

Shetland Islands
“Your Voice” Public Opinion Panel – Autumn 2007 Survey
Summary Report

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1.0 Introduction

This report details the main findings to emerge from the eighth questionnaire issued to the “Your Voice” Public Opinion Panel. This panel contains 600 members who are representative of the population of Shetland.

Response Rates

Overall, 324 people, approximately 54% of panel members returned a questionnaire.

1.1 Sampling Accuracy

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

95% Confidence Intervals

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

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

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

	Number of respondents	Margin of error	Variance
Q34a Did you keep the calendar	295 respondents, - 126 state yes (43%)	+/-7%	36% to 50%

1.2 Questionnaire

A questionnaire and FREEPOST return envelope was sent to all 600 members of the “Your Voice” Public Opinion Panel. The questionnaire was designed to elicit peoples views and opinions with regard to various aspects of public services in Shetland. Issues covered in the questionnaire included;

- Opinion of the area
- Knowledge of organisations
- Importance and opinions of services
- Issues facing Shetland
- Child Protection
- Communication
- Public Performance report

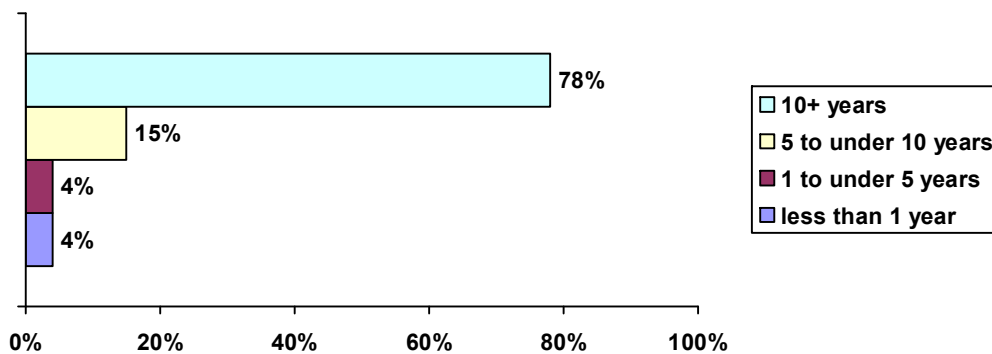
2.0 Survey Responses

2.1 Opinion of the Area

Over three quarters (78%) of all respondents said that they had lived in this area for more than 10 years. A further 15% had lived in this area for between 5 and 10 years. Only 8% of respondents had lived in this area for less than 5 years.

Q1 How long have you lived in this area?

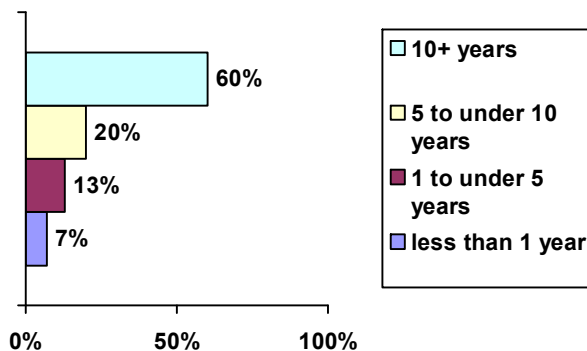
less than 1 year	4%
1 to under 5 years	4%
5 to under 10 years	15%
10+ years	78%



When asked “How long have you lived in your present house”, 60% of respondents said 10 or more years. Twenty percent said between 5 and 10 years and a further 20% said less than 5 years.

Q2 How long have you lived in your present house

less than 1 year	7%
1 to under 5 years	13%
5 to under 10 years	20%
10+ years	60%



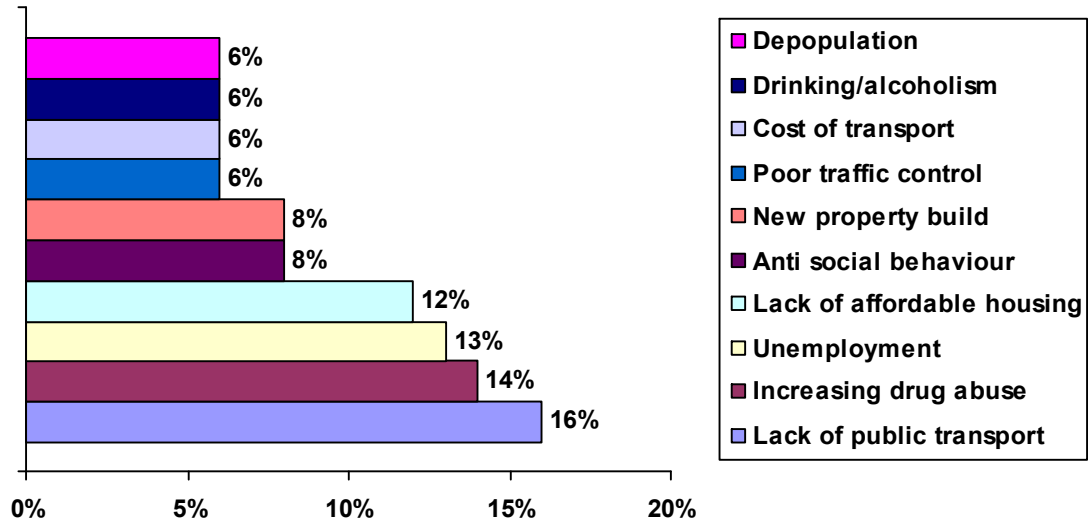
The top three most important problems that people felt was facing their area today were as follows;

- Lack of public transport 16%
- Increasing drug abuse 14%
- Unemployment 13%

These are followed quite closely by lack of affordable housing (12%) and anti social behaviour (8%).

