



North Warwickshire  
Borough Council

# North Warwickshire Borough Council Residents Survey

January 2024

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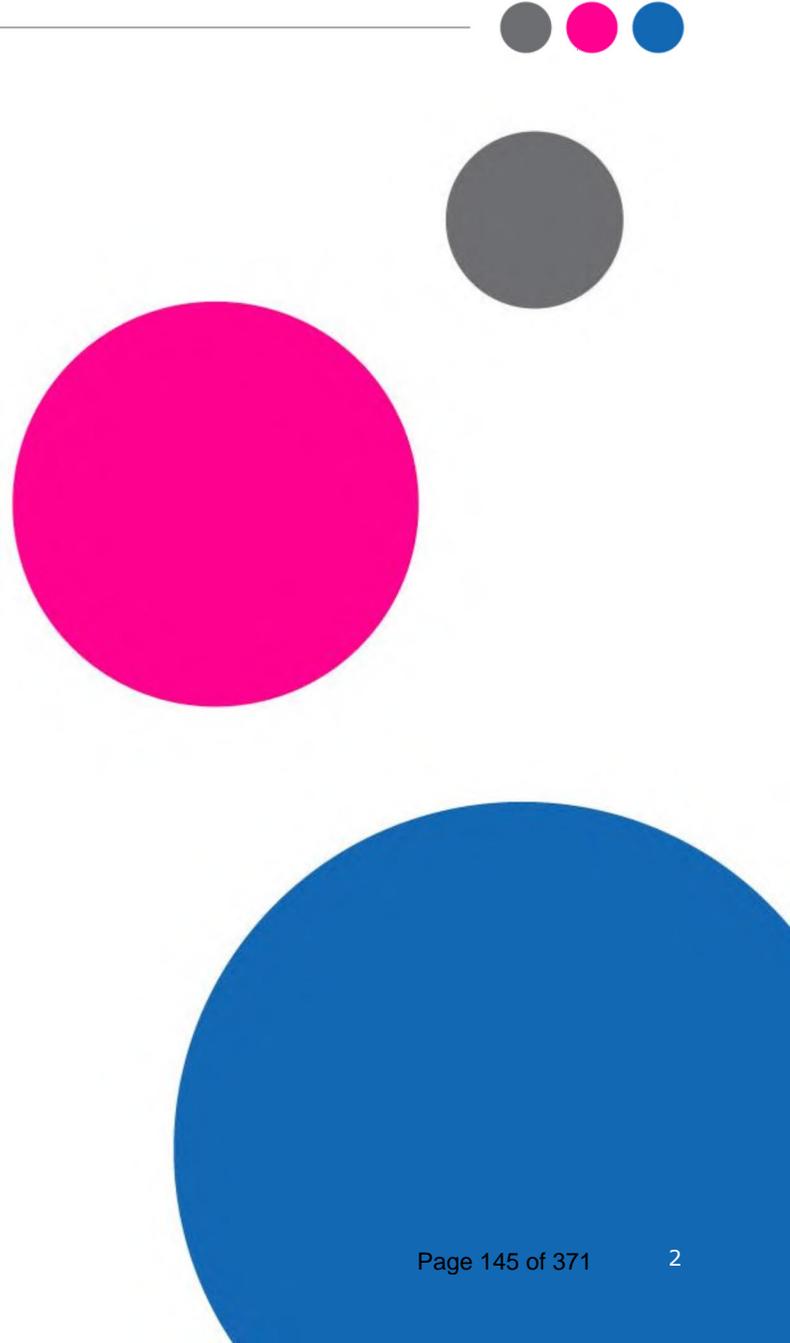


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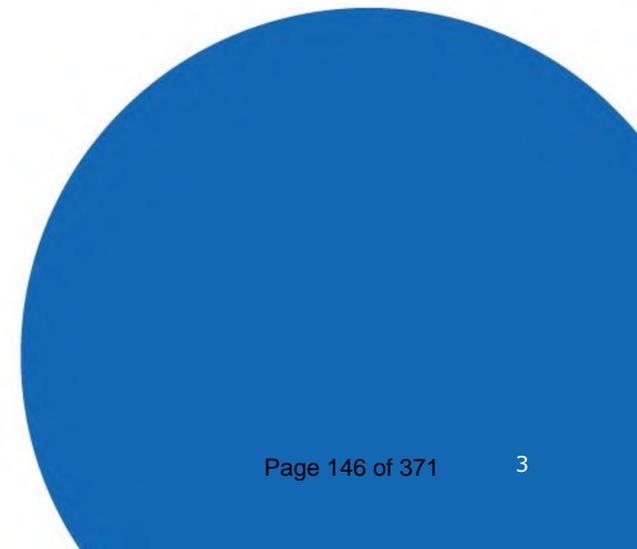
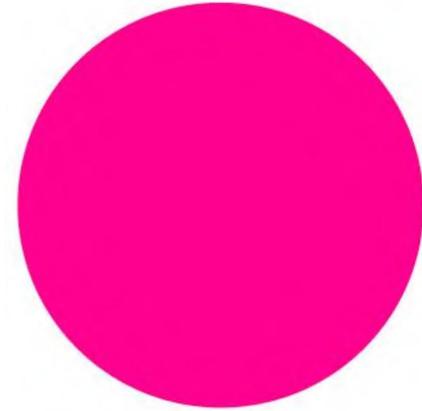
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# Background & methodology





# Background & methodology

## North Warwickshire Borough Council (NWBC) commissioned DJS Research to deliver its 2023 residents survey.

The aim of the research was to gauge residents' opinions on a variety of topics to establish benchmarks to inform the Council and its decision making. It has been some time since the Council last carried out research of this type, making the need for this study particularly important.

In total, 1,012 residents aged 16+ were interviewed across the borough (20<sup>th</sup> November 2023 – 7<sup>th</sup> January 2024) using a mix of telephone (CATI - Computer Assisted Telephone Interviewing) and face-to-face interviews (CAPI – Computer Assisted Personal Interviewing). A total of 545 CATI and 467 CAPI interviews were conducted.

In order to achieve a representative sample of residents across North Warwickshire, quotas were set by age, gender, disability, ethnicity and working status using the latest population statistics available. To correct for any imbalances in the sample population, the data were weighted by these factors and ward to ensure the representativeness of the results.

### Statistical reliability

A sample size of 1,012 gives a confidence interval of +/-3.1% based on a statistic of 50% at the 95% confidence interval. ~ This means we can be 95% confident that this figure lies between 46.9% and 53.1% had we interviewed every resident in the borough.

Ward cluster	No. interviews
<b>North</b> (Baddesley and Grendon, Dordon, Newton Regis and Warton, Polesworth East, Polesworth West)	<b>208</b>
<b>East</b> (Atherstone Central, Atherstone North, Atherstone South and Mancetter, Hartshill)	<b>261</b>
<b>South</b> (Arley and Whitacre, Coleshill North, Coleshill South, Fillongley)	<b>320</b>
<b>West</b> (Curdworth, Hurley and Wood End, Kingsbury North Warwickshire, Water Orton)	<b>223</b>



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# Understanding the report

## **Rounding**

Throughout the report, the results are presented as whole numbers for ease of interpretation, with rounding performed at the final stage of processing for maximum accuracy. Due to rounding, there may be instances where the results do not add up to 100%. In such instances, the difference should not be more than 1% point either way – so 99% or 101%.

## **Significance Testing**

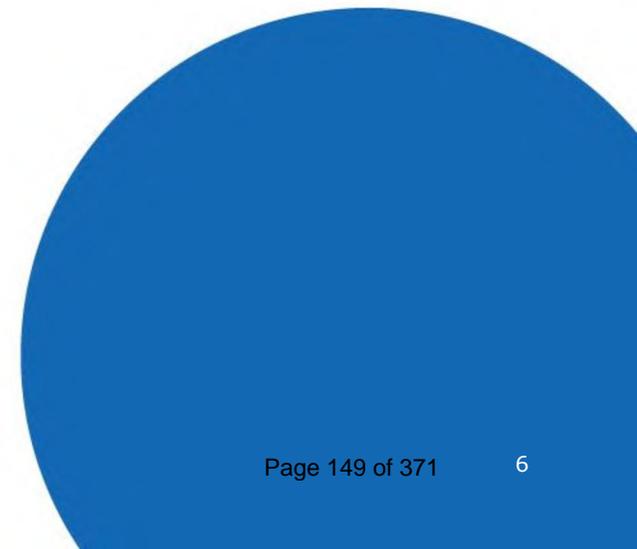
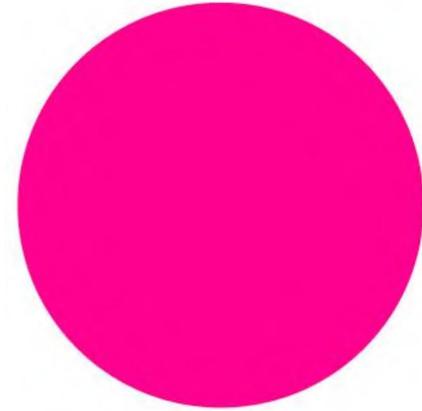
Unless otherwise stated, for subgroup analysis where two categories are displayed (e.g. economically active vs. economically inactive), testing of one category versus the other is displayed. In cases where there are three or more subgroup categories displayed, testing versus the total is displayed.

## **Benchmarking**

Where possible, benchmarking against the LGA's latest resident satisfaction polling is displayed. At the total level, this has been taken from round 36 of the survey, conducted in October 2023, and at a regional level the latest available data is from the 2021-2022 financial year. Please note, comparisons are indicative only due to methodological differences.

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# Key Findings





# Key findings (I)

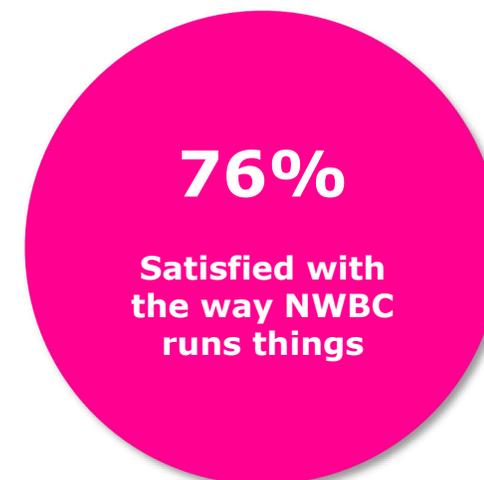
Just under nine in ten (**88%**) residents are **satisfied with their local area**. This is substantially higher than both the LGA national (75%) and regional benchmark (80%).

The vast majority of residents (94%) say that they **feel safe in their local area during the day**, and this is in line with the LGA national benchmark (93%) but above the regional benchmark (89%). Less positively, the figure for **feeling safe after dark** (62%) underperforms both LGA comparators (73% national and 67% regional).

Three-quarters (76%) of residents express satisfaction with **the way the council runs things**. NWBC outperforms the LGA's benchmarks comfortably (56% national; 59% regional). To drive satisfaction improvement, the council should focus on street cleaning and getting things right first time.

Most residents believe that **the Council acts on their concerns** (58%), and this figure is slightly above the LGA's results (52% national; 55% regional).

Two-thirds (66%) of residents agree that the **Council provides good value for money**, and only 9% support **discretionary services** being stopped or reduced rather than being paid for by council tax.





## Key findings (II)

58% feel either very or fairly well **informed by the council**. This is in line with the LGA's results. The most common way residents find out about the Council's activities is through the website (37%), word of mouth (29%), letters (22%) and Facebook (21%).

There is strong demand for the council to allow residents to undertake **services** such making a payment (70%), arranging a bulky waste collection (69%), applying for a new green waste bin (68%) and applying for planning permission (59%) **online**.

Around two in five (38%) say that they use at least one of the **Council's leisure/swimming facilities**, with a further two in five (37%) saying that they would consider doing so. Younger age groups are particularly price sensitive, while both current and potential users say they could be enticed to use the facilities more if new activities were available.

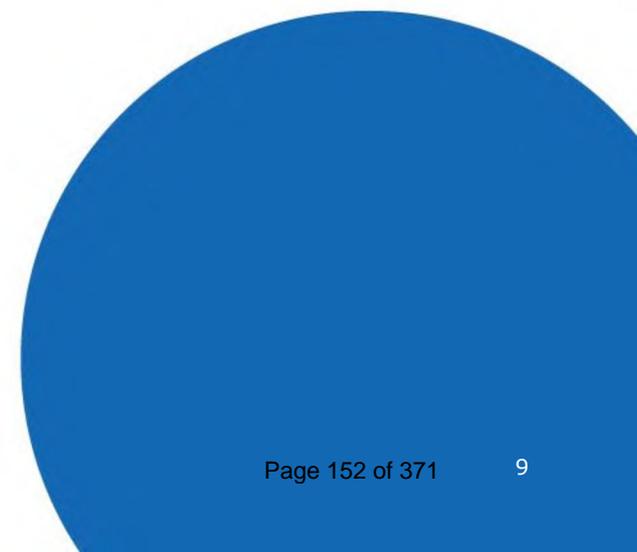
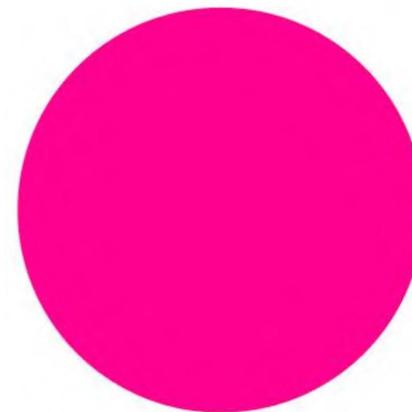
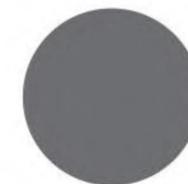
The vast majority of residents state that they participate in the **kerbside recycling collection service** (92%) and most say that they **use housing recycling centres** (77%). Most residents say that they are using these as much as possible, while a minority report being deterred from recycling centres due to having to book online (13%).

The **top priorities for households** are the cost of living crisis (41%) and energy costs (40%), and the **biggest changes they would like to see to improve the area** are high street investment (11%) and lower crime/safer streets (9%).



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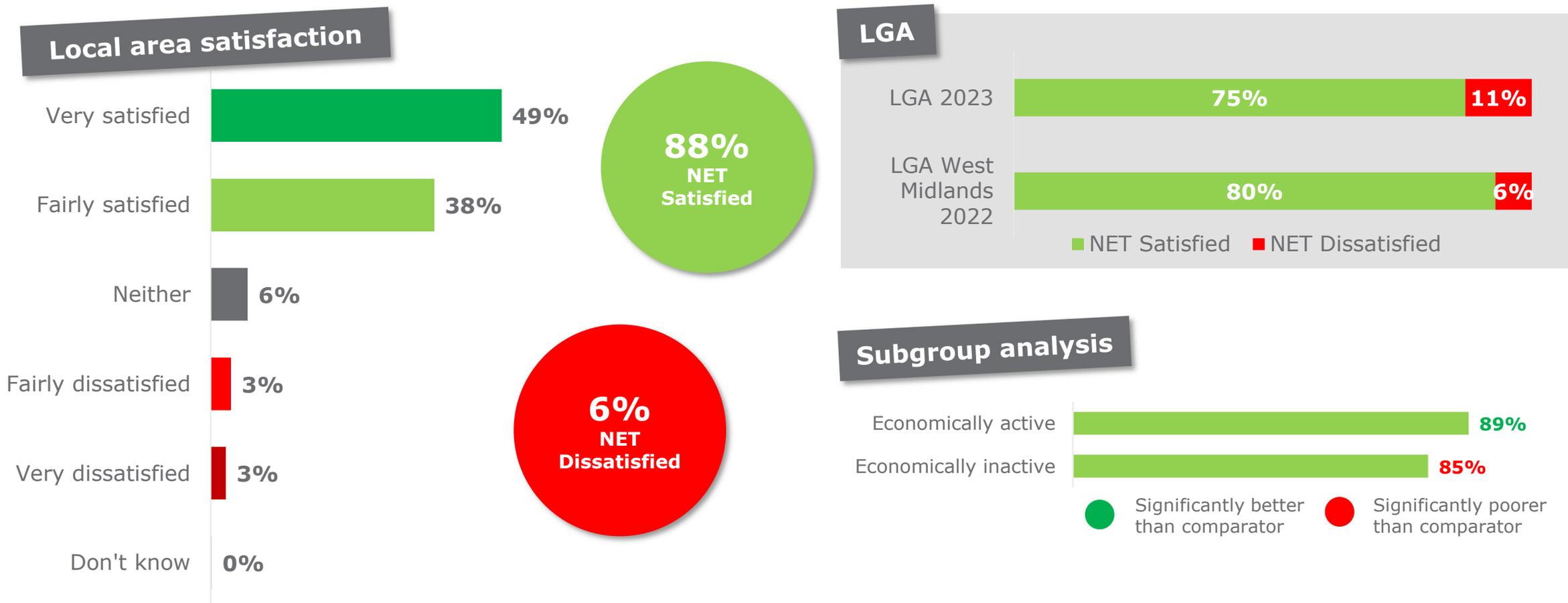
# Local Area Perceptions





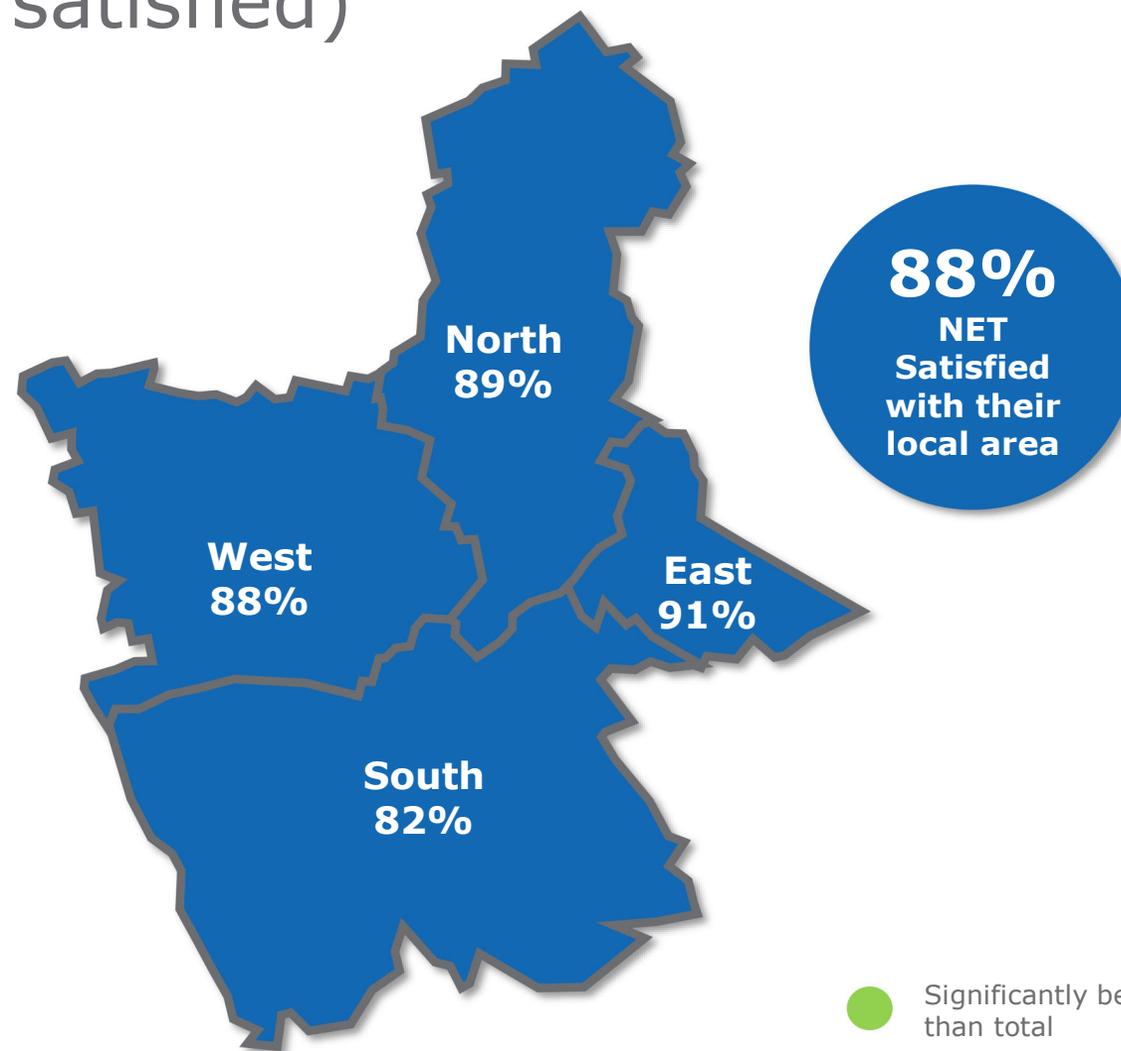
# Satisfaction with the local area

Resident satisfaction with the local area is high, performing 13% points higher than the LGA benchmark and 8% points higher than West Midlands average. Economically active residents report higher satisfaction than those who are inactive, but there are no other real subgroup differences of note.





# Satisfaction with the local area: by ward cluster (% satisfied)



Significantly better  
than total

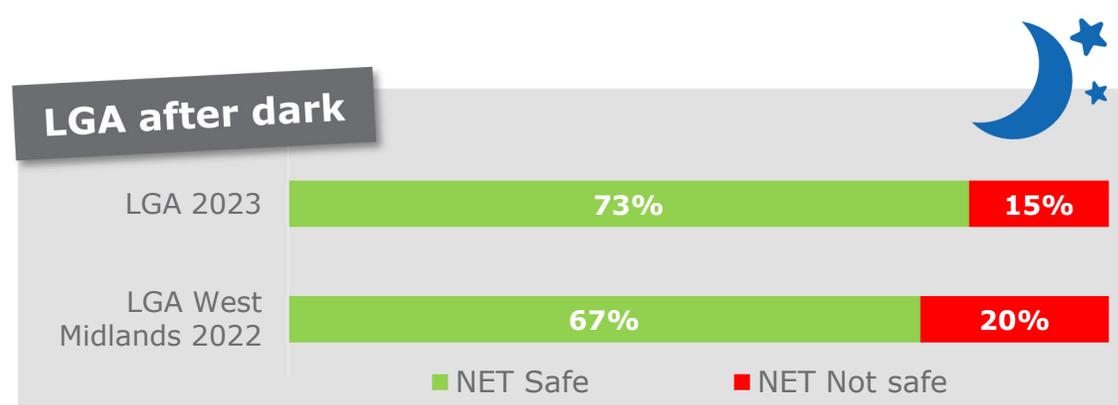
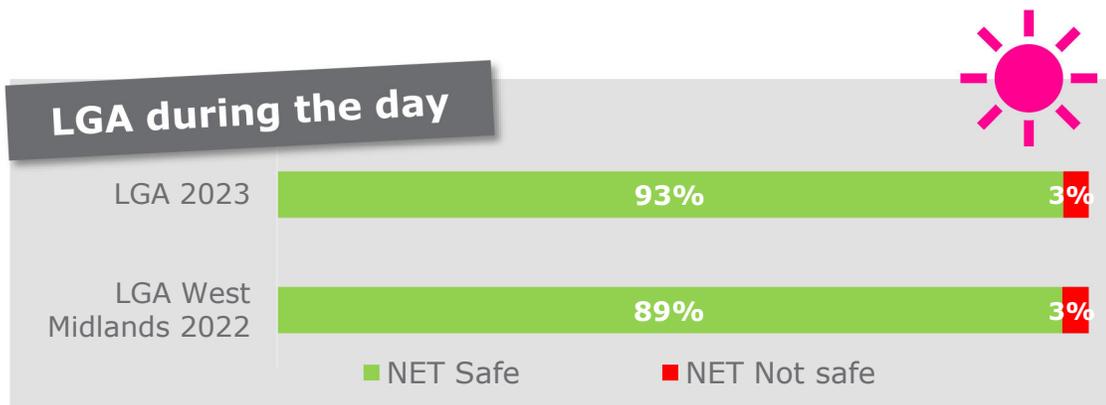
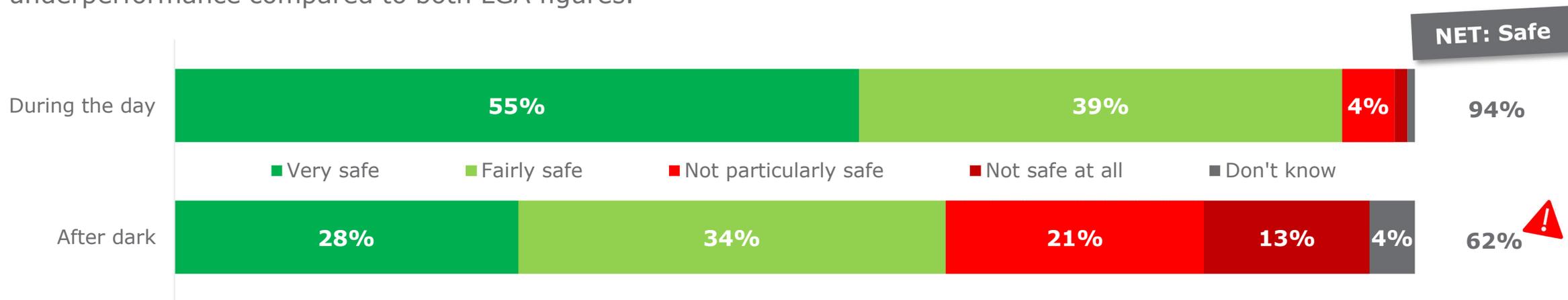


Significantly poorer  
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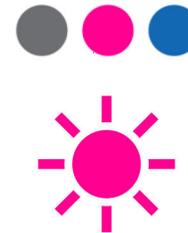


# Safety

Nearly all residents (94%) feel safe during the day, with more than half stating that they feel very safe (55%). After dark, these figures drop substantially, as only around three in five feel safe (62%) and this represents an underperformance compared to both LGA figures.



