

The Place Survey 2008/09

Final Results

A report on the attitudes and perceptions of Stroud District residents, about their local area and local public services.

Produced by:

The Customer Intelligence Team
Chief Executive's Support Unit
Gloucestershire County Council
October 2009

Technical details and disclaimer

This report is based on datasets approved by the Audit Commission in July 2009. Wherever possible, data weighted by Communities and Local government has been used to calculate the figures presented in this report.

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Executive Summary

- The Place survey in the Stroud District achieved a respectable response rate of 48% and a set of responses that were weighted to represent a good cross section of the actual population.
- Satisfaction with the local area as a place to live stands at 88% and is above the average for Gloucestershire and England. In addition, resident's satisfaction with their homes stands at just under 92%
- There is a strong sense of community cohesion in Stroud District, with 88% of residents agreeing that people from different backgrounds get on well together.
- 80% of residents in the Stroud District rate their health as "fair" or "good". This compares favourably with the average for England.
- The overall top priorities for improvement identified by local people include public transport, the level of crime, clean streets, and affordable decent housing. Activities for teenagers came out as a secondary priority. Notably, over 50% of respondents feel that roads and pavements in Stroud District most needed improving, although compared to other priorities this is not seen by local residents as being one of the most important things in making somewhere a good place to live.
- The sense of belonging in the Stroud District is relatively high. The result of 70% stands above the average for Gloucestershire, and the average for England.
- Half of the residents in the Stroud District generally feel that Stroud District Council is doing a good job of running thing – which is above the average for District Councils in both Gloucestershire and England.
- 34% of people in the Stroud District feel they are able to influence local decision-making, which is the highest score in Gloucestershire. However, the Place survey results show that only a fifth of residents have participated in any form of local decision making over the past year.
- Volunteering in the Stroud District is relatively high, with a third of local residents regularly participating. This is above the figure for Gloucestershire and the average for England.
- Around a third of residents in Stroud District feel that parents take an adequate amount of responsibility for the behaviour of their children. The result for Stroud District compares favourably with the figure for Gloucestershire and the average for England.
- Only 14% of residents think anti-social behaviour is a problem in their area. This is below the average for Gloucestershire, and the England average of 20%. The biggest concerns are seen to be teenagers hanging around the streets, and rubbish and litter lying around. In addition, over a quarter of residents feel that drunk and rowdy behaviour, and drug dealing or drug taking, is a problem in their local area.
- Around a quarter of residents in Stroud District agree that the Police and local public services are successfully dealing with anti-social behaviour and crime issues. This figure is below the average for Gloucestershire and England.

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1. Introduction

1.1 Purpose of the Place Survey

The Local Government White Paper “Strong and Prosperous Communities”, emphasises a focus on improving outcomes for local people. Central to this goal is the importance of capturing local people’s views, experiences and perceptions – which allows solutions for the local area to reflect local preferences.

To understand local people’s views, the Government required all **Local Authorities** (LAs) to conduct a **Place Survey** (PS). This biennial survey replaces the existing **Best Value Performance Indicator** (BVPI) survey from 2008, and feeds information directly in to a set of **National Indicators** (NIs) that measure performance at a local level.

As with the BVPI surveys, the PS covers many aspects of local life, as well as asking questions about how people feel about their local public services.

1.2 Background

The PS is a survey of households, and unlike the BVPI survey, is not a way of primarily gauging resident satisfaction with local services. Moreover it is designed to help LAs and their partners to determine how to best focus their resources on shaping local areas. As such, respondents were asked to consider the area 10-15 minutes walking distance from their front door, when asked questions relating to their “local area”.

The fieldwork for the PS occurred between September 2008 and December 2008. A headline report was published by Gloucestershire County Council’s Research & Intelligence Team in April 2009¹. That report was based on provisional figures available at the time. Since publication, **Communities and Local Government** (CLG) have released a revised set of figures, which now replace those previously reported.

1.3 Structure of the report

This report sets out the final results to the 2008/09 PS for the **Stroud District Council** (SDC). It broadly follows the structure of the PS itself. It breaks down in to sections on the local area as a place to live; local public services; being informed; involvement in local decision making; helping out in the local area; respect & consideration; and community safety.

¹ See “Place Survey 2008/09 Headline Results: A report on the attitudes and perceptions of Gloucestershire residents, about their local area and public services”, Gloucestershire County Council, April 2009.

2. Methodology

2.1 Questionnaire

A postal questionnaire was chosen as the means to collect the data for the PS. The questionnaire was sent to addresses in the area, which were selected at random to participate in the survey. This methodology was chosen by the **Audit Commission (AC)** for two reasons. Firstly because it was important for every household in the area to have an equal chance of participating in the survey, and secondly, because postal surveys offer a high degree of statistical accuracy.

A number of common standards were set by the AC to ensure all LAs were collecting PS data in the same way². This ensured that comparative analysis of results across LAs is as fair and valid as possible.

2.2 Response rates

Each questionnaire was sent out with one explanatory covering letter addressed jointly from SDC and GCC. Reminder letters were sent to those households who did not return their questionnaires. In addition, the questionnaire materials were made available in other formats for those people with sensory impairments, or for whom English was not their first language.

The total amount of questionnaires sent to residents in the Stroud District was 2,500. The total amount of completed surveys was 1,194, giving an overall response rate of 48%. This compares favourably to the response rates across Gloucestershire, which are shown below in table 1.

Table 1

Sampling details - Gloucestershire: Place survey 2008				
Area	Sent	Replied	Deadwood*	Response rate %
Cheltenham	2,683	1,137	38	43
Cotswold	2,500	1,271	44	52
Forest	2,900	1,293	34	45
Gloucester	3,083	1,145	38	38
Stroud	2,500	1,194	26	48
Tewkesbury	2,500	1,209	35	49
Gloucestershire	16,166	7,249	215	45

*Deadwood refers to questionnaires that were returned as 'undeliverable' to the specified address, and which therefore are not included for the purposes of calculating the response rate.

2.3 Weighting

The target of any survey is to generate a sample of respondents who are representative of the wider population being studied. Confidence in the results is afforded by firstly maximising returns, and secondly by obtaining responses that are representative of the demographic profile of the area of interest.

A key problem in survey research is “response bias”. This occurs because there are certain demographic groups within the population with a greater likelihood to respond to postal surveys than others. Confidence in the findings is therefore often undermined by the fact that the demographic profile of respondents does not accurately reflect the demographic profile of

² See section two of the “Place Survey: Technical Manual” – Communities & Local Government: 2009

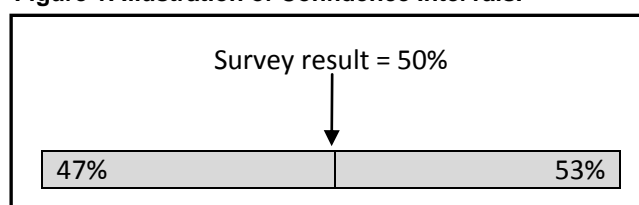
the 'true' population of interest. To counter this phenomenon, all LAs were provided with datasets that had been weighted by CLG in terms of age, gender, ethnicity, and the size of the household responding³. The effect of the weighting scheme is shown below in section 2.6.

2.4 Margin of error

Each LA was required to obtain results with a margin of error no worse than plus or minus three percentage points at a 95% Level of Confidence. This means that 95 times out of 100, any result from the PS should theoretically be accurate to within **at least** three percentage points above, or three percentage points below the reported figure.

To illustrate the Confidence Interval, suppose 50% of respondents to a survey say that they are "satisfied" with their area as a place to live. With a large enough sample, statistical theory shows that the 'real' result rests somewhere between 47% and 53% - as in figure 1 below. This allows the results to be generalised from the sample to the whole population with considerable accuracy.

Figure 1. Illustration of Confidence Intervals.



1,100 responses are considered enough to achieve this level of accuracy. For its PS, SDC obtained 1,194 responses. **As such, the results to the PS will be accurate to within at least +/-3%⁴.**

2.5 Statistical significance

Where in the commentary a difference or relationship between two or more results is said to be "significant", this means that the difference is unlikely to have occurred by chance or because of a sampling error.

For this report, analysis was conducted on several of the questions for key sub-groups of the population. These were age groups (18-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75+); gender; ethnicity; and disability. The goal was to identify statistically significant differences amongst the groups to see if one group's opinion differed from another.

As the majority of the responses in the PS are measured on agreement or satisfaction rating scales, it was possible to combine responses together using a "favourable response" system⁵. Once combined, a z-test was used to identify significant differences amongst the sub-groups. A z-test calculates significant differences based on the response percentages and the number of respondents in each group.

³ Weighting for household size reflects the fact that this was primarily a survey of households and not individuals. Larger households therefore carried more weight, and smaller households less weight. This ensured the views of households with multiple occupants carried the same importance as households of lower, or single occupancy.

⁴ Note this only applies to results calculated using the whole dataset. As soon as analysis is conducted on subsets, the margin of error naturally increases.

⁵ This system combines, for example, the responses for the scale strongly agree/agree/neither agree or disagree/disagree/strongly disagree; into a dichotomous "agree" or "do not agree" scale.

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An important point to note here is that the presence of statistical significance does not automatically grant importance. Caution is advised when comparing results, especially if there is a very small percentage gap between the figures in question.

2.6 Sample demographics

Table 2 below shows the demographic breakdown of responses to the PS for the Stroud District. A comparison is also provided to official figures⁶ that were used to generate the weighting scheme.

Table 2.

		Sample demographics - 2008 Place survey: Stroud			
	Profile item	ONS	Unweighted	Weighted	Difference*
Sex	Male	48	42	48.6	0.6
	Female	52	58	51.4	-0.6
Age	18-24	9	1	3.6	-5.4
	25-34	11	6	16	5
	35-54	38	32	38.6	0.6
	55-64	18	21	17.7	-0.3
	65+	24	39	24.1	0.1
Ethnicity	White	97.1	99.1	98.9	1.8
	BME	2.9	0.3	1.1	-1.8

* Difference between the ONS estimate and the weighted dataset

Table 2 shows how the weighting scheme balanced out virtually all of the shortcomings in the unweighted dataset – particularly the gender imbalance, under-response from people in the 35-54 age group, as well as the over-response from the 55-64 and 65+ age groups.

That said, the weighting scheme still failed to fully iron out some of the under-response from the 18-24 age group, and the combined BME group. In addition, the weighting also caused over-response in the 25-34 age group.

Despite these differences however, the final weighted sample is still an excellent approximation of the demographic characteristics of the wider population of the Stroud District, and is to be considered more reliable than using the unweighted dataset.

⁶ The **Office of National Statistics** (ONS) 2007 mid year estimates for population.

3. Quality of life in the local area

3.1 Introduction

This part of the report examines the responses to the opening section from the PS questionnaire. This dealt entirely with people’s overall satisfaction with the local area as a place to live; their home as a place to live; and their sense of belonging to an immediate neighbourhood. The section also asked people to identify priorities for improvement in the local area.

3.2 Priorities in the local area

Respondents were asked to choose five items from a list of twenty that were “most important in making somewhere a good place to live”, and “most need improving locally”. Although the lists were not particularly detailed or even exhaustive, analysis of the findings do give each of the LAs in Gloucestershire a general indication of the sort of strength of opinion regarding the priorities for improvement.

The key to analysing the results is through a scatterplot. Here the results to one question are presented on the vertical axis, with the results to the second question presented on the horizontal axis. The items are added to the chart by plotting the average amount of times they are selected amongst respondents to each question.

The scatterplot is then divided in to four quadrants by a horizontal line and a vertical line. These lines represent the average⁷ importance and improvement ratings for each area. A guide to interpreting the quadrants is shown below in figure 2.

Figure 2.

Perceived Strengths	Top Priorities
Low Priorities	Secondary Priorities

- The top left quadrant indicates **perceived strengths** (high importance/low improvement needed)
- The bottom left quadrant indicates **low priorities** (low importance/low improvement needed)
- The bottom right quadrant indicates **secondary priorities** ('medium' importance/'medium' improvement needed)
- The top right quadrant indicates **top priorities** ('high' importance/'high' improvement needed)

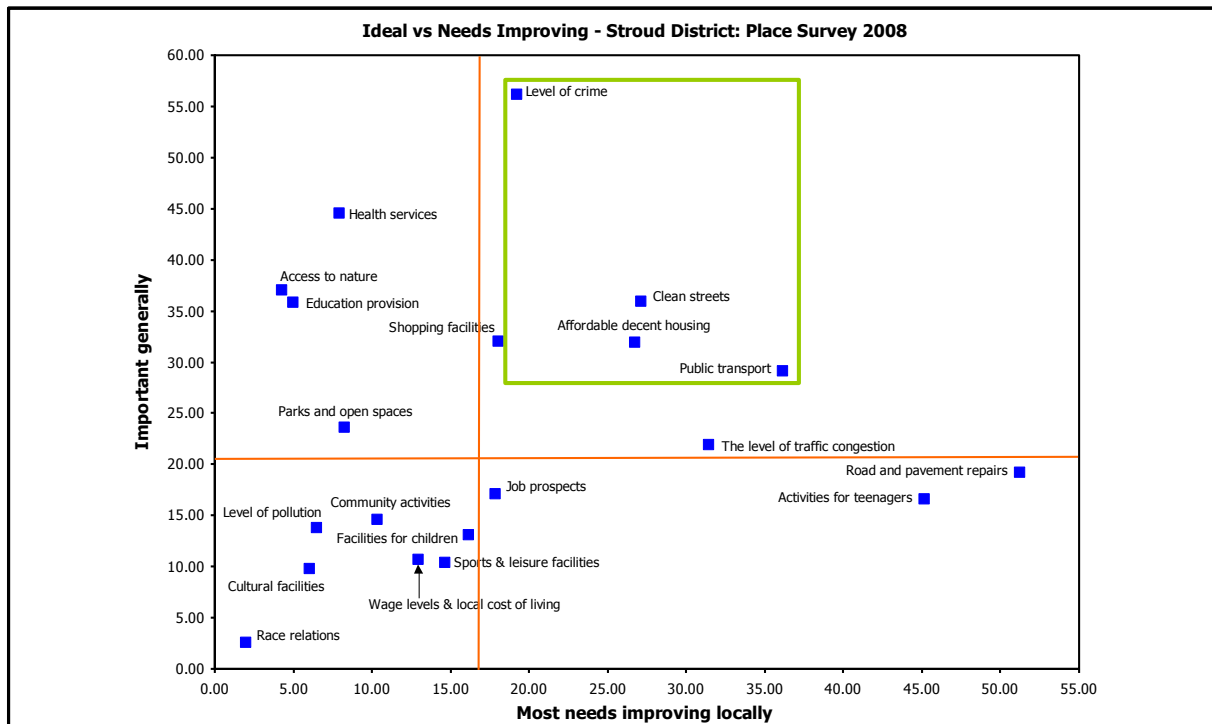
In summary, the further the item moves above the horizontal line and to the right of the vertical line, the more of a priority it becomes.

⁷ The averages are found by totaling each individual average for each axis, then dividing by the total number of individual response items in the list.

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Figure 3 below shows the scatterplot for the Stroud District.

Figure 3.



Studying the scatterplot shows the items considered to be of top priority in Stroud. However, consideration should be given to the interpretation of 'priorities' since there is, quite literally, a 'thin line' between an item being a perceived strength and a top priority. Therefore the items under the green box are those which can be said with some certainty to be the 'true' priorities as they do not rest on, or very near to one of the dividing lines.

It can be seen that the top priorities for residents in the Stroud District are: "clean streets"; "public transport"; "the level of crime"; and "affordable decent housing". Both shopping facilities and the level of traffic congestion were left out of the green box due to their proximity to dividing lines.

Both "the level of traffic congestion" and "road and pavement repairs" appear as secondary priorities. Notably, over 50% of respondents feel that roads and pavements in Stroud District most needed improving, although compared to other priorities this is not seen by local residents as being one of the most important things in making somewhere a good place to live.

It is also worth noting that, as with many of the other LAs in Gloucestershire, "activities for teenagers" ranks as a secondary priority in the scatterplot.

Further analysis was undertaken to determine the priorities for various sub groups of the population. The priorities are presented in a matrix on page 13. For each group, the top priorities were identified using the same method used above. The priorities are flagged as orange blocks in the matrix.

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Table 3.

Priorities in the SDC area - Ideal vs Needs Improving: Place Survey 2008											
Item	Demographic group										
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	BME	Disabled
Access to nature											
Activities for teenagers											
Affordable decent housing											
Clean streets											
Community activities											
Cultural facilities											
Education provision											
Facilities for young children											
Health services											
Job prospects											
The level of crime											
The level of pollution											
The level of traffic congestion											
Parks and open spaces											
Public transport											
Race relations											
Road and pavement repairs											
Shopping facilities											
Sports and leisure facilities											
Wage levels/local cost of living											

The matrix presents a clear picture of how priorities change according to the preference of different demographic groups. While affordable decent housing, clean streets and public transport seem to feature for most groups, there is some variation particularly from the 18-24 and 25-34 age groups, and the combined BME group.

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3.3 Satisfaction with the local area

A further set of questions sought to measure the level of satisfaction with both the home and the local area.

The question, "Overall, how satisfied are you with your local area as a place to live?" is used to calculate National Indicator 5. The purpose of this indicator is to provide LAs with a baseline of local satisfaction, which will help them identify and address the sort of issues affecting how residents feel about their local area.

Figure 4 below shows the Stroud District benchmarked against the figure for Gloucestershire, and the averages for all English **District Councils** (DCs), and all English LAs.

Figure 4.

