

**2019  
RESIDENTS SURVEY  
RESULTS HIGHLIGHTS FOR  
SHIPSTON LOCALITY**



## **2019 STRATFORD DISTRICT COUNCIL RESIDENTS SURVEY RESULTS HIGHLIGHTS FOR SHIPSTON 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 Shipston 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.

315 questionnaires were received from the Shipston area.

**This summary highlights the main results for Shipston Locality compared, with the District average.**

## **Living in the Area**

### **Most important in making somewhere a good place to live – Shipston Locality**

Level of crime rose by 10 percentage points to 57%, becoming the most important issue for those living in Shipston locality. Health services fell 11 percentage points to 54%.

The top three issues are shared with the District. However affordable decent housing is 6 points higher than the average, with broadband provision of greater importance than in the District, 8 points above the average.

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

<b>SHIPSTON LOCALITY</b>	<b>2012</b>	<b>2014</b>	<b>2017</b>	<b>2019</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Level of crime	56	62	47	57
Health services	55	64	65	54
Access to countryside	35	41	51	45
Affordable decent housing*	29	32	32	35
Broadband provision*	-	-	-	30
BASE: (All Respondents)	(269)	(235)	(271)	(246)

*\*new into the top five 2019*

### **What things most need improving – Shipston Locality**

For Shipston locality residents, the level of traffic congestion remained as the most important thing which most needed improving, although down four percentage points at 47% compared with 2017. Activities for teenagers rose into the top five at 28%. It is the same top five as the District, although the activities for teenagers figure is 6 points lower than the overall average and affordable decent housing is 7 points higher in Shipston locality.

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

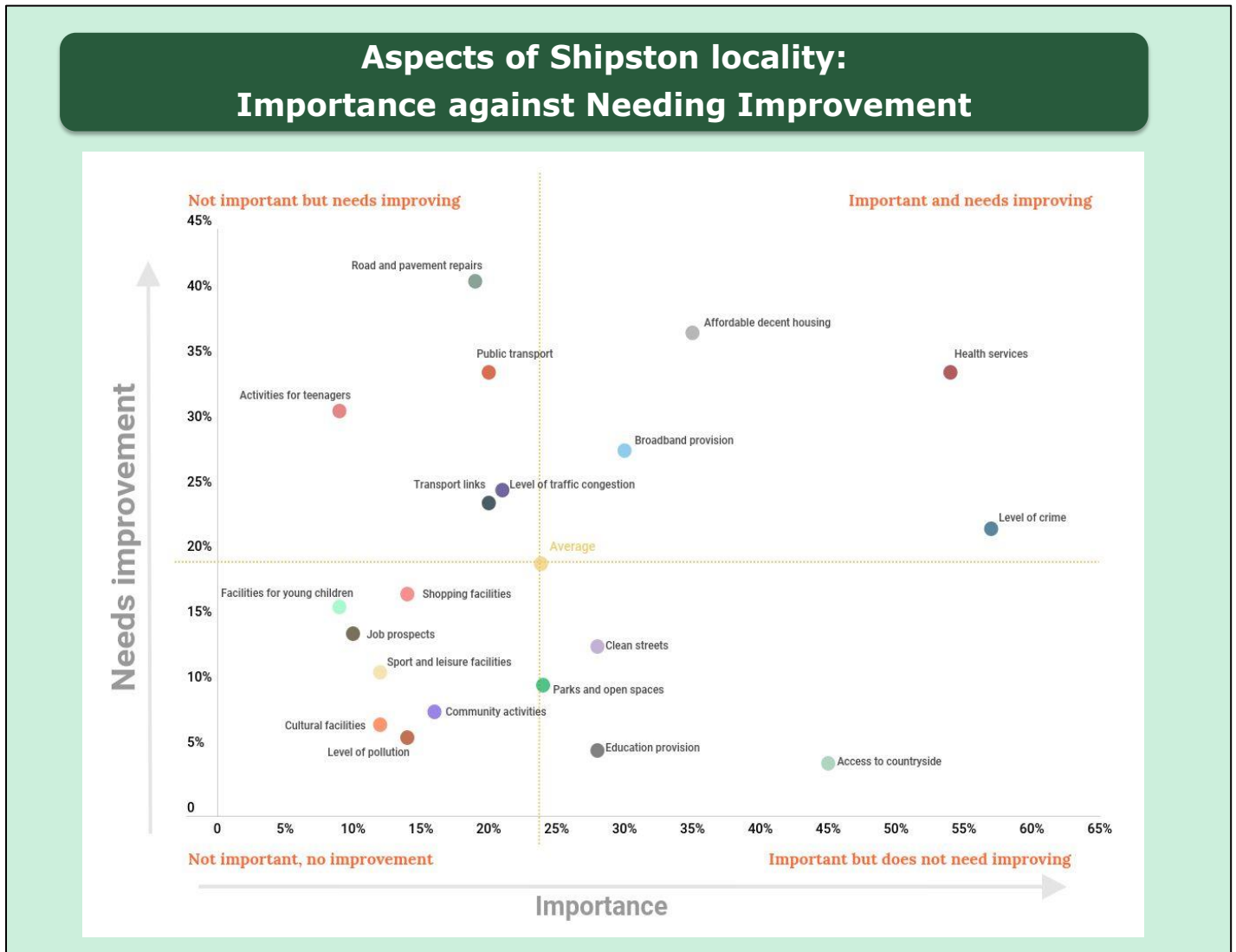
<b>SHIPSTON LOCALITY</b>	<b>2012</b>	<b>2014</b>	<b>2017</b>	<b>2019</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Level of traffic congestion	27	43	51	47
Road & pavement repairs	44	46	41	43
Public transport	43	40	29	35
Affordable decent housing	26	22	26	35
Activities for teenagers*	28	36	24	28
BASE: (All Respondents)	(255)	(248)	(288)	(218)

