

Shaping Poole Survey 2011



Shaping Poole Survey 2011 Members' Seminar Presentation

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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

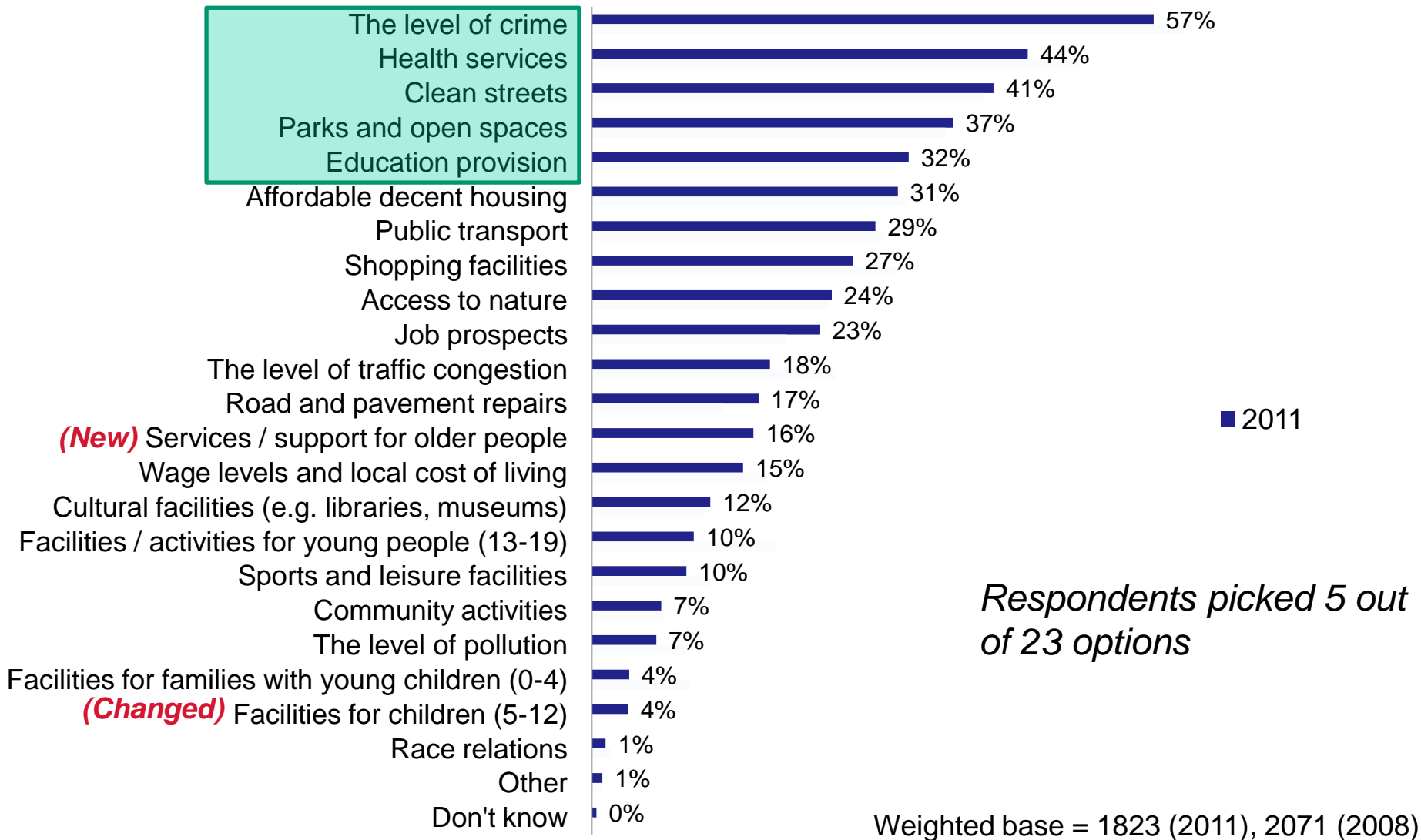
Survey Methodology



- Partnership Survey carried out every three years
- 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 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.

Poole as a place to live

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



What is most important (top 5) 'Over 60s' and 'Parents' priorities



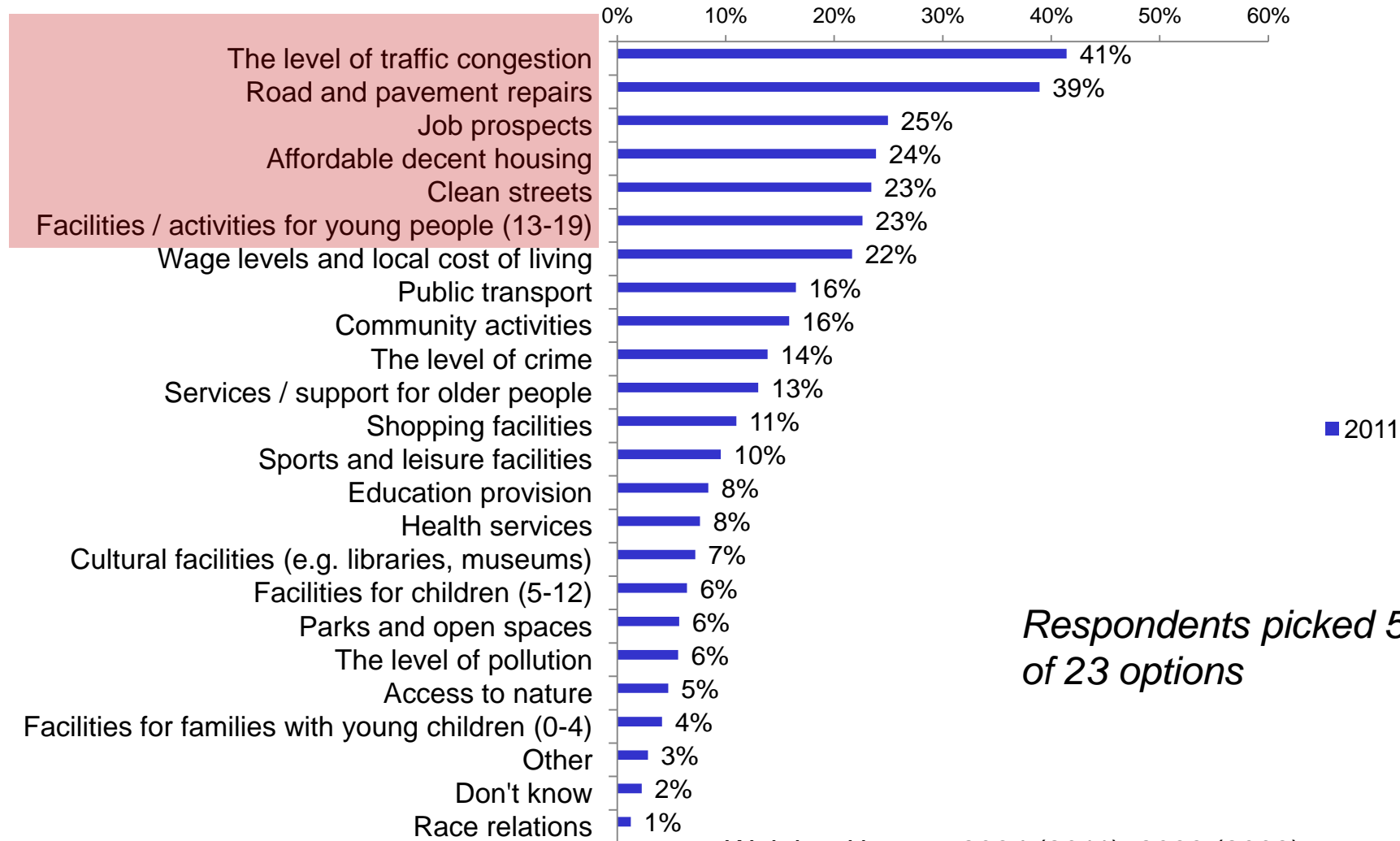
Over 60s

1. Health services (58%)
2. The level of crime (48%)
3. Public transport (44%)
4. Clean streets (43%)
5. Affordable decent housing (30%)
Services / support for older people (30%)

Parents

1. The level of crime (62%)
2. Parks and open spaces (42%)
3. Clean streets (40%)
4. Education provision (40%)
5. Health services (37%)

Q2 Things that most need improving in the local area



Respondents picked 5 out of 23 options

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

What needs improving (top 5) 'Over 60s' and 'Parents' priorities



Over 60s

1. Road and pavement repairs (46%)
2. The level of traffic congestion (41%)
3. Clean streets (28%)
4. Services / support for older people (22%)
5. Facilities / activities for 13-19s (21%)

