

Route to Health Survey Monitoring Report



November 2005

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Section 1

Introduction & Methodology

Cannock Chase District Council

Policy & Performance

Introduction

The Route to Health is a community arts trail, whereby artworks have been created voluntarily by the local community. It was developed by Leisure Services at Cannock Chase Council in conjunction with the Forestry Commission and the Primary Care Trust.

It is hoped that the trail will provide a unique alternative in accessing health information and encourage people to experience the health benefits of being outdoors.

In order to develop the Route to Health, help and support is needed from other organisations and therefore there is a need to evidence the success of the route.

Methodology

The purpose of the survey is to monitor people's satisfaction levels with the Route to Health and to gain valuable feedback about the quality of artworks and the influence it has had on people's health.

People who came to walk the trail were asked to complete a questionnaire. The majority of responses were gained on the launch day of October 2nd 2005.

Although every person who has walked the Route to Health is invited to complete a survey, it is possible that only one person per group/family may have completed a survey. Consequently the results may not necessarily reflect who has walked the Route to Health and therefore some of the data maybe skewed dependent on who has completed a survey.

In total there were 189 Replies, 74 of which live outside the district.



Section 2

Executive Summary

Cannock Chase District Council

Policy & Performance

Executive Summary

The Executive Summary shows the data included in the main body of the report. The top figure next to each answer shows the absolute values. This is the actual number of people who chose this answer to the question. The bottom figure next to each answer shows the percentage. This is the percentage of respondents who chose this answer to the question.

Q1 Please indicate your age: PLEASE TICK ONE BOX ONLY (BASE 187)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|----------------------|-----|----------------------|-----|
| Under 5 | 7 | 26 to 35 | 29 |
| | 4% | | 16% |
| 5 to 13 | 39 | 36 to 49 | 62 |
| | 21% | | 33% |
| 14 to 18 | 1 | 50 to 64 | 36 |
| | 1% | | 19% |
| 19 to 25 | 3 | 65+ | 10 |
| | 2% | | 5% |

Q2 Please indicate your gender: PLEASE TICK ONE BOX FOR EACH (BASE 170)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|----------------------|-----|----------------------|-----|
| Male | 59 | Female | 111 |
| | 35% | | 65% |

Q3 Please indicate your ethnic origin: PLEASE TICK ONE BOX ONLY (BASE 187)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|----------------------|-----|----------------------|----|
| White British | 179 | Mixed White & Asian | 1 |
| | 96% | | 1% |
| White Irish | 4 | Bangladeshi | 1 |
| | 2% | | 1% |
| White Other | 1 | Chinese | 1 |
| | 1% | | 1% |

Q4 Do you have an illness or disability that would limit you in anyway? PLEASE TICK ONE BOX ONLY (BASE 188)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|----------------------|-----|----------------------|-----|
| Yes | 24 | No | 164 |
| | 13% | | 87% |

Q5 Do you live in the Cannock Chase area? PLEASE TICK ONE BOX ONLY (BASE 189)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|----------------------|-----|----------------------|-----|
| Yes | 115 | No | 74 |
| | 61% | | 39% |

Q6 Who have you come with today? PLEASE TICK ALL THAT APPLY (BASE 189)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|----------------------|-----|----------------------|----|
| Family | 147 | Alone/with dog | 16 |
| | 78% | | 8% |
| Friends | 29 | Group/organisation | 15 |
| | 15% | | 8% |
| Partner | 21 | | |
| | 11% | | |

Q7 Have you walked the Route to Health before? PLEASE TICK ONE BOX ONLY (BASE 186)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|----------------------|-----|----------------------|-----|
| No, First time | 86 | Yes, Monthly | 25 |
| | 46% | | 13% |
| Yes, Daily | 9 | Yes, Infrequently | 36 |
| | 5% | | 19% |
| Yes, Weekly | 17 | Yes, Annually | 13 |
| | 9% | | 7% |

Q8 Did you or anyone you know, take part in creating the route? PLEASE TICK ONE BOX ONLY (BASE 181)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|----------------------|-----|----------------------|-----|
| Yes | 50 | No | 131 |
| | 28% | | 72% |

Q9 How often on average do you spend a total of 30 minutes on physical activity at a 'moderate pace'? PLEASE TICK ONE BOX ONLY (BASE 183)

| ANSWER | | ANSWER | |
|-----------------------|-----|-----------------------|-----|
| 6 to 7 times per week | 37 | Once a week | 34 |
| | 20% | | 19% |
| 4 to 5 times per week | 45 | Less than once a week | 16 |
| | 25% | | 9% |
| 2 to 3 times per week | 51 | None | - |
| | 28% | | - |

Q10 Which of the following are most likely to stop you from increasing the amount of activity you do each week? PLEASE TICK ONE BOX ONLY (BASE 182)

| ANSWER | | ANSWER | |
|--------------------------|-----|---------------------|-----|
| Time | 121 | Confidence | 11 |
| | 66% | | 6% |
| Motivation | 33 | Transport | 9 |
| | 18% | | 5% |
| Cost | 22 | Lack of information | 9 |
| | 12% | | 5% |
| Current level of fitness | 19 | None of the above | 27 |
| | 10% | | 15% |

Q11 Please indicate which of the following statements you agree with? PLEASE TICK ALL THAT APPLY (BASE 179)

| ANSWER | | ANSWER | |
|--|-----|---|-----|
| The healthy themed artworks, combined with supporting information is a successful way in getting key information to people | 145 | The artworks are useful for showing the way around the trail | 87 |
| | 81% | | 49% |
| The artworks main purpose, is to generate interest and provides a reason for walking the rest of the trail | 113 | The artworks have informed me about a health issue, which I wouldn't normally read or think about | 61 |
| | 63% | | 34% |
| The artworks are often confusing and don't help deliver the health message very well | 12 | I think artworks should not be here at this venue | 8 |
| | 7% | | 4% |

Q12 Based on your visit to the 'Route to Health', please rate the following items from 1 to 5, with one being poor and 5 being very good.

The quality of the artworks (Base 160)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|----------------------|----|----------------------|-----|
| Poor | 4 | 4 | 43 |
| | 3% | | 27% |
| 2 | 5 | Very good | 97 |
| | 3% | | 61% |
| 3 | 11 | | |
| | 7% | | |

The quality and accuracy of the information on the trail (Base 154)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|----------------------|-----|----------------------|-----|
| Poor | 5 | 4 | 47 |
| | 3% | | 31% |
| 2 | 4 | Very good | 71 |
| | 3% | | 46% |
| 3 | 27 | | |
| | 18% | | |

The involvement of the local community in making the art pieces (Base 155)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|----------------------|----|----------------------|-----|
| Poor | 4 | 4 | 36 |
| | 3% | | 23% |
| 2 | 4 | Very good | 97 |
| | 3% | | 63% |
| 3 | 14 | | |
| | 9% | | |

The importance of providing health information in unique ways, so it attracts the attention of the wide and diverse public (Base 156)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|---------------|----|---------------|-----|
| Poor | 3 | 4 | 36 |
| | 2% | | 23% |
| 2 | 7 | Very good | 98 |
| | 4% | | 63% |
| 3 | 12 | | |
| | 8% | | |

The flatness and quality of the track (Base 153)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|---------------|----|---------------|-----|
| Poor | 4 | 4 | 49 |
| | 3% | | 32% |
| 2 | 4 | Very good | 84 |
| | 3% | | 55% |
| 3 | 12 | | |
| | 8% | | |

To provide a visitor attraction to Cannock Chase (Base 153)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|---------------|-----|---------------|-----|
| Poor | 4 | 4 | 34 |
| | 3% | | 22% |
| 2 | 6 | Very good | 94 |
| | 4% | | 61% |
| 3 | 15 | | |
| | 10% | | |

Q13 Where do you prefer to take physical activity? PLEASE TICK ALL THAT APPLY
(BASE 182)

| ANSWER | | ANSWER | |
|---|-----|--|-----|
| In open green space such as parks and woodlands | 140 | At homes | 62 |
| | 77% | | 34% |
| At a Leisure Centre, Gym or other facility | 67 | A part of daily routine such as walk to work | 62 |
| | 37% | | 34% |

