

Shaping Poole Survey 2011



Shaping Poole Survey 2011 Key Findings November 2011

Corporate Research Team, Strategy Team, Borough of Poole

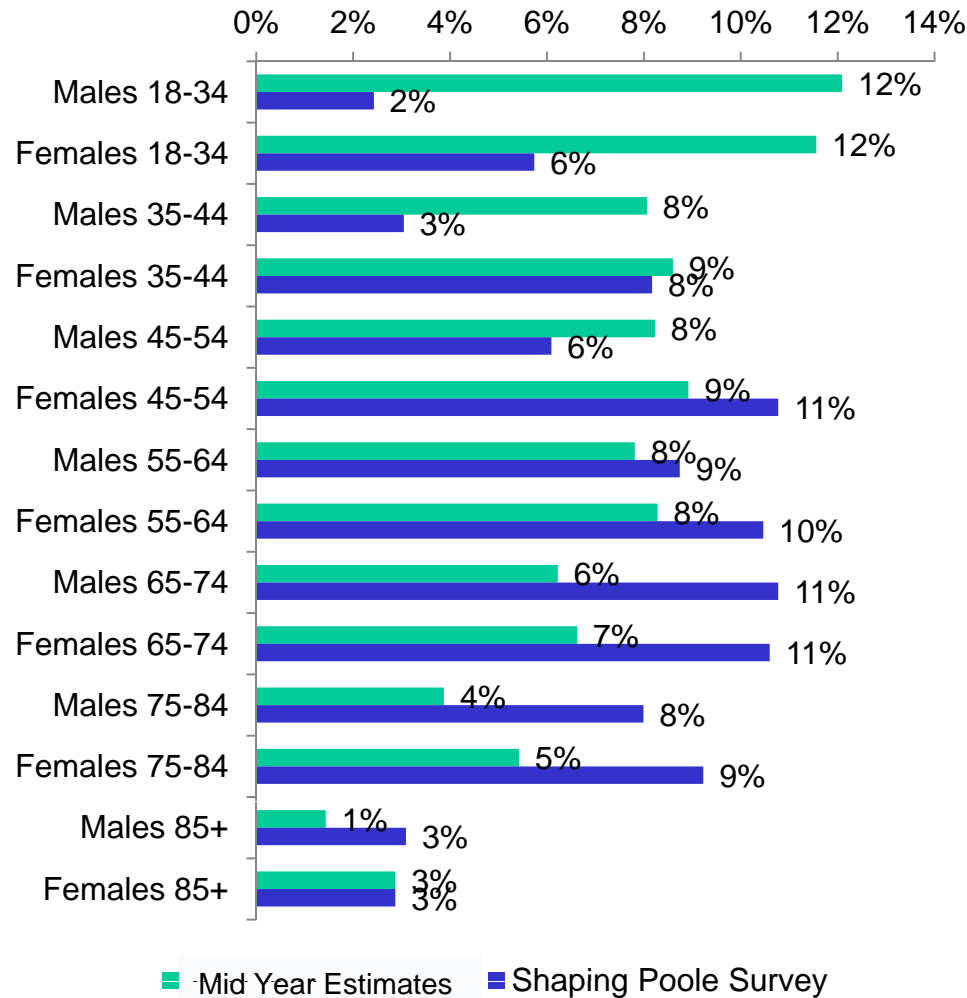
Corporate Research and Information Team

Survey Methodology



- Partnership Survey carried out every three years
- Place Survey methodology used so results could be compared (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 is subject to a standard error 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 may change e.g safer neighbourhoods.

Respondent Profile – age and gender



Weighting

As the sample was under-represented by those aged under 45 and responses by age varied by gender, the results were weighted by age and gender.

The weights vary from those used for the 2008 Survey, as they are specifically relevant for Poole rather than relevant for all Local Authority areas.

The results from 2008 have been re-weighted to make them directly comparable. This has made no difference to headline figures, but results for smaller populations, such as Safer Neighbourhood Areas have changed.

The sample is generally representative of Poole by Ward and ethnic group.

Summary Findings



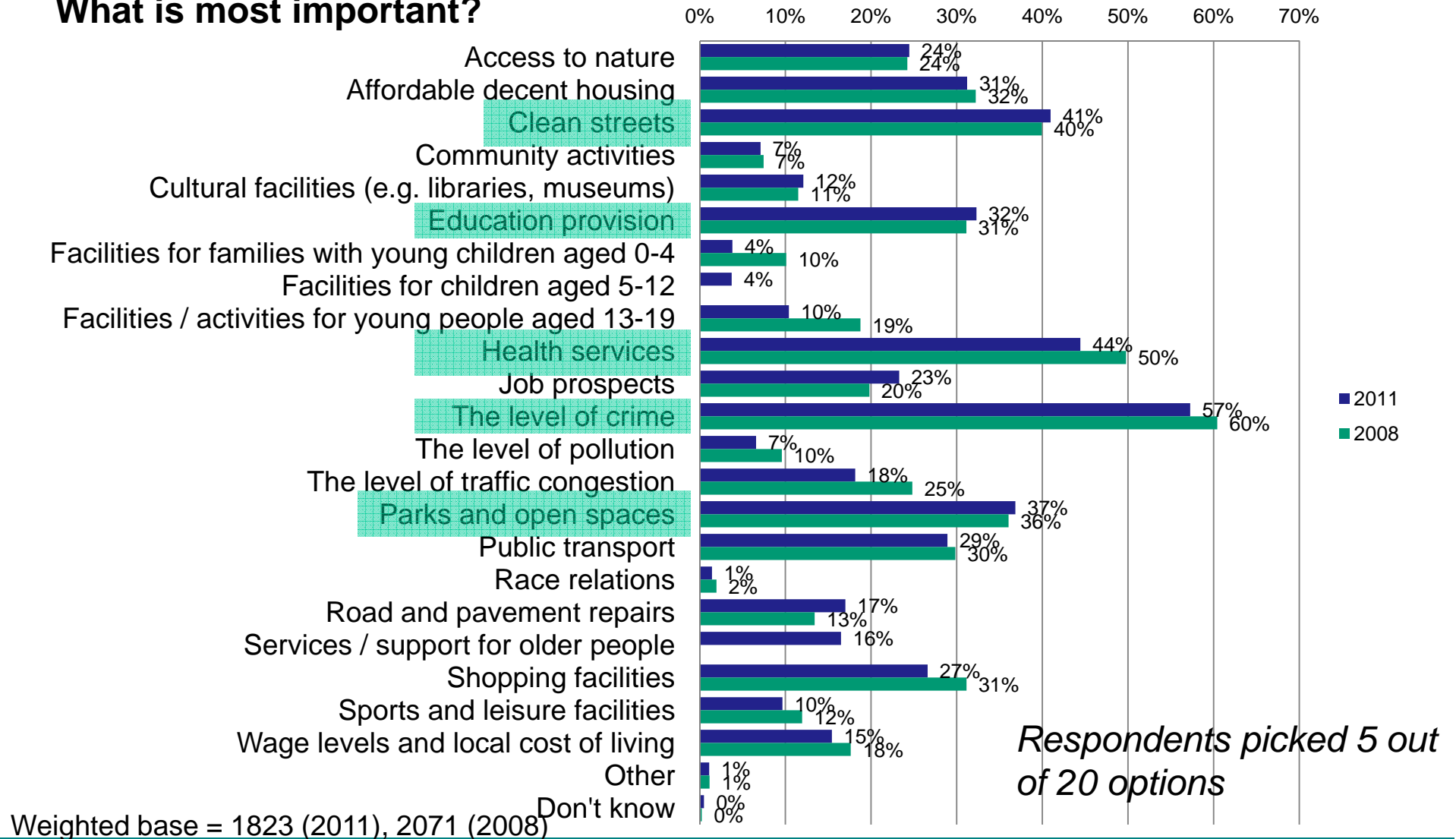
Overall, the survey results paint a positive picture of Poole, with:

- Improved perceptions of all local public services
- Increased satisfaction with the Council, individual council services and improved perceptions of value for money
- Increased public confidence with community safety issues
- Improved community cohesion, but room for improvement
- Slight decrease in residents with good health

