Research Report

Survey of Wandsworth Residents 2015

Prepared for: Wandsworth Borough Council

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Prepared for: Wandsworth Borough Council

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1 Key findings

1.1 Background and methodology

In the spring of 2015, BMG Research was commissioned to undertake a survey of London Borough of Wandsworth residents. This piece of research is the latest survey in Wandsworth Council's program of resident consultation and follows on from the 2005, 2007, 2009, 2011 and 2013 biennial surveys.

This document summarises the findings of the 2015 survey conducted among 1,561 local residents aged 16+ between June and August 2015.

1.2 Living in Wandsworth: the neighbourhood, community, cohesion and safety

Wandsworth continues to be described as a good place to live by its residents. Nine in ten (90%) state that their local area is a good place to live a proportion that is line with that recorded in 2011 (92%). Local Government Association polling data shows that satisfaction with the local area is consistently found to be around the 80% level. On this basis, the fact that satisfaction with the neighbourhood in Wandsworth remains at 90% suggests above average local perceptions within the borough.

When asked to state in their own words what they like most about living in their area the most common responses were that residents like the location and convenience of their local area (29%), the peace and quiet (20%), parks and open spaces (18%) and the public transport links (9%). Location, parks and peace and quiet were the same top 3 chosen factors in 2011 and 2013 albeit with minor variations in proportions choosing each.

Using the same style of question, residents were also asked to state what they dislike most about living in their local area. Among all respondents, noise (11%), parking (10%) and traffic congestion (10%) were the most common mentions. This was also the case in 2013. The locations (in terms of Ward Clusters) where these issues are most commonly described as a problem are shown in the main body of the report.

Accompanying the high satisfaction among residents with their local are encouraging findings in relation to both community cohesion and local safety. Good levels of community cohesion are suggested by the fact that in 2015 87%, of residents agree that people of different backgrounds get on well together. There is no description around what 'backgrounds' refer to, so this is open to interpretation by the respondent. Agreement with this statement, at 87%, is consistent with the 85% recorded in 2013 and the 86% seen in 2011.

Various questions within the survey pick up on local safety perceptions and the messages from these are positive ones. When considering the last two years, over two thirds (66%) of residents feel that Wandsworth is a safer place overall, while more residents agree (64%) than disagree (10%) that there is less trouble generally.

When considering how worried they are about being the victim of seven different types of crime, only a minority of residents express any level of worry, with the majority either not very worried or not at all worried. The issues that the highest proportion of residents feel worried about are:

- Burglary (32% down from 45% in 2013);
- Theft (21% down from 28%);
- Robbery in the street (20% down from 34%); and,
- ASB (20% down from 29%).

Analysis at the Ward Cluster level shows that residents living in Ward Cluster A more commonly perceive that drunken and rowdy behaviour in evenings, gangs of youths and graffiti and vandalism are an increasing problem, which is worthy of further investigation.

Overall, more than four in five (84%) Wandsworth residents now feel safe in the local area after dark. While the proportion who feel very safe has fallen within this from 24% to 17%, there has been a 20-percentage point uplift in those feeling fairly safe. To put these results into context, the proportion of Wandsworth residents who feel safe outside in their local area after dark is 5-percentage points above the national benchmark of 79% (LGA polling Feb 2015).

Furthermore a majority of residents feel that the Police and Council are doing a good job of dealing with crime in their area. Three quarters (76%) feel the Police are doing a good job, while 73% say the same about the Council. Within this, 6% state the Council is doing a very good job at dealing with crime in their area.

1.3 Perceptions of Wandsworth Council, its services and budget issues

Approaching nine in ten (87%) residents are satisfied with the way Wandsworth Council is running their local area. Overall, there has been a 3-percentage point rise since 2013 in those giving this positive viewpoint. However, within this, there has also been a 5-percentage drop rise in those giving the most positive response of 'very satisfied.' In total, only 5% of residents express any level of dissatisfaction regarding how Wandsworth Council is running the area. The latest national benchmark on this measure (LGA polling Feb 2015) is 67%, suggesting that perceptions of Wandsworth Council are well above average.

In line with the high satisfaction with the way the Council is running the area 82% of residents agree that Wandsworth Council provides value for money. This is comprised of 62% who tend to agree and 20% who strongly agree. Only 6% of residents disagree that the Council provides value for money with the remainder either neutral (9%) or unsure (3%).

The high level of satisfaction with the way the Council is running things is reflected in good levels of advocacy for the Council. Six in ten residents (60%) state that they would speak highly of the Council, up from 50% in 2013. This improvement appears to be driven by the fact that the proportion of residents who have no view either way on the Council has fallen by 10-percentage points from 41% to 31%. Meanwhile, the proportion who would be critical of the Council is also down slightly (5% in 2015 compared to 8% in 2013).

However, increasing the number of Council advocates further may prove challenging as even among those who are currently satisfied with the way the Council runs things, the number of advocates only rises to 65%, with 29% of this cohort still having a neutral position. This supports the notion that satisfaction with the Council does not necessarily translate directly into advocacy.

In seeking to understand the high ratings given towards Wandsworth Council it should be noted that:

- Eight in ten (80%) of those who have contacted the Council in the last 12 months were satisfied with the way their last query was dealt with, a proportion that is 4-percentage points higher than in 2013.
- More than two thirds (68%) of Wandsworth residents feel they are kept informed about the services and benefits the Council provides. This is comprised of 13% who feel very well informed and 56% who feel fairly well informed.
- The proportion of residents who feel the Council is doing a good job so far in dealing with reducing their spending has risen to 55%, up from 43% in 2013. The proportion of residents who agree Wandsworth Council is doing a good job in this respect far exceeds the proportion who disagree (7%).

When considering how Wandsworth Council is responding to the budget savings it is required to make a majority of residents (59%) trust the Council to reduce their spending effectively, with this level of trust consistent with that seen two years ago (57%). However, this trust and the positive views on the Council's performance in reducing its spending may prove to be 'double edged sword' as more than half of residents (52%) feel that spending can be reduced further without cutting service quality. This represents a 10-percentage point increase from 2013 despite a statement being given to respondents about the volume of savings already made.

As Wandsworth Council continues to seek greater efficiencies and cost reductions, more than eight in ten residents (86%) feel that keeping Council Tax low is essential for residents (84% in 2013). When designing future service delivery it is notable that seven in ten residents (72%) agree that they do not care if it is the Council or another organisation that carries out local services as long as they are of a good standard. This would suggest that outcomes are more important to residents than processes. Indeed, the proportion agreeing to this second statement has actually increased by 6-percentage points, a pertinent finding in the context of the proposed staff sharing with Richmond Council.

With regards to the proposal of Wandsworth Council sharing staff with neighbouring Richmond Council, the proportion of residents who agree that this is a good idea at 54% exceeds the 16% who disagree. This result needs to be interpreted alongside the knowledge that detailed proposals of how this sharing will operate have not been provided to the public. In this context, the 30% who gave a neutral view at this question is understandably high.

1.4 Garden waste services

A total of 54% residents within the sample indicate that they have a garden/produce garden waste. In order to provide an initial exploration of the likely take up of a paid for kerbside collection of green waste, all of this group were asked whether they would be prepared to pay £1 a week for such a service. In response to this very simple enquiry (no further information was presented to respondents about the specifics of any such service), a total of 24% of those with a garden state they would either definitely or probably use such service. A further 13% were uncertain, while 58% state they would probably or definitely not pay £1 a week for this service.

Transport and environment

In 2015 while three in ten residents (28%) agree that there is less traffic congestion in their local area half (51%) disagree this is the case. By inference, improvements to travelling by road are only detected by a minority of residents. In contrast, views on public transport are more positive, with 51% agreeing that the bus service has improved, 49% saying the same about rail services and more specifically 56% suggesting that railway stations have improved.

Drilling down into the issue of traffic congestion in more detail, disagreement that traffic congestion has decreased is significantly higher among residents of Ward Cluster F. The 78% of residents here who give this response is significantly higher than in every other part of the borough suggesting perhaps that congestion issues here are perceived to be particularly acute.

1.5 Access to information

A useful measure, especially when identifying how best to keep residents informed, is to find out which sources of information are currently used to find out about the local Council. In 2015, Brightside remains the most commonly used source of information, with 29% selecting this from a list of thirteen possible information sources (35% in 2013). In the period prior to this survey Brightside was published June 2014, October 2014, December 2014 and March 2015. Beyond this, one in five (21%) residents continue to find out about their local Council via its website (20% in 2013).

As in previous years, these findings suggest that the London Borough of Wandsworth has a strong and direct influence over the messages residents receive about the organisation, although the local press also has an influence.

Fewer than one in ten (8%) Wandsworth residents never access the Internet. By far the most common response among residents is that they access the Internet daily (86%). The proportion of residents using the Internet daily is up 6-percentage points since 2013. As has been observed previously, non-use of the Internet rises with age, with 17% of those aged 55-64 (26% in 2013), 36% among those aged 65-74 (44% in 2013) and to 62% among those aged 75+ (71% in 2013). It is interesting to observe that these non-user proportions in each age group although relatively high, have fallen in every instance since 2013.

1.6 Views of the economic climate

Compared to 2013 the proportion of Wandsworth residents who feel that not many or few jobs are available has dropped notably from 57% in 2013 to 19% in 2015. While there has been a 17-percentage point rise in the proportion who feel that many/some jobs are now available (to 26%), there has also been an increase in uncertainty, with 31% answering don't know to this question compared to 7% in 2013.

Residents were also asked to give their views on the employment situation in six months time. The responses given to this question are almost identical to those given in relation to the present day. This suggests that residents perhaps now perceive there to be less volatility in the job market. The 24% who feel there will be many/some jobs available in 6 months time is the highest figure recorded over the 2011-15 period.

2 Introduction

2.1 Background

In the spring of 2015, BMG Research was commissioned to undertake a survey of London Borough of Wandsworth residents. This piece of research is the latest survey in Wandsworth Council's program of resident consultation and follows on from the 2005, 2007, 2009, 2011 and 2013 biennial surveys.

This document summarises the findings of the 2015 survey conducted among 1,561 local residents aged 16+ between June and August 2015. The results of this survey will be compared to those from the previous surveys where possible. A separate cross tabulated data report is available for more detailed analysis.

2.2 Methodology

2.2.1 Selecting the sample – Income Deprivation Domain

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

Consistent with previous years, the income deprivation scores at SOA level were ranked from high to low. These were then segmented into quartiles within each ward to ensure that the bands reflected the relative income deprivation **within Wandsworth**.

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

2.2.2 Questionnaire design

The questionnaire used contained questions used in previous annual residents' surveys in order to allow changes on key issues to be identified. In addition, new questions were developed by Wandsworth Council in conjunction with BMG Research in order to explore particular issues of relevance in 201%. Many of these focused on the views of residents renting their home from a private landlord. The findings from these questions will be examined in a separate written report on this subject, utilising a boost sample of residents holding this tenure.

2.3 Data

In total, 1,561 interviews were completed. The sample size of 1,561 is subject to a maximum standard error of ±2.47% at the 95% confidence level on an observed statistic of 50%. Thus, for the quantitative survey, we can be 95% confident that responses are representative of those that would be given by the total population of Wandsworth, if a census had been conducted, to within ±2.47% of the percentages reported.

The following table presents the number of responses per Ward Cluster; i.e. the key unit of geographical analysis used throughout this report. The confidence level is shown also, which is important to consider whilst engaging with the results in this report.

Table 1: Number of responses per Ward Cluster

	Number of responses	Confidence (+/-%)
Ward Cluster		
A (Queenstown, St Mary Park, Latchmere**)**	225	+/-6.53%
B (Wandsworth Common, Northcote, Shaftesbury**)**	237	+/-6.36%
C (Bedford, Balham, Nightingale**)**	227	+/-6.50%
D (Tooting, Graveney, Furzedown**)**	241	+/-6.31%
E (Fairfields, Southfield, Earlsfield**)**	245	+/-6.26%
F (East Putney, Thamesfield**)**	155	+/-7.87%
G (Roehampton, West Putney, West Hill**)**	231	+/-6.45%

2.4 Reporting

Throughout this report the word “significant” is used to describe differences in the data. This indicates where the data has been tested for statistical significance. This testing identifies ‘real differences’ (i.e. difference that would occur if we were able to interview all residents in the borough rather than just a sample). However, as already noted the actual percentages reported in the data may vary by ±2.47% at the 95% confidence level on an observed statistic of 50%.

When we are comparing the differences between two datasets from one year to the next, it is important to consider the sampling errors for both when determining whether a difference is statistically significant. In its most simplistic format, where a score of 50% is achieved in 2013, and the same size sample is collected in both years, a score of +/-5% or more (45% or below or 55% and above) would be needed in 2015 to indicate a significant change.

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

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

3 Views of the neighbourhood

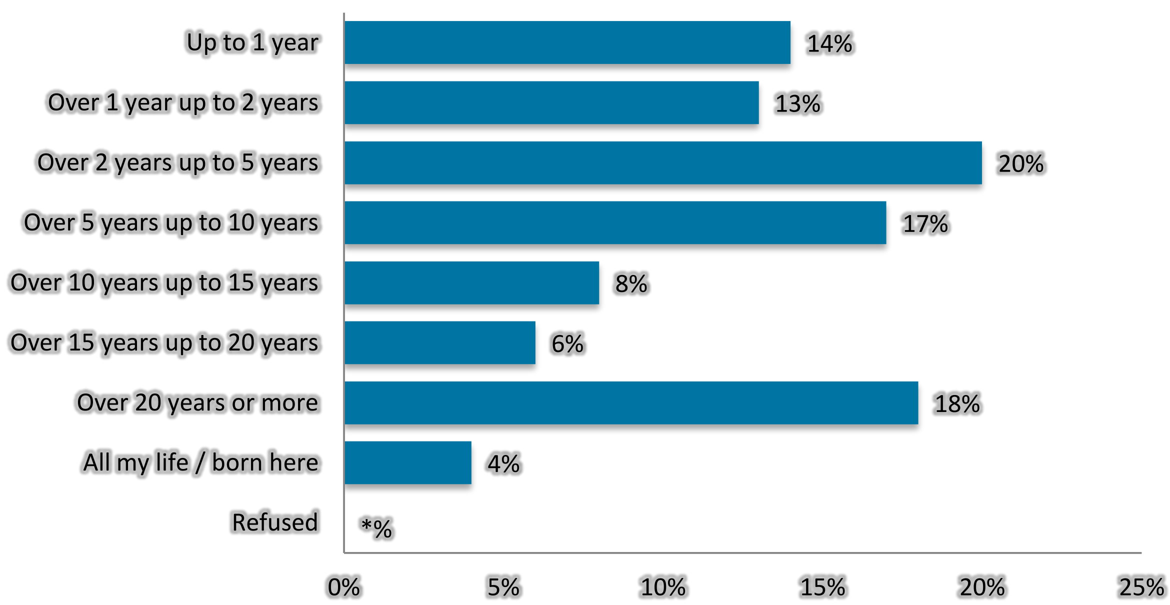
3.1 Introduction

This section explores residents' views of their neighbourhood, including their level of satisfaction with the neighbourhood, the factors that residents value in their local area plus the quality of local service provision.

3.2 Length of time lived in the neighbourhood

To put the results reported in the remainder of this chapter into context, all respondents were asked how long they have lived in their local neighbourhood. One in seven (14%) respondents has lived in their neighbourhood for less than one year, in line with the 15% observed in 2013. At the other end of the scale, the proportion living in their neighbourhood the longest (over 20 years or more and all their life), at 18%, is in line with that observed in 2013 (20%).

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



Unweighted base: 1561

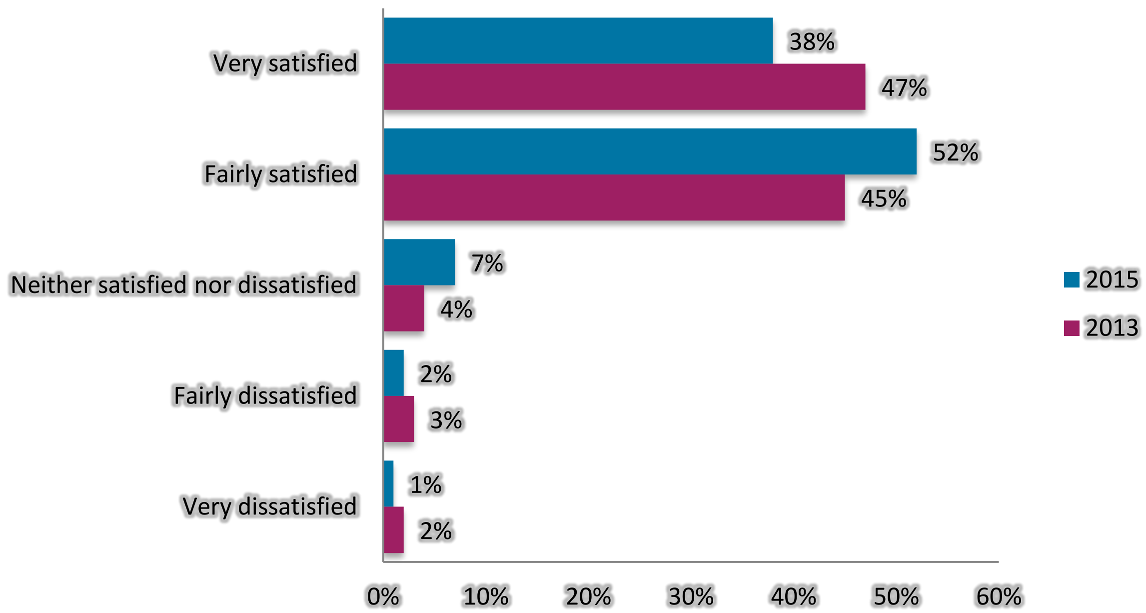
* denotes less than 0.5%

4 Satisfaction with local area

The large majority of Wandsworth residents remain satisfied with their local area as a place to live (90%). While this is line with the 92% who gave the same response in 2011, there has been a 9-percentage point dip in those who give the most positive rating of ‘very satisfied’ in relation to their local area (38%). Between 2011 to 2013 there was been a 10-percentage point increase in those giving the most positive view of their local area suggesting that within the overall stable satisfaction there is some volatility between the ‘very’ and ‘fairly’ satisfied ratings.

In total, just 3% of Wandsworth residents in 2015 express any level of dissatisfaction with their neighbourhood as a place to live (4% in 2013).

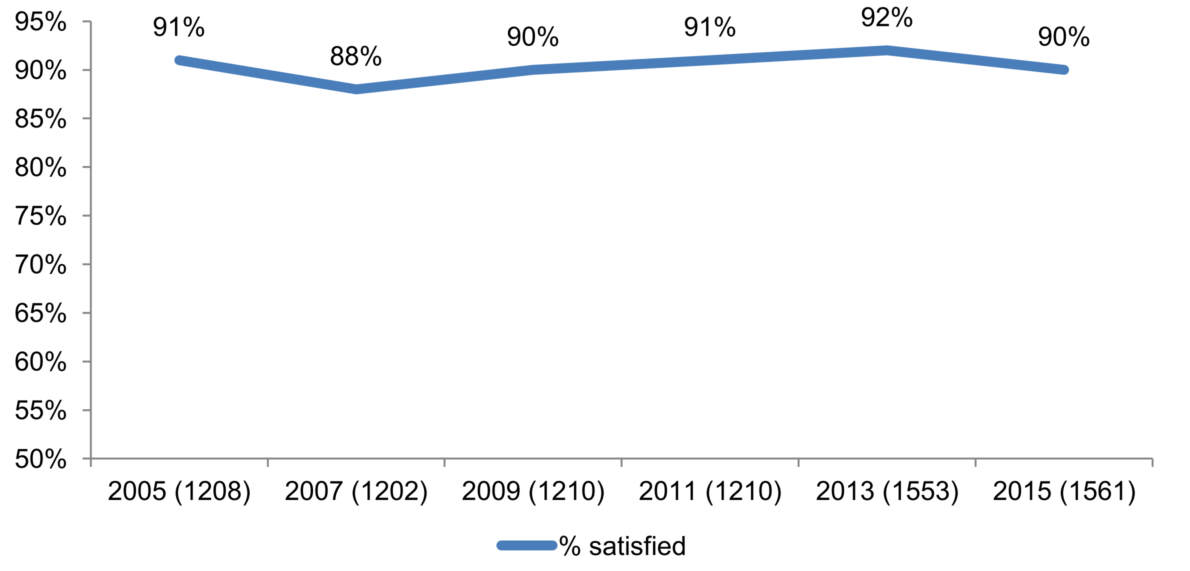
Figure 2: How satisfied or dissatisfied are you with your local neighbourhood as a place to live? (All respondents)



Unweighted base: 2015 - 1561 2013 - 1553.

