

## **2010 STRATFORD DC RESIDENTS SURVEY RESULTS HIGHLIGHTS FOR ALCESTER / BIDFORD 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 21<sup>st</sup> 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.

328 questionnaires were received from the Alcester/Bidford area.

**This summary shows the highlights for Alcester / Bidford Locality compared with the other five localities in the District.**

### **Living in the Area**

- Four in ten Shipston residents (39%), as well as 38% of those living in both Southam and the Alcester / Bidford locality, cited education provision as most important in making somewhere a good place to live, in contrast to 29% of those living in the Henley / Studley locality.
- Exactly a third of both Shipston and Alcester / Bidford residents, compared to less than a quarter (24%) of Stratford residents stated public transport as most important in making somewhere a good place to live.
- The level of crime was the top most important factor in all of the localities in 2010 as opposed to in 2008 when it was top in four of the six localities, when the exceptions were in the Alcester / Bidford and Southam localities where health services were top. Health services were the second most important factor in all of the localities in 2010.
- The level of crime which was the most important factor for Alcester / Bidford residents across both surveys rose by 10 percentage points from 53% in 2008 to 63% in 2010. The greatest change that of 10 points was seen in education provision when it rose from 28% in 2008 to 38% in 2010.
- 63% of those living in the Wellesbourne / Kineton locality and 58% of those living in the Alcester / Bidford locality, compared to 46% of Stratford residents named health services as most important in making somewhere a good place to live.
- 13% of Henley / Studley residents, versus 6% of Alcester / Bidford residents mentioned the level of pollution as most important in making somewhere a good place to live.

- Over a third of those living in the Henley / Studley locality (34%) and exactly a third (33%) of both Shipston and Alcester / Bidford residents, compared to less than a quarter (24%) of Stratford residents and 26% of Southam residents, stated public transport as most important in making somewhere a good place to live.

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

ALCESTER / BIDFORD LOCALITY	2008 %	2010 %
Level of crime	53	63
Health services	57	58
Education provision	28	38
Clean streets	36	36
Affordable decent housing	30	34
BASE: (All Respondents)	(262)	(283)

- Over half of those living in the Wellesbourne / Kineton locality (55%), 51% of Southam residents and 46% of Alcester / Bidford residents, stated activities for teenagers most needed improving, as opposed to 35% of those resident in Henley / Studley and 38% of Stratford residents.
- A fifth of Alcester / Bidford residents (20%) and 16% of Stratford residents, as opposed to 7% of Southam residents, 8% of those living in both Henley / Studley and Wellesbourne / Kineton, as well as 9% of Shipston residents, felt health services most needed improving.
- Over a fifth (22%) of Shipston residents said wage levels and the cost of living most needed improving, in contrast with 8% of those living in Henley / Studley, one in ten Wellesbourne / Kineton residents (10%), and 12% of those living in both Alcester / Bidford.
- Activities for teenagers remained the thing which most needed improving for Alcester / Bidford residents, although it fell by 9 percentage points from 55% in 2008 to 46% in 2010. Job prospects rose by 5 percentage points from 20% in 2008 to 25% in 2010.

