

Ipsos MORI



2008 Place Survey

**Report prepared for
Rochdale Metropolitan Borough Council**

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Executive Summary

- The Place Survey is a bi-annual statutory survey. Guidelines laid down by the Audit Commission are prescriptive in terms of the content of the questionnaire, the process and the timescales.
- A total of 5,842 questionnaires were mailed out to a random sample of residents aged 18+ years in the local authority area. In total, 1,461 residents responded, a response rate of 25%.
- The survey is designed to collect 18 National Indicators to assess performance of local areas and inform Comprehensive Area Assessment from 2009.
- A summary of the 2008 National Indicator set, and their related confidence limits are detailed below.

Table 1 : Place Survey – National Indicator set – 2008
() = unweighted base/sample size

NI	Issue	Base	2008	95% confidence
NI 1 :	% of people who believe people from different backgrounds get on well together in their local area	All giving an opinion (917)	57.2%	± 3.9%
NI 2 :	% of people who feel that they belong to their neighbourhood	All giving an opinion (1350)	56.0%	± 3.3%
NI 3 :	Civic participation in the local area	All responding (1295)	14.5%	± 2.4%
NI 4 :	% of people who feel they can influence decisions in their locality	All giving an opinion (1210)	25.6%	± 3.1%
NI 5 :	Overall/general satisfaction with local area	All responding (1430)	64.6%	± 3.1%
NI 6 :	Participation in regular volunteering	All giving an opinion (1213)	23.1%	± 3.0%
NI 17 :	Perceptions of anti-social behaviour	All giving an opinion (1359)	35.7%	± 3.2%

Table 1 : Place Survey – National Indicator set – 2008 (continued)
 () = unweighted base/sample size

NI	Issue	Base	2008	95% confidence
NI 21 :	Dealing with local concerns about anti-social behaviour and crime issues by the local council and police	All responding (1346)	17.3%	± 2.5%
NI 22 :	Perceptions of parents taking responsibility for the behaviour of their children in the area	All giving an opinion (1334)	20.3%	± 2.7%
NI 23 :	Perceptions that people in the area treat one another with respect and consideration	All giving an opinion (1306)	45.3%	± 3.4%
NI 27 :	Understanding of local concerns about anti-social behaviour and crime issues by the local council and police	All responding (1391)	21.3%	± 2.7%
NI 37 :	Awareness of civil protection arrangements in the local area	All responding (1378)	14.1%	± 2.3%
NI 41 :	Perceptions of drunk or rowdy behaviour as a problem	All giving an opinion (1283)	40.9%	± 3.3%
NI 42 :	Perceptions of drug use or dealing as a problem	All giving an opinion (1121)	45.1%	± 3.6%
NI 119 :	Self-reported measure of people's overall health and wellbeing	All responding (1414)	69.1%	± 3.0%
NI 138 :	Satisfaction of people aged 65 or over with both home and neighbourhood	All responding (411)	73.9%	± 6.7%
NI 139 :	The extent to which older people receive the support they need to live independently	All responding (1427)	29.3%	± 3.0%
NI 140 :	Fair treatment by local services	All giving an opinion (1221)	59.2%	± 3.5%

A number of these NIs were asked in 2006, a summary of these result compared to 2008 can be seen overleaf

Table 2 : National Indicators 2008 vs BVPIs 2006
BVPIs – 2008 (% satisfied) : () = unweighted base/sample size

NI	Issue	2008	Base	2006	Base
NI 1 :	% of people who believe people from different background get on well together in their local area	57.2%	(917)	52%	(948)
NI 4 :	% of people who feel they can influence decisions in their locality	25.6%	(1210)	24%	(1018)
NI 5 :	Overall/general satisfaction with local area	64.6%	(1430)	57%	(1254)
NI 17 :	Perceptions of anti-social behaviour	35.7%	(1359)	38.6%	(1128)
NI 23 :	Perceptions that people in the area treat one another with respect and consideration	45.3%	(1306)	58%	(1178)
NI 41 :	Perceptions of drunk or rowdy behaviour as a problem	40.9%	(1283)	42%	(1079)
NI 42 :	Perceptions of drug use or dealing as a problem	45.1%	(1121)	53%	(970)

Place

- Overall satisfaction with the Rochdale area has increased significantly since the BVPI survey was conducted in 2006, with respect, strong sense of belonging and a lack of perceived anti-social behaviour being key drivers to overall satisfaction. Those living in Pennines Township are most satisfied with their local area.
- These positive opinions are not universal, however, with residents from Black and Minority Ethnic backgrounds less likely to be satisfied than white residents; and men generally less positive than women.
- Having clean streets and lowering levels of crime emerge as key priorities for residents in Rochdale – both of these are identified as aspects that are important and in need of improvement.

People

- Respect within the community appeared as a key driver to overall satisfaction, and since 2006, Rochdale had a mixed performance in this area. Community cohesion perceptions have declined significantly, whilst perceptions that people do not treating each other with respect has fallen. However, those from a white background and those who live in social rented accommodation are less convinced that community cohesion is applicable to their neighbourhood.
- Almost all respondents feel safe during the day, although this falls to just half at night. Overall, perceptions of anti-social behaviour have decreased since 2006. The biggest issue in the area is now perceived to be teenagers hanging around on the streets despite the fact that this, like many other perceived ASBs, has decreased. Rochdale Township is more likely to perceive anti-social behaviour than the rest of the borough.
- Whilst perceptions of anti-social behaviour are decreasing, there is scepticism as to whether public services are listening to or dealing with local concerns. It is therefore important that public services communicate the work they are doing to tackle anti-social behaviour, so that they receive the credit for the perceived drop in ASB issues.

Public services

- There is agreement that people in Rochdale are treated fairly and with respect by local services. However, perceptions that local public services are working towards a green agenda, and that they acting in the interests of local residents are in decline.
- Although a quarter of respondents believe that they influence decisions, and a third want to be more involved in the process, just one in ten are currently taking part in civic/community activities. One reason for the low levels may be attributed to the significant decline in awareness of *how* to get involved in civic activities since 2006. Respondents from a white background are more likely to feel that they are able to influence local decision making, whilst BME respondents are more enthusiastic about getting more involved in the future. Opinion is consistent across Townships.
- Less than a third feel they are kept informed with local public services. Communication is therefore important to highlight progress that is being made on key issues, such as anti-social behaviour.

The Council

- Overall satisfaction has fallen significantly since 2006 – a trend that has been seen nationwide. Satisfaction is consistent across the borough. Respect, living in a green and safe environment and satisfaction with the police are all key drivers to overall satisfaction. Residents feeling informed is also a key driver to satisfaction – communicate with the population of Rochdale to highlight what the Council and other public services are doing to enhance their quality of life.
- Positively, when it is compared with the decline in the Council satisfaction rating, it would appear that net agreement for value for money appears to have remained relatively consistent with previous years.
- Waste and litter services – key to overall Council satisfaction – have declined significantly since 2006. Satisfaction with other key Council run services – sports facilities, museums, theatres and parks – have also declined significantly since the previous survey. Users are more satisfied than non-users however, so it is important that their positive experiences are communicated.

Introduction

Background

As local authorities move towards a new “place-based” approach to delivering services and monitoring performance, so too comes a new way of measuring customer satisfaction. The onset of Comprehensive Area Assessment has signalled the end of the triennial BVPI user satisfaction survey and in its place comes a new “Place Survey” which is to be undertaken every two years.

Ipsos MORI North carried out the 2006 and 2003 BVPI surveys and has been commissioned by the Association of Greater Manchester Authorities (AGMA) Consortium to undertake the 2008 Place survey. The following AGMA authorities participated in the survey:

- Bolton
- Bury
- Manchester
- Oldham
- Rochdale
- Salford
- Stockport
- Tameside
- Trafford
- Wigan.

In addition, the following local authorities collaborated and have been included in the amalgamated report:

- Blackpool
- Blackburn with Darwen
- Warrington.

Methodology

Questionnaire

Guidelines laid down by the Audit Commission were prescriptive in terms of the content of the questionnaire, the process and the timescales.

Core questions were required to be asked in a predetermined order within the questionnaire, however, a number of authorities took the opportunity to include some additional questions. A copy of the 10 page questionnaire for Rochdale Metropolitan Borough Council is appended to this report.

Methodology & sample

A postal survey was undertaken amongst a sample of residents aged 18+ years in the authority area. The sample was drawn by the Audit Commission from the Post Office small users address file (PAF). The council set its target number of responses at 1,100 : the Audit Commission target is 1,100.

Based on the response rate to the 2006 BVPI survey, 3,700 questionnaires were mailed out to addresses drawn on a **fixed random basis** from the Audit Commission sample frame of 6,000 addresses : businesses and invalid addresses were identified and removed prior to the mail out.

Questionnaires were despatched 25th September 2008, the closing date for returning completed questionnaires was 19th December 2008. Two reminder letters with an accompanying questionnaire and reply-paid envelope were administered within this period to maximise the response rate.

A lower than anticipated response rate meant that an additional 2,106 questionnaires were mailed out. In total, 1,461 completed surveys were returned a 25% response rate.

A detailed breakdown of questionnaires sent out and returned is shown in Table 3 below.

Table 3 : Distribution and return of questionnaires

Year	Sent out	No. received	% response rate	Confidence interval
2008 Place Survey	5,842	1,461	25%	+/- 2.6%

Although not directly comparable, response rates to the previous two BVPI surveys are detailed below for context.

2003	3,160	1,140	36%	+/- 2.9%
2006	3,870	1,357	35%	+/- 2.7%

The level of statistical significance / reliability of a sample is dependent only on the achieved sample size and not the intended sample size. If 1,000 questionnaires are sent out and 700 come back, then the confidence interval will be based on n=700. If only 100 are returned then it will be based on n=100. What will differ, though, is the likely amount of bias. The greater the response rate, the lower the bias (i.e. the difference between the most likely survey result and the true population result) as the original mail out sample has been controlled, by random probability sampling of PAF, to be representative. Unfortunately it is always possible that those who do respond might be inherently different from those that do not, and the greater the number of non-responders, the more impact this is likely to have on results. To place the 2008 results in context, the **unweighted** compositions of the 2003, 2006 and 2008 data are set out in the Appendix.

Analysis & reporting

This report shows the findings in detail for Rochdale Metropolitan Borough Council. Reports for other local authorities in AGMA can be found in separate reports held by the individual authorities. The comparison of results across these local authorities is detailed in a separate document.

The data has been weighted by the Audit Commission. Weighting is the process by which data are adjusted to better reflect the known population profile. This is to counter any effects of differential refusal rates, or to correct for any over-sampling of minority populations. A 'weight' is the percent assigned to a particular demographic descriptor.

The sample needs to be weighted if the responses show that particular groups (for example younger people or those living in a particular area) are under or over represented in the sample. If this is not carried out then the results will not reflect properly the views of the population being considered. Where data has not been weighted, this is referred to as 'unweighted' data.

The data has been weighted to be representative of the Council's population in terms of age, gender and ethnicity, and balanced by household size (no. of adults in the household). Please note, that because of the Audit Commission weighting procedure, age, gender and ethnicity have been weighted at an overall rather than ward level, hence there may be over representation or under representation of individual sub-groups within the individual wards.

All data reported upon for 2008 is weighted. This was also the case in 2006 and 2003, but in 2000 the data was not weighted. To this end, comparison, where appropriate, is confined to the 2003 – 2006 period.

While the results are analysed with regard to significant differences between the demographic profile of individual respondents, the narrative is made more readily understandable by being based on geographic sub-divisions of the Council area.

Rochdale has 4 Township Areas:

- Heywood
- Middleton
- Pennines
- Rochdale.

Additional information on statistical reliability can be found in the appendix.

The findings in this report are based on the full set of computer tables, lodged with the Council under separate cover.

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

Throughout the report base sizes are either “all giving an opinion” (missing values and “don’t know” options are excluded) or “all responding” (missing values only excluded). This difference in base definition is to adhere to National Indicator requirements.

Report layout

This report is laid out under four key headings :

- Local area : the place
- Local area : the people
- Local public services
- The Council.

Respondent Profile

The first section of the report details the profile of respondents who replied to the survey. This includes their demographic profile, work status, tenure and self-assessed health.

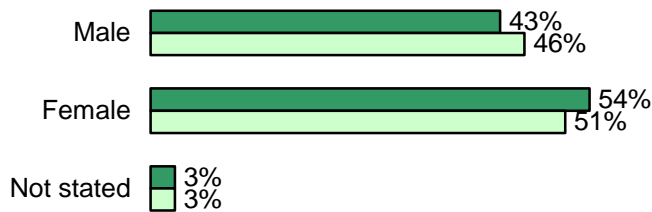
Key demographics

As is typical with a postal survey, those who are most likely to respond tend to be women and older respondents. The weighting is used to correct this so that the profile more closely matches the population of Rochdale.

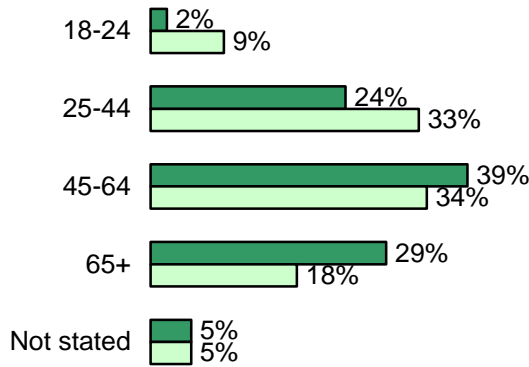
Fig 1
Demographic profile

Gender (Q27)

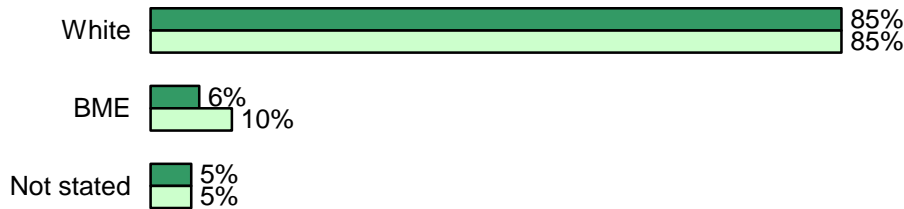
■ Unweighted profile □ Weighted profile



Age (Q28)



Ethnicity (Q36)



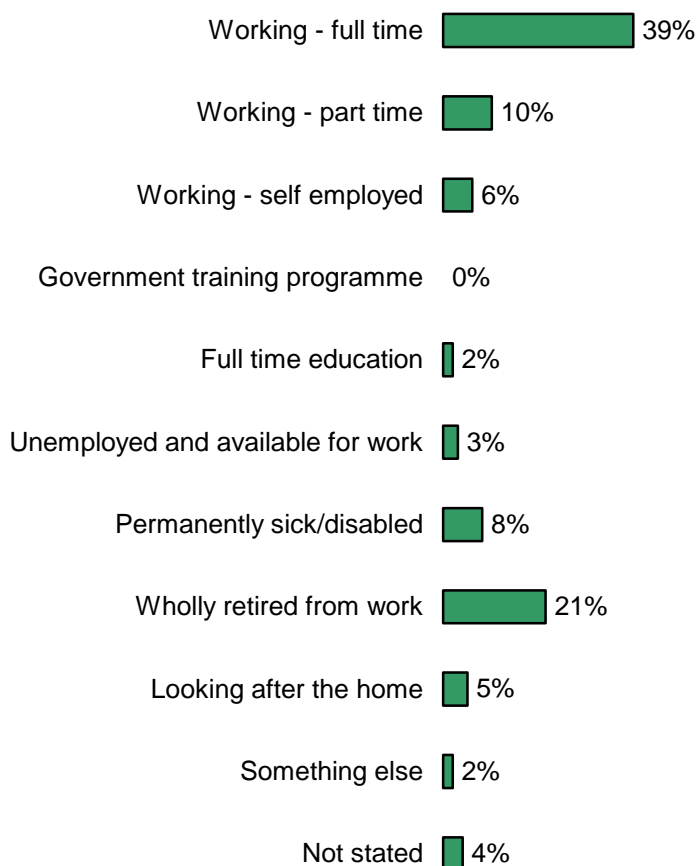
Base : All respondents (1461)

Just over a half of respondents are in work (55%), a fifth are retired (21%), with 2% in education or training.

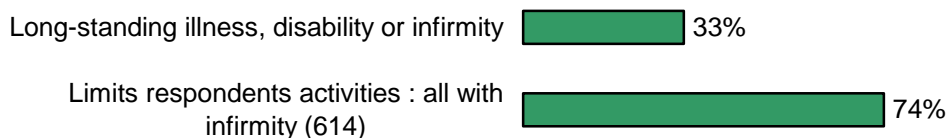
There are no significant differences by area

Fig 2
Demographic profile

Working status (Q33)



Disability (Q34/Q35)



Base : All respondents (1461)

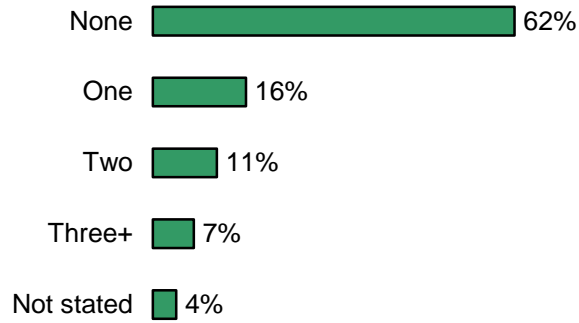
A third of the sample (33%) claim to have a long standing illness, disability or infirmity. Three-quarters of these (74%) state their disabilities limit their activities.

A third of respondents have children aged 17 or under in their household. BME respondents are significantly more likely to have children in their household, compared to white respondents (80% v 33% overall).

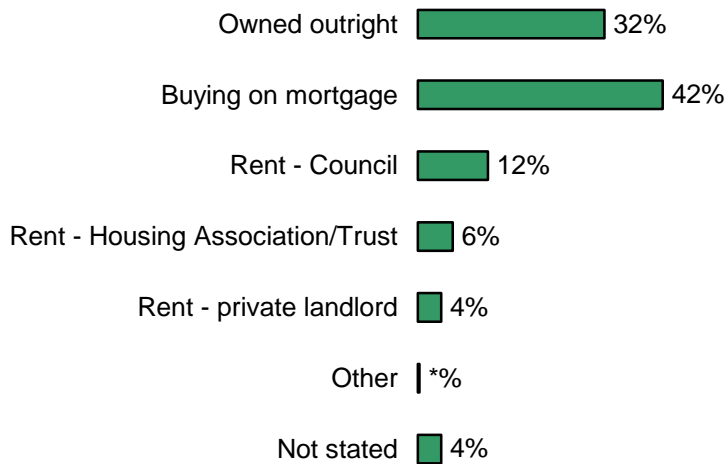
Respondents in Heywood are less likely to have children in their household (24% v 33% overall).

Fig 3
Demographic profile

No. of children in household (Q31)



Tenure (Q30)



Base : All respondents (1461)

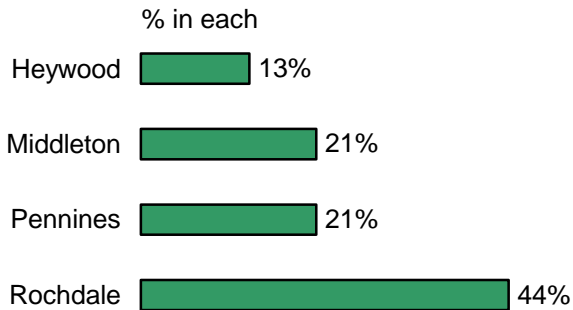
Three-quarters (74%) are owner-occupiers, with a fifth in social rented accommodation (18%).

There are no significant differences across the areas.

The following figure shows that the population of the four local areas.

Fig 4

Local area



Base : All respondents (1461)

Table 4 : The areas

	Tenure % owner	Tenure % social rented	Employment % in work	Ethnicity % BME	Age % 25-44	Age % 65+
All	74%	18%	55%	10%	33%	18%
Heywood	68%	24%	52%	0%	29%	17%
Middleton	75%	17%	54%	3%	33%	23%
Pennines	78%	16%	59%	8%	33%	18%
Rochdale	74%	17%	54%	18%	33%	18%

In order to better understand the differences in opinion amongst the Townships, it is useful to understand some of the key traits of the respondents from different areas. Below is detail of key profile differences :

- Heywood
 - There are no BME respondents from Heywood
- Middleton
 - Respondents are older (65+, 23% v 18% overall)
- Rochdale
 - Respondents are most likely to be a BME respondents (18% v 10% overall).

Health of respondent

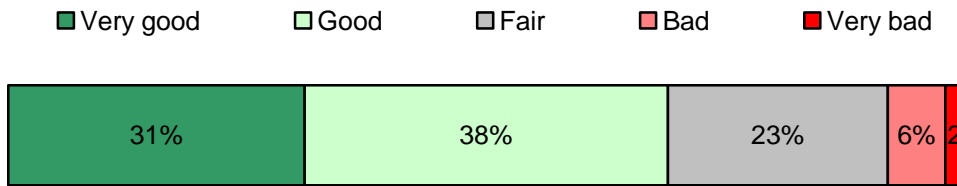
The score for NI 119 (self-reported measure of people’s overall health and well being) is 69.1% very good/good.

In total, 69% of respondents assess their health and well being as either very good or good, with just under one in ten rating their health as bad (8%).

Fig 5

NI 119 – Self-reported measure of people’s overall health and well being

Q29. How is your health in general? Would you say it is...



Base : All respondents answering the question (1414)

With respect to self-assessed state of health, while 69% claim to be in a very/good state of health, this ranges from 90% amongst 18-24 year olds to 46% amongst those aged 65 and over. Amongst those living in social rented accommodation, 44% claim to be in good health, compared to 75% of home owners.

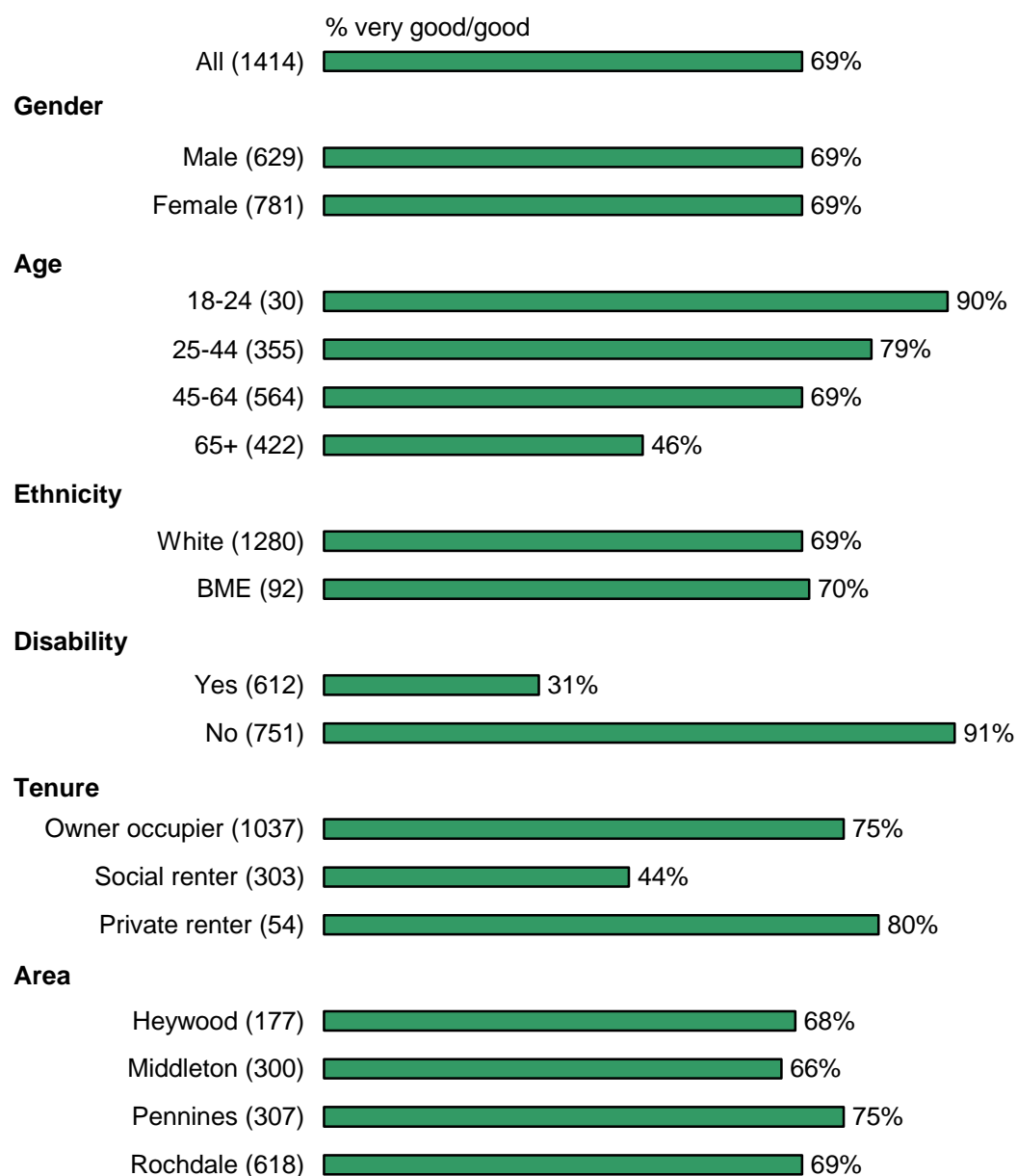
Assessment of health and well-being being very good or good is consistent across gender and ethnicity. Those with a disability rate their health and well-being significantly lower (31% v 91% without a disability).

