

Your Place, Your Say 2012

For Kirklees Council

17 February 2012



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This research has been carried out in compliance with the International standard ISO 20252

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Summary of Conclusions

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24	Respondents who feel well informed about local public services overall naturally feel well informed about a range of other specific local issues.	37
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28	Respondents were more likely to say they were satisfied than dissatisfied with the way the council runs things but two-fifths were unable or unwilling to indicate either way, which is likely to reflect relatively poor understanding of the council's role amongst some.	42
29	Those feeling they could influence local decisions were more likely to have high satisfaction with the council. There may be more that can be done to encourage residents to participate locally and there's evidence that many feel unsure as to whether they could get involved if they wanted to. Underlying this is relatively low agreement that getting involved would make a difference and this may explain why levels of volunteering appear to have declined.	43
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1. Introduction

To ensure that any future survey activity is both necessary and appropriate for future evidence needs in Kirklees, an 'evidence needs audit' was conducted across the council, NHS Kirklees and other partners over Spring 2011. This audit showed strong support for ongoing collection of statistically robust data through a programme of future local surveys and following the audit, management teams in the council and NHS Kirklees agreed to a future programme of local survey research.

Part of this programme was the 'Your Place, Your Say' Survey which was conducted in Autumn 2011 amongst the adult population in Kirklees. The survey aimed to capture robust data on a wide range of measures amongst a representative sample of the population.

This report outlines findings from the Your Place Your Say survey.

2. Aims and objectives

Specifically, the main objectives of the research were to;

- A. Deliver a methodology that ensured a statistically robust random stratified sample of residents from particular demographic groups, and at lower levels of geography (e.g. Town and Valley Committee areas), ensuring that the diversity of the local authority was reflected by the individuals who took part;
- B. Understand residents' perceptions of Kirklees as a place to live, attitudes and usage of local services, and residents' perceptions of quality of life;
- C. Understand the aspirations of residents to gauge future needs and demand for services and to inform future service planning;
- D. Obtain information which can be used to specifically inform strategies such as the Kirklees Community Strategy, Joint Strategic Needs Assessment, Council Corporate Plan and Town and Valley Plans;
- E. Identify the priorities for the delivery and commissioning of services across Kirklees, to enable the most efficient deployment of resources across the Kirklees Partnership;
- F. Ensure the research captured the views of the community as related to the priorities and targets for achievement of the Kirklees 2014 vision;
- G. Supply performance data relevant to service delivery plans which could be subsequently used to inform the annual performance management cycle.
- H. Provide data that can be tracked over time and compared with previous surveys;
- I. Provide an opportunity for residents to feel their views are appreciated and valued and for their voices to be heard, ensuring the survey is available to as wide a group of individuals as possible;
- J. Ensure the different Council service teams and Council partners are able to input into the survey, and the information captured by the survey is relevant, whilst ensuring the survey is kept as concise as possible;

3. Methodology

The research was undertaken as two complimentary but distinct elements to ensure as wide a range of residents as possible was able to take part in the survey. For clarity, the two elements are referred to as follows;

- Random Sample
- Non-random Sample

Details of each element are outlined below and for analysis purposes they have been kept separate.

3.1 Random Sample

A 12 page self-completion survey was distributed to 35,000 households in the Kirklees district during w/c 10 October 2011. Residents were asked to return their survey by Friday 25 November 2011 and provided with a FREEPOST envelope to enable them to do this.

Residents were given the option to complete the survey online if they preferred and provided with a unique password to allow them to do this.

During w/c 7 November 2011, a reminder survey pack was issued to 30,203 households that had not responded. Using unique IDs attributed to each household duplicate completed surveys from the same household were identified and following an agreed process one was removed.

Addresses were selected from the local Land and Property Gazetteer via a random, stratified sampling approach by Kirklees Council.

A total of 8,244 completed questionnaires were received and have been included in this analysis. These break down as follows;

- Postal (initial mailer) - 5,767
- Postal (reminder mailer) - 2,249
- Online - 228

This represents a final response rate of 24%.

3.2 Non-random Sample

The core Random sample was supported by a Non-random element specifically to target particular groups, which included the following mixed approach;

- face-to-face booster fieldwork focusing on BME residents
- targeting of local community groups to encourage participation from BME residents
- encouraging increased participation of the LGBT community using a link to the online survey
- encouraging increased participation within priority neighbourhoods using a link to the online survey.

Note that the same questionnaire was used for both the Random and Non-random samples.

A total of 1,043 additional surveys were completed as part of the Non-random sample and these fall out as follows;

- Face-to-face - 333
- Online - 697
- Community Groups - 12
- Other - 1

A separate Technical Appendix provides further detail of each stage of the survey process.

This report details findings from the Random sample only.

3.3 Analysis

All completed surveys were returned by respondents to Qa Research, where they were booked in, quality checked and inputted ahead of the analysis.

Weighting was then applied to the Random sample as follows;

- Weighting was applied to correct for any bias introduced as a result of the stratification during the initial sampling selection. In practice this meant applying weighting to correct for the over sampling of households in Priority Neighbourhoods
- Corrective weighting was applied by Ward, gender, age and ethnicity to ensure the final sample was in line with the profile of the district.

Further details of the weighting procedure are outlined in the Technical Appendix which accompanies this report.

4. Key Findings

This section of the report details the main findings. This is a 'Conclusion-led Report' which means that the findings are presented as a series of conclusions and the data used to support the drawing of these conclusions.

This means that the findings are not necessarily presented in sequence with the questionnaire and that responses from different questions have been combined to support each conclusion.

Please note the following;

- Where appropriate, charts and tables have been used to illustrate key points but not all questions have been shown in this way
- Within tables, significant differences between different columns are shown by grey boxes, as shown in the example below;

Q4a. How safe or unsafe do you feel when outside in your...		Tenure				
		Own	Rent from Housing Association/Trust	Rent from KNH	Private renter	Other
... local area after dark						
Net: Safe		52%	28%	36%	49%	46%
Net: Unsafe		29%	54%	46%	32%	35%
... local area during the day						
Net: Safe		88%	75%	78%	85%	79%
Net: Unsafe		4%	12%	10%	7%	10%

Base: All respondents (variable)

- Where answers were given on a scale, similar responses have been combined and answers are reported as 'Nets'. The following list details the responses included in each Net referred to throughout this section;
 - Safe - 'fairly safe' or 'very safe'
 - Unsafe - 'fairly unsafe' or 'very unsafe'
 - Satisfied - 'very satisfied' or 'fairly satisfied'
 - Dissatisfied - 'very dissatisfied' or 'fairly dissatisfied'
 - Well informed - 'very well informed' or 'fairly well informed'
 - Not well informed – 'not very well informed' or 'not at all well informed'
 - Agree – 'strongly agree' or 'tend to agree'
 - Disagree - 'strongly disagree' or 'tend to disagree'
 - Important – 'very important' or 'fairly important'
 - Unimportant – 'very unimportant' or 'fairly unimportant'

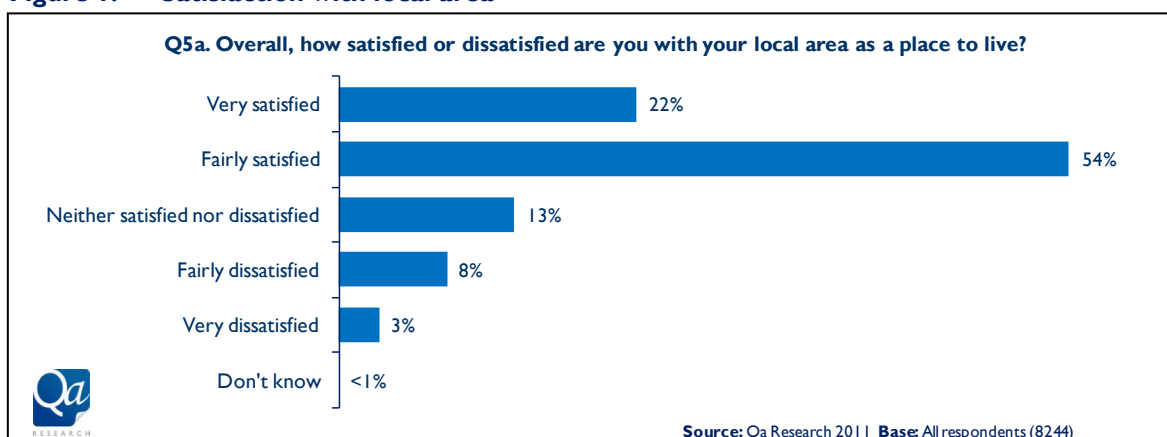
Finally, a full list of findings from the research can be found in an accompanying Reference Report.

4.1 Your Local Area

Conclusion 1: The majority of respondents are satisfied with their local area as a place to live and even those who believe it has deteriorated over the last three years are more likely to be satisfied than dissatisfied with it.

As indicated below, the majority (75%) of respondents said they were 'satisfied' with their local area as a place to live, although around one-in-ten (11%) indicated that they were 'dissatisfied'.

Figure 1. Satisfaction with local area



This measure is identical to the question used on the 2008 Place Survey¹ to measure NI5, so a comparison can be made. In the Place Survey a similar proportion of respondents indicated that they were satisfied compared to the Your Place, Your Say survey (77% vs. 76%).

Although satisfaction levels have remained consistent since 2008, reflecting the fact that half (54%) thought that their local area had 'not changed much' over the past three years respondents were more likely to believe their area had got 'worse' (24%) than to think it had got 'better' (12%). Interestingly, while respondents who said that their local area had got 'worse' over the last three years were significantly more likely than those who felt it had got 'better' or 'not changed much' to feel 'dissatisfied' with their local area as a place to live (28%, 2% and 6% respectively), most (50%) were still satisfied with it, as the table below summarises;

Figure 2. Satisfaction with local area – by perceptions of the area over last three years

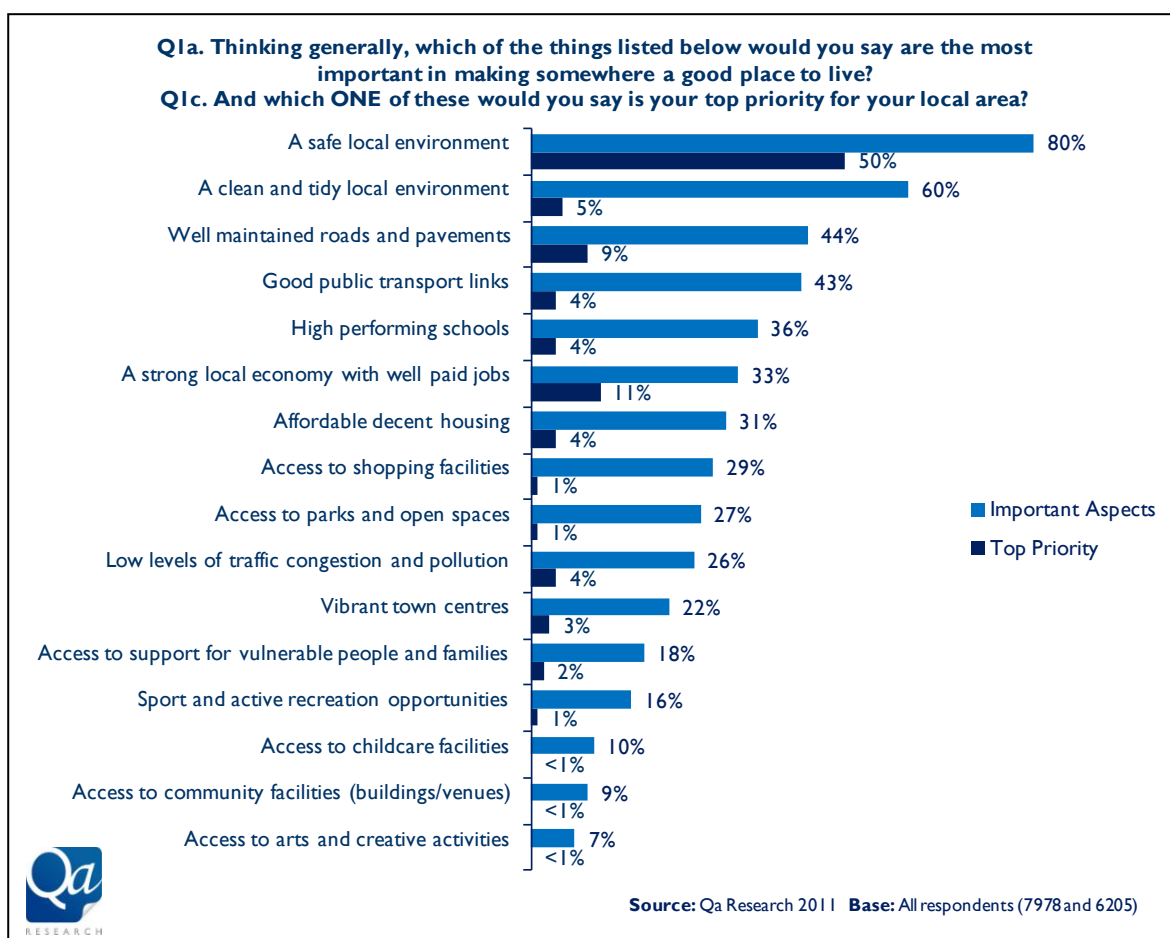
Q5a. Overall, how satisfied or dissatisfied are you with your local area as a place to live?	Q6a. On the whole, do you think that over the past three years your local area has got better or worse to live in, or would you say things haven't changed much?			
	Local area has got better	Local area has got worse	Local area has not changed much	Have lived here less than three years
Net: Satisfied	91%	50%	83%	79%
Net: Dissatisfied	2%	28%	6%	10%
Base: All respondents	1019	2098	4461	533

¹ NB: The equivalent measure in the 2008 Place Survey was calculated excluding 'don't know' responses. For comparative purposes, the YPYS measure has been recalculated in the same way.

Conclusion 2: Safety is the most important aspect in making somewhere a good place to live for Kirklees residents and, positively, there is evidence that perceptions of safety have improved since 2008. Perhaps as a result, improving safety is not necessarily seen as a focus for most residents

Safety is seen as the most important aspect in making somewhere a good place to live, with ‘a safe local environment’ mentioned by 80% of respondents, 20 percentage points higher than the next most frequently mentioned aspect ‘a clean and tidy environment’ (60%). Additionally, half (50%) of respondents chose this as their top priority for their local area, almost five times as many as chose the next most frequently mentioned aspect ‘a strong local economy with well paid jobs’ (11%). These responses are shown in the chart below;

Figure 3. Most important aspects in making somewhere a good place to live



Encouragingly, respondents indicated that they were more likely to feel ‘safe’ than ‘unsafe’ in their local area and this was particularly true when ‘outside during the day’ where the majority said they felt ‘safe’ (86%), although one-in-twenty (5%) said they felt ‘unsafe’. However, it was also true when ‘outside after dark’ where half (49%) said they felt ‘safe’, although almost a third (32%) said they felt ‘unsafe’.

It is possible to compare feelings of safety with the 2008 Place Survey² as the questions asked on both surveys were identical. Encouragingly, the proportion of respondents who indicated that they feel safe (either 'fairly safe' or 'very safe') outside in their local area after dark has increased significantly from 43% to 50%. No change was recorded in the proportion who felt safe during the day (85% vs. 86%).

Perhaps reflecting this improvement, while safety is clearly an important priority for Kirklees residents, 'a safe local environment' was mentioned relatively infrequently by respondents as an aspect in their local area that most needed improving, with less than a third choosing it (29%). This suggests that, compared to other issues, residents generally don't see improving safety as a major priority and the focus is perhaps more around ensuring perceptions of safety do not deteriorate rather than a pressing need to improve them.

That said, it is notable that respondents tended to feel less 'safe' in their nearest town centre than they do in their local area. During the day, just over three-quarters (77%) said they feel 'safe' when 'outside in your nearest town centre', compared to 86% who felt 'safe' outside in their local area. However, the biggest contrast was evident 'after dark', with 32% of respondents indicating that they feel 'safe' 'outside in your nearest town centre after dark' compared to 49% who feel 'safe' 'outside in your local area after dark'. It's possible that if respondents had been asked to outline what most needs improving in their nearest town centre 'a safe local environment' may have appeared higher up the list than it did for improvements in the local area.

Conclusion 3: It is important to note that feelings of safety are lower amongst some specific respondent groups, indicating that for residents in social housing, those from Asian and Asian British backgrounds and younger residents in particular, safety may be more of a concern.

Respondents who live in property rented from a 'housing association/co-operative/charitable trust/registered social landlord' or 'Kirklees Neighbourhood Housing' were significantly more likely than those who either own their own home or rent privately to express concerns about feeling 'unsafe', both after dark and during the day, as the table below highlights. For example, more than half (54%) of those living in accommodation rented from a 'housing association/co-operative/charitable trust/registered social landlord' said that they felt 'unsafe' in their local area after dark.

Figure 4. Feelings of safety - by tenure

Q4a. How safe or unsafe do you feel when outside in your...	Tenure				
	Own	Rent from Housing Association/Trust	Rent from KNH	Private renter	Other
... local area after dark					
Net: Safe	52%	28%	36%	49%	46%
Net: Unsafe	29%	54%	46%	32%	35%
... local area during the day					
Net: Safe	88%	75%	78%	85%	79%
Net: Unsafe	4%	12%	10%	7%	10%

Base: All respondents (variable)

² NB: The equivalent measure in the 2008 Place Survey was calculated excluding 'don't know' responses. For comparative purposes, the YPYS measure has been recalculated in the same way.

