Budget and priorities consultation 2017

Version 1.0
Herefordshire Council Intelligence Unit

October 2017
Contents

Key findings: ........................................................................................................................................... 3
Introduction ................................................................................................................................................... 5
Methodology .................................................................................................................................................. 5
Results ........................................................................................................................................................ 6
  Enable residents to live safe, healthy and independent lives ................................................................. 7
  Keep children and young people safe and give them a great start in life ............................................. 13
  Support the growth of our economy ...................................................................................................... 17
  Secure better services, quality of life and value for money ................................................................. 19
  Council Tax ............................................................................................................................................. 22
  Respondent profile ................................................................................................................................... 24
Appendix A: Nonstandard/other responses ............................................................................................. 26
Appendix B: Map of respondents to consultation .................................................................................. 26
Appendix C: The questionnaire ................................................................................................................ 26

If you need help to understand this document please call the Research Team on 01432 261944 or e-mail researchteam@herefordshire.gov.uk
Key findings:

- The most common areas that the council should do more within its priorities are; roads, transport and travel, older people and vulnerable people and environment identified by the majority of respondents.
- Over 60 per cent of respondents agreed that 'support with day to day tasks such as shopping, cleaning and gardening' and 'help people feel safe and secure in their communities and homes' were the best ways that communities can support people with vulnerabilities/disabilities to maintain independent lives.
- ‘Provide training and support to individuals so that they can offer support and advice within their own local communities’, ‘expand the remit of professionals, such as pharmacies and dentists’ and “use a time-banking system where volunteers are rewarded through giving their time’ gathered the highest responses to how should the council develop a network of groups and individuals across the county, who can offer advice and guidance for people wanting to adopt a healthier lifestyle.
- 57 per cent of respondents said the council should make it easier for people who need care to manage their own budget by letting them ‘choose their own care’ and 43 per cent said the council should let them ‘choose from a selection of providers chosen by the council’.
- The council should ‘invest in more roads and transport’, ‘build new houses itself’ and ‘encourage housing associations’ to prioritise getting more houses built in Herefordshire according to the majority of respondents.
- 68 per cent of respondents agreed that the council should continue investing in promoting childhood immunisation and antenatal, newborn and children screening programmes to achieve national targets in the next year.
- The council should ‘focus support to the most disadvantaged families to ensure children are school ready’ or ‘promote healthy eating for parents and young children’ to give the children the best start in life in their early years according to 60 per cent of respondents.
- 88 per cent of respondents said that the council should support young people to make the most of their education and employment opportunities by ‘making apprenticeships available across the county and explore transport options to support this’.
- The council should ‘improve road network’, ‘support local business start-ups’ or ‘promote investment into Herefordshire’ to assist in ensuring that the infrastructure and support needed to provide jobs and houses within the local economy is in place according to the majority of respondents.
- 77 per cent of respondents would like the council to invest its capital budget on ‘road maintenance’ and 50 per cent would like it to invest on ‘supporting/facilities for young people’.
• ‘School nursing and Health Visiting service’ and ‘NHS Health Checks’ were ranked as the most important public health services that the council should prioritise to commission. ‘Stop smoking service’ and ‘Sexual health service’ were ranked as the least important while ‘Substance misuse service’ and ‘Sexual health service’ were kept at the middle of the priority list by the respondents.

• There was a clear order of priority on how the council could raise sufficient income; ‘Council Tax increase for general use’ would be the first priority followed by ‘adult social care precept on Council Tax’ and ‘increased fees/charges’
Introduction

The consultation on Herefordshire Council’s priorities and budget for 2017/18 began on Thursday 29 June 2017 and ended on Saturday 30 September 2017. This report presents the key points from the analysis of standard responses received to the consultation questionnaire.

Methodology

The budget 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 made available on the website for residents who preferred to download, print and complete the questionnaire. The consultation was promoted on the council’s social media sites (Twitter and Facebook).

This report presents the results of the combined online and paper responses to the questionnaire. The sample base 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 per cent.

Where comments have been provided these are listed in full but have been anonymised and corrected for spelling where appropriate.

There were a total of 514 responses to the questionnaire, of which 510 were submitted online and four were completed paper copies.
Results

The following analysis represents 514 responses received to the consultation questionnaire. Appendix A contains the responses received as letters and e-mails to the consultation. The analysis of free text comments and suggestions to the questionnaire are included in this report. The full list of comments and suggestions will be published as a separate document.

Q1. Are there any areas within these priorities that you think the council should do more?
Seventy seven per cent of respondents said that there are other priorities that the council should do more.

Table 1: responses to Q1

<table>
<thead>
<tr>
<th></th>
<th>Number of respondents</th>
<th>Per cent of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>381</td>
<td>77%</td>
</tr>
<tr>
<td>No</td>
<td>116</td>
<td>23%</td>
</tr>
<tr>
<td>Total respondents</td>
<td>497</td>
<td>100%</td>
</tr>
<tr>
<td>Not answered</td>
<td>17</td>
<td></td>
</tr>
</tbody>
</table>

If ‘Yes’, please specify below:

The analysis of this question indicated that frequently cited suggestions were around several areas such as:

- **Roads** (new roads, maintenance of existing roads, road safety and accelerate the bypass)
- **Transport and travel** (improved public transport, sustainable transport and promoting active travel)
- **Older people and vulnerable people** (safeguarding, social care provision, employment for people with disabilities, services for offenders etc.)
- **Environment** (maintain parks and countryside, waste recycling, litter clearance and protect the outstanding beauty of the county)
Enable residents to live safe, healthy and independent lives

Q2. How can communities support people with vulnerabilities/disabilities to maintain independent lives? (Please tick all that apply)

According to over 60 per cent of respondents ‘support with day to day tasks such as shopping, cleaning and gardening’ and ‘help people feel safe and secure in their communities and homes’ were the best ways that communities can support people with vulnerabilities/disabilities to maintain independent lives. Also there were high consensus for ‘arrange social events for people to meet each other’, ‘pop in to chat to them and keep them company’ and for ‘help them access employment’ in terms of supporting people with vulnerabilities/disabilities to maintain independent lives (Table 2).