Self-assessed health ratings are consistent across areas.

Fig 6

NI 119 – Self-reported measure of people’s overall health and well being by sub-groups

Q29. How is your health in general? Would you say it is...



Base : All respondents answering the question (see above)

About Your Local Area : The Place

Respondents were asked to consider the local area in which they live. The following section of the report looks at the factors which drive satisfaction with an area and those elements which respondents feel need improved.

The important elements

Respondents were presented with a battery of 20 aspects of their local area, and they were asked to identify up to five elements which they deemed most important in making somewhere a good place to live, and then to pick up to five aspects most in need of improvement. Their local area was defined as that within 15-20 minutes walk of their home.

The aspects below show the responses for all respondents answering: the responses for those who adhered to the instructions and ticked no more than 5 aspects are set out in the Appendix (this is the measure reported to the Audit Commission).

The key determinants of a good place to live continue to revolve around :

- The level of crime (64% chose this)
- Clean streets (55%)
- Health services (44%).

The importance of crime levels has fallen from 70% citing this in 2006 to 64% in 2008. So to have affordable decent housing and the level of traffic congestion which both fell 4% and 6% respectively from 2006. The aspects which have increased in importance from 2006 are focussed around leisure :

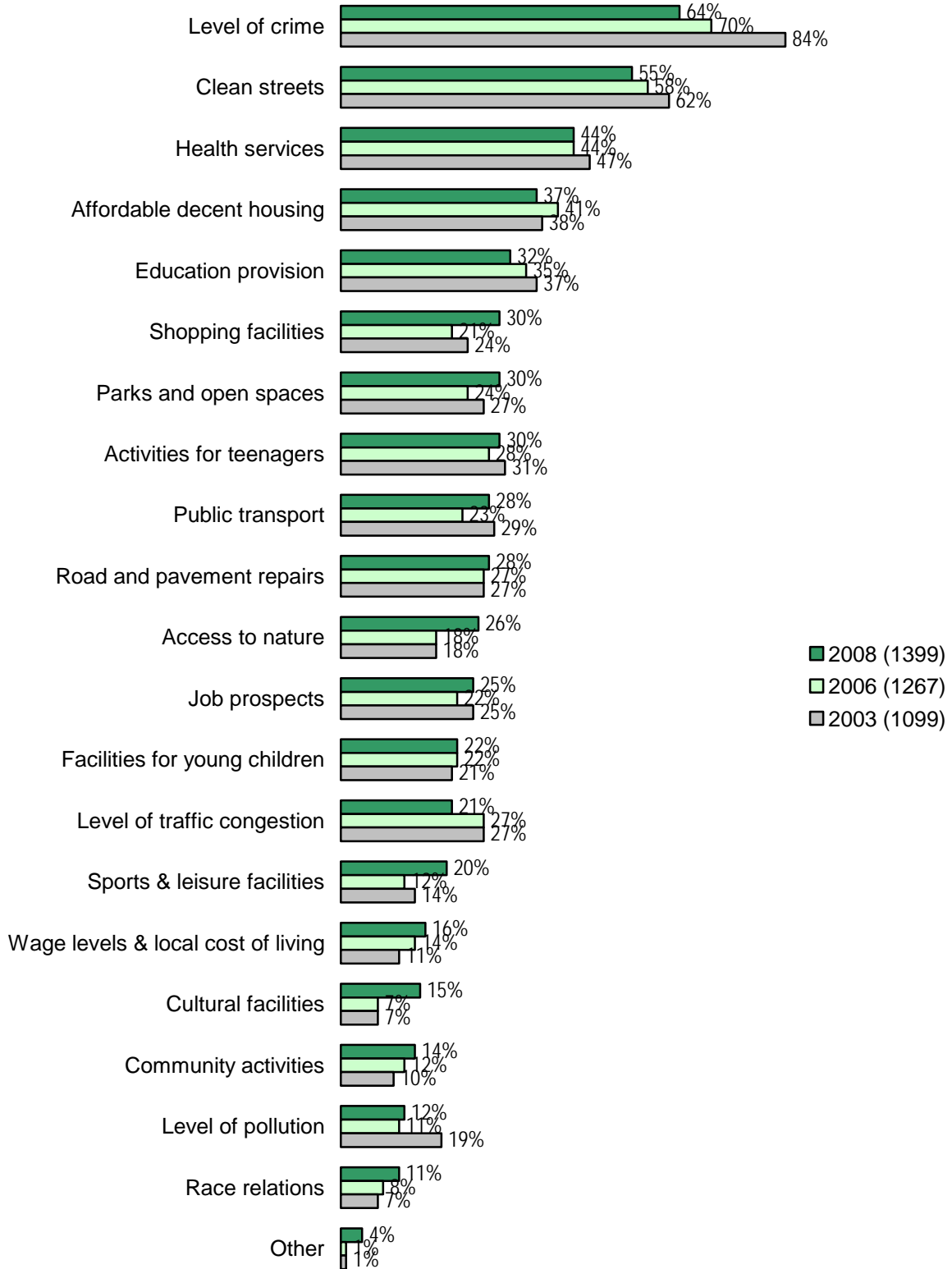
- Shopping facilities (30% important v 21% in 2006)
- Parks & open spaces (30% v 24%)
- Public transport (28% v 23%)
- Access to nature (26% v 18%)
- Sports & leisure facilities (20% v 12%)
- Cultural facilities (15% v 7%).

An illustration of this, together with a comparison of perceived importance across the 2003 and 2006 BVPIs and the 2008 Place Survey is in the figure overleaf.

Fig 7

Important elements which make somewhere a good place to live

Q1. Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?



Base : All respondents answering the question (unedited) (see above)

The priority aspects for improvement continue to be :

- Activities for teenagers (58%)
- Crime levels (53%)
- Road & pavement repairs (46%)
- Clean streets (43%).

There has been a significant drop in the demand for improvement in the level of traffic congestion (2008 – 33%, 2006 – 42%). This would appear to have been transferred to improvement in public transport (2008 – 22%, 2006 – 14%)

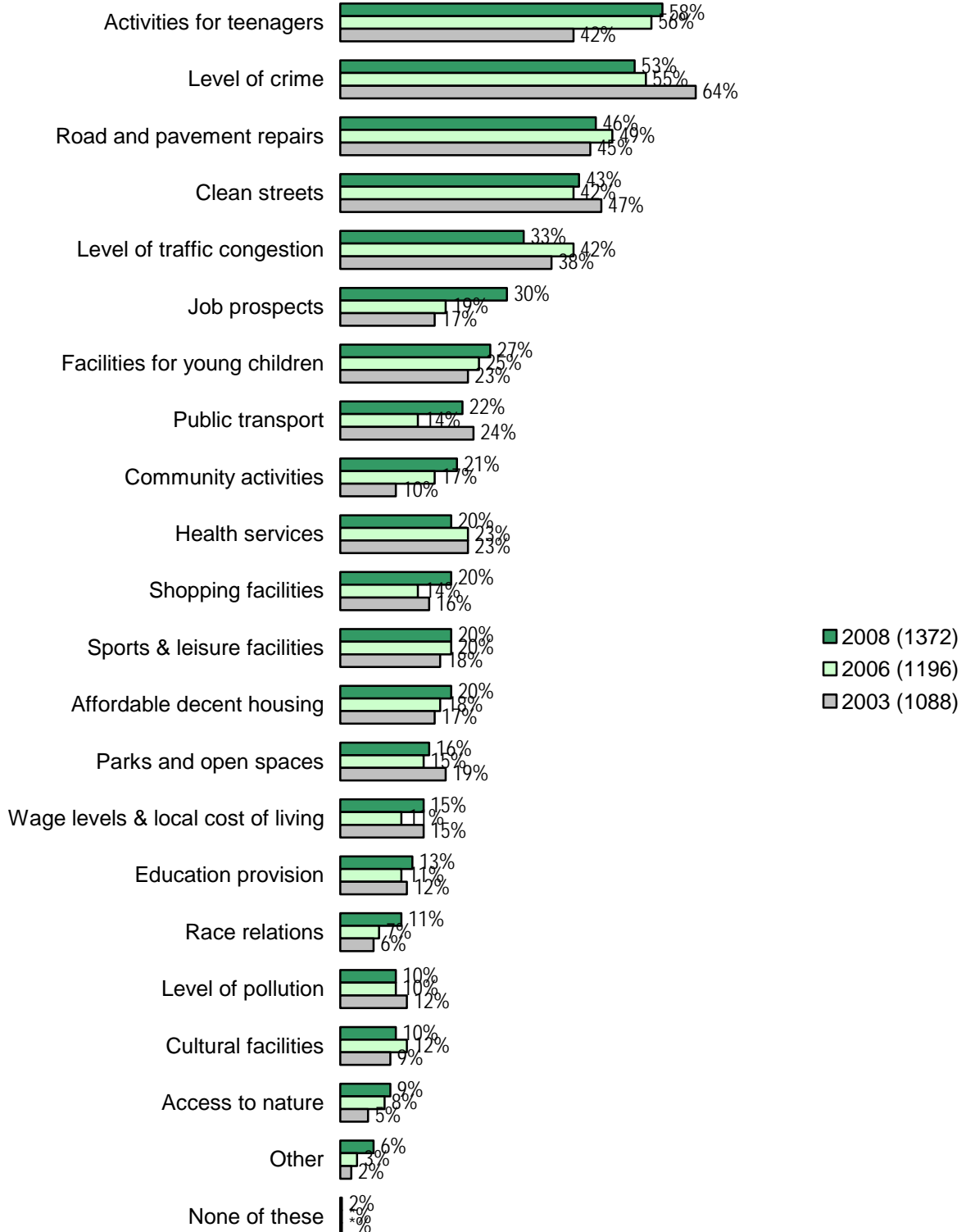
Demand for improvements have also increased significantly for :

- Shopping facilities (20% 2008 v 14% 2006)
- Job prospects (30% v 19%)
- Community activities (22% v 17%)
- Wage levels and local 21 of living (15% v 11%)
- Race relations (11% v 7%)

This is illustrated in the figure overleaf.

Fig 8
Elements which most need improving

Q2. And thinking about this local area, which of the things below, if any, do you think most need improving?

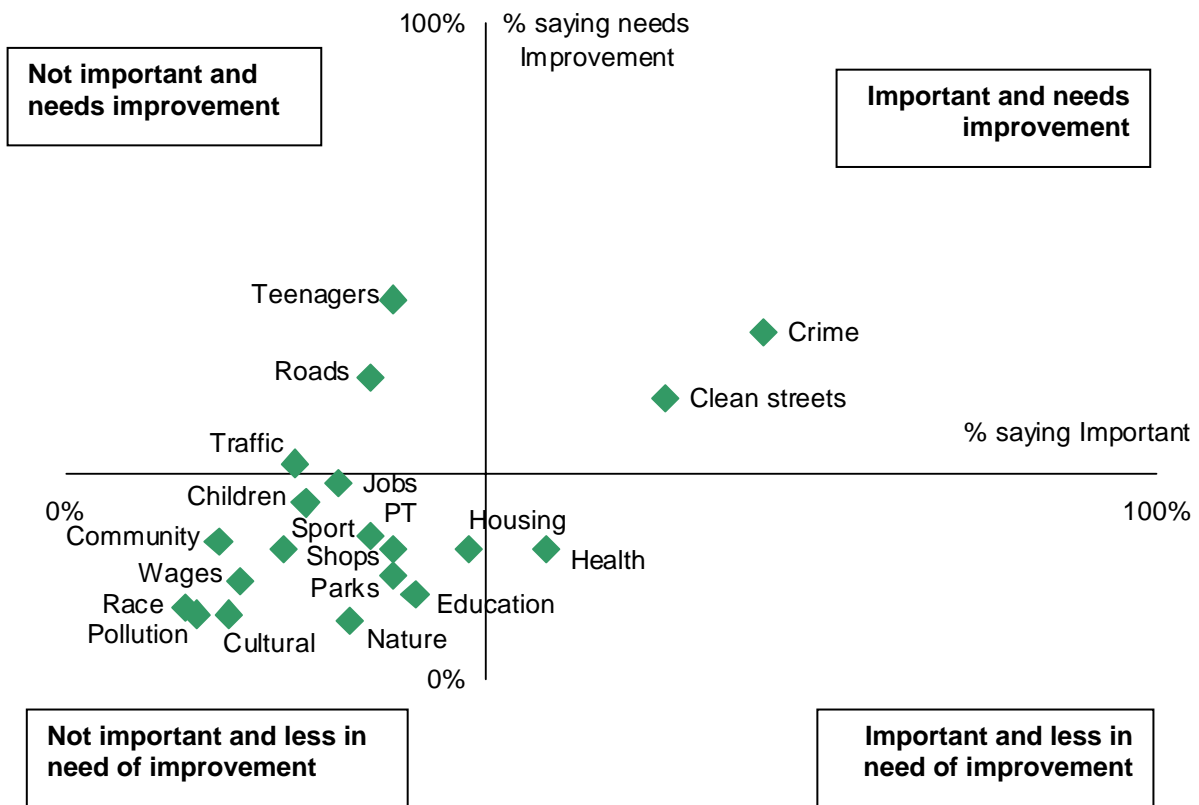


Base : All respondents answering the question (unedited) (see above)

The figure below plots the questions “Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?” and “thinking about this local area, which of the things below, if any, do you think most need improving?” to enable understanding the key aspects which are both important to respondents, and what needs to be improved in the area.

The lines in the figure below represent the mid-point in importance and performance scores for this Council. Looking at the relationship between importance and need for improvement shows that the majority of factors appear in the bottom left hand quadrant (considered less important and less in need of improvement).

Fig 9
Quality of life – importance compared to needs improving



Base : All respondents answering the question – 2008

The key issues to be addressed (i.e. important and need improving) are :

- Crime
- Clean streets.

Reviewing the factors which are considered most in need of improvement in the different areas shows the following significant differences within each area :

Table 5 : Factors needing improvement : “hot spots”
Base : All responding

Area	Compared to the Council area overall, importance assigned to...	
	Significantly higher (X)	Significantly lower (3)
Heywood (171)	-	Parks & open spaces (9%)
Middleton (288)	Activities for teenagers (66%) Roads & pavement repairs (60%) The level of crime (60%) Parks & open spaces (26%) Cultural facilities (14%)	Level of traffic congestion (16%) Affordable decent housing (14%) Sports & leisure facilities (13%)
Pennines (297)	Level of traffic congestion (52%) Sports & leisure facilities (28%)	Level of crime (42%) Parks & open Spaces (8%) The level of pollution (6%) Cultural facilities (6%) Access to nature (5%)
Rochdale (604)	Affordable decent housing (23%)	Activities for teenagers (53%) Road & pavements repairs (42%)

By simply noting the frequency of aspects recorded in each area, it appears that the areas perceived to have the most need of improvement is Middleton.

Overall satisfaction with local area

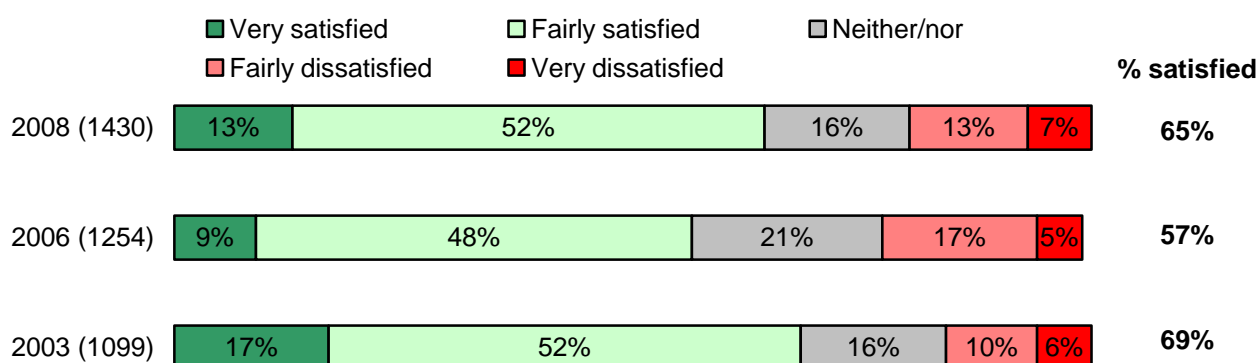
The score for NI 5 (overall/general satisfaction with local area) is 64.6% satisfied.

Overall, 65% of respondents are satisfied with their local area as a place to live : this is a recovery from the low of 57% in 2006.

Fig 10

NI 5 – Overall/general satisfaction with local area

Q3. Overall, how satisfied or dissatisfied are you with your local area as a place to live?



Base : All respondents answering the question (see above)

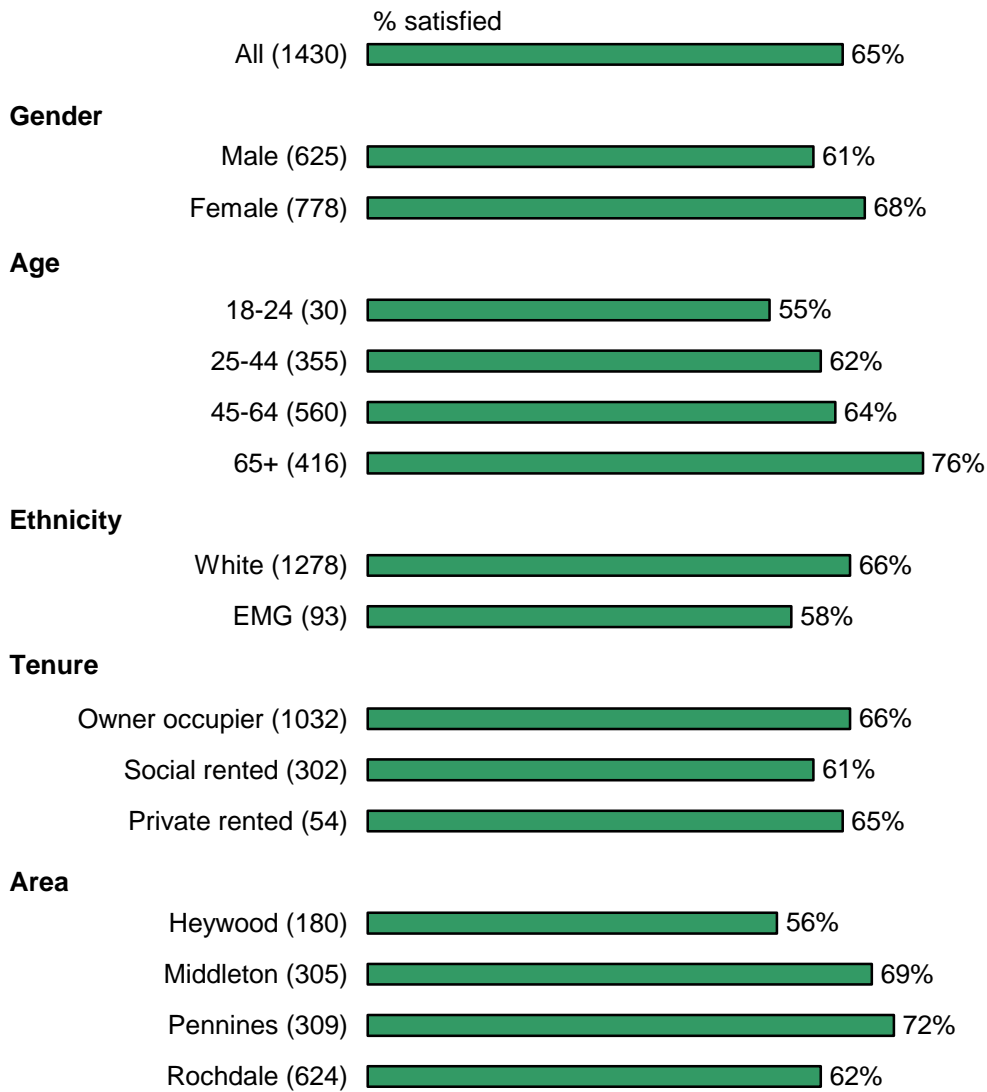
As illustrated below, satisfaction is significantly higher amongst :

- Women (68% v 61% men)
- Older respondents (76% 65+ years v 65% overall)
- White respondents (66% v 58% BME)
- Respondents in Pennines Township (72%).

Fig 11

NI 5 – Overall/general satisfaction with local area by sub-groups

Q3. Overall, how satisfied or dissatisfied are you with your local area as a place to live?



Base : All respondents answering the question (see above)

Key drivers to satisfaction

The local area satisfaction question was subjected to statistical analysis to establish which elements have the most influence on the way respondents answered this key satisfaction question. Using a form of regression, key driver analysis looks at attitudes, i.e. all questions with a rating scale, rather than demographic characteristics, to identify the factors that drive satisfaction and the relative impact improvements to a specific aspect are likely to have on satisfaction.

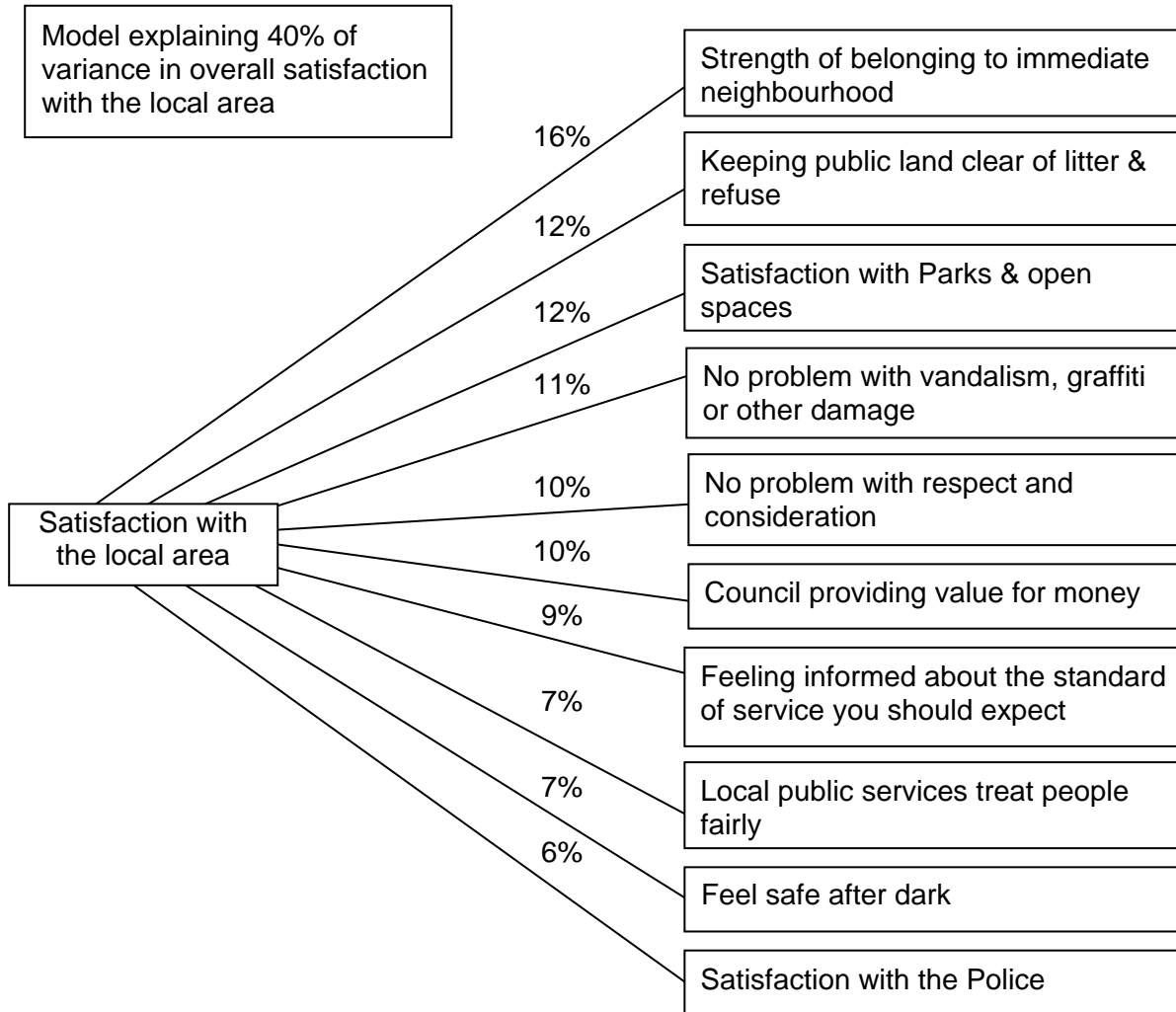
Please note that because satisfaction with your home is so strongly correlated with satisfaction with the local area it has been excluded from this key driver analysis.

The key drivers to making an area a good place to live are :

- Respect and consideration within the community and from local services
- Sense of belonging
- Not having issues or concerns with anti-social behaviour.

As perceived problems of safety have improved since the 2006 BVPI, this could in part explain the rise in satisfaction with the local area over this time.