Also, respondents from BME backgrounds were significantly more likely than those who classified themselves as White to say they felt 'unsafe' 'outside in their local area after dark' (35% vs. 32%), and 'during the day' (8% vs. 5%), although it should be stressed that respondents in both groups were more likely to say they felt 'safe' than 'unsafe'. Further analysis highlights that amongst BME respondents this feeling is driven primary by Asian and Asian British respondents, as the table below summarises.

Figure 5. Feelings of safety - by ethnicity

Q4a/b. How safe or unsafe do you feel when outside in your...	Ethnicity			
	White	Asian/Asian British	Mixed/multiple ethnic	Black/African/Caribbean/Black British
<i>... local area after dark</i>				
Net: Safe	50%	42%	37%	64%
Net: Unsafe	32%	39%	22%	19%
<i>... local area during the day</i>				
Net: Safe	87%	78%	72%	91%
Net: Unsafe	5%	9%	3%	3%
<i>... nearest town centre after dark</i>				
Net: Safe	32%	32%	45%	62%
Net: Unsafe	42%	42%	17%	19%
<i>... nearest town centre during the day</i>				
Net: Safe	77%	73%	82%	91%
Net: Unsafe	8%	10%	2%	2%

Base: All respondents (variable)

A few differences were also apparent between age groups, with the very youngest respondents (those aged 18-24) significantly more likely than other age groups to say they feel 'unsafe' 'outside in their local area after dark' (41%) and 'during the day' (9%), while those aged 65-74 were the most likely to feel 'unsafe' in their 'nearest town centre after dark' (47%). Differences between age groups are outlined in the table below;

Figure 6. Feelings of safety - by age

Q4a. How safe or unsafe do you feel when outside in your...	Age						
	18-24	25-34	35-44	45-54	55-64	65-74	75+
<i>... local area after dark</i>							
Net: Safe	41%	50%	54%	56%	51%	45%	38%
Net: Unsafe	41%	32%	31%	28%	31%	33%	34%
<i>... local area during the day</i>							
Net: Safe	82%	84%	87%	88%	85%	87%	84%
Net: Unsafe	9%	5%	5%	4%	6%	5%	4%
<i>... nearest town centre after dark</i>							
Net: Safe	35%	36%	35%	37%	30%	25%	20%
Net: Unsafe	43%	40%	42%	39%	43%	47%	40%
<i>... nearest town centre during the day</i>							
Net: Safe	79%	76%	77%	79%	77%	77%	74%
Net: Unsafe	7%	7%	8%	8%	9%	8%	8%

Base: All respondents (variable)

Conclusion 4: It's notable that residents of Dewsbury are the most likely to feel unsafe in their local area, in part reflecting the high proportion of sub-groups that express safety fears in the Dewsbury population compared to the other TVC Areas. This is likely to explain, in part, relatively low levels of satisfaction with the local area as a place to live amongst Dewsbury TVC Area respondents.

Respondents in the Dewsbury TVC Area were significantly more likely than those in the other TVC Areas to say they feel 'unsafe', both in their local area and in their nearest town centre and the table below summarises these differences. It should be noted that 93% of Dewsbury TVC residents consider their nearest town to be Dewsbury, confirming that feelings of being unsafe relate directly to Dewsbury itself.

Figure 7. Feelings of safety - by TVC Area

Q4a/b. How safe or unsafe do you feel when outside in your...	TVC Area					
	Batley, Birstall and Birkenshaw	Dewsbury	Huddersfield	Mirfield, Denby Dale and Kirkburton	Spenn Valley	The Valleys
<i>... local area after dark</i>						
Net: Safe	48%	38%	43%	62%	42%	65%
Net: Unsafe	34%	44%	36%	19%	39%	18%
<i>... local area during the day</i>						
Net: Safe	84%	78%	83%	92%	84%	93%
Net: Unsafe	6%	9%	7%	2%	5%	2%
<i>... nearest town centre after dark</i>						
Net: Safe	34%	22%	31%	32%	29%	44%
Net: Unsafe	37%	56%	43%	39%	43%	32%
<i>... nearest town centre during the day</i>						
Net: Safe	75%	70%	78%	76%	77%	82%
Net: Unsafe	6%	15%	8%	8%	7%	5%

Base: All respondents (variable)

To some degree the differences in Dewsbury are likely to reflect the relatively high proportion of residents living in social housing, BME and Asian/Asian British residents in this TVC area compared to the others. As outlined in Conclusion 3, these groups are the most likely to say they feel 'unsafe'. For example, Dewsbury, along with Batley, Birstall & Birkenshaw, has a significantly higher proportion of BME respondents than the other TVCs (23% and 21% respectively). In addition, 19% of Dewsbury respondents live in a Kirklees Neighbourhood Housing property, 6 percentage points higher than any of the other TVC Areas.

Differences in the level to which respondents feel 'safe' are likely to explain why respondents in some TVC Areas are more satisfied with where they live than others. Safety fears are highest in the Dewsbury TVC Area and only 55% of respondents said they were 'satisfied' with their 'local area as a place to live'. In contrast, respondents felt safest in the Mirfield, Denby Dale & Kirkburton and The Valleys TVC Areas and in these areas almost nine-out-of-ten (88%) said they felt 'satisfied', as the table below indicates;

Figure 8. Satisfaction with local area - by TVC Area

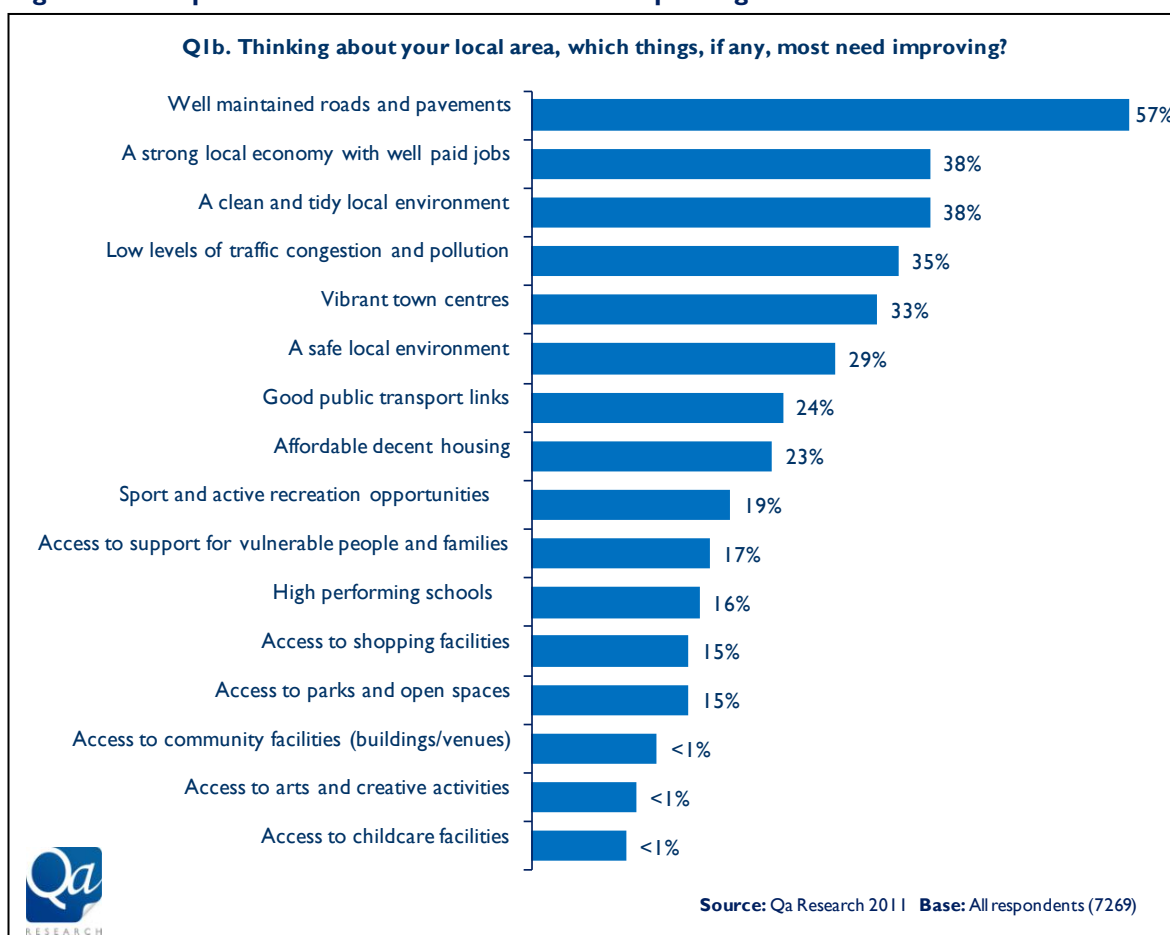
Q5a. Overall, how satisfied or dissatisfied are you with your local area as a place to live?	TVC Area					
	Batley, Birstall and Birkenshaw	Dewsbury	Huddersfield	Mirfield, Denby Dale and Kirkburton	Spenn Valley	The Valleys
Net: Satisfied	73%	55%	74%	88%	72%	88%
Net: Dissatisfied	13%	24%	11%	4%	13%	4%
Base: All respondents	943	997	3133	979	874	1309

Conclusion 5: The importance of roads and pavements to respondents is clear, but respondents expressed concern about their condition emphasising that road and pavement maintenance should be seen as high priority for the Council.

When asked to choose from a list of local public services provided by Kirklees Council, 69% chose 'road and pavement maintenance' as being one of the five services most important to them and it was the second most frequently mentioned service after 'household refuse collection' (74%). Also, 'well maintained roads and pavements' (44%) was ranked as the third most important aspect in making somewhere a good place to live, behind 'a safe local environment' (80%) and 'a clean and tidy environment' (60%) (see Conclusion 2).

While this demonstrates the importance of good roads and pavements to respondents, of more concern is that when asked which things in their local area most need improving, 'well maintained roads and pavements' was mentioned by 57% of respondents, almost 20 percentage points higher than the next most frequently mentioned aspects which were 'a clean and tidy local environment' (38%) and 'a strong local economy with well paid jobs' (38%), as indicated by the chart below;

Figure 9. Aspects of local area that most need improving



Additionally, as Figure 31 indicates, when asked specifically, less than a third (31%) said they were 'satisfied' with 'road and pavement maintenance' and almost a quarter (22%) said they were 'very dissatisfied'. In fact, in total, half (50%) said they were either 'very dissatisfied' or 'fairly dissatisfied' with this service, the highest level of dissatisfaction of any of the services provided by Kirklees Council that were rated and twice as high as for any of the other services.

Conclusion 6: Well maintained roads and pavements are of particular concern to residents in The Valleys TVC Area.

Respondents from The Valleys TVC Area were significantly more likely than those in the other TVC Areas to indicate that ‘*well maintained roads and pavements*’ needed improving in their local area (66%) and to indicate that this was a top priority in their local area (14%). They were also the most likely to express ‘*dissatisfaction*’ with ‘*road and pavement maintenance*’ (59%) provided by Kirklees Council. These findings clearly suggest that residents perceive this to be a particular issue in this area.

Figure 10. Roads and pavements – by TVC Area

Q1b. Thinking about your local area, which things, if any, most need improving?	TVC Area					
	Batley, Birstall and Birkenshaw	Dewsbury	Huddersfield	Mirfield, Denby Dale and Kirkburton	Spenn Valley	The Valleys
% Well maintained roads and pavements	51%	49%	57%	59%	61%	66%
Q1c. And which ONE of these would you say is your top priority for your local area?						
% Well maintained roads and pavements	6%	5%	9%	9%	10%	14%
Q14a. How satisfied are you with each of the following services?						
<i>Road and pavement maintenance</i>						
% Dissatisfied	46%	51%	46%	48%	52%	59%

Base: All respondents (variable)

Conclusion 7: Generally, respondents in different age groups share similar feelings about what is important in making their area a good place to live, although some differences reflecting life-stage were apparent. These differences are reflected in other sub-groups with a high proportion of younger or older respondents.

Respondents of all ages believed that ‘*a safe local environment*’ was the most important aspect of making somewhere a good place to live (18-34: 77%, 35-64: 83%, 65+: 79%), followed by ‘*a clean and tidy environment*’ (18-34: 62%, 35-64: 61%, 65+: 56%). Additionally, all ages ‘*agreed*’ that ‘*well maintained roads and pavements*’ was the area that most needed improving (18-34: 56%, 35-64: 58%, 65+: 58%) and that ‘*a safe local environment*’ was their top priority (18-34: 48%, 35-64: 50%, 65+: 51%).

However, as we’d expect, some differences in the aspects considered to be important in making somewhere a good place to live were apparent between the different age groups. Younger respondents (aged 18-34) indicated that ‘*affordable decent housing*’ (40%), ‘*high performing schools*’ (44%), ‘*access to parks and open spaces*’ (32%) and ‘*access to childcare facilities*’ (15%) were significantly more important than older age groups, as shown below;

Figure 11. Most important aspects in making somewhere a good place to live – by age (1)

Q1a. Thinking generally, which of the things listed below would you say are the most important in making somewhere a good place to live?	Age		
	Net - 18-34	Net - 35-64	Net - 65+
Affordable decent housing	40%	29%	25%
High performing schools	44%	37%	24%
Access to parks and open spaces	32%	28%	19%
Access to childcare facilities	15%	8%	6%
Base: All respondents	990	3754	2227

In contrast, older respondents (aged 65+) indicated that ‘good public transport links’ (57%), ‘well maintained roads and pavements’ (55%) and ‘access to support for vulnerable people and families’ (24%) were significantly more important to them than to other age groups, as shown below;

Figure 12. Most important aspects in making somewhere a good place to live – age (2)

Q1a. Thinking generally, which of the things listed below would you say are the most important in making somewhere a good place to live?	Age		
	Net - 18-34	Net - 35-64	Net - 65+
Good public transport links	40%	40%	57%
Well maintained roads and pavements	35%	44%	55%
Access to support for vulnerable people and families	15%	16%	24%
Base: All respondents	990	3754	2227

These differences between age groups are reflected in other sub-groups that have a high proportion of either younger or older respondents. This is particularly true of BME respondents, 54% of whom were aged 18-34, compared to 26% of White respondents.

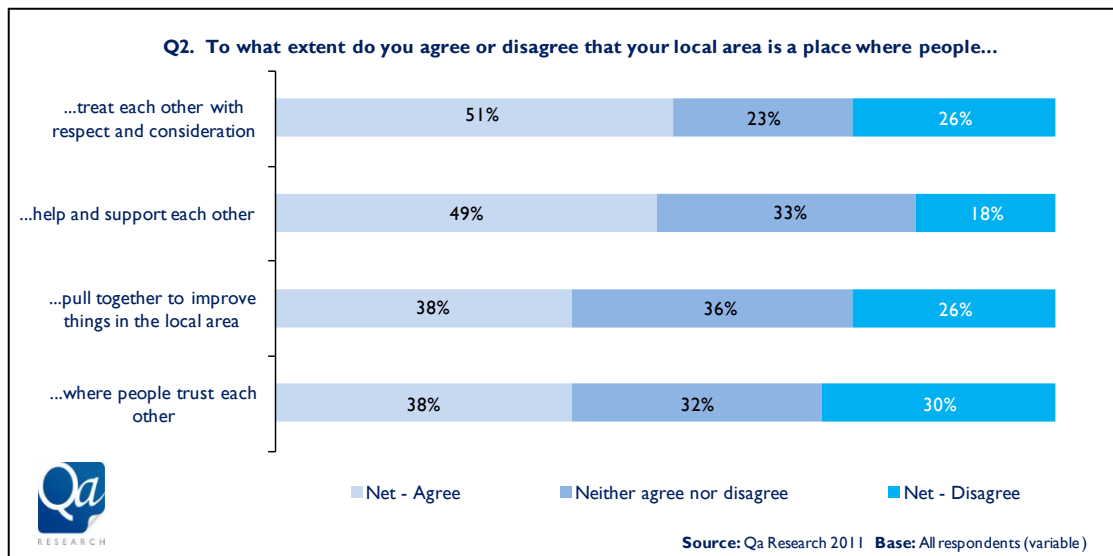
Consequently, BME respondents were significantly more likely than White respondents to indicate that the following were important to them;

- ‘Affordable decent housing’ (White: 30%, BME: 40%)
- ‘High performing schools’ (White: 35%, BME: 45%)
- ‘Access to childcare facilities’ (White: 9%, BME: 18%)
- ‘Access to arts and creative activities’ (White: 6%, BME: 11%)
- ‘Access to community facilities (buildings/venues)’ (White: 8%, BME: 14%)

Conclusion 8: There is room to improve how local residents feel about people in their local area with levels of trust and the belief that people pull together to improve things relatively low. Local public services could also improve how they are perceived to deal with people and there is also a relatively low level of trust in services generally.

