



2019 RESIDENTS SURVEY RESULTS HIGHLIGHTS FOR SOUTHAM LOCALITY



2019 STRATFORD DISTRICT COUNCIL RESIDENTS SURVEY RESULTS HIGHLIGHTS FOR SOUTHAM 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 Southam 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.

266 questionnaires were received from the Southam area.

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

Living in the Area

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

Health services rose eight percentage points to 57%, becoming the most important issue for residents of Southam locality. Level of crime fell by seven percentage points to 54%, but still a high priority for residents in second place. Shopping facilities rose into the top five most important things, alongside clean streets, with both at 31%.

Compared with the District, the top two match. Education provision importance is 11 points higher in Southam locality. Shopping facilities are relatively more important as well, being 8 points higher than the District level.

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	2012	2014	2017	2019
	%	%	%	%
Health services	43	53	49	57
Level of crime	59	54	61	54
Education provision	42	44	43	41
Access to countryside	32	41	47	36
Clean streets*	41	41	39	31
Shopping facilities*	27	33	17	31
BASE: (All Respondents)	(318)	(295)	(198)	(206)

**new into the top five 2019*

What things most need improving – Southam Locality

Road and pavement repairs remained the most important issue for improvement in Southam locality. Level of crime rose into the top five at second place with 40%.

Interestingly, the biggest concern for the District, the level of traffic congestion aspect is 18 points less in Southam locality. Public transport improvement is 8 points higher however in the Southam area.

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

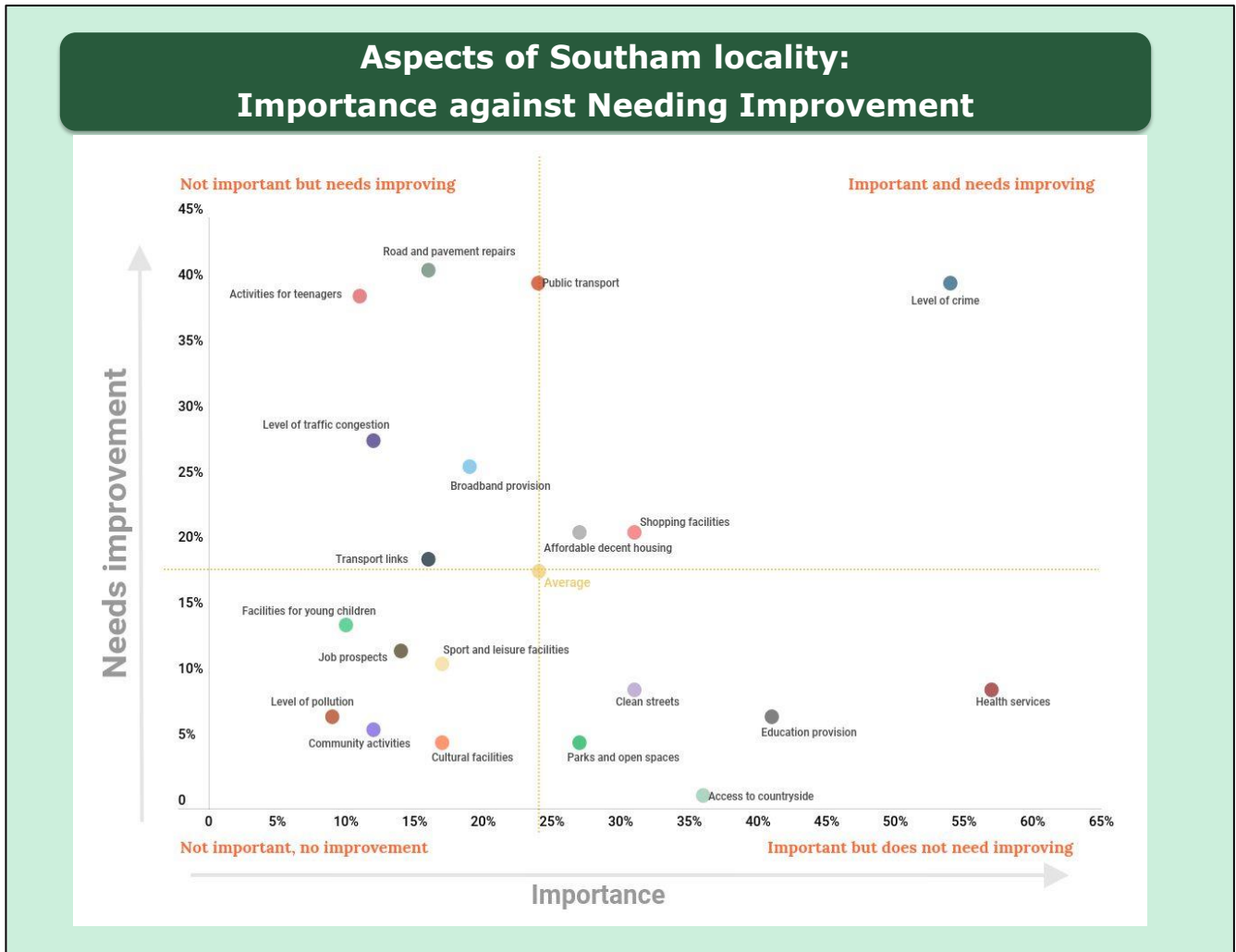
SOUTHAM LOCALITY	2012	2014	2017	2019
	%	%	%	%
Road & pavement repairs	45	47	44	41
Level of crime*	23	19	20	40
Public transport	37	26	38	40
Activities for teenagers	54	37	28	39
The level of traffic congestion	25	49	25	28
BASE: (All Respondents)	(225)	(293)	(197)	(208)

