

Bracknell Forest Residents' Survey 2017

Bracknell Forest Council

27 March 2017



Mill House, North Street,
York, YO1 6JD
01904 632039

www.qaresearch.co.uk
Company registration: 3186539



Contents

1.	Executive Summary	4
2.	Introduction	8
3.	Aims and objectives	8
4.	Methodology	9
5.	Key findings	11
5.1	Demographic profile of respondents	11
5.2	Involvement and influence over local decisions.....	13
5.2.1	Ability to influence decisions affecting the local area	13
5.2.2	Involvement in volunteering activities	16
5.3	Residents' attitudes towards their local area.....	19
5.3.1	Satisfaction with local area.....	19
5.3.2	Perception of the best things about the Borough	21
5.3.3	Community cohesion in residents' local area.....	24
5.4	Use of and satisfaction with specific Council services	28
5.4.1	Use of specific Council services.....	28
5.4.2	Satisfaction with specific Council services.....	33
5.5	Perceptions of the Council overall	42
5.5.1	Satisfaction with the Council overall	42
5.5.2	Perceptions on the value for money offered by the Council	43
5.5.3	Suggestions for improving the Council	45
5.6	Communication with the Council.....	47
5.6.1	Feelings of being informed about Council services	47
5.6.2	Methods for receiving information and preference for receiving information.....	48
5.6.3	Residents' access to home broadband	51
5.7	Contact and satisfaction with Town and Parish Councils.....	53
5.7.1	Contact with and awareness of the services provided by Town and Parish Councils	53
5.7.2	Satisfaction with the services provided by Parish or Town Councils.....	59
5.7.3	Residents' interest in contributing to a Neighbourhood Plan	62
6.	Conclusions.....	65
7.	Appendix.....	68
7.1	Annex I: Bracknell Forest Residents Survey 2014	68

Project number:	SKILL02-7560
Title:	BFC Residents Survey 2017
Location:	S:\ProjectFiles\B\Bracknell_Forest_Council\STAKE02-7560_BFC_Residents_Survey_2017\Reports\BFC_Residents_Survey_2017_V2f.doc
Date:	27 March 2017
Report status:	Final
Approved by:	Michael Fountain
Authors:	Miles Crosby & Michael Fountain
Comments:	miles.crosby@garesearch.co.uk
This research has been carried out in compliance with the International standard ISO 20252, (the International Standard for Market and Social research), The Market Research Society's Code of Conduct and UK Data Protection law	

Table of figures

Figure 1.	Profile of respondents by age, gender, ethnicity, and ward.....	11
Figure 2.	Profile of respondents by religion.....	12
Figure 3.	Profile of respondents by sexuality	12
Figure 4.	Influencing decisions in respondents' local area.....	13
Figure 5.	Influencing decisions in local area by age	14
Figure 6.	Influencing decisions in the local area by ward.....	15
Figure 7.	Participation in voluntary activities.....	16
Figure 8.	Frequency of voluntary activities amongst those who partake in them.....	16
Figure 9.	Participation in voluntary activities by age.....	17
Figure 10.	Participation in volunteering activities by Ward	18
Figure 11.	Satisfaction with the local area as a place to live	19
Figure 12.	Satisfaction with local area by ward	20
Figure 13.	Three best things about the Borough.....	21
Figure 14.	Three best things about the Borough by age.....	23
Figure 15.	Extent to which people from different backgrounds get on well together	24
Figure 16.	Social cohesion by ward.....	25
Figure 17.	Extent to which people treat each other with respect and consideration.....	26
Figure 18.	Respect and consideration by ward	27
Figure 19.	Frequency of using Council-provided services	28
Figure 20.	Monthly usage of Council provided services by age group	30
Figure 21.	Use of Council-provided services by ward	32
Figure 22.	Rating of satisfaction with specific Council services	33
Figure 23.	Rating of satisfaction with specific Council services excluding 'don't know'.....	34
Figure 25.	Mean rating of satisfaction with specific Council services by gender.....	37
Figure 26.	Mean rating of satisfaction with specific Council services by age	38
Figure 27.	Mean rating of satisfaction with specific Council services by ethnic group.....	40
Figure 28.	Mean rating of satisfaction with specific Council services by ward.....	41
Figure 29.	Overall satisfaction rating of the Council	42
Figure 30.	Perception of whether the Council offers value for money	43
Figure 31.	Satisfaction with Council and perceptions of value for money by ward.....	44
Figure 32.	Things the Council could do differently which would positively impact on Bracknell Forest	45
Figure 33.	Feeling of being informed about Council services	47
Figure 34.	Methods used and preferred for accessing Council/partner information.....	48
Figure 35.	Preference and use for receiving Council/partner information by age.....	50
Figure 36.	Access to home broadband internet connection	51
Figure 37.	Access to home broadband by ward	52
Figure 39.	Reasons for contacting Parish or Town Council.....	54
Figure 40.	Parish/Town Council adequacy in dealing with enquiries.....	56
Figure 41.	Reasons why Parish/Town Council enquiries were dealt with inadequately	56
Figure 42.	Understanding of the services provided by Parish/Town Councils locally	57
Figure 43.	Awareness and contact with Town/Parish Councils by Parish/Town Council area....	58
Figure 44.	Satisfaction with the services provided by Parish/Town Council	59
Figure 45.	Satisfaction with the services provided by Parish/Town Council by Parish	59
Figure 46.	Services provided by Parish/Town Council that are of particular value	60
Figure 47.	Services provided by Parish/Town Council that could be improved.....	61
Figure 48.	Proportion interested in contributing to a Neighbourhood Plan	62
Figure 49.	Interest in Neighbourhood Plan by ward	63
Figure 50.	How respondents might contribute to a Neighbourhood Plan	64

I. Executive Summary

- Qa Research conducted 1,801 interviews via telephone and face-to-face interviewing between In January and February 2017 on behalf of Bracknell Forest Council for the 2017 Bracknell Forest Residents' Survey.
- The resulting data was representative of the profile of Bracknell Forest and has been compared to that of the 2014 residents survey (also conducted by Qa) to examine trends over time. At the 95% confidence level, findings are accurate to within +/- 2.3%.

Involvement and influence over local decisions

Respondents were asked how far they agreed or disagreed that they could influence decisions that affected their local area;

- Four-in-ten (40%) agreed that they could influence decisions affecting their local area, essentially the same as 2014 (41%); half (50%) disagreed.
 - White British respondents were significantly more likely to disagree (53%) than BME (35%). Those aged 16-24 were more likely agree than any other age group. Agreement was especially low in the wards of Binfield with Warfield (23%) and Wildridings and Central (28%), which was also true in 2014.

Respondents were also asked about how often they gave unpaid help to groups, clubs or organisations over the past 21 months;

- Only three-in-ten (27%) had given any formal voluntary help over the last 12 months, and there has been no significant change since 2014. One fifth (20%) participated in formal volunteering at least once a month, but this was higher amongst those aged 35 and over than 16-34.

Residents' attitudes towards their local area

Respondents were asked to rate their level of satisfaction with their local area as a place to live;

- Nine-in-ten (90%) respondents indicated that they were satisfied with their local area as a place to live, and only a negligible proportion (4%) indicated any degree of dissatisfaction. This was a small but significant increase since 2014 (87%).
- Respondents were more likely to feel satisfied with their local area if they...
 - agreed that they could influence decisions affecting their local area (95% vs. 86% disagreed)
 - agreed that their local area *'is a place where people from different backgrounds get on well together'* (92% vs. 70% disagreed)
 - agreed that the Council provides value for money (94% vs. 76% disagreed)
 - were satisfied with the way the council runs things (94% vs. 71% dissatisfied)
- The most frequently mentioned best aspects that respondents said they liked about the borough continue to relate to access to green spaces (parks, open spaces, and the countryside (54%), with a disparate array of other aspects also mentioned.

Respondents also indicated the extent to which people from different backgrounds get on together, and to which people in their local area treat each other with respect and consideration;

- The majority (96%) of respondents agreed that their local area was a place where people from different backgrounds get on well together, and this has risen since 2014 (94%), 2012 (87%) and 2008 (82%) indicating a long term trend.
 - There were no significant differences by gender, age, or ethnicity and therefore this seems to be a universal sentiment.
- Only a small proportion (12%) of respondents indicated that the way people in their local area treated each other with respect and consideration was a problem, although this figure is essentially unchanged since 2014 (13%).
 - Around a fifth of respondents from Wildridings and Central (22%) and Great Hollands North (19%) felt that there was a problem with how people treated each other.

Use of and satisfaction with specific Council services

Respondents were asked to indicate how often they used specific council services and rate their level of satisfaction with those services;

- The services most frequently used on a monthly basis were parks, open spaces, and the countryside (83%), car parks (66%), and local recycling sites (66%).
 - Parks, open spaces, and the countryside was the most frequently used on a monthly basis in all wards but one (Great Hollands North, where it was car parks).
- Amongst those who gave a satisfaction rating, the services that the highest proportion of respondents were satisfied with were parks and open spaces (96%) and South Hill Park arts facility (86%).
 - Satisfaction with services varied by age, gender, and ethnicity, and this very much depended on the service in question.
- Satisfaction has increased for some services but decreased for others, and the net results is that figures have remained largely the same.
 - *'sport and leisure facilities'*, *'the standard of maintenance of public land'*, and *'road maintenance'* have seen increases in both 2014 (vs. 2012) and 2017 (vs. 2014).

Perceptions of the Council overall

Respondents were asked to rate their satisfaction with the way that Bracknell Forest Council runs things;

- In total, seven-in-ten (68%) indicated that they were satisfied with the way the Council runs things, and only one-in-ten indicated that they were dissatisfied (10%). There has been no significant change since 2014.
- Respondents were more likely to feel satisfied with the way the Council runs things if they...
 - agreed rather than disagreed that the Council provides value for money (88% vs. 18%)
 - agreed rather than disagreed that they can influence decisions affecting their local area (71% vs. 45%)

Respondents then indicated how far they agreed that the Council provided value for money;

- Six-in-ten (62%) respondents agreed that the Council provides value for money, and only one-in-ten (10%) disagreed. Agreement was the same as seen in 2014.

Respondents were then asked what they felt the Council could do differently which would have a positive impact within Bracknell Forest;

- Respondents were most likely to make suggestions relating to the need to improve or change road maintenance or infrastructure (19%), and this was also the case in 2014. It should be noted that the proportion satisfied with road maintenance has actually increased since 2014, however.
- Other frequently mentioned suggestions included improving communication with residents and acting on residents' concerns (23%) and the provision of parking places (8%).

Communication with the Council

Respondents indicated the extent to which they felt informed about the services and benefits the Council provides and the methods used to communicate with the Council;

- Two thirds (67%) of respondents felt well informed, and just under one third (29%) felt not informed; this is essentially unchanged since 2014.
- The three most common methods for accessing information about services provided by the Council and its partners were leaflets / partnership publications by post (58%), the Town and Country newspaper (52%) and online (36%).
- Preference for receiving council communication by email outstrips usage.

Contact and satisfaction with Town and Parish Councils

Respondents were also asked about their contact with their Town and Parish Council, along with their awareness of the services they provide locally;

- Three quarters (75%) of respondents had not contacted their Parish or Town Council in the past 12 months; only around one quarter had done so (23%) but this was still an improvement over the 2014 figure (18%).
- A wide range of reasons led to contacting a Town or Parish Council and there was no single over-riding issue which drives contact, although planning and environmental maintenance were the most frequent.
- Where enquires were made, seven-in-ten (69%) of respondents indicated that they were dealt with adequately and this was a significant increase from 2014 (63%). For the three-in-ten (28%) whose enquires were not dealt with adequately this was generally due to the perceptions that their views were ignored or not taken into account.
- Just over a third of respondents (36%) were aware of the local services provided by their Parish or Town Council, however the majority were still not aware (60%) and there has been no improvement in this since 2014.
- Nine-in-ten (90%) respondents were satisfied with the services provided by their Parish or Town Council, a significant increase from 2014 (84%). Binfield Parish reported the highest satisfaction (94%) and Sandhurst Town the lowest (88%).

Respondents were also asked about their interest in contributing to a Neighbourhood Plan;

- One third (33%) of respondents indicated that they would be interested in the opportunity to participate in drawing up a Neighbourhood Plan in their area, a slight but significant increase from 2014 (27%).
 - Male respondents (37%) and respondents aged 35 and over (35-44: 38%, 45-54: 40%, 55-64: 36%, 65+: 32%) were the most likely to be interested.
 - Parishes in Bracknell Forest (excluding Binfield) were consistently interested in participating in a Neighbourhood Plan were no significant differences between them. The range of interest ran from 38% (Winkfield) to 31% (Bracknell Town).

Conclusions

1. The results of this survey provide a robust and representative sample and findings that can be generalised to the borough as a whole.
2. Overall, the results of the survey are broadly similar to those recorded in 2014; residents continue to feel that Bracknell Forest is a good place.
3. The majority of respondents continue to express satisfaction with Bracknell Forest Council and the majority consider it provides value for money, although there has been no improvement in this since 2014.
4. The services provided or supported by Bracknell Forest Council generate high levels of satisfaction overall, although there is the potential for improvement in some areas.
5. The majority of residents continue to feel they are at least fairly well informed about Council services, although there has been no improvement since 2014.
6. Contact with Parish or Town Councils continues to be minimal but has actually increased slightly since 2014.
7. Although those who were aware of the services provided by Parish and Town Councils were satisfied with them, awareness continues to be low overall.

2. Introduction

The following report outlines findings from the 2017 Bracknell Forest Residents' Survey, which was conducted by Qa Research (Qa) and undertaken between January and February 2017. The survey provides data on residents' quality of life and their attitudes towards local public services, including the Council. The report details the aims and objectives of the research, the methodology used and the key findings.

Bracknell Forest Council regularly undertakes consultation with residents to understand views on specific local services and priorities for the local area. This iteration of the Residents' Survey follows the 2012 and 2014 surveys (also conducted by Qa) and comparisons are made between this year's findings and previous years where appropriate. Note that, comparisons with data from earlier than 2012 have not been made due to a methodological change.

3. Aims and objectives

The survey was designed to gather the views of a representative sample of Bracknell Forest residents on a variety of issues relating to the Council, as well as attitudes towards Bracknell Forest as a place to live and work.

It was also intended to provide data that was, as far as possible, comparable to that collected in previous years so that comparisons could be made.

The main objectives of the research were therefore;

- To carry out a survey amongst a representative sample of Bracknell Forest residents, that provides robust data that can be compared over time
- To provide a methodology which encourages residents from all demographic groups to give their views in a cost-effective way
- To provide a robust sample of respondents from each of the 18 wards in Bracknell Forest.

This report details findings from the 2017 research.

4. Methodology

The 2017 Bracknell Forest Residents' Survey was undertaken as a telephone survey using a CATI (Computer Aided Telephone Interviewing) approach. Interviewing ran from the 3rd January to the 22nd February, and all calls were made from Qa's in-house contact centre in York. A quota target was set to ensure around 100 interviews were completed in each ward as well as quotas on age, gender and ethnicity to ensure the final sample was representative by these demographics. Previous experience has consistently demonstrated that it's hard to interview a representative sample of residents from younger age groups and BME using a purely telephone approach. Therefore, interviewing was also undertaken face-to-face, on-street at various locations through Bracknell Forest specifically to target younger and BME respondents.

In total, 1,801 interviews were completed of which 1,507 were CATI interviews and 294 face-to-face interviews. Telephone and face-to-face surveys have been combined into a single data set for analysis.

The questionnaire used was largely the same as that used in 2017 and a copy is included in the appendix to this report. The majority of questions were of a closed format; however there were a number of open questions. Verbatim responses with similar themes have been 'coded' into over-codes for analysis and reporting. The same over-codes have been used in 2014 and 2017 to enable year-on-year comparisons to be made.

Corrective weighting was applied to the data in order to ensure it was representative of the profile of Bracknell Forest, based on the following process;

- The proportion of interviews undertaken in each ward was aligned to the correct proportion – this was in response to the deliberate over and under-sampling of each ward to achieve around 100 interviews in each
- The demographic profile of each ward was weighted by age (16-29, 30-59, 60+), gender and ethnicity (White: English/Welsh/Scottish/Northern Irish/British, BME) to ensure it matched the profile outlined in the 2011 Census
- The overall profile was weighted again by age (16-29, 30-59, 60+), gender and ethnicity (White: English/Welsh/Scottish/Northern Irish/British, BME) to ensure it matched the profile outlined in the 2015 mid-year estimates.

The data was analysed as overall (frequency) results and a series of cross tabulations created to explore any relationship between responses and age, gender, employment status, location and other factors. We have reported throughout where any significant statistical differences appear from our analysis of the data by various cross-tabulations. The key findings presented are statistically significant unless indicated otherwise. Using statistical rules, we can be 95% confident that our research findings have a potential variance of no more than plus or minus 2.3% from the figure shown. These standards specifically apply to 'confidence levels'. An explanation is provided below:

Confidence levels:

This indicates how representative findings are of the resident body as a whole. In this instance we have used 95% confidence levels – or put more simply– this requires that the chances of the sample group reflecting the wider resident population will be 95 out of 100. The confidence level is essentially a fixed value which must be looked at in conjunction with standard error.

The results are highlighted using a combination of charts and tables. In some instances responses to ordinal questions (such as satisfaction scales) have been combined to aid interpretation. Where

this has occurred it has been highlighted within the report. Similarly, on some occasions responses have been converted into average (mean) scores.

Year-on-year comparisons;

Throughout this report comparisons are made between the data from the 2017 Residents' Survey and the 2014 and 2012 surveys and these are highlighted in a blue box.

It should be noted that while the 2017 and 2014 surveys are virtually identical, using the same methodology and virtually the same questionnaire, the 2012 survey was carried out on paper. This means that care should be taken when comparing findings from 2012 with those from subsequent years.

5. Key findings

5.1 Demographic profile of respondents

The following table breaks down the profile of respondents by age, gender, ethnicity and ward. The profile is compared to the most recent Census data for adults (aged 16 years and above).

As described in the methodology section (Section 4), the 2017 data has been weighted to ensure it is representative of the demographic profile of Bracknell Forest. Throughout this report, percentages and means reported from the 2017 data are based on the weighted data. For longitudinal comparisons, the 2014 data has also been weighted to the 2011 census but the 2012 has not.

Figure 1. Profile of respondents by age, gender, ethnicity, and ward

	Census profile 2011 (16+ population only)		Respondent profile 2017 (Unweighted)		Respondent profile 2017 (Weighted)	
	Count	%	Count	%	Count	%
Age						
16-24	11,972	13%	210	12%	231	13%
25-44	34,352	38%	416	23%	435	24%
45-54	17,092	19%	438	24%	448	25%
55-64	12,180	14%	433	24%	417	23%
65+	14,147	16%	304	17%	271	15%
Gender						
Male	44,092	49%	867	48%	884	49%
Female	45,651	51%	933	52%	916	51%
Prefer not to say	-	-	1	<1%	1	<1%
Ethnicity						
White British	76,853	85%	1,491	83%	1,534	85%
Black and minority ethnic (BME)	12,890	14%	300	17%	257	14%
Prefer not to say	-	-	10	1%	10	1%
Ward						
Ascot	4,435	5%	100	6%	89	5%
Binfield with Warfield	6,881	8%	101	6%	138	8%
Bullbrook	4,774	5%	103	6%	96	5%
Central Sandhurst	4,061	5%	101	6%	81	5%
College Town	5,090	6%	97	5%	102	6%
Crown Wood	6,280	7%	99	5%	126	7%
Crowthorne	4,247	5%	100	6%	85	5%
Great Hollands North	4,335	5%	100	6%	87	5%
Great Hollands South	3,992	4%	95	5%	80	4%
Hanworth	6,489	7%	100	6%	130	7%
Harmans Water	6,288	7%	100	6%	126	7%
Little Sandhurst & Wellington	4,532	5%	100	6%	91	5%
Old Bracknell	4,402	5%	98	5%	88	5%
Owlsmoor	4,081	5%	100	6%	82	5%
Priestwood & Garth	6,054	7%	101	6%	121	7%
Warfield Harvest Ride	6,053	7%	100	6%	121	7%
Wildridings & Central	3,764	4%	105	6%	76	4%
Winkfield & Cranbourne	3,985	4%	101	6%	80	4%
Total	89,743		1,801		1,801	

All 2011 census figures are based on the adult (aged 16 and over) population only

The table below shows the profile of respondents by religious beliefs.

Figure 2. Profile of respondents by religion

	Census profile 2011 (16+ population only)		Respondent profile 2017 (Unweighted)		Respondent profile 2017 (Weighted)	
	Count	%	Count	%	Count	%
None	24,459	27%	610	34%	673	37%
Net: Any religion/belief	65,284	73%	1,149	64%	1,090	61%
Christian (all denominations)	55,691	62%	1,022	57%	989	55%
Buddhist	678	1%	12	1%	8	0%
Hindu	1,331	1%	33	2%	19	1%
Muslim	884	1%	26	1%	19	1%
Sikh	345	<1%	9	<1%	7	0%
Jewish	154	<1%	5	<1%	6	0%
Other	445	<1%	42	2%	42	2%
Prefer not to say	5,756	6%	42	2%	39	2%
Total	89,743		1,801		1,801	

All 2011 census figures are based on the adult (aged 16 and over) population only

The following table describes the sexual orientation of respondents. There is no comparative data in the 2011 Census, as that survey does not collect this information.

Figure 3. Profile of respondents by sexuality

	Census profile 2011 (16+ population only)		Respondent profile 2017 (Unweighted)		Respondent profile 2017 (Weighted)	
	Count	%	Count	%	Count	%
Heterosexual/ straight	-	-	1,702	95%	1,701	94%
Gay man	-	-	6	<1%	5	0%
Lesbian/ gay women	-	-	9	<1%	11	1%
Bisexual	-	-	5	<1%	6	0%
Prefer not to say	-	-	79	4%	78	4%
Total	89,743		1,801		1,801	

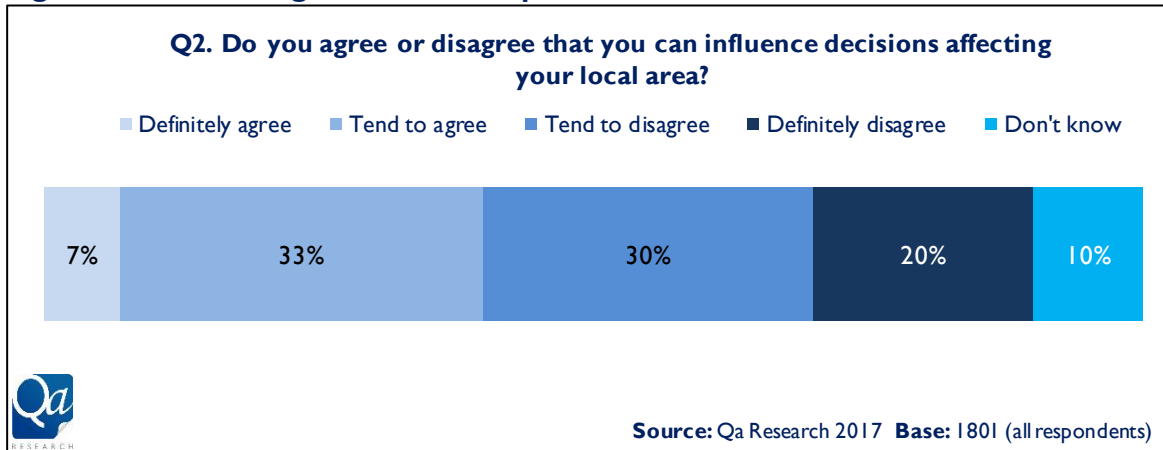
5.2 Involvement and influence over local decisions

In this section of the report, residents' attitudes towards their ability to influence the decisions made in their local area are explored. It also looks at the level of involvement in voluntary activities.

5.2.1 Ability to influence decisions affecting the local area

Respondents were asked how far they agreed or disagreed that they could influence decisions affecting their local area. The results are shown in the chart below;

Figure 4. Influencing decisions in respondents' local area



Half (50%) of respondents disagreed that they could influence decisions affecting their local area, and only two fifths (40%) agreed they could do so. One fifth (20%) said that they 'strongly disagreed', almost three times as many as said they 'strongly agreed' (7%).

Longitudinal comparison

The proportion of respondents who agreed that they could influence decisions affecting their local area has remained essentially unchanged since the figure recorded in 2014 (41%) with no significant increase or decrease.

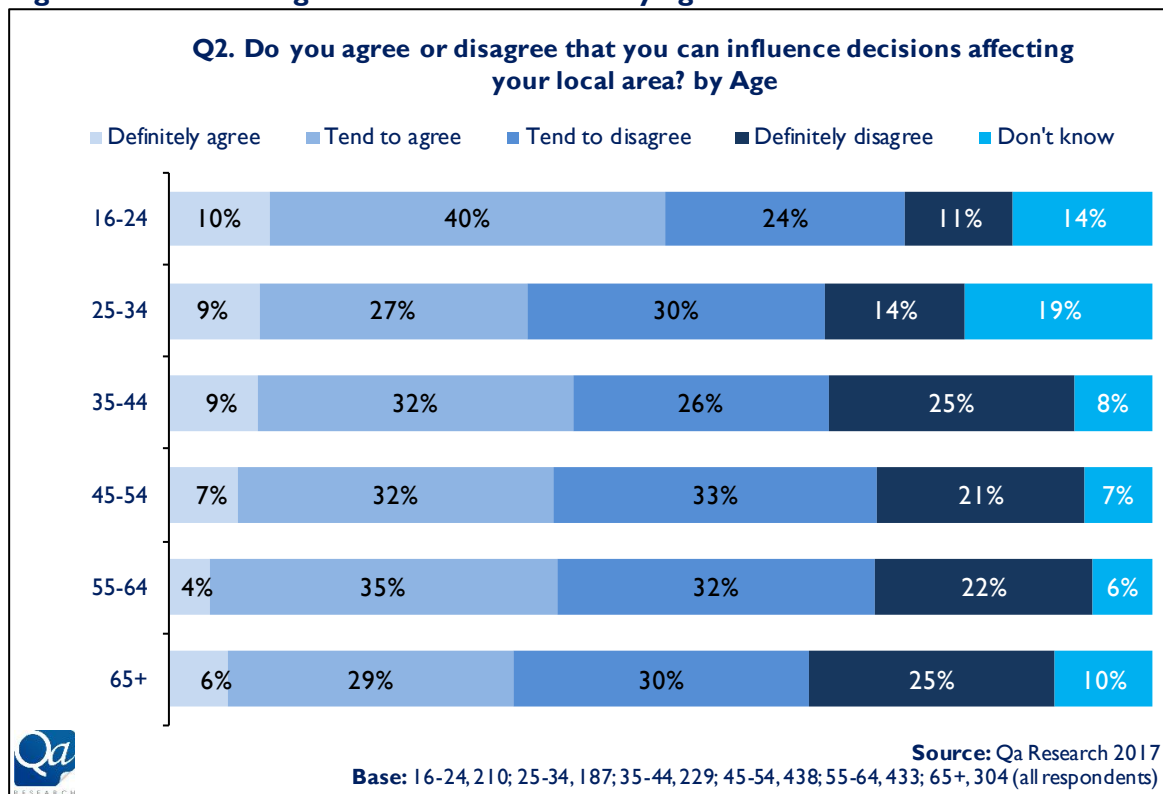
Whilst both these figures were higher than that recorded in 2012 (30%), the increase between 2012 and 2014 was caused by a decrease in the proportion saying 'don't know' and not a decrease in disagreement. The proportion of respondents who disagreed has remained largely static over the last three surveys, consistently recorded at around half (53% in 2012, 49% in 2014) and being consistently greater than the proportion who agreed.

Demographic differences

Respondents classified as White British were significantly more likely to disagree (53%) that they could influence decisions than those from BME backgrounds (35%). This pattern was also observed in the 2014 survey results, where BME respondents were also found to be less likely to agree but far more likely to say they don't know. This has changed for the 2017 survey however, with BME respondents now being more likely to agree (46%) than White British. There has been significant increase in agreement for the BME classification since 2014 (36%), which has been driven by a corresponding decrease in disagreement (43% in 2014 to 35% in 2017).

