Research Report

Residents' Survey 2013

Prepared for: London Borough of Wandsworth

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Prepared for: London Borough of Wandsworth

Prepared by: BMG Research

Date: August 2013

Produced by BMG Research

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1 Key findings

1.1 Background and methodology

In 2013, BMG Research was commissioned to undertake a survey of London Borough of Wandsworth residents. This piece of research is the latest survey in Wandsworth Council's program of resident consultation and follows on from the 2005, 2007, 2009 and 2011 biennial surveys.

This document summarises the findings of the 2013 survey conducted among 1,553 local residents aged 16+ in June and July 2013.

1.2 Views of the neighbourhood

1.2.1 Overall satisfaction with local area as a place to live

The large majority of respondents are satisfied with their local area as a place to live (92%). While this is line with the 91% who gave the same response in 2011, there has been a 10-percentage point rise in those who give the most positive rating of 'very satisfied' in relation to their local area (47%). This is a particularly encouraging finding. In total, just 4% of Wandsworth residents in 2013 express any level of dissatisfaction with their neighbourhood as a place to live.

Spatially, there are marked variations by ward cluster, with 85% and 86% of residents in clusters A and D saying they are satisfied with their local area[1]. As high as 99% of residents in cluster F are satisfied.

1.2.2 Likes and dislikes of local areas

In order to understand the levels of neighbourhood satisfaction expressed by residents all were asked to state in their own words what they like most about living in their area. The most common responses were that residents like the location and convenience of their local area (24%), the parks and open spaces (18%) and the peace and quiet (17%). These were the same top 3 chosen factors in 2011.

Similarly, the respondents were then asked to state in their own words what they dislike about living in their local area. Among all respondents, noise (8%), parking (7%), traffic congestion (7%) and crime (7%) are most commonly mentioned. These are the same top 4 issues mentioned in 2011. However, it should be noted that 33% did not mention any issues at this question (up from 30% in 2011).

1.2.3 Intentions to move house

There has been a 1-percentage point increase in the proportion of residents that definitely intend to move in the next two years (13%, up from 12% in 2011). There has also been a 2-percentage point increase in the proportion that probably will move (11%, up from 9% in 2011). As such, there is seen to be a reduction in the proportion

[1] See Table 1 for a definition of the wards that sit within each cluster

with no intention to move, which has seen a steady decline since 2009 (71% 2009, 67% 2011, 62% 2013).

1.2.4 Quality of services and local amenities

All respondents were presented with a list of eleven aspects of their local area, and asked to rate the extent to which each is good or poor.

The responses show particularly positive ratings are given to parks (90% say that they are good), refuse collection (81%), recycling services (81%) and street cleaning (78%). The aspects of their area that residents most commonly describe as poor are parking charges (34%), road maintenance (26%), and pavement maintenance (24%). However, even for these latter two aspects more than half of residents feel that they are good (54% for each).

1.3 Participation in the local neighbourhood

Respondents were asked whether they feel they can influence decisions affecting their local area. In total, 36% of residents agree with this, a proportion that has fallen from 39% in 2011 and is more in line with the figure recorded in 2009 (34%). In 2013 more than half (55%) of residents disagree that they can influence local decisions (53% in 2011).

A newly introduced question for 2011 explores whether and how residents would like to be involved in decisions affecting local service provision. In 2011, over two in five (42%) residents stated that none of four listed options are of interest to them. However in 2013 this un-interested proportion has dropped notably to 23%. In 2013, 57% of residents would like to be involved in decisions about local services by being asked for their opinion on service plans. Beneath this, one in nine (11%) would be interested in being part of a group drawing up plans for services and 9% would be interested in actually providing a service.

Looking at the responsibilities of local organisations and groups, and whether these groups should manage some local facilities (e.g. community rooms, playgrounds etc); 67% agree that these groups should have such responsibilities, whilst 22% do not. The equivalent proportions in 2011 were 56% and 31% respectively, suggesting that support for community led service delivery has risen.

When asked to what extent residents would be interested in becoming involved in a local organisation / group to run local facilities (e.g. community rooms, playgrounds etc), a third (33%) would be interested. This proportion is consistent with the 32% recorded in 2011.

1.4 Community cohesion

A national measure of community cohesion is the extent to which people feel that those of different backgrounds get on well together. Agreement with this statement, at 85%, is consistent with the 86% recorded in 2011. However, within this overall finding the proportion giving the most positive response of 'strongly agree' has risen from 23% to 29%.

1.5 Crime and crime prevention

1.5.1 General perceptions of crime and community safety

Respondents were presented with a list of statements regarding crime and community safety over the last two years and were asked to rate their level of agreement or disagreement with each. Over this period over half (55%) of residents feel that Wandsworth is a safer place overall, while more residents agree (42%) than disagree (18%) that there is less trouble generally.

It is also encouraging to note that more residents <u>disagree</u> than agree that specific problems such as drunken and rowdy behaviour, gangs of youths and graffiti and vandalism have increased over the last two years. However, alongside this only a minority believe that there are more Police and PCSOs around (23% and 27% respectively).

1.5.2 Worry about becoming a victim of crime and feelings of safety

A minority of residents express any level of worry when considering a list of 7 specific crime types, with the majority either not very worried or not at all worried. The issues that the highest proportion of residents feels worried about to any extent are burglary (45%), robbery in the street (34%) and anti-social behaviour (29%).

Exploring feelings of safety during the day shows that in total, 97% of residents feel safe, including 64% who give the most positive response of 'very safe.' After dark (as is typical in other surveys of this type) the proportion of residents feeling safe drops to 71%. The proportion of Wandsworth residents feeling safe after dark in their local area has remained static since 2011.

1.5.3 Police and Council dealing with crime

Almost eight in ten respondents feel the Police are doing a good job at dealing with crime in their area (79%), while seven in ten (69%) say the same about the Council. Within this, 19% state the Council is doing a very good job at dealing with crime in their area. The proportion of residents holding positive views regarding the Police and the Council are consistent with the proportions recorded in 2011.

1.5.4 Neighbourhood Watch

Three in ten (30%) residents state that their property is in a neighbourhood watch area, 33% say that it is not and 36% are unsure. The proportion who answer in the affirmative at this question is highest in Ward Clusters C and F (37% say yes in both).

If given the opportunity, two in five (43%) residents would join neighbourhood watch, a proportion that is 10-percentage points higher than those who would not (33%). Among the remainder, one in ten (10%) are already neighbourhood watch members and 14% answered don't know.

1.6 Transport and environment

1.6.1 General views of transport and environment

More residents disagree than agree that there is less traffic congestion in their local area (54% disagree, 16% agree) and that parking costs represent good value for money (34% disagree, 19% agree). Issues for which residents most commonly detect an improvement relate to the appearance and physical condition of aspects of the Borough. Six in ten residents agree that parks and open spaces are better looked after (60%), while around half agree that streets are cleaner and that there is less litter (52%) and that railway stations have improved (51%). A further 53% agree that it is safer and more pleasurable to walk locally.

1.7 Recycling

In terms of the current usage of recycling sacks, 81% of those who receive these sacks use them on a weekly basis, a proportion that is unchanged from the 80% recorded in 2011. In total, 87% of sack recipients use them to some extent, down from 90% two years ago.

Regarding recycling bin use, almost half (49%) of residents do not use recycling bins, a rise of 14-percentage points from the 35% recorded in 2011. The proportion of residents using these bins weekly has dropped by 2-percentage points to 36%.

Over three in five (62%) residents say it is easy to get hold of additional recycling sacks.

1.8 Views of Wandsworth Council

More than eight in ten (84%) residents are satisfied with the way Wandsworth Council is running their local area; a 3-percentage point drop since the all-time high result for 2011 (87%). However, within this, there has also been a 6-percentage point rise in those giving the most positive response of 'very satisfied.'

The high level of satisfaction with the way the Council is running things is reflected in high levels of advocacy for the Council. Half of residents (50%) state that they would speak highly of the Council, including 14% who would do so without being asked. However, the proportion of residents who act as advocates for the Council has dropped by 7-percentage points from the 57% observed in 2011.

1.9 Access to information

1.9.1 Feeling informed

Two thirds (66%) of respondents feel they are kept informed about the services and benefits the Council provides. This is comprised of 12% who feel very well informed and 54% who feel fairly well informed. Approximately three in ten (29%) residents in 2013 feel that they are not kept informed by the Council in this respect. The proportion of Wandsworth residents who feel informed about Council service and benefits has dropped by 7-percentage points since 2011.

1.9.2 Communication methods used

Brightside is the most commonly used source of information, with 35% selecting this from a list of eleven possible information sources. Brightside was also the most common Council information source in 2011 (39%) and in 2009 (43%). Beyond this, one in five (20%) residents find out about their local Council via its website, with information provided by the Council, in the form of posters and leaflets being the third key source (13%).

1.9.3 Internet usage

Only one in nine (11%) Wandsworth residents never access the Internet. By far the most common response among residents is that they access the internet daily (80%).

By far the largest proportion of respondents that use the Internet do so within their home (98%). Almost half (48%) also access the Internet on the move via a mobile phone or other device, while 42% go online at work.

1.9.4 Contact with the Council

73% of residents have been in contact with the council within the past 12 months. Of these, three quarters (76%) are satisfied with the way their last query was handled, a proportion unchanged from 2011 (also 76%). However, underneath this headline result there has been a 10-percentage point rise in the proportion of residents giving the most positive response of 'very satisfied' (38%). In terms of views of the outcome achieved, 71% were satisfied, including 39% who were very satisfied. Conversely, one in five (20%) were dissatisfied with the outcome of their contact.

1.10 Budgets

All respondents were informed that Wandsworth Council needed to reduce spending by at least £80 million by April 2014. In this context, the proportion of residents who feel the Council is doing a good job so far in dealing with this (43%), far exceeds the proportion who disagree (12%). A majority of residents (57%) trust the Council to reduce their spending effectively. In doing so, a higher proportion agree (42%) that spending could be reduced by the Council without cutting service quality (23%). A further 27% gave a neutral response to this statement.

When asked whether cuts to services have already impacted upon them and their households, only a minority of 21% indicate that they have. This is comprised of 4% who have been affected a lot, 9% who have been affected to some extent and 8% who have been affected a little. In contrast, a majority of 67% do not feel that service cuts have directly impacted on their household.

1.11 Views of the economic climate

Compared to 2011, it appears that Wandsworth residents are more positive about the local economy as:

- The proportion of residents describing the current economic situation as bad has dropped from 71% to 49%. However, it should be noted that the proportion describing the economy as bad still exceeds the proportion who describe it as good (11%).
- Looking to the future, 19% think that the economy will be good in six months time compared to 9% in 2011. However, 37% are still pessimistic about the economy thinking that the economic situation will be bad in six months time.
- The Nationwide Consumer Confidence Index score stands at 4, which is lower than the 2011 index score of 8.

2 Introduction

2.1 Background

In 2013, BMG Research was commissioned to undertake a survey of London Borough of Wandsworth residents. This piece of research is the latest survey in Wandsworth Council's program of resident consultation and follows on from the 2005, 2007, 2009 and 2011 biennial surveys.

This document summarises the findings of the 2013 survey conducted among 1,553 local residents aged 16+ in June and July 2013. The results of this survey will be compared to those from the previous surveys where possible. A separate crosstabulated data report is available for more detailed analysis.

2.2 Methodology

2.2.1 Selecting the sample – Income Deprivation Domain

Within the Index of Multiple Deprivation 2013, there are a number of domains of deprivation. One domain which is useful by itself outside the 2013 structure is the Income Deprivation domain. The purpose of this Domain is to capture the proportion of the population experiencing income deprivation in a small area (known as a super output area (SOA)).

Consistent with previous years, the income deprivation scores at SOA level were ranked from high to low. These were then segmented into quartiles within each ward to ensure that the bands reflected the relative income deprivation **within Wandsworth**. Note that in previous years 3 bands were used; but with a higher sample base achieved in 2013, quartiles were utilised to give a broader spread.

To achieve these ward targets, sampling points (COAs) were selected randomly and all addresses were identified from the postcode address file within this COA to form the sample. A target of approximately 10 interviews was to be achieved per sampling point. Equal targets were set per ward, at 75, so 8 sampling points were selected per ward. Whilst the interviewers were able to approach any address within a sampling point, strict quotas were set by age, gender, ethnicity and economic status within each ward to ensure a representative spread by demographic profile.

The survey was administered on a face-to-face basis, using CAPI technology. In total, 215 households refused to participate in the survey and 71 were deemed ineligible (business address, empty, too young).

2.2.2 Questionnaire design

The questionnaire used contained questions used in previous annual resident's surveys in order to allow changes on key issues to be identified. In addition, new questions were developed by Wandsworth Council in conjunction with BMG Research in order to explore particular issues of relevance in 2013.

2.3 Data

In total, 1,553 interviews were completed. The sample size of 1,553 is subject to a maximum standard error of ±2.5% at the 95% confidence level on an observed statistic of 50%. Thus, for the quantitative survey, we can be 95% confident that responses are representative of those that would be given by the total population of Wandsworth, if a census had been conducted, to within ±2.5% of the percentages reported.

The following table presents the number of responses per ward cluster and per IMD quartile. The confidence level is shown also, which is important to consider whilst engaging with the results in this report.

Table 1: Number of responses per ward cluster and by IMD quartile

	Number of responses	Confidence (+/-%)
Ward cluster		
A (Queenstown, St Mary Park, Latchmere**)**	225	+/-6.5%
B (Wandsworth Common, Northcote, Shaftesbury**)**	227	+/-6.5%
C (Bedford, Balham, Nightingale**)**	227	+/-6.5%
D (Tooting, Graveney, Furzedown**)**	228	+/-6.5%
E (Fairfields, Southfield, Earlsfield**)**	249	+/-6.2%
F (East Putney, Thamesfield**)**	163	+/-7.7%
G (Roehampton, West Putney, West Hill**)**	234	+/-6.4%
IMD Income Deprivation quartile		
1 (Most deprived	384	+/-5.0%
2	396	+/-4.9%
3	407	+/-4.9%
4 (Least deprived)	366	+/-5.1%

2.4 Reporting

Throughout this report the word “significant” is used to describe differences in the data. This indicates where the data has been tested for statistical significance. This testing identifies ‘real differences’ (i.e. difference that would occur if we were able to interview all residents in the borough rather than just a sample). However, as already noted the actual percentages reported in the data may vary by ±2.5% at the 95% confidence level on an observed statistic of 50%.

When we are comparing the differences between two datasets from one year to the next, it is important to consider the sampling errors for both when determining whether a difference is statistically significant. In its most simplistic format, where a score of 50% is achieved in 2011, and the same size sample is collected in both years, a score of +/-5% or more (45% or below or 55% and above) would be needed in 2013 to indicate a significant change.

Figures and tables are used throughout the report to assist explanation and analysis. Although occasional anomalies appear due to 'rounding' differences, these are never more than +/-1%. These occur where rating scales have been added to calculate proportions of respondents who are satisfied at all (i.e. either very or fairly satisfied).

Weights have been applied at a ward level by age, gender, ethnicity and economic status using the 2011 Census statistics.

Throughout the report, reference has been made to 'net balance scores', which is calculated by subtracting the negative score from the positive score. For example, the net balance score for satisfaction is calculated by subtracting the proportion who is dissatisfied from the proportion that is satisfied.

3 Views of the neighbourhood

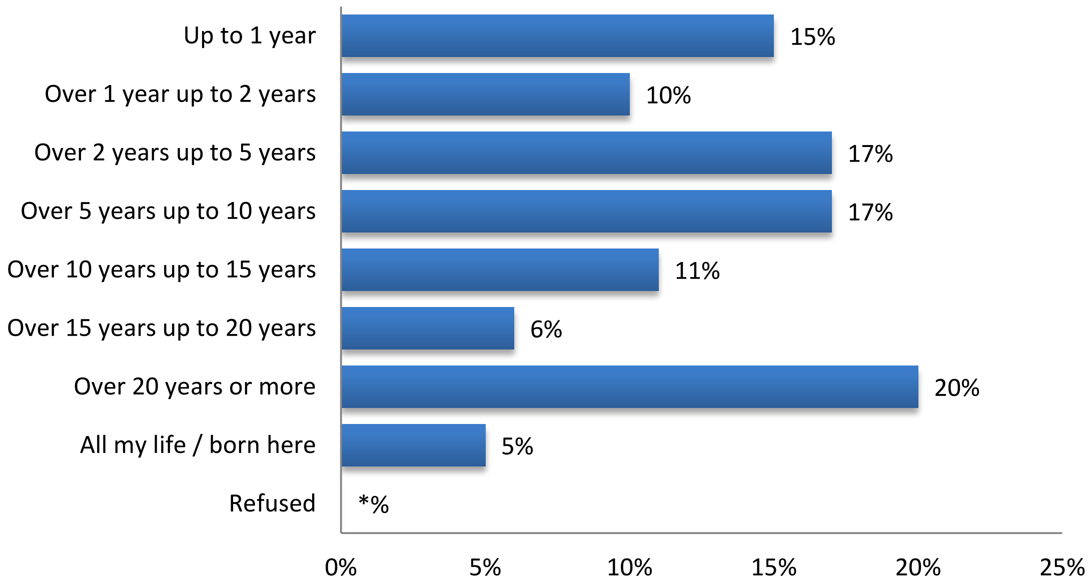
3.1 Introduction

This section explores residents' views of their neighbourhood, including their level of satisfaction with the neighbourhood, problems in the area, and aspirations for the future. When we refer to neighbourhood or local area we mean within a 10-minute walk of the respondent's home.

3.2 Length of time lived in the neighbourhood

All respondents were asked how long they have lived in their local neighbourhood. One in seven (15%) respondents has lived in their neighbourhood for less than one year, which is slightly down from the 18% found in 2011. The proportion living in their neighbourhood the longest (over 20 years or more and all their life), at 20%, is in line with that achieved in 2011 (21%).

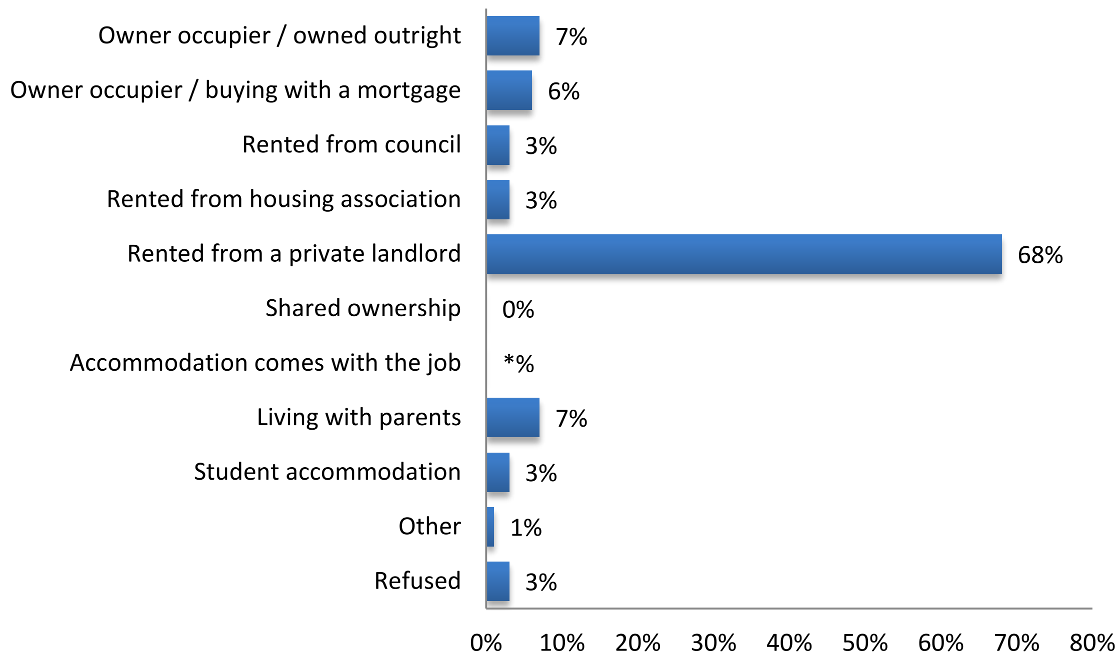
Figure 1: How long have you lived in this neighbourhood (not necessarily just at this address)? (All respondents)



Unweighted base: 1553 * denotes less than 0.5%

Amongst all respondents that state they moved to their neighbourhood in the last 2 years, 68% had come from privately rented accommodation. This was also the most common response from the same cohort in 2011 (53%). This confirms that the more transient population are more likely to switch between private rented accommodation.

Figure 2: If under 2 years, what was your previous tenure? (All respondents who have moved to the area in last 2 years)



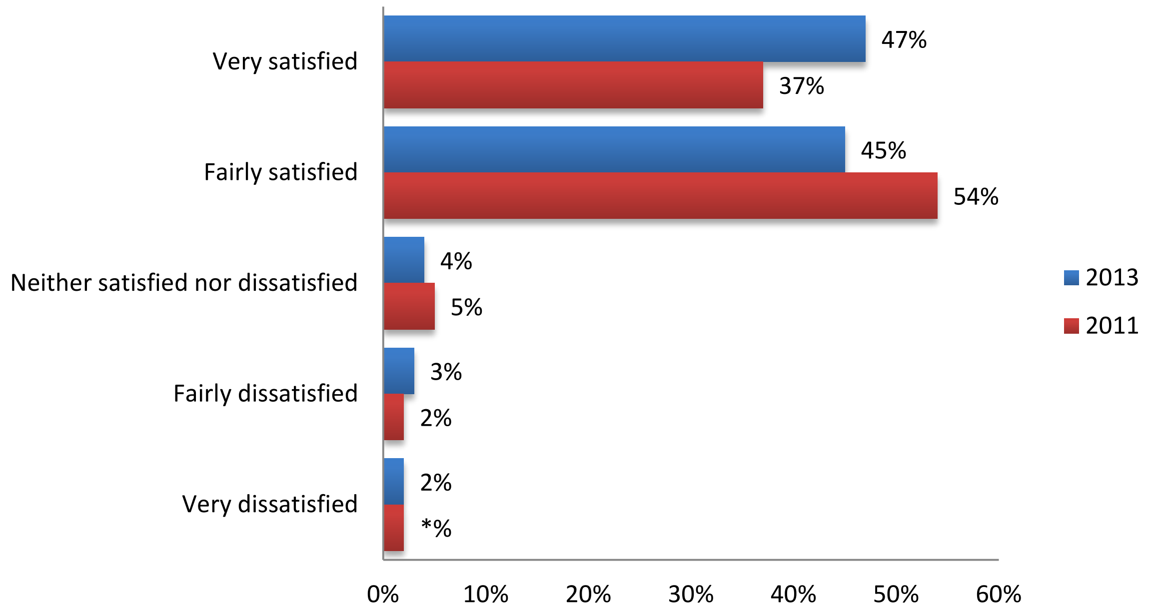
Unweighted base: 346

* denotes less than 0.5%

3.3 Satisfaction with local area

The large majority of respondents are satisfied with their local area as a place to live (92%). While this is line with the 91% who gave the same response in 2011, there has been a 10-percentage point rise in those who give the most positive rating of ‘very satisfied’ in relation to their local area (47%). This is a particularly encouraging finding. In total, just 4% of Wandsworth residents in 2013 express any level of dissatisfaction with their neighbourhood as a place to live.

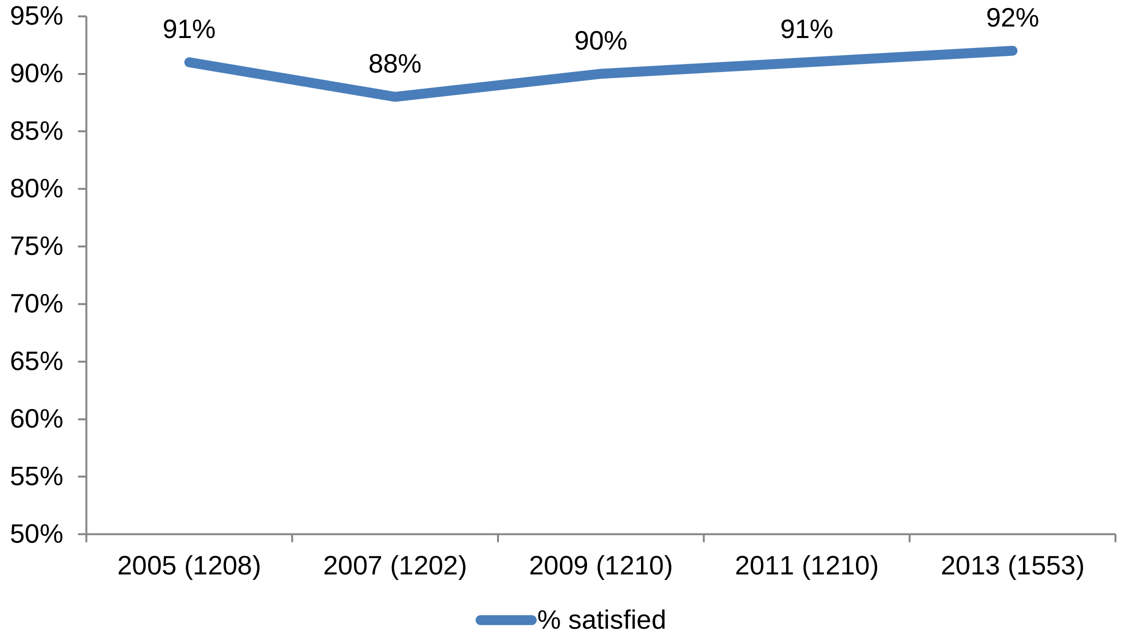
Figure 3: How satisfied or dissatisfied are you with your local neighbourhood as a place to live? (All respondents)



Unweighted base: 2013: 1553. 2011: 1210

As this question has been asked consistently in previous resident’s surveys, data on this measure is available from 2005 onwards. The chart overleaf shows that generally resident satisfaction has remained consistently high, but that the 2013 results are the most positive recorded to date (albeit by a single percentage point).

Figure 4: How satisfied or dissatisfied are you with your local neighbourhood as a place to live? % satisfied since 2005 (All responses)



Interrogating these results further shows that residents who live in the most deprived quartile of the Borough are least likely to express satisfaction with their neighbourhood.

