

Shaping Poole Survey 2011 Headline Findings

Produced by the Corporate Research Team – November 2011



1. The Survey

The 2011 Shaping Poole Survey updates the 2008 Place Survey to provide valuable, robust evidence to the Council and its partners about what is important to Poole people and where improvements are needed to shape service planning and policies.

The survey was mailed to a random sample of 5,500 households in September 2011, with two reminders sent to boost response. 2,265 surveys were returned (response rate of 41%)¹. A sample of this size enables analysis by Safer Neighbourhood Areas and equalities themes to identify differences for policy planning.

2. Key Findings

Overall the headline results of the survey paint a very 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

a. Quality of Life

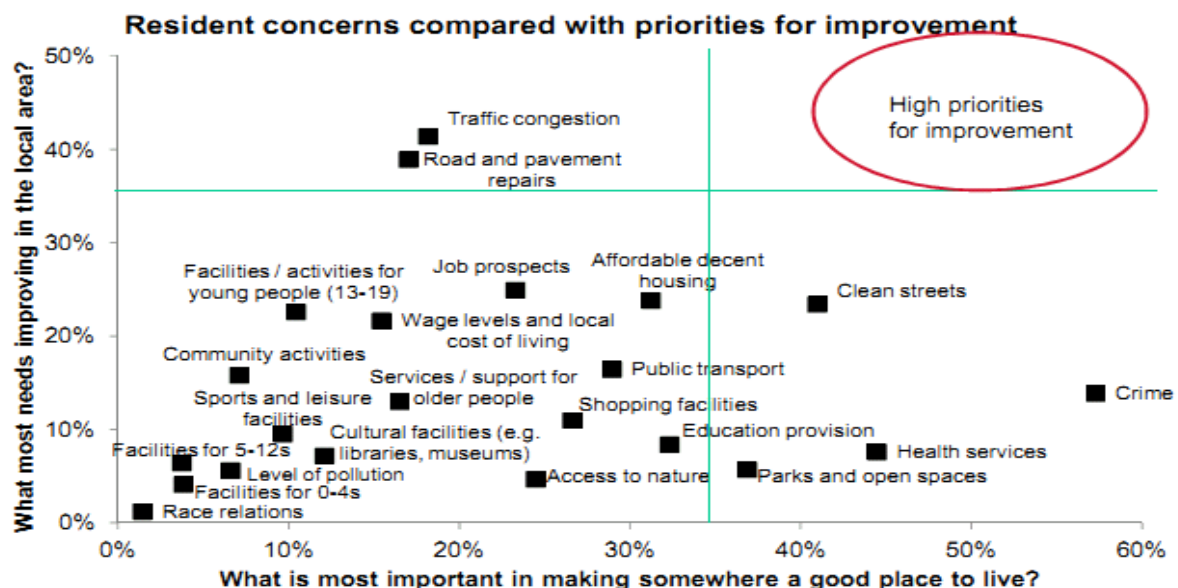
Respondents were asked to pick the five things they felt most important and in need of improvement. The level of crime (57%), health services (44%), parks and open spaces (37%), education provision (32%) and clean streets (31%) were cited as the factors most important in making somewhere a good place to live. These were among the top six in the 2008 Survey².

When asked what most needs improving in the local area the five main concerns were:

- Congestion (41%, decreased from 52% in 2008)
- Road and pavement repairs (39%, was 38% in 2008)
- Job prospects (25%, was 15% in 2008 and not a priority)
- Affordable decent housing (24%, was 26% in 2008)
- Facilities / activities for teenagers (23%, was 42% in 2008)

Priorities for improvement

When plotting what is important against what needs improving, Poole shows no such priority areas, which may indicate that public services are prioritising issues that matter to residents.

