

London Borough of Sutton Residents' Survey 2017

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Introduction



Since 1987 the London Borough of Sutton has undertaken a Residents' Survey every two years. The aim of this survey is to measure satisfaction with the local area and the services the council provides. The survey is also used to help understand emerging issues within the borough.

In 2017 the Residents' Survey fieldwork was conducted by independent researchers M.E.L. Research on behalf of Sutton Council. The survey was carried out with 1,001 residents aged 16+ between 30 October and 10 December 2017. Quotas were set on age, gender and work status to match the profile of the population of Sutton, the data is weighted to these profiles to give a representative picture of the borough.

This report provides a summary of the findings from the survey, including trend data analysis from previous surveys (where available) and benchmarking analysis. For further analysis please contact the Commissioning and Governance Team.

Executive Summary



The Residents' Survey 2017 provides the council with a mixed bag of results. There are high levels of satisfaction in a number of areas which have been maintained despite continued savings since the last survey in 2015, along with some areas of decreased satisfaction likely to be attributable to the change in Waste collection services.

Satisfaction with the Council

There has been a decrease in satisfaction with how the Council runs things, taking the level of satisfaction back to 72% (-6% since 2015), levels last seen when savings began in 2010. 55% agree that the council provides value for money.

Looking at specific universal services with the exception of Waste collection (-22%), Street cleaning (-20%) and Recycling (-12%) there are increases in satisfaction in all areas. This drop in satisfaction is likely to be attributable to the initial problems with the Waste Collection service which went live in April 2017, just a few months before the fieldwork for this survey.

Feeling Informed

Since 2015 there has been a decrease in the percentage that feel informed about how their council tax is spent, from 65% in 2015 to 53%. This is also reflected in those that feel informed about the services and benefits provided, which has decreased from 64% in 2015 to 48% in 2017. There are also low levels of awareness in relation to the Council's various initiatives, programmes and plans.

In 2017, whilst slightly fewer residents already access services online, there is an increased appetite for doing so. More residents are aware as to how they can use the Sutton Council Website than those who actually use it.

Executive Summary



Satisfaction with the Local Area

91% are satisfied with the areas as a place to live. This reflects a slight increase (+1%) compared to 2015, but overall consistent since 2009.

Whilst 53% think that the area has not changed in the last two years, there has been an increase in those who think that the area has got worse, from 16% in 2015 to 28% in 2017.

There has been an increase in the percentage of residents who agree that their local area is a place where people from different backgrounds get on well together, from 90% in 2015 to 94% in 2017, the highest level recorded.

Engaging with the Council

85% of residents either are not interested or do not want to be involved with the Council. This trend has continued to increase since 2011 (68%).

More than half of residents (51%) disagree that they can influence council run services in their local area. This is in line with previous years, with the exception of 2015.

Engaging with the Community

Since 2011 there has been an increasing trend in residents who do not regularly volunteer from 75% in 2011 to 90% in 2017. 86% have not given any unpaid help at all over the last 12 months, 'work commitments' is the most prominent reason why residents do not give unpaid help.

Executive Summary



Perception of Crime

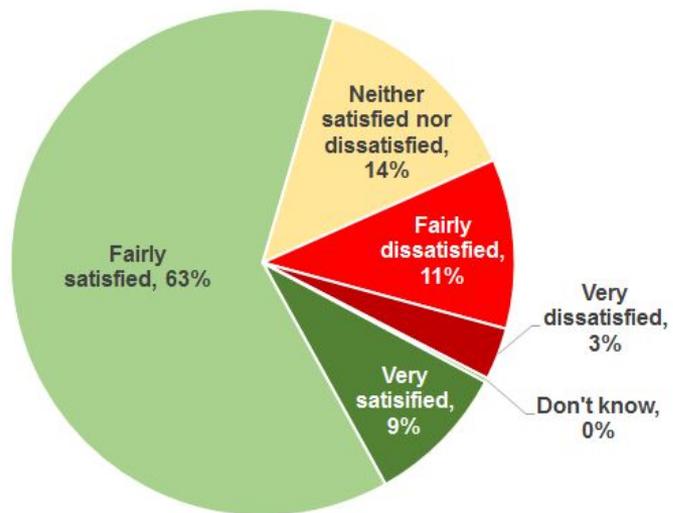
Consistent with previous years the percentage of residents who feel safe in their neighbourhood during the day remains high (97%). However there has been a decrease in those who feel safe in their neighbourhood after dark, from 75% in 2015 to 69% in 2017. Fear of victimisation has increased in relation to all crime types since 2015, with the highest percentage increases in relation to Anti-social behaviour from 35% in 2015 to 49% in 2017 and Some other form of attack 16% in 2015 to 30% in 2017.

Environmental Behaviours

Compared to 2015 residents are taking more actions to minimise their environmental impact. 78% are regularly turning off electrical appliances on standby.

Satisfaction with the Council

Satisfaction with how the Council runs things



72% are satisfied with how the council runs things; only 14% are dissatisfied; resulting in 58% net satisfied.

Compared to 2015 satisfaction has decreased by 6%, while dissatisfaction increased by 8%.

Sutton's level of satisfaction with how the Council runs things is higher than the national level of satisfaction from the LGA National Survey (October 2017).

Satisfied	72%
Dissatisfied	14%
Net Satisfied	58%



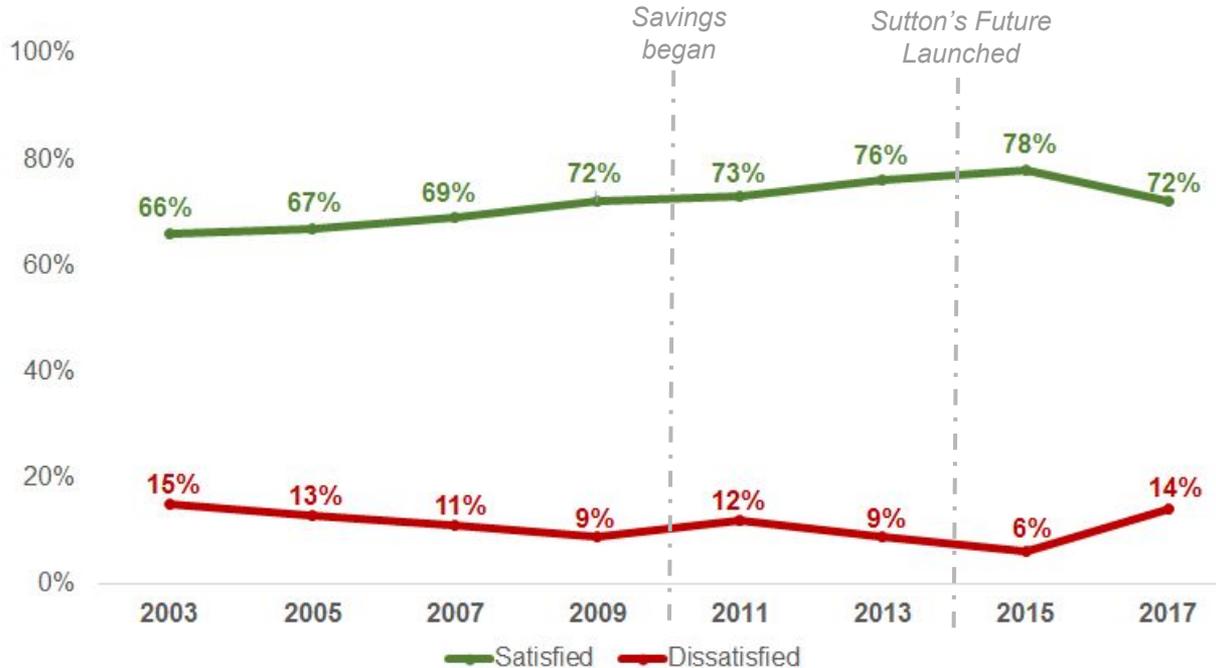
Taking everything into account, how satisfied or dissatisfied are you with the way Sutton Council runs things?

Base: 2017 1,001 Residents, Comparison data 2015

Polling on resident satisfaction with councils: Round 18, December 2017 The Local Government Association (LGA)

Satisfaction with how the Council runs things

Satisfaction with the Council has decreased by 6%



Satisfaction is significantly higher among those who are:

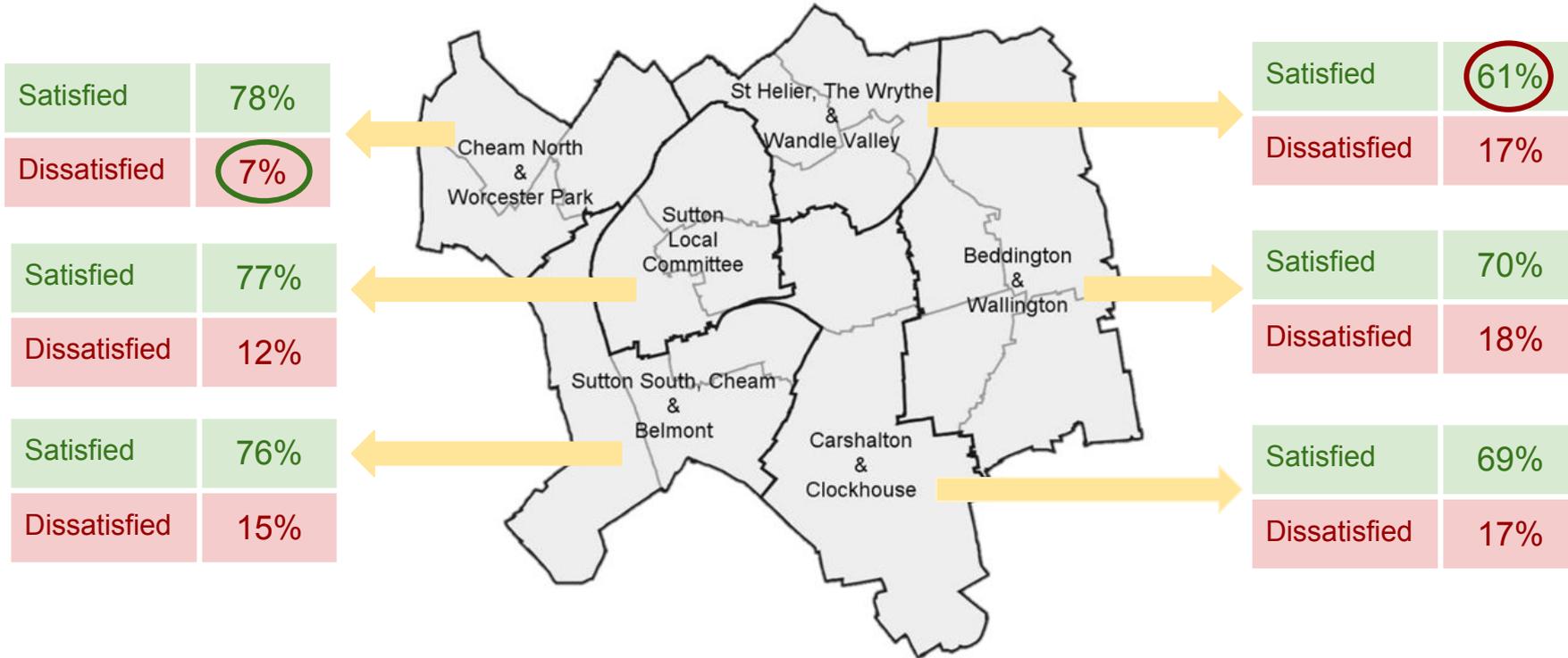
- Aged 16 - 24 years (81%)
- Living in private rented accommodation (83%)
- Think the area has got better in the last two years (88%)
- Informed how council tax is spent (85%)
- Agree the council provides value for money (95%)
- Informed about services and benefits (88%)

Dissatisfaction is higher among those who are:

- Aged 75+ (33%)
- Single adults with children (31%)
- Disagree that the council provides value for money (46%)
- Living in detached houses or bungalows (57%)

Satisfaction with how the Council runs things

Satisfaction was the highest in Cheam North & Worcester Park (78%).



Satisfaction with Universal Services

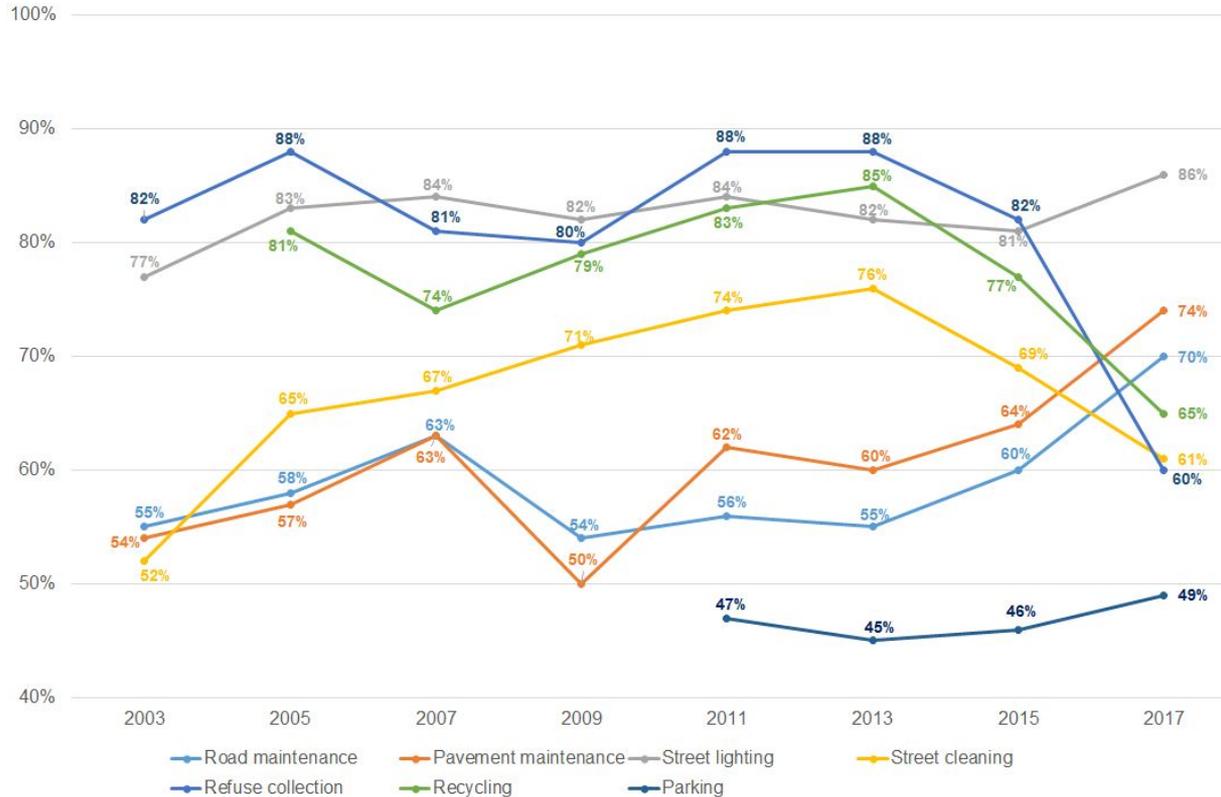


Increased levels of satisfaction, with exception of waste, recycling and street cleaning services.