Table 2: responses to Q2

| Support with day to day tasks such as shopping, cleaning and gardening | 346 | 70% |
| Help people feel safe and secure in their communities and homes | 319 | 65% |
| Arrange social events for people to meet each other | 293 | 59% |
| Pop in to chat to them and keep them company | 252 | 51% |
| Help them access employment | 252 | 51% |
| Bring people together from different backgrounds and ages | 237 | 48% |
| Set up car share schemes and encourage community transport | 237 | 48% |
| Provide meals for people or arrange lunch groups | 227 | 46% |
| Other | 82 | 17% |
| Total respondents | 493 | 100% |
| Not answered | 21 | |

Note: respondents could select more than one answer
Other, please specify:

The analysis indicated that the most common suggestions were:

- **Providing activities for healthy living** (e.g. walking, visiting outdoors, healthy eating, healthy cooking)
- **Proving practical help** (form filling, help with internet access etc.)
- **Council to coordinate the volunteer support** (liaise with volunteers, organisations and people with vulnerabilities/disabilities and their families)
- **Ensure safety** (CCTV in public places, extra visible police presence)
Q3. How should the council develop a network of groups and individuals across the county, who can offer advice and guidance for people wanting to adopt a healthier lifestyle? (Please tick all that apply)

According to the majority of respondents (56 per cent) the council should ‘provide training and support to individuals so that they can offer support and advice within their own local communities’ to develop a network of groups and individuals across the county who can offer advice and guidance for people wanting to adopt a healthier lifestyle. Around 45 per cent of respondents think that the council should ‘expand the remit of professionals, such as pharmacies and dentists’ or ‘use a time-banking system where volunteers are rewarded through giving their time’. A third (32 per cent) of respondents think the council should ‘provide financial incentives to groups who enable people to make lifestyle changes’ and a quarter (24 per cent) of respondents think the council should ‘commission a provider to do this as part of the information and signposting service’ to develop a network of groups and individuals across the county to offer advice and guidance for people wanting to adopt a healthier lifestyle.

Table 3: responses to Q3

<table>
<thead>
<tr>
<th>Option</th>
<th>Number of respondents</th>
<th>Per cent of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide training and support to individuals so that they can offer</td>
<td>269</td>
<td>56%</td>
</tr>
<tr>
<td>support and advice within their own local communities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expand the remit of professionals, such as pharmacies and dentists</td>
<td>216</td>
<td>45%</td>
</tr>
<tr>
<td>Use a time-banking system where volunteers are rewarded through</td>
<td>205</td>
<td>43%</td>
</tr>
<tr>
<td>giving their time (rewards can be other voluntary services/activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>or discount schemes etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provide financial incentives to groups who enable people to make</td>
<td>153</td>
<td>32%</td>
</tr>
<tr>
<td>lifestyle changes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commission a provider to do this as part of the information and</td>
<td>115</td>
<td>24%</td>
</tr>
<tr>
<td>signposting service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>89</td>
<td>18%</td>
</tr>
<tr>
<td>Total respondents</td>
<td>482</td>
<td>100%</td>
</tr>
<tr>
<td>Not answered</td>
<td>32</td>
<td></td>
</tr>
</tbody>
</table>

Note: respondents could select more than one answer
Chart 2: responses to Q3

How should the council develop a network of groups and individuals across the county, who can offer advice and guidance for people wanting to adopt a healthier lifestyle?

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>% of total respondents (482)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide training and support to individuals so that they can offer support and advice within their own local communities</td>
<td>56%</td>
</tr>
<tr>
<td>Expand the remit of professionals, such as pharmacies and dentists</td>
<td>45%</td>
</tr>
<tr>
<td>Use a time-banking system where volunteers are rewarded through giving their time (rewards can be other voluntary services/activities or...)</td>
<td>43%</td>
</tr>
<tr>
<td>Provide financial incentives to groups who enable people to make lifestyle changes</td>
<td>32%</td>
</tr>
<tr>
<td>Commission a provider to do this as part of the information and signposting service</td>
<td>24%</td>
</tr>
<tr>
<td>Other</td>
<td>18%</td>
</tr>
</tbody>
</table>

Other, please specify:

The analysis of comments identified ‘other’ common suggestions such as:

- **Providing support for existing groups** (financial support, incentives, publicity)
- **Coordinate with professionals** (GPs, healthy lifestyle trainers, district nurses and community health groups)
- **Establish a place where people can get hold of free advice and information**

Some respondents suggested that ‘adopting a healthier lifestyle’ is an individual’s responsibility therefore it should not be included in council’s remit.
Q4. How should the council make it easier for people who need care to manage their own budget?

According to fifty seven (57) per cent of respondents the council should make it easier for people who need care to manage their own budget by letting them ‘choose their own care’, while 43 per cent think the council should let them ‘choose from a selection of providers chosen by the council’. 

