

2013 Residents' Survey Report

1. Introduction

- 1.1. The 2013 Residents' Survey was sent out by post to 4020 households in the Borough during October and early November 2013. The survey is designed to find out how happy residents are with the services provided by the Council, which ones are most important to them and to ask questions about issues which relate to living in the Borough of Fareham. A number of questions were repeated, or slightly amended from previous surveys, allowing the measurement of trends over time.
- 1.2. This paper will analyse the results of the survey and compare them to previous Residents' Surveys where appropriate. This paper only deals with the top level analysis, however, it will be possible to analyse any question against a series of further variables upon request.

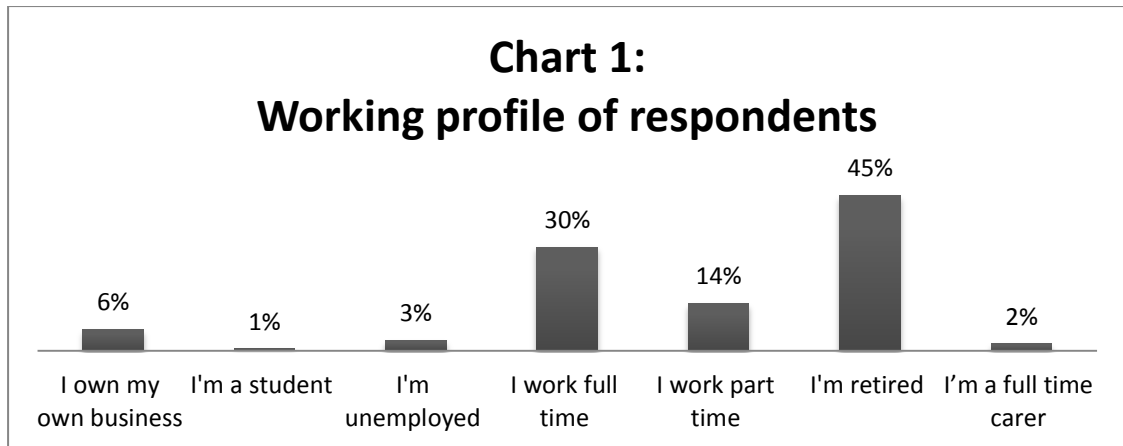
2. Methodology

- 2.1. A stratified random sample of 4020 residents (268 from each ward) was selected from the Electoral Register. Selected households were sent a self-completion questionnaire addressed to the occupier so that anyone living at that address could complete and return the survey.
- 2.2. The survey was deliberately designed not to look like a typical Council survey. In order to give it a clear structure, questions were based around the Council's 7 Priorities. There were 34 main questions in total, although a number of these contained further sub-questions. A further 2 questions asked for the respondents age bracket and employment status.
- 2.3. A number of questions have been carried over from previous surveys. This allows the tracking of satisfaction levels over time. Some of the content of the questions were amended slightly.
- 2.4. The Council received 1291 responses in total, which represents a 32% return. This is a good return rate for this type of postal survey.
- 2.5. In accordance with best practice, all results are based on the number of respondents actually answering a question. The figures in this report have been rounded to make the display of information clearer.

3. Demographics

3.1. As in previous surveys there was a slight overrepresentation of the older demographic in the Residents' Survey respondents. This is to be expected of this type of survey.

3.2. Chart 1 shows that although nearly half of the respondents were retired, 44% of the total were either in full time or part time employment.



4. Analysis of Residents' Survey responses

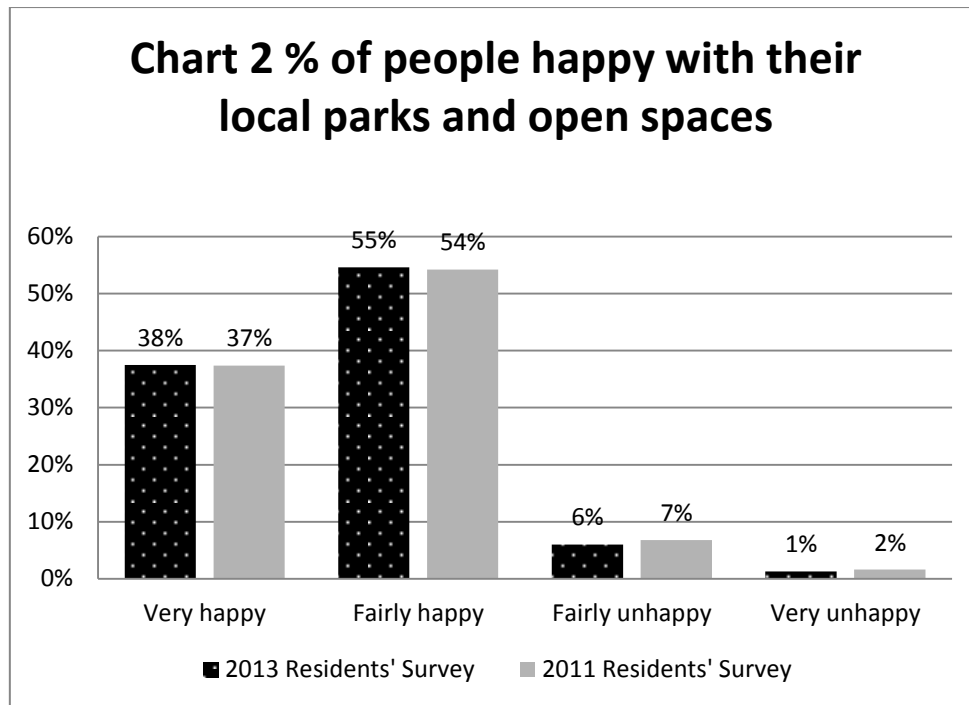
4.1. The following sections are structured around the Council's seven corporate priorities and give a top line analysis of the responses to each individual question within the survey. More detailed analysis is available upon request.

5. COUNCIL PRIORITY 1: PROTECT AND ENHANCE THE ENVIRONMENT

5.1. The following questions in the 2013 Residents' Survey were based around Council Priority 1: Protect and enhance the environment.

