



Bracknell Forest Residents Survey 2012

Bracknell Forest Council

08/05/2013



RESEARCH

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1. Introduction

The following report is an updated version of the report detailing the findings of the Bracknell Forest Council residents' survey undertaken between October and December, 2012. When the original results were analysed, a delivery error in Ascot meant this ward was underrepresented and a booster survey was subsequently undertaken. This report includes the Ascot booster and the original results.

The report details the aims and objectives of the research, the methodology utilised to collect the data, and the key findings arising from the survey.

Bracknell Forest Council regularly undertakes consultation with residents to understand views on specific local services and priorities for the local area. However, large scale surveys with a focus on overarching views on issues affecting local residents are necessarily undertaken less regularly. The previous iteration of the Bracknell Forest Residents survey took place in late 2009, where possible the results from that survey have been included in this report for comparative purposes.

2. Aims and objectives

This survey was designed to gather the views of a representative number 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. The survey focused on the following areas:

- Understanding residents satisfaction with their local area as a place to live, focusing on elements such as influencing local decisions, harmony among different resident groups, and the most positive aspects of the borough;
- Exploring residents usage of a variety of Council provided/ supported services;
- Identifying residents satisfaction with these services;
- Measuring overall satisfaction levels among residents towards the Council, and perceptions of the value for money that the Council provides;
- Determining the mechanisms through which residents communicate with the Council and their preference for communication;
- Determining volunteering levels within the borough.

Additional objectives involved exploring the differences in responses between residents from different demographic groups (such as by age group, ethnicity and gender), and understanding the changes in residents perceptions over time (where relevant).

3. Methodology

Qa Research was commissioned to undertake the resident survey. The survey was the fourth of its kind with neighbourhood surveys being undertaken in 2007, 2008 and 2009. Those surveys were conducted in partnership with Thames Valley Police to inform the work of the neighbourhood action groups.

Similar to other Councils across the country, Bracknell Forest Council has also undertaken resident surveys such as the Best Value Performance Indicator (BVPI) survey in 2006/07 and the place survey in 2008. Where relevant, responses to the 2012 survey have been compared to responses in the previously undertaken Place Surveys.

A 6-sided survey was delivered to all 47,000 + households across Bracknell Forest. The survey included a total of 24 questions. The survey was in a 'self seal' format with gummed edges. The return address printed was on the survey for ease of return, rather than enclosing an envelope with it. A copy of the survey can be found in the appendix (section 6). Please refer to this document throughout the report.

Residents were also given the option of filling in the survey online and were given a contact telephone number in case they had any queries. A link to the online survey was provided within the paper survey as well as being made available via the consultation page on the Council's website. The postal and online versions of the survey were identical.

As an incentive to provide their views, residents were given the option to be entered into a free prize draw, with the chance to win £250 of Waitrose vouchers.

All completed postal surveys were directly returned by post to Qa's offices in York. They were then inputted and quality checked. Responses to the postal survey were combined with those completed online.

The majority of questions within the survey were of a closed format; however there were a number of open questions. Verbatim responses to the open questions were 'coded' into various themes and groups of a similar nature, and subsequently reported upon in an aggregated format. Where this has occurred in the following report it has been highlighted.

There were no routed questions within the survey; therefore all bases within the survey reflect the total respondent population. However, the postal survey contained a number of questions where individuals have chosen not to respond, which has led to a variance in the total base sizes associated with each question. Where any blank postal responses were returned, these were excluded from the later analysis. Where respondents chose not to answer a particular question these 'missing' responses have been excluded from later analysis, in line with the approach followed in previous surveys.

Originally, a total of 4,816 postal and 293 online surveys were completed, giving a total response of 5,109. Given the survey was sent out to 47,000 households this represented a response rate of 11%.

However, when the responses were analysed, it was clear that a delivery error in the Ascot ward had left this ward underrepresented. A booster survey was therefore sent out to all 2,327 households in Ascot, with 333 returning the postal survey and another 4 completing it online. This resulted in 337 completions in the Ascot booster, and a response rate of 14%.

In total, including the original survey and the Ascot booster, there were 5,149 postal responses, 297 online completions, leaving a total response of 5,446. This equates to an overall response rate of 11%.

The Ascot booster survey was sent out one month later than the original survey, however, we do not believe this will have affected the results in Ascot.

Returns by ward were identified by the postcode which respondents provided. Some respondents did not provide a postcode and therefore their ward could not be identified. With the Ascot booster, given that the survey was only sent to residents in Ascot, all returns from this ward could be identified.

In the last residents survey undertaken by the Council in 2009 (where a similar methodology was utilised), a response rate of 14% was achieved. The current survey therefore represents a decline in the response rate by 3 percentage points. However, this response rate compares favourably with the response rates seen on surveys with a similar methodology, where we would usually expect a response of around 3-5%.

The data provided in these responses were 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.

Using statistical rules, we can be 95% confident that our research findings have a potential variance of no more than plus or minus 1% 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.

Standard error:

'Standard error' demonstrates how answers provided by sampled residents potentially vary from the responses that would be obtained if all residents had responded. In the research industry, commonly accepted levels of error are +/- 5% and +/- 3%. In this work, +/- 1% was achieved. This means, for example, that if the observed statistic for any question is 50%, then if the research was repeated, this percentage will be no less than 49% and no more than 51%. The standard error is calculated on the basis of the total number of possible respondents and the number that have responded to the survey.

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.

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.

4. Key findings

In this section the results of the survey are highlighted. Results are discussed within various sub-sections, grouped according to topic. Therefore, the report does not follow the order of the survey in all aspects. The various sub-sections are as follows:

- Demographic profile of respondents – looking at the age, gender, ethnicity, etc of respondents to the survey.
- Involvement and influence over local decisions – looking at volunteering levels and attitudes towards influencing local decisions.
- Residents' attitudes towards their local area – exploring the overall positives/negatives of living in the borough and residents satisfaction with their local area.
- Usage and satisfaction with specific Council services.
- Overall perceptions of the Council.
- Communication with the Council – current mechanisms for communicating with the Council and Parish/Town Councils and preferences for communication.

Where relevant and appropriate, comparisons are made between the responses to this survey and the responses seen in 2009. It should be noted that, due to differences in question ordering and overall questionnaire content, comparisons between surveys should be taken as indicative only.

As has been mentioned, comparisons are also made between respondents from differing demographic groups. Again, these findings are discussed under a separate heading within each subsection.

4.1 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 alongside the demographic profile of respondents to the 2009 residents' survey and to the 2012 residents' survey without the Ascot booster.

Figure 1). Profile of respondents by age, gender, ethnicity and ward (Q17, 18, 22)

	Census profile 2011		Respondent profile 2012		Respondent profile 2012 - with Ascot booster -		Respondent profile 2009	
	Count	%	Count	%	Count	%	Count	%
Under 16	23,462	21%	-	-	-	-	16	0%
16-24	11,972	11%	38	1%	41	1%	102	2%
25-44	34,352	30%	1,109	22%	1,162	21%	1,773	27%
45-54	17,092	15%	885	17%	943	17%	1,163	18%
55-64	12,180	11%	1,004	20%	1,060	19%	1,103	17%
65+	14,147	12%	1,814	36%	1,950	36%	1,592	24%
Missing	-	-	259	5%	290	5%	879	13%
Male	56,107	50%	2,179	43%	2,292	42%	2,694	41%
Female	57,098	50%	2,789	55%	3,001	55%	3,589	54%
Missing	-	-	141	3%	153	3%	345	5%
White	102,554	91%	4,310	84%	4,590	84%	6,086	92%
Black and minority ethnic	10,651	9%	169	3%	183	3%	212	3%
Missing	-	-	630	12%	673	12%	330	5%
Ascot	5,753	5%	7	0%	344	6%	280	4%
Binfield with Warfield	8,689	8%	352	7%	352	6%	398	6%
Bullbrook	5,929	5%	225	4%	225	4%	270	4%
Central Sandhurst	5,017	4%	188	4%	188	3%	260	4%
College Town	6,300	6%	157	3%	157	3%	217	3%
Crown Wood	7,736	7%	318	6%	318	6%	344	5%
Crowthorne	5,253	5%	200	4%	200	4%	268	4%
Great Hollands North	5,721	5%	213	4%	213	4%	212	3%
Great Hollands South	5,073	4%	250	5%	250	5%	247	4%
Hanworth	8,059	7%	382	7%	382	7%	450	7%
Harmans Water	7,962	7%	314	6%	314	6%	343	5%
Little Sandhurst & Wellington	5,857	5%	204	4%	204	4%	280	4%
Old Bracknell	5,611	5%	204	4%	204	4%	275	4%
Owlsmoor	5,116	5%	170	3%	170	3%	226	3%
Priestwood & Garth	7,603	7%	247	5%	247	5%	292	4%
Warfield Harvest Ride	8,123	7%	301	6%	301	6%	365	6%
Wildridings & Central	4,611	4%	176	3%	176	3%	217	3%
Winkfield & Cranbourne	4,792	4%	151	3%	151	3%	220	3%

Missing	-	-	1,050	21%	1,050	19%	1,453	22%
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Similar to the profiles displayed in previous resident surveys, the respondent profile is skewed toward older and female respondents. This should be considered when interpreting overall responses.

Although not shown on the table above, the 2001 and 2011 census results demonstrate how the proportion of black and minority ethnic (BME) residents in Bracknell Forest has increased by 98% from 2001 to 2011 (5,423 individuals to 10,651, an overall proportion of 9%). Despite this, the response level among BME respondents between the 2009 and 2012 survey has remained reasonably static at around 3%. Clearly then the survey is also under-representing BME residents, and this should be considered when interpreting overall results. In addition, the 'missing' ethnicity figures have also increased between 2009 and 2012 – again, this should be considered when interpreting the results.

The following table demonstrates the profile of respondents by religious beliefs.

Figure 2). Respondent profile by religion (Q23)

	Census profile 2011		Respondent profile 2012		Respondent profile 2012 - with Ascot booster -		Respondent profile 2009	
	Count	%	Count	%	Count	%	Count	%
None	32184	28%	800	16%	857	16%	1727	26%
Grouped any religion	73570	65%	2684	53%	2892	53%	4399	66%
Christian (all Christian denominations)	68524	61%	2536	50%	2732	50%	4149	63%
Buddhist	825	1%	22	0%	22	0%	34	1%
Hindu	1824	2%	22	0%	26	0%	29	0%
Muslim	1276	1%	12	0%	12	0%	21	0%
Sikh	455	0%	7	0%	8	0%	10	0%
Jewish	176	0%	10	0%	10	0%	9	0%
Other (Specify)	490	0%	75	1%	82	2%	147	2%
Missing/ no response	7451	7%	1625	32%	1697	31%	502	8%

The following table demonstrates the profile of respondents by sexual preference.

Figure 3). Respondent profile by sexuality (Q24)

	Census profile 2011		Respondent profile 2012		Respondent profile 2012 - with Ascot booster -		Respondent profile 2009	
	Count	%	Count	%	Count	%	Count	%
Heterosexual/ straight	-	-	3281	64%	3530	65%	5535	84%
Gay man	-	-	18	0%	19	0%	46	1%
Lesbian/ gay women	-	-	10	0%	10	0%	10	0%
Bisexual	-	-	10	0%	10	0%	8	0%
Prefer not to say	-	-	193	4%	205	4%	368	6%
Missing/ no response	-	-	1597	31%	1672	31%	661	10%

There were a high number of missing responses to both the sexuality and religious beliefs section.

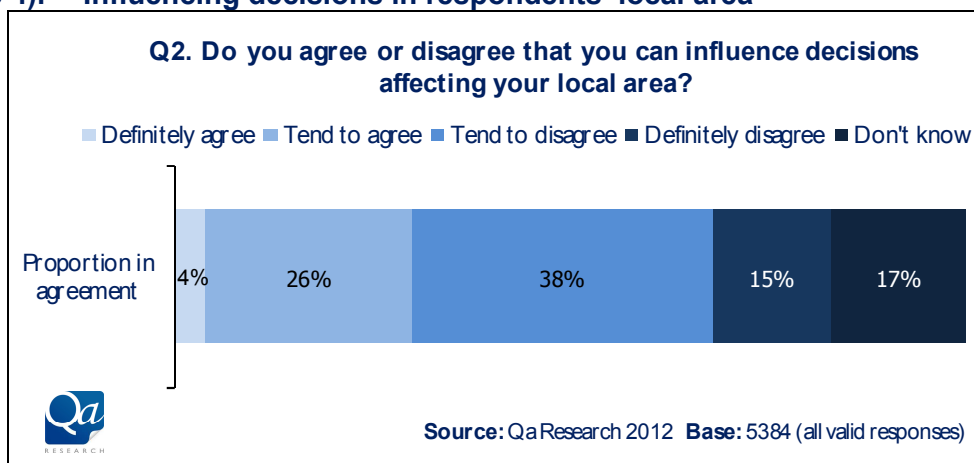
4.2 Involvement and influence over local decisions

In this section, residents' attitudes towards their ability to influence decisions made in their local area is explored. The section also looks at residents' involvement with voluntary activities.

4.2.1 Ability to influence decisions affecting the local area

Residents were asked to provide an indication of their agreement with a statement designed to measure the extent to which residents feel they can influence decisions affecting their local area. The following chart demonstrates the results.

Figure 4). Influencing decisions in respondents' local area



Over half of all residents (53%) disagreed to some extent that they could influence decisions in their local area, with 15% definitely disagreeing with this statement. Around a third (30%), agreed that they could influence local decisions.

The proportion of residents agreeing they can influence decisions has marginally increased over the past 4 years. In the 2008/09 Place Survey, 28% of residents agreed they could influence decisions in their local area.

Demographic differences

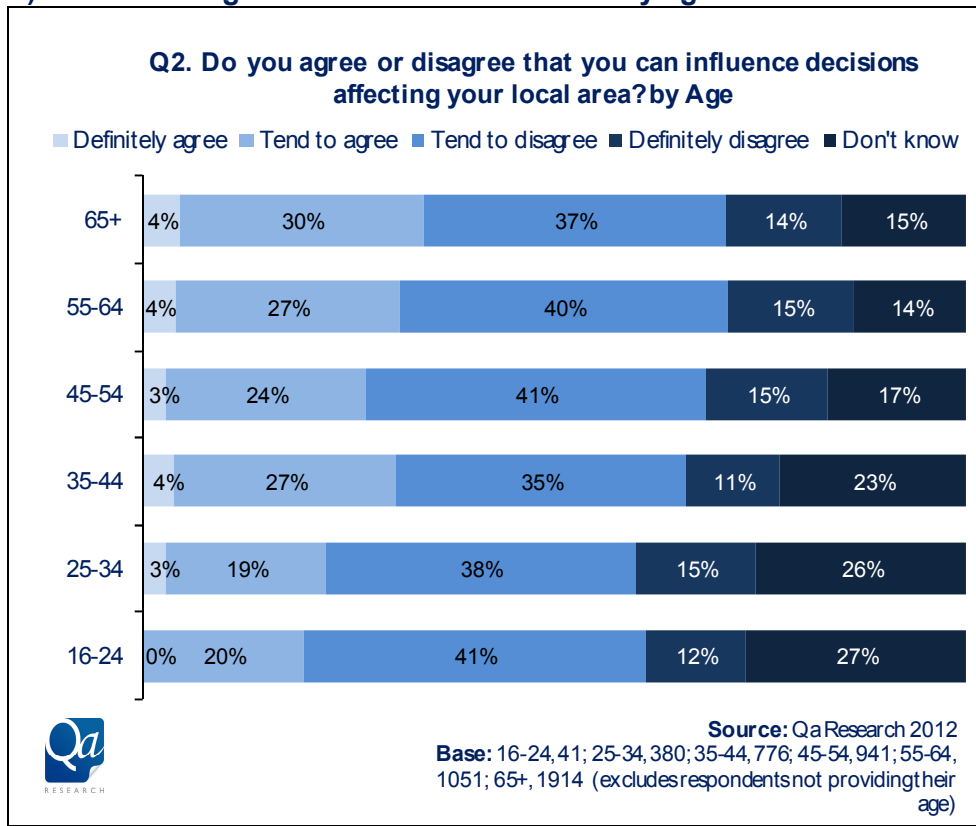
Males were more likely than females to disagree that they can influence decisions affecting their local area (56% of males disagreed compared to 50% of females)

White respondents were more likely to disagree they could influence decisions in their local area (54%) compared to BME respondents (30%). However BME respondents were also more likely to respond 'don't know' (27%) than white respondents (17%), suggesting a lack of awareness among this group about how they can influence local decisions.

In general, those respondents who indicated they belonged to a particular religious group were more likely to agree they can influence decisions in their local area (32%) compared to those expressing no belonging to any religious group (24%). One potential explanation for this difference could be that religious groups act as a mechanism through which individuals can express their views on their local area and influence local decisions which are made, however further research would need to be undertaken to confirm this viewpoint. Another explanation could be that those individuals expressing belonging to a religious group are more actively involved in their communities.

There were some differences in the responses between respondents from different age groups, as the following chart demonstrates.

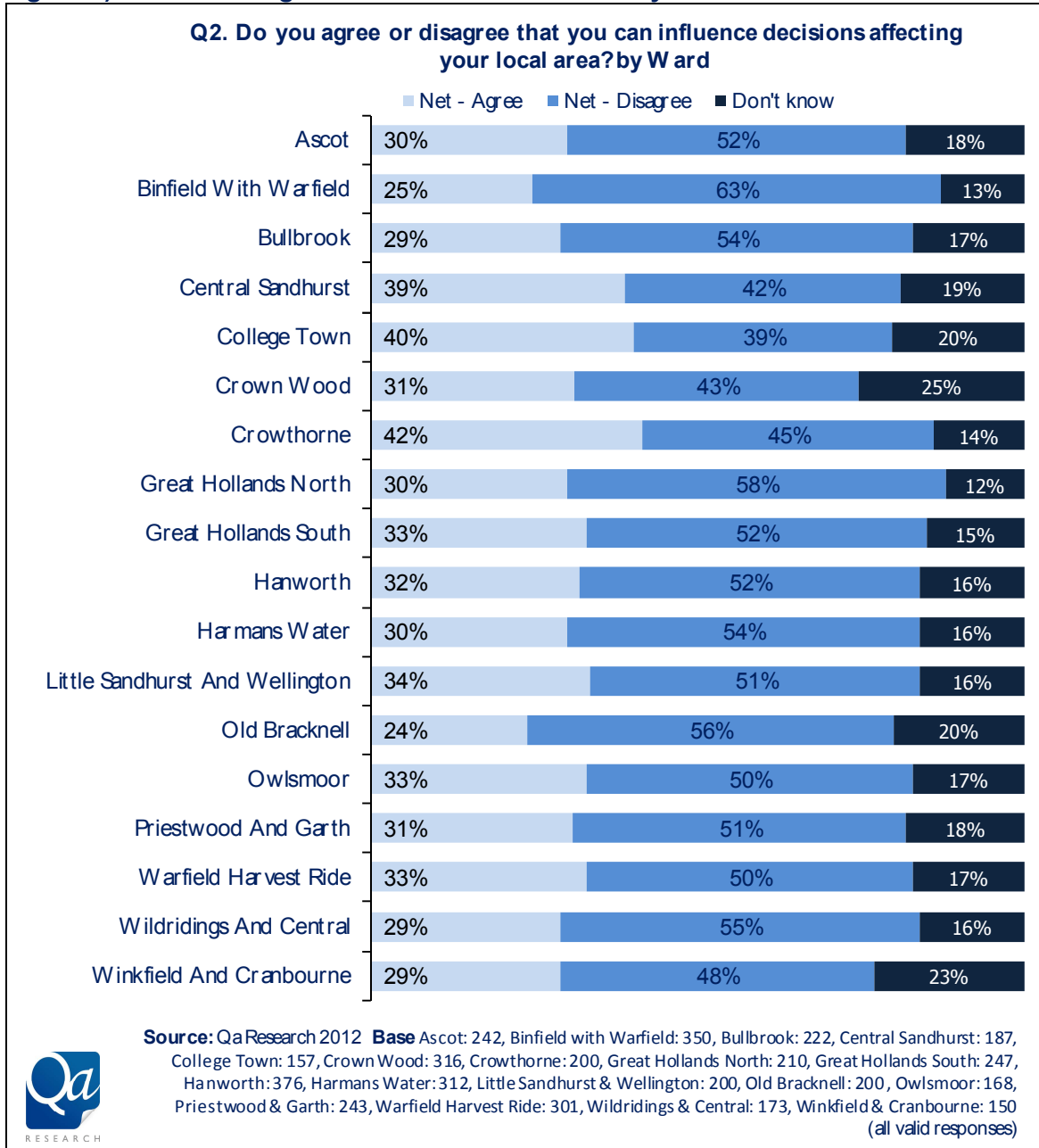
Figure 5). Influencing decisions in the local area by age



In general, the older the respondents the more likely they were to agree that they could influence decisions in their area. Younger respondents were significantly more likely than older respondents to indicate they 'don't know' whether they can influence decisions (27% among 16-24 years and 26% among 24-34 years). Similar to the difference between white and BME respondents, this could be suggesting that these groups of residents are unsure of how to get involved in decision making in their local area.

