

Shaping Poole

Survey 2014



Shaping Poole Survey 2014

Key Equalities Findings

Presented to Equality Representatives

22nd April 2015

**Corporate Research
Strategy and Communications Team
Borough of Poole**

Infographic of Key Findings

Shaping Poole

In September 2014, we invited 6,000 residents to take part in our Shaping Poole Survey. Almost 1,900 residents replied, giving their views on the council, satisfaction with key local services, and what it's like to live in Poole.



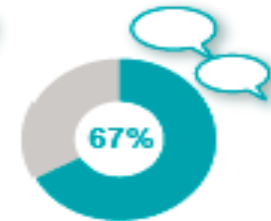
Satisfied with the council



Provided value for money



Trusted the council



Kept well informed

Satisfaction with local services



beaches

93%



refuse collection

91%



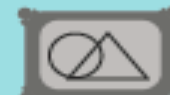
parks & open spaces

88%



libraries

87%



museums

76%



local transport info

68%



9 in 10 people were satisfied with their local area as a good place to live

Top factors in making somewhere a good place to live



crime levels



health services



parks & open spaces



clean streets



road & pavement repairs



traffic congestion



affordable housing



clean streets

This survey was produced in partnership with

Poole Partnership



Make us better

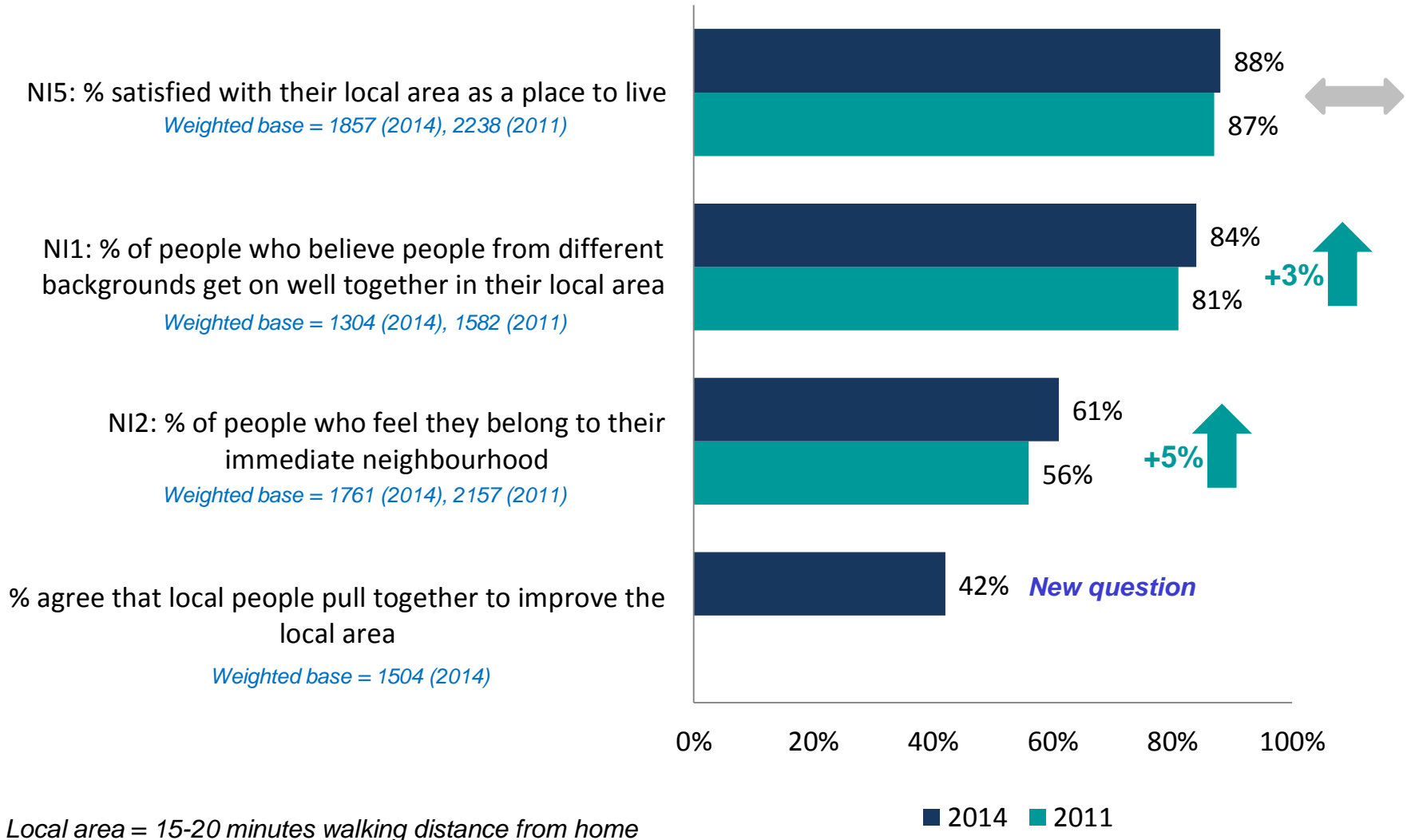


Survey Methodology



- 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 sampling 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

Communities Indicators



Communities Indicators by Age



Older age groups are generally more positive about Poole than younger ages. General health decreases with age.

