



# Swindon in 2008/9

## Results of the Place Survey

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2<sup>nd</sup> April 2009

**Ipsos MORI**



An overview.....

# The new Place Survey...

- Measures 18 of the new 'citizen perspective' National Indicators
- Ipsos MORI involved in the Pilot and survey development
- Along with the tenant satisfaction 'STATUS' survey, replaces the suite of BVPI surveys
- Prescribed postal self-completion methodology – as were the BVPI surveys - to allow for robust comparison of data between local areas and over time

# The new Place Survey...

- A total of 11,280 questionnaires were mailed out to randomly selected addresses between September and December 2008
- Data are weighted to the original sample at response by household ethnicity by Cobalt-Sky
- Results are based on
- Benchmarks – 125 su met/unitary authorities

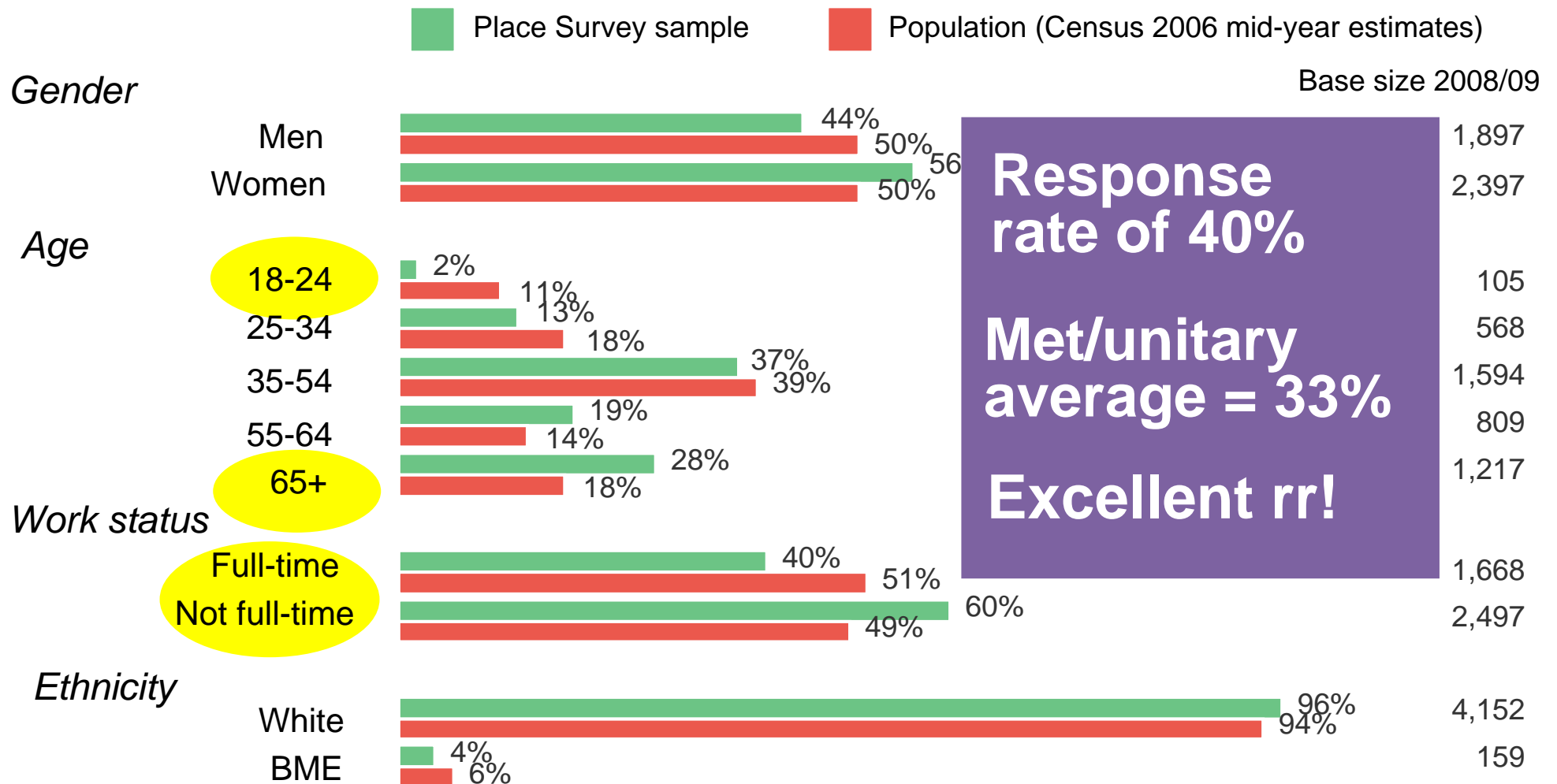


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Who replied and who didn't.....

# The Sample Profile.....

## Sample Profile for Swindon: Key demographics

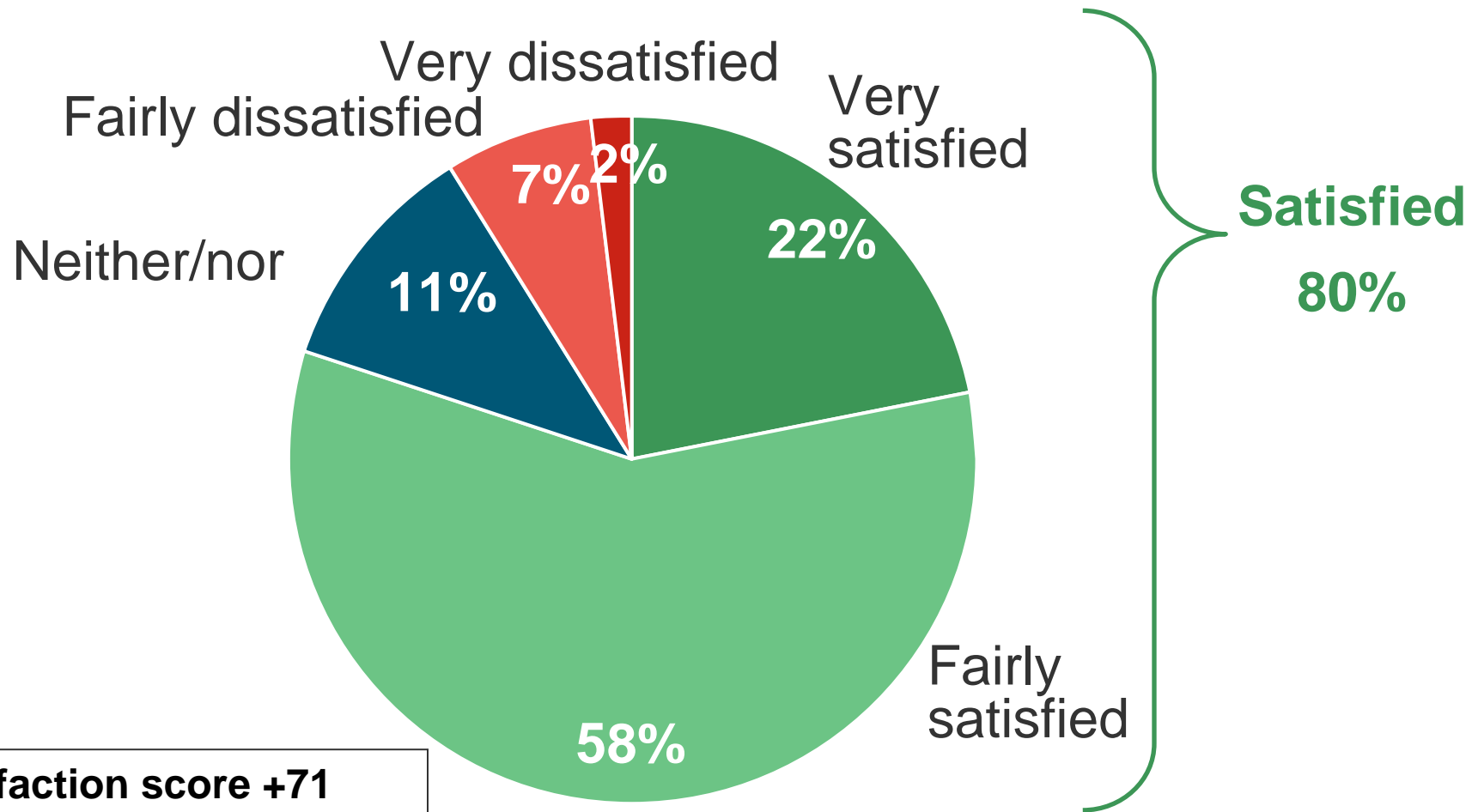


# Swindon as a place to live



# High satisfaction with local area (NI 5)

Q Overall, how satisfied or dissatisfied are you with your local area as a place to live?



Net satisfaction score +71

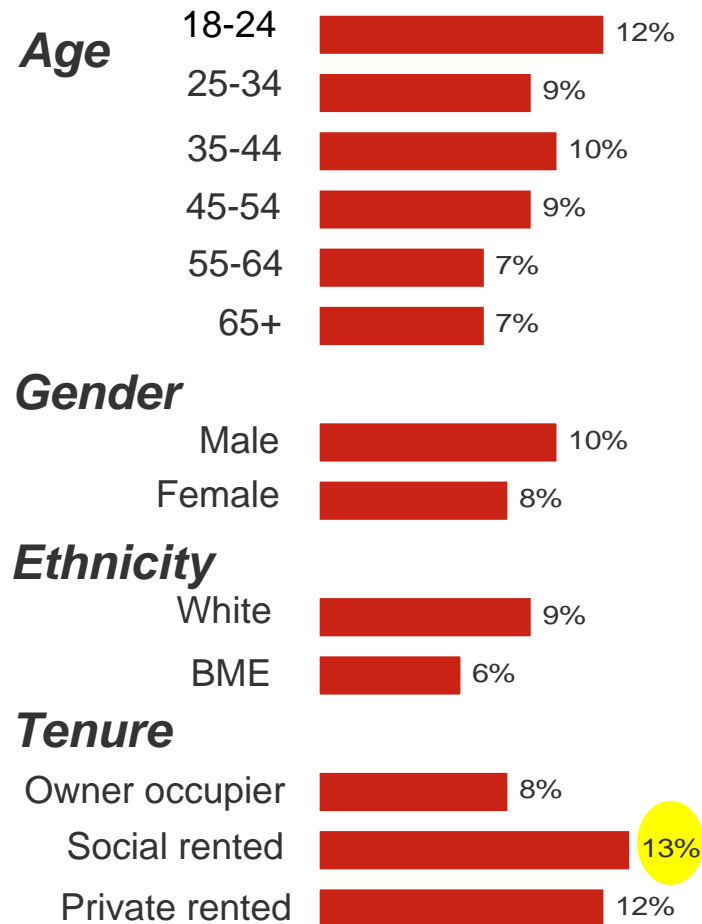
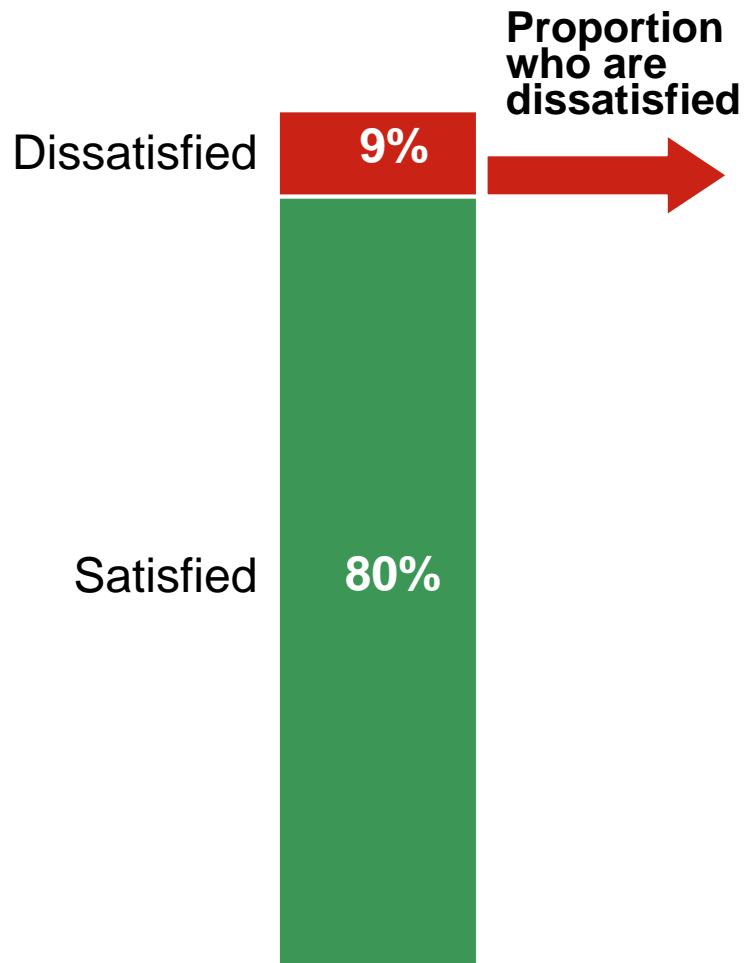
# Satisfaction with local area (NI5) has increased and is higher than the Ipsos MORI Unitary average

Q Overall, how satisfied or dissatisfied are you with your local area as a place to live?



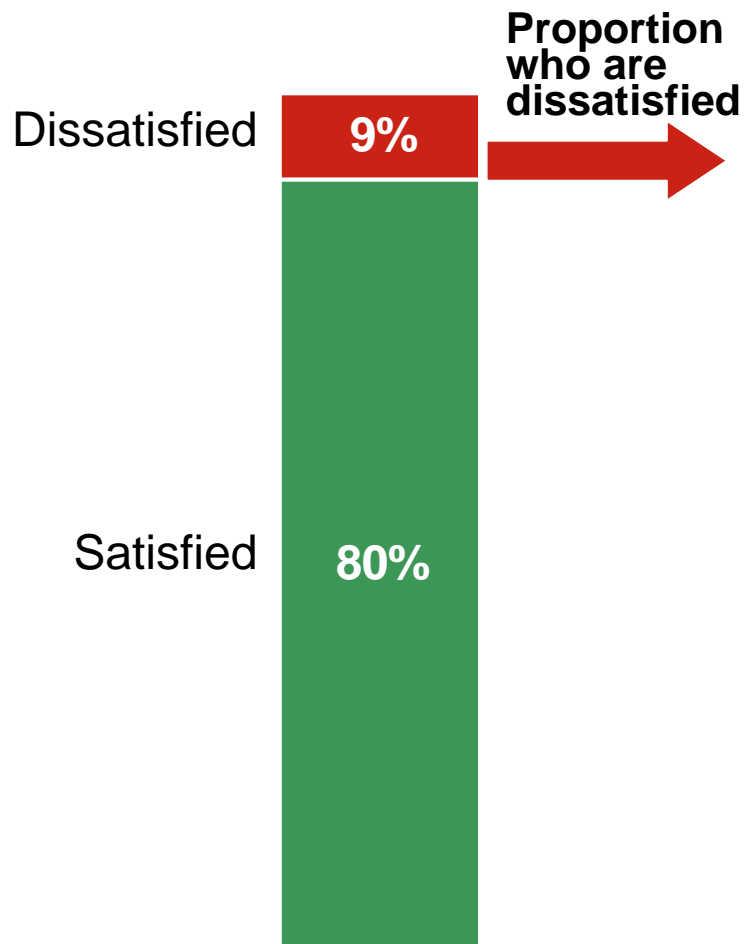
# Social renters tend to be less satisfied than the average...

Q Overall, how satisfied or dissatisfied are you with your local area as a place to live?

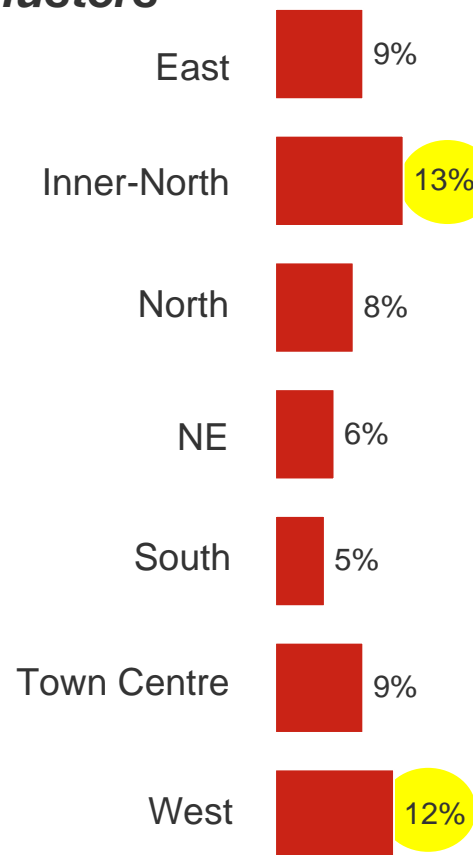


# Lower satisfaction in Inner North and West areas

Q Overall, how satisfied or dissatisfied are you with your local area as a place to live?



## Clusters

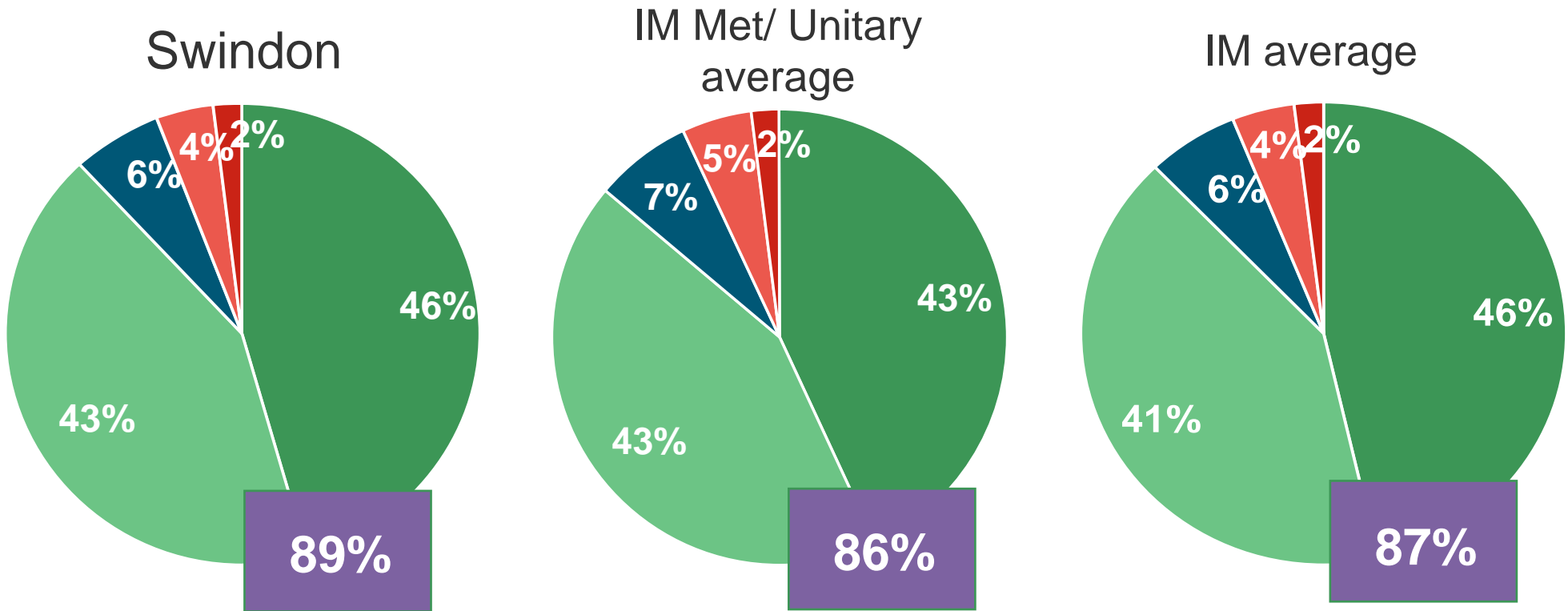


**Although town centre dissatisfaction is in line with all residents, satisfaction levels here are lower than the average (72%)**

# High satisfaction with home as place to live, in line with the Ipsos MORI national average

Q How satisfied or dissatisfied are you with your home as a place to live?

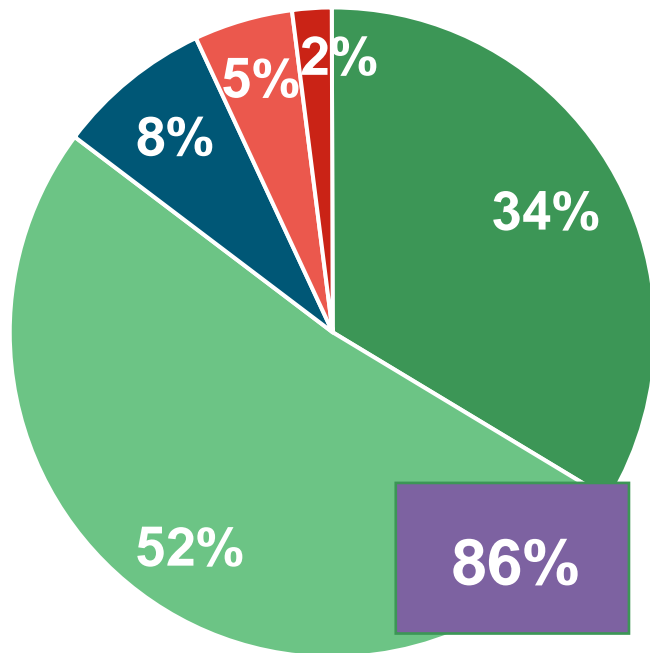
- % Very satisfied
- % Fairly satisfied
- % Neither / nor
- % Fairly dissatisfied
- % Very dissatisfied



# People over 65 are broadly more satisfied with both the local area and their home than residents overall (NI 138)

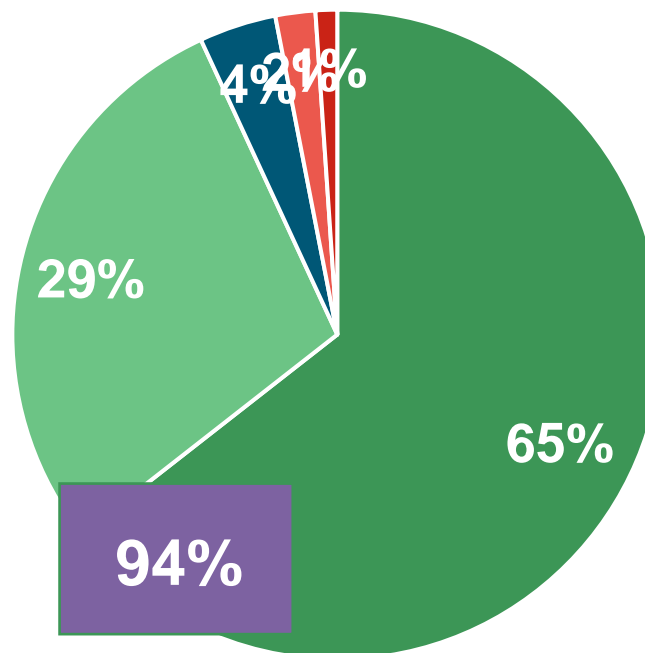
- % Very satisfied
- % Fairly satisfied
- % Neither / nor
- % Fairly dissatisfied
- % Very dissatisfied

### Satisfaction with area



Base: All valid responses amongst over 65s (1,176)

### Satisfaction with home

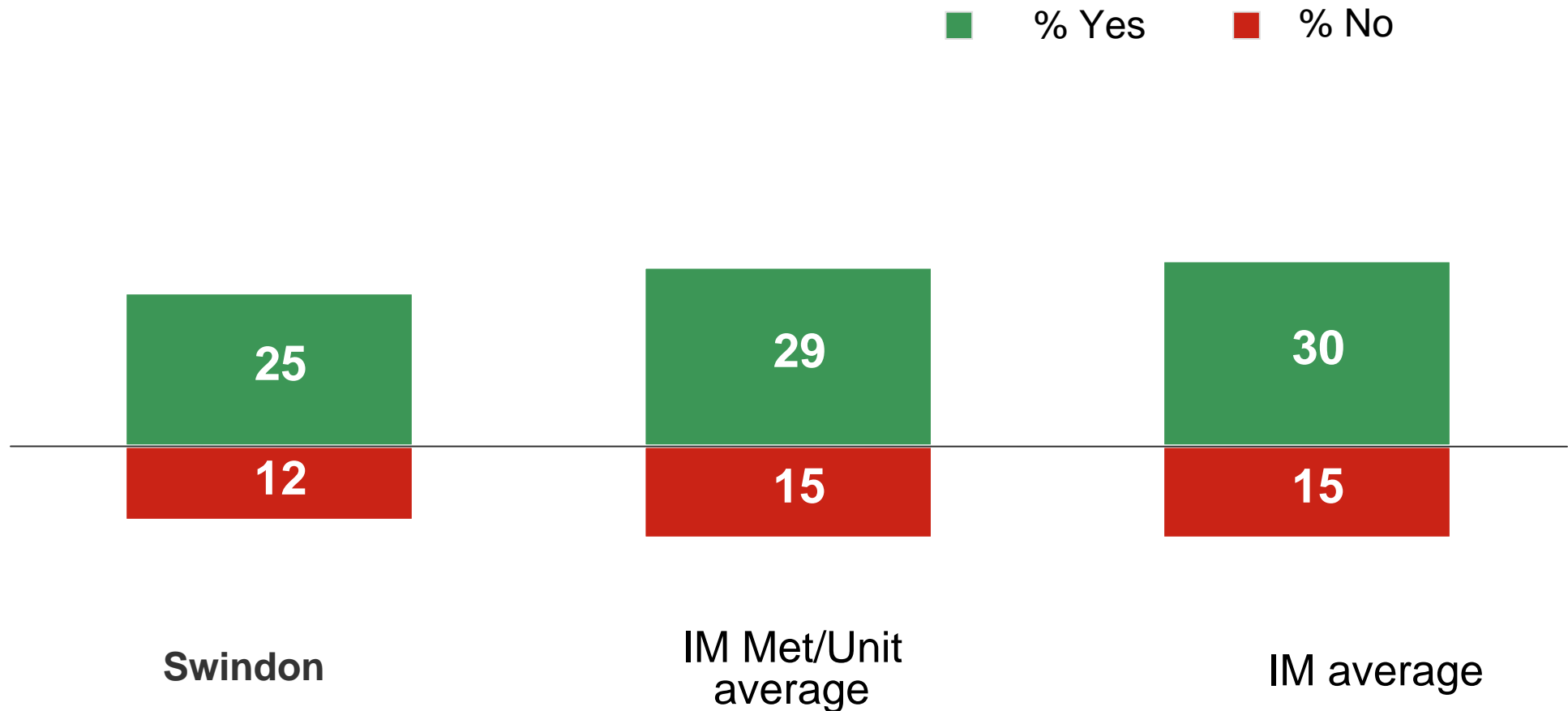


Base: All valid responses amongst over 65s (1,186)

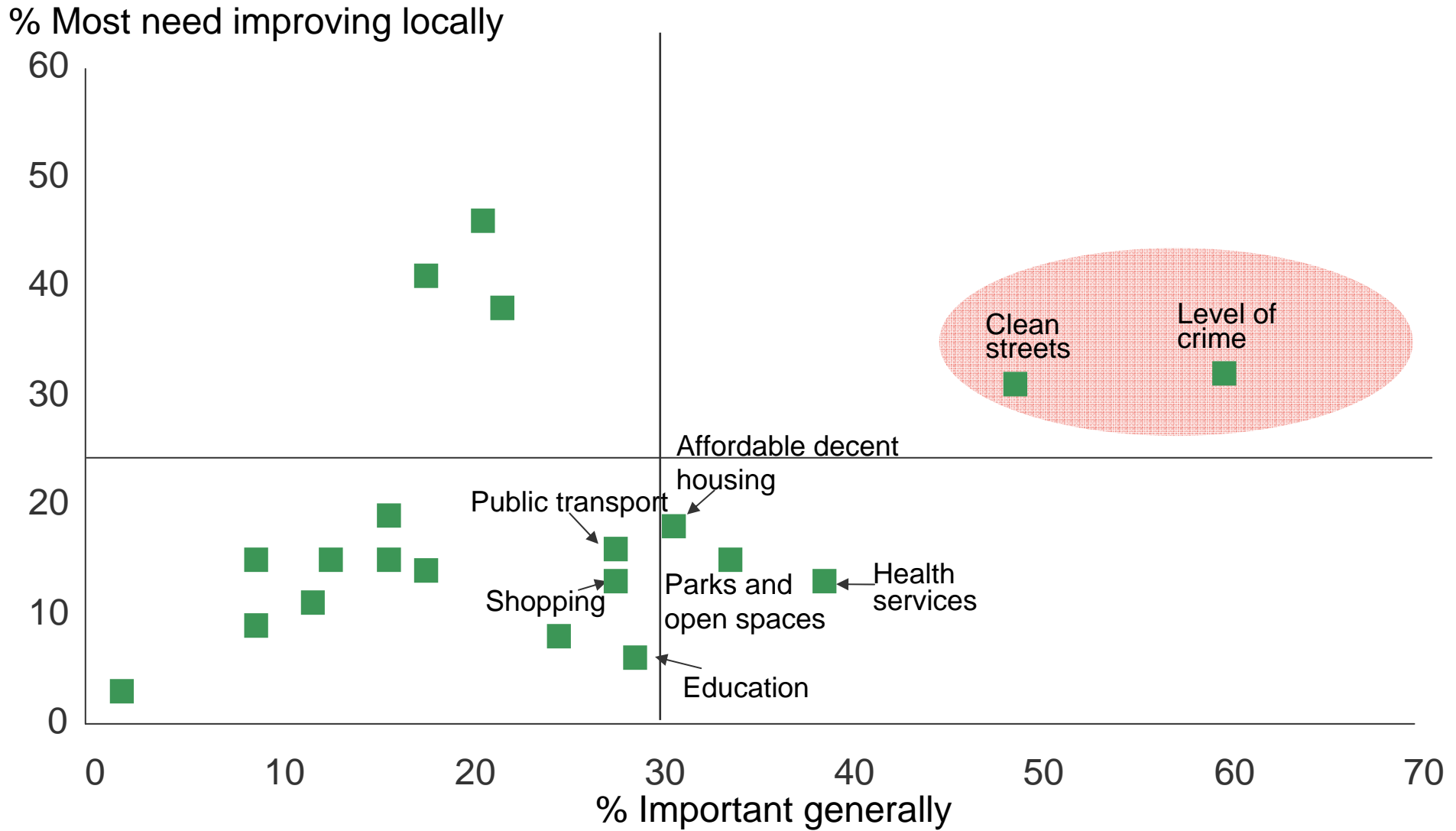
% of people aged over 65 who are satisfied with both home **and** area (N138) = 84%

# Support for older people (NI 139): Perceptions are slightly lower than the IM Unitary average

Q In your opinion, are older people in your local area able to get the services and support they need to continue to live at home for as long as they want to?

