

2. LOCAL AREA

The questions in the local area section of the Place Survey explore how respondents feel about their area, what is important in making it a good place to live, what needs improving, how satisfied they are with their home and neighbourhood and how strongly they feel they belong to their immediate neighbourhood.

The National Indicators that are appropriate to this section are:

NI 2: % of people who feel that they belong to their neighbourhood

NI 5: overall/general satisfaction with local area

NI 138: satisfaction of people aged 65 and over with both home and neighbourhood

Across Staffordshire:

63.4% of people feel that they belong to their neighbourhood

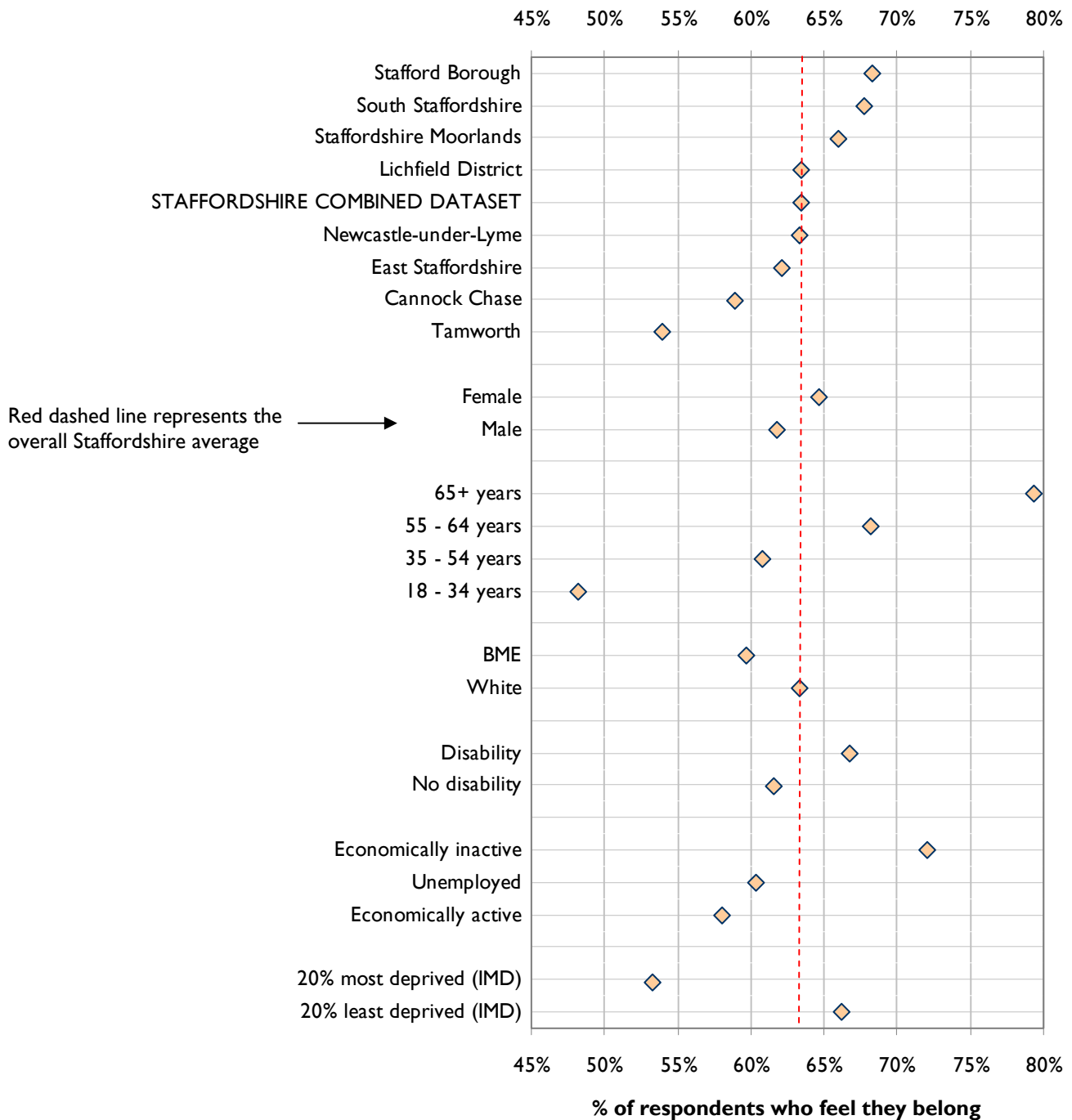
80.5% of respondents are satisfied with their local area

83.7% of people aged 65 and over are satisfied with their home and neighbourhood

SUMMARY OF DIFFERENCES BY KEY DEMOGRAPHIC GROUPS

The following dot-plot shows a summary of how the responses to this question differ by district, gender, age, ethnicity, disability, economic status and level of deprivation. The red dashed line represents the results from the combined Staffordshire dataset.