	Age							Total
	18-34	35-44	45-54	55-64	65-74	75-84	85+	
% who feel they belong to their local neighbourhood	56%	64%	57%	59%	63%	70%	70%	61%
% agree people pull together to improve the local area	33%	43%	37%	42%	45%	51%	62%	41%
% feel they can influence decisions	28%	48%	28%	36%	35%	41%	49%	35%
% volunteer at least once a month	22%	29%	22%	21%	29%	25%	10%	23%
% would like to volunteer in the future	46%	35%	29%	27%	18%	12%	5%	30%
% who feel there is a problem in their local area with anti-social behaviour	12%	11%	9%	8%	6%	7%	3%	9%
% feel that older people receive the support to live independently	35%	28%	29%	37%	34%	45%	58%	35%
% general health is very good/good	92%	86%	78%	70%	62%	56%	38%	75%
% satisfied with their home as a place to live	88%	90%	86%	93%	96%	97%	95%	91%

Communities Indicators by Gender



Females are generally more positive about Poole than males, as summarised below:

- More females agree that people pull together to improve the local area than males
- More females feel they can influence decisions in their local area
- Fewer females believe anti-social behaviour is a problem in their area
- More males would like to volunteer in the future

	Gender		All Poole
	Male	Female	
% agree people pull together to improve the local area	56%	70%	63%
% feel they can influence decisions	32%	38%	35%
% would like to volunteer in the future	33%	26%	30%
% who feel there is a problem in their local area with anti-social behaviour	10%	7%	9%

Communities Indicators by Ethnicity



The Black, Minority and Ethnic sample is small (n=160), however some statistical differences are highlighted in the results:

- Satisfaction with the local area is lower than for White British respondents
- Satisfaction with the Council is higher
- A higher proportion believe people from different backgrounds get on well together
- There is a higher rate of volunteering
- A higher proportion feel that anti-social behaviour is a problem in their local area
- A higher proportion said they have very good/good general health

	Ethnicity		All Poole
	White British	BME	
% satisfied with the local area	88%	83%	88%
% satisfied with the Council	70%	81%	71%
% believe people from different backgrounds get on well together	83%	92%	84%
% volunteer at least once a month	23%	31%	24%
% who feel there is a problem in their local area with anti-social behaviour	8%	17%	9%
% general health is very good/good	74%	83%	75%

Communities Indicators by Long-term Limiting Illness



People without an illness/disability are generally more positive as summarised below:

- Perception that people from different backgrounds get on well is higher for respondents without a illness/disability
- More respondents without a illness/disability would like to volunteer in future

	Long-term illness or disability			All Poole
	Yes lot	Yes little	No	
% believe people from different backgrounds get on well together	74%	79%	86%	84%
% would like to volunteer in the future	20%	21%	33%	30%
% general health is very good/good	13%	30%	91%	73%

Differences by Safer Neighbourhood Areas



- Residents in *Broadstone and Merley & Bearwood* have more positive perceptions for seven of the eight indicators
- *Hamworthy East and West* are the lowest for five indicators, followed by *Alderney (2)*, and *Creekmoor and Canford Heath East and West (2)*
- Generally the results have improved since 2011
- Perceptions of whether older people receive the support they need to live independently has increased the most since 2011

Indicators by Safer Neighbourhood Areas (2014 Survey)



Borough of Poole

2014	Alderney	Newtown, Branksome East & West	Broadstone, Merley & Bearwood	Creekmoor, Canford Heath East & West	Hamworthy 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%
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%



the highest area



the lowest area



Higher than other areas



Lower than other areas

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	Hamworthy 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%
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



