

West Howe Residents' Survey 2014



Produced by the Corporate Consultation and Research Team

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1. Introduction

Bournemouth Borough Council conducted a residents' survey in West Howe in October 2014. The results are reported in this document. The survey used a similar questionnaire and methodology to the Bournemouth Opinion Survey (BOS) which was conducted across the Borough in 2013 and 2012. The results for West Howe are compared to the Borough-wide 2013 BOS results where possible in this report.

1.1. Methodology

The West Howe residents' survey was a paper only survey, sent to 2000 households in West Howe. The survey was issued on 15th October 2014 and closed on 28th December 2014, with one reminder sent on 10th November. A total of 642 responses were received, a response rate of 32%.

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 +/- 3.5%. This means that we can be reasonably confident that if we surveyed the whole population of West Howe the results would fall between 46.5% and 53.5%.

The results have been weighted by age, gender, ethnicity and disability.

Where applicable the results have been compared to the Borough-wide results from BOS 2013.

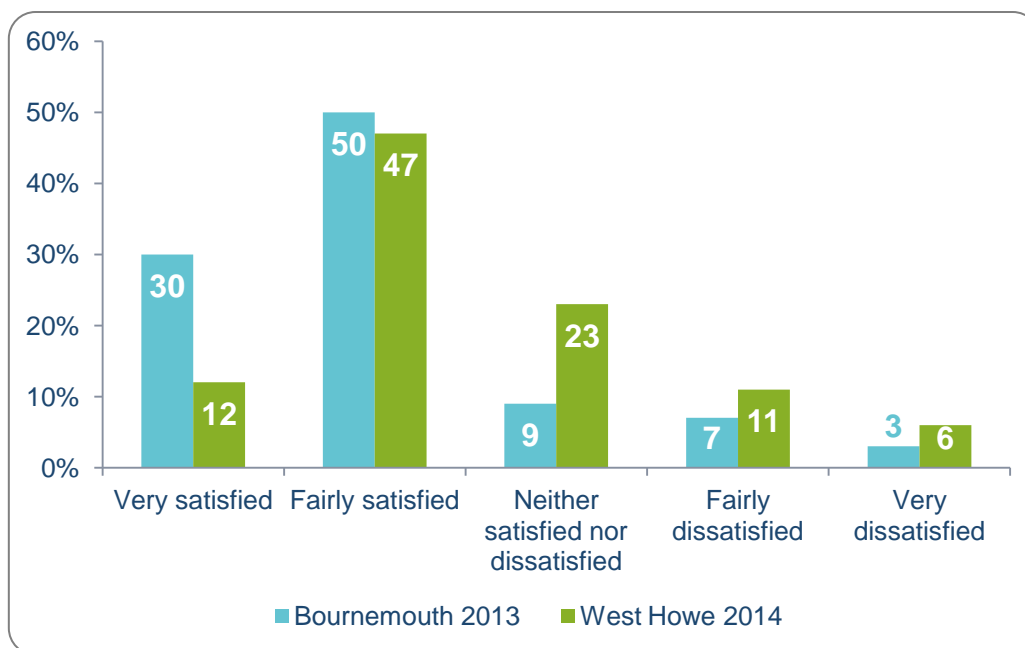
Figures shown in this report are presented as a percentage of respondents who answered the question i.e. excluding 'don't know' and 'no reply'.

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.

2. Overall satisfaction

Residents were asked “Overall, how satisfied or dissatisfied are you with your local area as a place to live?” Six out of ten people said that they were either very satisfied or fairly satisfied. This is considerably less than the borough-wide Bournemouth Opinion Survey (BOS) 2013 which found that eight out of ten Bournemouth residents were satisfied with their local area. A smaller-scale survey of West Howe residents in 2012 found seven in ten (71%) were satisfied with the local area.

Figure 1: Overall satisfaction with local area



BASE: All respondents excluding 'Don't know'

Although dissatisfaction with the West Howe area is slightly higher than that recorded across the Borough, the biggest difference is the neutral responses with almost a quarter of respondents being neither satisfied nor dissatisfied.

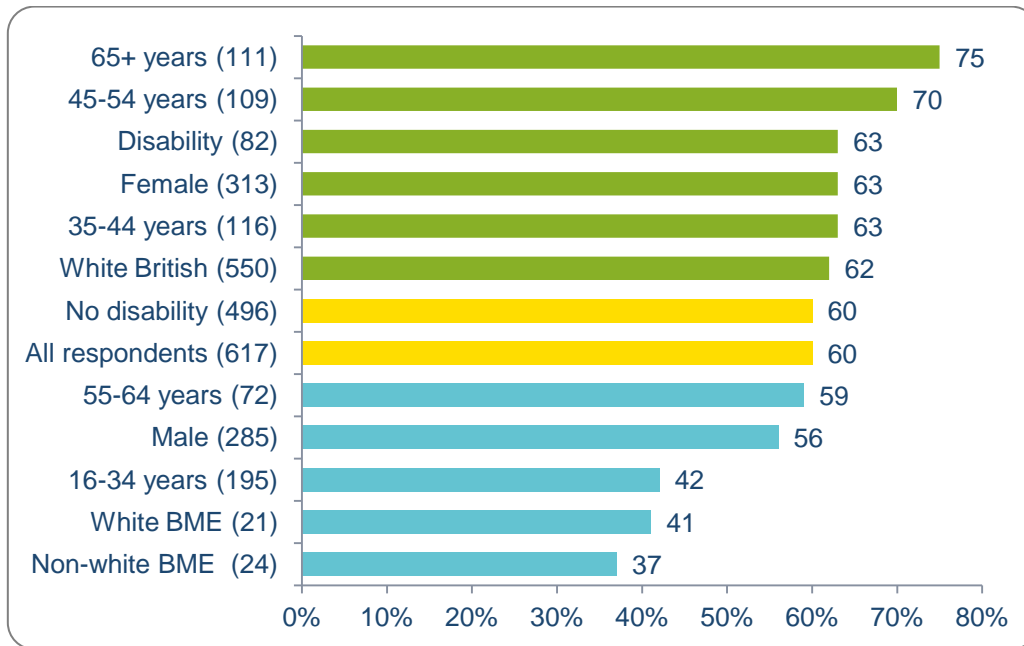
People from non-white British ethnic backgrounds are the least satisfied with only a little over a third (37%) of those from non-white BME groups saying that they are satisfied with the area and four in ten (41%) from other white backgrounds, though it should be noted that the sample size for these groups is quite small. People from other white backgrounds were much more likely to give a neutral response (35%) while there were no neutral responses from non-white BME respondents.

Three quarters of those aged 65+ were satisfied with the local area, as were 70% of those aged 45-54 years.

Females are more satisfied (63%) with the area than males (56%)

People with a disability are slightly more satisfied than those without though this is within the margin of error.

Figure 2: Satisfaction with local area (% satisfied)



BASE: Varied as labelled

Satisfaction with the local area increases the longer someone has lived in the area. People who are very new to the area (less than a year) are only slightly less satisfied than average (54%) but this rapidly falls to a low of 37% among those living there for two to three years. Satisfaction levels then gradually increase over time; nearly three quarters (72%) of those who have lived in the area for 20 years or more are satisfied. This may be partly related to age, since older people are likely to have lived in the area for longer and we know that older people are more satisfied. It may also be because, over time, people who don't like the area move away leaving the more satisfied residents behind.

People who own their homes, either outright or with a mortgage, are the most satisfied with the area (62% and 68% respectively). People renting from the council (57%) or from a social landlord (54%) are slightly less satisfied than average while those renting from a private landlord (31%) are significantly less satisfied.

3. Residents' priorities

Residents were asked to choose five things from a list of twenty 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.

There has been some change in the issues considered most important by West Howe residents since the survey in 2012¹. The level of crime is the most important issue to West Howe residents, having overtaken clean streets, which was most important in 2012. Public transport is the issue with the biggest increase, now appearing in fourth place (tenth in 2012), up 14 percentage points since 2012. This could be linked to the proposed changes to bus services which run through West Howe.

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

	2014	2012	change
The level of crime	61	54	7
Clean streets	56	55	1
Affordable decent housing	42	34	8
Public transport	39	25	14
Parks and open spaces	34	41	-7
Road and pavement repairs	33	35	-2
Health services	27	32	-5
Shopping facilities	25	21	4
Activities for teenagers	23	33	-10
Access to nature	22	27	-5
Education provision	21	27	-7
Facilities for young children	19	23	-4
Wage levels and local cost living	16	11	5
Job prospects	14	17	-3
The level of traffic congestion	13	9	4
Community activities	8	5	3
Sports and leisure facilities	8	3	5
Cultural facilities	7	13	-6
The level of pollution	6	5	1
Race relations	1	2	-1

BASE: All respondents excluding 'Don't know'

The level of crime is of less importance to those aged 65+ and to those with a disability. It is of more importance to those living in the area for less than three years.

Clean streets are more important to the younger age groups (up to 44 years) and less important to the 45-54 age group. Males find clean streets more important (64%) than females do (49%).

Affordable decent housing is much more important to the 45-54 year old age group (53%) than to 35-44 year olds (32%). Females place more importance on affordable housing (49%) than do males (35%). People who are renting their homes are considerably more likely to find affordable

¹ These questions were not included in the 2013 BOS survey so comparisons are not available

housing important than those who own their homes. In particular, those renting from a social landlord (64%) and from a private landlord (61%) place well above average importance on this issue.

Public transport is more important to the over 65 age group (51%) than the 35-44 year old age group (23%). People renting from a private landlord (68%) or from the Council (51%) place more importance on public transport than those renting from a social landlord (19%) or buying on a mortgage (23%).

People who are buying their home on a mortgage are twice as likely (50%) to have chosen parks and open spaces as one of their top 5 most important things than those renting from the Council (21%).

Respondents were given the opportunity to add other factors to the list. While many of the comments received related to categories already on the list (e.g. highlighting cleaning issues in particular streets) two recurring themes were good neighbours and better parking.

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)

	2014	2012	change
Road and pavement repairs	51	44	7
Clean streets	47	41	6
The level of crime	47	57	-10
Activities for teenagers	36	39	-3
The level of traffic congestion	21	14	7
Job prospects	19	29	-10
Parks and open spaces	19	13	6
Affordable decent housing	18	16	2
Facilities for young children	17	23	-6
Public transport	17	15	2
Wage levels and local cost living	17	20	-3
Health services	14	12	2
Shopping facilities	14	14	0
Community activities	12	6	6
Education provision	10	7	3
Sports and leisure facilities	9	6	3
Access to nature	7	7	0
The level of pollution	5	3	2
Cultural facilities	3	2	1
Race relations	3	2	1

BASE: All respondents excluding 'Don't know'

There are four issues which respondents clearly feel more strongly about.

Road and pavement repairs was the issue that most people felt was in need of improvement, with around half of respondents (51%) choosing this in their top five. The number of people choosing this

issue has increased by seven percentage points since the survey in 2012, replacing the level of crime as the most in need of improvement.

The number of people placing the level of crime in their top five issues has fallen by ten percentage points since 2012, with just under half of respondents (47%) feeling that this issue needs improvement. The level of crime now shares second place with clean streets, which has increased by six percentage points since 2012.

Activities for teenagers remains in fourth place. The percentage of people choosing this option has fallen slightly since 2012 but is within the margin of error.

The other major change of note is a significant fall in the number of people feeling that job prospects are in need of improvement, falling from three in ten (29%) in 2012 to two in ten (19%) in 2014. This is perhaps reflective of the improved economic situation.

