

2010 STRATFORD DC RESIDENTS SURVEY RESULTS HIGHLIGHTS FOR WELLESBOURNE/KINETON COMMUNITY FORUM AREA

The Residents' Survey is used to measure what people think of the area in which they live, what they think about Stratford DC services, and the way the District Council works. This survey replaced the Place Survey scrapped by the Government in mid 2010.

The questionnaire included many 2008 Place Survey questions, with additional questions in relation to, for example, customer access. Primarily the questionnaire asked questions on SDC services, rather than for the public sector as a whole, which the Place Survey concentrated on.

The topic areas of the survey was the local area in general, local decision making, service satisfaction, usage of services, information/Council in general, volunteering, community safety, and contacting the Council.

The survey used postal self-completion questionnaires. The methodology included one reminder mailing implemented within the prescribed timescale between the first week of November and December 21st 2010. 5000 questionnaires were despatched with 1,877 questionnaires returned in the timescale allowed, a 38% response rate. Response rates were affected by two factors, the bad weather in mid December and the problems at the Royal Mail Sorting Office in Stratford which meant some reminder questionnaires arrived at the residents' address after the deadline.

232 questionnaires were received from the Wellesbourne/Kineton area.

This summary shows the highlights for Wellesbourne/Kineton Locality compared with the other five localities in the District.

Living in the Area

- Over a fifth of Southam residents (21%) and 19% of those living in Wellesbourne / Kineton, versus 10% of those living in the Henley / Studley locality, cited activities for teenagers as most important in making somewhere a good place to live.
- 63% of those living in the Wellesbourne / Kineton locality compared to 46% of Stratford residents and 47% of Southam residents, named health services as most important in making somewhere a good place to live.
- 66% of those living in the Henley / Studley locality, as opposed to 51% of those living in the Wellesbourne / Kineton area commented the level of crime was most important in making somewhere a good place to live.
- Over a quarter of both Henley / Studley residents (27%) and Southam residents (26%), versus 14% of those living in Wellesbourne / Kineton said road and pavement repairs were most important in making somewhere a good place to live.
- The level of crime remained the most important factor for those living in the Wellesbourne / Kineton locality and its importance increased over the two years by 3 percentage points from 60% in 2008 to 63% in 2010. Education provision went up 7 points from 29% to 36%.

Thinking about this local area, which of the things below do you think are most important in making somewhere a good place to live?

WELLESBOURNE / KINETON LOCALITY	2008 %	2010 %
Level of crime	60	63
Health of services	57	51
Education provision	29	36
Access to nature	37	34
Clean streets	39	33
Affordable decent housing	34	33
BASE: (All Respondents)	(193)	(198)

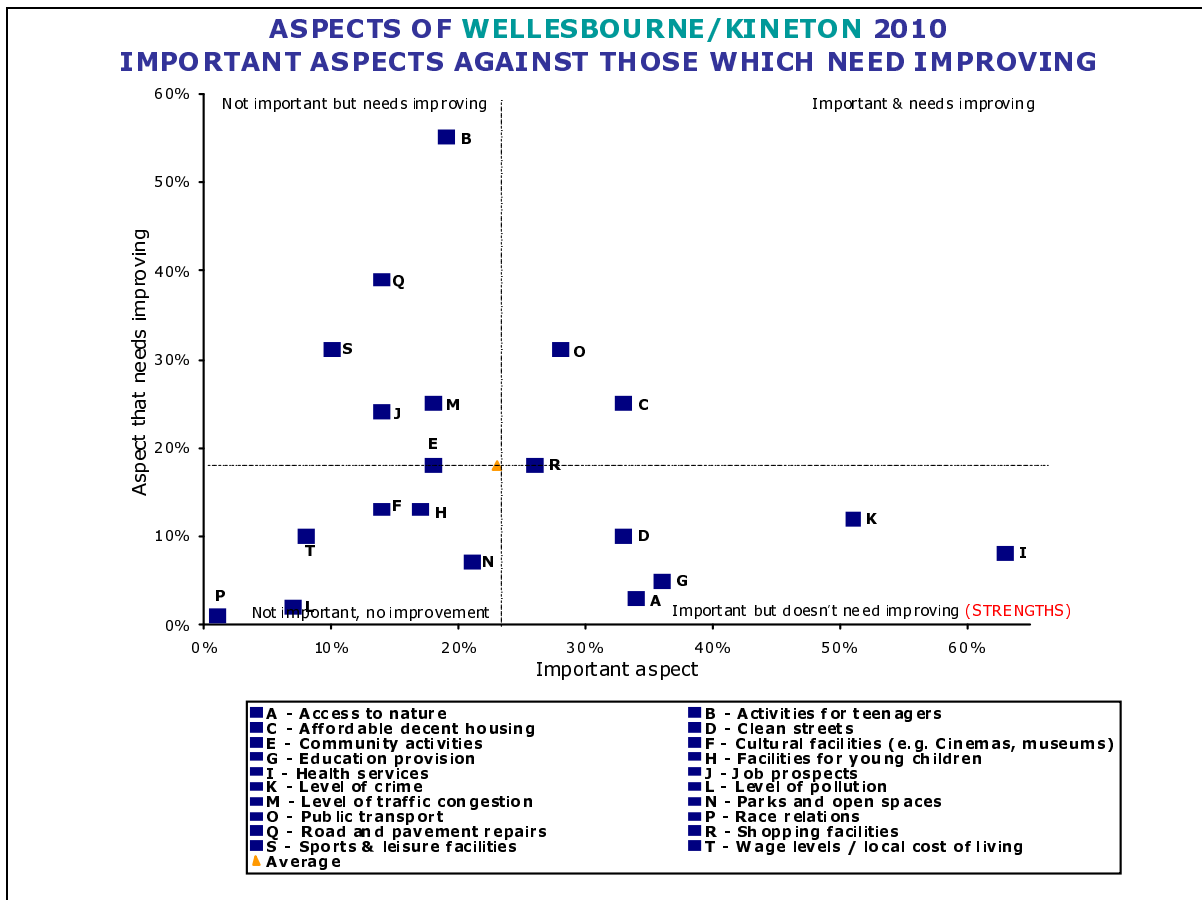
- According to 18% of Wellesbourne / Kineton residents, in contrast to 9% of Southam residents and 10% of those living in Henley / Studley, community activities most needed improving.
- 39% wanted improvements to roads and pavements.
- Nearly a third (31%) of those living in the Wellesbourne / Kineton locality, versus 10% of Henley / Studley residents, thought sports and leisure facilities most needed improving.
- Activities for teenagers remained constant at 55% across both surveys as the thing which most needed improving according to Wellesbourne / Kineton residents.

