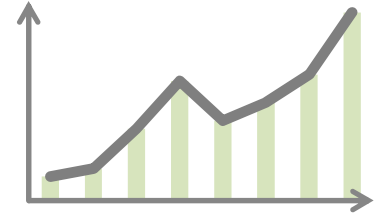


# ANNUAL RESIDENTS' SURVEY 2013 HEADLINE RESULTS & TREND SCORES



## BACKGROUND

The 2013 Annual Residents' Survey (ARS) was conducted by London Borough of Hammersmith and Fulham between November and December 2013 using the same methodology and questions as contained in previous surveys (i.e. Best Value Surveys, the Place Surveys and previous Annual Residents' Surveys). This enables the council to track resident satisfaction in a systematic way and to consider and compare trends over time and with national and London outcomes. The ARS

2013 was a postal survey with 4,000 questionnaires distributed and an achieved response rate of 26% (1052 responses).

The responses were weighted as a way of tackling the issue of over- and under-representation in the sample. Confidence intervals for the survey as a whole are  $\pm 3\%$ . Trends in resident satisfaction are shown over a seven year period 2006-2013.

## SUMMARY

Overall this years survey has yielded positive results in a number of key areas.

Overall satisfaction with the council is higher than in 2012 (74%, up by 8 percentage points), and only 11% are dissatisfied with the way the Council runs things – a decrease of 1 percentage point. Overall satisfaction with the local area as a place to live is the highest since the survey started in 2006/07.

There have been general improvements in perceptions about both the council and the local area. Satisfaction with the local area has improved by 2 percentage points to 87%. 72% of respondents (up by 7 percentage points) say the council is acting on concerns of local residents. 69% (up by 4 percentage points) agreed that the council promotes the interests of local residents.

Looking at more specific aspects of the Council's image, respondents are positive about the efforts

being made to make the area a cleaner and greener place to live (84% agree, up by 3 percentage points), while four in five are satisfied with waste collection (81%, down by 1 percentage point) and three in four with doorstep recycling (75%, down by 1 percentage point). Four in five respondents are satisfied with the borough's parks and open spaces (80%, up by 2 percentage points). Respondents were also more satisfied with the cleanliness of public land (76%, up by 2 percentage points).

Overall respondents to the survey feel safer. Safety after dark has increased, with two thirds of all respondents feeling safe (67%, up by 6 percentage points). Safety during the day increased by one percentage point to 89%. The proportion of residents who feel the council are working to make the area safer has increased on last year (84%, up by 7 percentage points).

## KEY QUESTIONS

### SATISFACTION WITH THE LOCAL AREA AS A PLACE TO LIVE

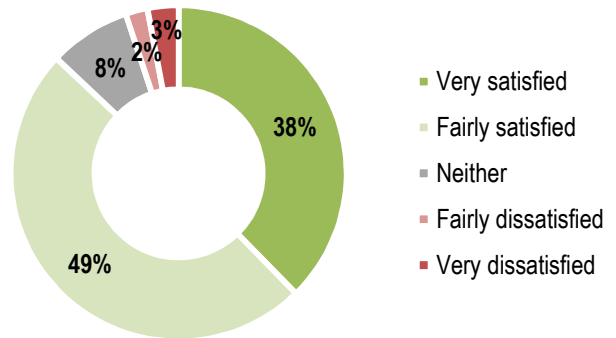
(Base: 1040, C.I. ±3.02%)

Satisfaction ↑2% points (against 2012)

Dissatisfaction ↓2% points (against 2012)

Overall satisfaction with the local area as a place to live is higher than in 2012 (up 2 percentage points to 87%). Overall satisfaction with the local area as a place to live is the highest since the survey started in 2006/07. Dissatisfaction with the local area also saw a reduction, it dropped 2 percentage points to 5%.