Road and pavement repairs is more of an issue to older people (63% aged 65+) than younger (35% aged 35-44). However the youngest age group (16-34 years) are more than averagely concerned about this issue (56%). Males are more concerned (56%) about road and pavement repairs than females (47%), though there is no difference at all between those with a disability and those without. A similar pattern occurs with clean streets. Around 10% more men than women (52% and 42% respectively) felt that cleanliness needed improving while the youngest and oldest age groups were more likely to identify this issue than those aged 35-54.

The level of crime is of more concern to younger people (54% aged 16-34) than older people (34% aged 65+). Concern about crime decreases the longer people have lived in the area; two thirds (66%) of those who had lived in the area for less than a year said that the level of crime needs to be improved, compared to four in ten (42%) of those living there for 20 years or more.

The need to improve activities for teenagers was identified by 36% of respondents. There was no significant difference between age groups but 43% of females felt this is something that needed improvement compared to only 27% of males.

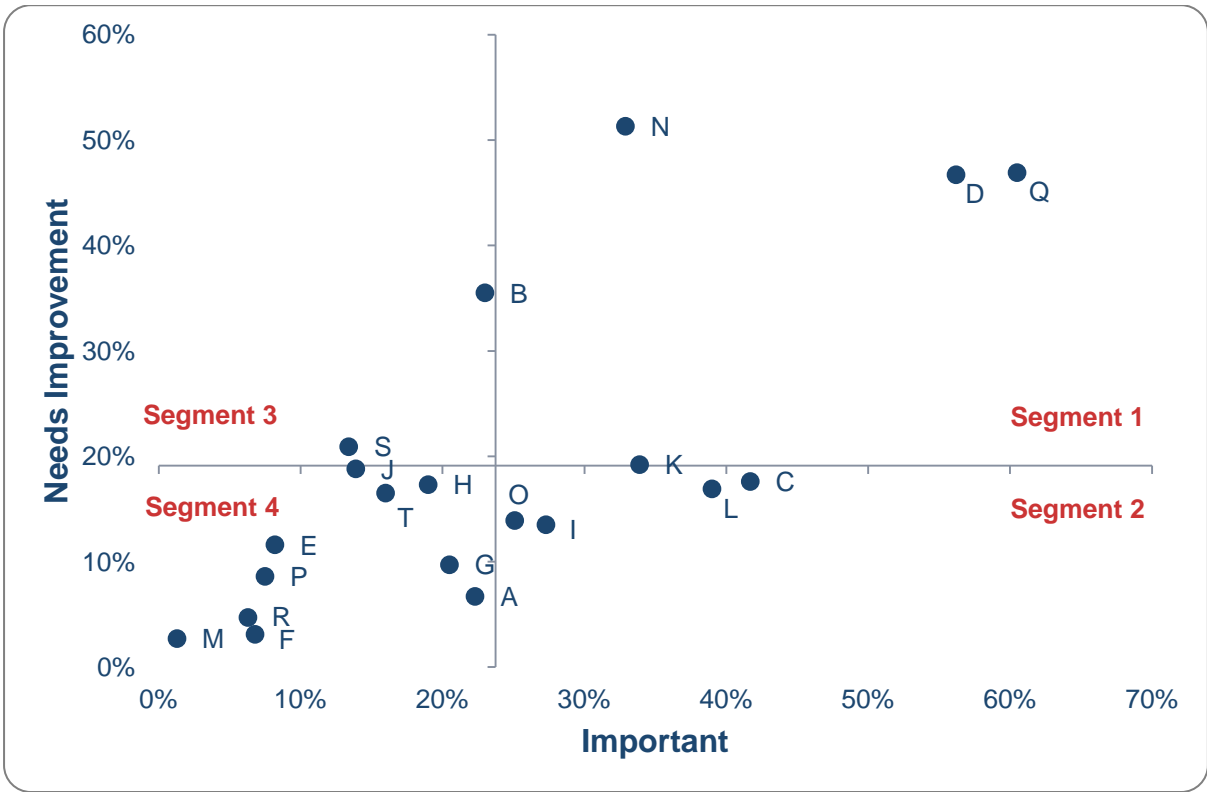
Again there was an opportunity for respondents to add 'other' issues. While many of the comments referred to street cleaning, other issues raised included anti-social behaviour, tree pruning / hedge cutting and parking.

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.

The chart below 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. There are three issues in this segment – clean streets, road & pavement repairs and the level of crime.

Segment 2 are those issues with above average importance but below average need for improvement. 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. Parks & open spaces in particular sits on the axis so attention should be paid to ensuring it does not slip in to Segment 1. Affordable housing and public transport are also quite close to the axis.



BASE: All respondents excluding 'Don't know'

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

Segment 3 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. In particular, activities for teenagers is very close to being in Segment 1 so attention must be paid here.

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

4. Service satisfaction & usage

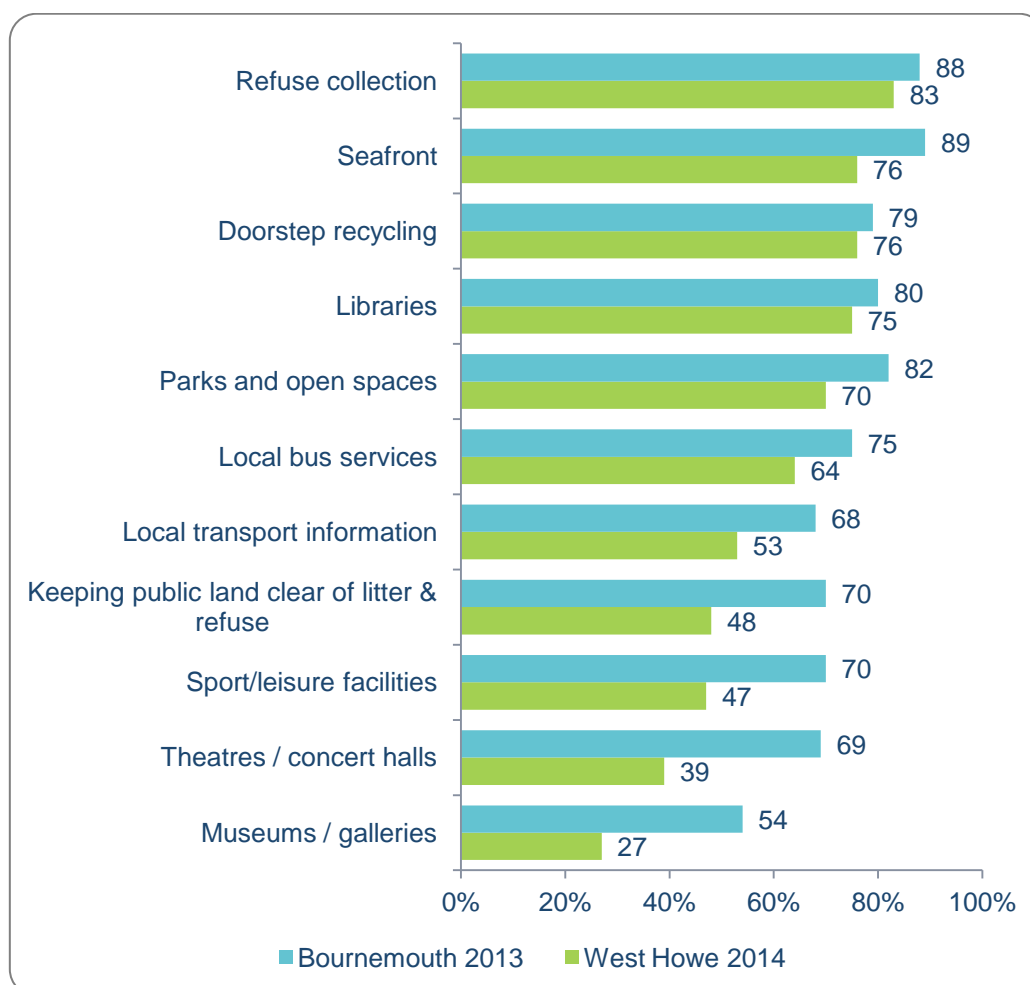
4.1. Service satisfaction

Satisfaction with Council services is lower in the West Howe Residents' Survey 2014 than in Bournemouth Opinion Survey 2013. Refuse collection has the highest satisfaction rate, followed by seafront and doorstep recycling.

Sport & leisure facilities, theatres & concert halls and museums & galleries have the lowest satisfaction rates. These services all had a high neutral response since they are not used as often.

Dissatisfaction was highest for keeping public land clear of litter and refuse with 41% of respondents saying that they are dissatisfied with this service.

Figure 3: Satisfaction with Council services (% satisfied)

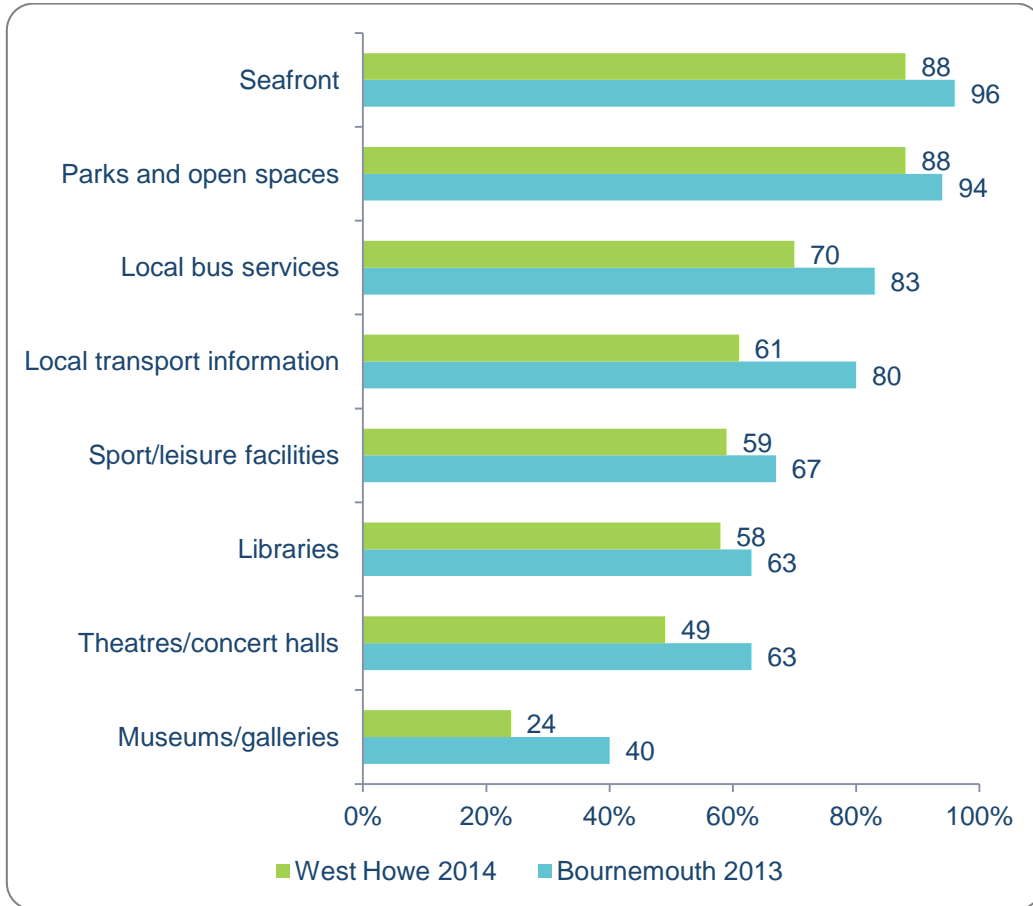


BASE: All respondents excluding 'Don't know'

4.2. Service usage

Usage of Council run services is also lower in West Howe than across the Borough as a whole. The ranked order of usage is the same for West Howe and for Bournemouth as a whole, with the seafront and parks & gardens being the most used services and theatres & concert halls and museums & galleries the least used.

