on health prevention / wellbeing / early intervention	8
Not enough on housing	8
Not enough information to make an informed decision	5
Not enough on broadband	6
Central government should provide funding / more funding	6
Allocation not fair / not correct	6
Not enough on children's care	4
Not enough on rural areas generally	3
Not enough on economy	1
Not enough on education / SEND	1
Too much	
Too much on adults' care	7
Too much on children's care	5
Too much on health prevention	4
Too much on education	3
Too much on roads / road safety and infrastructure / cycle paths	2
Too much on public / sustainable / rural transport	2
Too much on environment / public spaces / waste collection	1

Below is a small selection of illustrative comments that reflect some of the key themes above:

"How can you keep putting up the tax by more than the rate of inflation every year, when wages are not?"

"4% over the last 3 years is way too much."

"There should be no increase people can't afford it, particularly if they have children. There should only be an increase in the top band. Directors get too much money. Invest more in public transport it should be a lot cheaper and free for children as it is in London."

"Far too many items that should be financed by Central Government. Council Tax now far too expensive for most."

"More effort must be made to save money. Wages in Hereford have not increased enough for these yearly increases"

"A greater focus on the care of the environment, roads etc."

"Roads etc. and public transport need a higher priority"

"Reduce the cost of administration within the council. Why ask people in the countryside to pay more when we have poor bus service and bags that you cannot recycle glass and have to go to the tip."

"There is no allocation to the climate emergency. If nothing is done about that there won't be any adults or children to look after. It has to be the number one priority for every Council Department."

"There's an inadequate investment in public transport infrastructure. Proper investment in this area would contribute to the goal of becoming carbon neutral and ease the traffic congestion. Without real investment the county will not attract the younger generation of workers required to support the huge spend on adult care in the county."

"There needs to be more money for transport, ecology, tourism and primary services that prevent people from becoming unwell. There also needs to be more funds from central government and more funds raised through green bonds to address the climate emergency and generate new transport and industries to address issues of climate change. This is a superficial way of budgeting and better, business like and more in-depth planning and presentation should be carried out. Time to get ambitious!!!"

"Adult social care should be provided via the NHS to ensure a better experience, and more seamless care for those in need. The cost of this should be the responsibility of the central government in Westminster, and not by councils."

"I feel the cost of some services is much lower than it should be, for example, the roll-out of broadband across the county is way lower than is needed. While there are some services which I believe are not value for money - with roads, bridges and care of public spaces being one of the main culprits."

"The amount spent on education is completely out of step with the rest of the allocations - we have an ageing population, yet the amount spent on the elderly is about less than a quarter spent on education. That's unfair and unrealistic."

"Council running expenses compare to items like broadband and libraries are terrible. How can so much be spent on interest without immense mismanagement of finance?"

"With decrease in government funding I trust this council to spend as they need to."

"More should be allocated to rural transport. There is more allocated to disabled adults than to care of older people. There is nothing for early intervention for children and parents which could reduce the amount needed for child protection and children in care. The amount spent on bins etc seems a lot compared to other areas. There needs to be more investment in sustainable transport systems. IT costs should be reduced. Why not bring back in house to reduce overheads."

"Too much on caring for older people. More needs to be done to ensure people use their own finances."

"The budget till receipt does not mention the benefits of protecting and enhancing the natural environment. The benefits of green infrastructure impact on public health as well as improving biodiversity. Herefordshire Council has declared a Climate Emergency and agreed to a target of zero emissions by 2030. Therefore, all expenditure must be examined in the light of achieving this. More trees/bushes/hedges in the city will provide e.g. shading, insulation, barriers to air pollution, drainage, etc. and so help to address the Climate Emergency."

What do you think should happen to the discount in 2021/21?

39% of respondents favoured keeping the maximum Council Tax discount at 84% and 24% wanted to increase it to more than 84% for households in extreme circumstances, while 29% wanted to reduce the maximum level of discount.

	No.	%
Keep the maximum discount at 84%	103	39%
Increase the maximum level of discount (to more than 84%) for households in extreme circumstances	64	24%
Reduce the maximum level of discount (to less than 84%)	78	29%
No opinion	22	8%
Total respondents	267	100%
Not answered	2	
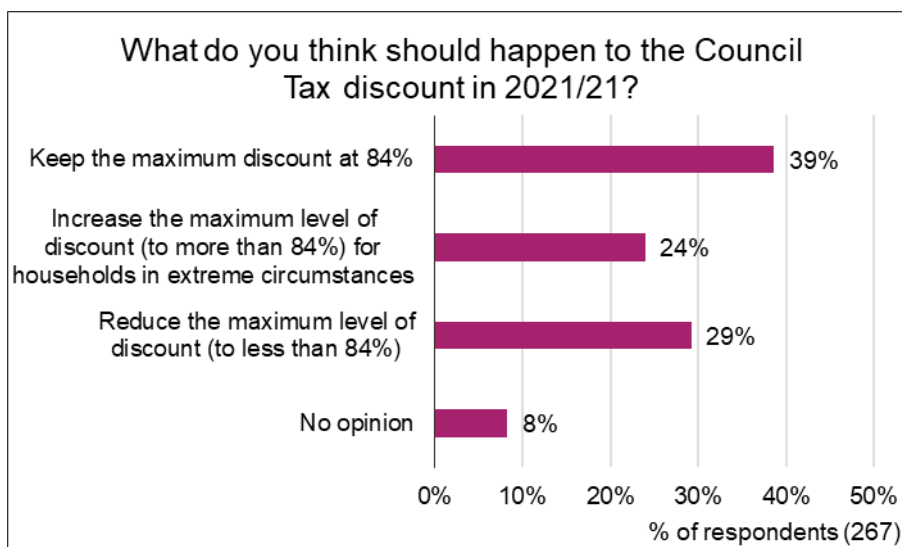
Do you support the introduction of a minimum award level?

Over a half of respondents (52%) supported for a minimum award at £5 a week while a third (33%) thought there should not be any minimum ward. 15% of respondents expressed 'no opinion'.

	No.	%
Yes, I think a minimum award at £5 a week should be applied	139	52%
No, I don't think any minimum award should be applied	89	33%
No opinion	39	15%
Total respondents	267	100%
Not answered	2	
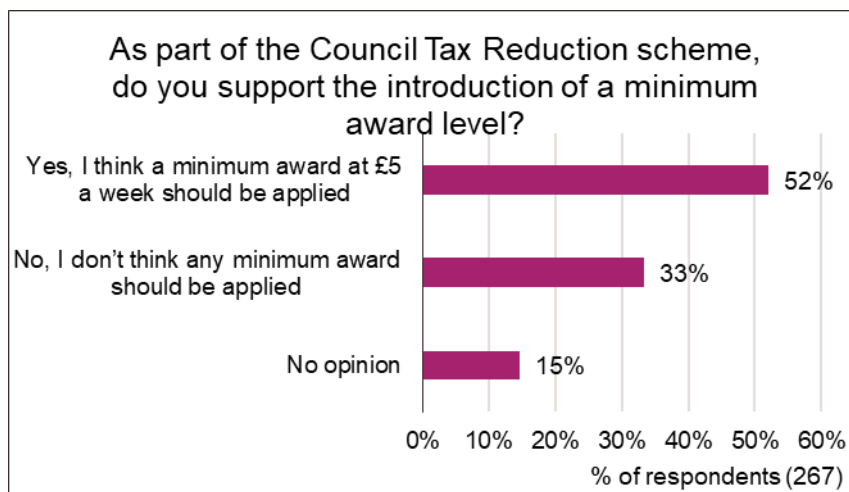
Do you support the current level of business rates discounts?

Whilst 47% of respondents supported continuing to award current level of business rates discounts, 28% supported for an increase and 17% supported a reduction.

	No.	%
Yes - continue to award this level of business rates discounts	125	47%
No - increase the availability of business rates discounts	75	28%
No - reduce the availability of business rates discounts	44	17%
No opinion	21	8%
Total respondents	265	100%
Not answered	4	

Do you support the current level of business rates discounts?

% of respondents (265)
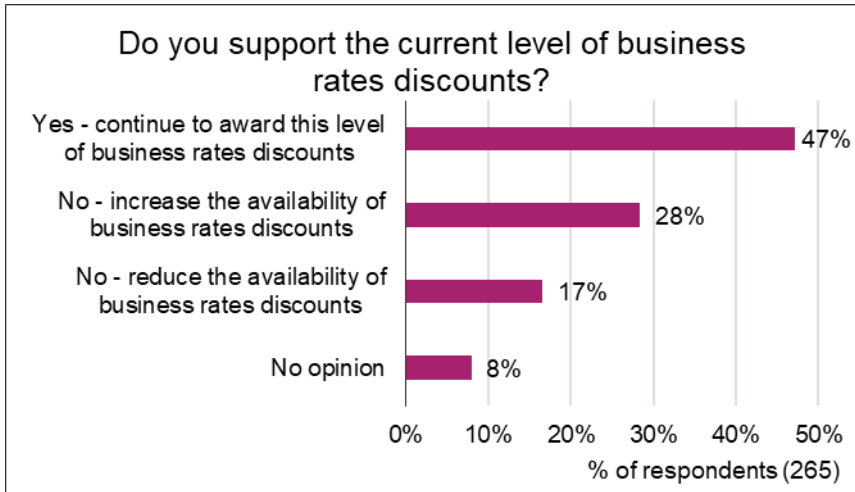
HEREFORDSHIRE COUNCIL'S PRIORITIES

COMMUNITY HUBS

Regarding the proposal to develop community "super-hubs" that could potentially offer a range of council and partner services within different localities around the county, we asked:

Do you think Herefordshire would benefit from developing these hubs?

The proportion of respondents who indicated that Herefordshire would benefit was twice as high as for those who did not think it would benefit.

	No.	%
Yes	164	63%
No	82	31%
No opinion	15	6%
Total respondents	261	100%
Not answered	8	

Do you think Herefordshire would benefit from developing these hubs?

Total respondents = 261
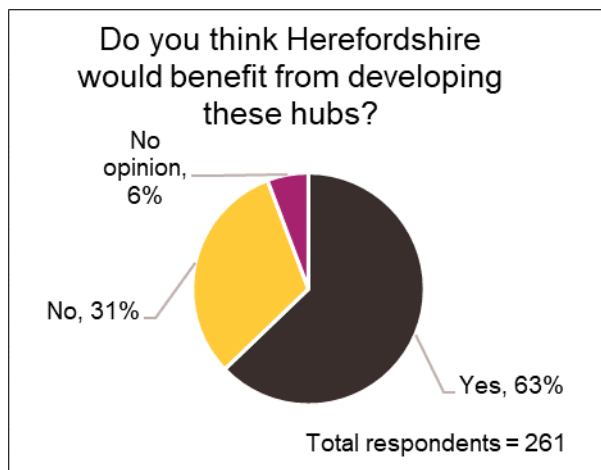
If yes, which types of services, activities and support do you feel would be beneficial to be part of a community super hub near you?

