

Assessing Bromsgrove's performance

Results of the Place Survey 2008/09 for Bromsgrove District Council and partners

June 2009



Bromsgrove
District Council
www.bromsgrove.gov.uk



Contents

| | |
|--|-----------|
| Summary of key findings | 4 |
| Overview..... | 9 |
| Introduction..... | 9 |
| Background and context | 10 |
| Interpreting the data | 12 |
| Acknowledgements | 14 |
| Publication of data..... | 14 |
| Methodology for data collection | 15 |
| Key trends | 19 |
| Progress against national indicators | 19 |
| Non national indicator trends | 20 |
| Comparing Bromsgrove to wider Worcestershire | 21 |
| 1. About the local area..... | 23 |
| General satisfaction with local area | 23 |
| Satisfaction with home..... | 25 |
| Priorities for the local area..... | 27 |
| 2. Community safety..... | 30 |
| Safety in the local area | 30 |
| Perceptions on anti-social behaviour | 32 |
| Perceptions of ASB – demographic and attitudinal analysis..... | 36 |
| Crime and the local community..... | 37 |
| 3. Community cohesion | 40 |
| People from different backgrounds getting along..... | 40 |
| Perceptions of community cohesion – demographic analysis..... | 42 |
| Belonging to neighbourhood..... | 42 |
| Respect and consideration | 43 |

| | |
|---|-----------|
| Parents taking responsibility | 45 |
| 4. Helping out and getting involved..... | 47 |
| Civic participation..... | 47 |
| Participation in regular volunteering..... | 48 |
| Civic participation and volunteering – demographic and attitudinal analysis | 51 |
| 5. Local decision-making | 52 |
| Local decision-making – demographic analysis..... | 55 |
| 6. Information provision | 57 |
| Being kept informed..... | 57 |
| Awareness of civil protection arrangements | 61 |
| 7. Health | 63 |
| 8. Local public services..... | 65 |
| Views about local public services | 65 |
| Satisfaction with local public services | 68 |
| Local public services – respect and consideration..... | 69 |
| 9. Council services | 72 |
| Satisfaction with council..... | 72 |
| Value for money..... | 74 |
| Support for older people | 76 |
| Service satisfaction..... | 76 |
| Service usage | 79 |
| Service usage vs. satisfaction | 81 |
| Appendices | 83 |
| Appendix 1: Methodology | 84 |
| Sampling..... | 84 |
| The questionnaire | 84 |
| Fieldwork | 86 |
| Survey Management System (SMS)..... | 86 |
| Data processing and upload | 87 |
| Response rates and sample profile | 87 |

| | |
|---|-----------|
| Weighting..... | 88 |
| Ensuring quality | 88 |
| Confidence intervals | 89 |
| Appendix 2: Guide to statistical reliability | 91 |
| Appendix 3: Marked up questionnaire | 93 |
| Appendix 4: Council service satisfaction and usage – trend and comparator analysis | 94 |
| Culture and recreation | 95 |
| Satisfaction with environmental services | 100 |
| Local transport..... | 102 |

Summary of key findings

Summary of key findings

This report presents the findings from the 2008/09 Place Survey conducted by Ipsos MORI on behalf of Bromsgrove District Council.

The survey was conducted via a postal self-completion approach, as prescribed by the Audit Commission and the Department of Communities and Local Government. Fieldwork was carried out from 29 September to 19 December 2008. A total of 1,147 responses were achieved and data has been weighted to ensure results are reflective of the wider population in the District, and to account for non-response bias.

Bromsgrove's 2008/09 Place Survey results are highly mixed. For certain issues, such as reducing aspects of crime and anti-social behaviour, and general satisfaction with the area, the District has shown substantial improvements since previous BVPI surveys. In addition, it outperforms Worcestershire overall in several areas, such as health and community cohesion. However, there has been a general decline in satisfaction with the council and with the services it offers, often putting current satisfaction ratings lower than the average for all Districts surveyed by Ipsos MORI.

A clear way in which Bromsgrove District Council might greatly improve satisfaction levels is by keeping people more informed of the services that the council provides – something which people feel it currently does poorly in comparison to wider Worcestershire. It is possible that residents who are unaware of these services may be underrating the extent to which the council provides value for money.

Perceptions of the local area

Four fifths of residents (81.2%) are satisfied with their local area (NI 5), while just 10% are dissatisfied. This score is slightly below the Worcestershire average (84%) but identical to the Ipsos MORI District average (81%). Similarly, residents' satisfaction with their homes is high (97%).

Looking at specifically at older people in Bromsgrove, 79.1% are satisfied with both their home and local area (NI 138).

Generally speaking, the level of crime (64%), health services (47%) and clean streets (47%) are Bromsgrove residents' top factors in making somewhere a good place to live, though residents do not particularly feel these are priorities for improvement locally. In fact, shopping is only thing to be both the top five of both things are that are

important generally (36%) and things that need to be improved (32%). Moreover, perceptions of shopping facilities are strongly associated with satisfaction with the area.

Shopping facilities have in addition become a much bigger priority locally since 2006/07 (up 11 percentage point), as have improving activities for teenagers (up eight percentage points) and road and pavement repairs (up six percentage points). Conversely, the level of crime is less of a priority – particularly positive considering its overall importance in making somewhere a good place to live.

Community safety

As previously, perceptions of crime and safety are an important factor in making an area a good place to live or not. In Bromsgrove, the majority (91%) of residents feel safe when outside in their local area during the day, but just under three fifths (56%) feel safe after dark.

Around one in ten residents (12.3%) perceive there to be a high level of anti-social behaviour in Bromsgrove (NI 17), with teenagers hanging around on streets being the most commonly cited problem (40%). This may link in with improved activities for teenagers being increasingly seen as a local priority.

Just under a quarter (23.5%) see drunken behaviour (NI 41) as a big problem and around one in five (19.2%) see drugs (NI 42) as a big problem. Perceptions of drug-related problems in particular have fallen considerably since 2006/07 (by 14 percentage points), with Bromsgrove outperforming Worcestershire overall on this national indicator (19% versus 24%).

Despite improvements, just three in ten (29.3%) think local public services seek people's views on crime and anti-social behaviour (NI 27), though this is better than the Worcestershire average (25%). A similar proportion (27.8%) thinks public services are successfully dealing with these issues (NI 21).

Community cohesion

Compared to wider Worcestershire and the Ipsos MORI District averages, Bromsgrove tends to perform well on the various aspects of community cohesion. Eight in ten residents (81.6%) believe that people from different backgrounds get on well together (NI 1), compared to a county average of 77%. Six in ten (61.4%) feel a strong sense of belonging to their neighbourhood (NI 2), much in line with Worcestershire overall (62%).

One in four (25.6%) residents think people not treating each other with respect and consideration (NI 23) is a big problem in Bromsgrove, which is again close to the county overall (27%).

Just over three in ten (33.5%) think that parents take enough responsibility for their children's behaviour (NI 22). Once more, Bromsgrove is close to the Worcestershire average (32%). However, 47% disagree that parents take enough responsibility, with almost one fifth (18%) definitely disagreeing.

Helping out and getting involved

Compared to the Ipsos MORI District averages, people in Bromsgrove are generally less involved in civic and community activities. Bromsgrove's overall civic participation score is 15.8% (NI 3), compared to a District average of 20%. This is, however, high compared to Worcestershire overall (12%).

By contrast, regular volunteering by Bromsgrove residents (NI 6) is more in line with the District average (23.6% versus 24.1%).

Local decision-making

Generally, residents in Bromsgrove do not feel able to influence decisions about their local area (NI 4) – just 27.5% of residents agree that they can do this, compared to 27% for Worcestershire overall. This proportion has declined by seven percentage points since 2006/07.

A quarter of residents (27%) do want greater involvement in local decision-making, which is a seven percentage point increase on 2006/07. A further two thirds (65%) would want more involvement on certain issues. This suggests that there is considerable scope to increase engagement of local residents, particularly on the issues that residents prioritise locally.

Information provision

Whether residents in Bromsgrove feel informed or not appears to impact on their attitudes to various aspects of the local area and local public services, such as their perceptions of crime and safety, of value for money from the council and their satisfaction with the council.

It is therefore important to note that a minority (31%) feel well informed about public services, while seven in ten (69%) do not feel well informed. Moreover, Bromsgrove

residents feel less informed than the average Worcestershire resident (39%) and compared to the Ipsos MORI District average (41%).

Though the majority are aware of operational information, such as how and where to vote (89%) and how council tax is spent (65%), far fewer feel informed about aspects of performance or engagement. In addition, awareness of civil protection arrangements (NI 37) is low (10.4% informed) – especially compared to Worcestershire overall (19%) and the Ipsos MORI District average (17%).

Health

Health is an area where Bromsgrove performs well overall. 82.0% of residents report being in good or very good health (NI 119) compared to 77% for the county overall and a 75% Ipsos MORI District average. Moreover, among those who do not have a long-standing disability, 95% say their health is good overall. Just 3% of all residents say their health is bad overall.

Local public services

While the majority believes that local public services, at least to some extent, treat all people fairly (66%), are working to make the area safer (62%) and to improve the local environment (61%), only a minority of residents believe that public services relate to them directly – promoting their interests (37%) and acting on their concerns (34%). On the latter issue, residents in Bromsgrove are more critical than the average Worcestershire resident (34% vs. 42%).

Looking at types of public service, satisfaction is highest for GPs (84%) and lowest for the Police (45%).

Around seven in ten (70.8%) say they are treated with respect and consideration by public services all or most of the time (NI 140). This is a lower score than Worcestershire overall and compared to the Ipsos MORI District average (both 74%).

Council services

A greater proportion of residents are dissatisfied with Bromsgrove District Council than are satisfied (38% versus 34%), while a further 28% are neutral. Council satisfaction ratings for have fallen since 2003/04 (48% to 34%). However, it is important to stress that, based on the Place Survey results of local authorities that Ipsos MORI has worked with, satisfaction ratings of Councils have fallen quite markedly in the majority of cases,

so Bromsgrove is by no means unique in this regard. Nonetheless, it does fare worse than the county average and Ipsos MORI District average (both 46%).

A major influence on satisfaction with the council is feeling it provides value for money. While 24% of people agree that Bromsgrove District Council provides value for money, 46% disagree with this, with one in five (21%) strongly disagreeing. Here once more, Bromsgrove performs poorly compared to Worcestershire overall (35%) and the Ipsos MORI District average (36%).

Looking at support for older people, 25.1% say that older people get the support they need to continue living at home (NI 139), which is somewhat lower than the Worcestershire average (29%). Among those aged 65 and over, this proportion rises to 37%.

Turning lastly to council services, satisfaction with various cultural, recreational and environmental services has generally fallen since 2006/07, with most now performing below the Worcestershire average. The steepest decline is with sports and leisure facilities (19 percentage points down).

Overview

Introduction

This report sets out findings from the 2008/09 Place Survey conducted for Bromsgrove District Council and its partners by the independent research agency Ipsos MORI.

The Place Survey is the new biennial statutory survey which all lower and upper tier local authorities in England are required to carry out. Together with the tenant satisfaction (STATUS) survey, it replaces the series of Best Value Performance Indicator (BVPI) user satisfaction surveys, which have been carried out since 2000¹.

The findings from the Place Survey are important because they help the Council and its local partners (including the police, fire and health services, and the voluntary and community sector) understand how they are performing in relation to each of the new citizen perspective indicators² prioritised by the government, and how residents' views have changed over time in relation to key local public service and quality of life issues.

This report sets out a summary of the key findings from the Place Survey, along with more detailed analysis which looks at how satisfaction and perceptions with quality of life in the local area have changed over time, and how they differ between different demographic groups in the District. It also draws on comparator data, where available, to understand how well the Borough is performing relative to other local areas.

In addition, the report provides technical details relating to the conduct of the survey, a consideration of response rates and the respondent (sample) profile.

Topline findings are attached as a 'marked up questionnaire' in the appendices, setting out the overall findings against each survey question. Full data tables are provided under separate cover. These tables provide a detailed analysis of the findings by a range of socio-demographic, and other relevant variables.

¹ The BVPI surveys were carried out in 2000/01, 2003/04 and 2006/07.

² The Place Survey collects 18 of the 198 national indicators prioritised by government. These indicators are common to all areas. Government requires local authorities and their partners to monitor all indicators in order to measure progress made in meeting key quality of life priorities.

Background and context

Since the publication of the 2006 Local Government White Paper, *Strong and Prosperous Communities*³, there has been a new focus in the way local public sector agencies work and report performance. Improving outcomes for local people and places is now at the heart of local service provision, with a move away from the previous emphasis on processes, institutions and inputs.

The Place Survey plays an important role in trying to measure these improved outcomes. It replaces the BVPI surveys⁴, which focused much more on Council-specific issues and services. The Place Survey captures local people's views, experiences and perceptions, about the local area, rather than the Council specifically, so solutions for the District can reflect local opinions and preferences. It is also vital to track people's changing perceptions over time (by comparing results to previous waves of the BVPI General User Satisfaction Survey, which asked a number of the same questions), as a way of determining whether interventions made in an area result in the right outcomes for local people, for example, whether people feel happier and safer.

Importantly, results from the Place Survey will be used to measure 18 of the 'citizen perspective' indicators, which the government has charged local government and its partners to monitor and deliver on. These indicators are drawn from the government's new National Indicator Set⁵, which will measure how well the government's priorities, as set out in the Comprehensive Spending Review 2007, are being delivered at the local level over the next three years. They form an important part of the new, streamlined local performance framework (the Comprehensive Area Assessment) which will come into effect in April 2009. It is intended that the survey will be carried out every two years.

Importantly, the Place Survey was carried out using a prescribed postal self-completion methodology – as were the BVPI surveys – to allow for robust comparison of data between local areas in England, and against previous BVPI survey data where

³ Strong and Prosperous Communities – The Local Government White Paper, October 2006, CLG

⁴ The Place Survey and tenant satisfaction 'STATUS' survey were conducted in 2008/09 and replace the suite of BVPI surveys undertaken in previous years.

⁵ Further information about the 198 indicators which form the National Indicator Set can be found at: <http://www.communities.gov.uk/documents/localgovernment/pdf/543055.pdf>. Details of the 18 citizen perspective indicators collected via the Place Survey can be found in the 2008/ 09 Communities and Local Government (CLG) Manual

relevant. Details of the approach are summarised in the next chapter, and detailed in Appendix 1.

Interpreting the data

It should be remembered that a sample of residents, and not all residents living in Bromsgrove participated in the survey. Therefore, all results are subject to sampling tolerances, which means that not all differences are statistically significant. Crudely speaking, overall results are accurate to +/- 3 to 4 percentage points at the 95% confidence level, but this assumes a perfect random sample has been achieved (in practice, margins of error may be slightly larger). Further information on this, and a full guide to statistical reliability, is provided in Appendix 2.

In accordance with the Communities and Local Government (CLG) Place Survey guidance, the base for each question is “valid responses” or all those providing an answer. Those stating “don’t know” or who do not complete the question are excluded from some – but not all – of the calculations. The base size does, therefore, vary from question to question, depending on the extent of non response, and whether there was a requirement to remove don’t know responses. Where don’t knows *are* included in the base size this is illustrated on the charts.

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. Throughout the report, an asterisk (*) denotes any value less than half a per cent, but greater than zero.

Throughout the questionnaire, local residents were asked to think about their local area when responding to questions. The local area is defined as the area within 15 to 20 minutes walking distance from the respondents’ home.

In order for Bromsgrove District Council and partners to understand how levels of satisfaction and perceptions about quality of life have changed in the District over time, data from the previous two waves of the BVPI General Survey⁶ have been included for comparative purposes (only where it is valid to compare). A similar methodology was followed for the Place Survey as for the BVPI General User Satisfaction Survey, making comparisons between them relatively robust⁷.

⁶ It should be noted that Ipsos MORI did not conduct the 2003/04 or 2006/07 BVPI surveys for Bromsgrove District Council.

⁷ A small cautionary note should be added when comparing data – due to the possible impact on people’s responses to questions because of the change in questionnaire design and question ordering for the 2008/09 Place Survey, and the timing of fieldwork.

The latest available national benchmarking data⁸ have also been included in this report to help to set the findings in context and – in the absence of a national dataset for all the Place Surveys conducted in 2008/09 - support the local authority and its partners in judging how well it compares to other areas/ nationally. Such comparative data is for illustrative purposes only, and must be treated with caution due to the different data collection methodologies used (all used a face-to-face methodology rather than postal self-completion approach), and the different question wording in some instances (where this is the case it is explicitly stated in the main body of the report).

Where appropriate, an Ipsos MORI Place Survey average has been included for comparative purposes. This is effectively an average score for all those areas where Ipsos MORI conducted a Place Survey. Ipsos MORI surveyed 124 areas, which included a broad mix of district, unitary and metropolitan boroughs, so the IM average should provide a reasonably reflective picture of what is happening nationally. However, it is important to note that it does not represent the 'official' national average.

Because Ipsos MORI carried out the Place Survey across all the district authorities in the County, a County or Consortium average figure has been provided in the charts. This allows Bromsgrove District Council to see how well it is performing against its neighbours. An overall district average is also provided, which gives an average score for all the 49 districts surveyed by Ipsos MORI.

Where net figures are discussed this is expressed in plus (+) or minus (-) and this either refers to the difference between opinions in the 2008 Place Survey and previous BVPI surveys, or the two most favourable ratings minus the two least favourable ratings.

⁸ National benchmarking data has been drawn from latest available figures from the following surveys:

- Survey of English Housing 2006/07. 17,506 face-to-face interviews with representative cross section of adult English population in the year to March 2007.
- Citizenship Survey 2007/08. Face-to-face survey of 8,804 adults in England, April 07 – March 08.
- British Crime Survey 2007/08. A continuous survey of adults in England and Wales. Findings based on 46,983 face-to-face interviews conducted between April 2007 and March 2008.
- Health Survey for England 2006. 14,157 face-to-face interviews in England conducted throughout the calendar year January to December 2006.

Acknowledgements

Ipsos MORI would like to thank the 1,147 residents in Bromsgrove who took part in the survey. We would also like to thank John Outhwaite, Hugh Bennett and Jenny McNicol from Bromsgrove District Council, and Claire Bloss and Chris Baker from Worcestershire County Council for their help in getting the questionnaire into field and for their input throughout the survey process.

Publication of data

As Bromsgrove District Council has engaged Ipsos MORI to undertake an objective programme of research, it is important to protect the organisation's interests by ensuring that it is accurately reflected in any press release or publication of the findings. As part of our standard terms and conditions, the publication of the findings of this report is therefore subject to the advance approval of Ipsos MORI. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

*©Ipsos MORI /J34039
April 2009*

*Checked &
Approved:*

MAIN REPORT:

*Gary Welch
Adam Palenicek
Jayesh Navin Shah*

Methodology for data collection

The methodology for the Place Survey was prescribed by CLG. In summary, the methodology was as follows:

- A postal self-completion methodology.
- The sampling frame used was the small-user Postcode Address File (PAF).
- Ipsos MORI selected a random sample of 2,500 addresses from the PAF file supplied by the Audit Commission in order to meet the 1,100 responses required.
- A prescribed questionnaire was used, comprising of a mix of questions previously asked on the BVPI General User Survey (to allow for performance tracking against previous waves of the BVPI surveys), new questions (to enable measurement of the 18 citizen perspective National indicators), plus a series of demographic questions.
- All questionnaires were distributed – and returned - through the UK Royal Mail postal system.
- Fieldwork for the survey took place between 29 September and 19 December 2008.

In order to promote a good response rate, a number of steps were taken:

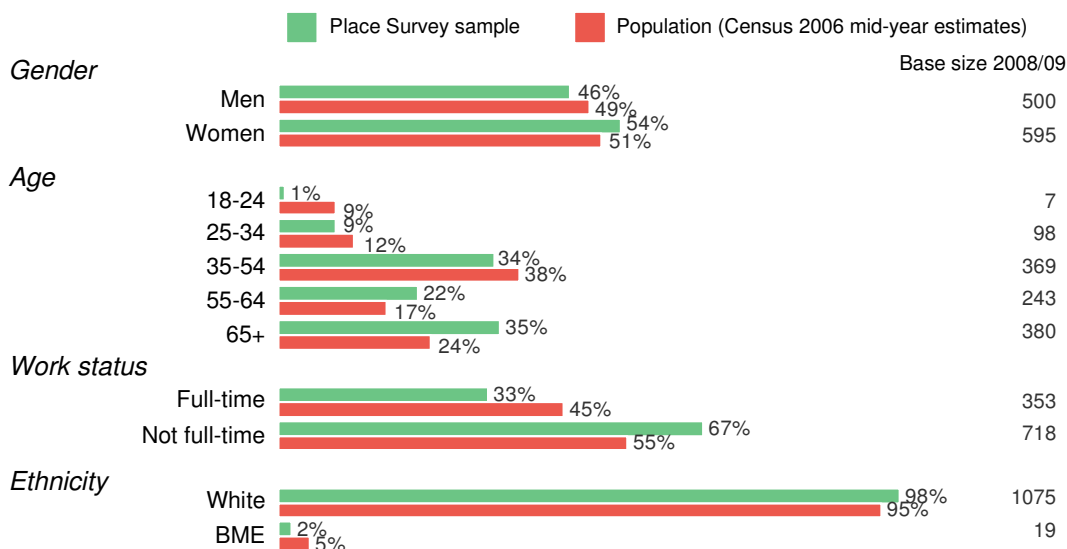
- The questionnaire was branded with the logos of Bromsgrove District Council, “Building Pride” and Ipsos MORI, and contained a covering letter from Kevin Dicks (Acting Joint Chief Executive, Bromsgrove District Council) and Trish Haines (Chief Executive, Worcestershire County Council).
- Details of an Ipsos MORI helpdesk were provided.
- Participants were able to request a translated version of the questionnaire in an alternative language, or were given the opportunity to undertake the survey over the telephone with an Ipsos MORI translator.
- In line with the guidance, two reminder mailings of the questionnaire were sent out to those residents who had yet to respond to the survey.

Comparing results of the Place Survey sample (unweighted) to updated Census estimates indicates that women, those aged 55 and over, those not in full-time work and White residents are disproportionately more likely to respond to the survey, as the following chart illustrates⁹, and as we would typically find in a self-completion survey of this nature. The use of the Audit Commission Place Survey weighting procedure has adjusted for this non-response bias, so the overall sample profile is representative of the population of the local area.

⁹ Gender and age figures based on ONS 2006 Mid-Year Population Projections. More precisely, they are obtained by interpolating mid-way between the mid-2008 and mid-2009 Projections in order to derive estimates for the end of 2008. Ethnicity based on ONS 2006 Mid-Year Population Projections.

Methodology: Sample Profile

Sample Profile for Bromsgrove: Key demographics



Ipsos MORI Base: All valid responses. Source: Age, gender and ethnicity from 2006 Mid Year estimates. Work status from 2001 Census.



A maximum +/- 3 percentage points at the 95 per cent confidence level is required to calculate the national indicators collected in the Place Survey. With this in mind, CLG and the Audit Commission required each local area to achieve a minimum sample size of 1,100 completed Place Survey questionnaires.

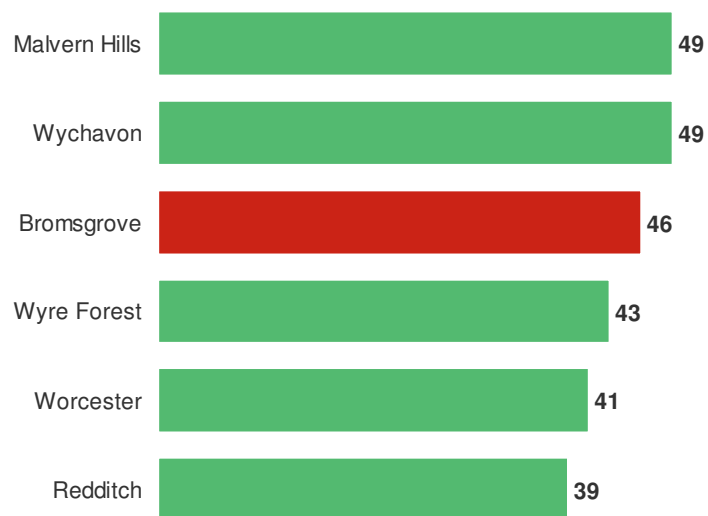
The total number of returns collected for the survey was 1,147. This achieved sample size is based on the total number of respondents to the survey as a whole, and not the number of respondents to individual questions.

This represents an unadjusted response rate of 46%.

Response rates across Worcestershire ranged from a high of 49% to a low of 39%. An adjusted response rate of 46% in Bromsgrove is close to the Worcestershire average (45%).

Methodology: Response Rate

Response Rate across Worcestershire County Council (%)



Ipsos MORI



A full detailed approach to the methodology is attached in Appendix 1. Further guidance on statistical reliability is provided in Appendix 2.

Key trends

Progress against national indicators

Despite this being the first year of the Place Survey, a number of trends can be identified over time because a number of questions from the old BVPI surveys were incorporated into the Place Survey questionnaire. The following table identifies progress made against five of the new national indicators collected through the Place Survey 2008/09 – drawing, where available, on comparator data from (up to) two previous waves of the BVPI General User Satisfaction Survey.

Please note that this comparator data should be treated with a small degree of caution, as set out in the introductory chapter, because of the possible impact the change in question ordering and structure of the Place Survey questionnaire had on people's responses.

As we can see, there has been sustained improvement in the anti-social behaviour indicators in particular since 2003/04 – perceptions of drunken behaviour are down 13 percentage points, while perceptions of drug use are down 26 percentage points. Since 2006/07, residents' satisfaction with the area has also increased by four percentage points. Less positively, in the same time people feel their influence over decisions has declined (by seven percentage points).

| National indicator | Definition | BVPI 2003/04 (%) | BVPI 2006/07 (%) | Place 2008/09 (%) |
|---------------------------|--|------------------|------------------|-------------------|
| NI1 | % of people who believe people from different backgrounds get on well together in their local area | n/a | 82 | 81.6 |
| NI4 | % of people who feel they can influence decisions in their locality | n/a | 31 | 24.0 |
| NI5 | Overall/ general satisfaction with the local area | n/a | 77 | 81.2 |
| NI41 | Perceptions of drunk or rowdy behaviour as a problem | 36 | 21 | 23.5 |
| NI42 | Perceptions of drug use or drug dealing as a problem | 45 | 33 | 19.2 |
| <i>Source: Ipsos MORI</i> | | | | |

Non national indicator trends

For many local authorities, the Place Survey remains an important tool through which to collect perceptions data and monitor performance around some of its key universal services, such as waste collection and recycling. The new place based approach to local area working means that the government no longer requires local authorities to formally measure or report its performance in these areas, but the collection of this data at the local level still remains a priority for many.

The following table illustrates local authority performance over time in some of these key service areas – and against the old BVPIs that local government was monitored against under the previous performance assessment framework.

As we can see, satisfaction with the council overall has fallen to lower than 2003/04 levels (34% vs. 48%). As discussed further in the report, this is not unique to Bromsgrove but part of a national trend. However, with the exception of theatres/concert halls, satisfaction with a variety of individual cultural, recreational and environmental services has also declined since 2003/04.

| BVPI | Definition | BVPI 2003/04 (%) | BVPI 2006/07 (%) | Place 2008/09 (%) |
|---------------------------|-----------------------------------|------------------------|------------------------|-------------------------|
| BV3 | Overall satisfaction with council | 48 | 51 | 34 |
| BV89 | Satisfaction with cleanliness | 61 | 62 | 57 |
| BV90A | Waste collection | 83 | 76 | 71 |
| BV119A | Sports/leisure facilities | 45 | 53 | 34 |
| BV119C | Museums/galleries | 25 | 27 | 21 |
| BV119D | Theatres/concert halls | - | 33 | 39 |
| BV119E | Parks and open spaces | 71 | 76 | 73 |
| <i>Source: Ipsos MORI</i> | | | | |

Please note: some of the question wording differs between the Place Survey 2008/09 and previous waves of the BVPI survey/ BVPI definitions. This is commented upon further in the main body of the report.