Q14 Has the route made you think about your own health? PLEASE TICK ONE BOX ONLY
(BASE 177)

| ANSWER | | ANSWER | |
|---------------|-----|----------------|-----|
| Yes, a lot | 57 | No, not really | 22 |
| | 32% | | 12% |
| Yes, a little | 93 | No | 5 |
| | 53% | | 3% |

Q15 Have the artworks and support information taught you anything new about your health? PLEASE TICK ONE BOX ONLY (BASE 177)

| ANSWER | | ANSWER | |
|---------------|-----|----------------|-----|
| Yes, a lot | 30 | No, not really | 45 |
| | 17% | | 25% |
| Yes, a little | 92 | No | 10 |
| | 52% | | 6% |

Q16 Has the trail inspired you to: PLEASE TICK ALL THAT APPLY (BASE 174)

| ANSWER | | ANSWER | |
|---------------------------------|-----|---|-----|
| Recommend a visit to others | 122 | Build physical activity into your lifestyle | 56 |
| | 70% | | 32% |
| Exercise more often | 91 | Change anything about your diet or habits | 50 |
| | 52% | | 29% |
| Take more of an interest in art | 59 | | |
| | 34% | | |

Q17 How important do you think the following improvements are for any future development of the Route to Health? Please rate from 1 to 5 with 1 being not at all important and 5 being very important.

A longer trail (Base 146)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|----------------------|-----|----------------------|-----|
| Not at all important | 26 | 4 | 16 |
| | 18% | | 11% |
| 2 | 9 | Very important | 59 |
| | 6% | | 40% |
| 3 | 36 | | |
| | 25% | | |

Improved surface on the trail (Base 125)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|----------------------|-----|----------------------|-----|
| Not at all important | 46 | 4 | 23 |
| | 37% | | 18% |
| 2 | 17 | Very important | 16 |
| | 14% | | 13% |
| 3 | 23 | | |
| | 18% | | |

More artworks (Base 146)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|----------------------|-----|----------------------|-----|
| Not at all important | 15 | 4 | 26 |
| | 10% | | 18% |
| 2 | 12 | Very important | 54 |
| | 8% | | 37% |
| 3 | 39 | | |
| | 27% | | |

Regular replacement of artworks with new ones (Base 141)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|----------------------|-----|----------------|-----|
| Not at all important | 9 | 4 | 43 |
| | 6% | | 30% |
| 2 | 12 | Very important | 48 |
| | 9% | | 34% |
| 3 | 29 | | |
| | 21% | | |

Better signage and information (Base 124)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|----------------------|-----|----------------|-----|
| Not at all important | 24 | 4 | 20 |
| | 19% | | 16% |
| 2 | 14 | Very important | 27 |
| | 11% | | 22% |
| 3 | 39 | | |
| | 31% | | |

An improved map (Base 125)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|----------------------|-----|----------------|-----|
| Not at all important | 24 | 4 | 21 |
| | 19% | | 17% |
| 2 | 20 | Very important | 31 |
| | 16% | | 25% |
| 3 | 29 | | |
| | 23% | | |

A wider range of health topics (Base 134)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|----------------------|-----|----------------------|-----|
| Not at all important | 15 | 4 | 24 |
| | 11% | | 18% |
| 2 | 21 | Very important | 36 |
| | 16% | | 27% |
| 3 | 38 | | |
| | 28% | | |

Guided walks and other events around the route (Base 127)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|----------------------|-----|----------------------|-----|
| Not at all important | 14 | 4 | 24 |
| | 11% | | 19% |
| 2 | 19 | Very important | 55 |
| | 15% | | 43% |
| 3 | 15 | | |
| | 12% | | |

Q18 On the whole the Route to Health makes me feel: PLEASE TICK ONE BOX ONLY
(BASE 174)

| <i>ANSWER</i> | | <i>ANSWER</i> | |
|------------------------------------|-----|----------------------|----|
| Very satisfied | 134 | Dissatisfied | - |
| | 77% | | - |
| Satisfied | 34 | Very Dissatisfied | 3 |
| | 20% | | 2% |
| Neither satisfied nor dissatisfied | 3 | | |
| | 2% | | |



Section 3

Main Report

Cannock Chase District Council

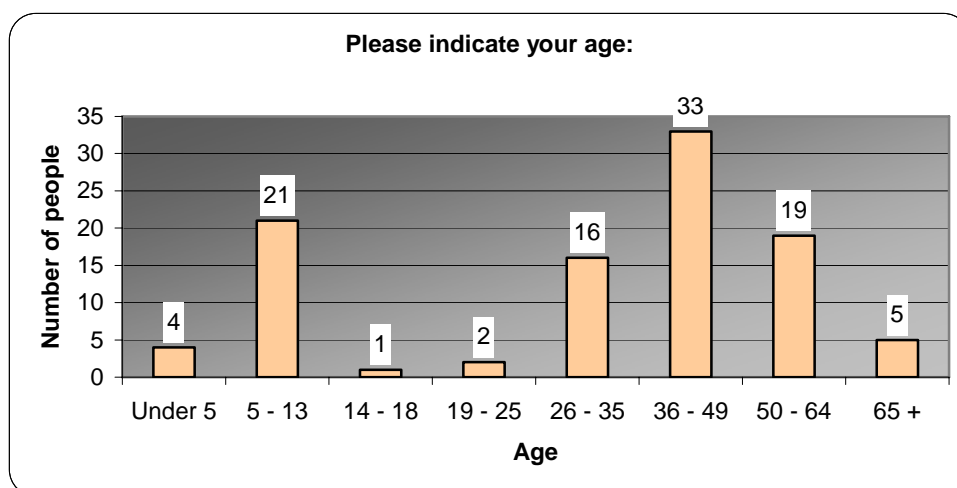
Policy and Performance

Profile of Respondents

To gain an understanding of the respondents that walked the Route to Health, a number of questions were asked to help generate a profile of respondents, such as age and gender and ethnicity. It is important to note that although everyone who has walked the Route to Health is invited to complete a survey, it is possible that only one person in a group/family filled in a survey and therefore the profile may not necessarily reflect who has walked the route.

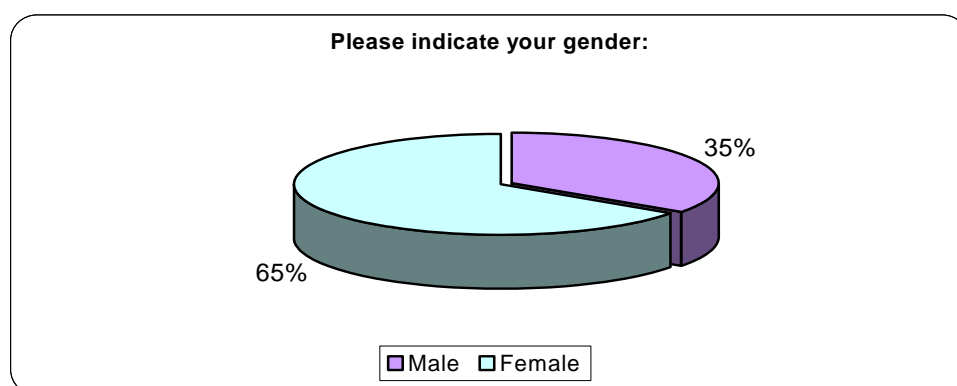
Age:

The results show that a third of respondents were aged 36 – 49, followed by 21% (broadly 1 in 5 people) that were aged 5 – 13 years old. This possibly suggests more of a family usage. Very few people aged 14 to 25 have completed a survey suggesting less people have visited within this age group.