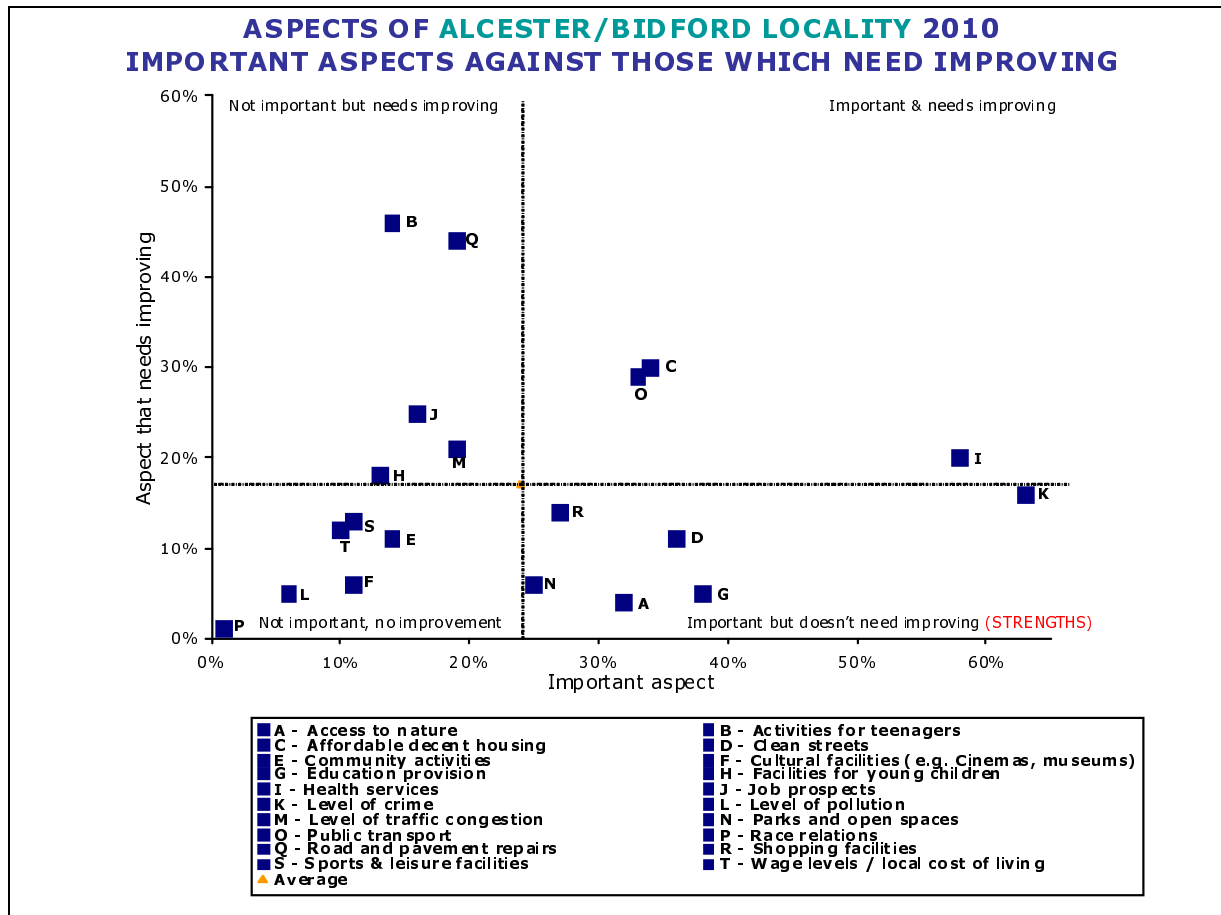
Thinking about this local area, which of the things below, if any, do you think most needs improving?

ALCESTER / BIDFORD LOCALITY	2008 %	2010 %
Activities for teenagers	55	46
Road & pavement repairs	41	44
Affordable decent housing	30	30
Public transport	28	29
Job prospects	20	25
BASE: (All Respondents)	(268)	(280)

## What is important versus what needs improving: Alcester / Bidford locality

By plotting the results on the chart below and comparing what is important against aspects that need improving, it becomes clear as to what are the priorities for improvement that the Alcester/Bidford area needs to concentrate on.

Regarding the Alcester/Bidford locality, affordable decent housing followed by public transport, and health services were the three key priorities.



### Satisfaction with the Area as a Place to Live

- By locality, 6% of those living in Stratford, as opposed to 1% of Alcester / Bidford residents, expressed dissatisfaction overall with their local area as a place to live.

### Anti-Social Behaviour

- By locality, the greatest change that of 4 percentage points, was noted in Alcester / Bidford where the percentage of residents thinking **noisy neighbours or loud parties** was a very or fairly big problem fell from 11% in 2008 to 7% in 2010. Stratford had the highest score (11%) of residents felt noisy neighbours or loud parties was a problem.
- Almost a third (31%) of Stratford residents and a fifth of Alcester / Bidford residents (20%), compared to 9% of Wellesbourne / Kineton residents and 10% of Shipston residents believed people **being drunk or rowdy in public places** to be a fairly or very big problem.
- 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.

### ***Other Brief Highlights for Alcester/Bidford Locality***

- Less likely to express dissatisfaction that SDC keeps public land clear of litter and refuse
- Less likely to be dissatisfied with the parks / open spaces and play areas provided by SDC
- More likely to be satisfied with the car parking provided by SDC
- More likely to use SDC's play areas and car parks at least once a week or almost every day than other localities
- Less likely to disagree that SDC provides value for money
- More likely to find out about the Council through their local councillor
- Less likely to give any unpaid help at all over the last 12 months
- More likely to feel safe when outside in the District during the day
- Less likely to have made a complaint in the last 12 months to SDC
- After contacting SDC more likely to be dissatisfied with the final outcome
- Less likely to find it fairly or very easy to access SDC services in the last 12 months
- More likely to be satisfied with Warwickshire Fire and Rescue Service
- Highest dissatisfaction levels with their GP and their local dentist.
- Less likely to be dissatisfied with local transport information and their local tips / household waste recycling centres.

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