Comparing Bromsgrove to wider Worcestershire

The following chart provides an overview of Bromsgrove District Council's performance against the 18 citizen perspective indicators, compared to Worcestershire overall. The NI score for the authority is listed in the orange circles down the middle. The deviation from the Worcestershire mean is displayed as a + or – figure.

For example we can see that for NI 119 (self-reported health and well being), Bromsgrove District Council's score is 82.0%, which is 5.1 percentage points above the county average. It is above the average and so to the right of the chart. It is desirable to be above the average on this measure and so the figure is presented in green.

Conversely for NI 5 (general satisfaction with the area), Bromsgrove District Council's score is 81.2%, which is 2.3 percentage points below the county average (and so on the left of the chart). However, it is not desirable to be below the average on this measure and so the figure is presented in red.

Non-statistically significant differences are presented in grey.

NIs: comparator scores

| | | | NI Score | |
|-------|--|------|----------|------|
| NI1 | % people who believe people from different backgrounds get on well together in local area | | 81.6 | +4.6 |
| NI2 | % of people who feel they belong to their neighbourhood | -0.4 | 61.4 | |
| NI3 | Civic participation in local area | | 15.8 | +1.5 |
| NI4 | % of people who feel they can influence decisions in locality | -3.4 | 24.0 | |
| NI5 | Overall/ general satisfaction with local area | -2.3 | 81.2 | |
| NI6 | Participation in regular volunteering | -1.9 | 23.6 | |
| NI17 | Perceptions of anti-social behaviour | -2.1 | 12.3 | |
| NI21 | Dealing with local concerns about anti-social behaviour/crime issues by local council/police | | 27.8 | +1.6 |
| NI22 | Perceptions of parents taking responsibility for behaviour of their children in area | | 33.5 | +1.1 |
| NI23 | Perceptions that people in area do not treat one another with respect/ consideration | -1.1 | 25.6 | |
| NI27 | Understanding of local concerns about anti-social behaviour/crime issues by local council/police | | 29.3 | +4.2 |
| NI37 | Awareness of civil protection arrangements in local area | -8.4 | 10.4 | |
| NI41 | Perceptions of drunk or rowdy behaviour as problem | | 23.5 | |
| NI42 | Perceptions of drug use or drug dealing as problem | -4.4 | 19.2 | |
| NI119 | Self-reported measure of people's overall health/ wellbeing | | 82.0 | +5.1 |
| NI138 | Satisfaction with people over 65 with both home/ neighbourhood | -6.6 | 79.1 | |
| NI139 | Extent to which older people receive support needed to live independently | -4.3 | 25.1 | |
| NI140 | Fair treatment by local services | -2.9 | 70.8 | |

Ipsos MORI The NI score for the authority is listed in the orange circles. The deviation from the consortium mean is displayed as a + or - figure. I.e. if you have -2.5 score in the left hand bar, this means your score is 2.5 percentage points below the consortium average.



1. About the local area

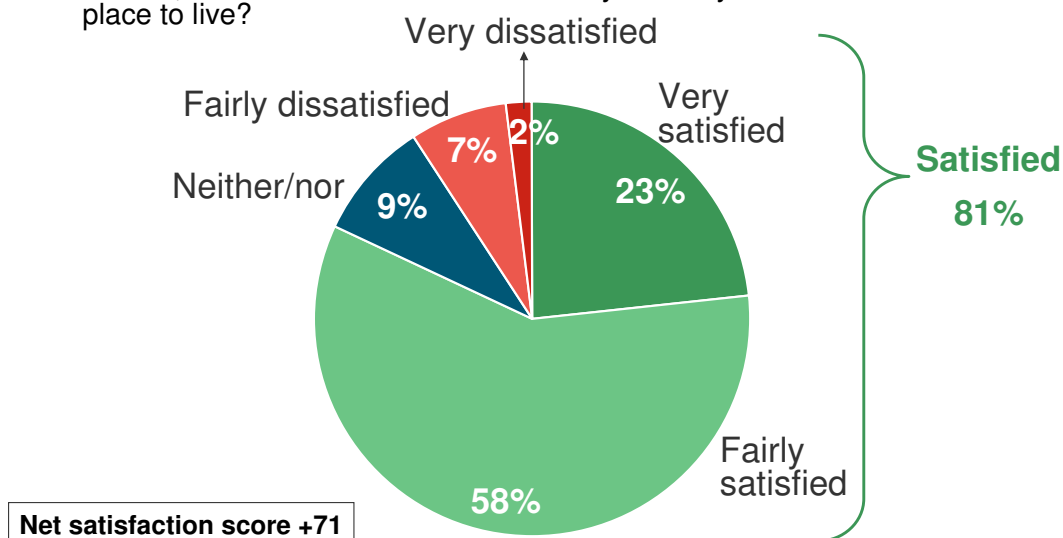
General satisfaction with local area

With the new 'place based' focus on public service delivery, resident satisfaction with the local area is one of the key national indicators the government is seeking to measure (NI 5). Residents were asked about their satisfaction with the local area – i.e. the area within a 15 to 20 minutes walk from their home.

Overall, four fifths (81.2%) of residents are satisfied with their local area as place to live (NI 5), with 23% very satisfied and 58% fairly satisfied. One in ten (10%) are dissatisfied.

General satisfaction with local area (NI 5)

Q Overall, how satisfied or dissatisfied are you with your local area as a place to live?



Ipsos MORI Base: All valid responses (1126)

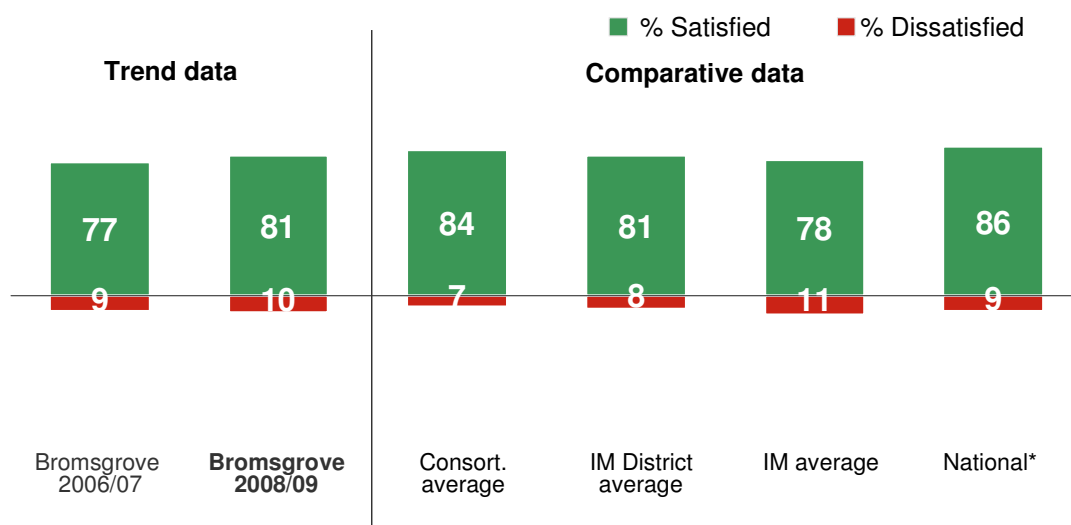


Satisfaction with local area in Bromsgrove has increased by four percentage points to 81% since 2006/07. This score is in line with the average for district councils but is five percentage points below the national average (86%¹⁰).

¹⁰ The national comparator is taken from a face-to-face rather than postal, self-completion survey meaning comparisons are indicative only.

Satisfaction with local area (NI5): Contextual data

Q Overall, how satisfied or dissatisfied are you with your local area as a place to live?



Ipsos MORI

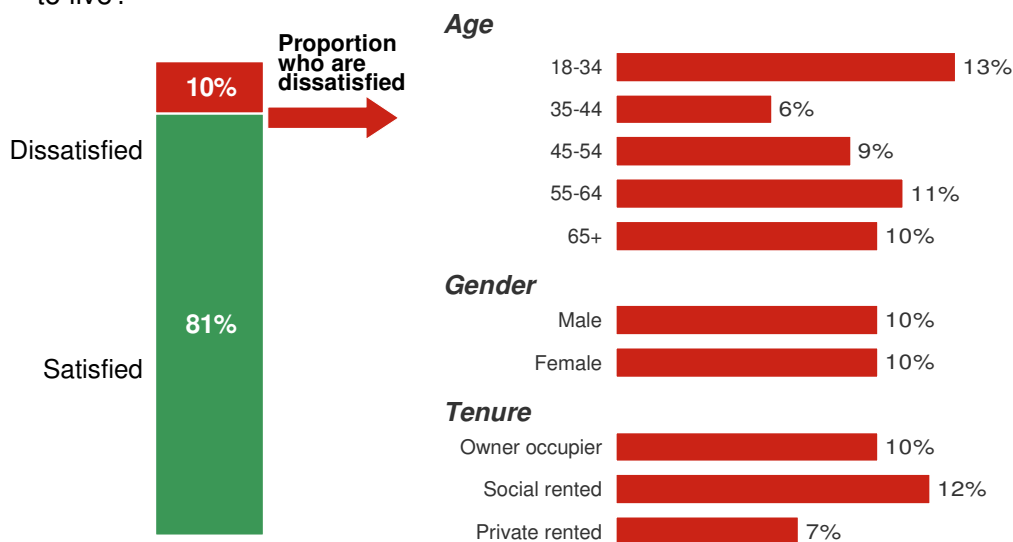
Base: All valid responses 2008/09 (1126). * National figures based on Survey of English Housing 2006/07. 17,506 face to face interviews with representative cross section of adult English population in the year to March 2007.



When considering the levels of satisfaction among different demographic groups, some significant differences become apparent. Satisfaction with local area is significantly higher than average among 35-44 years olds (87%), but none of the other age groups stand out either in terms of satisfaction or dissatisfaction. Dissatisfaction is significantly higher among those with a disability (15%, compared to 10% overall).

Dissatisfaction with local area: Subgroup analysis

Q Overall, how satisfied or dissatisfied are you with your local area as a place to live?



Ipsos MORI Base: All dissatisfied (104)



Previous surveys conducted by Ipsos MORI have shown strong relationships between satisfaction and how well residents feel informed and this is once again the case with satisfaction with local area significantly higher among those who feel informed about local services (91%). The highest levels of satisfaction are among those who are satisfied with the council (96%), those who agree they are able to influence decisions which the local area (96%), and those who agree that the Council provides value for money.

Dissatisfaction is significantly higher among those who disagree that people from different backgrounds get on well (31%), those who feel unsafe after dark (26%), and those who disagree that local services deal with ASB and crime successfully (21%).

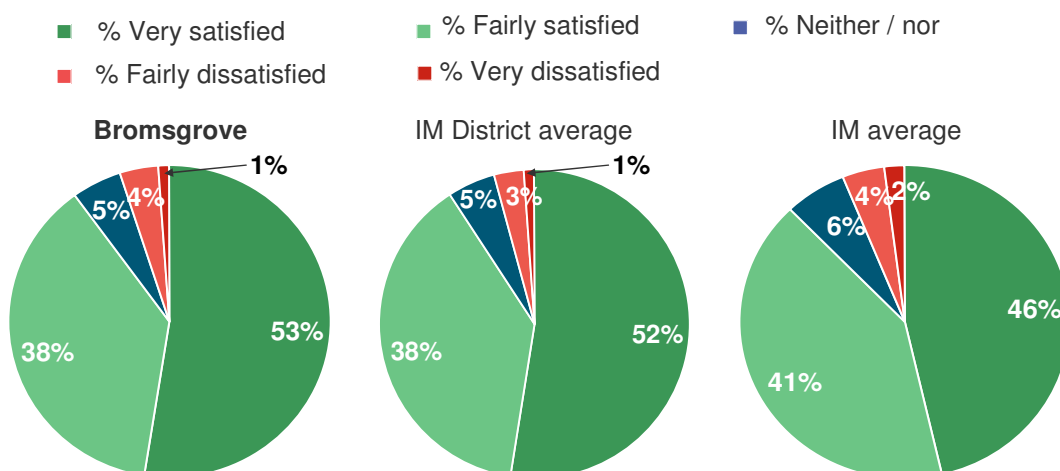
Satisfaction with home

Residents were also asked about satisfaction with their home as a place to live.

The great majority (91%) of residents are satisfied overall with their home as a place to live, with 53% very satisfied and 38% fairly satisfied. This is in line with the Ipsos MORI average for districts and four points higher than the Ipsos MORI overall average.

Satisfaction with home as place to live

Q How satisfied or dissatisfied are you with your home as a place to live?



Ipsos MORI Base: All valid responses in Bromsgrove (1132)

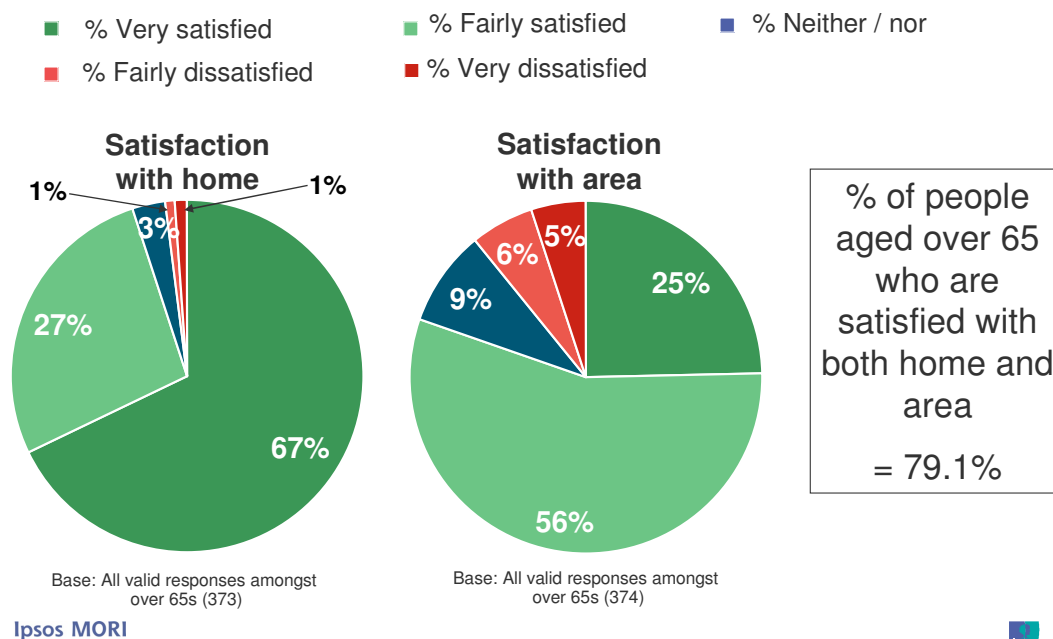


Feelings of dissatisfaction with your home as a place to live (4% overall) are significantly higher among those aged 18-34 (9%). Dissatisfaction is greatest among attitudinal groups such as those dissatisfied with the area (24%), those who disagree that people from different backgrounds get on well (12%), and those who feel safe after dark (9%).

An important priority for government is to understand how older people (aged over 65) live, and the quality of their environment. NI 138 provides an overall assessment of this, by combining the satisfaction scores of residents aged over 65 with the local area and with their home. The following chart sets out how the over 65s in Bromsgrove view these issues, and provides an overall NI score of 79.1%. This falls below the Worcestershire average (85.7%).

Older residents tend to be more positive than average about their home as a place to live (95% satisfied, compared to 91% overall), while their satisfaction with the area is identical to the average (81%).

Satisfaction of people over 65 with both home and neighbourhood (NI 138)



Priorities for the local area

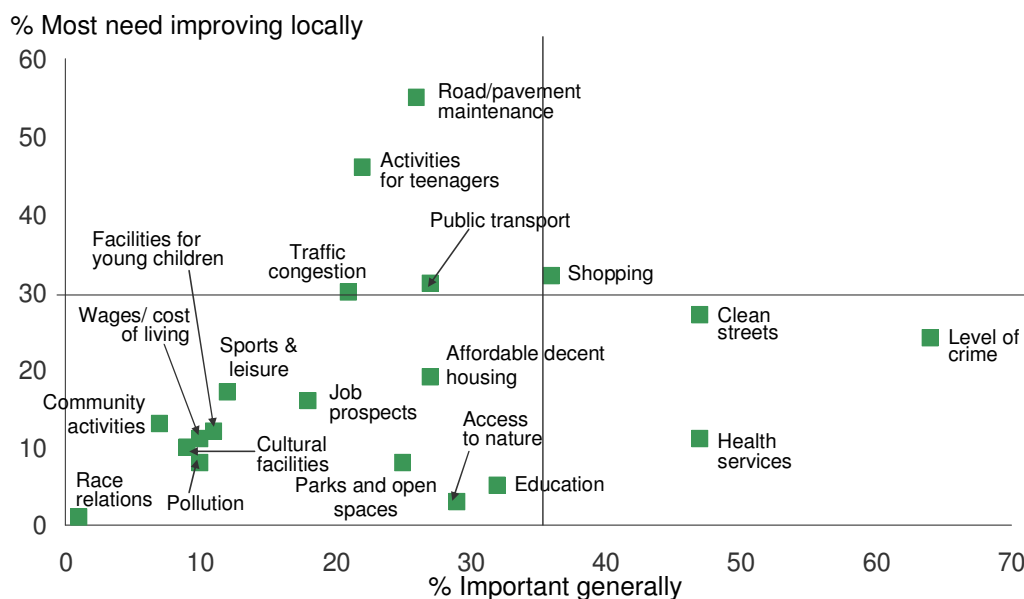
By looking at the following chart, we can compare what residents see as important to making somewhere a good place to live, and what they think needs improving most in their local area.

Generally speaking, level of crime (64%), health services (47%) and clean streets (47%) are the things that Bromsgrove residents think are the most important in making somewhere a good place to live. None of these, however, are in the top five things most likely to be mentioned by residents as need to be improved.

Road/pavement maintenance (55%) is the thing that residents think is most in need of improvement locally, particularly those aged 65+ (70%) and those with a disability (61%). This is followed by activities for teenagers (46%), which is a particular concern of those aged 45-54 (55%).

Shopping is only factor to be in both the top five of things are that are important generally (36%) and things that need to be improved (32%). Most likely to identify shopping as a priority are those dissatisfied with local area (54%), those who disagree that the Council provides value for money (40%), those dissatisfied the Council (39%), and those who do not feel local public services act on the concerns of residents (37%).

Developing priorities for improving quality of life



Ipsos MORI Base: All valid responses



Looking at the following chart, we can see how priorities for improvement have changed since 2006/07.

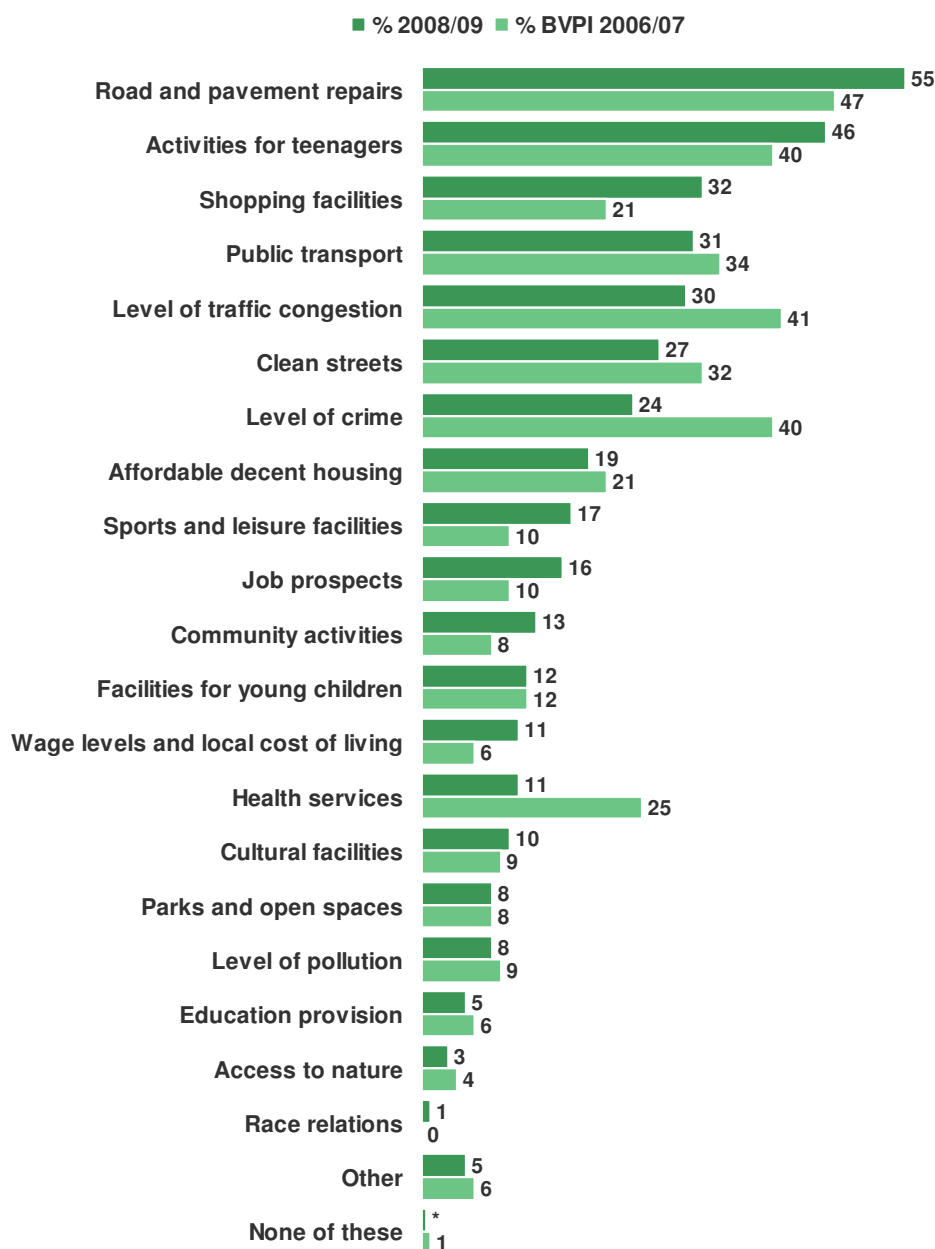
Road/pavement repairs and activities for teenagers have risen as local priorities by eight and six percentage points respectively since the 2006/07 BVPI survey.

Shopping facilities have become a much bigger priority locally since 2006/07, up 11 percentage points, while the biggest fallers have been crime (down 16 percentage points to 24%), health services (down 14 percentage points to 11%) and traffic congestion (down 11 percentage points to 30%).

The fall in concern about the level of crime is obviously very positive, particularly as it is the factor most likely to be seen as important in making somewhere a good place to live (although this importance has fallen by nine percentage points since 2006/07).

Priorities for improvement and changes over time

Q Thinking about this local area, which of the things below, if any, do you think most need improving?



Ipsos MORI Base: All valid responses 2008/09 (1014)



2. Community safety

The new Place Survey seeks to build on the perceptions data collected through previous BVPI surveys, and ask a range of new questions which focus on the degree to which the police and other local public services work together to seek people's views about crime and anti-social behaviour, and are successfully dealing with the issues by working together.

Safety in the local area

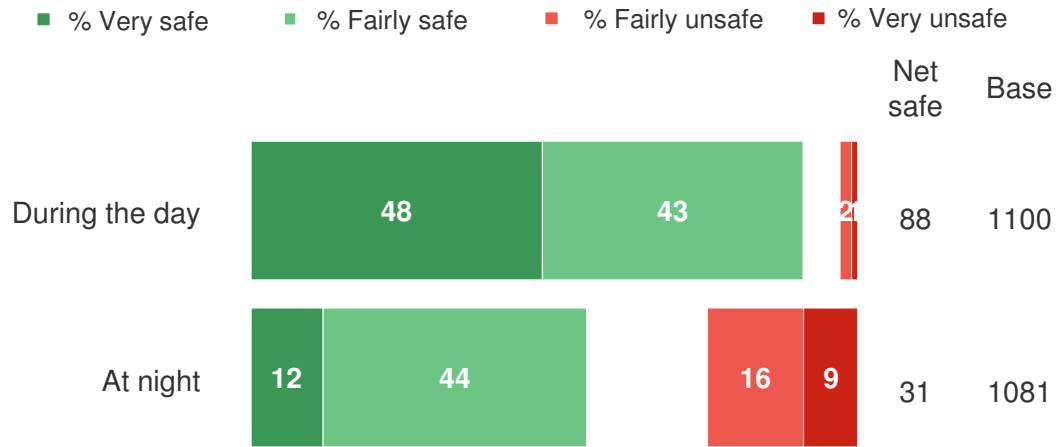
The majority (91%) of residents feel safe when outside in their local area during the day, with just 3% feeling unsafe. By contrast, just under three fifths (56%) feel safe after dark, with a quarter (25%) feeling unsafe.

Some demographic groups are significantly more likely to feel unsafe after dark, particularly social renters (41%), those with a disability (31%), those aged over 65+ (30%) and women (30%). However, none of these groups are significantly more likely to think that the level of crime is most in need of improving.

Those dissatisfied with their local area are also by far the most likely to feel unsafe after dark (64%), followed by those who disagree that people from different backgrounds get on well (43% unsafe). Conversely, the residents most likely to feel safe at night are those who think local services are dealing successfully with ASB and crime (71% safe), those satisfied with the local council (71% safe) and those who feel informed about local services (70% safe).

Safety in the local area

Q How safe or unsafe do you feel when outside in your local area...

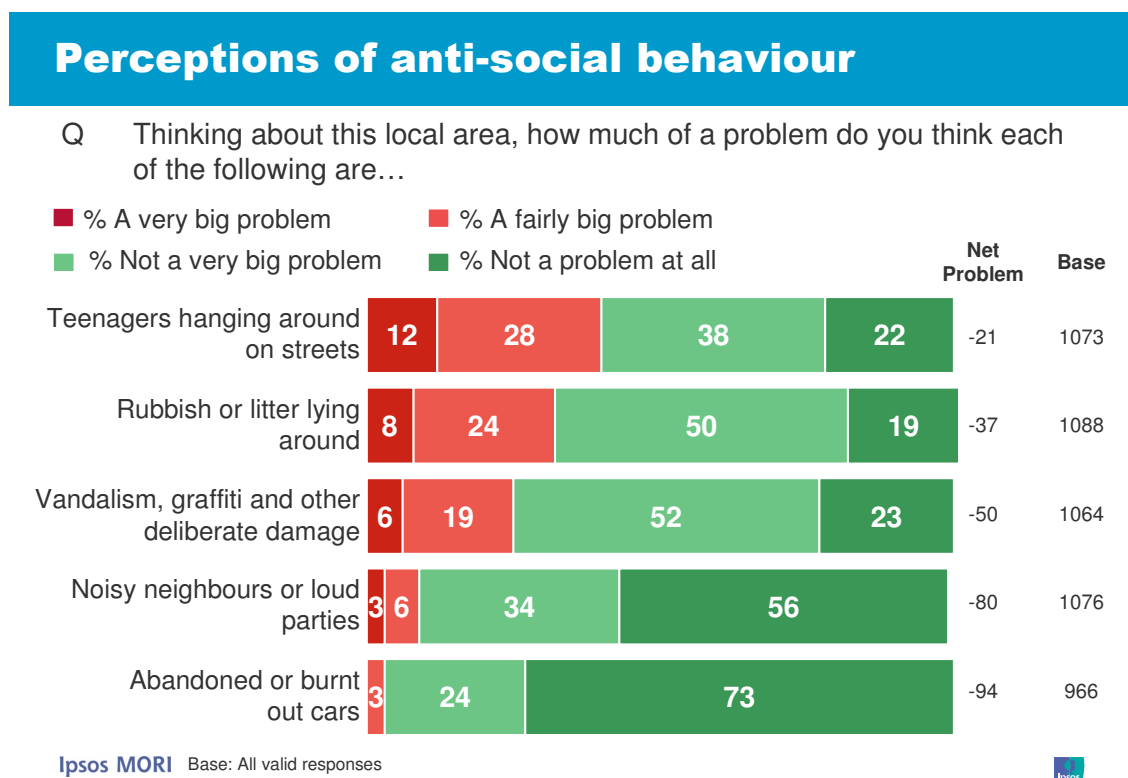


Ipsos MORI Base: All valid responses



Perceptions on anti-social behaviour

Teenagers hanging around on streets (40%) is the aspect of anti-social behaviour most likely to be seen as a problem, with 12% of residents seeing it as a very big problem. This is followed by rubbish and litter lying around (32%), and vandalism, graffiti and other deliberate damage (25%).