Respondents were asked to tick all that apply from a list.

Note: Only respondents who answered 'yes' to the previous question were invited to answer this question, however some respondents who answered 'no' or 'no opinion' also answered. The figures below *include* these respondents and the percentages are a proportion of total respondents to the question.

'Health and social care services', 'wellbeing help, advice and activities' and 'children's centres' were favoured by the highest proportions of respondents.

	No.	%
Health and social care services	142	79%
Wellbeing help, advice and activities	131	73%
Children's centres	127	71%
Skills and learning space	107	59%
Library services	98	54%
Electric car charging points	96	53%
Small business space (office space, business start-up space)	92	51%
Active travel hub (e.g. Beryl bikes)	86	48%
Cultural services (e.g. arts, museums)	76	42%
Other	26	14%
Total respondents	180	100%

Note: respondents could select more than one answer

Are you currently a regular user of public transport? If no, why?

Reason	% of respondents
Lack of availability of public transport in my local area	56%
Timetables do not match my needs	54%
Takes too long	33%
Too expensive	33%
Lack of late-night availability	31%
Too unreliable	25%
Poor connectivity for onward journeys	25%
Cannot transport shopping/bags/luggage easily	23%
Not safe	6%
Too crowded	5%
Other	23%

Note: respondents could select up to 3 answers

% of respondents (212)

Other (please indicate below):
Although only 26 respondents selected 'other' above 50 respondents provided comments, including some respondents who ticked 'no' or 'no opinion' to the first part question.

The following table presents the common themes emerged from these comments.

Theme	No. of comments	Do you think Herefordshire would benefit from developing these hubs		
		YES	NO	No opinion
Legal/financial Aid / Citizens' Advice / Credit Union / housing advice	8	8		
Information resource (tourist info, clubs, volunteering, PROW maps etc.)	8	8		
Youth activities / education courses / sports facilities	4	4		
Support / companionship for the elderly	2	2		
Resources for businesses	2	2		
Health services	2	2		
all in one / community space / community projects	8	8		
Environmental initiatives and raising awareness re climate change	9	9		
Transport solutions to get to them	4	3	1	
Other	2	2		
Do not support / not needed / waste of money /should be provided by existing facilities & services	10	1	8	1
Support in principle but sceptical about delivery	3	2	1	
Comment does not relate to question	2	1	1	

Below is a small selection of illustrative comments that reflect some of the key themes above:

"Legal Aid"

"Advice on benefits, debt and financial management Information about local events including clubs, societies and local volunteering"

"Community centres for teenagers, give them something to do to prevent community nuisance."

"Support for local groups to increase environmental awareness and climate change strategies for transition to low carbon communities."

"Social space for elderly people/ activities/ clubs for lonely/ mental health. Somewhere people want to go and do things that are useful. VOLUNTEER centre."

"This is nothing new. So is a waste of time and money."

"Isn't this what libraries and customer services used to do?"

"This approach risks being presentation with little substance of delivery. It is unlikely to deliver a good enough standard or amount of services to meet need."

Where do you think community super hubs would be best located?
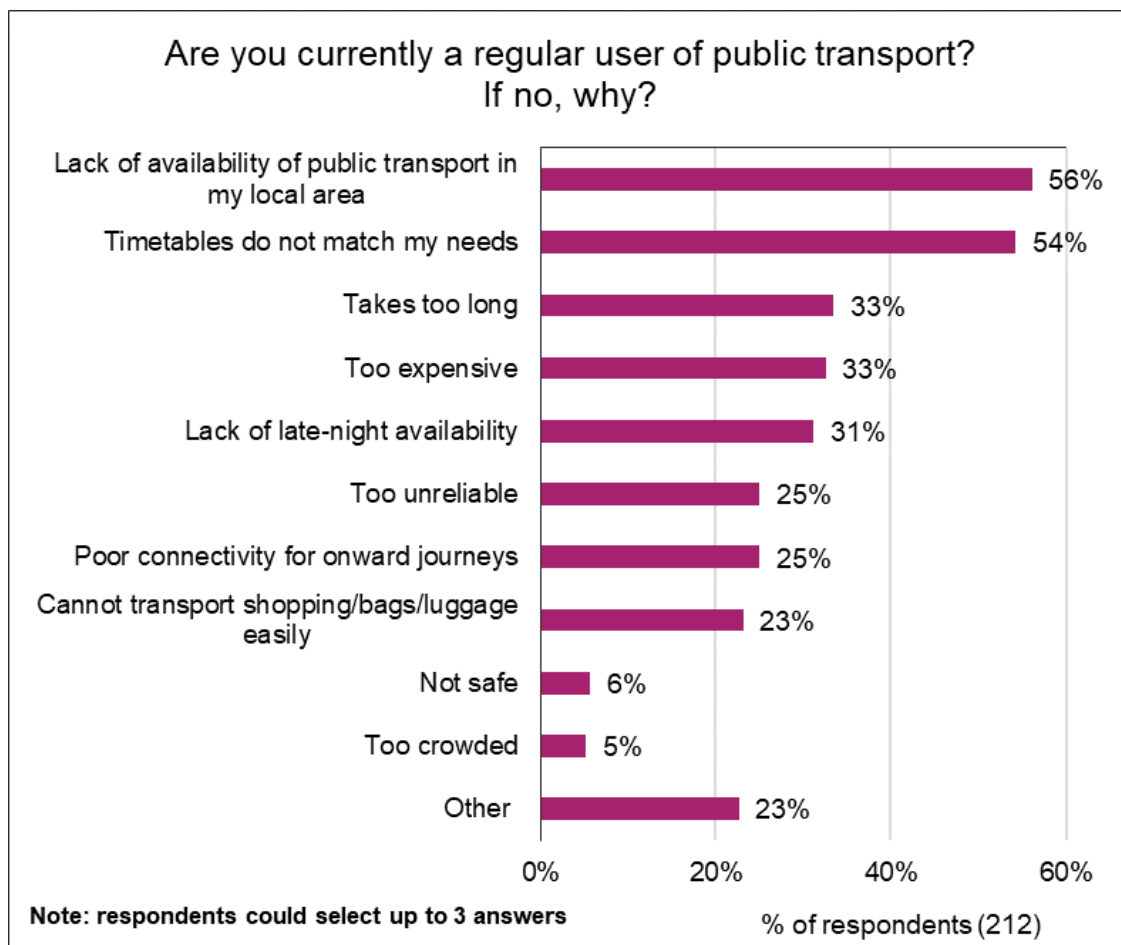
Respondents were invited to tick all that apply.

Note: Only respondents who answered 'yes' to the previous question were invited to answer this question, however some respondents who answered 'no' or 'no opinion' also answered. The figures below *include* these respondents and the percentages are a proportion of total respondents to the question.

The market towns were the most popular location for community super hubs, supported by 69% of respondents followed by larger villages (47%) and Hereford city (43%).

	No.	%
Hereford city	94	43%
Market towns	149	69%
Larger villages	103	47%
Rural areas	68	31%
No opinion	19	9%
Other	10	5%
Total respondents	217	100%
Not answered	52	
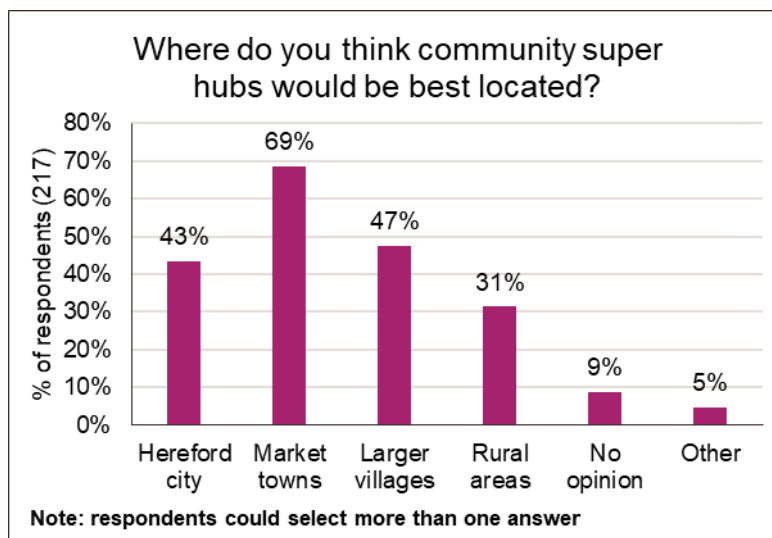
Other (please indicate below):
Although only 10 respondents selected 'other' above 29 respondents provided comments, including some respondents who ticked 'no' or 'no opinion' to the first part question.

The following table presents other locations that respondents would like to have the super hubs. **Please note that respondents who ticked 'No' or 'No opinion' to the above question also provided comments**.

Theme	No. of comments	Yes	No	No opinion
Where there is highest need / easily accessible	7	6		1
Areas where there is no provision / rural areas	6	4	2	
Within already existing places e.g. super markets, GP surgeries, libraries etc.	5	4	1	
Mobile hubs	2	1	1	
Online	2	1	1	
Hereford City -South	1			
Ewyas Harold (south West Herefordshire)	1			
North Herefordshire / Leintwardine	1		1	
Kington	1			
Do not support	5		5	
Comment not relevant to question	2		2	

COMMUNITY ASSETS

How do you think Herefordshire Council should make the best use of publicly owned land and buildings? (Such as playgrounds, toilets, heritage buildings, open spaces, parks, etc.)

Over a half of respondents (54%) thought that the council should retain publicly owned land and buildings and manage them on behalf of everyone in the county.

