

Shaping Poole Survey 2011



Shaping Poole Survey 2011 Key Equalities Findings

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Summary Findings



Overall, the headline results paint a positive picture:

- Improved perceptions of all local public services, the Council and individual council services
- Increased public confidence with community safety issues

However:

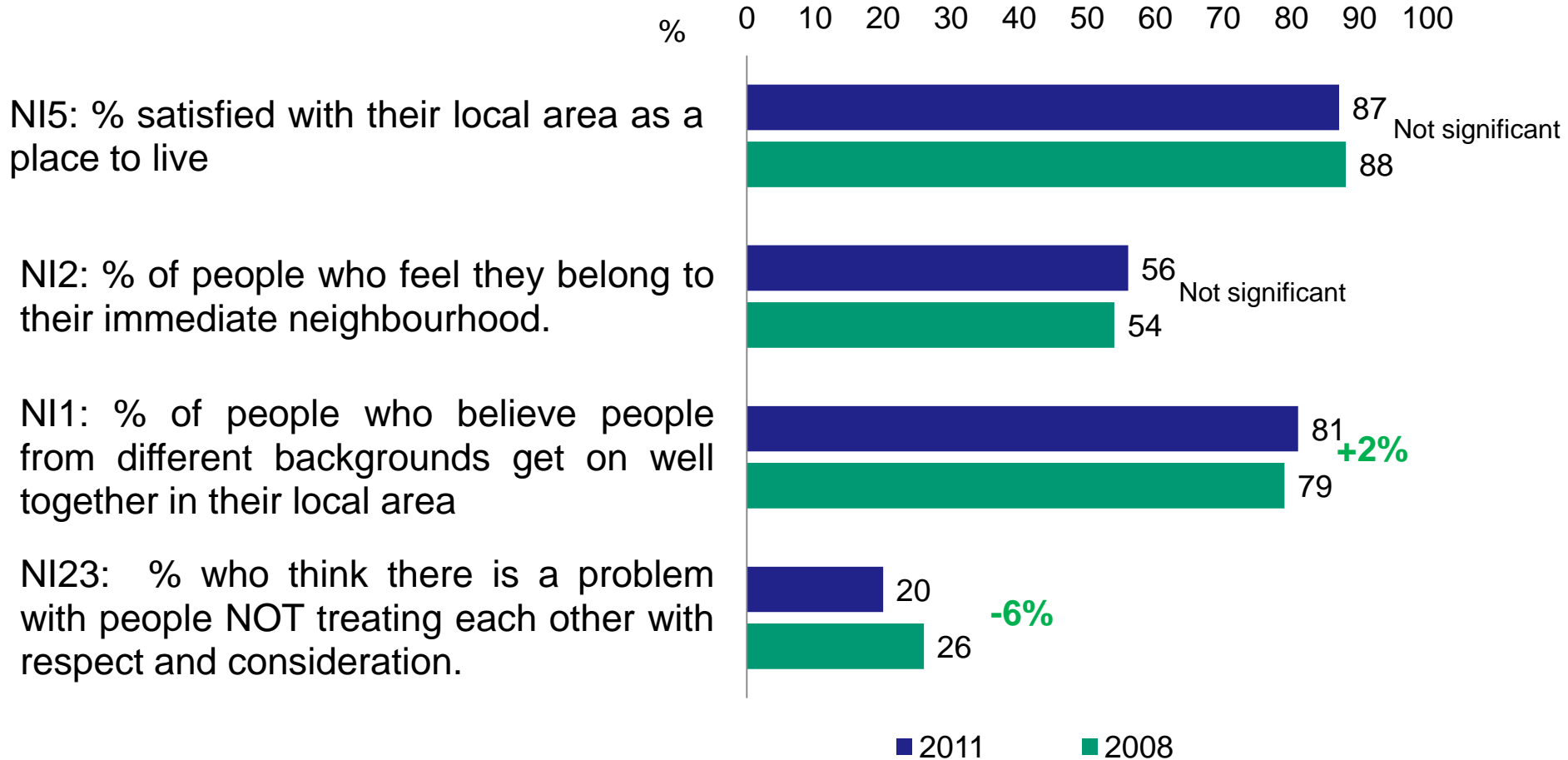
- Room for improvement on community cohesion and getting residents involved in the local area
- Not all ages, population groups and areas of Poole have the same experiences of living in Poole and of council services

Survey Methodology



- Partnership Survey carried out every three years
- Postal survey with 2 reminders
- Random sample of 5,500 addresses (enables analysis by area and population groups)
- 2,265 surveys returned (41% response)
 - On a statistic of 50%, a sample size of 2,265 has a confidence interval of +/-2.1%
- Respondents weighted by age and gender to make them representative of Poole
 - 2008 data re-weighted to make results comparable. As a result some figures vary e.g. safer neighbourhoods.