NI 41 covers the proportion of residents who think that people being drunk or rowdy in public places is very big or fairly big problem, which in this case is 23.5%.

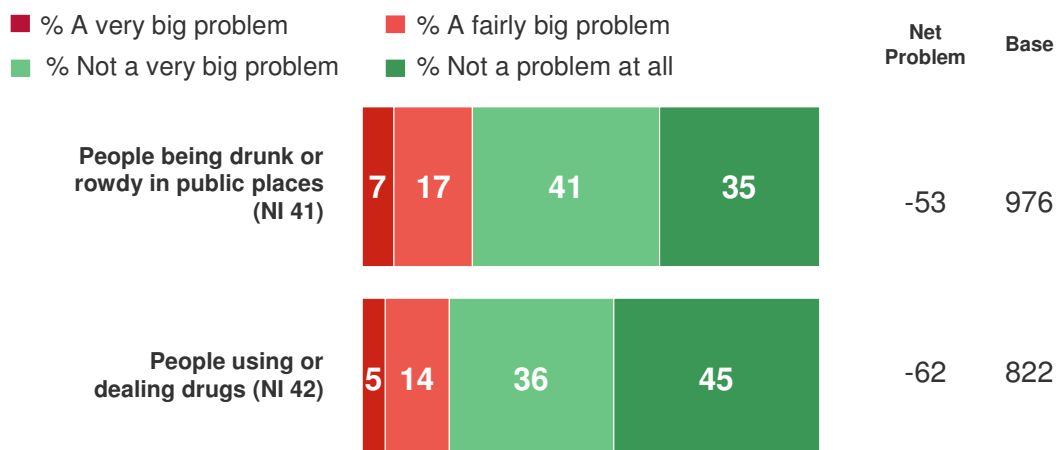
Similarly, NI 42 covers the proportion of residents who think drug use and drug dealing are a very big or fairly big problem and in Bromsgrove this is 19.2%.

NI 17 measures residents' overall perceptions of anti-social behaviour in local area and is calculated by allocating scores to the responses for each of seven anti-social behaviours, whereby: 0 = Not a problem at all, 1 = Not a very big problem, 2 = Fairly big problem, 3 = Very big problem. A total score for each respondent is calculated based on the responses to the seven questions. The maximum possible score is 21. High perception of ASB is a score of 11 or above. The indicator is the percentage of respondents whose score was 11 or above out of the total answering the question.

With this in mind, we can say that 12.3% of residents perceive there to be a high level of anti-social behaviour in Bromsgrove (NI 17).

Perceptions of anti-social behaviour: NI 17, 41 and 42

Q Thinking about this local area, how much of a problem do you think each of the following are...



Overall percentage with high level of perceived anti-social behaviour (NI 17) = 12.3%

Ipsos MORI Base: All valid responses

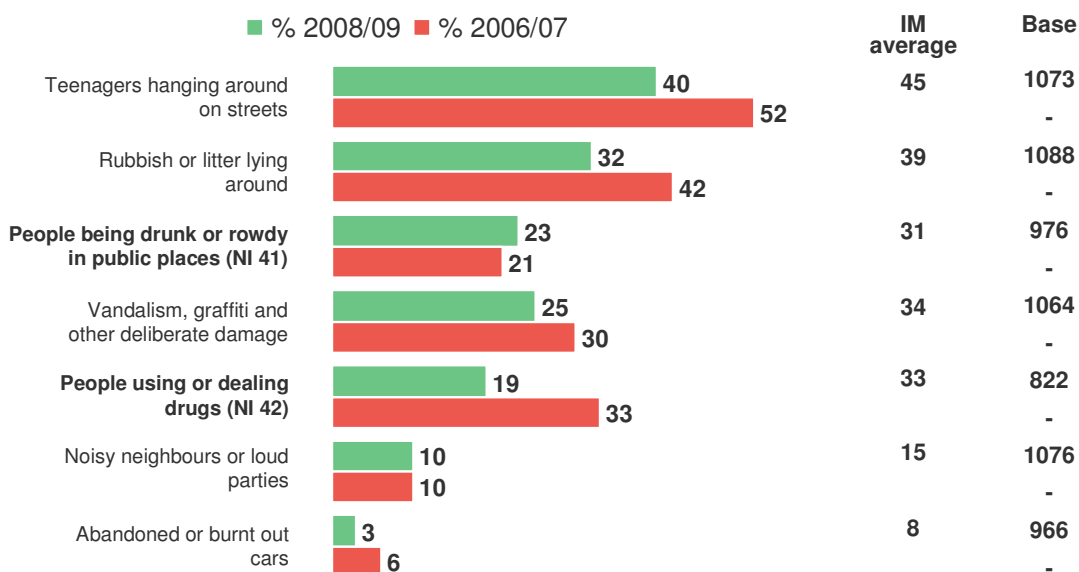


Four of the seven aspects of anti-social behaviour have seen falls in the proportion of residents seeing them as problems since the 2006/07 BVPI survey. Most notably lower are perceptions of people using or dealing drugs (down 14 percentage points), teenagers hanging around the streets (down 12 percentage points), and rubbish and litter lying around (down ten percentage points).

All of the measures are 5 percentage points or more below the Ipsos MORI average, with people using or dealing drugs performing particularly well (14 percentage points below average).

Perceptions of anti-social behaviour: Comparative data

% who think the following are a very/ fairly big problem



Ipsos MORI Base: All valid responses 2008/09



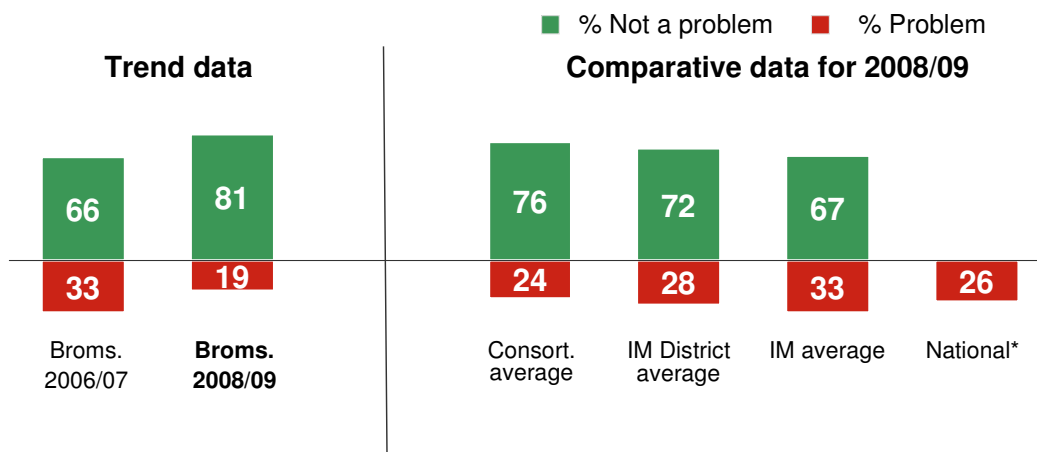
Concern with people using or dealing drugs (NI 42) has fallen considerably since the 2006/07 BVPI survey (by 14 percentage points to 19%), and is five points or more lower than comparative data, including the Worcestershire average (24%) and national average (26%¹¹).

¹¹ The national comparator is taken from a face-to-face rather than postal, self-completion survey meaning comparisons are indicative only. Results are available for 'a problem' only.

People using or dealing drugs (NI 42): Contextual data

Q Thinking about this local area, how much of a problem do you think each of the following are...

People using or dealing drugs



Ipsos MORI

Base: All valid responses 2008/09 (822). * National figures based on British Crime Survey, a continuous survey of adults in England and Wales. Findings based on 46,983 face-to-face interviews conducted between April 2007 and March 2008. Figures only available for 'problem'.

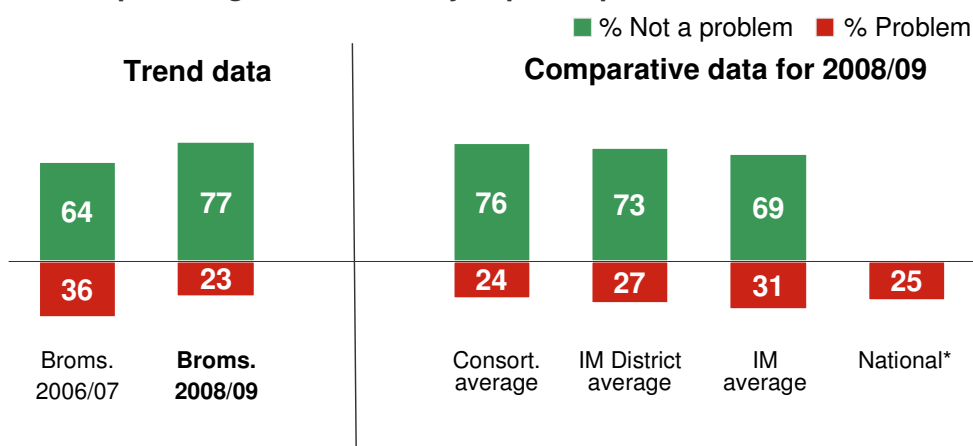


Concerns about drunken or rowdy behaviour (NI 41) have also fallen by 13 percentage points since 2006/07, with Bromsgrove outperforming the average for Districts surveyed by Ipsos MORI (27%).

People being drunk or rowdy in public places (NI 41): Contextual data

Q Thinking about this local area, how much of a problem do you think each of the following are...

People being drunk or rowdy in public places



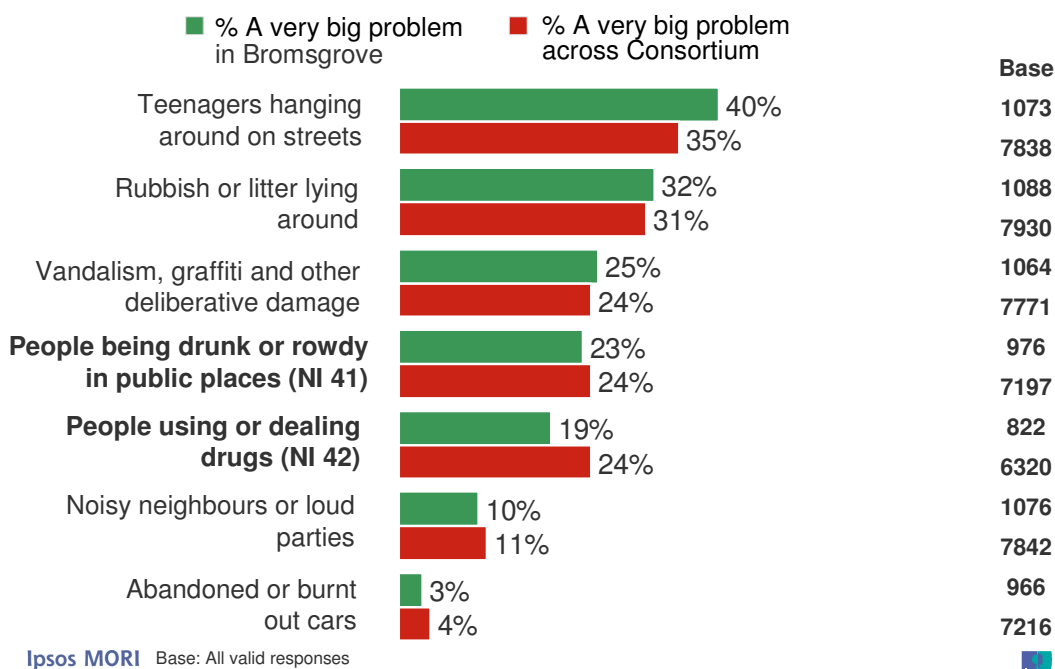
Ipsos MORI

Base: All valid responses 2008/09 (976). * National figures based on British Crime Survey, a continuous survey of adults in England and Wales. Findings based on 46,983 face-to-face interviews conducted between April 2007 and March 2008. Figures only available for 'problem'.



Residents' concerns with ASB are broadly in line with those across the consortium, although, as mentioned, Bromsgrove performs better than average for concerns about drug use.

A comparison between anti-social behaviour in Bromsgrove District Council and Consortium



Perceptions of ASB – demographic and attitudinal analysis

Men are much more likely than women to see teenagers on streets (45% versus 34%), litter (36% versus 29%) and noisy neighbours or parties (13% versus 7%) as problems locally. Those who rent socially are generally the most concerned about the various types of ASB, most noticeably drunken behaviour (50%, compared to 23% overall) and drugs (39%, compared to 19% overall).¹²

Looking at age differences, young people are often more concerned than average about some aspects of ASB, including teenagers on the streets (a problem for 54% of 18-34 year olds), noisy neighbours or parties (22%). Conversely, concerns about rubbish and litter are greatest among older people (39% of those aged 65 and over).

¹² Indicative finding: effective base sizes are under 100.

Crime and the local community

In order to test how well local policing teams, and other local public sector agencies, are dealing with crime and anti-social behaviour in the eyes of local people, and how well they are engaging with the public about these matters, two new questions have been included in the Place Survey to help inform two national indicators (NI21 and 27).¹³

As the chart below highlights, the NI score for Bromsgrove on understanding people's concerns on crime and ASB (NI 27) is 29.3%. Nevertheless, a higher proportion of residents (31%) disagree with this, meaning that on balance residents do not feel that local public services understand their concerns.

The NI score on dealing with people's concerns on crime and ASB (NI 21) is 27.8%. One in five (22%) disagree that public services successfully deal with these issues.

Women tend to be more positive than men about public services both seeking people's views (32% agree, versus 26% of men) and dealing with people's concerns (31% versus 25%). Older people are the least negative age group – just 19% of those aged 65 and over disagree that public services in Bromsgrove seek their views, and just 16% disagree that their concerns are successfully dealt with. By contrast, young people particularly disagree that local public services seek their views (41% of 18-34 year olds), closely followed by those aged 55-64 (37%).

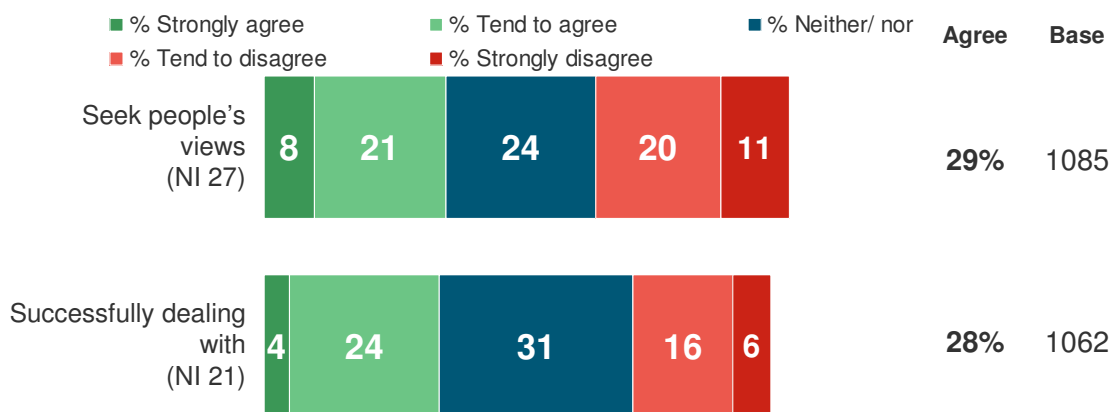
The belief that public services seek people's views shows strong correlation with feeling able to influence local decisions (52% of those who feel this agree) and getting value for money from the council (51% of this group agree). The same attitudes are strongly associated with successfully tackling crime and ASB – 55% of those who think the council provides value for money and 51% of those who feel able to influence decisions also agree crime and ASB are successfully dealt with.

The perceptions that public services consult people on crime and ASB, and that they are successfully dealing with these issues are themselves highly correlated – 67% of those who think public services deal with their concerns also agree that services seek people's views.

¹³ Scores for NI 21 and NI 27 are calculated as the proportion of respondents who strongly agree/tend to agree, including don't know responses in the base.

Understanding and dealing with local concerns about crime and ASB (NI 27 and 21)

- Q How much would you agree or disagree that the police and other local public services seek people's views about these issues in your local area?
- Q And how much do you agree or disagree that the police and other public services are successfully dealing with these issues in your local area?



Ipsos MORI Base: All valid responses. Note: 'don't knows' are **included** in the base calculations.



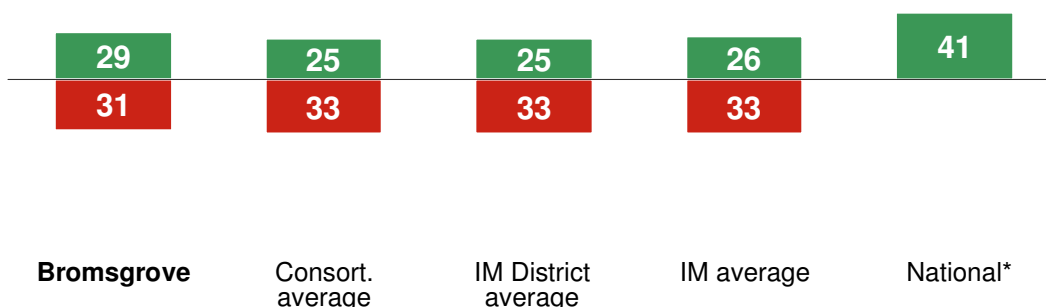
Bromsgrove fares slightly better at understanding local concerns on crime and ASB (NI 27) than Worcestershire overall (29% versus 25%), and compared to the Ipsos MORI District average (25%). On dealing with these concerns (NI 21), Bromsgrove is in line with the consortium and District averages (both 26%). Both scores are below the national figures (41% and 45% respectively¹⁴).

¹⁴ The national comparator is taken from a face-to-face rather than postal, self-completion survey meaning comparisons are indicative only. Results are available for 'agree' only.

Understanding local concerns about crime and ASB (NI 27): Contextual data

Q How much would you agree or disagree that the police and other local public services seek people's views about these issues in your local area?

■ % Agree ■ % Disagree

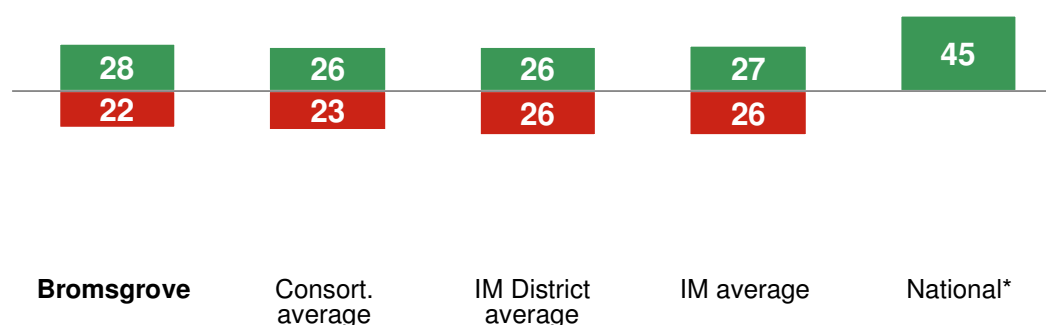


Ipsos MORI Base: All valid responses (1085). * National figures based on British Crime Survey, a continuous survey of adults in England and Wales. Findings based on 46,983 face-to-face interviews conducted between April 2007 and March 2008. Please note: this question was introduced mid-way through the 2007/08 wave. Ipsos

Dealing with local concerns about crime and ASB (NI 21): Contextual data

Q And how much do you agree or disagree that the police and other public services are successfully dealing with these issues in your local area?

■ % Agree ■ % Disagree



Ipsos MORI Base: All valid responses (1062). * National figures based on British Crime Survey, a continuous survey of adults in England and Wales. Findings based on 46,983 face-to-face interviews conducted between April 2007 and March 2008. Please note: this question was introduced mid-way through the 2007/08 wave. Ipsos

3. Community cohesion

The Place Survey has been designed to include a range of questions which measure the degree of community cohesion, belonging, respect and consideration for others.

People from different backgrounds getting along

A recognised way of measuring community cohesion is by asking about the degree to which people agree that their local area is one where people from different backgrounds get on well together (NI 1).

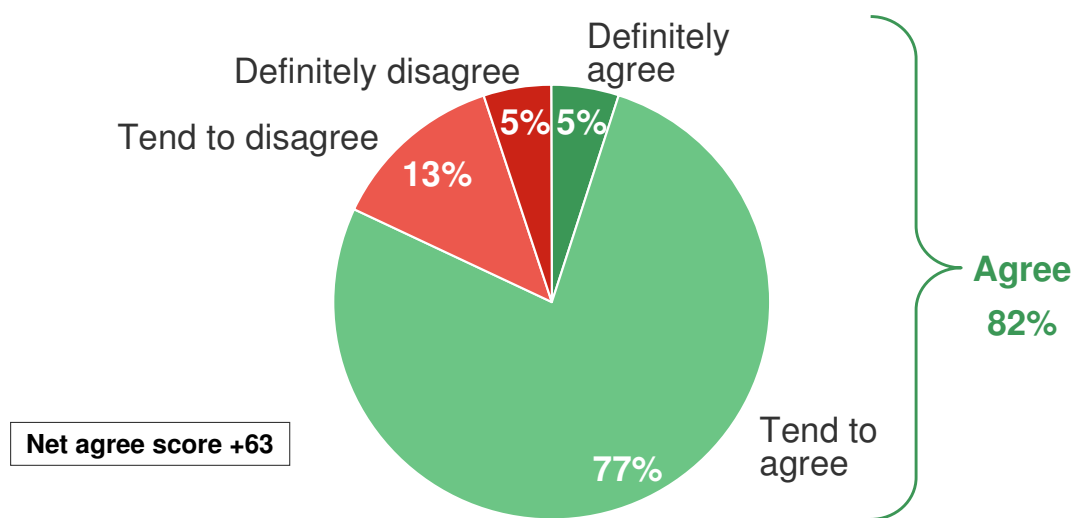
The Citizenship Survey, for one, has been tracking this issue at the national level, or some time (although this uses a face-to-face methodology) on behalf of the Home Office and CLG, and the question has also been asked on a previous wave of the BVPI survey.

Roughly eight in ten residents agree that people from different backgrounds get on well together in Redditch, giving a NI 1 score of 81.6%. One in five (18%) disagree.

As noted in the *About the local area* chapter of this report, community cohesion is strongly linked to satisfaction with the local area – 87% of those satisfied agree that people from different backgrounds get along, while just 45% of those dissatisfied agree.

Whether people from different backgrounds get on well together (NI 1)

Q To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



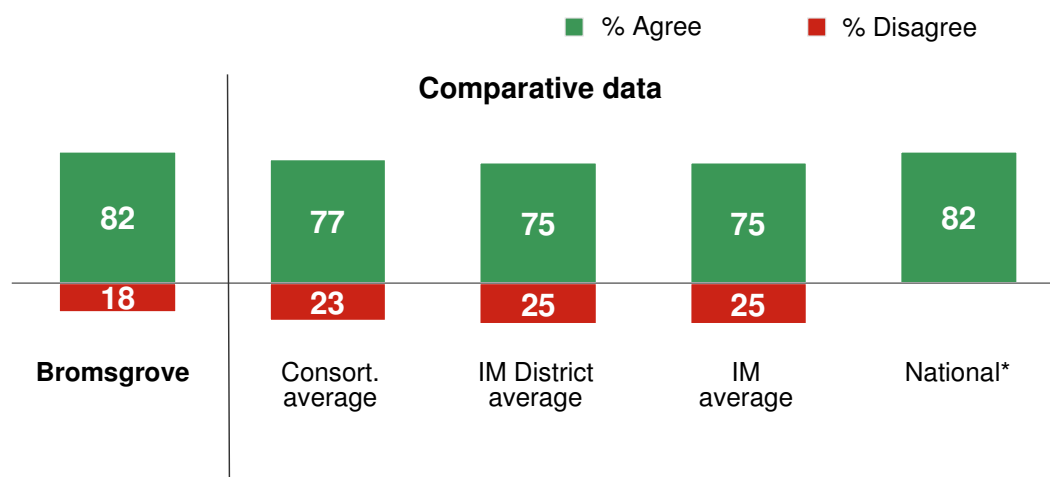
Ipsos MORI Base: All valid responses (722)



Looking at the chart below, we can see that Bromsgrove's performance for NI 1 is significantly above both the consortium average (77%) and the Ipsos MORI District average (75%).

Different backgrounds getting on well (NI 1): Comparative data

Q To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



Ipsos MORI Base: All valid responses (722). *National figures based on Citizenship Survey 2007/08, face to face survey of 8,804 adults in England, April 07 – March 08



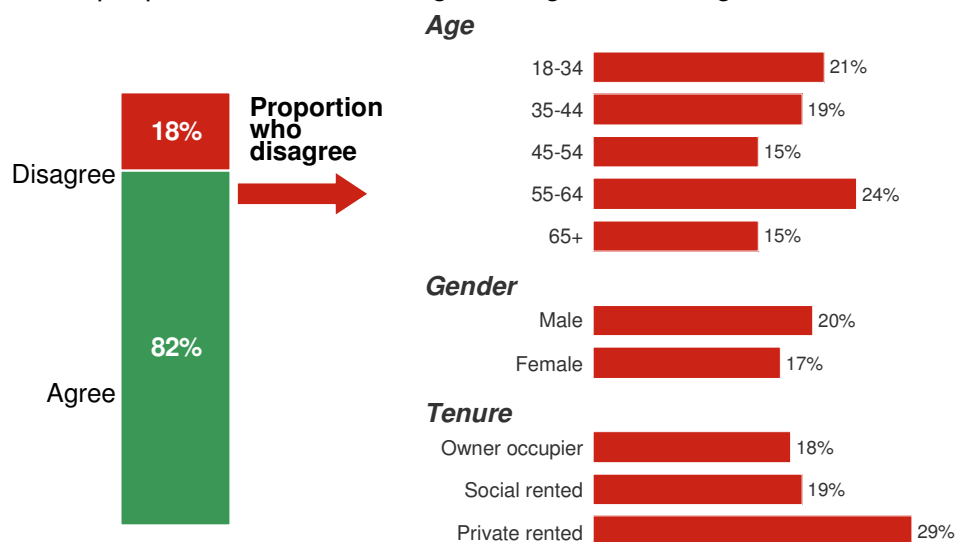
Perceptions of community cohesion – demographic analysis

The latest national picture¹⁵ shows us that there was no difference between men and women in their perceptions of cohesion in 2007/08 and no change in men or women's perceptions since 2003. But, older people are more likely than younger people to think that their local area is cohesive. Cohesion is highest among those aged 75 or over (91%) and lowest among those aged 16-24 years (76%).

As the following chart illustrates, Bromsgrove differs somewhat from this national picture, with cohesion lowest among 55-64 year olds (24% disagree). Other than this, there are no significant demographic differences.

Whether people from different backgrounds get on well together (NI 1): Subgroup Analysis

Q To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



Ipsos MORI Base: All disagree (133)



Belonging to neighbourhood

As a way of measuring cohesiveness in the local area (NI 2), the Place Survey also asked residents about the degree to which they feel they belong to their neighbourhood (NI2).

Six in ten residents in Bromsgrove have a strong sense of belonging to their neighbourhood, giving an NI score of 61.4% (NI 2), which is in line with Worcestershire overall (62%). 39% do not feel a strong sense of belonging.