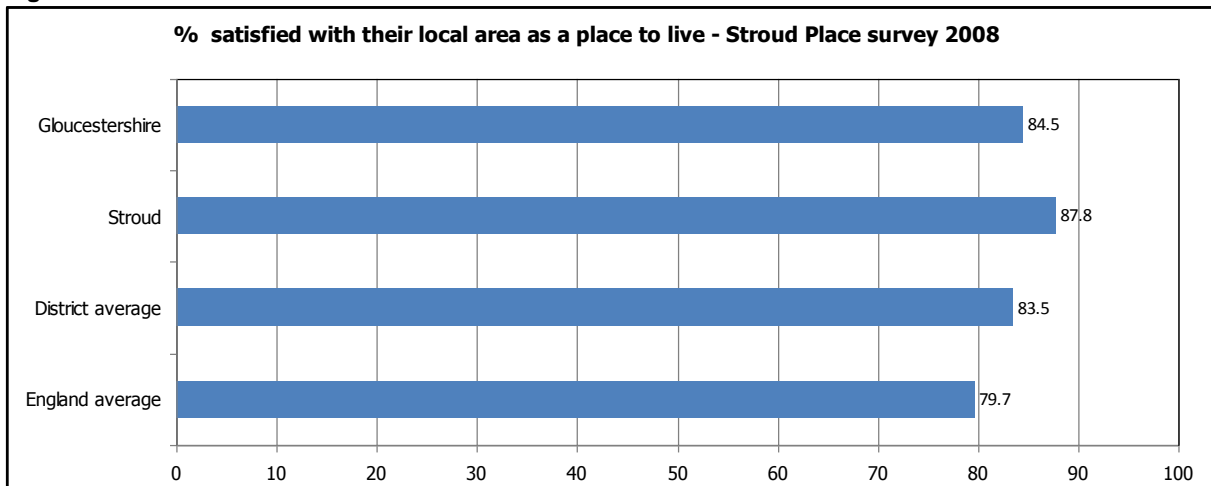
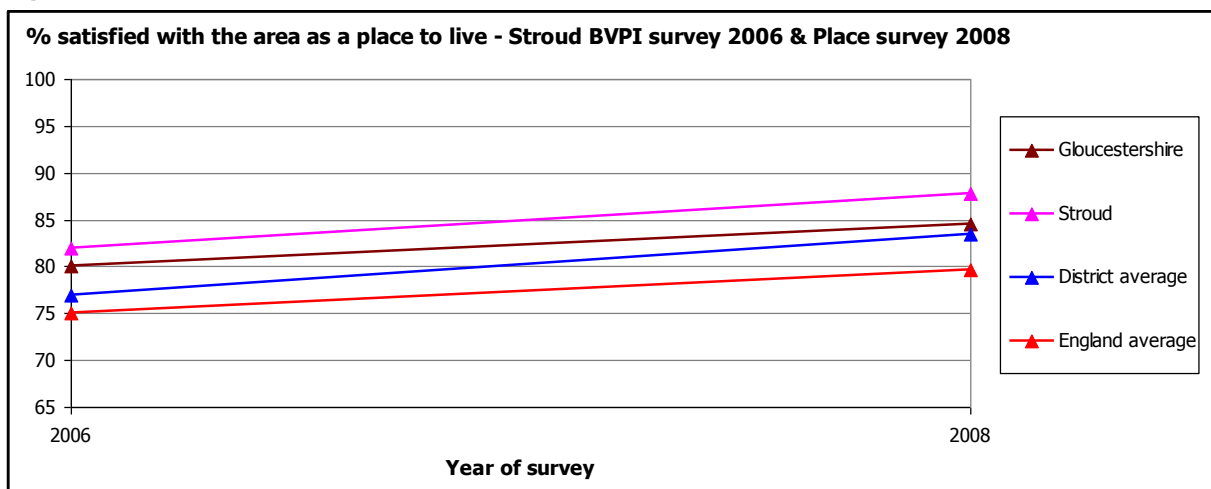


Figure 4 shows that the Stroud District result exceeds the figure for Gloucestershire. The result for the Stroud District also exceeds the average for all English DCs and is almost ten percentage points above the average for all English LAs.

In order to assess the direction of travel on this measure, it is useful to turn to a similar question that was asked in the 2006 BVPI survey. Although a direct comparison is advised with caution due to differences in the context and structure of the questionnaires, comparing the results over time does give a useful indication of improvement.

Figure 5.



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Figure 5 shows overall satisfaction with the local area in Stroud District improving over time from 82% in 2006 to 88% in 2008.

There were no significant differences amongst demographic groups for this measure.

3.4 Satisfaction with the home

Here, the question respondents were asked to consider was “Overall, how satisfied or dissatisfied are you with your home as a place to live?”. The results show that in total, 92% of residents in the Stroud District are satisfied with their home as a place to live.

Significant differences between the demographic groups were calculated for this measure and appear below.

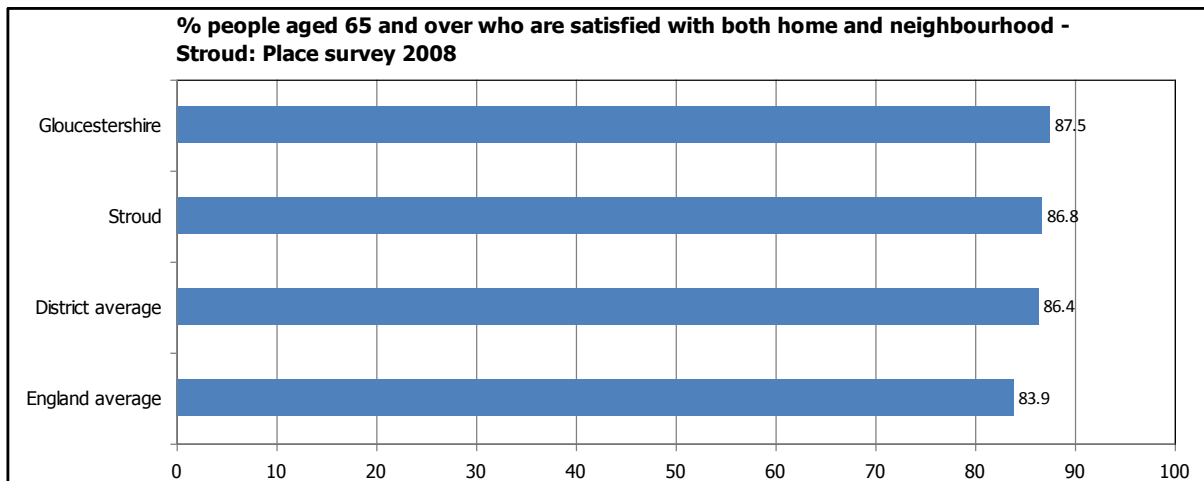
- Satisfaction with the home for the 18-24 (76.4%) age group, is significantly lower than that it is for the 25-34 (91%), 35-44 (92.2%), 45-54 (93.1%) 55-64 (93.5%), 65-74 (93%), and 75+ (92.2%) age groups.
- Satisfaction with the home amongst people with a disability (89.4%), is significantly lower than it is amongst people without a disability (93.2%).

3.4.1 Satisfaction with both the home and neighbourhood for people aged over 65

Satisfaction with both the home and the neighbourhood was calculated for those respondents aged 65 and over. The calculation produced the results for National indicator 138.

Figure 6 below shows the Stroud District benchmarked on this measure against the figure for Gloucestershire, all English DCs, and all English LAs.

Figure 6.



The Stroud District's result is below the score for Gloucestershire, but above the averages for both English DCs and all English LAs on this measure.

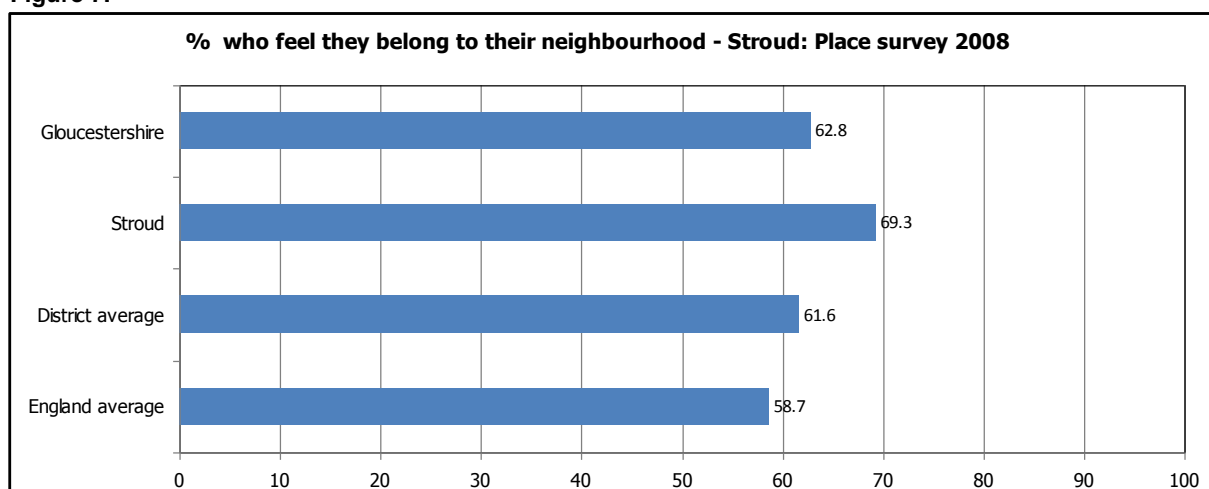
3.5 Sense of belonging

Respondents were asked to indicate the extent to which they felt they belonged to their immediate neighbourhood. This question was used to calculate National Indicator 2.

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Figure 7 below shows the Stroud District benchmarked against the figure for Gloucestershire, and the averages for all English DCs, and all English LAs.

Figure 7.



Here, Stroud District scored considerably above the average for Gloucestershire. The result for Stroud District also exceeded the average for all English DCs and all England LAs. As such it is safe to assume that, as judged by this measure, the sense of belonging in the Stroud District is relatively strong.

Significant differences between the demographic groups were calculated for this measure and appear below.

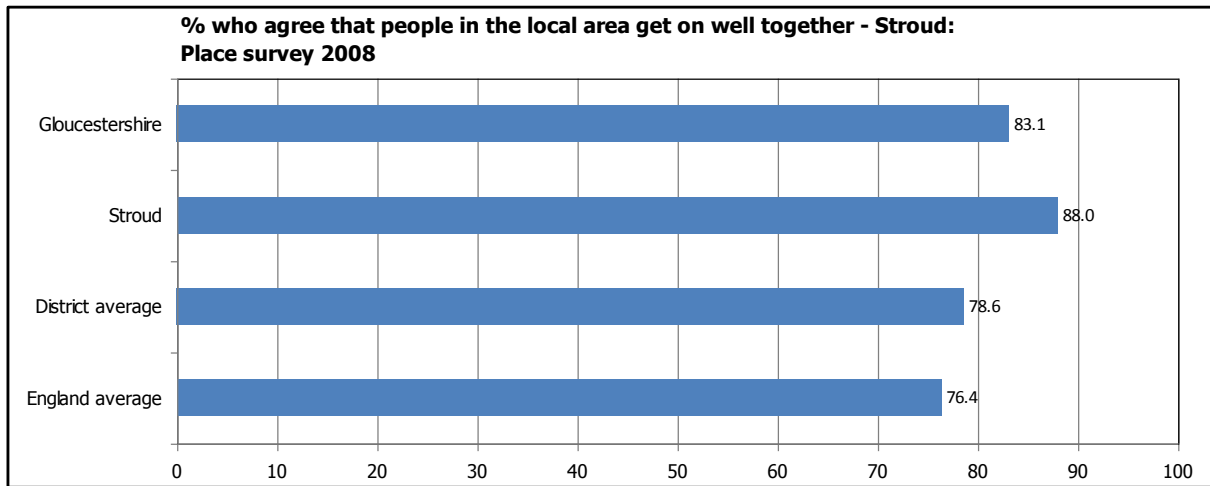
- Sense of belonging to the immediate neighbourhood for the 75+ (80.6%) age groups, is significantly higher than it is for the 18-24 (29.8%), 25-34 (63.5%), 35-44 (69.1%), and 45-54 (65.8%) age groups.
- Sense of belonging to the immediate neighbourhood for the 55-64 (73.9%), and 65-74 (75.2%) age groups, is significantly higher than it is for the 18-24 (29.8%), and 25-34 (63.5%) age groups.
- Sense of belonging to the immediate neighbourhood for the 25-34 (63.5%), 35-44 (69.1%), and 45-54 (65.8%) age groups, is significantly higher than it is for the 18-24 (29.8%) age group.
- Sense of belonging to the immediate neighbourhood is significantly higher amongst people with a disability (75%), than it is amongst people without a disability (67.3%)

3.6 The extent to which people from different backgrounds get on well together

Respondents were asked “To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?” This question is used to calculate National Indicator 1, and is seen as a key measure of community cohesion. The results are presented here as the question fits in nicely with those presented previously in this section.

Figure 8 below shows the Stroud District benchmarked against the figure for Gloucestershire, and the averages for all English DCs, and all English LAs.

Figure 8.



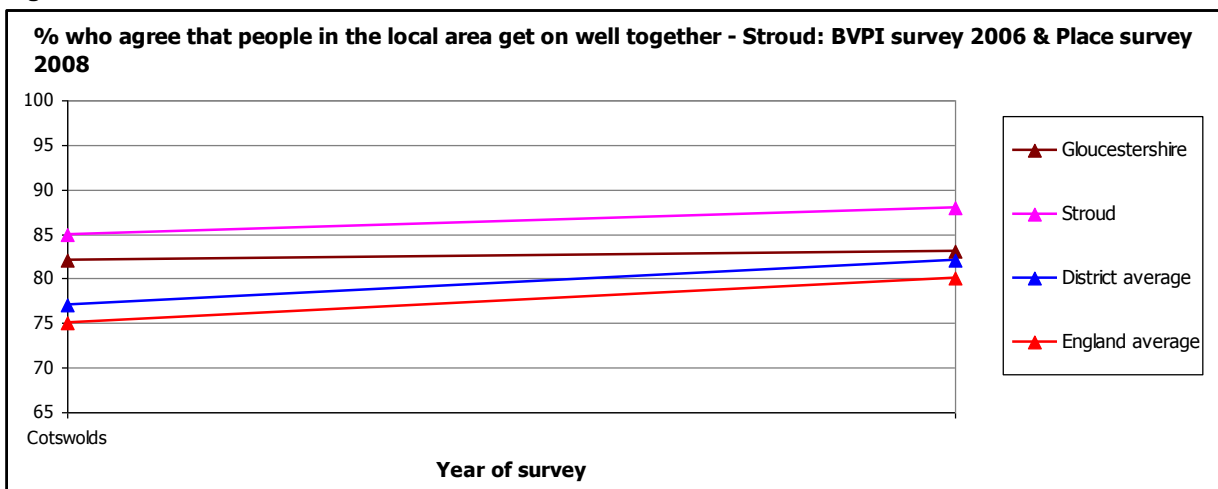
On this measure the Stroud District performs some way ahead of Gloucestershire, other English DCs, and English LAs. Looking at the results here and those of figure 7 in tandem gives a real sense that there is evidence of strong community cohesiveness in the Stroud District.

Significant differences between the demographic groups were calculated for this measure and appear below.

- Agreement that people from different backgrounds get on well together is significantly higher for the 35-44 (88.1%), 55-64 (89.5%), 65-74 (91.8%), and 75+ (95.2%) age groups, than it is for the 18-24 (65.6%) age group.
- Agreement that people from different backgrounds get on well together is significantly higher amongst females (90.9%) than it is amongst males (85.0%).
- Agreement that people from different backgrounds get on well together is significantly higher amongst people without a disability (89.4%) than it is amongst people with a disability (83.7%).

A similar question was also asked in the last BVPI survey. Again, although a direct comparison is advised with caution due to differences in the context and structure of the questionnaires, comparing the results over time does give a useful indication of the direction of travel. Figure 9 below shows the improvement between 2006 and 2008.

Figure 9.



The trend appears to be a general, albeit small improvement over time. On this measure, the Stroud District improved by about the same margin as the other areas benchmarked in the figure above, moving from 85% to 88% between the two time periods.

3.7 Key drivers of satisfaction in the local area

One of the key benefits of a wide-ranging public satisfaction survey is its ability to allow LAs to understand the main elements associated with satisfaction.

It has been suggested that the level of deprivation in the local area has a considerable bearing on overall satisfaction scores, in that the greater the level of deprivation in an area, the more likely people living there will be generally dissatisfied.

In order to examine this at the local level, each of the 367 **Lower Super Output Areas** (LSOA's) in Gloucestershire were placed on to a scatterplot with its overall satisfaction score, and equivalent **Indices of Multiple Deprivation**⁸ (IMD) score. This allowed the total amount of variation in satisfaction scores that is explained by variation in deprivation scores to be determined.

Before examining the results, it is worth highlighting one of the major drawbacks with this approach. LSOA's are typically made up of about 600 households, and there are generally only about 5-10% of the households in each LSOA sampled here. Therefore the accuracy of the analysis is far from perfect, and as a result should be considered indicative, rather than definitive. For a more accurate picture, a larger number of samples would be required, but clearly this is not possible in this case.

Nevertheless, in the spirit of exploratory research the results are presented below as a way of giving some background to the reasons that some local areas generally contain more satisfied people than others.

Figure 9.