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



### AGREE/ DISAGREE THAT THE COUNCIL PROVIDES VALUE FOR MONEY

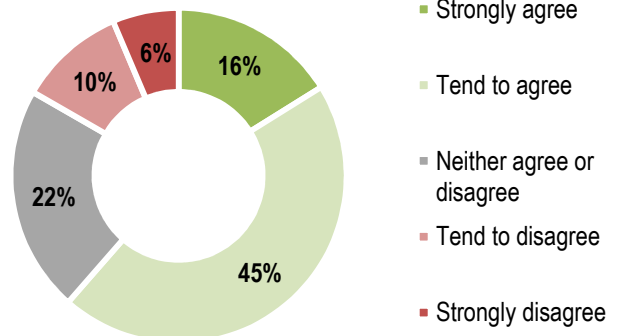
(Base: 941, C.I. ±3.18%)

Agree → No change

Disagree ↑ 3% points

The percentage of respondents that agreed that the council provided value for money stayed at the same level as last year (61%). Those who disagreed that the council provided value for money increased by 3 percentage points on last year to 17%.

How much do you agree or disagree that the council provides value for money?



### SATISFACTION WITH THE WAY THE COUNCIL RUN THINGS

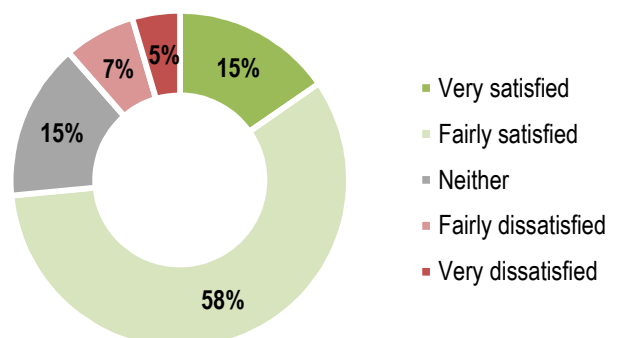
(Base: 990, C.I. ±3.1%)

Satisfaction ↑8% points

Dissatisfaction ↓1% point

The percentage of respondents that were satisfied with the way the council were running things increased by 8 percentage point on last year to 73.5%. Those who were dissatisfied with the way the council ran things decreased slightly, by one percentage point to 11%.

Taking everything into account, how satisfied or dissatisfied are you with the way the council run things?



KEY QUESTIONS—TREND

		BVPI 2006/2007	H&F ARS 2007	The Place Survey 2008	H&F ARS 2009	H&F ARS 2010	H&F ARS 2011	H&F ARS 2012	H&F ARS 2013	Trend
Q1	Satisfied	71%	72%	80%	83%	80%	83%	85%	87%	
	Neither	16%	13%	11%	9%	11%	9%	8%	8%	
	Dissatisfied	12%	15%	9%	8%	9%	8%	7%	5%	
Q6	Agree			45%	54%	52%	55%	61%	61%	
	Neither			31%	26%	28%	27%	24%	22%	
	Disagree			24%	20%	19%	18%	14%	17%	
Q7	Satisfied	53%	54%	59%	65%	60%	62%	66%	74%	
	Neither	30%	29%	25%	23%	26%	27%	23%	15%	
	Dissatisfied	17%	17%	15%	12%	14%	11%	12%	11%	

CRIME AND ANTI SOCIAL BEHAVIOUR

Overall respondents to the survey feel safer. Safety after dark has increased by 6 percentage points on last year to 67%. Safety during the day increased by one percentage point to 88%.

84% of respondents felt safe while using public transport. This question has not been asked previously.

HOW SAFE DO YOU FEEL...

OUTSIDE IN YOUR LOCAL AREA AFTER DARK?

(Base: 989, C.I. ±3.02%)

Safer ↑6% points  
 Unsafe ↓7% points

OUTSIDE IN YOUR LOCAL AREA DURING THE DAY?

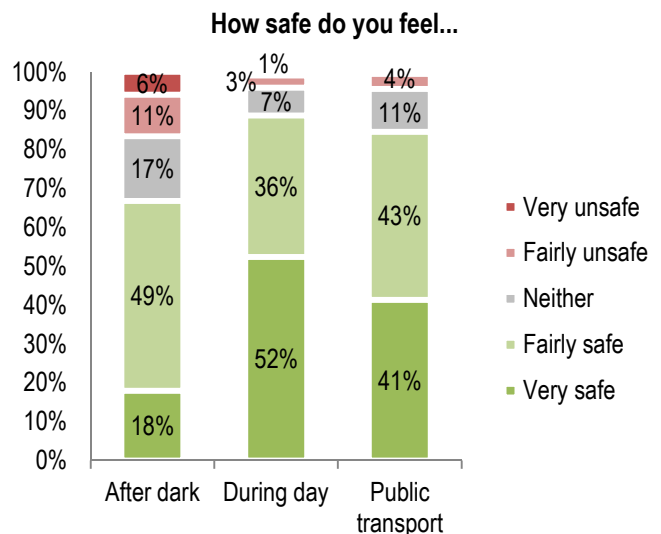
(Base: 1018, C.I. ±3.05%)

Safer ↑1% point  
 Unsafe →No change

WHEN USING PUBLIC TRANSPORT IN THE BOROUGH?