¹⁵ Citizenship Survey 2007/08

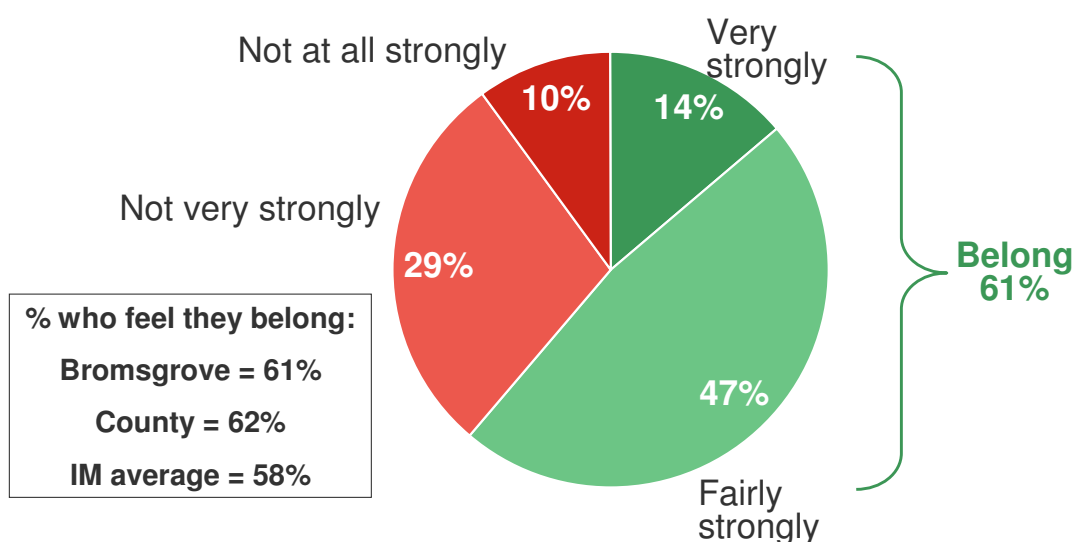
In general, this attachment to the neighbourhood rises with age – 74% of those aged 65 and over feel they belong, while just 48% of 18-34 year olds feel this.

How residents feel about local public services appear to impact heavily on this aspect of cohesiveness. Residents most likely to have a strong sense of belonging to their neighbourhood tend to think local public services act on residents' concerns (79% feel they belong), that the council provides value for money (77% feel they belong) and tend to be those that feel informed about public services (76% feel they belong).

People who volunteer through a group or organisation are also more likely than average to feel they belong (72%).

Belonging to neighbourhood (NI 2)

Q How strongly do you feel you belong to your immediate neighbourhood?



Ipsos MORI Base: All valid responses (1093)



Respect and consideration

As part of its stance on community cohesion, local authorities and their partners are encouraged to take action to promote strong communities with shared values where local people treat one another with respect and consideration (NI 23). Accordingly, residents were asked about how much of a problem they think there is with people not treating each other with respect and consideration.

The percentage of residents in Bromsgrove who view people not treating each other with respect and consideration as a problem is 25.6%; this figure is your score for this

national indicator (NI 23). Almost three quarters (74%) do not consider this a big problem.

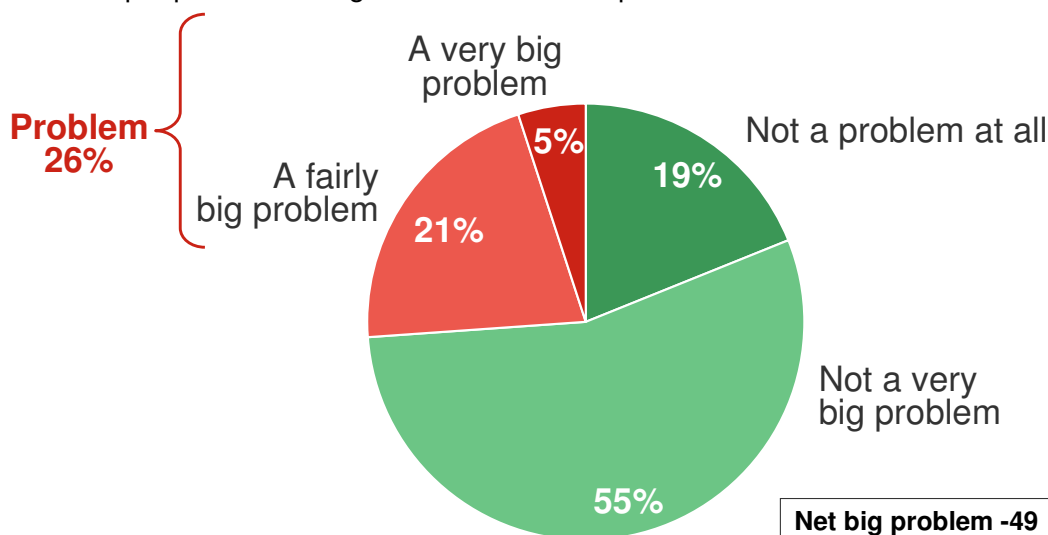
The types of people most likely to see lack of respect and consideration as a big problem locally are young people (41% of those aged 18-34), those who rent socially (38%¹⁶) and men (30%).

Whether people feel respect and consideration for others is a problem locally appears to impact greatly on their satisfaction with the area – 67% of those dissatisfied see respect and consideration as a big problem. Those who think it is a problem are also less likely to think people from different backgrounds get on well (53% with this view see it as a problem) and tend to disagree that local public services deal successfully with crime and ASB (50% who disagree see it as a problem).

Not being treated with respect by local public services is a possible driver for seeing lack of respect and consideration as a problem locally. Of those who think they are not personally treated with respect by public services, 53% think it is a problem generally.

People being treated with respect and consideration (NI 23)

Q In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration?



Ipsos MORI Base: All valid responses (1023)

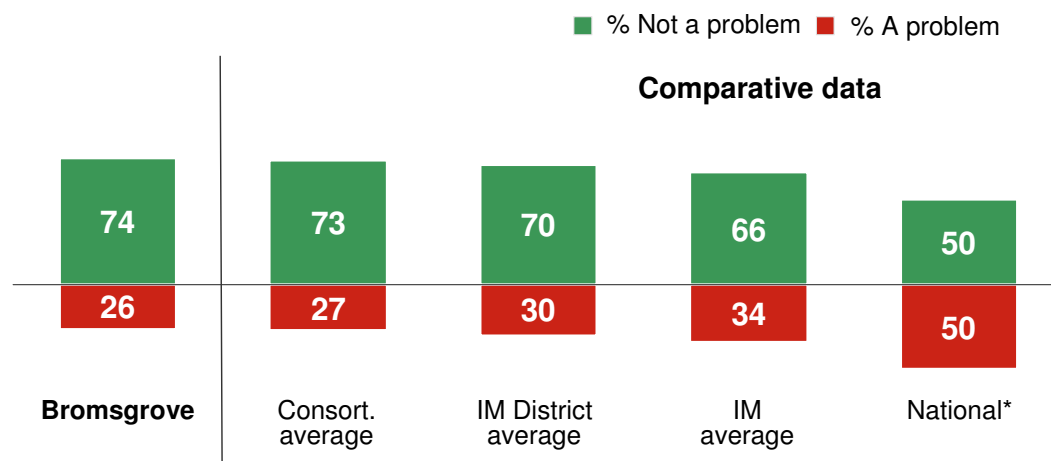


Looking at the chart below, Bromsgrove' performance on this national indicator is in line with Worcestershire overall (27%), and compares favourably to the average for all Districts surveyed by Ipsos MORI (30%).

¹⁶ Indicative finding: low base (75).

People being treated with respect and consideration (NI 23): Comparative data

Q In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration?



Ipsos MORI

Base: All valid responses (1023). *National figures based on Citizenship Survey 2007/08, face to face survey of 8,804 adults in England, April 07 – March 08



Parents taking responsibility

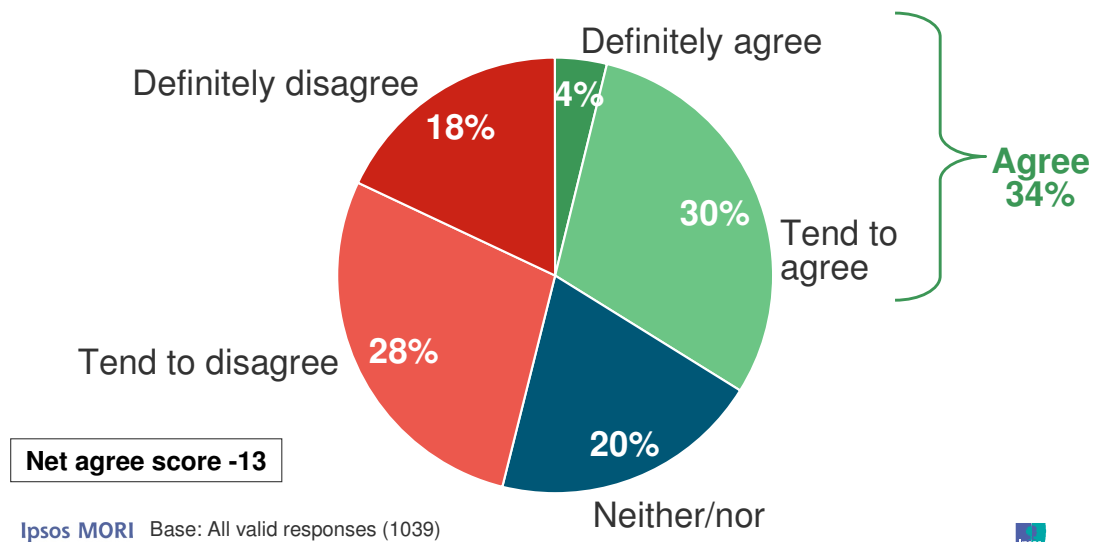
Local authorities and their partners are being encouraged to use a range of tools to encourage and support effective parenting and to take action to ensure that parents are held responsible where their children behave in an unacceptable manner (NI 22). As such, the Place Survey asked residents about the degree to which they agree or disagree that parents take enough responsibility for the behaviour of their children in the local area.

Just over three in ten think that parents take enough responsibility for their children's behaviour, giving Bromsgrove a NI 22 score of 33.5%. However, 47% disagree that parents take enough responsibility, with almost one fifth (18%) definitely disagreeing. Men and those in full-time work are more likely than average to disagree (52% of each disagree), while those aged 35-44 are most likely to agree (45%).

Disagreeing that parents take enough responsibility correlates with concerns about community safety, such as the perception that public services are not dealing with ASB successfully (73% who think this disagree) and feeling unsafe at night (65% disagree).

Parents taking responsibility (NI 22)

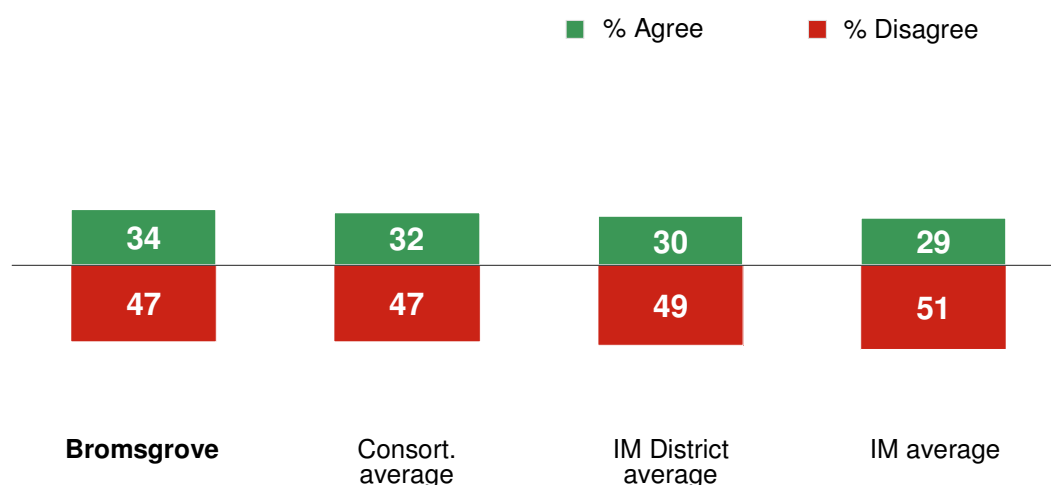
Q To what extent do you agree or disagree that in your local area, parents take enough responsibility for the behaviour of their children?



As the chart below illustrates, Bromsgrove's score for NI 22 is close to that of Worcestershire overall (32%) and is better than the Ipsos MORI District and overall comparators (30% and 29% respectively).

Parents taking responsibility (NI 22): Comparative data

Q To what extent do you agree or disagree that in your local area, parents take enough responsibility for the behaviour of their children?



Ipsos MORI Base: All valid responses (1039)



4. Helping out and getting involved

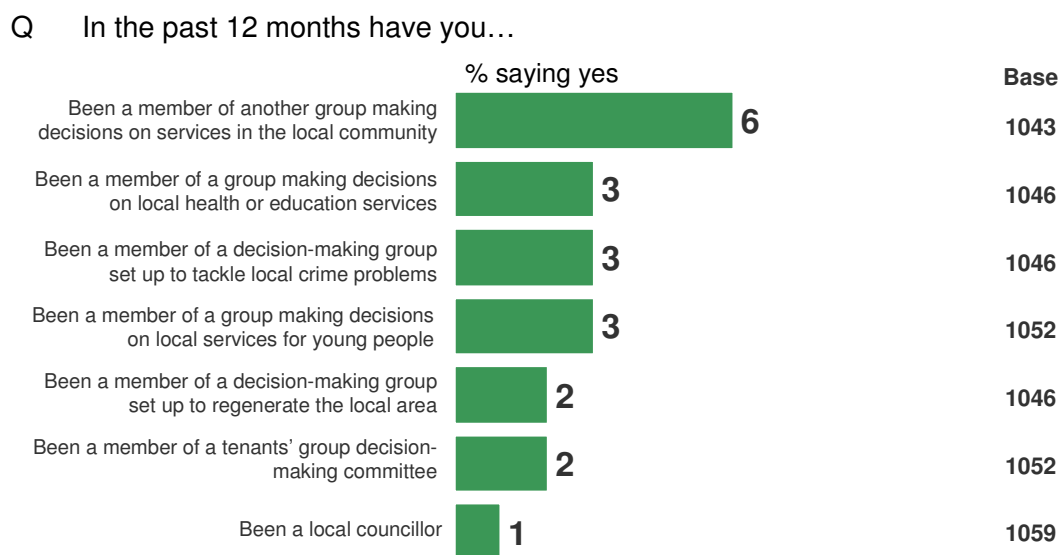
Helping out in the local community through activities like volunteering, is one sign of a strong, active community. As such, civic participation and participation in regular volunteering form two of the new national indicators (NI 3 and 6), and are both measured through the Place Survey.

Civic participation

Local authorities want to better engage the more disadvantaged groups (such as women and those from ethnic or religious minority groups) in civic participation, as a means of encouraging a more empowered and inclusive society.

A minority of residents participate in local decision making, as the following chart demonstrates. Bromsgrove's overall civic participation score (NI 3) – the percentage of people who take part in at least one of any of the activities listed in the last 12 months – is 15.8%.

Those who have participated in local area (NI 3)



Overall civic participation* 15.8%

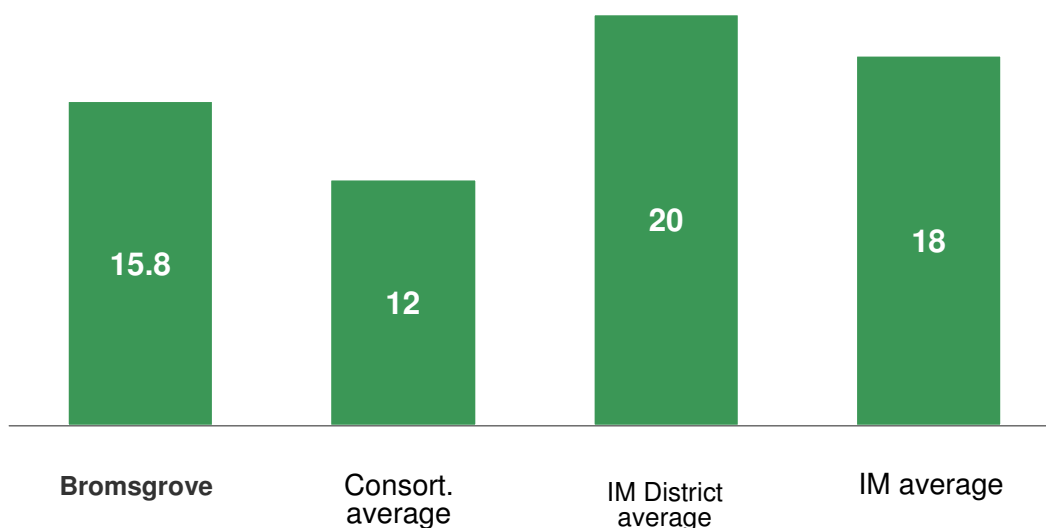
Ipsos MORI Base: All valid responses. *Civic participation (NI3) is % of respondents who take part in at least one of any of the activities in last 12 months



Although Bromsgrove outperforms the Worcestershire average (12%) on civic participation, it remains lower than the average for all Districts surveyed by Ipsos MORI (20%).

Civic participation (NI 3): Comparative data

% of residents who have taken part in at least one of any of the activities that affect the local area in last 12 months



Ipsos MORI Base: All valid responses (1059)



Participation in regular volunteering

Volunteering is seen by government to have a key part to play in terms of promoting sustainable communities. There are clear links between increasing volunteering and a range of policies aimed at encouraging engagement of citizens in public services and policy, for example, as outlined in *Together We Can*¹⁷.

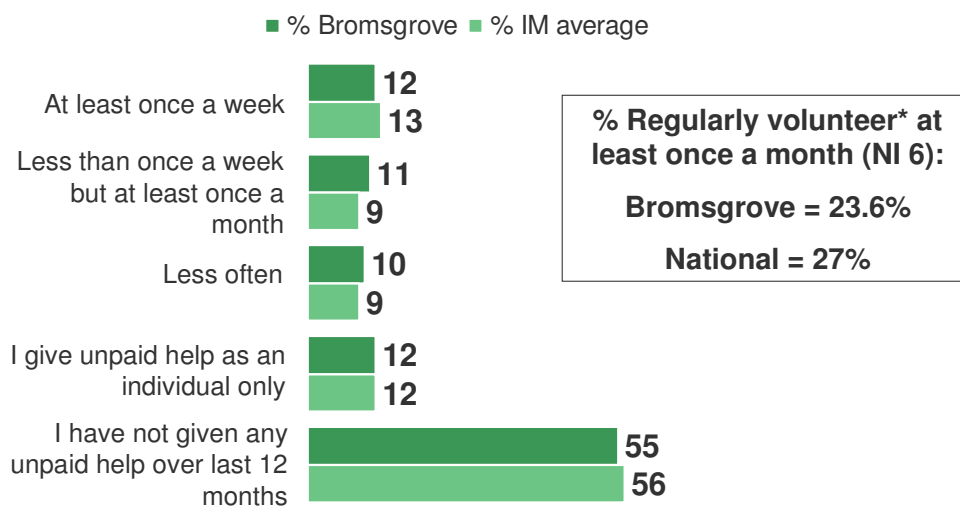
Regular volunteering is defined as taking part in formal volunteering at least once a month in the 12 months before the survey. It involves giving unpaid help through groups, clubs or organisations which support social, environmental, cultural or sporting objectives.

¹⁷ *Together We Can* is the government campaign to bring government and people closer together, encouraging public bodies to do more to enable people to influence local decisions. It is led by CLG and is closely linked to the Local Government White Paper's aim of giving local people and local communities more influence and power to improve their lives.

Looking at the following chart, we can see that the percentage of people who volunteer at least once a month in Bromsgrove is 23.6%; this is your score for this national indicator (NI 6).

Participation in regular volunteering (NI 6)

Q Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)?



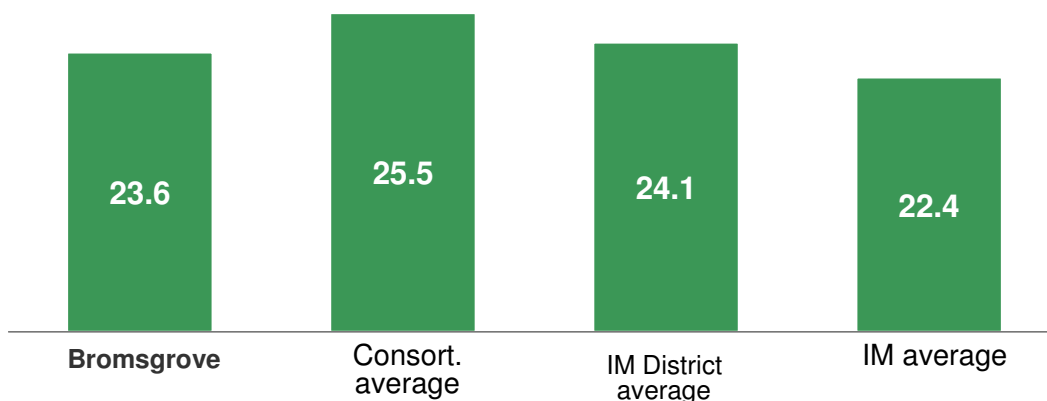
Ipsos MORI Base: All valid responses (1021). *Regular volunteering is volunteering for group, club or organisation within last month. ** National figures based on Citizenship Survey 2007/08, face to face survey of 8,804 adults in England, April 07 – March 08

There is, however, no significant difference between regular volunteering levels in Bromsgrove and the Worcestershire and Ipsos MORI District averages (25.5% and 24.1% respectively), as the chart below indicates.

Regular volunteering: Comparative data

Q Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)?

% Volunteered for groups, club or organisation within last month.



Ipsos MORI Base: All valid responses (1021).

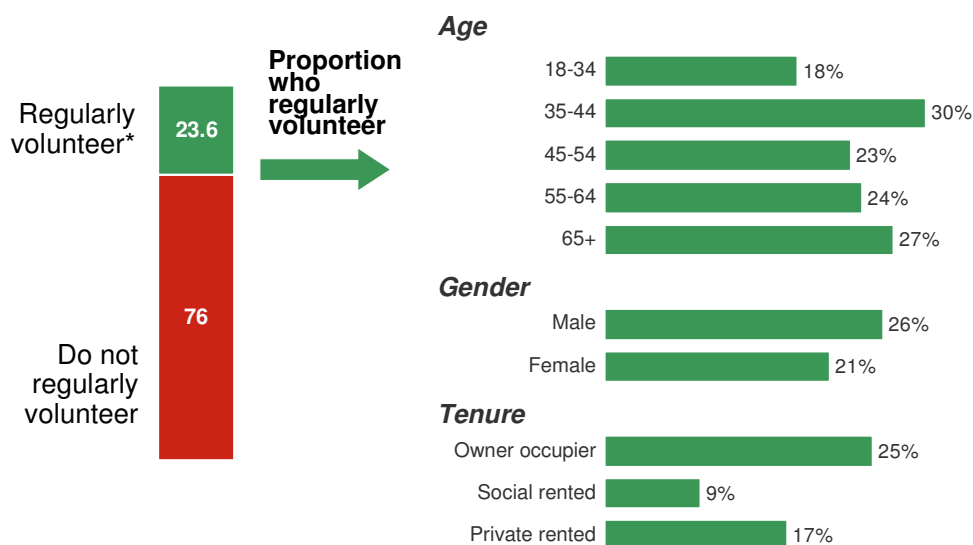


Civic participation and volunteering – demographic and attitudinal analysis

Regular volunteers are slightly more likely than average to be those who are not in full-time work (26% of whom volunteer, compared to 23.6% overall) and are likely to be owner-occupiers (25% volunteer, compared to 9% of those who rent socially).

Regular volunteering: Subgroup analysis

Q Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)?



Ipsos MORI Base: All who regularly volunteer (244). *Regular volunteering is volunteering for group, club or organisation within last month



Volunteers tend to be the residents who want more involvement in local decision-making (28% who feel this volunteer regularly). They also tend to feel a greater sense of belonging to their neighbourhood (28% volunteer). Less positively, regular volunteers are also more likely to be dissatisfied with the council (29% volunteer).

5. Local decision-making

The Place Survey measures how well local authorities and their partners engage with local residents in the community, and the degree to which local residents believe they are able to influence decisions (NI 4).

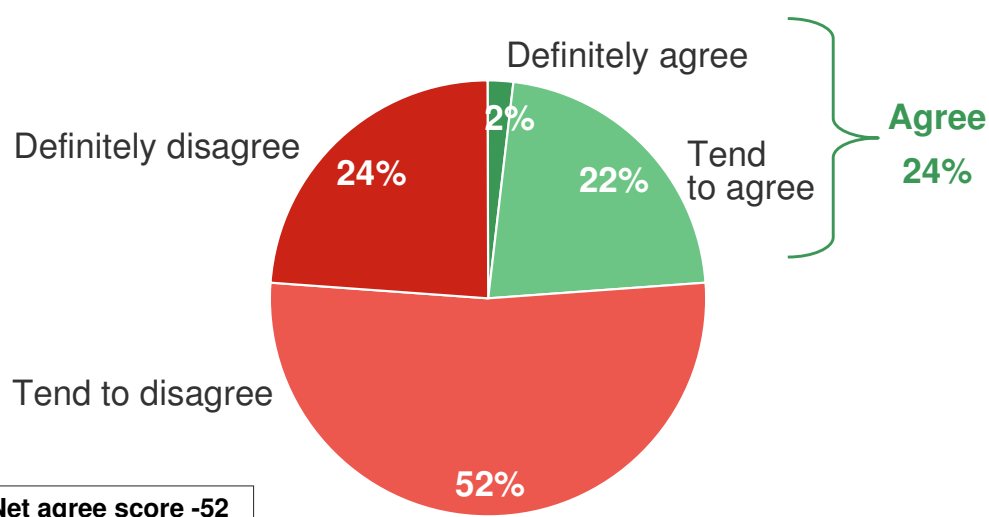
Bromsgrove's score for NI 4 – the percentage of residents who agree they can influence decisions in the local area – is 24.0%. Three quarters (76%) disagree that they can influence local decisions.

Although feeling able to influence decisions locally correlates slightly with being satisfied with the local area, even the majority of those satisfied (71%) do not think this. This reflects previous BVPI analysis by Ipsos MORI, which shows that the degree to which people feel they can influence decisions has little impact on overall satisfaction.

Agreement is however associated very strongly with getting value for money from the council (51% of those who think the council provides value for money agree), feeling that local public services act on residents' concerns (48% agree) and being satisfied with the council overall (45% agree).

Influencing decisions (NI 4)

Q Do you agree or disagree that you can influence decisions affecting your local area?



Ipsos MORI Base: All valid responses (966)

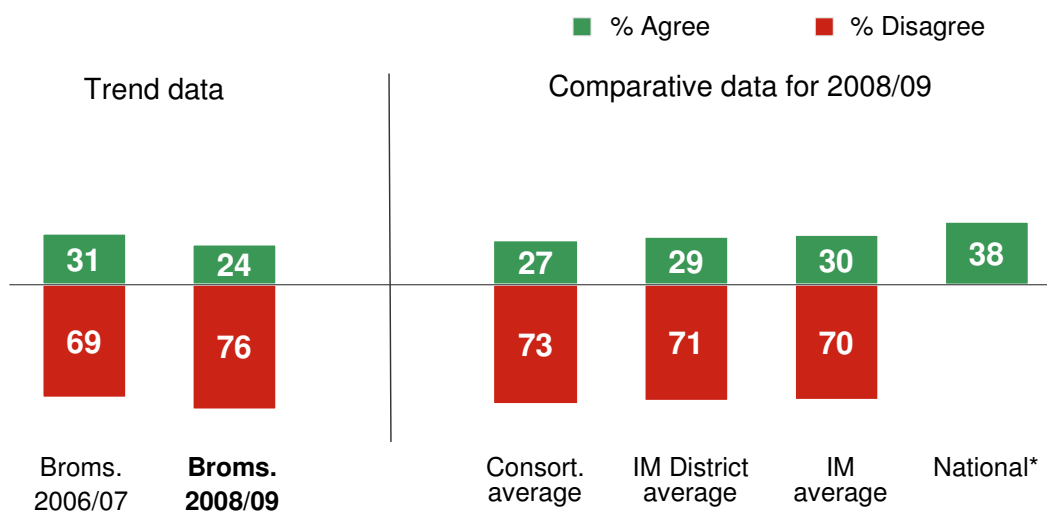


In terms of residents feeling they can influence decisions made locally (NI 4), Bromsgrove's performance has declined by seven percentage points since 2006/07. In

addition, the District performs slightly worse than Worcestershire overall (24% versus 27%) and against the wider comparators.