*\*new into the top five 2019*

## What is important versus what needs improving: Shipston locality

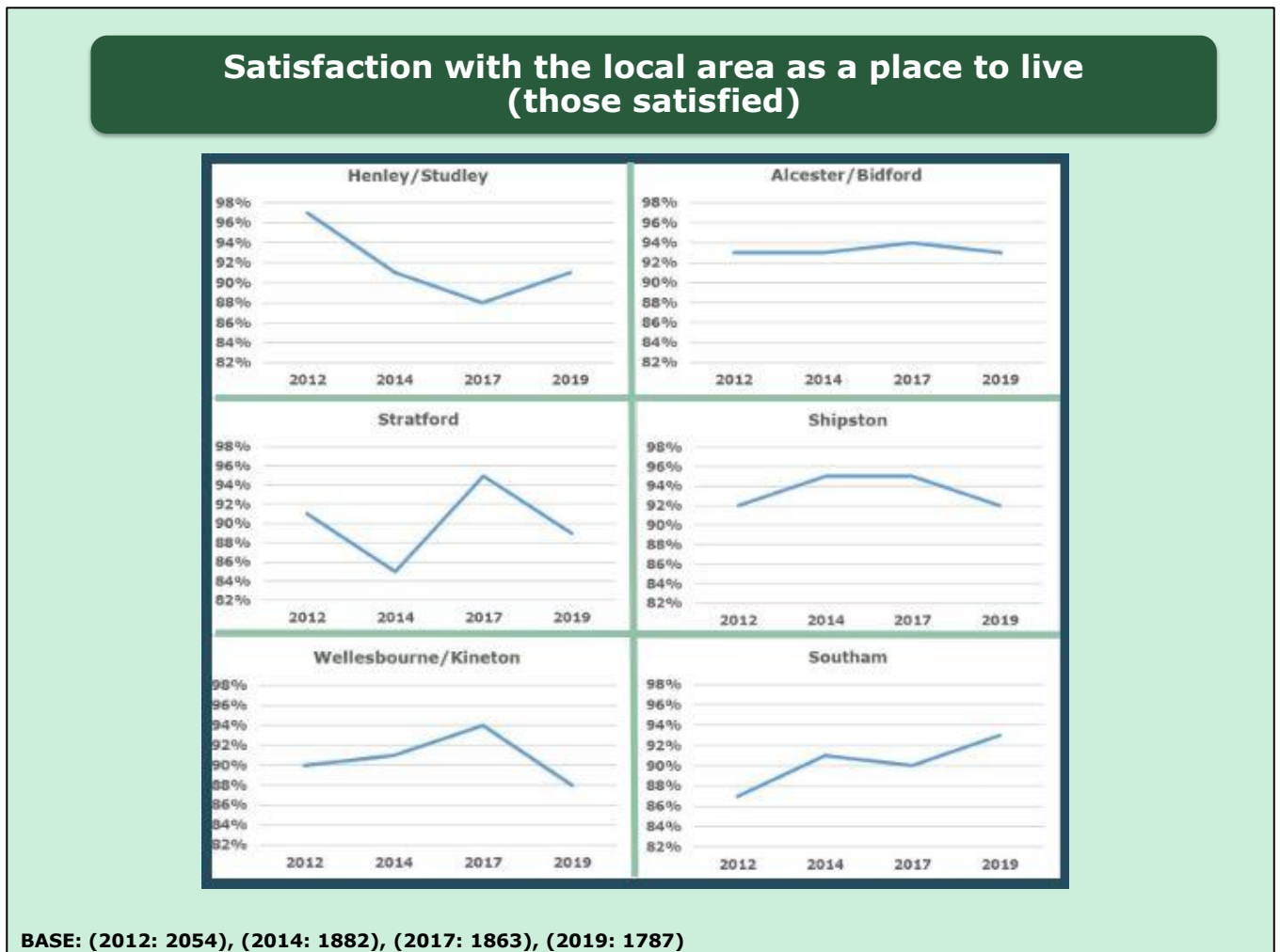
By plotting the results on the chart below and comparing what is important against aspects that need improving, it becomes clear as to what are the priorities for improvement that the Shipston area needs to concentrate on.