Figure 2.1: NI 2 % of people who feel they belong to their neighbourhood



The sense of belonging among respondents varies according to a number of factors. In general, people are more likely to feel they belong to their neighbourhood in Stafford, South Staffordshire and Staffordshire Moorlands. They are more likely to be in the older age groups, particularly aged 65 and over, be economically inactive and live in the 20% least deprived areas. ²

PERSONAL CHARACTERISTICS

Age and gender

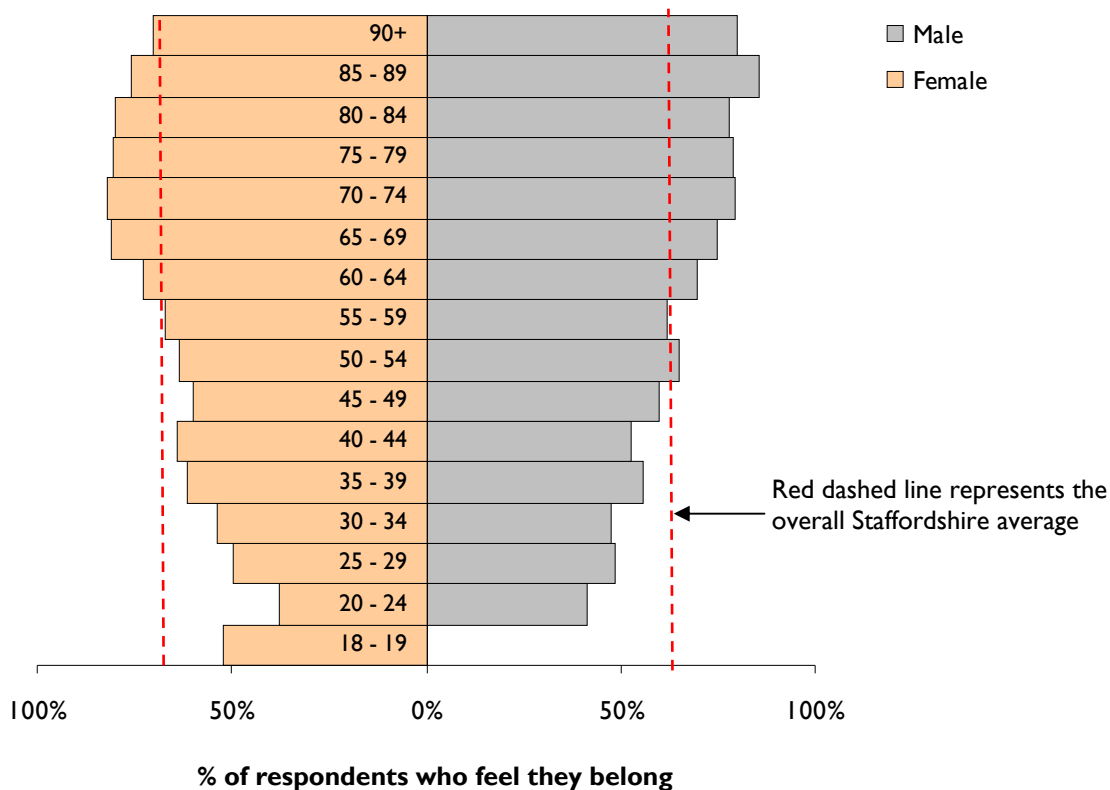
Table 2.1 and figure 2.2 illustrate the results of NI 2 by age and gender. They show that females are more likely to feel that they belong to their neighbourhood. As people get older, they are more likely to feel that they belong, with 48.2% of 18-34 year olds, compared to 79.3% of over 65 year olds.

Table 2.1: Results of NI 2 by age and gender

Response	Age				Gender		Total
	18-34	35-54	55-64	65+	Male	Female	
People who feel they do belong	48.2	60.8	68.2	79.3	61.8	64.7	63.4
People who feel they do NOT belong	51.8	39.2	31.8	20.7	38.2	35.3	36.6

The following graph shows these results combined and breaks down the age of respondents into 5-year age bands. This allows us to see which respondents (based on age and gender) are more likely to feel that they belong to their neighbourhood. Males aged 85-89 (86%) demonstrated the highest sense of belonging and no males aged 18-19 felt that they belonged to their neighbourhood (although this is a smaller age band and is thus based on smaller numbers).

Figure 2.2: Results of NI 2 by age group and gender



Ethnicity

Those from black and minority ethnic (BME) backgrounds were less likely to feel that they belong to their neighbourhood, than those from white backgrounds (59.7% compared to 63.3%). However, due to Staffordshire's relatively small BME population, the BME data has not been weighted by ethnicity. In total, 159 BME respondents answered this question.

Employment status

Table 2.2 sets out the results of NI 2 by economic status. The economically active are least likely to feel as though they belong to their neighbourhood. This could be as this group of people are more likely to be away at work during the day and therefore have less of a feeling of belonging. The economically inactive were most likely to feel that they belonged (72.1%).