Influencing decisions (NI 4): Contextual data

Q Do you agree or disagree that you can influence decisions affecting your local area?



Ipsos MORI Base: All valid responses 2008/09 (966). *National figures based on Citizenship Survey 2007/08, face to face survey of 8,804 adults in England, April 07 – March 08

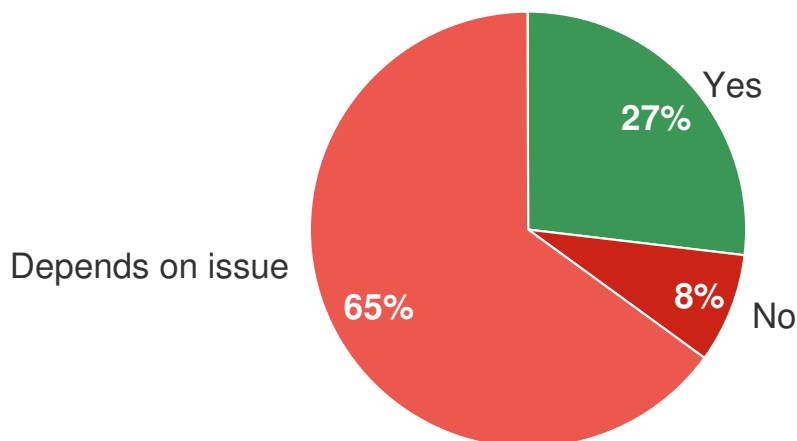


As shown in the following chart, a quarter of residents (27%) want greater involvement in local decision-making, while a further two thirds (65%) would want more involvement on certain issues. Just 8% do not want any involvement at all.

Those who most want to be involved to a greater extent are those that do not feel they are treated with respect by local public services (47% say yes) and those dissatisfied with the council (38% say yes). Residents who want greater involvement are also most likely to be those that are already involved in groups making decisions about the local area (37% of those currently involved say yes).

Getting more involved

Q Generally speaking, would you like to be more involved in the decisions that affect your local area?



Ipsos MORI Base: All valid responses (1076)



Looking at the chart below, we can see that residents' desire to get involved has increased by seven percentage points over the past year, putting it in line with the Worcestershire average (26%) and wider comparators.

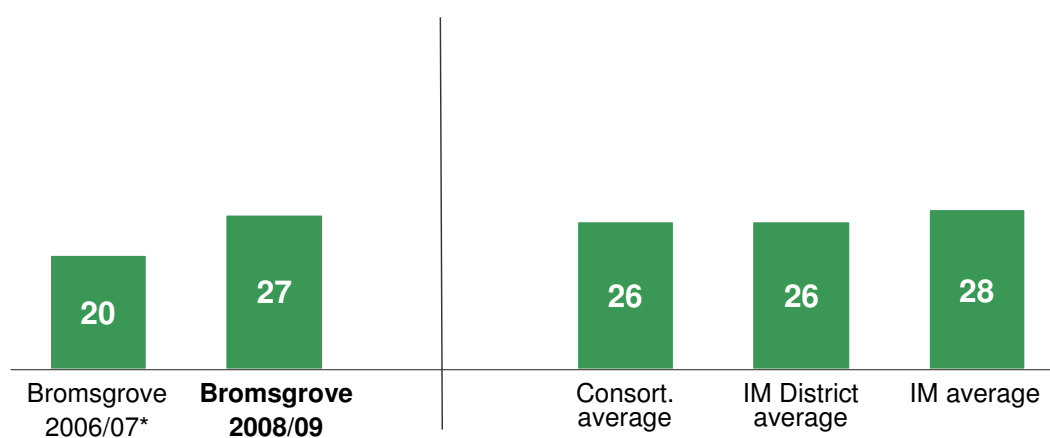
Getting more involved: Contextual data

Q Generally speaking, would you like to be more involved in the decisions that affect your local area?

% saying they want to get more involved

Trend data

Comparative data for 2008/09



Ipsos MORI Base: All valid responses 2008/09 (1076). *Note wording for 2006/07 BVPI question '... more involved in decisions your Council makes that affect your local area'

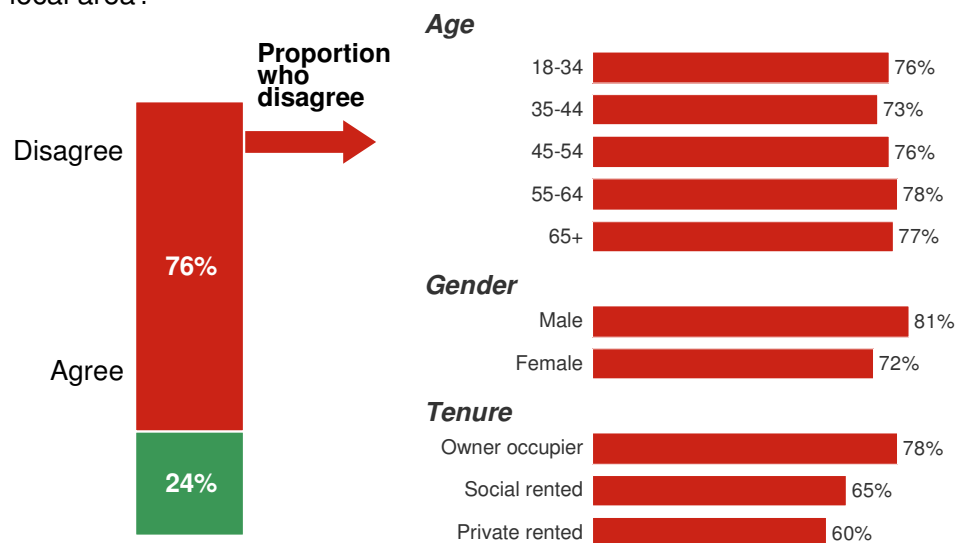


Local decision-making – demographic analysis

The demographic groups that are most likely to disagree they can influence local decisions are men (81%), those with a disability (80%) and those who own their accommodation (78%).

Unable to influence decisions: Subgroup analysis

Q Do you agree or disagree that you can influence decisions affecting your local area?



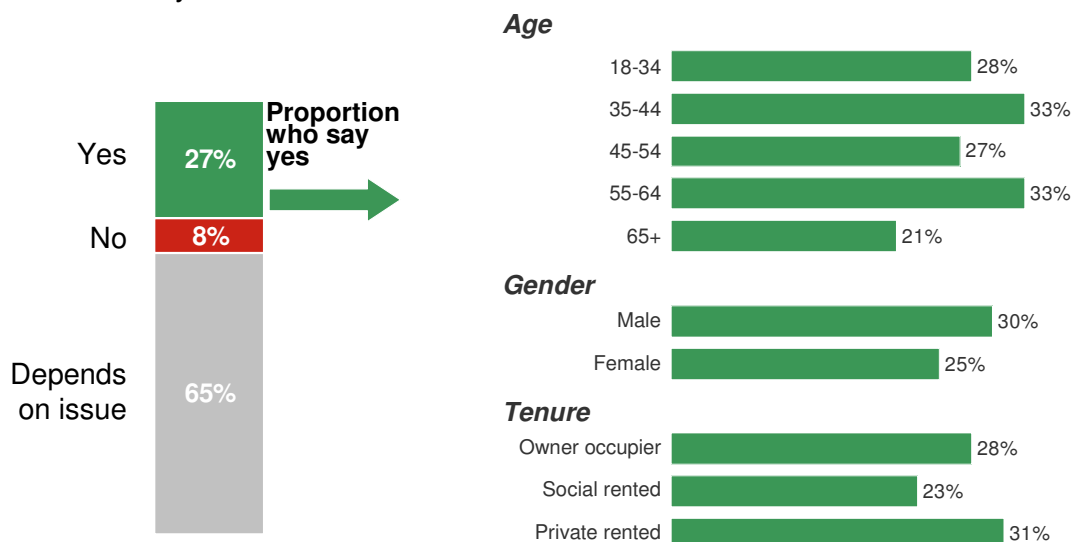
Ipsos MORI Base: All disagree (727)



Those aged 35-44 are more likely than average to want greater involvement in local decision-making (33%, compared to 27% overall), as are those in full-time work (33%), who tend to be under 65. There are no other significant differences between demographic groups.

Which residents want to be involved?

Q Generally speaking, would you like to be more involved in the decisions that affect your local area?



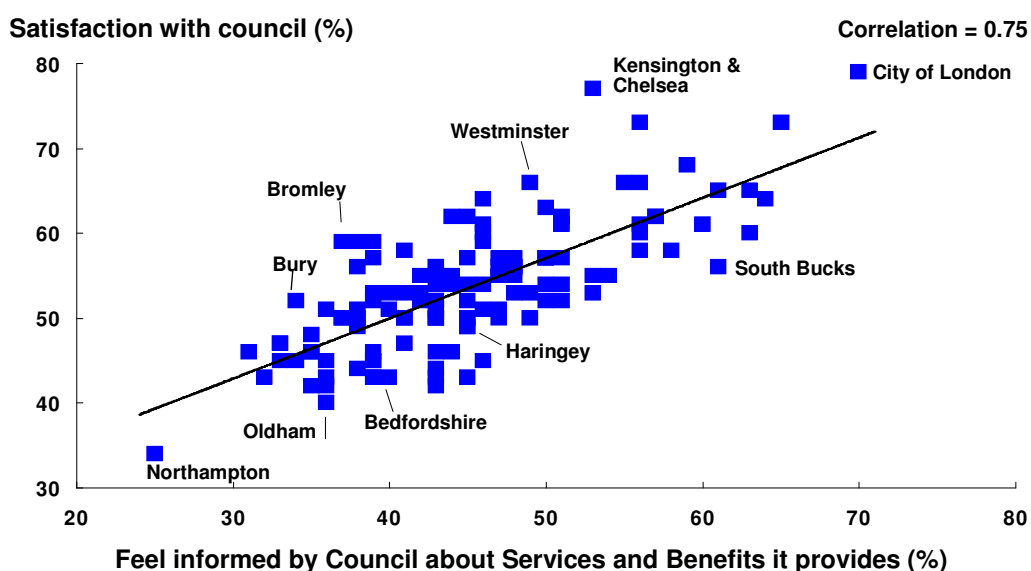
Ipsos MORI Base: All who would like to be more involved (286)



6. Information provision

Good information and communication are important elements of service delivery. For decades, a key finding in all of Ipsos MORI's work has been that councils which do better at keeping people informed about services tend to be better regarded, as the following chart illustrates:

Satisfaction and Feeling Informed



Base: BVPI 2006 (130 Single, Upper Tier and District Ipsos MORI client authorities)

Source: Ipsos MORI

Being kept informed

Residents were asked for their overall views about how well informed they feel about local public services overall.

Looking at the chart below, we can see that a minority (31%) feel well informed about public services overall, while seven in ten (69%) do not feel well informed. One in four (25%) do not feel well informed at all.

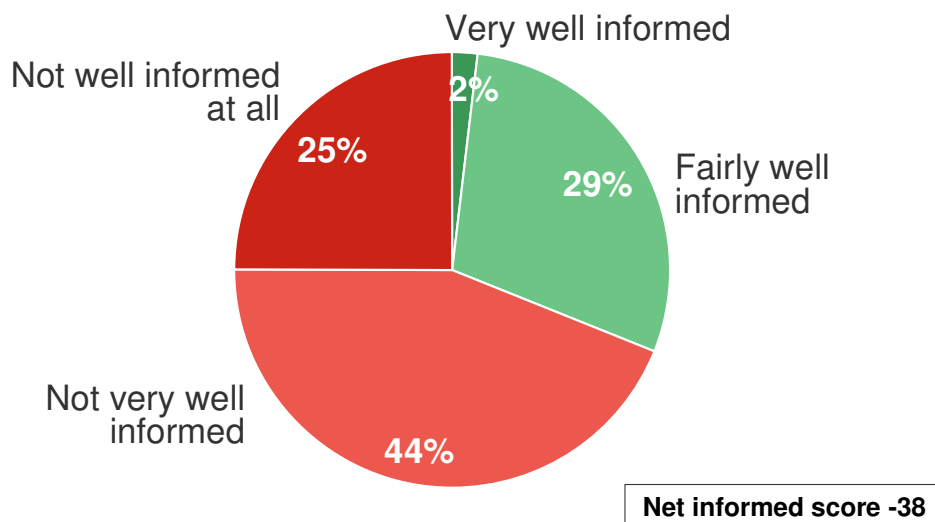
Older people tend to feel slightly better informed than average – 36% of those aged 65 and over say they feel well informed.

As stated earlier in this report, residents feeling informed appears to impact positively on their attitudes to various aspects of the local area and local public services in Bromsgrove, such as their perceptions of crime and safety. In addition, feeling informed is strongly correlated with thinking the council provides value for money (62%

who think this feel informed) and satisfaction with the council overall (55% of those satisfied feel informed). This is despite the Place Survey no longer asking how informed people feel about the council (as with the BVPI survey), but about public services generally.

Being kept informed

Q Overall, how well informed do you feel about local public services?



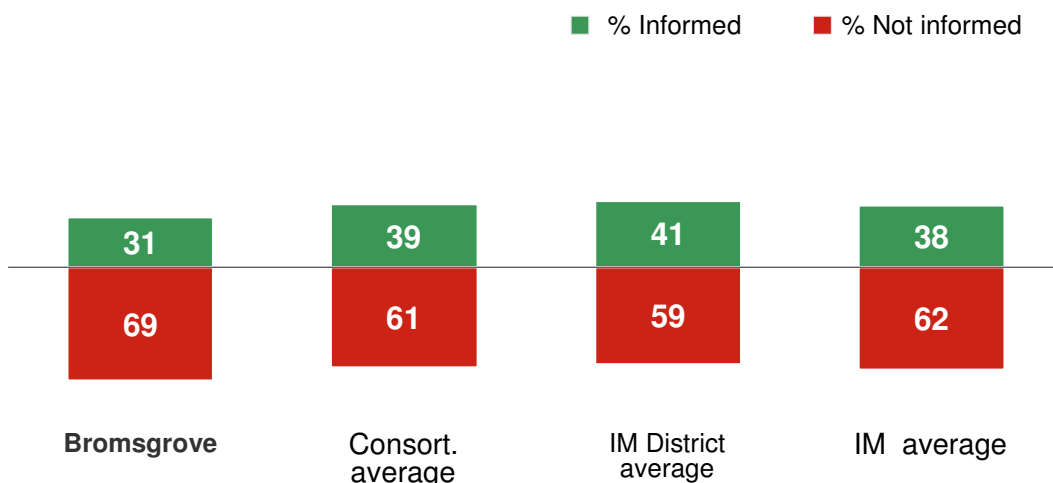
Ipsos MORI Base: All valid responses (1045)



Bromsgrove residents feel less informed than the average Worcestershire resident (31% versus 39%), as the following chart highlights. Bromsgrove also underperforms compared to the wider Ipsos MORI averages.

Being kept informed: Comparative data

Q Overall, how well informed do you feel about local public services?



Ipsos MORI Base: All valid responses (1045)



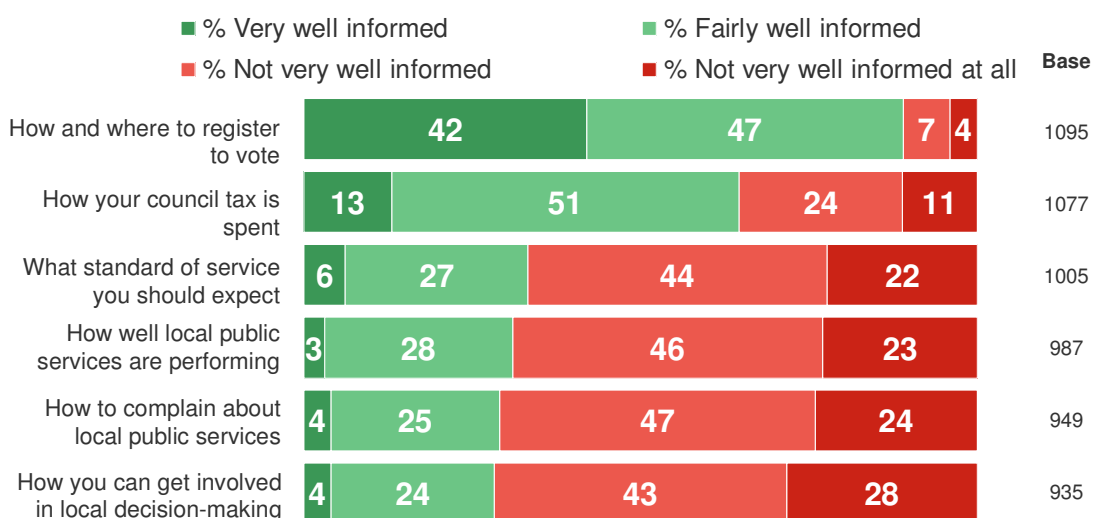
As well as being asked about how informed overall they feel, residents were asked about how well informed they feel about some other specific issues.

From the following chart we can see that the majority are aware of operational information, such as how and where to vote (89%) and how council tax is spent (65%), but far fewer feel informed about aspects of performance or engagement. Those who want more involvement in local decision-making are somewhat less likely than average to know how to do this (75% not informed, compared to 71% overall).

Older people tend to be more informed than average about all these aspects of local public services, while those aged 44 and under are generally least informed.

Being informed about key issues/ services

Q How well informed do you feel about each of the following?



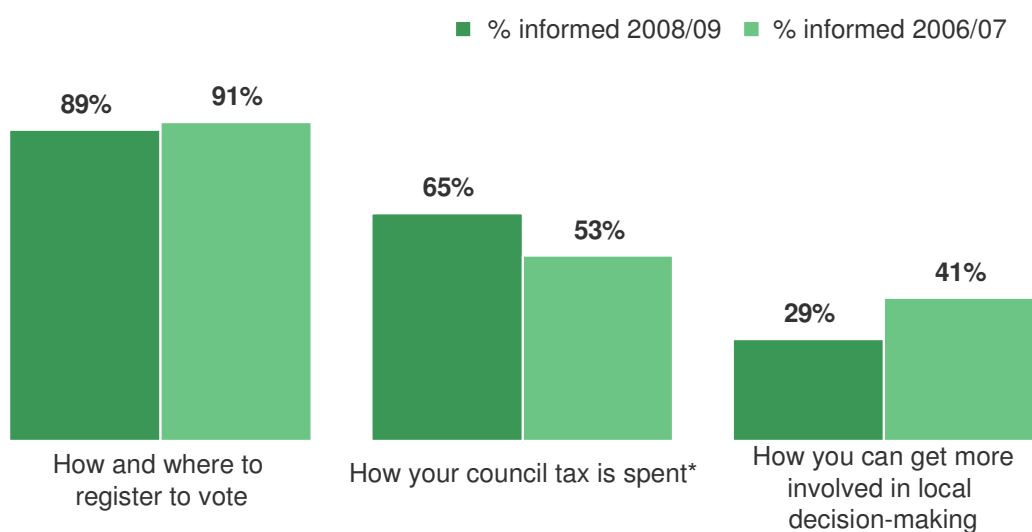
Ipsos MORI Base: All valid responses



Encouragingly, the percentage who feel informed about how their council tax is spent has increased by 12 percentage points since 2006/07. Less positively, the proportion aware of how to get more involved has fallen by 12 percentage points in the same period.

Being informed - Trend data

Q How well informed do you feel about each of the following?



*Note: 06/07 question wording was 'What the Council spends its money on'

Ipsos MORI Base: All valid responses 2008/09



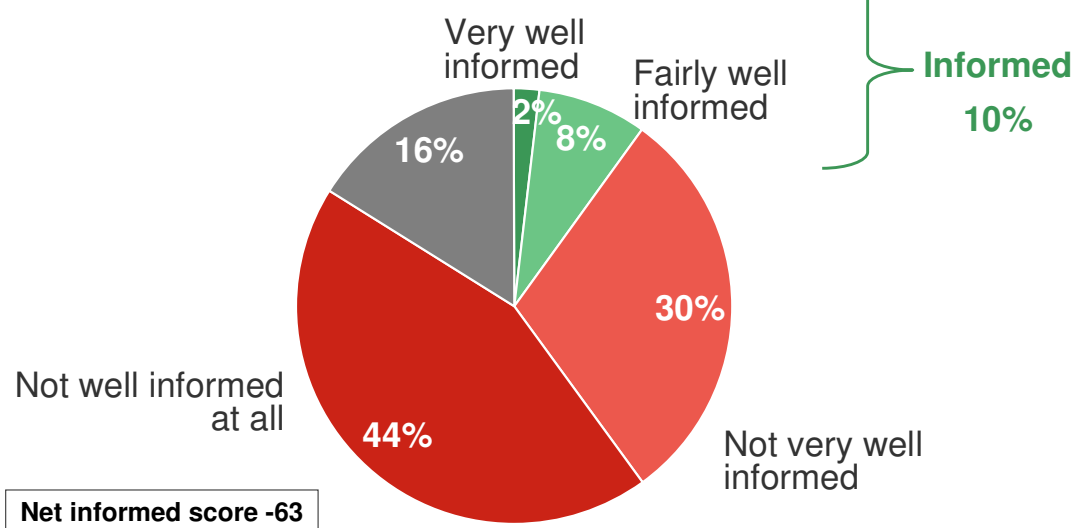
Awareness of civil protection arrangements

The Place Survey is responsible for providing information about how well informed residents are about civil protection arrangements and what they should do in the event of a large scale emergency in their local area (NI 37).

Looking at the chart below, we can see that 10.4% feel well informed about civil protection arrangements; this is Bromsgrove's score for this national indicator (NI 37). Three quarters (74%) do not feel informed, while a further 16% do not know.

What to do in event of large-scale emergency (NI 37)

Q How well informed do you feel about... what to do in the event of a large-scale emergency?



Ipsos MORI Base: All valid responses (1106). Note: 'don't knows' are included in the base calculations.

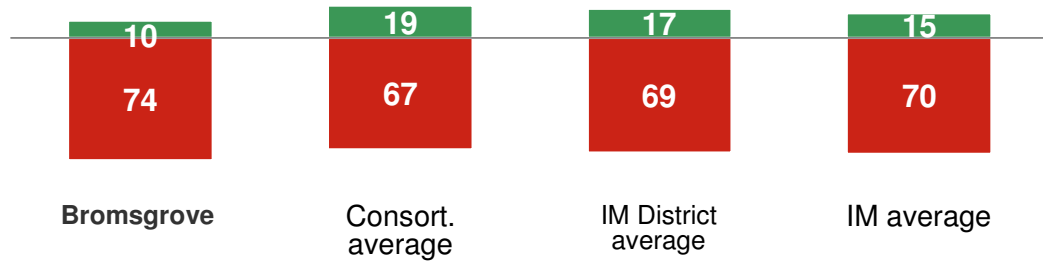


On awareness of civil protection arrangements (NI 37), Bromsgrove performs poorly compared to Worcestershire overall (10% versus 19%) and compared to the average for all Districts surveyed by Ipsos MORI (17%), as the following chart demonstrates.

What to do in event of large-scale emergency (NI 37): Comparative data

Q How well informed do you feel about... what to do in the event of a large-scale emergency?

■ % Informed ■ % Not informed



Ipsos MORI Base: All valid responses (1106). Note: 'don't knows' are included in the base calculations.



7. Health

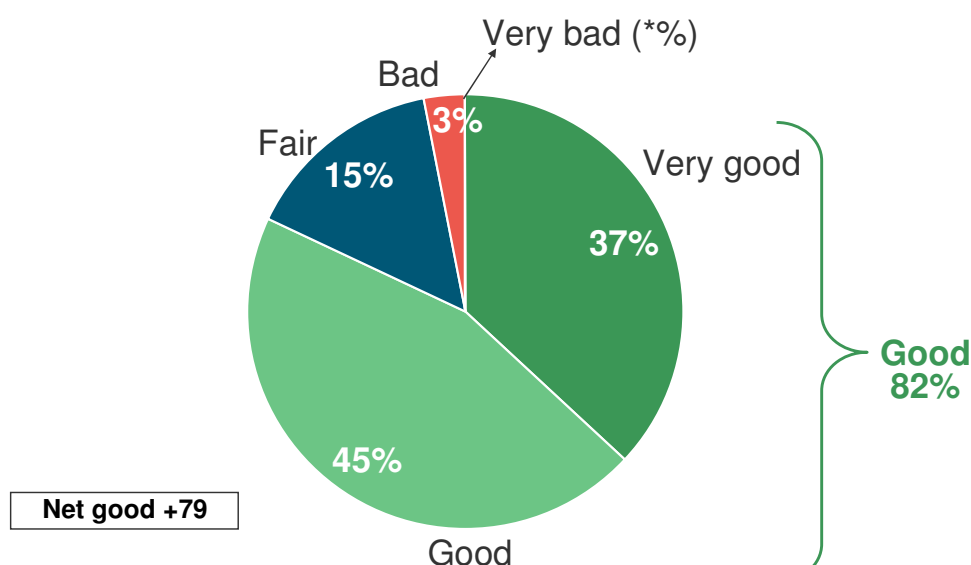
Local primary care trusts (PCTs) are jointly responsible for delivering health and well being for local is responsible for local communities with local councils and other agencies, through the Local Area Agreement and LSP. Subjective measures of health and well being are an important indicator of the general health of the population and are used to measure progress in improvements to general health and well-being in the local area.

Accordingly, residents were asked to provide a self-reported measure of their general health. As the following chart illustrates, eight in ten residents say they are in good health overall, giving Bromsgrove a NI 119 score – the percentage who report being in good or very good health – of 82.0%. Just 3% of people say their health is bad overall. Moreover, among those who do not have a long-standing disability, 95% say their health is good overall, with none saying it is bad.

Those under 55 are most likely to report being in good health overall (92% of those aged 16-54 say this). However, self-reported health drops considerably for those aged 55-64 (75%) and again for those aged 65 and over (63%). Owner-occupiers are much more likely to say they are in good health than those living in socially-rented accommodation (84% versus 57%).

Self reported health and well being (NI 119)

Q How is your health in general? Would you say it is...



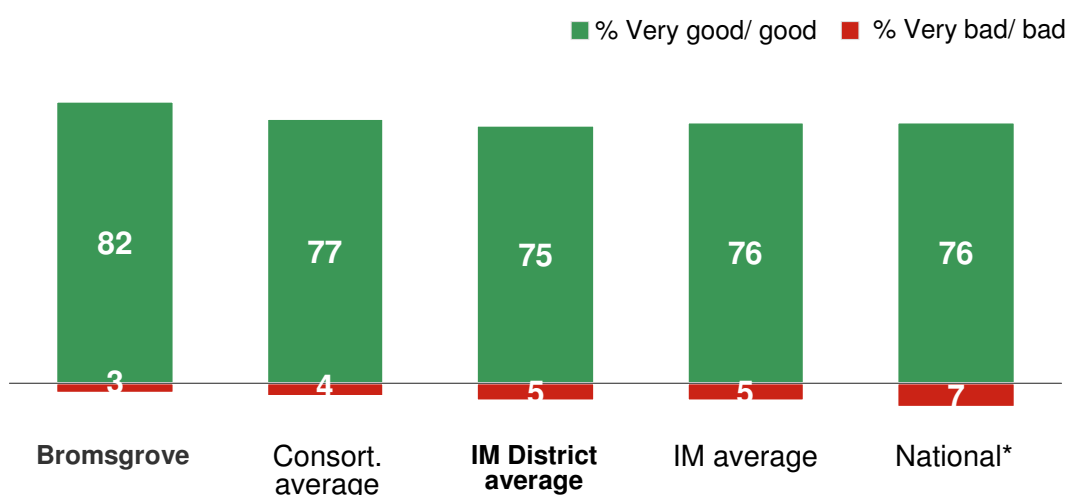
Ipsos MORI Base: All valid responses (1103)



Health and well being (NI 119) is an area in which Bromsgrove performs especially well compared to both the Worcestershire average and all the national comparators¹⁸.