Base: All Respondents (1,012) Q012 How safe or unsafe do you feel when outside in your local area...  
\* Labels for data below 3% hidden for neatness

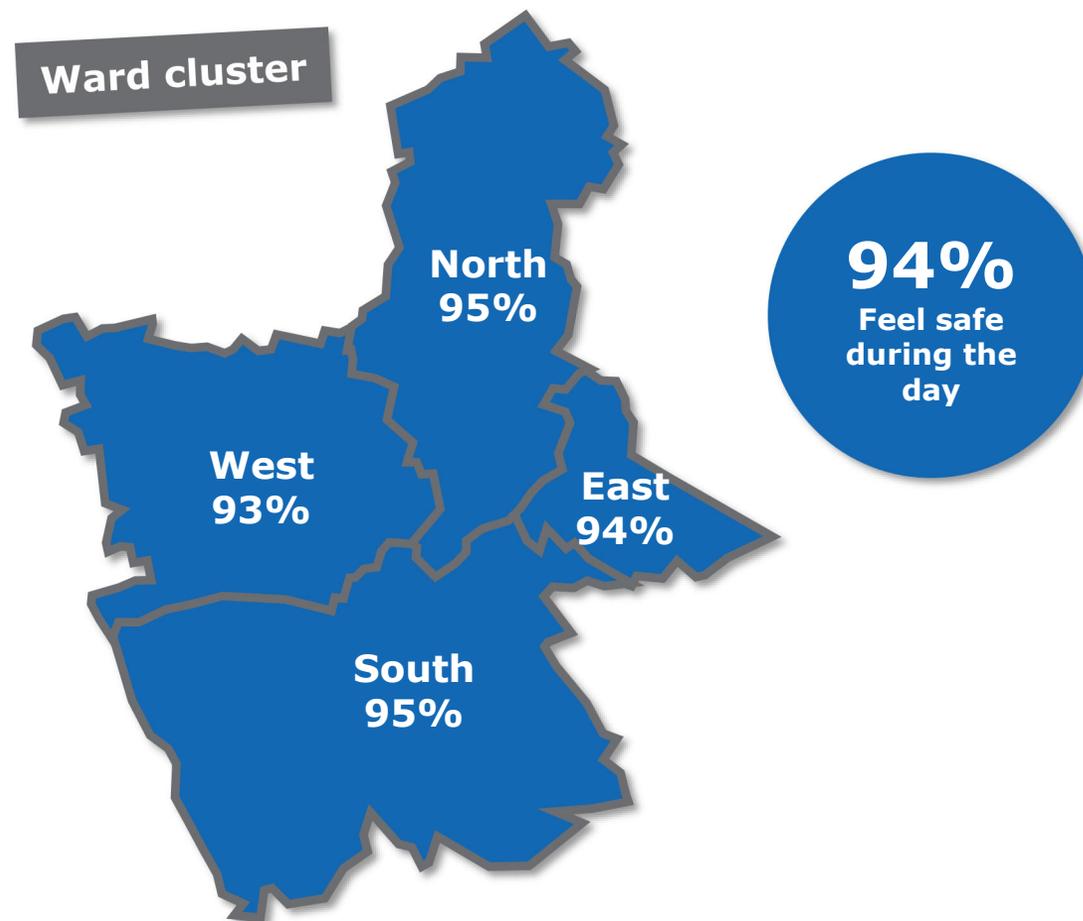


# Safety during the day: subgroups (% safe)

The vast majority of all residents say that they feel safe during the day, and there are only minor subgroup variations.



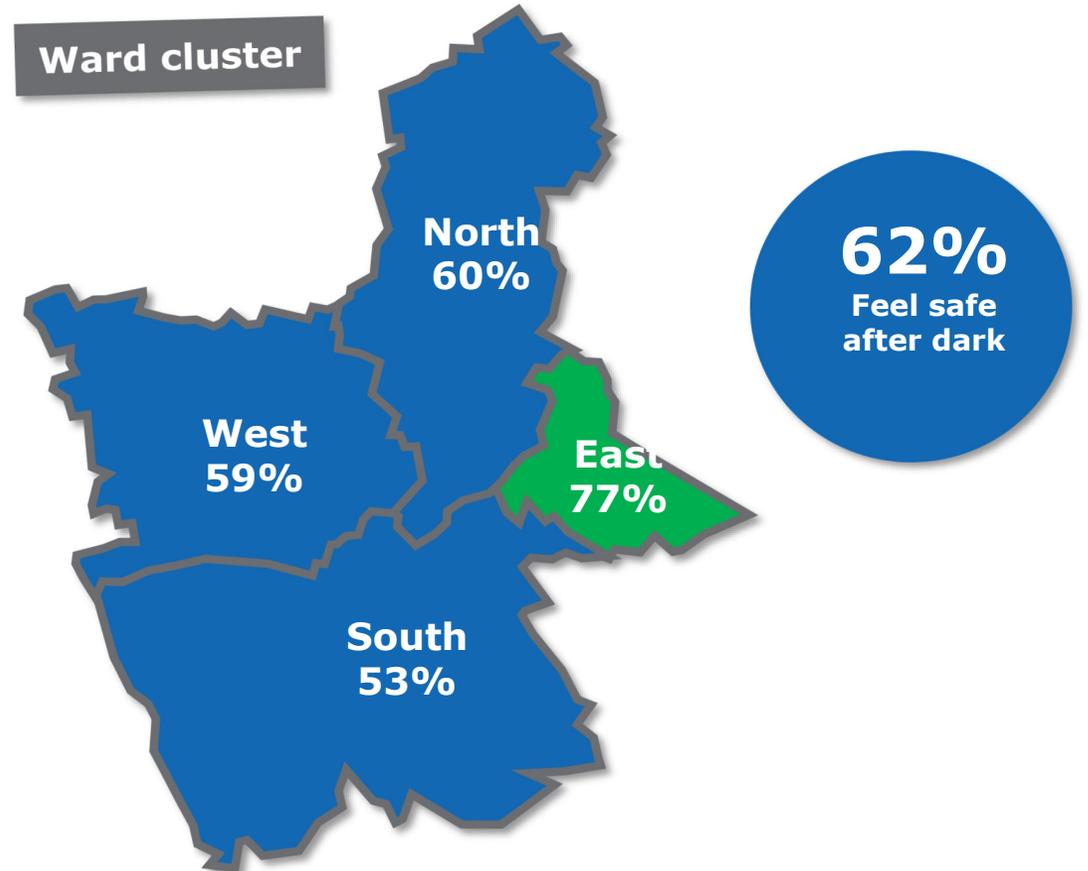
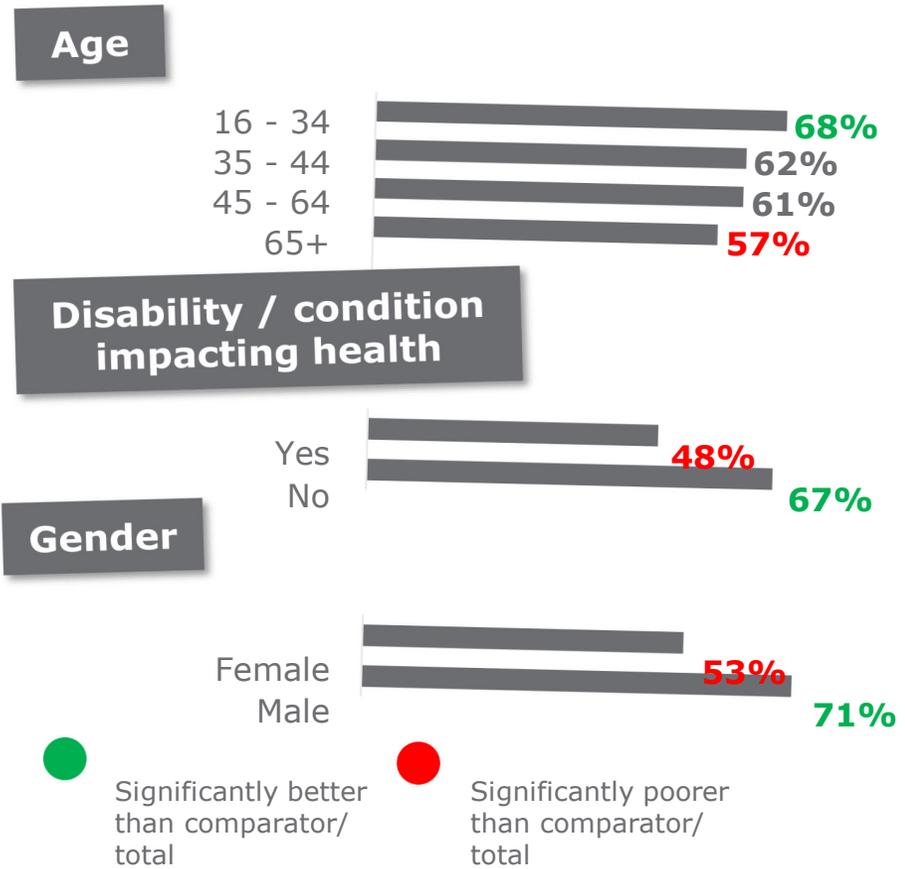
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# Safety after dark : subgroups (% safe)

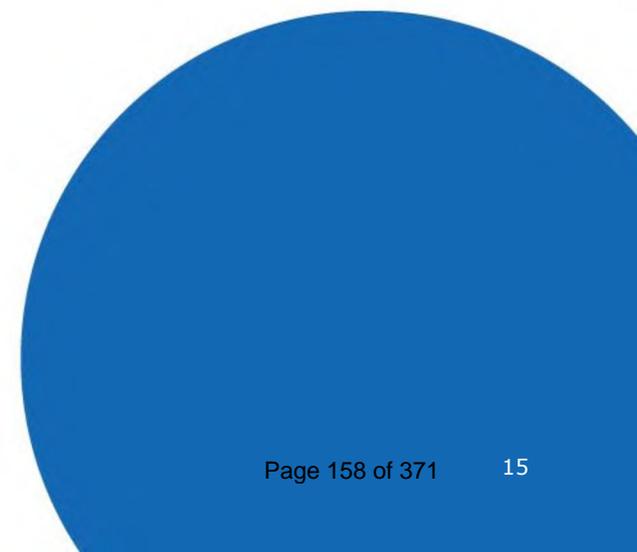
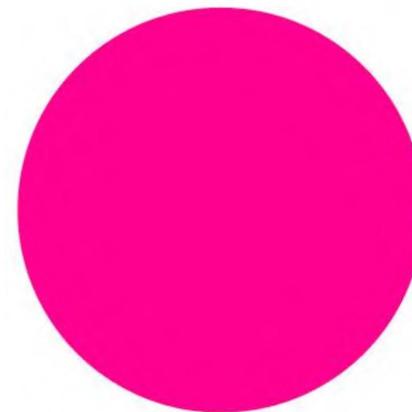


A majority of residents say that they feel safe after dark, but older people, those with a disability and females are less likely to report feeling safe at this time.



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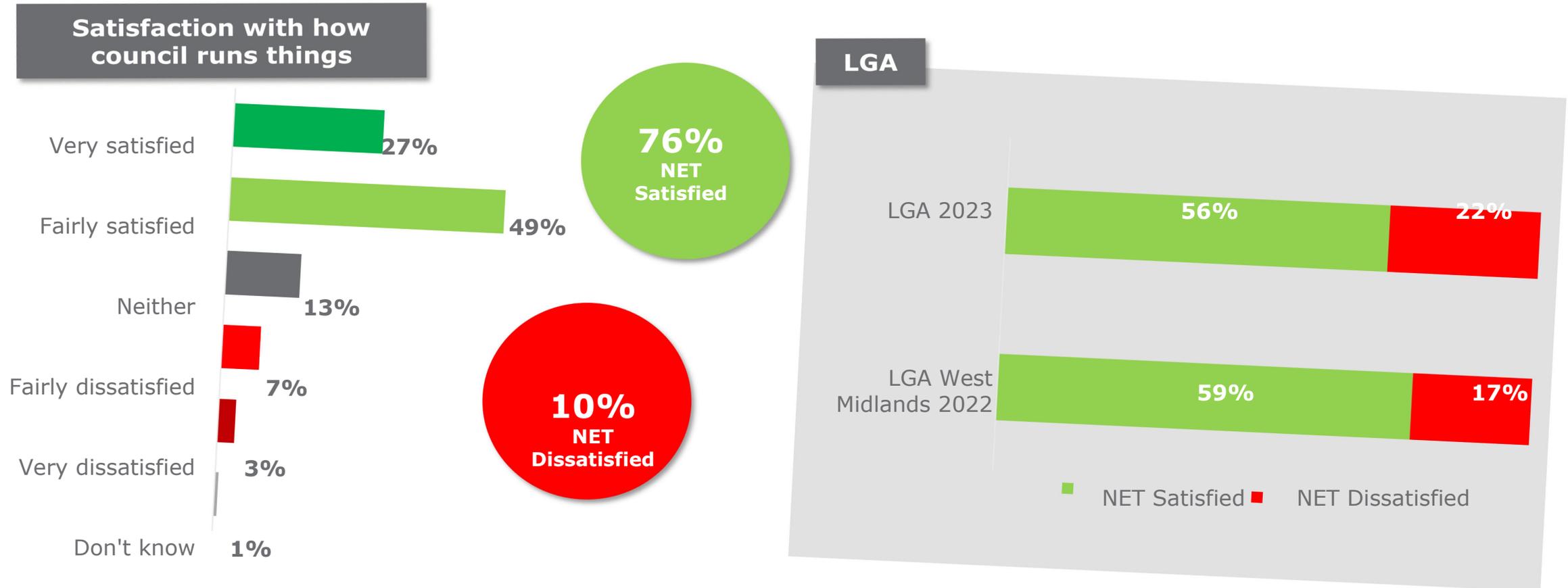
# Satisfaction with North Warwickshire Borough Council Services



# Satisfaction with the way the Council runs things

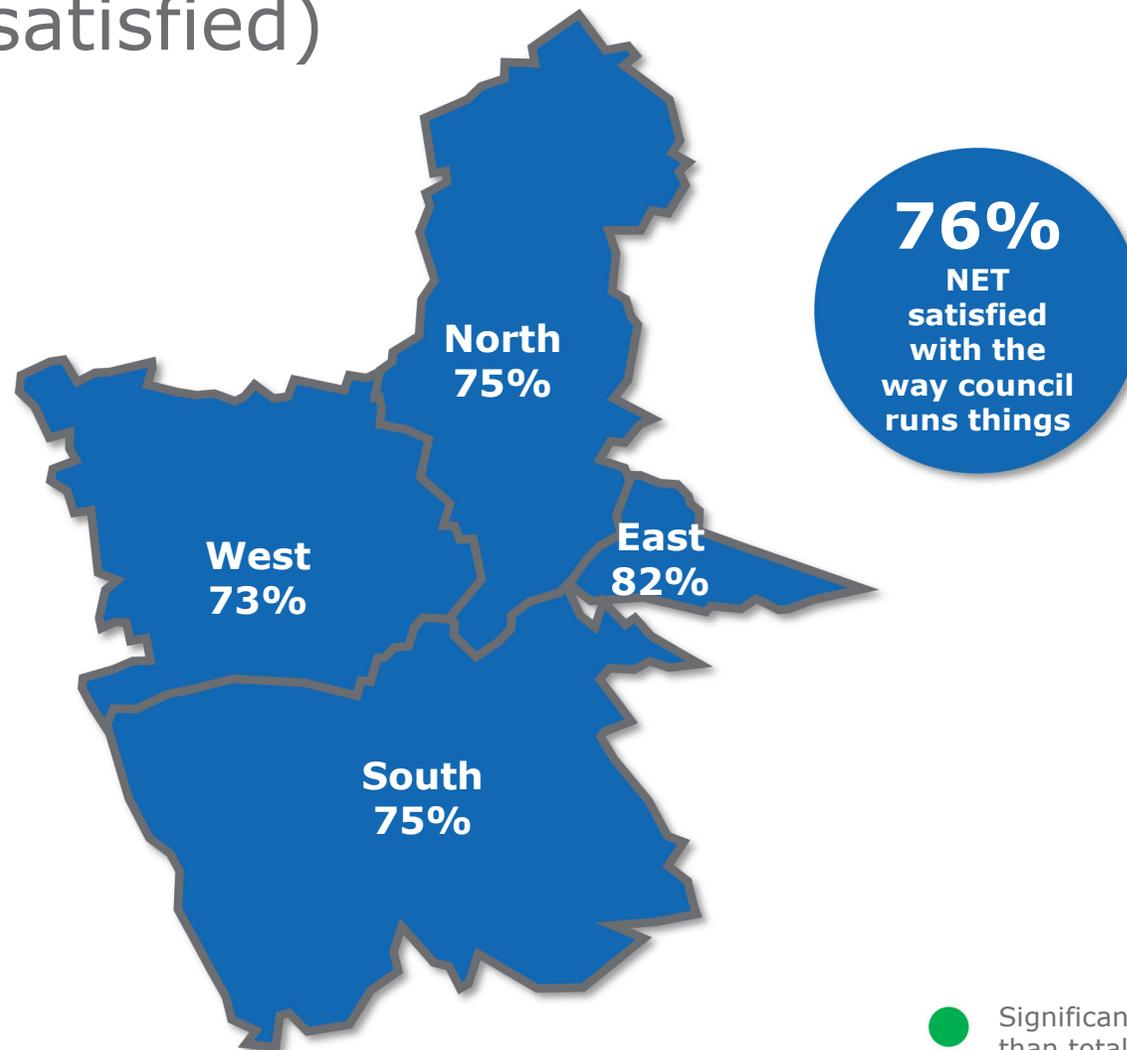


76% of residents are satisfied with the way North Warwickshire Borough Council runs things which is considerably higher than the LGA scores.





# Satisfaction with how the Council runs things: by ward cluster (% satisfied)



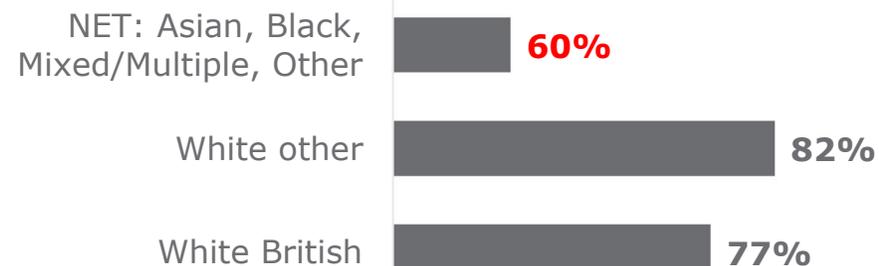
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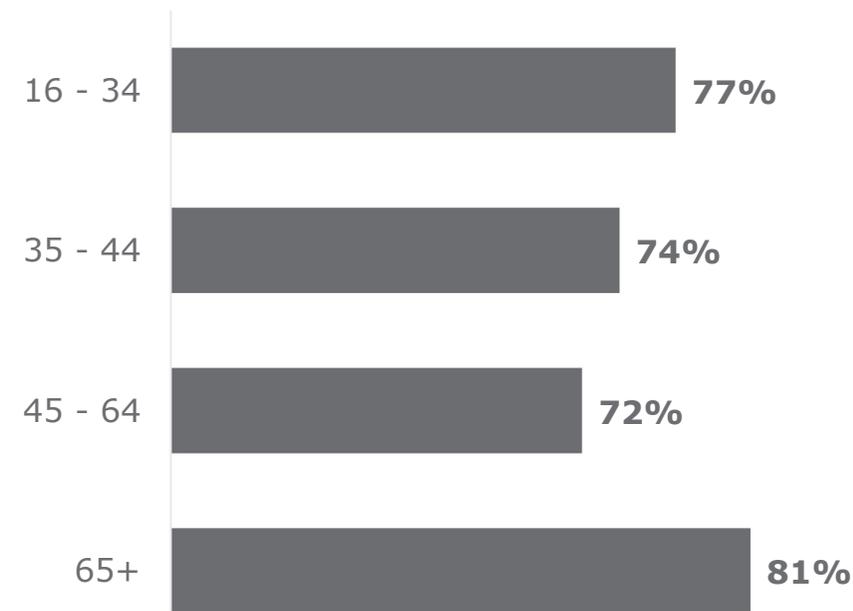
# Satisfaction with the way council runs things: subgroups (% satisfied)

Those who identify as a non-white ethnicity and those who are owner-occupiers are less likely to be satisfied.

## Ethnicity



## Age



## Tenure



Base: All Respondents (1,012) Q02 Overall, how satisfied or dissatisfied are you with the way North Warwickshire Borough Council runs things?



Significantly better than comparator/total



Significantly poorer than comparator/total



# KDA Analysis: How NWBC runs things

Regression analysis was undertaken to identify the items in the questionnaire which have the greatest influence on **satisfaction with how NWBC runs things**. The overall goodness of fit of this model is strong with R-square=0.663 (which means that the 13 key drivers listed below together explain **66.3%** of the variance in Overall Satisfaction).

Rank	Item	Relative importance	Performance (positive)
1	North Warwickshire Borough Council is making the local area a better place for people to live	0.199	55.0%
2	Recycling and waste collection – performance rating	0.157	50.9%
3	To what extent do you think that North Warwickshire Borough Council acts on the concerns of local residents?	0.132	57.5%
4	Feeling of safety during the day	0.127	94.1%
5	Street cleaning/grass cutting – performance	0.113	34.7%
6	North Warwickshire Borough Council resolves things fully and gets things right first time	0.108	33.0%
7	Do you think the £229 represents good value for the services provided by North Warwickshire Borough Council?	0.104	65.7%
8	Rating safety...After dark	0.089	62.2%
9	North Warwickshire Borough Council is difficult to get through to on the phone	0.079	47.1%
10	Affordable housing – priority for my household	0.069	19.0%
11	Access to local health facilities– priority for my household	0.058	28.0%
12	If NWBC did just one thing - More housing	0.048	4.0%
13	Overall, how well informed do you think North Warwickshire Borough Council keeps residents about the services and benefits it provides?	0.046	58.2%

The top driver of satisfaction, 'North Warwickshire Borough Council is making the local area a better place for people to live', has an importance score of 0.20 which means it is twice as important as 'VFM' (ranked 7<sup>th</sup>) which has an importance score of 0.104. and four times as important as the 13<sup>th</sup> driver 'keeps us informed'.