Communities Indicators



Local area = 15-20 minutes walking distance from your home

Volunteering and getting involved



Volunteering

22% of respondents volunteered at least once a month

- 18% who do not volunteer would like to in the future.
- 47% who volunteer would like to give help in the future.

- The key predictor of volunteering is economic activity. More people who are retired or permanently sick/disabled (31%) volunteer than full-time employees or unemployed (16%).

Getting involved in the local area

27% are involved in groups that affect or deliver services in the local area. A further 16% would like to get involved.

Communities Indicators - differences by age



Older age groups are generally more positive about Poole than younger ages, with the exception of respect and consideration. 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 local neighbourhood.	37%	53%	49%	67%	66%	78%	78%	56%
% believe different backgrounds get on well together.	76%	79%	77%	82%	88%	93%	96%	81%
% think there is a problem with people not treating each other with respect /consideration.	15%	23%	24%	22%	14%	10%	13%	18%
% feel they can influence decisions	24%	26%	29%	34%	35%	41%	51%	31%
% volunteer at least once a month	14%	22%	25%	21%	33%	24%	14%	22%
% think anti-social behaviour is a problem in their area.	14%	11%	11%	11%	8%	4%	2%	10%
% feel older people receive support to live independently	29%	31%	25%	33%	36%	46%	60%	33%
% general health is very good/good	83%	84%	76%	73%	67%	47%	42%	73%

Communities Indicators -differences by gender



Females are generally more positive about Poole than males, with the exception of anti-social behaviour feeling of safety after dark.

	Gender		Total
	Male	Female	
% who feel they belong to local neighbourhood.	52%	59%	56%
% believe different backgrounds get on well together.	79%	83%	81%
% think there is a problem with people not treating each other with respect /consideration.	20%	17%	18%
% feel they can influence decisions	28%	35%	31%
% volunteer at least once a month	not significant		
% feel safe in their local area after dark	70%	58%	64%
% think anti-social behaviour is a problem in their area.	not significant		
% feel older people receive support to live independently	not significant		
% general health is very good/good	not significant		

Communities Indicators -differences by limiting illness



Perceptions are lower for many indicators for those with a limiting illness, with the exception of belonging to the immediate neighbourhood, perceptions that views are sought on asb/crime and whether older people receive support to live independently.

	Long term illness or disability		All Poole
	No	Yes	
% who feel they belong to local neighbourhood.	54%	60%	55%
% believe different backgrounds get on well together.	not significant		
% think there is a problem with people not treating each other with respect /consideration.	17%	22%	18%
% feel they can influence decisions affecting local area	not significant		
% who volunteer at least once a month	not significant		
% think anti-social behaviour is a problem in their area.	9%	14%	10%
% agree the police/local public services seek views asb/crime.	32%	36%	33%
% agree the police/public services successfully deal with asb/crime.	not significant		
% think people dealing / taking drugs a problem	14%	19%	15%
% think people being drunk and rowdy is a problem	not significant		
% feel older people receive support to live independently	31%	38%	33%
% general health is very good or good	91%	27%	73%

Communities Indicators -differences by ethnicity



The Black minority and ethnic sample is small (n=121), however some statistical differences are highlighted in the results:

- Satisfaction with the local area is lower than White British respondents
- Perception that people from different backgrounds get on well together is lower
- There is a lower rate of volunteering
- Fewer BME respondents feel informed about local public services

	Ethnicity		All Poole
	White British	BME	
% satisfied with their local area as a place to live.	88%	76%	87%
% believe people from different backgrounds get on well together.	82%	74%	81%
% who volunteer at least once a month	22%	10%	22%
% Informed about local public services	48%	41%	47%

Communities Indicators

- Differences by Safer Neighbourhood Areas



- Residents in Broadstone and Merley & Bearwood have much more positive perceptions than other areas.
- Those from Poole Town and Oakdale among the lowest for seven of the indicators.
- Findings support areas prioritised by Poole Partnership (Alderney, Turlin Moor and Old Town)
- ...but also highlight areas of Newtown and Branksome potentially requiring a more focussed approach.