Table 2: How satisfied or dissatisfied are you with your local neighbourhood as a place to live? By IMD quartile (All responses)

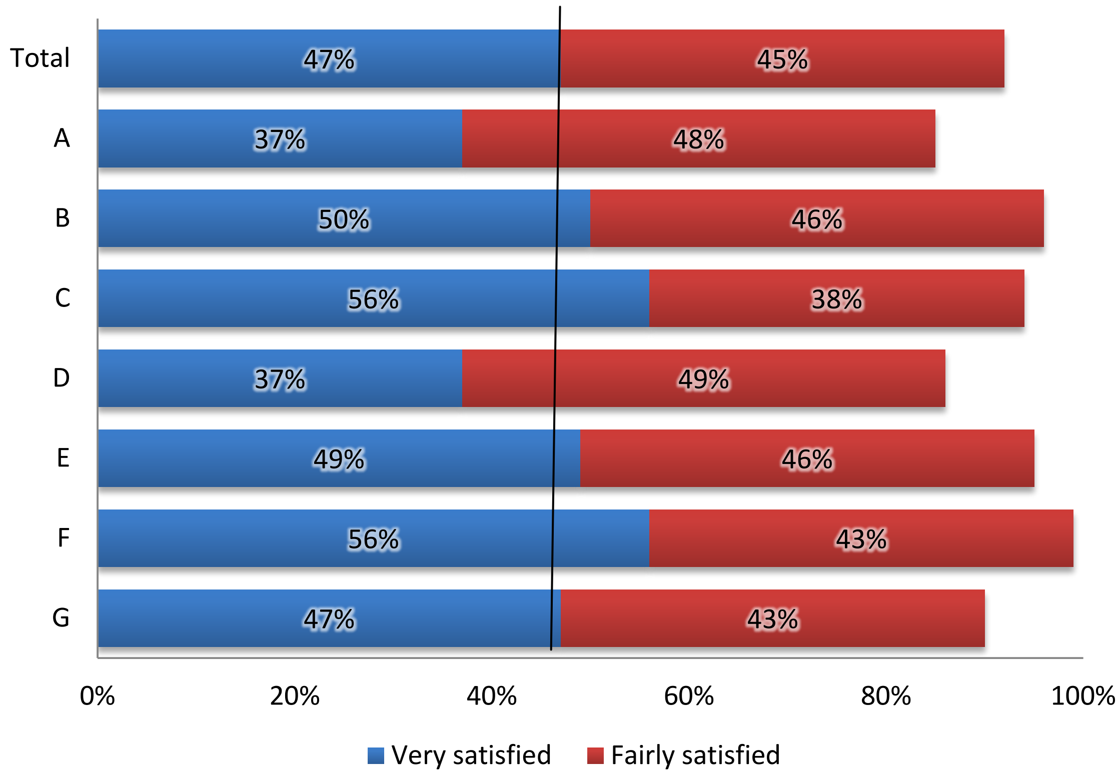
	1 (Least deprived)	2	3	4 (Most deprived)
Very satisfied	57%	51%	43%	37%
Fairly satisfied	39%	42%	49%	50%
Neither satisfied nor dissatisfied	4%	4%	2%	5%
Fairly dissatisfied	1%	1%	4%	4%
Very dissatisfied	0%	1%	2%	4%
Don't know	0%	*%	0%	*%
Satisfied	95%	93%	92%	87%
Dissatisfied	1%	2%	6%	8%
Unweighted Bases	**384**	**396**	**407**	**366**

Spatially, there are marked variations by ward cluster, with 85% and 86% of residents in clusters A and D saying they are satisfied with their local area (see the chart overleaf). As high as 99% of residents in cluster F are satisfied.

By ward, 100% of residents in East Putney and 99% in Fairfield, Northcote, and Thamesfield are satisfied with their local area. Levels drop significantly to 71% in

Latchmere, with 17% of residents in this ward saying they are dissatisfied. This is a likely reflection of the concentration of tenure in specific geographical locations; with social tenants, especially those that rent from the Council, being less satisfied with their local area (81% and 78% respectively) than 95% of owner occupiers.

Figure 5: How satisfied or dissatisfied are you with your local neighbourhood as a place to live? % very and fairly satisfied by ward cluster (All respondents)



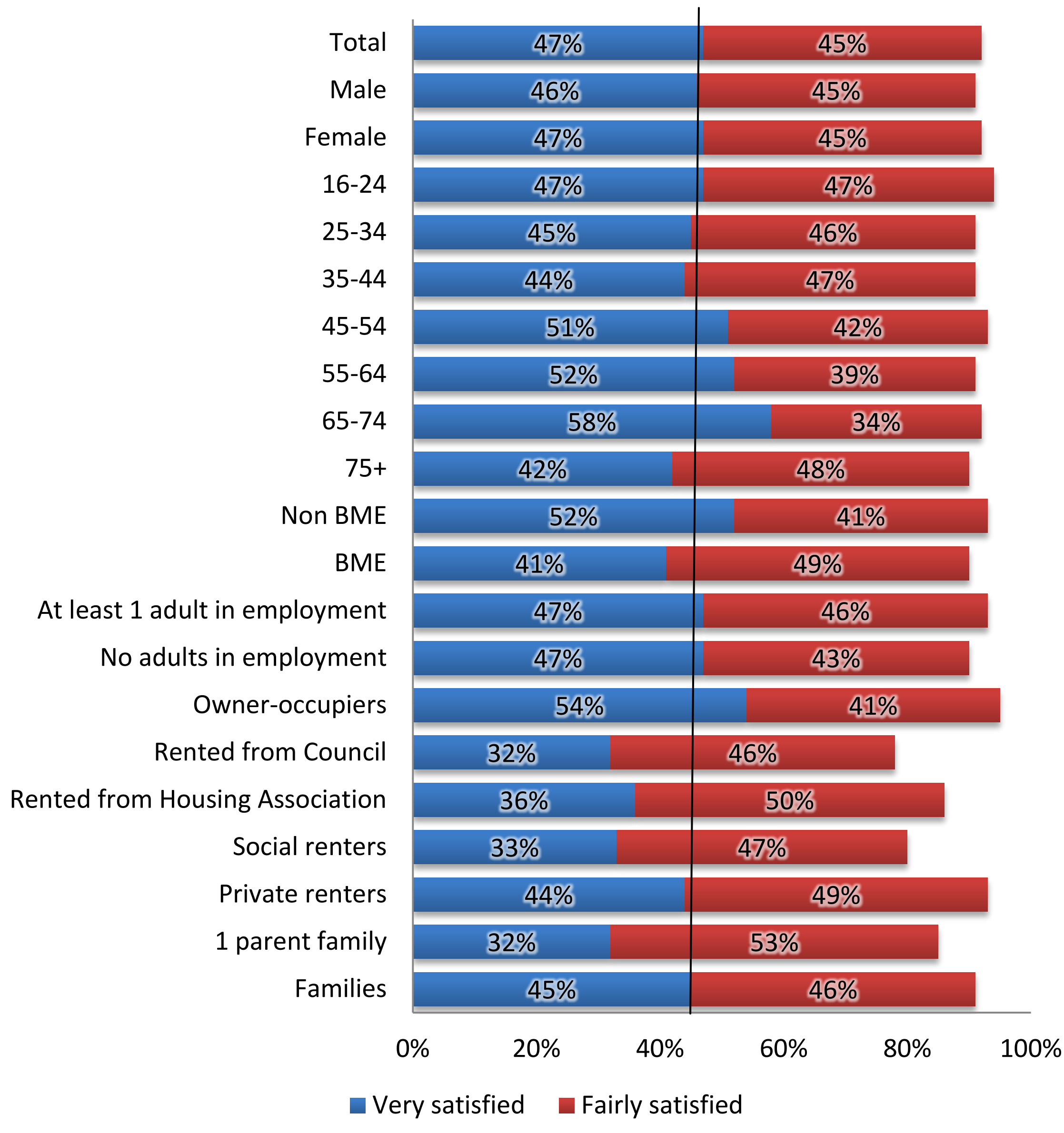
Unweighted sample bases vary

The following figure presents the proportion of satisfied (very and fairly) respondents amongst a range of key demographic groups.

It is apparent that summary satisfaction levels vary widely, with high satisfaction amongst owner-occupiers (95%) and private renters (94%). However, levels drop to 78% satisfied amongst those that rent from the Council.

When looking specifically at the levels stating they are very satisfied with their local area, this is again higher amongst owner occupiers (54%), but drops to 32% of Council renters and 1 parent family households.

Figure 6: How satisfied or dissatisfied are you with your local neighbourhood as a place to live? % very and fairly satisfied by key demographics (All respondents)[2]



Unweighted sample bases vary

[2] Non-BME is defined as White British, with all remaining ethnic groups being defined as BME

The following table presents the 2013 and 2011 satisfaction levels amongst key demographic groups. There are seen to be larger increases in satisfaction amongst younger residents (+5% points aged 16-24) and 1-parent family households (+6% points). Satisfaction amongst those aged 75+ has dropped by 7% points since 2011. It is important to note, however, that none of these changes is statistically significant.

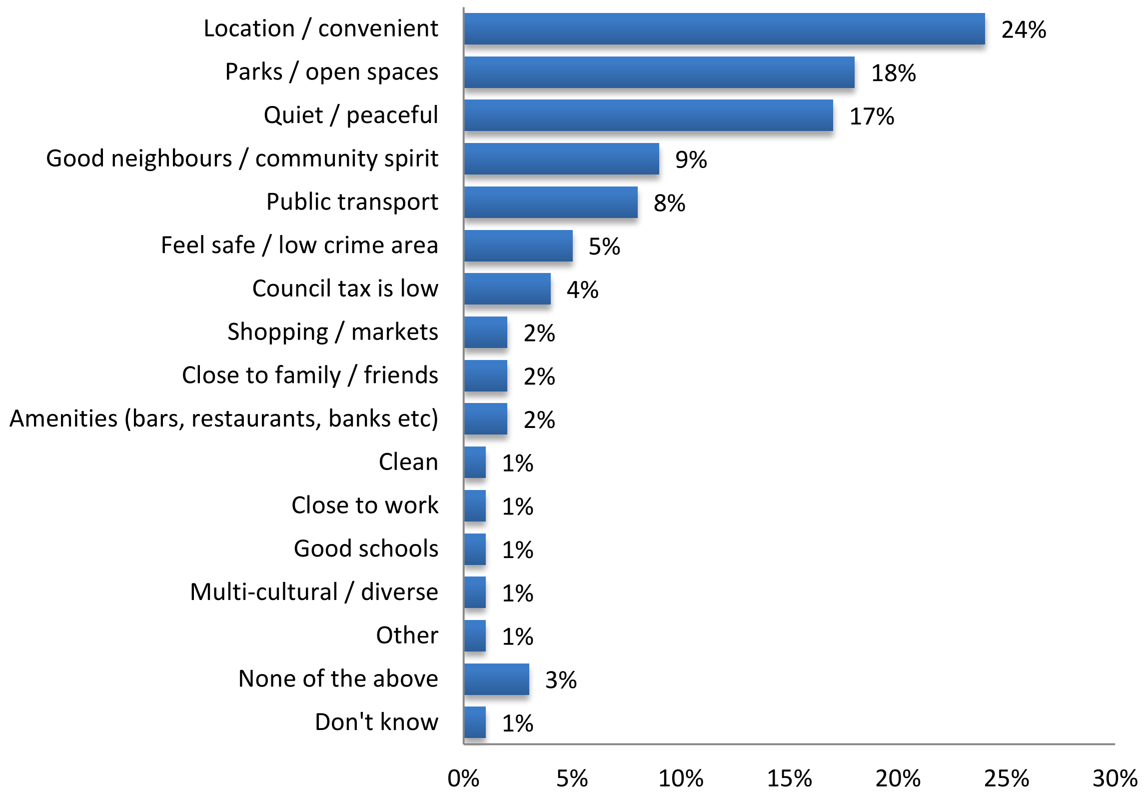
Table 3: How satisfied or dissatisfied are you with your local neighbourhood as a place to live? Change in % satisfied amongst demographic groups since 2011 (All respondents)

	2011	2013	% change since 2011
16-24	90%	95%	+5%
25-34	92%	91%	-1%
35-44	89%	91%	+2%
45-54	91%	93%	+2%
55-64	91%	91%	=
65-74	91%	93%	+2%
75+	97%	90%	-7%
Non-BME	92%	93%	+1%
BME	89%	90%	+1%
Single occupancy	91%	89%	-2%
Two or more adults	91%	93%	+2%
1 Parent family	78%	84%	+6%
Families	90%	91%	+1%

3.4 Likes and dislikes of the local area

In order to understand the levels of neighbourhood satisfaction expressed by residents all were asked to state in their own words what they like most about living in their area. Responses were recorded by interviewers onto a pre-coded list (one response per respondent). As shown by the figure below, which shows the answers given by 1% or more of residents, the most common responses were that residents like the location and convenience of their local area (24%), the parks and open spaces (18%) and the peace and quiet (17%). These were the same top 3 chosen factors in 2011.

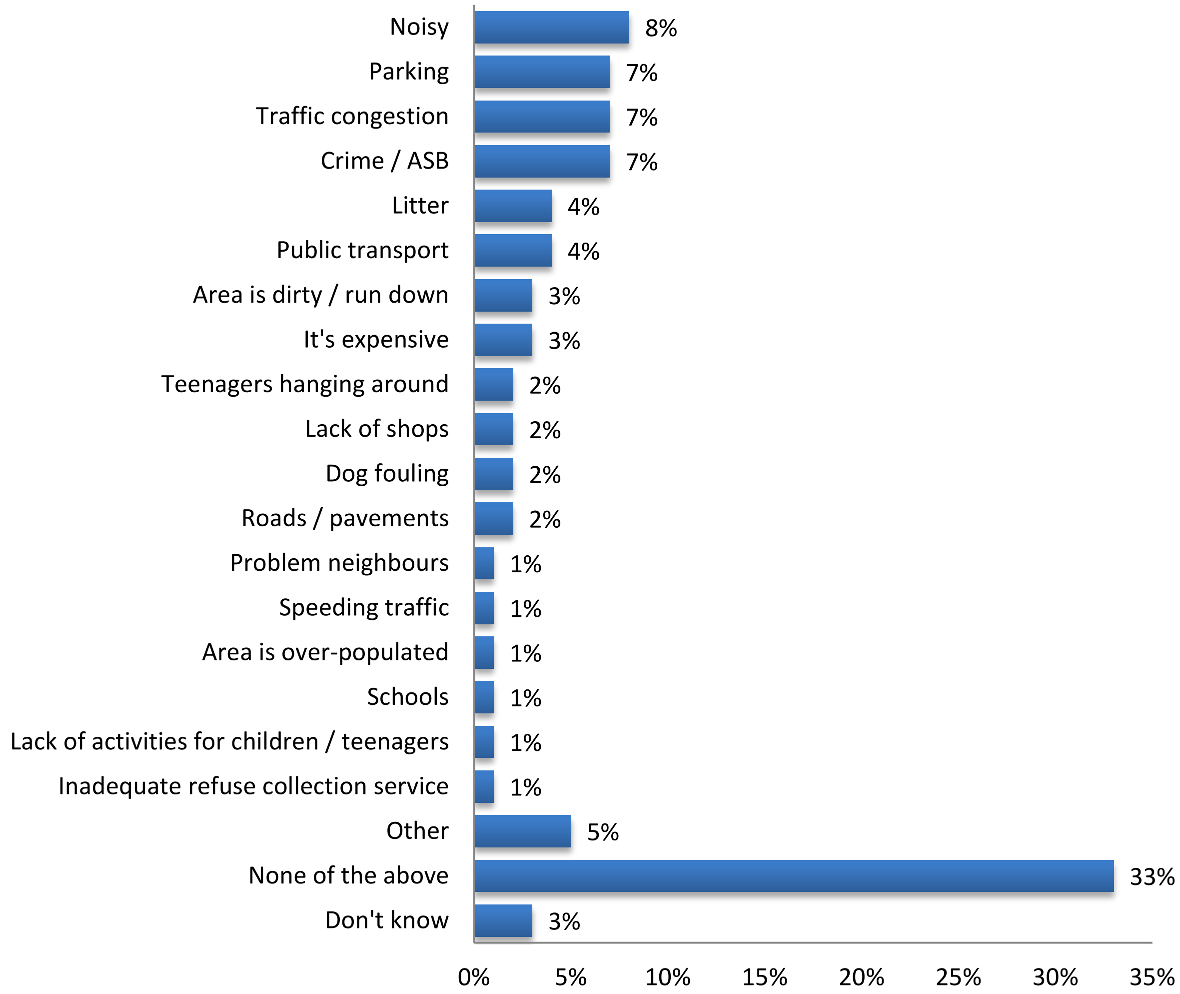
Figure 7: What do you MOST like about living in this area? (All responses given by 1% or more)



Unweighted sample base: 1553

Using the same style of question, residents were also asked to state what they dislike most about living in their local area. The responses given to this question will provide Wandsworth Council with an indication of which issues are priorities in the eyes of residents. Among all respondents, noise (8%), parking (7%), traffic congestion (7%) and crime (7%) are most commonly mentioned. These are the same top 4 issues mentioned in 2011. However, it should be noted that 33% did not mention any issues at this question.

Figure 8: What do you MOST dislike about living in this area? (All responses given by 1% or more)



Unweighted sample base: 1553

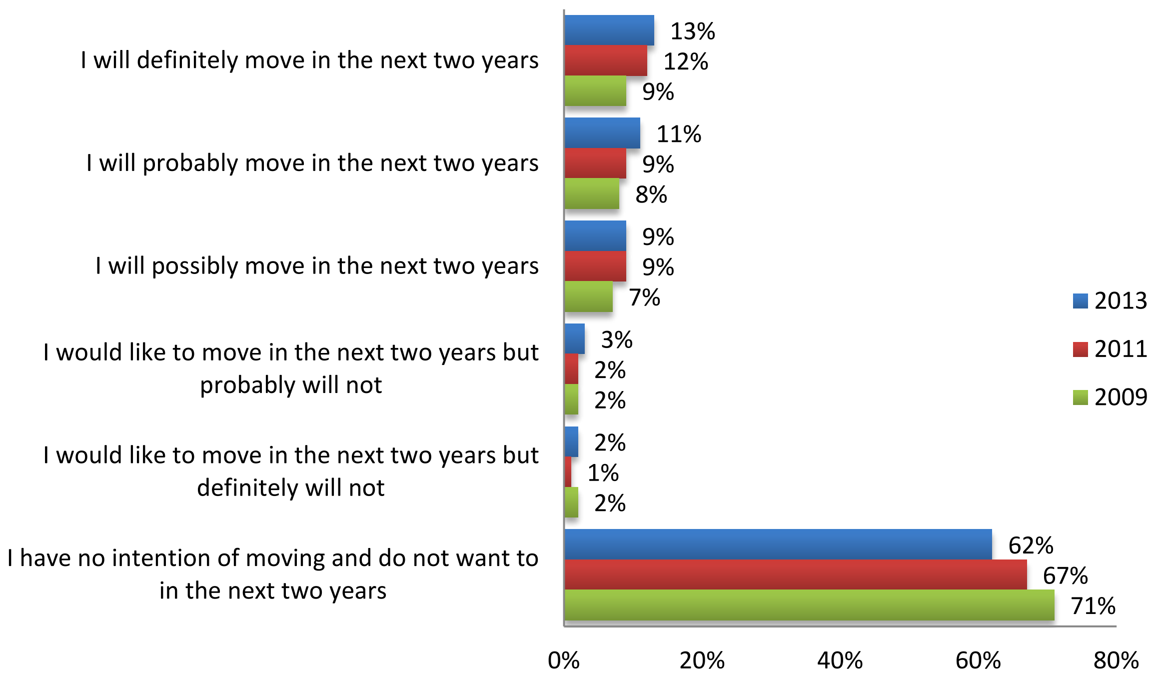
In order to target the issues that residents most dislike about their area the following spatial variations should be noted:

- Noise is most commonly mentioned by those in Ward Cluster F (12%);
- Parking is most commonly mentioned by those in Ward Cluster E (11%);
- Traffic congestion is most commonly mentioned by those in Ward Cluster F (17%); and
- Crime/ASB is most commonly mentioned by those in Ward Cluster G (15%).

3.5 Aspirations for future residence

All respondents were asked whether they are likely to move home in the next two years. The following chart displays the 2013, 2011 and 2009 figures. There has been a 1-percentage point increase in the proportion of residents that definitely intend to move in the next two years (13%, up from 12% in 2011). There has also been a 2-percentage point increase in the proportion that probably will move (11%, up from 9% in 2011). As such, there is seen to be a reduction in the proportion with no intention to move, which has seen a steady decline since 2009 (71% 2009, 67% 2011, 62% 2013). The housing market has shown signs of recovery throughout 2013, but whether these findings are an indicator of this is difficult to determine in isolation.

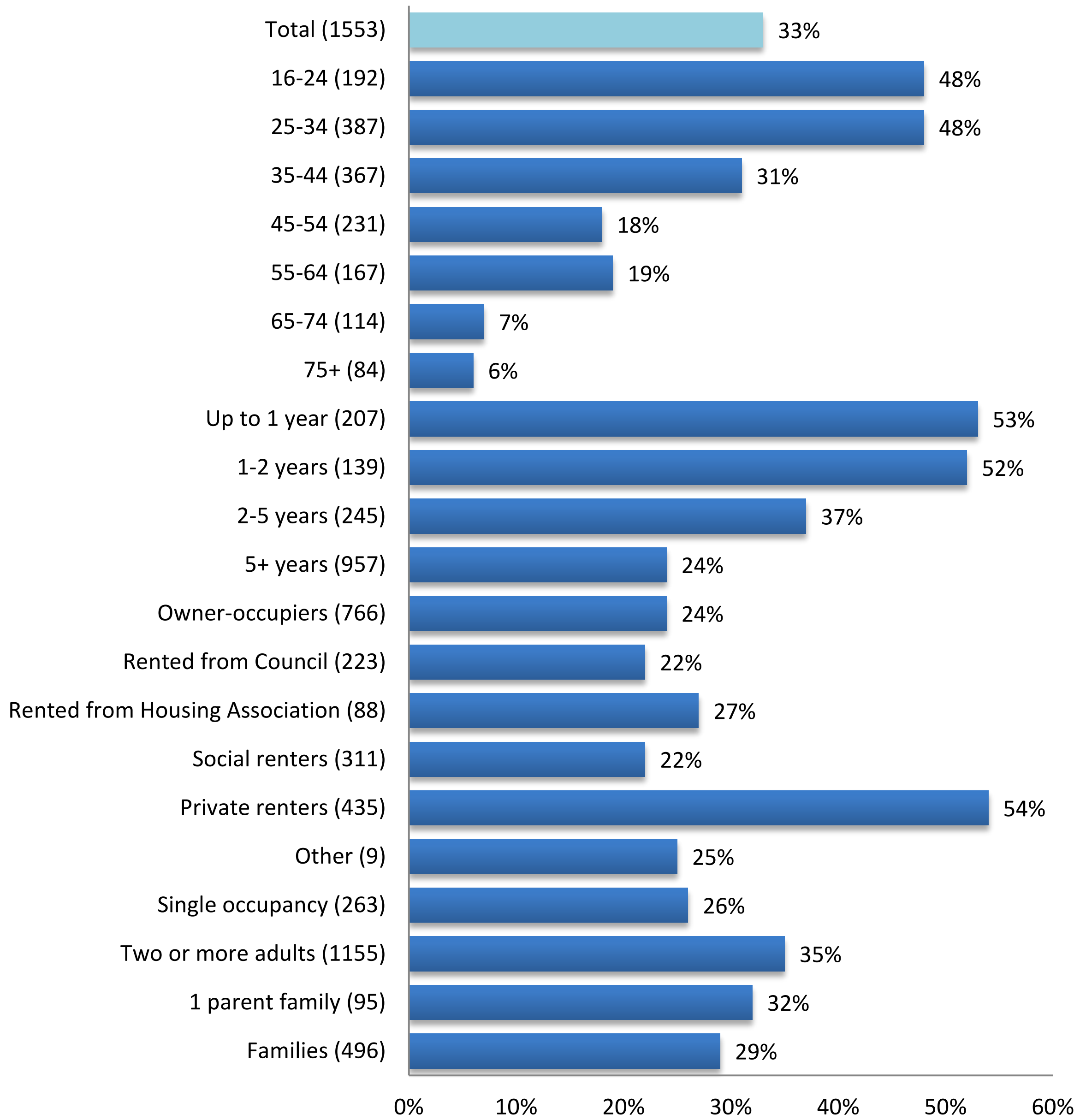
Figure 9: Looking to the future, within the next two years do you think you are likely to move home? (All respondents)



Unweighted base: 2013: 1553   2011: 1210   2009: 1210

Linking back to the earlier findings regarding 'newcomers' and the more transient population, the same set of individuals are also most likely to move home in the next two years. These are residents that have lived in the neighbourhood for less than one year (53%), or 1-2 years (52%) most commonly express some intention to move house in the next two years. Those with this ambition are more commonly aged 16-34 (48%) and currently live in private rented accommodation (54%). The preferred destination of those who would like to move home in the next two years was not recorded in this survey.