Differences in opinion by ward are shown in the chart below.

Figure 6). Influencing decisions in the local area by ward

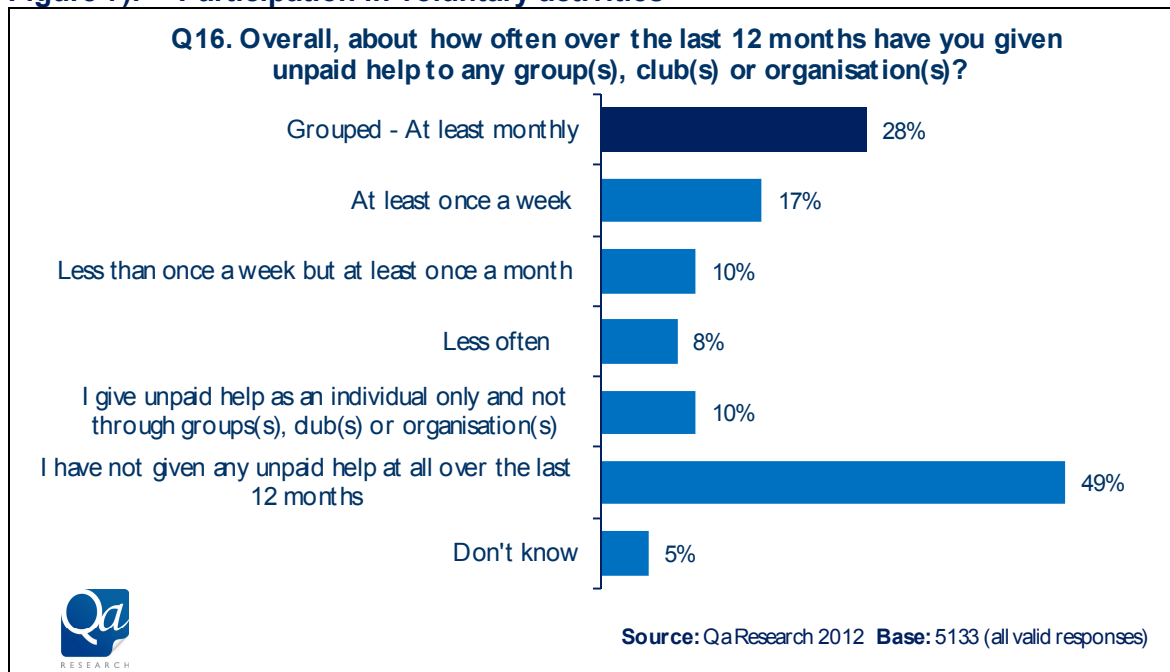


Respondents' agreement that decisions in their local area could be influenced was highest in Crowthorne (42%), College Town (40%) and Central Sandhurst (39%), and was lowest in Binfield with Warfield (25%) and Old Bracknell (24%).

4.2.2 Involvement in volunteering activities

Residents were asked to indicate whether or not they were regularly participating in 'formal' volunteering activities, where they were giving unpaid help to any groups, clubs or organisations. The following chart demonstrates the results.

Figure 7). Participation in voluntary activities



Just under half (49%) of all respondents indicated that they had not given any unpaid help over the past 12 months. Just over a quarter (28%) indicated they give unpaid help at least once a month. A tenth (10%) of respondents indicated they do provide unpaid help, however the help is provided as an individual rather than as part of any club, group or organisation.

These results were comparable to those seen nationally. Data from the citizenship survey 2009-10 indicates that around 28% of adults undertake formal volunteering activities at least once a month¹.

In the 2008 Place Survey 21% of residents in Bracknell indicated they were volunteering at least once a month, with 59% of residents indicating they had not given any help at all in the past 12 months. Whilst this indicates there has been an increase in the levels of volunteering over the past 4-5 years, care needs to be taken when interpreting these results. As the following information demonstrates, older individuals are more likely to be volunteering, and the high proportion of older respondents to the most recent survey may be influencing responses.

Demographic differences

¹webarchive.nationalarchives.gov.uk/20120919132719/http://www.communities.gov.uk/documents/statistics/pdf/1547056.pdf

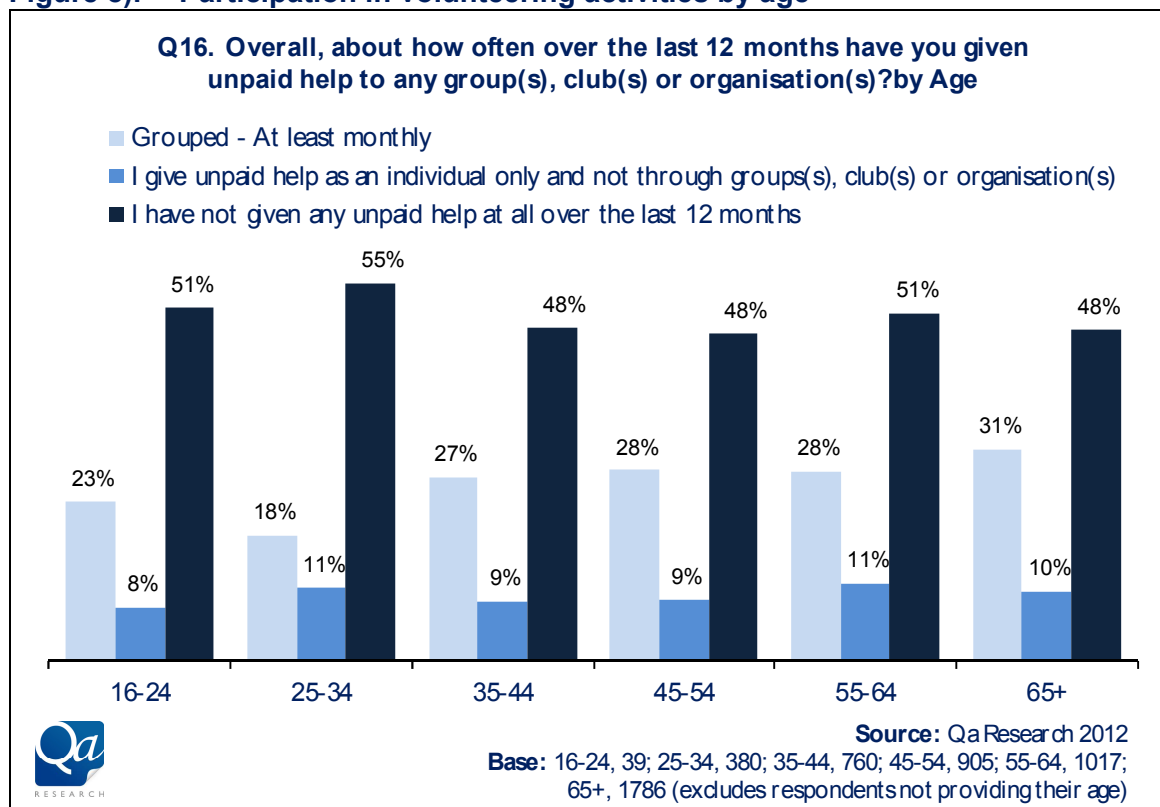
There was little difference in volunteering levels between males and females. Nationally, females are more likely to be volunteering than males; however the difference is generally small.

White respondents were significantly more likely to be regularly (at least monthly) participating in formal volunteering activities compared to BME respondents (28% to 19%). This trend is also prevalent when looking at volunteering levels nationally, however further research on nationally available data has demonstrated that this difference between white and BME respondents reduces once socio-economic factors are taken into account. This survey lacked the socio-economic data to perform a similar analysis to see if this was the case at the Bracknell Forest level, however it is worth exercising caution when interpreting this result.

Perhaps unsurprisingly, those individuals who were not religious were more likely to have not undertaken any type of voluntary activity in the past 12 months (53%) compared to religious individuals (48%). This is likely to be as a result of religious individuals participating in voluntary activities through their church.

The age of respondents appeared to be significantly associated with volunteering levels. The following chart demonstrates the proportions of respondents undertaking formal volunteering at least once a month, informal volunteering and the proportion who have undertaken no voluntary activity in the past 12 months by age group.

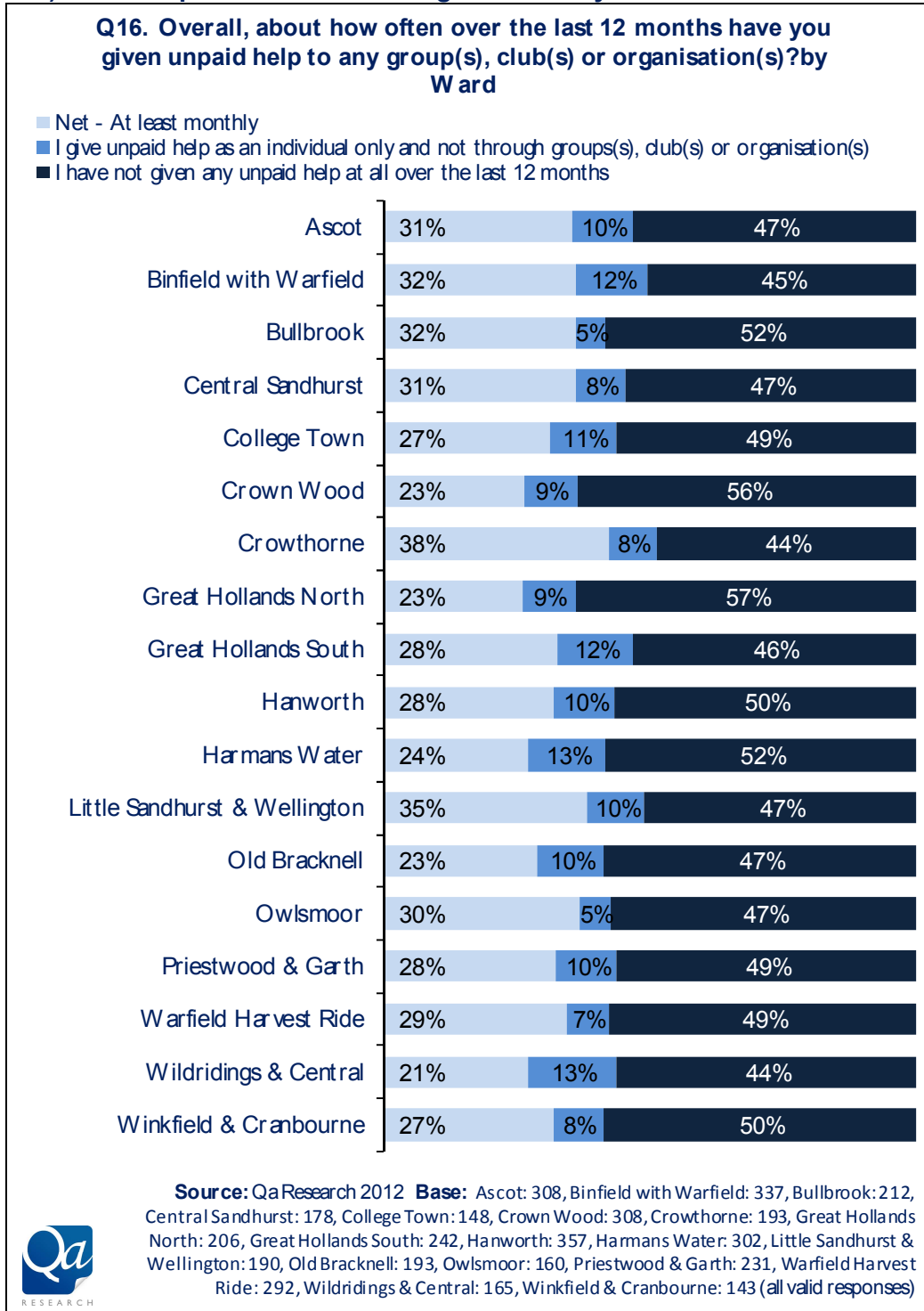
Figure 8). Participation in volunteering activities by age



Regular, formal volunteering levels were lowest among respondents aged 25-34 (18%); this group was also most likely to not have undertaken any voluntary activity at all in the past 12 months (55%). The oldest respondents (those aged 65+) were most likely to be participating in regular voluntary activities (31%).

The following chart demonstrates the proportions of respondents undertaking formal volunteering at least once a month, informal volunteering and the proportion who have undertaken no voluntary activity in the past 12 months by ward.

Figure 9). Participation in volunteering activities by ward



Regular, formal volunteering levels were highest among respondents in Crowthorne (38%) and Little Sandhurst & Wellington (35%).

They were lowest in Wildridings & Central (21%), Crown Wood, Great Hollands North and Old Bracknell (all 23%).

4.3 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.

4.3.1 Satisfaction with local area

The first part of this sub-section explores respondent satisfaction with their local area as a place to live. The perception of respondents with regards to people getting on well together in their local area is discussed along with perceptions of the best things about living in the Borough.

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 10). Satisfaction with the local area as a place to live



The majority of all residents indicated they were satisfied with their local area as a place to live (85%), with just 7% indicating they were dissatisfied.

The satisfaction level seen in the most recent survey has increased slightly from that seen in 2009, where 83% of residents indicated they were satisfied with their local area as a place to live. However it is worth bearing in mind that the most recent survey had a higher proportion of older respondents, and these respondents are more likely to indicate higher levels of satisfaction (as demonstrated on the following page) and this may be driving the difference between the surveys.

There was a large level of association between those who were satisfied with their local area as a place to live and those who felt they can influence decisions in their local area. Among respondents who agreed they could influence decisions in their area, 96% were also at least satisfied with their area as a place to live. This compared to satisfaction levels of 78% among those who disagreed they can influence decisions in their area.

Demographic differences

Females were significantly more likely to be satisfied with their local area than males, although the difference was slight (87% satisfied compared to 84%).

There was little difference in satisfaction levels between respondents from different ethnic groups.

There was a small, yet significant, difference between religious and non-religious residents in terms of satisfaction with the local area, with individuals describing

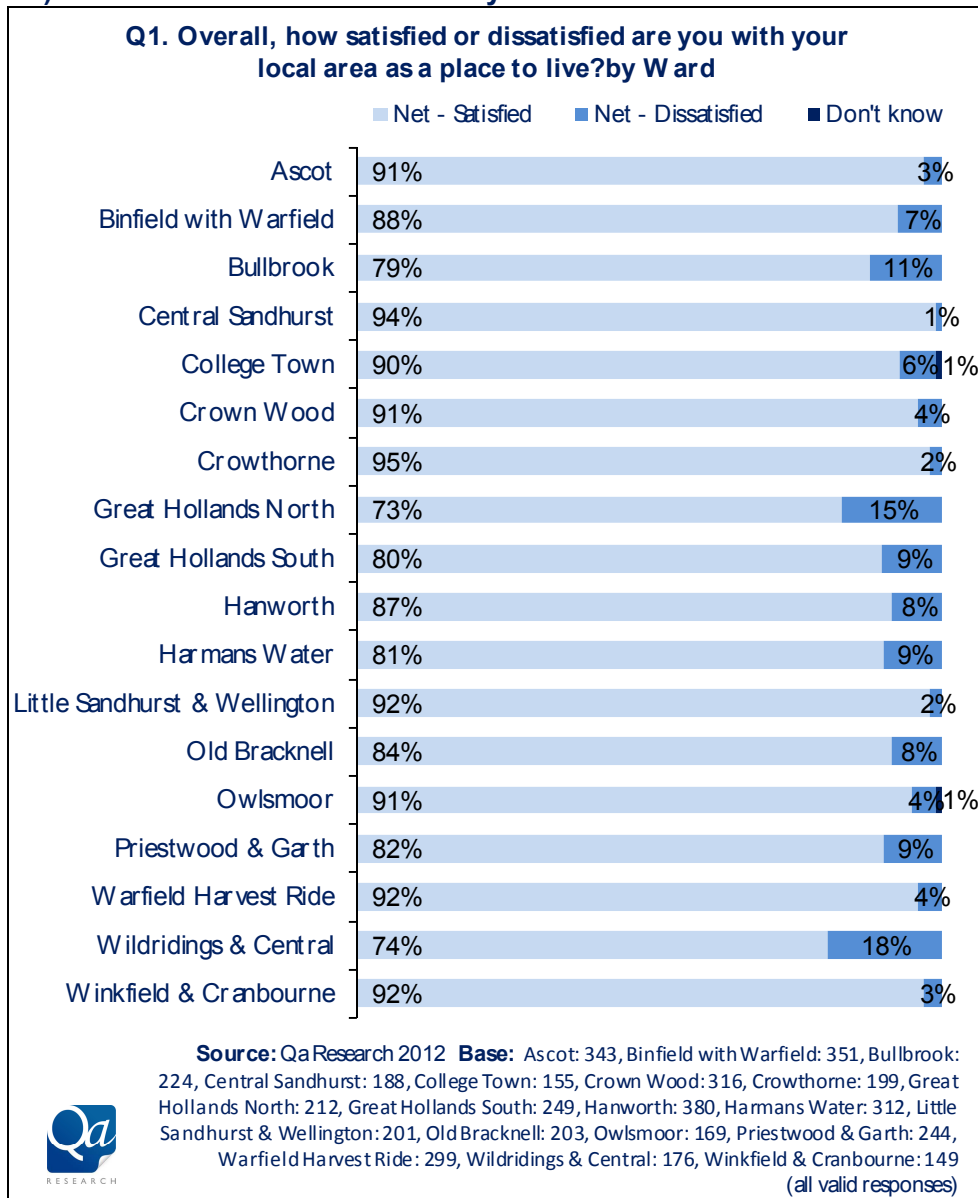
themselves as having no religion more likely to be dissatisfied (9%) than those who indicated they belonged to a particular religious group (7%).

There were some minor differences in satisfaction levels between individuals of different age groups. Younger respondents (those under 35) and those approaching retirement age (55-64) were generally those most likely to demonstrate the highest levels of dissatisfaction (11% and 8% dissatisfaction respectively).

As shown in the chart below, satisfaction with the local area as a place to live was highest among respondents in Crowthorne (95%) and Central Sandhurst (94%).

Satisfaction was lowest in Great Hollands North (73%), Wildridings & Central (74%), and Bullbrook (79%).

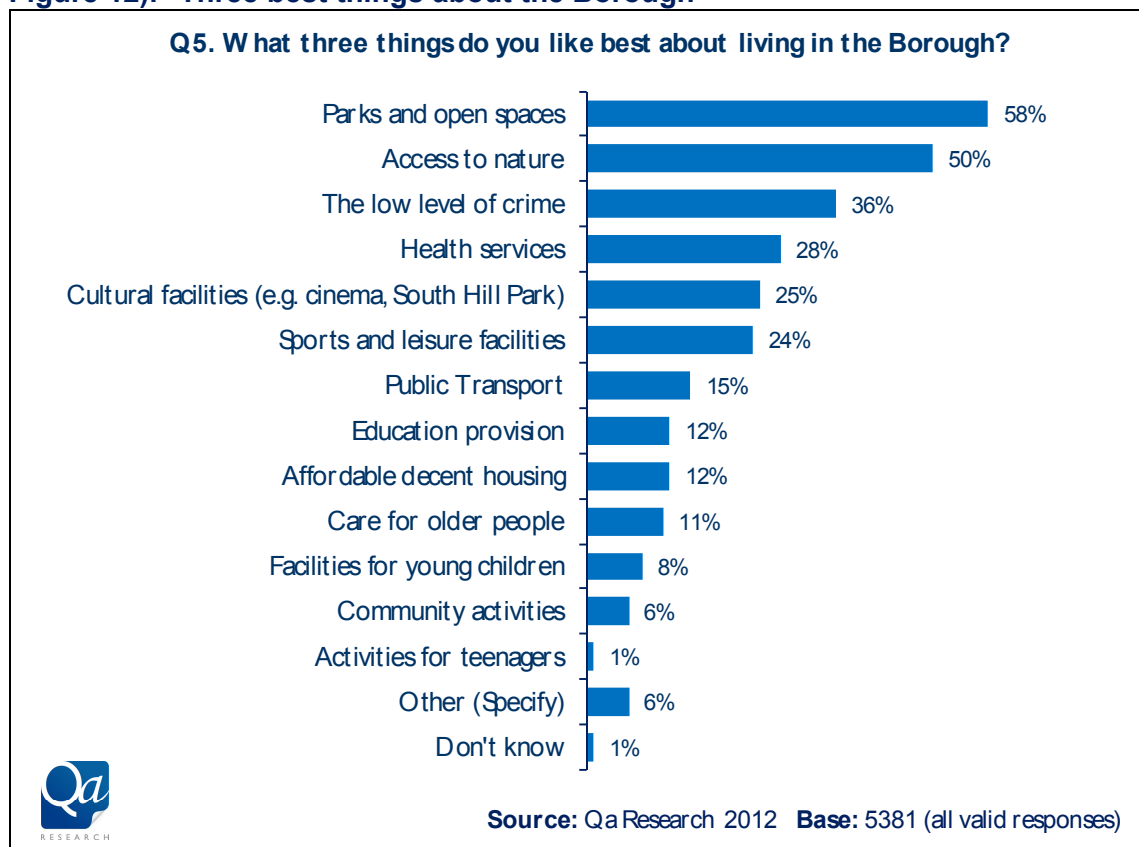
Figure 11). Satisfaction with local area by ward



4.3.2 Perception of the best things about the Borough

Respondents were asked to indicate the three things they liked best about living in the Borough. A list was provided from which residents could select responses. The following chart displays the results.