Communities Indicators

- Differences by Safer Neighbourhood Areas



2011	Safer Neighbourhood Area							Poole
	Hamworthy East, Hamworthy West	Poole Town and Oakdale	Parkstone, Penn Hill and Canford Cliffs	Newtown, Branksome East and Branksome West	Alderney	Creekmoor and Canford Heath East & West	Broadstone and Merley & Bearwood	
% satisfied with their local area as a place to live.	86%	83%	93%	80%	74%	88%	96%	87%
% who feel they belong to local neighbourhood.	58%	48%	56%	49%	52%	56%	70%	55%
% who volunteer at least once a month	16%	25%	23%	15%	26%	21%	28%	22%
% getting involved in their local area	22%	30%	34%	17%	23%	23%	34%	27%
% believe people from different backgrounds get on well together.	73%	74%	88%	75%	79%	86%	89%	81%
% think there is a problem with people not treating each other with respect /consideration.	31%	26%	14%	25%	23%	21%	11%	20%
% think anti-social behaviour is a problem in their area. (Based on answers to 7 questions.)	14%	19%	5%	12%	10%	10%	1%	10%
% think there is a problem with people being drunk/rowdy in public places.	23%	37%	20%	25%	15%	19%	8%	22%
% think there is a problem with people using/dealing in drugs.	22%	24%	11%	17%	14%	17%	4%	15%
% agree the police and local public services seek views about anti-social behaviour and crime.	46%	28%	27%	30%	27%	37%	43%	33%
% agree the police and local public services are successfully dealing with asb and crime.	57%	38%	44%	39%	37%	51%	54%	45%
% reporting their health is very good or good.	69%	70%	79%	69%	64%	73%	79%	73%

Colour code: the "best" area significantly better than Poole average the "worst" area significantly worse than Poole average

