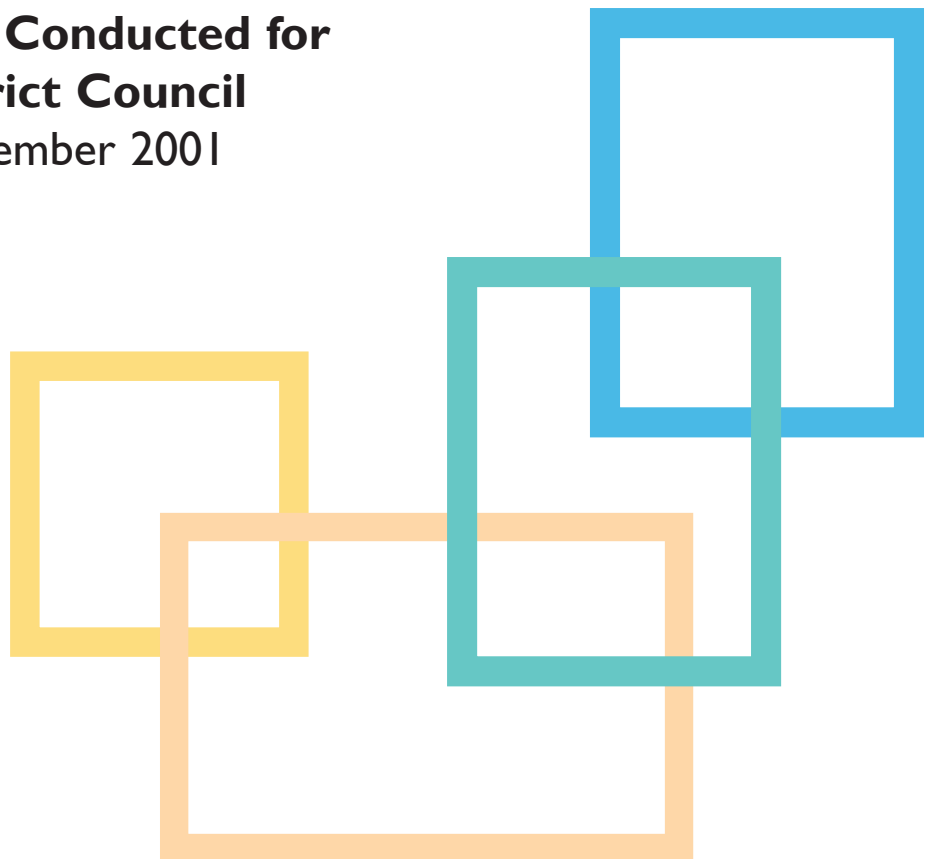


Wychavon Residents Survey 2001

Survey report

**Research Study Conducted for
Wychavon District Council**
September – November 2001



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Introduction

Background and objectives

This report presents the findings of a survey conducted by MORI's Local Government Research Unit on behalf of Wychavon District Council.

The survey questionnaire, designed in conjunction with the Council, covered a number of topics ranging from the corporate image of the Council to issues relating to specific services and Best Value service reviews.

Methodology

MORI interviewed a representative sample of 1,003 residents aged 18+ in 73 randomly selected Enumeration Districts (EDs) across the District. Interviews were carried out face-to-face, in home between 22 September and 12 November 2001.

Within each ED, quotas were set using 1991 Census data to reflect the population profile of the neighbourhood. The data was weighted at the analysis stage by sex and age to reflect the known population profile.

All responses have been analysed using a range of demographic, geographical and attitudinal variables, details of which have been provided in a separate volume of computer tables. This report makes references to key differences within these variables.

Overall results are subject to a sampling tolerance of ± 3 ; see the section on statistical reliability appended to this report.

Report layout

Following this introduction, this report comprises:

- a summary of the **key findings** of the survey and their **implications** for Wychavon District Council;
- more detailed commentary on the **main findings**, including reference to MORI's 'normative' database of results from other local authority surveys;
- **appendices**, including a marked-up questionnaire, social class definitions, a guide to statistical reliability and a map of the sampling points used.

Comparisons with other authorities

Where appropriate, the report includes comparisons between Wychavon's results and those from surveys conducted for other authorities in recent years (taken from the MORI's 'normative' database). These comparisons are intended to act as a context in which to place findings for Wychavon, allowing an appreciation of how perceptions of, and attitudes to, the Council compare with other authorities. Because MORI has not worked for every council, this is by no means exhaustive and it is not a league table. In addition, the surveys may differ in timing and methodology. This data is the copyright of MORI and should not be released to any third party without the written permission of MORI.

Interpretation of the data

It should be remembered that this survey is based on a sample, not the entire population of Wychavon. In consequence, all results are subject to sampling tolerances, which means that all not all differences are statistically significant. When interpreting results, it is important to note that a sample of 1,000 carries a margin of error of around plus or minus three per cent. Results for different subgroups will need to be further apart for the difference to be statistically significant, depending on the size of the sample and the finding itself – see the section on statistical reliability appended to this report.

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 volume an asterisk (*) denotes any value less than half a per cent.

In this report, reference is made to “net” figures. This represents the balance of opinion on attitudinal questions, and provides a particularly useful means of comparing results for number variables. In the case of a “net satisfaction” figure, this represents the percentage satisfied on a particular issue or service, less the percentage dissatisfied. For example, if a service records 40% satisfied and 25% dissatisfied, the “net satisfaction” figure is +15 points.

It should be noted that this survey deals with residents' *perceptions*, rather than facts at the time the survey was conducted, and these may not necessarily accurately reflect the level of services actually being delivered.

Acknowledgements

MORI would like to thank Fiona Narburgh and Alan Smith at Wychavon District Council for their help and assistance in the development of this project.

Publication of data

As with all our studies, findings from this survey are subject to our Standard Terms & Conditions of Contract. Any press release or publication of the findings of this survey requires the advance approval of MORI. Such approval would only be refused on the grounds of inaccuracy or misrepresentation.

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Checked & Approved:

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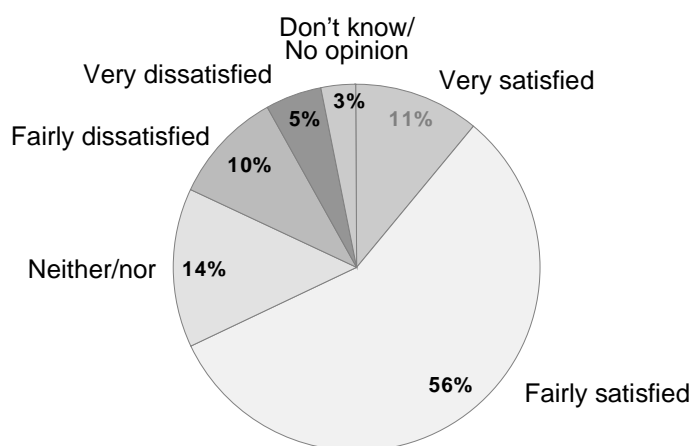
Key findings and implications

Most are positive about the Council

- **Two-thirds of Wychavon residents are positive about the way the Council is running the area;** 67% are either very or fairly satisfied. This is four times the proportion who are dissatisfied at 15%:

Overall Satisfaction

Q Overall, how satisfied or dissatisfied are you with the way Wychavon District Council is running the area?

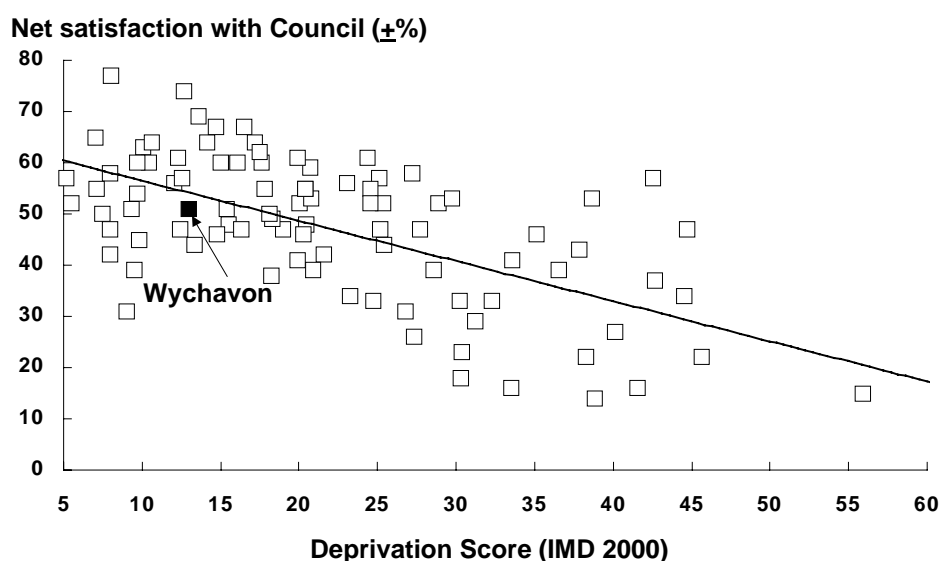


Base: 1,003 Wychavon residents 18+, Sept-Nov 2001

- It is important to take into account differences in the national climate when comparing the Council's overall performance rating this year with that of the Robertson Bell Associates survey in 1997. There has been a fall in satisfaction levels over the four years since 1997, however, during the same period MORI has found that the public has become less favourable towards both national and local government. There are also differences in question order between the two surveys – MORI asked the question first in the interview, RBA did so towards the end (after people were reminded about the range of services provided by the Council).
- Wychavon's ratings are strong in absolute terms and remain above the national average as measured in national polls conducted by MORI. However levels of satisfaction are not as high as those typically recorded by the MORI Local Government Research Unit in other districts (on the evidence of national surveys, MORI's clients achieve higher ratings, on average, than authorities as a whole).

- Higher levels of satisfaction have been achieved by the four (of ten) Wychavon Audit Commission comparator authorities for whom MORI has surveyed – Winchester +58 in 2000, East Hampshire +60 in 1997, Stratford-on-Avon +60 in 1998 and Vale of White Horse +77 in 1996 – although it is important to take into account when these surveys were conducted.
- As the following graphic shows, the Council’s overall satisfaction score is, however, in line with other authorities with similar levels of deprivation (the squares denote the satisfaction ratings/deprivation scores of other authorities surveyed by MORI):

Satisfaction with council versus deprivation score



- Where the Council does out-perform many other authorities surveyed by MORI is in providing “**good value for money**” (47% against 23%). Residents are, however, less positive about its performance on being “too remote and impersonal” (37% agree against 36% disagreeing) and “treating all areas fairly” (30% agree to 28% disagree).

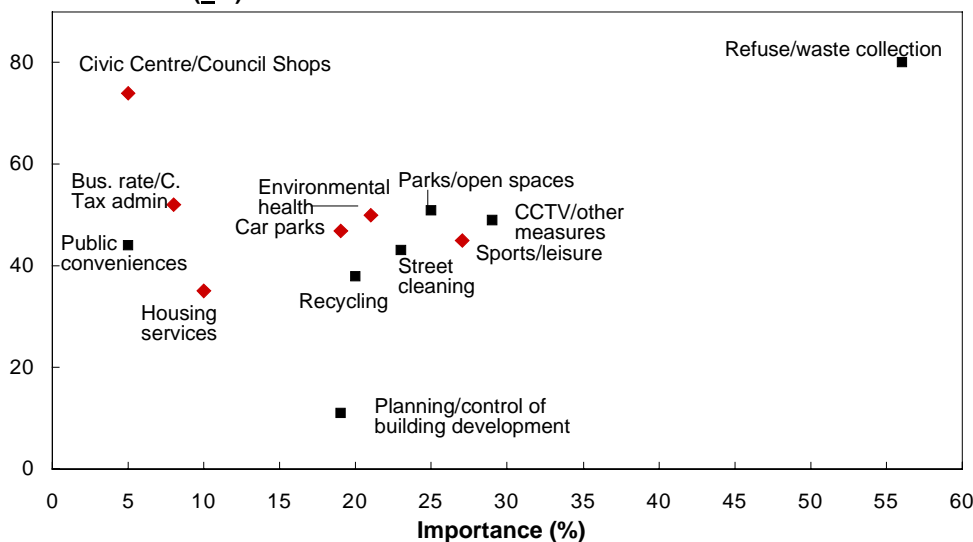
Wychavon’s services

- The positive overall ratings of the Council are underpinned by positive ratings of services – the 67%:15% rating of the authority’s overall performance is matched by a 68%: 15% on providing “good quality services overall.”
- Particular service strengths are:
 - **refuse/waste collection:** 87% are very/fairly satisfied, including 50% who are *very*satisfied;
 - **Council offices/’shops’:** users rate these positively by 11:1 (55%:6%);

- **public conveniences:** 58% of residents are very or fairly satisfied with these, the highest level ever recorded by MORI;
 - **car parks:** six in ten residents and two-thirds of users are positive about these, comparing favourably with MORI surveys elsewhere.
- It is also encouraging that when plotting satisfaction against importance for the range of Council services, none appear in the bottom right hand corner of the chart (see below). This shows that the Council is generally thought to be performing well on what residents see as priority services, however, comparison with Districts elsewhere shows that there are some *relative* weakness in public/user ratings of **leisure services, parks and open spaces, planning, recycling and street cleaning**.