Health and well being (NI 119): Contextual data

Q How is your health in general? Would you say it is...



Ipsos MORI

Base: All valid responses (1103)

* National figures based on Health Survey for England 2006 (14,157 adults in England)



¹⁸ National figures are taken from the Health Survey for England 2006. This is a face-to-face rather than postal, self-completion survey meaning comparisons are indicative only.

8. Local public services

Over the last five to ten years there has been a successful push towards greater partnership working, through the creation of local strategic partnerships (LSPs) and issue focused partnerships such as crime and disorder reduction partnerships and children's trusts. Local public sector agencies are now duty bound to ensure that they work together to deliver better outcomes for local people, with sustainable community strategies and Local Area Agreements at their heart.

As the Comprehensive Area Assessment comes into place in 2009, citizen perspectives about how well local public services – working together – are delivering on the ground will form an important element of how local public sector agency performance is measured.

As such, one of the key shifts seen with the new Place Survey is the much greater focus on residents' views about local public services as a whole; in contrast to the old BVPI Surveys, which focused primarily on the function of the council.

Views about local public services

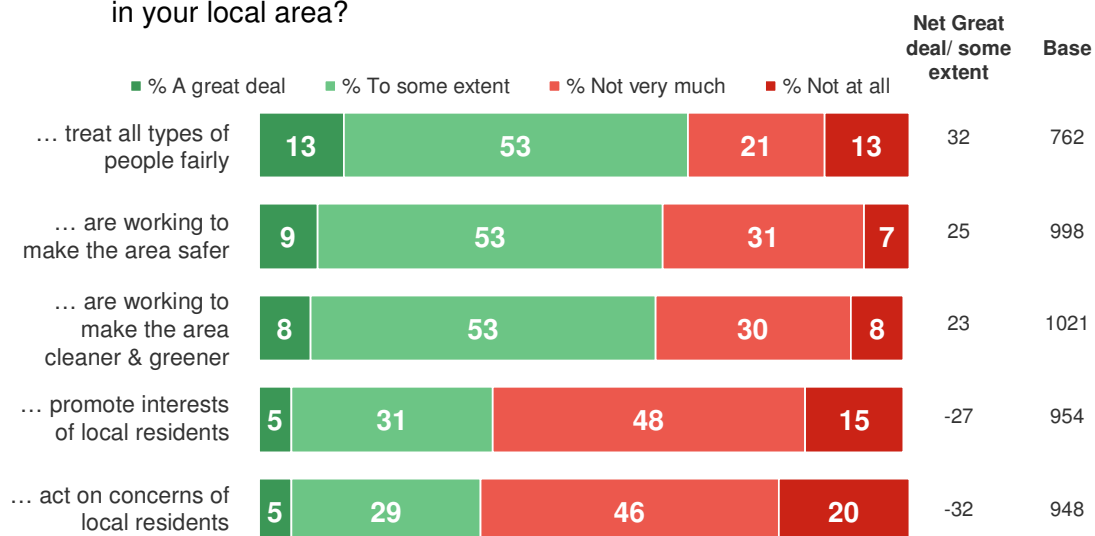
Looking at the chart below, we can see that while the majority believes that local public services, at least to some extent, treat all people fairly (66%), are working to make the area safer (62%) and to improve the local environment (61%), only a minority of residents believe that public services relate to them directly – promoting their interests (37%) and acting on their concerns (34%).

Women tend to be more positive than men on each of the five aspects of public services examined. Additionally, those renting socially are more likely than average to think that public services are, at least to some extent, acting on residents' concerns (57%) and promoting their interests (50%).¹⁹

¹⁹ Indicative finding: effective base sizes are under 100.

Views about local public services

Q To what extent do you think that these statements apply to public services in your local area?



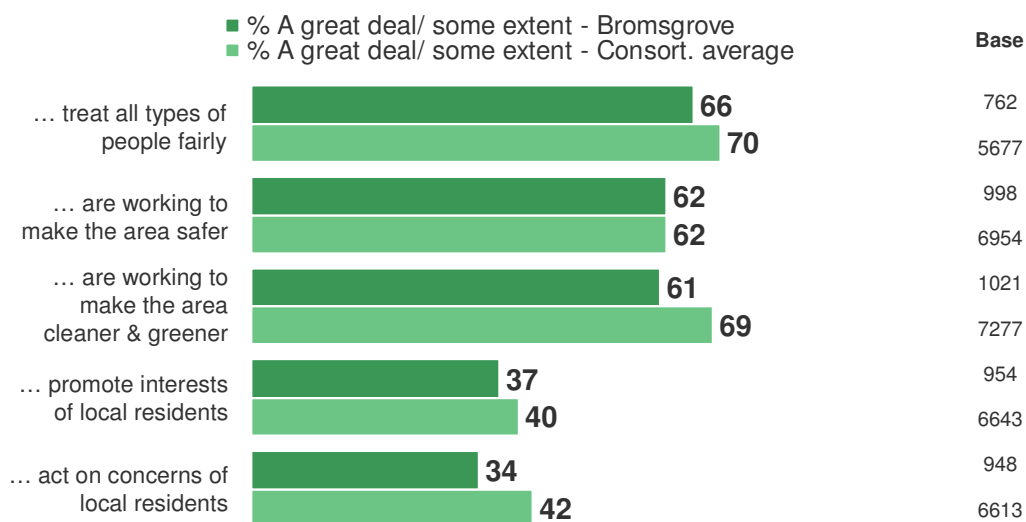
Ipsos MORI Base: All valid responses



Residents in Bromsgrove are significantly more critical than the average Worcestershire resident about whether public services are acting on residents' concerns (eight percentage points lower), are working to improve the local environment (eight percentage points lower) and treat all people fairly (four percentage points lower), as the chart below indicates.

Views about local public services: Comparator analysis

Q To what extent do you think that these statements apply to public services in your local area?



Ipsos MORI Base: All valid responses



Satisfaction with local public services

Satisfaction with GPs is markedly higher than for all the other public services examined, with 84% satisfied. A majority (64%) are also satisfied with their local hospital and their dentist (54%). Under half are satisfied with the fire service (45%) and the Police (45%), although a large proportion of residents have not actually used the fire service (41%).

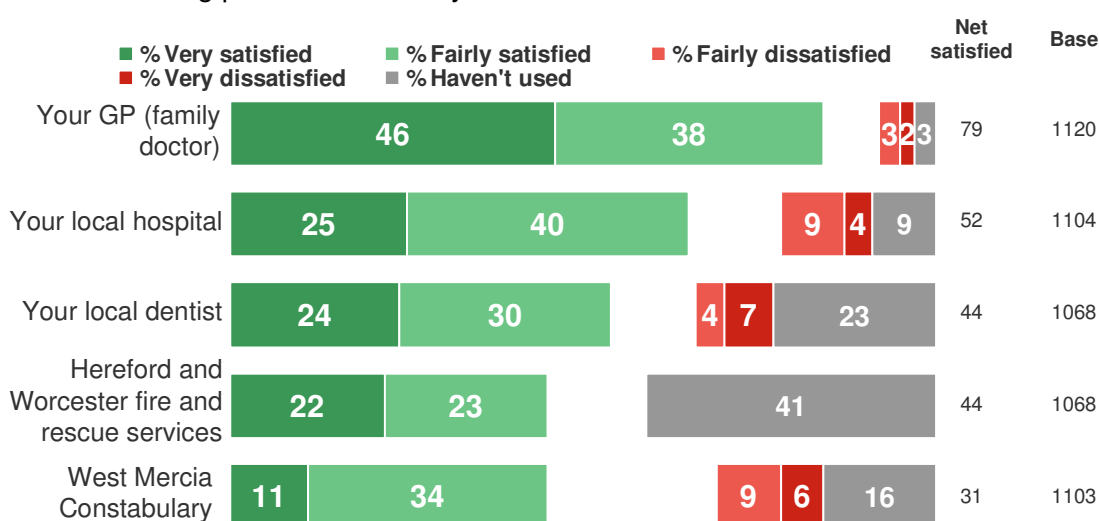
Overall, women tend to be more satisfied than men with the various public services. Satisfaction also tends to rise with age, with those aged 65 and over being most satisfied for each service.

Perceptions of the individual public services are linked to perceptions of the council overall – there is a strong association between satisfaction with each public service (except the fire service) and satisfaction with the council, though satisfaction with the latter (34%) remains lower than any of the public services. Those that think the council provides value for money are also more likely to be satisfied with each public service (bar the fire service).

As noted in the *Information Provision* chapter of this report, those who feel informed about public services are also more likely to be satisfied.

Satisfaction with local public services

Q Please indicate how satisfied or dissatisfied you are with each of the following public services in your local area?



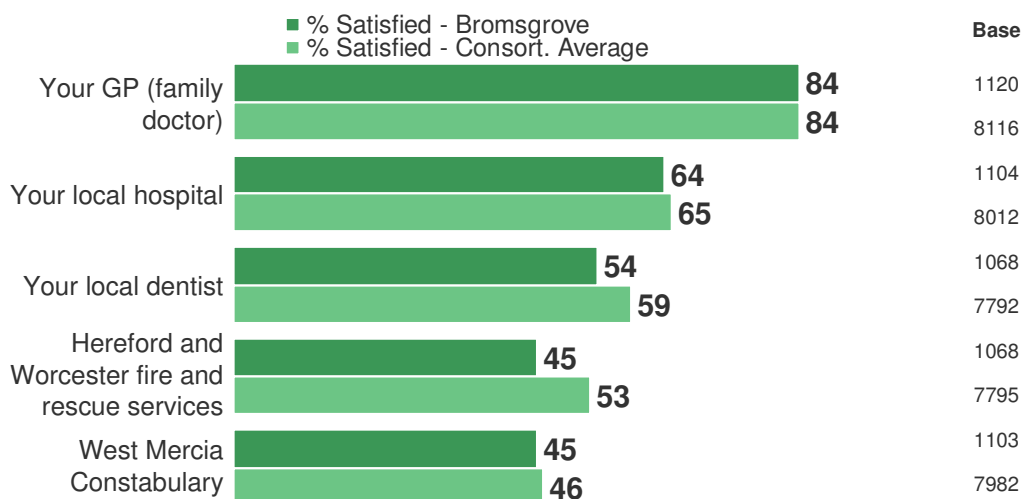
Ipsos MORI Base: All valid responses



Satisfaction with the fire and rescue service and with dentists in Bromsgrove is slightly lower than the county average (by eight and five percentage points respectively), as the following chart shows.

Satisfaction with local services, including council: Comparator analysis

Q Please indicate how satisfied or dissatisfied you are with each of the following public services in your local area?



Ipsos MORI Base: All valid responses



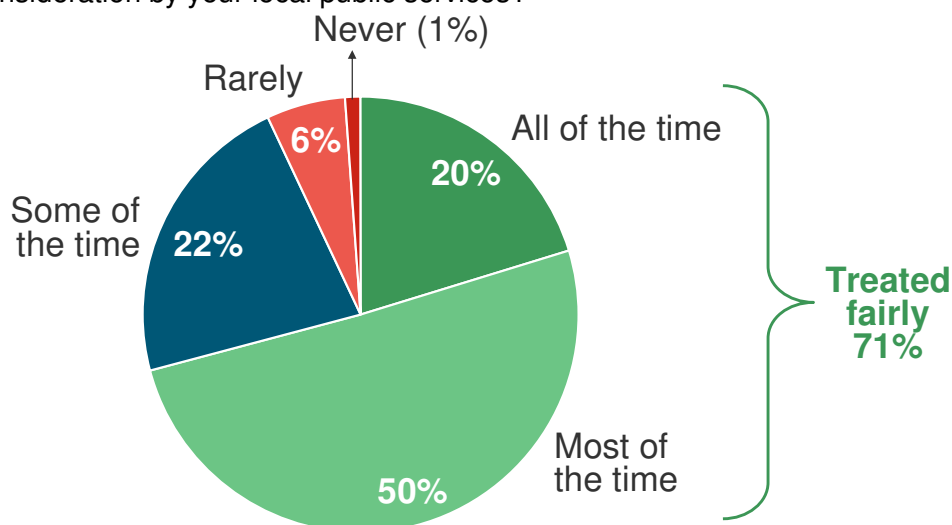
Local public services – respect and consideration

The degree to which people say they have been treated with respect and consideration by local public services forms one of the new national indicators (NI 140). Local authorities and their partners want to narrow the gap between perceptions of different groups in the community.

Bromsgrove's score for NI 140 – the percentage saying they are treated with respect and consideration by public services all or most of the time – is 70.8%. Just 8% say they are rarely or never treated fairly by public services.

Treated with respect and consideration by local public services (NI 140)

Q In the last year would you say that you have been treated with respect and consideration by your local public services?



Ipsos MORI Base: All valid responses (923)



Perceptions of treatment by public services change with age – those aged 65 and over are most positive (76% treated fairly), while those aged 18-34 are more critical (53% treated fairly). Women are also more likely to feel treated fairly than men (78% versus 64%).

Being treated with respect and consideration by local public services appears to influence people's views of the council – those who feel the council provides value for money also tend to be those who think they are fairly treated all or most of the time (92% treated fairly), as do those satisfied with the council overall (90% treated fairly).

Looking at the following chart, although Bromsgrove has a lower NI 140 score than Worcestershire overall and compared to the Ipsos MORI District average, these are not statistically significant differences.

Treated with respect and consideration by local public services: Comparative data

Q In the last year would you say that you have been treated with respect and consideration by your local public services?

■ % All of time/ most of time ■ % Rarely/ never



Ipsos MORI Base: All valid responses (923)



9. Council services

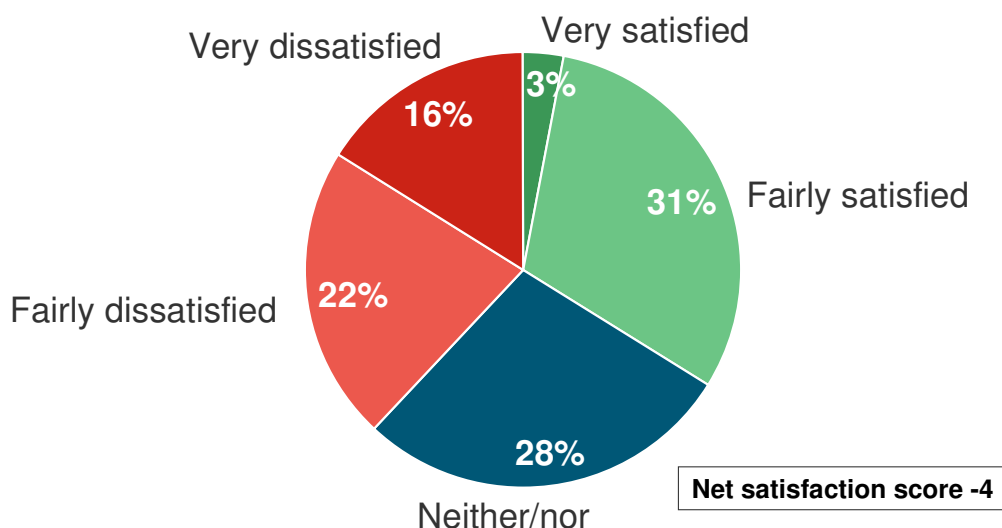
Satisfaction with council

A greater proportion of residents are dissatisfied with Bromsgrove District Council than are satisfied (38% versus 34%), while a further 28% are neutral.

As mentioned, satisfaction with the council falls behind satisfaction with other local public services, such as GPs (84%), hospitals (64%), dentists (54%), fire services (45%) and the Police (45%) although this gap is consistent with other local authorities.

Satisfaction with Council

- Q Taking everything into account, how satisfied or dissatisfied are you with the way Bromsgrove District Council runs things?



Ipsos MORI Base: All valid responses (1057)

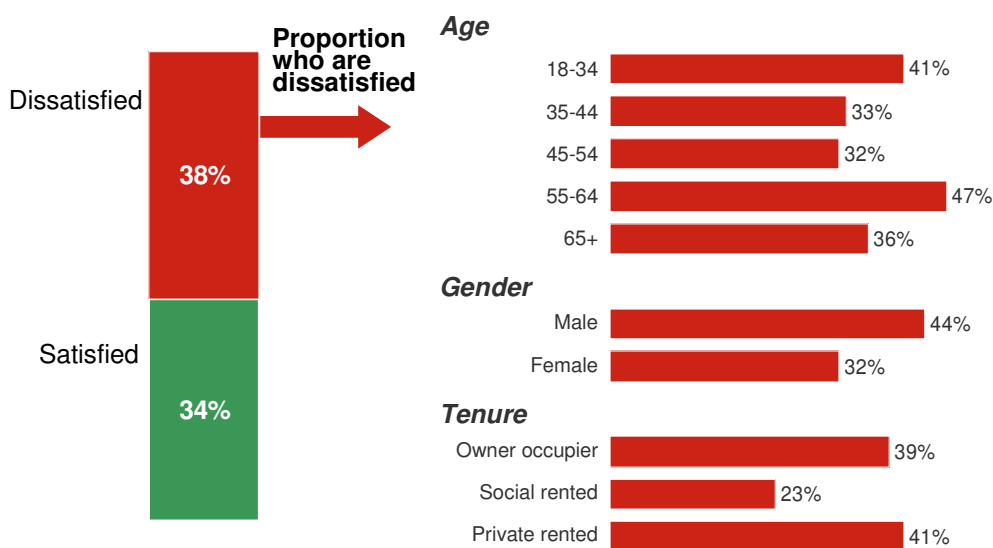


From the chart below, we can see that dissatisfaction with the council is higher among men than women (44% versus 32%) and is greatest among 55-64 year olds (47%). By contrast, those most likely to be satisfied are those renting socially (48%²⁰), those aged 65 and over (41%) and women (40%).

²⁰ Indicative finding: low base (78).

Dissatisfaction with Council: Subgroup analysis

Q Taking everything into account, how satisfied or dissatisfied are you with the way Bromsgrove District Council runs things?



Ipsos MORI Base: All dissatisfied (385)

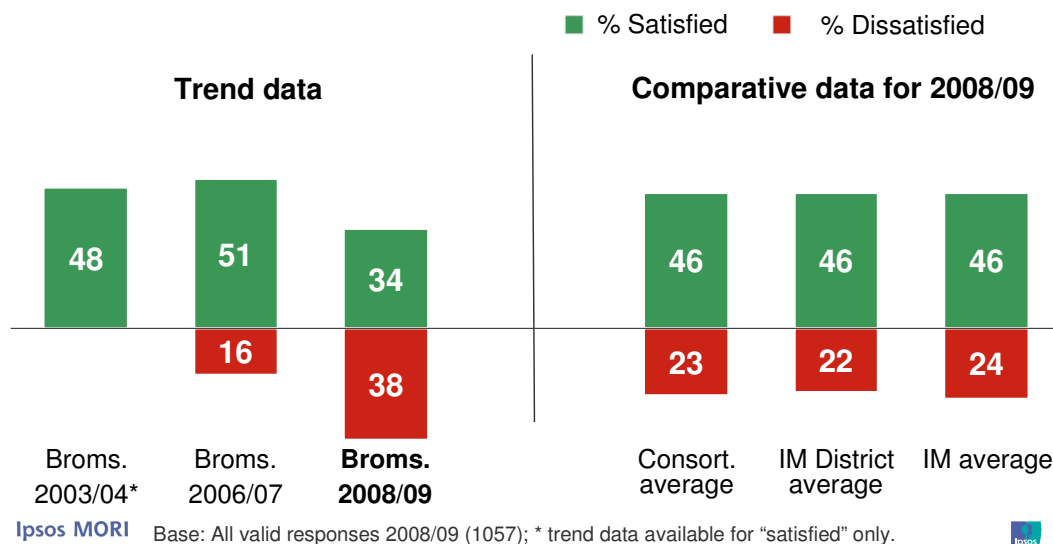


Getting value for money and feeling informed appear to be strong drivers of satisfaction with the council. Among those who feel the council provides value for money, nine in ten (90%) are satisfied and just 4% are dissatisfied. Six in ten (61%) of those who feel informed about public services in Bromsgrove are satisfied with the council.

As the following chart illustrates, satisfaction ratings for Bromsgrove have fallen considerably since 2003/04 (by 14 percentage points). It is important to stress here that – based on the results of local authorities that Ipsos MORI has worked with – overall satisfaction ratings of Councils have fallen quite markedly in the majority of cases, so Bromsgrove is by no means unique in this regard. However, it does perform poorly compared to the county average (34% versus 46%) and Ipsos MORI District average (46%).

Satisfaction with council: Contextual data

Q Taking everything into account, how satisfied or dissatisfied are you with the way Bromsgrove District Council runs things?



Value for money

A key driver of the reputation of all councils is whether or not residents believe they get value for money. Ipsos MORI has found that this has a much stronger relationship with overall satisfaction than actual council tax levels overall – and is based in part on how well a council demonstrates (and communicates) to the community what it provides for taxpayers' money.

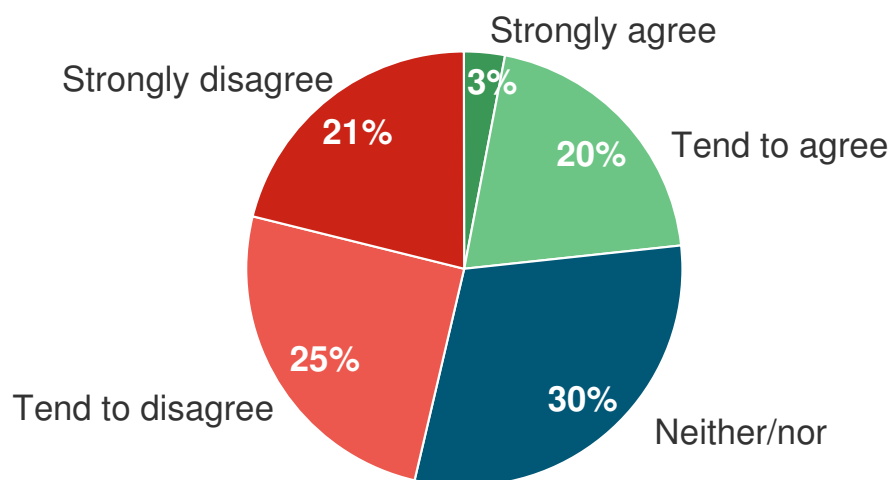
While 24% of people agree that Bromsgrove District Council provides value for money, 46% disagree with this, with one in five (21%) strongly disagreeing.

Those aged 55-64 are most likely to disagree (52%), while men are far more likely to disagree than women (51% versus 40%).

Residents who feel they are able to influence local decisions are more likely to agree they get value for money (49% agree), as are those who feel informed about local public services (48% agree).

Value for money

Q To what extent do you agree or disagree that Bromsgrove District Council provides value for money?



Net agree score -22

Ipsos MORI Base: All valid responses (1020)

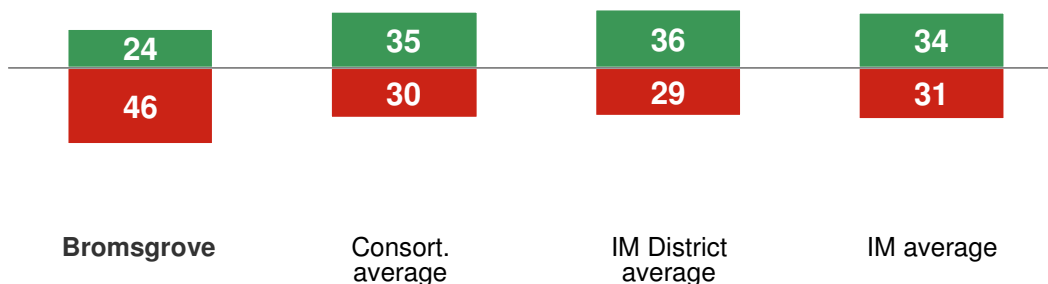


As with the overall council satisfaction score, Bromsgrove performs worse than average for Worcestershire (24% versus 35%) and for the Districts surveyed by Ipsos MORI (36%) in terms of delivering value for money.

Delivering value for money: Comparative data

Q To what extent do you agree or disagree that Bromsgrove District Council provides value for money?

■ % Agree ■ % Disagree



Ipsos MORI Base: All valid responses (1020)



Support for older people

The Place Survey asked residents for their views on whether older people in the locality are getting the support and services they need to live independently, to inform a new national indicator (NI 139).

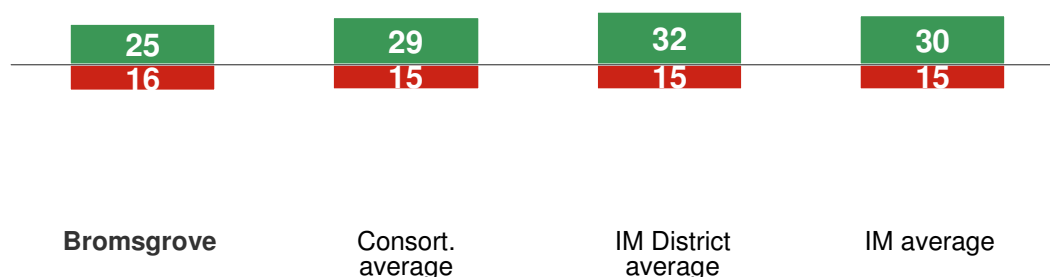
One in four residents feels that older people get the support they need to continue living at home. This gives Bromsgrove a NI 139 score of 25.1%²¹, which is somewhat lower than the Worcestershire average (29%).

Nevertheless, among those aged 65 and over, the proportion that feels older people get the support they need to live independently rises to 37%.

Support for older people (NI 139)

Q In your opinion, are older people in your local area able to get the services and support they need to continue to live at home for as long as they want to?

■ % Yes ■ % No



Ipsos MORI Base: All valid responses (1092). Note: 'don't knows' are included in the base calculations



Service satisfaction

Residents were asked to rate a range of local services, specifically cultural and recreational, environmental and local transport services. Where available, comparisons with the BVPI results enable us to track change in satisfaction with these services over time.

²¹ It should be noted that the base for this question includes 'don't knows'.

In general, satisfaction with cultural, recreational and environmental services has fallen since 2006/07, with most now performing below the Worcestershire average. Satisfaction with transport services also tends to fall below that for Worcestershire overall.

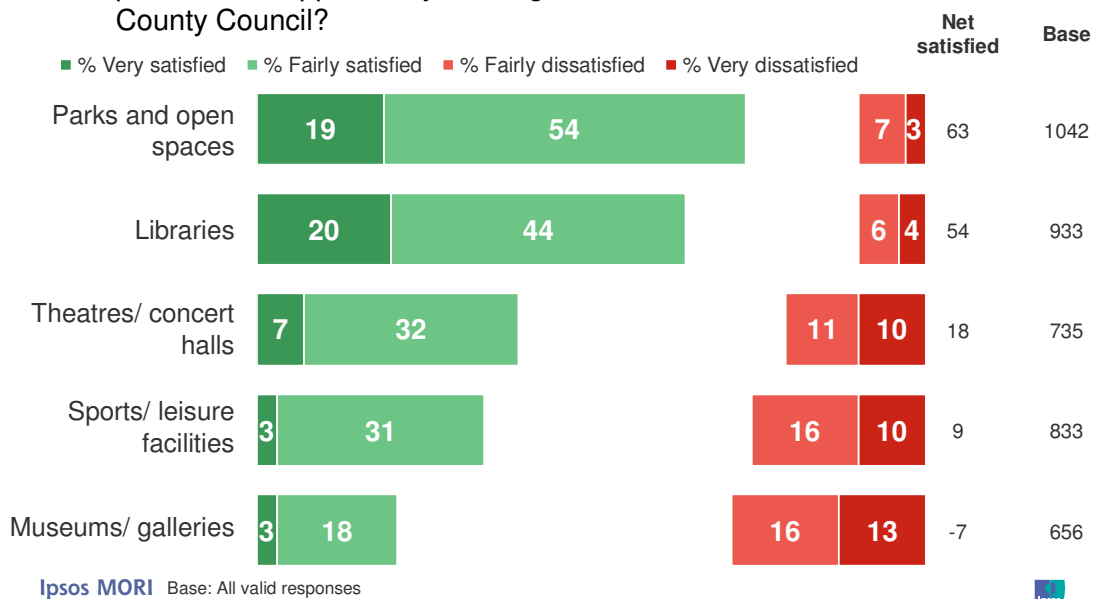
A full set of trend and comparator data for satisfaction with local services can be found in appendix 5.