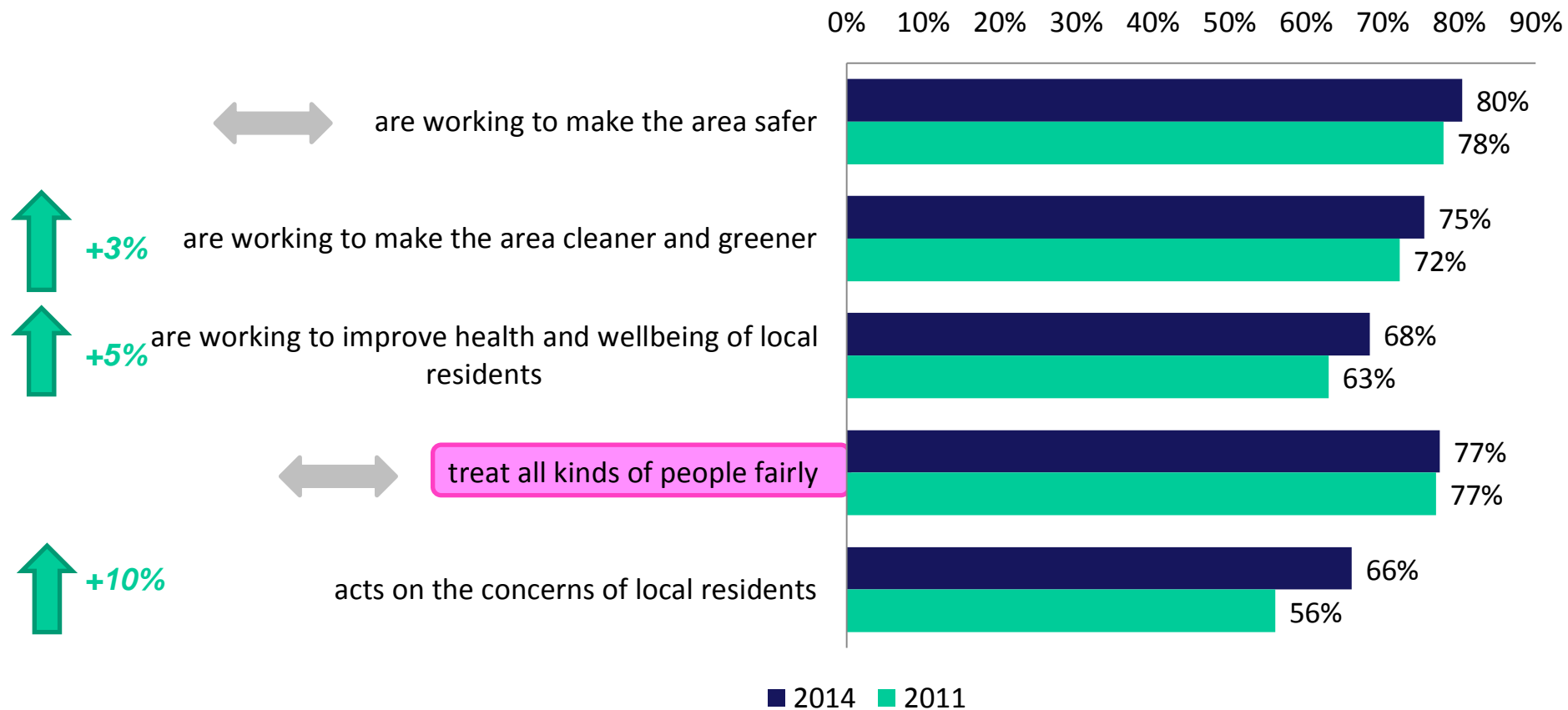
Statistically significant decreases

Local Public Services

Local Public Services



77% of respondents feel that local public services treat all kinds of people fairly, which has not changed since 2011



Service Equalities Issues Summarised



Age

Older people are more positive about council services than younger people. All service usage is lower amongst those aged 75+ apart from bus use which is highest for 65-74s. Use of sport and leisure centres and beaches is higher for those aged 18-54.

Gender

Females are more positive about council services than males. Use of libraries and theatres/concert halls is higher for females, while use of the local tip is higher for males.

Ethnicity

White British respondents are more positive council services than respondents from a BME background. However, local public services usage is higher for BME groups, particularly for local transport information, libraries, museums and beaches.

Long-term limiting illness

Respondents who are limited 'a lot' are more positive about council services than those limited 'a little' or who do not have a illness/disability. However, they use local public services less.