Satisfaction vs Importance of Key Council Services

Net Satisfaction (±%)



Base: 1,003 Wychavon residents 18+, Sept-Nov 2001; Users for non-universal services

Positive about the area

- It is worth remembering that the above analysis includes only ‘conventional’ service areas and does not include quality of life/community governance issues such as crime which in this survey is top of people’s priorities for the Council to focus on and, after good health, is seen by residents as the most important determinant of quality of life.
- However, just under **nine in ten (89%) are satisfied with “the local area” as a place to live** including more than half who are *very* satisfied (54%). This compares with less than one in ten (7%) who express dissatisfaction. Levels of satisfaction are relatively lower in urban areas, and in Evesham, although still positive.

Differences within the district

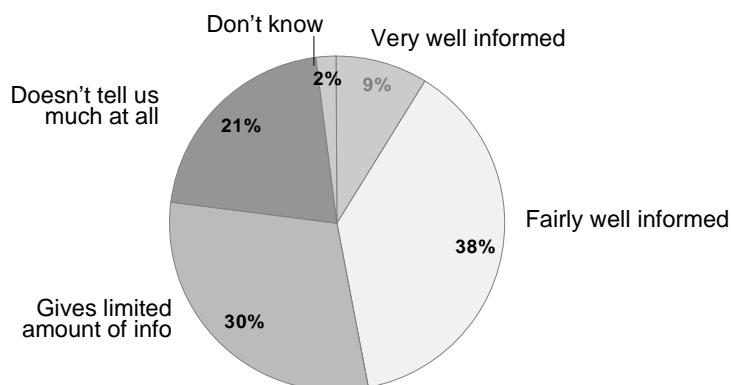
- MORI often finds differences in levels of satisfaction within an authority area but in Wychavon there are no significant differences in overall satisfaction when comparing the views of residents in the three main towns of Evesham, Pershore and Droitwich.
- However, urban residents are more positive than those in rural areas on eleven of the thirteen services, with the exception of refuse and street cleaning. They also have a more positive image of the Council but are less likely to agree that the Council is “too remote and impersonal” and you will want to further consider how views differ across the rural areas of the authority.
- In terms of services, residents living in Evesham are more positive than those from Pershore and Droitwich on nine of the thirteen services covered in the survey but are more negative than those elsewhere on refuse/waste collection and street cleaning.

Communicating with the public

- The **majority of residents do not feel they are kept well informed** about the services and benefits provided by the District Council; 51% compared with 47% who feel informed.

Information Provision

Q How well informed does Wychavon District Council keep you about the services and benefits it provides?



Base: 1,003 Wychavon residents 18+, Sept-Nov 2001

- We tend to find that ratings on this measurement vary considerably from area to area. District councils tend to achieve higher scores than counties, and in a number of districts we are finding that between 50-60% of residents feel informed. This might be a target for the Council to work towards as it takes forward its communications initiatives and builds on ‘TWM – The Wychavon Magazine’, whose distribution can be further improved. You may also want to look at doing some further research on this issue.

- MORI consistently finds a strong correlation between how well informed people feel they are kept by their local authority and their overall perceptions of it. From the perspective of service delivery, there are a number of positive benefits associated with building awareness of the authority's work, in particular, encouraging the take-up of services and managing expectations.

Looking ahead

- These findings provide a valuable benchmark against which the Council can measure its performance as it develops its services in line with best value.
- Wychavon's residents are generally satisfied with the job the Council is doing and with the overall quality of its service provision.
- But this survey also suggests a number of areas which the authority may wish to consider. There is scope for the Council to sharpen and develop its image and it will be particularly important for the Council to review and develop current communication with residents. This will help the authority to work at:
 - building awareness of the services it provides and what it is doing;
 - improving its image and ensuring that the community develops a sense that their Council is working effectively;
 - strengthening the link in residents' minds between Wychavon District Council and high quality services.
- The authority may also want to lead more debate over the difficult choices posed over development/planning control and develop a specific vision for the area in the next twenty years.
- In terms of delivery, the authority will need to consider:
 - Why satisfaction with some key services such as street cleaning and leisure services are not as high as elsewhere;
 - The authority can clearly deliver brilliantly when it chooses to focus on a service – witness public conveniences which serve residents and visitors alike. It may therefore want to decide what else it wants to excel in;
 - How it can be sensitive to the specific issues and concerns of the different areas within the district, in particular, rural and urban areas;
 - How to continue to deliver key services and meet residents' core expectations while, at the same time, focusing on its involvement in community governance/quality of life issues (and building awareness of this).

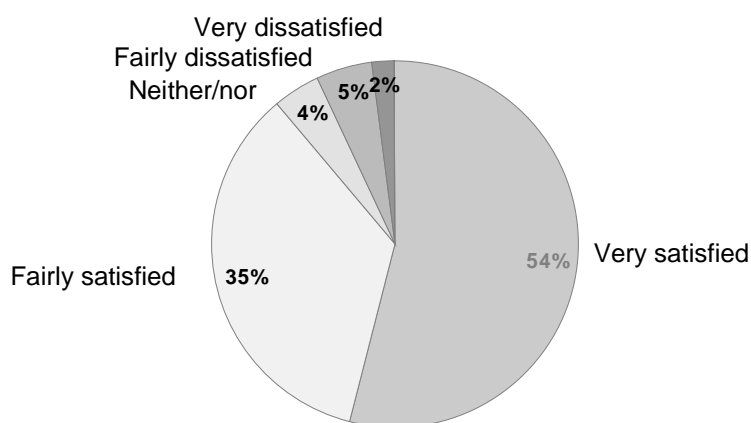
Quality of life

Satisfaction with the local area as a place to live

There is overwhelming satisfaction with Wychavon as a place to live; 89% are very or fairly satisfied including over half, 54%, who are *very* satisfied. Fewer than one in ten, 7%, express dissatisfaction:

Satisfaction with Area

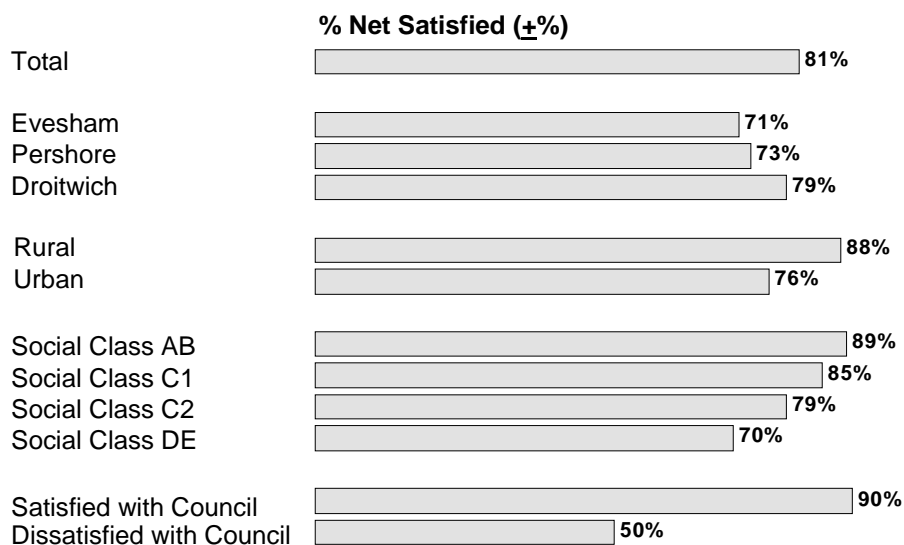
Q How satisfied or dissatisfied are you with this local area as a place to live?



Base: 1,003 Wychavon residents 18+, Sept-Nov 2001

All sub-groups are positive about Wychavon as a place to live, however, there are some relative differences, for example, while residents of Droitwich are most positive about their area (+79 net satisfaction), those in Evesham and Pershore are slightly less positive (+73 and +71, although the small base size of 90 for Pershore means a higher sampling tolerance – see appendices). Satisfaction varies more sharply between residents living in rural areas and those living in urban areas of the district – the former are significantly more satisfied with their area as a place to live, +88 net satisfied compared with +76.

Satisfaction with the Area - Details



Base: 1,003 Wychavon residents 18+, Sept-Nov 2001

As can be seen in the table overleaf, the level of satisfaction with the local area as a place to live is in line with recent surveys conducted by the MORI Local Government Unit:

Q *How satisfied or dissatisfied are you with this area as a place to live?*

	Year	Satisfied	Dissatis- fied	Net satisfied
		%	%	±
<i>Base: All</i>				
Suffolk Coastal	1999	94	3	91
Mid Suffolk	1999	94	4	90
Surrey Heath	1998	91	5	86
North Herts	2000	91	5	86
Derbyshire Dales	1999	90	6	84
East Herts	2001	89	6	83
Hart	2001	89	6	83
BV pilots: DCs	2000	88	6	82
Mid Devon	1999	88	7	81
Wychavon	2001	89	7	82
Tamworth	2000	89	8	81
Breckland	1999	87	7	80
High Peak	1999	88	8	80
Crawley (1)	1999	87	7	80
Watford	2000	85	8	77
Southend-on-Sea	1999	85	9	76
Hertsmere	1999	82	10	72
Rushmoor	2000	82	10	72
Kent (1)	1996	82	12	70
Harlow	1999	81	12	69
Torfaen	1999	80	15	65
Southwark	2000	76	18	58
Brent (1)	2000	72	16	56
Tendring	1999	66	14	52

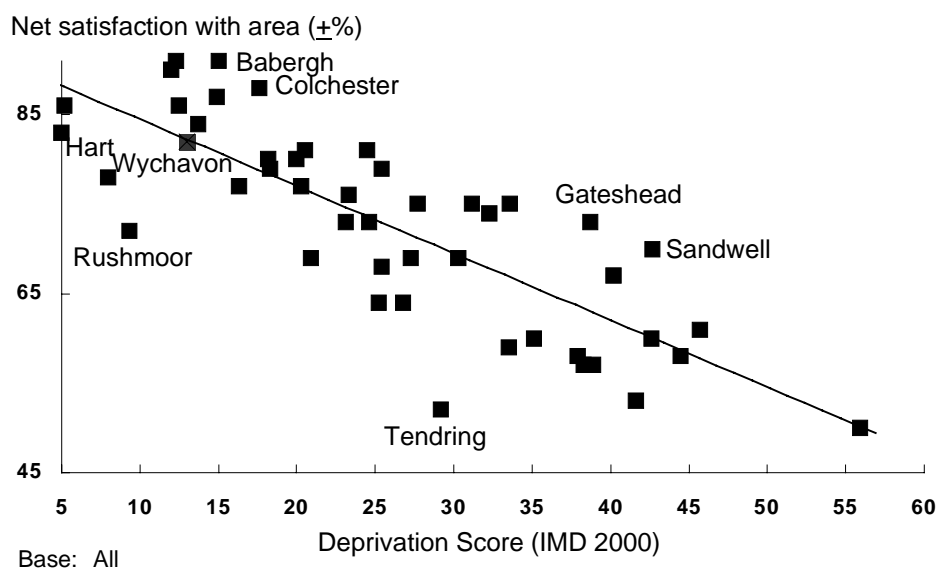
Wording:
(1) Neighbourhood

Source: MORI

Satisfaction with area versus deprivation

The following chart plots satisfaction with area against the level of deprivation in the local area and shows that Wychavon slightly “under-performs” relative to its deprivation, i.e. the area is less well regarded as a place to live than its deprivation level would normally suggest. This contrasts with the Council as an organisation performing in line with the area’s deprivation level.

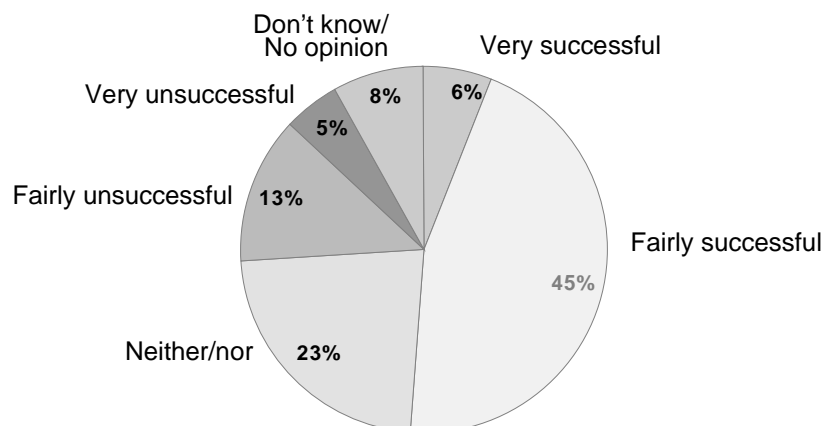
Satn with area v deprivation score



Residents are also positive about the role Wychavon District Council’s ability to “take steps to improve residents’ quality of life” – twice as many consider the Council to be successful in this as think it unsuccessful: 51% to 18%.

Success in Improving Quality of Life

Q How successful or unsuccessful would you say Wychavon District Council is at taking steps to improve residents' quality of life?



Base: 499 Wychavon residents 18+, Sept-Nov 2001

Younger residents are least convinced that the Council is taking steps to improve the residents' quality of life; 39% of 18-24 year olds say that the Council is being successful at this, compared to 58% for those aged 55+ or over although the former are more likely to say 'don't know'. Lower socio-economic groups (C2DEs) are significantly more likely to think that the Council has been successful at improving residents' quality of life than middle class/professional people (ABC1s): +36 net successful compared with +28. This partly reflects their own economic well being.

Despite relatively lower satisfaction with the area as a place to live, residents of Evesham are more likely to feel that the Council is being successful at taking measures to improve their quality of life than those living in either Pershore or Droitwich: +47 net successful compared with +20 and +24 respectively. Those living in Evesham are also more positive about the Council on other key measures.