How satisfied or dissatisfied you are with the quality of each of these in your local area? By local area, we mean the area within 15 - 20 minutes walking distance of your home. Base: 2017 1,001 Residents. Comparison data 2015.

Satisfaction with Universal Services



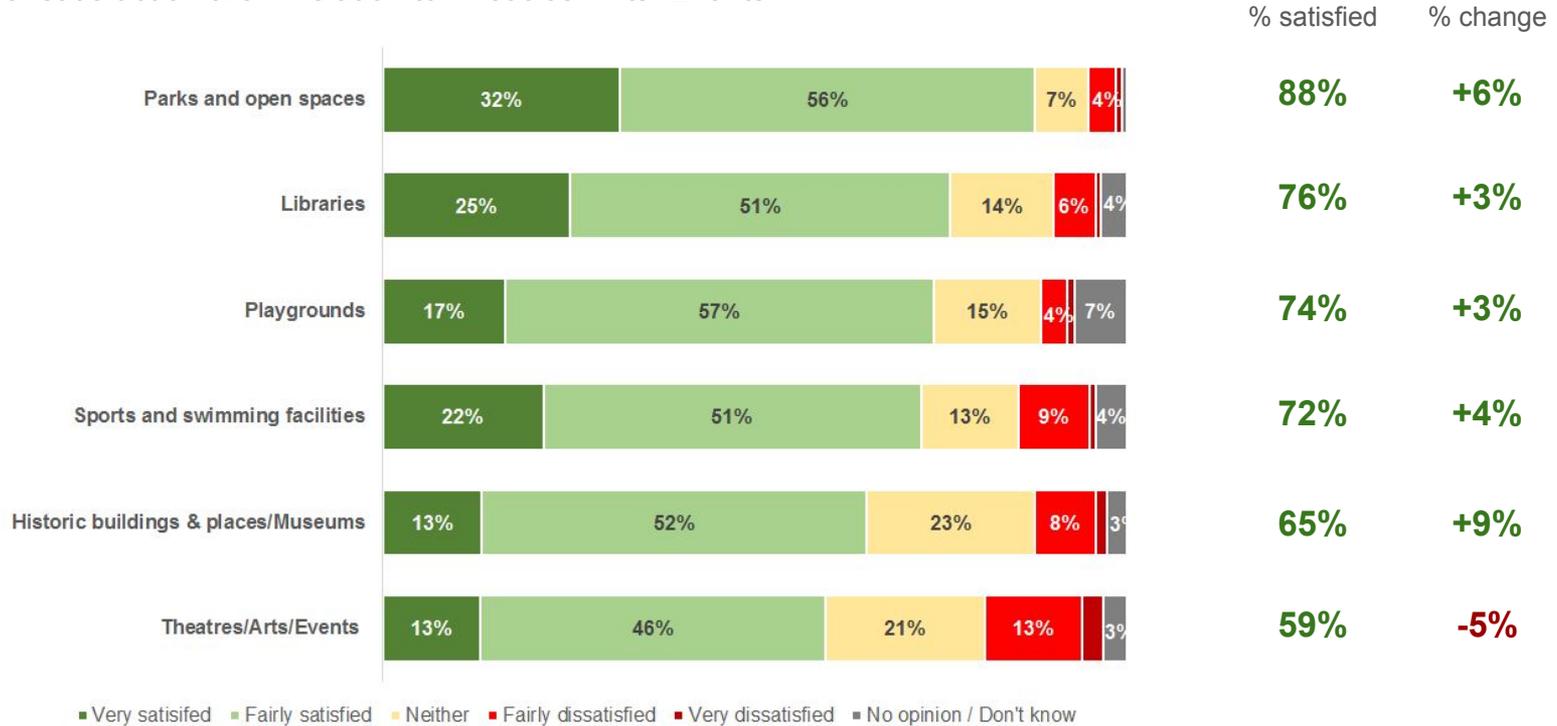
Following the introduction of the new Waste Recycling Scheme in 2017, there has been reduced satisfaction with Refuse collection, Recycling and Street cleaning.

There has been a positive increase in satisfaction with Street lighting, Pavement maintenance and Road maintenance.

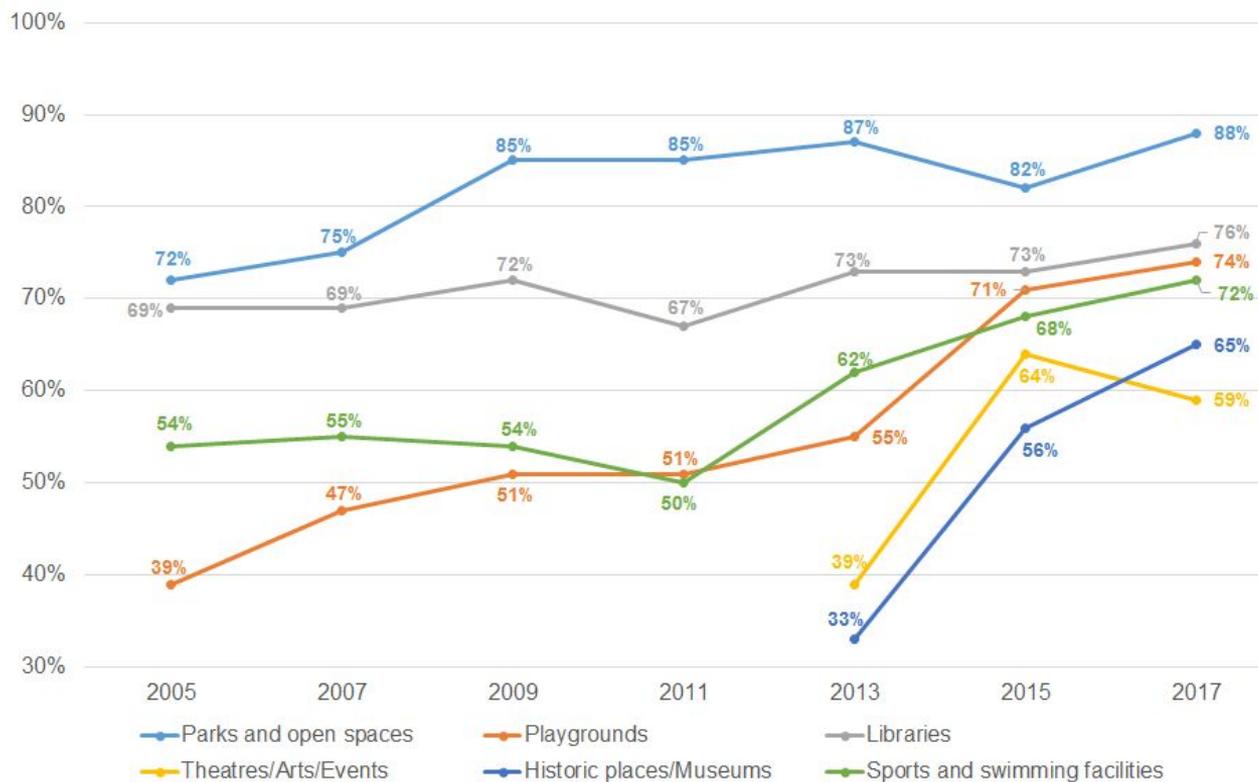
Overall Parking shows the lowest level of satisfaction. However historically this is the highest level of satisfaction with Parking recorded.

Satisfaction with Universal Services

The majority of residents are satisfied with Parks and open spaces, increased by 6% since 2015.
 Lowest levels of satisfaction are in relation to Theatres/ Arts/ Events.



Satisfaction with Universal Services



In 2017 we have the highest levels of satisfaction since 2005 with all services except Theatres/ Arts/ Events. In 2016 Sutton Theatres Trust went into administration and theatres closed.

Satisfaction with Historic places/ Museums has almost doubled in the last 4 years from 33% to 65%, possibly attributable to significant investment at Honeywood Museum, Carshalton & Whitehall, Cheam.

Satisfaction with Parks and open spaces is significantly higher in Beddington & Wallington (91%) than St Helier, The Wrythe & Wandle Valley (84%) or Cheam North & Worcester Park (85%).

Services used by Residents

There is a higher percentage of residents who use Parks and open spaces and a lower proportion of residents who use Theatres/ Arts/ Events and Historic buildings & places/ Museums.



More likely to be used by residents...

Parks and open spaces

- From households with 2+adults with children (94%)
- Aged 25 - 34 years (95%)

Sports and swimming facilities

- BME residents (68%)
- In paid employment (63%)
- From households with single adults with children (78%) or 2+ adults with children (76%)

Libraries

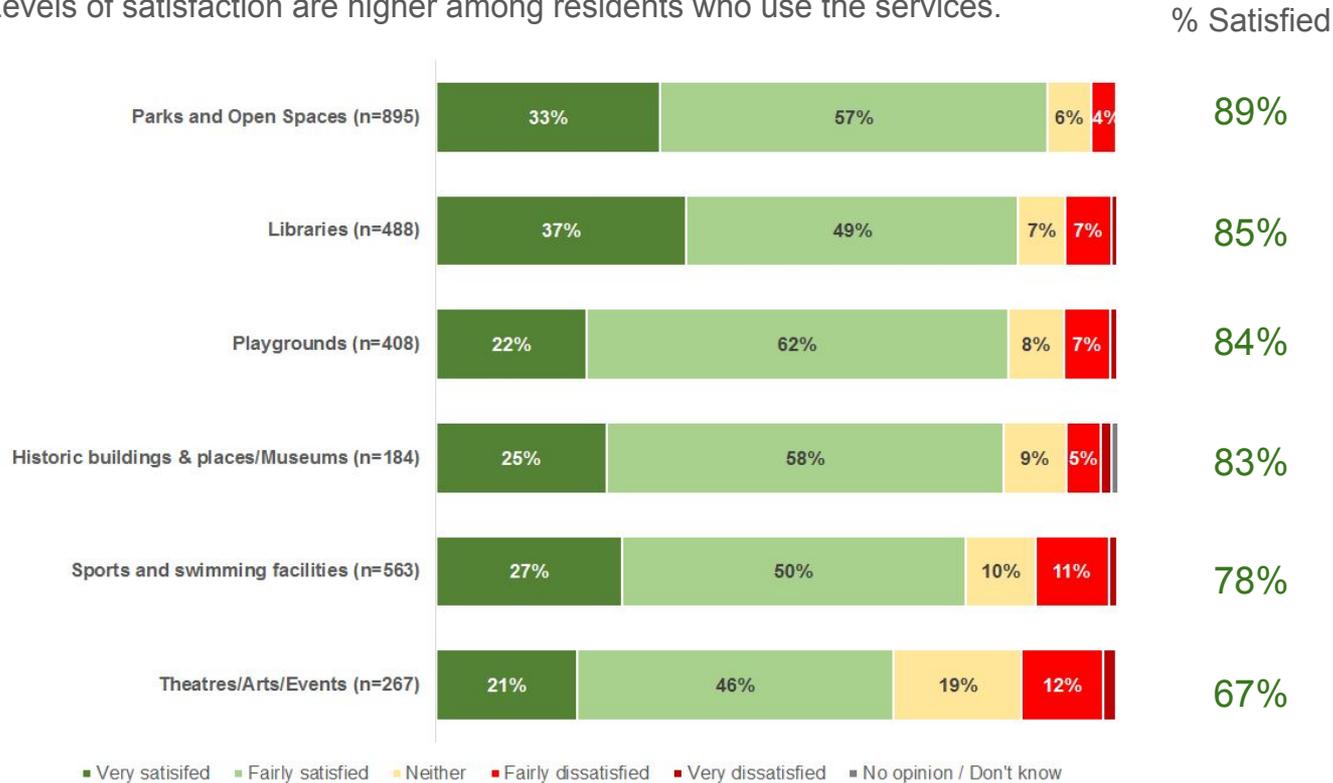
- Who are Female (56%)
- Who are Students (72%)
- BME residents (65%)
- Who live in Cheam North & Worcester Park (65%)

Playgrounds

- Who are housewives or house husbands (72%)
- BME residents (65%)

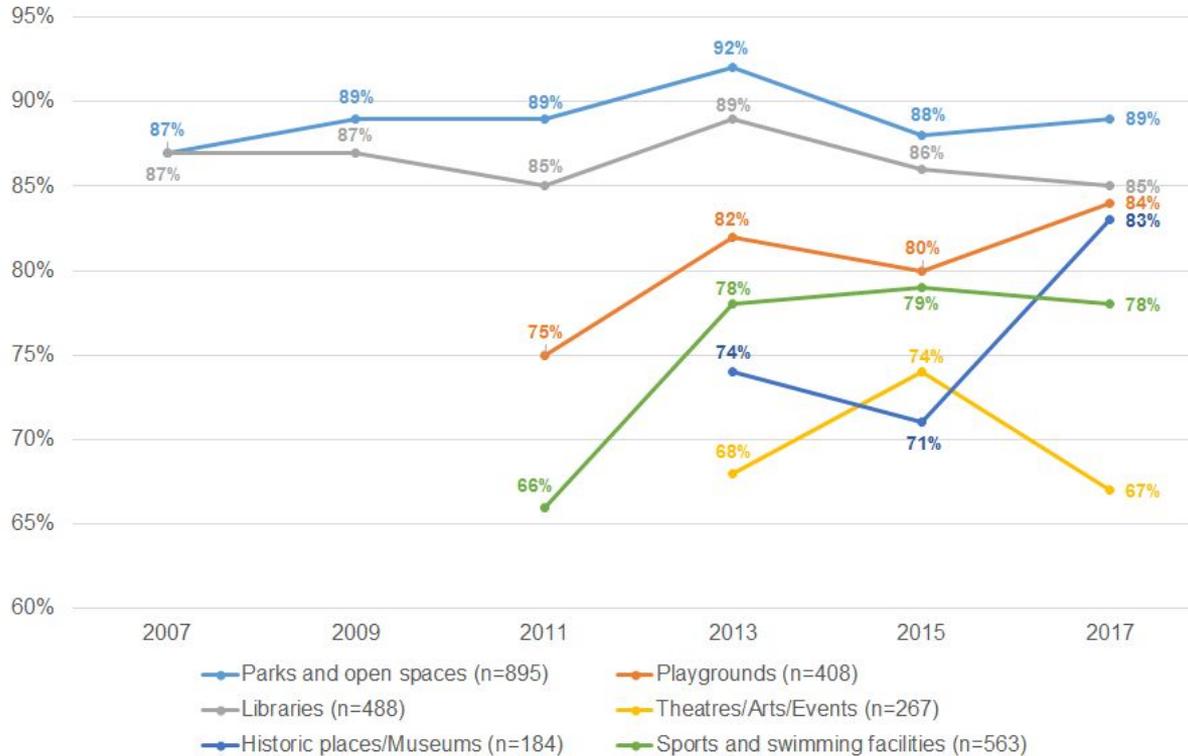
Service User Satisfaction

Levels of satisfaction are higher among residents who use the services.



How satisfied or dissatisfied are you with the quality of each of these in your local area?
Base: 2017 See individual services

Service User Satisfaction



Service user satisfaction continues to fluctuate.