Q1 Most important factors in making somewhere a good place to live



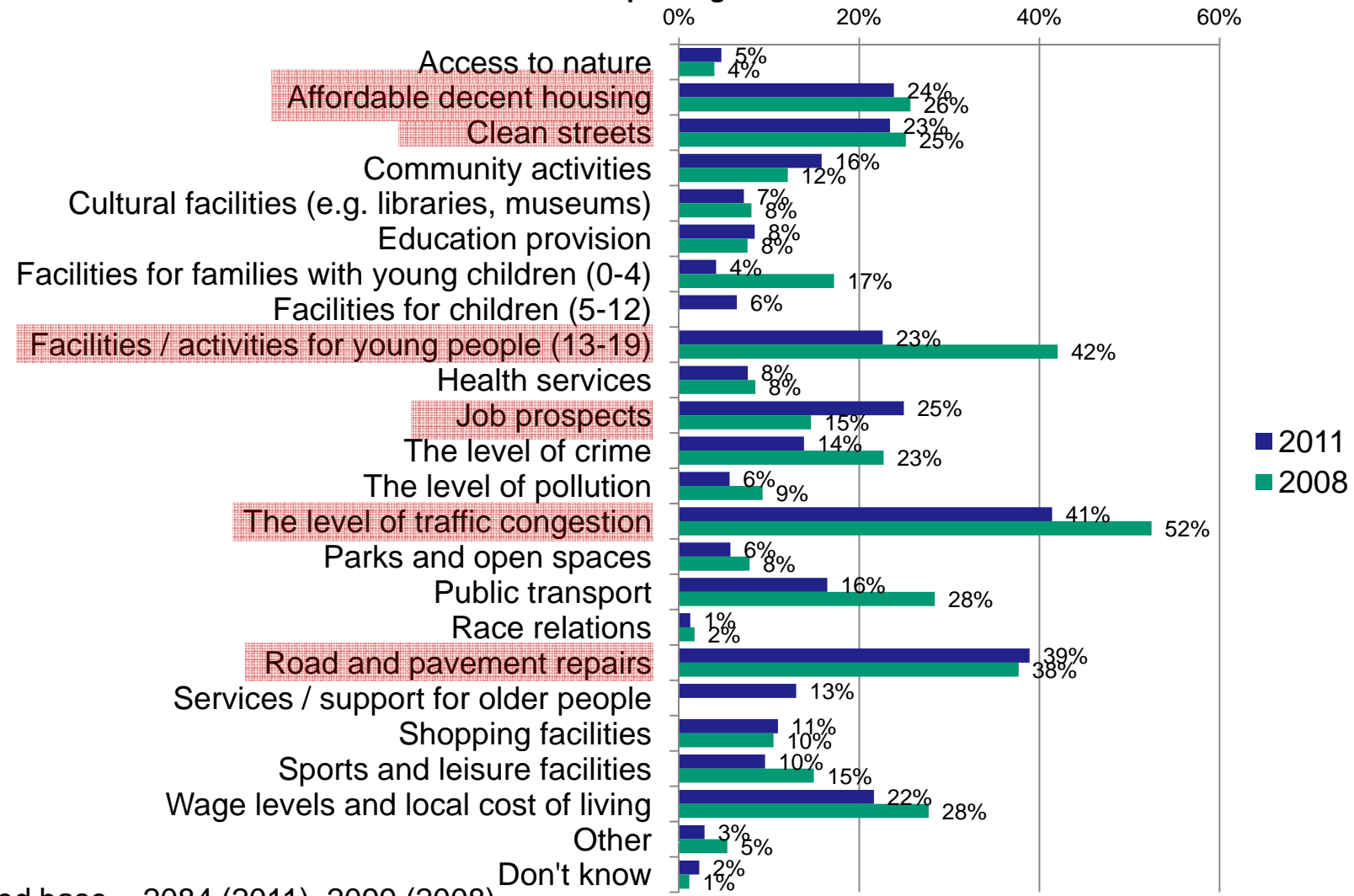
What is most important?



Q2 Things that most need improving in the local area



What most needs improving in the local area?

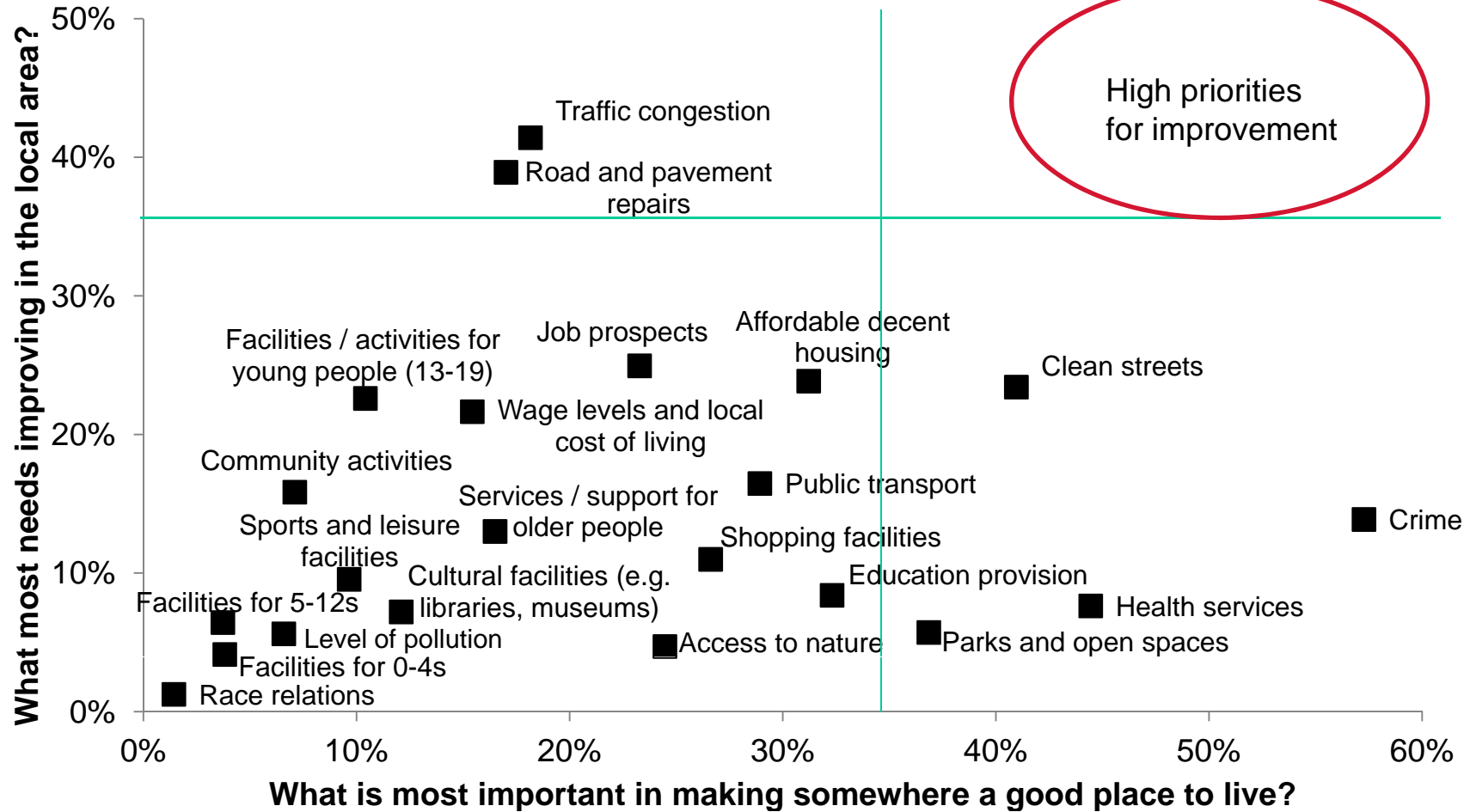


Weighted base = 2084 (2011), 2099 (2008)

