

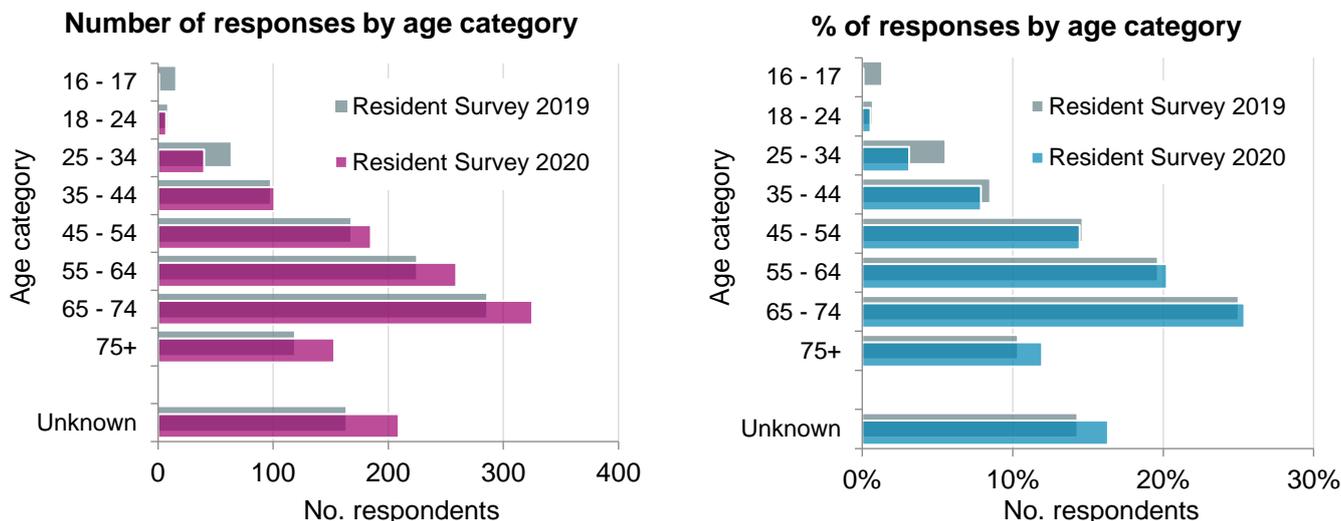
WYCHAVON

Residents' survey

Analysis of results 2020

This report provides an analysis of the results of the 2020 Wychavon residents' survey, which took place from 6 September to 4 October. This year was the second time we have run our own residents' survey, moving away from the traditional partnership with the county council and other partners. Several changes were made to the survey in 2019, including to its content and promotion, and these have continued in 2020.

The total number of responses received was 1,280 compared with 1,140 in 2019. There have been numerical increases in the majority of age categories but disappointingly the number of respondents aged under 35 have decreased this year.

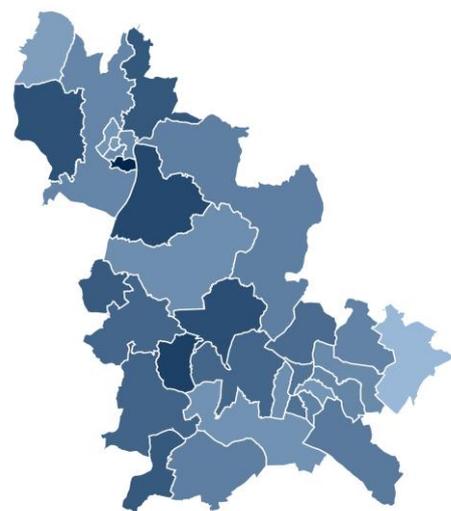


There were 866 respondents that gave an identifiable postcode which included people from all 32 wards.

The level of responses per 1,000 adult residents (16+) for each ward ranged from 14.7 in Droitwich South East to 2.6 in Honeybourne and Pebworth.

Overall, the 1,280 total responses equate to almost twelve responses per 1,000 adult residents.

The survey was split into five sections: 'About your local area and public services', 'Respect, consideration and community safety', a section about residents' use and satisfaction with council services, and 'Helping out'. In addition, for 2020, a section on Covid-19 was included in the survey, firstly looking at Wychavon District Council's response to the pandemic, and secondly looking ahead to Covid-19 recovery. The Covid-19 recovery questions have been asked across all districts in Worcestershire and for the county as a whole. Each of these sections will be analysed below and, where possible, comparisons will be made to previous surveys.



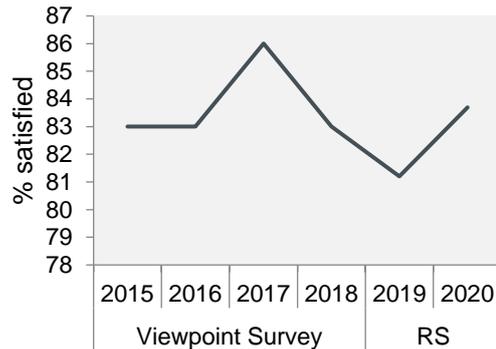
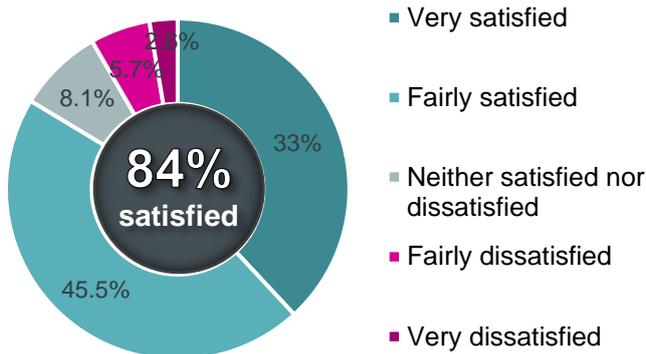
In order to achieve a more accurate representation of the population of the district, all results presented here are weighted by age. Based on the overall response rate the confidence level for the results overall is 3%. Therefore, where results are directly comparable to previous years **only changes of 3 percentage points or more can be considered as statistically significant**. Where questions have smaller response rates the confidence level may be higher.

About your local area and public services

Respondents were asked to consider their local area to be the area within 15 to 20 minutes walking distance of their home.

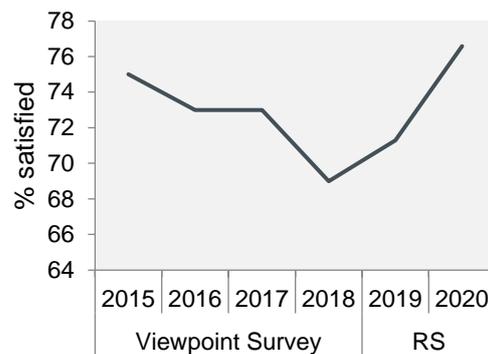
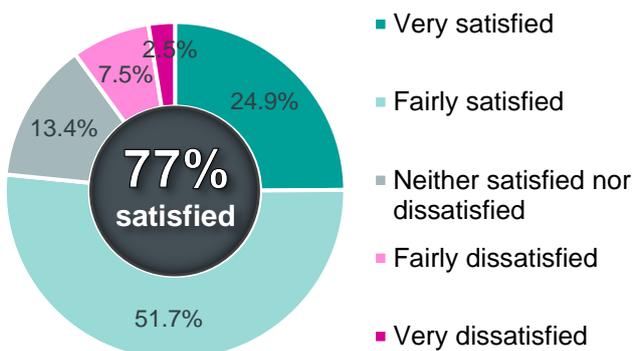
Q1. Overall how satisfied or dissatisfied are you with your local area as a place to live?

