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Resident Survey 2018

Park West Ward Report

CONTENTS

A Background and Introduction 3

1 Living in the Borough 4

2 About the Council 6

3 The Town Centre 8

4 A bout Your Services 9

5. Resident’s Priorities or Concerns 16

6. Contact with the Council and Information 19

7. Helping Out 23

8. Community Safety 24

9. About Yourself 25

**A. Background and Introduction**

A.1 The purpose of the survey was to review resident opinion on issues relating to priorities, sense of place, perceptions and use of facilities, information and communications and preferences for improvements. The questionnaire contained the following sections:

**Section 1:** Living in the Borough

**Section 2:** About the Council

**Section 3:** Darlington Town Centre

**Section 4:** About Your Services

**Section 5:** Residents’ Priorities or Concerns

**Section 6:** Contact with the Council and Information

**Section 7:** Helping Out (Volunteering)

**Section 8:** Community Safety

**Section 9:** About Yourself (Demographic Profile of the Sample)

A.2 This report relates to PARK WEST Ward from which there were 212 responses giving a confidence interval of +/-6.7% (worst case). Comparisons are made within the report to the overall survey which had responses of 4714 completed surveys. Differences of +/-6.9% would need to be observed for there to be a statistical difference between the ward and the overall sample. Note: numbers of responses for the ward are shown in the figures. ‘Don’t know’ responses have been omitted and in some instances respondents failed to give a response so not all questions have responses from all 212 respondents.

**1. SECTION 1: LIVING IN THE BOROUGH**

1.1 Respondents living in the Park West Ward are more satisfied with their area as a place to live than the overall sample (31.7% were ‘very satisfied’ and 51.2% ‘fairly satisfied’ = overall satisfaction rate of 82.9% compared with the Borough – 75.6%).

1.2 There is a slightly higher level of agreement that the local area is a place where people from different backgrounds get on well together and treat each other with respect when compared to the overall sample. Two-thirds of all respondents in Park West (66.9%) agreed compared to 64.9% overall. 14.6% all respondents in Park West disagreed with this statement (14.6% compared with just 13.4% in the Borough overall).

1.3 There was no statistically observable difference between Park West and the Borough overall in respect of strength of belonging to the area. (Park West – very strongly – 23.6%, fairly strongly – 51.6% - overall strong sense of belonging 75.2% compared with the Borough – 74.8%).







**2. SECTION 2: ABOUT THE COUNCIL**

2.1 When asked which of the statements given came closest to how they felt about Darlington Borough Council, a third of respondents in Park West said that they would speak positively about the Council (4.5% ‘without being asked’ and 27.7% ‘if asked about it’ – 32.2% cf. 27.5% overall). Conversely, 36.7% would speak negatively (29.2% ‘if asked’ and 7.5% ‘without being asked’, 36.7% cf. 36.9% overall). There are no statistically significant differences between Park West and the overall sample.

2.2 Residents in this ward were as likely to agree that they can influence decisions made by Darlington Borough Council with 11.1% agreeing in Park West compared to 12.9% of the Borough overall. There were also a similar number of respondents disagreeing (63.3% compared with 60% in the Borough overall) illustrating that over half of all respondents in the ward feel unable to influence decisions.

2.3 Agreement of Residents in Park West in respect of the statement Darlington Borough Council is well run and good value for money is in line with the rest of the Borough with 32.0% agreeing with this statement (DBC 28.9%). Residents here were also as likely as the overall sample to agree (30.2% cf. 29.1% for Borough overall) and disagree (44.2% cf. 43.3%) that the Council acts on the concerns of local residents. Similarly residents in Park West were more as likely as the overall sample to agree (41.4% cf. 39.9% for the Borough overall) that Darlington Borough Council treats all people fairly. 17.7% (compared with 28.2% overall) disagreed with this.







**3. SECTION 3: THE TOWN CENTRE**

3.1 The primary reason for visits to the town centre by respondents from the Park West Ward was for shopping purposes with respondents being more likely to do so than the overall sample (90.1% cf. overall sample 77.4%). Residents here were rather more likely to visit the town centre for leisure (47.7% cf. overall 37.2%) but slightly more likely to do so for work (18.8% cf. with 11.8%).

3.2 30.5% of residents in Park West visit town centre events as a ‘dedicated trip’ – slightly higher than the overall sample (23.6%).





**4. SECTION 4: ABOUT YOUR SERVICES**

Environmental Services

4.1 Whilst respondents in Park West tended to be as satisfied with cleanliness in the town centre as the overall sample (Park West – 63.2% cf. overall sample – 64.4%), satisfaction with the cleanliness of the local area showed a higher satisfaction rate (62.9% satisfied cf. 48.6% for the overall sample); and a lower dissatisfaction rate (29.7% dissatisfied in Park West cf. with 43.1% in the overall sample).