	No.	%
Retain them and manage them on behalf of everyone in the county	144	54%
Transfer them to into community hands to develop and maintain at the local level (e.g. transfer to town/parish councils)	101	38%
Sell them and use this money to re-invest in developing new assets (e.g. publicly owned housing)	17	6%
No opinion	5	2%
Total respondents	267	100%
Not answered	2	

How do you think Herefordshire Council should make the best use of publicly owned land and buildings?
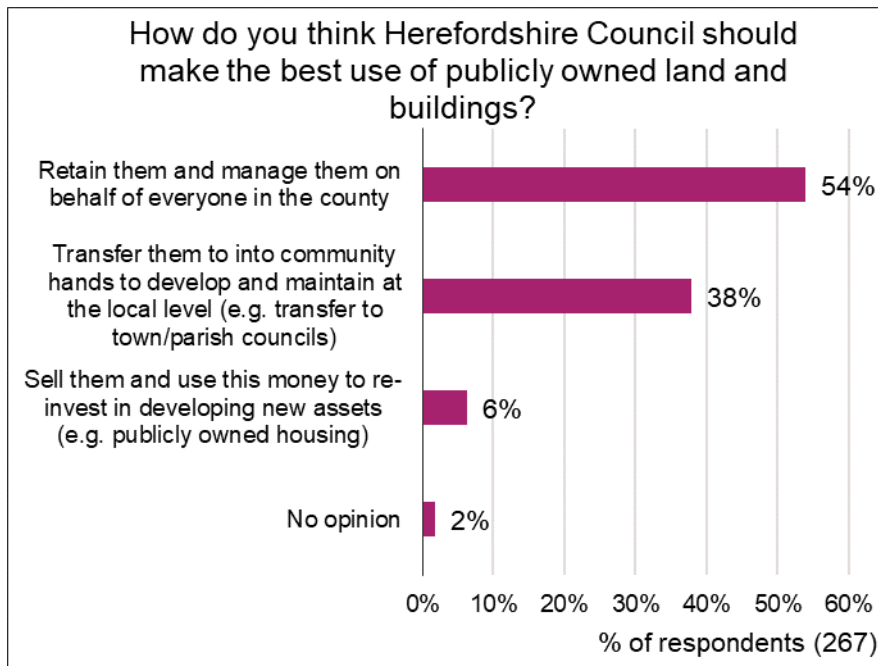
AFFORDABLE HOUSING

Do you think the council should invest money in developing additional affordable housing stock and retaining it in public ownership?

79% of respondents agreed that the council should invest money in developing additional affordable housing stock and retaining it in public ownership.

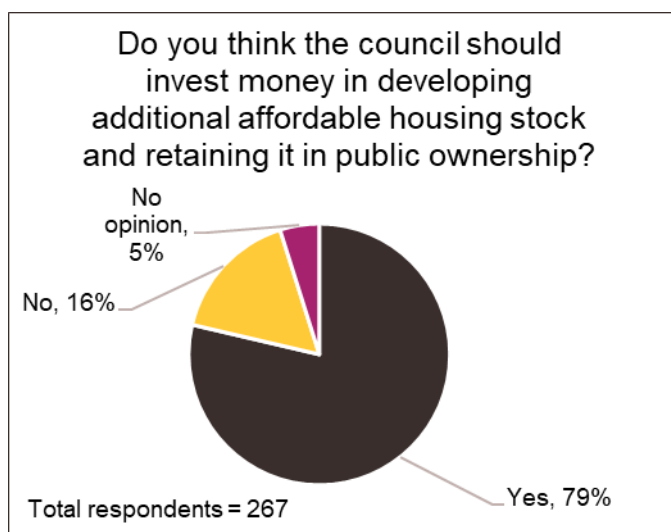|	No.	%
Yes	210	79%
No	44	16%
No opinion	13	5%
Total respondents	267	100%
Not answered	2	

Do you think the council should invest money in developing additional affordable housing stock and retaining it in public ownership?

No (please explain why below):
Although only 44 respondents selected 'no' above 67 comments (thus including some who ticked 'yes' to the above question). The following table presents the common themes emerged from these comments.

Theme	No. of comments
NO - waste of money / not cost effective / not a priority / can't trust council to deliver value for money	10
NO - developers should be made to build more affordable housing that is actually affordable	6
NO - state should not encourage dependency / tenants should be made to give up larger properties when under occupied	6
NO - infrastructure can't support	4
NO - central government should pay	3
NO - unless they can be retained in public ownership	2
NO - utilise empty buildings first	2
NO - other	5
YES - build more houses for rent / stop developments with no social / affordable housing / making building easier	10
YES - but it must be affordable / sustainable / energy efficient	5
YES - selling off council houses was a mistake	3
YES - but don't then sell them off	3
YES - but must be good quality	2
YES - other	2

Below is a small selection of illustrative comments that reflect some of the key themes above: the first group are from respondents who did not support for investing money in developing additional affordable housing and the second group are from respondents who support for it.

"No, because the upkeep and maintenance of the housing stock will be uneconomical, the houses will then be sold off at a huge discount at considerable loss to the tax payer"

"The Council should be more active in ensuring that not only is there a requirement for new developments to include a proportion of affordable houses, but they are actually made to deliver"

"Because the council in not efficient in managing such assets, and will end up costing me more, and then sold off!"

"In all the new estates going up the affordable housing houses aren't actually affordable to the average earner in the area. And why should people get cheaper housing when others have to work hard their entire houses and get nothing to help them?"

"Utilise existing empty buildings first. Money is wasted on planning/consultancy fees already don't make this situation worse."

"Not sufficient road structure to sustain more development. The roads are gridlocked already."

"Building Council Houses for rent is where the council should be going. Affordable homes are not really affordable for most people. Building council house estates will also be a great opportunity to deliver Sustainable communities with site integrated services, shopping and public transport. Herefordshire should build council houses, consisting of houses for rent, so called affordable homes, housing association dwellings together in a diverse community structure. Herefordshire will never be able to rely on the greedy private sector to deliver social housing."

"I'd like to see a specific aim in the Core Strategy to restrict commercial house builders and developers building unaffordable houses, and to provide not just affordable housing, but much more social housing to rent to young people and the homeless via Housing Associations. This can be done by including a condition that planning permission will never, in any circumstances, be approved without a binding fixed percentage of social and affordable housing."

"This is crucial to enabling younger adults and families to stay in their communities; to tackling housing poverty in the older population; in providing the dignity of a secure home."

"Definitely - the fact the council has no council houses, and is reliant on private land lords is a disgrace. People actually need affordable houses to buy, and to rent"

£100 million of investment would deliver around 1,000 additional homes. What sort of scale of investment should we consider making?

The level of support for each proposal was similar with each option supported by around 30% of respondents.

	No.	%*
£100 million is about right	44	28%
£100 million is not enough	47	30%
£100 million is too much	50	32%
No opinion	14	9%
*Total respondents	155	100%

*Note: Due to a technical error data for this question was not captured between 6th November and 12th November. The total of 155 respondents answered this question; 58% of all survey respondents. The percentages in the above table are calculated as a proportion of respondents to the question.
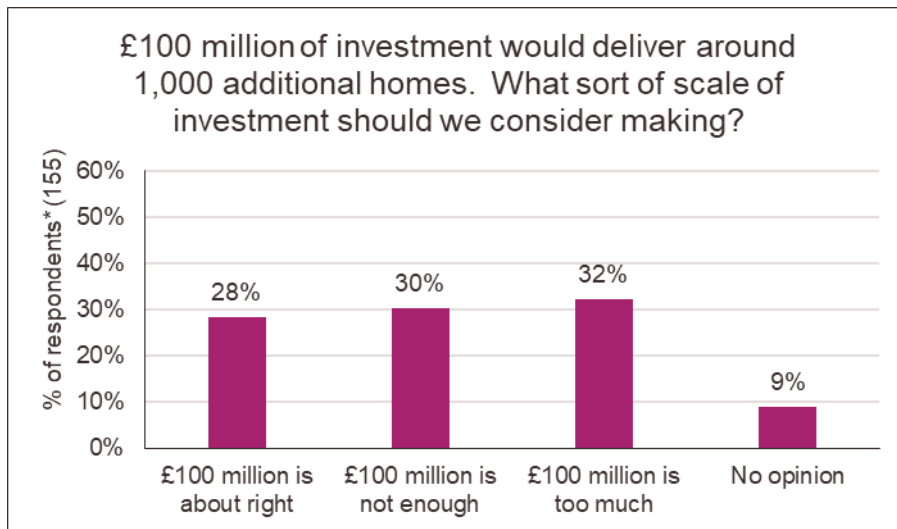
£100 million of investment would deliver around 1,000 additional homes. What sort of scale of investment should we consider making?

% of respondents* (155)

Category	%
£100 million is about right	28%
£100 million is not enough	30%
£100 million is too much	32%
No opinion	9%

We want to build these homes where the need is greatest. What do you think the priorities should be in terms of housing?

In this question respondents were given four priorities and asked, for each, if they thought they were more or less important. Respondents could select more or less important for more than one priority and therefore it is not possible to say respondents preferred one priority over another, only how much support there was for each.

Three of the four priorities had strong support. 80% of respondents thought 're-developing existing properties and bringing empty properties back into use' is more important, 64% thought 'starter homes (one and two bedroom properties) to enable people to get onto the housing ladder or to make renting more affordable' was more important and 63% thought 'homes for older people – built in clusters to enable support needs to be met compared to building' was more important.

Support for 'building new publicly owned housing (council houses) with shared ownership schemes' was much lower with 48% of respondents indicating this was more important and 43% of survey respondents that it was less important.

The base from which percentages are calculated is for each priority, the number of respondents to the *survey*.

	More important	Less important	Not answered	Total answered	All survey respondents
Homes for older people – built in clusters to enable support needs to be met	170	76	23	246	269
	63%	28%	9%	91%	100%
Starter homes (one and two bedroom properties) to enable people to get onto the housing ladder or to make renting more affordable	172	74	23	246	269
	64%	28%	9%	91%	100%
Re-developing existing properties and bringing empty properties back into use	214	38	17	252	269
	80%	14%	6%	94%	100%
Building new publicly owned housing (council houses) with shared ownership schemes	129	117	23	246	269
	48%	43%	9%	91%	100%

We want to build these homes where the need is greatest. What do you think the priorities should be in terms of housing?