There were 1,279 valid answers to this question and 83.7% of people were either very satisfied or fairly satisfied. This is up from 81% last year.



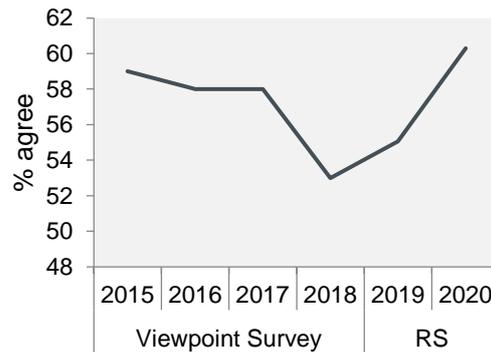
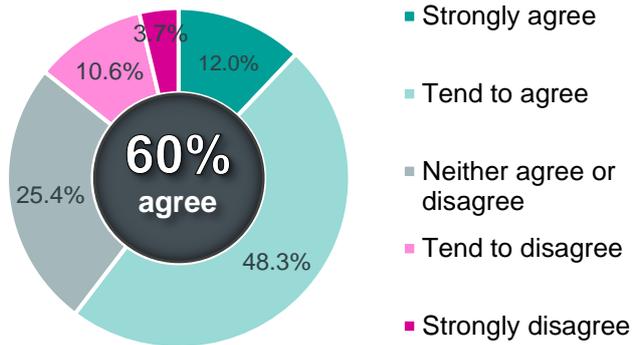
Q2. Overall how satisfied or dissatisfied are you with how Wychavon District Council runs things?

There were 1,278 valid responses to this question and 76.6% of people were either very satisfied or fairly satisfied, up from 71% last year and those that are dissatisfied fell to 10% from 13%.



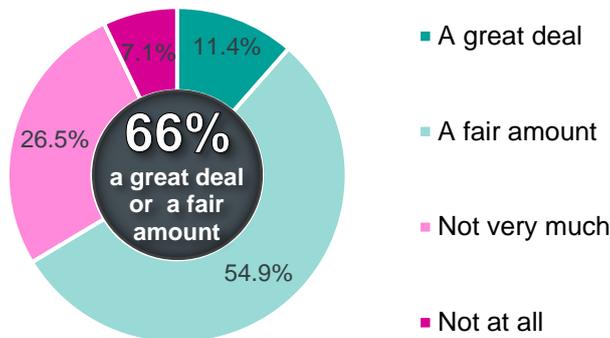
Q3. To what extent do you agree or disagree that Wychavon District Council provides value for money?

The proportion of people that agree with this statement has increased to 60% from 55% last year and those that disagree has fallen to 14% from 19% last year and 24% in 2018.



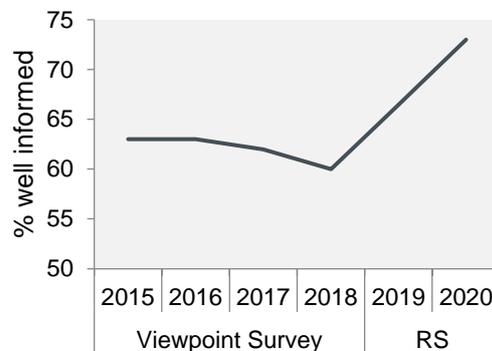
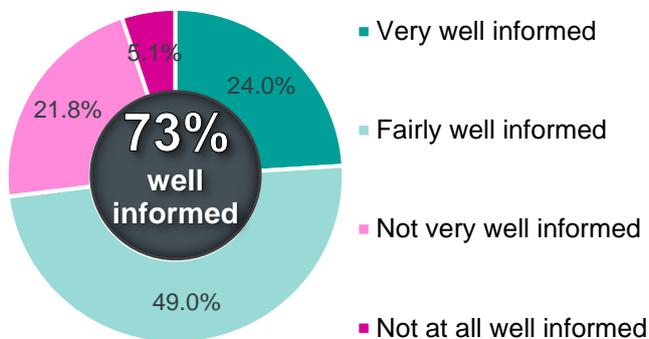
Q4. To what extent do you think Wychavon District Council acts on the concerns of local residents?

This question was introduced last year and included a 'don't know' option. This year 66% agreed to either a great deal or a fair amount which compares to 54% last year when the 'don't know' responses were removed.



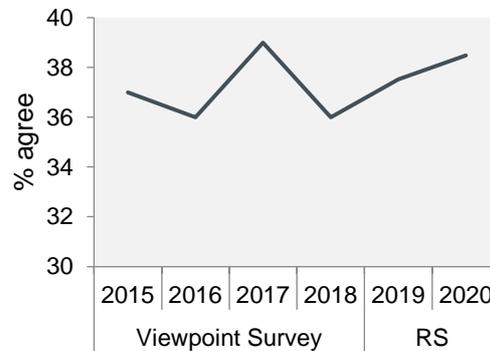
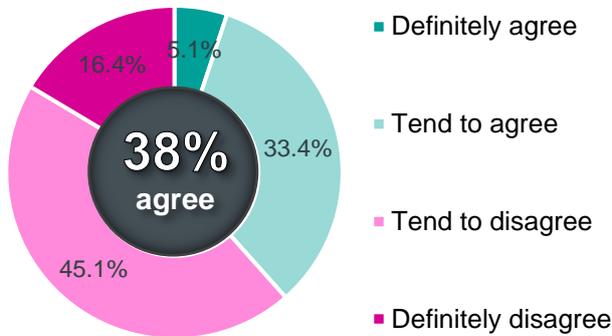
Q5. Overall, how well informed do you think Wychavon District Council keeps residents about the services it provides?

People feel that they are kept at least fairly well informed by the council has increased to 73% from 66% last year and 60% in 2018, although the question was worded slightly differently in the last two years.



Q6. Do you agree or disagree that you can influence decisions affecting your local area? As with previous questions, when answering, please consider your local area to be within 15-20 minutes walking distance from your home.

The results of this question have remained very consistent for several years with the proportion of people agreeing remaining between 36% and 39% for the last six years. This year has seen an increase of almost a percentage point but remains at 38% when rounded.