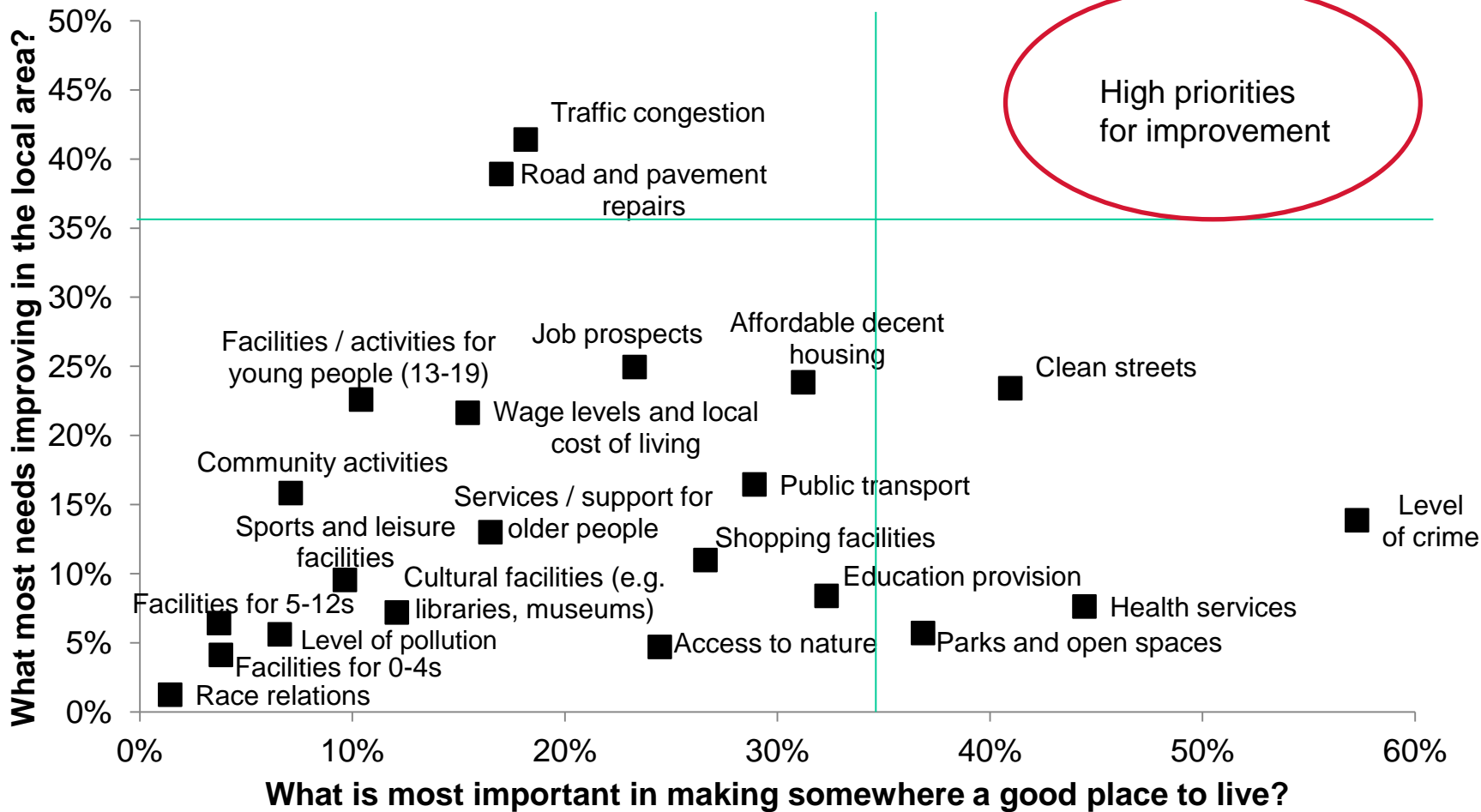
Parents

1. The level of traffic congestion (40%)
2. Road and pavement repairs (35%)
3. Facilities / activities for 13-19s (32%)
4. Wage levels and local cost of living (32%)
5. Affordable decent housing (29%)

Residents priorities for improvement (all residents)