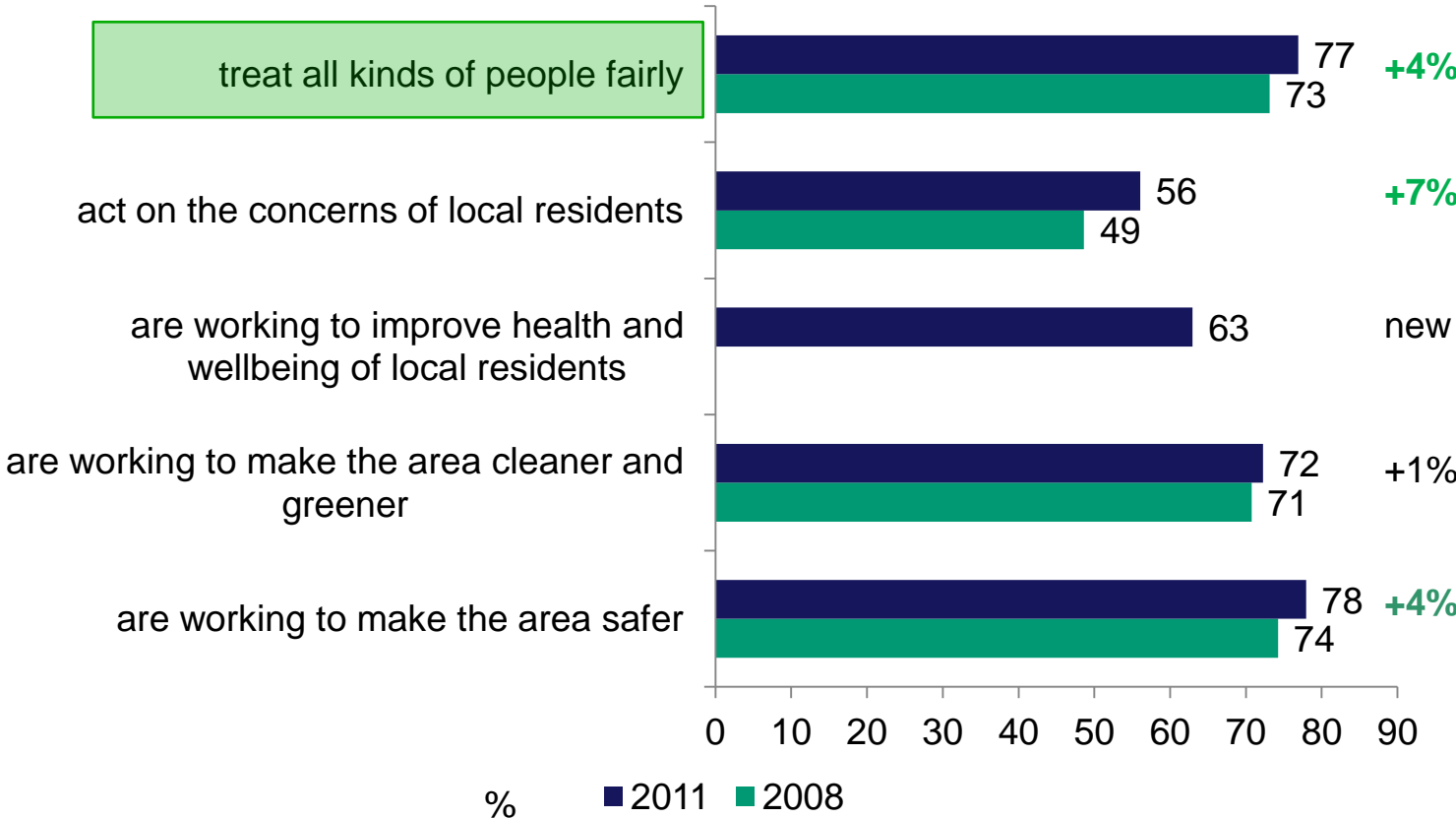
Local Public Services

Perceptions of Local Public Services



77% of respondents feel that local public