Table 4: responses to Q4

<table>
<thead>
<tr>
<th></th>
<th>Number of respondents</th>
<th>Per cent of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose their own care</td>
<td>278</td>
<td>57%</td>
</tr>
<tr>
<td>Choose from a selection of providers chosen by the council</td>
<td>212</td>
<td>43%</td>
</tr>
<tr>
<td>Total respondents</td>
<td>490</td>
<td>100%</td>
</tr>
<tr>
<td>Not answered</td>
<td>24</td>
<td></td>
</tr>
</tbody>
</table>

Q5. How should the council prioritise getting more houses built in Herefordshire?

(Please tick all that apply)

The council should ‘Invest in more roads and transport’, ‘build new houses itself’ and ‘encourage housing associations’ to prioritise getting more houses built in Herefordshire according to the majority of respondents (56 per cent, 49 per cent and 45 per cent respectively). Fewer proportion of respondents (21 per cent) think the council should ‘offer incentives to landowners’ to prioritise getting more houses in Herefordshire. A fifth of respondents (20 per cent) selected ‘other’ ways that the council should prioritise this.

Table 5: responses to Q5

<table>
<thead>
<tr>
<th></th>
<th>Number of respondents</th>
<th>Per cent of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invest in more roads and transport</td>
<td>284</td>
<td>56%</td>
</tr>
<tr>
<td>Build new houses itself</td>
<td>246</td>
<td>49%</td>
</tr>
<tr>
<td>Encourage housing associations</td>
<td>226</td>
<td>45%</td>
</tr>
<tr>
<td>Make council owned land available to builders</td>
<td>180</td>
<td>36%</td>
</tr>
<tr>
<td>Speed up the processing of planning applications</td>
<td>176</td>
<td>35%</td>
</tr>
<tr>
<td>Offer incentives to landowners</td>
<td>108</td>
<td>21%</td>
</tr>
<tr>
<td>Other</td>
<td>99</td>
<td>20%</td>
</tr>
<tr>
<td>Total respondents</td>
<td>504</td>
<td>100%</td>
</tr>
<tr>
<td>Not answered</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

Note: respondents could select more than one answer
Analysis of comments identified the most common ‘other’ suggestions as follows:

- **Renovate derelict properties** (empty properties, spaces above shops etc.)
- **Develop brown field sites** (e.g. former industrial sites and incentives to develop brown field sites)
- **Improve planning permission process to encourage development** (less complex, speedy process, reduce the upfront cost on planning applications and reduce the S106/CIL charges)

Some respondents have expressed concerns about whether getting more houses before improving infrastructure and sufficient public services (e.g. schools, surgeries) would be the right way forward for the county.
Keep children and young people safe and give them a great start in life

In 2016/17 Herefordshire achieved national uptake targets for childhood immunisation and antenatal, newborn and children screening programmes. This is central to the council’s policy of giving children a great start in life.

Q6. Should the council continue investing in promoting these programmes to achieve national targets in the next year?

Over two thirds of respondents (68 per cent) agreed that the council should continue investing in promoting childhood immunisation and antenatal, newborn and children screening programmes to achieve national targets in the next year. Seventeen per cent do not think that the council should continue investing in promoting these programmes while 15 per cent were not sure about this. (Table 6)

Table 6: responses Q6

<table>
<thead>
<tr>
<th>Number of respondents</th>
<th>Per cent of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>344</td>
</tr>
<tr>
<td>No</td>
<td>87</td>
</tr>
<tr>
<td>Not sure</td>
<td>78</td>
</tr>
<tr>
<td>Total respondents</td>
<td>509</td>
</tr>
<tr>
<td>Not answered</td>
<td>5</td>
</tr>
</tbody>
</table>

Chart 4: responses to Q6

Should the council continue investing in promoting these programmes to achieve national targets in the next year?

- Yes, 68%
- No, 17%
- Not sure, 15%
Q7. How should the council work with parents and other services to give children the best start in life in their early years? (Please tick all that apply)

The council should ‘Focus support to the most disadvantaged families to ensure children are ‘school ready’ and ‘Promote healthy eating for parents and young children’ to give children the best start in life in their early years according to 60 per cent of respondents. ‘Work with parents to improve the dental health of their children’ or ‘offer parenting classes in local areas’ or ‘Improve information, advice and guidance on local support via the web’ also ranked highly. Less than a fifth chose ‘other’ things that the council should work with parents and other services to give children the best start in life in their early years.

Table 7: responses Q7

| Focus support to the most disadvantaged families to ensure children are ‘school ready’ | 304 | 62% |
| Promote healthy eating for parents and young children | 295 | 60% |
| Work with parents to improve the dental health of their children | 256 | 52% |
| Offer parenting classes in local areas | 232 | 47% |
| Improve information, advice and guidance on local support via the web | 226 | 46% |
| Other | 90 | 18% |
| Total respondents | 490 | 100% |
| Not answered | 24 | |

Note: respondents could select more than one answer

Chart 5: responses to Q7
Other, please specify:
Among the other suggestions provided, the most common suggestions were:

- **Through already established organisations/groups** (Children’s Centres, community centres, libraries etc.)
- **Health education through schools and nurseries** (healthy eating, healthy lifestyles, dental health)
- **More funding to local organisations and charities** (children centres, family projects, Sure Start)
- **1-2-1 support for vulnerable parents/carers and more support for full time working parents**

**Q8. How should the council support young people to make the most of their education and employment opportunities? (Please tick all that apply)**

The large majority of respondents (88 per cent) said that the council should support young people to make the most of their education and employment opportunities by ‘making apprenticeships available across the county and explore transport options to support this’. Forty one per cent thought the council should ‘focus more work on developing opportunities for young people with special needs and disabilities’ while 18 per cent thought there are ‘other’ things that the council should do in terms of supporting young people to make the most of their education and employment opportunities.