Figure 4: Usage of council services (% using in last 12 months)

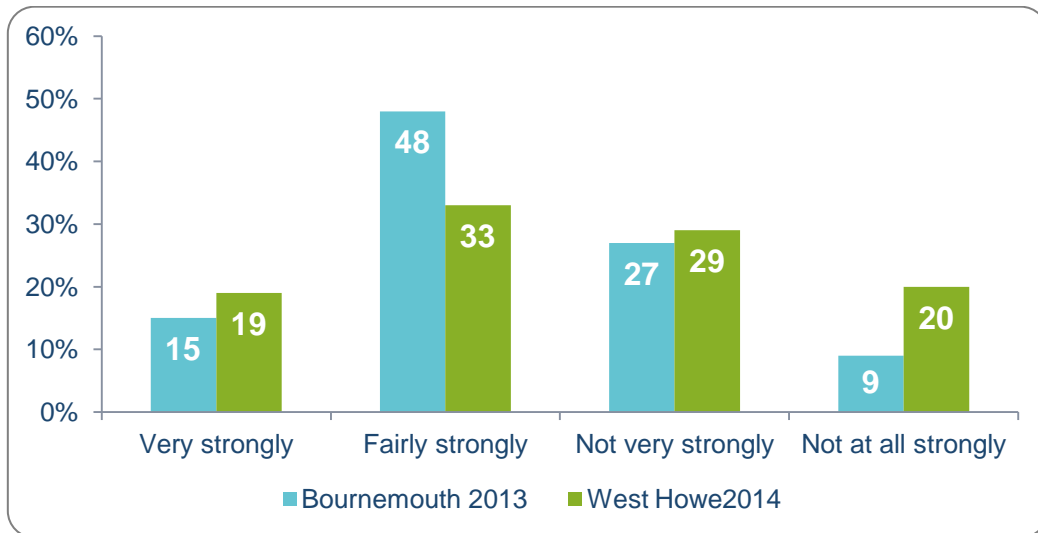


BASE: All respondents excluding 'Don't know'

5. Your community

Around half (51%) of respondents said that they feel very strongly or fairly strongly that they belong to their local area. This is considerably fewer than the 64% of Bournemouth residents in 2013 who said that they feel they belong. However this does show an increase from the 2012 survey which found that only 42% of West Howe residents felt a sense of belonging.

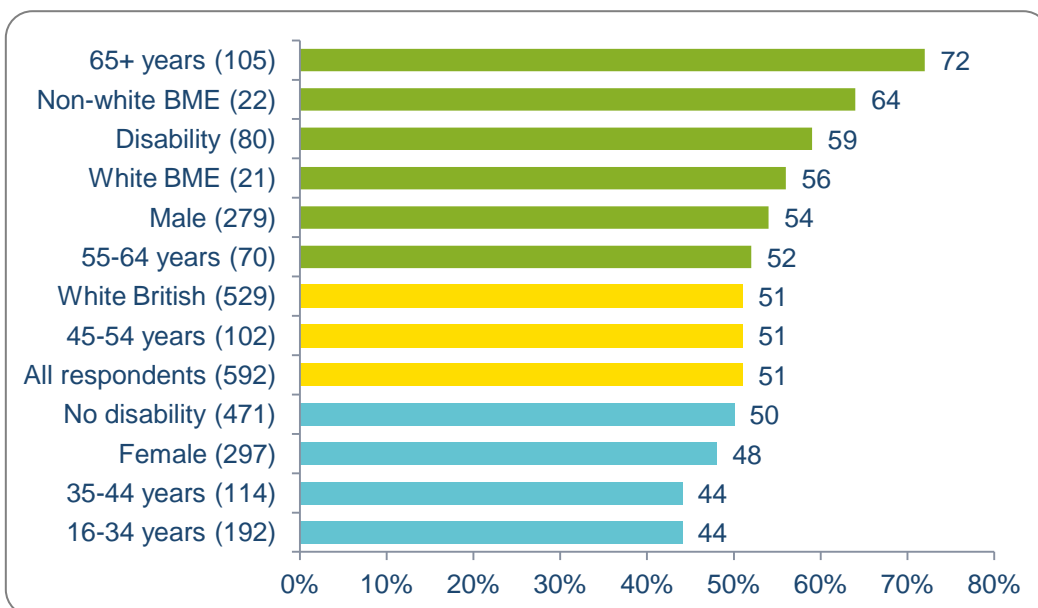
Figure 5: How strongly do you feel you belong to your local area? (% respondents)



BASE: All respondents excluding 'Don't know'

The sense of belonging increases with age from 44% of the younger age groups (16-24 and 25-34 years) to 72% of those aged 65+.

Figure 6: How strongly do you feel you belong to your local area? (% belonging)



BASE: Varied as labelled

Males are more likely to feel they belong than females, and people with a disability feel a greater sense of belonging than those without a disability. The sense of belonging also increases with the

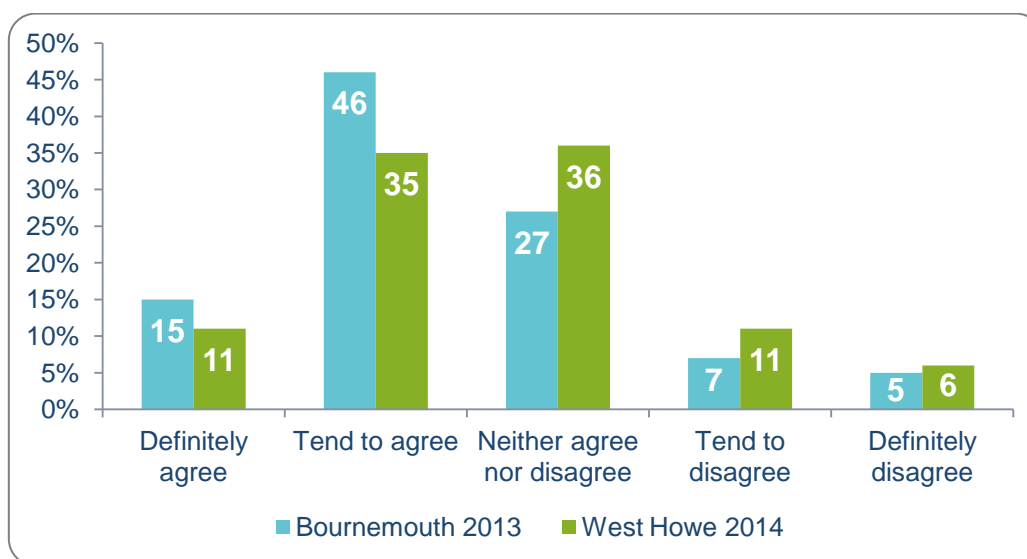
length of time respondents have lived in the area. People who are retired, permanently disabled or unemployed have a greater sense of belonging than people who are employed.

5.1. People from different ethnic backgrounds get on well together

Around half (49%) of respondents agreed that people from different ethnic backgrounds get on well together in the local area. This is significantly lower than the Bournemouth Opinion Survey 2013 which found that six out of ten people agreed with this statement. The number of people giving a neutral response was high in West Howe at over a third.

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'.

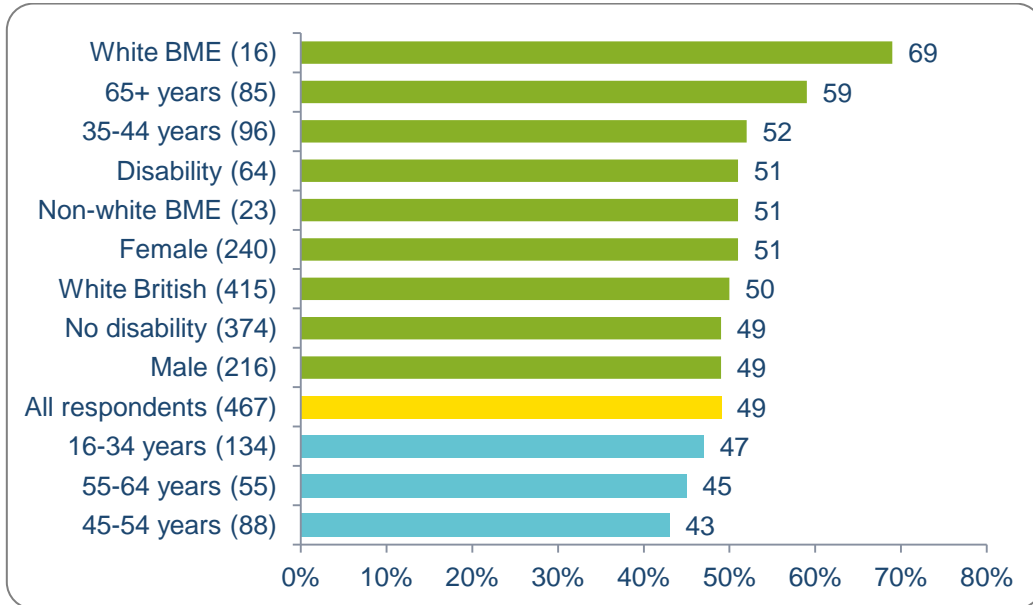
Figure 7: Your local area is a place where people from different ethnic backgrounds get on well together (% respondents)



BASE: All respondents excluding 'Don't know'

People from other white backgrounds (i.e. not white British) were the most likely to agree, followed by those aged 65+. People aged 45-54 and 55-64 were the least likely to agree that people from different ethnic backgrounds get on well together.

Figure 8: Different backgrounds get on well together (% agree)

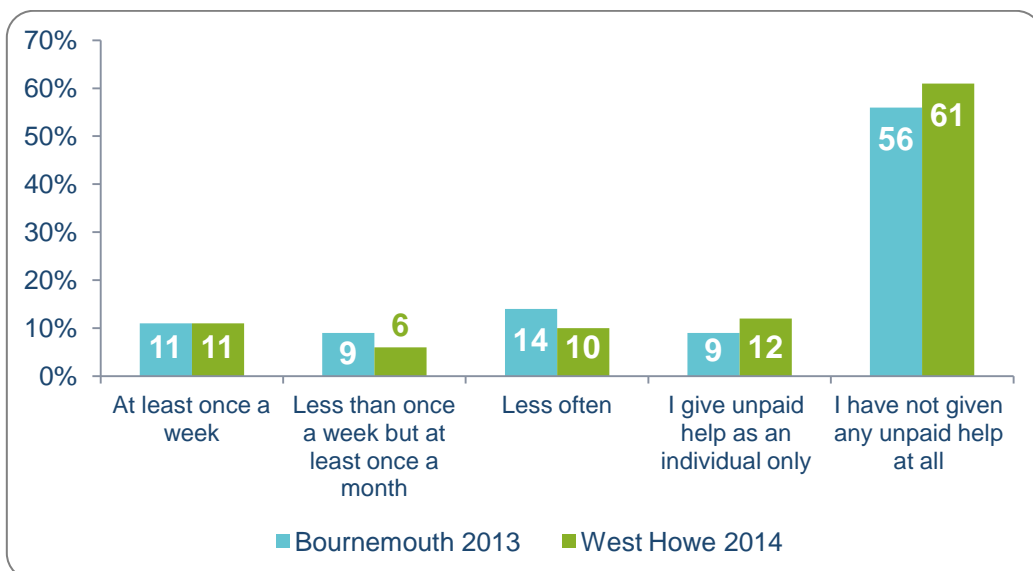


BASE: Varied as labelled

5.2. Unpaid help

Respondents were asked how often in the last 12 months they have given unpaid help to groups, clubs or organisations. Six out of ten people had given no unpaid help and a further 12% had given help only as an individual, not through an organisation.