Thinking about this local area, which of the things below, if any, do you think most needs improving?

WELLESBOURNE / KINETON LOCALITY	2008 %	2010 %
Activities for teenagers	55	55
Road & pavement repairs	38	39
Sports & leisure facilities	37	31
Public transport	37	31
The level of traffic congestion	25	25
Affordable decent housing	32	25
BASE: (All Respondents)	(196)	(205)

What is important versus what needs improving: Wellesbourne / Kineton locality

In the Wellesbourne / Kineton locality, similar to the Shipston locality, public transport as well as affordable decent housing were the key priorities.



Anti-Social Behaviour

- By locality, with the exception of Southam and Stratford, the percentage of residents thinking that **teenagers hanging around the streets** were a problem fell. The greatest fall that of 19 percentage points was noted in the Wellesbourne / Kineton locality, where it fell from 42% in 2008 to 23% in 2010.
- With the exception of Southam, the percentage of residents who felt **vandalism, graffiti and other damage** were a very or fairly big problem fell from 2008 to 2010. Southam had the highest percentage of all localities of residents believing it to be a big problem, it rose by 7 percentage points from 23% in 2008 to 30% in 2010. Shipston had the lowest percentage of residents thinking it to be a big problem at 8%, representing a fall of 5 percentage points from the 13% recorded in 2008. The greatest fall was seen in the Wellesbourne / Kineton locality, that of 11 percentage points, where it fell from exactly a quarter (25%) in 2008 to 14% in 2010.
- Nine in ten (88%) of those living in the Wellesbourne / Kineton locality versus three quarters of Stratford residents (75%) and 76% of Southam residents, did not think **people using or dealing drugs** was a very big problem or not a problem at all.
- With the exception of Stratford where it rose and Southam where it stayed the same, the percentage of residents believing people being drunk or rowdy in public places to be a problem fell across all localities. The lowest percentage of residents thinking

people being **drunk or rowdy in public places** was 9% in the Wellesbourne / Kineton locality, a fall of 4 percentage points from 13% in 2008.

- The percentage of residents believing **abandoned or burnt out cars** to be a problem fell across all localities from 2008 to 2010 with the exception of the Alcester / Bidford locality where it rose by 1 percentage point from 2% in 2008 to 3% in 2010. The greatest change was noted in the Wellesbourne / Kineton locality, where the percentage of residents who thought abandoned or burnt out cars were a problem fell by 5 percentage points from 5% in 2008 to 0% in 2010.

Other Brief Highlights for Wellesbourne/Kineton Locality

- Had the highest rise comparing 2010 with 2008 of any locality in the number of residents feeling that they can influence decisions affecting the local area
- Most likely to be satisfied with the refuse collection service and have the highest increase in satisfaction since 2008
- Less likely to be dissatisfied with the doorstep recycling provided by SDC
- Less likely to be satisfied with the sports/leisure facilities provided by SDC
- More likely to have a larger increase in satisfaction comparing satisfaction with parks and open spaces between 2008 and 2010
- More likely to be dissatisfied with play areas provided by SDC
- Less likely to be satisfied with car parking provided by SDC
- More likely to be satisfied with SDC's housing services
- Less likely to have used sports / leisure facilities and play areas provided by SDC
- More likely never to have used SDC's car parking facilities
- More likely to feel very well informed or well informed about how they could get involved in decision making, what the Council spends its money on and about SDC keeping its residents informed about the services and benefits it provides.
- Less likely to disagree with statements around SDC involving residents when making decision, promoting the interests of local residents, and listening to the concerns of residents.
- More likely to feel that that the Council treats all types of people fairly and that the Council does enough for people like me.
- Highest rise in the number of residents feeling safe during the day in 2010 compared with 2008
- Less likely to contact SDC with a complaint
- Less likely to be dissatisfied with their local dentist
- More likely to be dissatisfied with local bus services.

For a copy of the full report please email Simon Purfield, Consultation Unit, Stratford District Council simon.purfield@stratford-dc.gov.uk or for any further information about the Residents' Survey please telephone 01789 260118.