**Table 8: responses to Q8**

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>Number of respondents</th>
<th>Per cent of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make apprenticeships available across the county and explore transport options to support this</td>
<td>438</td>
<td>88%</td>
</tr>
<tr>
<td>Focus more work on developing opportunities for young people with special needs and disabilities</td>
<td>204</td>
<td>41%</td>
</tr>
<tr>
<td>Other</td>
<td>87</td>
<td>18%</td>
</tr>
<tr>
<td>Total respondents</td>
<td>495</td>
<td>100%</td>
</tr>
<tr>
<td>Not answered</td>
<td>19</td>
<td></td>
</tr>
</tbody>
</table>

Note: respondents could select more than one answer
Other, please specify:

The analysis of comments identified ‘other’ common suggestions such as:

- **Improve career guidance and advice** (Independent free advice, bringing back the, Work with schools to reinstate good careers advice, not just emphasis on university admission, mock interviews with potential employers)
- **Public transport to schools and colleges** (free or affordable fares and more regular services across county)
- **More work experience and vocational training opportunities** (wide range of employers, mentoring schemes, hands on work placements, vocational training through schools)
- **Create employment and better paid jobs with in the county** (more industries especially in information technology, employments/apprenticeships for young people with disabilities)
Support the growth of our economy

Q9. How should the council assist in ensuring that the infrastructure and support needed to provide jobs and houses within the local economy is in place? (Please tick all that apply)

According to the majority (70 per cent) of respondents the council should ‘improve road network’ to assist in ensuring that the infrastructure and support needed to provide jobs and houses within the local economy is in place. ‘Supporting local business start-ups', ‘promoting investment into Herefordshire’, ‘investing in superfast broadband' and ‘support for the university' are next in line for the council to assist in and were agreed by 65 per cent, 63 per cent, 54 per cent and 48 per cent of respondents respectively (Table 9)

Table 9: responses to Q9

<table>
<thead>
<tr>
<th>Option</th>
<th>Number of respondents</th>
<th>Per cent of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve road network</td>
<td>357</td>
<td>70%</td>
</tr>
<tr>
<td>Support local business start-ups</td>
<td>332</td>
<td>65%</td>
</tr>
<tr>
<td>Promote investment into Herefordshire</td>
<td>322</td>
<td>63%</td>
</tr>
<tr>
<td>Invest in superfast broadband</td>
<td>273</td>
<td>54%</td>
</tr>
<tr>
<td>Support for the university</td>
<td>246</td>
<td>48%</td>
</tr>
<tr>
<td>Support housing growth</td>
<td>202</td>
<td>40%</td>
</tr>
<tr>
<td>Make more land and buildings available for business and industrial use</td>
<td>147</td>
<td>29%</td>
</tr>
<tr>
<td>Other</td>
<td>74</td>
<td>15%</td>
</tr>
<tr>
<td>Total respondents</td>
<td>509</td>
<td>100%</td>
</tr>
<tr>
<td>Not answered</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

Note: respondents could select more than one answer
Chart 7: responses to Q9

How should the council assist in ensuring that the infrastructure and support needed to provide jobs and houses within the local economy is in place?

- Improve road network: 70%
- Support local business start-ups: 65%
- Promote investment into Herefordshire: 63%
- Invest in superfast broadband: 54%
- Support for the university: 48%
- Support housing growth: 40%
- Make more land and buildings available for business and industrial use: 29%
- Other: 15%

Note: respondents could select more than one answer
% of total respondents (509)

Other, please specify:

The analysis of comments made to this question indicated that the most common suggestions were:

- **Improve public transport network** (free public transport for school and college children, regular bus service across Herefordshire, train station in Rotherwas etc.)
- **Improve roads** (develop a road network to connect to motorways, reduce traffic and Hereford bypass)
- **Improve alternative travel** (more cycle routes, promote walking and cycling, park and ride facility in the city)
- **Reduce business rates to attract investors/businesses** (cheap industrial units, low rents for empty properties to encourage business start-ups)
- **Invest in recreational infrastructure to promote tourism** (footpaths, flower displays, remove litter etc.)
Secure better services, quality of life and value for money

Q10. The capital budget funds schemes and investments which will derive a long term benefit for the county. Capital expenditure is funded from the sale of land and assets, borrowing and annual contributions from the revenue budget. Where should we invest our capital budget? (Please tick all that apply)

Seventy seven per cent of respondents would like the council to invest its capital budget on ‘road maintenance’ and 50 per cent would like it to invest on ‘supporting/facilities for young people’. ‘New roads’, ‘residential care’ and ‘investment in housing’ were next on the list of investments that respondents would like the council to invest in.

