

Shaping Poole

Survey 2014



Shaping Poole Survey 2014

Key Findings

Efficiency and Effectiveness
Overview and Scrutiny Committee
19 March 2015

Corporate Research
Strategy and Communications Team
Borough of Poole

The Presentation



- Aims:
- Share key findings of the 2014 Shaping Poole Survey
 - Highlight analysis showing the impact areas of Poole on key population groups
 - Show how to access further results

Survey Methodology



- Partnership Survey carried out every three years
- Postal survey with 2 reminders to boost response
- Random sample of 6,000 addresses (enables analysis by area and population groups)
- 1,889 surveys returned (32% response)
- On a statistic of 50%, a sample size of 1,889 is subject to a standard error of +/-2.3%
- Respondents weighted by age and gender to make them representative of Poole
- The sample is generally representative of Poole by Ward and MOSAIC

Summary Findings



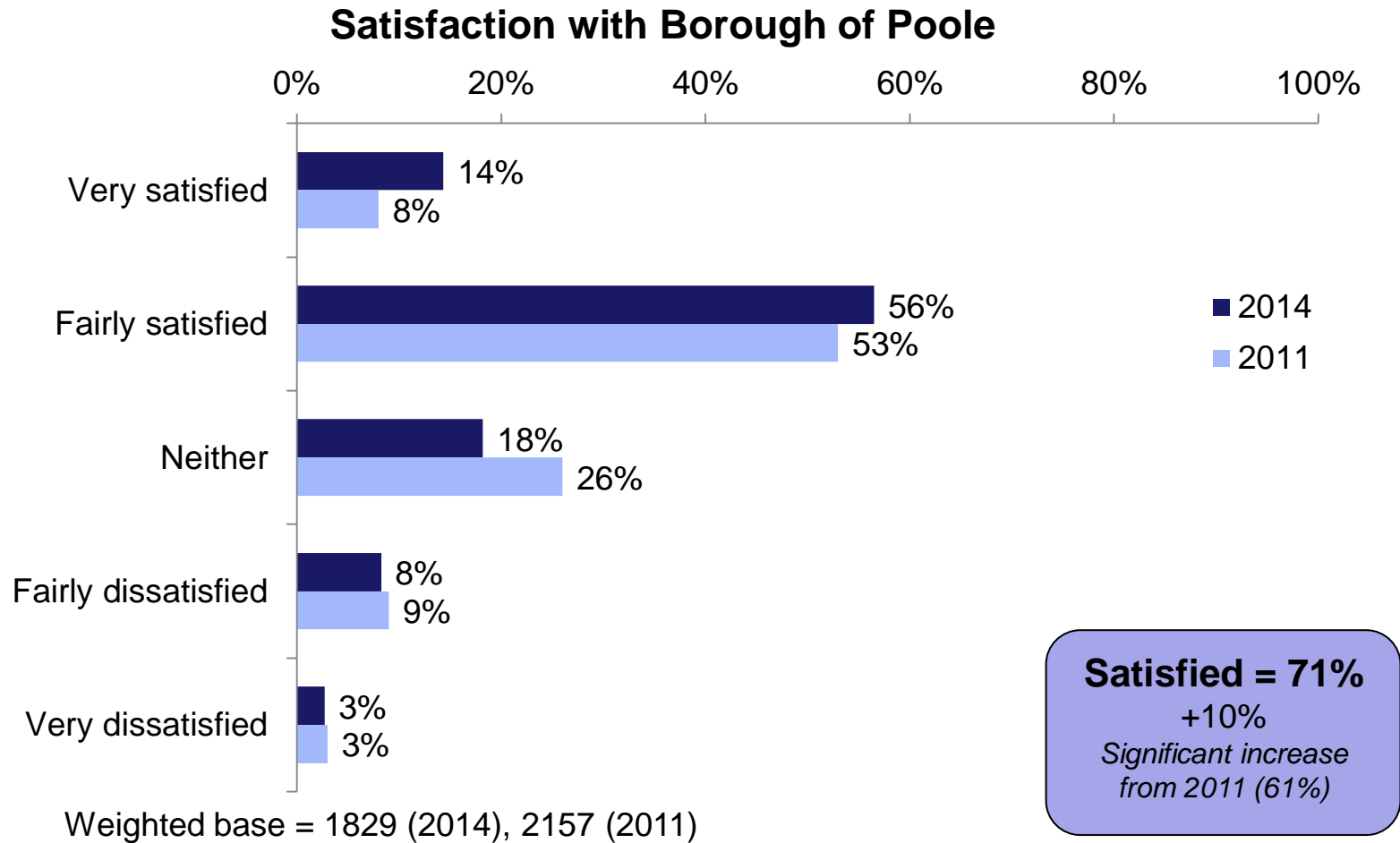
Overall, the survey results paint a positive picture:

- Generally positive impressions of the Council
- Increased satisfaction with the Council and individual council services
- Most community indicators sustained high levels or increased
- Perceptions of community safety decreased

Significant differences in results by safer neighbourhood area, age, gender, disability and ethnicity

Borough of Poole

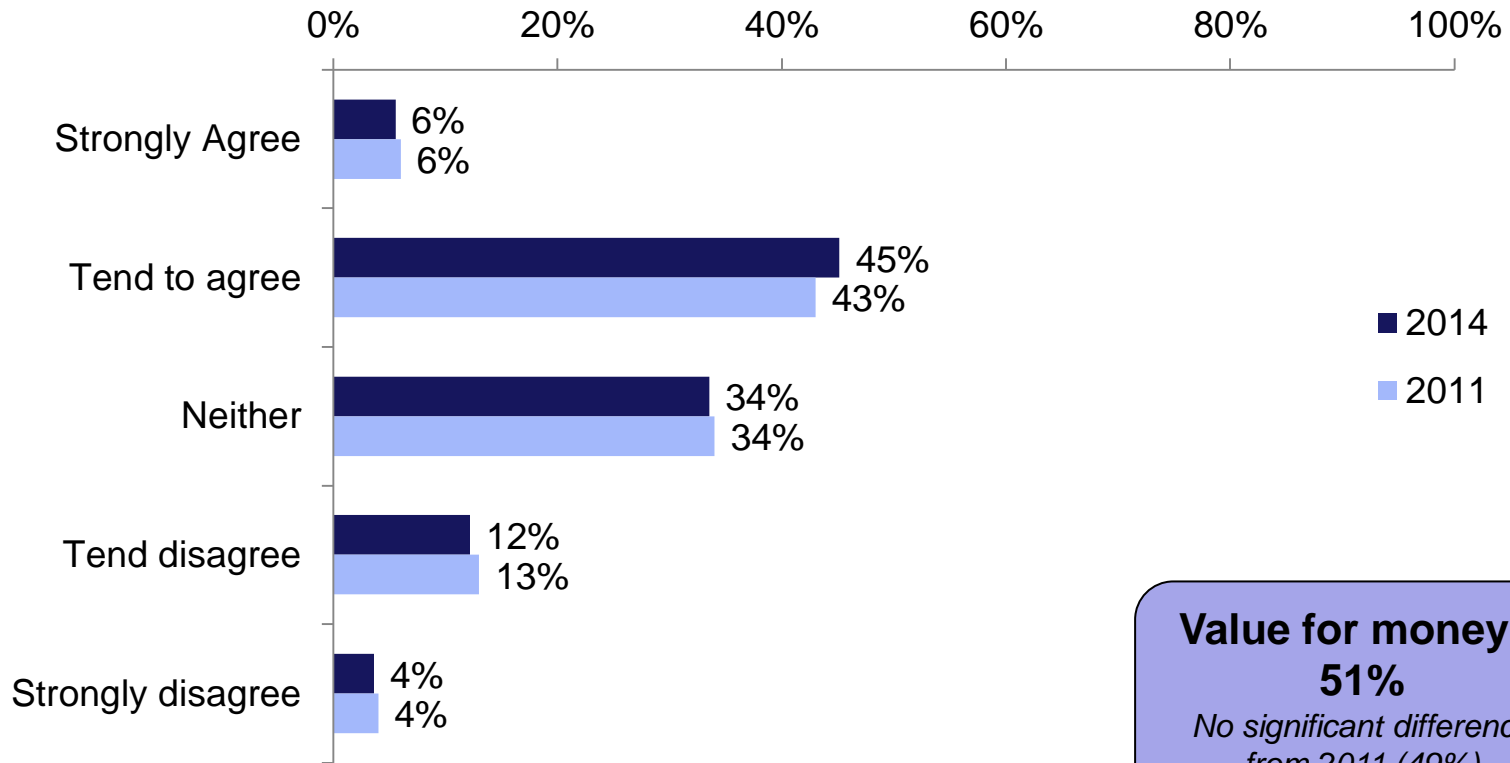
Satisfaction with Borough of Poole



Value for money



To what extent do you agree or disagree that Borough of Poole provides value for money?



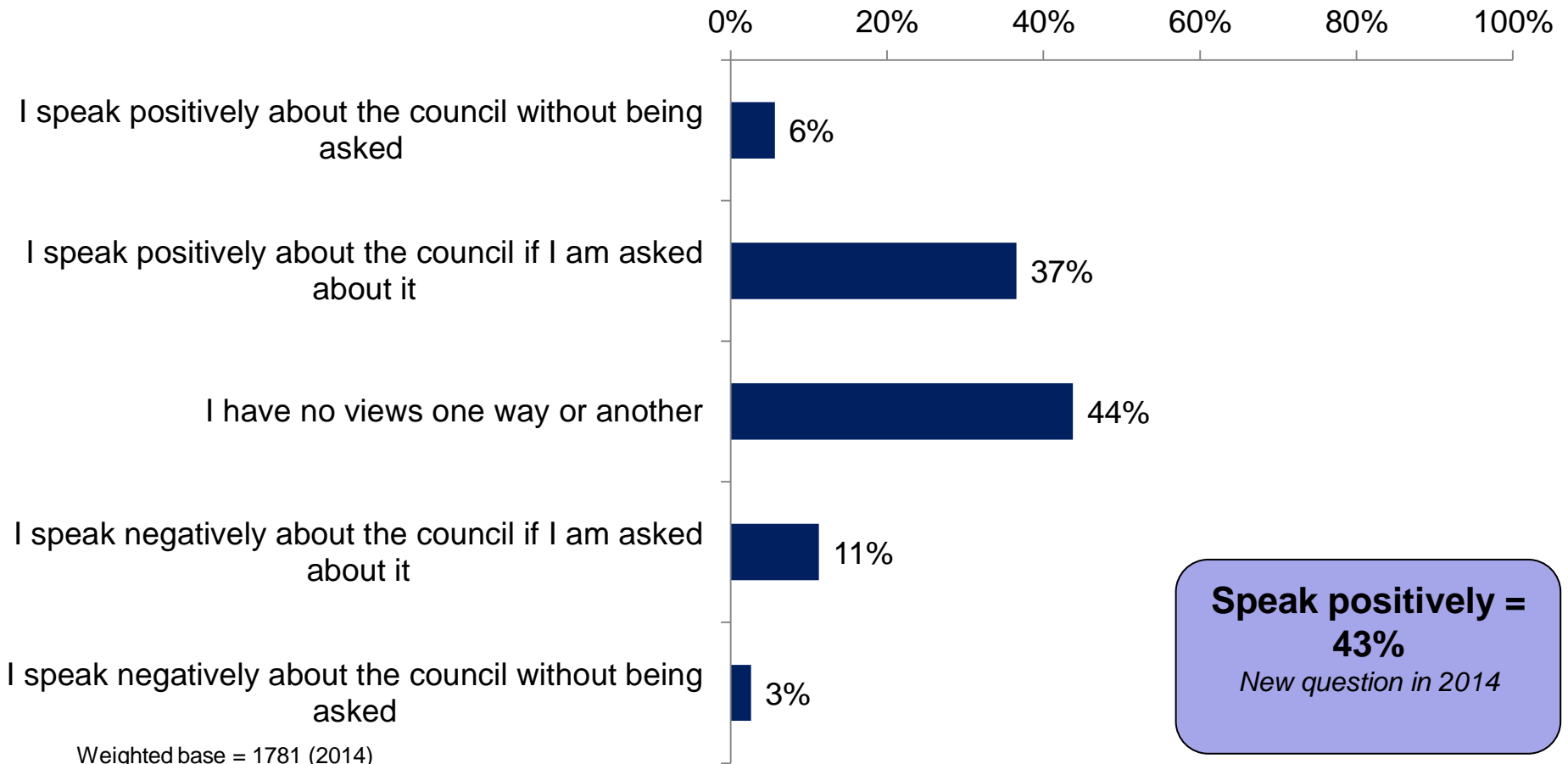
Weighted base = 1782 (2014), 2083 (2011)

