



Quality of Life Survey 2010 – key findings

Consultation, Research and Intelligence Team,
Communications and Marketing,
Deputy Chief Executive Department
Bristol City Council
March 2011

Quality of Life Survey 2010

- Annual surveys started in 2001, same indicators and trends available
- Used to track key indicators in the national Place survey
- Measures satisfaction, perception and lifestyle
- Responses from 5,200 residents in 2010 (including online response)
- Detailed analysis (wards, neighbourhoods, trends, equalities groups)
- Bristol Partnership 'buy in' but the survey is subject to efficiency savings in 2011



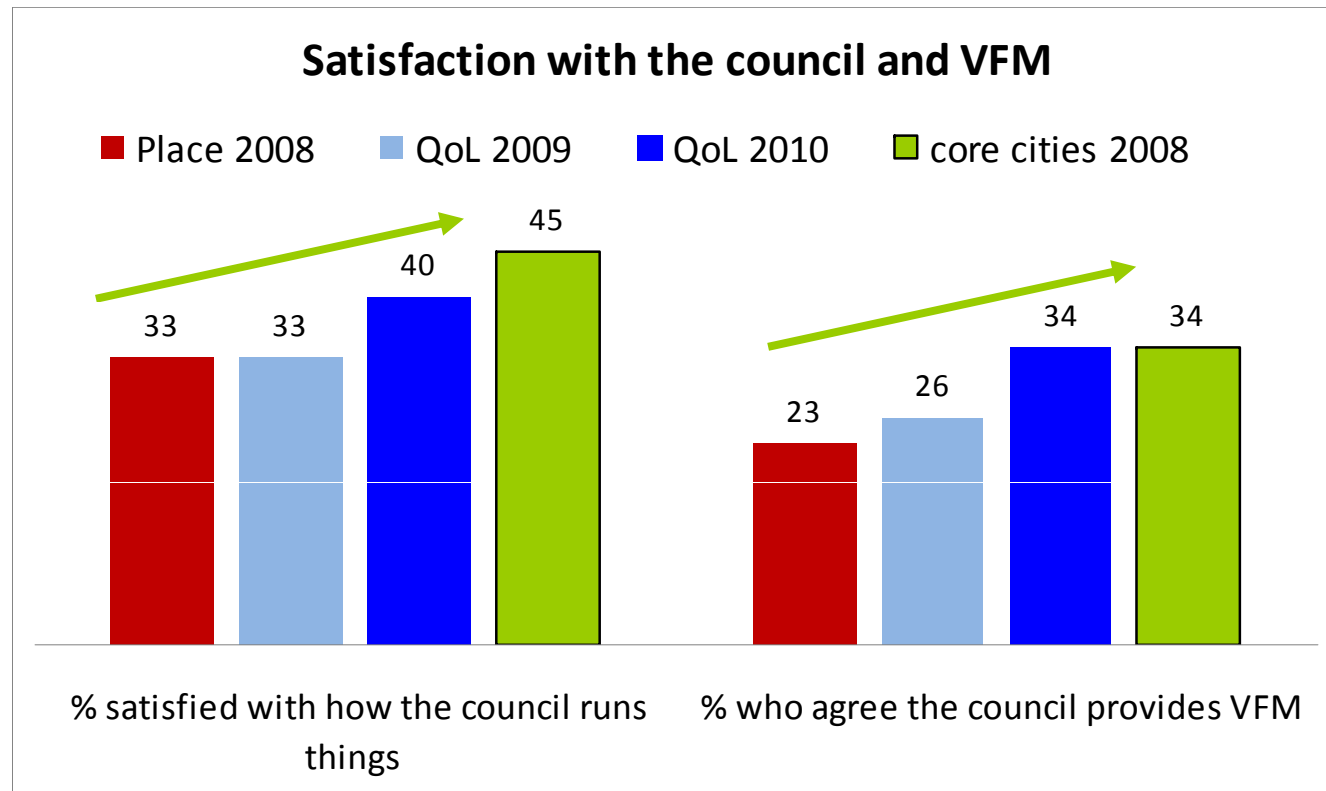


Key indicator findings 2010

- 😊 General satisfaction with the council and VFM (2 indicators)
- 😐 Influence decisions in the local area and volunteering (2 indicators)
- 😊 Satisfaction with the local area
- 😊 Satisfaction with the clearance of litter, refuse from public land
- 😊 Satisfaction with the quality of parks and open spaces
- 😊 Satisfaction with range and quality of outdoor events
- 😐 Satisfaction with leisure facilities for teenagers
- 😊 Satisfaction with leisure facilities older people (65 years+)
- 😊 Anti-social behaviour local problem
- 😐 Feel safe outdoors at night
- 😐 Drunk and rowdy behaviour
- 😊 Responsible parenting
- ❓ Police/public services successfully deal with crime/ASB (NEW)
- 😐 General health good
- ❓ Use of the internet (NEW)