**new into the top five 2019*

What is important versus what needs improving: Southam locality

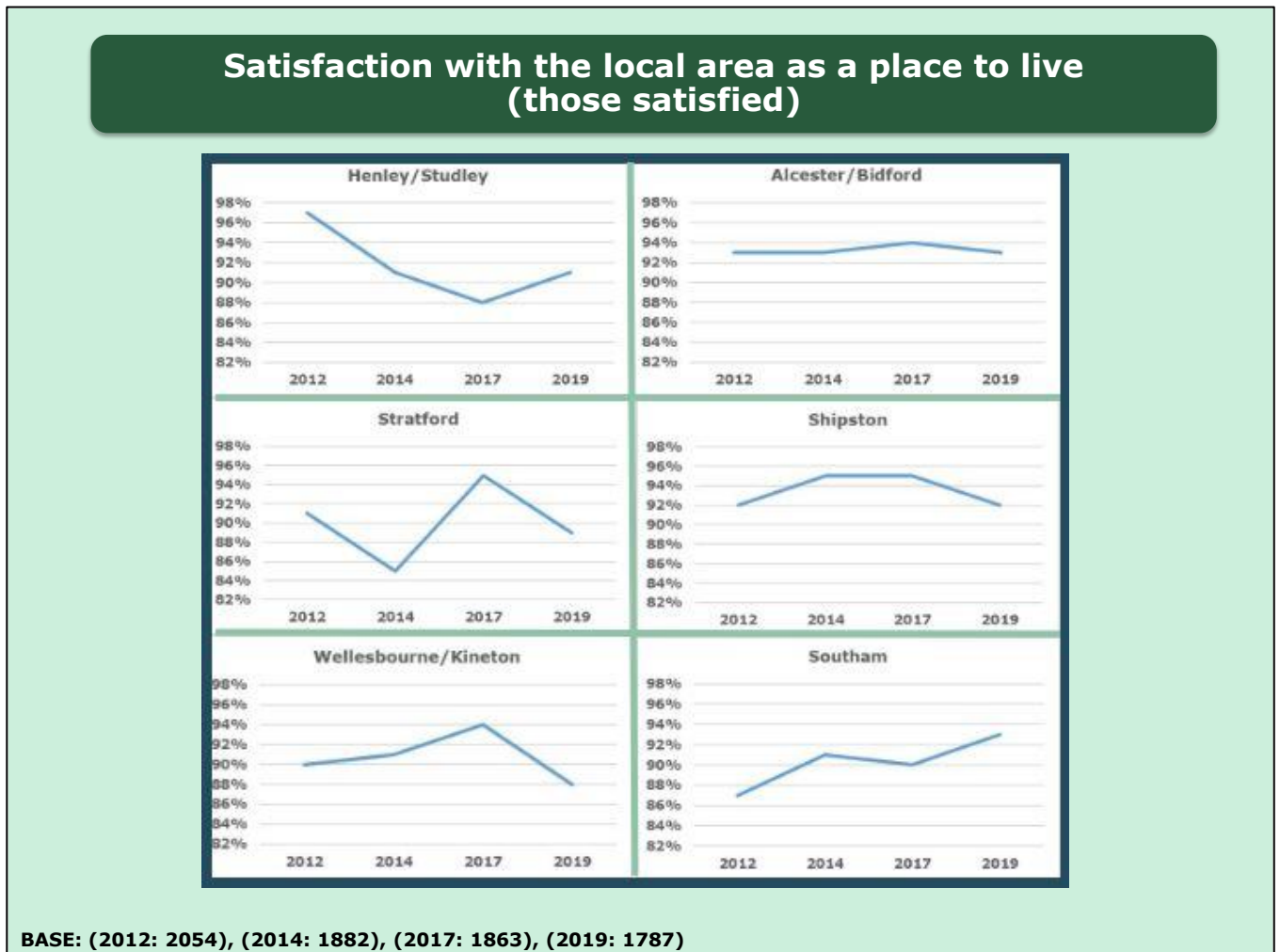
By plotting the results on the chart below and comparing what is important against aspects that need improving, it becomes clear as to what are the priorities for improvement that the Southam area needs to concentrate on.