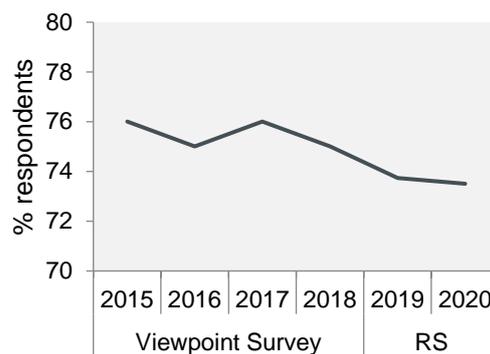
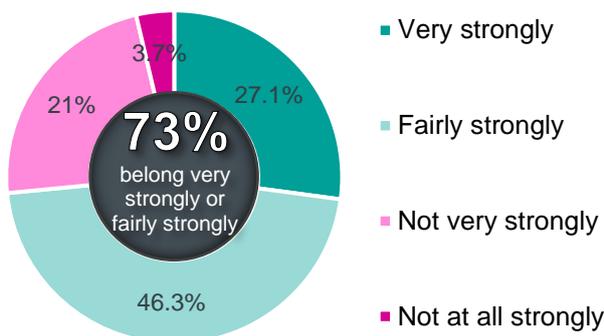


Q7. If you don't feel you can influence decisions in your local area, why is this?

55% of the 971 people that answered this question said that input received from residents is not taken into account (the same as last year). 28% said they were unaware of any means of influencing decisions (compared to 29% last year). Of the remainder, 9% said they were not able to take part in activities to influence (6% last year), 2% were not interested and the remaining 7% gave their own 'other' reasons.

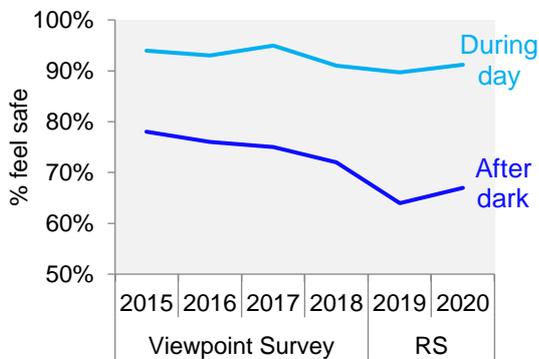
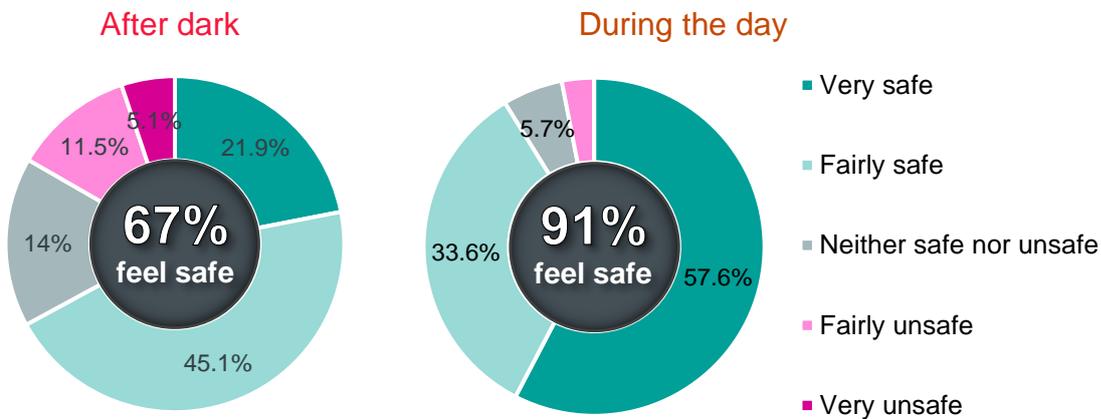
Q8. How strongly do you feel you belong to your local area?

73% of people feel that they belong to their local area, a small decrease from last year but the figure has remained within three percentage points for the past six years.



Respect, consideration and community safety

Q9/10. How safe or unsafe do you feel when outside in your local area?

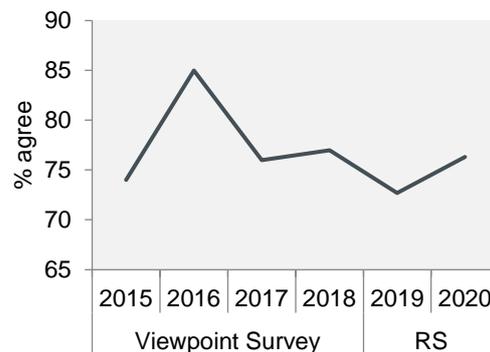
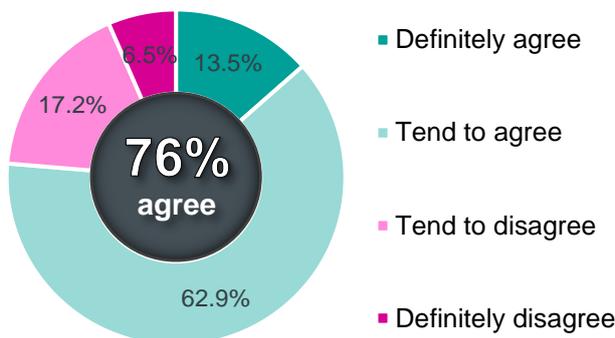


The results from this year's survey have seen improvements in feelings of safety after the significant declines seen last year. Feelings of safety after dark have recovered to 67% but were as high as 79% in 2014.

Similarly, those feeling safe during the day has improved to 91% but has been as high as 95% in 2017.

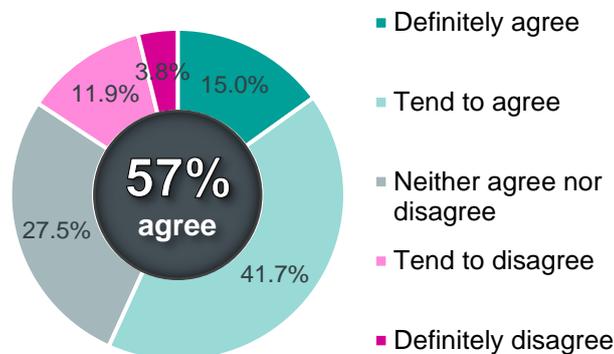
Q11. To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?

There has been an improvement to 76% from 73% last year for those that agree with this statement.