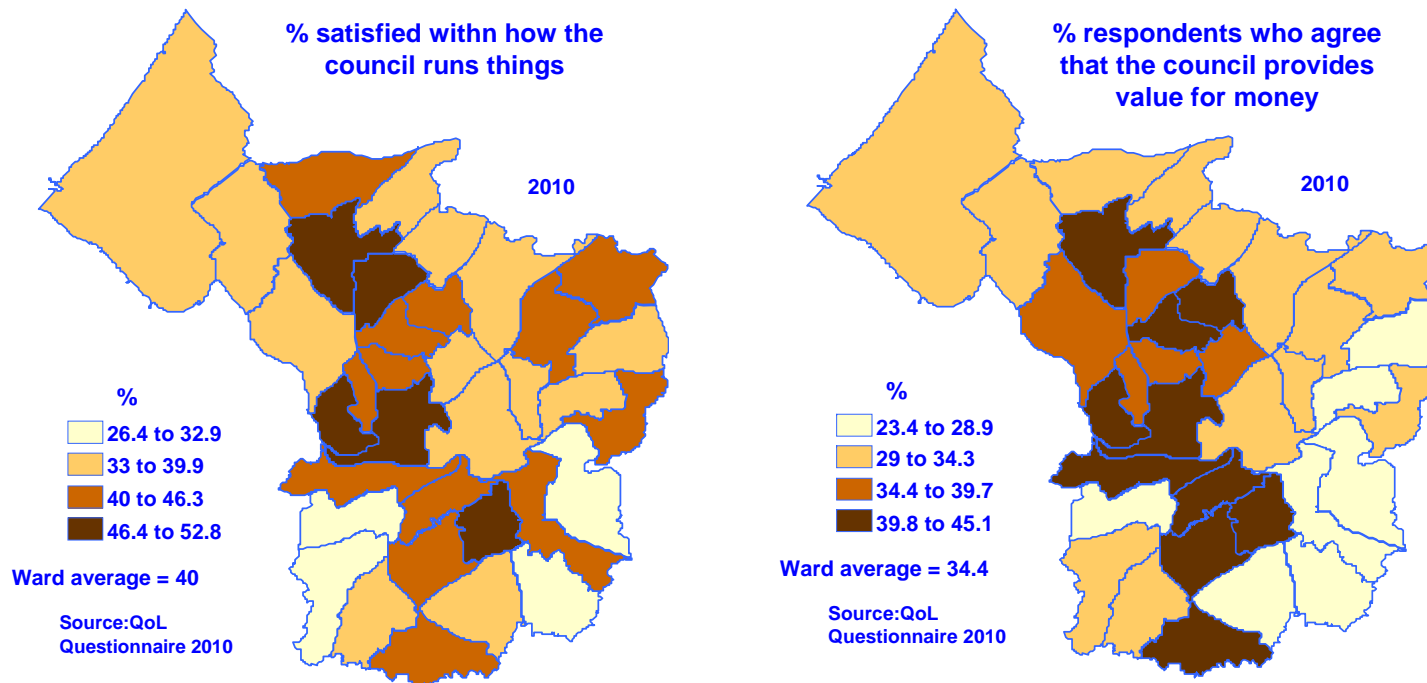
General satisfaction with how the council runs things and value for money

- A highly significant improvement – 40% are satisfied with the council (33% in 2009) and 34% agree the council provides VFM (26% in 2009)
- We are now similar to the core city averages (2008)
- This reflects a significant change in public opinion about the council



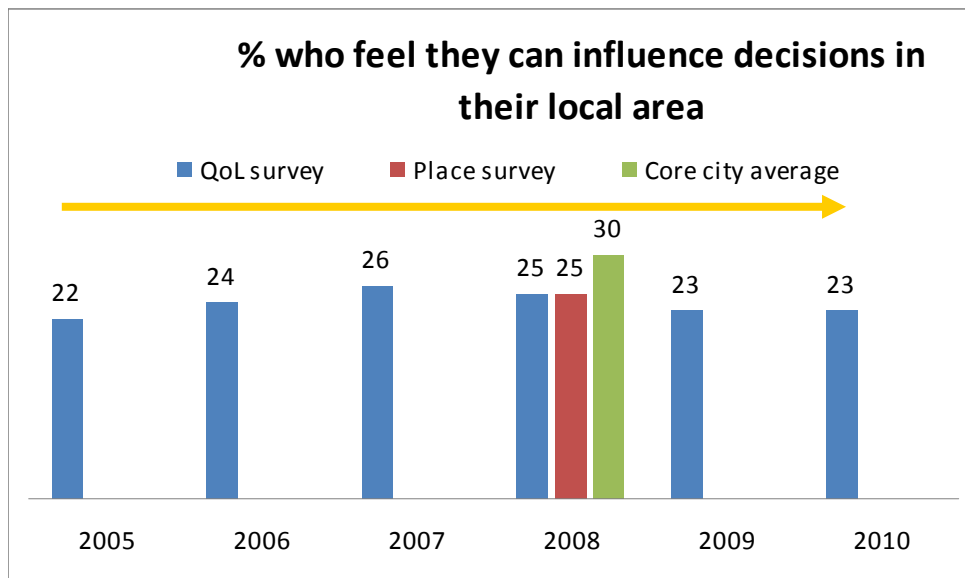
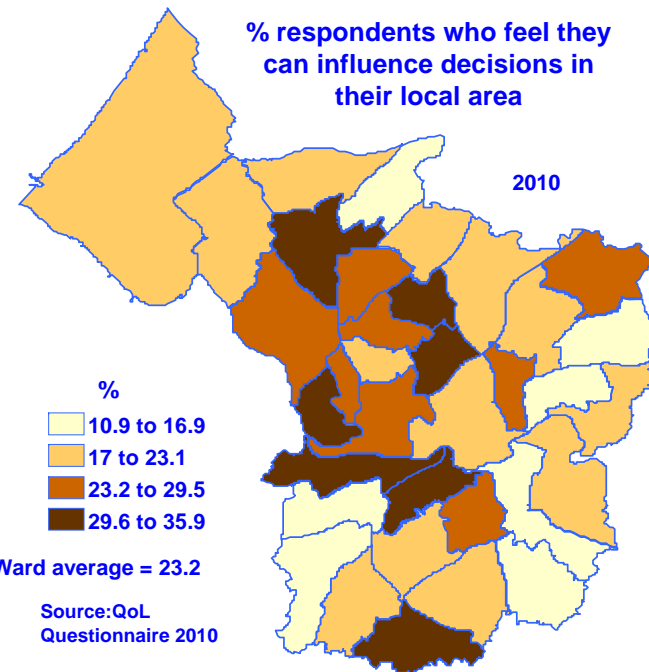
General satisfaction with how the council runs things and value for money