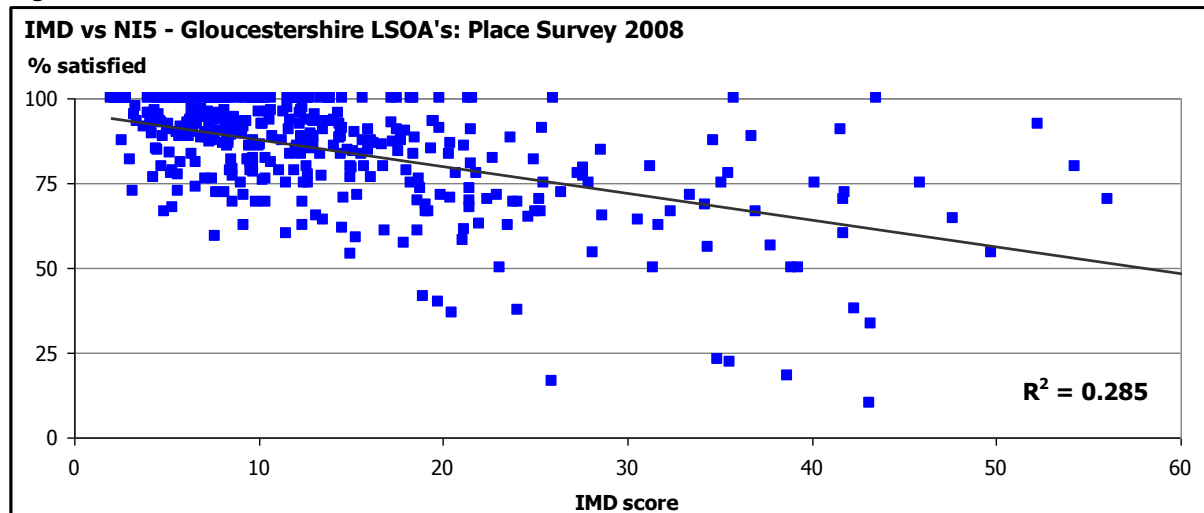


Figure 9 shows the nature of the relationship between satisfaction and IMD. The level of satisfaction within each LSOA is presented on the vertical axis, and the IMD score is presented on the horizontal axis. The straight line represents the line of best fit between the two variables. Since the line is downward sloping, the relationship is negative, or in other words, high IMD scores and lower satisfaction scores generally tend to go hand-in-hand. The

⁸ The IMD brings together 27 indicators that cover seven domains. The domains are income deprivation; employment deprivation; health deprivation and disability; education; skills and training; crime; and living environment. These domains are then weighted and combined to create the overall IMD score.

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R square value represents the amount of variability in satisfaction that can be explained by the variability in IMD scores; here it is about 28.5%

Although the relationship is relatively strong for this kind of model, some 70% of the variability in satisfaction goes unexplained by IMD alone.

Although this analysis is very superficial considering the sample size, it is still apparent that there are other things that remain unaccounted for if IMD alone is used to explain the causes of dissatisfaction within local areas. To examine what the other factors might be it is useful to turn to an analysis technique called “Key Driver Analysis”.

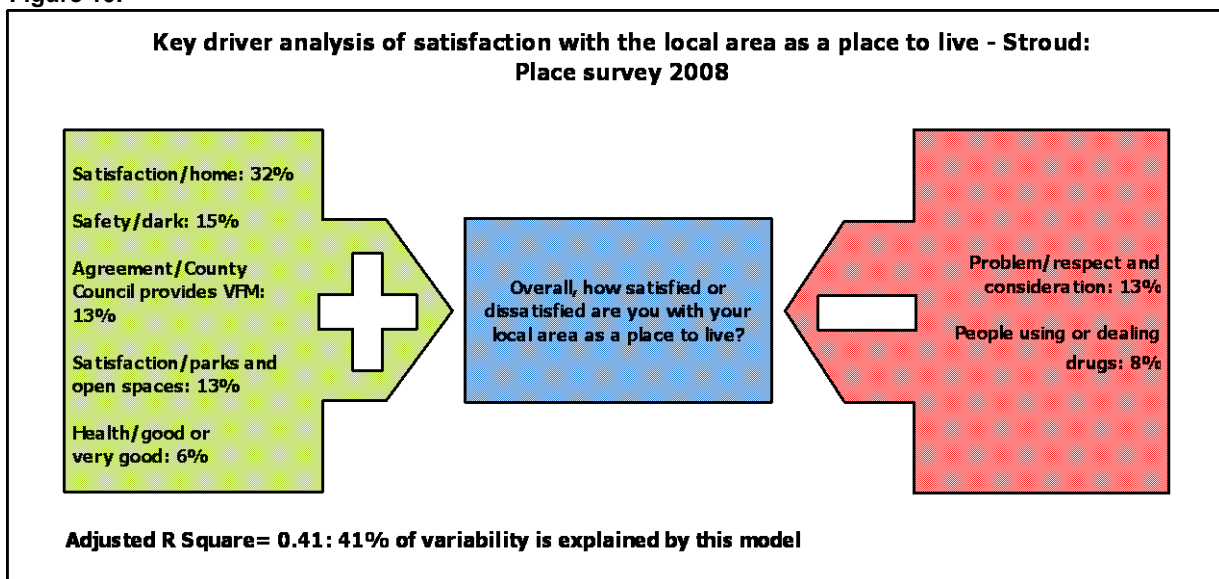
Key Driver Analysis uses multiple regression to determine the affects that multiple independent variables – here the various questions in the PS, have on a dependant variable – here the satisfaction scores for the area as a place to live.

Multiple regression is often used with survey data because it enables many variables to be combined in to one predictive equation. In addition, multiple regression helps to determine the unique role of each variable in predicting an outcome. In multiple regression, only the most significant variables are chosen to predict the outcome, and it is these significant variables that are known as “key drivers”.

For the key driver analysis here, stepwise multiple regression was chosen because of the large number of predictor variables. The predictor variables entered included variables from the main body of the questionnaire, as well as socio-economic ones such as employment status, age, ethnicity, housing type et al. taken from the final section of the PS.

Figure 10 below shows the results of the key driver analysis for the Stroud District.

Figure 10.



This figure shows both the positive and negative drivers of satisfaction with the local area in Stroud District. The figure at the bottom shows the total amount of variability in satisfaction that is explained by these key drivers. Here the figure is just over 41%, which is pretty good for a model like this, although it does serve to highlight how almost 60% of the variability still remains unexplained.

The items in the green box are the positive drivers, and the items in the red box are the negative drivers. The percentage figures next to each item give its relative importance in relation to the other items. The higher the percentage, the more importance the factor has in determining satisfaction within this model.

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While being mindful of the difficulties in assuming cause and effect, it is possible to group these factors together in to a number of key themes.

- **Liveability factors** surface strongly as key drivers, with both satisfaction with the home and overall health and well-being identified. In general, people in the Stroud District tend to rate their health as good, and are satisfied with their homes. Both of these factors are very important in predicting area satisfaction.
- Secondly, a **community safety** element was identified through the analysis. Concerns related to safety after dark are the second most important key driver. In addition, problems with respect and consideration, and people using or dealing drugs emerge as factors that tend to drive local area satisfaction down. It is worth highlighting here that the level of crime was previously identified as a top priority by residents in the Stroud District during section 3.2.
- The final driver to emerge is one related to the perception of Value for Money from the County Council. As will be seen below, some of the services related to the County Council, especially those around public transport, score quite poorly. Again it is worth noting that public transport is highlighted by residents in the Stroud District as something that needs improving.

3.8 Mapping perceptions of satisfaction, sense of belonging and community cohesion

To illuminate the results further, a mapping exercise was undertaken on the responses to several questions in the PS. The objective was to look for meaningful spatial correlations between perceptions on different measures.

A tool called **Inverse Distance Weighting** (IDW) was used for this piece of work. This method interpolates for all postcode points in an area from a set of known postcode points. In other words, it is a process of assigning values to unknown points by using values from a randomly scattered set of sample points.

The randomly scattered points in this case are the responses to the PS from the various postcodes that responded. The unknown points are estimated by averaging the values of known points in each neighbourhood. The closer the point is to the area being estimated, the more influence, or weight; it has in the averaging process. Since it is practically impossible to obtain responses from every postcode in the District, IDW gives the closest approximation possible for the unknown postcodes.

On the map below, and those that follow later in this report, areas characterised by more negative responses generally show up as dark patches, whereas areas with more positive response generally show up lighter. For each overall map, several 'zooms' were requested which magnify particular areas of interest where geographical overlaps between the hotspots of certain questions exist.

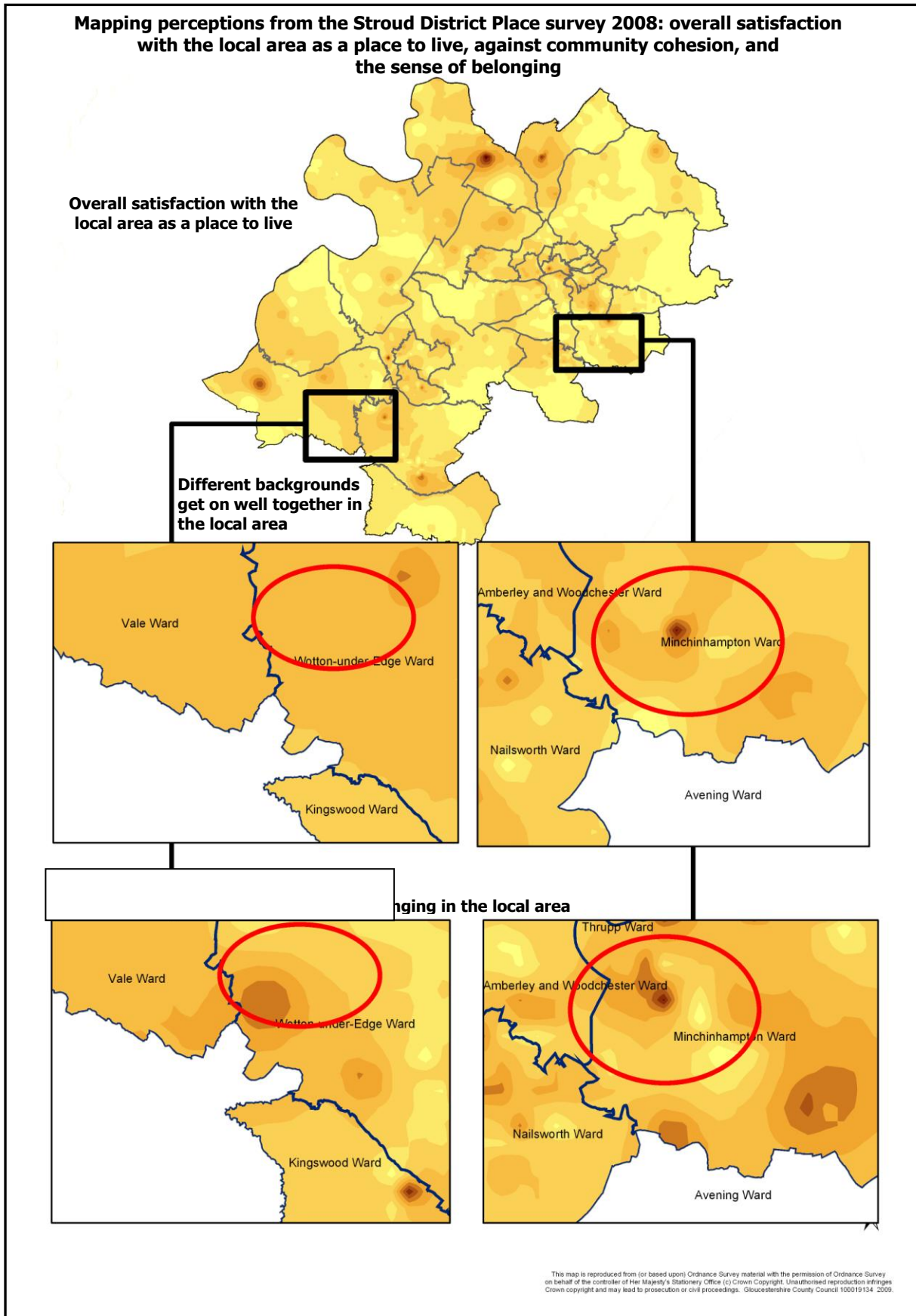
This method was favoured over traditional approaches that map responses based on administrative geographies. There are a number of reasons for this. Firstly, the number of responses at Ward level was felt to be too low to be reliable, and secondly much of the variation which exists within, or across boundaries. is lost when the whole area (for example an electoral ward) is described by one figure or 'rate'.

IDW does come with its own drawbacks. It is sometimes sensitive to clustering, and can be affected by outliers. In terms of the maps presented here however, the general hotspots do seem to make sense when corroborated with what is already known about neighbourhoods across Gloucestershire.

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In the first map it can be seen how hotspots of dissatisfaction with the local area correlate with areas of disagreement that people from different backgrounds get on well together, and disagreement that there is a sense of belonging.

Figure 11.



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3.9 Overall health and well-being

Respondents were asked to indicate how they felt their health was in general. The responses generate the figure for National Indicator 119.

Measures such as these are important in identifying the general health of the population. A metric is therefore required to assess progress on improvements in health and well-being. NI119 is 'self-reporting', since the local population is best placed to assess whether their health and well-being are improving.

Figure 12 below contains the results for the Stroud District as well as a comparison with the result for Gloucestershire, and the average for all English DCs and all English LAs.

Figure 12.

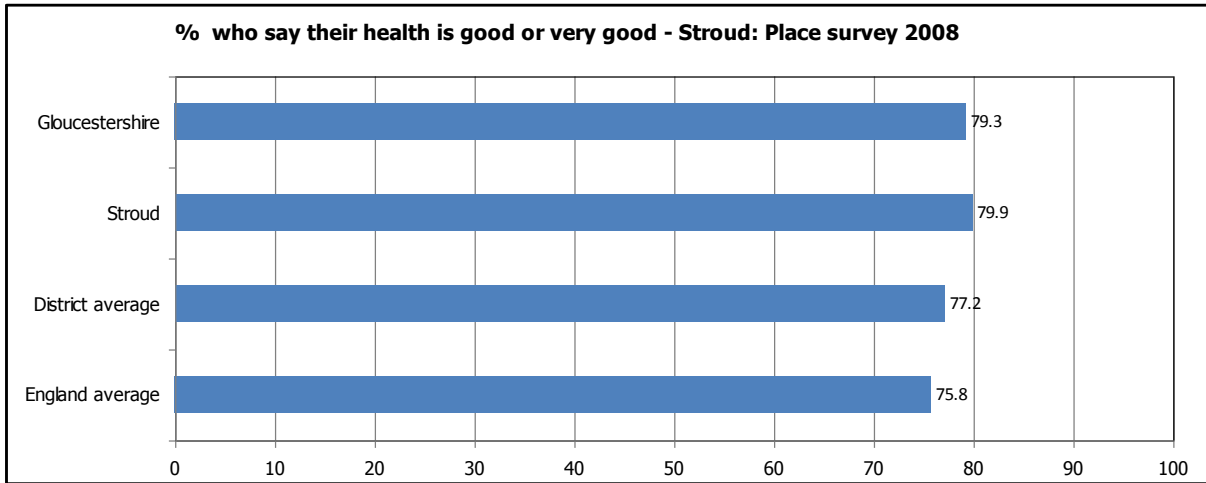


Figure 12 shows that just under 80% of people in the Stroud District rate their health as good. This figure marginally exceeds that for Gloucestershire, and is also above the averages for English DCs and English LAs overall.

Looking back at section 3.7 above, overall health and well-being emerged as a key driver of area satisfaction.

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4. Local Public Services

4.1 Introduction

Section two of the PS covered aspects of local public services. This section was not confined to questions relating simply to the work of LAs, but extended to cover the Police, Dentists, GP's and Hospitals.

Unlike previous BVPI surveys, respondents were not reminded which services GCC provides and which services the SDC provide.

4.2 Attitudes about local public services overall

For the opening part of this section, respondents were presented with five attitudinal statements and asked to rate the extent to which they felt they applied to local public services. Figure 12 below represents the results to this question for the Stroud District benchmarked against the results for Gloucestershire.

Figure 12.

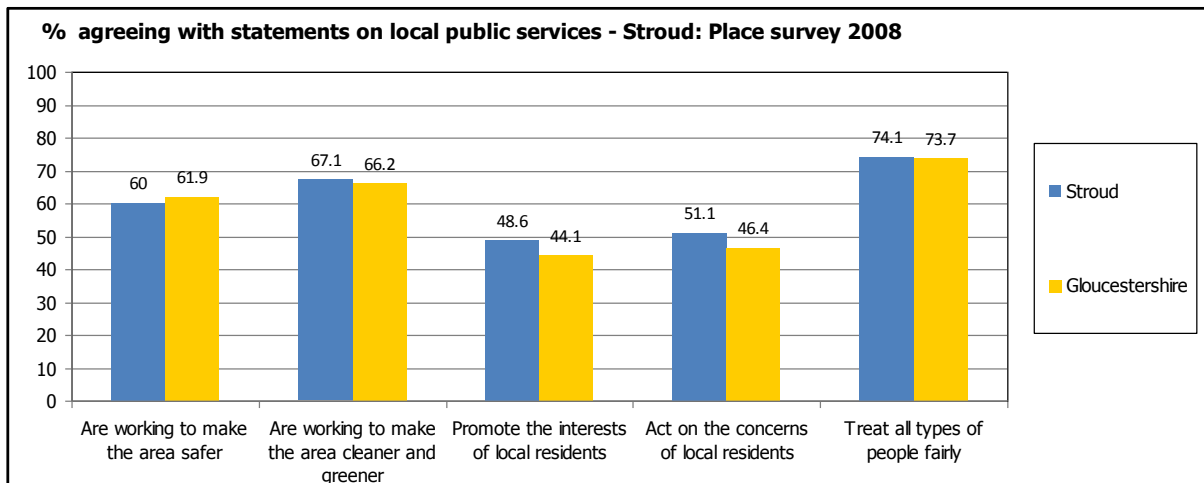


Figure 12 shows the Stroud District roughly equal to the results for the whole of Gloucestershire. While there is agreement that local public services overall treat people fairly, there is less agreement that local public services are acting on the concerns of local residents, and promote the interests of local residents.

Significant differences between the demographic groups were calculated for this set of questions and appear below.