Table 2.2: Results of NI 2 by economic status

	Economically active	Unemployed	Economically inactive	Total
People who feel they do belong	58.0	60.4	72.1	63.2
People who feel they do NOT belong	42.0	39.6	27.9	36.8

AREA AND HOUSEHOLD CHARACTERISTICS

Deprivation

Respondents in the least deprived areas are more likely to feel as though they belong to their neighbourhood. The feeling of belonging falls as deprivation levels increase, with those living in the 20% most deprived areas experiencing the lowest sense of belonging.

Table 2.3: Results of NI 2 by deprivation (measured by the IMD 2007, DCLG)

	20% most deprived	20-40% most deprived	40-60% most deprived	20-40% least deprived	20% least deprived	Total
People who feel they do belong	53.3	59.1	65.1	64.9	66.2	63.5
People who feel they do NOT belong	46.7	40.9	34.9	35.1	33.8	36.5

Spatial analysis

There are some differences in the results at district level, with the highest levels of respondents saying that they feel they belong to their neighbourhood in Stafford, Staffordshire Moorlands and South Staffordshire. Respondents in Tamworth and Cannock Chase were least likely to feel they belonged to their neighbourhood. Both Tamworth and Cannock Chase have the largest proportion of 18-34 year olds and the smallest proportion of those aged 65 and over. As it is the 18-34 year olds that are least likely to feel as though they belong to their neighbourhood, this may have had some impact on the results.

Table 2.4: Results of NI 2 by district

	People who feel they do belong	People who feel they do NOT belong
Stafford	68.3	31.7
South Staffordshire	67.7	32.3
Staffordshire Moorlands	66.0	34.0
Lichfield	63.4	36.6
STAFFORDSHIRE	63.4	36.6
Newcastle-under-Lyme	63.3	36.7
East Staffordshire	62.1	37.9
Cannock Chase	58.9	41.1
Tamworth	53.9	46.1

Housing and household structure

Those people who rent from the Council and own their houses outright demonstrate higher levels of belonging to their neighbourhood, 72.5% and 71.1% respectively. These people are also more likely to be aged 65 and over (45% of respondents who own their house outright are 65 and over, compared to the county average of 22%). However, only 4.1% of all respondents rent from the Council so care should be taken when interpreting these results. Respondents who feel least likely to belong are those who rent privately. As with the district figures, this may have been influenced by the age of the people who rent privately. 56.5% of the 18-34 year old respondents rent privately, compared to the county average of 22.6%. In addition, they make up only 6.4% of the overall sample so this needs to be taken into consideration. It is possible that people who own their houses outright and renting from the Council are more likely to have lived in the area for longer, compared to those who rent privately, for example, so may be more likely to feel as though they belong.

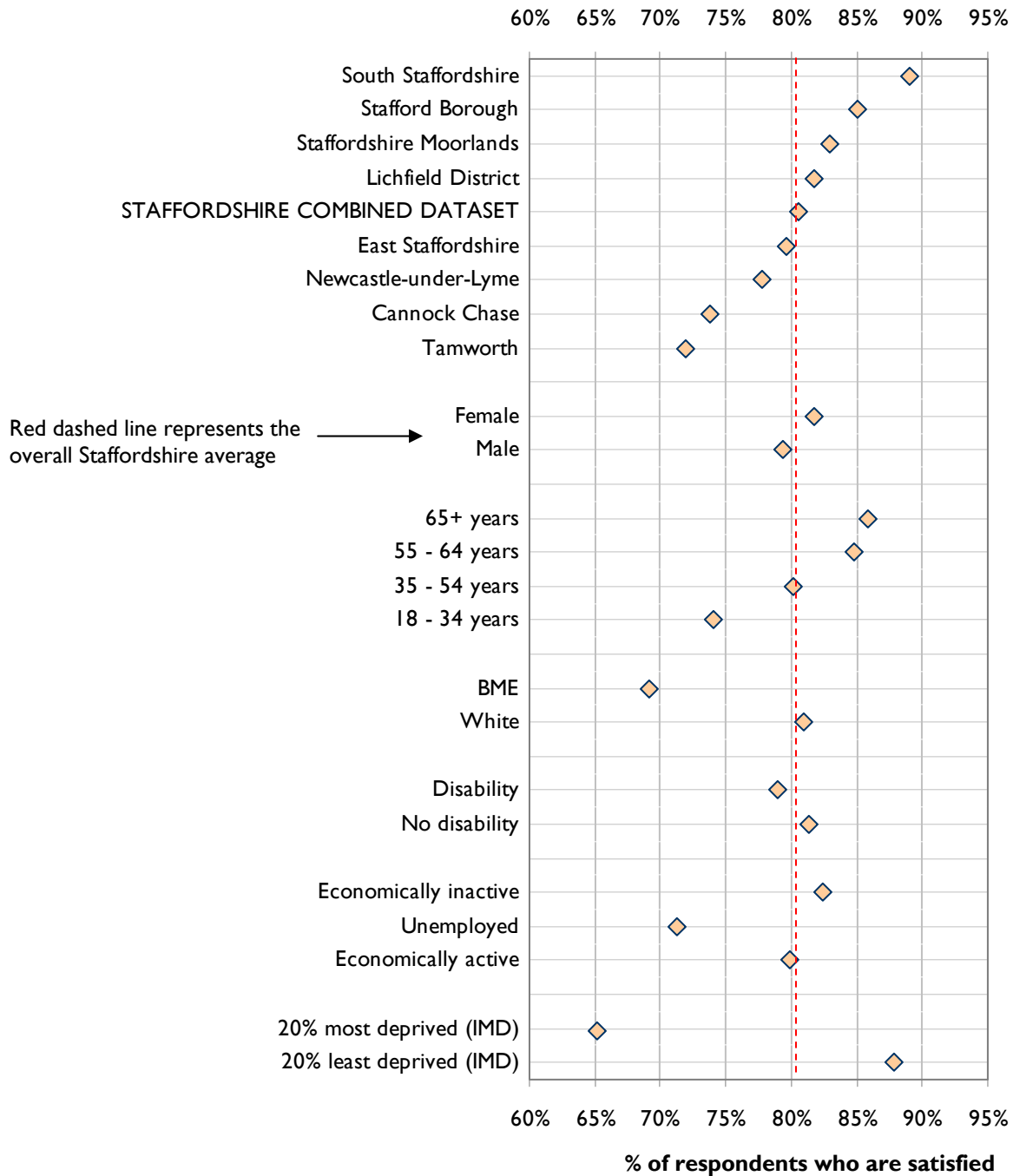
Table 2.5: Results of NI 2 by housing tenure