- Satisfaction with the Council is highest in Cabot (similar to 2009) and the VFM pattern is similar
- Marked improvement in satisfaction and VFM in Bishopston, Clifton, Redland, Whitchurch Park, Knowle and Windmill Hill.
- Values were lowest in Bedminster, Brislington and Stockwood for both indicators



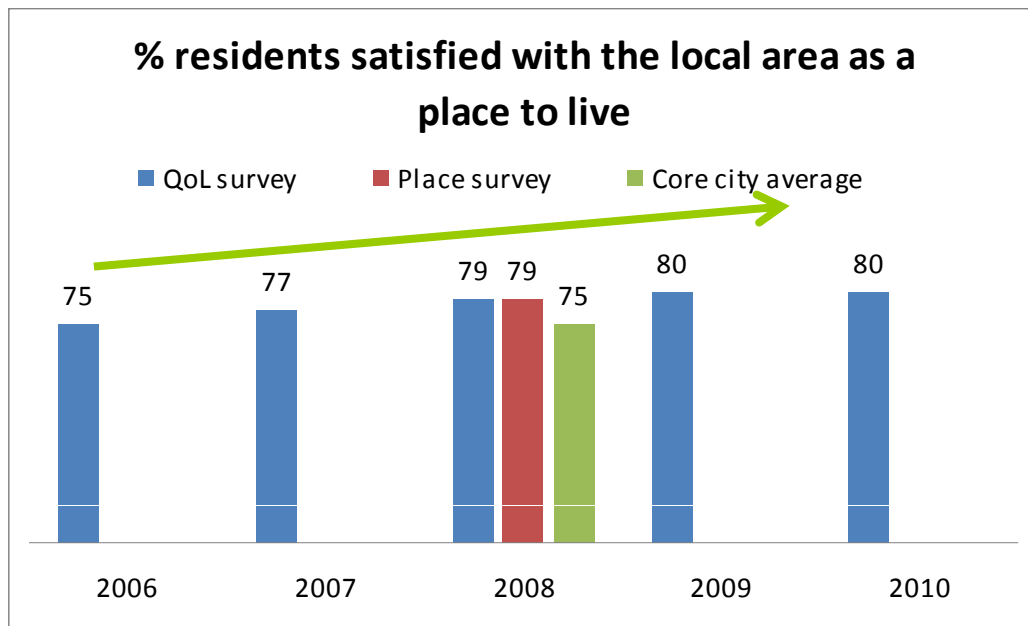
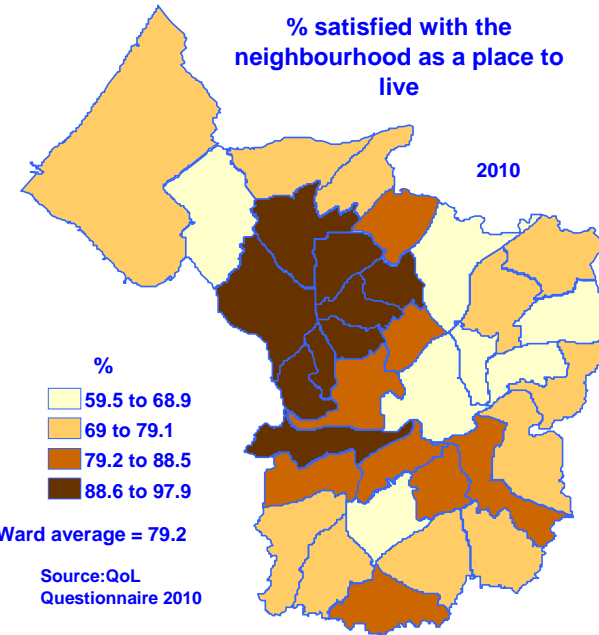
Influence local decisions

- This indicator has not changed and is still low at 23%
- It is correlated with satisfaction with the council and VFM – residents who feel most influential are also most satisfied with the council
- The level of volunteering 3 times a year has improved slightly, at 25% (23% in 2008 and 2009).