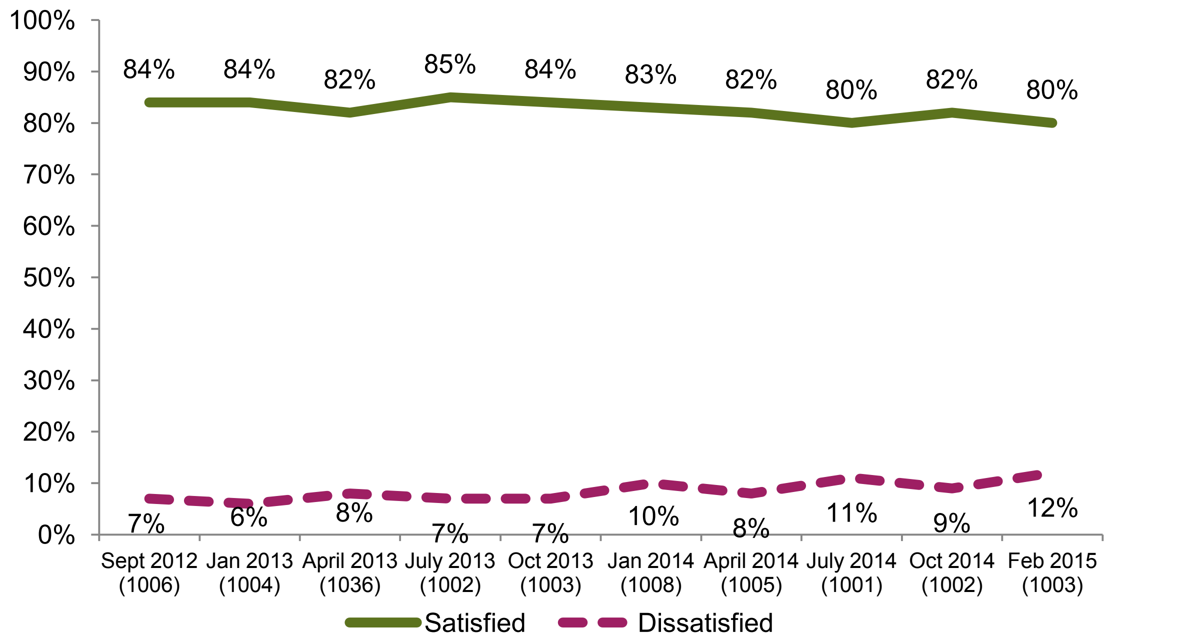
As this question has been asked consistently in previous resident’s surveys, data on this measure is available from 2005 onwards. The chart overleaf shows that generally resident satisfaction has remained consistently high, but that the 2013 results were the most positive recorded to over this period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

Figure 3: How satisfied or dissatisfied are you with your local neighbourhood as a place to live? % satisfied since 2005 (All responses)



In order to put these results into context the figure below shows local area satisfaction derived from the regular polling the Local Government Association (LGA) commissions to capture national views on how Councils are perceived. Although this polling is done by telephone and the LGA question uses the words 'local area' rather than 'neighbourhood' this data still provides a useful source of comparison. Nationally, satisfaction with the local area is consistently is found around the 80% level. On this basis, the fact that satisfaction with the neighbourhood in Wandsworth remains at 90% suggests above average local perceptions within the borough.

Figure 4: Overall, how satisfied or dissatisfied are you with your local area as a place to live? – LGA national polling data

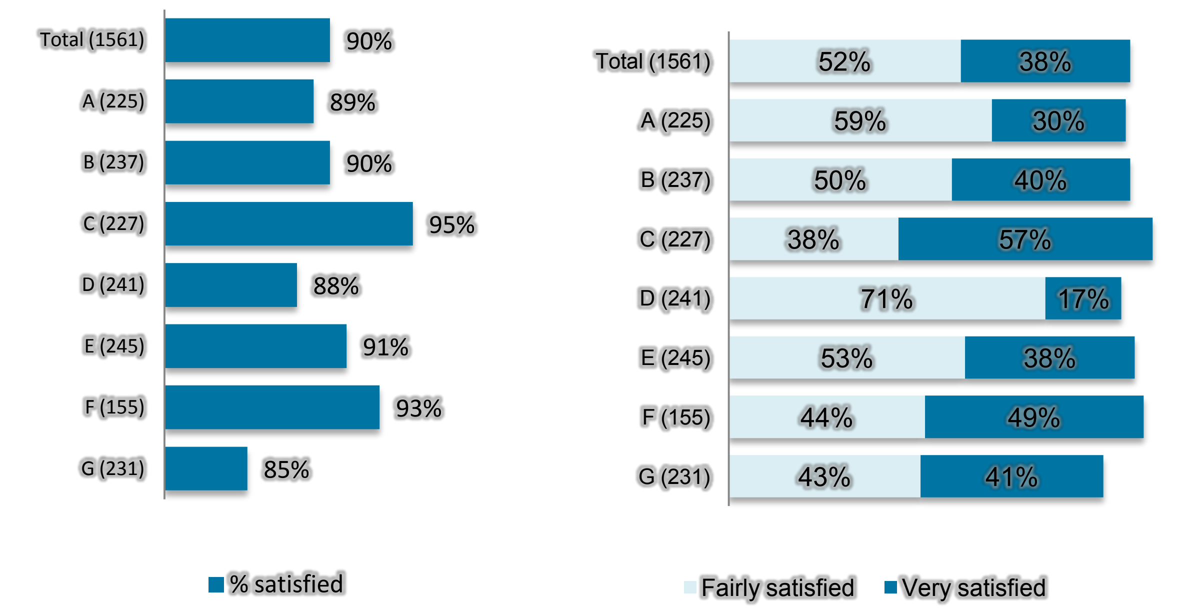


This conclusion is further supported by comparing the latest views of Wandsworth residents to those captured from other parts of London by BMG Research. BMG have an established client base in London. Results from recent projects using face to face data collection and the same sampling approach as deployed in Wandsworth are shown in the figure below. At 90%, the satisfaction Wandsworth residents express with their neighbourhood is the highest we have recorded in the 2014-15 period.

Figure 5: BMG Research London Benchmarking - Local Area Satisfaction - % satisfied

Spatially, in each Ward Cluster at least eight in ten residents express satisfaction with their neighbourhood as a place to live. There is however a 10-percentage point variation between the lowest satisfaction seen in Ward Cluster G (85%) and the highest in Cluster C (95%). Within Ward Cluster C the 57% of residents who are very satisfied with their local area as a place to live is significantly higher than in all but one other Cluster (F - 49%).

Figure 6: How satisfied or dissatisfied are you with your local neighbourhood as a place to live? Views by ward cluster (All respondents)



Unweighted sample bases in parentheses

Further analysis by tenure shows that neigbourhood satisfaction is lowest among those who rent their home from Wandsworth Council. However, even among this group 80% express satisfaction. The equivalent proportions among owner occupiers, private renters and those renting from a housing association are 91%, 92% and 91% respectively.

The following table presents the 2011, 2013 and 2015 neighbourhood satisfaction levels amongst key demographic groups. While there are some variations in satisfaction by age year on year, it is clear that no demographic groups express significantly lower levels of satisfaction with their neighbourhood in 2015.

Table 2: How satisfied or dissatisfied are you with your local neighbourhood as a place to live? Change in % satisfied amongst demographic groups since 2011 (All respondents)

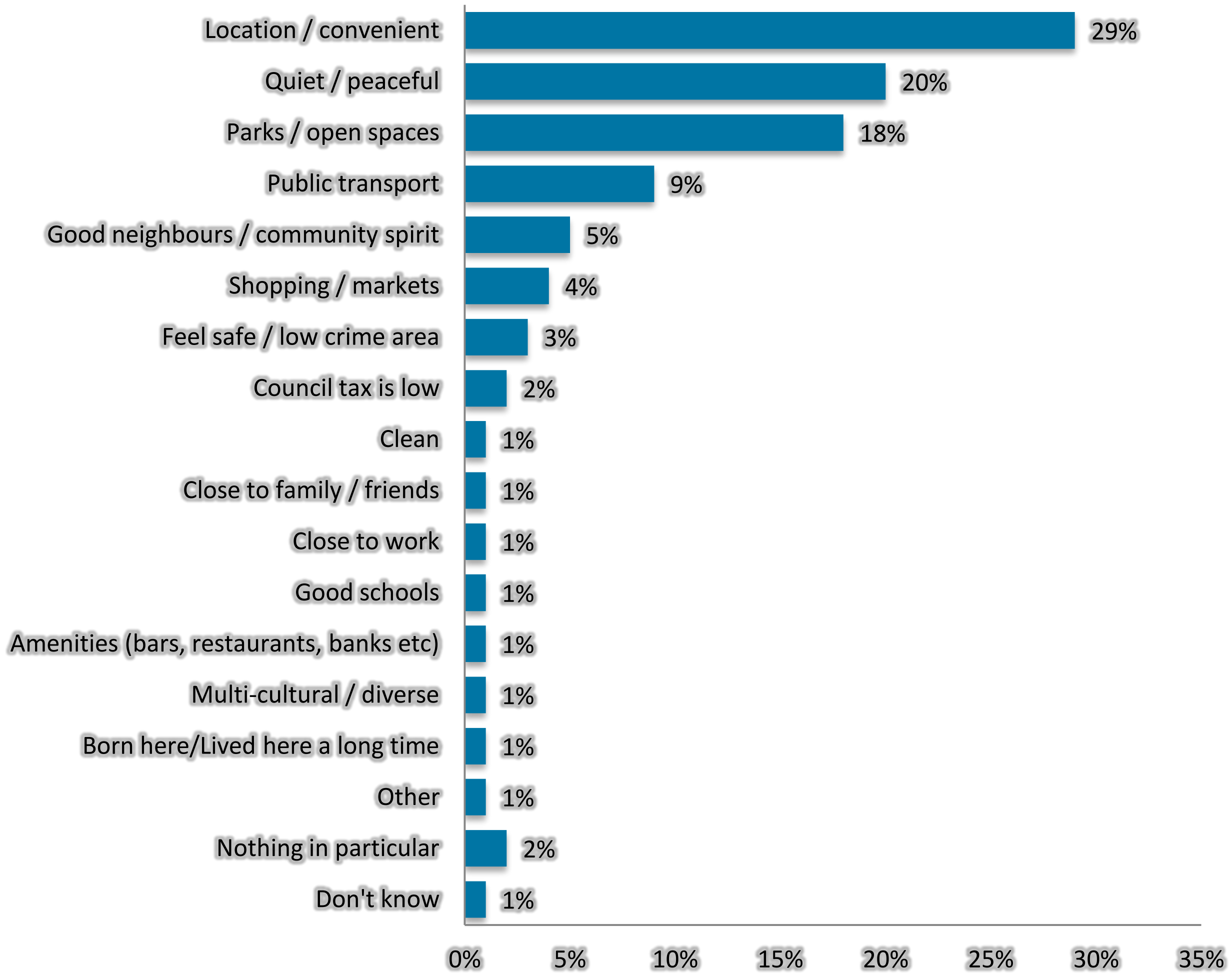
	2011	2013	2015	% point change since 2013
16-24	90%	95%	88%	-7
25-34	92%	91%	90%	-1
35-44	89%	91%	91%	0
45-54	91%	93%	87%	-6
55-64	91%	91%	92%	+1
65-74	91%	93%	93%	0
75+	97%	90%	86%	-4
Non-BME	92%	93%	91%	-2
BME	89%	90%	89%	-1
Single occupancy	91%	89%	90%	+1
Two or more adults	91%	93%	91%	-2
1 Parent family	78%	84%	84%	0
Families	90%	91%	90%	-1

4.1 Likes and dislikes of the local area

In order to understand the levels of neighbourhood satisfaction expressed by residents all were asked to state in their own words what they like most about living in their area. Responses were recorded by interviewers onto a pre-coded list (one response per respondent). As illustrated below, the most common responses were that residents like the location and convenience of their local area (29%), the peace and quiet (20%), parks and open spaces (18%) and the public transport links (9%). Location, parks and peace and quiet were the same top 3 chosen factors in 2011 and 2013 albeit with minor variations in the proportion of residents choosing each.

The full range of responses given at this question by residents is shown in the figure overleaf.

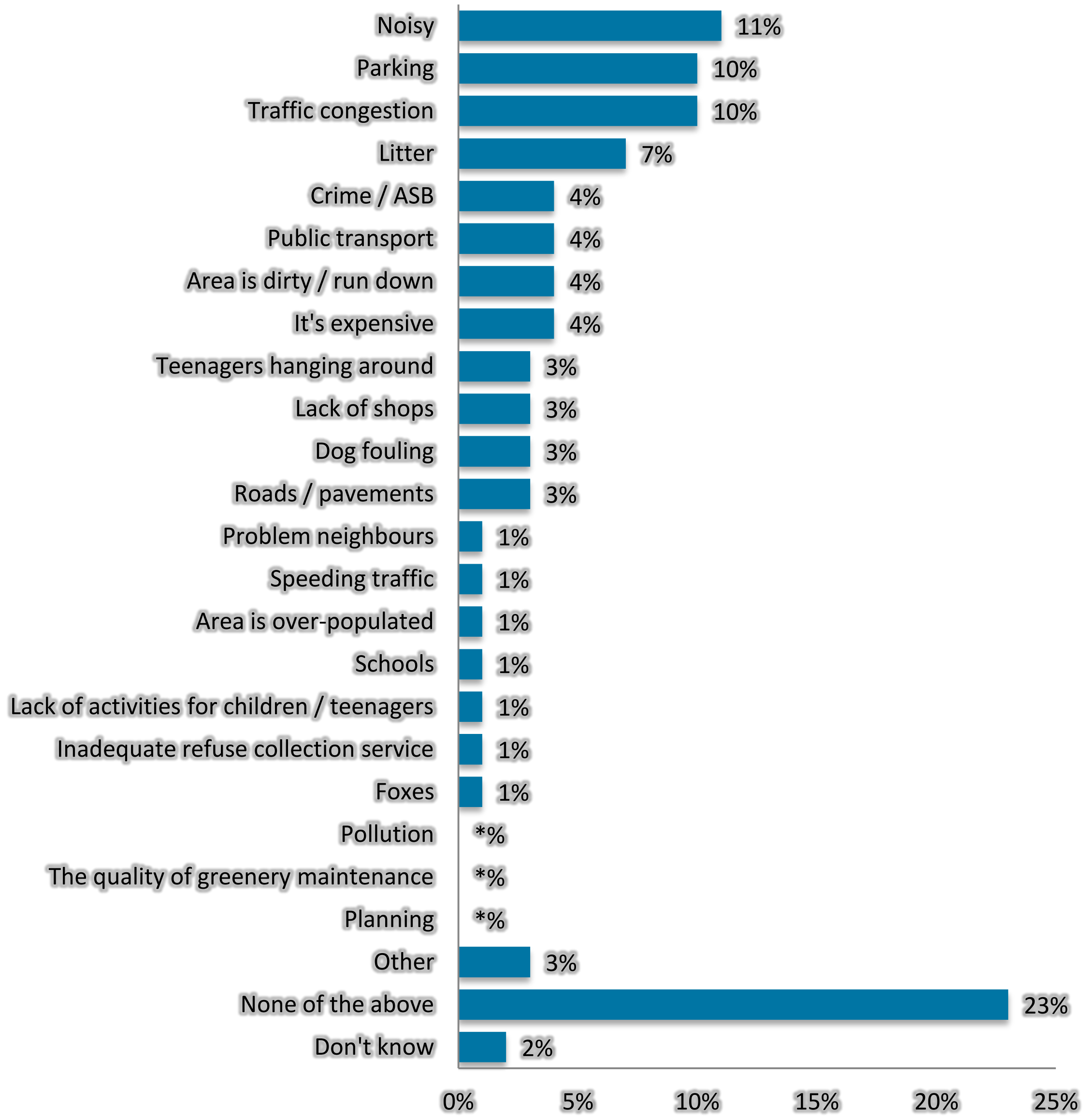
Figure 7: What do you MOST like about living in this area? (All responses given by 1% or more)



Unweighted sample base: 1561

Using the same style of question, residents were also asked to state what they dislike most about living in their local area. The responses given to this question will provide Wandsworth Council with an indication of which issues are priorities in the eyes of residents. Among all respondents, noise (11%), parking (10%) and traffic congestion (10%) were the common mentions. This was also the case in 2013. Notably, approaching a quarter (23%) of residents did not choose a particular dislike in relation to their local area.

Figure 8: What do you MOST dislike about living in this area? (All responses)



Unweighted sample base: 1561 *denotes less than 0.5%

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

- Noise is most commonly mentioned by those in Ward Clusters A (15%) and B (14%).
- Parking is most commonly mentioned by those in Ward Cluster E (14%). This was also the case in 2013.
- Traffic congestion is most commonly mentioned by those in Ward Clusters E (15%) and F (14%). In 2013 this issue was most commonly mentioned by those in Ward Cluster F suggesting ongoing concern about this issue here.
- Litter is most commonly mentioned by those in Ward Cluster D (13%).

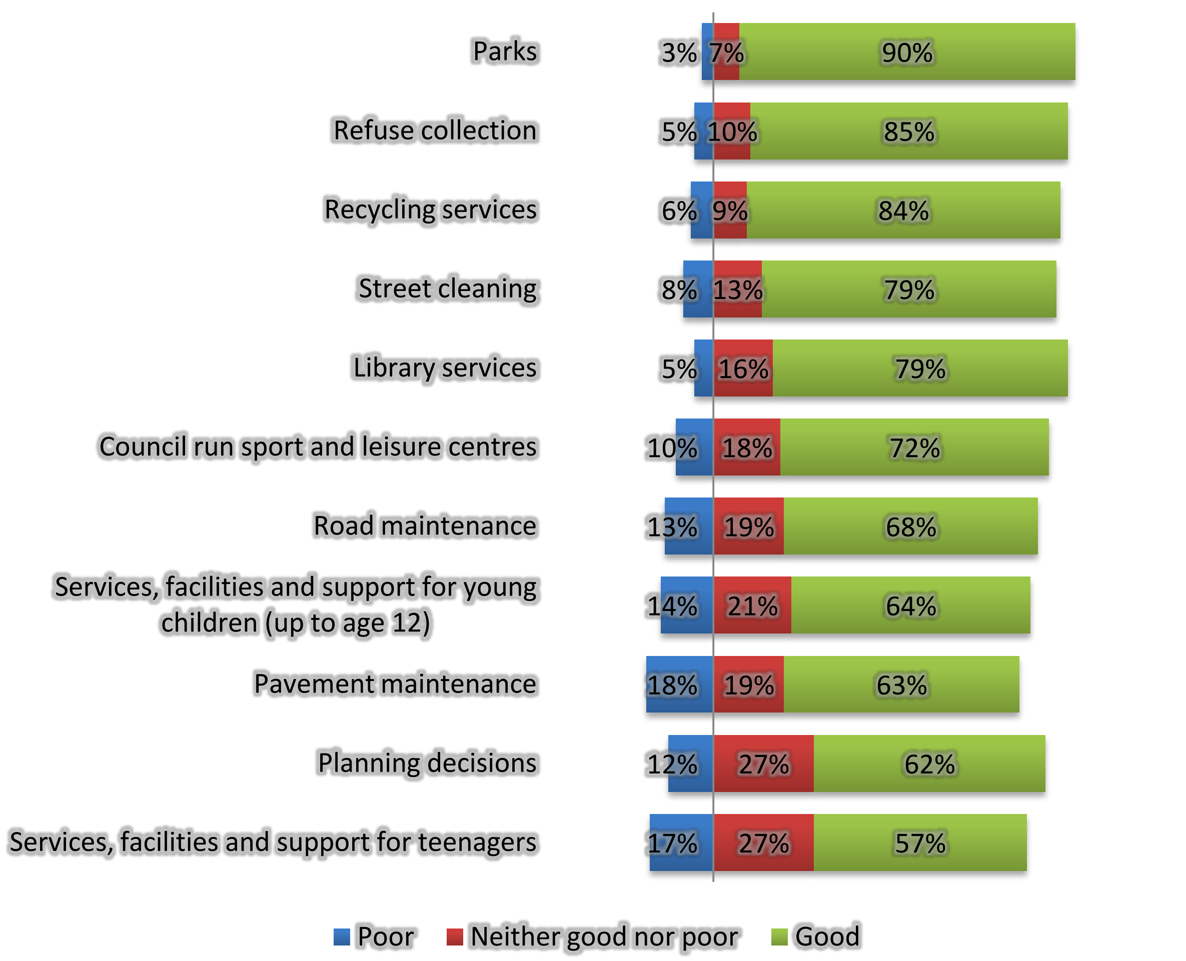
4.2 Quality of services and amenities in the area

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

The following chart is based on the results of those respondents giving a valid response to the question. This means that anyone unable to give a response, most likely because they have no experience of that particular issue or service, are removed and the figures are rebased accordingly. Most notably these services included: services, facilities and support for teenagers (46% don't know) or young children (40% don't know); planning decisions (33% don't know); library services (27% don't know); and Council run sport and leisure centres (24% don't know).