	Owned outright	Buying on mortgage	Rent-Council	Rent—RSL	Rent—private	Other	Total
People who feel they do belong	71.1	58.1	72.5	66.3	45.0	63.8	63.4
People who feel they do NOT belong	28.9	41.9	27.5	33.7	55.0	36.2	36.6

SUMMARY OF DIFFERENCES BY KEY DEMOGRAPHIC GROUPS

The following dot-plot shows a summary of how the responses to this question differ by district, gender, age, ethnicity, disability, economic status and level of deprivation. The red dashed line represents the results from the combined Staffordshire dataset.

Figure 2.3: NI 5 Overall/general satisfaction with area



Levels of overall satisfaction with the local area vary according to a number of factors. In general, those who were more likely to be satisfied with their local area live in South Staffordshire, Stafford, Staffordshire Moorlands and Lichfield, are aged 55 and over, economically inactive and live in the 20% least deprived areas.

PERSONAL CHARACTERISTICS

Age and gender

Table 2.6 sets out the results of NI 5 according to age and gender. Levels of satisfaction with the area increase with age, from 74% of 18-34 year olds satisfied to 85.8% of those aged 65 and over. Females have slightly higher levels of satisfaction with their area, 81.8% compared to 79.3% of males. 18-34 year olds have the highest levels of those who are neither satisfied or dissatisfied and those who are dissatisfied.

Table 2.6: Results of NI 5 by age and gender

Response	Age				Gender		Total
	18-34	35-54	55-64	65+	Male	Female	
Satisfied	74.0	80.1	84.8	85.8	79.3	81.8	80.5
Neither	17.6	12.2	8.1	8.8	13.4	10.9	12.1
Dissatisfied	8.3	7.7	7.1	5.3	7.3	7.2	7.4

Ethnicity

Those from black and minority ethnic (BME) backgrounds were less likely to feel satisfied with their local area, than those from white backgrounds (69.1% compared to 80.9%). A greater proportion were neither satisfied nor dissatisfied (25.1% compared to 11.8%) and slightly fewer were dissatisfied (5.7% compared to 7.4%). However, due to Staffordshire's relatively small BME population the BME data has not been weighted by ethnicity. In total, 175 BME respondents answered this question.

Employment status

Table 2.7 illustrates the varying levels of satisfaction according to economic status. The economically inactive group have the highest levels of satisfaction and the unemployed have the lowest levels. The economically active group have levels of satisfaction slightly below average but also levels of dissatisfaction slightly below average. The unemployed only account for 2.1% of the overall sample which should be kept in mind when interpreting these results. Both the unemployed and economically active group have above average levels of people who are neither satisfied nor dissatisfied, so there is scope to increase satisfaction levels by converting these respondents.

Table 2.7: Results of NI 5 by economic status

	Economically active	Unemployed	Economically inactive	Total
Satisfied	79.9	71.3	82.4	80.5
Neither	12.9	17.1	10.5	12.1
Dissatisfied	7.2	11.6	7.0	7.4

AREA AND HOUSEHOLD CHARACTERISTICS

Deprivation

Levels of satisfaction increase as deprivation falls and there is a significant difference in satisfaction levels between the 20% most deprived and 20% least deprived areas (65.2% and 87.9% respectively). The most deprived areas also had the highest levels of dissatisfaction and those who were neither satisfied nor dissatisfied, so again there may be scope to convert those stating neither to satisfied.

