

'What matters to you Survey', 2011

Malmesbury Community Area

Helping us to shape the future of Wiltshire
May 2012

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Part of the JSA family



Wiltshire Council
Where everybody matters

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CONTENTS

Introduction	4
Methodology	4
Key messages	6
Demographic profile of respondents	7
Local area	9
Perceptions of problems in the local area.....	9
Most important things in making a place a good place to live and what needs improving.....	10
Council spending	12
Spending on council services.....	12

Introduction

Wiltshire Council and its partners are committed to developing and delivering services that reflect the differing needs of local communities in Wiltshire. In order to do this effectively, we need to understand what really matters to residents. A survey was carried out in December 2011 inviting Wiltshire residents to comment on a range of topics that affect life where they live. This included:

- How and what we spend money on
- What we can do to improve life
- How we can improve safety
- The natural environment
- Resident's views on other public services

The findings of this survey will be used by the council and partners, including NHS Wiltshire, Wiltshire Fire & Rescue Service and Wiltshire Police, to develop policies that meet the needs of local communities.

This report is designed to be read as a supplement to the main 'what matters to you survey, 2011' report. This supplement continues the community area analysis from the main report by exploring questions that were not approached at a community area level previously.

Methodology

Types of questions asked

The survey asked questions about residents' local neighbourhoods, their lifestyle and health, council spending and the natural environment. Question responses are analysed by topic and by community area.

How residents participated

Adult residents were selected from the Wiltshire People's Voice panel and the LLPG residential address list. Questionnaires were also made available at Area Board public meetings and at various other locations such as libraries, leisure centres and children centres. The survey sample was proportionally distributed amongst Wiltshire's 20 community areas.

Questionnaires were completed on paper or online. A total of 7,741 people responded to the survey, 80% of which were filled out on paper, 20% filled out online. It was possible to identify 318 respondents from the Malmesbury Community Area (CA). Of these respondents 75% responded by paper and 25% completed an on-line survey.

Using the results

The Joint Strategic Assessment for Wiltshire and the Joint Strategic Assessments for the 20 community areas

The Joint Strategic Assessment (JSA) for Wiltshire was adopted by the Wiltshire Public Services Board in April 2011. In this document, Wiltshire's priorities were brought together into a single report. The JSA contains contributions from each of the thematic delivery partnerships, and identifies key priorities for topics including housing, economy, health, children and young people and the environment.

The JSAs for Wiltshire's 20 community areas were released in autumn 2011 and their purpose was to support commissioning decisions and the development of strategic and local community plans by setting out the key issues based on local level data, information and knowledge. The 'What Matters to You' survey will add to the knowledge base that feeds into the JSAs.

Evidence for service planning

The survey forms part of the evidence base to inform service planning by Wiltshire Council and partners. It will assist in identifying trends and priorities, profile communities and target resources.

Source of information for the public

The 'What Matters to You' survey report is accessible by the public who require access under the Freedom of information Act 2000. Documented findings are also used as feedback for the residents who have participated in the survey as well as providing a useful source of information for interested parties e.g. voluntary groups, community groups, business community, academics and researchers. The full report can be accessed at www.intelligencenetwork.org.uk.