Fig 12
Key drivers to satisfaction with the local area



Base : All respondents answering the questions

Satisfaction with home

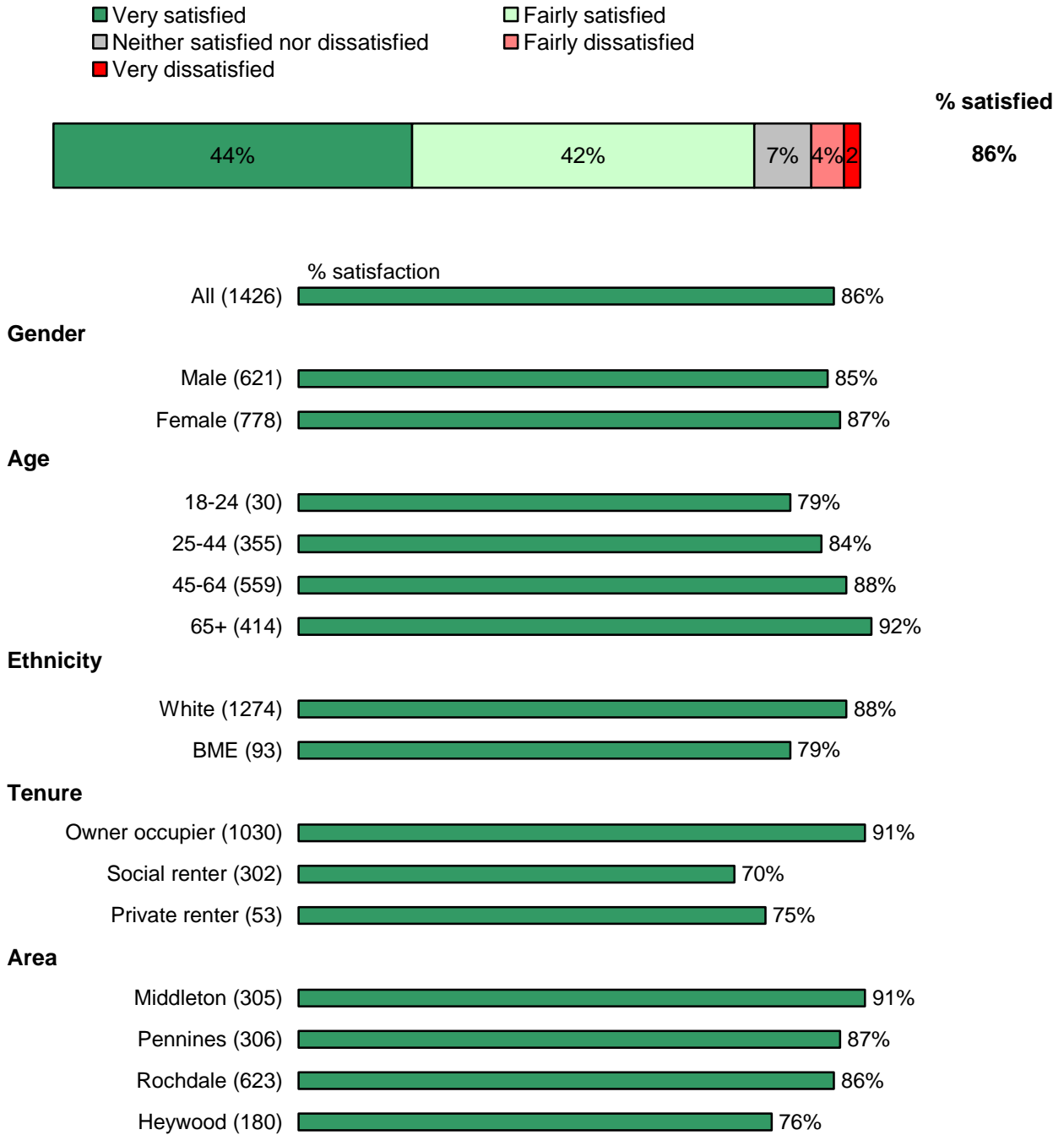
Almost nine in ten respondents (86%) are satisfied with their home as a place to live, just one in twenty (7%) are dissatisfied.

The following groups, illustrated in the figure overleaf, are significantly more satisfied than the area as a whole :

- Older respondents (92% 65+ years v 79% 18-24 years)
- White respondents (88% v 78% BME)
- Owner occupiers (91% v 70% social renters)
- Middleton Township respondents (91% v 76% Heywood).

Fig 13
Satisfaction with your home as a place to live

Q4. And how satisfied or dissatisfied are you with your home as a place to live?



Base : All respondents answering the question (see above)

The score for NI 138 (satisfaction of people over 65 with both home and neighbourhood) is 73.9% satisfied.

Amongst the sample aged 65 or over (411 respondents), 74% are satisfied with both their home and their local area.

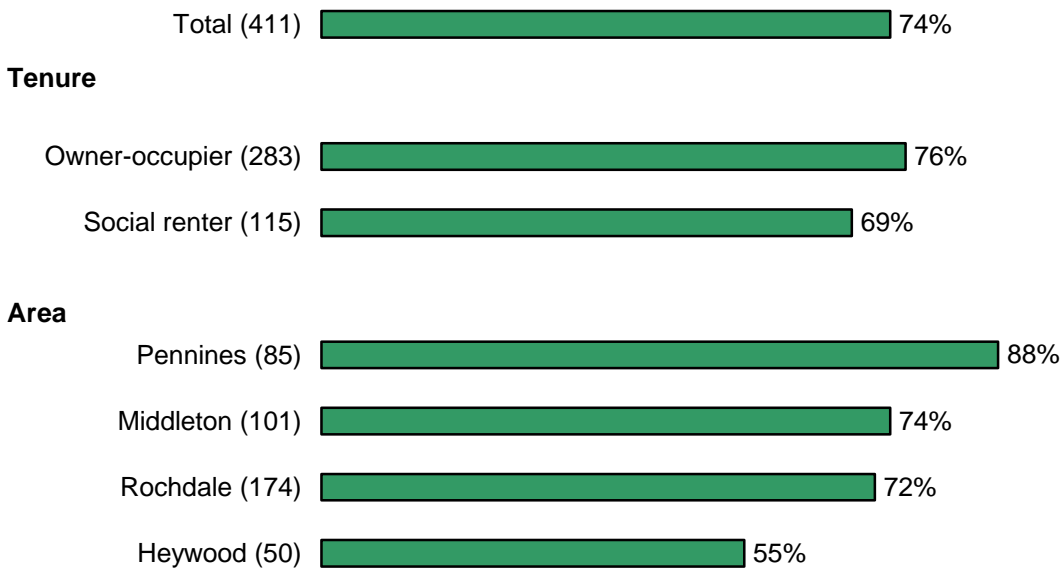
Satisfaction with home and area is highest amongst the elderly respondents in Pennines Township (88% are satisfied with their home and their area), but significantly lower in the Heywood Township (55%). There are no differences by tenure.

Fig 14

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

Q3. Overall, how satisfied or dissatisfied are you with your local area as a place to live?

Q4. And how satisfied or dissatisfied are you with your home as a place to live?



Base : All responding to the question and aged 65+ years (see above)

Summary

- Overall satisfaction with the Rochdale area has increased significantly since the BVPI survey was conducted in 2006, with respect, strong sense of belonging and a lack of perceived anti-social behaviour being key drivers to overall satisfaction. Those living in Pennines Township are most satisfied with their local area.
- These positive opinions are not universal, however, with residents from Black and Minority Ethnic backgrounds less likely to be satisfied than white residents; and men generally less positive than women.

- Having clean streets and lowering levels of crime emerge as key priorities for residents in Rochdale – both of these are identified as aspects that are important and in need of improvement.

About Your Local Area : The People

This following section of the report looks at how respondents interact with others in their neighbourhood; their involvement in the community and perceptions of crime and anti-social behaviour.

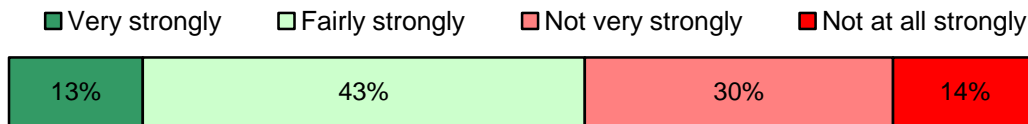
The score for NI 2 (% of people who feel they belong to the neighbourhood) is 56.0% belong.

Just over half of all respondents (56%) feel a belonging to their immediate neighbourhood.

Fig 15

NI 2 – % of people who feel they belong to the neighbourhood

Q5. How strongly do you feel you belong to your immediate neighbourhood?



Base : All giving an opinion (see above)

Sense of belonging to the neighbourhood is a key driver to overall satisfaction to the local area. Sense of belonging is significantly higher for the following groups :

- Those aged 65+ years (72% v 56% overall)

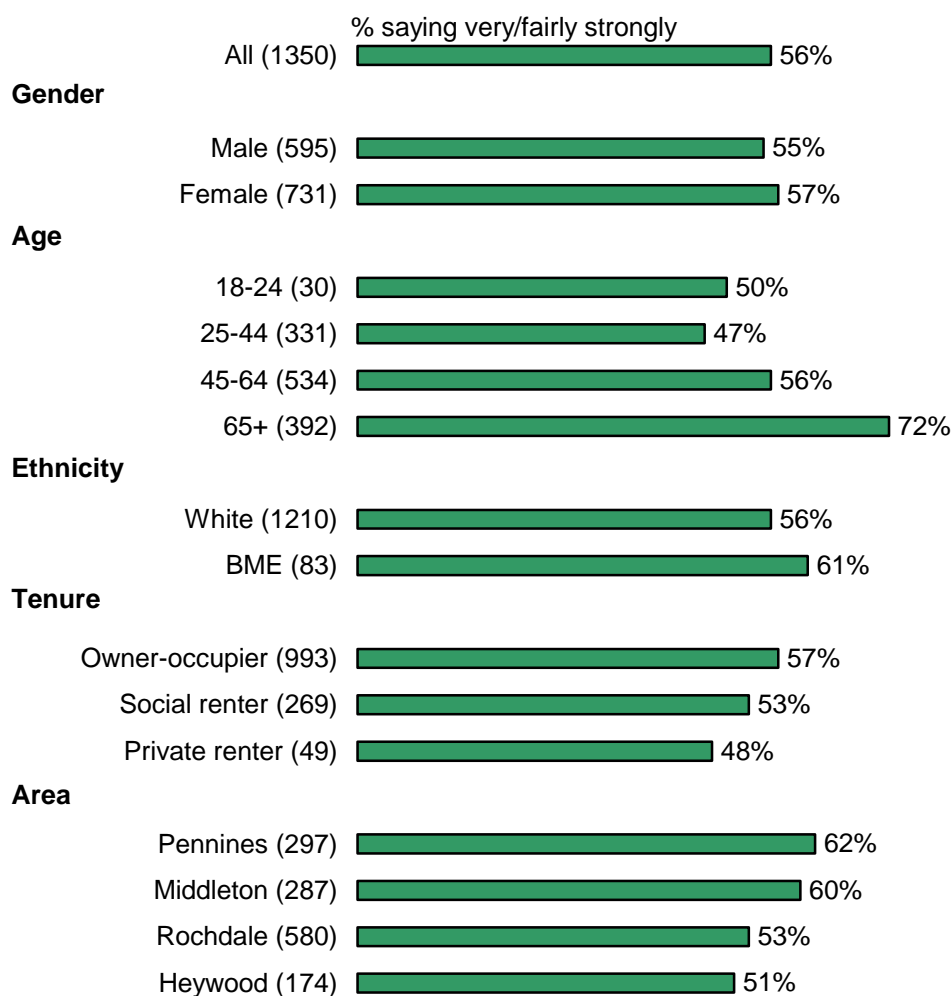
There are no significant differences by area.

These are illustrated in the following figure.

Fig 16

NI 2 – % of people who feel they belong to the neighbourhood

Q5. How strongly do you feel you belong to your immediate neighbourhood?



Base : All giving an opinion (see above)

It should also be noted, that those who feel informed about public services are also considerably more likely to feel they belong (69% v 51% of those who do not feel informed).

Helping out

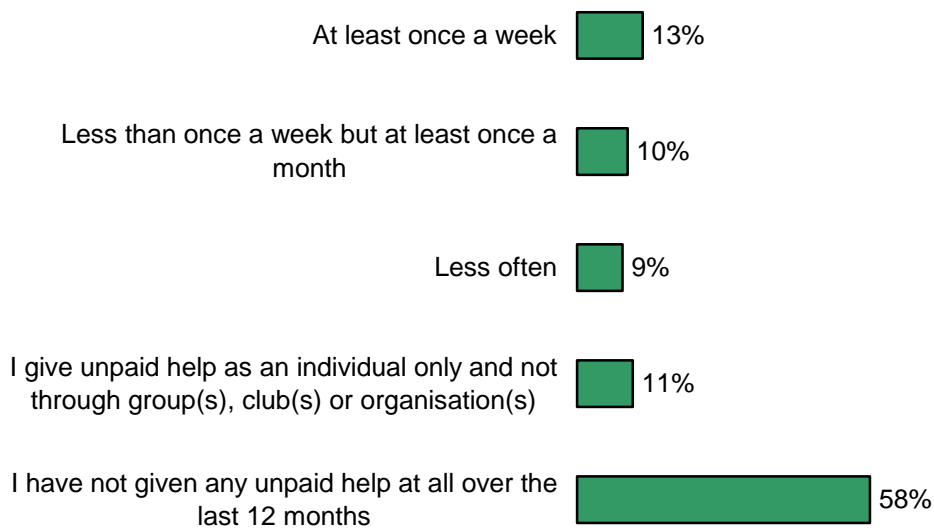
The score for NI 6 (participation in regular volunteering) is 23.1% formal volunteers.

Roundly a quarter of respondents (23%) carry out some kind of volunteering activity at least once a month.

Fig 17

NI 6 – Participation in regular volunteering

Q15. Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)?



Base : All respondents giving an opinion (1213)

Those from a BME background are more likely to volunteer their time (37% v 21% white).

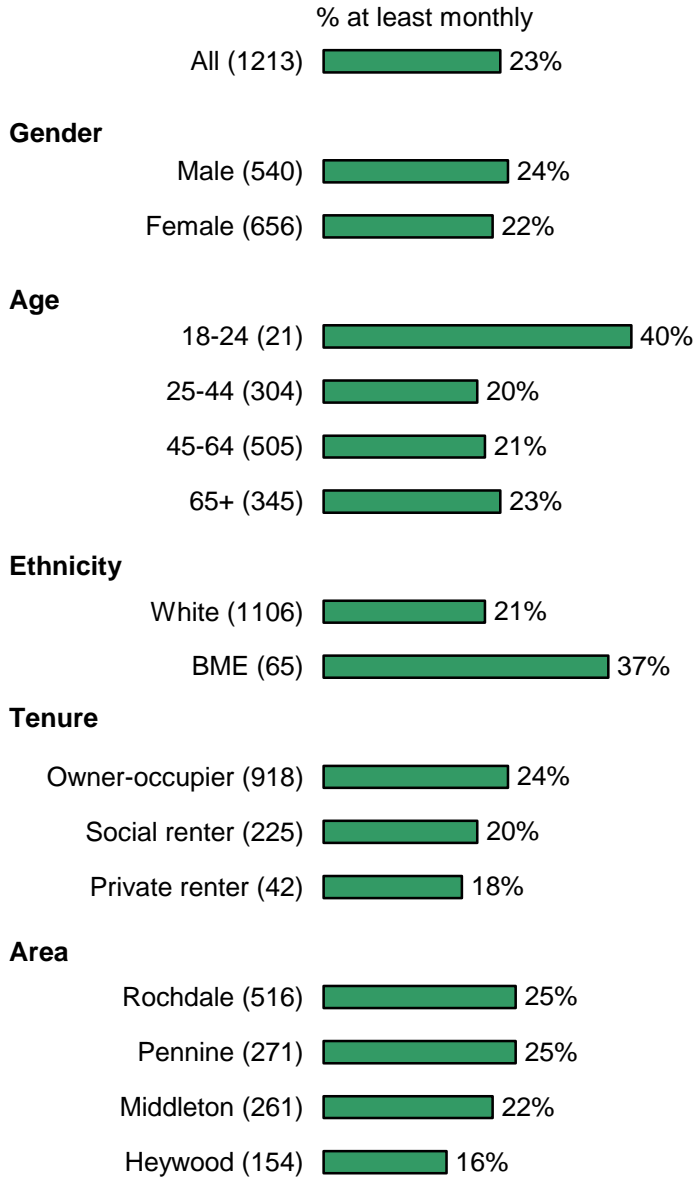
There are no significant differences by area.

This is detailed in the figure overleaf.

Fig 18

At least monthly volunteer

Q15. Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)?



Base : All respondents giving an opinion (see above)

Respect and consideration

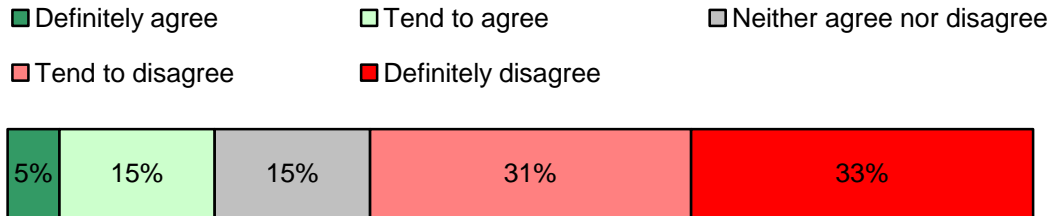
The score for NI 22 (perceptions of parents taking responsibility for the behaviour of their children in the area) is 20.3% agreeing.

A fifth of respondents (20%) feel that in their local area parents do not take enough responsibility for their children’s behaviour. The majority (64%) disagree.

Fig 19

NI 22 – Perceptions of parents taking responsibility for the behaviour of their children in the area

Q17. To what extent do you agree or disagree that in your local area, parents take enough responsibility for the behaviour of their children?



Base : All respondents giving an opinion (1334)

Parents taking responsibility for the behaviour of their children is also a key driver to overall satisfaction with the area. Those more likely to disagree are :

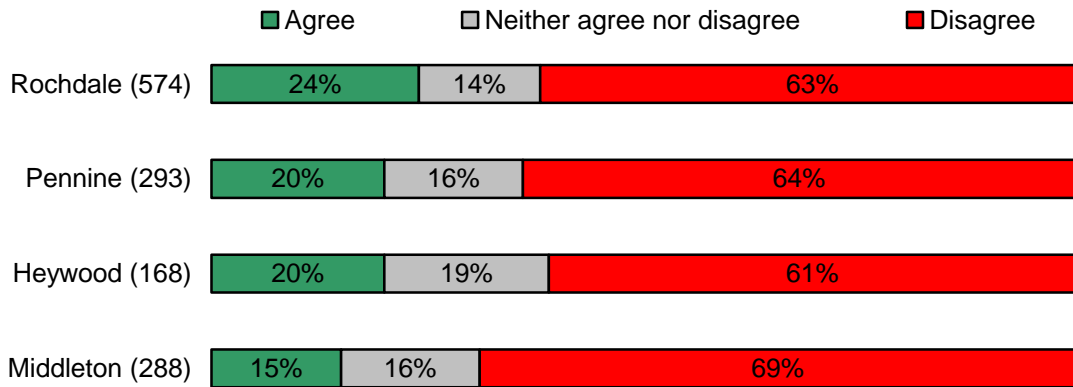
- White (67% v 41% BME)
- Workless (76% v 64% overall)
- Respondents without children in their household (67% v 60% with children).

While 64% disagree that parents do take enough responsibility, this ranges from 61% in Heywood Township to 69% in Middleton Township. Results are consistent across areas – there are no significant differences against overall total.

Fig 20

NI 22 – Perceptions of parents taking responsibility for the behaviour of their children in the area

Q17. To what extent do you agree or disagree that in your local area, parents take enough responsibility for the behaviour of their children?



Base : All respondents giving an opinion (see above)

Social cohesion

The score for NI 1 (% of people who believe people from different backgrounds get on well together in their local area) is 57.2% agreeing.

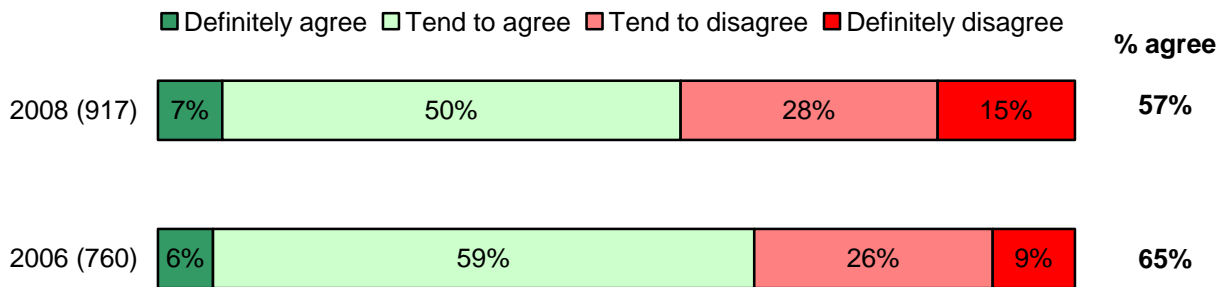
Amongst those stating an opinion, almost six in ten agree that people from different backgrounds get on well in their area (57%).

The proportion agreeing that their local area is a place where people from different backgrounds get on well together has declined significantly from 2006 (2008 – 57%, 2006 – 65%).

Fig 21

NI 1 – % of people who believe people from different backgrounds get on well together in their local area

Q18. To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



Base : All respondents giving an opinion and living in a diverse area (see above)

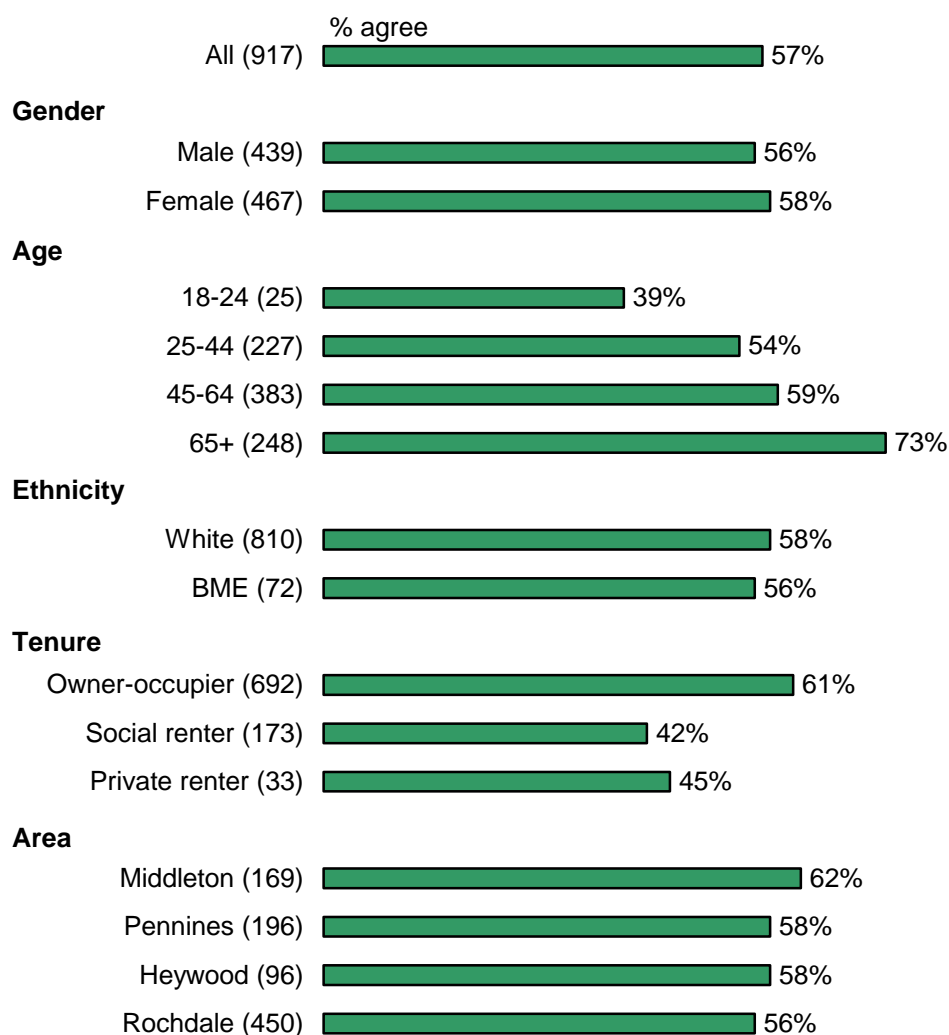
Agreement is higher amongst older respondents (73% for 65+ years). Those in social rented accommodation are least likely to acknowledge social cohesion (42% agree).

Perception of social cohesion is consistent across Townships. This is detailed in the figure below.

Fig 22

NI 1 – % of people who believe people from different backgrounds get on well together in their local area

Q18. To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



Base : All respondents giving an opinion (see above)

Respect and Consideration

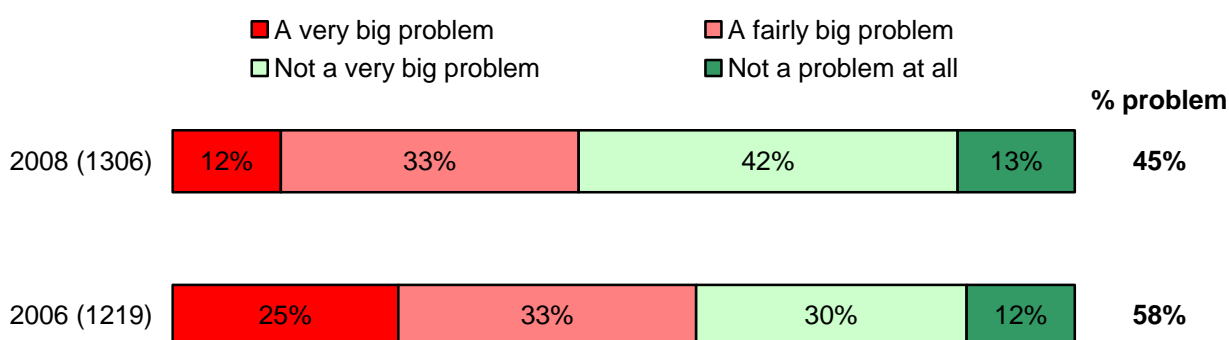
The score for NI 23 (perceptions that people in the area treat one another with respect and consideration) is 45.3% saying a problem.