Making the area safer

- Agreement that local public services are making the area safer is significantly higher for the 75+ (72.2%) age groups, than it is for the 25-34 (51.6%) age group.
- Agreement that local public services are making the area safer is significantly higher amongst females (66.6%), than that it is amongst males (53.3%).
- Agreement that local public services are making the area safer is significantly higher amongst the combined BME group (59.6%), than it is amongst the non-BME group (49.2%).

Making the area cleaner and greener

- Agreement that local public services are working to make the area cleaner and greener is significantly higher amongst females (72.4%), than it is amongst males (61.8%).

Promoting the interests of local residents

- Agreement that local public services promote the interests of local residents is significantly higher for the 18-24 (77.1%), and 25-34 (53%) age groups, than it is for the 45-54 (36.2%) age group.
- Agreement that local public services promote the interests of local residents is significantly higher amongst females (55.9%), than it is amongst males (42.6%).

Acting on the concerns of local residents

- Agreement that local public services act on the concerns of local residents is significantly higher for the 25-34 (59.5%) age group, than it is for the 45-54 (41.5%) age group.
- Agreement that local public services act on the concerns of local residents is significantly higher amongst females (51.7%), than it is amongst males (45.9%).

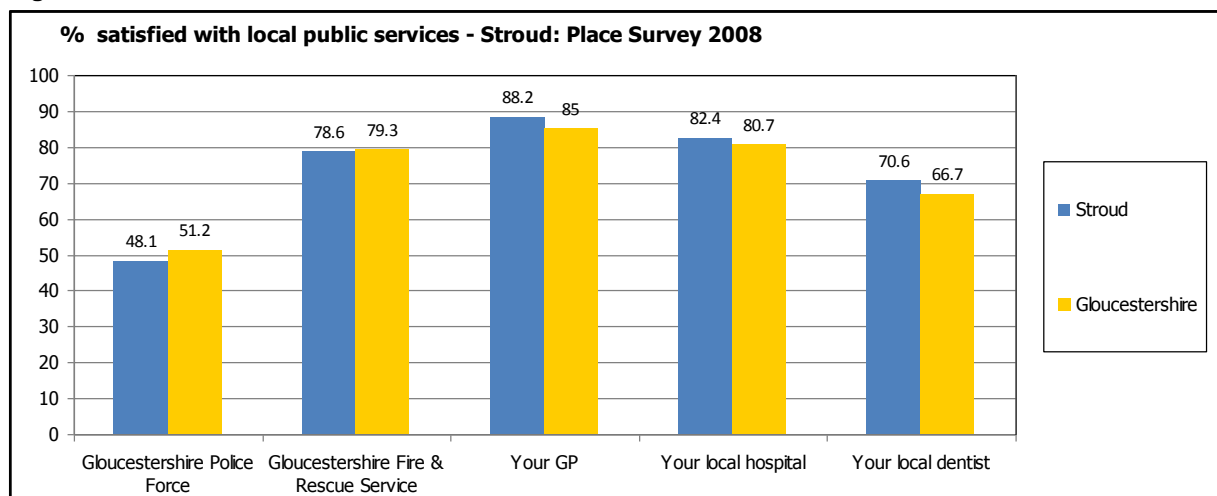
Treat all types of people fairly

- Agreement that local public services treat all types of people fairly is significantly higher for the 75+ (79.1%) age group, than it is for the 45-54 (62.4%) age group.

4.3 Satisfaction with specific service providers

Respondents were next asked to indicate their level of satisfaction with local public service providers. Figure 13 indicates the percentage of people who were either fairly or very satisfied with the service in question⁹ across Stroud District and Gloucestershire as a whole.

Figure 13.



⁹ Note there was a response category “haven’t used the service” which is not included here. As such, the percentages represent those who were satisfied amongst all of those who had used the service.

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Figure 13 again shows the Stroud District again on a par with the results for Gloucestershire. While there is satisfaction generally with Gloucestershire Fire & Rescue, GP's, and Hospitals, satisfaction with Gloucestershire Police Force, and Dentists, runs considerably lower.

Significant differences between the demographic groups were calculated for each question and appear below.

Gloucestershire Police Force

- Satisfaction with Gloucestershire Police Force is significantly higher for the 75+ (62.2%) age group, than it is for the 25-34 (36%) age group.
- Satisfaction with Gloucestershire Police Force is significantly higher amongst females (57.3%), than it is amongst males (39.6%).

GP's

- Satisfaction with local GP's is significantly higher for the 75+ (96%) age group, than it is for the 35-44 (85%) age group.
- Satisfaction with local GP's is significantly higher amongst females (90.3%), than it is amongst males (86.5%).

Hospitals

- Satisfaction with local hospitals is significantly higher for the 75+ (92.8%) age group, than it is for the 18-24 (71.1%), 35-44 (82.3%), and 45-54 (76.6%) age groups.
- Satisfaction with local hospitals is significantly higher for the 65-74 (89.8%) age group, than it is for the 35-44 (82.3%), and 45-54 (76.6%) age groups.
- Satisfaction with local hospitals is significantly higher amongst females (85.1%), than it is amongst males (79.1%)

Dentists

- Satisfaction with local dentists is significantly higher for the 65-74 (77.7%), and 75+ (81%) age groups, than it is for the 18-24 (44.8%) age group.
- Satisfaction with local dentists is significantly higher amongst females (76%), than it is amongst males (64.6%)

4.4 Satisfaction with specific Local Authority services

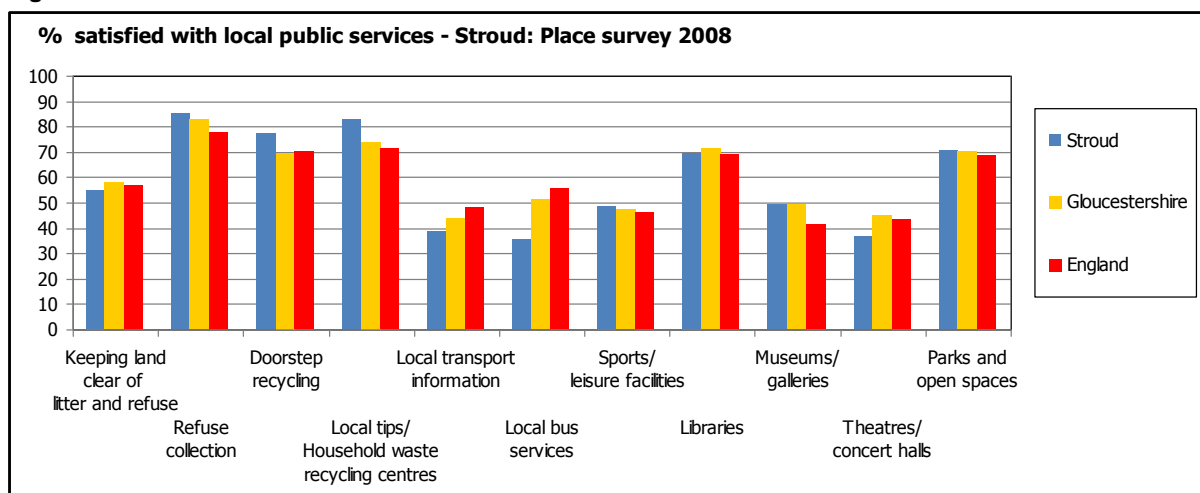
Respondents were again asked to rate their overall satisfaction¹⁰ with various services provided by the SDC and GCC.

Figure 14¹¹ below charts the results for the Stroud District benchmarked against both the figure for Gloucestershire, and the average for all English LAs.

¹⁰ Please note that for this series of questions, respondents were not given the opportunity to select "have not used the service".

¹¹ The figures have been suppressed from this chart to aid visual interpretation.

Figure 14.



Satisfaction on measures such as refuse collection, doorstep recycling, and Household Recycling Centres is above average in the Stroud District. As will be seen below, refuse collection is a key driver of satisfaction with the way the SDC runs things.

Keeping the land clear of litter and refuse scores relatively poorly at just over 50% satisfied. This undoubtedly ties in to the fact that clean streets are a top priority for local residents.

Residents in the Stroud District score public transport poorly. Less than 40% are satisfied with the level of local transport information and local bus services. There are a few points to highlight here. In addition to public transport being a top priority for local residents, the satisfaction scores on these measures emerge as significant drivers of satisfaction with the way the SDC runs things.

Stroud District scores about average on recreational facilities such as sports and leisure facilities, libraries, and museums.

Satisfaction with parks and open spaces emerged as a key driver of local area satisfaction above. Here it scores about average with about 70% of people satisfied.

Significant differences between the demographic groups were calculated for each service and appear below.

Keeping Public Land Clear of Litter and Refuse

- Satisfaction with keeping public land clear of litter and refuse is significantly higher for the 25-34 (69.2%) age group, than it is for the 45-54 (46.7%), 55-64 (49.2%) and 65-74 (47.7%) age groups.
- Satisfaction with keeping public land clear of litter and refuse is significantly higher amongst females (59.3%), than it is amongst males (50.2%).

Refuse Collection

- Satisfaction with refuse collection is significantly higher for the 65-74 (92.6%), and 75+ (94.4%) age groups, than it is for the 25-34 (80.7%), 35-44 (77.1%), and 45-54 (81.2%) age groups.
- Satisfaction with refuse collection is significantly higher for the 55-64 (89.6%) age group, than it is for the 35-54 (77.1%) age group.

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- Satisfaction with refuse collection is significantly higher amongst females (87.8%), than it is amongst males (81.9%).

Doorstep Recycling

- Satisfaction with doorstep recycling is significantly higher for the 65-74 (88.5%), and 75+ (88.7%) age groups, than it is for the 25-34 (69.3%), 35-44 (70.6%), and 45-54 (72.0%) age groups.
- Satisfaction with doorstep recycling is significantly higher amongst people with a disability (83.7%) than it is amongst people without a disability (75.6%).

Local Tips/Household Recycling Centres

- Satisfaction with local tips/household recycling centres is significantly higher for the 55-64 (87.2%), and 65-74 (87.3) age groups, than it is for the 18-24 (63.0%) age group.

Local Transport Information

- Satisfaction with local transport information is significantly higher for the 18-24 (65.2%), 25-34 (51.9%), and 75+ (56.7%) age groups, than it is for the 35-44 (31.0%), 45-54 (25.6%), and 55-64 (34.6%) age groups.
- Satisfaction with local transport information is significantly higher for the 65-74 (45.3%) age groups, than it is for the 45-54 (25.6%) age groups.

Local Bus Services

- Satisfaction with local bus services is significantly higher for the 75+ (58.9%) age group, than it is for the 25-34 (38.0%), 35-44 (23.3%), 45-54 (23.6%), and 55-64 (35.7%) age groups.
- Satisfaction with local bus services is significantly higher for the 65-74 (48.0%) age group, than it is for the 35-44 (23.3%), and 45-54 (23.6%) age groups.
- Satisfaction with local bus services is significantly higher amongst females (40.4%), than it is amongst males (29.8%).

Libraries

- Satisfaction with libraries is significantly higher for the 65-74 (77.0%) age group, than it is for the 45-54 (59.8%) age group.
- Satisfaction with libraries is significantly higher amongst females (73.8%), than it is amongst males (54.4%).

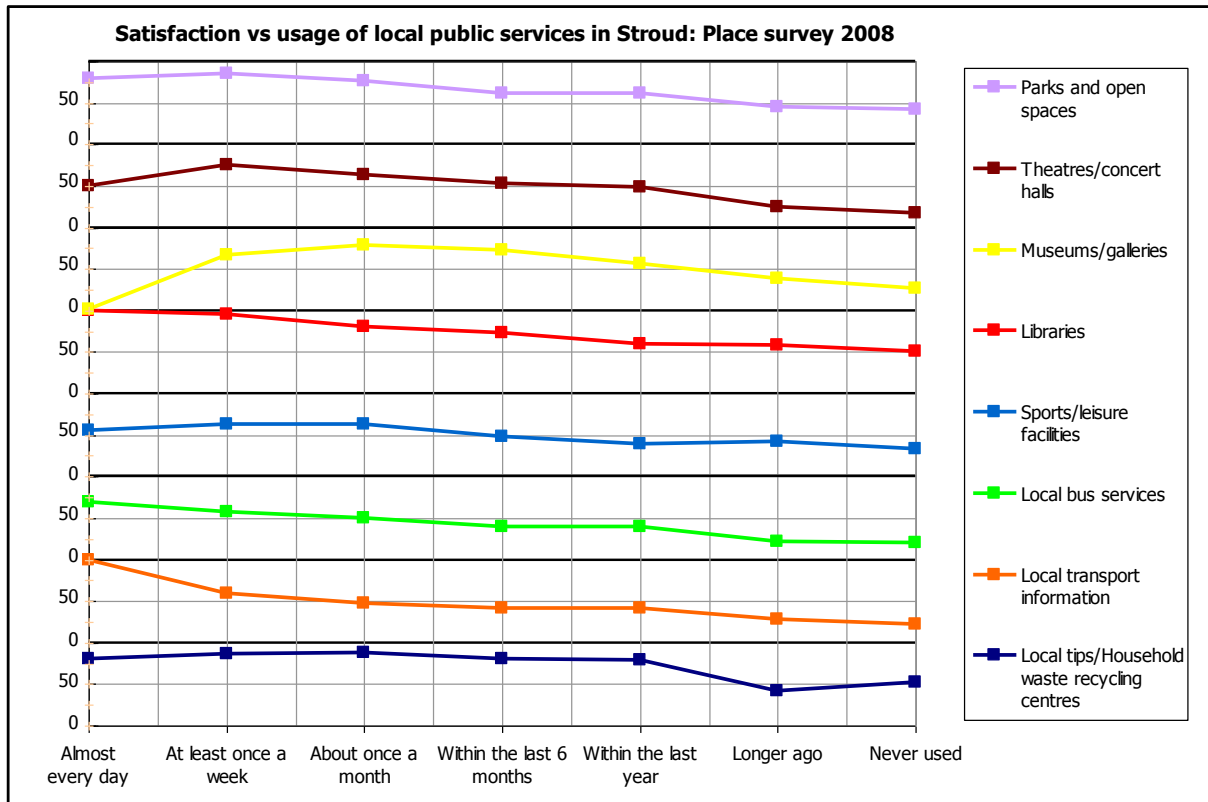
Parks and Open Spaces

- Satisfaction with parks and open spaces is significantly higher for the 25-34 (75.0%), 35-44 (70.0%), 45-54 (72.4%), 65-74 (70.8%), and 75+ (78.1%) age groups, than it is for the 18-24 (42.2%) age group.
- Satisfaction with parks and open spaces is significantly higher amongst females (74.2%), than it is amongst males (66.9%).

4.4.1 Usage of local public services

Further analysis was undertaken to look for significant relationships between satisfaction with local public services and their usage. The results are graphed together in figure 15 below¹².

Figure 15.



It can be seen that satisfaction with a service tends to tail off once the last usage reaches the six-month point. This means that generally, satisfaction is high for frequent users of a service. The exceptions appear to be household recycling centres, where satisfaction is maintained regardless of usage, and local transport information, where only daily users seem to be satisfied.

The graph also helps illuminate why buses seem to get a low satisfaction rating overall. Here, it would appear that this is simply down to the fact that low ratings from infrequent or non-users are dragging the overall score down.

That said, cause and effect should not be implied from this graph alone. For example, it is not possible to really assess whether people give buses a low rating because they do not use them, or whether they do not use them because they are not satisfied with them based on previous experience.

4.5 Value for money

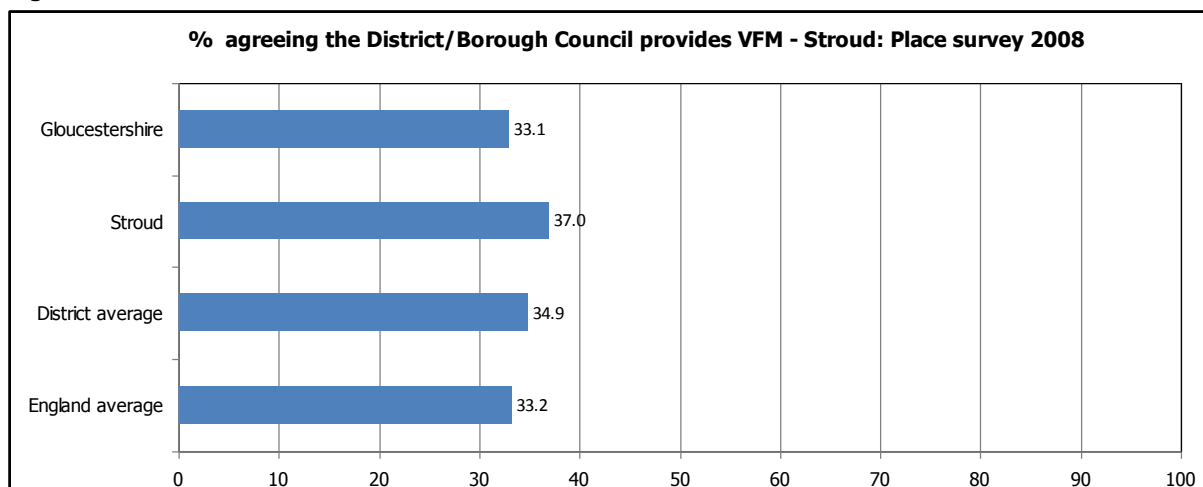
Respondents were asked to indicate how strongly they agreed or disagreed that the SDC, and GCC, provide **value for money** (VFM).

¹² Note that “keeping the land clear of litter and refuse”, “refuse collection, and “doorstep recycling” were omitted from the usage list in the PS, presumably because they are not seen as services that can be opted out of.

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Figure 16 below gives the results to these questions. The SDC is benchmarked here against the figure for Gloucestershire, and the averages for all English District Councils, and all English LAs.

Figure 16.



The results show that a third of people across Stroud District feel that SDC provides VFM. The score for SDC is better than the Gloucestershire figure, and the averages for all English DCs and LAs.