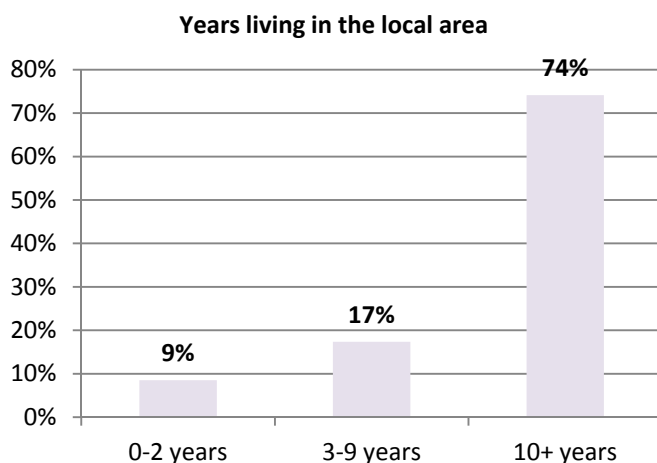
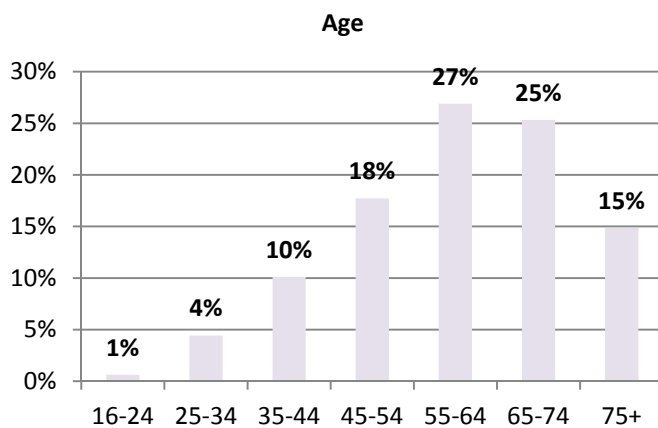
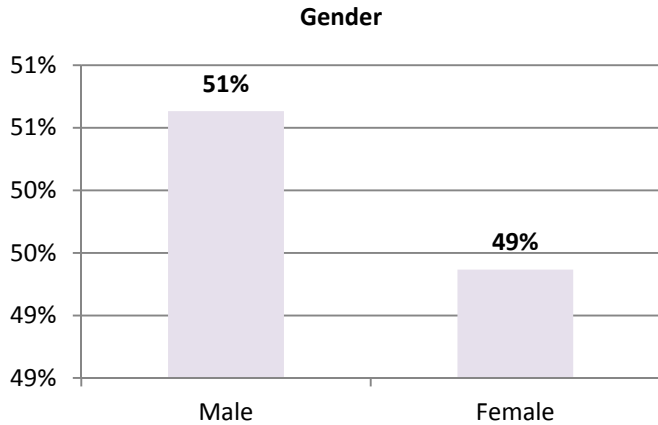
Key messages in this report

This section draws out a number of key messages for the Malmesbury CA. Please note that all the figures quoted have been rounded.

- Speeding vehicles was the most frequently selected problem in the Malmesbury CA (46% selected).
- Over half of the Malmesbury respondents think that health services are most important in making a local area a good place to live (58%).
- Road and pavement repairs and Activities for teenagers were selected most frequently as needing improving in the Malmesbury CA; 39% and 37% respectively.
- A large majority of Malmesbury residents believe more money should be spent on the maintenance of existing roads (60%).
- Other services with a notable number of increase expenditure proponents include: adult social care services for older people (44%); housing- more affordable housing (41%); and Services for vulnerable children (35%).
- A few services have a notable number of respondents who wish for less money to be spent on them. These are; archives and public records (49%); and housing and council tax benefit (40%).

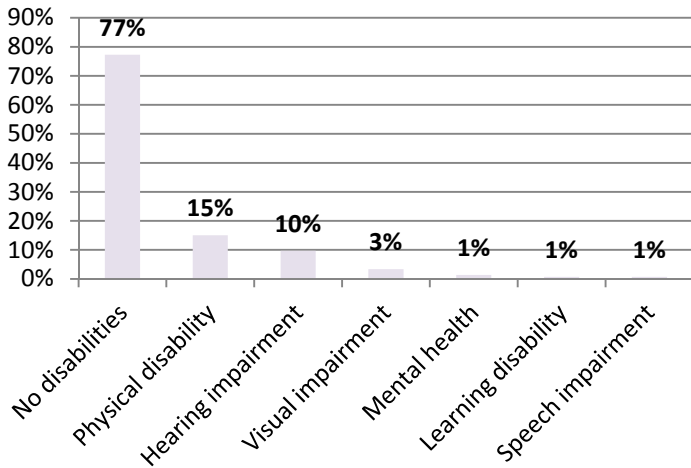
Demographic profile of respondents

This section presents the relevant demographic characteristics of the survey respondents from Malmesbury CA. At least 318 Malmesbury CA residents responded to the survey.