Almost half of all respondents (45%) see there to be a problem in their local area with people treating others with respect and consideration. 55% do not believe there to be a problem.

Fig 23

NI 23 – Perceptions that people in the area treat one another with respect and consideration

Q19. In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration?



Base : All respondents answering the question (see above)

NB. In 2006, the question was asked as part of a series of battery statements

The proportion believing there is a problem of people not treating other people with respect and consideration had declined significantly since 2006 (45% v 58%).

Those most likely to believe there is a problem are :

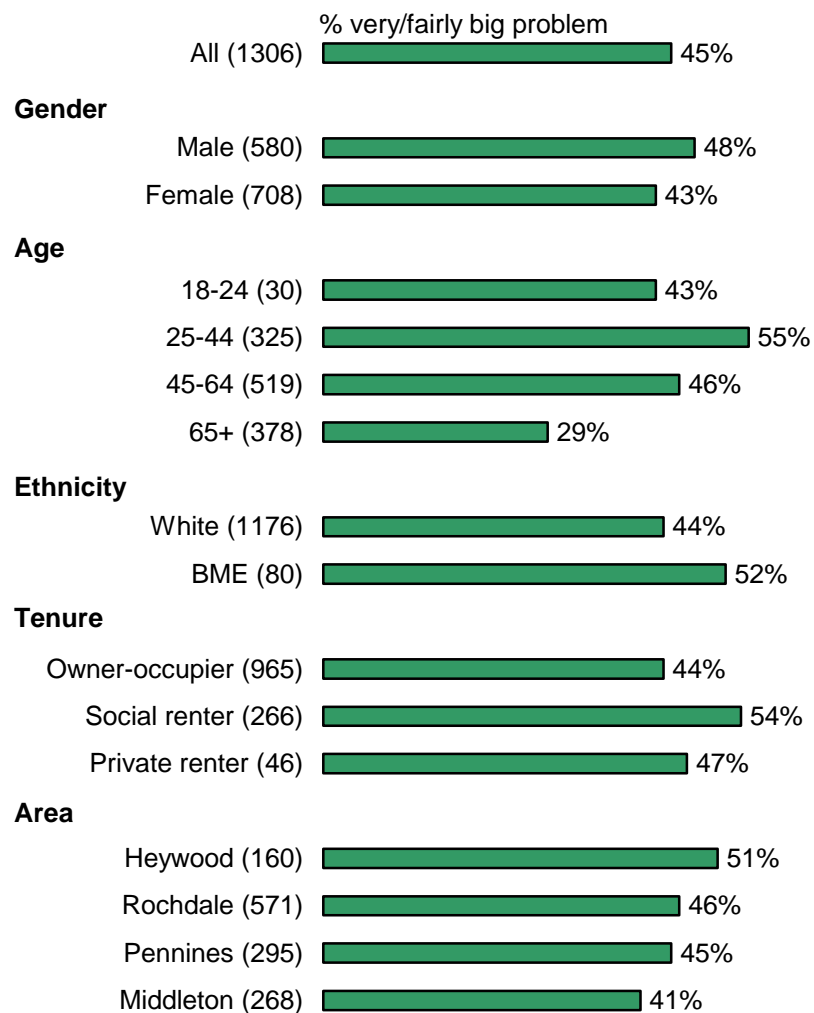
- Those aged 25-44 years (55% v 29% for those aged 65+ years)
- Social renters (54%).

Respect and consideration is consistent across Township areas, and is shown in the figure overleaf.

Fig 24

NI 23 – Perceptions that people in the area treat one another with respect and consideration

Q19. In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration?



Base : All respondents giving an opinion (see above)

Older people receiving support

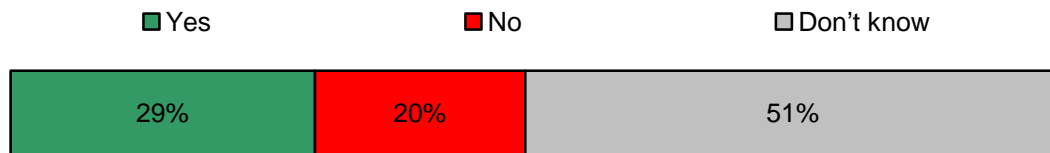
The score for NI 139 (the extent to which older people receive the support they need to live independently) is 29.3% agree.

When asked to consider the support offered to older people, half the sample could make no judgement (51%).

Fig 25

NI 139 – The extent to which older people receive the support they need to live independently

Q21. In your opinion, are older people in your local area able to get the services and support they need to continue to live at home for as long as they want to? (This could include help or support from public, private or voluntary services or from family, friends and the wider community).



Base : All respondents answering the question (1427)

Amongst those respondents who could offer an opinion, 59% agreed that older people could get the support they needed to stay in their homes.

While 72% of those over 65 felt that there was enough relevant support, it must be noted that the sample comprised respondents living at home anyway (those in care homes etc may well be under-represented).

Fig 26

NI 139 – The extent to which older people receive the support they need to live independently

Q21. In your opinion, are older people in your local area able to get the services and support they need to continue to live at home for as long as they want to? (This could include help or support from public, private or voluntary services or from family, friends and the wider community).



Base : All respondents with an opinion (see above)

Community safety

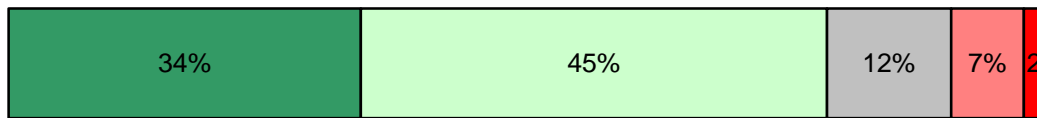
During the day 79% of respondents feel safe out and about in their local area. In contrast 35% feel safe after dark.

Fig 27

Safety before/after dark

Q23. How safe or unsafe do you feel when outside in your local area during the day?

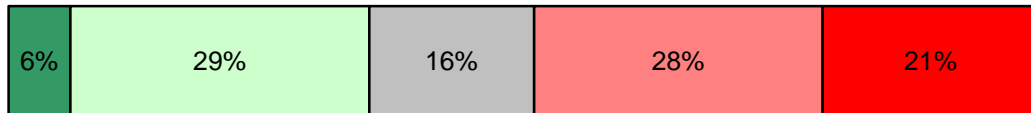
Very safe
 Fairly safe
 Neither safe nor unsafe
 Fairly unsafe
 Very unsafe



Base : All respondents answering the question (1355)

Q22. How safe or unsafe do you feel when outside in your local area after dark?

Very safe
 Fairly safe
 Neither safe nor unsafe
 Fairly unsafe
 Very unsafe



Base : All respondents answering the question (1373)

In all, half of all respondents feel unsafe after dark (49%). Those groups most likely to feel unsafe after dark include :

- Women (53% unsafe v 45% men)
- Disabled respondents (54% v 46% able-bodied)
- Social renters (65% v 46% owner occupiers).

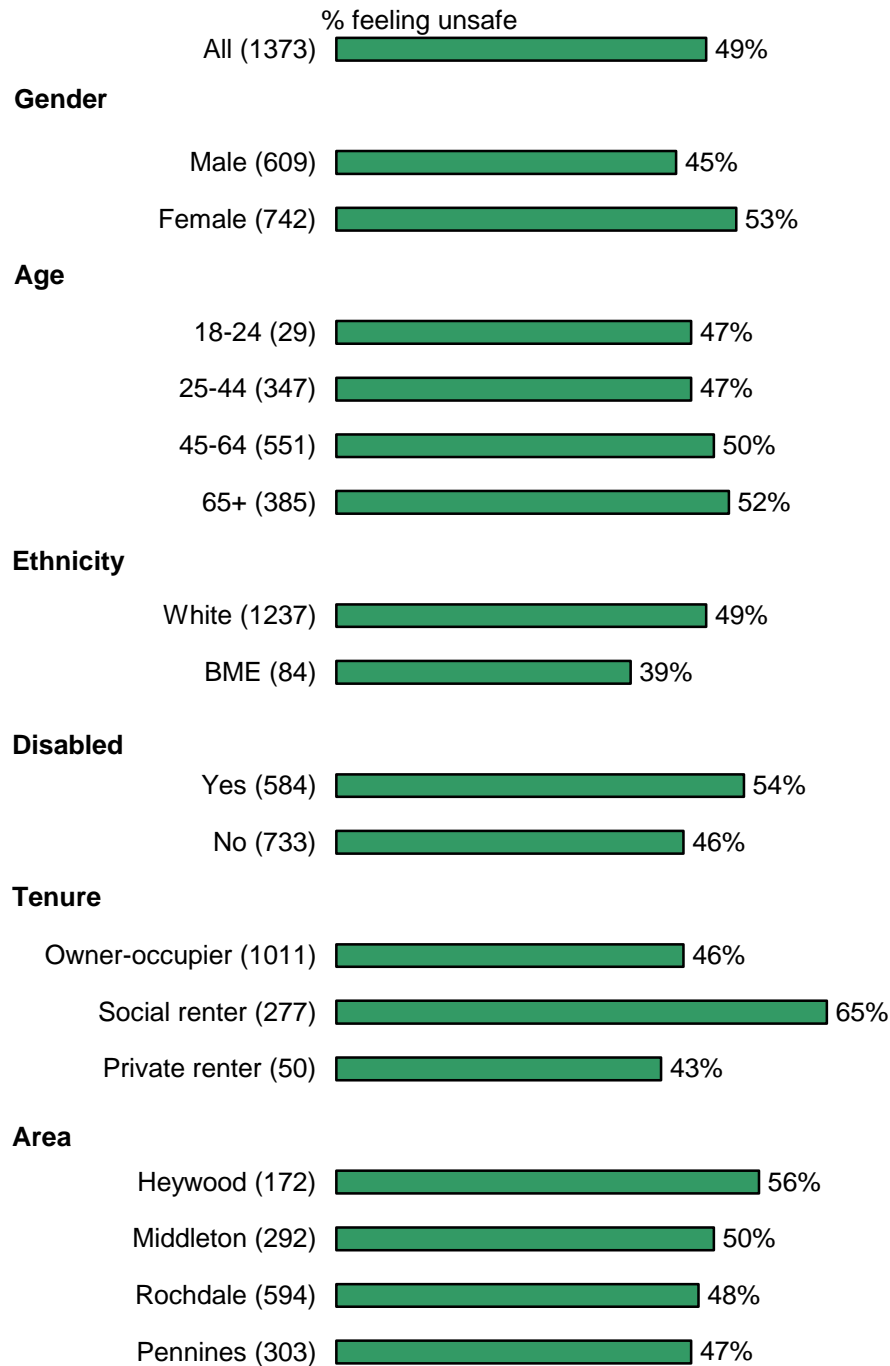
There are no significant differences by area.

This is detailed in the figure overleaf.

Fig 28

Safety after dark

Q22. How safe or unsafe do you feel when outside in your local area after dark?



Base : All respondents answering the question (see above)

Anti-social behaviour

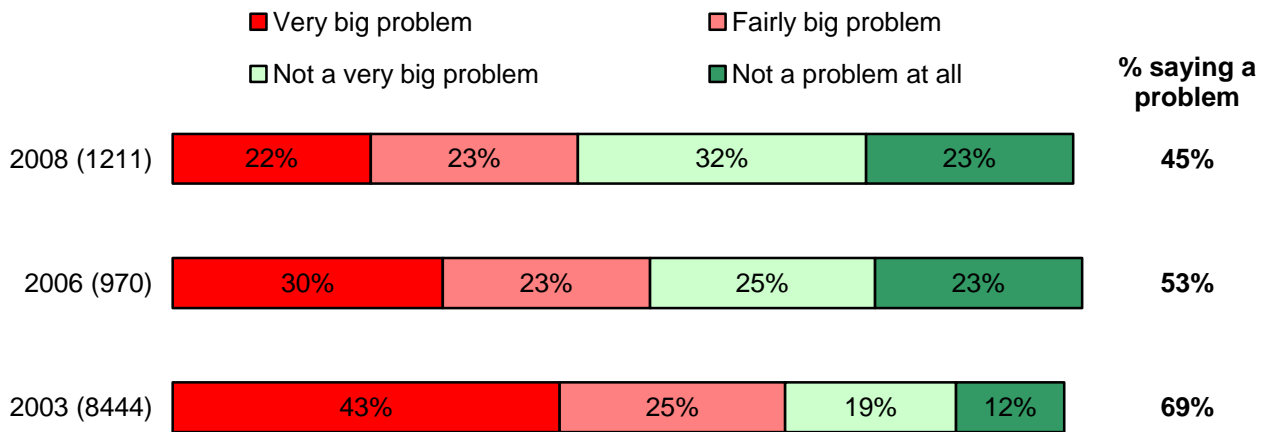
Respondents considered seven aspects of anti-social behaviour in 2006, there were 9 to consider – parents not taking responsibility for the behaviour of their children and people not treating each other with respect are treated as separate questions in 2006. While these were addressed in the 2003 and 2006 survey, the drug and alcohol aspects are dealt with separately since these are specific indicators.

The score for NI 42 (perceptions of drug use or drug dealing as a problem) is 45.1% saying a problem.

Fig 29

NI 42 – Perceptions of drug use or drug dealing as a problem

Q24. Thinking about this local area, how much of a problem do you think each of the following are people using or dealing drugs?



Base : All giving an opinion (see above)

The perception that “drugs” is a problem locally continue to fall; 69% consider this to be a problem in 2003, it is 45% in 2008.

Those considering drugs to be a problem is significantly higher for :

- BME respondents (66% saying a problem v 42% white respondents)
- Social renters (69% v 40% owner occupiers).

Drugs are seen as more of a problem in Rochdale Township (51%, but less so in Middleton and Pennines (both 38%).

The score for NI 41 (perceptions of drunk or rowdy behaviour as a problem) is 40.9% saying a problem.

Two-fifths of respondents see drunk and rowdy people in public places as a problem (41%).

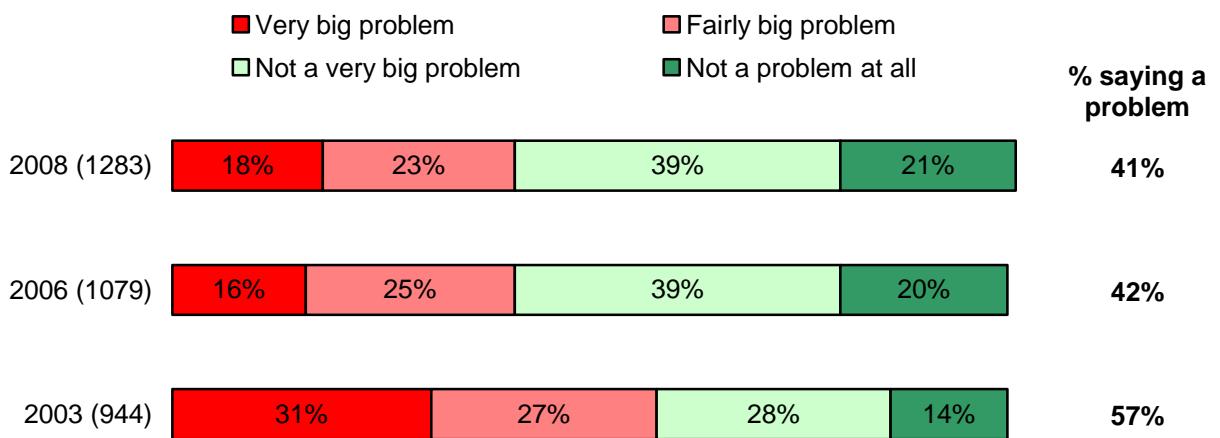
Again, social renters are more likely to see drunkenness as a problem (56% v 37% owner occupiers).

Perceptions of alcohol being a problem is less of a problem in Middleton (34% problem).

Fig 30

NI 41 – Perceptions of drunk or rowdy behaviour as a problem

Q24. Thinking about this local area, how much of a problem do you think each of the following are people being drunk or rowdy in public places?

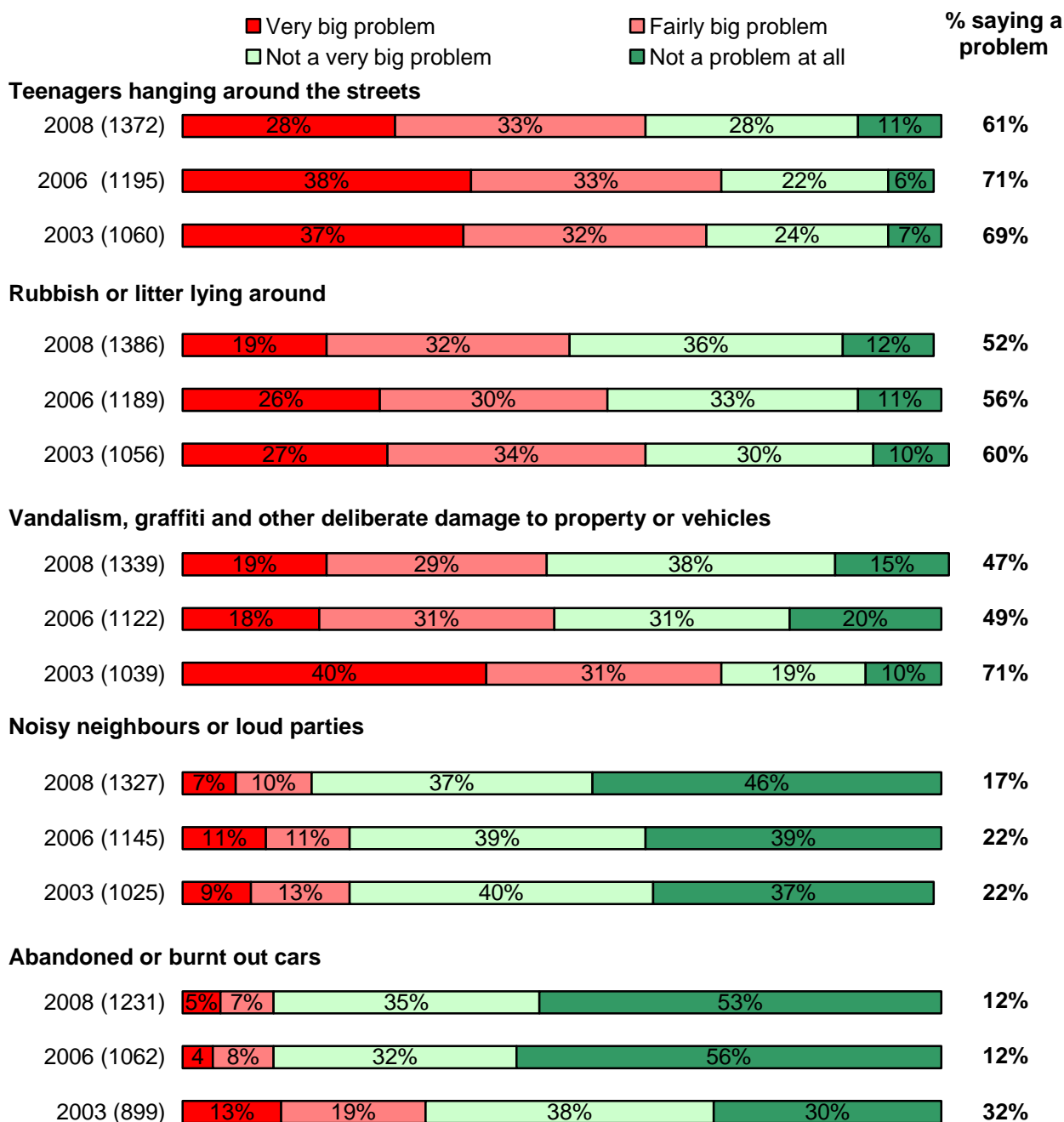


Base : All giving an opinion (see above)

With respect to other anti-social behaviours presented, the 2003 and 2006 trend of a decline is then perceived as a problem has continued in 2008, particularly with respect to teenagers hanging around on the streets (61% v 71% in 2006). Other statements have remained largely consistent following declines from 2003 to 2006.

Fig 31
Anti-social behaviour issues

Q24. Thinking about this local area, how much of a problem do you think each of the following are...?



Base : All respondents answering the question (see above)

Rochdale has three areas of particular concern, whilst perceptions in Middleton appear to be more positive.

Table 6 : The Hot Spots
Base : All responding

Area	All	Compared to the Council area overall, concern assigned to...	
		Significantly higher (X)	Significantly lower (3)
Teenagers hanging around the streets	61%	-	-
Rubbish & litter lying around	52%	-	Middleton (43%)
Vandalism & Graffiti	47%	-	-
Drugs	45%	Rochdale (51%)	-
Drunk/rowdy behaviour	41%	-	Middleton (34%)
Noisy neighbours/loud parties	17%	-	Middleton (12%)
Abandoned, burnt out cars	13%	Rochdale (15%)	-

To offer a comprehensive insight into the whole issue of anti-social behaviour, all seven aspects tested have been combined, for each respondent, to produce an overall ASB issue score. The score is simply the sum of each respondent's scores for each attributes where 0=not a problem at all and 3=a very big problem. That is, the larger the score, the most likely it is that that respondents perceive ASB to be a problem, 21 would be the highest possible score.

The score for NI 17 (perceptions of anti-social behaviour) is 35.7% scoring 11+.

As stated, perceptions of anti-social behaviour are most positive in Middleton Township (27% score 11+). Other groups who perceive anti-social behaviour to be a problem are :

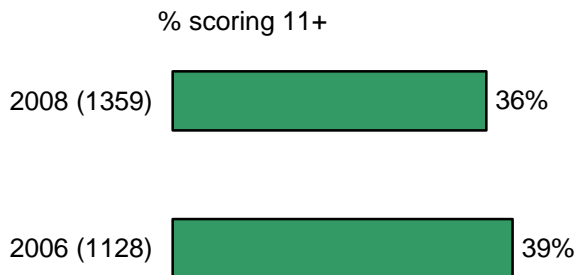
- Men (41% rate 11+ v 31% women)
- BME (55% v 33% white)
- Social renters (50% v 32% owner occupiers).

Perceived levels of anti social behaviour have decreased since 2006.

Fig 32

NI 17 – Perceptions of anti-social behaviour

The ASB Index

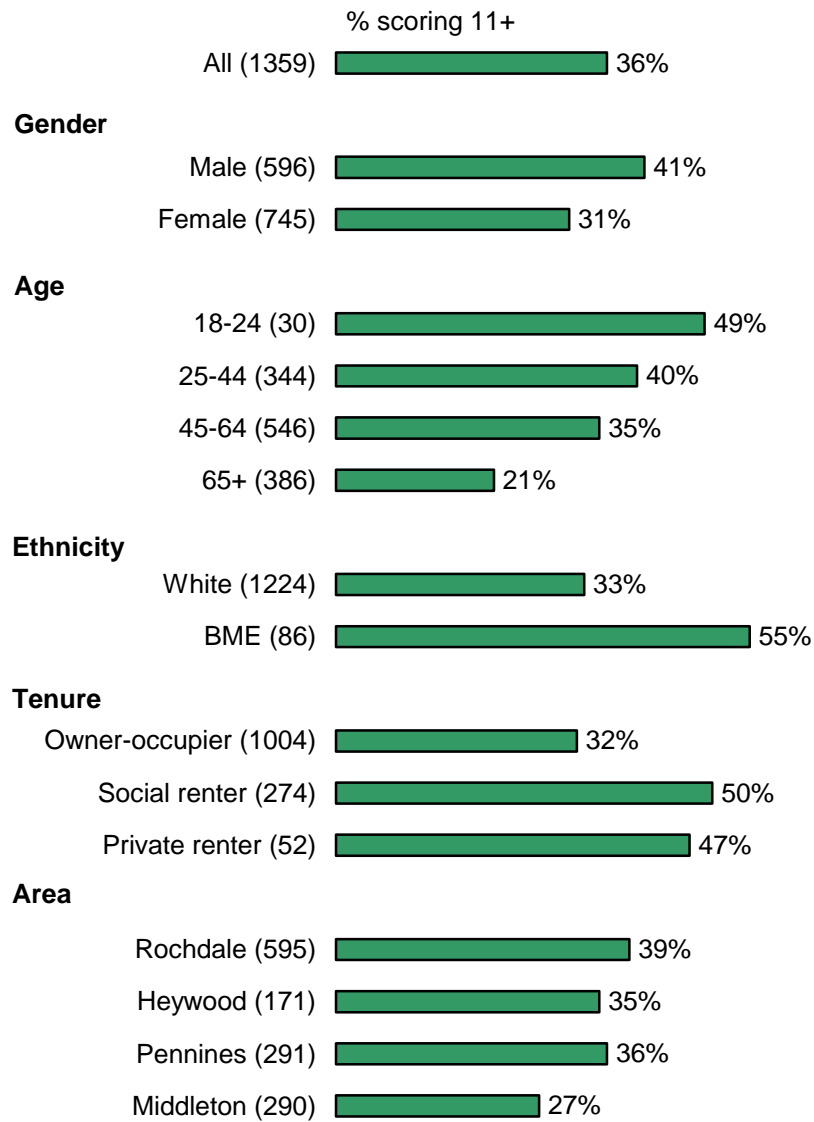


Base : All giving an opinion (see above)

Fig 33

NI 17 – Perceptions of anti-social behaviour

The ASB index



Base : All giving an opinion (see above)

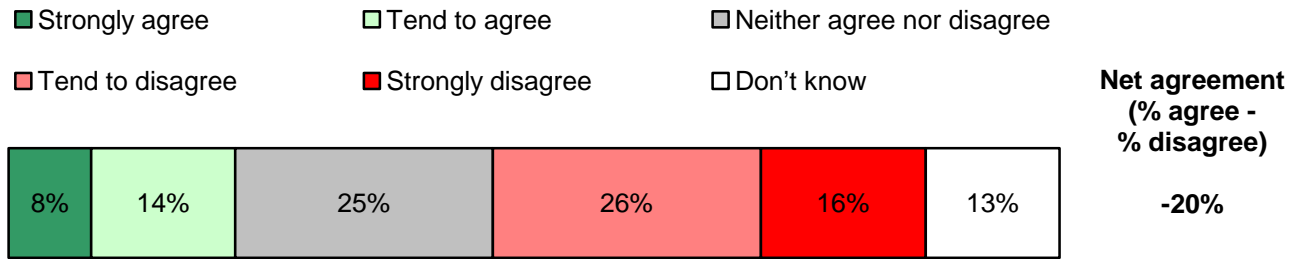
The score for NI 27 (understanding of local concerns about anti-social behaviour) is 21.3% agreeing.