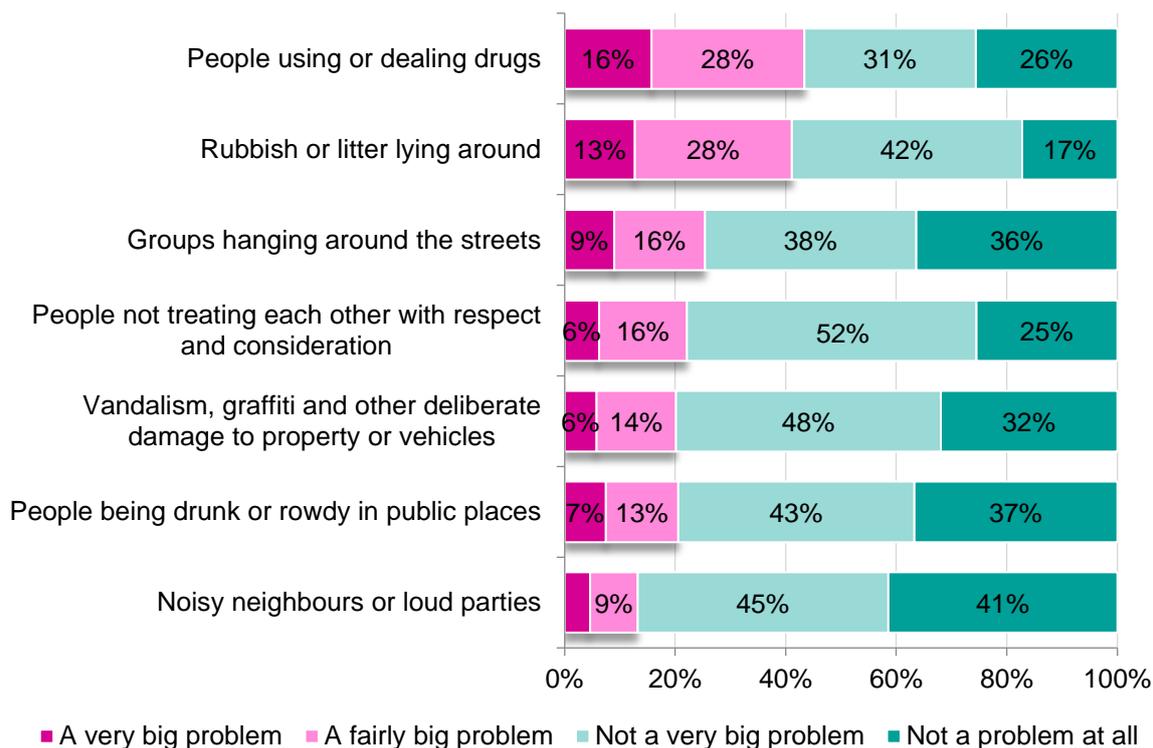


Q12. To what extent would you agree or disagree that people in this local area pull together to improve things?

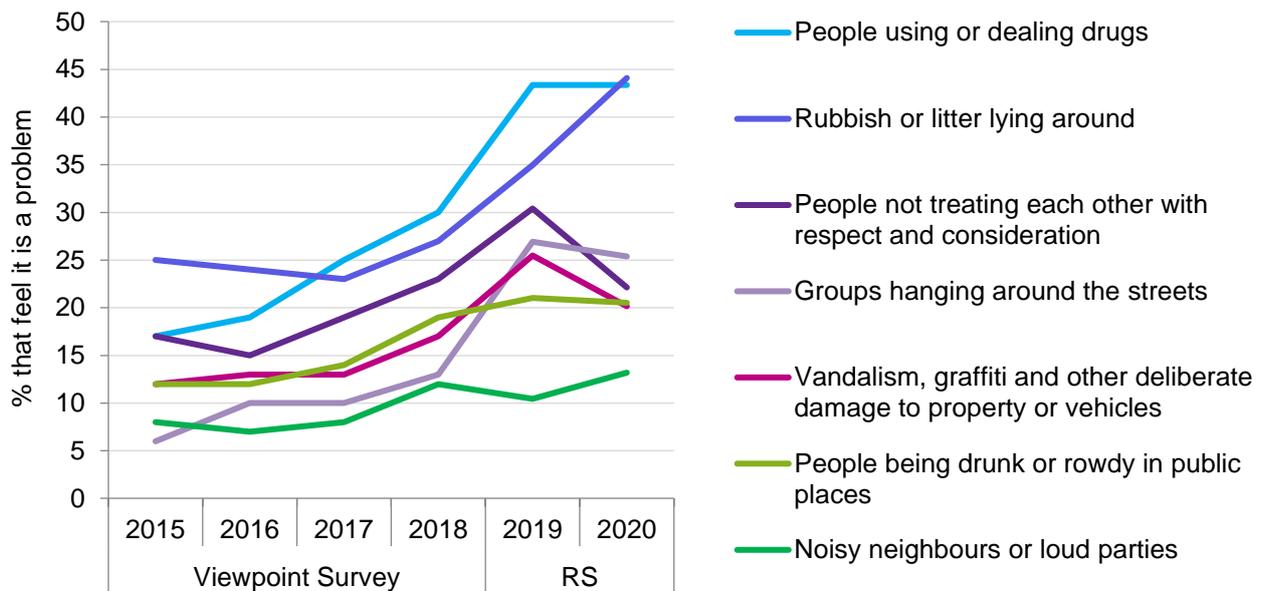
This question was introduced last year and those that agree that people pull together to improve things has increased to 57% from 49%. The percentage of those that disagree has reduced from 24% to 16%.



Q13. Thinking about your local area, how much of a problem do you think each of the following are...

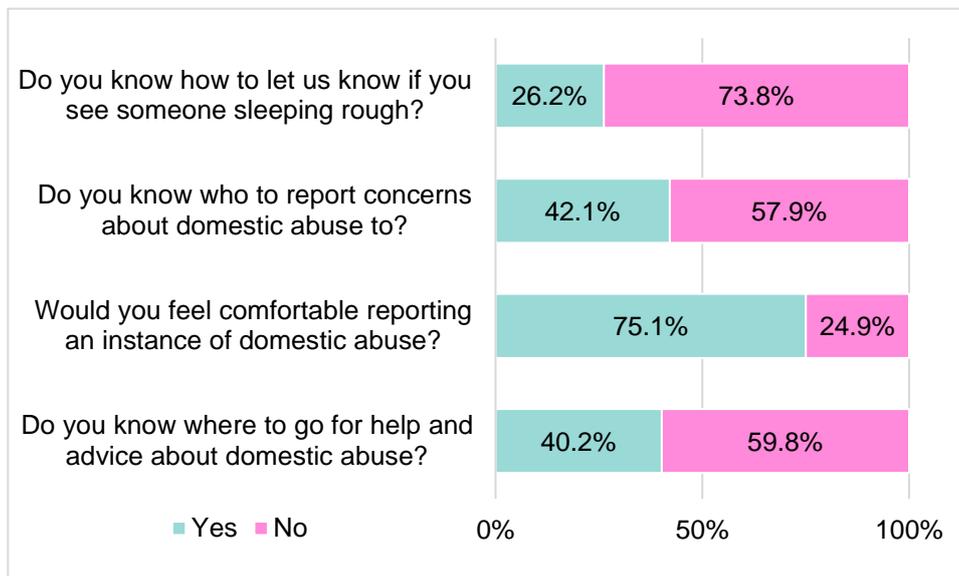


This year the percentage of people that believe that rubbish or litter lying is around is a problem has risen to 41% from 35% last year and the trend has continued since a low of 23% in 2017. Elsewhere many of the rises seen last year have reversed somewhat, most notably people not treating each other with respect which has fallen from 32% to 20%.