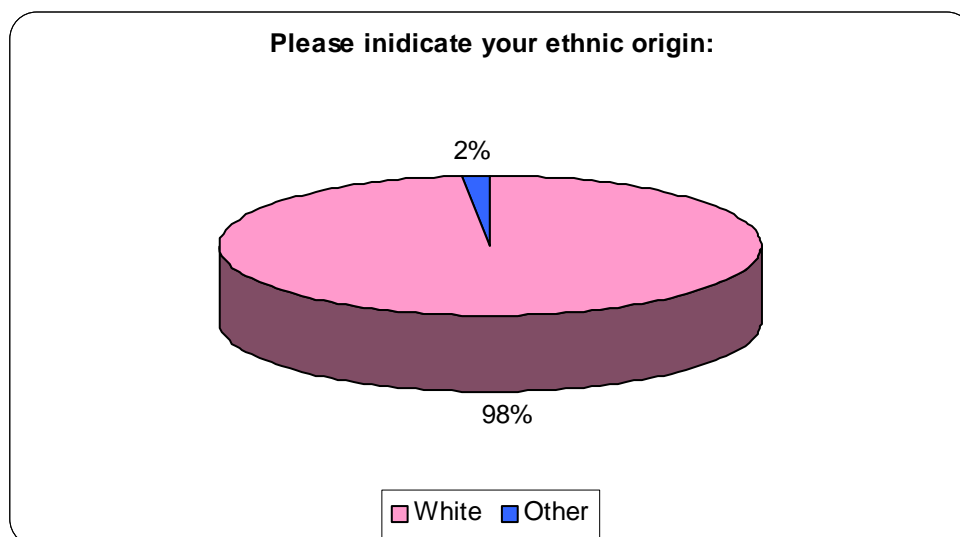
Gender:

A large number of respondents were female (almost two thirds). Just over a third of those surveyed were male.

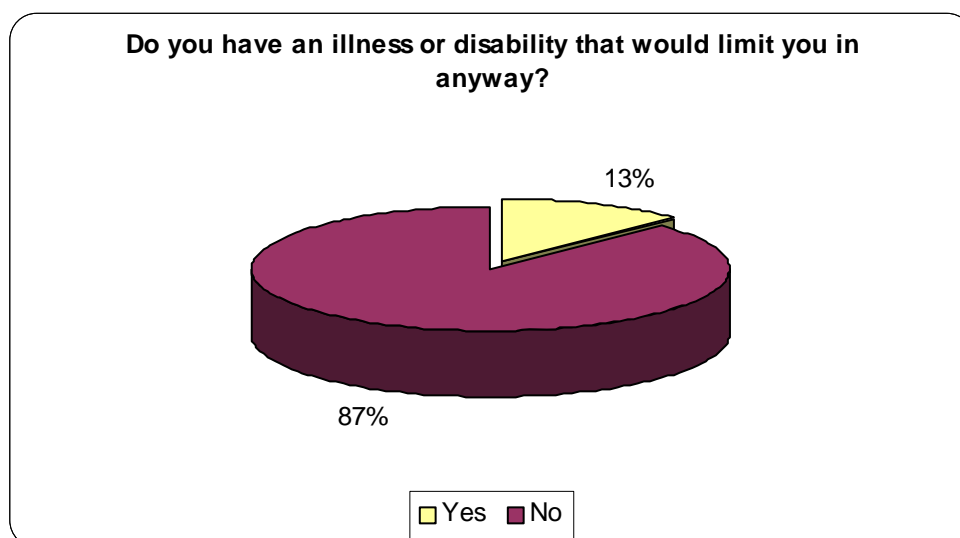


Ethnicity:

As expected, the vast majority of respondents are of a white ethnic background (98%) with only 2% indicating they were not of a White British ethnic origin. This can be explained by the very small ethnic minority population in the Cannock Chase district. A simple cross tabulation also tells us that the 2% who indicated an ethnic origin other than a White background all live within the district.

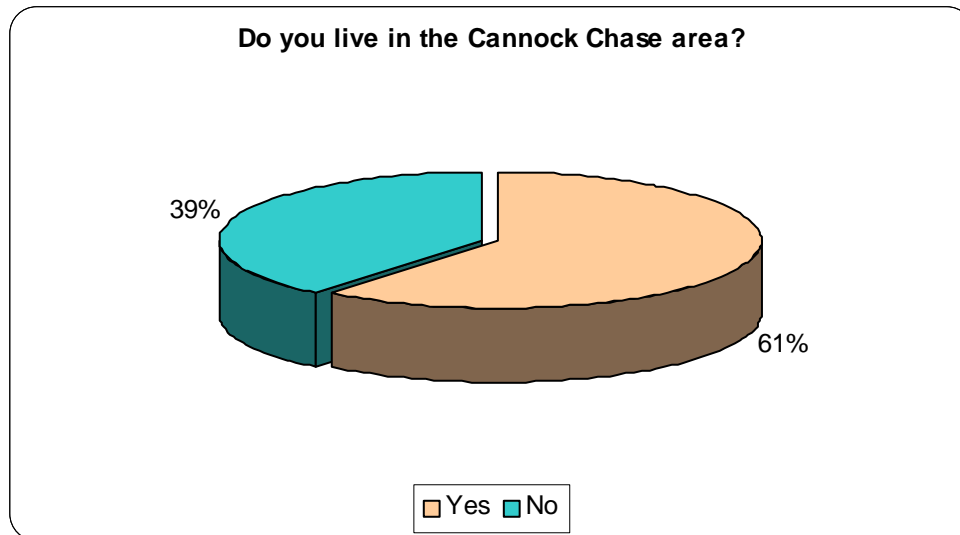
**Illness/Disability:**

87% of respondents said that they do not have an illness or disability that would limit them in anyway. 13% stated that they had an illness or disability which limits them indicating people with access issues or an illness/disability of this kind do in fact use the route.



Live in Cannock Chase

61% of people who took part in the survey lived in the Cannock Chase area and 39% said that they lived outside the District. This indicates that the Route to Health is attracting visitors from outside the Cannock Chase area.

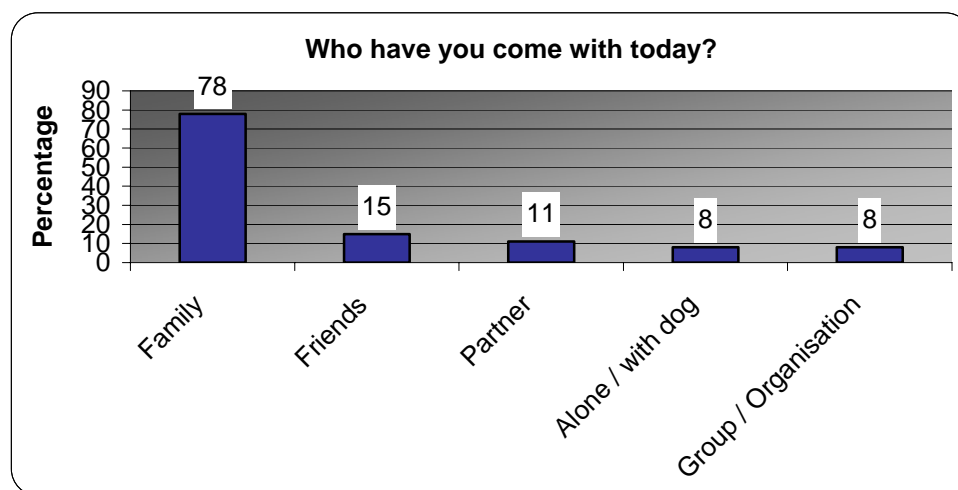


Furthermore a cross tabulation with age also suggests that those people living outside the district who have walked the Route to Health are also families. 41% of people aged 26-35 who have completed a survey live outside the district. Note: Numbers are small and therefore this part of the data should be treated with caution.

Route to Health

Further views were sought as a way of monitoring and developing the Route to Health. In addition to this the survey is designed to capture how the route has had an influence on people's health.

Just over three quarters of respondents (78%) came with their family to walk the Route to Health. This confirms previous results when looking at the age of respondents as these were typical ages of families. Other reasons for walking the Route to Health were not as popular such as coming with friends, a partner, alone/with a dog or attending with a group/organisation reported at 15%, 11%, 8% and 8% respectively.