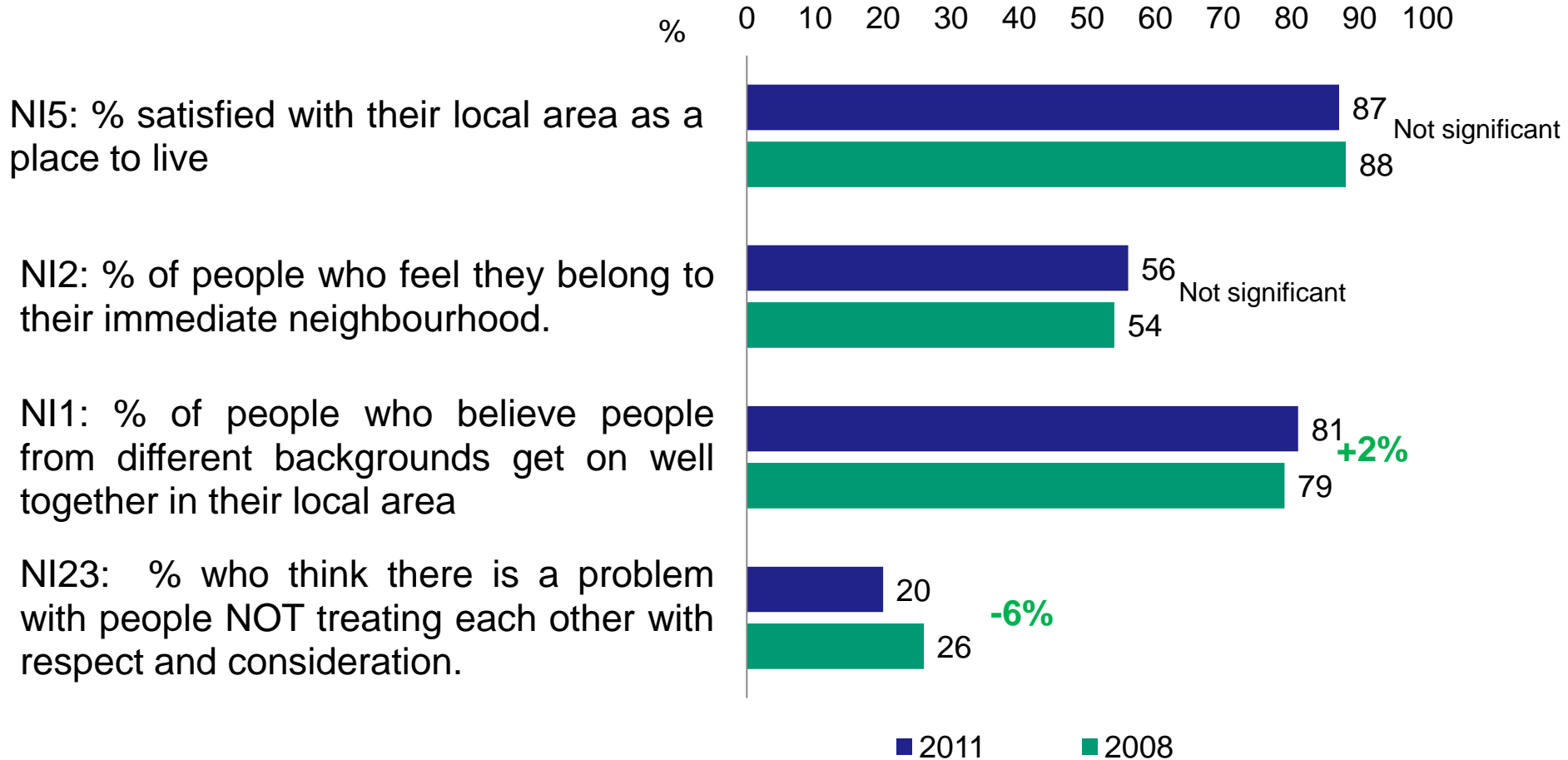


Resident concerns compared with priorities for improvement



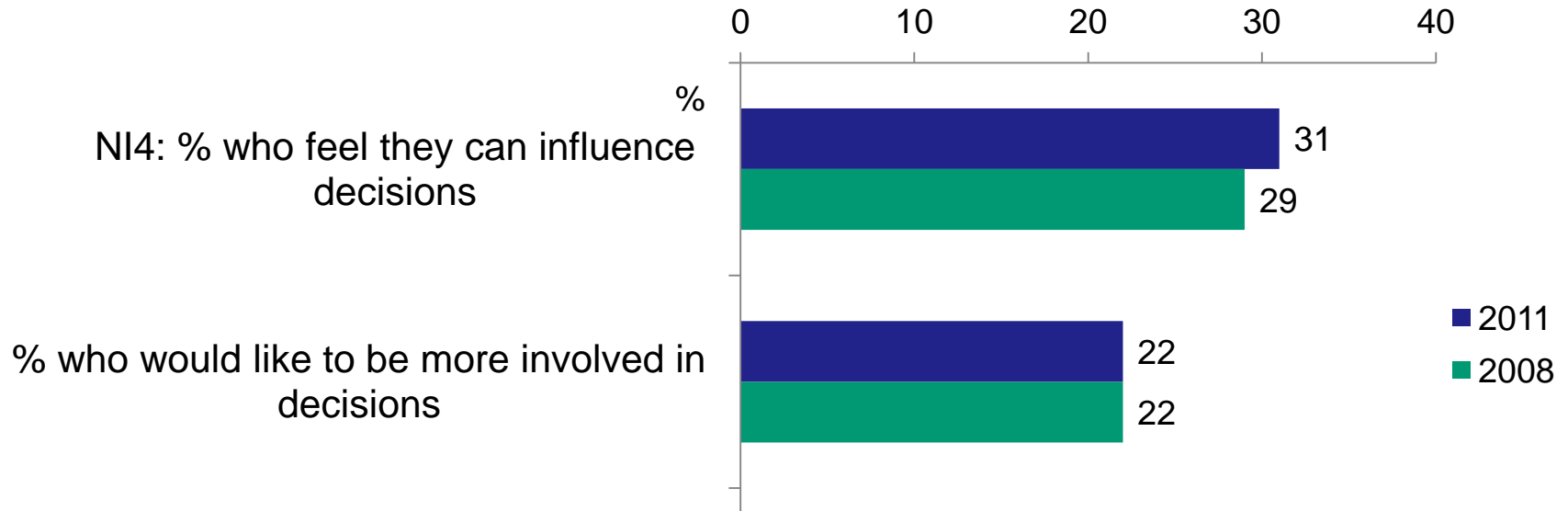
Communities

Communities indicators



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

Getting involved indicators

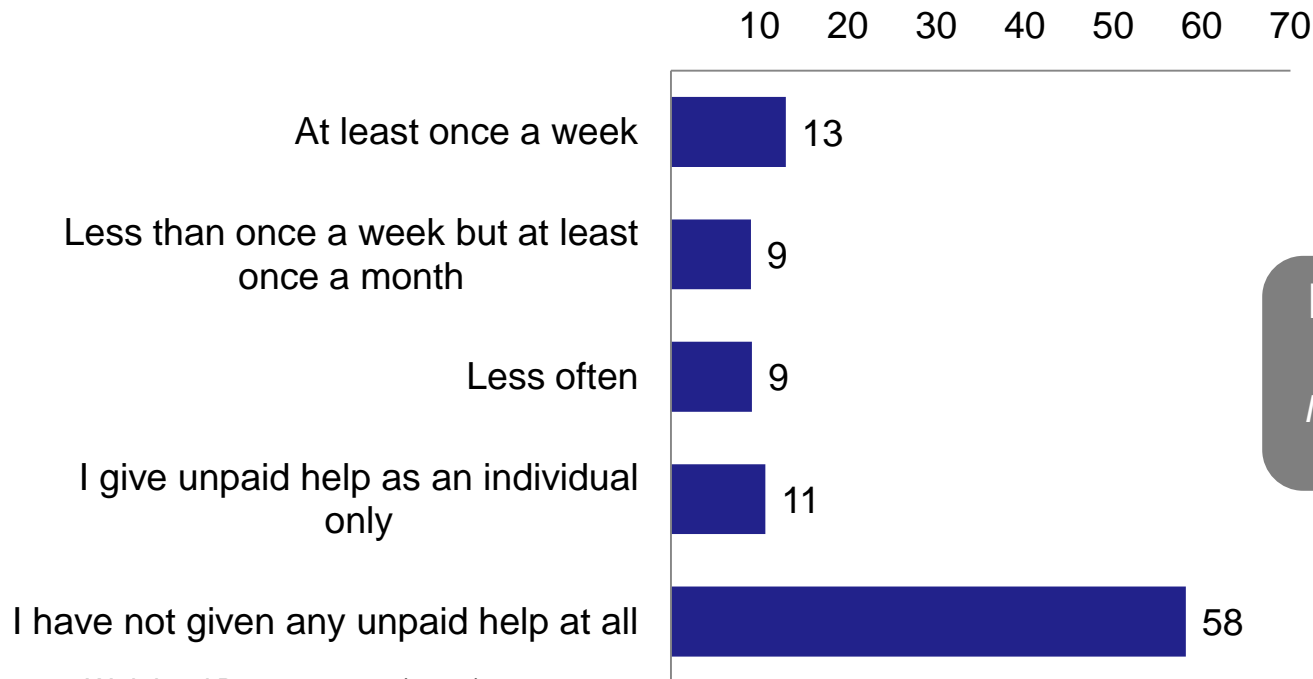


- A further 61% would like to be involved (depending on the issue)

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)?



Weighted Base = 2094 (2011) . 2057

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 would like to give help in the future.

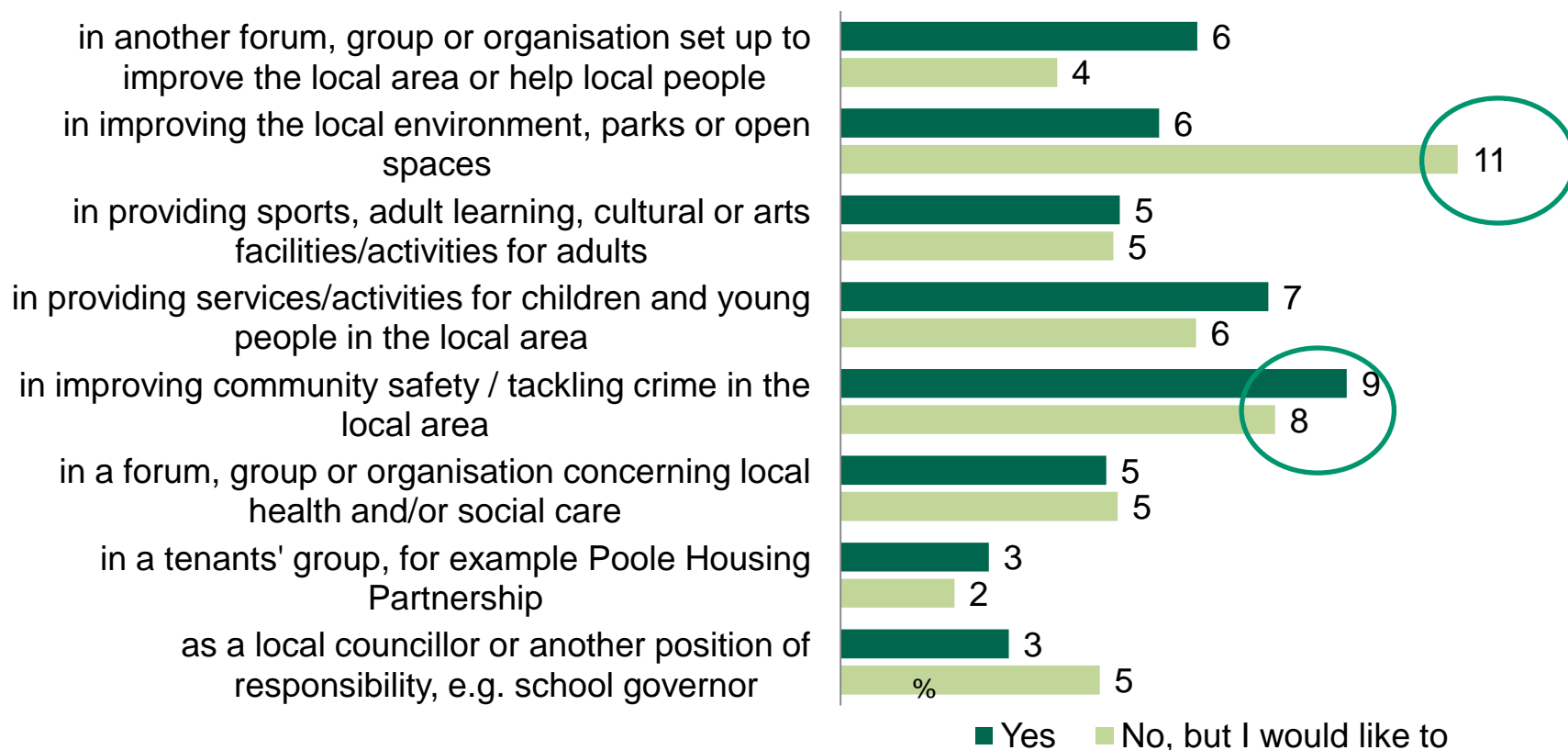
-47% of those who volunteer would like to give help in the future.