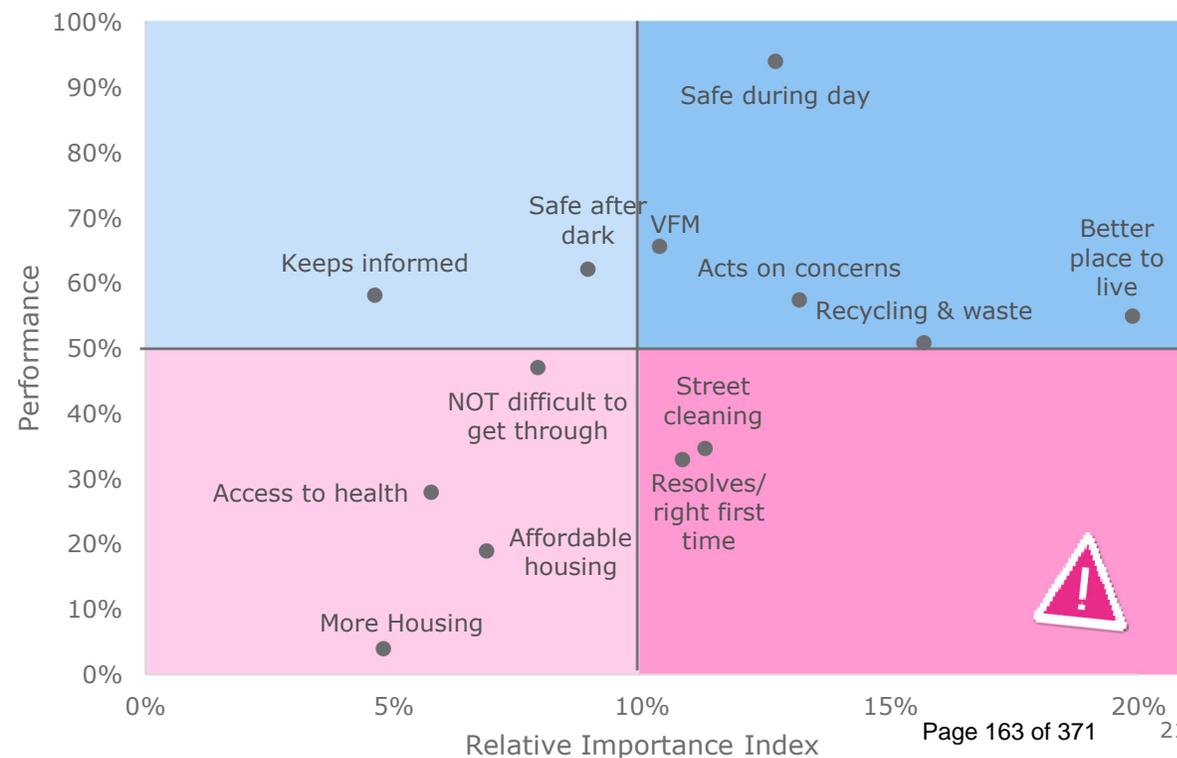


# Priorities to improve satisfaction with how North Warwickshire Council runs things

By cross-referencing the relative importance score (how much influence the variable has on council satisfaction) with the performance score (the average positive score achieved in the survey), the priorities for action can be identified.

**Street cleaning**, as well as the **council's ability to resolve things** fully and get things right first time, are **very influential** drivers with regards to satisfaction, **but have low performance**. Improvements here would likely increase satisfaction.

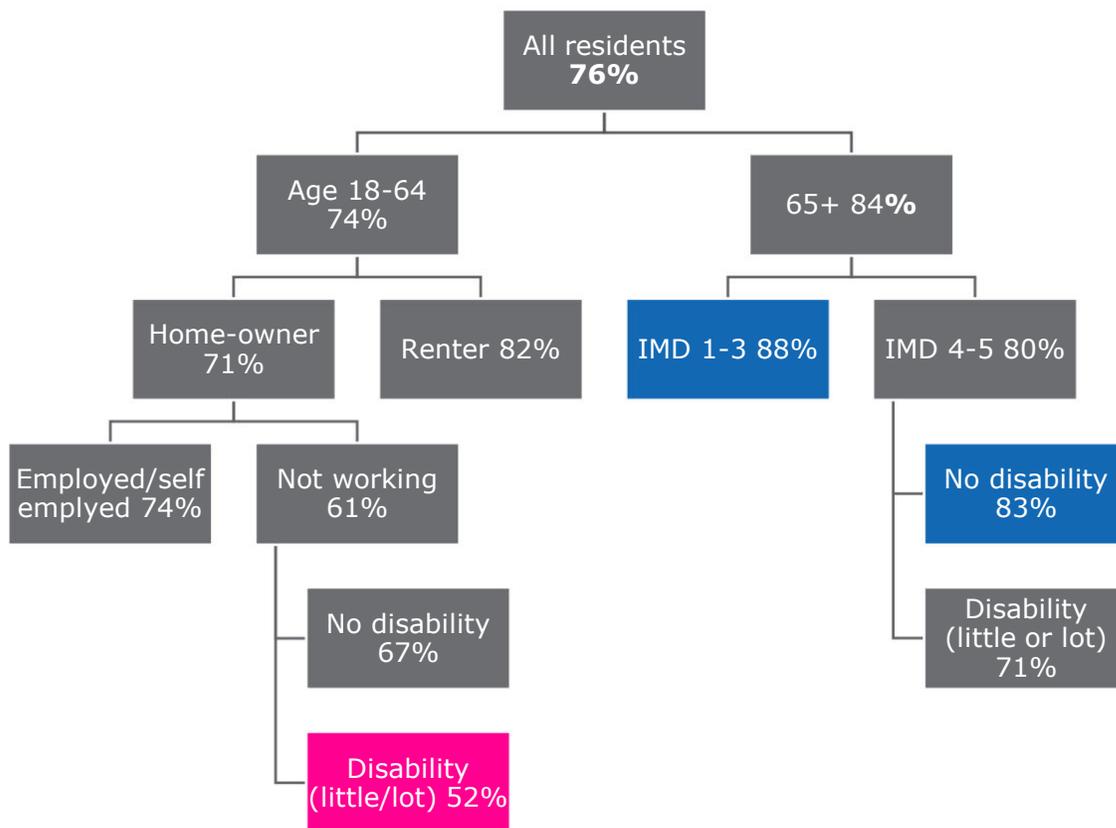
<p><b>Hidden Drivers (Maintenance)</b></p> <ul style="list-style-type: none"> <li>Safe after dark</li> <li>Keeps us informed</li> </ul>	<p><b>Visible Drivers (Promote)</b></p> <ul style="list-style-type: none"> <li>Safe during day</li> <li>Acts on concerns</li> <li>Makes local area a better place to live</li> <li>Value for money</li> <li>Recycling performance</li> </ul>
<p><b>Weak Drivers (Monitor)</b></p> <ul style="list-style-type: none"> <li>Not difficult to get through to</li> <li>More housing – priority</li> <li>Affordable housing – priority</li> <li>Access to local health facilities - priority</li> </ul>	<p><b>Key Drivers (Action)</b></p> <ul style="list-style-type: none"> <li>Street cleaning performance</li> <li>Resolves things fully and gets things right first time</li> </ul>





# CHAID Analysis: How NWBC runs things

Chi-square automatic interaction detection (CHAID) analysis was also conducted. This looks at the demographics/factors that lead to the highest/lowest satisfaction levels. This can help identify groups of residents who are reporting the lowest/highest levels of satisfaction.



The CHAID process divides the total sample by the factor which has the greatest difference in net satisfaction – the first branch divides the residents by age – with **84%** of those who are 65+ satisfied compared to just **74%** of younger residents.

The CHAID process continues to further divide each branch by the next factor which has the biggest difference – for older residents the next factor is IMD with those who are 65+ AND living in areas with IMD 1-3 having the highest levels of satisfaction with **88%**. Those who are 65+ AND live in the more affluent areas (IMD 4-5) AND have no disability report **83%** satisfaction.

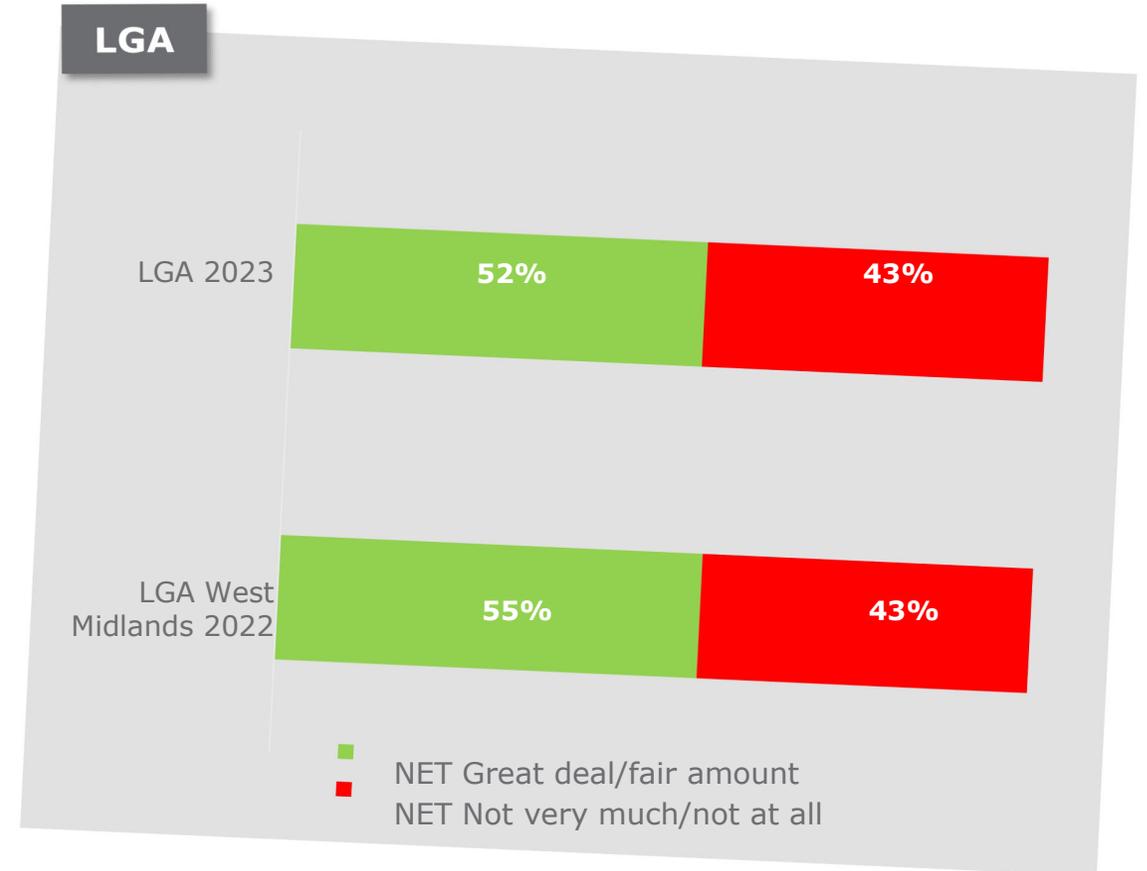
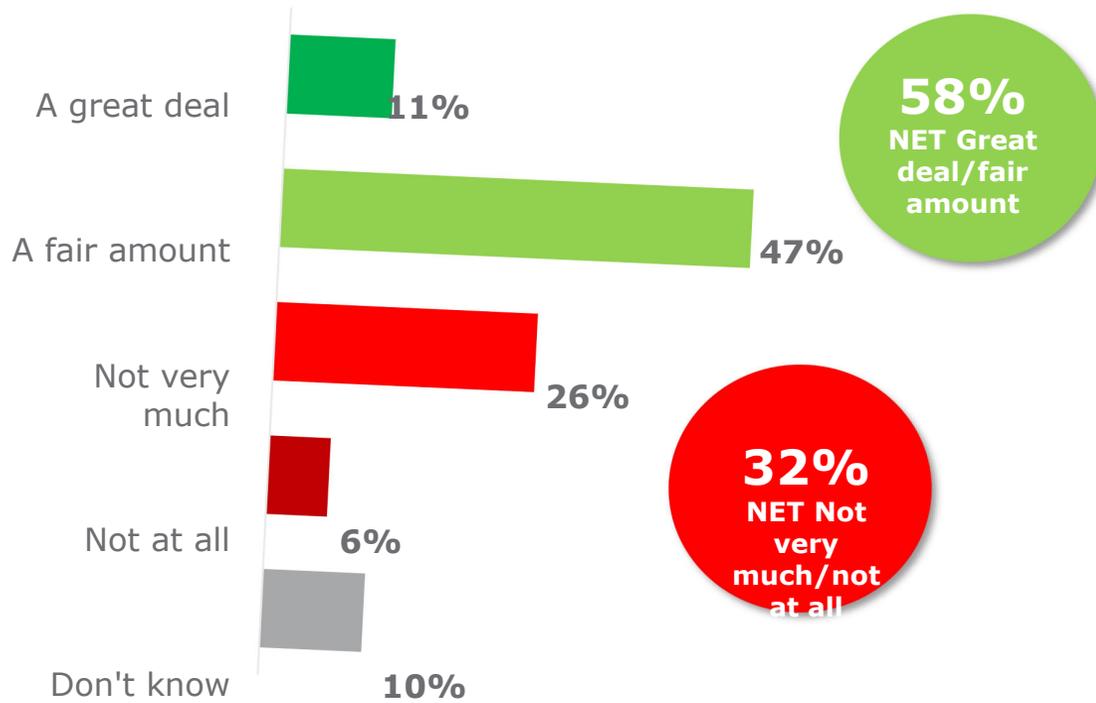
On the other branch, younger residents who own their home AND are not working AND have a disability report **52%** satisfaction. This is the lowest % of any subgroup.

# Acts on concerns of residents



58% of residents feel that North Warwickshire Borough Council acts on their concerns, which is slightly above the LGA results.

## To what extent NWBC acts on concerns of residents

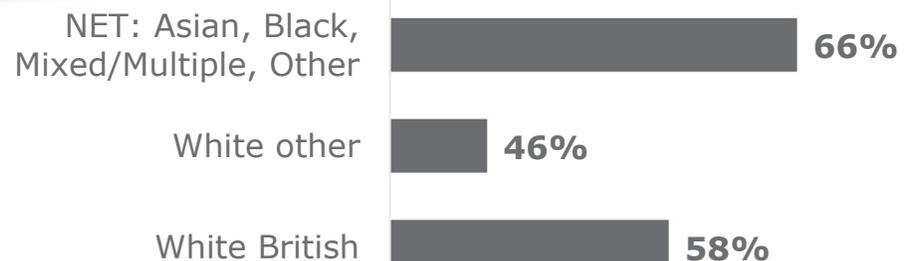




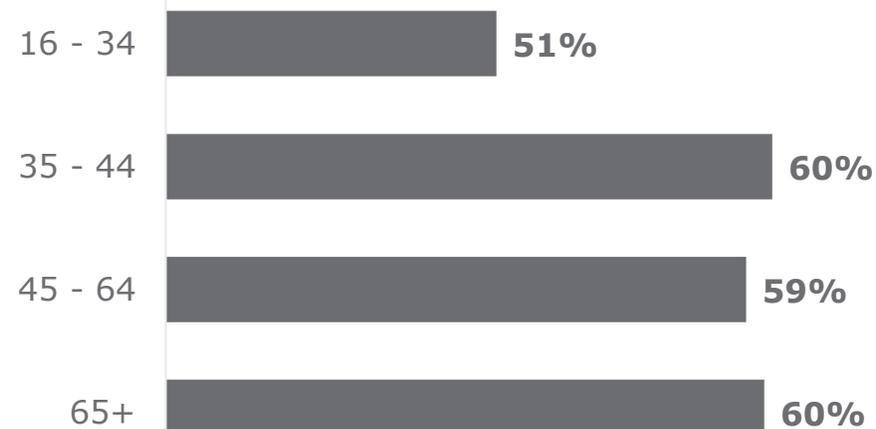
# Acts on concerns: subgroups (% great deal/fair amount)

There are few significant differences of note, but those who own their own home are 8% points less likely to say that NWBC acts on the concerns of local residents, compared to those who rent.

## Ethnicity



## Age



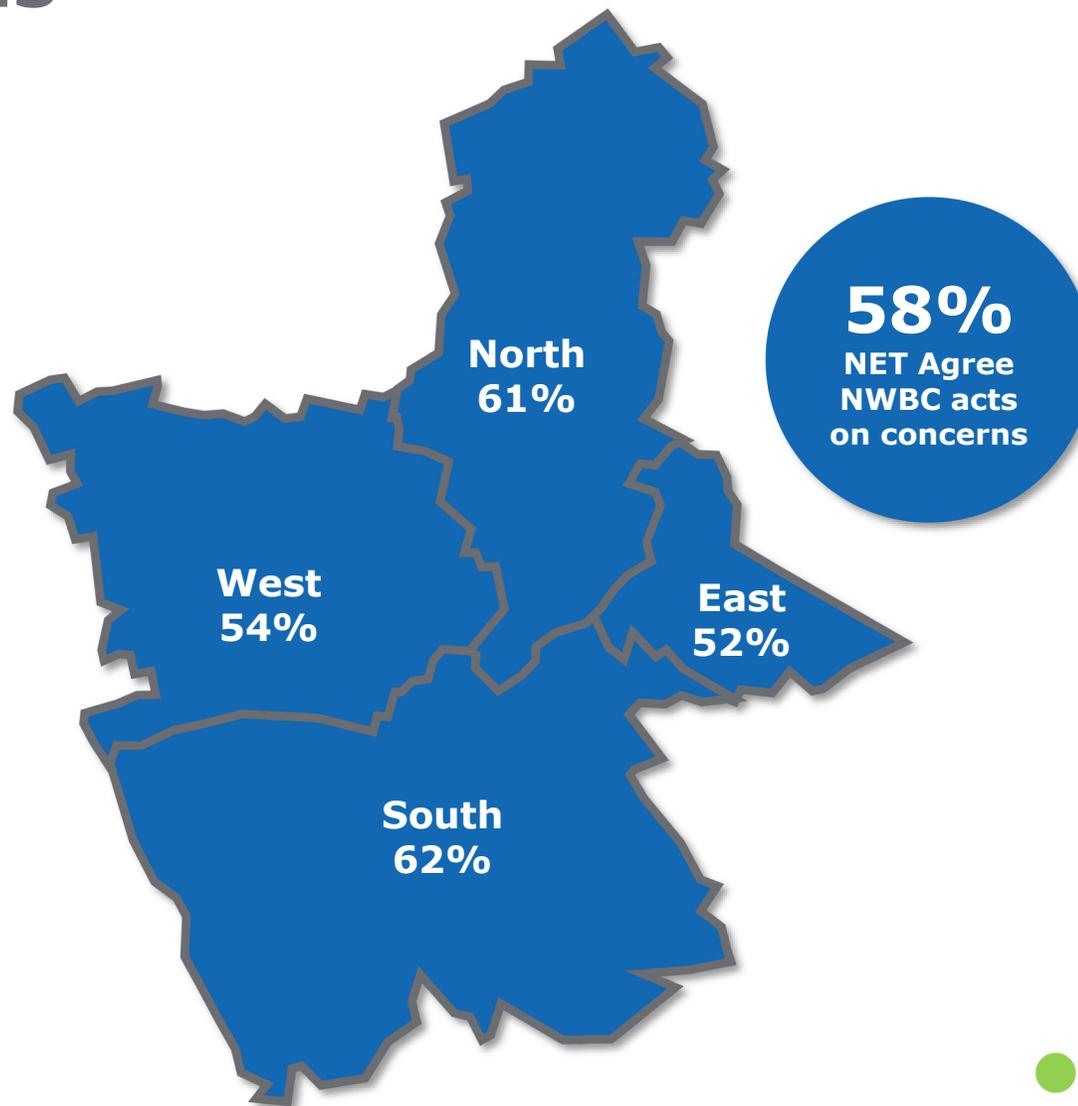
## Tenure



 Significantly better than comparator  Significantly poorer than comparator



# Acts on concerns of residents: by ward cluster (% great deal/ fair amount)

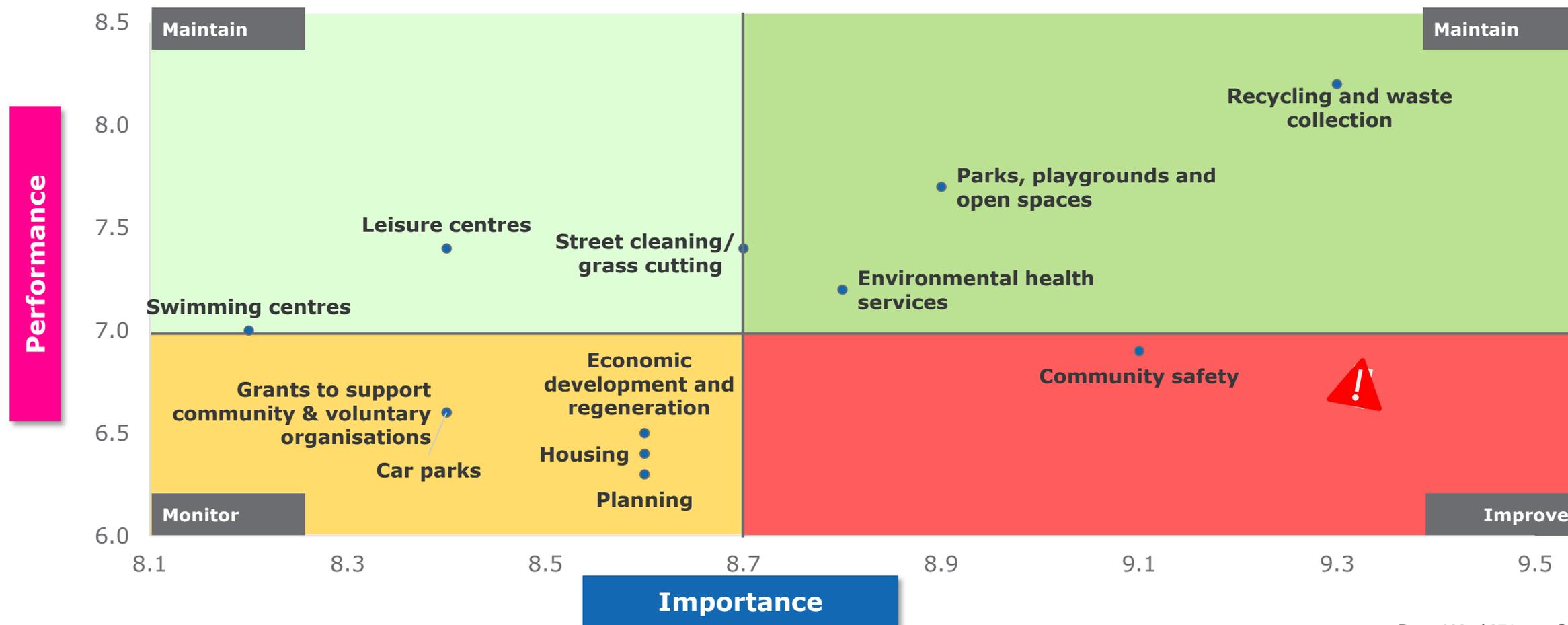


● Significantly better than total ● Significantly poorer than total



# Council Services: Importance vs. Performance

Recycling, parks playgrounds and open spaces, and environmental health services are all deemed as important by residents, and the council's performance is well regarded for these. However, the performance for community safety is relatively poor despite its importance, indicating that this should be a priority for the council going forward.



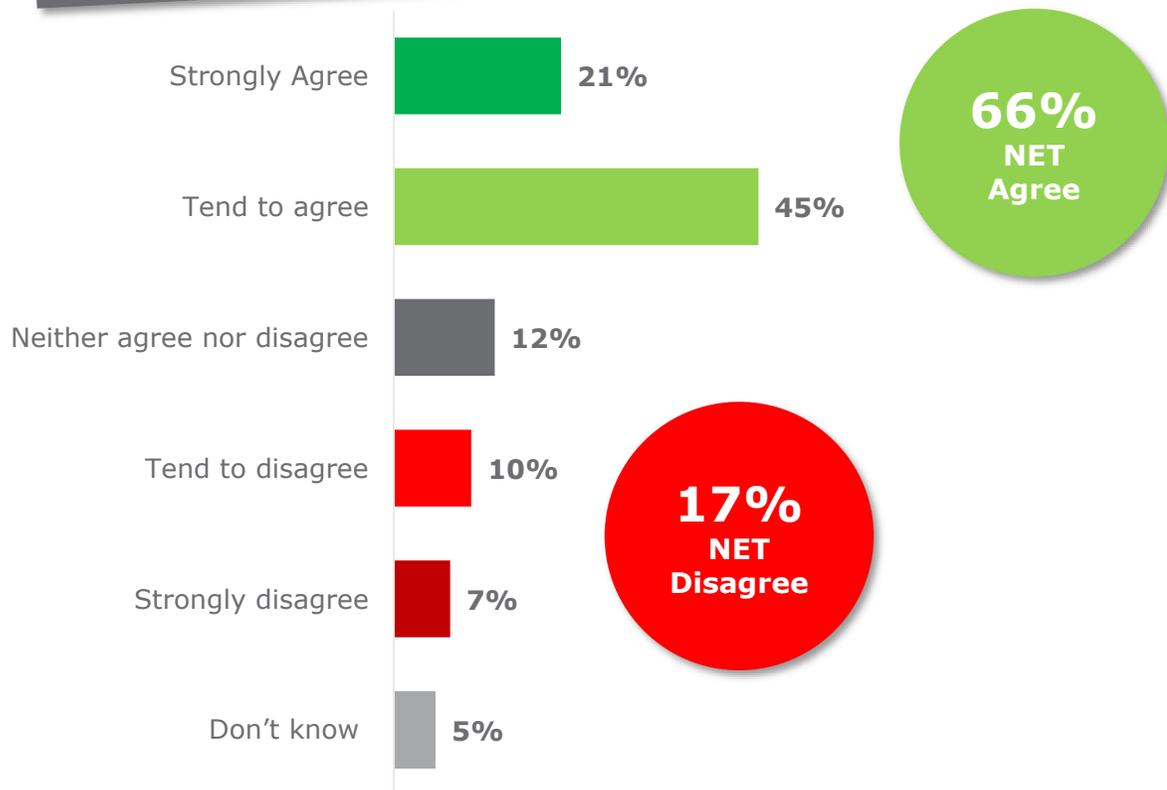
Base: All respondents (1,012); Q03 How important do you feel each of the following council services is? Please answer on a scale of 0 to 10, when 0 is not at all important and 10 is very important. Q04. And how would you rate the performance of each of these services? Again, please answer on a scale of 0 to 10, when 0 is very poor and 10 is very good.