services treat all kinds of people fairly, which has increased from 73% in 2008.

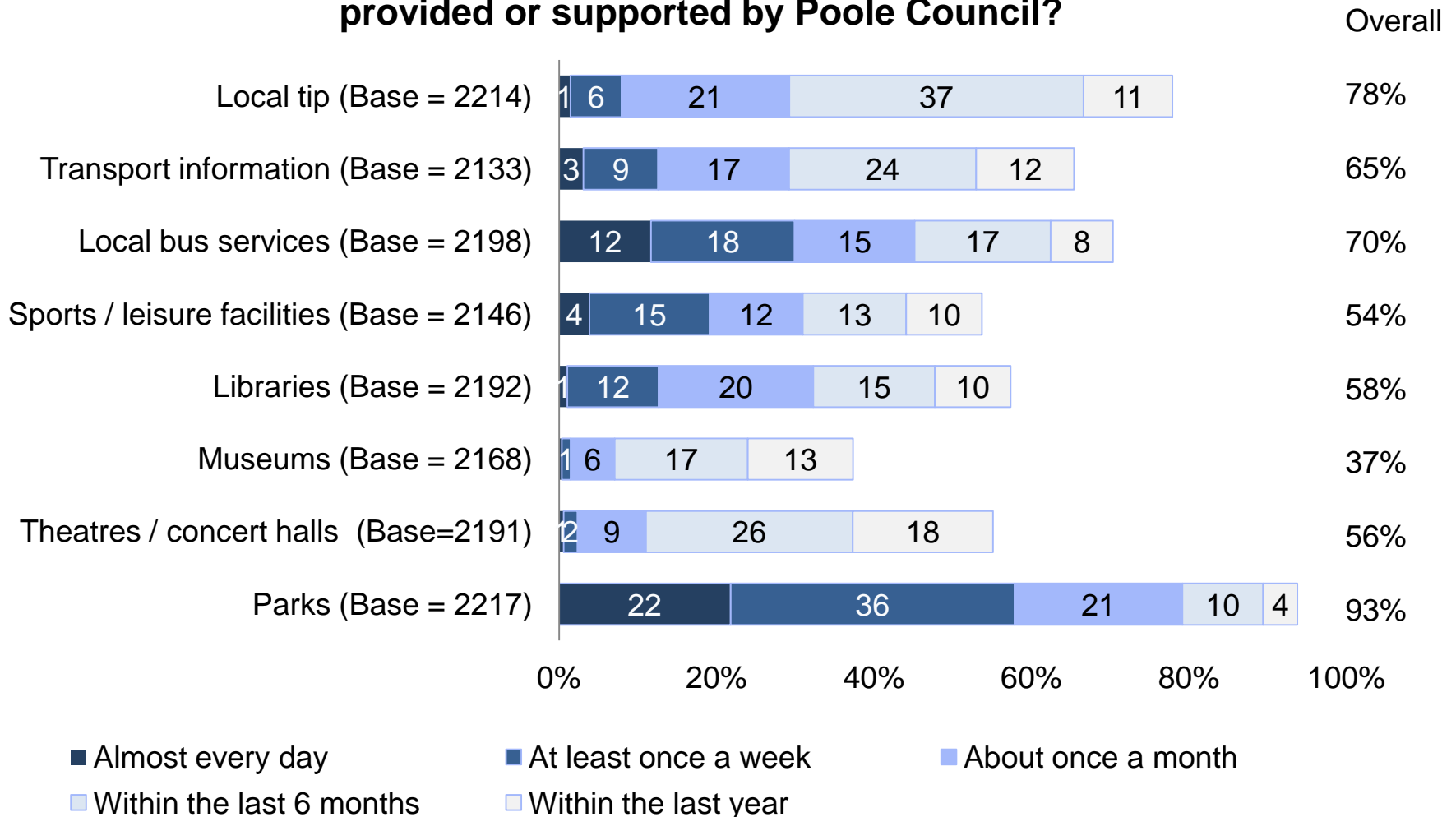
Local public services...