4.2 Residents in this ward were both as satisfied (45.1% cf. overall 43.2%) and dissatisfied (37.8% cf. overall 35.2%) with grass cutting as the overall sample. Satisfaction was higher in respect of household waste collection (refuse and recycling) with a satisfaction rate of 85.5% (40.4% ‘very satisfied’ and 45.1% ‘fairly satisfied) against and overall sample response of 76.4% satisfied.

4.3 Satisfaction with the upkeep of public parks, recreation ground and open spaces is higher than the overall sample with 68.3% satisfaction (17.7% ‘very satisfied’ and 50.6% ‘fairly satisfied’). Overall sample satisfaction was 56.1%.

4.4 Just over two-thirds of respondents (67.3%) were satisfied with the cleanliness of public parks (16.2% ‘very’ and 51.2% ‘fairly satisfied’) representing a higher level of satisfaction than the overall sample (50.8%).





Facilities

4.5 The most used facility by residents of Park West provided by Darlington Borough Council was South Park with nearly nine-in-ten of all respondents (87.9%) using this. Over half of all respondents used it at least once a month (at least once a week – 26.7%, at least monthly – 28.0%). The next most used facility is the Household Recycling Centre with 78.0% using this – 32.6% of respondents using this at least monthly. Least used were Children’s Centres (5.4% used in the last 12 months).

4.6 As can be seen from the tables that follow satisfaction with facilities was generally very high – exceeding 80% for most facilities. The exceptions was other Darlington Borough Council parks (satisfaction rate of 67.7%).

4.7 Reasons for not using the facilities largely related to lack of interest in the facility with being unable to access by my usual form of transport only appearing in one in twenty respondents or more in respect of the Household Recycling Centre (13.7%).

4.8 When asked how often they intended to use Darlington Hippodrome in the future responses from residents living in Park West indicated that they are more likely to make use of the facility than the overall sample. A third (32.7%) were likely to use the theatre at least three to four times a year with a further 40.5% using it once or twice a year. (Usage at least once or twice a year –82.5% compared to 73.9% overall sample). Reasons for never intending to use Darlington Hippodrome for this groups were largely related to cost (24.4%) or to the type of shows (8.4%). Responses to the open question category ‘other’ are shown in the appendices.











**5. SECTION 5: RESIDENTS’ PRIORITIES OR CONCERNS**

5.1 Respondents were informed that the Council is interested in their priorities for the Borough and that the Council has set out 8 priority area (themes) for the next four years. Respondents were asked which four of the eight themes were most important to them. The themes were as follows with only the emboldened text being used in the figures that follow:

* **More people healthy and independent** –improving the health and wellbeing of residents (examples… tackling air and noise pollution, addressing poor housing conditions, and encouraging healthy behaviours).
* **Children with the best start in life** – enabling children and young people to maximise and achieve their potential (examples… schools and education, career and employment prospects for young people, child poverty, mental health and wellbeing of children and young people).
* **A safe and caring community** – creating a safer and more socially cohesive community (examples…tackling speeding cars, anti-social behaviour).
* **More people active and involved** -increasing participation of residents in physical activity and civic life (examples… access to recreational activities, unnecessary use of cars, volunteering).
* **More businesses, more jobs** – enabling strong and inclusive economic growth in Darlington (examples… creating jobs, job security, wage levels, cost of living, levels of poverty and debt).
* **More people caring for our environment** – continuing to protect and enhance the local environment (examples… volunteering, tackling fly tipping and litter).
* **Enough support for people when needed –** ensuring residents get the right level and kind of support when they need it to enable them to live independently (examples… supporting older people, the local voluntary and community sector offer, homelessness).
* **A place designed to thrive** – ensuring we have the necessary physical infrastructure for residents and businesses to prosper (examples… vitality of the town centre, availability of affordable housing to buy or rent, accessible public transport).

5.2 In addition respondents were informed that as part of the medium term financial plan (2018-2022) the Council is considering making improvements to the Borough across five themes and respondents were asked to rank these on a one to five basis. These themes were:

* **Community Safety** – for example: - Tackling anti-social behaviour in the town centre or neighbourhoods.- Working with the Police, communities and landlords to improve neighbourhoods.
* **Maintaining an Attractive Street Scene Environment** – for example: return grass cutting to 12-15 day cycles, return to weekly back lane cleanse, a general increase in cleansing across the borough. One off investments for priority areas for deep cleans and physical improvements in some areas.
* **Maintaining a Vibrant Town Centre** – for example: - Flowers and cleanliness in the town centre, events and markets, attracting new business, Improving the environment.
* **Developing an Attractive Visitor Economy** – for example: Celebrating our Rail Heritage and attracting more visitors. Having a Tourist Information Centre. Improving the Head of Steam. Match funding grants to enhance cultural activities such as theatre or dance. Preparing for the bi-centenary of the world’s first passenger railway.
* **Neighbourhood Renewal** – for example: Supporting families and neighbourhoods facing disadvantage and poverty. Schemes to improve health and education in disadvantaged neighbourhoods. Tackling some of the impacts of welfare changes.