Since 2015 the largest increase in satisfaction is in relation to Historic places/ Museums (+12%). There have been a slight increases in satisfaction with Parks and open spaces (+1%) and Playgrounds (+4%).

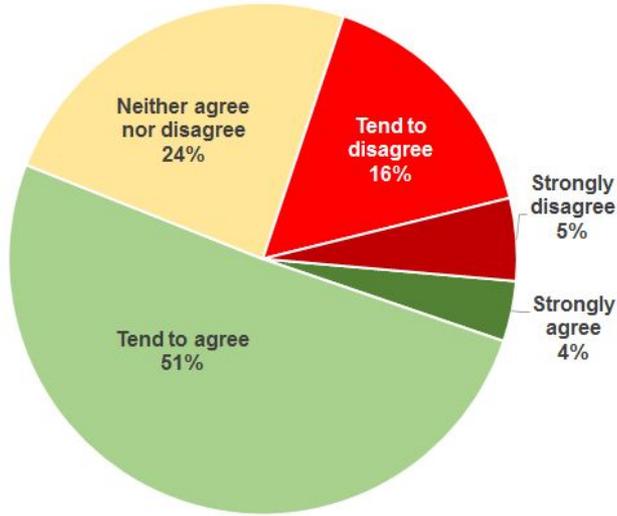
The largest decrease in satisfaction of service users is in relation to Theatres/ Arts/ Events (-7%), similar to the level of satisfaction in 2013.

Value for Money

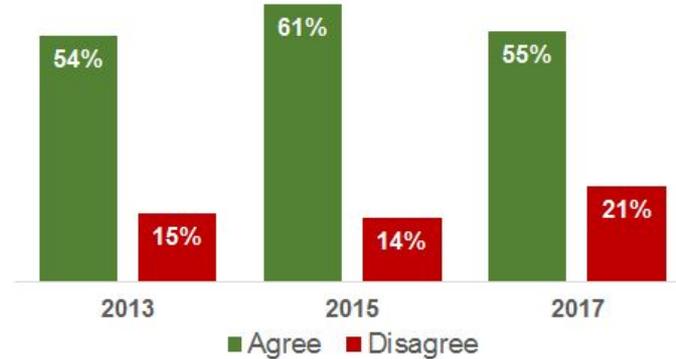
55% agree that Sutton Council provides value for money. This is higher than the Local Government Association National average (50%).

The percentage that agree Sutton Council provides value for money had decreased from 61% to 55% in 2017, which is consistent with 2013 (54%).

Increased from both 2013 and 2015, 21% disagree that Sutton Council provides value for money. This is significantly higher among residents who feel the areas has got worse in the last 2 years (40%) and those dissatisfied with the way the Council runs things (70%).



Agree	55%
Disagree	21%
Net Agree	34%



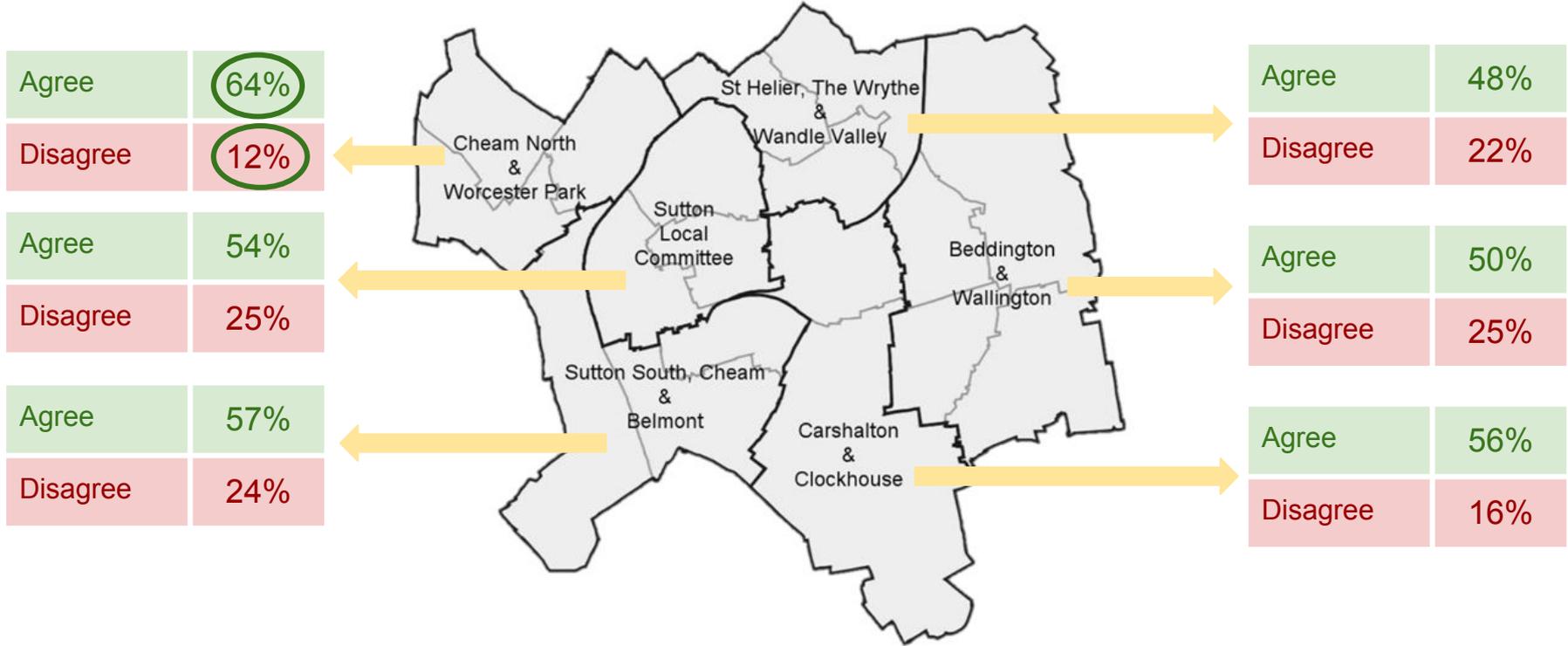
To what extent do you agree or disagree that Sutton Council provides value for money?

Base: 2017 1,001 Residents. Comparison data 2013 - 2017

Polling on resident satisfaction with councils: Round 18, December 2017 The Local Government Association (LGA)

Value for Money

Cheam North & Worcester Park have the highest percentage of residents who agree that the Council provides value for money.



Feeling Informed

Informed about how Council Tax is Spent

Those who do not feel informed are more likely to be:

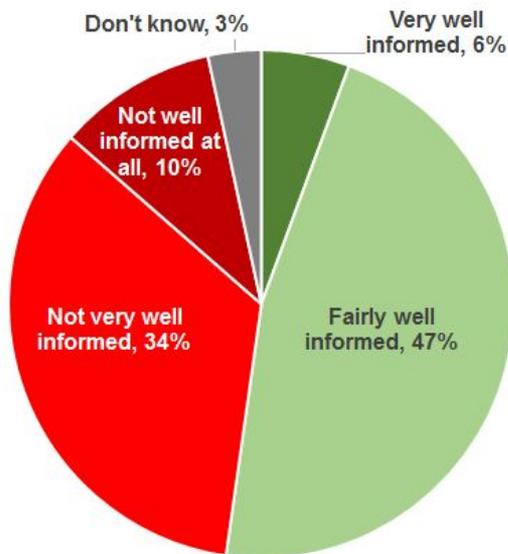
Living in St Helier, The Wrythe & Wandle Valley (59%) or Sutton Local (56%)

Dissatisfied with the area as a place to live (77%)

Dissatisfied with the way the council runs things (74%)

Disagree that the Council provides value for money (74%)

Do not feel informed about Council services and benefits (74%)



Informed	53%
Not Informed	44%
Net Informed	9%

Those who feel informed are more likely to be:

Self employed (66%)

Living Beddington & Wallington (63%)

Satisfied with the way the council runs things (62%)

Agree the Council provides value for money (70%)

Feel informed about Council services and benefits (83%)

Informed about how Council Tax is Spent



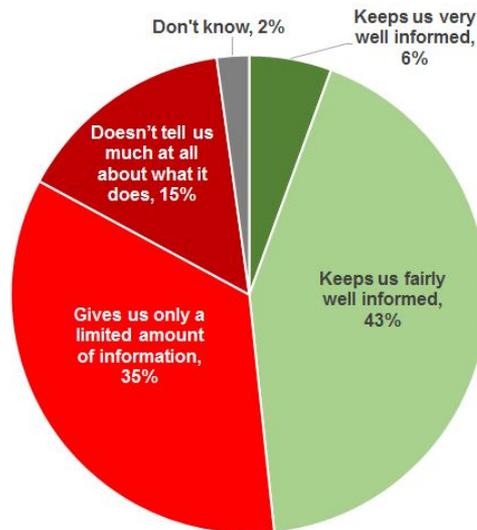
More than half of residents feel informed about how Council Tax is spent. While this represents a decrease compared to 2015, it remains higher than in 2013, 2011 and 2009. This could be said to illustrate the positive impact of the Sutton's Future campaign.

44% of residents do not feel informed about how Council Tax is spent. This is in line with previous years with the exception of 2015.

Informed about Services & Benefits

Those residents who are not informed are more likely to:

- Be permanently sick or disabled (75%)
- Live in St Helier, The Wrythe & Wandle Valley (61%) or Beddington & Wallington (60%)
- Be dissatisfied with the area as a place to live (80%)
- Think the area has got worse in the last 2 years (65%)
- Disagree that the Council provides value for money (81%)

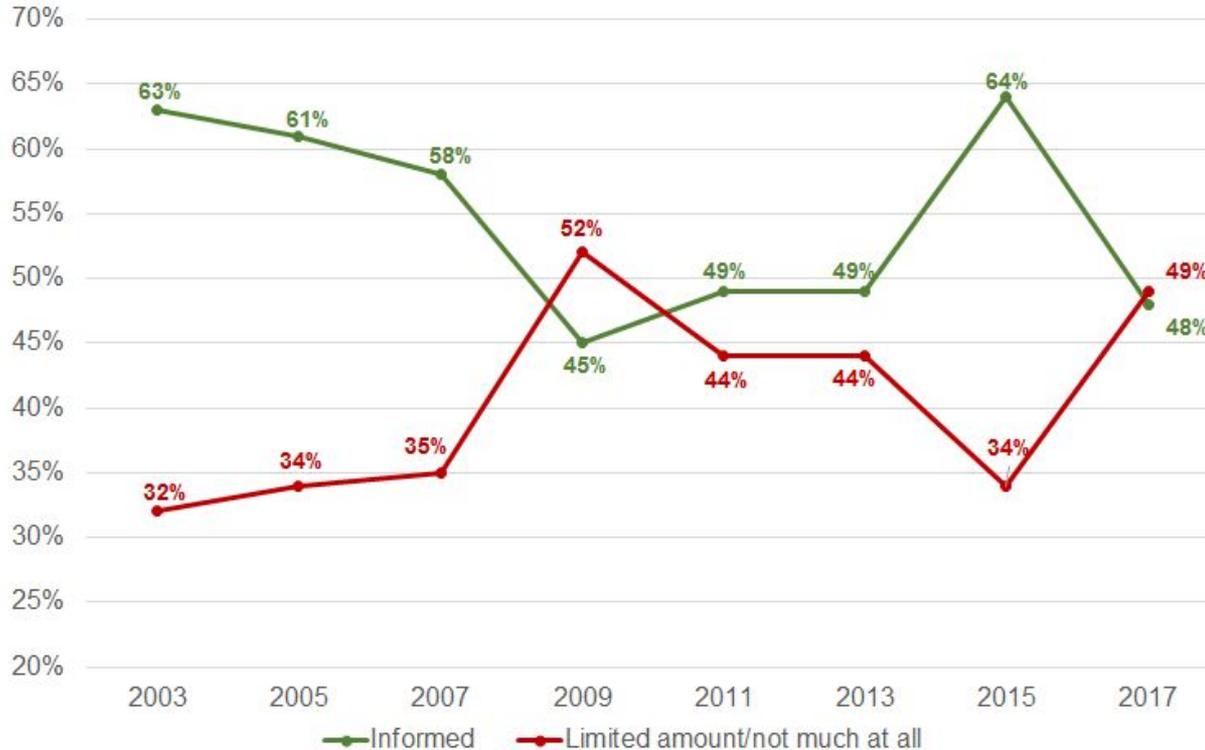


Informed	48%
Not Informed	49%
Net Informed	-1%

Those residents who are informed are more likely to:

- Be aged 35 - 44 years (58%)
- BME (59%)
- Live in Sutton South, Cheam & Belmont (65%)
- Feel informed as to how Council Tax is spent (77%)
- Feel satisfied with how the Council runs things (59%)

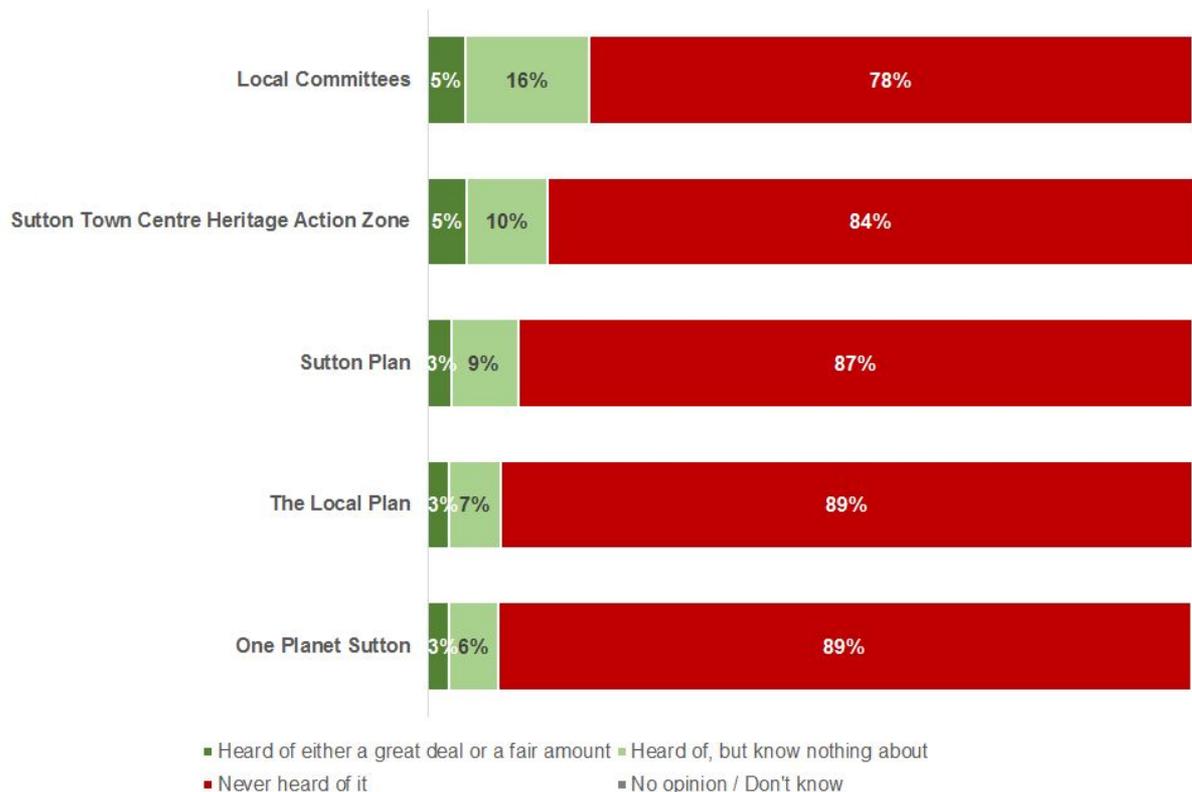
Informed about Services & Benefits



48% of residents feel informed about Services and Benefits.