COUNCIL OWNED CARE HOMES
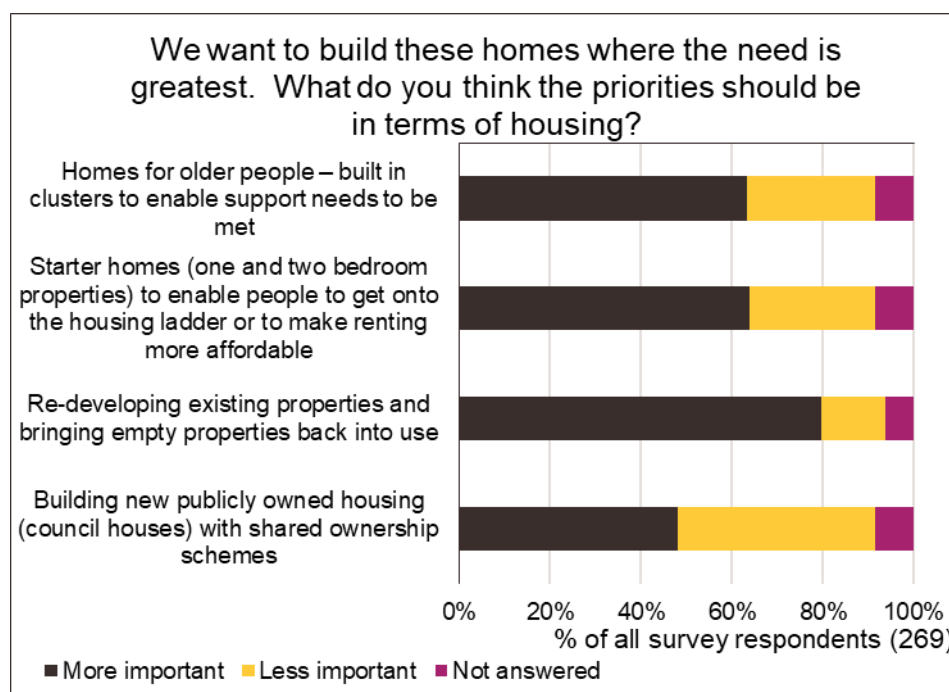
Would you support investment in council owned care homes or care villages to support vulnerable children, young people and adults with accommodation and care needs?

There was a clear majority of support for investing in council owned care homes or care villages to support vulnerable children, young people and adults with accommodation and care needs, with 81% of respondents answering 'yes'.

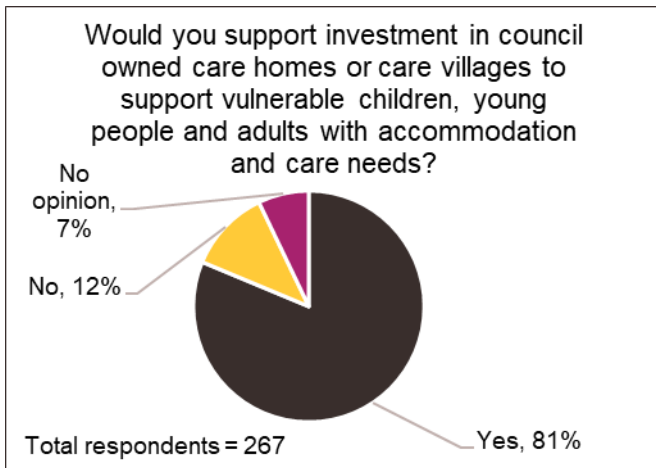|	No.	%
Yes	217	81%
No	31	12%
No opinion	19	7%
Total respondents	267	100%
Not answered	2	

Would you support investment in council owned care homes or care villages to support vulnerable children, young people and adults with accommodation and care needs?

No opinion, 7%

No, 12%

Yes, 81%

Total respondents = 267

No (please explain why below):

31 respondents answered 'no' above but 44 comments were made (thus including some who answered 'yes' or 'no opinion'). The following table presents the common themes emerged from these comments.

Theme	No. of comments
NO - too expensive / not value for money / not a priority	7
NO - ageist / discriminatory / create ghettos	4
NO - central government responsibility / sort out social care nationally	4
NO - can't trust council to deliver / deliver good quality care	3
NO - people should be self-reliant / not institutionalised / families should pay or look after	4
YES - best value for money / best option / free up housing for younger people	12
YES but must be well run / value for money / community must have say	6
YES but could create a dumping ground / ghetto for old people	3
YES but what are you doing about tackling homelessness	1
Yes but you need to address under occupancy	1
NO OPINION - not enough info to decide	1

Below is a small selection of illustrative comments that reflect some of the key themes above: the first group are from respondents who did not support investment in council owned care homes or care villages and the second group are from respondents who support for it.

"I cannot think of a more ridiculous idea than segregating by age. Wholly unacceptable. A criminal's charter. Ageist and not good for society."

"If the rates of pay for third party providers were sufficient to make the businesses sustainable this would not be necessary. Campaign to government to address the funding of social care properly instead of high profile unsustainable projects"

"The council is not responsible for this. Families and people themselves should pay either through assets or taxation."

"Yes, providing they're run properly and don't cost more for the council to run than it would for other organisations to run them."

"Definitely. I assume the council currently support the elderly when they go into privately owned care homes? Which is very expensive. I think the public would be more willing to support local care homes and housing run by the local council too. Fundraising events could be held to raise yet more money for their care too"

TOURISM

How important is it that the council invest in support of tourism?

65% of respondents thought that it was important for the council to invest to support tourism.

	No.	%
Very important	93	35%
Fairly important	81	30%
Not very important	54	20%
Not at all important	36	14%
No opinion	2	1%
Total respondents	266	100%
Not answered	3	
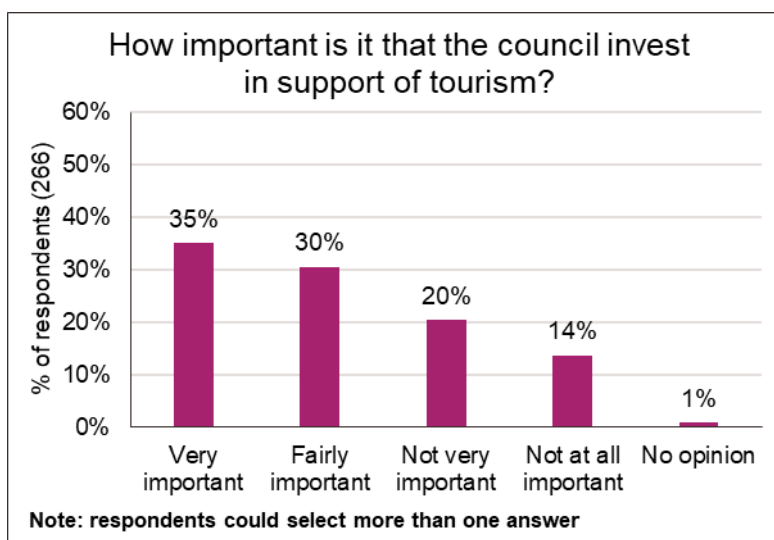
If not important, please explain why:
65 comments were made including 17 by respondents who thought it was important for the council to invest in supporting tourism. The following table presents the common themes emerged from these comments.

Theme	No. of comments
Vanity project / too expensive / not value for money / not a priority / Herefordshire has nothing to offer tourists	29
Private sector will do better / should be responsible	13
Will create more traffic / pollution / carbon emissions / need to sort out roads first	12
Council should coordinate / invest but not deliver	3
Respondent indicated it was important	17

Below is a small selection of illustrative comments that reflect some of the key themes above: the first group are from respondents who did not think it is important that the council invest in support of tourism and the second group are from respondents who think it is important.

"The private sector will probably do it better"

"You cannot fund services now without an above inflation rise equating to 25% of the state pension rise 2019. No more vanity projects was the promise - so live up to that promise."

"Very low priority. Questionable benefit to our poorer citizens"

"Tourism! Herefordshire! What do we have to offer, apart from the Cathedral! Every County in England has fields, trees and shops. Ours are no better than anyone else's. We have very little for visitors to see! Sorry!"

"Currently the traffic in Hereford is so bad we don't want loads more cars. We need infrastructure first."

"Most people use the internet to research visits. Businesses advertise themselves on websites and social media. The council could also spruce up their website to attract tourists and show off Herefordshire at very little cost. The Herefordshire 'Here you can' campaign on road signs etc. is a waste of money. Once you're in Herefordshire, you're in. A road sign is pointless. Events, markets, infrastructure, etc. should be set up for residents of Herefordshire, then the tourists will follow die to the attractions. I don't believe there needs to be an expensive tourist campaign to get people to visit: meetings upon meetings where pen pushers decide on slogans and illustrations is a waste of money."

"The wonderful market towns and villages of Herefordshire are a great attraction for tourists, so Herefordshire should stop destroying their character by not allowing the construction of anonymous, housing estates surrounding these towns."

"It is very important Herefordshire has a lot to offer"

"At the moment Hereford city centre is a disgrace, it looks like a dump and would put off any potential visitors. The market towns and villages make more of an effort. Alongside making the centre more appealing the road system and parking charges need to be reviewed, local people do not come in to pay the parking charges so how do you expect to attract tourists?"

Do you think that the council should undertake a fundamental review of the Core Strategy?

71% of respondents thought that the council should undertake a fundamental review of the Core Strategy.

	No.	%
Yes	190	71%
No	57	21%
No opinion	20	7%
Total respondents	267	100%
Not answered	2	
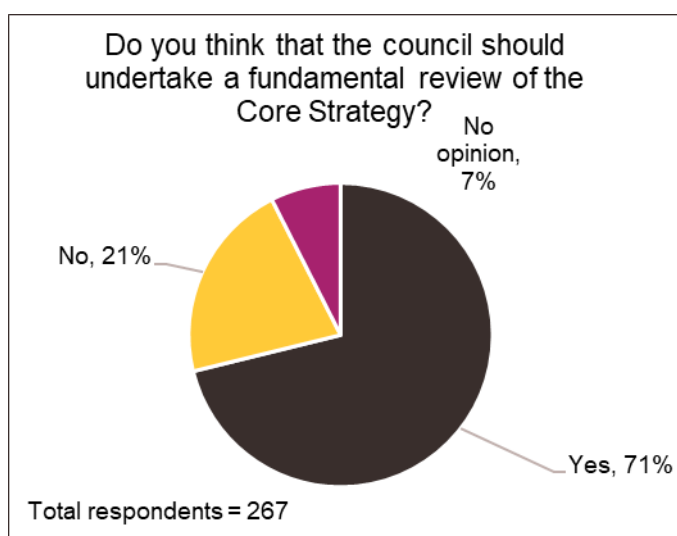
No (please explain why below):
Although only 57 respondents answered 'no' above 70 comments were made (thus including some who answered 'yes' or 'no opinion'. The following table presents the common themes emerged from these comments.

Theme	No. of comments
NO - not necessary / nothing wrong with current plan / will be ignored anyway / smaller scale review better	26
NO - cost/ waste of money	20
NO - take too much time / too disruptive	14
NO - no faith in council's ability to set the right priorities / get anything done / will do any good	8
YES - current plan needs improvement / new or different priorities required	18
YES - general supportive comments	3
YES - but concerned about time	2
YES - but concerned about cost / whether necessary	2
YES - other	1

Below is a small selection of illustrative comments that reflect some of the key themes above: the first group are from respondents who did not support for the council to undertake a fundamental review of the Core Strategy and the second group are from respondents who support for it.