Value for money =

51%

*No significant difference
from 2011 (49%)*

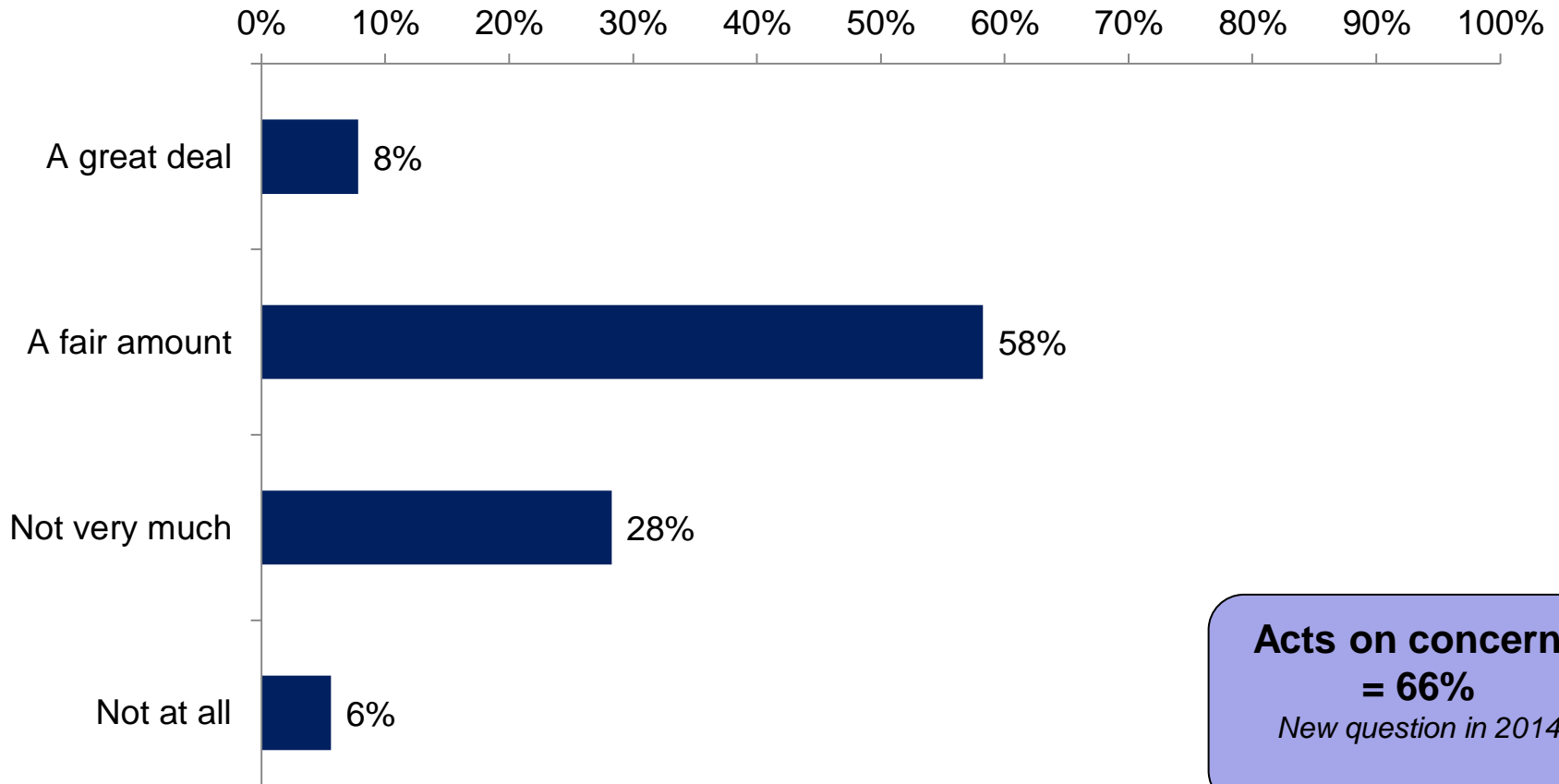
On balance, which of the following comes closest to how you feel about Borough of Poole?



Council responsiveness



To what extent do you think Borough of Poole acts on the concerns of local residents?



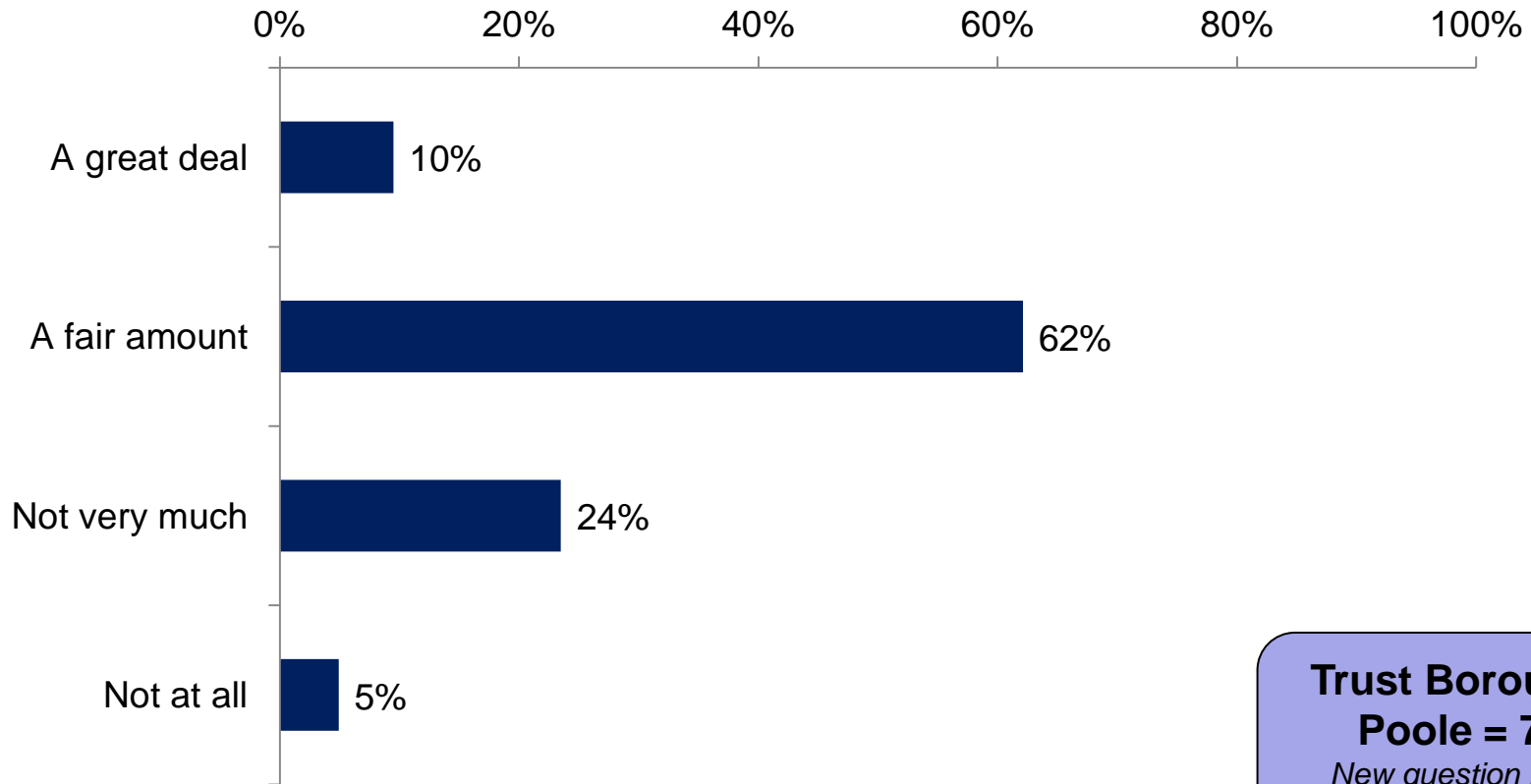
Weighted base = 1461 (2014)

**Acts on concerns
= 66%**
New question in 2014

Trust in the local authority



How much do you trust Borough of Poole?



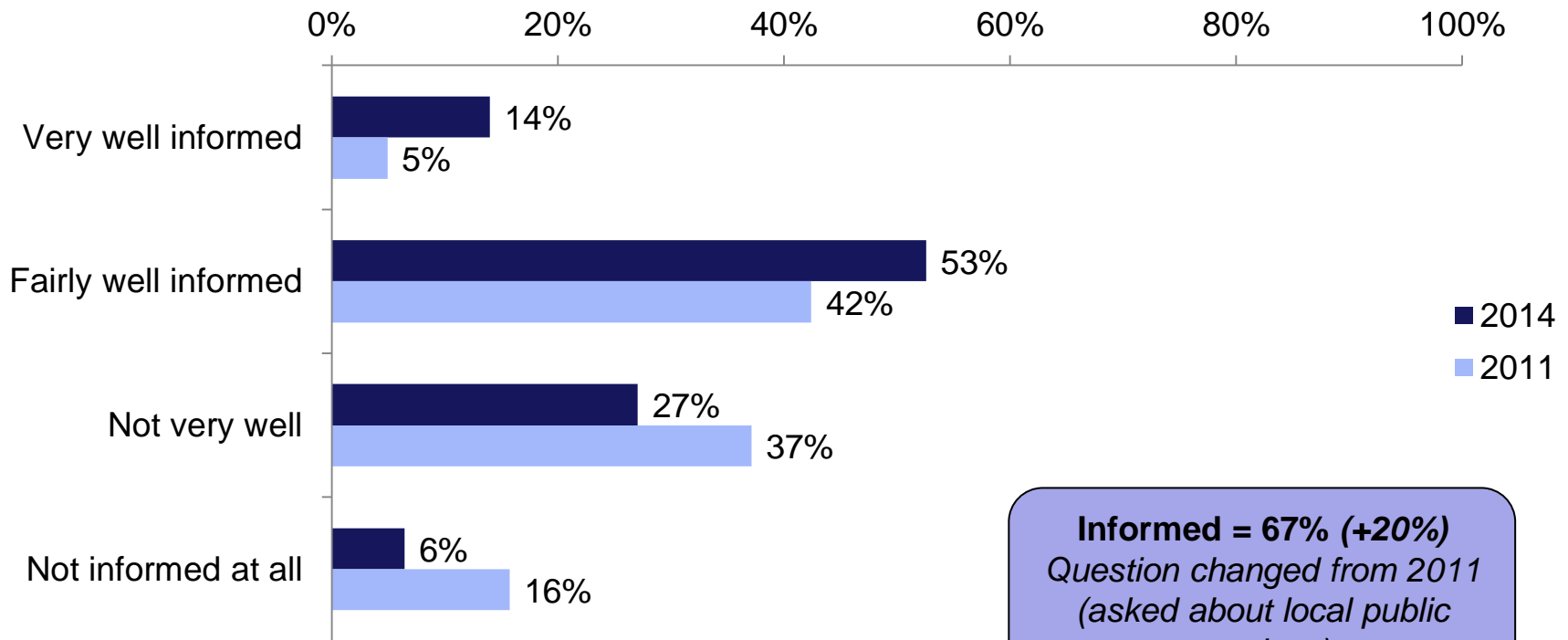
Trust Borough of Poole = 72%
New question in 2014

Weighted base = 1607 (2014)

Keeping informed



Overall, how well informed do you think Borough of Poole keeps residents about their services and benefits it provides?