Figure 12). Three best things about the Borough



The most popular answers related to access to green space and the countryside ('parks and open spaces' 58%, 'access to nature' 50%). Respondents were least likely to rate activities and facilities to entertain younger residents as the best aspect of living in the borough ('Activities for teenagers' 1%, 'community activities' 6% and 'facilities for young children' 8%).

These responses were generally very similar to those seen in the 2009 survey, where 'parks and open spaces' and 'access to nature' were also ranked most highly (61% and 63% respectively).

The biggest change since 2009 seems to concern 'the low level of crime' in the borough. In 2009, 19% rated this element as being one of the best things (an overall ranking of 6), whereas in 2012 this had risen to 36% and a ranking of 3.

Demographic differences

There were some significant differences between the genders. Females were more likely than males to consider 'access to nature' (53% to 48%); 'community activities' (7% to 4%); 'cultural facilities' (27% to 21%); 'facilities for young children' (10% to 6%); and 'parks and open spaces' (60% to 56%) as being the best things about the borough, whereas males were more likely to mention 'the low level of crime' (41% to 32%).

There was not a huge level of difference between white and BME residents. White residents were slightly more likely to see the 'cultural facilities' (25% to 20%) and 'parks

and open spaces' (59% to 49%) as the best things about the Borough than BME residents, whereas BME residents were more likely to mention 'education provision' (21% to 12%) and 'public transport' (22% to 15%).

There were also numerous differences between religious and non-religious residents in terms of opinions regarding the best things about the Borough. Residents describing themselves as having no religion were more likely to indicate that 'access to nature' (55% to 49%); 'cultural facilities' (29% to 23%); 'facilities for young children' (10% to 8%); 'parks and open spaces' (62% to 57%); and 'sports and leisure facilities' (27% to 23%) were the best things about the Borough than those who indicated they belonged to a religious group. Religious residents were more likely to indicate 'care for older people' (11% to 6%); 'health services' (30% to 18%); and 'public transport' (16% to 11%) were the best things about the borough.

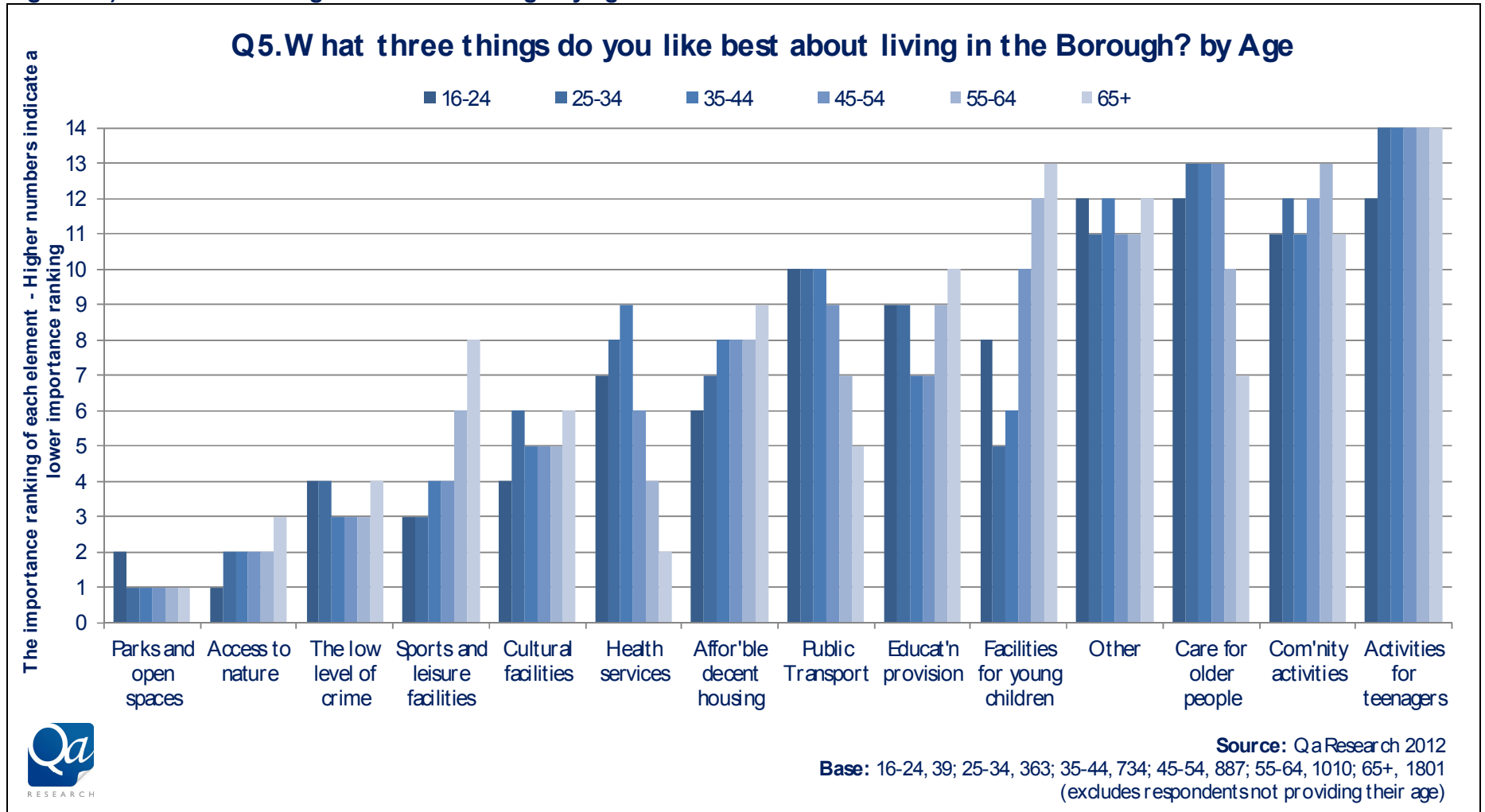
Those residents aged 55+ were significantly more likely to indicate they belonged to a religious group than resident aged under 55 (83% compared to 74%), and it is likely that this may have been influencing the difference between religious and non-religious residents. There were a number of significant differences between respondents of different age groups. In order to highlight these differences, the chart on the following page displays the ranking of the various elements of the Borough and shows how these rankings differ across residents from different age groups.

As the chart demonstrates, younger respondents (the darker lines) tended to rate elements concerned with younger children and teenagers as being more important, for instance for those respondents aged 25-34 'facilities for young children' was the 5th best thing about living in the borough, whereas for respondents aged 65+ it was the 13th best thing. Most likely this is being driven by respondents with younger children.

Older respondents tended to feel that elements such as 'health services' and 'care for older people' were the best things about the Borough. For instance, for respondents aged 65+ 'health services' were seen as the 2nd best thing about the Borough.

Generally, respondents were more likely to rate aspects of the Borough as being the better if they were important to them. Despite this, 'parks and open spaces' and 'access to nature' were consistently rated as being the best things about the Borough by all respondents regardless of their age.

Figure 13). Three best things about the Borough by age

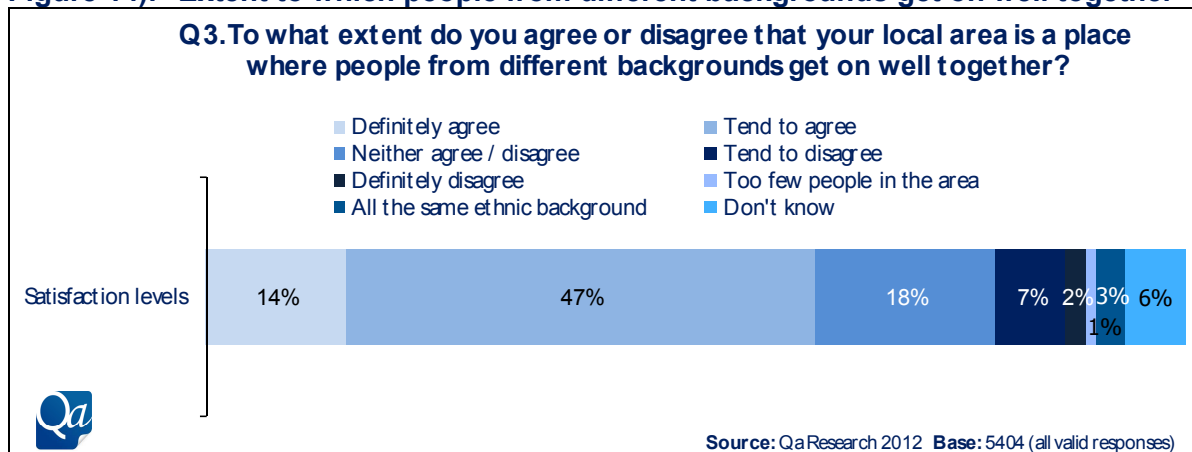


4.3.3 Community cohesion in residents' local area

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 14). Extent to which people from different backgrounds get on well together



While over half (62%) of all respondents agreed that people from different backgrounds in their local area got on well together, there were around a tenth (9%) of residents who disagreed that this was the case.

Unsurprisingly, those residents who were satisfied with their local area as a place to live were much more likely to agree that people from different backgrounds in their local area got on well together (67%) than residents dissatisfied with their local area (26%).

In the 2008 Place Survey and the 2006/7 BVPI Survey, 82% of respondents indicated that people from different backgrounds get on well together in their local area, with 18% disagreeing that people from different backgrounds get on well together. However recalculating responses to the most recent survey to enable comparisons shows that 87% of residents agreed that individuals in their local area treated each other with respect and consideration, with 13% disagreeing. This is a significant improvement.

It is worth bearing in mind that the 2008 survey results were calculated with the exclusion of a number of response fields (i.e. 'all the same ethnic background', 'too few people in the area' or 'neither agree/ disagree' were removed from the question calculation to meet national specifications), therefore responses are not directly comparable.

Demographic differences

Males were slightly more likely than females to disagree that people from different backgrounds get on well together in their local area (11% compared to 8%).

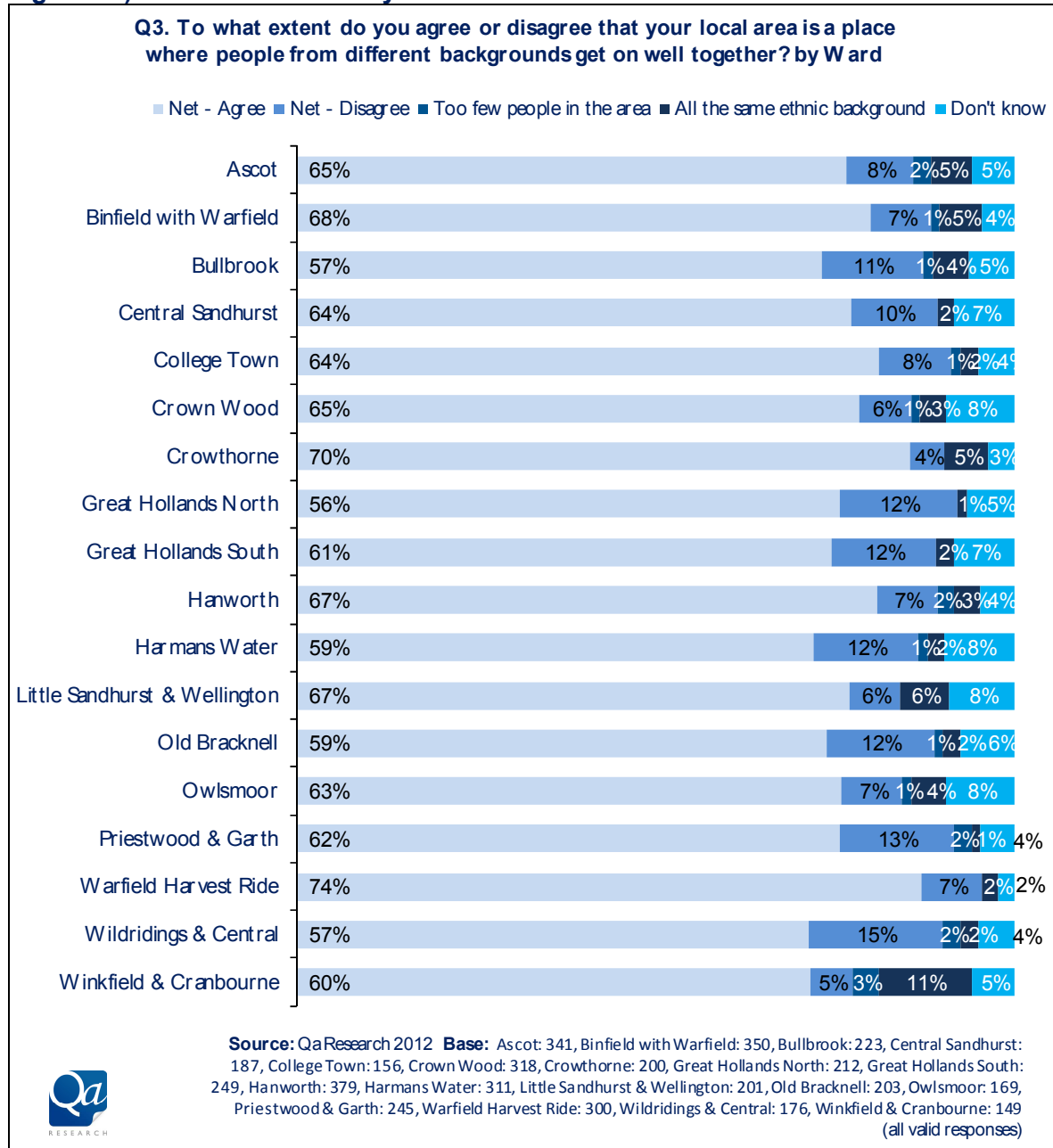
Interestingly, BME respondents were more likely than white respondents to agree that their local area is a place where people from different backgrounds get on well with one another (69% to 62%).

Residents who indicated they were religious were also more likely to agree with this statement than non-religious residents (63% to 58%). This was particularly true among Hindu (77%) and Muslim (83%) respondents.

There were minimal differences between respondents of different ages.

The chart below shows how well people from different backgrounds get on together by ward.

Figure 15). Social cohesion by ward

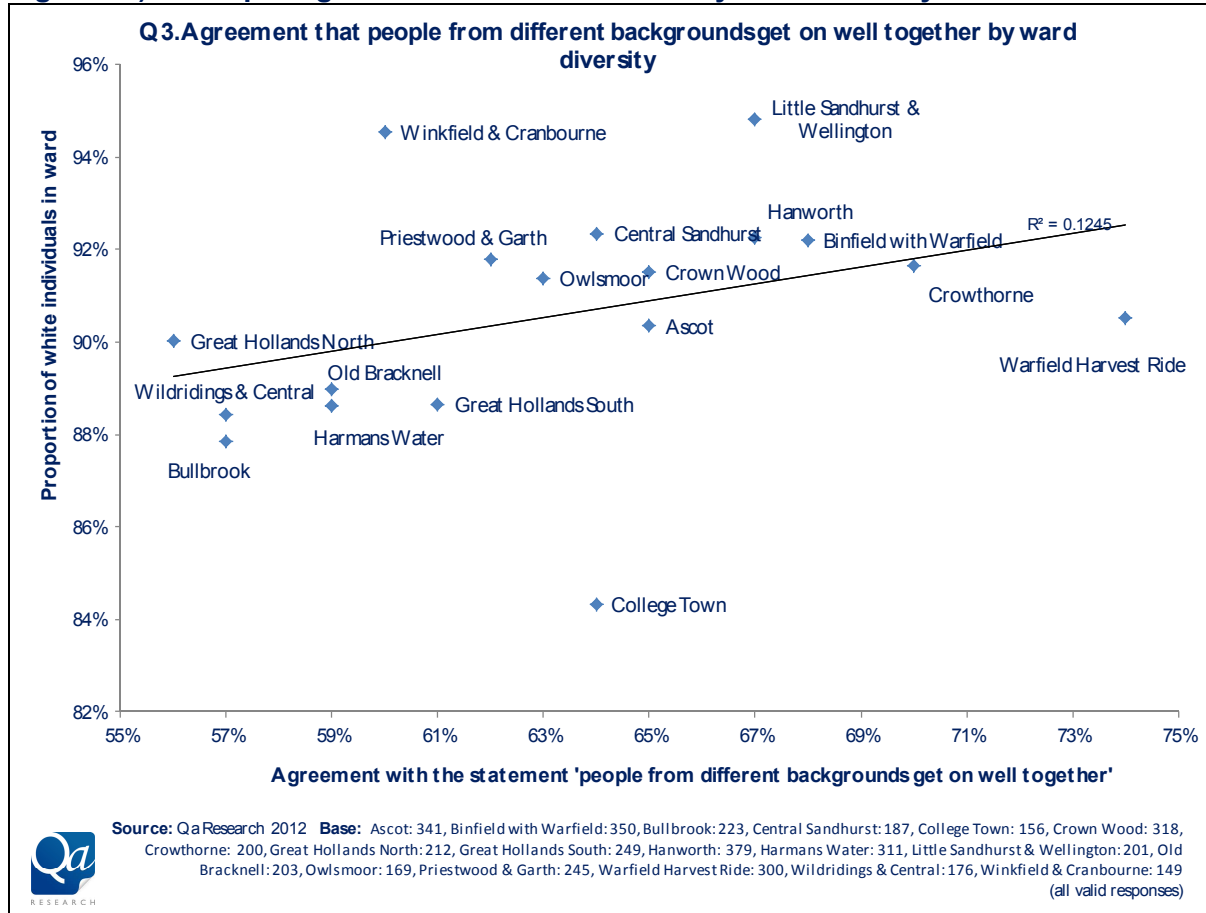


Agreement that people get on well was highest in Warfield Harvest Ride (74%), Crowthorne (70%), and Binfield with Warfield (68%).

Agreement was lowest in Great Hollands North (56%), Wildridings & Central (57%), Bullbrook (57%), Old Bracknell and Harmans Water (both 59%).

The proportion of respondents from BME/ non BME groups in each ward may have a bearing on these findings; respondents in Harmans Water were more likely to belong to a BME group (4%) than those in Winkfield & Cranbourne (1%). To explore this further, the following chart compares the proportion of people who agree that people in their local area treat each other with respect and consideration within each ward, by the proportion of white respondents living within the ward.

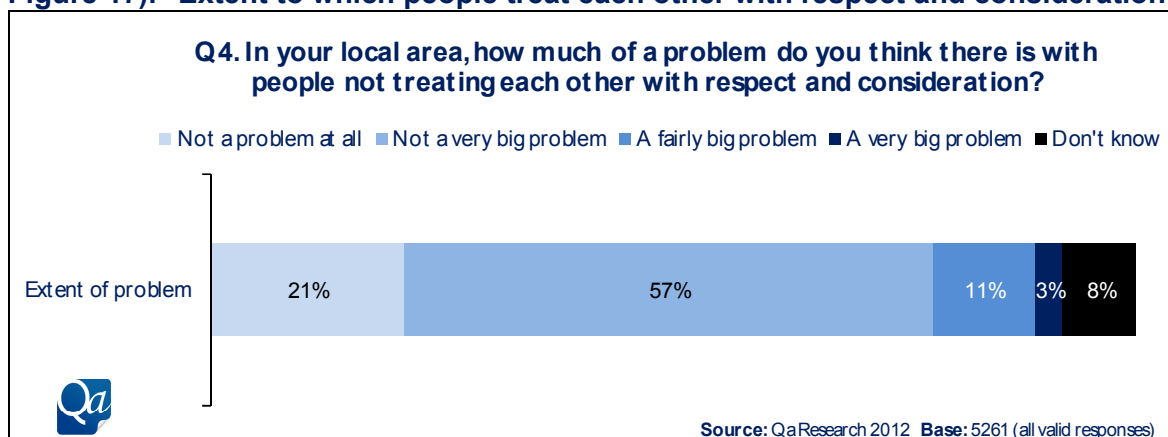
Figure 16). Comparing social cohesion in wards by ward diversity



As the chart demonstrates there is a slight, positive trend between levels of agreement that people from different backgrounds get on well together and the proportion of white respondents within the ward. Wards where there were higher proportions of BME respondents were more likely to exhibit lower levels of agreement with the statement regarding how all people from different backgrounds get on well together. However the trend was not particularly strong ($R^2=0.106$), and for wards such as College Town, where the high proportion of Nepalese residents meant high diversity levels (11.8% of College Town residents defined themselves as 'Asian' on the most recent census), agreement levels were around average (64%).

The following 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



The majority of residents (78%) felt that there was little problem with people not treating each other with respect within their local area; a minority of residents (14%) considered this to be a problem. This was a significant improvement over the 30% who found this to be a problem in the 2008/9 Place Survey, and the 48% who found it to be a problem in the 2006/7 BVPI Survey. However, as the following results demonstrate, older respondents were less likely to indicate that people not treating each other with respect and consideration was a problem. The higher proportion of older respondents in the most recent survey may be influencing results.

There was a strong degree of association between those residents who felt that people from different backgrounds get on well together and those who felt there was no problem with people not treating each other with respect and consideration. Around nine tenths (88%) of those who agreed that people got on well together also felt there was little problem with people not treating each other with respect, this compared to 7% who felt there was a problem.