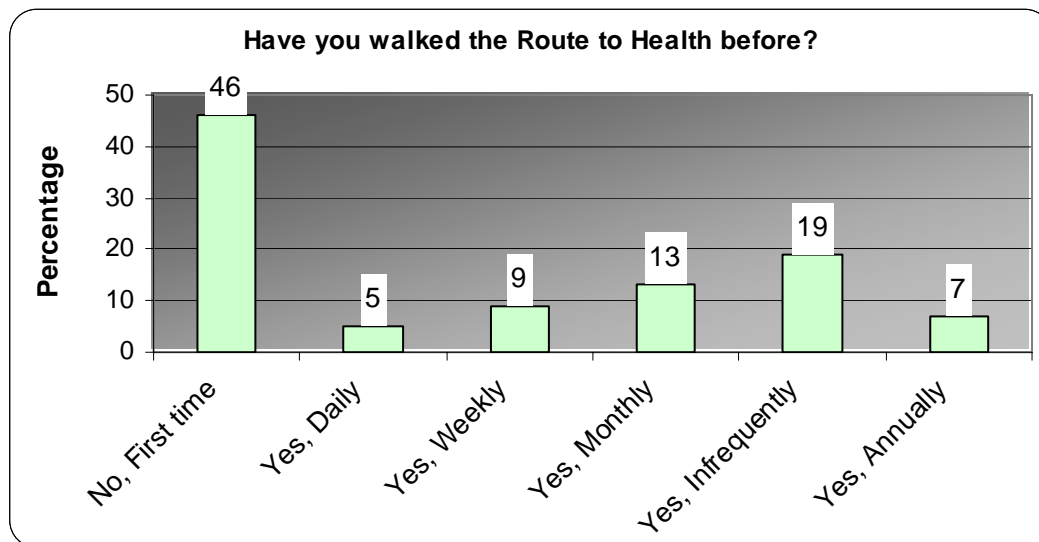
Slightly more females than males came to walk the Route to Health with families. 82% of females came with their families compared to 75% of males. Note: Although each person who has walked the Route to Health is invited to complete a survey, it is possible that only one person in a family/group filled in a survey and therefore the results may not necessarily reflect who has walked the route.

A more marked difference in figures is those people who came to walk the Route to Health with friends. More females than males came with friends with 18% of females coming with friends compared to only 8% of males. Note - numbers are small and therefore data should be treated with caution.

As would be expected with the 19-25 age category, the majority of people within this age group came with a partner reported at 67%. Note - numbers are fairly small within this age group therefore data should be treated with caution.

Respondents were asked if they had walked the Route to Health before in order to gain some valuable feedback about the popularity of the trail and levels of repeat visitation.

When asked if they had walked the trail before nearly half (46%) stated that they it was their first time, followed by 19% of respondents who stated that they had walked the trail before, but infrequently.



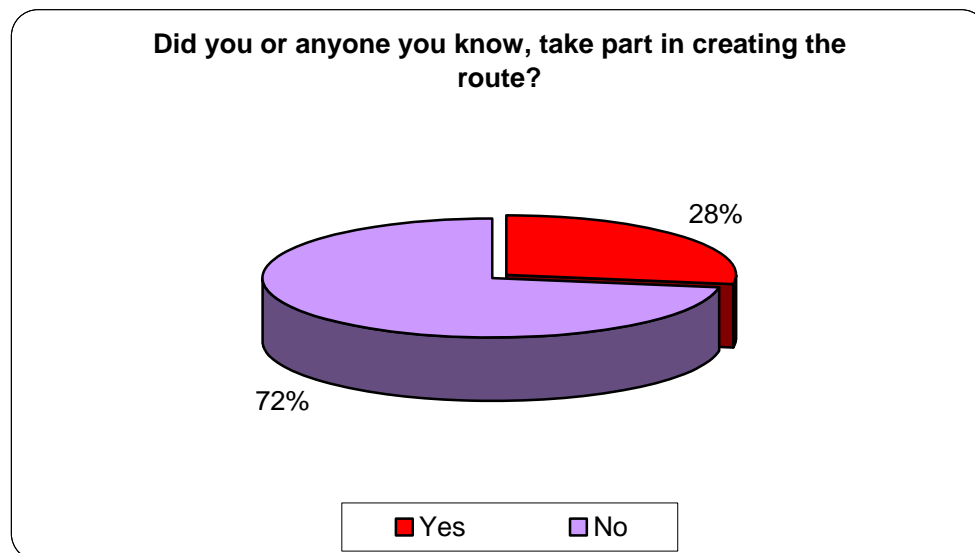
When looking at those people who live outside the Cannock Chase District, 62% of these people stated that this was their first visit. A further 21% of people who live outside the district claimed to have visited the trail before, but infrequently. Although there is no firm evidence, this is probably due to the distance as they do not live within the district.

More males stated that they have walked the Route to Health before, on a weekly basis reported at 14% compared to only 6% of females.

Note - numbers are small and therefore data should be treated with caution

Respondents were asked whether they or anyone else they knew had taken part in creating the route. The results can be seen in the graph below.

A large majority, 72% of respondents, said that they did not know of anyone, including themselves, who had taken part in creating the route. However a further 28% of people stated that either they or someone they knew had actually taken part in creating the route.



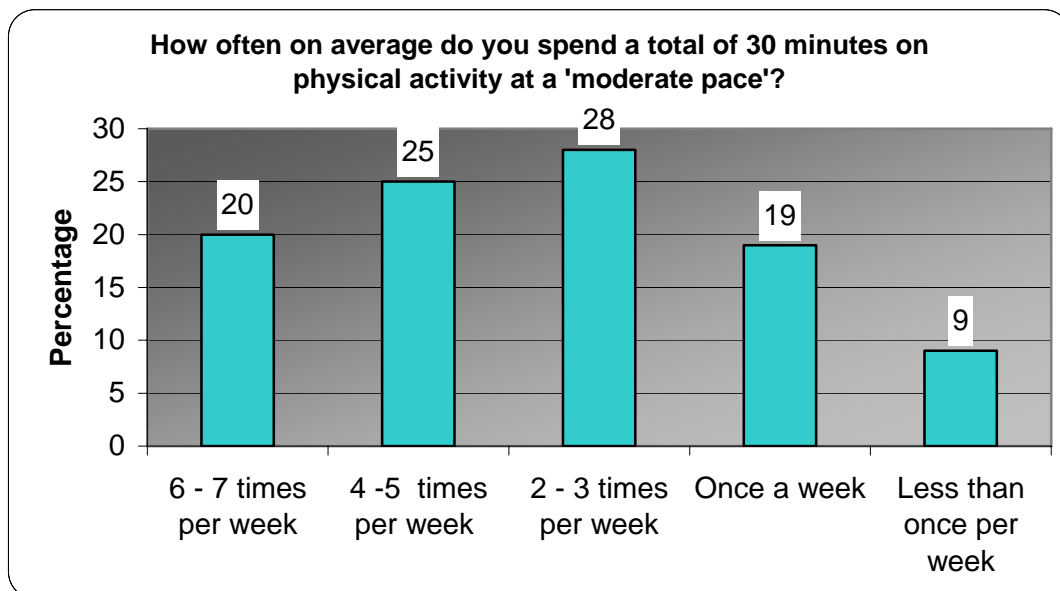
Further analysis can be seen in table in the table below.

| Absolute Break% Respondents | Base | Age | | | | | | | | Gender | | Live in Cannock Chase area | | |
|-----------------------------------|--|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|----------------------------|-----------|-----------|
| | | Under 5 | 5 to 13 | 14 to 18 | 19 to 25 | 26 to 35 | 36 to 49 | 50 to 64 | 65+ | Male | Female | Yes | No | |
| | | | | | | | | | | | | | | |
| | Base | 181 | 7 | 35 | 1 | 3 | 29 | 61 | 34 | 9 | 57 | 105 | 109 | 72 |
| | You or anyone you know take part in creating the route | | | | | | | | | | | | | |
| | Yes | 50 28% | 0 0 | 9 26% | 0 0 | 0 0 | 8 28% | 18 30% | 11 32% | 3 33% | 14 25% | 31 30% | 35 32% | 15 21% |
| | No | 131 72% | 7 100% | 26 74% | 1 100% | 3 100% | 21 72% | 43 70% | 23 68% | 6 67% | 43 75% | 74 70% | 74 68% | 57 79% |

Note - Some of the numbers above are fairly small therefore data must be treated with caution.