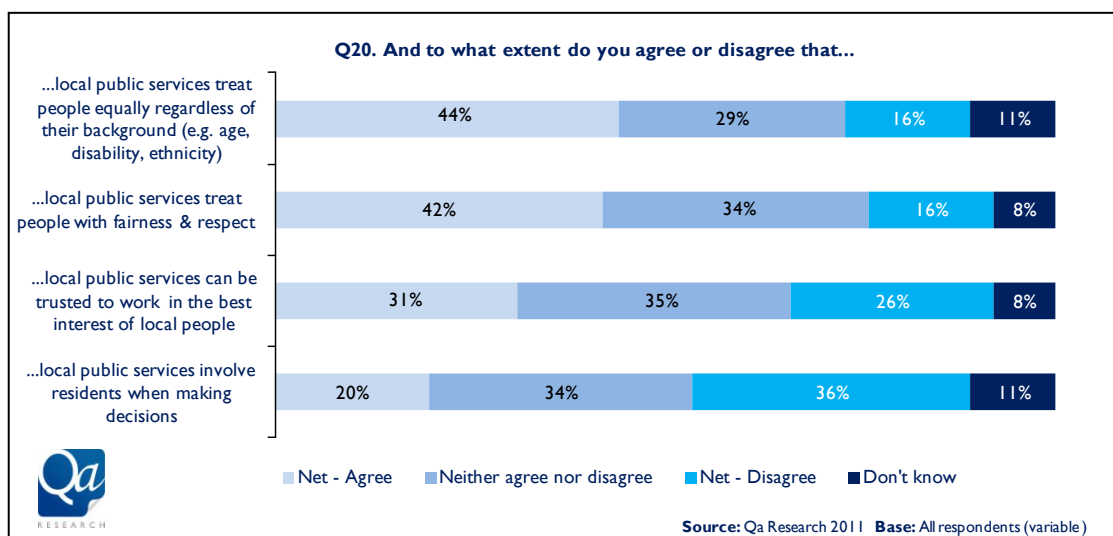
As the chart below indicates, respondents were most likely to 'agree' that their local area is a place where people 'treat each other with respect and consideration' (51%), although a quarter (26%) 'disagreed' with this. A similar proportion 'agreed' that it is a place where people 'help and support each other' (49%), but agreement was lower that people 'pull together to improve things in the local area' (38%) and that people 'trust each other' (38%). In fact, almost a third (30%) actually 'disagreed' that in their local area people 'trust each other'.

Figure 13. Agreement with measures relating to community cohesion



Respondents were asked how far they 'agreed' with some similar measures relating to local public services, although a 'don't know' option was also included and is shown below.

Figure 14. Agreement with measures relating to local public services



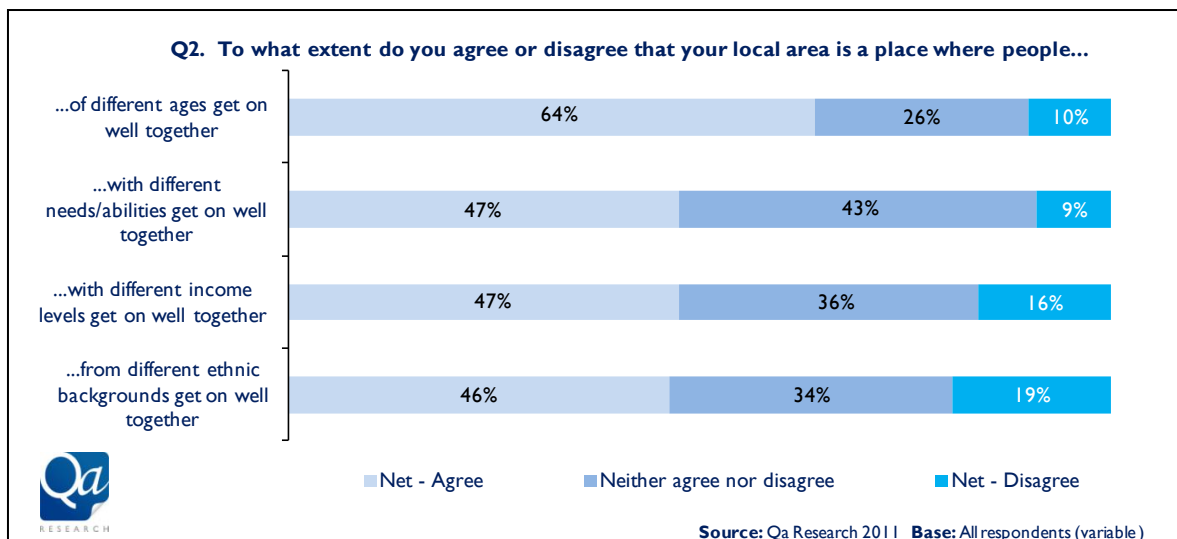
Less than half (44%) 'agreed' that 'local public services treat people equally regardless of their background' and that 'local public services treat people with fairness & respect' (42%), suggesting that there is room for improvement here. Additionally, the level of trust of local services is relatively low, as only a third (31%) 'agreed' that 'local public services can be trusted to work in the best interest of local people' and a quarter 'disagreed' with this (26%).

Conclusion 9: While the majority of respondents agreed that people of different ages get on well together in their local area, agreement was lower for other groups, such as those from different ethnic backgrounds or with different income levels or needs. However, there is evidence that tensions within local communities may be driven more by general feelings that individual communities do not trust or help each other, rather than tensions between easily defined demographic groups.

When presented with a series of statements about different groups getting on well together, the only group that the majority of respondents 'agreed' gets on well together in their local area was 'people of different ages' (64%), although one-in-ten (10%) 'disagreed' that this was the case.

As the chart below summarises, less than half 'agreed' that 'people with different needs/abilities get on well together' (47%), 'people with different income levels get on well together' (47%) and 'people from different ethnic backgrounds get on well together' (46%).

Figure 15. Agreement that local people get on well together



Of the four types of residents asked about, respondents were most likely to disagree that 'people from different ethnic backgrounds get on well together' (19%), although it is notable that BME respondents were significantly more likely to 'agree' with this statement than White respondents (69% vs. 44%).

On the surface these results might suggest that demographic differences are the main barrier to community cohesion, but there is evidence that more fundamental problems within communities play a bigger role.

Respondents who said they felt ‘dissatisfied’ with their local area as a place to live were more likely than those who felt ‘satisfied’ to ‘disagree’ that particular resident groups get on well together in their local area. In particular, they ‘disagreed’ that ‘people from different ethnic backgrounds get on well together’ (50%) and ‘people with different income levels get on well together’ (41%), as the table below summarises;

Figure 16. Agreement that local people get on well together – by satisfaction with local area

Q2. To what extent do you agree or disagree that your local area is a place where...	Q5a. Overall, how satisfied or dissatisfied are you with your local area as a place to live?	
	Net - Satisfied	Net - Dissatisfied
<i>...people from different ethnic backgrounds get on well together</i>		
% Disagree	14%	50%
<i>...people of different ages get on well together</i>		
% Disagree	6%	32%
<i>...people with different income levels get on well together</i>		
% Disagree	11%	41%
<i>...people with different needs/abilities get on well together</i>		
% Disagree	6%	28%
Base: All respondents	5765	900

However, as the table below indicates, the proportion that ‘disagreed’ that these specific group get on well together was lower than the proportion that ‘disagreed’ with other, more general measures of community cohesion such as trust, working together and respect and consideration.

Figure 17. Agreement with measures relating to community cohesion – by satisfaction with local area

Q2. To what extent do you agree or disagree that your local area is a place where people...	Q5a. Overall, how satisfied or dissatisfied are you with your local area as a place to live?	
	Net - Satisfied	Net - Dissatisfied
<i>...trust each other</i>		
% Disagree	20%	70%
<i>...pull together to improve things in the local area</i>		
% Disagree	18%	67%
<i>...help and support each other</i>		
% Disagree	10%	57%
<i>...treat each other with respect and consideration</i>		
% Disagree	17%	69%
Base: All respondents	5828	907

Therefore, the data suggest that while some issues around community cohesion may well exist, they are not necessarily linked to tensions between easy to define demographic groups and may simply reflect less empathy and understanding between the local population as a whole. Working to resolve these more fundamental issues may have more impact on improving a sense of community than focussing solely on addressing differences between demographic groups.

Conclusion 10: Some differences in opinion regarding community cohesion were apparent between different areas. In particular, respondents in Dewsbury and Batley, Birstall & Birkenshaw were more likely than those in other TVC Areas to express concern about tensions between different resident groups.

Respondents in the Dewsbury and Spen Valley TVC Areas were significantly more likely than those in other Areas to ‘disagree’ that ‘people from different ethnic backgrounds get on well together’ (38% and 24% respectively), while those in the Huddersfield TVC Area were significantly more likely to ‘agree’ (57%). However, generally, respondents in the Dewsbury TVC Area and to a lesser extent those in the Batley, Birstall & Birkenshaw TVC Area were significantly more likely to ‘disagree’ that specific resident groups get on well together, while respondents in Mirfield, Denby Dale & Kirkburton and The Valleys TVC Areas were more likely to ‘agree’ than ‘disagree’ that these specific groups get on, as detailed below;

Figure 18. Agreement that local people get on well together – by TVC Area

Q2. To what extent do you agree or disagree that your local area is a place where...	TVC Area					
	Batley, Birstall and Birkenshaw	Dewsbury	Huddersfield	Mirfield, Denby Dale and Kirkburton	Spen Valley	The Valleys
<i>...people from different ethnic backgrounds get on well together</i>						
Net: Agree	45%	36%	57%	42%	43%	41%
Net: Disagree	18%	38%	13%	19%	24%	14%
<i>...people of different ages get on well together</i>						
Net: Agree	61%	54%	62%	73%	60%	72%
Net: Disagree	13%	19%	10%	7%	8%	5%
<i>...people with different income levels get on well together</i>						
Net: Agree	43%	41%	43%	55%	49%	56%
Net: Disagree	20%	23%	17%	12%	15%	12%
<i>...people with different needs/abilities get on well together</i>						
Net: Agree	44%	41%	47%	50%	48%	52%
Net: Disagree	12%	14%	9%	7%	8%	7%
Base: All respondents	876	933	2929	909	813	1230

A similar pattern was evident in relation to more general measures of community cohesion, with Dewsbury TVC Area respondents more likely to ‘disagree’ than ‘agree’ that their local area is a place where people ‘trust each other’ (44% vs. 29%) and ‘pull together to improve things in the local area’ (37% vs. 29%). However, respondents from Mirfield, Denby Dale and Kirkburton TVC Area and The Valleys TVC Area were the most likely to ‘agree’ with these measures, as the table below summarises;

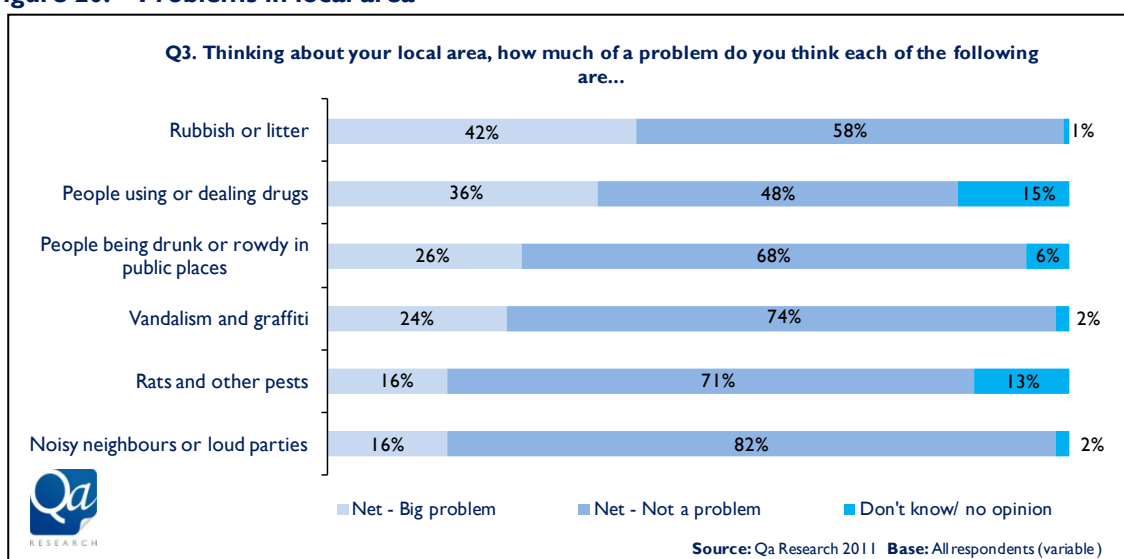
Figure 19. Agreement with measures relating to community cohesion – by TVC Area

Q2. To what extent do you agree or disagree that your local area is a place where people...	TVC Area					
	Batley, Birstall and Birkenshaw	Dewsbury	Huddersfield	Mirfield, Denby Dale and Kirkburton	Spen Valley	The Valleys
<i>...trust each other</i>						
Net: Agree	33%	29%	35%	53%	33%	49%
Net: Disagree	33%	44%	33%	15%	34%	18%
<i>...pull together to improve things in the local area</i>						
Net: Agree	34%	29%	32%	52%	33%	52%
Net: Disagree	27%	37%	29%	15%	29%	17%
<i>...help and support each other</i>						
Net: Agree	47%	39%	46%	60%	41%	62%
Net: Disagree	17%	29%	20%	9%	22%	11%
<i>...treat each other with respect and consideration</i>						
Net: Agree	44%	40%	50%	63%	42%	61%
Net: Disagree	29%	38%	28%	15%	31%	17%
Base: All respondents	874	931	2946	934	824	1253

Conclusion 11: While rubbish and litter is the biggest problem most respondents face in their local area, drug use is felt to exist.

When asked how much of a problem a range of issues were in their local area, respondents were most likely to indicate that they felt ‘*rubbish and litter*’ was a ‘big problem’ (42%), as the chart below indicates. The importance of a clean and tidy environment is discussed in more detail in Conclusion 18. Perhaps of more concern is that more than a third (36%) of respondents indicated that they felt ‘*people using or dealing drugs*’ was a ‘big problem’, a quarter (26%) saw ‘*people being drunk or rowdy in public places*’ as a big problem and a similar proportion (24%) felt that ‘*vandalism and graffiti*’ were a big problem, while 16% mentioned ‘*noisy neighbours and loud parties*’.

Figure 20. Problems in local area



Respondents were asked to outline how big a problem similar, but not identical, issues were in their local area on the 2008 Place Survey³, so it’s possible to provide a comparison for some of these issues. Direct comparisons can be made for ‘*people using or dealing drugs*’ (NI42) where a level of 42% was recorded in the Place Survey, a similar level to the Your Place, Your Say survey (43%) and ‘*people being drunk or rowdy in public places*’ where a similar proportion was also recorded (30% vs. 28% respectively). A direct comparison can also be made for ‘*noisy neighbours or loud parties*’ recorded as 14% in the Place Survey, significantly lower than the level recorded in the Your Place, Your Say survey (16%).

It is also possible to compare ‘*vandalism and graffiti*’, although the description used here is not identical to that used in the Place Survey which was ‘*vandalism, graffiti and other deliberate damage to property or vehicles*’ so any comparison should be seen as indicative only. Here, a level of 39% was recorded in the Place Survey, significantly higher than the Your Place, Your Say survey (24%).

³ NB: The equivalent measure in the 2008 Place Survey was calculated excluding ‘*don’t know*’ responses. For comparative purposes, the YPYS measure has been recalculated in the same way.

Conclusion 12: Younger respondents were more likely to indicate that they felt a range of issues were big problems in their local area. While this is likely to reflect their life-stage to some degree, it is also likely that these problems impact on feelings of safety and explain, at least in part, relatively low feelings of safety amongst younger respondents.

It is notable that younger respondents (particularly those aged 18-24) were significantly more likely than older ones to feel that 'people using or dealing drugs', 'people being drunk or rowdy in public places', 'noisy neighbours and loud parties' and 'vandalism and graffiti' were problems in their local area. In particular, as the chart below details, respondents aged 18-24 were as likely to consider 'people using or dealing drugs' to be a 'big problem' as they were to consider it to not be a problem at all (43% vs. 43%) and more than two-fifths (42%) felt that 'people being drunk or rowdy in public places' was a 'big problem'.

Figure 21. Problems in local area – by age

Q3. Thinking about your local area, how much of a problem do you think each of the following are?	Age						
	18-24	25-34	35-44	45-54	55-64	65-74	75+
<i>Noisy neighbours or loud parties</i>							
Net: Big problem	27%	21%	16%	13%	13%	11%	11%
Net Not a problem	73%	78%	82%	86%	86%	87%	85%
<i>People using or dealing drugs</i>							
Net: Big problem	43%	40%	36%	35%	37%	32%	26%
Net Not a problem	43%	48%	53%	53%	48%	44%	44%
<i>Rubbish or litter</i>							
Net: Big problem	49%	41%	39%	38%	44%	42%	40%
Net Not a problem	50%	58%	60%	62%	55%	57%	57%
<i>People being drunk or rowdy in public places</i>							
Net: Big problem	42%	30%	25%	25%	24%	21%	17%
Net Not a problem	55%	66%	71%	71%	70%	69%	65%
<i>Vandalism and graffiti</i>							
Net: Big problem	27%	25%	23%	20%	26%	24%	21%
Net Not a problem	69%	72%	75%	79%	72%	73%	73%
<i>Rats and other pests</i>							
Net: Big problem	19%	17%	15%	14%	17%	16%	14%
Net Not a problem	64%	74%	74%	76%	70%	66%	65%

Base: All respondents (variable)

While it is perhaps inevitable that young people will come into contact with many of these problems more frequently, they are the least likely to feel 'safe' in their local area (particularly after dark), as outlined in Conclusion 3, so it's likely that concern around these problems is contributing to these safety concerns.

Conclusion 13: The impact of social problems on feelings of safety is apparent and drug use in particular affects how safe people feel in their local area during the day.