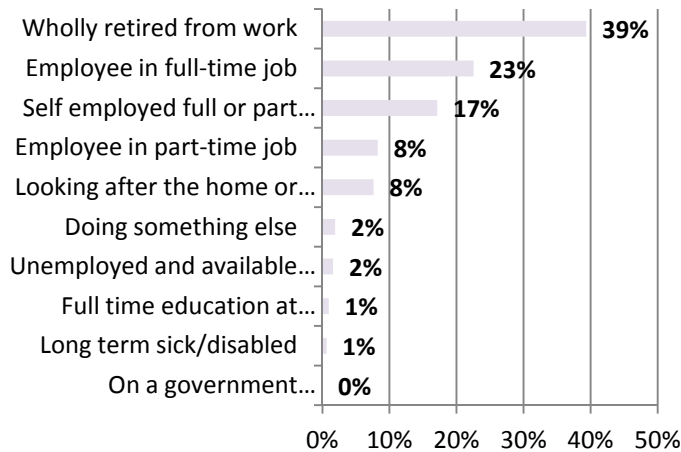


- In terms of gender representation, 51% are male and 49% are female.
- The working age group represents 60% of all respondents and the older age group, 40%.
- A breakdown of respondents by narrower age bands shows that the 55 to 64s and 65 to 74s have the largest number of respondents; 27% and 25% respectively
- The 16 to 24 and 25 to 34 age groups have the fewest number of respondents with 1% and 4% respectively.
- The majority of respondents, 74%, have lived in their local area for 10 or more years. The percentage of respondents that have lived in their local area between three and nine years is 17%.
- Only 9% of respondents have lived in the local area between zero and two years.