Satisfaction with culture and recreation

While the majority of residents are satisfied with parks and open spaces (73%) and libraries (64%), far fewer are satisfied with theatres/concert halls (39%), sports and leisure facilities (34%) and museums/galleries (21%). There is however a low proportion of users for theatres/concert halls (7%) and museums/galleries (3%).

Satisfaction with culture and recreation

Q How satisfied or dissatisfied are you with each of the following services provided or supported by Bromsgrove District Council and Worcestershire County Council?



Since 2006/07 satisfaction with cultural and recreational services has declined. This is most notable for sports facilities, where satisfaction has fallen by 19 percentage points in the past year. An exception to this trend is theatres/concert halls, where satisfaction has increased by six percentage points, though this remains considerably below the county average (50%).

Satisfaction with environmental services

As the chart below illustrates, the majority is satisfied with environmental services provided by Bromsgrove District Council. Residents are most satisfied with local tips and recycling centres (71%) and least satisfied with efforts to keep public land clear of litter (57%).

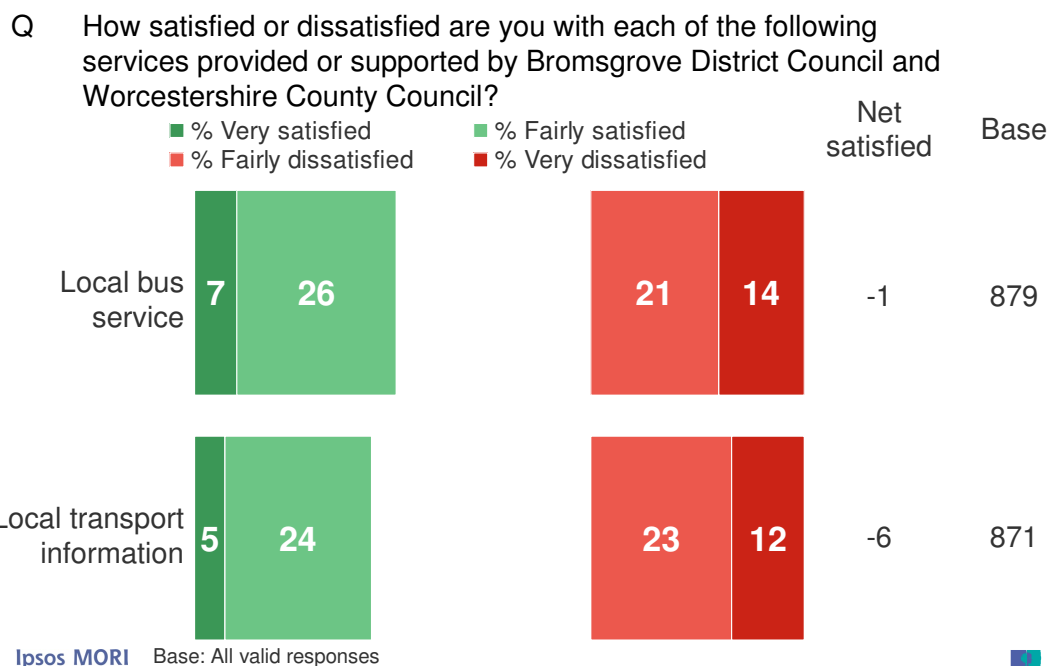


Satisfaction with refuse collection appears to have fallen consistently since 2003/04 (down 12 percentage points). Residents in Bromsgrove are also slightly more critical than the average county resident of refuse collection (20% versus 17% dissatisfied), doorstep recycling (19% versus 15% dissatisfied) and of local tips and recycling centres (12% versus 9% dissatisfied).

Satisfaction with local transport

As we can see from the chart below, 34% are satisfied with their local bus service, while just 29% are satisfied with local transport information. In each case, a greater proportion of people are dissatisfied (35% for each).

Satisfaction with local transport



Satisfaction is below the Worcestershire average for both the local bus service (by eight percentage points) and for local transport information (by seven percentage points).

Service usage

Residents were also asked about the frequency with which they use a number of council services.

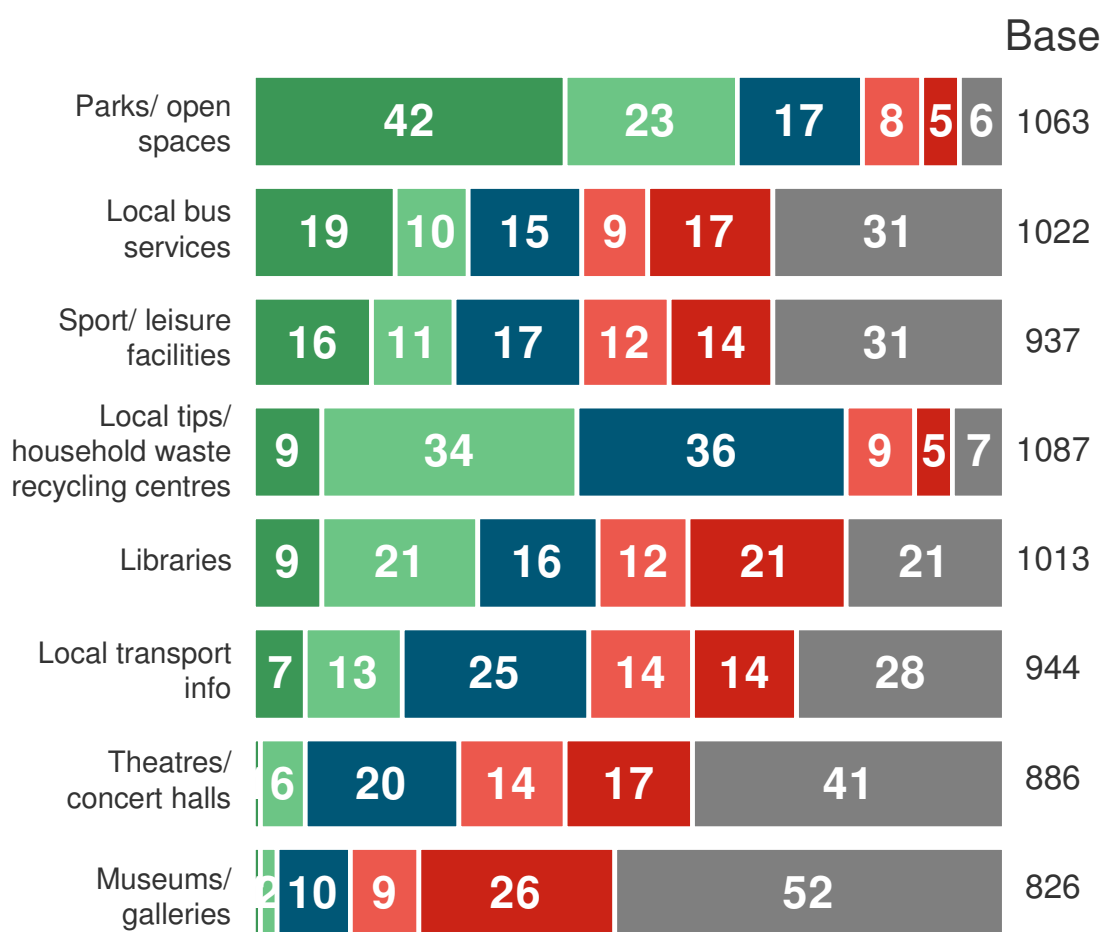
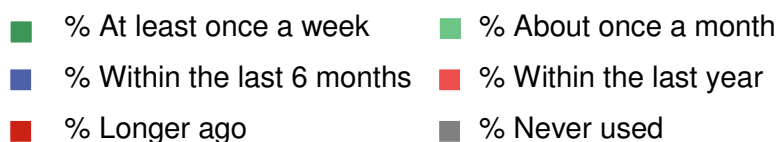
As the chart below demonstrates, parks and open spaces, and the local bus service are among the most regularly accessed council services in Bromsgrove (42% and 19% use these once a week respectively). As might be expected, the least used local services are theatres/concert halls and museums/galleries (1% use these each over the same period).

The biggest users of bus services tend to be those who rent socially (76%²² are users) and older people (62% of those aged 65 and over are users). Conversely, the greatest users of parks and of sports facilities tend to be young people (97% and 71% of 18-34 year olds are users respectively).

²² Indicative finding: low base (77).

Service usage

Q Please indicate how frequently you have used the following public services provided or supported by Bromsgrove District Council and Worcestershire County Council?



Ipsos MORI

Base: All valid responses



Usage has increased since 2006/07 of both parks and open spaces (by eight percentage points) and sports and leisure facilities (by five percentage points). Residents in Bromsgrove also make greater use of parks than the Ipsos MORI District

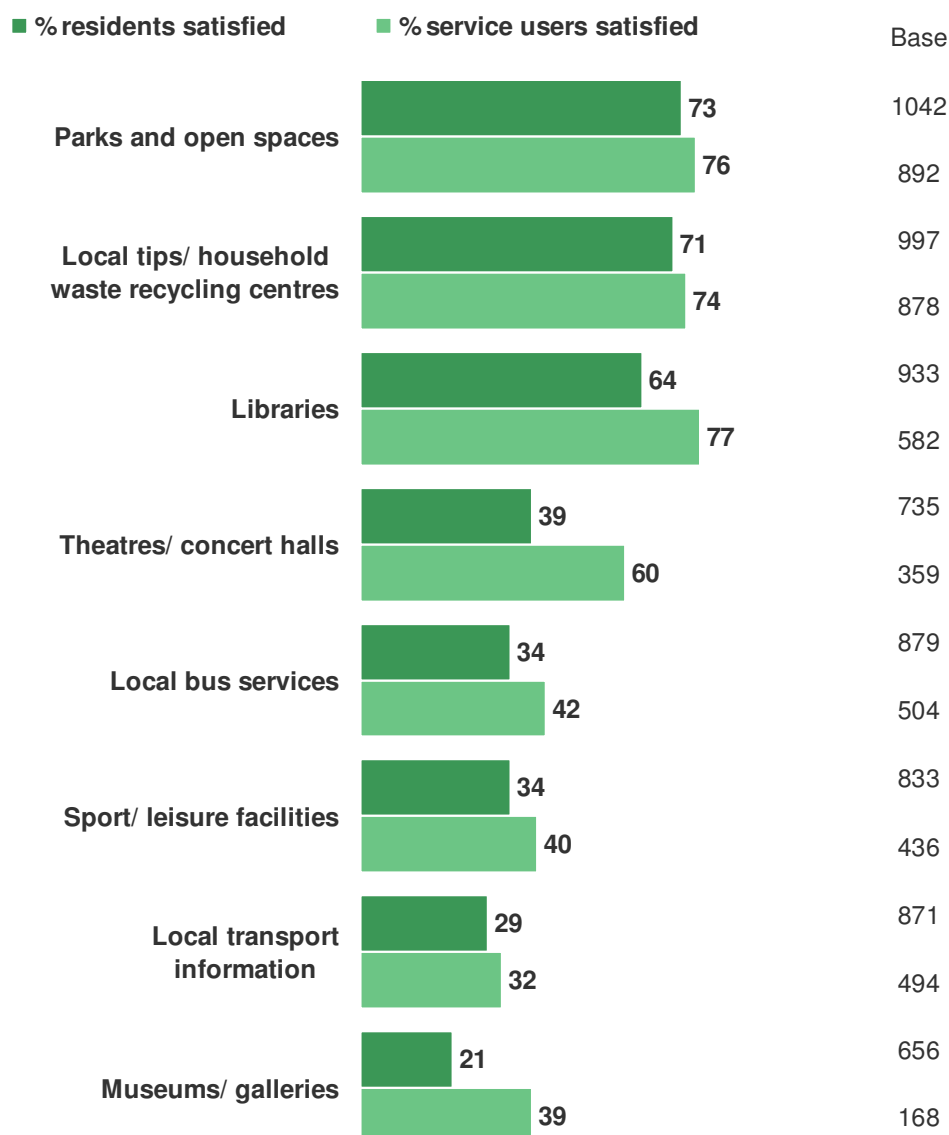
average (65% versus 61%). A full set of trend and comparator data for service usage can be found in appendix 5.

Service usage vs. satisfaction

In Ipsos MORI's experience, service users are generally more satisfied with services, and with the council itself, than non service users. Looking at the following chart, this is most evident with the cultural and recreational services that have fewer users overall, such as libraries, theatres/concert halls and museums/galleries. However, those who use local buses also seem to be more satisfied with the service than those who do not.

Satisfaction: residents overall vs. service users

Q How satisfied or dissatisfied are you with each of the following services provided or supported by Bromsgrove District Council and Worcestershire County Council?



Base: All valid responses

Service users defined as all who have used service in past 12 months at Q9

Ipsos MORI



Appendices

Appendix 1: Methodology

This appendix provides a detailed description of the methodology used for the Place Survey.

A postal self-completion methodology was prescribed by CLG for all 2008/09 Place Surveys.

Sampling

The sampling frame set out by the Audit Commission and Communities and Local Government (CLG) is the small-user Postcode Address File (PAF). As the government wishes to be able to compare results across local areas, it specified that data on all of the indicators must be collected using the principle of random selection. This meant that each of the residents in the sampling frame should have an equal, calculable and non-zero probability of being selected to receive a questionnaire.

CLG and the Audit Commission required a minimum of 1,100 returns to the questionnaire. Based on previous research conducted in the District (and knowledge of response rates to the BVPI surveys), Ipsos MORI selected a random sample of 2,500 addresses from the PAF file supplied by the Audit Commission in order to meet the 1,100 responses required.

The questionnaire

The new Place Survey questionnaire was designed and piloted by Ipsos MORI and CLG in early 2008. The resulting questionnaire 'template' comprised of a combination of questions which: i) would allow CLG and the Audit Commission to accurately measure the 18 citizen perspective national indicators collected through the survey, and ii) would measure levels of satisfaction and perceptions about other service and quality of life matters of interest to local authorities and their partners.

As a result, the questionnaire comprised of a mix of questions previously asked on the BVPI General User Satisfaction Survey (to allow for performance tracking against previous waves of the BVPI surveys), and new questions (some of which were drawn from national surveys such as the Citizenship Survey). A series of standard 'demographic' questions was also asked to enable results to be analysed by key demographic groups (e.g. male versus female, age and ethnic group), to assess the

level of engagement with the survey from different members of the community, and to weight the data by demographic characteristics (see later section).

Altering the wording of questions or omitting questions was prohibited since it would reduce the ability to make comparisons with other local authorities using the same questionnaire.

To meet the requirements of the Data Protection Act, CLG and the Audit Commission specified that a covering letter stating the purpose for which the data was being collected must be sent with each questionnaire. The wording used in the covering letter was derived from CLG and Audit Commission guidance, although this was amended slightly to reflect the requirements of Bromsgrove District Council. It was not possible to personally address letters to a named resident of the household as the PAF was the sampling frame used. Letters were therefore addressed to “Dear local resident”. As the target population specified is all adult local authority residents (aged 18 and over) the questionnaire asked that only someone aged 18 or over completed it.

A number of steps were taken in order to encourage a good response rate to the survey. The guidance stipulated that “authorities should take all reasonable steps to maximise their response rates”:

- The front page of each questionnaire was branded with the logos of Bromsgrove District Council, “Building Pride” and Ipsos MORI, and contained a covering letter from Kevin Dicks (Acting Joint Chief Executive, Bromsgrove District Council) and Trish Haines (Chief Executive, Worcestershire County Council).
- Details of the dedicated Ipsos MORI Place Survey Helpdesk were provided with the covering letter. Respondents were able to ask questions and request a large print questionnaire through the telephone and e-mail Helpdesk. In some instances questionnaires were conducted over the telephone in English where respondents were unable to complete a written questionnaire (in accordance with the Place Survey guidance).
- In order to encourage response from Black and Minority Ethnic (BME) communities, information was provided with the questionnaire in local community languages, which set out how residents whose first language was not English could take part in the survey. These respondents were either invited to complete a translated version of the questionnaire or – where this was not available in their

particular community language – a trained Ipsos MORI interviewer carried out the survey over the telephone in the relevant language.

- In line with the guidance, two reminder mailings of the questionnaire were also sent out to those residents who had yet to respond to the survey. The covering letter was adjusted to reflect the fact that it was a reminder, whilst still meeting data protection requirements.
- All questionnaires were distributed through the UK Royal Mail postal system. In addition, respondents were required to return their completed questionnaires using the pre-paid envelope provided with the questionnaire.

Fieldwork

The guidance required that fieldwork for the surveys take place between 29 September and 19 December 2008. Local authorities were required to commence mailing out the initial questionnaire and covering letter from the 25 September, and reminder mailings from the 15 October 2008.

For Bromsgrove, the breakdown in mailings was as follows:

- The first mailing was sent to 2,500 addresses on 25 September 2008.
- A second mailing to 1,913 addresses (or 77% of the original sample) was sent on the 29 October 2008.
- The third and final mailing was sent to 1,596 addresses (or 64% of the original sample) on the 20 November 2008.

Fieldwork was finally closed on the 19 December, as per the guidance.

Survey Management System (SMS)

Returned questionnaires were booked in on a daily basis. The number of valid and void returns – known as ‘deadwood’ (e.g. those not completed because they were sent to derelict, demolished, business or vacant addresses) - was recorded in the Ipsos MORI Survey Management System. This allowed for the daily calculation and monitoring of response rates, and to ensure that reminder mailings were not sent to deadwood addresses. The use of the SMS also helped to ensure that only households who had not returned a completed questionnaire would be sent a reminder.

Data processing and upload

All questionnaires returned by respondents were processed through a scanning and manual verification procedure, enabling a more reliable and faster turnaround time than manual data entry.

Unweighted data was then provided in the data and metadata templates supplied by the Audit Commission. These were submitted to the Audit Commission for weighting. Weighted data was then returned from the Audit Commission for subsequent analysis.

Response rates and sample profile

A maximum +/- 3 percentage points at the 95 per cent confidence level is required to calculate the national indicators collected in the Place Survey. With this in mind, CLG and the Audit Commission required each local area to achieve a minimum sample size of 1,100 completed Place Survey questionnaires. The achieved sample size is based on the total number of respondents to the survey as a whole, and not the number of respondents to individual questions. (The lowest number of responses to achieve this level of confidence for each question is 808.)

Further guidance on statistical reliability is provided in [Appendix 2](#).

The **overall unadjusted response rate**²³ achieved from the main sample was **46%** – representing 1,147 returned questionnaires from an original sample of 2,500 addresses.

The **overall adjusted response rate**, removing incomplete responses and all non-effective addresses, achieved from the main sample was **46%** – representing 1,147 valid questionnaires from an effective sample of 2,484 addresses (16 non-effective addresses).

The methodology summary in the main body of this report sets out how the response rate for Bromsgrove District Council compares to other councils.

²³ The unadjusted response rate does not allow for invalid or business addresses, vacant properties, etc. which will be an element of any sample drawn from the Postal Address File, as well as incomplete responses. The adjusted response rate does take these into account however.

Weighting

As well as maximising the response rate overall it is also important, particularly when analysing survey responses, to consider how the responses received compare with the local population as a whole. As noted previously, if certain groups in the survey are under-represented, it may generate results which are not representative of the wider population.

CLG and Audit Commission guidance outlines weighting as a way of tackling the issue of over- and under-representation of certain demographic groups in the sample. Therefore, to generate results which would be more representative, data was weighted by the Audit Commission using a standard weighting scheme.

Weighting was applied by CLG's data processing supplier, Cobalt Sky. The appropriate weight for each individual respondent contained in the dataset was applied after submission of the raw unweighted data to the Audit Commission.

The principles of the weighting scheme used are available on the Place Survey website. In the first instance, data was weighted by sex, age and ethnicity to the known profile of the Borough, as recorded in the 2006 Census mid-year population estimates²⁴, and then by a further weight to adjust for household size.

Ensuring quality

Ipsos MORI places great emphasis on quality assurance and associated policies, and on data protection. The quality of data is assured through checks embedded in the scanning process. The software used is set up to only accept valid responses. With all tick box information, the confidence or tolerance of the scanning software is set at a tested level and anything outside this confidence level is filtered through to a human verification process. In the verification process any questionable responses are highlighted and subsequently confirmed or corrected. All responses which contain text were also sent for verification.

In addition, all data outputs were given thorough checks by both the Ipsos MORI data analysts and research executive teams.

²⁴ Gender, age and ethnicity figures based on ONS 2006 sub national population projections; the data is an interpolation between the projections for mid-2008 and mid-2009.

Confidence intervals

The base size – i.e. the number of respondents providing a valid response – was different for each question answered in the Place Survey. On the basis of all respondents who answered each question (as specified by CLG and the Audit Commission), and assuming that the confidence interval is unaffected by the survey response rate, the overall margin of error for this survey therefore ranges from +/- 1.8% to +/- 4.1%. The specific margin of error for each national indicator measured through the survey is set out in the following table. Further explanation about confidence intervals is provided in Appendix 2.

| National indicator | Indicator | Base size | Confidence Interval |
|--------------------|--|-----------|---------------------|
| NI1 | % of people who believe people from different backgrounds get on well together in their local area | 722 | +/- 2.8% |
| NI2 | % of people who feel that they belong to their neighbourhood | 1,093 | +/- 2.9% |
| NI3 | Civic participation in the local area | 996 | +/- 2.2% |
| NI4 | % of people who feel they can influence decisions in their locality | 966 | +/- 2.7% |
| NI5 | Overall/ general satisfaction with the local area | 1,126 | +/- 2.3% |
| NI6 | Participation in regular volunteering | 1,021 | +/- 2.6% |
| NI17 | Perceptions of anti-social behaviour | 1,092 | +/- 1.9% |
| NI21 | Dealing with local concerns about anti-social behaviour and crime issues by the local council and police | 1,062 | +/- 2.7% |
| NI22 | Perceptions of parents taking responsibility for the behaviour of their children in the area | 1,039 | +/- 2.8% |
| NI23 | Perceptions that people in the area treat one another with respect and consideration | 1,023 | +/- 2.7% |
| NI27 | Understanding of local concerns about anti-social behaviour and crime issues by the local council and police | 1,085 | +/- 2.7% |
| NI37 | Awareness of civil protection arrangements in the local area | 1,106 | +/- 1.8% |
| NI41 | Perceptions of drunk or rowdy behaviour as a problem | 976 | +/- 2.6% |
| NI42 | Perceptions of drug use or drug dealing as a problem | 822 | +/- 2.6% |
| NI119 | Self-reported measure of people's overall health and wellbeing | 1,103 | +/- 2.3% |
| NI138 | Satisfaction with people over 65 with both home and neighbourhood | 371 | +/- 5.0% |
| NI139 | The extent to which older people receive the support they need to live independently | 1,092 | +/- 2.6% |
| NI140 | Fair treatment by local services | 923 | +/- 3.0% |

It is important to note that the above confidence interval calculations relate only to samples that have been selected using strict random probability sampling methods. However, in practice it is reasonable to assume that these calculations provide a good indication of the confidence intervals relating to the Place Survey and the sampling approach used.

Appendix 2: Guide to statistical reliability

The residents who took part in the Place Survey are only a sample of the total "population" of residents in the District, so we cannot be certain that the figures obtained are exactly those that would have been reached were everyone had responded (the "true" values). We can, however, predict the variation between the sample results and the "true" values from knowledge of the size of the samples on which the results to each question is based, and the number of times a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the "true" value will fall within a specified range. The following illustrates the predicted ranges for different sample sizes and percentage results at the "95% confidence interval":

| Size of sample on which survey result is based | Approximate sampling tolerances applicable to percentages at or near these levels | | |
|--|---|------------|-------|
| | 10% or 90% | 30% or 70% | 50% |
| | \pm | \pm | \pm |
| 100 responses | 6 | 9 | 10 |
| 200 responses | 4 | 6 | 7 |
| 500 responses | 3 | 4 | 4 |
| 1,000 responses | 2 | 3 | 3 |
| 1,147 responses | 2 | 3 | 3 |

For example, with a sample size of 1,000 where 30% give a particular answer, the chances are, 19 in 20 that the "true" value (i.e. the one which would have been obtained if the whole population had been interviewed) will fall within the range of ± 3 percentage points from the survey result (i.e. between 27% and 33%).

When results are compared between separate groups within a sample (e.g. males versus females), different results may be obtained. The difference may be "real," or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one - i.e. if it is "statistically significant" - we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. If we once again assume a "95% confidence interval", the differences between the results of two separate groups must be greater than the values given in the following table:

| Size of sample on which survey result is based | Differences required for significance at or near these percentage levels | | |
|--|--|-----------------|----------|
| | 10% or 90% ± | 30% or 70% ± | 50% ± |
| 100 vs. 100 | 8 | 13 | 14 |
| 200 vs. 200 | 6 | 9 | 10 |
| 500 vs. 500 | 4 | 6 | 6 |
| 500 vs. 1,000 | 3 | 5 | 5 |

It is important to note that, strictly speaking, the above confidence interval calculations relate only to samples that have been selected using strict probability sampling methods. However, in practice it is reasonable to assume that these calculations provide a good indication of the confidence intervals relating to the Place Survey and the sampling approach used.

Appendix 3: Marked up questionnaire

A marked-up questionnaire has been provided as an attached, separate document to this report.

Appendix 4: Council service satisfaction and usage – trend and comparator analysis

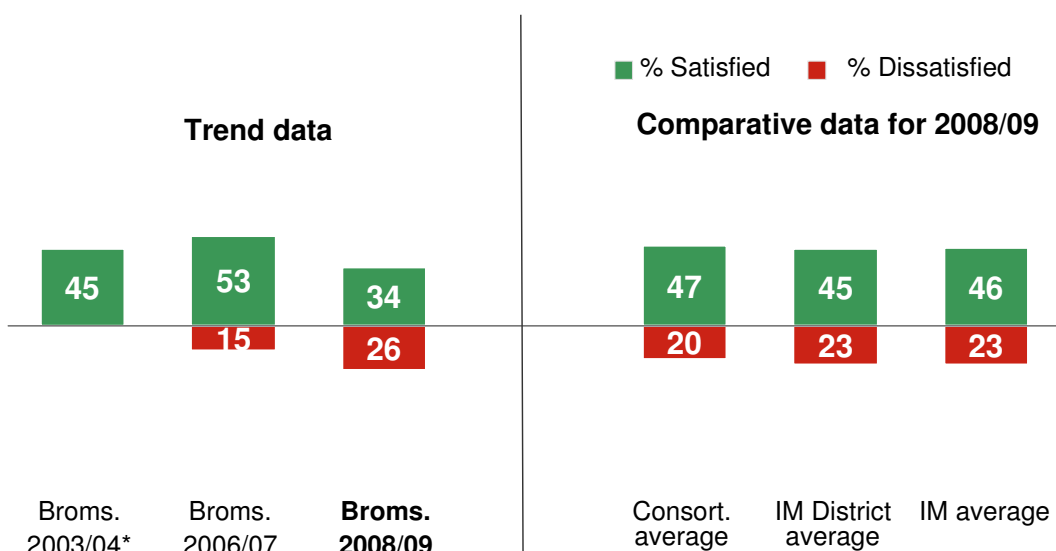
Additional charts have been produced to provide more details on service satisfaction and usage, including how the area compares to others, and how perceptions have changed over time.

Culture and recreation

Sports and leisure

Sports and leisure: Contextual data

Q How satisfied or dissatisfied are you with... sport/ leisure facilities?