Getting involved in local forums, groups or organisations in the local area



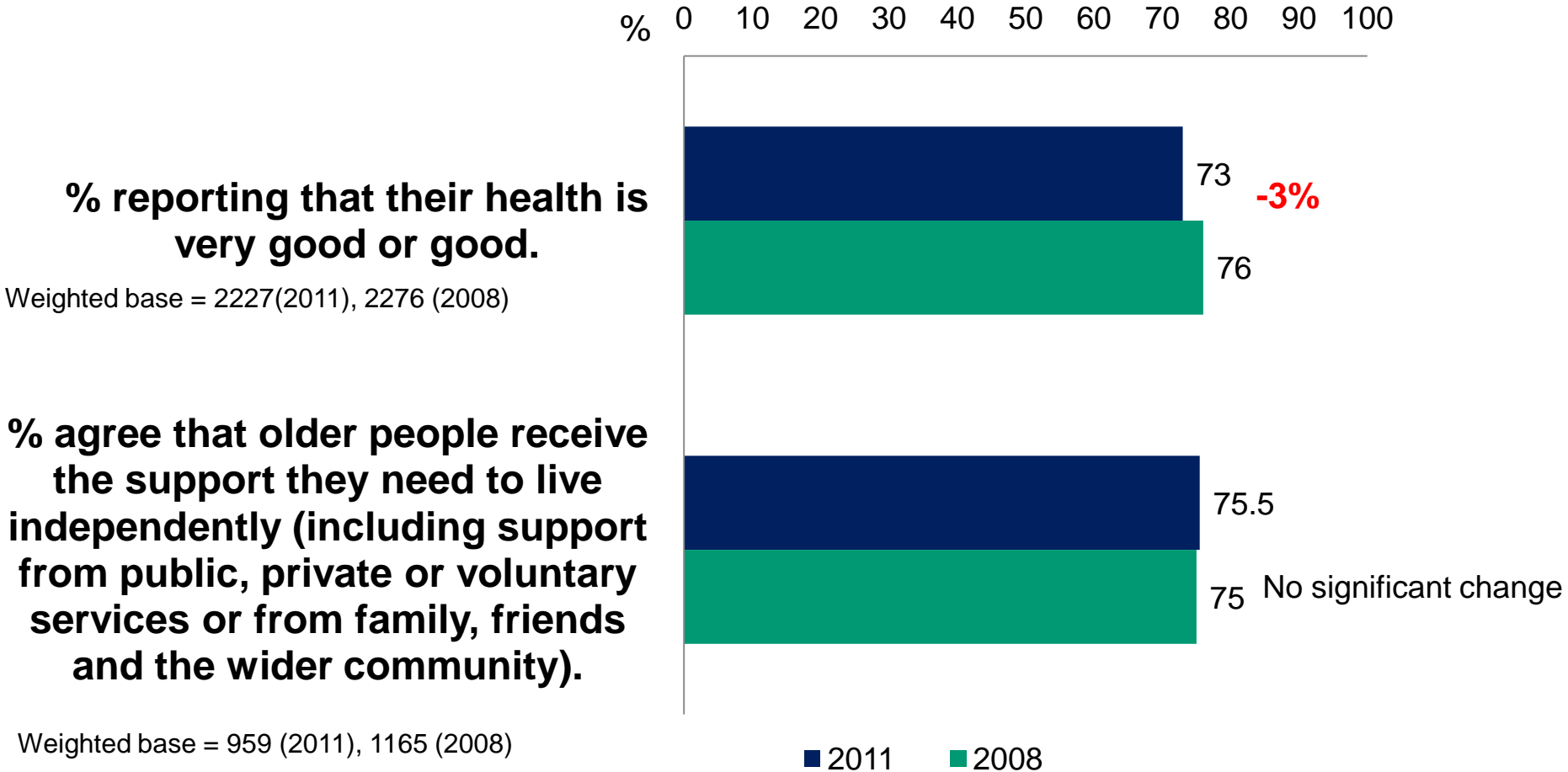
- 27% are involved in groups that affect or deliver services in the local area.
- A further 16% would like to get involved.
- 24% feel informed about how to get involved.