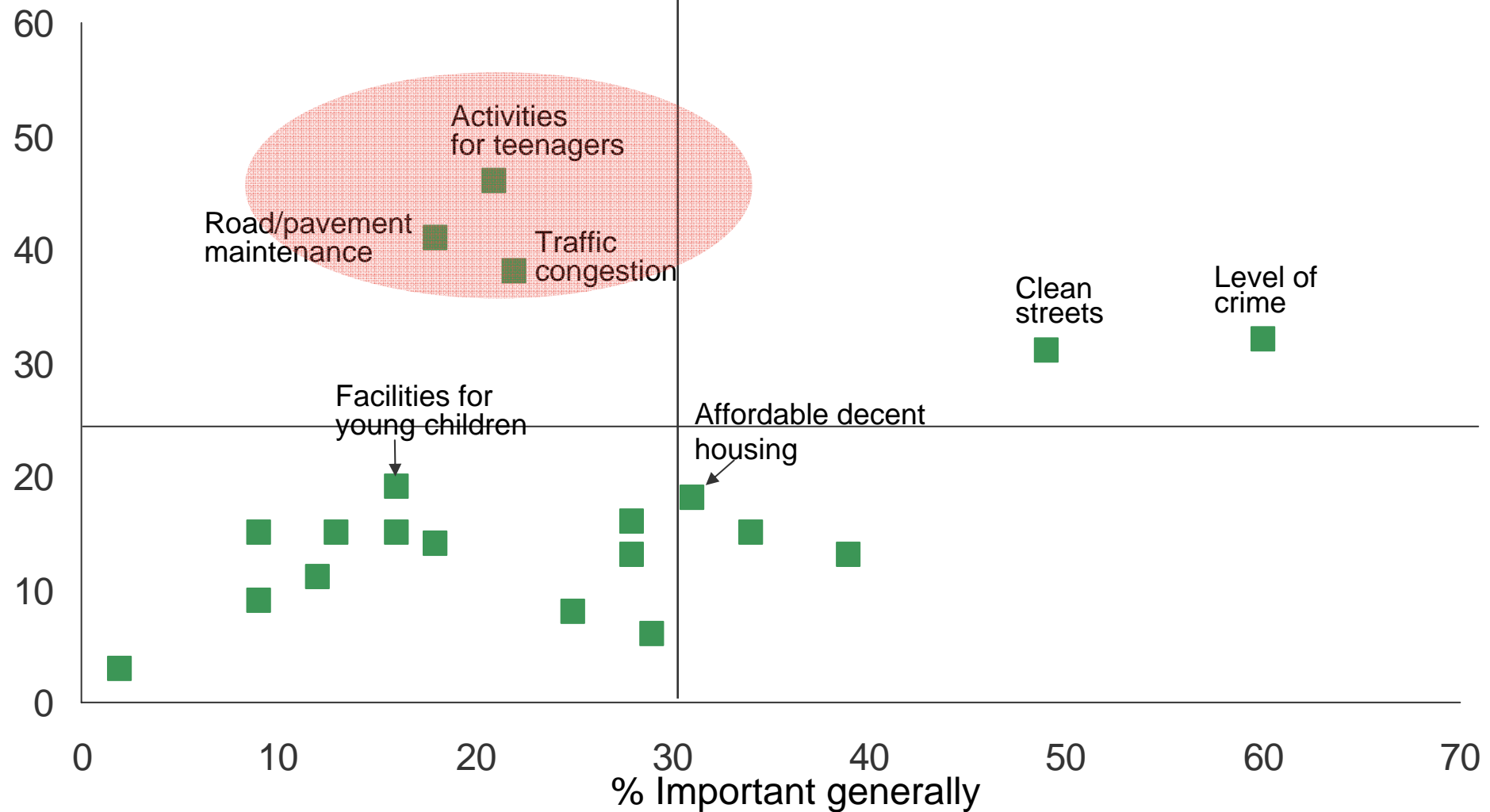


# Quality of life....what is important?

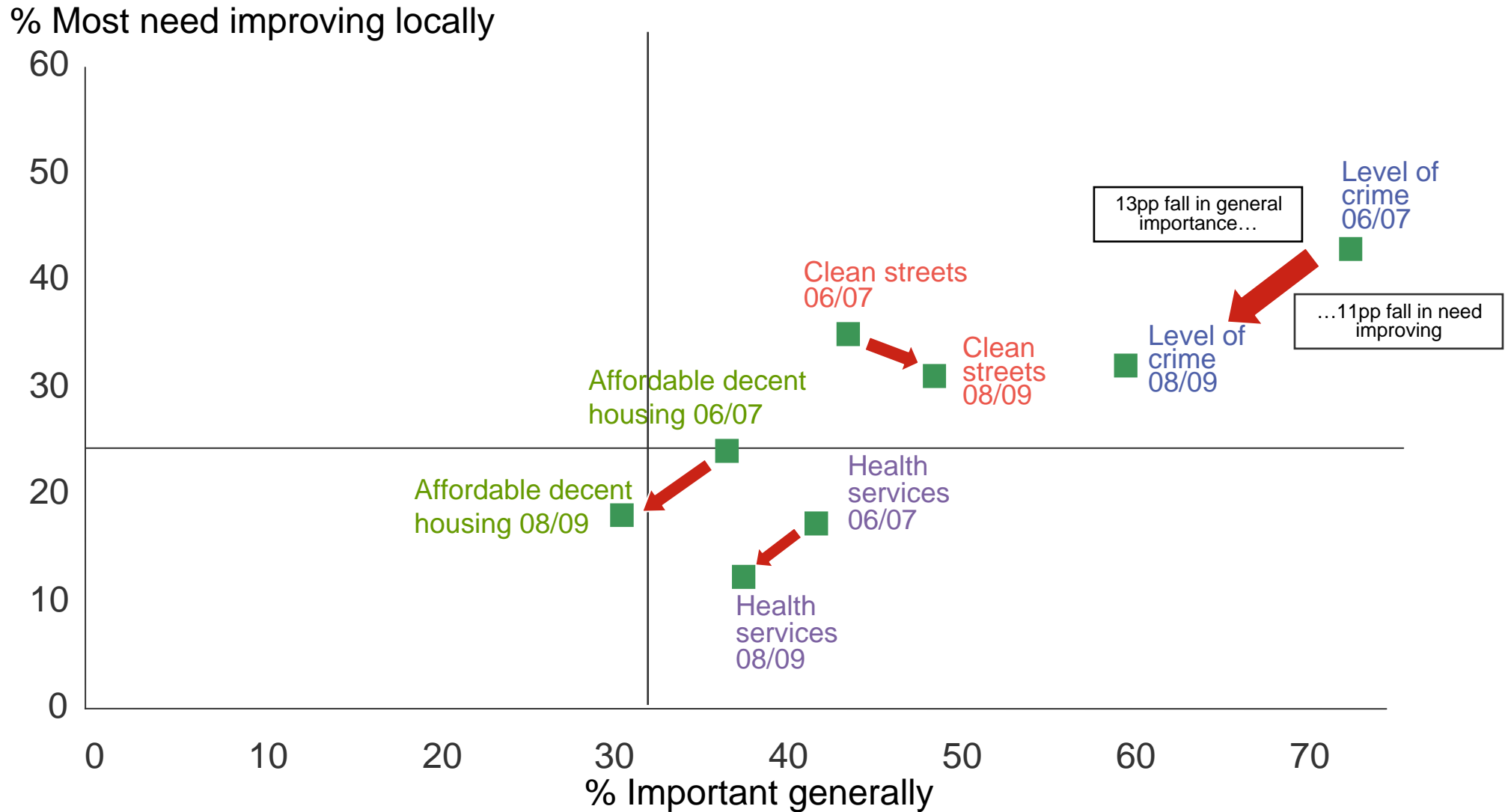


...isn't the same as what *most needs improving*...

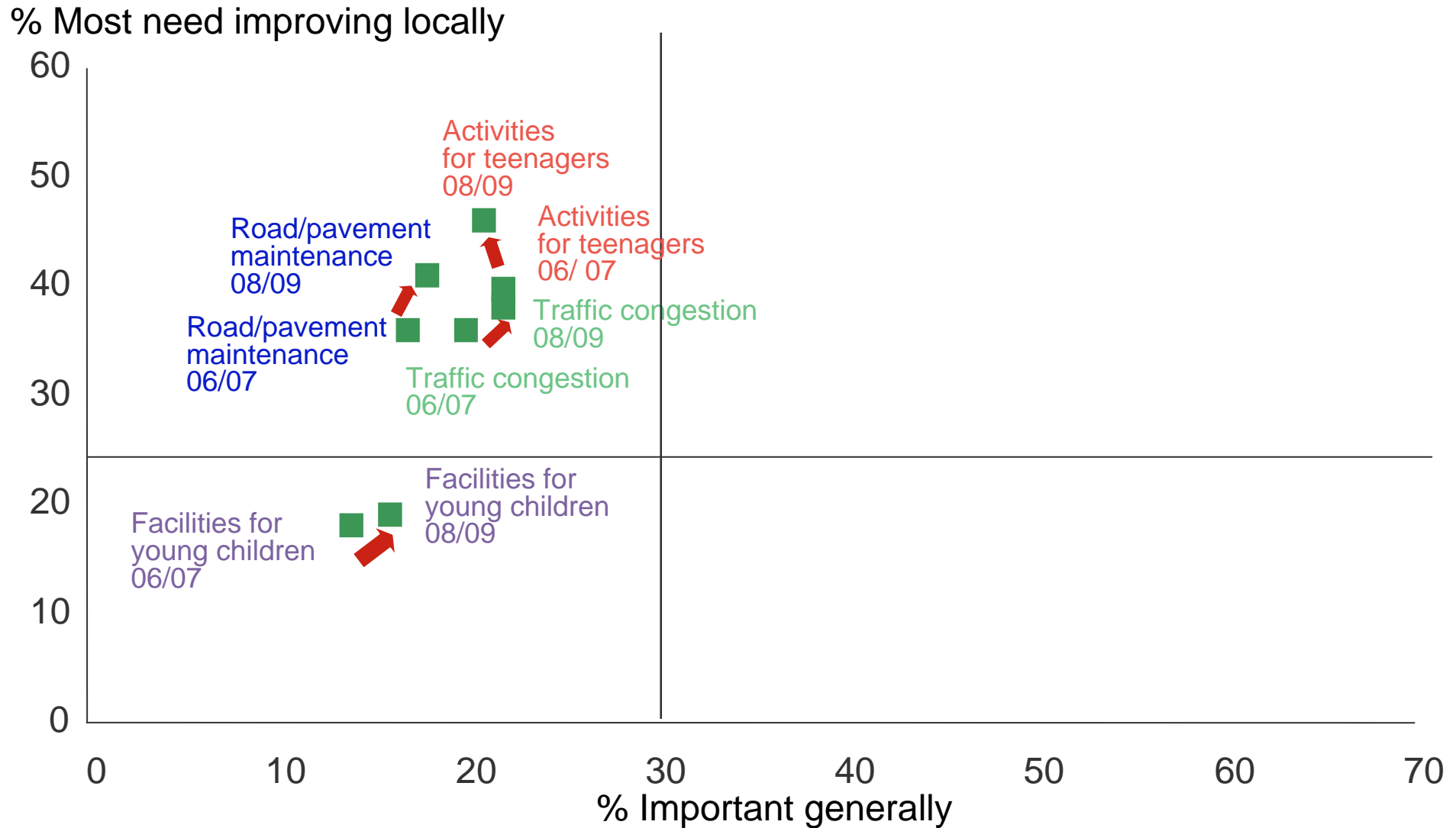
% Most need improving locally



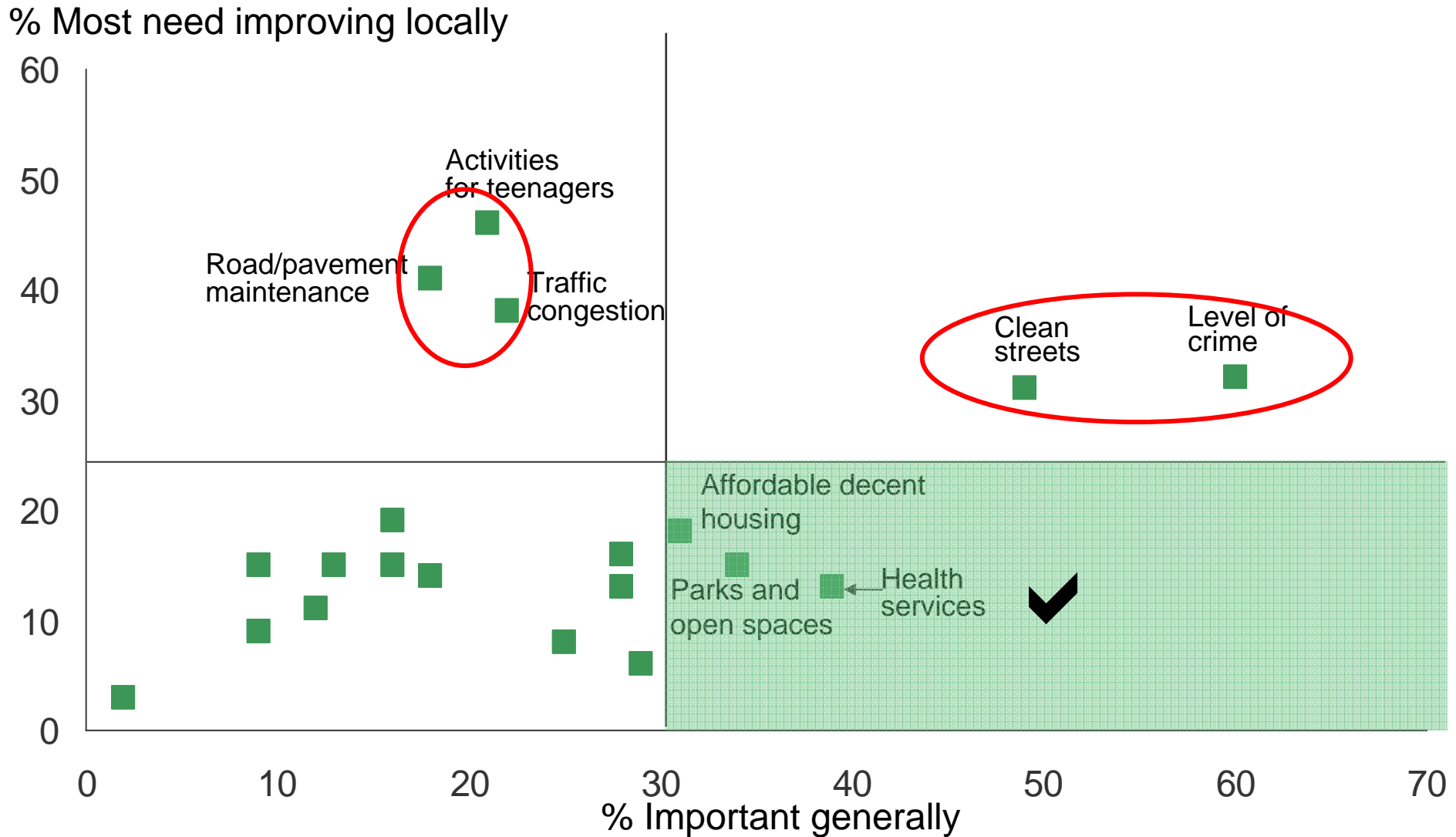
# Improvements on what's important



# Some areas gaining in relevance....



# ... so, where should the focus be?



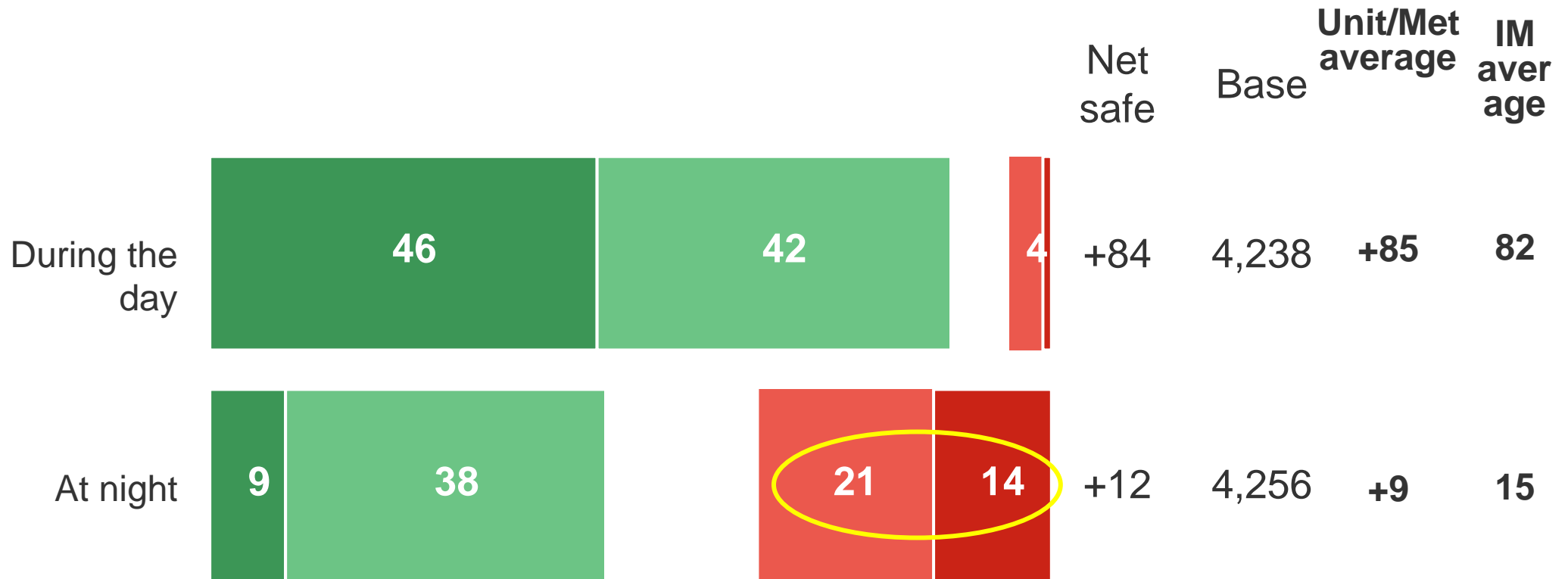
# Community safety in the local area



# Safety in the local area better than the IM unitary average

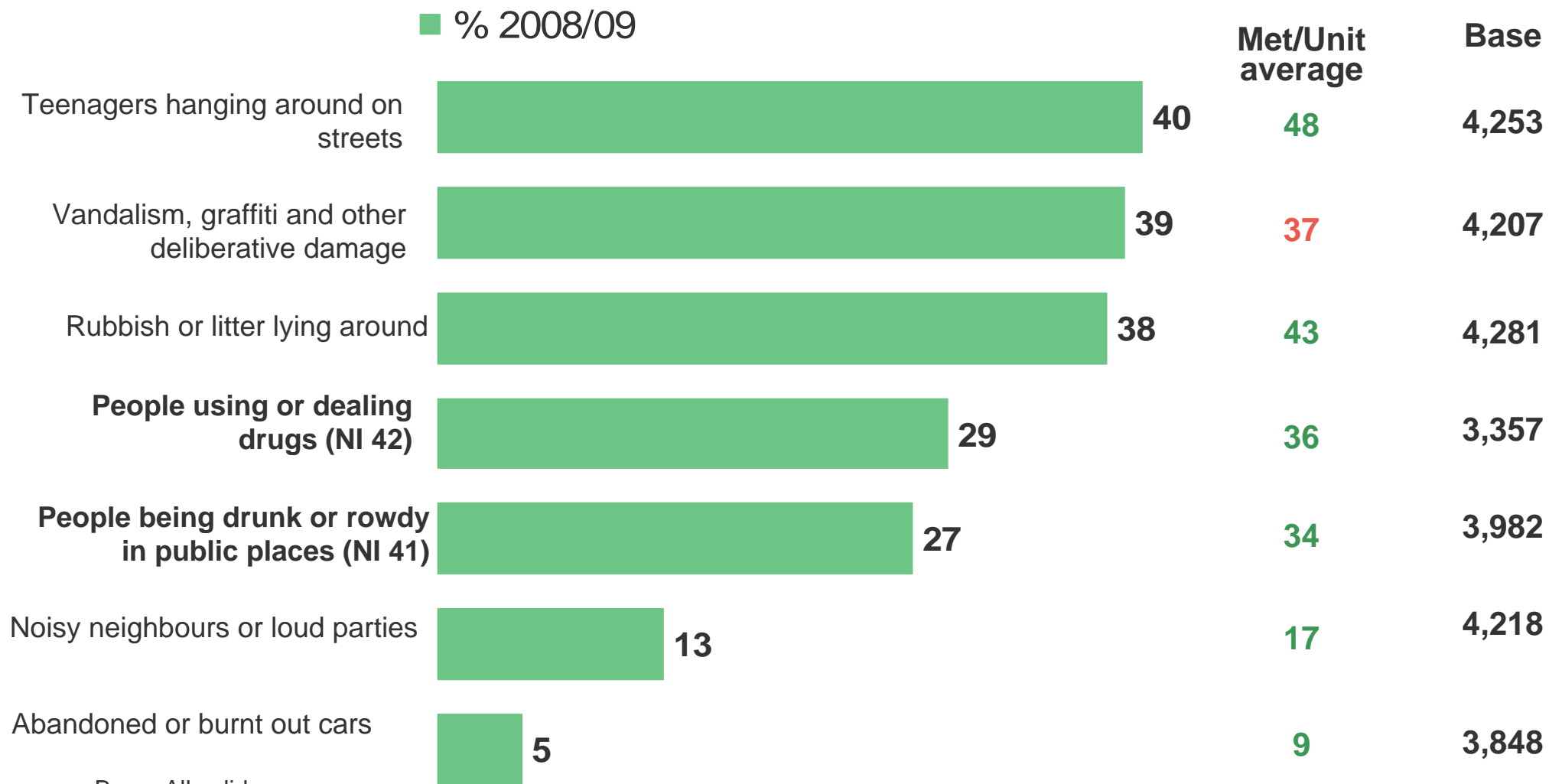
Q How safe or unsafe do you feel when outside in your local area...

■ % Very safe    ■ % Fairly safe    ■ % Fairly unsafe    ■ % Very unsafe



# ASB is generally lower than Met/Unit average - vandalism is more likely to be perceived as an issue than elsewhere

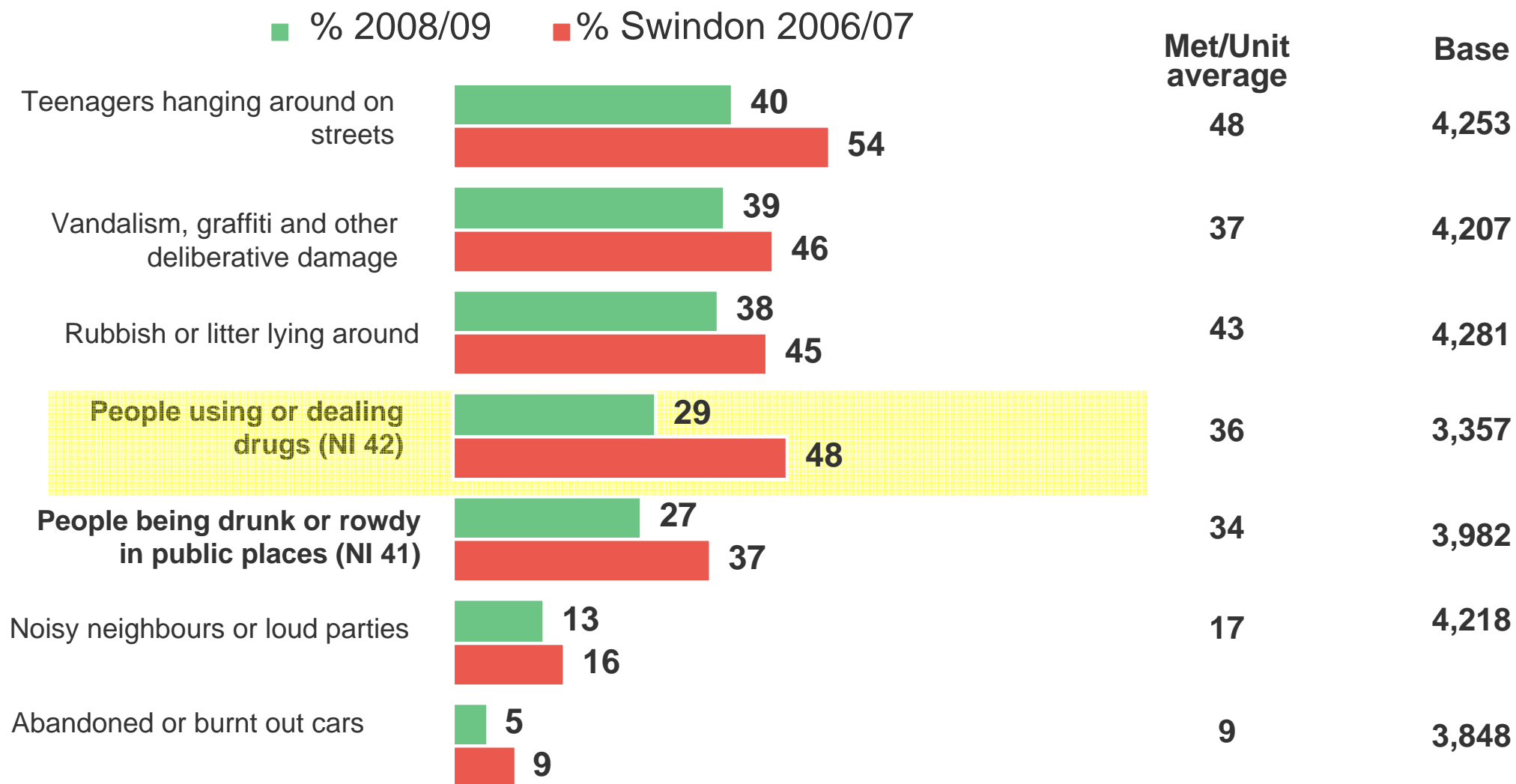
% who think the following are a very/ fairly big problem



Base: All valid responses

# Some healthy improvements since 2006/07

% who think the following are a very/ fairly big problem



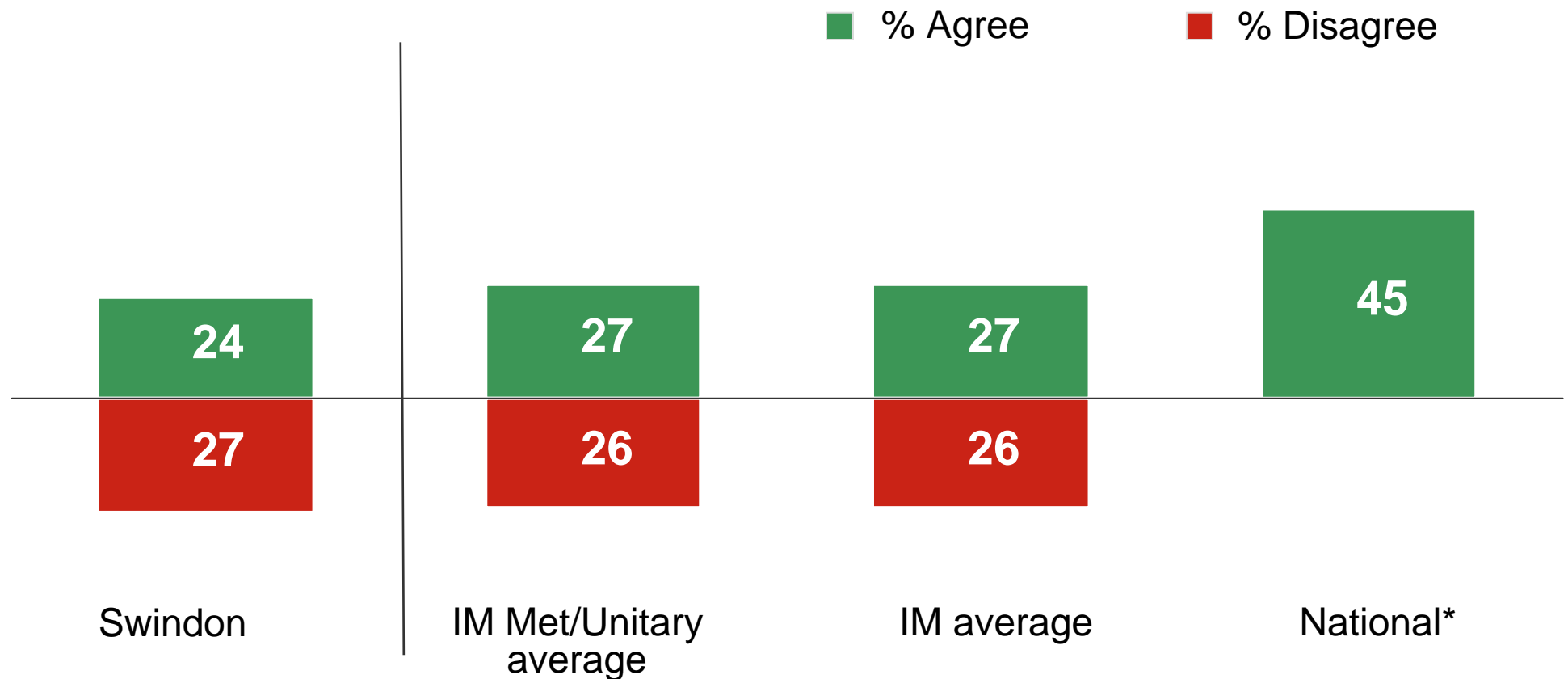
# However residents are less likely to believe you understand local concerns about crime and ASB (NI 27) than elsewhere

Q How much would you agree or disagree that the police and other local public services seek people's views about these issues in your local area?



# .....and also less likely to think that these issues are being dealt with adequately (NI 21)

Q And how much do you agree or disagree that the police and other public services are successfully dealing with these issues in your local area?



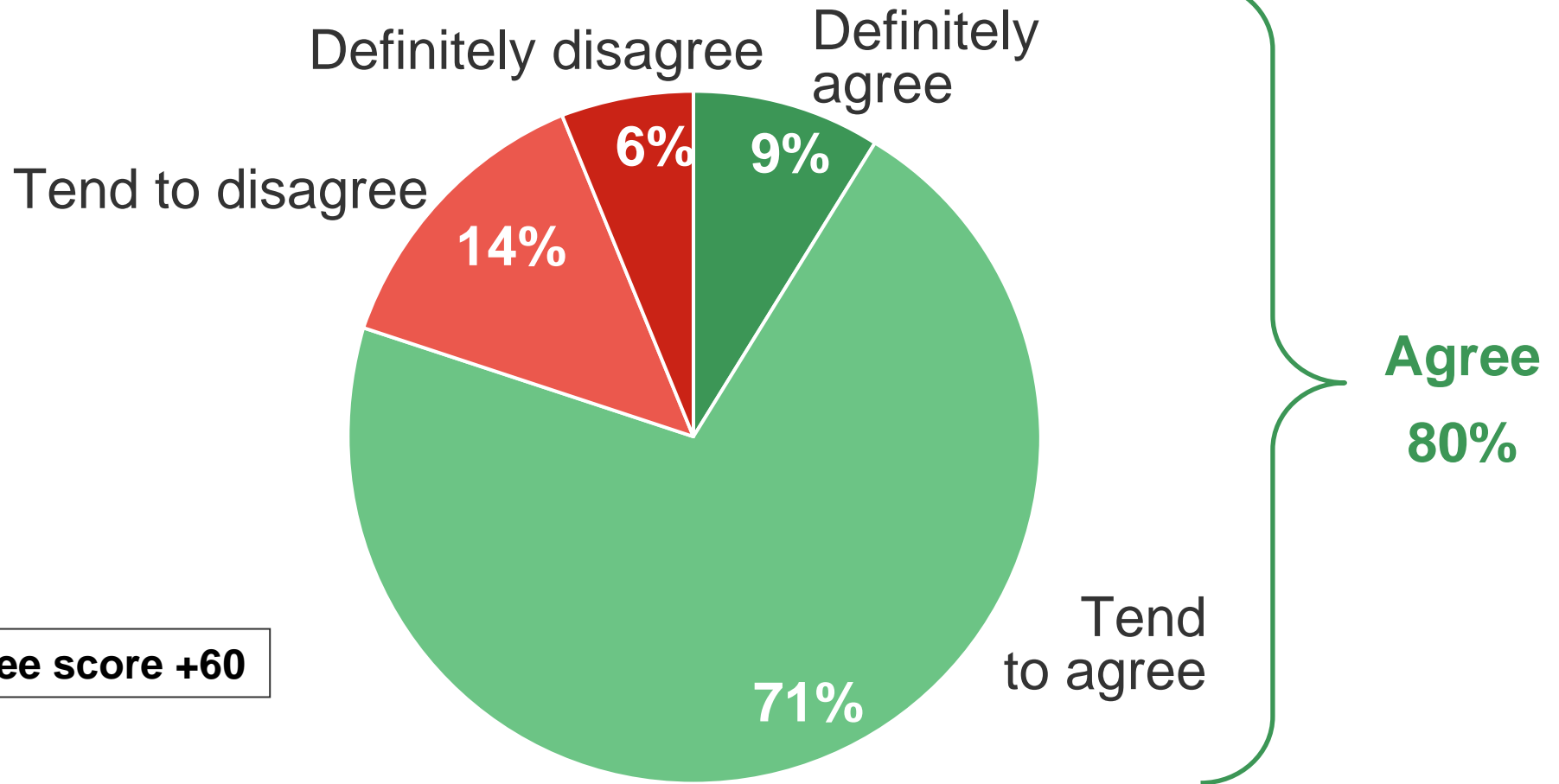
Base: All valid responses (4085). \* National figures based on British Crime Survey, a continuous survey of adults in England and Wales. Findings based on 46,983 face-to-face interviews conducted between April 2007 and March 2008. Please note: this question was introduced mid-way through the 2007/08 wave.