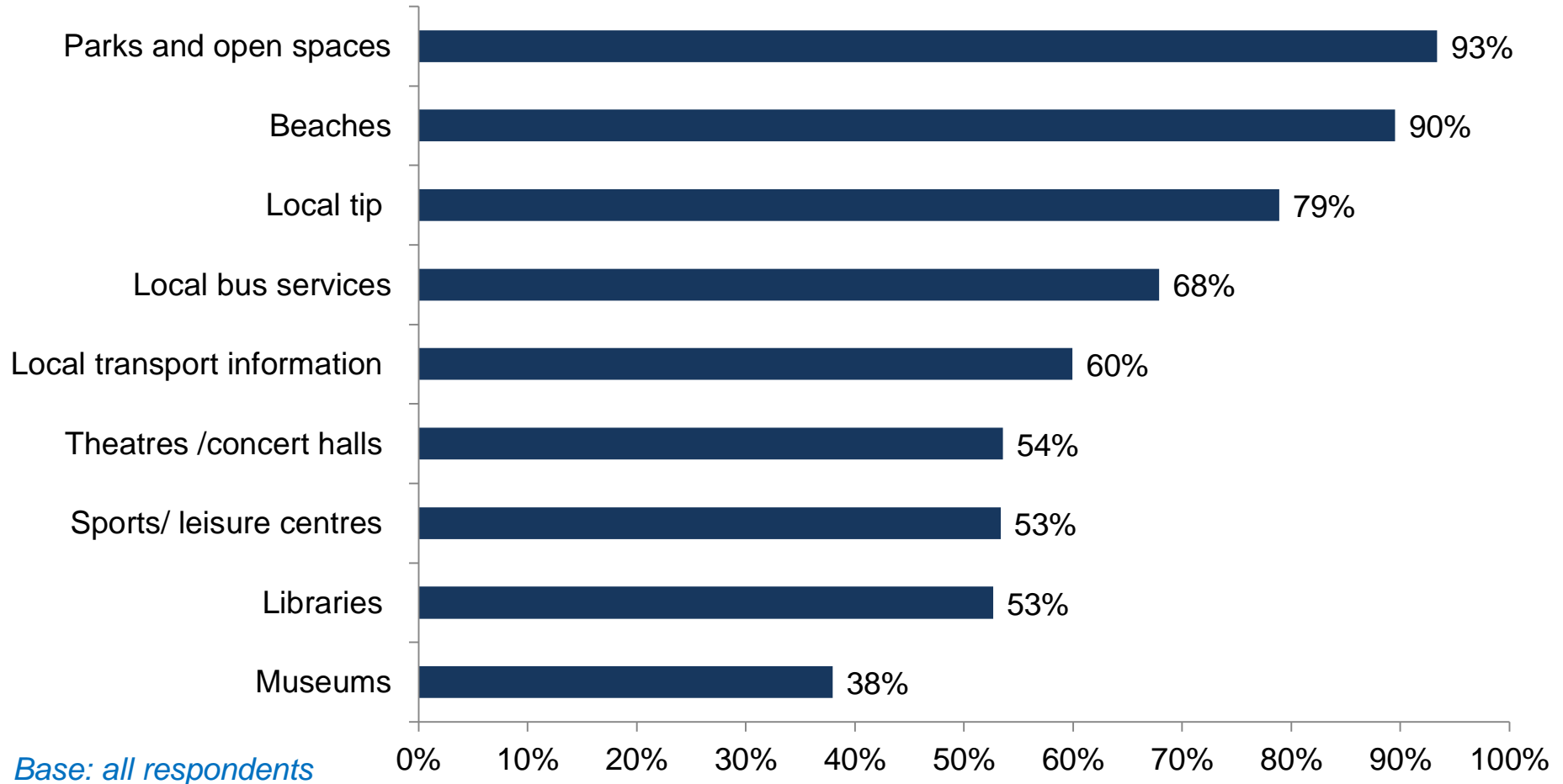
Safer Neighbourhood Areas

Respondents from Poole Town & Oakdale are more positive about council services and have the highest usage of these 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?



Usage of council services – significant differences



Age	18-24	25-34	35-44	45-54	55-64	65-74	75+	All
Local tip	58%	85%	83%	82%	86%	79%	64%	79%
Local bus services	71%	60%	65%	67%	65%	78%	75%	68%
Sports/ leisure centres	63%	70%	76%	60%	44%	37%	22%	53%
Libraries	53%	48%	65%	49%	49%	56%	55%	53%
Museums	15%	36%	51%	38%	44%	41%	30%	38%
Theatres /concert halls	27%	44%	62%	59%	61%	59%	49%	54%
Parks and open spaces	95%	95%	98%	95%	95%	93%	83%	93%
Beaches	95%	95%	95%	95%	92%	85%	68%	90%

Younger people use local public services more than older people with the exception of 'local bus services' and 'theatres/concert halls'

Gender	Male	Female	All
Local tip	83%	75%	79%
Libraries	48%	57%	53%
Theatres /concert halls	51%	56%	54%

Women use libraries and theatres/concert halls more than men, while men use the 'local tip' more

Ethnicity	White British	BME	All
Local transport information	59%	69%	60%
Libraries	51%	68%	53%
Museums	37%	46%	38%
Theatres /concert halls	55%	44%	54%
Beaches	89%	98%	90%

People from a BME background use these public services more with the exception of 'theatres/concert halls'

Usage of council services – significant differences cont.



Borough of Poole

Long-term limiting illness	No	Yes little	Yes, a lot	All
Local tip	83%	72%	60%	79%
Local transport information	58%	66%	58%	60%
Local bus services	66%	78%	65%	68%
Sports/ leisure centres	59%	37%	33%	53%
Libraries	52%	60%	45%	53%
Theatres /concert halls	54%	56%	45%	54%
Parks and open spaces	97%	89%	81%	94%
Beaches	94%	81%	69%	89%

