

Bournemouth Opinion Survey 2012

Boscombe West Ward Analysis

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Introduction

The Bournemouth Opinion Survey¹ was conducted in the last quarter of 2012 and followed a similar methodology to the Place Survey 2008. This report summarises the results of the survey for the ward of Boscombe West and makes comparisons to the 2008 Place Survey where questions were included in both surveys.

The Boscombe West results are based on 146 overall responses for 2012 and 112 responses for 2008 comparisons.

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 2012 results compared to Boscombe West 2008 results. Arrows have only been used to show direction of travel where it falls outside of the margins 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

Boscombe West has the highest population density of all the wards in Bournemouth and is the fourth most densely populated in the South West. Nearly 54% of the population are aged 18-44 compared with 37% in England and Wales. Less than 69% of residents describe themselves as white British with just over one fifth of the population classifying themselves as white other with the next largest group as other British Asian (1.7%).

As at April 2011, ward unemployment stood at 7.7% which is over double that of Bournemouth (3.4%) and the UK (3.8%). Over 68% of the ward is classified as the MOSAIC² 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'.

¹ [Bournemouth Opinion Survey Full Report](#)

² 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. With the exception of satisfaction with the way Bournemouth Council runs things, it is a positive picture with four measures 5% or more above average (shown in green) and two measures within 5% of the average (shown in amber). Respondents in Boscombe West scored top compared to all other wards for trust in Bournemouth Council and Bournemouth Council seeking out people's views.

It is also a positive picture when comparing 2012 Boscombe West results to 2008 Boscombe West results with all comparable measures improving (arrows show direction of travel).

	Boscombe West 2008	Boscombe West 2012	Bournemouth 2012
Overall satisfaction with the way Bournemouth Council runs things (% satisfied)	38	54 ↑	64
Bournemouth Council provides value for money (% agree)	26	50 ↑	47
Speak positively about Bournemouth Council (% a great deal/a fair amount)	N/A	43	41
Bournemouth Council acts on the concerns of local residents (% a great deal/a fair amount) ³	48	65 ↑	64
Bournemouth Council keeps residents well informed about services (% very well/fairly well) ⁴	31	59 ↑	60
Trust in Bournemouth Council (% a great deal/a fair amount)	N/A	76	65
Bournemouth Council seeks out people's views on issues and services (% a great deal/a fair amount)	N/A	61	47

³ In 2008 this question related to 'local public services', in 2012 it referred to 'Bournemouth Borough Council' only.

⁴ See note 3.

Council Services

The level of satisfaction with council services amongst respondents from Boscombe West was mixed. Satisfaction with local transport information and local bus services was third highest of all the wards in Bournemouth. Usage of these two services was highest in Boscombe West compared to all other wards.

Satisfaction with sports and leisure facilities was lowest in Boscombe West compared to all other wards and satisfaction with libraries was third lowest. Usage for these two services was amongst the highest of all the wards but usage may decrease if satisfaction levels remain low.

Satisfaction with theatres and concert halls was third highest in Boscombe West although usage was low. Satisfaction with the seafront was second highest in Boscombe West and usage was just above average.

With the exception of libraries, satisfaction with all council services has improved since 2008.

Satisfaction with (% satisfied)	Boscombe West 2008	Boscombe West 2012	Bournemouth 2012
Keeping land clear of litter and refuse	58	66 ↑	72
Refuse collection	66	80 ↑	89
Doorstep recycling	65	80 ↑	80
Local tips / household recycling centres	57	63	73
Local transport information	65	75 ↑	66
Local bus services	67	78 ↑	73
Sport / leisure facilities	41	45	65
Libraries	74	68	77
Museums / galleries	45	47	47
Theatres / concert halls	69	72	64
Parks and open spaces	71	79 ↑	83
Seafront	N/A	93	86

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

- Making Bournemouth safer (62%)
- Protecting adults and children at risk of harm or abuse (63%)
- Regenerating and improving the most deprived areas of Bournemouth (49%)
- Increasing the supply of affordable decent housing (42%)
- Attracting jobs and businesses to Bournemouth (40%)

These priorities are consistent with responses from other wards.

Council Communication & Contact

Just over one third of respondents in Boscombe West had contacted the council in person for information or advice in the last twelve months compared to one fifth of Bournemouth respondents 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	31	20	26	20
Telephone	45	53	46	56
Website	32	43	38	44
Email	13	14	30	25
Post	14	8	10	9
Facebook or Twitter	1	2	7	3

Just over three quarters of respondents in Boscombe West (77%) had access to the internet at home which is only just below the average of 79% for Bournemouth respondents overall.