# Community cohesion



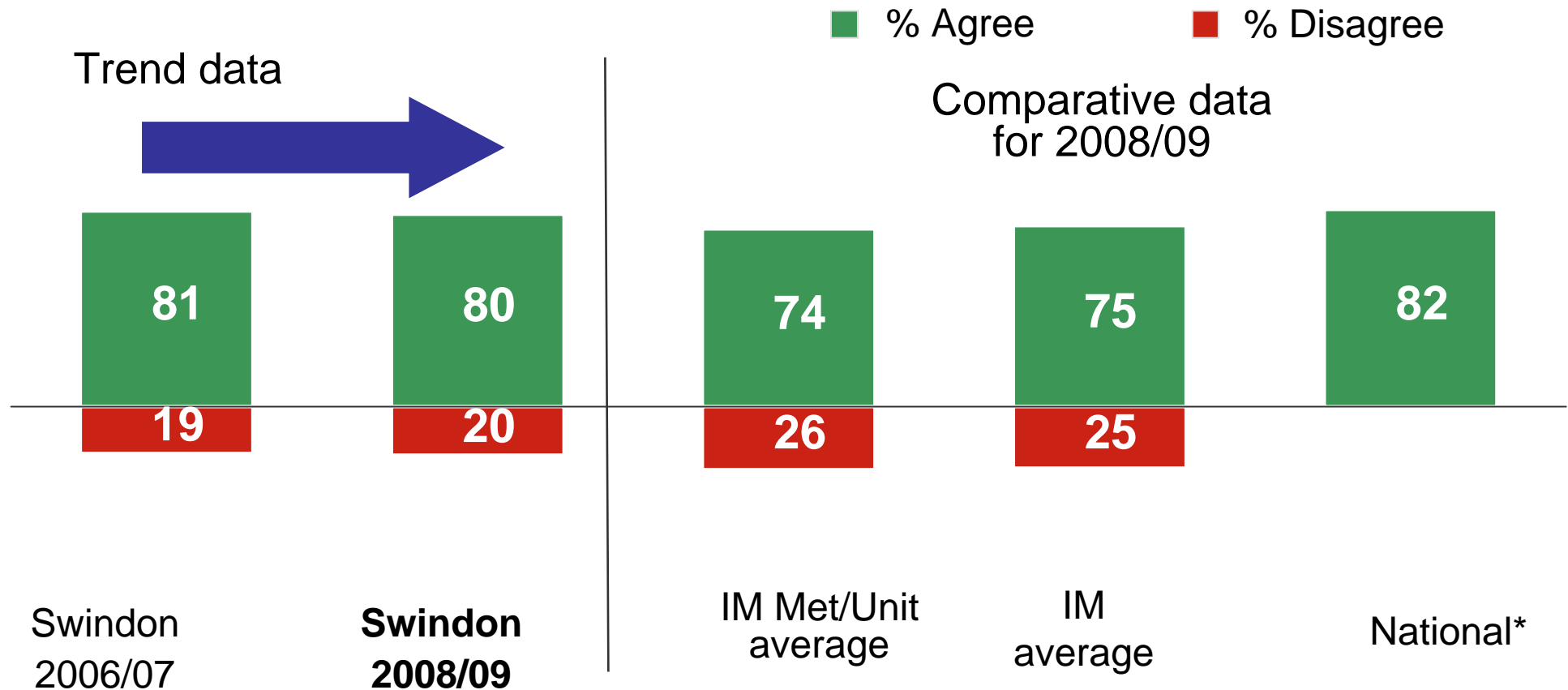
# Four in five agree people from different backgrounds get on well together (NI 1)

Q To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



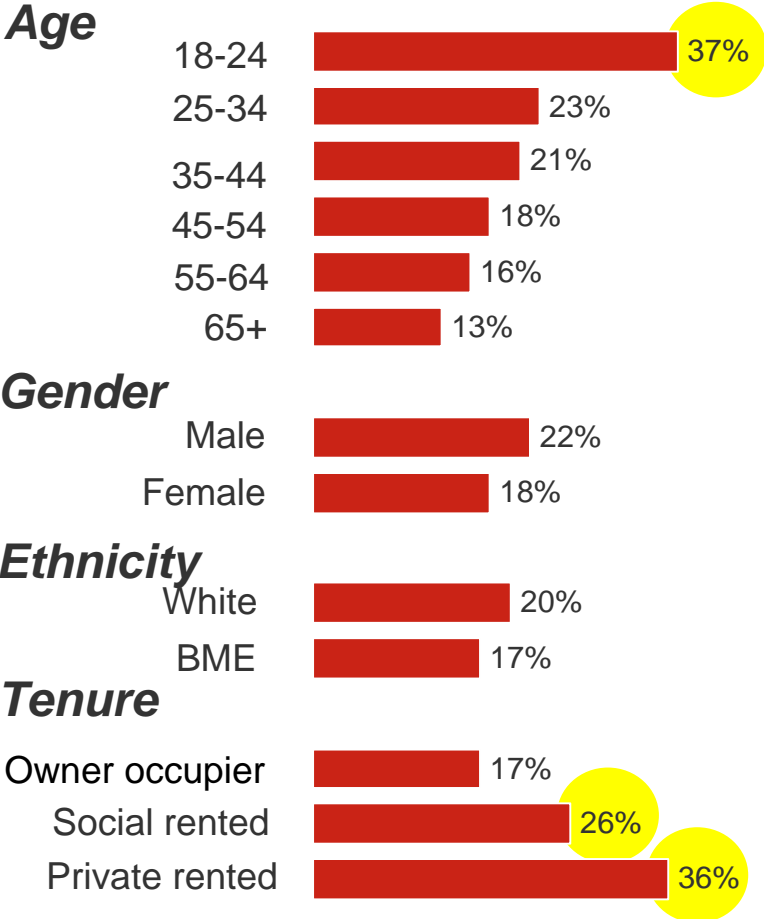
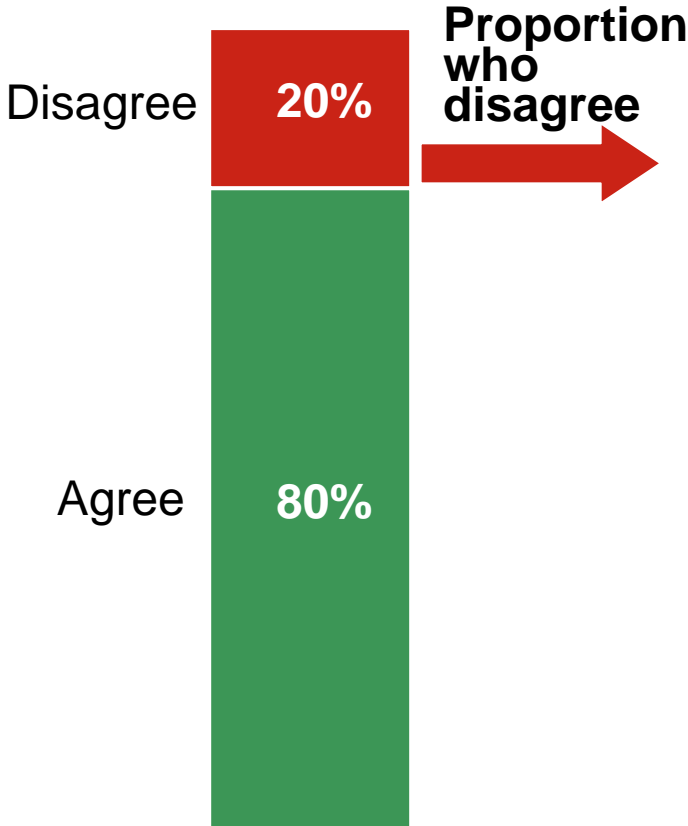
# Continuing to perform well...

Q To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



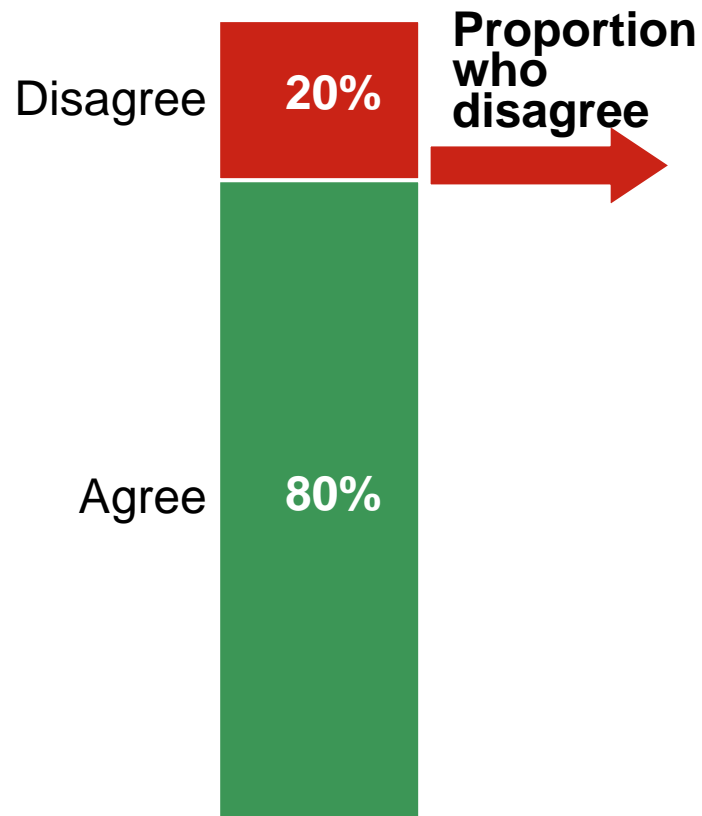
# But, appears to be lower levels of community cohesion amongst younger age groups and renters

Q To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?

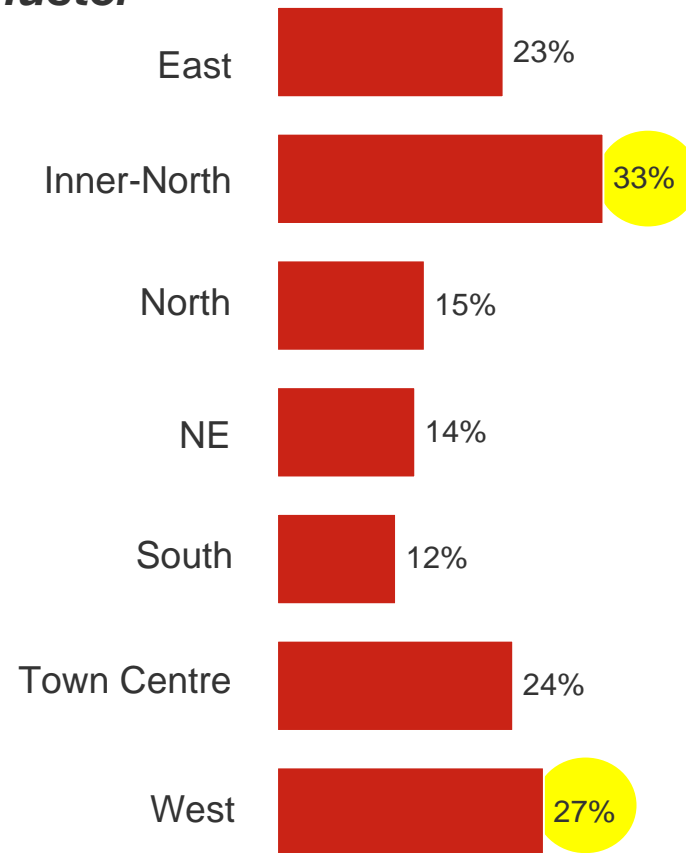


# Differences by cluster....

Q To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?

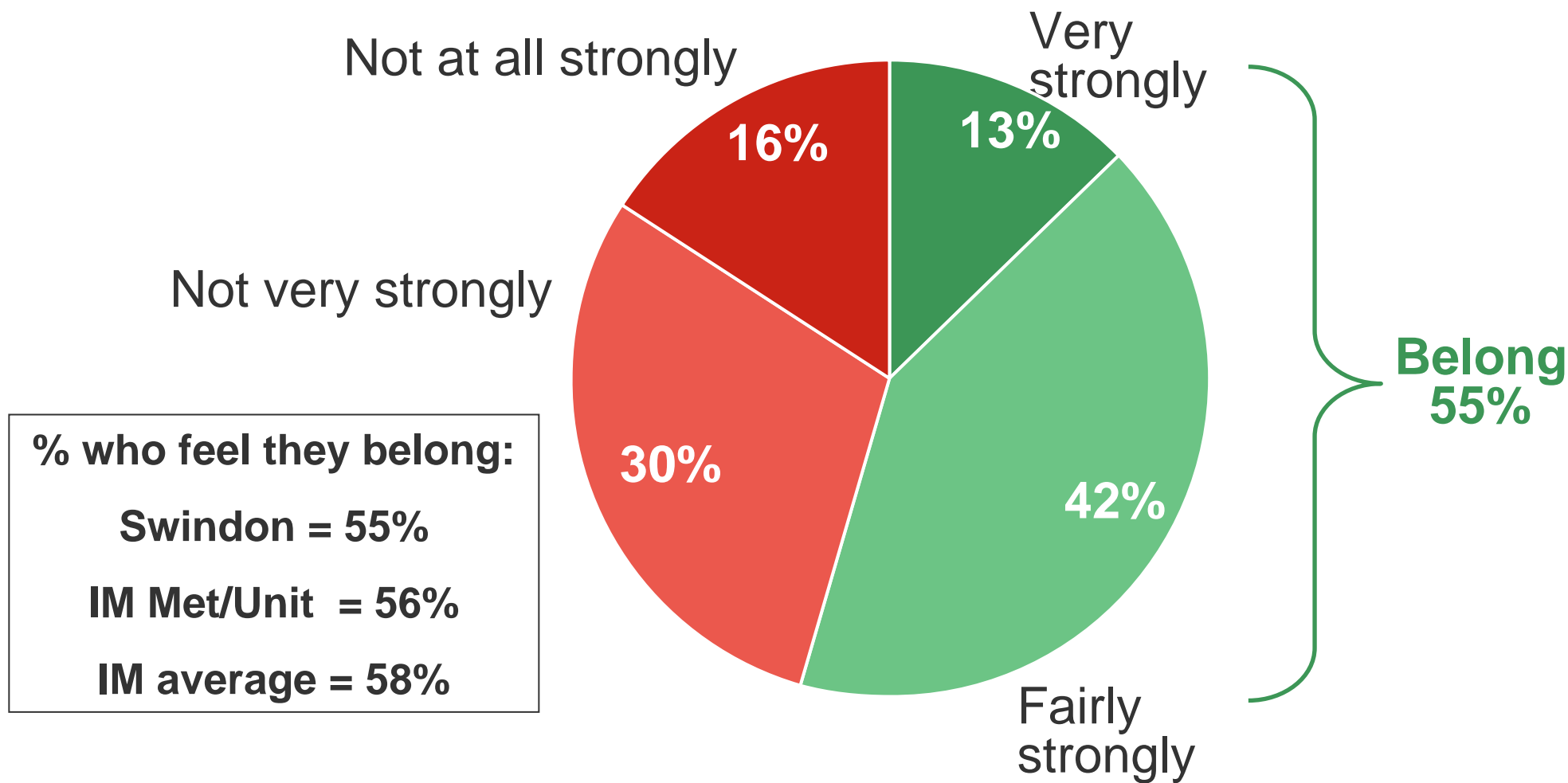


## Cluster



# Belonging to neighbourhood (NI 2), in line with IM Unit/Met average

Q How strongly do you feel you belong to your immediate neighbourhood?

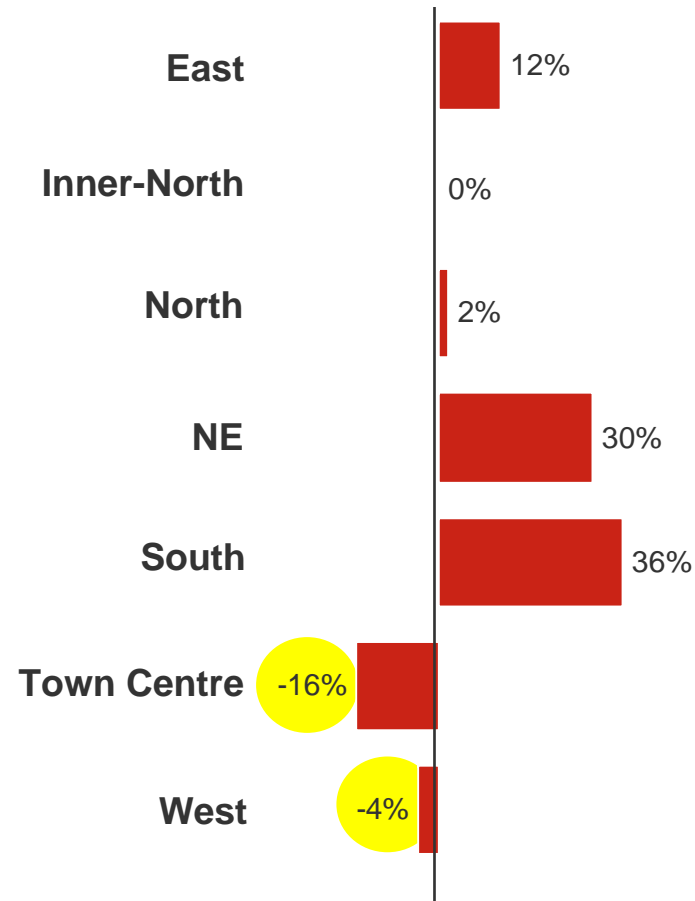


# Lowest sense of belonging to neighbourhood (NI 2) in Town Centre and West cluster

**% Net agree 'belong to neighbourhood'**

**Swindon total population = +10 %**

**% Net agree 'belong to neighbourhood' by cluster**

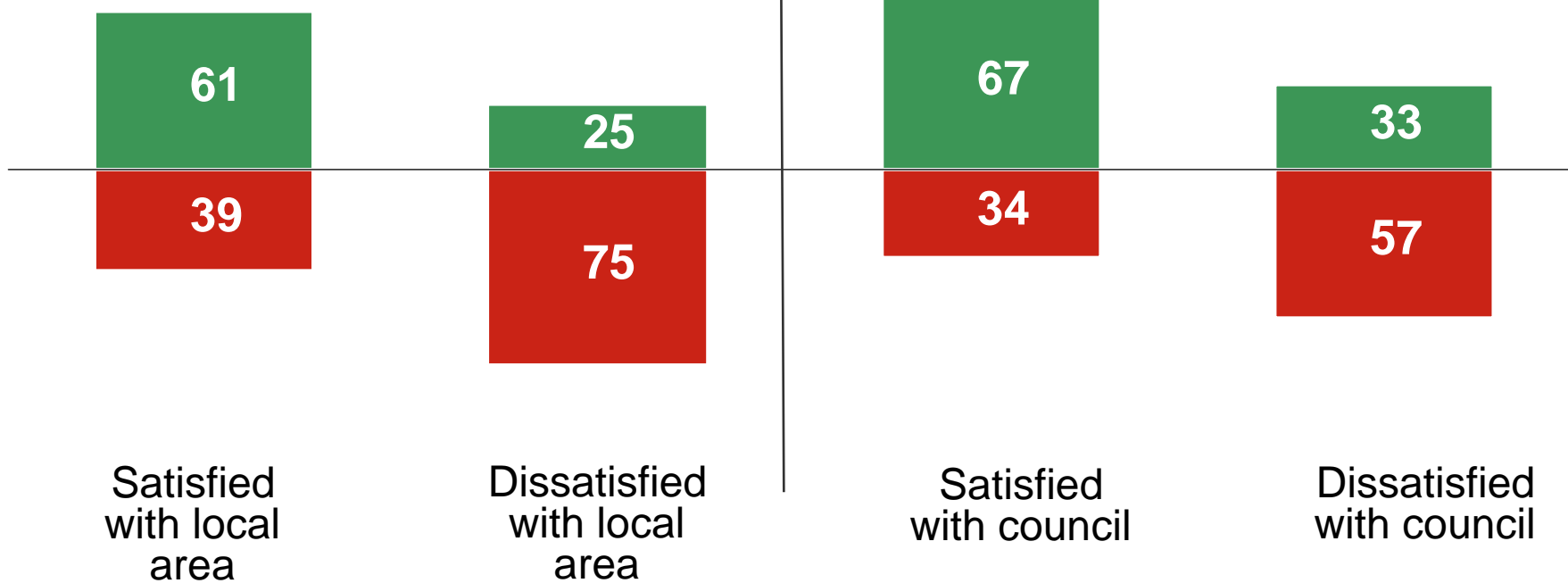


# Belonging to neighbourhood (NI 2) by satisfaction with local area and satisfaction with council

■ % Strongly    ■ % Not strongly

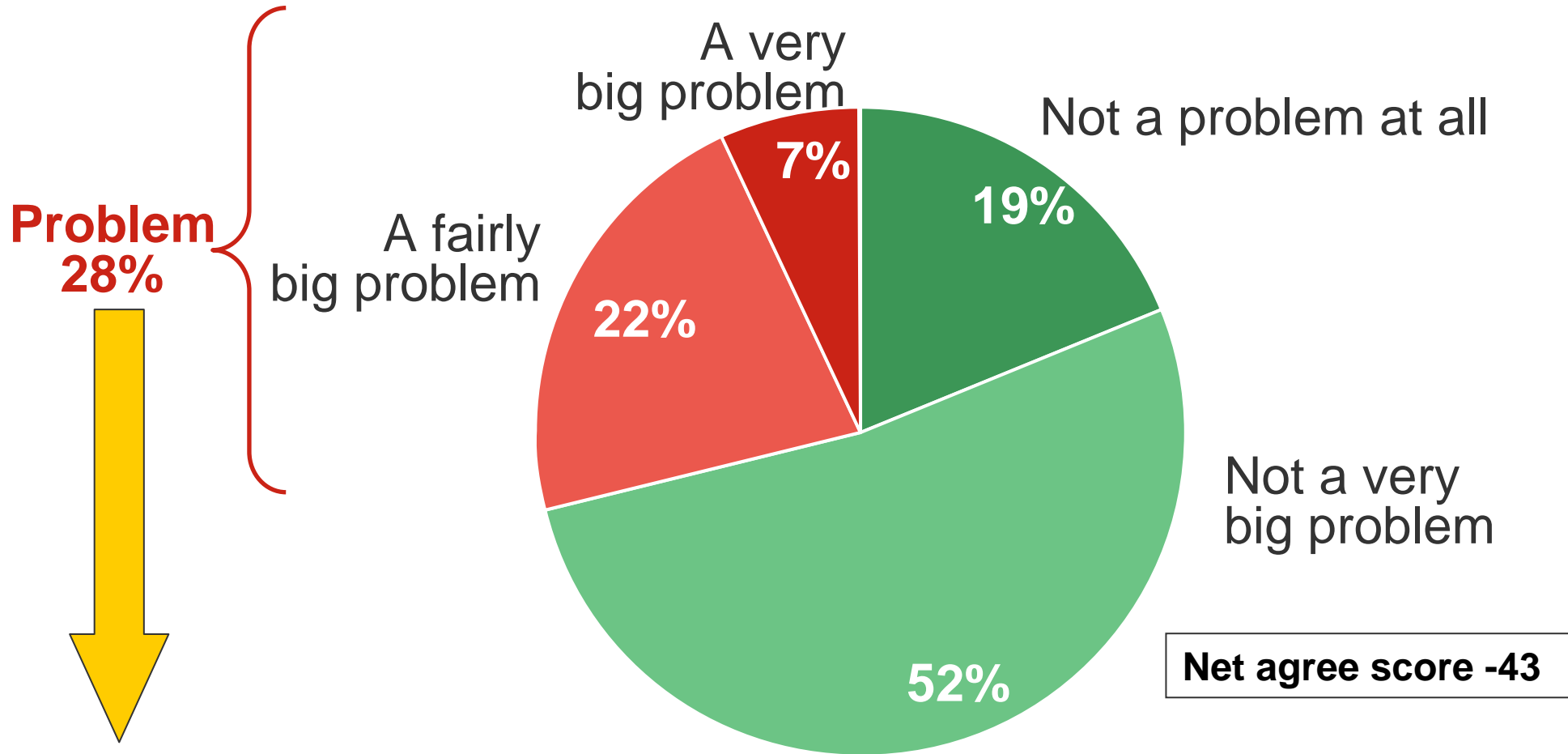
## Belong to neighbourhood by satisfaction with local area

## Belong to neighbourhood by satisfaction with Council



# Strong sense of respect and consideration (NI 23)

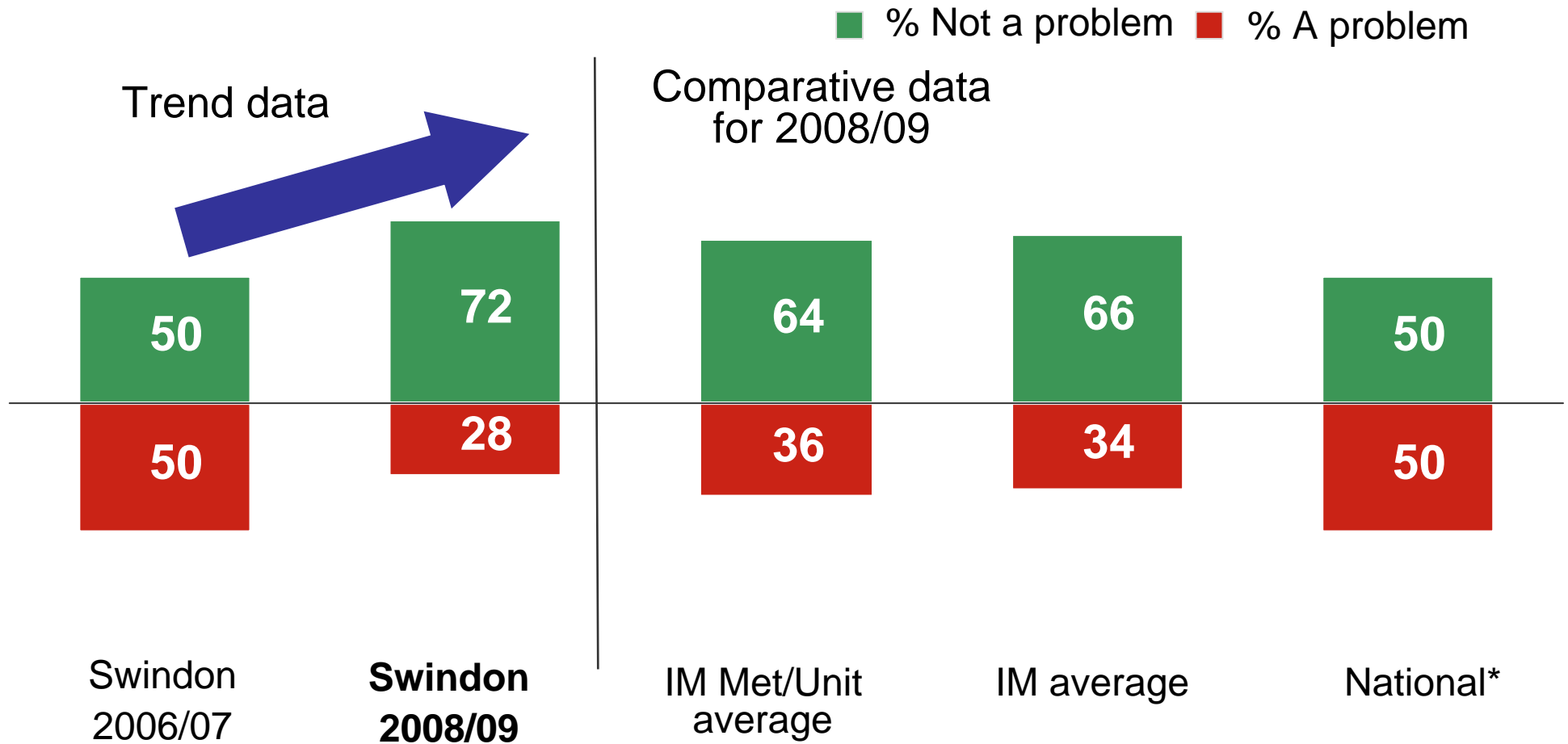
Q In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration?