# Value for service

Two-thirds of residents (66%) agree that NWBC provides good value for the services it provides. 34 – 44-year-olds and renters are significantly more likely to agree, than those aged 65+ and homeowners.

**£229 represents a good value for service**



## Subgroup analysis

### Age



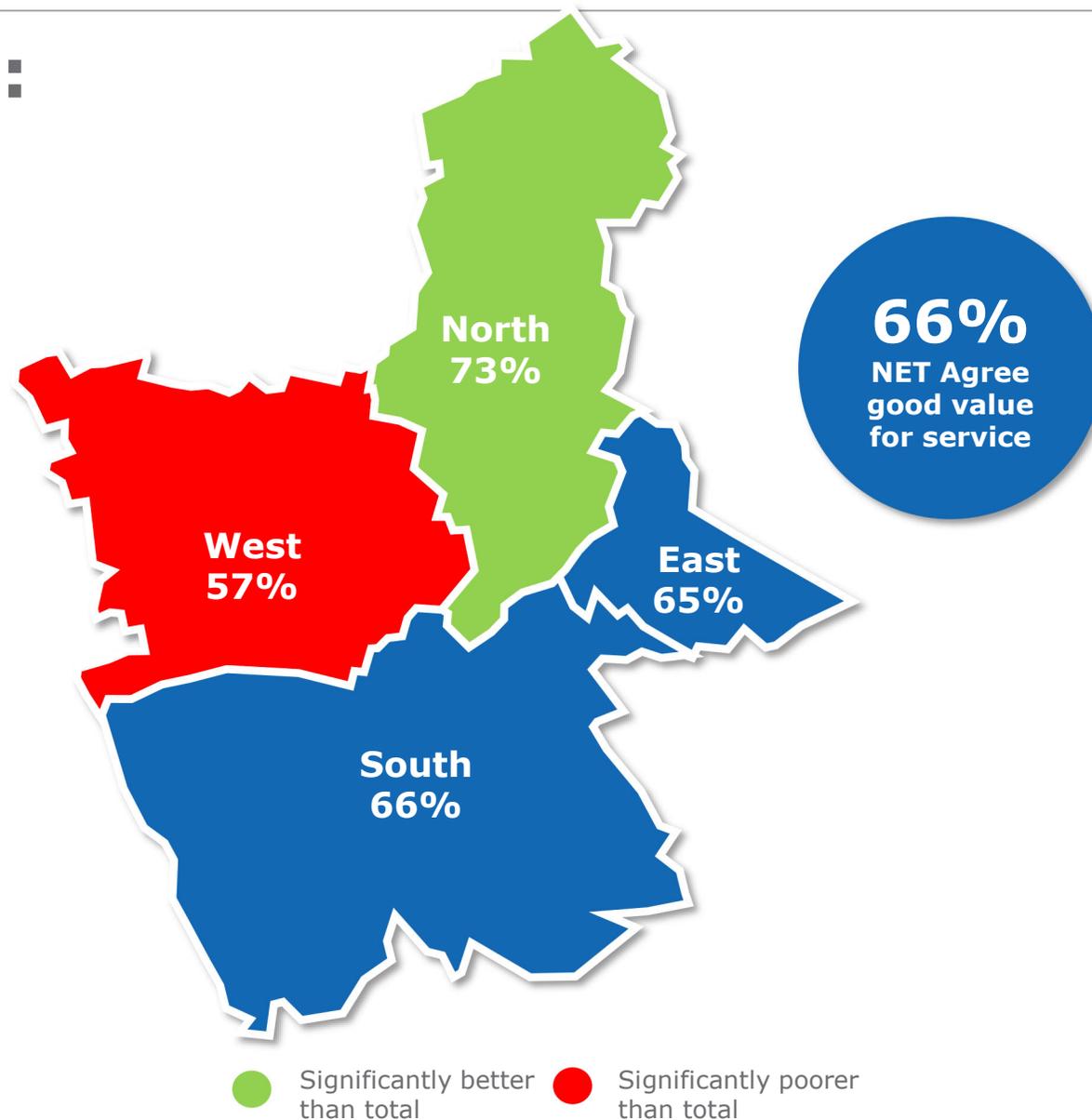
### Tenure



 Significantly better than comparator  Significantly poorer than comparator



# Value for service: by ward cluster (% agree)



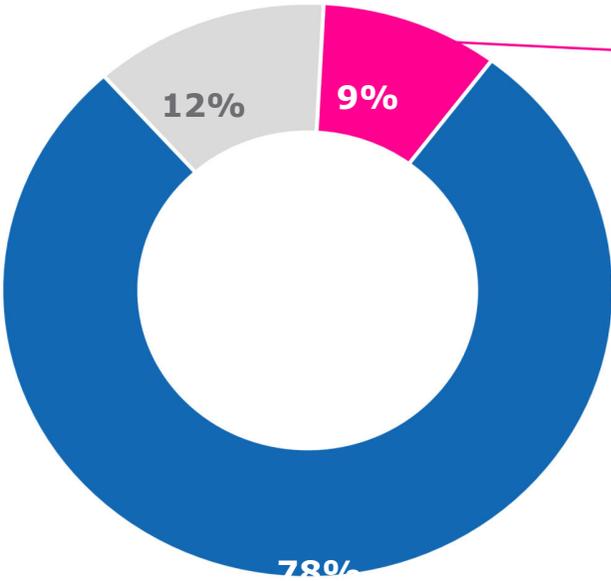
Base: All Respondents (1012) Q05 Do you think the £229 represents good value for the services provided by North Warwickshire Borough Council?

# Discretionary services



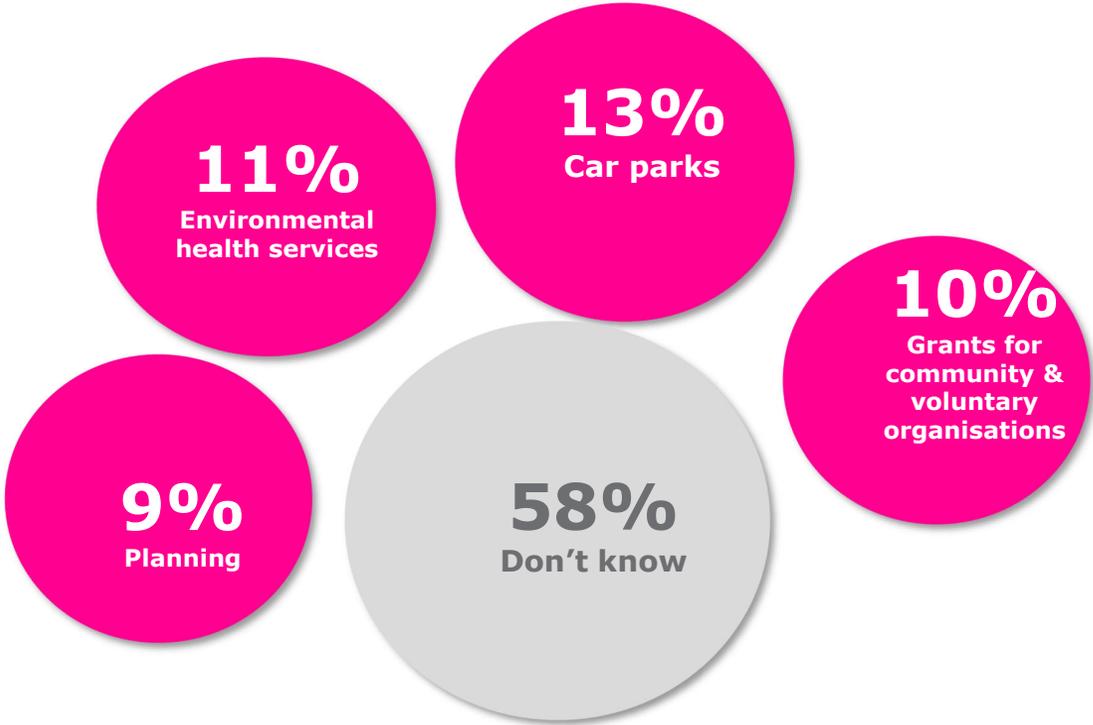
Only a small proportion (9%) of residents indicate a preference for stopping or reducing discretionary services. Of that minority, more than half do not know which services should be stopped or reduced.

## Discretionary services preference



- Stopped or reduced rather than being paid for by council tax
- Continue at their current level funded by council tax
- Don't know

## Services to be stopped or reduced



Base: All Respondents (1,012) Q05b Which of the following would you prefer...?  
 Base: All respondents who prefer to stop reduce discretionary local services (87) Q06 Which local services do you think should be stopped or reduced?

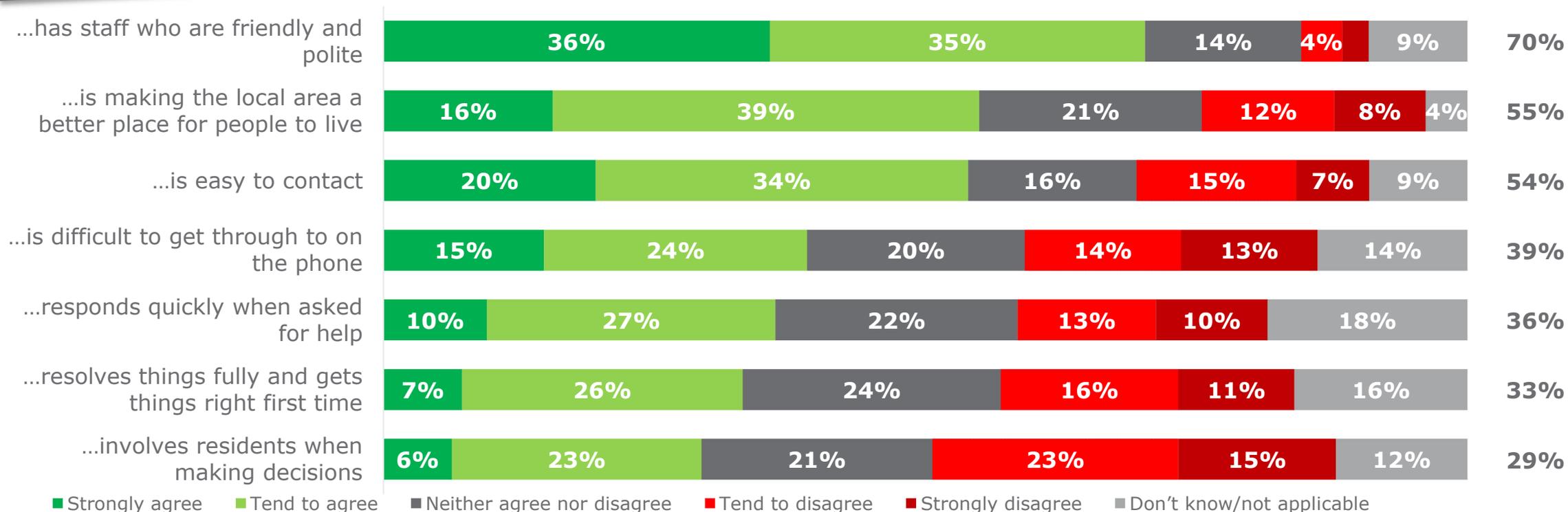


# Views on aspects of council services

Residents are most positive about the attitude and behaviour of NWBC's staff (70%), followed distantly by the Council making the local area a better place to live (55%) and the council being easy to contact (54%). Less positively, only three in ten agree that the Council involves residents when making decisions (29%).

## North Warwickshire Borough Council...

**NET agree**

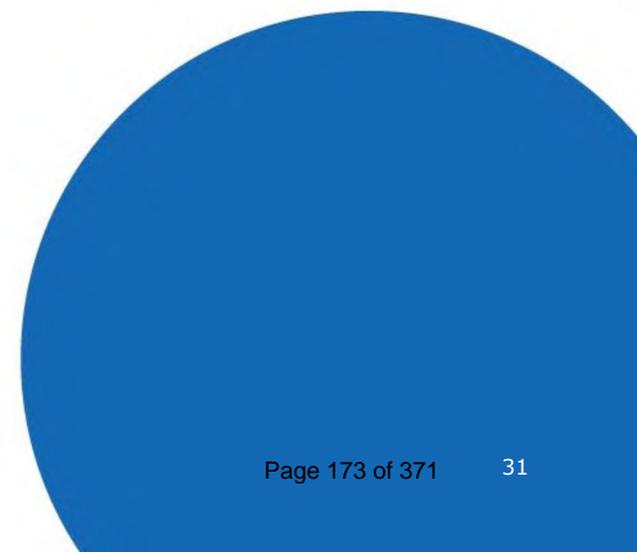
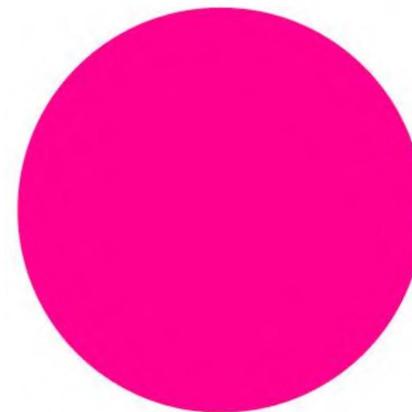


**Base:** All Respondents (1,012) Q011 To what extent do you agree or disagree that these statements apply to North Warwickshire Borough Council? North Warwickshire Borough Council...

\* Labels for data below 3% hidden for neatness

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# North Warwickshire Borough Council Communications

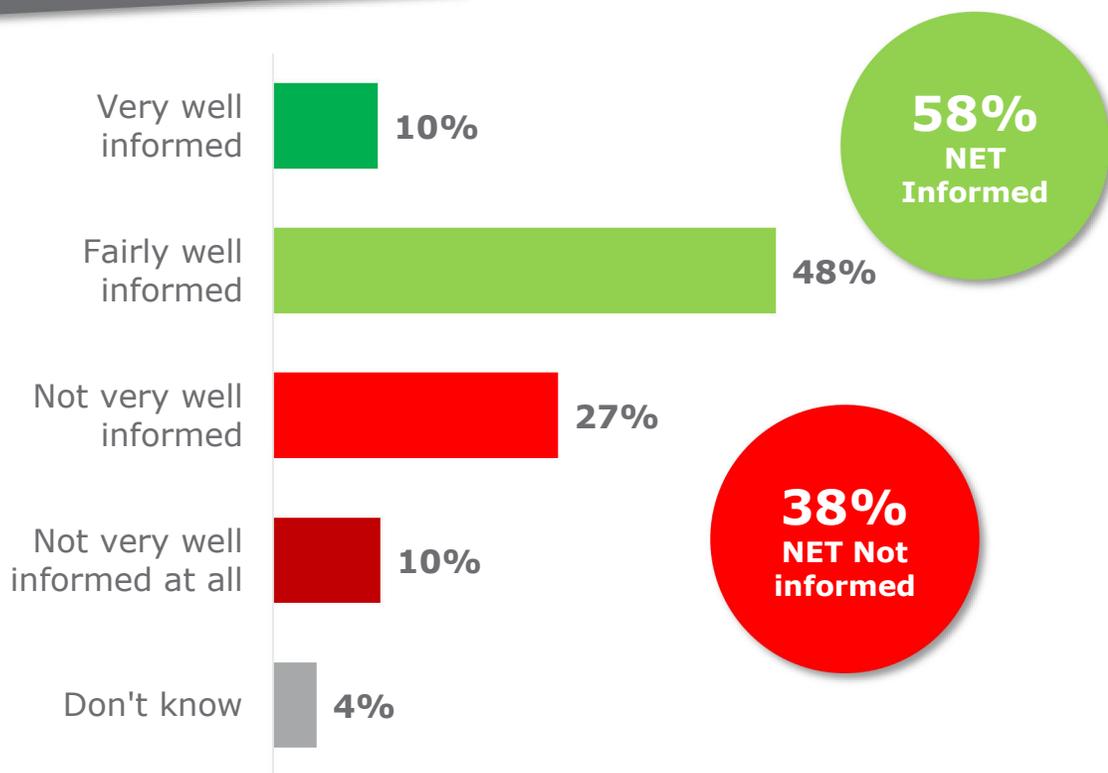




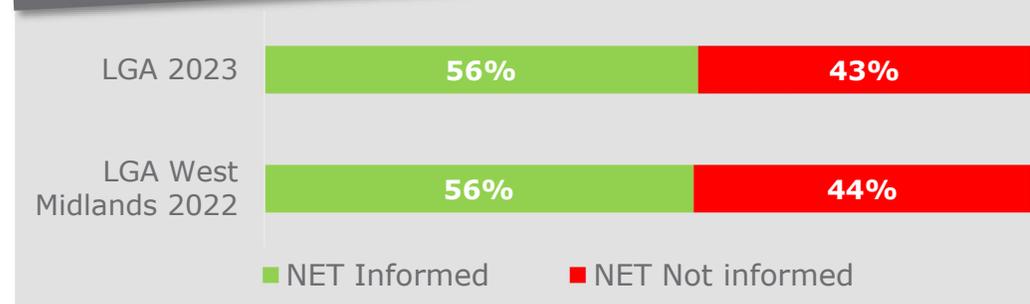
# Resident informed

Just under three in five residents feel informed by NWBC. This is broadly in line with the regional and national LGA figures.

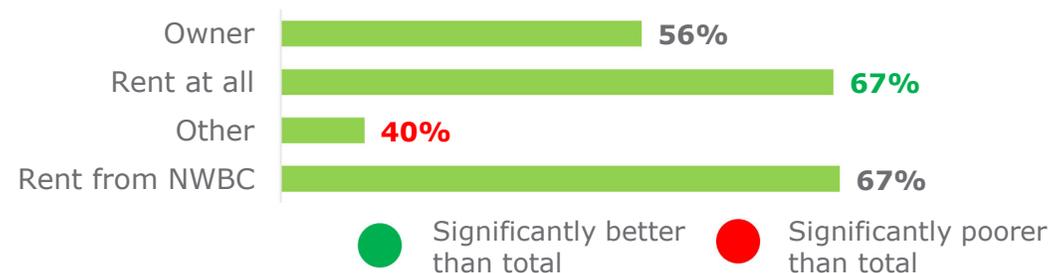
## How well informed....



## LGA

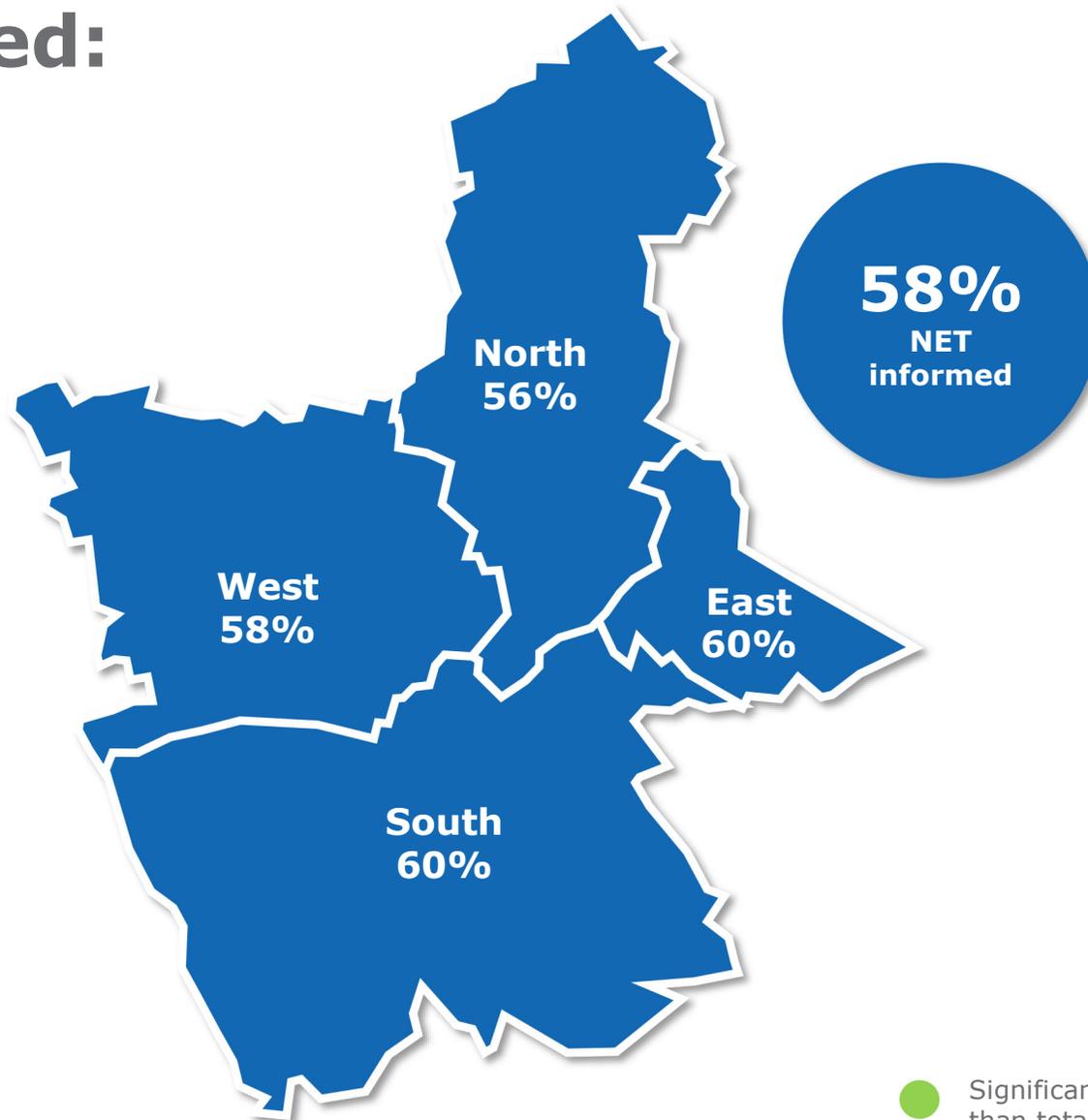


## Subgroup analysis





# Residents informed: by ward cluster (% NET informed)



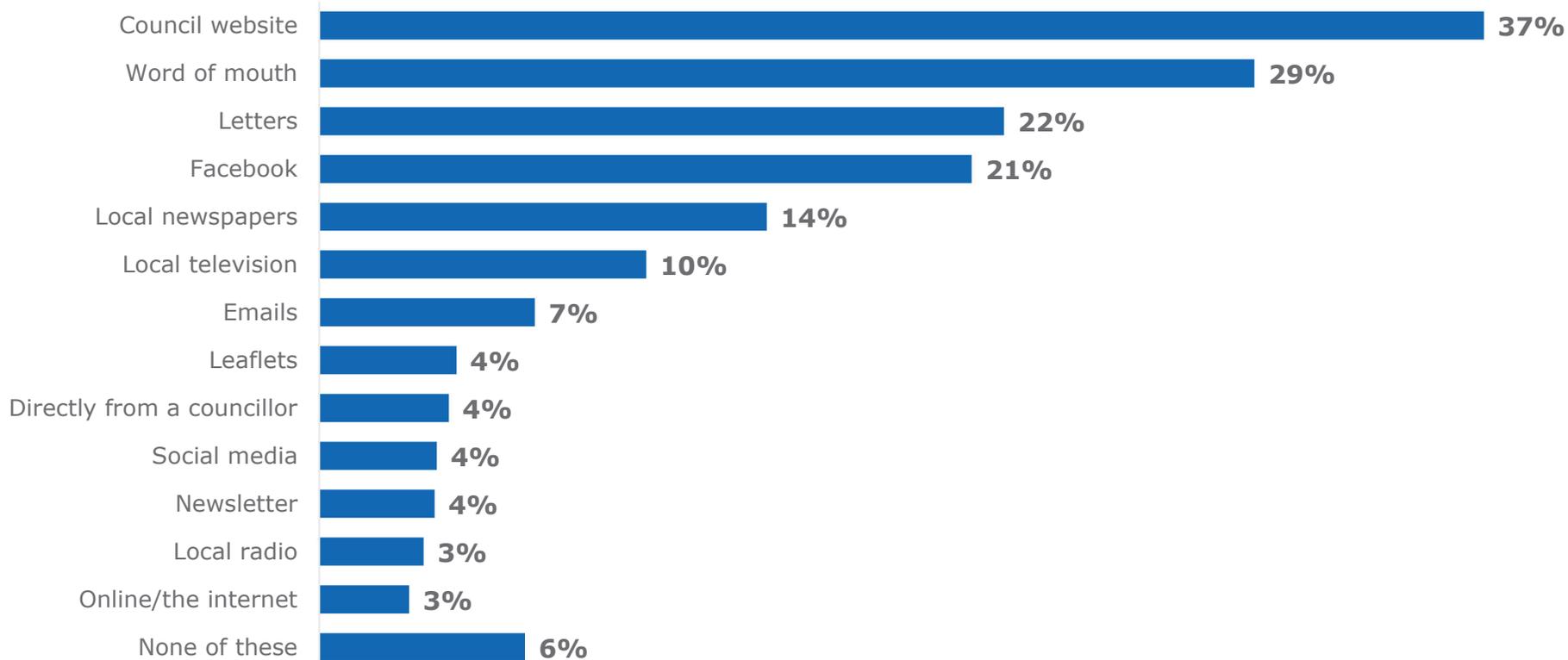
● Significantly better than total ● Significantly poorer than total



# Method of information

The Council website and word of mouth communications are the most common methods of finding out about what the council is doing and the services it provides.

