

Bournemouth Opinion Survey 2013

Boscombe West Ward Analysis

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


Introduction

The Bournemouth Opinion Survey was conducted in the last quarter of 2013 and followed the same methodology as the 2012 Bournemouth Opinion Survey. This report summarises the results of the survey for the ward of Boscombe West and makes comparisons to the 2012 survey and the 2008 Place Survey where possible.

The 2013 Boscombe West results are based on 344 responses and a margin of error of +/- 5.2. The 2012 Boscombe West results are based on 146 responses and the 2008 results are based on 112 responses.

A traffic light system is used in the tables within this report to show how Boscombe West rates when compared to the whole of Bournemouth:

-  +5% or more of the Bournemouth average
-  Within 5% of the Bournemouth average
-  -5% or less of the Bournemouth average

Arrows used in tables show the direction of travel for Boscombe West 2013 results compared to Boscombe West 2012 results. Arrows have only been used to show direction of travel where it falls outside of the margin of error.

Sections have been colour coded to show overall how Boscombe West is performing in that area compared to the whole of Bournemouth.

Boscombe West Profile

The average age of residents is older than the England and Wales average at 38.2 years. It is an ethnically diverse ward with a smaller proportion of White-British than England and Wales. The largest ethnic group is 'white other' (20.2%).

As at October 2013, ward unemployment stood at 6.6% which is over double that of Bournemouth (2.4%) and the UK (3.1%). Over 68% of the ward is classified as the MOSAIC¹ group of 'young, well-educated city dwellers'. Although this group does not appear to represent the area, almost all the postcodes fall within the type of 'transient singles, poorly supported by families and neighbours'.

Please see appendix 1 for a breakdown of the Boscombe West respondents to the 2013 survey.

¹ MOSAIC groups are Experian's consumer classification categories based on their in-depth statistical analysis of a wealth of demographic data and market research sources. Experian have identified 67 household types and 15 groups. Each postcode in the country has been allocated a MOSAIC group and type that best generalises the 'type' of people who tend mostly to live in this postcode.

Summary

This report has been broken down into the following sections. Click on the links to go to the section within the report.

-  [Perceptions of the Council](#)
-  [Local Community](#)
-  [Council Services](#)
-  [Community Safety & Anti-Social Behaviour](#)
-  [Health & Wellbeing](#)
-  [Council Communication & Contact](#)

Perceptions of the Council

The table below shows the perceptions of Bournemouth Council from respondents in Boscombe West compared to the whole of Bournemouth. Four of the seven measures have decreased outside of the margin of error since 2012. Overall satisfaction with the way the Council runs things has increased by 2% but is within the margin of error and is still well below the Bournemouth average. The percentage of respondents in Boscombe West who speak positively about the Council has increased from 43% to 47% and is 8% above the Bournemouth average of 39%.

	Boscombe West 2008	Boscombe West 2012	Boscombe West 2013	B'mouth 2013
Overall satisfaction with the way Bournemouth Council runs things (% satisfied)	38	54	56	66
Bournemouth Council provides value for money (% agree)	26	50	45	51
Speak positively about Bournemouth Council (% a great deal/a fair amount)	N/A	43	47	39
Bournemouth Council acts on the concerns of local residents (% a great deal/a fair amount) ²	48	65	57 ↓	63
Bournemouth Council keeps residents well informed about services (% very well/fairly well) ³	31	59	52 ↓	58
Trust in Bournemouth Council (% a great deal/a fair amount)	N/A	76	67 ↓	67
Bournemouth Council seeks out people's views on issues and services (% a great deal/a fair amount)	N/A	61	51 ↓	47

² In 2008 this question related to 'local public services', in 2012 and 2013 it referred to 'Bournemouth Borough Council' only.

³ See note 2.

Council Services

Satisfaction with local transport information, although decreasing by 3%, remained above the Bournemouth average as did satisfaction with local bus services. Usage of local bus services was third highest in Boscombe West compared to all other wards.

Satisfaction with doorstep recycling has decreased by 15% from 80% in 2012 to 65% in 2013 and is the lowest of all the wards. Satisfaction with local tips has decreased by 3% and is the lowest of all the wards.

Satisfaction with sport and leisure facilities, libraries and museums and galleries have all increased although they still remain below the Bournemouth average.