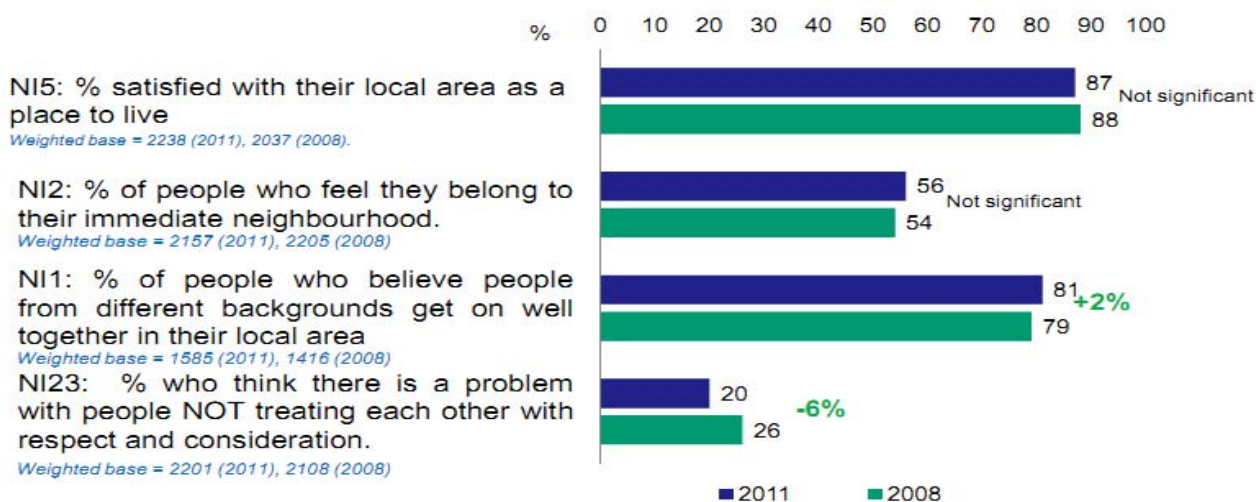


¹ The results have been weighted by age and gender to account for differing response rates.

² In 2008 affordable decent housing (32%) was higher than education (31%)

A similar pattern was produced from the 2008 Survey. While the level of congestion is seen as in most in need of improvement, it is of fairly low importance (18%); as is the case for road and pavement repairs (17%). The level of crime is most important, but is felt in need of less improvement than in 2008, supported by increased public confidence.

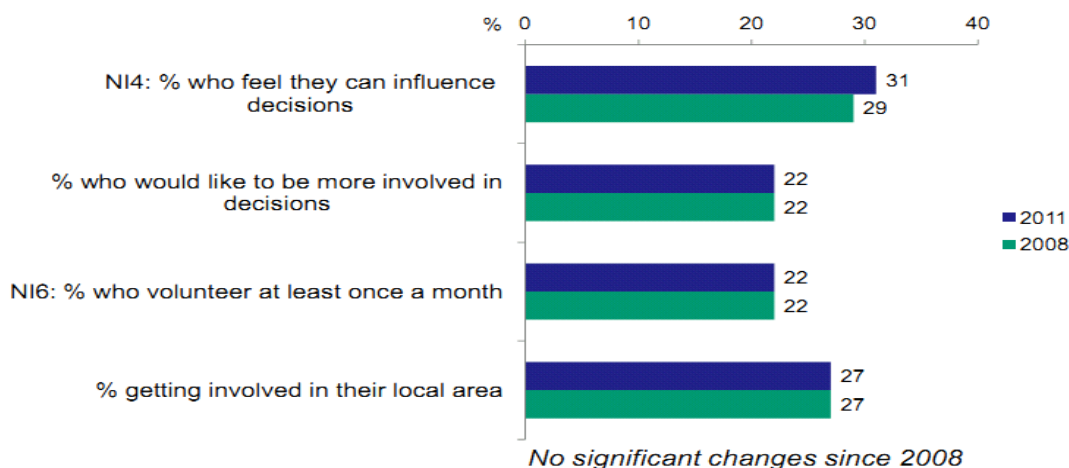
b. Communities



Overall, satisfaction with the local area is high at 87%. This shows no significant change since 2008, when Poole was in the top 25% of all authorities, and compares with 86% satisfaction from the 2011 Citizenship Survey³. However those living in more affluent areas are more satisfied (96%) than those in less affluent areas (74%).

Perceptions of community cohesion have increased since 2008, with 81% agreeing that people from different backgrounds got on well together in their area. This is lower than the Citizenship Survey national results (86%), which shows an increase from previous years.

c. Getting involved



The number of people who feel they can influence decisions in their local area (31%) shows no change since 2008 (29%). This figure is lower than national results (38% felt they could influence decisions). 22% in Poole would like to get more involved in decision making, and 61% said it would depend on the issue, showing potential to involve residents in the future.

22% volunteer at least once a month, compared to a national average of 25% and 27% have been involved in groups, organisations or clubs that affect the local area, and a further 16% would like to get involved. Further analysis of the results will show where there is the greatest interest in getting involved and where barriers may be to involving residents in their communities under the Localism agenda.