## Find out about council doing through...



**Base:** All Respondents (1,012) Q09 How do you usually find out about what the council is doing and the services it provides?

\* Labels for data below 3% hidden for neatness



# Online services

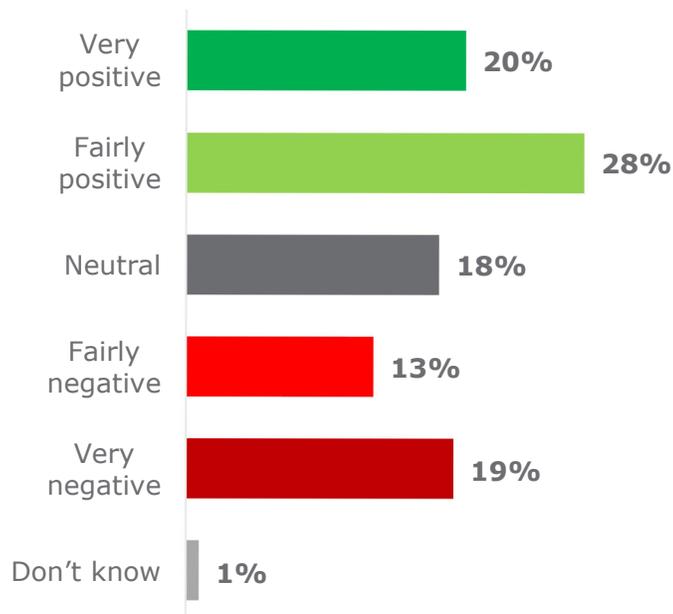
There is clear scepticism regarding the wider transition to online services, but in the context of the council there is strong demand for expanding these to include payments, bulky waste collection, green waste collection and applying for planning permission. However, with 8% of residents not having internet access and the aforementioned scepticism regarding increasingly online services, it is important for the council to safeguard non-online methods for these services.

## Internet Access

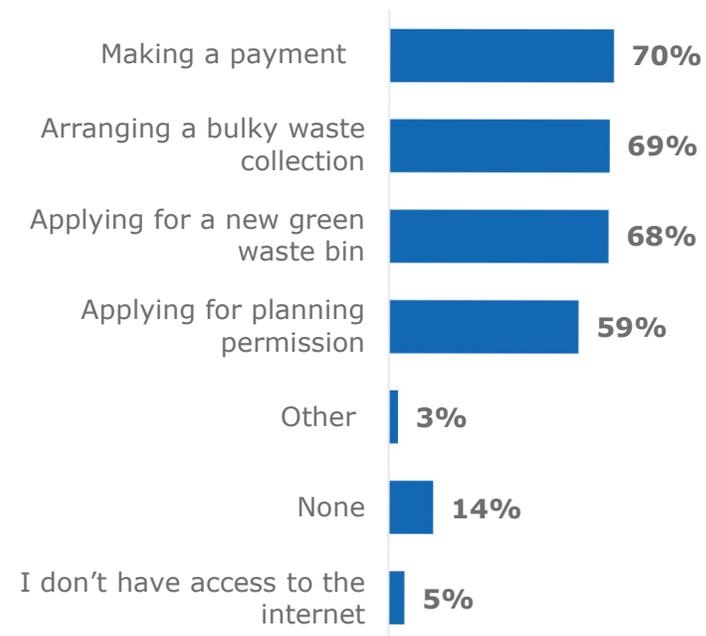


23% among residents aged 65+

## Services moving online is viewed as (not council specific)...

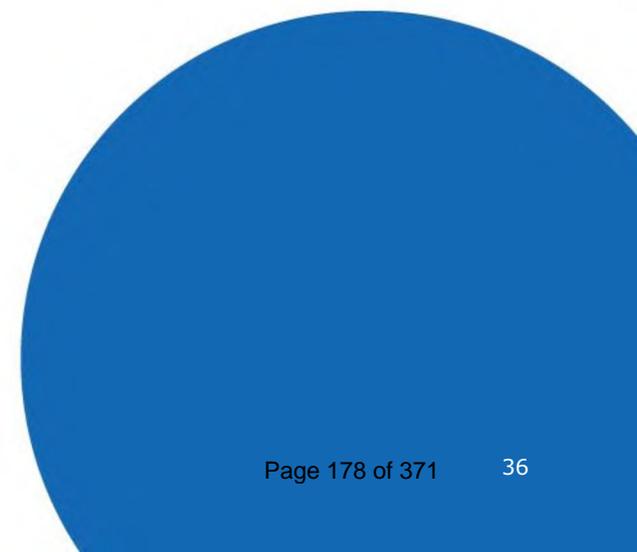
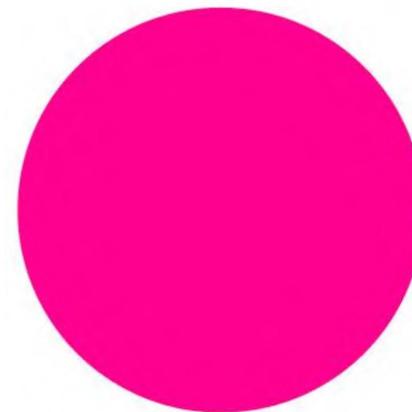


## Services preferred to do online



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# North Warwickshire Borough Council Leisure Facilities



# Leisure facilities use

Almost a quarter of residents would not consider using leisure facilities in the borough. Polesworth Sports Centre is the least used leisure centre, while the Atherstone facilities are used most.

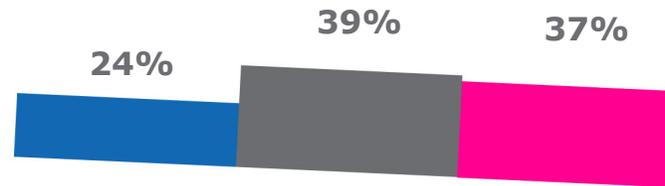
Atherstone Leisure Centre



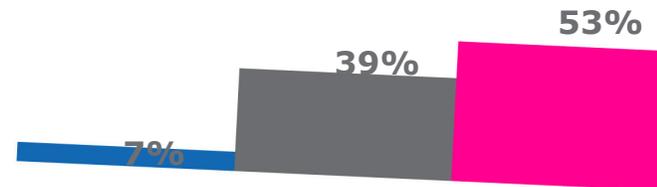
Coleshill Leisure Centre



Atherstone Swimming Pool



Polesworth Sports Centre



Overall use **38%**  
Use any facilities...

...**37%**  
would consider...

...**24%**  
would not use.

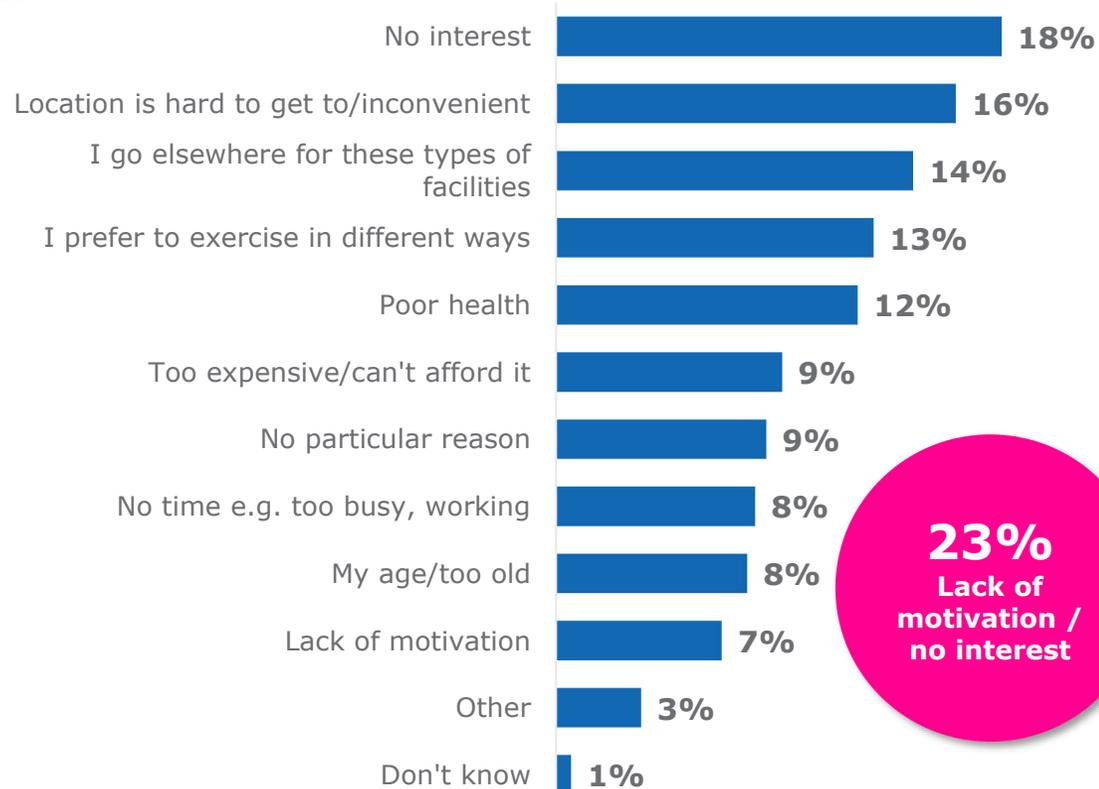
- Yes, I already use this
- No, but I would consider using it
- No, I wouldn't use this



# Those who do not use the facilities

Lack of interest and inconvenient location of the facilities are the driving causes for lack of leisure centre use.

## Reasons for not using the facilities



**23%**  
Lack of motivation / no interest

## Subgroup analysis

Younger age groups indicate that they prefer to exercise in different ways (16-34 **18%**; 35-44 **24%**) or go elsewhere for these types of facilities (**29%** and **30%** respectively). The youngest age group (16-34) is significantly more likely to indicate facilities are too expensive/they can't afford it (**30%**) than those aged 45+.

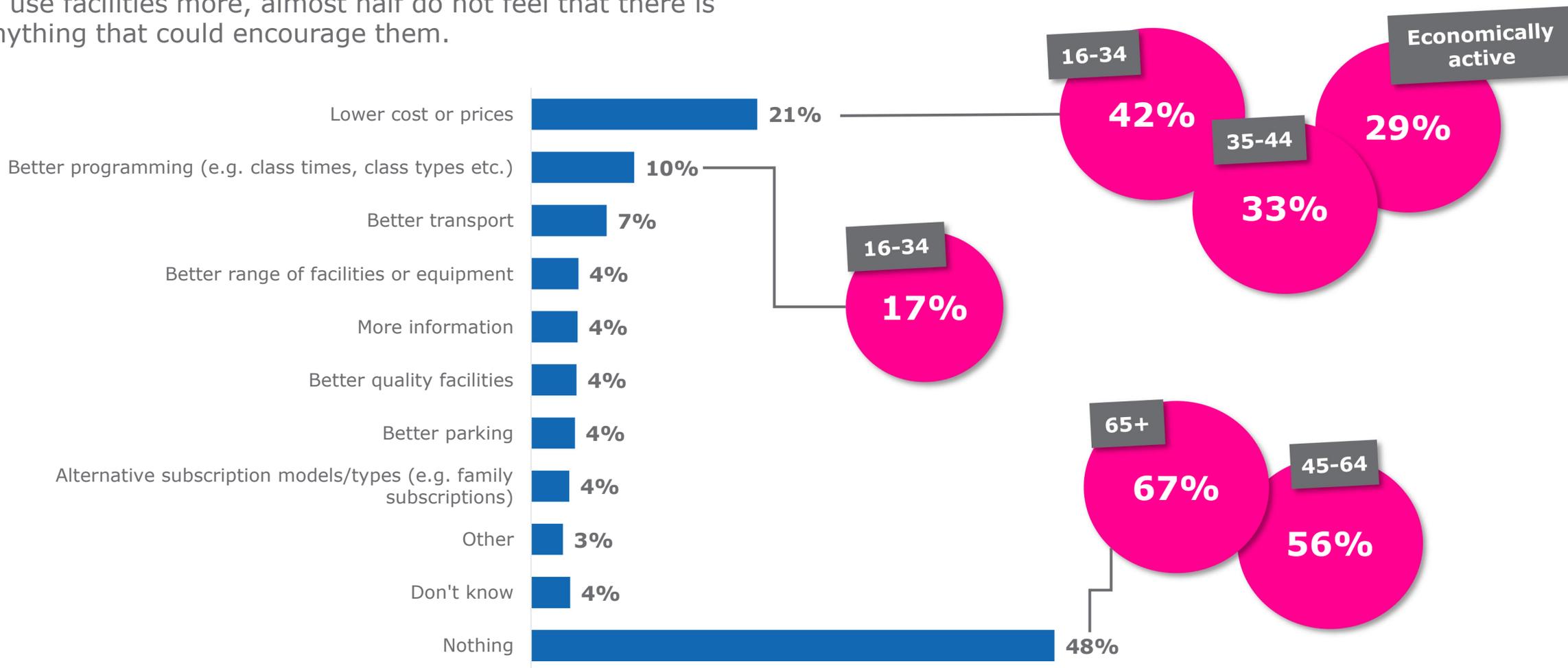
Poor health (**13%** 45-65; **23%** 65+), the location being inconvenient (**21%** 45-54; **20%** 65+), and old age (**23%** 65+) are the key reasons for older age groups to not use the facilities.

Economically active residents also indicate a preference in exercising in a different way (**16%**) or prefer to go elsewhere (**21%**), while economically inactive residents either hold no interest (**21%**), the location is inconvenient (**18%**) or suffer from poor health (**23%**).



# Encouragement to use the facilities: unprompted

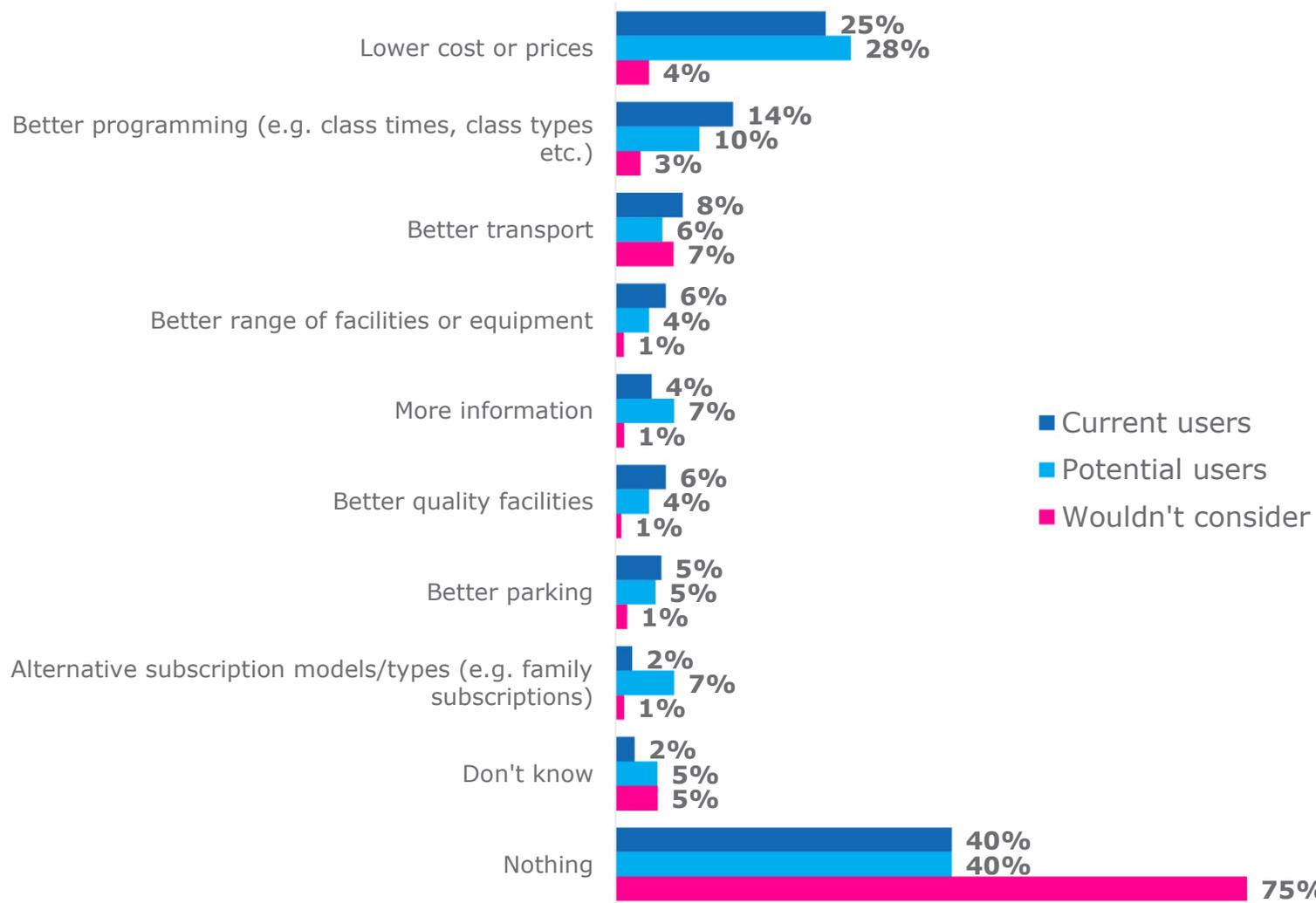
While lower cost and better programming could entice residents to use facilities more, almost half do not feel that there is anything that could encourage them.





# Encouragement to use the facilities: unprompted

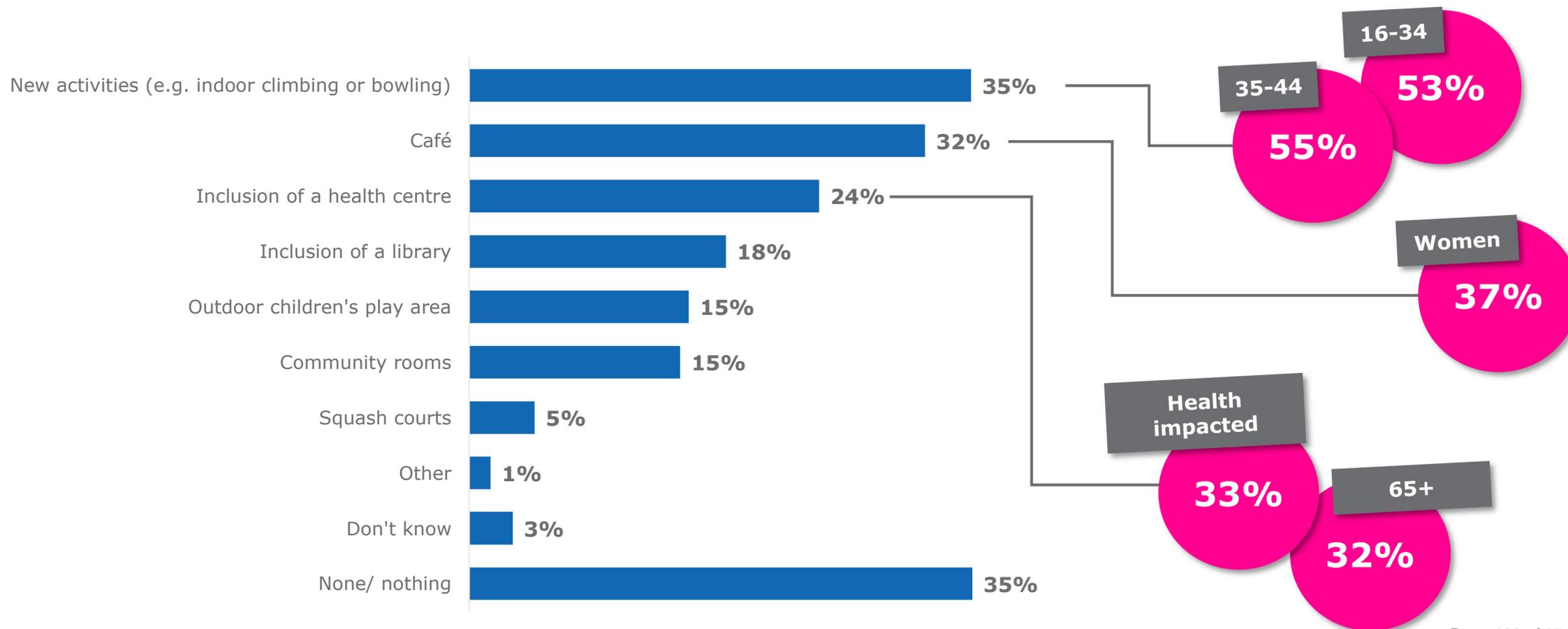
Three-quarters of those who said they wouldn't consider using any of the leisure facilities maintain that there is nothing that would encourage them to do so.





# Encouragement to use the facilities: prompted

When prompted, over half of the younger age groups indicate an interest in new activities at leisure facilities, women show interest in a café, and inclusion of a health centre is seen as enticing to residents with health concerns and the 65+ age group.