Table 10: responses to Q10

<table>
<thead>
<tr>
<th></th>
<th>Number of respondents</th>
<th>Per cent of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road maintenance</td>
<td>389</td>
<td>77%</td>
</tr>
<tr>
<td>Supporting/facilities for young people</td>
<td>252</td>
<td>50%</td>
</tr>
<tr>
<td>New roads</td>
<td>236</td>
<td>47%</td>
</tr>
<tr>
<td>Residential care</td>
<td>225</td>
<td>44%</td>
</tr>
<tr>
<td>Investment in housing</td>
<td>206</td>
<td>41%</td>
</tr>
<tr>
<td>School buildings</td>
<td>176</td>
<td>35%</td>
</tr>
<tr>
<td>Safeguarding</td>
<td>163</td>
<td>32%</td>
</tr>
<tr>
<td>Road safety</td>
<td>115</td>
<td>23%</td>
</tr>
<tr>
<td>Other</td>
<td>73</td>
<td>14%</td>
</tr>
<tr>
<td>Total respondents</td>
<td>507</td>
<td>100%</td>
</tr>
<tr>
<td>Not answered</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

Note: respondents could select more than one answer

Chart 8: responses to Q10
Among the other suggestions where the council should invest its capital budget, the following were the most commonly cited suggestions:

- **Transport** (improved public transport, subsidised transport for elderly and young)
- **Roads** (Road maintenance, road network improvements and road safety, bypass, new bridge in the city)
- **Reduce traffic** (safe cycling routes, more walking and cycle schemes, accessible parking)
- **Tourism and culture** (clean countryside, encourage small family businesses, capitalise Herefordshire’s unique selling point-the beautiful county)

Some respondents expressed concerns about selling land and assets to fund capital expenditure, instead respondents suggested that the council should use these to gain income and use for providing farm apprenticeships etc.
Q11. The council is responsible for improving the health of its residents and commission a number of public health services. How would you choose to prioritise the following services? (1 = most important and 6 = least important)

This ranking question calculates the average ranking for each answer option to determine which option (service) was most preferred overall. The answer option with the largest average ranking is the most preferred option. Weights are applied in reverse. In other words, the respondent’s most important option (which the respondent ranked as 1) has the largest weight, and respondent’s least important option (which the respondent ranked in the last position) has a weight of 1.

There were some clear messages from the distribution of the ranks (see Chart 9); ‘school nursing and Health Visiting service’ and ‘NHS Health Checks’ were ranked as the most important public health services that the council should prioritise to commission. ‘Stop smoking service’ and ‘Sexual health service’ were ranked as the least important public health services that the council should prioritise to commission.

Table 11: proportion of responses to Q11 based on total respondents who ranked at least one option

<table>
<thead>
<tr>
<th>Options (services)</th>
<th>Rank (1 = most important and 6 = least important)</th>
</tr>
</thead>
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<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td>School nursing and Health Visiting service</td>
<td>38%</td>
</tr>
<tr>
<td>NHS Health Check</td>
<td>26%</td>
</tr>
<tr>
<td>Substance misuse service</td>
<td>8%</td>
</tr>
<tr>
<td>Sexual health service</td>
<td>3%</td>
</tr>
<tr>
<td>Healthy lifestyle trainer service</td>
<td>8%</td>
</tr>
<tr>
<td>Stop smoking service</td>
<td>7%</td>
</tr>
</tbody>
</table>

Chart 9: services ranked based on weighted averages

Importance based on weighted average ranks

Total number of respondents = 502

Average score
Council Tax

Q12. In order to ensure the council raises sufficient income, how would you choose to prioritise the following options? (1 = first and 3 = last)

According to the distribution of ranks there was a clear order of priority that how the council raise sufficient income; ‘Council Tax increase for general use’ would be the first priority followed by ‘Adult social care precept on Council Tax’ and ‘Increased fees/charges’ (Table 12).

Table 12: proportion of responses to Q12 based on total respondents who ranked at least one option

<table>
<thead>
<tr>
<th>Options</th>
<th>Rank (1 = first and 3 = last)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council tax increase for general use</td>
<td>34% 30% 31%</td>
</tr>
<tr>
<td>Adult social care precept on Council Tax</td>
<td>31% 43% 21%</td>
</tr>
<tr>
<td>Increased fees/charges</td>
<td>31% 20% 43%</td>
</tr>
</tbody>
</table>

Chart 10: options ranked based on weighted averages
Q13. Do you have any other comments you would like to make?

There were over 200 comments made to provide any other comments. The initial analysis indicated that the most common themes/suggestions/priorities emerged from the comments were:

- **Roads, transport and traffic** (improve road conditions, maintenance of roads, improve transport network for rural areas and public transport, reduce traffic etc.)
- **Herefordshire’s outstanding natural beauty and heritage** (preserve and conserve beautiful countryside, encourage tourism)
- **Support for economy** (support for local small businesses, improve tourism)
- **Improve services for all** (focus on everyone rather than adult and children social care, free or affordable parking, library services etc.)
- **Do not support the university**
- **Funding** (lobby government for more funding, increase council tax for all and justify the rise)

Many respondents expressed concerns about the council’s internal spending (staffing costs, building renovations, office moves etc.), too many councillors and their allowances.

The full list of comments received to all questions will be published as a separate document.
Respondent profile

- Two per cent of respondents represented an organisation or a group while 98 per cent were individuals. The organisations that responded to the consultation were:
  
  Bromyard Walkers are Welcome  
  Hereford business community  
  Herefordshire Wildlife Rescue  
  Kingsland Parish Council  
  North Bromyard Group Parish Council  
  Sutton St Nicholas Parish Council  
  Wye Ruin It  
  AS IF*  
  Trust (charitable) trustee*
  *unable to verify the organisation names

- 442 respondents provided their full postcode- please see map (appendix B- map of respondents to consultation)

- 53 per cent of respondents to the survey were females and 47 per cent were males (Herefordshire population profile: 51 percent to 49 percent)¹

- 17 per cent were aged 65 years or over, 48 per cent were aged 45-64 years, 32 per cent were aged 25-44 years and three per cent were 24 years or younger. According to chart 11 it is clear that people aged 24-64 years were largely over represented in the consultation.