Respondents in Boscombe West were most likely to find out about council news and decisions from the Daily Echo (50%), the Council's main website (36%) and word of mouth (33%). The key source of information for Bournemouth respondents overall was BH Life magazine (54%) but only 24% of Boscombe West respondents identified this as one of their top three sources.

Nine in ten respondents (90%) in Boscombe West found it easy to contact the council which is slightly higher than the average of 87% for Bournemouth respondents overall.

Local Community

Less than half of respondents in Boscombe West (45%) were satisfied with their local area as a place to live, the lowest compared to all other wards. This represents a decrease of 10% when comparing the level of satisfaction in Boscombe West in 2008 (55%).

Over half of respondents in Boscombe West (56%) felt a strong sense of belonging to their local area compared to three quarters of Bournemouth respondents overall (66%). The percentage of respondents in Boscombe West who felt a strong sense of belonging has doubled since 2008 (28%) although the wording of the question changed from 'immediate neighbourhood' in 2008 to 'local area' in 2012.

The percentage of respondents in Boscombe West who agreed that people from different ethnic backgrounds get on well together decreased from 66% in 2008 to 56% in 2012 (although the wording of the question changed from 'different backgrounds' in 2008 to 'different ethnic backgrounds' in 2012).

Nearly two fifths of respondents in Boscombe West (38%) agreed that people in the area pull together to improve the local area which is just above the average of 37% for Bournemouth respondents overall.

	Boscombe West 2008	Boscombe West 2012	Bournemouth 2012
Satisfaction with local area as a place to live (% satisfied)	55	45 ↓	80
How strongly do you feel you belong to your local area? (% strong sense of belonging)	28	56 ↑	66
Your local area is a place where people from different ethnic backgrounds get on well together (% agree)	66	56 ↓	60
People in this area pull together to improve the local area (agree)	N/A	38	37

Community Safety & Anti-Social Behaviour

Less than one third of respondents in Boscombe West (30%) felt safe when outside after dark although this figure has doubled from 15% in 2008. The percentage of respondents in Boscombe West who felt safe during the day decreased from 77% in 2008 to 71% in 2012. Feelings of safety in Boscombe West both during the day and after dark were the lowest of all the wards in Bournemouth.

Overall perceptions of anti-social behaviour were highest in Boscombe West compared to all other wards. Just over half of respondents in Boscombe West (51%) perceived high levels of anti-social behaviour compared to less than one fifth of respondents of Bournemouth respondents overall (19%).

Overall perceptions in Boscombe West seem to mirror the actual picture as Boscombe West had the second highest rate of anti-social behaviour reported to the police in 2012/13. The highest rate was in Central ward. However, there has been an overall reduction of 7% in reported incidents of anti-social behaviour in Boscombe West in 2012/13 compared to 2011/12.

	Boscombe West 2008	Boscombe West 2012	Bournemouth 2012
How safe you feel when outside in your local area after dark (% safe)	15	30 ↑	50
How safe you feel when outside in your local area during the day (% safe)	77	71	87
Higher level perceptions of anti-social behaviour (%)	52	51	19
Groups hanging around the streets ⁵ (% a problem)	48	62 ↑	30
Vandalism, graffiti and other deliberate damage to property or vehicles (% a problem)	44	41	26
Noisy neighbours or loud parties (% a problem)	36	32	19
Rubbish or litter lying around (% a problem)	50	47	32
People being drunk or rowdy in public places (% a problem)	80	82	38
People using or dealing drugs (% a problem)	81	89	41
Untidy gardens (% a problem)	N/A	36	21

The percentage of respondents in Boscombe West who thought people being drunk or rowdy were a problem (82%) and people using or dealing drugs were a problem (89%) were more than double that of Bournemouth respondents overall.

⁵ In 2008 this question related to 'groups of teenagers'.

Health & Wellbeing

Two thirds of respondents in Boscombe West (66%) described their health as good which is just below the average of 68% for Bournemouth respondents overall. Three quarters of respondents in Boscombe West (75%) said they have sufficient social contact which was joint lowest with Redhill and Northbourne when compared to all wards in Bournemouth.

	Boscombe West 2008	Boscombe West 2012	Bournemouth 2012
% having good health and wellbeing	N/A	66	68
% having at least adequate social contact	N/A	75	85