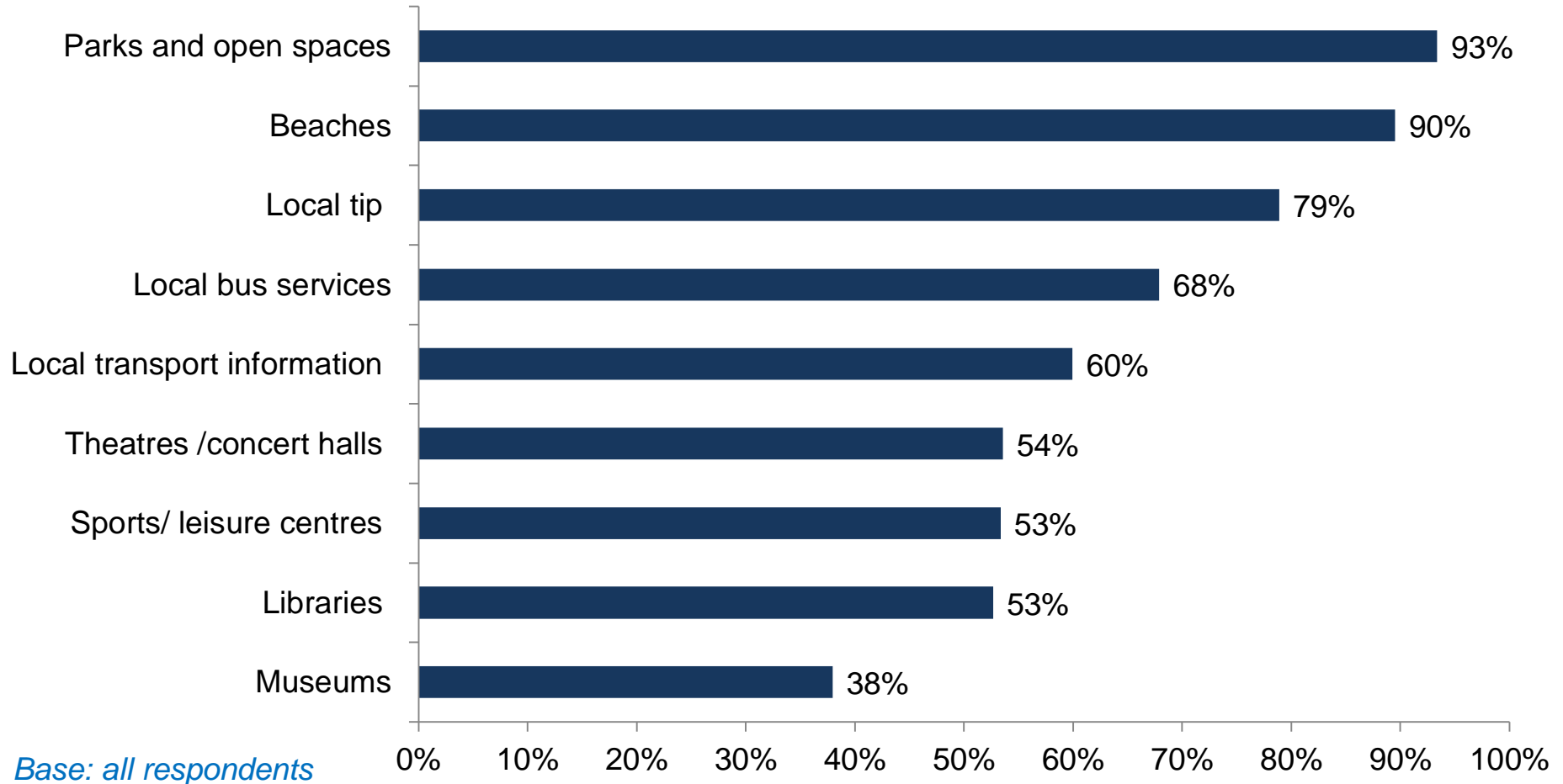
weighted base = 1758 (2014), 2094 (2011)

Informed = 67% (+20%)
*Question changed from 2011
(asked about local public
services)*

Usage of council services (those used within the last year)



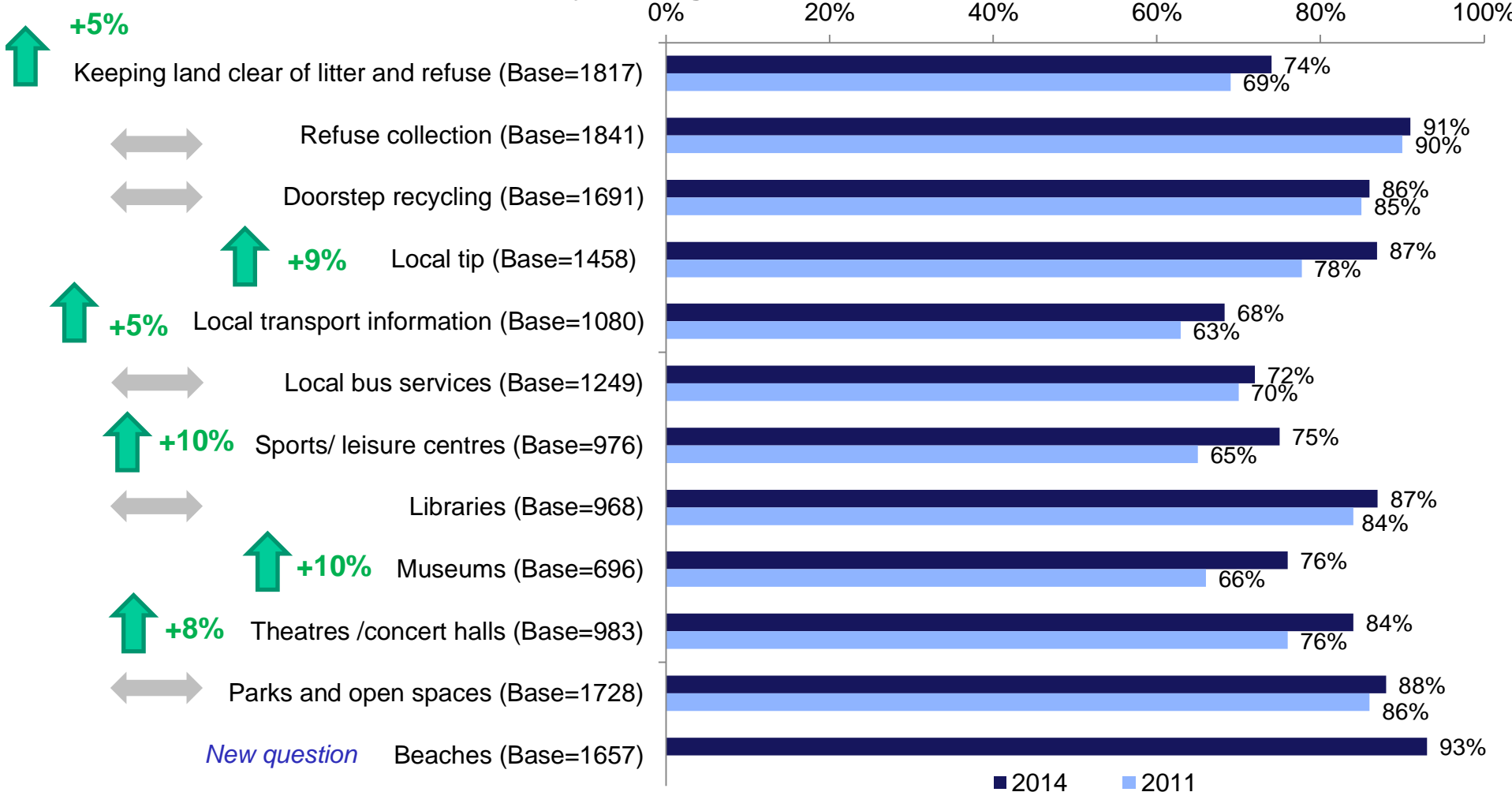
How frequently do you use the following public services provided by or supported by Borough of Poole?



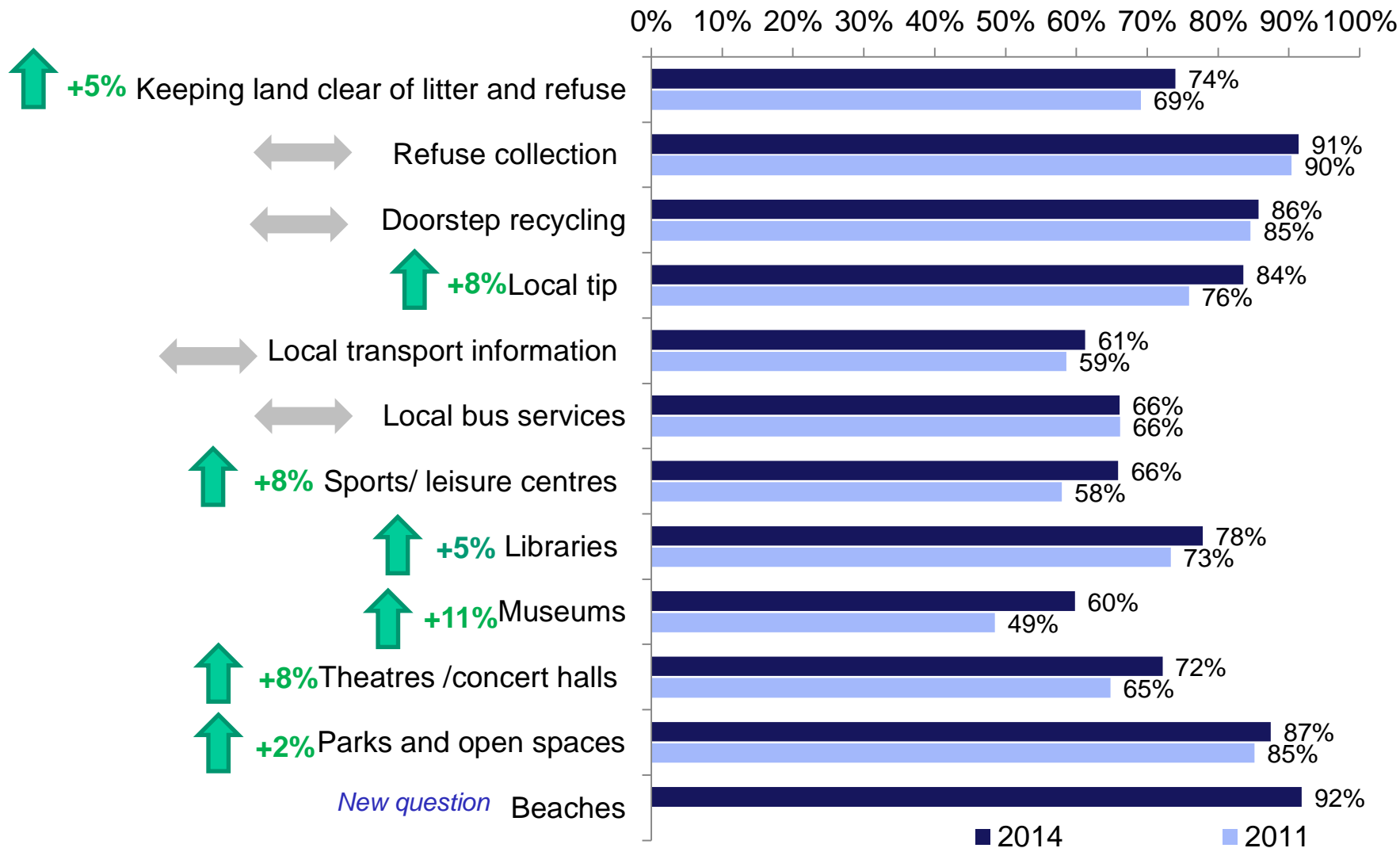
Satisfaction with council services (Users) – comparison with 2011