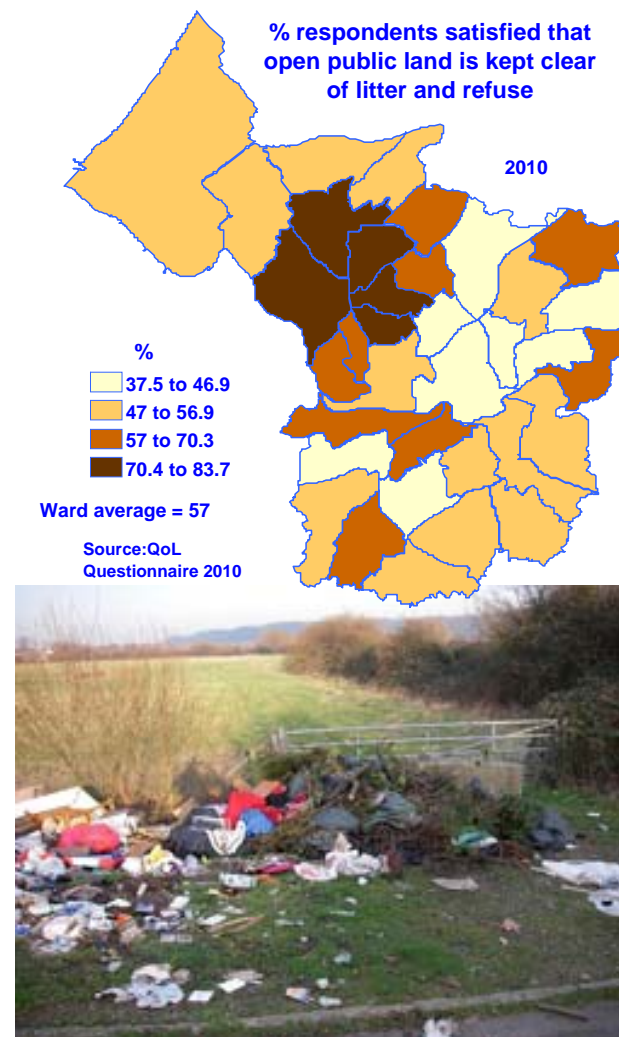
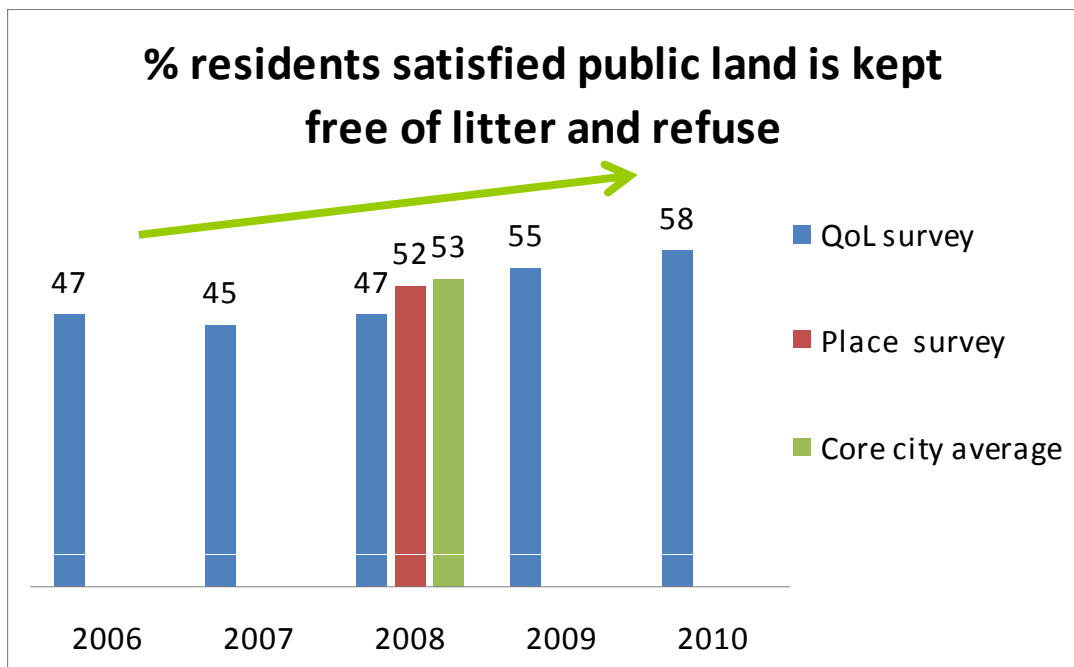
Satisfaction with the local area as a place to live

- An improving trend with 80% residents satisfied with their local area
- Marked improvement '**neighbourhood better**' in Cabot, Windmill Hill and Southmead
- Deterioration '**neighbourhood worse**' in Avonmouth/Kingsweston.



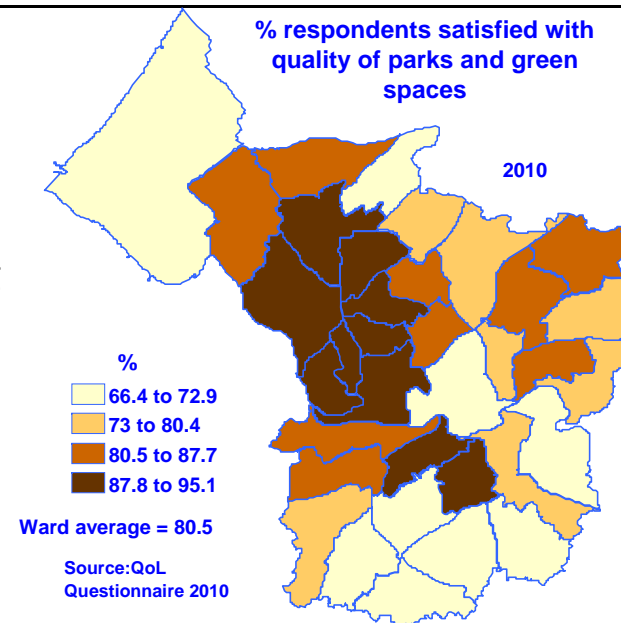
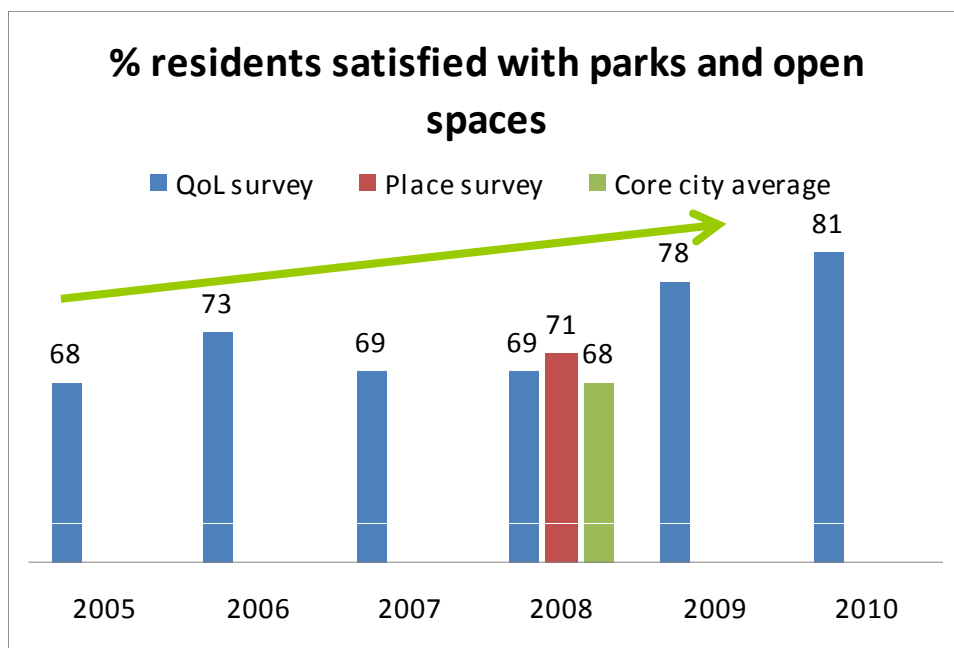
Keeping public land clear of litter and refuse