6. Question 1: More people are happy with their local parks and open spaces

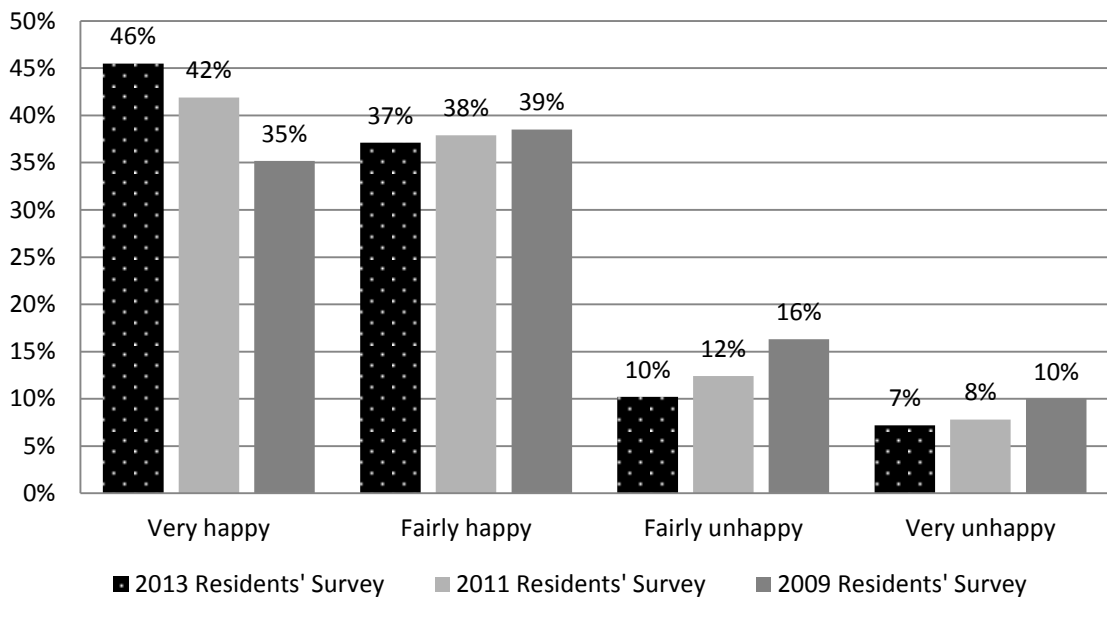
6.1. Residents were asked how happy they were with the parks and open spaces in their local area. Chart 2 shows that the majority (93%) of people in the Borough are happy with their local parks and open spaces. This is 2% more than in 2011.



7. Question 2a: More people happy with their household waste (refuse) collection

7.1. Residents were asked how happy they were with their household waste (refuse) collection. The percentage of people happy increased to 83%, from the 80% who were satisfied with the service in 2011. This was 9% more than in 2009 and comfortably the highest level since bin collections were changed from weekly to once a fortnight.

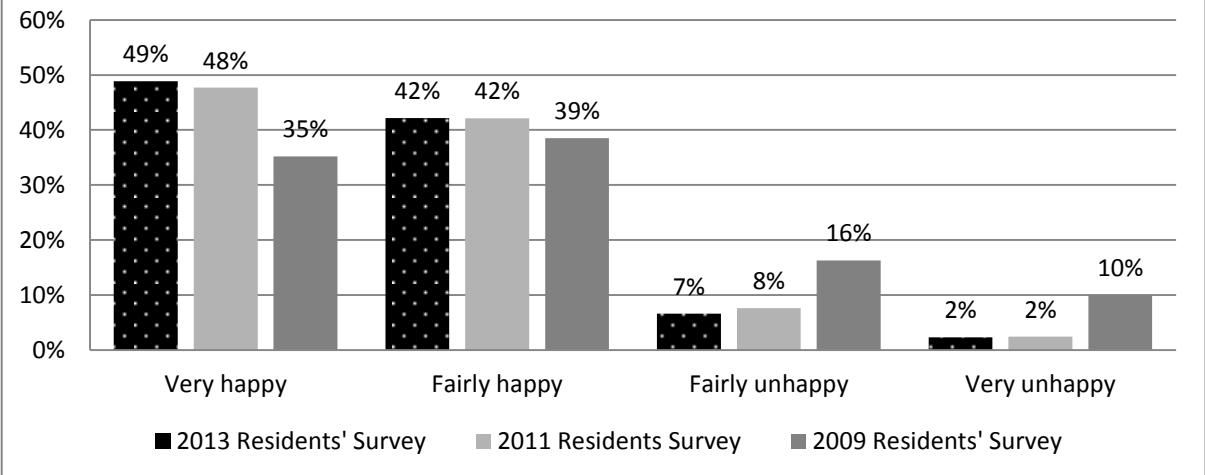
Chart 3: % of people happy with the waste (refuse) collection service



8. Question 2b: More people happy with household recycling collection

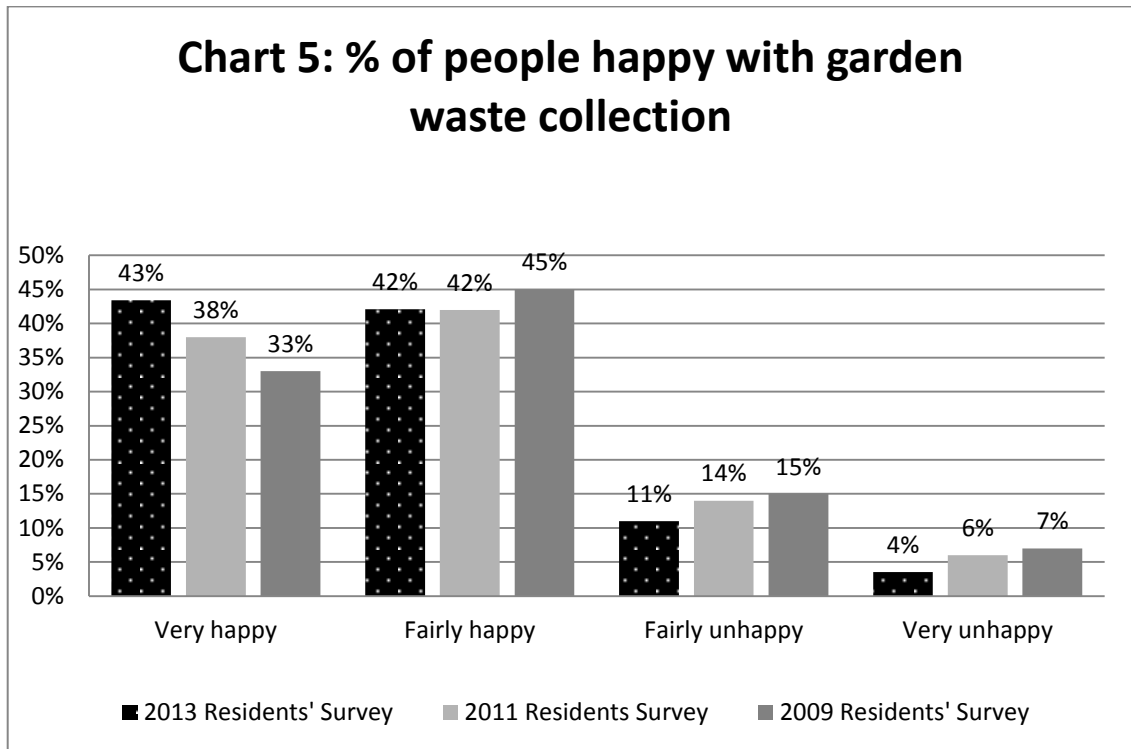
8.1. Chart 4 shows that there was a 1% increase in the percentage of residents who were either very or fairly happy with household recycling collection between 2011 (90%) and 2013 (91%). It is also a 17% increase in satisfaction since 2009.