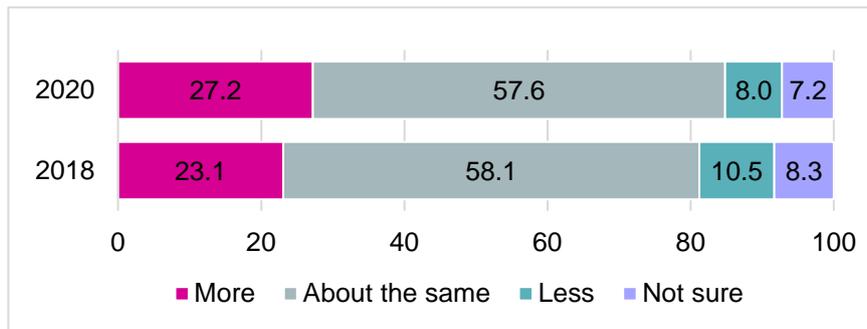
Q14. Thinking now about rough sleeping and domestic abuse...

In a new question, residents were asked to identify whether they know where/how to seek help about rough sleeping and domestic abuse. More than half of the respondents in every case were not sure of what to do if they became aware of issues. More positively, three quarters of residents said they would feel comfortable reporting an instance of domestic abuse.



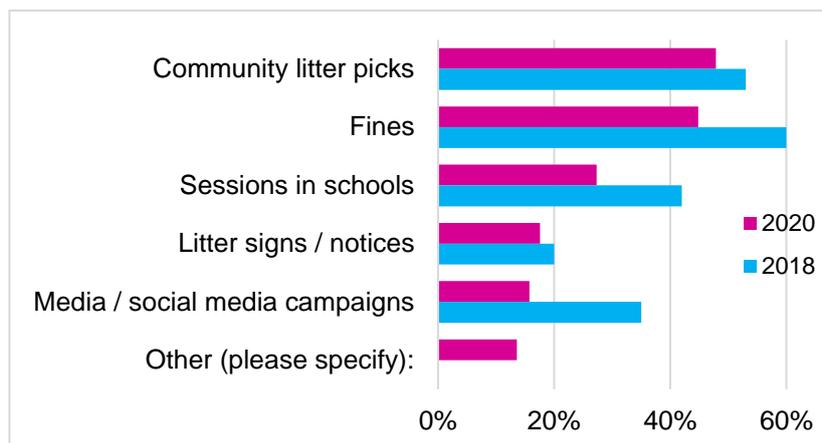
Q15. Thinking about the amount of litter in the Wychavon district, compared to this time last year do you feel there is....?

This question was last asked in the 2018 Viewpoint survey and there has been a significant increase in the percentage of people who feel that there is more litter than in the previous year, increasing from 23% to 27%. This tallies with the increasing percentage of people that see rubbish and litter lying around as a problem in the results of question 13.



Q16. Which two of the following options would you say are likely to be the most effective at reducing litter in your local area?

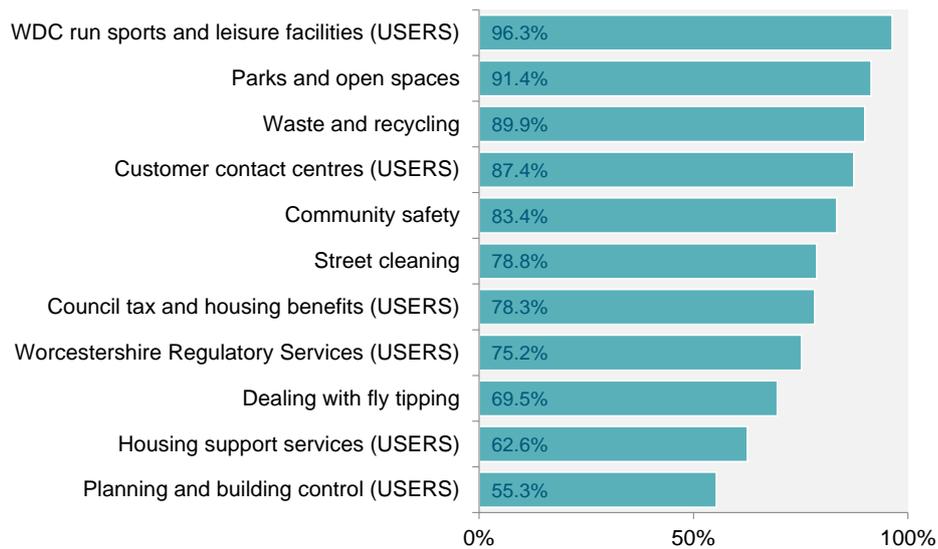
Community litter picks was chosen by almost half of respondents and was closely followed by fines. These two were clearly the most popular options but have changed positions since the question was last asked in 2018. The question was a little different (with three possible selections and without the 'other' option) so direct comparison is not possible but the chart nonetheless indicates a change in emphasis. There were a number of other ideas mentioned in the 'other' category this year and a large number of these centred around having more bins and improving their locations. Also mentioned were improving packaging of products, better enforcement and litter picks.



Council services

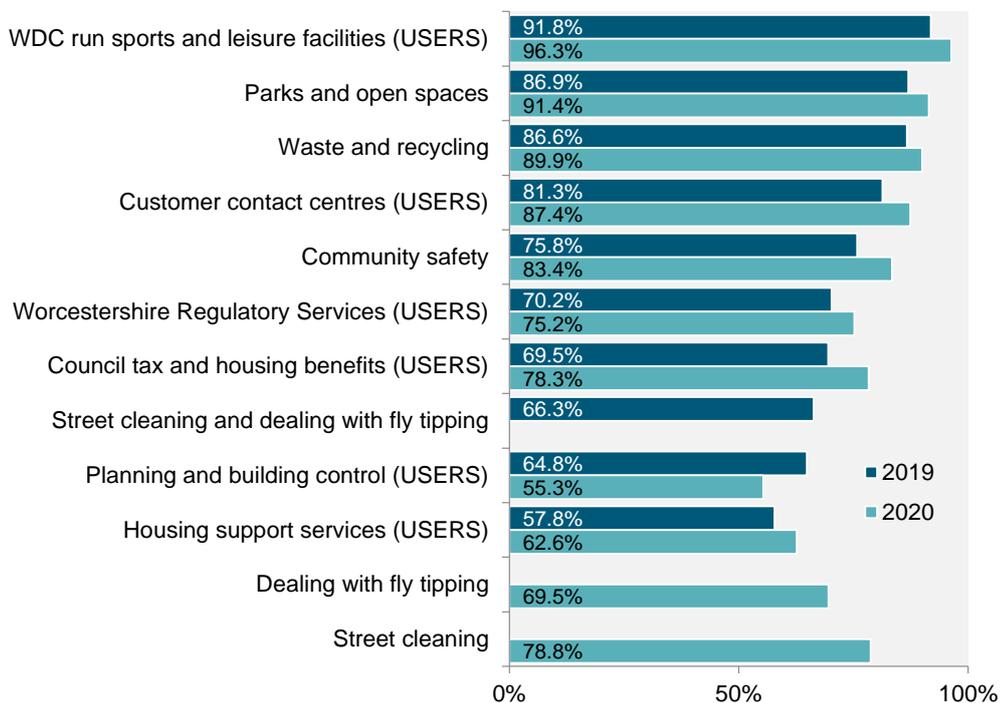
Q17/18. How satisfied or dissatisfied are you with each of the following services provided or supported by Wychavon District Council?