The responses show particularly positive ratings are given to parks (90% say that they are good), refuse collection (85%), recycling services (84%) and street cleaning (79%). These were also the aspects most commonly described as good in 2013. The aspects of their area that residents most commonly describe as poor in 2015 are pavement maintenance (18%) and services, facilities and support for teenagers (17%). It should be noted however, that a majority of residents still rate both of these services as good.

Figure 9: How good or poor do you think the following are in your area? (All valid responses)



Unweighted bases vary

With the exception of planning services all of these aspects of the local area were included in the 2013 survey of Wandsworth residents. Comparing results from the two datasets shows that the proportion of residents rating parks as good is unchanged and that only minimal variations are evident in the proportions who describe street cleaning as good relative to two years ago. For other aspects more positive shifts are evident, although the large shifts evident in relation to services and facilities for young people and teenagers are likely to be influenced by the relative proportions using each service year on year with in the samples.

Table 3: How good or poor do you think the following are in your area? Change in % good since 2013 (All valid responses)

	% good 2013	% good 2015	% point change
Refuse collection	**81%**	**85%**	+4%
Recycling services	**81%**	**84%**	+3%
Street cleaning	78%	79%	+1%
Road maintenance	**54%**	**68%**	+14%
Pavement maintenance	**54%**	**63%**	+9%
Library services	**66%**	**79%**	+13%
Services, facilities and support for teenagers	**30%**	**57%**	+27%
Services, facilities and support for young children (up to age 12 years)	**40%**	**64%**	+24%
Council run sport and leisure centres	**54%**	**72%**	+18%
Parks	90%	90%	0%

Looking at the data in relation to physical infrastructure within the borough on a spatial basis shows that road maintenance is most commonly described as poor by residents of Ward Clusters G (18%) and D (17%). It should however be noted that the large variations found between Ward Clusters in 2013 have now diminished suggesting improvements in the lower performing Ward Clusters since 2013.

Interestingly, there are no significant variations by Ward Cluster in the perceived quality of street cleaning in the local area.

When considering the same list of services and local amenities, those that residents feel have the greatest impact on their perceptions of the Council are refuse collection (44%), parks (36%), recycling services (30%) and street cleaning (26%). These responses also made up the top 4 in 2013 suggesting that environmental services are perceived to be core elements of the Council's delivery.

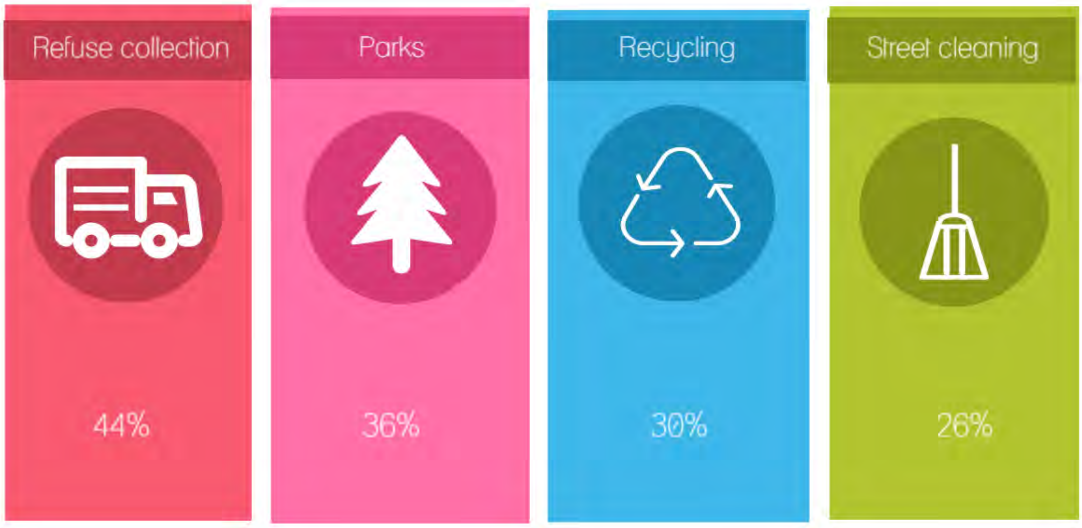
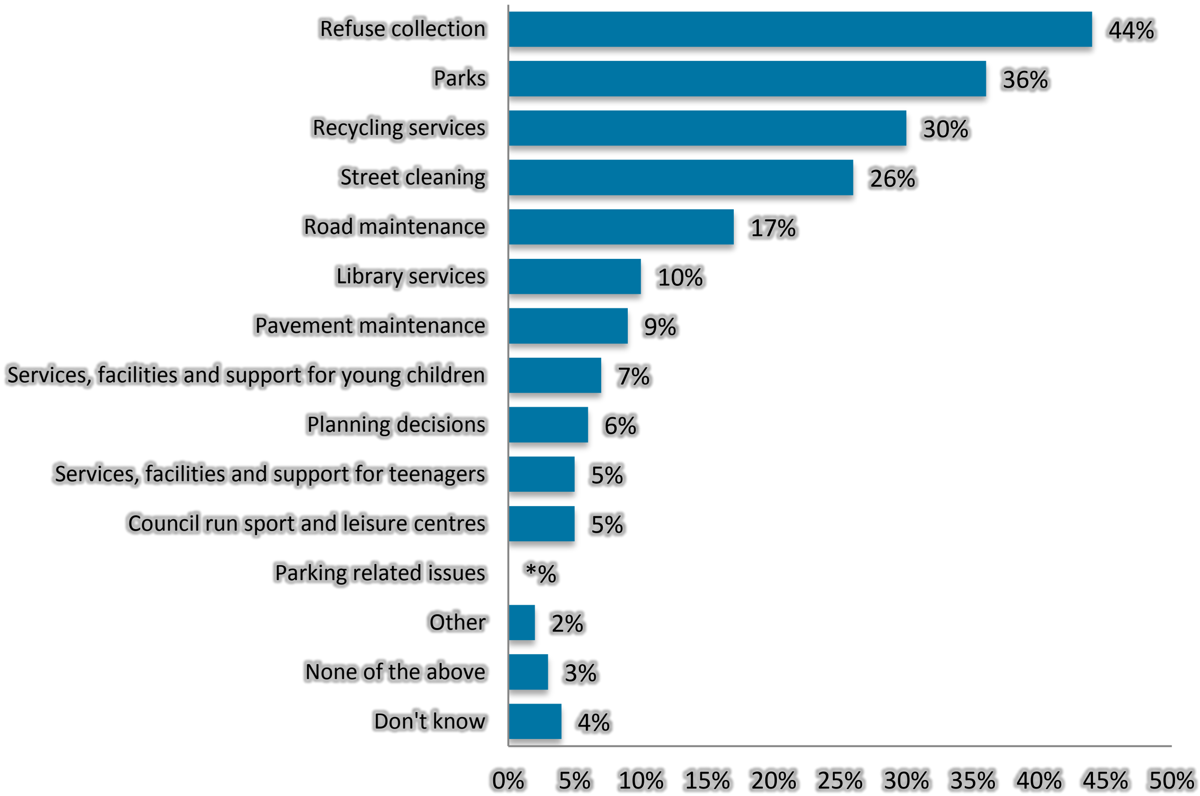


Figure 10: Which three of these would you say has had the greatest impact on your perception of the Council? (All responses)

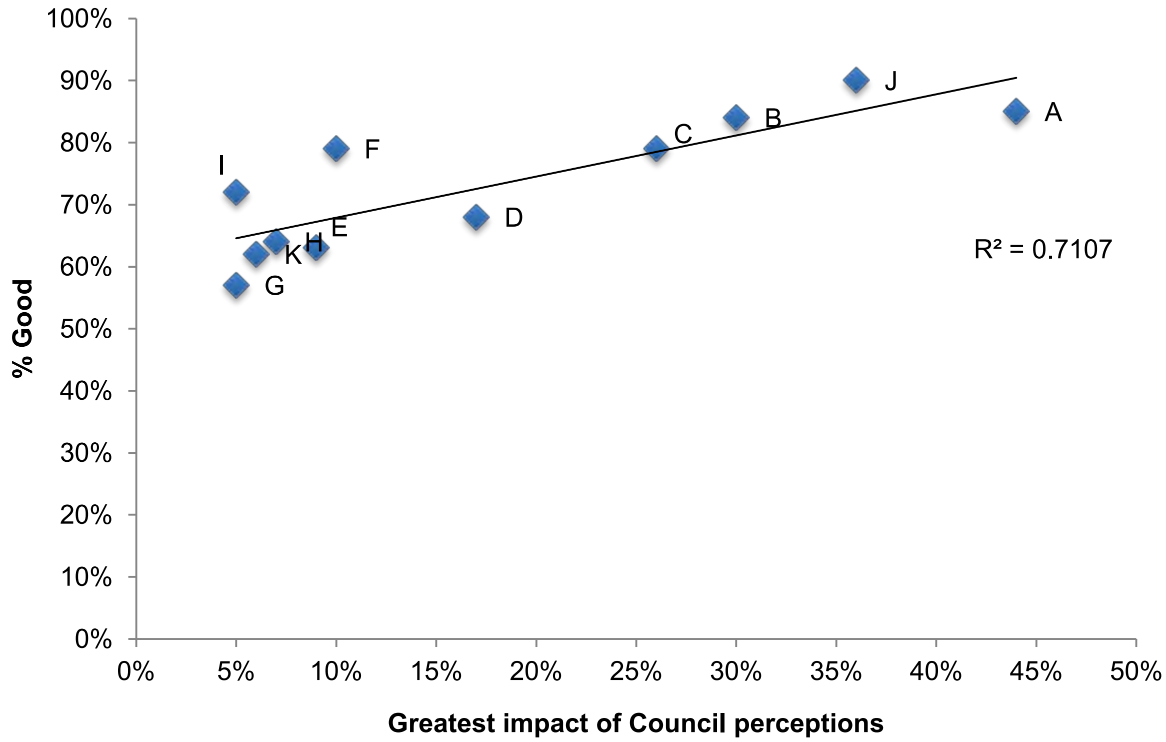


Unweighted base: 1561 * denotes less than 0.5%

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

In terms of areas for improvement, the plot below does not identify any critical areas for action, although ongoing efforts to improve perceptions of road maintenance would be advisable.

Figure 11: Factors impacting on council perceptions current ratings of factors (All responses)



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

Whilst the previous figure does suggest that Wandsworth Council is doing well in delivering in key areas, it should be recognised that within particular subsets of the population the importance attributed to particular services varies. Looking at the views of families for example (i.e. those who have at least one child in the household) these are significantly more likely to describe library services (16%) and services and support for young children (13%) as important influences on their perceptions of the Council. It is also evident that those aged 16-24 (10%) are significantly more likely to state that services, facilities and support for teenagers have an impact on their Council perceptions.

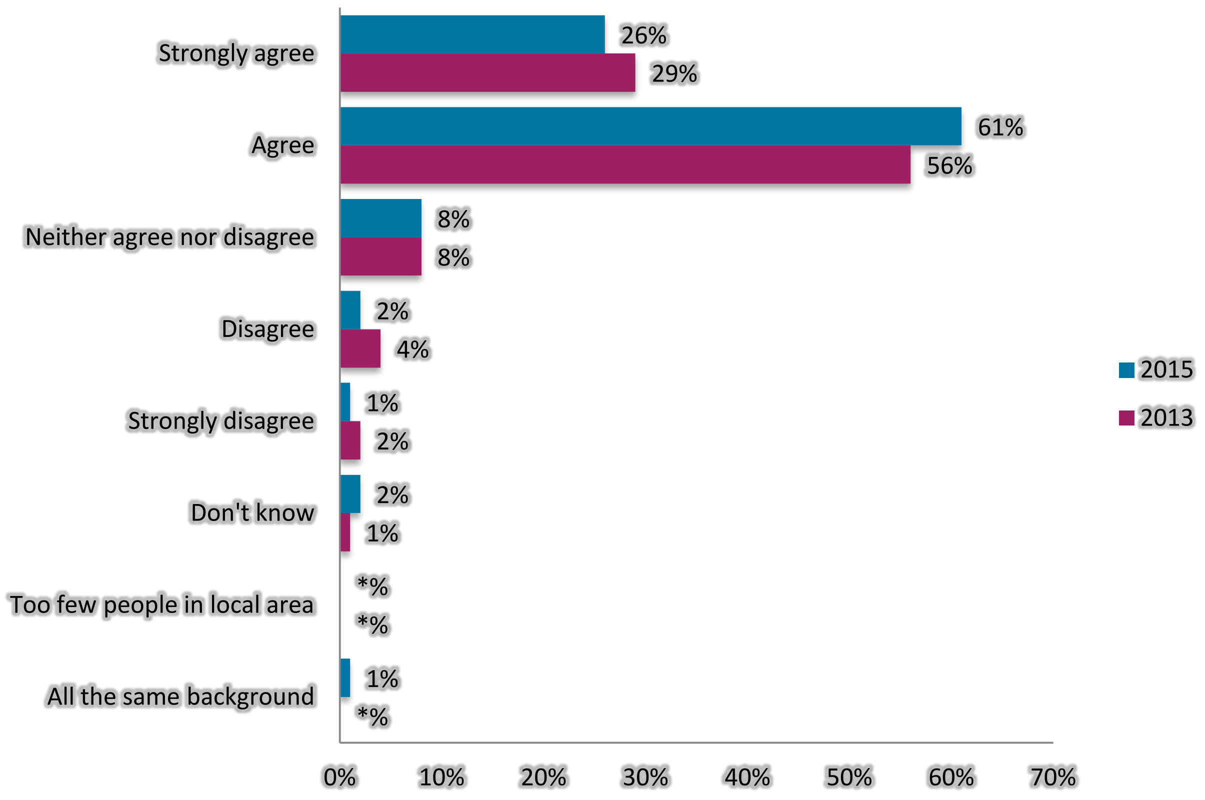
On this basis it does seem that individual perceptions of Wandsworth Council are influenced to some extent by how the authority is deemed to be delivering the services needed at particular life stages.

5 Community cohesion

5.1 People of different backgrounds getting on well together

A key measure of community cohesion is the extent to which people of different backgrounds get on well together. There is no description around what 'backgrounds' refer to, so this is open to interpretation by the respondent. Agreement with this statement, at 87%, is consistent with the 85% recorded in 2013 and the 87% seen in 2011. However, within this overall finding the proportion giving the most positive response of 'strongly agree' has dipped marginally from 29% to 26% in the last two years.

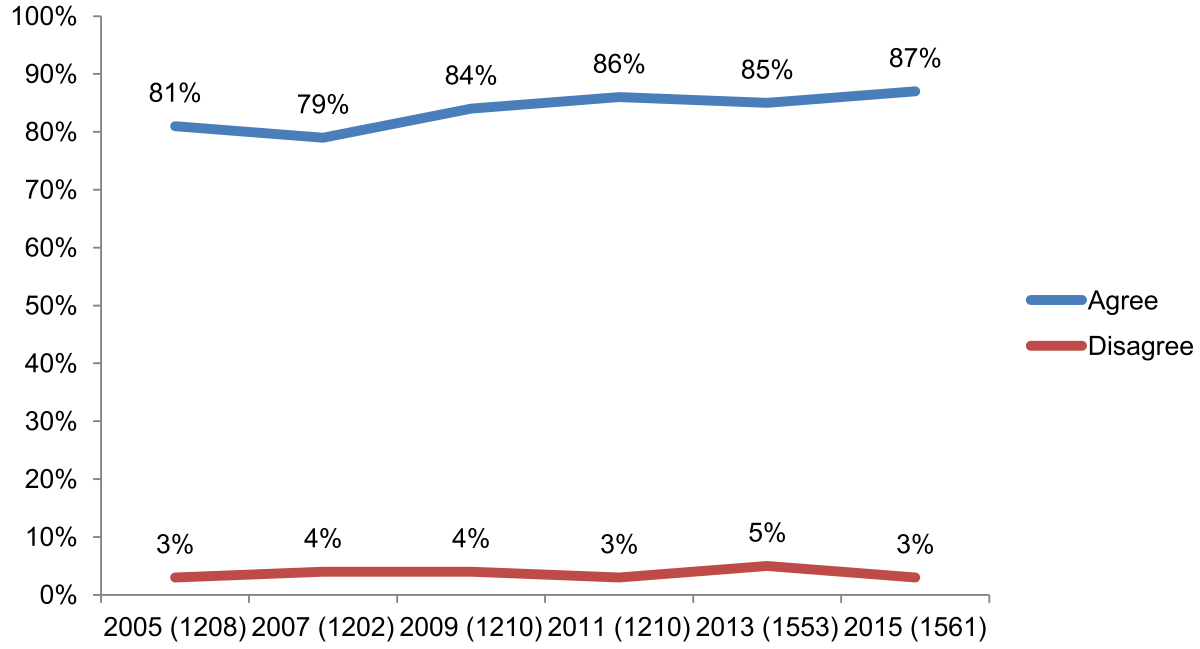
Figure 12: To what extent do you agree or disagree that this neighbourhood is a place where people from different backgrounds get on well together? (All respondents)



Unweighted base: 2015 - 1561 2013 - 1553 * denotes less than 0.5%

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

Figure 13: To what extent do you agree or disagree that this neighbourhood is a place where people from different backgrounds get on well together? Change since 2005 (All responses)



Unweighted sample base in parenthesis

Looking at responses spatially shows that in no Ward Cluster does the proportion who disagree that people of different backgrounds get on well together exceed 6%. Those in Ward Cluster B (92%) and D (90%) most commonly give positive views on this community cohesion issue.

Importantly, when looking at overall agreement levels no significant variations are evident by ethnicity. However, as was observed in 2013, BME residents more commonly give the most positive response of ‘strongly agree’ relative to non-BME residents (30% cf. 25%).

6 Crime and crime prevention

6.1 Introduction

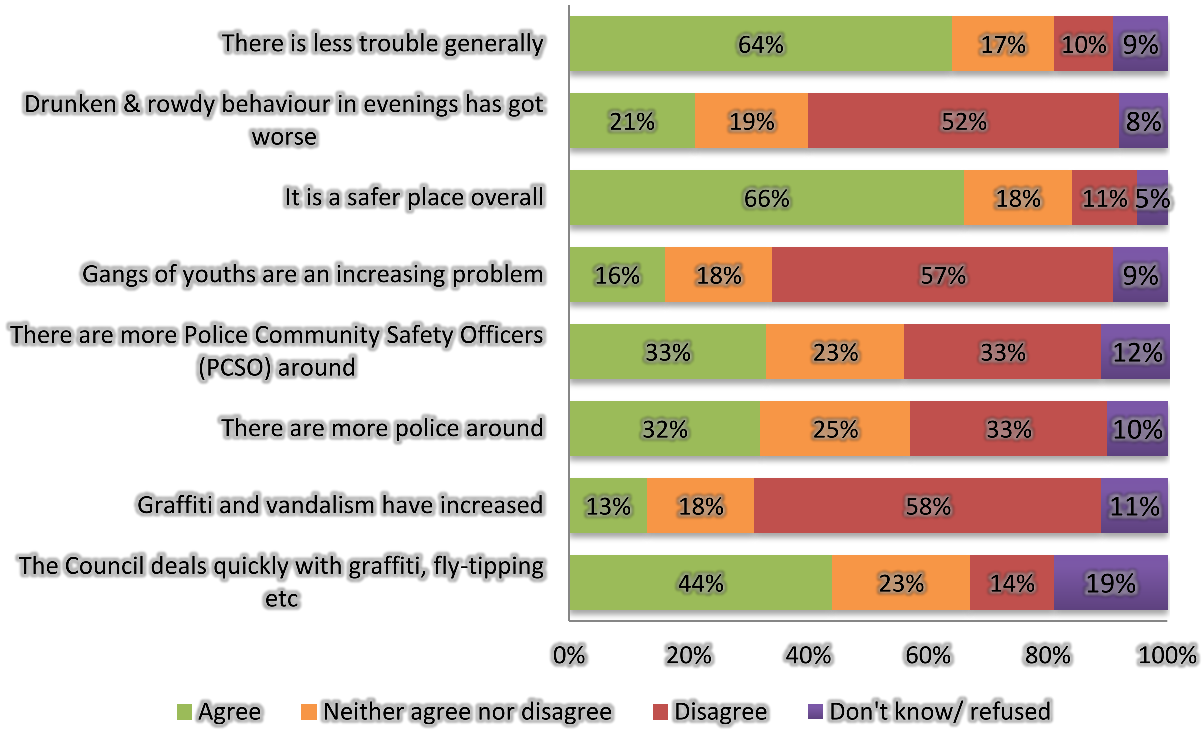
This section explores how concerned residents are about crime and anti-social behaviour issues in Wandsworth, whether progress on key issues is being recognised plus the perceived role of both the Council and the Police.

