

West Howe Residents' Survey 2015



Produced by the Corporate Consultation and Research Team

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1. Introduction

Bournemouth Borough Council conducted a residents' survey across the Borough in September and October 2015. The survey used a similar questionnaire and methodology to the Place Survey, a statutory survey which was last carried out in 2008 after which time it was no longer mandatory for local authorities to carry out a residents' survey. No further research of this kind was carried out in Bournemouth until 2012

Many of the survey questions were included in the 2014 survey of West Howe residents so we can track change over time. Throughout this survey we will compare results for West Howe in 2015 to those from 2014 and to those for Bournemouth as a whole in 2015.

1.1. Methodology

A paper questionnaire was sent to 11,555 households across the Borough and included a boosted sample of 2,000 residents from the West Howe area to enable more in-depth analysis of results for West Howe. An option for online completion was offered though take-up of this was low. The survey was issued on Wednesday 2nd September 2015 with a reminder issued on 5th October. The survey closed on Monday 9th November.

In total 3,260 responses were received from across the Borough (28% response rate), of which 526 were from West Howe (26% response rate).

1.2. Results

The number of responses received means that we have a reasonable level of confidence in the results. On an observed statistic of 50% the 95% confidence interval is +/- 3.76%. This means that we can be reasonably confident that if we surveyed the whole population of West Howe the results would fall between 46.24% and 53.76%.

Results have been weighted by age, gender, ethnicity and disability to ensure that they reflect the views of the whole population. In addition, the results were weighted by ward so that the boosted samples in West Howe and in Boscombe West did not unduly bias the overall results. In order to remain consistent with the results reported separately for the Borough as a whole, this weighting has been retained for this report. The ward weighting does not impact on the percentage results for West Howe, but where the base number of respondents is shown it will appear much smaller than the actual number of responses received. Appendix 1 shows the weighted and unweighted respondent counts for each of the demographic groups.

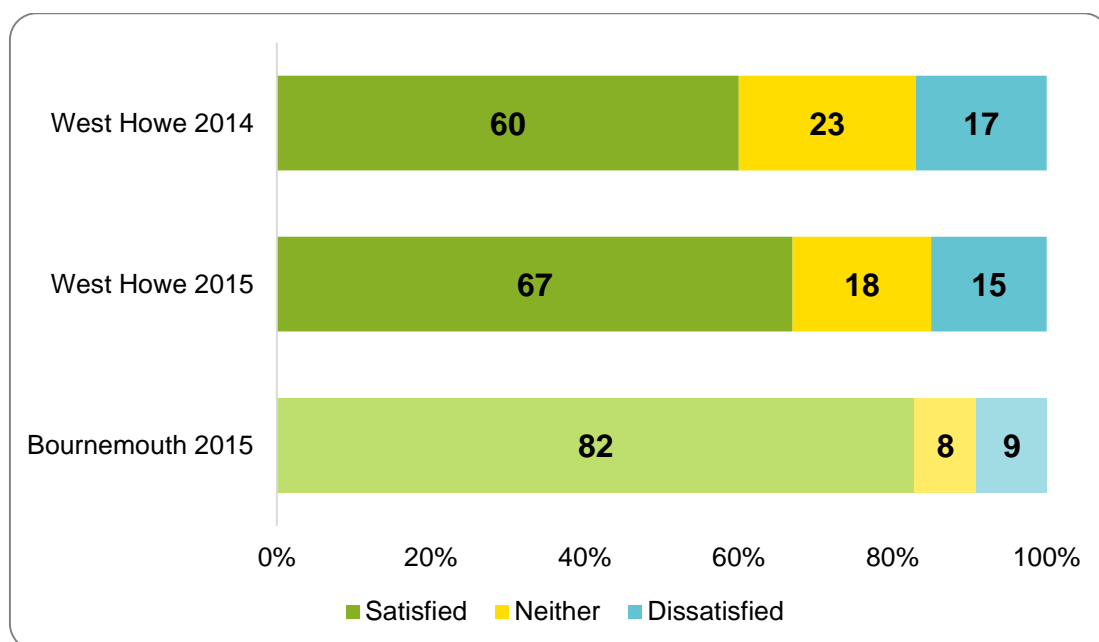
Figures shown in this report are presented as a percentage of respondents who answered the question i.e. excluding 'don't know' and 'no reply'.

The percentages in this report will not always add to 100%. This can be because of rounding or because respondents are allowed to select more than one response for some questions.

2. Overall satisfaction

Residents were asked “Overall, how satisfied or dissatisfied are you with your local area as a place to live?” Two thirds of respondents (67%) in West Howe said that they were either very satisfied or fairly satisfied. This is significantly less than the borough-wide Bournemouth Opinion Survey (BOS) 2015 which found that more than eight out of ten Bournemouth residents (82%) were satisfied with their local area. However, it is an improvement on the 2014 result for West Howe which found that just six out of ten people (60%) were satisfied.

Figure 1: Overall satisfaction with local area



BASE: All respondents

Although dissatisfaction with the West Howe area has fallen slightly (not significantly) since 2014 it is significantly higher than that reported across the Borough. The biggest difference is in the neutral responses with more than twice as many West Howe respondents being neither satisfied nor dissatisfied than Bournemouth residents.

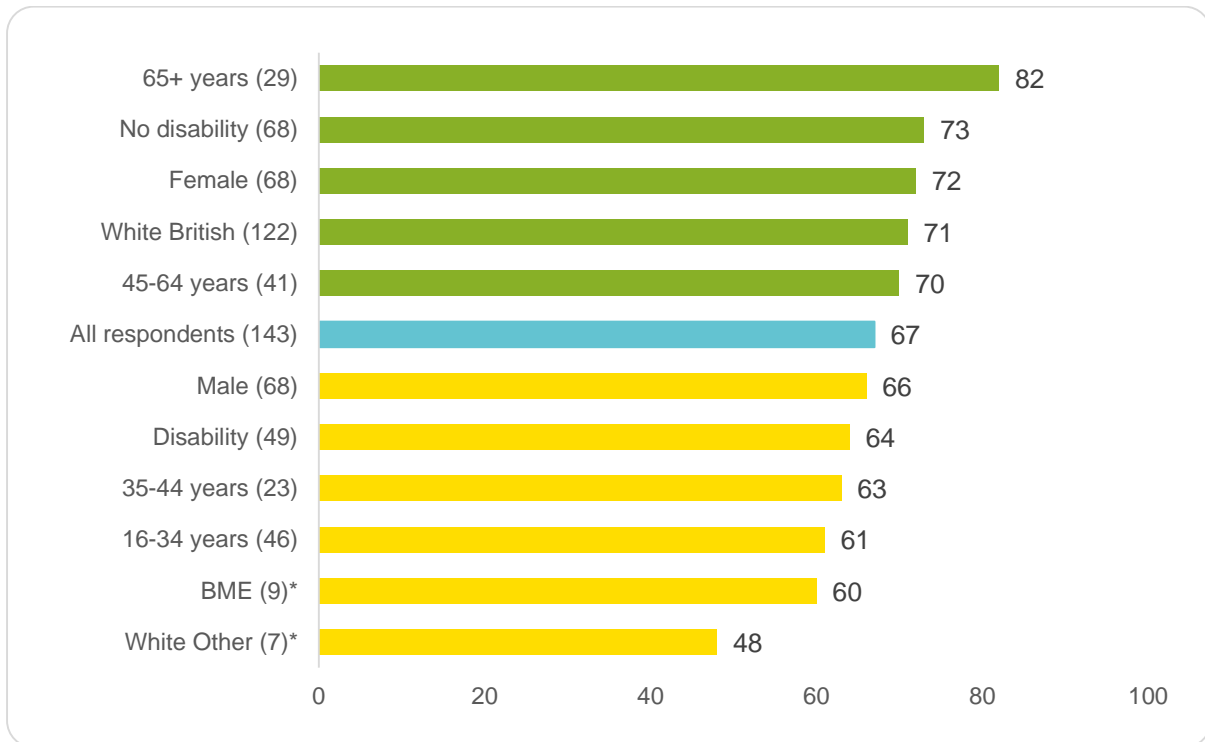
Residents from a non-White British ethnic background were least satisfied with the area with just under half of respondents from a white other ethnic background (48%) and six out of ten respondents from a BME background (60%) stating they were satisfied with the local area.

Over four out of five (82%) of those aged 65+ were satisfied with the local area, as were 70% of those aged 45-64 years.

Females are more satisfied (72%) with the area than males (66%)

People without a disability (73%) are more satisfied than those with a disability (64%).

Figure 2: Satisfaction with local area (% satisfied)



BASE: Varied as labelled

*small base

3. Residents' priorities

Residents were asked to choose five things from a list of twenty-one which they felt were most important in making somewhere a good place to live. In a second question they were asked to choose the five things that were most in need of improvement in their local area.

The list of options changed slightly since the 2014 survey with the inclusion of Care Services. As this was one of the more popular choices it is likely to have had an impact on the scores for the other options so direct comparisons to 2014 are not possible. The table below shows how West Howe respondents compare to those across the whole Borough in choosing the most important factors in making somewhere a good place to live. Figures in bold show where a difference is statistically significant.

The top five factors are the same for West Howe as for Bournemouth, though the order is different. The table shows that affordable housing is the most important factor for West Howe residents and this is significantly more than across the Borough as a whole where it was the fifth most common choice. The remaining top factors had lower scores in West Howe compared to the whole of Bournemouth, with health services being significantly lower.

Table 1: What makes somewhere a good place to live? (% selected as one of top 5)

	West Howe	Bournemouth	Difference
Affordable decent housing	54%	39%	15%
The level of crime	48%	55%	-7%
Clean streets	41%	47%	-6%
Health services	38%	49%	-11%
Parks and open spaces	36%	39%	-3%
Care services / supporting older, disabled and vulnerable people	31%	26%	5%
Public transport	30%	25%	5%
Road and pavement repairs	30%	21%	9%
Activities for teenagers	24%	11%	13%
Job prospects	21%	20%	1%
Education provision	18%	23%	-5%
Access to nature	18%	21%	-3%
Wage levels and local cost of living	18%	19%	-1%
The level of traffic congestion	17%	25%	-8%
Facilities for young children	16%	10%	6%
Shopping facilities	15%	20%	-5%
Sports and leisure facilities	6%	10%	-4%
Cultural facilities (e.g. libraries, museums)	6%	10%	-4%
The level of pollution	6%	7%	-1%
Community activities	6%	6%	0%
Race relations	2%	2%	0%

BASE: All respondents

Beyond the top five factors there are a few significant differences. Activities for teenagers (+13%), road & pavement repairs (+9%) and facilities for young children (+6%) were significantly more popular choices in West Howe while the level of traffic congestion (-8%) was significantly less popular.

Respondents were also asked which five things most needed improvement in their local area.

Table 2: What most need improving in your local area? (% selecting as one of top 5)

	West Howe	Bournemouth	Difference
Road and pavement repairs	53%	44%	9%
The level of crime	38%	33%	5%
The level of traffic congestion	35%	49%	-14%
Affordable decent housing	35%	41%	-6%
Clean streets	34%	30%	4%
Activities for teenagers	29%	18%	11%
Job prospects	25%	15%	10%
Care services / supporting older, disabled and vulnerable people	24%	22%	2%
Wage levels and local cost of living	22%	25%	-3%
Health services	20%	21%	-1%
Parks and open spaces	20%	10%	10%
Facilities for young children	16%	11%	5%
Public transport	16%	10%	6%
Community activities	12%	11%	1%
Shopping facilities	9%	8%	1%
Education provision	9%	7%	2%
Sports and leisure facilities	4%	7%	-3%
The level of pollution	4%	7%	-3%
Access to nature	4%	4%	0%
Cultural facilities (e.g. libraries, museums)	3%	8%	-5%
Race relations	1%	3%	-2%

BASE: All respondents

The top five factors most in need of improvement are the same in West Howe as across the Borough, though in a different order. Road and pavement repairs was the issue that most people in West Howe felt was in need of improvement, with around half of respondents (53%) choosing this in their top five, significantly more than across Bournemouth where it was ranked second most in need of improvement.

The top factor in need of improvement across Bournemouth was the level of traffic congestion which was chosen by significantly fewer people in West Howe, ranking it in third place.

Beyond the top five there are some significant differences. Activities for teenagers (+11%), job prospects (+10%), parks and open spaces (+10%) and public transport (+6%) were all

felt to be in need of improvement by more West Howe respondents than across Bournemouth while cultural facilities (-5%) was chosen by fewer people in West Howe.

3.1. Identifying priorities

By comparing the importance with the need for improvement we can establish what respondents feel are the key priorities for the area.

Figure 3 shows how importance and need for improvement relate to each other for each of the issues in the survey. By calculating the mean score for importance and for improvement we can divide the chart into four segments. The top right segment (Segment 1) shows the issues that had above average importance and above average need for improvement. These are the highest priorities for improvement. A number of issues are in this high priority segment:

- Activities for teenagers
- **Affordable decent housing**
- **Care services / supporting older, disabled and vulnerable people**
- **Clean streets**
- **Health services**
- Parks and open spaces
- Road and pavement repairs
- **The level of crime**

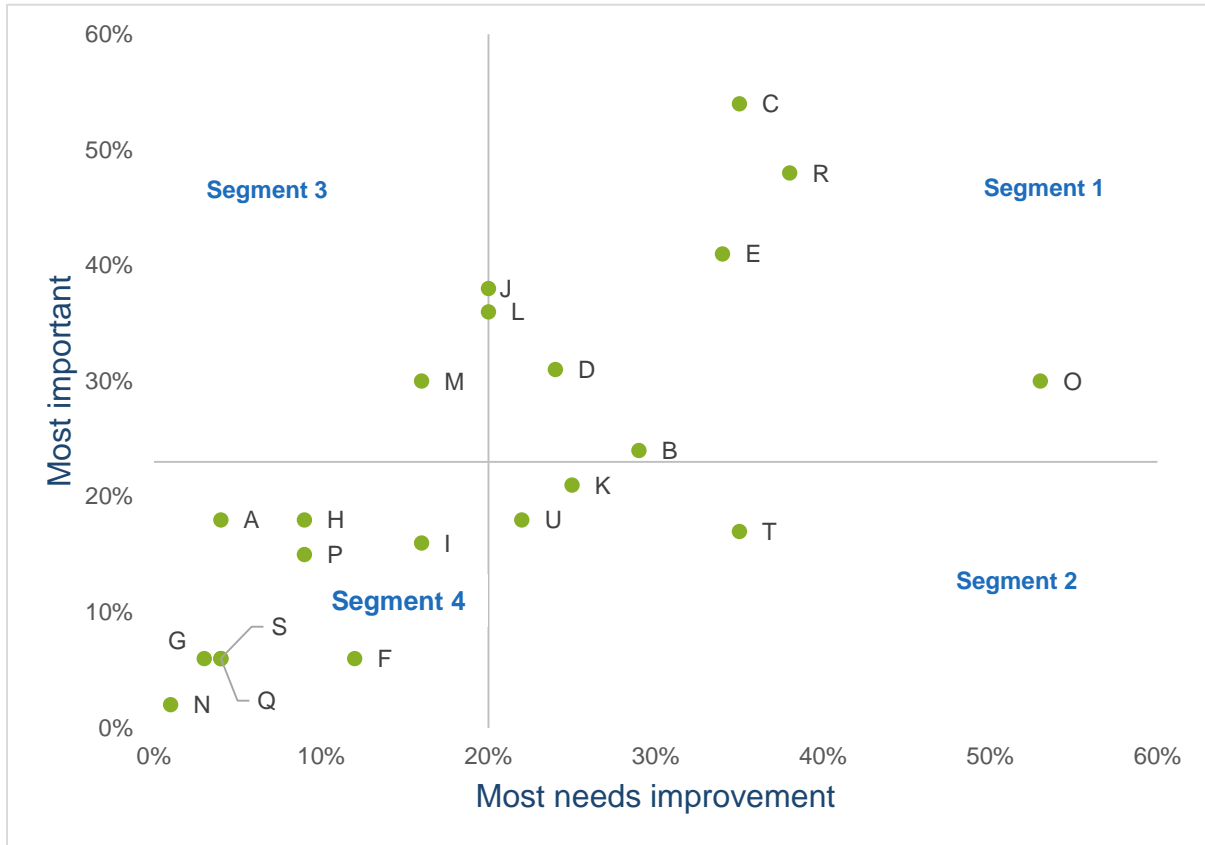
The issues shown in bold also appear in the high priority segment for Bournemouth as a whole. This leaves three priorities which are specific to West Howe: activities for teenagers; parks & open spaces and road & pavement repairs.

Segment 2 indicates issues that need improvement but are considered less important. However, if they don't improve, they may start being recognised as a problem and may become more important. There are three factors in this sector: job prospects, wages / cost of living and traffic congestion.

Segment 3 This is where the area is doing well, with quality services that really matter to residents. The nearer things are to the horizontal axis, the closer they are to needing improvement. Only one factor, public transport, falls into this category.

Segment 4 contains the issues that are less important and less in need of improvement. These are seen as the lowest priority issues.

Figure 3: Residents' priorities for West Howe



BASE: All respondents

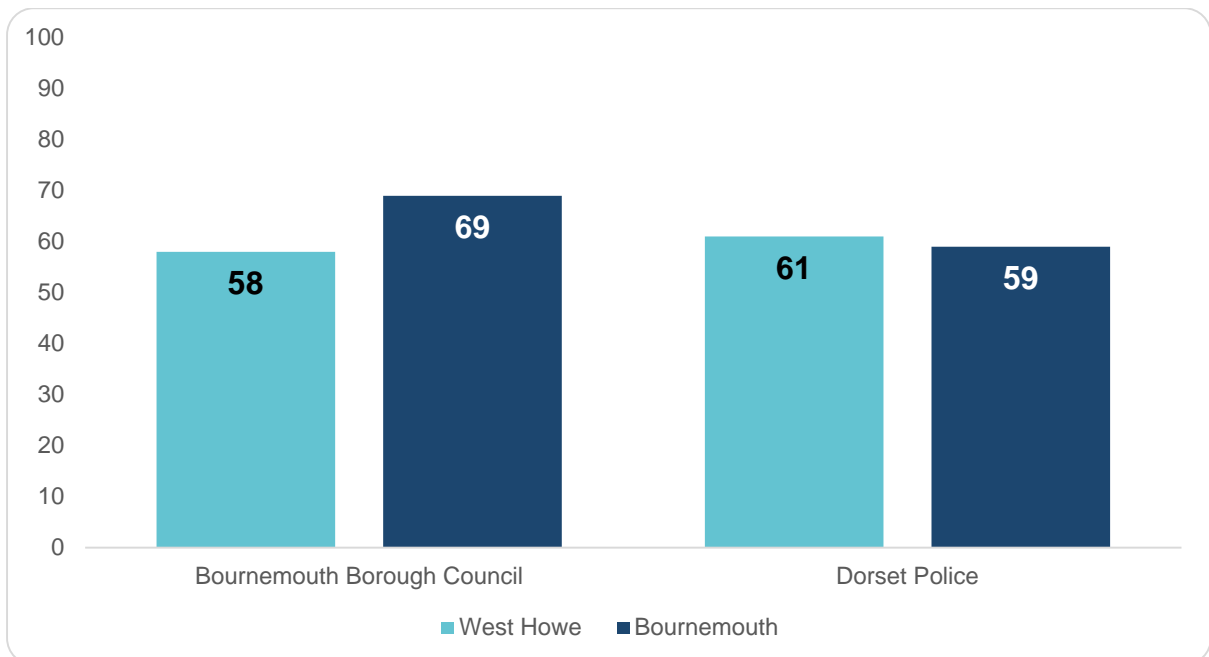
A	Access to nature	L	Parks and open spaces
B	Activities for teenagers	M	Public transport
C	Affordable decent housing	N	Race relations
D	Care services / supporting older, disabled and vulnerable people	O	Road and pavement repairs
E	Clean streets	P	Shopping facilities
F	Community activities	Q	Sports and leisure facilities
G	Cultural facilities (e.g. libraries, museums)	R	The level of crime
H	Education provision	S	The level of pollution
I	Facilities for young children	T	The level of traffic congestion
J	Health services	U	Wage levels and local cost of living
K	Job prospects		

4. Overall satisfaction with Bournemouth Borough Council and Dorset Police

Residents living in West Howe are less satisfied with the Council compared to the overall Bournemouth sample. Just fewer than six out of ten respondents (58%) stated they were satisfied with the Council, 21% state they are dissatisfied and 21% provided a neutral response.

Residents living in West Howe are more satisfied with Dorset Police compared to Bournemouth overall. Just over six out of ten respondents (61%) from West Howe state they are satisfied with Dorset Police, 16% state they are dissatisfied and 24% provided a neutral response.