(Base: 1008, C.I. ±3.07%)

Question not asked previously



## CRIME AND ANTI SOCIAL BEHAVIOUR—TREND

Residents felt that motor vehicle crime, violence or assault, noisy neighbours, and abandoned or burnt out cars were a worsening problem. Robbery and burglary were felt to be less of a problem than in previous years.

Slightly more respondents than last year felt that the police and other local public services were successfully dealing with crime and asb issues (45%, up by 3 percentage points). The same proportion as last year felt

the police and other local public services seek their views on crime and asb (37%),

The information taken from this section of the Annual Residents Survey will feed into the Strategic Assessment for Crime and Disorder process, which will be published later on in the year.

		BVPI 2006/2007	H&F ARS 2007	The Place Survey 2008	H&F ARS 2009	H&F ARS 2010	H&F ARS 2011	H&F ARS 2012	H&F ARS 2013	Trend
Q16	Safe			48%	59%	60%	58%	61%	67%	
	Neither safe nor unsafe			18%	18%	16%	19%	16%	17%	
	Unsafe			33%	24%	24%	23%	23%	16%	
Q17	Safe			87%	92%	87%	88%	88%	89%	
	Neither safe nor unsafe			7%	6%	9%	9%	8%	7%	
	Unsafe			6%	3%	4%	4%	4%	4%	
Q18	Safe								85%	
	Neither safe nor unsafe								11%	
	Unsafe								4%	
Q19a	Problem						49%	39%	44%	
	Not a problem						51%	61%	56%	
Q19b	Problem						39%	33%	35%	
	Not a problem						61%	67%	65%	
Q19c	Problem						50%	49%	44%	
	Not a problem						50%	51%	56%	
Q19d	Problem						59%	58%	50%	
	Not a problem						42%	42%	50%	
Q19e	Problem	29%	32%	25%	22%	24%	36%	32%	35%	
	Not a problem	71%	68%	76%	78%	76%	64%	68%	65%	

## CRIME AND ANTI SOCIAL BEHAVIOUR—TREND CTD.

		BVPI 2006/2007	H&F ARS 2007	The Place Survey 2008	H&F ARS 2009	H&F ARS 2010	H&F ARS 2011	H&F ARS 2012	H&F ARS 2013	Trend	
Q19f	Teenagers hanging around the streets	Problem 39%	61%	57%	50%	41%	36%	47%	39%	37%	
	Not a problem		39%	43%	50%	59%	65%	53%	61%	63%	
Q19g	Rubbish or litter lying around	Problem 40%	61%	60%	55%	47%	39%	42%	43%	46%	
	Not a problem		40%	40%	45%	53%	61%	58%	57%	54%	
Q19h	Vandalism, graffiti etc.	Problem 53%	47%	40%	42%	32%	34%	30%	26%	25%	
	Not a problem		53%	60%	57%	68%	66%	71%	74%	75%	
Q19i	People using or dealing drugs	Problem 50%	50%	48%	36%	32%	32%	42%	42%	45%	
	Not a problem		50%	52%	64%	68%	68%	58%	58%	55%	
Q19j	People being drunk or rowdy	Problem 53%	48%	39%	41%	38%	34%	41%	34%	36%	
	Not a problem		53%	61%	59%	62%	66%	59%	66%	64%	
Q19k	Abandoned or burnt out cars	Problem 94%	7%	6%	6%	5%	6%	3%	3%	8%	
	Not a problem		94%	94%	94%	95%	94%	97%	97%	92%	
Q20	The police and other local public services seek peoples views	Agree			30%	39%	34%	38%	37%	37%	
		Neither			25%	25%	24%	21%	21%	23%	
		Disagree			28%	19%	27%	22%	26%	26%	
		Don't Know			17%	17%	16%	19%	17%	18%	
Q21	The police and other local public services are successfully dealing with these issues	Agree			33%	41%	38%	38%	42%	45%	
		Neither			29%	27%	28%	25%	21%	20%	
		Disagree			21%	14%	18%	15%	15%	13%	
		Don't Know			17%	19%	16%	22%	21%	21%	