How satisfied or dissatisfied are you with the following services provided or supported by Borough of Poole? (User satisfaction)



Satisfaction with council services (all respondents) – comparison with 2011

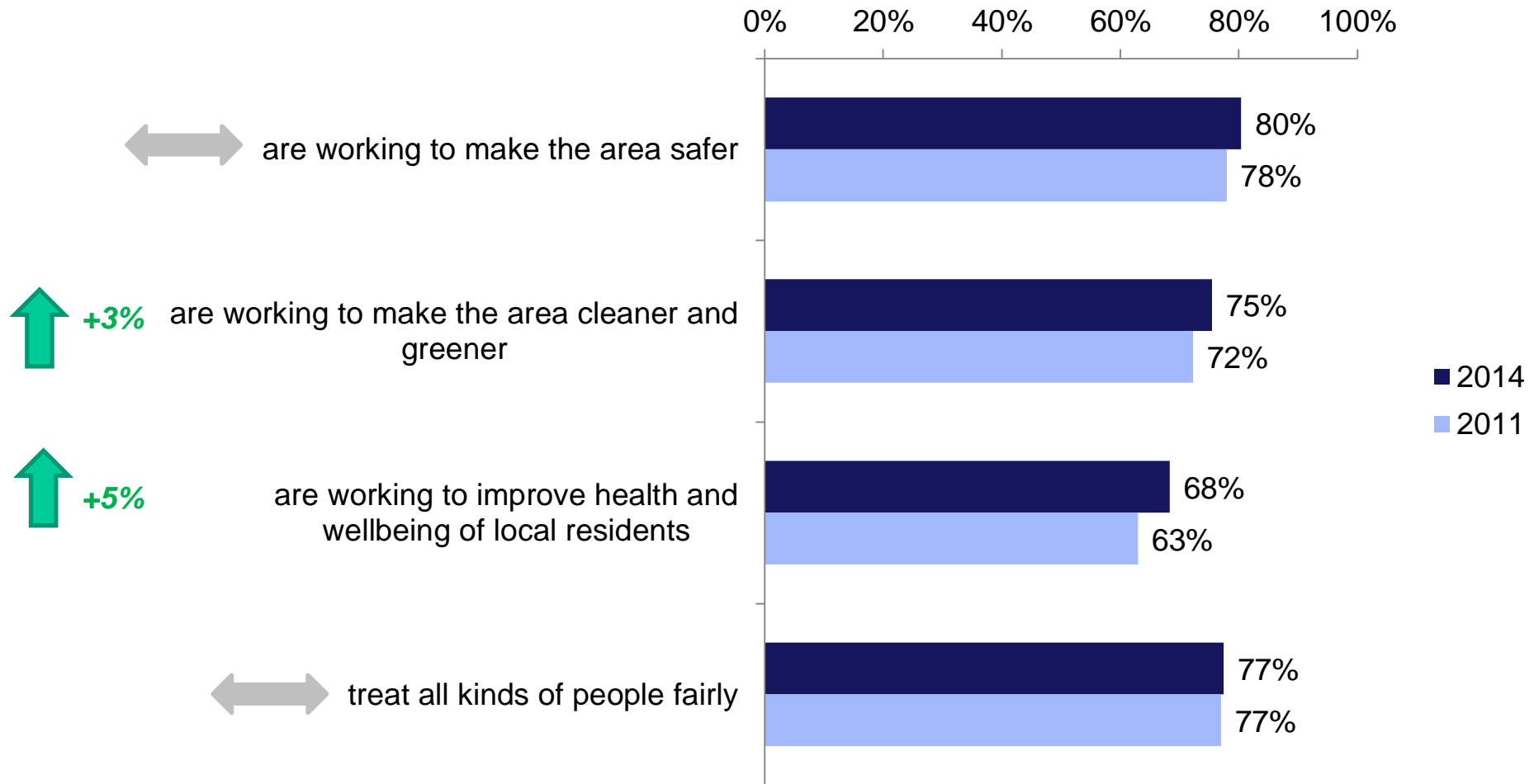


Local Public Services

Perceptions of Local Public Services



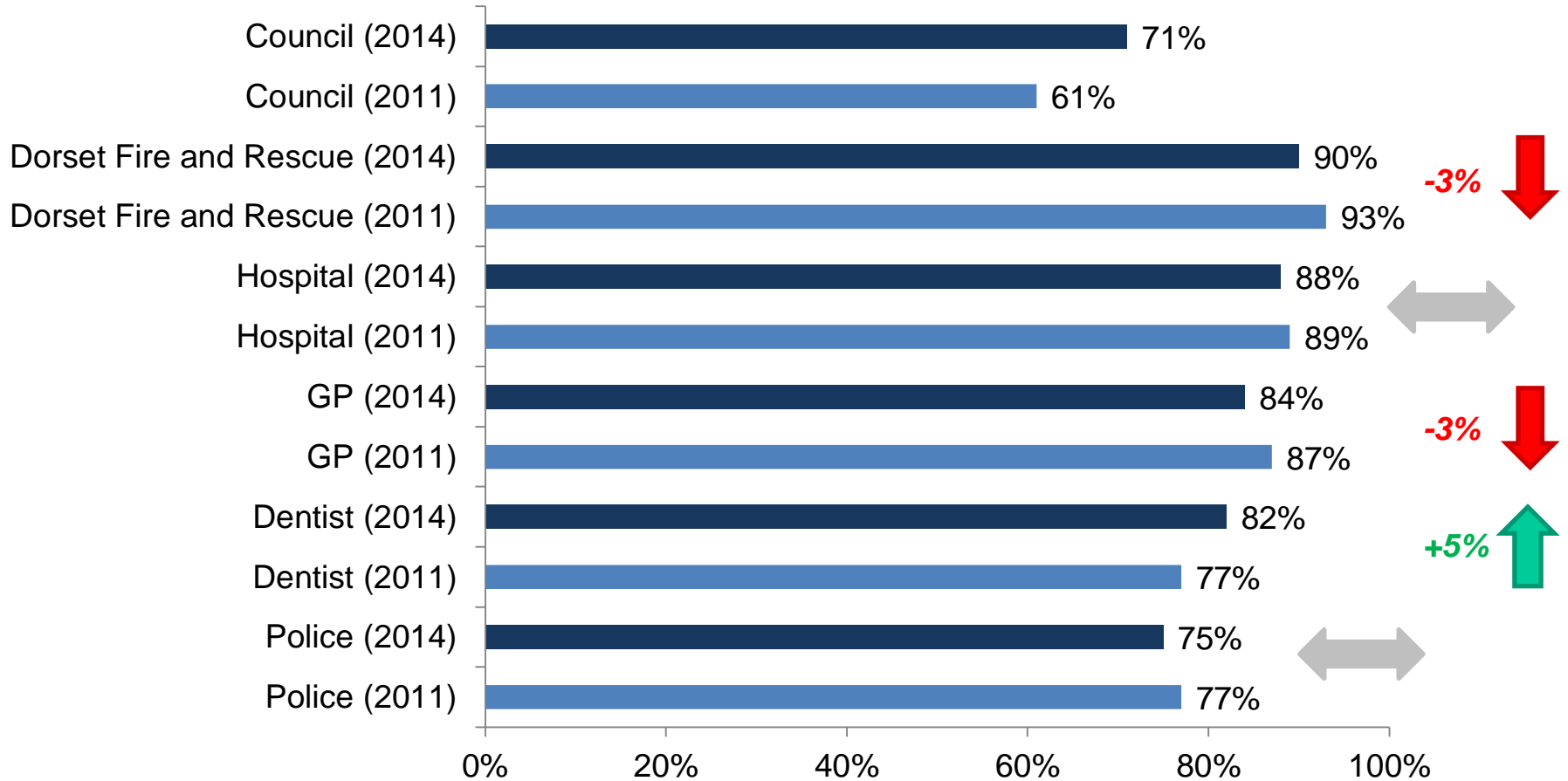
Local Public Services...



Satisfaction with Local Public Services



Please indicate how satisfied or dissatisfied you are with each of the following public services in your local area?