In 2019, the response categories were changed for this question so accurate comparisons with previous Viewpoint surveys are not possible before last year. These have been reported in the following chart variably as the views of service 'users', or for 'all' respondents where services are provided to all (this is specified in each case).



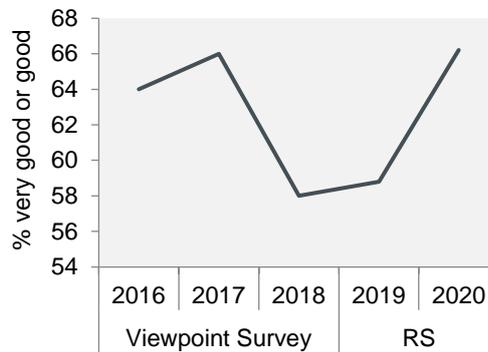
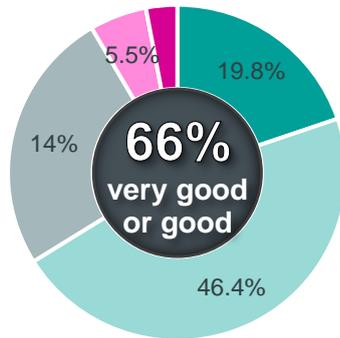
The 2019 results provided a new baseline for future years already providing some very strong start points for most services areas. With the exception of planning and building control, every service has seen a statistically significant increase this year.

Satisfaction with 'street cleaning' and 'dealing with fly-tipping' were separated in this year so cannot be compared directly with 2019. As the chart below show, both of these areas had a greater individual satisfaction scores than the combined category did in 2019.



Q19. How do you rate Wychavon District Council?

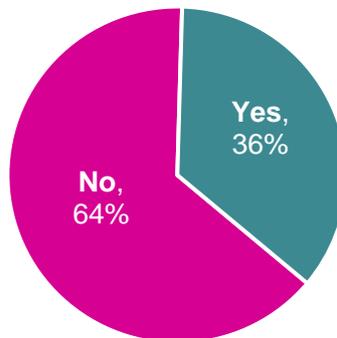
Satisfaction has reached 66.2% this year, a significant increase from the last two years and the highest it has ever been.



Helping out

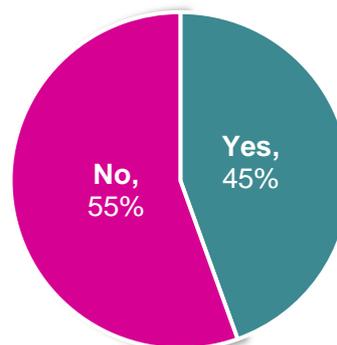
Q20. Do you currently volunteer some time to work with others for a community group, local charity or in some other way in your area?

This had been a new question in 2019 which simplified the one used in the older Viewpoint surveys. There has been a decrease from 40% giving their time in 2019 to 36% this year. The question has been adjusted slightly though as in 2019 it was 'do you currently volunteer?'



Q21. Do you look after or give any help or support to family members, friends, neighbours, or others because of long term physical or mental ill health or any other condition? Please do not count anything you do as part of your paid employment

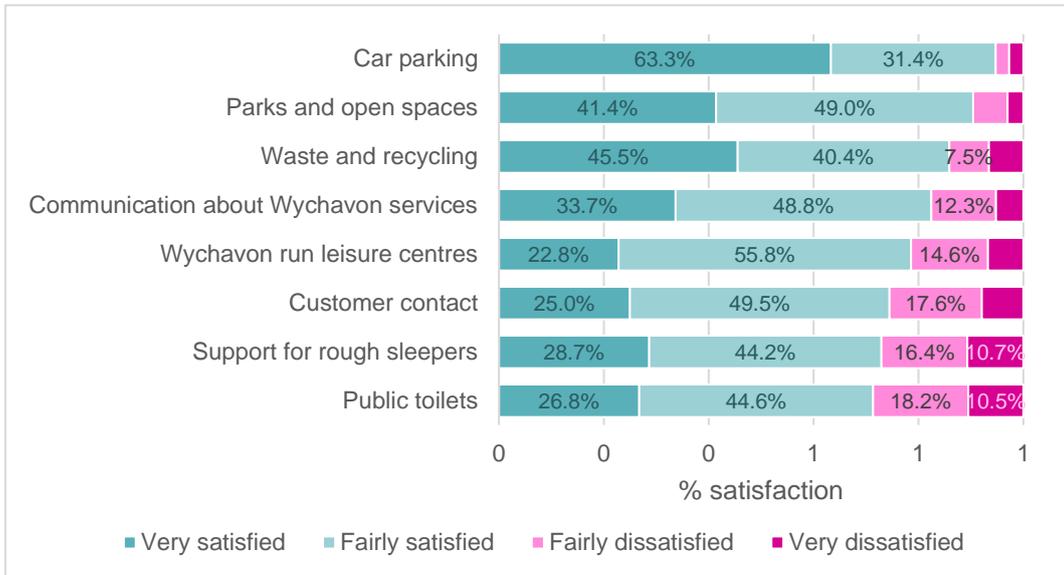
Those that answered yes has increased significantly from 36% in 2019.



Our response to COVID-19

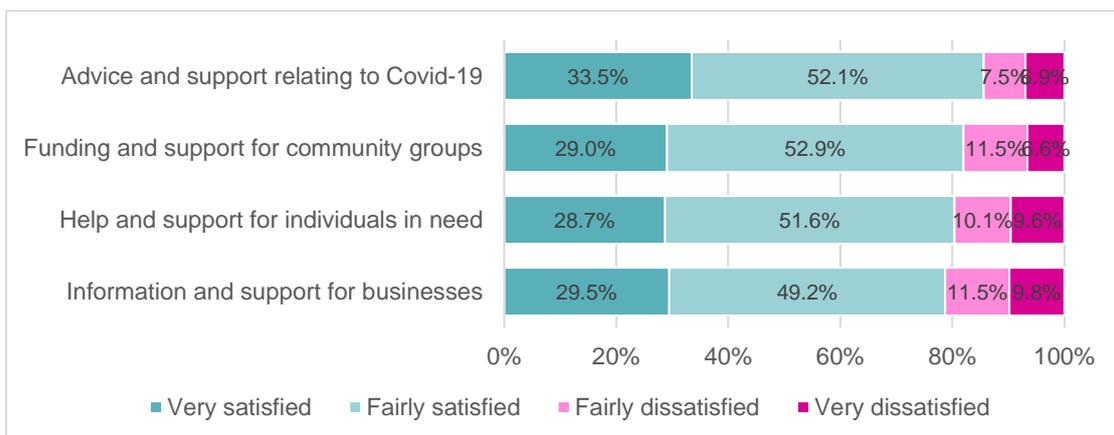
Q22. The Covid-19 pandemic affected some of the key services delivered by Wychavon District Council and we had to make some changes to the way we deliver them. How satisfied or dissatisfied were you with the following district council services throughout the pandemic?