6.2 General perceptions of crime and community safety

Respondents were presented with a list of statements regarding crime and community safety over the last two years and were asked to rate their level of agreement or disagreement with each. Over two thirds (66%) of residents feel that Wandsworth is a safer place overall, while more residents agree (64%) than disagree (10%) that there is less trouble generally.

As was the case in 2013 more residents disagree than agree that specific problems such as drunken and rowdy behaviour, gangs of youths and graffiti and vandalism have increased over the last two years. However, alongside this finding, perceptions on whether the number of Police officers and PCSOs around locally has increased are equally balanced.

Figure 14: To what extent do you agree or disagree with the following statements about crime and anti-social behaviour over the past 2 years...? (All respondents)



Unweighted base: 1561

The table below shows how agreement with these statements in 2015 compares to historical data collected in the borough. This comparison shows that generally the views expressed in 2015 are more positive than those recorded in 2013. Most notably there has been a 22-percentage point increase in those who agree that generally there is less trouble. More than six in ten residents (64%) now agree that this is the case. The two thirds (66%) who agree that Wandsworth is a safer place overall, is likewise the highest proportion recorded in the 2009-2015 period. These findings resonate with those later in this chapter with residents in the borough appearing to hold lower concerns about crime and higher perceptions of their safety after dark. Compared to two years ago a higher proportion of residents hold the perception that there are more Police Officers and PCSOs around (+9, +6-percentage points respectively). These are interesting findings for a period when frontline policing is under pressure from budgetary challenges. There has also been a steady decline, since 2009, in the proportion of residents who agree that gangs of youths are an increasing problem.

Table 4: To what extent do you agree or disagree with the following statements about crime and anti-social behaviour over the past 2 years...? % change in agreement 2009-2015 (All respondents)

	2009	2011	2013	2015	% point change since 2013
There is less trouble generally	44%	41%	42%	64%	+22
Drunken & rowdy behaviour in evenings has got worse	23%	18%	17%	21%	+4
It is a safer place overall	54%	49%	52%	66%	+14
Gangs of youths are an increasing problem	26%	21%	17%	16%	-1
There are more Police Community Safety Officers (PCSO) around	41%	32%	27%	33%	+6
There are more police around	32%	31%	23%	32%	+9
Graffiti and vandalism have increased	20%	13%	10%	13%	+3
The Council deals quickly with graffiti, fly tipping etc.	43%	34%	38%	44%	+6

Looking specifically at the statements about increases in anti-social behaviour shows that residents in Ward Cluster A are significantly more likely than those in all other Clusters to agree that drunken and rowdy behaviour in evenings has got worse (30%). Residents in Ward Cluster A are also most likely to agree that gangs of youths are an increasing problem (23%) alongside those in Cluster G (21%) and E (20%). Furthermore 18% of those in Ward Cluster A agree graffiti and vandalism have increased, alongside 19% of residents in Cluster E.

6.3 Worry about becoming a victim of crime

When considering how worried they are about being the victim of seven different types of crime, only a minority of residents expressed any level of worry, with the majority either not very worried or not at all worried. The issues that the highest proportion of residents feel worried about are:

- Burglary (32%);
- Theft (21%);
- Robbery in the street (20%); and
- ASB (20%).

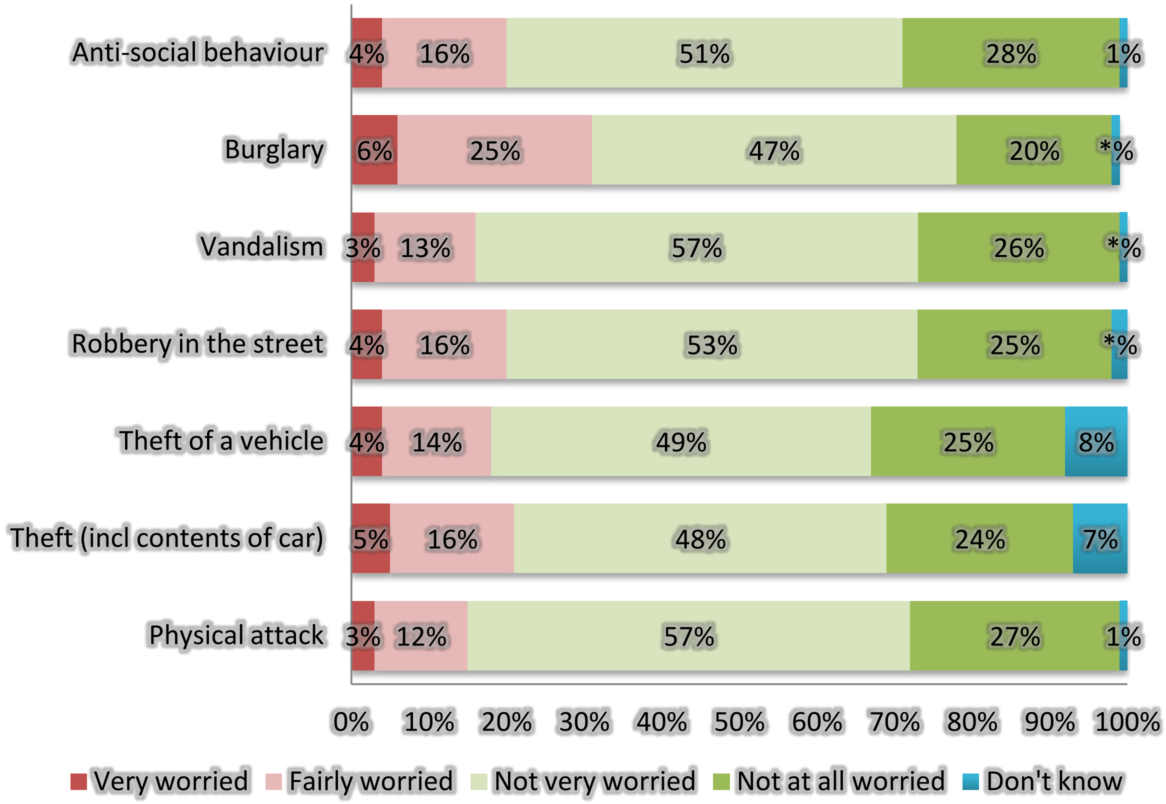
Public concern about the same seven issues was recorded in 2013. As shown by the table below, for all these issues the proportion citing concern has fallen in the last two years. Only the concern about theft (21% worried to some extent) is not at an all time low in the 2011-2015 period for which data has been collected.

Table 5: Could you tell me how worried you are about being the victim of each of these crimes in your area...? % worried since 2011 (All responses)

	% worried 2011	% worried 2013	% worried 2015	% point change since 2013
Anti-social behaviour	26%	29%	20%	-9
Burglary	41%	45%	32%	-13
Vandalism	24%	23%	16%	-7
Robbery in the street	31%	34%	20%	-14
Theft of a vehicle	23%	25%	17%	-8
Theft (inc. contents of car)	21%	28%	21%	-7
Physical attack	-	25%	15%	-10
Unweighted sample base	**1210**	**1553**	**1561**	**-**

The full break down of responses to this question is shown in the figure below. Burglary is the crime about which the highest proportion of residents suggests they are very worried (6%).

Figure 15: Could you tell me how worried you are about being the victim of each of these crimes in your area...? (All respondents)



Unweighted base: 1561

As burglary remains the issue of greatest concern, more detail on this issue is provided below. With the exception of Ward Cluster F, worry about burglary has fallen in all areas, most notably in Ward Clusters D (30% cf. 49%) and E (28% cf. 50%). Ward Clusters F (41%) and C (42%) is where concern about this is highest.

Table 6: Worry about burglary by Ward Cluster (All respondents)

	A	B	C	D	E	F	G
Worried	22%	36%	42%	30%	28%	41%	26%
Not worried	78%	64%	57%	70%	70%	58%	70%
Don't know	0%	0%	1%	*%	2%	1%	4%
Worried 2013	30%	45%	51%	49%	50%	43%	44%
% point change in worried 2013-15	-8	-9	-9	-19	-22	-2	-18
Unweighted Bases	**225**	**237**	**227**	**241**	**245**	**155**	**231**

Interestingly, when concern about burglary is examined by tenure it is owner occupiers who are most likely to be concerned about this (39%). This proportion is significantly higher than seen among any other tenure group, despite the fact that this tenure group have the most direct control over the quality and quantity of security at their home.

Gender continues to have an impact on how concerned residents are about particular crimes. As shown in the table below, females are significantly more likely than males to express worry about incidents in public spaces such anti-social behaviour, robbery and physical attack as well as burglary. These variations serve as a reminder that perceptions of public spaces and personal experiences of them are rarely gender neutral.

Table 7: Concern about crime by gender (All responses)

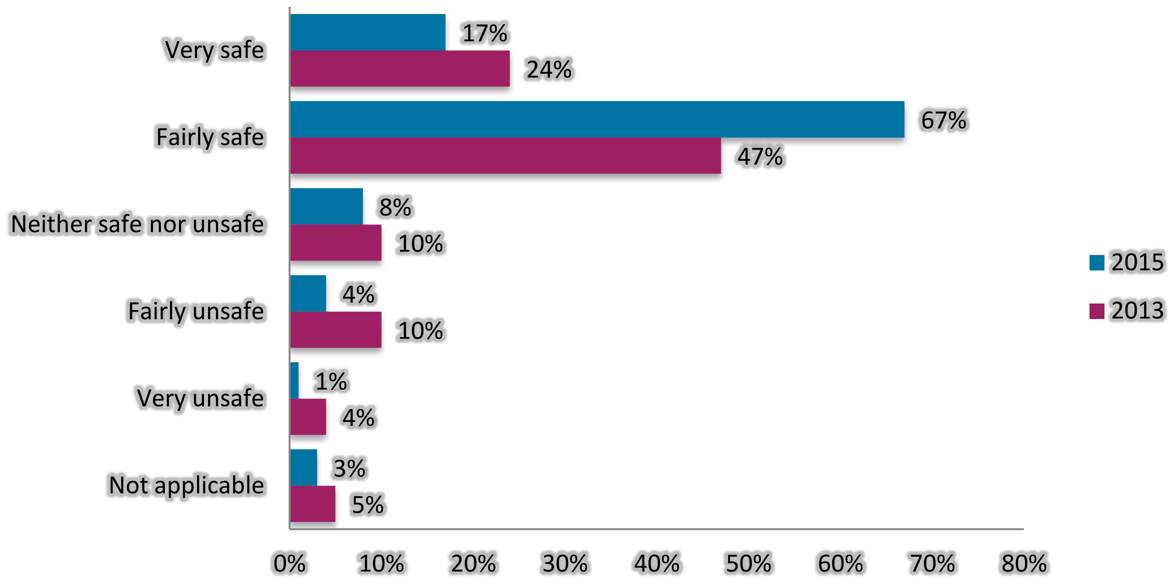
% worried	Male	Female
Anti-social behaviour	18%	**22%**
Burglary	29%	**34%**
Vandalism	16%	16%
Robbery in the street	16%	**24%**
Theft of a vehicle	16%	18%
Theft (incl contents of car)	20%	21%
Physical attack	12%	**18%**
Unweighted sample base	**693**	**868**

6.4 Feelings of safety after dark

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

As shown by Figure 16 overleaf, more than four in five (84%) of Wandsworth residents now feel safe in the local area after dark. In comparison to 2013, residents now feel safer after dark (84% cf. 71%). To put these results into context, the proportion of Wandsworth residents who feel safe outside in their local area after dark is 5-percentage points above the national benchmark of 79% (LGA polling Feb 2015).

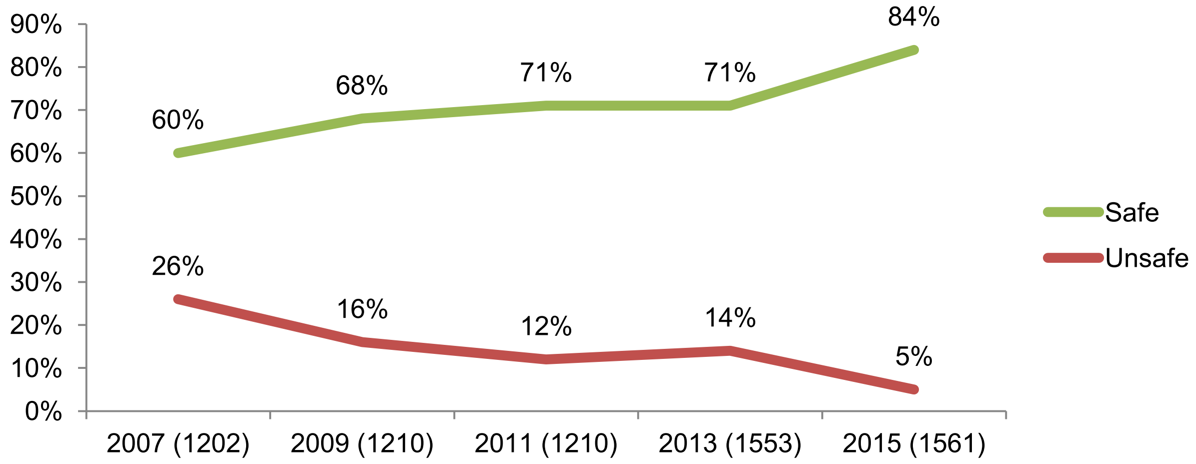
Figure 16: Generally speaking, how safe or unsafe do you feel in the local area during when outside after dark? (All respondents)



Unweighted base: 2015 - 1561 2013 - 1553

The long term trend in perceived safety after dark is shown in the figure below. This emphasises the fact that the 2015 results represent a significant improvement on previous views recorded between 2007 and 2013.

Figure 17: Generally speaking, how safe or unsafe do you feel when outside in the local area after dark? % safe and unsafe since 2007(All respondents)



Given that this question refers specifically to the local area, it is important to review responses spatially. Table 8 shows the proportion of residents who feel safe after dark by Ward Cluster. This illustrates that the proportion feeling safe in each location has risen, but that the largest improvements in safety perceptions since 2013 have been in Cluster D, followed by A and B. Those living in Ward Cluster G most commonly indicate that they feel unsafe in their local area after dark (9%).

Table 8: Safety after dark by Ward Cluster (All respondents)

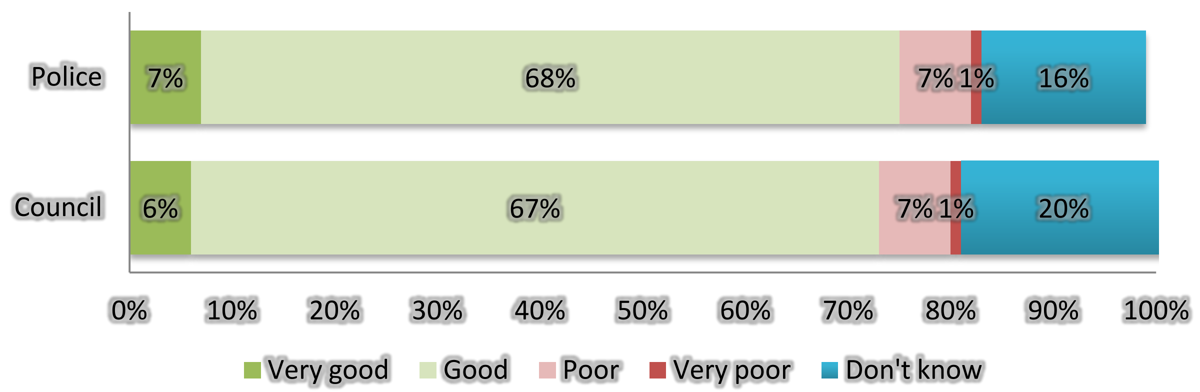
	A	B	C	D	E	F	G
Unsafe	6%	2%	5%	5%	1%	8%	9%
Neither safe nor unsafe	7%	4%	7%	7%	11%	14%	10%
Safe	84%	91%	86%	87%	85%	76%	77%
NA - do not go outside	3%	3%	2%	1%	3%	2%	4%
Safe 2013	70%	78%	74%	63%	76%	72%	65%
% point change in safety	+14	+13	+12	+24	+9	+4	+12
Unweighted Bases	**225**	**237**	**227**	**241**	**245**	**155**	**231**

More generally, those in the most deprived areas of the Borough, i.e. 4th deprivation quartile are most likely to feel unsafe in their local area at night (10%). This proportion is significantly higher than in any of the other three quartiles. The gender variation evident in the data for the previous question can also found within overall perceptions of safety. While a high proportion of female residents (80%) feel safe outside in their local area after dark, this proportion is significantly higher among males (88%).

6.5 Dealing with crime in the area

All residents were then asked whether they feel both the Police and Council are doing a good or poor job at dealing with crime in their area. Three quarters (76%) feel the Police are doing a good job, while 73% say the same about the Council. Within this, 6% state the Council is doing a very good job at dealing with crime in their area.

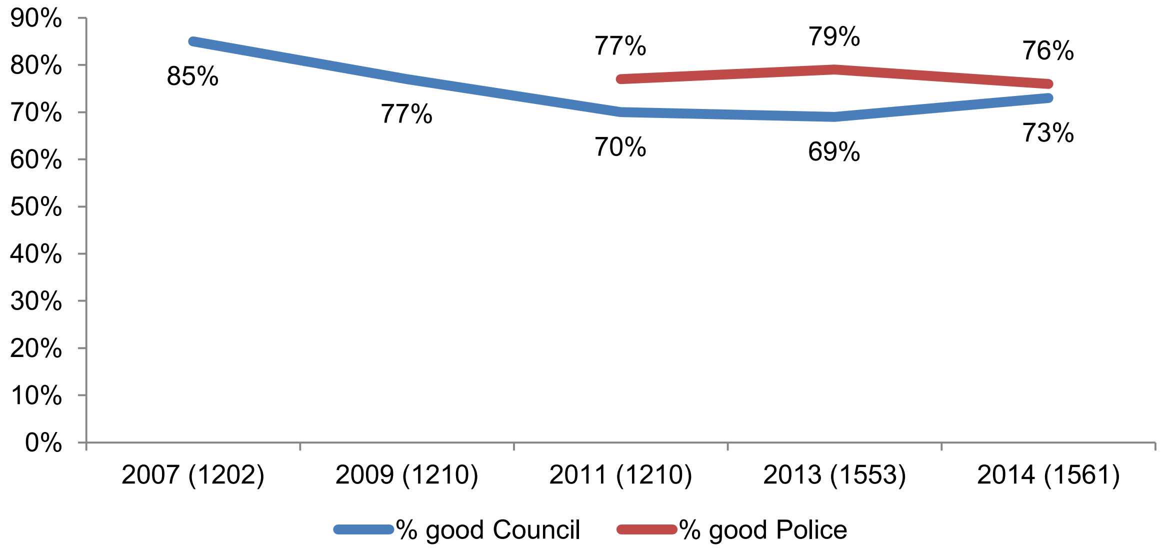
Figure 18: Can you rate the extent to which you think each of the following does a good or poor job at dealing with crime in your area...? (All respondents)



Unweighted base: 1561

The proportion of residents holding positive views regarding the Police and the Council relative to the historic data on these measures is shown below. While the proportion rating the Police as good at dealing with crime in their area is down by 3-percentage points since 2013, those giving the same rating to the Council's performance has risen by 4-percentage points to 73%. However, this proportion remains below the historic peak of 85% recorded in 2007.

Figure 19: Can you rate the extent to which you think the Council does a good or poor job at dealing with crime in your area...? % good since 2007 (All respondents)



As might perhaps be anticipated, recent experience of crime is associated with less positive perceptions of how local services are dealing with those issues. Among those who state that either they or a family member have been a victim of crime over the past year, the proportion who feel the Police are doing a good job is 65% compared to 78% among those who haven't been a victim of crime. The same pattern is also evident in relation to the Councils role in tackling crime locally (48% good, cf. 77%).

6.6 Incidence of crime

During the last year, 11% of respondents state that either they or a member of their family have been a victim of crime, this has decreased from 17% indicated in 2013. Approaching nine in ten (88%) say that they had not, with 1% preferring not to say. The Crime in England & Wales survey, in the period ending March 2015 (appendix tables), found 15.9% of people aged 16+ have been a victim of crime in the past year.

It is notable that those who have been a victim of crime in the last year are significantly less likely to feel safe in the local area after dark than those who have not (78% cf. 85%), although we cannot prove a direct causal link here, particularly given that exact the type of crime experienced was not recorded in the survey.