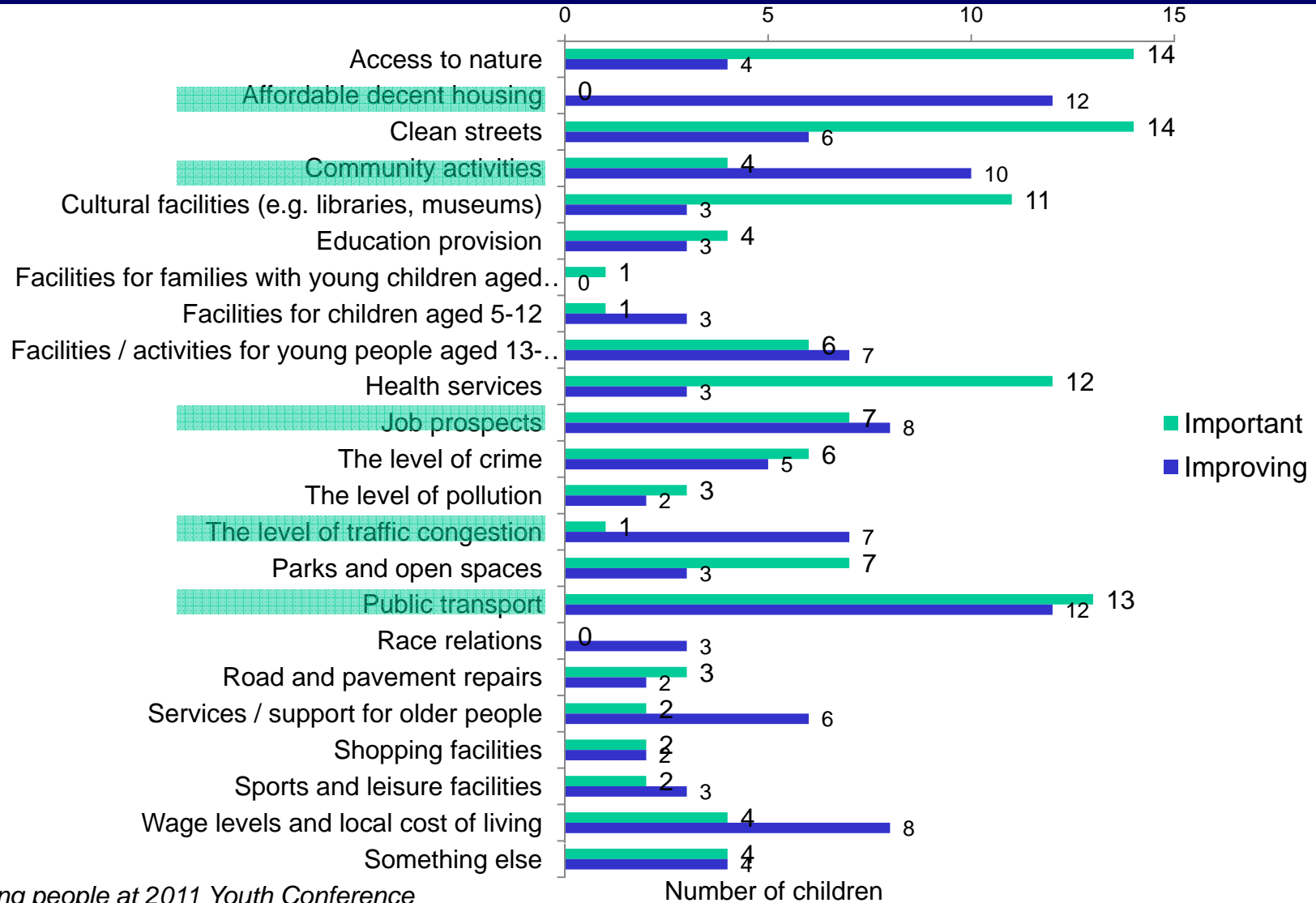
Residents priorities for improvement



Resident concerns compared with priorities for improvement



Young People's priorities for improvement



Base=27 young people at 2011 Youth Conference

Number of children

Communities indicators



NI5: % satisfied with their local area as a place to live

Weighted base = 2238 (2011), 2037 (2008).

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

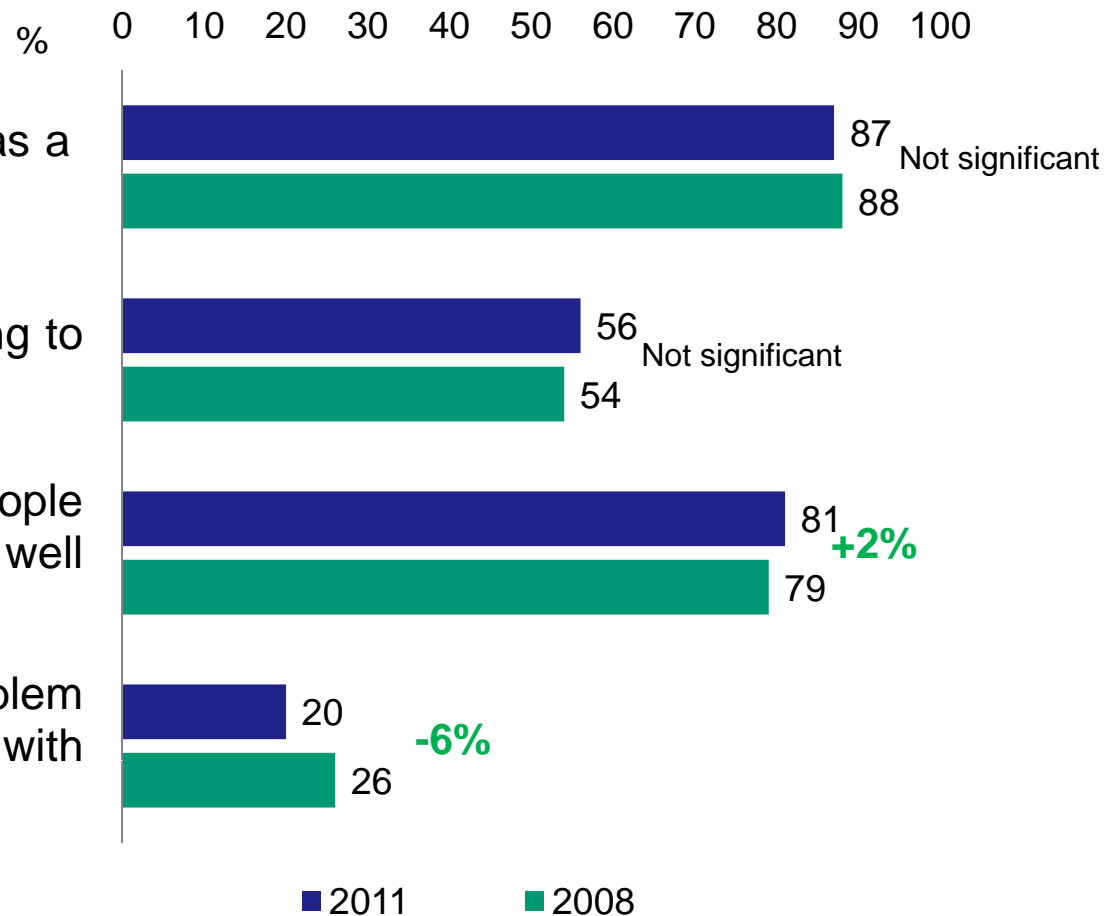
Weighted base = 2157 (2011), 2205 (2008)

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

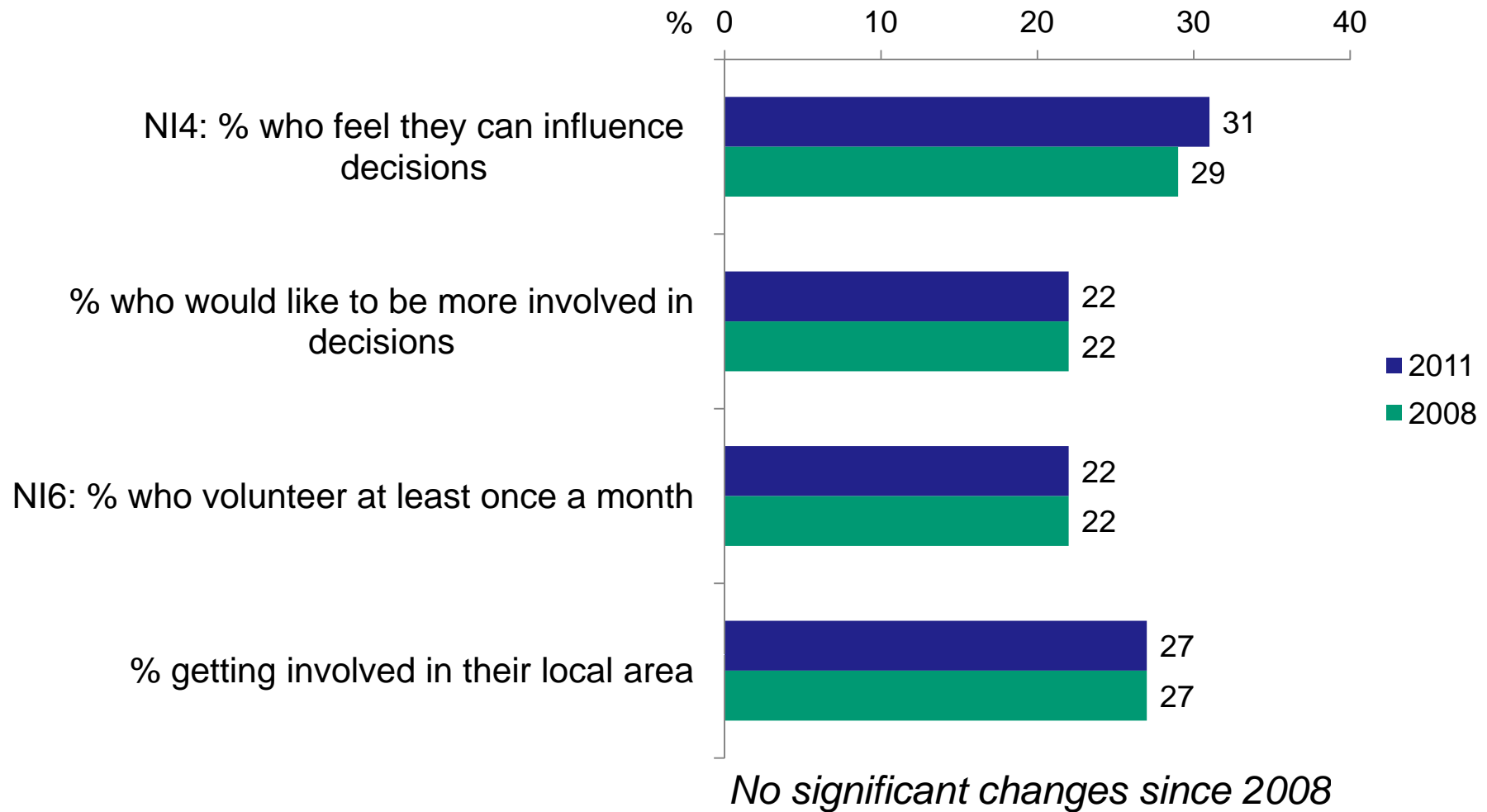
Weighted base = 1585 (2011), 1416 (2008)

NI23: % who think there is a problem with people NOT treating each other with respect and consideration.