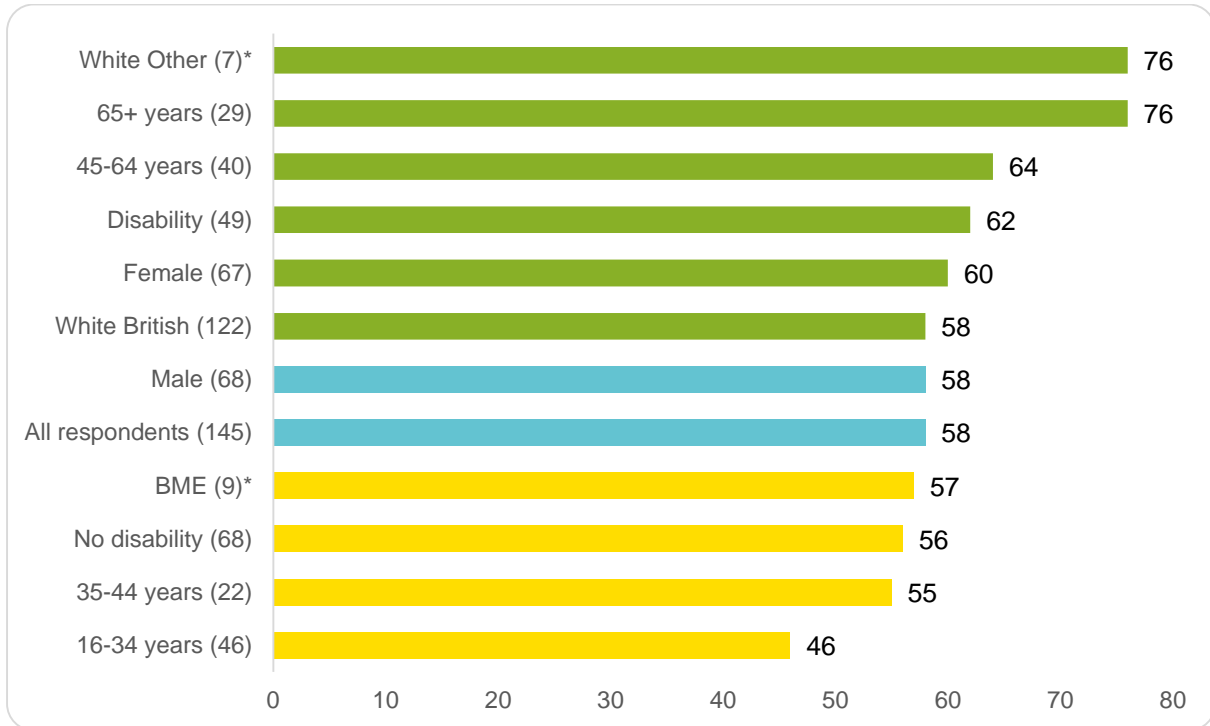
Figure 4: Overall satisfaction with Bournemouth Borough Council and Dorset Police (% satisfied)



BASE: All respondents

Residents from a White Other background and those aged 65 and over are the groups most satisfied with the Council and those aged 16 – 34 are the group less likely to be satisfied with the Council.

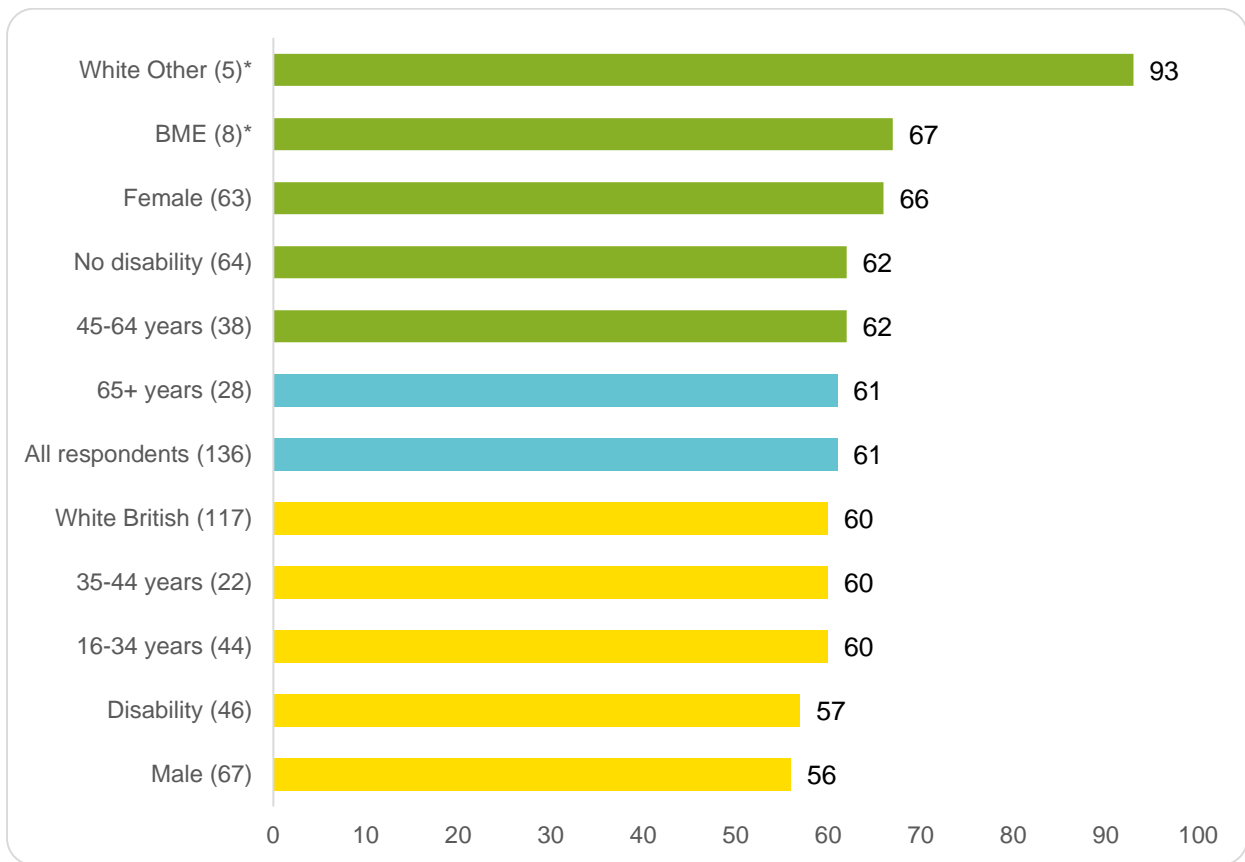
Figure 5: Overall satisfaction with Bournemouth Borough Council by demographic group (% satisfied)



BASE: Varied as labelled
*small base

Female respondents are more likely to say that they are satisfied with Dorset Police compared to male respondents. Respondents aged 16 – 44 are less likely to say they are satisfied compared to respondents aged 45 and over.

Figure 6: Overall satisfaction with Dorset Police by demographic group



BASE: Varied as labelled

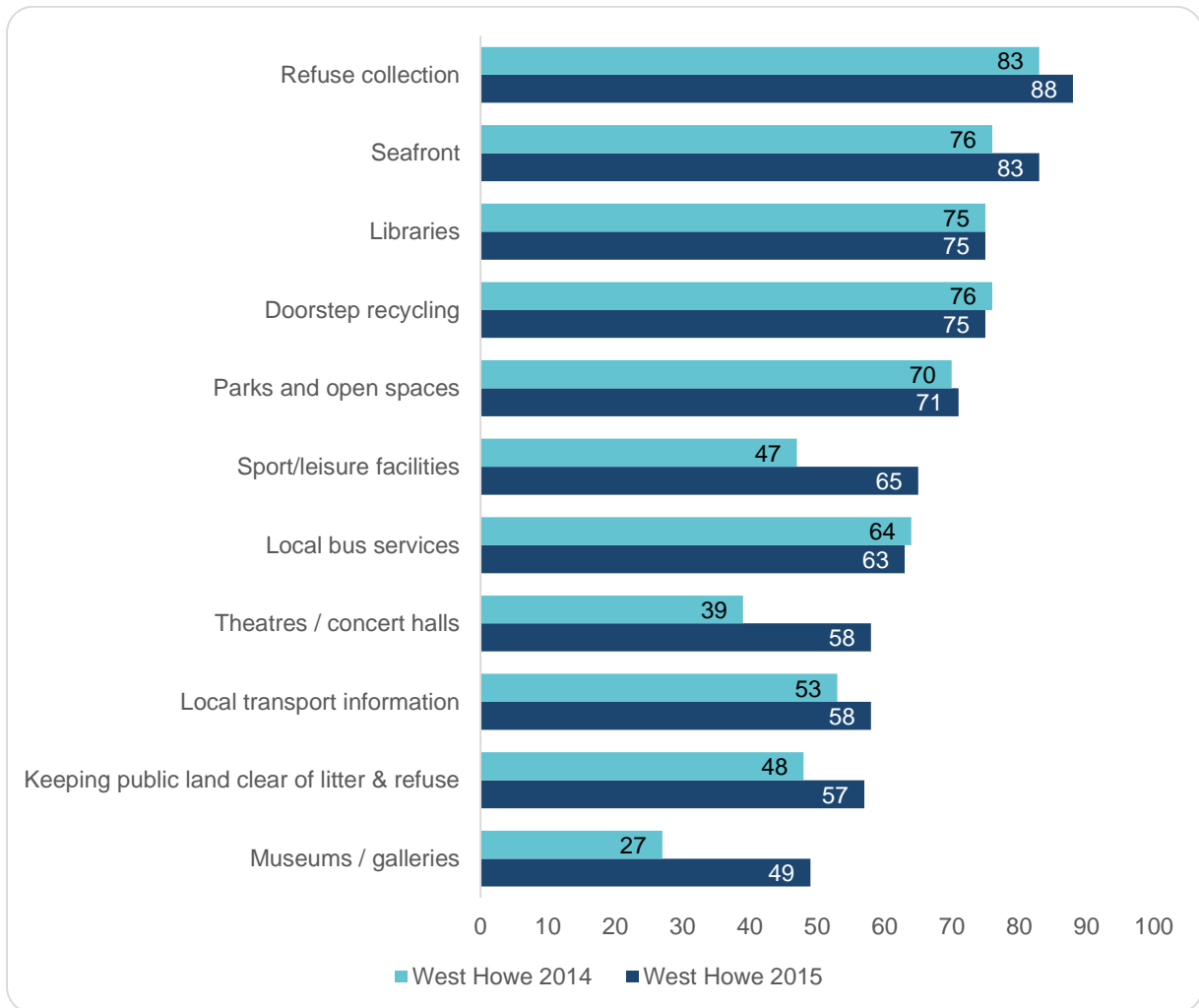
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5. Service satisfaction & usage

5.1. Service satisfaction

Most services have seen an increase in satisfaction since 2014 with the exception of doorstep recycling and local bus services which have declined slightly but within the margin of error.

Figure 7: Satisfaction with Council services (% satisfied)

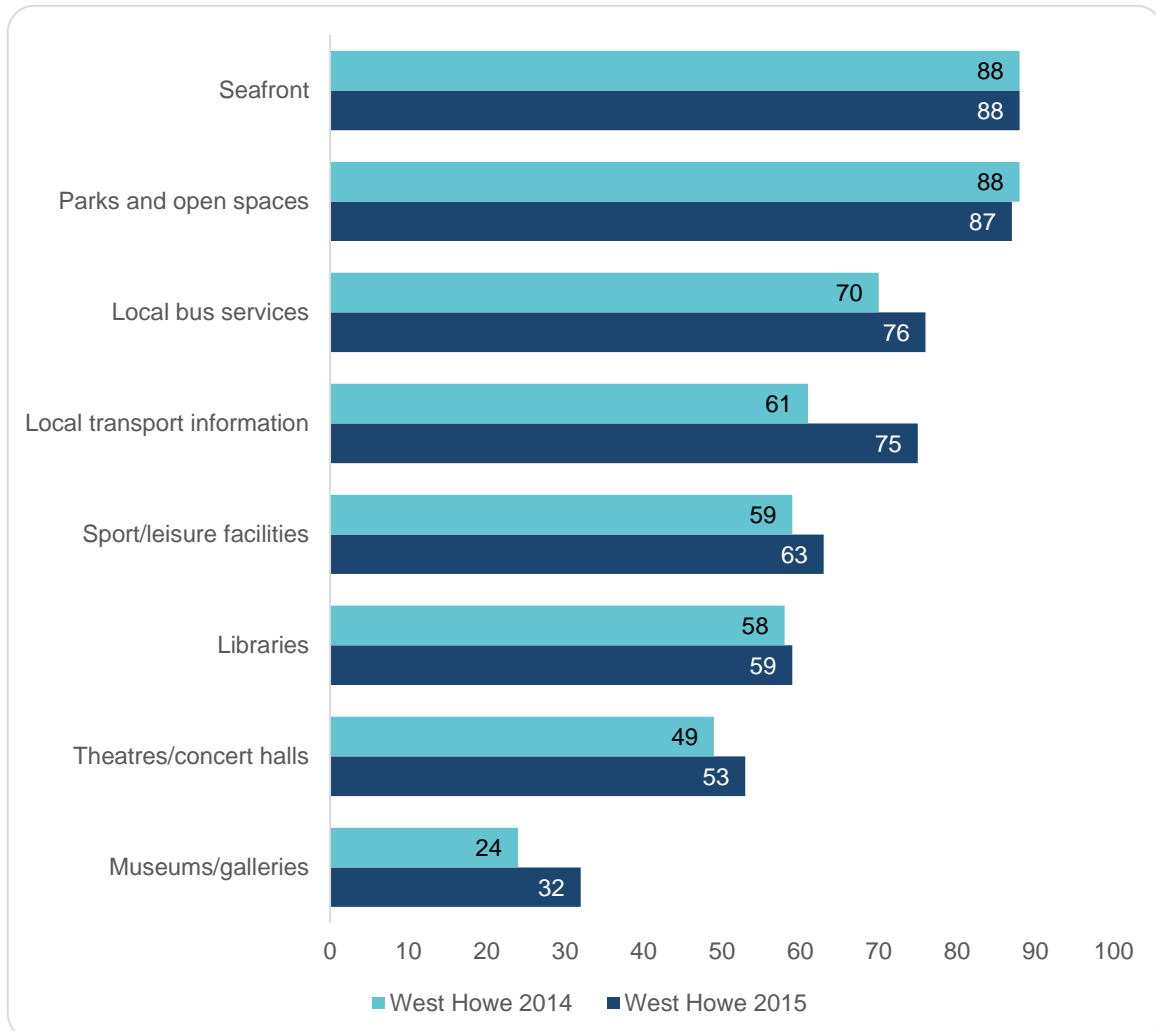


BASE: All respondents

5.2. Service usage

Most services have seen an increase in usage with the exception of parks and open spaces which has declined by 1% but is within the margin of error.

Figure 8: Usage of council services (% using in last 12 months)

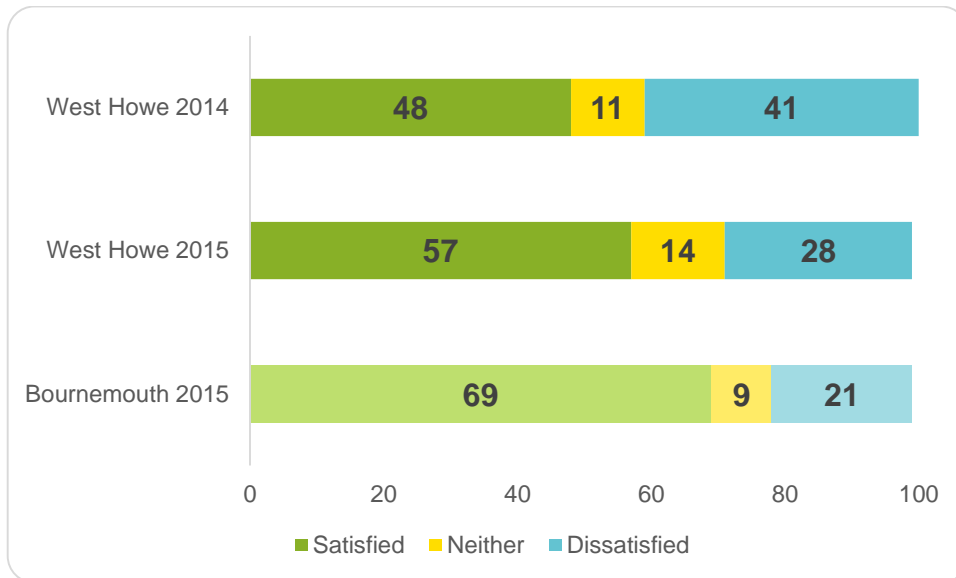


BASE: All respondents

5.3. Keeping public land clear of litter and refuse

Over half of respondents (57%) who live in West Howe are satisfied with keeping public land clear of litter and refuse which compares to 69% of all Bournemouth residents. This has improved since the 2014 residents survey.

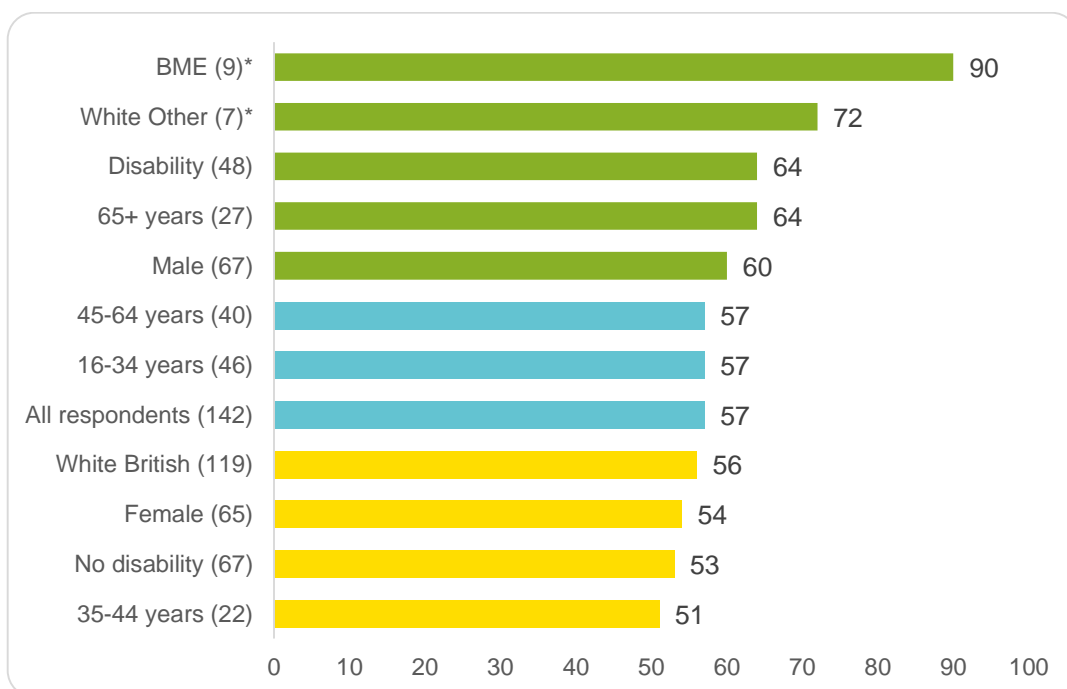
Figure 9: Satisfaction with keeping public land clear of litter and refuse



BASE: All respondents

Residents from a BME and white other background are more likely to be satisfied that the Council keeps public land clear of litter and refuse. Residents aged 35-44 are less likely to agree.

Figure 10: Keeping public land clear of litter and refuse by demographic group (% satisfied)



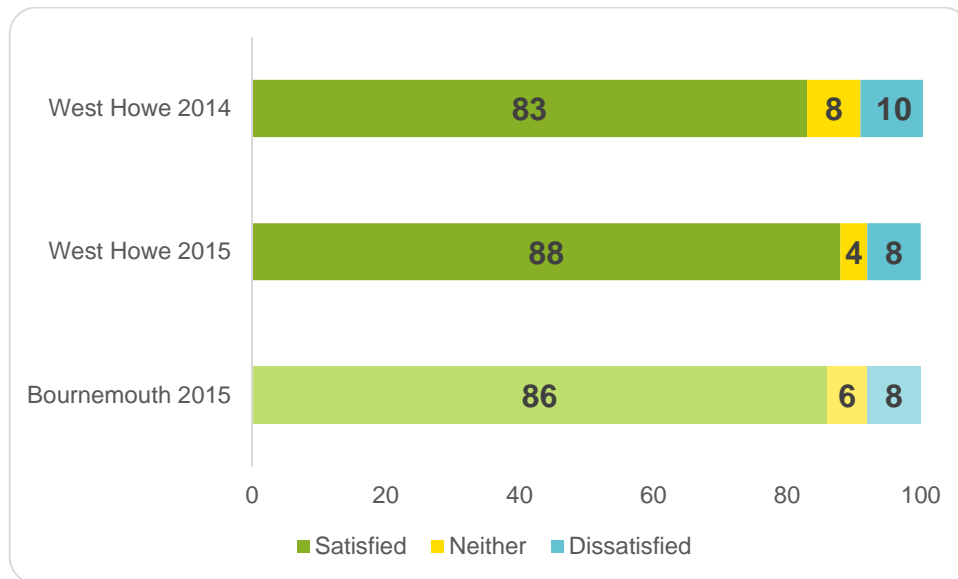
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5.4. Refuse collection

Satisfaction with refuse collection has improved in West Howe since 2014 and is slightly higher than the overall Bournemouth sample.