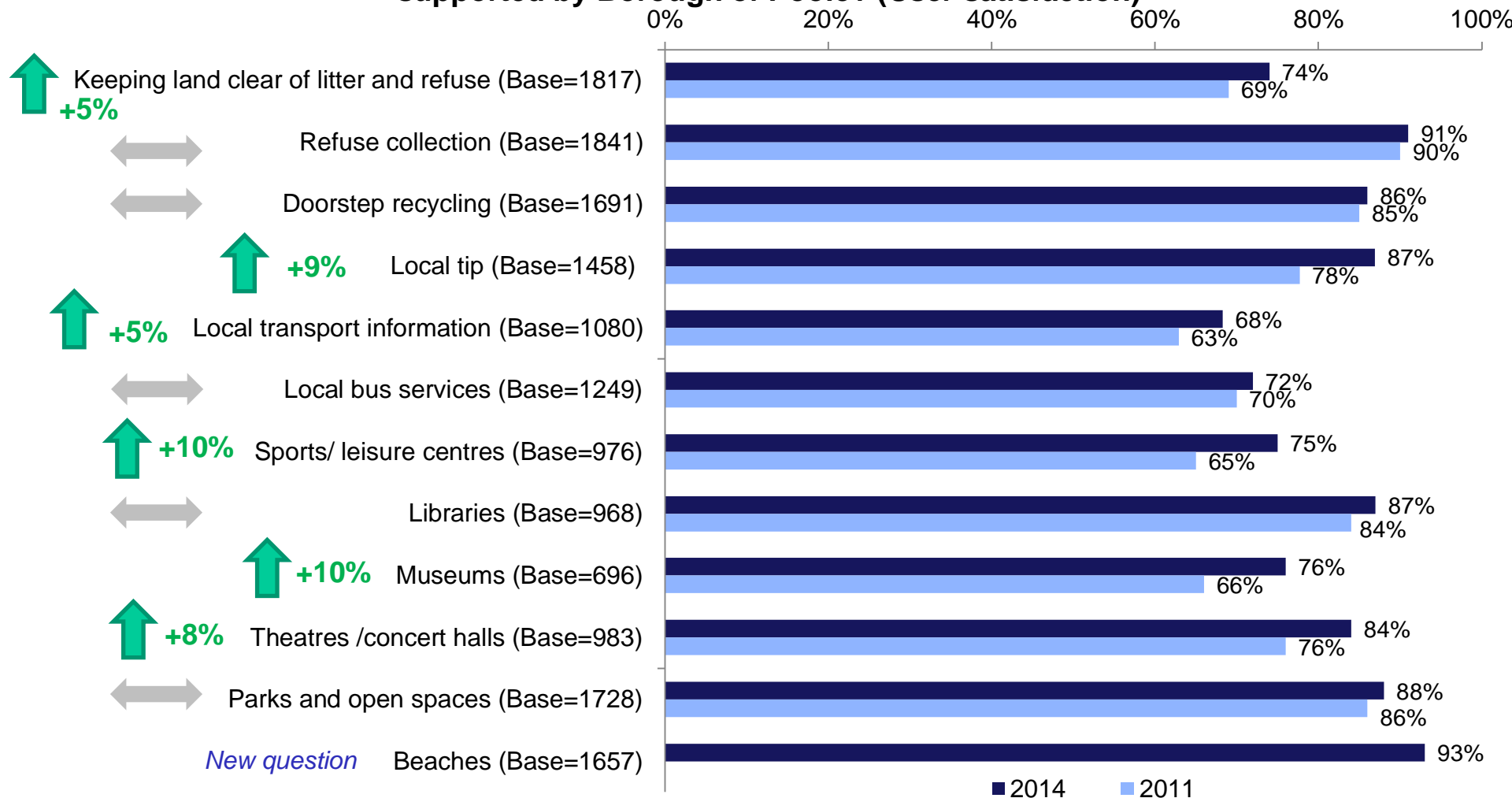
- Those limited 'a lot' by a long-term limiting illness use these local services less
- Service use varies by Safer Neighbourhood Area

Safer Neighbourhood Areas	Alderney	Newtown, Branksome East & West	Broadstone, Merley & Bearwood	Creekmoor, Canford Heath East & West	Hamworthy East and Hamworthy West	Poole Town and Oakdale	Parkstone, Penn Hill and Canford Cliffs	All
Local tip	84%	78%	88%	87%	71%	74%	73%	79%
Local transport information	48%	63%	52%	63%	64%	66%	59%	60%
Local bus services	58%	70%	68%	66%	65%	76%	66%	68%
Sports/ leisure centres	50%	47%	55%	54%	53%	60%	54%	53%
Libraries	38%	43%	60%	48%	57%	61%	56%	53%
Museums	24%	29%	41%	34%	38%	47%	43%	38%
Theatres /concert halls	33%	55%	59%	44%	51%	61%	59%	54%
Parks and open spaces	87%	94%	94%	90%	95%	93%	97%	93%
Beaches	82%	86%	90%	86%	94%	89%	95%	90%

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 – significant differences



Borough of Poole

Age	18-24	25-34	35-44	45-54	55-64	65-74	75+	
Keeping land clear of litter and refuse	84%	82%	80%	66%	67%	73%	76%	74%
Refuse collection	84%	91%	86%	88%	96%	95%	97%	91%
Doorstep recycling	79%	89%	80%	82%	88%	89%	91%	86%
Local tip	86%	79%	79%	84%	82%	87%	90%	84%
Local transport information	78%	64%	57%	51%	58%	65%	69%	61%
Local bus services	79%	61%	62%	61%	62%	73%	75%	66%
Libraries	79%	83%	75%	71%	72%	80%	88%	78%
Museums	63%	52%	53%	55%	60%	69%	73%	60%
Theatres /concert halls	52%	72%	68%	69%	72%	79%	83%	72%
Parks and open spaces	80%	85%	86%	86%	88%	89%	94%	87%
Beaches	100%	88%	92%	90%	93%	93%	93%	92%

Gender	Male	Female	
Local tip	80%	87%	84%
Local transport information	55%	67%	61%
Local bus services	63%	69%	66%
Sports/ leisure centres	63%	69%	66%
Libraries	73%	82%	78%
Museums	54%	65%	60%
Theatres /concert halls	69%	75%	72%
Parks and open spaces	85%	90%	87%
Beaches	90%	94%	92%

65+ age group and women are more satisfied with local public services

Satisfaction with council services – significant differences cont.