- An improving trend with 58% of residents satisfied
- Biggest improvement has been seen in Frome Vale, but a 10% deterioration was measured in Kingsweston



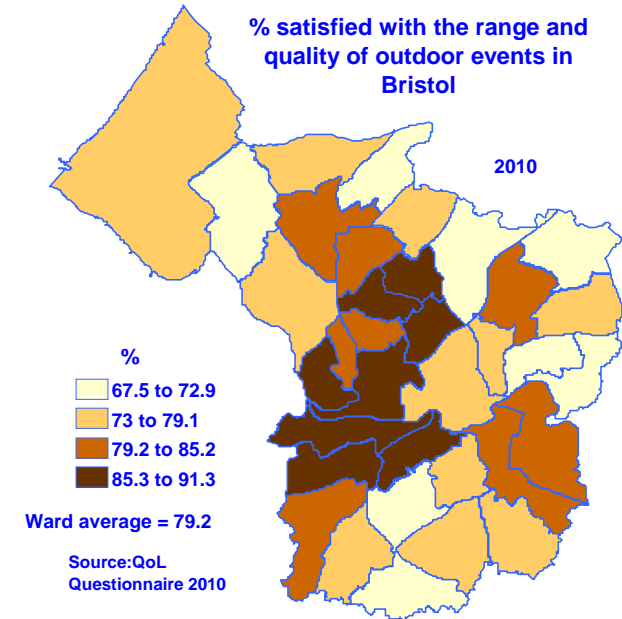
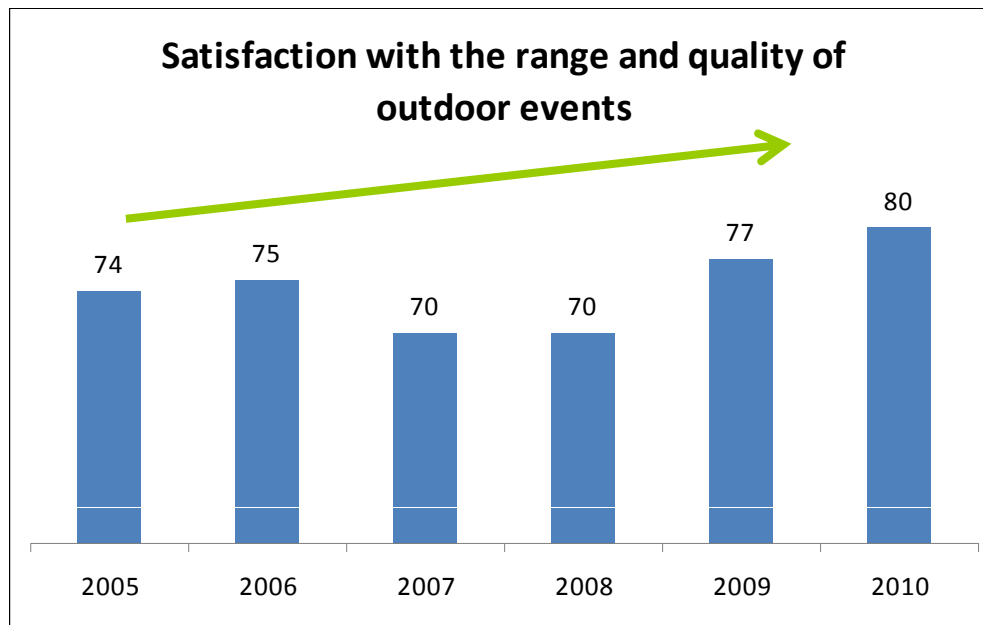
Quality of parks and green space

- Satisfaction with the quality of parks has significantly improved, at 81% (78% in 2009)
- Survey was live during AGSP consultation
- Areas with the most marked improvement are Bedminster, Filwood and Ashley.