**More likely to be a problem in Inner North, West, East and Town Centre areas than for residents overall**

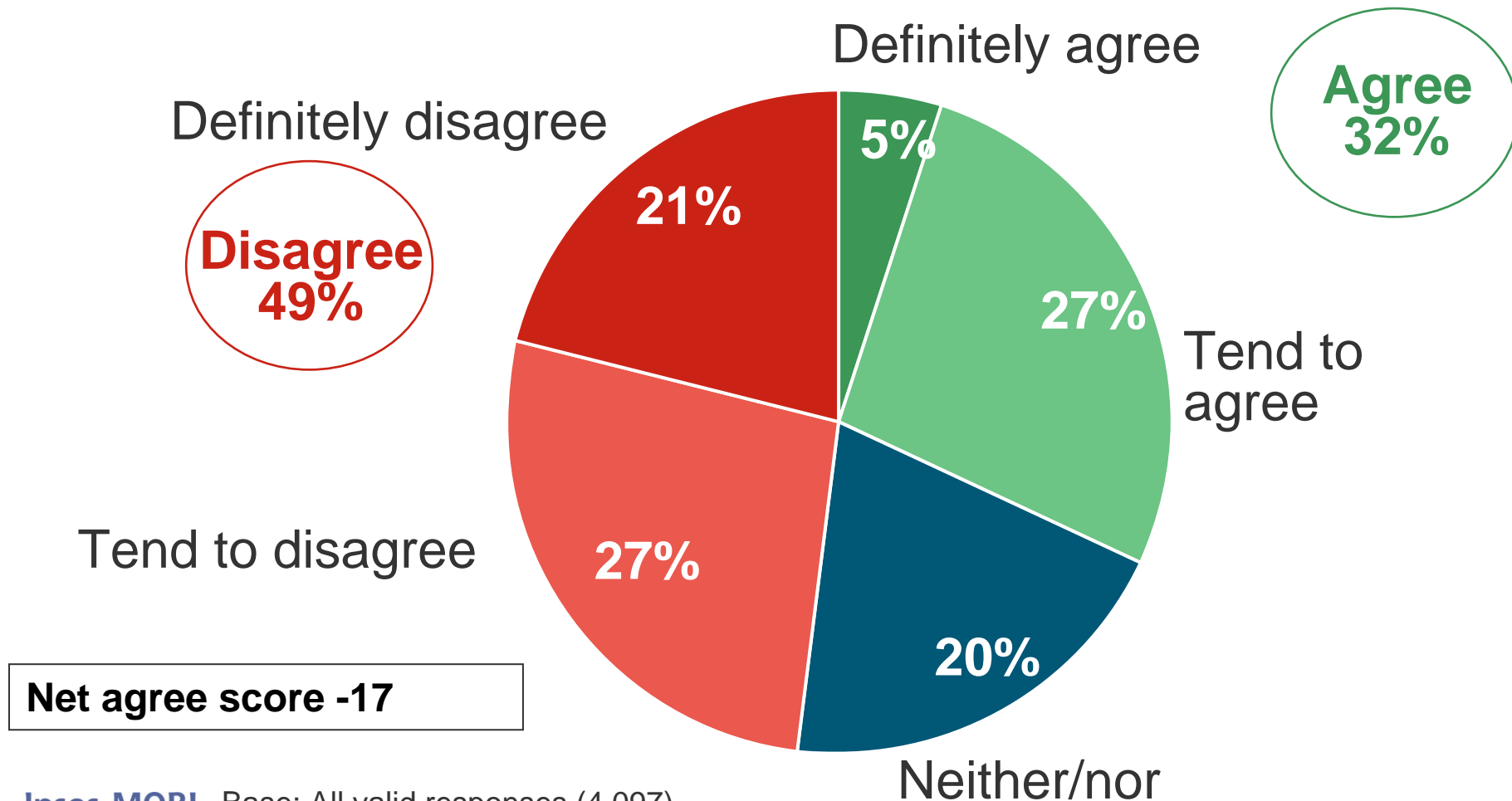
# Enhanced sense of respect since 2006/07

Q In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration?



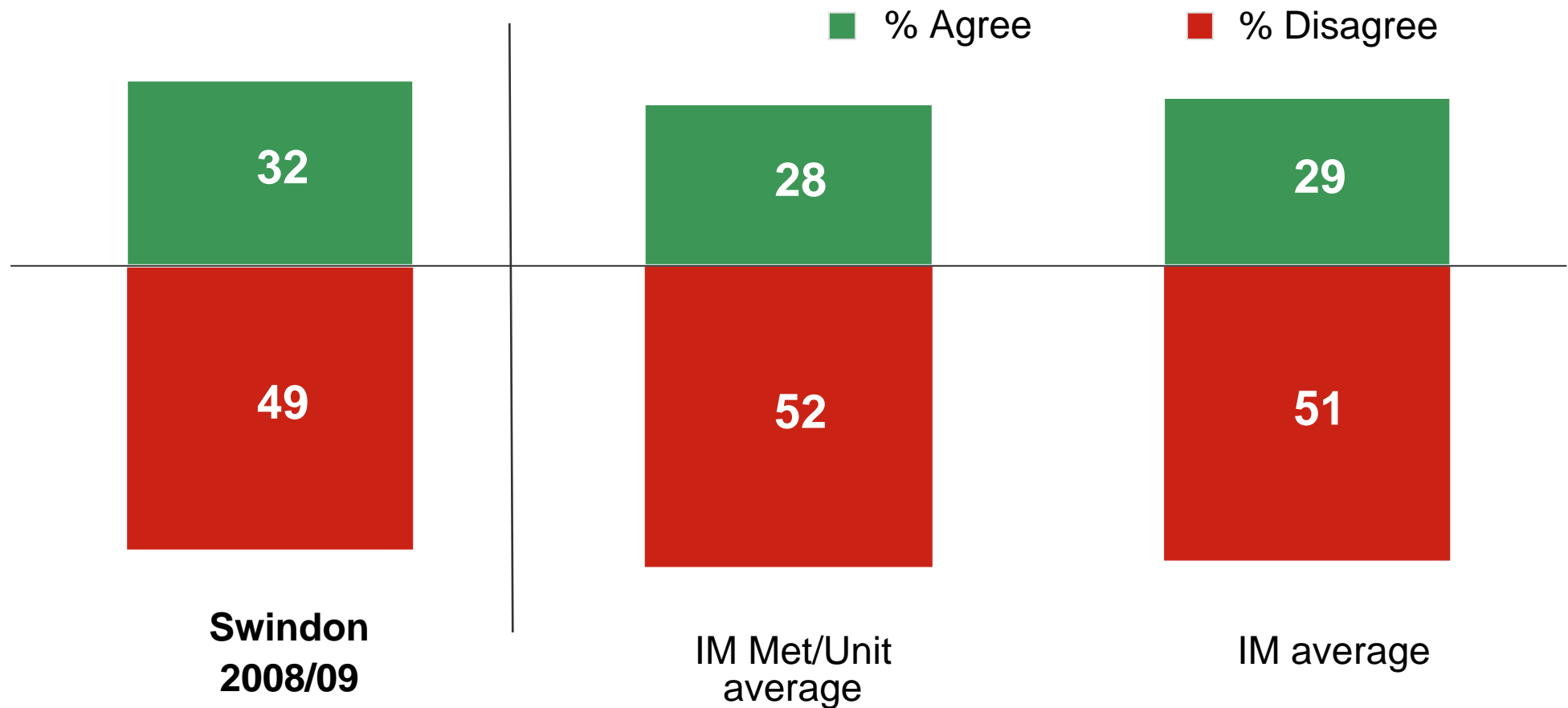
# Half *disagree*, that parents take responsibility for their children (NI 22)

Q To what extent do you agree or disagree that in your local area, parents take enough responsibility for the behaviour of their children?

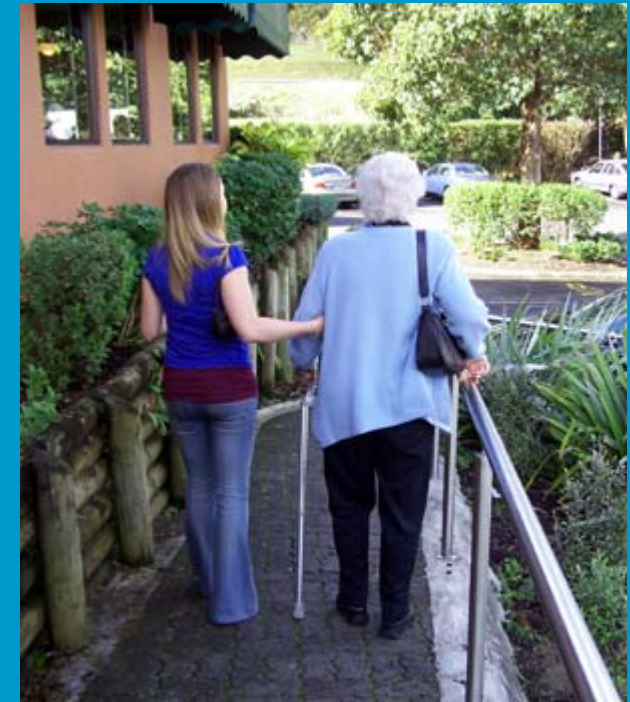


# Although still slightly better than national picture...

Q To what extent do you agree or disagree that in your local area, parents take enough responsibility for the behaviour of their children?

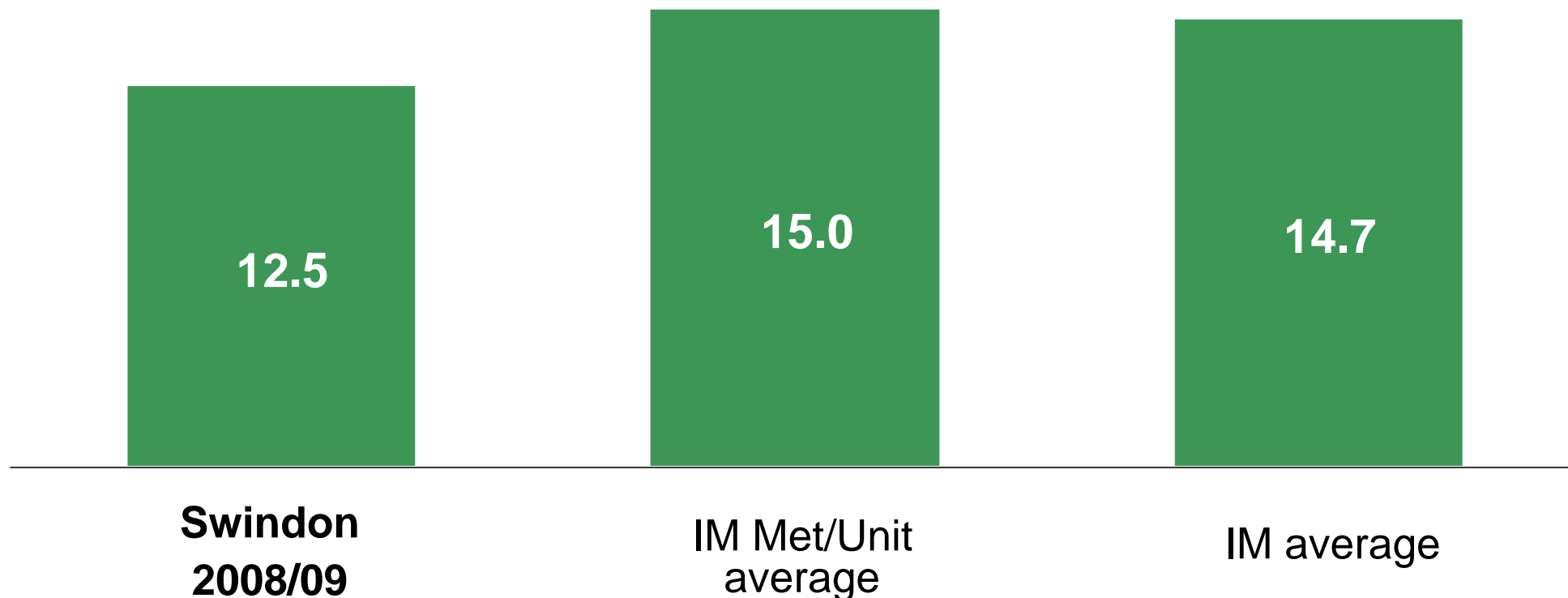


# Participation



# Civic participation (NI 3) is lower than average in Swindon

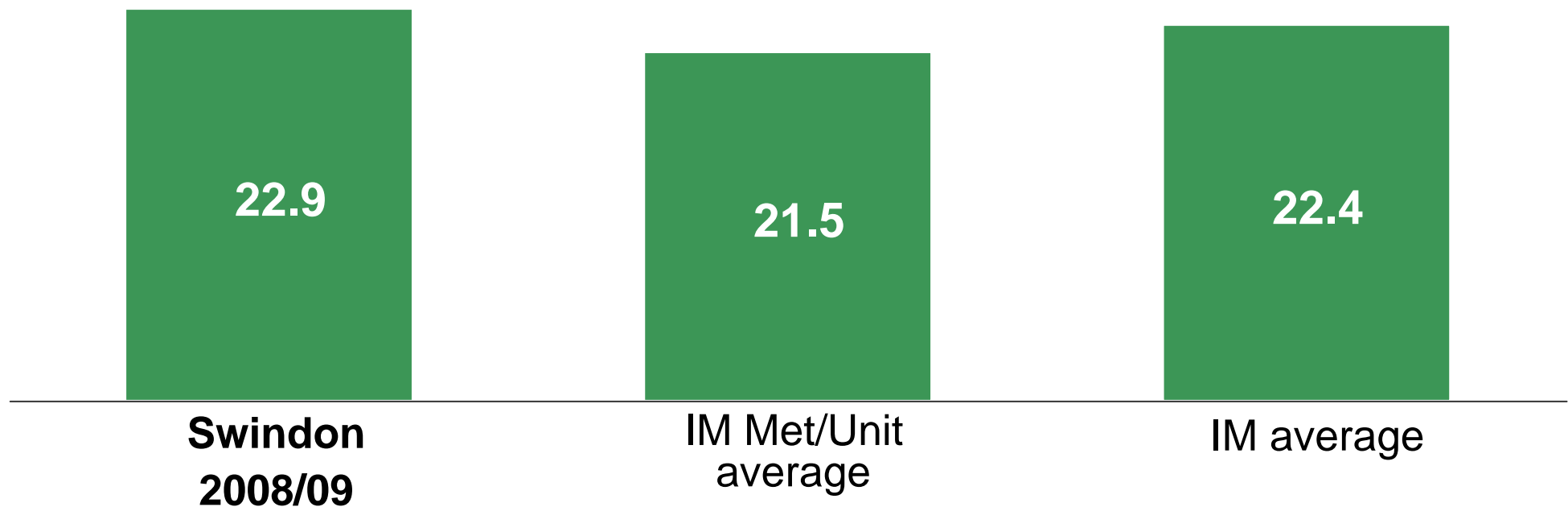
% of residents who have taken part in at least one of any of the activities that affect the local area in last 12 months (local councilor, tenants rep, health board etc)



# .....however, regular volunteering (NI 6) is in line with other unitary authorities

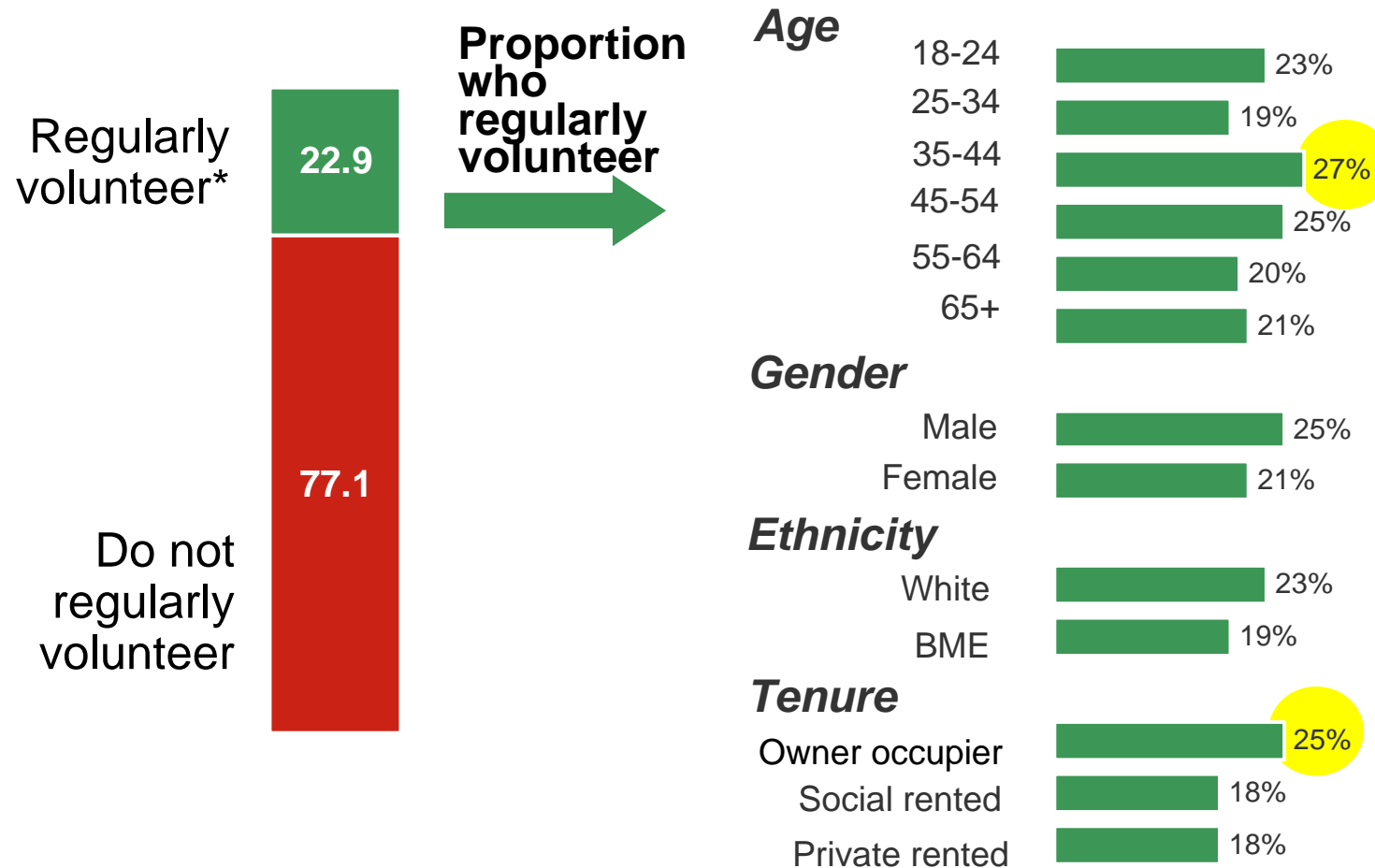
Q Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)?

% Volunteered for groups, club or organisation within last month.



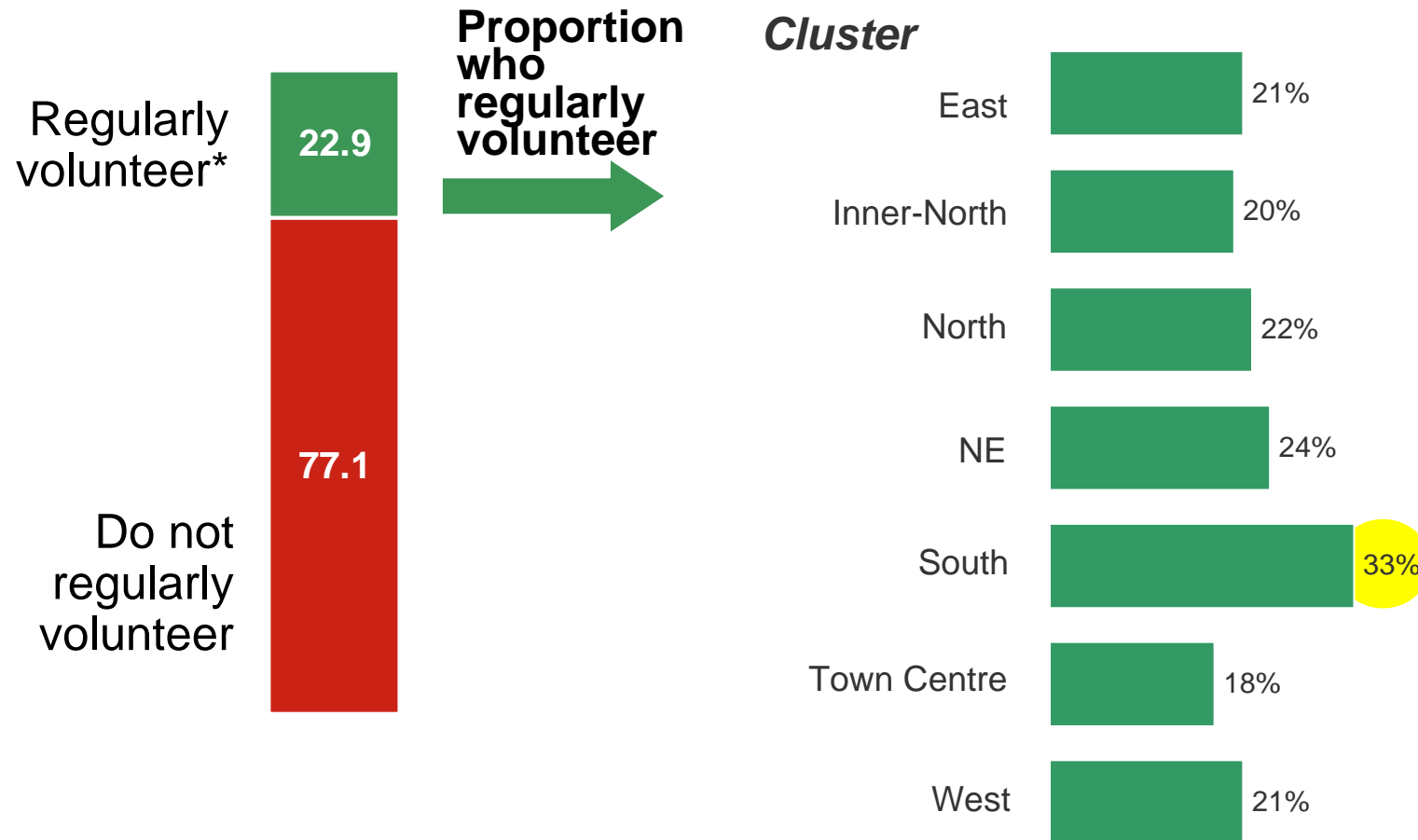
# Regular volunteering: Subgroup analysis

Q Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)?



# Regular volunteering: Subgroup analysis

Q Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)?

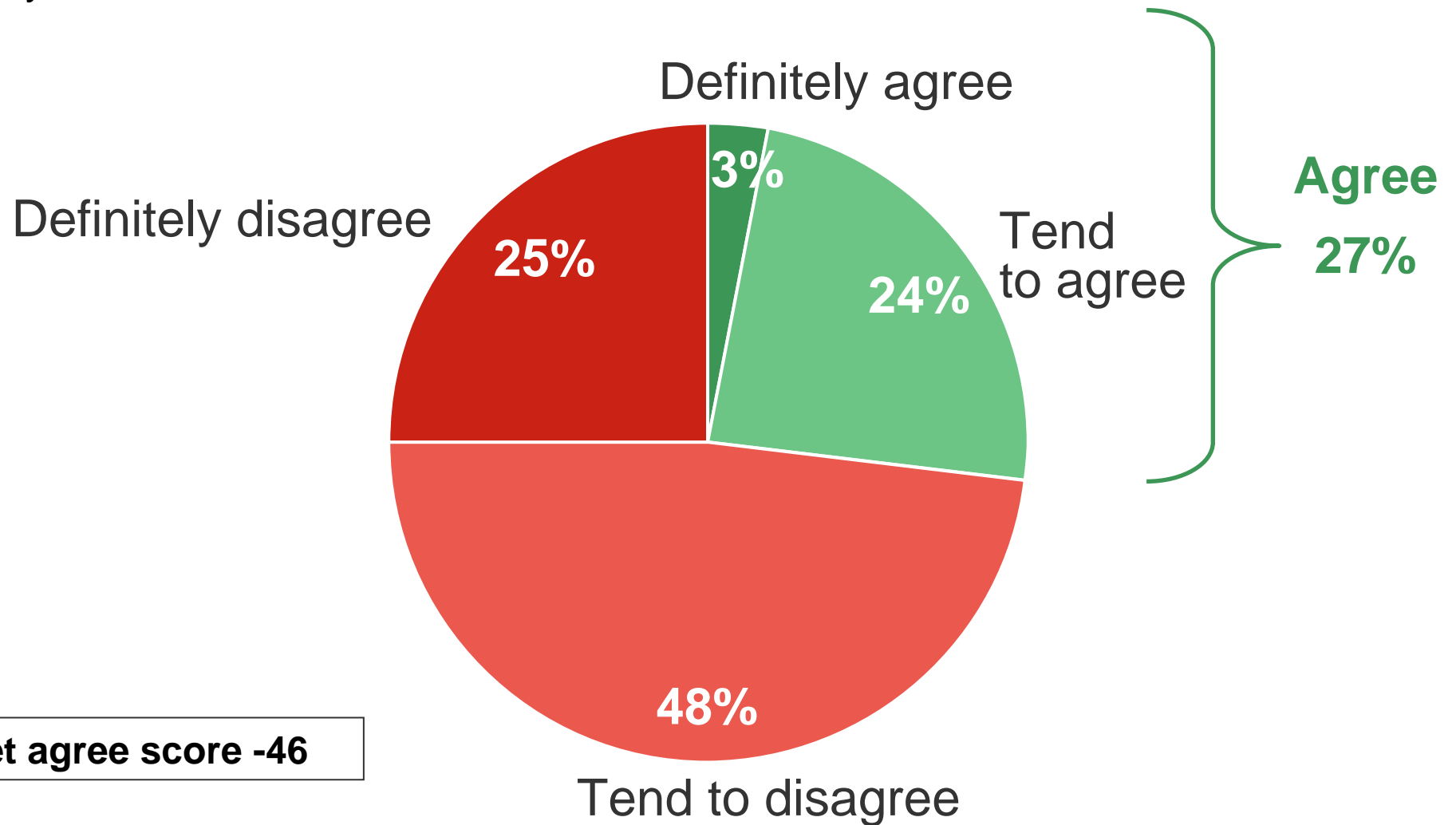


# Local decision-making



# Few feel they can influence decisions (NI 4)

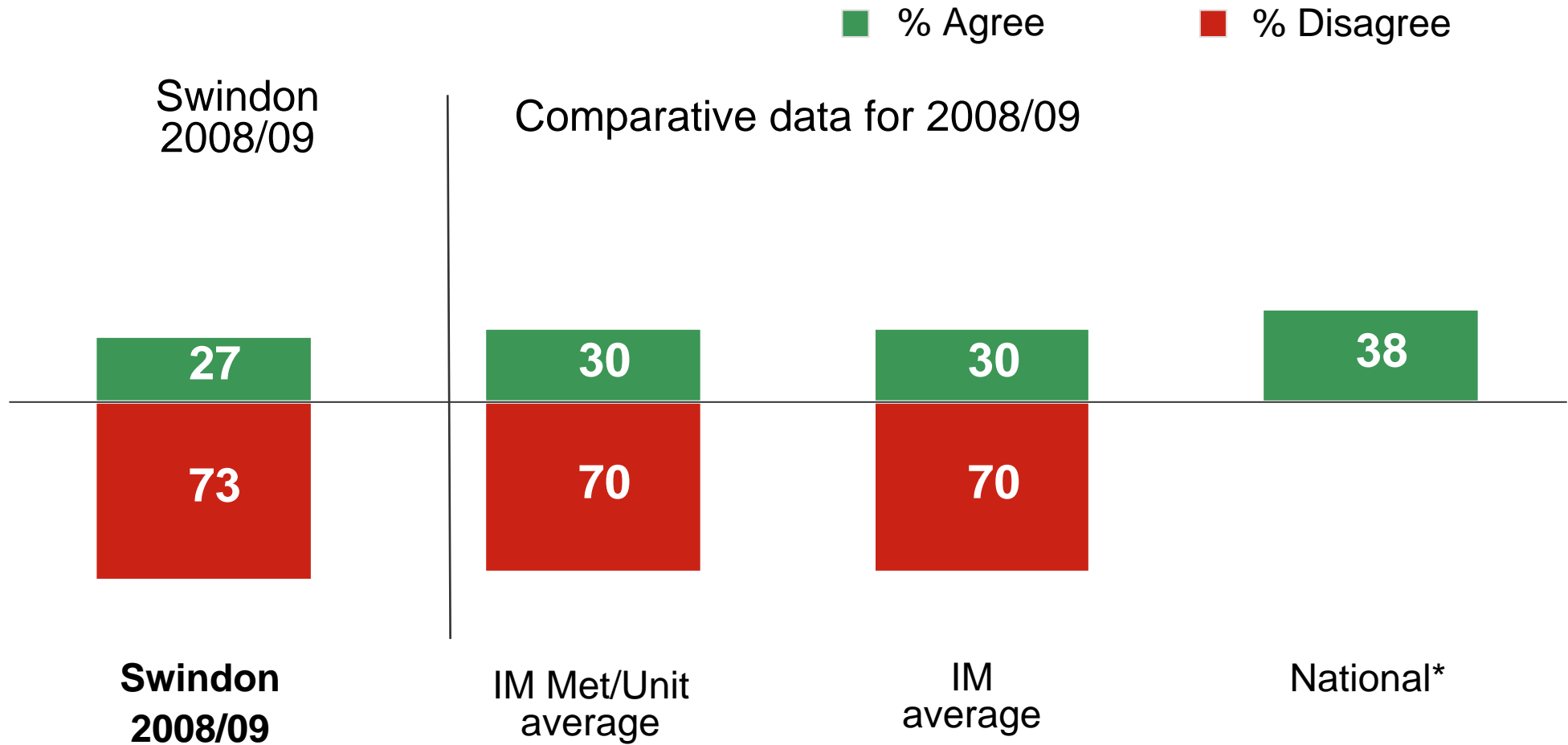
Q Do you agree or disagree that you can influence decisions affecting your local area?



Net agree score -46

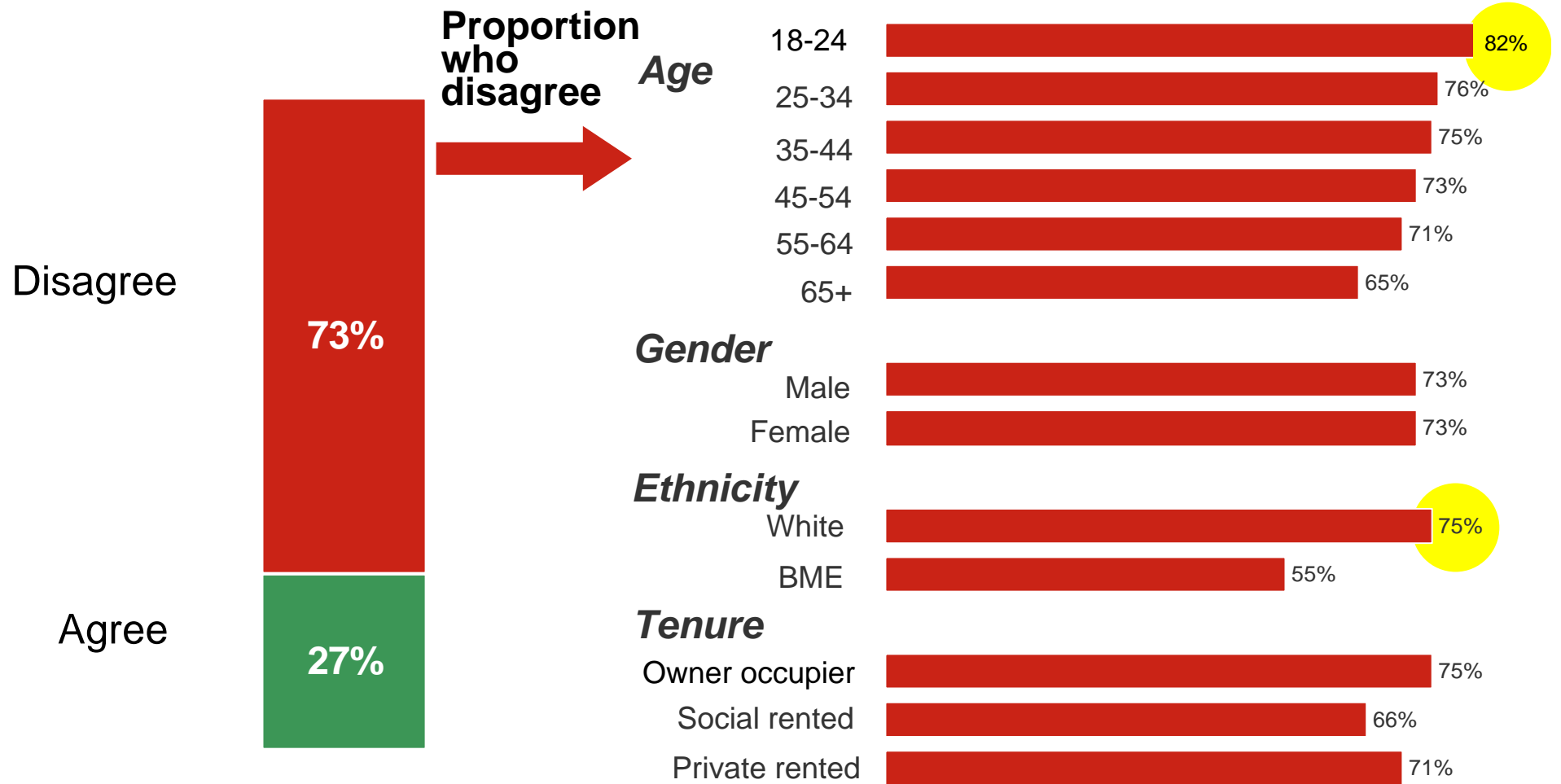
# Slightly lower than national trends

Q Do you agree or disagree that you can influence decisions affecting your local area?



