

LIVING IN WARWICKSHIRE

Satisfaction with Local Services & Area report



Introduction to Topic

The Living in Warwickshire 2016 survey asked residents a number of questions relating to satisfaction with their local area and services provided to them.

Local authorities often include such questions in their resident satisfaction surveys. They provide a way for Warwickshire County Council to gain an insight into what matters to local people and how well it is doing in delivering services to residents. In turn, this information can be used to help set priorities and inform decision making relating to way services are provided.

Results from these questions are available at county and district/borough level as well as by age/gender of respondent. However, for the purposes of this analysis these criteria are referred to only where a clear difference is evident.

How satisfied or dissatisfied are you with your local area* as a place to live?

*by your local area, we mean the area within 15-20 minutes walking distance from your home

Overall, almost 7 out of 10 (69%) residents reported that they were either 'fairly satisfied' or 'very satisfied' with their local area. This is a fall from 9 out of 10 (89%) residents in the 2013 survey.

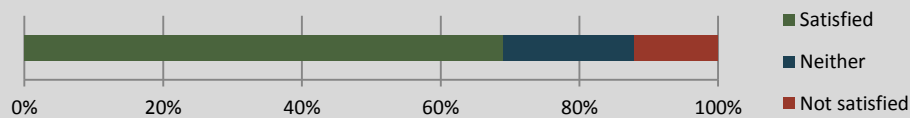


Figure 1 Proportion of residents satisfied with their local area as a place to live

Levels of satisfaction varied at District/Borough level with Warwick District recording the highest levels of satisfaction (84%) and Nuneaton & Bedworth Borough the least with half (50%) of residents reporting 'fairly/very satisfied'.

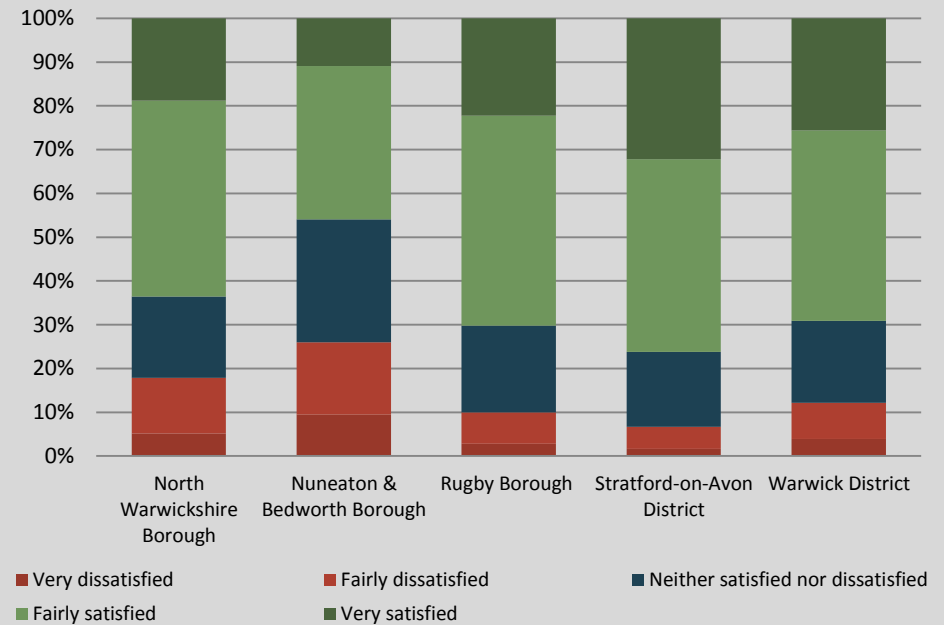


Figure 2 Level of satisfaction with their local area as a place to live by district/borough

Table 1 shows that there was less marked variations in satisfaction levels when comparing different age groups; the oldest age group records the highest level of satisfaction. Some eight in ten residents aged 80+ years report being 'fairly' or 'very satisfied' with their area as a place to live. The least satisfied age group was those aged 50-59 years.



Table 1 Satisfaction with local area as a place to live by age

Age	Fairly/Very Satisfied
18-29	69%
30-39	73%
40-49	70%
50-59	63%
60-69	66%
70-79	73%
80+	80%

How satisfied or dissatisfied are you that you can influence decisions affecting your local area?