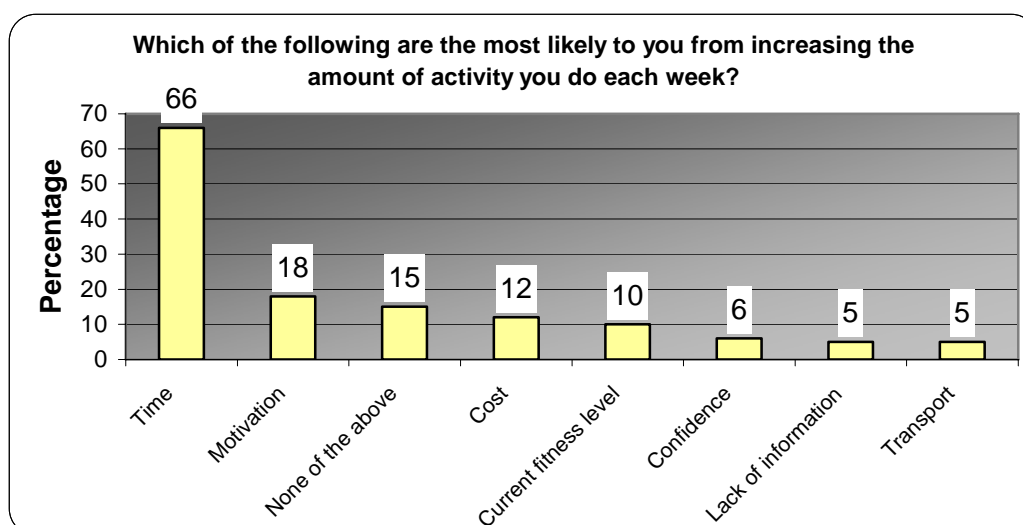
Perhaps surprisingly, 21% of respondents who do not live in the Cannock Chase District had either taken part in creating the route or knew of someone else who had taken part.

The next question sought to identify people's level of physical activity in order to gauge fitness levels. 20% of people surveyed (broadly 1 in 5) said they spend a total of 30 minutes on physical activity at a moderate pace 6-7 times a week. A further quarter of respondents spend 4-5 times a week doing a physical activity at a moderate pace for 30 minutes. On a positive note, there are only a small percentage of respondents that claim to do 30 minutes physical activity at a moderate pace less than once per week.



The survey also sought to identify people's constraints in increasing the amount of activity they do each week. Two thirds of respondents stated that not having enough time would be their main reason for stopping them increasing the amount of activity they could do each week.

Transport and lack of information are not seen as key reasons for stopping respondents from increasing the amount of activity they do each week.



Further detail can be gauged by creating a number of cross tabulations against the profile of respondents. The table below shows the results by age and gender.

| Absolute Break % Respondents | Base | Age | | | | | | | | Gender | |
|--|------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|
| | | Under 5 | 5 to 13 | 14 to 18 | 19 to 25 | 26 to 35 | 36 to 49 | 50 to 64 | 65+ | Male | Female |
| Base | 182 | 7 | 36 | 1 | 3 | 28 | 61 | 35 | 10 | 57 | 106 |
| Most likely to stop you increasing amount of activity you do each week | | | | | | | | | | | |
| Time | 121 66% | 5 71% | 19 53% | 0 0 | 3 100% | 16 57% | 56 92% | 19 54% | 3 30% | 38 67% | 75 71% |
| Cost | 22 12% | 0 0 | 4 11% | 1 100% | 0 0 | 5 18% | 6 10% | 4 11% | 1 10% | 3 5% | 19 18% |
| Transport | 9 5% | 0 0 | 3 8% | 1 100% | 0 0 | 1 4% | 2 3% | 2 6% | 0 0 | 1 2% | 6 6% |
| Confidence | 11 6% | 0 0 | 0 0 | 0 0 | 0 0 | 3 11% | 3 5% | 5 14% | 0 0 | 2 4% | 8 8% |
| Motivation | 33 18% | 0 0 | 4 11% | 0 0 | 0 0 | 8 29% | 11 18% | 7 20% | 2 20% | 13 23% | 16 15% |
| Lack of information | 9 5% | 0 0 | 0 0 | 0 0 | 0 0 | 2 7% | 2 3% | 4 11% | 1 10% | 2 4% | 5 5% |
| Current fitness level | 19 10% | 0 0 | 0 0 | 0 0 | 0 0 | 2 7% | 6 10% | 7 20% | 4 40% | 4 7% | 11 10% |
| None of the above | 27 15% | 2 29% | 9 25% | 0 0 | 0 0 | 6 21% | 4 7% | 5 14% | 1 10% | 11 19% | 12 11% |

Note: Numbers are small therefore data should be treated with caution.

As expected, the table above indicates that time is not an issue for people aged 65+ when compared to other age groups. Respondents aged 36-49 consider time to be their main issue in stopping them increasing the amount of activity they do each week with 92% of people aged 36-49 indicating this. Again this age group is typical of families and therefore this data could possibly be explained by a lifestyle issue.

With regard to gender, clearly cost is more of an issue for females than males, with 18% of females stating that this would prevent them from increasing the amount of activity they would do each week compared to 5% of males.

The table below also presents this data with those people who have an illness/disability that limits them in some way.

| Absolute Break % Respondents | Base | Have illness or disability | |
|---|------------|----------------------------|------------|
| | | Yes | No |
| Base | 181 | 20 | 161 |
| Most likely to stop you increasing amount of activity you do each week | | | |
| Time | 120 66% | 7 35% | 113 70% |
| Cost | 22 12% | 2 10% | 20 12% |
| Transport | 9 5% | 1 5% | 8 5% |
| Confidence | 11 6% | 2 10% | 9 6% |
| Motivation | 33 18% | 1 5% | 32 20% |
| Lack of information | 9 5% | 0 0 | 9 6% |
| Current fitness level | 19 10% | 8 40% | 11 7% |
| None of the above | 27 15% | 4 20% | 23 14% |

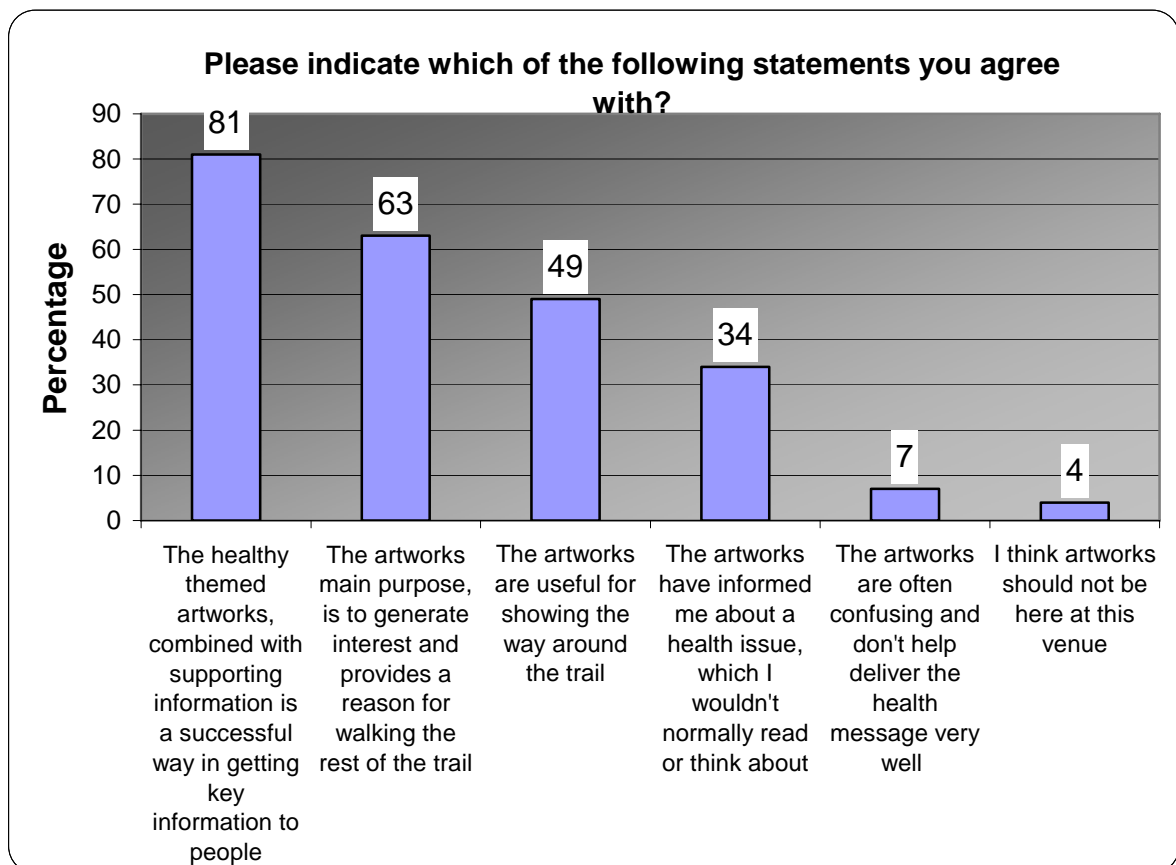
The table indicates that of those respondents who stated they have an illness/disability that limits them in some way, the main reason for stopping them increasing the amount of activity they undertake is their current fitness level. Clearly they do not consider transportation or motivation to be an issue in preventing them to increase the amount of activity they do each week.