Figure 10: Looking to the future, within the next two years do you think you are likely to move home? % definitely / probably / possibly in next two years by key demographics (All respondents)



Unweighted bases in parenthesis

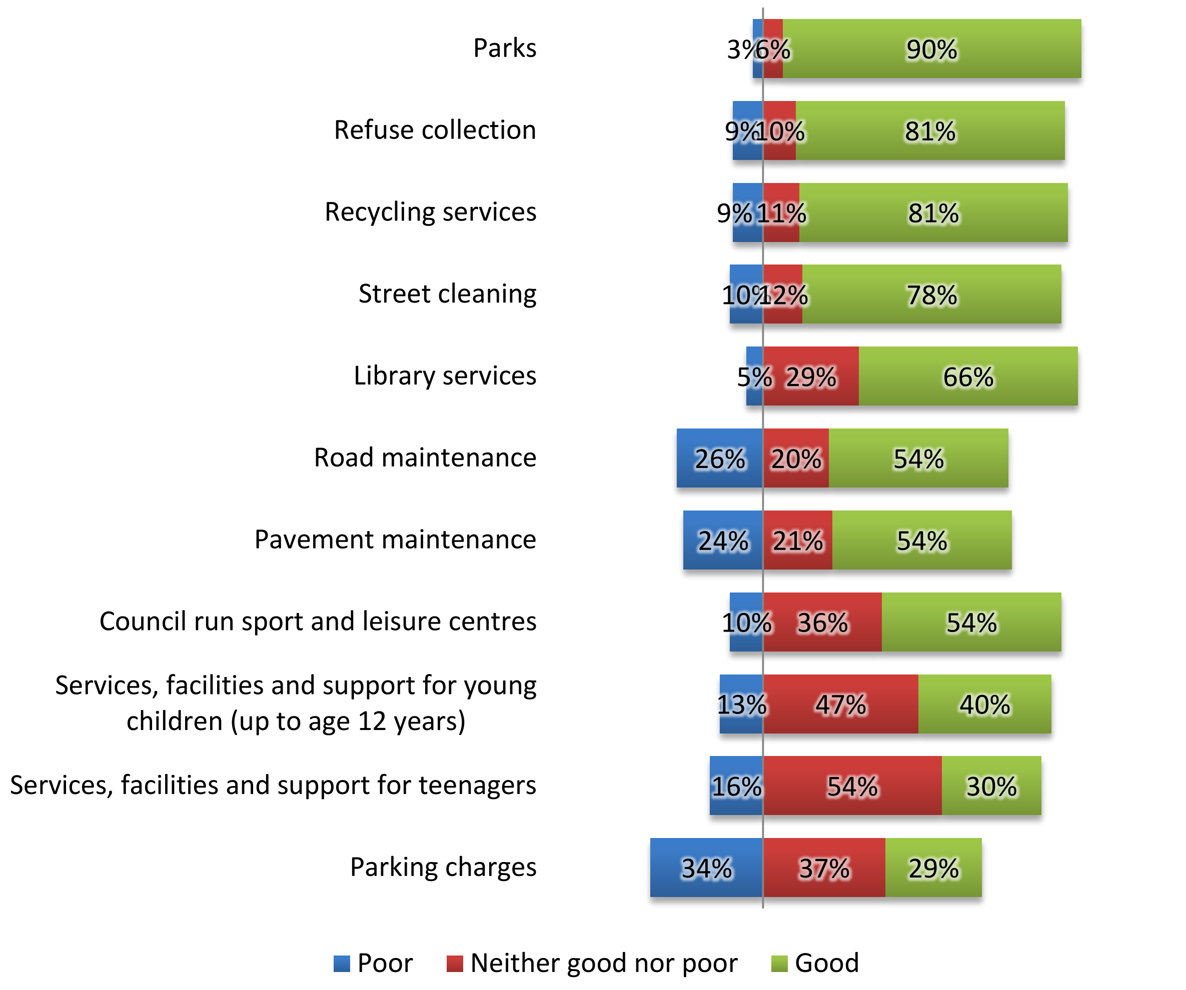
3.6 Quality of services and amenities in the area

All respondents were presented with a list of eleven aspects of their local area, and asked to rate the extent to which each is good or poor. The list was thoroughly revised for the 2013 survey.

The following chart is based on the results of those respondents giving a valid response to the question. This means that anyone unable to give a response, most likely because they have no experience of that particular issue or service, are removed and the figures are rebased accordingly.

The responses show particularly positive ratings are given to parks (90% say that they are good), refuse collection (81%), recycling services (81%) and street cleaning (78%). The aspects of their area that residents most commonly describe as poor are parking charges (34%), road maintenance (26%), and pavement maintenance (24%). However, even for these latter two aspects more than half of residents feel that they are good (54% for each).

Figure 11: How good or poor do you think the following are in your area? (All valid responses)



Unweighted bases vary

Of those amenities also included in the 2011 survey, the following table shows that positive views of services and facilities for young children and library services have both dropped significantly. Views of other services are broadly unchanged.

Table 4: How good or poor do you think the following are in your area? Change in % good since 2011 (All valid responses)

	2011	2013	% change since 2011
Services, facilities and support for young children (up to age 12 years)*	53%	40%	-13%
Library services*	82%	66%	-16%
Road maintenance*	50%	54%	+4%
Pavement maintenance*	50%	54%	+4%
Parks*	85%	90%	+5%
Refuse collection	79%	81%	+2%
Unweighted bases vary			

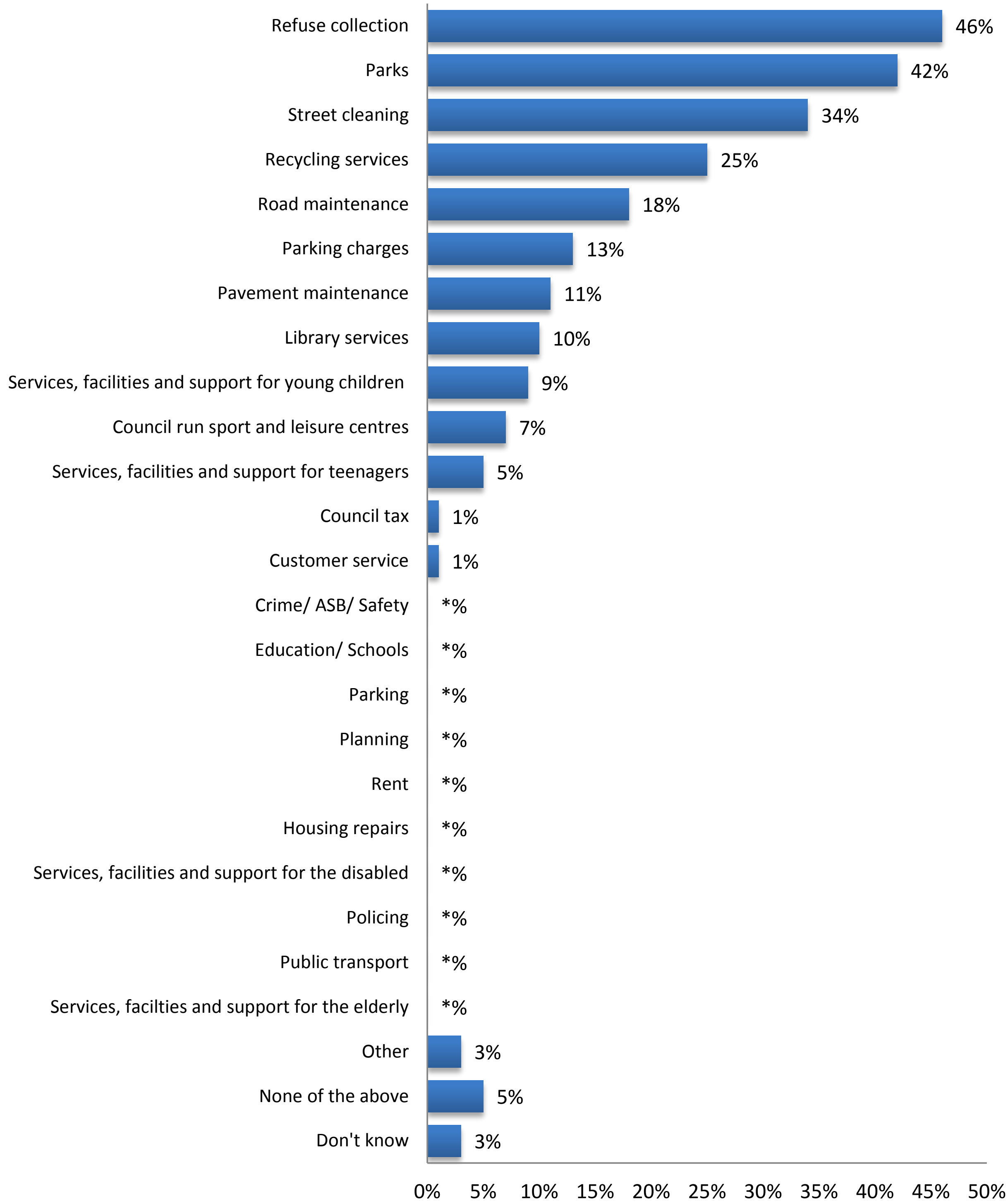
Looking at the issues of road and pavement maintenance in more detail (i.e. the issues for which public perceptions are comparatively weak), shows that residents in Ward Cluster D are significantly more likely to describe these local aspects as poor. Where poor ratings are significantly higher than in two or more other Ward Clusters this is denoted by a bold figure in the table below.

Table 5: Views on road and pavement maintenance by Ward Cluster (All responses)

	A	B	C	D	E	F	G
Pavement maintenance							
Good	64%	55%	52%	38%	50%	65%	61%
Neither good nor poor	19%	24%	25%	21%	22%	20%	17%
Poor	18%	21%	23%	**40%**	**28%**	15%	21%
Road maintenance							
Good	68%	59%	47%	41%	50%	63%	54%
Neither good nor poor	15%	20%	28%	17%	23%	20%	16%
Poor	18%	22%	**26%**	**42%**	**26%**	17%	**29%**
Unweighted Bases	**220**	**226**	**222**	**228**	**249**	**163**	**234**

When considering the same list of services and local amenities, those that residents feel have the greatest impact on their perceptions of the Council are refuse collection (46%), parks (42%), and street cleaning (34%). Recycling services was mentioned by a further quarter (25%). Respondents could choose up to three factors at this question and the full range of responses is shown in the figure below.

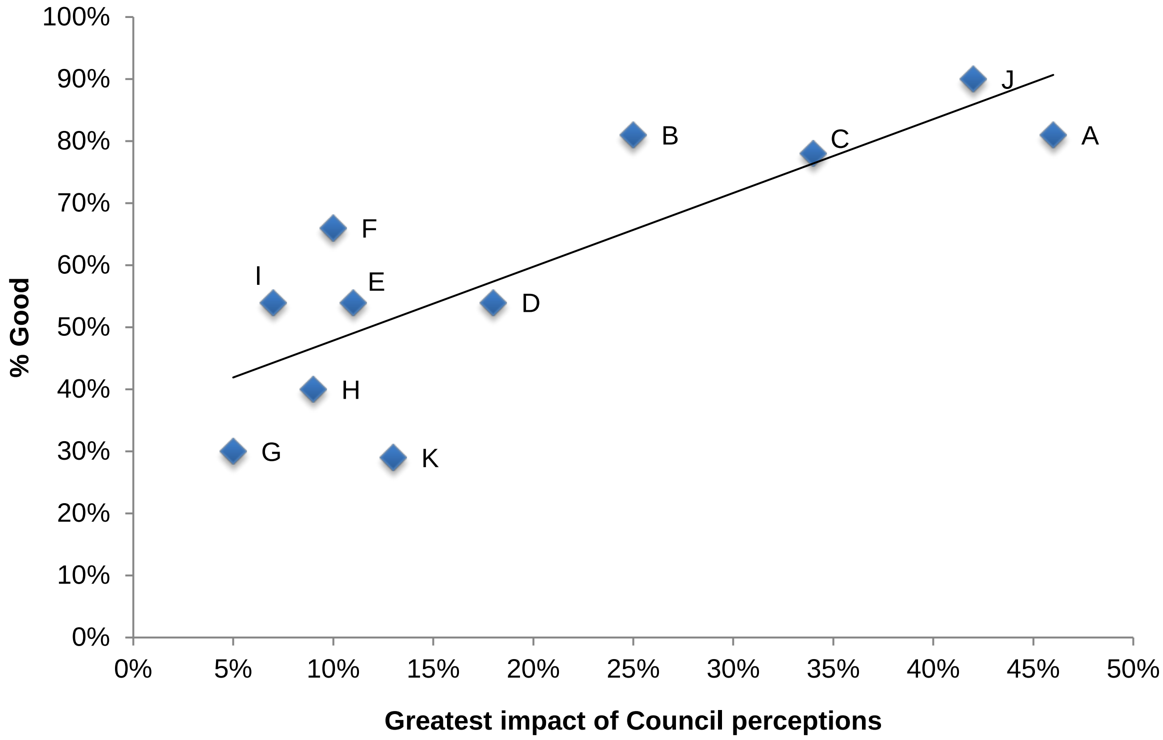
Figure 12: Which three of these would you say has had the greatest impact on your perception of the Council?



Unweighted base: 1553 * denotes less than 0.5%

By plotting current perceptions of Council services and local aspects against the proportion who deem each to be an influence on their Council perceptions, it is possible to identify both strengths in current Council performance and priorities for improvement. In the figure below there is a linear correlation, where the factors deemed of most influence on Council perceptions (parks and refuse collection) currently have the highest 'good' ratings. Alongside this, factors less commonly described as influential have fewer residents giving 'good' ratings. In terms of areas for improvement, the proportion rating road maintenance as 'good' appears comparatively low, as dos pavement maintenance.

Figure 13: Factors impacting on council perceptions current ratings of factors (All responses)



Key	
A	Refuse collection
B	Recycling services
C	Street cleaning
D	Road maintenance
E	Pavement maintenance
F	Library services
G	Services, facilities and support for teenagers
H	Services, facilities and support for young children (up to age 12 years)
I	Council run sport and leisure centres
J	Parks
K	Parking charges

Whilst the previous figure does suggest that Wandsworth Council is doing well in delivering in key areas, it should be recognised that within particular subsets of the population the importance attributed to particular services varies:

- Among those aged 30-44 the proportion who state that services and support for young people has an impact on their perceptions of the Council is 14%, significantly higher than in every other age group.
- Those aged 16-24 (10%) are significantly more likely to state that services, facilities and support for teenagers have an impact on their council perceptions.
- Pavement maintenance is more commonly described as an influence on their opinion of the Council by those aged 65-74 (18%).

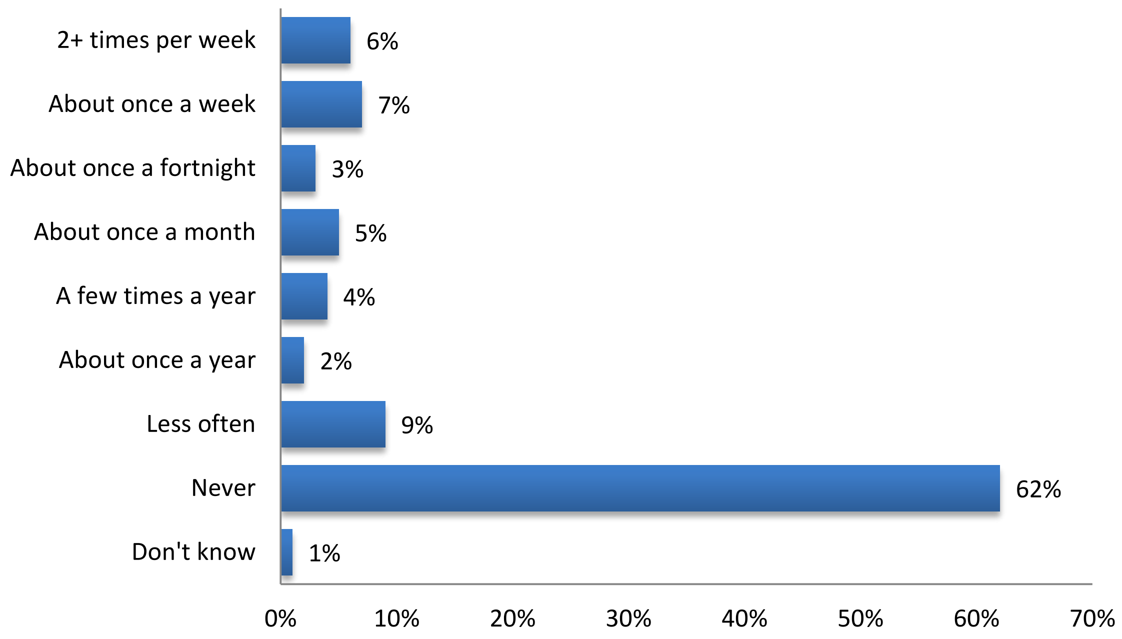
On this basis it does seem that individual perceptions of Wandsworth Council are influenced to some extent by how the authority is deemed to be delivering the services needed at particular life stages whether this be childcare, things for teenagers to do or pavements that are safe for the elderly.

3.7 Council run sport and leisure centres

As shown in the previous sub section (Figure 11), 54% of residents describe Council run sport and leisure centres as good. To contextualise these results and to provide an enhanced understanding of how these facilities are used, the frequency of centre use among respondents is shown below. In total, 36% of residents use these centres to some extent, including 21% who do so on a monthly basis.

Amongst users of Council run sport and leisure centres, the proportion thinking they are good rises to 76%, and further still amongst frequent (at least monthly) users (81%). Just 36% of non-users rate the service as good.

Figure 14: How often on average do you use Council run sport and leisure centres? (All responses)



Unweighted sample base: 1553

The use of Council run sport and leisure centres by age group is shown in the table below. This demonstrates that users of these facilities are most commonly aged 16-24 (41%) and 25-34 (39%), with the proportion of non-users rising with age. Weekly centre use is most commonly seen among those aged 35-44 (18%).

Table 6: Use of Council run sport and leisure centres by age (All responses)

	16-24	25-34	35-44	45-54	55-64	65-74	75+
2+ times per week	8%	7%	6%	4%	3%	6%	1%
About once a week	6%	7%	12%	7%	4%	2%	2%
About once a fortnight	1%	5%	5%	3%	1%	*%	1%
About once a month	4%	5%	7%	7%	3%	1%	0%
A few times a year	5%	5%	4%	4%	6%	1%	0%
About once a year	2%	3%	1%	2%	3%	0%	0%
Less often	15%	7%	8%	11%	9%	10%	7%
Never	58%	60%	55%	61%	71%	79%	88%
Don't know	1%	*%	1%	1%	0%	0%	1%
Unweighted Bases	**192**	**387**	**367**	**231**	**167**	**114**	**84**

4 Participation in the local neighbourhood

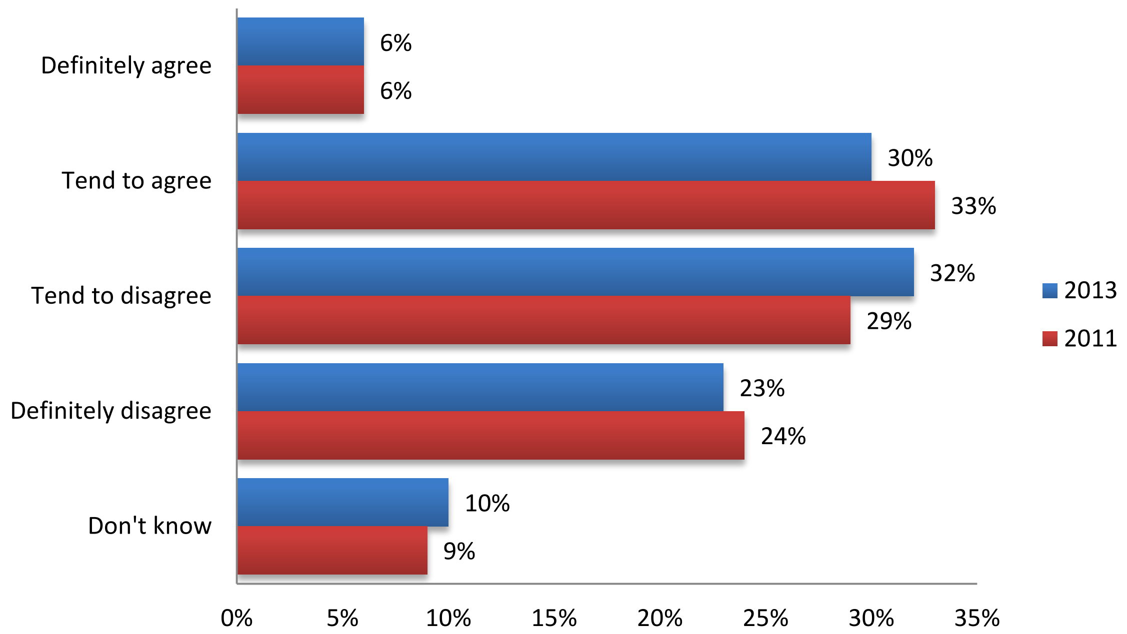
4.1 Introduction

This section of the report looks at respondents' participation in the local community and the extent to which they feel they can change their local area. Views on community-led management of local facilities are also examined.

4.2 Influencing local decision making

Respondents were asked whether they feel they can influence decisions affecting their local area. In total, 36% of residents agree with this, a proportion that has fallen from 39% in 2011 and is more in line with the figure recorded in 2009 (34%). In 2013 more than half (55%) of residents disagree that they can influence local decisions (53% in 2011).

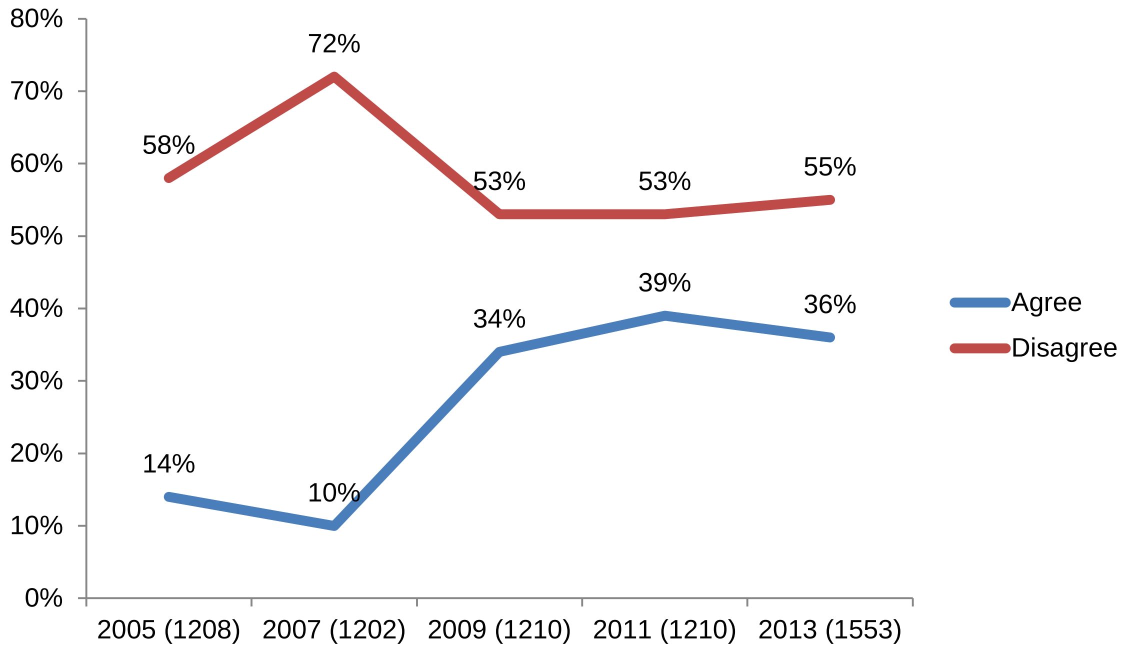
Figure 15: Do you agree or disagree that you can influence decisions affecting your local area? (All respondents)



Unweighted base: 2013- 1556 2011-1210

The longer term trend on this issue is shown by the figure below. This suggests that perceptions of influence on local decisions in 2013 are the second most positive seen over the period 2005-2011.

Figure 16: Do you agree or disagree that you can influence decisions affecting your local area? Change since 2005 (All respondents)



Unweighted sample bases in parenthesis

Views on whether local decisions can be affected vary markedly by ward cluster, with 49% agreeing in cluster B and 46% in cluster F, yet just 26% in clusters A and D feel this way. Residents more likely to feel they can influence decisions include:

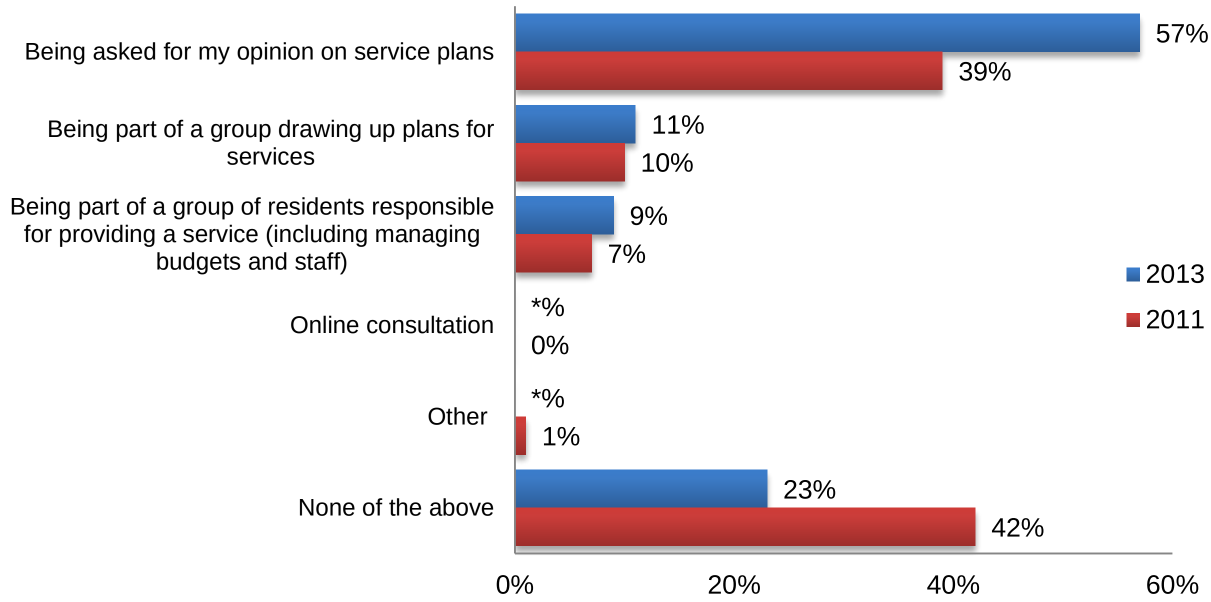
- Non-BME residents(40% cf. 31% BME)
- Those in employment (38% cf. 23% unemployed but economically active)
- Owner occupiers (40% cf. 22% in Council rented accommodation)

4.3 Getting involved in local service decision making

The Government is looking for local people and communities to be more involved in decisions affecting local service provision. In 2011, over two in five (42%) residents stated that none of four listed options are of interest to them. However in 2013 this un-interested proportion has dropped notably to 23%. In 2013, 57% of residents would like to be involved in decisions about local services by being asked for their opinion on service plans. Beneath this, one in nine (11%) would be interested in being part of a group drawing up plans for services and 9% would be interested in actually providing a service.

Whilst few residents express an interest in online consultation, it is important to highlight that 254 participants in this survey say they would like to know more about the online panel.