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



Weighted base = 2205

Health and Wellbeing

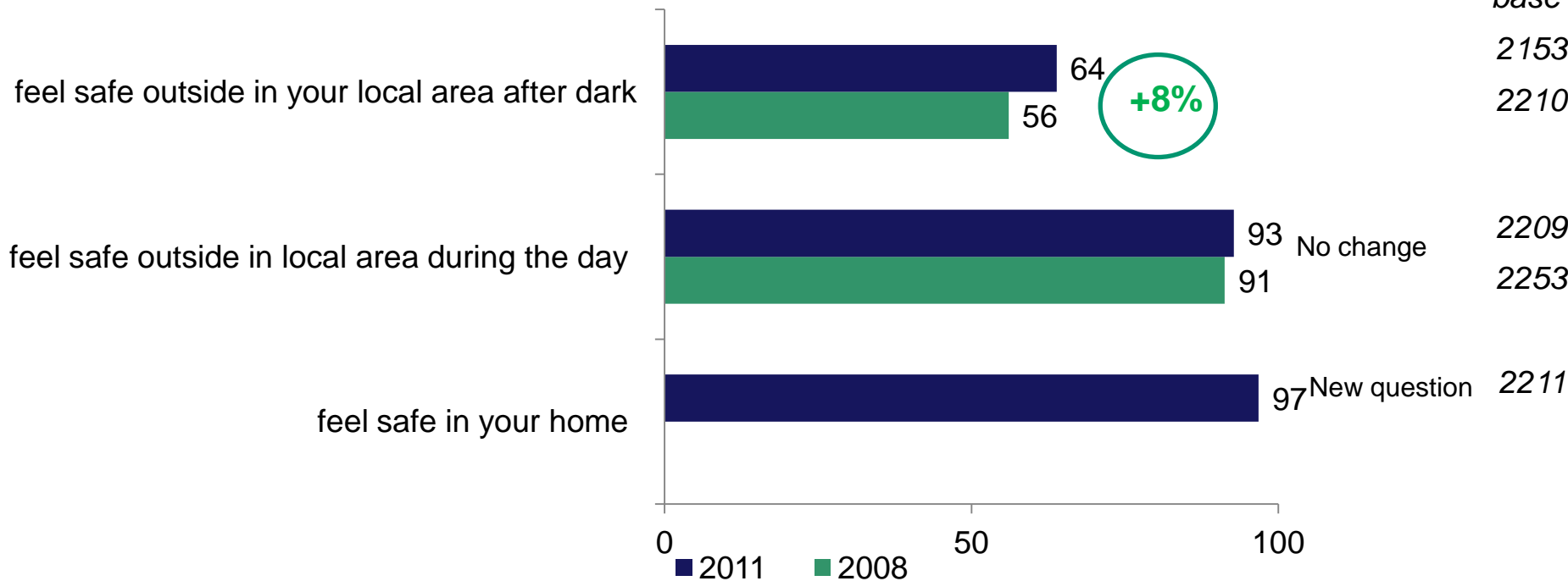


Community Safety

Q21 Feeling of safety



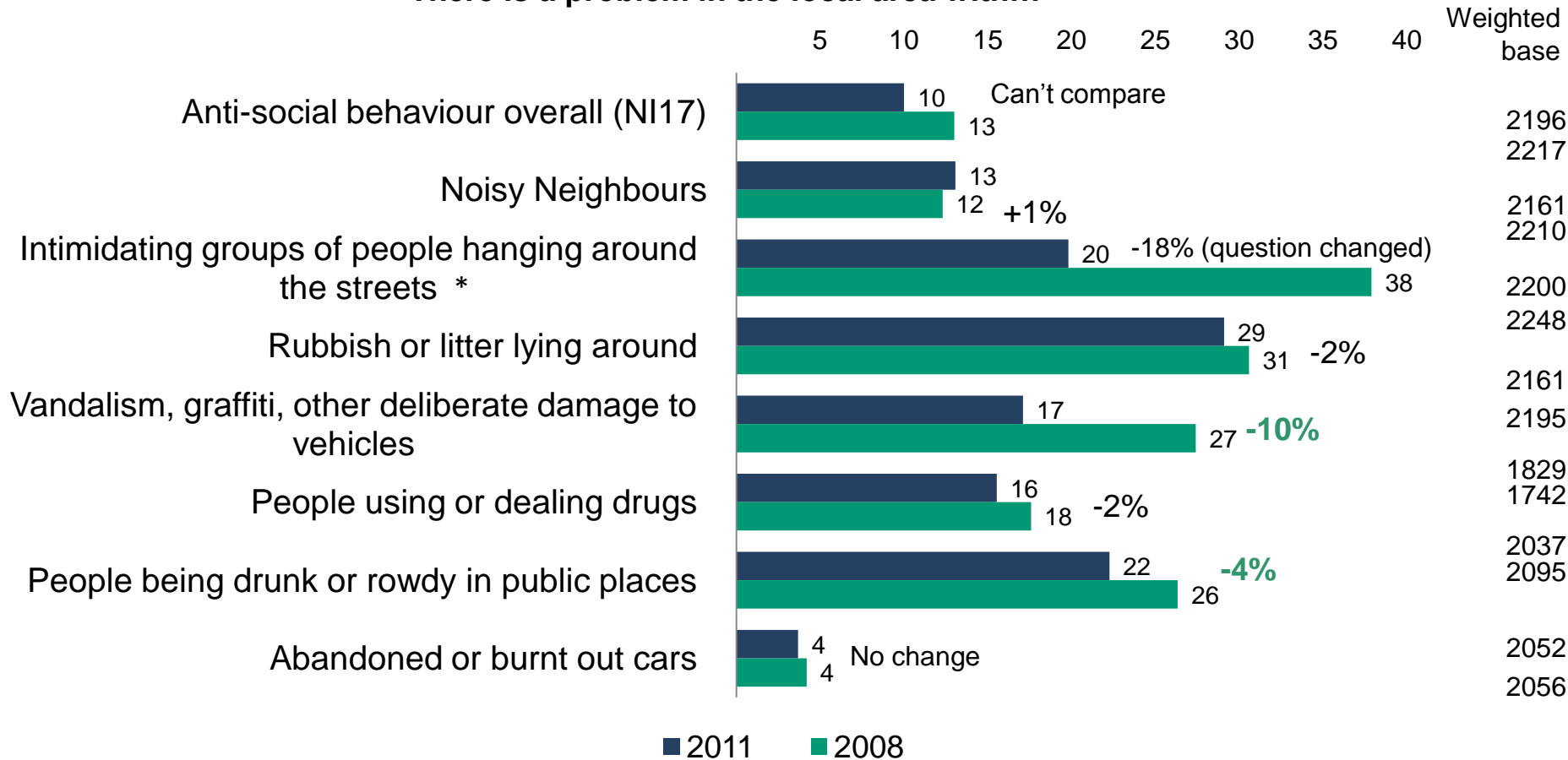
How safe do you feel....



Q23 Anti-social behaviour

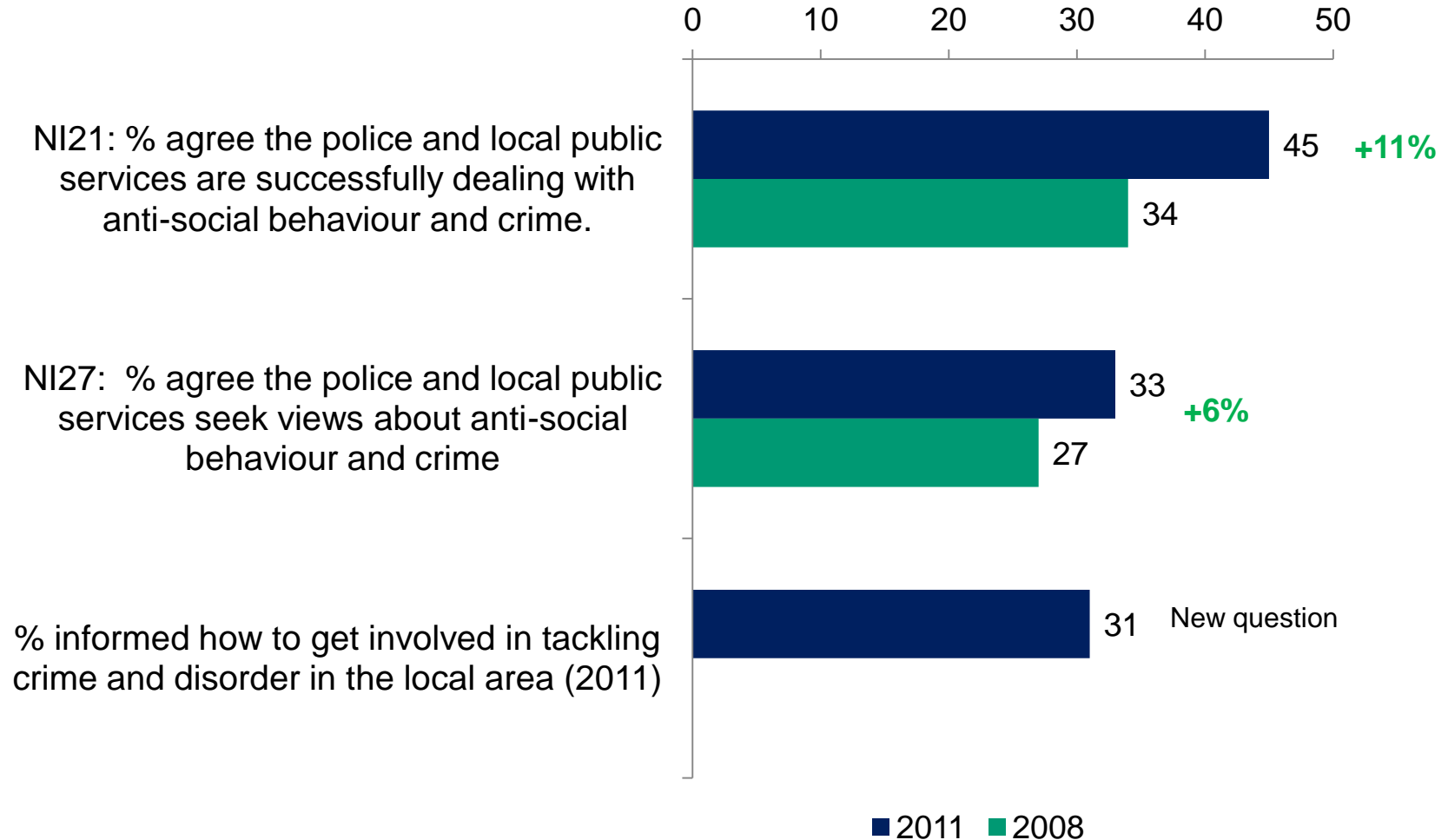


There is a problem in the local area with...



* Question changed from Groups of teenagers to intimidating groups of people hanging around the streets.

Perceptions of Community Safety



Indicators by Safer Neighbourhood Areas (2011 Survey)



2011	Safer Neighbourhood Area							
	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	Poole
% 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

Indicator by Safer Neighbourhood Areas Significant changes 2008 - 2011



Significant differences from 2008 to 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	
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

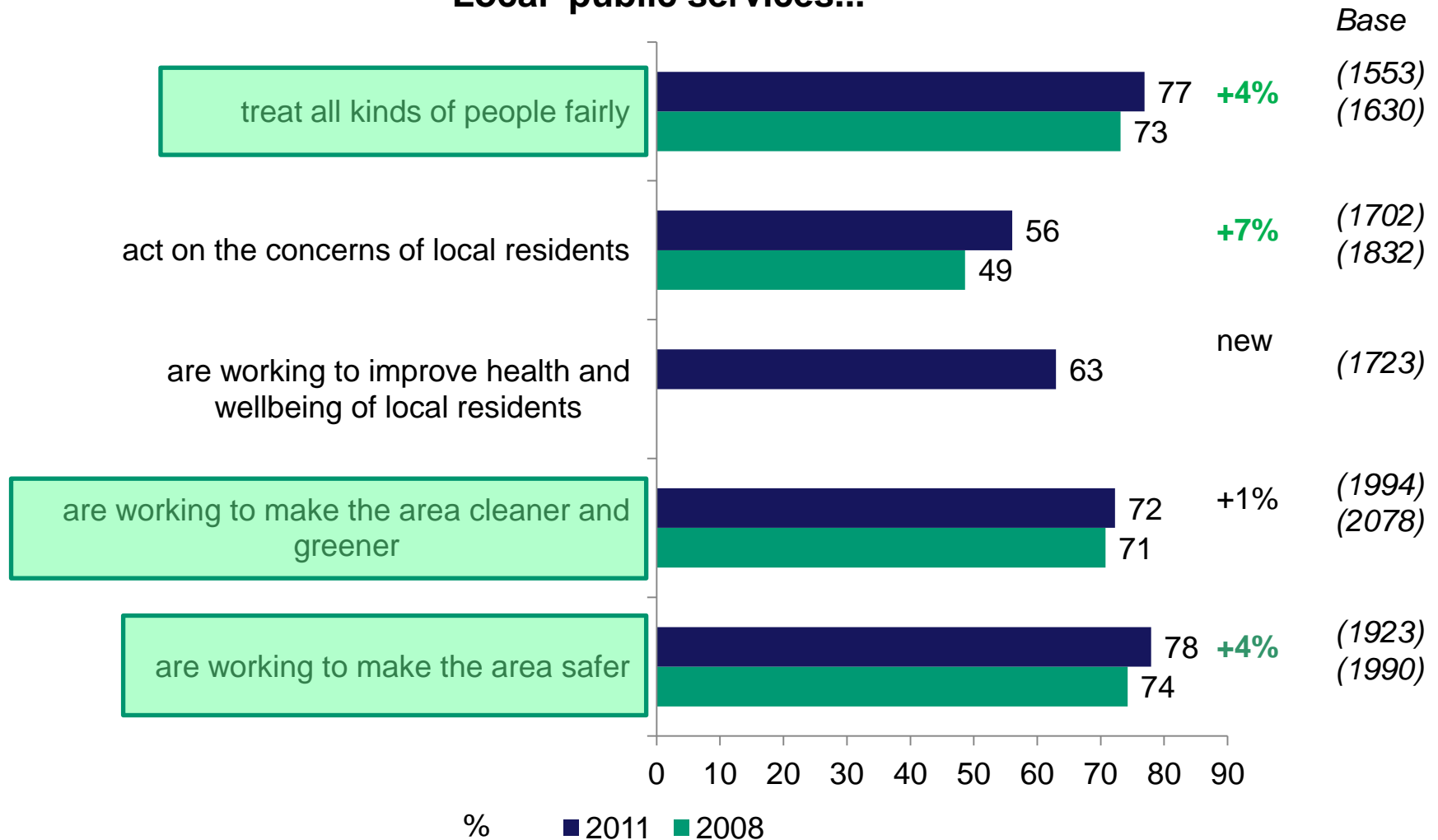
Note as there are small sample sizes for safer neighbourhood areas the actual % value could fall within a wider range.