# Unable to influence decisions: Subgroup analysis

Q Do you agree or disagree that you can influence decisions affecting your local area?



Little differences by cluster, slightly higher agree levels in Town Centre 37%

Base: All valid responses (2000)



# 1 in 4 residents would like to be more involved

Q Generally speaking, would you like to be more involved in the decisions that affect your local area?

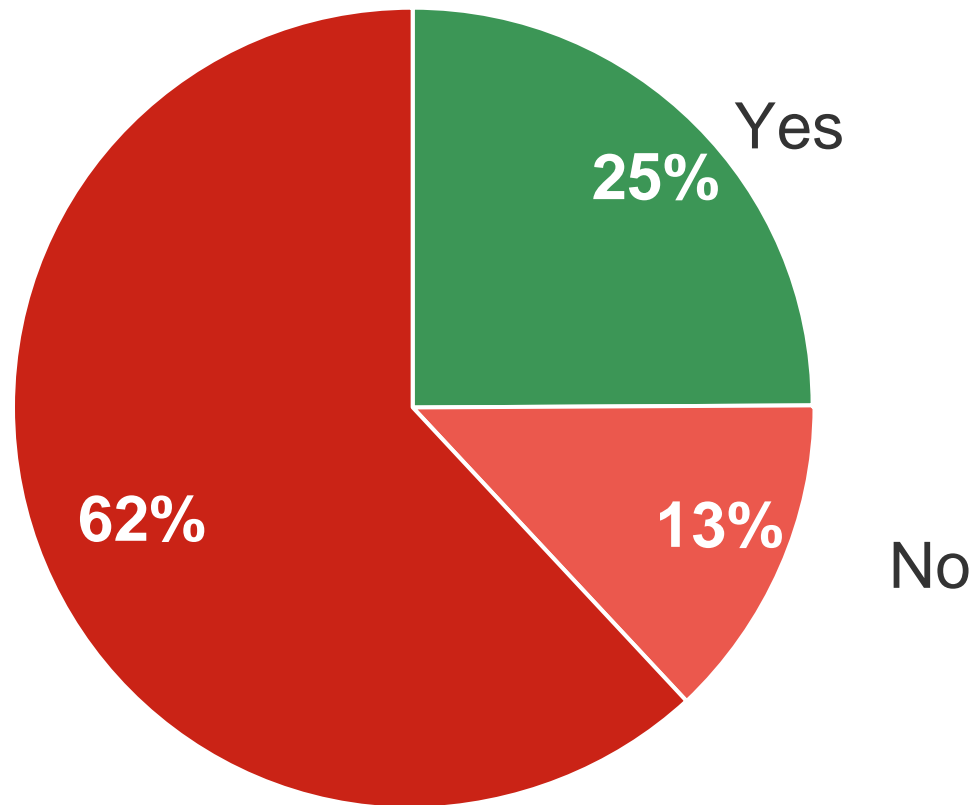
**% who want to be more involved:**

**Swindon = 25%**

**Met/Unit average = 29%**

**IM average = 28%**

Depends on issue



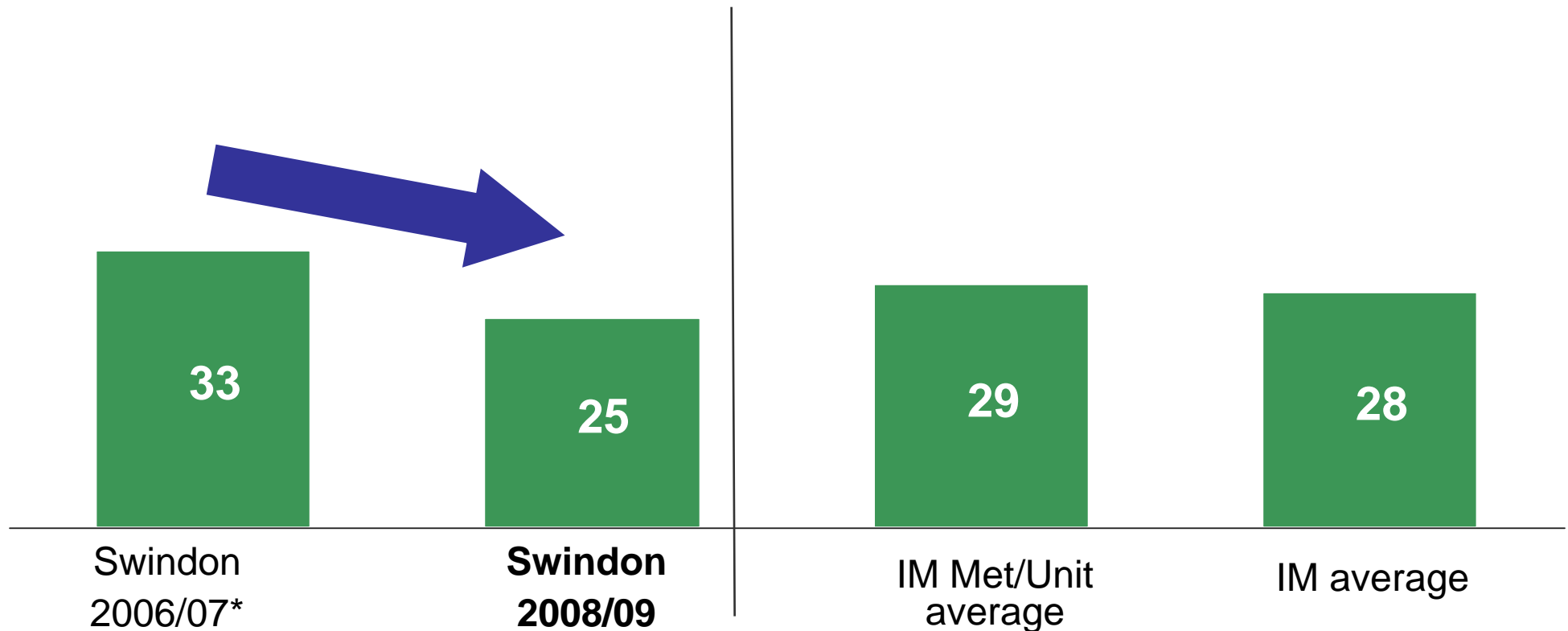
# Lower than in 2006, and than the national average

Q Generally speaking, would you like to be more involved in the decisions that affect your local area?

% saying they want to get more involved

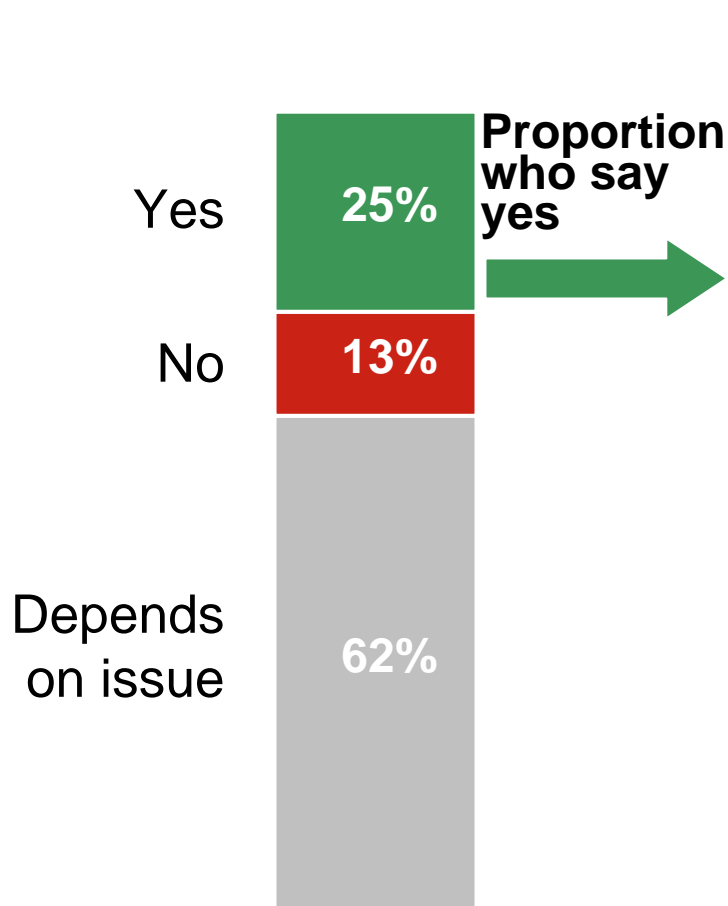
**Trend data**

**Comparative data for 2008/09**

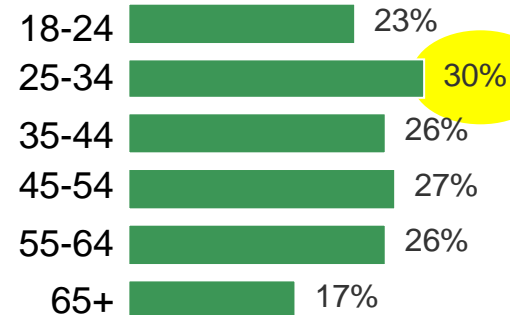


# Which residents want to be involved?

Q Generally speaking, would you like to be more involved in the decisions that affect your local area?



## Age



## Gender



## Ethnicity



## Tenure





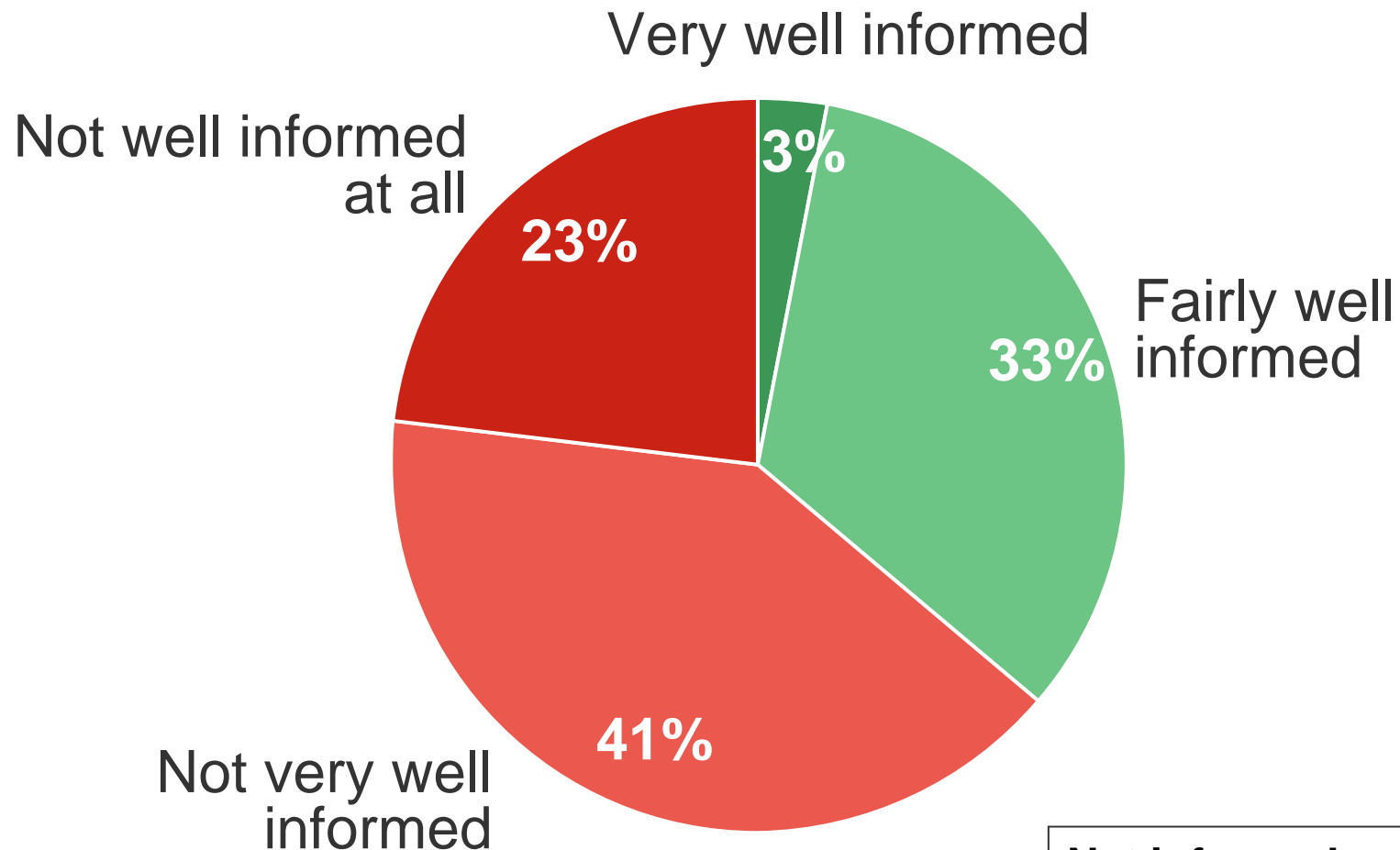
The screenshot shows the Swindon Borough Council website. The header includes the council logo and the text 'A guide to your council and services'. A search bar is present with the text 'a guide to your council and services' and a 'Go' button. The navigation menu includes 'Home', 'A to Z', 'FAQs', 'Contact Council', and 'Help'. The main content area is titled 'Swindon Borough - Guide to Council Services' and features a map of Swindon with various landmarks and roads labeled. A sidebar on the left contains 'Council Information' (including links to Council Building Guide, Journey planner, and M4 Junctions), an 'Overview Map...', and 'Map Guidance' (listing Hospital, Railway Station, Bus Station, and Council Building).



# Local Public Services Information

# Most do not feel you keep them well informed...

Q Overall, how well informed do you feel about local public services?

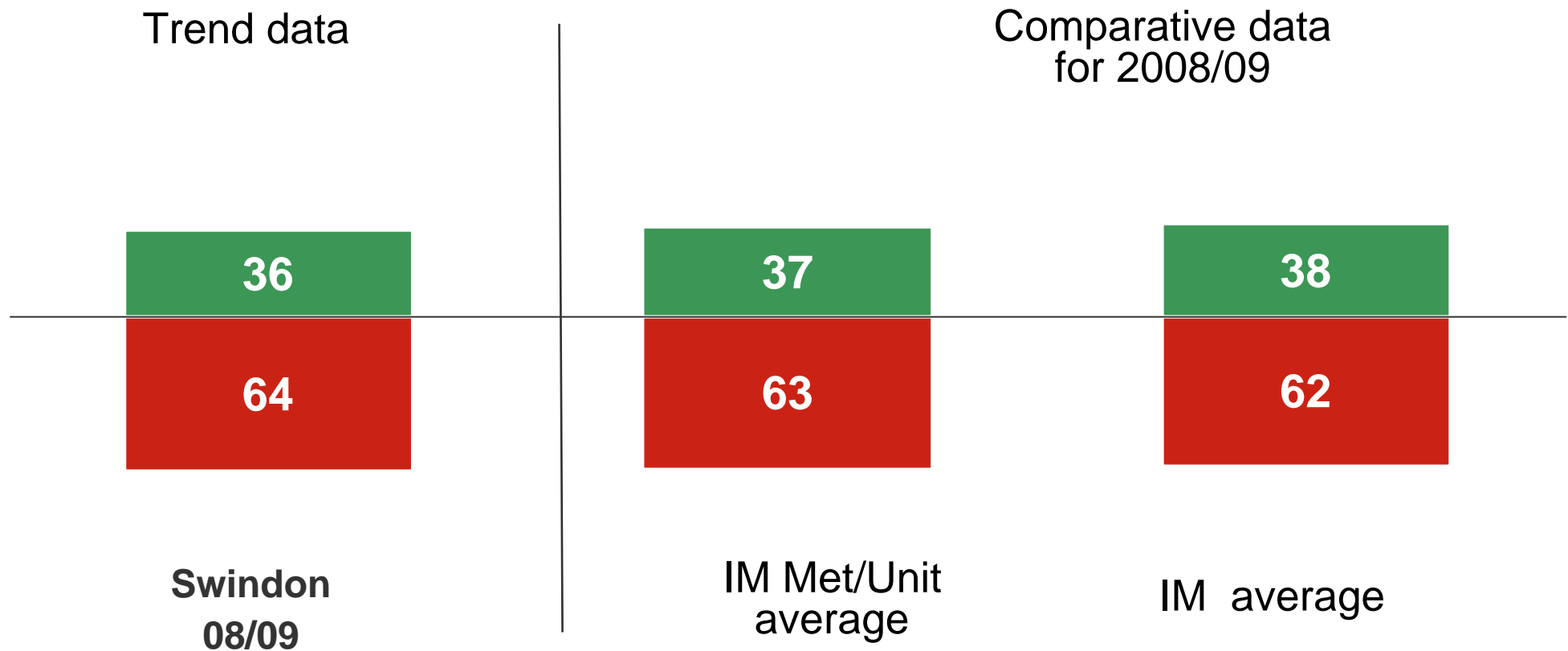


**Net informed score -28**

# Being kept informed: Comparative data

Q Overall, how well informed do you feel about local public services?

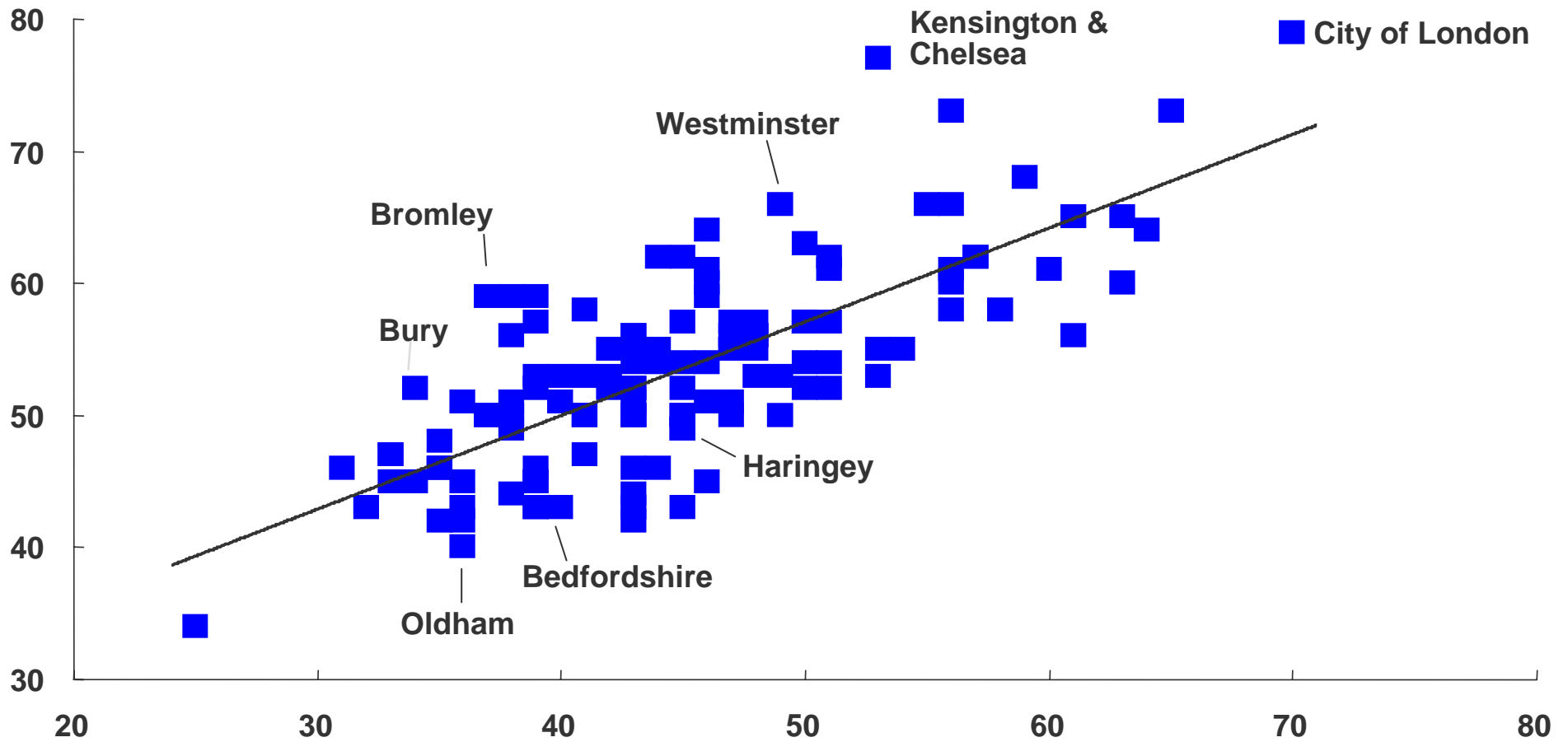
■ % Informed    ■ % Not informed



# Councils need to communicate better.....

Satisfaction with council (%)

Correlation -0.75



Feel informed by Council about Services and Benefits it provides (%)

# Tell them what you are doing as a result of listening



**we asked...**

**you said...**  
"keep South Tyneside clean and tidy"

**we did...**

- collect 99% of bins on time
- remove fly tipping and abandoned cars by the next working day



South Tyneside Council

We'd love to hear from you, why not give us a call on 0191 424 7337 or visit : [www.southtyneside.info](http://www.southtyneside.info)

# Everyone is working together in Tyne & Wear





In SOUTH TYNESIDE we're passionate about working together to deliver better services for you

**we asked...**  
How can we improve our services to you?

**you said...**  
Traffic more, particularly during the day night

**we did...**  
Reduced crime by targeted activity in areas where criminal damage and disorder were a problem

**NORTHUMBRIA POLICE**

**we asked...**

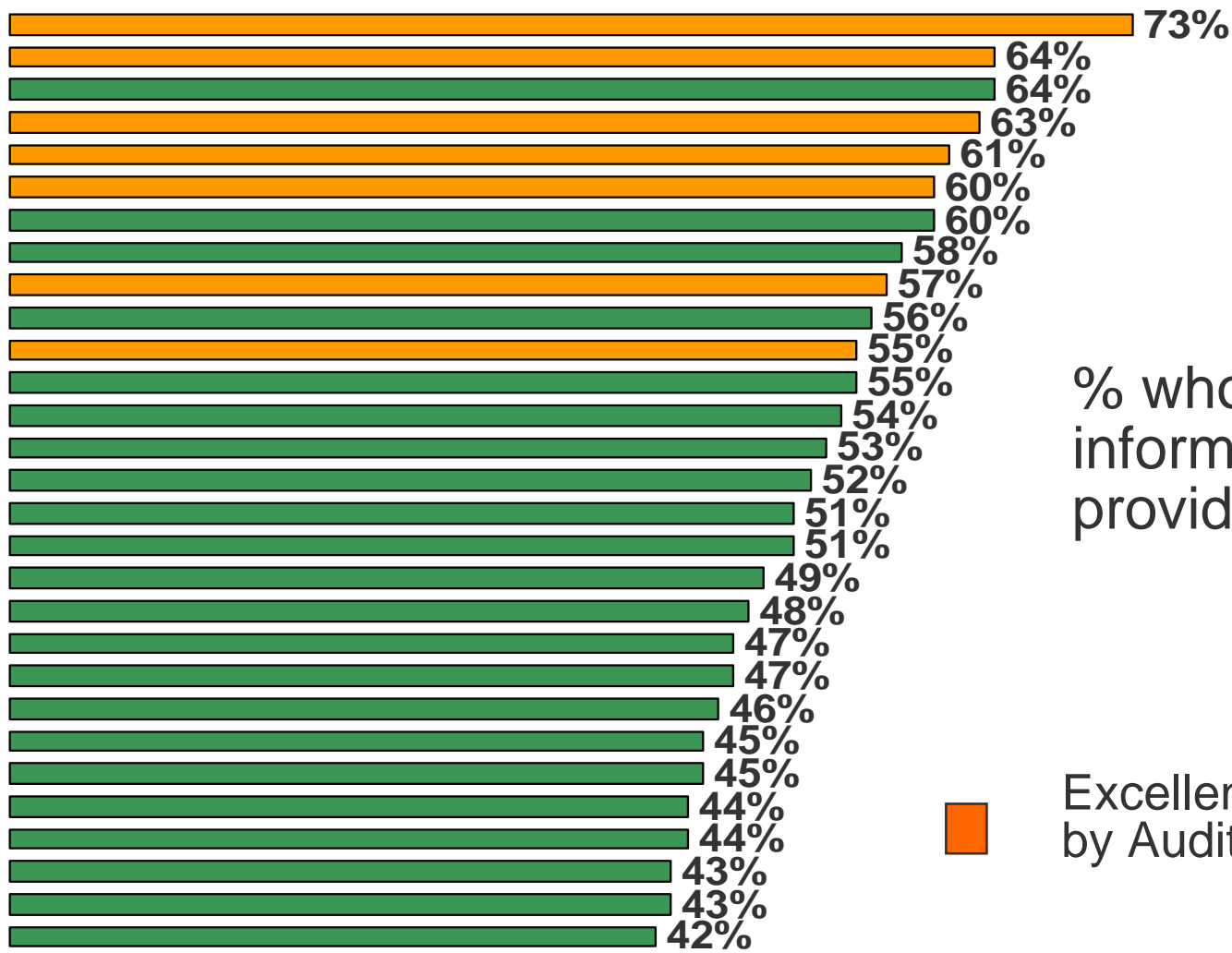
**you said...**  
Traffic more, particularly during the day night

**we did...**  
Reduced crime by targeted activity in areas where criminal damage and disorder were a problem

We'd love to hear from you. Give us a call on **0191 424 7337** or visit [www.southtyneside.info](http://www.southtyneside.info)

CLEARCHANNEL

# And reflected in CPA scores...



% who feel they are kept well informed about the services provided by the council

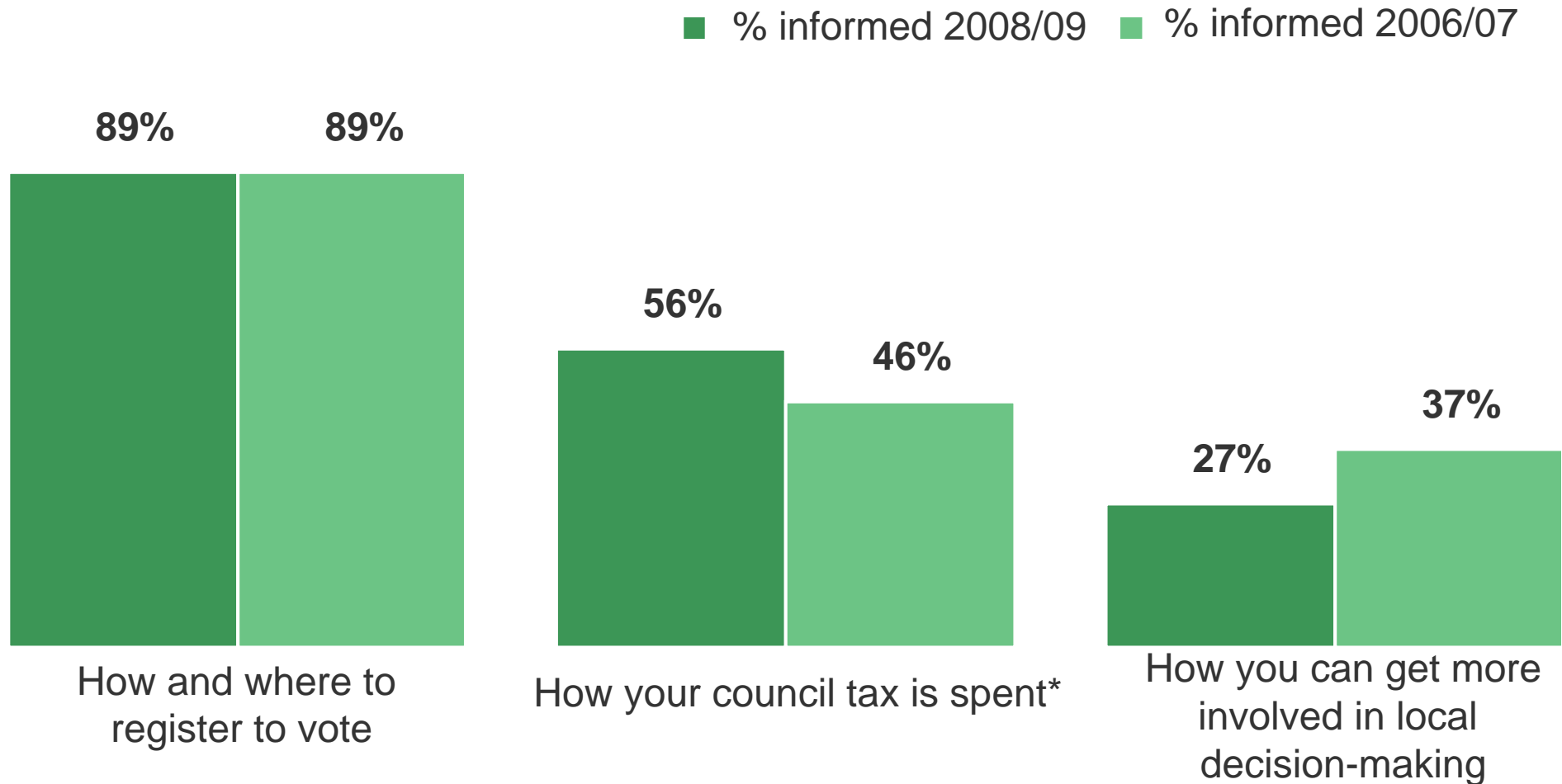
Orange square: Excellent rated by Audit Commission

Base: All London Boroughs  
Ipsos MORI



# People feel more informed on spending but less so on how to get involved in decision-making

Q How well informed do you feel about each of the following?