5.3 Three of the PRIORITY themes listed were clearly the most important priority areas of residents of Park West each being identified by more than 60% of all respondents. These were ‘a place designed to thrive’ (66.6%); ‘safe and caring community’ (63.8%), and ‘more businesses, more jobs’ (61.0%). Least important was ‘more people active and involved’ (16.0%).

5.4 Because the importance of improvements was a ‘ranked response’ question the responses have been analysed as mean scores. The lower the mean score the higher the priority. For respondents living in the Park West ward the highest priority by far was that of improving community safety with a mean score of 2.13. This was followed by maintaining a vibrant town centre (2.47). Least important here was developing an attractive visitor economy with a mean score of 3.72.





**6. SECTION 6: CONTACT WITH THE COUNCIL AND INFORMATION**

6.1 When participants were asked how well informed they felt they were the large majority of respondents (82.4%) felt that they were either very or fairly well informed about what can be recycled as part of the waste collection service. Over half of all respondents in Park West felt well informed about events and activities in the Borough (67.9%), the reasons the Council needs to make savings (62.0%) and what the Council does (58.8%).

6.2 Respondents were more likely to feel uninformed about the opportunities available to volunteer locally (45.7%).

6.3 As can be seen from the figure on the following pages respondents in Park West were more likely than the overall sample to use several sources of information to find out what is happening in their local area. The ‘One Darlington’ magazine is the most used source (75.6% cf. 62.3% overall) followed by ‘word of mouth’ (63.7% cf. 52.9%). Residents here were more likely to use a printed local newspaper (46.3% cf. 30.2%) but less likely to do so via Facebook (18.6% cf. 34.1%). (Note – this was a multiple choice question and answers will add to more than 100%. Only responses in excess of 10% have been shown in the charts – full details are available in the tables).

6.4 When asked about the main method of contact when contacting the Council, two-thirds of those interviewed in Park West (68.8%) said that they had made contact in the last 12 months. This is higher than the overall sample where 57.8% had made contact. The primary source of contact was by phone (23.5%) and this is slightly lower than the overall sample where 28.1% had made contact by telephone.

6.5 Respondents who had made contact with the Council were asked for the main reason for their last contact. It was clear from the responses that the reasons given in the questionnaire did not resonate with respondents and resulted in half of all of those who had made contact giving ‘other’ responses. These are shown in the appendices. The largest of the main responses was ‘to book or apply for something such as Council Tax discount, housing repair or bulky waste collection’ (14.2%).

6.6 Satisfaction with aspects of their last contact was high with 82.5% being satisfied with the ease of using their chosen method of contact and 72.8% how the issue was resolved. 71.1% were satisfied with the information provided but over one-in-five (21.4%) were dissatisfied with this.

6.7 When asked if they would be willing to contact Darlington Borough Council electronically, 72.2% said that they would or already did so – a higher percentage than the overall sample (60.9%). 8.8% said that either hadn’t got regular internet or any internet access and 13.6% of all respondents had concerns about or were not confident about using the internet to contact Darlington Borough Council.













**7. SECTION 7: HELPING OUT**

7.1 A third of respondents living in the Park West ward had given unpaid help to any groups, clubs or organisations as an individual or through their employer (with 66.5% not given unpaid help). This is higher than the overall sample where 74.7% had not given unpaid help. Giving unpaid help through an employer was also considerably higher in Park West than in the overall sample (26.9% cf. 7.7% for the overall sample).

7.2 The main barrier to volunteering is that respondents here ‘don’t have time’ (27.8%), with 16.5% saying simply that they are ‘not interested’.





**8. SECTION 8: COMMUNITY SAFETY**

8.1 Respondents were asked how safe or unsafe they felt when out in the dark and during the day in their local area. As can be seen from the figure below respondents living in Park West feel safer when outside in the dark than the overall sample (72.4% feel safe compared to 61.1% of the overall sample). Similarly, 17.3% feel unsafe when outside in the dark compared with 25.4% of the overall sample. Whilst the differences are less marked in respect of feeling safe when outside during the day, the overall sample (91.1% safe) feeling slightly less safe than do residents living in Park West (96.8%).

8.2 There was very little difference between residents of Park West and the overall sample when considering feelings of safety in the town centre. In the dark 51.0% cf. 48.3% and during the day 90.3 cf. 87.3%.





**9. SECTION 9: ABOUT YOURSELF**