A number of statements were listed in the survey in relation to the artworks in order to seek the views of these artworks along the trail. Results can be seen in the graph below.

Over 80% of people surveyed agreed that the healthy themed artwork, combined with supporting information is a successful way in getting key information to people.

Another popular statement which respondents agreed with is that the artworks main purpose is to generate interest and provide a reason for walking the rest of the trail reported at 63%.

Very few people thought that the artworks should not be at this venue with only 4% indicating this.

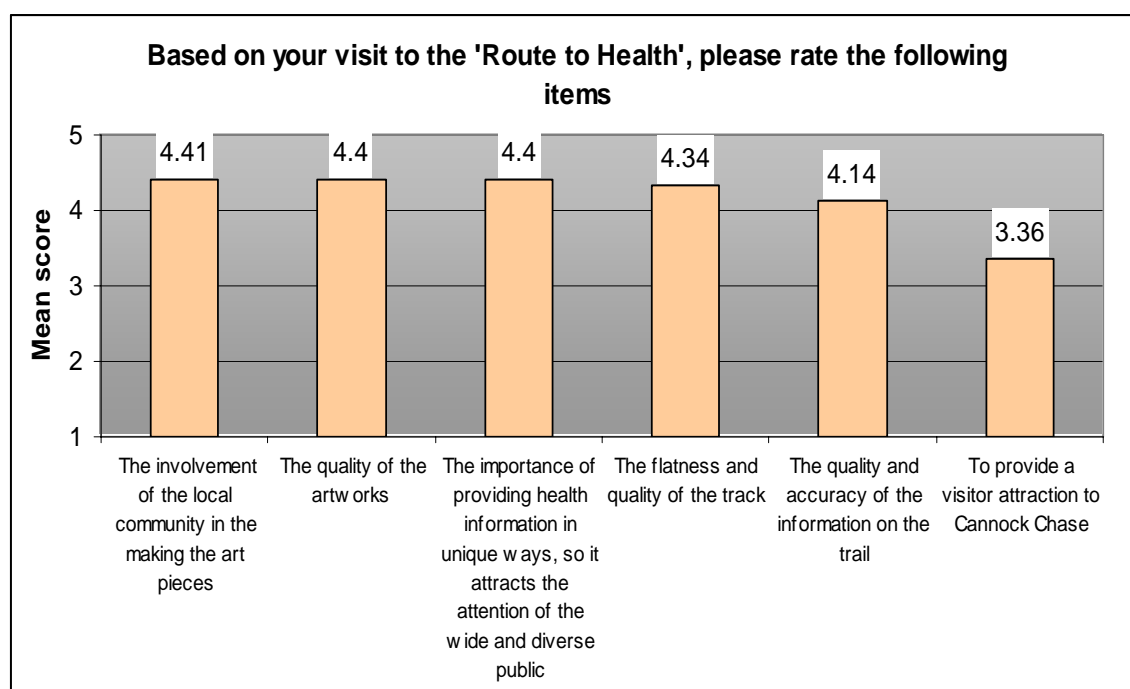


Following on from this, respondents were asked to rate a number of items in relation to the trail based on their visit. A mean score can be found with 5 being very good and 1 being poor. By using the mean we are able to identify the average score against each item.

Clearly the majority of respondents rate the following items in relation to the trail as good to very good. The involvement of the local community in making the art pieces is regarded as being slightly better than any other item in the list with a mean score of 4.41.

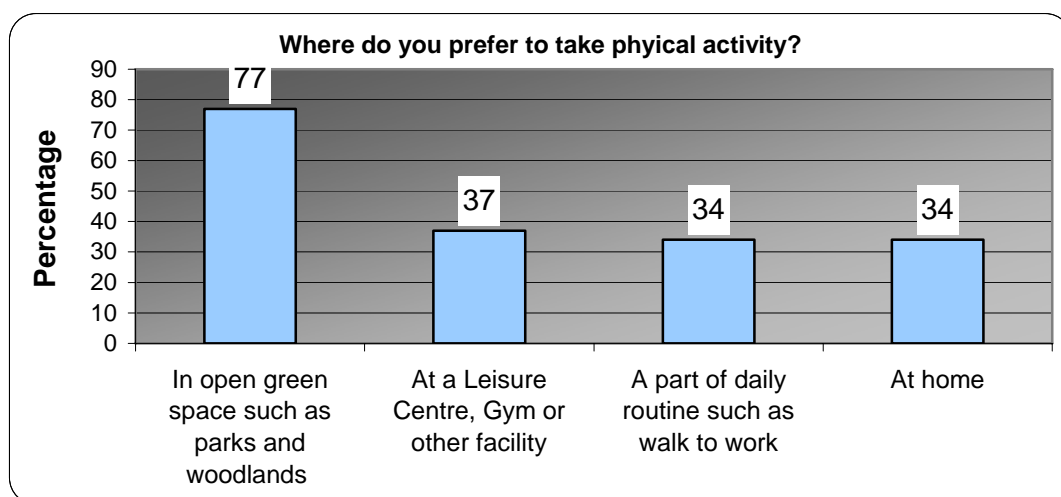
People rated the Route to Health as a visitor attraction to Cannock Chase as slightly above average with a mean score of 3.36, but it is important to note that overall none of the items relating to the trail were considered as poor or very poor.

When looking in more detail, slightly more respondents living in the area regarded the quality of artworks as very good when compared to those who do not live in the district. 67% of respondents living in the district rated the quality of artworks as very good in comparison to 51% of respondents who do not live in the area rating the same item as very good.

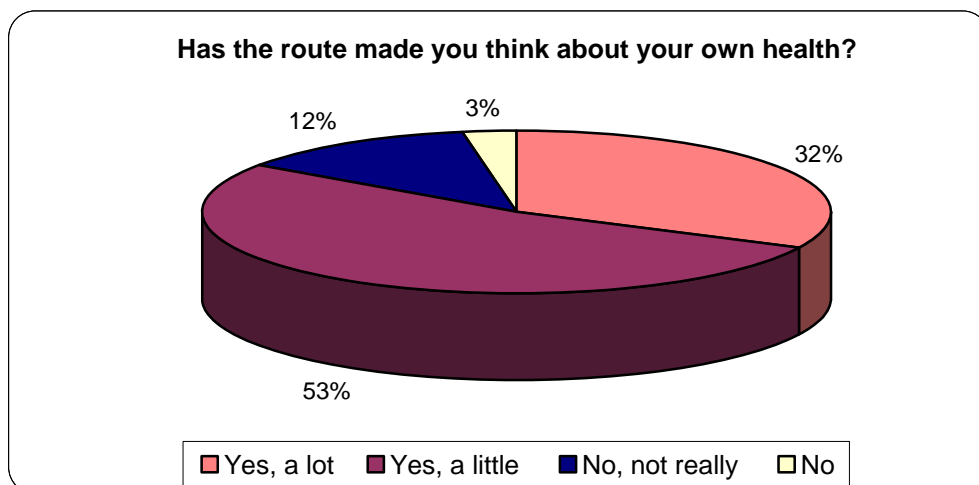


Those people surveyed were asked about where they prefer to take physical exercise. Clearly the graph below illustrates that the vast majority of respondents stated that they prefer to do physical activity in open spaces, such as parks and woodlands reported at 77%. This is by far the most popular option and to some extent supports the Route to Health as an open space.