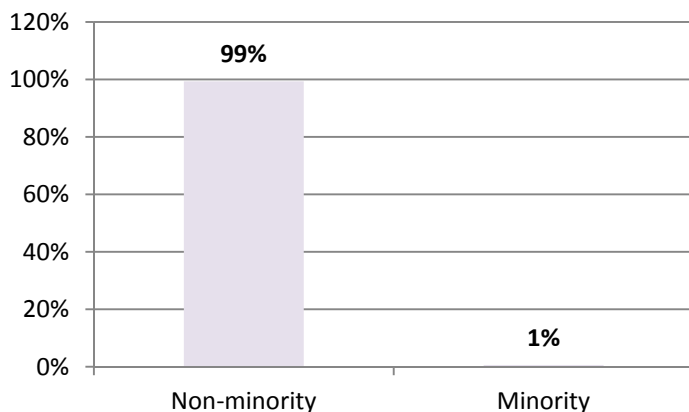
Disability



Economic activity



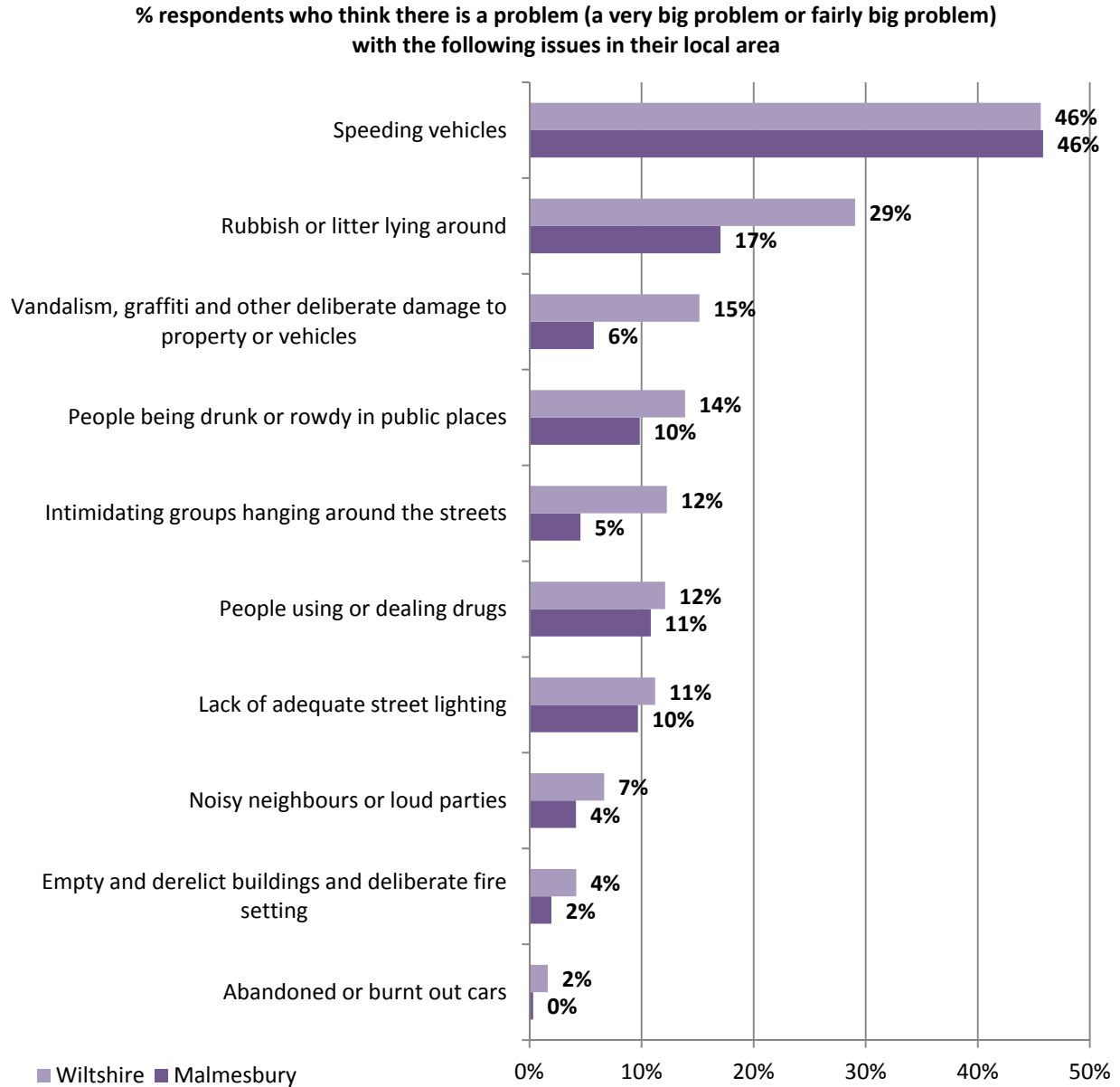
Ethnicity



- The majority of respondents stated that they have no disabilities; 77%.
- The largest reported disability was a physical disability; 15%.
- The retired group represents 39% of all respondents and the working group (working full or part time), 48%.
- The other groups are made up as follows: looking after the family/home, 8%; long term sick/disabled, 1%; unemployed group, 2% and doing something else, 2%.
- In terms of ethnicity the vast majority of respondents are non-minority ethnic; 99%.

