

AGENDA SUPPLEMENT (3)- Perception Survey

Meeting: Trowbridge Area Board
Place: Cotswold Room - County Hall, Trowbridge BA14 8JN
Date: Thursday 13 November 2014
Time: 7.00 pm

The Agenda for the above meeting was published on 30 October 2014. Additional documents are now available and are attached to this Agenda Supplement.

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Trowbridge Perception Research

1.0 Introduction

The What Matters to You survey 2013 indicated that 77.1% of respondents in the Trowbridge Community Area, reported feeling safe in their area after dark. Out of all twenty community areas, Trowbridge had the lowest percentage for this this question and was considerably lower than the Wiltshire average of 90.4% The reasoning for this fear, which is disproportionate to level of crime within Trowbridge, was not explored by the survey; neither did it identify whether specific areas in Trowbridge attract higher levels of fear of crime.

To mine the data, Trowbridge Community Area Future in partnership with Wiltshire Council, Wiltshire Police and Trowbridge Town Council ran a month long perception survey which included a week of concentrated canvassing across Trowbridge.

2.0 Methodology

The survey used can be found in appendix A. The survey was made available online from Friday 5th September – Monday 15th September 2014; on the street within Trowbridge Monday 8th September – Friday 12th September 2014, in the following locations:

- Monday 8/9/14 0900hrs – 1700hrs, Atrium, County Hall
- Tuesday 9/9/14 0900hrs – 1700hrs, Atrium, County Hall
- Wednesday 10/9/14 0900hrs – 1700hrs, Atrium, County Hall
- Thursday 11/9/14 0900hrs – 1700hrs, Tesco Foyer Trowbridge (?)
- Friday 12/9/14 0900hrs – 1130hrs, Atrium County Hall (coincides with tour of Britain)
1200hrs – 1700hrs, Tesco Foyer Trowbridge (?)
1730hrs – 2000hrs, Castle Place Cinema

The survey was advertised in the local press, online and via social media.

Volunteers from Trowbridge Community Area Future and staff from Wiltshire Council, Trowbridge Town Council, Wiltshire Police undertook the survey work,

3.0 Analysis

3.1 Demographics

A total of 871 surveys were completed and given that the 2011 population count was 41,830, 2% of the population have been sampled. Of those who responded 57% (n=468) were female and 43% (n=30) were male. This differs slightly from the area profile which shows a full breakdown of 51% females.

The age breakdown shows a reliable range and is comparative to the 2011 census data. The spread of age data can be seen in figure 1 on the