Q3 What are the 2 or 3 most important problems facing your area today

Lack of public transport	16%
Increasing drug abuse	14%
Unemployment	13%
Lack of affordable housing	12%
Anti social behaviour	8%
New property build	8%
Poor traffic control	6%
Cost of transport	6%
Drinking/alcoholism	6%
Depopulation	6%



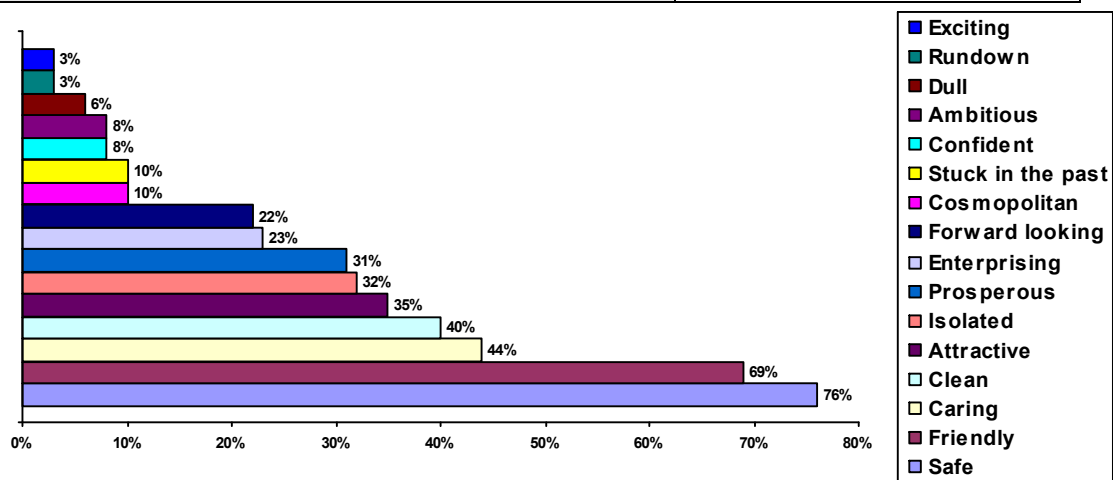
As the following table highlights, the top 5 words that people selected to describe Shetland are all positive. They are as follows;

- Safe 76%
- Friendly 69%
- Caring 44%
- Clean 40%
- Attractive 35%

It is not until the word, which is ranked, 6th – Isolated (32%) do we have a negative word to describe Shetland. Other negative words such as stuck in the past (10%), Dull (8%) and Rundown (3%) all have very low numbers of respondents selecting them.

Q4 Thinking of Shetland as a whole, which of the following words best describe how you see the area.

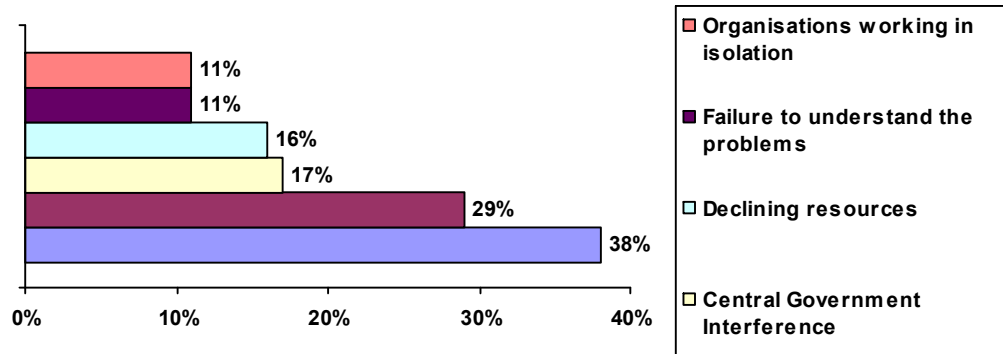
Safe	76%
Friendly	69%
Caring	44%
Clean	40%
Attractive	35%
Isolated	32%
Prosperous	31%
Enterprising	23%
Forward looking	22%
Cosmopolitan	10%
Stuck in the past	10%
Confident	8%
Ambitious	8%
Dull	6%
Rundown	3%
Exciting	3%



The two issues that people feel are the biggest obstacles to making Shetland a better place to live are, poor use of existing resources (38%) and not listening to what individuals and communities think.

Q5 Listed below are 6 obstacles to making Shetland a better place to live.

Poor use of existing resources	38%
Not listening to what individuals and communities think	29%
Central Government Interference	17%
Declining resources	16%
Failure to understand the problems	11%
Organisations working in isolation	11%



Respondents were given the opportunity to state any other obstacles to public organizations making Shetland a better place to live. The main issues mentioned were poor decision making (23%), bad budget spending (13%) and inefficient management (11%)

Q6 Please give details of any other obstacles to public organisations making Shetland a much better place to live

Poor decision making	22%
Bad budget spending	13%
Inefficient management	11%
Listen to the public	10%
High air and ferry prices	9%
Councillors influencing decisions they don't understand	8%
Policing needs improved	5%
Lack of transport	4%
Too much bureaucracy and red tape	3%
Using laws	2%
Grasp reality of school closure	2%
Others must contribute not just public organisations	2%
Failures of immigration	2%
Crofters commission is the biggest obstacle	2%
Everything is centred around Lerwick	2%
Remoteness	2%
Failure to understand how bad drug abuse is becoming	2%

2.2 Knowledge of Organisations

Respondents were asked to consider a variety of different organisations and to indicate which of them they had heard of. In general, there is a very high awareness of most of these organisations, peaking at 98% for both NHS Shetland and Shetland Islands Council.

The organisations, which slightly fewer people had heard of, were Shetland Enterprise Co Ltd (82%) and Association of Shetland Community Council (75%).

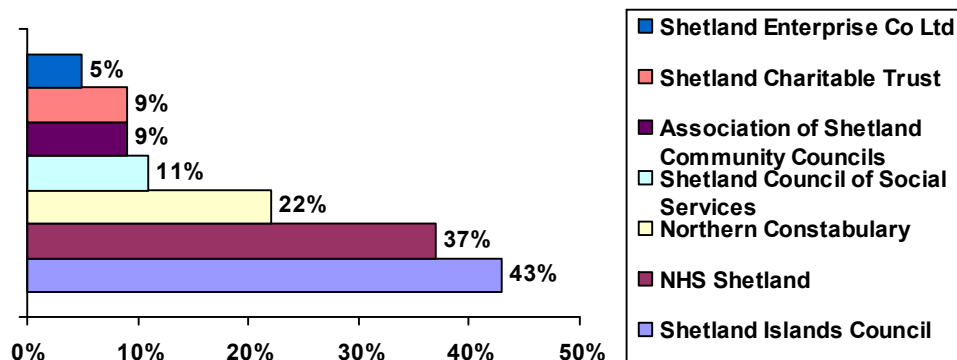
Q7 Which of the following organisations have you heard of

NHS Shetland	98%
Shetland Islands Council	98%
Northern Constabulary	97%
Shetland Charitable Trust	96%
Shetland Council of Social Services	88%
Shetland Enterprise Co Ltd	82%
Association of Shetland Community Councils	75%

In contrast to those people that are aware of the organisations in question, the number of people who have made an enquiry or contacted them in the past year is significantly less. Just under half (43%) of all respondents have contacted Shetland Islands Council in the past year, this is followed by 37% who have contacted NHS Scotland and 22% who have contacted the Northern Constabulary. Only 5% of respondents have contacted Shetland Enterprise Co Ltd in the past year.