The following table presents an Index score for VFM comparing respondent's scores for SDC and GCC. The index score is the point difference between the percentage of people who agree the authority in question provides VFM, and the percentage of people who do not agree the authority in question provides VFM.

Table 4.

Local Authority	Extent to which Local Councils provide Value for Money - Stroud: Place survey 2008					VFM index
	SA	A	NAND	D	SD	%
	%	%	%	%	%	
SDC	3.8	33.2	36.7	18	8.4	10.6
GCC	1.7	29	41.7	19.4	8.1	3.2

People in the Stroud District seem to feel that both the SDC and GCC provide value for money, although the rating is higher for the SDC than it is for GCC.

It is worth noting here that that the extent to which people feel they receive VFM from GCC is a key positive driver of local area satisfaction as identified in section 3.7.

As mentioned above, a valid assessment of these figures does require a bit of a leap of faith in terms of accepting the respondent is knowledgeable about which tier provides their service.

Significant differences between the demographic groups were calculated for this set of questions and appear below.

Stroud District Council

- Agreement that the SDC provides value for money is significantly higher for the 75+ (54.6%) age group, than it is for the 18-24 (23.1%), 25-34 (38.5%), 45-54 (30.9%), and 55-64 (35.7%) age groups.

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- Agreement that the SDC provides value for money is significantly higher amongst females (41.5%), than it is amongst males (32.8%).

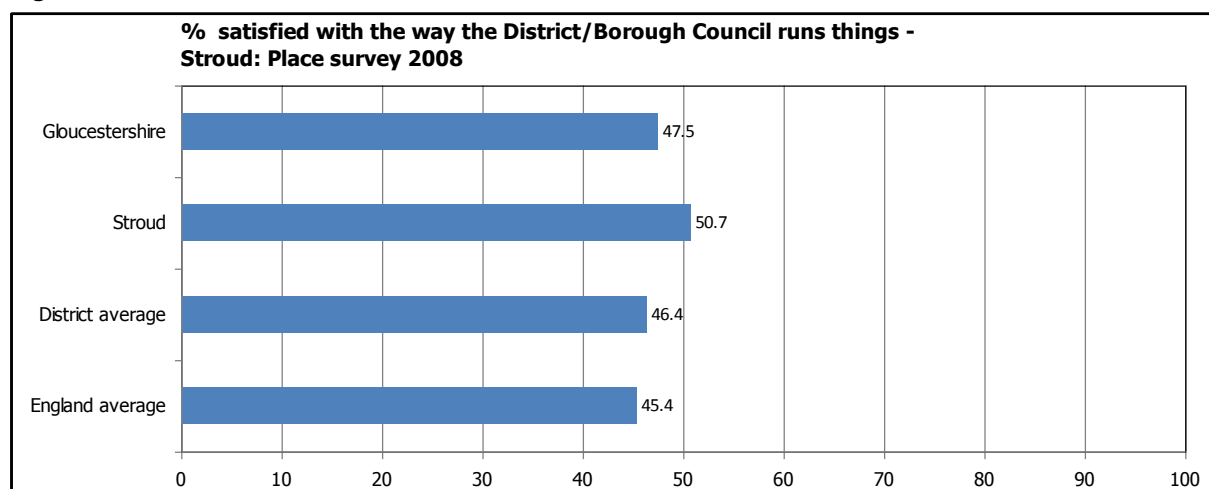
Gloucestershire County Council

- Agreement that GCC provides value for money is significantly higher amongst disabled people (59.3%), than it is amongst non-disabled people (30.3%).

4.6 Satisfaction with the way the local District and County Council runs things

Respondents were next asked to indicate how satisfied they were with the way that the SDC, and GCC runs things. The results are presented in figure 17 below.

Figure 17.



The SDC scores favourably here. It is interesting to note that generally, authorities tend to score much better on this measure compared to the VFM measure. The key drivers behind the result are presented shortly.

Table 5 shows a satisfaction Index score for residents in the Stroud District. The principle here is exactly the same as that of table 4. The index score is the point difference between the percentage of people who are satisfied with the way the authority in question runs things, and the percentage of people who are not satisfied with the authority in question runs things.

Table 5.

Local Authority	Satisfaction with the way Local Councils run things - Stroud: Place survey 2008					Satisfaction index
	VS	FS	NSND	FD	VD	
	%	%	%	%	%	
SDC	5.2	45.6	32.7	12.1	4.4	34.3
GCC	2.9	39.4	42.1	11.8	3.7	26.8

The index identifies that people are more satisfied with the way the SDC is running things than GCC. It is not unusual for respondents to answer in this way, and in fact SDC is fairly typical of this pattern across England. That said, it is worth noting that this question suffers from the same problems as the previous one, in that there is a level of uncertainty around whether respondents are able to distinguish between the two tiers, and thus have a fair frame of reference on which to base their answers.

Significant differences between the demographic groups were calculated for this set of questions and appear below.

Stroud District Council

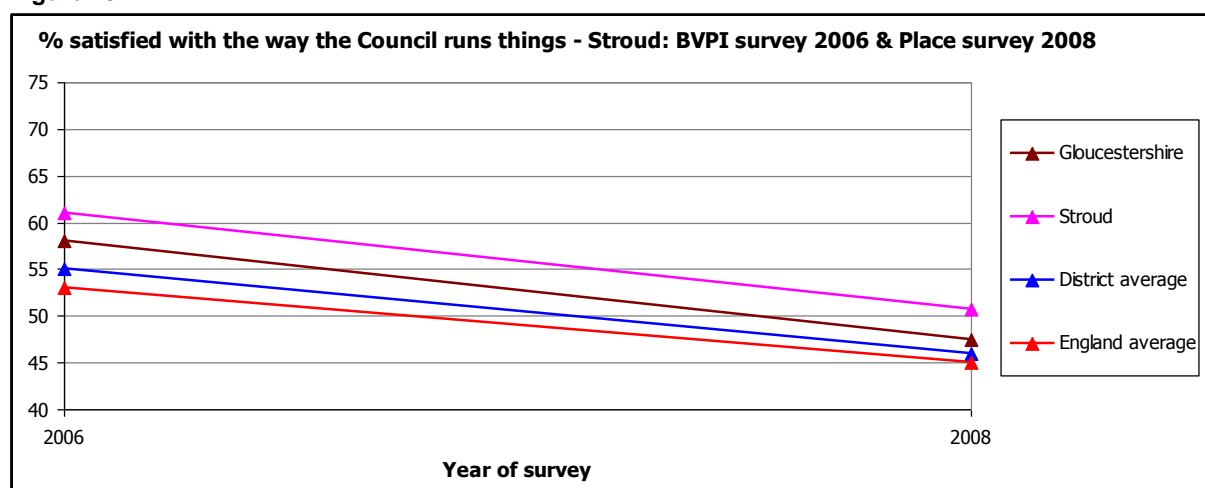
- Satisfaction with the way the SDC runs things is significantly higher for the 75+ (70.4%) age group, than it is for the 35-44 (46.1%), 45-54 (44.3%), and 55-64 (47.0%) age groups.
- Satisfaction with the way the SDC runs things is significantly higher amongst females (56.5%), than it is amongst males (45.4%).

Gloucestershire County Council

- Satisfaction with the way GCC runs things is significantly higher for the 75+ (55.4%) age group, than it is for the 35-44 (36.3%), and 45-54 (36.7%) age groups.
- Satisfaction with the way GCC runs things is significantly higher amongst females (48.4%), than it is amongst males (36.8%).

A similar question was also asked in the last BVPI survey. Although a direct comparison is again advised with caution due to differences in the context and structure of the questionnaires, comparing the results of the two surveys does give a useful indication of the direction of travel.

Figure 18.



The SDC scored 61% on this measure in 2006, compared to 51% in 2008. However, it is possible to observe similar declines in satisfaction across the other areas, suggesting that there is a broader drop in satisfaction with LAs generally.

This is of course in stark contrast to the earlier findings, which showed that satisfaction with the local area was increasing. It therefore seems safe to speculate that LAs are getting little or no credit for the improvements in area satisfaction, at least from the point of view of local residents anyway.

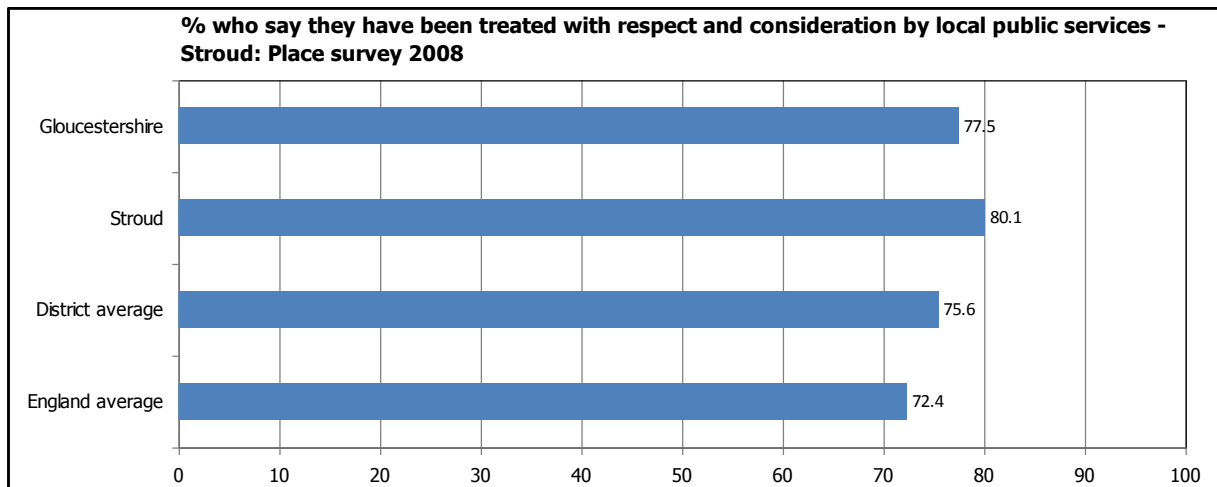
4.7 Fair treatment by local public services

Respondents were asked, "In the last year, would you say you have been treated with respect and consideration by your local public services?". Fair and equal treatment is seen as a moral and ethical principal that is important in ensuring that the problems associated with unfair treatment are avoided. As such, the answers were used to calculate National Indicator 140.

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The following figure presents the results for the Stroud District benchmarked against the figure for Gloucestershire, and the averages for all English DCs and all English LAs.

Figure 19.



Here the Stroud District scores above the figure for Gloucestershire and the English DC and LA averages. As will be seen below, this measure is a key driver of satisfaction with the way the that the SDC runs things.

There were no significant differences amongst the various demographic groups for this question.

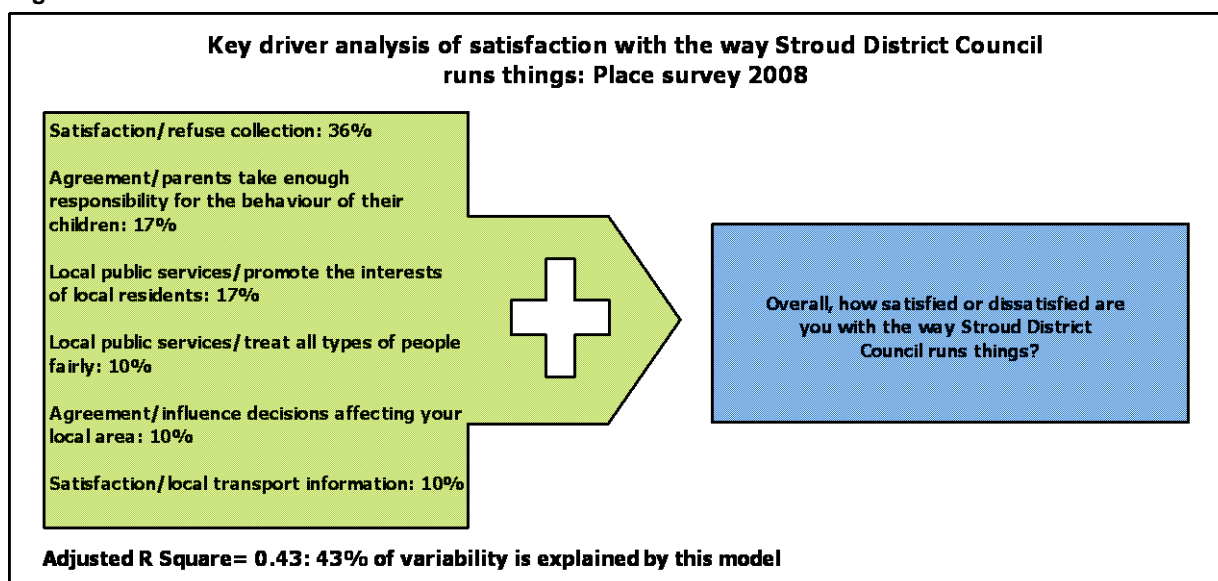
4.8 Key driver analysis of satisfaction with the way the council runs things

In a process very similar to that used in section 3.4, the key drivers of satisfaction were again determined for the Stroud District Council. For this analysis, the demographic and socio-economic predictors used in the previous model were omitted. The rationale for doing this was to limit the key drivers to the things that LAs are actually able to influence directly.

In addition, the measure of value for money with the District Council was also left out. This was because common sense says that satisfaction and value for money are inexorably linked. Therefore value for money was dropped, to allow other drivers to surface.

The other omissions worth noting are those related to value for money, and satisfaction with the way Gloucestershire County Council runs things. Both of these measures were significantly correlated with each other, and with satisfaction with the way Stroud District Council runs things. Because there is some uncertainty around respondent's perceptions of the inherent function of lower-tier authorities in contrast to upper-tier ones, these predictors were dropped as well.

Figure 20.



The first thing to note is that this model accounts for around 43% of the variability in respondent's scores for satisfaction. While still good, this again shows that there are other background factors not accounted for in the model. Nevertheless, the amount of variation explained is still good for this type of regression.

The positive drivers can be broadly combined in to the following themes.

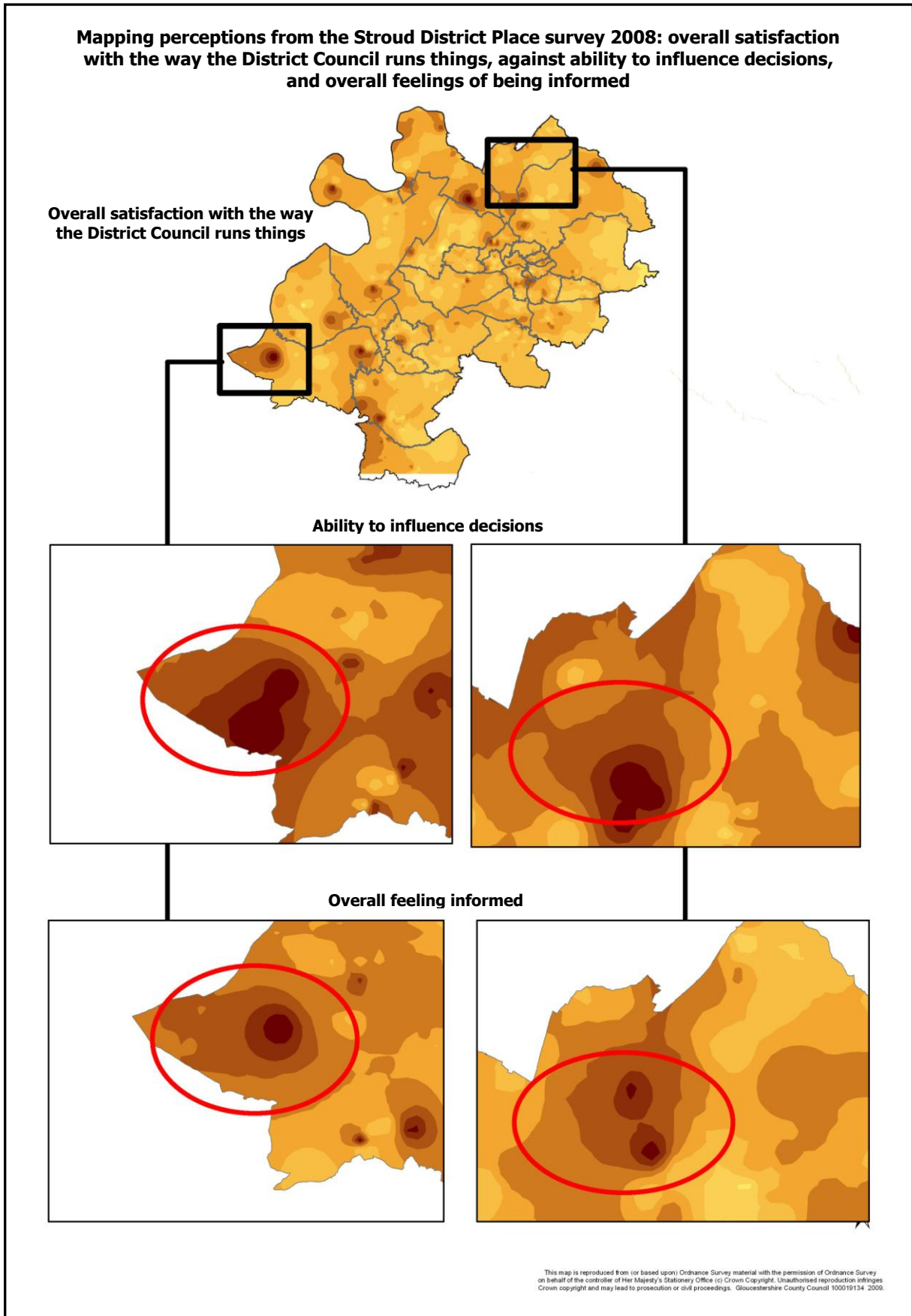
- **Satisfaction with local public services** emerge as key drivers. Satisfaction with refuse collection is the most significant predictor of satisfaction scores for the SDC. In addition, satisfaction scores for local transport information also have high importance.
- A feeling around **involvement for local people** also emerges. Here where people tend to agree they can influence decisions in their local area they also tend to be satisfied with the performance of the SDC.
- **Fair treatment** also emerges as a key driver. The relationship here is fairly obvious, in that people who have been treated well by the SDC tend to agree that all local public services treat people fairly. So this driver is acting as a proxy for fair treatment by the SDC overall.
- Finally the perception of **good parenting** emerges as the final key driver. This is a very difficult driver to unpick given the information available in the PS, and it would perhaps be an idea for focus groups to explore this issue further.

