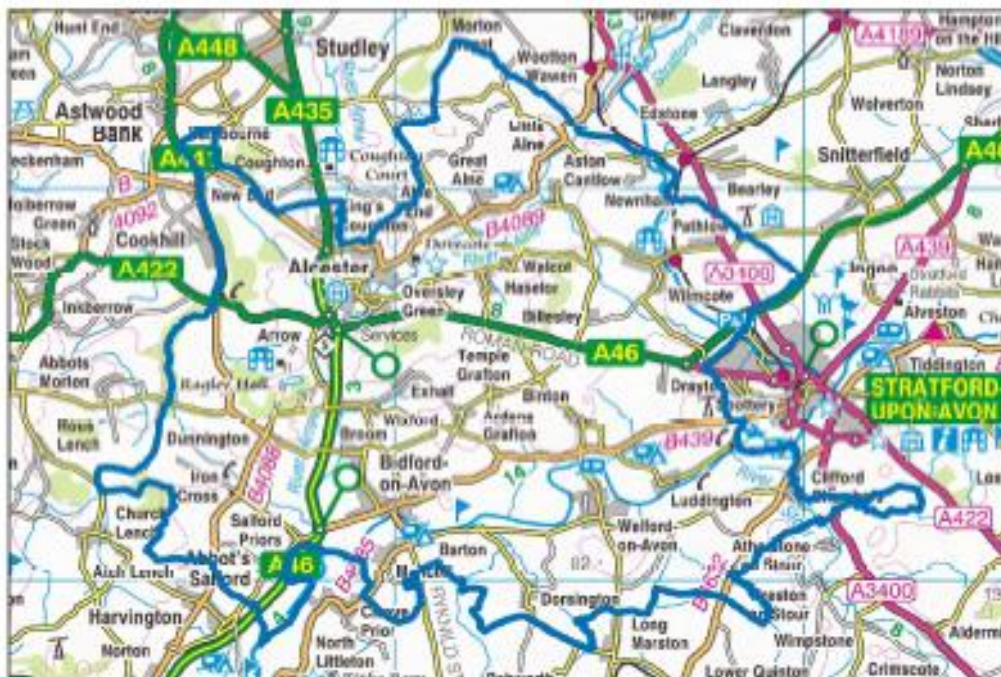


2019 RESIDENTS SURVEY

RESULTS HIGHLIGHTS FOR ALCESTER / BIDFORD LOCALITY



2019 STRATFORD DISTRICT COUNCIL RESIDENTS SURVEY RESULTS HIGHLIGHTS FOR ALCESTER / BIDFORD LOCALITY

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.

The topic areas of the survey were: the local area in general, local decision making, service satisfaction, usage of services, information/Council in general, volunteering, community safety, contacting the Council, other public services and climate change.

The survey is able to track changes in perception over time and to identify any gaps between current service levels and customer expectations. Usually, it is undertaken every two years.

This document contains the findings from the 2019 Stratford District Council Residents' Survey and how it relates to the Alcester/Bidford locality.

The methodology developed for the Residents' Survey was the same used in the 2008 national Place Survey. All questionnaires were distributed and returned through the UK Royal Mail postal system. Participants were able to request a translated version of the survey in other languages or an alternative format (large print).

The survey was conducted via postal self-completion questionnaires. Households were selected at random (by area) from the whole electoral roll, creating a list of 6,000 addresses from the unedited electoral role, which was the closest database of addresses to the Postcode Address File (PAF) used in the Place Survey.

The methodology included one reminder mailing implemented within the prescribed timescale between early October and early December 2019. 6,000 questionnaires were despatched (around one in ten households), with 1,804 questionnaires returned in the timescale allowed, a 30.2% response rate. 27 questionnaires of the original mailing were returned where the address was inaccessible, gone away, unoccupied etc.

The results are weighted by age, gender, ethnicity and household size in line with previous residents' surveys.

335 questionnaires were received from the Alcester/Bidford area.

This summary highlights the main results for Alcester/Bidford Locality compared, with the District average.