Table 2.8: Results of NI 5 by deprivation (measured by the IMD 2007, DCLG)

	20% most deprived	20-40% most deprived	40-60% most deprived	20-40% least deprived	20% least deprived	Total
Satisfied	65.2	72.0	79.7	84.2	87.9	80.5
Neither	19.9	16.5	13.4	9.8	8.0	12.1
Dissatisfied	14.9	11.5	6.9	5.9	4.1	7.4

Area characteristics

Analysis according to the ACORN categories highlighted some differences, as illustrated in table 2.9. The Wealthy Achievers was the only category that demonstrated above average levels of satisfaction and the Moderate Means category demonstrated the lowest levels of satisfaction. The highest levels of dissatisfaction were seen in the Hard Pressed, Moderate Means and Urban Prosperity categories, all with above average levels of dissatisfaction. The Moderate Means and Hard Pressed groups had the largest proportion of people who were neither satisfied nor dissatisfied.

Table 2.9: Results of NI 5 by ACORN category (ACORN 2008, CACI)

	Wealthy Achievers	Urban Prosperity	Comfortably Off	Moderate Means	Hard Pressed	Total
Satisfied	87.7	77.5	79.8	68.5	71.4	80.5
Neither	7.7	10.8	13.4	19.4	16.2	12.1
Dissatisfied	4.6	11.7	6.8	12.1	12.4	7.4

Spatial analysis

Table 2.10 illustrates the district results for NI 5. The highest levels of satisfaction are seen in South Staffordshire and Stafford, with respondents in Staffordshire Moorlands and Lichfield demonstrating above average levels of satisfaction. The lowest levels of satisfaction are in Cannock Chase and Tamworth. Likewise the highest levels of dissatisfaction are shown in Cannock Chase and Tamworth. The highest levels of respondents stating neither satisfied nor dissatisfied are in Tamworth, Newcastle-under-Lyme and Cannock Chase.

Table 2.10: Results of NI 5 by district

	Satisfied	Neither	Dissatisfied
South Staffordshire	89.0	7.3	3.7
Stafford	85.0	9.1	5.9
Staffordshire Moorlands	82.9	10.3	6.7
Lichfield	81.8	10.6	7.6
STAFFORDSHIRE	80.5	12.1	7.4
East Staffordshire	79.6	12.6	7.8
Newcastle-under-Lyme	77.7	15.3	7.0
Cannock Chase	73.8	15.2	11.0
Tamworth	71.9	17.5	10.6

Table 2.11 sets out the ten wards that have the lowest levels of satisfaction across the county. Six of the eight districts have at least one ward in the top ten, with Staffordshire Moorlands and South Staffordshire being the only exceptions. Tamworth had the lowest district level satisfaction, yet only has one ward in the top ten. Cannock Chase, Newcastle and Stafford have at least two wards with the lowest levels of satisfaction.

However, taking these ten wards, the lowest levels of satisfaction do not necessarily correlate with the highest levels of dissatisfaction. Table 2.12 highlights the ten wards with the highest levels of dissatisfaction.. Anglesey and Knutton and Silverdale, for example, had dissatisfaction rates of 9.2% and 11.4% respectively, whereas Burntwood Central had a dissatisfaction response of 30.6%. It is likely to be easier to convert people being from neither satisfied nor dissatisfied to satisfied than those who are dissatisfied, which is an interesting area to look at. There are three wards which appear in both top ten lists, Cannock East, Burntwood Central and Forebridge.