There was some significant variation between the level of agreement by age groups, and this is shown in the chart below;

Figure 5. Influencing decisions in local area by age



Respondents aged 16-24 were significantly more likely to agree that they could influence decisions affecting their local area (51%) than all other age groups (25-24 26%, 35-44: 26%, 45-54 26%, 55-64: 26%, 65+ 26%). Disagreement was correspondingly significantly higher amongst those aged 25 and over.

In addition, the proportion of respondents answering 'don't know' was significantly higher for the 16-24 and 25-34 age groups than for all others.

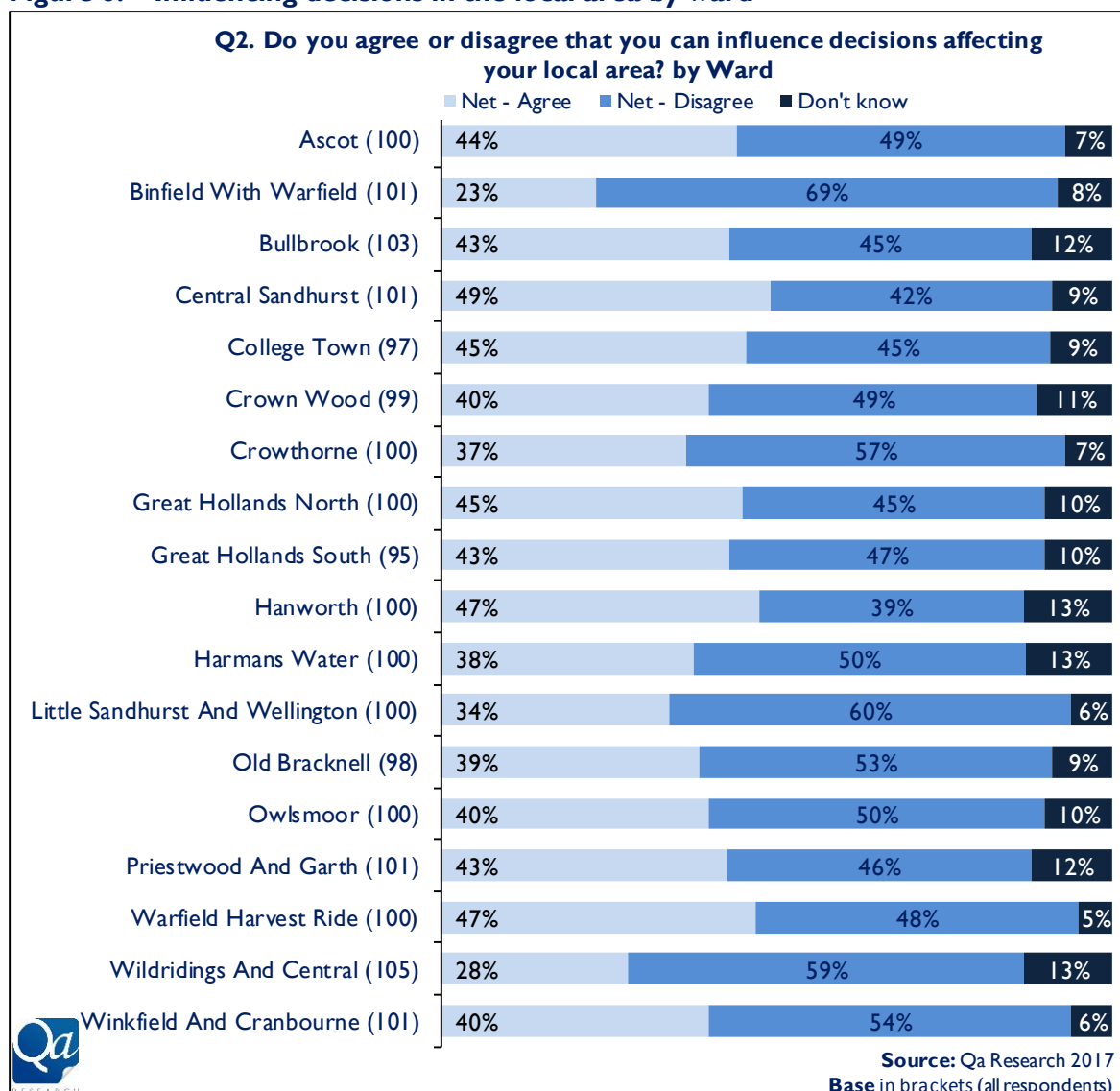
Longitudinal comparison

Whilst in 2012 the older the respondent the more likely they were to agree that they could influence decisions in their local area, this was not true in 2014 where it was observed that there was some evidence to suggest the opposite might be true. This observation has turned out to be correct to some degree, with the youngest age group now the most likely to agree that they can influence decisions.

In addition, whilst it is true that in the current (2017) data there was no significant variation in the level of agreement from the age of 25 upwards, those aged 45 and over were significantly more likely to disagree than those 44 and under. Therefore, the situation in 2012 appears to have reversed with older respondents no more likely to disagree and younger respondents more likely to agree that they can influence decisions affecting their local area.

Differences in opinion by ward are shown in the chart below

Figure 6. Influencing decisions in the local area by ward



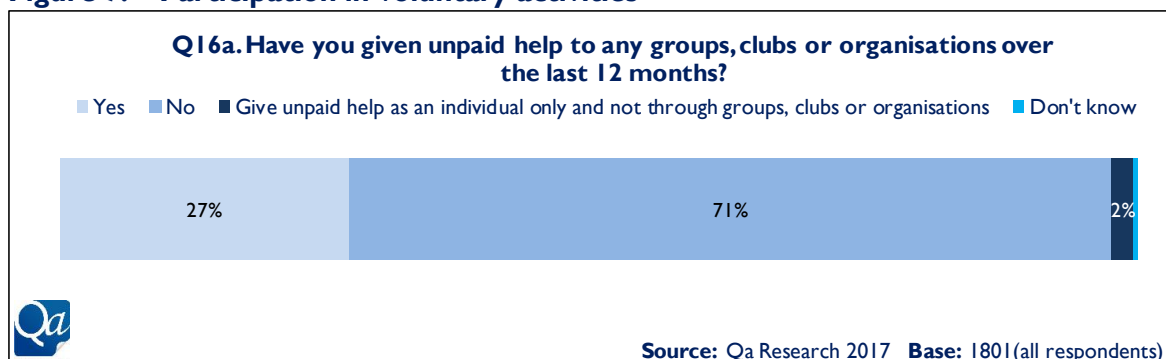
Agreement was highest in Central Sandhurst (49%), Hanworth (47%), Warfield Harvest Ride (47%), College Town (45%), and Great Hollands North (45%). Central Sandhurst also recorded the highest level of agreement in 2014, and College Town and Hanworth were also in the top five at the previous survey.

Agreement was lowest in Binfield with Warfield (23%) and Wildridings and Central (28%); these were also the two least in agreement wards in 2014. The level of disagreement was also high in Binfield and Warfield, significantly greater than 14 of the other 17 wards,

5.2.2 Involvement in volunteering activities

Respondents were asked if they had given any unpaid help to any groups, clubs, or organisations over the previous 12 months. Results are shown in the chart below;

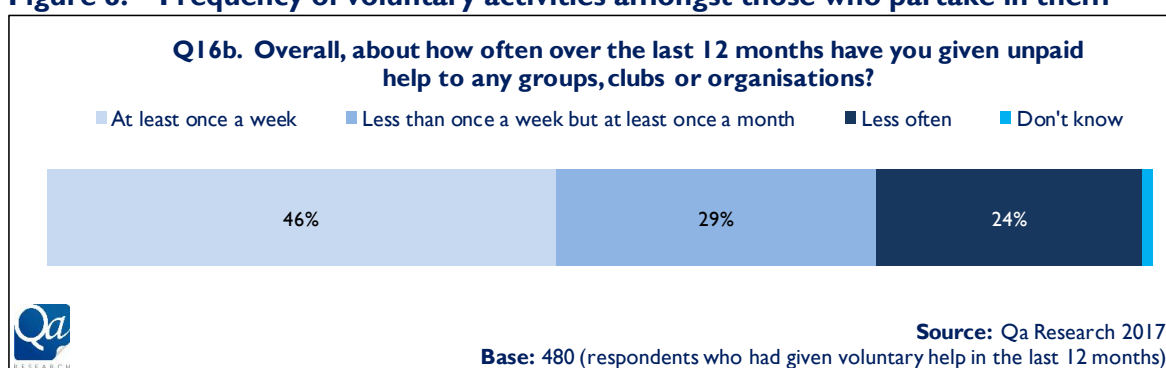
Figure 7. Participation in voluntary activities



Whilst around one quarter (27%) had given voluntary help with groups, clubs, or organisations over the last 12 months, it continues to be the case that the majority (71%) had not done so.

Those who had given unpaid help were asked how often this was;

Figure 8. Frequency of voluntary activities amongst those who partake in them



Amongst those who had given voluntary help, half (46%) did so 'at least once a week', and another third (29%) did so 'less often than once a week but at least once a month'. This means that three quarters (75%) of respondents volunteer at least once a month; at an overall level (including those who did not volunteer) this represents one fifth (20%) of the total sample.

Longitudinal comparison

Both the proportion of residents' who had given voluntary help and the frequency of doing so amongst those who did have remained essentially unchanged since 2014, with no statistically significant variation in the figures.

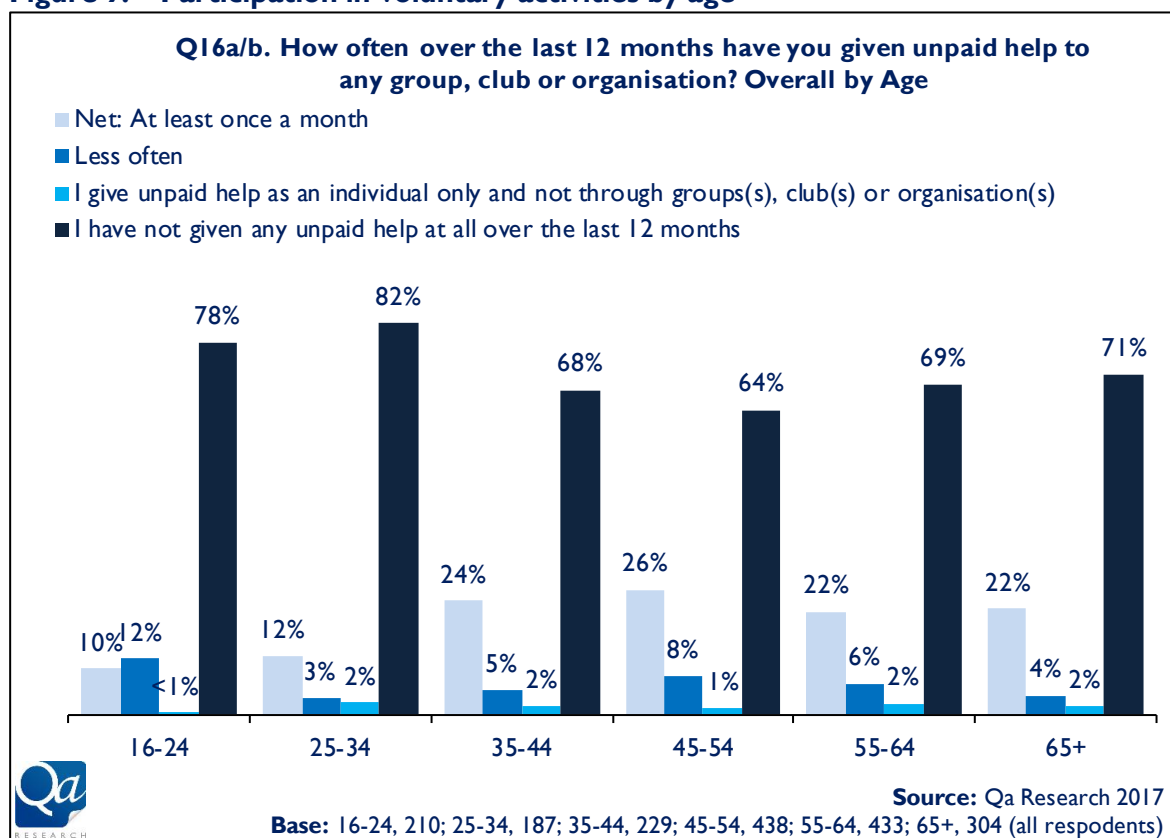
Demographic differences

There were no statistical differences between the proportion of male and female respondents who had given unpaid help over the last 12 months.

White British respondents were significantly more likely to volunteer (29%) than those from BME backgrounds however (17%).

There was also variation in the level of volunteering based on the age of respondents. The chart below shows variation in the proportion of respondents volunteering at least once a month (as a percentage of all respondents), as well as those who undertake informal volunteering and those who did not volunteer, split out by age;

Figure 9. Participation in voluntary activities by age



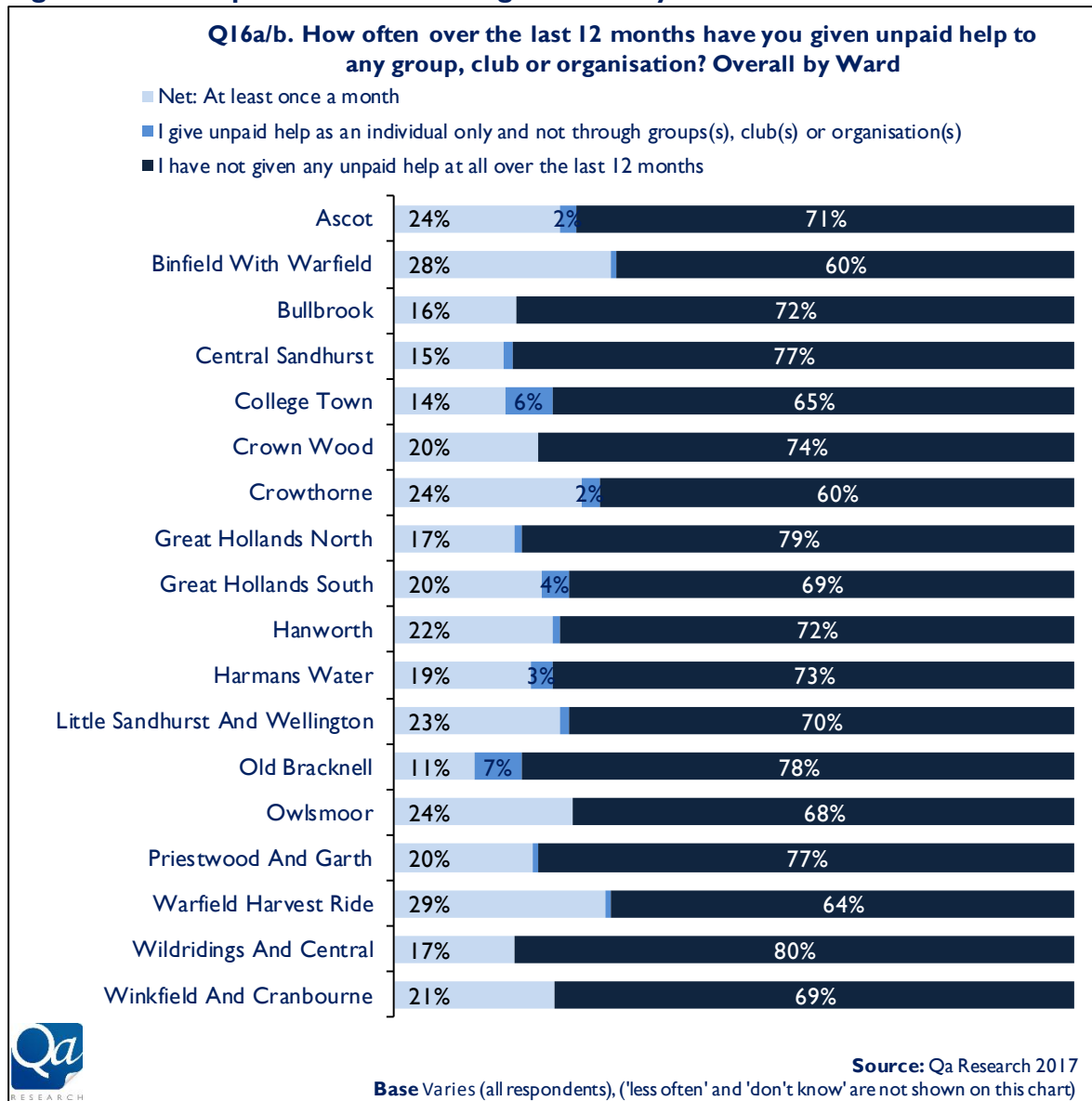
The proportion of those volunteering at least once a month was notably higher amongst those aged 35 and over than it was in the 16-34 age range. Infrequent volunteering, less often than once a month, was actually highest for the 16-24 age range however.

Longitudinal comparison;

The proportion of those aged 16-24 who volunteered at least once a month has fallen by almost half (from 18% in 2014 to 10% in 2017), however they appear to have continued volunteering but less frequently as the proportion of this age group who volunteer less often than once a month has more than doubled (5% to 12%) and the proportion of this age group not volunteering has stayed essentially the same (75% and 78%).

The chart below shows variation in the proportion of respondents volunteering at least once a month (as a percentage of all respondents), as well as those who undertook informal volunteering and those who did not volunteer, stratified by ward;

Figure 10. Participation in volunteering activities by Ward



Volunteering at least once a month was most common in Warfield Harvest Ride and Binfield With Warfield, with three-in-ten respondents from these wards doing so (29% and 28% respectively). Monthly volunteering was lowest in Old Bracknell (11%).

Longitudinal comparison;

In general, despite some variation the levels of volunteering across the wards between 2014 and 2017 were fairly consistent given the small bases sizes of the wards. There was one exception however; the proportion of those volunteering at least once a month in Bullbrook has almost halved (from 29% in 2014 to 16% in 2017)

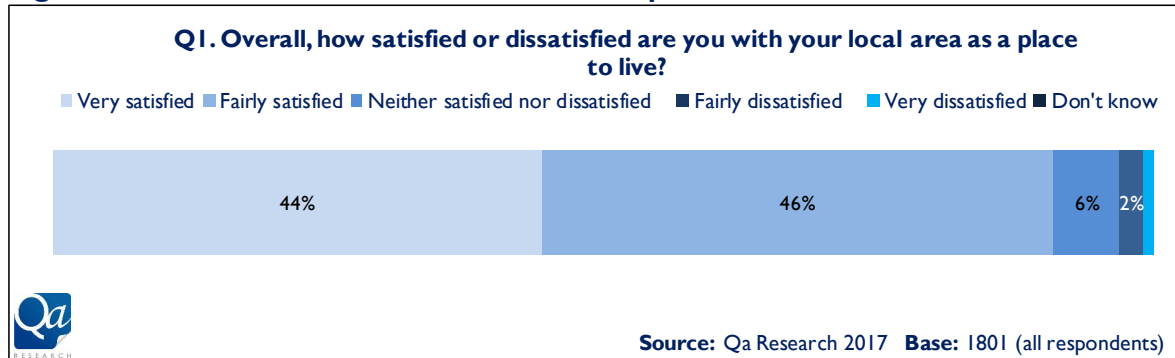
5.3 Residents' attitudes towards their local area

The survey captured a variety of information on respondent satisfaction with services in their local area and their local area itself. In addition, respondents were asked to indicate their use of the various services provided by the Council.

5.3.1 Satisfaction with local area

Respondents were asked to indicate their level of satisfaction with their local area as a place to live. The following chart highlights the results.

Figure 11. Satisfaction with the local area as a place to live



Nine-in-ten (90%) respondents indicated that they were satisfied with their local area as a place to live, and these were evenly split between those who were 'very satisfied' (44%) and 'fairly satisfied' (46%). The proportion who indicated any degree of dissatisfaction was negligible (4%).

As observed in 2014, and in a pattern very often observed in residents' surveys for many local authorities, respondents were more likely to feel satisfied with their area if they;

- agreed rather than disagreed that they could influence decisions affecting their local area (95% vs. 86%)
- agreed rather than disagreed that their local area 'is a place where people from different backgrounds get on well together' (92% vs. 70%)
- agreed rather than disagreed that the Council provides value for money (94% vs. 76%)
- were satisfied rather than dissatisfied with the way the council runs things (94% vs. 71%).

Longitudinal comparison

Whilst there was no significant change in the proportion who felt satisfied with their local area in 2014 (87%), the current level of satisfaction is significantly higher than it was in 2012 (85%). It would therefore appear that satisfaction is on a very gradual upward trend.

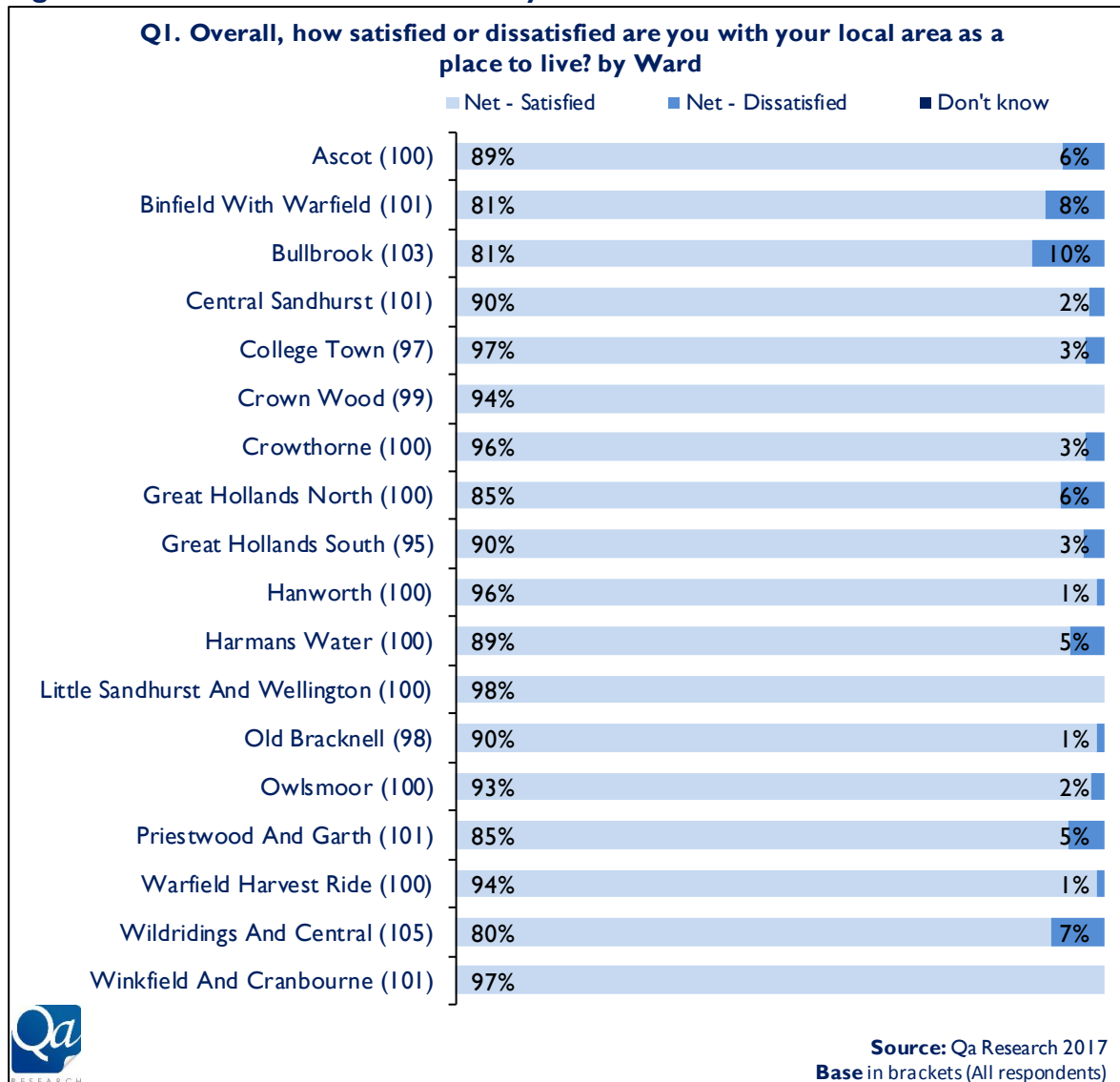
Although there has been no change in the overall proportion of satisfied respondents since 2014 there has, however, been a change in the degree of satisfaction. In 2014, 40% of respondents were 'very satisfied' and this has significantly increased to 44% in the current (2017) results.

Demographic differences

Results were very consistent across demographic groups, and the only significant difference was that those aged 16-24 were significantly less likely to be satisfied (83%) than those aged 25 and over. No other significant differences were recorded between different demographic groups. This was not due to greater dissatisfaction amongst the 16-24 age group, but greater apathy; they were significantly more likely to say 'neither satisfied nor dissatisfied' (15%) than all other ages.

Some differences were also apparent between respondents from each ward and these are shown below (note that this chart does not show those saying 'neither satisfied nor dissatisfied', although they are included in the figures);

Figure 12. Satisfaction with local area by ward



Satisfaction was highest for respondents in the wards of Little Sandhurst and Wellington (98%), College Town (97%), Winkfield and Cranbourne (97%), Crowthorne (96%), and Hanworth (96%).

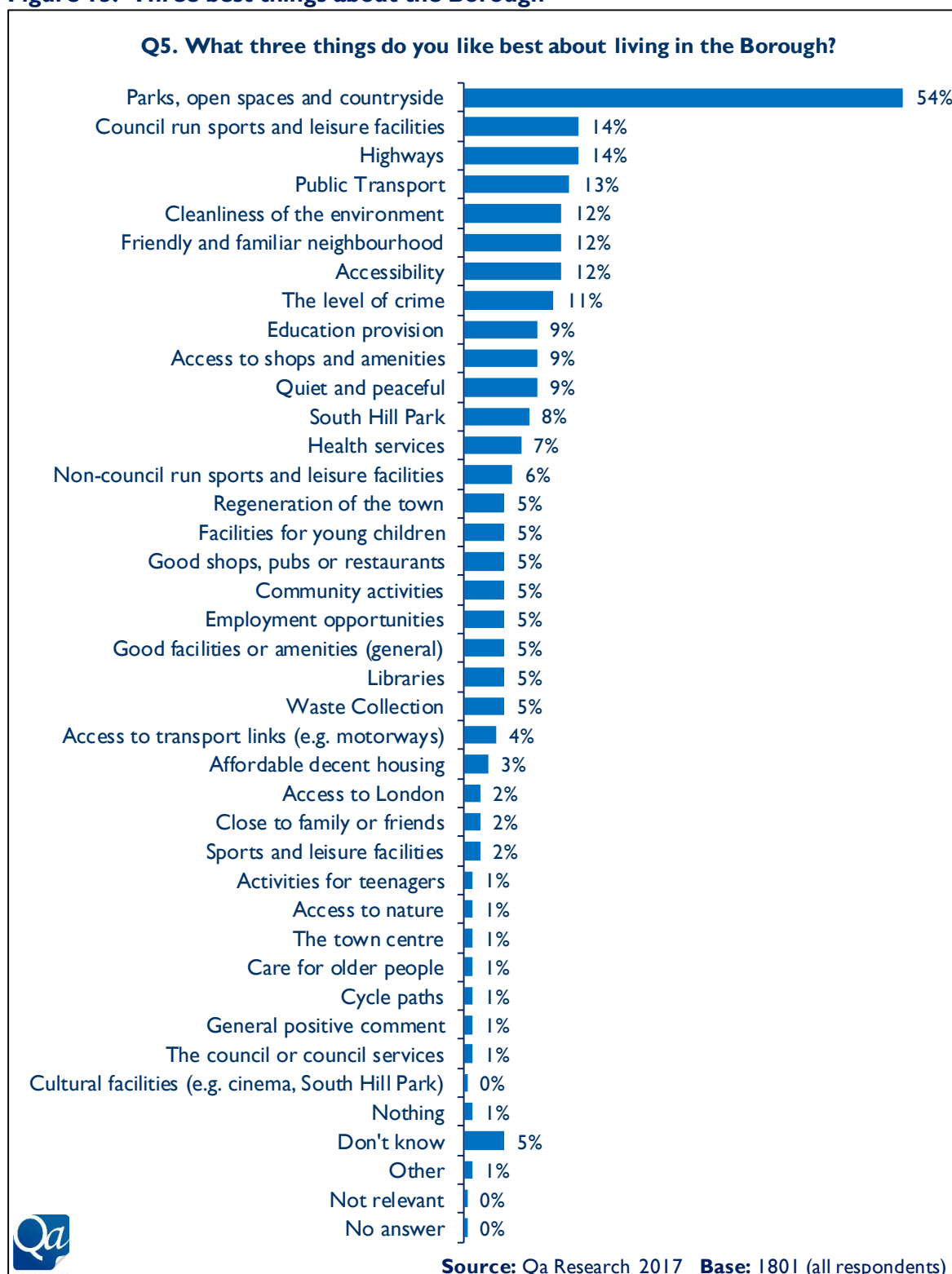
Satisfaction was lowest in Wildridings and Central (80%), Binfield with Warfield (81%), and Bullbrook (81%); the latter also recorded the highest level of dissatisfaction with the local area with one-in-ten dissatisfied (10%).