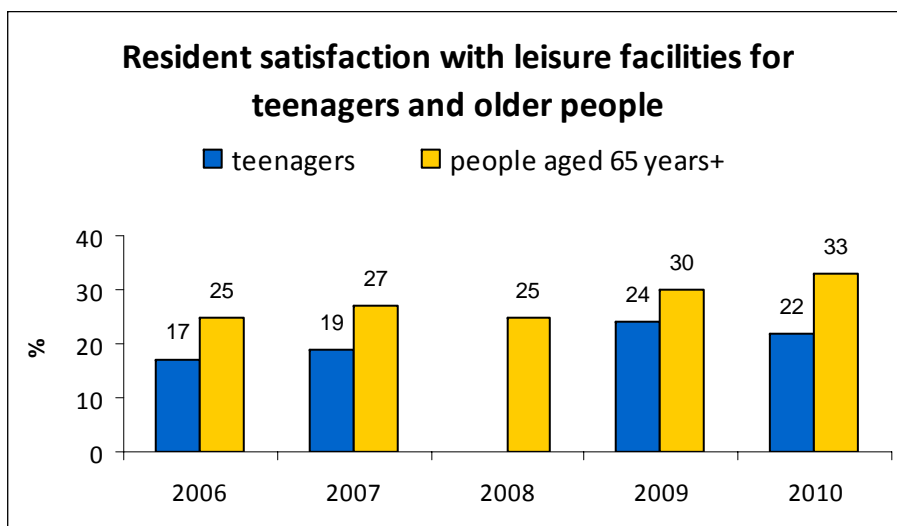
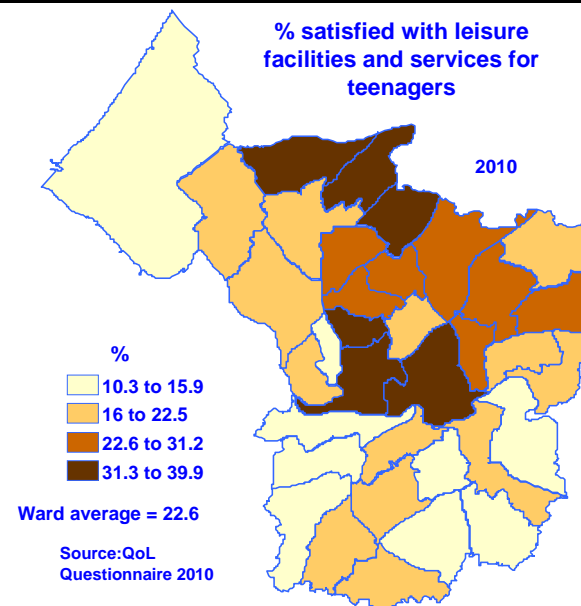
Range and quality of outdoor events

- An improving trend with 80% of residents satisfied (77% in 2009)
- More residents are satisfied in central parts of the city and biggest improvement is measured in Ashley and Stockwood



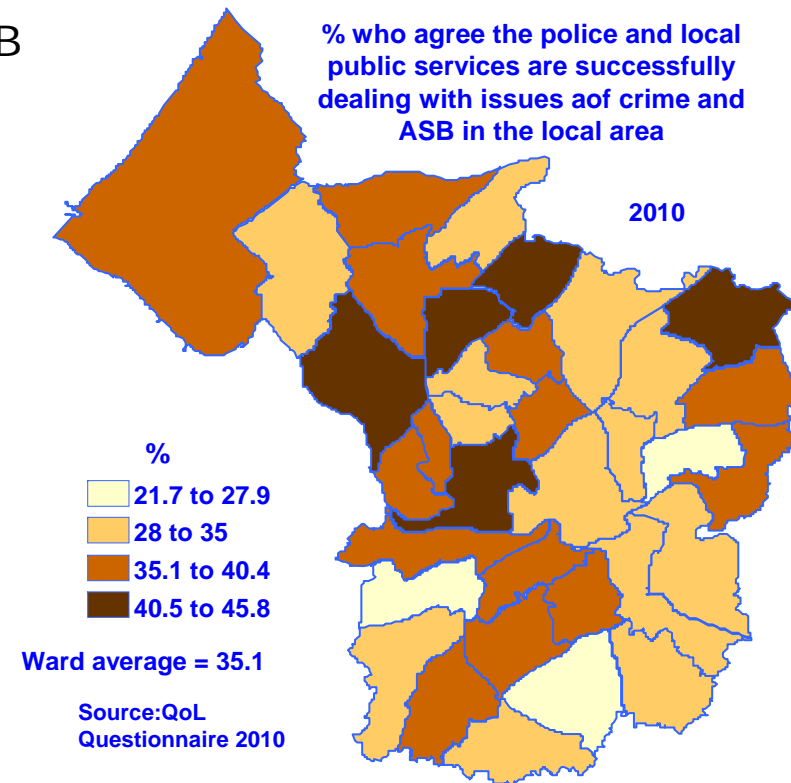
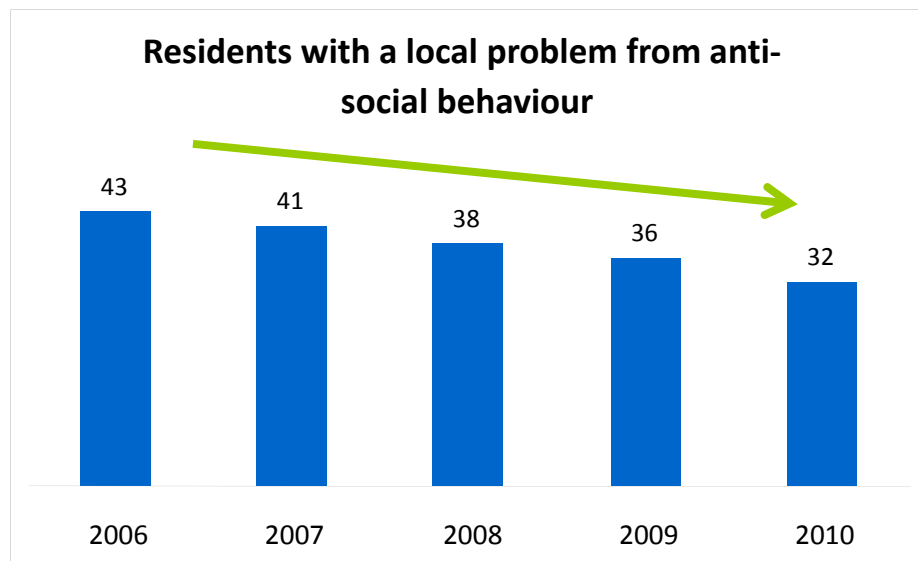
Leisure facilities for teenagers and older people (aged 65 yrs+)

