

RESULTS FROM CCTV SURVEY - ATHERSTONE TOWN COUNCIL

January 2025

Executive summary

People who responded to this survey via social media believe that having a staffed CCTV system is important and say they would be prepared to pay more in order to run it .

Introduction

Atherstone Town Council agreed to find out how much people know about the CCTV service which operates in Atherstone; how much they value this service; which aspects of the service they consider to be most important and whether or not they might be prepared to pay more to develop this service in the future.

This paper summarises the main findings from a short 5-minute survey, Atherstone CCTV Service Survey 2024 promoted via FB between November 30th and January 14th as part of a commissioned social media campaign working closely with ONE MEDIA SHED.

Comments have not been included.

Key Findings

1 Profile of responders

To date there have been a total 102 responses of whom:-

82 stated they were Atherstone residents ; 19 were people who worked in Atherstone; 3 stated they ran a business in the town

59% were female; 34% were male 7% preferred not to say ;

3% aged 18 – 30 years; 18% aged 30 to 40 years; 42% aged 40 – 6 years; 32 % aged 60+

As with many FB based online surveys, there was a response bias towards women and older age groups compared with the resident population.

2 Awareness and understanding of CCTV system

93% of respondents said they were aware that there was a CCTV system operating in Atherstone

The majority [59] had become aware by noticing the cameras ; 29 were aware through social media ; 18 by word of mouth

3 Perceived benefits

The 4 most important benefits [in rank order] were felt to be:-

- providing evidence which helps to convict criminals

- deters people from committing crime

- quicker response time to serious incidents
- people feel safer and prevents antisocial behaviour [4 =]

4 Important features of CCTV system

The features considered to be the most important for a CCTV system [in rank order] were :

- Having dedicated staff to monitor live situations and alert police [86]
- Having dedicated staff with time to search through CCTV recordings [73]
- Ability to provide CCTV recordings for the police [71]
- Having enough CCTV cameras [68]

5 Other places which should additionally have CCTV coverage

Kings Head area – lots of drug dealing and ASB

Railway and bus stations

All areas of the town

6. How important is it to have a CCTV system operating in the town?

[Scale 1 : not at all – 5 :very important]

Mean score 4.67

7. Regarding the future of this service, which of these options would you prefer ?:

- To maintain the current CCTV service and staff as now [48]
- To increase spend and increase CCTV coverage to other areas of the town [46]
- To cease the CCTV service and invest in other service [5]

8 Would you be prepared to pay more in order to run the CCTV system

- Yes 48%
- No 27%
- Not sure 26%

9 How much more per month do you think you would be prepare to pay towards your council tax ?