When satisfaction levels are analysed by parish, those living in Bracknell Town and Binfield Parish were significantly less likely to be satisfied (88% and 83% respectively) than those in the the parishes of Sandhurst Town (95%), Crowthorne (96%), and Winkfield (93%).

5.3.2 Perception of the best things about the Borough

Respondents were asked to indicate the three things they liked best about living in the Borough and the following chart displays the results. This was a spontaneous question and respondents were not prompted with answers, although all responses were coded to a pre-coded list.

Figure 13. Three best things about the Borough



'Parks, open spaces, and countryside' was by far the most commonly cited theme, with over half (54%) of respondents listing this as one of the three things they liked best about living in Bracknell Forest.

Other positive aspects of living in Bracknell Forest tended to be disparate, with a large number of different things suggested. This indicates that Bracknell Forest has a very broad appeal, rather than (aside from 'parks, open spaces, and countryside') several key things that are consistently listed as one of the best.

A number of Council provided services were mentioned as one of the three best things, and these included 'Council run sports and leisure facilities' (14%) and 'Highways' (14%) which were the second two most commonly listed best aspects.

Longitudinal comparison;

Access to green spaces continues to be of key importance to the residents, and this has been the most frequently mentioned 'best thing' in 2017 (54%), 2014 (48%), and 2012 (58%).

In 2012 and 2014 'access to nature' was the second most frequently mentioned 'best thing' (50% and 30% respectively), however in 2017 only 1% of respondents gave answers relating to this category. The reason for this dramatic difference is almost certainly a consequence of the questionnaire design rather than any actual change. In 2012 and 2014 the option for 'parks, open spaces, and the countryside' was phrased 'parks and open space'; 'and the countryside' was added in 2017 and this has created a degree of overlap between this option and 'access to nature'. As a consequence many responses that would have been previously classified as 'access to nature' now fall into the 'parks, open spaces, and the countryside' category.

Demographic differences

Male respondents were significantly more likely than female to list;

- Cleanliness of the environment (15% vs. 10%)
- The level of crime (13% vs. 9%)
- Quiet and peaceful (10% vs. 8%)
- Employment opportunities (6% vs. 3%)

Conversely, female respondents were significantly more likely than male to list;

- Parks, open spaces and countryside (58% vs. 51%)
- Education provision (11% vs. 7%)
- Libraries (7% vs. 2%)
- Facilities for young children (6% vs. 4%)

White British respondents were significantly more likely than BME respondents to list;

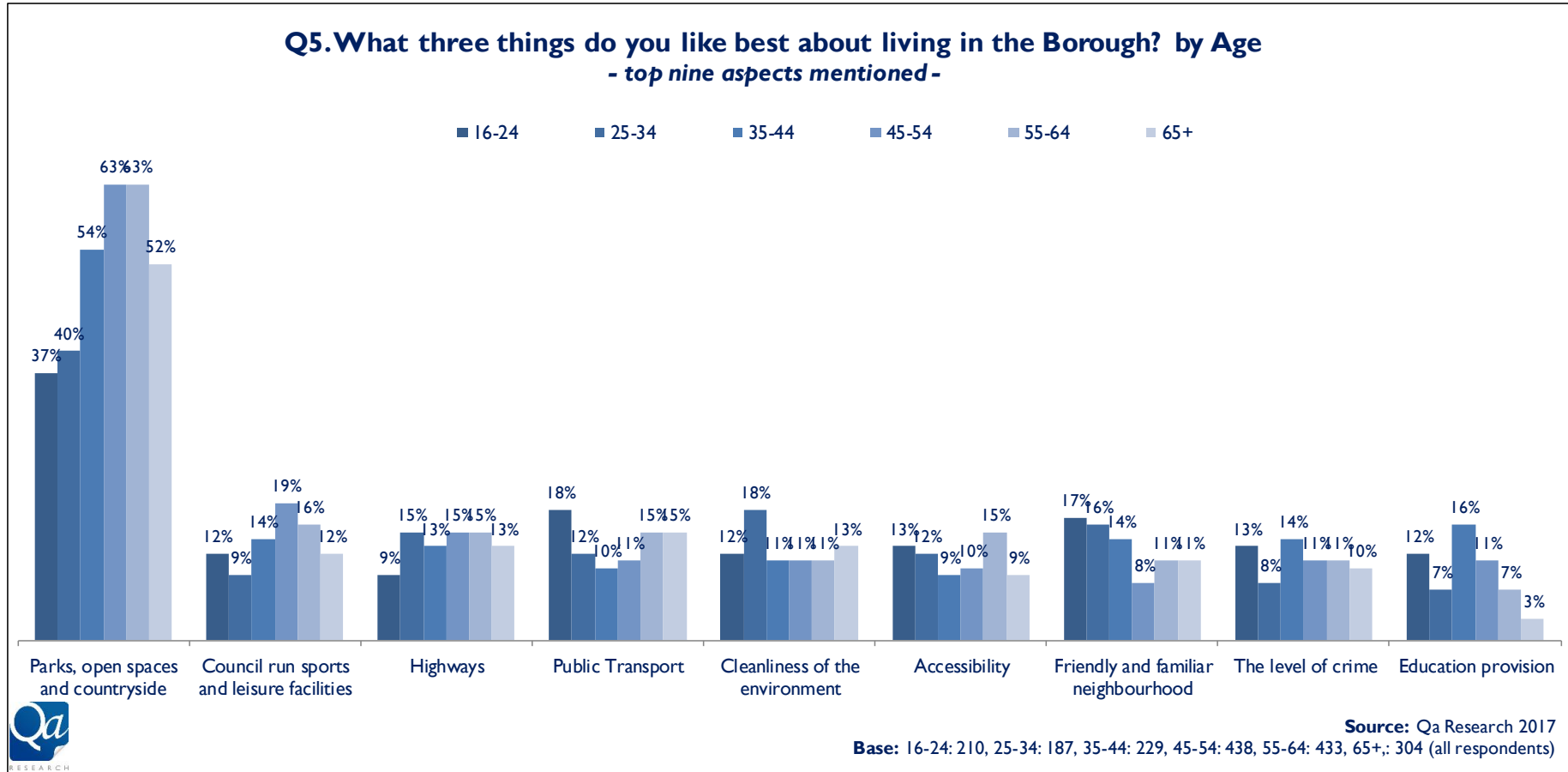
- Council run sports and leisure facilities (15% vs. 8%)
- Parks, open spaces and countryside (56% vs. 44%)
- Highways (15% vs. 7%)
- Close to family or friends (2% vs. <1%)
- Good facilities or amenities (general) (5% vs. 1%)

BME respondents were in turn significantly more likely to list;

- Health services (10% vs. 6%)
- The level of crime (17% vs. 10%)
- Cleanliness of the environment (22% vs. 10%)
- Employment opportunities (8% vs. 4%)
- Quiet and peaceful (14% vs. 8%)

The chart below shows the aspects of the borough that were mentioned by 12% or more of the total sample by different age groups;

Figure 14. Three best things about the Borough by age



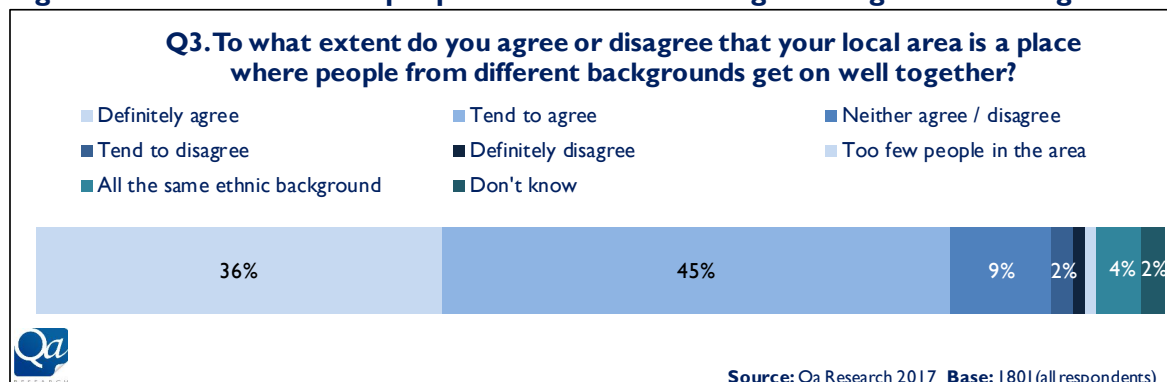
In addition to the differences highlighted in the chart, a number of aspects saw notably frequent mention amongst specific age groups. Respondents aged 16-24 were significantly more likely than all other age groups to list 'non-council run sports and leisure facilities' (13%), those aged 35-44 to mention 'facilities for young children' (14%), and those aged 25-34 to mention 'affordable decent housing' (7%)

5.3.3 Community cohesion in residents' local area

Respondents were asked to indicate the extent to which people from different backgrounds get on together, and the extent to which people in their local area treat each other with respect and consideration.

The first chart explores residents' agreement with the statement that their local area is a place where people from different backgrounds get on well together.

Figure 15. Extent to which people from different backgrounds get on well together



The majority (81%) of respondents indicated that they did agree, with just over one third saying they 'definitely agree' (36%) and just under half saying that they 'tend to agree' (45%). Only a negligible proportion (3%) disagreed, and in fact respondents were three times more likely to 'neither agree nor disagree' (9%) than they were to disagree.

As observed with satisfaction with the local area, a pattern was evident where respondents who agreed that people of different backgrounds got along well in their local area were significantly more likely to agree with or be satisfied with another number of other keys measures. Specifically, respondents were significantly more likely to agree if they;

- were satisfied rather than dissatisfied with their local area as a place to live (83% vs. 66%)
- agreed rather than disagreed that they could influence decisions affecting their local area (86% vs. 78%)
- agreed rather than disagreed that the Council provides value for money (85% vs. 72%)
- were satisfied rather than dissatisfied with the way the council runs things (85% vs. 76%).

When responses to this question are recalculated to bring it them line with the methodology used in the 2006/7 BVPI Survey and the 2008 Place Survey, essentially all (96%) respondents agreed that their local area was a place where 'people from different backgrounds get on well together'. (responses of 'neither agree nor disagree', 'too few people in the area', 'all the same ethnic background', and 'don't know' excluded).

Longitudinal comparison;

The proportion of respondents who agreed with this measure has increased significantly since the 2014 survey, and indeed there has been an upward trend over the last three surveys. In 2012, 62% of respondents indicated that they agreed, and this increased to 76% in 2014 and now 81%.

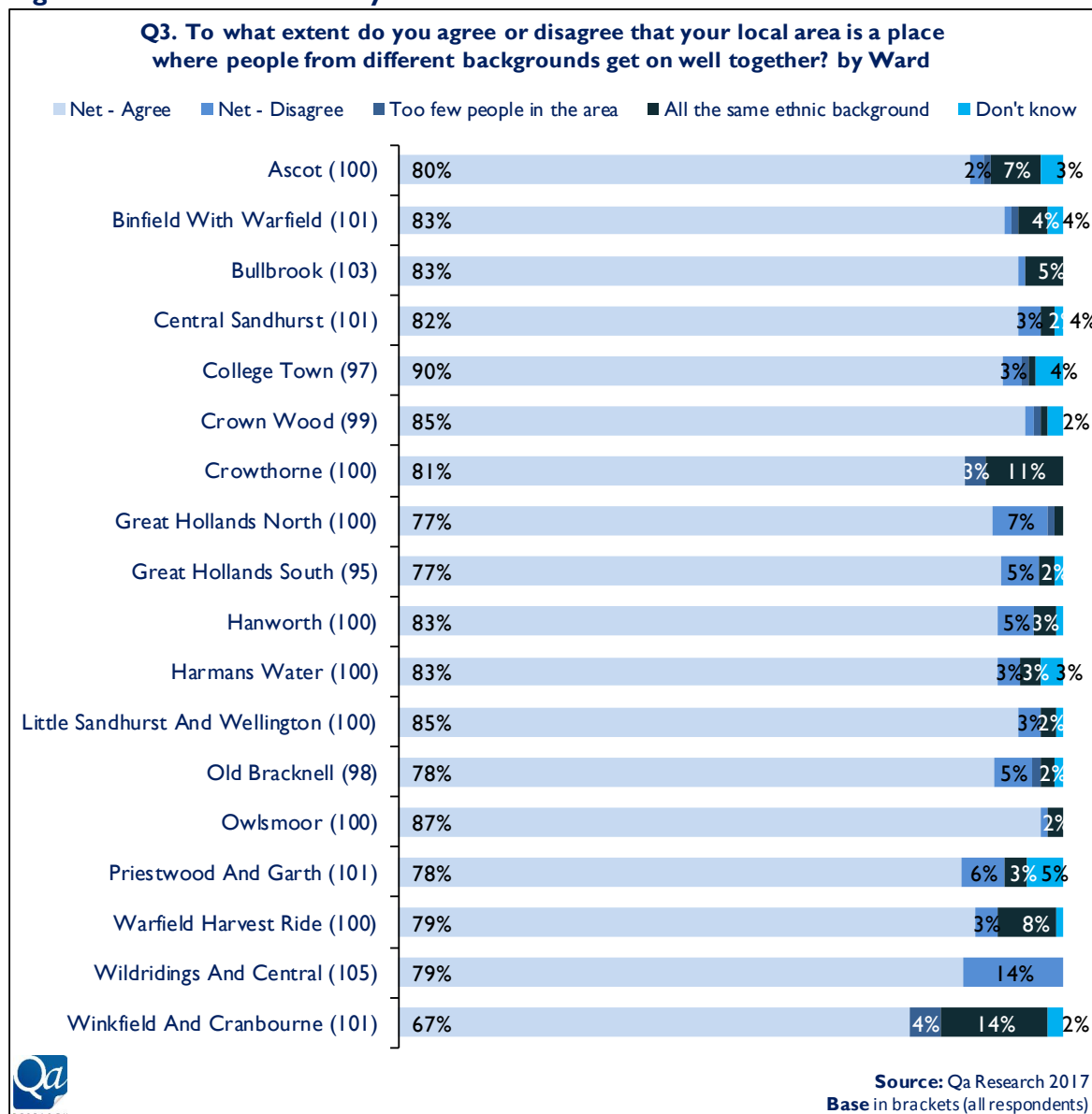
Since the 2008 Place Survey there has been an upward trend of respondents indicating that people from different backgrounds get on well together in their local area (using the Place Survey recalculated figures). This was 82% in 2008, increased significantly to 87% in 2012, and again to 94% in 2014, and has risen again to 96% in 2017.

Demographic differences

Across the demographic categories of gender and ethnicity there were no significant differences in the proportion of respondents who either agreed or disagreed. Whilst there were some differences between different age categories no overall pattern emerged from this.

The chart below shows levels of agreement by ward;

Figure 16. Social cohesion by ward

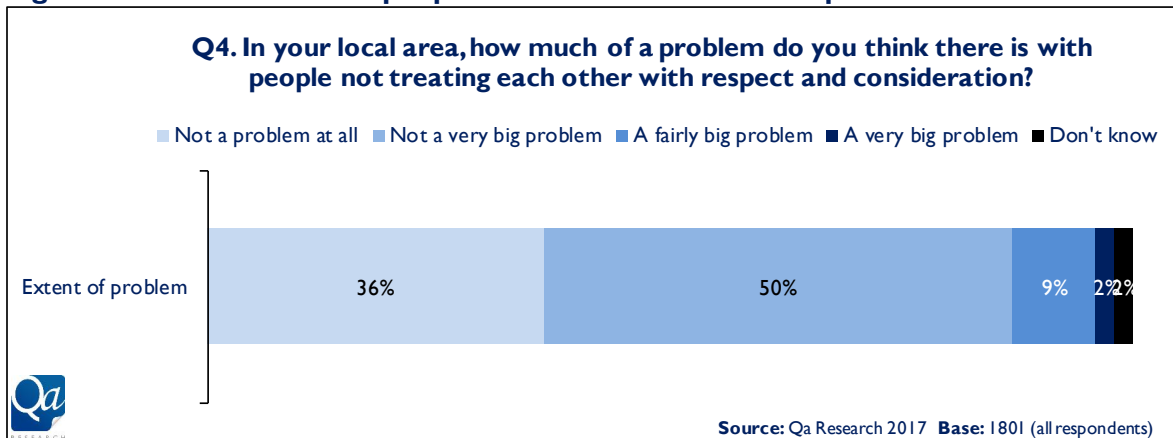


Agreement was highest in College Town (90%) and Owlsmoor (87%), and lowest in Winkfield And Cranbourne (67%, although this was partly due to the relatively high proportion of respondents saying 'all the same background in my area'). The proportion of disagreement was low across all wards, with the exception of Wildridings and Central where around one-in-seven (14%) indicated that they disagreed.

The data was analysed to see if there was any correlation between levels of agreement and proportion of White British respondents living within each ward. With a correlation coefficient of only -0.15 (very weak) there is essentially no correlation; this was also the case in 2014.

The following chart demonstrates the extent to which respondents felt that people in their local area treated each other with respect and consideration;

Figure 17. Extent to which people treat each other with respect and consideration



Just over one-in-ten respondents (12%) indicated that there was some degree of problem, although most of these felt that it was a 'fairly big problem' (9%) as opposed to 'a very big problem' (2%). Overall, however, the majority (86%) of respondents felt that this was not a problem.

Respondents were significantly more likely to indicate that there was a problem with people not treating each other with respect and consideration if they;

- were dissatisfied rather satisfied than with their local area as a place to live (25% vs. 10%)
- disagreed rather agreed than that they could influence decisions affecting their local area (15% vs. 9%)
- disagreed rather than agreed that the Council provides value for money (24% vs. 9%)
- were dissatisfied rather satisfied than with the way the council runs things (28% vs. 8%).

In addition, there appeared to be strong link between perception that there was problem with respect and consideration in the local area and disagreement that people of different backgrounds got on well together. Those who felt there was a problem were significantly, and indeed very considerably, more likely to disagree with latter measure (58%) than they were to agree (8%). Given the very wide disparity seen here, this appeared to be a major driver of feelings that there is a problem with respect and consideration in their local area.

Longitudinal comparison;

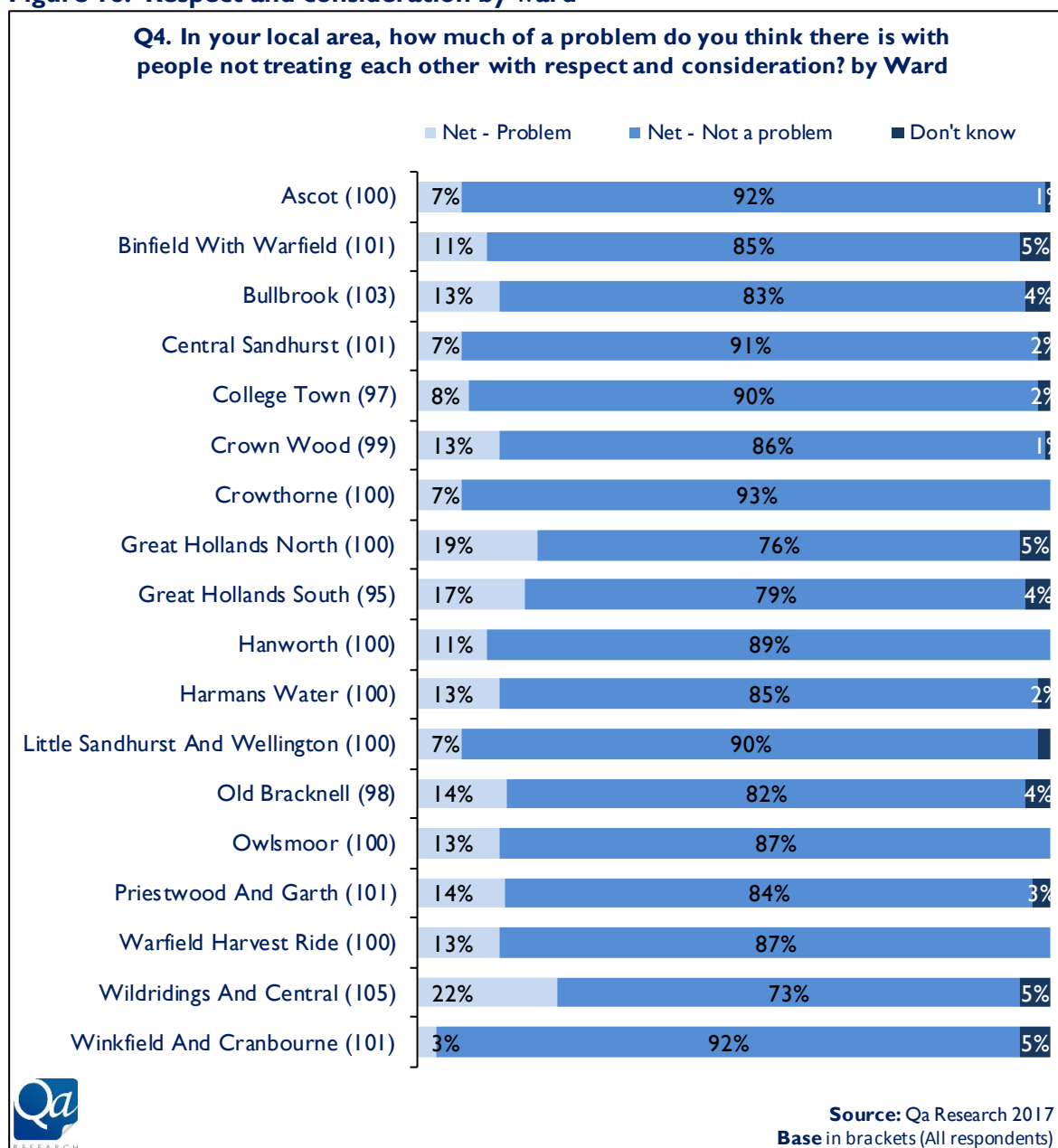
There has been no significant change in this measure since 2014, and the proportion of respondents who felt that this was not a problem (85%) or was a problem (13%) remains the same as it was in the previous survey.

Demographic differences

No differences were recorded here between respondents of different ages or genders, or between BME and White British respondents.

Some differences by ward were recorded and these are summarised in the chart below;

Figure 18. Respect and consideration by ward



Overall, as would be expected from the topline figures, in all wards the majority of respondents felt that there was not a problem with respect and considerable. This was highest in Crowthorne (93%), Winkfield and Cranbourne (92%) and Ascot (92%).

Two wards recorded a notably higher proportion of respondents who felt this was a problem however, and these were Wildridings and Central (22%) and Great Hollands North (19%)

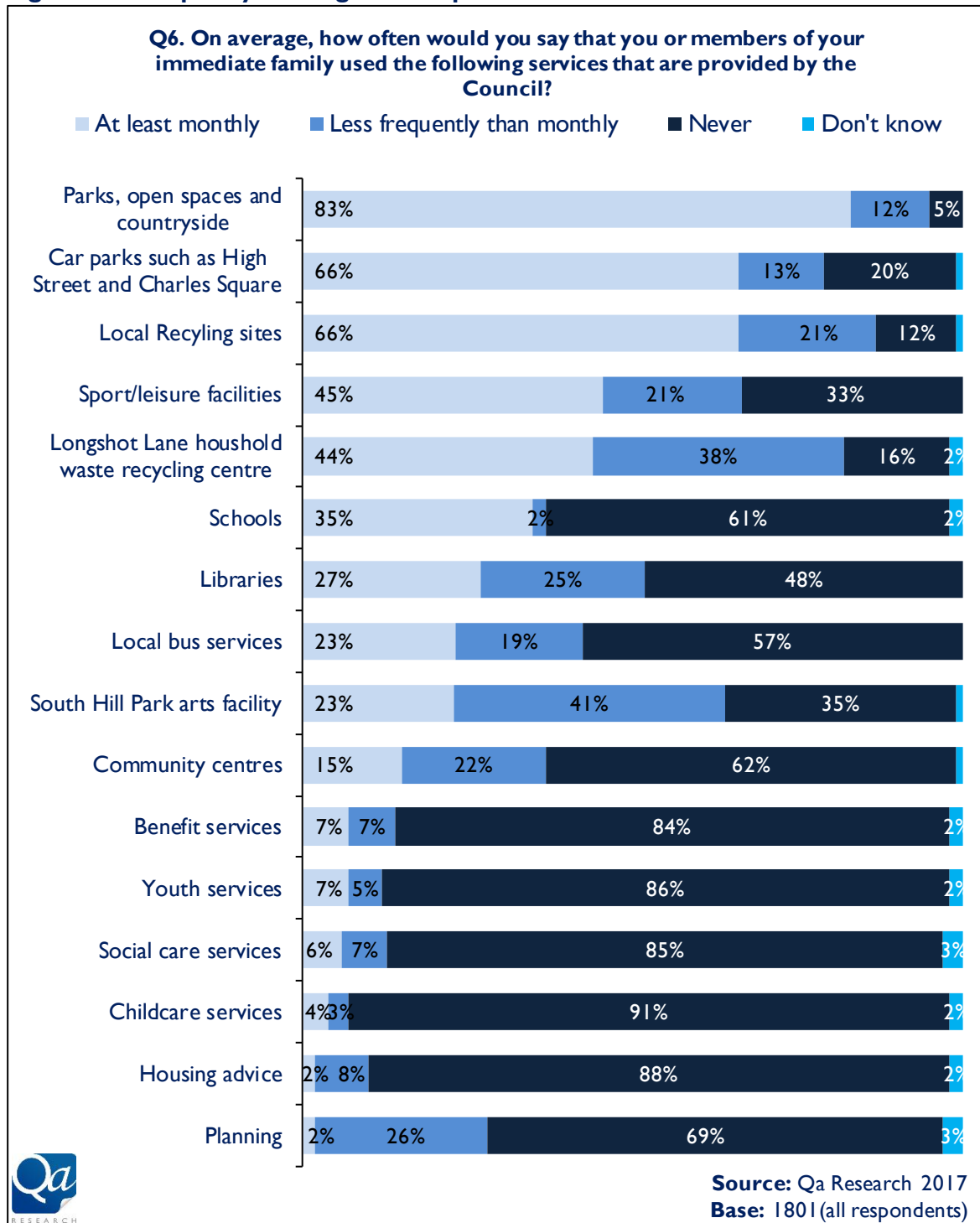
5.4 Use of and satisfaction with specific Council services

This section of the report examines the frequency of use of, and satisfaction with, specific Council services.

5.4.1 Use of specific Council services

Respondents were asked to rate how often they or member of their immediate family used a prompted list of specific Council services. The results are shown in the chart below;

Figure 19. Frequency of using Council-provided services



'Parks, open spaces, and countryside' were the most commonly used services, with significantly more saying they used these at least once a month (83%) than any other service. One quarter (23%) of respondents reported using these on a 'daily' basis, and this was significantly more than all other services with the exception of 'schools' (which one third (32%) were using every day). The proportion of respondents who used 'parks, open spaces, and the countryside' on a 'weekly' basis (42%) was also significantly higher than all but one other service ('car parks').

The next most used services were 'car parks such as High Street and Charles Square' and 'local recycling sites', and two thirds (66%) of respondents used these at least once a month. This is not to say that these two services have the same frequency of use, however; whilst a greater proportion of respondents used 'local recycling sites' on a 'monthly' basis rather than a 'weekly' basis (39% vs. 26%), the opposite was true of 'car parks' which were more likely to be used 'weekly' (39%, vs. 21% 'monthly').

Longitudinal comparison;

Usage, at least monthly, of 'parks, open spaces, and countryside' has increased slightly but significantly since 2014 going from 79% to 83%. Conversely, at least monthly usage of some services appears to have decreased with 'libraries' (30% in 2014 to 27% in 2017) and 'local bus services' (26% to 23%) both recording a small but significant fall.