Q8 Have you made an enquiry or contacted any of these organisations in the past year (Please do not count regular contact such as drawing benefits or paying rent)

Shetland Islands Council	43%
NHS Shetland	37%
Northern Constabulary	22%
Shetland Council of Social Services	11%
Association of Shetland Community Councils	9%
Shetland Charitable Trust	9%
Shetland Enterprise Co Ltd	5%



Half of all respondents said that with regard to the various organisations in Shetland they know most of what they do but are unsure of the precise role of some of them. Just over a quarter (27%) said they have a clear idea of the precise role of all of these organisations. Only 3% said they are unsure of the precise role of most of these organisations.

Q9 Which of the following statements best describes your knowledge of the different roles of the various organisations listed in question 8.

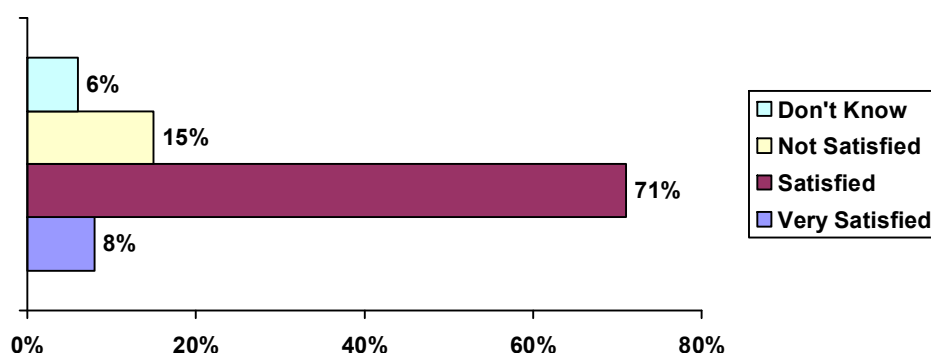
I know what most do but I am unsure of the precise role of some of them	50%
I have a clear idea of the precise role of all of these organisations	27%
I know what some of them do but I am unsure of the precise role of quite a few of them	19%
I am unsure of the precise role of most of these organisations	3%

Ninety two percent of respondents said that they believed the capital managed by the Shetland Charitable Trust to provide a broad range of public infrastructure and services to improve the way of life and fabric of the islands should be looked after for future generations.

Eighty percent of respondents said that they were either satisfied or very satisfied with the services provided by public organisations in Shetland. A further 15% said they were not satisfied and 6% said don't know.

Q11 How satisfied are you with the services provided by public organisations in Shetland?

Very Satisfied	8%
Satisfied	71%
Not Satisfied	15%
Don't Know	6%



2.3 Importance and Opinion of Services

As the table summarising question 12, on page 11 states the vast majority of people feel that the services provided by public organisations are either quite or very important. Issues such as access to a doctor/general practitioner, access to a hospital, refuse collection, transport and education all have very high levels of importance.

In contrast issues which people feel are possibly less important include the following;

	Not Important/ Not at all Important
• Promoting and supporting access to Shetland's Cultural and recreational services	25%
• Protecting and enhancing Shetland's landscape and architectural heritage	17%
• Support for people to get jobs	17%
• Maintenance of street lighting	15%
• Sports and leisure facilities	14%
• Libraries	13%
• Welfare rights	13%

Respondents were then asked to select the 5 services (Q12a – Page 12) which they feel are most important for Shetland. The two most important aspects by far are the provision of secondary and primary education. This is followed by access to a doctor/GP, services for older people and maintenance of roads.

	Most Important services for Shetland
• Providing secondary education	54%
• Providing primary education	52%
• Access to doctor/general practitioner locally	37%
• Services for older people	35%
• Maintenance of roads	30%

In contrast, the services that people feel are least important are as follows;

- Maintenance of street lighting
- Council house repairs/improvements
- Adult Education and training
- Libraries
- Promoting and supporting access to Shetland's cultural and recreational services

Q12 Listed in the table below are a variety of services provided by public organisations in Shetland. Taking each service/issue in turn, please tell me how important you feel it is?

	Very Important	Quite Important	Not Important	Not at all Important	Don't Know
Maintenance of roads	64%	34%	1%	0%	0%
Maintenance of footpaths	29%	63%	7%	1%	0%
Maintenance of street lighting	32%	53%	11%	4%	0%
Services for children under five	43%	47%	6%	1%	3%
Providing primary education	87%	10%	2%	1%	0%
Providing secondary education	90%	8%	2%	0%	0%
Refuse Collection	62%	37%	1%	0%	0%
Recycling	49%	41%	10%	1%	0%
Street Cleaning/Litter Control	42%	55%	3%	0%	0%
Maintenance of Cemeteries, Public Parks & Open Planning: applications and enforcement	27%	67%	6%	1%	0%
Support for people to get jobs	29%	53%	15%	2%	1%
Support for businesses in Shetland	29%	55%	14%	0%	2%
Attracting new jobs and businesses to Shetland	49%	44%	6%	0%	1%
Services for older people	65%	31%	3%	0%	0%
Services for people with disabilities	61%	35%	3%	0%	0%
Services for children and families	40%	51%	8%	1%	0%
Welfare rights and benefit advice	27%	59%	10%	3%	0%
Providing suitable housing	53%	42%	3%	1%	0%
Council house repairs/improvements	30%	58%	9%	1%	2%
Youth services	24%	65%	9%	0%	2%
Adult Education and training	21%	67%	8%	1%	2%
Community Facilities	18%	73%	7%	1%	1%
Libraries	26%	60%	10%	3%	0%
Sport & leisure facilities	20%	65%	10%	4%	1%
Promoting and supporting access to Shetland's cultural and recreational services	8%	64%	20%	5%	4%
Protecting and enhancing Shetland's landscape and environmental heritage	30%	53%	15%	2%	0%
Transport within Shetland	62%	37%	1%	0%	0%
Tackling anti-social behaviour	54%	43%	1%	1%	0%
Supporting people facing drugs and/or alcohol misuse	42%	47%	7%	3%	0%
Access to doctor/general practitioner locally	79%	21%	0%	0%	0%
Access to health services e.g. hospital	76%	24%	0%	0%	0%
Access to Police Services	56%	38%	3%	2%	1%