Satisfaction with (% satisfied)	Boscombe West 2008	Boscombe West 2012	Boscombe West 2013	B'mouth 2013
Keeping land clear of litter and refuse	58	66	65	70
Refuse collection	66	80	81	88
Doorstep recycling	65	80	65 ↓	79
Local tips / household recycling centres	57	63	60	75
Local transport information	65	75	72	68
Local bus services	67	78	79	75
Sport / leisure facilities	41	45	55 ↑	70
Libraries	74	68	74 ↑	80
Museums / galleries	45	47	51	54
Theatres / concert halls	69	72	69	69
Parks and open spaces	71	79	78	82
Seafront	N/A	93	88	89

Respondents in Boscombe West identified the following as being the top 5 priorities for Bournemouth Council:

- Making Bournemouth safer (62%)
- Regenerating and improving the most deprived areas of Bournemouth (51%)
- Protecting adults and children at risk of harm or abuse (48%)
- Stimulating the creation of jobs and prosperity (41%)
- Protecting and improving parks and open spaces (34%)

These priorities are broadly consistent with responses from other wards.

In the 2013 survey, all respondents were asked if they had heard of any of the work being done by the Boscombe Regeneration Partnership to improve Boscombe. Over one third of Bournemouth respondents (35%) had heard of the work being done by the partnership. This figure increased to 41% amongst Boscombe West respondents.

Council Communication & Contact

Just over one quarter of respondents in Boscombe West (26%) had contacted the Council in person for information or advice in the last twelve months which is in line with Bournemouth overall. Contacting the Council by telephone or website were the most preferred methods of contact for respondents from Boscombe West which reflects the preferred methods for Bournemouth respondents overall.

Method of Contacting the Council	% <u>contacting the Council in the last twelve months</u> to get information or advice		% <u>Preferred method</u> to contact the Council to get information or advice	
	Boscombe West	Bournemouth	Boscombe West	Bournemouth
In person	26	23	29	25
Telephone	54	52	52	57
Website	45	44	45	47
Email	9	13	25	28
Post	5	6	6	8
Facebook or Twitter	2	1	4	4

Fewer than nine in ten respondents in Boscombe West (87%) found it easy to contact the Council for information and advice which mirrors the Bournemouth average of 87%.

Just under three quarters of respondents in Boscombe West (74%) had access to the internet at home which is a decrease of 3% when compared to the 77% of respondents in Boscombe West who had access to the internet at home in 2012. The Bournemouth average for having access to the internet at home was 80%.

Respondents in Boscombe West were most likely to find out about Council news and decisions from the Daily Echo (53%), BH Life magazine (41%) and word of mouth (36%). The percentage of Boscombe West respondents citing BH Life magazine as one of their top three main sources of information has increased significantly from 24% in 2012 to 41% in 2013.

Local Community

Almost three fifths of respondents in Boscombe West (57%) were satisfied with their local area as a place to live which is a 12% increase since 2012. Despite this increase, the percentage of respondents in Boscombe West who were satisfied with their local area is still the lowest compared to all other wards.

Just over half of respondents in Boscombe West (52%) felt a strong sense of belonging to their local area compared to just under two thirds of Bournemouth respondents overall (64%). The percentage of respondents in Boscombe West who felt a strong sense of belonging has decreased by 4% since 2012.

The percentage of respondents in Boscombe West who agreed that people from different ethnic backgrounds get on well together has decreased from 56% in 2012 to 52% in 2013 and is below the Bournemouth average of 61%.

The percentage of respondents in Boscombe West who agree that people in the area pull together to improve the local area has decreased by 9%, from 38% in 2012 to 29% in 2013 and is below the Bournemouth average of 35%.

	Boscombe West 2008	Boscombe West 2012	Boscombe West 2013	B' mouth 2013
Satisfaction with local area as a place to live (% satisfied)	55	45	57 ↑	81
How strongly do you feel you belong to your local area? (% strong sense of belonging) ⁴	28	56	52	64
Your local area is a place where people from different ethnic backgrounds get on well together (% agree) ⁵	66	56	52	61
People in this area pull together to improve the local area (agree)	N/A	38	29 ↓	35

⁴ In 2008 this question referred to 'immediate neighbourhood' rather than 'local area'

⁵ In 2008 this question referred to 'different backgrounds' rather than 'different ethnic backgrounds'

Community Safety & Anti-Social Behaviour

The percentage of respondents in Boscombe West feeling safe after dark has increased by 3%, from 30% in 2012 to 33% in 2013 although it is still the lowest of all the wards in Bournemouth. Feelings of safety during the day have remained stable since 2012 but are the second lowest of all the wards in Bournemouth.