It should be stressed that the majority (86%) of respondents indicated that they felt 'safe' in their local area when 'outside during the day'. However, one-in-twenty (5%) said they did not feel 'safe' and it is notable that these respondents were significantly more likely to mention that they felt there were problems in their local area.

In particular, as indicated below, almost three-quarters (71%) considered 'people using or dealing drugs' to be a 'big problem' while three-fifths (60%) mentioned 'vandalism & graffiti' and almost the same proportion mentioned 'people being drunk or rowdy in public places' (57%).

Figure 22. Problems in local area – by safety in local area outside after dark

Q4a. How safe or unsafe do you feel when outside in your local area during the day?			
Q3. Thinking about your local area, how much of a problem do you think each of the following are?	Net - Safe	Neither safe nor unsafe	Net - Unsafe
<i>Noisy neighbours or loud parties</i>			
Net: Big problem	13%	25%	41%
Net Not a problem	85%	72%	58%
<i>People using or dealing drugs</i>			
Net: Big problem	32%	58%	71%
Net Not a problem	52%	29%	22%
<i>Rubbish or litter</i>			
Net: Big problem	38%	59%	63%
Net Not a problem	61%	39%	34%
<i>People being drunk or rowdy in public places</i>			
Net: Big problem	23%	43%	57%
Net Not a problem	71%	50%	38%
<i>Vandalism and graffiti</i>			
Net: Big problem	20%	39%	60%
Net Not a problem	78%	59%	39%
<i>Rats and other pests</i>			
Net: Big problem	13%	25%	37%
Net Not a problem	74%	64%	50%

Base: All respondents (variable)

Demonstrating the impact concerns over safety have on local residents, compared to those who said they felt 'safe', respondents who felt 'unsafe' in their local area 'when outside during the day' were significantly more likely to feel 'dissatisfied' generally with their local area as a place to live (45% vs. 7%). But, perhaps more surprising is that a third (36%) indicated that they felt 'satisfied' living in their local area, arguably a high proportion given that they feel unsafe outside their home in daylight and considering the relative importance of safety outlined earlier in this report.

Conclusion 14: Respondents living in social housing were more likely to consider these issues to be problems and as a result, areas with a high proportion of social housing also exhibit high levels of problems.

Respondents living in social housing were more likely than those living in other types of accommodation to indicate that a range of issues were a 'big problem' in their local area. In particular, more than half of respondents living in housing rented from a 'housing association/co-operative/charitable trust/registered social landlord' said that 'people using or dealing drugs' and 'rubbish and litter' were a 'big problem' (51% and 52% respectively).

Similar proportions living in housing rented from 'Kirklees Neighbourhood Housing' also indicated these issues were a problem (51% and 47% respectively). More generally, respondents who rent from these organisations were significantly more likely than those who 'own outright or own with a mortgage or loan' or rent from a 'private landlord or letting agency' to consider these issues to be problems as the table below summarises;

Figure 23. Problems in local area – by tenure

Q3. Thinking about your local area, how much of a problem do you think each of the following are?	Own	Rent from Housing Association/Trust	Rent from KNH	Private renter	Other
Noisy neighbours or loud parties					
Net: Big problem	12%	32%	36%	20%	18%
Net Not a problem	87%	68%	62%	78%	79%
People using or dealing drugs					
Net: Big problem	33%	51%	51%	37%	44%
Net Not a problem	51%	42%	38%	48%	42%
Rubbish or litter					
Net: Big problem	40%	52%	47%	40%	51%
Net Not a problem	59%	48%	51%	59%	48%
People being drunk or rowdy in public places					
Net: Big problem	22%	38%	37%	35%	33%
Net Not a problem	71%	57%	58%	61%	60%
Vandalism and graffiti					
Net: Big problem	22%	37%	34%	23%	25%
Net Not a problem	76%	62%	63%	73%	72%
Rats and other pests					
Net: Big problem	14%	22%	21%	17%	26%
Net Not a problem	73%	71%	68%	69%	57%

Base: All respondents (variable)

As the table below indicates, almost a fifth of Dewsbury TVC Area respondents live in housing rented from 'Kirklees Neighbourhood Housing' significantly higher than in the other TVC areas;

Figure 24. Tenure – by TVC Area

Tenure (Q8a & Q8b)	TVC Area					
	Batley, Birstall and Birkenshaw	Dewsbury	Huddersfield	Mirfield, Denby Dale and Kirkburton	Spenn Valley	The Valleys
Net: Own	74%	67%	65%	74%	75%	80%
Rent from housing association/co-operative/charitable trust/registered social landlord	3%	3%	2%	1%	2%	1%
Rent from Kirklees Neighbourhood Housing	13%	19%	12%	7%	11%	6%
Rent from employer of a household member	<1%	<1%	<1%	<1%	<1%	<1%
Rent from private landlord or letting agency	9%	8%	17%	13%	9%	11%
Rent from friend/relative of a household member	1%	1%	1%	1%	1%	2%
Rent from Someone else	<1%	1%	1%	2%	<1%	<1%
Base: All respondents	911	965	3027	964	851	1278

The relatively high proportion of respondents in social housing is likely to explain, at least in part, why respondents in the Dewsbury TVC Area were more likely than those in other TVC Areas to consider these issues to be problems, as the table below summarises.

In particular, more than half (54%) of those living in the Dewsbury TVC Area considered 'people using or dealing drugs' to be a 'big problem' while a third (33%) considered 'vandalism and graffiti' to be a 'big problem', while a quarter (24%) experienced problems with 'noisy neighbours and loud parties'.

Figure 25. Problems in local area – by TVC Area

Q3. Thinking about your local area, how much of a problem do you think each of the following are?	TVC Area					
	Batley, Birstall and Birkenshaw	Dewsbury	Huddersfield	Mirfield, Denby Dale and Kirkburton	Spenn Valley	The Valleys
<i>Noisy neighbours or loud parties</i>						
Net: Big problem	18%	24%	19%	9%	15%	8%
Net Not a problem	80%	74%	79%	90%	83%	90%
<i>People using or dealing drugs</i>						
Net: Big problem	46%	54%	37%	22%	38%	24%
Net Not a problem	39%	34%	50%	62%	44%	56%
<i>Rubbish or litter</i>						
Net: Big problem	43%	56%	42%	32%	43%	34%
Net Not a problem	57%	43%	57%	67%	55%	65%
<i>People being drunk or rowdy in public places</i>						
Net: Big problem	31%	33%	28%	16%	34%	17%
Net Not a problem	64%	61%	67%	78%	58%	76%
<i>Vandalism and graffiti</i>						
Net: Big problem	26%	33%	23%	14%	30%	19%
Net Not a problem	72%	65%	74%	84%	68%	79%
<i>Rats and other pests</i>						
Net: Big problem	27%	26%	16%	10%	14%	5%
Net Not a problem	63%	63%	72%	76%	71%	79%

Base: All respondents (variable)

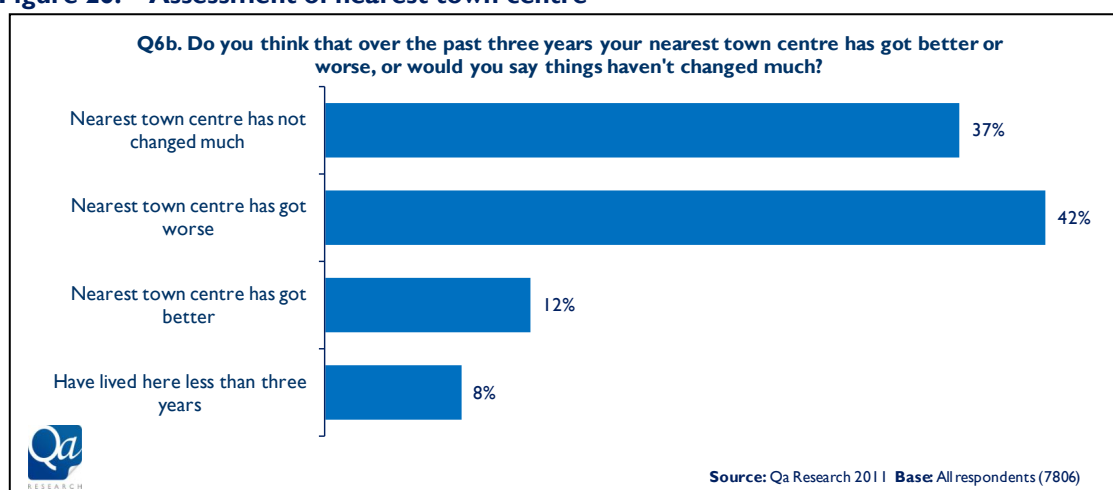
It is likely that these problems contribute to the Dewsbury TVC Area residents' perceptions about safety, which are lower than for other TVC Area (see Conclusion 4)

Conclusion 15: Generally, there is evidence that respondents feel their nearest town centre has declined and satisfaction with town centres is generally low, with around a third wishing to see an improvement. However, differences between specific towns are evident indicating a mixed picture.

Although ‘a vibrant town centre’ was rated as a relatively unimportant aspect in making somewhere a good place to live, being mentioned by just over a fifth of respondents (22%) and only chosen by 3% as their top priority for their local area, it is notable that a third (33%) felt it was an aspect that was most in need of improvement, making it the fifth most frequently mentioned aspect. This suggests that many would like to see local town centres improved.

Reflecting this, just over half (53%) felt ‘satisfied’ with their nearest town centre, while 27% actually said they felt ‘dissatisfied’. But, perhaps most tellingly, when asked if they felt that ‘over the past three years your nearest town centre has got better or worse to live in, or would you say things haven’t changed much’, the largest proportion of respondents said they felt it had got ‘worse’ (42%) and only one-in-ten (12%) thought it had got ‘better’, as the chart below highlights;

Figure 26. Assessment of nearest town centre



Respondents were asked to indicate what they considered to be their nearest town centre, so it is possible to look at these results for each of the towns mentioned most frequently. These findings are summarised in the table below and they are quite mixed. In particular, the majority of respondents referring to Batley and Dewsbury believed their town centre had got ‘worse’ (51% and 69% respectively) but respondents referring to Birstall and Slaithwaite were more likely to believe their town centres had got ‘better’ rather than ‘worse’ (34% vs. 19% and 27% vs. 21% respectively). Also, a relatively high proportion thought that the centres of Huddersfield and Heckmondwike had got ‘better’ (15% and 15% respectively).

Figure 27. Assessment of nearest town centre – by nearest town

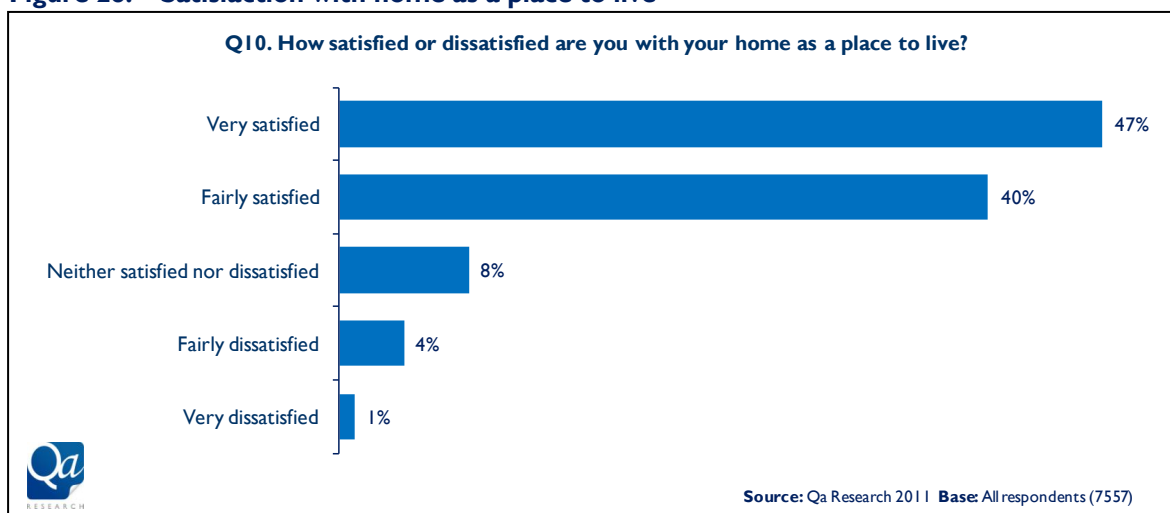
Q6b. Do you think that over the past three years your nearest town centre has got better or worse, or would you say things haven't changed much?	Please can you tell me which is your nearest town centre?									
	Huddersfield	Heckmondwike	Batley	Dewsbury	Cleckheaton	Holmfirth	Mirfield	Birstall	Marsden	Slaithwaite
Nearest town centre has got better	15%	15%	7%	5%	8%	6%	10%	34%	8%	27%
Nearest town centre has got worse	41%	40%	51%	69%	27%	37%	34%	19%	26%	21%
Nearest town centre has not changed much	34%	39%	37%	20%	59%	50%	49%	39%	45%	41%
Have lived here less than three years	10%	5%	5%	6%	6%	7%	7%	9%	22%	10%
Base: All respondents	3923	342	495	1004	581	599	393	275	75	145

4.2 Your Home and Work

Conclusion 16: On the surface, respondents are generally satisfied with their home, but almost one-in-seven consider it to be unsuitable for their household and this is driven by those living in rented accommodation.

As highlighted in the chart below, almost half (47%) of respondents said they were 'very satisfied' with their home as a place to live and in total 87% said they were 'satisfied', although one-in-twenty (5%) said they were 'dissatisfied'.

Figure 28. Satisfaction with home as a place to live



It is possible to compare ratings for this question with the 2008 Place Survey⁴ as the same question was asked on both surveys. In the Place Survey, 89% said they were 'satisfied' with their home, a similar proportion to that recorded on the Your Place, Your Say survey (87%).

Although only one-in-twenty (5%) said they were 'dissatisfied' with their home, three times this proportion (15%) said that their present home was not 'suitable for the needs of your household', suggesting that many live in accommodation which is not ideal and, it would seem, are making the best of it. In particular, unsuitable accommodation seems to be an issue affecting respondents living in rented accommodation as they were significantly more likely than those who either 'own outright' or 'own with a mortgage or loan' to say their home was not suitable (22% vs. 12%).

However, amongst those in rented accommodation the reasons why this was the case differed, with those renting from 'Kirklees Neighbourhood Housing' who felt their home was unsuitable most likely to say this was due to it being 'badly in need of repairs/improvements' (42%) or 'too small for me/us' (41%).

In contrast, those renting privately who felt their home was unsuitable said this was mainly due to it being 'damp, cold or uncomfortable' (45%), 'too expensive to heat' (42%), 'the rent/ mortgage is too expensive' (36%) or 'too small for me/us' (36%).

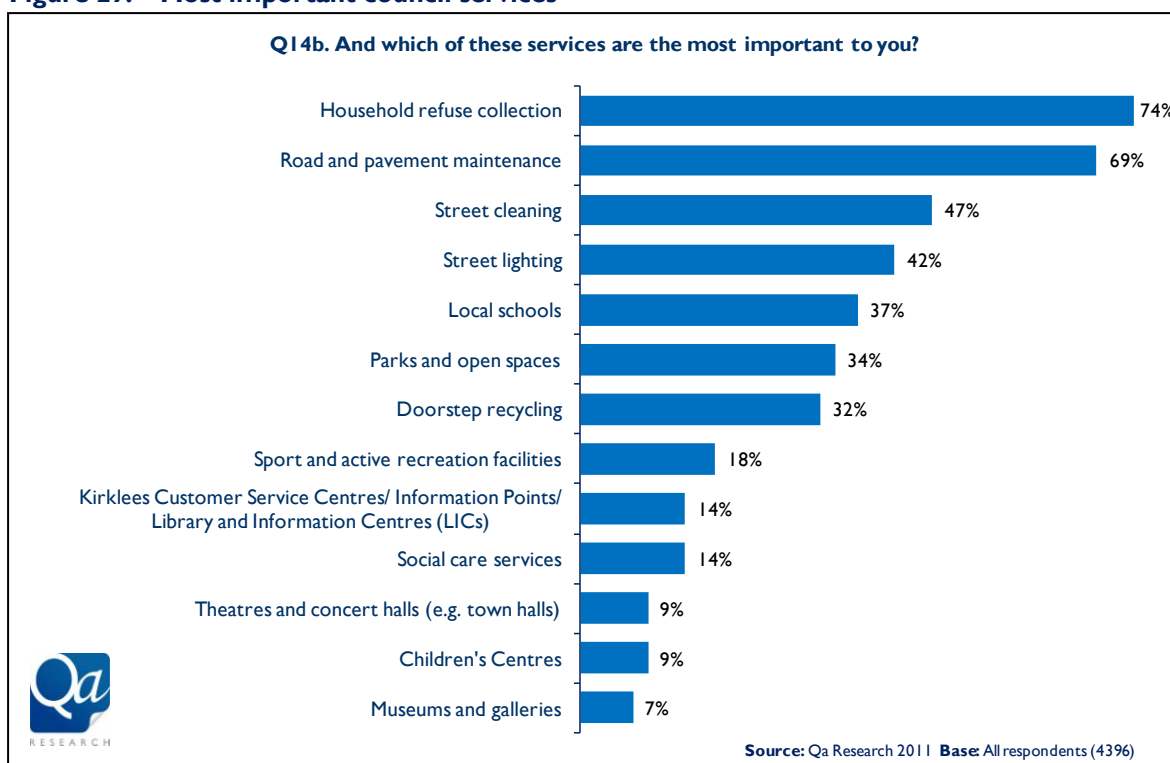
⁴ NB: The equivalent measure in the 2008 Place Survey was calculated excluding 'don't know' responses. For comparative purposes, the YPYS measure has been recalculated in the same way.