Local Area

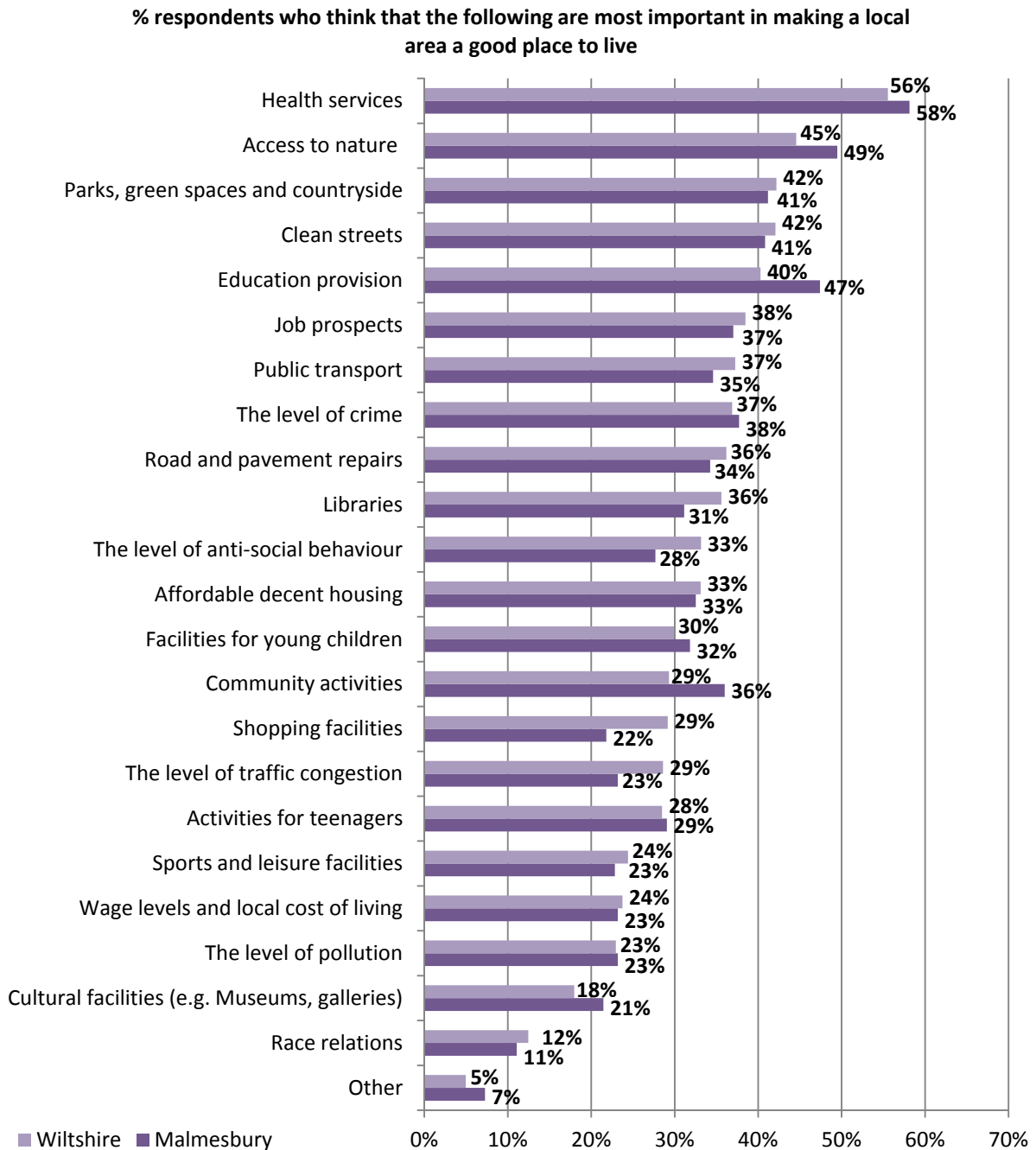
Thinking about this local area, how much of a problem do you think each of the following are?



A large majority of the respondents from Malmesbury CA perceive speeding vehicles to be a very big or fairly big problem; 46%.

All other options for this question achieved a percentage below the Wiltshire average. For example rubbish or litter lying around was the second largest concern for the community area, 17% which is over 10% below the Wiltshire average; 29%.

Still thinking about your local area, which of the things below, if any, are the most important in making somewhere a good place to live?