Figure 17: The Government wants local people to be more involved in decisions about local services. Which of the following ways of being involved most interest you? (All respondents)

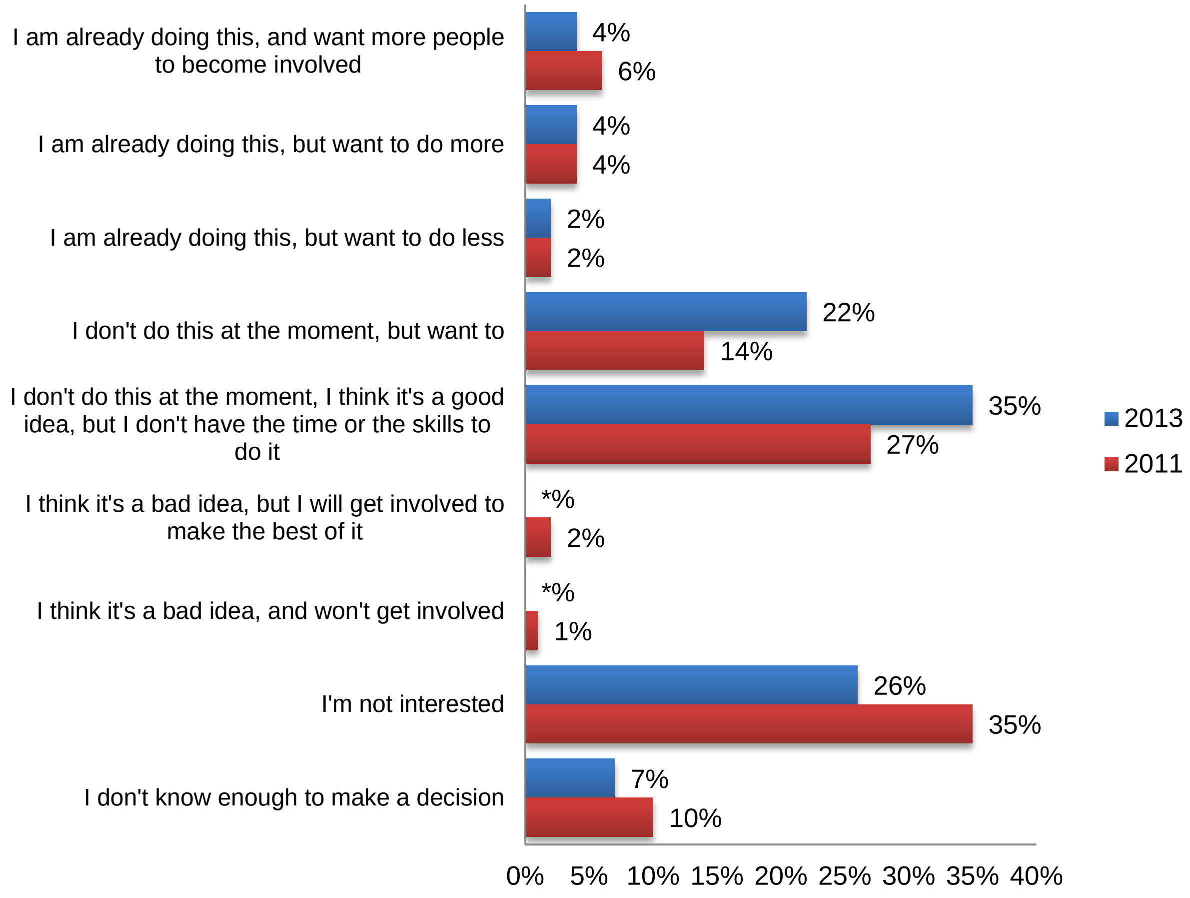


Unweighted base: 2013-1553 2011- 1210

Following on from this, all respondents were asked to select what best describes their current position in terms of helping to make decisions on local services. A total of 10% of respondents state that they already get involved (12% in 2011), whilst the largest proportion of residents are either not interested (26%) or do not have the time or skills to get involved (35%).

Interestingly, there is a pocket of residents that state they currently do not get involved but would like to (22%). Indeed this proportion of residents has risen by 8-percenatge points since 2011. It is important for Wandsworth Council to understand who these residents are in an attempt to harness this potential. As such, those groups of residents more likely to want to get involved are residents of Ward Clusters A (26%) and B (27%), and live in family households (26%).

Figure 18: Which of the following best describes your own position about helping to make decisions on local services? (All respondents)



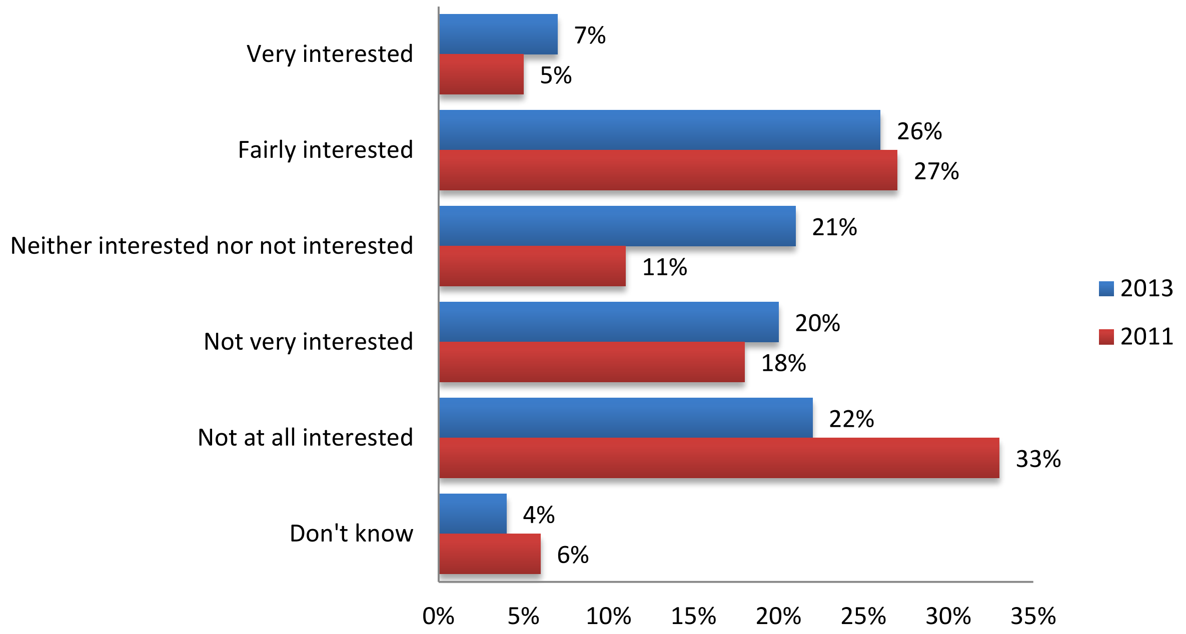
Unweighted base: 2013 – 1553 2011- 1210 * denotes less than 0.5%

4.4 Local organisations / groups

Looking specifically at the responsibilities of local organisations and groups, all respondents were asked whether these groups should manage some local facilities (e.g. community rooms, playgrounds etc). On balance there is support for such an approach, as 67% agree that these groups should have such responsibilities, whilst 22% do not. The equivalent proportions in 2011 were 56% and 31% respectively, suggesting that support for community led service delivery has risen.

When asked to what extent they would be interested in becoming involved in a local organisation / group to run these types of facilities, a third (33%) would be interested. This proportion is consistent with the 32% recorded in 2011. On this basis there appears to be a sizable community resource available for the Council to tap into should shared/devolved management of some facilities be an option the Council wishes to pursue. Interest in such involvement is found to be higher amongst residents of ward cluster B (41%) and F (40%), as well as those aged 45-54 (43%), BME (37%), and 1 –parent family households (46%).

Figure 19: If local organisations/groups did run these facilities, to what extent would you be interested in becoming involved with them? (All respondents)



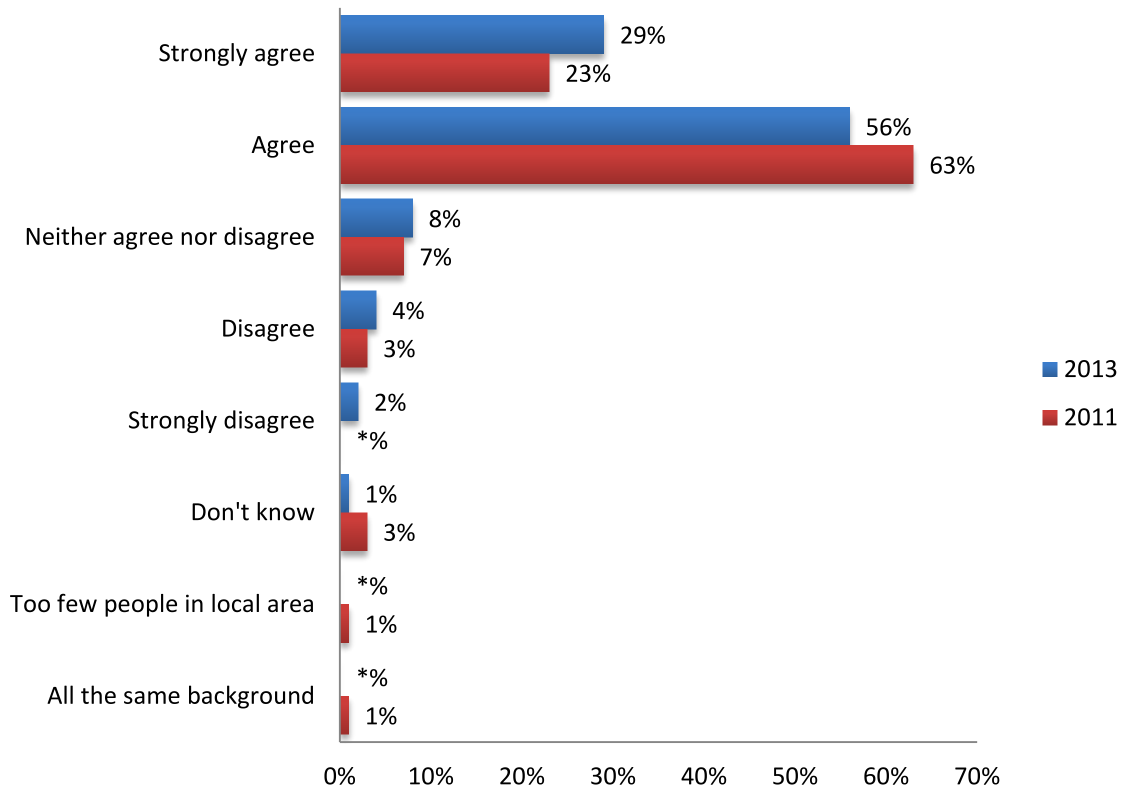
Unweighted base: 2013 -1556 2011 -1210

5 Community cohesion

5.1 People of different backgrounds getting on well together

A key measure of community cohesion is the extent to which people of different backgrounds get on well together. There is no description around what 'backgrounds' refer to, so this is open to interpretation by the respondent. Agreement with this statement, at 85%, is consistent with the 86% recorded in 2011. However, within this overall finding the proportion giving the most positive response of 'strongly agree' has risen from 23% to 29%.

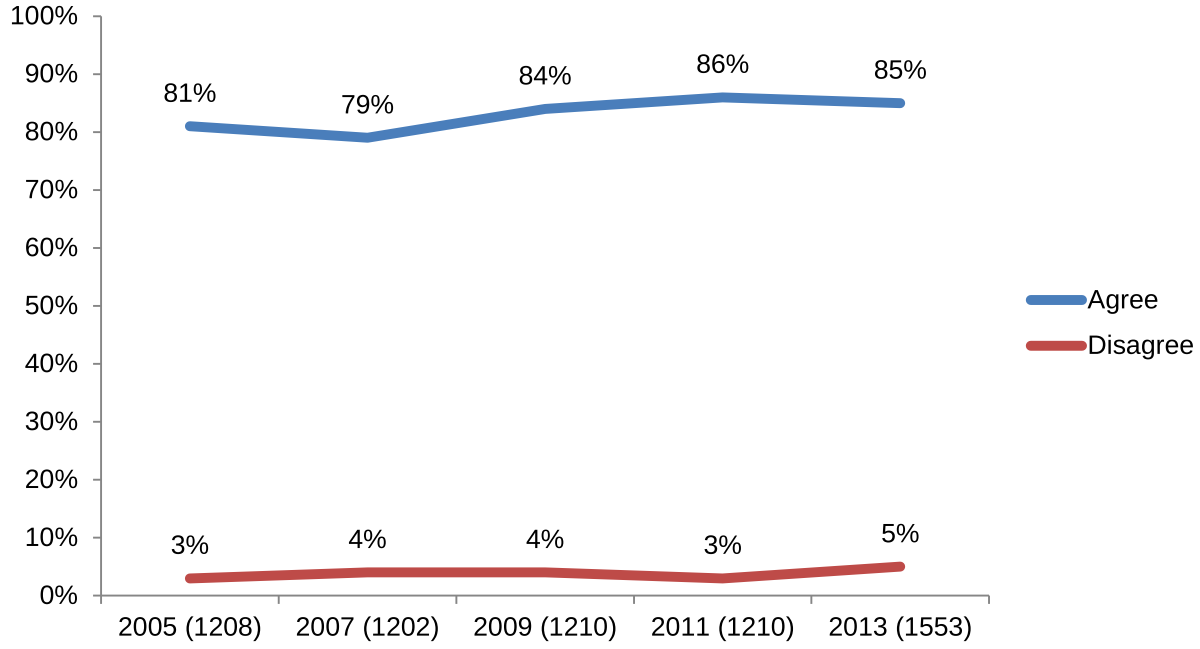
Figure 20: To what extent do you agree or disagree that this neighbourhood is a place where people from different backgrounds get on well together? (All respondents)



Unweighted base: 2013- 1553 2011-1210 * denotes less than 0.5%

The long term trend among Wandsworth residents on this issue is shown by the figure overleaf. Since 2009 there has been minimal variation in the proportion who feel that people of different backgrounds get on well together at a neighbourhood level.

Figure 21: To what extent do you agree or disagree that this neighbourhood is a place where people from different backgrounds get on well together? Change since 2005 (All responses)



Unweighted sample base in parenthesis

Looking at responses spatially shows that in no Ward Cluster does the proportion who disagree that people of different backgrounds get on well together exceed 7%. Those in Ward Cluster D (90%) most commonly give positive views on this community cohesion issue.

Analysis by housing tenure does however uncover some notable variations. Owner occupiers are more likely to agree that people of different backgrounds get on well together than those in social housing (87% cf. 80%). When looking at overall agreement levels no significant variations are evident by age or by ethnicity. However, BME residents more commonly give the most positive response of 'strongly agree' relative to non-BME residents (32% cf. 26%).

6 Crime and crime prevention

6.1 Introduction

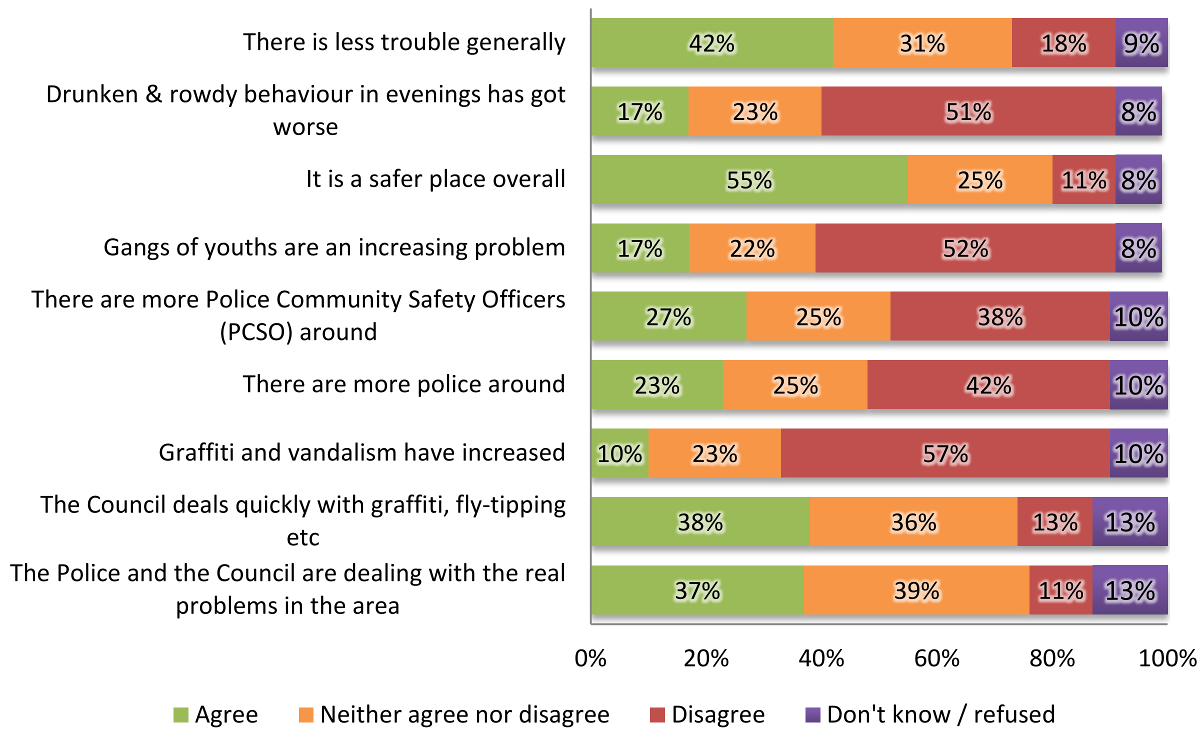
This section explores how concerned residents are about crime and anti-social behaviour issues in Wandsworth, whether progress on key issues is being recognised plus the perceived role of both the Council and the Police.

6.2 General perceptions of crime and community safety

Respondents were presented with a list of statements regarding crime and community safety over the last two years and were asked to rate their level of agreement or disagreement with each. Over this period over half (55%) of residents feel that Wandsworth is a safer place overall, while more residents agree (42%) than disagree (18%) that there is less trouble generally.

It is also encouraging to note that more residents disagree than agree that specific problems such as drunken and rowdy behaviour, gangs of youths and graffiti and vandalism have increased over the last two years. However, alongside this only a minority believe that there are more Police and PCSOs around (23% and 27% respectively).

Figure 22: To what extent do you agree or disagree with the following statements about crime and anti-social behaviour over the past 2 years...? (All respondents)



Unweighted base: 1553

The table below shows how agreement with these statements in 2013 compares to the levels recorded in the equivalent 2009 and 2011 surveys. This comparison shows that generally the views expressed in 2013 are more positive than those recorded in 2011. The notable exceptions relate to the visibility of policing. In 2013 the proportion of residents who feel that there are more police around has fallen by 8-percentage points. A slightly lower drop of 5-percentage points is evident in agreement that there are more PCSOs around. This may go some way to explaining the slightly contradictory findings that while fewer residents than ever feel that problems such as gangs, drunk and rowdy behaviour and graffiti and vandalism are increasing, the proportion who agree the Police and the Council are dealing with the real problems in the area has dropped by 5-percentage points from 42% to 37% (a significant drop).

Table 7: To what extent do you agree or disagree with the following statements about crime and anti-social behaviour over the past 2 years...? % change in agreement 2009-2013 (All respondents)

	2009	2011	2013	% change since 2013
There is less trouble generally	44%	41%	42%	+1
Drunken & rowdy behaviour in evenings has got worse	23%	18%	17%	-1
It is a safer place overall	54%	49%	52%	+3
Gangs of youths are an increasing problem	26%	21%	17%	-4
There are more Police Community Safety Officers (PCSO) around	41%	32%	27%	-5
There are more police around	32%	31%	23%	-8
Graffiti and vandalism have increased	20%	13%	10%	-3
The Council deals quickly with graffiti, fly tipping etc.	43%	34%	38%	+4
The Police and the Council are dealing with the real problems in the area	42%	42%	37%	-5
Unweighted bases vary				

The following variations are evident across the ward clusters:

- Over half (53%) of residents in cluster F feel there is less trouble generally in their area since 2 years ago, as do 48% in cluster B. However, this is less likely the case in cluster D (35%).
- Residents in cluster D and G are most likely to feel that drunk and rowdy behaviour in the evenings has got worse (24% and 21%).
- A quarter (25%) of cluster G residents feel that gangs of youths are more of a problem than 2 years ago, compared to just 11% in both clusters C and F.

- However, interestingly, cluster G residents are also the most likely to feel that there are more police around (35%). Perhaps this is inter related with disorder linked to gangs of youths.
- Just 26% of residents in cluster F and 29% in cluster D agree that the Police and the Council are dealing with the real problems in their area.

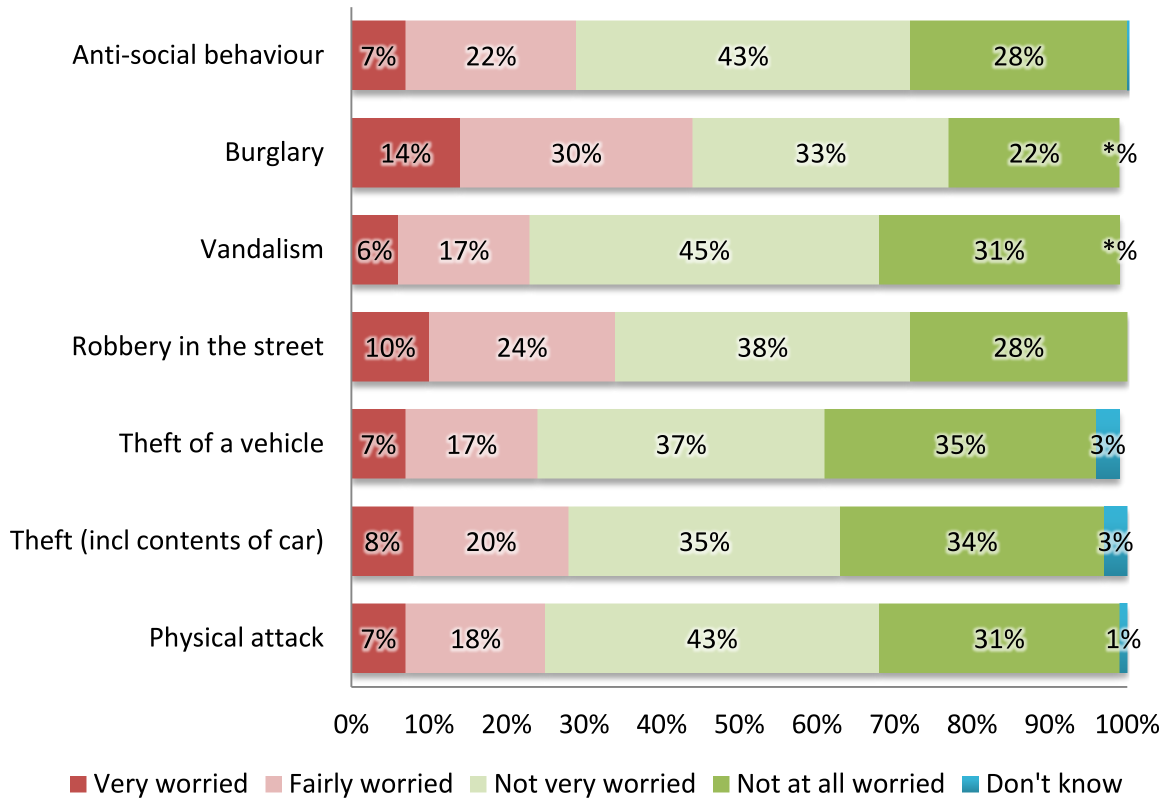
6.3 Worry about becoming a victim of crime

When considering how worried they are about being the victim of seven different types of crime, only a minority of residents expressed any level of worry, with the majority either not very worried or not at all worried. The issues that the highest proportion of residents feel worried about are (none of the changes are significant):

- Burglary (45% - 41% in 2011);
- Robbery in the street (34% - 30% in 2011); and,
- Anti-social behaviour (29% - 26% in 2011).

These were also the most common concerns in 2011. The full break down of responses is show in the figure below. Notable within this is the fact that 14% of residents give the strongest response possible of 'very worried' on the issue of burglary, with 10% answering the same way in relation to robbery in the street.

Figure 23: Could you tell me how worried you are about being the victim of each of these crimes in your area...? (All respondents)



Unweighted base: 1553

In order to put these findings into context the concern expressed about the same issues in 2011 is shown in the table below. In all but one issue (vandalism), more Wandsworth residents express concern about these issues in 2013. This is particularly the case for theft (up 7-percentage points) and burglary (up 4-percentage points). On this basis, further communication from the Council and the Police may be required to explain both the incidence of these issues and what is being done to tackle them.

Table 8: Could you tell me how worried you are about being the victim of each of these crimes in your area...? % worried since 2011 (All responses)

	% worried 2011	% worried 2013	% point change
Anti-social behaviour	26%	29%	+3%
Burglary	41%	45%	+4%
Vandalism	24%	23%	-1%
Robbery in the street	31%	34%	+3%
Theft of a vehicle	23%	25%	+2%
Theft (inc. contents of car)	21%	28%	+7%
Unweighted sample base	**1210**	**1553**	**-**

As burglary is the issue of greatest concern, more detail on this issue is provided below. Those in ward cluster A are significantly less likely to be concerned about this issue than those living everywhere else (30%).

Table 9: Worry about burglary by ward cluster (All respondents)

	A	B	C	D	E	F	G
Worried	30%	**45%**	**51%**	**49%**	**50%**	**43%**	**44%**
Not worried	**68%**	54%	48%	51%	50%	56%	56%
Don't know	1%	*%	1%	0%	0%	1%	0%
Unweighted Bases	**225**	**227**	**227**	**228**	**249**	**163**	**234**

Other particular statistically significant spatial variations of note include:

- Worry about anti-social behaviour peaks in Ward Clusters D (39%) and G (38%).
- Worry about physical attack is highest in Ward Clusters C (34%) and E (29%).

Demographic factors also continue to have an impact on how concerned residents are about particular crimes. For street robbery for example, worry is significantly higher among females relative to males (40% cf. 28%) and peaks among those aged 35-44 (41%).