Ethnicity	White British	BME	All
Refuse collection	92%	86%	92%
Local bus services	66%	74%	66%
Theatres /concert halls	74%	57%	72%

Long-term limiting illness	No	Yes little	Yes, a lot	All
Keeping land clear of litter and refuse	76%	67%	75%	73%
Local transport information	53%	61%	64%	62%
Museums	69%	62%	57%	59%
Beaches	89%	88%	92%	91%

- People from a White British background are more satisfied with local public services
- No overall difference by LTLI

Satisfaction with council services – significant differences cont.



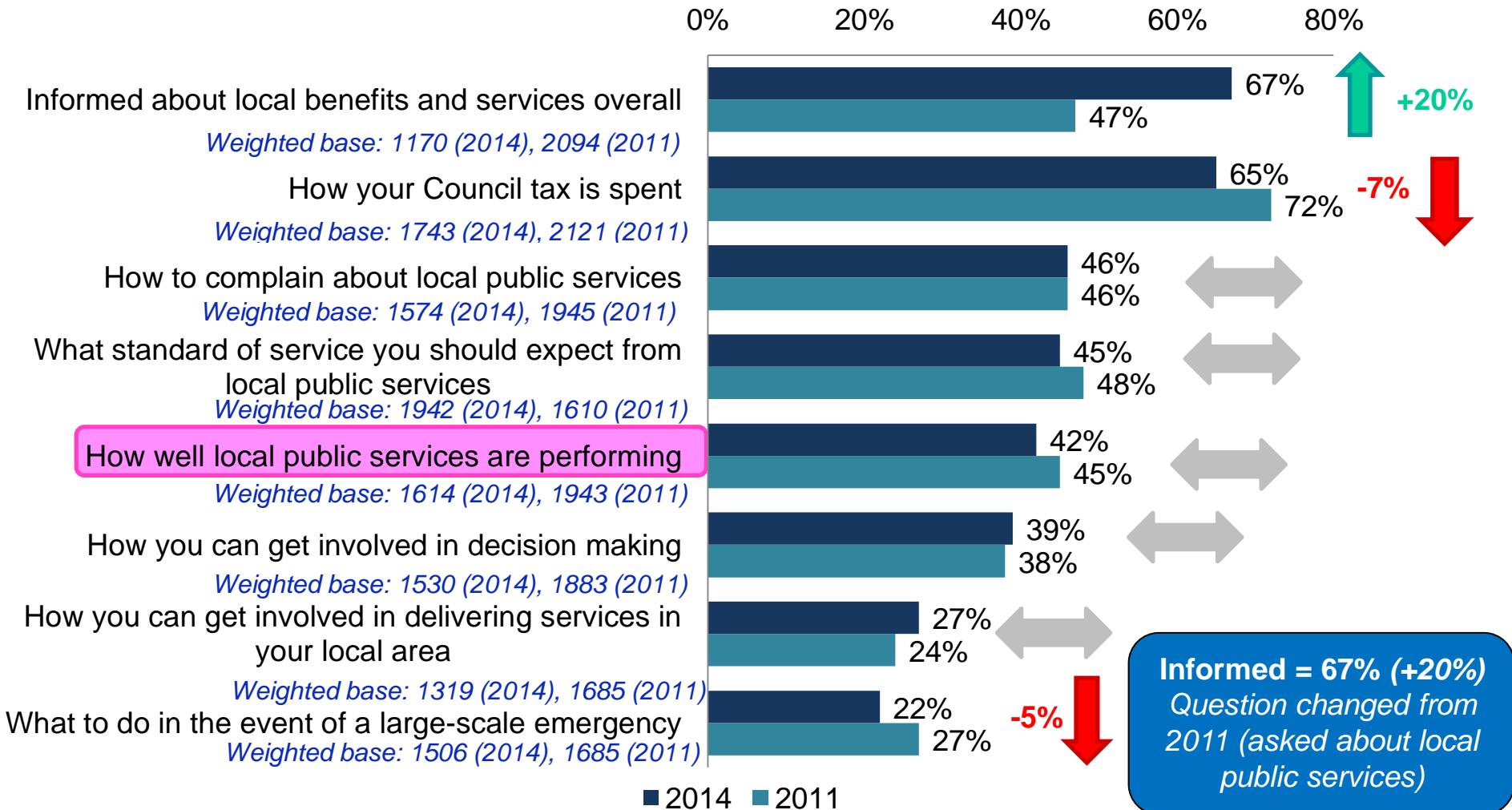
Respondents living in Poole Town & Oakdale are most satisfied with local public services, while those in Alderney are least satisfied