Table 2.11: Results of NI 5 by ward—ordered by level of satisfaction

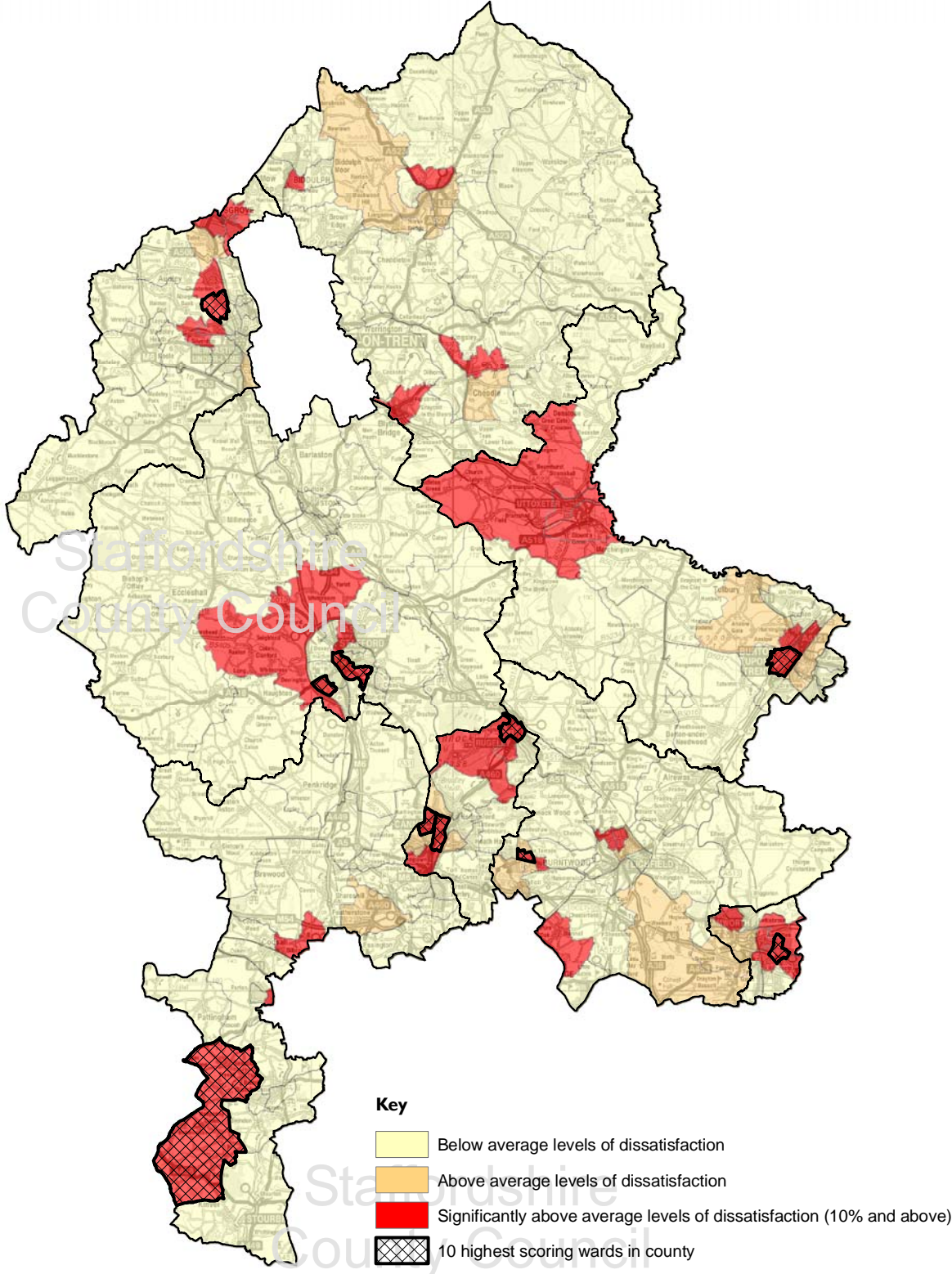
	Ward code and name	District	Satisfied	Neither	Dissatisfied
41UCGD	Anglesey	East Staffordshire	50.8	40.0	9.2
41UEGL	Knutton and Silverdale	Newcastle	56.8	31.8	11.4
41UBFY	Hagley	Cannock Chase	58.6	27.6	13.8
41UBFS	Cannock East	Cannock Chase	60.0	14.5	25.5
41UEGC	Butt Lane	Newcastle	60.7	26.2	13.1
41UGGQ	Forebridge	Stafford	60.8	18.9	20.3
41UEGH	Holditch	Newcastle	61.0	15.3	23.7
41UDGL	Burntwood Central	Lichfield	61.1	8.3	30.6
41UKFT	Stonydelph	Tamworth	61.6	23.2	15.2
41UGGM	Common	Stafford	61.8	19.7	18.4

Table 2.12: Results of NI 5 by ward—ordered by level of dissatisfaction

	Ward code and name	District	Satisfied	Neither	Dissatisfied
41UDGL	Burntwood Central	Lichfield	61.1	8.3	30.6
41UFJJ	Trysull and Seisdon	South Staffordshire	65.0	5.0	30.0
41UBFS	Cannock East	Cannock Chase	60.0	14.5	25.5
41UGGU	Highfields and Western Downs	Stafford	71.4	3.6	25.0
41UEGH	Holditch	Newcastle	61.0	15.3	23.7
41UBGG	Western Springs	Cannock Chase	61.9	16.7	21.4
41UGGQ	Forebridge	Stafford	60.8	18.9	20.3
41UKFQ	Glascote	Tamworth	67.0	13.6	19.3
41UBFT	Cannock North	Cannock Chase	66.7	14.4	18.9
41UCGR	Shobnall	East Staffordshire	64.1	17.2	18.8

Figure 2.4 on the next page illustrates the respondents who are dissatisfied with their local area by ward. There is no clear pattern, with clusters of wards across the county that have an above average proportion of respondents who are dissatisfied with their area, including a mix of urban and rural wards. The ten wards with the highest levels of dissatisfaction are marked with cross hatching.

Figure 2.4: N15 Percentage of respondents who are dissatisfied with their local area



Housing and household structure

Table 2.13 shows that the highest levels of satisfaction are experienced by people who own their house outright or are buying on a mortgage. The lowest levels of satisfaction are amongst those who rent privately, but the highest levels of dissatisfaction are amongst people who rent from a registered social landlord. Those who rent privately have the highest proportion of people who are neither satisfied nor dissatisfied, significantly higher than the average. It may be that people who rent privately do not feel settled in an area or do not intend to stay there for too long so may feel less satisfaction with the area. Again, it should be noted that those that rent privately only account for 6.4% of the overall sample.

