

2010 STRATFORD DC RESIDENTS SURVEY RESULTS HIGHLIGHTS FOR HENLEY / STUDLEY 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.

321 questionnaires were received from the Henley / Studley area.

This summary shows the highlights for Henley / Studley 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.
- Almost a fifth of Southam residents (19%) and 18% of Wellesbourne / Kineton residents, as opposed to 10% of Henley / Studley residents cited community activities as most important in making somewhere a good place to live.
- 18% of those living in Stratford, versus 10% of those living in Southam and the Henley / Studley locality, named cultural facilities as most important in making somewhere as good place to live.
- 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.
- 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.
- 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.
- Almost a third (31%) of Stratford residents and 29% of those living in the Henley / Studley locality, compared to 16% of Shipston residents, cited the level of traffic congestion as most important in making somewhere a good place to live.

- Over a third of Stratford residents (34%) stated parks and open spaces were most important in making somewhere a good place to live, as opposed to 16% of those living in the Henley / Studley locality.
- Over a third of those living in the Henley / Studley locality (34%) compared to less than a quarter (24%) of Stratford residents stated public transport as most important in making somewhere a good place to live.
- Over a quarter of Henley / Studley residents (27%) versus 14% of those living in Wellesbourne / Kineton said road and pavement repairs were most important in making somewhere a good place to live.
- 17% of Stratford residents quoted wage levels and the cost of living as most important in making somewhere a good place to live, in contrast to 7% of those living in the Henley / Studley locality.
- The level of crime remained the most important factor across the two surveys for those living in the Henley / Studley locality and it increased by 5 percentage points from 61% in 2008 to 66% in 2010.

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

HENLEY / STUDLEY LOCALITY	2008 %	2010 %
Level of crime	61	66
Health services	55	53
Public transport	35	34
Clean streets	37	33
Affordable decent housing	28	33
BASE: (All Respondents)	(277)	(283)

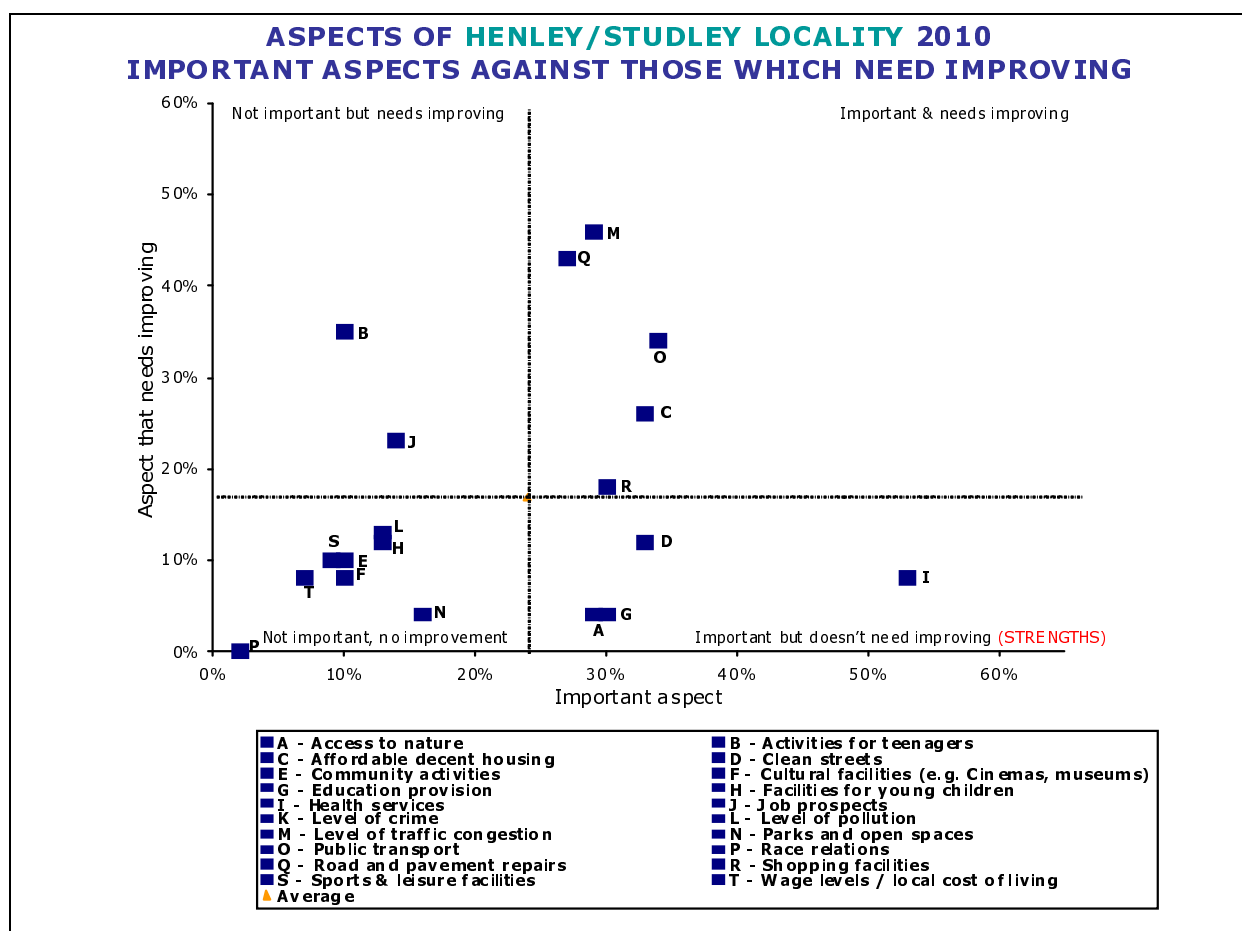
- Over half of those living in the Wellesbourne / Kineton locality (55%) stated activities for teenagers most needed improving, as opposed to 35% of those resident in Henley / Studley.
- One tenth of Southam residents (10%) versus 4% of those living in the Henley / Studley locality cited education provision most needed improving.
- For 13% of those living in the Henley / Studley locality, the level of pollution most needed improving, as opposed to 2% of those living in the Wellesbourne / Kineton area.
- Almost two thirds (66%) of Stratford residents, as well as almost half (46%) of Henley / Studley residents, thought the level of traffic congestion most needed improving.
- Over a third of both Shipston residents (37%) and Henley / Studley residents (34%), compared to 23% of Stratford residents were of the belief that public transport most needed improving.
- 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 are the top improvement required in three of the six localities. The exceptions are in the Stratford and Henley / Studley localities where the level of traffic congestion is top, and in the Shipston locality where road and pavement repairs are top.
- For Henley / Studley residents the level of traffic congestion remained the most important thing which most needed improving at 46%.