Weighted base = 2201 (2011), 2108 (2008)



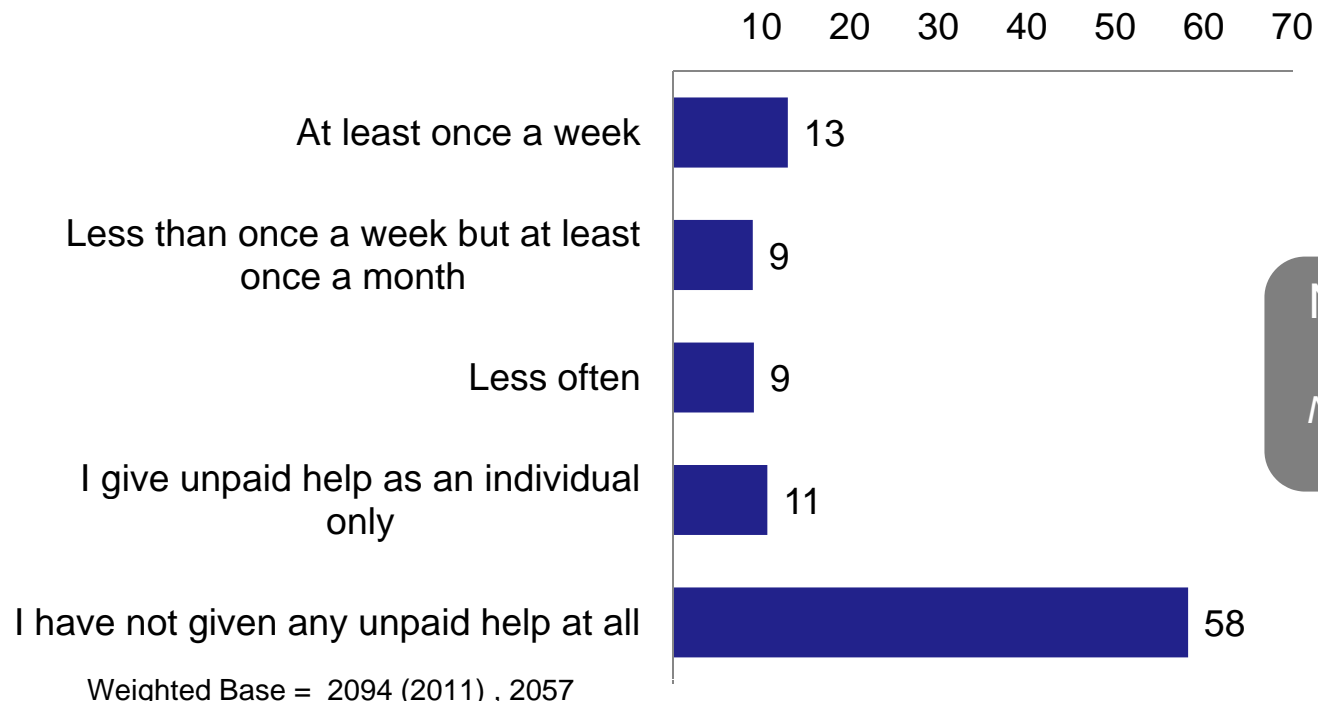
Getting involved indicators



Helping out (NI6)



About how often over the last 12 months have you given any unpaid help or been a volunteer to any group(s), club(s) or organisation(s)?



NI6 =22% volunteered at least once a month
No significant difference from 2008

24% of respondents would like to volunteer in the future.

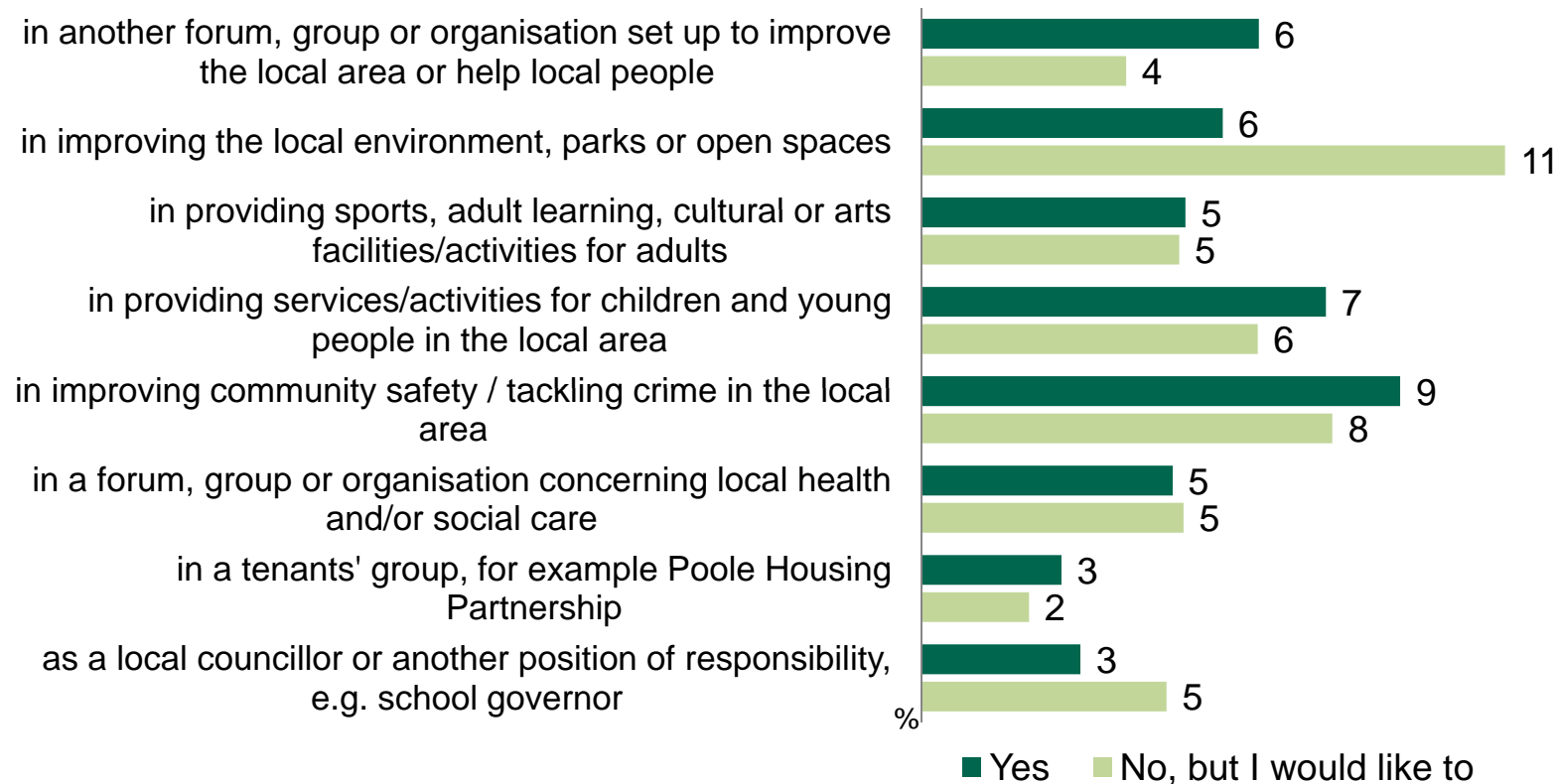
18% of those who do not volunteer regularly would like to give help in the future.