Chart 4: How happy are you with household recycling collection



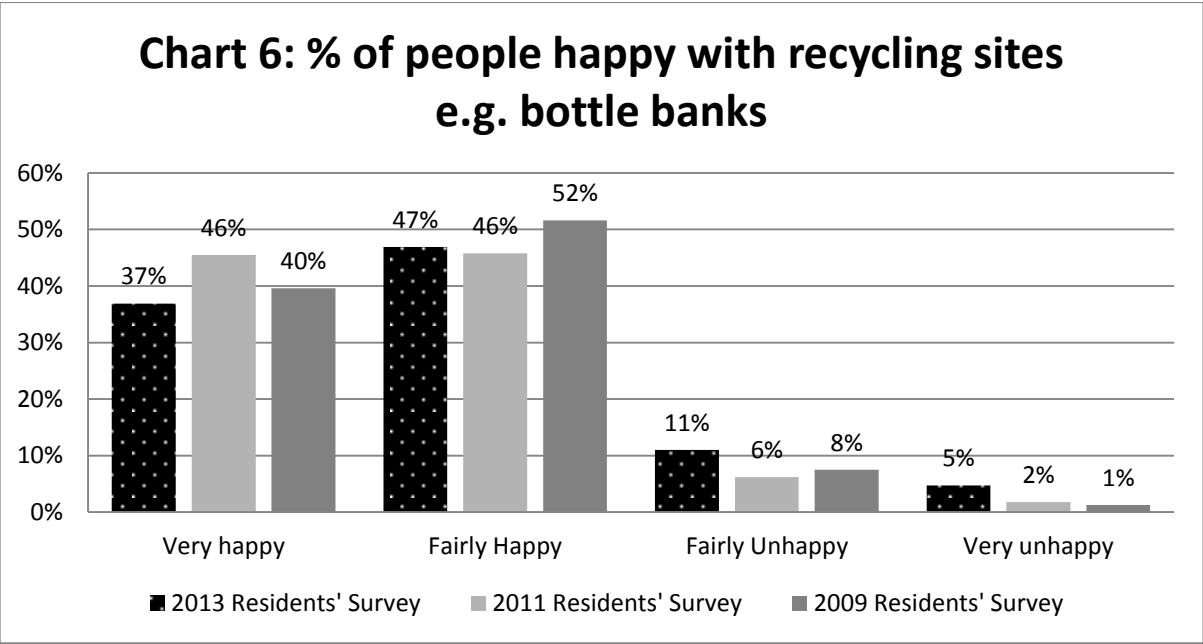
9. Question 2c: More people happy with garden waste collection

9.1. Chart 5 shows that whilst the percentage of residents who were either fairly or very happy with the garden waste collection service rose by 5% from 80% in 2011 to 85% in 2013. This is 7% more than those who were satisfied in 2009.



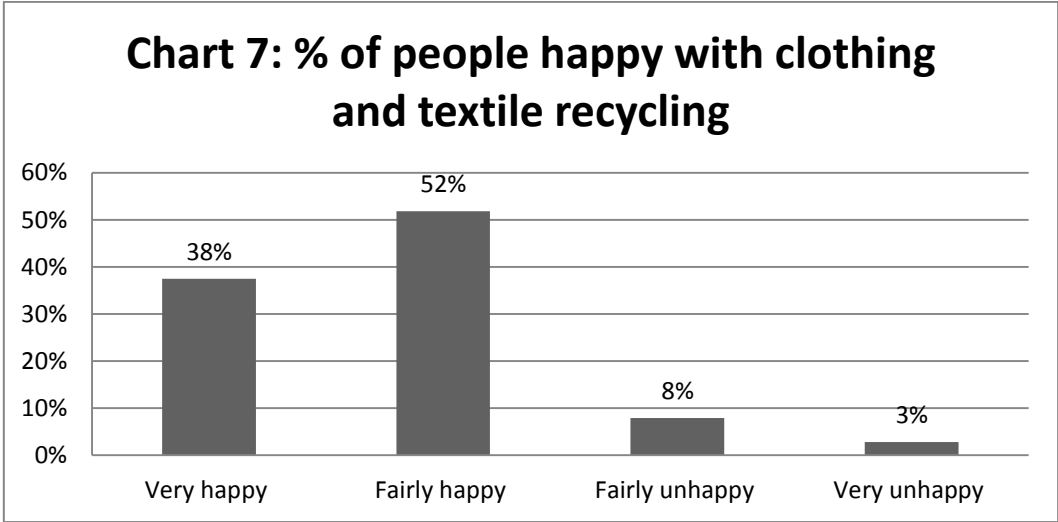
10. Question 2d: The majority of people happy with recycling sites e.g. bottle banks

10.1. The majority of residents (84%) said they were happy with the recycling sites in the Borough. However, as Chart 5 shows, this is a reduction of 8% since 2011. Whilst there was a 1% increase in those who were fairly happy, there was a 9% drop in those who were very happy.



