

2019 RESIDENTS SURVEY RESULTS HIGHLIGHTS FOR WELLESBOURNE/KINETON LOCALITY



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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 Wellesbourne/Kineton 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.

206 questionnaires were received from the Wellesbourne/Kineton area.

This summary highlights the main results for Wellesbourne/Kineton Locality compared, with the District average.

Living in the Area

Most important in making somewhere a good place to live – Wellesbourne/Kineton Locality

Health services remained the most important thing for those living in Wellesbourne/Kineton locality, rising by three percentage points. Access to the countryside fell by 17 percentage points to 34%, while education provision and clean streets tied at fifth place with 30%.

Compared with the District, the top three aspects match. The level of crime was 9 points lower than 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?

WELLESBOURNE / KINETON LOCALITY	2012 %	2014 %	2017 %	2019 %
Health of services	54	57	56	59
Level of crime	59	57	55	47
Access to countryside	35	44	51	34
Level of traffic congestion*	22	24	32	31
Education provision	35	27	35	30
Clean streets*	34	46	40	30
BASE: (All Respondents)	(240)	(216)	(203)	(206)

**new into the top five 2019*

What things most need improving – Wellesbourne/Kineton Locality

The level of traffic congestion replaced road and pavement repairs as the issue most in need of improvement for Wellesbourne/Kineton residents, rising four percentage points to 48%. Transport links rose into the top five, joint third alongside activities for teenagers at 30%. Level of crime and health services also rose into the top five, joint fifth at 28%.

The top two aspects match those of the District. Transport links are more in need of improvement in this locality, 7 points higher than the District, likewise this is the same for health services at 9 points higher.

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

WELLESBOURNE / KINETON LOCALITY	2012 %	2014 %	2017 %	2019 %
The level of traffic congestion	24	38	44	48
Road & pavement repairs	35	60	49	47
Transport links	-	-	17	30
Activities for teenagers	48	32	37	30
Health services	13	25	27	28
Level of crime	7	8	8	28
BASE: (All Respondents)	(205)	(220)	(197)	(155)

What is important versus what needs improving: Wellesbourne/Kineton 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 Wellesbourne/Kineton area needs to concentrate on.

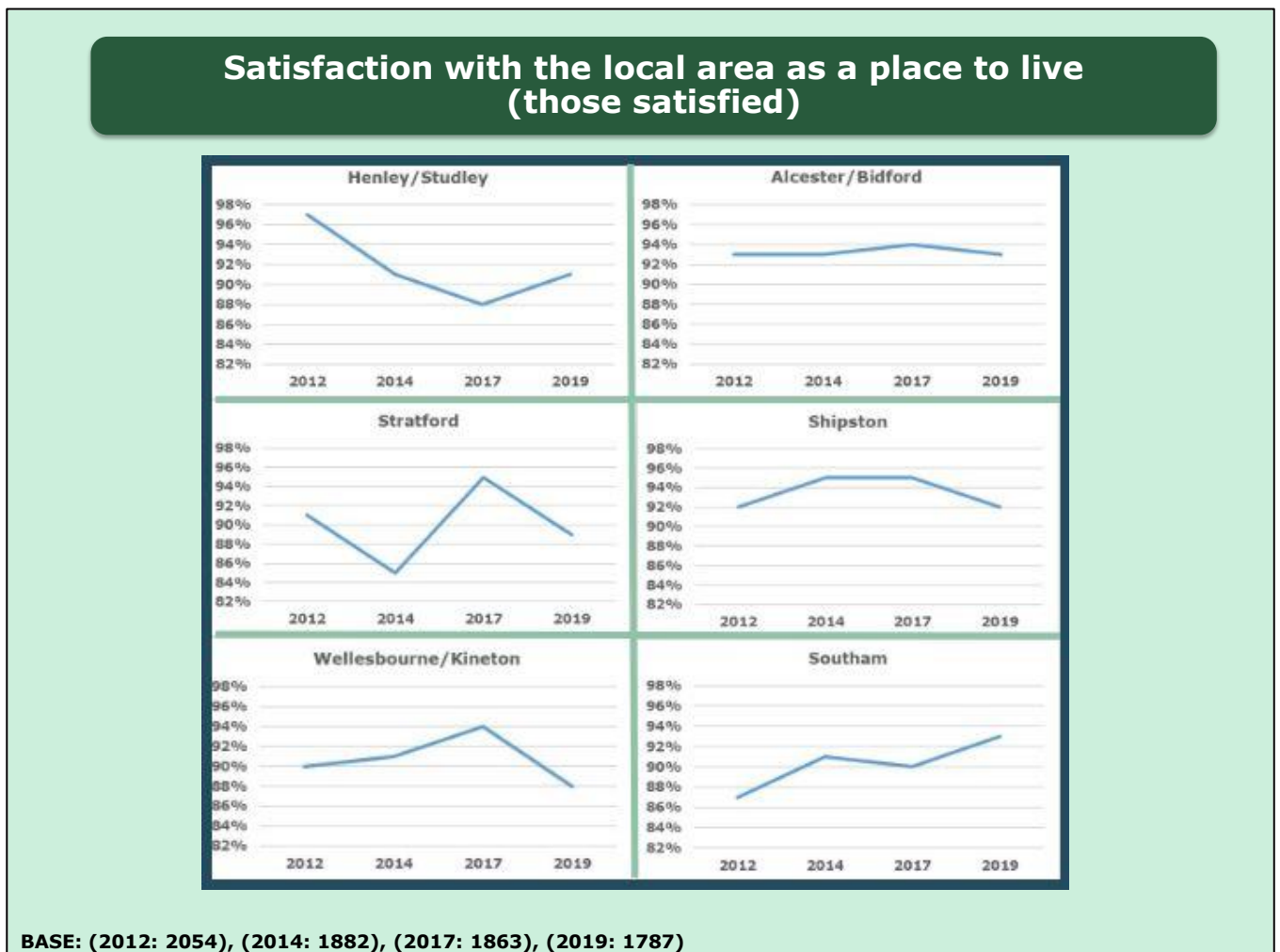
Level of traffic congestion, level of crime, health services, broadband provision and affordable decent housing were all considered both most important and in need of improvement for residents in Wellesbourne/Kineton locality.