7 Transport / environment

7.1 Introduction

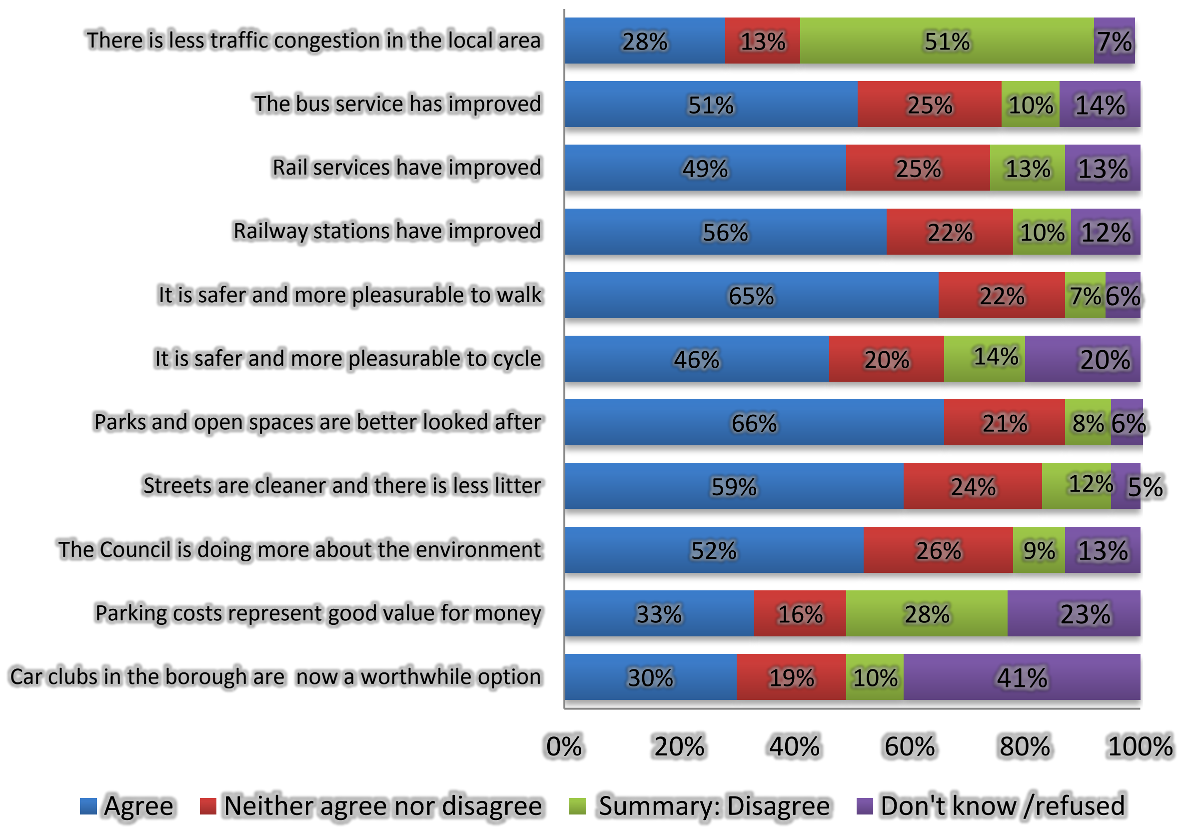
This section explores a range of issues around transport, the local environment, and the costs of parking.

7.2 General views of transport and the environment

Respondents were presented with a list of statements regarding transport and the environment and asked to rate their level of agreement or disagreement with each compared to one year ago. All of these statements were unchanged from 2013.

In 2015, while almost three in ten residents (28%) agree that there is less traffic congestion in their local area, half (51%) disagree this is the case. By inference, improvements to travelling by road are only detected by a minority of residents. In contrast, views on public transport are more positive, with 51% agreeing that the bus service has improved, 49% saying the same about rail services and more specifically 56% suggesting that railway stations have improved.

Figure 20: To what extent do you agree or disagree with the following statements about the local environment, compared to a year ago...? (All respondents)



Unweighted base: 1561

The most positive views in this bank of statements relate to walking and the maintenance of parks and opens spaces. Two thirds (65%) of residents feel that it is safer and more pleasurable to walk compared to a year ago. As described in the previous chapter perceptions around safety in the borough generally seem to have improved and this finding is in line with those already reported. Two thirds of residents (66%) also agree that parks and open spaces are now better looked after.

In response to the statement about car clubs 41% either answered don't know or refused. As this is by far the highest response of this nature, this would suggest that the viability of car clubs is something that many residents find it difficult to judge.

Drilling down into the issue of traffic congestion in more detail it is evident from the table below that disagreement that traffic congestion has decreased is significantly higher among residents of Ward Cluster F. The 78% of residents here who give this response is significantly higher than in every other part of the borough suggesting perhaps that congestion issues here are perceived to be particularly acute. This is particularly interesting given the relative size of Wandsworth being just 13 square miles therefore the differences found may not have been expected.

Table 9: There is less traffic congestion in the local area – views by Ward Cluster (All responses)

	A	B	C	D	E	F	G
Agree	40%	34%	19%	20%	36%	7%	35%
Neither agree nor disagree	12%	8%	20%	18%	8%	8%	19%
Disagree	45%	54%	50%	58%	47%	**78%**	36%
Don't know	3%	4%	9%	4%	8%	7%	9%
Refused	0%	0%	2%	0%	1%	0%	1%
Unweighted Bases	**225**	**237**	**227**	**241**	**245**	**155**	**231**

8 Views of Wandsworth Council

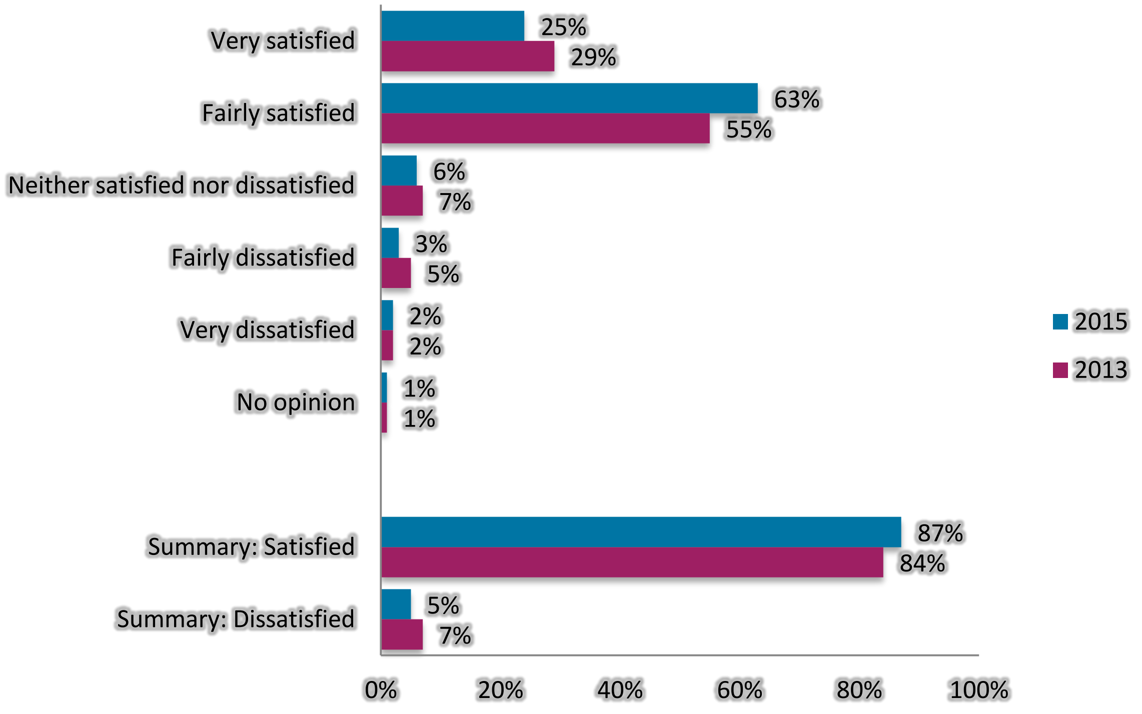
8.1 Introduction

This section explores overall views of Wandsworth Council and satisfaction with the way the Council is running local area and the value for money it offers. Data on these measures can be compared to the results of national polling commissioned by the Local Government Association on these topics.

8.2 Satisfaction with the way Wandsworth Council is running things

Approaching nine in ten (87%) residents are satisfied with the way Wandsworth Council is running their local area. Overall, there has been a 3-percentage point rise since 2013 in those giving this positive viewpoint. However, within this, there has also been a 5-percentage drop rise in those giving the most positive response of 'very satisfied.' In total, only 5% of residents express any level of dissatisfaction regarding how Wandsworth Council is running the area.

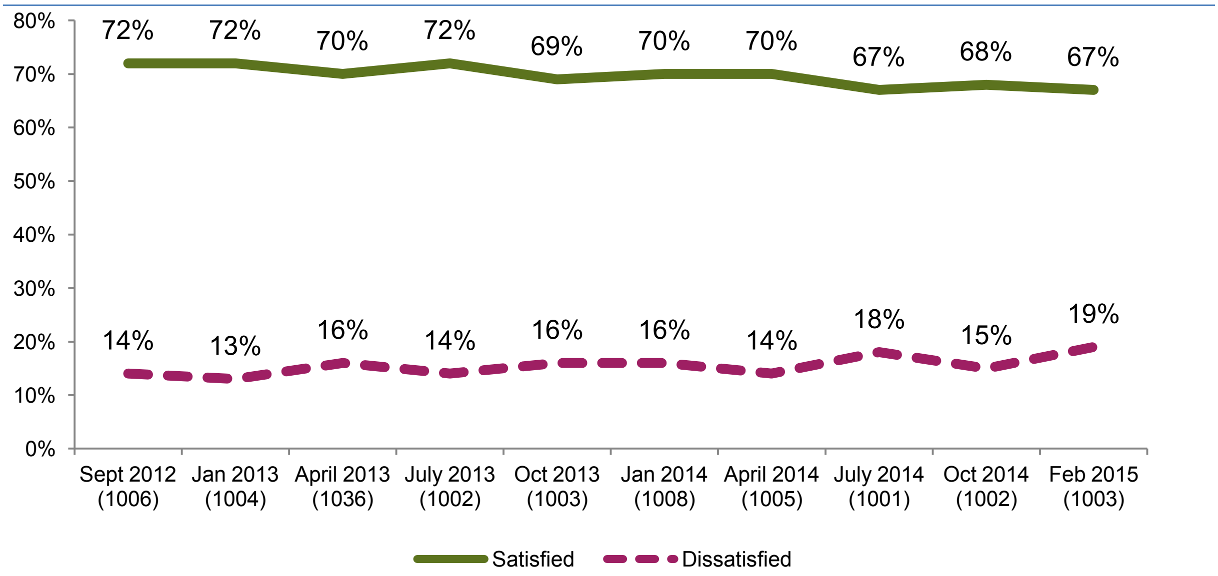
Figure 21: How satisfied or dissatisfied are you with the way Wandsworth Council is running your local area? (All respondents)



Unweighted base: 2015 - 1561 2013 - 1553

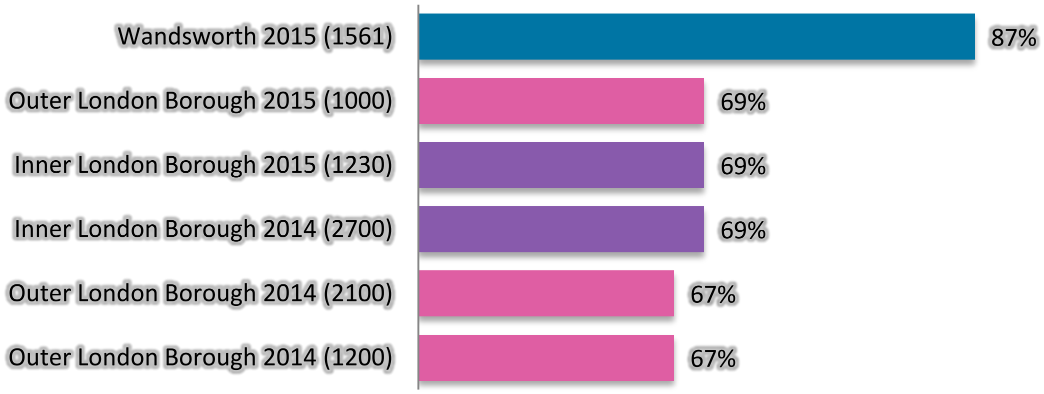
Perceptions among Wandsworth residents regarding how their Council is running the area have been benchmarked against figures provided by the Local Government Association. A telephone poll of 1,003 British Adults (aged 18+) in February 2015 used exactly the same question, with responses showing that 67% of respondents were satisfied with their Council, 13% were neutral and 19% were dissatisfied. Although the difference in data collection methods (face to face in Wandsworth and telephone nationally) and the difference in question ordering must again be acknowledged, this does suggest that perceptions in Wandsworth are above the latest national benchmark. Indeed, as shown by the figure below, in the 2012-2013 period around seven in ten residents expressing satisfaction with their Council has been the norm.

Figure 22: Satisfaction with the way Council run things - LGA national benchmarking



As this LGA endorsed question wording is used in all surveys of residents run by BMG Research, the latest views from Wandsworth resident can be compared to those recorded in other London boroughs. As shown by the figure below, public perceptions of Wandsworth Council are extremely high relative to those elsewhere in both inner and outer London.

Figure 23: BMG Research London Benchmarking - The way the Council runs things - % satisfied



Breaking responses down further shows significant spatial variations in satisfaction. Responses by Ward Cluster show that dissatisfaction regarding how Wandsworth Council is running the local area is higher in clusters A (9%), D (7%) and F (5%) and G (7%). These spatial variations are consistent with those observed in 2013, although the extent of the differences found have been reduced.

Table 10: How satisfied or dissatisfied are you with the way Wandsworth Council is running your local area? By Ward Cluster (All respondents)

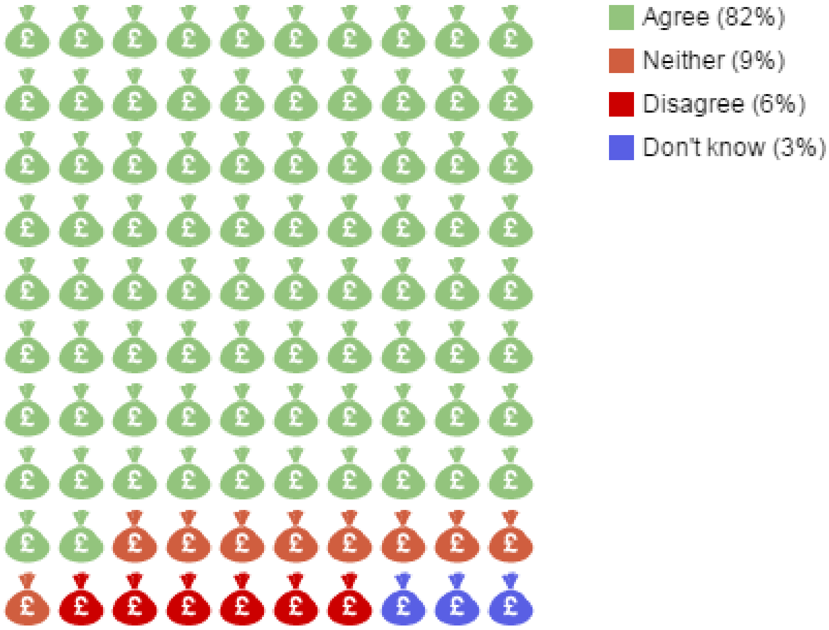
	A	B	C	D	E	F	G
Satisfied	86%	**94%**	**92%**	87%	89%	84%	80%
Neither satisfied nor dissatisfied	5%	4%	6%	4%	6%	9%	11%
Dissatisfied	**9%**	2%	1%	**7%**	3%	**5%**	**7%**
No opinion	1%	1%	1%	2%	1%	2%	2%
Unweighted Bases	**225**	**237**	**227**	**241**	**245**	**155**	**231**

When responses are viewed by tenure it is those who rent from the Council who are most commonly dissatisfied with the way the Council is running the area (79% satisfied, 11% dissatisfied). This variation is statistically significant than those who own their own home (89% satisfied, 4% dissatisfied) or rent privately (90% satisfied, 2% dissatisfied).

8.3 Value for money

In 2015 resident were also asked to provide their views on the extent to which Wandsworth Council provides value for money. In line with the high satisfaction with the way the Council is running the area 82% of residents agree the Council provided value for money. This is comprised of 62% who tend to agree and 20% who strongly agree. Only 6% of residents disagree that the Council provides value for money with the remainder either neutral (9%) or unsure (3%).

Figure 24: To what extent do you agree or disagree that Wandsworth Council provides value for money?



Unweighted sample base – 1561

Among those who are satisfied with the way Wandsworth Council run things 89% agree that value for money is provided by the authority. However, among those 5% who are dissatisfied with how the Council is running the local area a significantly lower proportion hold this view (26%). On this basis value for money perceptions are important and the way the Council is perceived to be managing its budget challenges is examined in more detail below. Among those who are satisfied with the value from money Wandsworth Council offers 59% agree that the Council is doing a good job so far in dealing with reducing their spending (survey average 55%).

Comparing the views of Wandsworth residents on the value for money their Council offers to both national data (LGA polling) and views elsewhere in London (BMG Research benchmarks) demonstrates that 82% agreement is extremely high.

Figure 25: To what extent do you agree or disagree that your Council provides value for money? – LGA polling benchmark data

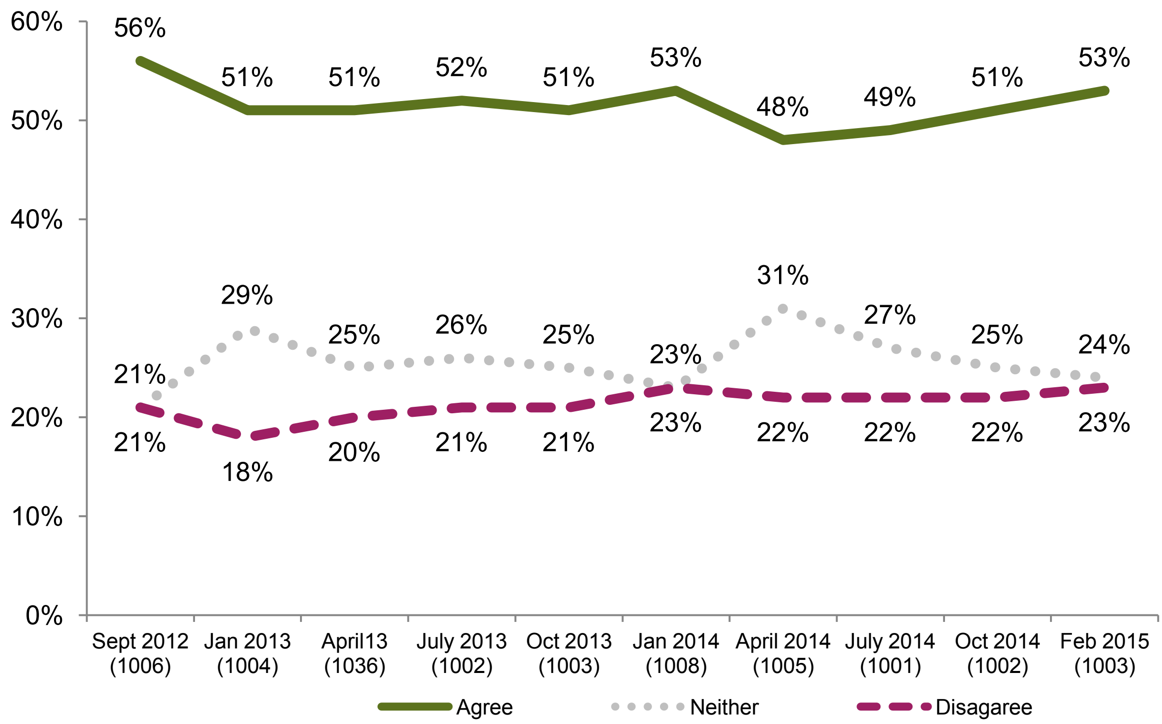
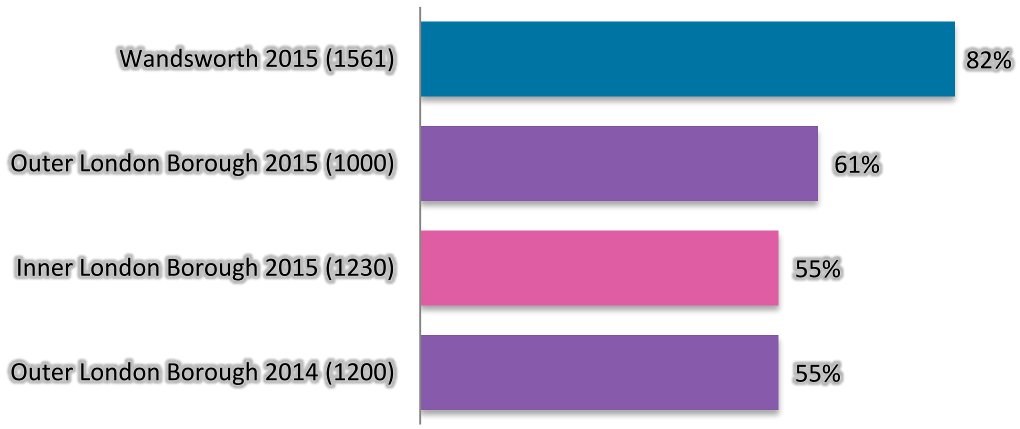
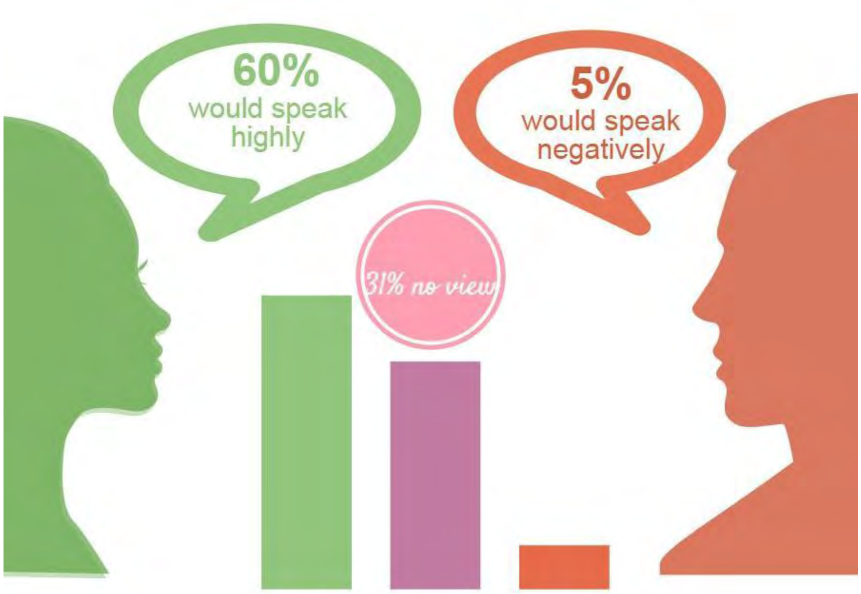