12a Please select 5 services which you feel are most important for Shetland

	Top 5 Services
Providing secondary education	54%
Providing primary education	52%
Access to doctor/general practitioner locally	37%
Services for older people	35%
Maintenance of roads	30%
Access to health services e.g. hospital	28%
Providing suitable housing	23%
Attracting new jobs and businesses to Shetland	22%
Transport within Shetland	22%
Tackling anti-social behaviour	22%
Refuse Collection	18%
Services for people with disabilities	18%
Recycling	13%
Protecting and enhancing Shetland's landscape and environmental heritage	12%
Services for children under five	10%
Supporting people facing drugs and/or alcohol misuse	10%
Services for children and families	9%
Access to Police Services	9%
Maintenance of Cemeteries, Public Parks & Open Planning: applications and enforcement	7%
Support for businesses in Shetland	7%
Support for people to get jobs	6%
Maintenance of footpaths	5%
Street Cleaning/Litter Control	5%
Welfare rights and benefit advice	4%
Youth services	4%
Community Facilities	4%
Sport & leisure facilities	4%
Maintenance of street lighting	3%
Council house repairs/improvements	3%
Adult Education and training	3%
Libraries	3%
Promoting and supporting access to Shetland's cultural and recreational services	3%

The main services that respondents feel are either quite or very good in Shetland are as follows;

	Quiet or Very Good
• Sport and leisure facilities	97%
• Providing primary education	95%
• Providing secondary education	94%
• Maintenance of street lighting	92%
• Maintenance of roads	91%
• Community Facilities	91%

In contrast the main services that respondents feel are quite or very poor in Shetland are as follows;

	Quite or Very Poor
• Tackling anti-social behaviour	48%
• Transport within Shetland	44%
• Recycling	35%
• Attracting new jobs and businesses to Shetland	33%
• Supporting people facing drugs and/or alcohol misuse	32%
• Access to doctor/general practitioner locally	31%

Q13 Looking at the list of services/issues again, could you tell me in your view how good or poor each service is in Shetland.

	Very Good	Quite Good	Quite Poor	Very Poor	Don't Know
Maintenance of roads	37%	54%	9%	1%	0%
Maintenance of footpaths	16%	58%	17%	2%	7%
Maintenance of street lighting	31%	61%	2%	1%	5%
Services for children under five	28%	45%	6%	3%	18%
Providing primary education	58%	37%	0%	1%	5%
Providing secondary education	58%	36%	1%	0%	0%
Refuse Collection	51%	43%	6%	1%	0%
Recycling	13%	46%	28%	7%	5%
Street Cleaning/Litter Control	15%	55%	23%	3%	3%
Maintenance of Cemeteries, Public Parks & Planning: applications and enforcement	32%	49%	8%	2%	9%
Support for people to get jobs	9%	44%	13%	2%	32%
Support for businesses in Shetland	15%	41%	14%	2%	28%
Attracting new jobs and businesses to Shetland	7%	33%	28%	5%	26%
Services for older people	28%	50%	11%	4%	7%
Services for people with disabilities	28%	50%	9%	2%	12%
Services for children and families	16%	52%	7%	1%	23%
Welfare rights and benefit advice	16%	45%	10%	1%	29%
Providing suitable housing	10%	36%	29%	9%	16%
Council house repairs/improvements	13%	39%	13%	4%	31%
Youth services	15%	52%	9%	2%	22%
Adult Education and training	22%	62%	4%	0%	12%
Community Facilities	26%	65%	3%	1%	6%
Libraries	36%	48%	11%	1%	3%
Sport & leisure facilities	70%	27%	0%	0%	3%
Promoting and supporting access to Shetland's cultural and recreational services	19%	57%	4%	0%	20%
Protecting and enhancing Shetland's landscape and environmental heritage	15%	52%	18%	0%	15%
Transport within Shetland	10%	44%	30%	14%	3%
Tackling anti-social behaviour	3%	37%	39%	9%	13%
Supporting people facing drugs and/or alcohol misuse	5%	34%	27%	5%	29%
Access to doctor/general practitioner locally	22%	46%	24%	7%	1%
Access to health services e.g. hospital	31%	52%	11%	3%	3%
Access to Police Services	28%	56%	5%	1%	10%

2.4 Issues facing Shetland

The main issues in Shetland that the panel members feel are being tackled either fairly or very well are as follows;

	Issues tackled fairly or very well
• Making leisure and sport facilities available and accessible to all	91%
• Health issues	85%
• Adult education and training	83%
• Improving standards in education and training	80%
• Keeping the local environment tidy	72%

On the other hand, the main issues that people feel are being tackled either poorly or very poorly are as follows;

	Issues tackled Poorly or very poorly
• Drug taking	54%
• Improving public transport	48%
• Drug dealing	45%
• Tackling anti-social behaviour	43%
• Providing affordable and good quality housing	40%

Q14 How well do you think that the issues on this list are being tackled in Shetland.