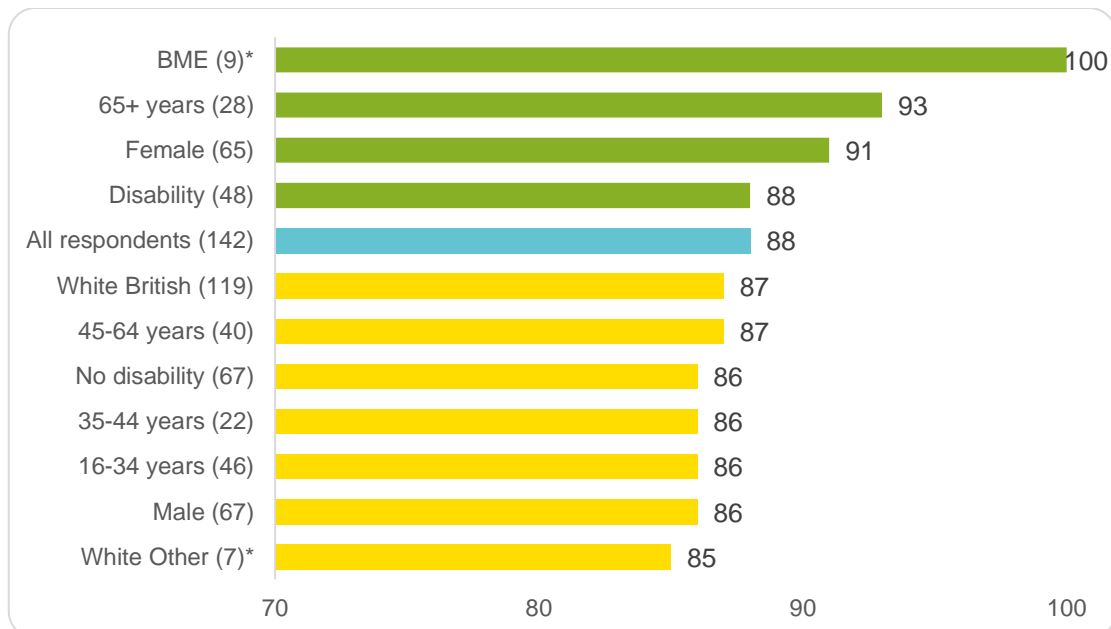
Figure 11: Satisfaction with refuse collection



BASE: All respondents

Residents aged 65 and over and residents from a BME background are the groups most satisfied with refuse collection. Male respondents and those from a White other background are the groups less likely to say they are satisfied with refuse collection.

Figure 12: Satisfaction with refuse collection by demographic group (% satisfied)



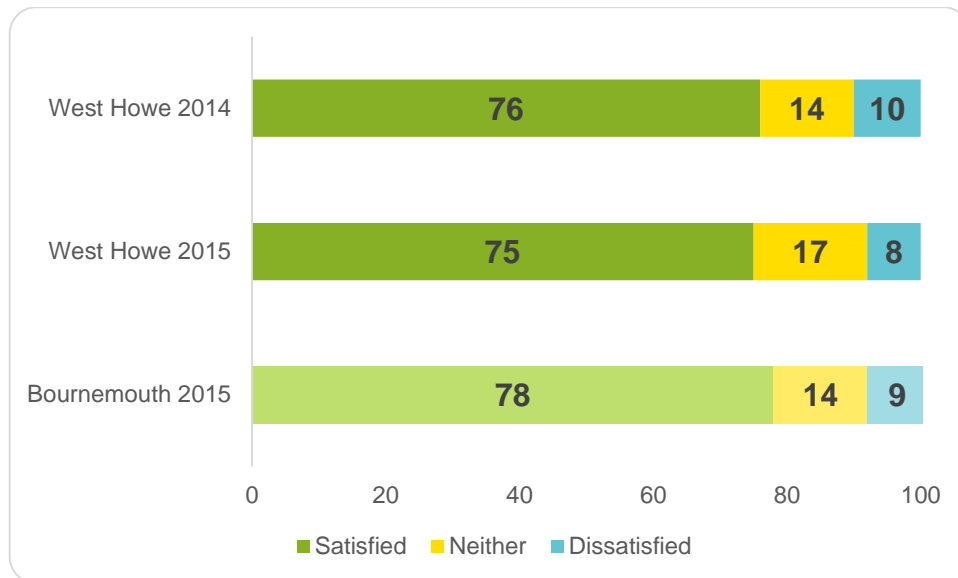
BASE: Varied as labelled

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5.5. Doorstep recycling

Satisfaction with doorstep recycling has remained relatively static since 2014 (-1%) and is slightly lower satisfaction than the Bournemouth overall figure, however West Howe residents are no more likely to be dissatisfied compared to the overall sample, they are more likely to have selected the neutral option.

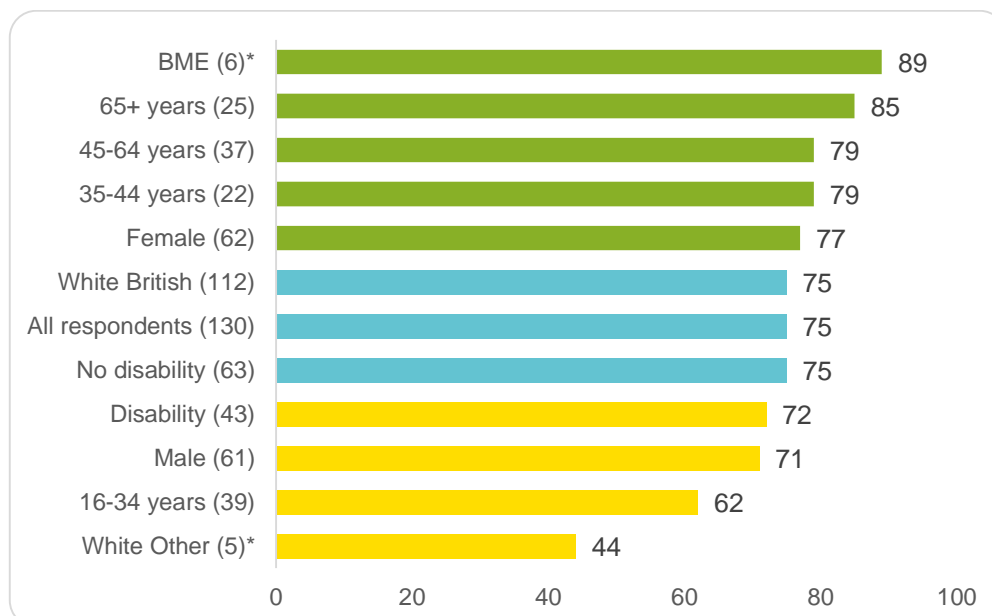
Figure 13: Satisfaction with doorstep recycling



BASE: All respondents

Residents aged 65 and over and residents from a BME background are the groups most satisfied with doorstep recycling. Those aged 16 – 34 and residents from a white other ethnic group are least likely to be satisfied.

Figure 14: Satisfaction with doorstep recycling by demographic group (% satisfied)



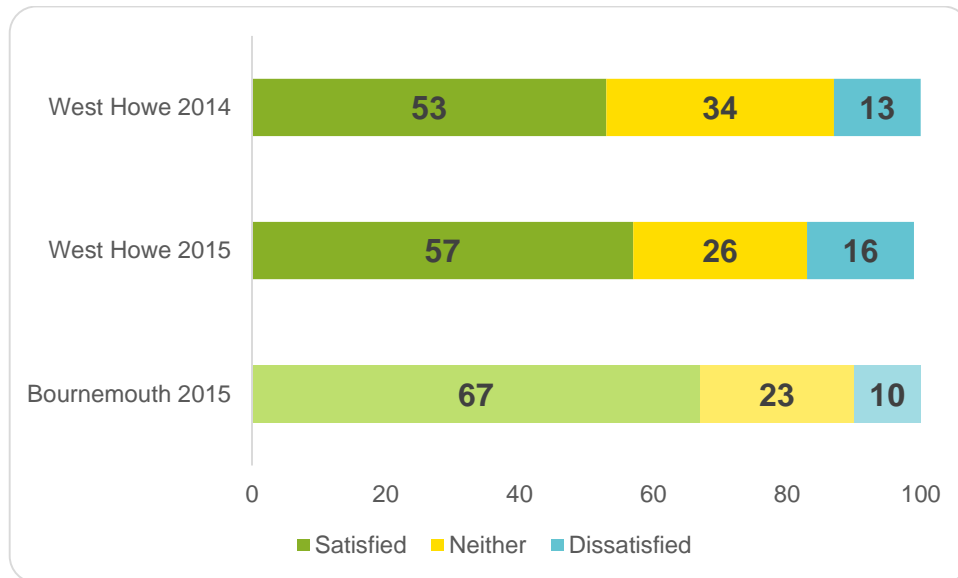
BASE: Varied as labelled

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5.6. Local transport information

Satisfaction with local transport information has increased by 4% since the 2014 residents survey. Residents satisfaction with local transport information is lower in West Howe when compared to the wider Bournemouth population.

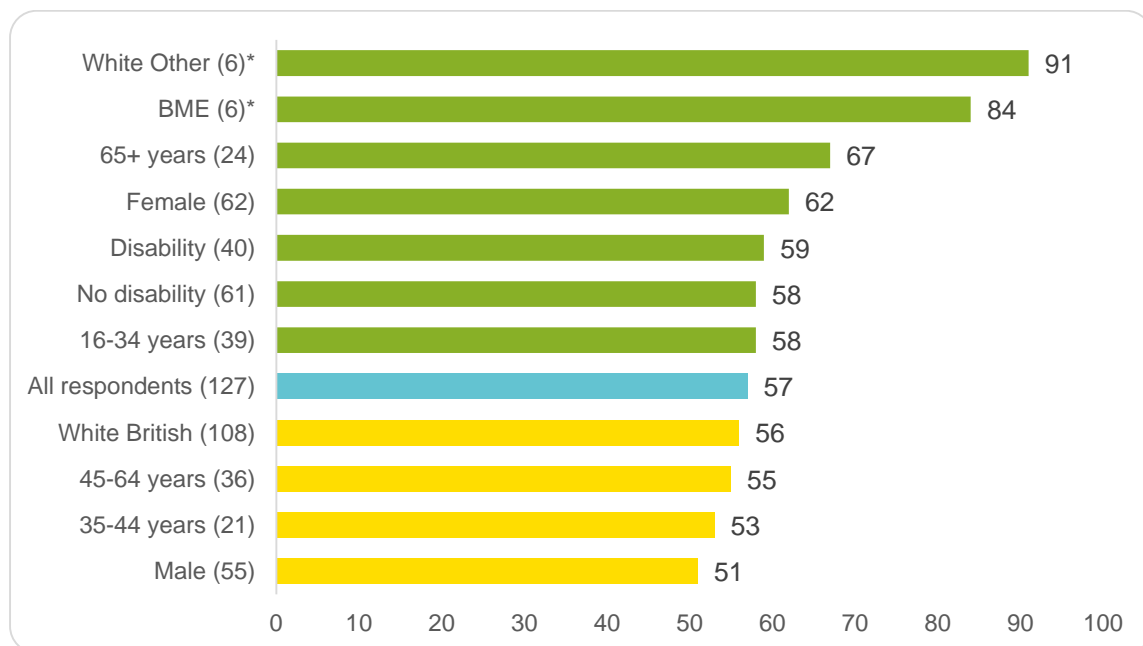
Figure 15: Satisfaction with local transport information



BASE: All respondents

Respondents from a white other or BME background are the groups most likely to be satisfied with local transport information. This finding is also observed in the overall Bournemouth findings. Male residents and those aged 35-44 are the groups least likely to state they are satisfied with local transport information.

Figure 16: Satisfaction with local transport information (% satisfied)



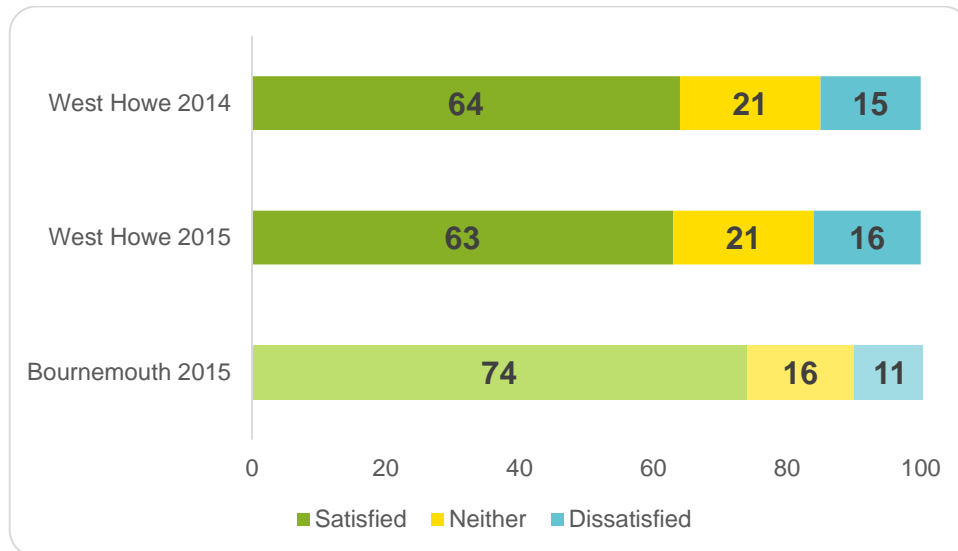
BASE: Varied as labelled

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5.7. Local bus services

Satisfaction with bus services has remained relatively static since 2014 (-1%). Residents living in West Howe are less likely to be satisfied with the local bus services compared to the overall Bournemouth sample.

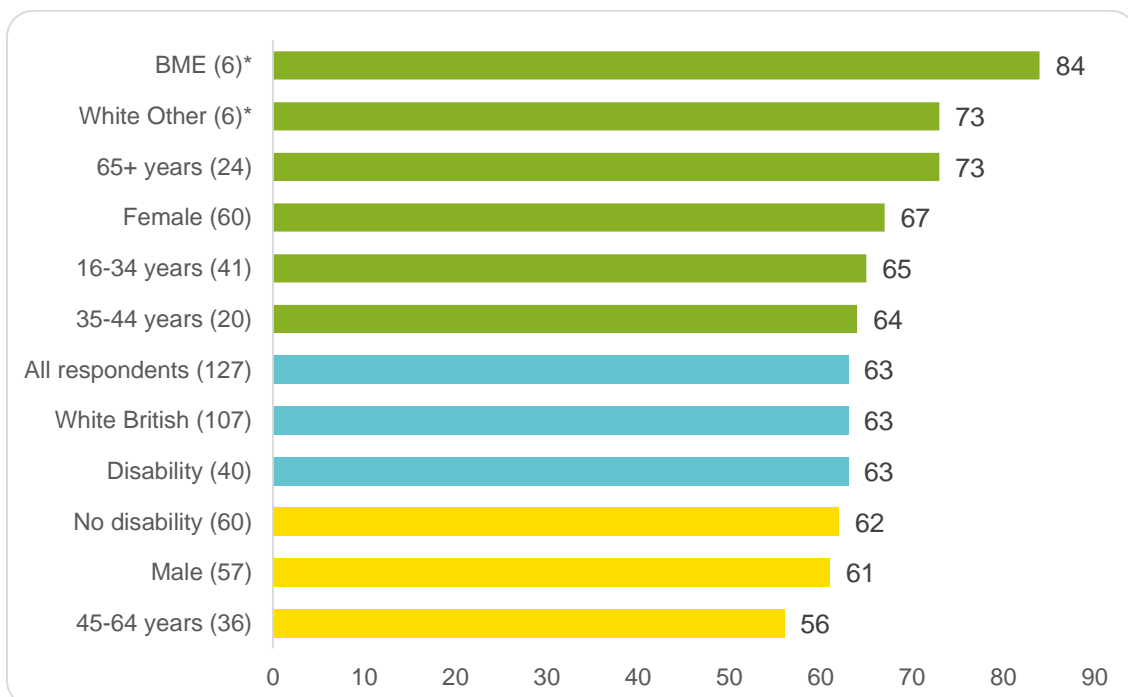
Figure 17: Satisfaction with local bus services



BASE: All respondents

Residents from a BME or white other ethnic background are the groups most likely to be satisfied with local bus services. Male respondents and those aged 45-64 are the least likely to be satisfied.

Figure 18: Satisfaction with local bus service by demographic group (% satisfied)

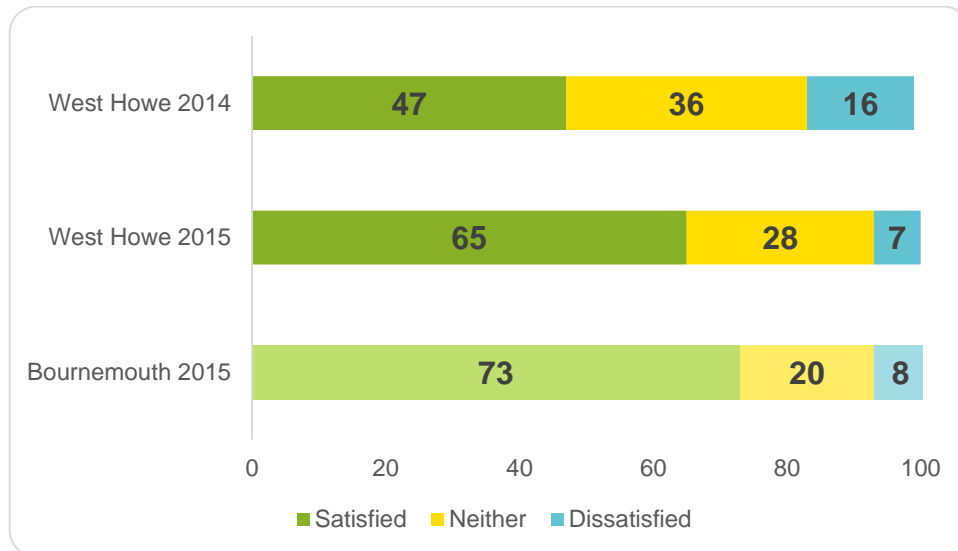


BASE: Varied as labelled
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5.8. Sport & leisure facilities

Satisfaction with sport and leisure facilities has improved since 2014. Residents in West Howe are slightly less satisfied with sport and leisure facilities than Bournemouth residents but are also less dissatisfied with significantly more respondents choosing the neutral option.

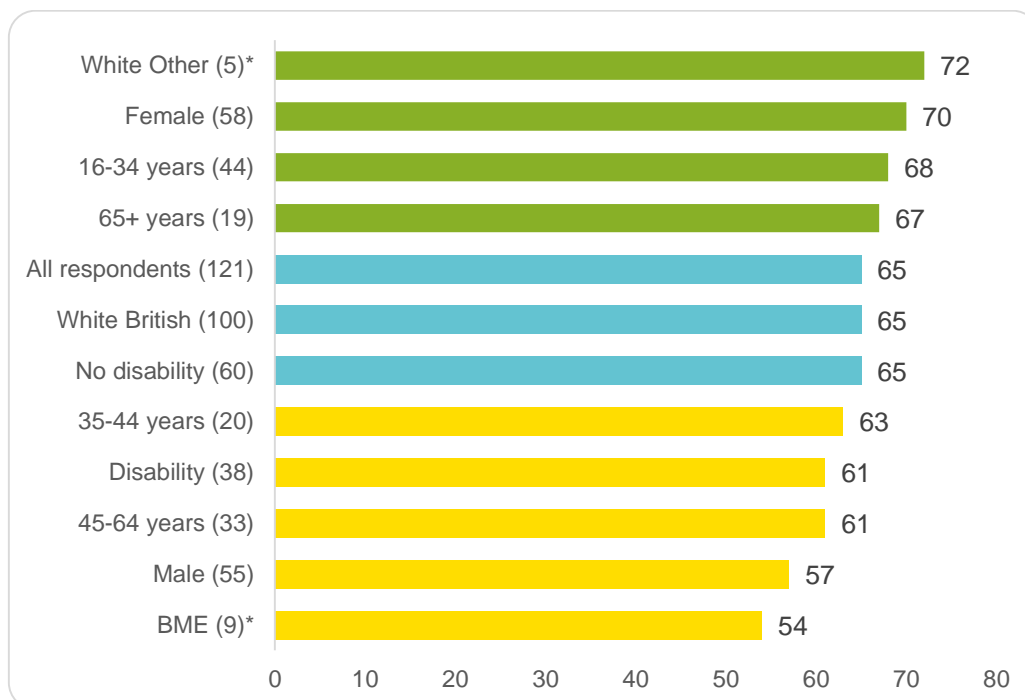
Figure 19: Satisfaction with sport and leisure facilities



BASE: All respondents

Female respondents and respondents from a white other background are more likely to be satisfied with sport and leisure facilities. Whereas, male respondents and respondents from a BME background are least likely to be satisfied.

Figure 20: Satisfaction with sport and leisure by demographic group (% satisfied)



BASE: Varied as labelled

*small base

5.9. Libraries

Satisfaction with library service has remained the same since the 2014 survey with three quarters of respondents stating they are satisfied with the library service. This is slightly less than Bournemouth overall where 81% of respondents were satisfied.

