

2019 RESIDENTS SURVEY RESULTS HIGHLIGHTS FOR STRATFORD LOCALITY



2019 STRATFORD DISTRICT COUNCIL RESIDENTS SURVEY RESULTS HIGHLIGHTS FOR STRATFORD 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 Stratford 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.

405 questionnaires were received from the Stratford area.

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

Living in the Area

Most important in making somewhere a good place to live – Stratford Locality

Health services rose by seven points to 56%, overtaking level of crime as the most important thing for those living in Stratford locality. The other top five things retain the same ranking as the previous survey, with parks and open spaces alongside education provision at 34%.

Compared with the District levels, the figures for the top two mirror them. Clean streets was 6 points higher than the District average. The higher importance of the level of traffic congestion in Stratford locality compared with the District is shown by a difference of 25% to 35%. Parks and open spaces are also of greater importance.

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	2012	2014	2017	2019
	%	%	%	%
Health services	47	51	49	56
Level of crime	54	56	55	54
Clean streets	41	44	35	38
The level of traffic congestion	30	42	35	35
Parks and open spaces*	39	30	32	34
Education provision	36	32	33	34
BASE: (All Respondents)	(408)	(410)	(380)	(307)

**new into the top five 2019*

What things most need improving – Stratford Locality

The level of traffic congestion remained the issue most needing improvement in Stratford, falling slightly to 78% from 82%. Road and pavement repairs rose seven percentage points to 52%. Shopping facilities rose into the top five, at 25%.

Compared with the District, the level of traffic congestion is 32% higher in Stratford locality. Similarly, road and pavement repairs is 8 points higher and activities for teenagers also 8 points higher.

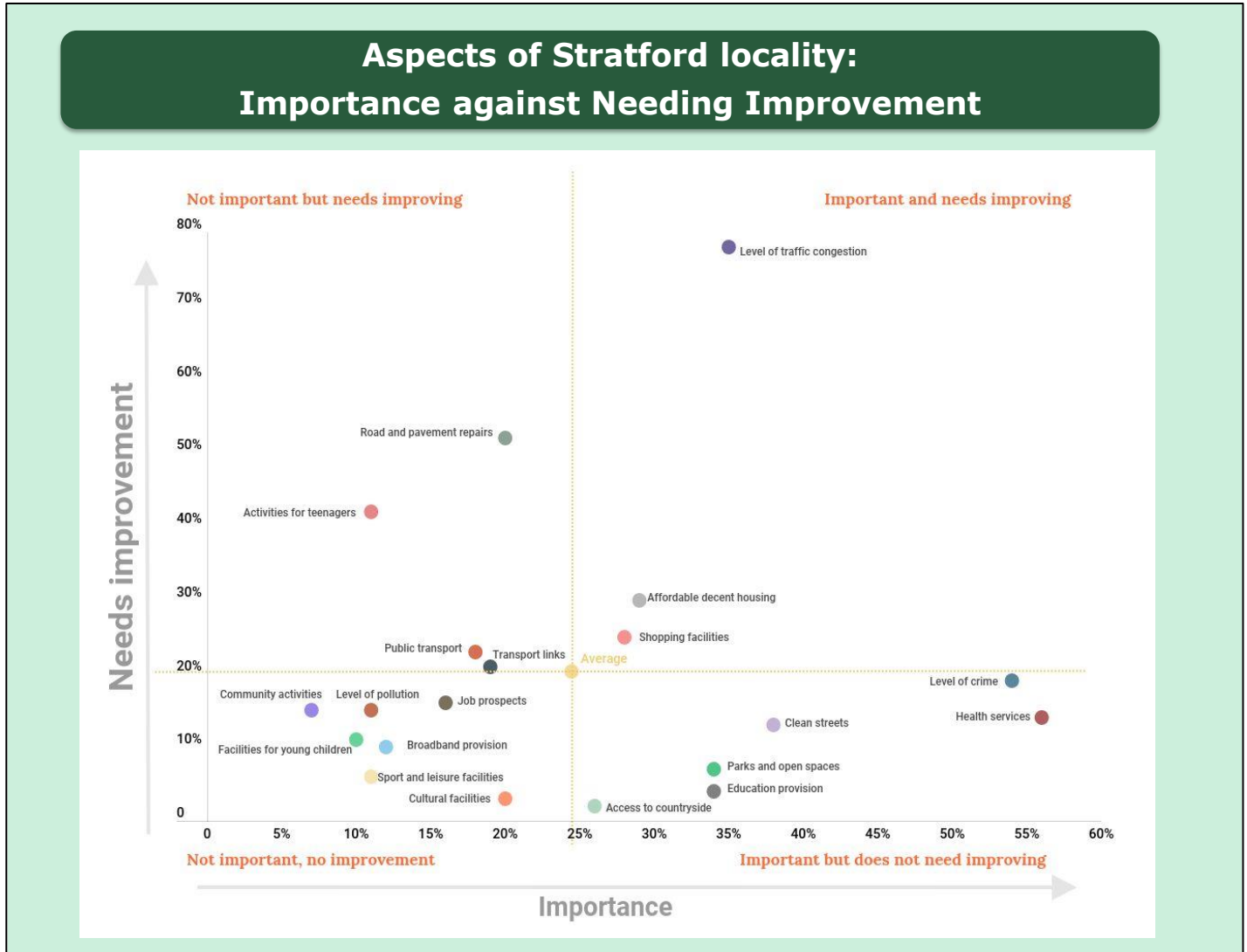
Thinking about this local area, which of the things below, if any, do you think most needs improving?