4.9 Mapping perceptions of satisfaction with the way the District Council runs things

As in section 3.5, IDW was again used to map satisfaction with Stroud District against the ability to influence decisions, and the overall level of feeling informed. The maps pick out a number of areas where these questions appear to duplicate greater negativity of response.

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Figure 21.



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5. Being informed

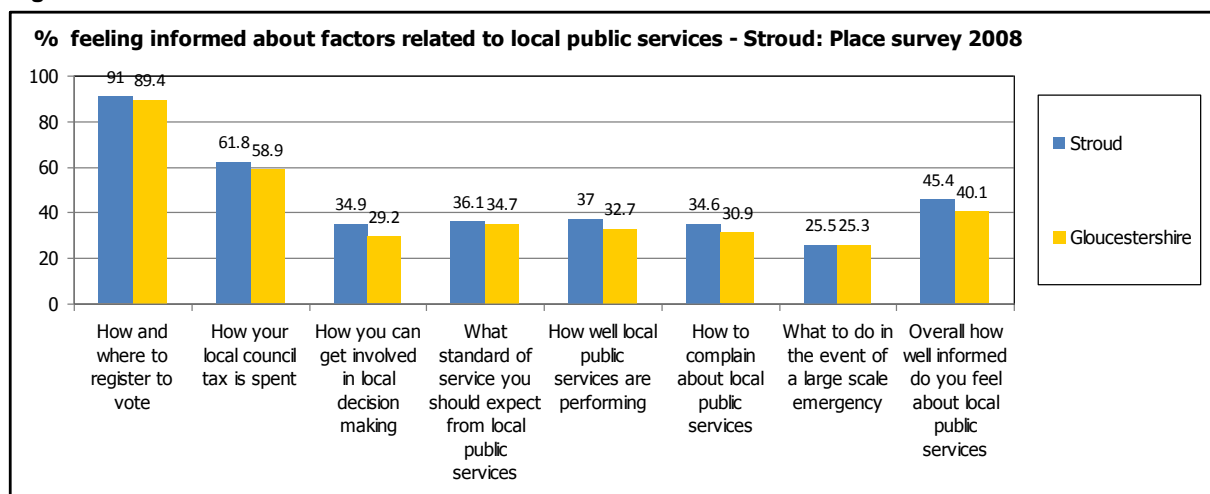
5.1 Introduction

Section 3 of the PS asked respondents to indicate the extent to which they felt informed about various elements relating to local public services. One of the questions, “How well informed do you feel about what to do in the event of a large scale emergency?” was used to calculate National Indicator 37 and is presented below separately.

5.2 Overall feeling of being informed

Figure 22 below presents the results to the various factors measured in the PS. The Stroud District’s results are not considerably different from those for Gloucestershire.

Figure 22.



5.3 Being informed about what to do in the event of a large scale emergency

As mentioned above, responses to the question, “How well do you feel informed about what to do in the event of a large scale emergency?” were used to formulate the figures for National Indicator 37.

This indicator is used as a proxy for civic protection arrangements in local areas, and determines the level to which local people are prepared with the knowledge of what to do in the event of an emergency.

Figure 23 below benchmarks the result for the Stroud District against the figure for Gloucestershire, and the average for all English DCs, and all England LAs overall.

Figure 23.

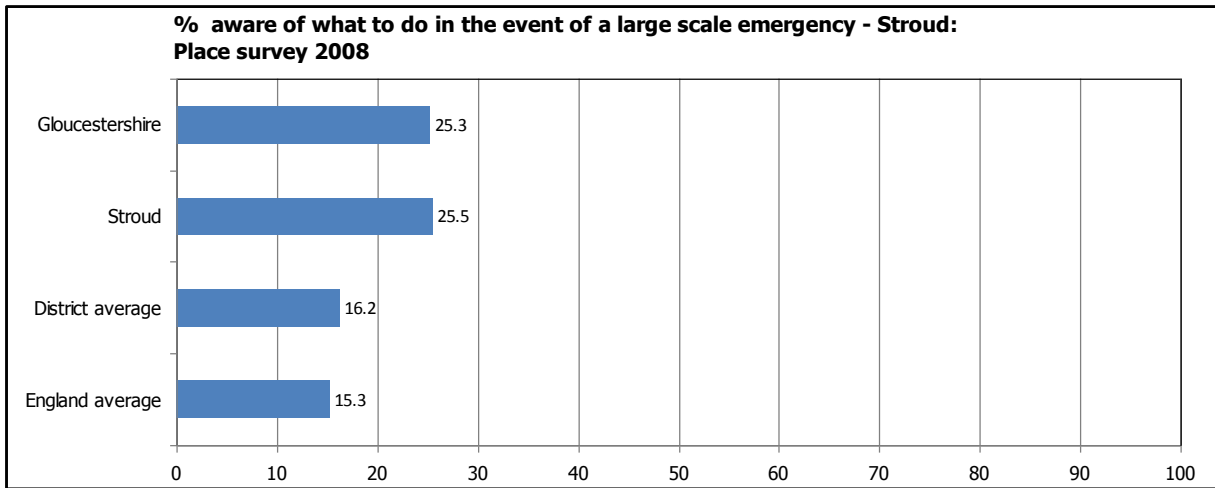


Figure 23 shows the results for the Stroud District compare favourably with the figure for Gloucestershire and the averages for all English DCs and LAs.

That said, little comfort can be taken in the figures, as although the Stroud District scores relatively high, the results still show that only one quarter of people feel they know what to do in the event of a large scale emergency.

6. Influencing decisions

6.1 Introduction

Section four of the PS sought views on the extent to which people in the local area felt they could influence decisions, and the extent to which people would like to be more involved in local decision making.

6.2 Influencing decisions in the local area.

The question “Do you agree or disagree that you can influence decisions affecting your local area?” was covered in section four of the PS and is used to calculate National Indicator 4. In effect, this indicator is regarded as a way to measure community empowerment. Figure 24 sets out the results to this indicator.

Figure 24

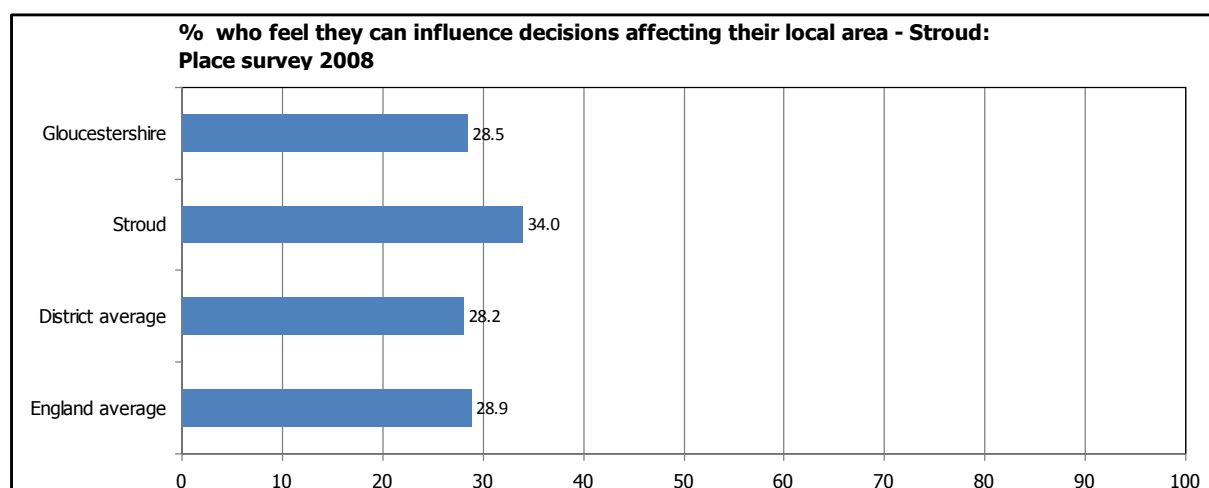


Figure 24 shows the Stroud District above the figure for Gloucestershire, and above both the average results for all English DCs and all English LAs. Despite this fact, only a third of residents in the Stroud District feel they are able to have any influence in local decision-making.

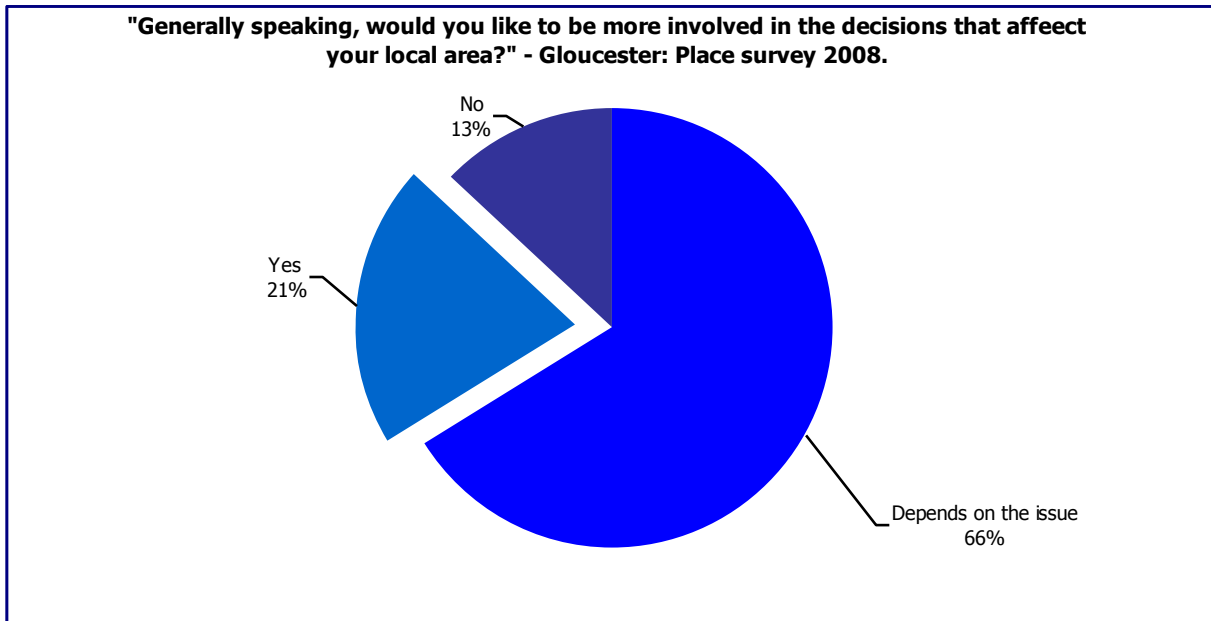
Significant differences between the demographic groups were calculated for this measure and appear below.

- Agreement that individuals can influence local decision-making is significantly higher for the 75+ (45.8%) age group, than it is for the 25-34 (24.8%) age group.
- Agreement that individuals can influence local decision-making is significantly higher amongst females (38.5%), than it is amongst males (29.9%).

6.3 Involvement in local decision making

Respondents were asked, “Generally speaking, would you like to be more involved in the decisions that affect your local area”? The results show that overwhelmingly, people’s level of desire to be involved very much depends on the issue at stake. The full results are presented below in figure 25.

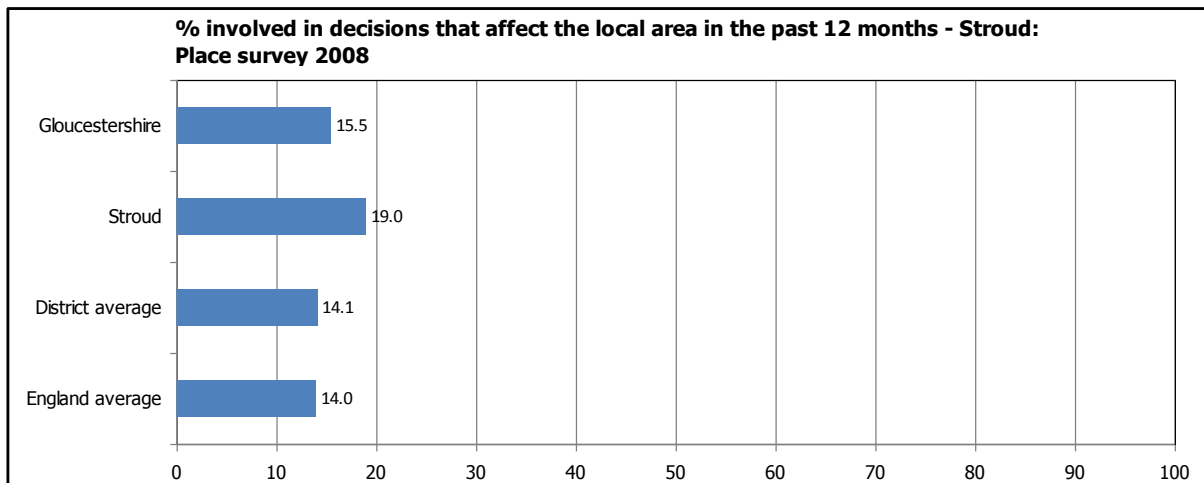
Figure 25.



Results that are also useful to present in this section are those to the question about whether or not the respondent has participated in decisions that affect the local area over the past year. This is used in the calculation of National Indicator 3.

Civic participation is seen as one of the principal means by which individuals exercise their empowerment for the benefit of their locality. This indicator looks to measure it in the local area by asking people to indicate the level to which they participate in things like being a local councillor, being on a local decision making group, or being on a local tenant's group. The results are presented below in figure 26.

Figure 26.



On this measure, the Stroud District scored above the Gloucestershire figure, and above average compared to all English DCs, and all English LAs.

There were no significant differences found amongst demographic groups for this measure.

7. Helping out.

7.1 Introduction

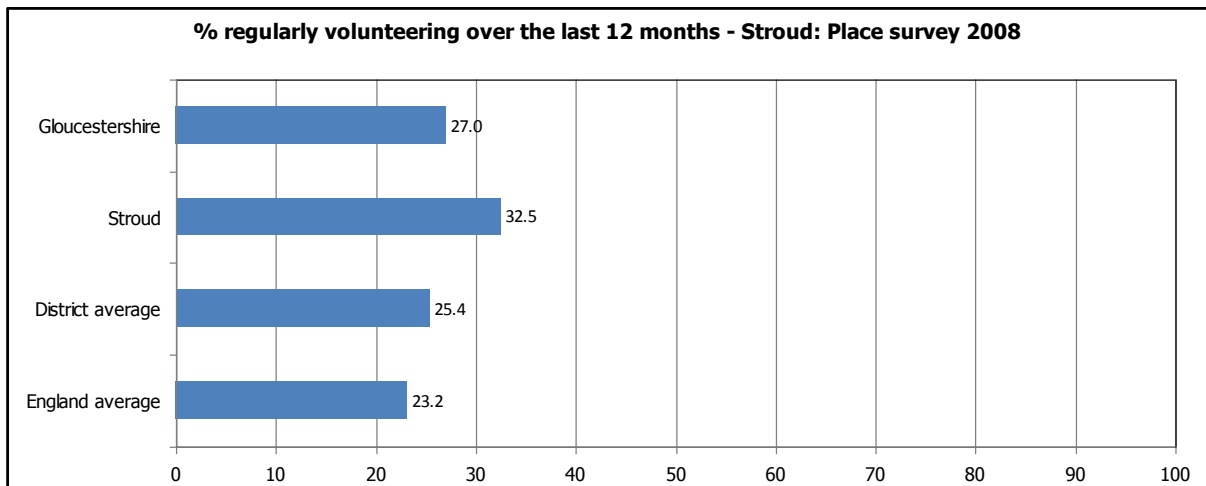
Volunteers are vital to support the activities of third sector organisations and the local public services. Regular volunteering was defined as giving unpaid help at least once a month in the twelve months prior to the survey.

7.2 Participation in regular volunteering

Sections 5 of the PS looked at the extent to which respondents participated in volunteering. This was used in the calculation of National Indicator 6.

The results for the Stroud District are presented below in figure 27.

Figure 27.



The results show regular volunteering in the Stroud District is above the figure for Gloucestershire, and all English DCs and LAs.

Significant differences between the demographic groups were calculated for this measure and appear below.

- People are significantly more likely to have participated in regular volunteering from the 45-54 (38.7%) age group, than from the 18-24 (12.5%) age group.

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8. Respect and consideration

8.1 Introduction

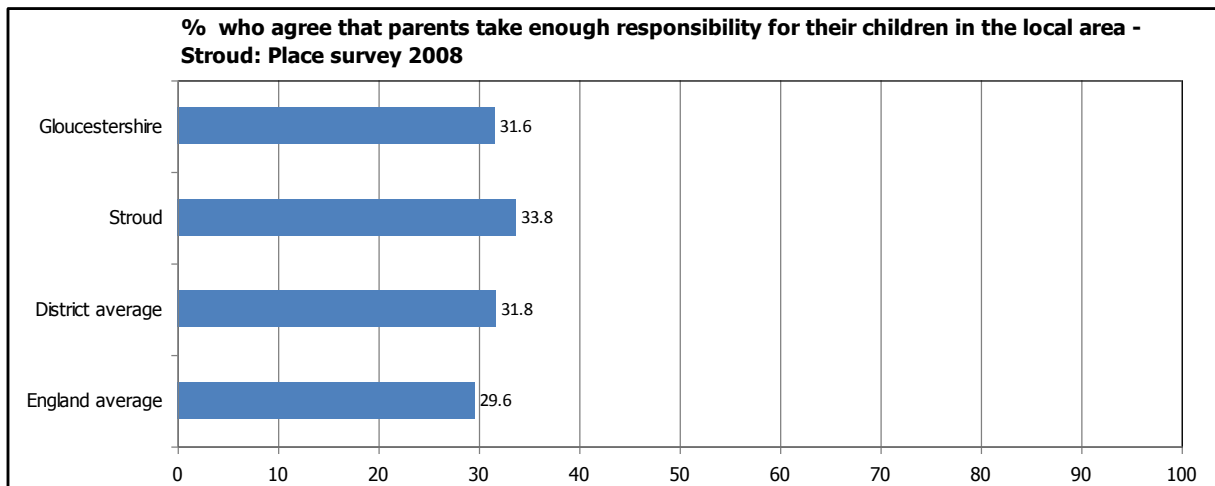
The final parts of the PS covered issues related to general respect and consideration in the local area, and community safety. Many of the questions are seen as key ways of gauging community cohesion in local areas.