Responses to this question illustrate generally lower levels of satisfaction. County wide, only around 17% of residents report being satisfied with their capacity to influence decisions affecting their local area while almost half (46%) said they were not. In the 2013 Living in Warwickshire survey, a third (33%) of residents definitely/tended to agree that they could influence decisions affecting their local area, whilst 51% definitely/tended to disagree that they could influence such decisions.

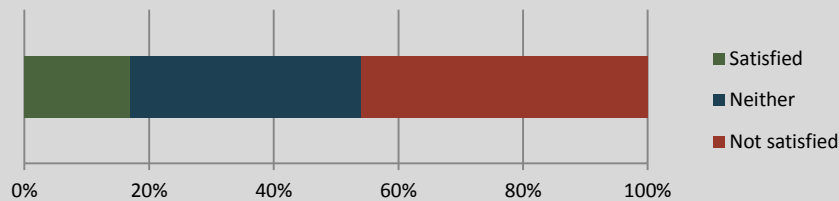


Figure 3 Satisfaction with influencing decisions in local area

Again, the picture of satisfaction varies around the county. Residents living in Nuneaton & Bedworth Borough are the least satisfied with only 12% stating they were either ‘very’ or ‘fairly satisfied’ while residents living in Warwick District recorded the highest levels of satisfaction at 20%.

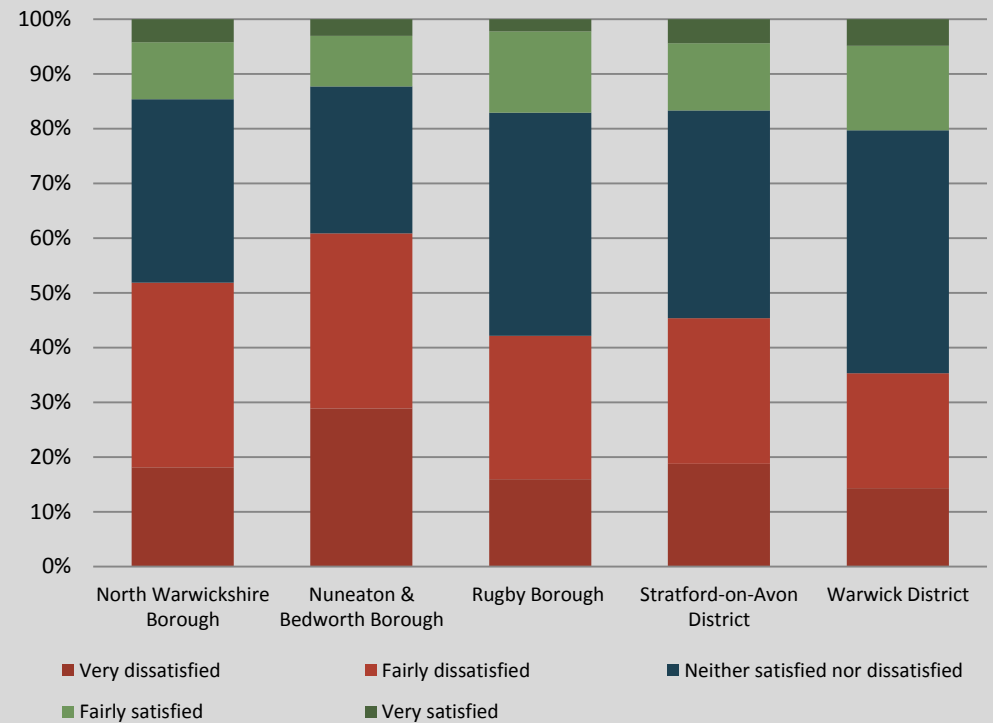


Figure 4 Satisfaction with influencing decisions in local area by district/borough



Similarly, as illustrated in table 2, there are differences, albeit not as marked, between different age groups. The most satisfied are those in the older age categories.

Table 2 Satisfaction with influencing decisions affecting your area by age

Age	Fairly/Very Satisfied
18-29	16%
30-39	17%
40-49	15%
50-59	15%
60-69	17%
70-79	20%
80+	19%

Overall, how satisfied or dissatisfied are you with the quality of services you receive from Warwickshire County Council?