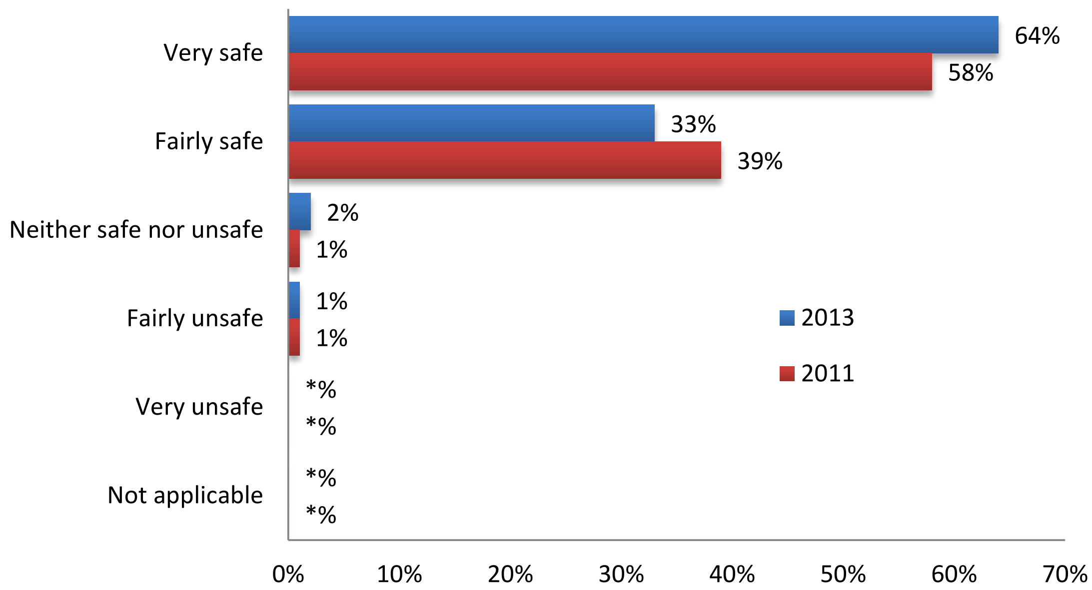
Exploring vehicle-related crimes, it is clear that worry about these increases amongst vehicle owners. Whereas 25% of all residents are worried about theft of a vehicle, this increases to 32% of vehicle owners. Similarly, 36% of vehicle owners are worried about theft (including the contents of a car), which is higher than the 28% of all residents, and just 13% of non-vehicle owners.

6.4 Feelings of safety

An alternative measure of fear of crime is that of feelings of safety. This question was asked to residents in relation to both their feelings of safety during the day and after dark in their neighbourhood.

Exploring feelings of safety during the day shows that in total, 97% of residents feel safe, the same proportion as in 2011. Within this, 64% give the most positive response of 'very safe,' up from 58% in 2011. This suggests that there has been a strengthening of daytime safety perceptions. The latest LGA benchmark data for this question shows that nationally 96% feel safe in their local area during the day, including 65% who feel very safe. On this basis the perceptions among Wandsworth residents are consistent with those recorded nationally.

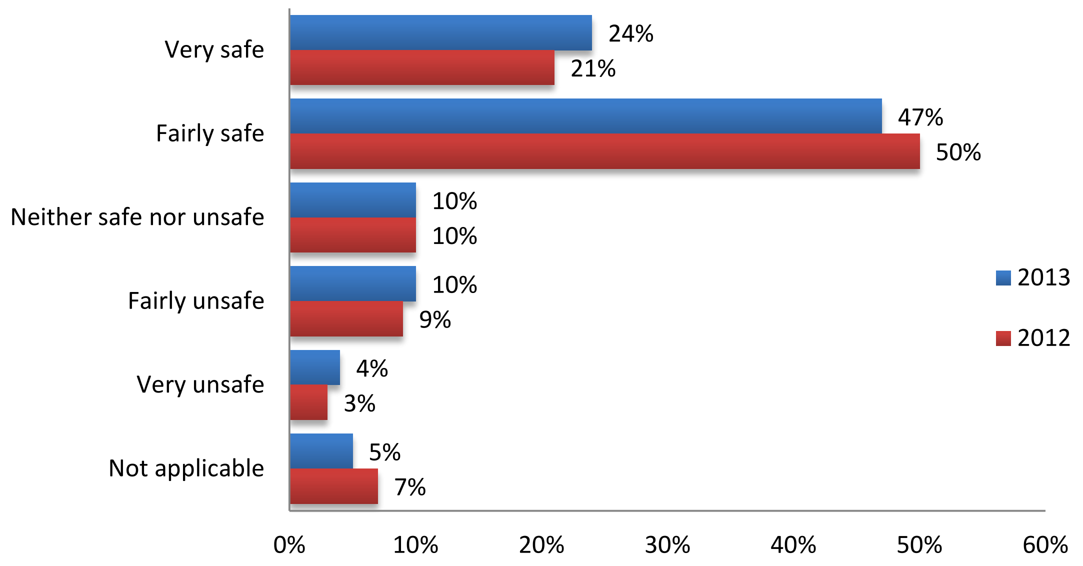
Figure 24: Generally speaking, how safe or unsafe do you feel in the local area during the day? (All respondents)



Unweighted base: 2013: 1553 2011:1210 * denotes less than 0.5%

After dark (as is typical in other surveys of this type) the proportion of residents feeling safe drops, and in this case to 71%. This is again consistent with 2011 (71%). As is the case during the day, more residents now feel very safe after dark, the proportion giving this most positive response now being 24%. The proportion of Wandsworth residents who feel safe outside in their local area after dark is 7-percentage points below the national benchmark of 78% (LGA polling April 2013).

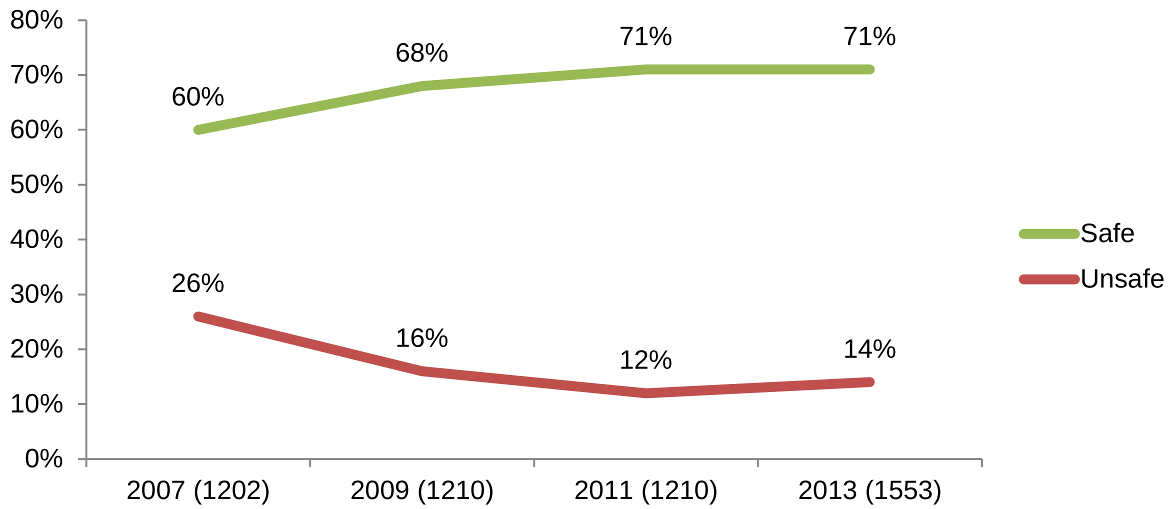
Figure 25: Generally speaking, how safe or unsafe do you feel in the local area during when outside after dark? (All respondents)



Unweighted base: 2013: 1553 2011:1210

The long term trend in perceived safety after dark is shown in the figure below. This emphasises the fact that the improvements in resident perceptions between 2007 and 2011 have been sustained into 2013.

Figure 26: Generally speaking, how safe or unsafe do you feel when outside in the local area after dark? % safe and unsafe since 2007(All respondents)



Unweighted base: 2011-1210 2009-1210 2007-1202

Given that this question refers specifically to the local area, it is important to review responses spatially. Table 10 shows the proportion of residents who feel safe after dark by ward cluster. This suggests that further efforts to improve feelings of safety need to focus on clusters A, D and G, where the highest proportion of residents currently feel unsafe.

By ward, residents in Furzedown, Latchmere and Queenstown are most likely to say they feel unsafe in their area after dark (24%, 24%, and 23%).

Table 10: Safety after dark by ward clusters (All respondents)

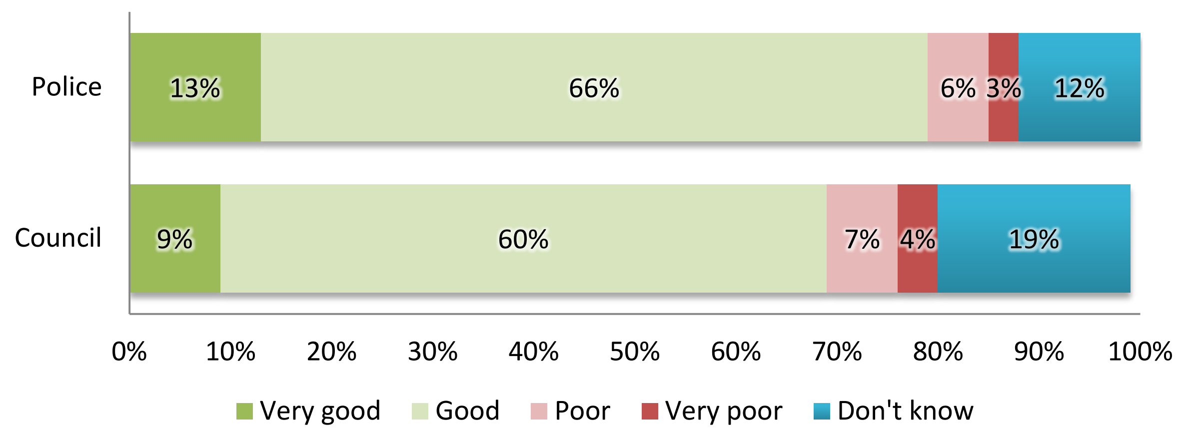
	A	B	C	D	E	F	G
Safe	70%	**78%**	**74%**	63%	**76%**	72%	65%
Neither safe nor unsafe	8%	10%	11%	12%	11%	12%	8%
Unsafe	**17%**	10%	12%	**18%**	9%	11%	**18%**
N/A - do not go outside	5%	2%	4%	7%	4%	5%	9%
Unweighted Bases	**225**	**227**	**227**	**228**	**249**	**163**	**234**

More generally, those in the most deprived areas of the Borough, i.e. the 3rd and 4th deprivation quartiles are most likely to feel unsafe in their local area at night (15% and 16% of residents in each). When reviewing responses by demographic variables, females are more likely than males to feel unsafe after dark (19% cf. 8%). It is also notable that those aged 16-24 most commonly feel unsafe in this scenario (19%) than older residents.

6.5 Dealing with crime in the area

All residents were then asked whether they feel both the Police and Council are doing a good or poor job at dealing with crime in their area. Almost eight in ten respondents feel the Police are doing a good job (79%), while seven in ten (69%) say the same about the Council. Within this, 19% state the Council is doing a very good job at dealing with crime in their area.

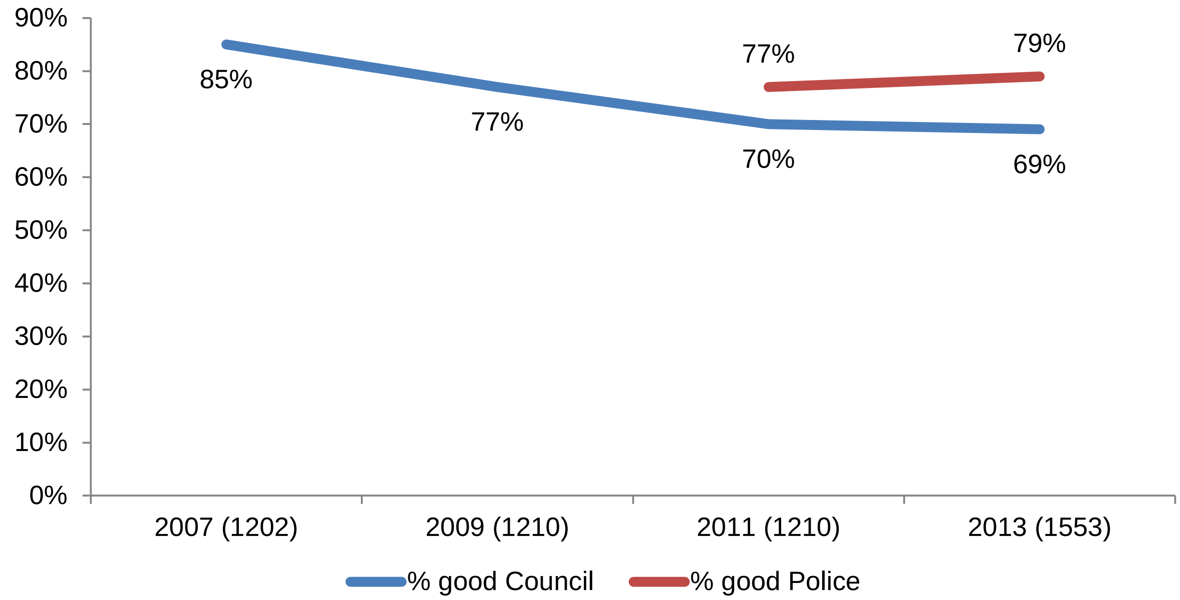
Figure 27: Can you rate the extent to which you think each of the following does a good or poor job at dealing with crime in your area...? (All respondents)



Unweighted base: 1553

The proportion of residents holding positive views regarding the Police and the Council are consistent with the proportions recorded in 2011.

Figure 28: Can you rate the extent to which you think <u>the Council</u> does a good or poor job at dealing with crime in your area...? % good since 2007 (All respondents)



6.6 Incidence of crime

During the last year, 17% of respondents state that either they or a member of their family have been a victim of crime. Over four in five (82%) say that they had not, with less than 0.5% preferring not to say. The Crime in England & Wales survey, in the period ending March 2013 (appendix tables), found 18.7% of people aged 16+ have been a victim of crime in the past year.

As might be anticipated, the views of those with direct personal experience of crime differ significantly from those who do not. Those who have experienced crime in the last year are:

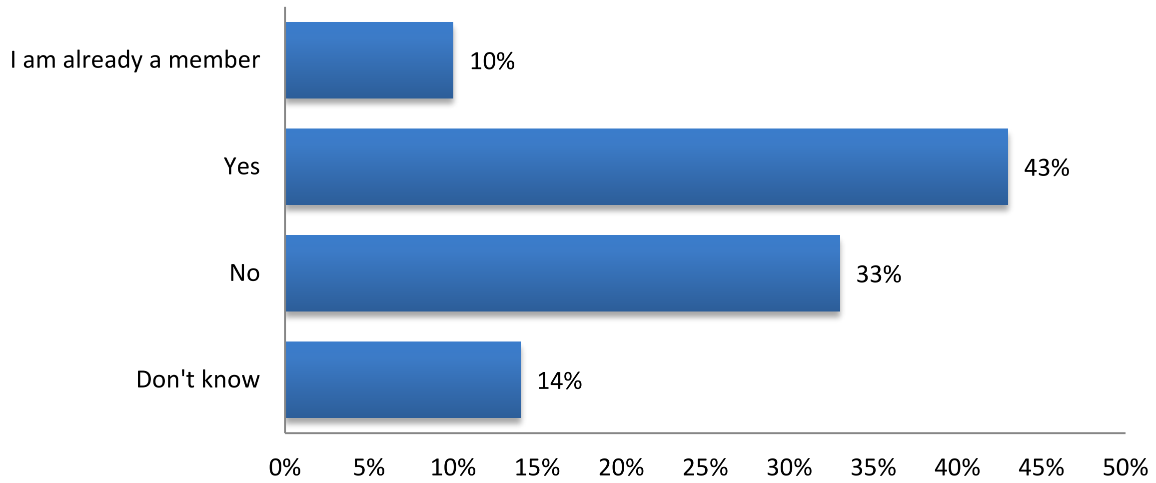
- More likely to feel unsafe in their local area after dark than those who have not (23% cf. 12%);
- Less likely than residents who haven't experienced crime to feel the Council and the Police are doing a good job in dealing with crime locally (58% cf. 71% and 72% cf. 80% respectively).

6.7 Neighbourhood watch

Two new questions about neighbourhood watch schemes were included in the 2013 questionnaire. The first of these asked residents whether their property is within a neighbourhood watch area. In response, three in ten (30%) state that their property is in such an area, 33% say that it is not and 36% are unsure. The proportion who answer in the affirmative at this question is highest in Ward Clusters C and F (37% say yes in both). Uncertainty is highest in Ward Cluster A, where 57% don't know if their property is covered by a neighbourhood watch scheme. These geographical patterns are a likely result of the tenure profiles of the ward clusters. Indeed, the variation by tenure is marked, with 42% of owner occupiers saying they are in a neighbourhood watch area, compared to just 28% of council tenants (and 26% all social tenants). Just 16% of private renters say they live in such an area, which may be explained by them being resident in their area for a shorter period of time.

If given the opportunity, two in five (43%) residents would join neighbourhood watch, a proportion that is 10-percentage points higher than those who would not (33%). Among the remainder, one in ten (10%) are already neighbourhood watch members and 14% answered don't know.

Figure 29: Would you join neighbourhood watch if you were given the opportunity? (All responses)



Unweighted sample base: 1553

Among those who would not join a neighbourhood watch scheme the dominant reasons for this are a lack of time (35%) and a lack of interest (11%).

It is interesting to find that nearly a third of residents who say they feel unsafe after dark (30%) would not join a neighbourhood watch area. Similarly, 33% of residents that believe the council is doing a poor job at dealing with crime also say they would not join a neighbourhood watch scheme.

By contrast, 51% of victims of crime say they would join a neighbourhood watch area, compared to 42% of others.

7 Transport / environment

7.1 Introduction

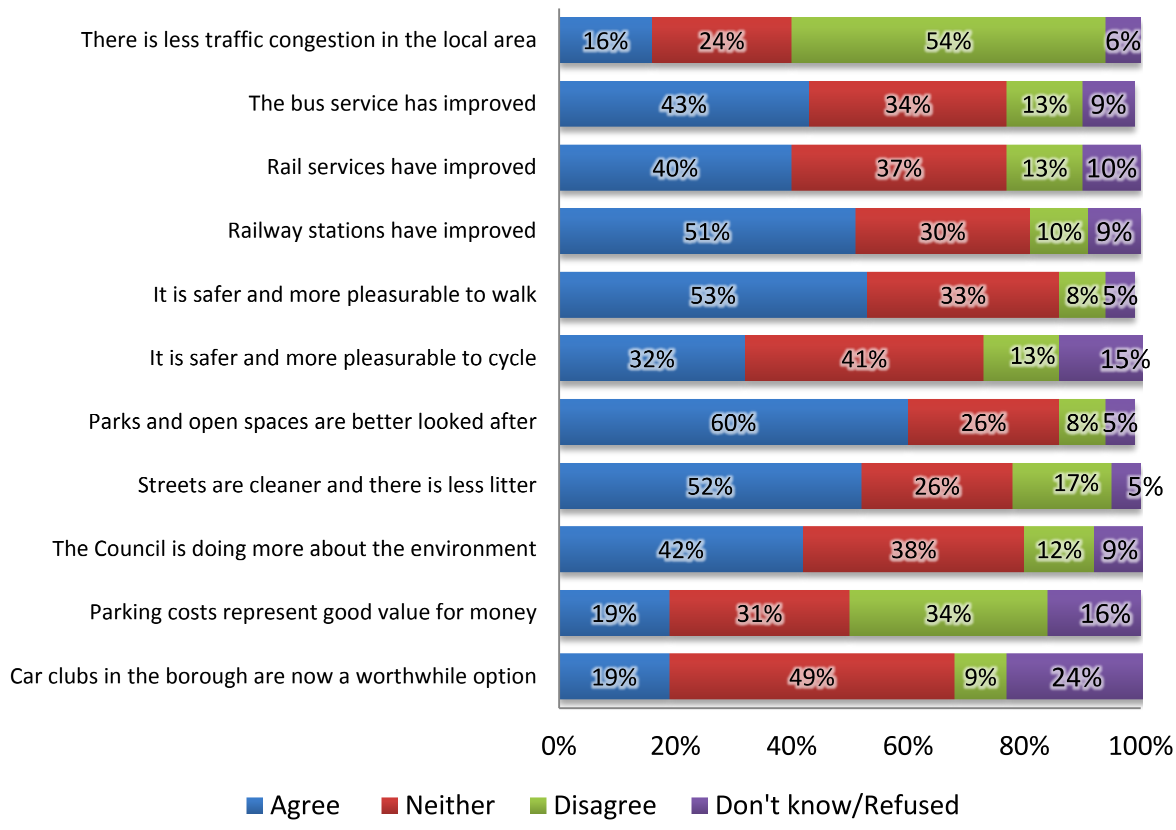
This section explores a range of issues around transport, the local environment, and the costs of parking.

7.2 General views of transport and the environment

Respondents were presented with a list of statements regarding transport and the environment and asked to rate their level of agreement or disagreement with each compared to one year ago.

In response, more residents disagree than agree that there is less traffic congestion in their local area (54% disagree, 16% agree) and that parking costs represent good value for money (34% disagree, 19% agree). Issues for which residents most commonly detect an improvement relate to the appearance and physical condition of aspects of the Borough. Six in ten residents agree that parks and open spaces are better looked after (60%), while around half agree that streets are cleaner and that there is less litter (52%) and that railway stations have improved (51%). A further 53% agree that it is safer and more pleasurable to walk locally.

Figure 30: To what extent do you agree or disagree with the following statements about the local environment, compared to a year ago...? (All respondents)



Unweighted base: 1553

To put the 2013 results into the context, the perceived changes recorded in previous years are summarised in the table below. The key message from this table is that since 2011, the two issues that have seen a positive improvement are how safe and pleasurable it is to walk locally (+11% points) and the condition of parks and open spaces (+9% points). Fewer residents believe the Council is doing more about the environment (-6% points).

Interpreting parts of this question can be complex. In the early 2000s, major investment was made in the London bus system and this resulted in large improvements in resident opinion. However, 2 years later, a lesser increase is evident because you cannot go on improving on that scale.

Table 11: To what extent do you agree or disagree with the following statements about the local environment, compared to a year ago...? % change in agreement since 2009 (All respondents)

	2009	2011	2013	% change since 2011
There is less traffic congestion in the local area	25%	20%	16%	-4
The bus service has improved	48%	42%	43%	+1
Rail services have improved	44%	38%	40%	+2
It is safer and more pleasurable to walk	55%	42%	53%	+11
It is safer and more pleasurable to cycle	36%	29%	32%	+3
Parks and open spaces are better looked after	58%	51%	60%	+9
Streets are cleaner and there is less litter	51%	48%	52%	+4
The Council is doing more about the environment	55%	48%	42%	-6
Unweighted base: 1553				

8 Recycling

8.1 Introduction

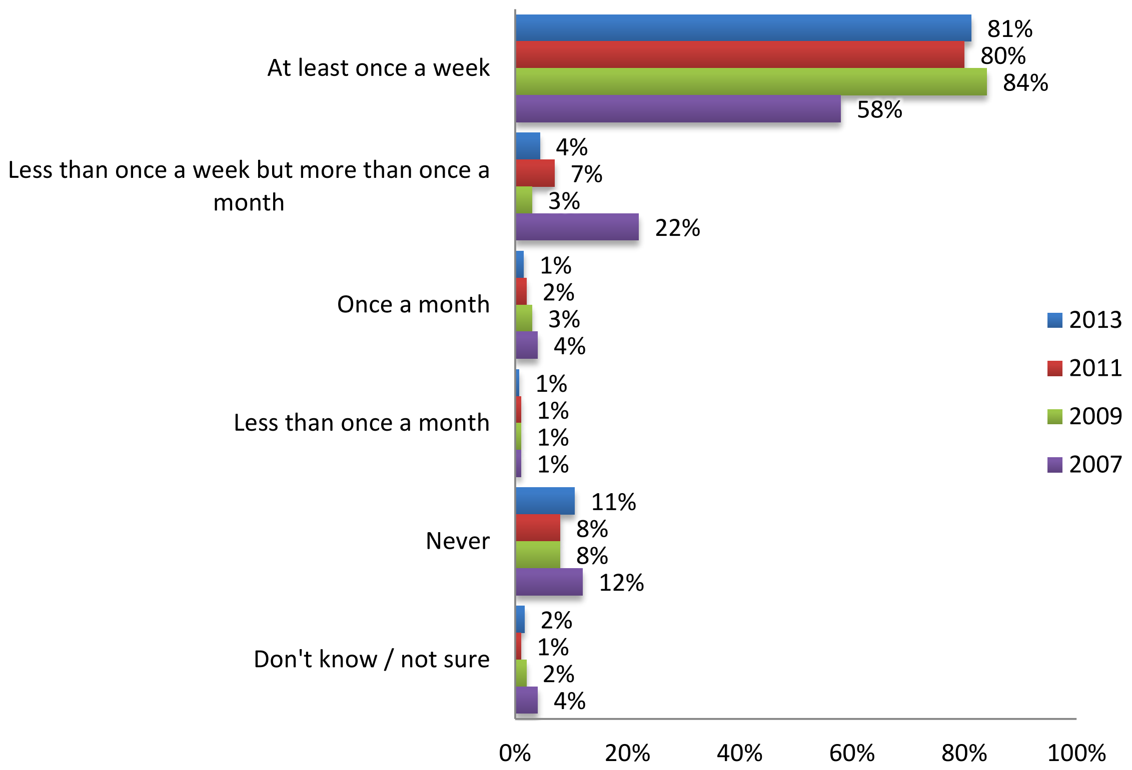
This section summaries the extent to which Wandsworth residents use the recycling facilities available to them.

8.2 Use of recycling sacks

Firstly, the interview explored current usage of recycling sacks. The 2013 data has been run on valid responses to make it comparable with 2011; this involved removing out any residents that say they did not receive the orange recycling sacks.

In 2013, 81% of those who receive these sacks use them on a weekly basis, a proportion that is unchanged from the 80% recorded in 2011. In total, 87% of sack recipients use them to some extent, down from 90% two years ago. Put another way, the proportion of non-sack users has risen from 8% in 2011 to 11% in 2013.