On the whole respondents do not feel the police and other public agencies seeks local views and ASB : a fifth (21%) think they do, but two-fifths (41%) think they do not.

Fig 34

NI 27 – Understanding of local concerns about anti-social behaviour

Q25. So, how much would you agree or disagree that the police and other local public services seek people’s views about these issues in your local area?



Base : All respondents answering the question (1391)

Those least likely to agree that their views are being sought are :

- Owner occupiers (18% v 32% of social renters)

There are no significant differences by area.

The score for NI 21 (dealing with local concerns about anti-social behaviour and crime issues by the local Council and police) is 17.3% agreeing.

Despite there being a decrease in perceived levels of crime and anti-social behaviour, less than a fifth (17%) agree that the agencies are dealing successfully with the issues with two-fifths disagreeing (39%).

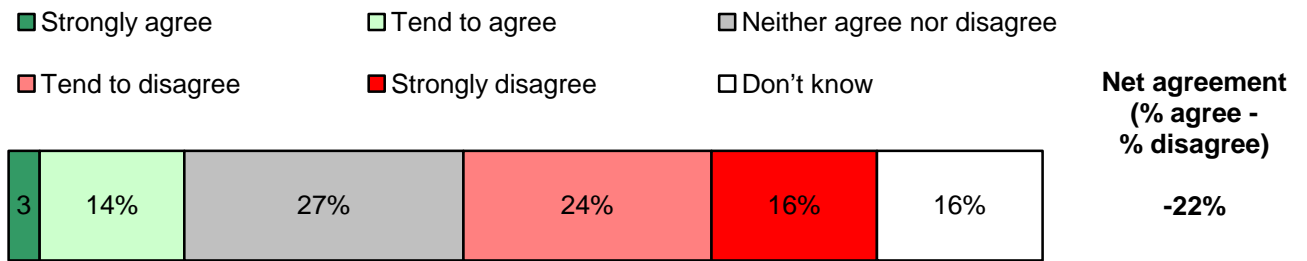
There are no differences by age, gender, ethnicity or tenure.

There are no significant differences by area.

Fig 35

NI 21 – Dealing with local concerns about anti-social behaviour and crime issues by the local Council and police

Q26. And how much would you agree or disagree that the police and other local public services are successfully dealing with these issues in your local area?

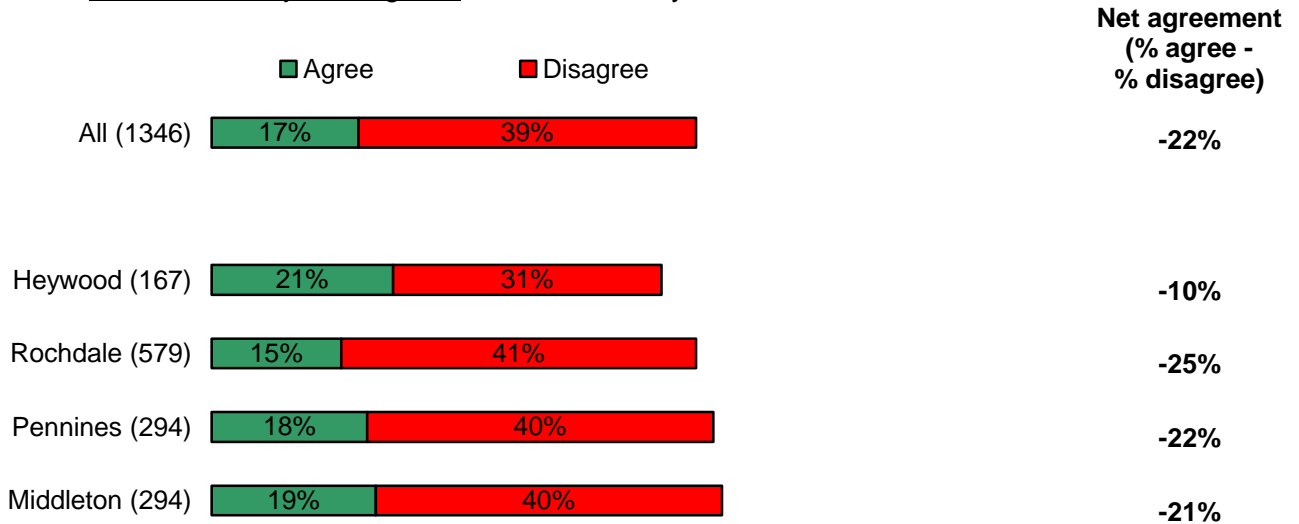


Base : All respondents answering the question (1346)

Fig 36

NI 21 – Dealing with local concerns about anti-social behaviour and crime issues by the local Council and police

Q26. And how much would you agree or disagree that the police and other local public services are successfully dealing with these issues in your local area?



Base : All respondents answering the question (see above)

Summary

- Respect within the community appeared as a key driver to overall satisfaction, and since 2006, Rochdale had a mixed performance in this area. Community cohesion perceptions have declined significantly, whilst perceptions that people do not treating each other with respect has fallen. However, those from a white background and those who live in social rented accommodation are less convinced that community cohesion is applicable to their neighbourhood.
- Almost all respondents feel safe during the day, although this falls to just half at night. Overall, perceptions of anti-social behaviour have decreased since 2006. The biggest issue in the area is now perceived to be teenagers hanging around on the streets despite the fact that this, like many other perceived ASBs, has decreased. Rochdale Township is more likely to perceive anti-social behaviour than the rest of the borough.
- Whilst perceptions of anti-social behaviour are decreasing, there is scepticism as to whether public services are listening to or dealing with local concerns. It is therefore important that public services communicate the work they are doing to tackle anti-social behaviour, so that they receive the credit for the perceived drop in ASB issues.

Your Local Public Services

This section explores the relationship respondents have with local public services – how involved they are in service delivery and how satisfied they are with the services provided.

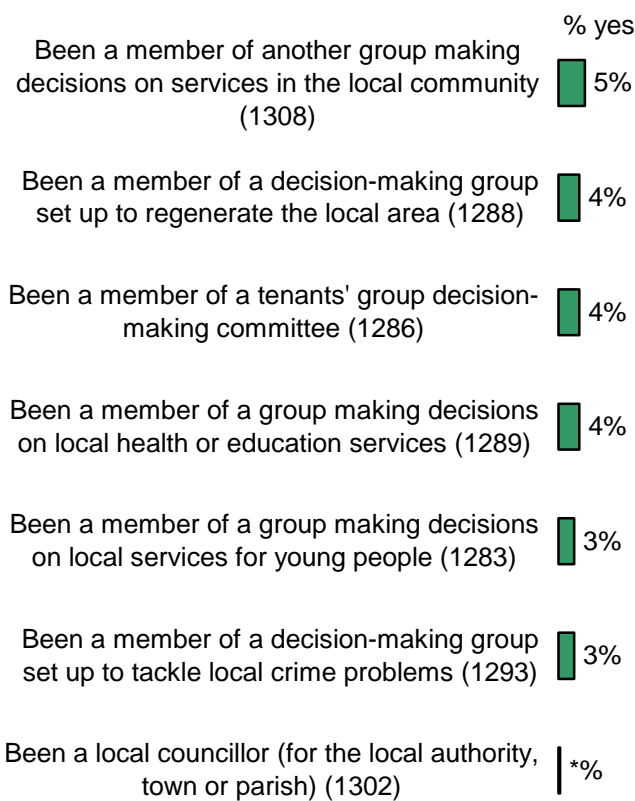
The score for NI 3 (civic participation in the local area) is 14.5% taken part.

One in six respondents (15%) has taken part in at least one of the civic/community activities set out below in the preceding 12 months.

Fig 37

NI 3 – Civic participation in the local area

Q16. In the past 12 months, have you...



Base : All respondents answering the question (see above)

Most respondents (86%) have taken no part in any of the activities.

Those respondents least likely to take part in any civic/community activities are :

- Aged 25-44 years (11% v 15% overall)
- White (12% v 27% BME)
- Respondents without children in the household (13% v 18% with children)
- Respondents without a sense of belonging to the neighbourhood (12% v 17% with).

Community engagement

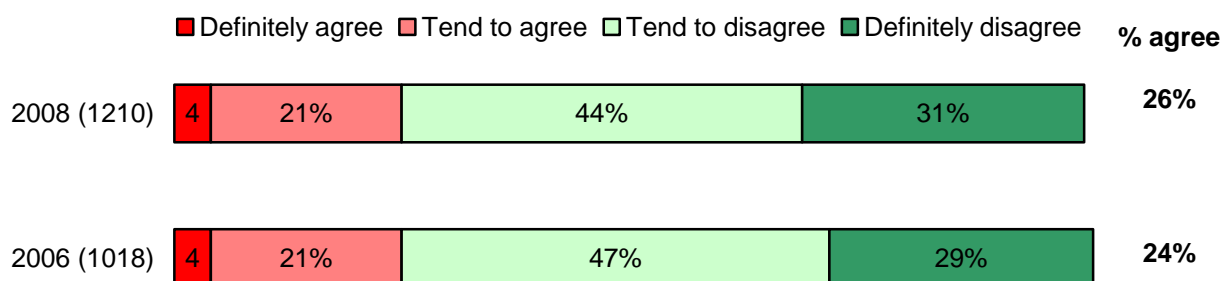
The score for NI 4 (% of people who feel they can influence decisions in their locality) is 25.6% agreeing.

A quarter of respondents (26%) feel they can influence local area decisions : three-quarters (74%) disagree. Results are consistent with 2006, where 24% felt they could influence decisions.

Fig 38

NI 4 – % of people who feel they can influence decisions in their locality

Q13. Do you agree or disagree that you can influence decisions affecting your local area?



Base : All respondents giving an opinion (see above)

Those least likely to agree that they can influence decisions locally are :

- 45-64 year olds (19% v 26% overall)
- White respondents (24% v 48% BME)
- Owner occupiers (21% v 40% social renters).

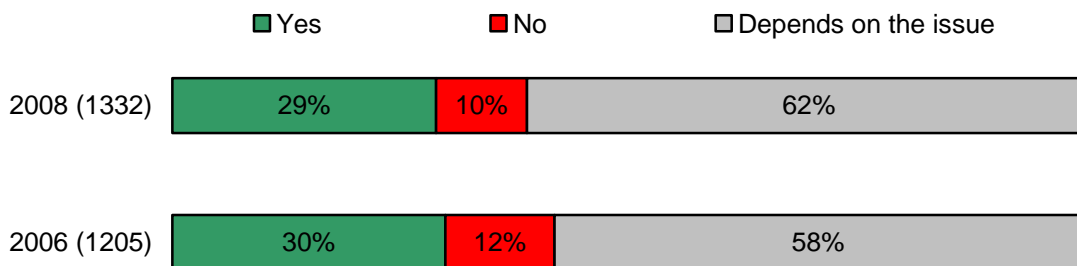
There are no significant differences by Townships.

As in 2006, three in ten (29%) would like to be involved in decision making. Three-fifths (62%) could become engaged depending on the issue. One in ten (10%) do not have interest.

Fig 39

Future decisions

Q14. Generally speaking, would you like to be more involved in the decisions that affect your local area?



Base : All respondents answering the question (see above)

Of those involved in a decision making group in the last 12 months (167 people), half (45%) would like to be involved in the future. Of those not having previous participation, 26% are interested.

The demographic profile of those wanting to be more involved in the decision making process are :

- Men (35% v 24% women)
- Those aged 25-44 years (33% v 20% aged 65+ years)
- BME respondents (40% v 27% white).

There are no differences by region.

Service delivery

The score for NI 140 (fair treatment by local services) is 59.2% treated with respect and consideration.

Almost three-fifths of respondents (59%) feel that local public services treat with respect and consideration all or most of the time.

Fig 40

NI 140 – Fair treatment by local services

Q20. In the last year would you say that you have been treated with respect and consideration by your local public services...?

■ All of the time ■ Most of the time ■ Some of the time ■ Rarely ■ Never



Base : All respondents giving an opinion (1221)

It is women (63%), those over 65 (74%) who are most likely to feel that public services treated them with consideration all or most of the time.

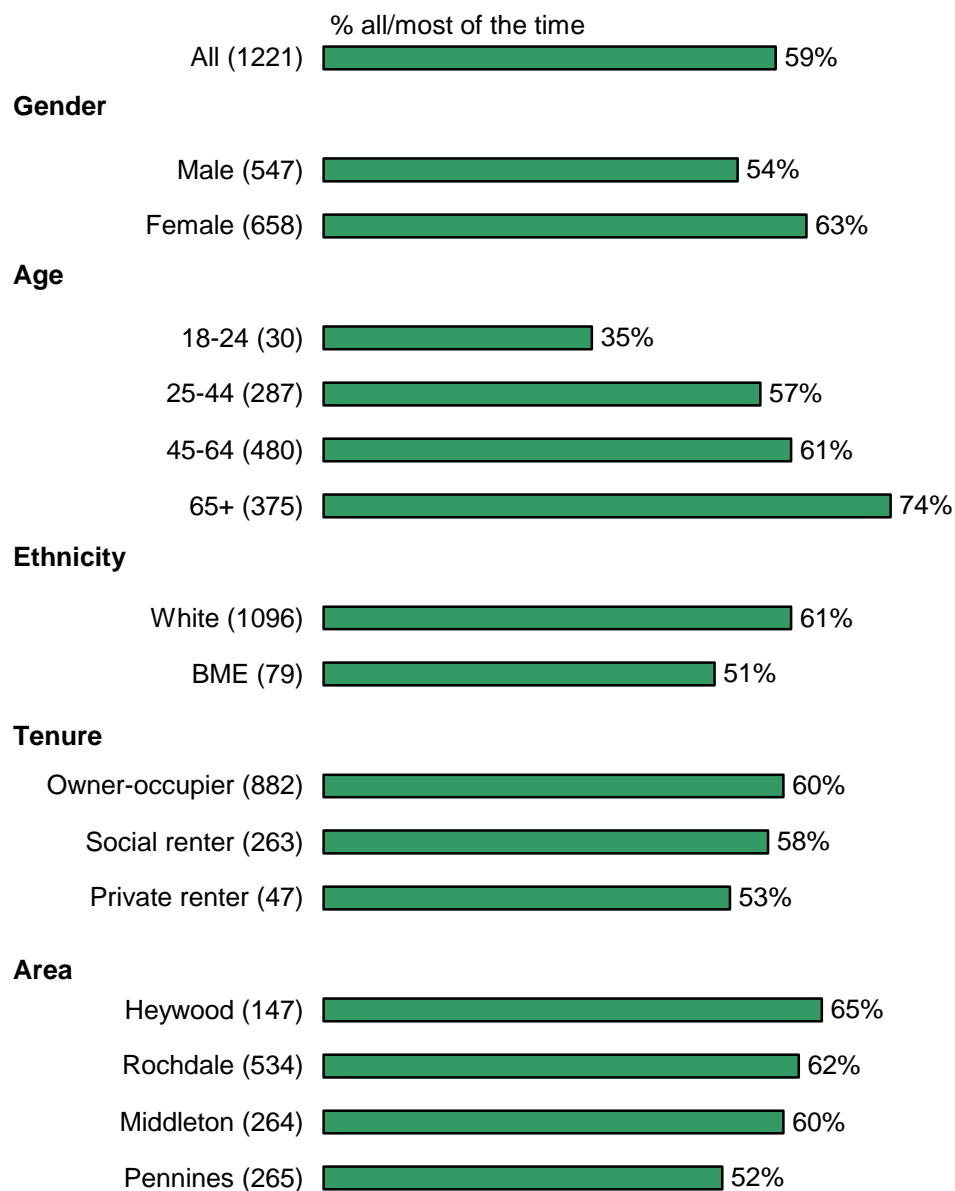
Respondents in the Pennines township are significantly less likely to believe they are treated with respect and consideration all or most of the time (52%).

These differences are noted in the figure overleaf.

Fig 41

NI 140 – Fair treatment by local services

Q20. In the last year would you say that you have been treated with respect and consideration by your local public services...?



Base : All respondents giving an opinion (see above)

Service Implementation

Respondents were asked to what extent they believe a number of statements apply to public services in their local area.

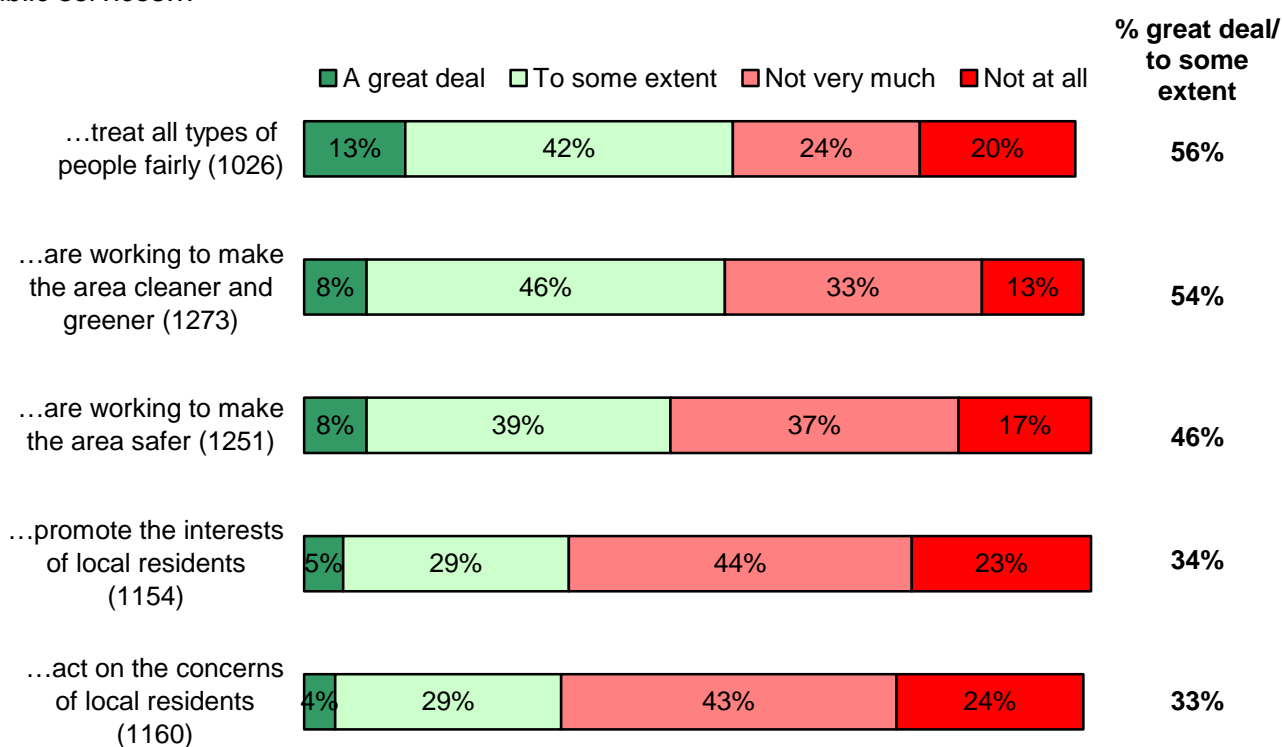
Over a half (54%) agree that local agencies are working to make the area cleaner and greener, and just under half (46%) see them as making the area safer.

There is least agreement that local public services acts on the concerns of local residents (33%) or promote the interests of local residents (34%).

Fig 42

Local public services

Q6. Here are some things that people have said about their local public services. To what extent do you think that these statements apply to public services in your local area? Local public services...



Base : All respondents answering the question (see above)

Opinion regarding the treatment of all types of people fairly is consistent across ethnicity, age and disability. Men however, are less likely to agree a great deal/some extent (51% v 61% women).

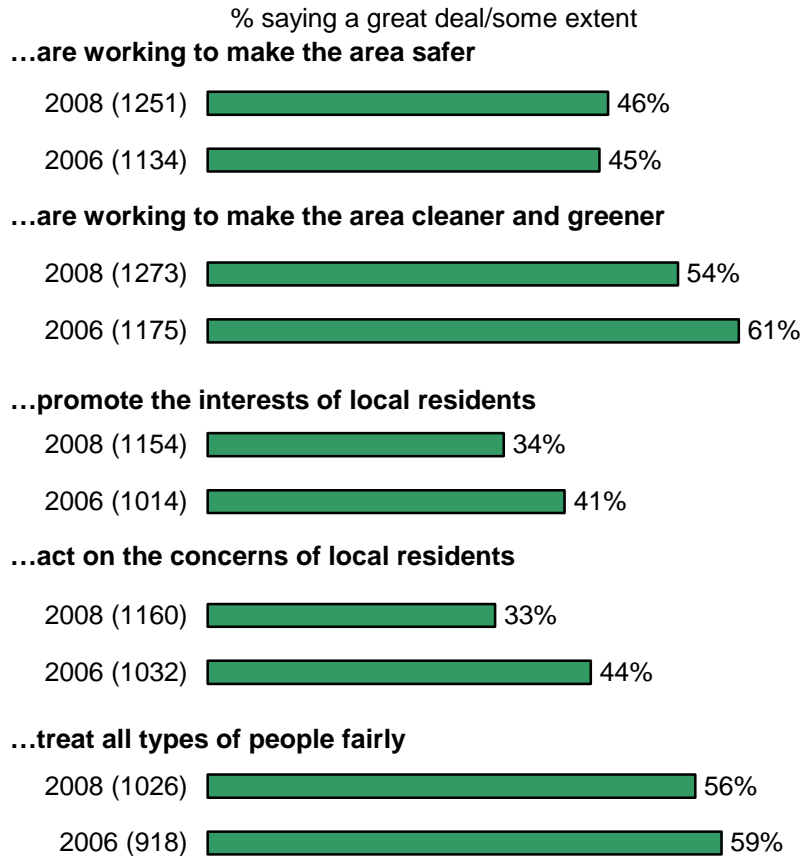
Those aged 65+ are more likely to agree (65%).

The questions was asked only of the Council in 2006, comparisons with the 2008 results may indicate that the public is becoming less convinced that agencies are promoting their interest or reacting to their concerns, or even treating all types of people fairly.

Fig 43

Local public services...

Q6. Here are some things that people have said about their local public services. To what extent do you think that these statements apply to public services in your local area? Local public services...



Base : All respondents answering the question (see above)

NB. In 2006, the question was "Here are some things that other people have said about their Council. To what extent do you think that these statements apply to your local Council."

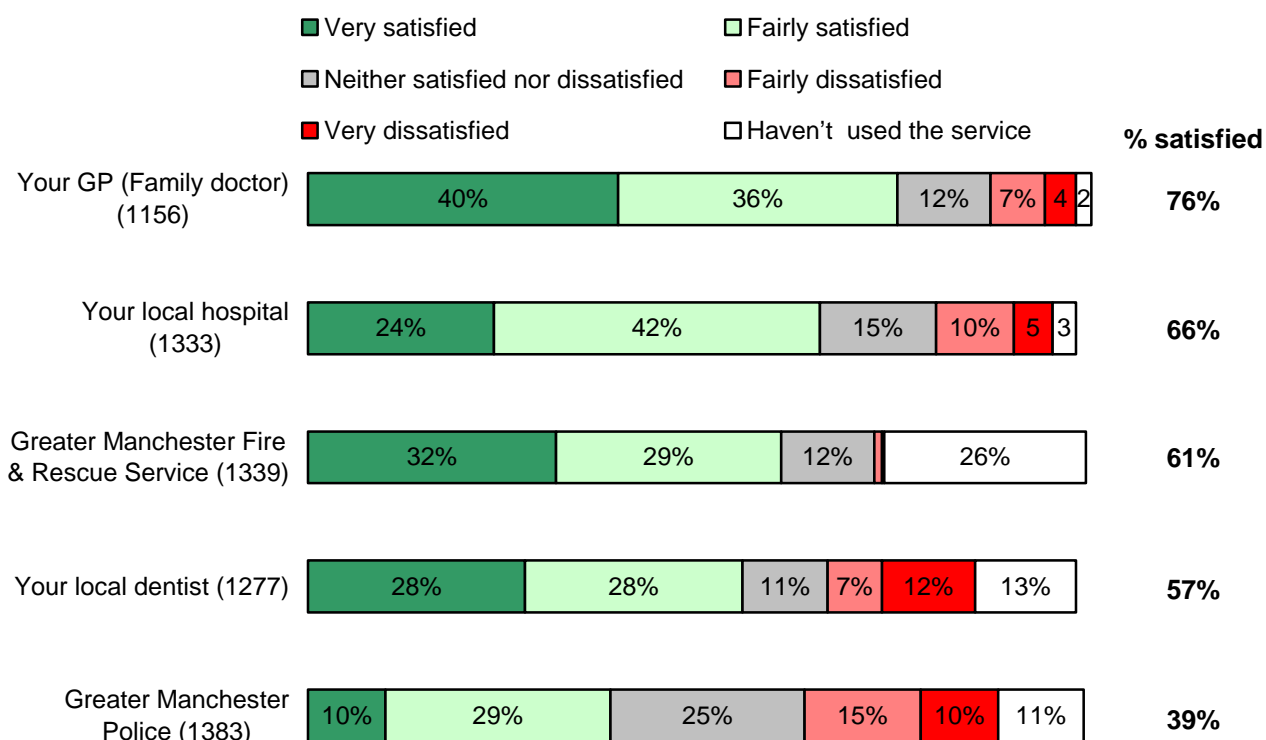
Specific agencies

Respondents were asked how satisfied they are with the services provided by a number of specific agencies.