STRATFORD LOCALITY	2012	2014	2017	2019
	%	%	%	%
Level of traffic congestion	73	78	82	78
Road & pavement repairs	35	37	45	52
Activities for teenagers	35	36	38	42
Affordable decent housing	31	33	32	30
Shopping facilities	15	18	17	25
BASE: (All Respondents)	(353)	(425)	(389)	(318)

What is important versus what needs improving: Stratford locality

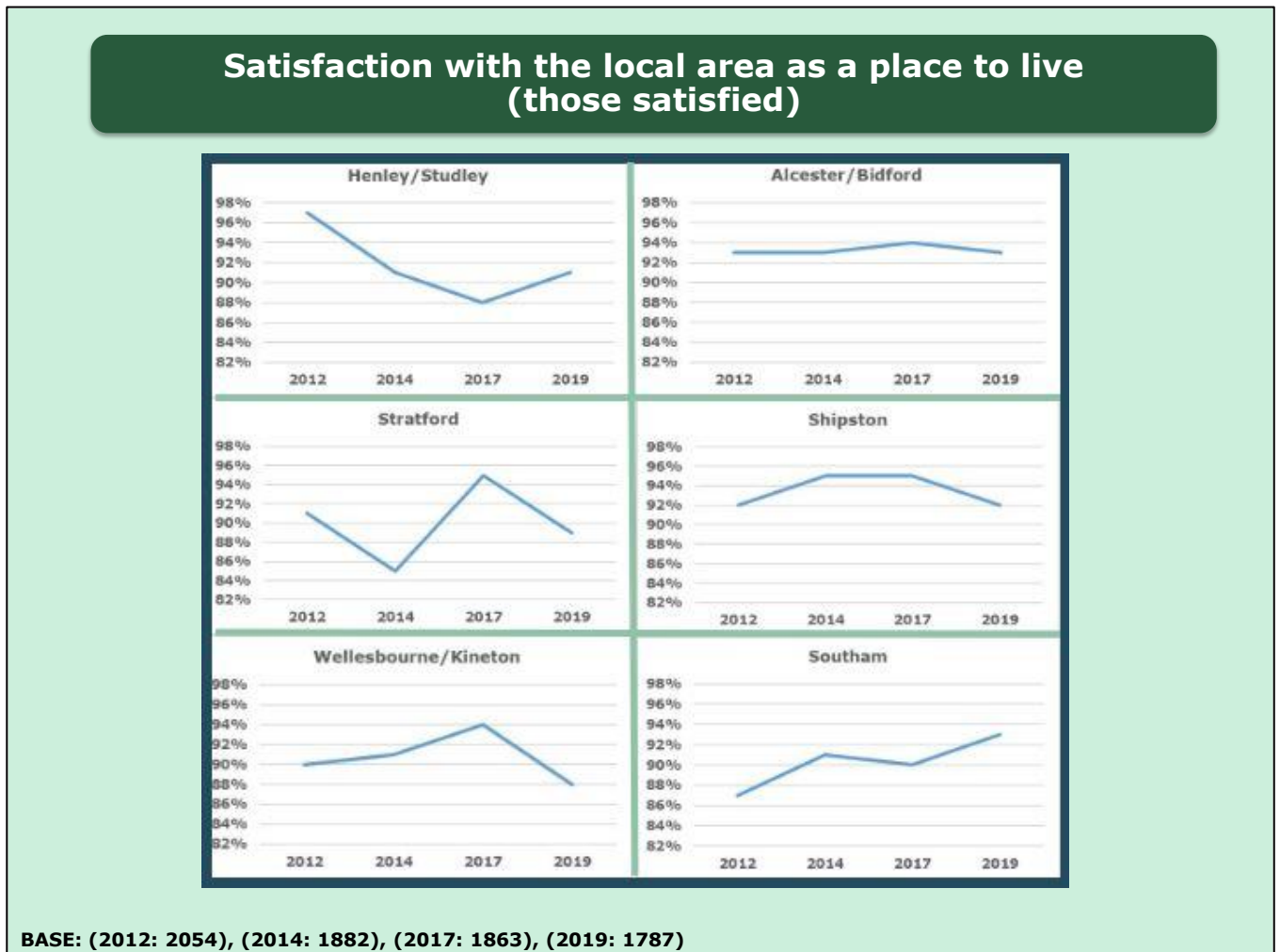
By plotting the results on the chart below and comparing what is important against aspects that need improving, it becomes clear as to what are the priorities for improvement that the Stratford area needs to concentrate on.