Figure 26: BMG Research London Benchmarking - Council value for money -% agree



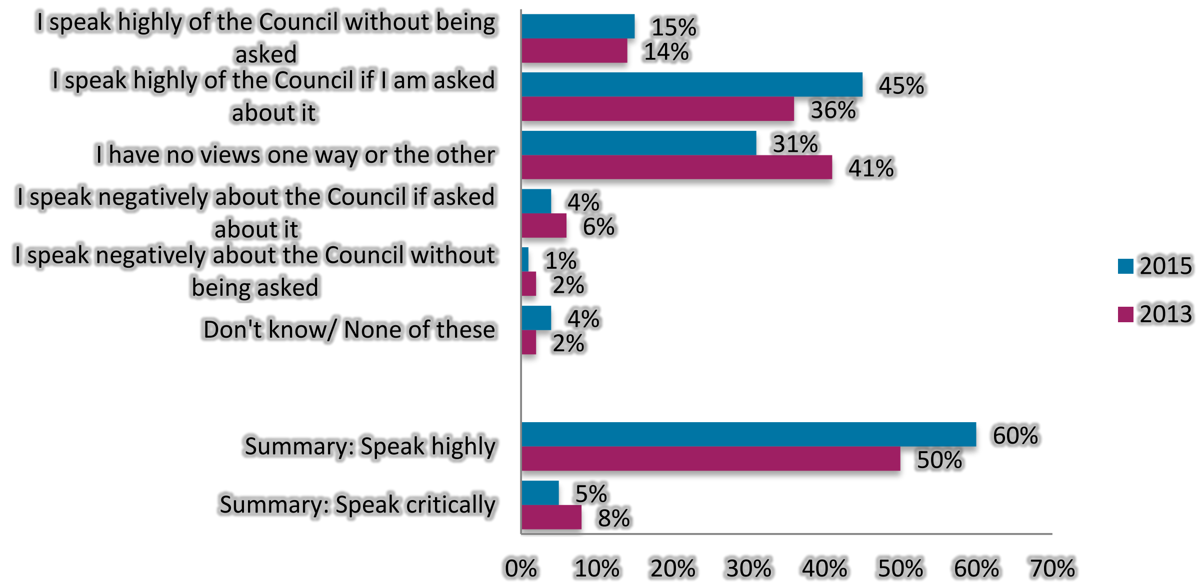
8.4 Advocacy of the Council

The high level of satisfaction with the way Wandsworth Council is running things is reflected in improving levels of advocacy for the Council. Six in ten residents (60%) state that they would speak highly of the Council, up from 50% in 2013. This proportion is also better than the 57% recorded in 2011. This improvement appears to be driven by the fact that the proportion of residents who have no view either way on the Council has fallen by 10-percentage points from 41% to 31%. Meanwhile, the proportion who would be critical of the Council is also down slightly (5% in 2015 compared to 8% in 2013).



The full breakdown of responses is shown by the figure below.

Figure 27: Which one of these statements is closest to how you feel about Wandsworth Council as a whole? (All responses)



Unweighted base: 2015 - 1561 2013 - 1553

Residents who feel very or fairly well informed about the services and benefits provided by Wandsworth Council provide are significantly more likely than those who don't feel informed to speak highly of the Council (68% cf. 47%). However, increasing the number of Council advocates further may prove challenging as even among those who are currently satisfied with the way the Council runs things, the number of advocates only rises to 65%, with 29% of this cohort still having a neutral position. This supports the notion that satisfaction with the Council does not necessarily translate directly into advocacy.

9 Budgets

9.1 Introduction

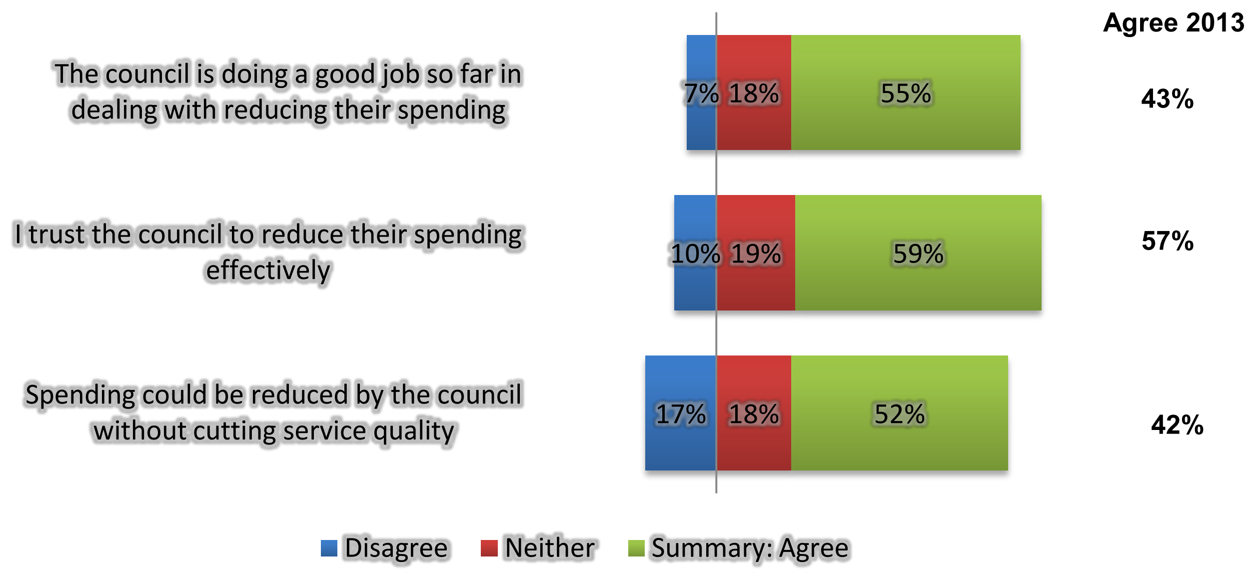
Given the ongoing period of austerity all local authorities find themselves in, a set of questions were included in the 2015 survey in order to assess how the Wandsworth public perceive their Council is dealing with its financial constraints. These questions were first added to the survey in 2013 allowing views on these issues to be tracked over a two year period.

9.2 Perceptions of the Council's response to budgetary challenges

All respondents were informed that Wandsworth Council has already reduced its spending by over £100 million per year, but that by April 2017 it will need to reduce spending by a further £57 million per year. In this context, the proportion of residents who feel the Council is doing a good job so far in dealing with reducing their spending has risen to 55%, up from 43% in 2013. The proportion of residents who agree Wandsworth Council is doing a good job in this respect far exceeds the proportion who disagree (7%).

A majority of residents (59%) trust the Council to reduce their spending effectively with this level of trust consistent with that seen two years ago (57%). However, this trust and the positive views on the Council's performance in reducing its spending may prove to be 'double edged sword' as more than half of residents (52%) feel that spending can be reduced further without cutting service quality. This represents a 10-percentage point increase from 2013 despite the statement given to respondents about the volume of savings already made. On this basis, it is possible to suggest that the relatively low visibility of the impact of cost savings made thus far (see Figure 29) has produced a confidence that this will continue to be the case.

Figure 28: Views on Council's response to budgetary challenges (All respondents)



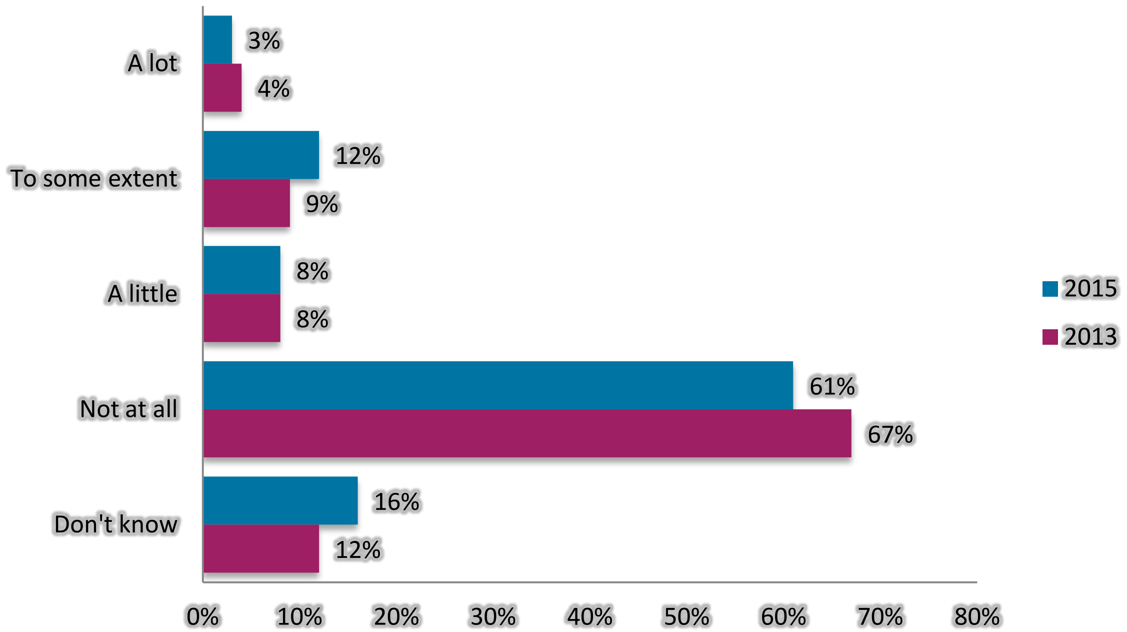
Unweighted sample base: 2015 - 1561 2013 – 1553

The don't know responses at these questions are not shown on the graphic above, but are 19%, 12% and 13% respectively. These proportions combined with those giving the response of neither agree nor disagree suggest that some uncertainty remains among the public about the how the Council has and will continue to respond to its budgetary challenges.

Probing responses in more detail shows show interesting interactions. Among those who agree that the Council is doing a good job at managing their spending reductions the proportion who trust the Council to do this effectively rises to 87%. Among those who disagree the Council is doing a good job just 22% agree they trust the Council to reduce spending effectively. Those who think Wandsworth Council are doing well in reducing its spending are also significantly more likely to feel that spending can be reduced further without impacting upon service quality (74% cf. 33%).

When asked whether cuts to services have already impacted upon them and their households, only a minority of 23% indicate that they have. This is comprised of 3% who have been affected a lot, 12% who have been affected to some extent and 8% who have been affected a little. As shown by the figure below these three proportions are largely consistent with those seen in 2013. A majority of 61% do not feel that service cuts have directly impacted on their household although 16% now say they don't know, up from 12% in 2013.

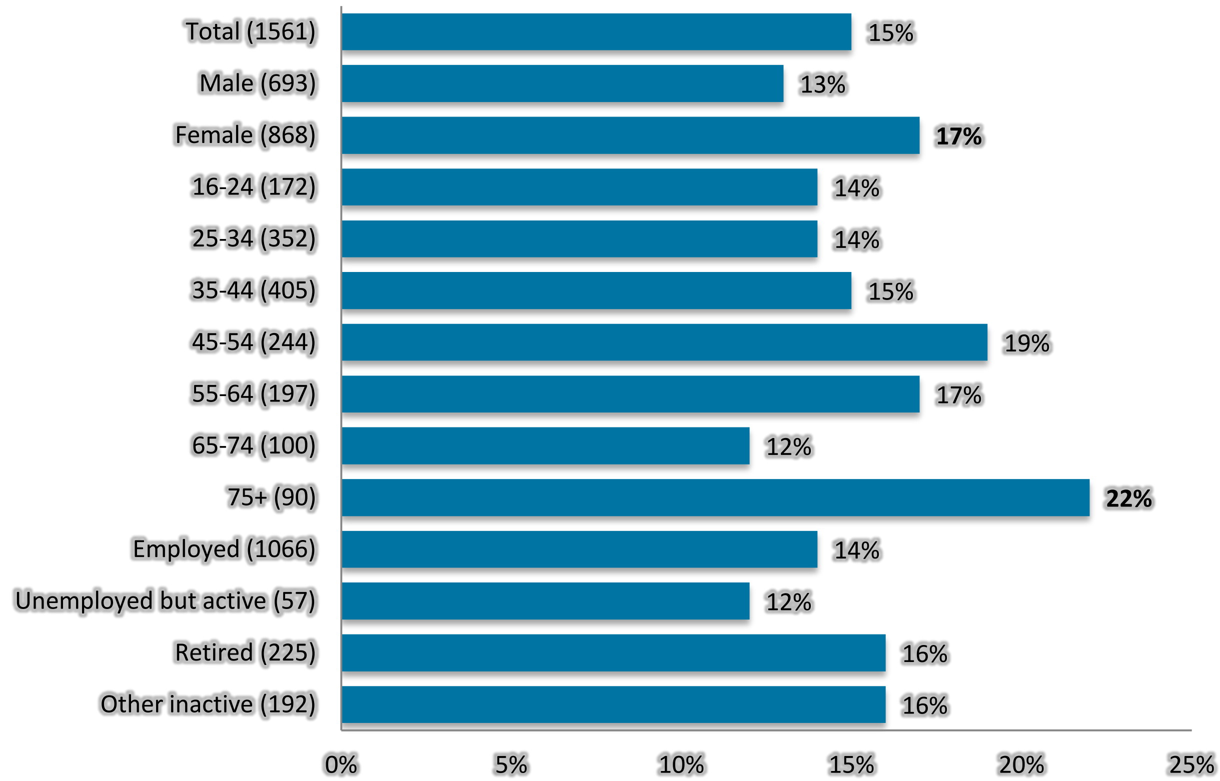
Figure 29: To what extent, if at all, have the cuts to services already impacted on you and your household? (All respondents)



Unweighted base: 2015 - 1561 2013 - 1553

To further understand the impacts of local service cuts it should be noted that females are significantly more likely than males to say that cuts to services have already impacted on their household a lot or to some extent (17% cf. 13%). The proportion giving this response does not vary significantly by age with the exception of those aged 75 and over (22%) being significantly more likely than those aged 65-74 (12%) to have be affected to this extent. There is also no significant variation in impact by economic status.

Figure 30: Demographic variations in impact of service cuts on household -% impact a lot/to some extent (All responses)



Unweighted sample size in parenthesis

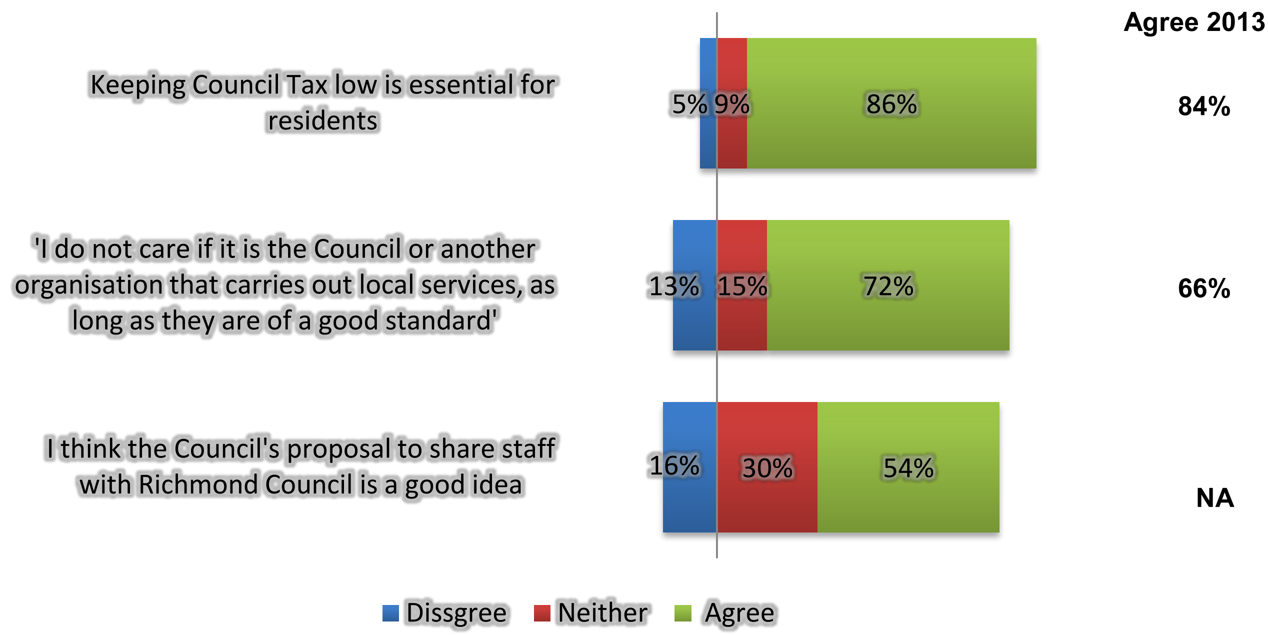
A total of 377 residents who have felt service cuts impacting upon themselves and their household were asked to elaborate on the nature of these impacts. Responses were recorded verbatim and then categorised post fieldwork. A majority of 58% of the cohort asked this question chose not to elaborate on the impact they have felt, but among those who did the most common mentions were in relation to:

- General financial issues (9%);
- Library services (3%);
- Rent issues (2%),
- Road/pavement issues (2%) and,
- Refuse collection (2%).

As Wandsworth Council continues to seek greater efficiencies and cost reductions, more than eight in ten residents (86%) feel that keeping Council Tax low is essential for residents (84% in 2013). When designing future service delivery it is notable that seven in ten residents (72%) agree that they do not care if it is the Council or another organisation that carries out local services as long as they are of a good standard. This would suggest that outcomes are more important to residents than processes and structures. Indeed, the proportion agreeing to this second statement has actually increased by 6-percentage points, a pertinent finding in the context of the proposed staff sharing with Richmond Council.

With regards to the proposal of Wandsworth Council sharing staff with neighbouring Richmond Council, the proportion of residents who agree that this is a good idea at 54% exceeds the 16% who disagree. This result needs to be interpreted alongside the knowledge that detailed proposals of how this sharing will operate have not been provided to the public. In this context, the 30% who gave a neutral view at this question is understandably higher than that seen in response to the other two statements.