Satisfaction with several local services, ranges from 76% for the family GP to 39% for the GM Police.

Fig 44
Satisfaction with individual service departments

Q7. Please indicate how satisfied or dissatisfied you are with each of the following public services in your local area.



Base : All respondents answering the question (see above)

Please note that the results have not been split by “users” of the service, as it would appear that some non-users have still rated the service. For example, in 2006, 94% claimed to have used the fire service, but in 2008 just 26% state they have not used the service.

Information

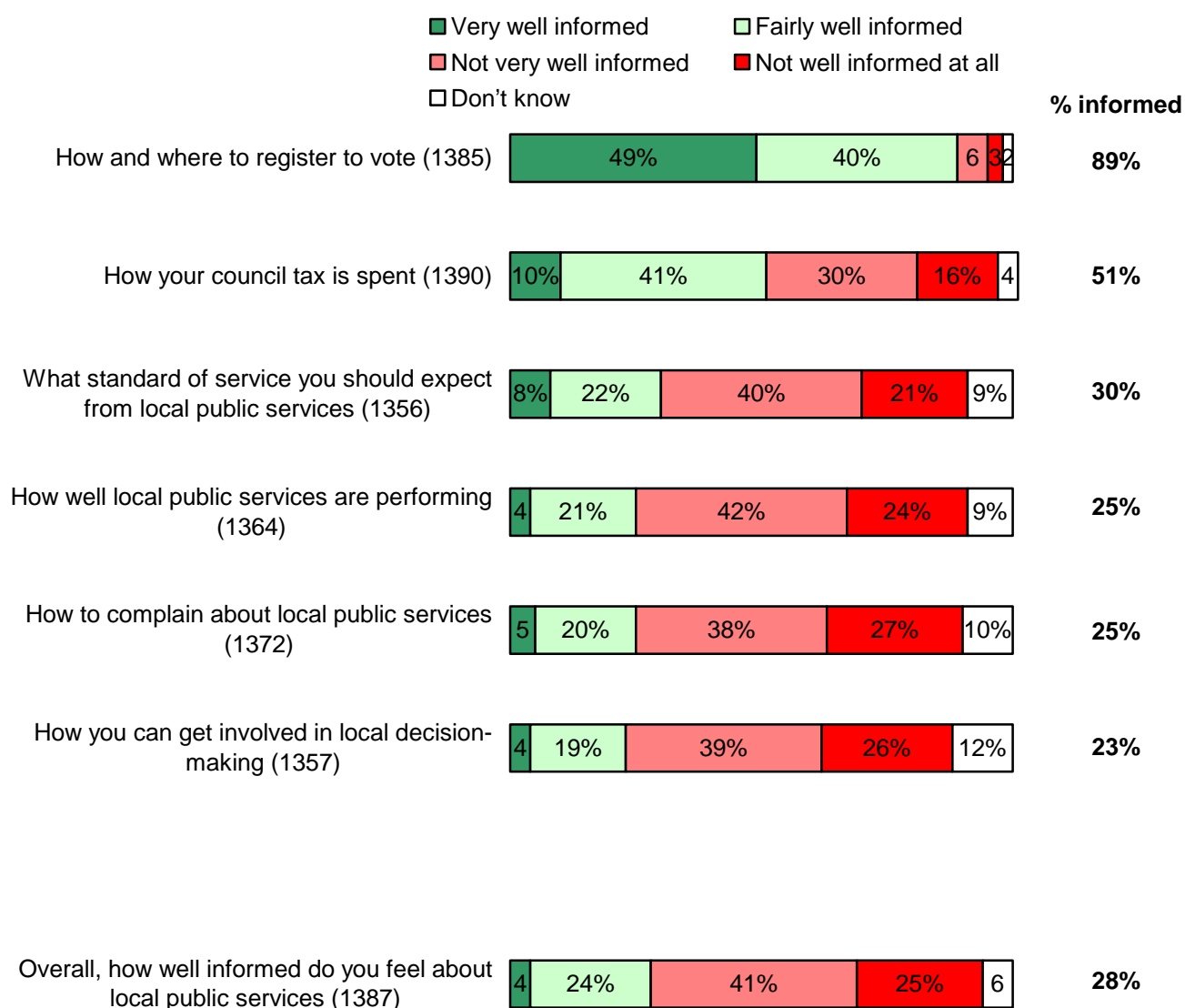
Respondents were asked in the following section of the report how well informed they were across a number of areas within the public sector.

Less than a third of respondents (28%) feel kept informed about local public services. A quarter feel informed about how local public services are performing (25%) or how to get involved in decision making (23%). This is illustrated below.

Fig 45

Do public agencies keep you informed?

Q12. How well informed do you feel about each of the following?



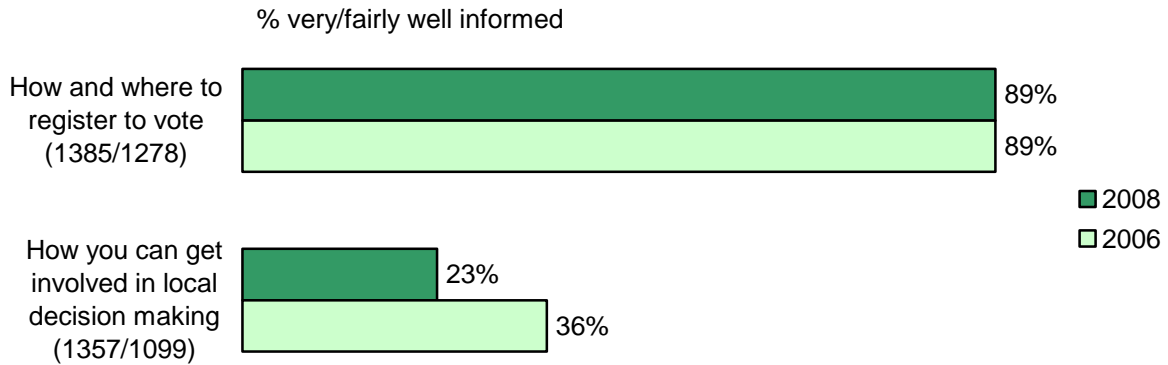
Base : All respondents answering the question (see above)

Although not directly comparable since the 2006 question referred solely to the local Council, it would appear that awareness of how and where to register to vote has remained consistent (89% v 89%), the proportion feeling informed about local decision making has decreased significantly (23% v 36%).

Fig 46

Feeling informed : 2006 and 2008

Q12. How well informed do you feel about each of the following?



Base : All respondents answering the question (see above)

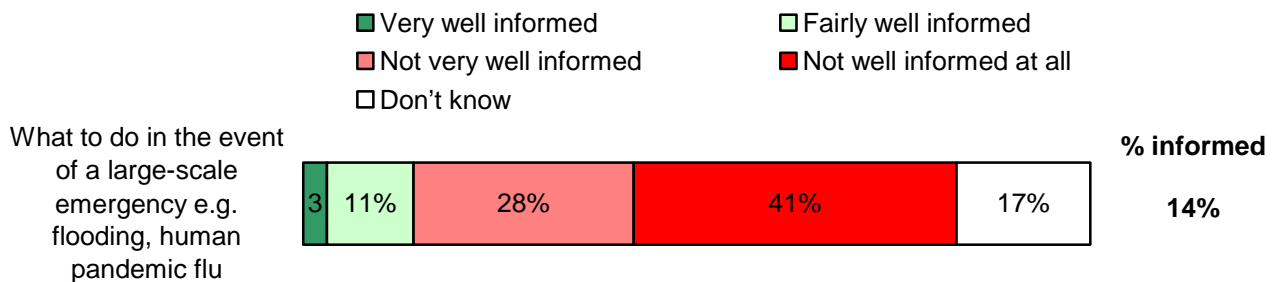
The score for NI 37 (awareness of civil protection arrangements in the local area) is 14.1% informed.

With specific reference to civil protection, 14% feel informed about what to do in the event of a major emergency, whilst 69% feel ill-informed.

Fig 47

NI 37 – Awareness of civil protection arrangements in the local area

Q12. How well informed do you feel about each of the following?



Base : All respondents answering the question (1378)

Those least likely to feel informed are :

- Aged 25-44 (9% v 14% overall)
- Owner occupiers (11%).

There are no differences by area.

Summary

- There is agreement that people in Rochdale are treated fairly and with respect by local services. However, perceptions that local public services are working towards a green agenda, and that they acting in the interests of local residents are in decline.
- Although a quarter of respondents believe that they influence decisions, and a third want to be more involved in the process, just one in ten are currently taking part in civic/community activities. One reason for the low levels may be attributed to the significant decline in awareness of *how* to get involved in civic activities since 2006. Respondents from a white background are more likely to feel that they are able to influence local decision making, whilst BME respondents are more enthusiastic about getting more involved in the future. Opinion is consistent across Townships.
- Less than a third feel they are kept informed with local public services. Communication is therefore important to highlight progress that is being made on key issues, such as anti-social behaviour.

The Council

The final section looks at specific services provided by the Council.

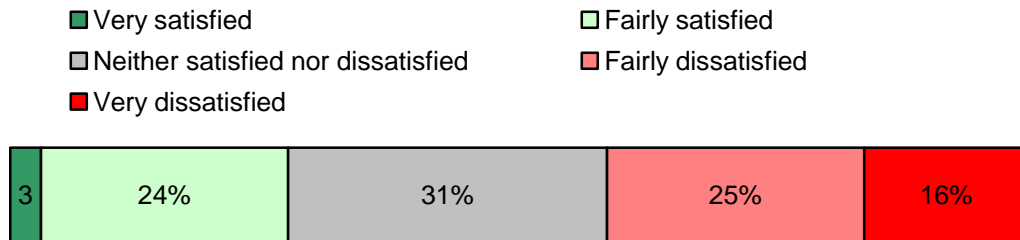
Corporate health

Overall, 28% of respondents are satisfied with the way the Council runs things : 41% are dissatisfied.

Fig 38

Corporate health

Q11. And now taking everything into account, how satisfied or dissatisfied are you with the way Rochdale Metropolitan Borough Council runs things?

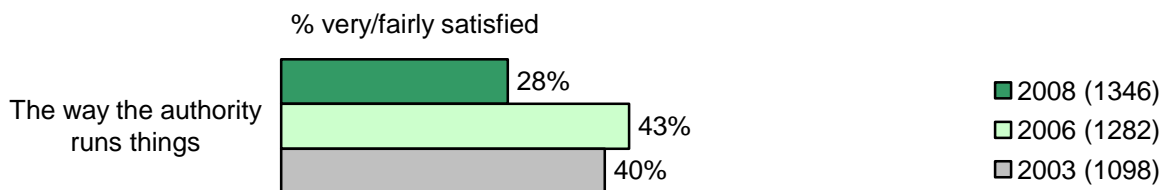


Base : All respondents answering the question (1346)

Compared to previous years, satisfaction has fallen : it was 43% in 2006 and 40% in 2003.

Fig 39

Corporate health



Base : All respondents with an opinion/answering the question (see above)

NB. In 2006 and 2003, there was no "don't know" option

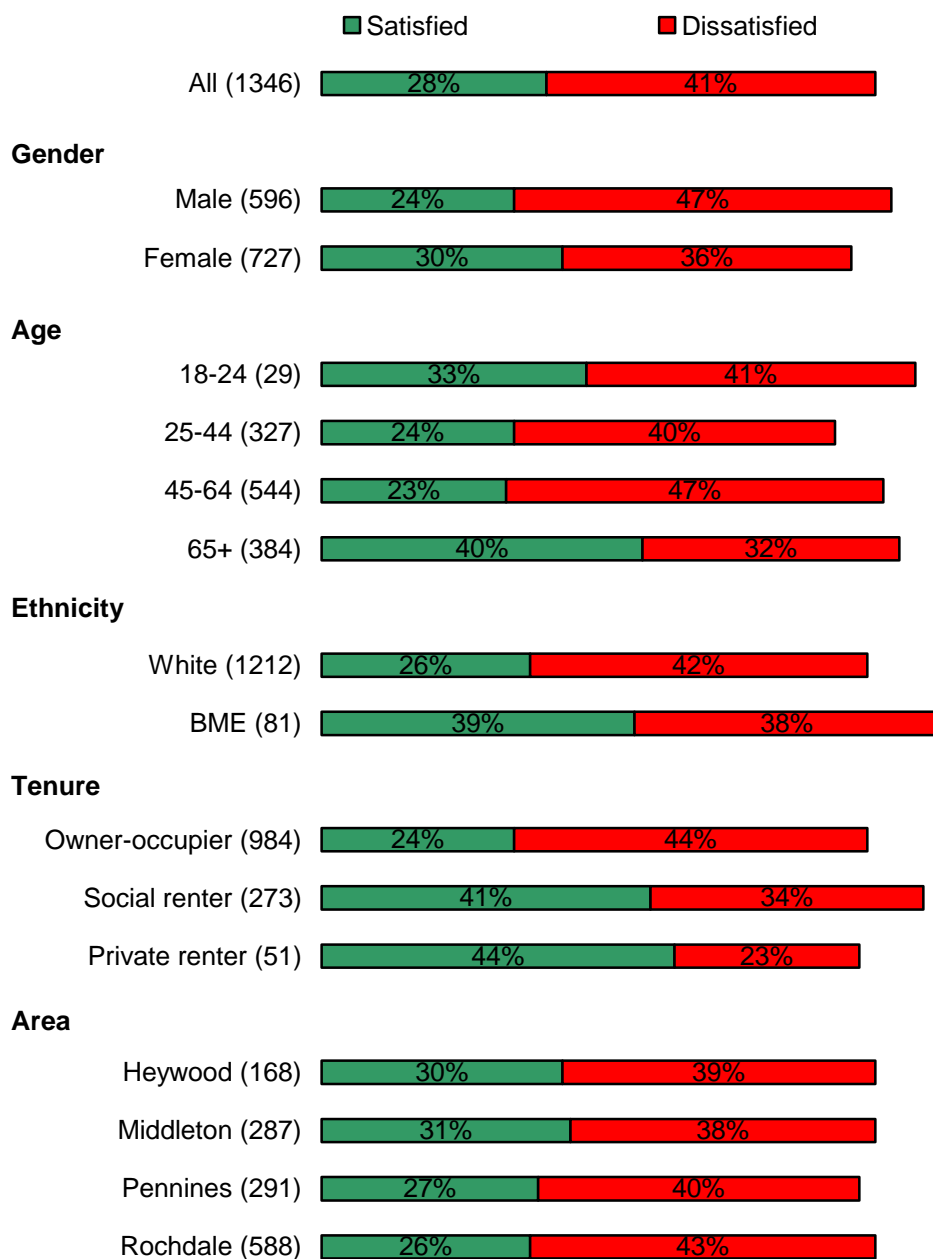
Those most likely to be satisfied are :

- 65 or over (40% v 23% 45-64 and 28% overall)
- Social renters (41% v 24% owner occupiers).

Results are consistent across areas. This is illustrated in the figure overleaf.

Fig 40
Corporate health

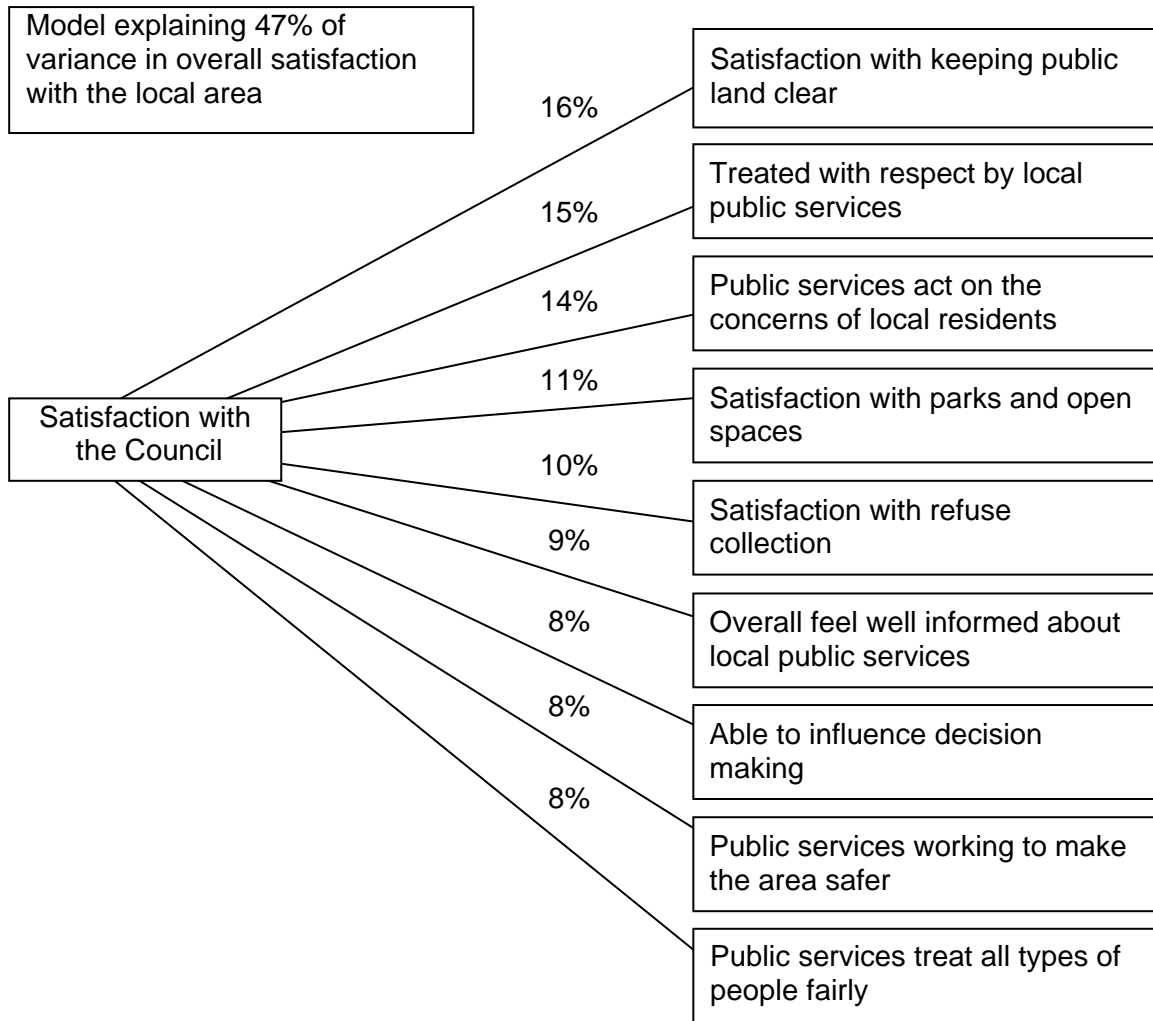
Q11. And now taking everything into account, how satisfied or dissatisfied are you with the way Rochdale Metropolitan Borough Council runs things?



Base : All respondents with an opinion (see above)

Performing a key driver analysis on satisfaction with the Council reveals the key drivers follow many of the same areas as overall satisfaction with the area. However, there is a slightly more emphasis on service delivery. Please note that satisfaction with the Council is so strongly correlated with value for money it has been excluded from the model. The model therefore highlights other key areas to focus on.

Fig 41
Key drivers to satisfaction with the Council



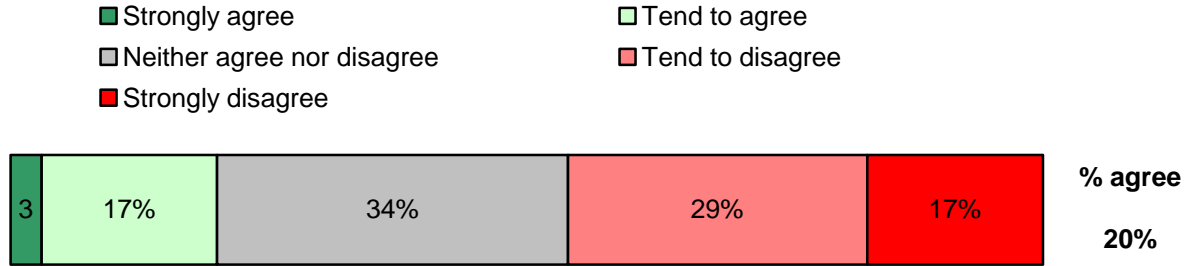
Base : All respondents answering the questions – 2008

Value for money

A fifth of respondents feel the Council offers value for money (20%). Around a half (47%) disagree.

Fig 42
Value for money

Q10. To what extent do you agree or disagree that Rochdale Metropolitan Borough Council provides value for money?



Base : All respondents answering the question (1290)

Those least likely to agree that the Council offer value for money for many are :

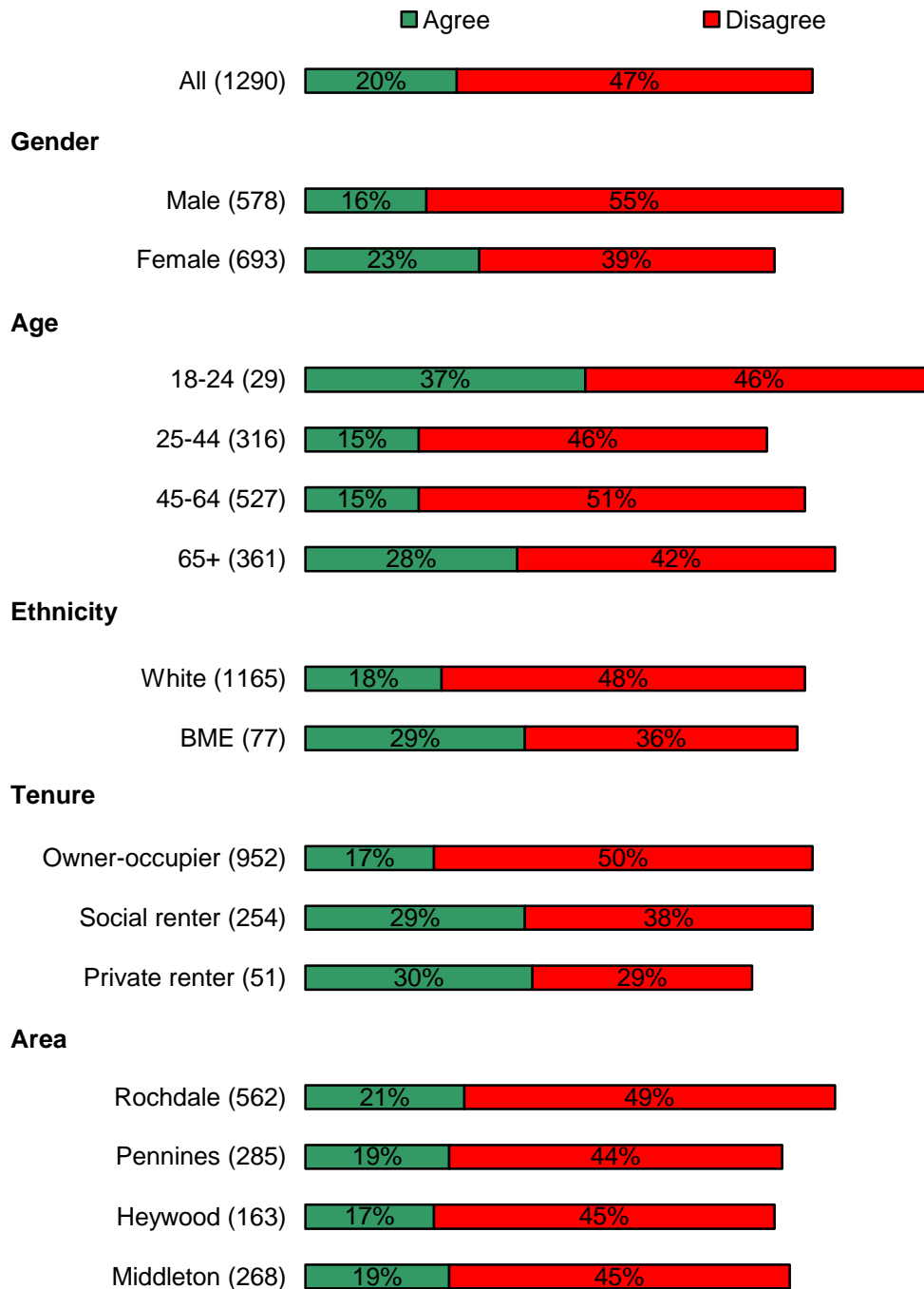
- Men (16% agree v 23% women)
- Aged 25-44 years (15% v 20% overall) v 28% 65+ years
- Owner-occupier (17% v 29% of social renters).