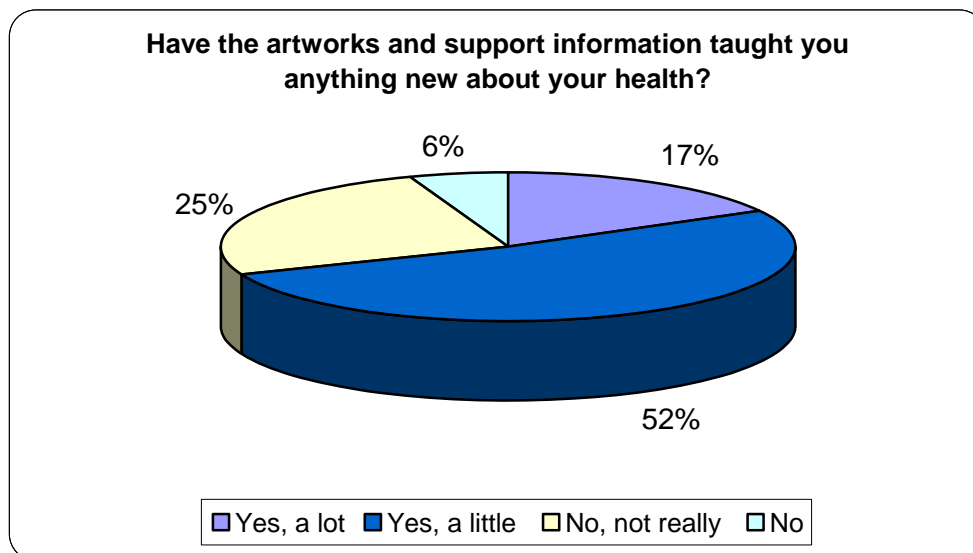
Taking physical activity at the Leisure Centre, gym, a walk to work or at home are all of similar preference to respondents reported at 37%, 34% and 34% respectively.



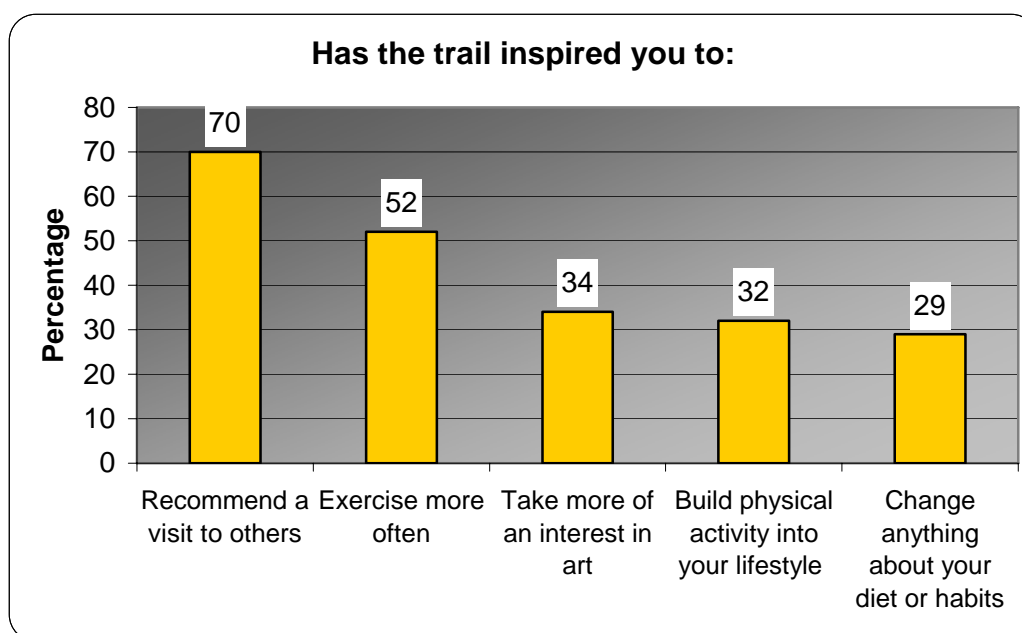
On a positive note, nearly a third of respondents believe that the route has made them think a lot about their own health with a further 53% stating that it had made them think a little about their own health. Results can be seen in the graph below. Only 3% said that the route had not made them think about their health at all.



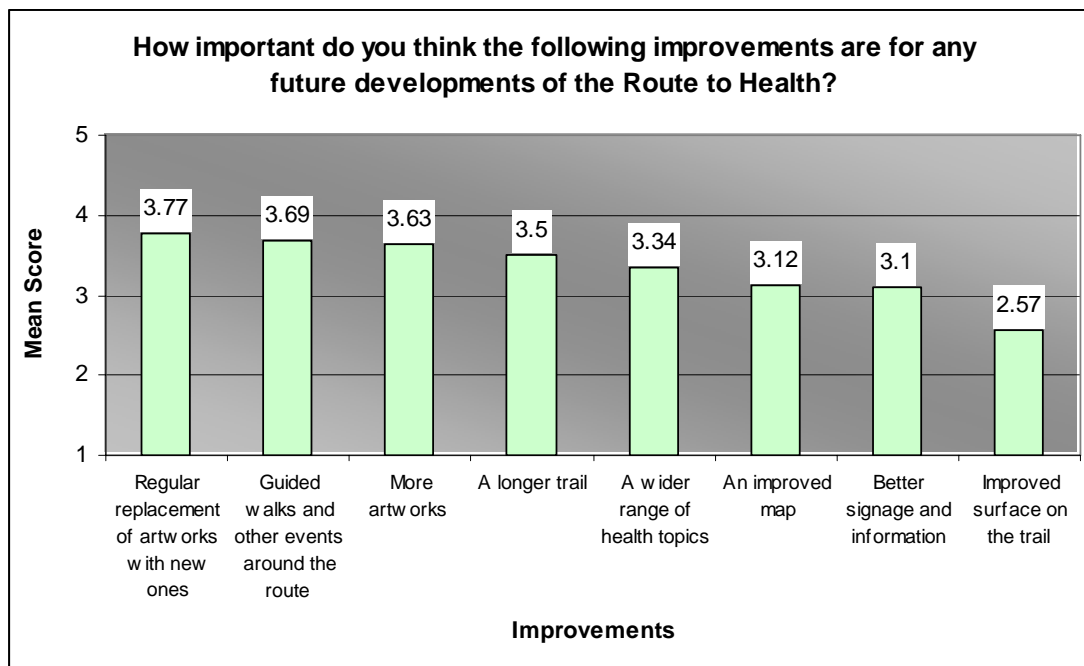
Furthermore respondents were asked whether the artworks and support information taught them anything new about their health. Again a large number of respondents stated that this had taught them new things about their health with 52% stating it had taught them a little and a further 17% saying it had taught them a lot of new things about their health. Only 6% claimed that the artworks and support information taught them nothing new about their health.



70% of respondents said that the trail had inspired them to recommend a visit to other people, followed by 52% of those surveyed stating that the trail had inspired them to exercise more often. This corresponds with previous data where 85% of respondents claimed that the route had made them think to a varied degree about their own health.