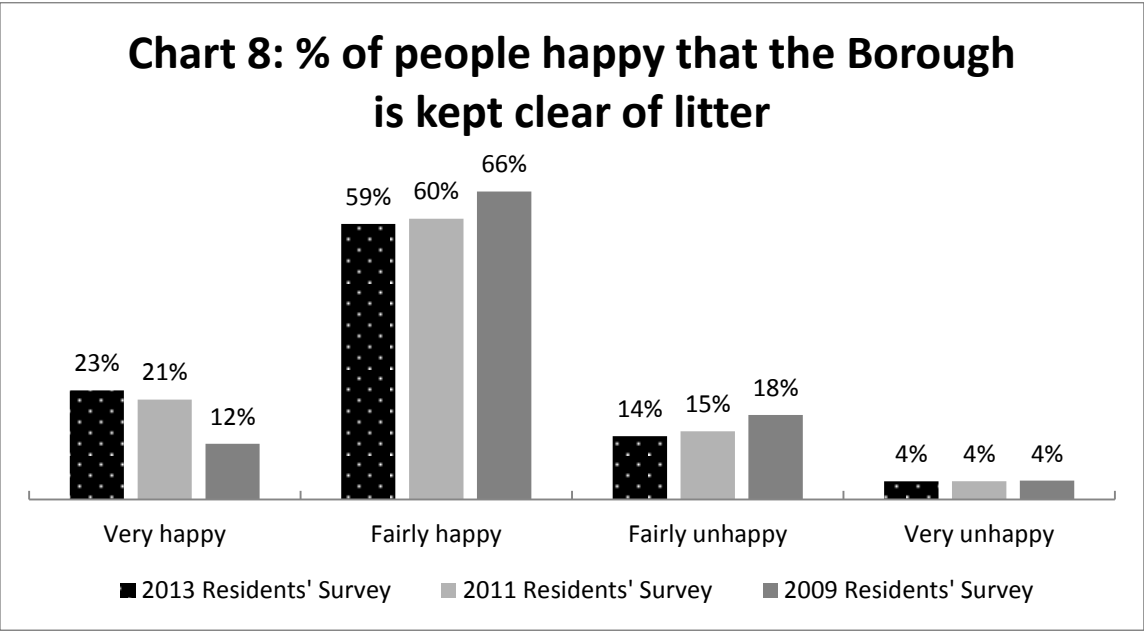
11. Question 2e: Most people happy with clothing and textile recycling e.g. blue banks

11.1. This question was asked for the first time this year, in response to the Council taking responsibility for textile recycling banks on public land in April. As Chart 7 shows, the majority of residents (90%) were either fairly or very happy with clothing and textile recycling in the Borough.



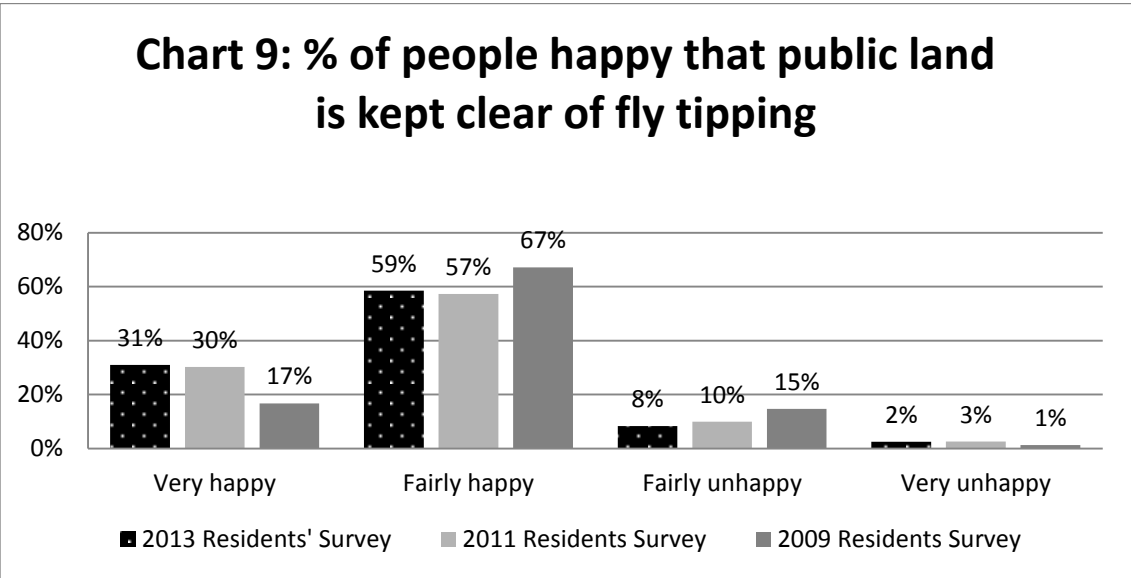
12. Question 3a: More people happy that public land is kept clear of litter

12.1. As can be seen in Chart 8, there has been a 4% increase since 2009 (78%) in the number of people happy that public land is kept clear of litter. The 82% who were happy in 2013 is also 1% more than those who said the same in 2011 (81%).



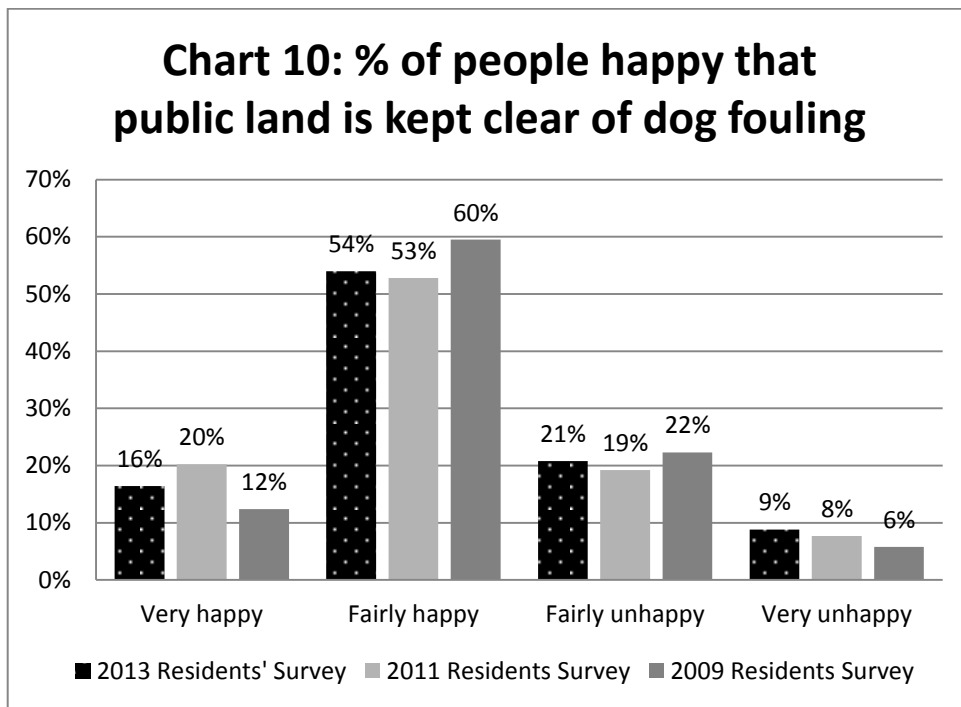
13. Question 3b: More people happy that public land is kept clear of fly tipping

13.1. As Chart 9 shows, 90% of respondents were either fairly or very happy in 2013, compared to 87% in 2011 and 84% in 2009. There was also a 14% increase in the number of respondents who were very happy that all public land was kept clear of fly tipping between 2009 and 2013.