Additionally, individuals satisfied with their local area as a place to live, were significantly less likely to feel that people not treating each other with respect and consideration was a problem in their local area. Around a tenth (10%) of people satisfied with their local area considered this to be a problem compared to half (50%) of those dissatisfied with their local area.

Demographic differences

Males were more likely to consider that people not treating each other with respect and consideration was a problem than females (15% to 13%). This was perhaps unsurprising given that males were more likely than females to disagree that people from different backgrounds got on well together.

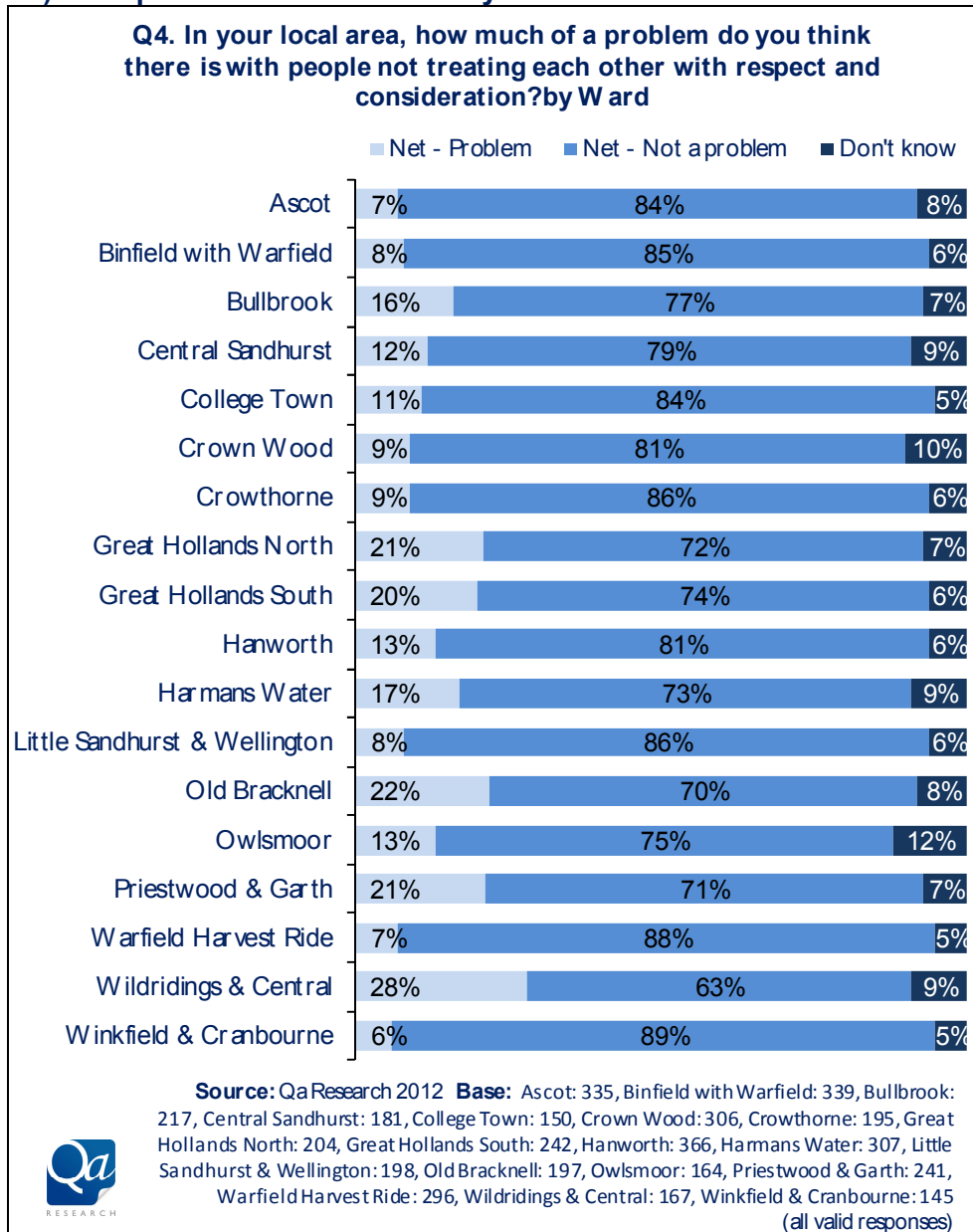
There was little difference in the responses to this question between the various ethnic groups and religious groups.

There were some differences by age groups. Generally, the younger the respondent the more likely they were to consider that people not treating each other with respect and consideration was a problem in their local area. Among respondents under the age of 35,

22% considered this a problem. This compared to 15% among respondents aged 35-64 and 12% in respondents aged 65+.

The following chart demonstrates the proportion of respondents agreeing that residents treated each other with respect and consideration by ward.

Figure 18). Respect and consideration by ward



Thinking that people not treating one another with respect and consideration was 'not a problem' was highest in Winkfield & Cranbourne (89%), Warfield Harvest Ride (88%), Little Sandhurst & Wellington (86%), Crowthorne (86%), and Binfield with Warfield (85%).

Respondents from these wards, apart from those from Warfield Harvest Ride, were more likely than respondents from other wards to be 'English/Welsh/Scottish/Northern Irish/British'; this may have a bearing on their views on this measure.

Thinking that people not treating one another with respect and consideration was 'a problem' was highest in Wildridings & Central (28%), Old Bracknell (22%), Priestwood & Garth (21%), and Great Hollands North (21%).

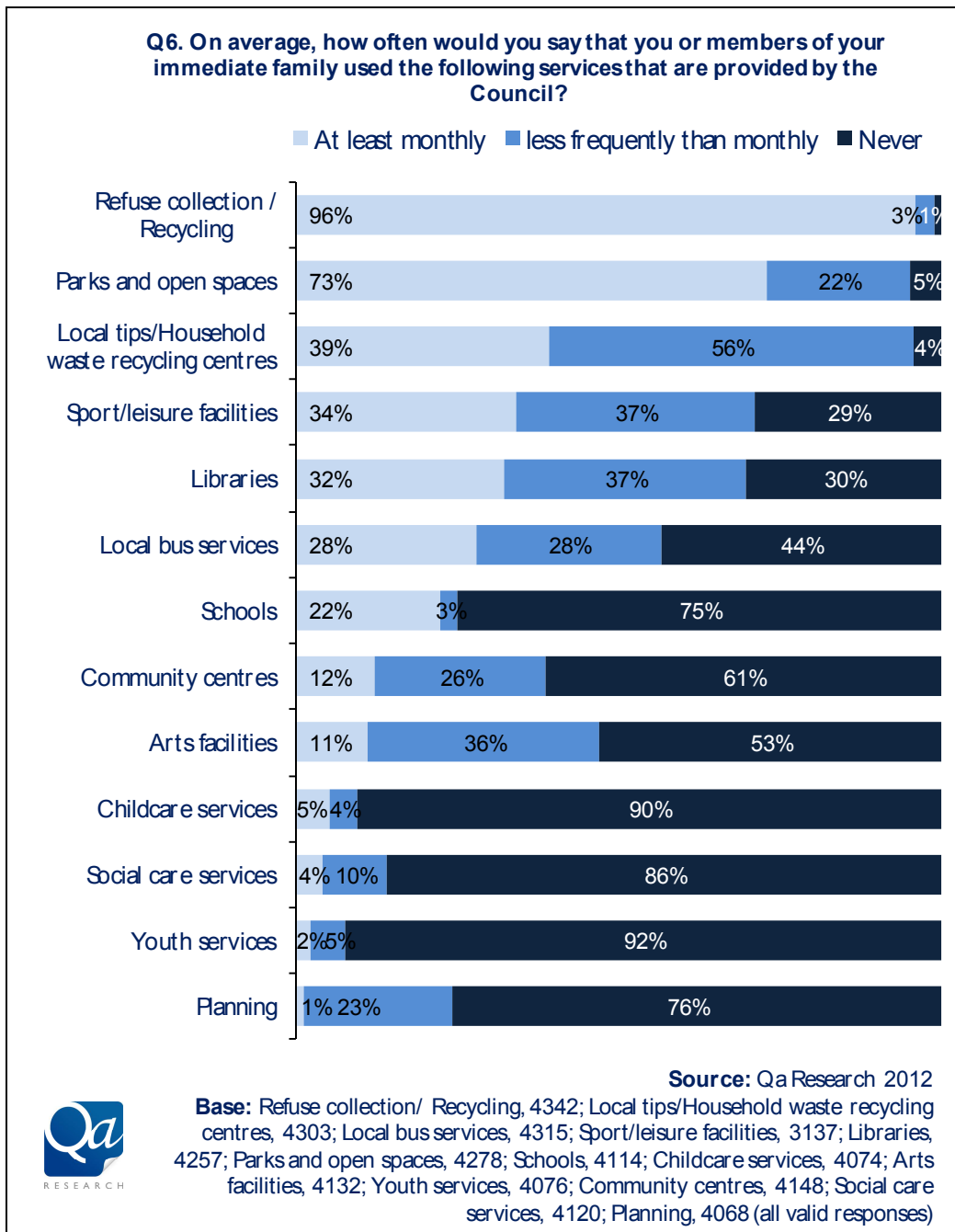
4.4 Use of and satisfaction with specific Council services

Respondents provided details of the Council services they used and the frequency with which they were using these services. Following on from this, respondents provided details on their satisfaction with these services.

4.4.1 Use of specific Council services

The following chart demonstrates the frequency with which individuals are using a variety of Council-provided services.

Figure 19). Frequency of using Council-provided services



On average respondents were using just under 3.5 of these services on at least a monthly basis.

The most frequently used services were refuse collection/recycling, where 96% of residents were using these services at least once a month, 82% of respondents using the services once a week and 9% of residents using them every day.

Although just less than three quarters (73%) of residents were using parks and open spaces at least once a month, 19% of residents were using these spaces at least once a day. This was the second highest daily usage rate among any of the services highlighted, second only to schools, where the daily usage rate was 21%.

The least frequently used services were youth services, where 92% of residents indicated they had never used these services, childcare services (91%) and social care services (86%). However, it is important to bear in mind that the survey over-represented older residents, and this may be driving the lower usage rates seen for these services in the survey. As the following analysis by demographic groups demonstrates, there are some significant differences between different respondent types.

Demographic differences

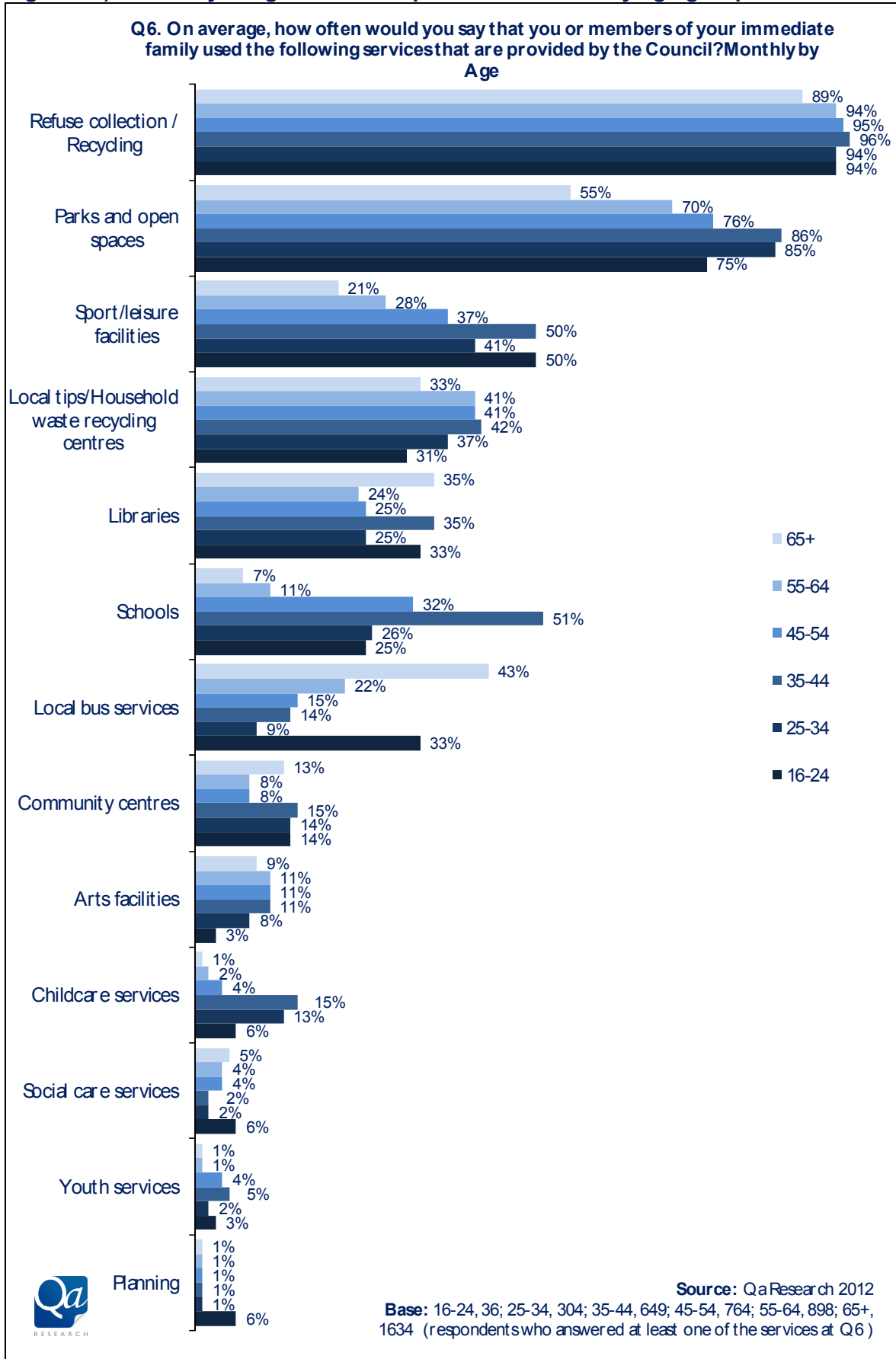
There were a number of differences by gender. Males were more likely than females to be using local tips/ household waste recycling centres on at least a monthly basis (42% to 37%), and planning services (2% to 1%). Females were more likely than males to be using the following services on at least a monthly basis: libraries (34% to 29%); parks and open spaces (75% to 70%); schools (26% to 18%); childcare services (6% to 4%) and community centres (14% to 10%). This possibly reflects general lifestyle differences between males and females, although as this survey did not capture details on economic activity, this is speculation only.

On average females were making use of more of these services than males on a monthly basis (3.48 to 3.32).

BME respondents were more likely than white respondents to be using schools (36% to 22%) and childcare services (11% to 5%) on at least a monthly basis, whereas white respondents were more likely to be using arts facilities (11% to 8%). BME respondents were generally younger than white respondents and this may be influencing this result (55% of BME respondents were under 45 compared to 22% of white respondents).

Clearly then age and (linked to this) life stage are important determiners of the services in use. The following chart explores the percentage of respondents from each age group that are using each of these services on at least a monthly basis.

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



Respondents aged 35-44 were those most likely to be using schools (51%) on at least a monthly basis, presumably because of their greater likelihood to have children at home. Similarly, childcare services were in greater use among respondents aged 25-34 (13%) and 35-44 (15%).

Younger respondents (aged 16-24) were particularly reliant on the local bus service, with 33% of this age group using the bus services on at least a monthly basis. The other age group using the bus service particularly regularly were those aged over 65 (43%), most likely as a result of these residents using their free bus pass.

The highest use of social care services was also demonstrated by the youngest (16-24; 6%) and oldest respondents (65+; 5%).

There were some differences in how frequently respondents in different wards reported using council services. The top three services used at least monthly are shown on the following table by ward. The most frequently used service in all wards was 'refuse collection/recycling', however there was some variation by ward in the second and third most frequently used services.

Figure 21). Use of Council-provided services by ward

Ward	Services appearing in the top three most frequently used (activities done at least monthly)											
	Refuse collection/ Recycling		Parks and open spaces		Local tips/ Household waste recycling centres		Sport/ leisure facilities		Libraries		Local bus services	
	Pos 1-3	%	Pos 1-3	%	Pos 1-3	%	Pos 1-3	%	Pos 1-3	%	Pos 1-3	%
Ascot	1	90%	2	57%	3	35%						
Binfield with Warfield	1	94%	2	66%	3	45%						
Bullbrook	1	93%	2	68%	3	41%						
Central Sandhurst	1	94%	2	77%					3	37%		
College Town	1	95%	3	74%	2	32%						
Crown Wood	1	93%	2	70%			3	34%				
Crowthorne	1	94%	2	68%					3	47%		
Great Hollands North	1	91%	2	72%							3	41%
Great Hollands South	1	95%			2	42%					3	35%
Hanworth	1	93%	2	72%							3	39%
Harmans Water	1	91%	2	71%	3	38%						
Little Sandhurst & Wellington	1	92%	2	67%	3	35%						
Old Bracknell	1	95%	2	78%	3	43%						
Owlsmoor	1	96%	2	72%	3	31%	3	31%				

Priestwood & Garth	1	92 %	2	62 %	3	43 %						
Warfield Harvest Ride	1	96 %	2	81 %	3	45 %	3	45 %				
Wildridings & Central	1	90 %	2	64 %	3	37 %						
Winkfield & Cranbourne	1	91 %	2	62 %	3	36 %						

'Parks and open spaces' was the second most frequently used service in all wards but College Town (where it was the third most used).

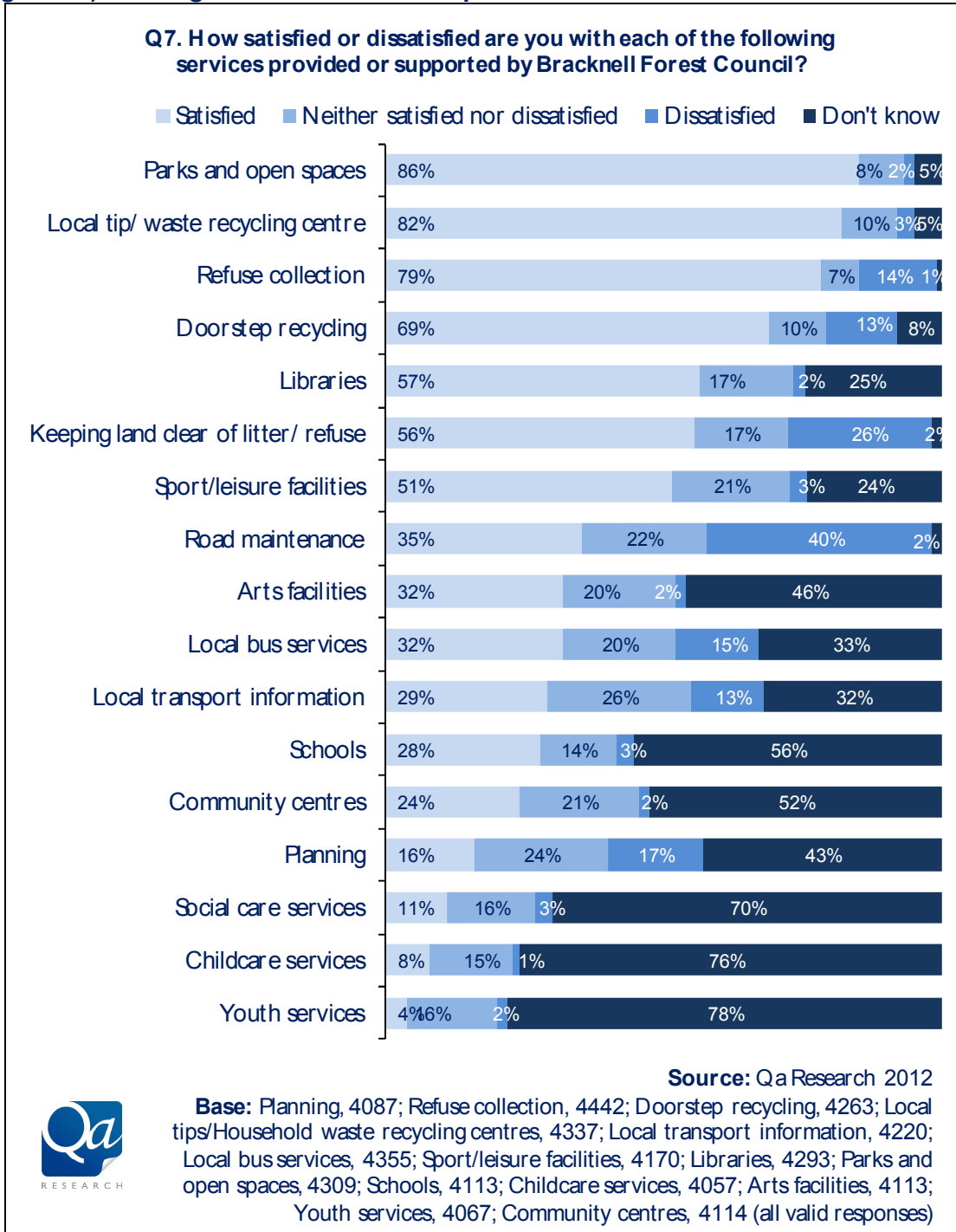
'Local tips/household waste recycling centres' also appears in the top three most frequently used services for all wards apart from:

- Central Sandhurst: Libraries (3rd)
- Crown Wood: Sport/ leisure facilities (3rd)
- Great Hollands North: Local bus services (3rd)
- Crowthorne: Libraries (3rd)
- Hanworth: Local bus services (3rd)

4.4.2 Satisfaction with specific Council services

Respondents were 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 satisfied to Very dissatisfied. However on the following chart the 'Very satisfied' and 'Satisfied' ratings have been merged together, along with the 'Very dissatisfied' and 'Dissatisfied' ratings for the purposes of clarity.