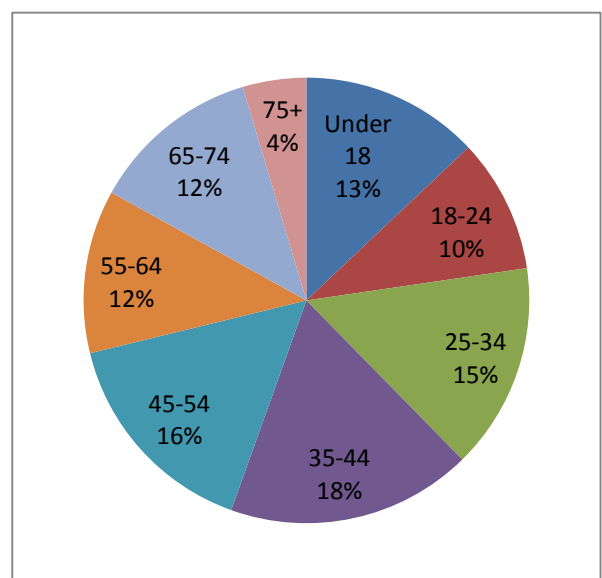
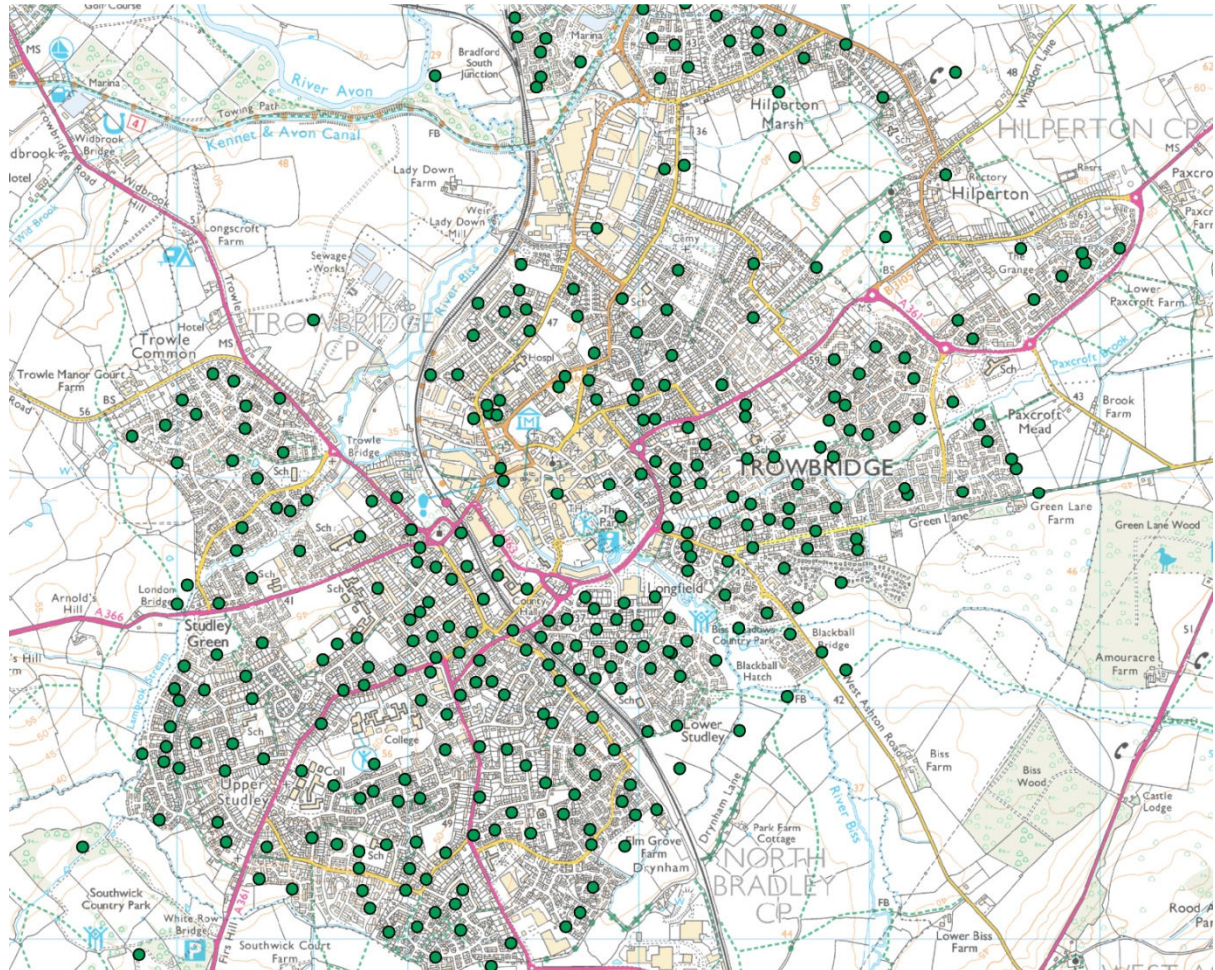


Figure 1: Age breakdown

previous page.

Ninety-three percent of those who participated were White/ British which is closely representative of the community profile showing 90%.

Finally the map below shows the equal spread of respondents across Trowbridge. Eighty percent of all respondents live in Trowbridge and 56% work in the county town.



3.2 Qualitative Analysis

Respondents were asked how safe they feel within Trowbridge. The first set of these questions focused on their home and surrounding area. These responses are demonstrated in figure 2 which shows the percentage of people feeling either safe or very safe in the given areas falling the further they are away from their home.

The next questions asked respondents how safe they felt during the day and night in the park and open spaces and the town centre. Both questions gave the option to opt for 'don't visit';