For the first time since 2009, more residents feel uninformed than informed about Services and Benefits.

Informed about initiatives, programmes & plans



For the first time residents were asked if they had heard about the Council's various initiatives, programmes and plans.

There are consistently low levels of awareness across all initiatives, programmes and plans.

Digital Engagement

67% have accessed council services online.
68% have found out about council services online.

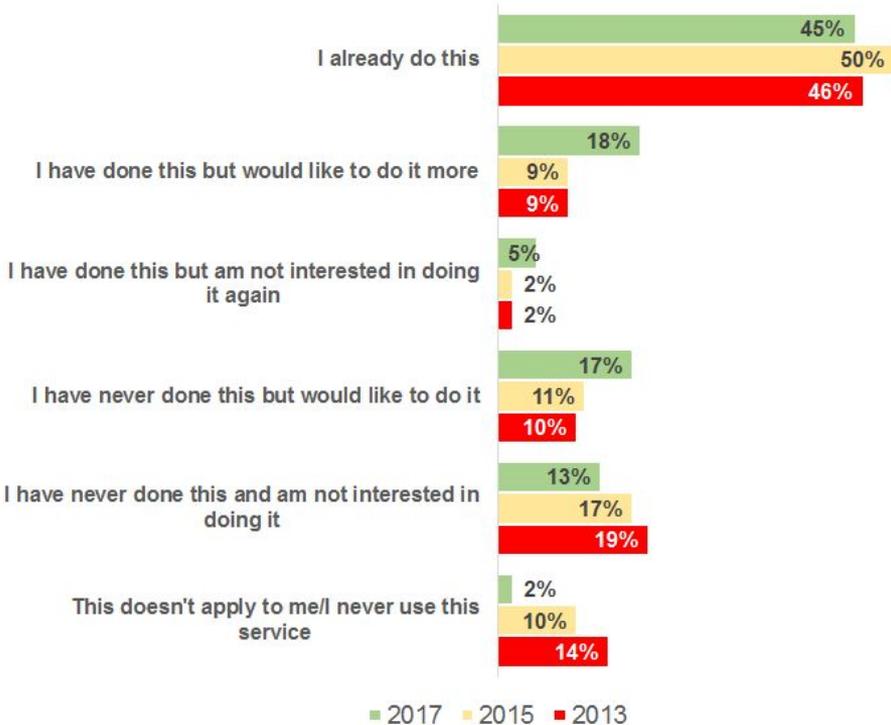


Accessing council services online

- 58% of those aged 35 - 44 years access council services online.
- 49% of those aged 16 - 24 have never accessed council services online, but would like to, significantly higher than those aged 75+ years (4%).
- Significantly higher percentage of those who own their home (46%) access services online, compared to those in social rented accommodation (35%).
- 23% of those in social rented accommodation, have never accessed services online, but would like to.

17% of resident have not found out about council services online, but would like to. This is higher among those who...

- Are aged 16 - 24 years (45%)
- Are BME residents (23%)
- Live in social rented accommodation (25%)
- Think the area has got better in the last two years (24%)
- Are not informed as to how Council Tax is spent (19%)



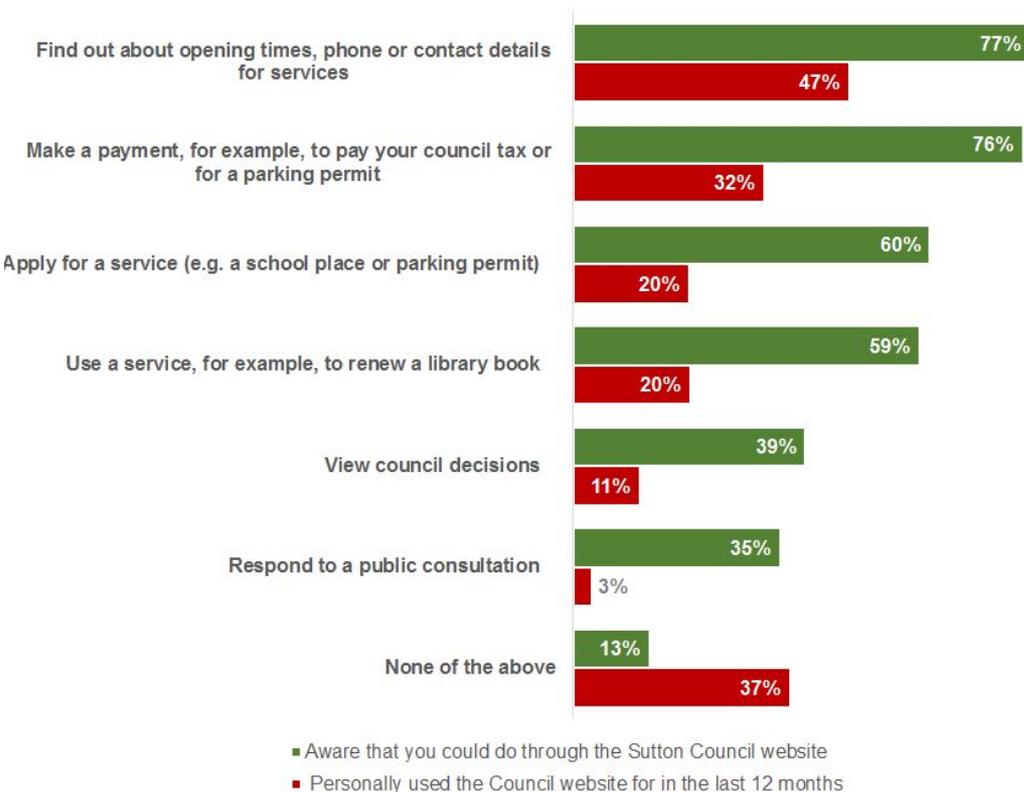
Accessing Council Services Online

In 2017, whilst fewer residents already access services online, compared to previous years there are increases in those who:

- Say that they have done but would like to do it more (+9%)
- Have never done this but would like to do it (+6%)

There is a gradual decrease in those who have never accessed council services online and are not interested in doing it, from 19% in 2013 to 17% in 2015 down to 13% in 2017.

Digital Engagement



More residents are aware as to what they can use the Sutton Council Website for than those who actually use it.

Finding out about opening times, phone or contact details for services was the most common use for the website (47%). The largest percentage of respondents (77%) were aware that they could find this information on the website.

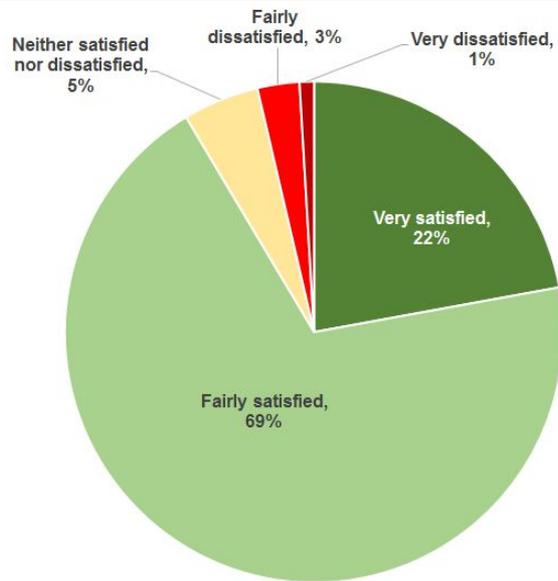
37% had not personally used the council website in the last 12 months. This is higher among residents who are...

- Aged 16 - 24 years (60%)
- Aged 75+ years (74%)
- Retired (59%)
- Living in Sutton South, Cheam & Belmont (51%)
- Not interested in getting involved (42%)

Before today, which, if any, of the things on this card were you aware that you could do through the Sutton Council website? And which of these things have you personally used the Council website for in the last 12 months?
 Base: 1,001 Residents

Satisfaction with the Local Area

Satisfaction with the Local Area



Satisfied	91%
Dissatisfied	4%
Net satisfied	87%

91% are satisfied with the local area as a place to live.

Sutton's level of satisfaction with the Local Area is higher than the national level of satisfaction (82%) from the LGA National Survey (October 2017).

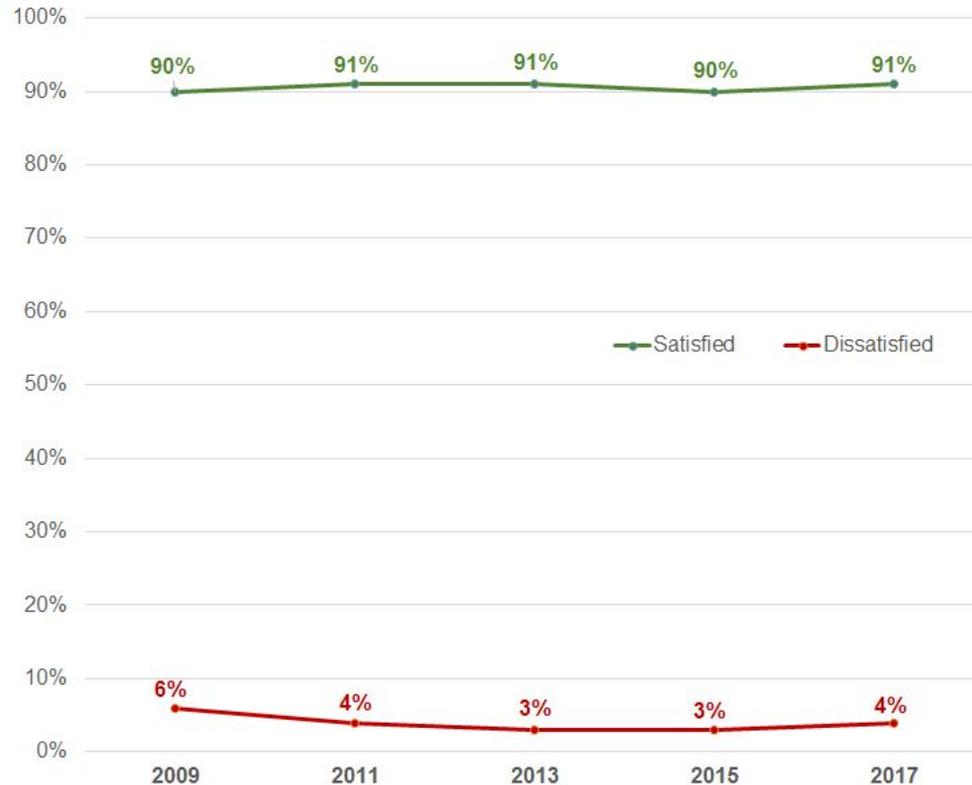


Overall, how satisfied or dissatisfied are you with your local area as a place to live?

Base: 1,001 Residents

Polling on resident satisfaction with councils: Round 18, December 2017 The Local Government Association (LGA)

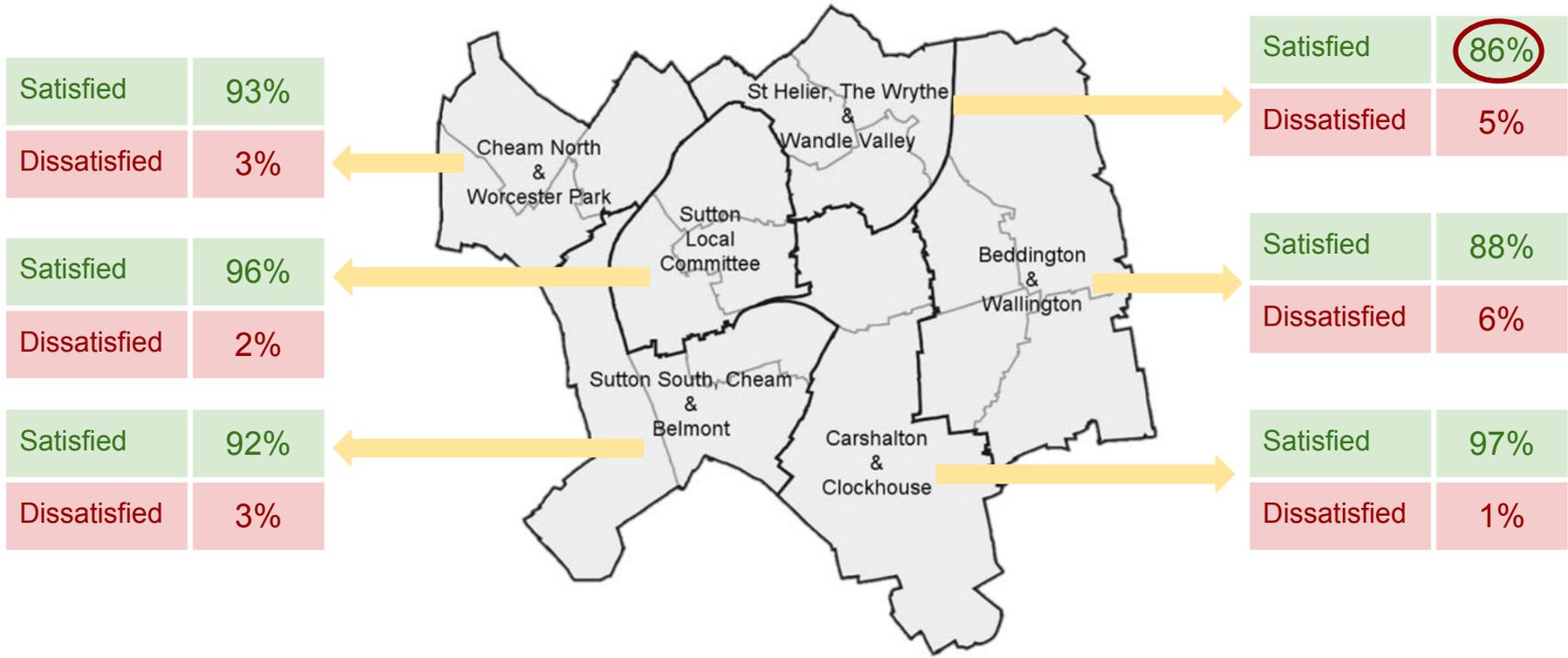
Satisfaction with the Local Area



Even though Sutton has gone through significant changes since savings began in 2010, satisfaction with the local area has remained stable since 2009.