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Twenty one (21) per cent 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 month.

Ninety five (95) per cent of respondents identified themselves as English, Scottish, Welsh or British; three per cent identified themselves as another national identity.

Of the respondents who answered the question about their ethnicity, 96 per cent identified themselves as ‘white’ and three percent as ‘other white’. This composition is slightly different to the adult population ethnicity profile of the county, where five per cent were ‘other white’ and two per cent were ‘non-white’ (according to the 2011 Census).

Eleven (11) per cent of respondents felt that they had been treated differently (positively or negatively) because of who they are.

In addition to the standard survey responses, there were six responses received as emails/letters from the following (please see appendix A):

- Mortimer ward councils
- Market Towns Forum
- Bromyard Walkers are Welcome
- Herefordshire Ramblers
- Four members of public

End
Appendix A: Nonstandard/other responses
Appendix B: Map of respondents to consultation
Appendix C: The questionnaire
From: Mortimer ward councils

Dear Herefordshire Council,

Following discussions with neighbouring parish councils, the Mortimer Ward Councils wish to submit the following response:

Following an in-depth discussion it was agreed to submit the following budget priorities to Herefordshire Council:

Mortimer Ward had identified three main investment priorities:

- Roads;
- Drainage;
- Broadband.

Roads

The highway network throughout the County was in a very poor state of repair and requires significant investment to bring it back up to an acceptable standard.

Investment in the Enhanced Lengthsman Scheme to continue to enable parish councils to carry out pothole repairs was essential whilst funding was sought to carry out long terms repairs and resurfacing works.

Drainage

The network of highway drainage was in a poor state of repair. Investment had not been made to keep the drainage network clear and in a good state of repair. This had resulted in drainage issues which was in turn undermining the highway network.

Herefordshire Council is urged to provide further investment in a proactive gulley cleaning initiative.

Broadband

In order to support the tourism industry and small businesses additional investment in upgrading broadband throughout the Council was requested.

The role of Town and Parish Councils

The Parish Councils in Mortimer Ward believe that Herefordshire Council should consider devolving some of the maintenance responsibilities from Balfour Beatty to Parish Councils under the Enhanced Lengthsman Scheme to enable local parish councils to deliver cost effective maintenance of C and U roads, roadside verges and open spaces.

Regards

Paul Russell
Clerk to the Council
From: Market Towns Forum

Dear Herefordshire Council,

On behalf of the Market Towns Forum, which is made up of Market Towns in Herefordshire, the following response to the budget consultation has been agreed:

The following priorities have been identified by the Market Towns Forum:

- The continuation of financial support for the Enhanced Lengthsman Scheme;
- The continuation of financial support for the P3 scheme;
- Increased expenditure on highway network improvements with greater clarity and consultation with local parish and town councils on priorities;
- Town centre/public realm improvements in market towns;
- Additional investment in public transport especially in rural areas where an economic case can be made;
- Improved waste collection and litter bin emptying to improve cleanliness and care of the county for both residents and visitors;

In order to help achieve improved service delivery and some cost savings the Market Towns Forum would like to see the following initiatives developed:

- Options to work hand in hand with town and parish councils to help deliver open spaces maintenance, litter bin emptying and other quality of life services on behalf of local residents;
- The option for town and parish councils to act as contractors to HC, to receive payment to help deliver services contracted to town and parish councils.

The Market Towns Forum is made up of the following towns in Herefordshire:
Bromyard & Winslow
Hereford City Council
Kington Town Council
Ledbury Town Council
Leominster Town Council
Ross on Wye Town Council

Regards
Paul Russell
(Secretary to the MTF)

Town Clerk, Leominster Town Council
From: Bromyard Walkers are Welcome

I have responded to the questionnaire but there is only limited opportunity to make broader points.

First, maintenance of public rights of way is a statutory duty. It is not an optional extra. It is doubtful whether Herefordshire’s present performance and resourcing complies with this statutory obligation. To reduce it further will increase the likelihood of legal challenge.

Secondly, walking makes a huge contribution to the local economy. Tourism delivers a Gross Value Added of £150m per annum, 5% of the county total. Farming contributes 8%. This will be jeopardised by any further reductions in funding as the walking infrastructure falls into increasing disrepair. It is particularly counter-productive to abolish the P3 scheme, as currently proposed, which costs £50,000 p.a. or 0.03% of the council’s required spending. P3 delivers outstanding value by using volunteer labour and local contractors who are far more cost-effective than the exorbitant rated billed by BBLP.

Thirdly, the health benefits of walking, through reduction in cardio vascular disease and improvements to mental an physical well-being are well attested. Investment and promotion here will help to reduce demand on other Council services and the NHS.

Tom Fisher
Chairman, Bromyard Walkers are Welcome
From: Herefordshire Ramblers

Dear Sir / Madam,

I have NOT responded to the questionnaire as there is only limited opportunity to make broader points.

As Chair of Herefordshire Ramblers I believe it is very important that I make the following comments regarding “walking” in all its aspects as a response to the 2018/19 Budget Priorities Consultation.