	Tackled Very Well	Tackled Fairly Well	Tackled Poorly	Tackled Very Poorly	Don't Know
Creating jobs	5%	44%	24%	5%	22%
Helping people get work	2%	42%	20%	3%	33%
Providing affordable and good quality housing	6%	42%	31%	9%	12%
Meeting the needs of people with disabilities	22%	49%	11%	2%	16%
Improving standards in education and training	28%	52%	6%	0%	14%
Improving public safety	10%	54%	17%	4%	15%
Making leisure and sport facilities available and accessible to all	47%	44%	3%	2%	4%
Improving public transport	9%	32%	35%	13%	11%
Promoting the use of information technology	7%	34%	19%	5%	35%
Increasing the amount and quality of child care provision	11%	35%	18%	4%	32%
Meeting the needs of older people	18%	45%	18%	6%	12%
Consulting more closely with local communities	6%	35%	32%	8%	18%
Keeping the local environment tidy	9%	63%	21%	5%	3%
Health issues	14%	71%	6%	2%	6%
Adult education and training	18%	65%	4%	0%	14%
Fear of crime	7%	51%	20%	8%	14%
Tackling anti-social behaviour	6%	39%	31%	13%	11%
Drug dealing	6%	32%	25%	20%	17%
Drug taking	4%	20%	33%	21%	21%
Street drinking	13%	39%	26%	11%	12%
Needs of young people	6%	40%	23%	7%	23%

In general, most people, that is in excess of 70%, feel that all of the issues contained in the table below are either quite or very important. The main issues that people feel are possibly less important are, promoting the use of information technology (12%), making leisure and sport facilities available and accessible to all (10%) and improving public safety (9%).

Q15 Thinking about the needs of the Shetland community, please state how important you feel each of these issues are for the public organisations in Shetland to address.

	Very Important	Quite Important	Not Important	Not at all Important	Don't Know
Creating jobs	50%	43%	3%	2%	2%
Helping people get work	36%	55%	5%	1%	3%
Providing affordable and good quality housing	59%	36%	2%	0%	2%
Meeting the needs of people with disabilities	53%	39%	3%	2%	3%
Improving standards in education and training	59%	37%	2%	2%	0%
Improving public safety	40%	47%	8%	1%	4%
Making leisure and sport facilities available and accessible to all	26%	64%	6%	4%	1%
Improving public transport	60%	37%	0%	2%	1%
Promoting the use of information technology	11%	61%	10%	2%	16%
Increasing the amount and quality of child care provision	32%	47%	8%	0%	13%
Meeting the needs of older people	56%	39%	3%	0%	2%
Consulting more closely with local communities	42%	51%	5%	0%	2%
Keeping the local environment tidy	37%	58%	4%	0%	1%
Health issues	59%	38%	2%	0%	1%
Adult education and training	18%	73%	5%	0%	4%
Fear of crime	35%	54%	7%	1%	3%
Tackling anti-social behaviour	56%	37%	3%	1%	3%
Drug dealing	73%	22%	1%	2%	3%
Drug taking	64%	30%	1%	2%	3%
Street drinking	51%	40%	6%	2%	2%
Needs of young people	40%	53%	2%	0%	5%

When asked to state the top 5 most important issues to be addressed in Shetland, respondents gave the following answers;

- Providing affordable and good quality housing 44%
- Drug dealing 40%
- Meeting the needs of older people 35%
- Tackling anti-social behaviour 35%
- Creating jobs 33%

Q15a Considering these issues again, please state the 5 most important issues to be addressed in Shetland.

	Top 5 Issues
Providing affordable and good quality housing	44%
Drug dealing	40%
Meeting the needs of older people	35%
Tackling anti-social behaviour	35%
Creating jobs	33%
Improving public transport	33%
Drug taking	27%
Health issues	26%
Improving standards in education and training	25%
Helping people get work	20%
Meeting the needs of people with disabilities	18%
Consulting more closely with local communities	14%
Keeping the local environment tidy	14%
Street drinking	14%
Improving public safety	13%
Needs of young people	12%
Increasing the amount and quality of child care provision	11%
Making leisure and sport facilities available and accessible to all	10%
Fear of crime	10%
Adult education and training	6%
Promoting the use of information technology	1%

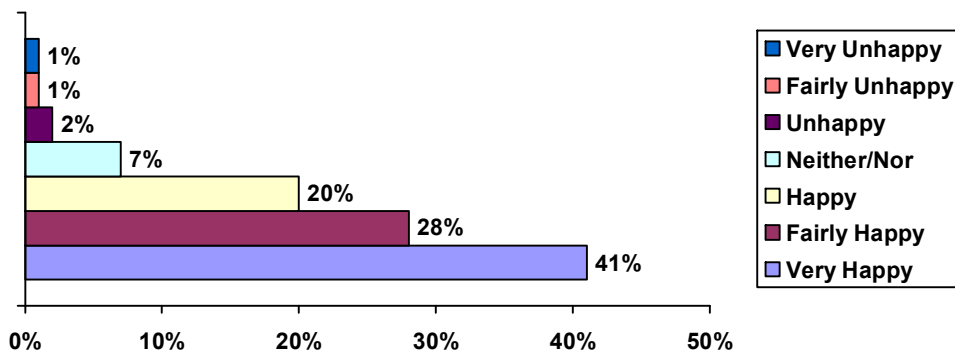
Respondents were asked to consider a variety of happy and sad faces and to indicate which best shows how they feel about living in their neighbourhood.



As the table below highlights most people (89%) are happy about living in their neighbourhood. Only 4% said that they are unhappy.

Q16 Looking at the face scale, which best shows how you feel about living in your neighbourhood

Very Happy	41%
Fairly Happy	28%
Happy	20%
Neither/Nor	7%
Unhappy	2%
Fairly Unhappy	1%
Very Unhappy	1%



Most people (94%) state that they would rate their neighbourhood as a good place to bring up children. Only 2% thought of their neighbourhood as a bad place to bring up children.