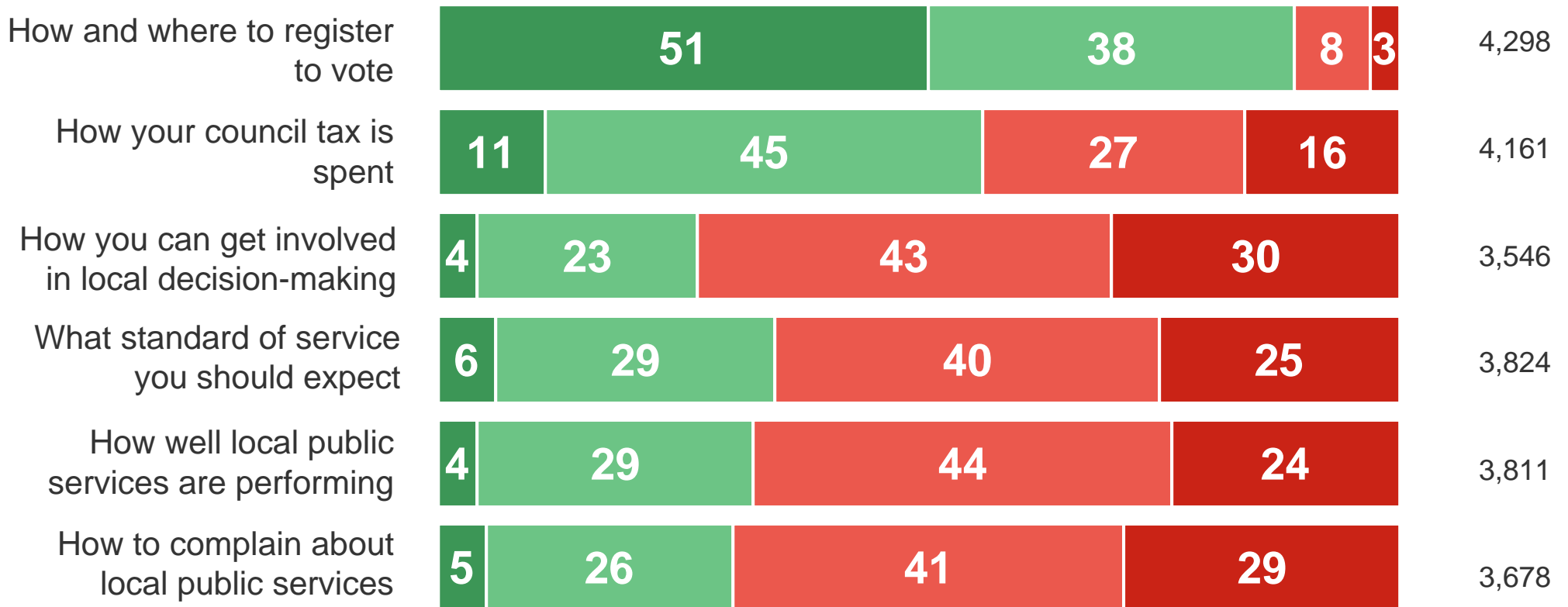
\*Note: 06/07 question wording was 'What the Council spends its money on'

# Being informed about key issues/ services

Q How well informed do you feel about each of the following?

■ % Very well informed      ■ % Fairly well informed  
■ % Not very well informed      ■ % Not very well informed at all

Base



# Being informed about key issues/ services

Q How well informed do you feel about each of the following?

■ % Very well informed

■ % Fairly well informed

■ % Not very well informed

■ % Not very well informed at all

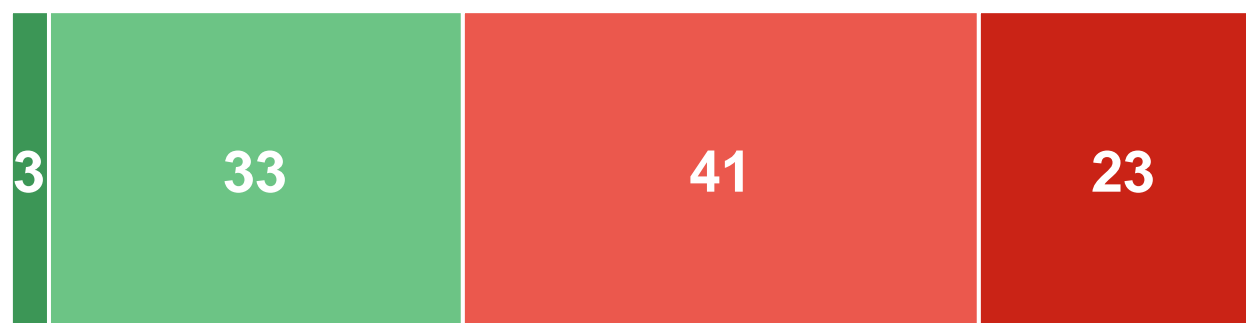
Base

NI 37 - What to do in event of large-scale emergency



4360

Overall, how well informed do you feel about local public services



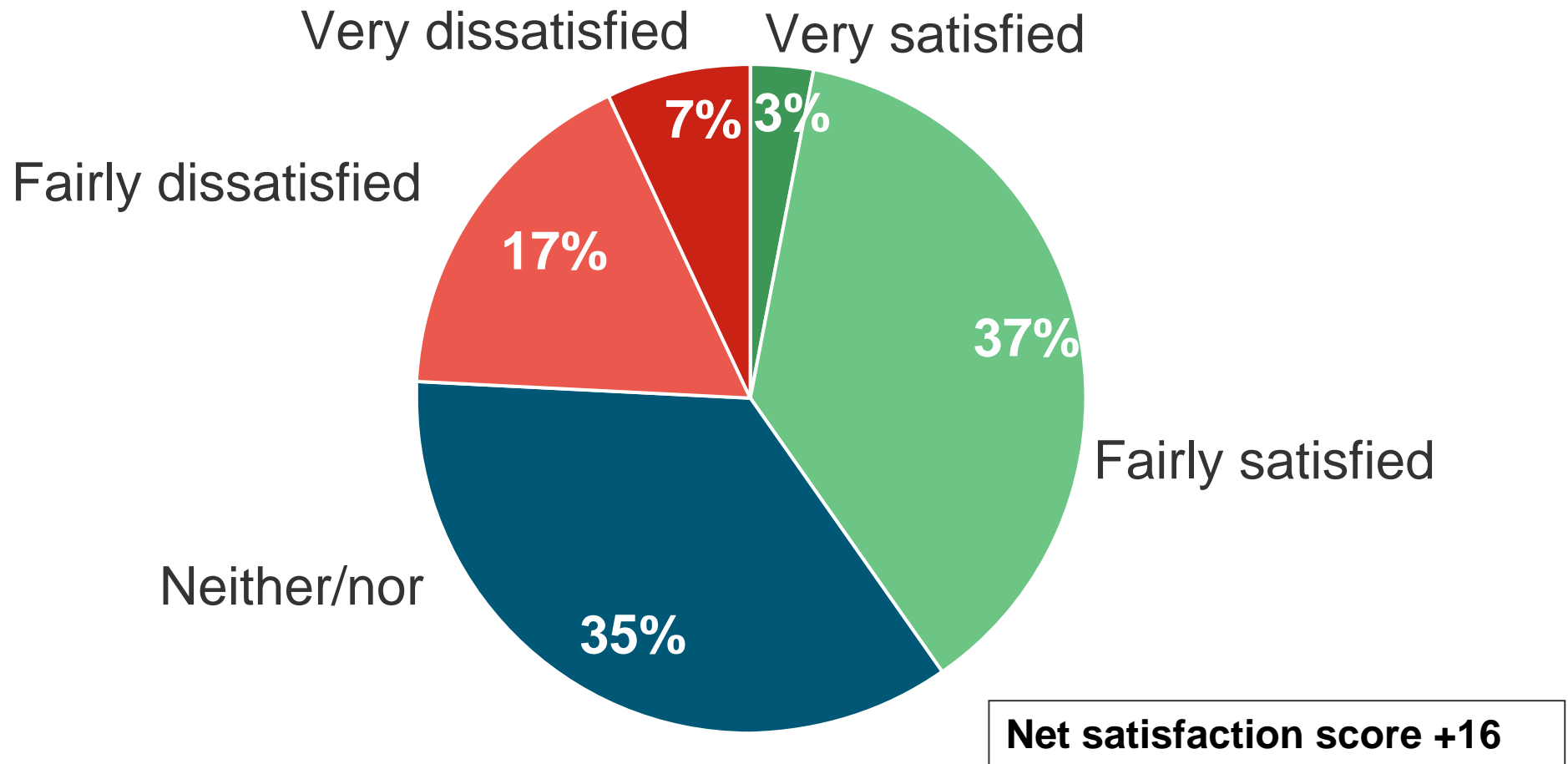
4137

# The Council



# Two-fifths of residents are satisfied with the Council

Q Taking everything into account, how satisfied or dissatisfied are you with the way Swindon Council runs things?



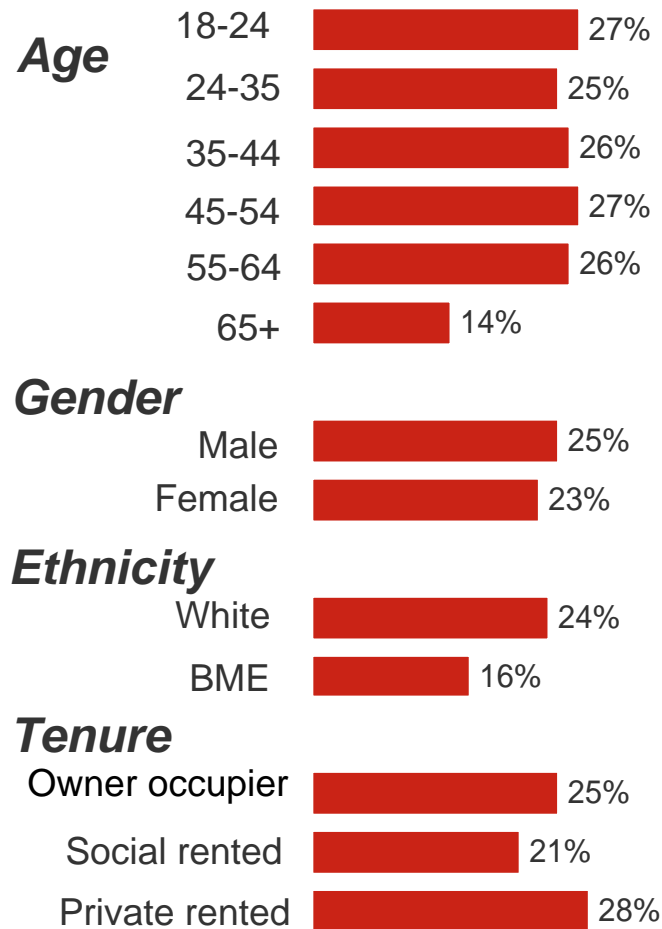
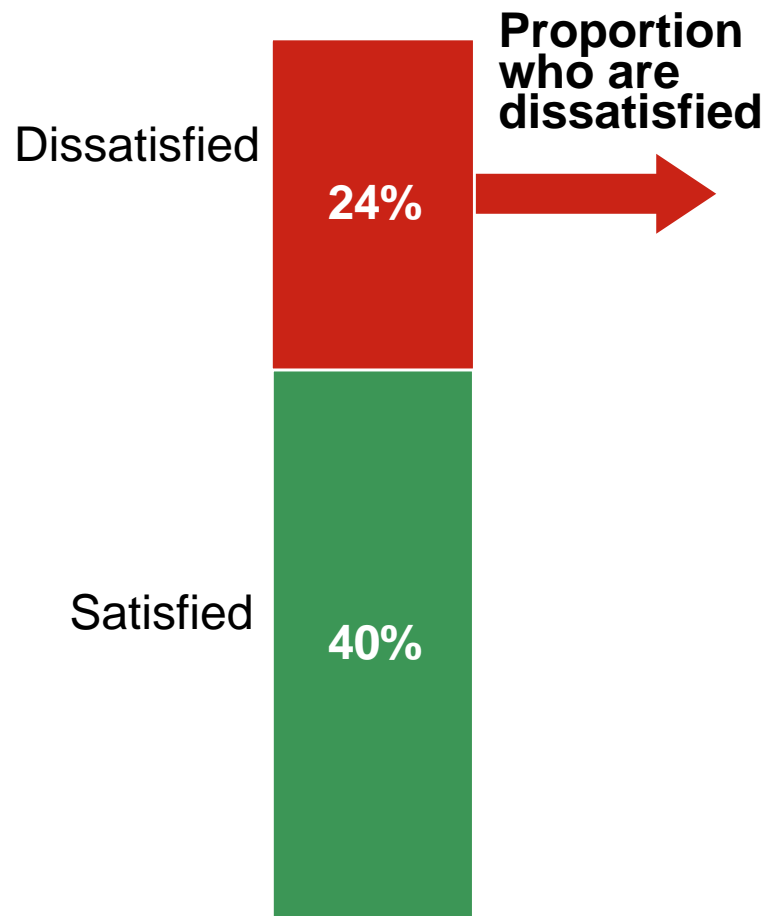
# Satisfaction is declining, but picture is same nationally...

Q Taking everything into account, how satisfied or dissatisfied are you with the way Swindon Council runs things?

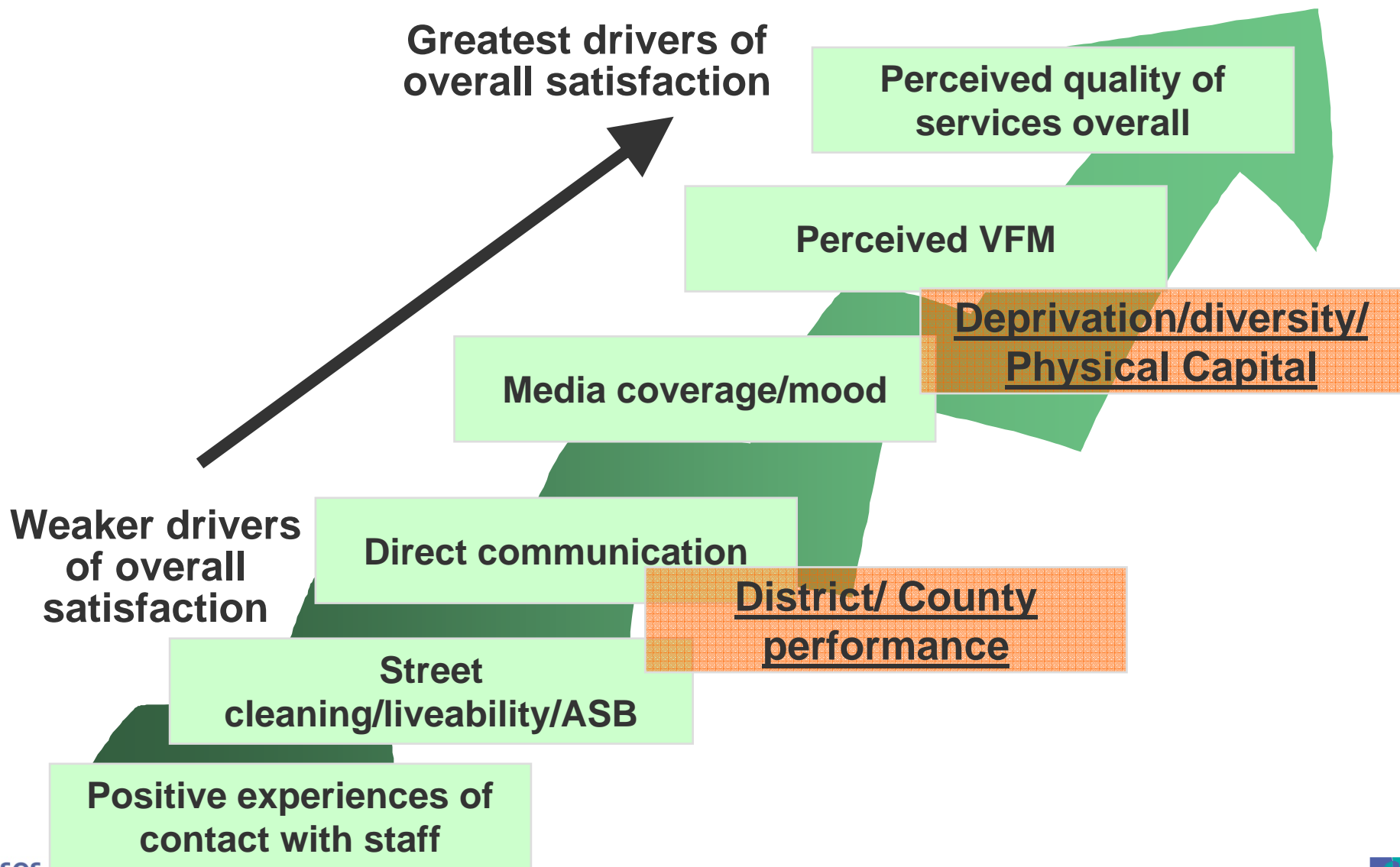


# Dissatisfaction with Council: Subgroup analysis

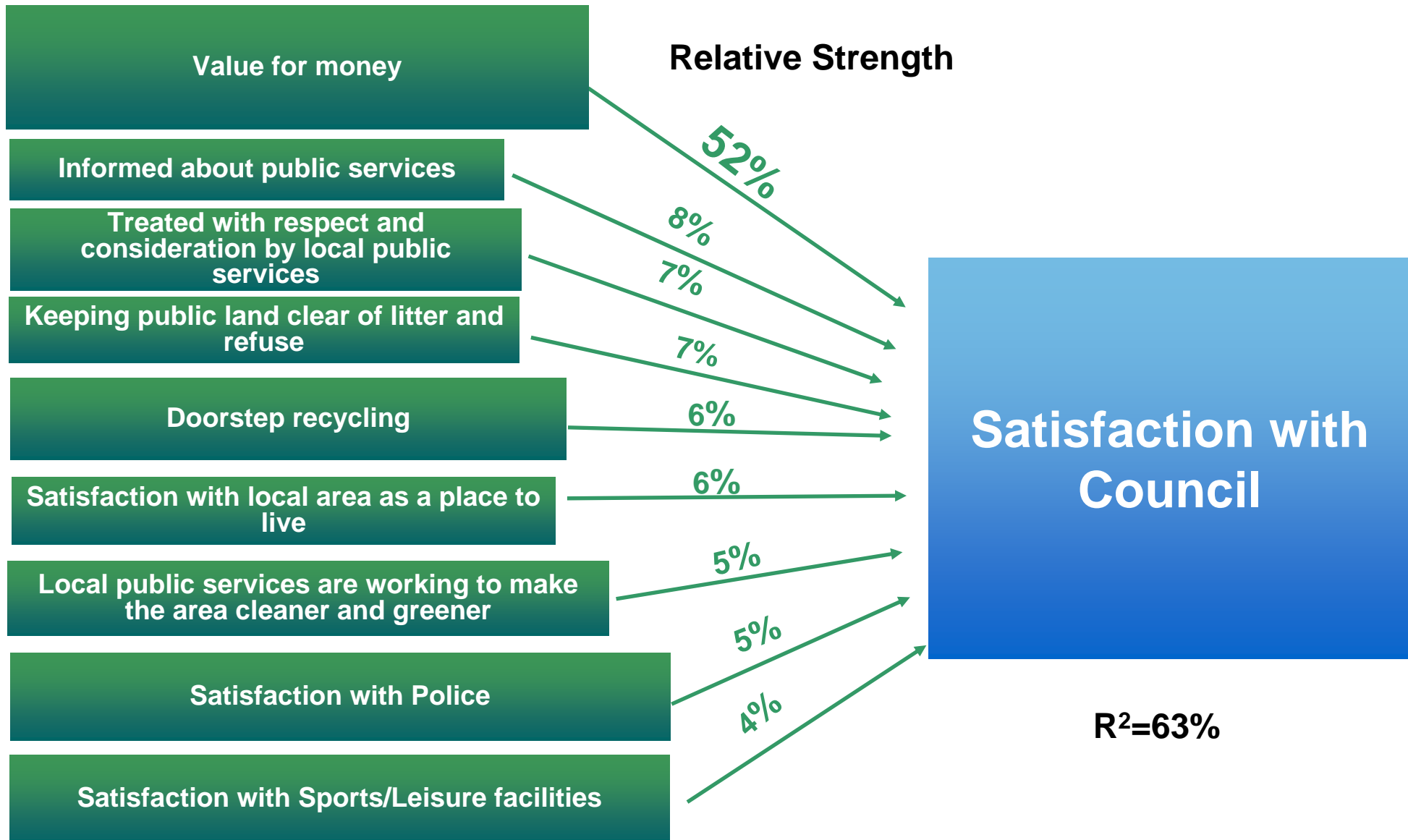
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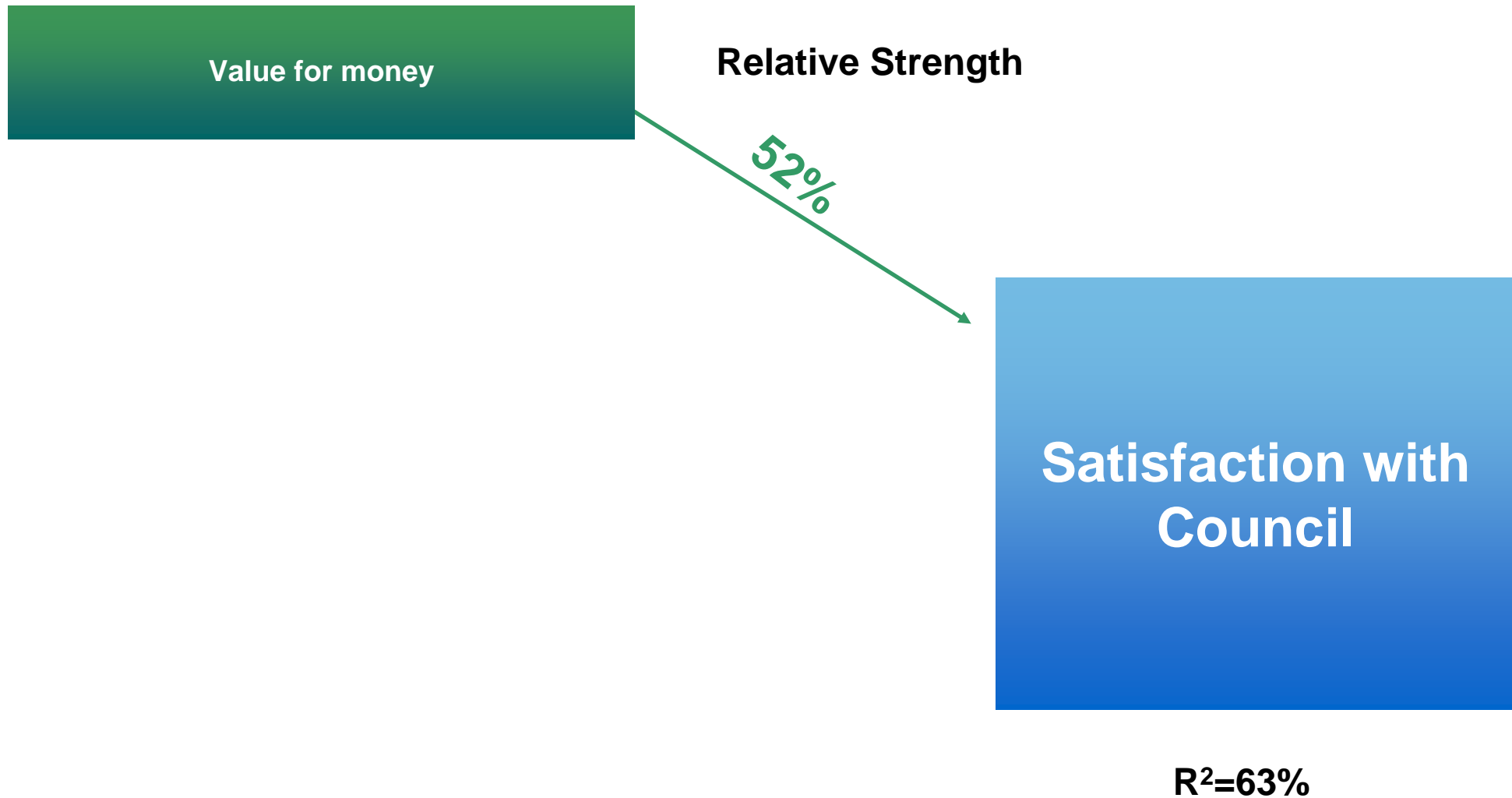
# Drivers of Local Govt Reputation among Local Residents....



# Drivers of satisfaction with Council: the importance of value for money

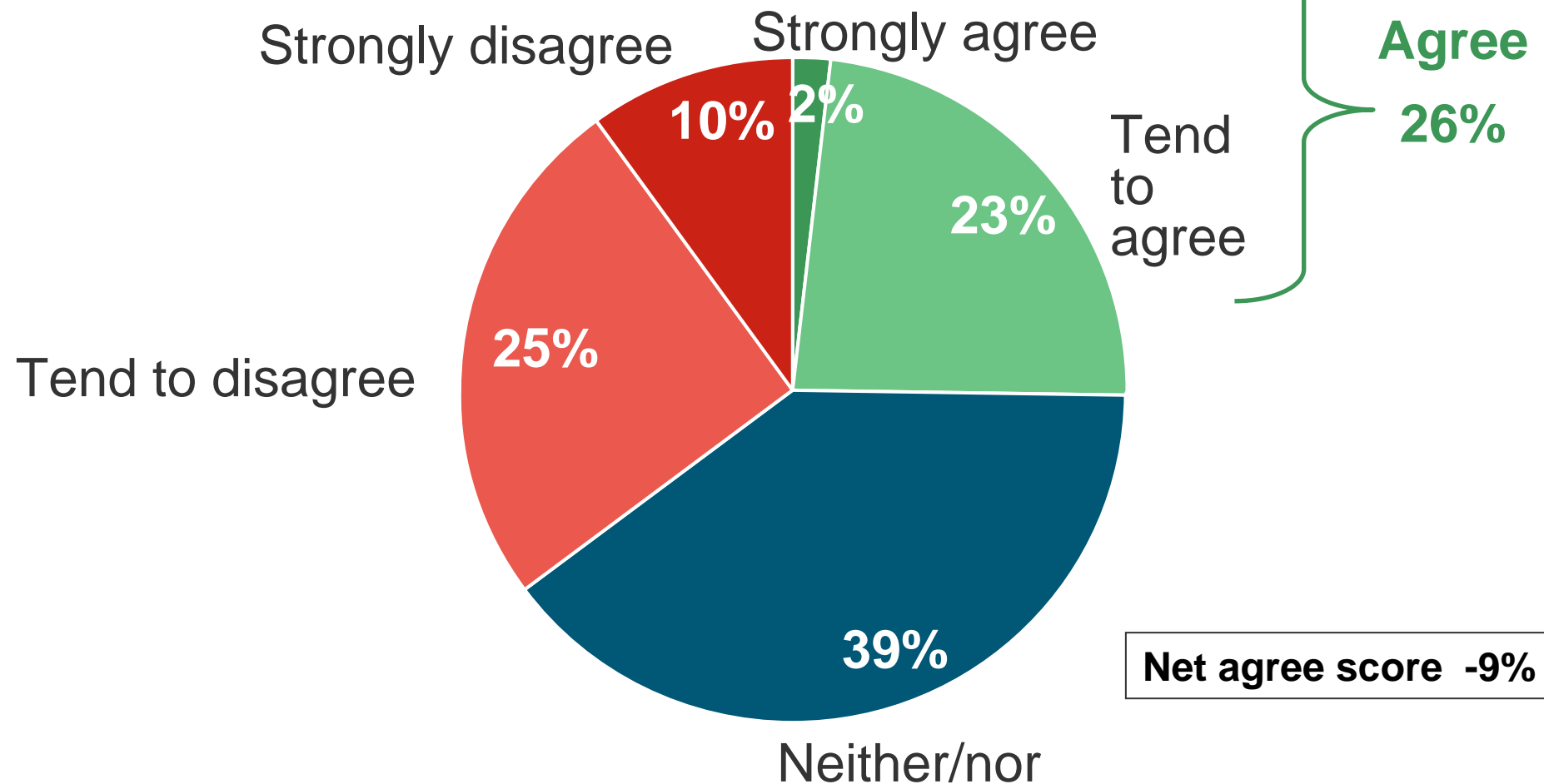


# Drivers of satisfaction with Council: the importance of value for money



# Residents struggle to perceive value for money

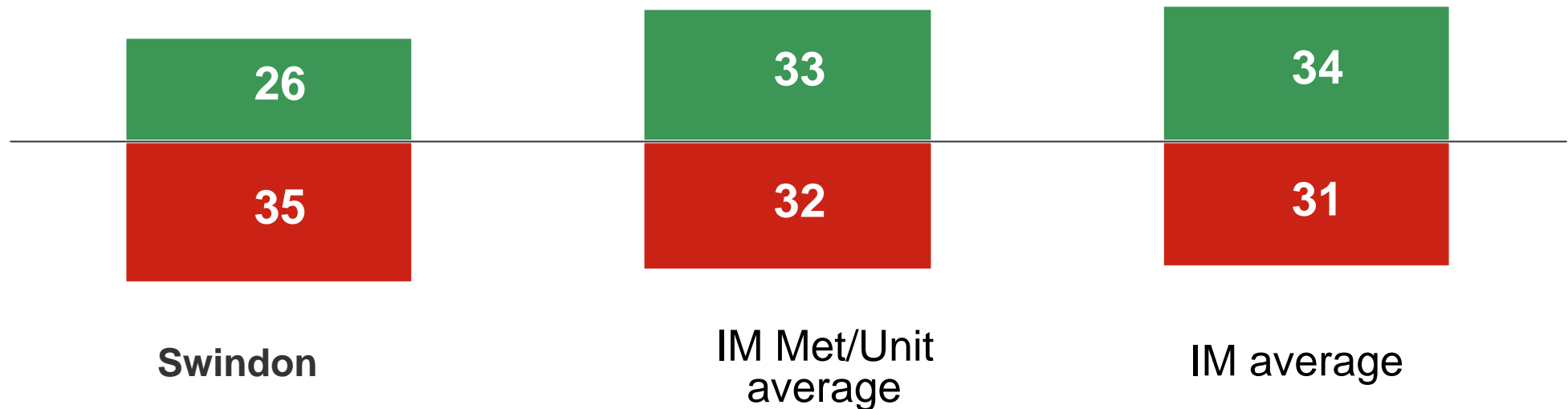
Q To what extent do you agree or disagree that Swindon Council provides value for money?



# Delivering value for money: Comparative data

Q To what extent do you agree or disagree that Swindon Council provides value for money?

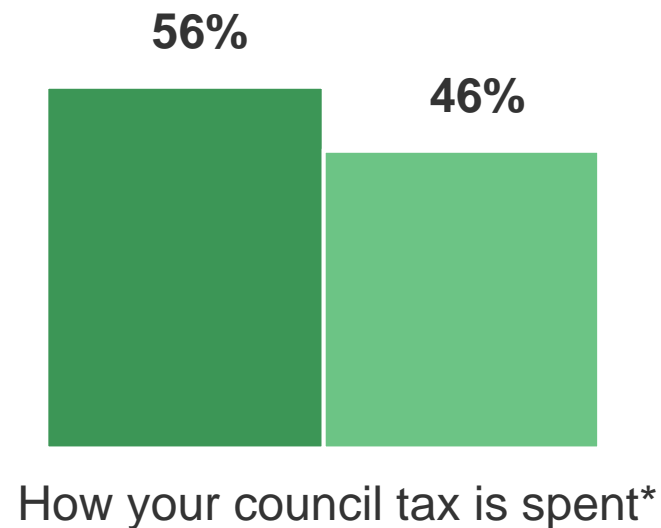
■ % Agree ■ % Disagree



# ...despite more information about how spending being available

Q How well informed do you feel about each of the following?