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

HENLEY / STUDLEY LOCALITY	2008 %	2010 %
Level of traffic congestion	47	46
Road & pavement repairs	44	43
Activities for teenagers	40	35
Public transport	43	34
Affordable decent housing	28	26
BASE: (All Respondents)	(278)	(282)

What is important versus what needs improving: Henley / Studley locality

Again, as per the Stratford District, affordable decent housing and public transport stood out. Interestingly, the level of traffic congestion, road and pavement repairs, and shopping facilities were significant priorities for the Henley / Studley locality.



Anti-Social Behaviour

- Except for Southam, the percentage of residents who felt **people using or dealing drugs was a problem** either fell or stayed the same. In Southam it rose by 3 percentage points from 21% in 2008 to 24% in 2010. The highest percentage of residents believing people using or dealing drugs to be a problem was in Stratford where it remained constant over the two years at 26%. Wellesbourne had the lowest score at 12%. The greatest change was experienced in the Henley / Studley location where it fell by 6 percentage points from 24% in 2008 to 18% in 2010.

Other Brief Highlights for Henley/Studley Locality

- More likely not to believe that by working together, people in their local area can influence decisions that affect their local area
- Less likely to be dissatisfied with how SDC keeps public land clear of litter and refuse
- See a higher increase in satisfaction over the last two years for sports/leisure facilities
- Less likely to be dissatisfied with play areas provided by SDC
- More likely to be satisfied with planning services
- More likely not to use sports and leisure facilities provided by SDC
- Less likely to use SDC's play areas on at least a weekly basis
- More likely to have used an SDC car park
- Less likely to have used SDC's housing services
- More likely to have used SDC's planning services
- Less likely to disagree that SDC provides value for money
- Less likely to be dissatisfied with the way SDC runs things
- More likely to find out about SDC through information provided by the Council
- More likely to agree that SDC is making the local area a better place to live to some extent or a great deal, is working to make the area safer, is working to make the area cleaner and greener, and SDC treats all types of people fairly
- Less likely to have given any unpaid help at all over the last 12 months
- More likely not to feel very or fairly safe when outside in the District after dark
- More likely to have contacted SDC once in the past year, other than to make a complaint
- More likely to use the telephone as their method of contact with the Council
- More likely to be dissatisfied with the service received the last time they made contact with SDC
- More likely to say they can access SDC services in the last 12 months
- Less likely to be dissatisfied with their local hospital.
- More likely to be dissatisfied with their local tips / household waste recycling centres and with local transport information.

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.