Q How successful or unsuccessful would you say Wychavon District Council is being at taking steps to improve residents' quality of life?

<i>* N.B. some small base sizes</i>	Successful	Unsuccessful	Net successful
	%	%	±
Age			
18-24	39	23	+16
25-34	46	18	+28
35-54	48	18	+30
55+	58	19	+39
Social Class			
AB	45	17	+28
C1	46	18	+28
C2	56	19	+37
DE	57	20	+37
Area			
Evesham	60	13	+47
Pershire *	46	26	+20
Droitwich	45	21	+24

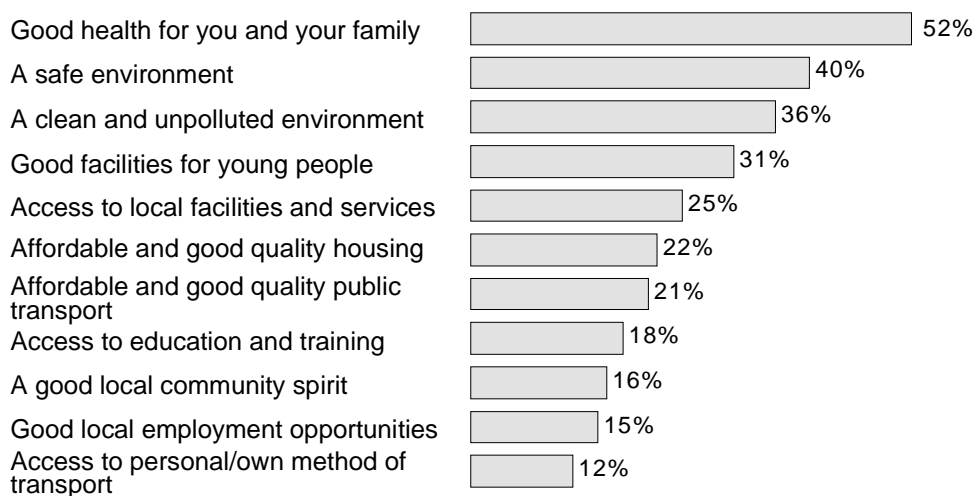
Source: MORI

Perceived determinants of good quality of life

As can be seen in the chart below, when prompted with a showcard list and asked which items are most important to residents' quality of life, health and environmental issues feature strongly, followed by facilities for young people.

Quality of Life - What Matters

Q Which three of the items on this card do you think are the most important to your quality of life?



Base: 1,003 Wychavon residents 18+, Sept-Nov 2001

Priorities also differ between rural and urban residents. In particular, residents living in rural parts of the district are more likely than those living in urban areas to say that a good local community spirit is important to their quality of life – (22% against 12%) while urban residents identify facilities for young people (35% against 25%) and access to local facilities and services (28% to 19%).

Q Which three of the items on this card do you think are important to your quality of life?

	Total (499)**	Rural (197)	Urban (302)
<i>** Asked of version 2 questionnaire respondents only</i>			
	%	%	%
Good health for you and your family	52	59	48
A safe environment	40	42	39
A clean and unpolluted environment	36	39	34
Good facilities for young people	31	25	35
Access to local facilities and services	25	19	28
Affordable and good quality housing	22	21	21
Affordable and good quality public transport	21	20	23
Access to education and training	18	16	19
A good local community spirit	16	22	12
Good local employment opportunities	15	14	16
Access to personal/own method of transport	12	10	13

Priorities also differ by area, as the following table shows. Those living in Evesham are significantly more likely than residents of Pershore or Droitwich to say that access to local facilities and services is important (50% compared to 18% and 15% respectively) and to mention good public transport (31% compared with 12% and 15%). However, significantly more Pershore and Droitwich residents mention having a safe environment than those in Evesham: 63% and 53% respectively compared with 10%.

Q Which three of the items on this card do you think are important to your quality of life?

	Total (499)**	Evesham (104)	Pershore (63)*	Droitwich (115)
* <i>N.B. some small base sizes</i>				
** <i>Asked of version 2 questionnaire respondents only</i>				
	%	%	%	%
Good health for you and your family	52	39	58	51
A safe environment	40	10	63	53
A clean and unpolluted environment	36	35	30	35
Good facilities for young people	31	42	31	32
Access to local facilities and services	25	50	18	15
Affordable and good quality housing	22	28	26	18
Affordable and good quality public transport	21	31	12	15
Access to education and training	18	21	12	21
A good local community spirit	16	6	17	15
Good local employment opportunities	15	10	18	16
Access to personal/own method of transport	12	23	4	10

Source: MORI

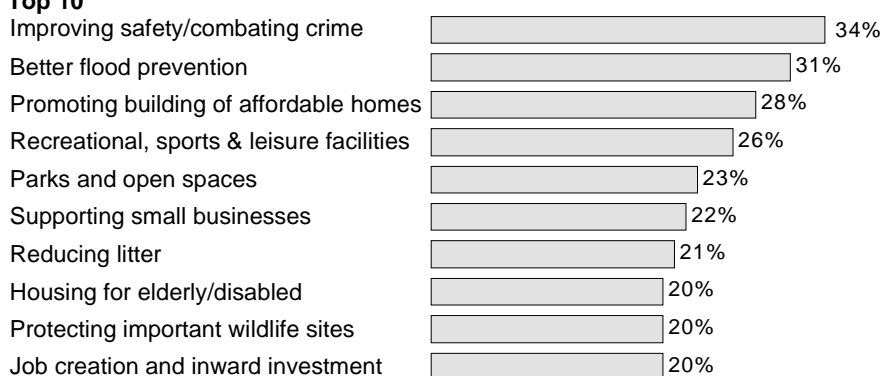
Residents' quality of life priorities for the Council

Respondents were asked which four or five things from a showcard list are most important for Wychavon District Council to concentrate on over the next few years. As the following chart shows, priorities focus on community safety, protecting and enhancing the environment and leisure and recreational facilities:

Priorities for the Council

Q Which four or five of these do you think are the most important things Wychavon District Council should concentrate on over the next few years?

Top 10



Base: 1,003 Wychavon residents 18+, Sept-Nov 2001

Priorities differ by area, some of these differences are shown in the table overleaf. Droitwich residents – who are most likely to feel that not all areas of the District are treated equally – are significantly more likely than those in Evesham to prioritise ‘greater consultation with residents’ (25% compared with 14%) and to request ‘more information about services and plans’ (13% compared with 7%).

Those who do not feel informed about the Council and the services it provides are also more likely to opt for involving residents more amongst their priorities for the Council: 25% of these residents choose ‘greater consultation with residents’ compared with only 14% of those who feel they are kept well informed.

Priorities for Wychavon District Council over the next few years – sub-groups

<i>Base: All</i>	Total	Evesham	Pershore	Droitwich
Top 6 mentions , plus selection	(1,003)	(214)	(90) *	(225)
<i>* N.B. some small base sizes</i>				
	%	%	%	%
Improving safety and combating crime	34	36	35	37
Better flood prevention	31	34	43	6
Promoting the building of affordable homes for people to buy or rent	28	23	34	24
Improving recreational, sports and leisure facilities	26	28	28	26
More/ better play parks/open spaces	23	24	12	32
Reducing litter	21	31	19	25
Increasing cycle paths and cycle parking spaces	19	27	19	8
Greater consultation with residents	19	14	21	25
Providing more information about services and plans	11	7	12	13

Source: MORI

Priorities for Wychavon District Council over the next few years – sub-groups

<i>Base: All</i>	Total	Rural	Urban
Top 6 mentions , plus selection	(1,003)	(418)	(585)
<i>* N.B. some small base sizes</i>			
	%	%	%
Improving safety and combating crime	34	31	37
Better flood prevention	31	41	24
Promoting the building of affordable homes for people to buy or rent	28	32	26
Improving recreational, sports and leisure facilities	26	24	27
More/ better play parks/open spaces	23	21	24
Reducing litter	21	17	25
Increasing cycle paths and cycle parking spaces	19	20	18
Greater consultation with residents	19	17	20
Providing more information about services and plans	11	12	11

Source: MORI

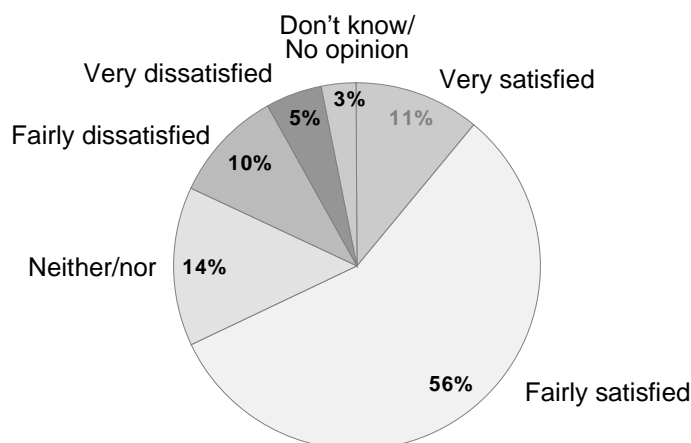
The Council's corporate image

Overall satisfaction with Wychavon DC

By a ratio of 4:1, residents in Wychavon are positive about the way the Council is running the area. Two thirds, 67%, are satisfied including 56% who are *fairly* satisfied and 11% who are *very* satisfied. Fifteen per cent express dissatisfaction with Council: 10% are *fairly* dissatisfied with 5% *very* dissatisfied. The Council's net satisfaction rating – that is, the proportion satisfied less those dissatisfied – is therefore +52.

Overall Satisfaction

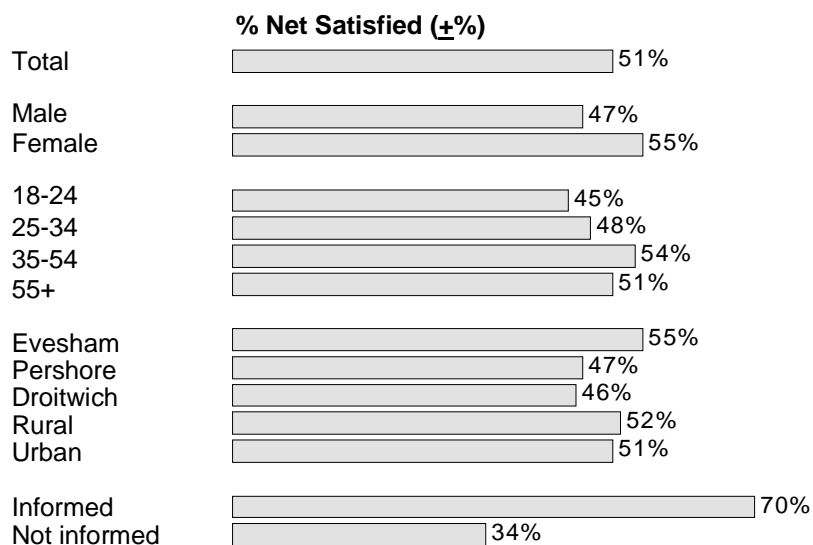
Q Overall, how satisfied or dissatisfied are you with the way Wychavon District Council is running the area?



Base: 1,003 Wychavon residents 18+, Sept-Nov 2001

As the graphic on the following page shows, there are differences in the overall levels of satisfaction among the various resident sub-groups and areas of the District. Those living in Evesham are relatively more positive than those elsewhere: 69% are satisfied compared with 64% in both Droitwich and Pershore (although the small base size of 90 for Pershore means a higher sampling tolerance – see appendices). There is, however, little difference between satisfaction levels in rural and urban areas: net +52 and +50. Women are relatively more positive about the Council's overall performance than men (net +55 against +47) while 35-54s are, on balance, the most satisfied age group.

Overall Satisfaction with the Council - By Sub-Group



Base: 1,003 Wychavon residents 18+, Sept-Nov 2001

As MORI consistently finds, there is a strong correlation between how well informed residents feel about the Council and satisfaction with the Council. Those who consider themselves to be kept well informed are significantly more likely to be satisfied with the way the Council is running the area than those who do not feel informed (+70 net satisfaction compared with +34). How well informed people feel is a key driver in framing overall perceptions of the Council, those who consider themselves to be well informed also have a more favourable image of the Council and are more positive on the range of services provided.

How does Wychavon compare?

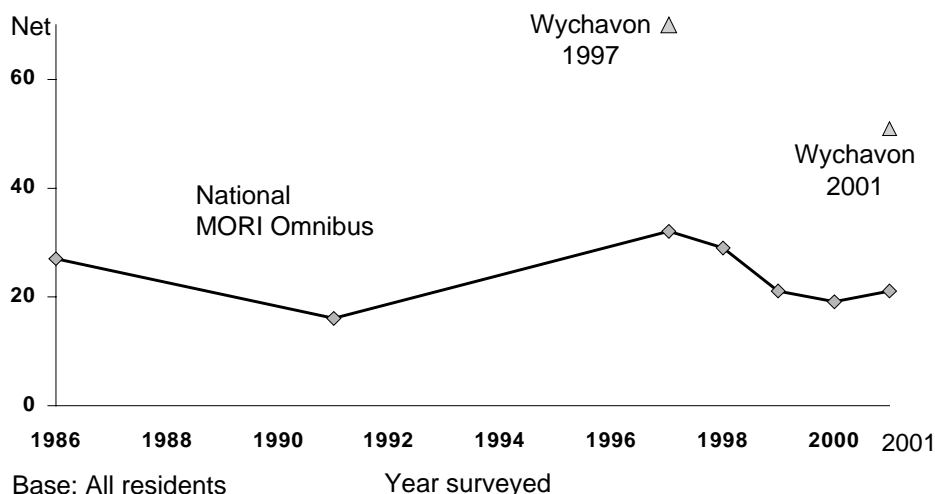
These results represent a downturn since the Roberts Bell Associates survey of Wychavon residents conducted in 1997. Fewer residents are satisfied with the way the Council is running the area than was the case four years ago; eight in ten, 78%, were satisfied in 1997 compared with approaching seven in ten, 67%, now. At the same time, dissatisfaction has risen from 8% to 15%.