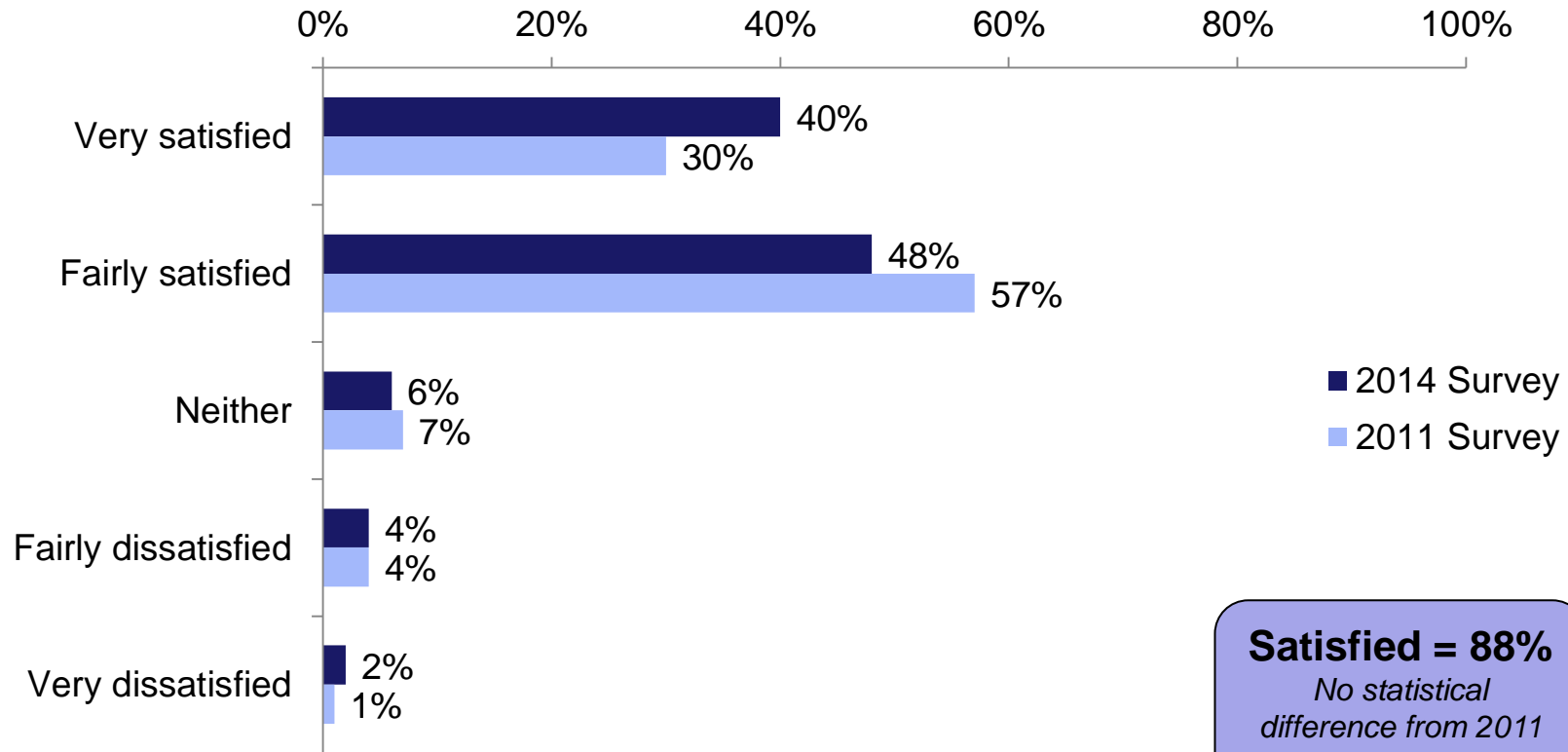


The Local Area

Overall satisfaction with the local area

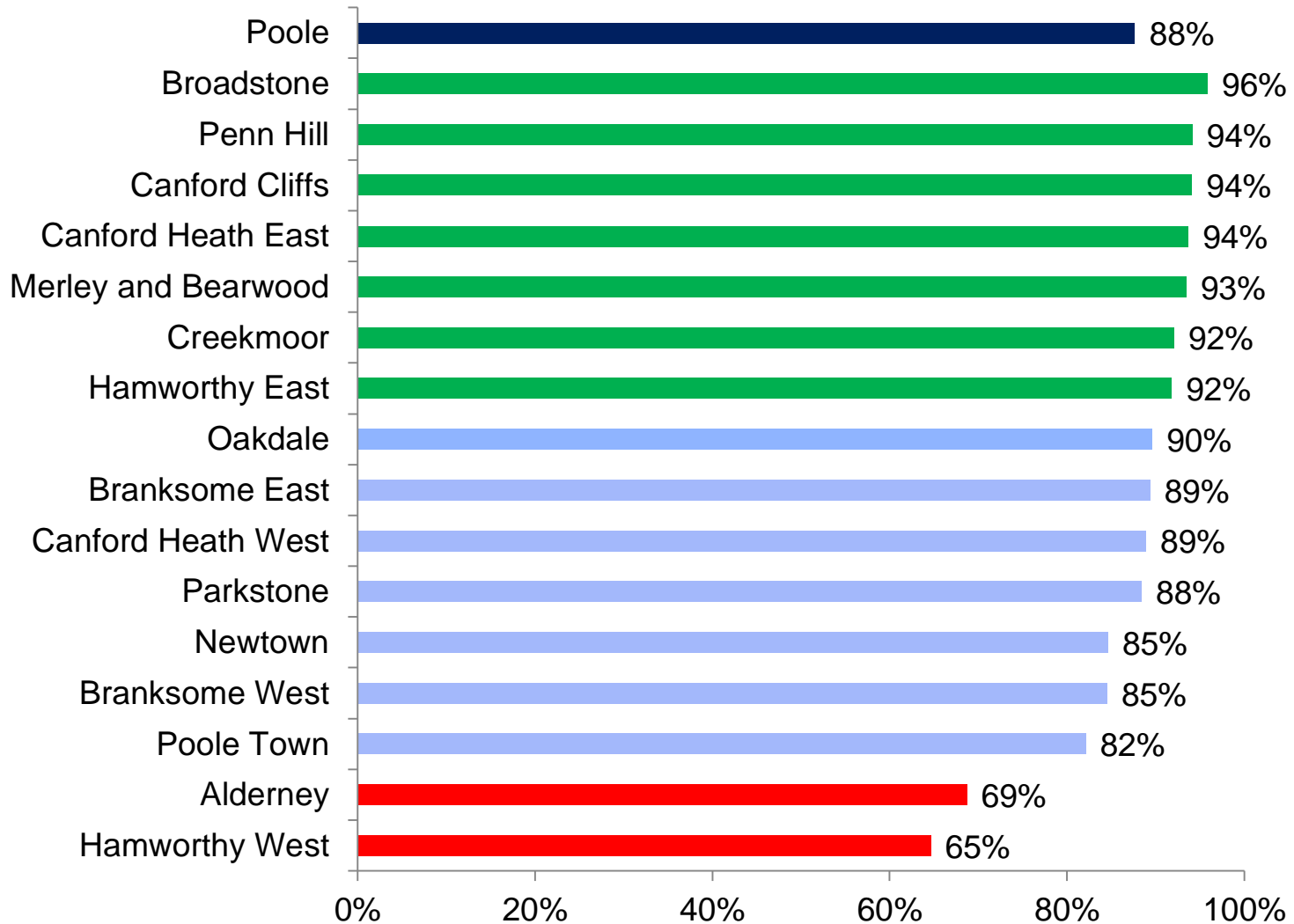


Overall satisfaction with the local area as a place to live

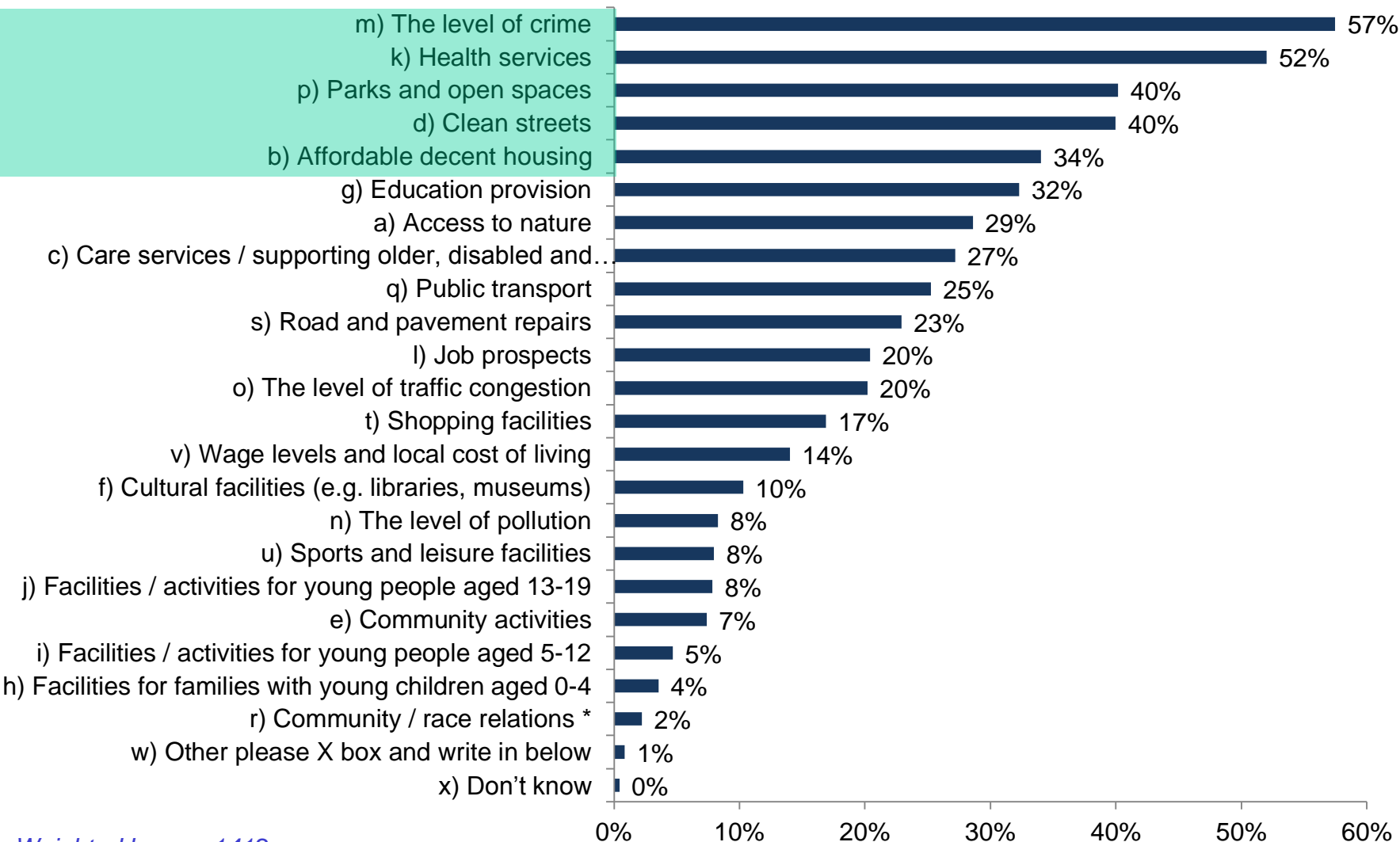


Weighted base = 1857 (2014), 2238 (2011)