## SATISFACTION WITH SERVICES

Over half of the service areas saw an increase in the proportion of respondents that were satisfied. Keeping public land clear of litter, local tips and household waste recycling centres, theatres and concert halls, and parks and open spaces all saw improved scores.

Refuse collection and doorstep recycling saw a very slight drop in satisfaction of 1 percentage point. Satisfaction with sport and leisure facilities saw a large drop of 9 percentage points.

### HOW SATISFIED ARE YOU WITH THE FOLLOWING COUNCIL SERVICES?

#### KEEPING PUBLIC LAND CLEAR OF LITTER

(Base: 1003, C.I. ±3.08%)

**Satisfied** ↑2% points

**Dissatisfied** ↓2% points

#### REFUSE COLLECTION

(Base: 964, C.I. ±3.14%)

**Satisfied** ↓1% point

**Dissatisfied** ↑1% point

#### DOORSTEP RECYCLING

(Base: 890, C.I. ±3.27%)

**Satisfied** ↓1% point

**Dissatisfied** ↑2% point

#### LOCAL TIPS/ HOUSEHOLD WASTE RECYCLING CENTRES

(Base: 710, C.I. ±3.66%)

**Satisfied** ↑8% points

**Dissatisfied** →No change

#### SPORT/ LEISURE FACILITIES

(Base: 757, C.I. ±3.55%)

**Satisfied** ↓9% points

**Dissatisfied** ↑4% points

#### LIBRARIES

(Base: 711, C.I. ±3.66%)

**Satisfied** ↓3% points

**Dissatisfied** ↑1% point

#### MUSEUMS/ GALLERIES

(Base: 608, C.I. ±3.96%)

**Satisfied** →No change

**Dissatisfied** →No change

#### THEATRES/ CONCERT HALLS

(Base: 697, C.I. ±3.7%)

**Satisfied** ↑1% point

**Dissatisfied** ↓5% points

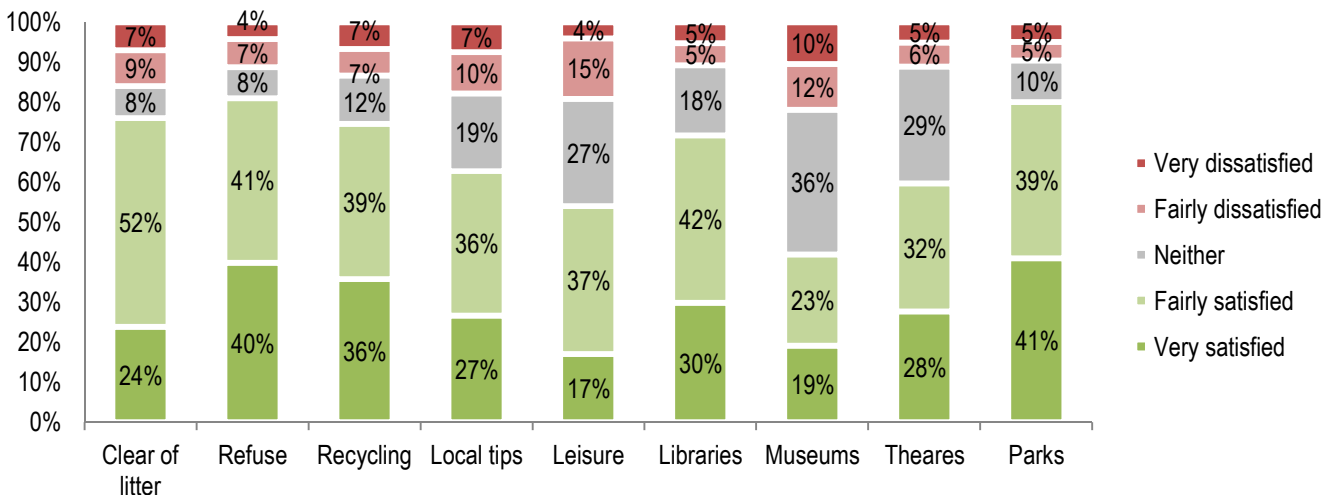
#### PARKS AND OPEN SPACES

(Base: 697, C.I. ±3.7%)

**Satisfied** ↑2% points

**Dissatisfied** ↑4% points

How satisfied are you with the following council services?