Walking will help achieve Herefordshire Council’s stated aspiration for the future: “People, organisations and businesses working together to bring sustainable prosperity and well-being for all, in the outstanding natural environment of Herefordshire.”

The council’s strategic objectives and the four priorities as described within the corporate plan are to:

- Enable residents to live safe, healthy and independent lives;
- Keep children and young people safe and give them a great start in life;
- Support the growth of our economy; and
- Secure better services, quality of life and value for money.

These can be helped by getting more people out walking and by maintaining the Rights of Way Network in the county.

Firstly, the health benefits of walking, through reduction in cardio vascular disease, other medical conditions and improvements to mental an physical well-being are well established and reported. Investment and promotion here will help to reduce demand on other Council services and the NHS. Walking is the most sustainable means of exercise there is.

Secondly, maintenance of public rights of way is a statutory duty, not an optional extra. It is doubtful whether Herefordshire’s present performance and resourcing complies with this statutory obligation or duty. To reduce it further will increase the likelihood of legal challenge.

Thirdly, walking makes a huge contribution to the local economy. Tourism delivers a Gross Value Added of £150m per annum, 5% of the county total. Farming contributes 8%. This will be jeopardised by any further reductions in funding as the walking infrastructure falls into increasing disrepair. It is particularly counter-productive to abolish the P3 scheme, as currently proposed, which costs £50,000 p.a. or 0.03% of the council’s required spending. P3 delivers outstanding value by using volunteer labour and local contractors who are far more cost-effective than the exorbitant rated billed by the Council’s contractor BBLP.

Fourthly, the allocation of £5 million pounds grant to be spent on Herefordshire roads (Highways) secured by Jesse Norman MP, will be of great help to Herefordshire Council but it begs the question: As Public Rights of Way (PROW) are Highways, how much of this £5
million will be spent in maintaining or improving PROW’s in the county? A small proportion would restore the whole PROW network in the whole county.

If there are any points that you may wish to discuss further please feel free to contact me.

Regards,
Arthur Lee
Chair - Herefordshire Ramblers
Email responses from residents

Email 1:

Sirs, Please give high priority to Ledbury area bus services and library resources
Regards
<name removed>

Email 2:

It is extremely sad how little or not at all, the council consider the importance of rural areas food, drink or farming. Hereford will become another Telford, part of Birmingham, thanks to our councillors accepting far more housing than suggested. and probably a great many people from Birmingham will be rehoused in Hereford houses. Supposed to be for locals needing housing. The decimation of ancient varieties of trees and also species destroyed forever. the compulsory purchase of high grade Agricultural land NEEDED FOR FOOD, is not even considered. ‘the royal society’ in London organised a talk ‘feeding 10 billion in two thousand and fifty” if no more agricultural land is lost it may be possible? But the food will be very different to what we have today.” It would seem that we are leaving the problems in the laps of the next generation. few take seriously what our generation have done or are doing. It is totally ignored, by the so called people who try and rule us. Scrap the bypass ring rd. call it what you will. Stop spending OUR money on unnecessary things when we do not want them. Tell us what you are doing before NOT after you do it.

<name removed>
Email 3:

Having a daughter with SEN and an EHC plan I feel you need to be aware that it is important for funding not to be cut in this area. My daughter is finding the pressures of school difficult with funding of 20,000 a year. She is being pushed into integration more as there are funding cuts to schools, she is in a specialist provision and she is needing high levels of support so please don't cut this as my child and other children will suffer and their families too, not just educationally but socially and emotionally. She is suffering immensely with anxiety so please think carefully about the affects your cuts have to the minority of population who struggle and their families.

Many thanks

&lt;name removed&gt;

Email 4:

Good Morning,

Whilst there are European grants about I feel that Herefordshire Council should start claiming some along with lottery money to start up some community interest companies. Such as care homes and Intermediate Care Units. The N.H.S. will not look into them as it would cost to much in Herefordshire and would not pay due to the lack of population. It would also take a lot of organising. These units could be run on a not for profit basis which would cut down on the extortionate amounts of money you will need to find for care in the years to come. They would also take strain off he N.H.S. In effect you would be able to cut out the middle man. The prices charged by care companies and homes so that the owners make a fortune. Look after your staff better and pay them a decent rate of pay that goes unrewarded for many years of dedication and hard work. It is about time someone took responsibility for the changes needed instead of ignoring it. This could save a fortune.

Yours sincerely

&lt;name removed&gt;
Budget Priorities consultation – 2018/19

The questionnaire

Herefordshire Council’s aspiration for the future

Herefordshire Council’s aspiration for the future is: “People, organisations and businesses working together to bring sustainable prosperity and well-being for all, in the outstanding natural environment of Herefordshire.”

The council’s strategic objectives are described within the corporate plan. The four priorities are to:

- Enable residents to live safe, healthy and independent lives;
- Keep children and young people safe and give them a great start in life;
- Support the growth of our economy; and
- Secure better services, quality of life and value for money.

Q1 Are there any areas within these priorities that you think the council should do more?