"Anything that takes over 3 years to complete will be out of date by the time it is finished and therefore a waste of public funds. It would be better to establish a flexible evolving policy to be able to respond rapidly to the ever changing needs of the county"

"Yet another high cost consultation that is not needed. Sort out the problems with existing resources"

"By the time it is adopted it will be out of date and cost £000k's to do."

"It's just been done and is in line with government guidance, we should focus on doing things rather than wasting efforts continually reviewing policy documents that are subsidiary to nation policy anyway"

"Nothing fundamentally wrong with the current one - its national planning policy that is the bigger issue"

"Waste of money, it won't make things better for the majority, just the few."

"Waste of time and money, almost bound to fail as never sufficiently up-to-date or flexible enough to cope with rapidly changing local needs."

"Had enough reviews ... get on with what previously decided?"

"It costs a lot of money to keep writing and updating these policies. Try actually doing what it says instead of just writing about it."

"This has been done recently, things have not changed much since then. By reviewing this again, it will pull Neighbourhood plans in to re-review also. This is a huge administrative burden and repetition, for political reasons rather than the benefit of the community."

"We need to prioritise response to climate change in this review"

"A review is needed as the council declared a climate emergency and therefore this needs to be at the forefront of all future decisions."

*"Look at flood prevention procedures is imperative in this review."*

"The existing Core Strategy includes some good aims and objectives, but they need re-prioritising in the light of the Climate Emergency. The focus must be more on conservation of existing resources rather than economic growth (that cannot be infinite with the resources we have). It will be possible to realign many Core Strategy policies by considering how the location of housing, transport links and employment land might impact on Climate and CO_2 emissions. Please do not rely on "offsetting", because most new green infrastructure will take many years to become as effective as existing, mature trees/hedges/bushes. Ancient woodland is irreplaceable."

MAINTENANCE OF HIGHWAYS AND PUBLIC SPACES (SOMETIMES REFERRED TO AS "PUBLIC REALM")

Do you agree with the additional funding in public realm?

Over three quarters of respondents (76%) agreed with the additional funding in public realm.

	No.	%
Yes	203	76%
No	47	18%
No opinion	17	6%
Total respondents	267	100%
Not answered	2	

Do you agree with the additional funding in public realm?
No opinion, 6%
No, 18%
Yes, 76%
Total respondents = 267
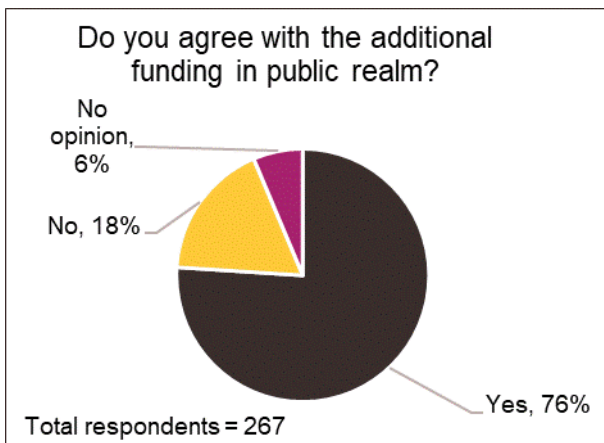
No (please explain why below):
Only 47 respondents answered 'no above' but 77 comments were made (thus including some from respondents who ticked 'yes' or 'no opinion'. The following table presents the common themes merged from these comments.

Theme	No. of comments
NO - priorities are wrong / not a priority	25
NO - waste of money / money not well spent / not needed / no confidence will improve anything	21
NO - do not approve of using contractors / of current contractor / contractors are not value for money	9
NO - more money needed	5
YES - but make sure work is done / done properly / value for money / right priorities	15
YES - but make sure areas not neglected	13
YES - but avoid contractors / ensure accountability of contractors	3
YES - but more money needed / should be central government funded	3
NO OPINION - not needed / not enough info	3

Below is a small selection of illustrative comments that reflect some of the key themes above: the first group are from respondents who did not support for additional funding in public realm and the second group are from respondents who support for it.

"If only, you do not maintain the A44 at Bromyard. We pay our lack lustre council a precept for a lengthsman and the work is not done as stated. So spend less cash by getting behind contractors who are making tax payers look like fools."

"Total waste of money"

"We spend too much on unnecessary travel expansion already. The focus should be on greener and less travel."

"I believe that the current maintenance is not working and needs to be reviewed to offer better value and clear objectives"

"More funding needed to bring ALL roads up to a reasonable standard. Many are barely fit for purpose at present."

"The investment required is already substantial yet the services are below par. Perhaps look for better value out of your contractors or look elsewhere for them to be delivered by another agency."

"The roads are rubbish, full of potholes. You want to build a bypass that will benefit few and only improve moving through the City by a few minutes. Spend the money by all means, but make it easier for us to travel around the country. Build dual carriageways, better links to motorways etc. We are a second class City where travel is concerned!"

"Funding would be better spent on public transport and green transport options"

"Because housing and social care is far more important and roads/tourism and so on should be considered after those urgent priorities are met."

"Take back control in house, sack Balfour Beatty - get better value for money"

"Balfour Beatty are not offering value for money. Go out to tender for an alternative supplier."

"But can you please ensure that these services are provided by the Council - otherwise it's squandered money (e.g. Balfour Beatty - who cannot even repair a pothole)"

"Providing this extra funding is NOT used to extending the Hereford bypass"

"But make sure the money is spent proportionately around the county"

"Improve cleanliness of Hereford City Centre and better maintenance of rural roads. There are also many areas without pavements which makes walking hazardous."

"If it's used correctly, roads in Herefordshire are like living in a 3rd world country2

"But you never see it being done"

"2.5 million is not enough."

"I'd like a focus on spend for outdoor public use spaces, and other public spaces (potentially indoor) that support social interaction among residents."
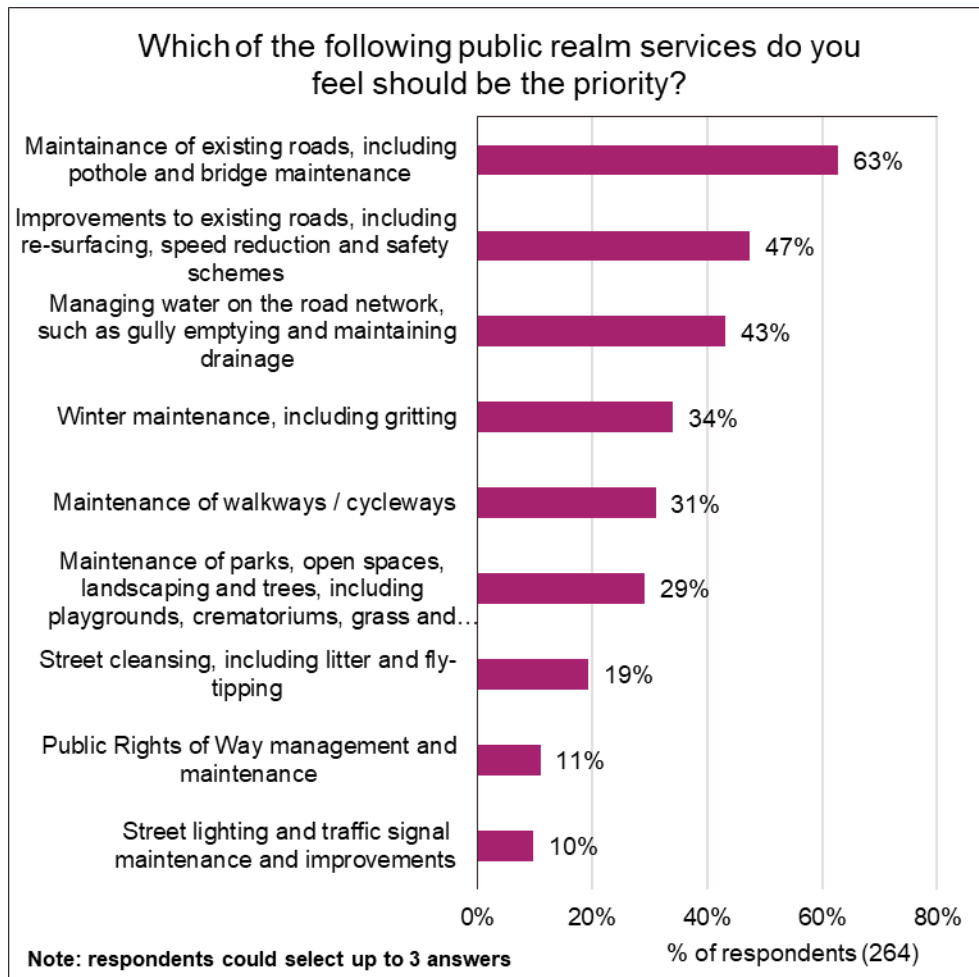
Which of the following public realm services do you feel should be the priority?

Respondents were asked to select their top three priorities.

The three priorities selected by the highest proportions of respondents were 'maintenance of existing roads, including pothole and bridge maintenance' (63%), 'improvements to existing roads, including re-surfacing, speed reduction and safety schemes' (47%) and 'managing water on the road network, such as gully emptying and maintaining drainage' (43%).

	No.	%
Maintenance of existing roads, including pothole and bridge maintenance	166	63%
Improvements to existing roads, including re-surfacing, speed reduction and safety schemes	125	47%
Managing water on the road network, such as gully emptying and maintaining drainage	114	43%
Winter maintenance, including gritting	90	34%
Maintenance of walkways / cycleways	82	31%
Maintenance of parks, open spaces, landscaping and trees, including playgrounds, crematoriums, grass and verge cutting, etc.	77	29%
Street cleansing, including litter and fly-tipping	51	19%
Public Rights of Way management and maintenance	29	11%
Street lighting and traffic signal maintenance and improvements	26	10%
Total respondents	264	100%
Not answered	5	

Note: respondents could select up to 3 answers

Which of the following public realm services do you feel should be the priority?

Service	%
Maintainance of existing roads, including pothole and bridge maintenance	63%
Improvements to existing roads, including re-surfacing, speed reduction and safety schemes	47%
Managing water on the road network, such as gully emptying and maintaining drainage	43%
Winter maintenance, including gritting	34%
Maintenance of walkways / cycleways	31%
Maintenance of parks, open spaces, landscaping and trees, including playgrounds, crematoriums, grass and...	29%
Street cleansing, including litter and fly-tipping	19%
Public Rights of Way management and maintenance	11%
Street lighting and traffic signal maintenance and improvements	10%

Note: respondents could select up to 3 answers

% of respondents (264)

Would you support closer community involvement in setting the BBLP annual plan, involving parish councils or neighbourhood development partnerships?