Safer Neighbourhood Areas	Alderney	Newtown, Branksome East & West	Broadstone, Merley & Bearwood	Creekmoor, Canford Heath East & West	Hamworthy East and Hamworthy West	Poole Town and Oakdale	Parkstone, Penn Hill and Canford Cliffs	All
Keeping land clear of litter and refuse	69%	69%	77%	76%	69%	75%	77%	74%
Refuse collection	77%	90%	97%	96%	87%	92%	92%	91%
Doorstep recycling	86%	83%	93%	92%	82%	87%	80%	86%
Local tip	84%	86%	88%	86%	77%	89%	76%	84%
Local transport information	47%	61%	54%	58%	71%	75%	59%	61%
Local bus services	49%	72%	48%	64%	76%	79%	67%	66%
Sports/ leisure centres	67%	70%	62%	65%	63%	71%	64%	66%
Libraries	64%	76%	79%	77%	80%	85%	77%	78%
Museums	47%	56%	52%	62%	61%	74%	58%	60%
Theatres /concert halls	64%	67%	68%	72%	71%	80%	75%	72%
Parks and open spaces	84%	90%	82%	87%	88%	88%	90%	88%
Beaches	83%	93%	89%	93%	90%	92%	95%	92%

Keeping Informed



How well informed do you feel about each of the following?



Keeping Informed – other equalities differences



Age

Older people are more informed than younger people, particularly those aged 75 and over.

Gender

The only difference by gender is awareness of how to get involved in local decision-making.

Females (42%) are more informed than males (35%).

Ethnicity

White British respondents are more informed about how their Council Tax is spent and how well public services are performing, while **BME groups are more informed** about what to do in the event of a large-scale emergency and how to get involved in their local area.

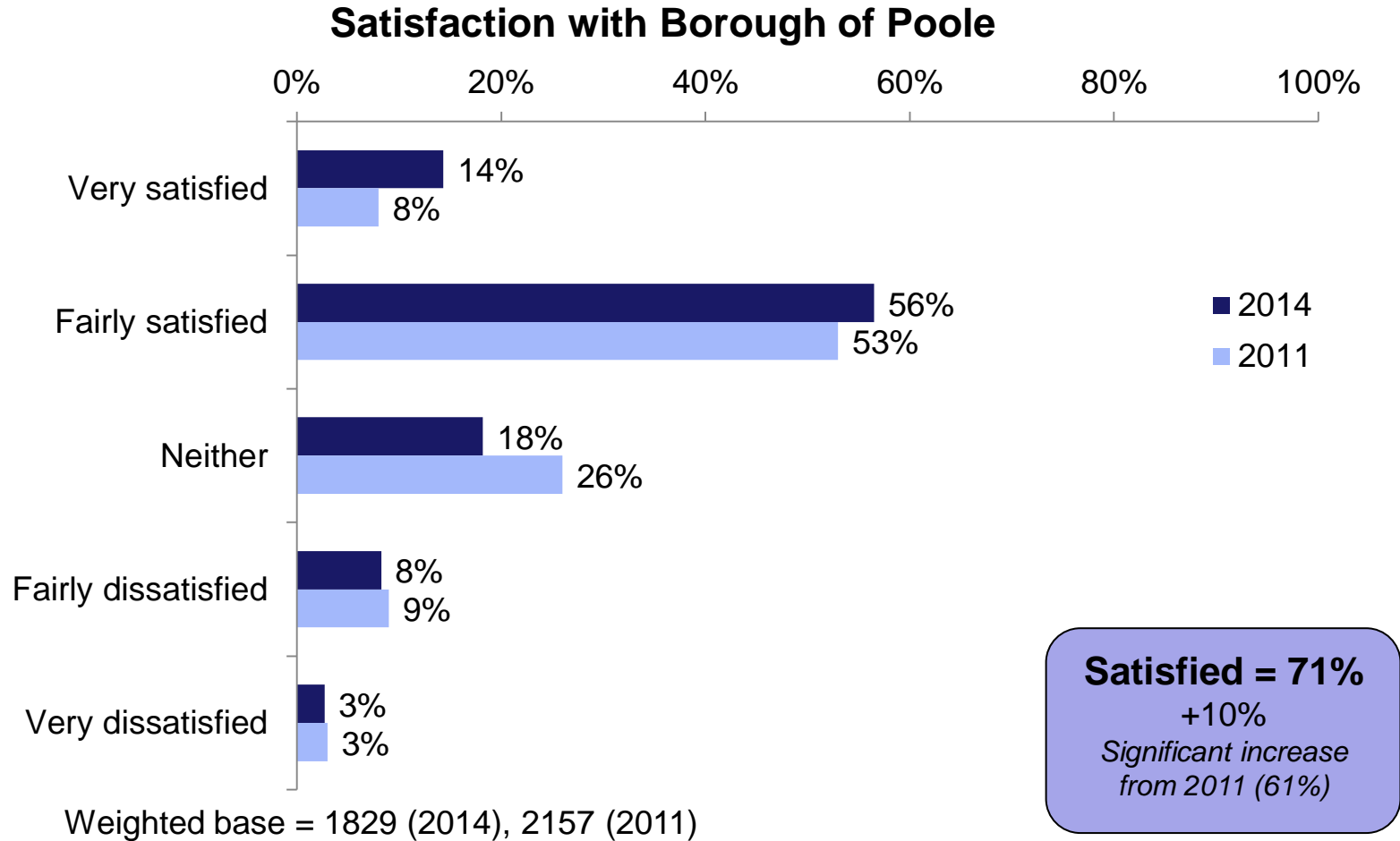
Long-term limiting illness

Respondents who are limited 'a lot' are less informed than those limited 'a little' or who do not have a illness/disability.