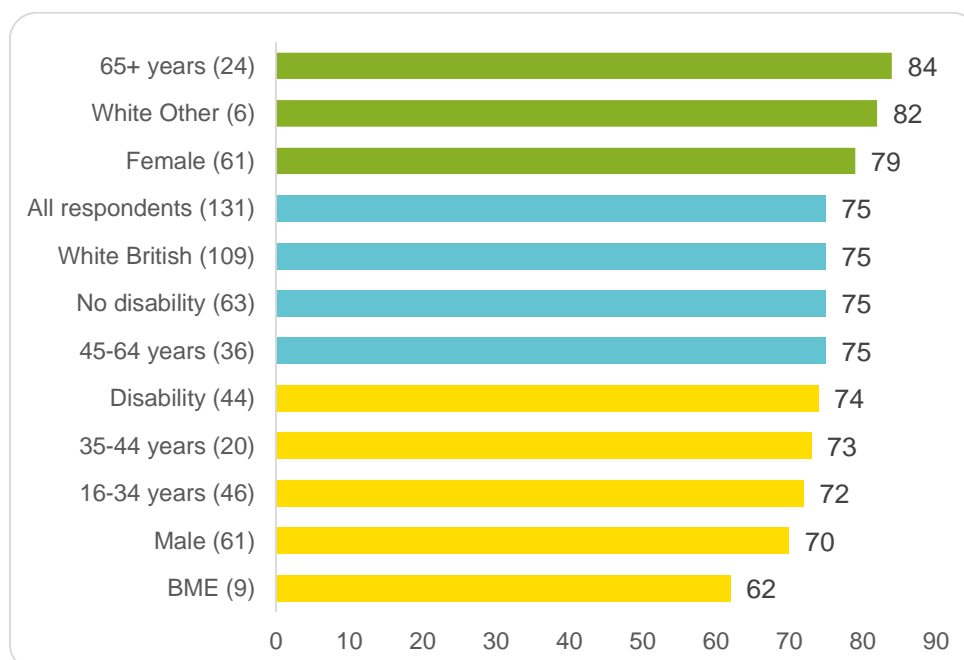
Figure 21: Satisfaction with Libraries



BASE: All respondents

Residents aged 65 and over and those from a white other ethnic background are the most satisfied with libraries. Male respondents and those from a BME ethnic background are the least satisfied with libraries.

Figure 22: Satisfaction with libraries by demographic group (% satisfied)



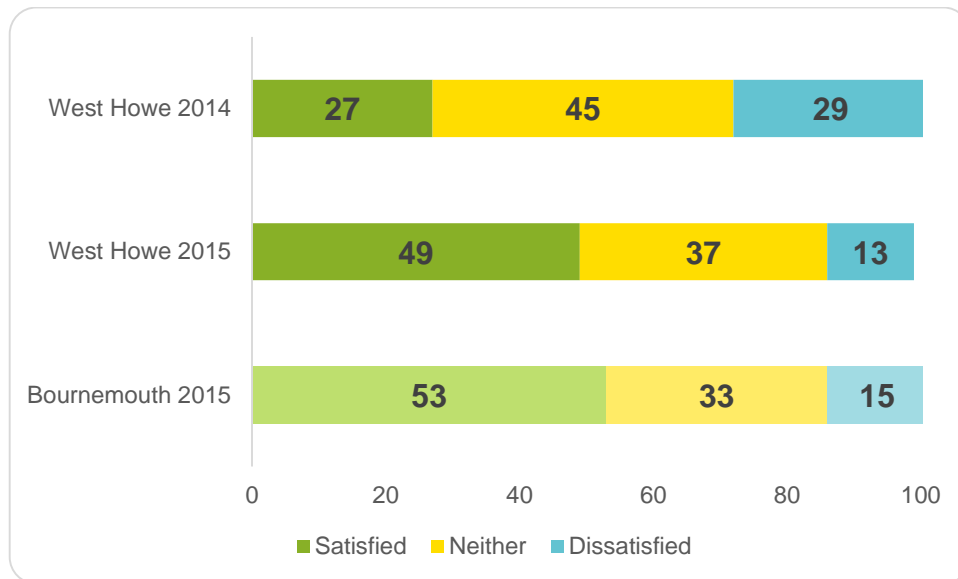
BASE: Varied as labelled

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5.10. Museums and galleries

Residents satisfaction with museums and galleries is slightly lower than observed in the overall Bournemouth sample but has improved significantly since the 2014 residents survey.

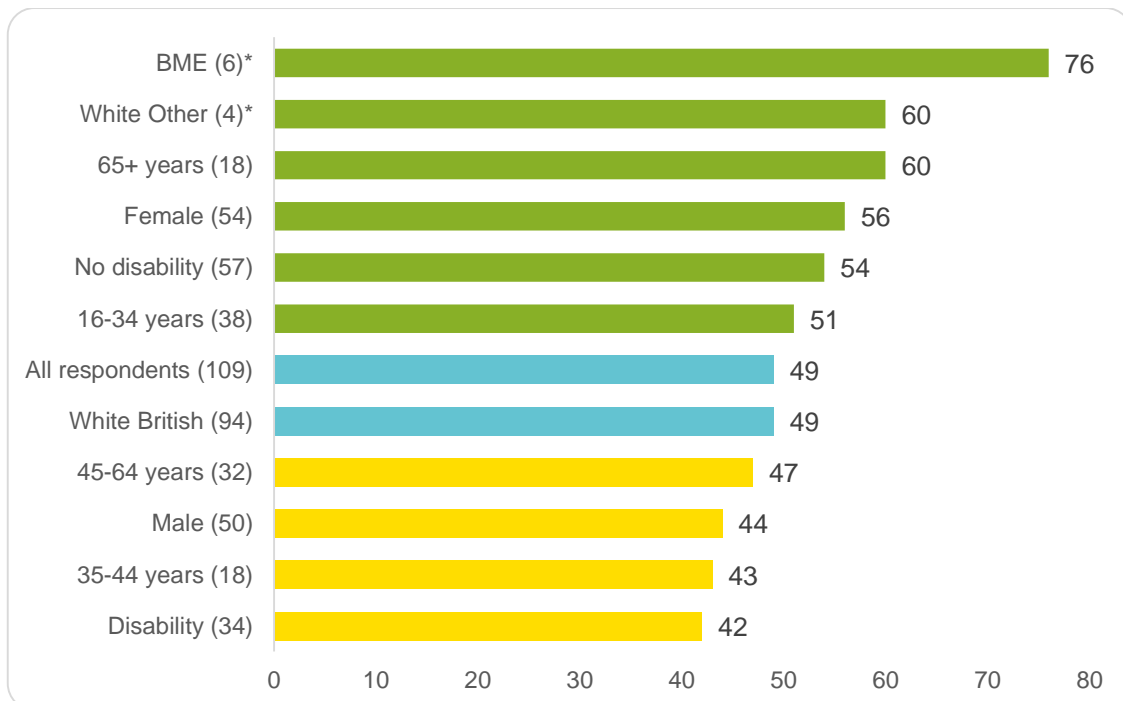
Figure 23: Satisfaction with museums and galleries



BASE: All respondents

Residents from a non-White British ethnic background are the groups most satisfied with museum and galleries. Residents with a disability and those aged 35-44 are least likely to say they are satisfied.

Figure 24: Satisfaction with museum and galleries by demographic group (% satisfied)



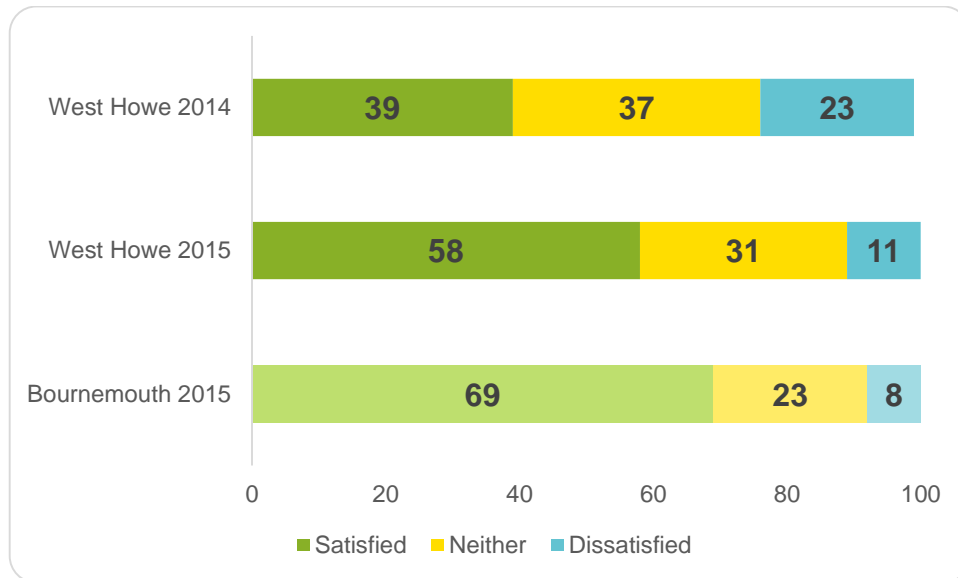
BASE: Varied as labelled

*small base

5.11. Theatres and concert halls

Satisfaction with theatres and concert halls has increased since 2014. Almost six out of ten respondents living in West Howe are satisfied with theatres and concert halls (58%) compared to almost seven out of ten Bournemouth residents (69%).

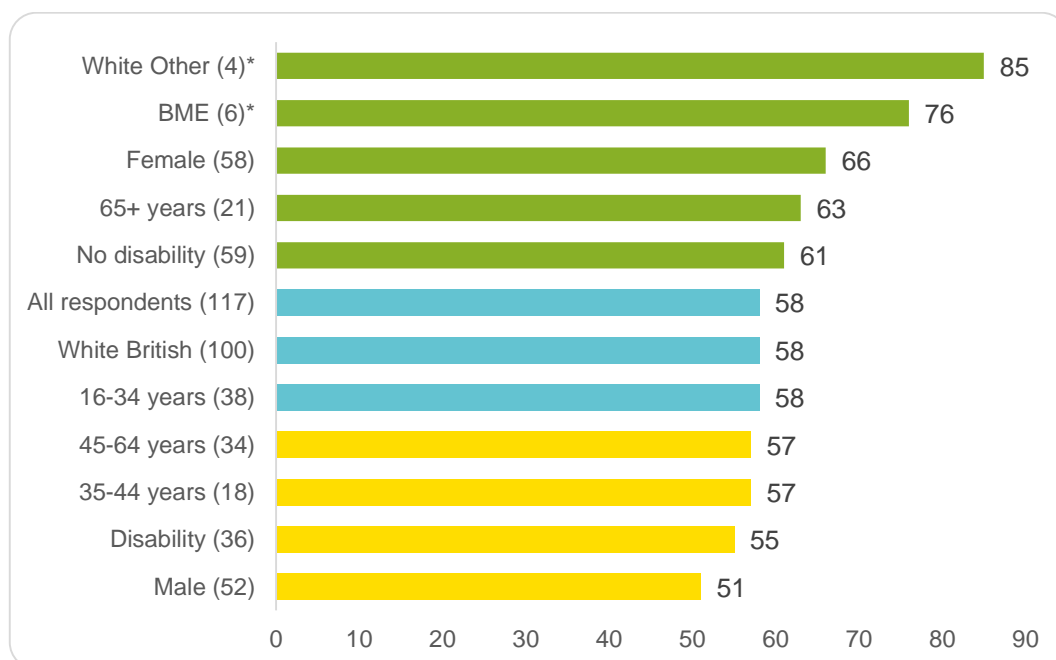
Figure 25: Satisfaction with theatres and concert halls



BASE: All respondents

Respondents from a non-White British background are more likely to be satisfied with theatres and concert halls. Male respondents and respondents with a disability are least likely to say they are satisfied.

Figure 26: Satisfaction with theatres and concert halls by demographic group (% satisfied)



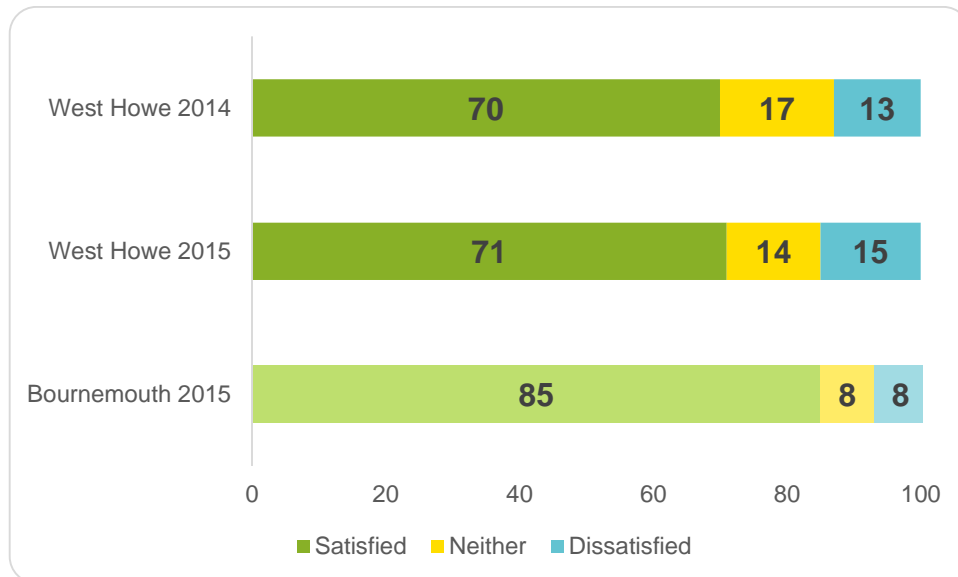
BASE: Varied as labelled

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5.12. Parks and open spaces

Satisfaction with parks and open spaces in West Howe has remained consistent with the findings observed in 2014, seven out of ten respondents are satisfied (71%). There has been a slight increase in dissatisfaction but this is not significant. West Howe has a lower rate of satisfaction with parks and open spaces compared to Bournemouth overall sample where 85% of residents are satisfied.

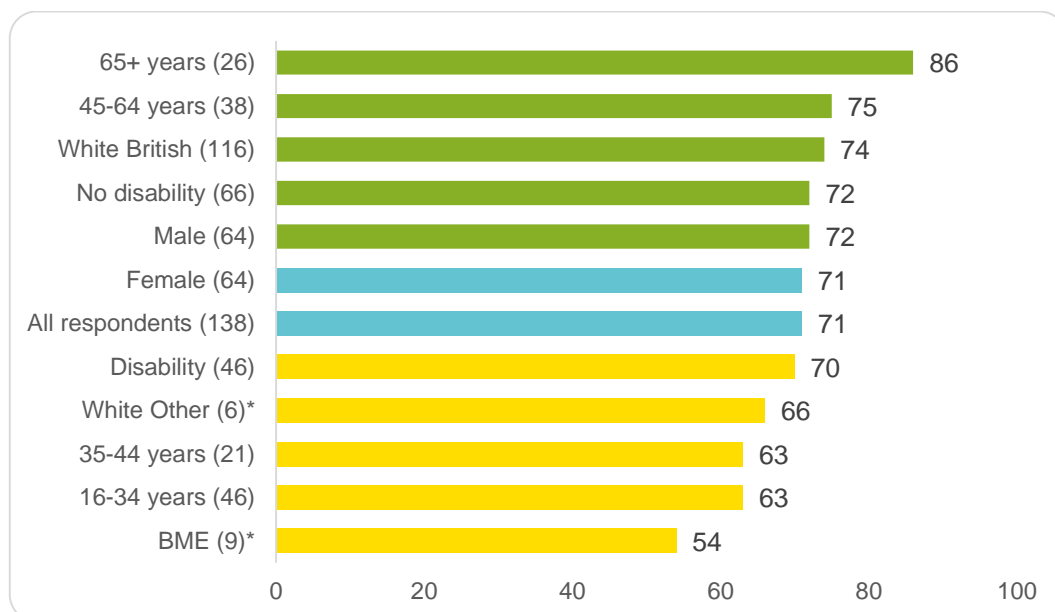
Figure 27: Satisfaction with parks and open spaces



BASE: All respondents

Respondents who are aged 45 and over are most satisfied with parks and open spaces. Respondents from a BME ethnic background are least likely to say they are satisfied, this finding is also observed in the overall Bournemouth report.

Figure 28: Satisfaction with parks and open spaces by demographic group (% satisfied)



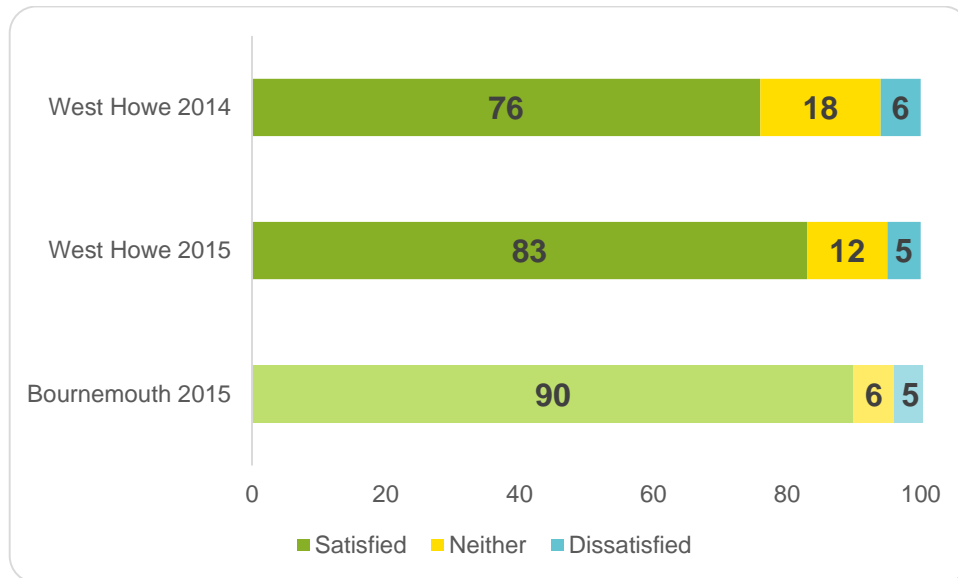
BASE: Varied as labelled

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5.13. Seafront

Over four out of five respondents (83%) from West Howe are satisfied with the seafront. This has improved since 2014, however this is slightly lower than the satisfaction received from Bournemouth overall.

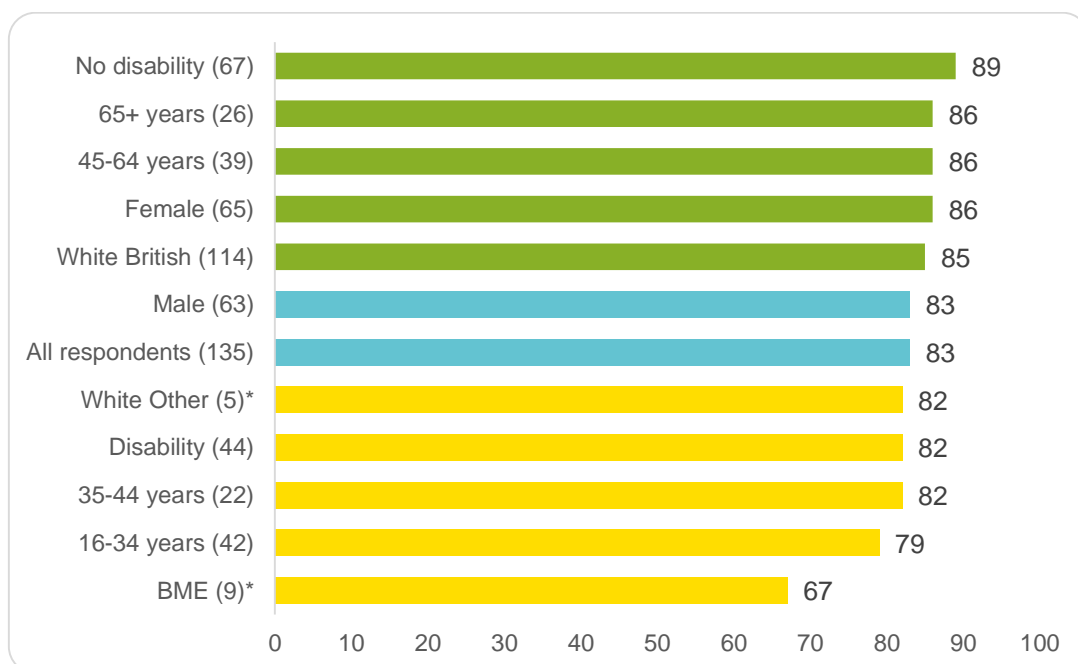
Figure 29: Satisfaction with seafront



BASE: All respondents

Residents without a disability and those aged 45 and over are more likely to be satisfied with the seafront. Residents from a BME ethnic background and those age 16-34 are the groups least likely to say they are satisfied with the seafront.