8.2 The extent to which parents take enough responsibility for their children in the local area

Respondents were asked, “To what extent do you agree or disagree that in your local area, parents take enough responsibility for the behaviour of their children?” The results were used to arrive at the figure for National Indicator 22. This indicator was created to focus LAs and their partners on using the range of measures available to them to encourage and support effective parenting, and to take action to ensure parents are held responsible when their children behave in an unacceptable manner.

Figure 28 below shows the results for the Stroud District benchmarked against the averages for Gloucestershire, all English DCs, and the England LA average.

Figure 28.



Here the results put the agreement that parents in Stroud District take enough responsibility for the behaviour of their children above the Gloucestershire figure, and above the averages for all English DCs, and the overall average for English LAs. This factor emerged as a key driver of satisfaction with the way the SDC runs things above. Although relatively high, it is still clear there is room for improvement in the Stroud District.

Significant differences between the demographic groups were calculated for this measure and appear below.

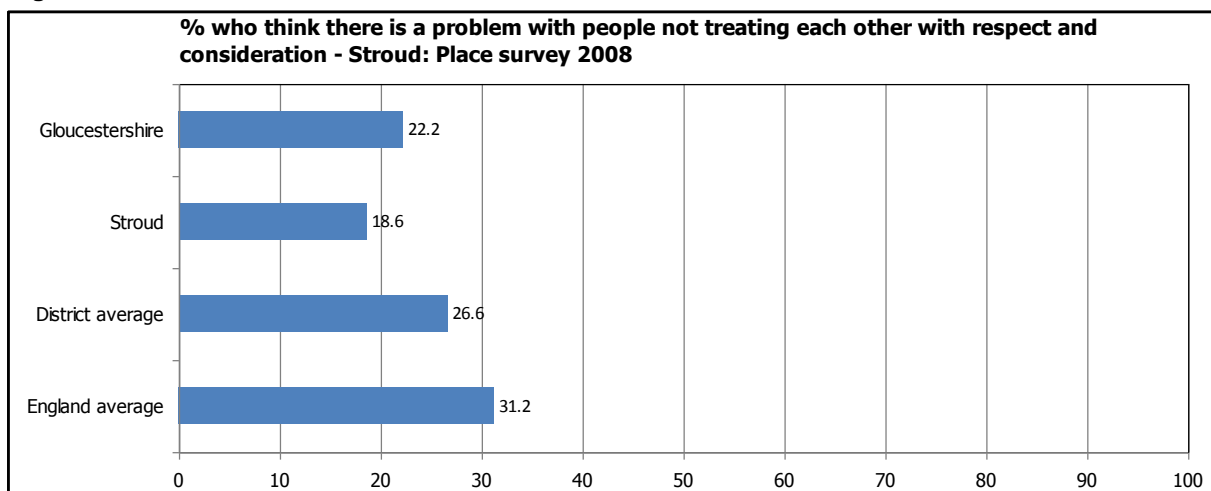
- Agreement that parents take enough responsibility for their children is significantly higher for the 35-44 (39.4%) age group, than it is for the 19-24 (14.1%) age group.
- Agreement that parents take enough responsibility for their children is significantly higher amongst females (38.4%), than it is amongst males (29.5%).

8.3 General respect and consideration

Figure 29 below shows the results to the question “In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration.” This question was used to work out National Indicator 23.

This indicator is intended to support LAs and their partners to take action to promote strong communities with shared values, and a feeling of shared respect and consideration.

Figure 29.



Here it appears the Stroud District fares better¹³ against the average for Gloucestershire, and the average of all English DCs, and English LAs overall.

However, with that said, around one fifth of people in the Stroud District still feel that there is a problem with people not treating each other with respect and consideration.

Significant differences between the demographic groups were calculated for this measure and appear below.

- Agreement that people do not treat each other with respect is significantly higher for the 18-24 (49%) age group, than it is for the 25-34 (26%), 35-44 (18%), 45-54 (22%), 55-64 (16%), 65-74 (11%), and 75+ (10%) age groups.
- Agreement that people do not treat each other with respect is significantly higher amongst the combined BME group (40%), than it is amongst the non BME group (17%).

¹³ For NI23, high scores are considered 'bad' since this is a measure of a 'problem'.

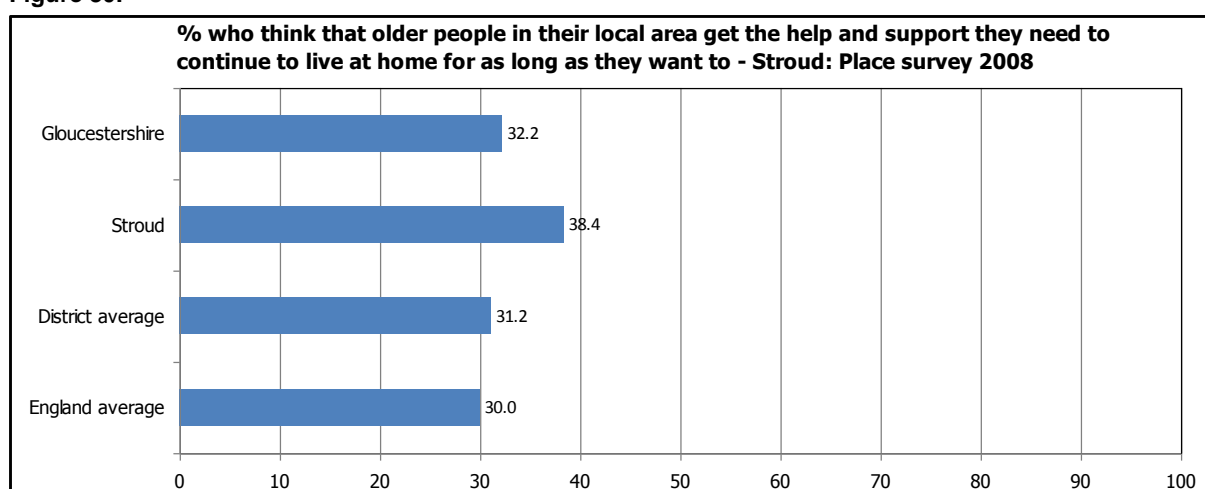
8.4 The extent to which older people receive the support they need to continue to live at home

Respondents were asked to indicate whether they felt older people are able to get the support they need to continue to live at home for as long as they want to. The results to this question are used to calculate National Indicator 139.

This indicator seeks to assess how far older people in a locality are getting the support and services they need to live independently at home. The measure is derived from all responses, and not just those of older people. This allows the views of everyone, including potential service users and existing ones, to be captured.

Figure 30 below contains the results for the Stroud District benchmarked against the Gloucestershire figure, and the averages for all English DCs, and all English LAs.

Figure 30.



The results show that the Stroud District scores above average when benchmarked against Gloucestershire, and the averages for all English DCs and all English LAs overall.

The results to the significance tests for the demographic groups are presented below.

- Agreement that older people receive the support they need to live independently is significantly higher for the 75+ (58.0%) age group, than it is for the 18-24 (29.8%), 25-34 (35.7%), 35-44 (25.9%), 45-54 (34.8%), and 55-64 (36.7%) age groups.
- Agreement that older people receive the support they need to live independently is significantly higher for the 65-74 (48.9%) age group, than it is for the 35-44 (25.9%) age group.
- Agreement that older people receive the support they need to live independently is significantly higher amongst disabled people (46.3%) than it is amongst non-disabled people (36.2%).

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9. Community Safety

9.1 Introduction

For the final section of the PS, respondents were asked to consider a series of community safety issues in relation to their local area. The main focus of this section of the PS were questions relating to anti-social behaviour, which has become a high profile issue at both the local, and national level.

9.2 Overall safety during the day and night

Respondents were asked to indicate how safe they feel “during the day”, and then again how safe they feel “after dark”. Table 6 below presents a “safety-index” score for each LA in Gloucestershire. This gives the difference between the percentage of respondents who answered saying they feel safe and unsafe during the day, and people saying they feel safe and unsafe after dark¹⁴.

The index reflects the variance as people go from being at one point of the scale when thinking about safety during the day, and at another point when thinking about their safety after dark. The maximum values available for the total columns for each time of the day are +200 and –200, with +200 meaning all respondents felt “very safe” and –200 meaning all respondents felt they were “very unsafe”. The index is the difference between the two.

For the safety-index, the maximum value is +400 which would indicate that all respondents felt “very safe” during the day, but “very unsafe” after dark. In other words, the larger the index value, the bigger the drop in perceptions of safety between day and night. Values close to zero mean there that opinions on safety do not change according to the time of day.

Table 6.

Rating safety during the day & after dark - Gloucestershire LA's: Place survey 2008

Area	Time period	VS	FS	NS	FUS	VUS	Safety index	
							Total	Index
Cheltenham	During the day	52.8	38.7	6.1	1.7	0.3	142	115
	After dark	11.4	40.8	18.7	21.5	7.6	27	
Cotswold	During the day	72.9	22.8	3.29	0.88	0.14	167	85
	After dark	25.6	49	11.7	9.7	4	83	
Forest	During the day	55.9	36	5.09	1.88	0.95	144	89
	After dark	18.7	44.6	16.7	12.9	7.2	55	
Gloucester	During the day	44.1	44.5	6.5	3.32	1.31	127	112
	After dark	5.3	44.8	18.6	19.7	10.7	14	
Stroud	During the day	62.8	30.5	4.49	1.88	0.18	154	93
	After dark	18.7	46.5	16.1	12.7	5.3	61	
Tewkesbury	During the day	58.8	34.5	4.67	1.8	0.1	150	100
	After dark	17.3	44.2	15.8	15.7	6.3	51	
Gloucestershire	During the day	57.6	34.9	5	1.97	0.5	147	100
	After dark	15.7	45	16.6	15.7	7.1	47	

The table shows that, although around 90% of people across Gloucestershire feel safe during the day, this number drops significantly when the respondent is asked to consider their safety after dark. This is most prevalent in Cheltenham Borough and Gloucester City, where only around half of people feel safe after dark.

¹⁴ The index takes in to account the response scale people were asked to use when indicating their strength of opinion. The scale had the following points awarded to it: “very safe” (+2); “fairly safe” (+1); “neither safe or unsafe” (0); “fairly unsafe” (-1); and “very unsafe” (-2).

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Table 7 below was produced to help illuminate the result for Stroud District further. Essentially, it shows for each age group and gender, where the big drops in confidence in personal safety occur between the day and night. This index is a simplified version of the previous one in that there are now only three possible response categories – “safe”, “neither safe or unsafe”, and “unsafe”, as opposed to the five response categories in table 6 above. This means the maximum index score is now +200 as opposed to +400.

Table 7

		Rating safety by age and gender - Stroud: Place survey 2008						
Age	Gender	% rating during the day			% rating after dark			Index
		Safe	Neither	Unsafe	Safe	Neither	Unsafe	
18-24	Male	46	27.3	27	45.5	0	54.5	27
	Female	92	0	8	39.5	15.8	44.7	89
25-34	Male	95	4.8	0	67.7	22.6	9.7	37
	Female	91	8.8	0	69.2	12.8	18	40
35-44	Male	93	5.7	1	80.8	12.8	6.4	17
	Female	94	5	2	60.5	17	22.5	54
45-54	Male	90	4.5	5	74.5	12.1	13.4	24
	Female	96	3.4	1	67.2	9.5	23.3	52
55-64	Male	93	4.7	3	64.9	21.6	13.5	39
	Female	97	1.6	2	67	16.8	16.2	44
65-74	Male	93	4.5	3	67	18.9	14.1	37
	Female	98	1.7	0	59.9	16.2	23.9	61
75+	Male	95	3.7	1	58.5	20.5	21	56
	Female	94	3.8	2	52	20.9	27	68

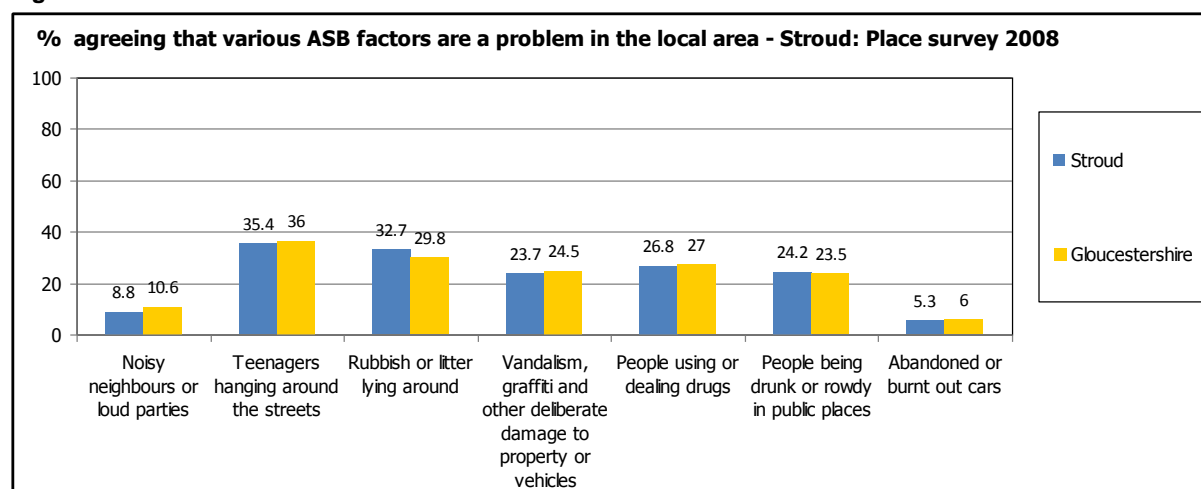
Unsurprisingly, the biggest drops in confidence occur for females, particularly in the younger (18-24) and older (75+) age groups. In addition, feelings of safety at night tend to generally decrease, as males get older as well.

9.3 Rating general anti-social behaviour related factors

Respondents were asked to rate how much of a problem they felt existed in their local area for seven key anti-social behaviour related factors. Several of these questions were used to calculate separate National Indicators, which are presented separately later.

Figure 31 below presented the results for the Stroud District against each factor benchmarked against the figure for Gloucestershire.

Figure 31.



In general, the Stroud District seems to score worst¹⁵ on problems relating to “teenagers ganging around the streets”, and “rubbish and litter lying around”. It is useful here to relate some of these figures back to the overall priorities for improvement in section 3.2.

9.3 Perceptions of anti-social behaviour in the local area

The seven factors were taken together to calculate a respondent’s overall perception of anti-social behaviour¹⁶. This was then used in the calculation of National Indicator 17. As mentioned in the introduction to this section, anti-social behaviour is a high profile national priority for Government. LAs are the key partner in tackling anti-social behaviour, and have statutory duties to enforce legislation.

The results for the Stroud District are presented below in figure 32, and are benchmarked against the figure for Gloucestershire, and the average for English DCs and all English LAs.

Figure 32.

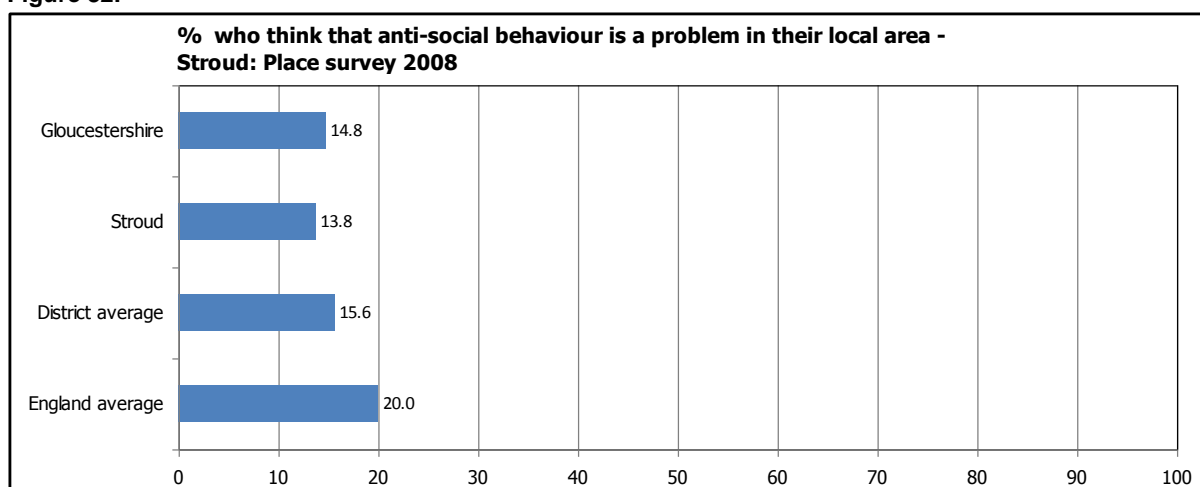


Figure 32 shows that the Stroud District is rated better¹⁷ than Gloucestershire, and is below the England average.