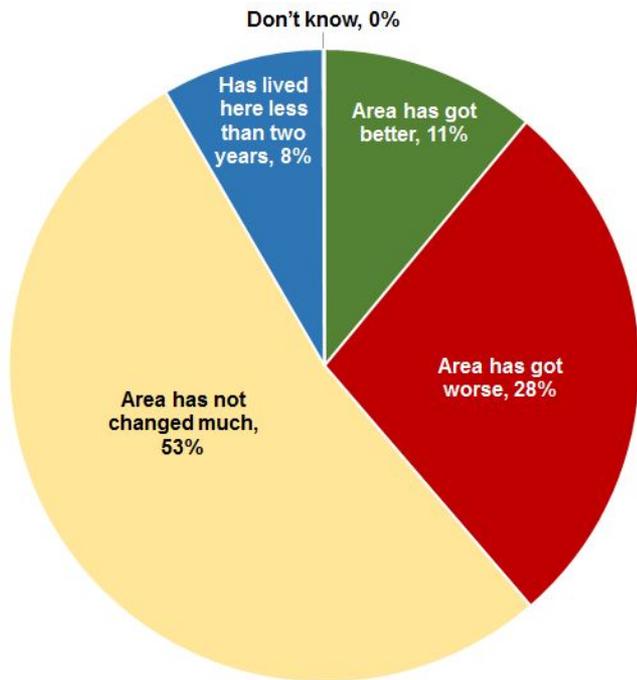
Satisfaction with the Local Area

The highest level of satisfaction with the local area was in Carshalton & Clockhouse (97%).



Change in the Local Area

Just over half of all residents (53%) said that the area has not changed much in the past two years.



Those who think that the area has got better are...

- Aged 16 - 24 years (19%)
- Living in Sutton Local (16%) or Sutton South, Cheam & Belmont (16%)

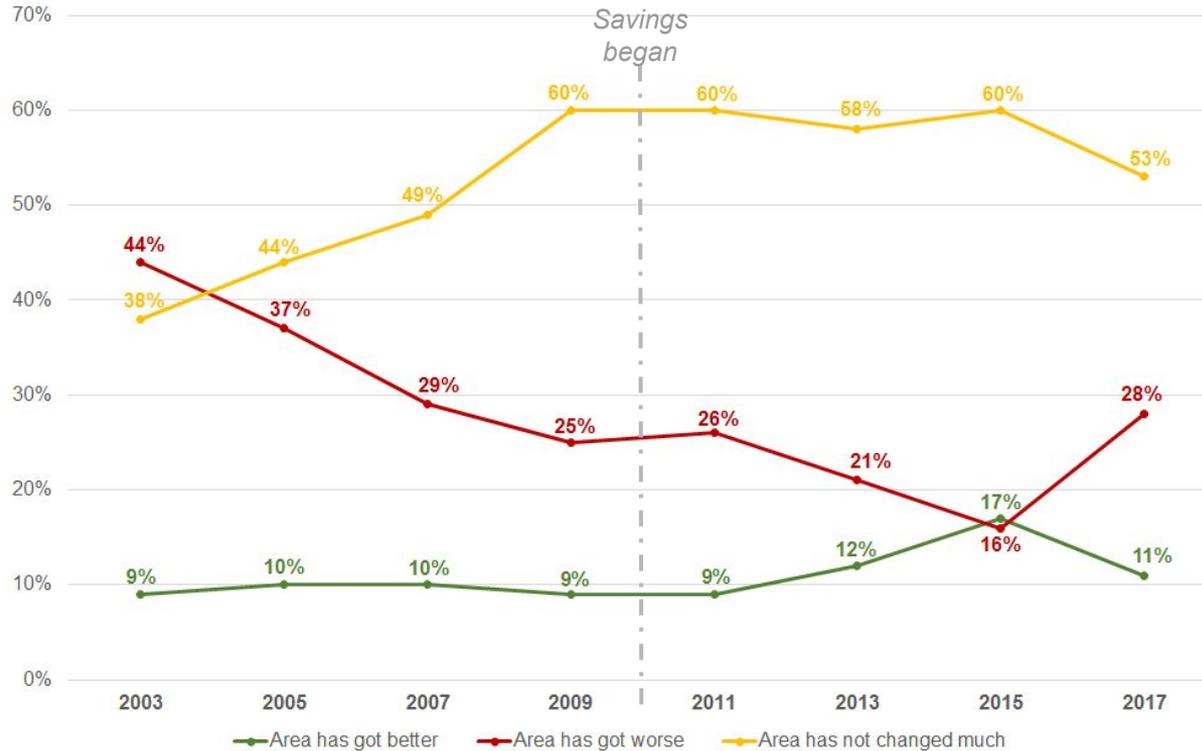
Those who think that the area has got worse are...

- Female (34%)
- White (32%)
- Single adults with children (57%)
- Living in Beddington & Wallington (43%)
- Also dissatisfied with the area as a place to live (87%)

Those who think that the area has not changed much are...

- Aged 16 - 24 years (68%)
- Satisfied with the area as a place to live (61%)
- Satisfied with how the council runs things (65%)

Change in the Local Area

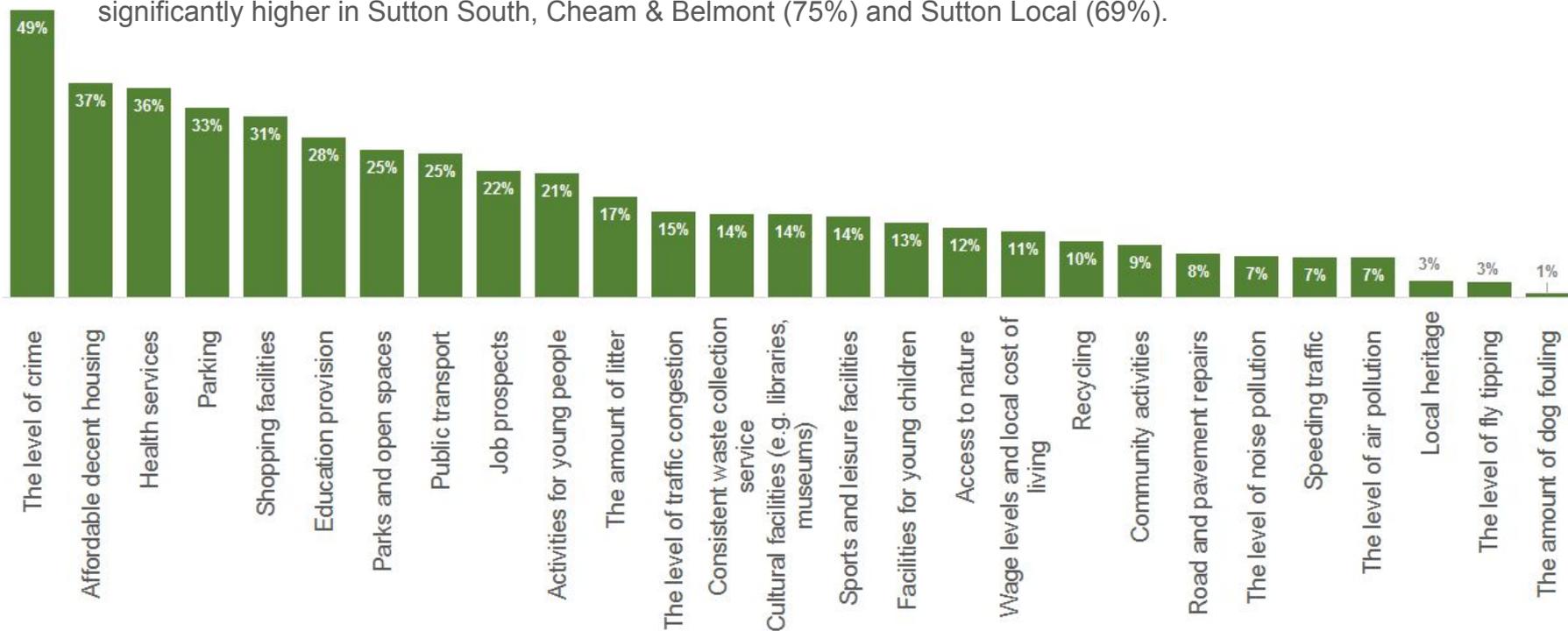


The required savings made by the Council appear to have taken impact on perception of the local area. Between 2009 and 2015 there was very little change in those who said that the area had not changed much, this decreased to 53% in 2017.

Following a downward trend since 2011, the percentage stating that their area has got worse increased by 12% since 2015.

Making Somewhere a Good Place to Live

Almost half (49%) prioritised The level of crime for making somewhere a good place to live. This was significantly higher in Sutton South, Cheam & Belmont (75%) and Sutton Local (69%).



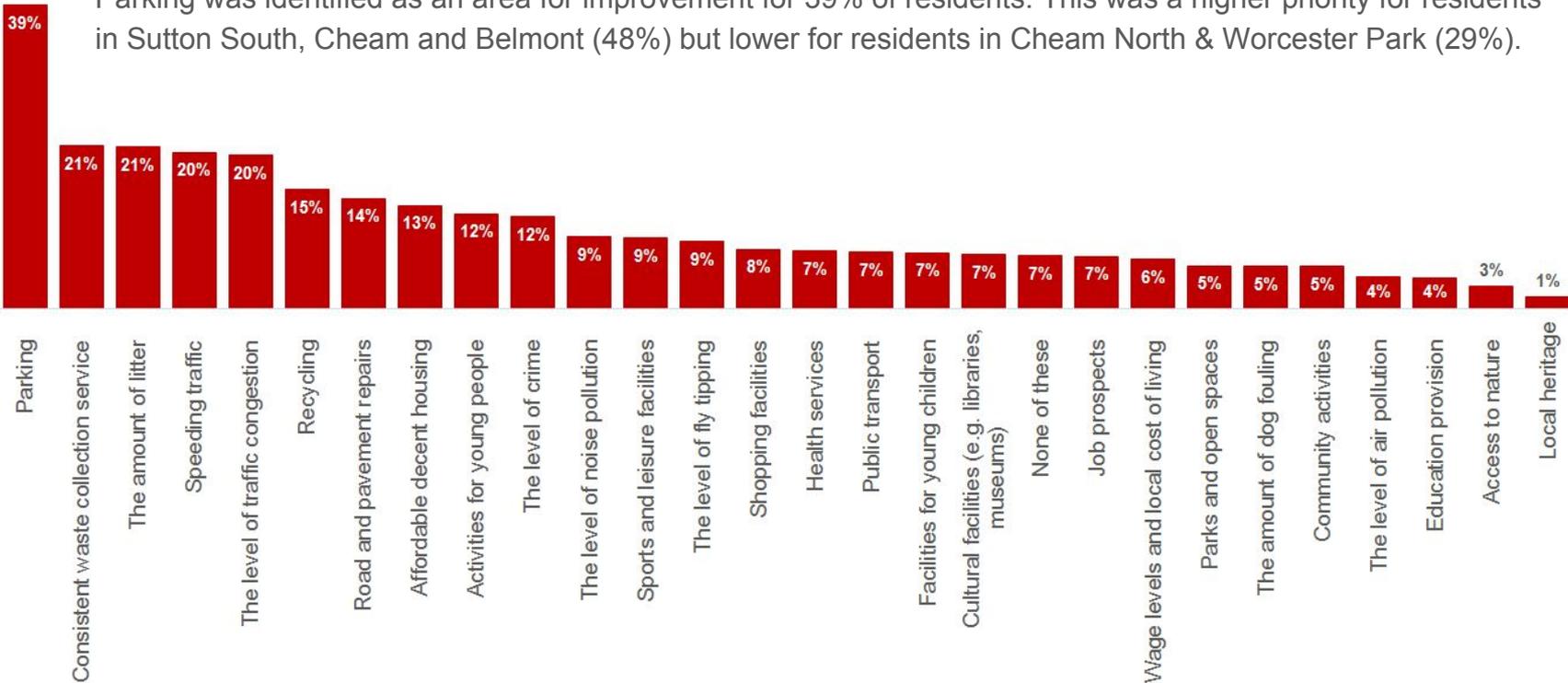
From this list, which four or five, if any, would you say are most important in making somewhere a good place to live?

Base: 1,001 Residents

Areas for Improvement in the Local Area



Parking was identified as an area for improvement for 39% of residents. This was a higher priority for residents in Sutton South, Cheam and Belmont (48%) but lower for residents in Cheam North & Worcester Park (29%).



And looking at the same list again, which four or five, if any, do you think most need improving in this local area?

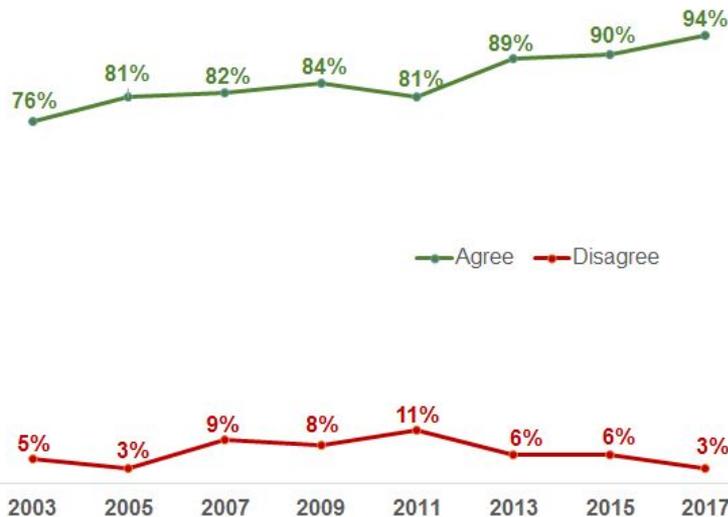
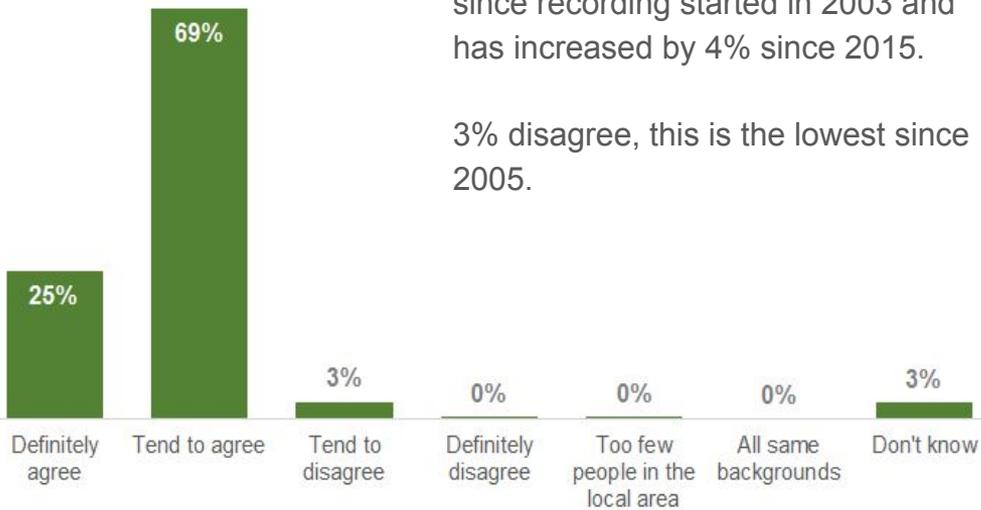
Base: 1,001 Residents

People from Different Backgrounds

The majority of residents (94%) agree that their local area is a place where people from different backgrounds get on well together.