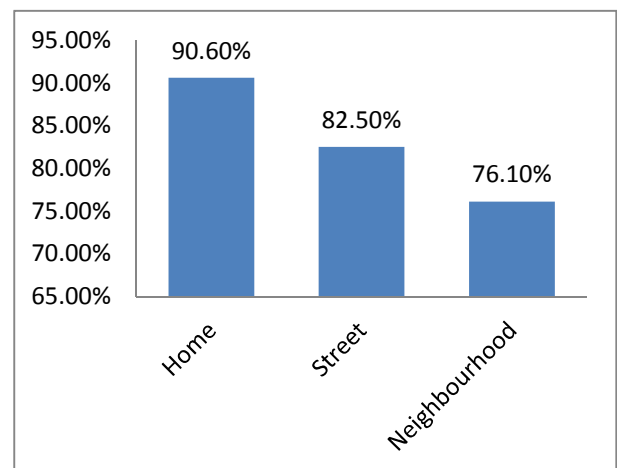


Figure 2: Feelings of safety

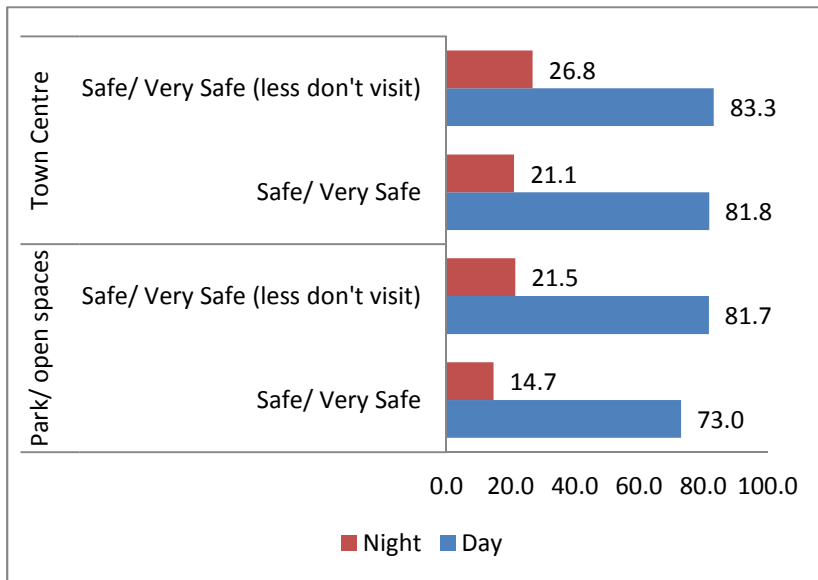


Figure 3: Feelings of safety in Town Centre and Parks

this figure can be quite significant so the adjusted column removes these responses in figure 3. Clearly the respondents do not feel safe visiting parks or the town centre during the night.

Exploring the park issue in greater detail the survey asked which parks respondents visit. Interestingly there was no significant difference in feeling of safety between any of the parks.

The survey later on also asked people if they had been a witness or victim of crime. As shown in figure 4 just 10% of people had witnessed a crime and 24% had witnessed anti social behaviour as shown in figure 5.

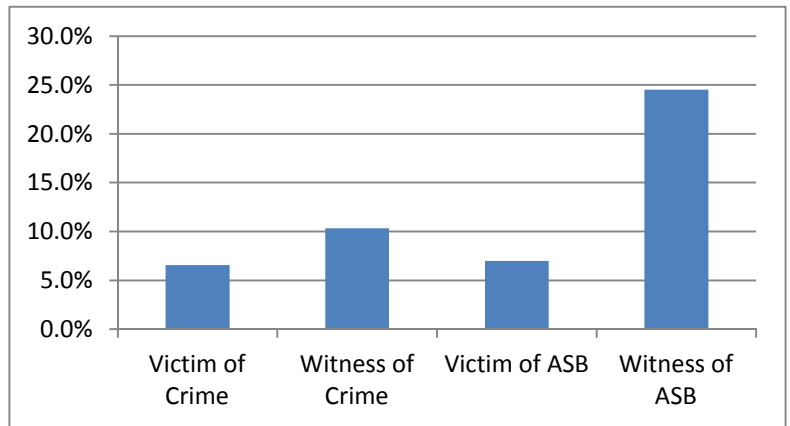


Figure 4: Victim or witness of crime

This leads on to questioning how people's perceptions are built. The survey asked where respondents knowledge of crime levels come from. The two most common responses was local press (66%) and word of mouth (52%). Personal experience accounted for 27% which correlates to the number of have experienced ASB or crime.

Seventy five percent of people felt that media stories affected their perception of crime at least a little. Eighteen percent comment that they were affected a lot.