Getting involved in the local area



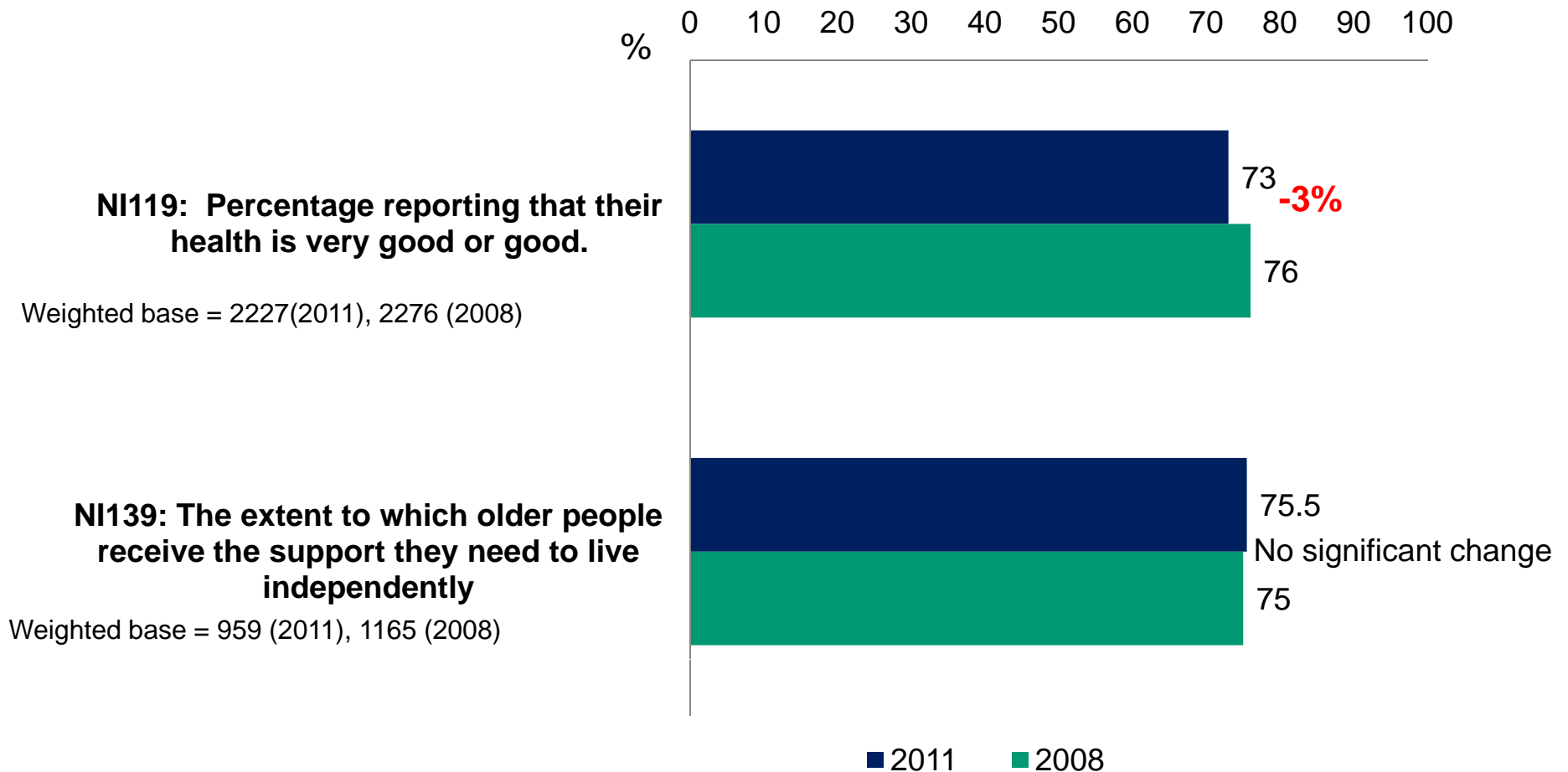
Overall 27% are involved in local forums, groups or organisations that affect or deliver services in the local area. A further 16% would like to get involved.