Figure 30: Satisfaction with seafront (% satisfied)



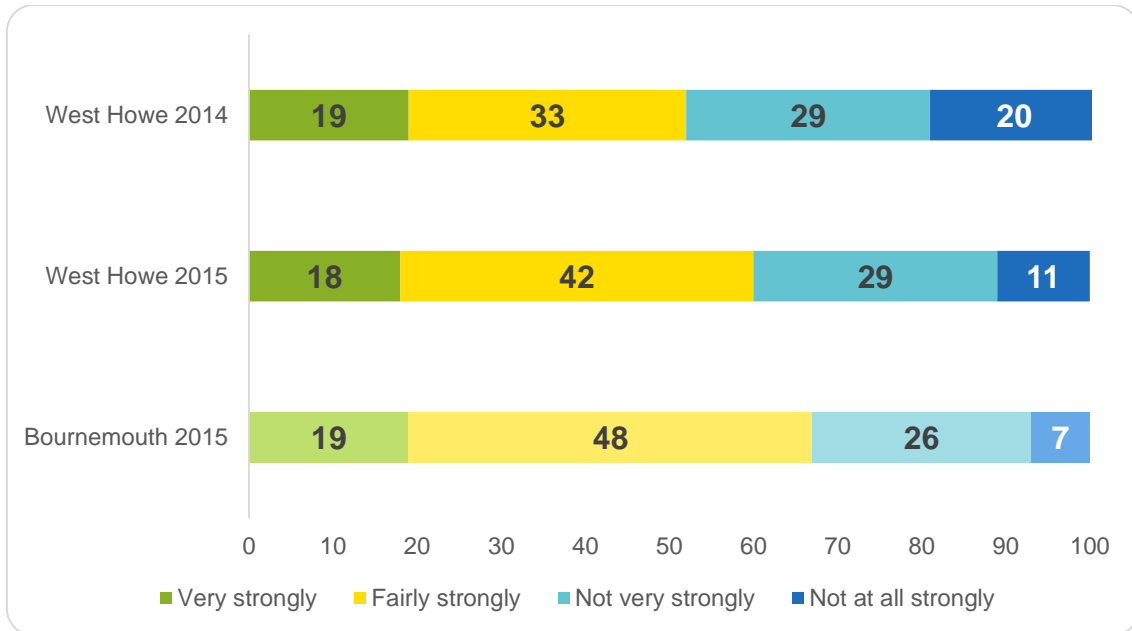
BASE: Varied as labelled

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6. Your community

Six out of ten (60%) respondents said that they feel very strongly or fairly strongly that they belong to their local area. This is less than the 67% of Bournemouth residents in 2015 who said that they feel they belong.

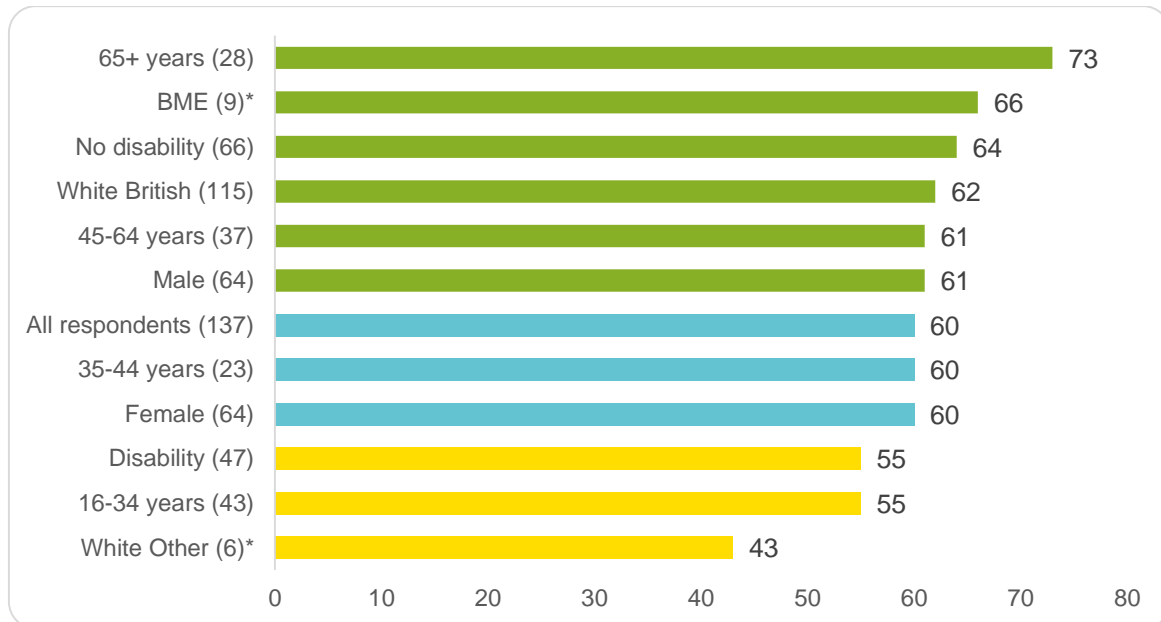
Figure 31: How strongly do you feel you belong to your local area? (% respondents)



BASE: All respondents

The sense of belonging increases with age from 55% of the younger age groups (16-34 years) to 73% of those aged 65+. This pattern is also observed in the overall Bournemouth report. Residents from a white other ethnic background are less likely to state they feel they belong to the local area, this is also observed in the overall Bournemouth report.

Figure 32: How strongly do you feel you belong to your local area? (% belonging)



BASE: Varied as labelled

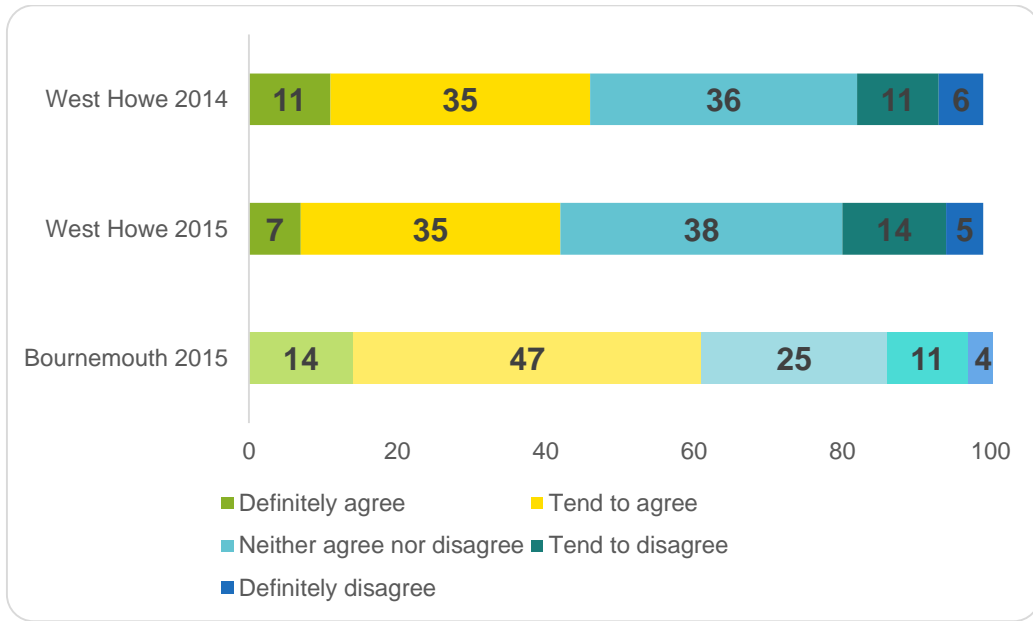
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6.1. People from different ethnic backgrounds get on well together

Just over two out of five respondents (42%) agreed that people from different ethnic backgrounds get on well together in the local area. This is significantly lower than the Bournemouth Opinion Survey 2015 which found that six out of ten people (61%) agreed with this statement. The number of people giving a neutral response was high in West Howe at 38%.

The chart shows the percentages of people that agreed or disagreed or gave a neutral response. This question did have a significant number of 'don't know' responses with more than a quarter saying either 'don't know' or 'too few people' or 'all the same ethnic background'.

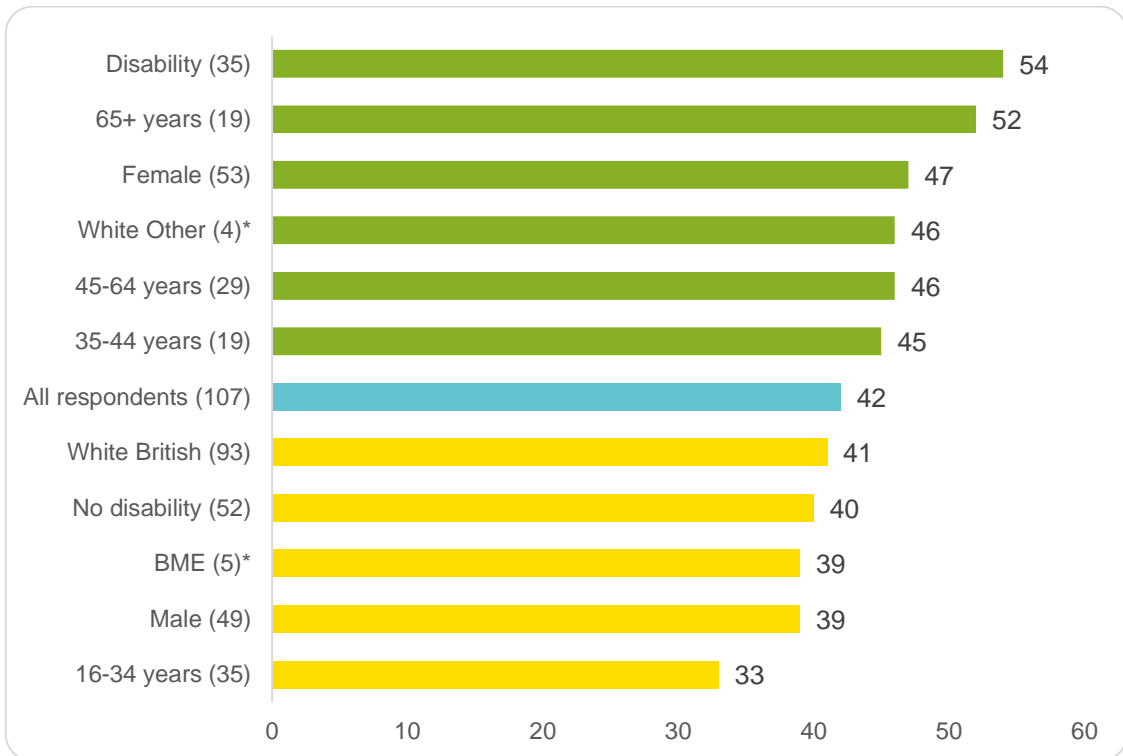
Figure 33: Your local area is a place where people from different ethnic backgrounds get on well together (% respondents)



BASE: All respondents

Respondents with a disability were the most likely to agree, followed by those aged 65+. Respondents aged 16 – 34 were the least likely to agree that people from different ethnic backgrounds get on well together.

Figure 34: Different ethnic backgrounds get on well together (% agree)



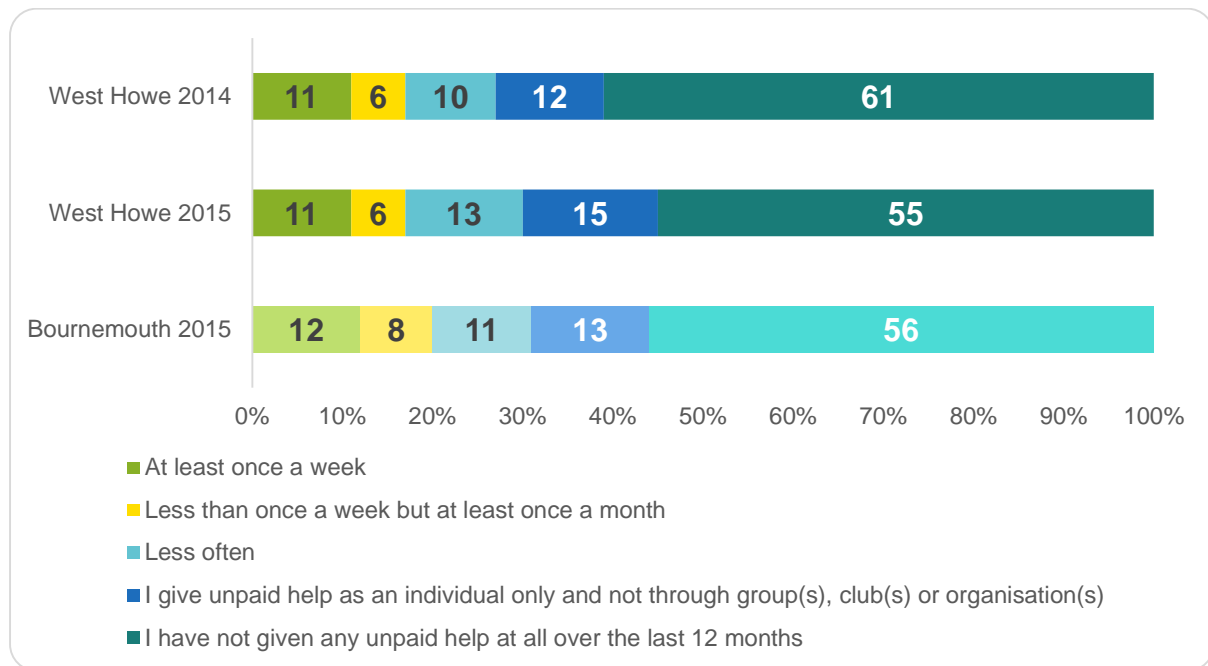
BASE: Varied as labelled

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6.2. Unpaid help

Respondents were asked how often in the last 12 months they have given unpaid help to groups, clubs or organisations. The percentage of respondents from West Howe who have given unpaid help within in the last twelve months has increased by 6% since 2014. Just over half (55%) people had given no unpaid help and a further 15% had given help as an individual, not through an organisation. This is in line with the overall Bournemouth finding.

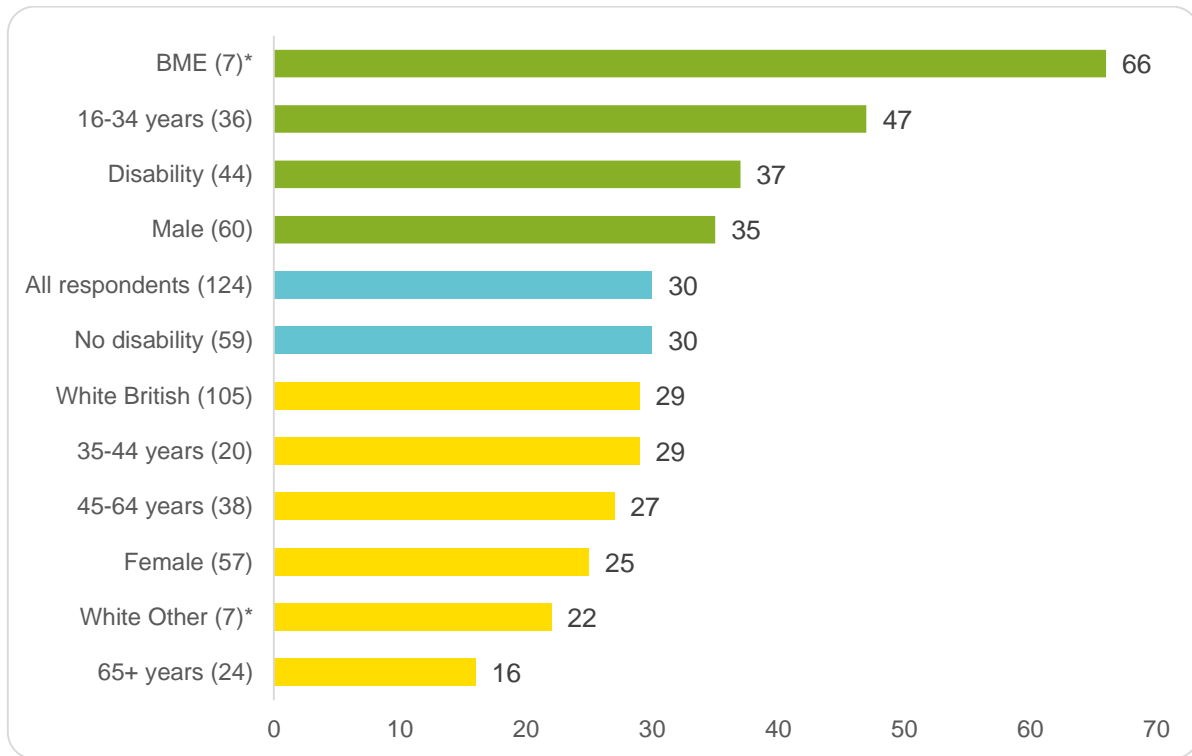
Figure 35: How often in the last 12 months have you given unpaid help to any groups, clubs or organisations (% respondents)



BASE: All respondents

Respondents who are aged 16 – 34 are most likely to have given unpaid help to a group, club or organisation compared to those respondents in other age groups. This finding is also observed in the overall Bournemouth report.

Figure 36: Unpaid help to groups, clubs or organisations (% given help in last 12 months)



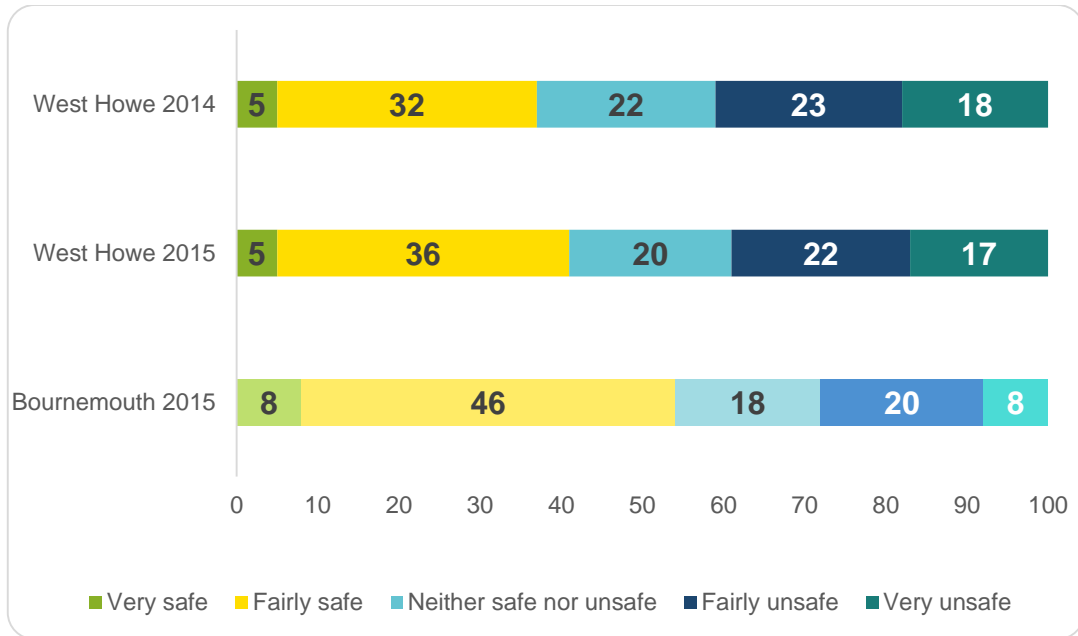
BASE: Varied as labelled

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7. Community Safety

Feelings of safety when outside after dark are considerably lower in West Howe in 2015 compared to Bournemouth in 2015. However, more respondents from West Howe say they feel safer after dark in 2015 than in 2014.

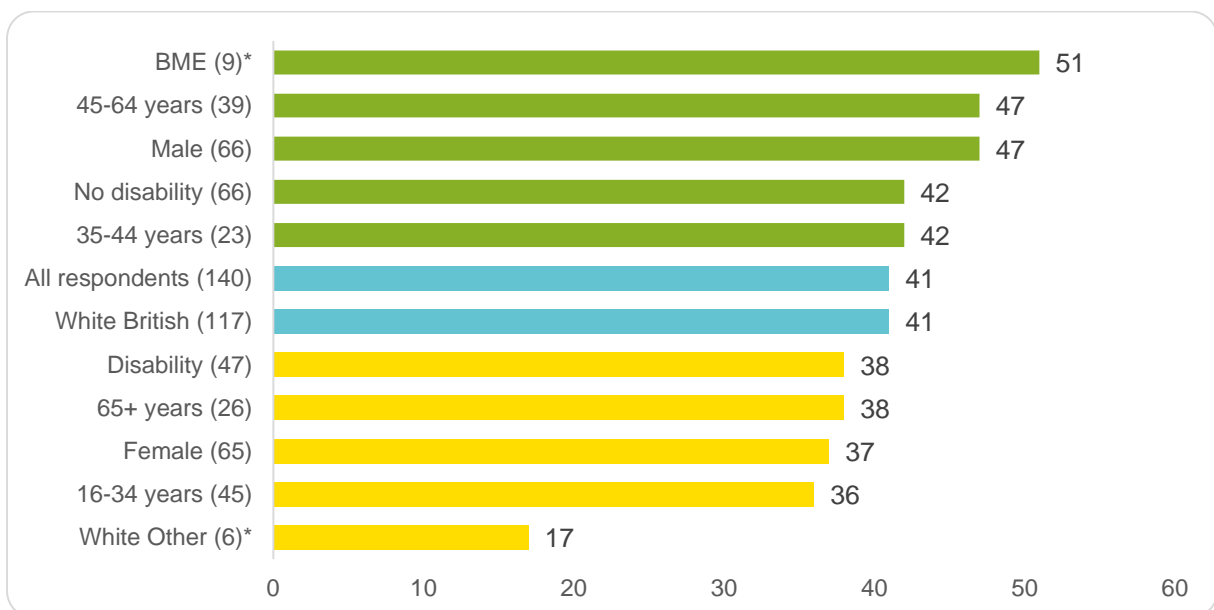
Figure 37: Feelings of safety in the local area after dark (% respondents)



BASE: All respondents

Younger people, those from white other ethnic groups and females feel the least safe after dark. This was the same pattern found in the 2014 report and in the overall Bournemouth report.