The level of crime, affordable decent housing and shopping facilities were the most important and in need of improvement factors for Southam locality residents. Public transport was on the cusp of being most important and in need of improvement.



Satisfaction with the Area as a Place to Live

93% of Southam 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 SOUTHAM

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

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

Satisfaction with car parking

How well informed residents' feel about how SDC informs them amount services and benefits

Satisfaction with public toilets

Satisfaction with developing planning policies

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

Value for money

Satisfaction with sport and leisure facilities

Satisfaction with parks and open spaces

Perceptions of vandalism, graffiti & other deliberate damage to property or vehicles as a problem

COMPARISON OF KEY QUESTIONS-DISTRICT SCORE VS SOUTHAM

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)	36%	34%	+2
Satisfaction with keeping public land clear of litter and refuse (Good performance = High %'s)	68%	68%	-
Satisfaction with refuse collection (Good performance = High %'s)	90%	90%	-
Satisfaction with doorstep recycling (Good performance = High %'s)	82%	80%	+2
Satisfaction with sport and leisure facilities (Good performance = High %'s)	52%	55%	-3
Satisfaction with parks and open spaces (Good performance = High %'s)	73%	74%	-1
Satisfaction with play areas (Good performance = High %'s)	71%	66%	+5
Satisfaction with car parking (Good performance = High %'s)	53%	42%	+11
Satisfaction with public toilets (Good performance = High %'s)	46%	38%	+8
Satisfaction with processing planning applications (Good performance = High %'s)	34%	29%	+5
Satisfaction with developing planning policies (Good performance = High %'s)	24%	17%	+7
Satisfaction with housing services (Good performance = High %'s)	23%	20%	+3
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)	43%	48%	-5
How well informed residents' feel about how SDC informs them about services and benefits (Good performance = High %'s)	67%	58%	+9
Participation in regular volunteering (at least monthly) (Good performance = High %'s)	33%	28%	+5
% feeling safe after dark (Good performance = High %'s)	72%	71%	+1
% feeling safe during the day (Good performance = High %'s)	97%	94%	+3
Perceptions of groups hanging around on the streets as a problem (Good performance = Low %'s)	12%	16%	-4
Perceptions of vandalism, graffiti & other deliberate damage to property or vehicles as a problem (Good performance = Low %'s)	17%	16%	-1
Perceptions of drug use or drug dealing as a problem (Good performance = Low %'s)	27%	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>	10%	11%	-1
Satisfaction with the service received the last time you made contact with the Council <i>(Good performance = High %'s)</i>	73%	72%	+1