Local Public Services

Perceptions of Local Public Services



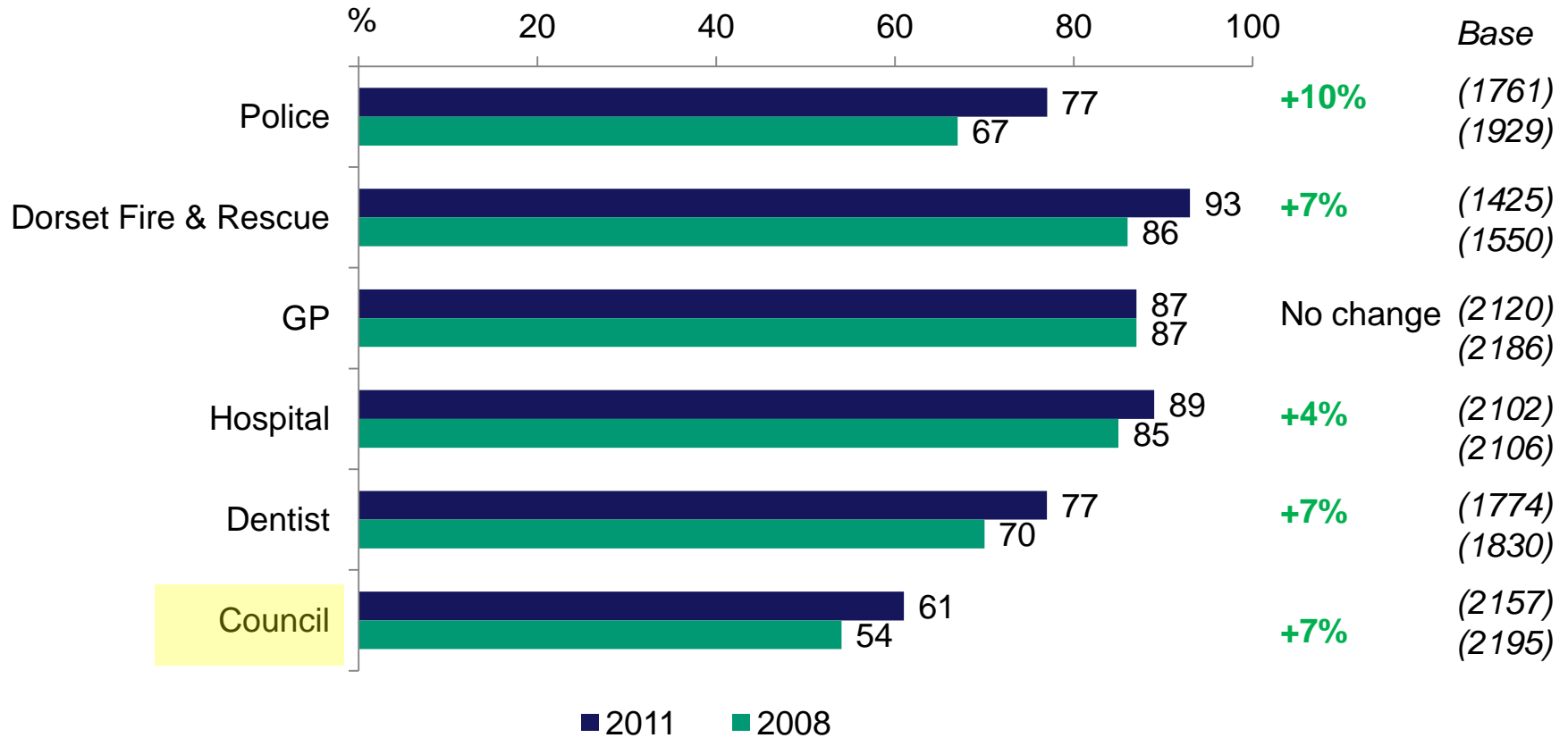
Local public services...