This local trend is consistent with national ones as measured by MORI's national opinion polls. As the following chart shows, since 1997/8 the public has become less favourable towards public services in general and local government in

particular:

Ratings of local government - comparisons

Q How satisfied or dissatisfied are you with the way.... is running ?



The results for Wychavon can also be compared with other surveys conducted by the MORI Local Government Research Unit for local authorities over recent years. The following table shows results, primarily for District Councils, from recent MORI surveys although it is worth noting that there have been relatively few measures this year.

As can be seen, Wychavon is in the middle third of authorities but significantly above the +41 rating of the districts among the Best Value Pilot authorities surveyed in last year's MORI/DTLR survey. However, at net satisfaction +52, they are below key comparator authorities; Winchester +58 in 2000, East Hampshire +60 in 1997, Stratford-on-Avon +60 in 1998 and Vale of White Horse +77 in 1996 – although it is important to take into account when these surveys were conducted.

Overall satisfaction with the Council

Q *How satisfied or dissatisfied are you with the way the Council is running the area?*

	Year	Satis- fied	Dis- satis- fied	Net satis- fied
<i>Base: All</i>		%	%	±
Vale of White Horse	1995	81	4	77
Wychavon	1997	78	8	70
South Norfolk	1998	74	5	69
Poole	1998	72	8	64
Chelmsford	1998	70	7	63
Winchester	1997	73	10	63
Herefordshire (1)	1999	72	10	62
Broxbourne	1999	72	10	62
Suffolk Coastal	1999	70	9	61
East Hampshire	1997	71	11	60
Stratford on Avon	1998	73	13	60
Hart	2001	70	11	59
Winchester	2000	71	13	58
Thurrock	1997	70	12	58
Chelmsford	1996	67	9	58
Surrey Heath	1998	67	10	57
Mid Suffolk	1999	66	10	56
East Herts DC	2000	67	12	55
Amber Valley	1998	65	13	53
Slough	1998	66	14	52
Kent	1996	66	14	52
Wychavon	2001	67	15	52
Crawley	1999	64	16	49
St Albans	1998	63	16	47
Watford	2000	63	16	47
North Herts	2000	60	13	47
Tameside	2000	64	18	46
Kingston	1996	59	14	45
BV pilots: DCs	2000	60	19	41
Canterbury	1999	58	17	41
Norwich (1)	2000	61	20	41
High Peak	1999	57	19	38
Southend-on-Sea (3)	1999	52	18	34
Carmarthenshire	2000	54	23	31
Mid Bedfordshire	1999	48	17	31
Harlow	1999	50	32	18

Wording:

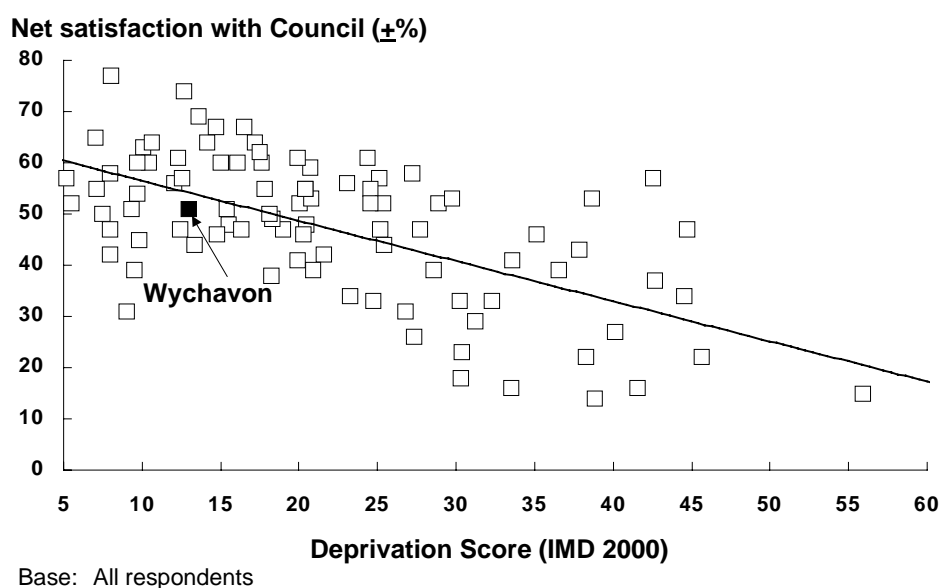
- (1) ...the way ...provides its services
- (2) ...the way Council services ... are run
- (3) ...the Borough

Source: MORI

Accounting for relative deprivation

When considering how Wychavon compares with other authorities, it is important to bear in mind that comparisons are not on a like-for-like basis. Recent work by MORI has shown that there is a fairly strong correlation between satisfaction with the local council and the level of deprivation in the local area (using the 2001 DETR Indices of Multiple Deprivation). The chart below shows that Wychavon's performance is in line with other authorities with similar levels of deprivation (the squares denote the satisfaction ratings/deprivation scores of other authorities surveyed by MORI):

Satisfaction with council versus deprivation score

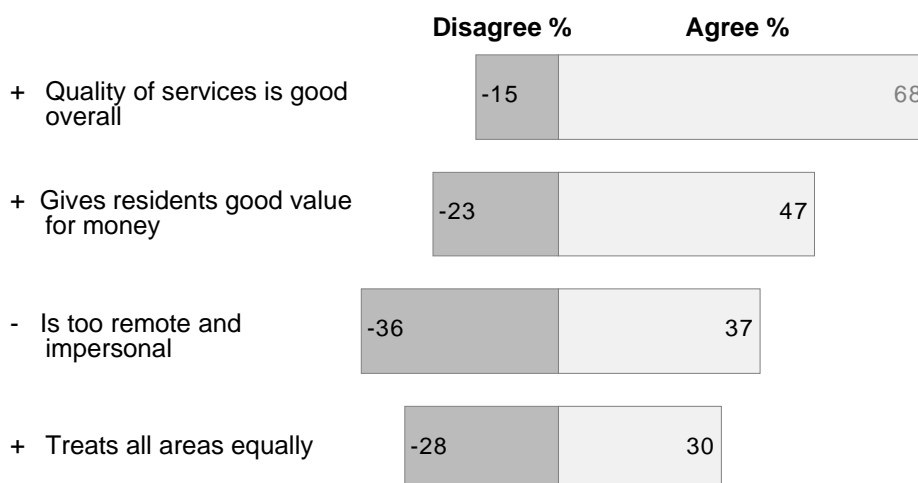


The Council's image

Residents' perceptions of the image of Wychavon District Council are mixed. As the chart below shows, while they are positive about service provision and "gives residents good value for money", the same proportion agree as disagree that the Council is "too remote and impersonal", and that it "treats all areas equally".

Image of Wychavon District Council

Q How strongly do you agree or disagree with each statement?

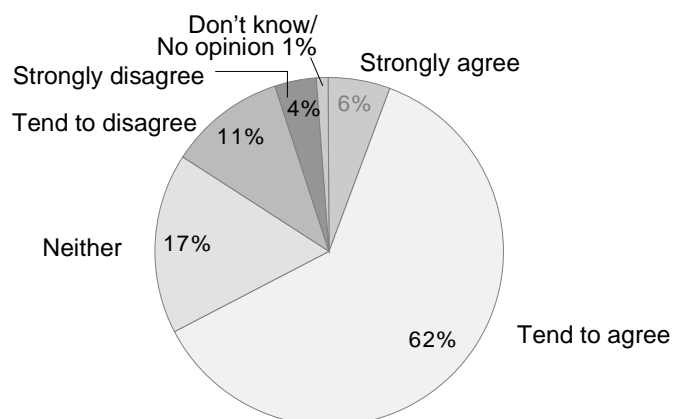


Base: 1,003 Wychavon residents 18+, Sept-Nov 2001

By far the best image dimension for the Council is on **the overall quality of services**. Seven in ten, 68%, agree that this is good, with relatively few, 14%, disagreeing.

Quality of Services Good Overall

Q How strongly do you agree or disagree that the quality of Wychavon District Council services is good overall?

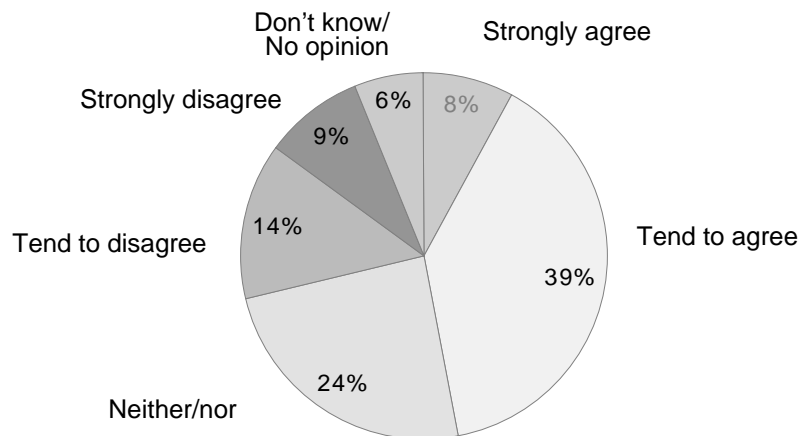


Base: 1,003 Wychavon residents 18+, Sept-Nov 2001

Almost half, 47%, agree that Wychavon District Council “provides residents with good value for money” more than twice the proportion who disagree at 23%:

Good Value for Money

Q How strongly do you agree or disagree that Wychavon District Council gives residents good value for money?

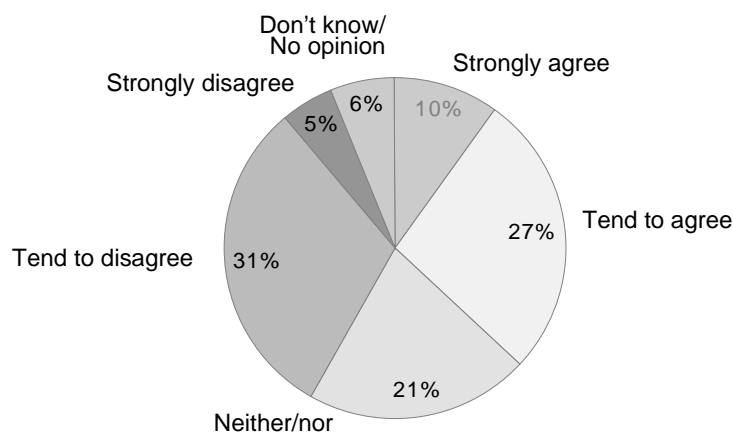


Base: 1,003 Wychavon residents 18+, Sept-Nov 2001

Less positively, the same proportion agree as disagree that Wychavon District Council is “too remote and impersonal”: 37% against 36%.

Too Remote and Impersonal

Q How strongly do you agree or disagree that Wychavon District Council is too remote and impersonal?

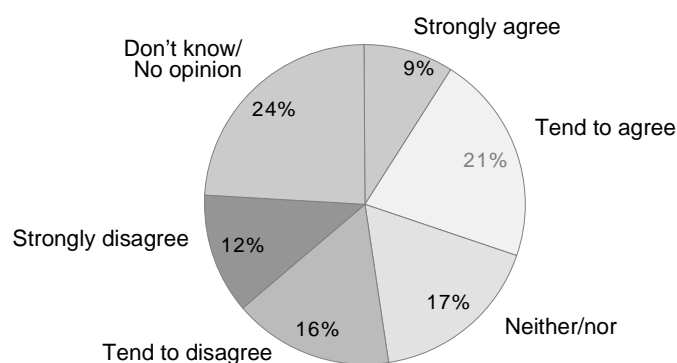


Base: 1,003 Wychavon residents 18+, Sept-Nov 2001

Slightly more agree than disagree that Wychavon District Council “treats all areas equally” – 29% and 28% – although a significant proportion, 41%, either answer ‘no opinion’ (24%) or ‘neither/nor’ (17%).

Treats All Areas Equally

Q How strongly do you agree or disagree that Wychavon District Council treats all areas equally?



Base: 1,003 Wychavon residents 18+, Sept-Nov 2001

Council image – by area

As the following table shows, no one area of the District is uniformly more critical of the Council, although those living in Evesham are most positive on four of the six key corporate measures. Those living in rural areas of the district are more likely to *agree* that services are good overall and to *disagree* that the council is “too remote and impersonal” than those living in urban areas. However, they are less likely to feel all areas are treated fairly, even though they are more likely to feel well informed:

Corporate image – by area

	All	Eve-sham	Per-shore	Droit-wich	Rural	Urban
<i>* N.B. some small base sizes</i>	(1,003)	(214)	(90)*	(225)	(418)	(585)
Net overall satisfaction	+51	+55	+47	+46	+52	+51
Net agree services good overall	+54	+46	+44	+52	+61	+49
Net disagree too remote & impersonal	-2	-29	+11	-4	+10	-10
Net agree good value for money	+23	+50	-3	+17	+19	+27
Net agree treats all areas fairly	+1	+41	-4	-16	-8	+8
Net well informed	-4	-12	-30	-12	+9	-13

Source: MORI

Wychavon Residents Survey

The following tables show how Wychavon compares on the key image dimensions with other authorities surveyed by MORI recently. Taken together these ratings are in line with or better than those achieved by the Best Value districts pilots in 2000 with the exception of information provision:

Net scores (±)	Wychavon	Best Value districts
Good quality services	+54	+57
Value for money	+24	+15
Remote and impersonal	+2	+3
Satisfied	+52	+41
Informed	-4	+10

Source: MORI

On the overall quality of services, Wychavon compares well against other authorities surveyed by MORI in recent years, as shown in the table below.