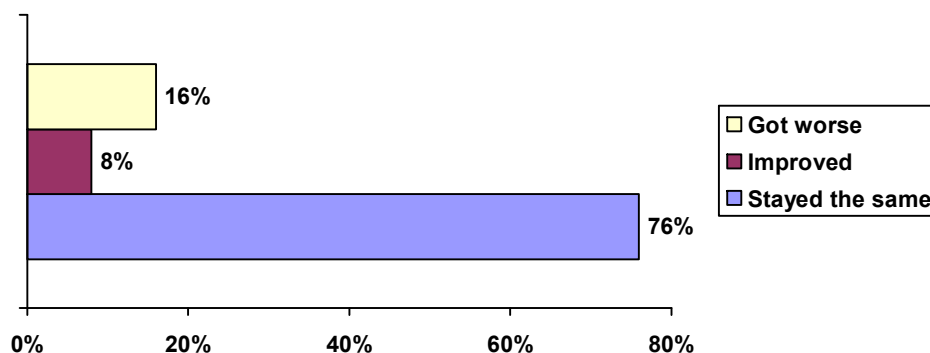
Q17 How would you rate your neighbourhood as a place to bring up children

Very Good	65%
Quite Good	29%
Neither/Nor	4%
Quite Bad	1%
Very Bad	1%

Seventy six percent of people indicated that in their view, their neighbourhood has stayed the same over the past year, a further 8% said that it had improved and 16% thought it had got worse.

Q18 Over the past year, would you say that your neighbourhood has.....

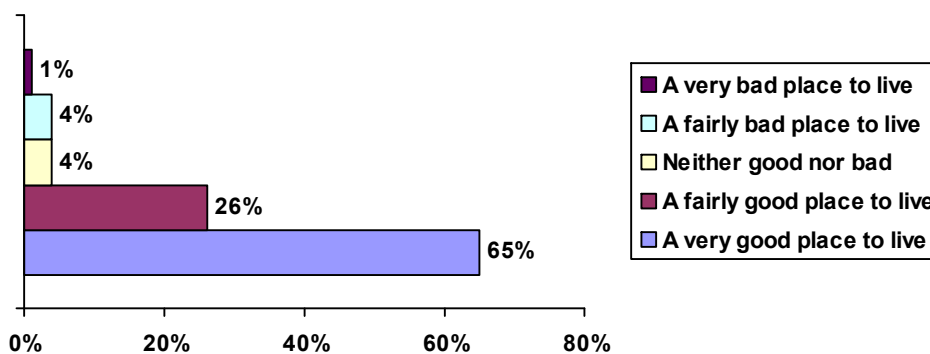
Stayed the same	76%
Improved	8%
Got worse	16%



Ninety one percent of respondents said that taking everything into account, the area in which they live is either fairly or very good. Only 5% thought that it was a bad place to live.

Q19 Taking everything into account, what do you think of your area as a place to live

A very good place to live	65%
A fairly good place to live	26%
Neither good nor bad	4%
A fairly bad place to live	4%
A very bad place to live	1%



The two main issues that people think are either a fairly or very big problem are speeding traffic (40%) and drugs (40%). The other big issue that people feel is a problem, although more of a minor one is litter or rubbish lying around, 49% of respondents stating that this is a minor problem.

In contrast, the types of issues that the fewest number of people consider to be a problem are discarded needles, smells and fumes and burglaries.

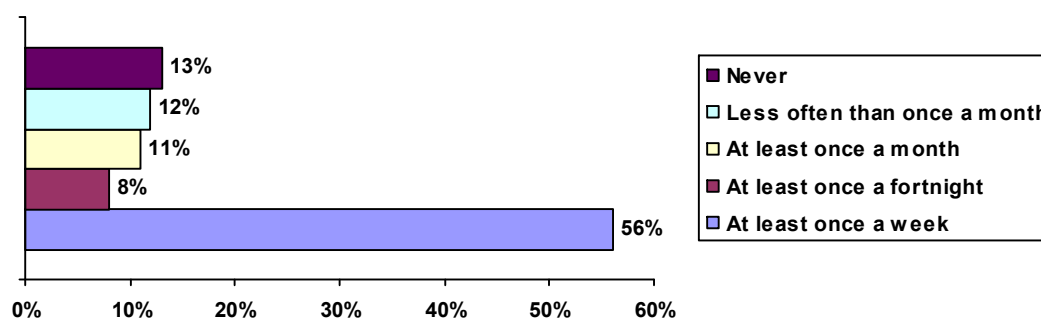
Q20 Looking at the following issues, thinking about each in turn how much of a problem are they in your local area?

	Very Big Problem	Fairly Big Problem	A minor Problem	Not a Problem
Speeding traffic	12%	28%	39%	21%
Rubbish or litter lying around	5%	17%	49%	29%
Drugs	12%	28%	27%	34%
Lack of facilities for young people	9%	21%	32%	38%
Poor quality roads and pavements	6%	14%	41%	39%
People using or dealing drugs	14%	16%	28%	42%
Unemployment	6%	11%	32%	52%
Vandalism, graffiti or other deliberate damage to property	3%	8%	37%	53%
Lack of safe places for children to play	3%	9%	27%	61%
Street drinking	8%	4%	26%	62%
Damp houses	6%	8%	26%	62%
Young people hanging around on the street	5%	10%	17%	68%
Anti-social tenants	3%	7%	22%	68%
Abandoned or burnt out cars	4%	4%	19%	73%
Noisy neighbours or loud parties	2%	5%	17%	77%
Adults hanging around on the street	2%	6%	14%	78%
People being attacked or harassed	1%	4%	16%	78%
Burglaries	1%	2%	18%	79%
Smells and fumes	2%	1%	17%	80%
Discarded needles	1%	2%	13%	84%

Just over half (56%) of all respondents said that they usually walk alone in their area after dark at least once a week. This rises to 65% for those people aged 55-64 years and drops to 35% for respondents aged 75+ years.

Q21 How often do you usually walk alone in your area after dark

At least once a week	56%
At least once a fortnight	8%
At least once a month	11%
Less often than once a month	12%
Never	13%



In general most people (98%) said that they felt fairly or very safe when in their home at night. Only slightly fewer people (93%) said that they felt either fairly or very unsafe when walking alone in their area after dark.