The greatest change has been for 'local recycling sites', however, and this has fallen from being the service that the highest proportion of respondents used at least monthly in 2014 (86%) to being only the third highest in 2017 (66%). The wording of this service on the survey has changed slightly from 'recycling facilities' in 2014 to 'local recycling sites' in 2017; this may have had some impact on the results as respondents may have included kerbside recycling collection in the 2014 wording (as it could conceivably fall under the broad term of 'facilities'), but not in the 2017 wording (where the wording specifically refers to recycling 'sites'). In addition, 'Longshot Lane household recycling centre' was added to the survey in 2017. As it is impossible to quantify the impact of these wording changes, it may be useful to compare any available statistics for rates of visiting the recycling facilities in the borough to see if there has been a corresponding fall as seen here.

Demographic differences

The table below shows statistically significant differences between male and female, and White British and BME, respondents. A blue shaded cell is significantly greater than the opposing cell. Only services with significant differences are shown.

	Male	Female	White British	BME
Longshot Lane Household recycling centre	45%	44%	46%	32%
Schools	34%	35%	33%	43%
Libraries	24%	29%	25%	38%
Local bus services	26%	21%	21%	38%
South Hill Park arts facility	19%	27%	24%	20%
Community centres	10%	19%	15%	14%
Base	867	933	1491	300

Age (and by extension life stage) also have an impact on services used monthly, as shown below;

Figure 20. Monthly usage of Council provided services by age group

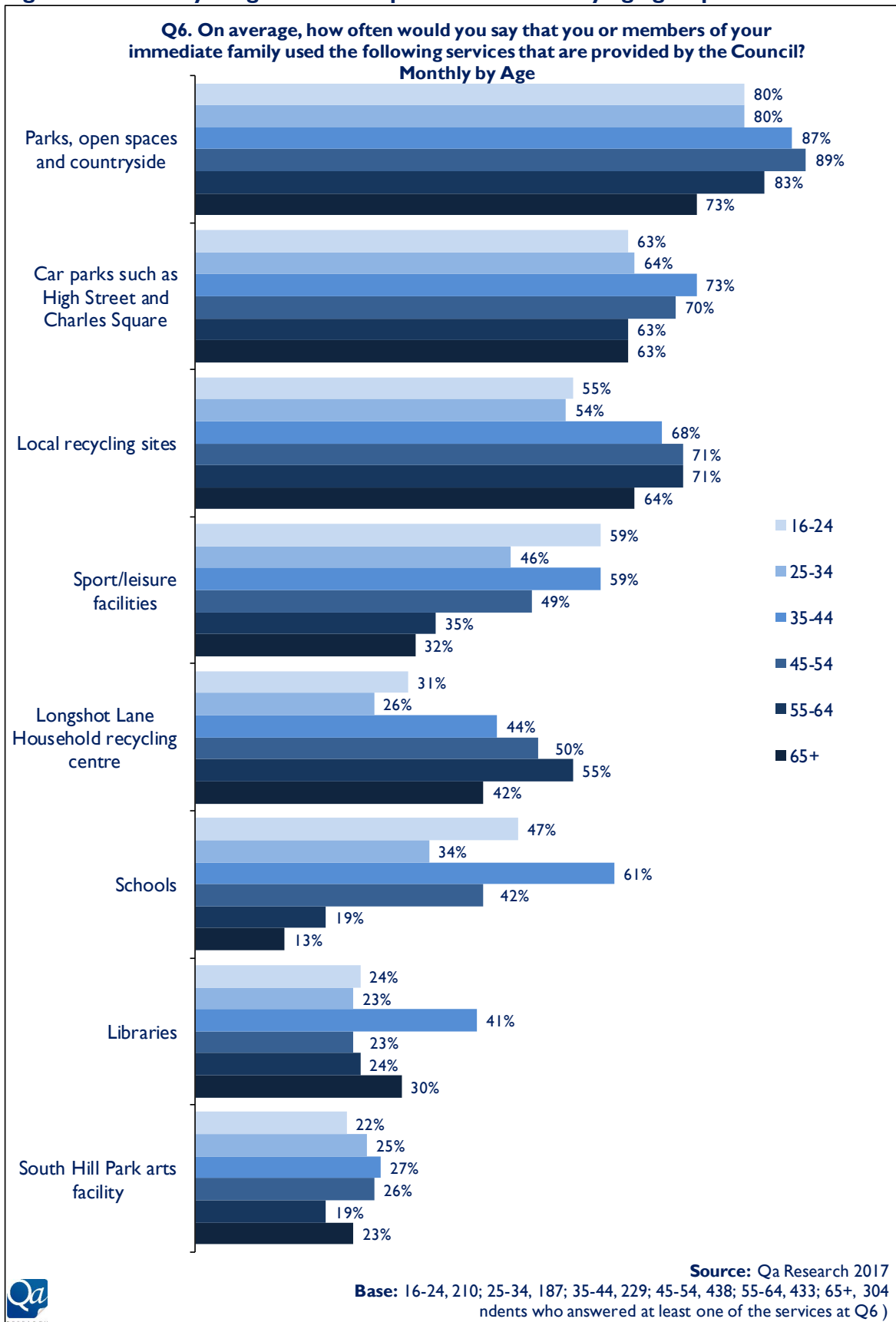
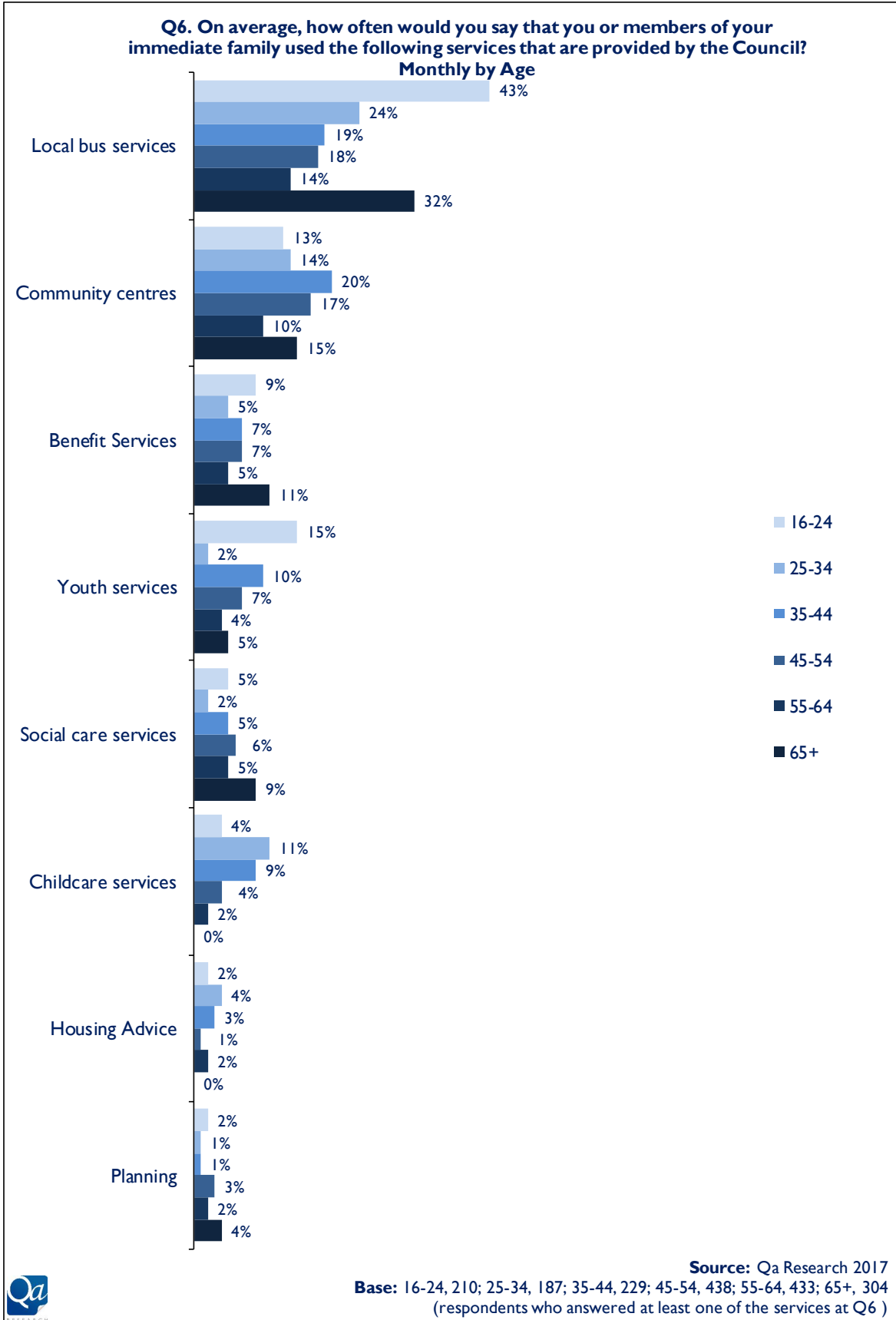


Figure 21. Monthly usage of Council provided services by age group (continued)



There were some minor variations between wards in how frequently respondents used Council services, although the top three services used at least monthly for all wards come from just four services. These are shown on the following table;

Figure 21. Use of Council-provided services by ward

Ward	Services appearing in the top three most often used at least monthly							
	Parks, open spaces and countryside		Local recycling sites		Car parks such as High Street and Charles Square		Sport/leisure facilities	
	Pos. 1-3	%	Pos. 1-3	%	Pos. 1-3	%	Pos. 1-3	%
Ascot	1	77%	3	62%	2	73%		
Binfield With Warfield	1	87%	2	82%	3	73%		
Bullbrook	1	81%	3	59%	2	64%		
Central Sandhurst	1	83%	2	59%	3	41%		
College Town	1	86%	2	62%	3	48%		
Crown Wood	1	86%	3	65%	2	79%		
Crowthorne	1	85%	3	67%	2	72%		
Great Hollands North	2	78%	3	71%	1	79%		
Great Hollands South	1	79%			2	70%	3	63%
Hanworth	1	85%	3	66%	2	67%		
Harmans Water	1	89%	3	70%	2	73%		
Little Sandhurst And Wellington	1	83%	2	68%	3	58%		
Old Bracknell	1	80%	2	68%	2	68%	3	48%
Owlsmoor	1	82%	2	67%	3	55%		
Priestwood And Garth	1	84%	2	66%	3	61%		
Warfield Harvest Ride	1	88%	3	72%	2	79%		
Wildridings And Central	1	64%	3	37%	2	43%		
Winkfield And Cranbourne	1	79%	3	67%	2	68%		

'Parks, open spaces, and countryside' was the service with the highest proportion of respondents using it at least monthly in all wards except for Great Hollands North (where it came in second); the most used there was 'car parks'.

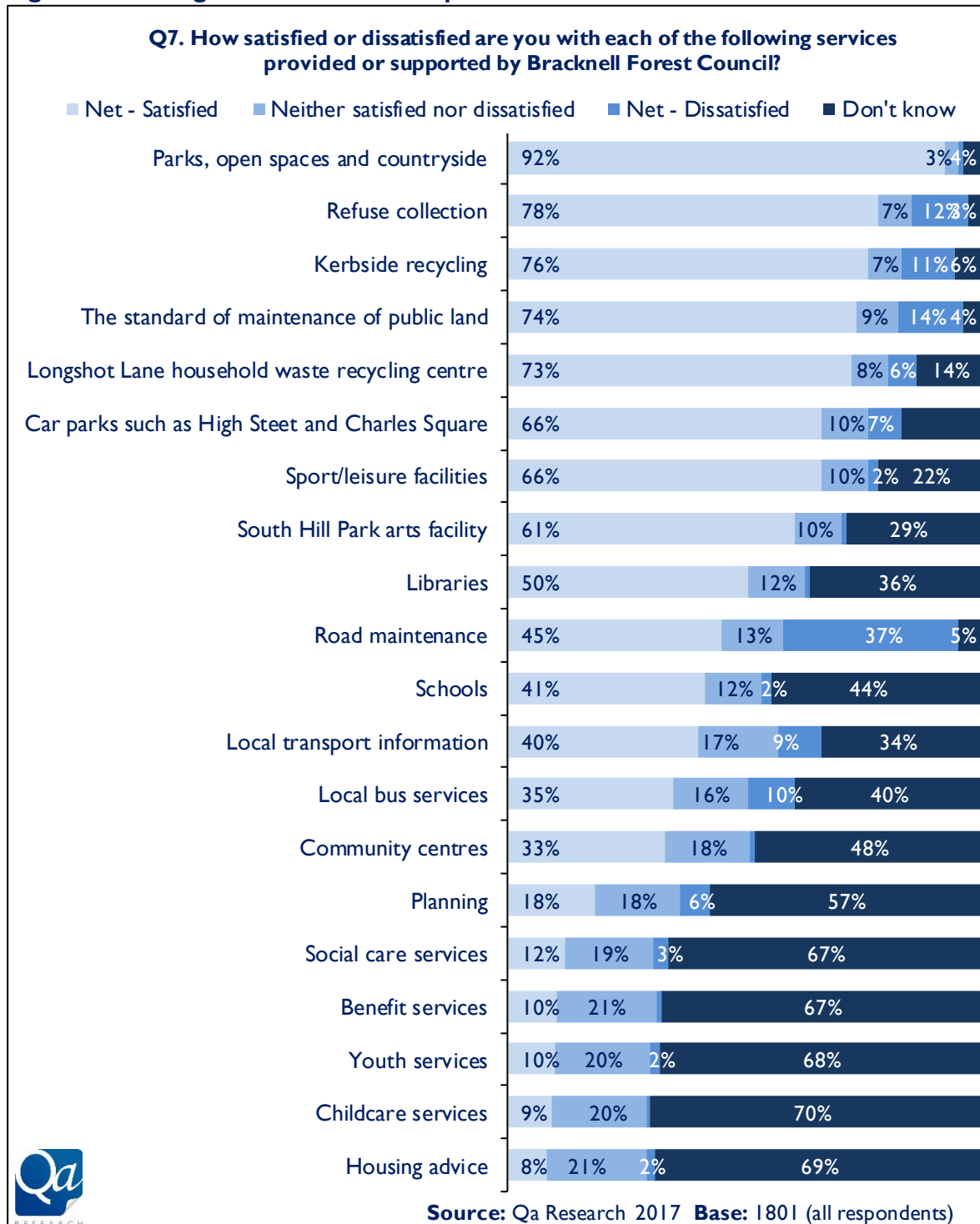
The second and third most services used at least monthly tended to be either 'local recycling sites' or 'car parks' and there was a fairly even split of this across the wards.

5.4.2 Satisfaction with specific Council services

Respondents were then asked to provide an indication of their satisfaction with the services provided by the Council.

Respondents indicated their satisfaction on a five point scale ranging from 'very dissatisfied' to 'very satisfied'. On the following charts 'very satisfied' and 'satisfied' have been netted together, as have the 'very dissatisfied' and 'dissatisfied' ratings, for ease of comprehension. On the chart below, the responses from all respondents (including those who 'never' use a service) are shown;

Figure 22. Rating of satisfaction with specific Council services

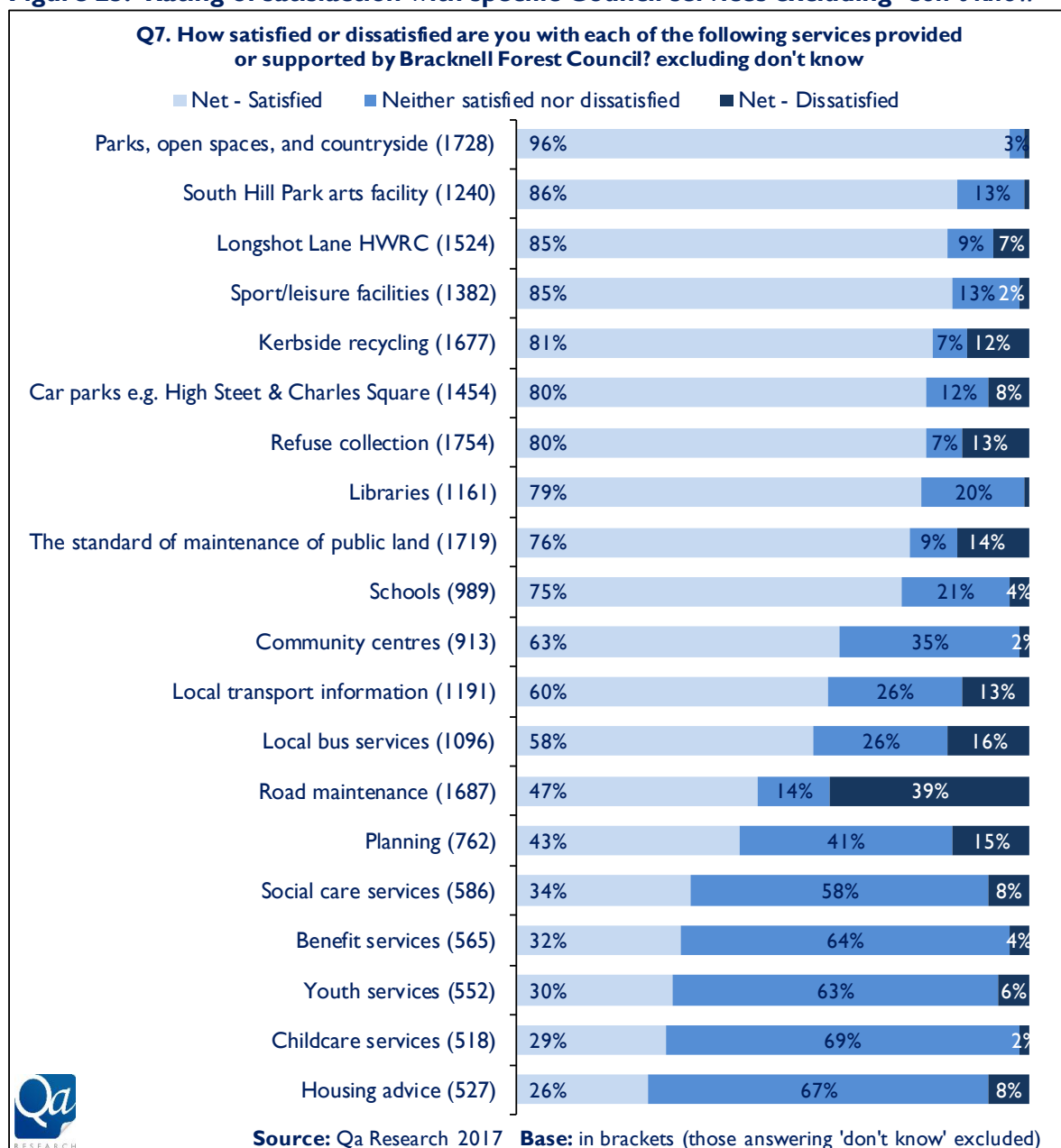


Satisfaction was highest for 'parks, open spaces, and the countryside', with over nine-in-ten (92%) respondents being either 'fairly' (34%) or 'very satisfied' (58%) with this service. This was a highly used service, with 83% using it at least once a month, and it's positive that it was so well regarded.

Residents also appeared satisfied with services relating to waste and recycling, with between seven and eight-in-ten respondents indicating they were satisfied with the 'refuse collection' (78%), 'kerbside recycling' (76%), and 'Longshot Lane household waste recycling centre' (73%). These were among the top rated services provided by the Council.

There were a high proportion of 'don't knows' for some services, however, and these are the same services that a high proportion of respondents said they 'never' used; this suggests that where people do not use a service they generally do not form an opinion on it. By excluding these 'don't knows', we can gain a more informative understanding of satisfaction amongst those who actually use each service. This is shown in the chart below;

Figure 23. Rating of satisfaction with specific Council services excluding 'don't know'



When ‘don’t knows’ are excluded, it becomes clear that for all services the level of satisfaction very greater than the level of dissatisfaction, although for some services there was a high proportion who indicated that they were ‘neither satisfied nor dissatisfied’.

‘Road maintenance;’ stands out as having a significantly higher degree of dissatisfaction than all other services, indeed more than double the second highest.

Longitudinal comparison;

Variation in the level of satisfaction (excluding ‘don’t know’) in these services over the last three surveys is shown in the table below. Note that in some cases the wording of the service was slightly different, but a comparison can still be validly made. A figure shaded green with a green arrow is significantly higher than the figure in the column to its right, whilst a red shaded figure with a red arrow is significantly lower than that in the column to its right.

Figure 24. Comparison of proportion satisfaction for specific services

Service	2017	2014	2012
Parks, open spaces, and countryside (1728)	↑ 96%	89%	90%
South Hill Park arts facility (1240)	86%	↑ 84%	59%
Sport/leisure facilities (1382)	↑ 85%	↑ 82%	68%
Longshot Lane household waste recycling centre (1524)	85%	87%	86%
Kerbside recycling (1677)	81%	↑ 79%	74%
Refuse collection (1754)	↑ 80%	↓ 76%	79%
Car parks such as High Steet and Charles Square (1454)	80%	n/a	n/a
Libraries (1161)	79%	↑ 81%	75%
The standard of maintenance of public land (1719)	↑ 76%	↑ 71%	57%
Schools (989)	↓ 75%	↑ 80%	63%
Community centres (913)	↓ 63%	↑ 68%	50%
Local transport information (1191)	60%	↑ 58%	42%
Local bus services (1096)	58%	↑ 57%	48%
Road maintenance (1687)	↑ 47%	↑ 40%	36%
Planning (762)	43%	↑ 47%	28%
Social care services (586)	↓ 34%	↑ 53%	37%
Benefit services (565)	↓ 32%	54%	n/a
Youth services (552)	↓ 30%	↑ 49%	20%
Childcare services (518)	↓ 29%	↑ 53%	32%
Housing advice (527)	↓ 26%	40%	n/a

Satisfaction with three services, ‘sport and leisure facilities’, ‘the standard of maintenance of public land’, and ‘road maintenance’ have shown significant increases in both 2014 (vs. 2012) and 2017 (vs. 2014) and therefore appear to be on an upward trend. ‘Road maintenance’ is particularly interesting here as it continues to be the service that attracts by some margin the highest degree of dissatisfaction and yet satisfaction in this area has actually continually improved since 2012.

A block of services related to children & young people and social care has seen a significant decrease in satisfaction since 2014. This was seen for the ‘social care’, ‘benefit’, ‘youth’, ‘childcare’, and ‘housing advice’ services. That is not to say that people are dissatisfied with these however; the shift comes from people being more likely to say they were ‘neither satisfied nor dissatisfied’.

Demographic differences

The satisfaction scale can also be expressed numerically, where 'very dissatisfied' is number '1' through to 'very satisfied' which is number '5'. This can be used to generate a mean satisfaction score for each service. Answers of 'don't know' cannot be assigned a value and are therefore excluded from calculation of the mean satisfaction score.

Given the high number of services that respondents were asked to rate, the various demographic differences between respondents are shown on a variety of graphs, rather than described. The following charts use the mean satisfaction scores to demonstrate the differences between the various demographic groups. A higher mean score indicates a higher level of overall satisfaction for that group.

The chart on the following page demonstrates the differences by gender.

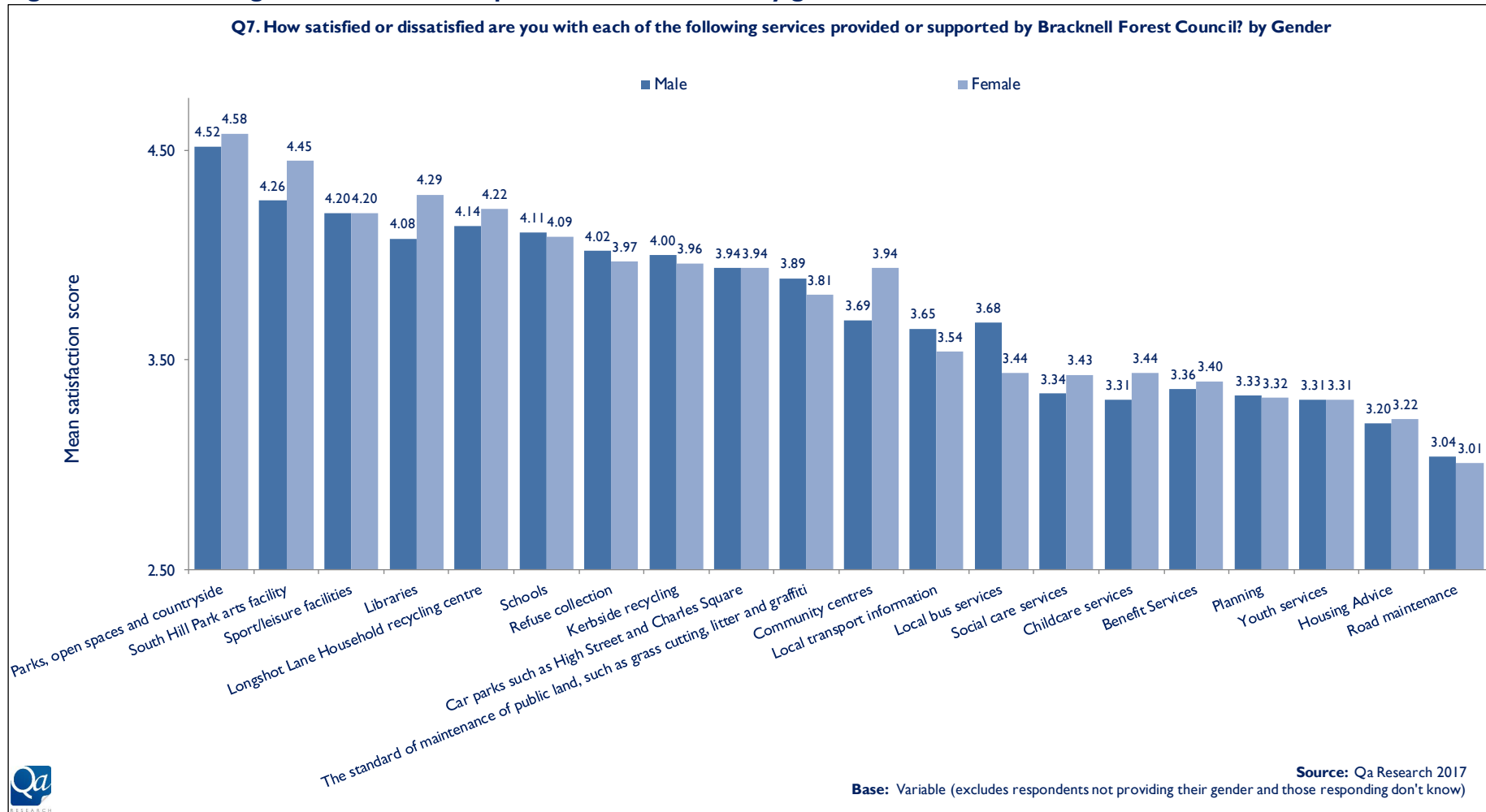
Satisfaction tended to be fairly consistent between the genders, but there were a few instances where significantly more female respondents than male were satisfied;

- 'South Hill Park arts facility' (4.45 vs. 4.26)
- 'Libraries' (4.29 vs. 4.08)
- 'Community centres' (3.94 vs. 3.69)

In the 2014 survey 'schools', 'childcare services', 'benefit services', and 'youth services' all attracted a higher mean satisfaction for females than for males, but this is not true in the 2017 results. Only 'community centres' shows a significant difference in both years.

The only service that male respondents rated notably higher than female respondents was the 'local bus services' (3.68 vs. 3.44), and this pattern as also true in 2014.

Figure 25. Mean rating of satisfaction with specific Council services by gender



In the following chart the satisfaction ratings are stratified by age groups.