4.3 Local Public Services

Conclusion 17: When evaluating the importance of services provided by Kirklees Council, respondents tended to choose services which are used by the majority of people.

As the chart below indicates, when asked to consider the relative importance of a range of services provided by Kirklees Council, it is those services that are used by most people that tend to be seen as the most important. This includes 'household refuse collection' (74%) and 'road and pavements repairs' (69%), but also 'street cleaning' (47%) and 'street lighting' (42%). Additionally, other measures in the survey highlight the importance of these services.

Figure 29. Most important council services



The widespread use of the most important services is highlighted by the fact that when asked to rate how 'satisfied' they are with each service, virtually all respondents felt able to rate them.

In contrast, for example, 41% of those who gave a response felt unable to rate 'Children's Centres' and 44% felt unable to rate 'Social Care Services' presumably because they have no direct experience of them, a fact that is likely to be reflected in the relative importance of each service outlined in the chart above.

NB: Given the high levels of 'don't know' responses for some services, these responses have been excluded from the analysis of satisfaction levels with services provided by Kirklees Council.

Conclusion 18: A clean and tidy local environment is important to respondents, so it's disappointing that only around half agree that their local area is a place that looks attractive or feel proud of it and there are indications that more could be done to deal with rubbish and litter.

As indicated in Conclusion 2, 'a clean and tidy local environment' is important to respondents, with 60% mentioning it as important in making somewhere a good place to live and one-in-twenty (5%) believing it's their top local priority. However, this was the joint second most frequently mentioned aspect that respondents felt needed improving in their local area (38%), which clearly suggests that more could be done to deal with this issue.

Supporting this, it is notable that although respondents were more likely to 'agree' than 'disagree' that their local area 'is a place that looks attractive' (47% vs. 28%) this does mean that less than half agreed with this. Only slightly more agreed that their local area is a place 'where you feel proud to live' (54%), which again provides some room for improvement. The chart below summarises agreement here;

Figure 30. **Agreement with measures about local area**



As indicated in Conclusion 20, when asked how 'satisfied' they are with services provided by Kirklees Council, just over half (54%) indicated that they were 'satisfied' with 'street cleaning'. However, of the services asked about, 'street cleaning' recorded the second highest level (after 'road and pavement maintenance') of respondents indicating they were 'dissatisfied' (23%). In addition, as outlined in Conclusion 11, more than two-fifths (42%) of respondents said that 'rubbish or litter' was a 'big problem' in their local area and this figure appears to have increased since 2008. Again, these findings suggest that some improvement could be made here.

Respondents were asked to rate a similar, but not identical, service on the 2008 Place Survey⁵ so it is possible to provide a comparison. However, the Place Survey questionnaire asked about 'keeping public land clear of litter and refuse', rather than 'street cleaning' so this comparison should be seen as indicative only. In the Place Survey, 48% of respondents said they were satisfied with 'keeping public land clear of litter and refuse', significantly lower than for 'street cleaning' where 54% of Your Place, Your Say respondents indicated they were satisfied.

⁵ NB: The equivalent measure in the 2008 Place Survey was calculated excluding 'don't know' responses. For comparative purposes, the YPYS measure has been recalculated in the same way.

Finally, it is notable that respondents who felt 'dissatisfied' with their local area as a place to live were significantly more likely than those who feel 'satisfied' to 'disagree' that their local area is a place 'where you feel proud to live' (77% vs. 8%) and that it is 'is a place that looks attractive' (76% vs. 16%) and to feel 'satisfied' with the level of 'street cleaning' (42% vs. 18%). All these results highlight the part that a clean and tidy local environment can play in contributing to the satisfaction people feel about their local area.

Conclusion 19: Arts and Community facilities were seen as relatively unimportant, but almost half of respondents had attended an event in the last year and respondents were more likely to be satisfied than dissatisfied with arts and creative opportunities in Kirklees, perhaps suggesting they are more important than some recognise.

Only 7% of respondents said that 'access to arts and creative activities' was important in making somewhere a good place to live, meaning it was the least selected aspect (see Conclusion 2) and selected by less than 1% as their top priority. In addition, when asked to rate the importance of a range of council services, respondents were least likely to choose 'museums and galleries' (7%) and 'theatres and concert halls (e.g. town halls)' (9%). These findings indicate that relatively speaking cultural services are a low priority for most respondents, but despite this low level of importance, 46% of respondents indicated that they had attended at least one 'arts and creative event' in the last 12 months and a fifth (20%) had 'spent time actually doing any arts and creative activities' clearly suggesting that many are keen to participate in these types of activities.

Only 10% selected 'access to arts and creative activities' as an aspect that needed improving in their local area suggesting that this is not a priority and supporting this, the majority of respondents (53%) agreed that 'there is a good range of arts and creative opportunities in Kirklees', although around a fifth (17%) disagreed. Of the remainder, almost a third (30%) felt unable to answer this question, perhaps reflecting their lack of involvement in these types of opportunities. More specifically, 45% of respondents who rated 'museums and galleries' indicated that they were 'satisfied' with the service provided by Kirklees Council and a similar proportion said they were 'satisfied' with 'theatres and concert halls (e.g. town halls)' (45%). For both services the same proportion indicated that they were dissatisfied (15% and 15% respectively).

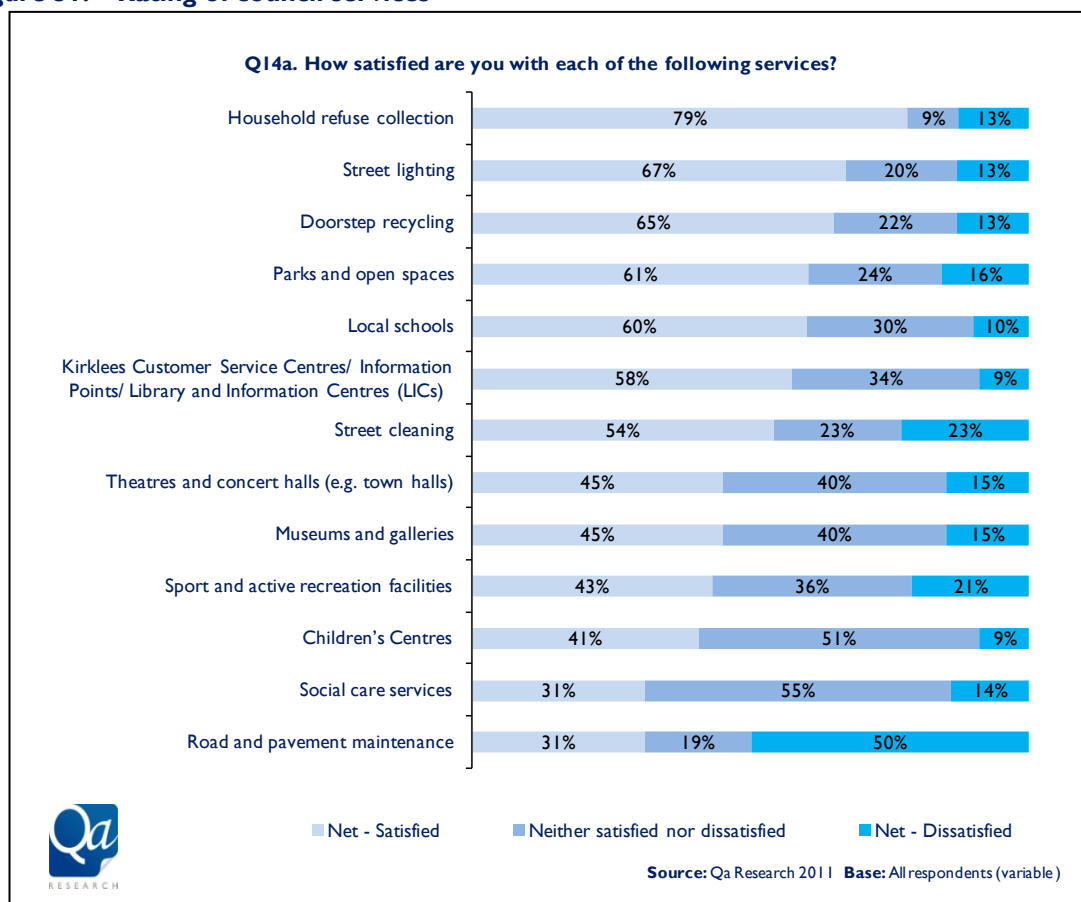
It's possible to compare satisfaction for these two services with the 2008 Place Survey⁶ as the questions asked on both surveys were virtually identical. Significant improvement was recorded for 'theatres and concert halls (e.g. town halls)' from 42% in the Place Survey to 45% in the Your Place, Your Say survey. No change was recorded for 'museums and galleries' (47% vs. 45%).

⁶ NB: The equivalent measure in the 2008 Place Survey was calculated excluding 'don't know' responses. For comparative purposes, the YPYS measure has been recalculated in the same way.

Conclusion 20: Household refuse collection and doorstep recycling are rated highly by respondents and there is evidence that satisfaction with these services has improved since 2008.

The highest rated services provided by Kirklees Council were ‘household refuse collection’ (79%), ‘street lighting’ (67%) and ‘doorstep recycling’ (65%). For each of these services, only 13% said they were dissatisfied. It should be noted that although this analysis of satisfaction with council services excludes ‘don’t know’ responses, some of the less used services (e.g. Children’s Centres and social care services) may still record lower satisfaction scores if non-users answered ‘neither satisfied nor dissatisfied’ instead of ‘don’t know’.

Figure 31. Rating of council services



It is possible to make a comparison with the 2008 Place Survey⁷ here. Respondents to that survey were asked to rate ‘doorstep recycling’ and a satisfaction rating of 61% was recorded, significantly lower than that recorded in the Your Place, Your Say survey (65%). They were also asked to rate ‘refuse collection’, a similar enough service to ‘household refuse collection’ to validate a comparison and here significant improvement was also recorded from 71% in the Place Survey to 79% in the Your Place, Your Say survey.

⁷ NB: The equivalent measure in the 2008 Place Survey was calculated excluding ‘don’t know’ responses. For comparative purposes, the YPYS measure has been recalculated in the same way.

Conclusion 21: Younger respondents are the least satisfied with refuse collection and doorstep recycling, which is likely to reflect their living arrangements.

Generally, 'household refuse collection', 'street lighting' and 'doorstep recycling' were rated less highly by younger respondents than older ones, as shown below, which may reflect differences in the living arrangements of the different age groups. Respondents aged 18-34 are significantly more likely to rent (47%) than those aged 35-64 (17%) or 65+ (18%). Presumably, although this what not asked on the Your Place, Your Say survey, many of these young people live in flats where arrangements for the collection of refuse and recycling can be complicated and this may explain why ratings are lower amongst this group.

Figure 32. Rating of council services – by age

Q14a. How satisfied are you with each of the following services?	Age		
	Net - 18-34	Net - 35-64	Net - 65+
<i>Household refuse collection</i>			
Net: Satisfied	68%	79%	93%
Net: Dissatisfied	19%	13%	4%
<i>Street lighting</i>			
Net: Satisfied	62%	65%	80%
Net: Dissatisfied	17%	12%	7%
<i>Doorstep recycling</i>			
Net: Satisfied	58%	66%	77%
Net: Dissatisfied	17%	13%	5%

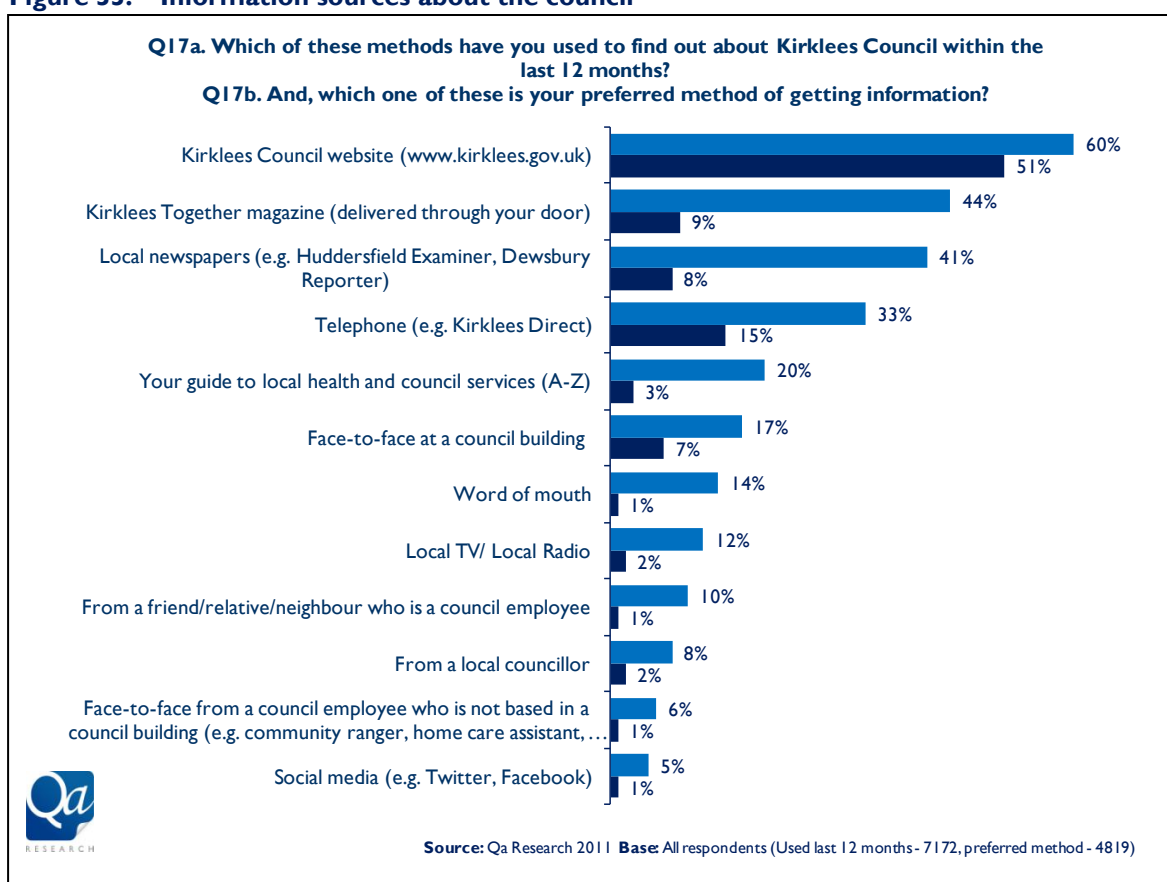
Base: All respondents (variable)

Conclusion 22: The most frequently used sources of information about the council are those managed or provided by the council itself and there is evidence to suggest that these sources have a strong impact on driving positive perceptions of the council.

As the chart below details, the 'Kirklees Council Website' was by far the most frequently mentioned source of information about the council, mentioned by 60% of respondents and chosen by 51% as their preferred method. Other council managed sources of information have also been used in the last 12 months, particularly the 'Kirklees Together magazine' mentioned by 44% and the 'Your guide to local health and council services (A to Z)' (20%). Clearly, it would seem that residents are using formal, council provided sources to get information about the council.

It should also be noted that the local press plays a very important part in providing information, with two-fifths (41%) indicating that they had used 'local newspapers' in the last 12 months.

Figure 33. Information sources about the council



The issue of where residents get their information may have a bearing on how they view the council, and it is noticeable that those who 'disagreed' that the council 'provides value for money' were more likely than those who 'agreed' to have found out about the council in the last 12 months through 'local newspapers' (44% vs. 40%) and they were much less likely to have used council controlled sources particularly 'Kirklees Together magazine' (54% vs. 34%).

Similarly, those who said they were 'dissatisfied' with 'the way the council runs things' were also significantly more likely than those who were 'satisfied' to have used 'local newspapers' (45% vs. 40%) and less likely to have used 'Kirklees Together magazine' (52% vs. 37%).

Conclusion 23: While it is true that respondents who feel well informed about public services tend to have used more sources of information in the last 12 months, it is also the case that those who don't feel informed have also used a range of ways to get information. This may suggest that the existing information methods do not communicate sufficiently well to some residents.

The chart below indicates that respondents who said that they felt 'well informed' about 'local public services overall' were significantly more likely than those who did not feel well informed to have used many sources of information in the last 12 months. For example, they were more likely to have used 'Kirklees Together Magazine' (54% vs. 36%), 'local newspapers' (44% vs. 40%), 'Your guide to local health and council services (A to Z)' (25% vs. 16%) and 'Social media' (6% vs. 4%) amongst others.

Additionally, on average those who felt 'well informed' mentioned they had used 3.2 different information sources, compared to 2.8 amongst those who did not feel informed.

However, this does mean that those who do not feel well informed have looked at almost three different sources of information over the last 12 months and despite this still do not feel well informed. Notably, they were actually more likely to have used the 'Kirklees Council Website' (65% vs. 61%) which may suggest that in some instances this does not provide the type or format of information some residents require.

To fully understand why exposure to a comparatively high number of information sources leaves many feeling poorly informed it would be necessary to understand the type of information they are looking for or feel they need and this data was not collected in the Your Place, Your Say survey.