Overall perceptions of anti-social behaviour were highest in Boscombe West compared to all other wards although they have decreased by 4% since 2012. Just under half of respondents in Boscombe West (47%) perceived high levels of anti-social behaviour compared to one fifth of Bournemouth respondents overall (20%). With the exception of noisy neighbours and vandalism, Boscombe West is in the bottom three wards for all community safety and anti-social behaviour measures.

The percentage of respondents in Boscombe West who thought groups hanging around the streets was a problem has decreased by 8% since 2012. There has also been a decrease in the percentage of respondents in Boscombe West thinking that people using or dealing drugs was a problem (9% decrease) and untidy gardens being a problem (7% decrease). There has been a 3% increase in the percentage of respondents thinking that rubbish or litter lying around is a problem with now half of Boscombe West respondents (50%) identifying this as a problem.

	Boscombe West 2008	Boscombe West 2012	Boscombe West 2013	B' mouth 2013
How safe you feel when outside in your local area after dark (% safe)	15	30	33	52
How safe you feel when outside in your local area during the day (% safe)	77	71	72	85
Higher level perceptions of anti-social behaviour (%)	52	51	47	20
Groups hanging around the streets ⁶ (% a problem)	48	62	54 ↓	33
Vandalism, graffiti and other deliberate damage to property or vehicles (% a problem)	44	41	42	26
Noisy neighbours or loud parties (% a problem)	36	32	34	22
Rubbish or litter lying around (% a problem)	50	47	50	34
People being drunk or rowdy in public places (% a problem)	80	82	80	39
People using or dealing drugs (% a problem)	81	89	81 ↓	40
Untidy gardens (% a problem)	N/A	36	29 ↓	20

⁶ In 2008 this question related to 'groups of teenagers'.

Health & Wellbeing

Just under two thirds of respondents in Boscombe West (64%) described their health as good which is a 2% decrease when compared to 2012 but within the margin of error. Just over seven in ten respondents in Boscombe West (71%) have adequate social contact which is a decrease of 4% when compared to 2012 and is the second lowest rate of all the wards in Bournemouth.

Respondents were asked how satisfied they are overall with their life nowadays on a scale of one to ten. Over half of respondents in Boscombe West (57%) rated their life as seven or more out of ten. This was significantly below the Bournemouth average of 71% and the second lowest of all the wards in Bournemouth. Just under one fifth of Boscombe West respondents (18%) rated their life as four or less compared to 11% of Bournemouth residents overall.

	Boscombe West 2008	Boscombe West 2012	Boscombe West 2013	B'mouth 2013
% having good health and wellbeing	N/A	66	64	70
% having at least adequate social contact	N/A	75	71	83
% rating satisfaction with their life as 7 or more out of 10	N/A	N/A	57	71

APPENDIX 1: RESPONSE PROFILE

Strand	Sub-group	Respondents	%
Gender	Male	160	47%
	Female	179	52%
Age	16-24	10	3%
	25-34	62	18%
	35-44	50	15%
	45-54	73	21%
	55-64	54	16%
	65+	93	27%
Children under 18 years in household	None	271	80%
	One	46	14%
	Two	20	6%
	Three	3	1%
	Four	0	0%
	More than four	0	0%
Adults 18 years or over in household	None	62	18%
	One	150	44%
	Two	107	32%
	Three	8	2%
	Four	5	1%
	More than four	7	2%
Disability	Disabled	117	35%
	Not disabled	221	65%
Work Status	Full-time	107	32%
	Part-time	38	11%
	Self employed	25	7%
	Training programme	1	0%
	Full-time education	3	1%
	Unemployed	13	4%
	Sick / disabled	42	13%
	Retired	89	27%
	Looking after home	13	4%
	Doing something else	4	1%
Ethnicity	White British	265	79%
	Black and minority ethnic (BME)	70	21%
Housing Tenure	Owned outright	60	18%
	Buying on mortgage	61	18%
	Rent from Council	19	6%
	Rent from Housing Association/Trust	26	8%
	Rent from private landlord	163	48%
	Other	12	4%