## SATISFACTION WITH SERVICES—TRENDS

		BVPI 2006/2007	H&F ARS 2007	The Place Survey 2008	H&F ARS 2009	H&F ARS 2010	H&F ARS 2011	H&F ARS 2012	H&F ARS 2013	Trend
Q5a	Satisfied	59%	57%	56%	66%	68%	69%	74%	76%	
	Neither	17%	18%	14%	13%	12%	10%	9%	8%	
	Dissatisfied	24%	25%	30%	21%	20%	20%	18%	16%	
Q5b	Satisfied	70%	77%	75%	79%	81%	82%	82%	81%	
	Neither	14%	11%	12%	9%	8%	8%	8%	8%	
	Dissatisfied	16%	12%	13%	12%	11%	11%	10%	11%	
Q5c	Satisfied	71%	72%	71%	71%	73%	75%	76%	75%	
	Neither	14%	15%	13%	14%	12%	15%	13%	12%	
	Dissatisfied	16%	13%	15%	15%	15%	11%	11%	13%	
Q5d	Satisfied	66%	N/A	49%	64%	59%	58%	55%	63%	
	Neither	26%	N/A	25%	21%	21%	21%	27%	19%	
	Dissatisfied	9%	N/A	26%	15%	20%	21%	18%	18%	
Q5e	Satisfied	45%	50%	47%	55%	54%	55%	63%	64%	
	Neither	35%	34%	32%	29%	28%	26%	22%	27%	
	Dissatisfied	21%	17%	22%	16%	18%	19%	15%	19%	
Q5f	Satisfied	61%	68%	65%	77%	74%	73%	75%	72%	
	Neither	29%	22%	25%	14%	16%	17%	16%	18%	
	Dissatisfied	11%	10%	10%	9%	9%	10%	9%	10%	
Q5g	Satisfied	22%	33%	31%	47%	42%	46%	42%	42%	
	Neither	53%	44%	37%	33%	36%	34%	35%	36%	
	Dissatisfied	25%	23%	32%	20%	22%	20%	22%	22%	
Q5h	Satisfied	39%	43%	46%	64%	61%	65%	59%	60%	
	Neither	43%	42%	33%	25%	25%	25%	25%	29%	
	Dissatisfied	18%	16%	20%	12%	14%	10%	16%	11%	
Q5i	Satisfied	67%	70%	72%	76%	78%	76%	78%	80%	
	Neither	13%	16%	14%	14%	11%	12%	16%	10%	
	Dissatisfied	20%	15%	15%	10%	11%	12%	6%	10%	

## INFORMATION & COMMUNICATIONS

Respondents felt more informed across all areas questioned about. The percentage feeling informed about how well the local council is performing increased by 10 percentage points (59%). The percentage feeling informed about how their council

tax is spent increased by 7 percentage points (60%). The percentage feeling informed about getting involved in local decision making (44%) also increased by 7 percentage points.

### HOW WELL INFORMED ARE YOU ABOUT THE FOLLOWING...

THE SERVICES, PLANS & BENEFITS H&F PROVIDE

(Base: 935, C.I. ±3.19%)

**Informed** ↑2% points  
**Not informed** ↓2% points

HOW AND WHERE TO REGISTER TO VOTE?

(Base: 974, C.I. ±3.12%)

**Informed** ↑1% point  
**Not informed** ↓1% point

HOW YOUR COUNCIL TAX IS SPENT?

(Base: 900, C.I. ±3.25%)

**Informed** ↑7% points  
**Not informed** ↓7% points

HOW YOU CAN GET INVOLVED IN LOCAL DECISION MAKING?

(Base: 859, C.I. ±3.33%)

**Informed** ↑7% points  
**Not informed** ↓7% points

WHAT TO DO IN THE EVENT OF A LARGE SCALE EMERGENCY?