Figure 34. Information sources about the council – by how well informed

Q17a. Which of these methods have you used to find out about Kirklees Council within the last 12 months?	Q18. Overall, how well informed do you feel about local public services overall?	
	Net - Well informed	Net - Not well informed
Kirklees Council website (www.kirklees.gov.uk)	61%	65%
Kirklees Together magazine (delivered through your door)	54%	36%
Local newspapers (e.g. Huddersfield Examiner, Dewsbury Reporter)	44%	40%
Telephone (e.g. Kirklees Direct)	34%	32%
Your guide to local health and council services (A-Z)	25%	16%
Face-to-face at a council building (e.g. Kirklees Customer Service Centre, Information Point or Library and Information Centre - LIC)	20%	15%
Word of mouth	13%	16%
Local TV/ Local Radio	14%	11%
From a friend/relative/neighbour who is a council employee	11%	9%
From a local councillor	9%	8%
Face-to-face from a council employee who is not based in a council building (e.g. community ranger, home care assistant, refuse collector)	7%	6%
Social media (e.g. Twitter, Facebook)	6%	4%
Average number of mentions:	3.2	2.8
Base: All respondents	3310	2833

Conclusion 24: Respondents who feel well informed about local public services overall naturally feel well informed about a range of other specific local issues.

Exposure to a greater number of information sources may help to explain why those who feel ‘well informed’ about ‘local public services overall’ consistently report that they feel more informed about a range of other, specific local public issues, as the table below summarises;

Figure 35. How informed about public issues – by how well informed overall

Q18. Overall, how well informed do you feel about...		Q18. Overall, how well informed do you feel about local public services overall?	
		Net - Well informed	Net - Not well informed
<i>How and where to register to vote</i>			
Net: Well informed	97%	85%	
Net: Not well informed	2%	14%	
<i>How and when to vote</i>			
Net: Well informed	97%	87%	
Net: Not well informed	2%	12%	
<i>How your council tax is spent</i>			
Net: Well informed	73%	30%	
Net: Not well informed	24%	67%	
<i>What's happening in your local area</i>			
Net: Well informed	83%	29%	
Net: Not well informed	16%	69%	
<i>How you can get involved in local decision making</i>			
Net: Well informed	54%	8%	
Net: Not well informed	37%	86%	
<i>How to give your views on/make suggestions for delivering services</i>			
Net: Well informed	47%	5%	
Net: Not well informed	42%	88%	
<i>About preparing for a large scale emergency (such as flooding or severe weather)</i>			
Net: Well informed	33%	2%	
Net: Not well informed	55%	92%	

Base: All respondents (variable)

It is particularly noticeable that those who feel ‘well informed’ overall are more than twice as likely as those who do not to feel that they know ‘how your Council Tax is spent’ (73% vs. 30%) and ‘what’s happening in your local area’ (83% vs. 29%).

Also, very few of those who don’t feel informed overall feel that they know ‘how you can get involved in local decision making’ (54% vs. 8%), ‘how to give your views on/make suggestions for delivering services’ (47% vs. 5%) and ‘about preparing for a large scale emergency (such as flooding or severe weather)’ (33% vs. 2%). Clearly, there is considerable room for improvement amongst some groups.

Conclusion 25: It is important to note that information sources used differ considerably with age, suggesting that information would need to be provided via a range of sources to ensure all residents are fully informed.

It is important to note that big differences exist between different age groups with regard to the sources they use to get information and these are summarised in the table below. In particular, younger respondents were significantly more likely than older ones to have used the 'Kirklees Council Website', with more than three-quarters (77%) of those aged 18-34 having used it in the last 12 months. It is also notable that younger respondents were more likely to mention verbal sources including 'word of mouth' (20%), 'from a friend or relatively who is a council employee' (14%) and 'face-to-face at a council building' (22%). In contrast, older respondents (those aged 65+) were significantly more likely to have used printed media, with more than half indicating they had used the 'Kirklees Together magazine' (53%) and a similar proportion (52%) having used 'local newspapers' and around a quarter (27%) the 'Your guide to local health and council services (A to Z)'.

Figure 36. Information sources about the council – by age

Q17a. Which of these methods have you used to find out about Kirklees Council within the last 12 months?	Age		
	Net - 18-34	Net - 35-64	Net - 65+
Kirklees Council website (www.kirklees.gov.uk)	77%	65%	20%
Kirklees Together magazine (delivered through your door)	35%	47%	53%
Local newspapers (e.g. Huddersfield Examiner, Dewsbury Reporter)	35%	42%	52%
Telephone (e.g. Kirklees Direct)	34%	31%	34%
Your guide to local health and council services (A-Z)	12%	23%	27%
Face-to-face at a council building	22%	16%	12%
Word of mouth	20%	12%	11%
Local TV/ Local Radio	11%	13%	11%
From a friend/relative/neighbour who is a council employee	14%	9%	6%
From a local councillor	7%	7%	11%
Face-to-face from a council employee who is not based in a council building	7%	6%	6%
Social media (e.g. Twitter, Facebook)	10%	3%	1%
Base: All respondents	971	3722	2182

However, as the table below summarises, younger respondents were significantly less likely than older ones to say that they felt 'well informed' about a range of issues, which suggests that the sources they use may not necessarily provide this type of information or may not provide it in a form which is easily understood and retained by young people. Alternatively, these differences by age may simply reflect greater experience and knowledge of these types of local issues amongst older age groups, gathered gradually over their lives.

Figure 37. How informed about public issues – by age

Q18. Overall, how well informed do you feel about...	Age		
	Net - 18-34	Net - 35-64	Net - 65+
	% Well informed		
How and when to vote	78%	96%	98%
How and where to register to vote	77%	93%	97%
What's happening in your local area	40%	58%	63%
How your council tax is spent	31%	56%	64%
About local public services overall	35%	47%	56%
How you can get involved in local decision making	19%	32%	33%
How to give your views on/make suggestions for delivering services	17%	26%	27%
About preparing for a large scale emergency (such as flooding or severe weather)	13%	16%	20%
Base: All respondents (variable)			

Conclusion 26: Interactions with council staff are very important sources of information for residents, particularly as some of the more vulnerable members of society are more likely to interact with the council in this way. Given the importance of contact with council staff, it is reassuring that the majority of those who have had recent contact have had a positive experience.

Direct contact with council employees is an important method through which respondents indicated they get information about the council. A third (33%) of respondents mentioned that in the last 12 months they had used the 'telephone (e.g. Kirklees Direct)' to find out about Kirklees Council and, in fact, the 'telephone (e.g. Kirklees Direct)' was the second most frequently mentioned preferred method (15%).

Additionally, around a fifth (17%) mentioned 'face-to-face at a council building' and one-in-ten (10%) mentioned 'from a friend or relative who is a council employee'. Supporting this, when asked directly if they had 'been in direct contact with Kirklees Council in the last 12 months' more than half (54%) indicated that they had.

These methods are more crucial to some groups than others and in particular respondents living in housing rented from 'Kirklees Neighbourhood Housing' were significantly more likely than those living in other types of property to mention that they had used the 'telephone (e.g. Kirklees Direct)' (53%) and 'face-to-face at a council building' (33%) to get information about the council. Also, respondents without any qualifications were more likely than those with qualifications to mention 'telephone (e.g. Kirklees Direct)' (39% vs. 32%) and 'from a friend or relative who is a council employee' (13% vs. 9%).

More specifically, when asked directly, certain groups were significantly more likely to have contacted the council in the last 12 months, including;

- Respondents from LGB backgrounds - (64%)
- Respondents that have a health problem or disability which has lasted, or is expected to last, at least 12 months and limits their day-to-day activities 'a lot' – (62%)
- Respondents who are 'long-term sick or disabled' – (72%)
- Respondents who are 'unemployed and available for work' – (67%)
- Respondents who rent from 'Kirklees Neighbourhood Housing' – (79%)
- Respondents who rent from a 'private landlord or letting agency' – (61%)
- Respondents who are dissatisfied with their local area as a place to live – (68%).

Given the importance of this type of direct contact with the council for many resident groups, it is important to ensure that the service provided is informative and any information provided is accurate, as well as providing good service. To measure perceptions of service provided by the council, respondents who had had contact in the last year were asked to indicate how far they 'agreed' with a number of measures of service.

The majority of those who had contacted the council in the last 12 months indicated that they had been 'treated politely and with respect' (91%), 'listened to' (84%), 'treated fairly' (83%) and 'taken seriously' (80%). Staff were seen to 'take responsibility' (76%), to be able to 'explain honestly what was realistic' (75%), to 'do what they said they would do' (74%) and to take a 'genuine interest' (72%).

Comparatively speaking, there may be room for improvement with regard to agreeing a timescale for getting back to residents, although the majority still felt this had happened (65%).

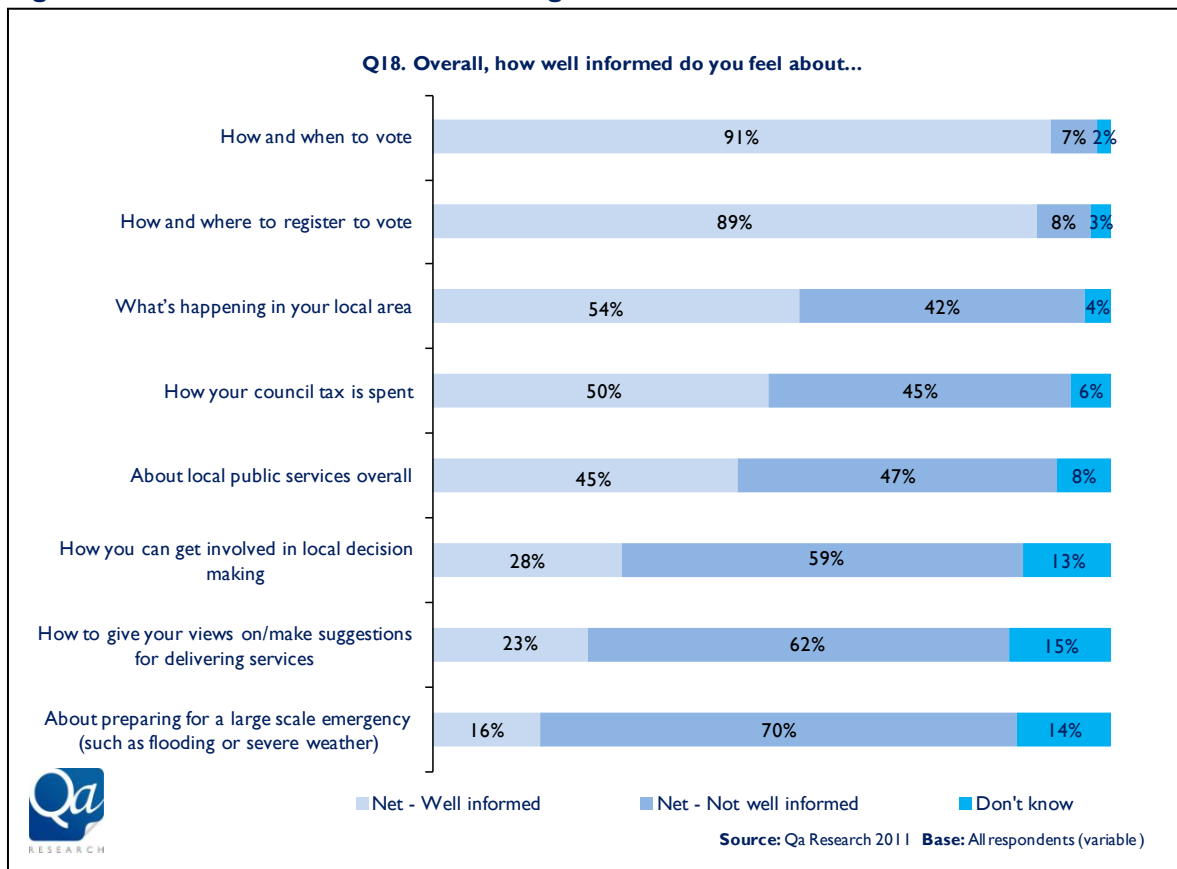
Conclusion 27: Opinion is divided as to whether the council provides value for money, but the data suggest that a lack of understanding of how the council operates and about local public services more generally may prevent respondents from providing a considered assessment for this question. There is a strong relationship between perceptions of value for money and satisfaction with the council.

In total, a third (31%) of respondents ‘agreed’ that ‘Kirklees Council provides value for money’, while 28% ‘disagreed’ with this statement. However, the largest proportion (35%) said they ‘neither agree nor disagree’, perhaps indicating that they feel unable to answer this question.

It is possible to make a comparison with the 2008 Place Survey⁸ here as exactly the same question was asked on that survey. In the 2008 survey, 31% of respondents ‘agreed’ that the council provides value for money, a similar level to the Your Place, Your Say survey (33%).

Perhaps explaining why many respondents felt unable to answer this question, only half (50%) indicated that they felt ‘well informed’ about ‘how your local council tax is spent’ and less than half (45%) felt ‘well informed’ about ‘local public services overall’, as detailed in the chart below;

Figure 38. How well informed about a range of local issues



⁸ NB: The equivalent measure in the 2008 Place Survey was calculated excluding ‘don't know’ responses. For comparative purposes, the YPYS measure has been recalculated in the same way.

Again, it is possible to make a comparison with the 2008 Place Survey⁹ for both these measures as they were asked in an identical way on the two surveys. The proportion of respondents who indicated that they felt 'well informed' about 'how your local Council Tax is spent' was 58% in 2008, significantly higher than in the Your Place, Your Say survey (53%). In contrast, the proportion that felt well informed about 'local public services overall' was 37%, significantly lower than in the 2011 survey (49%) indicating improvement in this area.

In both instances, there is room for improvement, and the data suggest that improving the proportion who feel informed about 'local public services overall' would have a positive impact on how respondents perceive the council to be providing value for money, as those who feel 'well informed' about this were significantly more likely than those who do not feel well informed to 'agree' that the council provides value for money (48% vs. 16%) and significantly less likely to 'disagree' that it does (15% vs. 42%).

It is also possible to compare responses for the statement 'about preparing for a large scale emergency (such as flooding or severe weather)', as a similar, but not identical, statement was included on the 2008 Place Survey⁸ which read 'what to do in the event of a large-scale emergency e.g. flooding, human pandemic flu'. In this instance, the proportion of respondents that indicated they felt 'well informed' was higher in the Your Place, Your Say survey (19%) than in the Place Survey (13%).

It is also worth highlighting here that satisfaction with the council is very closely linked to how far respondents felt that the council offers value for money and the correlation between the two measures is significant at 0.8.

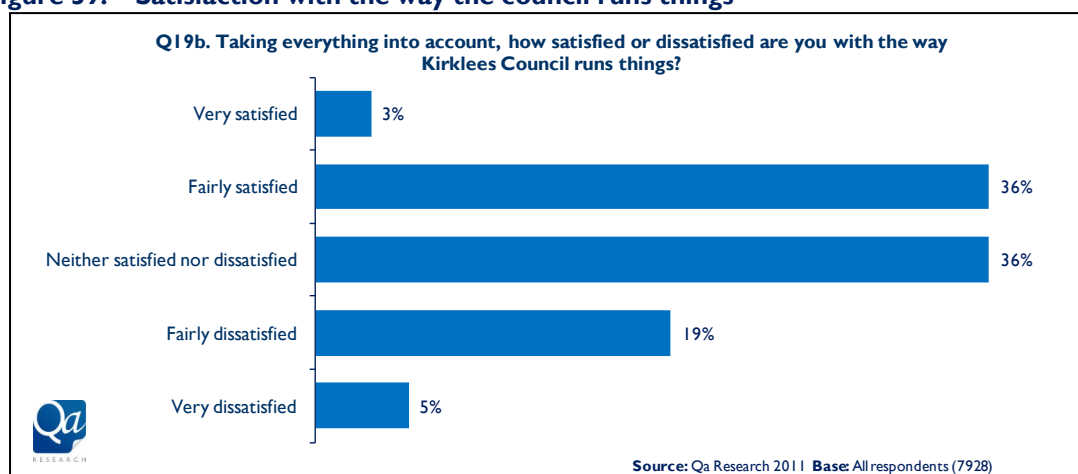
For example, 89% of those who agreed that Kirklees Council provides value for money felt 'satisfied' with the way the council runs things, while 72% of those who 'disagreed' that the council provides value for money felt 'dissatisfied' with the way the council runs things. Therefore, to ensure the council is seen as doing a good job it is essential to ensure that respondents feel they are receiving value for money.

⁹ NB: The equivalent measure in the 2008 Place Survey was calculated excluding 'don't know' responses. For comparative purposes, the YPYS measure has been recalculated in the same way.

Conclusion 28: Respondents were more likely to say they were satisfied than dissatisfied with the way the council runs things but two-fifths were unable or unwilling to indicate either way, which is likely to reflect relatively poor understanding of the council’s role amongst some.

As the chart below highlights, respondents were more likely to indicate that they felt ‘satisfied’ with the way Kirklees Council runs things than ‘dissatisfied’ (39% vs. 24%), but almost two-fifths (36%) felt unable to indicate either way and answered ‘neither satisfied nor dissatisfied’. As outlined in Conclusion 27, this is likely to indicate a relatively high degree of uncertainty about the council’s performance, which in turn may have prevented some respondents from providing an assessment.