Figure 22). Rating of satisfaction with specific Council services

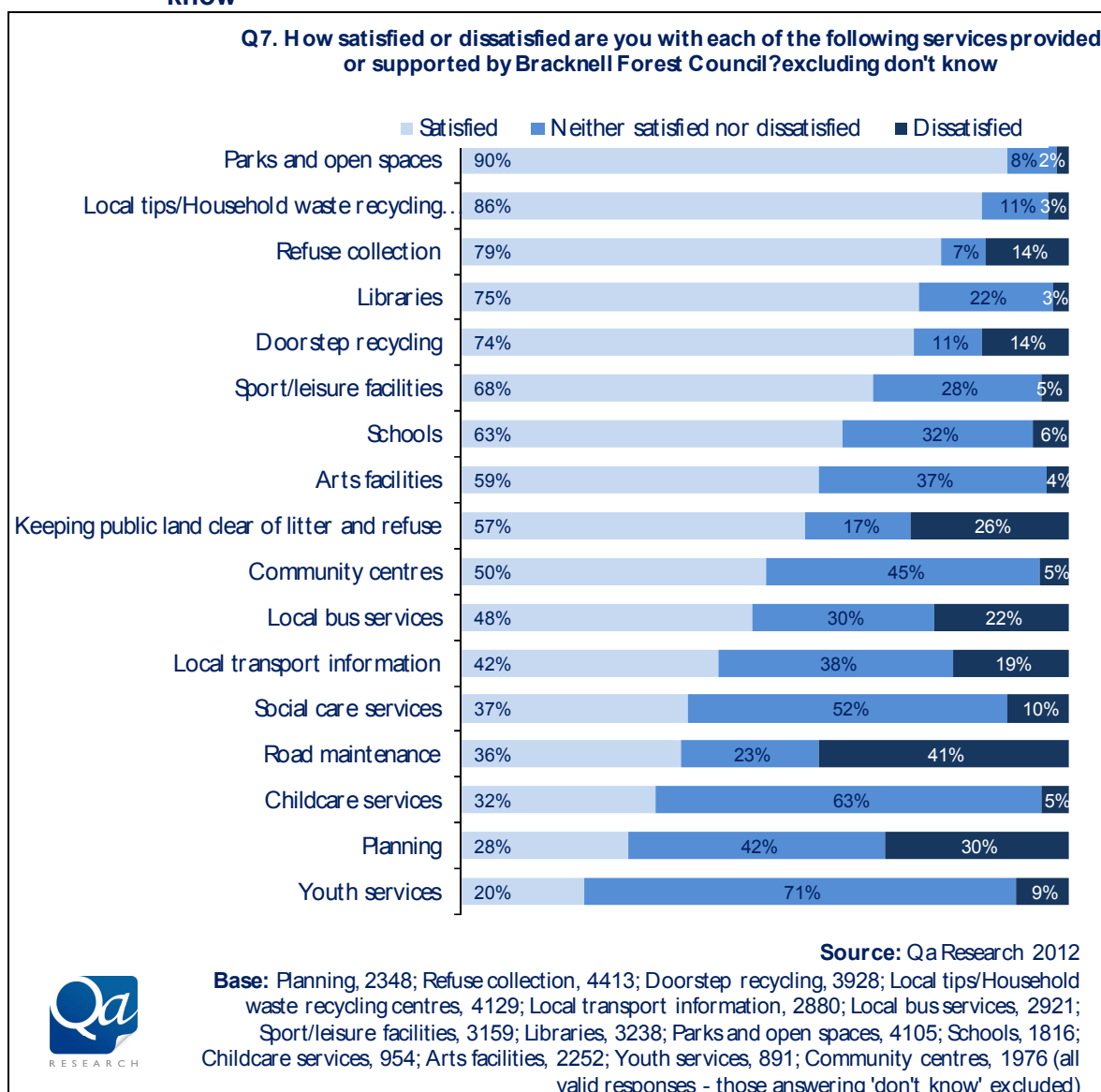


Satisfaction levels were highest for 'parks and open spaces' (86% satisfied) and local tips (82%).

However, there were a high number of 'don't knows' for a number of these services. Unsurprisingly those service areas where the proportion of 'don't knows' is the highest,

such as 'youth services' (78%) and 'childcare services' (76%), corresponds to those areas where usage was low (92% had never used 'youth services' and 90% had never used 'childcare services'). The main exception to this was the 'planning service', where 43% of respondents didn't know how satisfied they were with this service but 76% indicated they had never used this service. This is likely to be because despite individuals not using this service it still has the potential to impact on them, and therefore respondents felt able to rate this service. By excluding those respondents who responded 'don't know' we can gather a more informative understanding of respondent ratings of these services.

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



Looking at this revised chart, the highest rated services remained relatively similar. Services such as 'planning' and 'road maintenance' appeared lower down the chart: indeed 41% of respondents expressing a rating of the 'road maintenance' service indicated they were 'dissatisfied' with the service; with 30% 'dissatisfied' with the 'planning' service. Similar proportions (26%) were 'dissatisfied' with the Council's efforts at undertaking to 'keep public land clear of litter and refuse'.

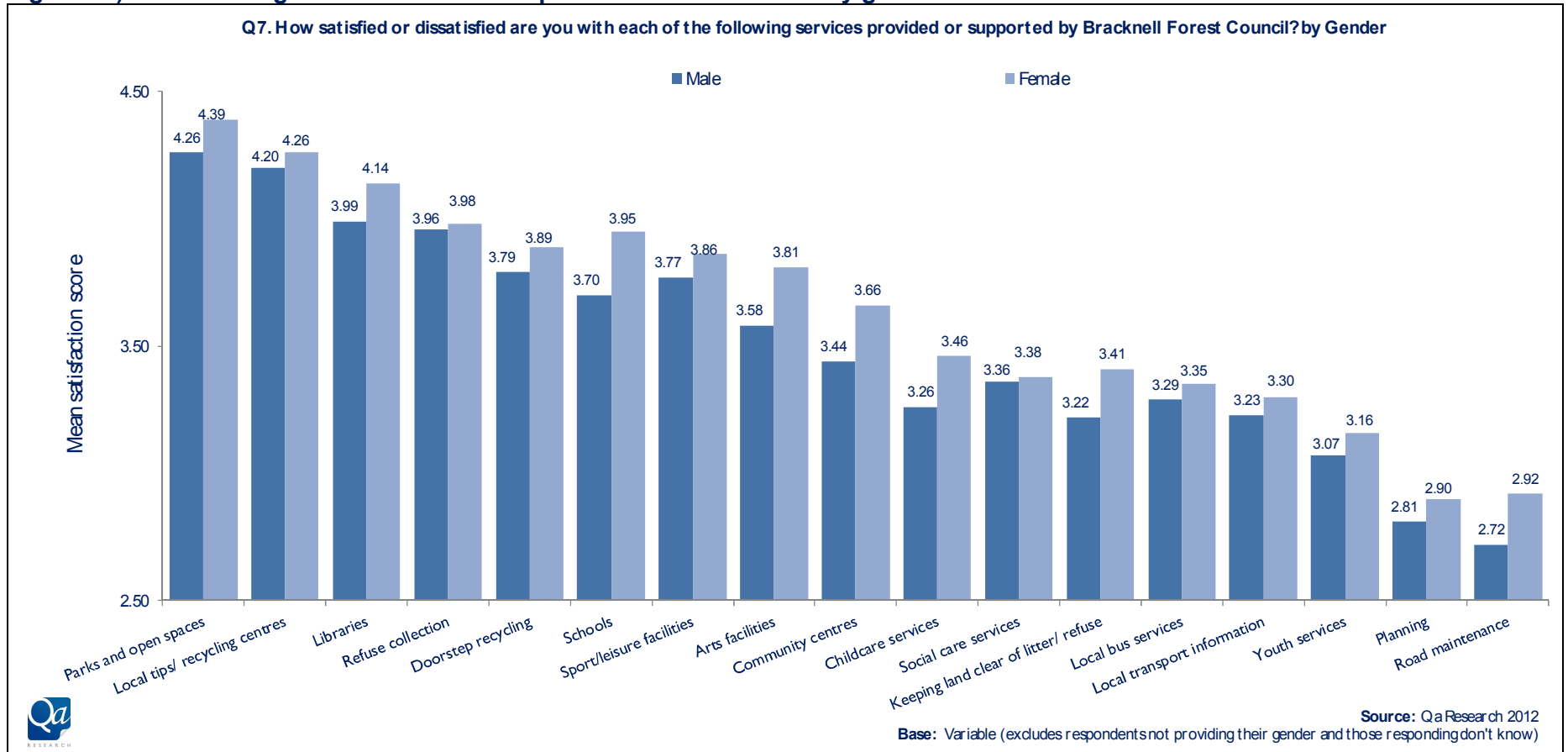
Demographic differences

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.

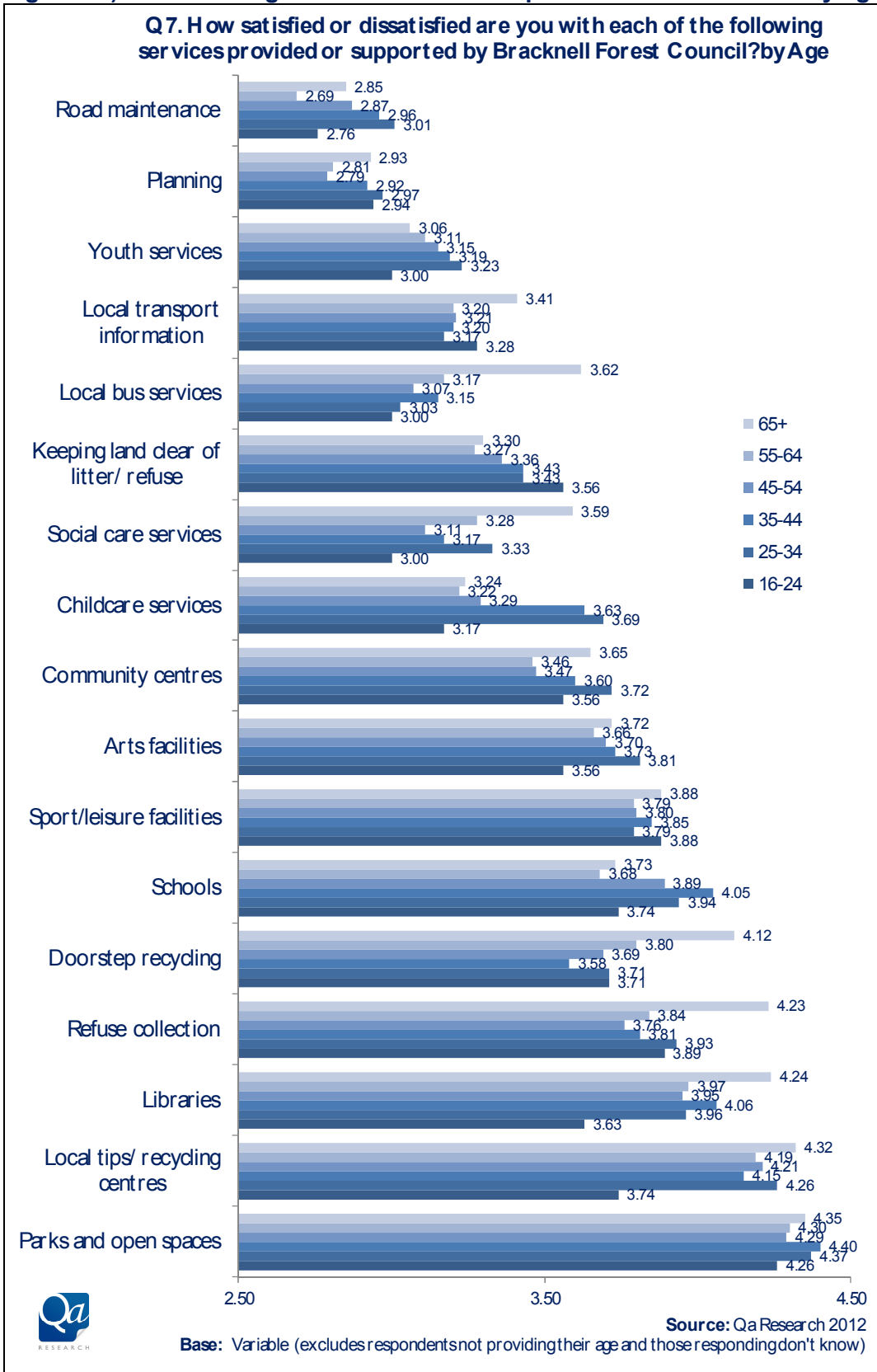
In general female respondents indicated higher levels of satisfaction with the various services than males. This was particularly true in areas such as schools (3.95 to 3.70), arts facilities (3.81 to 3.58) and road maintenance (2.92 to 2.72). There was also a trend for females to be more satisfied than males with those services they were likely to use more often, so childcare services (3.46 to 3.26) and community centres (3.66 to 3.44) were also significantly more likely to be rated more highly by females.

Figure 24). Mean rating of satisfaction with specific Council services by gender



The following chart demonstrates similar information. Here, satisfaction ratings are broken down by age groups.

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



Those services where there was the biggest variance between age groups were local bus services, schools, childcare services, libraries and doorstep recycling. Individuals over the age of 65 were particularly satisfied with local bus service (3.62) compared to respondents in other age groups, most likely as a result of the free bus pass. Young people, who were also large users of the bus service, were one of those age groups giving the bus service the lowest satisfaction rating (3.00).

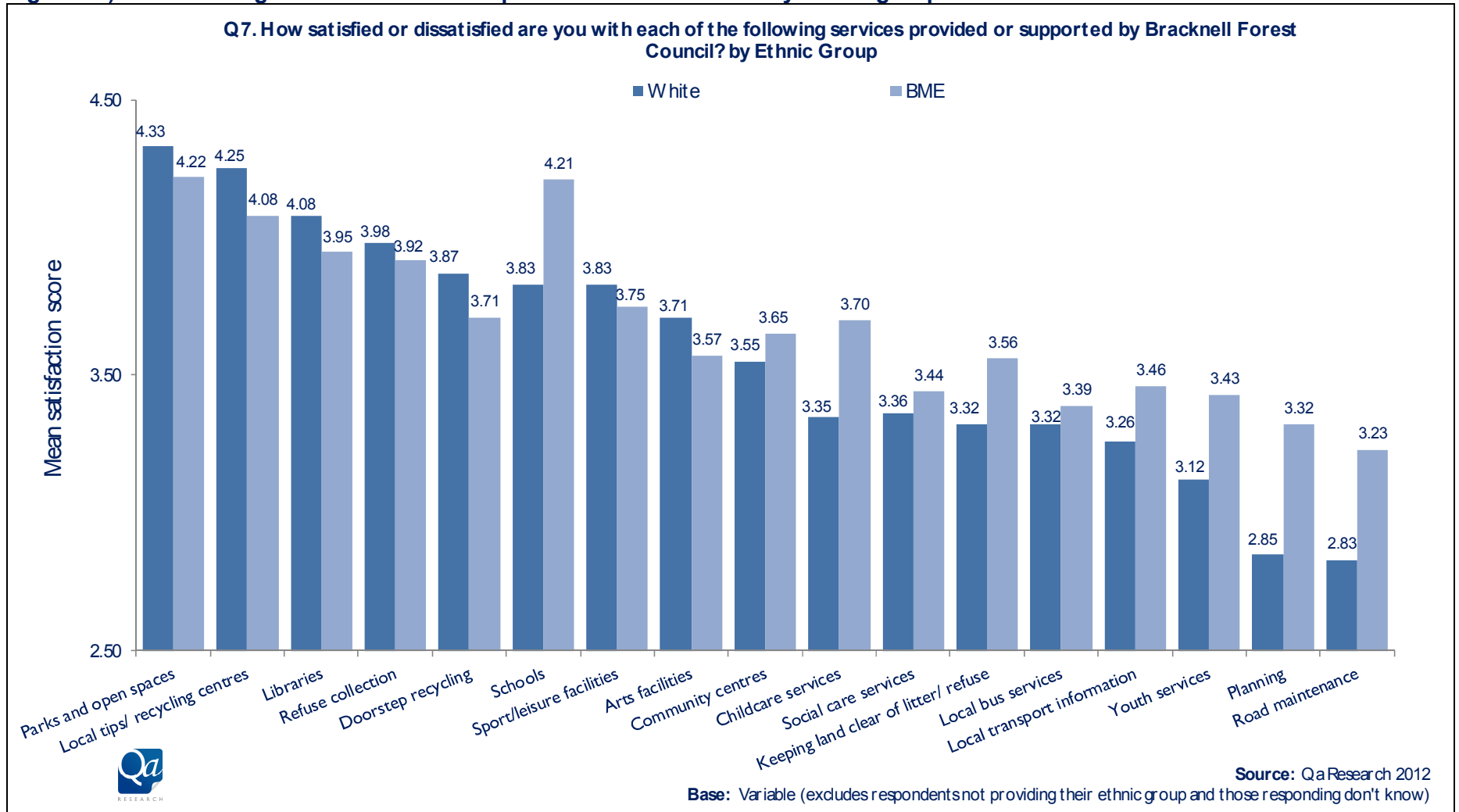
There were a number of other areas where the oldest respondents demonstrated the highest levels of satisfaction, particularly refuse collection (4.23), libraries (4.24), doorstep recycling (4.12) and social care services (3.59).

The chart on the following page demonstrates the differences in satisfaction levels between white and BME respondents.

There were some significant differences. BME respondents were significantly more satisfied than white respondents with the following services planning (3.32 to 2.85); road maintenance (3.23 to 2.83), youth services (3.43 to 3.12), childcare services (3.70 to 3.35) schools (4.21 to 3.83). White respondents were significantly more satisfied in the area of doorstep recycling (3.87 to 3.71), local tips/ recycling centres (4.25 to 4.08) and arts facilities (3.71 to 3.57).

The differences between those respondents indicating they belong to a religious group and those that indicated they were non-religious were less pronounced, and mainly seemed to be related to the older age of respondents who indicated they were religious. For instance, respondents belonging to a religious group were more likely to indicate higher levels of satisfaction with local bus services than non-religious respondents (3.36 to 3.10). They were also more likely to be satisfied with refuse collection (4.00 to 3.88).

Figure 26). Mean rating of satisfaction with specific Council services by ethnic group



Respondents' satisfaction with services was largely in line with overall findings, however there were some differences by ward, for example in the top three rated services, and the lowest rated service.