Affordable decent housing, health services, level of crime and broadband provision were the factors that were the most important and needing improvement for Shipston locality residents.



## Satisfaction with the Area as a Place to Live

93% of Shipston locality residents are satisfied with the area as a place to live, a figure 2 points higher than the District average.



## COMPARISON OF KEY QUESTIONS DISTRICT SCORE VS SHIPSTON

The following table compares the results of key questions for Shipston 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:-

- Perceptions of groups hanging around on the streets as a problem
- Perceptions of drug use or drug dealing as a problem
- % feeling safe after dark
- Percentage of people who feel they can influence decisions in their local area
- Satisfaction with processing planning applications
- Perceptions of drunk or rowdy behaviour in public places as a problem

Top three aspects (only three worse than District) with results worse than the District average were for:-

- Satisfaction with play areas*
- Satisfaction with parks and open spaces*
- Satisfaction with public toilets*

## COMPARISON OF KEY QUESTIONS-DISTRICT SCORE VS SHIPSTON

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)	69%	68%	+1
Satisfaction with refuse collection (Good performance = High %'s)	92%	90%	+2
Satisfaction with doorstep recycling (Good performance = High %'s)	83%	80%	+3
Satisfaction with sport and leisure facilities (Good performance = High %'s)	60%	55%	+5
Satisfaction with parks and open spaces (Good performance = High %'s)	71%	74%	-3
Satisfaction with play areas (Good performance = High %'s)	62%	66%	-4
Satisfaction with car parking (Good performance = High %'s)	44%	42%	+2
Satisfaction with public toilets (Good performance = High %'s)	37%	38%	-1
Satisfaction with processing planning applications (Good performance = High %'s)	35%	29%	+6
Satisfaction with developing planning policies (Good performance = High %'s)	19%	17%	+2
Satisfaction with housing services (Good performance = High %'s)	21%	20%	+1
Taking everything into account, satisfaction with the way SDC runs things (Good performance = High %'s)	74%	71%	+3
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)	61%	58%	+3
Participation in regular volunteering (at least monthly) (Good performance = High %'s)	31%	28%	+3
% feeling safe after dark (Good performance = High %'s)	79%	71%	+8
% feeling safe during the day (Good performance = High %'s)	98%	94%	+4
Perceptions of groups hanging around on the streets as a problem (Good performance = Low %'s)	5%	16%	-11
Perceptions of vandalism, graffiti & other deliberate damage to property or vehicles as a problem (Good performance = Low %'s)	11%	16%	-5
Perceptions of drug use or drug dealing as a problem (Good performance = Low %'s)	18%	28%	-10

<b>Question</b>	<b>LOCALITY SCORE 2019</b>	<b>DISTRICT SCORE 2019</b>	<b>DIFFERENCE LOCALITY vs DISTRICT 2019</b>
Perceptions of drunk or rowdy behaviour in public places as a problem <i>(Good performance = Low %'s)</i>	<b>5%</b>	<b>11%</b>	<b>-6</b>
Satisfaction with the service received the last time you made contact with the Council <i>(Good performance = High %'s)</i>	<b>72%</b>	<b>72%</b>	<b>-</b>