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



Weighted base = 2205

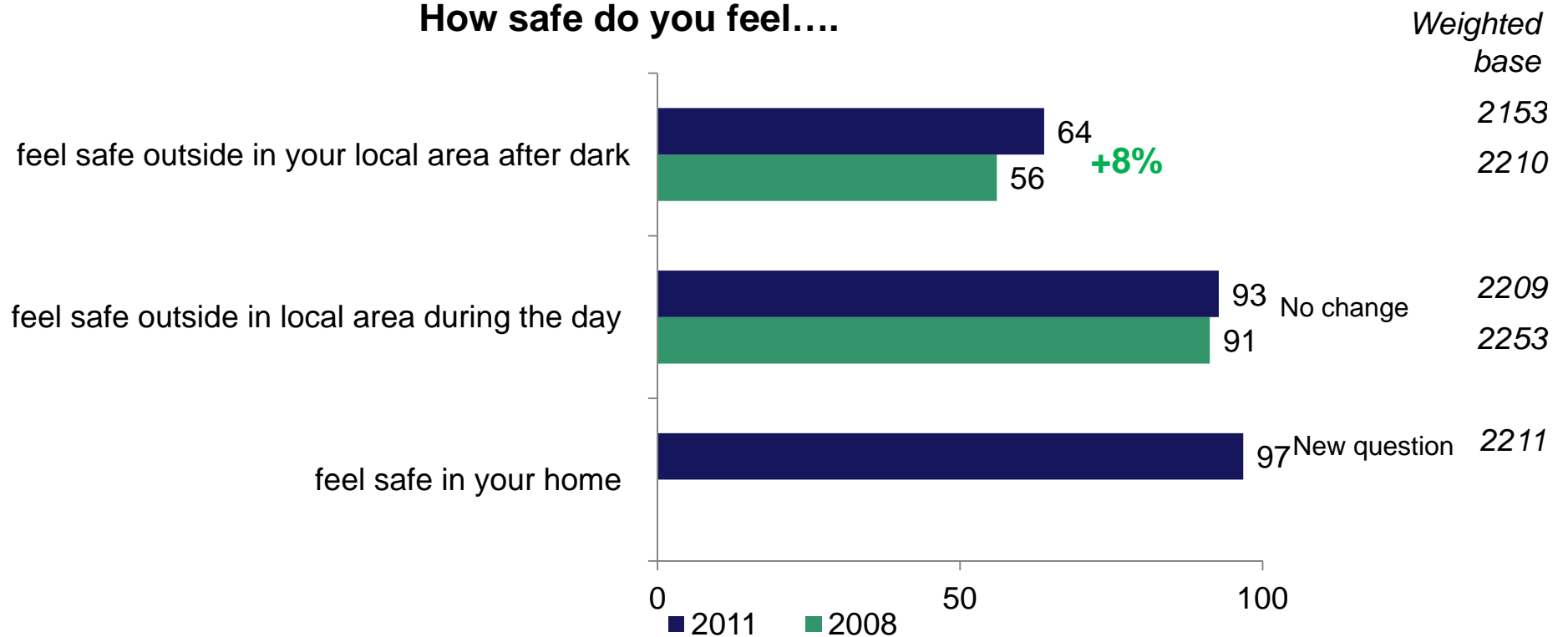
Health and Wellbeing



Q21 Feeling of safety



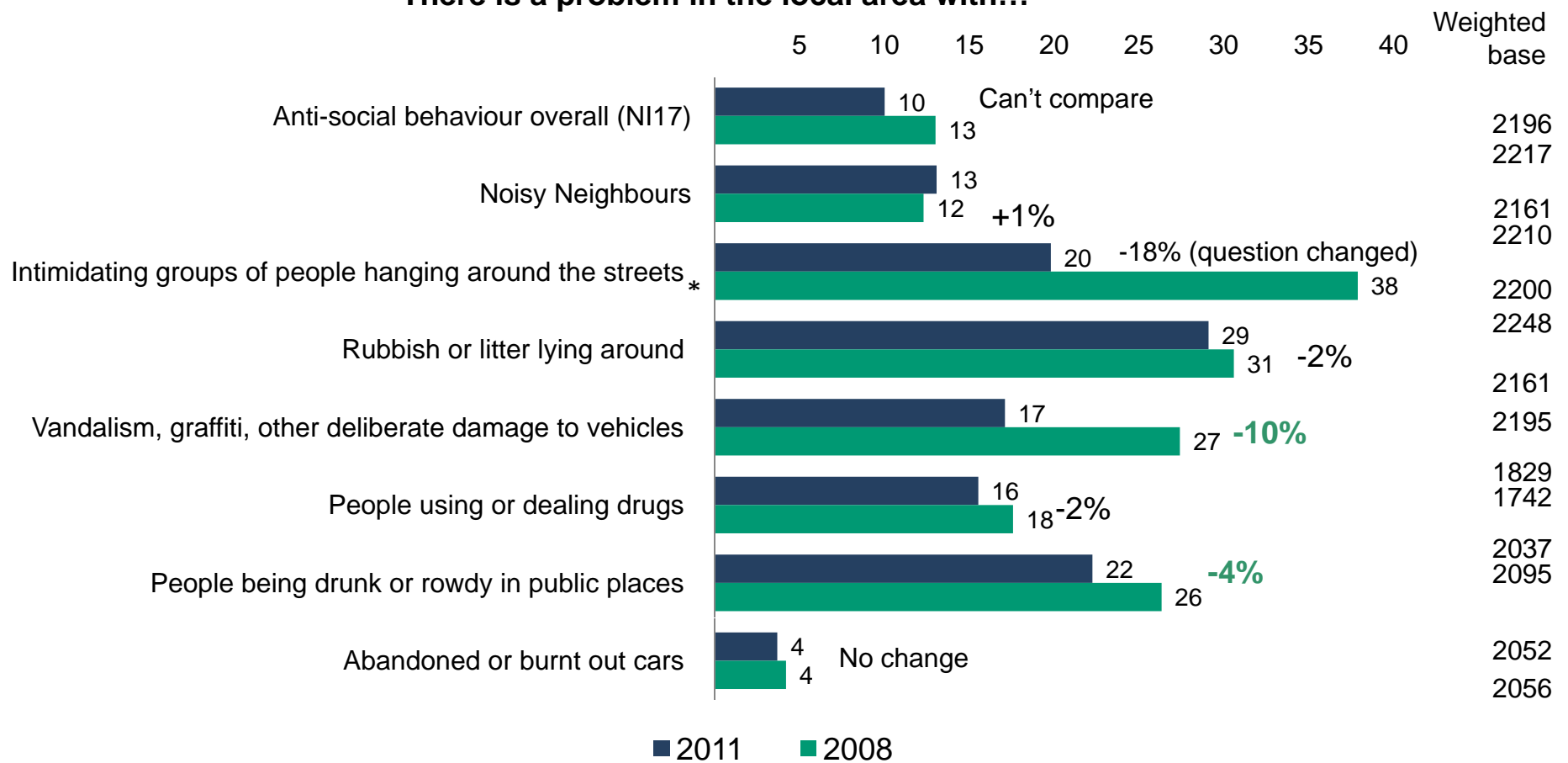
How safe do you feel....



Q23 Anti-social behaviour

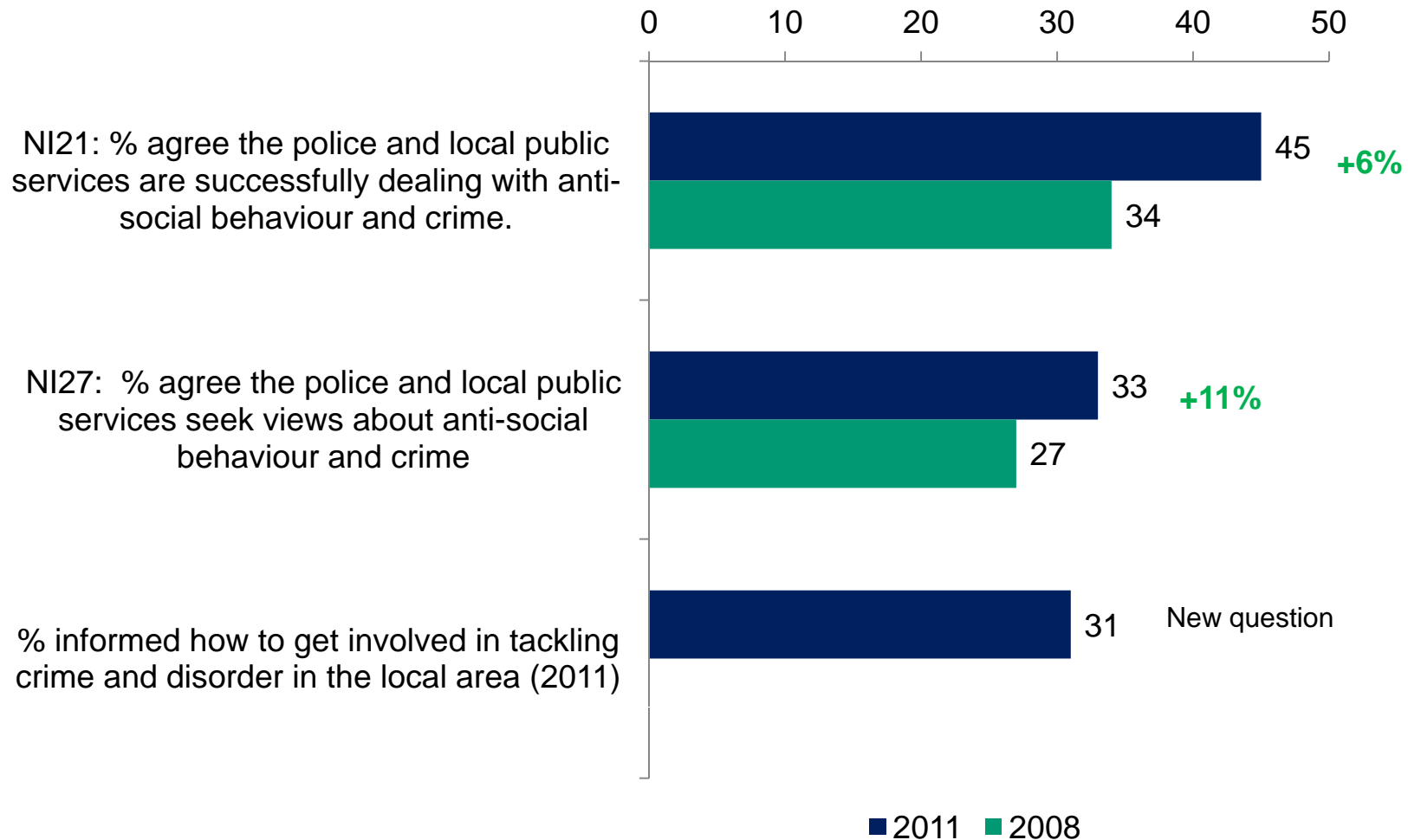


There is a problem in the local area with...



* Question changed from Groups of teenagers to groups of teenagers.

Perceptions of Community Safety



Indicators by Safer Neighbourhood Areas (2011 Survey)



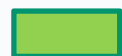
2011	Safer Neighbourhood Area							
	Hamworthy East, Hamworthy West and Poole Town	Poole Town and Oakdale	Parkstone, Penn Hill and Canford Cliffs	Newtown, Branksome East and Branksome West	Alderney	Creekmoor and Canford Heath East & West	Broadstone and Merley & Bearwood	Poole
NI5: % satisfied with their local area as a place to live.	86.3%	83.3%	93.3%	80.2%	73.6%	87.9%	96.0%	87%
NI2: % who feel they belong to their local neighbourhood.	57.9%	48.4%	55.6%	49.2%	52.0%	56.3%	70.4%	55%
NI6: % who volunteer at least once a month	16.3%	24.5%	23.2%	14.8%	26.3%	21.2%	27.8%	22%
NI3: % getting involved in their local area	22.4%	29.6%	34.3%	17.0%	23.4%	23.2%	34.3%	27%
NI1: % who believe people from different backgrounds get on well together.	72.7%	74.0%	88.0%	75.2%	79.1%	85.8%	88.6%	81%
NI23: % who think there is a problem with people not treating each other with respect and consideration.	30.9%	25.7%	13.7%	24.5%	22.7%	21.0%	10.9%	20%
NI17: % who think anti-social behaviour is a problem in their area. (Based on answers to 7 questions.)	13.9%	18.9%	5.1%	12.2%	9.9%	10.3%	1.3%	10%
NI41: % who think there is a problem with people being drunk/rowdy in public places.	22.9%	37.4%	19.6%	25.2%	15.0%	19.2%	7.5%	22%
NI42: % who think there is a problem with people using/dealing in drugs.	22.4%	23.4%	10.6%	17.3%	14.3%	16.5%	3.9%	15%
NI27: % who agree the police and local public services seek views about anti-social behaviour and crime in the local area.	45.7%	27.8%	27.4%	29.8%	27.3%	37.3%	42.9%	33%
NI21: % who agree the police and local public services are successfully dealing with anti-social behaviour and crime in the local area.	57.4%	37.5%	44.3%	38.9%	36.9%	51.3%	53.9%	45%
NI119: Percentage reporting that their health is very good or good.	69.0%	69.6%	78.8%	69.2%	64.2%	73.3%	79.1%	73%