Figure 39. Satisfaction with the way the council runs things



Again, it’s possible to make a comparison with the 2008 Place Survey for this measure as it was asked in an identical way on the two surveys. The proportion that indicated they felt ‘satisfied’ with ‘the way the council runs things’ was 41% in 2008, a figure on par with the Your Place, Your Say survey (39%).

As outlined below, there’s evidence to indicate that respondents are more likely to feel ‘satisfied’ with the council if they feel ‘well informed’ about local public services than if they feel ‘not well informed’ (58% vs. 22%). However, even amongst those who said they felt ‘well informed’ almost a third (30%) felt unable or unwilling to say if they were ‘satisfied’ or ‘dissatisfied’ with the council. This may suggest that they are not as well informed about the work of the council as they are about other public services.

Figure 40. Satisfaction with the way the council runs things – by how well informed

Q19b. Taking everything into account, how satisfied or dissatisfied are you with the way Kirklees Council runs things?	Q18. Overall, how well informed do you feel about local public services overall?		Q18. Overall, how well informed do you feel about how you can get involved in local decision making?	
	Net - Well informed	Net - Not well informed	Net - Well informed	Net - Not well informed
Net - Satisfied	58%	22%	61%	28%
Neither satisfied nor dissatisfied	30%	41%	28%	40%
Net - Dissatisfied	12%	37%	11%	32%
Base: All respondents	3512	3096	2186	3771

4.4 Getting Involved

Conclusion 29: Those feeling they could influence local decisions were more likely to have high satisfaction with the council, but there may be more that can be done to encourage residents to participate locally and there's evidence that many feel unsure as to whether they could get involved if they wanted to. Underlying this is relatively low agreement that getting involved would make a difference and this may explain why levels of volunteering appear to have declined.

As the chart below indicates, just over two-fifths (43%) said they had given any unpaid help in the last 12 months and around a quarter (21%) said they had done so in the past month;

Figure 41. Frequency of giving unpaid help over the last 12 months



It's possible to make a comparison with the 2008 Place Survey¹⁰ for this measure as a similar question was asked on that survey. The proportion of respondents that indicated they had given any unpaid help 'at least once a month' was 26% in 2008, significantly higher than on the Your Place, Your Say survey (22%).

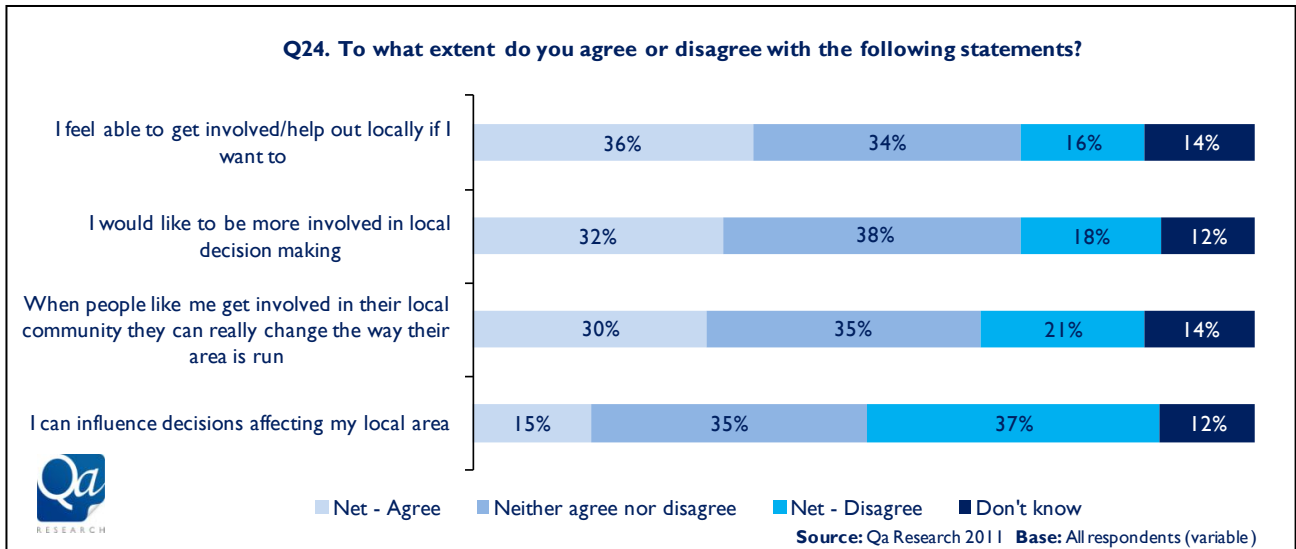
Underlying this and as summarised in the chart overleaf, just over a third (36%) of respondents 'agreed' with the statement 'I feel able to get involved/help out locally if I want to', suggesting that the majority do not feel able to.

However, only 16% actually 'disagreed' with this statement while a third (34%) said that they 'neither agree nor disagree' and 14% said they 'don't know', perhaps suggesting a relatively high degree of uncertainty as to whether they could get involved or not.

More noticeably, respondents were twice as likely to disagree than agree that 'I can influence decisions affecting my local area' (37% vs. 15%) and less than a third (30%) agreed that 'when people like me get involved in their local community they can really change the way their area is run'.

¹⁰ NB: The equivalent measure in the 2008 Place Survey was calculated excluding 'don't know' responses. For comparative purposes, the YPYS measure has been recalculated in the same way.

Figure 42. Agreement with statements about getting involved/influencing decisions



Consequently, it would appear that there is relatively low understanding of the value of getting involved locally amongst residents and this is supported by the fact that only 36% of those who have actually given unpaid help in the last 12 months agreed that *'when people like me get involved in their local community they can really change the way their area is run'* further suggesting that the benefit of giving their time might need to be demonstrated better to residents to encourage greater levels of participation as even those that have taken the trouble to get involved struggle to see how their input makes a difference.

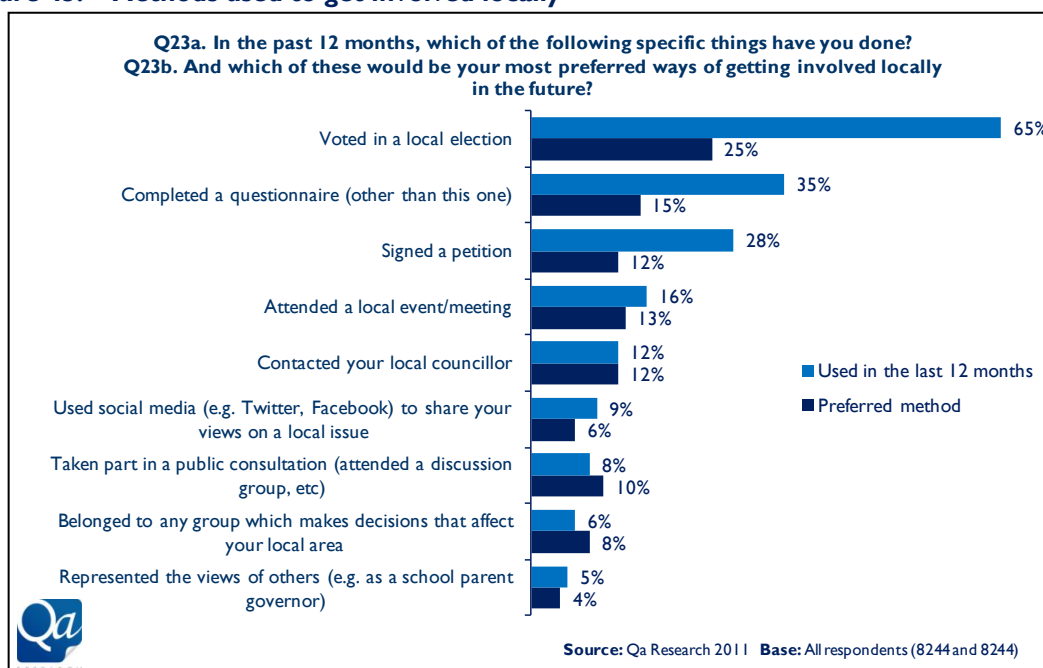
Importantly, one of the groups that was most 'satisfied' with the council was those that 'agreed' that they could influence decisions in their local area (67%), significantly higher than those who 'disagreed' (23%), suggesting that ensuring residents feel they can make a difference will have a positive impact on perceptions of the council.

Conclusion 30: Although respondents are unlikely to say that they feel well informed about how to give their views and few feel that they have done so over the last year, there is evidence that they may have been more involved than they initially feel.

As outlined in Conclusion 27, only around a quarter of respondents said they felt well informed about ‘how you can get involved in local decision making’ (28%) and ‘how to give your views on/make suggestions for delivering services’ (23%). In addition, a similar proportion (23%) said that they felt that in the past 12 months that they had had the ‘opportunity to express your views on local services or issues that affect you as a local resident’ and in total around one-in-ten (11%) said that they had ‘expressed their views in some way’. These findings suggest that Kirklees residents have quite limited knowledge of how to have their say.

But despite this, when prompted with a list of methods for doing so, eight-out-of-ten (81%) indicated that they had given their views in one form or another over the last 12 months. This suggests that while respondents may not instinctively feel that they know how to get involved they are aware of methods to do so and many are using these methods. That said, the most frequently used method was to have ‘voted in a local election’ (65%), which is arguably a low figure given the proportion of respondents who felt ‘well informed’ about ‘how and where to register to vote’ (89%) and ‘how and when to vote’ (91%).

Figure 43. Methods used to get involved locally



As a note of caution, as noted earlier, respondents were more likely to ‘disagree’ than ‘agree’ that ‘local public services involve residents when making decisions’ (36% vs. 20%) and that ‘I can influence decisions affecting my local area’ (37% vs. 15%). Also, amongst those who had actually expressed their views in the last year, only 27% felt that their views had ‘made a difference’, although a further 26% admitted that they ‘didn’t know’ if they had. It is also notable that only two-fifths (40%) of those who said they felt ‘well informed’ about ‘how you can get involved in local decision making’ agreed that ‘local public services involve residents when making decisions’. Consequently, there would appear to be room for improvement in the way the council and other public services communicate the impact local residents can have on decisions and to demonstrate that where views are gathered they are used to influence policy.

4.5 Your Life Overall

Conclusion 31: A series of measures were used to assess respondents' lives overall and to understand their views on the future and, as responses to other questions in the survey indicate, these measures confirm that respondents in the Dewsbury TVC Area generally have the least optimistic outlook to life.

Respondents were asked how far they agreed with a series of measures about their life, by giving an answer on a 0-10 scale, where 0 was 'not at all' and 10 was 'completely'. Responses have been used to create a mean score for each statement and these are shown in the table below along with the scores from respondents in each TVC Area.

Figure 44. Satisfaction with life overall – by TVC Area

	TVC Area						
	Total	Batley, Birstall and Birkenshaw	Dewsbury	Huddersfield	Mirfield, Denby Dale and Kirkburton	Spenn Valley	The Valleys
How anxious did you feel yesterday	3.48	3.58	3.67	3.46	3.3	3.56	3.4
How optimistic do you feel about the future	5.91	6.07	5.34	5.85	6.26	5.82	6.1
How satisfied are you with your life nowadays	6.83	6.89	6.45	6.64	7.21	6.86	7.1
How happy did you feel yesterday	6.86	6.8	6.65	6.78	7.1	6.84	7.04
To what extent do you feel the things you do in your life are worthwhile	7.07	7.09	6.8	6.85	7.39	7.07	7.38

Base: All respondents (variable)

As the table indicates, it was respondents in the Dewsbury TVC Area who recorded the lowest mean scores (and highest score in the case of how 'anxious' they felt) for each of these statements, while those in The Valleys and Mirfield, Denby Dale and Kirkburton consistently scored highest. Other indicators in the survey also suggest that Dewsbury TVC Area respondents were the least 'satisfied' with their lives and faced the greatest problems and this is confirmed here.

To further evaluate how respondents felt about their life, they were asked to indicate from a series of 20 life goals which they do or plan to do in the future and how important each was to them.

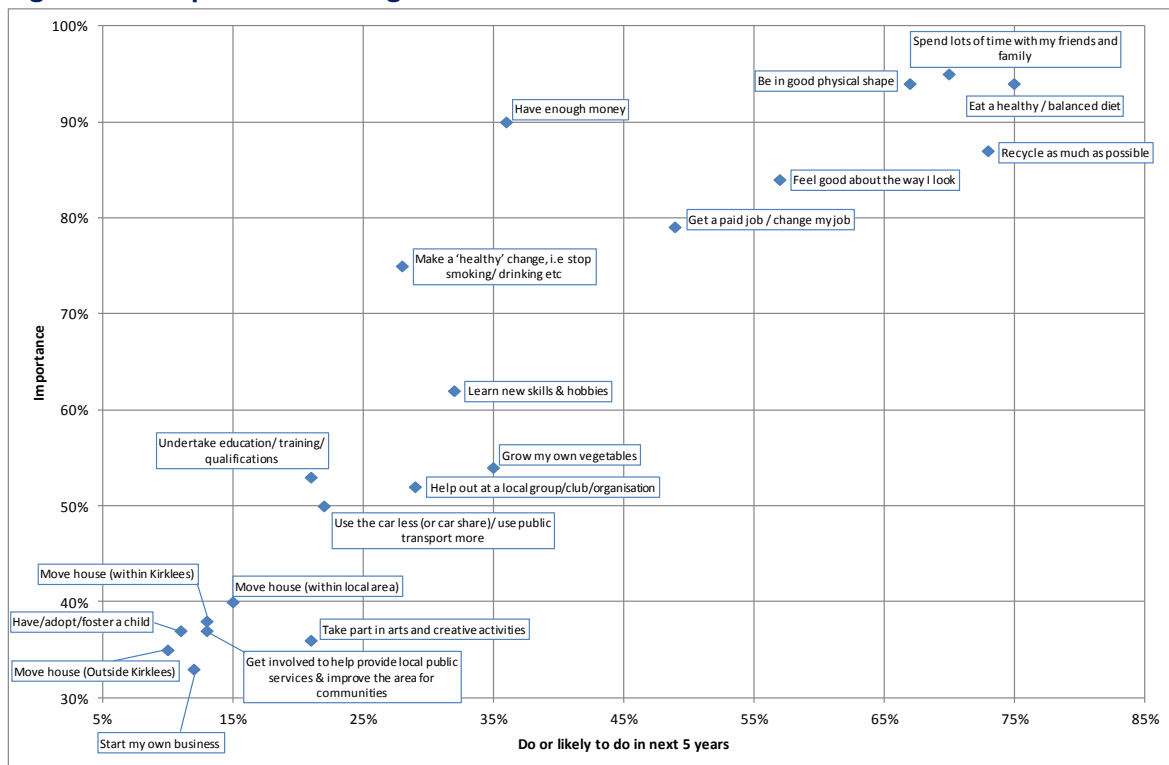
On the following chart, findings have been shown for all 20 life goals and each goal is plotted on an x/y axis based on the proportion of respondents who indicated it was an 'important' goal for them and the proportion who indicated that they do it already or 'plan to do and is likely to happen in the next 5 years'.

Consequently, goals that a high proportion of respondents considered to be important and where a high proportion said that they do it already or 'plan to do and is likely to happen in the next 5 years' appear in the top right-hand corner of the chart. In contrast, those with low importance and where a low proportion said that they do it already or 'plan to do and is likely to happen in the next 5 years' appear in the bottom left-hand corner of the chart.

As the chart below indicates, life goals with the lowest levels of importance and where the lowest proportions tended to indicate that they do it already or 'plan to do and is likely to happen in the next 5 years' were generally those that would not be relevant to all respondents such as 'have/adopt/foster a child', 'start my own business', or 'move house'. However, it is notable that 'get involved to help provide local public services & improve the area for communities' also features in this corner of the chart, further suggesting (as highlighted in Conclusion 29) that more could be done to encourage residents to participate locally.

At the other end of the scale, those goals with high importance and where a relatively high proportion indicated that they do it already or 'plan to do and is likely to happen in the next 5 years' were generally things that applied to all respondents namely 'spend lots of time with my friends and family', 'eat a healthy / balanced diet', 'be in good physical shape' and 'recycle as much as possible'.

Figure 45. Importance of life goals



Generally, the chart has a very linear pattern, indicating that those life goals which respondents considered to be important were also those that they do already or 'plan to do and is likely to happen in the next 5 years'.

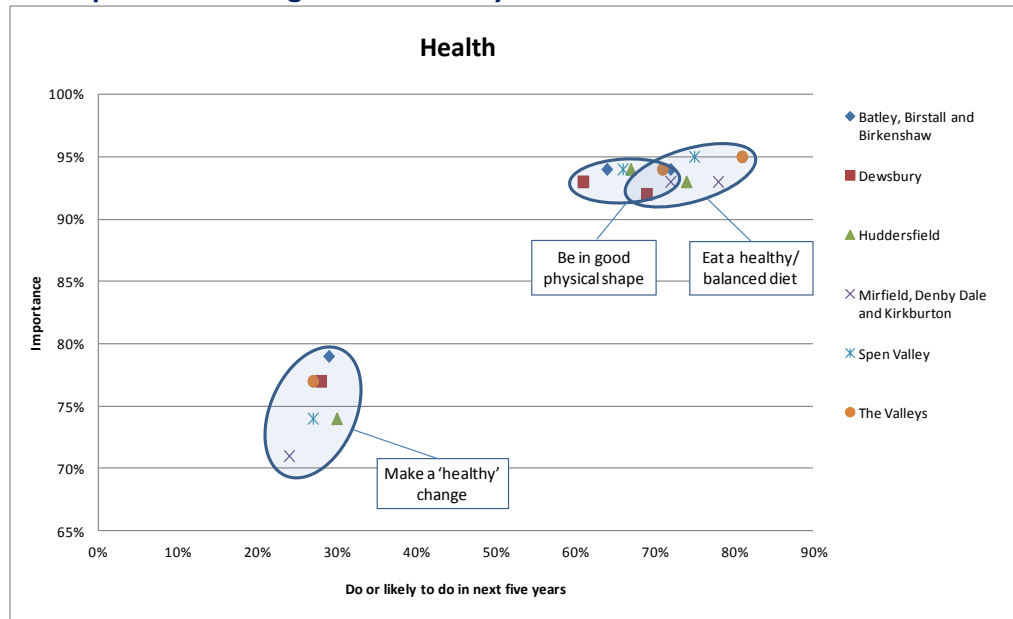
The exceptions to this included 'have enough money to do the things I want in life' which 90% considered to be important but only 36% said they do already or 'plan to do and is likely to happen in the next 5 years' and 'make a healthy change e.g. stop smoking, reduce drinking' where 75% considered this to be important but only 28% said they do already or 'plan to do and is likely to happen in the next 5 years'.