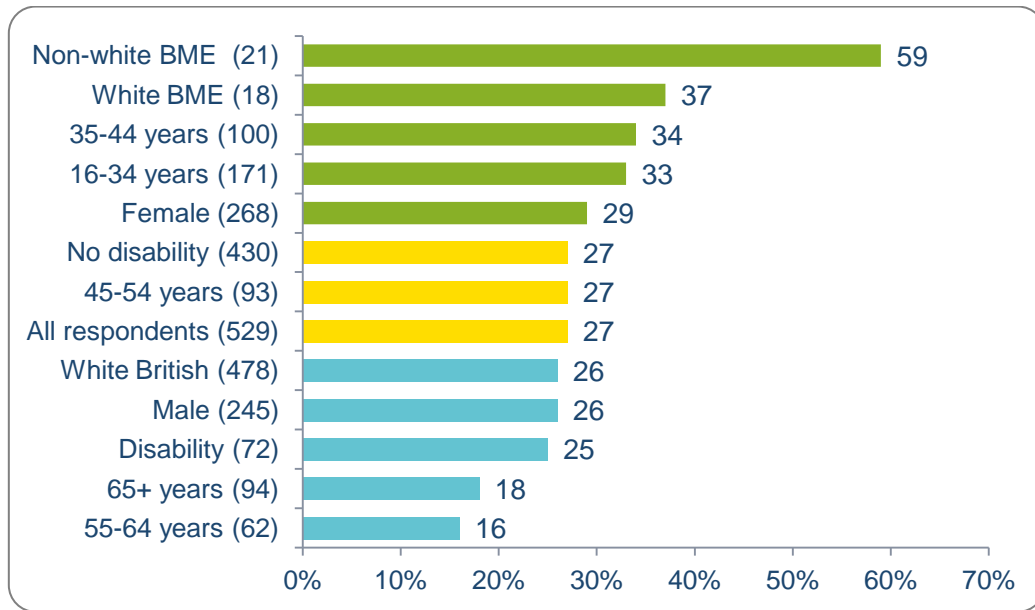
Figure 9: How often in the last 12 months have you given unpaid help to any groups, clubs or organisations (% respondents)



BASE: All respondents excluding 'Don't know'

People from non-white BME backgrounds are most likely to have given unpaid help with almost six in ten having volunteered in the last 12 months. People from other white backgrounds and younger people are also more likely to have given unpaid help. Older age groups are significantly less likely to have given unpaid help.

Figure 10: Unpaid help to groups, clubs or organisations (% given help in last 12 months)

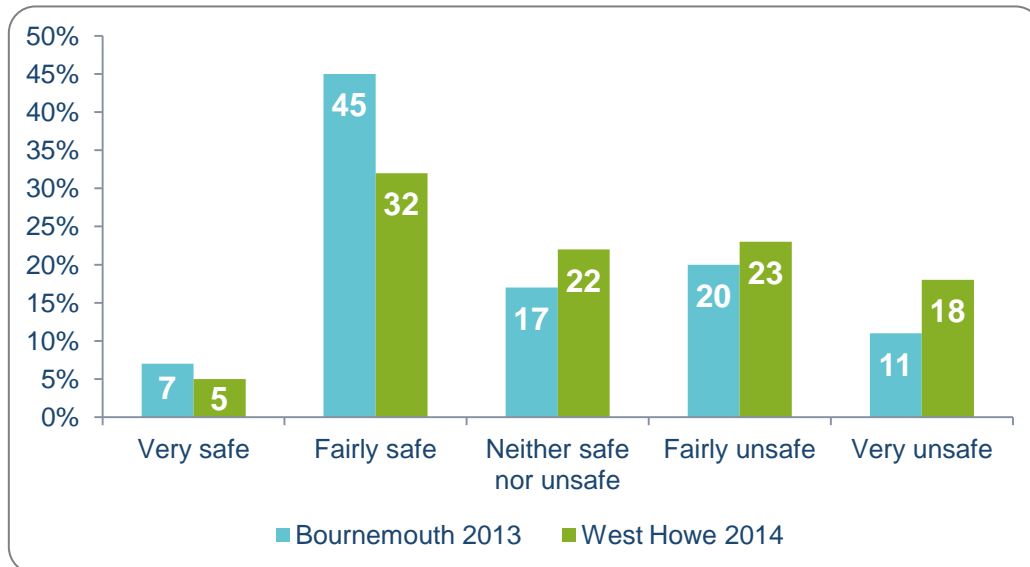


BASE: Varied as labelled

6. Community Safety

Feelings of safety when outside after dark are considerably lower in West Howe in 2014 compared to Bournemouth in 2013. In the 2012 West Howe survey half of respondents said they felt safe outside after dark compared to 37% in 2014.

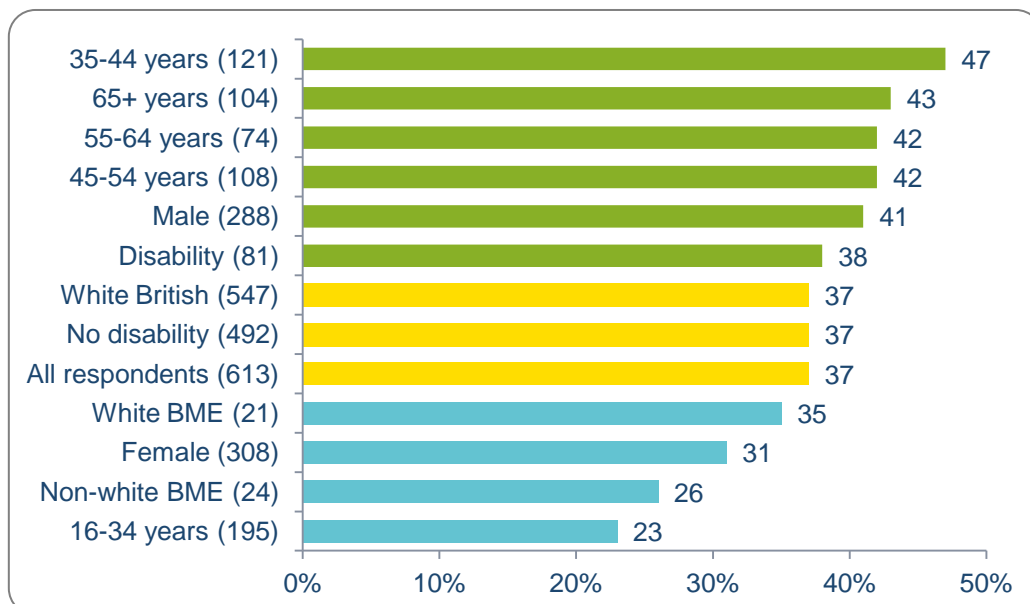
Figure 11: Feelings of safety in the local area after dark (% respondents)



BASE: All respondents excluding 'Don't know'

Younger people, those from non-white BME groups and females feel the least safe after dark. Those aged 35-44 feel safest.

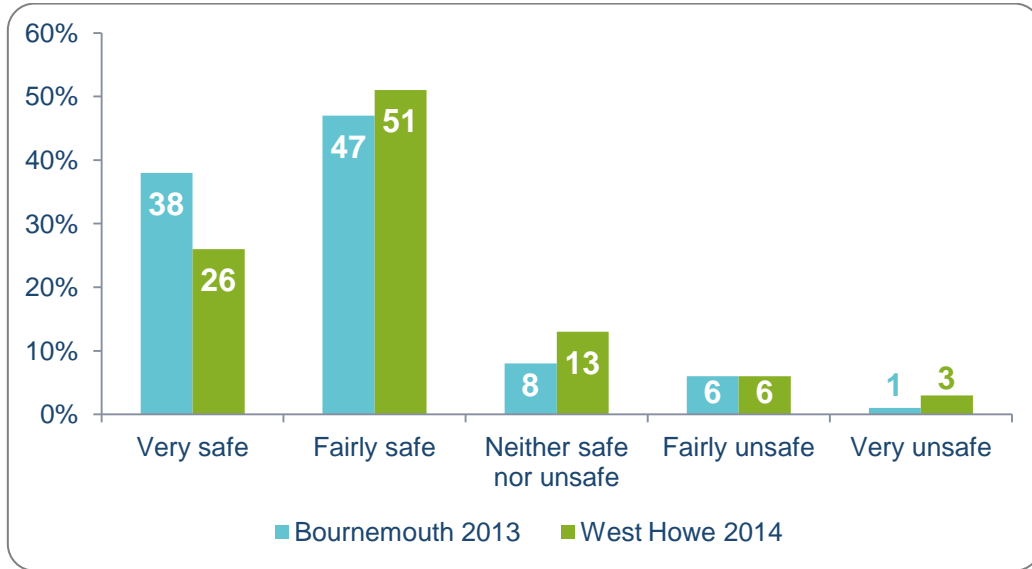
Figure 12: Feelings of safety in the local area after dark (% feeling safe)



BASE: Varied as labelled

Respondents were also asked how safe they felt when outside in the local area during the day.

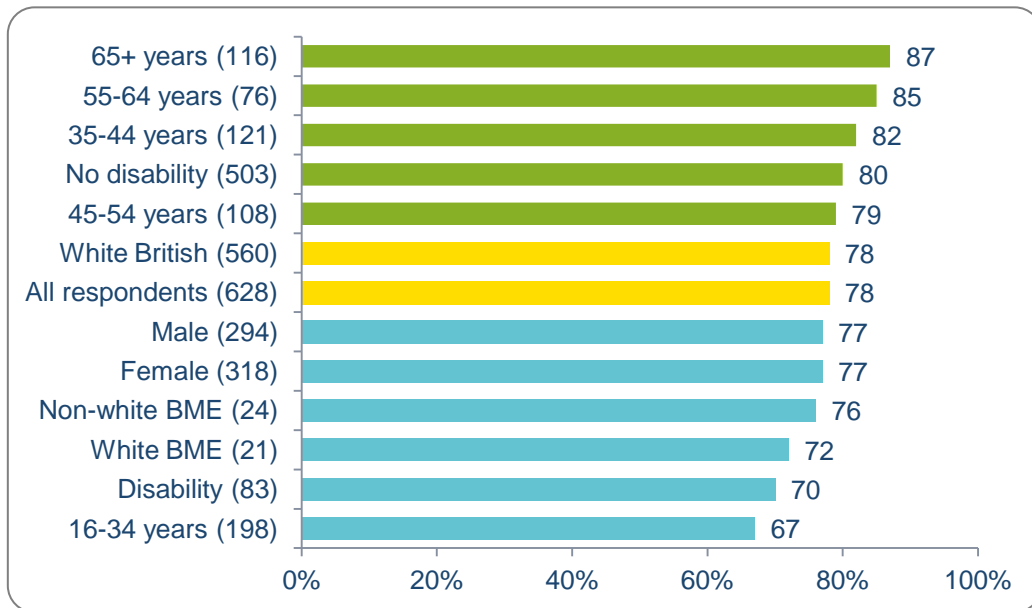
Figure 13: Feelings of safety in the local area during the day (% respondents)



BASE: All respondents excluding 'Don't know'

Fewer West Howe respondents said that they felt safe during the day compared to Bournemouth residents in 2013. However the difference is not as great as it is for night time safety. The percentage of people saying that they feel unsafe is only slightly higher, within the margin of error.

Figure 14: Feelings of safety during the day (% feeling safe)



BASE: Varied as labelled

Young people, people with a disability and those from other white ethnic backgrounds were the least likely to feel safe during the day. Older age groups were more likely to feel safe.