Countywide, 45% of residents report being ‘very’ or ‘fairly satisfied’ with the quality of services provided by Warwickshire County Council.

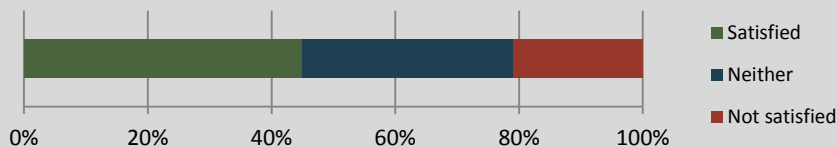


Figure 5 Proportion of residents satisfied with quality of services provided by WCC

This level of satisfaction was, however, markedly lower than the 70% level of satisfaction for this question in the 2013 Living in Warwickshire survey.

There is a 14 percentage point difference between the District/Borough with the highest level of satisfaction (Warwick District, 48%) and the lowest (Nuneaton & Bedworth Borough, 34%).

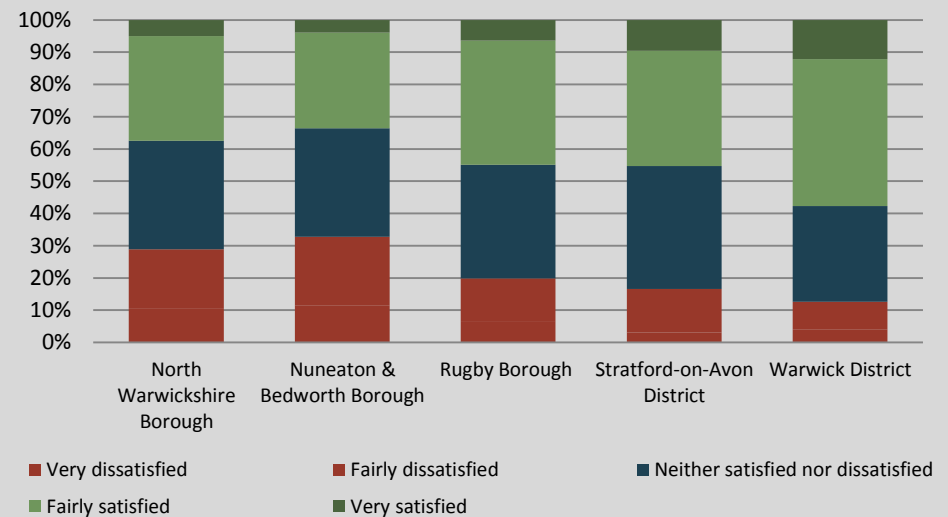


Figure 6 Level of satisfaction with services provided by WCC by district/borough

Older age groups record the highest levels of satisfaction for quality of services provided by Warwickshire County Council. The least satisfied are those aged 50-59 years. There is a 17 percentage point difference between satisfaction levels of the youngest age group (45%) and oldest (62%).



Table 3 Satisfaction with quality of services provided by WCC, by age

Age	Fairly/Very Satisfied
18-29	45%
30-39	46%
40-49	44%
50-59	39%
60-69	43%
70-79	51%
80+	62%

Local Priorities

Residents were provided with a list of 21 issues, and asked which five they considered were most important in making somewhere a good place to live. Table 4 provides a summary of the top five issues for the county and each District/Borough.

Countywide, ‘Health Services’ were identified as the most important issue in making somewhere a good place to live with almost six out of ten residents putting this in their top five issues.

Half of residents put ‘Level of Crime’ in their top five while around a third put ‘Affordable decent housing’, ‘Education provision’ and ‘Access to the Countryside’.

In 2013, very similar issues were identified. However, in 2013 ‘Level of crime’ topped the list of most important issues and in 2015 ‘Affordable decent housing’ replaced ‘Clean Streets’ in the top five.