<i>Q</i>	<i>To what extent do you agree or disagree with the statement “the quality of Council services is good overall . . . ”?</i>			
	Year	Agree	Dis-agree	Net agree
<i>Base: All</i>		%	%	±
Vale of White Horse	1995	78	6	72
Broxbourne	1999	77	8	69
Winchester	2000	75	7	68
East Herts	2000	76	8	68
East Hampshire	1997	72	7	65
Tamworth	2000	74	10	64
Chelmsford	1998	73	9	64
North Herts	2000	71	8	63
Stratford-upon-Avon	1998	74	12	62
East Herts	2001	72	10	62
BV pilots: DCs	2000	68	11	57
Slough	1998	69	12	57
Rushmoor	2000	67	11	56
Derbyshire Dales	1999	68	12	56
Southend-on-Sea	1999	67	13	55
Thurrock	1997	67	13	54
Tendring	1999	66	12	54
Hertfordshire	1999	62	9	53
Wychavon	2001	68	15	53
Vale of White Horse	2000	67	14	53
St. Albans	1998	63	16	47
Norwich	2000	59	16	43
Ashford	1998	59	16	43
Mid Bedfordshire	1999	52	16	36
Epsom and Ewell	1998	51	15	35
Harlow	1999	58	25	33
Carmarthenshire	2000	54	22	32
Corby	1998	52	21	32

Source: MORI

The authority's rating on "value for money" also compares favourably with other surveys conducted by MORI in recent years:

Q To what extent do you agree or disagree with the statement "the Council gives residents good value for money"?				
	Year	Agree	Dis-agree	Net agree
<i>Base: All</i>		%	%	±
South Norfolk	1998	51	16	35
Rushmoor	2000	47	14	33
Gateshead	2000	52	21	31
Tamworth	2000	52	22	30
East Herts	2001	46	21	25
Wychavon	2001	47	23	24
Suffolk	1999	44	22	22
Hertfordshire	1999	40	20	20
Thurrock	1997	45	26	19
Kent	1996	41	22	19
Colchester	1996	43	25	18
Tameside	2000	47	30	17
Chelmsford	1998	42	25	17
Tendring	1999	42	26	16
BV pilots: DCs	2000	43	28	15
Derbyshire Dales	1999	44	30	14
Ashford	1998	41	27	14
Broxbourne	1999	54	39	13
Norwich	2000	39	30	9
St Albans	1998	38	29	9
Epsom and Ewell	1998	33	25	9
South Derbyshire	1999	37	29	8
Mid Devon	1999	38	32	6
Sunderland (3)	1999	39	34	5
Canterbury	1999	36	34	2
Mid Bedfordshire	1999	31	30	1
Watford	2000	32	31	1
Harlow	1999	35	41	-6
Brent (1)	2000	26	38	-12
Birmingham	1999	30	46	-16

Wording:

- (1) Local people
- (2) Council tax payers
- (3) Local residents

Source: MORI

Q To what extent do you agree or disagree with the statement “the Council is too remote and impersonal”?

	Year	Agree	Dis-agree	Net agree
<i>Base: All</i>		%	%	±
Vale of White Horse	1995	26	45	-19
Broxbourne	1997	23	40	-17
Tamworth	2000	27	41	-14
Sutton	1997	25	38	-13
Amber Valley	1998	29	37	-8
Richmond	1998	30	36	-6
South Norfolk	1998	31	36	-5
Herefordshire	1999	26	30	-4
Portsmouth	1998	36	37	-1
Breckland	1999	41	41	0
Wokingham	2000	36	35	1
Thurrock	1997	34	33	1
Wychavon	2001	37	36	1
Chelmsford	1998	35	33	2
BV pilots: DCs	2000	36	33	3
East Hampshire	1997	38	33	5
North Herts	2000	33	28	5
Slough	1998	39	33	6
Southend-on-Sea	1999	38	29	9
Watford	2000	38	28	10
Stratford upon Avon	1998	43	31	12
East Hampshire	1997	45	33	12
Bassetlaw	1999	42	28	14
St Albans	1998	42	27	15
Norwich	2000	41	25	16
Tendring	1999	44	27	17
Colchester	1996	45	27	18
Birmingham	1999	48	26	22
Ashford	1998	51	27	24
Canterbury	1999	49	22	27
Enfield	1999	48	16	32
Carmarthenshire	2000	57	23	34
Mid Bedfordshire	1999	52	17	35
Epsom & Ewell	1998	51	15	36

Source: MORI

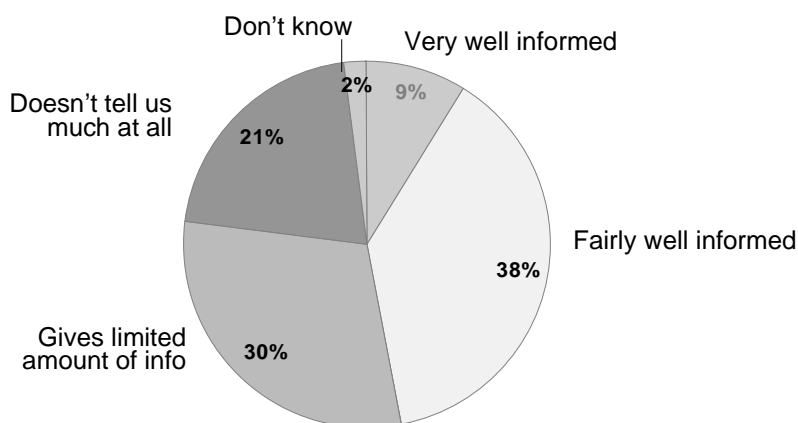
Keeping residents informed

Level of information

The majority of residents do not feel well informed about the services and benefits provided by Wychavon District Council; 51% compared with 47% who feel informed. The former includes a fifth, 21%, who say that the Council “doesn’t tell us much about what it is doing”, and a further three in ten (30%) who say that the Council only provides a “limited amount of information”.

Information Provision

Q How well informed does Wychavon District Council keep you about the services and benefits it provides?



Base: 1,003 Wychavon residents 18+, Sept-Nov 2001

Residents in Pershore feel the least well informed about the services and benefits provided by the Council; -30 net informed, compared with -12 for both Evesham and Droitwich residents.

Compared to other district authorities surveyed by MORI, information-provision scores are less positive in Wychavon and net -4 is also lower than the average of the district Best Value pilot authorities and key comparators: East Hampshire (+39) Winchester (+27) and Vale of White Horse (+15).

Q How well informed do you think the Council keeps you about the services and benefits it provides?

	Year	Very/ Fairly well informed %	Limited/not much at all %	Net informed ±
<i>Base: All</i>				
Gillingham	1996	69	27	42
East Hampshire	1997	68	29	39
Sutton	1999	68	30	38
Watford	2000	63	34	29
Winchester	2000	62	35	27
Gateshead	2000	62	37	25
Slough	1998	61	37	24
Broxbourne	1999	59	36	23
Chelmsford	1998	57	39	18
Breckland	1999	56	40	16
Vale of White Horse	2000	56	41	15
Colchester	1996	55	41	14
Tamworth	2000	54	43	11
BV Pilots: DCs	2000	53	43	10
North Herts	2000	52	44	8
Harlow	1999	52	45	7
Camden	2001	51	45	6
Swale	1996	49	44	5
Ashford	1998	51	47	4
Tendring	1999	49	47	3
Chelmsford	1996	50	48	2
Kent	1996	50	49	1
Southend-on-Sea	1999	49	48	1
Brent	2000	47	49	-2
Wychavon	2001	47	51	-4
Carmarthenshire	2000	45	50	-5
St Albans	1998	44	52	-8
Southwark	2000	43	54	-11
Stratford on Avon	1998	43	54	-11
Epsom and Ewell	1998	43	55	-12
Birmingham	2001	39	57	-18
Sunderland	1997	36	59	-23
Herefordshire	1999	34	62	-28

Source: MORI

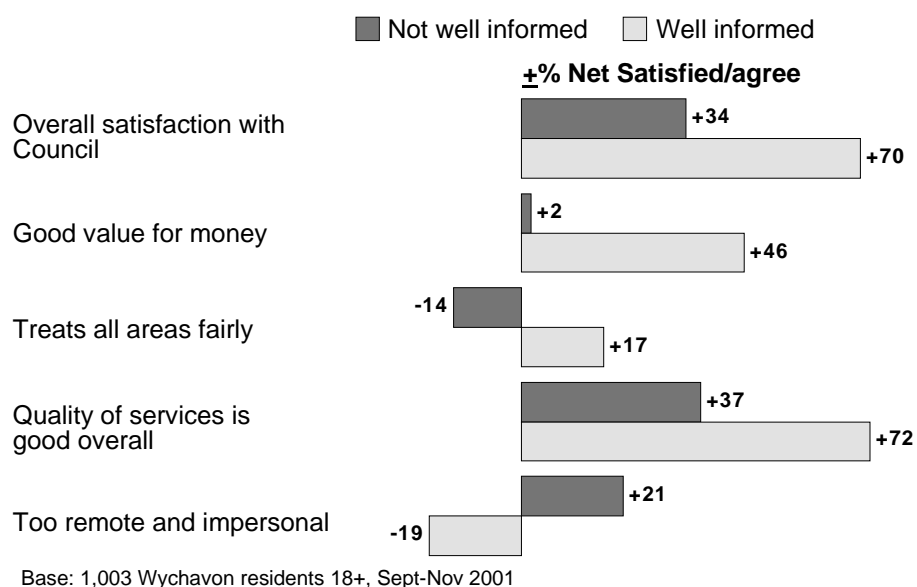
TWM – The Wychavon Magazine

Just under six in ten, 58%, recall having ever seen TWM, a figure which falls to 32% of 18-24s, 48% of those in Droitwich and 53% of those living in urban areas. Where MORI has asked this question elsewhere, recall tends to be higher and in some it reaches 80% or more (North Herts, Norwich and Gateshead and Stevenage) even with only four issues a year. Comparing Wychavon with Norwich also shows that more people either “didn’t look at it” or “just glanced at” TWM than Norwich’s magazine (25% against 20%) but that more “read all or nearly all” (35% against 25%).

The impact of information

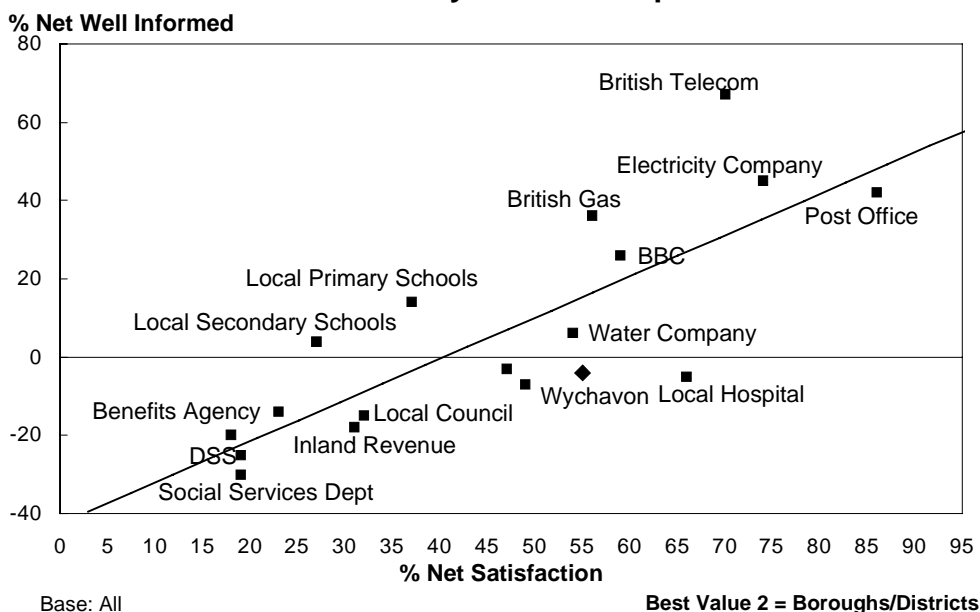
As mentioned previously, the extent to which residents feel they are being kept informed by their local authority is a key determinant of their overall perceptions. As the graphic below shows, the well-informed have a more favourable image of the Council overall and on detailed image attributes:

The Impact of Information on Image/Satisfaction



Confirming this correlation the following chart plots Wychavon against several mid-1990s measures for a range of public sector organisations and utilities:

How Does Wychavon Compare?



Knowledge of how government services are organised

Research conducted by MORI at both national and local levels consistently shows that the general public are largely unaware of the scope of authorities' service responsibilities and the respective remits of authority tiers. This was borne out by the last survey of Wychavon residents in 1997 where the majority of respondents had limited knowledge about the structure of how government services are organised.

Results this time are broadly similar with half, 51%, saying they "knew that there are different councils but couldn't tell you which services are provided by which council" and a further one in six, 16%, admitting they "thought we just had one Council".