Figure 31: How often do you use orange recycling sacks? (All respondents that receive a sack)

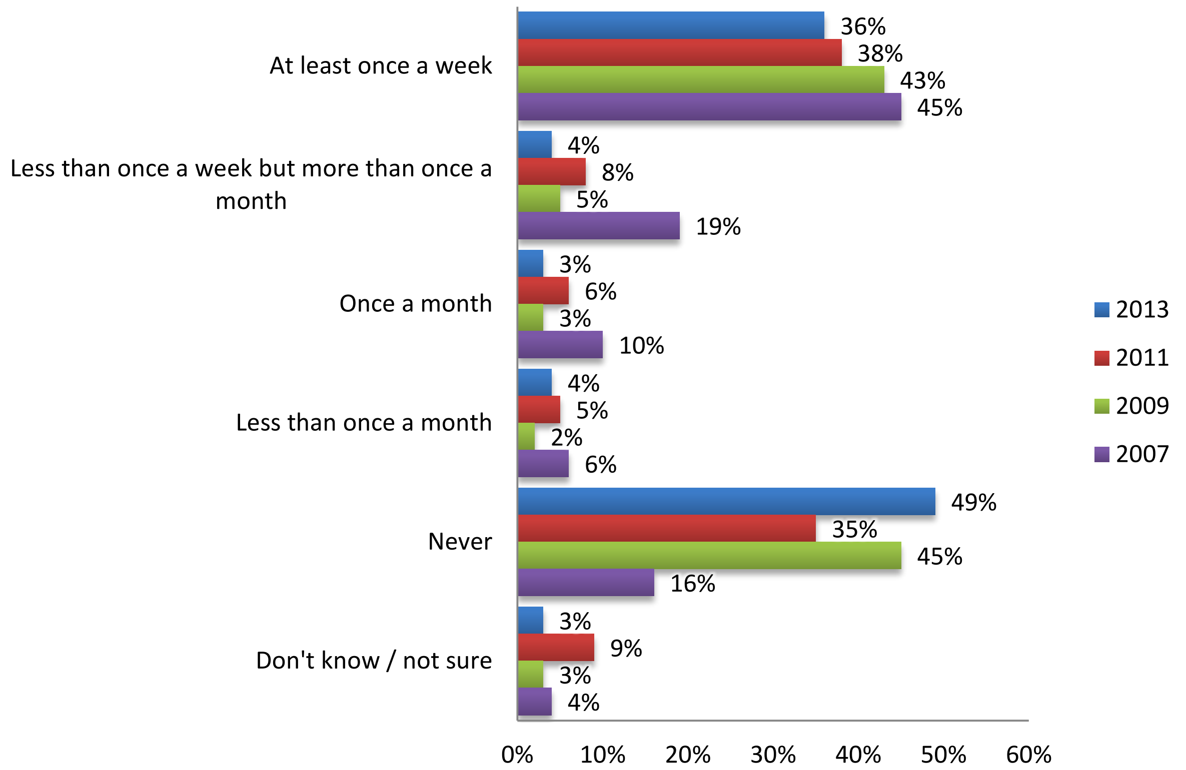


Unweighted base: 2013- 1416 2011-1059 2009-1082 2007-1202

8.3 Usage of recycling bins

The question asked regarding recycling bin use also shows a rise in the proportion of residents who describe themselves as non-users. In 2013, almost half (49%) of residents do not use recycling bins, a rise of 14-percentage points from the 35% recorded in 2011. The proportion of residents using these bins weekly has dropped by 2-percentage points to 36%, and as shown by the figure below there have also been drops in the proportion who say they are less regular users. The drop in those answering 'don't know' in 2013 (3%) relative to in 2011 (9%) should also be noted.

Figure 32: How often do you use recycling bins? (All respondents)

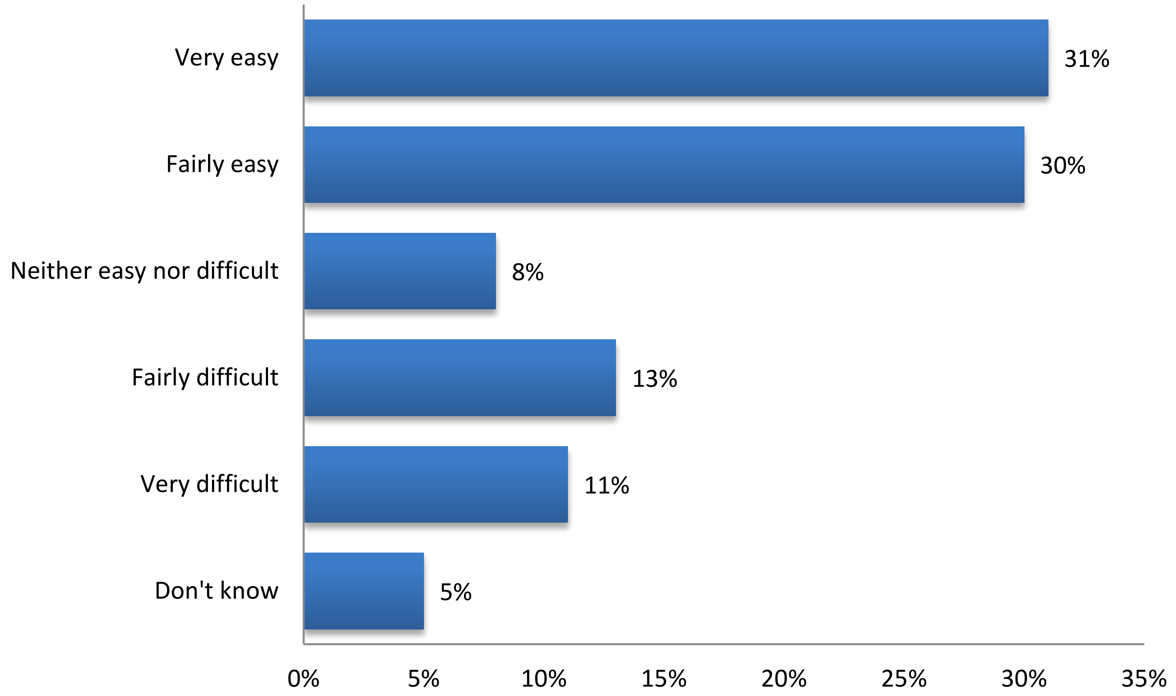


Unweighted base: 2013- 1553 2011-1210 2009-1210 2007-1202

Those who never use recycling bins are most commonly found in Ward Clusters D (82%) and E (69%). These proportions are significantly higher than those seen in the remaining ward clusters.

When asked how easy or difficult it is to get hold of additional recycling sacks, responses on balance were fairly positive, with 62% saying it is easy and 25% saying it is difficult. Note that this question presents the valid responses, excluding residents that say they have never tried to get hold of additional recycling sacks.

Figure 33: How easy or difficult do you find it to get hold of additional recycling sacks? (All valid responses)



Unweighted base: 1292

9 Views of Wandsworth Council

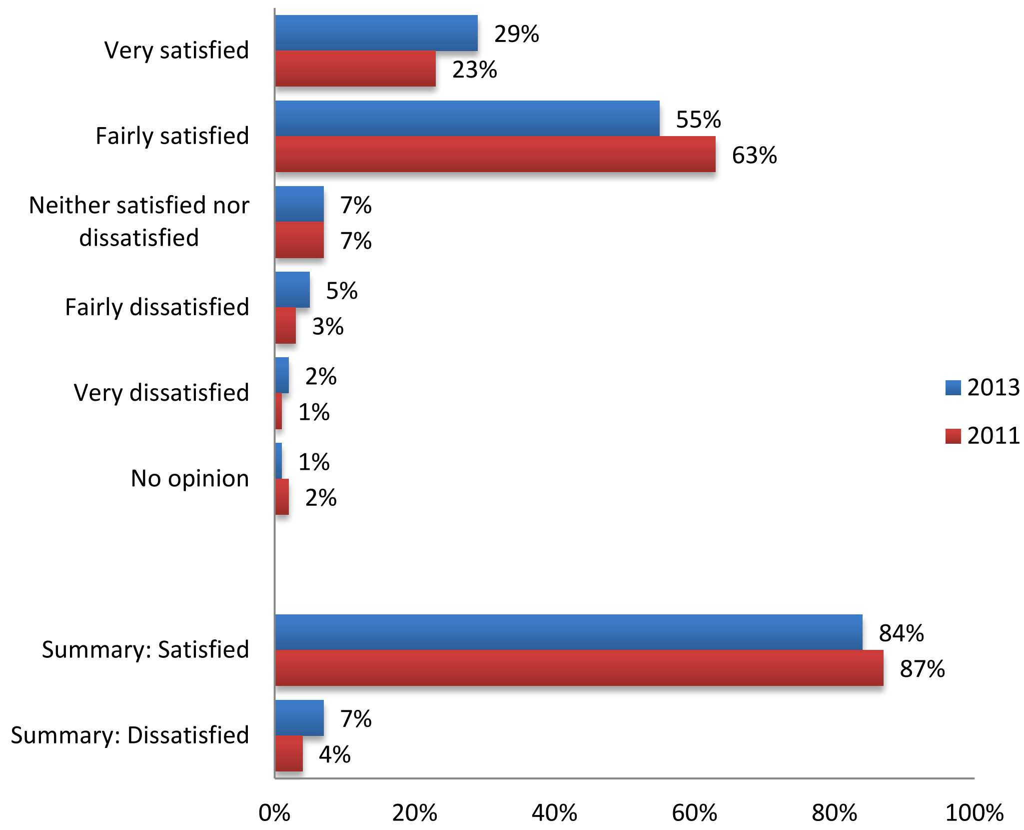
9.1 Introduction

This section explores overall views of Wandsworth Council and satisfaction with the way the Council is running local areas. These questions were newly introduced indicators for the 2011 survey, so the 2013 data set provides the first opportunity to track progress.

9.2 Satisfaction with the way Wandsworth Council is running things

More than eight in ten (84%) residents are satisfied with the way Wandsworth Council is running their local area. Overall, there has been a 3-percentage point drop since 2011 in those giving this positive viewpoint. However, within this, there has also been a 6-percentage point rise in those giving the most positive response of 'very satisfied.' In total, only 7% of residents express any level of dissatisfaction regarding how Wandsworth Council is running the area.

Figure 34: How satisfied or dissatisfied are you with the way Wandsworth Council is running your local area? (All respondents)



Unweighted base: 2013: 1553 2011: 1210

Perceptions among Wandsworth residents regarding how their Council is running the area can be benchmarked against figures provided by the Local Government Association. A telephone poll of 1,036 British Adults (aged 18+) in April 2013 used exactly the same question, with responses showing that 70% of respondents were satisfied with their Council, 16% were neutral and 12% were dissatisfied. Although the difference in data collection methods must be acknowledged (face to face in Wandsworth and telephone nationally), this does suggest that perceptions in Wandsworth are above the latest national benchmark.

Breaking responses down further shows significant spatial variations in satisfaction. Responses by ward cluster show that dissatisfaction regarding how Wandsworth Council is running the local area is higher in clusters A (11%), D (13%) and G (10%).

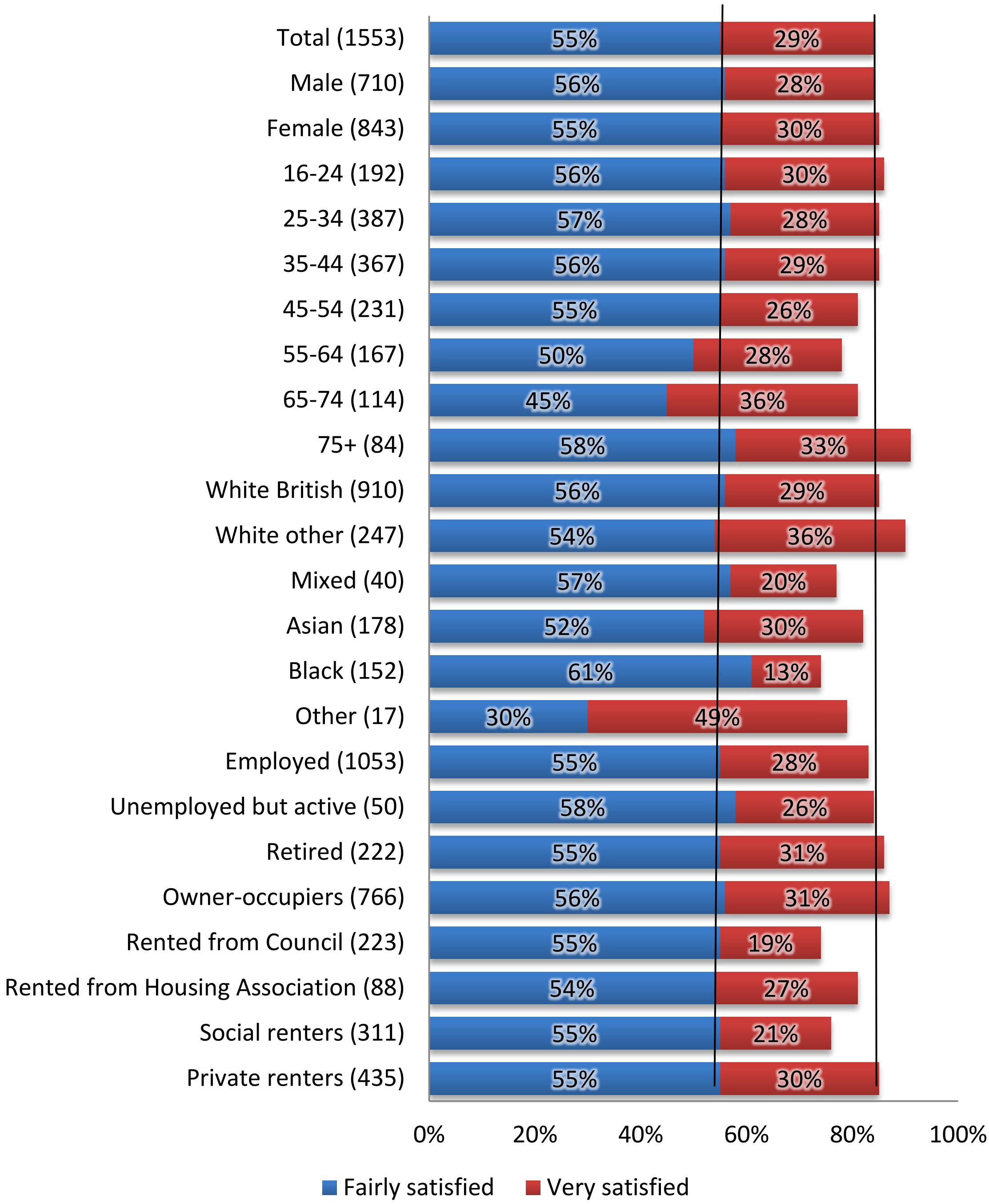
Table 12: How satisfied or dissatisfied are you with the way Wandsworth Council is running your local area? By ward cluster (All respondents)

	A	B	C	D	E	F	G
Satisfied	79%	89%	86%	74%	87%	95%	83%
Neither satisfied nor dissatisfied	8%	7%	6%	13%	8%	2%	8%
Dissatisfied	**11%**	3%	6%	**13%**	4%	3%	**10%**
No opinion	2%	1%	2%	0%	1%	0%	0%
Unweighted Bases	**225**	**227**	**227**	**228**	**249**	**163**	**234**

When responses are viewed by the Index of Multiple Deprivation (IMD) it is those in the most deprived quartile of the Borough who are most commonly dissatisfied with the way the Council is running the area (79% satisfied, 12% dissatisfied). This variation is statistically significant.

A full breakdown of this measure by key demographic groups is shown overleaf. This shows that residents aged under 55 are generally more positive of the council than residents aged 55-74. This is a surprising finding, as the opposite is usually the case in surveys of this nature.

Figure 35: How satisfied or dissatisfied are you with the way Wandsworth Council is running your local area? % very and fairly satisfied by key demographics (All respondents)

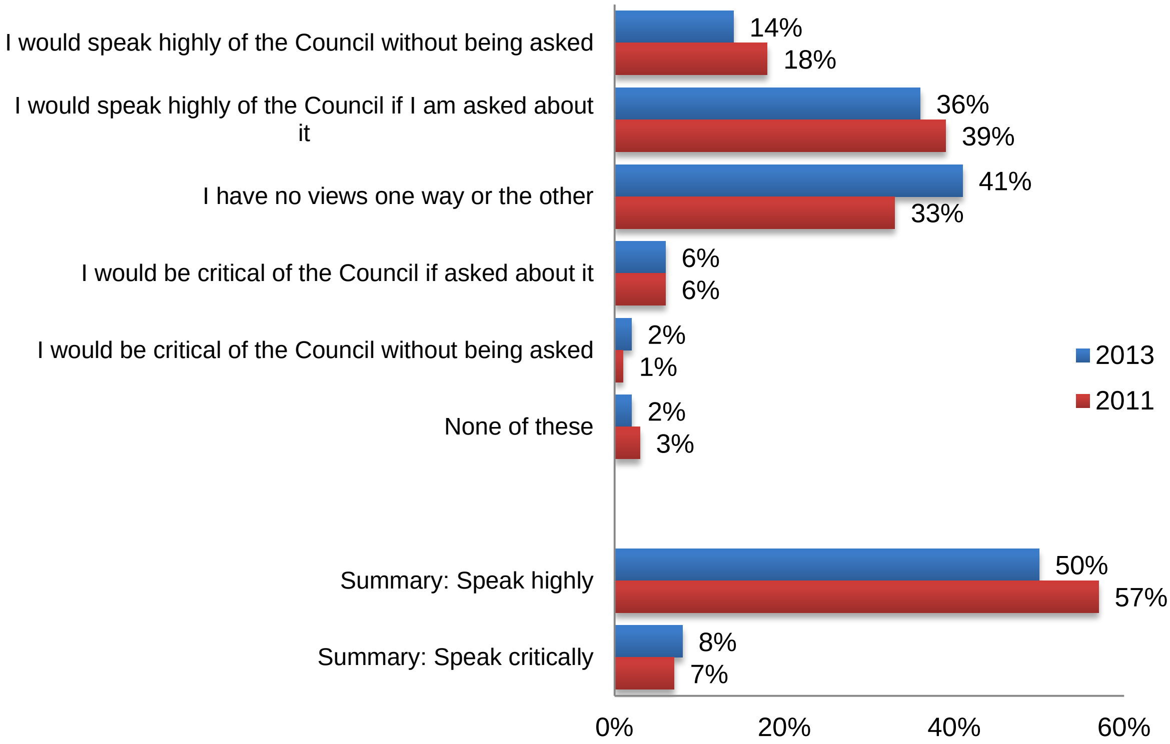


Unweighted sample bases vary

9.3 Advocacy of the Council

The high level of satisfaction with the way the Council is running things is reflected in high levels of advocacy for the Council. Half of residents (50%) state that they would speak highly of the Council, including 14% who would do so without being asked. However, the proportion of residents who act as advocates for the Council has dropped by 7-percentage points from the 57% observed in 2011. This fall is being driven by a rise of those who would express no views either way on the Council's performance (41% in 2013 cf. 33% in 2011), rather than due to any rise in those who would speak negatively of Wandsworth Council.

Figure 36: Which one of these statements is closest to how you feel about the Council as a whole? (All respondents)



Unweighted base: 2013: 1553 2011: 1210

Increasing the number of Council advocates may prove challenging as even among those who are currently satisfied with the way the Council runs things, the number of advocates only rises to 58%, with 38% of this cohort still having a neutral position. This supports the notion that satisfaction with the Council does not necessarily translate directly into advocacy.

10 Access to information

10.1 Introduction

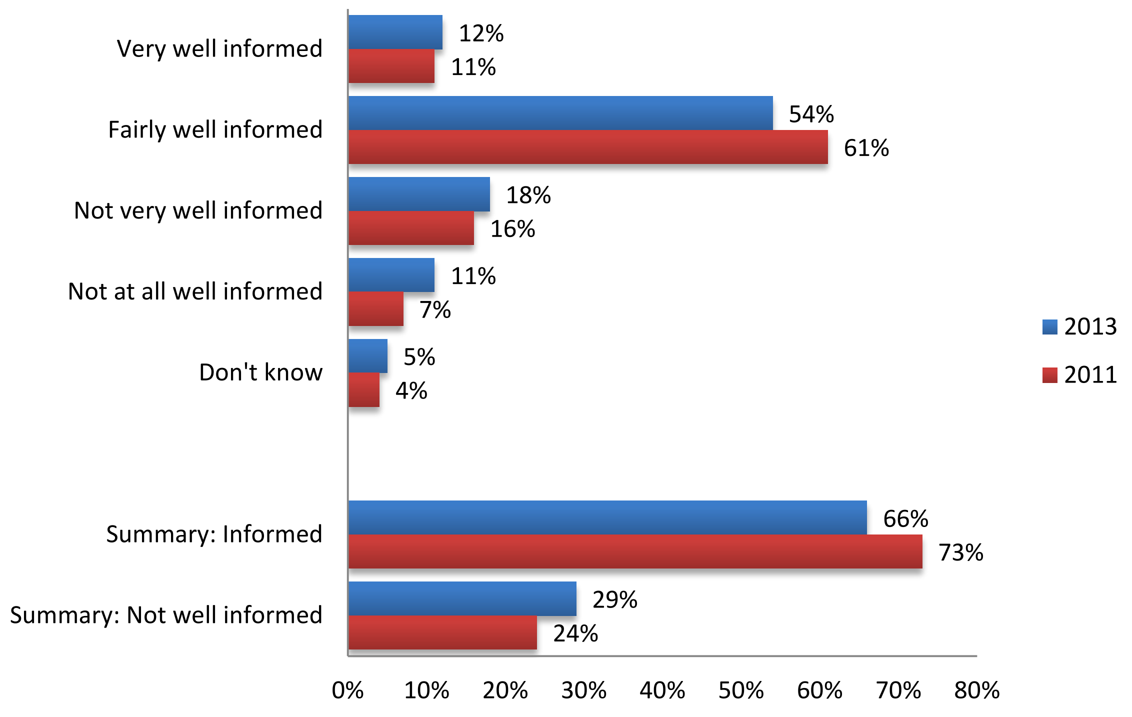
This section of the report looks at how well informed residents feel about the services and benefits the Council provides and the sources that they use to find out this information. In addition, residents' use of the Internet is also explored.

10.2 Level to which residents feel informed

Two thirds (66%) of respondents feel they are kept informed about the services and benefits the Council provides. This is comprised of 12% who feel very well informed and 54% who feel fairly well informed. Approximately three in ten (29%) residents in 2013 feel that they are not kept informed by the Council in this respect.

As shown by the figure below, the proportion of Wandsworth residents who feel informed about Council service and benefits has dropped by 7-percentage points since 2011. On this basis, informed levels appear to have fallen back to the levels recorded in 2009 (66%).

Figure 37: Overall, how well informed do you think your Council keeps residents about the services & benefits it provides? (All respondents)



Unweighted base: 2013 -1553 2011 -1210

This measure is one that can be benchmarked against national polling undertaken by the LGA. In an April 2013 poll of 1036 adults, 65% felt that they were kept very or fairly well informed by their local Council(s) about the services and benefits it provides. On this basis the views of Wandsworth residents are in line with the national average.

The importance of keeping residents informed is shown by the fact that among those who are satisfied with Wandsworth Council, 69% describe themselves as very or fairly well informed about Council services and benefits. In contrast, among those dissatisfied with the Council, a significantly lower proportion of 45% feel informed in this respect. This may also suggest that residents who are dissatisfied with the council are less likely to go looking for information.

Table 13: Interaction of Council satisfaction and residents feeling informed about Council services and benefits (All responses)

	Satisfied with Wandsworth Council	Dissatisfied with Wandsworth Council
Informed	69%	45%
Not informed	26%	54%
Don't know	5%	1%
Unweighted Bases	**1306**	**116**

Any future efforts to increase the proportion of residents who feel informed about Council services and benefits should note that the following groups are more likely to currently describe themselves as not informed:

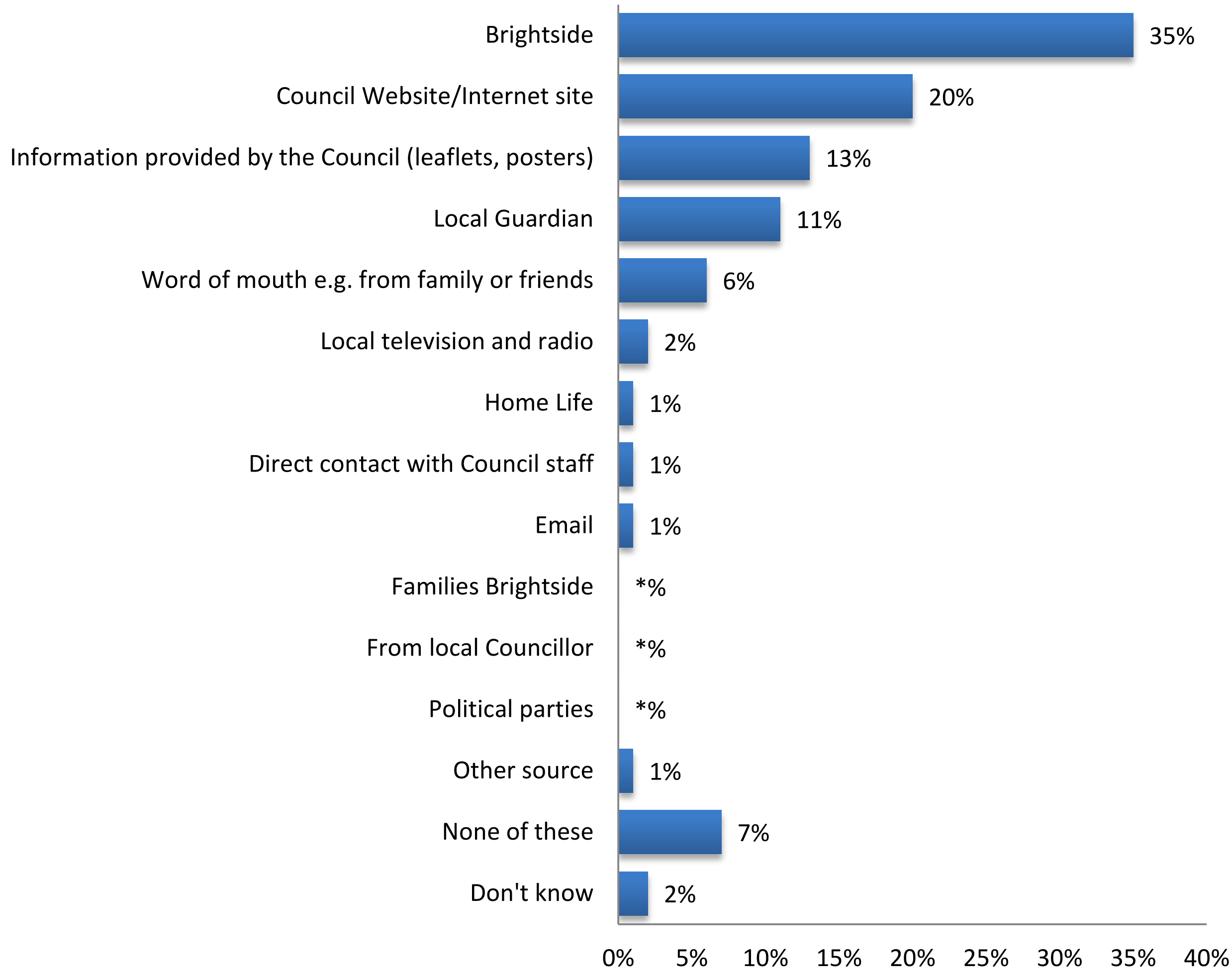
- Those living in Ward Cluster D (39%);
- Asian communities (33%);
- Those aged 16-24 (32%) and 25-34 (35%);
- Those renting from a housing association (41%); and
- Infrequent internet users (35%).