This is the highest rate who agree since recording started in 2003 and has increased by 4% since 2015.

3% disagree, this is the lowest since 2005.

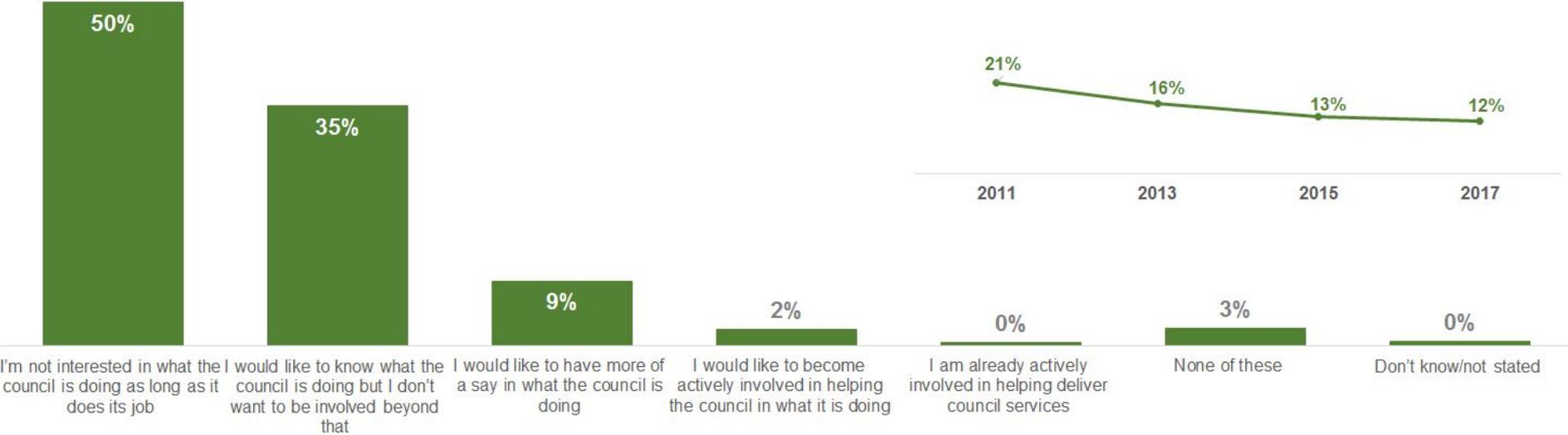
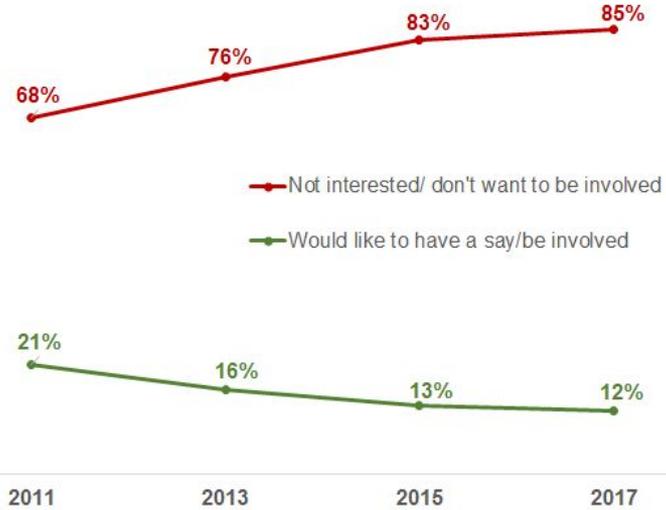


Engaging with the Council

Attitudes towards the Council

85% of residents either are not interested or do not want to be involved with the Council.

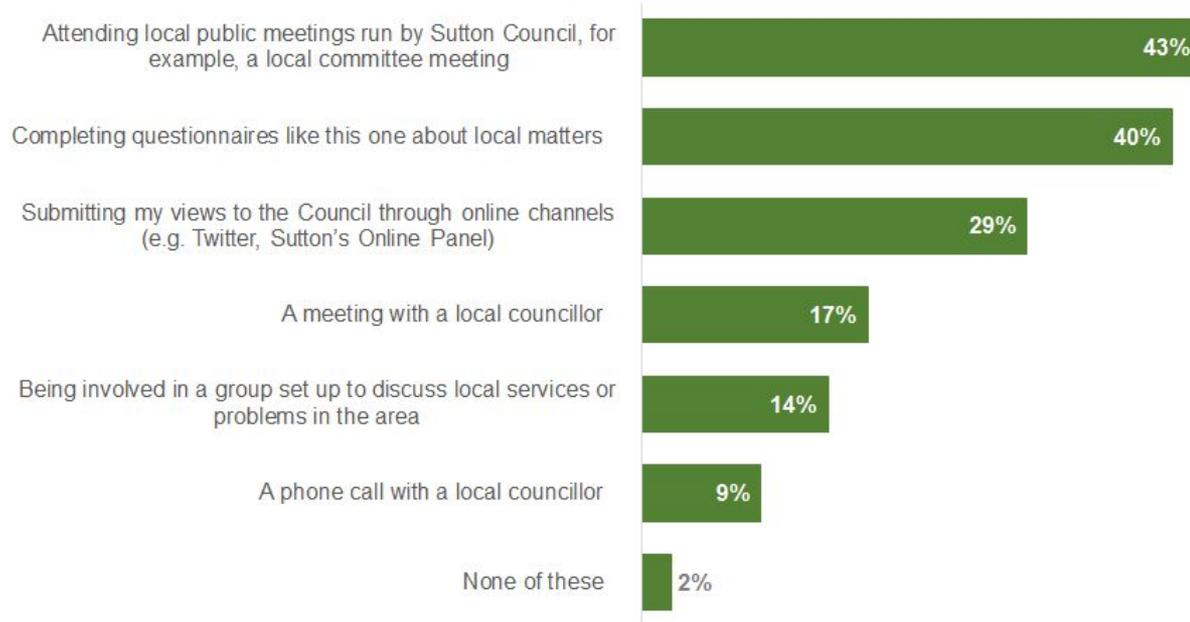
The percentage who would like to have a say or be involved has continued to decrease since 2011.



Which of the statements on this card comes closest to your own attitudes towards Sutton Council?
 Base: 2017 1,001 Residents, Comparison data 2011 - 2017

Having a Say

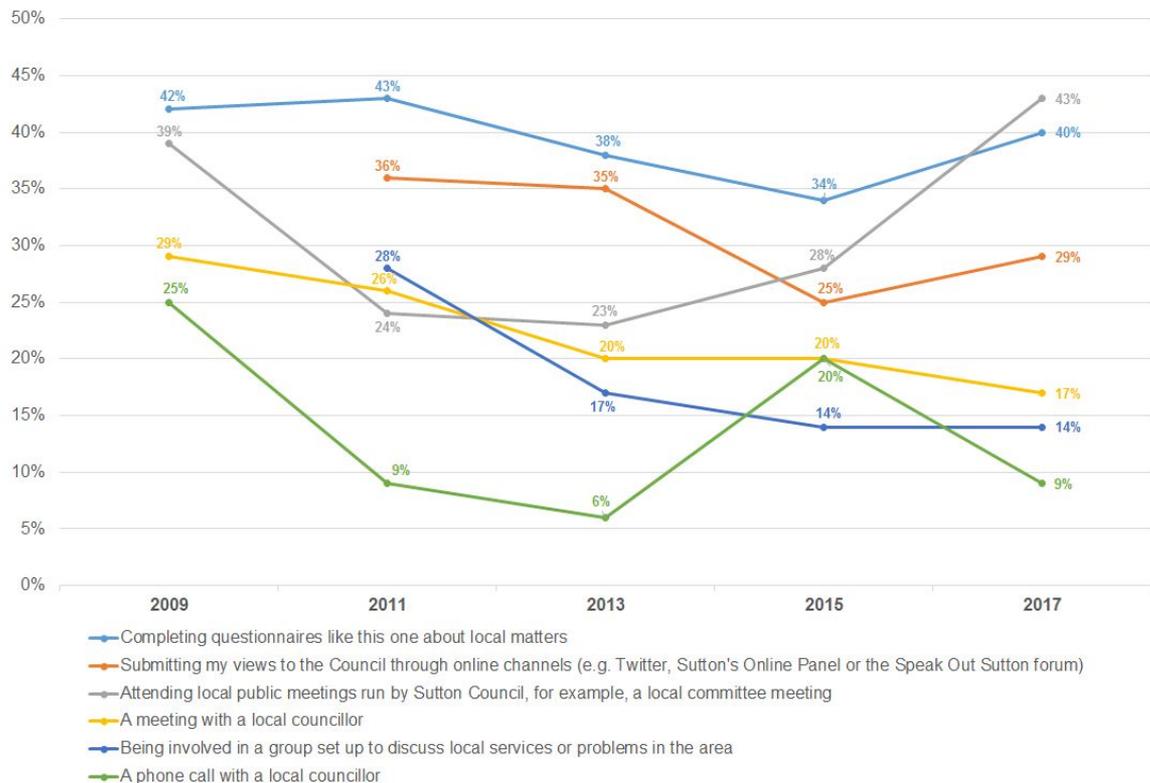
Attending local public meetings run by Sutton Council is the most common method that residents would like to use to have their say.



How would you personally prefer to have more of a say or be more involved?

Base: 1,001 Residents

Having a Say

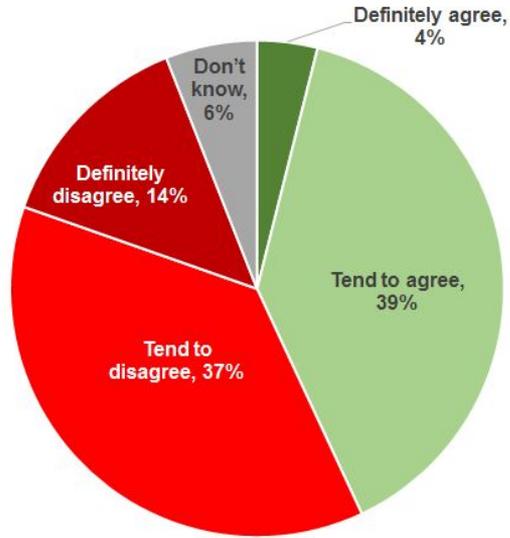


Since 2015 there has been a 15% increase in those who prefer to attend local public meetings. This is higher in Beddington & Wallington (60%) than Carshalton & Clockhouse (16%) and Sutton Local (28%).

There has been a downward trend in preference to meet with a local councillor from 29% in 2009 to 17% in 2017.

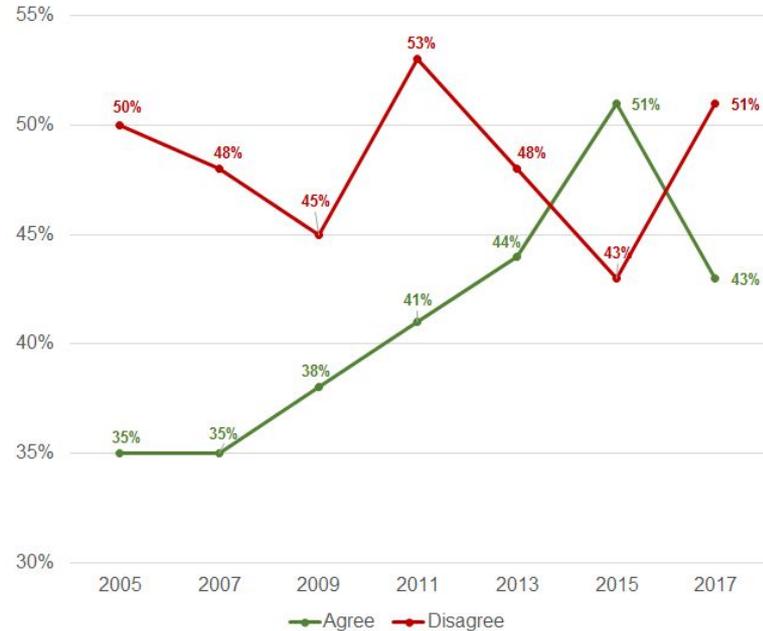
There has also been an 11% decrease in preference to have a phone call with a councillor since 2015.

Influencing the Council



Agree	43%
Disagree	51%
Net Agree	-8%

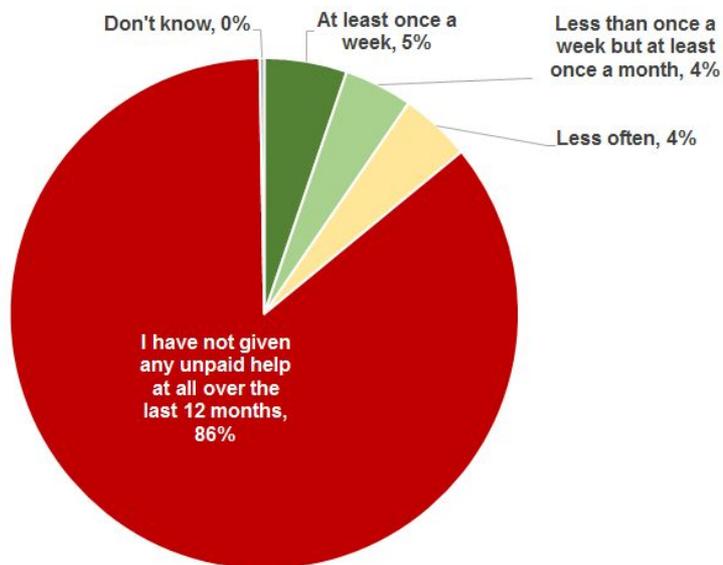
More than half of residents (51%) disagree that they can influence council run services in their local area. This is in line with previous years, with the exception of 2015.



Engaging with the Community

Giving Unpaid Help

86% have not given any unpaid help at all over the last 12 months, with only 5% giving unpaid help at least once a week.