Overall satisfaction with the local area by WARD

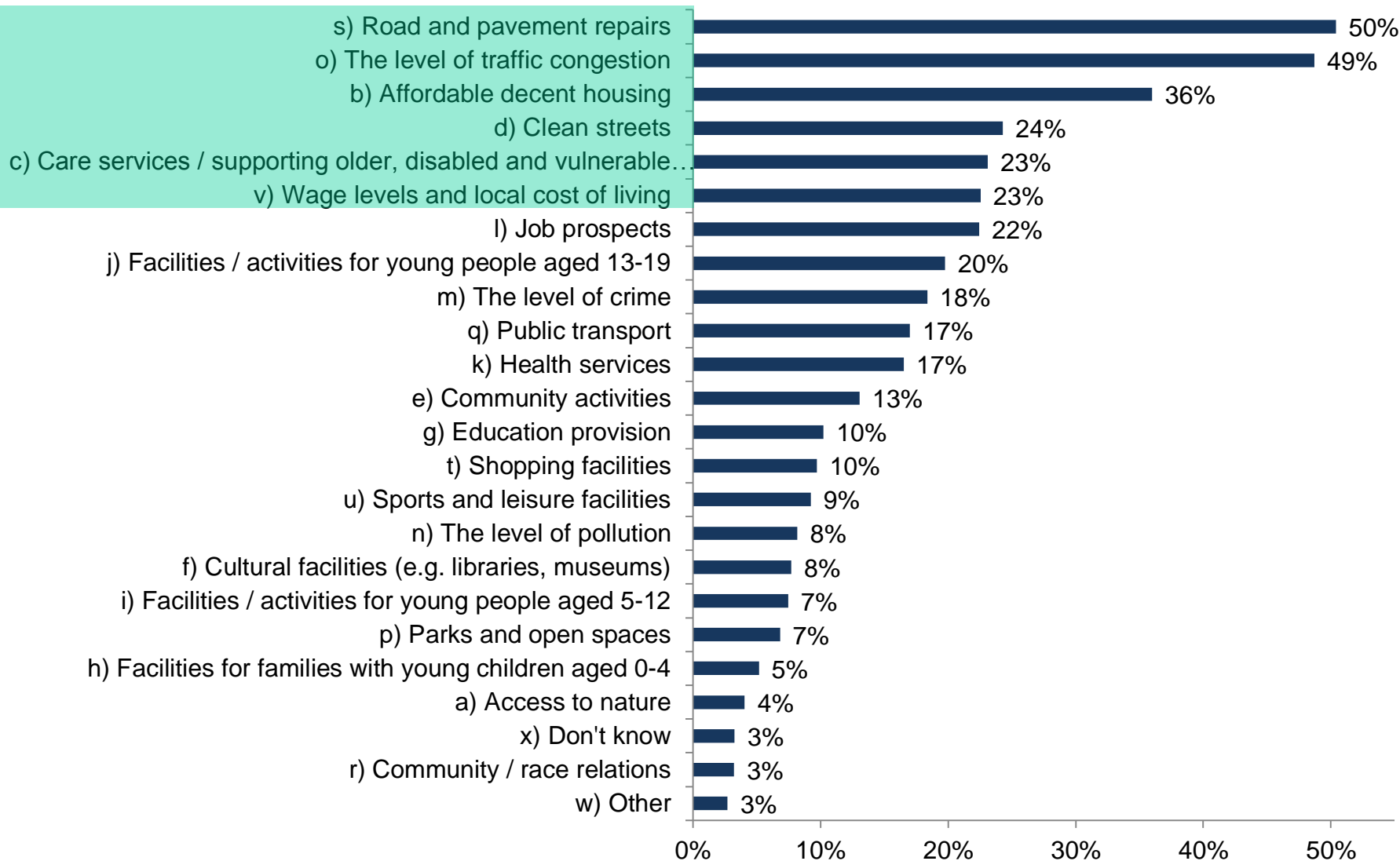


Most important factors in making somewhere a good place to live

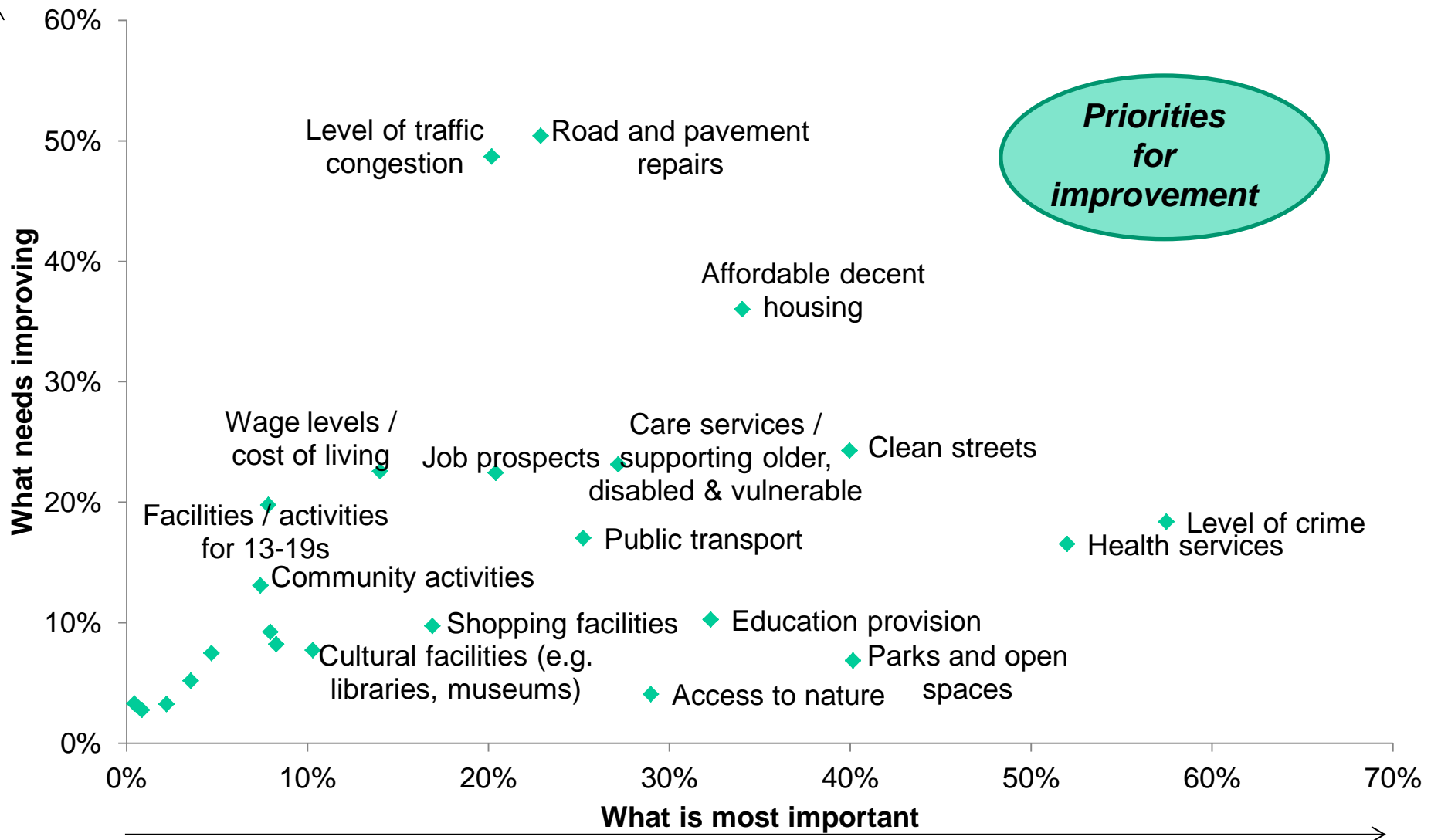


Weighted base = 1412

Things that most need improving in the local area



Residents priorities for improvement



Communities

Communities

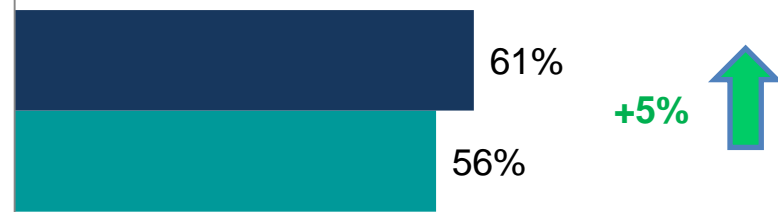
NI1: % of people who believe people from different backgrounds get on well together in their local area

Weighted base = 1304 (2014), 1582 (2011)



NI2: % of people who feel they belong to their immediate neighbourhood

Weighted base = 1761 (2014), 2157 (2011)



% agree that local people pull together to improve the local area

Weighted base = 1504 (2014)



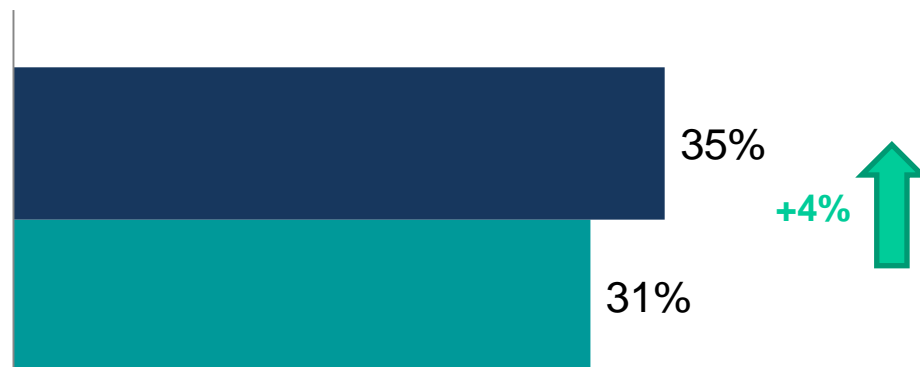
■ 2014 ■ 2011

Decision Making



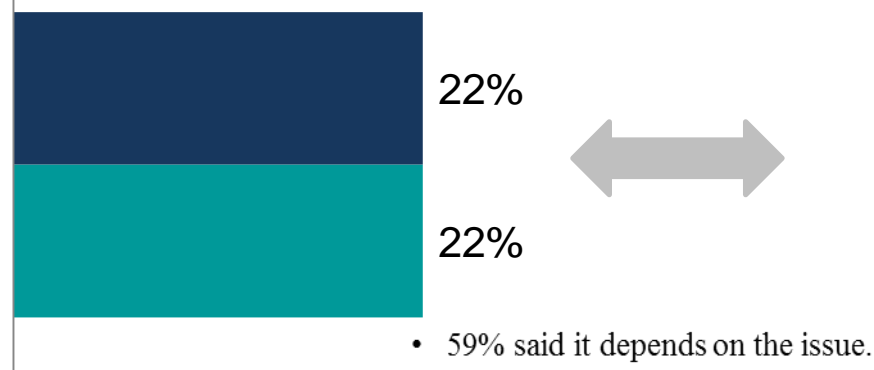
NI4: % who feel they can influence decisions in their local area

Weighted base = 1470 (2014), 1790 (2011)



% who would like to be more involved in decisions

Weighted base = 1840 (2014), 2231 (2011)

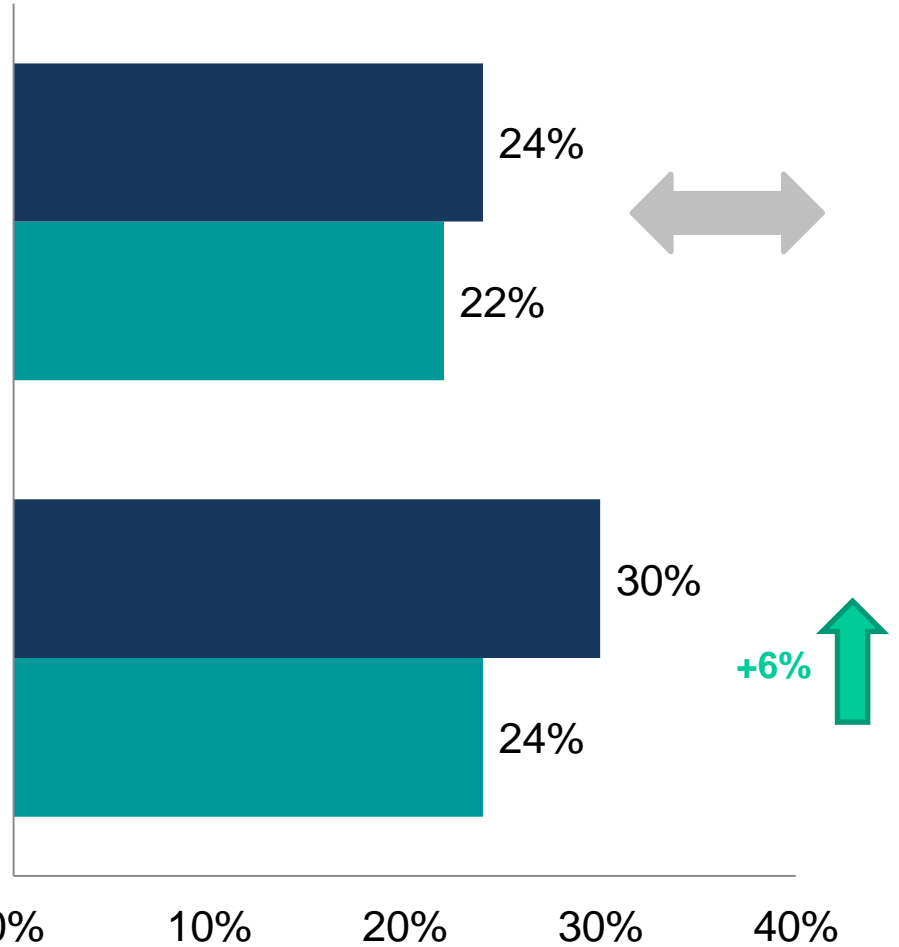


0% 10% 20% 30% 40%

■ 2014 ■ 2011

Volunteering

NI6: % who volunteer at least once a month
Weighted base = 1724 (2014), 2094 (2011)



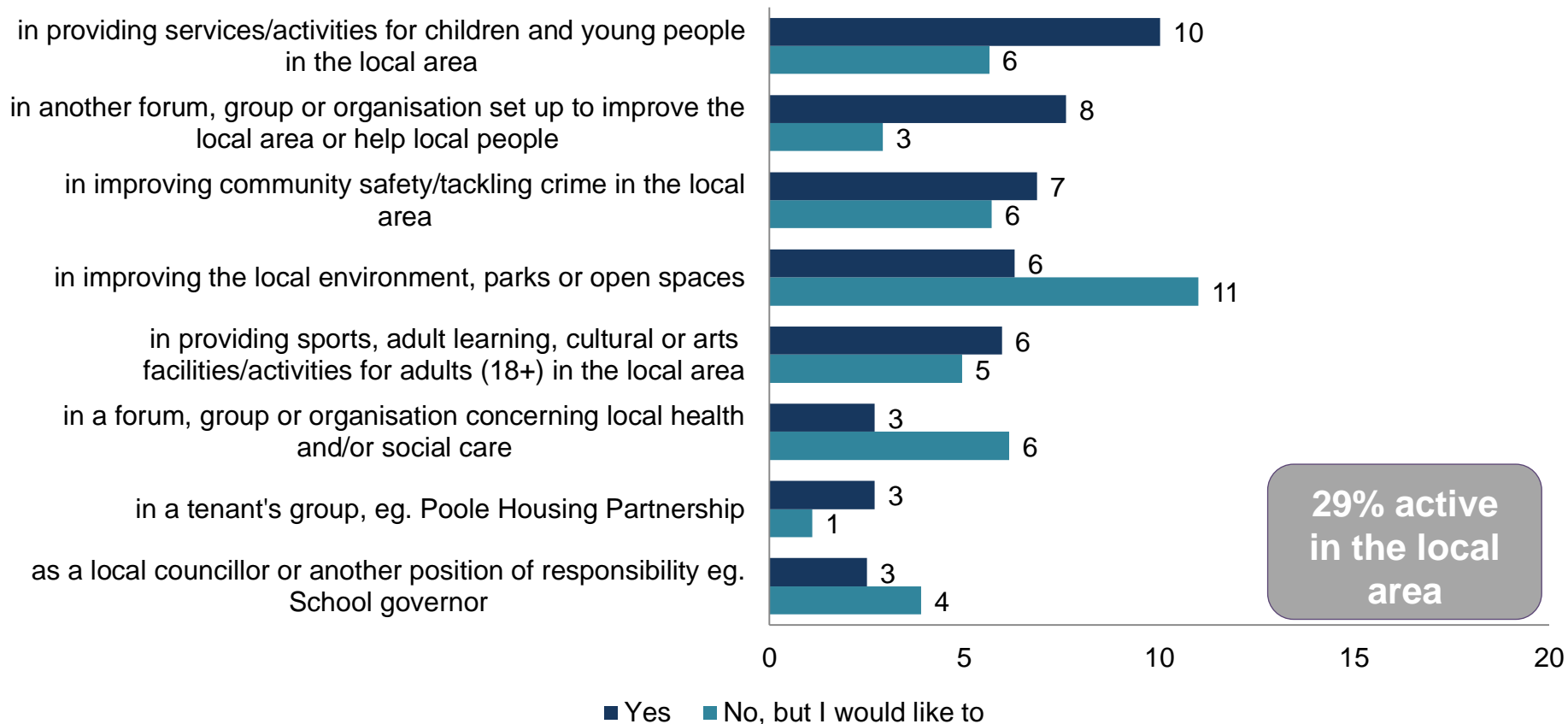
% who would like to give unpaid help in the future
Weighted base = 1707 (2014), 2211 (2011)

■ 2014 ■ 2011

Getting involved in the local area



In the past 12 months have you been involved...