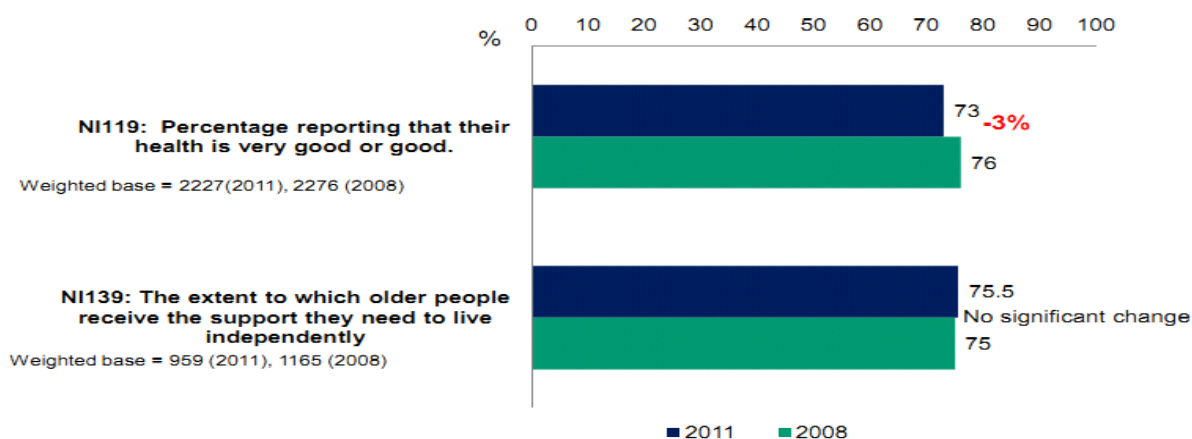
³ <http://www.communities.gov.uk/publications/corporate/statistics/citizenshipsurveyq4201011>

d. Community Safety

Community safety shows a very positive picture, with reduced fear of crime and increased confidence in local agencies in dealing with, and seeking views about, crime and anti-social behaviour. These are both particularly successful in Hamworthy East and West, where residents have high levels of confidence despite high perceptions of anti-social behaviour (Appendix A).

Indicator	2011 %	2008 %	Difference	
Feeling of safety in the area during the day	92	91	+1%	Not signifnt
Feeling of safety in the area after dark	64	56	+8%	Significant
% think anti-social behaviour is <u>a problem</u> . (Based on 7 questions.)	10	13	Question changed ⁴	
% think there is <u>a problem</u> with people being drunk/rowdy in public places.	22	26	-4%	Significant
% who think there is <u>a problem</u> with people using/dealing in drugs.	16	18	-2%	Not signifnt
% who <u>agree</u> the police and local public services are successfully dealing with anti-social behaviour and crime.	45	34	+11%	Significant
% <u>agree</u> the police and local public services seek views about anti-social behaviour and crime	33	27	+6%	Significant
% <u>agree</u> the police and public services inform residents how to get involved in tackling crime and disorder	31	New question		

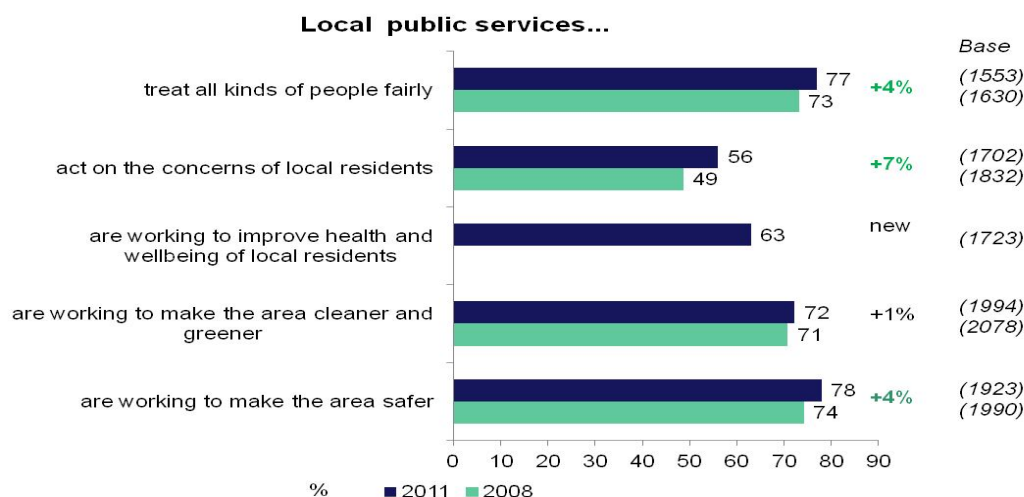
e. Health and Wellbeing



General health has decreased slightly since 2008, with 73% feeling their health is very good/good compared to 76% in 2008. 65% of Poole residents reported good health in the 2001 Census. Follow up analysis will take place when the 2011 Census results are available later in 2012.

f. Local Public Services

Overall perceptions of, and satisfaction with, local public services has increased since 2008.