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

Indicator by Safer Neighbourhood Areas Significant changes 2008 - 2011



Significant differences from 2008 to 2011	Safer Neighbourhood Area							
	Hamworthy East, Hamworthy West and Poole Town	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	Poole
NI5: % satisfied with their local area as a place to live.	1.9%	-8.3%	2.2%	-1.4%	-1.7%	-1.9%	1.8%	-1%
NI2: % who feel they belong to their local neighbourhood.	1.6%	-2%	-1.7%	-.1%	.4%	1.9%	9.6%	2%
NI6: % who volunteer at least once a month	-3.7%	.4%	-.7%	-2.7%	14.2%	1.3%	-1.7%	-
NI1: % who believe people from different backgrounds get on well together.	12.2%	-6.5%	3.9%	2.5%	15.0%	.6%	2.4%	2%
NI23: % who think there is a problem with people not treating each other with respect and consideration.	-2.3%	-2.5%	-1.5%	-9.7%	-24.6%	-2.6%	-5.3%	-6%
NI41: % who think there is a problem with people being drunk/rowdy in public places.	-7.9%	2.5%	-2.8%	-7.3%	-18.3%	-5%	-8.9%	-4%
NI42: % who think there is a problem with people using/dealing in drugs.	-3.9%	4.2%	-3.4%	-3.9%	-6.4%	2.7%	-10.6%	-2%
NI27: % who agree the police and local public services seek views about anti-social behaviour and crime in the local area.	17.1%	-.9%	1.0%	11.5%	4.2%	6.8%	6.7%	6%
NI21: % who agree the police and local public services are successfully dealing with anti-social behaviour and crime in the local area.	20.3%	6.5%	10.2%	14.3%	12.1%	11.6%	10.4%	11%
NI119: Percentage reporting that their health is very good or good.	-3.9%	-2.6%	.6%	-1.9%	-11.1%	-7.1%	-1.0%	-3%



= Statistical significant improvements



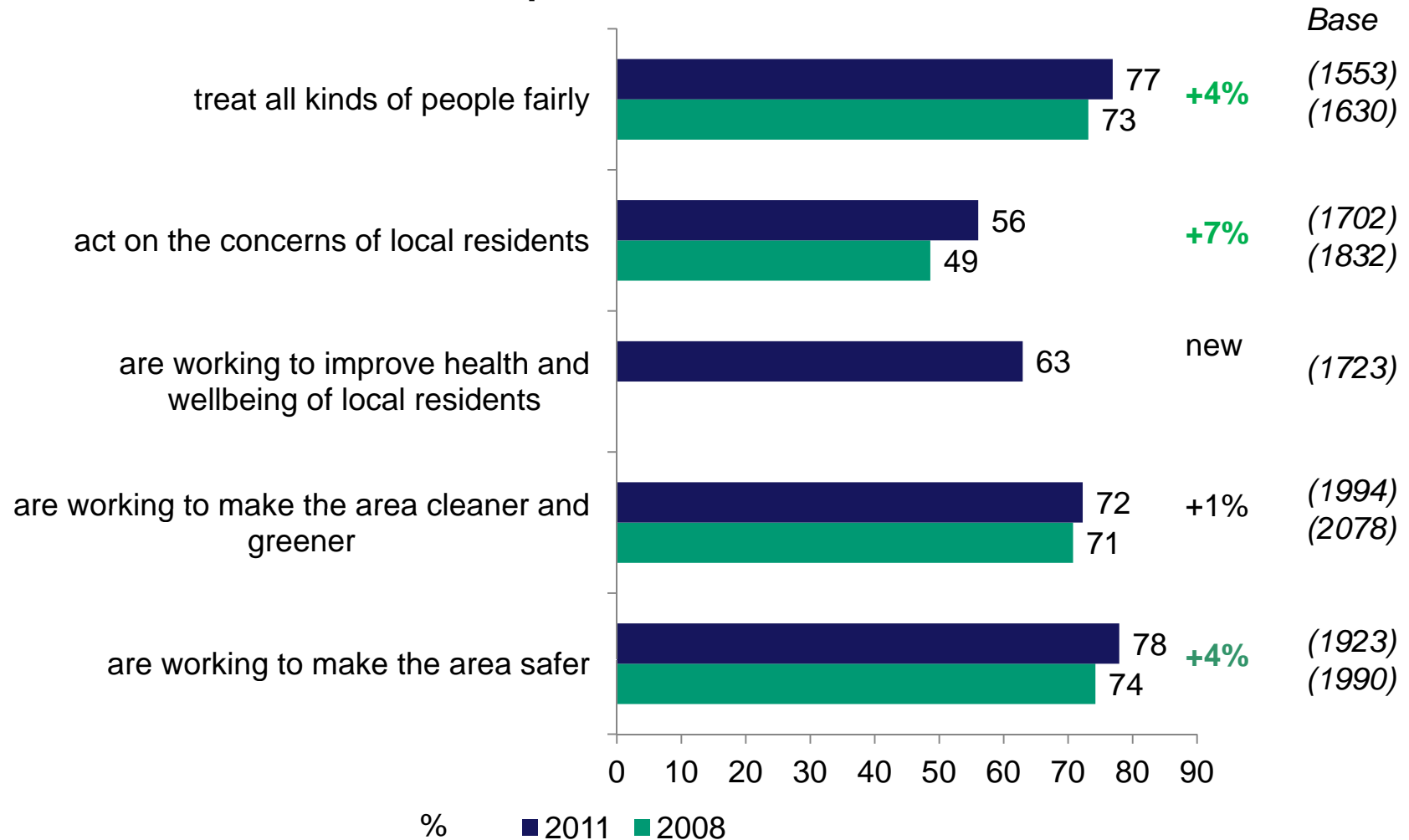
= Statistically significant decreases

Note as there are small sample sizes for safer neighbourhood areas the actual % value could fall within a wider range.

Perceptions of Local Public Services



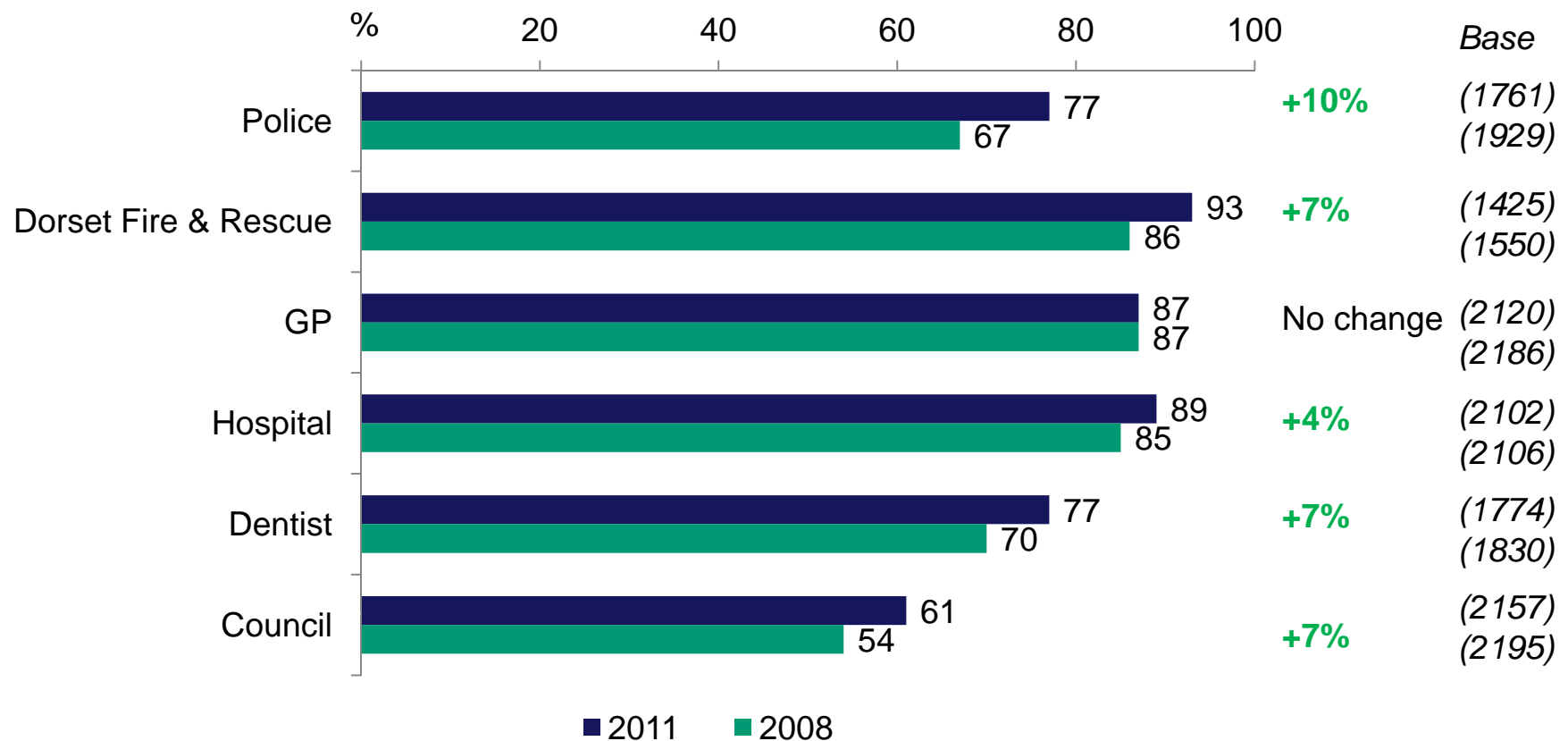
Local public services...