Figure 31: To what extent, if at all, do you agree or disagree with the following statements? (All responses)



Unweighted sample base: 2015 - 1561 2013 - 1553 Don't know responses not shown

10 Access to information

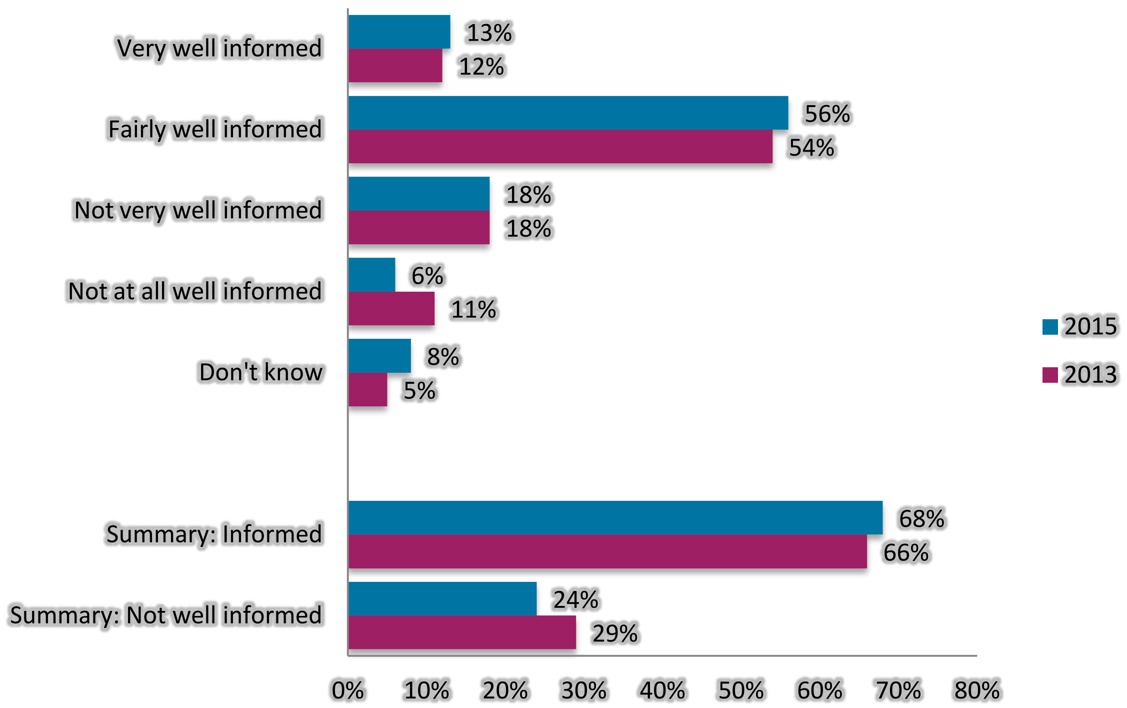
10.1 Introduction

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

10.2 Level to which residents feel informed

More than two thirds (68%) of Wandsworth residents feel they are kept informed about the services and benefits the Council provides. This is comprised of 13% who feel very well informed and 56% who feel fairly well informed. Approximately one in four (24%) residents in 2015 feel that they are not kept informed by the Council in this respect, down from 29% in 2013, although alongside this reduction it should be noted that the proportion answering don't know has risen by 3-percentage points to 8%.

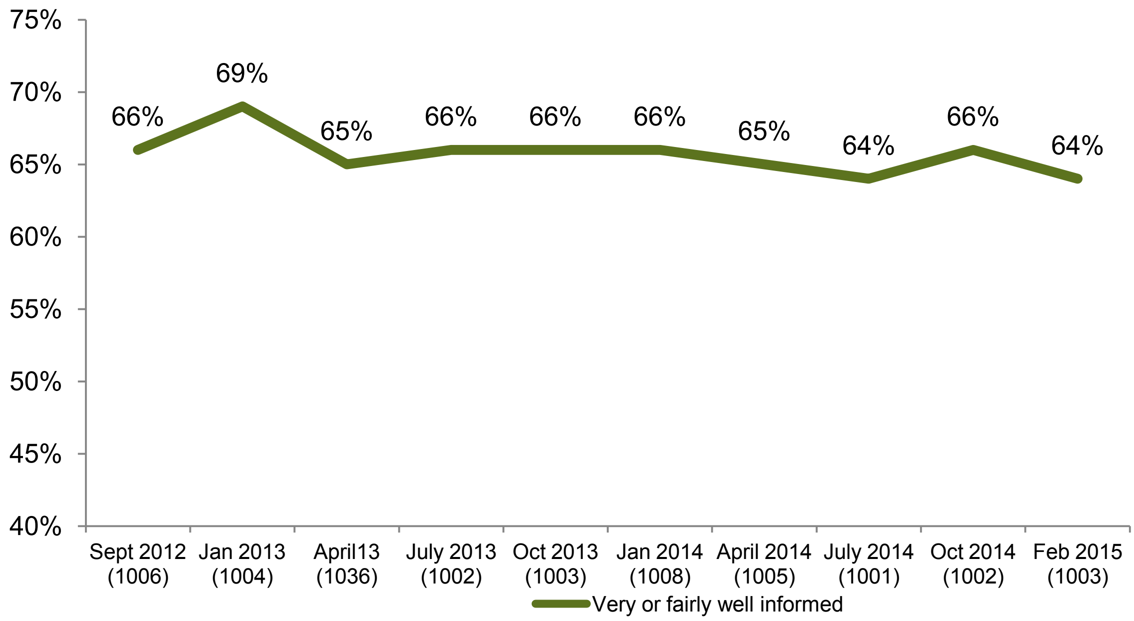
Figure 32: Overall, how well informed do you think your Council keeps residents about the services & benefits it provides? (All respondents)



Unweighted base: 2015 - 1561   2013 - 1553

This measure is one that can be benchmarked against national polling undertaken by the LGA. In a February 2015 poll of 1,003 adults nationally, 64% felt that they were kept very or fairly well informed by their local Council(s) about the services and benefits it provides. On this basis the views of Wandsworth residents are slightly above the national average. The trend data from the LGA on this measure is shown by the figure overleaf. This suggests that it is consistently the case that on average two thirds of residents feel that their Council keeps them fairly or very well informed.

Figure 33: Overall, how well informed do you think your local council(s) keeps residents about the services and benefits it provides? – LGA national polling benchmark data



The importance of keeping residents informed is shown by the fact that among those who are satisfied with Wandsworth Council, 72% describe themselves as very or fairly well informed about Council services and benefits. In contrast, among those dissatisfied with the Council, a significantly lower proportion of 52% feel informed in this respect. This interaction was also evident within the 2013 data set.

Table 11: Interaction of Council satisfaction and residents feeling informed about Council services and benefits (All responses)

	Satisfied with Wandsworth Council	Dissatisfied with Wandsworth Council
Informed	72%	52%
Not informed	22%	44%
Don't know	7%	4%
Unweighted Bases	**1362**	**82**

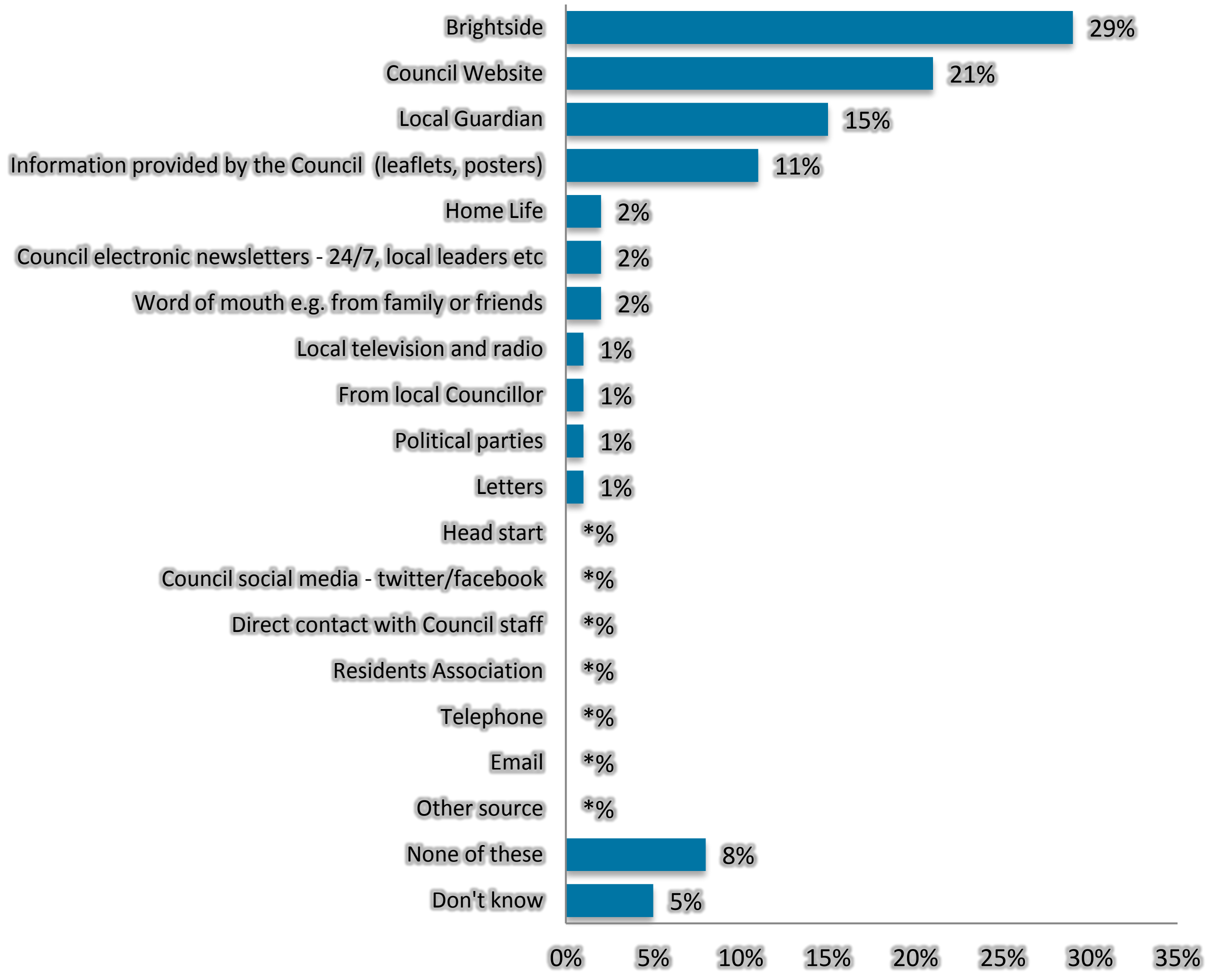
Analysis by age shows that the proportion of residents who do not feel informed is highest among those under the age of 44 (16-24 – 25%, 25-34 -27%, 35-44 -26%). In a finding that is likely to be inter-related with age it is non-Internet users (i.e. predominantly older residents) who most commonly feel that they are kept informed about Council services and benefits 72%. This survey did not explore the specifics of the Council's online presence and information provision, but it would be interesting to gather feedback on this and in particular the extent to which internet users perceive website content to be the Council actively keeping residents informed given that this information is dependent on the individual searching for it.

10.3 Sources of information used

A useful measure, especially when identifying how best to keep residents informed, is to find out which sources of information are currently used to find out about the local Council. In 2015, Brightside remains the most commonly used source of information, with 29% selecting this from a list of thirteen possible information sources (35% in 2013). In the period prior to this survey Brightside was published June 2014, October 2014, December 2014 and March 2015. Beyond this, one in five (21%) residents continue to find out about their local Council via its website (20% in 2013).

As in previous years, these findings suggest that the London Borough of Wandsworth has a strong and direct influence over the messages residents receive about the organisation, although the local press also has an influence.

Figure 34: How do you find out about your local Council? (All respondents)



Unweighted base: 1561

* denotes less than 0.5%

Beneath these overall results it should be noted that although Brightside is a prominent source of information for residents of all ages, it is more likely to be the main source of Council information for older residents. This higher engagement with the printed communications among older residents is common and may in part explain the higher proportion of older residents who feel informed already described above.

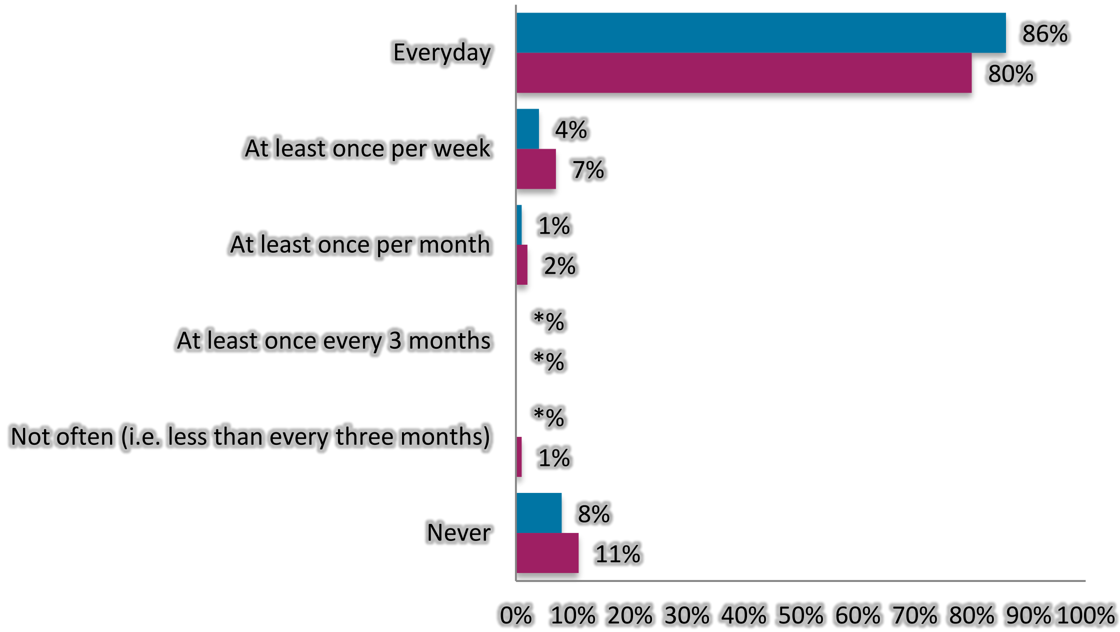
Table 12: Main Council information source by age group – Top 3 (All responses)

Main source of Council information	16-24
Brightside	21%
Local Guardian	18%
Council Website	17%
Information provided by the Council (leaflets, posters)	11%
	25-34
Council Website	22%
Brightside	20%
Local Guardian	12%
Information provided by the Council (leaflets, posters)	11%
	35-44
Brightside	34%
Council Website	23%
Local Guardian	16%
Information provided by the Council (leaflets, posters)	12%
	45-54
Brightside	35%
Council Website	26%
Local Guardian	15%
Information provided by the Council (leaflets, posters)	7%
	55-64
Brightside	38%
Council Website	20%
Information provided by the Council (leaflets, posters)	12%
Local Guardian	12%
	65-74
Brightside	43%
Council Website	15%
Local Guardian	13%
Information provided by the Council (leaflets, posters)	9%
	75+
Brightside	37%
Local Guardian	16%
Information provided by the Council (leaflets, posters)	14%
Word of mouth e.g. from family or friends	7%

10.4 Internet use

Fewer than one in ten (8%) Wandsworth residents never access the Internet. By far the most common response among residents is that they access the Internet daily (86%). The proportion of residents using the Internet daily is up 6-percenatge points since 2013.

Figure 35: How often, if at all, do you access the Internet? (All responses)

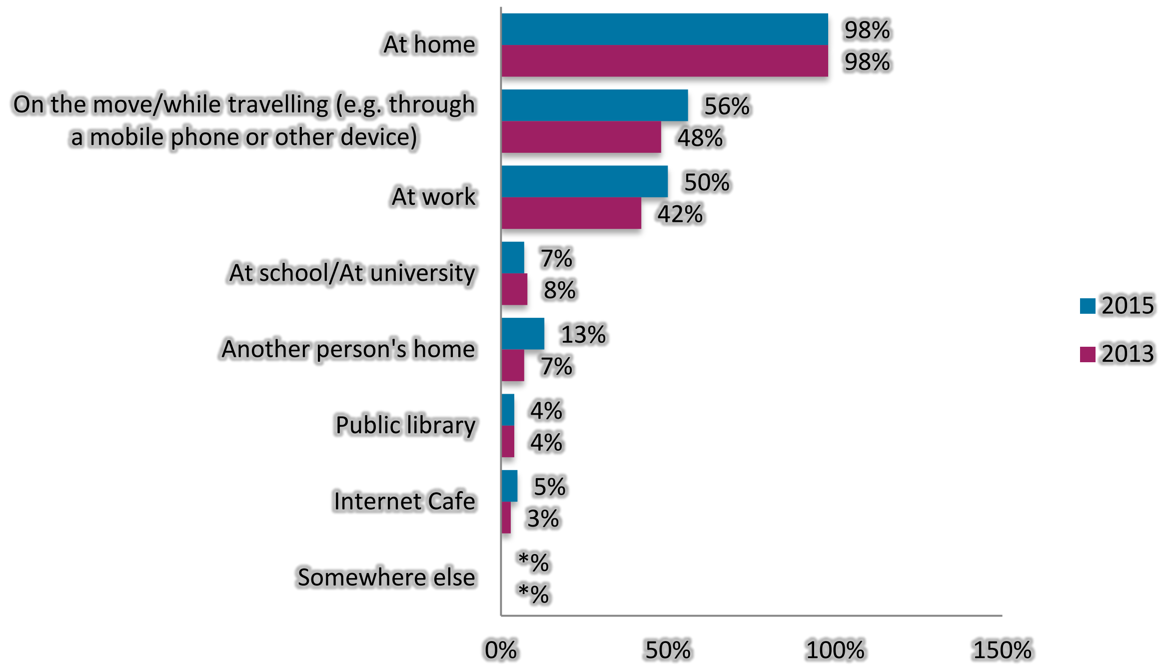


Unweighted sample base: 2015-1561 2013 -1553 * denotes less than 0.5%

As has been observed previously, non-use of the Internet rises with age, with 17% of those aged 55-64 (26% in 2013), 36% among those aged 65-74 (44% in 2013) and to 62% among those aged 75+ (71% in 2013). It is interesting to observe that these non-user proportions in each age group, although high, have fallen in every instance since 2013.

By far the largest proportion of respondents that use the Internet do so within their home (98%). More than half (56%) also access the Internet on the move via a mobile phone or other device, this proportion has risen by 8-percentage points since 2013 reflecting the increasing market penetration of smart phones and improved data connectivity such as 4G. Please note that more than one response was possible at this question.

Figure 36: Where do you currently use the Internet? (All respondents who access to the Internet)



Unweighted base: 2015- 1406 2013 - 1357 denotes less than 0.5%

Although accessing the Internet at home was the most common response in all age groups it is residents aged 16-24 (63%) and 25-34 (69%) who most commonly indicate that they access the Internet on the move.

10.5 Contact with the Council

Given that direct contact with the Council is likely to be a key driver of how it and its services are perceived, all residents were asked to indicate whether they have had contact with the Council over the last 12 months and if so which channels were used.

In the last 12months the level of contact has been broadly in line with that seen two years ago as:

- 50% have made contact to pay Council Tax (48% in 2013);
- 47% have contacted the Council to get information about local Council services (51% in 2013);
- 36% have made contact to pay for a parking permit of fine (37% in 2013);
- 31% have made contact to get information about government policy on issues such as transport, the environment (32% in 2013) ;
- 24% have made contact to get information about schools or education (30% in 2013);
- 29% have made contact to pay for another service (27% in 2013); and,
- 29% have made contact to look for information about an MP, local councillor, political party or candidate (24% in 2013).

The 5-percentage point increase in contact about politics may well be related to the fact 2015 was a general election year.

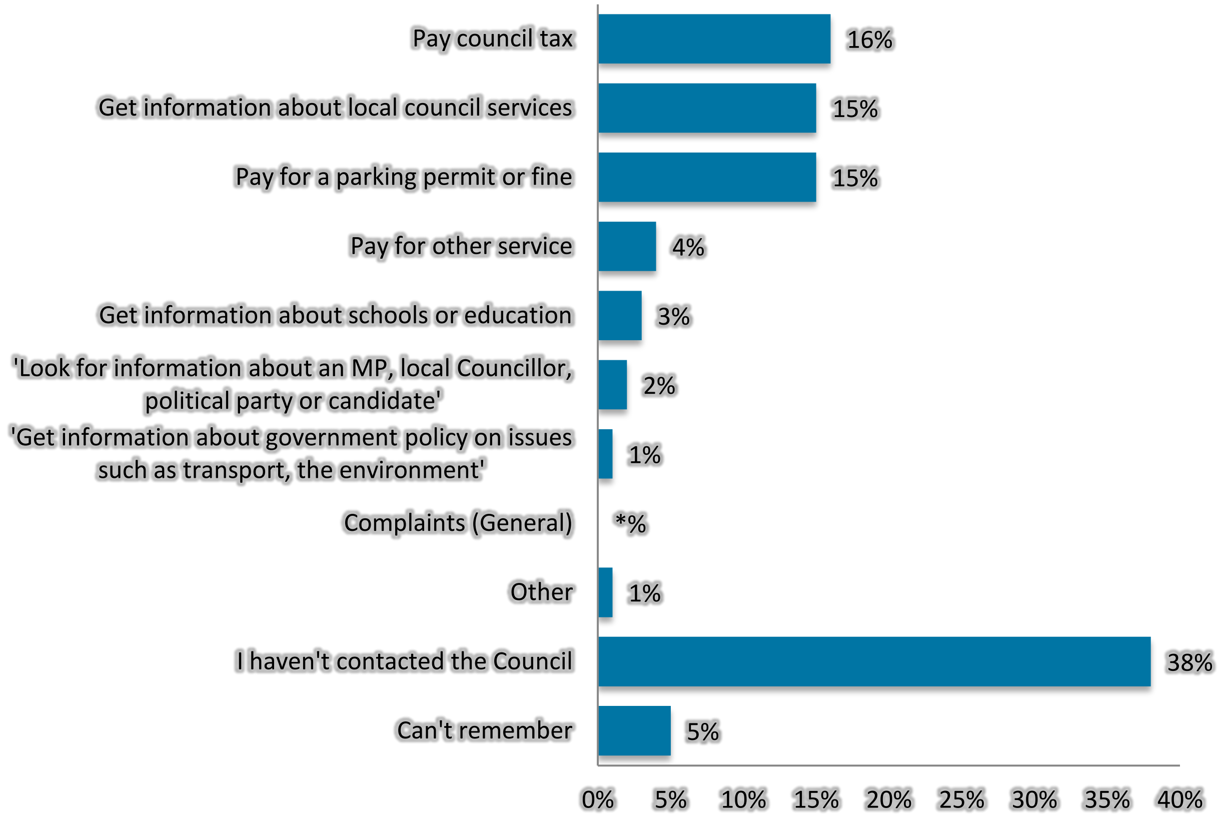
The forms of Council contact most commonly made on an online only basis are consistent with those seen 2013, i.e. getting information about local Council services (28% c.f. 31% in 2013), paying for a parking permit or fine (24% c.f. 25% in 2013) and paying Council Tax (27% c.f. 24%). With the proportions making transactions online only shifting marginally it would be interesting to know if metrics from the Council website show any upswing in the total number/volume of transactions being completed.

