

2010 STRATFORD DC RESIDENTS SURVEY **RESULTS HIGHLIGHTS FOR** **SOUTHAM / FELDON 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.

251 questionnaires were received from the Southam area.

This summary shows the highlights for Southam locality compared with the other five localities in the District.

Living in the Area

- Four in ten Shipston residents (39%) and 35% of Southam residents stated access to nature as most important in making somewhere a good place to live, in contrast to 25% of Stratford residents.
- Over a fifth of Southam residents (21%) 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.
- Four in ten Southam residents (38%), as opposed to 28% of Stratford residents, said affordable decent housing was most important in making somewhere a good place to live.
- 43% of those living in Stratford, compared to 31% of those living in Shipston and 32% of Southam residents, said clean streets were most important in making somewhere a 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.
- Exactly a fifth (20%) of Southam versus 8% of Stratford residents stated facilities for young children were 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.

- Almost a third (31%) of Stratford residents and 29% of those living in the Henley / Studley locality, compared to 17% of Southam residents, cited the level of traffic congestion as 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 in making somewhere a good place to live for Southam residents: it rose by 6 percentage points from 51% in 2008 to 57% 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?

SOUTHAM LOCALITY	2008 %	2010 %
Level of crime	51	57
Health services	57	47
Affordable decent housing	42	38
Education provision	40	38
Access to nature	33	35
BASE: (All Respondents)	(230)	(208)

- Over half of those living in the Wellesbourne / Kineton locality (55%) and 51% of Southam residents stated activities for teenagers most needed improving, as opposed to 35% of those resident in Henley / Studley.
- Almost a fifth of Southam residents (19%) versus 10% of those living in Wellesbourne / Kineton said clean streets most needed improving.
- Exactly one fifth (20%) of Southam residents, compared to 12% of Stratford residents named facilities for young children as most needing improving.
- A fifth of Alcester / Bidford residents (20%) as opposed to 7% of Southam residents, felt health services 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 quarter (27%) of Southam residents compared to 10% of Shipston residents, believed the level of crime most needed improving.
- 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, compared to less than a fifth (18%) of Southam residents.
- Over a third of Shipston residents (37%) compared to exactly a quarter of Southam residents (25%), were of the belief that public transport most needed improving.
- Activities for teenagers remained the thing which most needed improving according to Southam residents rising by 1 percentage point from 50% in 2008 to 51% in 2010. The level of crime increased by 7 percentage points from 20% in 2008 to 27% in 2010.

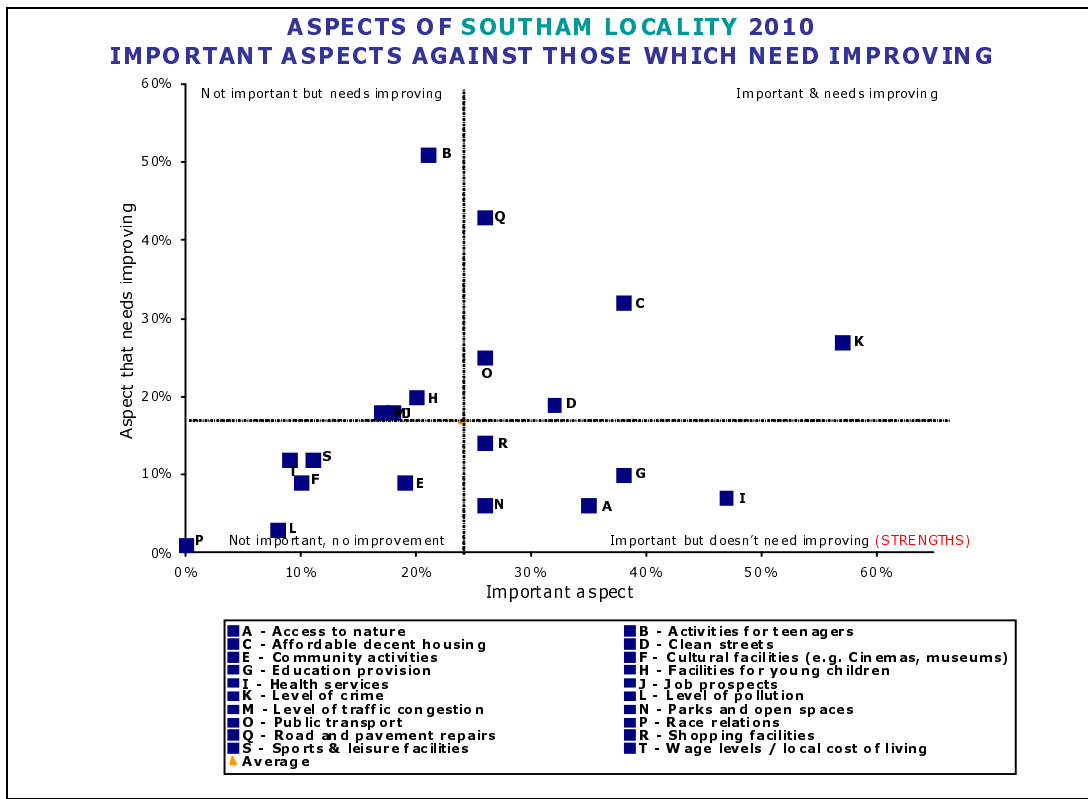
Thinking about this local area, which of the things below, if any, do you think most needs improving?

SOUTHAM LOCALITY	2008 %	2010 %
Activities for teenagers	50	51
Road & pavement repairs	46	43
Affordable decent housing	37	32
The level of crime	20	27
Public transport	31	25
BASE: (All Respondents)	(238)	(225)

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

So far as the Southam locality was concerned, affordable decent housing and public transport stood out again, as well as the level of traffic congestion, the level of crime, road and pavement repairs, and clean streets.



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.

Anti-Social Behaviour

- With the exception of Southam and Stratford, the percentage of residents thinking that **teenagers hanging around the streets** were a problem fell compared with 2008. With 45% of its residents believing teenagers hanging around the streets were a problem, Southam had the highest score of all localities. 21% was the lowest score in Shipston.
- 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. 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 points from 23% to 30% in 2010.
- Nine in ten (88%) of those living in the Wellesbourne / Kineton locality versus 76% of Southam residents, did not think **people using or dealing drugs** was a very big problem or not a problem at all. 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.
- 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.

Other Brief Highlights for Southam Locality

- More likely to feel they belong to their immediate neighbourhood and that people from different backgrounds get on well together
- Less likely to feel that people in the local area can influence decisions in that area
- More likely to be satisfied with the sports/leisure facilities, public toilets and car parking provided by SDC
- Southam area more likely to be satisfied with planning services
- More likely to use SDC sports/leisure facilities at least once a week or almost every day
- Less likely to go to parks and open spaces
- More likely to use SDC's play areas on a frequent basis
- Most likely to be satisfied with the way SDC runs things than any other locality
- Southam area residents rely more on SDC sources of information than others
- Less likely to think that SDC is making the area cleaner and greener
- More likely to feel fairly or very safe when outside after dark and during the day
- Less likely to be in contact with SDC
- More likely to use the telephone as their method of contact with the Council and were less likely to prefer their means of contact as "in person"
- Less likely to be satisfied with the way Warwickshire County Council runs things
- Less likely to be dissatisfied with local transport information and local bus services
- More likely to be satisfied with libraries

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.