Local Public Services (Agencies)



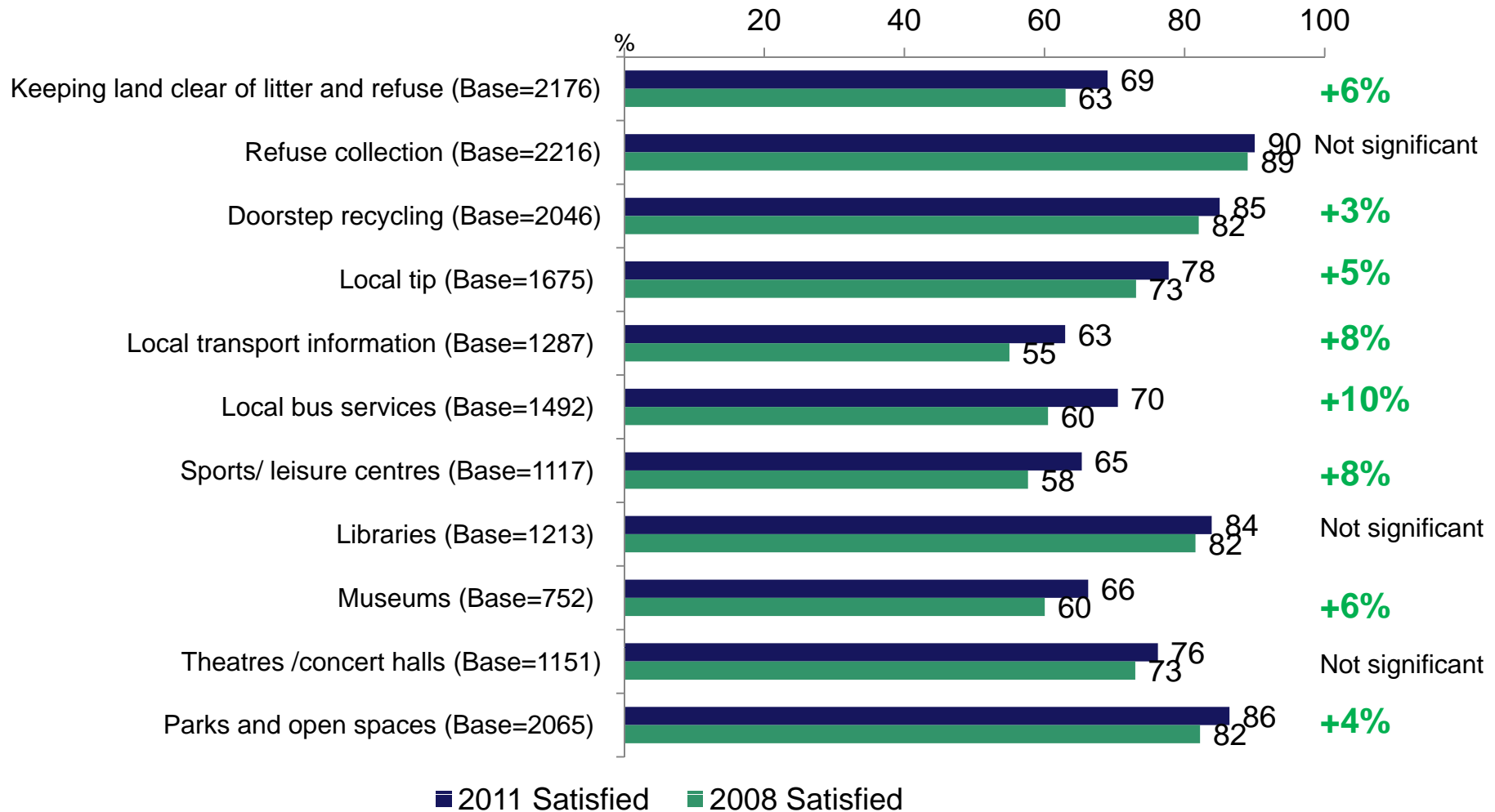
Satisfaction with local public services



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



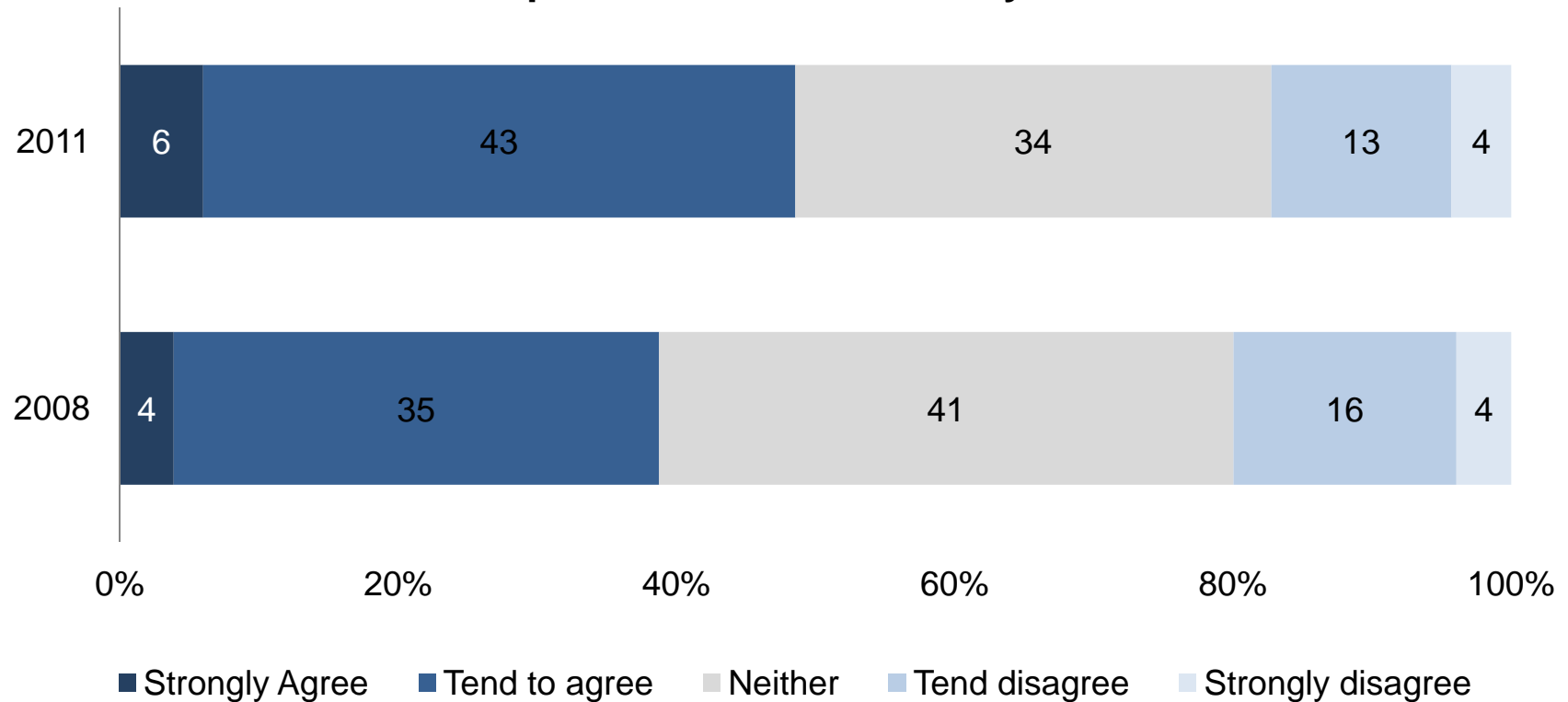
Satisfaction with Council Services



Q10 Value for money



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



Value for money =
49%
+10% since 2008

Weighted base = 2083 (2011), 2116 (2008)

Further analysis



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

- Communities
- Community Safety
- Getting involved
- Health and Wellbeing
- Local Public Services

Results will be available at www.boroughofpoole.com/shapingpoole

For further information or to request analysis, contact:

Heather Kitching, Consultation Manager, Corporate Research Team

Borough of Poole. **Tel:** 01202 633354. **Email:** h.kitching@poole.gov.uk