- Activities for teenagers was identified as 'most in need of improvement' (Place survey 2008)
- Satisfaction with leisure facilities for teenagers has dropped to 22% (24% in 2009). This drop is not significant
- Satisfaction with leisure facilities for older people has improved, at 33% (30% in 2009)



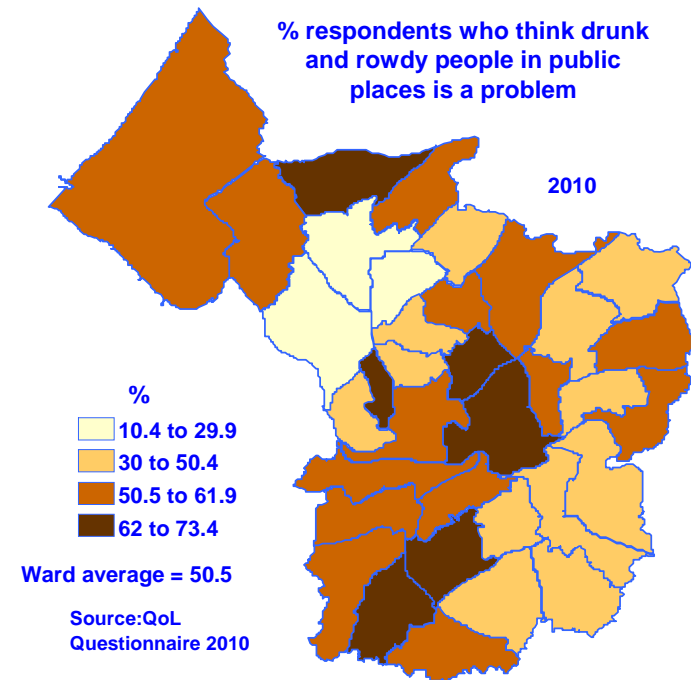
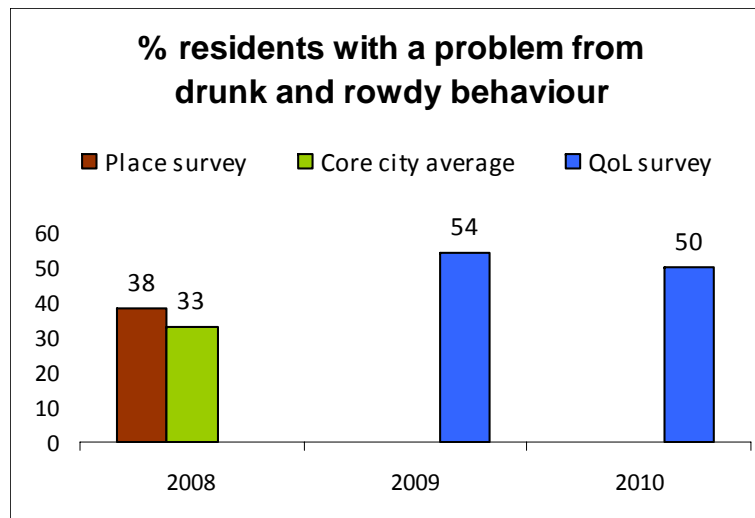
Crime and anti-social behaviour (ASB)

- A third (35%) of the population agree the police and local public services are successfully dealing with crime and ASB (25% in 2008 Place survey)
- Fewer residents feel ASB is a local problem, at 32% (36% in 2009)
- Most improved wards for ASB are Cotham, Clifton East and Southmead
- 57% of residents feel safe outdoors at night (56% in 2009)



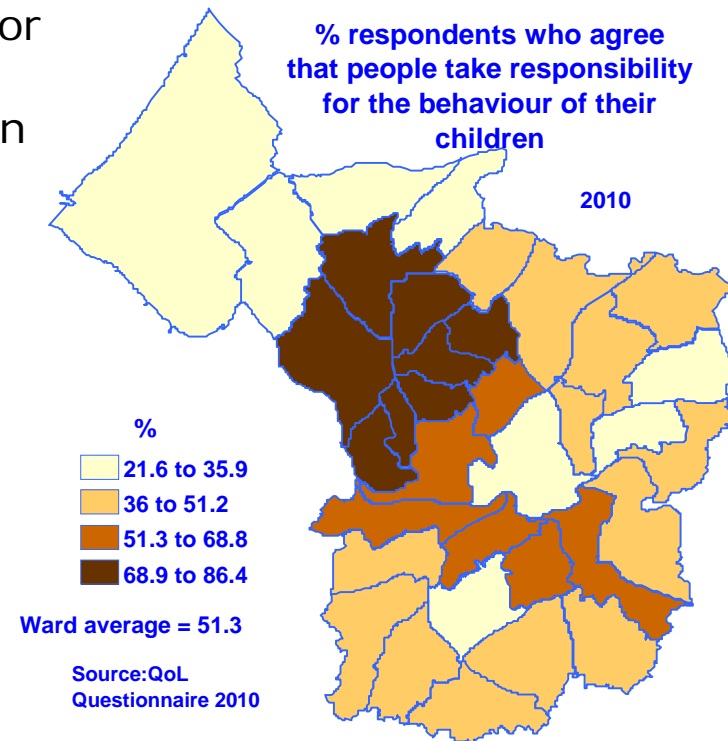
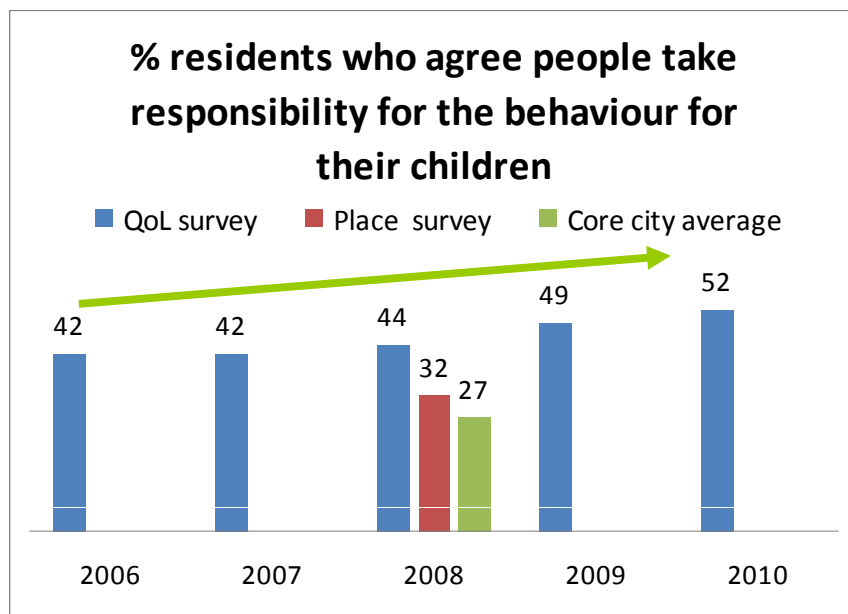
Drunk and rowdy behaviour