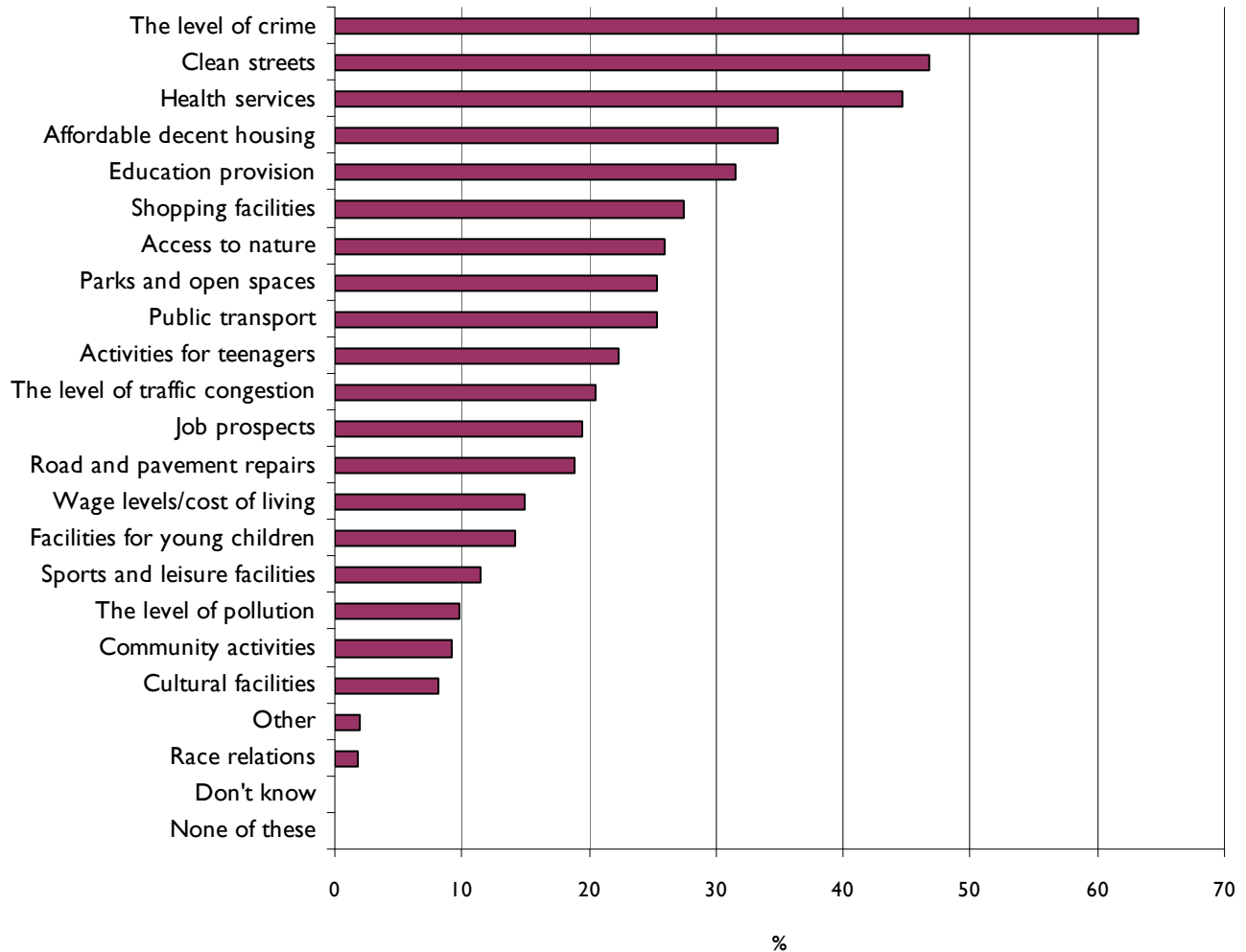
Table 2.13: Results of NI 5 by housing tenure

	Owned outright	Buying on mortgage	Rent-Council	Rent-RSL	Rent-private	Other	Total
Satisfied	84.0	80.6	76.8	76.3	70.8	77.4	80.5
Neither	9.4	12.4	13.6	13.1	21.8	13.2	12.1
Dissatisfied	6.6	7.0	9.6	10.6	7.4	9.4	7.4

What makes somewhere a good place to live and what needs improving in the local area

Respondents were asked to state the top five factors that are most important in making somewhere a good place to live. Figure 2.5 on the following page sets out these factors, in order of importance. The level of crime was rated as the most important factor, with 63% of responses. This was followed by clean streets (47%) and health services (45%). Other important factors with around a third of the responses were affordable decent housing (35%) and education provision (32%). The areas of least importance were race relations (2%), cultural facilities (8%) and community activities (9%).