Table 4 Top 5 issues making somewhere a good place to live

	North Warwickshire Borough	Nuneaton & Bedworth Borough	Rugby Borough	Stratford-on-Avon District	Warwick District	Warwickshire
1	Level of crime	Level of crime	Health Services	Health Services	Health Services	Health Services
2	Health Services	Health Services	Level of crime	Level of crime	Level of crime	Level of Crime
3	Access to Countryside	Clean streets	Education provision	Access to Countryside	Affordable decent housing	Affordable decent housing
4	Education provision	Affordable decent housing	Access to Countryside	Affordable housing	Parks & open spaces	Education Provision
5	Affordable decent housing	Education provision	Affordable decent housing	Traffic congestion	Education provision	Access to Countryside

There was little variation in the top five issues between Districts/ Boroughs although the order in which they were ranked varied slightly. In the north of the county, ‘Level of Crime’ came top while in Rugby Borough and the south of the county ‘Health Services’ topped the list.

All Districts/Boroughs contained at least four of the top five issues identified countywide. Both North Warwickshire Borough and Rugby Borough contained the same five issues. However, in Nuneaton & Bedworth Borough, ‘Clean Streets’ featured in the



top five, in Stratford-on-Avon District ‘Traffic congestion’ was highlighted and in Warwick District ‘Parks & Open spaces’ reached the top five. It demonstrates that while there are key issues widely regarded as being important across the county, some issues may be particularly pertinent more locally.

Residents were also asked, from the same list of 21 issues, which were most in need of improvement. Table 5 shows which issues were considered priorities for improvement both countywide and across the Districts/Boroughs.

Table 5: Top five issues in most need of improvement in the local area

	North Warwickshire	Nuneaton & Bedworth	Rugby	Stratford-on-Avon	Warwick	Warwickshire
1	Crime	Traffic congestion	Traffic congestion	Traffic congestion	Traffic congestion	Level of traffic congestion
2	Road and Pavement Repairs	Road and Pavement Repairs	Road and Pavement Repairs	Road and Pavement Repairs	Road and Pavement Repairs	Road and pavement repairs
3	Traffic congestions	Crime	Health services	Affordable decent housing	Affordable decent housing	Affordable decent housing
4	Activities for teens	Clean Streets	Crime	Public transport	Activities for teens	Health Services
5	Health services	Shopping Facilities	Affordable decent housing	Health services	Public transport	Activities for teenagers

It is interesting to note that while some of the issues identified as making somewhere a good place are also in the ‘issues that most need improving’ top five, others are not.

‘Access to the Countryside’ is in the top five at county level for making somewhere a good place to live but it was considered the least in need of improvement of the twenty one issues from which residents chose.

Similarly, ‘Education provision’ was rated highly by one third of residents as important in making somewhere a good place to live but only around 14% of residents regarded it as a priority for improvement. To understand these differences in more detail, figure 6 directly compares these two questions.

Issues that appear in the top-right quadrant are considered both important in making somewhere a good place to live and in need of improvement, and as such should be priorities. Items in this quadrant include: ‘Health services’, ‘Levels of crime’, ‘Affordable decent housing’, ‘Clean Streets’ and ‘Traffic congestion.’

Issues situated in the bottom right quadrant can be defined as secondary priorities, or calls for improvement, being issues that need improving, but not as important as those in the top-right quadrant. Issues in this quarter include: ‘Road and pavement repairs’, ‘Activities for teenagers’ and ‘Public transport’.

Items in the upper left quadrant are issues important in making the local area a good place to live but not considered a priority for improvement; these are areas for the organisation to maintain levels of satisfaction and include Access to the Countryside, ‘Education Provision’ and ‘Parks & Open Spaces’.