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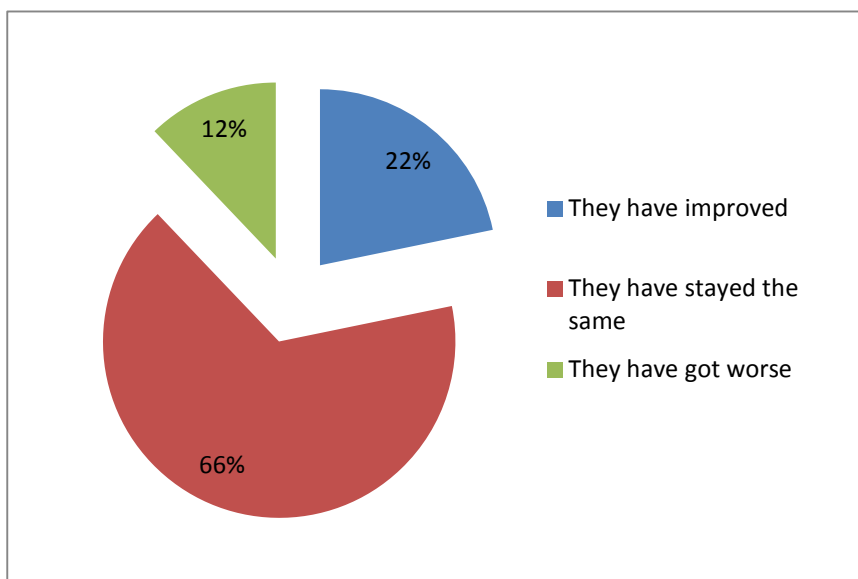
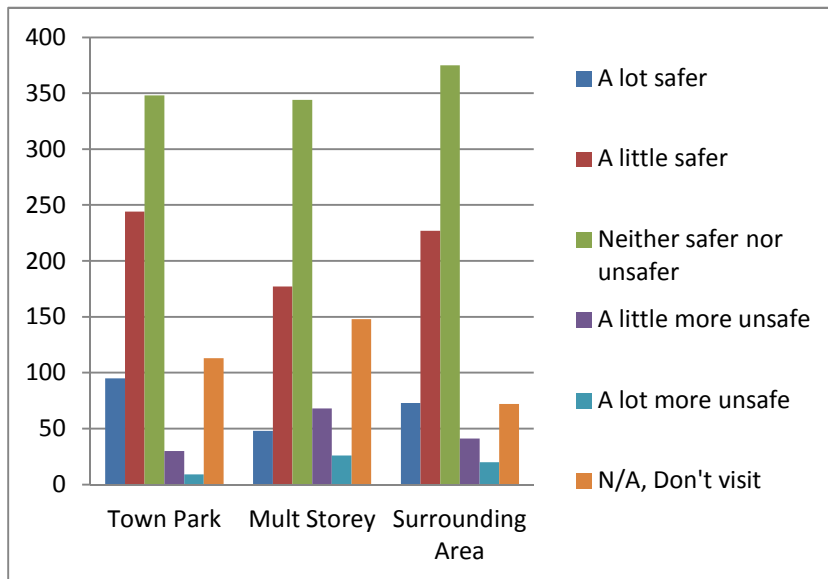


Figure 5: Changes in feelings of safety in last 12 months

The final block of questions ascertained how feelings of safety had changed over the last 12 months in particular making reference to the new St Stephens Leisure Complex. When generally asked if feelings had changed 66% hadn't noticed any change but encouragingly 22% felt levels of safety have

improved, see figure 5.

Figure 6 shows how feelings of safety have changed since the opening of St Stephens Place Leisure Complex. The majority of respondents felt there was no change. However in



grouping responses 40% of people felt the park was safer since the opening of the complex. The multi storey car park showed 28% improvement and 37% in the surrounding area. A full breakdown can be seen in figure 6.

Figure 6: Impact St Stephens Leisure Complex has had on safety

3.3 Quantitative Analysis

The survey also asked respondents what other places they do not feel safe and for what reasons.

In total 48 locations were highlighted for 22 different reasons. The table below shows the areas most often mentioned and the key reasons why.

Longfield estate	Reputational
Studley estate	Reputational
Seymour estate	Reputational
Roundstone street	People hanging around drinking
Innox road underpass	environmental, graffiti, lighting
Town park/multi-storey	lighting, people drinking, groups hanging around
Longfield estate	Reputational
Studley estate	Reputational

When the reasons across all areas were analysed, the most common theme was street drinking for making people feel unsafe closely followed by lack of lighting.

Both of these themes were also repeated in the final comments option. But the most common final comment was greater police presence with 263 respondents citing it as the single most important thing that could be done to improve feelings of safety.

The final comments question also elicited 63 locations where specific action was suggested. These comments included specific locations for Police patrol, areas for improved lighting, licensing issues and a selection of specific physical improvements.

4.0 Conclusion

The survey was well received accurately reflecting the demographic of Trowbridge. The significant survey sample makes the survey findings reliable and valid.

The survey extracted several findings that should be addressed, firstly that within Trowbridge people do not feel safe in the Trowbridge Town ark or the town centre after dark. However, both of these areas have had feelings of safety improved with the St Stephens Leisure Complex. In fact this development appears to have improved general feelings of safety.

It is also worthy of noting that people's perceptions are commonly shaped by media stories and in particular local press is the most influential. This should be carefully considered when address the areas listed with reputational issues.

The quantitative part of the survey found some key specific themes for consideration. The want for a greater police presence, improved lighting and addressing alcohol consumption in public places.