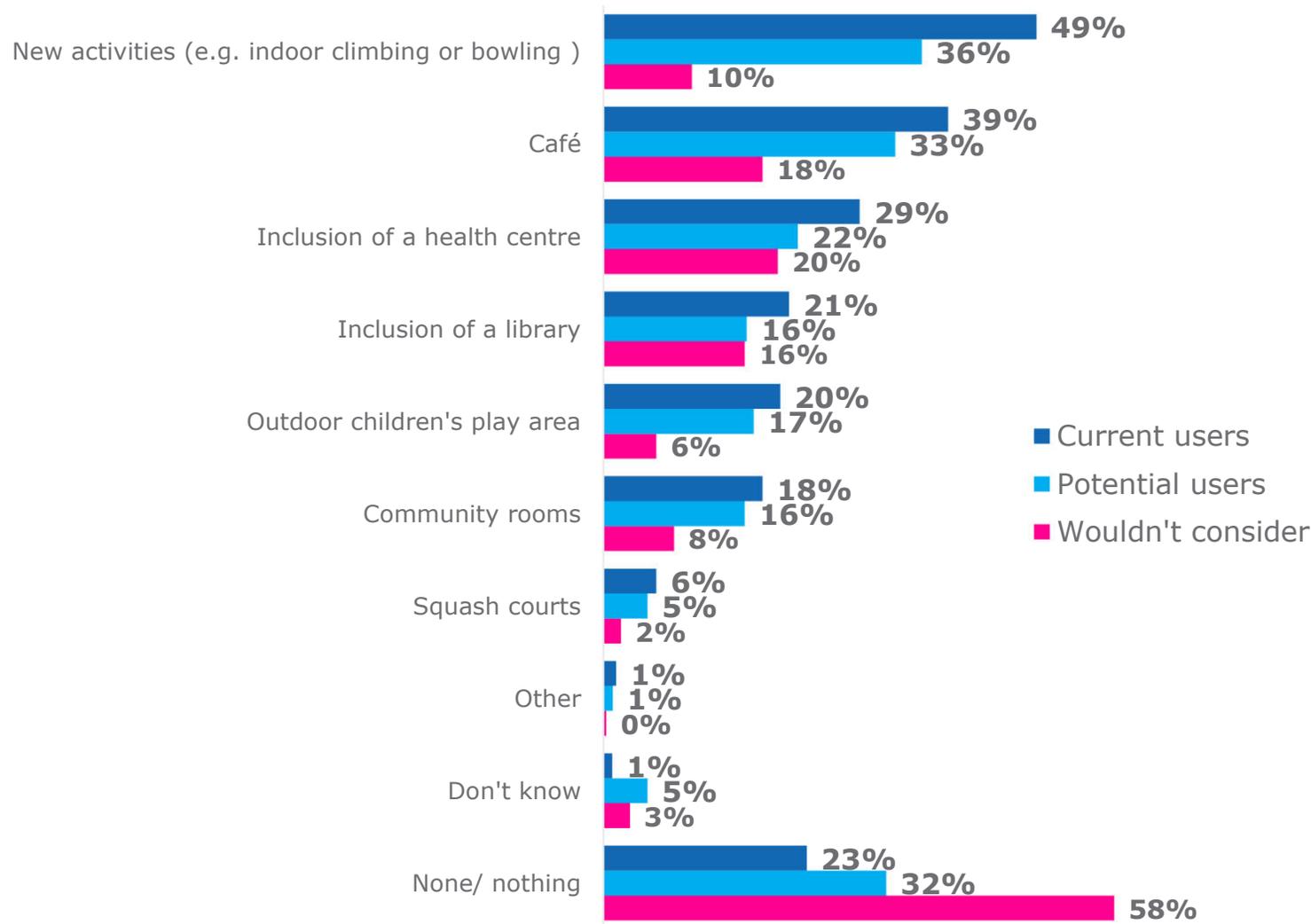


Base: All Respondents (1012) Q019 Which, if any, of the following would encourage you to use the previously mentioned leisure facilities more often?  
\* Labels for data below 3% hidden for neatness



# Encourage to use the facilities more: prompted

The prospect of new activities is particularly welcomed by current users, as well as potential ones. Meanwhile, six in ten (58%) of those who previously said that they wouldn't consider using any of the facilities maintain this stance.





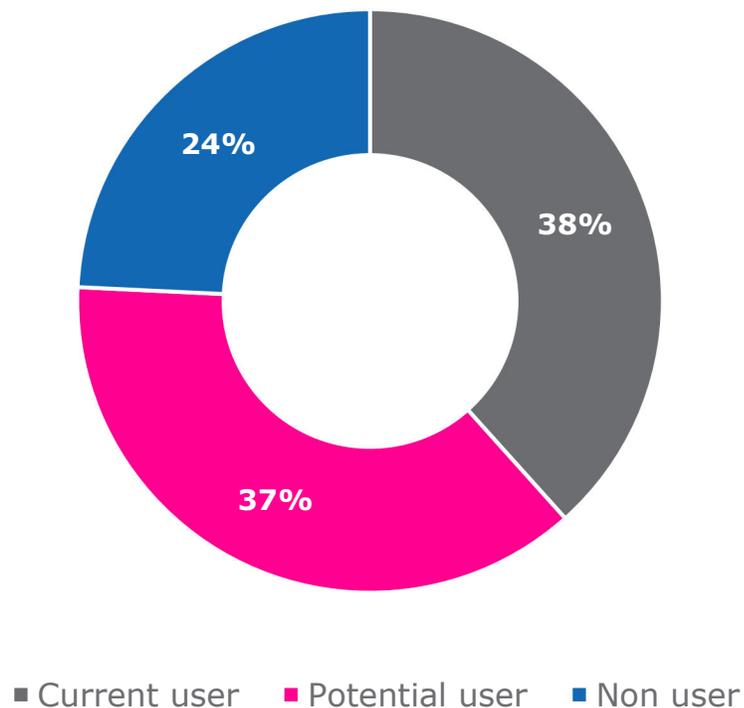
# CHAID Analysis: Leisure centre use

This set of CHAID analysis/path diagrams looks at residents' use of council run leisure facilities.

We classify respondents as a leisure user if they currently use any of the four listed facilities, a potential user if they would consider using any of the four and a non-user if they would not use or consider any of the four.

The analysis was conducted on those currently using (38% of the sample) and then repeated for current and potential users (76% of the sample). Each CHAID analysis was conducted twice, firstly with demographics only and secondly with demographics and attitudinal variables.

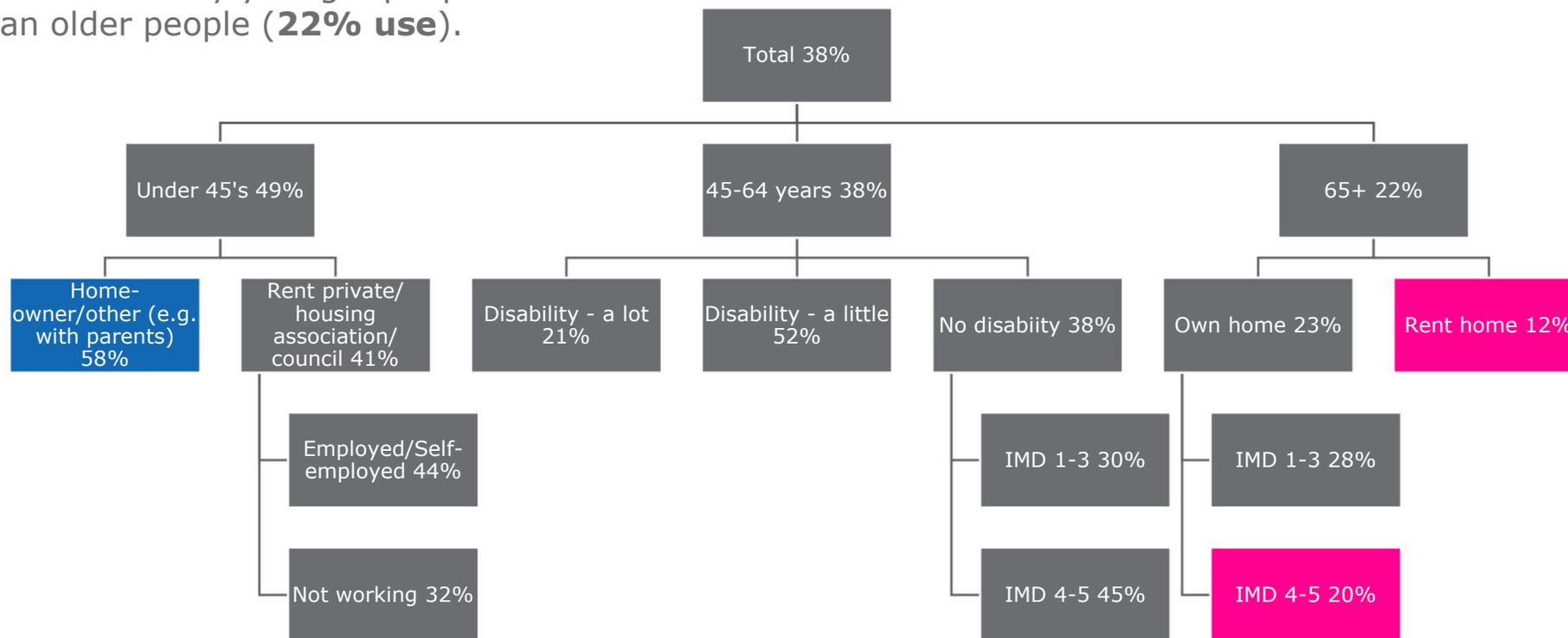
Leisure centre use





# Demographic: Current usage

Age is the biggest influencing factor with facilities being used more by younger people (**49% use**) than older people (**22% use**).



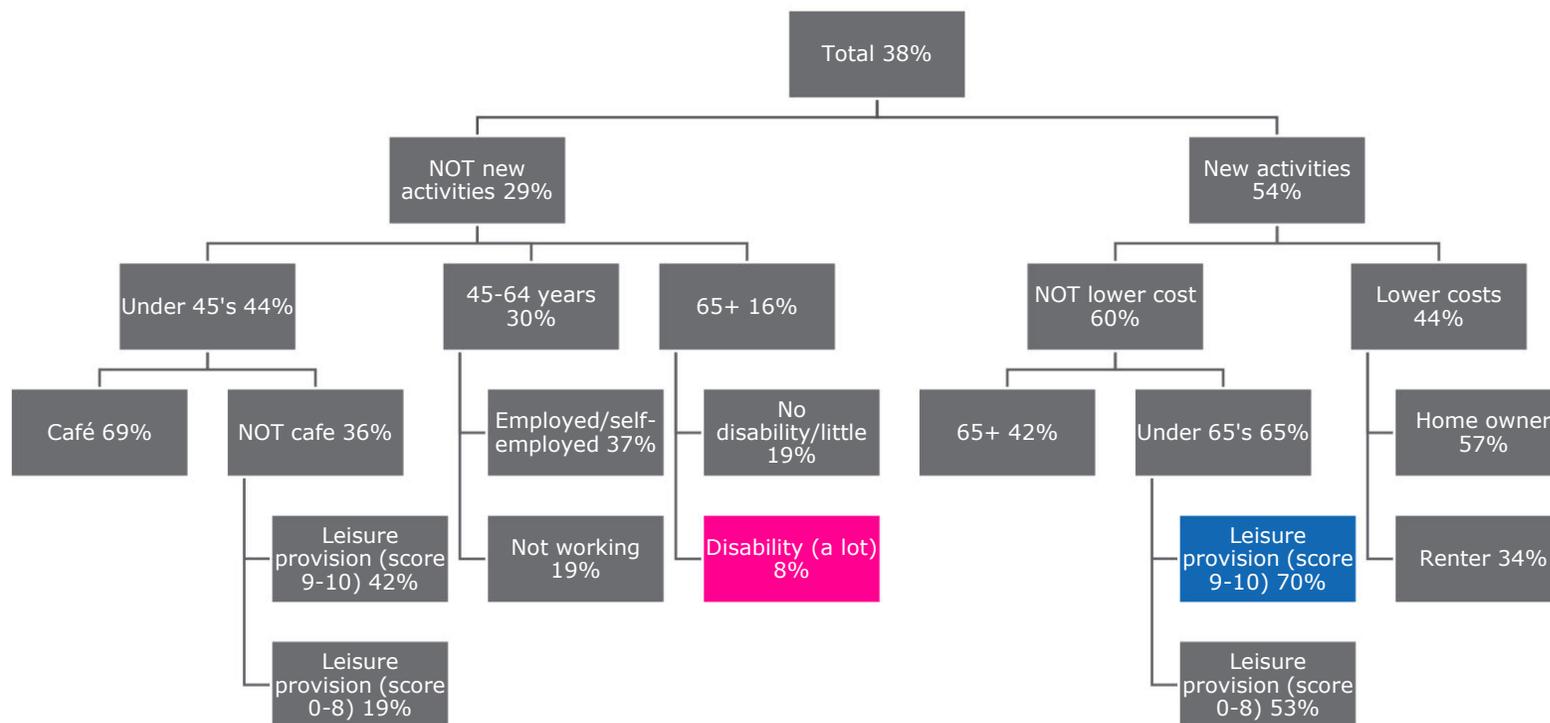
**Younger owner occupiers (or those who live with parents) have a high usage of 58% (that's nearly five times as likely to use than the older residents in rented accommodation).**

**Older residents who rent have the lowest usage (just 12% use one of the facilities) – Older people who own their home AND live in more affluent areas have lower usage (20%).**



# All variables: Current usage

The biggest factor on use across all variables is preference for leisure centres offering new activities. **54%** of those who say they would like to see new activities on offer are current users, compared to **29%** who are current users and do not indicate a need for new activities.



Those who **DON'T** want new activities **AND** are **65+** **AND** have a disability have low usage, at just **8%**.

Those who want new activities **AND** do **NOT** choose lower costs (Q19) **AND** are under 65 **AND** give a leisure provision a score of 9 or 10 at Q3 – **70%** of this group are users.

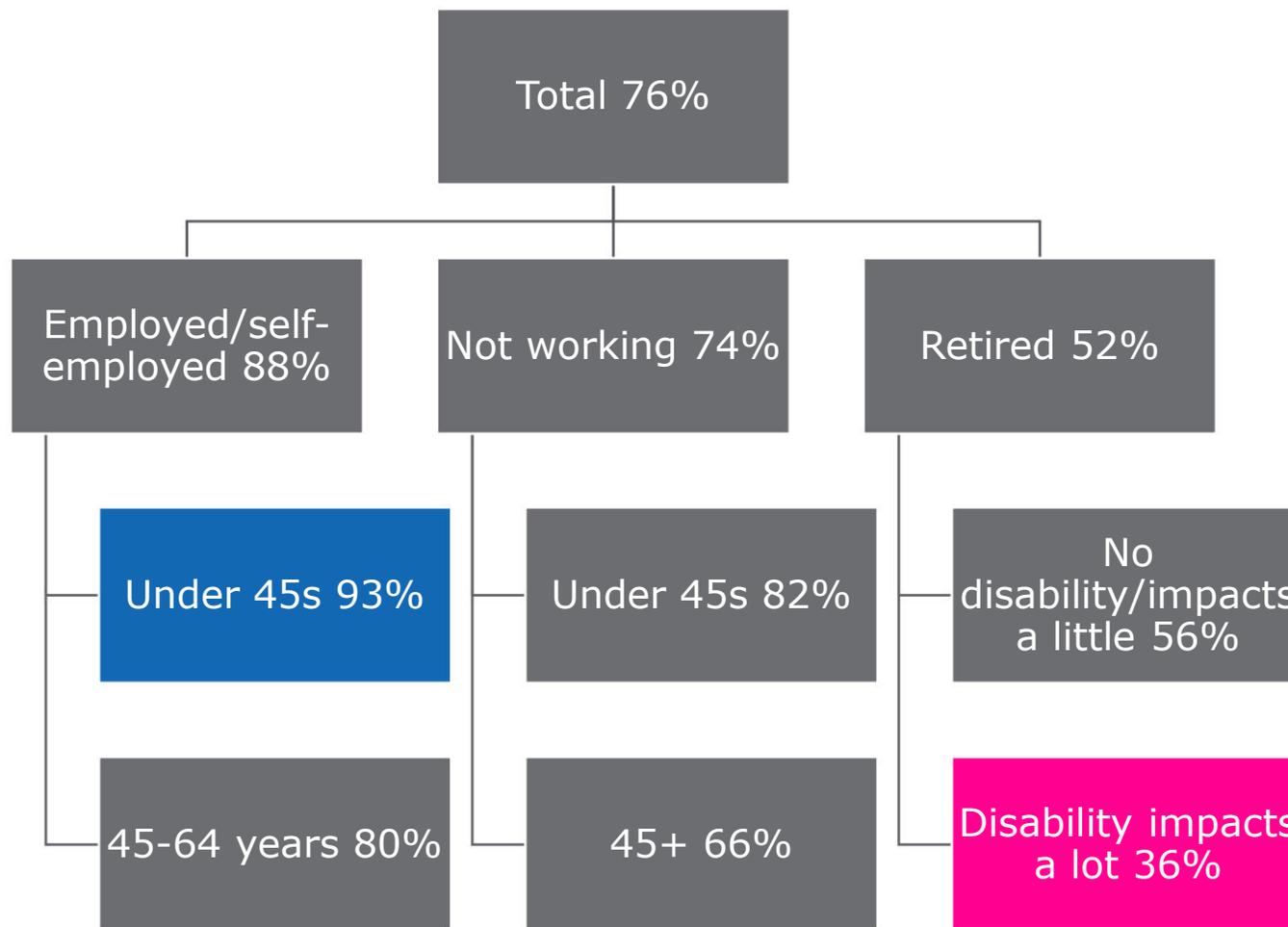


# Demographic: Current and potential use

Work status is the biggest influencing factor with current/potential usage more likely among the employed (88%) than the retired (52% use).

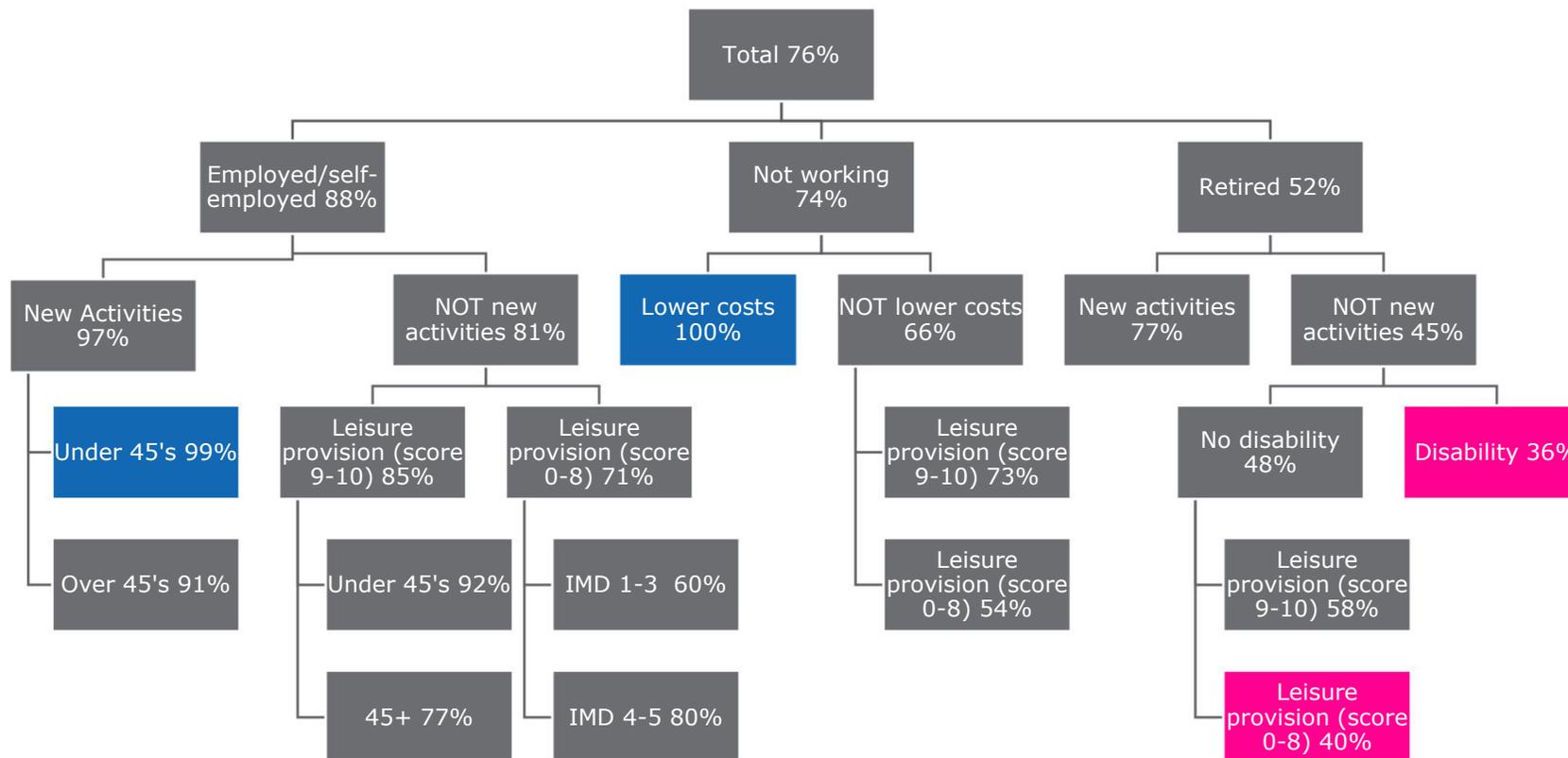
**Those who are employed AND under 45 have the highest usage (93%).**

**Those who are retired AND have a disability with a large impact on their life have the lowest percentage of current/potential users (36%).**





# All variables: Current and potential use



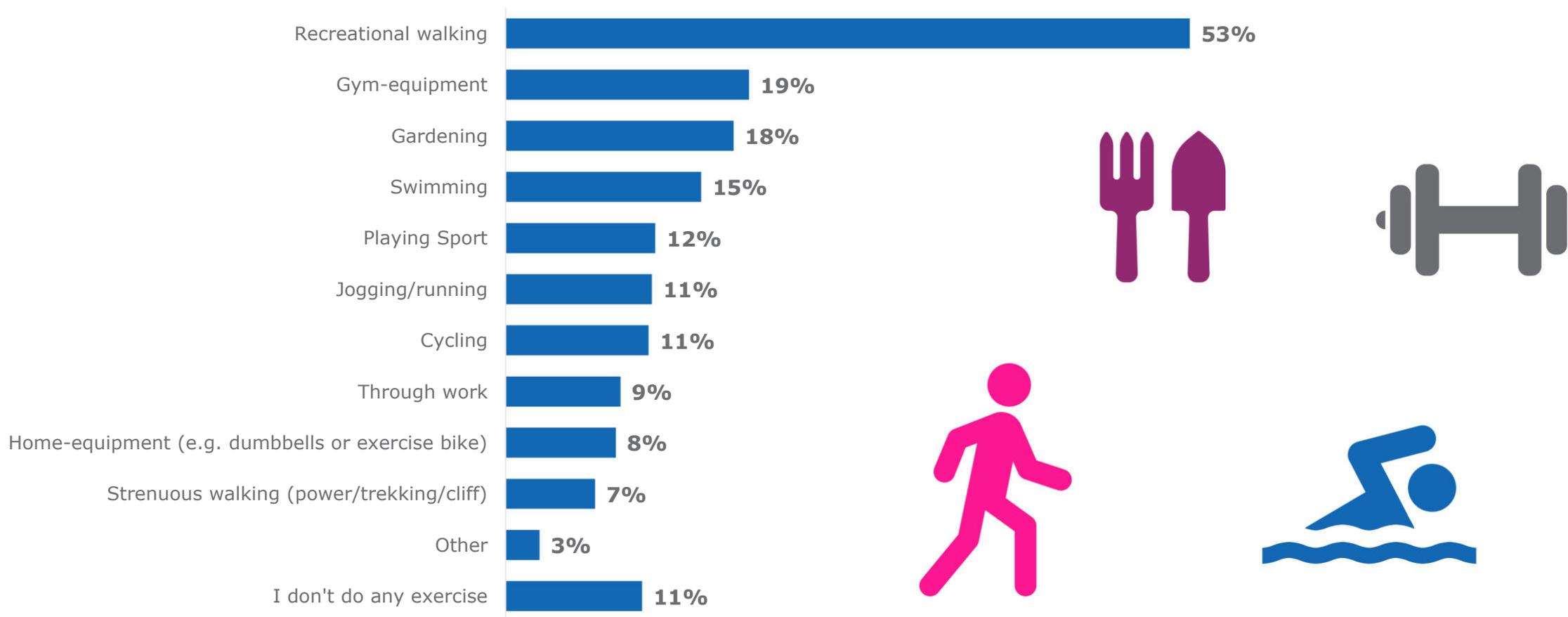
Those who are not working AND think lower costs would encourage them OR are employed AND want new activities AND are under 45 have higher likelihoods of usage.

Retired people who do not think new activities will encourage them to use more AND have a disability (or don't have a disability AND give a low rating for leisure provision) have low likelihood of usage



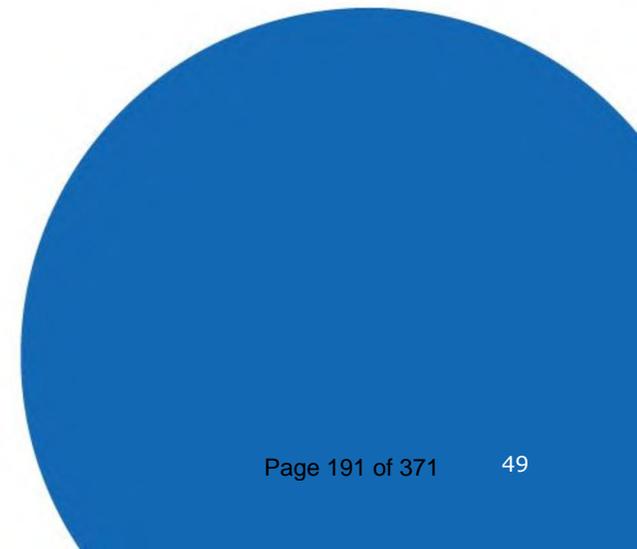
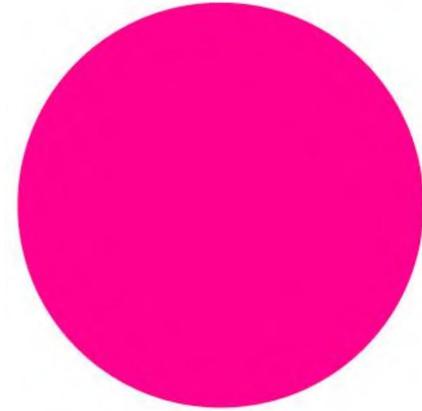
# How do residents exercise?