Perhaps unsurprisingly, none of the goals appeared in the bottom right-hand corner of the chart, which would indicate a low level of importance but a high proportion that do already or 'plan to do and is likely to happen in the next 5 years'.

The following charts outline findings amongst respondents in each of the TVC Areas. For analysis purposes, the goals have been split into similar groups and each group is analysed by comparing answers amongst respondents from each TVC Area.

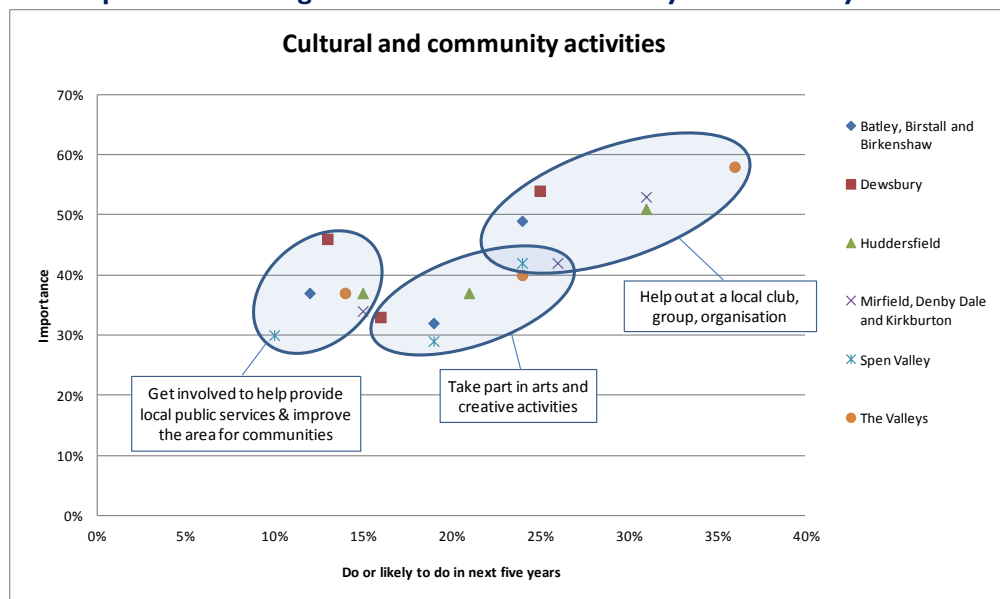
The chart below shows those life goals relating to 'Health' and highlights that there was almost universal agreement that it is important to 'be in good physical shape' and to 'eat a healthy / balanced diet' with more than 90% of respondents in each TVC Area agreeing that these things were important. Generally, respondents in each TVC Area were more likely to say that they either do already or plan to 'eat a healthy / balanced diet' than 'be in good physical shape'.

Figure 46. Importance of life goals: Health – by TVR Area



The chart below shows those goals relating to 'Cultural and community activities'.

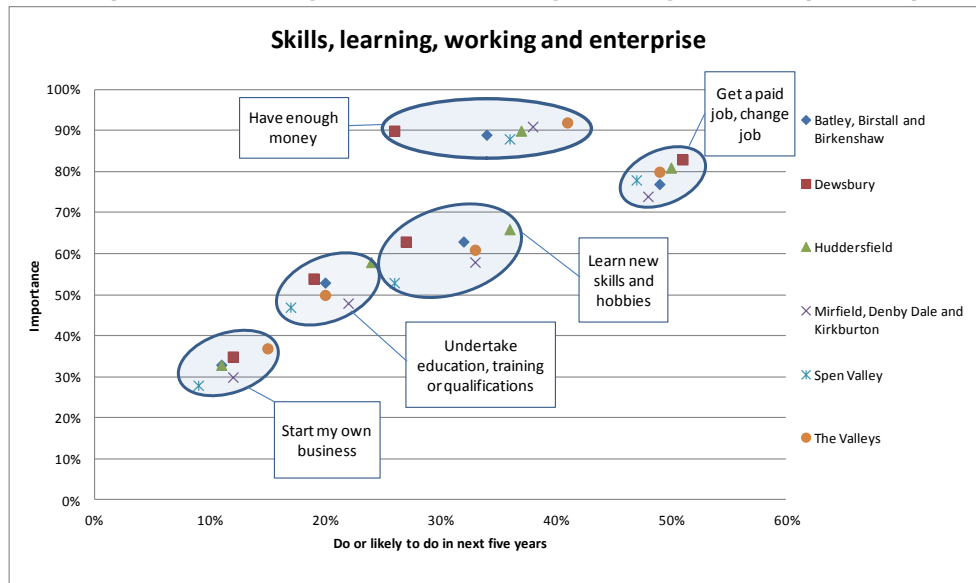
Figure 47. Importance of life goals: Cultural and community activities – by TVR Area



As noted in Conclusion 19, these types of activities were of relatively low importance to respondents so it is perhaps no surprise that the three goals included here have comparatively low importance ratings. For all three activities, it was Spen Valley TVC Area respondents that gave the lowest importance ratings. In contrast, Dewsbury TVC Area respondents were significantly more likely than those in other areas to indicate that they thought it was important to 'get involved to help provide local public services & improve the area for communities' (46%), although they were no more likely than other respondents to indicate that they already do this or plan to.

The chart below is based around those goals which related to 'Skills, learning, working and enterprise'.

Figure 48. Importance of life goals: Skills, learning, working and enterprise – by TVR Area



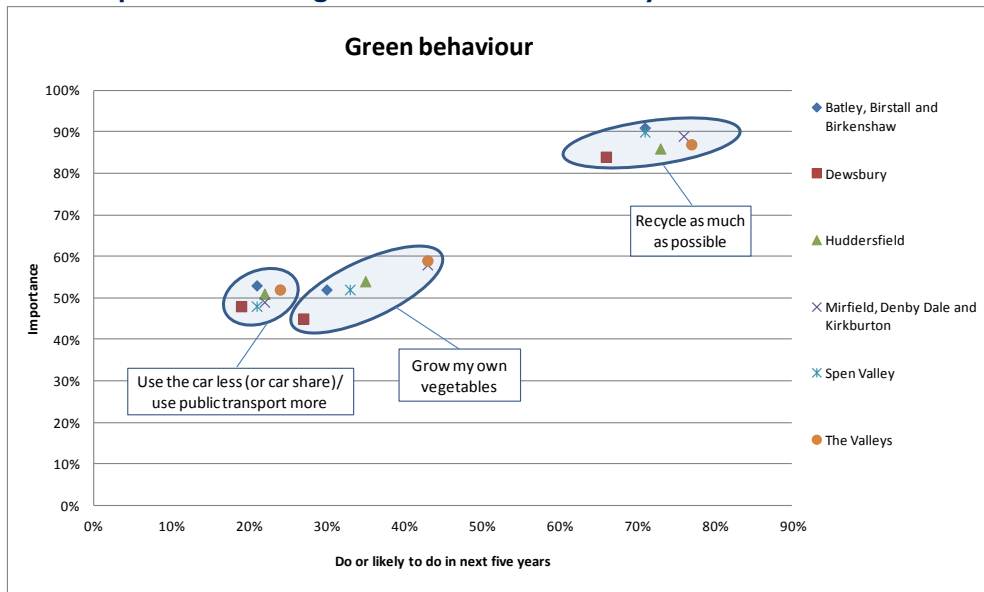
As we might expect, the most important goal was to 'have enough money to do the things I want in life' something which around nine-out-of-ten in each Area indicated that they thought was important.

However, what's notable is that Dewsbury TVC Area respondents were the least likely to indicate either that they do this already or that they plan to (26%), while those in The Valleys were the most likely (41%). In part, this is likely to reflect the fact that 63% of Dewsbury respondents have an annual household income of only £20,000 or less, the highest proportion of any TVC Area and significantly higher than The Valleys (37%).

Generally, around three-fifths agreed that 'learn new skills and hobbies' was important, but this was significantly lower (53%) amongst Spen Valley TVC Area respondents.

The chart below shows those life goals relating to 'Green behaviour'.

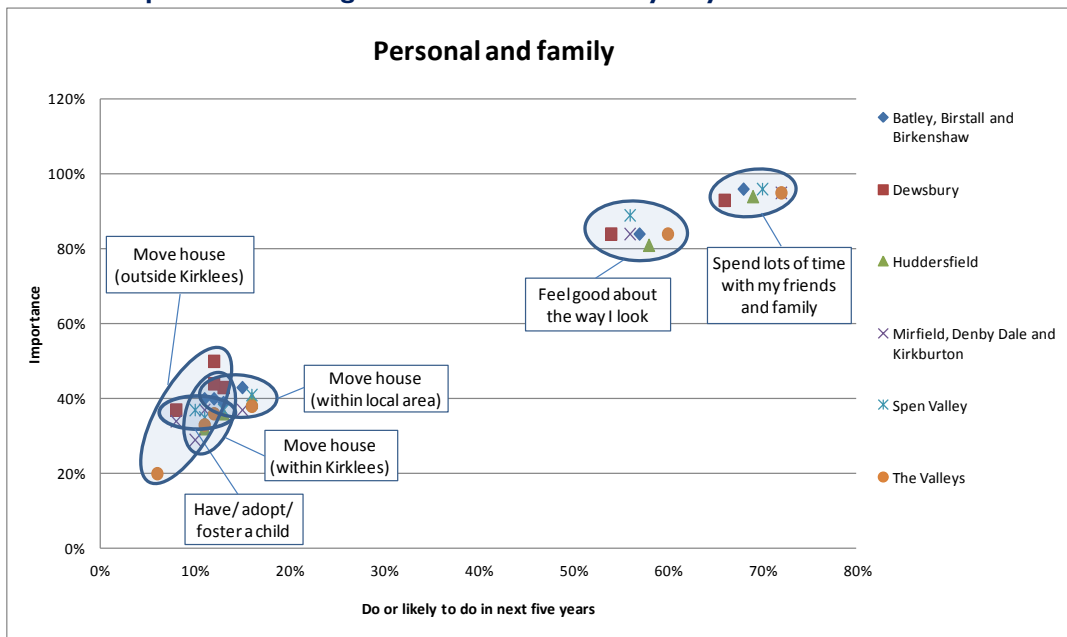
Figure 49. Importance of life goals: Green behaviour – by TVR Area



The importance of recycling to respondents is highlighted very clearly in the chart above with around nine-out-of-ten respondents in each TVC Area indicating that they thought it was important to 'recycle as much as possible' and a similar proportion indicating that they do this already or plan to. Other green behaviours were relatively less important. Around half said that it was important to 'use the car less (or car share)/use public transport more', but tellingly only around a quarter said that they do this already or plan to in future. As a goal, 'grow my own vegetables' was of highest importance to those in the Mirfield, Denby Dale and Kirkburton and The Valleys TVC Areas (58% and 59% respectively) and least important to those in Dewsbury (45%).

The chart below shows those life goals relating to 'Personal and family'.

Figure 50. Importance of life goals: Personal and family – by TVR Area



As shown in the chart above, it was relatively unimportant to respondents that they move house and few said that they planned to do so. The exception to this was Dewsbury TVC Area respondents, half (50%) of which said it was important to *'move house (outside Kirklees)'*, significantly higher than any of the other TVC Areas, although only 12% said that they were doing this already or planned to.

Given perceptions of their local area amongst these respondents (see Conclusion 4) this is perhaps not surprising and it is also true that a fifth (20%) of Dewsbury TVC Area respondents said that their home was not suitable for the needs of their household, significantly higher than amongst respondents in the other TVC Area.

In contrast, the majority of respondents in each TVC Area agreed that it was important to *'spend lots of time with my friends and family'* and to *'feel good about the way I look'* and the majority said that they do this already or plan to.

5. Appendices

5.1 Sample Profile

The following tables detail the profile of the Random sample. Each table shows the profile of the Kirklees District and compares this to the unweighted and weighted profile of respondents.

Figure 51. Sample profile - age and gender

Age x Gender	Population of Kirklees District		Unweighted Random Sample		Weighted Random Sample	
	n	%	n	%	n	%
Female 18-24	20,328	6.44%	166	2.12%	506	6.45%
Female 25-34	25,730	8.15%	604	7.70%	641	8.17%
Female 35-54	57,424	18.18%	1,516	19.33%	1,430	18.23%
Female 55-64	24,389	7.72%	934	11.91%	607	7.74%
Female 65+	34,425	10.90%	1,456	18.57%	857	10.93%
Male 18-34	47,336	14.99%	278	3.55%	1,157	14.76%
Male 35-54	55,497	17.57%	894	11.40%	1,382	17.62%
Male 55-64	23,806	7.54%	750	9.56%	593	7.56%
Male 65+	26,860	8.51%	1,244	15.86%	669	8.53%

Source: 2010 midyear population estimates by age and gender, produced using Office for National Statistics data. Available at:
http://www.kirklees.gov.uk/community/statistics/kirkpopulation/population_estimates.shtml

Figure 52. Sample profile - ethnicity

Ethnicity	Population of Kirklees District		Unweighted Random Sample		Weighted Random Sample	
	n	%	n	%	n	%
White	260,777	88.65%	6,966	89.10%	6,925	88.63%
Mixed	1,649	0.56%	72	0.92%	45	0.57%
Asian or Asian British	26,726	9.09%	574	7.34%	710	9.08%
Black or Black British	4,120	1.40%	156	2.00%	109	1.40%
Chinese or Other Ethnic Group	883	0.30%	50	0.64%	25	0.32%

Source: Office for National statistics 2001 Census data. Available at:
<http://www.kirklees.gov.uk/community/statistics/ethnicgroups/ethnicgroups.shtml>

Figure 53. Sample profile - LSOA

Priority Neighbourhoods	Total households in Kirklees District		Unweighted Random Sample		Weighted Random Sample	
	n	%	n	%	n	%
Flat Rate LSOA (under 5 flags)	156,493	85.44%	5,640	68.49%	7,028	85.35%
5 Flag LSOA	3,338	1.82%	155	1.88%	150	1.82%
6 Flag LSOA	6,660	3.64%	635	7.71%	300	3.64%
7 Flag LSOA	12,500	6.82%	1,117	13.56%	564	6.85%
8 Flag LSOA	4,169	2.28%	688	8.35%	193	2.35%

Figure 54. Sample profile - Ward

Ward	Population of Kirklees District		Unweighted Random Sample		Weighted Random Sample	
	n	%	n	%	n	%
Almondbury	14,689	4.51%	397	4.82%	371	4.50%
Ashbrow	14,422	4.42%	563	6.84%	363	4.41%
Batley East	14,044	4.31%	299	3.63%	349	4.24%
Batley West	14,110	4.33%	316	3.84%	356	4.32%
Birstall and Birkenshaw	13,101	4.02%	328	3.98%	333	4.04%
Cleckheaton	13,599	4.17%	274	3.33%	345	4.19%
Colne Valley	13,763	4.22%	316	3.84%	350	4.25%
Crosland Moor and	13,937	4.27%	532	6.46%	352	4.27%
Dalton	13,790	4.23%	390	4.74%	345	4.20%
Denby Dale	12,847	3.94%	312	3.79%	326	3.96%
Dewsbury East	14,576	4.47%	419	5.09%	366	4.45%
Dewsbury South	13,995	4.29%	229	2.78%	352	4.28%
Dewsbury West	14,444	4.43%	349	4.24%	355	4.32%
Golcar	14,320	4.39%	330	4.01%	363	4.41%
Greenhead	14,817	4.54%	442	5.37%	372	4.52%
Heckmondwike	13,575	4.16%	234	2.84%	343	4.17%
Holme Valley North	13,477	4.13%	297	3.61%	341	4.14%
Holme Valley South	15,138	4.64%	366	4.44%	384	4.66%
Kirkburton	13,109	4.02%	297	3.61%	339	4.11%
Lindley	14,486	4.44%	345	4.19%	367	4.46%
Liversedge and Gomersal	14,485	4.44%	366	4.44%	367	4.46%
Mirfield	15,475	4.75%	370	4.49%	392	4.76%
Newsome	15,833	4.86%	464	5.63%	403	4.90%

Source: 'Ward population estimates for England and Wales, mid 2010 estimates, Office for National Statistics. Published October 2011' Available at: <http://www.ons.gov.uk/ons/rel/sape/ward-mid-year-pop-est-eng-wales-exp/mid-2010-release/index.html>