Figure 26. Mean rating of satisfaction with specific Council services by age

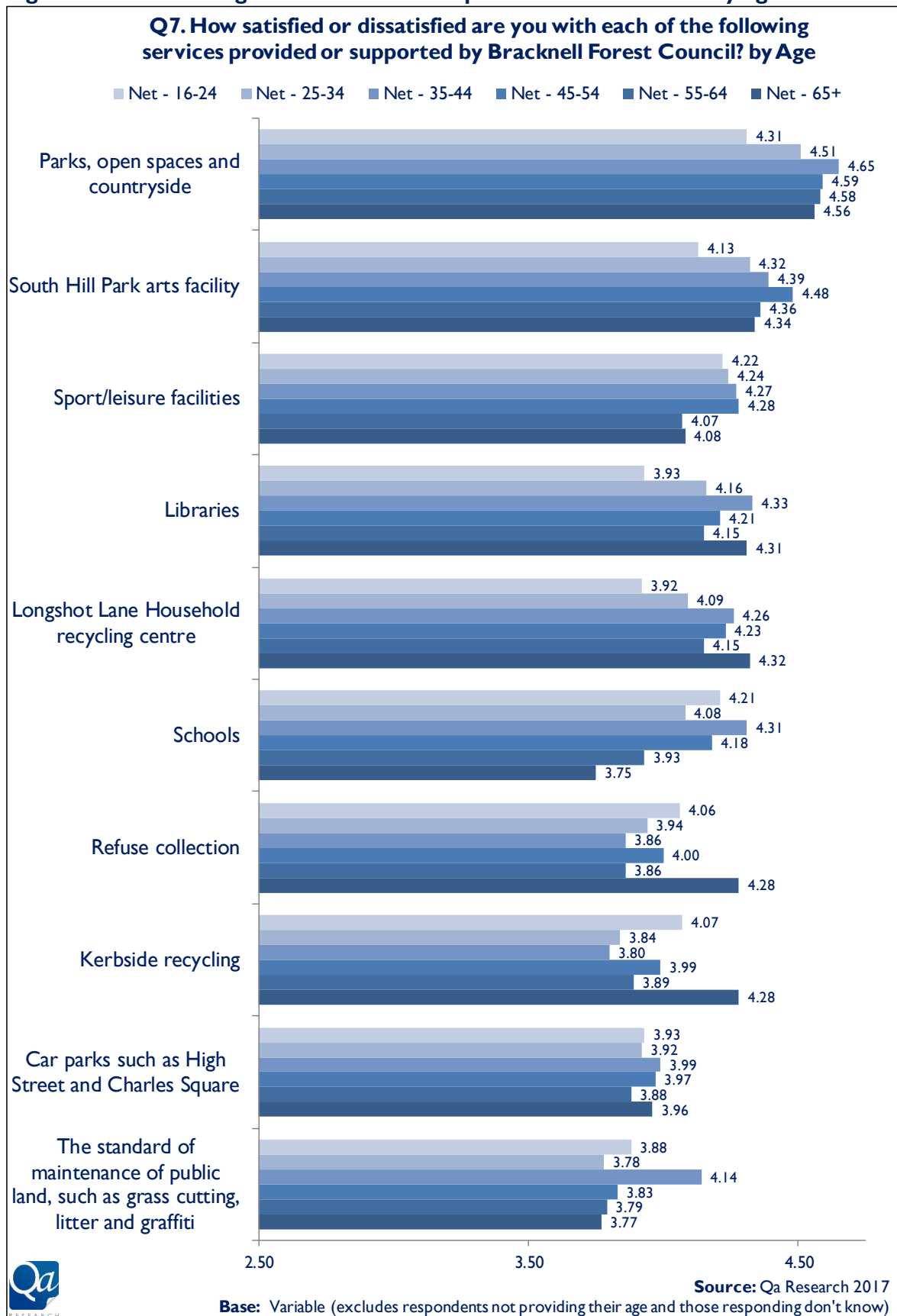


Figure 27. Mean rating of satisfaction with specific Council services by age (continued)

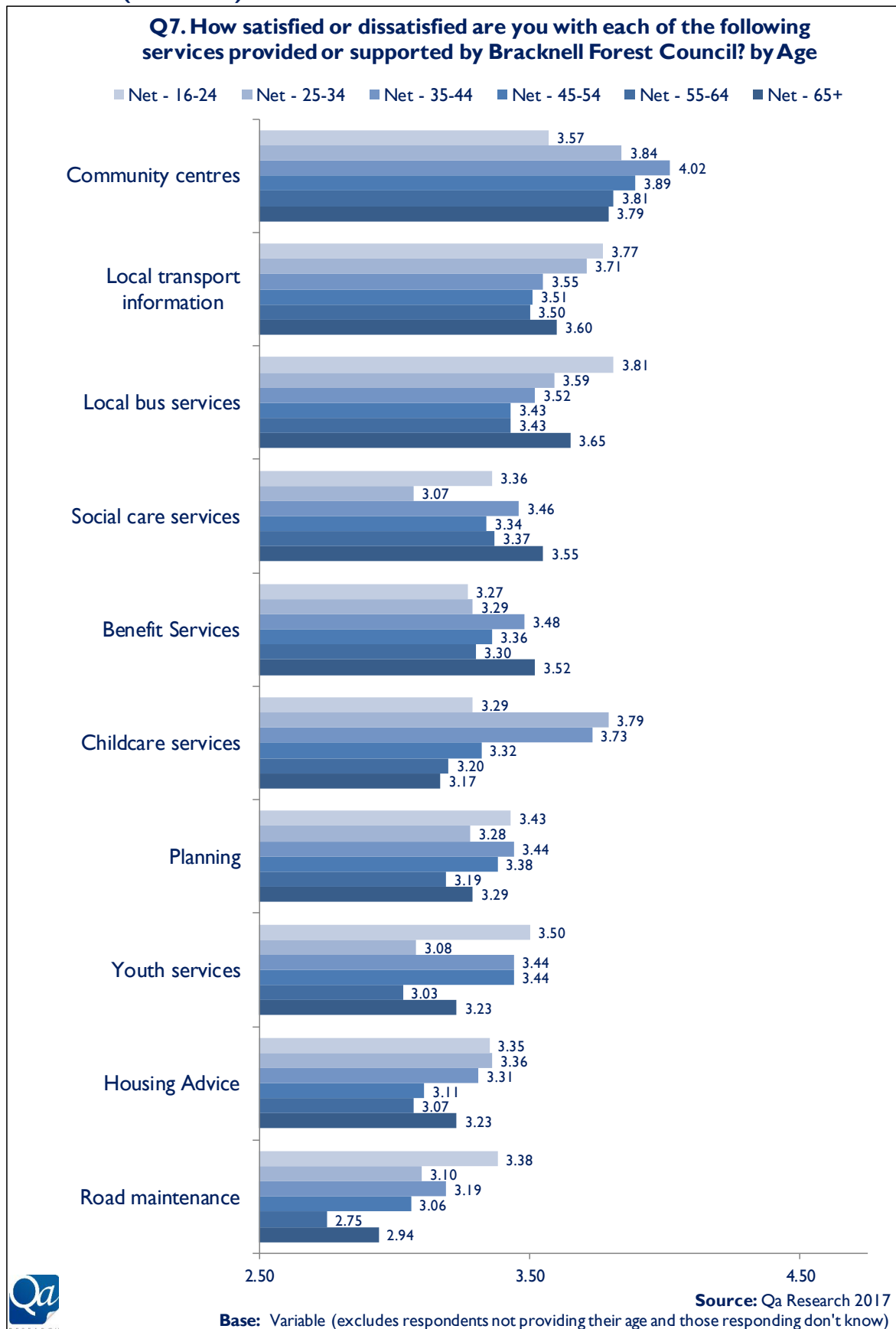
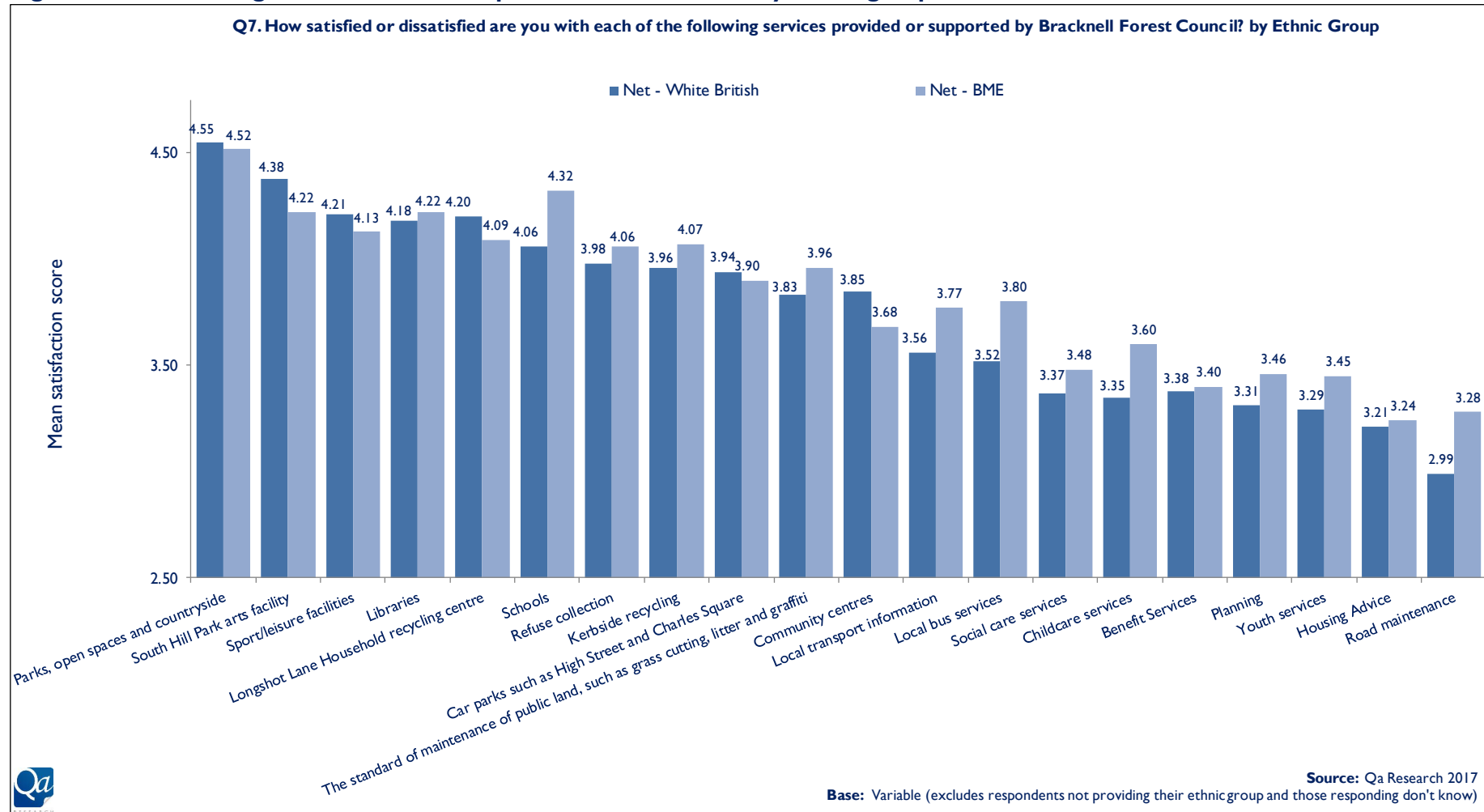


Figure 27. Mean rating of satisfaction with specific Council services by ethnic group



Stratified by ward, 'parks and open spaces' had the highest mean score in the majority of wards. In the two instances where this was not the case, 'South Hill Park Arts facility' had the highest mean satisfaction and this was in the wards of Hanworth and Wildridings and Central. Ten of the eighteen wards were least satisfied with 'road maintenance', and a further four were least satisfied with 'housing advice'.

The mean satisfaction score for each service has been show in the table below. The top three most services for each ward have been colour coded using the following schema;

Green = Highest satisfaction

Yellow = 2nd highest satisfaction

Red = 3rd highest satisfaction.

Figure 28. Mean rating of satisfaction with specific Council services by ward

	Ascot	Binfield W/th Warfield	Bullbrook	Central Sandhurst	College Town	Crown Wood	Crowthorne	Great Hollands North	Great Hollands South	Hanworth	Harmans Water	Little Sandhurst and Wellington	Old Bracknell	Owismoor	Priestwood And Garth	Warfield Harvest Ride	Wildridings And Central	Winkfield And Cranbourne
Parks, open spaces and countryside	4.57	4.52	4.48	4.61	4.59	4.53	4.66	4.52	4.54	4.49	4.69	4.71	4.60	4.63	4.42	4.39	4.44	4.53
South Hill Park arts facility	4.17	4.49	4.05	4.33	4.32	4.47	4.31	4.36	4.48	4.51	4.34	4.33	4.59	4.20	4.25	4.32	4.45	4.32
Sport/leisure facilities	4.00	4.06	4.00	4.16	4.27	4.25	4.18	4.21	4.35	4.28	4.48	4.05	4.35	4.20	4.17	4.12	4.12	4.14
Libraries	4.17	4.22	3.99	4.47	4.33	3.98	4.53	4.11	4.24	4.13	4.08	4.29	3.84	4.33	4.12	4.29	4.18	4.10
Longshot Lane Household recycling centre	4.19	4.29	3.99	3.93	3.93	4.20	4.47	4.28	4.17	4.15	4.39	4.22	4.12	4.14	4.08	4.17	4.17	4.23
Schools	3.96	3.98	4.14	4.49	4.19	3.89	4.57	4.07	4.00	4.16	3.86	4.01	4.21	4.29	4.20	4.12	4.00	3.79
Refuse collection	3.89	4.00	3.81	4.12	3.86	4.03	4.29	4.01	4.18	3.94	4.13	4.16	3.99	3.98	3.82	3.92	3.95	3.87
Kerbside recycling	3.87	3.98	3.87	3.95	3.75	3.98	4.32	3.95	4.22	4.13	4.17	4.05	3.90	4.07	3.83	3.82	3.64	4.00
Car parks such as High Street and Charles Square	3.89	3.85	3.82	3.69	4.07	4.20	3.95	4.01	3.84	3.96	4.06	3.79	4.05	3.98	3.77	3.90	3.80	4.12
The standard of maintenance of public land	4.00	3.90	3.55	3.96	3.89	3.86	3.81	3.69	4.18	3.95	3.72	3.98	3.89	4.00	3.75	3.65	3.81	3.84
Community centres	3.56	3.71	3.88	4.04	3.94	3.92	3.86	3.83	3.64	3.82	3.93	3.56	3.65	4.28	4.01	3.82	3.87	3.59
Local transport information	3.21	3.24	3.63	3.64	3.56	3.61	3.55	3.92	3.74	3.66	3.73	3.57	3.79	3.46	3.73	3.57	3.80	3.23
Local bus services	3.02	3.22	3.55	3.60	3.52	3.55	3.62	4.02	3.76	4.00	3.54	3.19	3.50	3.17	3.79	3.46	4.02	3.30
Social care services	3.47	3.55	3.37	3.34	3.33	3.36	3.50	3.20	3.28	3.38	3.45	3.05	3.36	3.26	3.77	3.17	3.34	3.63
Childcare services	3.23	3.24	3.49	3.36	3.34	3.44	3.48	3.46	3.47	3.59	3.48	3.27	3.28	3.61	3.63	2.96	3.33	3.07
Benefit Services	3.20	3.44	3.13	3.41	3.39	3.41	3.31	3.21	3.32	3.34	3.56	3.04	3.46	3.25	3.66	3.18	3.92	3.47
Planning	3.29	3.08	3.38	3.31	3.22	3.45	3.27	3.17	3.64	3.38	3.45	3.18	3.33	3.41	3.56	3.27	3.49	3.12
Youth services	3.09	3.30	3.22	3.42	3.35	3.04	3.09	3.33	3.31	3.20	3.62	3.18	3.33	3.48	3.44	3.51	3.14	3.33
Housing Advice	2.98	3.10	3.06	3.44	3.29	3.48	3.32	3.02	3.22	2.99	3.25	3.05	3.09	3.33	3.49	3.09	3.18	3.15
Road maintenance	3.12	3.03	2.80	2.94	2.56	3.17	3.03	3.15	3.14	3.14	3.14	3.06	3.11	2.54	3.01	3.11	3.01	3.24

Base: varies

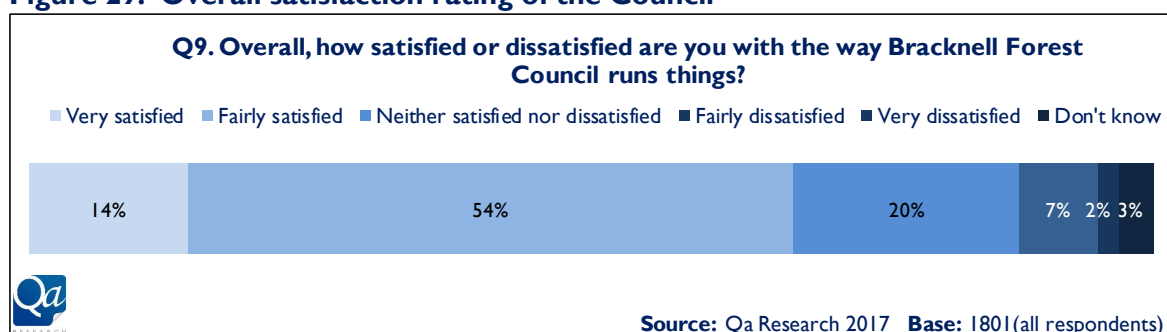
5.5 Perceptions of the Council overall

A number of questions were used to assess residents' satisfaction with the Council, including: overall satisfaction, perceptions of value for money offered by the Council and improvements the Council could make to the services it provides.

5.5.1 Satisfaction with the Council overall

The following chart shows overall satisfaction with the way that the Council runs things.

Figure 29. Overall satisfaction rating of the Council



Just under seven-in-ten respondents (68%) were satisfied with the way Bracknell Forest Council ran things. Of these, however, a much greater proportion were 'fairly satisfied' (54%) than 'very satisfied' (14%). One-in-ten (10%) indicated they were dissatisfied things, although the majority of these were 'fairly dissatisfied' (7%) rather than 'very dissatisfied' (2%).

The interrelated nature of the key measures on the survey previously observed is also present here, with respondents being significantly more likely to be satisfied if they;

- were satisfied rather than dissatisfied with their local area as a place to live (71% vs. 28%)
- agreed rather than disagreed that they could influence local decisions (81% vs. 58%)
- agreed rather than disagreed that their local area 'is a place where people from different backgrounds get on well together' (71% vs. 45%).
- agreed rather than disagreed that the Council provides value for money (88% vs. 18%)

Respondents were also significantly more likely to be satisfied if they felt that the Council kept respondents well informed (78%) about the benefits and services it provides rather than not well informed (47%). This link is often highlighted in residents' surveys, and is also true here.

Longitudinal comparison

Whilst there has been some variation between the figures recorded at the 2014 and 2017 surveys, none of this variation has been statistically significant and the results are essentially the same as they were two years ago. This is true not only of the overall satisfaction and dissatisfaction figures, but also of all the individual 'very' and 'fairly' measures, as well as 'neither' and 'don't know'.

Satisfaction remains significantly higher than it was in 2012 (60%), however, and dissatisfaction remains significantly lower (14% in 2012).

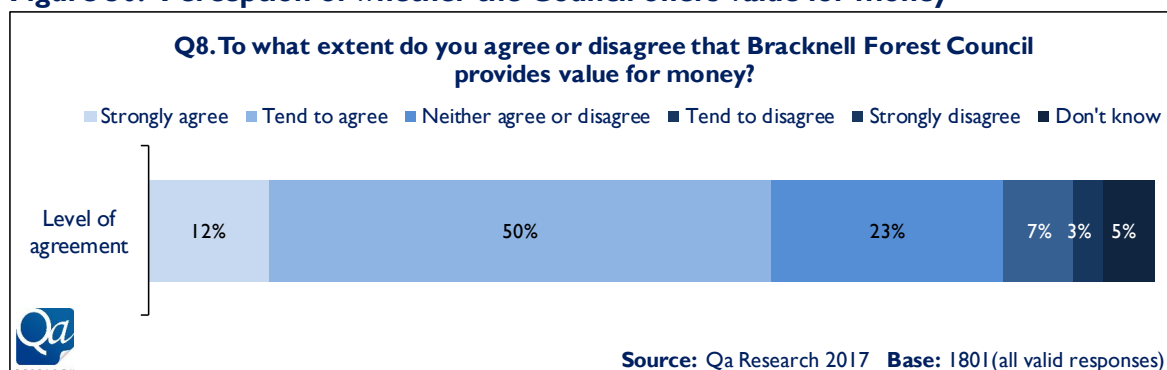
Demographic differences

Respondents were significantly more likely to be satisfied with the Council if they were from BME backgrounds as opposed to White British backgrounds (77% vs. 69%). Aside from this there were no significant demographic differences in net satisfaction. Whilst there were no overall differences in satisfaction, respondents aged 65 and over were generally more likely to be 'very satisfied' than other age groups; this pattern was also observed in 2014.

5.5.2 Perceptions on the value for money offered by the Council

The chart below shows levels of agreement that the Council provides value for money;

Figure 30. Perception of whether the Council offers value for money



Six-in-ten (62%) respondents felt that the Council provided value for money, although respondents were much more likely to 'tend to agree' (50%) rather than 'strongly agree' (12%). One in ten (10%) disagreed.

Around one quarter of respondents said they neither 'agreed nor disagreed', a reasonable chunk of the sample, and one that has not changed since the 2014 survey.

Longitudinal comparison;

Despite some upward variation in the figure there is no significant difference between the proportion of respondents who agreed in 2017 (62%) and in 2014 (59%); the result has remained essentially the same. The level of agreement does remain significantly higher than that recorded in 2012 however (52%).

As with the increase in satisfaction with the way the Council runs things, this uplift since 2012 does appear to be a genuine trend.

The perception that the Council provides value for money is linked to a number of other measures of the satisfaction with the Council and also with Bracknell Forest in general. Respondents were more likely to agree that the Council provided value for money if they:

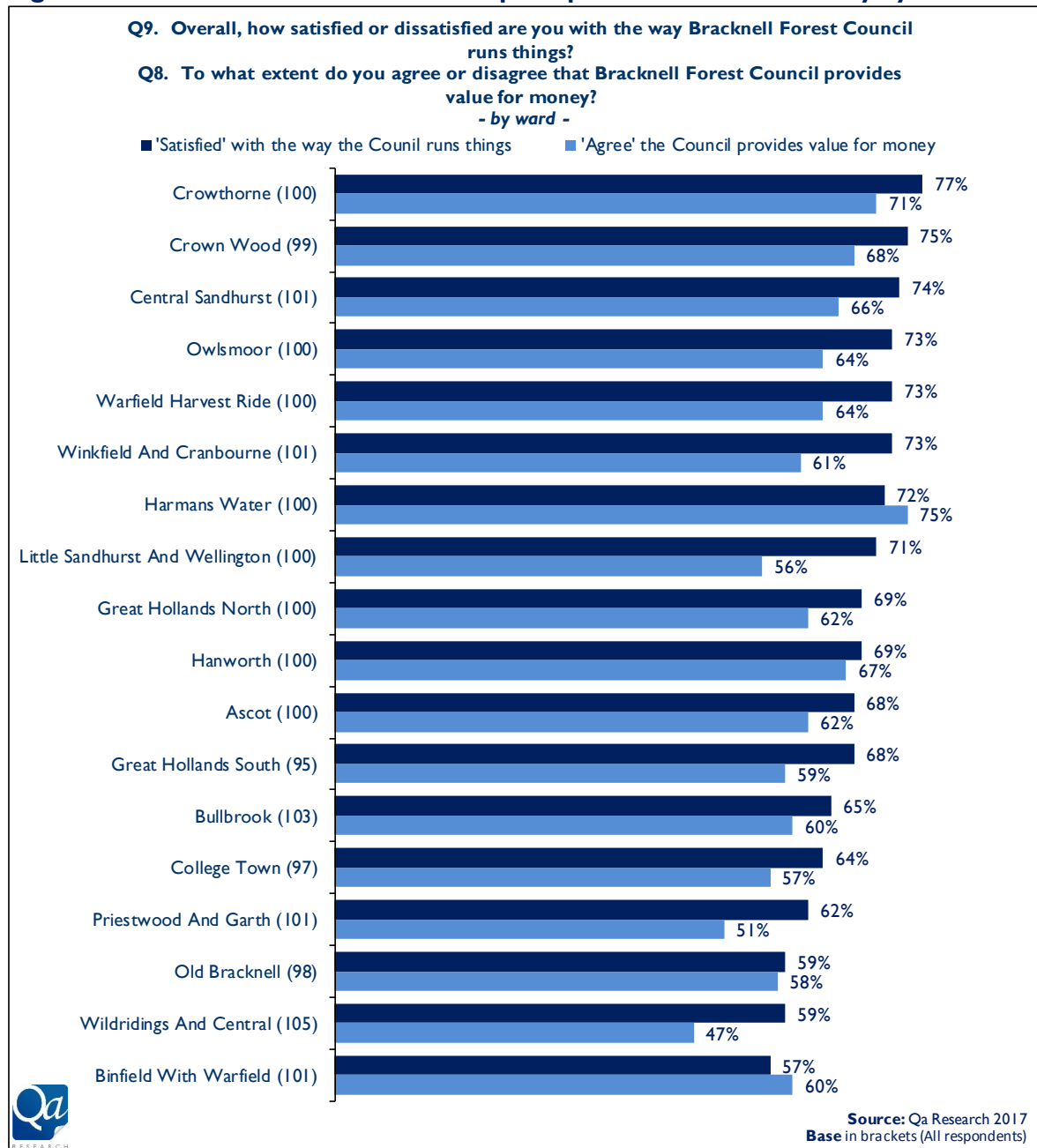
- were satisfied rather than dissatisfied with how the Council runs things (80% vs. 15%)
- agreed rather than disagreed that they could influence decisions affecting their local area (78% vs. 51%)
- felt well informed rather than not well informed about the benefits and services the Council provides (71% vs. 46%).
- were satisfied rather than dissatisfied with their local area as a place to live (65% vs. 32%)

Demographic differences

There was no significant difference in agreement (or disagreement) by either gender or ethnic group. By age, whilst they were no more likely to disagree than any other group, those in the 25-35 age band were significantly less likely to agree (51%) than all other age groups.

The chart below shows the proportion of respondents in each ward that expressed satisfaction with the way the Council runs things and the proportion that agreed it provided value for money. Note that it has been sorted descending by satisfaction and not alphabetically by ward;

Figure 31. Satisfaction with Council and perceptions of value for money by ward



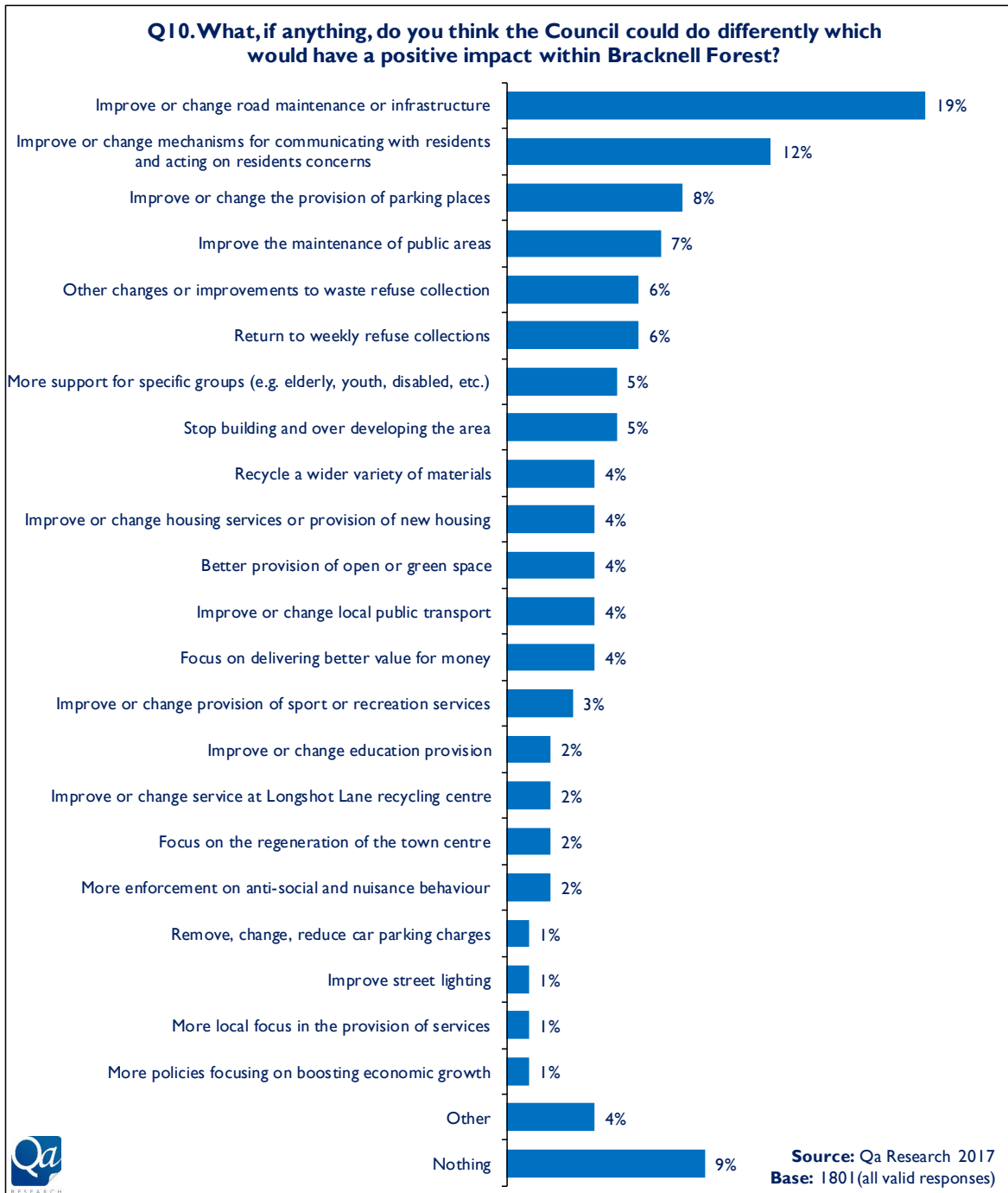
There is a strong correlation¹ between satisfaction with the way the Council runs things and agreement that the Council provides value for money, and it is certainly intuitive that these two measures would be interrelated. That is not to say that there are not other contributing factors here, and the relationship between Council satisfaction, value for money, feeling well informed, the ability to influence local decisions, satisfaction with the local area, and perception of community cohesion all contribute to an overall 'civic happiness'.