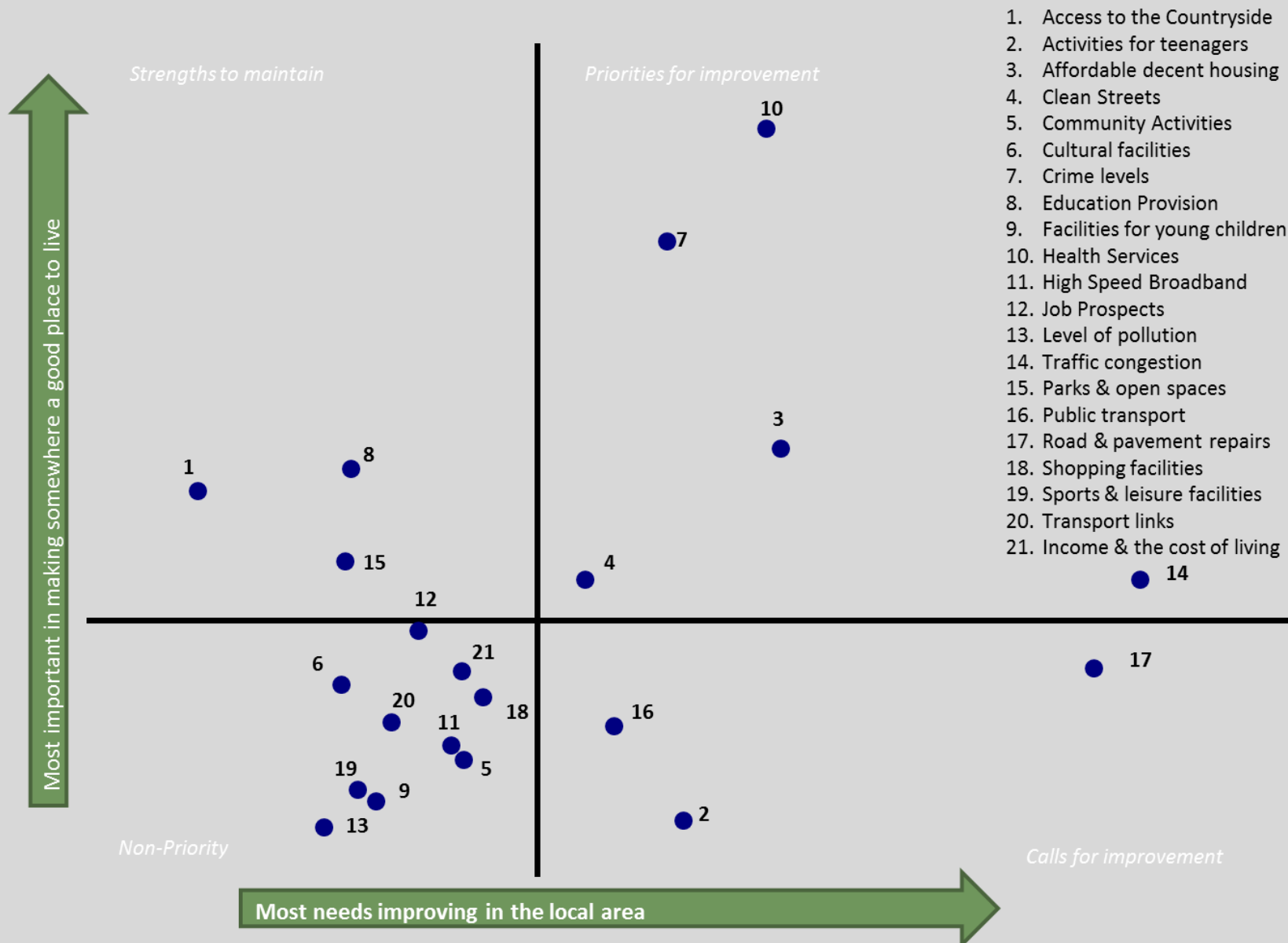


Figure 6: Issues that are most important and need improving in the local area



It is also useful to see how views concerning ‘what makes a good place to live’ and ‘what is most in need of improvement’ may vary by age group. Figure 7 tracks the relative importance or rank of some of the key issues by age. It demonstrates both similarities and differences in what is important in making somewhere a good place to live by age group.

For example, all age groups rank ‘Level of Crime’ relatively high (either as rank 1 or 2). Similarly, ‘Health Services’ are ranked highly by all age groups; younger age groups up to age 49 rank it third while those in the older age categories rank it as number one.