⁴ The question 'teenagers hanging around the streets' changed to 'intimidating groups of people hanging around the streets'.

g. Council Services

Overall satisfaction with the Council has increased by 7% since 2008, with most council services showing significant increases in satisfaction amongst users. Satisfaction with public services as a whole has increased. More residents feel the Council provides value for money.

Question		2011 (%)	2008 (%)	Difference	
Q11	Satisfied with the way the Council runs things	61	54	+7%	Significant
Q10	Agree the council provides value for money	49	39	+10%	Significant
Q12	Feel informed about local public services	47	47	-	Not signft
Q8	Satisfied with: <i>(base = all respondents)</i>				
	...keeping public land clear of litter and refuse	69	63	+6%	Significant
	...refuse collection	90	89	+1%	Not signft
	...doorstep recycling	85	82	+3%	Significant
	Satisfaction with: <i>(base = those using services in last 12 months)</i>				
	...local tips/household waste recycling centres	78	73	+5%	Significant
	...local transport information	63	55	+8%	Significant
	...local bus services	70	60	+10%	Significant
	...sport/leisure facilities	65	58	+7%	Significant
	...libraries	84	82	+2%	Not signft
	...museums/galleries	66	60	+6%	Significant
	...theatres/concert/halls	76	73	+3%	Not signft
...parks and open spaces	86	82	+4%	Significant	

3. Area Differences

The headline findings paint a positive picture for Poole, however as the analysis by Safer Neighbourhood Area demonstrates (Appendix A), there are significant differences according to Safer Neighbourhood Area. Residents living in Broadstone and Merley & Bearwood have more positive perceptions for all twelve indicators shown, with those from Poole Town and Oakdale among the lowest for nine of the indicators. The findings support the areas prioritised by Poole Partnership (Alderney, Turlin Moor and Old Town), but they also highlight areas of Newtown and Branksome potentially requiring a more focussed approach. Appendix B shows improvements in Alderney compared with 2008. Lessons can also be learned from other areas showing significant signs of improvement, such as the positive effect of Safer Neighbourhoods across Poole, and in Hamworthy in particular.

4. Areas for Further Analysis





Preliminary analysis also highlights differences in perceptions according to age, gender, disability, ethnicity and by levels of deprivation across a range of issues. Further analysis will be undertaken to identify significant differences to help inform policy decisions and service planning. Work will also be undertaken to identify the key drivers of satisfaction (and dissatisfaction) to help focus on what would make the biggest difference.

Further analysis and findings will be available on www.boroughofpoole.com/shapingpoole.

Heather Kitching, Consultation Manager, Corporate Research Team, Borough of Poole
Email: h.kitching@poole.gov.uk
Telephone: 01202 633354

Appendix A: 2011 Shaping Poole Survey - Key Indicators by Safer Neighbourhood Areas

2011	Safer Neighbourhood Area							Poole
	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	
% 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%
% who feel they belong to their local neighbourhood.	57.9%	48.4%	55.6%	49.2%	52.0%	56.3%	70.4%	55%
% who volunteer at least once a month	16.3%	24.5%	23.2%	14.8%	26.3%	21.2%	27.8%	22%
% getting involved in their local area	22.4%	29.6%	34.3%	17.0%	23.4%	23.2%	34.3%	27%
% 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%
% 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%
% 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%
% 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%
% 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%
% 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%
% 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%
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

Appendix B: Key Indicators by Safer Neighbourhood Areas (Significant changes 2008 – 2011)

Significant differences from 2008 to 2011	Safer Neighbourhood Area							Poole
	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	
% 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%
% who feel they belong to their local neighbourhood.	1.6%	-.2%	-1.7%	-.1%	.4%	1.9%	9.6%	2%
% who volunteer at least once a month	-3.7%	.4%	-.7%	-2.7%	14.2%	1.3%	-1.7%	-
% who believe people from different backgrounds get on well together.	12.2%	-6.5%	3.9%	2.5%	15.0%	.6%	2.4%	2%
% 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%
% 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%
% 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%
% 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%
% 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%
% reporting 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.