14. Question 3c: Most people happy that all public land is kept clear of dog fouling

14.1. Overall, the majority of respondents (70%) said they were happy that all public land was kept clear of dog fouling. As Chart 10 shows, this is a 3% drop from the overall 2009 figure (73%). There was also a 3% increase in the people who were very unhappy between 2009 (6%) and 2013 (9%).

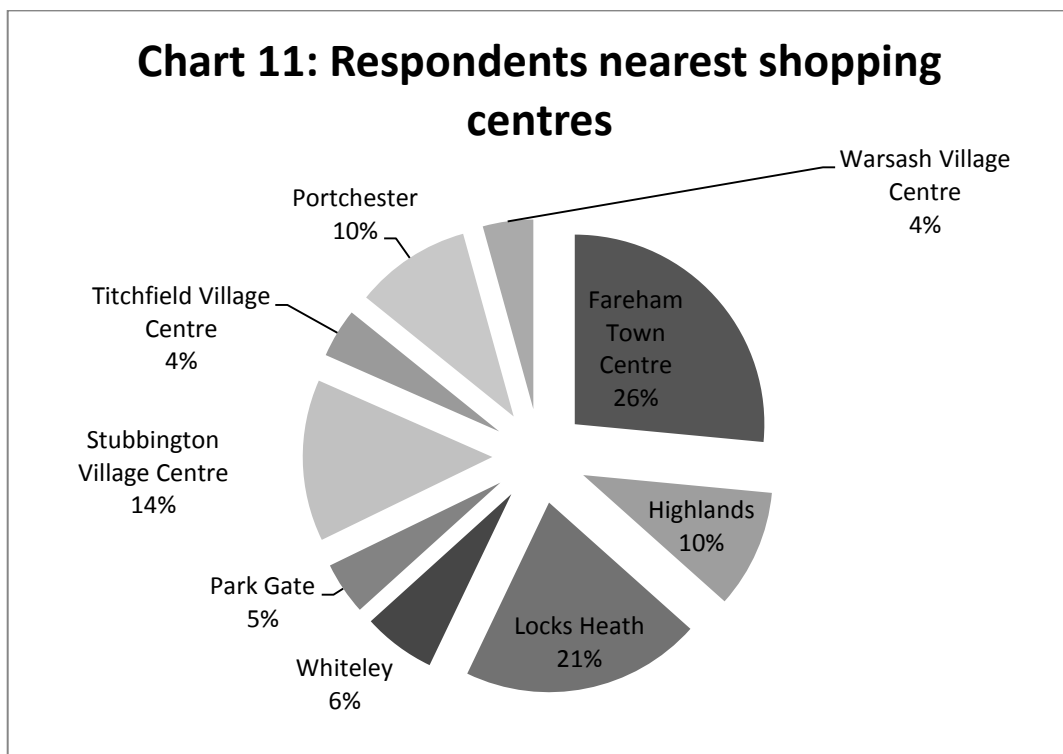


15. COUNCIL PRIORITY 2: MAINTAIN AND EXTEND PROSPERITY

15.1. The following questions in the 2013 Residents' Survey were based around Council Priority 2: Maintain and extend prosperity. The following questions focus on the respondents nearest shopping centres, what they use them for, why they use other centres and what would make them use their nearest centre more often.

16. Question 4: Respondents' nearest shopping centres

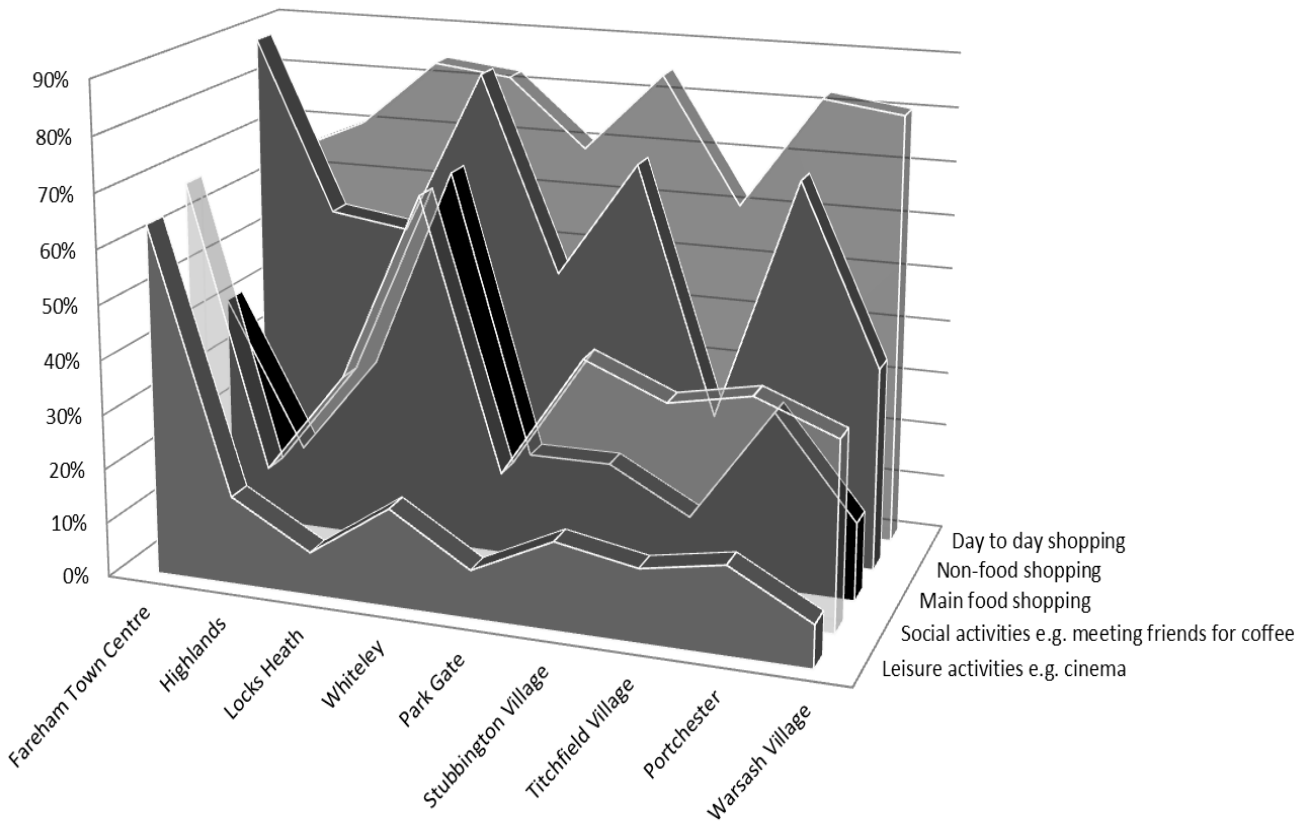
16.1. As Chart 11 shows, the town centre (26%) and Locks Heath Shopping Village (21%) were the 2 centres that had the most people living near them. Although Whiteley Shopping Centre is outside of the Borough, it was included in the question as it would be the nearest centre for some of our residents.