Usage of council services



How frequently have you used the following public services provided or supported by Poole Council?



Usage of council services – key predictors



There are different predictors of service use...

Council service	% (and range)	Primary predictor	Secondary Predictor
Bus services	70% (56%-71%)	Economic activity	IMD Quartile
Sports and leisure	54% (27%-73%)	Age	General Health
Libraries	58% (42%-75%)	Ward	Economic activity or gender
Museums	37% (25%-48%)	Safer Neighbourhood Area	Disability
Theatres and concert halls	56% (42%-70%)	General health	Age and safer neighbourhood area
Parks and open spaces	93% (89%-96%)	General health	-

Usage of council services by age



All service usage (apart from bus use) is lower amongst those aged 85+..

Service usage (used in the last 12 months)	Base	Age groups (%)							Poole
		18-34	35-44	45-54	55-64	65-74	75-84	85+	
Household Waste Recycling Centre	1699	74	87	85	83	76	62	53	78
Local transport information	1374	71	65	65	65	64	60	48	66
Bus services	1526	72	63	67	71	79	79	65	71
Sports /Leisure Centres	1137	71	75	57	44	33	23	10	54
Museum	797	35	42	39	39	40	32	20	37
Theatres / concert halls	1911	47	60	63	59	59	51	35	55
Parks and open spaces	2044	96	99	95	95	92	86	71	94

Usage of council services by limiting illness and gender



Service usage is lower for some services for those with a limiting illness:

Service usage (Used in the last 12 months)	Base	Long term limiting illness		Total
		No	Yes	
Household Waste Recycling Centre	1707	82%	69%	78%
Sports / leisure centres	1145	61%	36%	54%
Museum	803	39%	33%	37%
Theatres / concert halls	1201	57%	51%	55%
Parks and open spaces	2060	96%	88%	94%

Usage of Council services differs by **gender** for the HWRC (higher for males) and libraries (higher for females)

Usage of council services -differences by area



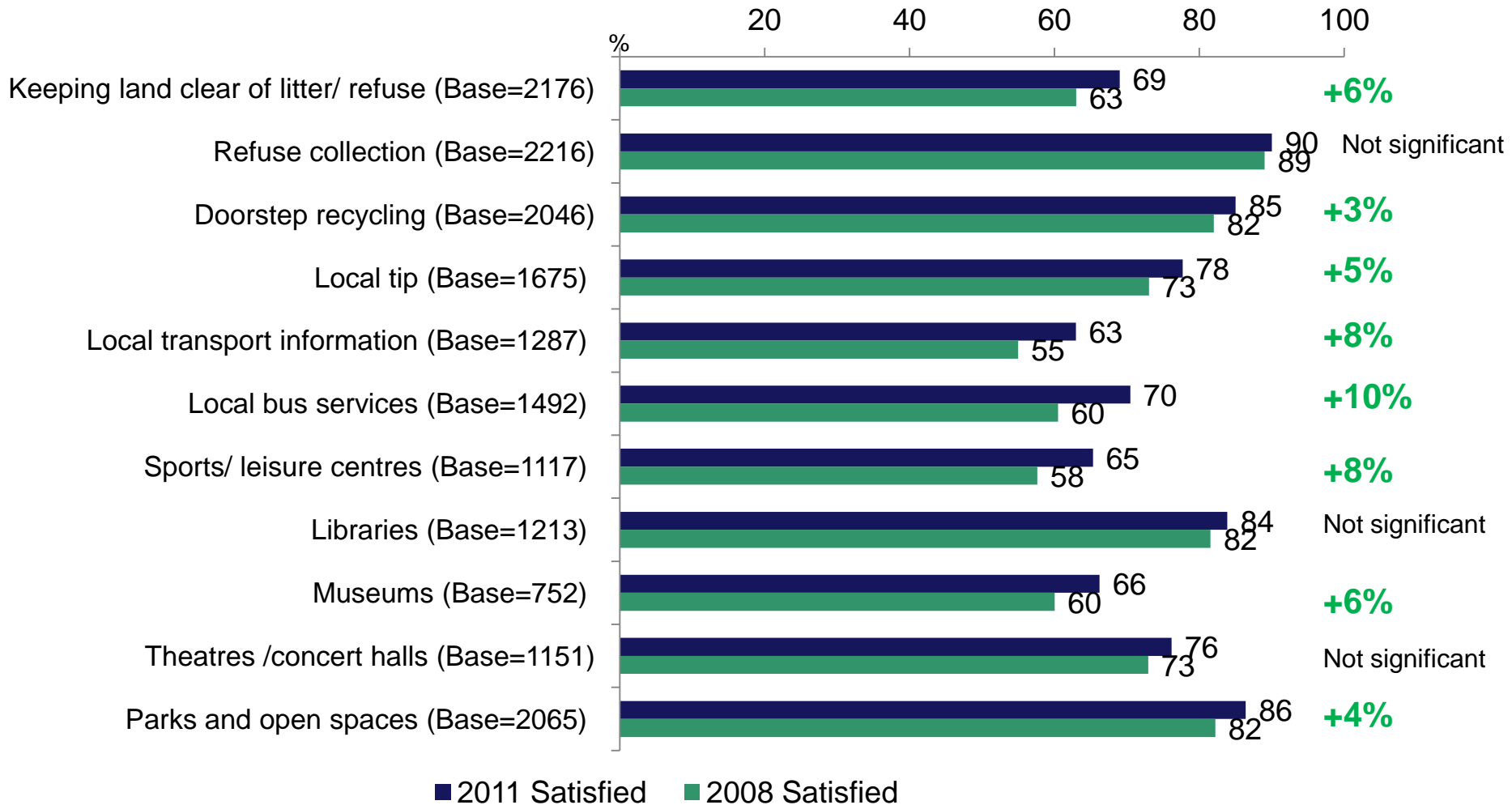
Service usage varies by area.

