

2010 STRATFORD DC RESIDENTS SURVEY RESULTS HIGHLIGHTS FOR SHIPSTON / STOUR 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.

307 questionnaires were received from the Shipston/Stour area.

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

Living in the Area

- The level of crime remained the most important factor for Shipston residents in making somewhere a good place to live at 56%.
- The greatest percentage change was that of affordable decent housing where it fell by 6 percentage points from 39% in 2008 to 33% in 2010. The importance of health services to Shipston residents rose by 5 points over the same timescale from 48% in 2008 to 53% in 2010.
- Four in ten Shipston residents (39%) stated access to nature as most important in making somewhere a good place to live, in contrast to 25% of Stratford residents.
- Four in ten Shipston residents (39%), 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 and 30% of Stratford residents feeling the same way.
- 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.

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

SHIPSTON LOCALITY	2008 %	2010 %
Level of crime	57	56
Health services	48	53
Education provision	34	39
Access to nature	37	39
Affordable decent housing	39	33
Public transport	34	33
BASE: (All Respondents)	(265)	(289)

- Road and pavement repairs became the most important factor which most needed improving for Shipston residents in 2010 rising by 6 percentage points from 40% in 2008 to 46% in 2010. Activities for teenagers which was the most important thing in 2008 fell by 4 points from 48% in 2008 to 44% in 2010 and in to second place.
- Over a third of Shipston residents (37%) as opposed to 23% of Stratford residents were of the belief that public transport most needed improving.
- Three in ten Shipston residents (29%), versus 18% of Southam residents, were of the opinion that job prospects 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.

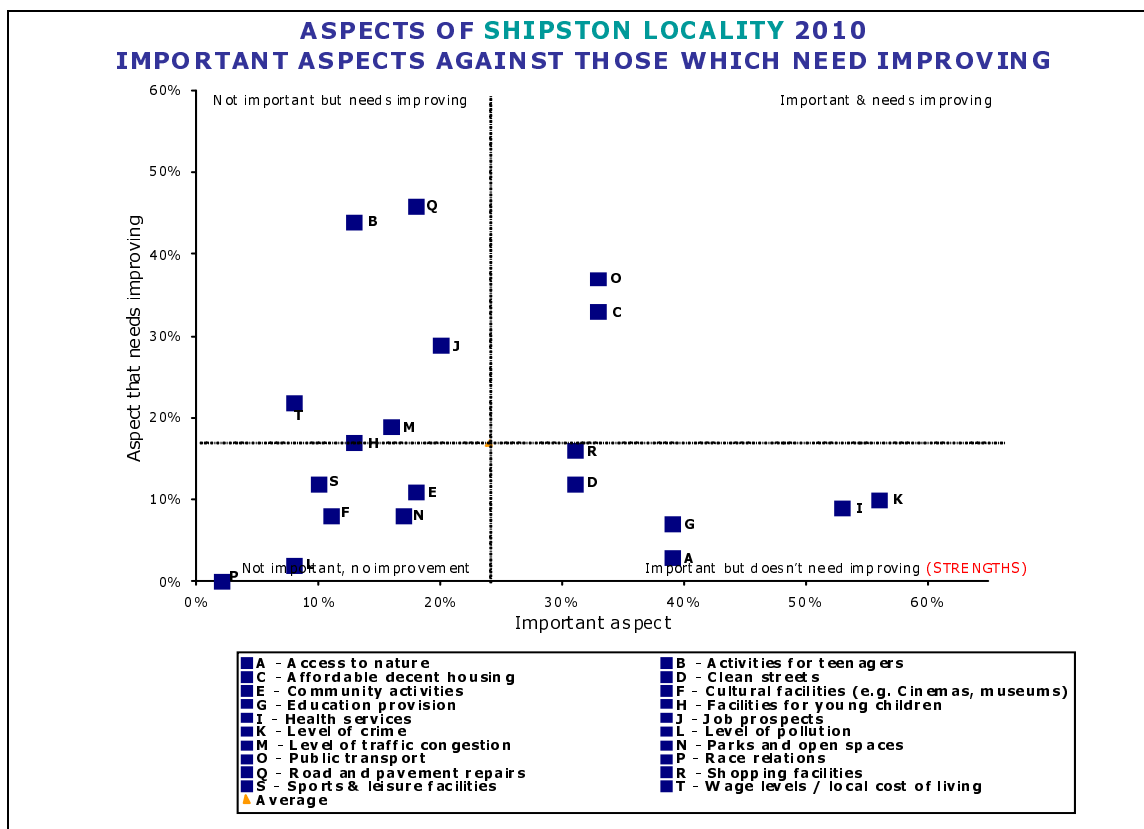
Thinking about this local area, which of the things below, if any, do you think most needs improving?

SHIPSTON LOCALITY	2008 %	2010 %
Road & pavement repairs	40	46
Activities for teenagers	48	44
Public transport	39	37
Affordable decent housing	40	33
Job prospects	25	29
BASE: (All Respondents)	(269)	(292)

What is important versus what needs improving: Shipston 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 Shipston area needs to concentrate on.

Regarding the Shipston locality, public transport followed by affordable decent housing were the two key priorities.



Satisfaction with the Area as a Place to Live

- Satisfaction within all localities increased with the exception of Southam where it fell by 2 percentage points, from 92% in 2008 to 90% in 2010. However, a notable increase in satisfaction was recorded in Shipston, that of 8 percentage points, from 86% in 2008 to 94% in 2010, making Shipston the locality with the highest satisfaction score.

Anti-Social Behaviour

- 95% of those living in Shipston thought **noisy neighbours or loud parties** were not a very big problem or not a problem at all, compared to 89% of those living in Stratford.
- Almost four fifths (79%) of Shipston residents versus just over half of those living in Southam (56%) did not think **teenagers hanging around the streets** were a very big problem or not a problem at all.
- Almost a quarter (23%) of Stratford residents, as opposed to 12% of Shipston residents, believed **rubbish or litter lying around** to be a fairly or very big problem.
- Nine in ten (91%) Shipston residents, as opposed to 69% of Southam residents, were of the opinion that **vandalism, graffiti and other deliberate damage to property or vehicles**, was not a very big problem or not a problem at all.
- 86% of Shipston residents, versus three quarters of Stratford residents (75%), did not think **people using or dealing drugs** was a very big problem or not a problem at all.

Other Brief Highlights for Shipston/Stour Area

- More likely to feel they are treated with respect and consideration by their local public services
- More likely to be satisfied with doorstep recycling and public toilets
- More likely to use SDC's car parks
- More likely to use than any other locality, SDC's planning services in the last 12 months
- Least likely to have used SDC's housing services in the last 12 months
- More likely to be satisfied with the way Stratford DC runs things, with a bigger increase in satisfaction in 2 years than any other locality
- Shipston area more likely to feel informed about how they can get involved in decision making
- More likely to have given unpaid help over the last 12 months than residents in other localities
- Less likely to make a complaint to SDC
- Less likely to be dissatisfied with Warwickshire Police
- Less satisfied with Warwickshire Fire and Rescue
- Highest dissatisfaction levels with the local bus service
- Less likely to say it was easy to access SDC services than other localities
- More likely to feel fairly or very safe when outside after dark and during the day

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.