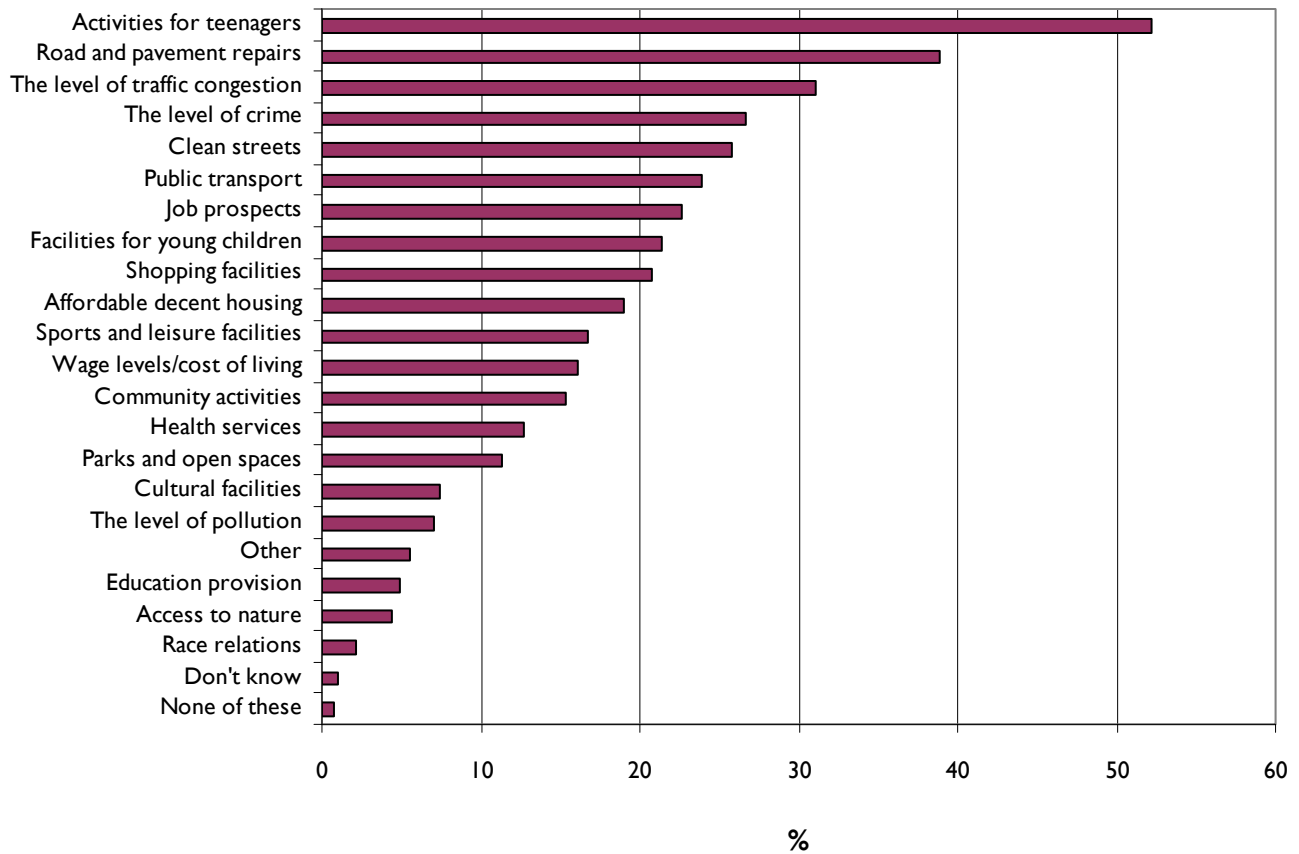
Figure 2.5: Factors that make an area a good place to live



The district results, on the whole, follow the trends of the county results, with crime a top factor in all districts. Clean streets and health services are either a second or third top priority in all districts.

After rating the five most important factors that make an area a good place to live, respondents were asked to think about their own local area and highlight the five things that most need improving. Figure 2.6 on the following page sets these out. The top three areas that most need improving are activities for teenagers (52% of respondents), road and pavement repairs (39%) and the level of traffic congestion (31%). Around a quarter of respondents said that the level of crime needs improving (27%) as well as clean streets (26%) and public transport (24%). The areas that least needed improving were race relations (2%), access to nature (4%) and education provision (5%).

Figure 2.6: Factors that need improving in local areas



Key messages for the Local Area section

This section highlights the key messages from this section, including comparison with national results and identifying the socio-demographic groups and areas that are not performing as strongly as the average or are ‘sitting on the fence’ in terms of their responses, thus providing a potential focus for action to improve results in the future.

- The proportion of people who feel that they belong to their neighbourhood is greater in Staffordshire than nationally (63% compared to 59%).
- Those that are least likely to feel that they belong are aged 18-34, live in the most deprived areas and live in Tamworth.
- The proportion of people who are satisfied with their local area in Staffordshire is similar to the national figure (81% compared to 80%).
- Those that are most likely to be neither satisfied nor dissatisfied are 18-34 years old, unemployed, living in the most deprived areas, renting privately and living in Tamworth. These are the groups that are ‘sitting on the fence’ and thus may be easier to convert to being satisfied, rather than those that are dissatisfied.
- The top five most important factors for making somewhere a good place to live in Staffordshire are level of crime; clean streets; health services; affordable decent housing; and education provision.
- The top five factors that need improving in Staffordshire are activities for teenagers; road and pavement repairs; level of traffic congestion; level of crime; and clean streets.