¹ Correlation coefficient: 0.710 (strong positive correlation)

5.5.3 Suggestions for improving the Council

Respondents were asked ‘*what, if anything, do you think the Council could do differently which would have a positive impact within Bracknell Forest*’ and this was a completely open question, with answers recorded verbatim. Similar answers have been coded into themes and the chart below shows these codes – answers of ‘*don’t know*’ and ‘*no answer*’ are not shown.

Figure 32. Things the Council could do differently which would positively impact on Bracknell Forest



A wide array of disparate responses was given and there was not one area that the majority of respondents brought up. This suggests that there are a variety of areas that need improvement but not one major problem that the majority of the populace have an issue with.

Respondents were most likely to make suggestions relating to the need to 'improve or change road maintenance or infrastructure' (19%), and this proportion was unchanged since 2014. Given that 'road maintenance' attracted significantly more dissatisfied respondents than any other service (37%) it's not surprising that it would be seen as a key area to improve on. Verbatim comments included;

"Improve the roads-the surface is sub-standard. The new surfaces seem to peel off with cold weather. Use proper tarmac"

"Potholes are bad down our end. Down Bracken Bank they've been working on them but they'll be cracking up again next winter. It's all money, isn't it? I don't know where council tax money goes - does it go to the council?"

"This is more of a national thing, but improve infrastructure such as road systems for new houses. Bracknell will become a car park and it will take ages to get to places and it will become a real issue in the next few years when housing in Wokingham is complete"

Often related to the roads, some respondents (8%) also made comments about the 'need to improve or change the provision of parking places' in the borough.

"More parking, biggest problem locally so hard to park because of narrow roads, instead of making parking they are making less. Poor traffic management with traffic lights - turn off after rush hour"

"Local parking is a real problem. More parking could be provided"

Respondents also indicated there was a need to 'improve or change mechanisms for communicating with residents and acting on residents concerns' (12%) and comments here included the following;

"Need to take on board local opinion and views and act on them, also need a better representation of the whole borough on the executive"

"Communicate better with the local residents and keep them well informed. Never heard anything from the council when I had an issue, not a good experience at all"

"I think more communication with what's going on - in terms of what the council provides, eg: flooding drains near the schools, more active communication and the council / residents"

Longitudinal comparison;

Comparisons between responses given to fully open questions should always be treated with caution, but overall the results here were reasonably consistent with those seen in 2014.

Where there was notable variation, the proportion of respondents who made comments and 'road maintenance and infrastructure' increased from 14% in 2014 to 19% currently, a statistically significant increase. It would seem that residents' concerns about the roads have not improved since the previous survey.

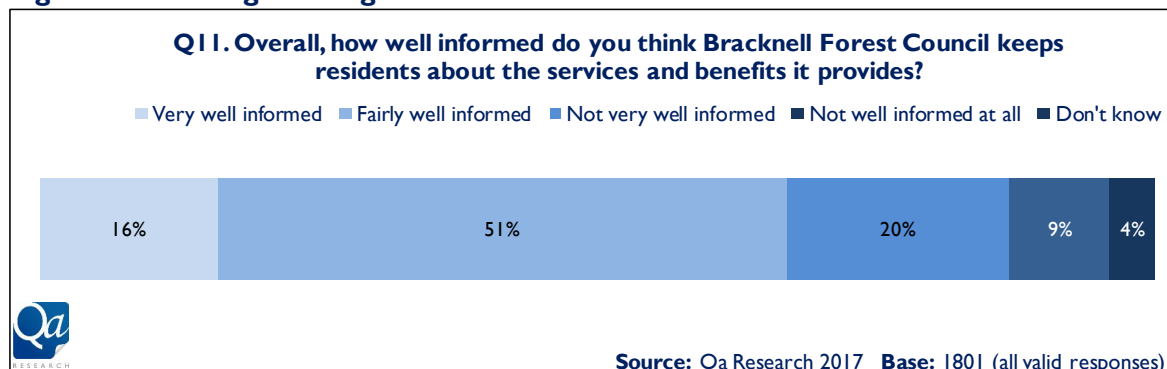
5.6 Communication with the Council

In the penultimate section of key findings the means by which residents communicate with the Council are explored, alongside preferences for that communication.

5.6.1 Feelings of being informed about Council services

Residents were asked to indicate the extent to which they felt informed about the Council and the services and benefits it provides. The following chart demonstrates the results.

Figure 33. Feeling of being informed about Council services



Two thirds (67%) of respondents felt well informed about the services and benefits provided by Bracknell Forest Council, although the majority of these felt *'fairly well informed'* (51%) as opposed to *'very well informed'* (16%). Just under one third (29%) felt not well informed although only one-in-ten overall felt *'not well informed at all'* (9%).

Feeling well informed was linked to a better overall perception of the Council, and respondents who felt well informed were significantly more likely to;

- be satisfied rather than dissatisfied with how the Council runs things (77% vs. 36%)
- agree rather than disagree that the Council provides value for money (77% vs. 39%)
- agree rather than disagree that they could influence local decisions (76% vs. 59%).

Longitudinal comparison;

Despite minor variation there has been essentially no change in the overall level of how informed residents feel since 2012. Both then and in 2014, two thirds (64% in both surveys) of respondents felt well informed and the slight increase in this figure in 2017 (67%) was not a statistically significant change.

The proportion of respondents who felt *'very well informed'* and *'not well informed at all'* is also exactly the same as it was in 2014.

Demographic differences

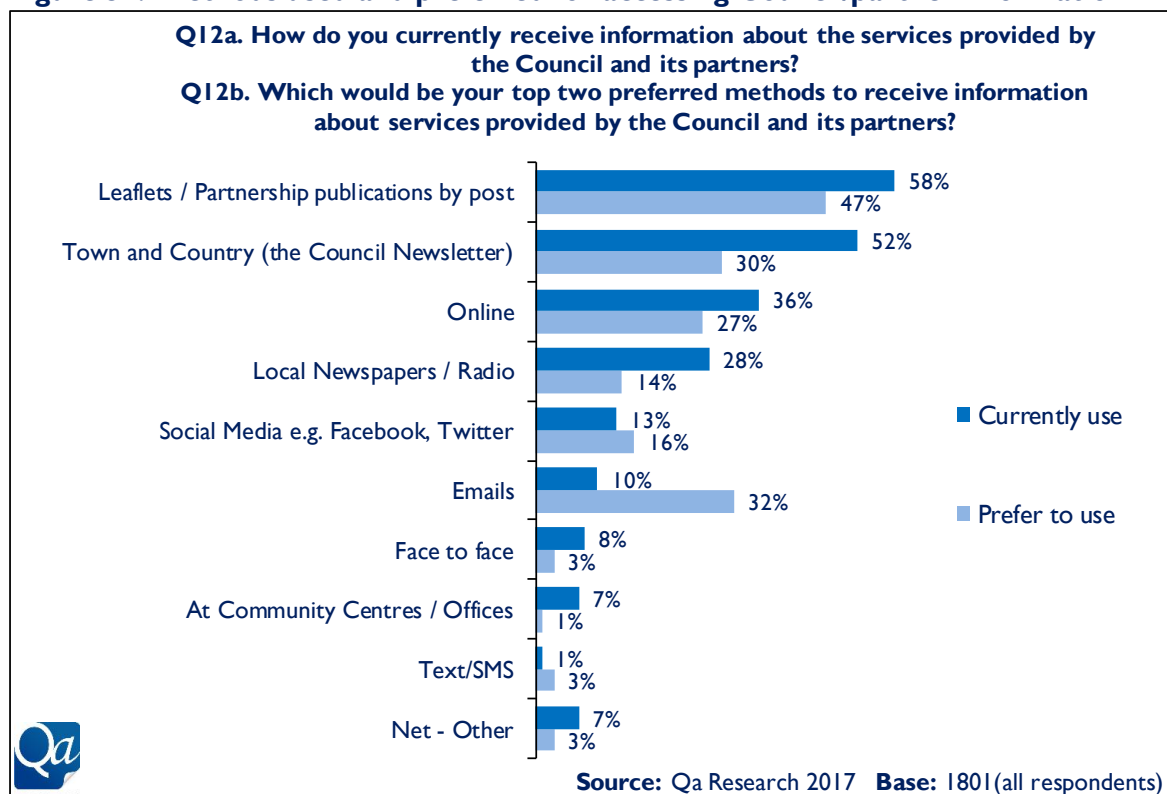
There was a distinct separation in feeling informed by age, with those aged 16-44 being significantly less likely to be well informed (16-24: 58%, 25-34: 59%, 35-44: 62%) than those aged 45 and over (45-54: 71%, 55-64: 71%, 65+: 72%).

White British respondents were also significantly more likely to feel well informed than those from BME backgrounds (68% vs. 59%).

5.6.2 Methods for receiving information and preference for receiving information

Respondents were asked how they currently received information about the Council and partner’s services, and what their preferred method of receiving information would be. Respondents were allowed to select as many communication sources as they used, but were limited to their top two preferred ways of accessing information. The results are shown in the chart below;

Figure 34. Methods used and preferred for accessing Council/partner information



Physical media remained the most commonly used medium by which people receive information about the services provided by the Council and its partners, and was also the preferred source of information for many people. ‘Leaflets / Partnership publications by post’ and the ‘Town and Country’ newspaper were both used by over half of respondents (58% and 52% respectively).

One third (36%) of respondents currently accessed information ‘online’, but other internet based methods such as ‘social media’, and ‘emails’ were less often used. There was a strong preference for communication by email however suggesting that there is a demand for this service that is not being met.

Longitudinal comparisons;

Note that, when looking at changes over time at this questions, the options for ‘emails’ and ‘text/SMS’ were not asked about in the 2014 survey and being able to select these at the 2017 survey may have affected the responses for other means of communication. This is particularly true of preference of use, where respondents were limited to selecting two options.

Indeed, the preference for some communication methods has decreased significantly since the 2014 survey. ‘Town and Country’ was now preferred by 30% in 2017 of people rather than 36% in 2014, ‘online’ by 27% rather than 37% (although some people may have meant email when selecting this in 2014), and ‘local newspapers / radio’ by 14% rather than 27%.

There also been some significant change in terms of current usage. Despite a significantly lower preference in 2017, the proportion currently using 'Town and Country' has significantly increased from just under to just over half (47% to 52%). In contrast, the proportion currently using 'local newspapers / radio' has significantly fallen (45% in 2014 to 28%) and this reflects a corresponding decrease in preference.

Demographic differences

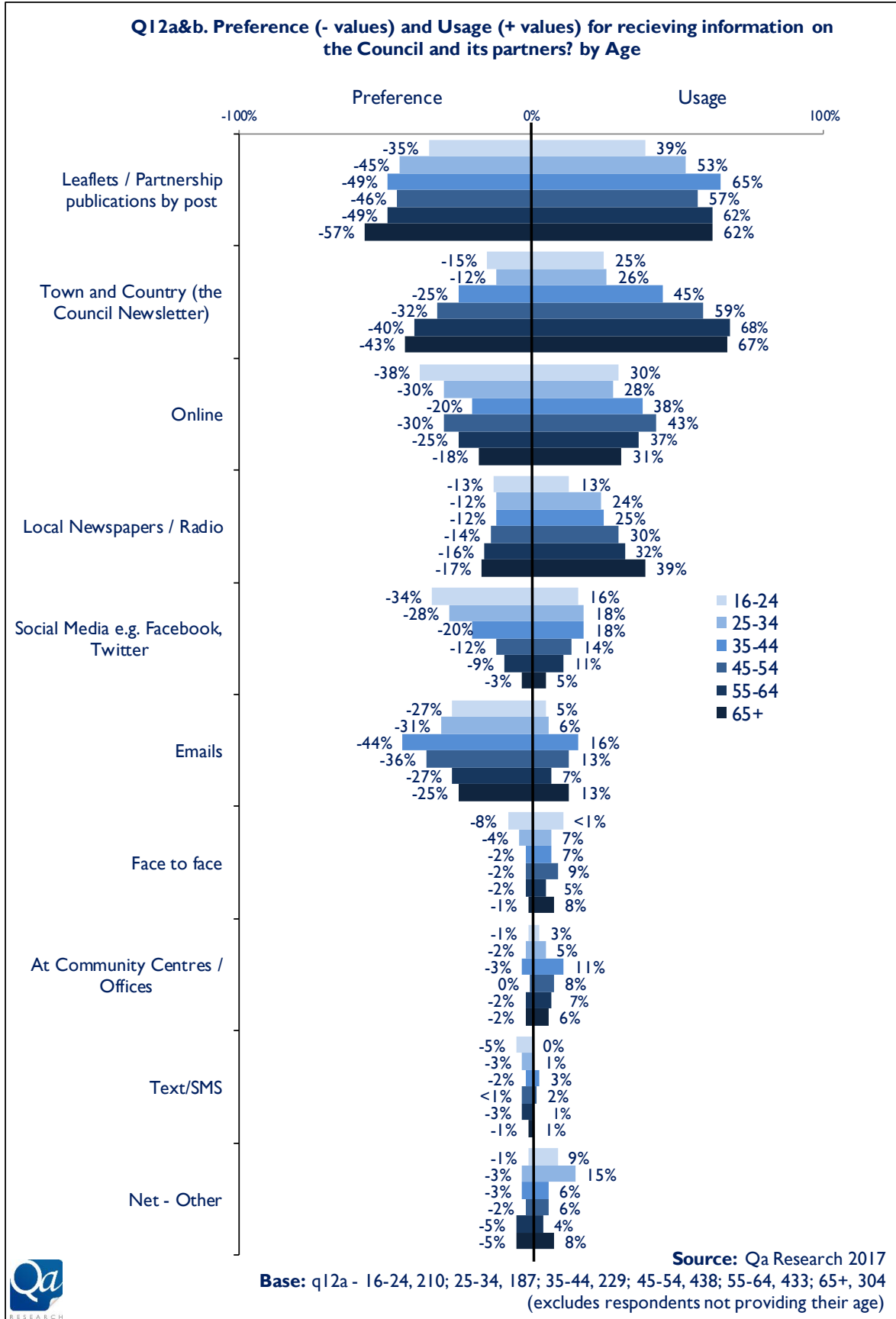
The table below shows current usage and preference by gender and ethnic group. A blue shaded cell indicates that the figure is significantly greater than the figure in the opposing cell.

	Male	Female	White British	BME
Currently use				
Leaflets / Partnership publications by post	55%	59%	59%	48%
Town and Country (the Council Newsletter)	48%	57%	55%	33%
Online	36%	36%	38%	27%
Local Newspapers / Radio	28%	29%	31%	13%
Social Media e.g. Facebook, Twitter	10%	16%	14%	7%
Emails	10%	10%	11%	7%
Face to face	9%	7%	8%	9%
At Community Centres / Offices	6%	7%	7%	4%
Text/SMS	1%	1%	1%	1%
Other	7%	8%	7%	9%
Prefer to use				
Leaflets / Partnership publications by post	30%	24%	26%	32%
Town and Country (the Council Newsletter)	15%	16%	15%	19%
Online	45%	49%	48%	41%
Local Newspapers / Radio	15%	14%	15%	13%
Social Media e.g. Facebook, Twitter	1%	2%	2%	1%
Emails	5%	1%	3%	4%
Face to face	27%	33%	32%	23%
At Community Centres / Offices	30%	34%	32%	27%
Text/SMS	3%	3%	3%	2%
Other	3%	3%	3%	3%
Base	867	933	1491	300

BME respondents were significantly more likely to answer 'don't know' for their current usage than White British respondents (13% vs. 3%, not shown in the table above) and this was why White British respondents recorded significantly higher current usage for most of the communication methods.

There were also numerous differences in communication usage and preference by age and these are shown in the chart below. Perhaps most notably, preference for and in particular current usage of the 'Town and Country' newspaper increases with age and almost three times as many people aged 55 and over used this compared to those aged 16-34.

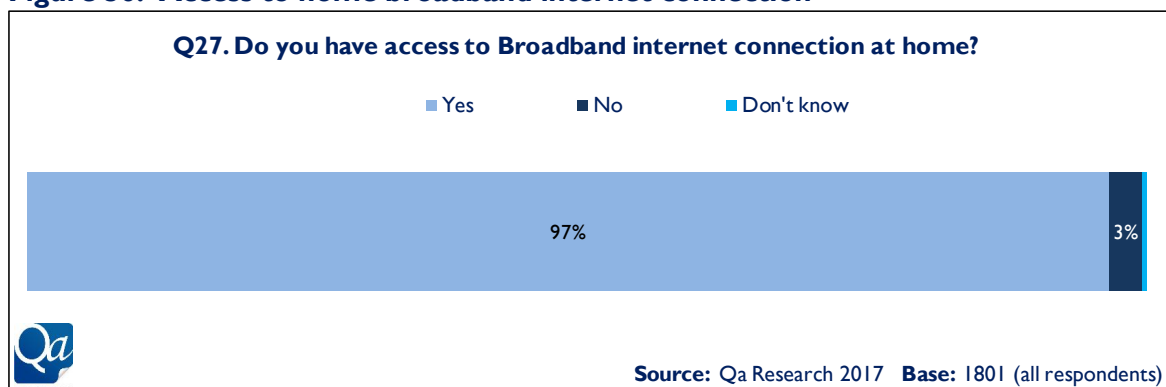
Figure 35. Preference and use for receiving Council/partner information by age



5.6.3 Residents' access to home broadband

Respondents were also asked about their access to broadband internet at home. The proportion that did have access is shown in the chart below;

Figure 36. Access to home broadband internet connection



As was the case in 2014, the vast majority of respondents indicated that they had a broadband internet connection at their home (97%). Only a negligible proportion (3%) did not.

Longitudinal comparison

The proportion of respondents with a broadband internet connection has increased over the last three resident's survey. In 2012 83% of respondents had a broadband connection, which saw a statistically significant increase to 94% in 2014 and significant increase again to 97% currently.

At the current rate of increase, broadband internet should shortly reach saturation in Bracknell Forest.

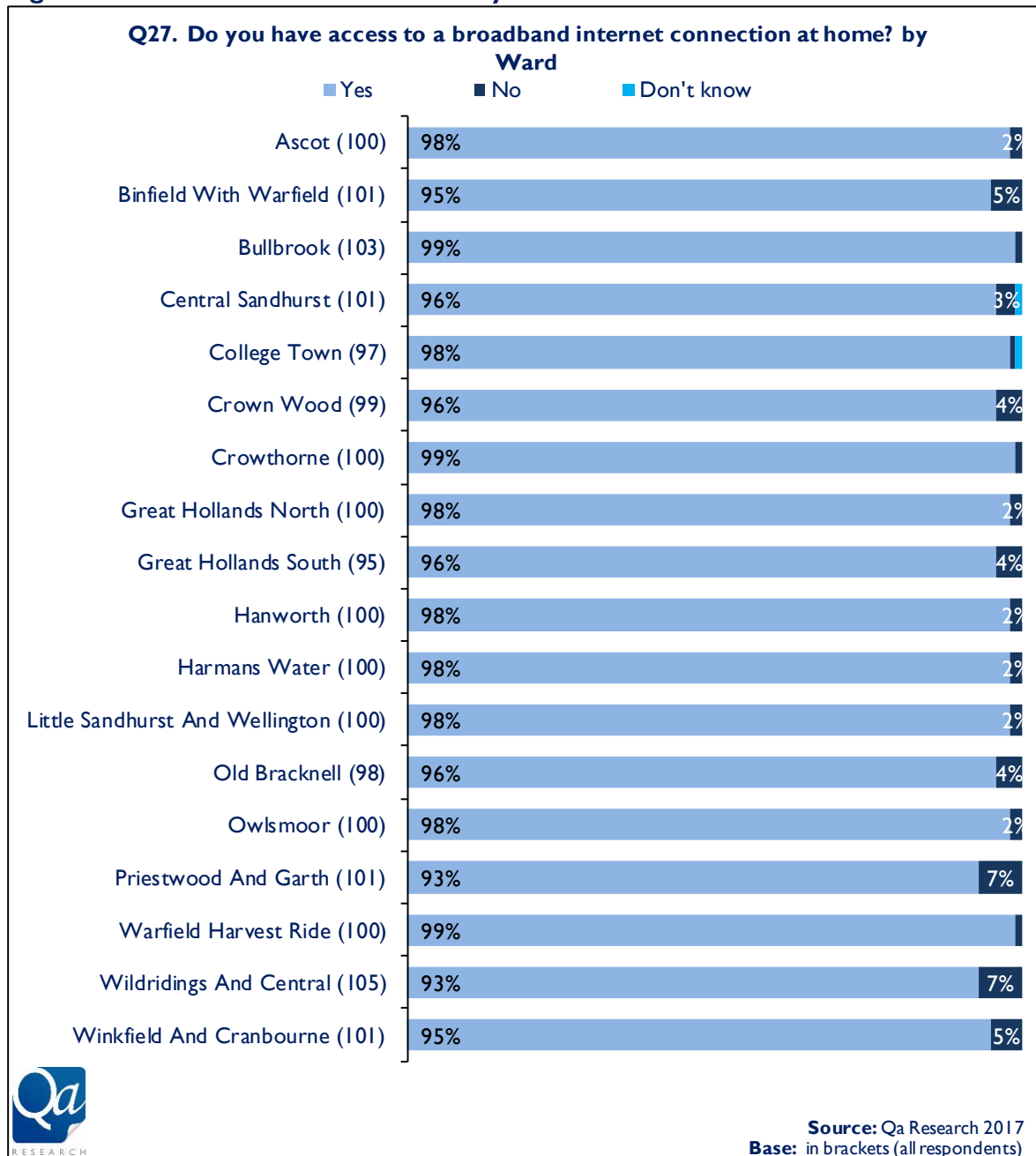
Demographic differences

Whilst those aged 65 continue to be the least likely to have a broadband internet connection the proportion connected has increased significantly since the 2014 survey, going from 78% at the previous survey to 91% currently.

The 25-34 age group recorded a slightly lower rate of broadband access than expected at 94%; whilst this is still very high it is significantly lower than rate recorded for the 16-24 and 45-54 age groups (both 99%). With a base size of 187, it may be that this is a consequence of natural variation in the data.

The chart below shows the breakdown of broadband access by ward.

Figure 37. Access to home broadband by ward



Broadband access continues to be very high across all wards, with minimum proportion of access being over nine-in-ten (93%). This was seen in Priestwood & Garth and Wildridings & Central.

Whilst Priestwood & Garth has seen the lowest proportion of residents with a broadband connection in the last three surveys (2012: 72%, 2014: 85%), the proportion of connected residents has increased significantly between each survey and the vast majority of residents in their ward now have broadband access.

5.7 Contact and satisfaction with Town and Parish Councils

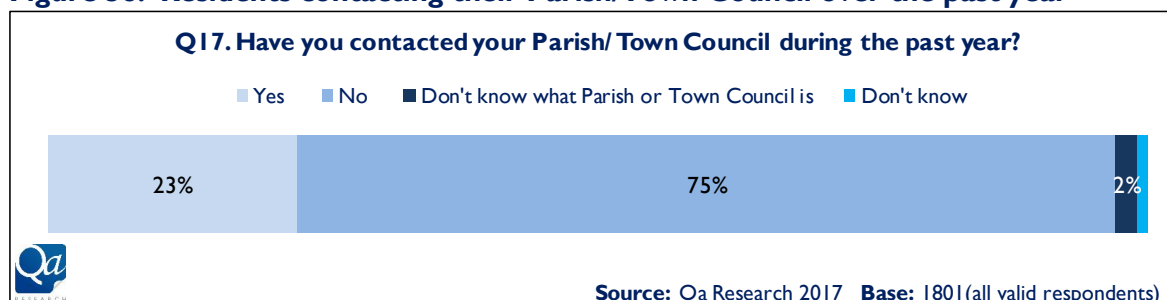
The final section of the key findings explores respondents' relationship with their Town or Parish Council, and also their interest in becoming more involved in the decision making in their area.

5.7.1 Contact with and awareness of the services provided by Town and Parish Councils

This subsection of the report concerns respondents' contact with their Town and Parish Council, along with their awareness of the services they provide locally.

The following chart demonstrates the proportion of respondents who have contacted their Town or Parish Council in the past 12 months.

Figure 38. Residents contacting their Parish/Town Council over the past year



Three quarters (75%) of respondent's had not contacted their Parish or Town Council in the last 12 months, with the majority of the remainder having done so (23%). Only a negligible proportion (2%) did not know what the Parish or Town Council was, and therefore this is not a contributing factor to the lack of communication.

Longitudinal comparison;

Although the majority of respondents have not contacted their Parish or Town Council in the last 12 months, the proportion who have done so has actually increased slightly (but significantly) since 2014, having gone from 18% to 23% in 2017. This is still significantly less than the 30% recorded in 2012, however, it was argued in the 2014 report and can be reiterated again here that 2012's postal methodology and disproportionately high number of older respondents may have artificially inflated this figure.