Satisfaction with Local Public Services



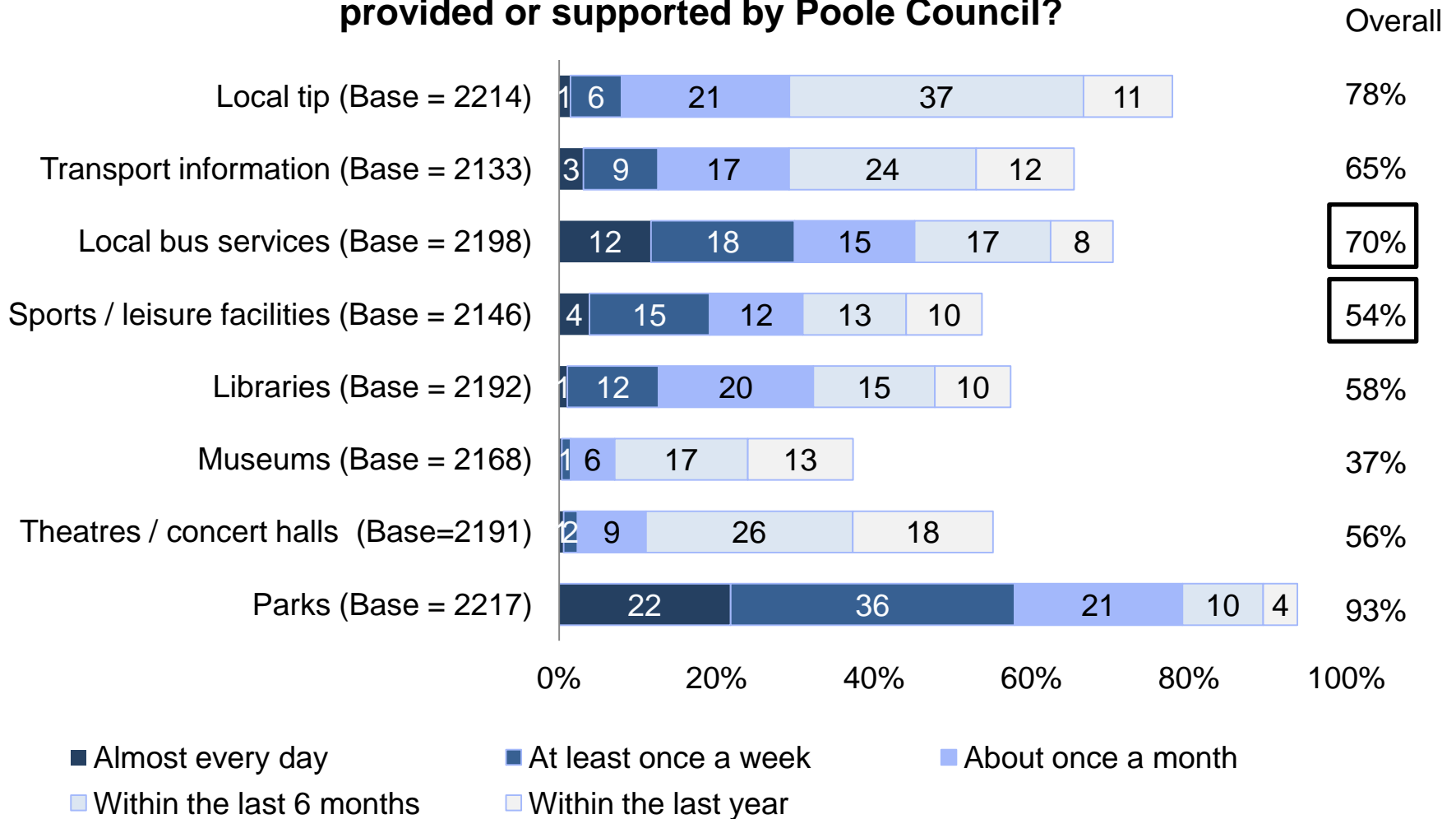
Satisfaction with local public services



Q9 Usage of council services



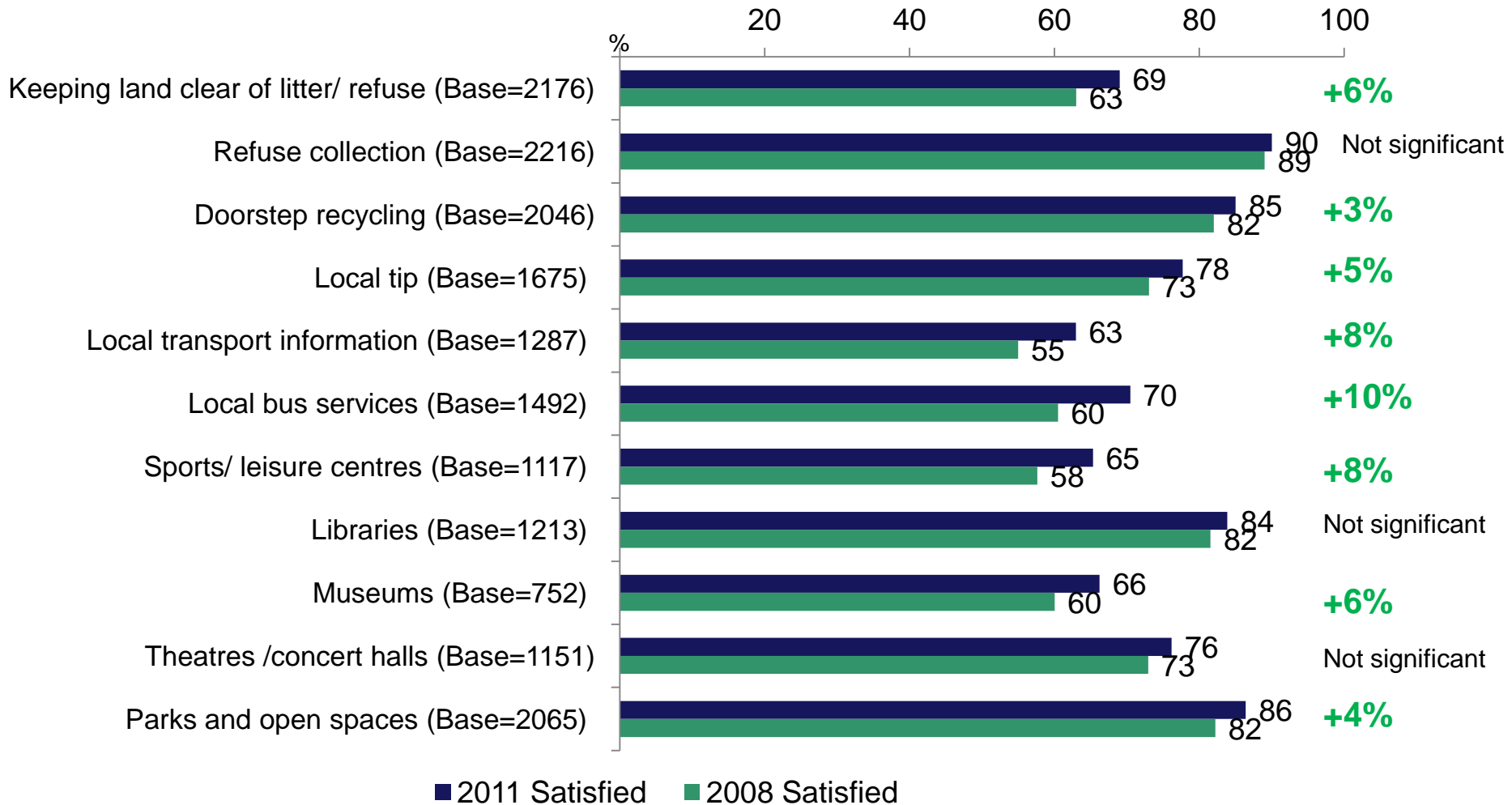
How frequently have you used the following public services provided or supported by Poole Council?



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



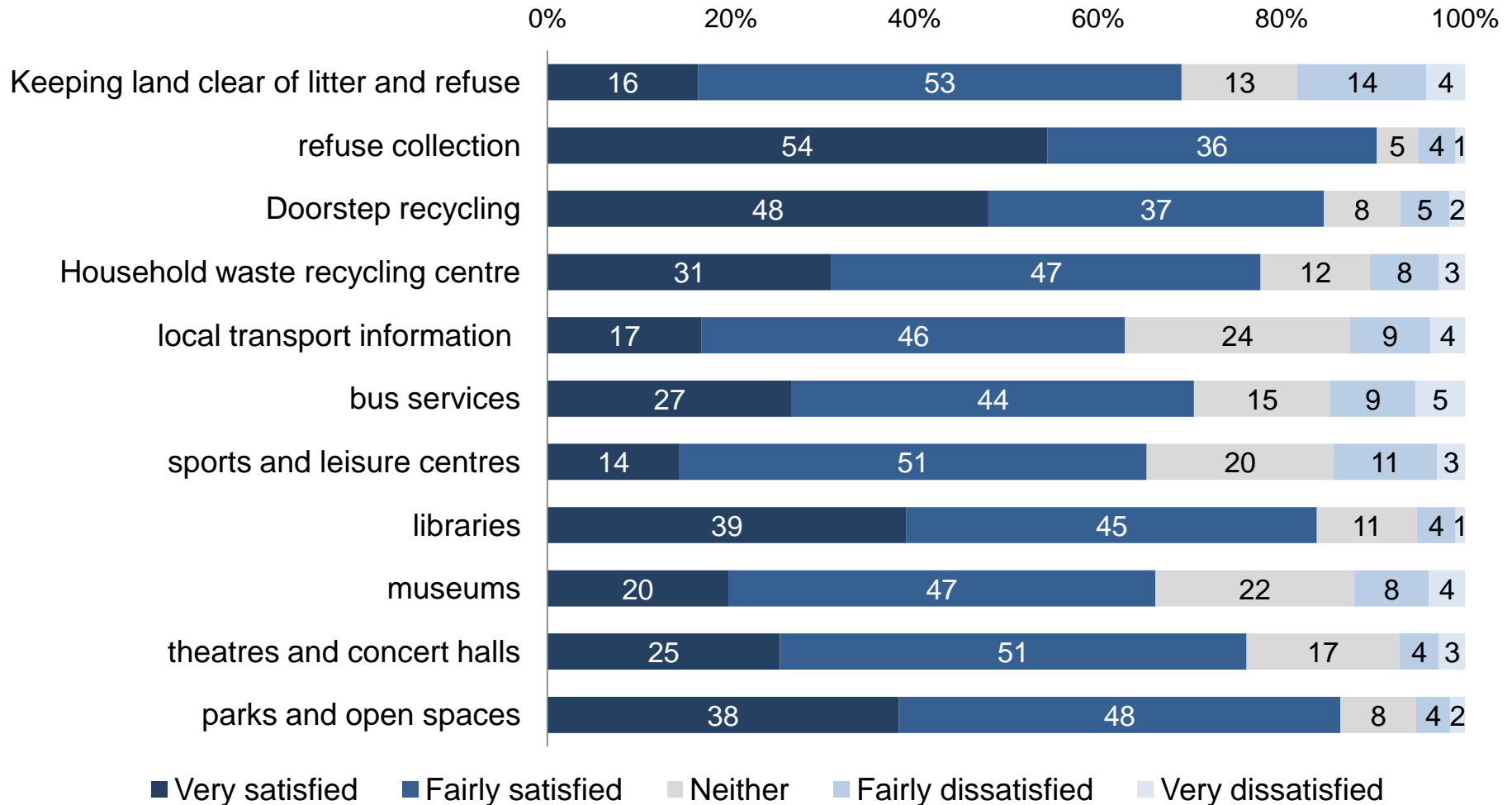
Satisfaction with Council Services



Satisfaction and dissatisfaction with council services (users)



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



Gender

- Females are more positive about council services than males.
- Only differences for service usage are 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 (except bus use) is lower for older ages.
- Bus usage is highest for 65-84s.
- Use of sports centres and parks is higher for those aged 18-44.