Living in the Area

Most important in making somewhere a good place to live – Alcester/Bidford Locality

Level of crime was the most important factor for Alcester/Bidford residents at 58% (District 56%), very closely followed health services at 57% (District 56%). The top four are those shared with the District

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	2012 %	2014 %	2017 %	2019 %
Level of crime	54	59	62	58
Health services	59	61	61	57
Access to countryside	36	41	49	39
Clean streets*	41	40	38	32
Parks and open spaces*	27	22	21	31
BASE: (All Respondents)	(323)	(276)	(291)	(269)

**new into the top five 2019*

What things most need improving – Alcester/Bidford Locality

Road and pavement repairs remained the aspect which most needed improving for Alcester/Bidford residents (District 44%), also remaining at the same level as 2017 (41%). Level of traffic congestion is 7 points lower than the District. The level of crime figure is 5 points higher than the District average.

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

ALCESTER / BIDFORD LOCALITY	2012 %	2014 %	2017 %	2019 %
Road & pavement repairs	40	49	41	41
The level of traffic congestion	20	36	41	39
Public transport	35	38	33	34
Level of crime	13	16	19	32
Activities for teenagers	40	40	29	32
BASE: (All Respondents)	(317)	(285)	(304)	(270)

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.

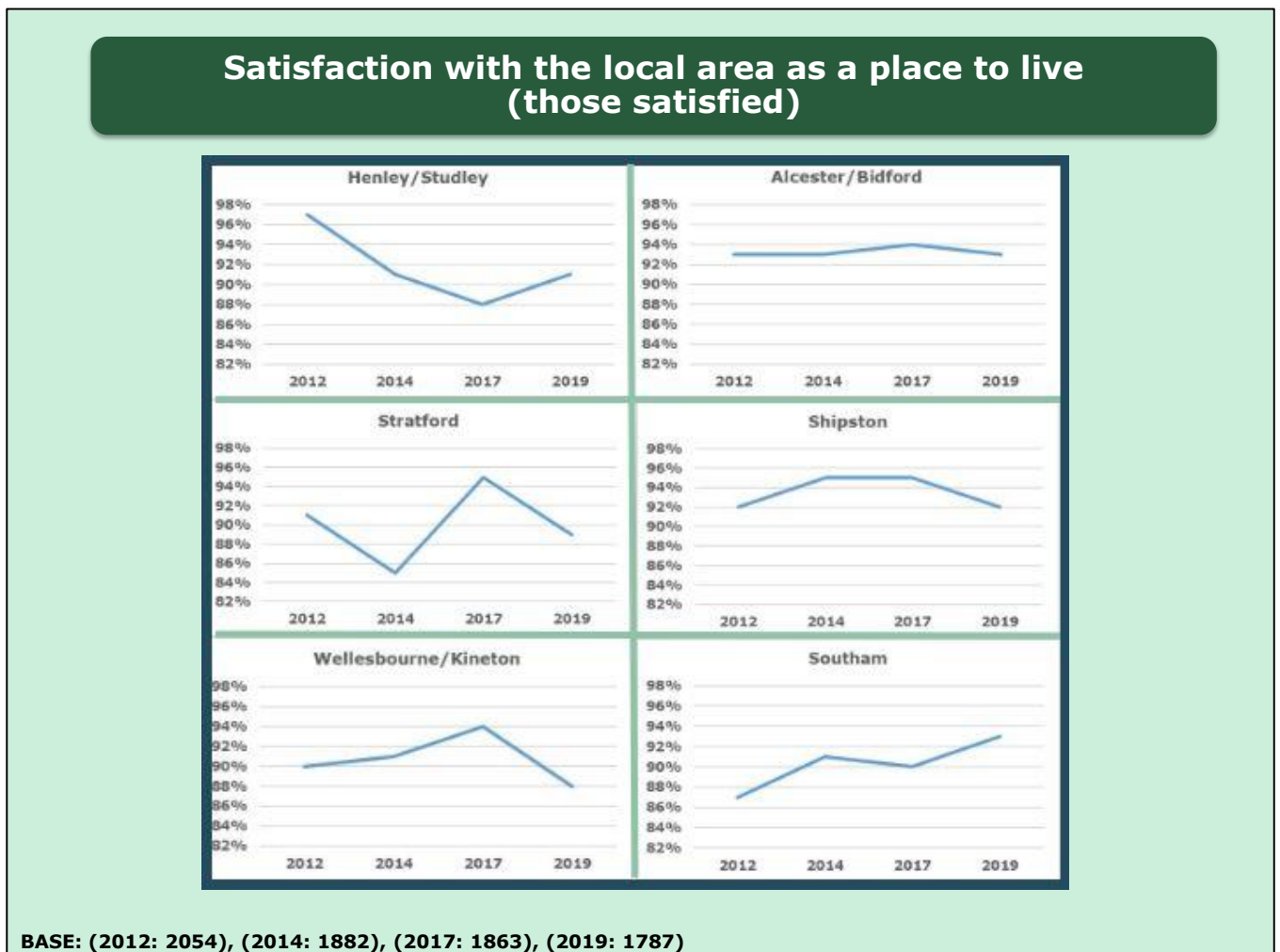
The level of crime, road and pavement repairs, public transport and affordable decent housing were both most important and needing improvement in the Alcester/Bidford locality.