17. Questions 5a-5e: People use their nearest centres for a variety of activities

17.1. As Chart 11 shows, the 2 biggest centres Fareham Town Centre and Whiteley appeared to have the broadest appeal to local residents. However, it is interesting to note that only 42% went to the town centre for their main food shopping. The percentage of people who go to Whiteley for leisure activities is likely to increase from 18%, when the new multiplex opens there in 2015. Another point to note is the relatively small percentage (34%) who use Locks Heath for their main food shopping.

Chart 12: What people use their nearest shopping centre for



	Fareham Town Centre	Highlands	Locks Heath	Whiteley	Park Gate	Stubbington Village	Titchfield Village	Portchester	Warsash Village
■ Leisure activities e.g. cinema	64%	16%	8%	18%	9%	16%	13%	16%	8%
■ Social activities e.g. meeting friends for coffee	68%	16%	35%	70%	21%	43%	37%	40%	35%
■ Main food shopping	42%	15%	34%	70%	19%	20%	12%	33%	14%
■ Non-food shopping	89%	57%	55%	85%	49%	71%	25%	70%	38%
■ Day to day shopping	65%	71%	84%	82%	69%	84%	61%	82%	80%

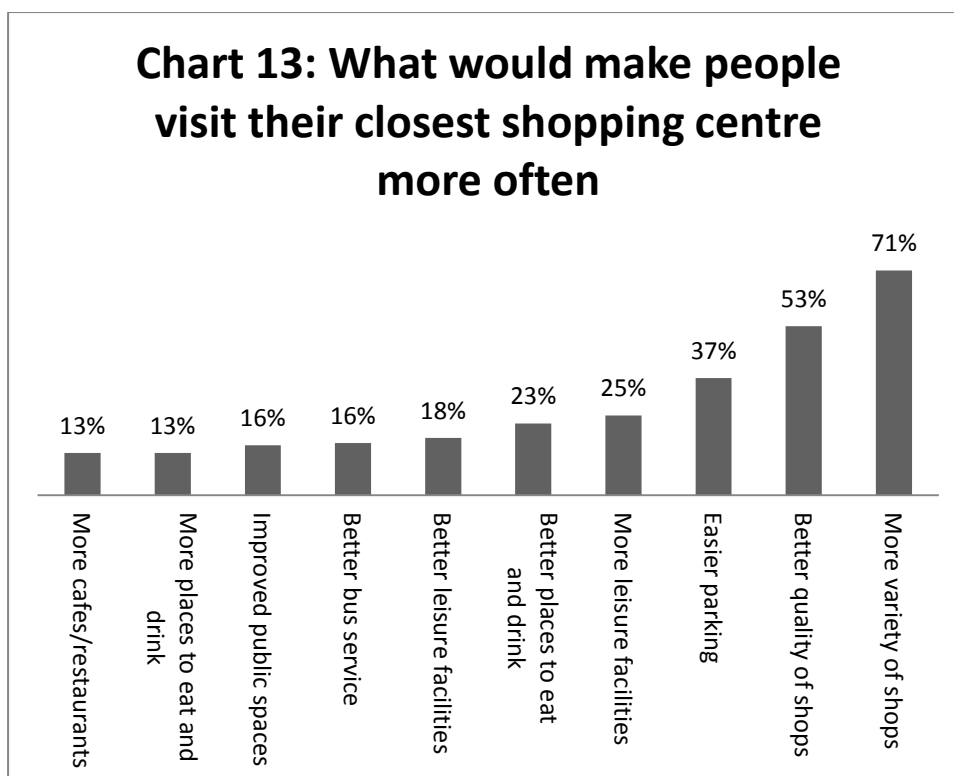
18. Questions 6 and 7: Where else people go and why

18.1. Respondents were asked follow on qualitative questions about which shopping centres they went to if they didn't go to their nearest and why. Most of those that lived near to but didn't do their main food shopping in the town centre, went to either Asda on Newgate Lane or Sainsburys in Broadcut. The main reasons given for this were convenience, free parking and cheaper food (at Asdas) compared to what is offered in the town centre.

18.2. Those residents living near Locks Heath but not using it for food shopping tended to go to either Tescos in the town centre, Asda on Newgate Lane or Sainsburys in Broadcut. Most cited a broader choice of products and price as motivating factors for using these shops as opposed to the Co-op in Locks Heath.

19. Question 8: More variety of shops would make people visit their closest shopping centre more often

19.1. Respondents were asked what 3 things would make them visit their closest shopping centre more often. As in the last residents' survey, the three most popular responses were 'more variety of shops', 'better quality of shops' and easier parking.