(Base: 809, C.I. ±3.43%)

**Informed** ↑2% points  
**Not informed** ↓2% points

HOW WELL YOUR LOCAL COUNCIL IS PERFORMING?

(Base: 884, C.I. ±3.28%)

**Informed** ↑10% points  
**Not informed** ↓10% points

HOW TO COMPLAIN TO THE COUNCIL?

(Base: 887, C.I. ±3.27%)

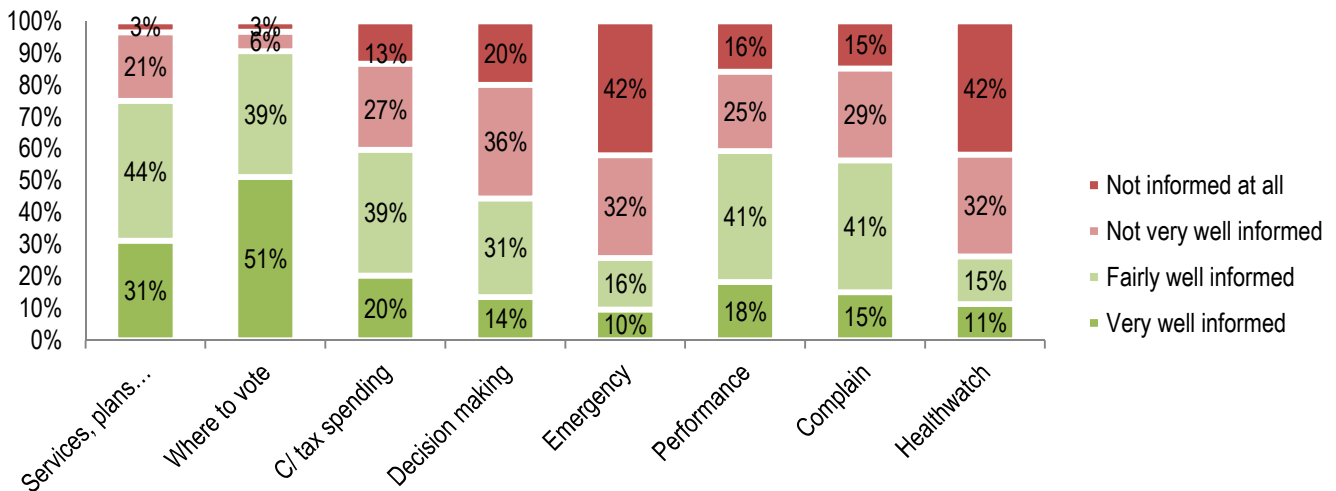
**Informed** ↑1% point  
**Not informed** ↓1% point

YOUR LOCAL HEALTHWATCH

(Base: 634, C.I. ±3.88%)

**Question not asked previously**

How informed are you with the following?







## VIEWS ON THE COUNCIL

Overall respondents viewed the council favourably. 84% felt the council was working to make the area safer (up by 7 percentage points). 72% felt the council acted on the concerns of local residents (up by 7 percentage points). 84% felt the council was working to make the area cleaner and greener

(up by 3 percentage points). Two new questions were asked in this years survey, in these 78% felt the council was working to attract jobs to the borough, and 74% felt the council was a strong leader in the local area.

### HOW MUCH DO YOU THINK THESE STATEMENTS APPLY TO YOUR COUNCIL?

MY COUNCIL IS WORKING TO MAKE THE AREA SAFER

(Base: 909 , C.I. ±3.23%)

Satisfied ↑7% points  
Dissatisfied ↓7% points

MY COUNCIL IS WORKING TO MAKE THE AREA CLEANER AND GREENER

(Base: 981, C.I. ±3.11%)

Satisfied ↑3% points  
Dissatisfied ↑2% points

MY COUNCIL PROMOTES THE INTERESTS OF LOCAL RESIDENTS

(Base: 883, C.I. ±3.28%)

Satisfied ↑4% points  
Dissatisfied ↓4% points

MY COUNCIL ACTS ON THE CONCERNS OF LOCAL RESIDENTS

(Base: 847, C.I. ±3.35%)

Satisfied ↑7% points  
Dissatisfied ↓7% points

MY COUNCIL TREATS ALL TYPES OF PEOPLE FAIRLY

(Base: 779, C.I. ±3.49%)