Service usage (used in the last 12 months)	Base	Safer Neighbourhood Area							Poole
		Hamworthy East, Hamworthy West	Poole Town and Oakdale	Parkstone, Penn Hill and Canford Cliffs	Newtown, Branksome East and West	Alderney	Creekmoor, Canford Heath East & West	Broadstone, Merley & Bearwood	
Household Waste Recycling Centre	1725	72%	74%	78%	76%	76%	83%	85%	78%
Local transport information	1394	66%	68%	72%	64%	64%	61%	58%	65%
Bus services	1547	69%	72%	73%	75%	77%	70%	59%	70%
Sports /Leisure Centres	1152	53%	57%	63%	50%	51%	43%	52%	54%
Libraries	1257	66%	63%	57%	54%	46%	52%	58%	57%
Museum	809	33%	48%	46%	33%	21%	30%	28%	37%
Theatres / concert halls	1207	42%	57%	64%	53%	40%	52%	57%	55%
Parks and open spaces	2080	96%	93%	97%	90%	92%	93%	94%	94%

Q8 Satisfaction with council services (users) – comparison with 2008



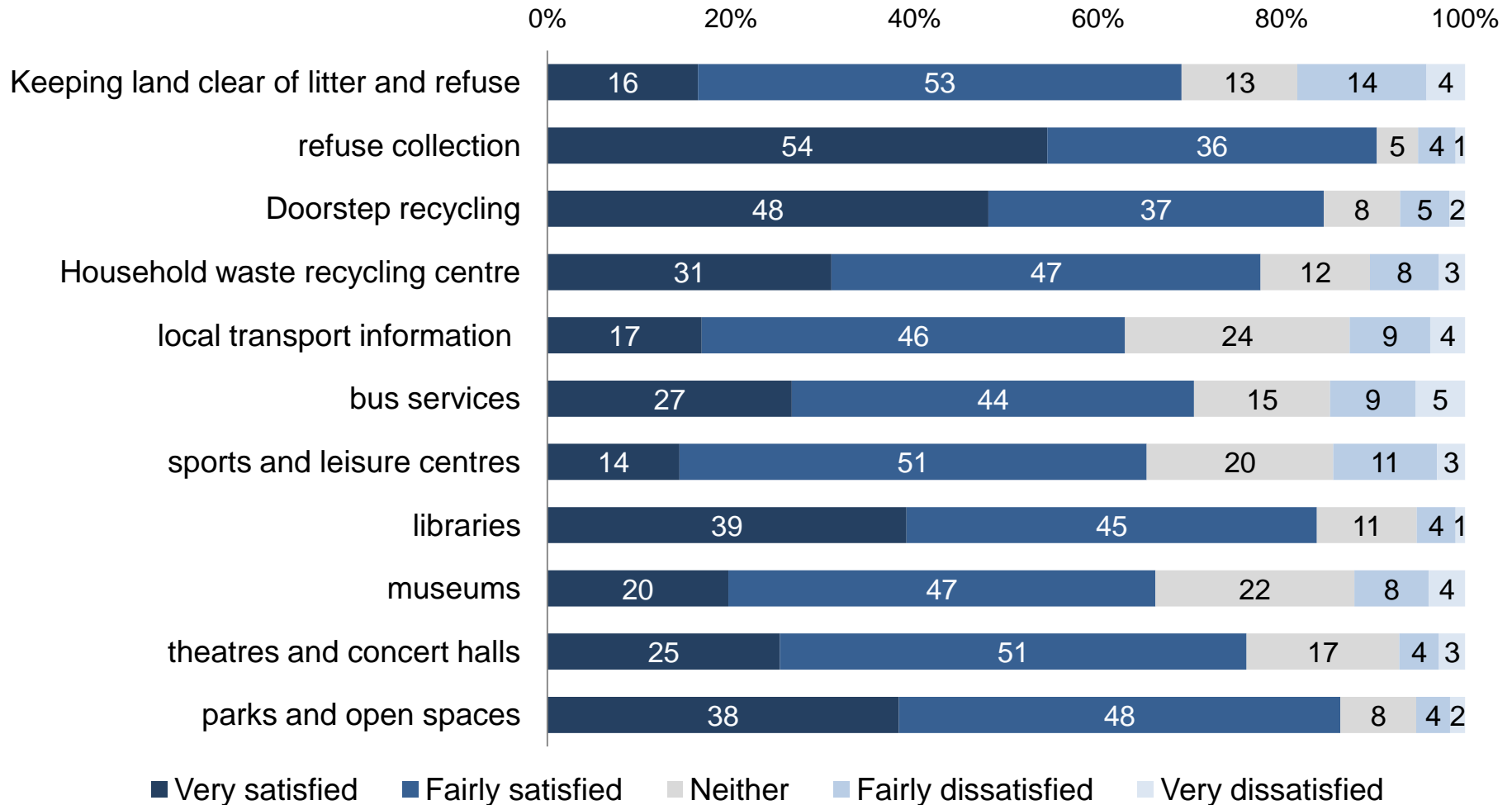
Satisfaction with Council Services



Satisfaction and dissatisfaction with council services (users)



How satisfied or dissatisfied are you with the following services provided by or supported by Poole Council?



Dissatisfaction with council services – key predictors



Council Service	% dissatisfied (and range)	Primary predictor	Secondary Predictor
Keeping land clear of litter and refuse	19% (13-25%)	IMD Quartile	-
Parks and open spaces	5% (2%-10%)	Age	-
Doorstep recycling	7% (3%-13%)	Age	-
Household Waste Recycling Centre	10% (5%-19%)	Age	Gender
Sports and leisure	14% (6%-23%)	Age	Ward
Libraries	5% (3%-10%)	Economic Activity	-
Bus services	15% (11%-23%)	Economic activity	IMD Quartile
Local transport information	12% (9%-17%)	Safer Neighbourhood Area	-
Museums	12% (8%-16%)	Adult Locality Areas	-
Theatres and concert halls	7% (2%-13%)	Children's Localities	Gender

Service Equalities Issues Summarised



Gender

Females are more positive about council services than males.

Service usage shows no differences, except for the HWRC (higher for males) and libraries (higher for females)

Age

Older age groups are more satisfied with services than younger ages.