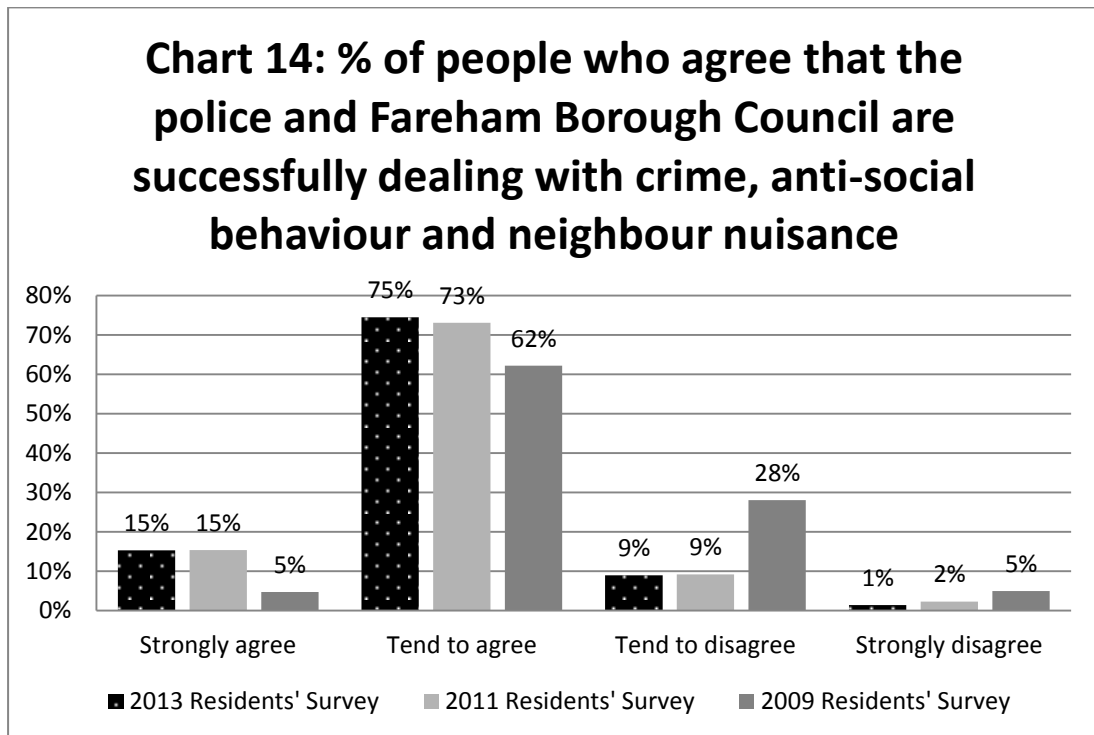


20. COUNCIL PRIORITY 3: A SAFE AND HEALTHY PLACE TO LIVE AND WORK

20.1. The following questions in the 2013 Residents' Survey were based around Council Priority 3: A safe and healthy place to work and live.

21. Question 9: More people agree that the police and Fareham Borough Council are successfully dealing with crime, antisocial behaviour and neighbour nuisance

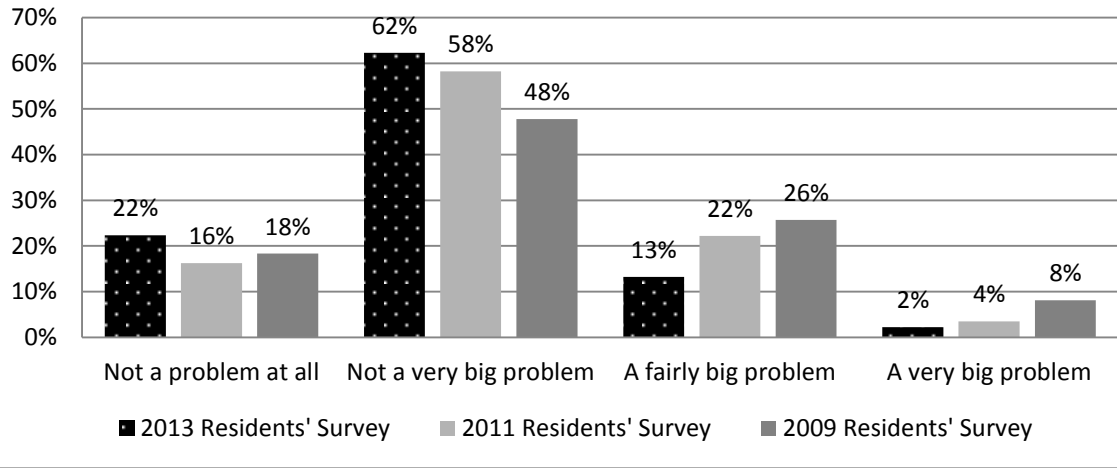
21.1. As Chart 14 shows, there was a 23% increase in the percentage of people who agreed that the police and Fareham Borough Council were successfully dealing with crime, antisocial behaviour and neighbour nuisance between 2009 (67%) and 2013 (90%). Within this, there was a 2% increase of people who agreed between 2011 and 2013.



22. Question 10a: Less people think that teenagers hanging around in public places is a problem

22.1. As can be seen in Chart 15, there has been a change in residents' perceptions about teenagers hanging around in public places. 34% of people thought that this was either a fairly or very big problem in 2009. This dropped by 8% to 26% in 2011 and by a further 9% to 15% in 2013.

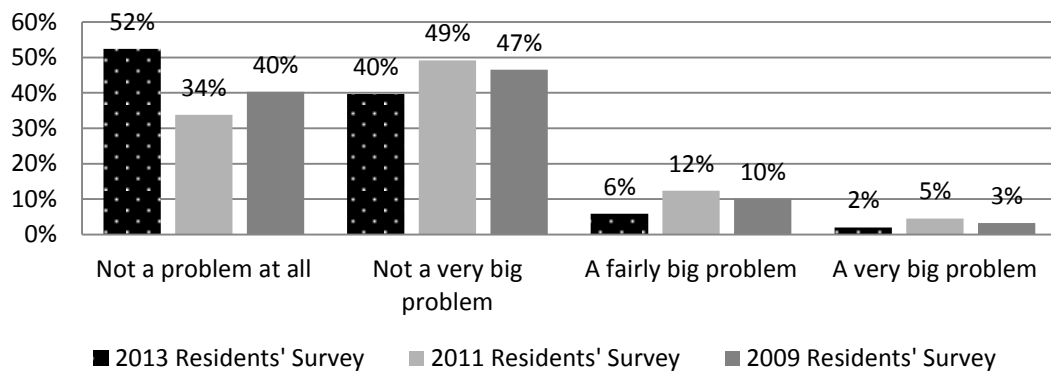
Chart 15: % of people who think that teenagers hanging around in public spaces is a problem