Aspects of Alcester/Bidford locality: Importance against Needing Improvement



Satisfaction with the Area as a Place to Live

At 93% the Alcester/Bidford locality is jointly the highest rated area in the district as a place to live. The figure is 2 points higher than the District average.



COMPARISON OF KEY QUESTIONS DISTRICT SCORE VS ALCESTER/BIDFORD

The following table compares the results of key questions for Alcester/Bidford locality against the District average. Results worse than the District score are shown in the difference column in red.

Top six aspects with results better than the District average were for:-

- Satisfaction with public toilets*
- Percentage of people who feel they can influence decisions in their local area*
- Satisfaction with car parking*
- Satisfaction with doorstep recycling*
- Satisfaction with refuse collection*
- Satisfaction with play areas*

Top five aspects with results worse than the District average were for:-

- Satisfaction with sport and leisure facilities*
- Perceptions of groups hanging around on the streets as a problem*
- Perceptions of drunk or rowdy behaviour in public places as a problem*
- Satisfaction with keeping public land clear of litter and refuse*
- Satisfaction with developing planning policies*

COMPARISON OF KEY QUESTIONS-DISTRICT SCORE VS ALCESTER/BIDFORD

Question	LOCALITY SCORE 2019	DISTRICT SCORE 2019	DIFFERENCE LOCALITY vs DISTRICT 2019
Percentage of people who feel they can influence decisions in their local area (Good performance = High %'s)	40%	34%	+6
Satisfaction with keeping public land clear of litter and refuse (Good performance = High %'s)	66%	68%	-2
Satisfaction with refuse collection (Good performance = High %'s)	93%	90%	+3
Satisfaction with doorstep recycling (Good performance = High %'s)	85%	80%	+5
Satisfaction with sport and leisure facilities (Good performance = High %'s)	44%	55%	-11
Satisfaction with parks and open spaces (Good performance = High %'s)	76%	74%	+2
Satisfaction with play areas (Good performance = High %'s)	69%	66%	+3
Satisfaction with car parking (Good performance = High %'s)	48%	42%	+6
Satisfaction with public toilets (Good performance = High %'s)	46%	38%	+8
Satisfaction with processing planning applications (Good performance = High %'s)	29%	29%	-
Satisfaction with developing planning policies (Good performance = High %'s)	15%	17%	-2
Satisfaction with housing services (Good performance = High %'s)	20%	20%	-
Taking everything into account, satisfaction with the way SDC runs things (Good performance = High %'s)	72%	71%	+1
To what extent do you agree or disagree that SDC provided value for money (Good performance = High %'s)	50%	48%	+2
How well informed residents' feel about how SDC informs them about services and benefits (Good performance = High %'s)	58%	58%	-
Participation in regular volunteering (at least monthly) (Good performance = High %'s)	27%	28%	-1
% feeling safe after dark (Good performance = High %'s)	72%	71%	+1
% feeling safe during the day (Good performance = High %'s)	93%	94%	-1
Perceptions of groups hanging around on the streets as a problem (Good performance = Low %'s)	19%	16%	+3
Perceptions of vandalism, graffiti & other deliberate damage to property or vehicles as a problem (Good performance = Low %'s)	15%	16%	-1
Perceptions of drug use or drug dealing as a problem (Good performance = Low %'s)	29%	28%	+1

Question	LOCALITY SCORE 2019	DISTRICT SCORE 2019	DIFFERENCE LOCALITY vs DISTRICT 2019
Perceptions of drunk or rowdy behaviour in public places as a problem <i>(Good performance = Low %'s)</i>	13%	11%	+2
Satisfaction with the service received the last time you made contact with the Council <i>(Good performance = High %'s)</i>	73%	72%	+1