7. Anti-social behaviour

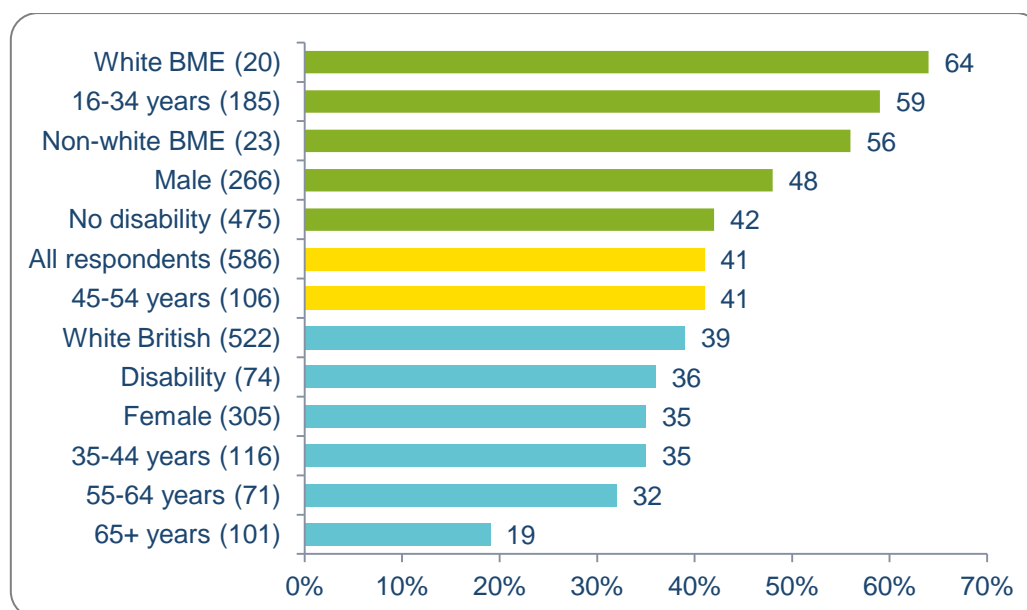
The West Howe residents' survey identified seven different types of anti-social behaviour and asked respondents how much of a problem each of those behaviours are in their local area. Six of these indicators (all except 'untidy gardens and other private land') are used by the Crime Survey for England & 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 methodology². 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.

7.1. 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 double that of the Bournemouth Opinion Survey in 2013. Four in ten West Howe respondents had a high perception of anti-social behaviour compared to just two in ten across Bournemouth.

**Figure 15: High perception of anti-social behaviour
(% with combined score of 10 or more)**

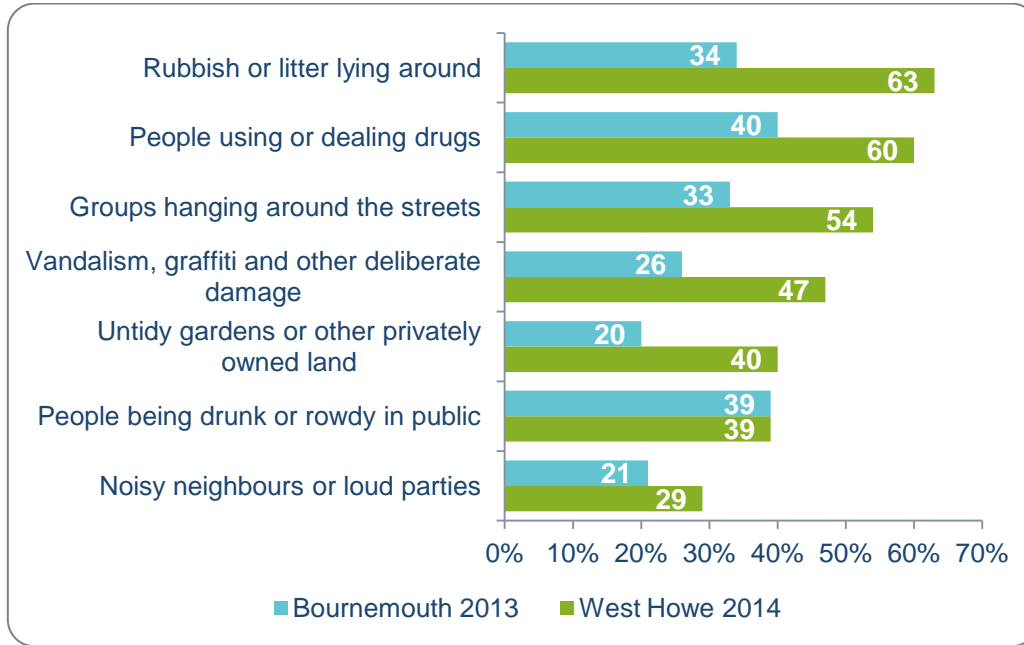


BASE: Varied as labelled

People from other white backgrounds and non-white BME backgrounds, together with young people (aged 16-34) are most likely to have a high perception of anti-social behaviour. Older age groups have lower perceptions of anti-social behaviour.

² 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.

Figure 16: Perception of anti-social behaviours (% perceiving a problem)



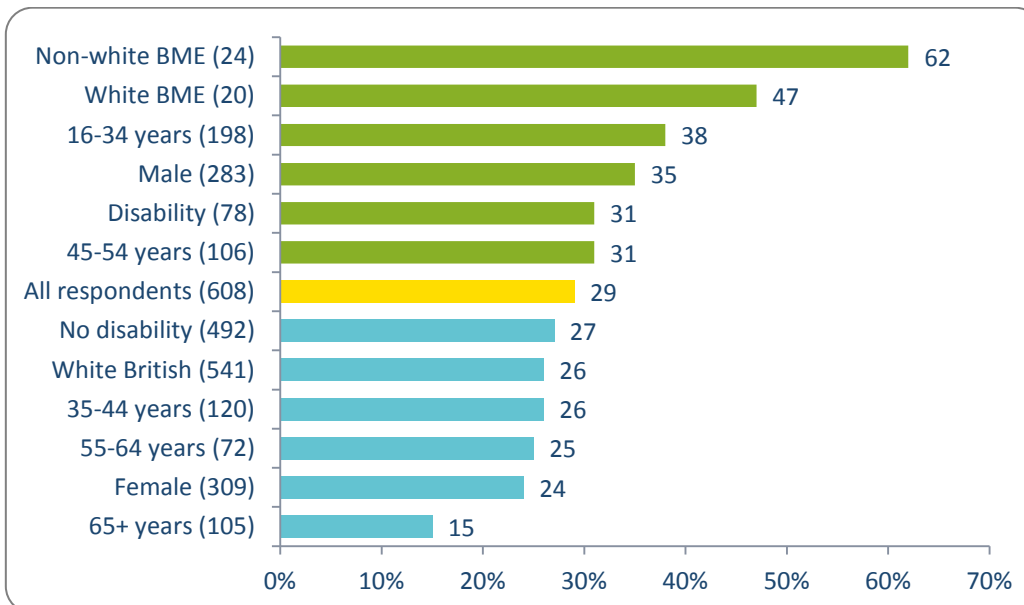
BASE: All respondents excluding 'Don't know'

Compared to Bournemouth in 2013, perceptions of most kinds of anti-social behaviour are considerably higher in West Howe. The exception is drunk and rowdy behaviour which is the same.

7.2. Noisy neighbours

Noisy neighbours are more of a problem for people from non-white BME or other white backgrounds, and for 16-34 year olds. People aged 65+ are considerably less likely to have a problem with noisy neighbours. It is much more of a problem for people renting from private landlords (46%), while those owning (21%) or buying (25%) their homes find it much less of a problem.

Figure 17: Problem with noisy neighbours (% problem)

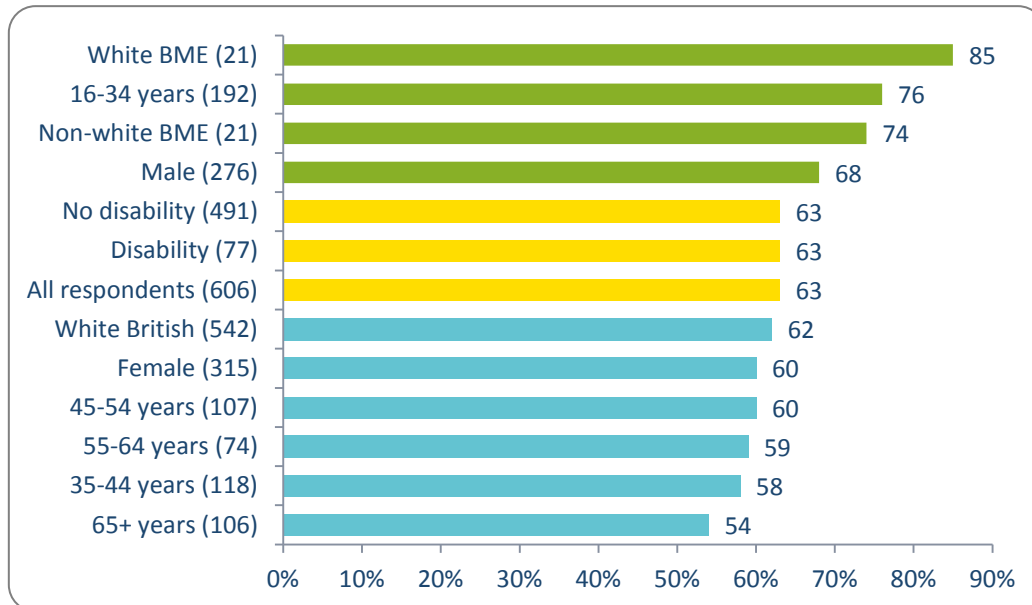


BASE: Varied as labelled

7.3. Rubbish or litter lying around

Rubbish and litter is considered more of a problem by people from other white and non-white BME backgrounds, and younger people (aged 16-34). People renting for social or private landlords experience more of a problem with rubbish or litter than those owning, buying or renting from the Council.

Figure 18: Problem with rubbish or litter lying around (% problem)

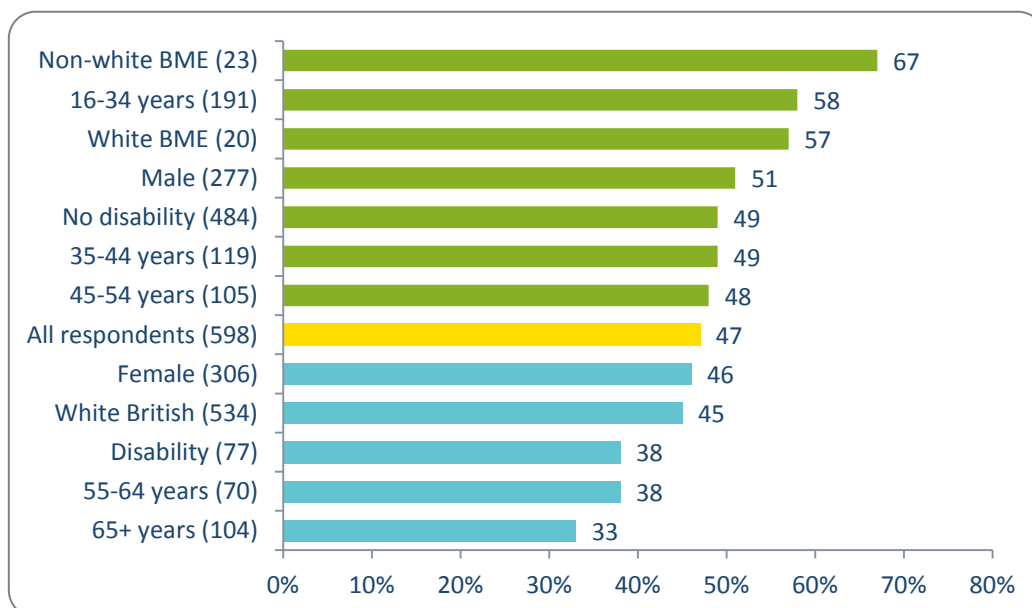


BASE: Varied as labelled

7.4. Vandalism, graffiti and other deliberate damage

Again it is people from non-white BME and other white ethnic backgrounds, together with people aged 16-24 who are most likely to perceive a problem with vandalism and graffiti, while older people are less likely to experience such a problem.