Satisfied ↑1% point  
Dissatisfied ↓1% point

MY COUNCIL IS WORKING TO ATTRACT BUSINESSES AND JOBS TO THE AREA

(Base: 755, C.I. ±3.55%)

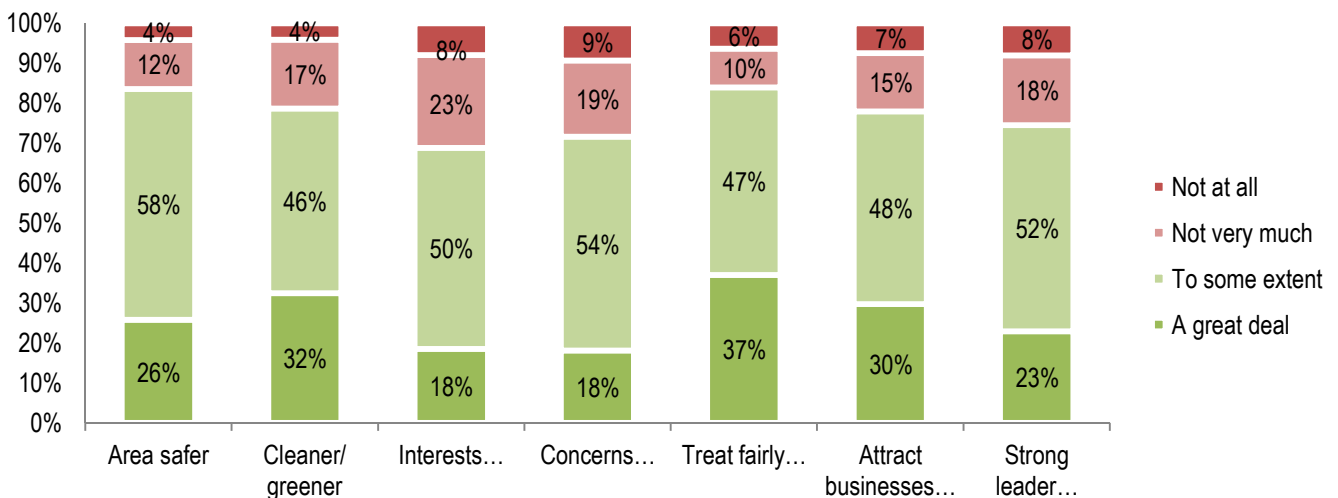
Question not asked previously

MY COUNCIL IS A STRONG LEADER IN THE LOCAL AREA

(Base: 777, C.I. ±3.5%)

Question not asked previously

How informed are you with the following?



**VIEWS ON THE COUNCIL—TREND**

		BVPI 2006/2007	H&F ARS 2007	The Place Survey 2008	H&F ARS 2009	H&F ARS 2010	H&F ARS 2011	H&F ARS 2012	H&F ARS 2013	Trend	
Q3a	My council is working to make the area safer	A great deal/ to some extent	59%	70%	71%	81%	80%	78%	77%	84%	
		Not very much/ at all	41%	29%	29%	19%	20%	22%	23%	16%	
Q3b	My council is working to make the area cleaner and greener	A great deal/ to some extent	68%	72%	67%	76%	74%	79%	81%	84%	
		Not very much/ at all	32%	28%	32%	24%	26%	21%	19%	21%	
Q3c	My council promotes the interests of local residents	A great deal/ to some extent	54%	64%	49%	67%	62%	65%	65%	69%	
		Not very much/ at all	46%	36%	51%	33%	38%	35%	35%	31%	
Q3d	My council acts on the concerns of local residents	A great deal/ to some extent	54%	61%	50%	64%	63%	63%	65%	72%	
		Not very much/ at all	46%	39%	49%	37%	37%	37%	35%	28%	
Q3e	My council treats all types of people fairly	A great deal/ to some extent	71%	74%	75%	84%	79%	80%	83%	84%	
		Not very much/ at all	29%	25%	26%	17%	21%	20%	17%	16%	
Q3f	My council is working to attract businesses and jobs to the area	A great deal/ to some extent								78%	
		Not very much/ at all									
Q3g	My council is a strong leader in the local area	A great deal/ to some extent								74%	
		Not very much/ at all									