10.3 Sources of information used

A useful measure, especially when identifying how best to keep residents informed, is to find out which sources of information are currently used to find out about the local Council. In 2013, Brightside is the most commonly used source of information, with 35% selecting this from a list of eleven possible information sources. Brightside was also the most common Council information source in 2011 (39%) and in 2009 (43%). Beyond this, one in five (20%) residents find out about their local Council via its website, with information provided by the Council, in the form of posters and leaflets being the third key source (13%).

As in previous years, these findings suggest that the London Borough of Wandsworth has a strong and direct influence over the messages residents receive about the organisation, although the local newspaper and word of mouth are key sources for a minority.

Figure 38: How do you find out about your local Council? (All respondents)



Unweighted base: 2013: 1553 * denotes less than 0.5%

Beneath these overall results it should be noted that although Brightside is a prominent source of information for residents of all ages, it is more likely to be the main source of Council information for older residents. Those aged 16-24 are more likely to use the Council website (21%) and other information provided by the Council (21%) rather than Brightside (13%).

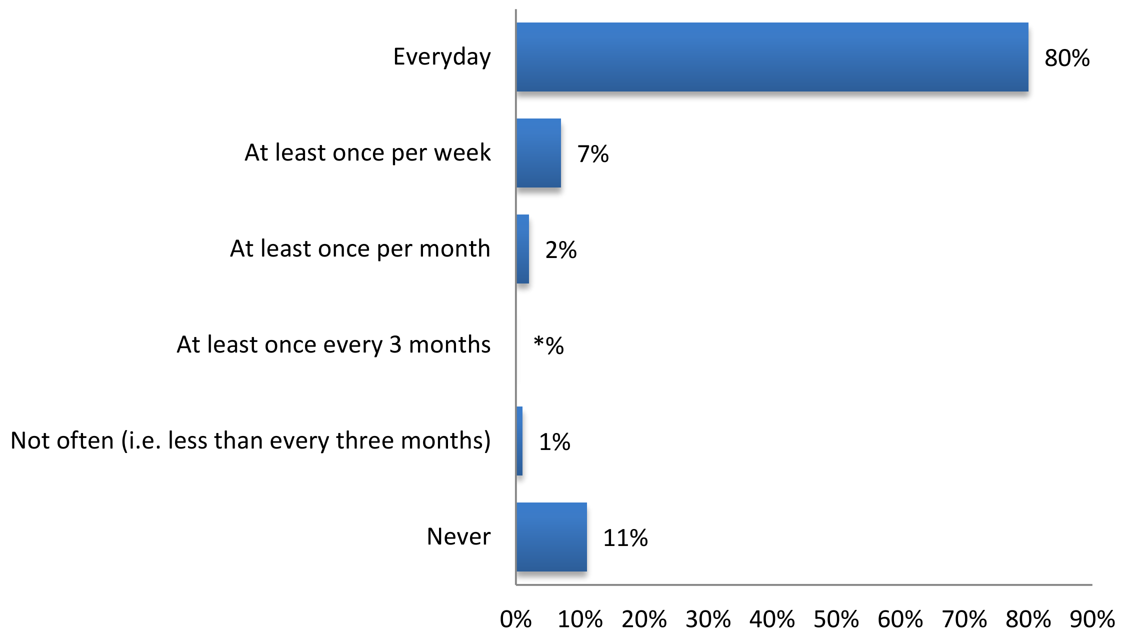
Table 14: Main Council information source by age group – Top 3 (All responses)

	16-24	25-34	35-44	45-54	55-64	65-74	75+
Brightside	13%	**24%**	**41%**	**43%**	**59%**	**58%**	**51%**
Council Website/Internet site	**21%**	**27%**	**22%**	**19%**	10%	5%	1%
Information provided by the Council (leaflets, posters)	**21%**	15%	11%	7%	10%	11%	16%
Unweighted Bases	**192**	**387**	**367**	**231**	**167**	**114**	**84**

10.4 Internet use

Only one in nine (11%) Wandsworth residents never access the Internet. By far the most common response among residents is that they access the internet daily (80%). ONS statistics[3] suggest that internet use in Wandsworth is above the UK average of 73% daily use amongst the 16+ and 15% that never use it.

Figure 39: How often, if at all, do you access the Internet? (All responses)



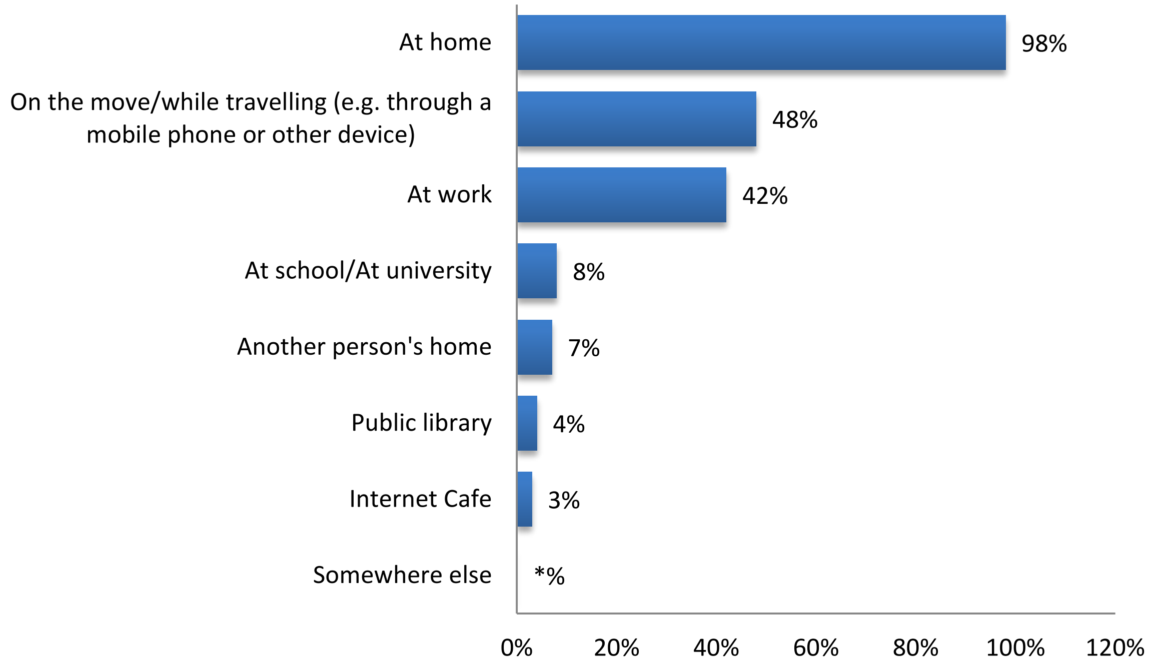
Unweighted sample base: 1553 * denotes less than 0.5%

Non users of the internet rises with age to 26% among those aged 55-64, to 44% among those aged 65-74 and to 71% among those aged 75+.

[3] Opinions & Lifestyle Survey (2013)

By far the largest proportion of respondents that use the Internet do so within their home (98%). Almost half (48%) also access the Internet on the move via a mobile phone or other device, while 42% go online at work. Note that more than one response was possible at this question.

Figure 40: Where do you currently use the Internet? (All respondents who access to the Internet)



Unweighted base: 1357 * denotes less than 0.5%

10.5 Contact with the Council

Almost three quarters (73%) of residents have contacted the council in the last year, either offline, online, or both. Given that direct contact with the Council is likely to be a key driver of how it and its services are perceived, all residents were asked to indicate the frequency with which they have contacted the Council and which channels they used to do so.

In the last 12months:

- 51% have contacted the Council to get information about local council services;
- 48% have made contact to pay Council Tax;
- 37% have made contact to pay for a parking permit of fine;
- 32% have made contact to get information about government policy on issues such as transport, the environment;
- 30% have made contact to get information about schools or education;
- 27% have made contact to pay for another service; and,
- 24% have made contact to look for information about an MP, local councillor, political party or candidate.

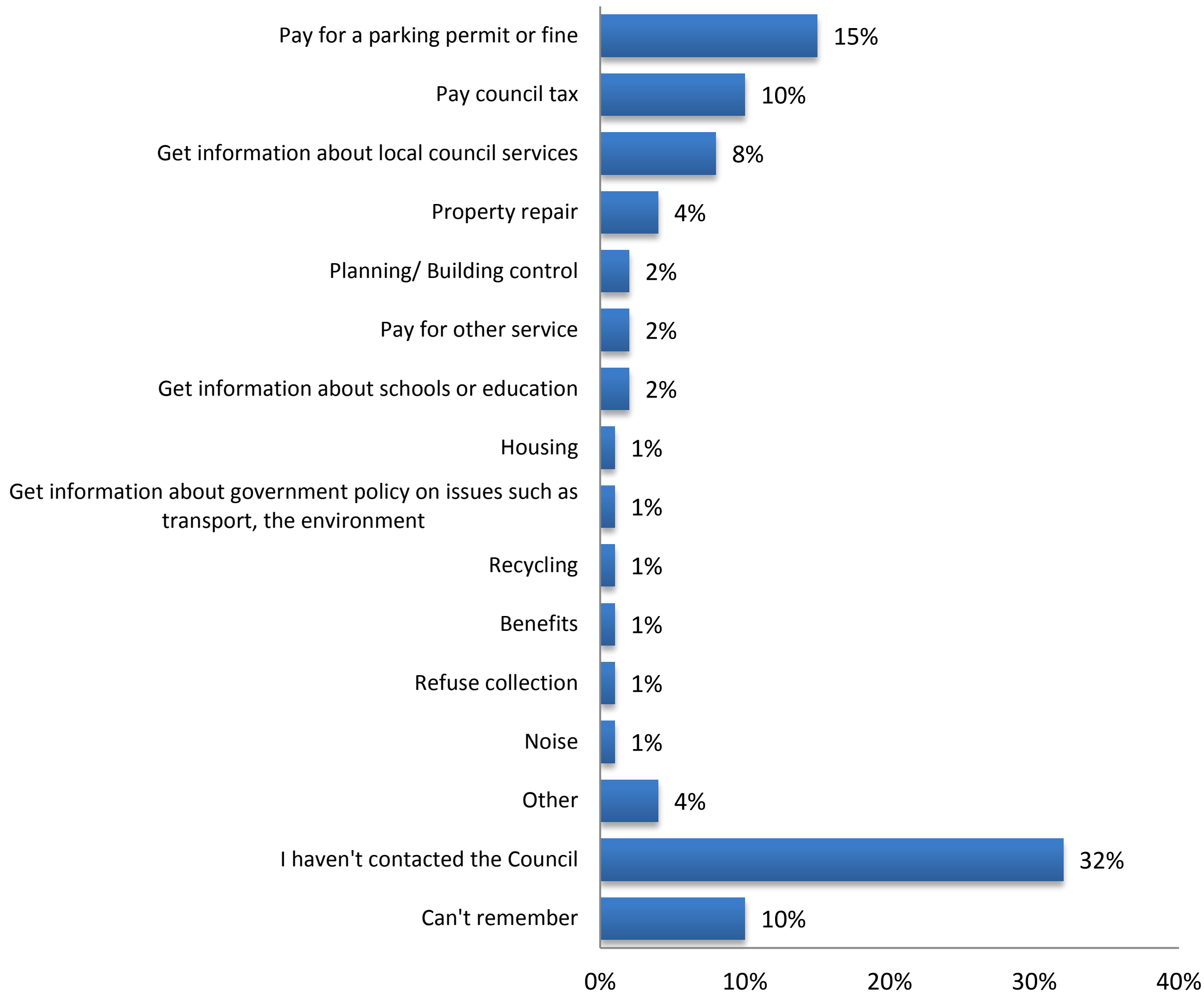
As illustrated by the table below the form of contact most commonly made online is getting information about local council services (31%), paying for a parking permit or fine (25%) and paying Council Tax (24%).

Table 15: Talking now about contacting the Council for information and services, have you done any of the following in the past 12 months? (All responses)

	No	Yes, offline only	Yes, online only	Yes, both offline and online	Don't know
Get information about local council services	48%	9%	31%	11%	1%
Pay Council Tax	50%	18%	24%	6%	2%
Pay for a parking permit or fine	59%	7%	25%	5%	3%
Pay for other service	70%	6%	17%	4%	3%
Get information about schools or education	68%	5%	19%	6%	3%
Look for information about an MP, local councillor, political party or candidate	74%	5%	16%	3%	2%
Get information about government policy on issues such as transport, the environment	66%	6%	22%	4%	2%
Unweighted sample base: 1553					

When asked about their most recent contact with Wandsworth Council, the most common reasons for contact were transactional, namely paying for a parking permit or fine (15%) and paying Council Tax (10%).

Figure 41: Considering your most recent contact, for what reason did you contact the Council? (All responses)

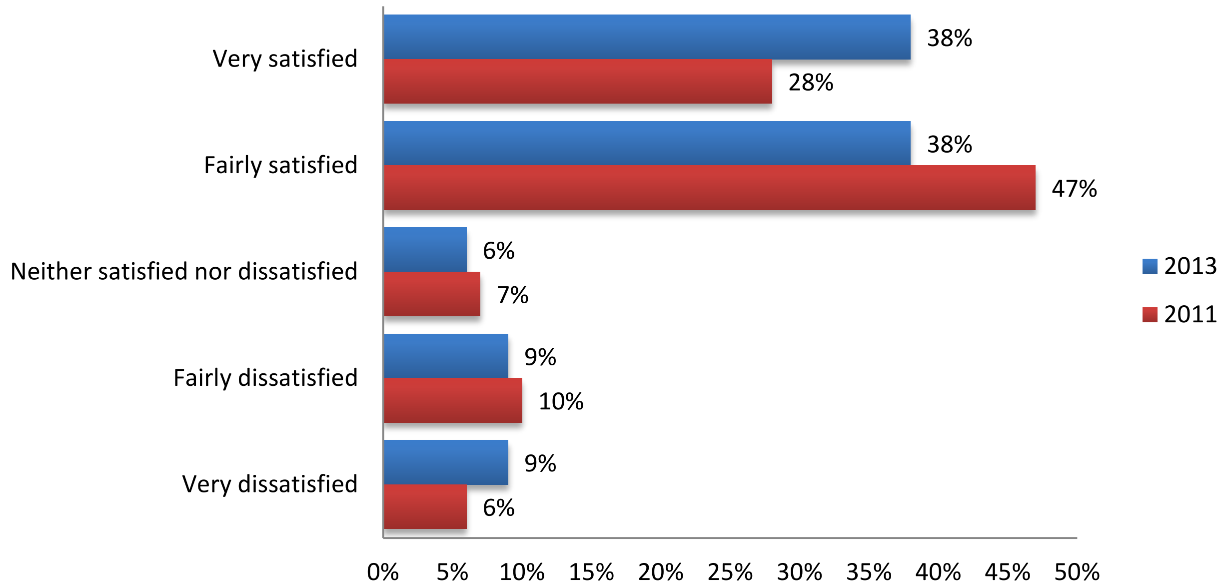


Unweighted sample base: 1553 All codes 1% or above are shown

10.6 Satisfaction with query handling

Respondents who have contacted the Council in the last 12 months were then asked how satisfied they are with the way their last query was dealt with. Three quarters (76%) are satisfied, a proportion unchanged from 2011 (also 76%). However, underneath this headline result there has been a 10-percentage point rise in the proportion of residents giving the most positive response of 'very satisfied' (38%). Overall in 2013, 18% of those who contacted the Council express some level of dissatisfaction with the way in which their query was handled – this was 16% in 2011.

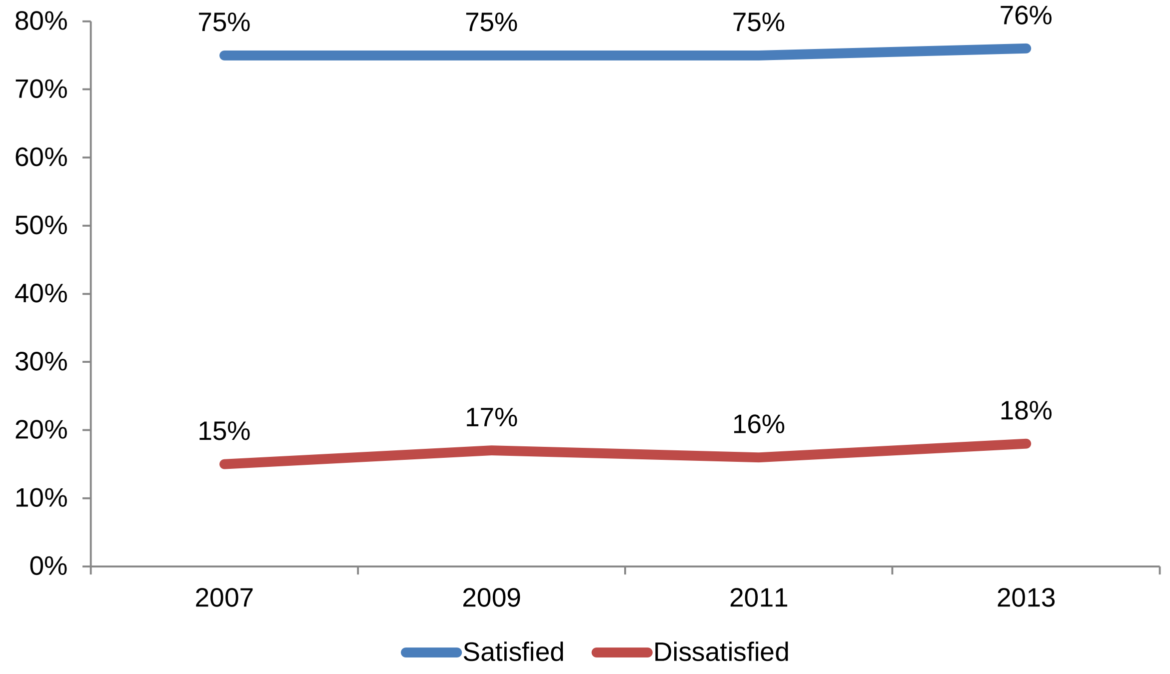
Figure 42: Thinking of the last time you contacted the Council, how satisfied or dissatisfied are you with the way in which your query(s) was handled? (All respondents that contacted Wandsworth Council in the last 12 months)



Unweighted base: 2013- 932 2011-691

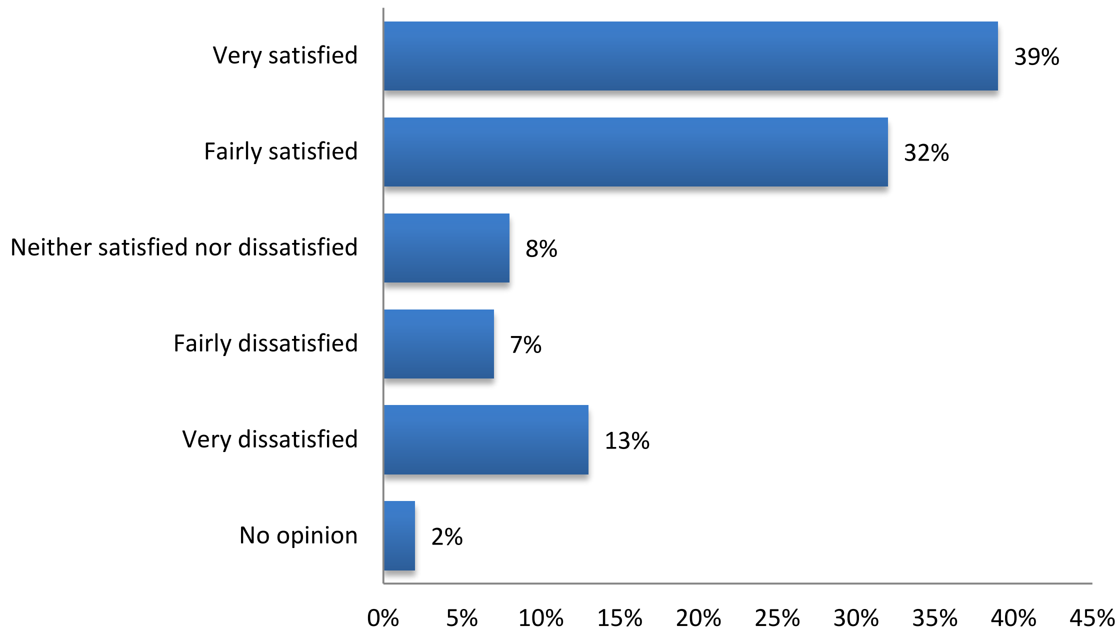
Data on this measure has been collected over four survey waves. Plotting this data shows that satisfaction with query handling has remained constant at the three quarter mark throughout this period.

Figure 43: Satisfaction with query handling 2007-2013 (All respondents that contacted Wandsworth Council in the last 12 months)



Those who had contacted the Council were also asked how satisfied or dissatisfied they were with the outcome achieved. In response, 71% were satisfied, including 39% who were very satisfied. Conversely, one in five (20%) were dissatisfied with the outcome of their contact.

Figure 44: How satisfied or dissatisfied were you with the outcome? (All respondents that contacted Wandsworth Council in the last 12 months)



Unweighted sample base: 932

The interaction between satisfaction with contact handling and the outcome achieved is clearly demonstrated by the table below. Among those satisfied with how their contact was handled, 89% express satisfaction with the outcome achieved. In contrast, among those dissatisfied with how their contact was handled, just 8% were satisfied with the outcome achieved, with 83% dissatisfied.

Table 16: Outcome satisfaction by contact satisfaction (All respondents that contacted Wandsworth Council in the last 12 months)

Call outcome	Contact handling – satisfied	Contact handling - dissatisfied
Satisfied	89%	9%
Neither satisfied nor dissatisfied	5%	4%
Dissatisfied	5%	83%
Unweighted Bases	**706**	**165**

11 Budgets

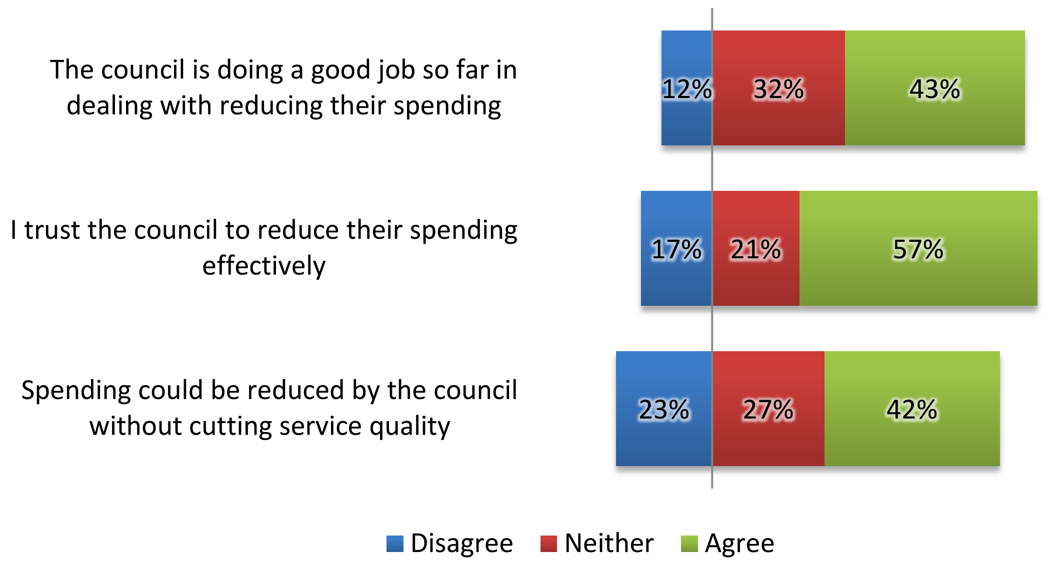
11.1 Introduction

Given the period of austerity all local authorities find themselves in, a set of questions were included in the 2013 survey in order to assess how the Wandsworth public perceive their Council is dealing with its financial constraints.

11.2 Perceptions of the Council's response to budgetary challenges

All respondents were informed that Wandsworth Council needed to reduce spending by at least £80 million by April 2014. In this context, the proportion of residents who feel the Council is doing a good job so far in dealing with this (43%), far exceeds the proportion who disagree (12%). A majority of residents (57%) trust the Council to reduce their spending effectively. In doing so, a higher proportion agree (42%) that spending could be reduced by the Council without cutting service quality (23%). A further 27% gave a neutral response to this statement. The neutral responses for each of these statements do suggest some degree of public uncertainty on these issues.

Figure 45: Views on Council's response to budgetary challenges (All respondents)



Unweighted sample base: 1553

The detailed responses given in relation to each statement are shown below. The fact that 13% don't know whether the Council is doing a good job so far in dealing with reducing their spending suggests that further communication on this issue may be required. However, it is important to note that the percentage saying don't know in 2011 was 25%, so levels of awareness are improving.