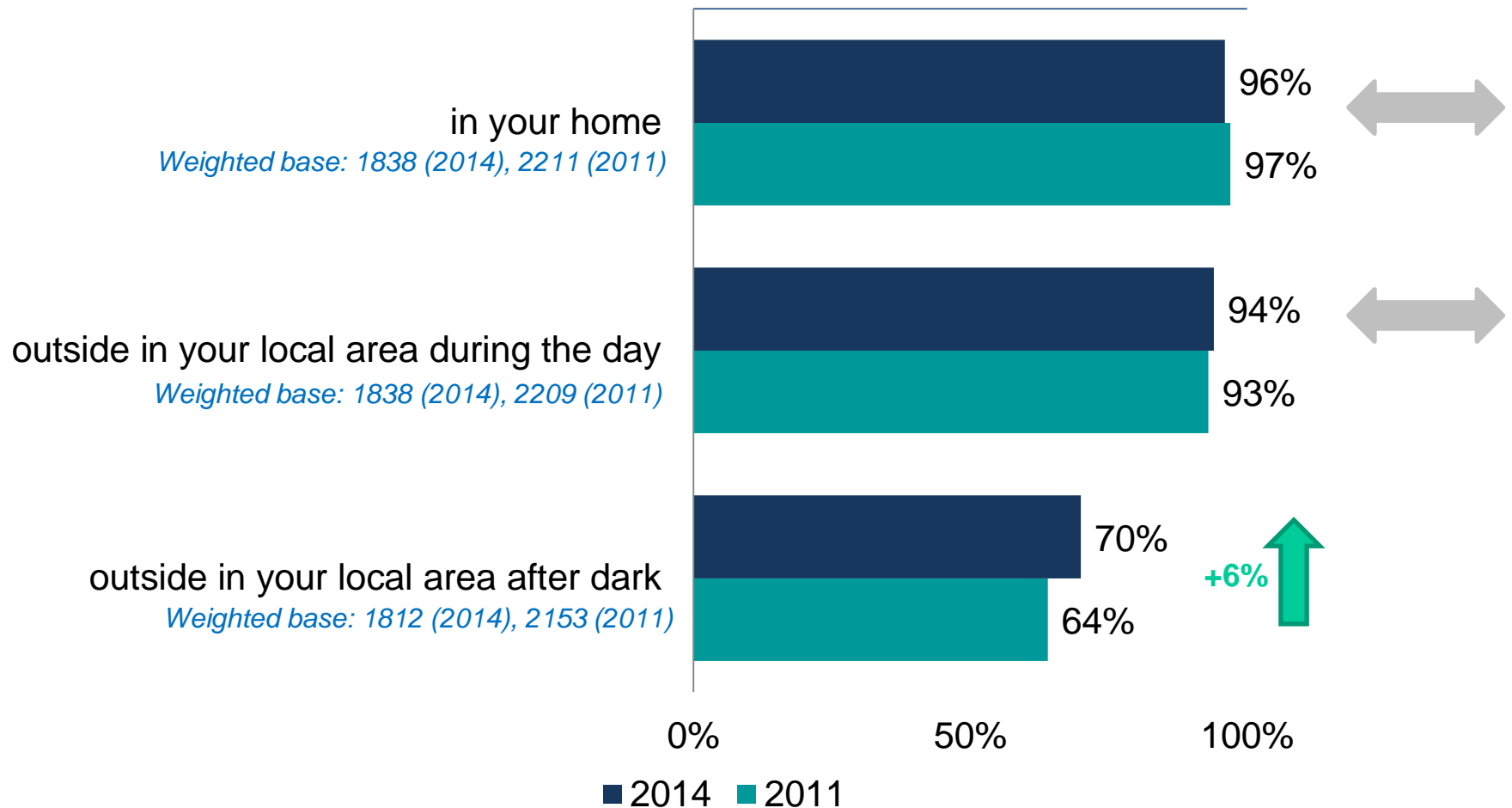


Overall **29%** are involved in local forums, groups or organisations that affect or deliver services in the local area. A further **20%** would like to get involved.

Community Safety

Feeling safe

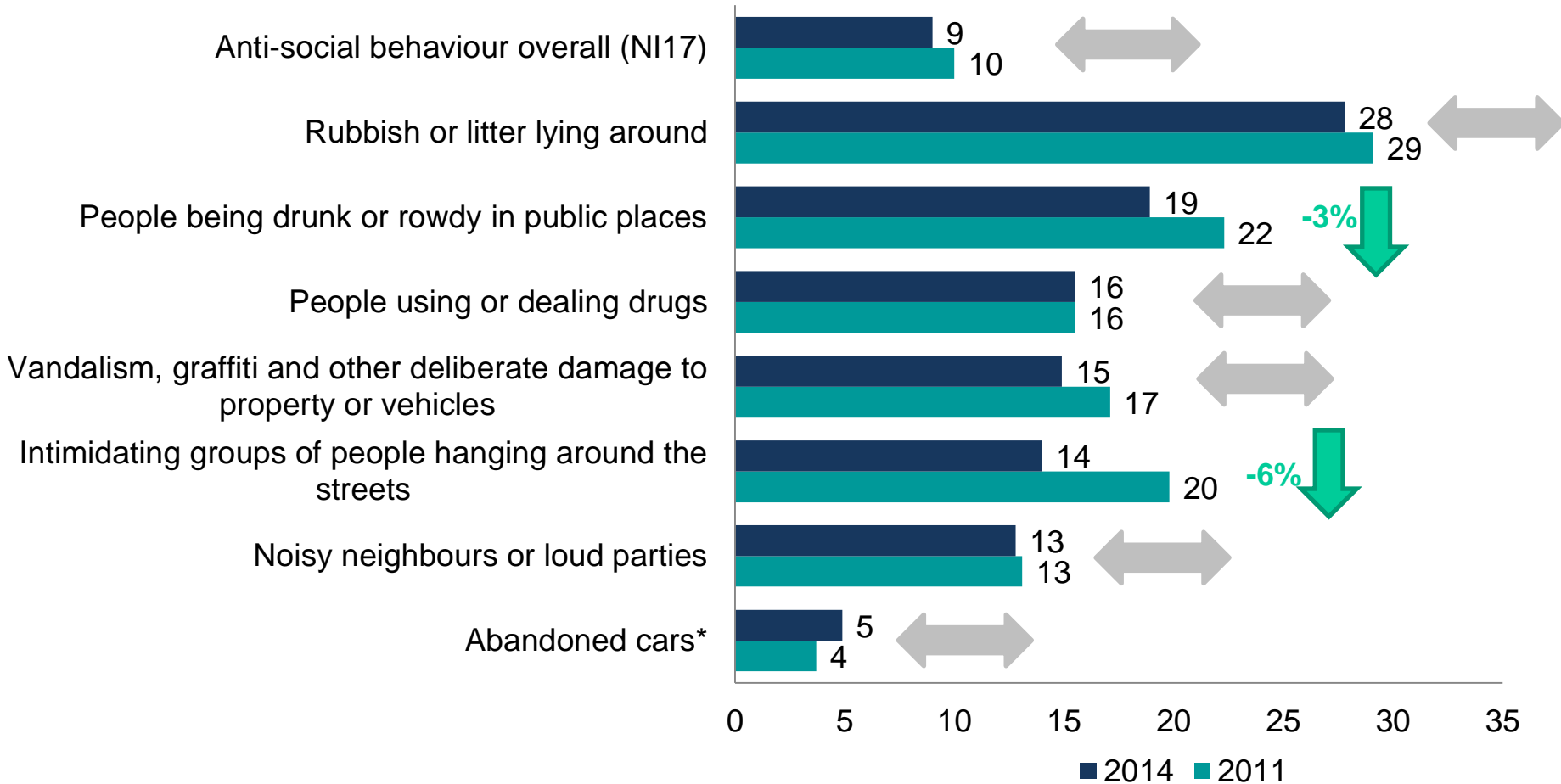
How safe do you feel when...



Anti-social behaviour



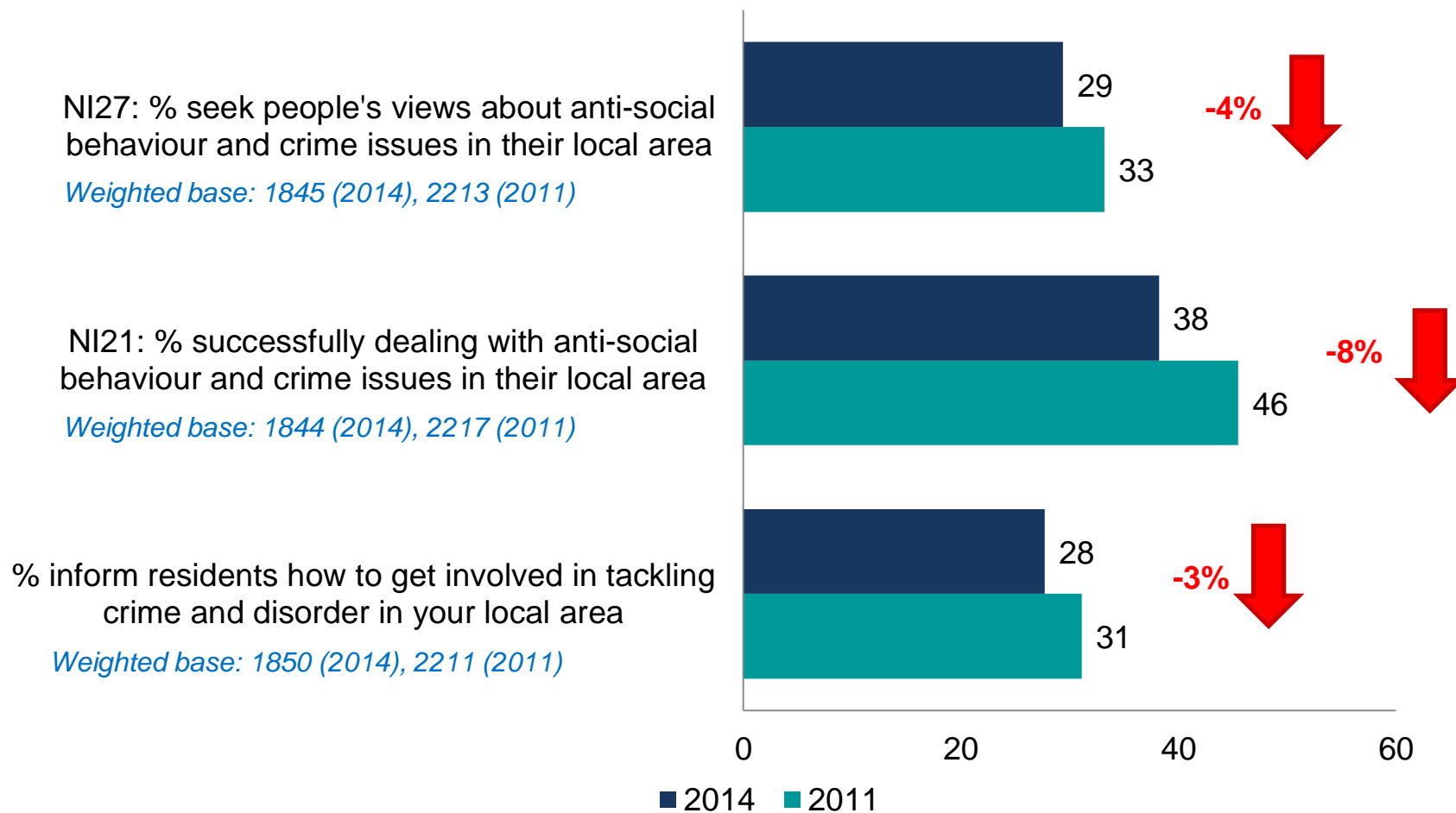
There is a problem in the local area with...