Q In this area, there is Wychavon District Council, there is Worcestershire County Council and there are town or parish councils. Which of the statements on this card best describes your knowledge before this interview of how government services are organised in your area?

	1997 (603) %	2001 (1,003) %
<i>Base: All respondents</i>		
1 I knew that there are different councils and I knew exactly what each council does	12	8
2 I knew that there are different councils and I could tell you the main services provided by each council	15	22
3 I knew that there are different councils but I couldn't tell you which services are provided by which council	56	51
4 I thought we just had one Council	17	16
No opinion	0	3
High/some knowledge of how services are organised (1 and 2)	27	30
Low/no knowledge of how services are organised (3 and 4)	73	67

Source: MORI

Older residents are significantly more likely to know about the structure of Government services than those in younger age groups – 41% of those aged 55+ have high knowledge of how services are organised compared to only 13% of 18-24s and 23% of those aged 24-34.

There is also a strong correlation between how well informed people think they are kept about the services and benefits provided by the Council, and knowledge of how Government services are organised – those who feel well informed are more likely to have at least some knowledge of how services are organised. However, **even among those who feel well informed, the majority, 57%, have low or no knowledge of the structure of government services in Wychavon**, reinforcing the task of building awareness – and not assuming knowledge in communication.

Contact with the Council

A number of questions were asked relating to how residents deal with the Council. In MORI's experience, customer care is a highly visible element of an authority's activities and can play an important role in shaping perceptions (although it is worth noting that those who have contacted the Council are less satisfied with the Council overall than those who have not). It is also an area where there are rising public expectations.

More than half, 53%, say they have contacted the Council in the last two years with the following groups most likely to have done so:

- 25-34 year olds – 56% against a low of 44% among 18-24s;
- ABs – 67% against 47% of C2DEs;
- Those in social housing – 61% against 52% of owner occupiers.

The main reason given for contacting the Council is to get an answer to a specific query, 47%, followed by obtaining information and informing the Council of a problem – 34% and 32% respectively.

Most contact is made by phone, used by 57%, however, the proportion of people making visits in person, at 28%, is high in MORI's experience reflecting good face-to-face access. Those in the C2DE socio-economic group are most likely to visit a Council shop/offices in person as are older residents (both 33%). Residents living in rural areas are most reliant on the phone – 59% last used this to contact the Council, compared with 57% overall and 55% in urban areas.

Encouragingly, those who have contacted the Council are generally satisfied with the final outcome by 2:1 (62% to 31%) and comparison with MORI's normative data puts Wychavon in the middle third of authorities. Among those dissatisfied with the outcome, criticism focuses on “nothing happening” (45%), the “problem not being resolved” (45%) and “they didn't do what I wanted” (32%).

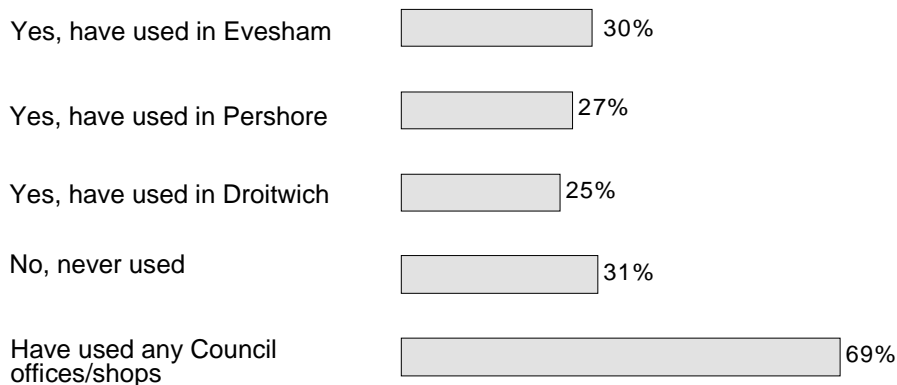
Awareness and use of Council offices and 'shops'

Of those who have never used the Council offices or 'shops', eight in ten, 79%, were aware of at least one of them, although this falls to 65% among 18-34 year olds.

Seven in ten residents, 69%, say they have ever used any of the Council offices or shops, either by phone or in person, while three in ten, 31%, have never used them. The Evesham offices are the most used:

Council Offices/shops

Q *Have you ever used the Council offices at Pershore or shops at Evesham or Droitwich by either visiting them in person or telephoning them?*



Base: 1,003 Wychavon residents 18+, Sept-Nov 2001

Young people are significantly more likely to say that they have never used Council offices or shops than older residents; 53% of 18-24 give this response compared with only 23% of those aged 55 or over.

Suggested improvements to Council offices and shops

There are high levels of satisfaction with Council offices and 'shops' among both residents as a whole and among users (see page 38).

Residents who said that they have never used the Council offices at Pershore, or shops at Evesham or Droitwich were asked what would encourage them to do so. While two in five, 37%, say that nothing would persuade them to use them, three in ten, 28%, say knowing what services are being offered at the offices/shops is important. **The ability to access other public services at the same location** is mentioned by 15%.

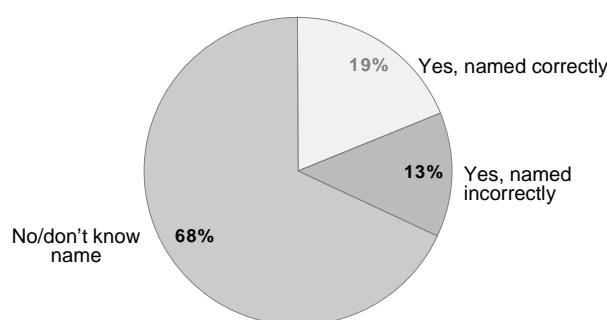
These messages are echoed in the preferred improvements of those who have actually used the service. Again, when shown a list, a third, (32%) say knowing what services are currently offered at the offices/shops. Similarly, a quarter, 25% include 'the ability to access other public services at the same location'. One in five select 'knowing there are specialist staff available', and the same proportion want better and longer opening hours 21% and 20% respectively.

Councillors

In line with MORI surveys done elsewhere, the majority of Wychavon's residents say they don't know the name of their Councillor. A third, 32%, volunteered a name but analysis by MORI matching names to wards shows that only a fifth, 19%, correctly named their Councillor. Seven in ten, 68%, say they don't know, rising to 74% of women and 86% of 18-34s although this, if anything, is better than the national average.

Awareness of District Councillor

Q Do you know the name of your local Wychavon District Councillor or not?



Base: 499 Wychavon residents 18+

Source: MORI

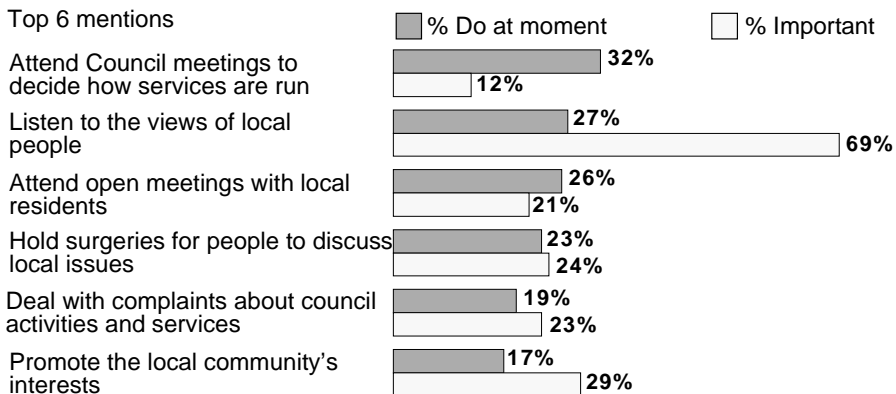
The research MORI did this year across England relating to the reform of political structures found that a major criticism the public have of the current system of local government is the low visibility of Councillors. People like the idea of Councillors being 'freed' from Committee meetings and spending more time speaking and listening to residents. As the following graphic shows, in Wychavon there is a significant difference between what residents think Councillors do at the moment, and what they think it is important Councillors should do.

Most significantly, 32% think that Councillors 'attend Council meetings' but only 12% consider this to be among the two or three most important things they should be doing (a balance of +20). By contrast, 27% think that Councillors listen to the views of local people but 69% think it is important that they do this.

The Role of Councillors

Q Which of these does your councillor do at the moment?

Q Which two or three do you think it is particularly important for local elected Councillors to do?



Base: 499 Wychavon residents 18+

Source: MORI

Wychavon's Services

Awareness of who does what

Perceptions of services – detailed in this section – should be seen in the context of low levels of awareness about which services are available and which council provides which services. As mentioned earlier in this report, two-thirds of residents either say that 'I thought we had just one Council' (51%) or that 'I knew that there are different councils but I couldn't tell you which services are provided by which council' (16%). MORI consistently finds significant 'information gaps' in two-tier authority areas relating to service responsibilities and income.

Service usage

Excluding universal services such as refuse collection and street cleaning, the most widely used public services in Wychavon are car parks, recycling facilities, parks and open spaces and indoor sports/leisure facilities, used by four in ten or more (57%, 47%, 43% and 40% respectively).

Patterns of usage differ by sub-group, thus for example, more than half of 18-34s use sports/leisure facilities and parks/open spaces while ABC1s use recycling facilities more than C2DEs (66% compared to 37%). Overall, service usage is highest among:

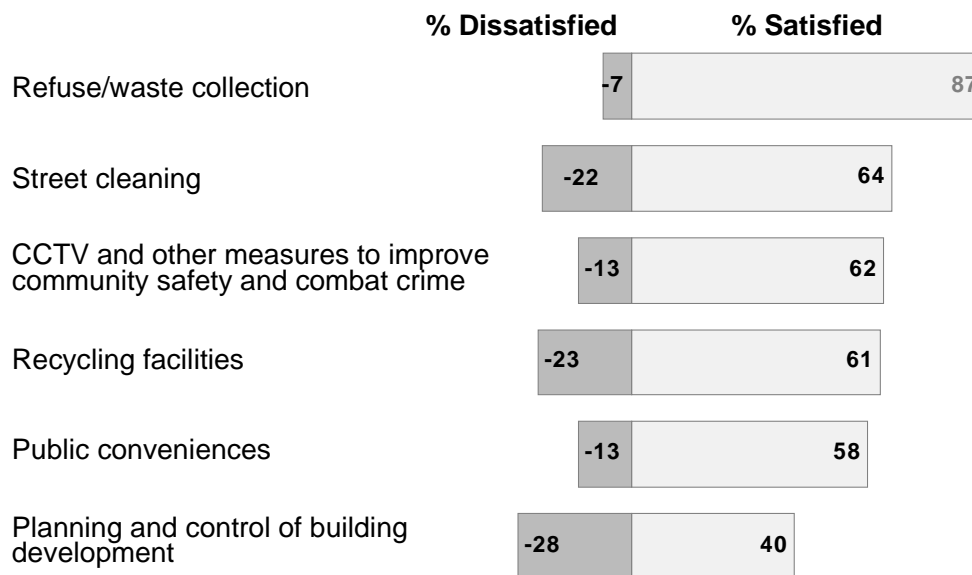
- younger, especially middle age groups;
- higher socio-economic groups;
- those living in rural areas (although this is likely to be a reflection of demographic differences above).

Service satisfaction

As mentioned previously, residents are satisfied with the overall quality of Wychavon District Council services by a margin of more than 4:1 – ratings are very similar to those for the Council's overall performance. In absolute terms, the services provided by Wychavon are rated highly and, with more residents/users satisfied than dissatisfied with their quality. Particular service strengths are:

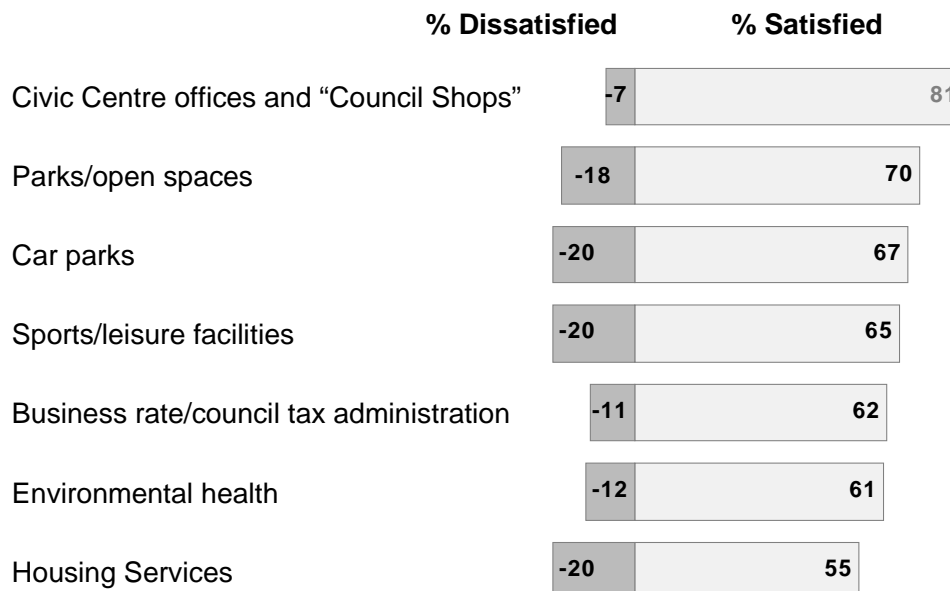
- **refuse/waste collection:** 87% are very/fairly satisfied, including 50% who are *very* satisfied;
- **Council offices/'shops':** users rate these positively by 11:1;
- **public conveniences:** 58% of residents are very or fairly satisfied with these, the highest ever recorded by MORI;
- **car parks:** six in ten residents and two-thirds of users are positive about these and the service compares favourably with MORI surveys elsewhere.