Figure 38: Feelings of safety in the local area after dark (% feeling safe)

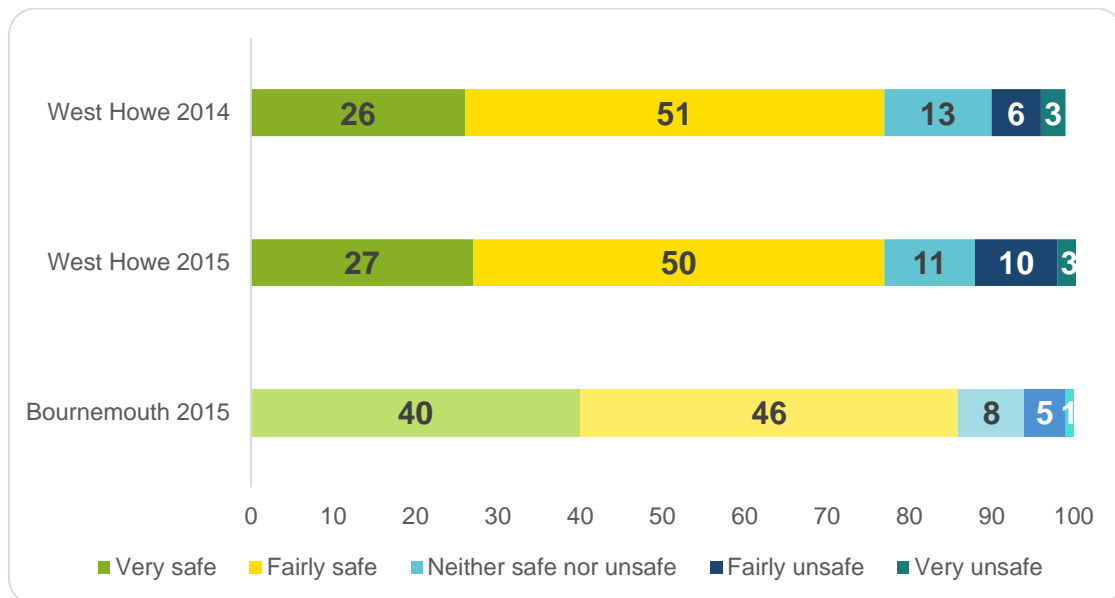


BASE: Varied as labelled

*small base

Respondents were also asked how safe they felt when outside in the local area during the day. Fewer West Howe respondents said that they felt safe during the day compared to Bournemouth residents in 2015. The proportion of respondents saying that they feel unsafe during the day has increased by 4% since 2014.

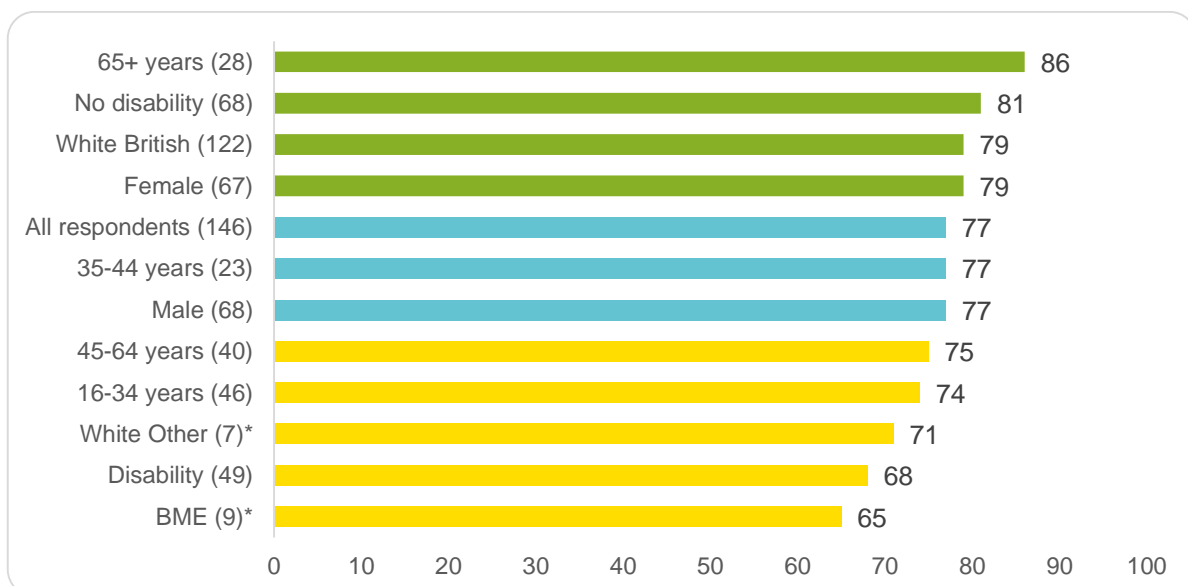
Figure 39: Feelings of safety in the local area during the day (% respondents)



BASE: All respondents

Young people, people with a disability and those from BME and other white ethnic backgrounds were the least likely to feel safe during the day. Respondents aged 65 and over were more likely to feel safe.

Figure 40: Feelings of safety during the day (% feeling safe)



BASE: Varied as labelled

*small base

8. Anti-social behaviour

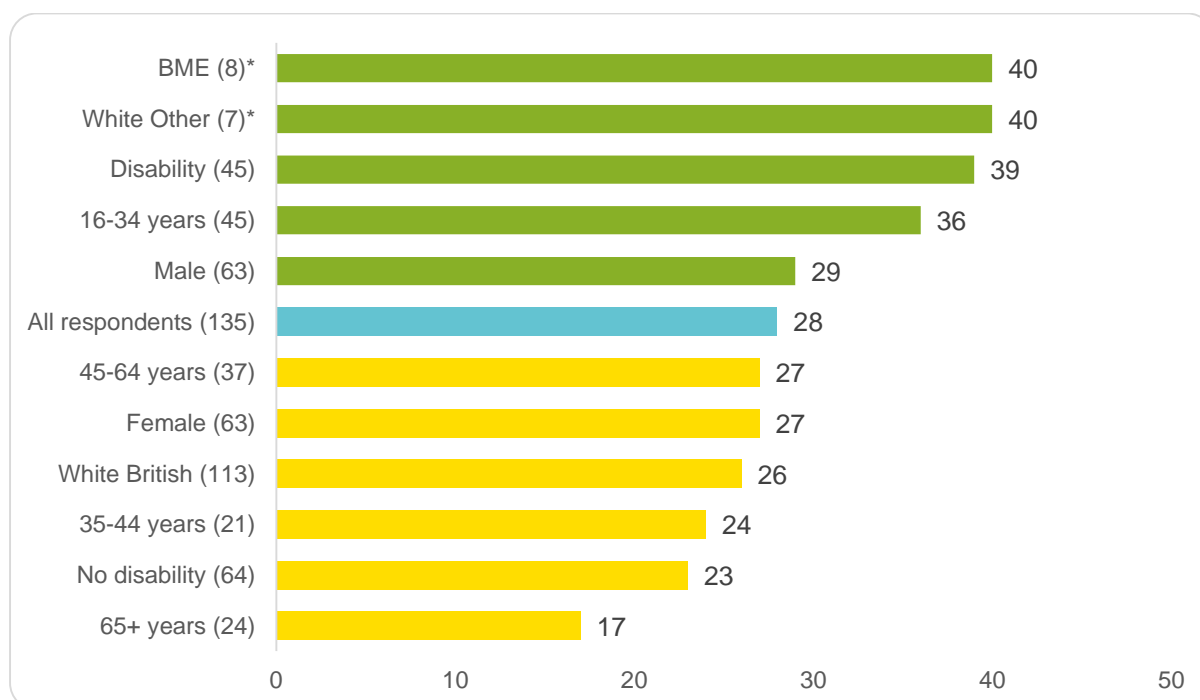
The West Howe residents' survey identified seven different types of anti-social behaviour and asked respondents how much of a problem each of those behaviours are in their local area. Six of these indicators (all except 'untidy gardens and other private land') are used by the Crime Survey for England & Wales to measure anti-social behaviour. Scores are allocated according to how big a problem the respondent perceives for each indicator, and the scores are combined to give an overall score.

The West Howe residents' survey uses a similar methodology¹. Combining the scores for the six indicators from the Crime Survey for England & Wales, the highest possible score is 18 and scores of 10 or more indicate a high perception of anti-social behaviour.

8.1. Overall perceptions of anti-social behaviour

The proportion of West Howe respondents who feel that there is an overall problem with anti-social behaviour is greater than Bournemouth overall. Nearly three out of ten respondents (28%) in West Howe had a high perception of anti-social behaviour compared to just over two out of ten respondents in Bournemouth overall (22%). However, the percentage of respondents who live in West Howe who have a high perception of anti-social behaviour has decreased from 40% in 2014.

Figure 41: High perception of anti-social behaviour
(% with combined score of 10 or more)



BASE: Varied as labelled

*small base

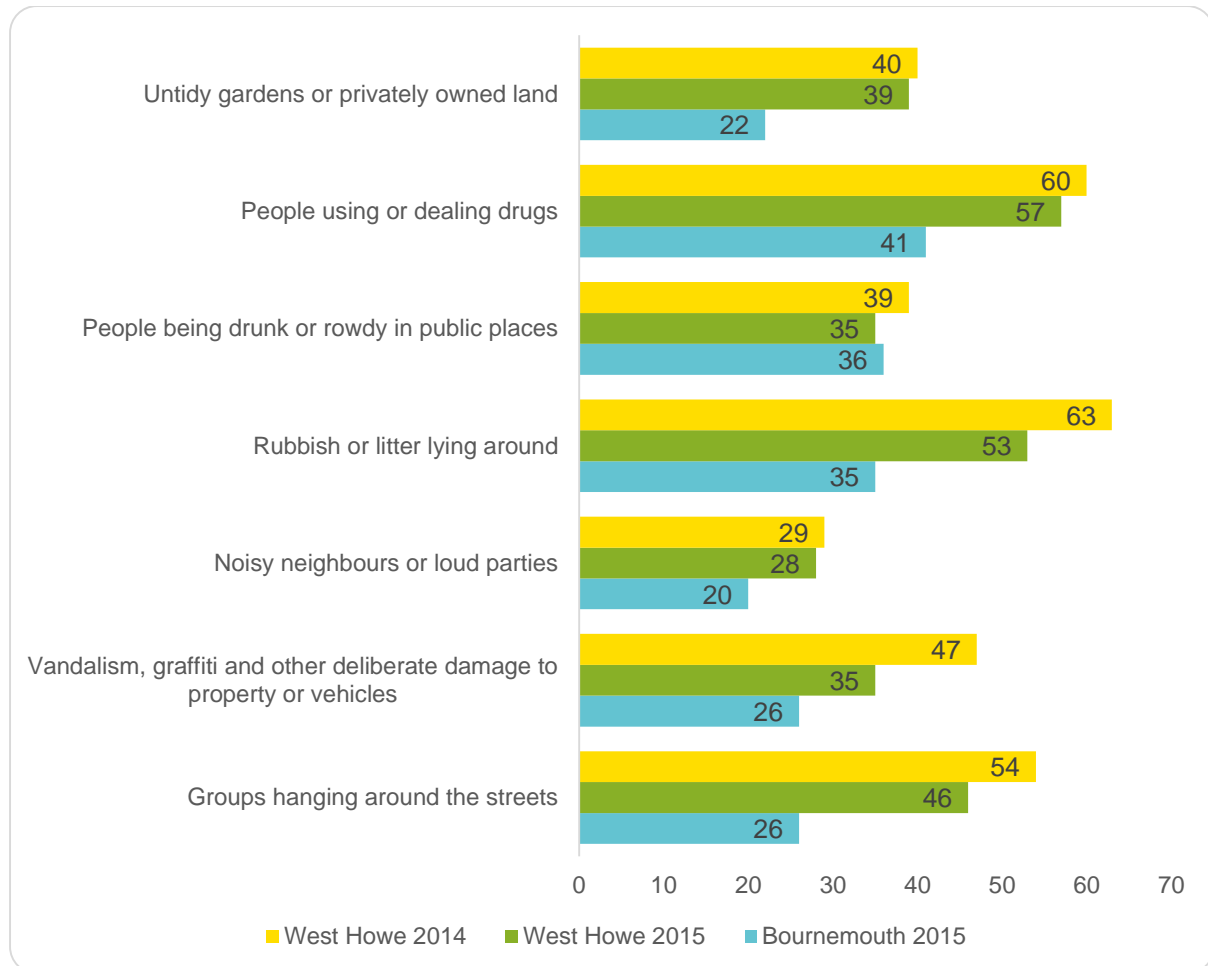
People from other white background and BME background, respondents with a disability and young people (aged 16-34) are most likely to have a high perception of anti-social behaviour.

¹ The Crime Survey for England & Wales includes a seventh indicator, 'burned out cars and other vehicles' which is not captured in the residents' survey so results are not directly comparable.

Older age groups have lower perceptions of anti-social behaviour. This was a similar finding as observed in the 2014 residents survey.

Compared to Bournemouth in 2015, perceptions of most kinds of anti-social behaviour are higher in West Howe for most of the issues except for people being drunk or rowdy in public places.

Figure 42: Perception of anti-social behaviours (% perceiving a problem)

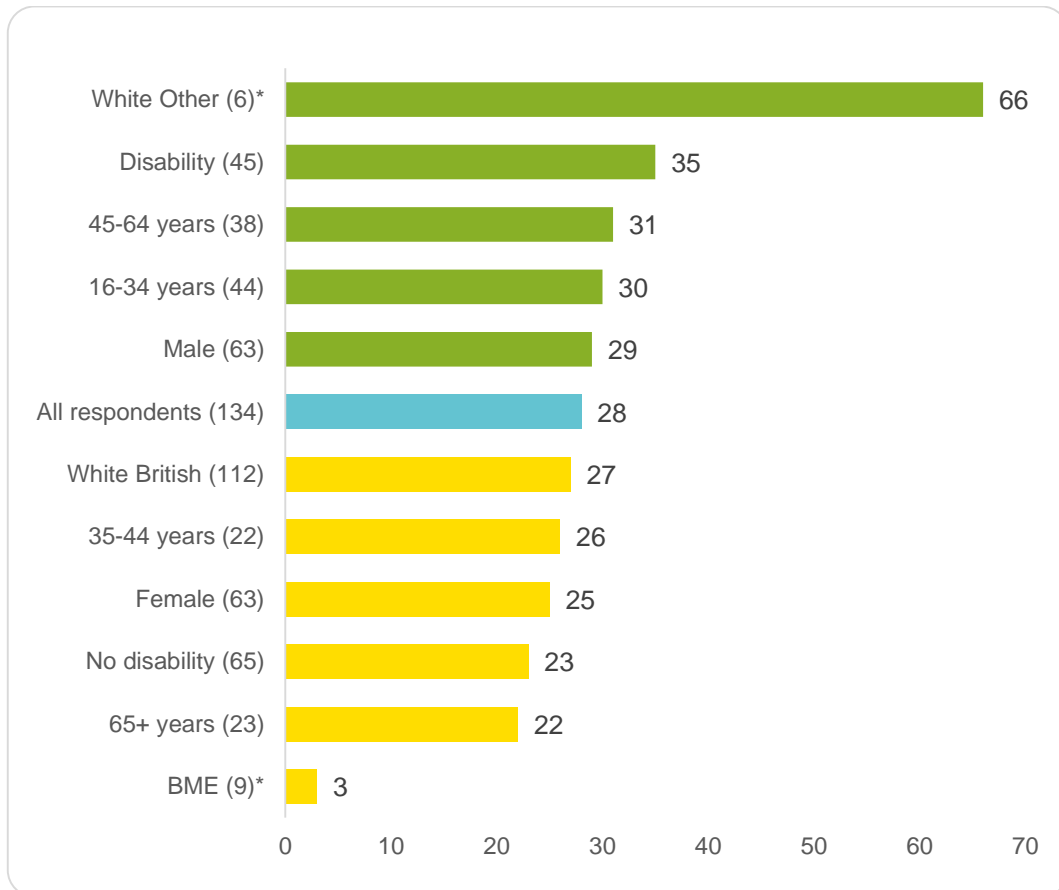


BASE: All respondents

8.2. Noisy neighbours

Just over one quarter of respondents (28%) state that there is a problem with noisy neighbours. Respondents aged 45–64 or 16–34 are the groups most likely and those aged 65 or over are least likely to say there is a problem with noisy neighbours.

Figure 43: Problem with noisy neighbours (% problem)



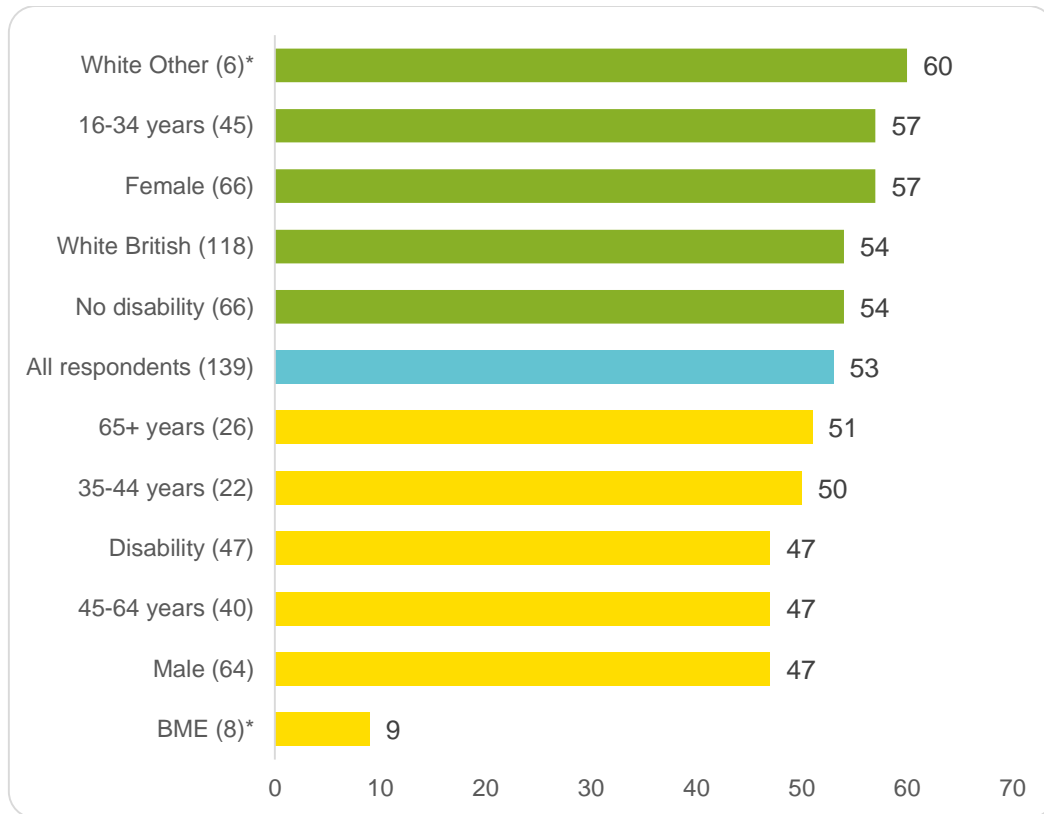
BASE: Varied as labelled

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8.3. Rubbish or litter lying around

Just over a half of respondents (53%) see rubbish or litter lying around as a problem. It is considered more of a problem by younger people (aged 16-34) and female respondents. Male respondents and those aged 45-64 are less likely to perceive it as a problem.

Figure 44: Problem with rubbish or litter lying around (% problem)



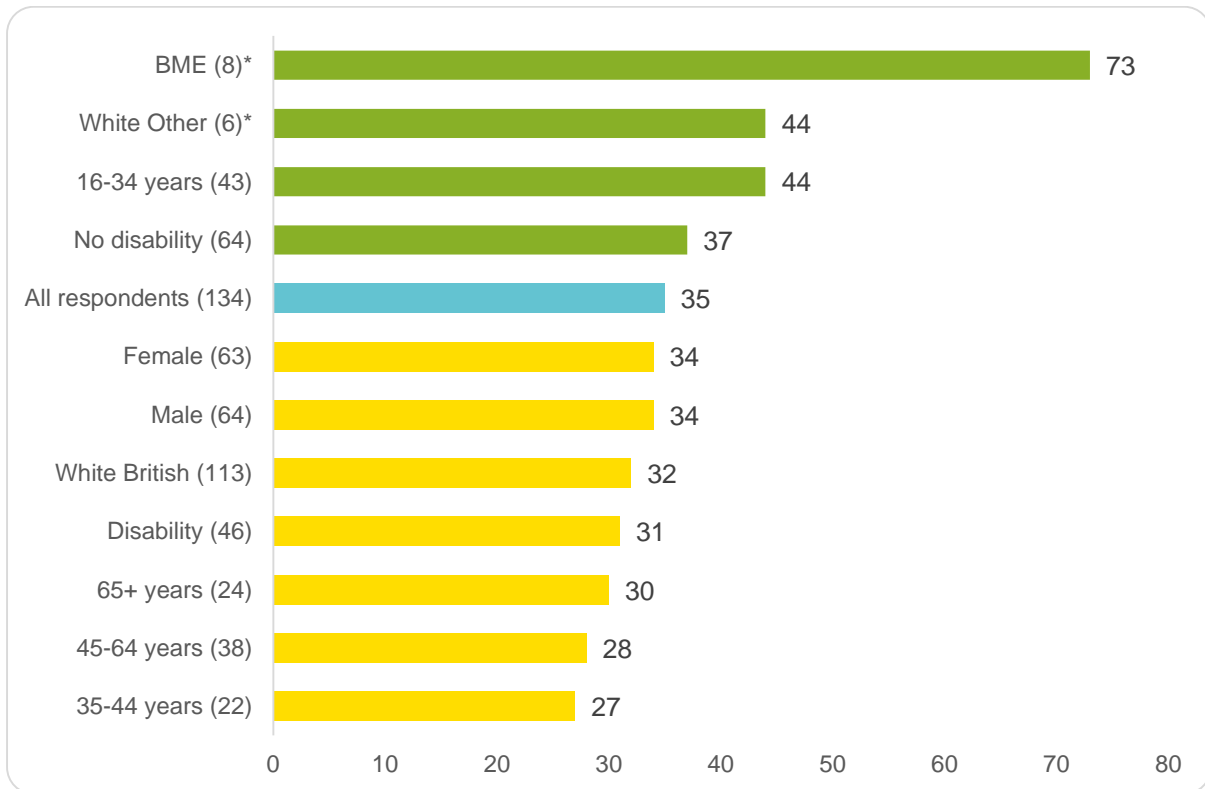
BASE: Varied as labelled

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8.4. Vandalism, graffiti and other deliberate damage

Just over one third of respondents (35%) felt there was a problem with vandalism, graffiti and other deliberate damage. Those from a non-White British ethnic background and those aged 16 – 34 were more likely to think that this issue was a problem compared to White British respondents and those aged 35 and over.