No significant differences amongst demographic groups were found for this question.

9.3 Mapping perceptions of anti-social behaviour in the local area

In an attempt to discover whether the ratings for perceptions of anti-social behaviour broadly make sense when related to local neighbourhoods, IDW was once again used to map perceptions of anti-social behaviour across the Stroud District. This time, the hot-spots for anti-social behaviour seemed to correlate with neighbourhoods where greater levels of crime and anti-social behaviour are typically observed.

In addition, a further spatial correlation was found between high perceptions of anti-social behaviour, and responses that tended to disagree that the Police and local public services seek local people’s views about crime and anti-social behaviour.

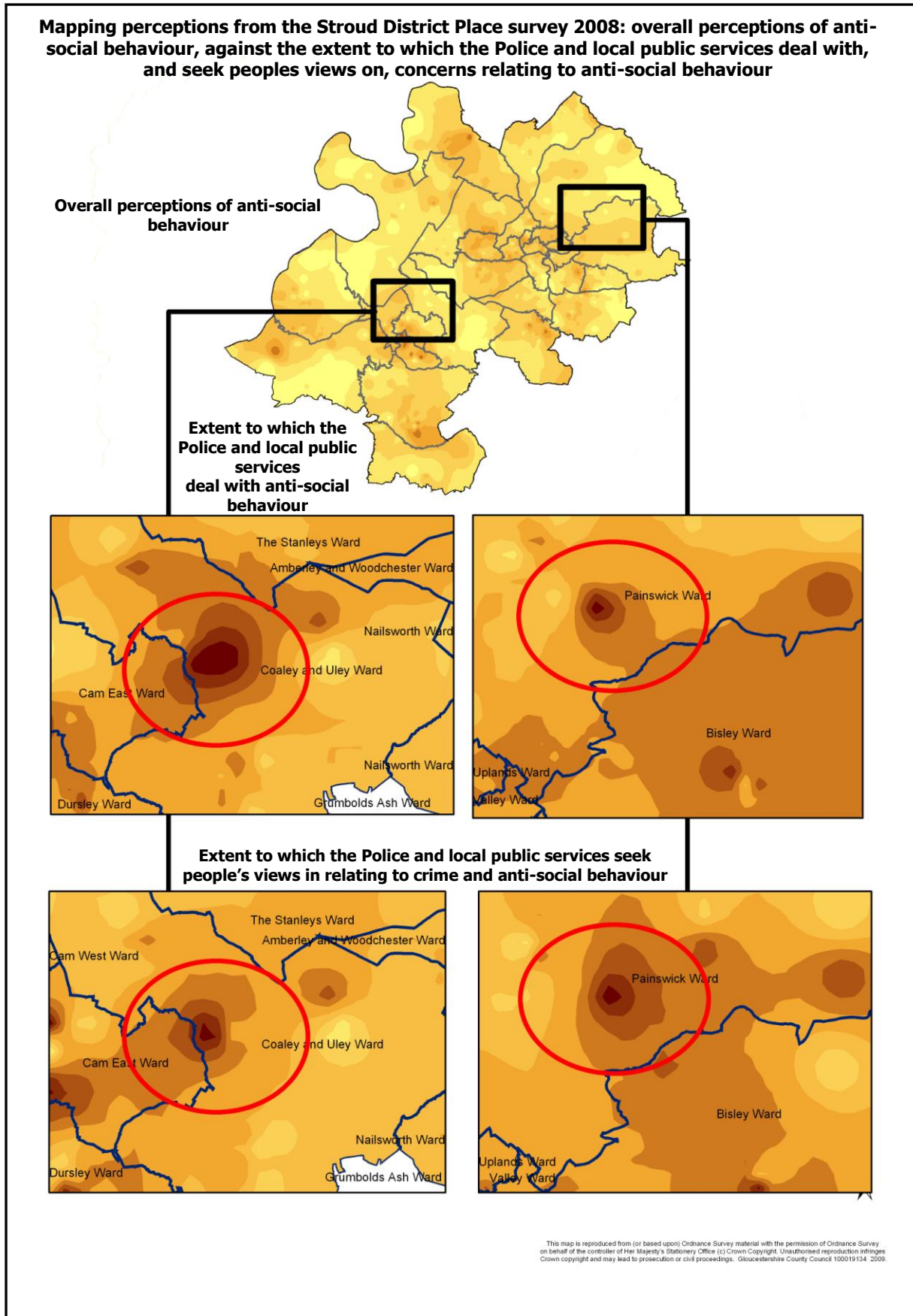
¹⁵ Here, high scores are considered ‘bad’ since this is a measure of a ‘problem’.

¹⁶ Responses were scored as follows: “A very big problem (3 points); “A fairly big problem” (2 points); “Not a very big problem” (1 point); and “Not a problem at all” or “No opinion” (0 points). The points were then added together for each respondent who answered questions relating to all seven measures. Any respondent scoring a total of 11 or more was considered to have a “high perception of anti-social behaviour”, whereas those respondents scoring 10 or less were considered to have a “low perception of anti-social behaviour”.

¹⁷ Here, high scores are considered ‘bad’ since this is a measure of a ‘problem’.

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Figure 33.



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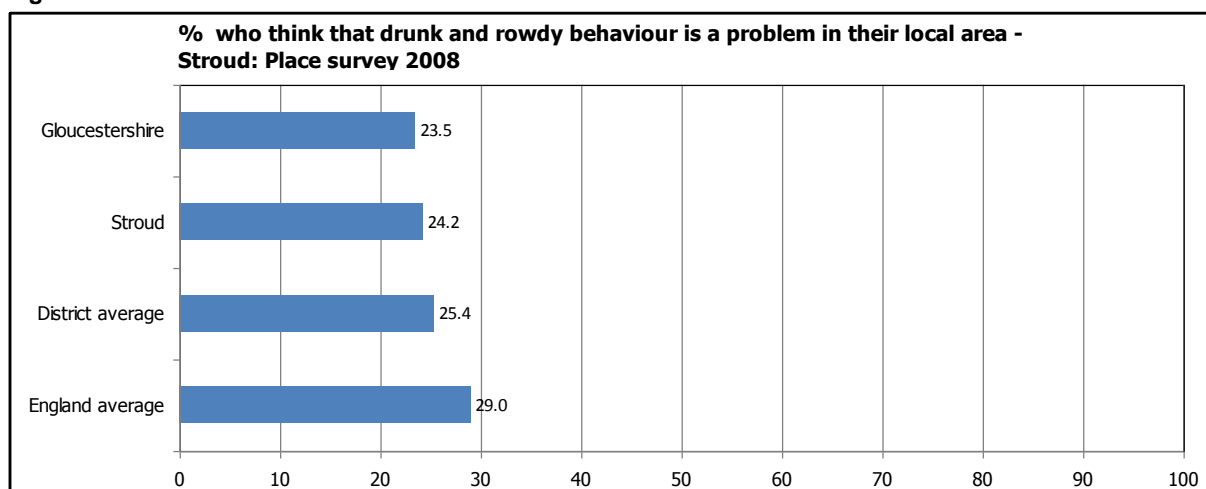
9.5 Perceptions of drunk & rowdy behaviour, and drug dealing in the local area

As mentioned above, two of the factors were taken separately to compute National Indicator 41 and National Indicator 42. The results for both are presented below.

In terms of NI41 for perceptions of drunk and rowdy behaviour being a problem; LAs are responsible for the licensing of premises and for securing and designing environments that reduce the likelihood of drunk or rowdy behaviour. This indicator will allow LAs to understand and pinpoint where the problem areas are, and design solutions to address particular problems.

The results are presented below in figure 34, with the Stroud District benchmarked against all English DCs, and all English LAs overall.

Figure 34.



On this measure, the Stroud District scores worse¹⁸ in comparison to Gloucestershire, but better than the averages for all English DCs.

Significant differences between the demographic groups were calculated for this measure and appear below.

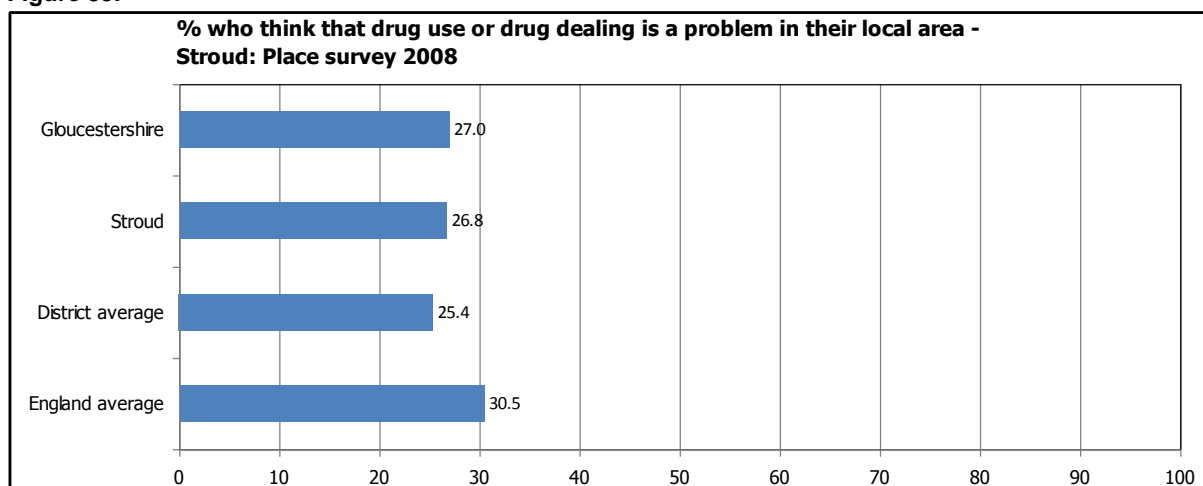
- Perception of drunk or rowdy behaviour as a problem in the local area are significantly higher for the 18-24 (43.3%), 25-34 (29.8%), and 35-44 (28.7%) age groups, than they are amongst the 75+ (11.3%) age group.

Figure 35 below presents the results for NI 42 for Stroud District, benchmarked against Gloucestershire, and averages for all English DCs and English LAs.

This indicator will help LAs and their partners to track over time, the progress of initiatives and enforcement action designed to reduce drug taking in local communities.

¹⁸ Here, high scores are considered 'bad' since this is a measure of a 'problem'.

Figure 35.



Despite almost a quarter of respondents believing that drug use or drug dealing is a problem in their local area, Stroud District still manages to score better on this measure than Gloucestershire, and the averages for all English DCs and English LAs.

No significant differences were found amongst the demographic groups for this measure.

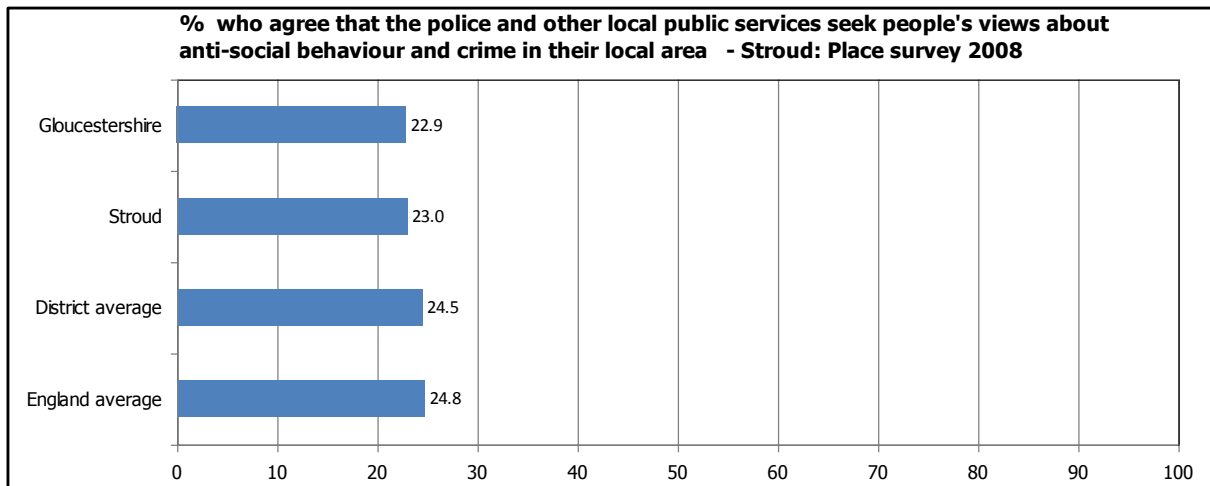
9.6 Dealing with anti-social behaviour in the local area

The final questions in the PS asked respondents to state the extent to which the Police and other local public services listened to concerns about anti-social behaviour, and were successfully dealing with anti-social behaviour.

These questions were taken separately to calculate National Indicator 27 (the extent to which the police and other local public services seek people's views about anti-social behaviour and crime in their local area), and National Indicator 21 (the extent to which the Police and other local public services are successfully dealing with anti-social behaviour and crime in the local area).

Taking NI27 first; this indicator measures confidence in local agencies to seek views on anti-social behaviour and crime in the local area. Figure 36 benchmarks the Stroud District against the figure for Gloucestershire, and the averages for English DCs and English LAs overall.

Figure 36.



Here, the Stroud District scores about the same as the figure for Gloucestershire, but marginally lower than the English DC and English LA averages.

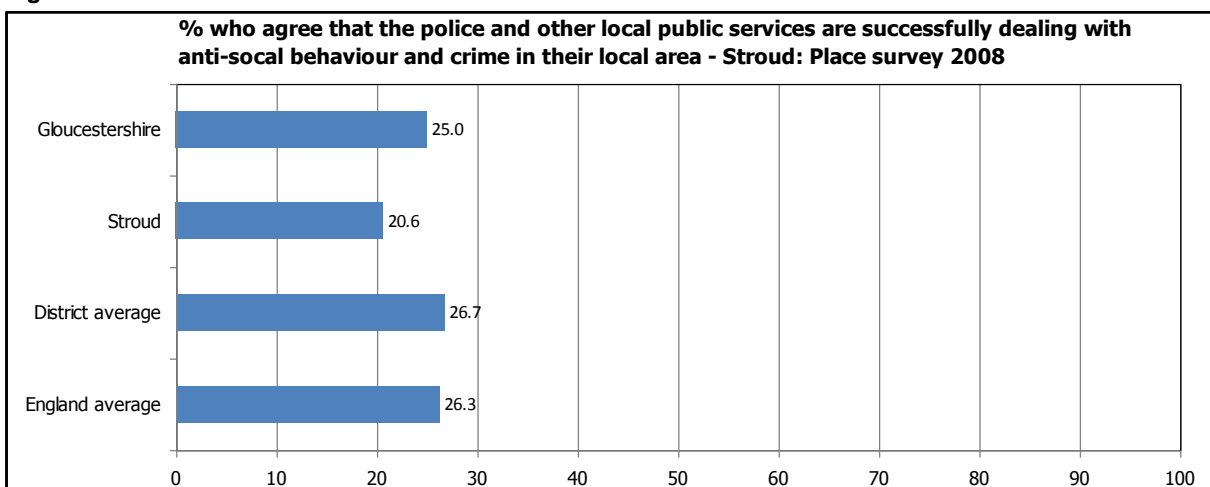
Significant differences between the demographic groups were calculated for this measure and appear below.

- Agreement that the local council and police have an understanding of local concerns about community safety is significantly higher for the 65-74 (30.8%) age group, than it is for the 18-24 (4.7%), and 25-34 (15.6%) age groups.
- Agreement that the local council and police have an understanding of local concerns about community safety is significantly higher for the 55-64 (28.0%) age group, than it is for the 18-24 (4.7%) age group.

The final indicator measured by the PS was NI21. This is an indicator of people's view about those issues, which are important to their quality of life. It is a measure of the confidence that local people have in local agencies being able to deal with anti-social behaviour issues.

Figure 37 below benchmarks the Stroud District against the figure for Gloucestershire, and the averages for English DCs and English LAs overall.

Figure 37.



The results show that agreement that the police and local public services are successfully dealing with anti-social behaviour and crime is comparatively lower in Stroud District than it is for Gloucestershire, English DCs and English LAs overall. This and the question before

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should be considered in relation to the fact that a top priority for improvement amongst Stroud District residents is “the level of crime”.

Significant differences between the demographic groups were calculated for this measure and appear below.

- Agreement that the local council and police are dealing with local concerns about community safety is significantly higher for the 55-64 (26.0%), and 65-74 (28.9%) age groups, than it is for the 25-34 (11.6%) age group.
- Agreement that the local council and police are dealing with local concerns about community safety is significantly higher amongst females (24.4%), than it is amongst males (16.7%).

10. Conclusion

The Place Survey gives a solid indication of some of the issues affecting local people in the Stroud District. Satisfaction with the area and home is improving over time and remains very high overall. In addition, measures related to the sense of belonging, and extent to which people from different backgrounds get on well together also score well.

People from all across Stroud District have a similar set of ideas when it comes to describing which things need to be focused on to improve their local area. The same things seem to surface: improving the cleanliness of the streets; dealing with some of the issues related to crime and anti-social behaviour; public transport, and being generally more informed by the District Council and other public services about what is going on in their area.

In addition, perceptions of local public services are mixed, and there appears to be some disagreement amongst local people that public services are changing things for the better. Satisfaction with the Police rates at only about fifty percent, and only quarter of residents feel the Police and other local public services are actually managing to deal with crime and anti-social behaviour issues.

Furthermore, whilst one half of local residents agree that the Stroud District Council is generally doing a good job of running things, only a third feel they are getting value for money. This is no doubt driven by the fact that satisfaction with local public services is variable - being high with things like refuse collection, and recreational destinations such as libraries, but less so with general cleanliness, and local transport.

This report has highlighted some of the key areas for Stroud District Council and its partners to look at when deciding where intervention measures should be focused. It will be interesting to note how things change in the intervening years between surveys as a result of the responses residents in the Stroud District gave this time around.