Aspects of Wellesbourne/Kineton locality: Importance against Needing Improvement



Satisfaction with the Area as a Place to Live

88% of Wellesbourne/Kineton 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 WELLESBOURNE/KINETON

The following table compares the results of key questions for Wellesbourne/Kineton 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:-

Perceptions of drug use or drug dealing as a problem

Satisfaction with housing services

To what extent do you agree or disagree that SDC provided value for money

Satisfaction with the service received the last time you made contact with the Council

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

Satisfaction with public toilets

Satisfaction with sport and leisure facilities

Satisfaction with parks and open spaces

Satisfaction with play areas

Satisfaction with car parking

COMPARISON OF KEY QUESTIONS-DISTRICT SCORE VS WELLESBOURNE/KINETON

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)	30%	34%	-4
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)	91%	90%	+1
Satisfaction with doorstep recycling (Good performance = High %'s)	76%	80%	-4
Satisfaction with sport and leisure facilities (Good performance = High %'s)	42%	55%	-13
Satisfaction with parks and open spaces (Good performance = High %'s)	64%	74%	-10
Satisfaction with play areas (Good performance = High %'s)	57%	66%	-9
Satisfaction with car parking (Good performance = High %'s)	34%	42%	-8
Satisfaction with public toilets (Good performance = High %'s)	12%	38%	-26
Satisfaction with processing planning applications (Good performance = High %'s)	30%	29%	+1
Satisfaction with developing planning policies (Good performance = High %'s)	20%	17%	+3
Satisfaction with housing services (Good performance = High %'s)	31%	20%	+11
Taking everything into account, satisfaction with the way SDC runs things (Good performance = High %'s)	64%	71%	-7
To what extent do you agree or disagree that SDC provided value for money (Good performance = High %'s)	54%	48%	+6
How well informed residents' feel about how SDC informs them about services and benefits (Good performance = High %'s)	62%	58%	+4
Participation in regular volunteering (at least monthly) (Good performance = High %'s)	30%	28%	+2
% feeling safe after dark (Good performance = High %'s)	70%	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)	12%	16%	-4
Perceptions of vandalism, graffiti & other deliberate damage to property or vehicles as a problem (Good performance = Low %'s)	13%	16%	-3
Perceptions of drug use or drug dealing as a problem (Good performance = Low %'s)	16%	28%	-12

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>	7%	11%	-4
Satisfaction with the service received the last time you made contact with the Council <i>(Good performance = High %'s)</i>	78%	72%	+6