Satisfaction with Universal Services



Base: 1,003 Wychavon residents 18+, Sept-Nov 2001

Satisfaction with Non-Universal Services



Base: Users - from 1,003 Wychavon residents 18+, Sept-Nov 2001

Differences within the District

Urban residents are more positive than those in rural areas on eleven of the thirteen services, again with the exception of refuse and street cleaning. Residents living in Evesham are more positive than those from Pershore and Droitwich on nine of the thirteen services covered in the survey but are more negative than those elsewhere on refuse/waste collection (+70 compared with +75 and +82 respectively) and street cleaning (+21, +58 and +53). Those living in Pershore are relatively more negative than the other two towns on sports/leisure facilities while Droitwich residents are markedly more negative when rating planning/control of development.

Service satisfaction - details

- **Refuse/waste collection:** approaching nine in ten residents are either very or fairly satisfied with this service (87%), twelve times the proportion dissatisfied (7%). These findings compare with 94% and 3% in 1997, asked as 'refuse collection'.
- **Street cleaning:** six in ten, 64%, are positive about the quality of this service with 22% either very or fairly dissatisfied. Dissatisfaction is highest in Evesham (30%).
- **Recycling facilities:** six in ten residents and seven in ten users (61% and 72%) are either very or fairly satisfied with these. Satisfaction is highest in urban areas (66%).
- **Public conveniences:** the 58%:13% rating (71%:15% among users) of these among all residents is the highest recorded by MORI.
- **Environmental health:** residents and users (21% of residents) are satisfied with this service by 5:1 ratios.
- **Parks and open spaces:** 62% of residents and 70% of users are positive about these – the latter compares with typical ratings of 70%-80% achieved by most of MORI's district authority clients.
- **Car parks:** users are more satisfied with this service than residents are a whole: 67% against 62% and these ratings compare favourably with MORI's normative data. There are no significant differences by area although rural residents are less likely to be satisfied (56%) and more likely to say neither/nor (17% against 10% overall)
- **CCTV and other community safety/crime measures:** six in ten residents, 62%, are positive about these with 13% critical. Again, there is little difference in ratings among residents of the Districts' three main towns but those in rural areas are significantly less satisfied – 51% compared with 70% in urban areas.

- **Sports/leisure facilities:** two-thirds of users, 66%, are satisfied with these – more than the half, 51% of residents. Younger people are more likely to be positive than older age groups although this is likely to reflect higher usage and those in Pershore are least positive. These results are likely to reflect the recent closure of the Pershore swimming pool for re-building.
- **Planning and control of building development:** dissatisfaction is highest with this service than any other: 28% including 14% who are *very* dissatisfied. Among those in rural areas, dissatisfaction is higher still at 30% and ‘users’ are more critical than positive – 47% against 39%.
- **Council Civic Centre offices and Council ‘shops’:** the fifth of residents who are users of these are satisfied by a margin of 11:1, 81% to 7% (for more on these, see earlier in this report).
- **Housing services:** are rated positively by residents and users – the latter by 56% to 20%.

How does Wychavon compare?

In the case of refuse/waste collection and Council offices/shops, satisfaction is higher than the rating of services overall, however, comparison of refuse/waste collection and other key services with MORI’s normative data suggests some scope for improvement – the table below summaries how Wychavon’s services compare with MORI’s comparative data (for more detail on the ratings of specific services including comparison of Wychavon’s ratings with those of other authorities, see page 41 onwards).

There has also been a fall in satisfaction with services since the 1997 survey, however, these should be seen in the context of the fall in overall ratings, and the different national climate four years ago (discussed earlier in this report).

Net satisfaction \pm %	Wychavon’s ratings
Services with high ratings	
Car parks (all)	+42
Public conveniences (all)	+45
Environmental health (users)	+50
Services broadly in line with elsewhere	
Refuse collection (all)	+80
Services where ratings tend to be higher elsewhere	
Leisure services (users)	+46
Parks and open spaces (users)	+51
Planning (users)	-8
Recycling (all)	+38
Street cleaning (all)	+42

What are considered the most important services?

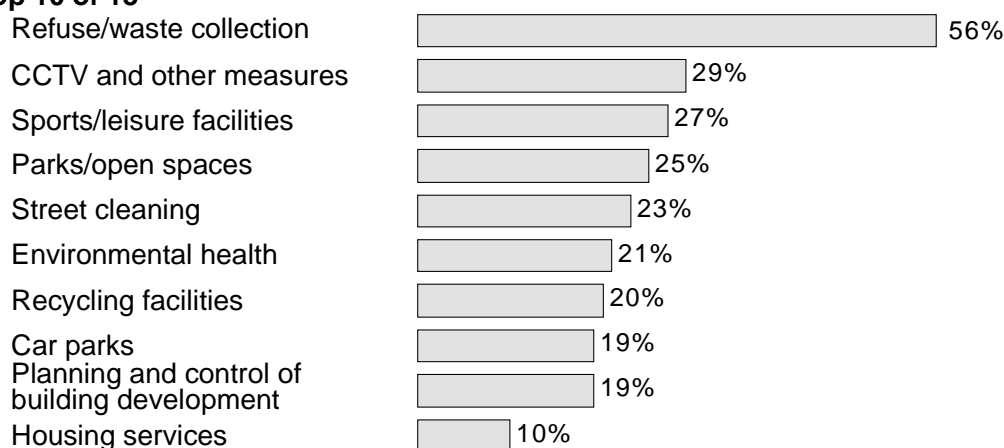
When they are shown a list of District Council services and asked which two or three are the most important to them personally, respondents give highest priority to **refuse/waste collection** – in MORI’s experience, highly visible environmental services are given highest priority.

Approaching six in ten, 56%, identify refuse/waste collection service as important to them personally. This is the top-ranking service among all age groups with the exception of 18-24s who are more likely to choose sports/leisure facilities and parks and open spaces than refuse. Other top-ranking services include CCTV and measures to improve safety and combat crime (mentioned by 29%), sports/leisure facilities (27%) and parks and open spaces (25%):

Importance of Services

Q Looking at this list of local services, which two or three are most important to you personally?

Top 10 of 13



Base: 1,003 Wychavon residents 18+, Sept-Nov 2001

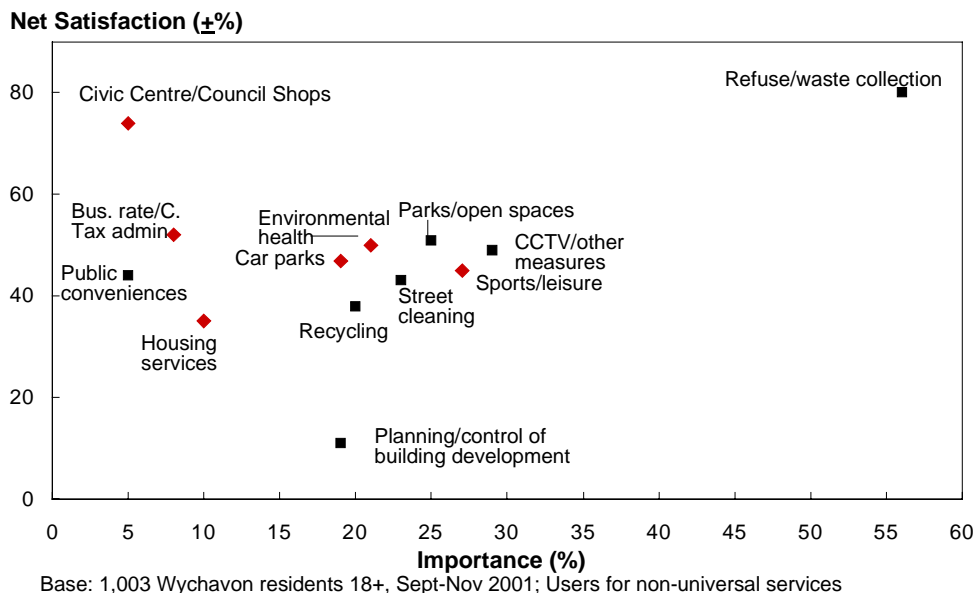
There are some differences in the priority attached to services by people living in the three main towns, however differences are more significant when comparing urban and rural residents. For example, those living in urban areas are more likely to identify CCTV etc and street cleaning than those in rural areas (34% and 28% compared with 22% and 15% respectively) while rural residents give relatively higher priority to recycling and planning development control (25% and 27% against 16% and 14%).

Priorities: service salience versus satisfaction

The following chart plots satisfaction against importance for the range of Council services asked about and thereby shows how well the Council is performing in delivering what residents see as priority services. The further to the right a service is, the more important it is to residents, the further up, the higher the level of satisfaction with the service. The absence of a service in the bottom right

hand corner of the chart highlights that the Council is generally thought to be performing well on what residents see as priority services, however, it is worth remembering that the analysis above includes only 'conventional' service areas and does not include quality of life/community governance issues such as crime and schools that have a major impact on people's lives (see page 31):

Satisfaction vs Importance of Key Council Services



Priorities for Council Tax

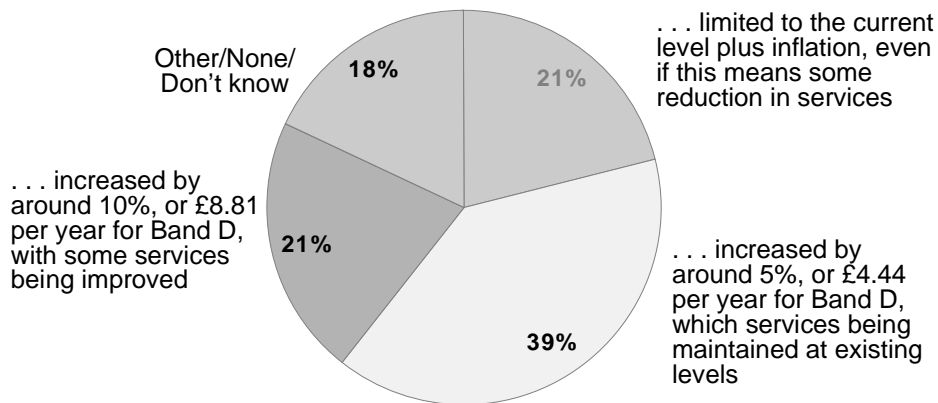
When asked about three options for Council Tax levels, the largest single group of residents, 39%, opt for a Council Tax rise of 5% with services being maintained at existing levels. A fifth, 21%, favour Council tax remaining at the current level even if this means some reduction in services and the same proportion prefer a Council Tax rise of 10% with services being improved (shown in the graphic below).

Those groups most likely to favour a rise in Council Tax are: 35-54 year olds, better off people and those in Pershore and in urban areas. This pattern of wealthier residents being more willing to contemplate higher rises is one found nationally. Those dissatisfied with the Council are less likely to support Council Tax rises (40% compared with 64% of those who are positive about the Council overall).

Council Tax Options

Q Which of these three options, if any, would you prefer Wychavon District Council to choose?

The Council Tax should be . . .



Base: 1,003 Wychavon residents 18+, Sept-Nov 2001

Source: MORI

Satisfaction with Refuse Collection

Q How satisfied or dissatisfied are you with refuse collection?				
	Year	Satisfied	Dissatisfied	Net satisfied
<i>Base: All</i>		%	%	±
Babergh	1999	95	1	94
Mid Bedfordshire	1999	95	2	93
Stratford-Upon-Avon	1998	95	3	92
Winchester	1997	94	3	91
Wychavon	1997	94	3	91
Suffolk Coastal	1999	93	3	90
Gateshead	1997	94	5	89
Wokingham	1996	91	3	88
Canterbury	1999	91	4	87
Chelmsford	1998	91	4	87
Sunderland	1999	91	4	87
Vale Of White Horse	1995	91	4	87
Broxbourne	1999	90	5	85
Thurrock	1997	90	6	84
Bedfordshire (2)	1998	88	5	83
St Albans	1998	89	7	82
Wychavon (3)	2001	87	7	80
BV pilots: DCs	2000	87	8	79
East Hampshire	1997	87	8	79
Carmarthenshire	2000	86	8	78
Southend-on-Sea	1999	84	9	75
Tendring	1999	82	9	73
Crawley	1999	79	13	66
Southwark	1998	73	18	55
Camden (1)	2001	70	16	54
Enfield	1999	70	18	52
Reigate and Banstead	1997	65	26	39
Islington	1999	56	21	35

Wording:

- (1) Rubbish collection
- (2) Council tidy tips
- (3) Refuse/waste collection

Source: MORI

Satisfaction with Street Cleaning

Q How satisfied or dissatisfied are you with street cleaning?