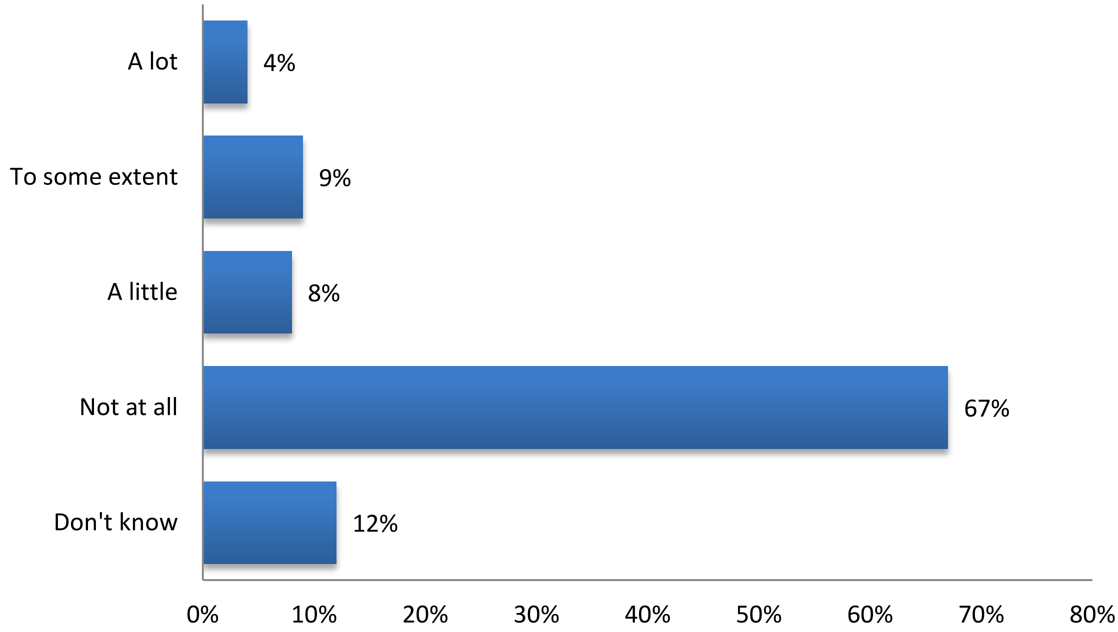
Table 17: Views on Council's response to budgetary challenges (All respondents)

	Strongly agree	Agree	Neither	Disagree	Strongly disagree	Don't know
The council is doing a good job so far in dealing with reducing their spending	9%	33%	32%	8%	4%	13%
I trust the council to reduce their spending effectively	11%	46%	21%	11%	6%	5%
Spending could be reduced by the council without cutting service quality	9%	33%	27%	18%	5%	8%

The wording used in this question was altered slightly in 2013, so direct comparisons with the 2011 results are not possible. However, to provide some context to the above results, two years ago, 54% of residents felt that a lot of savings could be achieved without cutting services and 64% trusted the Council to manage the situation effectively.

When asked whether cuts to services have already impacted upon them and their households, only a minority of 21% indicate that they have. This is comprised of 4% who have been affected a lot, 9% who have been affected to some extent and 8% who have been affected a little. In contrast, a majority of 67% do not feel that service cuts have directly impacted on their household.

Figure 46: To what extent, if at all, have the cuts to services already impacted on you and your household? (All respondents)



Unweighted base: 1553

Back in 2011, 53% of Wandsworth residents said that they were worried about the impact of cuts upon services. It would be an oversimplification to suggest that therefore the Council service cuts have been less severe than anticipated. However, the fact that a majority of residents have not felt their impact is a positive finding.

To further understand the impacts of local service cuts it should be noted that the demographic groups who most commonly say that they have been affected <u>a lot</u> include those aged 55-64 (10%), black residents (12%), those currently unemployed and seeking work (15%), and those in social housing (10%).

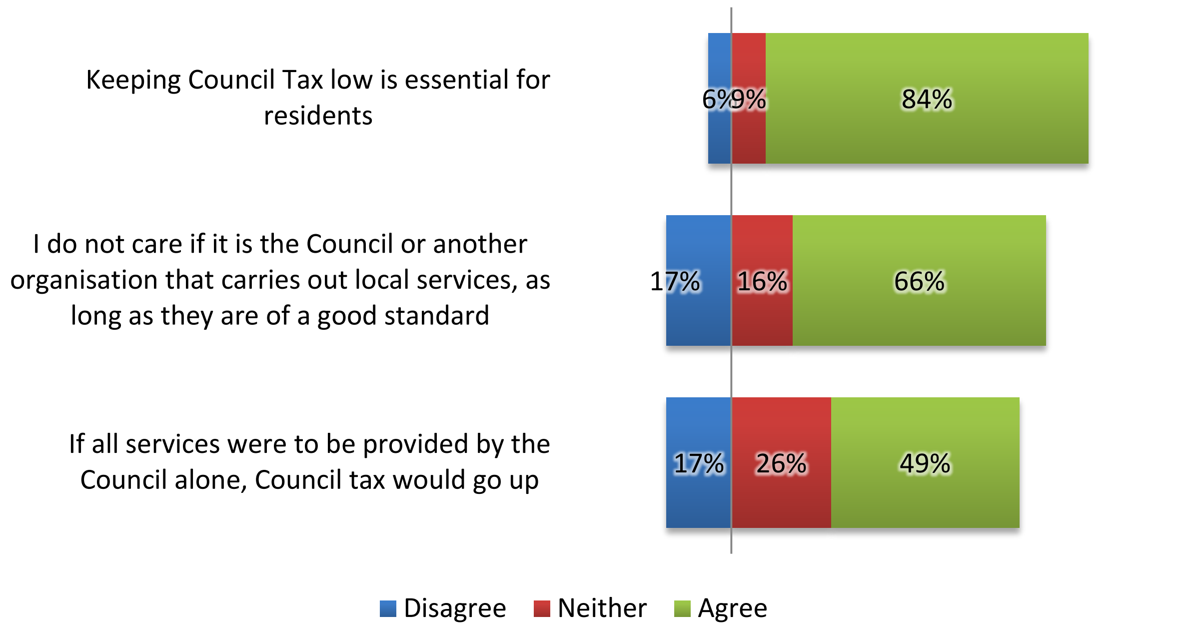
A total of 347 residents who have felt service cuts impacting upon themselves and their household were asked to elaborate on the nature of these impacts. Responses were recorded verbatim and then categorised post fieldwork. Table 18 below shows that 7% mentioned a higher cost of living and having less disposable income, although this is not necessarily related to Council service reductions. A reduction of library services (9%), poor quality roads/pavements (6%), poor cleaning services (5%), and less recycling services (5%) were the other most commonly mentioned impacts.

Table 18: In what way have the cuts to services impacted on you and your household? (Those who have felt impact of service cuts)

Comment	%
Reduction in library services / hours	9%
Higher cost of living/ Less disposable income	7%
Poor quality roads/ pavements	6%
Poor cleaning services	5%
Less recycling services	5%
Reduction in childcare services (inc 1 o' clock club / playground facilities)	5%
Property disrepair/ Poor quality housing	4%
Less employment opportunities/ Job losses	3%
Increase in rent	2%
Increase in parking charges	2%
Cutback on youth activities	2%
Reduction in education services	2%
General reduction in services	2%
Reduction in care services	1%
Reduced quality of services	1%
Loss of lollipop lady	1%
Level of Council tax	1%
Level of policing	1%
Cost of transport	1%
Wages have been frozen/ reduced	1%
Affected the business	1%
Less housing available	1%
Poor refuse collection service / issues with bins	2%
Reduction in services for the disabled	1%
Inability to contact the Council	1%
Other	17%
No impact	1%
Don't know	23%
Refused	5%
Unweighted Bases	**347**

As Wandsworth Council continues to seek greater efficiencies and cost reductions, more than eight in ten residents (84%) feel that keeping Council Tax low is essential for residents. When designing future service delivery it is notable that two thirds of residents agree that they do not care if it is the Council or another organisation that carries out local services as long as they are of a good standard. This would suggest that outcomes are more important to residents than processes. Alongside this there does appear to be a perception that services delivered solely by a local authority may not be cost effective. Almost half of residents (49%) agree that if services were to be provided by the Council alone then Council Tax would go up. These findings do suggest that Wandsworth Council has some flexibility to utilise partner organisations in service delivery going forward if the financial benefits of doing so are demonstrable.

Figure 47: To what extent, if at all, do you agree or disagree with the following statements? (All responses)



Unweighted sample base: 1553

Don't know responses not shown

12 Views of the economic climate and employment situation

In 2011, a set of questions were added to the survey to explore views of the current economic climate, as well as medium term views of how this situation might look. These questions were retained in the 2013 survey. These questions are sourced from The Nationwide Building Society's Consumer Confidence Index, which started in 2004 but has recently been discontinued.

Compared to 2011, it appears that Wandsworth residents are more positive about the local economy as:

- The proportion of residents describing the current economic situation as bad has dropped from 71% to 49%. However, it should be noted that the proportion describing the economy as bad still exceeds the proportion who describe it as good (11%).
- Looking to the future, 19% think that the economy will be good in six months time compared to 9% in 2011. However, 37% are still pessimistic about the economy thinking that the economic situation will be bad in six months time.

Table 19: Views on the economy and employment 2011-2013 (All responses)

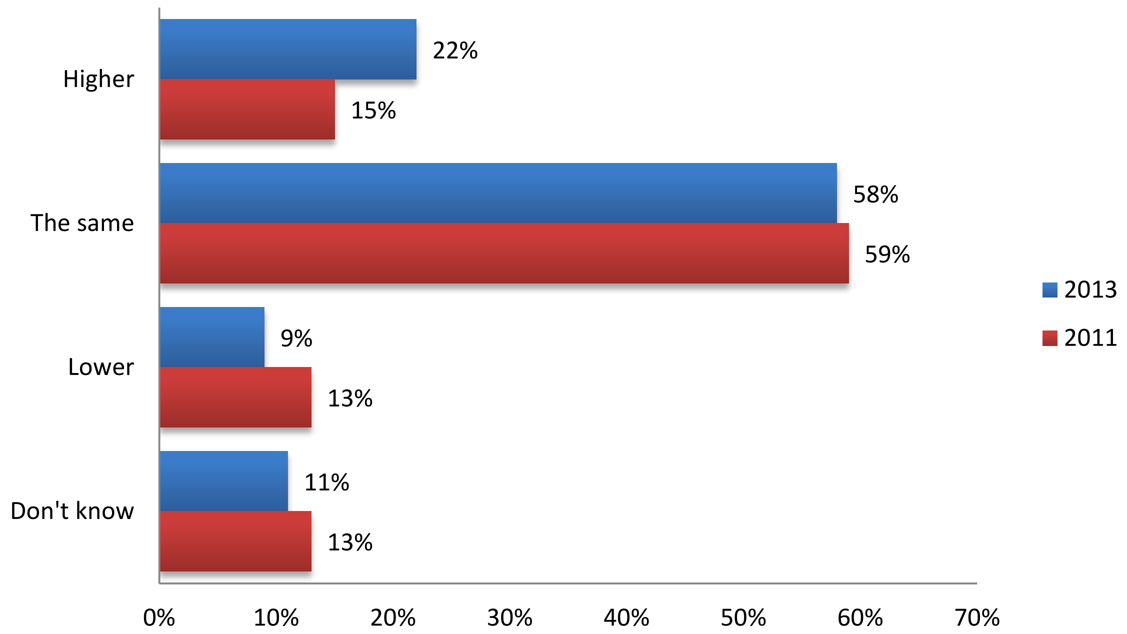
	Good	Neither	Bad	Don't know
How would you rate the current economic situation?				
2011	5%	19%	71%	4%
2013	11%	35%	49%	5%
% point change	+6%	+16%	-22%	+1%
In 6 months time do you think it will be…?				
2011	9%	22%	58%	11%
2013	19%	33%	37%	11%
% point change	+10%	+11%	-21%	0%
The current employment situation?				
2011	7%	23%	59%	11%
2013	9%	27%	57%	7%
% point change	+2%	+4%	-2%	-4%
The employment situation in 6 months' time?				
2011	8%	20%	53%	18%
2013	15%	29%	45%	12%
% point change	+7%	+9%	-8%	-6%

While perceptions of the economy have improved, there is minimal change evident regarding how Wandsworth residents view the current employment situation. Approaching six in ten (57%) residents feel that the current employment situation is bad, which is only 2-percentage points better than in 2011 (59%). In six months time, 15% expect the employment situation to be good, up from 8% in 2011, but 45% feel that it will remain bad.

12.1 Household income

The final indicator in the measures that comprise the Consumer Confidence Index is that of predictions about the future income of households. The majority of respondents believe that in 6 months' time their household income will be the same as it is now (58%), although more feel that it will be higher (22%) rather than lower (9%). This positive balance in opinion represents an improvement on the 2011 results in which the proportions feeling their income would rise and fall were roughly equal.

Figure 48: In 6 months time, do you think your household income will be...? (All respondents)



Unweighted base: 2013-1553 2011-1210

12.2 Consumer Confidence

It is possible to categorise each respondent in terms of their levels of consumer confidence. For this purpose, the mean average of the positive scores (%) for each of the following questions is calculated.

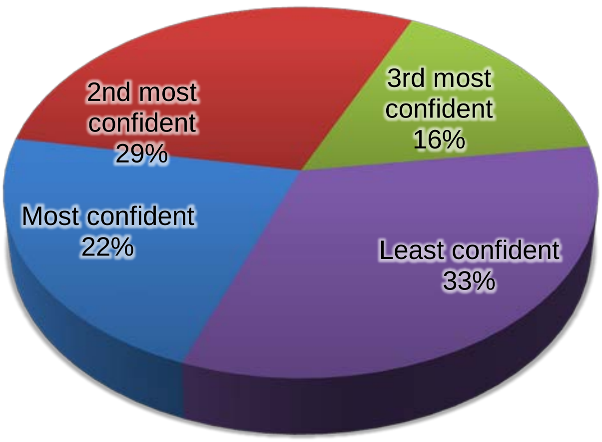
- Rating the current economic climate (% good)
- Rating the economic climate in 6-months' time (% good)
- Rating the current employment situation (% good)
- Rating the employment situation in 6-months' time (% good)
- Expected household income in 6-months' time (% higher)

These scores were then split into equal quartiles and given the following labels:

- Most confident
- Second most confident
- Third most confident
- Least confident

The distribution of Wandsworth residents across these quartiles is shown by the figure below. The greatest proportion (33%) fall into the least confident quartile and at the other end of the scale, 22% fall into the most confident quartile.

Figure 49: Distribution of Wandsworth population over consumer confidence index quartiles (All responses)



Unweighted sample base: 1553

Those in the least confident quartile are significantly more likely to be aged 55-64 (46%) and to be unemployed (45%). In contrast, those in the most confident quartile are more commonly aged 25-34 (32%) and are employed (26%).

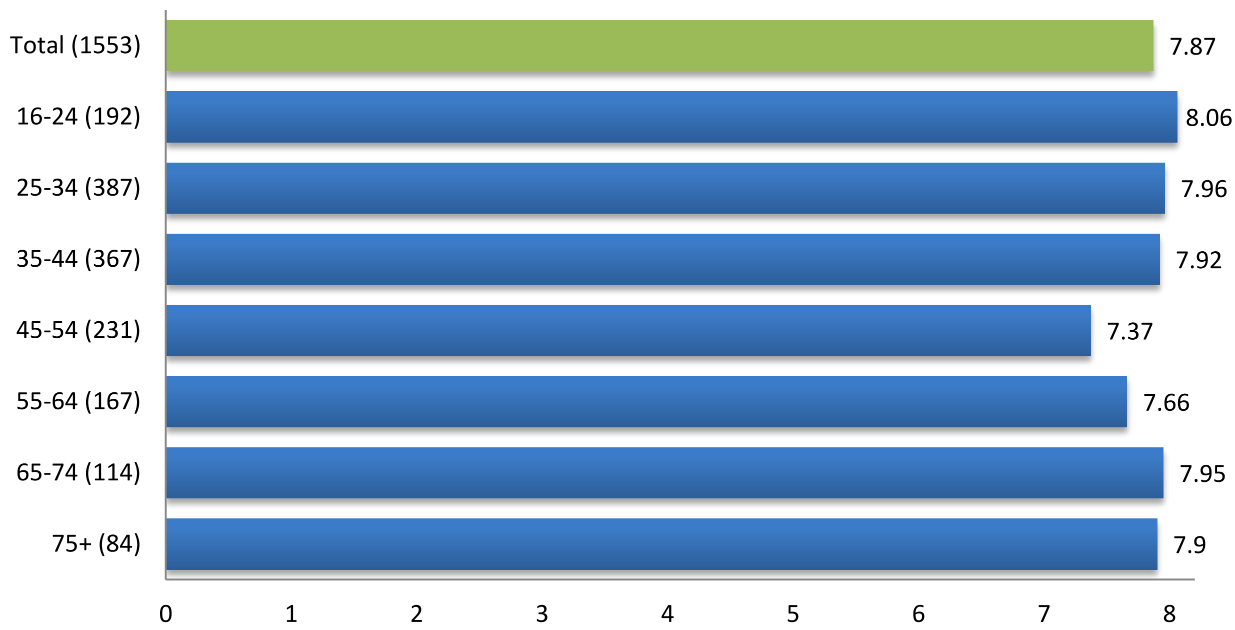
The Nationwide Consumer Confidence Index score will be added here in due course.

13 Feelings and wellbeing

The final set of questions added to the 2013 sought to provide an indicator of resident wellbeing in a period where the economic situation has been challenging. Using a 0-10 scale, all respondents were asked to rate their happiness with their life nowadays, their happiness in the previous day, their level of anxiety and how worthwhile their activities are. For all of these measures a mean score out of 10 has been calculated from the responses given.

When considering their satisfaction with their life nowadays, Wandsworth residents on average give a rating of 7.87 out of 10, where 10 is the most positive response. Looking at the mean scores by age shows that those aged 45-54 have the lowest satisfaction with their life nowadays (7.37).

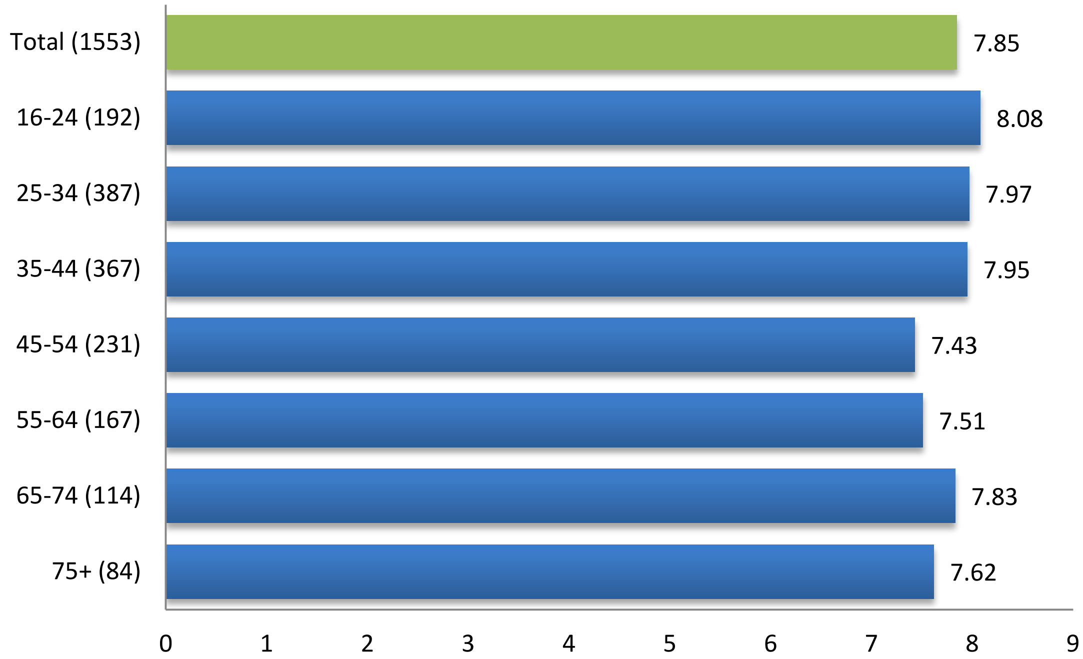
Figure 50: How satisfied are you with your life nowadays? - mean score (All responses)



Unweighted sample base: 1553

When considering their happiness during the previous day the responses from residents are almost identical to those shown in the previous figure with an average rating of 7.85 out of 10.

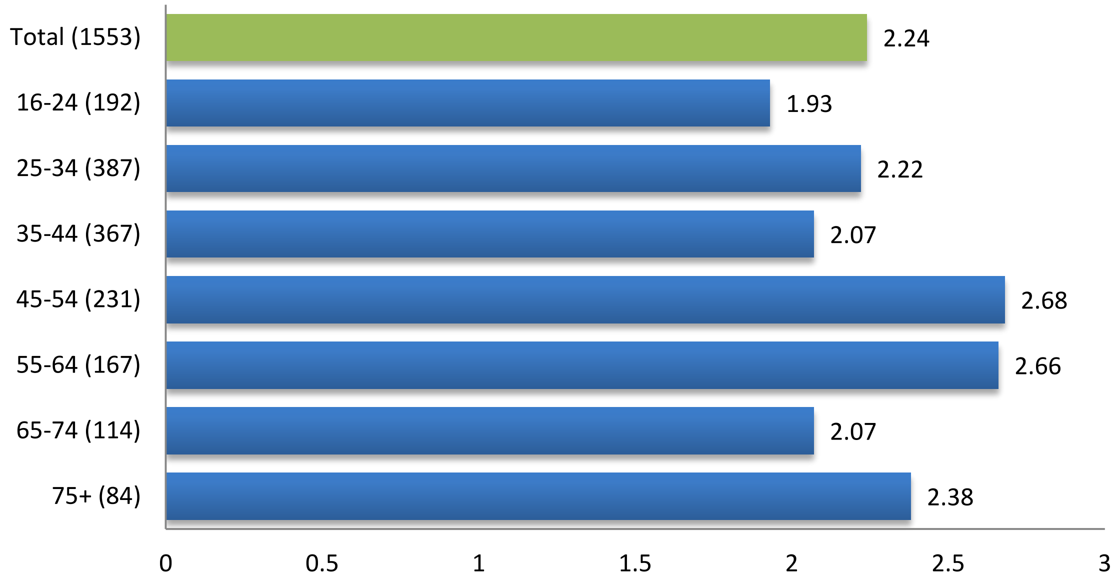
Figure 51: How happy did you feel yesterday? - mean score (All responses)



Unweighted sample base: 1553

When asked about their anxiety levels, 0 denoted ‘least anxious’ and 10 denoted the ‘most anxious.’ On this basis, a low mean score is desirable. The mean rating Wandsworth residents give to their anxiety levels is 2.24 out of 10, peaking at 2.68 among those aged 45-54.

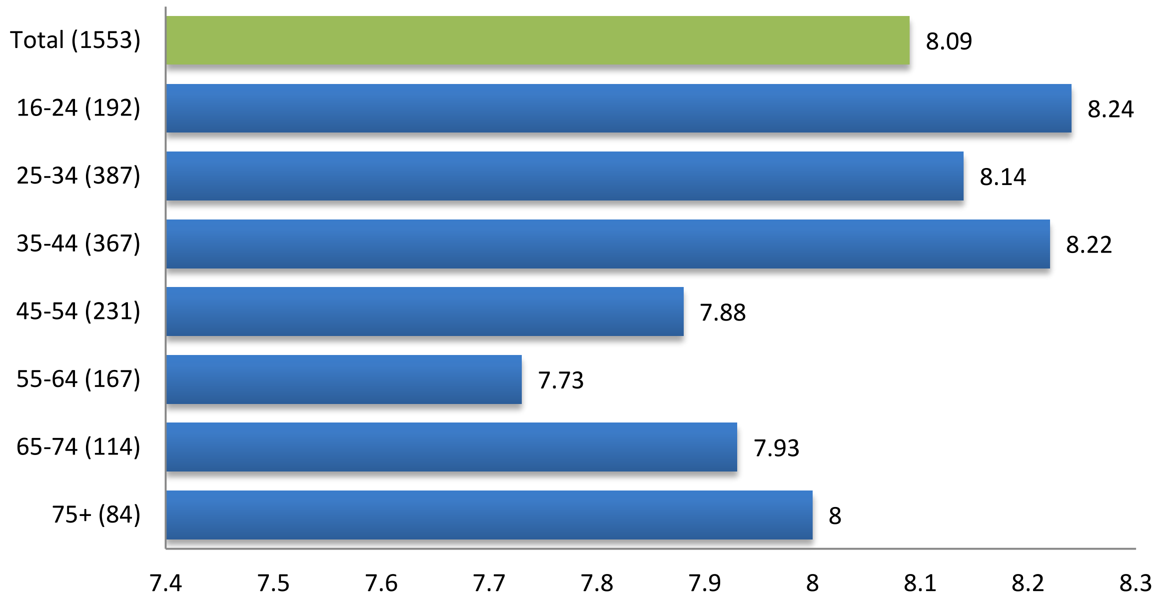
Figure 52: How anxious did you feel yesterday? - mean score (All responses)



Unweighted sample base: 1553

Finally, when asked to rate to what extent residents feel that the things they do in life are worthwhile, where 10 is the most worthwhile, the mean response was 8.09. This mean score is highest among those aged 16-24 (8.24), while those aged 55-64 are least likely to feel that the things they do are worthwhile (mean score 7.73).

Figure 53: Overall, to what extent do you feel the things you do in your life are worthwhile? - mean score (All responses)



Unweighted sample base: 1553

14 Profile of the sample

The following table presents the profile of the sample, both unweighted and weighted.

Table 20: Profile of the sample

	N	Unweighted %	Weighted %
Gender			
Male	710	46	48
Female	843	54	52
Age			
16-24	192	12	14
25-34	387	25	28
35-44	367	24	26
45-54	231	15	12
55-64	167	11	9
65-74	114	7	6
75+	84	5	4
Not provided	11	1	1
Ethnicity			
Non BME	910	59	53
BME	634	41	46
Disability status			
With disability	152	10	9
No disability	1393	90	90
Not provided	8	1	1
Employment status			
Employed	1053	68	70
Unemployed but active	50	3	2
Retired	222	14	11
Other / not provided	228	15	16
Length of time lived in neighbourhood			
Up to 1 year	207	13	15
1-2 years	139	9	10
2-5 years	245	16	17
5+ years	957	62	59
Not provided	5	*	*
Tenure			

Owner-occupiers	766	49	46
Rented from Council	223	14	15
Rented from Housing Association	88	6	6
Private renters	435	28	31
Other	9	1	*
Not provided	32	2	2

Appendix 1: Statement of Compliance

Compliance with International Standards

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2008) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012).

Interpretation and publication of results

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not be publish any part of these results without the written and informed consent of the client.

Ethical practice

BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects' participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.

With more than 20 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the social public sector and the commercial private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most recent technologies and information systems to ensure that market and customer intelligence is widely shared.