'Parks and open spaces' had the highest mean score in all wards (e.g. Central Sandhurst [4.51] and Wildridings & Central [4.19]), apart from the wards listed below (along with the highest scoring service in these wards):

- Binfield with Warfield: 'Local tips/ household waste recycling centres' (4.36)
- Crowthorne: 'Libraries' (4.39)
- Old Bracknell: 'Local tips/ household waste recycling centres' (4.29)

There was slightly more variation in the lowest scoring service. Road maintenance received the lowest score (e.g. College Town (2.60) and Priestwood & Garth (2.94)) with the following exceptions:

- Planning: Binfield with Warfield (2.44), Crown Wood (3.02), Harmans Water (2.81), Old Bracknell (2.76), Warfield Harvest Ride (2.74)
- Local bus services: Crowthorne (2.66)
- Youth services: Winkfield and Cranbourne (2.76)

The top three scoring services in each ward are listed below:

Ascot

Parks and open spaces (4.26)
Local tips/ household waste recycling centres (4.24)
Libraries (4.15)

Binfield with Warfield

Local tips/ household waste recycling centres (4.36)
Parks and open spaces (4.2)
Libraries (4.12)

Bullbrook

Parks and open spaces (4.46)
Local tips/ household waste recycling centres (4.26)
Libraries (4.15)

Central Sandhurst

Parks and open spaces (4.51)
Libraries (4.20)
Local tips/ household waste recycling centres (4.18)

College Town

Parks and open spaces (4.38)
Refuse collection (3.95)
Libraries (3.93)

Crown Wood

Local tips/ household waste recycling centres (4.26)
Parks and open spaces (4.30)
Refuse collection (4.06)

Crowthorne

Libraries (4.39)
'Parks and open spaces' and 'Local tips/ household waste recycling centres' (4.32)
Refuse collection (4.12)

Great Hollands North

Parks and open spaces (4.24)
Local tips/ household waste recycling centres (4.23)
Refuse collection (3.96)

Great Hollands South

Parks and open spaces (4.44)
Local tips/ household waste recycling centres (4.23)
Sport/leisure facilities (4.01)

Hanworth

Parks and open spaces (4.43)
Local tips/ household waste recycling centres (4.29)
Refuse collection (4.05)

Harmans Water

Parks and open spaces (4.33)
Local tips/ household waste recycling centres (4.24)
Libraries (4.08)

Little Sandhurst & Wellington

Parks and open spaces (4.44)
Local tips/ household waste recycling centres (4.20)
Libraries (4.18)

Old Bracknell

Local tips/ household waste recycling centres (4.29)
Parks and open spaces (4.26)
Refuse collection (3.99)

Owlsmoor

Parks and open spaces (4.37)
Libraries (4.20)
Schools (4.03)

Priestwood & Garth

Parks and open spaces (4.34)
Local tips/ household waste recycling centres (4.25)
Refuse collection (4.11)

Warfield Harvest Ride

Parks and open spaces (4.42)
Local tips/ household waste recycling centres (4.34)
Libraries (4.07)

Wildridings & Central

Parks and open spaces (4.19)
Local tips/ household waste recycling centres (4.12)
Libraries (4.04)

Winkfield & Cranbourne

Parks and open spaces (4.36)
Refuse collection (4.11)
Local tips/ household waste recycling centres (4.25)

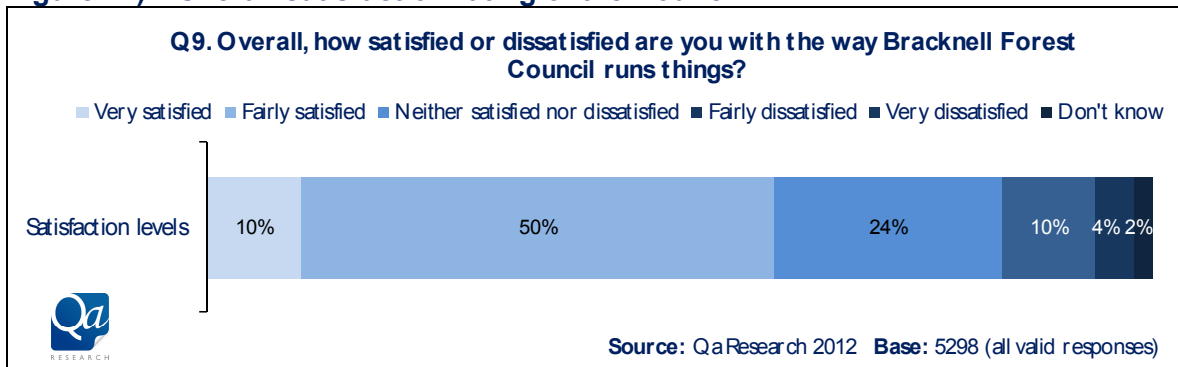
4.5 Perceptions of the Council overall

The satisfaction of residents with the Council was assessed using a number of questions, including: measuring overall satisfaction with the Council, perceptions of value for money offered by the Council and improvements the Council could make to the services it provides.

4.5.1 Satisfaction with the Council overall

The following chart demonstrates individuals' overall satisfaction with the way that the Council runs things.

Figure 27). Overall satisfaction rating of the Council

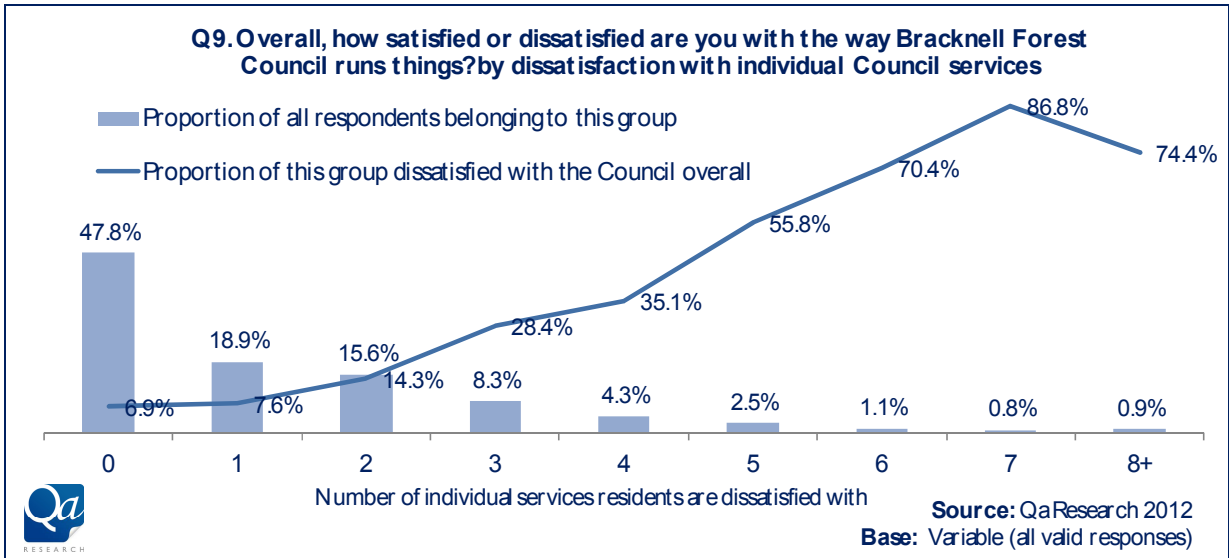


Three out of every five respondents (60%) are satisfied with the way in which the Council is running things, with a tenth (10%) indicating they were 'very satisfied'. Those that were dissatisfied with the Council were in the minority (14%), although there were just under a quarter (24%) of respondents who were 'neither satisfied nor dissatisfied' with the Council.

In the 2008/09 Place Survey, half (50%) of respondents indicated that they were at least 'satisfied' with the way that the Council runs things, which means there has been a significant improvement in residents' perceptions over the past 4 years. However some caution needs to be taken when comparing these findings to the results of the Place Survey, given the different methodological considerations between the survey types. The place survey results excluded 'don't know' responses when calculating overall satisfaction, performing a similar transformation in the most recent data indicates that comparable satisfaction levels in the most recent survey were at 61%.

Unsurprisingly, overall satisfaction was significantly associated with satisfaction with each of the specific Council services. The following graph demonstrates this relationship by indicating the proportion of respondents dissatisfied with the Council overall by the number of services which individuals were dissatisfied with.

Figure 28). Overall dissatisfaction with the Council by dissatisfaction with individual services



Just under half (47.8%) of all respondents indicated that they were not dissatisfied with any of the services described at Q7. Among this group overall dissatisfaction with the Council was very low, with just 6.9% of this group indicating dissatisfaction with the Council. Contrast this with respondents who were dissatisfied with 5 specific Council services (2.5% of all respondents); where over half (55.8%) indicated they were dissatisfied with the Council overall.

As the chart demonstrates, as the number of individual services with which respondents express dissatisfaction with increases, so does the likelihood that respondents within that group will express dissatisfaction with the Council overall. There is a particularly sharp rise in dissatisfaction levels between those dissatisfied with 2 services and 3 services (14.3% to 28.4%) and those dissatisfied with 4 services and 5 services (35.1% to 55.8%).

Demographic differences

There were a number of differences in overall satisfaction levels between respondents from differing demographic groups. Female respondents were more likely to be satisfied with the Council than male respondents (62% were at least 'satisfied', compared to 59% of males).

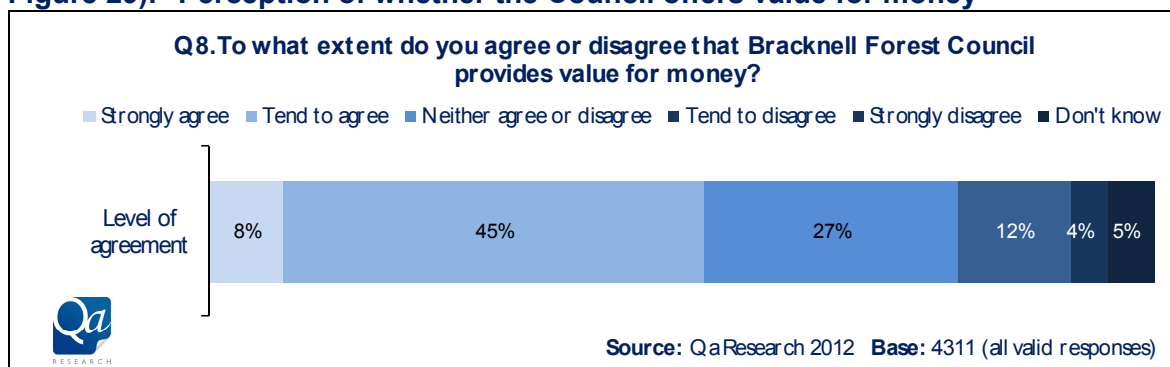
The oldest respondents were generally the most satisfied with the Council overall. Two-thirds (66%) of all respondents aged 65+ indicated they were satisfied with the Council compared to 58% of all respondents under the age of 65.

Those respondents who indicated that they belonged to a religious group were more likely to be satisfied with the Council than non-religious respondents (63% to 54%); in part this was likely down to the association between overall levels of satisfaction and age.

4.5.2 Perceptions on the value for money offered by the Council

In addition to exploring levels of overall satisfaction with the Council, individuals were also asked to indicate the extent to which they agreed that the Council offers value for money. The following chart highlights the results.

Figure 29). Perception of whether the Council offers value for money



Just over half (52%) of all respondents agreed that the council offers value for money. Around a quarter (27%) of respondents neither agreed nor disagreed, with around a sixth (16%) actively disagreeing that the Council offers value for money.

In the 2008/09 Place Survey around a third of residents (35%) agreed that the Council provided value for money, indicating there has been a significant increase in the number of residents who feel the Council is providing value for money over the past 4 years. However, the place survey results excluded 'don't know' responses when calculating overall agreement that the Council provided value for money. Performing a similar transformation in the most recent data indicates that comparable perceptions of value for money levels in the most recent survey were at 55%, indicating an even greater increase over the past 4 years.

Unsurprisingly, individuals satisfied with the way that the Council is running things were significantly more likely to agree that the Council is providing value for money. Among satisfied respondents, 79% felt that the Council offers value for money, compared to 7% of those dissatisfied with the Council.

In addition, those who felt they could influence decisions within their local area were also significantly more likely to feel that the Council provides value for money than those disagreeing that they could influence decisions (74% compared to 39%).

Demographic differences

There were a number of differences between respondents from different demographic groups.

Males were more likely than females to disagree that the Council provides value for money (19% to 14%).

Age was also associated with agreement levels, the oldest respondents (65+) were significantly more likely to agree that the Council provides value for money than all younger respondents (60% to 49%). In part, this may explain part of the increase in agreement levels seen over the past 4 years, as the survey undertaken in 2008/09

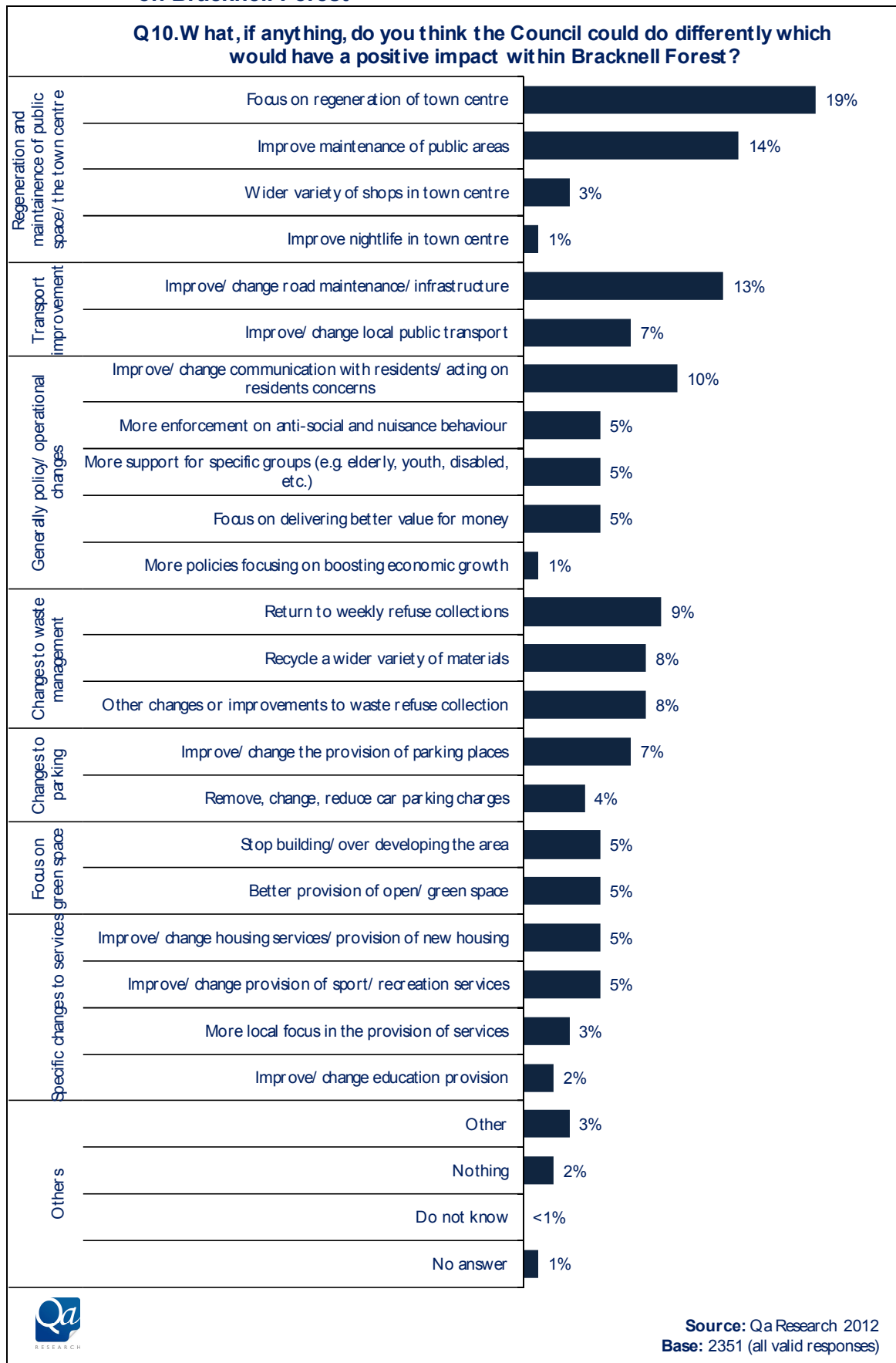
included a greater number of responses from younger respondents. However, the difference between older and younger respondents is not enough to account for the size of this increase, suggesting the trend is still significantly positive over the previous 4 years.

Given the difference by ages and the association between age and religion, it is perhaps unsurprising to note that religious respondents were more likely to agree the Council is providing value for money than non-religious respondents (56% to 47%).

4.5.3 Suggestions for improving the Council

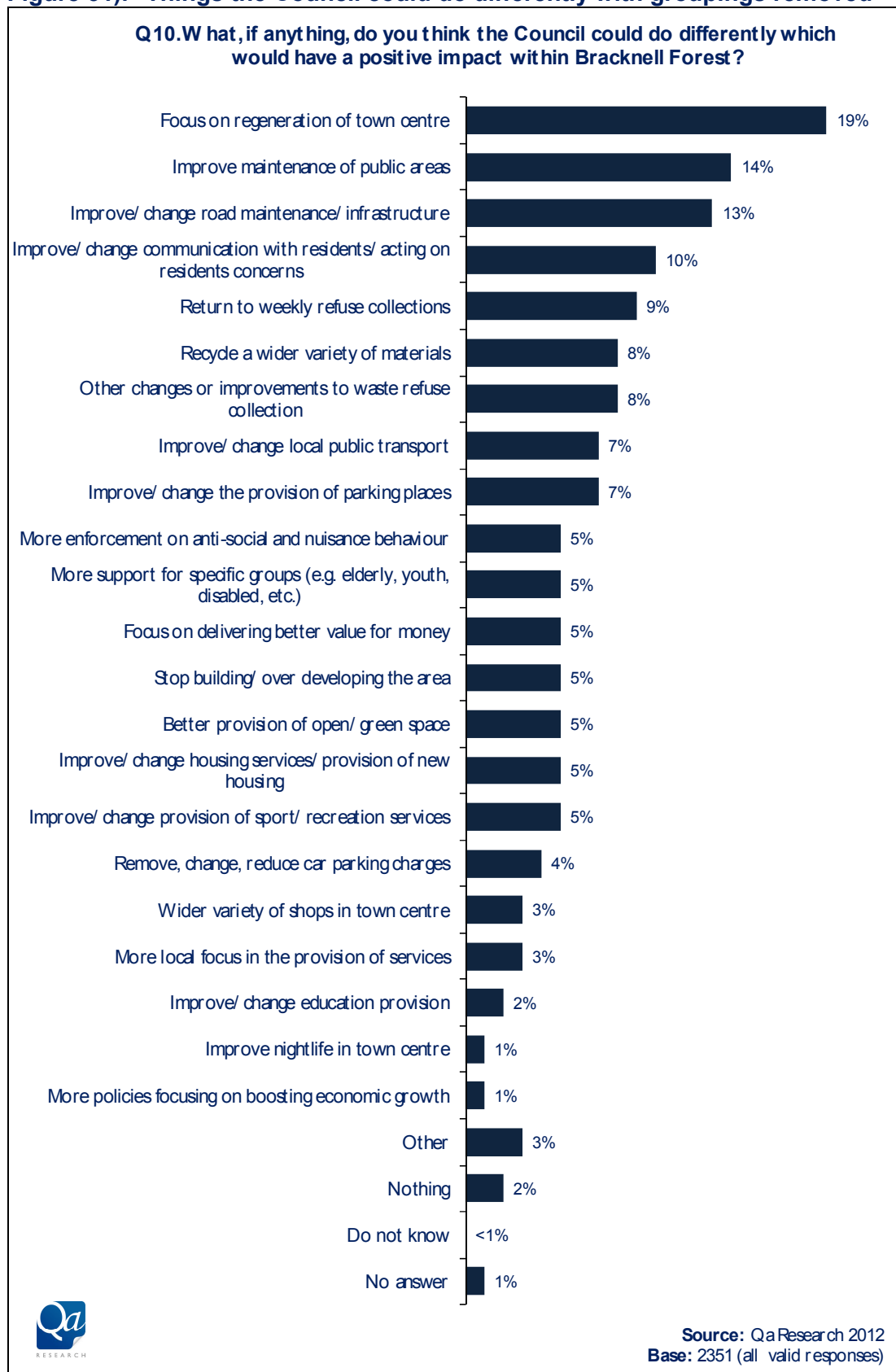
The final part of this sub-section looks at respondents suggestions on things the Council can do differently to have a positive impact within Bracknell Forest. The question was open, with responses later being coded into similar categories. The following chart highlights the results. Similar categories have been grouped together to aid interpretation.

Figure 30). Things the Council could do differently which would positively impact on Bracknell Forest



The following chart displays similar information, however the grouping of similar improvements areas has been removed:

Figure 31). Things the Council could do differently with groupings removed



Just under half (43%) of all those taking part in the survey responded to this question. The single issue mentioned most frequently by respondents was the need to focus on the regeneration of the town centre, mentioned by around a fifth (19%) of the individuals responding to this question. Many respondents indicated how they had been waiting for a long time to see the town centre improved, and were disappointed that it still appears 'run-down':

'Get on with the Town Centre redevelopment. Take all steps possible, financial as well as presentational; to attract companies to fill the many empty office blocks.'

'Redevelop & invest in the town centre. It's run down & the choice of shops is terrible. I would rather drive to Wokingham, Camberley or Reading, even if I only had a few things to get. Bracknell has the worst town centre in a very wide area & it's about time the council did something about it.'

Related to this, 14% of respondents indicated they would like to see more general improvements to the maintenance of public areas. Many of these suggestions related to specific areas within the Borough:

'Trim the grass, hedgerows, and trees around the estates and roads. Generally tidy the footpaths and walkways of rubbish graffiti etc.'

'Clean up the litter in Crowthorne. There are cans, bottles and food cartons etc all along pathways and nothing is done about it.'

Changes to waste management were also frequently mentioned, with around a quarter (25%) of the responses to this question relating to improving the frequency (9%), variety (8%) or other general improvements (8%) to the waste and recycling service.

'Return the bin collections to weekly and stop trying to charge us for the brown bins that we have already paid for and that you said we would not have to pay for again.'

'More help for pensioners to recycle larger items who do not have own transport.'

'More recycling, eg. Glass collection, FREE green waste.'

Comments relating to transport were mentioned by a fifth (20%) of respondents, with 13% of respondents mentioning the need to focus on road maintenance, and 7% mentioning improvements to the public transport provision within the Borough.

'Gritting of roads (or lack of) is an issue! Better planning and coordination of road works (what a nightmare summer we've had - and it's only been a couple of months since a lane was closed on Berkshire way s/b at the Twin Bridges roundabout - and now they're already back again.'

'Consider fining utilities companies wanting to perform road works on newly [surfaced] roads - better co-ordination needed.'

'Carefully plan works that need [the] digging [of] main roads. It is not uncommon to have such works carried out in a month or two after a complete street resurfacing.'