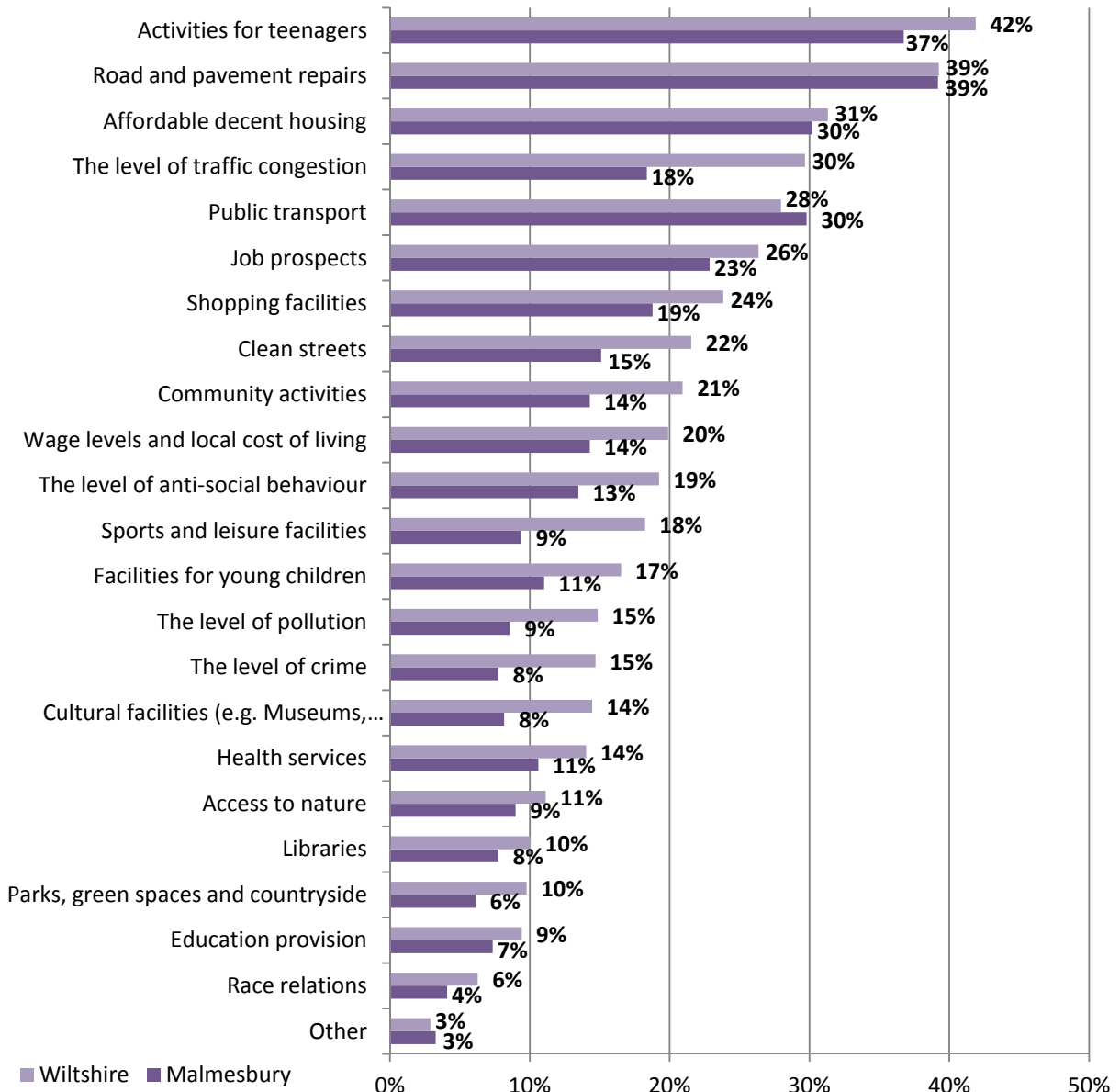


Over half of the Malmesbury CA respondents' believe that health services are the most important thing in making the local area a good place to live; 58%.

Many other factors were thought by the Malmesbury CA residents to be important in making somewhere a good place to live. These include: Access to nature; 49%; Education provision (47%); Parks, green spaces and countryside (41%) and clean streets (41%).

Still thinking about your local area, which of the things below, if any, most needs improving?

% respondents who think that the following most need improving in their local area



Road and pavement repairs was the most frequently selected issue that respondents cited as most needing improving; 39%. Activities for teenagers closely followed with 37%.