■ % informed 2008/09 ■ % informed 2006/07

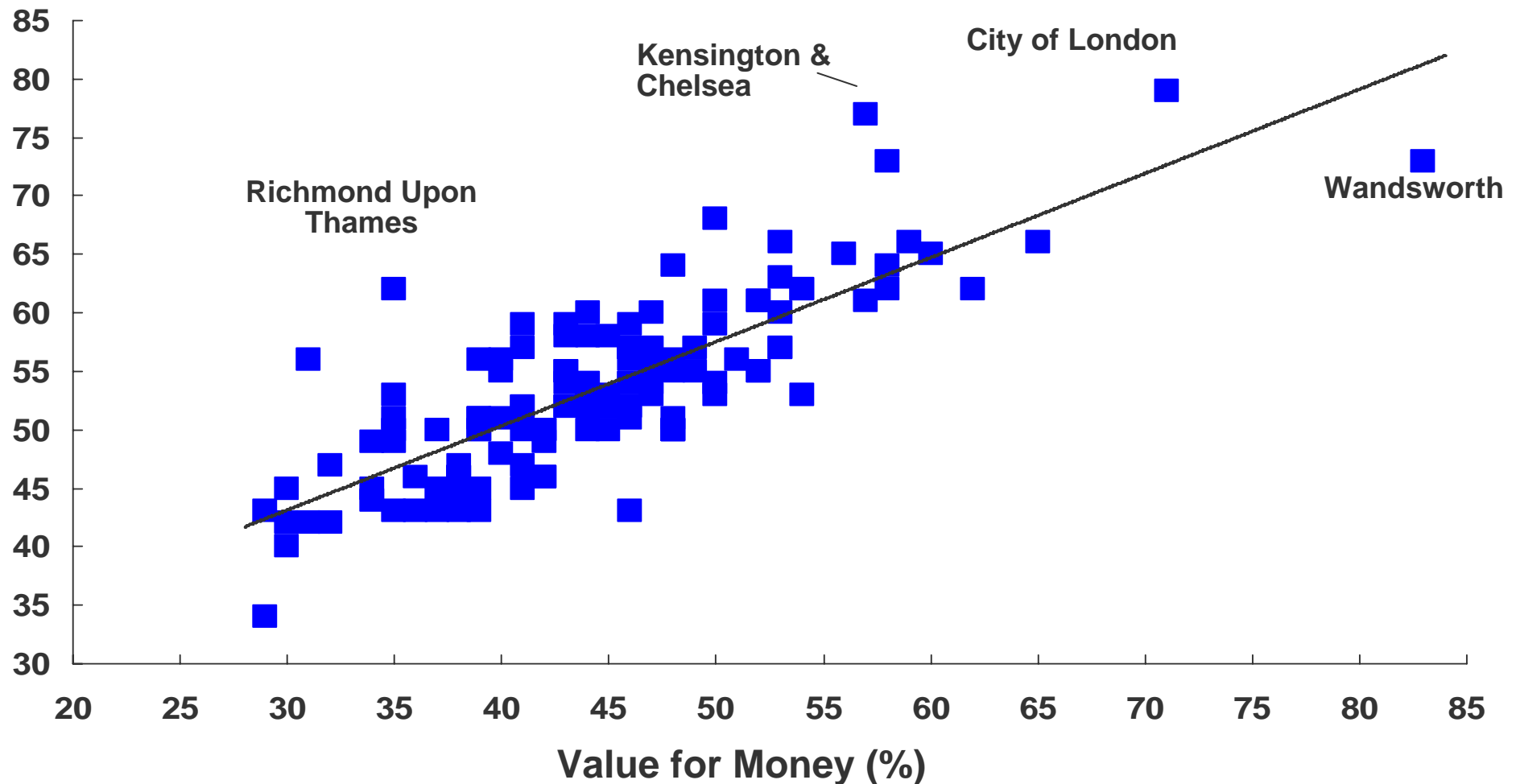


*\*Note: 06/07 question wording was 'What the Council spends its money on'*

# Perceived VFM really matters.....

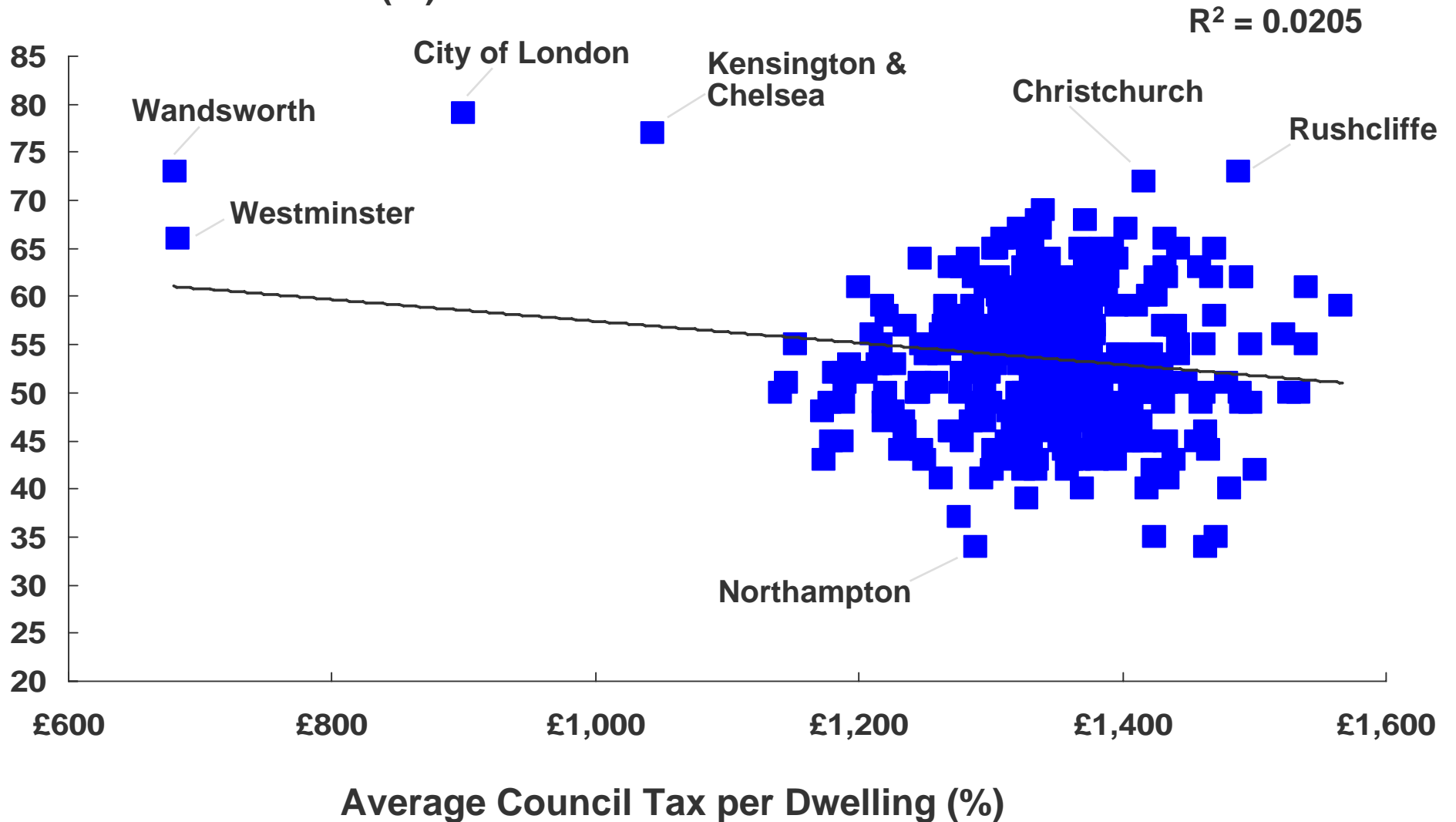
Satisfaction with council (%)

$R^2 = 0.6511$



# But not Actual Council Tax!

Satisfaction with council (%)



# Drivers of satisfaction with Council: informed about public services

## Relative Strength

Informed about public services

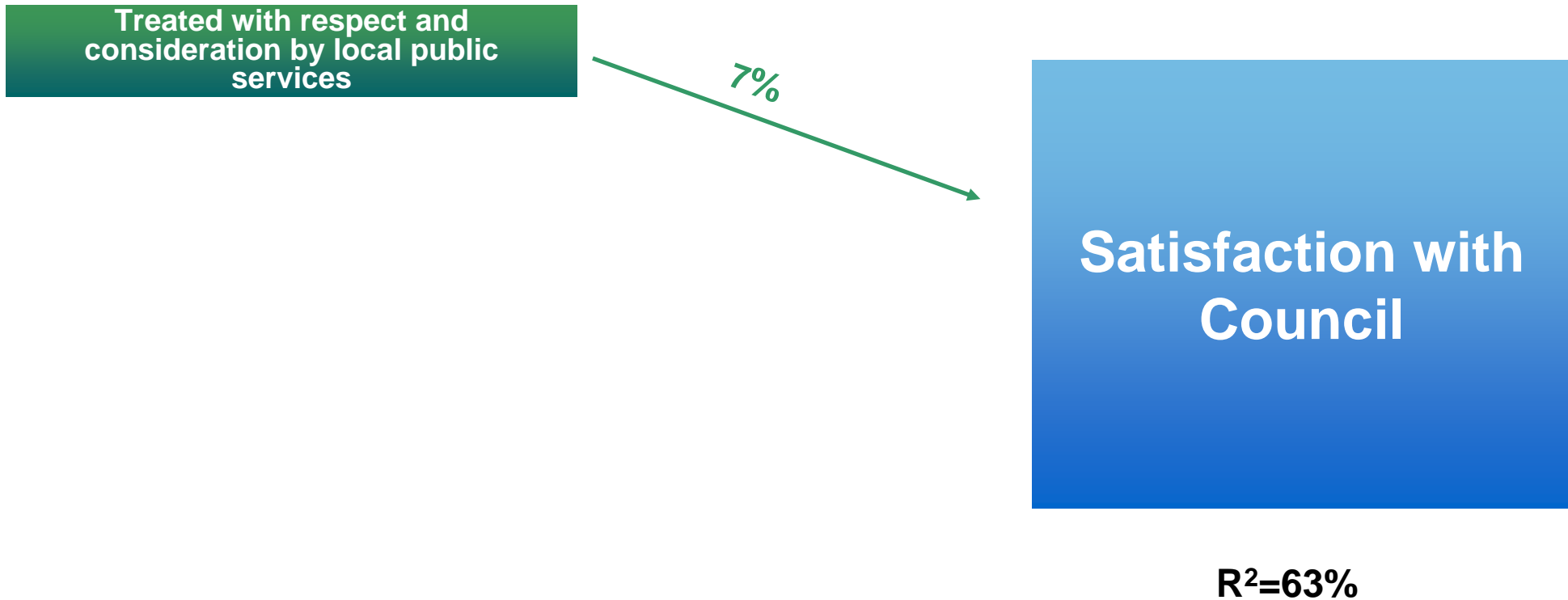
8%

Satisfaction with Council

$R^2=63\%$

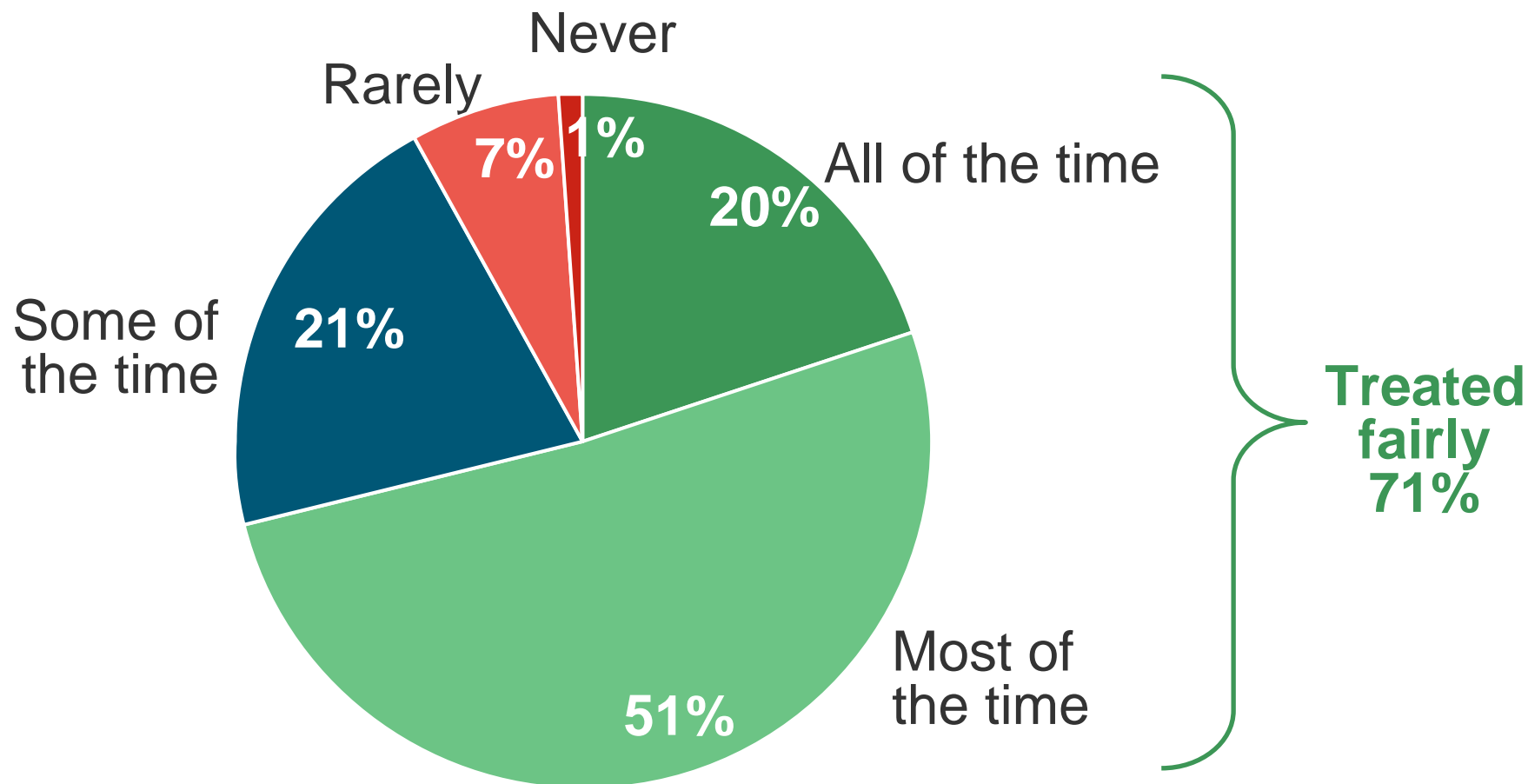
# Drivers of satisfaction with Council: being treated with respect and consideration

## Relative Strength



# Most people feel like they have been treated with respect and consideration by local public services (NI 140)

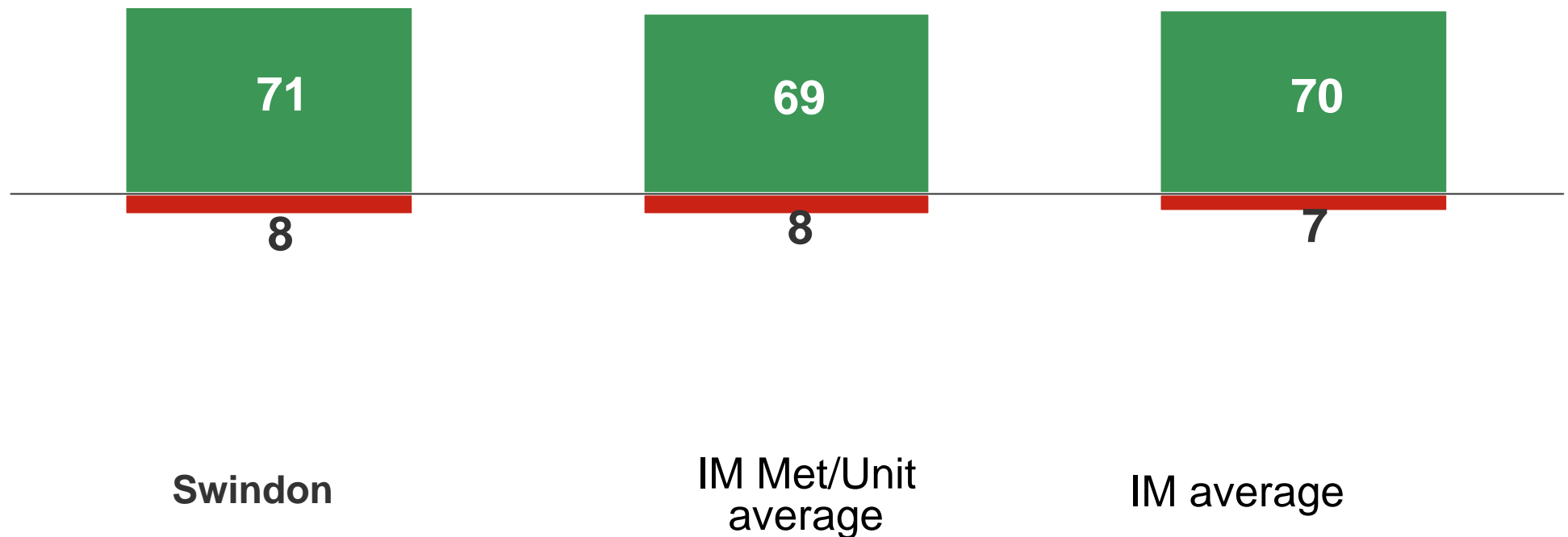
Q In the last year would you say that you have been treated with respect and consideration by your local public services?



# Treated with respect and consideration by local public services: Comparative data

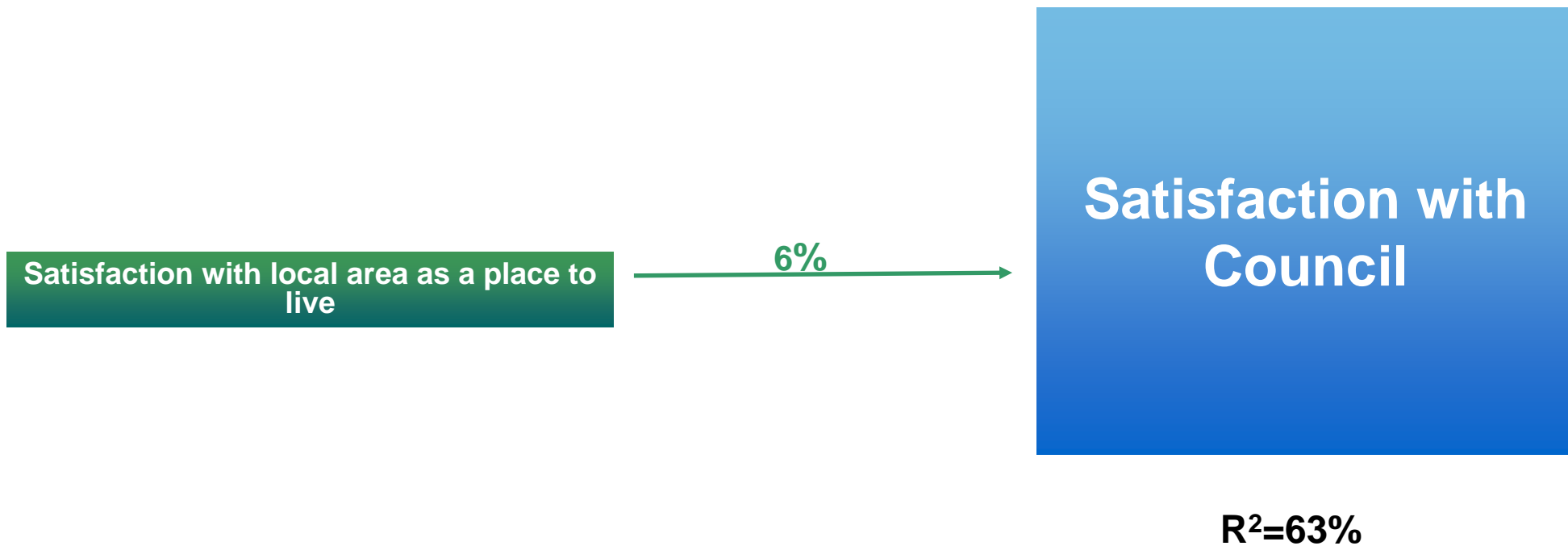
Q In the last year would you say that you have been treated with respect and consideration by your local public services?

■ % All of time/ most of time ■ % Rarely/ never



# Drivers of satisfaction with Council: the importance of local area

## Relative Strength



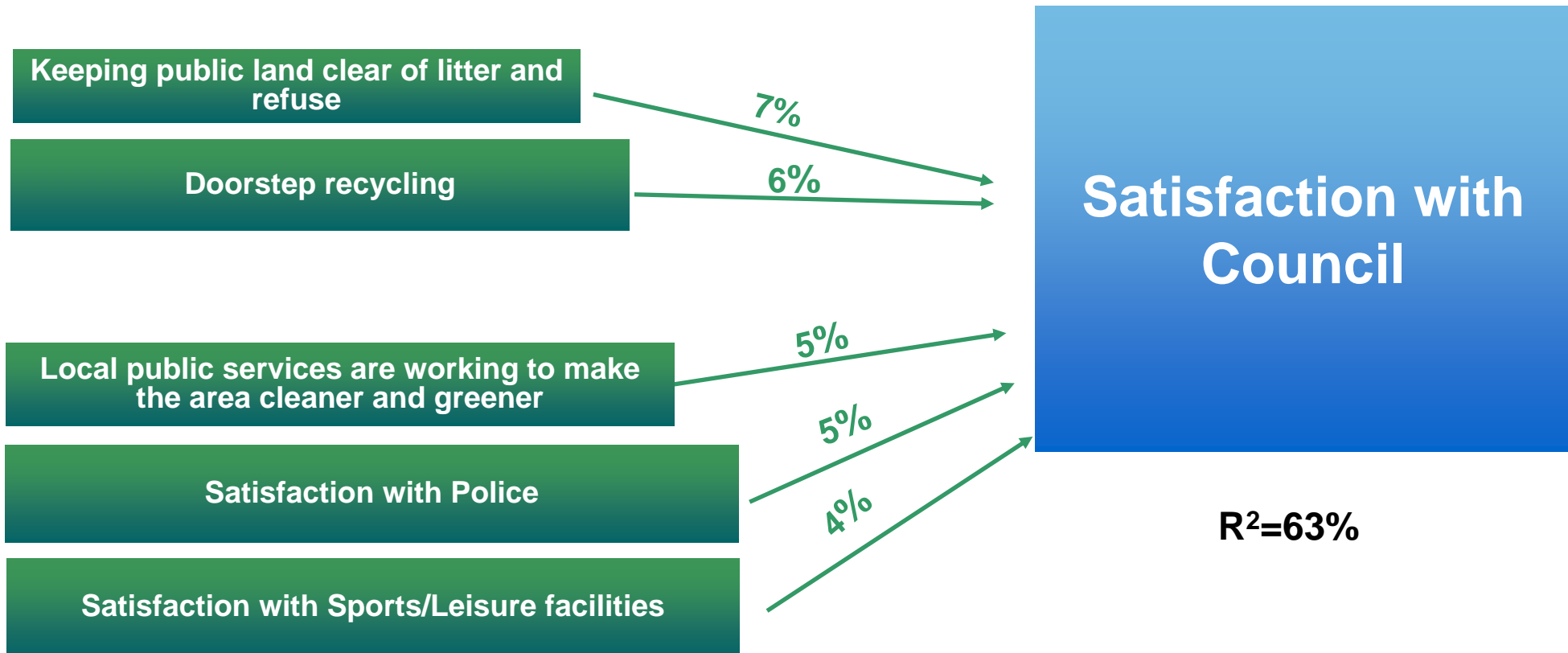
# Satisfaction with local area (NI5) has increased and is higher than the Unitary average

Q Overall, how satisfied or dissatisfied are you with your local area as a place to live?



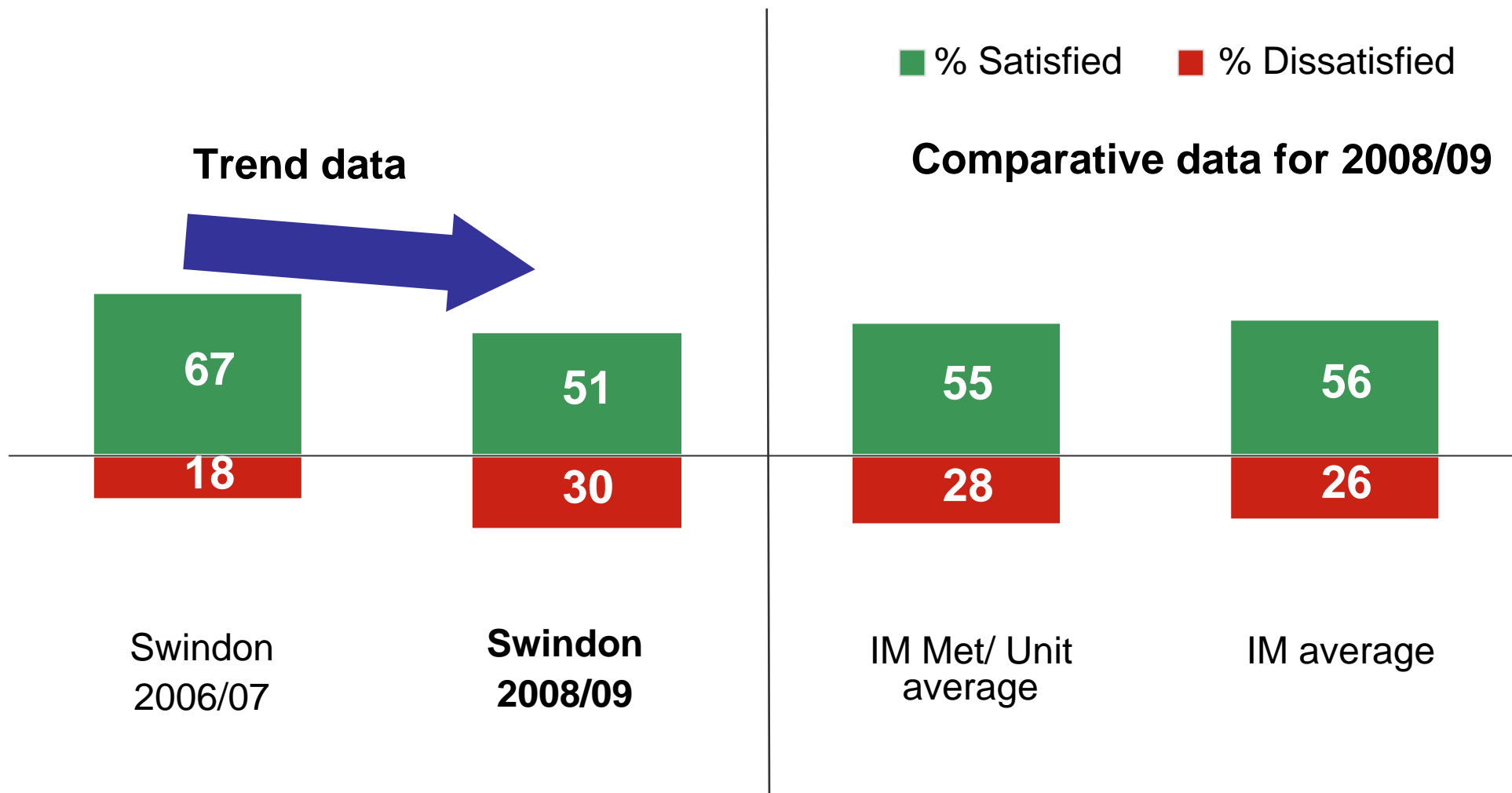
# Drivers of satisfaction with Council: the importance of value for money

## Relative Strength



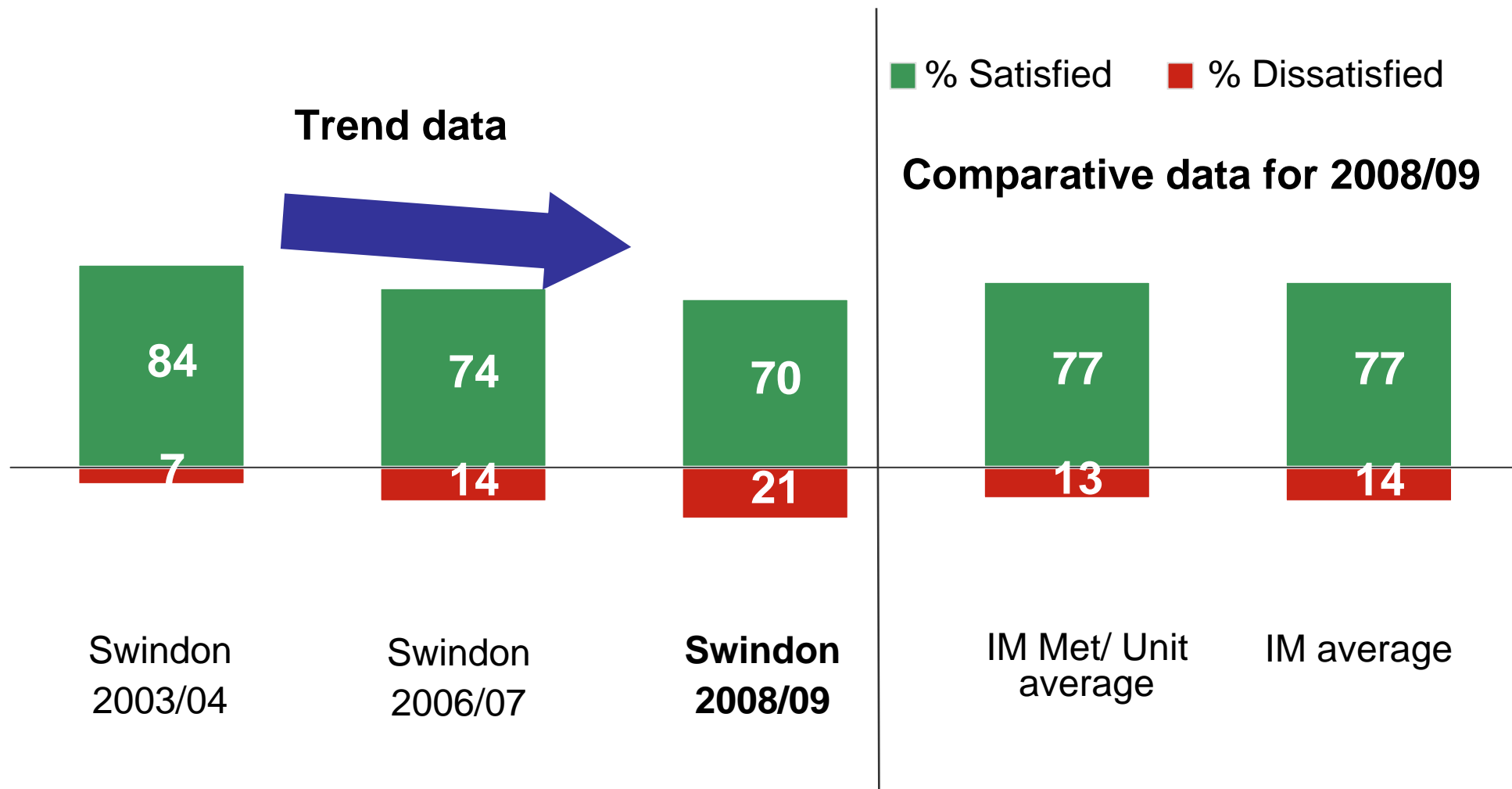
# Some declines in satisfaction with keeping land clear of litter and refuse, with a third of residents who are dissatisfied

Q How satisfied or dissatisfied are you with... keeping public land clear of litter and refuse?



# Refuse collections: also in decline and lower than average

Q How satisfied or dissatisfied are you with... refuse collection?