Value for money is consistent by area.

This is illustrated in the figure overleaf.

Fig 43
Value for money

Q10. To what extent do you agree or disagree that Rochdale Metropolitan Borough Council provides value for money?

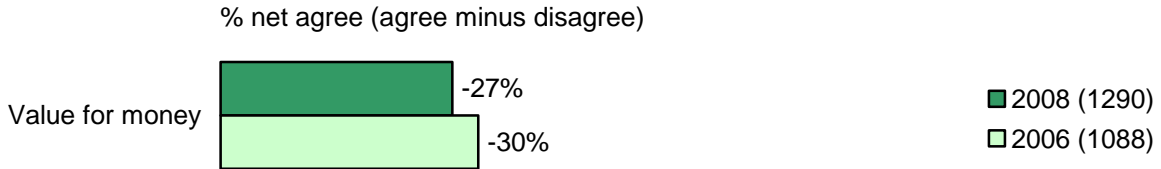


Base : All respondents answering the questions (see above)

It should be noted that this question is not directly comparable with previous years as there was no “neither/nor” option in 2006 and the 2006 question categories were “a great deal/to some extent). However, looking at the net agreement i.e. those who agree minus those who disagree, the proportions are consistent (-27% 2008 v -30% disagree).

Fig 44

Value for money



Base : All respondents answering the question (see above)

NB. 2006 scale worded “a great deal”. “to some extent” and 4 point not 5 point scale

Specific council services

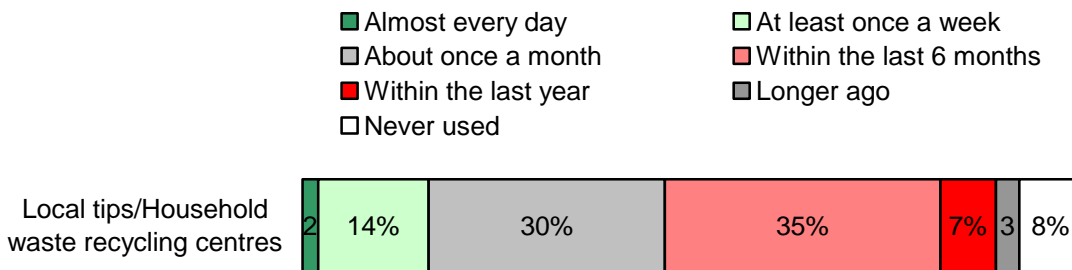
Waste & litter services

Just under half (46%) of respondents go to their local recycling centre at least once a month.

Fig 45

Frequency of using local tip/household waste recycling centres

Q9. Please indicate how frequently you have used the following public services provided or supported by Rochdale Metropolitan Borough Council.



Base : All respondents answering the question (1357)

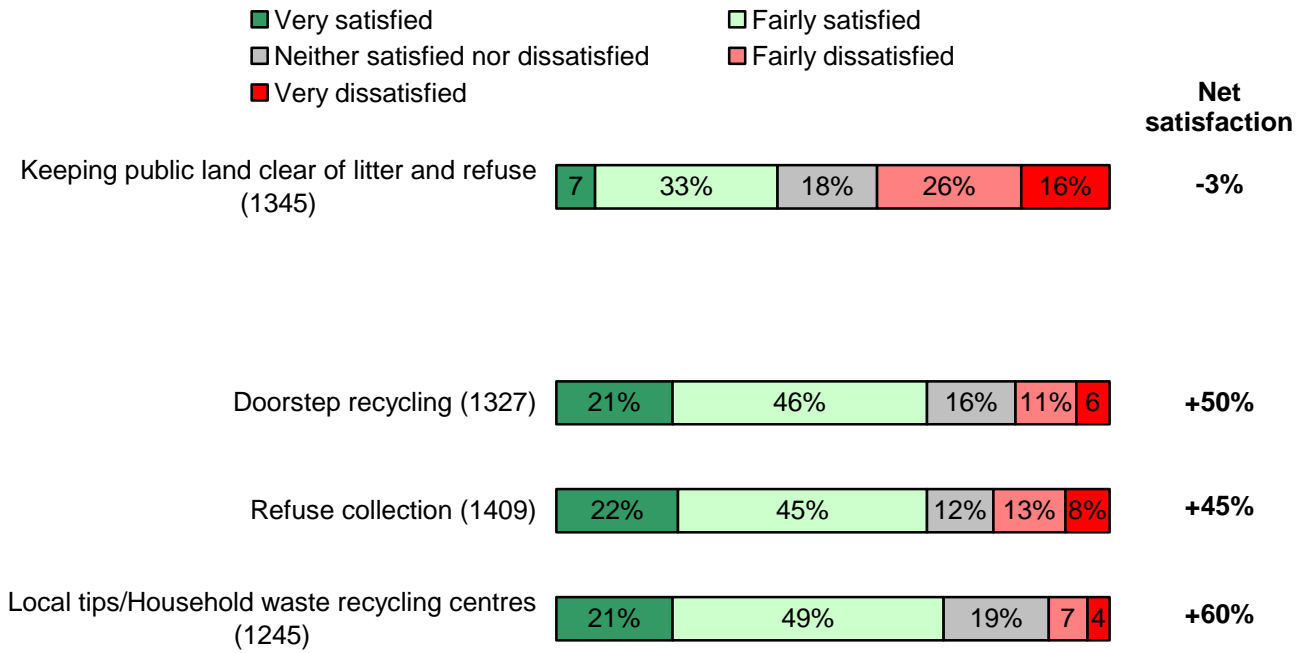
Most likely to be a frequent user are residents of Middleton (56%) township.

Residents of Pennines township are least likely to be frequent users (39%).

Most respondents are satisfied with local tips/household recycling centres (70%), doorstep recycling (67%) and refuse collection (67%). Fewer are happy that the Council keeps public land clear of litter and refuse (39% satisfied).

Fig 46
Satisfaction with waste & litter services

Q8. Rochdale Metropolitan Borough Council is also a key provider of public services locally, so we would like your views on some of the services it provides. How satisfied or dissatisfied are you with each of the following services provided or supported by Rochdale Metropolitan Borough Council?



Base : All respondents answering the question (see above)

Looking at satisfaction at a small area level reveals that Middleton Township respondents are more satisfied compared to Rochdale overall. Rochdale Township respondents are less satisfied.

Table 7 : Satisfaction with waste & litter services
Base : All responding

Service	Compared to the Council area overall, satisfaction assigned to...	
	Significantly higher (3)	Significantly lower (X)
Keeping public land clear of litter & refuse (39%)	Middleton (50%)	Rochdale (33%)
Refuse collection (67%)	Middleton (76%)	-
Doorstep Recycling (67%)	Middleton (76%)	-
Local tips (70%)	Heywood (80%) Middleton (81%)	Rochdale (66%)

For all but doorstep recycling satisfaction levels have dropped markedly since 2006 and 2003.

Fig 47

Satisfaction with waste & litter services 2008 vs previous years

Q8. Rochdale Metropolitan Borough Council is also a key provider of public services locally, so we would like your views on some of the services it provides. How satisfied or dissatisfied are you with each of the following services provided or supported by Rochdale Metropolitan Borough Council?

Keeping public land clear of litter and refuse



Refuse collection



Doorstep recycling



Local tips/Household waste recycling centres



Base : All respondents with an opinion/answering the question (see above)

NB. 2006 and 2003 there was no "don't know" option

Transport services

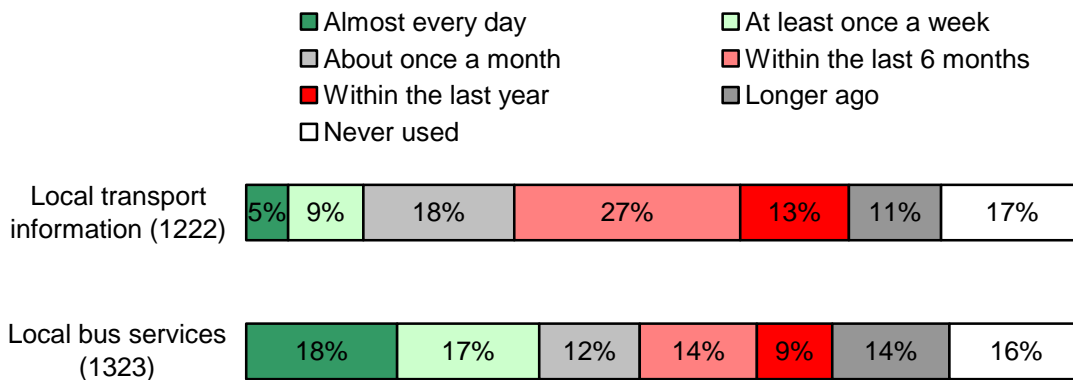
The next set of questions relate to the frequency of use and satisfaction with the service of public transport.

For the purposes of this survey users are defined as those having used the service within the last 12 months.

Around seven in ten respondents say they are users of public transport information (72%) and local bus services (69%).

Fig 48
Frequency of using transport services

Q9. Please indicate how frequently you have used the following public services provided or supported by Rochdale Metropolitan Borough Council.



Base : All respondents with an opinion (see above)

Almost half of respondents (46%) are frequent bus users, that is they use local buses at least once a month; a fifth (23%) are infrequent users (once or twice a year); the remainder (31%) have not used a local bus in the last year or never do so.

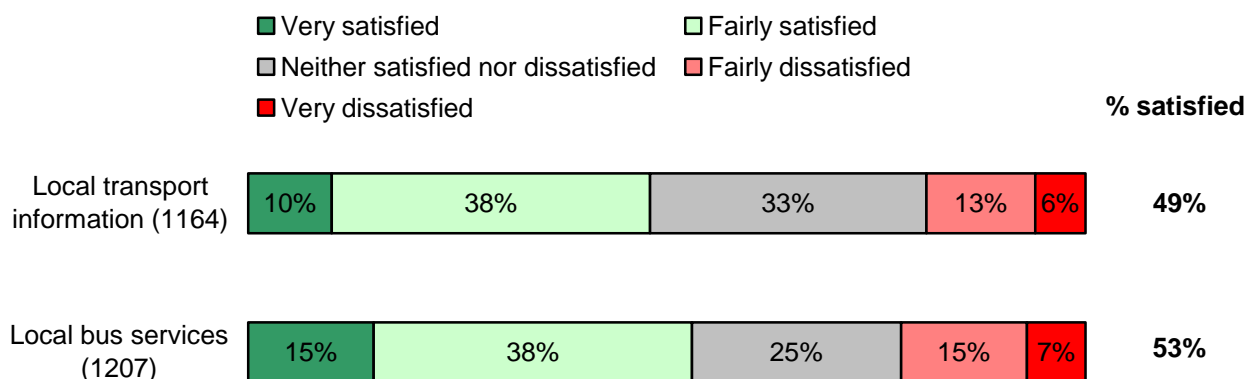
The most likely to be frequent users are:

- Those aged 65+ (65%)
- Social tenants (73%)
- Those living in Heywood Township (63%).

Satisfaction with local bus services stands at 53%, and a similar proportion (49%) are satisfied with local transport information.

Fig 49
Satisfaction with transport services

Q8. Rochdale Metropolitan Borough Council is also a key provider of public services locally, so we would like your views on some of the services it provides. How satisfied or dissatisfied are you with each of the following services provided or supported by Rochdale Metropolitan Borough Council?



Base : All respondents with an opinion (see above)

NB. Please note that the wording has changed slightly – in 2006 it was “provision of public transport information, in 2008 it is “local transport information”

For both aspects, users are more satisfied than respondents overall.

Satisfaction with local bus services has declined since 2006 (from 63% in 2006 to 53% in 2008). Satisfaction with local transport information has also declined from 54% in 2006 to 49% in 2008.

Fig 50

Satisfaction with transport services 2008 vs previous years

Q8. Rochdale Metropolitan Borough Council is also a key provider of public services locally, so we would like your views on some of the services it provides. How satisfied or dissatisfied are you with each of the following services provided or supported by Rochdale Metropolitan Borough Council?

Local transport information*



Local bus services



Base : All respondents with an opinion/answering the question (see above)

*NB. 2006 and 2003 there was no "don't know" option. * Please note that the wording has changed slightly – in 2006 it was "provision of public transport information, in 2008 it is "local transport information"*

Leisure and cultural facilities

Rochdale MBC directly supports leisure and cultural facilities, activities and venues. The authority's licensing and planning responsibilities also make a difference to the level of private and voluntary cultural provision in the area.

Core questions were therefore asked about:

- The frequency with which respondents use sports and leisure facilities, libraries, museums and galleries, theatres and concert halls and parks and open spaces
- Satisfaction with those services.

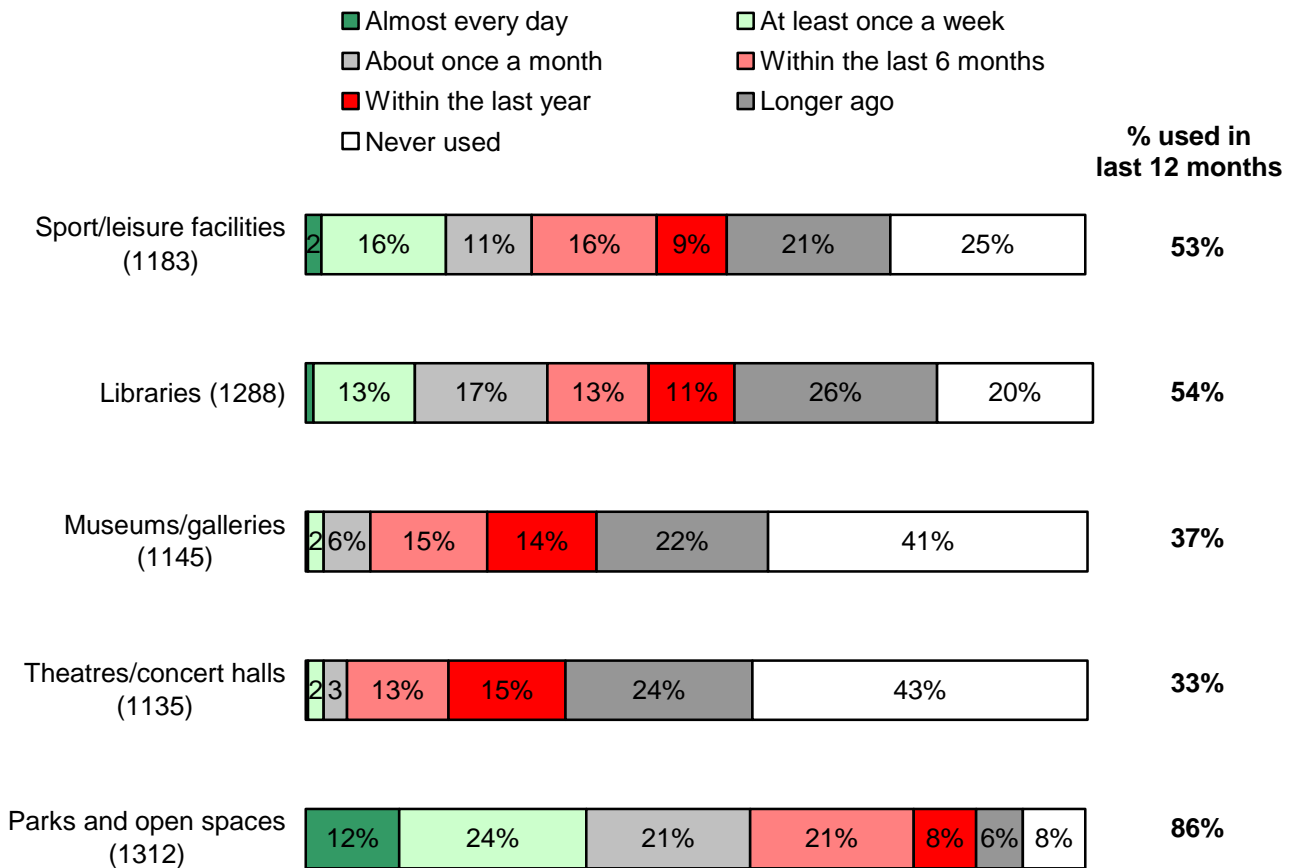
Please note that throughout this section, users are defined as those having used the service at least once in the previous 12 months.

Two questions in the survey relate to leisure and cultural facilities directly - how frequently respondents used individual services/facilities and how satisfied they were with these services/facilities. The first two charts summarise these results and then each service/facility is looked at in more detail.

The most frequently used facility is parks and open spaces (57% use at least once a month). The other more frequently used services are libraries (31% use at least once a month) and sports/leisure facilities (29% use at least once a month).

Fig 51
Frequency of using leisure services and facilities

Q9. Please indicate how frequently you have used the following public services provided or supported by Rochdale Metropolitan Borough Council.



Base : All respondents with an opinion (see above)

A basic distribution of use by various groups is summarised below.

Table 8 : Frequency of using leisure services & facilities : % frequent users (at least monthly)
Base : All responding

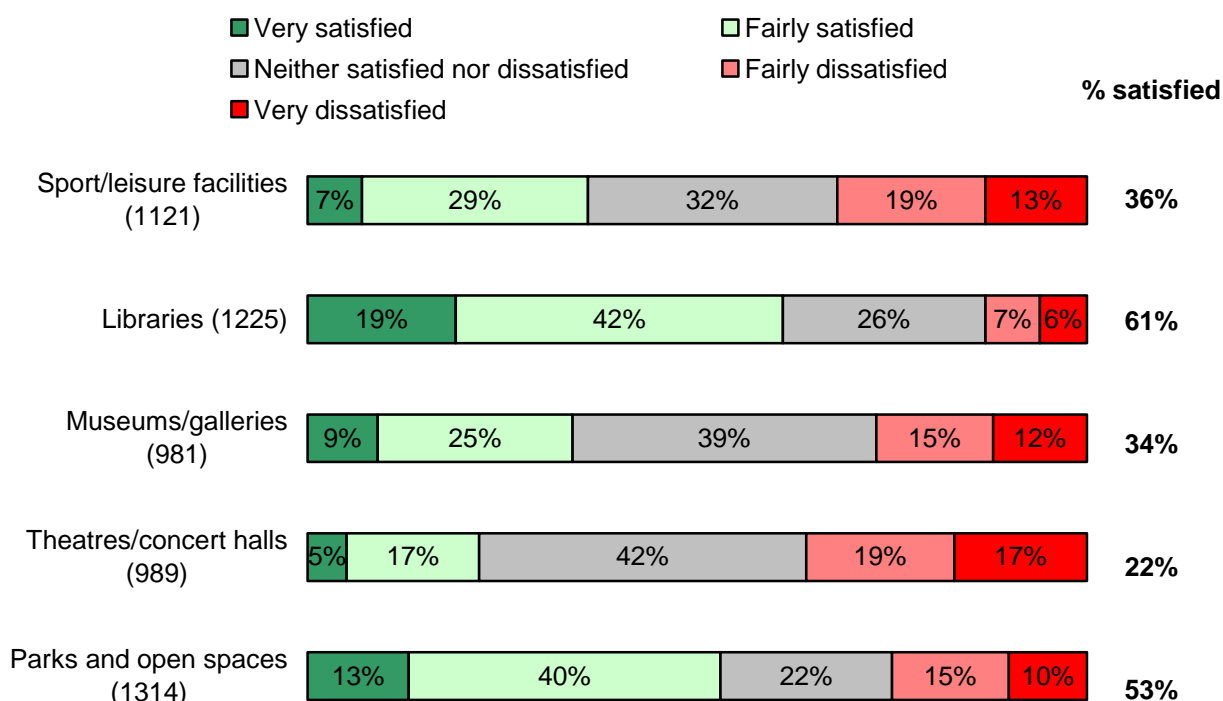
Service	Compared to the Council area overall, satisfaction assigned to...	
	Significantly higher (3)	Significantly lower (X)
Sports/leisure facilities (29%)	25-44 (34%) BME (53%) Able bodied (332%) Any children in h/hold (38%) Heywood township (41%)	45+ (24%) White (26%) Disability (23%) No children (23%)
Libraries (31%)	BME (66%) Any children in h/hold (41%)	45-64 (25%) White (27%) No children (25%)
Museums/galleries (8%)	BME (20%) Any children in h/hold (12%) Rochdale township (10%)	45-64 yrs old (5%) White (6%) No children (5%)
Theatres/concert halls (5%)	BME (11%) Workless (12%)	White (4%) No children (3%)
Parks & open spaces (57%)	25-44 (63%) Owner occupier (60%) Able bodied (61%) Any children in h/hold (64%)	65+ (46%) Social tenants (44%) Disabled (52%) No children (54%)

Satisfaction is highest with regards to libraries (61%) and parks and open spaces (53%). These were the services with the highest satisfaction in 2006 also.

As can be seen in the following sections, users are more satisfied than the sample as a whole.

Fig 52
Satisfaction with leisure services and facilities

Q8. Rochdale Metropolitan Borough Council is also a key provider of public services locally, so we would like your views on some of the services it provides. How satisfied or dissatisfied are you with each of the following services provided or supported by Rochdale Metropolitan Borough Council?



Base : All respondents with an opinion (see above)

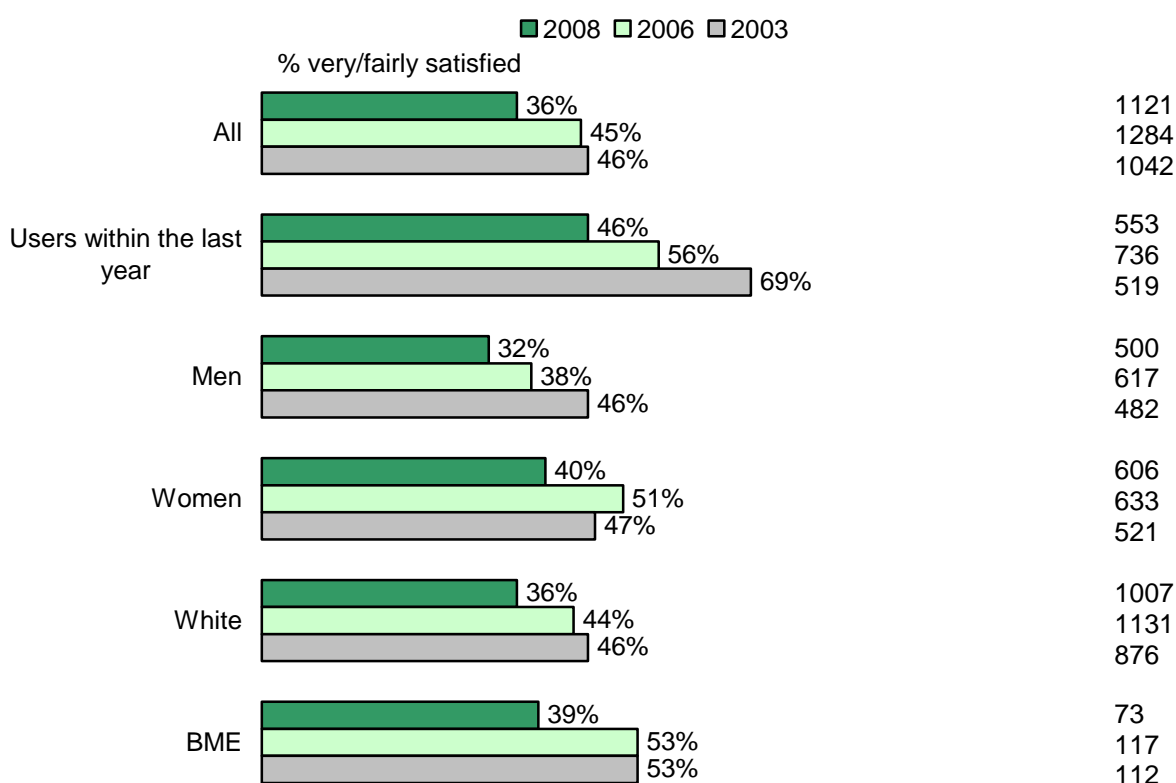
Sports & leisure facilities

Overall, a third (36%) are satisfied with sports and leisure facilities, a decline from 2006 (45%). The decline is seen across all groups.

Users (46%) are more satisfied than the overall population. Users' satisfaction has fallen from 56% in 2006.

Those living in the townships of Pennines and Rochdale are much less satisfied (25% and 28% respectively) than those in Heywood and Middleton (52% and 58% respectively).