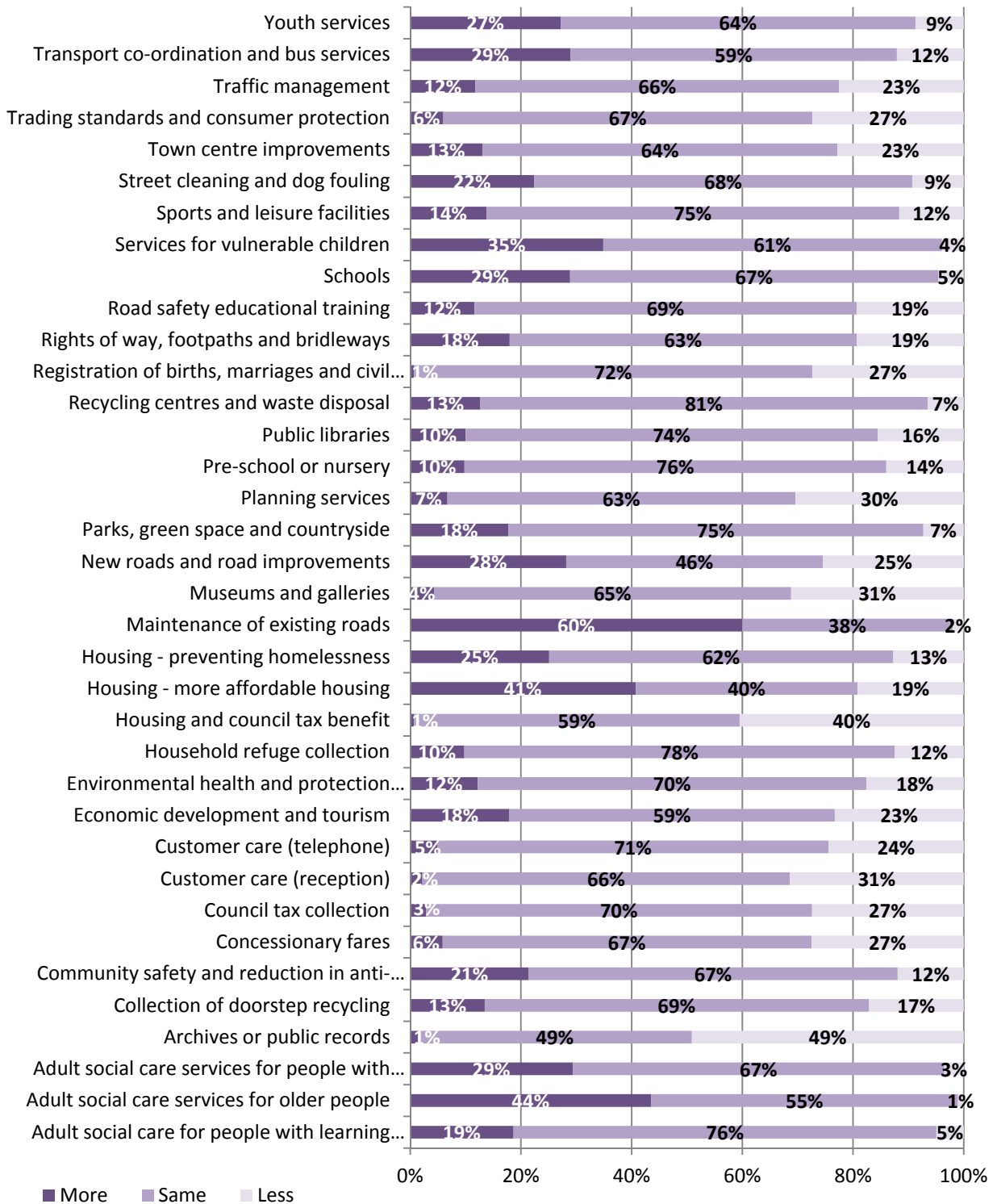
Other top selections for Malmesbury CA include: public transport and affordable decent housing (30%).

Interestingly the level of traffic congestion was perceived in the Malmesbury CA as in need of improvement by fewer respondents than the Wiltshire average; 18% compared to 30%. Similar is true of the sports and leisure facilities; 9% compared to 18%.

Council spending

Question 11: Bearing in mind that raising the standard of one service will usually involve lowering the level of another or increasing council tax, do you think that the council should spend more, the same or less on the following services.

% respondents who think that the council should spend more, the same or less on the following services



A majority of Malmesbury CA residents believe more money should be spent on the maintenance of existing roads; 60%. This is also the main concern for the Wiltshire average; 61%. Other services have a mixed response; most services have around 50% who wish for the same level of spend.

Some services do have a large proportion of respondents who do wish for a greater expenditure. These include: adult social care services for older people (44%); housing- more affordable housing (41%); and Services for vulnerable children (35%).

Few services have a notable percentage of respondents who wish for less money to be spent on them. The exceptions are archives and public records (49%); and housing and council tax (40%).



Information about Wiltshire Council services can be made available on request in other languages including BSL and formats such as large print and audio.

Please contact the council by telephone 0300 456 0100,
by textphone 01225 712500,
or email customerservices@wiltshire.gov.uk

如果有需要我們可以使用其他形式（例如：大字體版本或者錄音帶）或其他語言版本向您提供有關威爾特郡政務會各項服務的資訊，敬請與政務會聯繫，電話：0300 456 0100，文本電話：(01225) 712500，或者發電子郵件至：customerservices@wiltshire.gov.uk

Na życzenie udostępniamy informacje na temat usług oferowanych przez władze samorządowe hrabstwa Wiltshire (Wiltshire Council) w innych formatach (takich jak dużym drukiem lub w wersji audio) i w innych językach. Prosimy skontaktować się z władzami samorządowymi pod numerem telefonu 0300 456 0100 lub telefonu tekstowego (01225) 712500 bądź za pośrednictwem poczty elektronicznej na adres: customerservices@wiltshire.gov.uk

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