Those that were at least fairly satisfied with services was above 70% for all services.



Q23. How satisfied/dissatisfied are you with the support Wychavon District Council has provided in the following areas since the pandemic began?

Levels of satisfaction ranged from 85.6% for advice and support relating to Covid-19 to 78.7% for information and support for businesses.



Q24 What ONE thing, if anything, could Wychavon District Council have done to improve the way we responded to the Covid-19 pandemic?

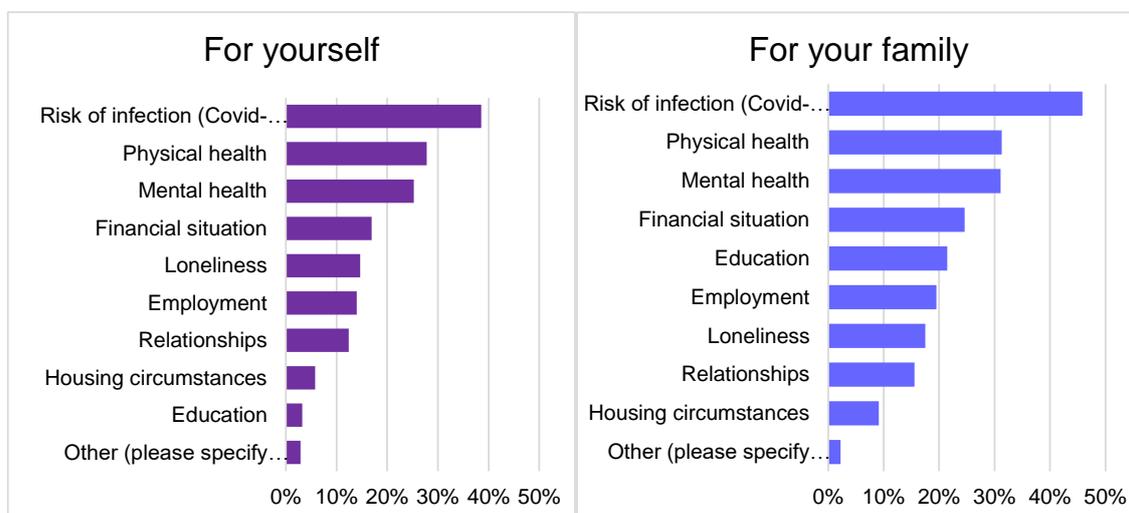
Residents were asked to free type their response to this question. The following wordcloud represents the most common views of the residents who answered this question. There were around 400 comments made and the majority fitted in to the categories represented in the word cloud below. Improved or increased information or communication was the most common response followed by ensuring that people comply with the rules more. As well as the suggestions for improvement a lot of people did take the opportunity to say they were generally happy and the council had done all that it could.



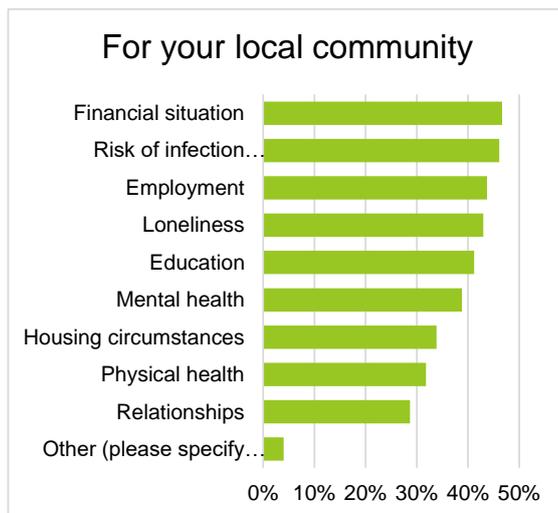
Covid-19 recovery

Q25 Are you concerned about the following at the moment, as a result of COVID-19? (tick all that apply)

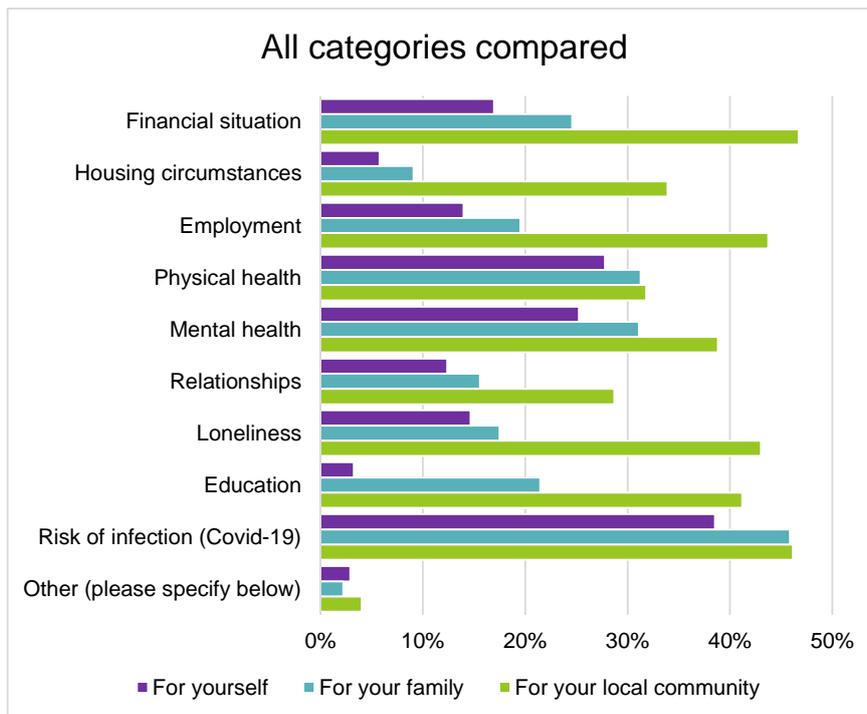
There were many similarities in residents' concerns for themselves and for their families with risk of infection, physical and mental health and financial situation being the top four answers.



For the wider community there was a much greater spread of concerns with financial situation coming out on top and employment also a big worry.

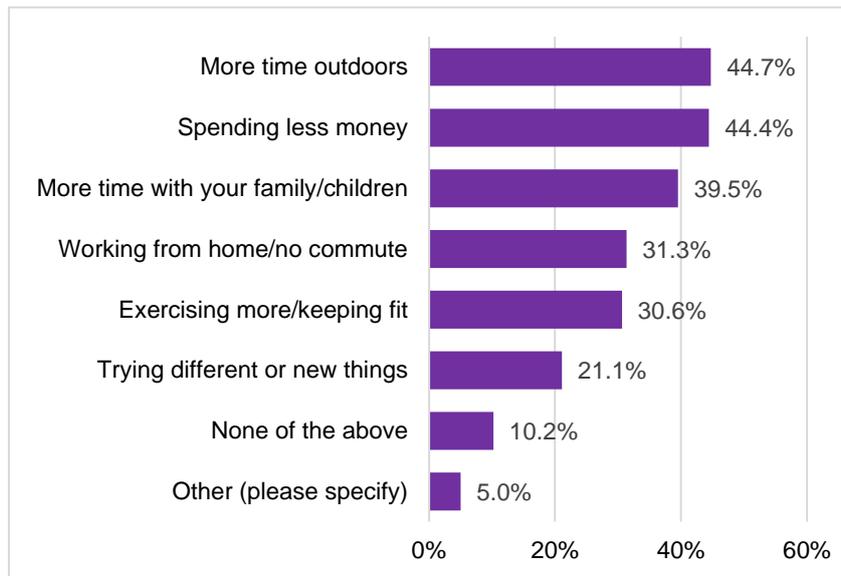


The chart below compares how each of the concerns compare across the three categories.