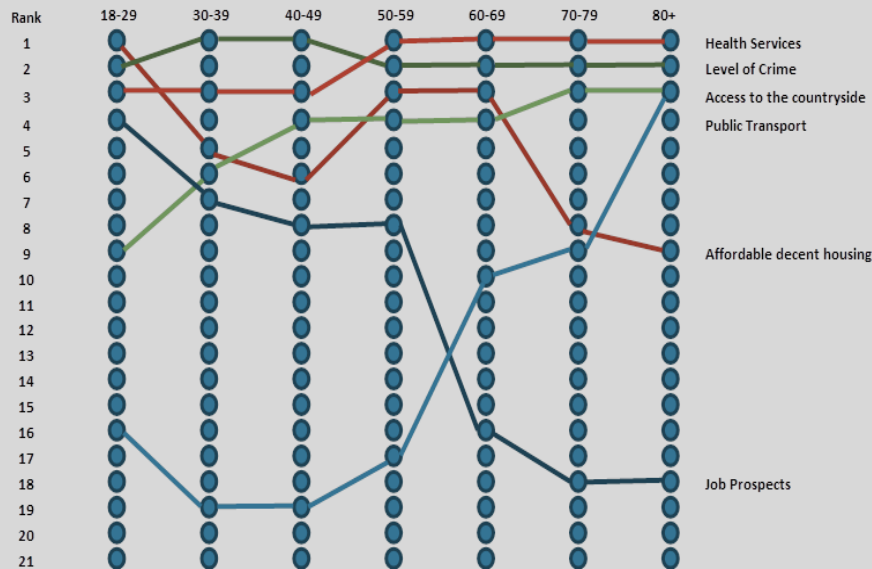


Figure 7 What makes somewhere a good place to live by age

The relative importance of ‘Job Prospects’ appears to decline with age while the importance of ‘Access to the countryside’ appears to increase with age. ‘Public Transport’ also appears to increase in importance with

age although it is also important to the youngest age group (18-29 years).

Likewise, with regard to priorities for improvement there are both similarities and differences between age groups. Figure 8 looks at the relative ranks of some key issues by age group.

‘Level of traffic congestion’ was a high priority for all groups and was placed either first or second by each age group as a priority for improvement. ‘Road and pavement repairs’ are not illustrated below but also featured across the age groups as a top five priority.

‘Affordable decent housing’ tops the list of priorities for improvement for 18-29 year olds. It appears less important for other age groups but nevertheless remains in the top five priorities for all age groups. A more marked difference in priorities is apparent for ‘Income and local cost of living’ which features in the top five issues for 18-29 year olds but is ranked considerably lower by older groups. Similarly, ‘Activities for teenagers’ is a higher priority for those under the age of 50 after which its rank declines sharply with age.

Issues which appear to gain importance with age include ‘Health services’ and ‘Public transport’ although the latter is also slightly more important to 18-29 year olds. For both issues there is a general upward trend in terms of priority for improvement as age increases.



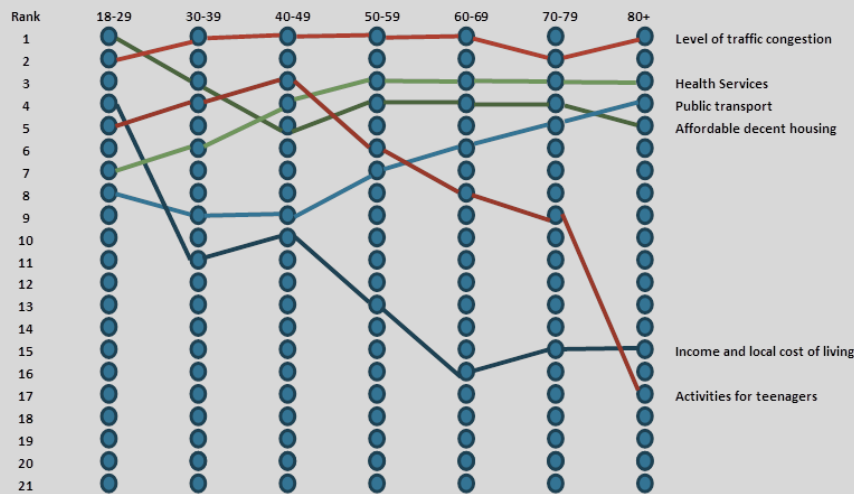


Figure 8 What most needs improving in the local area, by age

Conclusion

The survey highlighted varying levels of satisfaction across the county and between different age groups. Those living in the north of the county appeared to be generally less satisfied than those living in the south. Middle aged residents appeared the least satisfied followed by younger age groups. Older people appeared to be the most satisfied with their local area, influencing decisions and services provided by WCC.

There was more consistency in terms of issues that made somewhere a good place to live particularly across Warwickshire’s Districts/Boroughs. Similarly, there were some similarities in some of the priorities for improvement, notably traffic congestion and road and pavement repairs.

Unsurprisingly the age of residents did appear to influence issues relating to housing, job prospects and transport.