Table 13: Talking now about contacting the Council for information and services, have you done any of the following in the past 12 months? (All responses)

	No	Yes, offline only	Yes, online only	Yes, both offline and online	Don't know
Get information about local council services	48%	10%	28%	8%	6%
Pay Council Tax	43%	17%	27%	6%	7%
Pay for a parking permit or fine	54%	7%	24%	5%	10%
Pay for other service	61%	7%	17%	5%	10%
Get information about schools or education	67%	4%	15%	5%	9%
Look for information about an MP, local councillor, political party or candidate	63%	6%	19%	4%	8%
Get information about government policy on issues such as transport, the environment	61%	7%	20%	4%	8%
Unweighted sample base: 1561					

When asked about their most recent contact with Wandsworth Council, the most common reasons for contact were transactional, namely paying for Council Tax (16%) and parking permit or fine (15%) as well as sourcing information about Council services (15%). Approaching two in five (38%) said that they had not contacted Wandsworth Council, up by 6-percentage points from the 32% seen in 2013 at the same question.

Figure 37: Considering your most recent contact, for what reason did you contact the Council? (All responses)



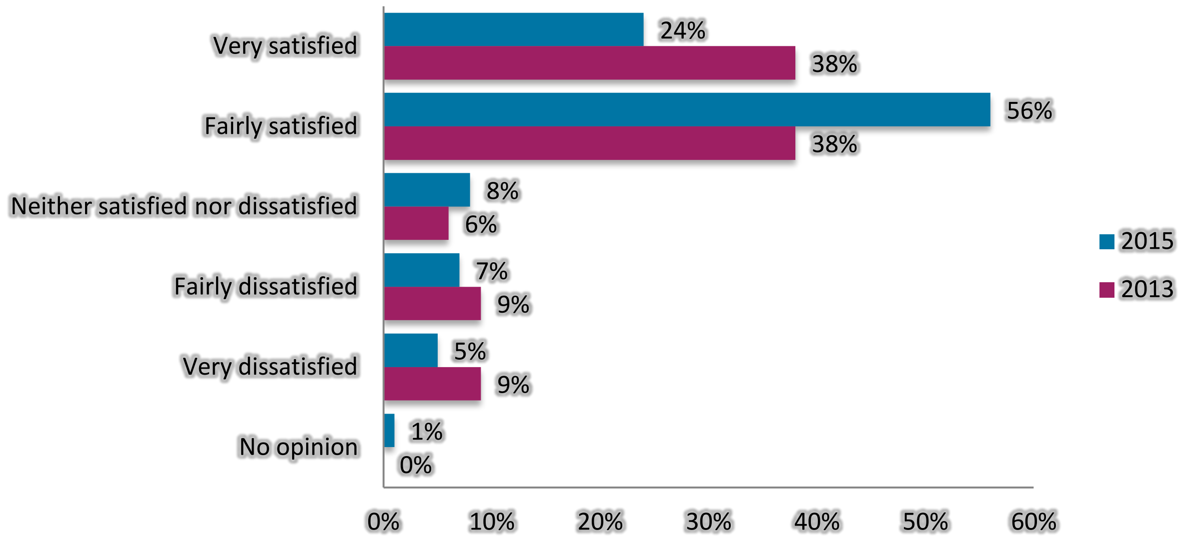
Unweighted sample base: 1561

It is the very youngest and oldest age groups who are least likely to have had contact with Wandsworth Council (53% of those aged 16-24 and 55% of those aged 75 and over state that they have had no contact). Those aged 45-54 are most likely to have had contact (68%) with 28% having not had contact and the remaining 4% unable recall.

10.6 Satisfaction with query handling

Respondents who have contacted the Council in the last 12 months were then asked how satisfied they are with the way their last query was dealt with. Eight in ten (80%) are satisfied, a proportion that is 4-percentage points higher than in 2013. While this upwards trajectory is positive, underneath this headline result there has been a 14-percentage point fall in the proportion of residents giving the most positive response of 'very satisfied' (24%). The proportion giving the slightly less positive response of very satisfied is 56% in 2015.

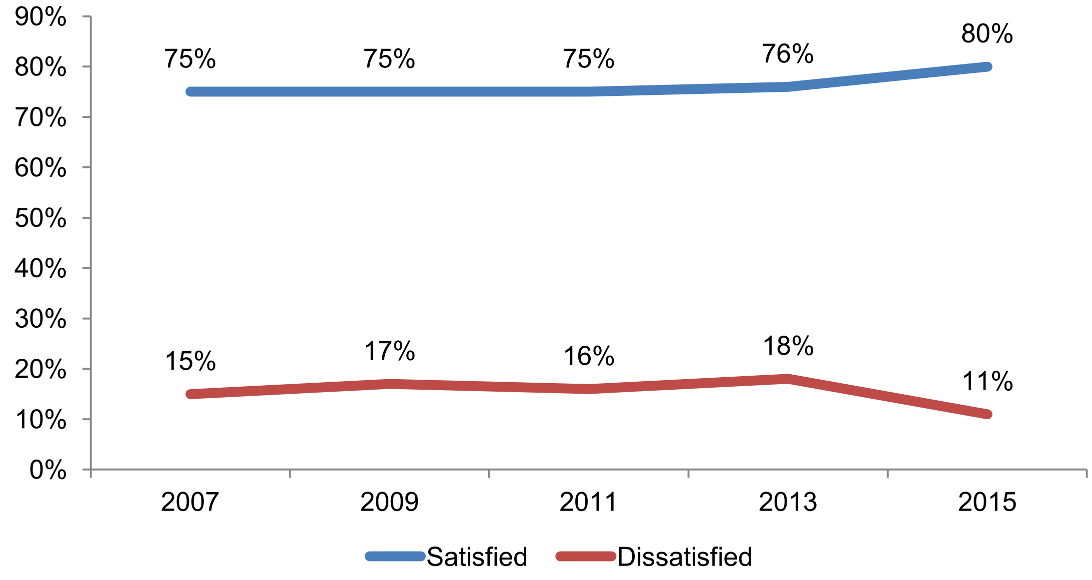
Figure 38: Thinking of the last time you contacted the Council, how satisfied or dissatisfied are you with the way in which your query(s) was handled? (All respondents that contacted Wandsworth Council in the last 12 months)



Unweighted base: 2015- 935 2013- 932

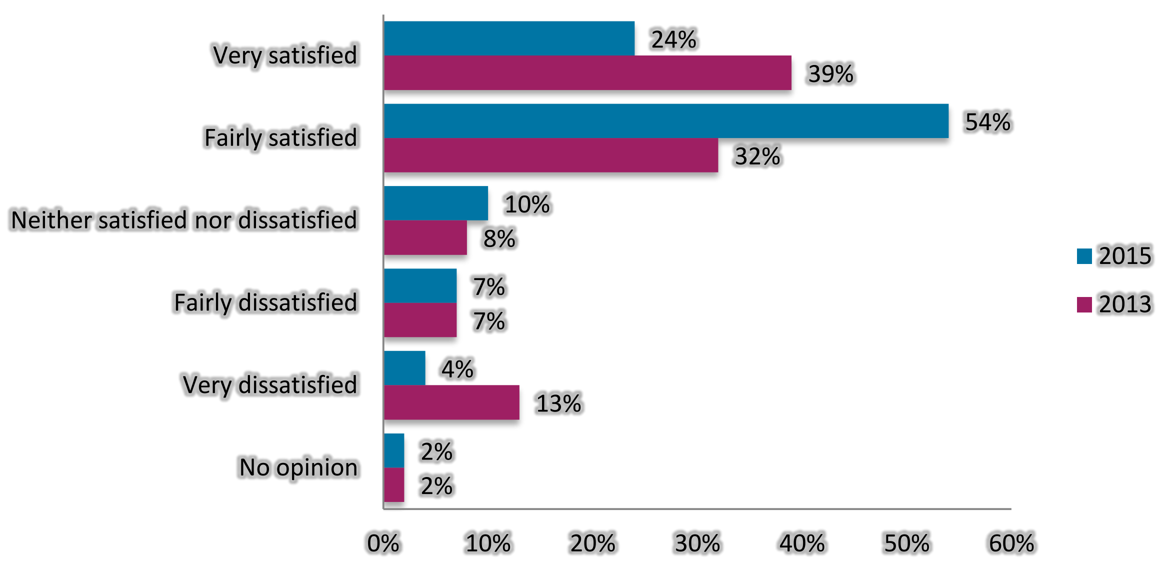
Overall in 2015, 11% of those who contacted the Council express some level of dissatisfaction with the way in which their query was handled. This proportion was 18% in 2013 and 11% represents the lowest level of dissatisfaction seen in the 2007-15 period. This is illustrated by the figure overleaf.

Figure 39: Satisfaction with query handling 2007-2015 (All respondents that contacted Wandsworth Council in the last 12 months)



Those who had contacted the Council were also asked how satisfied or dissatisfied they were with the outcome achieved. In response, 77% were satisfied, including 24% who were very satisfied. Conversely, one in nine (11%) were dissatisfied with the outcome of their contact. In 2013, 71% of those who had contacted the Council expressed satisfaction with the outcome that was achieved. This higher outcome satisfaction in 2015 is likely to be interrelated with the improved satisfaction with query handling already reported on the basis that respondents rarely express satisfaction with contact handling if they have subsequently achieved a dissatisfactory outcome.

Figure 40: How satisfied or dissatisfied were you with the outcome? (All respondents that contacted Wandsworth Council in the last 12 months)



Unweighted sample base: 2015-935 2013- 932

The interaction between satisfaction with contact handling and the outcome achieved is clearly demonstrated by the table below. As would be expected, among those satisfied with how their contact was handled, 91% express satisfaction with the outcome achieved. In contrast, among those dissatisfied with how their contact was handled, just 17% were satisfied with the outcome achieved, with 72% dissatisfied.

Table 14: Outcome satisfaction by contact satisfaction (All respondents that contacted Wandsworth Council in the last 12 months)

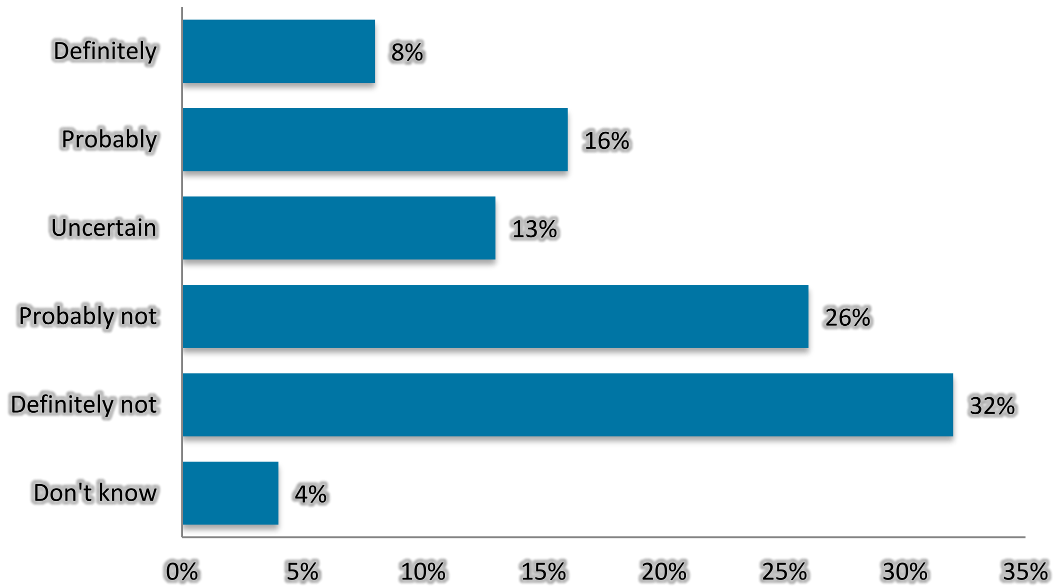
Call outcome	Contact handling – satisfied	Contact handling - dissatisfied
Satisfied	91%	17%
Neither satisfied nor dissatisfied	5%	9%
Dissatisfied	2%	72%
Unweighted Bases	**744**	**107**

11 Garden waste services

11.1 Introduction

A total of 54% residents within the sample indicate that they have a garden/produce garden waste. In order to provide an initial exploration of the likely take up of a paid for kerbside collection of green waste, all of this group were asked whether they would be prepared to pay £1 a week for such a service. In response to this very simple enquiry (no further information was presented to respondents about the specifics of any such service), a total of 24% of those with a garden state they would either definitely or probably use such service. A further 13% were uncertain, while 58% state they would probably or definitely not pay £1 a week for this service. The full breakdown of responses is show by the figure below.

Figure 41: Would you be prepared to pay £1 a week for kerbside collection of your garden waste? (Those with garden/green waste producer)



Unweighted sample base - 84

Looking at these results in more detail, residents in the least deprived quartile of the borough are most likely to say that they would definitely/probably pay £1 a week for the collection of their green waste (29%). In the least deprived quartile of the borough this proportion is significantly lower than the other three quartiles at 14%. Interestingly, no significant variations are evident by housing tenure.

12 Views of the economic climate and employment situation

In 2011 and 2013, a set of questions were included in the survey to explore views of the current economic climate, as well as medium term views of how this situation might look. The questions about the job market were retained in the 2015 survey.

Compared to 2013, the proportion of Wandsworth residents who feel that not many or few jobs are available has dropped notably from 57% in 2013 to 19% in 2015. While there has been a 17-percentage point rise in the proportion who feel that many/some jobs are now available (to 26%), there has also been an increase in uncertainty, with 31% answering don't know to this question compared to 7% in 2013.

Residents were also asked to give their views on the employment situation in six months time. As is shown by the table below, the responses given to this question are almost identical to those given to in relation to the present day. This suggests that residents perhaps now perceive there to be less volatility in the job market. The 24% who feel there will be many/some jobs available in 6 months time is the highest figure recorded over the 2011-15 period.

Table 15: Views on the economy and employment 2011-2015 (All responses)

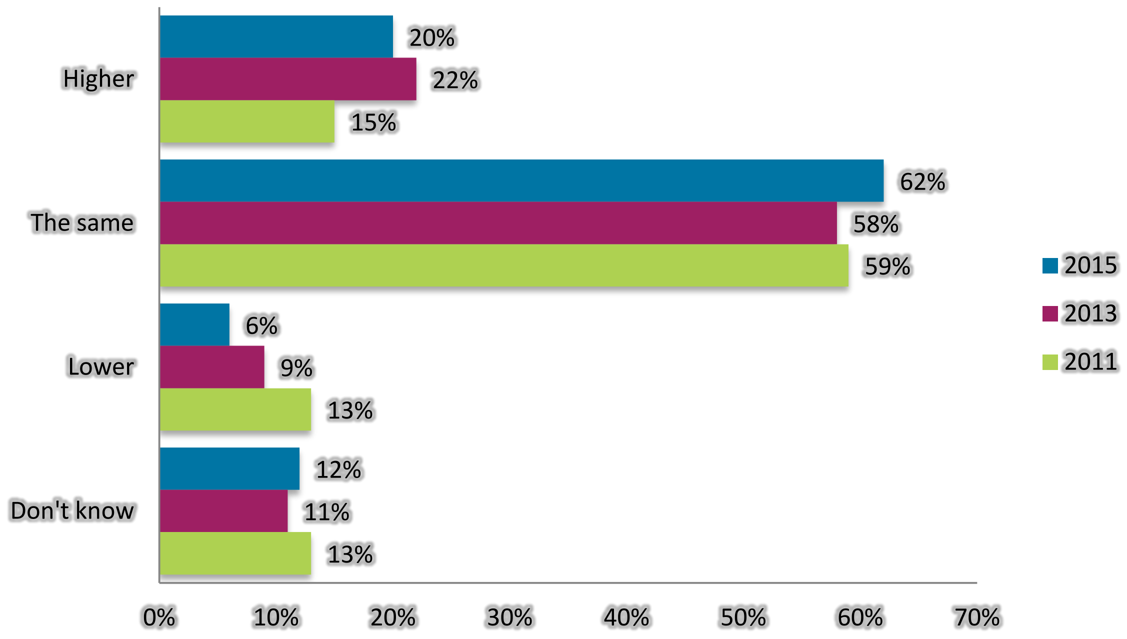
	Many/some jobs available	Neither many nor few jobs available	Not many/few jobs available	Don't know
The current employment situation?				
2011	7%	23%	59%	11%
2013	9%	27%	57%	7%
2015	26%	24%	19%	31%
% point change	+17%	-3%	-38%	+24%
The employment situation in 6 months' time?				
2011	8%	20%	53%	18%
2013	15%	29%	45%	12%
2015	24%	24%	18%	34%
% point change	+9%	-5%	-27%	+22%

The range of employment opportunities that may be available in the borough and elsewhere in London now and in the future was beyond the scope of this survey. However, it is notable that two age groups are significantly more likely to suggest that currently there are not many or few jobs available. These age groups are those aged 16-24 (25%) and those aged 45-54 (26%).

12.1 Household income

Residents were also asked to make an assessment of their future household income. In 2015 the majority of Wandsworth residents continue to believe that in 6 months' time their household income will be the same as it is now. Six in ten (62%) give this response a proportion that is up from 58% two years ago. The proportion of residents who feel that their household income will be lower in six months time has dropped from 9% in 2013 to 6% in 2015, however the proportion who feel their wages will be higher over the same period has also dropped by 2-percentage points to 20%. On this basis, although the recession conditions that were prevalent at the time of the 2013 survey have abated there has been no significant upswing in expectations of wage inflation in the short term.

Figure 42: In 6 months time, do you think your household income will be...? (All respondents)



Unweighted base: 2015-1561 2013-1553 2011-1210

Looking specifically at the views of the employed, these are the group most likely to feel that their household income will be higher in six months time (23%). However, the majority of this group continue to feel that their income will be unchanged over this period (61%). Retired residents most commonly expect their household income to be stable (76%).

13 Profile of the sample

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

Table 16: Profile of the sample

	Unweighted base	Unweighted %	Weighted %
Gender			
Male	693	44	48
Female	868	56	52
Age			
16-24	172	11	14
25-34	352	23	28
35-44	405	26	28
45-54	244	16	11
55-64	197	13	11
65-74	100	6	5
75+	90	6	4
Not provided	1	*	*
Ethnicity			
Non BME	971	62	54
BME	571	37	44
Not provided	19	1	2
Disability status			
With disability	105	7	9
No disability	1456	93	94
Employment status			
Employed	1066	68	73
Unemployed but active	57	4	2
Retired	225	14	11
Other	213	14	14
Length of time lived in neighbourhood			
Up to 1 year	171	11	14
1-2 years	158	10	13
2-5 years	268	17	20
5+ years	960	61	53
Not provided	4	*	*

Tenure			
Owner-occupiers	854	55	44
Rented from Council	247	16	14
Rented from Housing Association	105	7	7
Private renters	328	21	31
Other	13	1	3
Not provided	14	1	1

Appendix: Statement of Terms

Compliance with International Standards

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2008) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012) and The International Standard for Information Security Management ISO 27001:2005.

Interpretation and publication of results

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

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

Ethical practice

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

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

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

With more than 25 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

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

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