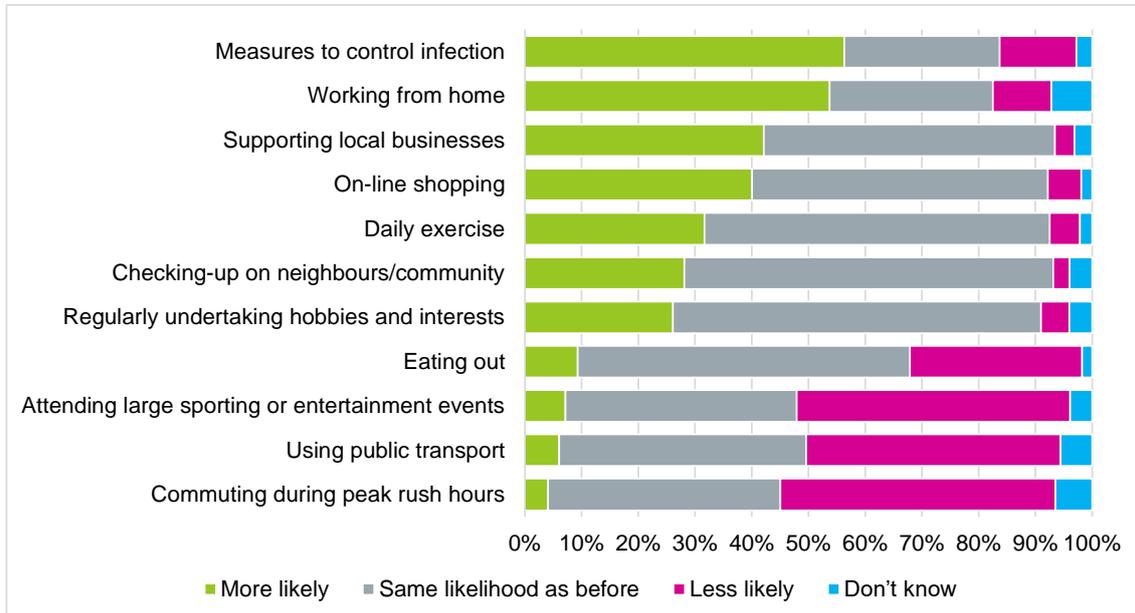
Q26 Have you experienced any of the following changes that resulted from COVID-19, or from the restrictions imposed to control COVID-19 that you would like to continue? (tick all that apply)

More time outdoors and spending less money were selected by a similar proportion of residents followed by more family time. Of the answers given in the 'other' category closer communities, a healthier diet and online shopping were mentioned by several residents.



Q27 After the Covid-19 pandemic is contained and restrictions are no longer in place, do you think you will be more or less likely to undertake each of the following activities than you did before the COVID-19 pandemic?

Measures to control infection, such as wearing a face mask, thorough hand washing, and social distancing was considered 'more likely' by 56% of residents. This was closely followed by working from home (54%) and supporting local businesses was selected by 42% of residents. Attending large events, using public transport and commuting during rush hour were considered 'less likely' by around half of residents.



Q28 Is there anything that you have seen in the way local organisations (public sector, voluntary sector and local businesses) have responded to the crisis that you would like to see continue once the COVID-19 pandemic is contained?

Many of the answers to this question centred around the local community and the support that has been provided. Greater hygiene and increased food deliveries being were also mentioned by many residents as was the embracing of new technologies.

Q29. What is the one main thing that will help Worcestershire recover from the COVID-19 pandemic?

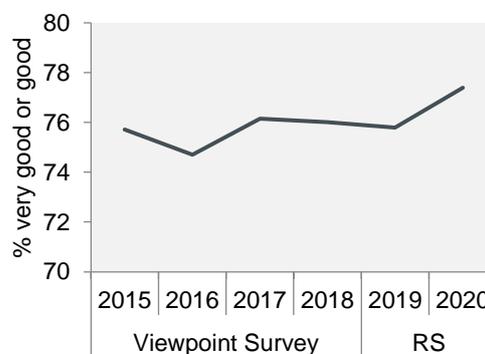
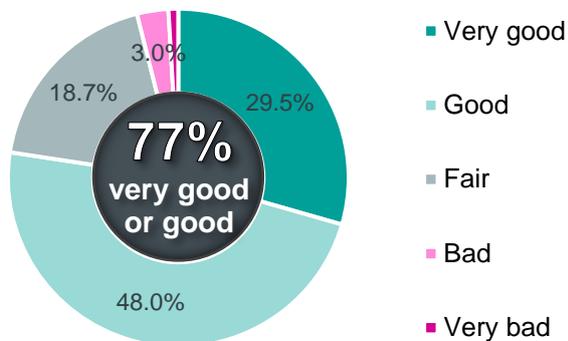


Many answers were based around sticking to the rules and enforcing them more. The support for local businesses was also mentioned by a large number of residents and community spirit and the kindness of people and getting things back to normal were also seen as key for many.

About you

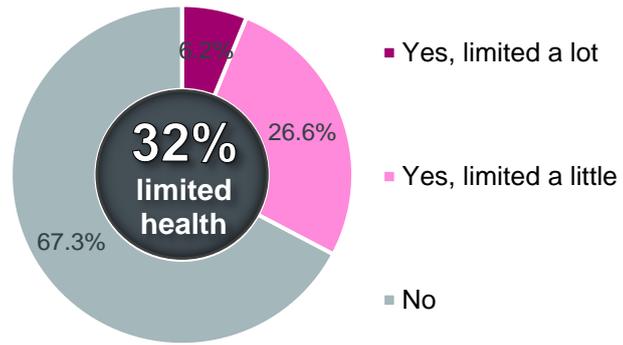
Q30. How is your health in general? Would you say it is...

There has been an increase to 77.4% from 75.8% in 2019 for those that say their health is good or very good. This is now the highest figure of the last six years.



Q31. Do you have any long-standing health condition or disability that limits your day to day activities? (Long-standing means anything that has troubled you over a period of at least 12 months or that is likely to affect you for at least 12 months).

The proportion of residents whose health is limited in some way has remained at 32% the same as in 2019. Those whose health is limited a lot though has decreased from 8.3% to 6.2% this year. Before 2019 this question was separated into two elements making it difficult to compare.



Paul Curry
Joint Research and Intelligence Officer