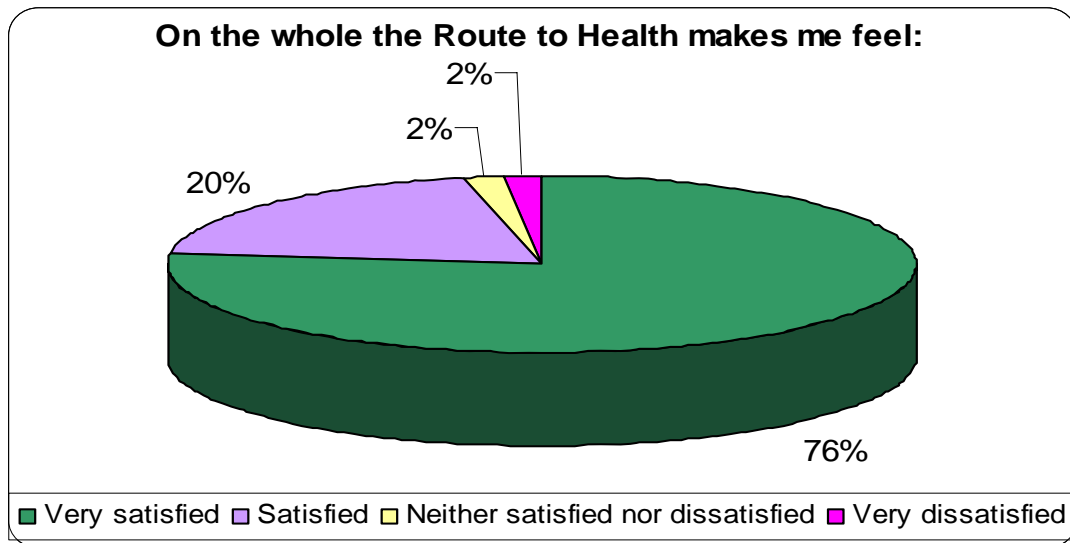


Furthermore, the survey also sought the views of respondents in relation to possible improvements in terms of future developments of the Route to Health. A list of possible improvements was given in the survey and respondents were asked to rank these options in terms of their level of importance. A mean score can be found with 5 being very important and 1 being not at all important. By using the mean we are able to identify the average score against each option. Results can be seen in the graph below.



Clearly the more important improvements amongst the respondents are the regular replacement of artworks with new ones in addition to guided walks and other events on route with a mean score of 3.77 and 3.69 respectively. Respondents rated an improved surface on the trail as least important with a mean score of 2.57. Overall none of the listed improvements were regarded as unimportant in developing the Route to Health in the future.

As a final question, satisfaction levels were gauged with regard to how the Route to Health made them feel. These were represented by smiley faces on the survey. Results are illustrated on the graph below.



96% of respondents indicated the smiley faces that represented either satisfied or very satisfied with the Route to Health. Only 2% were reported to be very dissatisfied and a further 2% were of no opinion.



Section 4

Questionnaire

Cannock Chase District Council

Policy and Performance

The Route to Health

'The Route to Health is a community arts trail, whereby artworks have been created voluntarily by the local community. We hope it provides a unique alternative in accessing health information and encourages people to experience the health benefits of being outdoors'.

In order to develop the Route to Health, we need help and support from other organisations, this requires evidence! We would be grateful if you would take the time to complete the following survey.

Please help others that require assistance, and describe in your own words to children etc.

Thank you so much for your support.

- Q1 Please indicate your age: PLEASE TICK ONE BOX ONLY**
 Under 5..... 1 14 - 18..... 3 26 - 35..... 5 50 - 64..... 7
 5 - 13..... 2 19 - 25..... 4 36 - 49..... 6 65 +..... 8
- Q2 Please indicate your gender: PLEASE TICK ONE BOX ONLY**
 Male 1 Female..... 2
- Q3 Please indicate your ethnic origin: PLEASE TICK ONE BOX ONLY**
 White - British 1 Asian or Asian British - Pakistani 9
 White - Irish..... 2 Asian or Asian British - Bangladeshi..... 10
 Any other White background (please tick and write in below) 3 Any other Asian background (please tick and write in below)..... 11
 Mixed - White and Black Caribbean..... 4 Black or Black British - Caribbean..... 12
 Mixed - White and Black African 5 Black or Black British - African 13
 Mixed - White and Asian 6 Any other Black background (please tick and write in below)..... 14
 Any other mixed background (please tick and write in below) 7 Chinese..... 15
 Asian or Asian British - Indian..... 8 Other (please tick and write in below) 16
 Please specify
-
- Q4 Do you have an illness or disability that would limit you in anyway? PLEASE TICK ONE BOX ONLY**
 Yes..... 1 No..... 2
- Q5 Do you live in the Cannock Chase area? PLEASE TICK ONE BOX ONLY**
 Yes..... 1 No..... 2
- Q6 Who have you come with today? PLEASE TICK ALL THAT APPLY**
 Family 1 Friends..... 3 Group / Organisation..... 5
 Partner..... 2 Alone / with dog..... 4
- Q7 Have you walked the Route to Health before? PLEASE TICK ONE BOX ONLY**
 No, First time..... 1 Yes, Monthly..... 4
 Yes, Daily 2 Yes, Infrequently..... 5
 Yes, Weekly..... 3 Yes, Annually..... 6

- Q8 Did you or anyone you know, take part in creating the route? PLEASE TICK ONE BOX ONLY**
 Yes..... 1 No..... 2
- Q9 How often on average do you spend a total of 30 minutes on physical activity at a 'moderate pace'? (Moderate intensity activity is an energetic activity that leaves you feeling warm, breathing more deeply than usual e.g brisk walking, cycling or swimming) PLEASE TICK ONE BOX ONLY**
 6 - 7 times per week..... 1 Once a week..... 4
 4 -5 times per week 2 Less than once per week 5
 2 - 3 times per week..... 3 None 6
- Q10 Which of the following are most likely to stop you from increasing the amount of activity you do each week? PLEASE TICK ALL THAT APPLY**
 Time 1 Motivation..... 5
 Cost..... 2 Lack of information 6
 Transport 3 Current fitness level 7
 Confidence..... 4 None of the above 8
- Q11 Please indicate which of the following statements you agree with? PLEASE TICK ALL THAT APPLY**
 The healthy themed artworks, combined with supporting information is a successful way in getting key information to people..... 1
 The artworks main purpose, is to generate interest and provides a reason for walking the rest of the trail. 2
 The artworks are often confusing and don't help deliver the health message very well 3
 The artworks are useful for showing the way around the trail 4
 The artworks have informed me about a health issue, which I wouldn't normally read or think about 5
 I think artworks should not be here at this venue 6
- Q12 Based on your visit to the 'Route to Health', please rate the following items from 1 to 5, with one being poor and 5 being very good.**
 The quality of the artworks 1
 The quality and accuracy of the information on the trail..... 2
 The involvement of the local community in the making the art pieces..... 3
 The importance of providing health information in unique ways, so it attracts the attention of the wide and diverse public..... 4
 The flatness and quality of the track 5
 To provide a visitor attraction to Cannock Chase..... 6
- Q13 Where do you prefer to take physical activity? PLEASE TICK ALL THAT APPLY**
 At home 1
 At a Leisure Centre, Gym or other facility 2
 A part of daily routine such as walk to work 3
 In open green space such as parks and woodlands 4
- Q14 Has the route made you think about your own health? PLEASE TICK ONE BOX ONLY**
 Yes, a lot 1 No, not really 3
 Yes, a little 2 No..... 4
- Q15 Have the artworks and support information taught you anything new about your health? PLEASE TICK ONE BOX ONLY**
 Yes, a lot 1 No, not really 3
 Yes, a little 2 No..... 4
- Q16 Has the trail inspired you to: PLEASE TICK ALL THAT APPLY**
 Exercise more often 1
 Build physical activity into your lifestyle 2
 Change anything about your diet or habits 3
 Take more of an interest in art..... 4
 Recommend a visit to others..... 5

Q17 How important do you think the following improvements are for any future development of the Route to Health? Please rate from 1 to 5 with 1 being not at all important and 5 being very important.

- A longer trail 1
- Improved surface on the trail 2
- More artworks 3
- Regular replacement of artworks with new ones..... 4
- Better signage and information..... 5
- An improved map 6
- A wider range of health topics 7
- Guided walks and other events around the route 8
- Other, please specify _____

Q18 On the whole the Route to Health makes me feel: **PLEASE TICK ONE BOX ONLY**

- Very 1 Satisfied.... 2 Neither..... 3 Dissatisfied 4 Very 5
satisfied.... dissatisfied

Q19 Please make any other comments you feel would help us develop the Route to Health next year:

Thank you for your time

The Route to Health will be launching new community artworks on Sunday 8th October 2006, at 11am. Should you wish to get involved please contact Lisa Shephard on (01543) 427898 or email lisashepard@cannockchasedc.gov.uk

Large print versions of this form can be requested at the main reception at Birches Valley.