There was clear support for closer community involvement in setting the BBLP annual plan, involving parish councils or neighbourhood development partnerships, with 81% of respondents answered 'yes'.

	No.	%
Yes	214	81%
No	30	11%
No opinion	20	8%
Total respondents	264	100%
Not answered	5	

Would you support closer community involvement in setting the BBLP annual plan, involving parish councils or neighbourhood development partnerships?

No opinion, 8%
No, 11%
Yes, 81%

Total respondents = 264
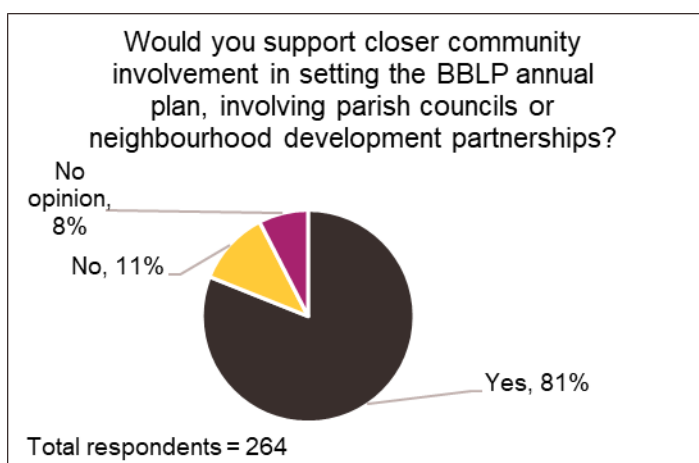
No (please explain why below):

30 respondents answered no above but 50 comments were made (thus including some from respondents who ticked 'yes' or 'no opinion'). The following table presents the common themes emerged from these comments.

Theme	No. of comments
NO - don't want contractor involved	9
NO - engagement doesn't work / happen / subverted by vested interests	9
NO - priorities are wrong / no faith in council to deliver / system doesn't work	9
NO - should not make parishes responsible or responsible without investment / council should do / get rid of PCs	6
NO - waste of time / money /not necessary	6
YES but priorities wrong / ensure better value for money	6
YES but engagement needed to improve	6
YES but without contractor	3
YES other	2
YES agreement with priority	1
NO OPINION - other	1

Below is a small selection of illustrative comments that reflect some of the key themes above: the first group are from respondents who did not support for closer community involvement in setting the BBLP annual plan and the second group are from respondents who support for it.

"Balfour Beatty already get away with a poor service. If this was devolved further then I think that Balfour Beatty would be even less accountable."

"Waste of time, means nothing and is often totally ignored, a method of lip service."

"Take back road maintenance in house. Stop wasting money on a profit making organisation. Involve Parish councils more."

"Better left to professionals who will not be swayed by loud voices or emotion?"

"Too much resource spent on talking, not enough doing"

"I live in a village, mostly populated by retired people. They will have their way and don't want to listen to younger residents, so what would be the point!"

"But ensure no overspend, set penalties for poor performance eg non-delivery of agreed service."

"Would this really make any difference?"

"Policy would then be unduly susceptible to vocal minority interest groups"

"Such community involvement will need to be done in a genuine spirit, not as 'box ticking'2

"Better use of the huge Volunteering effort that is available throughout the county."

"Why not take the services back "in house" rather than spend our money on BBLP?"

PUBLIC TRANSPORT

Are you currently a regular user of public transport? (At least once a week)

16% of respondents indicated that they were regular users of public transport.

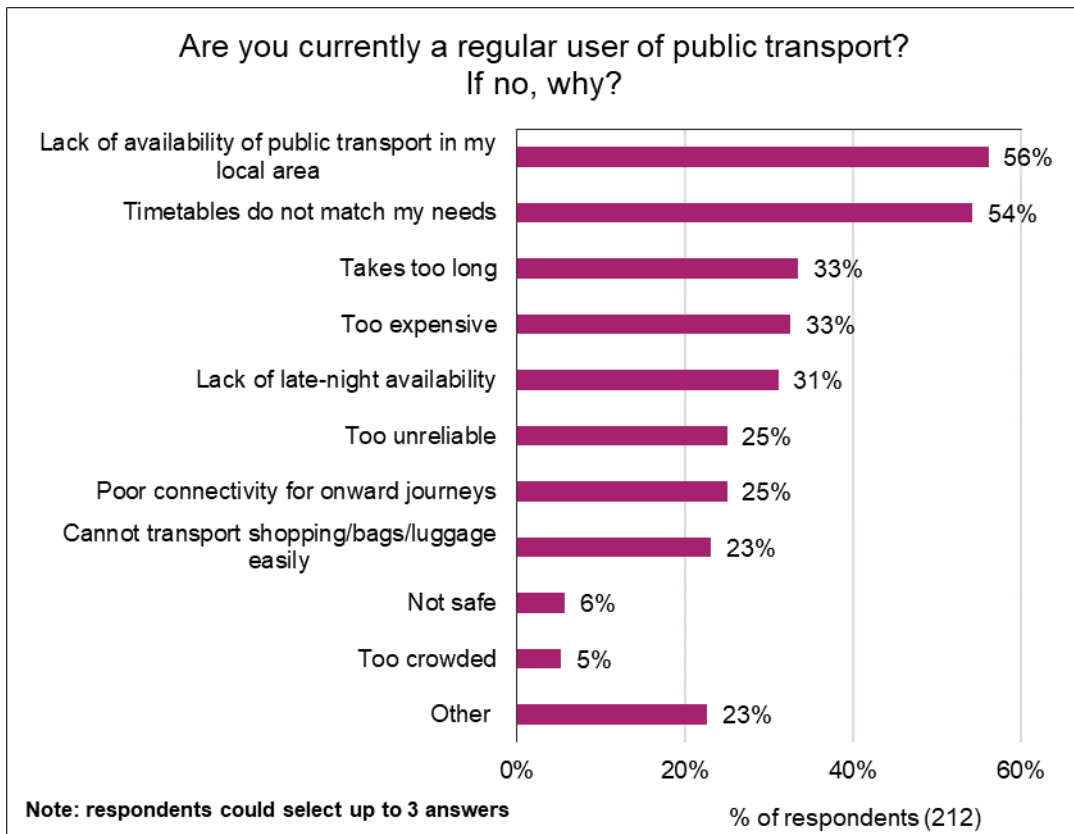|	No.	%
Yes	42	16%
No	224	84%
Total respondents	266	100%
Not answered	3	

If no, why? (Tick all that apply)

Note: Only respondents who answered 'no' to the previous question were invited to answer this question, however some respondents who answered 'yes' also answered. The figures below *include* these respondents and the percentages are a proportion of total respondents to the question.

From the listed options, 'lack of availability of public transport in my local area' and 'timetables do not match my needs' were the most common reasons for not using public transport regularly.

	No.	%
Lack of availability of public transport in my local area	119	56%
Timetables do not match my needs	115	54%
Takes too long	71	33%
Too expensive	69	33%
Lack of late-night availability	66	31%
Too unreliable	53	25%
Poor connectivity for onward journeys	53	25%
Cannot transport shopping/bags/luggage easily	49	23%
Not safe	12	6%
Too crowded	11	5%
Other	48	23%
Total respondents	212	100%

Note: respondents could select more than one answer

Are you currently a regular user of public transport? If no, why?

Reason	%
Lack of availability of public transport in my local area	56%
Timetables do not match my needs	54%
Takes too long	33%
Too expensive	33%
Lack of late-night availability	31%
Too unreliable	25%
Poor connectivity for onward journeys	25%
Cannot transport shopping/bags/luggage easily	23%
Not safe	6%
Too crowded	5%
Other	23%

Note: respondents could select up to 3 answers

% of respondents (212)

Other (please state):

89 comments were made. The following table presents the common themes emerged from these comments.

Please note that some respondents who ticked 'yes' to the above question also provided comments.

Theme	No. of comments
Public transport inadequate / not feasible/ too dirty / too expensive	51
I cycle or walk	24
Like to use car / car more convenient	17
Accessibility of PT (disability / age / young children)	12
Safety issues	4
Good / essential public transport / I use PT	4
Other	2
Buses too big for country lanes	2

Below is a small selection of illustrative comments that reflect some of the key themes above:

"For late night read afternoon. One service runs Friday once a week to Leominster. Bromyard is trapped by poor services and infrastructure, but the same poll tax."

"Unable to take power chair on bus"

"No public transport in my village."

"I'm a gardener so need a car for my tools"

"Most of my journeys are short enough that I can walk."

"There is one bus a week from here. When I can I take the train, but I have to drive to the station. No parking at the station anymore because they are building a car park on it. Not safe to cycle to the station and bikes are not safe to park there. The train service is dreadful. Very expensive -not affordable really. Trains are infrequent and frequently cancelled. I know many people who commute to places that are easily reached by train, but they drive because it is cheaper and more reliable and they do not want to be robbed for waiting an extra or so in the freezing cold only to be stuffed into a train to stand for up to 2 hours and arrive 1-2 hours later making their working day unbearable. We need a major transformation on local and national transport immediately. Please do not hang around on this. It is vital. I and everyone I know fully supports congestion and pollution charging and green bonds to raise funds for this. Go for it!!! Free school buses and trains until age 25 and also for pensioners must be put in. Many old people drive when good public transport that is free would get them out of their cars!"

"I walk to work and cycle to the shops so I don't regularly need to use public transport."

"Too dirty and unsafe to travel on."

"Dirty, smoke emitting busses if there is one. Drivers I see are smoking, on the phone and have little care for other road users (not all but some, including school buses)"

"One bus per day is not enough"

"I have a half mile walk to the nearest bus stop with an irregular bus service. Half a mile on the flat is no problem for most but the bus stop is at the bottom of a 1:4 hill."

"Local bus service several years ago was much better, smaller buses with shorter route and more regular service. Last time I used a bus it was filthy and smelly and an unpleasant journey."

"I am able to drive and enjoy doing so, I have never used public transport in some part due to lack of availability, but mostly I prefer to stick to my own timetable and not of that of public transport. Also if you have never used buses etc. it is difficult to access timetables and understand them!"

"There's no incentive: I would much rather be in my own space in my own car, park up where I want, leave when I want etc.!   A cheap Park and ride would have made a huge difference and given me an incentive to leave my car on the outskirts of town when I used to travel into town daily from 13 miles away when I lived at my previous address."