Fig 53
Satisfaction with sports & leisure facilities



Base : All respondents with an opinion/answering the question (see above)

NB. 2006 and 2003 there was no "don't know" option

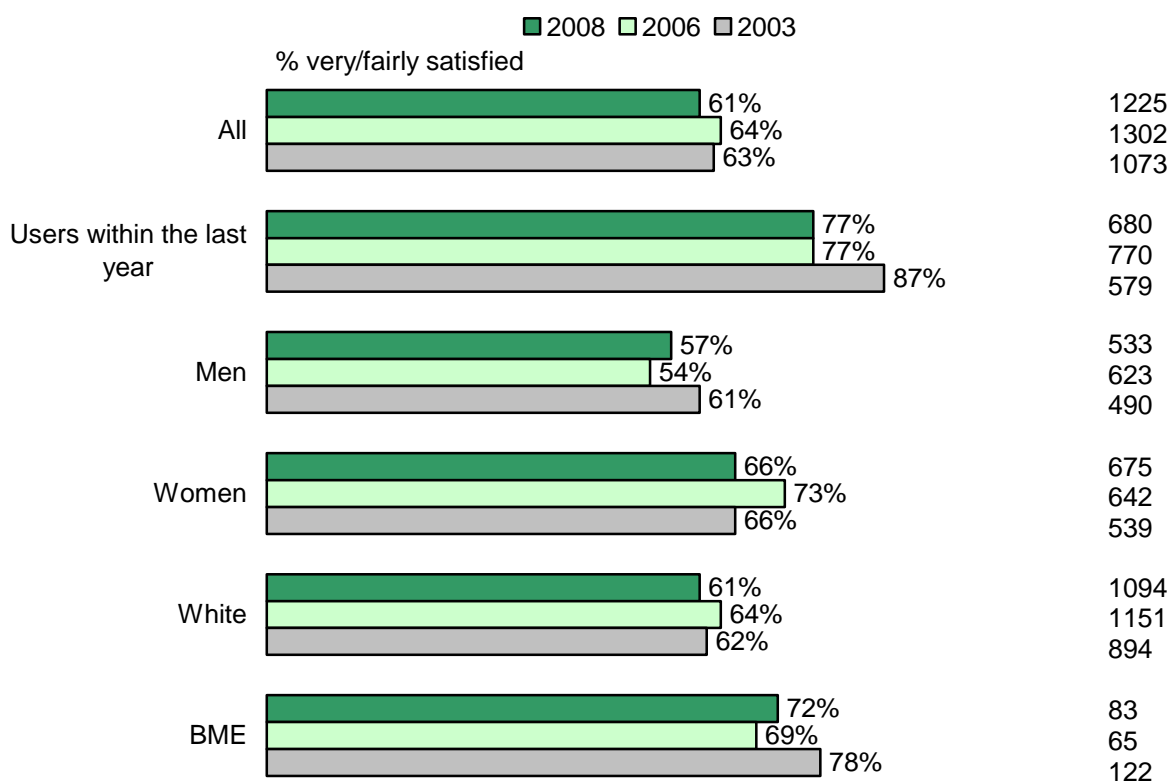
Libraries

Six in ten (61%) are satisfied with libraries in Rochdale, in line with previous years.

Sub groups who are more satisfied with libraries than overall include:

- Users (77% satisfied v 61% overall)
- Women (66% v 57% men)
- Those aged 65+ (71%)
- Those living in Middleton Township (70%) v 56% in Rochdale township.

Fig 54
Satisfaction with libraries



Base : All respondents with an opinion/answering the question (see above)

NB. 2006 and 2003 there was no "don't know" option

Museums & galleries

A third (34%) are satisfied with museums & galleries, fewer than in 2006 (40%). The decrease is driven by :

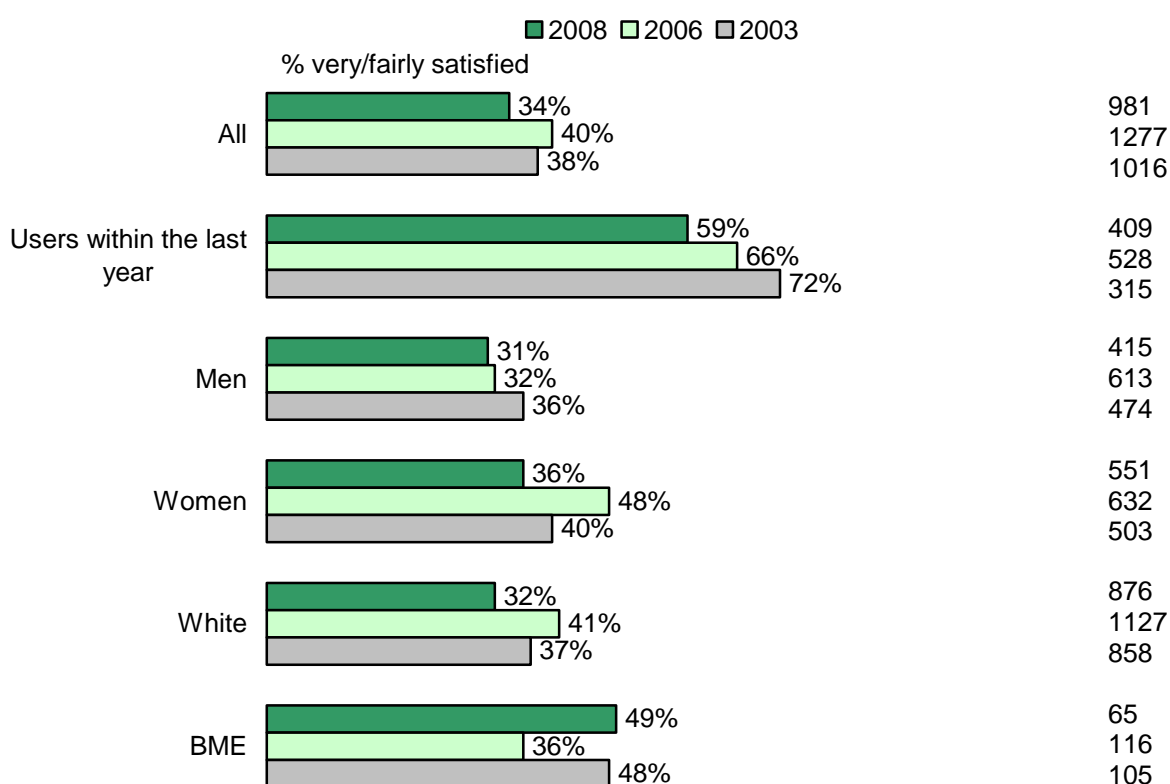
- Women (36% satisfied, from 48%)
- White respondents (32%, from 41%).

Users are more satisfied (59%) than the overall population, although users' satisfaction has still fallen from 2006 (66%).

Those in Rochdale township are the most satisfied (42%) whilst those in Middleton are the least so (20%).

Other groups more likely to be satisfied are those aged 65+ (45%) and BMEs (49%).

Fig 55
Satisfaction with museums & galleries



Base : All respondents with an opinion/answering the question (see above)

NB. 2006 and 2003 there was no "don't know" option

Theatres/concert halls

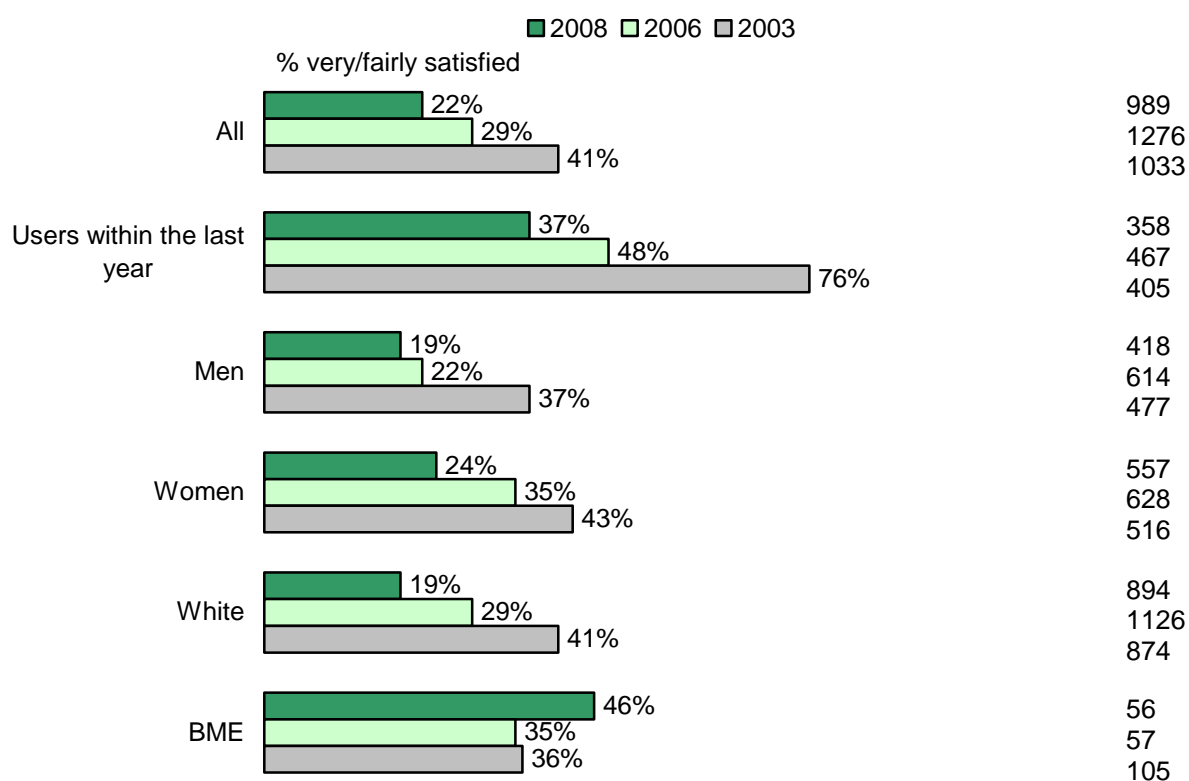
A fifth (22%) are satisfied with theatres & concert halls, again a decline from 2006 when satisfaction stood at 29%. Once again, the decrease is drive by :

- Women (24% satisfied, from 35%)
- White respondents (19%, from 29%).

Those who actually go to the theatre & concert halls are more satisfied (37%), but again user satisfaction has fallen from 2006 (48%).

Other groups more likely to be satisfied are BMEs (46% vs 19% white) and private or social tenants (33% and 28% satisfied respectively vs 19% amongst owner occupiers).

Fig 56
Satisfaction with theatres/concert halls



Base : All respondents with an opinion/answering the question (see above)

NB. 2006 and 2003 there was no "don't know" option

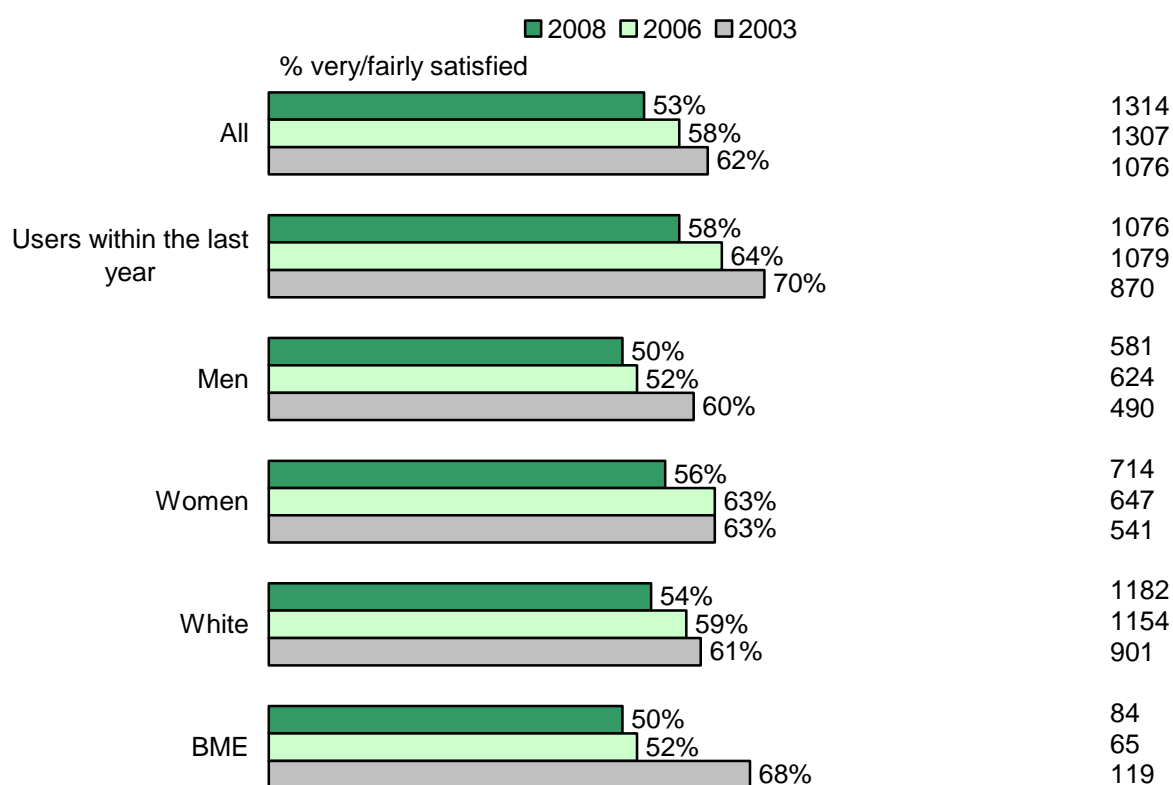
Parks and open spaces

Just over half (53%) are satisfied with parks and open spaces, a decline from 2006 (58%).

Users are more satisfied (57%) than the overall population although users' satisfaction has dropped since 2006 (64%).

Those living in Rochdale Township are less satisfied with parks & opens spaces (48%). Those living in the townships of Pennines and Heywood are happier (both 64%). Those aged 65+ are more satisfied (60%).

Fig 57
Satisfaction with parks and open spaces



Base : All respondents with an opinion/answering the question (see above)

NB. 2006 and 2003 there was no "don't know" option

Summary

- Overall satisfaction has fallen significantly since 2006 – a trend that has been seen nationwide. Satisfaction is consistent across the borough. Respect, living in a green and safe environment and satisfaction with the police are all key drivers to overall satisfaction. Residents feeling informed is also a key driver to satisfaction – communicate with the population of Rochdale to highlight what the Council and other public services are doing to enhance their quality of life.
- Positively, when it is compared with the decline in the Council satisfaction rating, it would appear that net agreement for value for money appears to have remained relatively consistent with previous years.
- Waste and litter services – key to overall Council satisfaction – have declined significantly since 2006. Satisfaction with other key Council run services – sports facilities, museums, theatres and parks – have also declined significantly since the previous survey. Users are more satisfied than non-users however, so it is important that their positive experiences are communicated.

Appendix

Unweighted sample

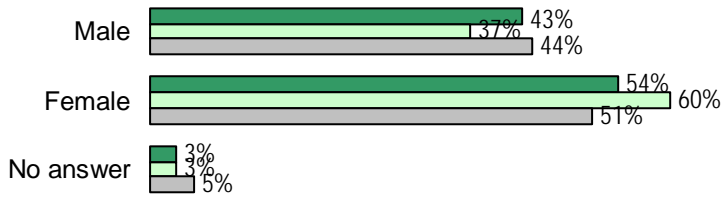
Edited responses

Guide to statistical reliability

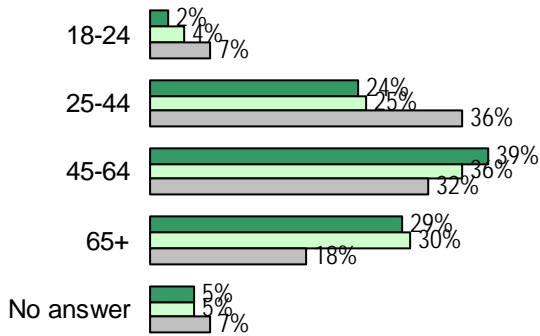
Fig 58

Unweighted sample : 2003, 2006 2008

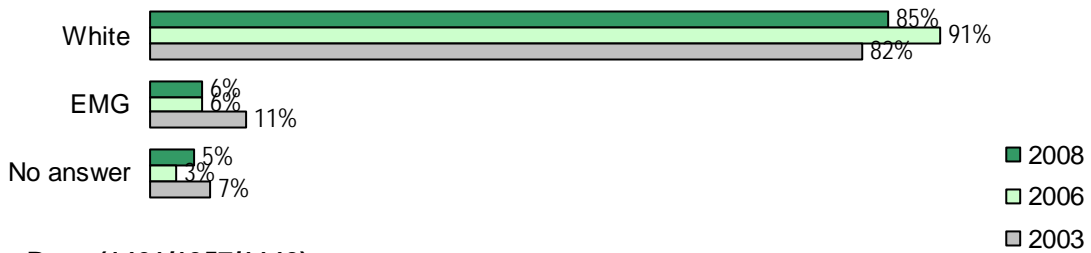
Gender : Base (1461/1357/1140)



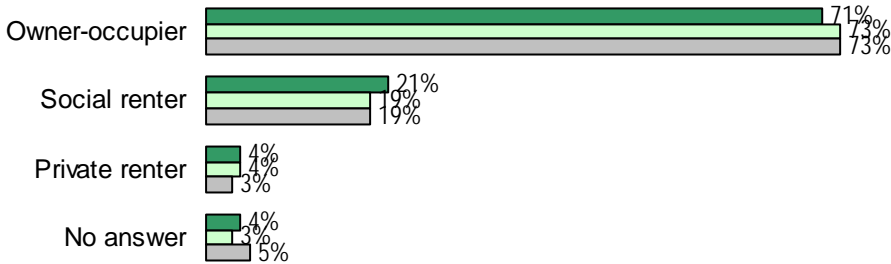
Age : Base (1461/1357/1140)



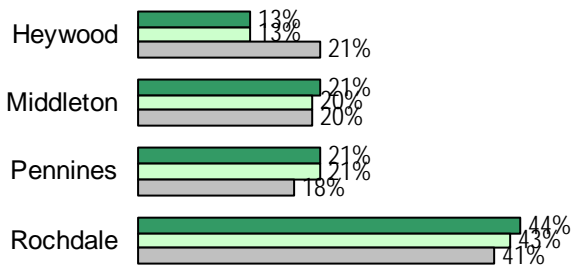
Ethnicity : Base (1461/1357/1140)



Tenure : Base (1461/1357/1140)



Area : Base (1461/1511/na)

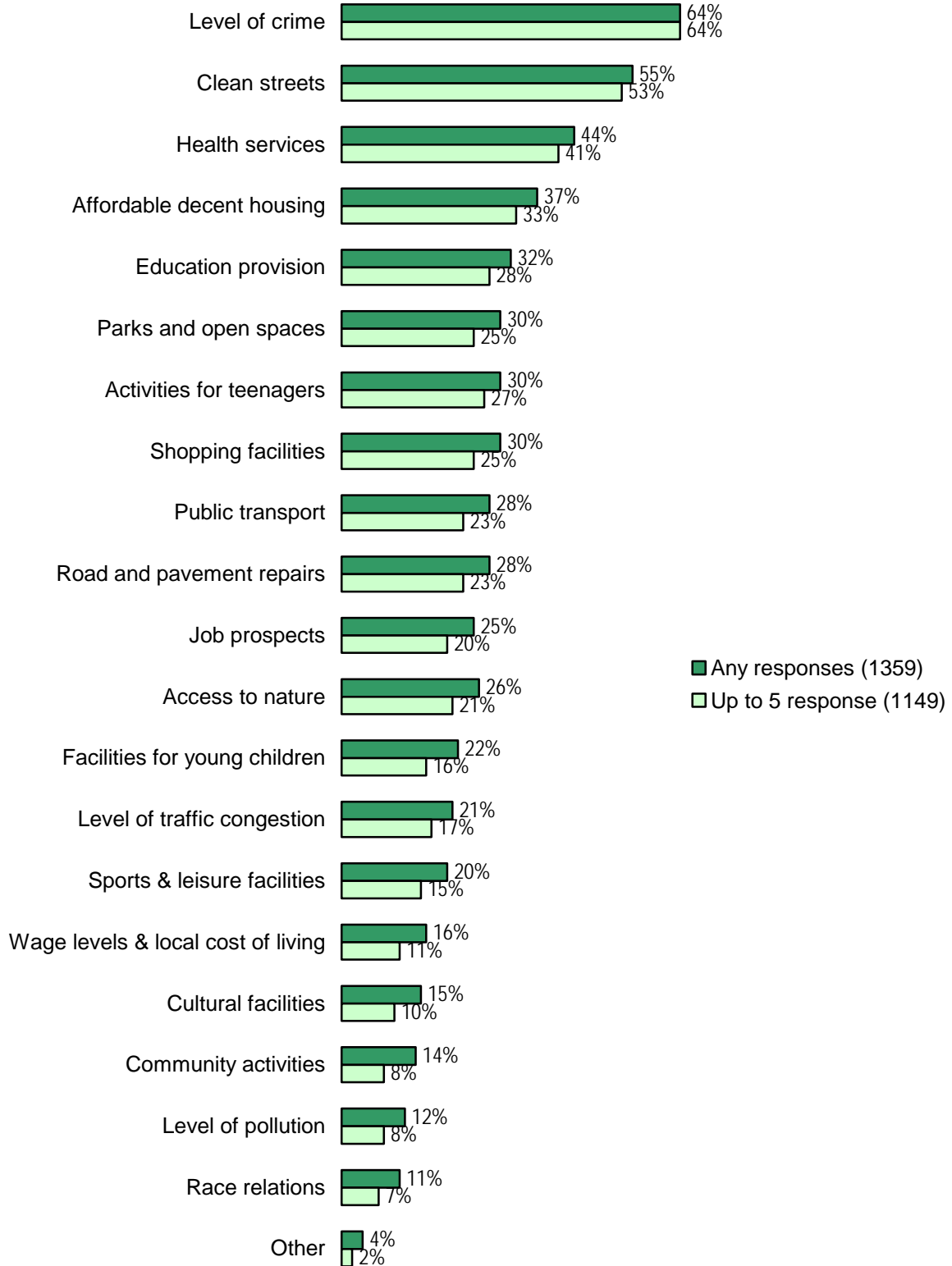


Base : All respondents answering the question (see above)

Fig 59

Important elements which make somewhere a good place to live

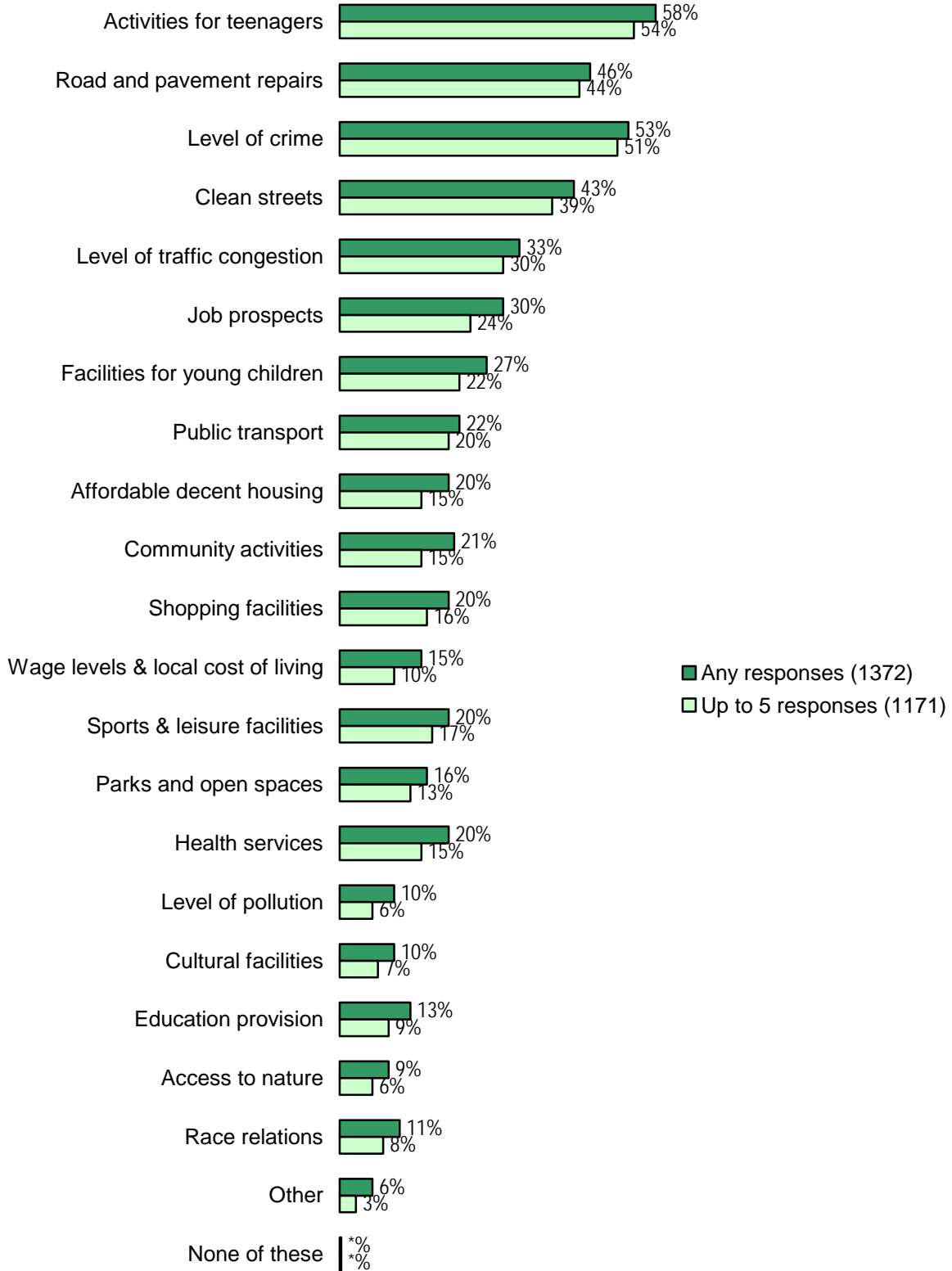
Q1. Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?



Base : All respondents selecting up to 5 responses and answering the question (see above)

Fig 60
Elements which most need improving

Q2. And thinking about this local area, which of the things below, if any, do you think most need improving?



Base : All respondents selecting up to 5 responses and answering the question (see above)

Guide to statistical reliability

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

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	±	±	±
100 responses	6	9	10
200 responses	4	6	7
500 responses	3	4	4
1,000 responses	2	3	3
2,358 responses	2	2	3

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

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

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

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