Recreational walking is by far the most popular method of exercise amongst the North Warwickshire residents.



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# Recycling and environmental perceptions

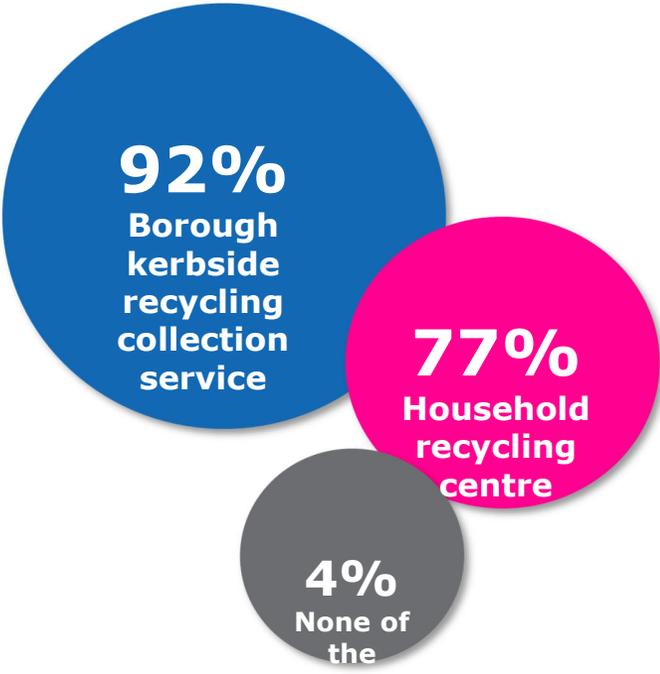


# Recycling

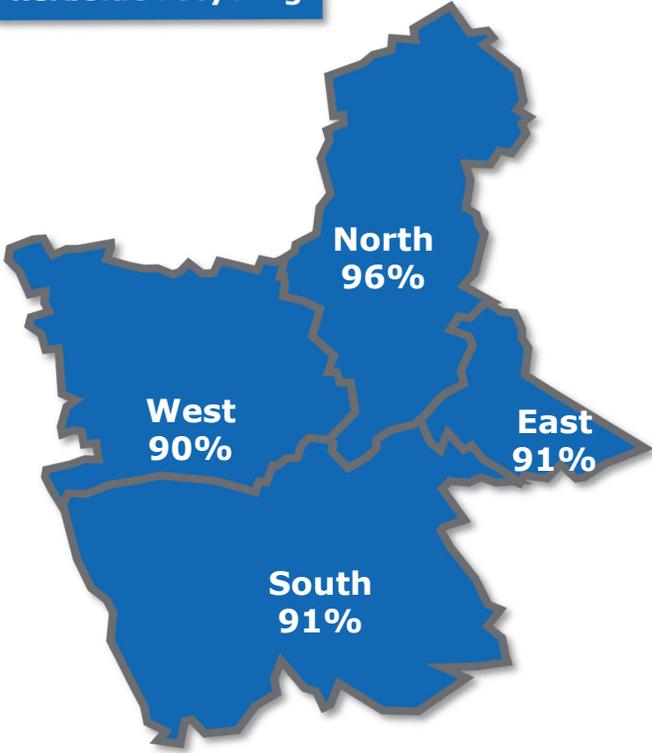


Use of household recycling centres is significantly lower in the South cluster, and significantly higher in the East cluster. Those who are aged 65+ are significantly less likely to use the household recycling centres.

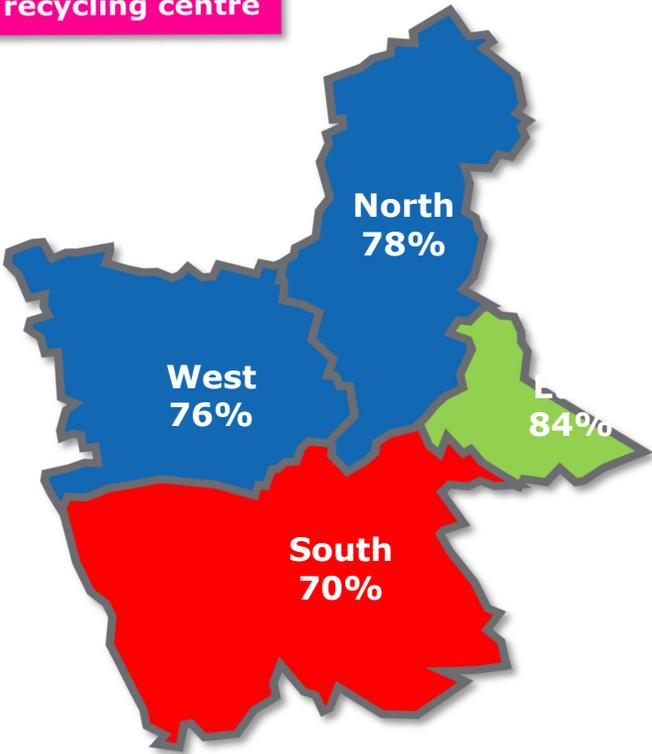
Do you recycle in any of the following ways?



Ward Borough kerbside recycling



Household recycling centre



Significantly better than total

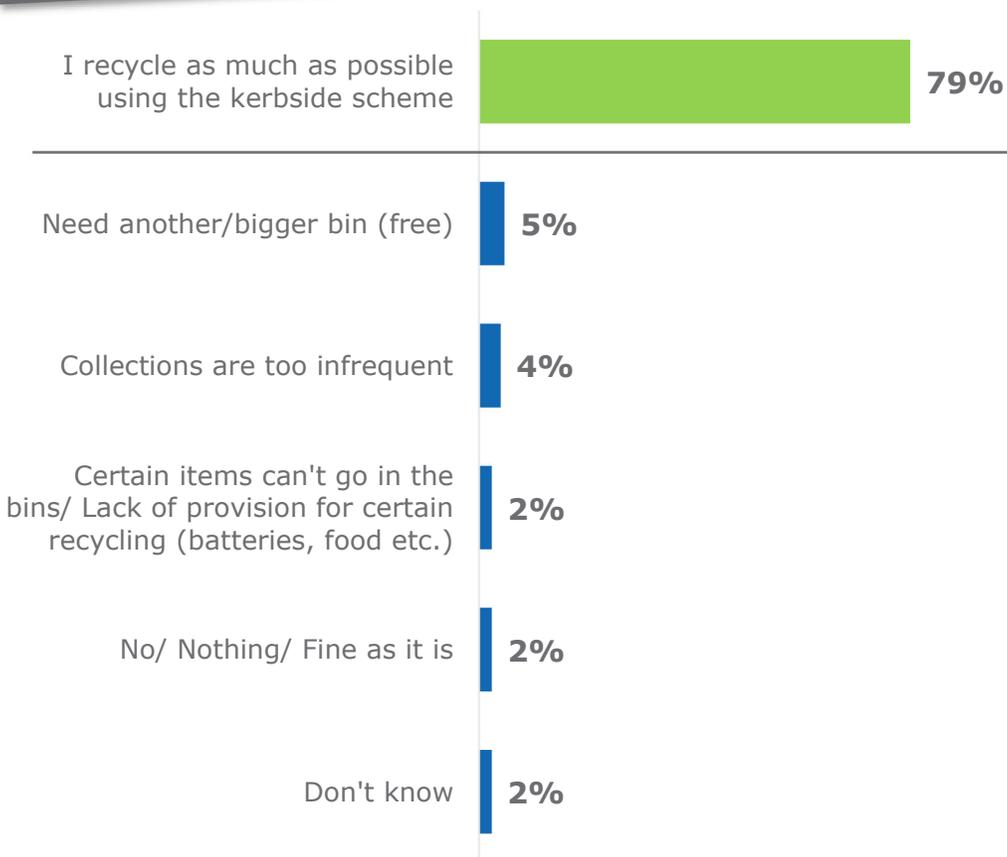


Significantly poorer than total

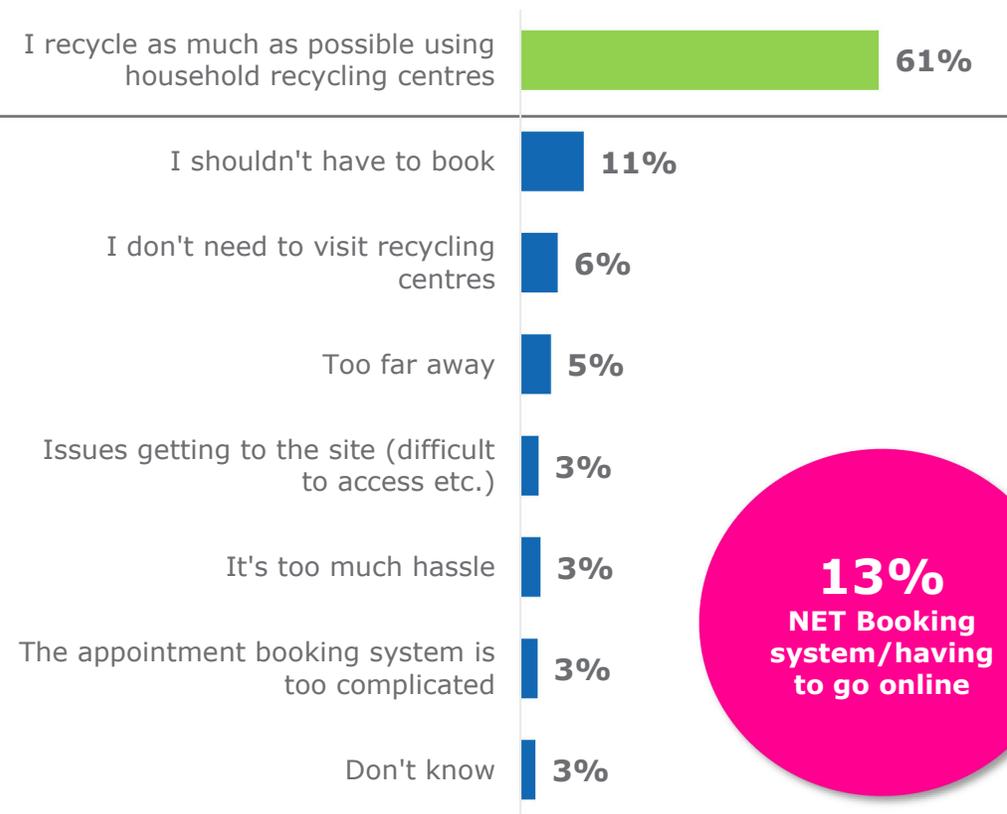


# Factors preventing residents from using recycling facilities

## Preventing from using the kerbside collection



## Preventing from using the recycling centres



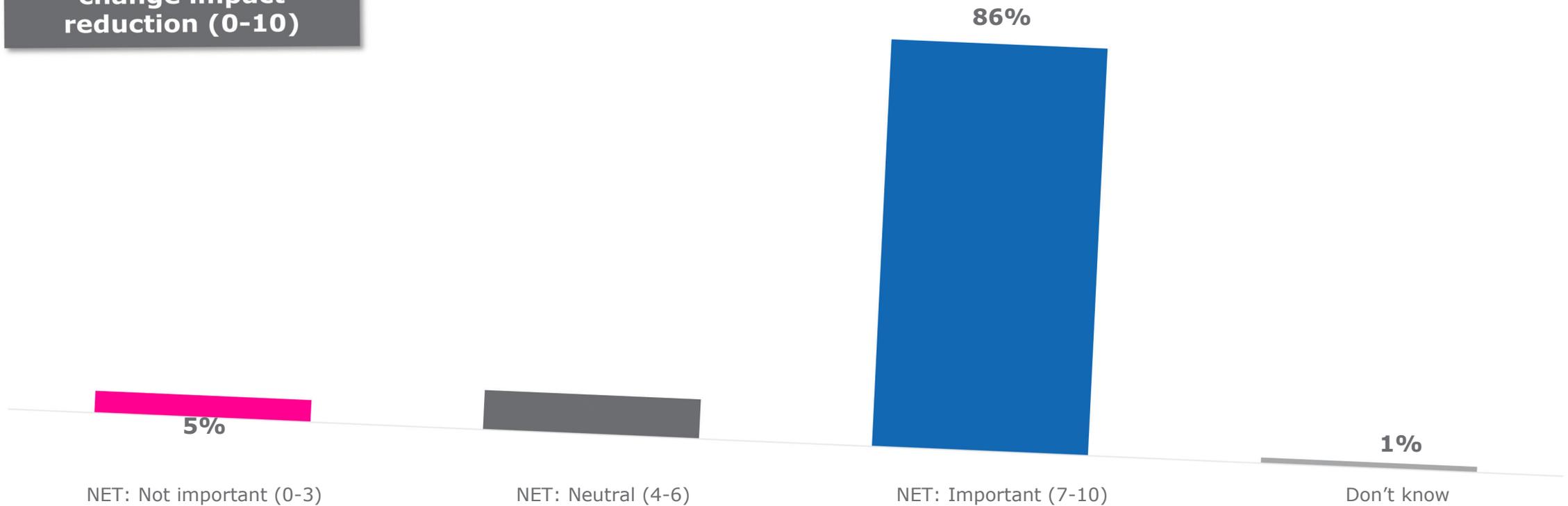
**13%**  
NET Booking system/having to go online

# Residents' view on importance of reduction of impact of climate change



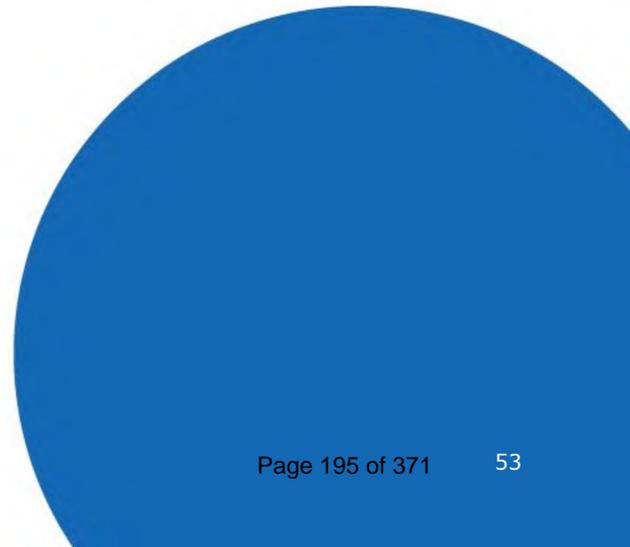
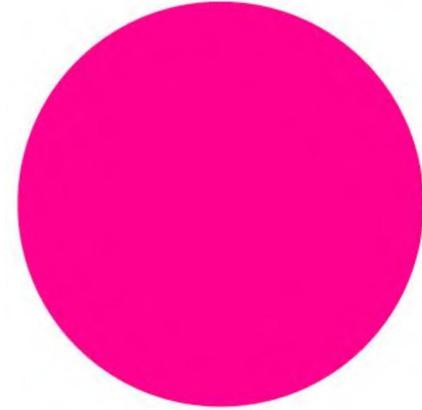
The vast majority of residents feel that it is important to mitigate the impacts of climate change (86%). This view is consistently held across subgroups.

**Importance of climate change impact reduction (0-10)**



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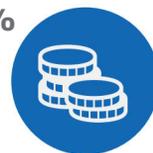
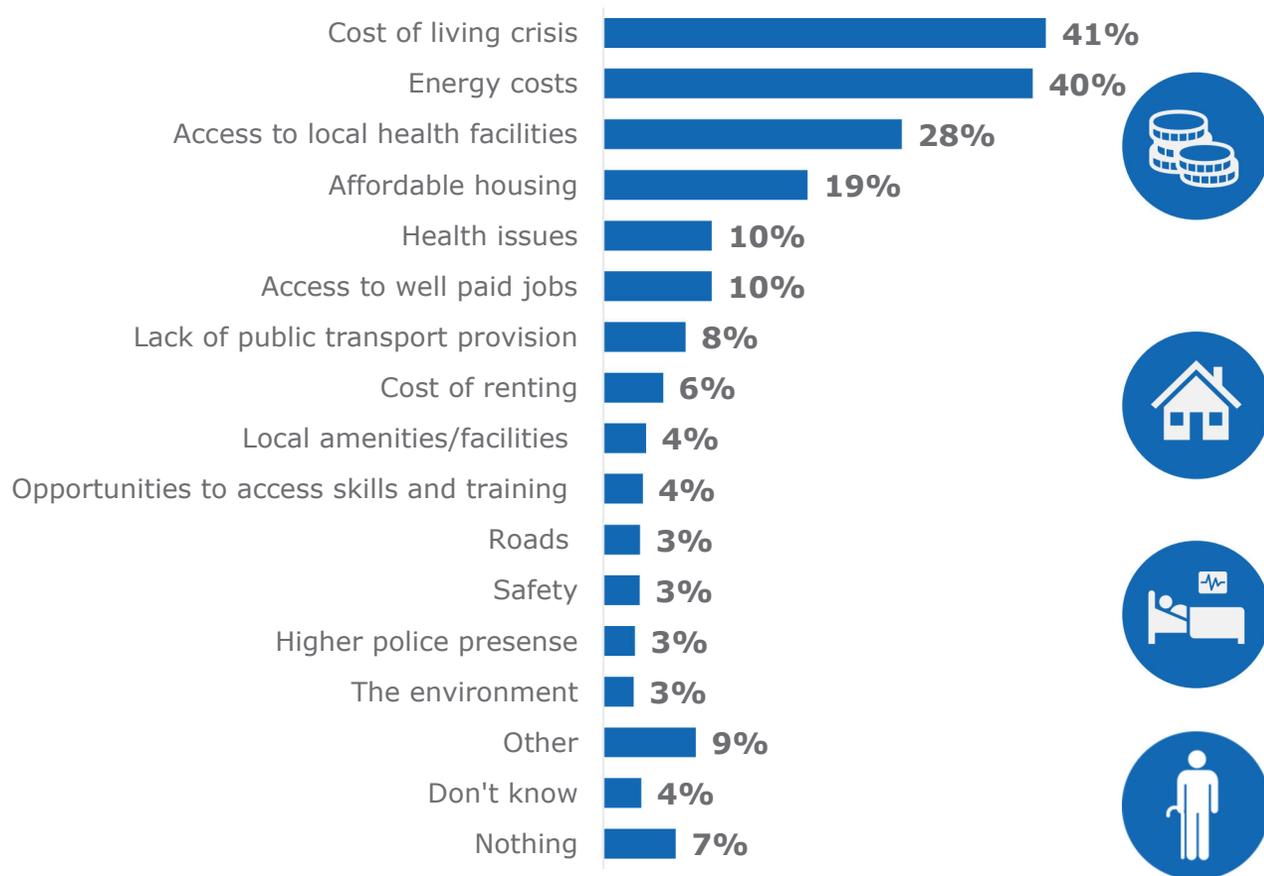
# Top priorities for North Warwickshire residents





# Household priorities

Managing the cost-of-living crisis and energy cost increases are seen as the priorities for North Warwickshire households. These are followed by access to local health facilities (28%) and affordable housing (19%).



Younger age groups are significantly more likely to see increasing energy costs (16-34 **61%**, 35-44 **48%**) and cost of living (16-34 **68%**, 35-44 **50%**) as a priority than comparator groups. This is also the case for renters (Energy costs **58%**; Cost of living crisis **65%**) versus owners (**33%** for both).



Affordable housing is significantly more of a priority to 16-34 year olds (**42%**), minority ethnic groups (**33%**), the economically active (**27%**) and renters (**40%**).



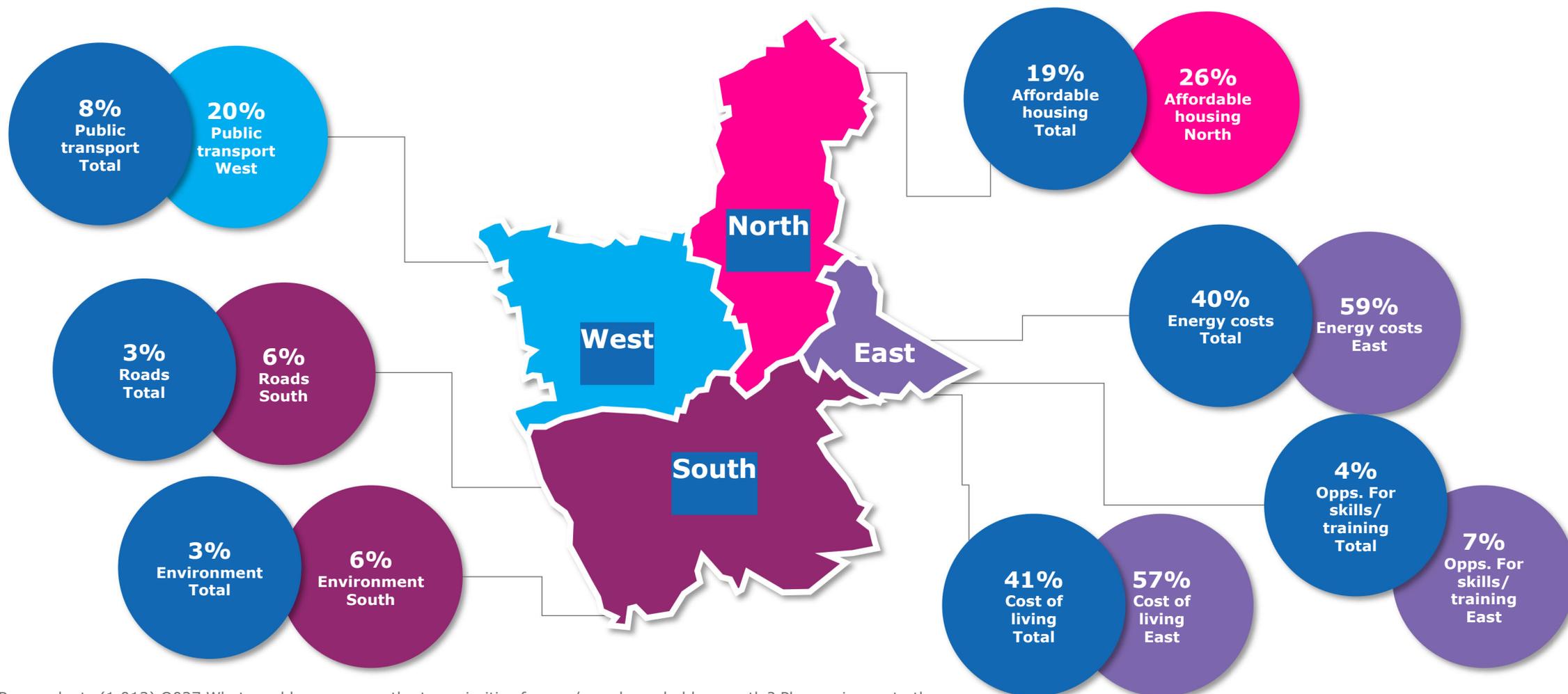
Access to local health facilities is significantly more of a priority to 35-44 group (**37%**) and minority ethnic groups (**37%**).



Those aged 65+ (**15%**) and the economically inactive (**11%**) are significantly more likely to not have a household priority.



# Household priorities: priorities by ward cluster



**Base:** All Respondents (1,012) Q027 What would you say are the top priorities for you/your household currently? Please give up to three. Significant differences shown.



# Biggest changes to improve the area

There are a wide variety of changes desired by residents, but investment on the high street (11%) is the most common, followed closely by lower crime/safer streets (9%) and affordable housing (8%).