Safer Neighbourhood Areas

Respondents from 'Broadstone, Merley & Bearwood' are more informed than respondents from other areas.

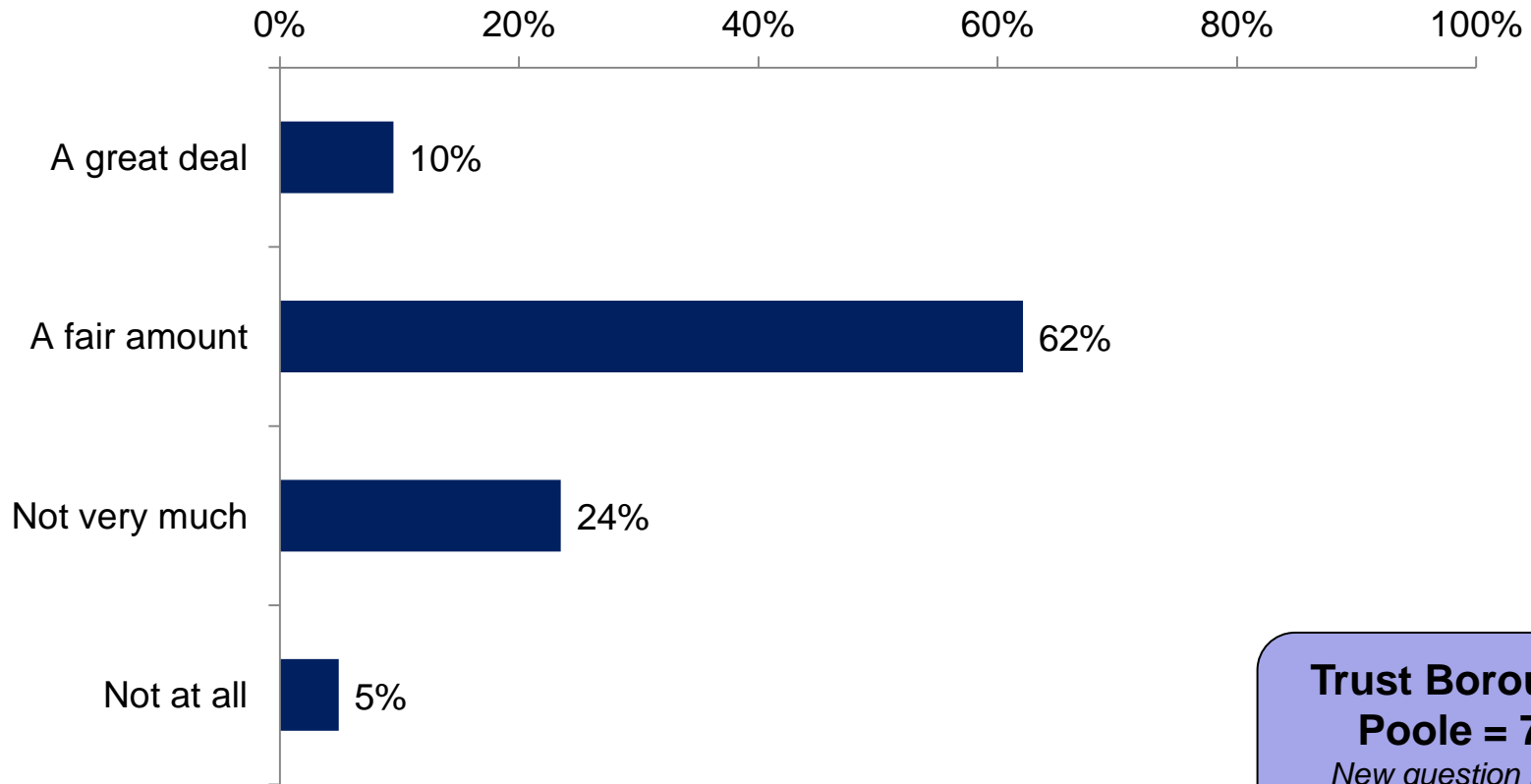
Satisfaction with Borough of Poole



Trust in the local authority



How much do you trust Borough of Poole? (New question)



Trust Borough of Poole = 72%
New question in 2014

Weighted base = 1607 (2014)

What next?



- Consider the results for your Service Unit and use in your Business Plans and EQIAs
 - Are there any surprises in the results?
 - What are the implications for your service or organisation?
 - What will you do as a result?
- Contact me if you have any requests for further analysis/presentations: Sean Bevis, Research Officer, Corporate Research Team. **Tel:** 01202 633086. **Email:** s.bevis@poole.gov.uk
- The survey results are published on-line at:
www.boroughofpoole.com/ShapingPooleSurvey2014