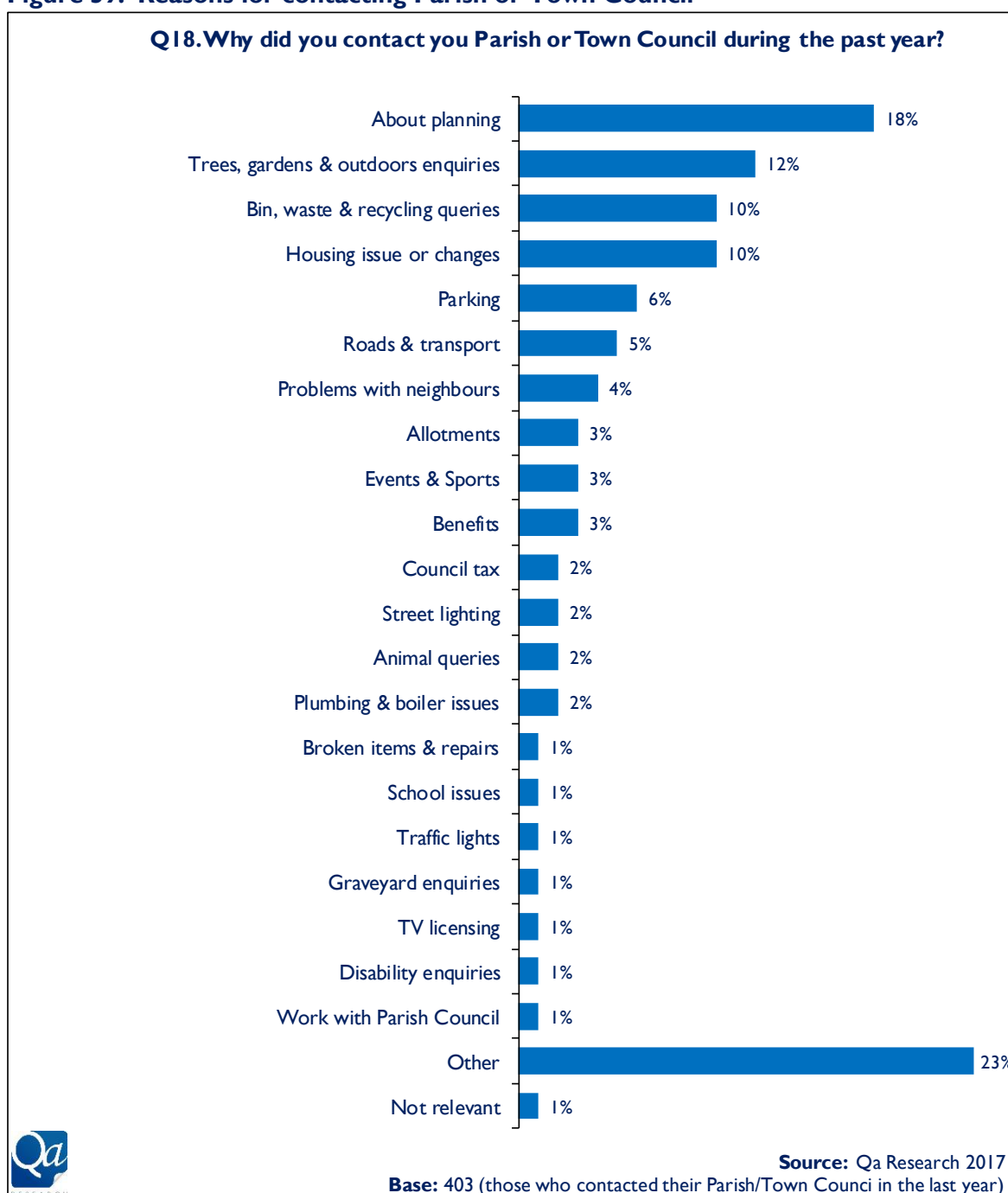
Demographic differences

Respondents were significantly more likely to have contacted their Parish or Town Council if they were;

- Female (25% vs. 21% male)
- Aged 34-54 (29%) or 65+ (25%) rather than 16-24 (12%) or 25-34 (16%)
- White British (24% vs. 17% BME)

Respondents who indicated that they had contacted their Parish or Town Council over the last year were asked what their reason for making contact was. Answers were recorded verbatim and coded into thematic categories prior to analysis. The results are shown in the chart below;

Figure 39. Reasons for contacting Parish or Town Council



The wide range of differing reasons for contacting a Town or Parish Council, and the fact that no one reason dominates, suggests that there is no single over-riding issue which drives contact with local Parish and Town Councils.

Selected verbatim comments for the top two reasons are reproduced on the following page.

The most frequently made comments were 'about planning' (18%). These tended to be fairly brief and only referenced that the contact regarded planning rather than going into detail. Sample comments included;

"To object to a planning application"

"Question about planning- query about size of neighbours proposed extension"

"We have property down the road, it was regarding planning permission with tenants"

A number of comments in this category also made reference to 'trees, gardens, and outdoors enquiries'. Sample comments included;

"To do with a large tree growing in the backyard- it is a tree conservation area so I wanted to get the tree pruned so I was seeking advice"

"The grass verge outside my house. New people dug it up. The Council did sort it out, though it took a few months"

"Regarding cutting over hanging hedges"

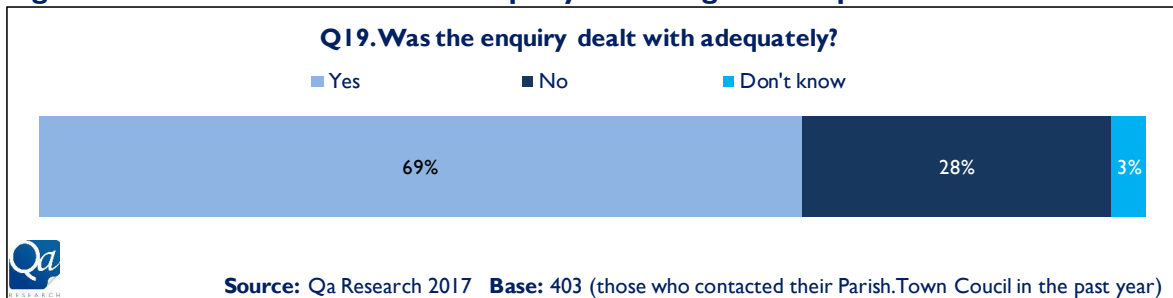
"Because there were bushes growing over a pedestrian path"

Demographic differences

There were no significant difference by gender, and the small base size for this question precludes analysis by other sub-groups.

Respondents who had contacted their Parish or Town Council in the past 12 months were then asked if their enquiry had been dealt with adequately. Results are shown in the chart below;

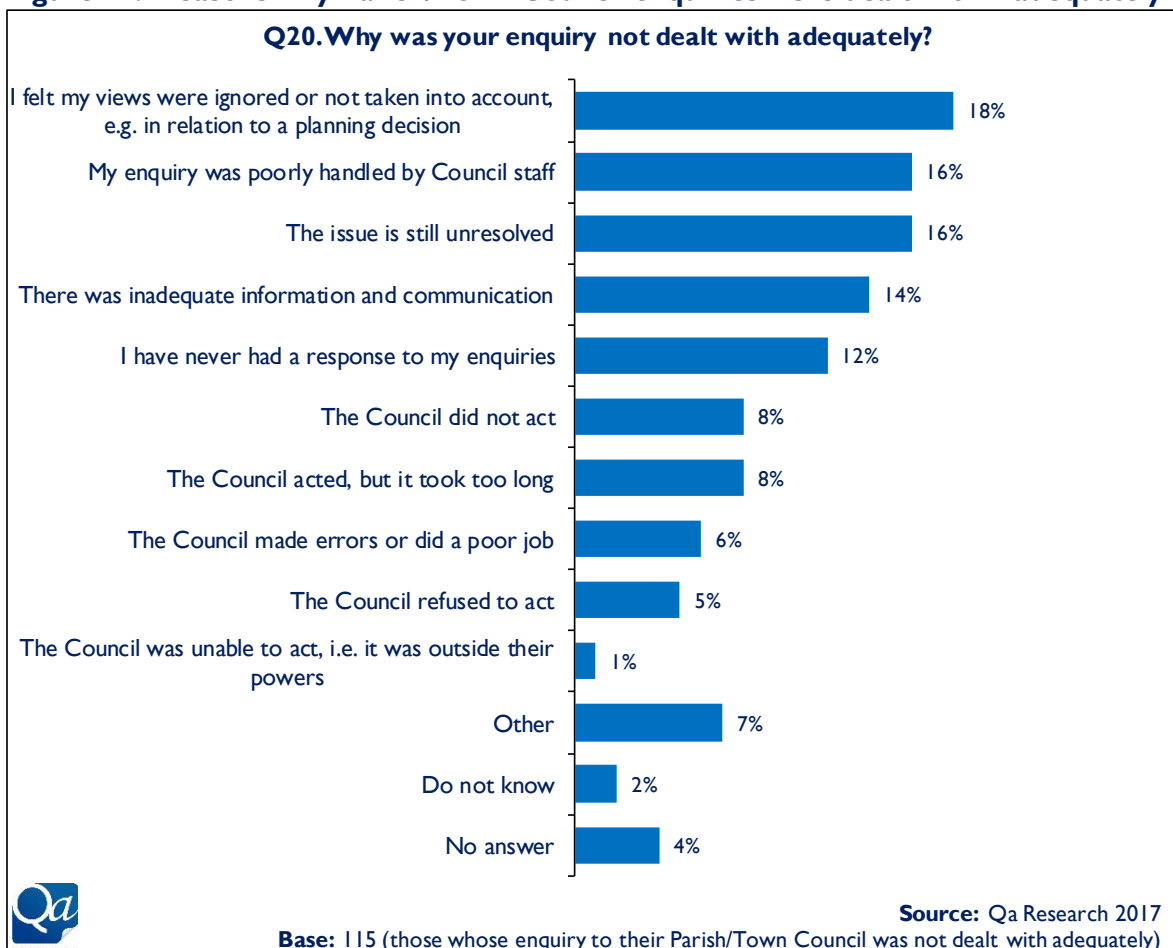
Figure 40. Parish/Town Council adequacy in dealing with enquiries



Seven-in-ten (69%) respondents indicated that their enquiry to their Parish or Town Council had been dealt with adequately. This was significantly more than were adequately dealt with in the 2014 survey (63%).

Respondents who indicated that their enquiry had been dealt with inadequately were asked why this was the case; answers were recorded verbatim and coded into categories shown below;

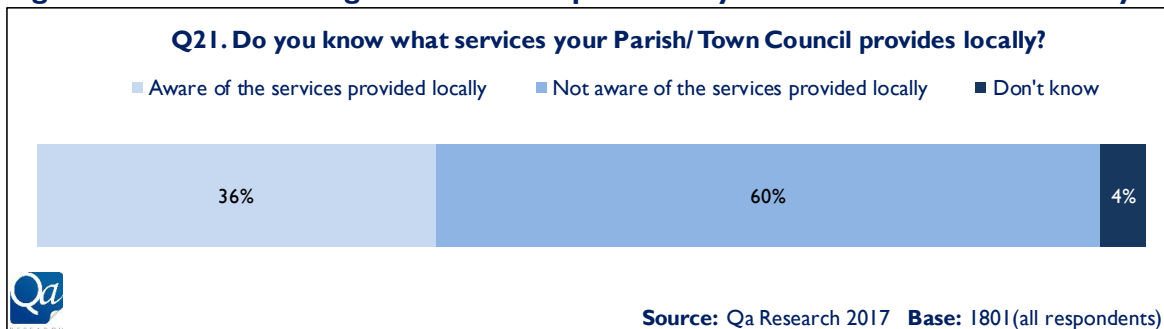
Figure 41. Reasons why Parish/Town Council enquiries were dealt with inadequately



Whilst there was some variation here from the 2014 results, the small base size means makes robust comparison difficult and none were statistically significant differences.

All respondents were then asked if they were aware of the local services being provided by their Parish or Town Council. Results are shown in the chart below;

Figure 42. Understanding of the services provided by Parish/Town Councils locally



Just over a third of respondents (36%) were aware of the local services provided by their Parish or Town Council, however the majority were still not aware of these services (60%).

Longitudinal comparison;

The results are essentially the same as they were in 2014, where 35% were aware of locally provided services and 62% were not. As such there has been no significant increase or decrease.

Awareness was still significantly less than that recorded in the 2012 survey (45%), however the higher figure here is likely in part be due to the disproportionately higher number of older respondents in the 2012 survey and the self-selecting postal methodology used.

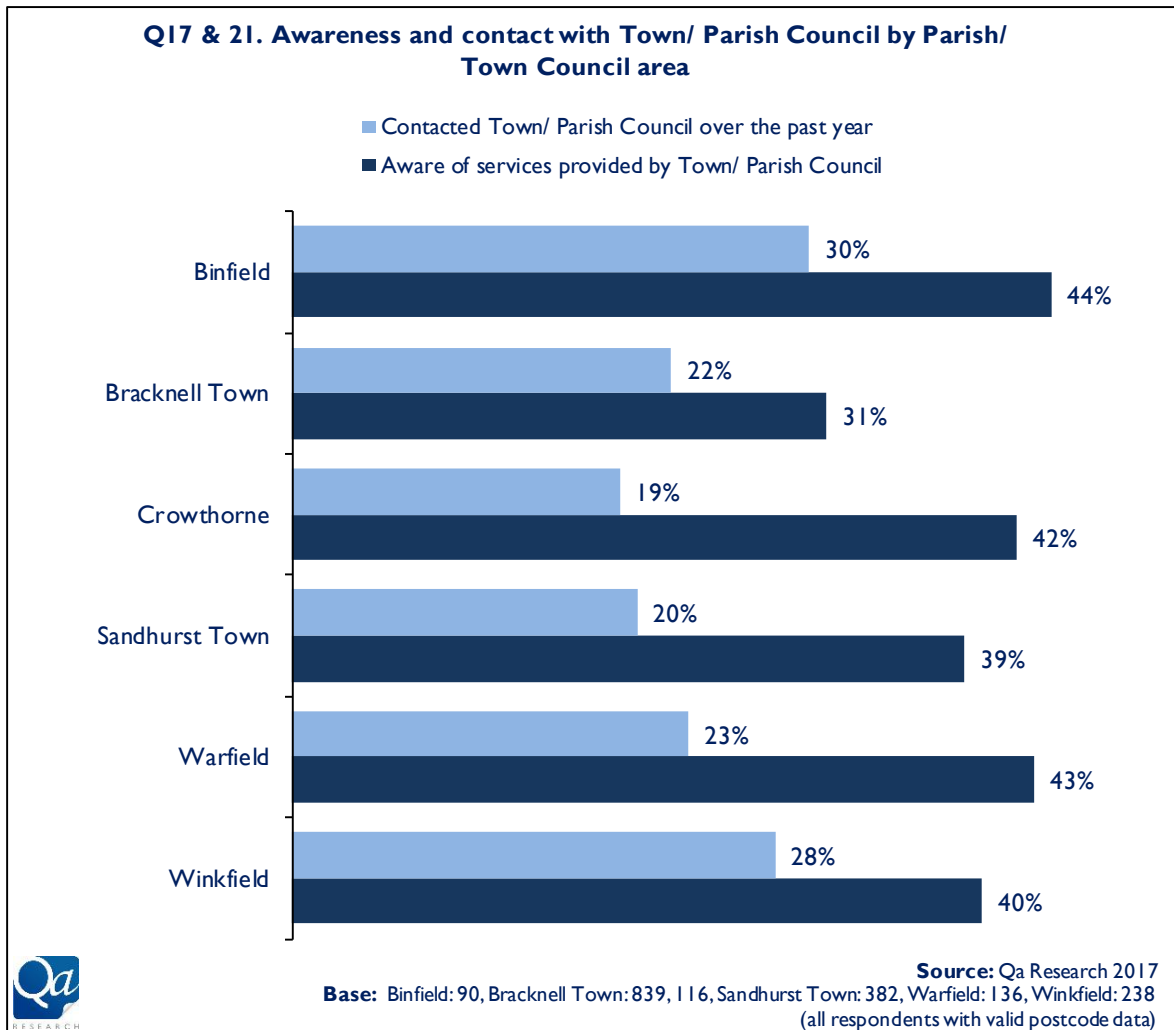
Demographic differences

Respondents were significantly more likely to be aware if they were;

- aged 45 and over (45-54: 40%, 55-64: 38%, 65+: 44%) rather than aged 34 and under (16-24: 27%, 25-34: 26%)
- White British (38% vs. 25% BME)

The following chart shows the proportion of respondents who have contacted and who are aware of the services provided by their Parish or Town Council by Parish or Town Council areas.

Figure 43. Awareness and contact with Town/Parish Councils by Parish/Town Council area



Respondents from Bracknell Town were significantly less likely to be aware of the services provided by their Town or Parish Council than those from any other Parish, although the level of contact was comparable to other areas.

There was little correlation between contact with the Parish or Town Council and awareness of services² and therefore being aware of the council is not an indicator that contact will be made.

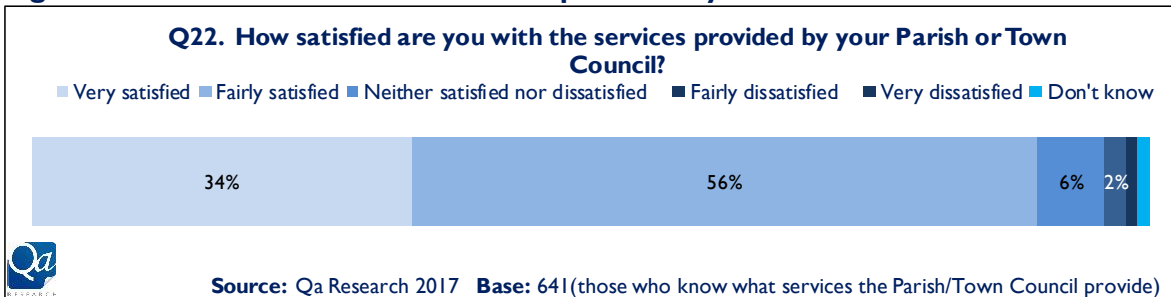
² Correlation coefficient = 0.315 (weak positive correlation)

5.7.2 Satisfaction with the services provided by Parish or Town Councils

This subsection explores the satisfaction of respondent with services provided to them by their local Parish or Town Council. All questions in this subsection were asked only of those who were 'aware' of the services provided by their local council (Q21); this was 36% of the total sample.

Respondents were asked to indicate their satisfaction with the services provided by their Parish or Town Council on a five point scale ranging from 'very dissatisfied' to 'very satisfied'. The results are shown in the following chart;

Figure 44. Satisfaction with the services provided by Parish/Town Council



Nine-in-ten (90%) respondents were satisfied with the services provided by their Parish or Town Council, although respondents were more likely to be 'fairly satisfied' (56%) than 'very satisfied' (34%). Satisfaction has significantly increased since 2014, where it was 84%.

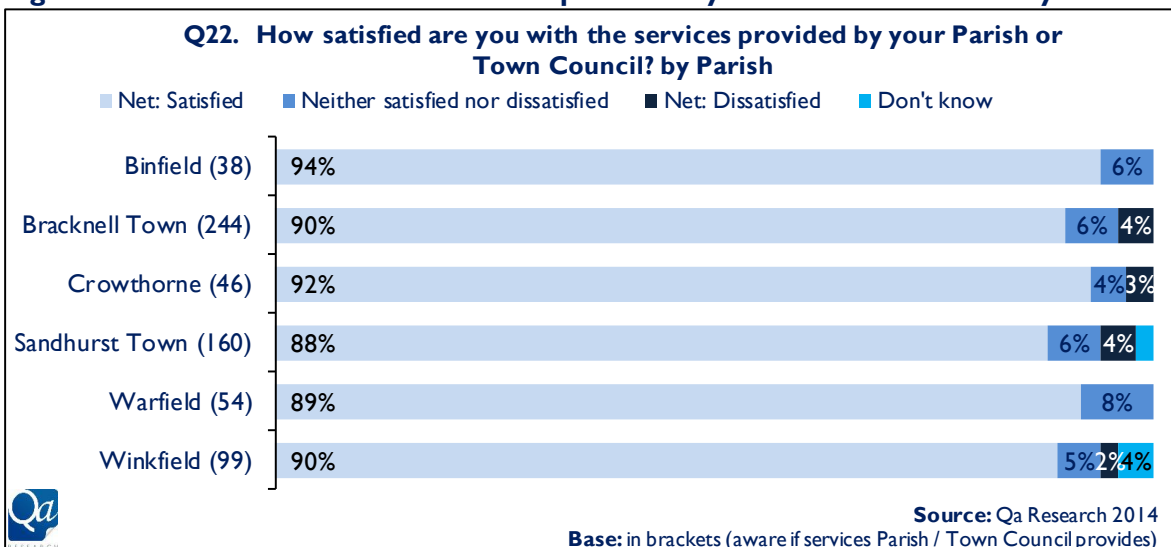
Respondents were significantly more likely to be satisfied with the services provided by the Parish Council if they;

- were satisfied with how the Borough Council runs things (94% vs. 76% dissatisfied)
- agreed that the Borough Council provides value for money (94% vs. 70% disagreed)

Demographic differences

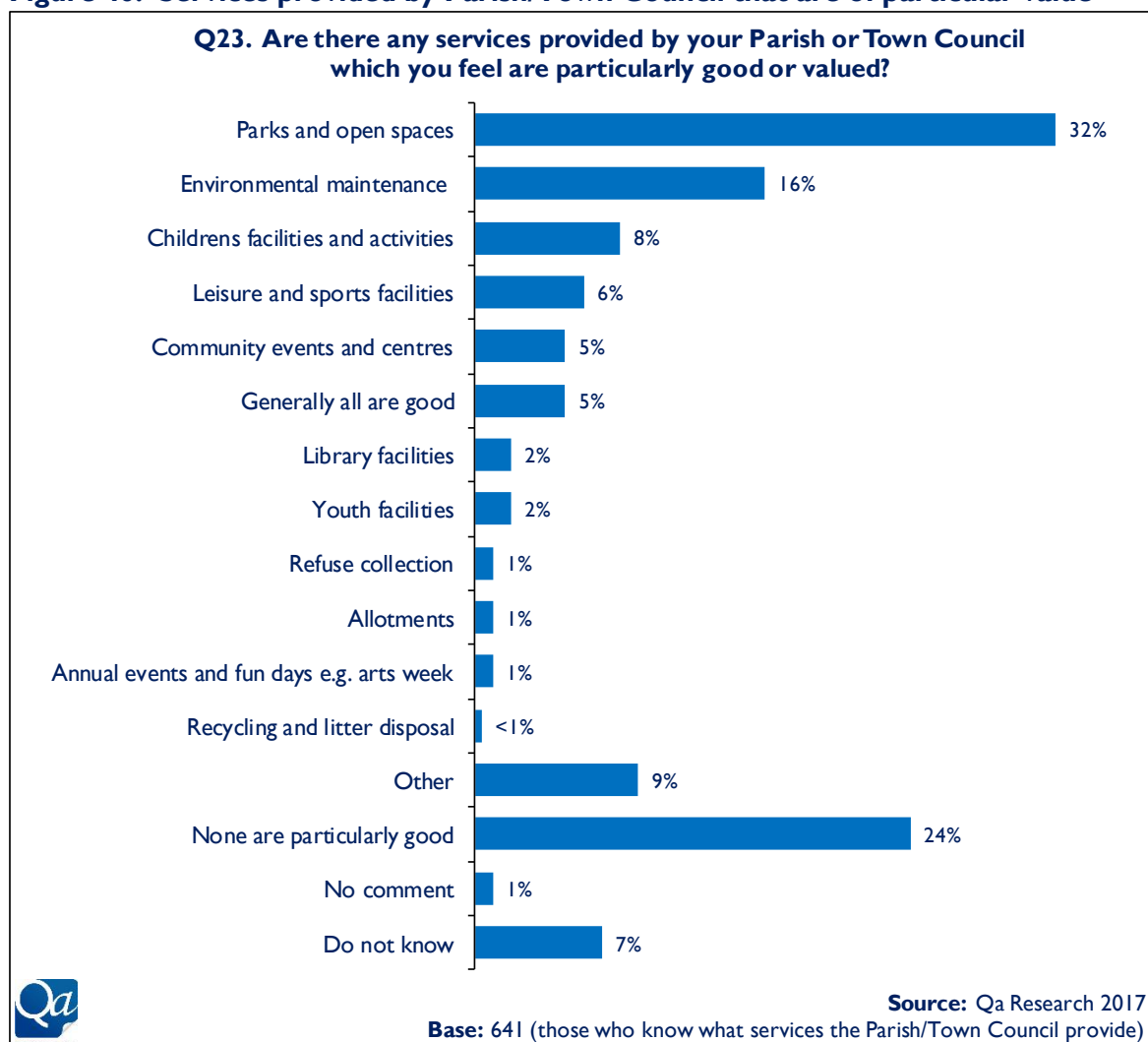
There were no significant differences in satisfaction between sub-groups, suggesting that satisfaction with local services is universal. The chart below shows the satisfaction level by parish, with Binfield reporting the highest (94%) and Sandhurst Town the lowest (88%) satisfaction.

Figure 45. Satisfaction with the services provided by Parish/Town Council by Parish



Respondents who said they were aware of the services provided were then asked what services provided by their Parish or Town Council they felt were particularly good or of particular value. Answers were recorded verbatim and coded into categories shown below;

Figure 46. Services provided by Parish/Town Council that are of particular value



As was the case in 2014, one third (32%) of respondents answered that ‘parks and open spaces’ were a particularly good or valued service. Given that this was the most used service and most satisfactory service across all of Bracknell Forest it’s perhaps unsurprising that it’s also perceived as the most valuable here.

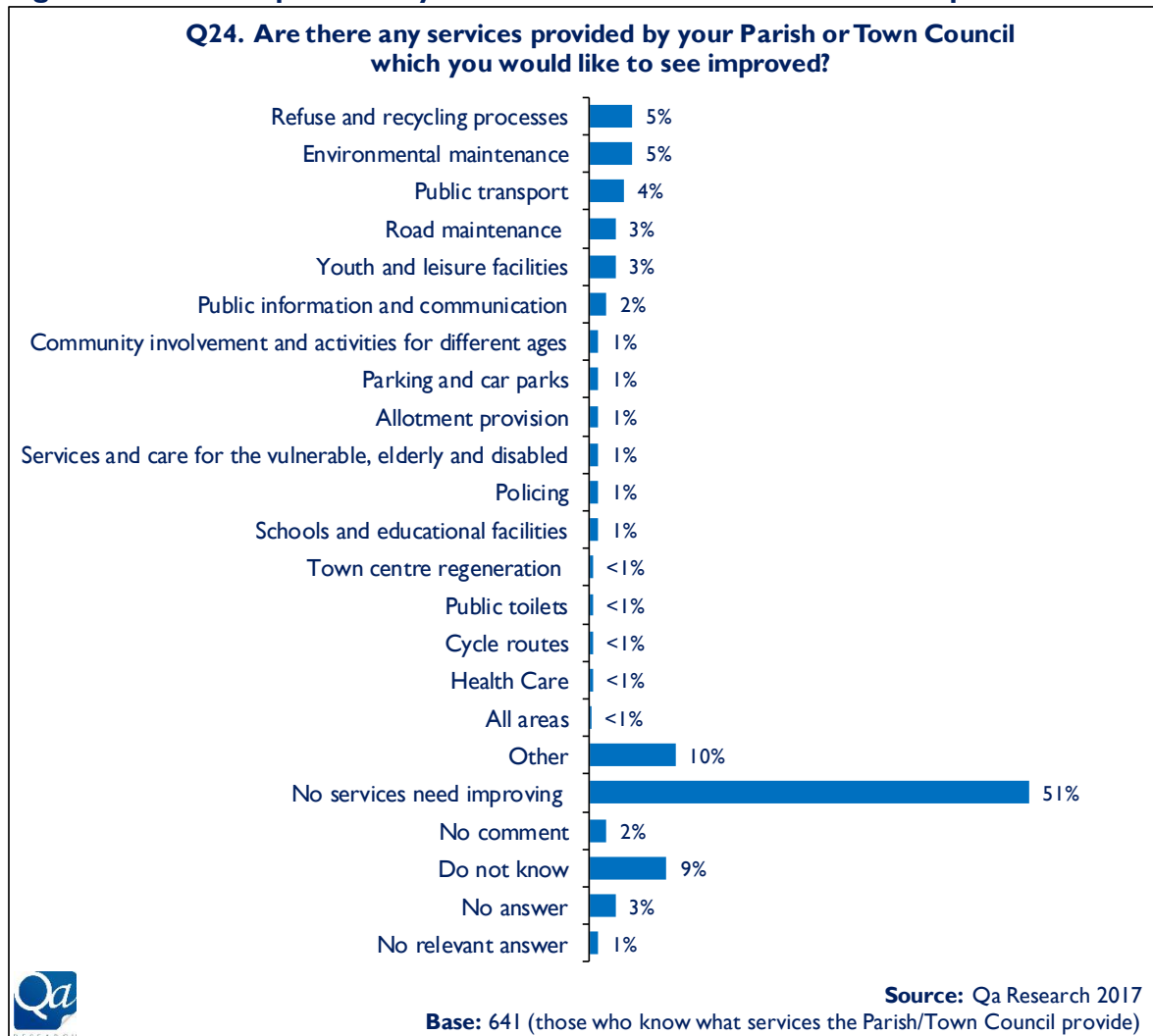
The small base size for some Parishes means that comparison between them are difficult, but Winkfield did record a lower proportion saying ‘parks and open spaces’ than most other Parishes. In addition, Crowthorne saw a low proportion saying ‘environmental maintenance’ (7%) in relation to the others.