Figure 45: Problem with vandalism and graffiti (% problem)



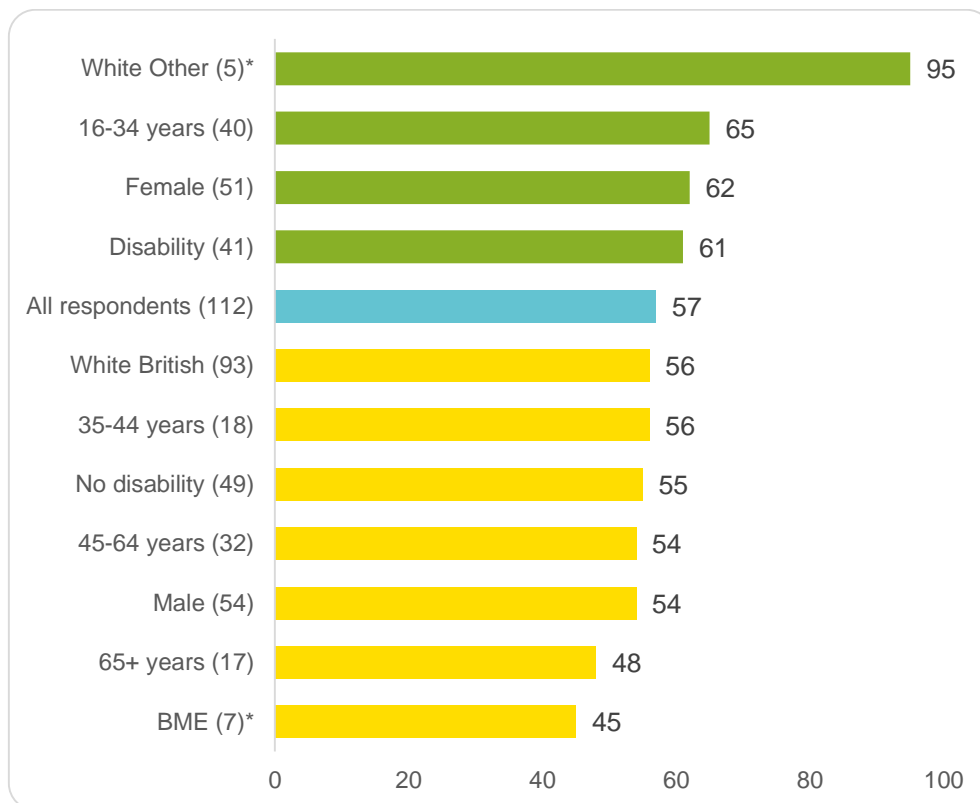
BASE: Varied as labelled

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8.5. People using or dealing drugs

Almost six out of ten respondents (57%) said that they felt people using or dealing drugs was a problem. Respondents aged between 16–34 are more likely to think this is an issue compared to those aged 65 and over. This finding is also observed in the overall Bournemouth report.

Figure 46: Problem with people using or dealing drugs (% problem)



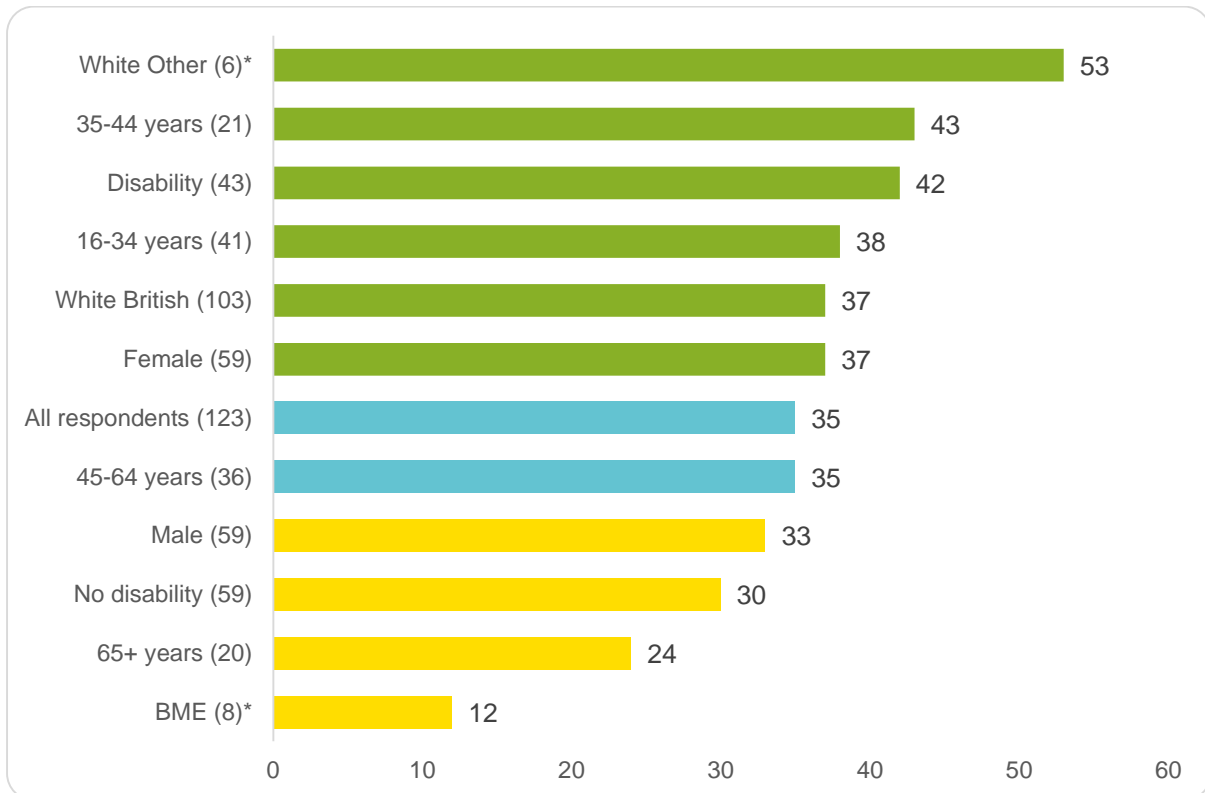
BASE: Varied as labelled

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8.6. People being drunk or rowdy in public places

Just over one third (35%) of respondents said that there was a problem with people being drunk or rowdy in public. Respondents from a white other ethnic background were more likely to see this as a problem than any other group, this was also observed in the Bournemouth overall report. Respondents aged 35-44 and those with a disability thought this issue was more of a problem compared to those aged 65 and over and those without a disability.

Figure 47: Problem with people being drunk or rowdy in public (% problem)



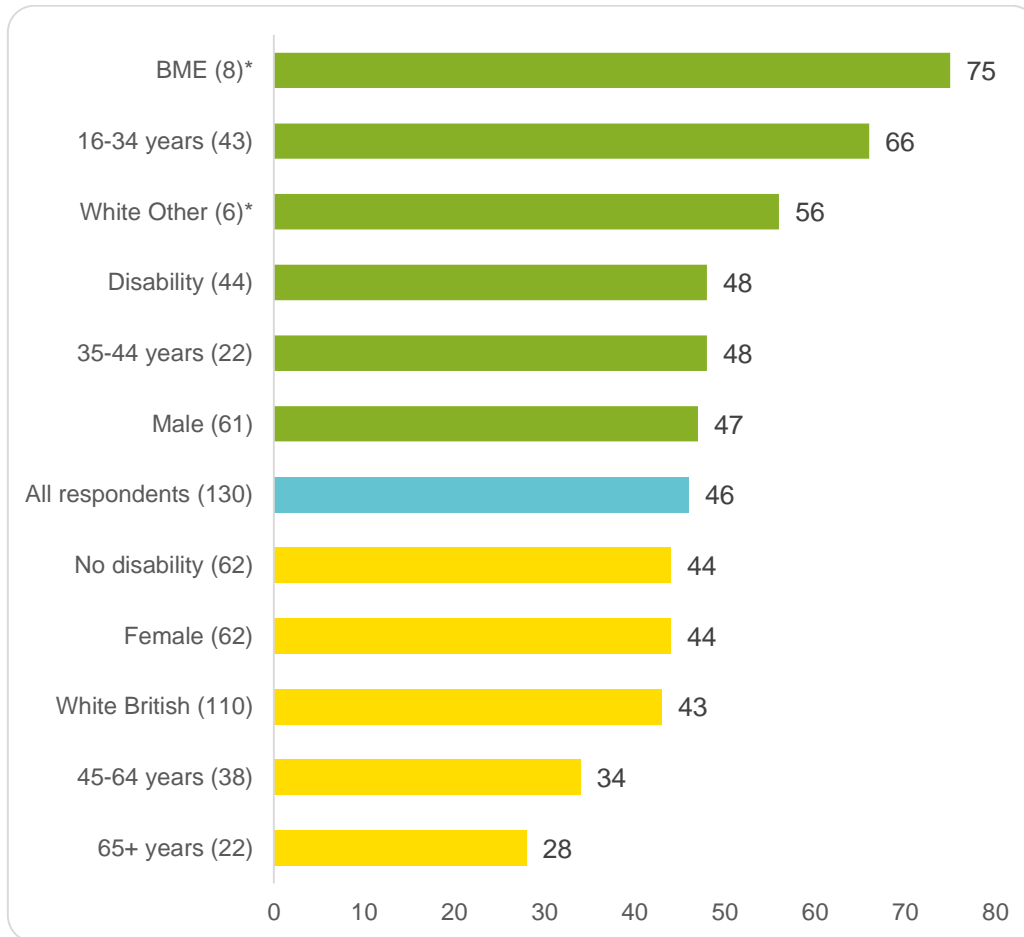
BASE: Varied as labelled

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8.7. Groups hanging around the streets

Perception of groups hanging around the streets decreases with age with 16-24 year olds more than twice as likely as those age 65+ to say that this is a problem in their area.

Figure 48: Problem with groups hanging around the streets (% problem)



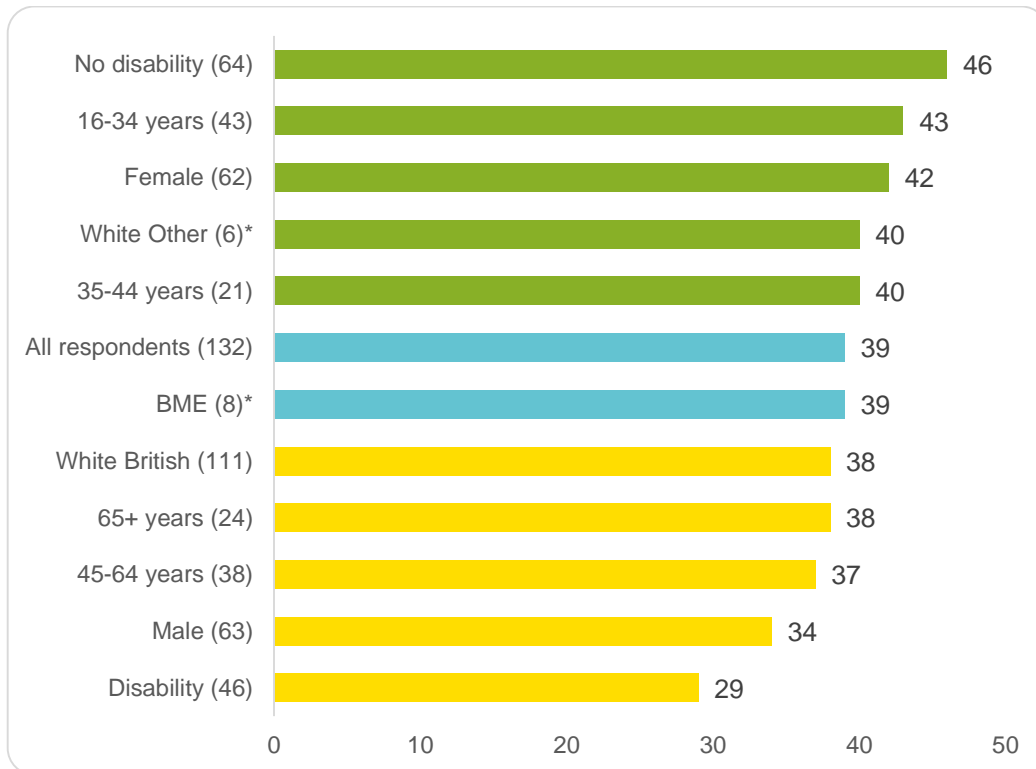
BASE: Varied as labelled

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8.8. Untidy gardens and other private land

Untidy gardens are perceived as more of a problem for respondents aged 16-34, females and those without a disability compared to respondents who are male and respondents who have a disability.

Figure 49: Problem with untidy gardens and other private land (% problem)



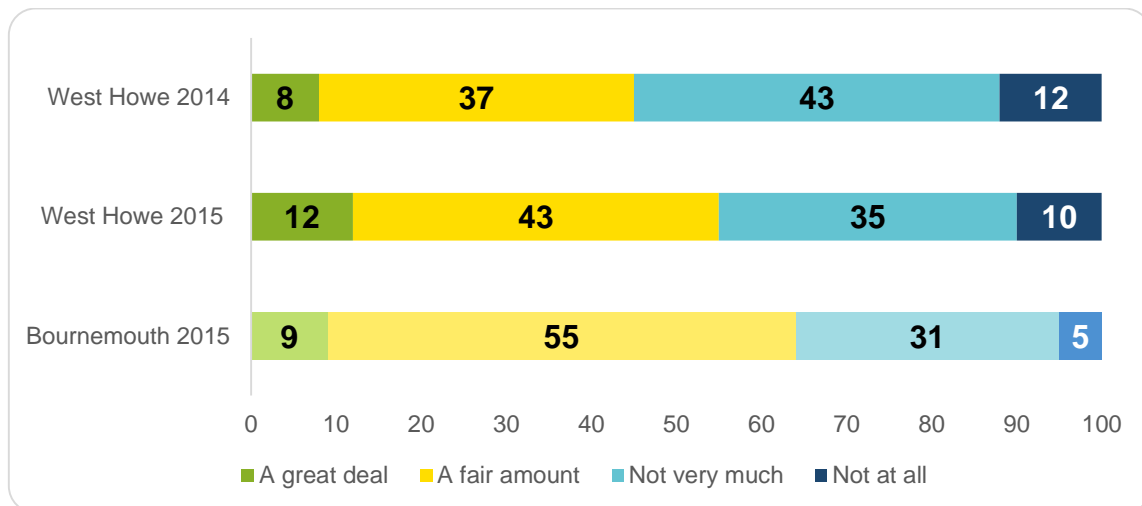
BASE: Varied as labelled
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9. Communication

9.1. Acting on local concerns

Respondents were asked to what extent they think that Bournemouth Council acts on the concerns of local residents. Residents of West Howe are less likely to believe that the Council acts on their concerns compared to Bournemouth residents in 2015.

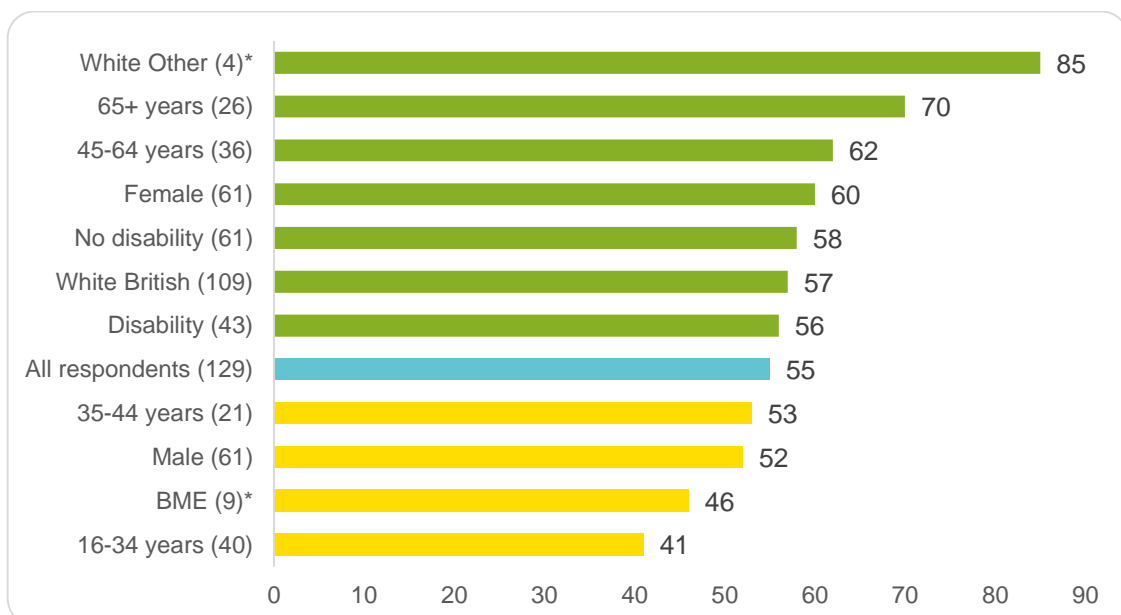
Figure 50: To what extent do you think that Bournemouth Council acts on the concerns of local residents? (% respondents)



BASE: All respondents

Older respondents are more likely to believe that the council acts on their concerns than younger people. Females are more likely to think that the Council acts on their concerns than males.

Figure 51: Bournemouth Borough Council acts on concerns of local residents (% positive)

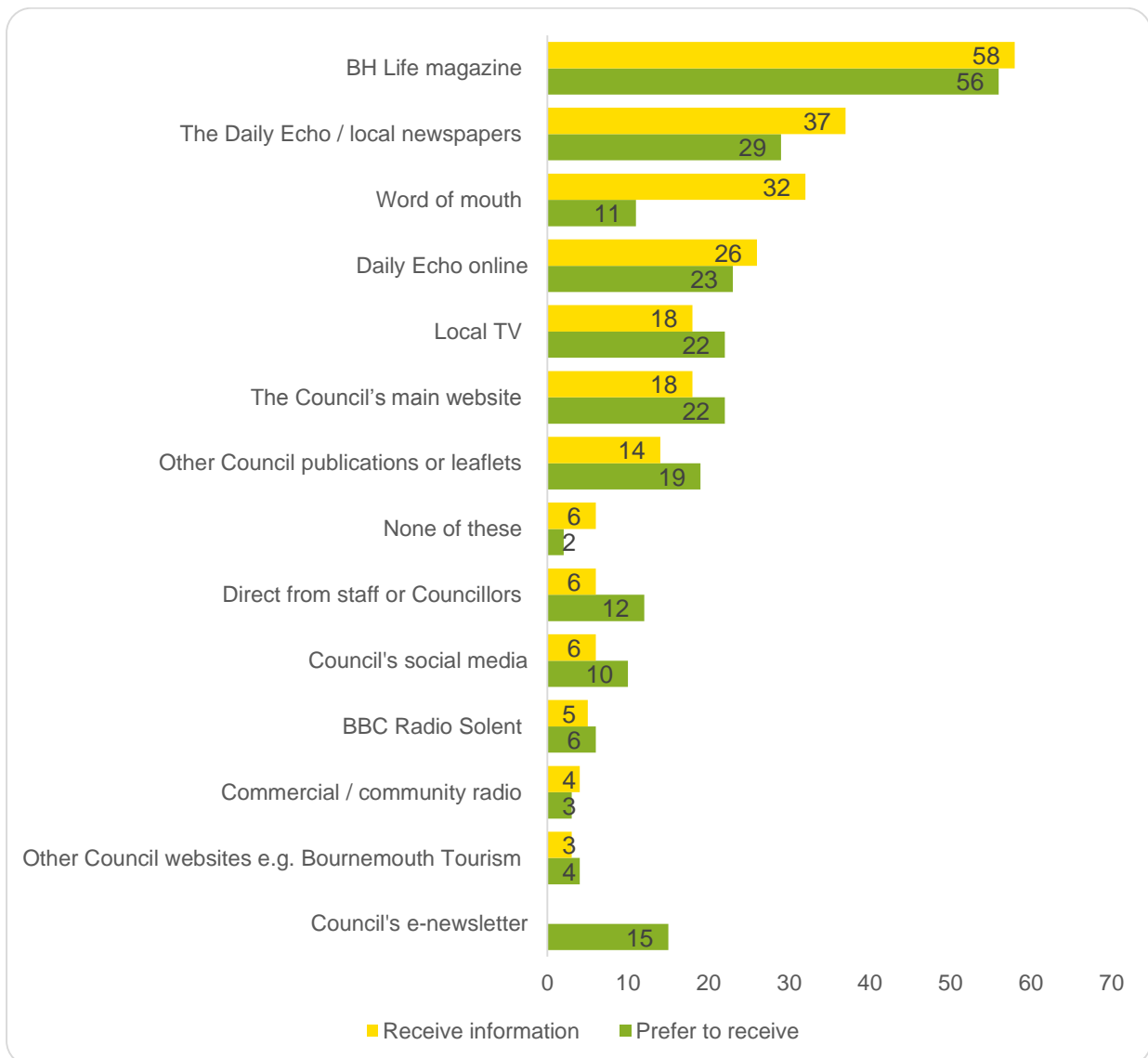


BASE: Varied as labelled
*small base

9.2. Council news and information

Similarly, to the overall sample of Bournemouth residents, West Howe respondents find out information about Council news and decisions from BH Life magazine, The Daily Echo and other local newspapers and word of mouth. West Howe residents would prefer to receive information about Council news and decision making from BH Life magazine, local newspapers and Daily echo online.