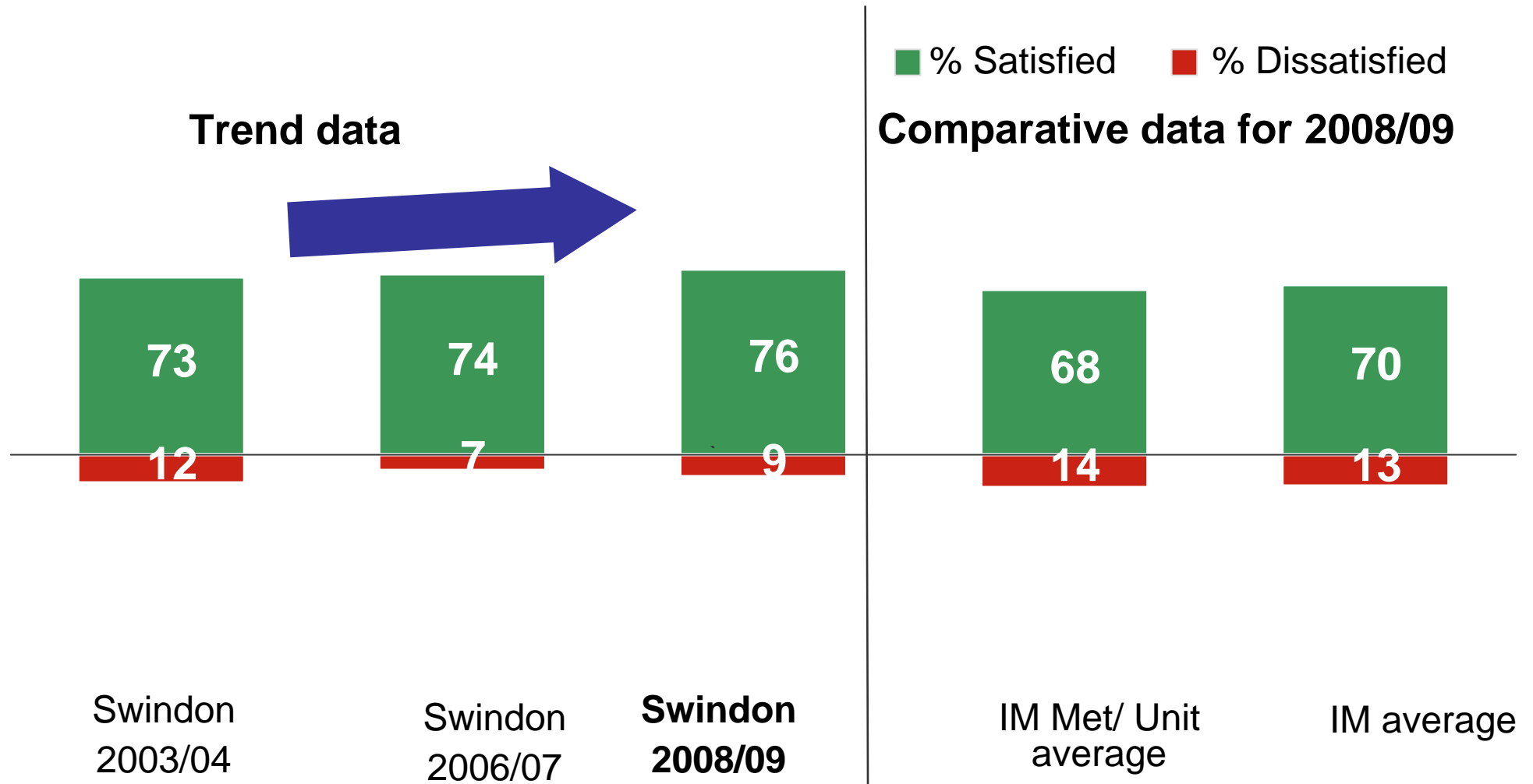
# However, satisfaction with doorstep recycling is high and increasing

Q How satisfied or dissatisfied are you with... doorstep recycling?



# So is satisfaction with local tips/ recycling centres

Q How satisfied or dissatisfied are you with... local tips/ household waste recycling centres?



# Satisfaction with sports and leisure also sees declines, but remains higher than average

Q How satisfied or dissatisfied are you with... sport/ leisure facilities?

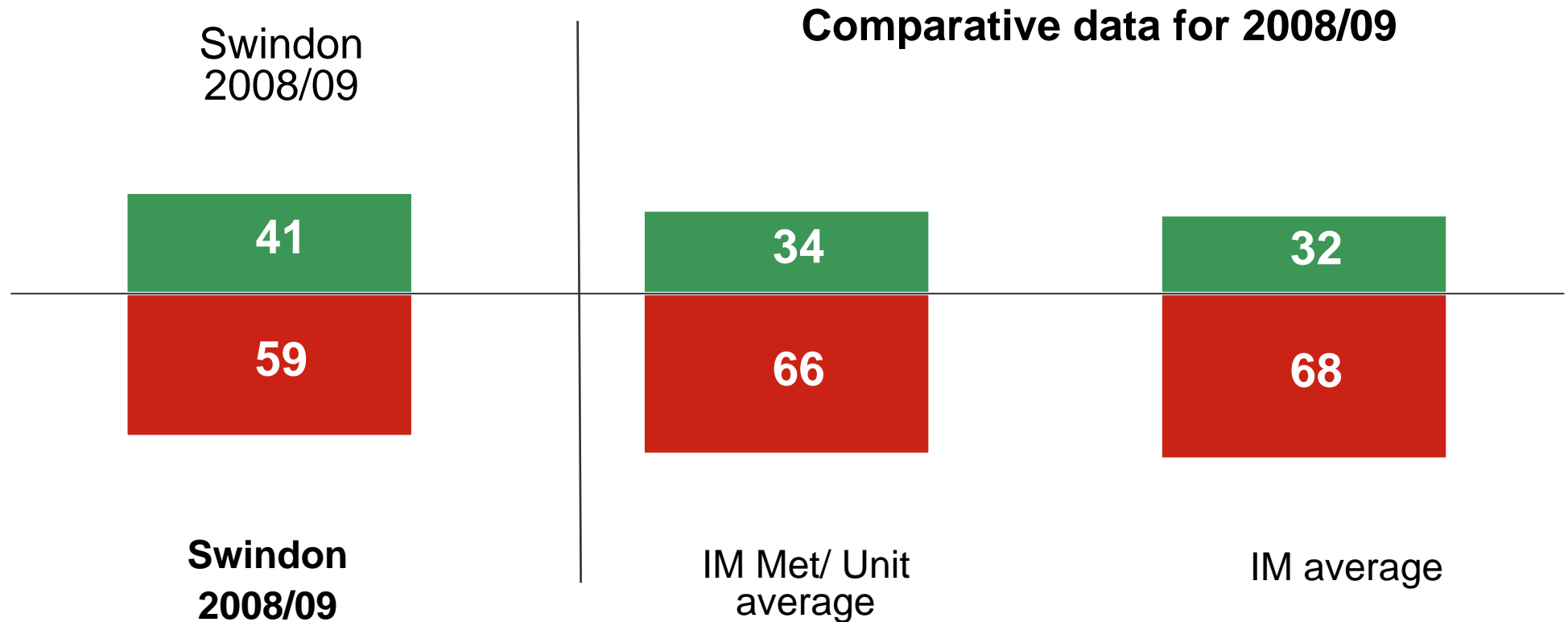


# Sports/ leisure facilities particularly relevant as usage higher in Swindon

Q Please indicate how frequently you have used the following public services provided or supported by Swindon Council

## Sports/ leisure facilities

■ % At least once a month      ■ % Less than once a month/ never used



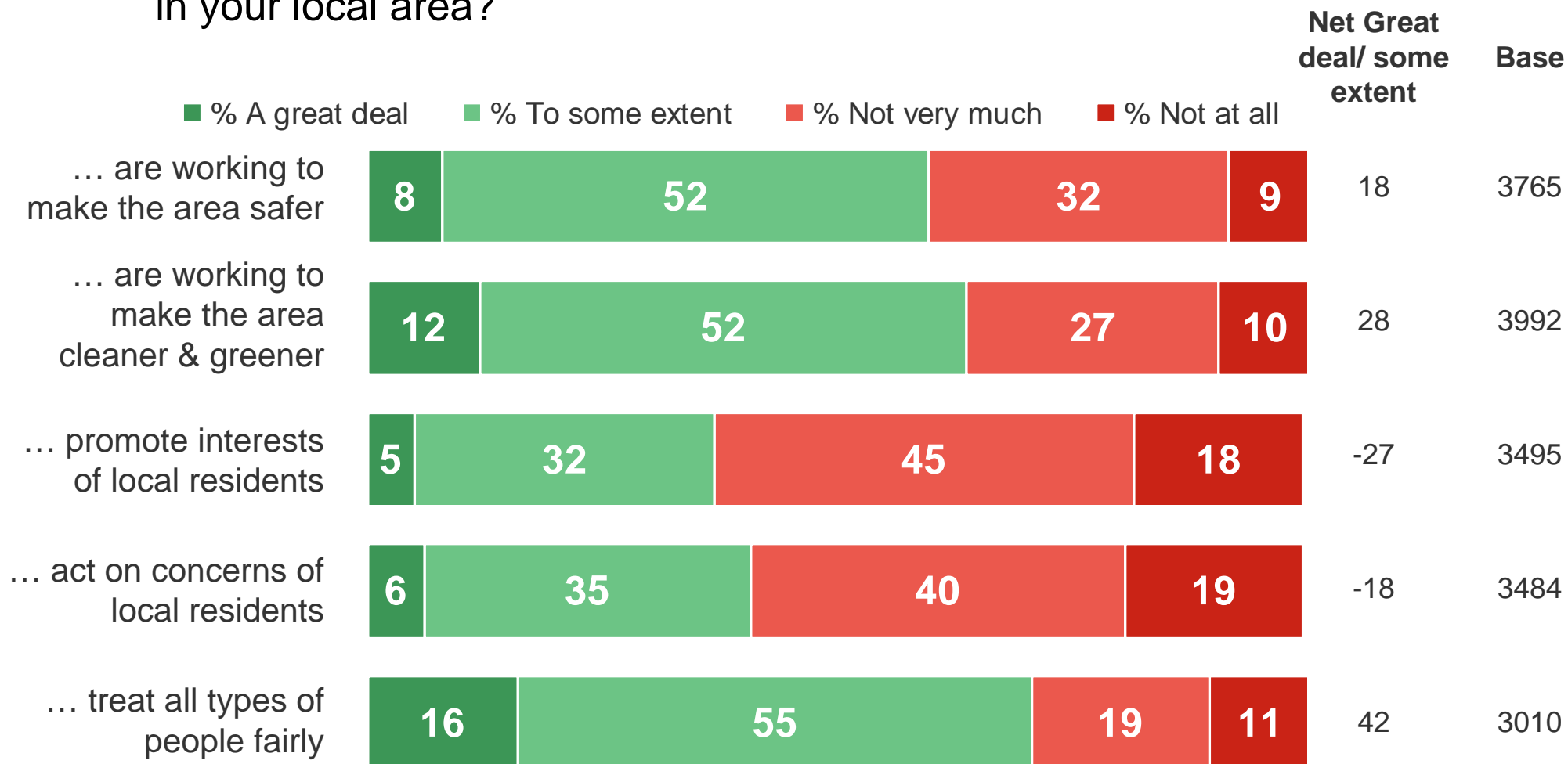


# Views on other public services



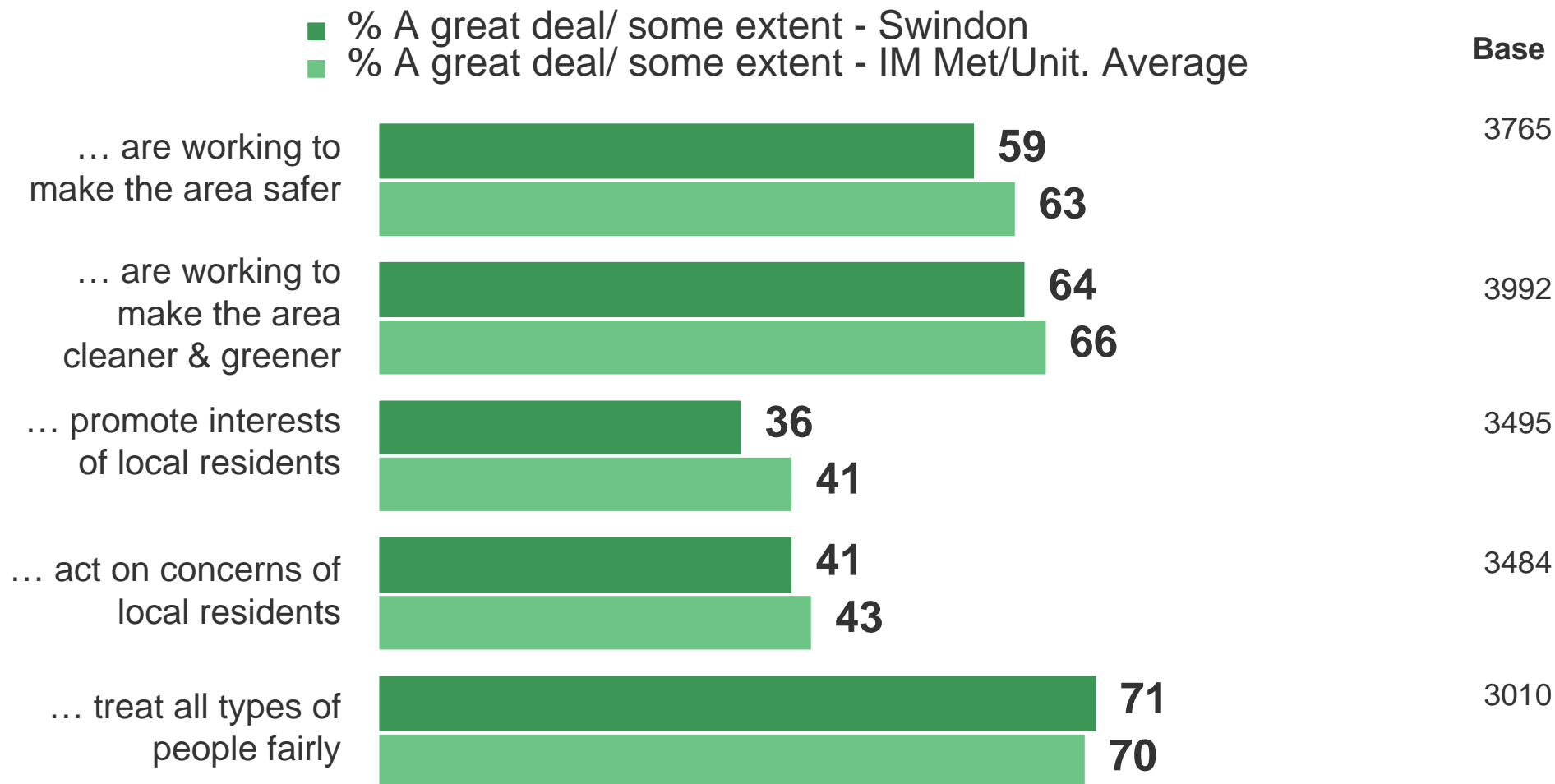
# Views about local public services

Q To what extent do you think that these statements apply to public services in your local area?



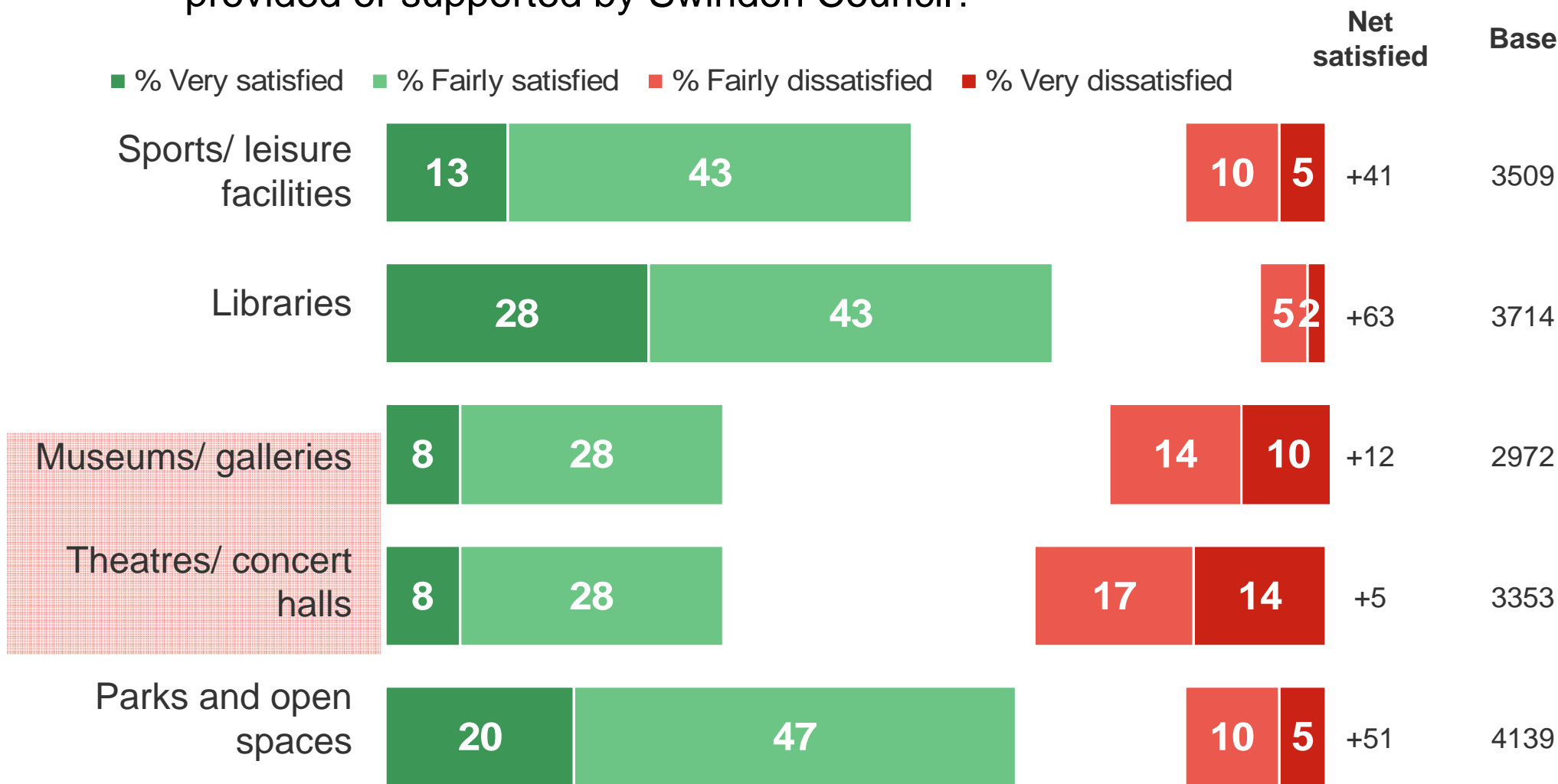
# Views about local public services: Comparator analysis

Q To what extent do you think that these statements apply to public services in your local area?



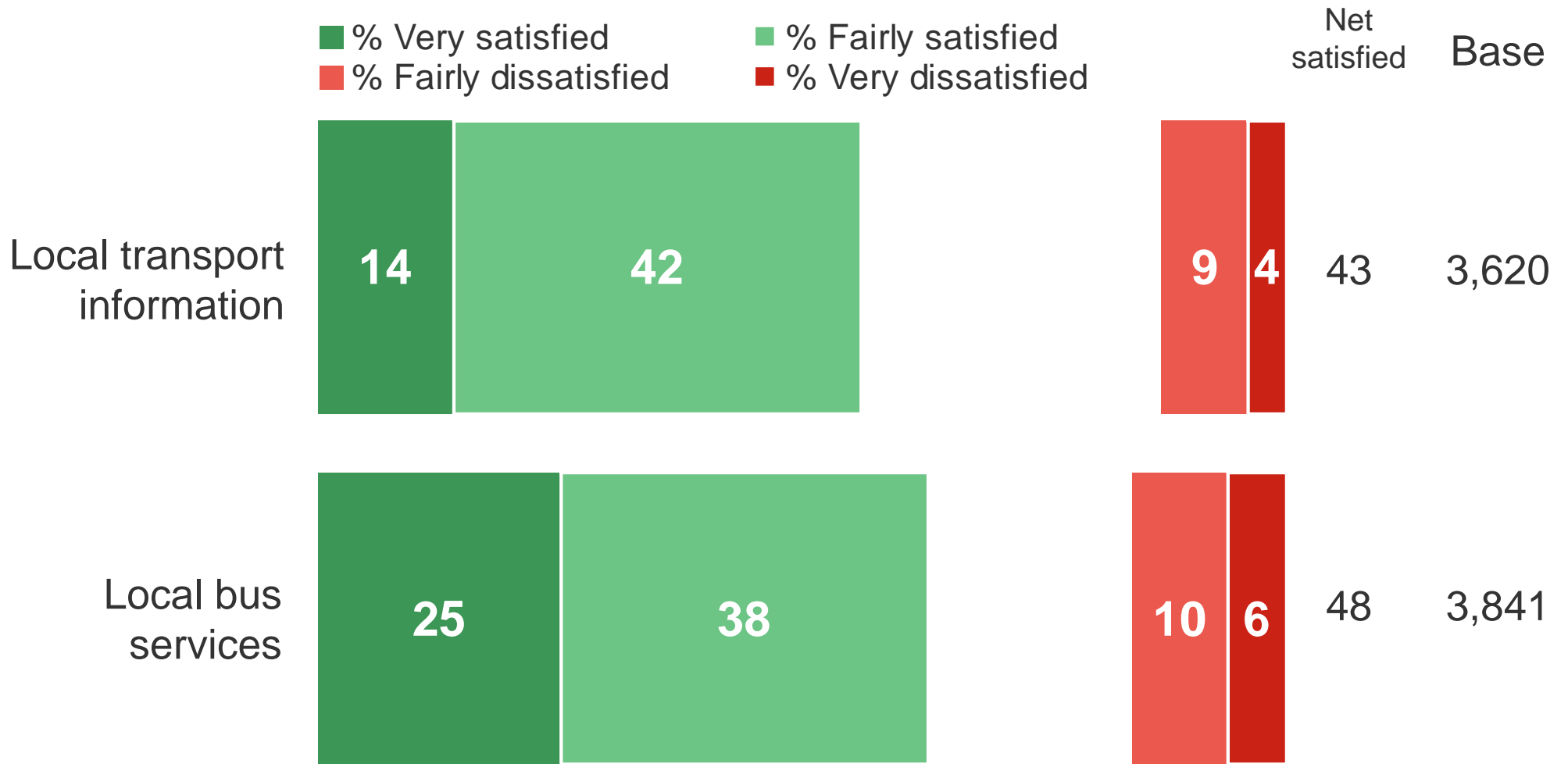
# Satisfaction with Museums and Theatres slightly lower than average

Q How satisfied or dissatisfied are you with each of the following services provided or supported by Swindon Council?



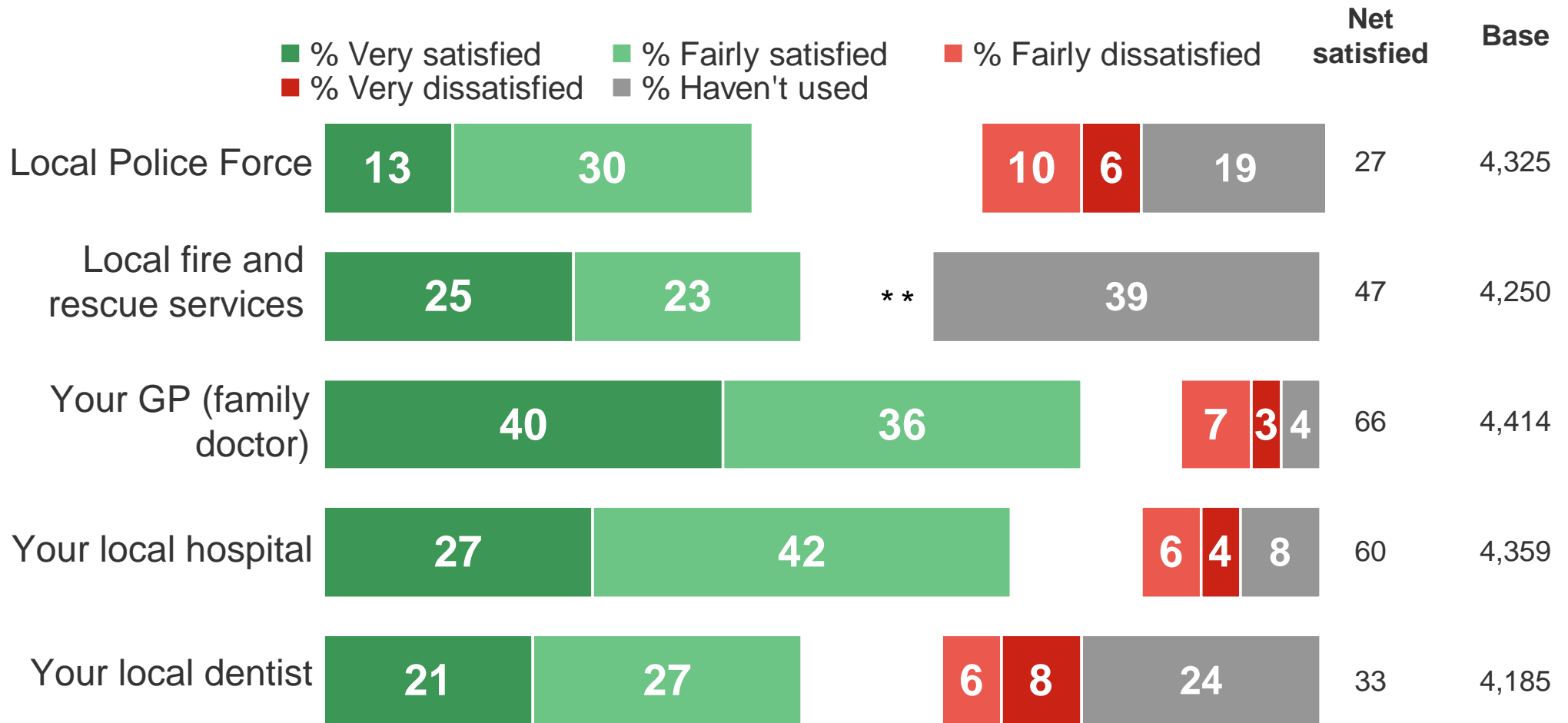
# Satisfaction with local transport

Q How satisfied or dissatisfied are you with each of the following services provided or supported by Swindon Council?



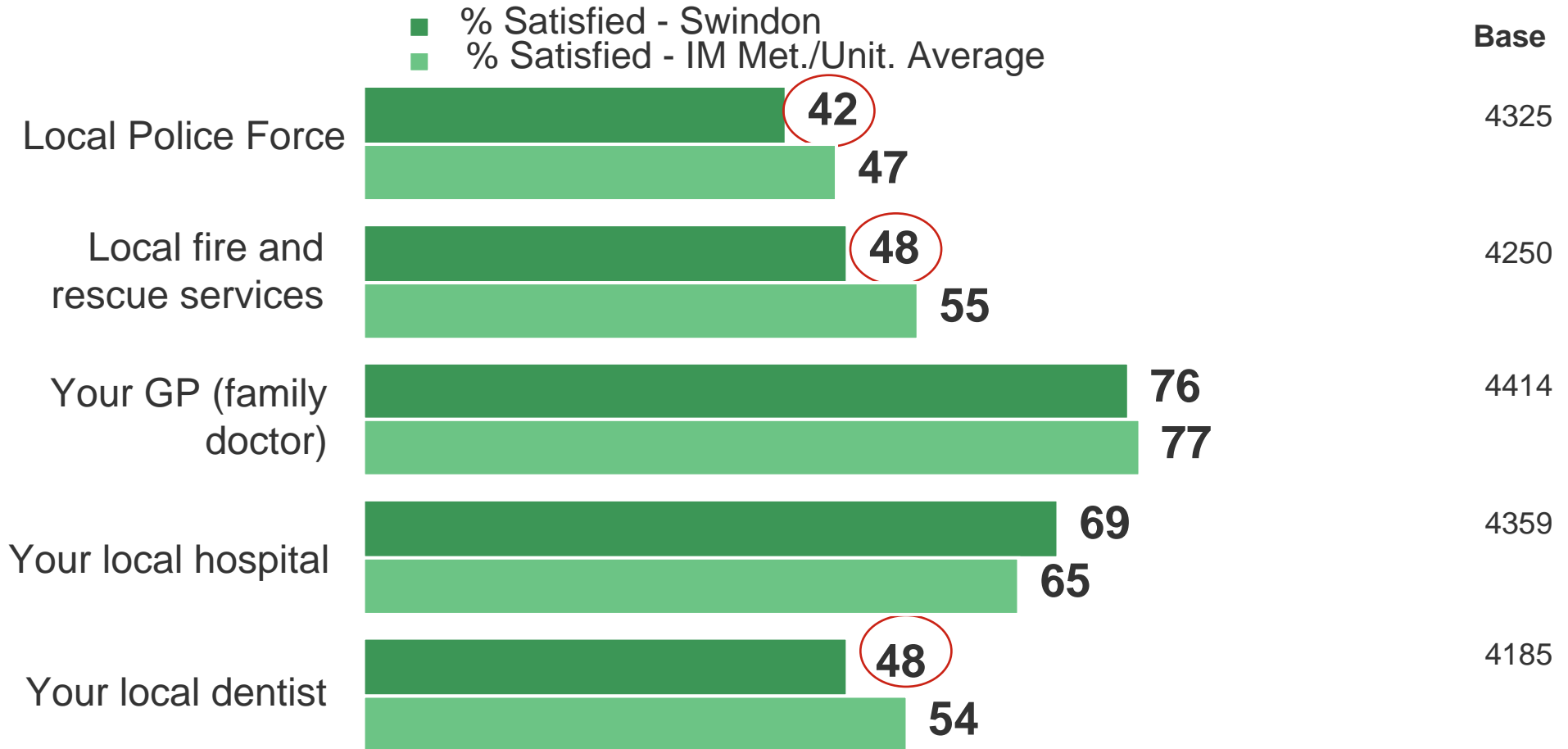
# Satisfaction with local public services

Q Please indicate how satisfied or dissatisfied you are with each of the following public services in your local area?



# Satisfaction with local services. Swindon lower than IM Unitary average on several services

Q Please indicate how satisfied or dissatisfied you are with each of the following public services in your local area?



# Conclusions

# Conclusions

- **Satisfaction with local area are has improved and is higher than average. This is likely to be driven by:**
  - Improved safety perceptions: declines in perceptions of ASB issues (particularly, people using drugs (-20 pp), teenagers hanging around in streets (-14 pp), and people being drunk or rowdy (-10 pp).
  - Two most important issues for residents: Crime and Clean Streets have seen some improvements over the last two years.
  - Good results on community cohesion, and sense of respect.

# Conclusions

- **However, satisfaction with Council decreased and lower than average.**
- **Possible explanations:**
  - Value for money perceptions have declined. This is strongly correlated to satisfaction with the council and is likely to have had the most impact
  - Information about public services is below average and declining
  - Perceptions of the council ‘keeping land clear of litter and refuse’ as well as to be working to make the area cleaner and greener’ has seen some declines
  - Declines in satisfaction with sports and leisure services

# Recommendations...

- So what should our priorities be?
- Safety in the community:
  - Keep up the work on tackling ASB.
  - Need to enhance perceptions of the police understanding and dealing with concerns of local residents.
- Focus on the Value for Money message
- Involving residents in decision-making. A key priority is to show to residents that the council is involving and listening to them
  - Lower than average feel that they can influence decisions.
  - Residents also feel less informed on how can get involved in decision making.
  - Level of residents who think that the council acts on their interests is below average
- Geographical clusters:
  - Inner-North/ West/ Town Centre less satisfied, less involved in their local area
  - South and North East high performers

Thanks for listening  
Any questions?

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