	Year	Satis- fied %	Dissatis- fied %	Net satis- fied ±
<i>Base: All</i>				
Gateshead (1)	2000	81	12	69
Gillingham (3)	1996	73	11	62
Tendring	1999	73	13	60
Wokingham (3)	1996	68	9	59
Wychavon	1997	71	12	59
Canterbury	1999	72	16	56
Southend-on-Sea	1999	72	17	55
Winchester	2000	71	17	54
Vale of White Horse	2000	71	17	54
Stratford-Upon-Avon	1998	71	18	53
Brent	1996	71	19	52
Mid Bedfordshire	1999	69	18	51
Chesterfield	1999	67	17	50
BV pilots: DCs	2000	67	18	49
Tamworth	2000	69	21	48
Suffolk Coastal	1999	64	17	47
Colchester	1996	66	20	46
Chelmsford	1998	64	19	45
Mid Devon	1999	64	21	43
Wychavon	2001	64	22	42
Thurrock (1)	1997	64	22	42
Tameside	2000	63	24	39
Torfaen (1)	1999	61	25	36
Sunderland	1999	63	27	36
Harlow (2)	1999	62	27	35
Camden	2001	56	27	29
Southwark	2000	53	29	24
Birmingham	2001	57	36	21
Carmarthenshire	2000	52	34	18

Wording:

- (1) street sweeping
- (2) street and shopping centre cleaning
- (3) street cleansing

Source: MORI

Satisfaction with Public Conveniences

Q How satisfied or dissatisfied are you with public conveniences?				
	Year	Satis- fied	Dissatis- fied	Net satisfied
<i>Base: All</i>		%	%	±
Wychavon	2001	58	13	45
Crawley	1999	51	12	38
Winchester	2000	45	9	36
Stratford-upon-Avon	1998	46	16	30
Babergh	1999	41	23	18
Colchester	1996	46	29	17
Mid Bedfordshire	1999	37	21	16
Waveney	1999	44	29	15
Tendring	1999	41	28	13
Mid Suffolk	1999	34	22	12
Suffolk Coastal	1999	36	25	11
Swindon	1998	38	30	8
Mid Devon	1999	36	30	6
Ashford	1998	31	25	6
Rushmoor	2000	25	20	5
Chelmsford	1998	38	34	4
Vale of White Horse	2000	31	29	2
Carmarthenshire	2000	35	36	-1
St Albans	1998	30	33	-3
Amber Valley	1998	28	37	-9
East Hampshire	1997	27	37	-10
Broxbourne	1999	22	36	-14
Thurrock (1)	1997	20	35	-15
Canterbury	1999	26	43	-17
East Herts (1)	2001	23	43	-20
Southend-on-Sea	1999	25	48	-23
Sutton	1999	12	43	-31
Brent	1996	16	51	-35

Wording
(1) public toilets

Source: MORI

Satisfaction with Recycling

Q How satisfied or dissatisfied are you with recycling?				
	Year	Satis- fied	Dissatis- fied	Net satisfied
		%	%	±
<i>Base: All</i>				
Broxbourne (1)	1999	83	5	78
Gillingham (1)	1996	81	6	75
Vale of White Horse	2000	81	8	73
Sutton	1999	80	8	72
Wychavon	1997	77	5	72
Winchester	2000	79	9	70
Colchester	1996	78	8	70
Suffolk Coastal	1999	78	10	68
Reigate and Banstead (1)	1997	75	11	64
East Hampshire (2)	1997	74	12	62
Canterbury	1999	76	14	61
Tameside	2000	67	7	60
Gateshead	1997	68	9	59
Stratford-Upon-Avon	1998	71	14	57
St Albans	1998	73	17	56
Tendring	1999	69	17	52
Swale (1)	1996	66	16	50
East Herts (1)	2001	66	19	47
Chelmsford	1998	64	17	47
Waveney	1999	65	19	46
Torfaen (1)	1999	61	17	44
Southend-on-Sea (1)	1999	63	22	41
Camden	1999	54	15	39
Wychavon (1)	2001	61	23	38
Carmarthenshire (1)	2000	58	20	38
Amber Valley (3)	1998	52	18	34
Southwark	1998	56	28	28
Brent (1)	1996	45	22	23
Ashford(1)	1998	48	38	10
Manchester	1998	40	32	8

Wording:

- (1) recycling facilities
- (2) recycling/bottle banks
- (3) recycling services

Source: MORI

Satisfaction with Leisure Centres

Q How satisfied or dissatisfied are you with leisure centres?

	Year	Satisfied %	Dissatisfied %	Net satisfied ±
<i>Base: Users</i>				
Crawley	1999	90	4	86
Torfaen	1999	87	6	81
Sunderland	1999	85	6	79
Hull (2)	1992	85	8	77
Carmarthenshire	1998	82	10	72
Broxbourne	2000	79	11	68
Mid Bedfordshire	1999	76	12	64
Amber Valley	1998	76	13	63
Winchester (1)	1993	74	12	62
Camden	1999	71	10	61
Stratford-Upon-Avon	1998	73	14	59
Colchester (3)	1996	73	14	59
Wokingham	1996	73	15	58
Herefordshire	1999	74	17	57
Southend-on-Sea	1999	72	16	56
Enfield (5)	1997	68	12	56
Sutton (8)	1997	68	13	55
Chelmsford (4)	1998	68	14	54
East Hampshire (1)	1997	63	14	49
BV pilots: DCs (8)	2000	68	22	46
Wychavon (1)	2001	66	20	46
Richmond (6)	1997	60	21	39
St Albans	1998	63	25	38
Tendring (3)	1999	62	25	37
Bassetlaw	1999	56	27	29
Southwark (7)	2000	53	26	27
East Herts (3)	1995	44	46	-2

Wording:

- (1) sports and leisure centres
- (2) leisure centres/facilities
- (3) leisure facilities
- (4) sports facilities
- (5) sports facilities in parks
- (6) sports centres
- (7) Local sports and leisure centres
- (8) other sports facilities

Source: MORI

Satisfaction with Parks and Open Spaces

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

	Year	Satisfied	Dissatisfied	Net satisfied
<i>Base: Users</i>		%	%	±
Crawley	1999	94	3	+91
St Albans	1998	87	7	+80
Enfield (1)	1999	85	6	+79
Winchester	1997	84	5	+79
Chelmsford	1998	86	8	+78
Southend-on-Sea	1999	85	9	+76
BV pilots: DCs	2000	82	11	+71
Carmarthenshire	1998	82	14	+68
Camden (2)	2001	77	12	+65
North Herts	2000	75	12	+63
Herefordshire	1999	76	15	+61
Birmingham (3)	2001	75	15	+60
Sunderland	1999	74	16	+58
Southwark	2000	74	17	+57
Tamworth	2000	75	18	+57
Manchester	1998	74	18	+56
Stratford-Upon-Avon	1998	75	20	+55
Colchester	1996	71	16	+55
Slough	1996	65	13	+52
Tendring	1999	68	16	+52
Mid Devon	1999	70	19	+51
Wychavon (4)	2001	70	19	+51
Broxbourne	1999	67	18	+49
Kent	1996	67	19	+48
Canterbury	1999	66	24	+42
Tameside (2)	2000	64	26	+38
Torfaen	1999	64	29	+35
Medway (3)	2000	60	26	+34

Wording :

(1) parks, play areas and open spaces

(2) parks, playgrounds and open spaces

(3) Parks and open spaces, play areas and other community recreation facilities and activities

(4) Parks and open spaces

Source: MORI

Satisfaction with Planning (Users)

Q How satisfied or dissatisfied are you with planning?

	Year	Satis- fied	Dis- satis- fied	Net satisfied
<i>Base: Users</i>		%	%	±
Torfaen (2)	1996	22	22	0
Southwark	1998	20	20	0
Ashford	1998	32	33	-1
Canterbury (2)	1999	26	30	-4
Wychavon (7)	2001	39	47	-8
Camden (3)	2001	26	36	-10
High Peak (6)	1999	27	39	-12
Carmarthenshire	1998	18	9	+9
Babergh	1999	37	28	+9
Bassetlaw	1999	32	23	+9
Chelmsford	1998	34	25	+9
Tameside(2)	1997	20	12	+8
Crawley	1999	26	18	+8
Swale	1996	22	14	+8
North Herts	2000	39	33	+6
Southend-on-Sea	1999	20	15	+5
Colchester (4)	1996	30	25	+5
Amber Valley (2)	1998	30	26	+4
East Hampshire (1)	1997	39	17	+22
Islington	1999	44	24	+20
Manchester	1998	18	16	+2
Bedfordshire	1998	49	30	+19
Oxfordshire	1999	43	24	+19
Winchester	1997	27	9	+18
Slough (5)	1996	26	9	+17
Wokingham	1996	29	12	+17
Mid Suffolk	1999	37	21	+16
Thurrock (5)	1997	22	8	+14
St Albans	1998	38	24	+14
Tendring	1999	34	21	+13

Wording :

- (1) planning services
- (2) planning/control of development
- (3) control of development & planning
- (4) control of new developments
- (5) planning permission
- (6) Control of land and building development
- (7) planning and control of building development

Source: MORI

Satisfaction with Environmental Health
(Users)

Q How satisfied or dissatisfied are you with environmental health?				
	Year	Satisfied	Dissatis- fied	Net satisfied
<i>Base: Users</i>		%	%	±
Wychavon	2001	62	12	50
Surrey (6)	1998	64	19	45
West Sussex (7)	1999	61	19	41
Epsom and Ewell (6)	1998	58	18	40
Wokingham (1)	1996	47	7	40
Gateshead (3)	1997	48	12	36
Amber Valley	1998	55	20	35
Harlow	1999	55	24	31
Swale	1996	44	13	31
Poole	1998	34	5	29
Leicester (4)	1998	36	13	23
Sutton (2)	1999	46	24	22
Stockton on Tees (4)	1998	36	15	21
High Peak (5)	1999	37	22	15
Southend-on-Sea (6)	1999	35	24	11
Lambeth(5)	1999	39	43	-4

Wording:

- (1) Environmental Health Services (such as pest control and noise control)
- (2) Noise and pollution control
- (3) ...is doing to protect and improve the environment
- (4) Clean environment/cleanliness
- (5) Protecting air quality
- (6) Protection of the environment
- (7) Preserving and protecting the countryside

Source: MORI

Satisfaction with Car Parks

Q How satisfied or dissatisfied are you with car parks?				
	Year	Satisfied	Dissatis- fied	Net satisfied
<i>Base: All</i>		%	%	±
Crawley	1999	71	13	58
Rushmoor	2000	70	17	53
Breckland	1999	70	18	52
Wychavon	1997	66	16	50
Enfield	1999	67	20	47
Wychavon	2001	62	20	42
Tameside(4)	1997	57	18	39
Sunderland	1997	53	17	36
East Hampshire (4)	1997	58	24	34
Winchester (1)	1997	53	20	33
Chelmsford	1998	54	23	31
Reigate and Banstead	1997	53	23	30
Slough	1996	51	22	29
Carmarthenshire	1998	51	28	23
Broxbourne	1999	52	30	22
Vale of White Horse (4)	2000	48	28	20
Gateshead	1997	39	21	18
Southend-on-Sea (6)	1999	50	35	15
Colchester (2)	1996	43	30	13
St Albans	1998	45	34	11
Canterbury (4)	1999	43	42	1
Southwark	1998	42	42	0
Tendring	1999	43	44	-1
Kingston (3)	1996	29	37	-8
Brent (5)	1996	30	39	-9
Ashford	1998	36	47	-11

Wording:

- (1) car parking
- (2) town centre car parks
- (3) parking facilities
- (4) public car parking
- (5) car parks
- (6) public car parks

Source: MORI

Appendices

Social Class Definitions

- A** Professionals such as doctors, surgeons, solicitors or dentists; chartered people like architects; fully qualified people with a large degree of responsibility such as senior editors, senior civil servants, town clerks, senior business executives and managers, and high ranking grades of the Services.

- B** People with very responsible jobs such as university lecturers, hospital matrons, heads of local government departments, middle management in business, qualified scientists, bank managers, police inspectors, and upper grades of the Services.

- C1** All others doing non-manual jobs; nurses, technicians, pharmacists, salesmen, publicans, people in clerical positions, police sergeants/constables, and middle ranks of the Services.

- C2** Skilled manual workers/craftsmen who have served apprenticeships; foremen, manual workers with special qualifications such as long distance lorry drivers, security officers, and lower grades of Services.

- D** Semi-skilled and unskilled manual workers, including labourers and mates of occupations in the C2 grade and people serving apprenticeships; machine minders, farm labourers, bus and railway conductors, laboratory assistants, postmen, door-to-door and van salesmen.

- E** Those on lowest levels of subsistence including pensioners, casual workers, and others with minimum levels of income.

Statistical Reliability

The respondents to the questionnaire are only samples of the total “population”, so we cannot be certain that the figures obtained are exactly those we would have if everybody had been interviewed (the “true” values). We can, however, predict the variation between the sample results and the “true” values from a knowledge of the size of the samples on which the results are based and the number of times that 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 table below illustrates the predicted ranges for different sample sizes and percentage results at the “95% confidence interval”.

Approximate sampling tolerances applicable to percentages at or near these levels			
	10% or 90%	30% or 70%	50%
Interviews			
100	6	9	10
200	4	6	7
300	3	5	6
400	3	4	5
500	3	4	4
600	2	4	4
800	2	3	4
1,000	2	3	3

Source: MORI

For example, with a sample of 1,003 where 30% give a particular answer, the chances are 19 in 20 that the “true” value (which would have been obtained if the whole population had been interviewed) will fall within the range of plus or minus 3 percentage points from the sample result.

When results are compared between separate groups within a sample, 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 assume “95% confidence interval”, the differences between the two sample results must be greater than the values given in the table overleaf:

Differences required for significance at or near these percentage levels			
	10% or 90%	30% or 70%	50%
Size of the samples compared			
100 and 100	8	13	14
100 and 200	7	11	12
100 and 300	7	10	11
100 and 400	7	10	11
100 and 500	7	10	11
100 and 600	6	10	11
100 and 700	6	10	11
100 and 800	6	10	10

Source: MORI