Demographic differences

There were no significant differences by gender, and the bases sizes were too small for analysis by the other sub-groups.

These respondents were then asked if there were any services provided by their Parish or Town Council that they would like to see improved. Again, answers were recorded verbatim and coded into categories shown below;

Figure 47. Services provided by Parish/Town Council that could be improved



Similarly to the 2014 results, once again half (51%) of respondents at this question did not name any Parish or Town Council services that they felt needed to be improved; this, along with the wide variety of different suggestions made by small proportions of the sample, suggests that there is no single area that is particularly perceived as being in need of improvement.

This was fairly consistent across the Parishes and with no notable significant differences.

5.7.3 Residents' interest in contributing to a Neighbourhood Plan

This penultimate subsection of the report examines residents' interest in contributing to a Neighbourhood Plan and if so, what they felt they could offer.

In order to ensure respondents understood a consistent definition of what a Neighbourhood Plan was, the following prefacing statement was read out to them;

“Neighbourhood planning gives local people the opportunity to draw up a planning document about their local area, called a Neighbourhood Plan. This plan establishes general planning policies for the development of land in a neighbourhood, including where new homes and offices should be built and what they should look like. It will form part of the overall development plan for the area and can be considered when local planning applications are being assessed”

Respondents were then asked if they would like the opportunity to participate in drawing up a Neighbourhood Plan in their area. Results are shown in the chart below;

Figure 48. Proportion interested in contributing to a Neighbourhood Plan



One third (33%) indicated that they would be interested in the opportunity to participate in drawing up a Neighbourhood Plan in their area, although the majority (64%) were not interested.

Residents in Binfield Parish were not asked this question as this area already has a Neighbourhood Plan; instead, they were asked if they were aware that Binfield Parish Council had such a Plan. Two thirds of respondents from Binfield (65%) indicated that they were aware, with the remaining third saying they were not (33%) and a negligible proportion saying they didn't know (2%). Note that the base size here was small (68) and therefore these figures should be treated with caution.

Longitudinal comparison;

The proportion of respondents who wanted an opportunity to participate in drawing up a Neighbourhood Plan in their area has slightly but significantly increased (27% in 2014 to 33% currently). It should be noted that this question was asked of all respondents in 2014 but in 2017 those in Binfield Parish were excluded; however there is no evidence that this would affect the figures and therefore this does seem to be a genuine increase.

Demographic differences

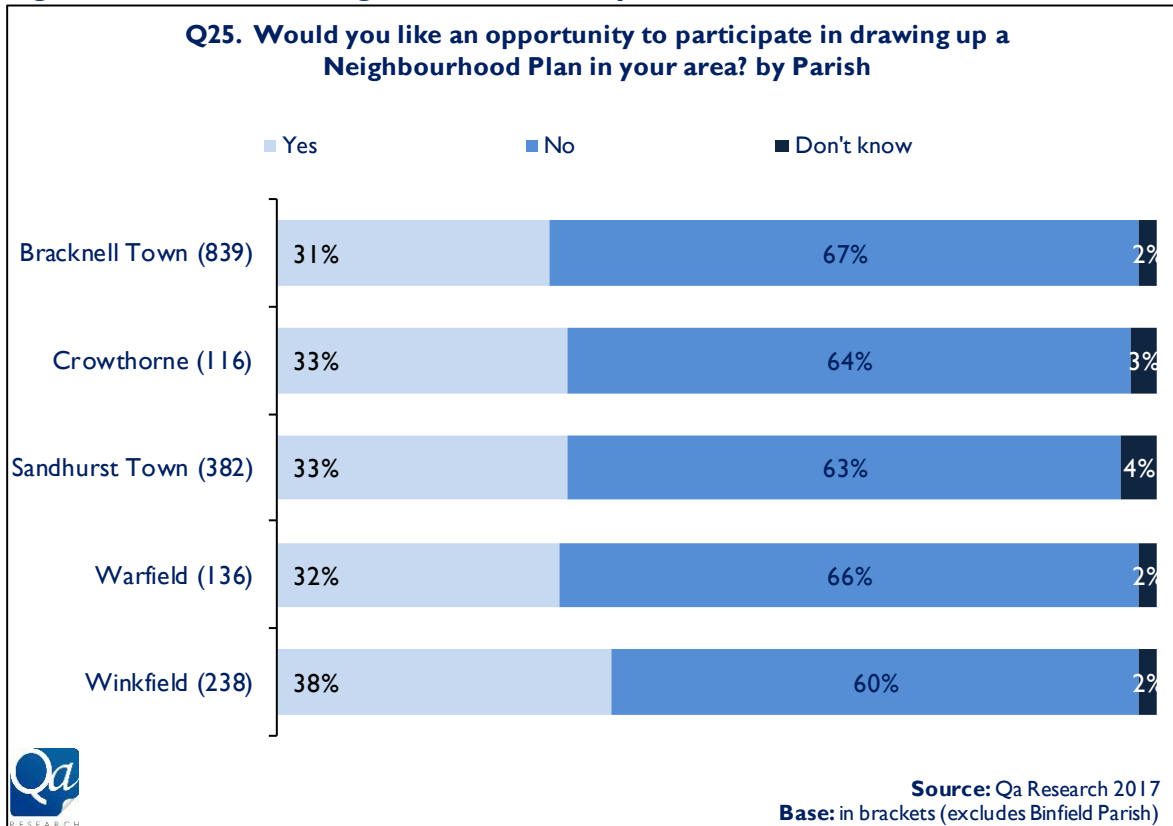
Respondents were significantly more likely to be interested in contributing to a Neighbourhood Plan if they were;

- Male (37%, vs. 29% female)
- Aged 35 or over (35-44: 38%, 45-54: 40%, 55-64: 36%, 65+: 32%, vs. 16-24: 17%, 25-34: 23%)

There was no significant difference by ethnicity.

In addition, there were differences in the proportion indicating that they that they would be interested in the opportunity to participate in drawing up a Neighbourhood Plan by Parish. These are shown in the chart below;

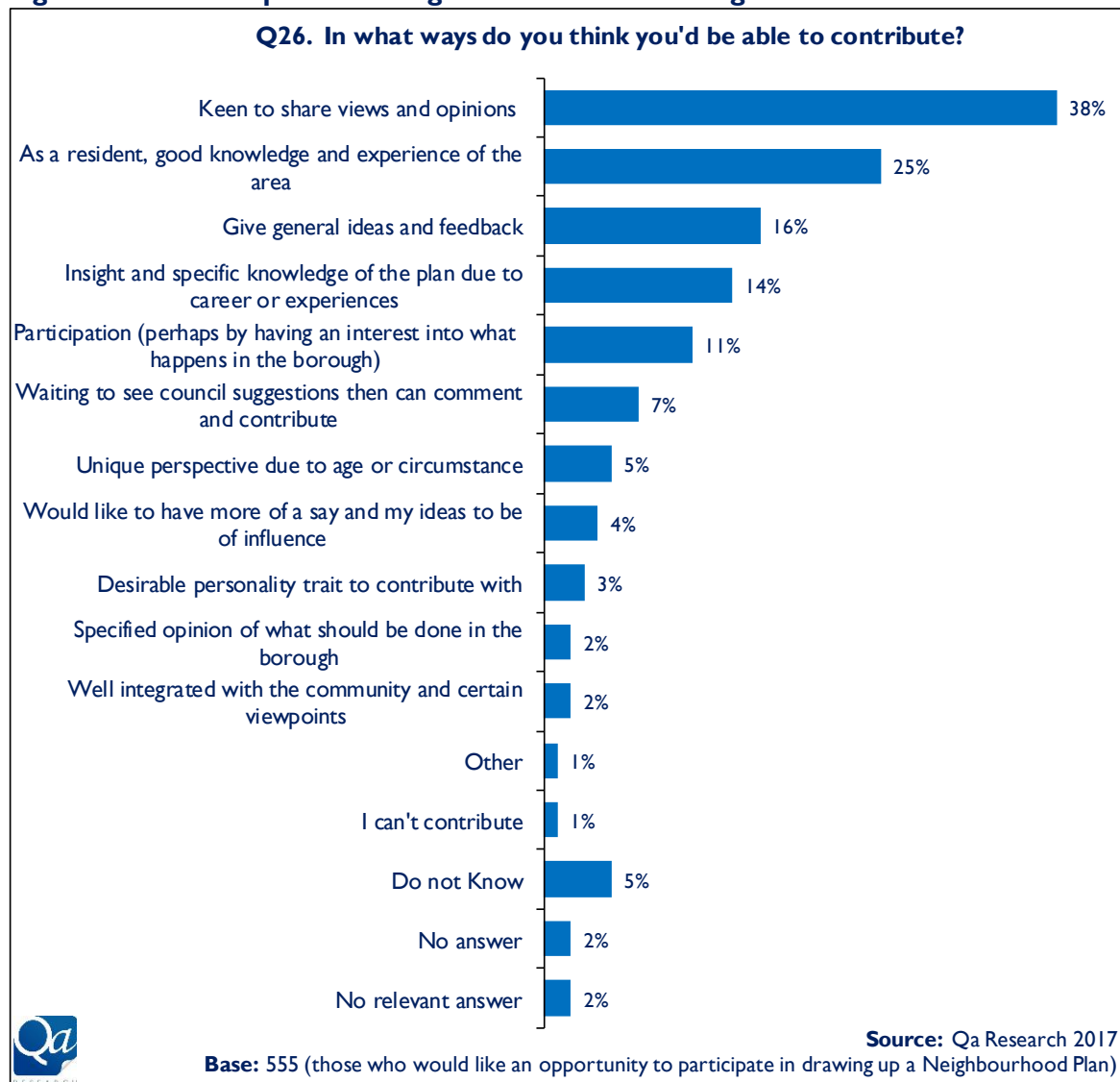
Figure 49. Interest in Neighbourhood Plan by ward



Respondents from Winkfield Parish (38%) had the highest level of interest in participating in drawing up a Neighbourhood Plan, but across the five parishes and towns of Bracknell Forest (not including Binfield Parish) there was no statistically significant differences in interest and this was consistently around one third.

Those respondents who had indicated that they would be interested in participating in drawing up a Neighbourhood Plan were then asked in what ways they thought they would be able to contribute to the Plan. Answers were recorded verbatim, were coded into thematic categories prior to analysis, and are shown below;

Figure 50. How respondents might contribute to a Neighbourhood Plan



The overall theme here was one of bringing general ideas, knowledge and opinions to the area. One fifth (38%) of respondents felt that they could contribute to a Neighbourhood plan with 'keenness to share views and opinions', whilst one quarter (25%) felt that they would bring 'good knowledge and experience of the area' and one-sixth (16%) that they could 'give general ideas and feedback'.

6. Conclusions

Conclusion 1: The results of this survey provide a robust and representative sample and findings that can be generalised to the borough as a whole.

The sample of residents is reflective of the distribution of the population of Bracknell Forest, both demographically (by age, gender, and ethnicity) and also geographically (by electoral ward). In addition, in order to provide a robust sample of data for minority ethnic groups in the borough, oversampling was carried out to ensure that there was sufficient sample to allow conclusions to be drawn from these residents specifically. Any oversampling was adjusted with corrective weighting to ensure the total sample and the analysis in this report reflects the borough.

Conclusion 2: Overall, the results of the survey are broadly similar to those recorded in 2014; residents continue to feel that Bracknell Forest is a good place.

Having followed the same methodology as the 2014 survey, it's no surprise that results for 2017 are broadly consistent with those from 2014. The majority of respondents continue to be satisfied with their local area as a place to live (90%), with access to green space and the countryside once again being cited as a key part of the appeal of Bracknell Forest. Whilst the overall proportion that is satisfied has not changed since the previous (2014) survey, those who were satisfied seem to be marginally more satisfied than previously with a significant increase in the proportion saying they were 'very satisfied' recorded in 2017.

Respondents also continued to agree that there was strong community cohesion in their local area, with the majority (81%) agreeing that people from different backgrounds get on well together. This measure appears to be on an upward trend, having increased significantly in both 2014 (vs. 2012) and again in the current survey (vs. 2014). In addition, there remains a low level of disagreement that there are issues with the way people in the respondents' local area treat each other with respect and consideration, although there has been no change in this since 2014 (or 2012).

As was the case in the 2014 survey, agreement that people from different backgrounds get on well together and that there was not a problem with the way people treated each other were positively correlated with satisfaction with the local area and these metrics are clearly linked. Consequently, where residents do not feel there is community cohesion this will impact on how positively they view their local area. This is a commonly observed pattern in residents' surveys.

Despite satisfaction with the local area remaining high, many still feel that are unable to influence decisions that affect it (50% disagree that they can) and there has been no improvement in this since 2014. Only two fifths of respondents felt that they could influence decisions, so there is clearly scope for improvement here.

Relatively 'static' data, where variation between waves of the survey is minimal, is a hallmark of tracking surveys and not something to be concerned about. Indeed, this is particularly true when the majority of measures on the survey already record a high proportion of positive findings as is the case in Bracknell Forest. In essence, the findings continue to confirm that residents generally view Bracknell Forest as a good place to live and this view has strengthened slightly over time.

Conclusion 3: The majority of respondents continue to express satisfaction with Bracknell Forest Council and the majority consider it provides value for money, although there has been no improvement in this since 2014.

Two thirds of respondents (68%) were at least fairly satisfied with the way that Bracknell Forest Council runs things, although respondents were more likely to be 'fairly' than 'very' satisfied and one-in-ten continue to be dissatisfied with the Council. There has been essentially no change in these measures over the last two years and the results here the same as they were in 2014.

Just under two thirds (62%) agreed that the Council provides value for money, although once again more of these tended to simply agree rather than strongly agree. Again, there has been no change from the results recorded at the 2014 survey. Satisfaction with the Council is strongly linked to a belief that the Council offers good value for money, with a strong positive correlation between these factors, so demonstrating value is crucial in driving up satisfaction levels.

Ensuring that residents feel informed about the services and benefits the Council provides may also help to drive satisfaction levels up, as those who did feel informed were significantly more likely than those that didn't to express satisfaction with the Council. The fact that respondents feel no more informed than they did in 2014 is therefore likely a contributing factor to the lack of movement in satisfaction with the Council.

Conclusion 4: The services provided or supported by Bracknell Forest Council generate high levels of satisfaction overall, although there is the potential for improvement in some areas.

Respondents who felt able or willing to give an opinion were more satisfied than dissatisfied with services provided or supported by Bracknell Forest Council, although for a minority of services the majority indicated that they were neither satisfied nor dissatisfied. Crucially, however, the most frequently used services are also those that report the highest levels of satisfaction.

Park, open spaces, & the countryside, waste & recycling services, leisure, sports & arts facilities, libraries and schools all have high levels of satisfaction amongst those who use them; however, planning, local bus services, and in particular road maintenance were all areas that reported relatively high degrees of dissatisfaction and also did so 2014. These represent services that could be improved; however the results do suggest that whilst road maintenance continues to be a source of dissatisfaction it is actually improving with significant increases in satisfaction in both 2014 and 2017.

In addition, some services attracted a large proportion of respondents who are neutral about them (who are neither satisfied nor dissatisfied) and this was particularly those related to children & young people and social care. It should be noted, however, that nature of the services that the Council provides in these areas tend to be interventions and therefore may not be expected to generate customer satisfaction.

Conclusion 5: The majority of residents continue to feel they are at least fairly well informed about Council services, although there has been no improvement since 2014.

Although two thirds of respondents felt they were at least fairly well informed about the services and benefits that the Council provides, there has been no change in this since the previous survey. There is certainly scope to improve this, especially given the previously described link between feeling informed and satisfaction with the Council.

The most common methods of receiving information from the Council continue to be physical media such as leaflets or partnership publications by post, the Town and Country newspaper, and local newspapers or radio. Despite this, there is a preference for email communication for around a third of residents that is not currently being met and this could be an avenue for the Council to explore in more depth.

Conclusion 6: Contact with Parish or Town Councils continues to be minimal but has actually increased slightly since 2014.

Just less than one quarter of respondents had contacted their Parish or Town Council in the past 12 months (23%), and whilst this is still a minority it represents a slight, but statistically significant, increase since the 2014 results. Reasons for making contact were varied, and although environmental maintenance and planning continue to be the most common prompts there was once again no single issue that dominated.

Where enquiries were made, just over one third felt that their enquiry was dealt with adequately and this has increased slightly but significantly since the previous survey. Where enquires were not dealt with adequately, this was generally due to the perception that the Council did not act to deal with the cause of the enquiry.

Conclusion 7: Although those who were aware of the services provided by Parish and Town Councils were satisfied with them, awareness continues to be low overall.

The majority of respondents who were aware of the services that were provided by their Parish or Town Council were satisfied with them. This was linked to satisfaction with the Borough Council, and was reasonably consistent across the various towns and parishes of Bracknell Forest.

It is important to note that only one third (36%) of all respondents indicated that they were aware of what these services *actually were*. This result is essentially unchanged since the 2014 survey and whilst there has been no decrease in awareness there has also been no improvement.

As in 2014, and also at a borough-wide level, parks & open spaces were perceived as the most valued service provided by Parish and Town Councils, which is in line with them being seen as one of the key features of Bracknell Forest. When prompted for what services provided by Parish or Town Councils should be improved there was no single answer that emerged dominant, and in fact half of those asked did not give any suggestions.

7. Appendix

7.1 Annex 1: Bracknell Forest Residents Survey 2014

.This survey has been designed to transfer smoothly to QA's CATI system, and looks slightly different to a conventional survey. The questions themselves are the same, but are simply presented differently. The explanation below should help, but please do contact your contact at QA if you are unsure.

All questions, (including prompts for interviewers/respondents e.g. 'Tick all that apply') are formatted with the 'Question' style in blue.

All responses are listed and formatted using the 'Response' style in red.

Questions followed by a blank line are an open-ended or numeric question.

Instructions (i.e. routing instructions) are formatted using the 'Instruction' style in italic. Rating questions are simply listed with the scale listed first followed by the responses and formatted using the 'Response' style.

Good morning/ afternoon/evening my name is ____ and I am calling from Qa Research on behalf of your Bracknell Forest Council, who have asked us to carry out a survey to help them understand the views of Bracknell Forest residents.

The survey will take around 10 to 12 minutes and is designed to help Bracknell Forest Council and its partners understand the attitudes of local residents towards their local area and residents' priorities for public services. All your answers will be anonymous and confidential.

Would now be a good time for you to take part in the survey?

Yes – Continue

No – Book appointment

Just to reassure you this interview will be carried out according to the Market Research Society's Code of Conduct. Your answers will be treated in confidence (in accordance with the Data Protection Act 1998) and the findings of this survey will be reported anonymously. If there are any questions that you do not wish to answer, then please let me know. The call may be recorded for quality purposes.

SCREENERS

The first few questions are about you, so we can ensure that we speak to a good cross-section of local residents.

S1. Firstly, could I ask how old you are?

WRITE IN

S2. Gender

Male

Female

S3: May I confirm that your postcode is (check against database to ensure correct Ward for quotas)

S4. How would you describe your ethnic background?

DO NOT READ OUT - PROBE IF REQUIRED

SINGLECODE

Asian or Asian British

Bangladeshi

Chinese

Filipino

Indian

Nepali

Pakistani

Any other Asian background

Black or Black British

African

Caribbean

Any other Black background

Mixed

White & Asian

White & Black African

White & Black Caribbean

Any other Mixed background

White

English/British/Northern Irish/Scottish /Welsh

Gypsy/Irish Traveller

Irish

Showpeople/Circus

Any other White background

Arab/Other Ethnic Group

Arab

Other ethnic group

Prefer not to say

This section asks for your views on what it's like in your local area. Please consider your 'local area' to be the area within 15-20 minutes walking distance from your home.

Q1. Overall, how satisfied or dissatisfied are you with your local area as a place to live? READ OUT

Singlecode

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

Q2. Do you agree or disagree that you can influence decisions affecting your local area? READ OUT

Singlecode

- Definitely agree
- Tend to agree
- Tend to disagree
- Definitely disagree
- Don't know

Q3 To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? By getting on well together, we mean living alongside each other with respect. READ OUT

Singlecode

- Definitely agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Definitely disagree
- Too few people in the area
- All the same ethnic background
- Don't know

Q4. In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration? READ OUT

Singlecode

- A very big problem
- A fairly big problem
- Not a very big problem
- Not a problem at all
- Don't know

Section 2: Local area and Council Services

**Q5. What three things do you like best about living in the Borough?
DO NOT READ OUT – PROBE TO CODES BELOW**

Multicode up to three

Activities for teenagers
Affordable decent housing
Community activities
Community activities
Council run sports and leisure facilities
Non-council run sports and leisure facilities (e.g. John Nike Centre, Cinema)
South Hill Park
Education provision
Care for older people
Facilities for young children
Health services
The level of crime
Parks, open spaces and countryside
Public Transport
Cleanliness of the environment
Employment opportunities
Libraries
Waste Collection
Highways
Other (write in)
Don't know

Your local area receives services from Bracknell Forest Council who are responsible for a range of functions and activities such as refuse collection, street cleaning, planning, schools, social care services and road maintenance.

**Q6. On average, how often would you say that you or members of your immediate family used the following services that are provided by the Council?
READ OUT**

Singlecode

Daily
Weekly
Monthly
Once every few months
About once a year
Less frequently
Never
Don't know

LOOP – RANDOMISE ORDER OF ASKING

Local recycling sites
Longshot Lane Household recycling centre
Local bus services
Sport/leisure facilities
Libraries
Parks, open spaces and countryside
Schools
Childcare services
South Hill Park arts facility

Youth services
Community centres
Social care services
Planning
Housing Advice
Benefit Services
Car parks such as High Street and Charles Square

Q7. How satisfied or dissatisfied are you with each of the following services provided or supported by Bracknell Forest Council? READ OUT

Singlecode

Very satisfied
Fairly satisfied
Neither satisfied nor dissatisfied
Fairly dissatisfied
Very dissatisfied
Don't know

LOOP – RANDOMISE ORDER OF ASKING

Planning
Refuse collection
Kerbside recycling
Longshot Lane Household recycling centre
Local transport information
Local bus services
Sport/leisure facilities
Libraries
Parks, open spaces and countryside
Schools
Childcare services
South Hill Park arts facility
Youth services
Community centres
Social care services
Road maintenance
The standard of maintenance of public land, such as grass cutting, litter and graffiti
Housing Advice
Benefit Services
Car parks such as High Street and Charles Square

In considering the next question, please think about the range of services Bracknell Forest Council provides to the community as a whole, as well as the services your household uses. It does not matter if you do not know all of the services Bracknell Forest Council provides to the community. We would like your general opinion.

Q8. To what extent do you agree or disagree that Bracknell Forest Council provides value for money? READ OUT

Singlecode

Strongly agree

Tend to agree

Neither agree or disagree

Tend to disagree

Strongly disagree

Don't know

Q9. Overall, how satisfied or dissatisfied are you with the way Bracknell Forest Council runs things? READ OUT

Singlecode

Very satisfied

Fairly satisfied

Neither satisfied nor dissatisfied

Fairly dissatisfied

Very dissatisfied

Don't know

Q10. What, if anything, do you think the Council could do differently which would have a positive impact within Bracknell Forest?

Codes open

Section 3: Receiving information and being kept informed

Q11. Overall, how well informed do you think Bracknell Forest Council keeps residents about the services and benefits it provides? By benefits, we mean any positive impacts it has on the local area. READ OUT

Singlecode

Very well informed

Fairly well informed

Not very well informed

Not well informed at all

Don't know

Q12a. How do you currently receive information about the services provided by the Council and its partners? READ OUT

Multicode

Online
Social Media e.g. Facebook, Twitter
Leaflets / Partnership publications by post
Local Newspapers / Radio
At Community Centres / Offices
Face to face
Town and Country (the Council Newsletter)
Emails
Text/SMS
Other (write in)
Don't know

Q12b. Which would be your top two preferred methods to receive information about services provided by the Council and its partners? READ OUT

Multicode up to two

Online
Social Media e.g. Facebook, Twitter
Leaflets / Partnership publications by post
Local Newspapers / Radio
At Community Centres / Offices
Face to face
Town and Country (the Council Newsletter)
Emails
Text/SMS
Other (write in)
Don't know

Q13. Are there any other comments you would like to make relating to the issues covered in this survey, or about the Council or local services more generally?

Codes open

Section 4: Helping Out

We are interested to know about the unpaid help people give.

Q16a. Have you given unpaid help to any groups, clubs or organisations over the last 12 months?

Please exclude giving money and anything that was a requirement of your job. Please only include work that is unpaid and not for your family. **READ**

OUT

Singlecode

Yes

No

Give unpaid help as an individual only and not through groups, clubs or organisations

Don't know

ASK Q16b IF 'Yes' AT Q16a.

Q16b. Overall, about how often over the last 12 months have you given unpaid help to any groups, clubs or organisations? READ OUT

Singlecode

At least once a week

Less than once a week but at least once a month

Less often

Don't know

Section 5: Parish and Town Council

Q17. Have you contacted your Parish or Town Council during the past year?

Singlecode

Yes

No

Don't know what Parish or Town Council is

Don't know

ASK Q18-20 IF 'Yes' AT Q17. OTHERS GOTO Q21

Q18. Why did you contact them?

CODES OPEN

Q19. Was the enquiry dealt with adequately?

Singlecode

Yes

No

Don't know

ASK Q20 IF 'No' AT Q19. OTHERS GOTO Q21

Q20. Why was that?

CODES OPEN

ASK ALL

Q21. Please listen to the following description; READ OUT

Parish and Town Councils provide some local facilities and services and each tailors its services and spending to its community. The services provided vary from area to area, but often include looking after parks and play areas and providing sports pitches, open spaces, play equipment and allotments. Some also run community halls and services for young people and all give grants to help local groups.

Do you know what services your Parish or Town Council provides?

Singlecode

Yes

No

Don't know

ASK Q22 IF 'Yes' AT Q21. OTHERS GOTO Q25a

Q22. How satisfied are you with the services provided by your Parish or Town Council? READ OUT

Singlecode

Very satisfied

Fairly satisfied

Neither satisfied nor dissatisfied

Fairly dissatisfied

Very dissatisfied

Don't know

Q23. Are there any services provided by your Parish or Town Council which you feel are particularly good or valued?

CODES OPEN

Q24. Are there any services provided by your Parish or Town Council which you would like to see improved?

CODES OPEN

IF IN BINFIELD AREA – CONFIRM PART OF BINFIELD PARISH COUNCIL AREA BASED ON POSTCODE AND ASK Q25a, OTHERS GOTO Q25b

Q25a. Are you aware that Binfield Parish Council has a Neighbourhood Plan?

READ OUT

Singlecode

Yes

No

Don't know

ASK ALL NOT IN BINFIELD AREA, OTHERS GOTO Q27

Q25b. Please listen to the following description;

Neighbourhood planning gives local people the opportunity to draw up a planning document about their local area, called a Neighbourhood Plan. This plan establishes general planning policies for the development of land in a neighbourhood, including where new homes and offices should be built and what they should look like. It will form part of the overall development plan for the area and can be considered when local planning applications are being assessed.

Would you like an opportunity to participate in drawing up a Neighbourhood Plan in your area?

Singlecode

Yes

No

Don't know

ASK Q26 IF 'Yes' AT Q25b. OTHERS GOTO Q27

Q26. In what ways do you think you'd be able to contribute?

CODES OPEN

Section 6: About You

I'd now like to ask you a few questions about yourself. These questions help us to see if there are any differences between the views of different residents and help the Council to tailor and improve their service accordingly. Please be assured that all information will be kept completely confidential.

Q27 Do you have access to Broadband internet connection at home?

READ OUT

Singlecode

Yes

No

Don't know

Q28. How would you describe your religion/ belief? READ OUT

Singlecode

None

Christian (all Christian denominations)

Buddhist

Hindu

Muslim

Sikh

Jewish

Other (write in)

Prefer not to say

Q29. How would you describe your sexual orientation? READ OUT

Singlecode

Heterosexual/ straight

Gay man
Lesbian/ gay women
Bisexual
Prefer not to say

Q30. Do you have any children aged 18 or under?

Singlecode

Yes
No
Prefer not to say

ASK Q31 IF 'Yes' AT Q30.

Q31. If you have children what age are they? READ OUT

Multicode

0 - 3
4 - 7
8 - 11
12 - 15
16 - 18
Prefer not to say

Thank and close