

2010 STRATFORD DC RESIDENTS SURVEY **RESULTS HIGHLIGHTS FOR** **STRATFORD 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.

406 questionnaires were received from the Stratford area.

This summary shows the highlights for Stratford 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.
- 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 30% of Stratford residents feeling the same way.
- Exactly a fifth (20%) of Southam residents 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, named health services as most important in making somewhere a good place to live.

- Almost a third (31%) of Stratford residents 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.
- The percentage of Stratford residents stating the level of crime as the most important factor in making somewhere a good place to live remained constant across the two surveys at 58%.

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

STRATFORD LOCALITY	2008 %	2010 %
Level of crime	58	58
Health services	49	46
Clean streets	36	43
Parks and open spaces	30	34
Shopping facilities	26	33
BASE: (All Respondents)	(344)	(339)

- Over half of those living in the Wellesbourne / Kineton locality (55%), stated activities for teenagers most needed improving, against 38% of Stratford residents.
- Exactly one fifth (20%) of Southam residents, compared to 12% of Stratford residents named facilities for young children as most needing improving.
- Almost two thirds (66%) of Stratford residents, thought the level of traffic congestion most needed improving, compared to less than a fifth (18%) of Southam residents.
- Exactly one in ten Stratford residents (10%), versus 4% of those living in the Henley / Studley locality, believed parks and open spaces most needed improving.
- Over a third of both Shipston residents (37%) as opposed to 23% of Stratford residents were of the belief that public transport most needed improving.
- The level of traffic congestion remained the thing which most needed improving according to Stratford residents and it rose by 6 points from 60% in 2008 to 66% in 2010.

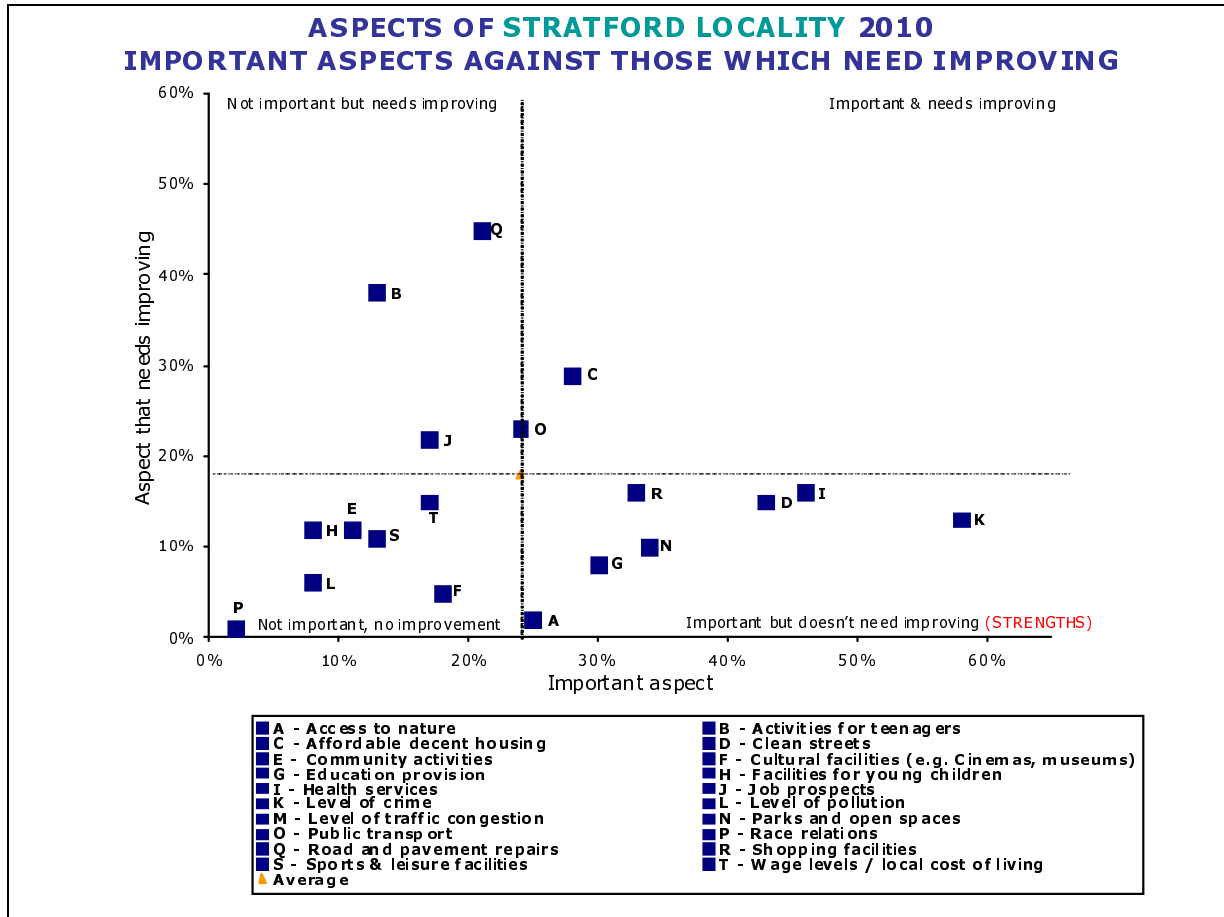
Thinking about this local area, which of the things below, if any, do you think most needs improving?

STRATFORD LOCALITY	2008 %	2010 %
Level of traffic congestion	60	66
Road & pavement repairs	35	45
Activities for teenagers	36	38
Affordable decent housing	37	29
Public transport	24	23
BASE: (All Respondents)	(357)	(353)

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

For the Stratford locality, affordable decent housing was the key priority.



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

- Stratford had the highest score (11%) of residents that felt **noisy neighbours or loud parties** was a problem.
- 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.
- 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%.
- Almost a third (31%) of Stratford residents believed **people being drunk or rowdy in public places** to be a fairly or very big problem. 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 Stratford Locality

- Less likely to say they feel they belong to their immediate neighbourhood and that people from different backgrounds get on well together.
- Less likely to say that they were treated with respect and consideration by their local public services in the last year and that they could influence decisions affecting their local area
- More likely to be dissatisfied with SDC and how it keeps public land clear of litter and refuse
- More likely to be dissatisfied with the refuse collection and doorstep recycling service than other localities
- More likely to be dissatisfied with car parking provided by SDC, planning, and housing services
- More likely to have used a sport or leisure facility provided by SDC
- More likely to use parks and open spaces on a weekly basis or almost every day
- Stratford residents are higher users of SDC's housing services and lower users of planning services
- More likely to disagree that SDC provides value for money and have the lowest satisfaction rate for how SDC runs things
- More likely to use the local media to find out about SDC and least likely to use information provided by the Council
- Less likely to feel informed about how to get involved in decision making, how the Council spends its money, and how SDC keeps its residents informed about the services and benefits it provides
- More likely to disagree with statements made about SDC namely; making the local area a better place to live, working to make the area safer, cleaner and greener, improving town centres, involving residents when making decisions, promoting the interests of local residents, acts on and listens to the concerns of local residents, and the Council treats all people fairly
- More likely not to have given any unpaid help at all over the last 12 months
- More likely to have made a complaint to SDC in the last 12 months
- More likely to say that accessing services in the last 12 months was very or fairly easy
- More dissatisfaction overall with the way Warwickshire County Council runs things and Warwickshire Police
- More likely to be dissatisfied with their local hospital
- More likely to be satisfied with local bus services
- Less 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.