Q22 How safe do you feel when you are in your on home at night

Very Safe	82%
Fairly Safe	16%
A bit unsafe	1%
Very Unsafe	2%
Don't Know	0%

Q23 How safe or unsafe do you feel walking alone in this area after dark

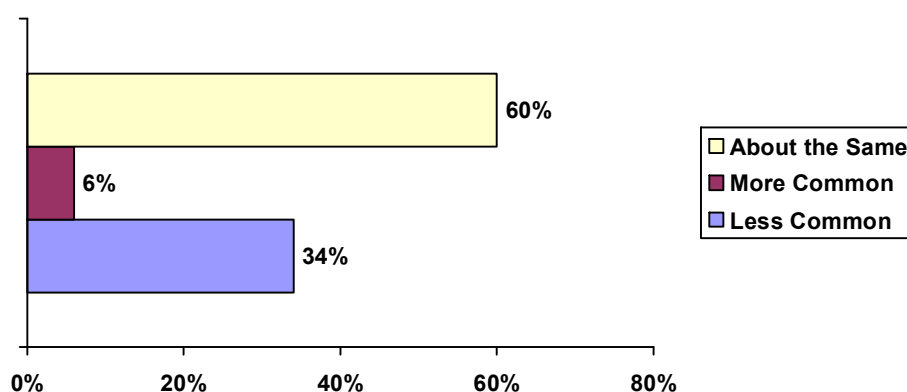
Very Safe	65%
Fairly Safe	28%
A bit unsafe	3%
Very Unsafe	3%
Don't Know	1%

2.5 Child Protection

Sixty percent of respondents think that child abuse (through physical, sexual or emotional abuse or neglect) is about the same in Shetland than elsewhere in Scotland. A further 34% think that it is less common and 6% think it is more common.

Q24 Do you think child abuse (through physical, sexual or emotional abuse or neglect) is more or less common in Shetland than elsewhere in Scotland? (Please tick box that applies)

Less Common	34%
More Common	6%
About the Same	60%



Just under two thirds of respondents (65%) thought that it would be quite easy to find the right number for help if they were concerned for the welfare of a child, through the website or in the Shetland Directory. A further 16% thought that it would be very easy as they would have child protection numbers to hand. Only 19% of respondents said that it would be quite or very difficult to find the right number.

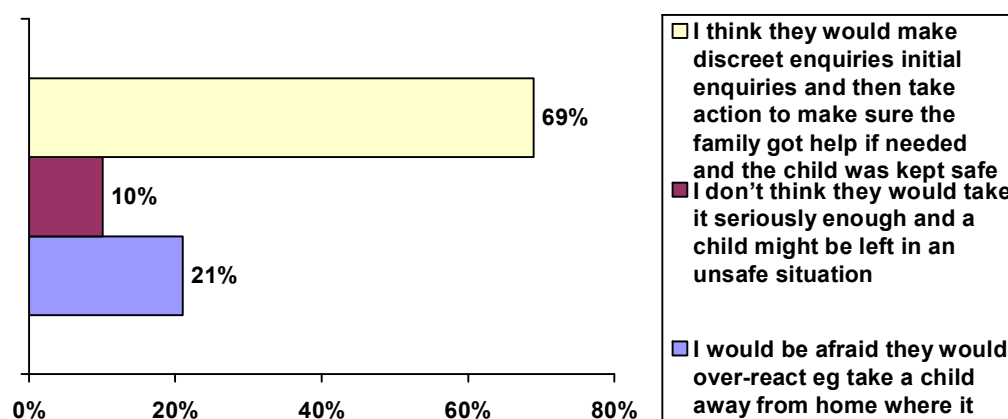
Q25 If you were concerned for the welfare of a child, how easy would it be to find the right numbers to ring to get help?

Very easy – have child protection contact numbers to hand e.g. in 'wallet card' or leaflet	16%
Quite easy to find out – would use website or find in Shetland Directory	65%
Quite difficult – wouldn't know what to look under	14%
Very difficult – wouldn't know where to look/who to ask	5%

Sixty nine percent of respondents said that they I think that the child protection agencies such as social work and the police would make discreet enquiries initial enquiries and then take action to make sure the family got help if needed and the child was kept safe. Twenty one percent of respondents said that they would be afraid they would over-react e.g. take a child away from home where it wasn't necessary and the final 10% said that they don't think the child protection agencies would take it seriously enough and a child might be left in an unsafe situation.

Q26 How confident would you be that local child protection agencies such as social workers and the police would take the appropriate action when contacted with a concern about a child?

I would be afraid they would over-react e.g. take a child away from home where it wasn't necessary	21%
I don't think they would take it seriously enough and a child might be left in an unsafe situation	10%
I think they would make discreet enquiries initial enquiries and then take action to make sure the family got help if needed and the child was kept safe	69%



Just under half (47%) of all respondents said that they have heard or read about information about child protection services in Shetland in the local paper. A further 20% have heard information on the local radio as have 20% who have heard information on national radio/TV.

Q27 Have you heard or read information about child protection services in Shetland in:

Local Paper	47%
Local Radio	20%
National radio/TV	20%
SIC website (Social Care/children)	19%
Other	18%

Forty nine percent of all respondents said that they think the Shetland Child Protection Committee (the inter-agency body responsible for overseeing child protection in Shetland) does enough to make the public aware of child abuse and what they can do to help. The remaining 51% do not think that this is the case.

Seventy three percent of respondents think that people may fail to report a concern because they would be worried about being seen as ‘accusing’ a neighbour or relative and are more likely to discuss the situation amongst themselves than report their concerns to people who could help

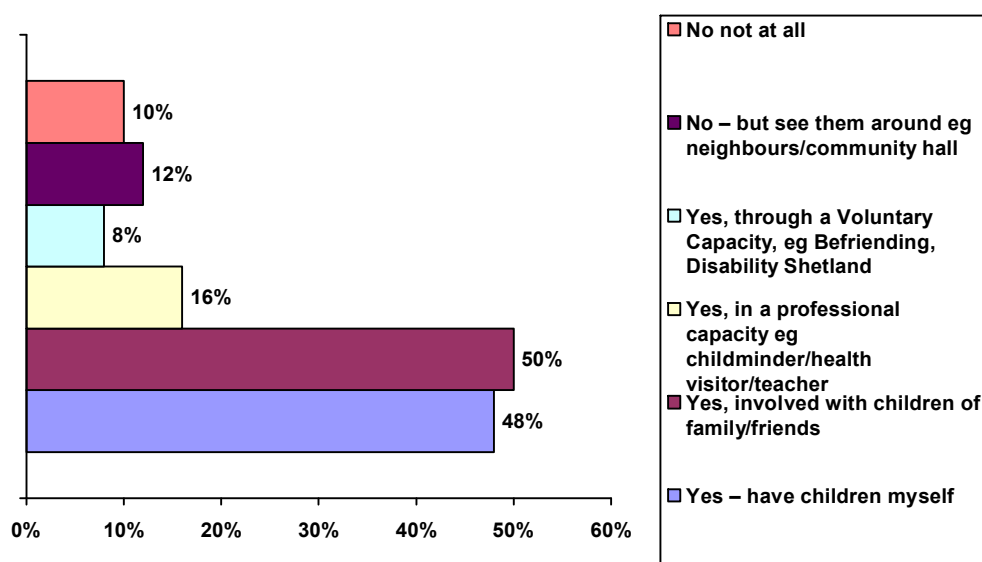
Only 27% of respondents thought that most people would recognise that they need to put the child’s needs first and report their concerns before things get any worse.