'More cycle paths/lanes please.'

'[Need] Integrated Public Transport, to reduce a 2 hours trip to the City of London to arrive in office before 07:30 without travelling the night before.'

'Provide better public transport - our nearest bus stop is approx 20-30min walk from our home. It's more convenient just to use the car.'

'Make it possible to use the usual bus tickets on all Bracknell bus services rather than having to pay extra for certain routes because they are run by different bus company.'

'Better co-ordinated bus services. Unless you want to go into Bracknell town centre it's hopeless.'

Related to issues with transport, but also relating to improving the local economy and improvement with the town centre, a number of respondents mentioned the need to improve parking in the Borough (11%). More specifically, 7% mentioned improving the availability and provision of parking spaces, and preventing people parking where they shouldn't, with 4% mentioning the need to reduce the cost of parking. Removing the car parking charges at the 'Lookout' was mentioned by many respondents.

'No parking fees for look out.'

'Support local residents more in planning and annoyances like commuter parking, "White Van" parking in residential streets.'

'Regulate roadside parking, particularly close to junctions.'

'Keep grass areas free of parking vehicles - these result in eye sore of mud instead of grassed areas.'

'Improve parking - create more spaces as not enough parking for residents let alone other people i.e. football days, making parking impossible and driving dangerous. Also obstruction to garages where people use garage block to park due to lack of spaces.'

The need to improve mechanisms for communicating with residents, provide residents with information and act on their concerns was mentioned by 10% of respondents, and a number of specific suggestions were made on how the Council could go about doing this:

'When you write or email Bracknell Forest Council, it would be nice to have a response from them. Currently Bracknell Forest has not answered any letters (sent recorded delivery and signed for as delivered) nor any of my emails.'

'Provide more regular updates on initiatives etc. that have the potential to impact residents, both in positive and negative ways. We only seem to get updates from our own town council.'

'When wanting to do things like street repairs or new building work, I think they should have resident meetings to discuss the proposed work, so that residents can also have their say about whether it'll affect their well-being and the local communities in that area.'

Other suggestions mainly concerned developments to specific Council-provided services and concerns about over-development in the Borough.

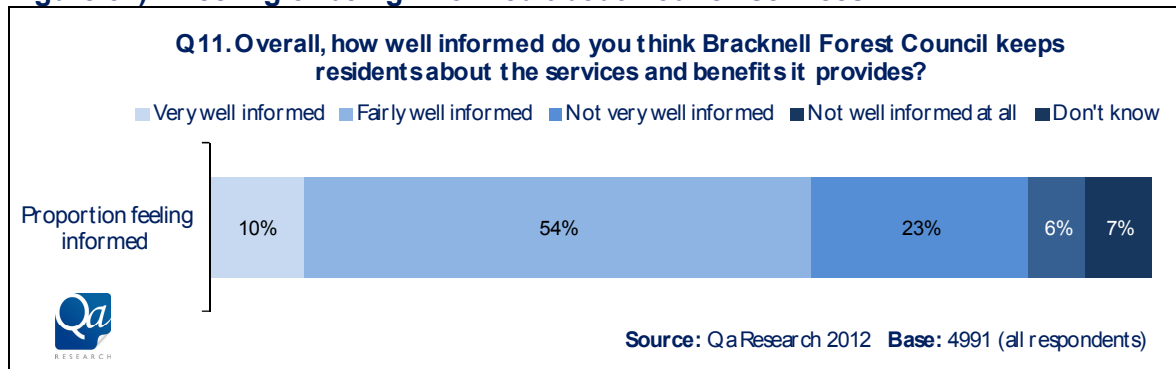
4.6 Communication with the Council

In the final section the mechanisms which residents use to communicate with the Council are explored, alongside individual preferences for communication with the Council. Individuals also indicate the extent to which they are communicating with their local Parish or Town Council.

4.6.1 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 32). Feeling of being informed about Council services



Just under two-thirds (64%) of respondents felt at least 'fairly well informed' by the Council with regards to the services and benefits being provided, with under a third (29%) indicating they felt 'not very well informed' (23%) or 'not well informed at all' (6%).

In the 2008/09 Place Survey 39% of respondents felt at least 'fairly well informed' about local public services. Although the wording to the question has changed, alongside the question ordering, clearly there has been improvement in this area. Indeed, excluding 'don't know' responses from the most recent survey, indicates that 69% of respondents felt at least 'fairly well informed' about the services and benefits provided by Bracknell Forest Council.

Respondents who felt they were well informed about Council services were significantly more likely to agree that they could influence decisions in their local area (39% of those who felt informed agreed that they could influence decisions compared to 14% among those who did not feel well informed).

Informed respondents were also more likely than non-informed respondents to be satisfied with the way the Council is running things (74% to 34%) and that the Council provides value for money (66% to 28%).

Demographic differences

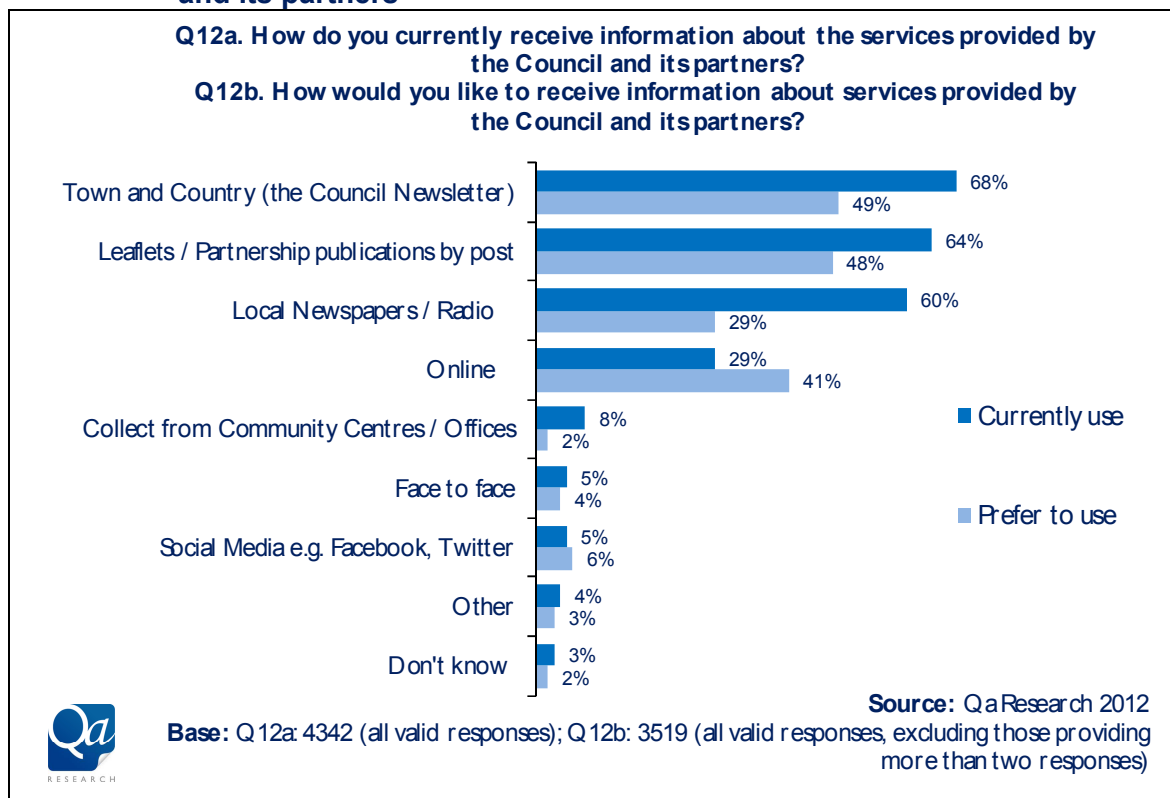
Younger respondents (those under the age of 35) were significantly more likely to feel 'not very well informed' or 'not at all informed' than respondents aged 35+ (37% to 27%).

There was little other difference by demographic groupings.

4.6.2 Methods for receiving information and preference for receiving information

The following chart indicates those communication mechanisms that residents use to find out information about the Council and its partners. Residents also indicated their preferences regarding these information sources. Residents were asked to select all the communication sources they used, and select their top two preferred ways of accessing information.

Figure 33). Methods used and preferred for accessing information on the Council and its partners



The most commonly used mechanisms for accessing information on the Council and its partners were the Town and County newsletter (68%), leaflets and partnership publications through the post (64%) and local newspapers and radio (60%).

While online was the fourth most common mechanism for accessing information, mentioned by around a third of respondents (29%), it was the third most preferred method of accessing information (mentioned by 41%), and while not as popular as the Council newsletter and leaflets and publications through the post, the method was preferred over local media such as newspapers and radio.

Demographic differences

Females had a tendency to be using a greater number of communication channels than males (an average of 2.52 to 2.48). While this difference was small, it was significant.

Females were more likely than males to be using social media (6% to 4%), local newspapers and radio (63% to 56%) and information from community centres and offices (9% to 7%). Males were more likely to be using online information sources (31% to 28%). The difference in preferences between the two sexes were similar, with online preferred

by males (44% to 40%) and social media (7% to 5%) and local newspapers and radio (35% to 28%) preferred by females.

White residents were more likely than BME residents to rely on local newspapers and radio (60% to 58%), and Town and Country (70% to 49%). BME residents were more likely to rely on social media (10% to 5%), this is likely down to the fact that BME respondents were more likely to belong to lower age groups than white respondents.

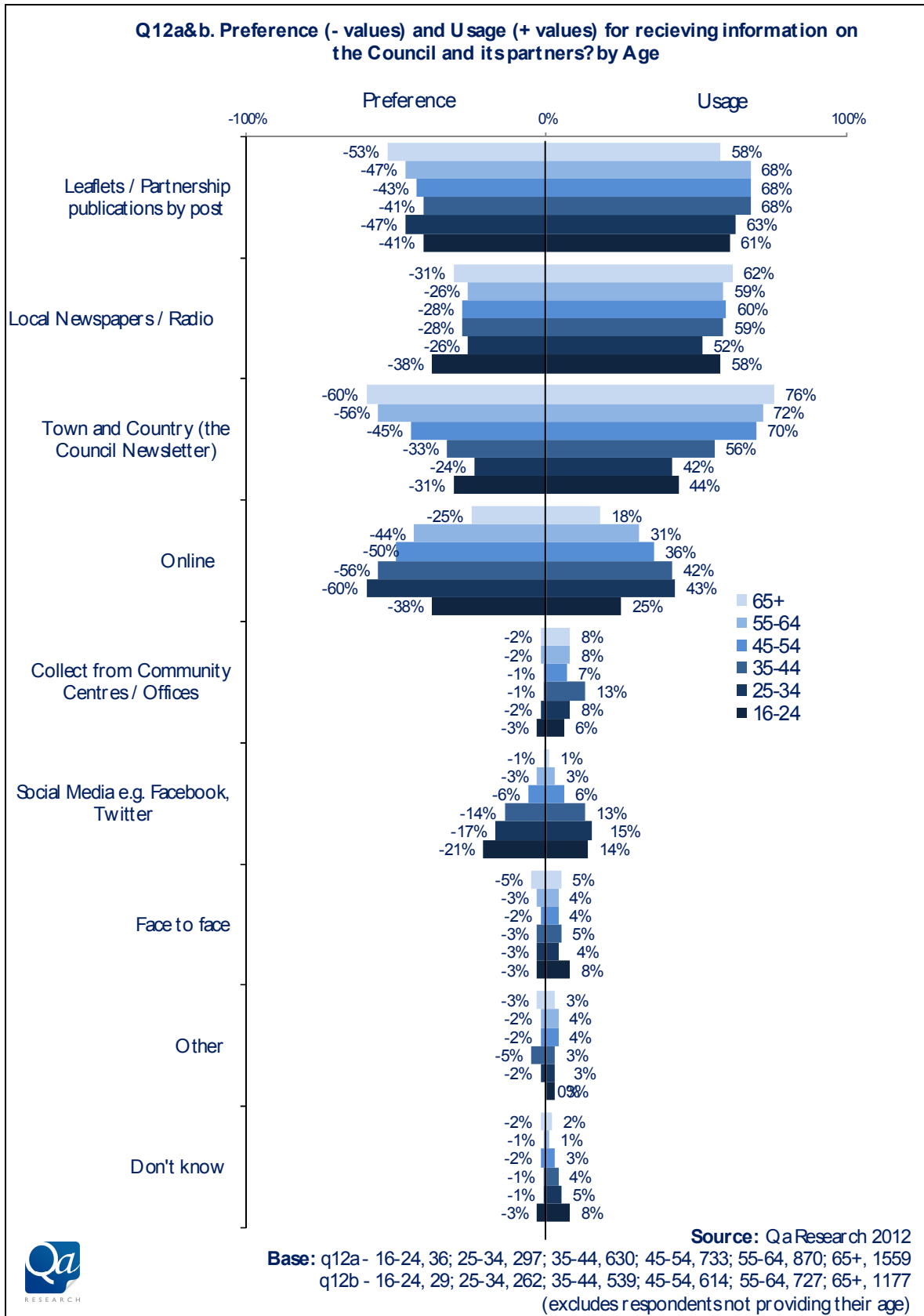
As the chart on the following page demonstrates, there were some significant differences in use of information sources and preference for information sources by age. The negative values represent each age group's preference for the given information source, with the positive values representing the current use of these information sources by age group.

The biggest difference between the age groups had a tendency to relate to new media. As respondents' age decreases so does their preference for accessing information online and via social media. For instance, around a fifth (17%) of those aged 25-34 indicated a preference for using social media, compared to just 1 % of respondents aged 65+. Around two thirds (61%) of those aged 25-34 indicated they would prefer to use online information sources compared to a quarter (25%) of respondents aged 65+.

Among older respondents there was a greater reliance on Town and Country. Among respondents aged 65+, three quarters (75%) relied upon the newsletter as a source of information. This compared to 42% of those aged under 35.

The differences by age groups also appear to be having an influence on the differences between religious and non-religious respondents, with religious respondents significantly less likely than non-religious respondents to be reliant upon online (27% to 39%) and social media (5% to 7%) as a source of information on the Council and its partners.

Figure 34). Preference and use for receiving information about the Council and its partners by age

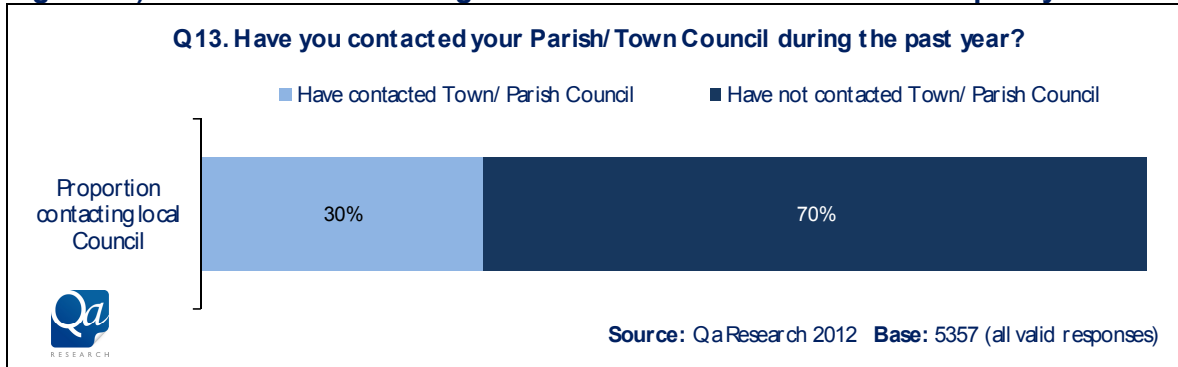


4.6.3 Contact with and awareness of the services provided by Town and Parish Councils

The final subsection 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 35). Residents contacting their Parish/Town Council over the past year



A minority (30%) of respondents had contacted their Parish or Town Council in the past 12 months. However, this was an increase on the 2009 residents' survey where just under a quarter (23%) of respondents indicated they had done so.

Demographic differences

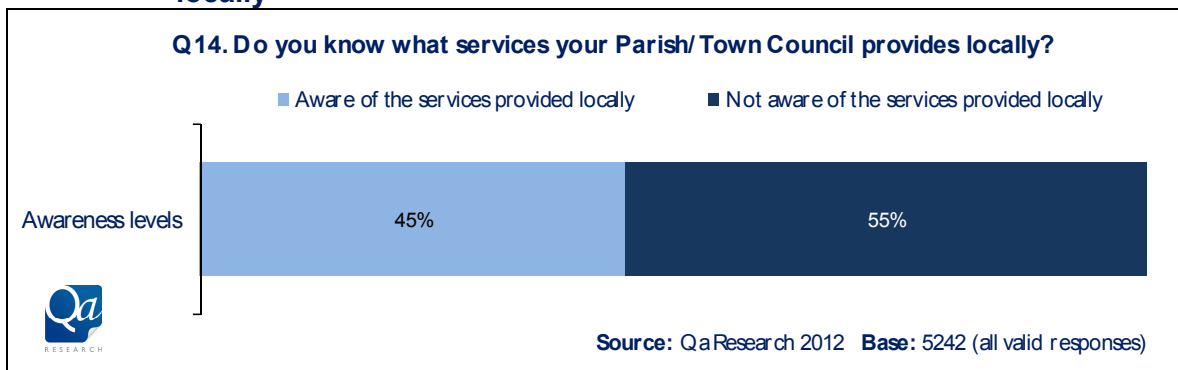
There were no differences in likelihood of contacting the Town or Parish Councils by gender or religious group.

Respondents age 65+ and 35-44 were those most likely to have contacted their local Parish/ Town Council over the past year (32% respectively), with respondents aged 16-24 those least likely to contact the Town/ Parish Council (24%).

BME respondents were more likely to have contacted their Parish/ Town Council over the past year than white respondents (39% to 30%).

Respondents were also asked to indicate whether they were aware of the services being provided by their Town or Parish Council locally. The following chart highlights the results.

Figure 36). Understanding of the services provided by Parish/Town Councils locally



Just under half (45%) of all respondents were aware of the services provided by their Town or Parish Council locally.

Respondents dissatisfied with the way that the Borough Council runs things were more likely to have contacted their local Parish/Town Council than satisfied respondents (41% to 29%), suggesting that these respondents have possibly attempted to contact the Town/Parish Council regarding an issue that has been troubling them. Although further research would be required to verify this, if this is the case then it may be indicating the possibility of a negative experience with the Parish/Town Council leading to a negative perception of the Borough Council overall. Indeed, those dissatisfied with the Borough Council were also less likely to know the services that their Parish/Town Council provides locally (41% to 50%), suggesting that these respondents are less well aware of the differentiation between the two administrative levels in their area.

Demographic differences

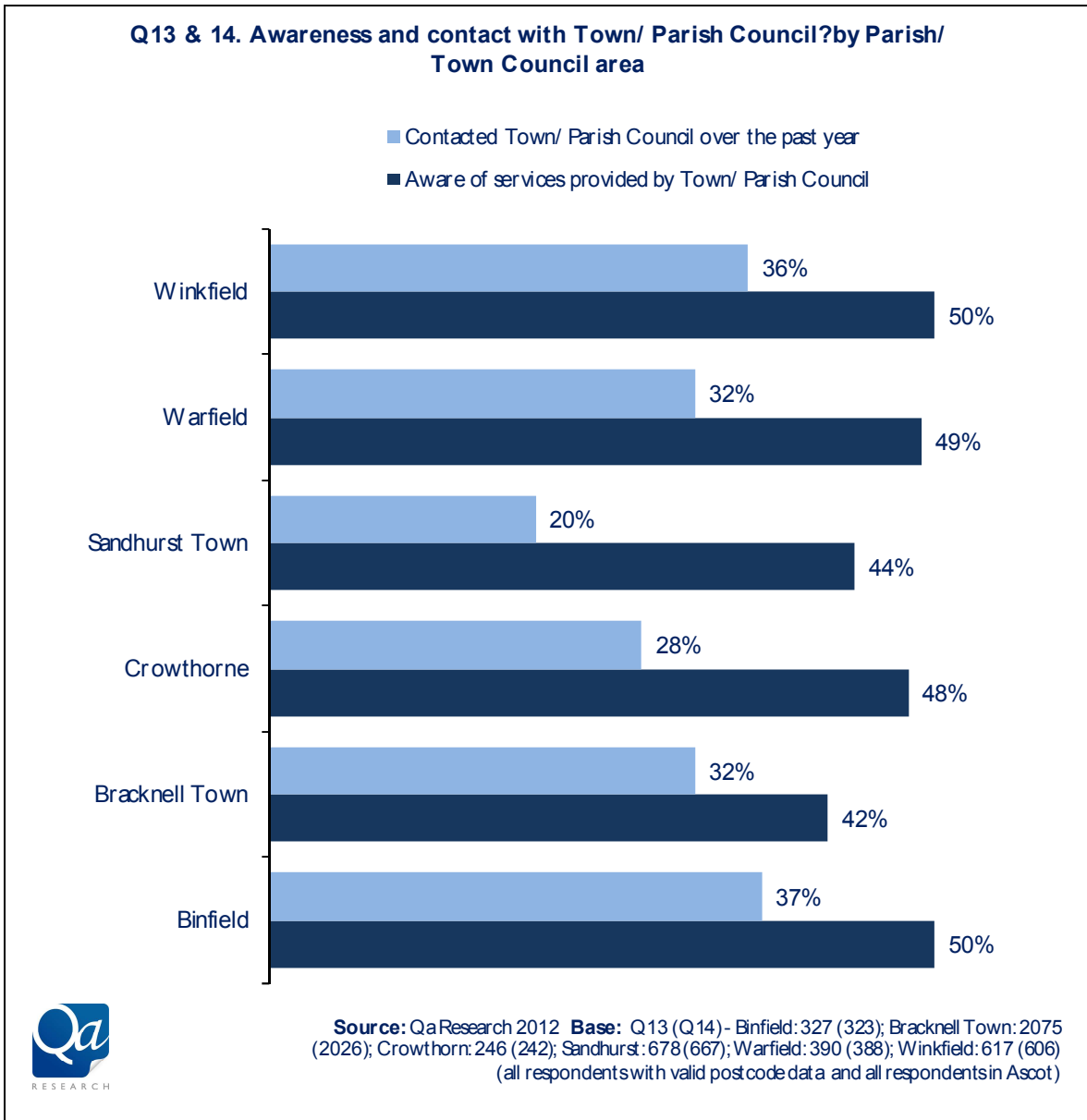
There were a number of demographic differences in response to this question. Males were more likely than females to indicate that they were aware of the services provided locally by their Parish/Town Council (47% to 43%).