The level of traffic congestion, affordable housing and shopping facilities were the factors which Stratford locality residents considered most important and most in need of improvement.



Satisfaction with the Area as a Place to Live

88% of Stratford locality residents are satisfied with the area as a place to live, a figure 3 points lower than the District average.



COMPARISON OF KEY QUESTIONS DISTRICT SCORE VS STRATFORD

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

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

- Satisfaction with sports facilities*
- Satisfaction with parks and open spaces*
- Satisfaction with play areas*

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

- Perceptions of drug use or drug dealing as a problem*
- Percentage of people who feel they can influence decisions in their local area*
- Satisfaction with processing planning applications*
- Satisfaction with housing services*
- Perceptions of drunk or rowdy behaviour in public places as a problem*

COMPARISON OF KEY QUESTIONS-DISTRICT SCORE VS STRATFORD

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)	21%	34%	-13
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)	87%	90%	-3
Satisfaction with doorstep recycling (Good performance = High %'s)	75%	80%	-5
Satisfaction with sport and leisure facilities (Good performance = High %'s)	67%	55%	+12
Satisfaction with parks and open spaces (Good performance = High %'s)	83%	74%	+9
Satisfaction with play areas (Good performance = High %'s)	69%	66%	+3
Satisfaction with car parking (Good performance = High %'s)	38%	42%	-4
Satisfaction with public toilets (Good performance = High %'s)	33%	38%	-5
Satisfaction with processing planning applications (Good performance = High %'s)	19%	29%	-10
Satisfaction with developing planning policies (Good performance = High %'s)	10%	17%	-7
Satisfaction with housing services (Good performance = High %'s)	11%	20%	-9
Taking everything into account, satisfaction with the way SDC runs things (Good performance = High %'s)	65%	71%	-6
To what extent do you agree or disagree that SDC provided value for money (Good performance = High %'s)	45%	48%	-3
How well informed residents' feel about how SDC informs them about services and benefits (Good performance = High %'s)	53%	58%	-5
Participation in regular volunteering (at least monthly) (Good performance = High %'s)	23%	28%	-5
% feeling safe after dark (Good performance = High %'s)	64%	71%	-7
% feeling safe during the day (Good performance = High %'s)	95%	94%	+1
Perceptions of groups hanging around on the streets as a problem (Good performance = Low %'s)	23%	16%	+7
Perceptions of vandalism, graffiti & other deliberate damage to property or vehicles as a problem (Good performance = Low %'s)	16%	16%	-
Perceptions of drug use or drug dealing as a problem (Good performance = Low %'s)	47%	28%	+19

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>	19%	11%	+8
Satisfaction with the service received the last time you made contact with the Council <i>(Good performance = High %'s)</i>	73%	72%	+1