5.0 Recommendations

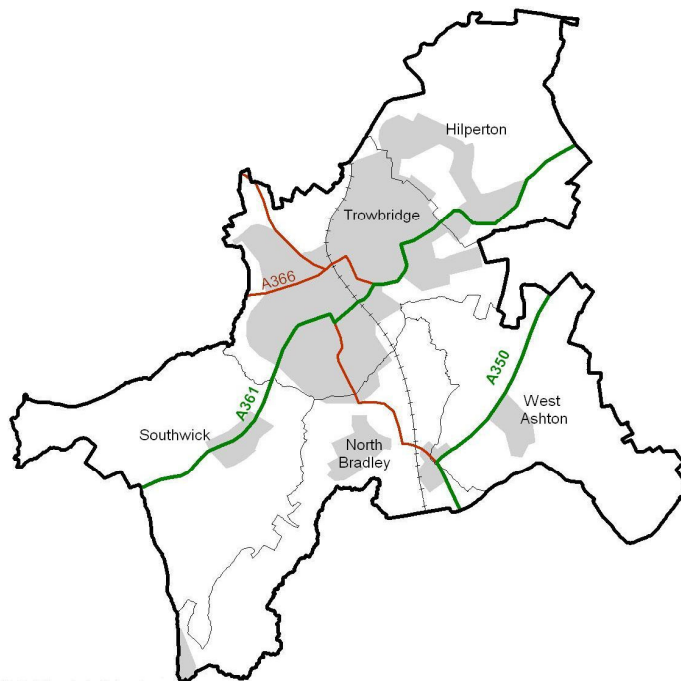
- **Consider solutions for a greater Police presence**
- **Working in partnership to ensure that good news media stories are regularly in local press.**
- **Consider solutions for improving feelings of safety in the areas named.**
- **In partnership consider under the new ASB legislation the banning of alcohol consumption in public places**
- **Further consideration to be given the 63 individual actions highlighted.**

Appendix A

Trowbridge Perceptions Survey

The What Matters to You survey 2013 indicate that 77.1% of people in Trowbridge said they feel safe in their area after dark. Out of all twenty community areas, Trowbridge had the lowest percentage and was considerably lower than the Wiltshire average of 90.4%.

This data though does not explain the reasoning for this fear which is disproportionate to level of crime within Trowbridge. The figures also do not highlight which areas in Trowbridge attract the highest fear of crime. As a result we are now asking the people of Trowbridge what shapes their perceptions and what can be done to make Trowbridge feel safer. For the purpose of this survey we want to hear from those who live, work and visit the community area as shown below.



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Corporate Research Team
Public Health and Wellbeing
Wiltshire Council
www.intelligence-network.org.uk

1. Do you live/work/visit Trowbridge? Please tick all that apply

Live Work Visit

2. How safe do you feel in your home?

3. How safe do you feel in your street?

4. How safe do you feel in your neighbourhood?

5. How safe do you feel in parks and open spaces in Trowbridge a) in the day b) after dark?

Which parks do you visit? (drop down list: Stallard's Recreation Ground, Seymour Recreation Ground, Biss Meadows Country Park, Paxcroft Brook Country Park, Grove Recreation Ground, Lambrok Recreation Ground or Other, please state:)

a))

6. How safe do you feel in the town centre a) in the day b) after dark?
7. Since the opening of the St Stephens leisure complex, do you feel safer:
In the park
In the multi storey car park
In the surrounding area
8. How safe do you feel on public transport in and around Trowbridge a) in the day b) after dark
9. Have you been a victim or witnessed of crime in Trowbridge in the last 12 months?
(Yes victim, Yes witnessed, No)
 - 9a. If yes, did you report it? Yes No
 - 9b. If yes, who did you report it to?
10. Have you been a victim of or witnessed ASB in Trowbridge in the last 12 months?
(Yes victim, Yes witnessed, No)
 - 10a. If yes, what specifically?
 - 10b. If yes, did you report it?
 - 10c. If yes, who did you report it to?
11. Where does your knowledge about levels of ASB and Crime in Trowbridge? (Local Press, National Press, Word of Mouth, Social Media, Official Websites, Police, Personal experience)
12. Do you believe media stories affect your perception of crime within the area?
13. Do you believe actual levels of safety have changed over the last 12 months in Trowbridge? (Yes they have improved, Yes they have got worse, No they have stayed the same).
14. Is there anywhere in Trowbridge that you have not previously mentioned where you do not feel safe?
 - a) If yes, why do you not feel safe?
 - b) What do you believe could be done to improve this?
15. What 3 actions do you believe would help to improve your feeling of safety in Trowbridge?

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