Figure 19: Problem with vandalism and graffiti (% problem)

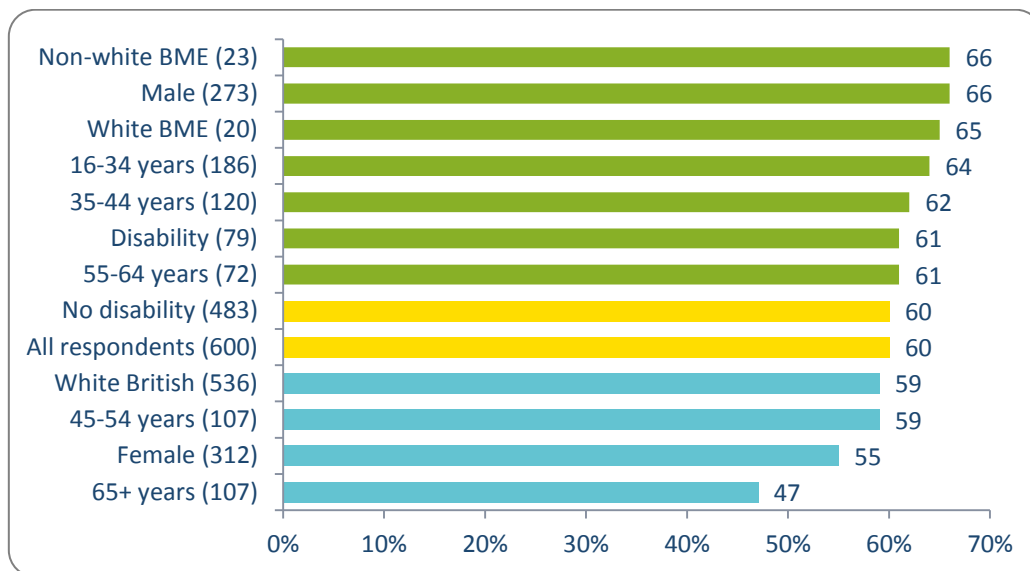


BASE: Varied as labelled

7.5. People using or dealing drugs

There is not a lot of variation between groups perceiving problems with drugs in their local area. Males are considerably more likely than females to say that drugs are a problem in their area. Again, people from non-white BME and other white backgrounds are more likely to be aware of this problem while those aged 65+ are much less aware. People who have lived in the area for less than three years are more likely to perceive a problem with drugs in the area, as are people renting from social landlords.

Figure 20: Problem with people using or dealing drugs (% problem)

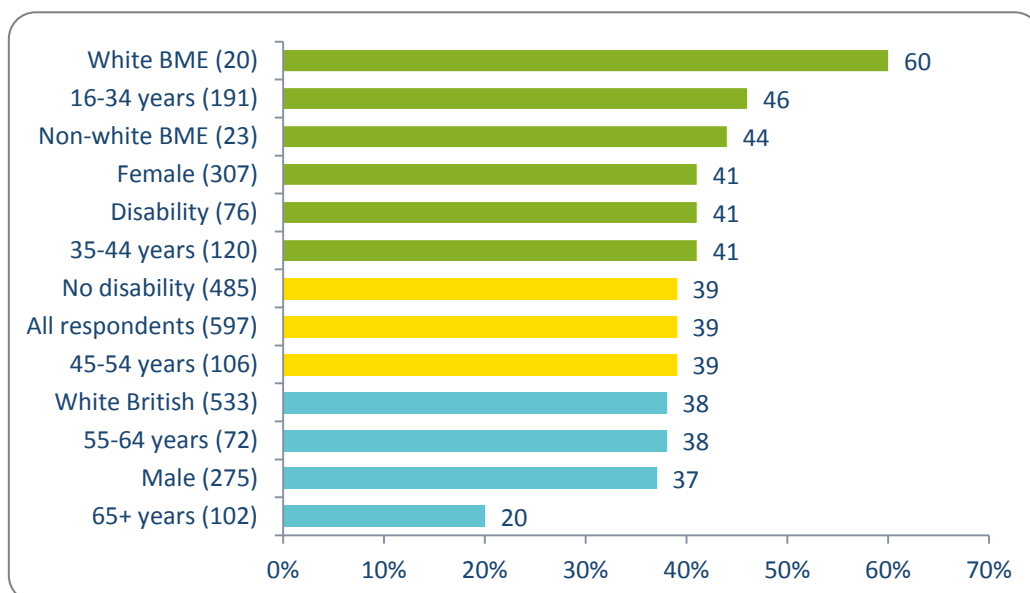


BASE: Varied as labelled

7.6. People being drunk or rowdy in public places

This issue has a similar profile to the others with people from other white and non-white BME backgrounds together with 16-34 being the most aware of the problem and those aged 65+ being considerably less aware of it.

Figure 21: Problem with people being drunk or rowdy in public (% problem)

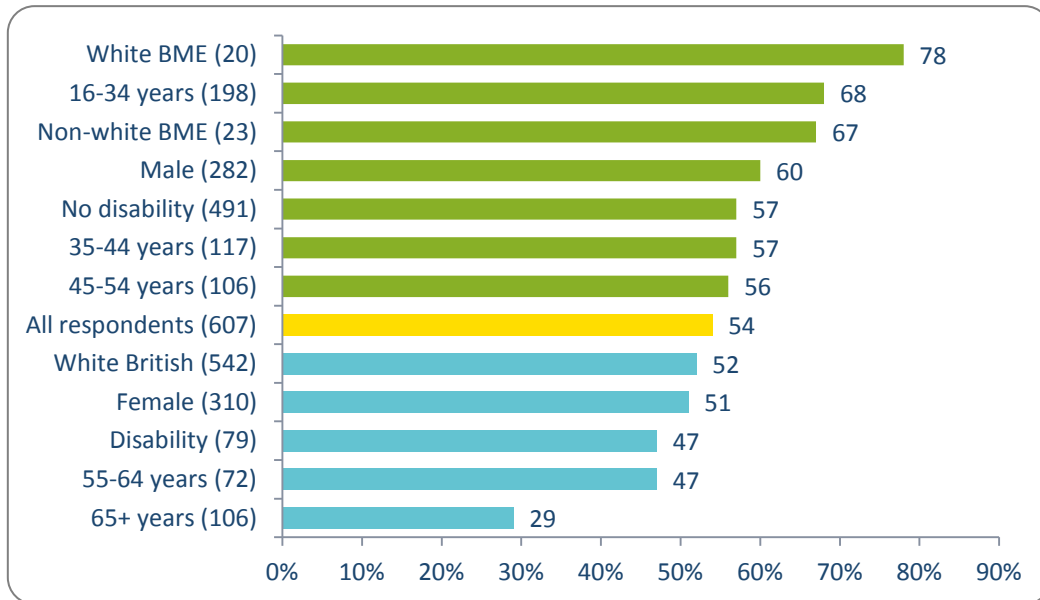


BASE: Varied as labelled

7.7. 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. Those renting from social landlords are also considerably more likely than other people to experience a problem with groups hanging round.

Figure 22: Problem with groups hanging around the streets (% problem)

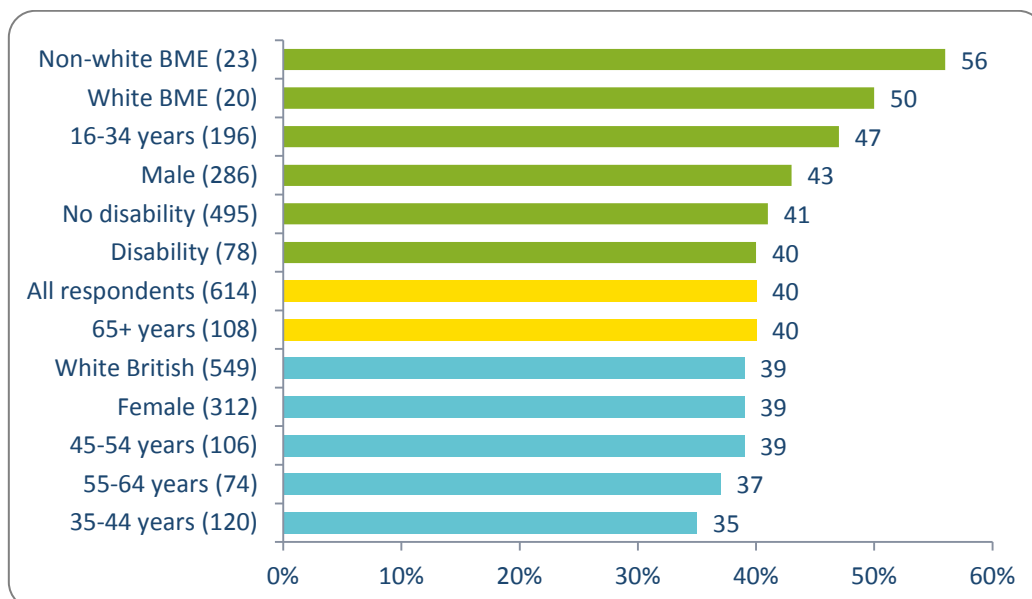


BASE: Varied as labelled

7.8. Untidy gardens and other private land

Untidy gardens are more of a problem for people from non-white BME and other white backgrounds and for people aged 16-34. Unlike the other issues, those aged 65+ are not the least aware group. People renting from social landlords (46%) and from private landlords (50%) are the most likely to experience a problem with untidy gardens.

Figure 23: Problem with untidy gardens and other private land (% problem)