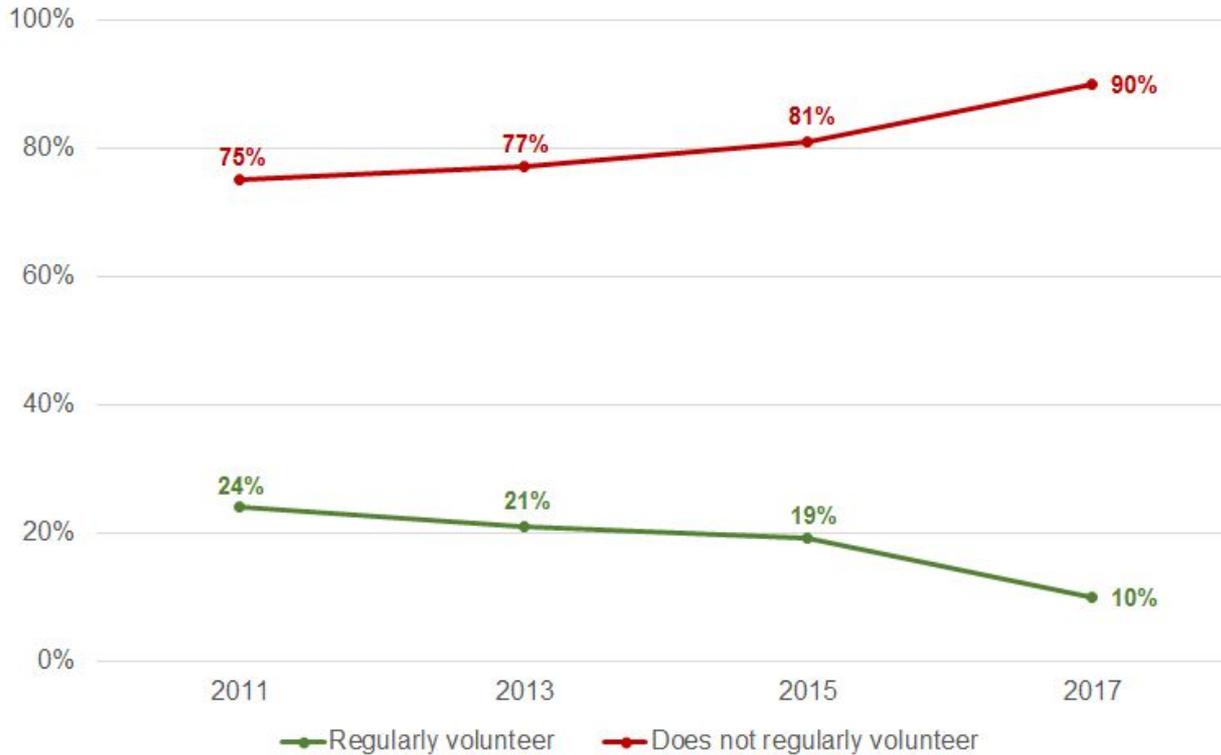
Those who give unpaid help...

- 11% of Single adults give unpaid help once a week
- 7% from households with 2+ adults with children and 10% of those who are self employed give unpaid help less than once a week
- 9% of those who live in Sutton South, Cheam & Belmont give unpaid help less often

Those who have not given unpaid help in the last 12 months...

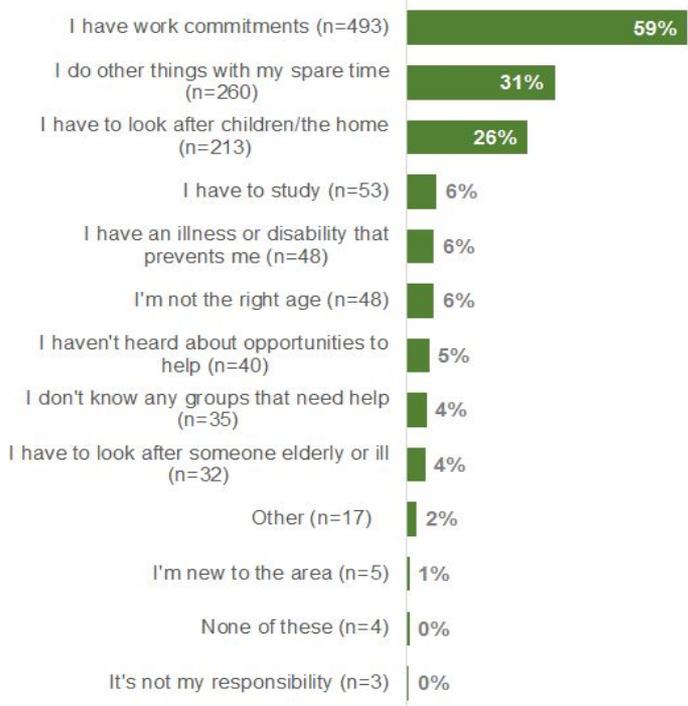
- Are from households with 2+ adults without children (89%)
- Live in Beddington & Wallington (92%)
- Are not interested in being involved with the council (90%)

Giving Unpaid Help



The percentage of those that regularly volunteer has continued to decrease from 24% in 2011 to 10% in 2017.

Reasons for not giving unpaid help



59% have work commitments, this is higher among...

- Those working full time (91%)
- Households with 2+ adults with children (71%)

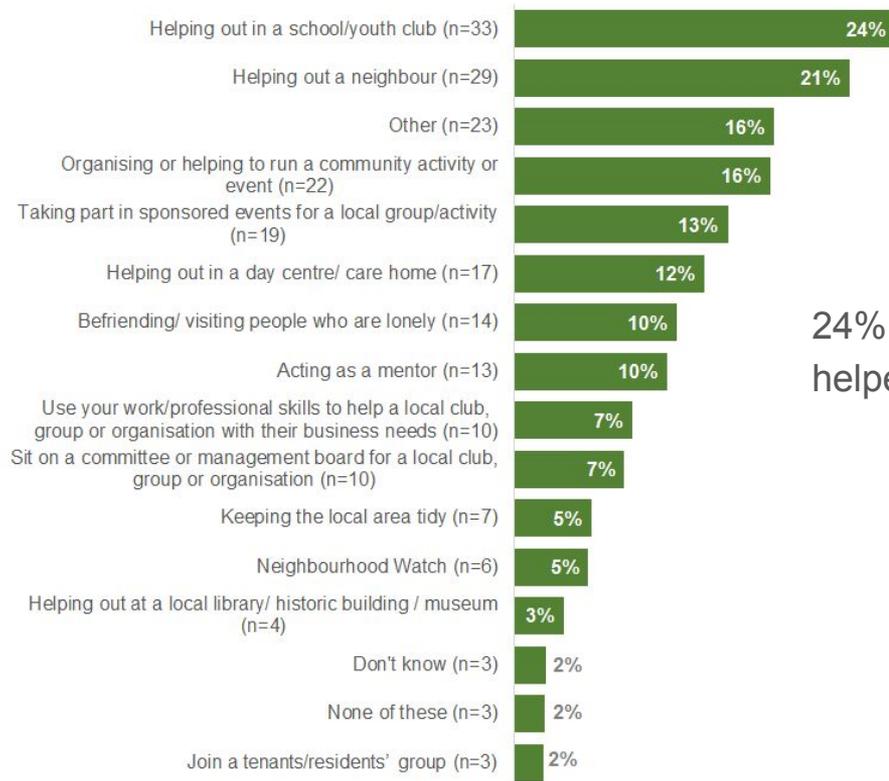
31% do other things with their spare time, this is higher among...

- Registered unemployed (64%)
- Self employed (43%)
- Those aged 56 - 74 years (59%)
- Those living in Beddington & Wallington (50%)
- Those who feel unsafe in their neighbourhood at night (38%)

26% have to look after children or the home, this is higher among...

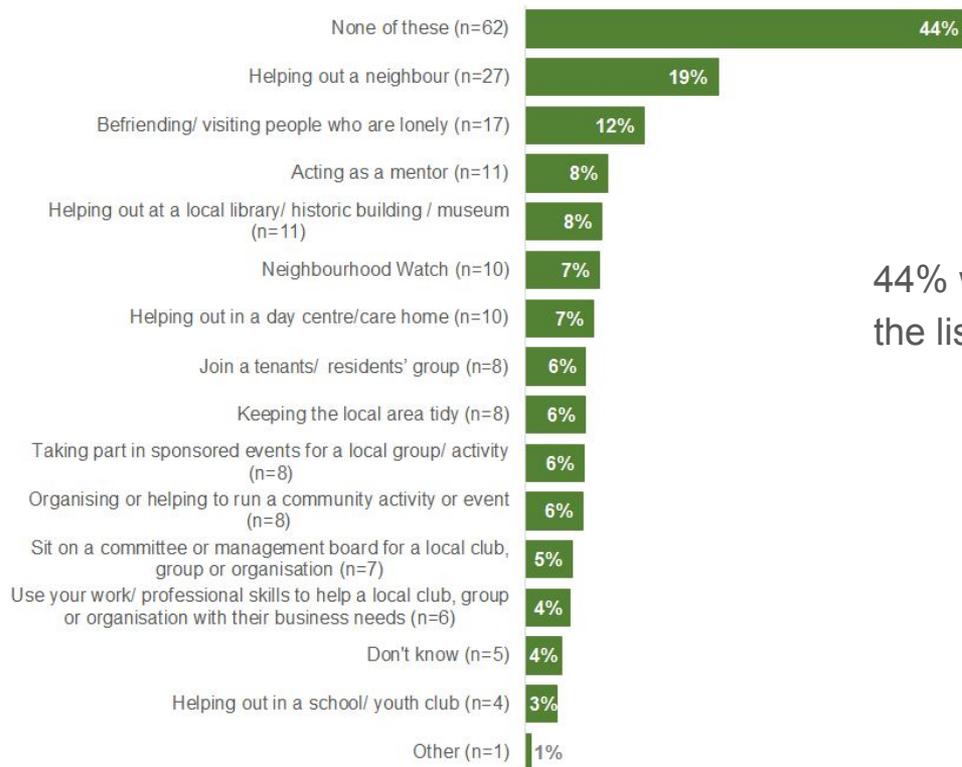
- Females (36%)
- Those aged 35 - 44 years (55%)
- Housewives or husbands (70%)
- Those working part time (41%)
- Households with 2+ adults with children (55%)
- Those living in the Sutton Local Area (37%)

Unpaid Help Given



24% of those who gave unpaid help, helped out in a school or youth club.

Willingness to get Involved



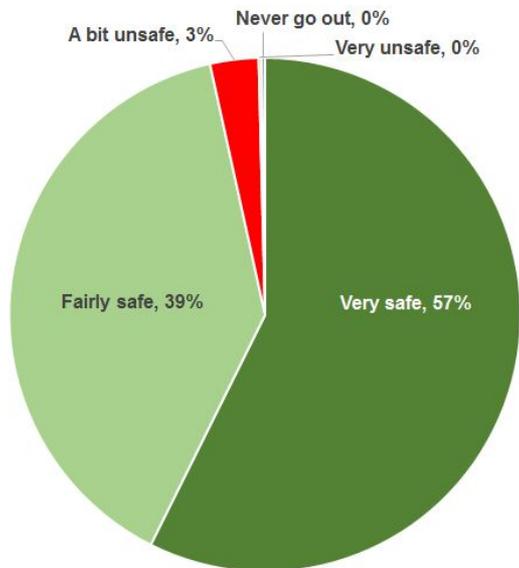
44% would not be willing to get involved in the listed activities.

And which, if any, would you be willing to get involved with in the future?

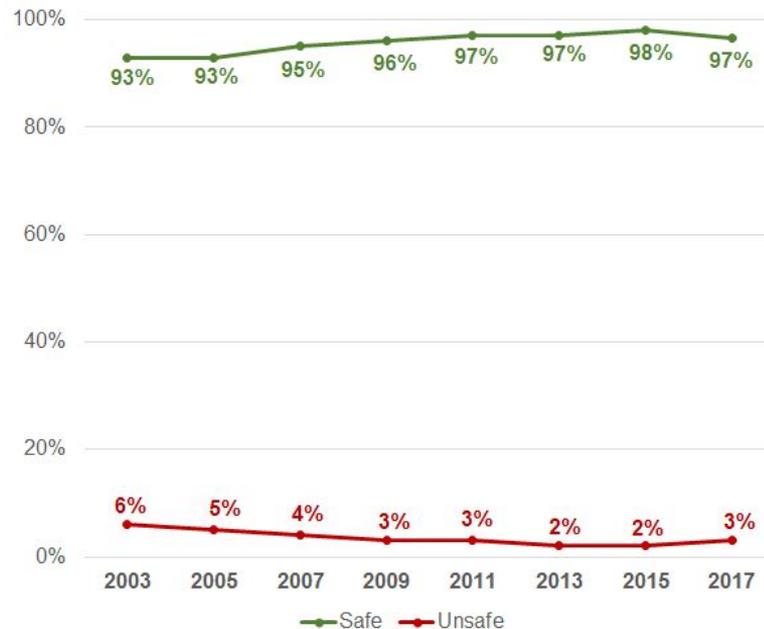
Base: 147 Residents (unweighted)

Perception of Crime

Feeling Safe During the Day

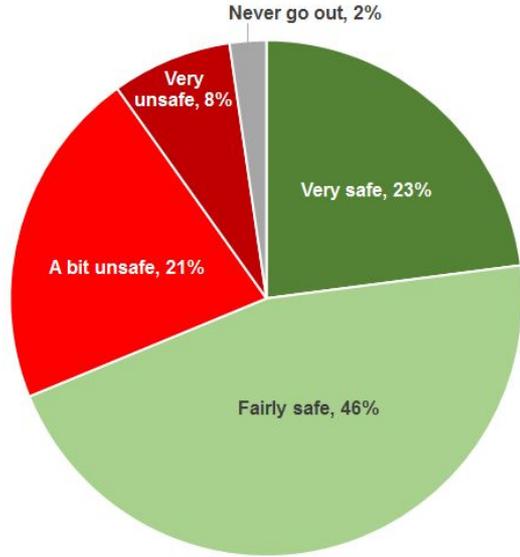


The levels of feeling safe during the day remain high, with 97% stating that they feel safe walking outside in their neighbourhood alone during the daytime.



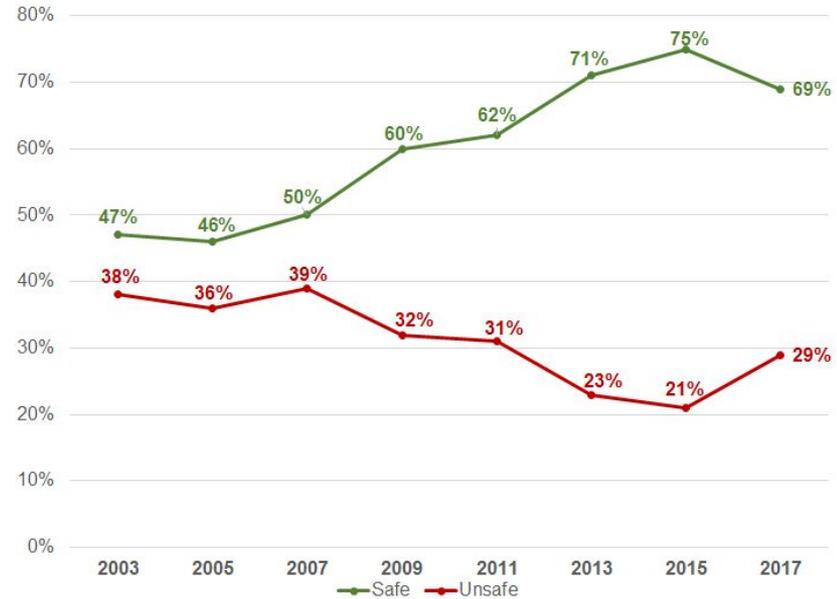
Safe	97%
Unsafe	3%
Net Safe	94%

Feeling Safe after Dark



The percentage of those who feel unsafe walking outside in their neighbourhood after dark had increased by 8% since 2015, but still remains lower compared to 2003 - 2011.

Feeling unsafe is higher among those who believe that the area has got worse in the last two years (42%).