Fifty percent of respondents said that they are involved with children of family/friends, 48% have children themselves and 16% are involved with children in a professional capacity.

Only 10% of respondents said that they have no involvement at all with children.

Q30 Do you have children yourself/ or are you involved with children e.g. grandparent/ babysitter/working with children?

Yes – have children myself	48%
Yes, involved with children of family/friends	50%
Yes, in a professional capacity e.g. childminder/health visitor/teacher	16%
Yes, through a Voluntary Capacity, e.g. Befriending, Disability Shetland	8%
No – but see them around e.g. neighbours/community hall	12%
No not at all	10%



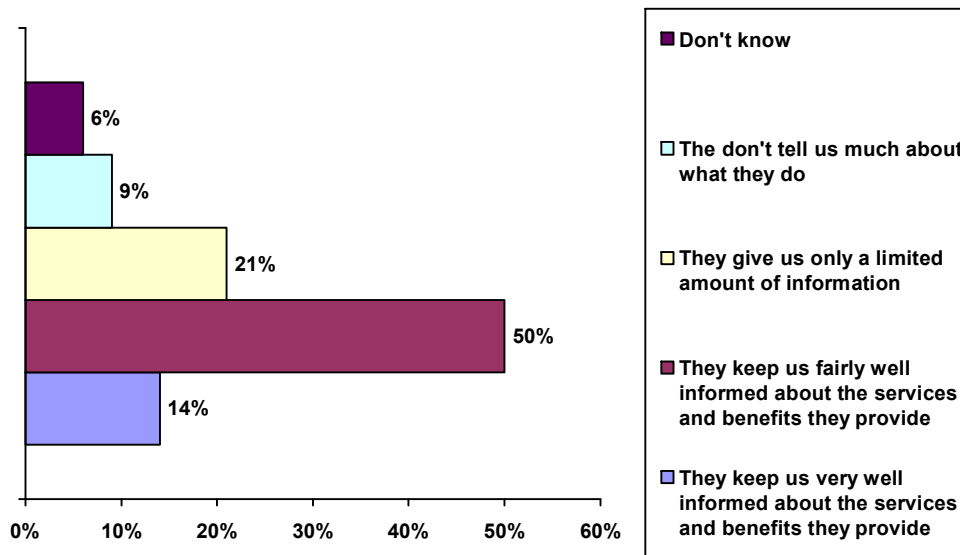
2.6 Communication

Half of all respondents (50%) said that the public organisations in Shetland keep them fairly well informed about the services and benefits they provide. A further 14% think that the public organisations keep them very well informed.

Just over a fifth (21%) state that the public organisations give people only a limited amount of information and 9% think they don't tell people much about what they do.

Q31 How well do you feel public organisations in Shetland keep you informed about the services and benefits they provide.

They keep us very well informed about the services and benefits they provide	14%
They keep us fairly well informed about the services and benefits they provide	50%
They give us only a limited amount of information	21%
The don't tell us much about what they do	9%
Don't know	6%



The majority of people (89%) said that they presently receive information about services that are provided in Shetland through the local newspaper. Sixty one percent stated that they received information through the local radio station and 48% by word of mouth.

When asked what their preferred method of communication would be, 47% would like the local newspaper and 31% the local radio station. A newsletter or information leaflet also comes out strongly with 24% and 23% of respondents respectively stating this.

Q32 How do you presently receive information about services that are provided in Shetland and how would you prefer to receive information.

	Present Method	Preferred Method
Local Newspaper	89%	47%
Local radio station	61%	31%
Word of mouth	48%	10%
Information leaflets	46%	23%
Newsletter	38%	24%
Website (internet)	25%	19%
Voluntary organisations	22%	10%
Community Councils	17%	7%
Through Libraries	11%	7%
Councillors	10%	5%
Tenants associations/public forums/user groups	8%	2%
Don't know	2%	2%

The type of information people would like to be included are as follows;

- How services respond to community needs 59%
- How services provide value for money 48%
- How services perform compared to best practice 38%
- How services compare with other providers 35%

2.7 Public Performance Report

Ninety percent of respondents said that they received the Council's performance calendar that was sent out on December 2006. Of those people who said that they received the calendar, 43% said that they kept it. Just over half (57%) of all respondents said that they got at least one useful piece of information from it.

When asked what type of information on the Council's performance they would be most interested in receiving, the top 5 responses were as follows;

- | | |
|--|-----|
| 1. Financial/expenditure/budgets | 28% |
| 2. Cost effective management of Council | 21% |
| 3. Whether savings have been achieved in the last year | 9% |
| 4. Value for money | 7% |
| 5. Services provision | 7% |

What type of information on the Council's performance would you be most interested in receiving?

Financial/expenditure/budgets	28%
Cost effective management of Council	21%
Whether savings have been achieved in the last year	9%
Value for money	7%
Services provision	7%
Everything generally	7%
Information of facilities for retired/disabled people	6%
Planning	6%
Travel/transport reports	6%
Environment	5%
Health provision/social care provision	5%
Latest employee numbers	4%
How much money is wasted on salmon farms	3%
How it compares with other Island Authorities	2%
Not interested	2%
Details of grants given to sports organisations	2%
Details of restrictions on use of funds by Scottish Executive	2%
Educational information	2%
Honest disclosures	2%
Housing issues	2%
Community development	2%
Other	2%

Appendices

Example Questionnaire

Data Tables