☐ Yes, please specify below  ☐ No

Enable residents to live safe, healthy and independent lives

Q2 How can communities support people with vulnerabilities/disabilities to maintain independent lives? (Please tick all that apply)

☐ Support with day to day tasks such as shopping, cleaning and gardening
☐ Arrange social events for people to meet each other
☐ Pop in to chat to them and keep them company
☐ Help them access employment
☐ Help people feel safe and secure in their communities and homes
☐ Provide meals for people or arrange lunch groups
☐ Bring people together from different background and ages
☐ Set up car share schemes and encourage community transport
☐ Other (please specify)
Q3 How should the council develop a network of groups and individuals across the county, who can offer advice and guidance for people wanting to adopt a healthier lifestyle? (Please tick all that apply)

☐ Provide financial incentives to groups who enable people to make lifestyle changes
☐ Use a time-banking system where volunteers are rewarded through giving their time (rewards can be other voluntary services/activities or discount schemes etc.)
☐ Expand the remit of professionals, such as pharmacies and dentists
☐ Provide training and support to individuals so that they can offer support and advice within their own local communities
☐ Commission a provider to do this as part of the information and signposting service
☐ Other (please specify)

Q4 How should the council make it easier for people who need care to manage their own budget?

☐ Choose their own care
☐ Choose from a selection of providers chosen by the council

Q5 How should the council prioritise getting more houses built in Herefordshire? (Please tick all that apply)

☐ Encourage housing associations
☐ Build new houses itself
☐ Invest in more roads and transport
☐ Speed up the processing of planning applications
☐ Make council owned land available to builders
☐ Offer incentives to landowners
☐ Other (please specify)

Keep children and young people safe and give them a great start in life

In 2016/17 Herefordshire achieved national uptake targets for childhood immunisation and antenatal, newborn and children screening programmes. This is central to the council’s policy of giving children a great start in life.

Q6 Should the council continue investing in promoting these programmes to achieve national targets in the next year?

☐ Yes
☐ No
☐ Not sure
Q7  How should the council work with parents and other services to give children the best start in life in their early years? (Please tick all that apply)

☐ Offer parenting classes in local areas
☐ Focus support to the most disadvantaged families to ensure children are ‘school ready’
☐ Promote healthy eating for parents and young children
☐ Improve information, advice and guidance on local support via the web
☐ Work with parents to improve the dental health of their children
☐ Other (please specify)

Q8  How should the council support young people to make the most of their education and employment opportunities? (Please tick all that apply)

☐ Focus more work on developing opportunities for young people with special needs and disabilities
☐ Make apprenticeships available across the county and explore transport options to support this
☐ Other (please specify)

Support the growth of our economy

Q9  How should the council assist in ensuring that the infrastructure and support needed to provide jobs and houses within the local economy is in place? (Please tick all that apply)

☐ Improve road network
☐ Invest in superfast broadband
☐ Support housing growth
☐ Promote investment into Herefordshire
☐ Support local business start-ups
☐ Make more land and buildings available for business and industrial use
☐ Support for the university
☐ Other (please specify)
Secure better services, quality of life and value for money

Q10 The capital budget funds schemes and investments which will derive a long term benefit for the county. Capital expenditure is funded from the sale of land and assets, borrowing and annual contributions from the revenue budget. Where should we invest our capital budget? (Please tick all that apply)

- [ ] New roads
- [ ] School buildings
- [ ] Road maintenance
- [ ] Residential care
- [ ] Other (please specify)

Q11 The council is responsible for improving the health of its residents and commission a number of public health services. How would you choose to prioritise the following services? (1 = most important and 6 = least important)

<table>
<thead>
<tr>
<th>Service</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>School nursing and Health Visiting service</td>
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<td></td>
<td></td>
</tr>
<tr>
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</table>

Council tax

Council Tax and business rates currently only meet around 30% of the council’s costs. Furthermore, grants from government have been drastically cut in recent years (to around 10%) and will be almost eliminated by 2020. There are a number of council services which are chargeable and provide an income, such as car parking, planning, licensing and burial services.

Q12 In order to ensure the council raises sufficient income, how would you choose to prioritise the following options? (1 = first and 3 = last)

<table>
<thead>
<tr>
<th>Option</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council tax increase for general use</td>
<td></td>
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</tr>
<tr>
<td>Adult social care precept on Council Tax</td>
<td></td>
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</tr>
<tr>
<td>Increased fees/charges</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q13 Do you have any other comments you would like to make? Please state below:

About you

Q14 Are you responding on behalf of an organisation or group, or as an individual?

- Organisation or group
- Individual

If you are responding on behalf of an organisation or group please tell us the name of the organisation/group:

If you are responding as an individual please answer the following questions about yourself. This information helps us to understand the profile of respondents and whether views vary amongst different groups of people across the county. It will only be used for the purpose of statistical monitoring, treated as confidential and not used to identify you.

Q15 What is your full postcode?

Q16 What is your gender?

- Male
- Female

Q17 What is your age band?

- 0-15 years
- 16-24 years
- 25-44 years
- 45-64 years
- 65-74 years
- 75+ years

Q18 Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

- Yes - limited a lot
- Yes - limited a little
- No
Q19  How would you describe your national identity? (Please tick all that apply)
☐ English  ☐ Scottish  ☐ Welsh
☐ Northern Irish  ☐ British  ☐ Irish
☐ Other

Q20  How would you describe your ethnic group?
☐ White British/English/Welsh/Scottish/Northern Irish
☐ Other White (please specify below)
☐ Any other ethnic group (please specify below)

Q21  Do you feel that the council has treated you differently (positively or negatively) because of who you are? (e.g. your gender, age, disability or ethnicity)
☐ Yes  ☐ No

Thank you

You can complete this questionnaire online at: www.herefordshire.gov.uk/budgetconsultation but completed hard copies can be sent to:
Herefordshire Council Research Team, Freepost SWC4816, PO Box 4, Hereford, HR4 0BR

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