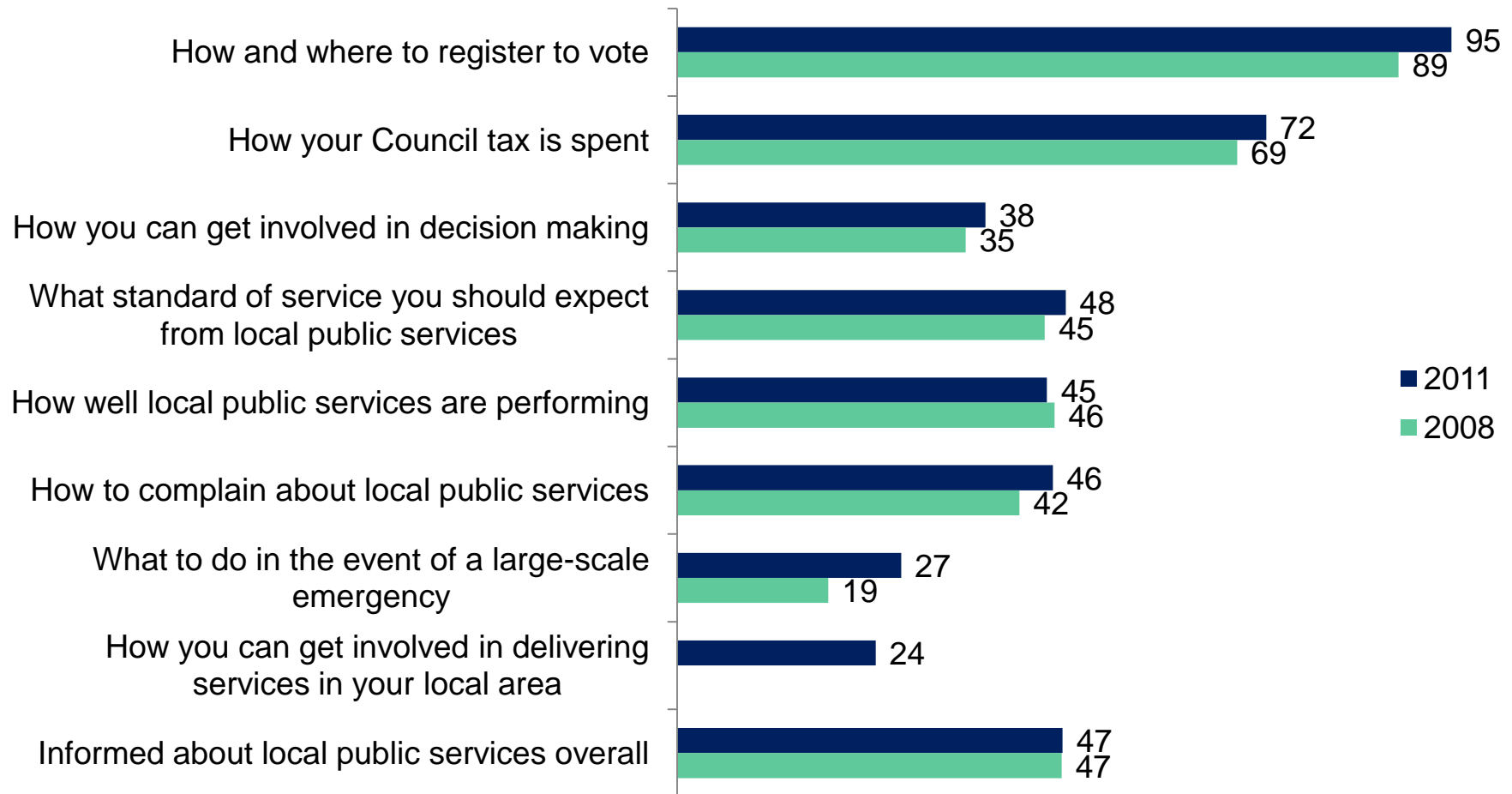
All service usage (apart from bus use) is lower amongst those aged 85+. Bus usage is highest for 65-84s. Use of sports centres and parks is higher for those aged 18-44.

People with a limiting illness

Usage of the Household Waste Recycling centre, sports centres, museum, theatres/concert halls and parks an open spaces are lower for people with a limiting illness.

Satisfaction with litter and parks and open spaces is also lower for those with a limiting illness.

How well informed are you about each of the following?



Keeping Informed – other equalities differences



Age

Those aged 55 or over are consistently more informed than younger ages.

Gender

Females are more informed than men about how well local public services are performing (49% females, 41% males) and what to do in the event of an emergency (32% females, 25% males) than males.

Ethnicity

The only difference by ethnicity is awareness about to vote. 95% of 'White British' respondents are informed compared to 84% black minority or ethnic groups.

Disability

Those with a limiting illness (49%) are more informed than those without about how well local public services are performing (4%); and about what standard of service you should expect from local public services (52%) than those without.

Mosaic Group

Those from Mosaic Group H (couples and young singles in starter homes) are less informed about 'Where and how to register to vote', 'How well local public services are performing' and about 'local public services overall' than other mosaic groups in Poole.

The survey results are published on-line at www.boroughofpoole.com/shapingpoole including:

- Summary Headline Report and presentation
- Equalities Key Findings
- Older People's Strategy Group – key differences by age
- Safer Poole Partnership – key differences for community safety

What next?



- Consider the results for your Service Unit and use in your Business Plans and EQIAs
- Contact me if you have any requests for further analysis / presentations

Please use the Research and Consultation Database on the Loop to notify us of your requirements

- **Equalities Profiles**

Summary of national and local research data on the equalities strands. To be updated during April 2012.

Available with other useful research evidence and reports at:
www.boroughofpoole.com/storyofpoole

- **Equalities Network**

For use for research and consultation. Contact a member of the Corporate Research Team for advice.

- **2011 Census**

Results to be available from summer 2012, including ethnicity. We will notify Service Units as these become available.

For Further Information



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