Ipsos MORI Base: All valid responses 2008/09 (833); * trend data available for "satisfied" only.

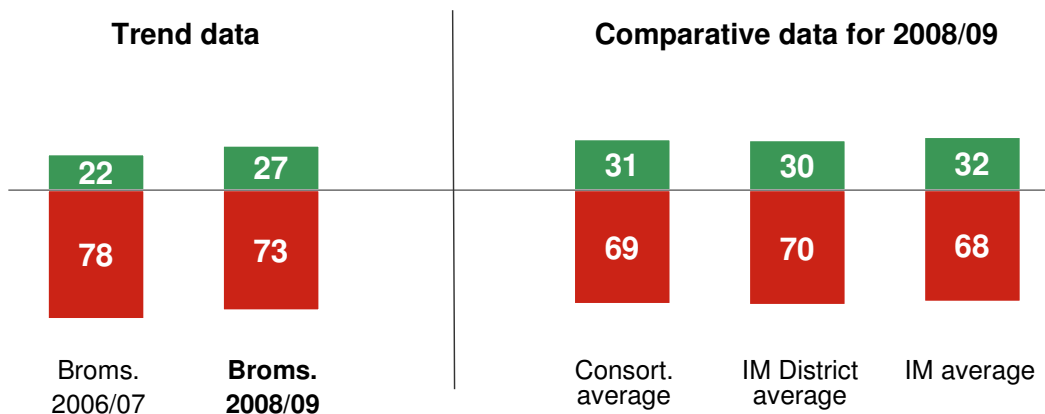


Sports/ leisure facilities usage: Contextual data

Q Please indicate how frequently you have used the following public services provided or supported by Bromsgrove District Council and Worcestershire County Council

Sports/ leisure facilities

■ % At least once a month ■ % Less than once a month/ never used



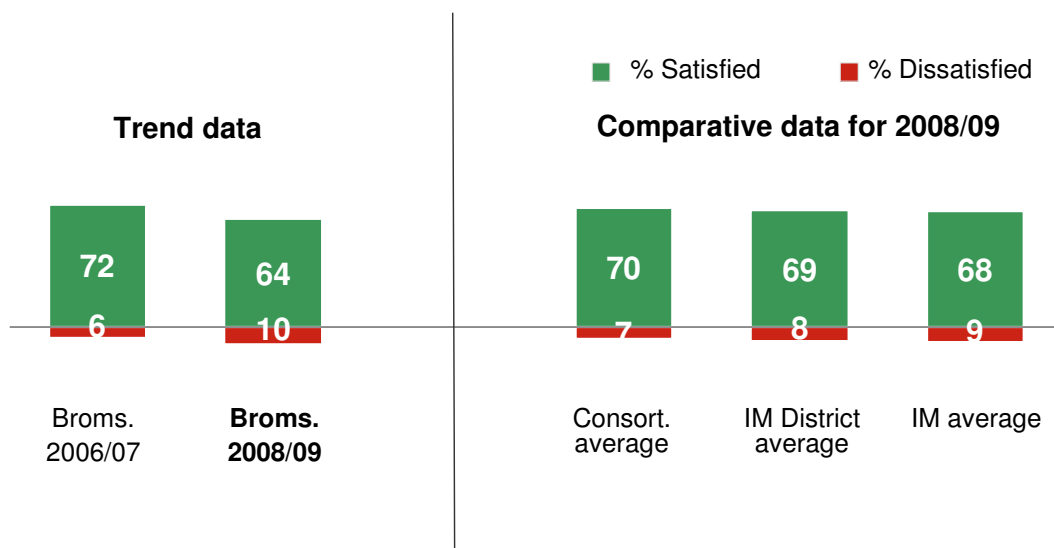
Ipsos MORI Base: All valid responses 2008/09 (937)



Libraries

Libraries: Contextual data

Q How satisfied or dissatisfied are you with... libraries?



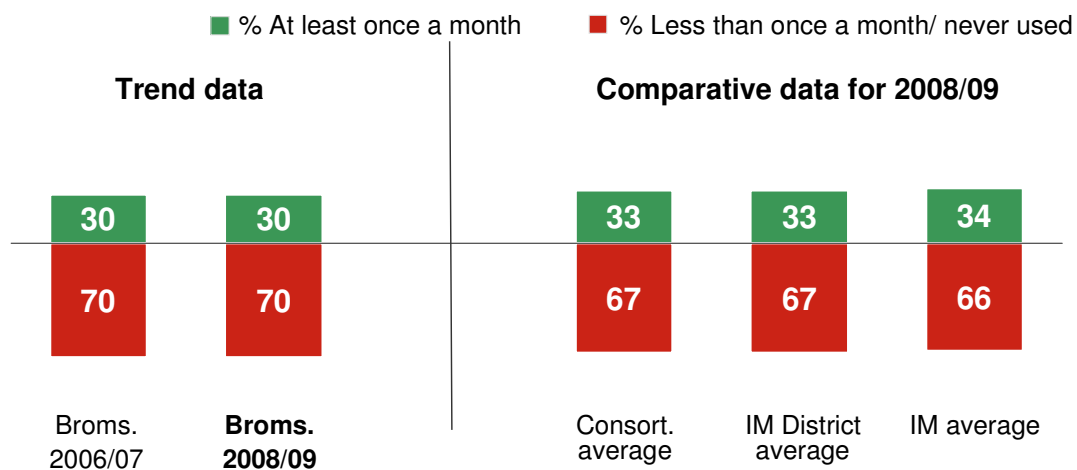
Ipsos MORI Base: All valid responses 2008/09 (933)



Libraries usage: Contextual data

Q Please indicate how frequently you have used the following public services provided or supported by Bromsgrove District Council and Worcestershire County Council

Libraries



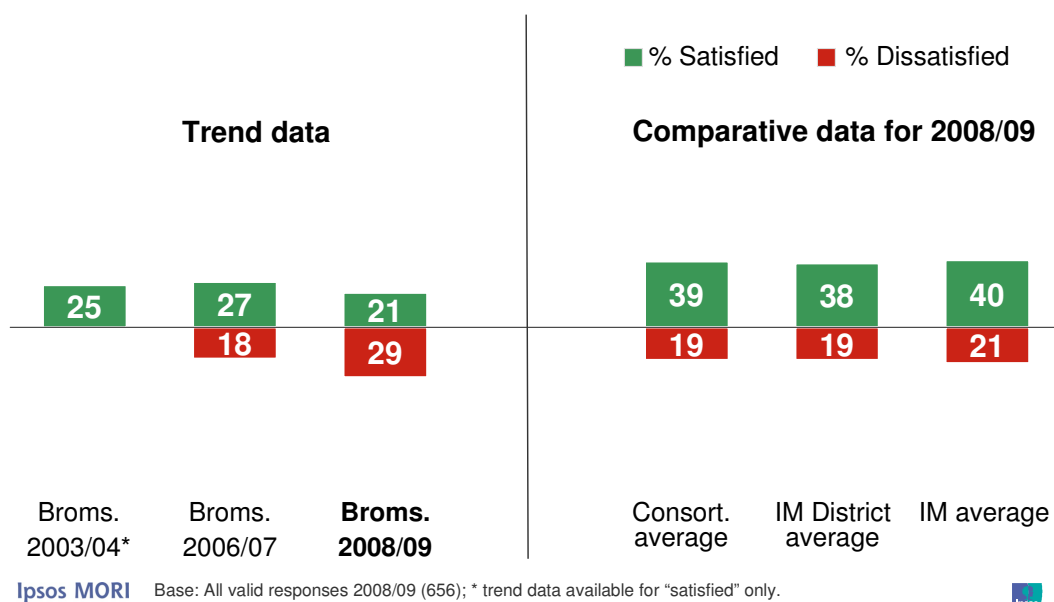
Ipsos MORI Base: All valid responses 2008/09 (1013)



Museums/ galleries

Museums/ galleries: Contextual data

Q How satisfied or dissatisfied are you with... museums/ galleries?

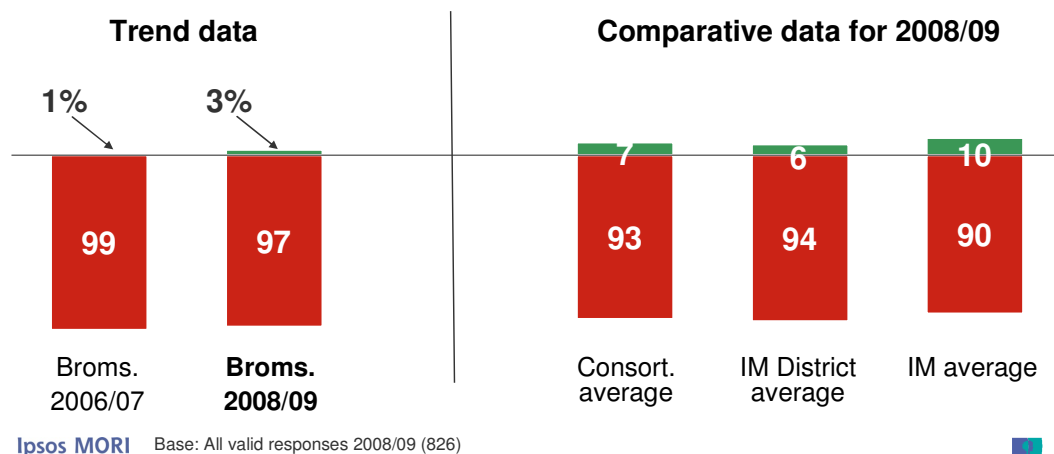


Museums/ galleries usage: Contextual data

Q Please indicate how frequently you have used the following public services provided or supported by Bromsgrove District Council and Worcestershire County Council

Museums/ galleries

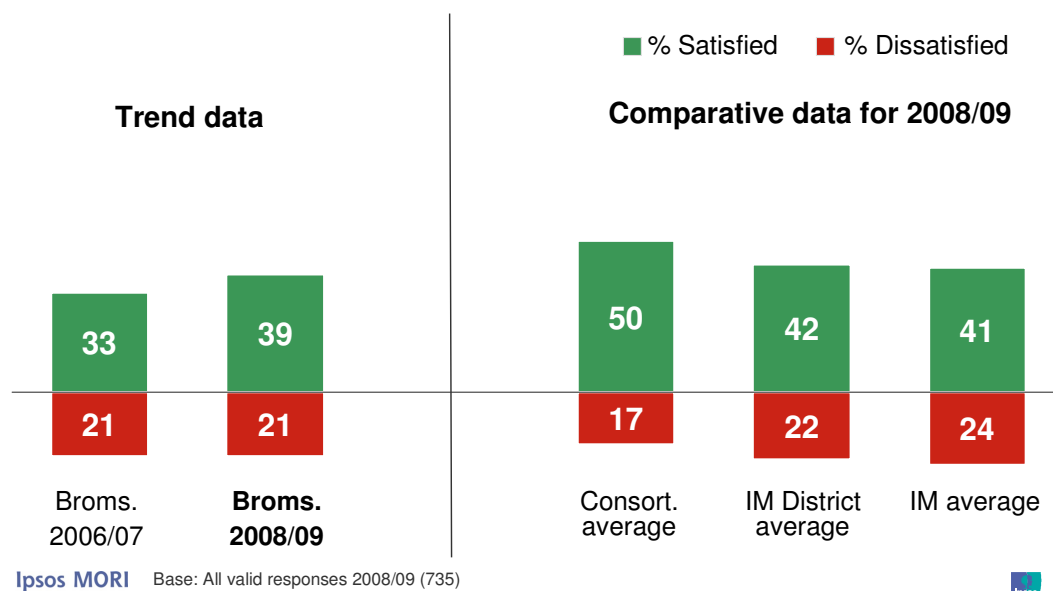
■ % At least once a month ■ % Less than once a month/ never used



Theatres/ concert halls

Theatres/ concert halls: Contextual data

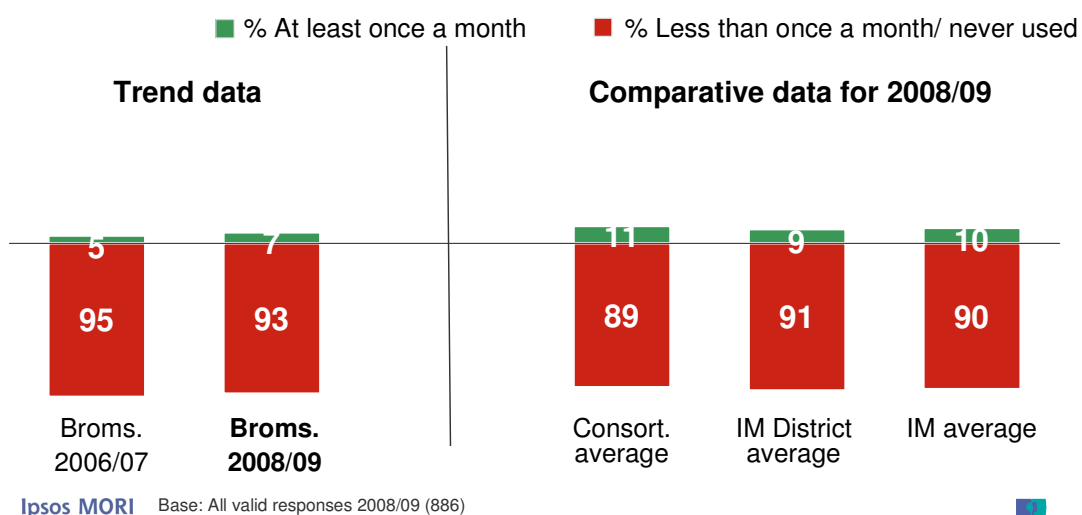
Q How satisfied or dissatisfied are you with... theatres/ concert halls?



Theatres/ concert halls usage: Contextual data

Q Please indicate how frequently you have used the following public services provided or supported by Bromsgrove District Council and Worcestershire County Council

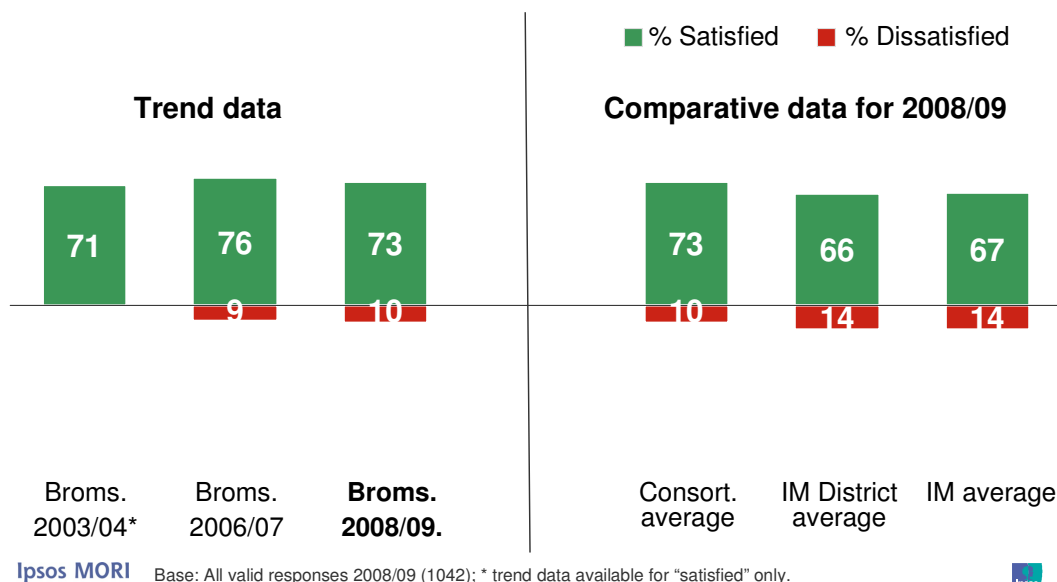
Theatres/ concert halls



Parks and open spaces

Parks and open spaces: Contextual data

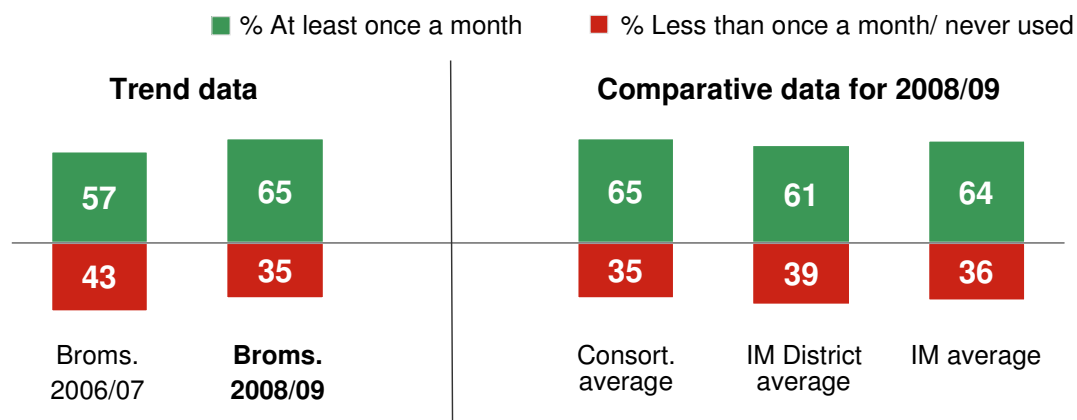
Q How satisfied or dissatisfied are you with... parks and open spaces?



Parks and open spaces usage: Contextual data

Q Please indicate how frequently you have used the following public services provided or supported by Bromsgrove District Council and Worcestershire County Council

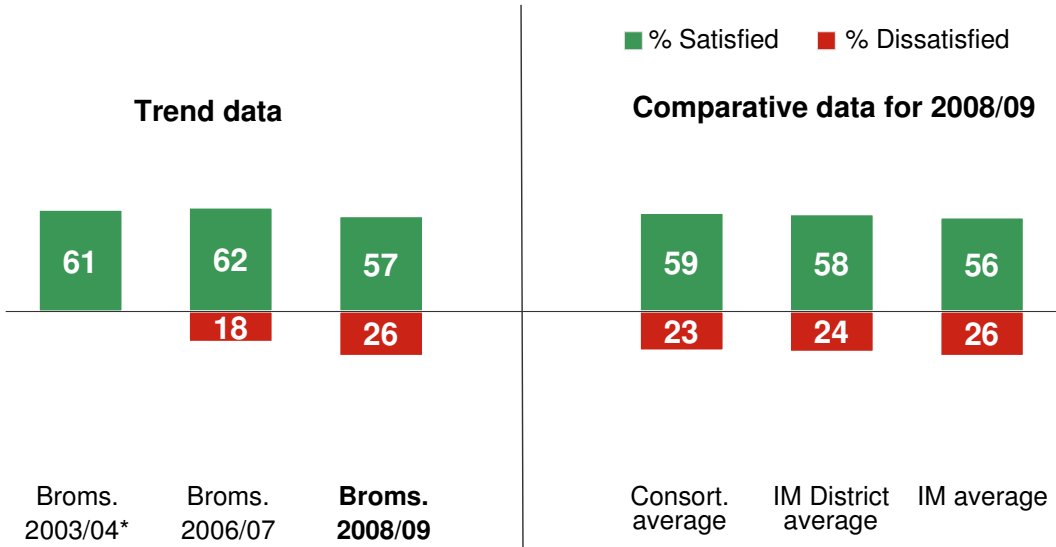
Parks and open spaces



Satisfaction with environmental services

Keeping land clear: Contextual data

Q How satisfied or dissatisfied are you with... keeping public land clear of litter and refuse?

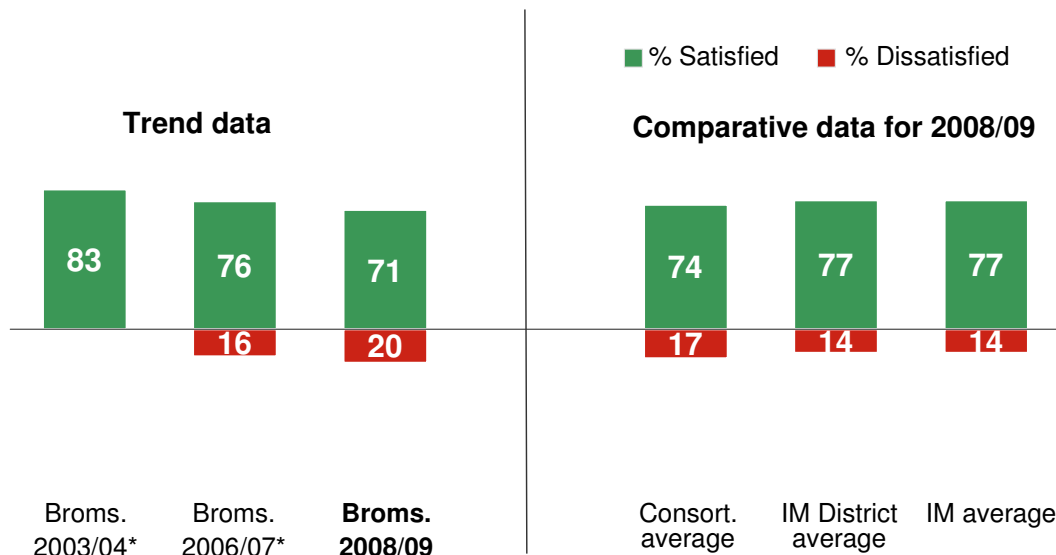


Ipsos MORI Base: All valid responses 2008/09 (1088); * trend data available for "satisfied" only.



Refuse collections: Contextual data

Q How satisfied or dissatisfied are you with... refuse collection?

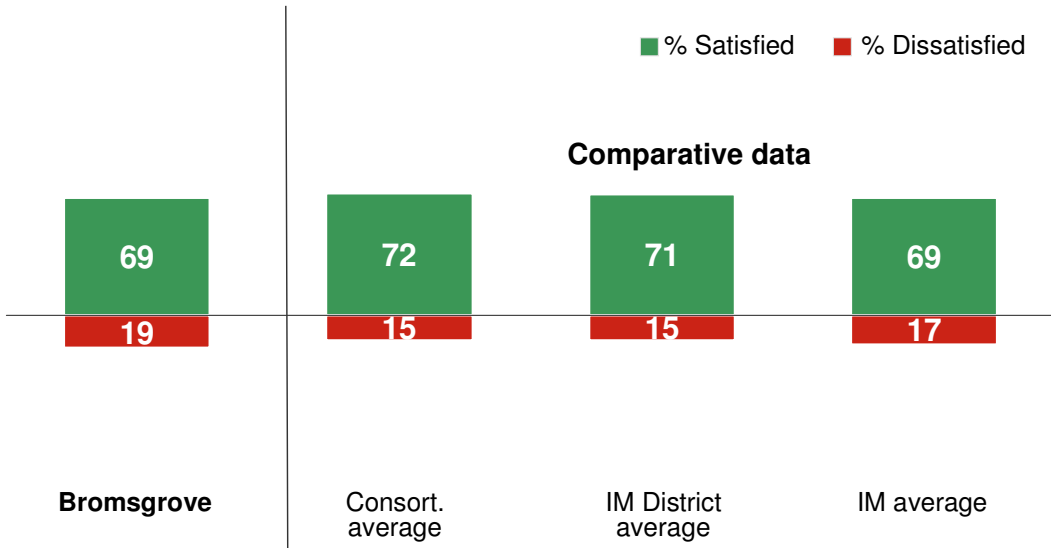


Ipsos MORI Base: All valid responses 2008/09 (1126); * trend data available for "satisfied" only.



Doorstep recycling: Contextual data

Q How satisfied or dissatisfied are you with... doorstep recycling?

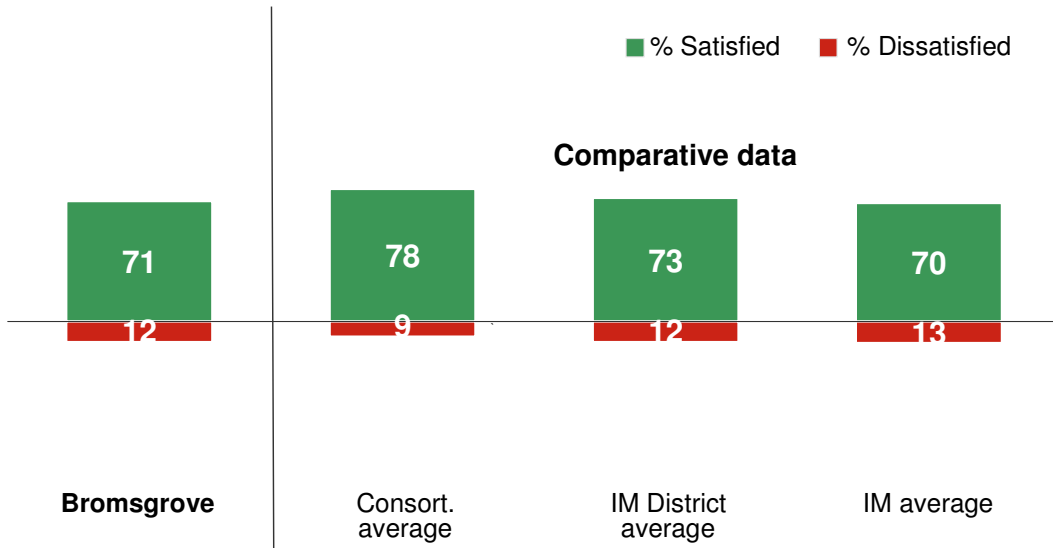


Ipsos MORI Base: All valid responses (1041)



Local tips/ recycling centres: Contextual data

Q How satisfied or dissatisfied are you with... local tips/ household waste recycling centres?



Ipsos MORI Base: All valid responses (997)



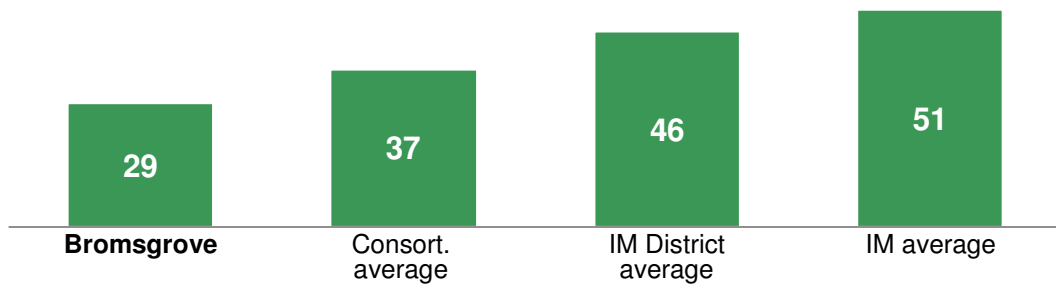
Local transport

Local transport information: Contextual data

Q How satisfied or dissatisfied are you with... local transport information?

■ % Satisfied

Comparative data for 2008/09



Ipsos MORI Base: All valid responses (871)

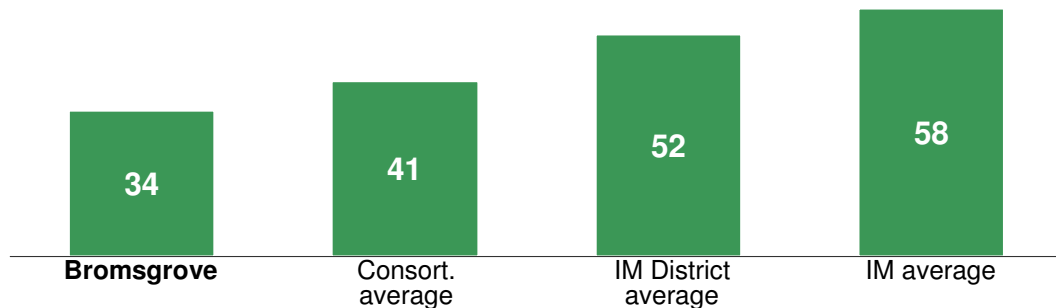


Local bus services: Contextual data

Q How satisfied or dissatisfied are you with... local bus services?

■ % Satisfied

Comparative data for 2008/09



Ipsos MORI Base: All valid responses (879)