Perceptions of Community Safety

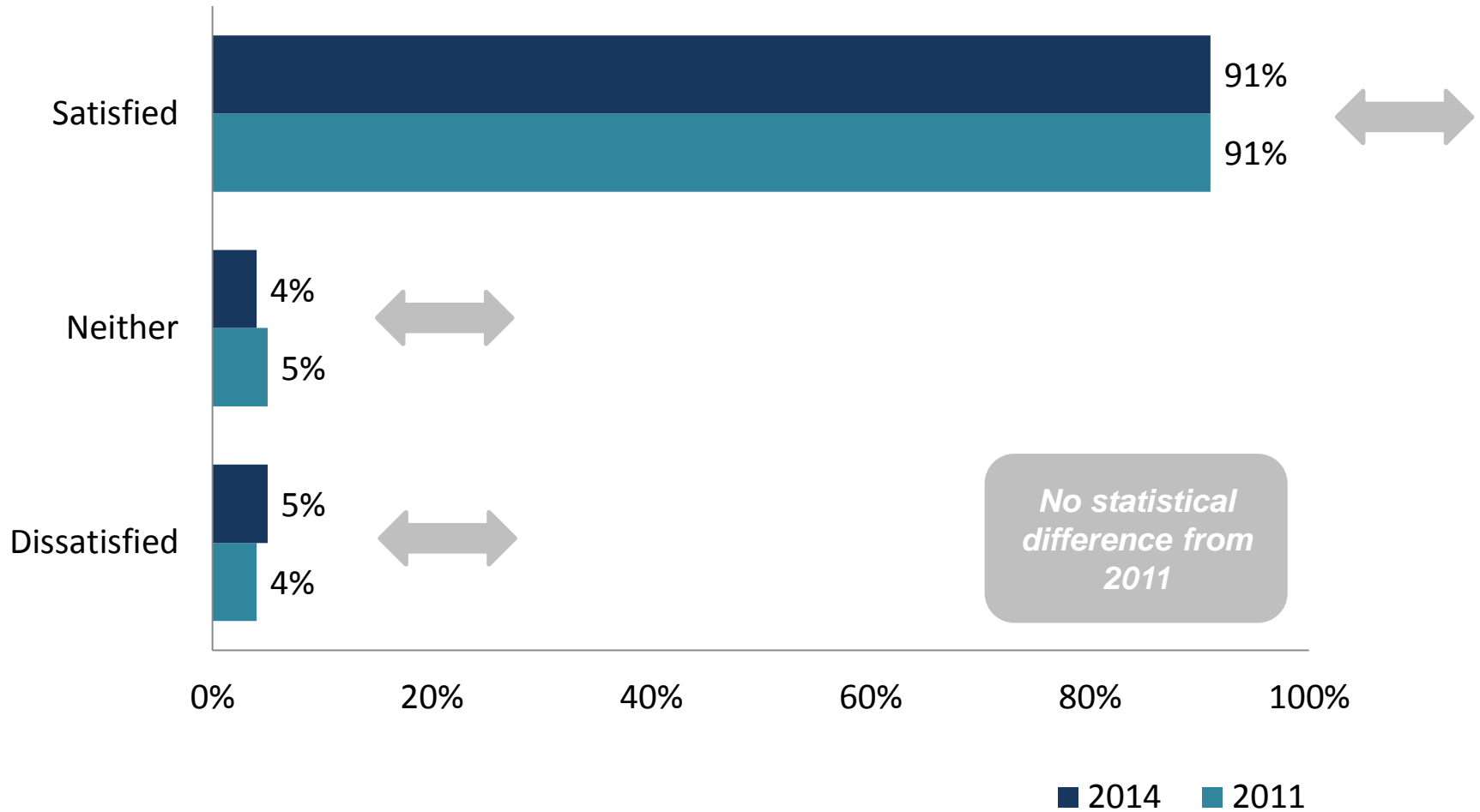


Agree that the police and public services... (%)



Satisfaction with home

Satisfaction with home as a place to live (%)



Health and Wellbeing



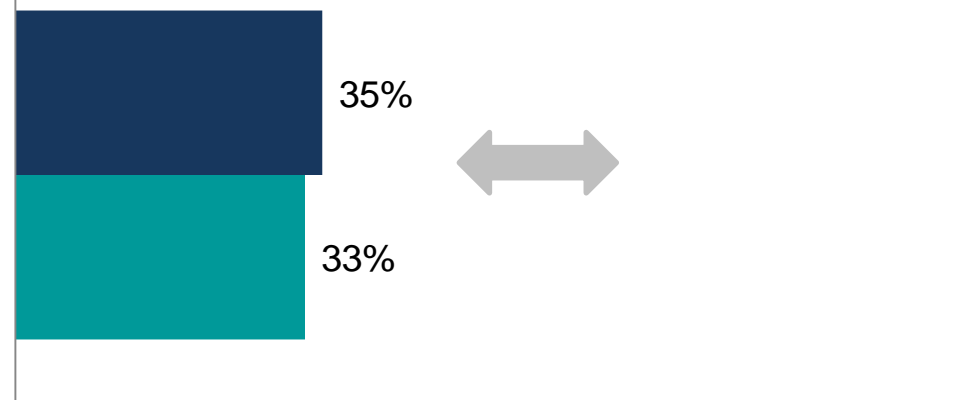
NI119: Percentage reporting that their health is very good

Weighted base: 1848 (2014), 2227 (2011)



NI139: The extent to which older people receive the support they need to live independently

Weighted base: 1832 (2014), 2199 (2011)



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ 2014 ■ 2011

Area differences

Indicators by Safer Neighbourhood Areas (2014 Survey)



Borough of Poole

2014	Alderney	Newtown, Branksome East & West	Broadstone, Merley & Bearwood	Creekmoor, Canford Heath East & West	Hamworth East and Hamworthy West	Poole Town and Oakdale	Parkstone, Penn Hill and Canford Cliffs	Poole
NI5: % satisfied with their local area as a place to live.	69.2%	86.0%	94.2%	91.5%	76.9%	88.6%	92.3%	87.9%
NI1: % who believe people from different backgrounds get on well together.	81.2%	88.6%	91.3%	78.7%	74.8%	80.7%	85.5%	83.8%
NI3: % getting involved in their local area	20.4%	23.0%	38.0%	25.3%	20.4%	31.9%	32.6%	28.5%
NI14: % who believe they can influence decisions in local area	34.3%	37.9%	43.3%	23.4%	37.2%	37.1%	31.0%	34.6%
NI6: % who volunteer at least once a month	22.1%	25.4%	30.6%	17.7%	14.6%	30.2%	21.1%	23.4%
NI17: % who think anti-social behaviour is a problem in their area. (Based on 7 questions)	13.8%	9.1%	4.1%	7.4%	14.8%	13.1%	5.3%	8.7%
NI41: % who think there is a problem with people being drunk/rowdy in public places.	21.2%	19.5%	4.4%	13.3%	22.8%	28.0%	21.9%	18.9%
NI42: % who think there is a problem with people using/dealing in drugs.	27.5%	18.2%	10.8%	14.3%	19.9%	17.7%	10.4%	15.4%
NI21: % who agree the police and local public services are successfully dealing with anti-social behaviour and crime in the local area.	38.3%	30.2%	55.6%	45.1%	39.1%	27.7%	36.4%	38.3%
NI27: % who agree the police and local public services seek views about anti-social behaviour and crime in the local area.	19.5%	23.8%	46.0%	32.7%	33.5%	24.1%	27.1%	29.4%
NI119: Percentage reporting that their health is very good or good.	71.0%	74.9%	80.7%	73.5%	67.1%	75.1%	77.5%	75.1%
NI139: % who believe older people receive the services and support they need to live independently	44.5%	35.0%	36.0%	28.5%	31.8%	35.6%	35.8%	34.8%



Indicator by Safer Neighbourhood Areas

Significant changes 2011 - 2014



Significant differences from 2011 to 2014	Safer Neighbourhood Area							
	Alderney	Newtown, Branksome East & West	Broadstone, Merley & Bearwood	Creekmoor, Canford Heath East & West	Hamworth East and Hamworthy West	Poole Town and Oakdale	Parkstone, Penn Hill and Canford Cliffs	Poole
NI5: % satisfied with their local area as a place to live	-4.4%	5.8%	-1.8%	3.6%	-9.3%	5.3%	-1.0%	0.5%
NI1: % who believe people from different backgrounds get on well together	2.1%	13.4%	2.6%	-7.1%	2.1%	6.7%	-2.4%	2.5%
NI3: % getting involved in their local area	-1.9%	-6.6%	3.7%	8.2%	-3.0%	8.8%	-1.8%	1.2%
NI14: % who believe they can influence decisions in local area	4.0%	4.4%	6.1%	-8.3%	12.1%	6.5%	1.7%	-2.6%
NI6: % who volunteer at least once a month	-4.1%	10.6%	2.8%	-3.5%	-1.7%	5.7%	-2.1%	1.4%
NI17: % who think anti-social behaviour is a problem in their area. (Based on 7 questions)	3.9%	-3.1%	2.8%	-2.9%	0.9%	-5.8%	0.1%	-1.4%
NI41: % who think there is a problem with people being drunk/rowdy in public places	6.2%	-5.7%	-3.1%	-5.8%	-0.1%	-9.4%	2.2%	-3.3%
NI42: % who think there is a problem with people using/dealing in drugs	13.2%	0.9%	7.0%	-2.1%	-2.5%	-5.8%	-0.2%	0.0%
NI21: % who agree the police and local public services are successfully dealing with anti-social behaviour and crime in the local area	1.3%	-8.7%	1.8%	-6.2%	-18.3%	-9.8%	-7.9%	-7.2%
NI27: % who agree the police and local public services seek views about anti-social behaviour and crime in the local area	-26.1%	-4.0%	18.6%	2.8%	6.3%	-13.2%	-15.8%	-3.8%
NI119: Percentage reporting that their health is very good or good	6.8%	5.8%	1.6%	0.2%	-2.0%	5.5%	-1.3%	2.0%
NI139: % who believe older people receive the services and support they need to live independently	13.7%	3.8%	3.8%	-2.1%	0.4%	-1.0%	1.5%	1.9%

Statistically significant improvements

Statistically significant decreases

Disseminating the results



Further analysis will be produced summarising key findings and implications for policy and planning

All results will be published at
www.boroughofpoole.com/ShapingPooleSurvey2014

For further information contact:

Heather Kitching, Consultation Manager, Corporate Research Team.
Tel: 01202 633354. **Email:** h.kitching@poole.gov.uk

Sean Bevis, Research Officer, Corporate Research Team.
Tel: 01202 633086. **Email:** s.bevis@poole.gov.uk