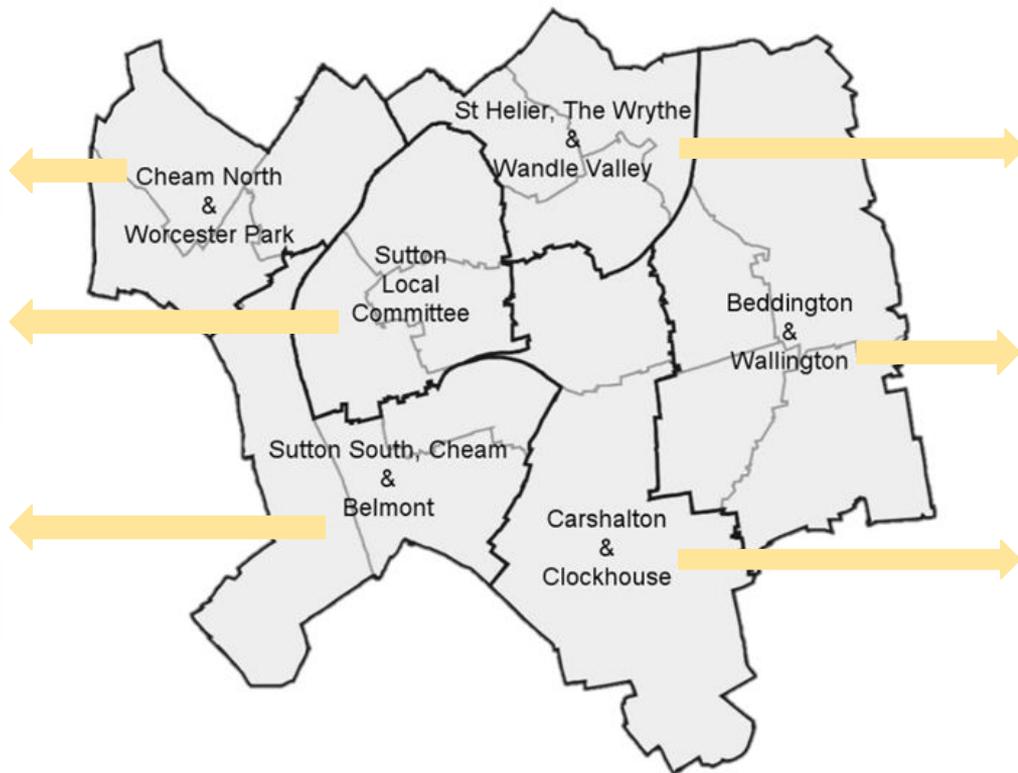


Feeling Safe During the Day & After Dark

Daytime	99%
After Dark	83%

Daytime	97%
After Dark	81%

Daytime	99%
After Dark	76%



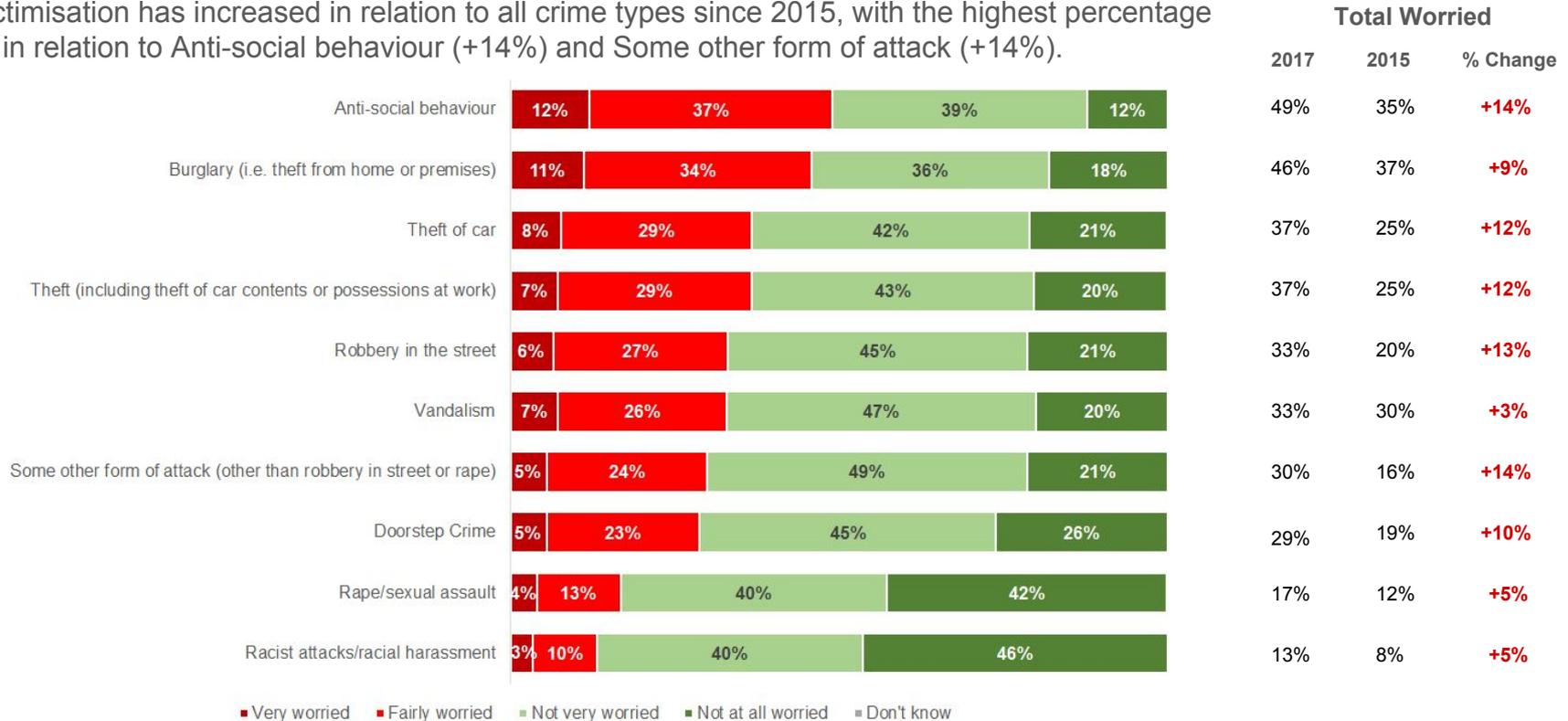
Daytime	92%
After Dark	66%

Daytime	97%
After Dark	51%

Daytime	95%
After Dark	76%

Fear of Victimization

Fear of victimisation has increased in relation to all crime types since 2015, with the highest percentage increases in relation to Anti-social behaviour (+14%) and Some other form of attack (+14%).

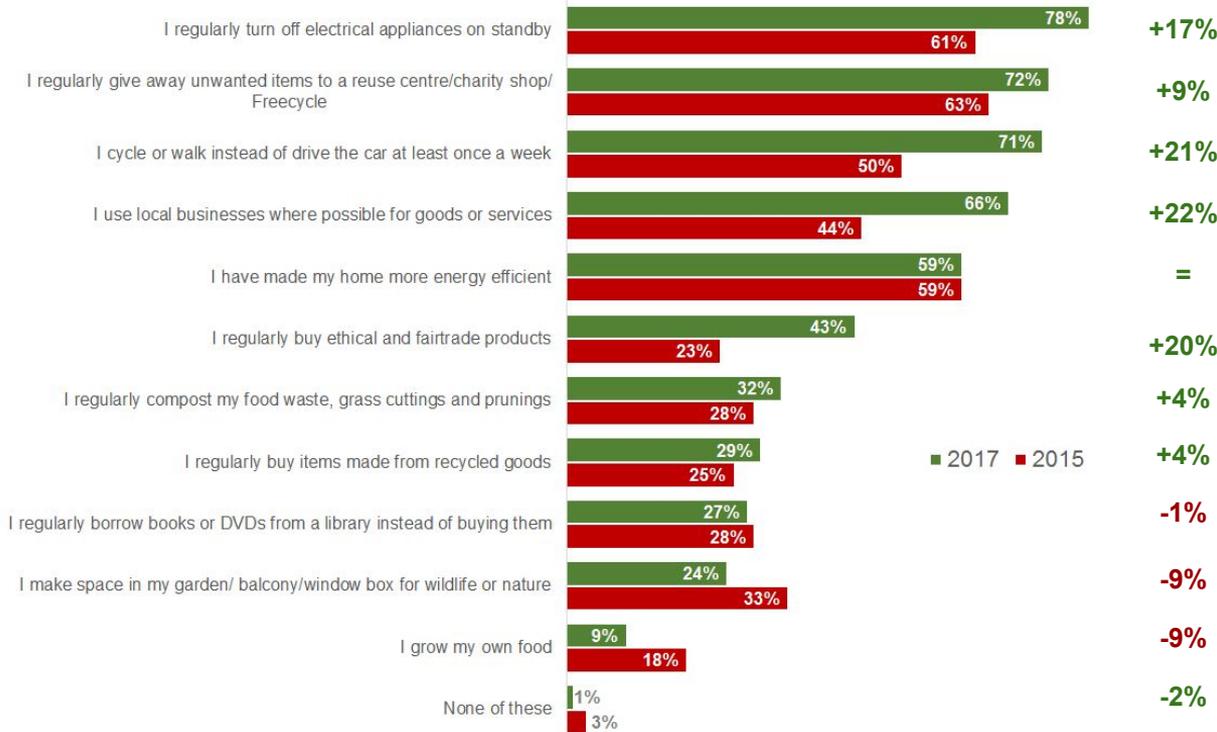


And now could you tell me how worried you are, if at all, about being the victim of each of these crimes in the area?

Base: 2017 1,001 Residents, Comparison data 2015

Environmental Behaviours

Minimising Environmental Impact



Compared to 2015 residents are taking more actions to minimise their environmental impact.

22% more are using local businesses where possible and 20% regularly buy ethical or fairtrade products.

There is a decrease in those making space at home for wildlife or nature or growing food.

Overall there is a positive reduction in those who are not taking any of the actions listed (-2%).

Which of the following actions, if any, do you currently take to minimise your environmental impact?

Base: 2017 - 1,001 Residents. Comparison data 2015

Methodology

M.E.L. Research carried out a face-to-face quota survey with 1,001 residents of Sutton aged 16+ between 30 October and 10 December 2017. Interviews were conducted using Computer Assisted Personal Interviewing (CAPI) machines.

To match the profile of Sutton quotas were set on age, gender and working full-time/ non full-time status, with the data also weighted to these profiles.

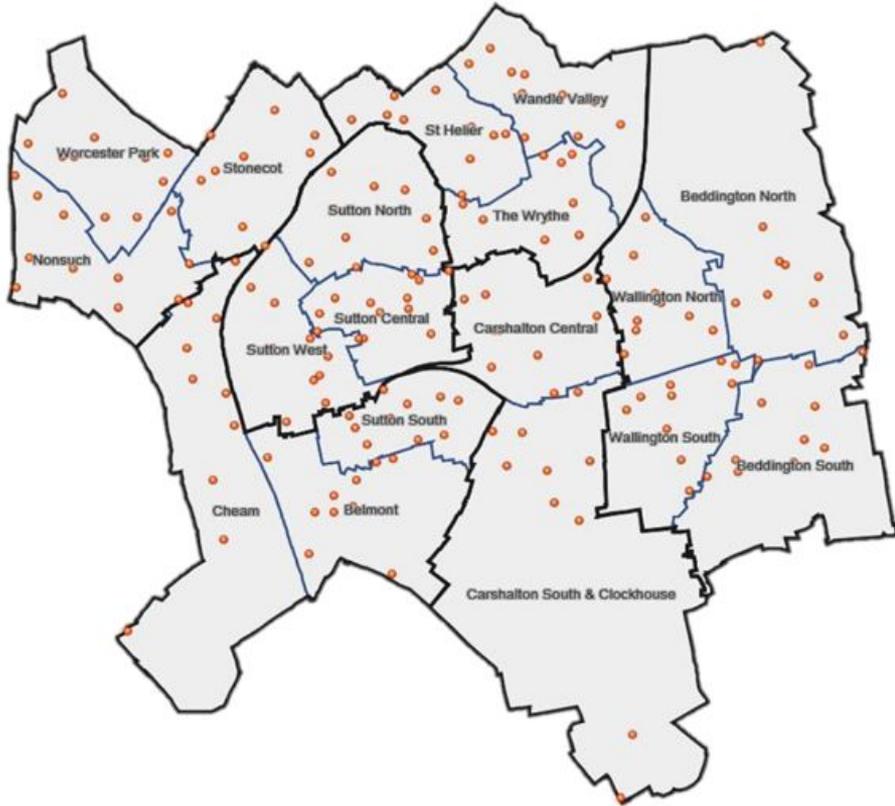
Where figures do not add up to 100%, this is the result of computer rounding or multiple responses.

A comparison to the LGA national Telephone poll (October 2017) has also been made, however this should be used with caution due to the different methodology used. Full comparative data set can be found below.

Where trend data for Sutton exists, results are shown compared to 2015, 2013, 2011, 2009, 2007, 2005, and 2003 based on a face-to-face survey of 1,022, 1,031, 1,014, 802, 813, 1,013 and 1,000 residents respectively. These data are weighted by gender, age and work status (and ethnicity in 2011).

Where statistically significant differences occur between the total sample and those of a subgroup these have been circled as follows: 25% 12%. Green circles denote a more positive finding to that of the Borough average, while red circles denote a more negative finding.

Participation Sample Points



The sample points are plotted on the map to the left, showing the spread of interviews carried out across the borough.

The actual number of interviews carried out in each ward are listed in the table to the right.

Beddington North	54
Beddington South	55
Belmont	54
Carshalton Central	53
Carshalton South and Clockhouse	51
Cheam	54
Nonsuch	57
St Helier	60
Stonecot	56
Sutton Central	59
Sutton North	54
Sutton South	53
Sutton West	57
The Wrythe	54
Wallington North	56
Wallington South	55
Wandle Valley	59
Worcester Park	60

National Comparison

Comparison against national polls provides context to our Residents' Survey findings. Using a set of resident satisfaction questions The Local Government Association (LGA) carry out a telephone poll every four months which tracks national changes in satisfaction with councils. In October 2017, a representative random sample of 1,003 British adults (aged 18 or over) was polled by telephone. Whilst recognising the differences in methodology, the findings from the most recent poll are set out in the tables below providing comparison to the Sutton data where the same resident satisfaction questions were asked. Higher levels of satisfaction in Sutton are highlighted in green and lower levels in red.

	Sutton	LGA
Satisfaction with your local area as a place to live	91%	82%
Satisfaction with the way your local council(s) runs things	72%	65%
That your local council(s) provides value for money	55%	50%
How well informed about services and benefits	48%	63%
Local area where people from different backgrounds get on well together	94%	81%
Safe when outside in your local area after dark	69%	76%
Safe when outside in your local area during the day	97%	95%

How satisfied or dissatisfied you are overall with your council's...	Sutton	LGA
Road Maintenance	70%	45%
Pavements	74%	54%
Libraries	76%	62%
Sports/ swimming facilities	72%	64%
Street Cleaning	61%	70%
Refuse Collection	60%	78%