Figure 52: How do you find out about and how would you prefer to find out Council news and decisions? (% respondents)

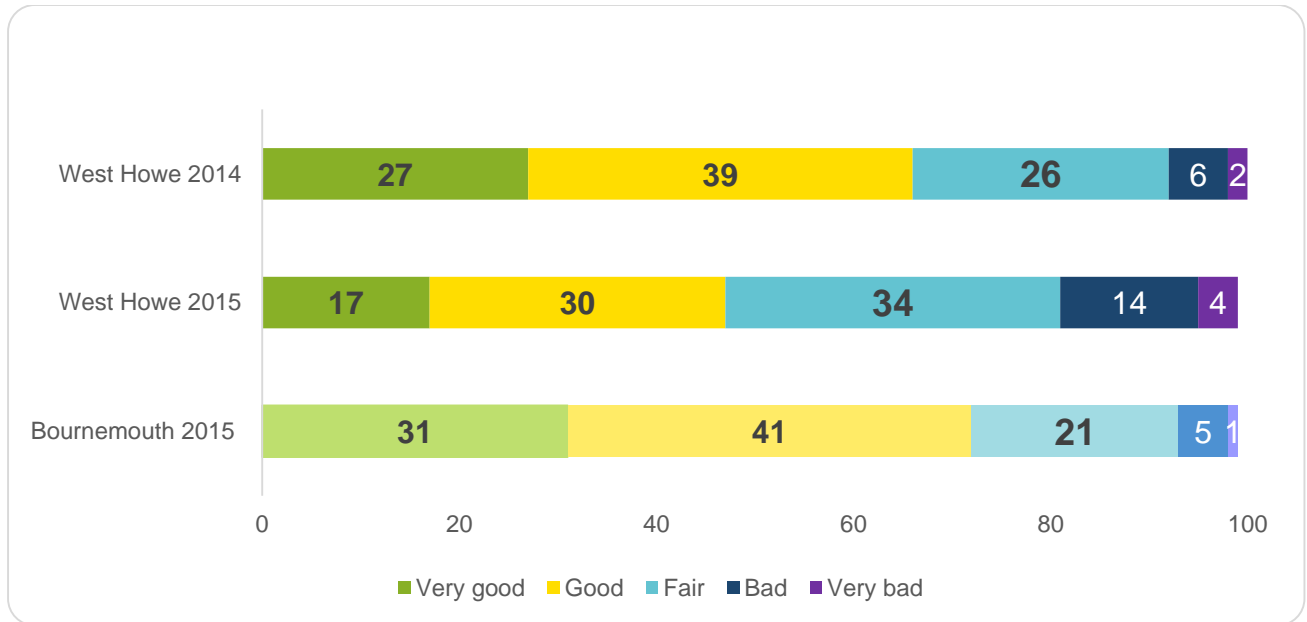


BASE: All respondents

10. Health & Wellbeing

When asked to describe their health in general, West Howe residents are significantly less likely to rate their health as good compared to Bournemouth residents overall. Just under one fifth of respondents (18%) rate their health and wellbeing as bad or very bad.

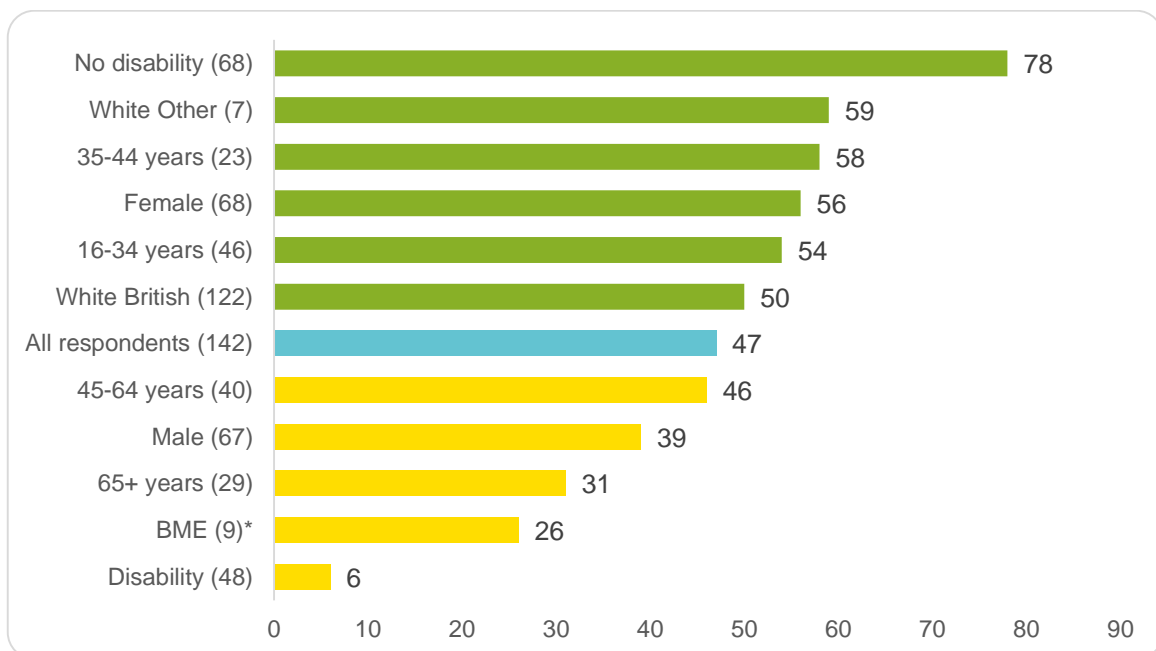
Figure 53: How is your health and wellbeing in general? (% respondents)



BASE: All respondents

Respondents who do not have a disability are significantly more likely to rate their health and wellbeing more positively compared to other groups.

Figure 54: How is your health and wellbeing? (% positive)



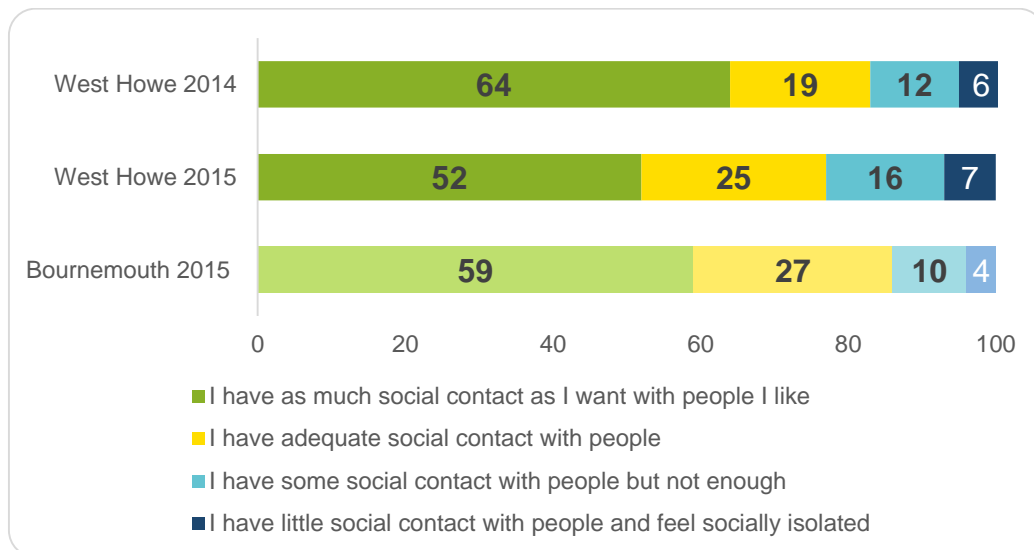
BASE: Varied as labelled

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10.1. Social contact

Just over three quarters (77%) of respondents in West Howe said that they either had as much social contact as they want with people or adequate social contact with people compared to 86% of the overall Bournemouth sample. Almost one quarter of respondents from West Howe (23%) said that they had not enough or little social contact. This compares to 14% of the Bournemouth sample overall.

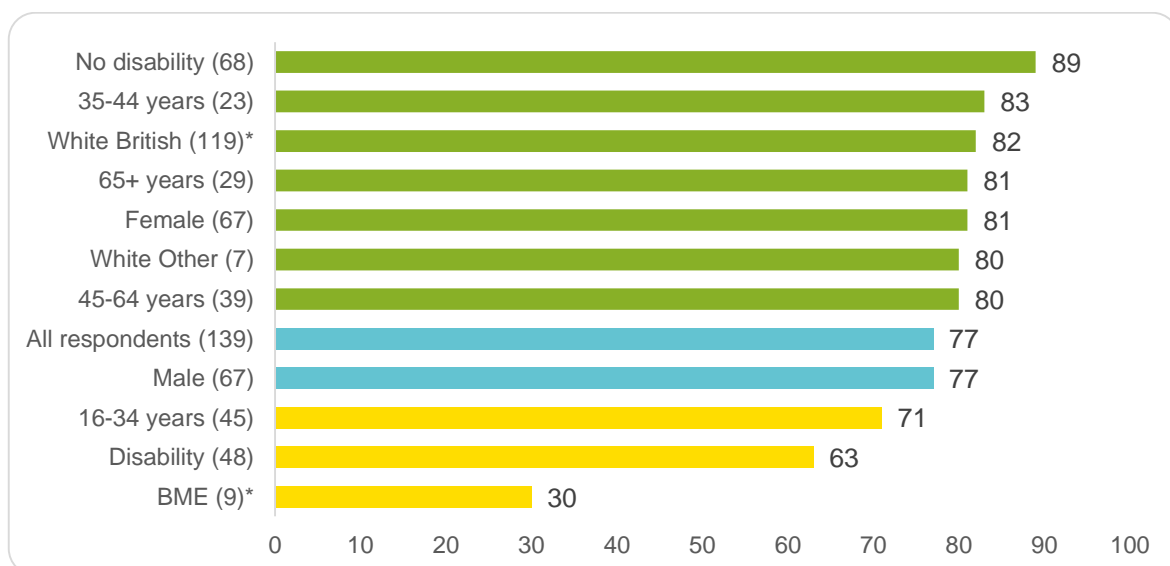
Figure 55: Which of the following best describes your social situation (% respondents)



BASE: All respondents
*small base

There is little variation between groups with the exception of BME groups, those with a disability and younger people (aged 16-34) who are all less likely to have enough social contact. This was also found in the 2014 residents survey.

Figure 56: Social contact (% with at least adequate contact)

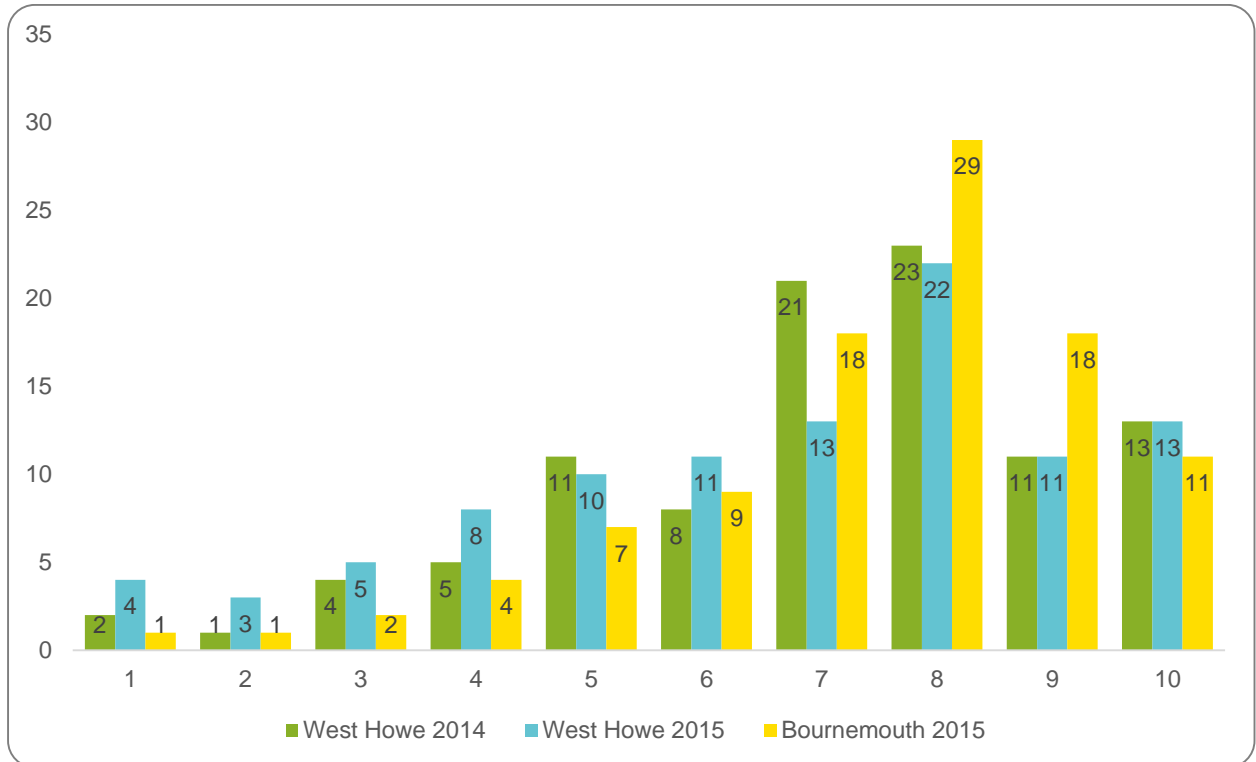


BASE: Varied as labelled
*small base

10.2. Satisfaction with life

Respondents were asked to rate their life on a scale of one to ten and 59% gave a score of seven or more. This has declined from 68% in 2014. There is a significant difference between West Howe resident's perception of their overall satisfaction when compare to Bournemouth residents overall with over three quarters (76%) of respondents to the overall Bournemouth sample rating their satisfaction as seven or more out of ten.

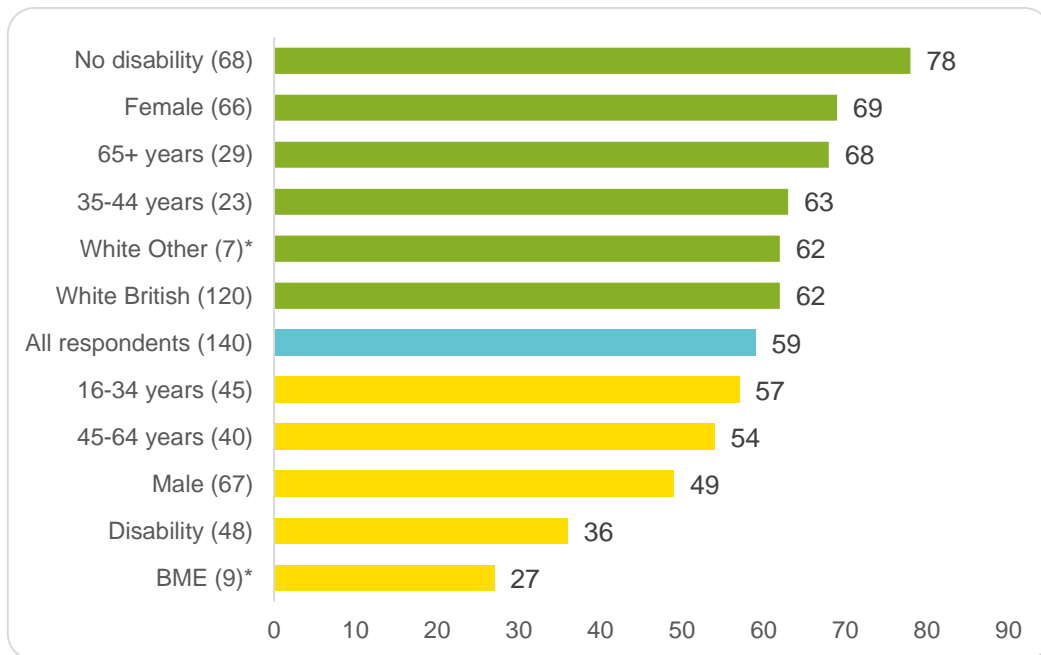
Figure 57: Overall satisfaction with life (% respondents)



BASE: All respondents

There isn't a very wide variation in scores across different groups with the exception of people with disabilities who are considerably less likely to give a high rating.

Figure 58: Overall satisfaction with life (% scoring 7 or more)



BASE: Varied as labelled

*small base

11. Conclusions

Many of the indicators from the West Howe sample of the Bournemouth Opinion Survey have seen a significant improvement since the West Howe 2014 residents survey. However, many are still significantly lower than the findings from the Bournemouth overall sample. Residents overall satisfaction with the local area as a place to live has increased (+7%) to 67% in 2015. This compares to 82% satisfaction rating from the overall Bournemouth sample.

When asked about priorities for the improving the local area and what is important in making somewhere a good place to live, eight factors are highlighted as rated above average in improvement and importance. Five of the factors are also highlighted in Bournemouth overall sample, three priorities which are specific to West Howe: activities for teenagers; parks & open spaces and road & pavement repairs.

There has been an increase in satisfaction with most services either provided or supported by the Council since 2014. There has been a slight decline but not significant in satisfaction with doorstep recycling and local bus services.

There has been an increase of 8% in the number of respondents who feel they belong to the local area. Just over two out of five respondents (42%) agreed that people from different ethnic backgrounds get on well together in the local area. This is significantly lower than the Bournemouth Opinion Survey 2015 which found that six out of ten people (61%) agreed with this statement. The number of people giving a neutral response was high in West Howe at 38%.

There has been an increase in the percentage of residents who feel safe after dark since 2014. Over two out of five respondents (41%) from West Howe state they feel safe after dark compared to 54% of the overall Bournemouth sample. The proportion of respondents saying that they feel unsafe during the day has increased by 4% since 2014 from 9% in 2014 to 13% in 2015. This compares to 6% of residents from the overall Bournemouth sample who feel unsafe during the day.

There has been a decrease in the percentage of respondents who live in West Howe who have a high perception of anti-social behaviour from 40% in 2014 to 28% in 2015. This compares to 22% of the overall Bournemouth sample who have a high perception of anti-social behaviour. Since 2014 there has been a decline in all of the anti-social behaviour perceptions with residents saying each of the issues is not as much of a problem as in 2014. There has been a 12% decline in the percentage of residents saying vandalism, graffiti and other deliberate damage is a problem in the local area.

Over half (55%) of residents in West Howe feel that the Council acts on the concerns of local residents. This has improved from 45% in 2014 and compares to 64% of the Bournemouth 2015 overall sample. Similarly, to the overall sample of Bournemouth residents, West Howe respondents find out information about Council news and decisions from BH Life magazine, The Daily Echo and other local newspapers and word of mouth.

When asked to describe their health in general, West Howe residents are significantly less likely to rate their health as good compared to Bournemouth residents overall. Just under one fifth of respondents (18%) rate their health and wellbeing as bad or very bad. Just over three quarters (77%) of respondents in West Howe said that they either had as much social

contact as they want with people or adequate social contact with people compared to 86% of the overall Bournemouth sample. Almost one quarter of respondents from West Howe (23%) said that they had not enough or little social contact. This compares to 14% of the Bournemouth sample overall.

Appendix 1: Respondent profile

		Counts	
		Weighted	Unweighted
Gender	Male	69	203
	Female	68	293
Age	16 – 34 years	46	45
	35 – 44 years	23	61
	45 – 64 years	41	192
	65+ years	29	202
Disability	Yes	49	199
	No	68	249
Ethnicity	White British	123	470
	White other	7	20
	BME	9	12
Religion	No religion	45	118
	Christian	78	347
	Other	4	21
Sexual orientation	Heterosexual	116	434
	All other sexual orientations	11	34
Accommodation	Owned / buying	47	198
	Social rented	74	267
	Private rented	12	24
Children 17 and under	None	31	119
	One	20	59
	Two	24	44
	Three or more	13	36
Adults 18 and over	One	41	164
	Two	57	181
	Three or more	18	61
Economic activity	In employment	63	183
	Unemployed	2	8
	Retired	27	178
	Economically inactive	10	106

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