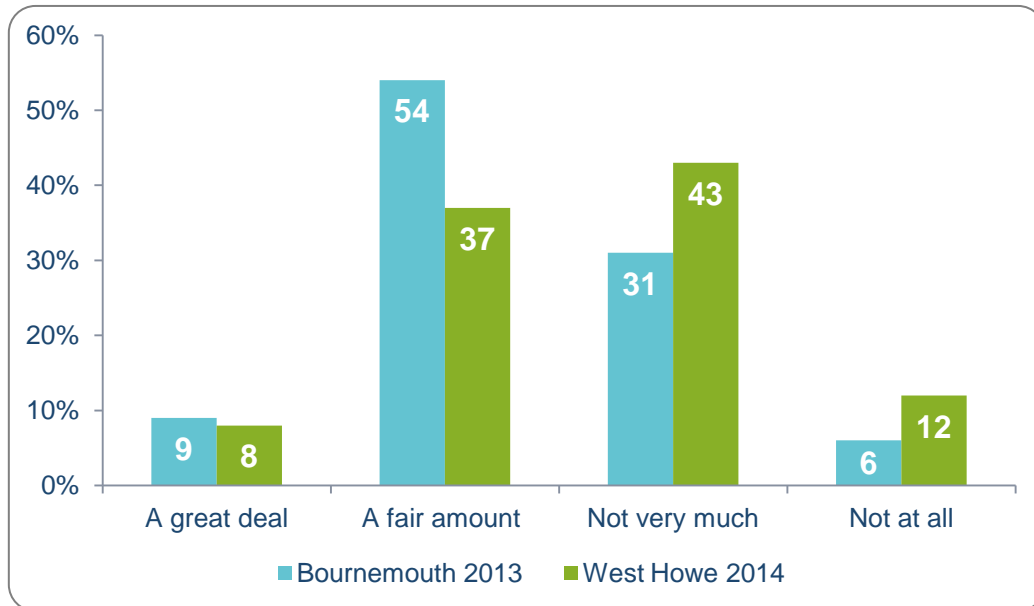
BASE: Varied as labelled

8. Communication

8.1. Acting on local concerns

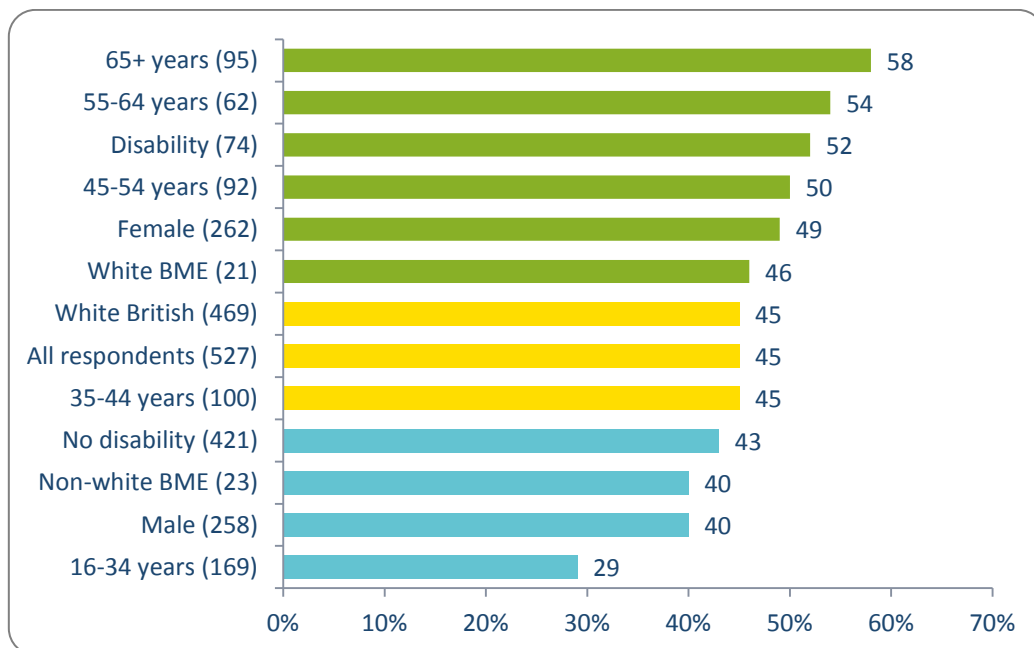
Respondents were asked to what extent they think that Bournemouth Council acts on the concerns of local residents. Residents of West Howe are considerably less likely to believe that the Council acts on their concerns compared to Bournemouth residents in 2013.

Figure 24: To what extent do you think that Bournemouth Council acts on the concerns of local residents? (% respondents)



BASE: All respondents excluding 'Don't know'

Figure 25: Bournemouth Borough Council acts on concerns of local residents (% positive)



BASE: Varied as labelled

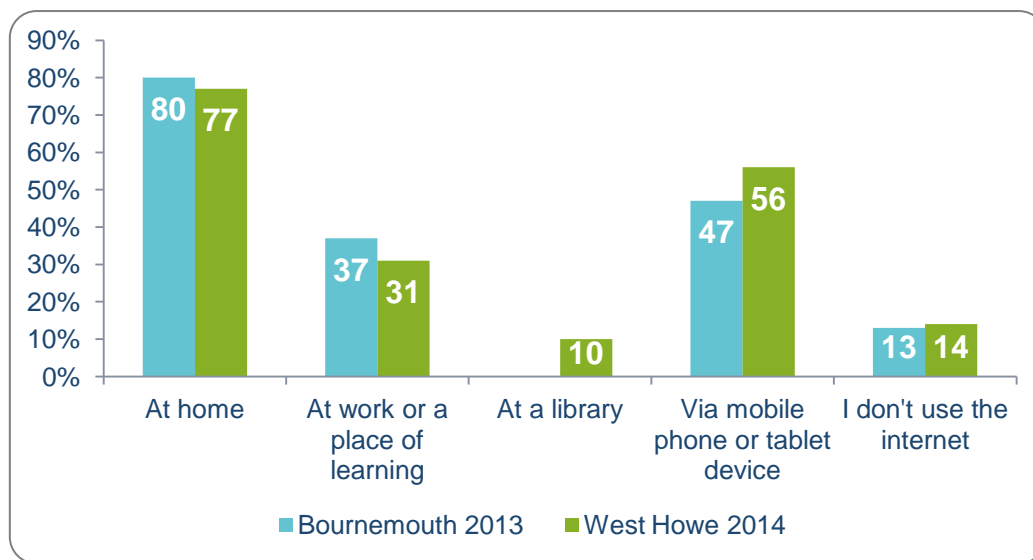
Older respondents are more likely to believe that the council acts on their concerns than do younger people. Females are more likely to think that the Council acts on their concerns than are males.

People who rent from the Council are much more likely to believe that the Council acts on their concerns (55%) than those who rent from social landlords (18%) or private landlords (17%).

8.2. Use of the internet

The proportion of West Howe residents using the internet is very similar to that across the whole of Bournemouth in 2013. The Bournemouth Opinion Survey did not ask about access at libraries.

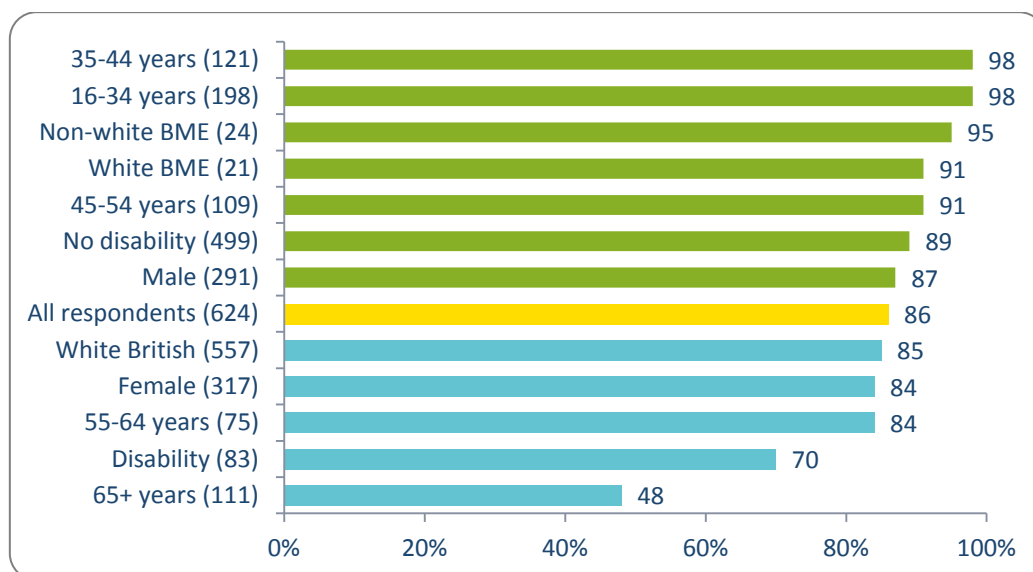
Figure 26: Access to the internet (% respondents)



BASE: All respondents

As we might expect, internet use declines with age. Almost all respondents aged 16-44 had internet access compared to less than half of those aged 65+. People with a disability also have a significantly lower rate of internet use though it is possible that this is related to age.

Figure 27: Access to internet (% with access)

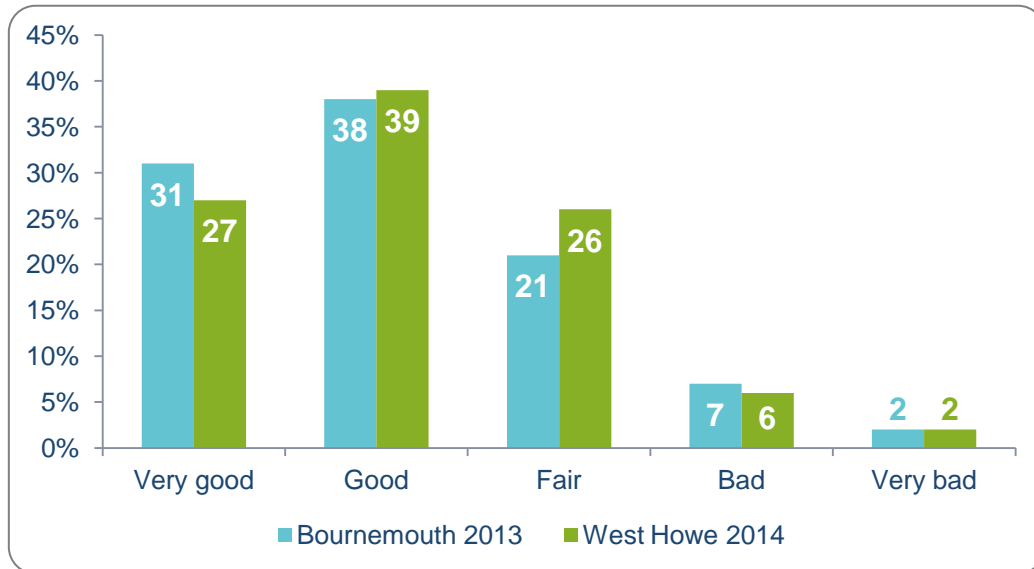


BASE: Varied as labelled

9. Health & Wellbeing

When asked to describe their health in general, West Howe residents gave similar responses to those in the Bournemouth Opinion Survey. While there were slightly more Bournemouth respondents describing their health as 'very good', the overall percentage giving a positive response is within the margin of error.

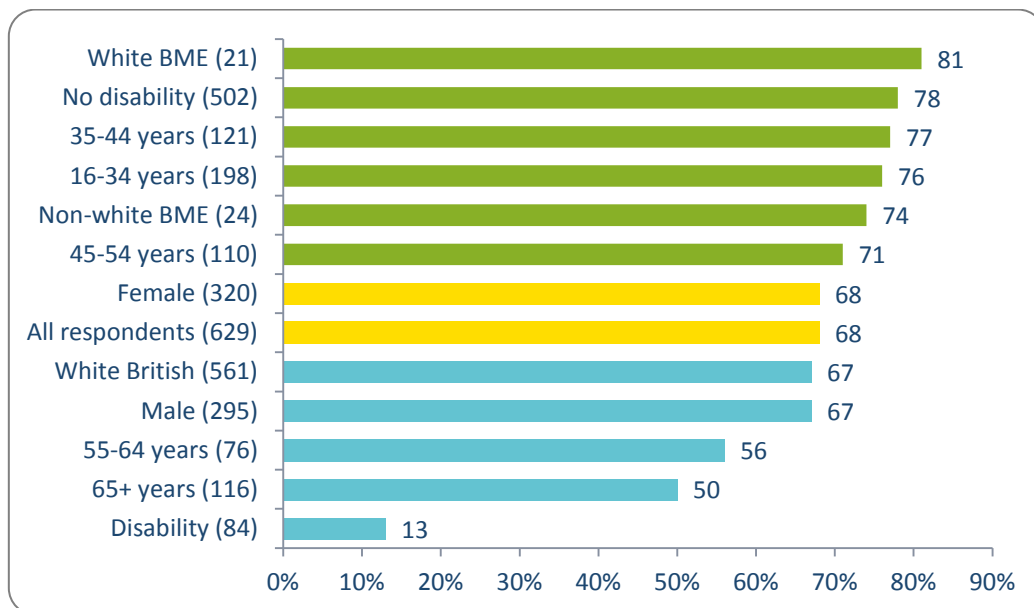
Figure 28: How is your health and wellbeing in general? (% respondents)



BASE: All respondents

Not surprisingly it is younger people who are more likely to say that their health is good or very good, compared to older age groups. People from other white backgrounds are also positive about their health.