The oldest respondents (aged 65+) were also significantly more likely to be aware of the services provided locally than respondents aged under 65 (52% to 41%).

There was a difference between religious (41% aware of services provided by Parish/Town Council) and non-religious respondents (47% aware).

The following chart demonstrates the proportion of respondents aware of the services provided by their Parish/Town Council by Parish/Town Council areas, in addition to the proportion who have contacted their Parish/Town Council over the past year.

Figure 37). Awareness and contact with Town/Parish Councils by Parish/Town Council area



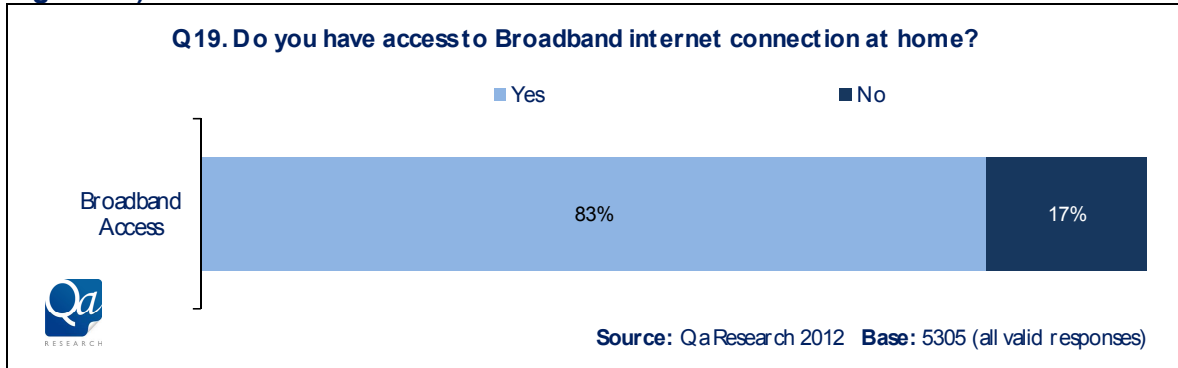
Residents of the Sandhurst Town Council area were significantly less likely to have contacted their Parish/Town Council over the past year compared to residents from all other Parish/Town Council areas (20%). Residents of the Binfield area were those most likely to have contacted their Parish/Town Council in the past 12 months (37%).

Residents of the Bracknell Town Council area were significantly less likely than residents of the Binfield, Warfield and Winkfield Parish/Town Council areas to be aware of the services provided by their Parish/Town Council (42% compared to 50%, 49% and 50% respectively).

4.6.4 Residents' access to home broadband

Toward the end of the questionnaire residents were asked to indicate whether they had access to a broadband internet connection at their home. The following chart demonstrates the overall results:

Figure 38). Access to home broadband internet connection



The majority of residents indicated they had a broadband internet connection at home (83%), just under a fifth (17%) of residents indicated they had no home broadband internet connection.

Demographic differences

There was little difference between genders in terms of broadband access. Given that this questions related to household broadband access, this was perhaps unsurprising.

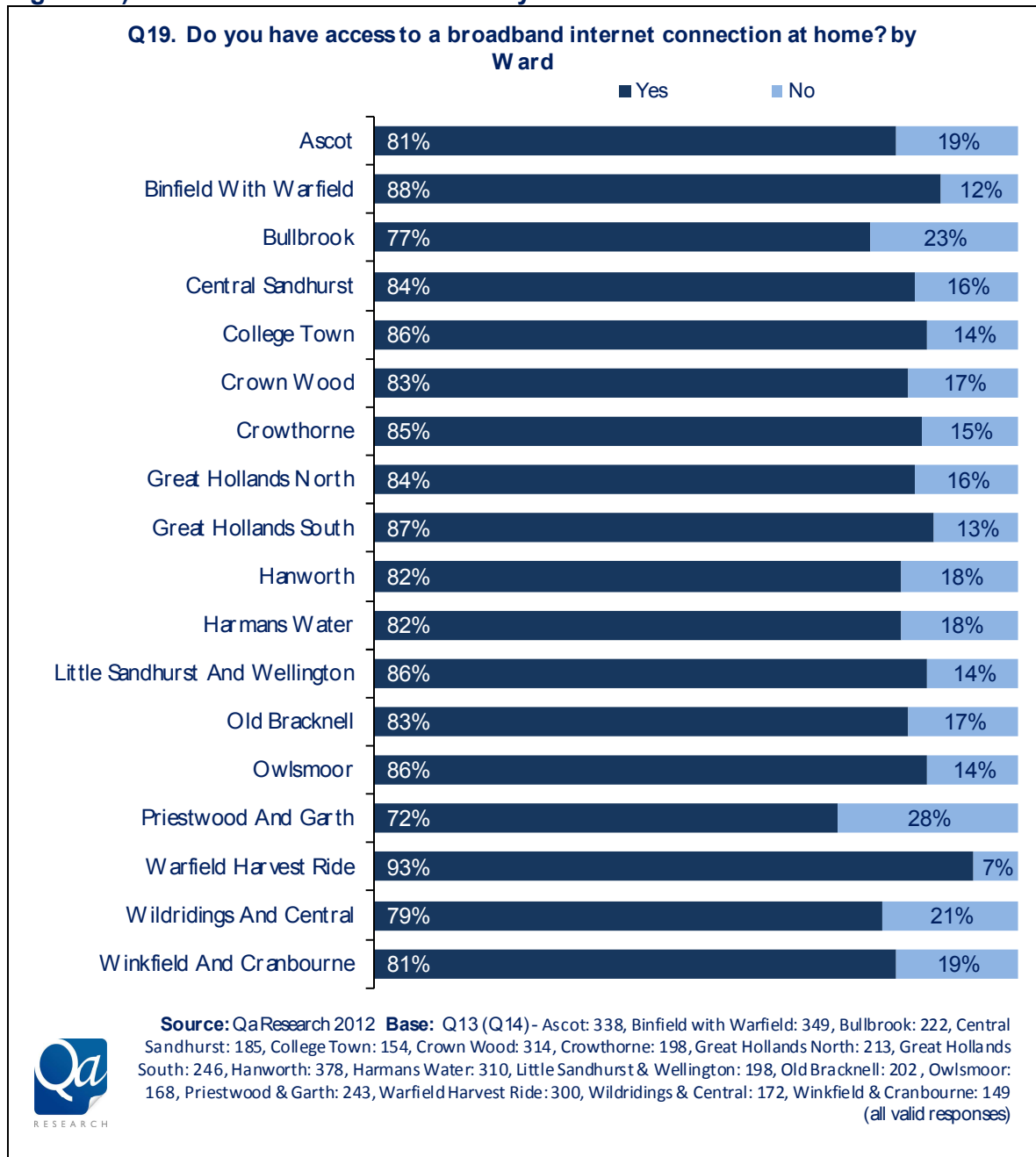
However, the age of the respondent did appear to be significantly related to the likelihood of whether a home had home broadband connection. Among the oldest residents (aged 65+) over a third were without an broadband connection (35%), this compared to just 6% among those residents aged under 65.

Residents from black and minority ethnic groups were more likely than white residents to have a home broadband connection (91% to 83%), however this result was most likely due to the higher proportion of elderly white residents participating in the survey.

Similarly, residents who indicated they belonged to a religious group were less likely to have a home broadband connection than those who were not religious (81% to 89%). Again, this was likely due to the differing age profiles between religious and non-religious respondents.

The following chart demonstrates the difference in home broadband access between the various wards in Bracknell Forest.

Figure 39). Access to home broadband by ward



Broadband access was reasonably well spread between the various wards. Residents of Bullbrook, and Priestwood and Garth were those significantly less likely to have home broadband internet access (23% and 28% respectively were without home access), whereas residents in Warfield Harvest Ride were those most likely to have home broadband access (93% had access).

5. Conclusions

Conclusion 1: Positive changes in residents' perceptions of the Council over the past few years

Although care needs to be taken when interpreting changes in residents' perceptions of the Council over the past 4/5 years, due to differences in the survey order and methodologies used, it nevertheless appears there have been positive changes among residents in their perception of the Council. In areas such as overall satisfaction with the Council, perceptions of the value for money offered by the Council, feelings of being informed of Council services and being able to influence decisions in the local area there were significant, positive, increases.

Conclusion 2: Some positive changes in perceptions of respondents' local area

There was a slight increase in the number of residents satisfied with their local area compared to 4 years ago; however this is likely to be attributable to the higher proportion of older respondents participating in the most recent iteration of the resident survey, as older residents generally demonstrated higher satisfaction ratings than younger residents. Regardless of this, it is still the case that the vast majority of respondents are satisfied with their local area as a place to live. Factors such as parks and open spaces, access to nature and the low level of crime were particularly important in contributing to the feeling that Bracknell is a positive place to live. Life stage and individual need has a significant effect on what residents consider to be the best features of the borough. For example, older residents view health services and public transport as the best aspects, two areas that older residents typically require. This can be taken to indicate that the needs of these residents are being met, and is subsequently a positive finding.

Conclusion 3: Positive increases in community cohesion in the local area

The majority of respondents agreed that people in the area from different backgrounds get on well together. While changes in the phrasing of this question have made it difficult to make longitudinal comparisons in responses to this question, the proportions who feel that people get on well together appears to have remained relatively static. Considering there has been a large increase in the numbers of individuals from black and minority ethnic groups within the Borough over the past 10 years, this is a positive finding. There was certainly a positive decrease in the proportion of respondents who felt that people not treating each other with respect and consideration in their area was a problem.

Conclusion 4: Strong feelings among respondents on the areas in need of improvement

Despite these positive changes in residents' perceptions over the past few years, there were still a number of areas that respondents felt the Council needed to focus on. The regeneration of the town centre was seen as a priority for many residents, and it is considered that this is something the Council has needed to focus on for a number of years. Many of the suggestions of things that can be improved related to services that had recently been changed, such as the introduction of parking charges at the Lookout and the move away from weekly recycling collections. When changing the way services are delivered it is important to explain to respondents the reasons for making changes and any benefits that changes will have for residents.

Conclusion 5: Well informed residents, able to influence local decision are more likely to hold positive views of the Council

Related to the previous conclusion, the importance of effective community engagement, ensuring that residents feel able to influence decisions in their local area, and that residents feel informed of the services provided by the Council and its partners, was highlighted by the association between feelings of being informed and satisfaction with the Council overall. While feelings of being informed have increased over the past few years, there is still room for improvement. Suggestions for improving communication with residents included ensuring that emails and letters from residents are responded to and letting residents know where they can access regular updates on initiatives and service changes that have the potential to impact residents.

Conclusion 6: Potential to promote online sources of information on Council services and partner services

Positively the information sources being used by residents tended to match residents preferences for the information sources on offer. However, it did appear that there is scope to increase or encourage greater use of online sources of information, particularly among younger respondents. Online information provision was the one area where preference for usage tended to outstrip the proportion of respondents utilising the information source.

Conclusion 7: Dissatisfaction with individual services is associated with overall dissatisfaction with the Council

Unsurprisingly, respondents dissatisfied with a greater number of individual Council services were more likely to be dissatisfied with the Council overall. However, further analysis demonstrated how dissatisfaction with the Council overall tended to spike if residents were dissatisfied with more than 2 specific services. Keeping dissatisfaction with individual services down to a minimum should improve satisfaction levels with the Council overall.

Conclusion 8: Future consultation needs to explore mechanisms for encouraging participation by BME residents

As demonstrated by the most recent census, the proportion of BME respondents has approximately doubled within Bracknell over the past 10 years; however the proportion of respondents participating in the resident survey has remained relatively static over the past 3 resident surveys. Future consultation may wish to explore mechanisms for promoting the survey more widely to BME residents. Community groups and organisations may provide one route through which future surveys can be promoted to this demographic.

Conclusion 9: Awareness of the services provided by Town/ Parish Councils could be improved

Over half of all respondents were unaware of the services provided by their local Town or Parish Council. Increasing awareness could have a positive effect on overall satisfaction levels. Findings imply that the residents aware of the services provided by their Town or Parish Council were more likely to be satisfied with the Borough Council overall. There was also an association between overall dissatisfaction with the Borough Council and increased contact with the Town or Parish Council. It may be that residents are more likely to contact the Town/ Parish Council regarding an issue that has been troubling them. If this is the case it would indicate that residents attribute negative experiences with their Town or Parish Council with Bracknell Forest Council, or that dissatisfaction with the

Borough Council overall has led respondents to contact their Town or Parish Council to voice their opinion or seek a solution. Residents unaware of the services provided by Town/ Parish Councils may be more likely to attribute service failings in these areas to Bracknell Forest Council or vice versa. However, further research would be required to verify this assumption.

6. Appendix

The Ascot booster version contained identical questions to those shown below, excepting the omission of the eligibility for Waitrose Vouchers.

Annex One - Bracknell Forest Residents Survey 2012

This questionnaire 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. It is important that as many households as possible take part in the survey to help us towards an overall informed view. By returning the survey and giving your contact details and postcode, you will automatically be entered into a **free prize draw** to win £250 of Waitrose vouchers. Please tick this box if you **do not** wish to be entered into the draw . The closing date for entries will be **7th December 2012**. Please see www.bracknell-forest.gov.uk/consultations or call 01344 352000 for the terms and conditions. Once you have completed the questionnaire please post it to the freepost address overleaf. **To fill in this questionnaire online please go to: www.bracknell-forest.gov.uk/consultations**

Section 1: Your Local Area

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.

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

(Please one only)

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
Q 1	Q 2	Q 3	Q 4	Q 5	Q 6

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

(Please one only)

Definitely agree	Tend to agree	Tend to disagree	Definitely disagree	Don't know
Q 1	Q 2	Q 3	Q 4	Q 5

3. 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. (Please one only)

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
Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7	Q 8

4. In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration? (Please one only)

A very big problem	A fairly big problem	Not a very big problem	Not a problem at all	Don't know
Q 1	Q 2	Q 3	Q 4	Q 5

Section 2: Your Council

5. What three things do you like best about living in the Borough? (Please up to three boxes)

Access to nature	Q 1	Facilities for young children	Q 8
Activities for teenagers	Q 2	Health services	Q 9
Affordable decent housing	Q 3	The low level of crime	Q 10
Community activities	Q 4	Parks and open spaces	Q 11
Cultural facilities (e.g. cinema, South Hill Park)	Q 5	Public Transport	Q 12
Education provision	Q 6	Sports and leisure facilities	Q 13
Care for older people	Q 7		

Other (and write in below)

Q 14

Don't know

Q 15

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.

6. 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? (Please one only for each row)

	Daily	Weekly	Monthly	Once every few months	About once a year	Less frequently	Never
a) Refuse collection / Recycling	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7
b) Local tips/Household waste recycling centres	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7
c) Local bus services	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7
d) Sport/leisure facilities	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7
e) Libraries	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7
f) Parks and open spaces	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7
g) Schools	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7
h) Childcare services	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7
i) Arts facilities	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7
j) Youth services	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7
k) Community centres	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7
l) Social care services	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7
m) Planning	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7

7. How satisfied or dissatisfied are you with each of the following services provided or supported by Bracknell Forest Council? (Please one only for each row)

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
a) Planning	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6
b) Refuse collection	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6
c) Doorstep recycling	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6
d) Local tips/Household waste recycling centres	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6
e) Local transport information	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6
f) Local bus services	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6
g) Sport/leisure facilities	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6
h) Libraries	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6
i) Parks and open spaces	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6
j) Schools	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6
k) Childcare services	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6
l) Arts facilities	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6
m) Youth services	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6
n) Community centres	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6
o) Social care services	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6
p) Road maintenance	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6
q) Keeping public land clear of litter and refuse	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6

8. 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.

To what extent do you agree or disagree that Bracknell Forest Council provides value for money? (Please one only)

Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Don't know
Q 1	Q 2	Q 3	Q 4	Q 5	Q 6

9. Overall, how satisfied or dissatisfied are you with the way Bracknell Forest Council runs things?
(Please one only)

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
Q 1	Q 2	Q 3	Q 4	Q 5	Q 6

10. What, if anything, do you think the Council could do differently which would have a positive impact within Bracknell Forest? (Please write your comments in the space provided)

Section 3: Receiving information and being kept informed

11. 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.
(Please one only)

Very well informed	Fairly well informed	Not very well informed	Not well informed at all	Don't know
Q 1	Q 2	Q 3	Q 4	Q 5

12. A) How do you currently receive information about the services provided by the Council and its partners? (Please all that apply); **and B) how would you like to receive information about services provided by the Council and its partners?** (Please your top two preferred methods)

	A) Ways of currently receiving information (all that apply)	B) Preferred method for receiving information (two only)
Online	Q 1	Q 1
Social Media e.g. Facebook, Twitter	Q 2	Q 2
Leaflets / Partnership publications by post	Q 3	Q 3
Local Newspapers / Radio	Q 4	Q 4
Collect from Community Centres / Offices	Q 5	Q 5
Face to face	Q 6	Q 6
Town and Country (the Council Newsletter)	Q 7	Q 7
Other (and write in below)	Q 8	Q 8
.....		
Don't know	Q 9	Q 9

13. Have you contacted your Parish/ Town Council during the past year?
(Please one only)

Yes	No
Q 1	Q 2

14. Do you know what services your Parish/ Town Council provides locally?
(Please one only)

Yes	No
Q 1	Q 2

15. Are there any other comments you would like to make relating to the issues covered in this survey, or about the Council and/ or local services more generally? (Please write your comments in the space provided)

Section 4: Helping Out

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

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

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. (Please one only) (one only)

At least once a week	Q 1
Less than once a week but at least once a month	Q 2
Less often	Q 3
I give unpaid help as an individual only and not through groups(s), club(s) or organisation(s)	Q 4
I have not given any unpaid help at all over the last 12 months	Q 5
Don't know	Q 6

Section 5: About You

Finally, please complete these questions which will help us to see if there are any differences between the views of different residents and help us to tailor and improve our service accordingly. Please be assured that all information will be kept completely confidential. Please note - completing this information is optional. If there are any of the following questions which you would rather not respond to, please leave them blank.

17. Are you?	18. What is your age?	19. Do you have access to Broadband internet connection at home?	20. What is your postcode?
Male Q 1 Female Q 2 years	Yes Q 1 No Q 2

21. If you wish to be entered into the prize draw to win £250 of Waitrose vouchers, please provide your contact details in the space provided

Email addresses
.....
.....

Contact telephone number
.....

22. To which of these groups do you consider you belong? (Please one only)

White		Mixed		Asian or Asian British	
English/Welsh/	Q 1	White & Black	Q 6	Indian	Q 10
Scottish/Northern Irish/British		Caribbean		Pakistani	Q 11
Irish	Q 2	White & Black African	Q 7	Nepali	Q 12
Gypsy/Irish Traveller	Q 3	White & Asian	Q 8	Bangladeshi	Q 13
Showpeople/Circus	Q 4	Any other mixed background	Q 9	Filipino	Q 14
Any other White background (and write in)	Q 5			(and write in)	Chinese
.....	Any other Asian background (and write in)	Q 16
.....
Black or Black British		Arab/Other Ethnic Group			
African	Q 17	Arab	Q 20		
Caribbean		Q 18	Other ethnic group (and write in) Q 21		
Any other Black background (and write in)	Q 19				
.....		

23. How would you describe your religion/ belief (Please one only)

None	Q 1	Muslim	Q 5
Christian (all Christian denominations)	Q 2	Sikh	Q 6
Buddhist	Q 3	Jewish	Q 7
Hindu	Q 4	Other (and write)	Q 8

24. How would you describe your sexual orientation (Please one only)

Heterosexual/ straight	Q 1	Bisexual	Q 4
Gay man	Q 2	Prefer not to say	Q 5
Lesbian/ gay women	Q 3		

**Thank you for completing this questionnaire.
Please fold as indicated, seal and post to the freepost address on the front by 7th
December**