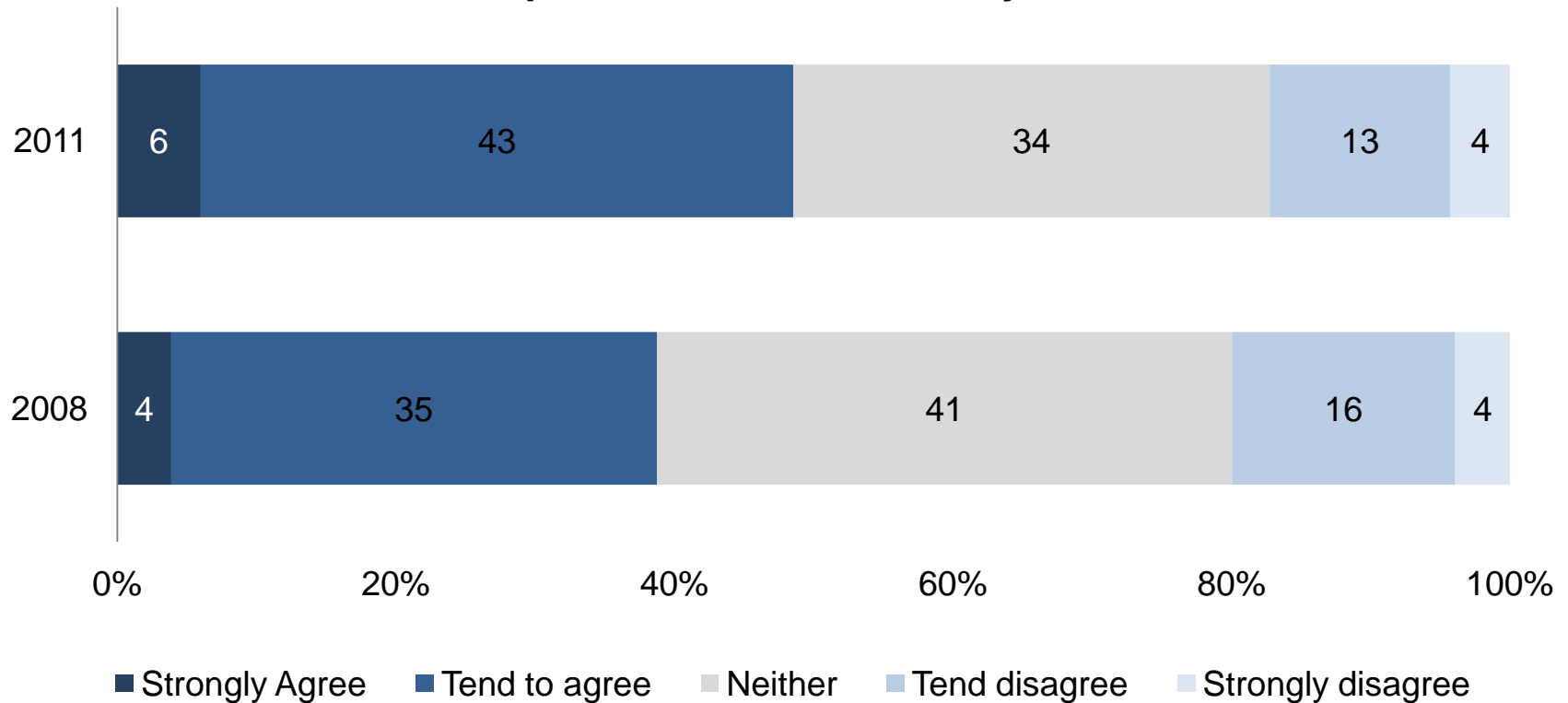
People with a limiting illness

- 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.

Q10 Value for money



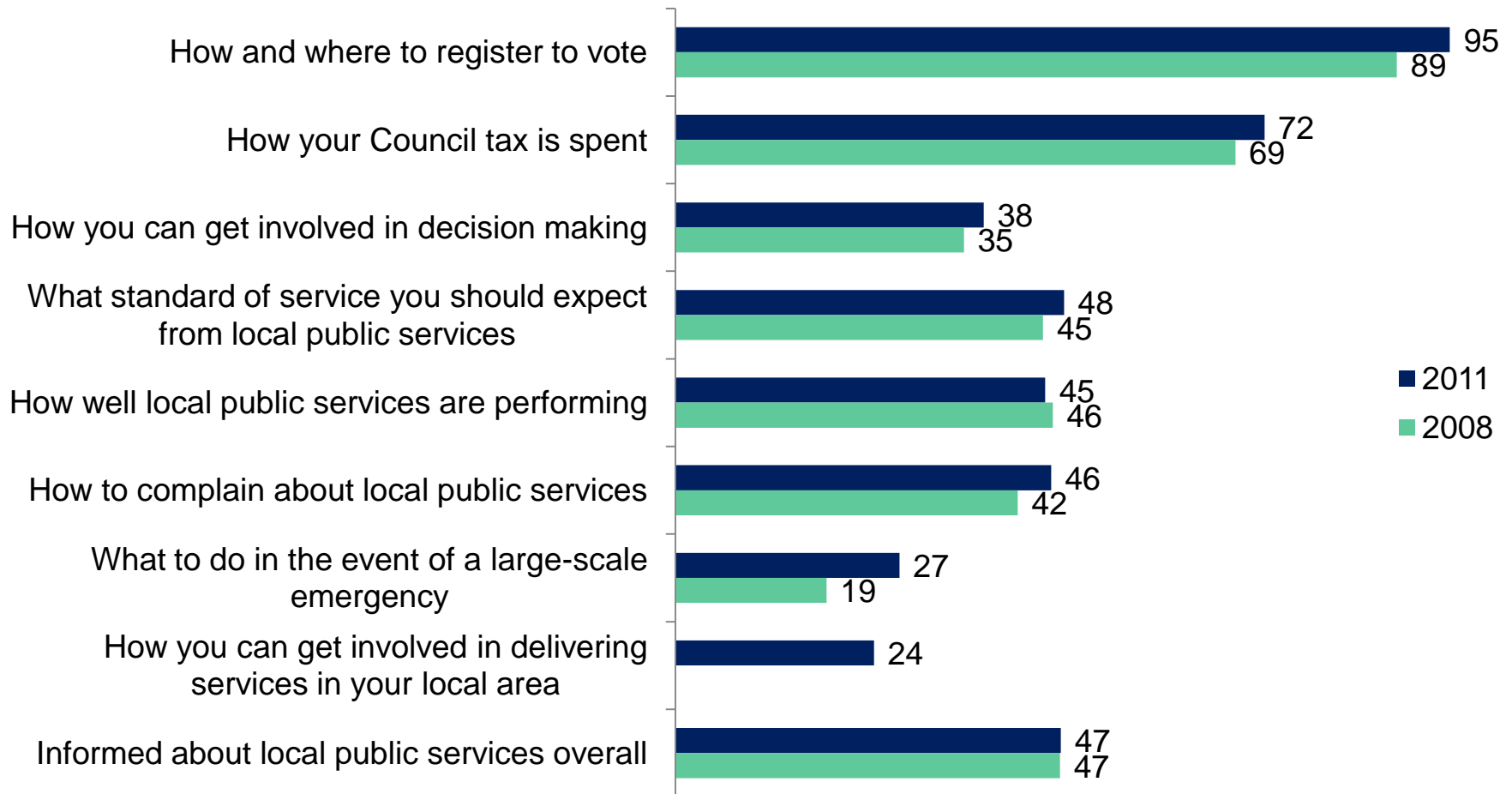
To what extent do you agree or disagree that Poole Council provides value for money?



Value for money =
49%
+10% since 2008

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

How well informed are you about each of the following?



Overall a positive results

- High satisfaction with Poole as a place to live
- Improved perceptions of all local public services
- Increased satisfaction with the Council and individual council services
- Improved perceptions of value for money
- Increased public confidence with community safety issues

Different experiences for some population groups and areas (of services and of life in Poole).

- These are being taken forward by the relevant group.

What has happened with the results?



- Presented to:
 - Extended Management Team
 - Poole Partnership Management Board
 - Older People's Strategy Group
 - Safer Poole Partnership
 - Equalities Officers Group
 - Voluntary Sector
- Service Units asked to use results in Business Plans and Equality Impact Assessments (EQIAs)
- Fed into Corporate Strategy, Joint Strategic Needs Assessment (Story of Poole), Community Cohesion Framework Review, Bourne Estate evaluation.
- Headline results in current edition of Poole News and published at www.boroughofpoole.com/shapingpoole

Questions?

For Further Information



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