Figure 29: How is your health and wellbeing? (% positive)

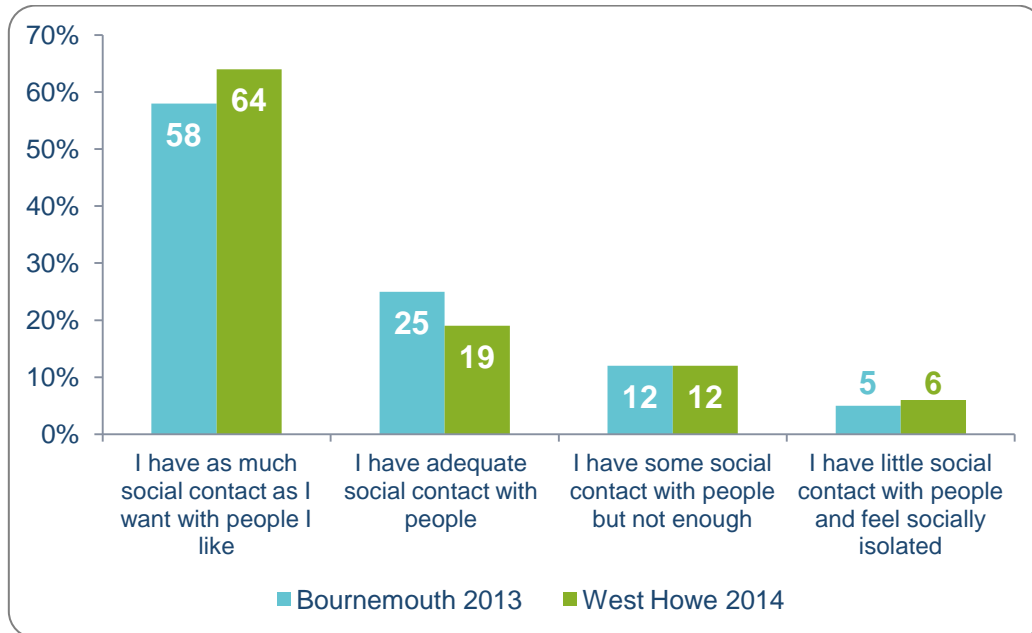


BASE: Varied as labelled

9.1. Social contact

A greater percentage West Howe residents said that they have as much social contact as they want with people they like than did Bournemouth residents in 2013. Overall the proportion of people who have at least adequate social contact is the same for both surveys.

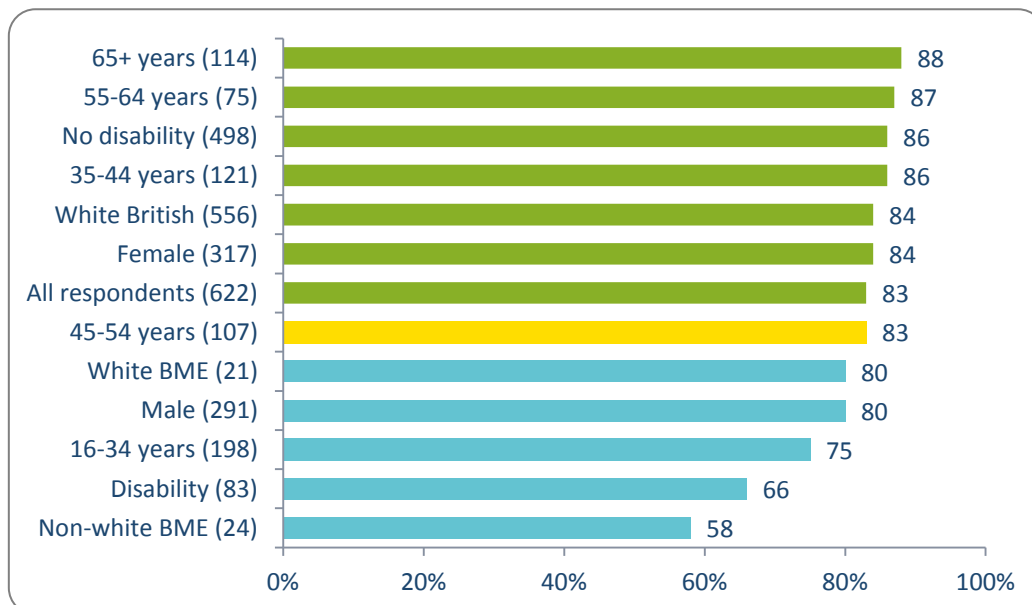
Figure 30: Which of the following best describes your social situation (% respondents)



BASE: All respondents

There is little variation between groups with the exception of non-white BME groups, those with a disability and younger people (aged 16-34) who are all less likely to have enough social contact.

Figure 31: Social contact (% with at least adequate contact)

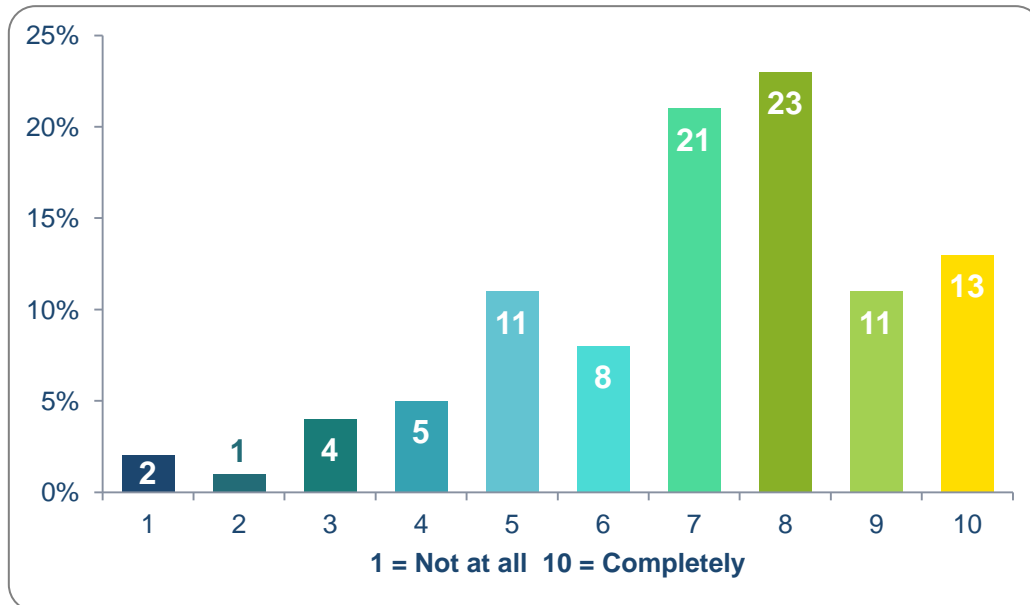


BASE: Varied as labelled

9.2. Satisfaction with life

More than two thirds of West Howe respondents said that they were satisfied with their life overall. Respondents were asked to rate their life on a scale of one to ten and 69% gave a score of seven or more. The Bournemouth Opinion Survey in 2013 found 71% of respondents rated their life as seven or more – slightly higher than West Howe but within the margin of error.

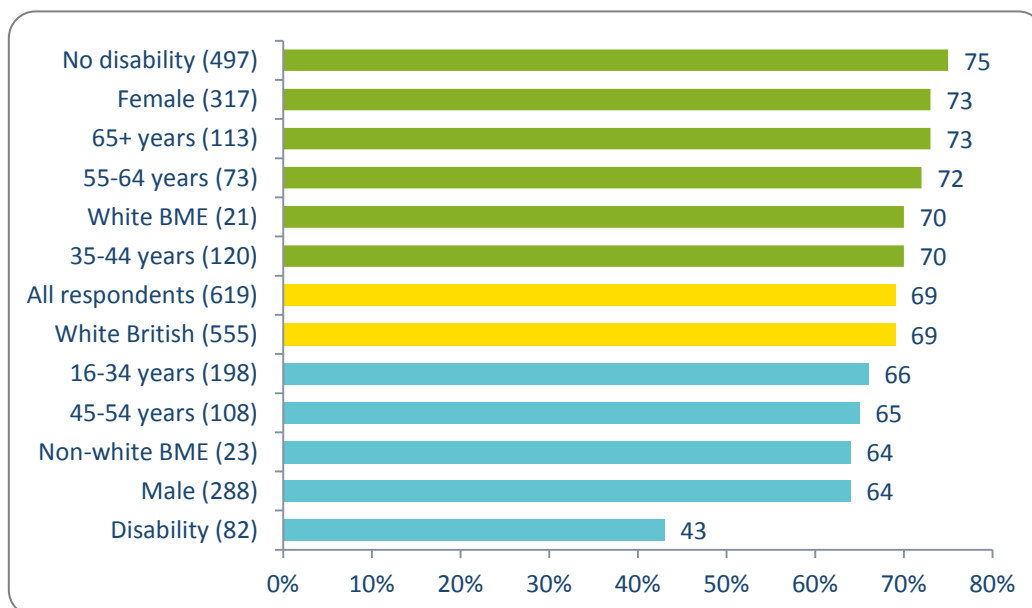
Figure 32: Overall satisfaction with life (% respondents)



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



BASE: Varied as labelled

10. Conclusions

This is the first time that a survey of this scale has been carried out in West Howe so it is difficult to draw conclusions about changes over time. In 2012 a smaller scale survey asked a limited range of questions to a smaller sample of residents. The smaller sample makes it difficult to draw any firm conclusions about changes due to the wide margin of error.

Compared to Bournemouth as a whole, West Howe residents appear to be generally less satisfied. This is apparent in their overall satisfaction with the area as well as satisfaction with specific services. As one of the Borough's more deprived areas this is not unexpected. The ambition for West Howe is to narrow the gap over time. This survey provides us with a benchmark from which progress towards that goal can be measured.

The general maintenance and appearance of the area is a common concern. Road & pavement repairs was the issue that respondents felt was most in need of improvement with clean streets in (joint) second place. 'Keeping public land clear of litter and refuse' had the highest level of dissatisfaction of all the services. 'Rubbish and litter lying around' was the anti-social behaviour of most concern to West Howe residents while 'untidy gardens or other private land' was of concern to twice as many West Howe respondents as Bournemouth respondents.

The level of crime is also of concern to West Howe residents. It was considered the most important factor in making somewhere a good place to live as well as being in joint second place for the issue most in need of improvement. The proportion of people with a high perception of overall anti-social behaviour in West Howe is double that across the Borough as a whole. The proportion of people feeling unsafe after dark is also significantly higher in West Howe than across Bournemouth and the feeling of safety during the day is lower.

West Howe performs significantly below the Borough average on almost all indicators. Despite this, residents' perception of health and wellbeing does not seem to be adversely affected. People describing their general health as good or very good is only slightly lower than the Borough average, within the margin of error. The proportion of people having at least adequate social contact with others is the same, while the number having 'as much social contact as I want with people I like' is significantly higher in West Howe. Satisfaction with life is also good, with only slightly fewer people (within the margin of error) rating their satisfaction with life as at least seven out of ten and significantly more people giving a top score of ten out of ten.

Appendix 1: Respondent profile

		Counts	
		Weighted	Unweighted
Gender	Male	295	220
	Female	321	394
Age	16 – 34 years	198	61
	35 – 44 years	121	87
	45 – 54 years	110	117
	55 – 64 years	76	120
	65+ years	117	236
Disability	Yes	85	200
	No	505	389
Ethnicity	White British	567	575
	White other	21	27
	Non-white BME	24	11
Religion	No religion	243	169
	Christian	310	397
	Other	42	32
Sexual orientation	Heterosexual	451	437
	All other sexual orientations	77	65
Accommodation	Owned / buying	311	309
	Social rented	272	283
	Private rented	29	19
Children 17 and under	None	422	493
	One	102	65
	Two	72	42
	Three or more	26	16
Adults 18 and over	One	193	229
	Two	302	263
	Three or more	109	106
Economic activity	In employment	334	231
	Unemployed	26	15
	Retired	120	227
	Economically active	117	128

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