## Top 6



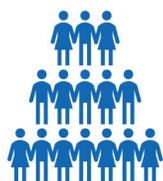
**11%**  
High street investment



**9%**  
Lower crime/  
safer streets



**8%**  
Affordable housing



**6%**  
Community facilities



**6%**  
Activities for young people



**4%**  
Better public transport

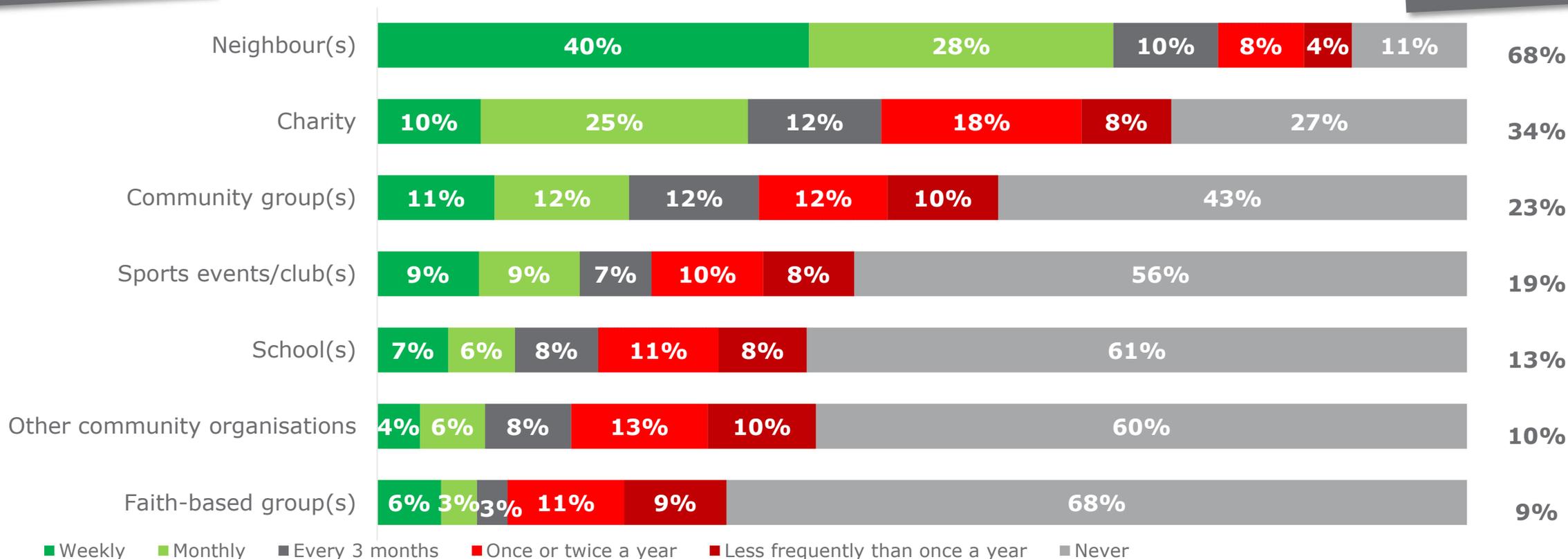


# How North Warwickshire residents help out

68% of residents regularly give help to their neighbours, and just over a third frequently give to charity.

Give help to...

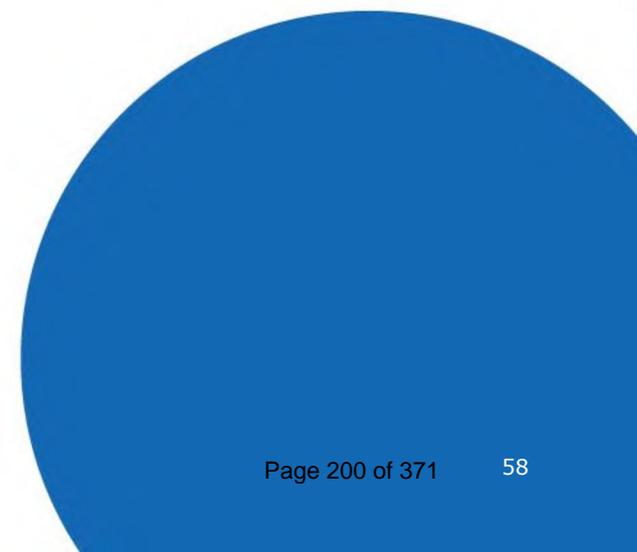
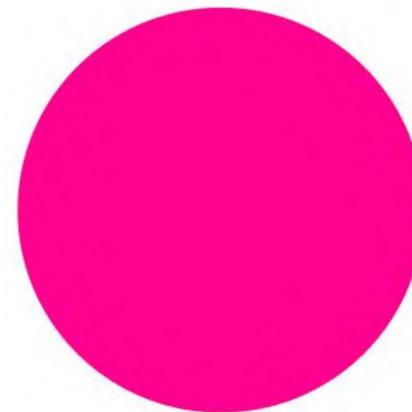
NET At least monthly



Base: All Respondents (1012) Q014. How often do you typically give help to...  
 \* Labels for data below 3% hidden for neatness

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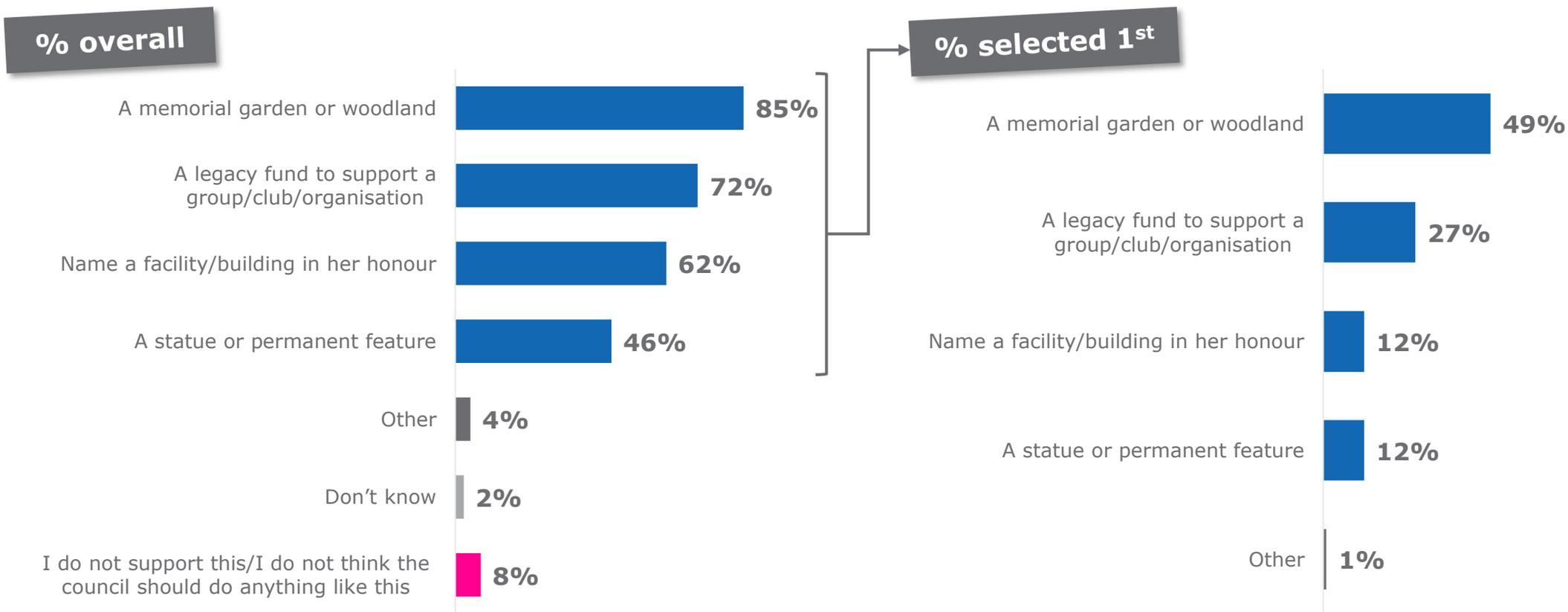
# Honouring the life of service by Queen Elizabeth II





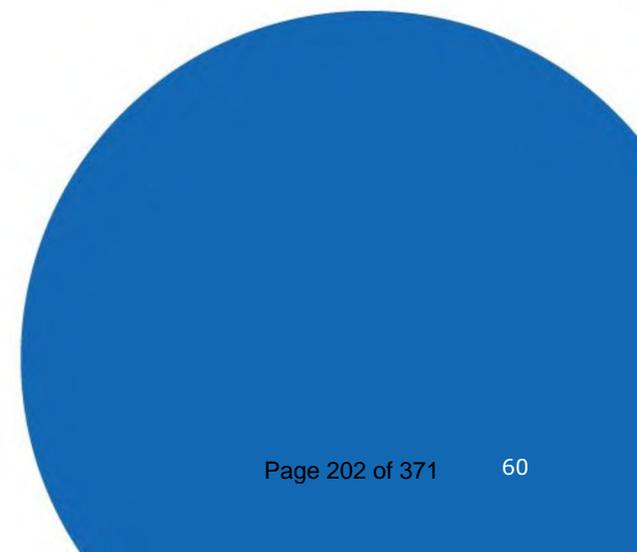
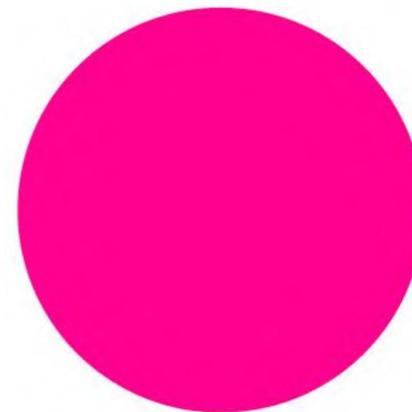
# Honouring the life of service of Queen Elizabeth II

Residents were asked to rank their top three preferences for ways to honour the late Queen Elizabeth II. A memorial garden or woodland is by far the most popular suggestion, but it should be noted around one in twelve do not support any initiative of this type.



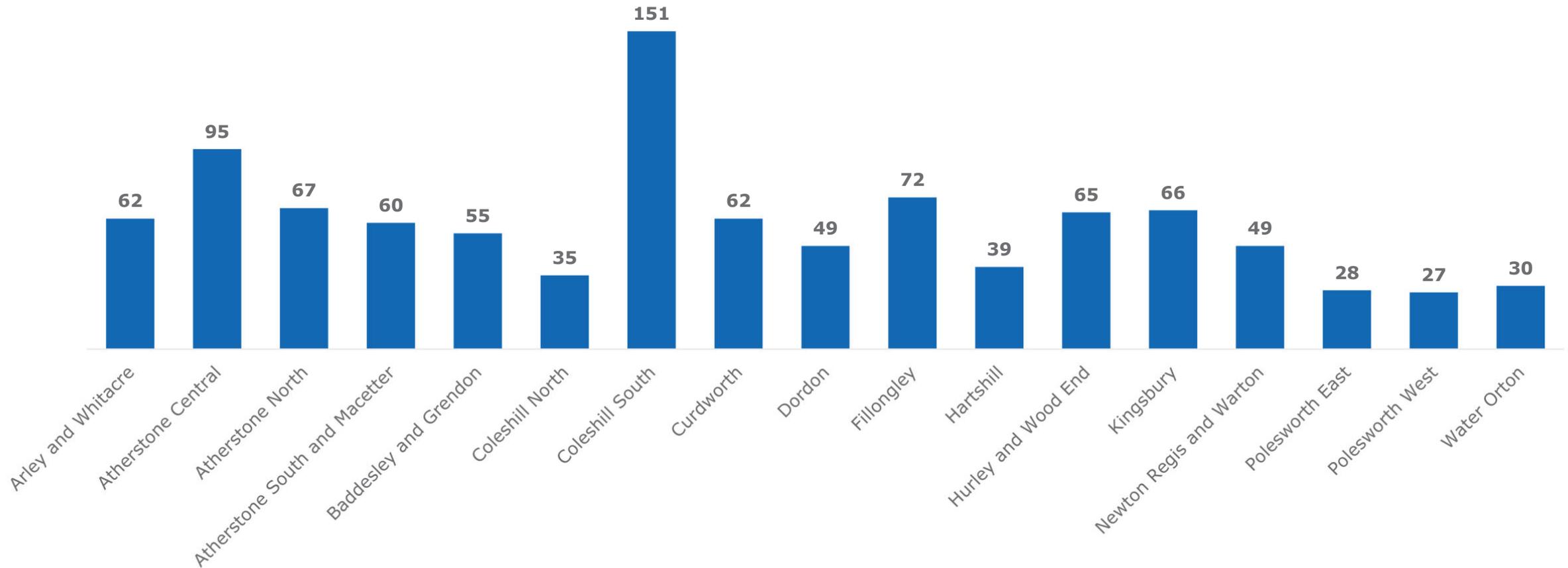
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# Demographics





# Number of responses by ward (unweighted)

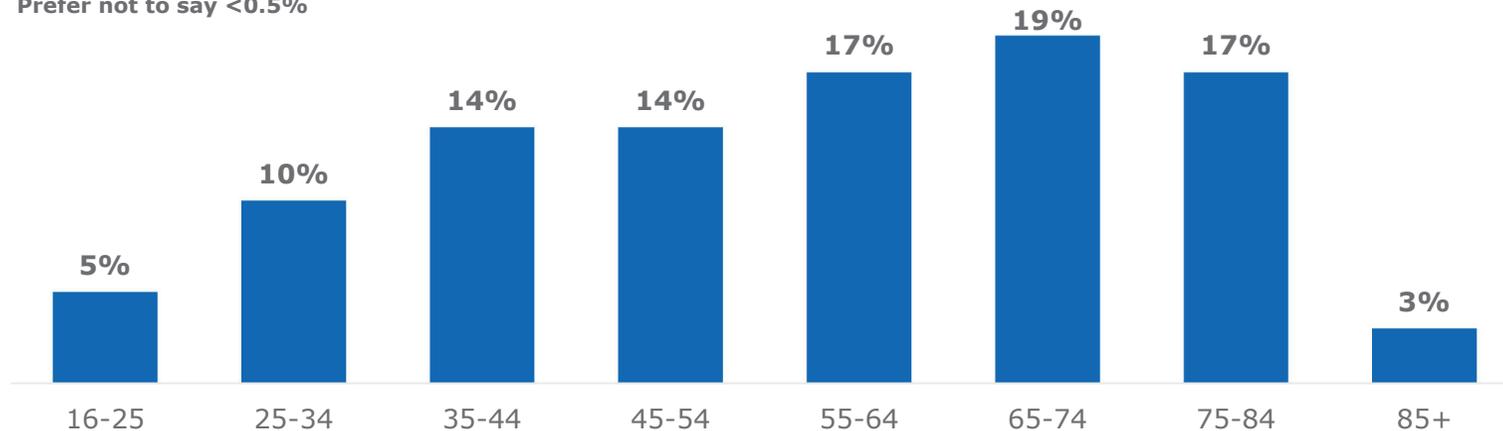




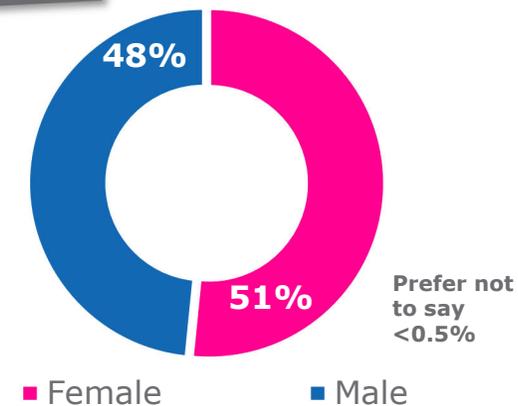
# Demographic (I)

## Age

Prefer not to say <0.5%

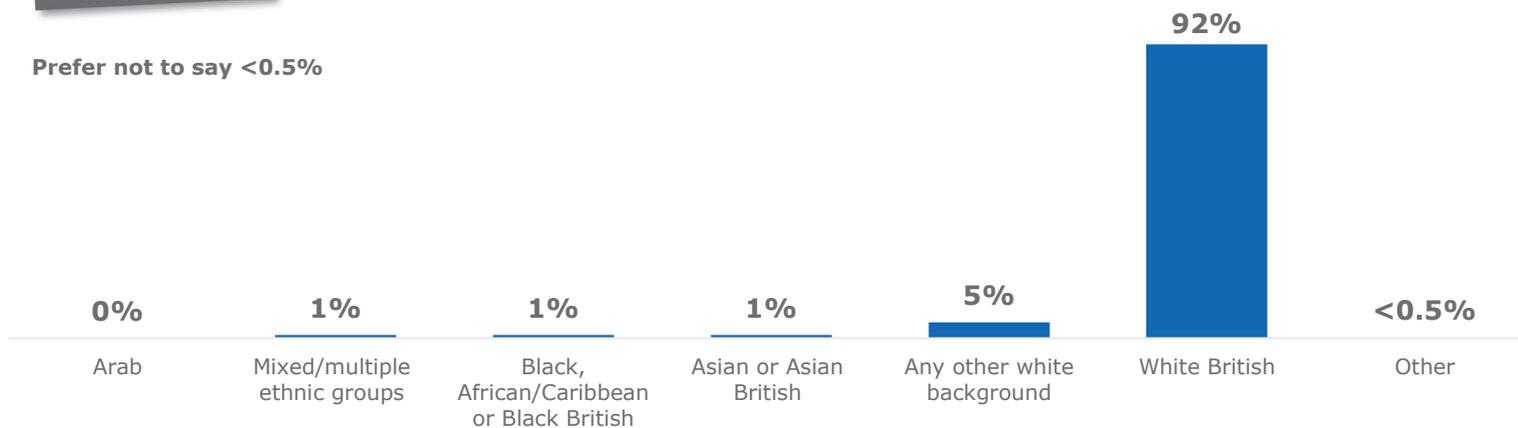


## Gender

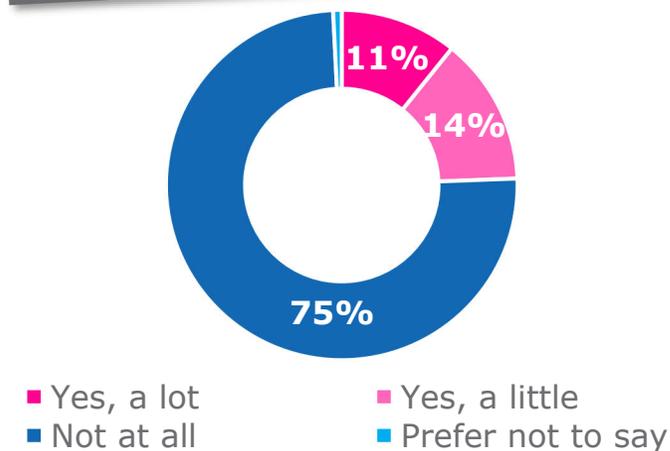


## Ethnicity

Prefer not to say <0.5%



## Health condition impacted?

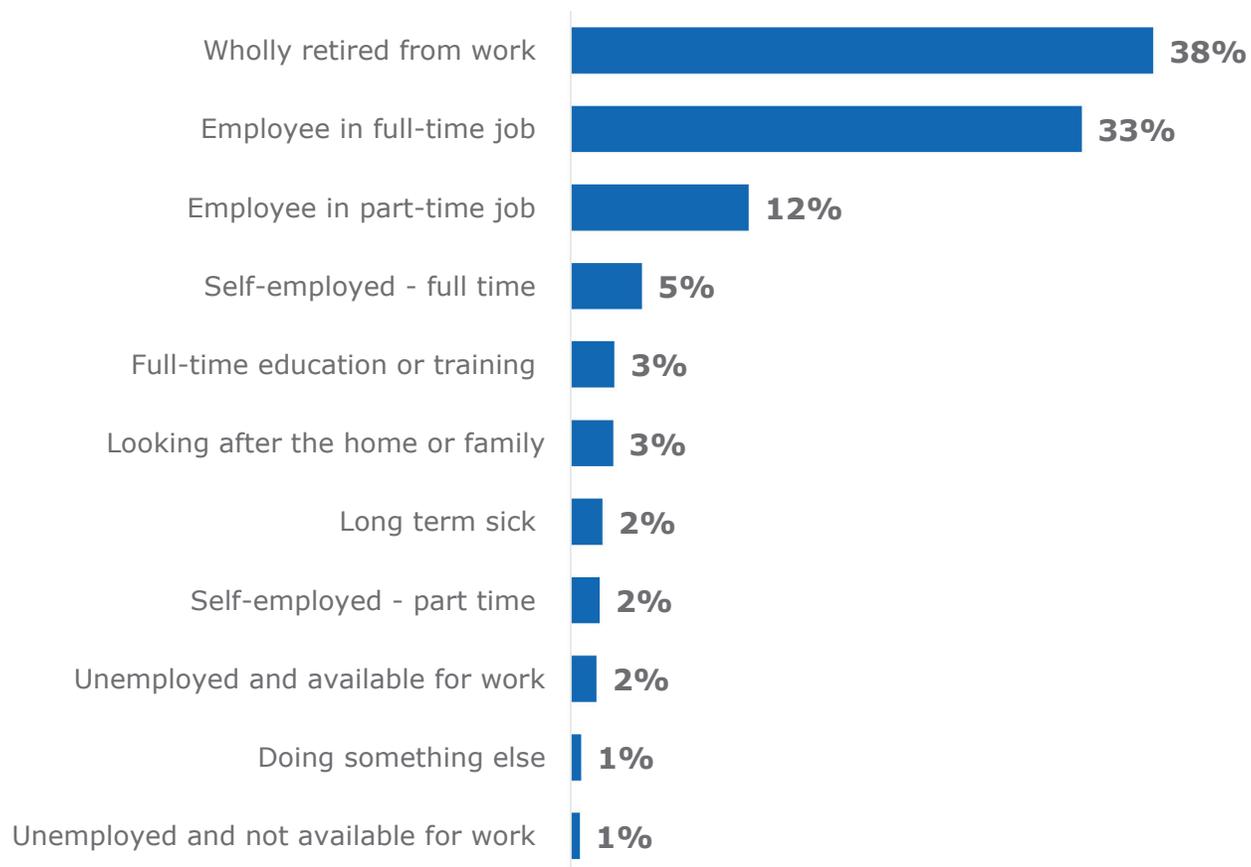


Note: All figures shown here are unweighted (before the weighting was applied)

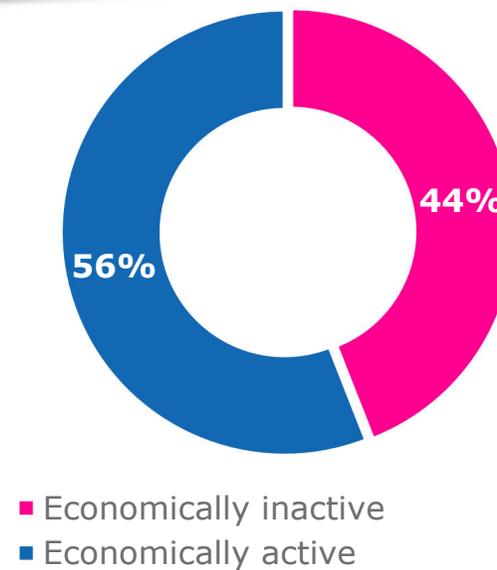


# Demographic (II)

## Working status



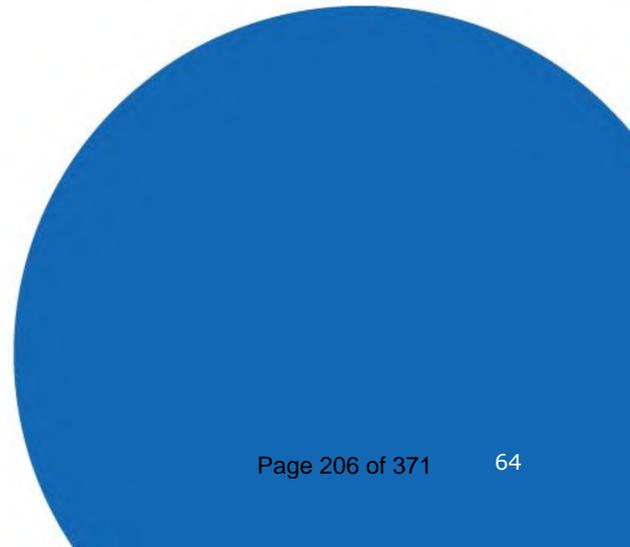
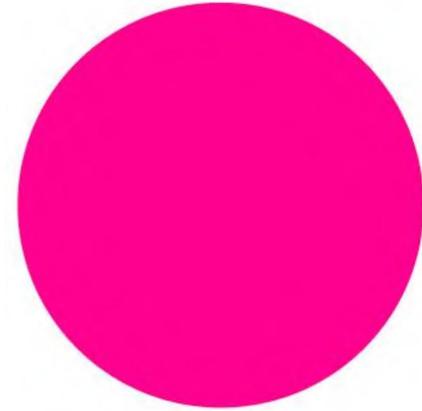
## Economic activity



Note: All figures shown here are unweighted (before the weighting was applied)

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# Appendix I



# For more information



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