- In 2010 this indicator improved and 50% of residents said they had a problem (54% in 2009)
- However, this indicator was lower (better) when measured in the 2008 Place survey (38%)
- A significant improvement in the perception of drunk and rowdy behaviour was measured in Cotham and Brislington West.



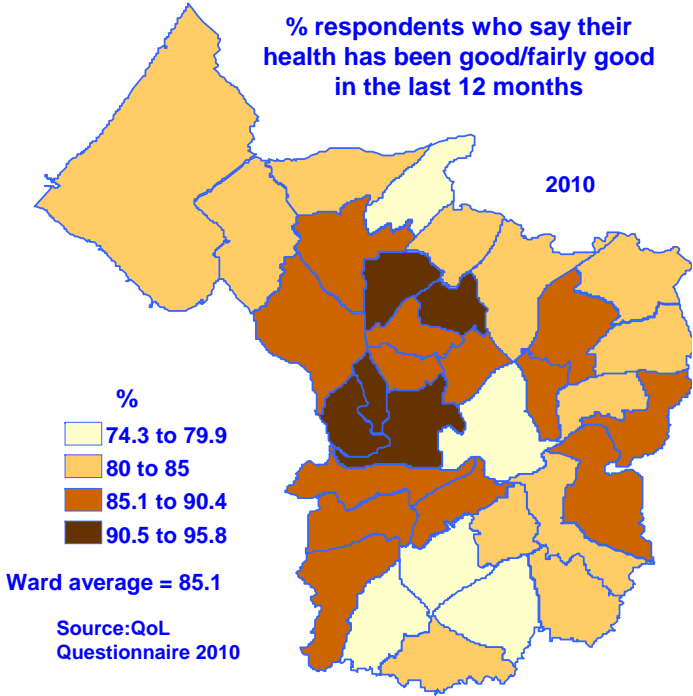
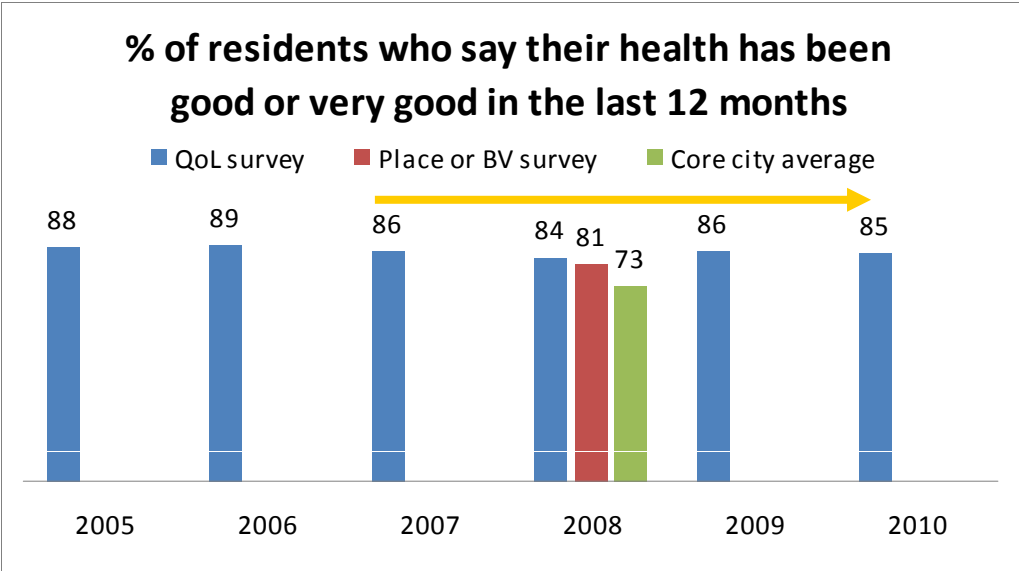
Responsible parenting

- Overall improvement, at 52% (49% in 2009) and more agree people are taking responsibility for the behaviour of their children
- Significant improvement in Clifton and Windmill Hill
- Bristol scores well compared to core cities.



General health

- Residents in good health has remained stable at 85% (86% in 2009)
- Bristol scores well compared to core cities
- Residents say they are healthiest in Clifton and Clifton East, and least healthy in Filwood and Hartcliffe.



Regularly use the internet at home

- Over two thirds of our residents regularly use the internet (at least once a week), 68%
- But 18% do not have the internet at home, rising to 37% in Filwood
- This indicator is relevant to how we promote our services online and channel shift.