"Most of my journeys are short distances where I can walk or cycle. Longer distance journeys are with multiple young children which can make public transport challenging and timetables make this impractical in many circumstances."

Do you think that the council should invest resources to lead a local response to the climate emergency?

64% respondents thought that the council should invest resources to lead a local response to the climate emergency.

	No.	%
Yes	172	64%
No	72	27%
No opinion	23	9%
Total respondents	267	100%
Not answered	2	
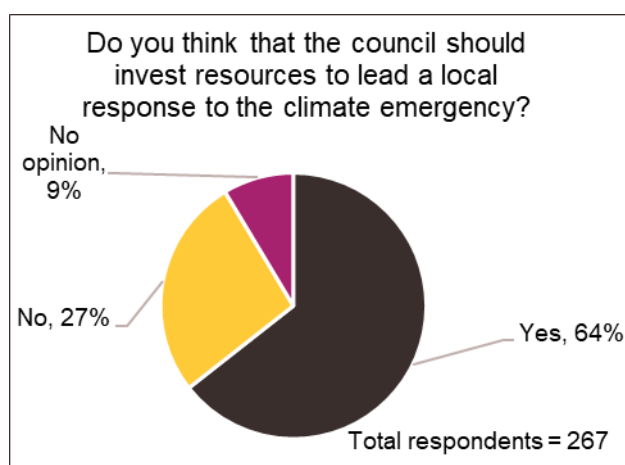
No (please explain why below):

72 respondents ticked 'no' above but 89 comments were made (thus including some from respondents who ticked 'yes' or 'no opinion'). The following table presents the common themes emerged from these comments.

Theme	No. of comments
NO - don't accept climate change is happening / is caused by human activity / don't care / not a priority	31
NO - should be central government's responsibility	15
NO - cost	15
NO - won't make any difference / not achievable	13
NO - keep to existing plan	3
YES - but you still aren't taking it seriously enough	3
YES - expressions of support and ideas suggested for how to achieve carbon reductions	22
NO OPINION - Miscellaneous comments	1

Below is a small selection of illustrative comments that reflect some of the key themes above: the first group are from respondents who do not support for investing resources to lead a local response

to the climate emergency annual plan and the second group are from respondents who support taking action.

"There is no climate emergency – it's a fiction"

"Political fluff and elites jumping on a bandwagon. Surprised you're so easily fooled."

"Complete waste of money, help people by reducing town pollution with a Western Bypass."

"It's a waste of time and money. The climate has been changing since the planet began."

"Until major countries/continents like China or India the USA reduce their carbon footprint first"

"You're already doing a lot, becoming a source of protest support is not where I want my money to go."

"Climate emergency is yet another buzzword to give authorities the excuse to increase taxes"

"This is not a problem which can be solved by small, local measures, just wasting money and resources. Much more drastic, national action is the only effective way."

"There isn't anything that the UK can do to stop excess emissions when China produces the majority of greenhouse gases"

"Central Government responsibility"

"There are other, more pressing priorities"

"Excellent, 2030 is an ambitious but critical target. It's nice to see Hereford leading in this field"

"Yes, this is the most important issue facing humanity & including Herefordians! 100% of budget needs to conform to minimizing emissions."

"There is no point in having a budget otherwise, because Herefordshire will not exist"

"This should be top priority"

"It's a no-brainer! There really is no choice but to invest in all of our futures and that of the planet."

"Yes, but why is this Question last and not first? ALL expenditure should be examined in the light of its contribution to tackling the climate emergency and its potential effects on the residents of Herefordshire (e.g. flood risk, keeping top grade soils for agriculture, since food production may be compromised, planting more trees, etc."

"Herefordshire Council should invest in renewable energy for all of its buildings - solar panels on its roofs. It should ensure that all planning applications for new houses or conversions meet zero carbon aims with insulation, renewable energy etc. More planting of trees, possibly a wildlife corridor on the old train-line if you are not going to use it for a tram."

Do you support further investment in technology to enable new and improved ways of delivering services?

Whilst 72% of respondents supported further investment in technology to enable new and improved ways of delivering services, 18% did not. A tenth of respondents did not express an opinion.

	No.	%
Yes	192	72%
No	47	18%
No opinion	26	10%
Total respondents	265	100%
Not answered	4	
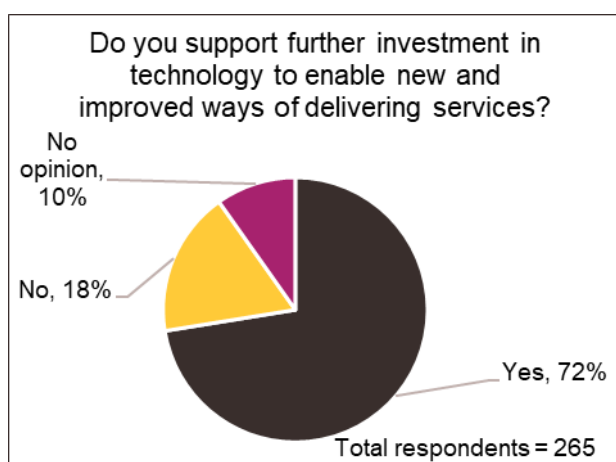
No (please explain why below):

47 respondents answered 'no' above but 64 comments were made (thus including some by respondents who answered 'yes' or 'no opinion'. The following table presents the common themes emerged from these comments.

Theme	No. of comments
NO – concerns about digital exclusion / not unless you maintain face to face contact as well	17
NO - not a priority / waste of money / not value for money	15
NO - threat to jobs / will cause problems	7
NO - erodes accountability	3
NO - infrastructure not there to support it	2
YES - but beware of digital exclusion / keep other formats	14
YES - but infrastructure needs to better	5
YES - but concerned about value for money and oversight / not a priority	4
YES - but got issues with the question	1

Below is a small selection of illustrative comments that reflect some of the key themes above: the first group are from respondents who did not support for investment in technology to enable new and improved ways of delivering services and the second group are from respondents who support for it.

"By moving services online you risk alienating those who rely on the services and may not use digital technology."

"Not everyone has access to technology - and especially so for the people most in need of services. So why spend money on services that cannot be accessed by those most in need. I can use digital services - but I despair for all those people who are being left high and dry. It is totally discriminatory.2

"Not as many people are comfortable with digital technology as you would think"

"At this point the Climate Emergency is the major priority and unless technology is connected, then it should take second place. There is already much tech available and very cheaply. By all means hire a geek to get stuff integrated to services, but keep the costs down. If you get in a fleet of electric buses, then go all out to get the digital stuff in so people will sue it. Also, we still have no broadband 4 miles outside Hereford. This is not untypical for the county. Data connections are not good either. What is the point in investing in tech when we cannot use it? It is also inaccessible for many elderly and others and we are getting more questioning of AI and how it is used. It needs thinking about."

"Digitisation of services etc. is actually destroying the sense of community you are supposedly trying to maintain"

"Reduces and further marginalises services for the elderly who don't access the internet. Certainly cameras cannot replace carers, promotes isolation should not be a priority"

"Much better to spend on helping people who need help."

"Digital by default is the Council's way of restricting the use of services. Most people are unaware of their entitlement because the Council hides behind its website. You cannot even talk to officers direct."

"Technology has a very bad record on costs and benefits. It must demonstrably pay its way and costs should be reducing not increasing."

"Important not to exclude people by over-relying on digital developments"

"But please sort affordable rural broadband and a consistent 4g mobile phone connection first!"

"But we shouldn't forget those who are unable to use services online - we run the risk of isolating the vulnerable"

"However it is vital not to overlook the vast proportion of the local population who are unable to access digital options and ensure they are not excluded. How are you gaining the views for this survey from those not visiting towns at the weekend and not able to fill in online?"

Of all the priority areas identified for additional investment, please prioritise them below (1 – top priority 10 – lowest priority)
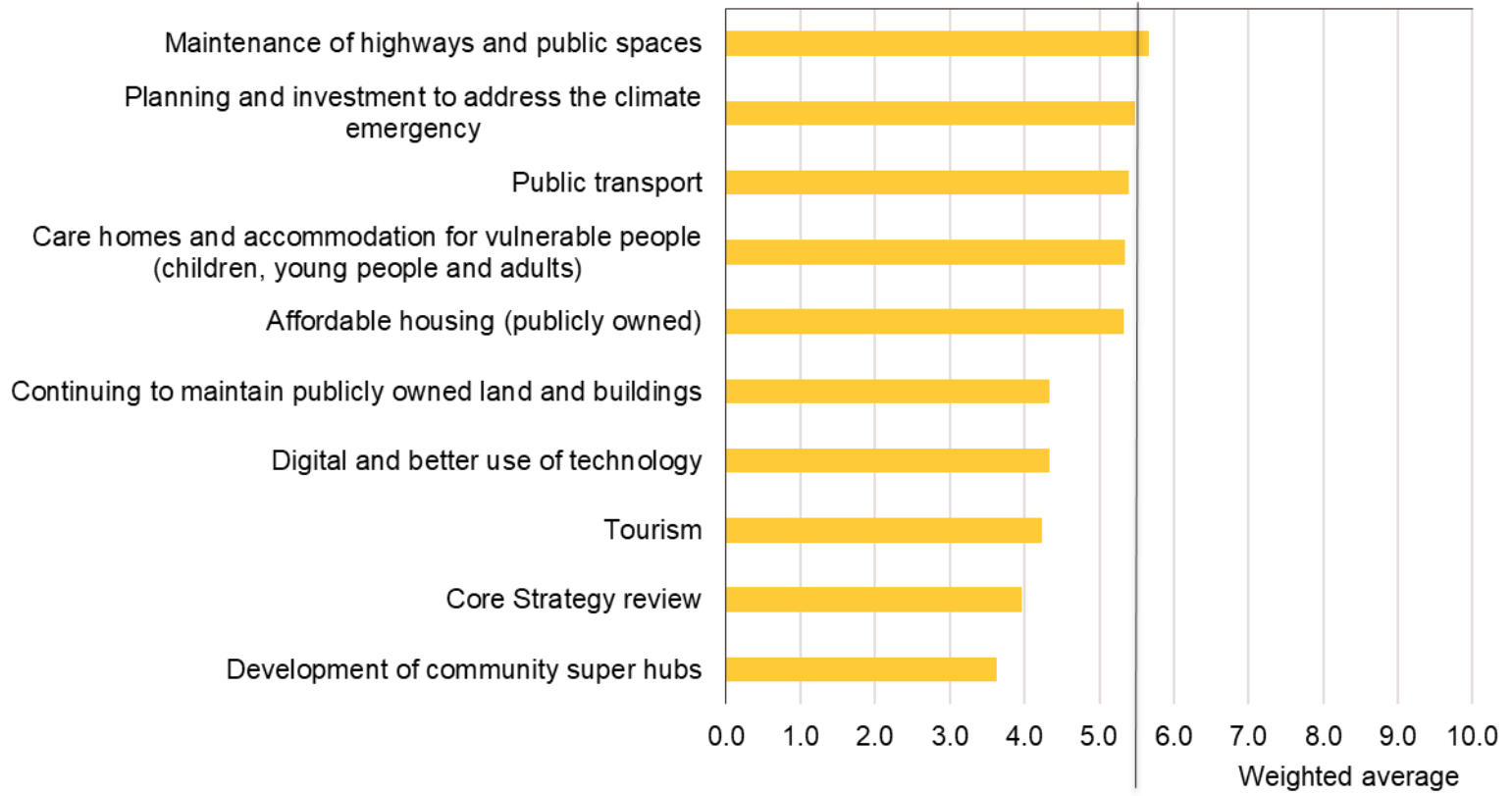
Key points to note from the responses to this question:

- It was clear that some priority areas for investment were more favoured than others. If we take the overall weighted average for each priority, five areas were noticeably more favoured than the others, with not much difference in support between these five. They were, in order of priority, maintenance of highways and public spaces, planning and investment to address the climate emergency, care homes and accommodation for vulnerable people (children, young people and adults), affordable housing (publicly owned) and public housing.
- There were also significant differences between the five areas that emerged as being rated as top priority:
    - **Planning and investment to address the climate emergency** was rated as top priority by the highest proportion of respondents, with 26% ranking it number one (ten percentage points more than any other option), 40% of respondents ranked it in their top three. However, responses were polarised, with 21% ranking it as *least* important (ten percentage points more than any other option), and it was also in the bottom three for 37% of respondents.
    - **Maintenance of highways and public spaces** was the top priority for 16% of respondents, and in the top three for 37%.
    - **Care homes and accommodation for vulnerable people** and was the top priority for 10%, and in the top three for 34%. It also received fewer low rankings than any other option, with only 13% placing it in their bottom three.
    - **Affordable housing (publicly owned)** was again rated number one priority by 10% of respondents and in the top three by 34%. It was ranked in the bottom three ratings (8 to 10) by 18% of respondents.
    - **Public transport** was only rated number one priority by 4% of respondents but was in the top three for 29% of respondents. 15% rated it in one of the three lowest priorities (8 to 10).
- As above, planning and investment to address the climate emergency was rated lowest priority by the highest proportion of respondents (21%) and also had the highest proportion of respondents rating it in their bottom three (37%). It was followed in terms of being of lowest priority by the **development of community super-hubs** where 15% rated it lowest priority and 36% in their bottom three (8 to 10). This area also had the lowest proportion of respondents rating it in their top three (14%).
- Four other areas also stand out as being less favoured, with an average rank of less than five and around a third of respondents ranking them in their bottom three:
    - **Continuing to maintain publicly owned land and buildings** was also seen as a middling priority, with 40% of respondents ranking it as fifth to seventh priority
    - **Core Strategy review** (33% in bottom three)
    - **Tourism** (29% in bottom three)
    - **Digital and better use of technology** (35% in bottom three)

Base = total respondents to the question (265)

Number & % of respondents	Rank										Not answered
	1	2	3	4	5	6	7	8	9	10	
Development of community super hubs	14	10	12	23	19	13	30	25	29	40	50
	5.3%	3.8%	4.5%	8.7%	7.2%	4.9%	11.3%	**9.4%**	**10.9%**	**15.1%**	18.9%
Continuing to maintain publicly owned land and buildings	7	16	20	20	33	44	29	20	15	11	50
	2.6%	6.0%	7.5%	7.5%	**12.5%**	**16.6%**	**10.9%**	7.5%	5.7%	4.2%	18.9%
Affordable housing (publicly owned)	26	25	40	26	25	22	13	27	10	11	40
	9.8%	**9.4%**	**15.1%**	9.8%	9.4%	8.3%	4.9%	10.2%	3.8%	4.2%	15.1%
Care homes and accommodation for vulnerable people (children, young people and adults)	27	37	27	25	22	25	22	13	16	5	46
	10.2%	**14.0%**	**10.2%**	9.4%	8.3%	9.4%	8.3%	4.9%	6.0%	1.9%	17.4%
Tourism	14	14	22	20	24	18	39	24	25	29	36
	5.3%	5.3%	8.3%	7.5%	9.1%	6.8%	14.7%	**9.1%**	**9.4%**	**10.9%**	13.6%
Core Strategy review	12	21	20	15	20	19	22	27	33	28	48
	4.5%	7.9%	7.5%	5.7%	7.5%	7.2%	8.3%	**10.2%**	**12.5%**	**10.6%**	18.1%
Maintenance of highways and public spaces	41	30	28	26	24	18	21	14	22	13	28
	15.5%	**11.3%**	**10.6%**	9.8%	9.1%	6.8%	7.9%	5.3%	8.3%	4.9%	10.6%
Public transport	11	30	35	31	31	39	21	16	15	9	27
	4.2%	11.3%	**13.2%**	**11.7%**	**11.7%**	**14.7%**	7.9%	6.0%	5.7%	3.4%	10.2%
Digital and better use of technology	10	21	20	28	24	13	27	29	34	30	29
	3.8%	7.9%	7.5%	10.6%	9.1%	4.9%	10.2%	**10.9%**	**12.8%**	**11.3%**	10.9%
Planning and investment to address the climate emergency	68	29	9	13	12	16	7	27	16	56	12
	25.7%	**10.9%**	**3.4%**	4.9%	4.5%	6.0%	2.6%	10.2%	6.0%	**21.1%**	4.5%

Prioritising the areas identified for additional investment:

Area	Weighted average
Maintenance of highways and public spaces	
Planning and investment to address the climate emergency	
Public transport	
Care homes and accommodation for vulnerable people (children, young people and adults)	
Affordable housing (publicly owned)	
Continuing to maintain publicly owned land and buildings	
Digital and better use of technology	
Tourism	
Core Strategy review	
Development of community super hubs	

RESPONDENT PROFILE

Note that this section of the questionnaire was amended *after* the survey had opened, so that respondents could select that they did not wish to answer these questions. 43 respondents indicated that they did not wish to complete this section.

- Three respondents represented an organisation or a group while 262 were individuals. Three organisations identified themselves as:

  > Gladman Developments Ltd
  >
  > ECHO for Extra Choices in Herefordshire
  >
  > Herefordshire Ramblers

- 189 respondents provided a part or full postcode
- 50% of respondents to the survey were males, 46% were females, and 4% preferred not to say. (Herefordshire population profile: 50% to 50%)[1]
- The age profile of survey respondents compared to Herefordshire's 16+ population is in the chart below. Two thirds (65%) of survey respondents were aged 45-74 years who were over-represented.

  Having such a small proportion of respondents aged 24 years and under is not unusual for surveys, nor is an under-representation of those aged 75 and over (especially for an online survey).

  Age distribution of survey respondents and Herefordshire population
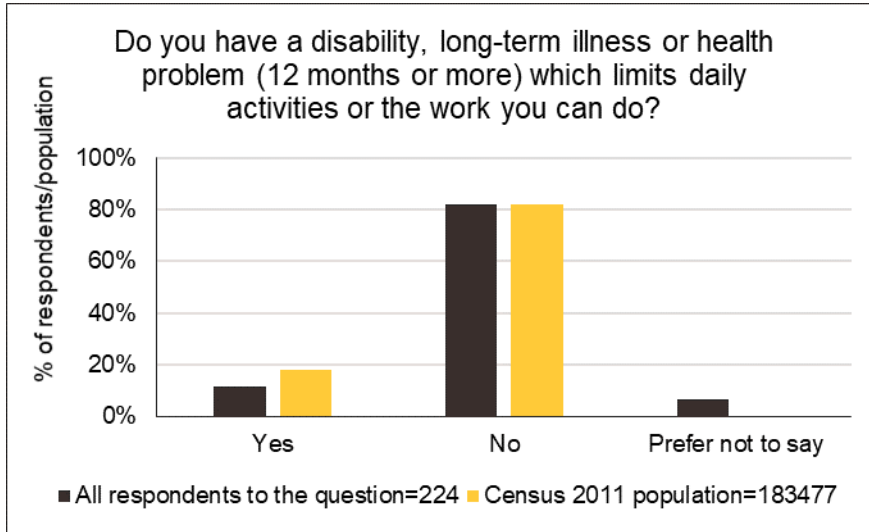
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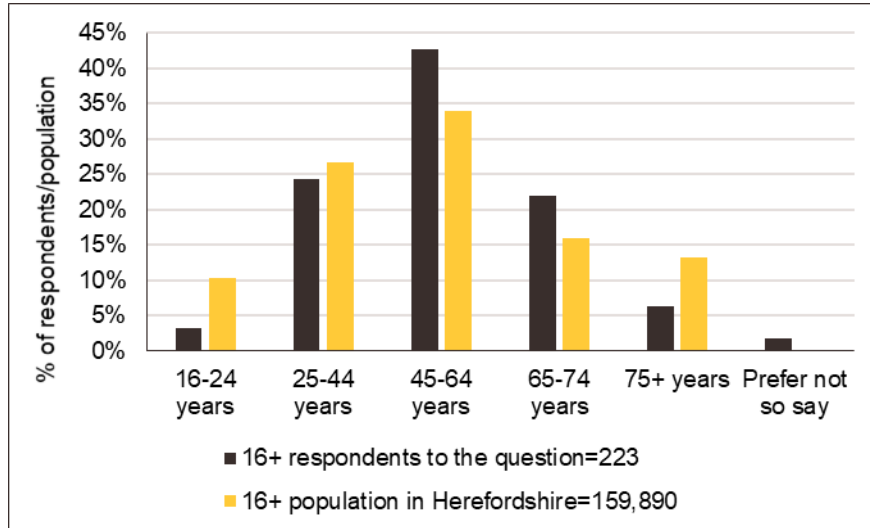
- 12% of respondents' day-to-day activities were limited a little or limited a lot because of a health problem or disability which has lasted, or is expected to last, at least 12 months.

Disability & long term health problem of survey respondents and Herefordshire population

- 60% of respondents were married or in a civil partnership, 15% were single and 12% were divorced, separated or widowed.
- Of the respondents who answered the question about their ethnicity, 95% identified themselves as 'white' and 5% as 'other white', similar to the ethnicity profile of the county's adult population (Census 2011).