23. Question 10b: Less people think there is a problem with people using and dealing drugs

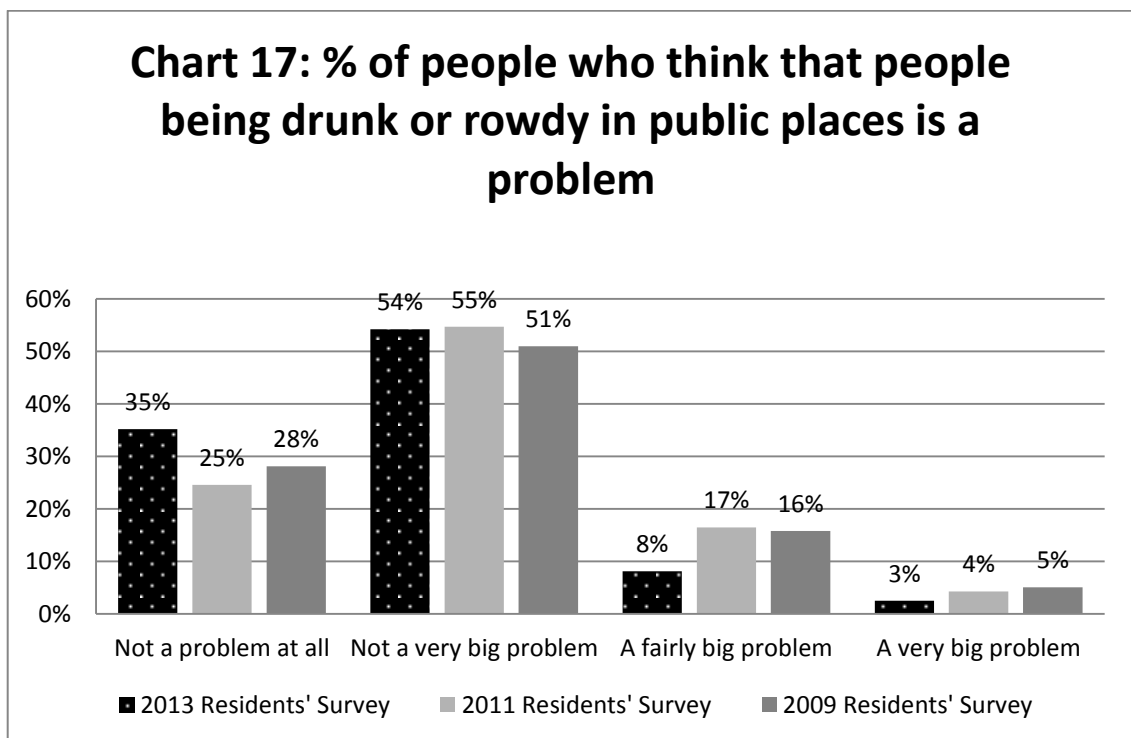
23.1. The majority (92%) of respondents do not think that there is a problem with people using or dealing drugs in the Borough. This means that there has been a decrease of 9% in those who perceive a problem between 2011 (17%) and 2013 (8%).

Chart 16: % of people who think that there is a problem with people using and dealing drugs in your neighborhood



24. Question 10c: Less people think that there is a problem with people being drunk and rowdy in public places

24.1. 89% of respondents did not think that there was a problem with people being drunk and rowdy in public places. As Chart 17 shows, there was a 10% drop in people perceiving a problem between 2009 (21%) and 2011 (11%).



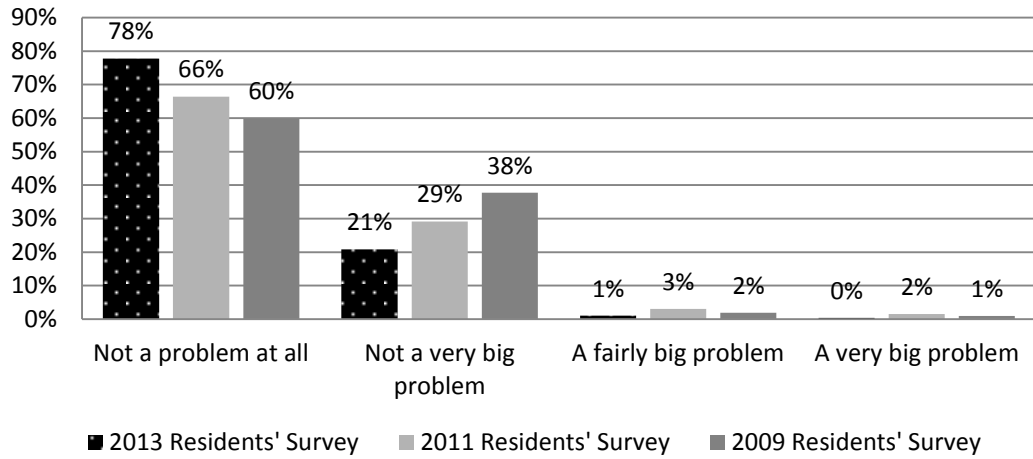
25. Question 10d: Most people feel safe on a night out in Fareham

25.1. This was a new question for the 2013 Residents' Survey. The majority of residents (84%) believed that feeling unsafe on a night out in Fareham was not a big problem.

26. Question 10e: More people do not think there is a problem with abandoned or burnt out cars

26.1. The vast majority (99%) of respondents did not think that there was much of a problem with abandoned or burnt out cars in the Borough. This is a 4% increase since 2011. Within this, 12% more people did not think it was a problem at all in 2013 (78%) compared to 2011 (66%).

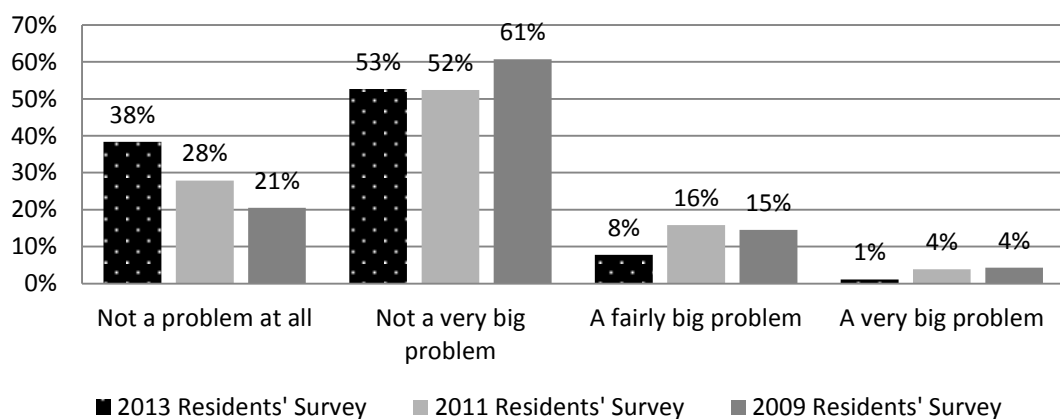
Chart 18: % of people who think that there is a problem with abandoned or burnt out cars



27. Question 10f: Less people think there is a problem with vandalism, graffiti and other deliberate damage to property or vehicles

27.1. Since 2009, there has been a 10% drop in the people who perceive a problem with vandalism, graffiti and other deliberate damage to property or vehicles. 19% felt this way in 2009. As Chart 19 shows, this increased to 20% in 2011 but dropped to only 9% in 2013.

Chart 19 % of people who think there is a problem with vandalism, graffiti and other deliberate damage to property or vehicles



28. Question 11: Just under half found it easy to book an appointment within a reasonable time at their GP practice

28.1. The following three questions were asked on behalf of the Fareham and Gosport Clinical Commissioning Group (CCG). Respondents were first asked whether they could easily book an appointment within a reasonable time at their GP practice. 49% of respondents said they could, whilst 51% said that they could not.

29. Question 12: Most people are satisfied with the service they get from their GP practice

29.1. Three-quarters (75%) of people were happy with their GP practice. This is an interesting result when taking into account the 51% of respondents who had difficulties in booking appointments within a reasonable time.

30. Question 13: The majority of people did not know about their local patient participation group

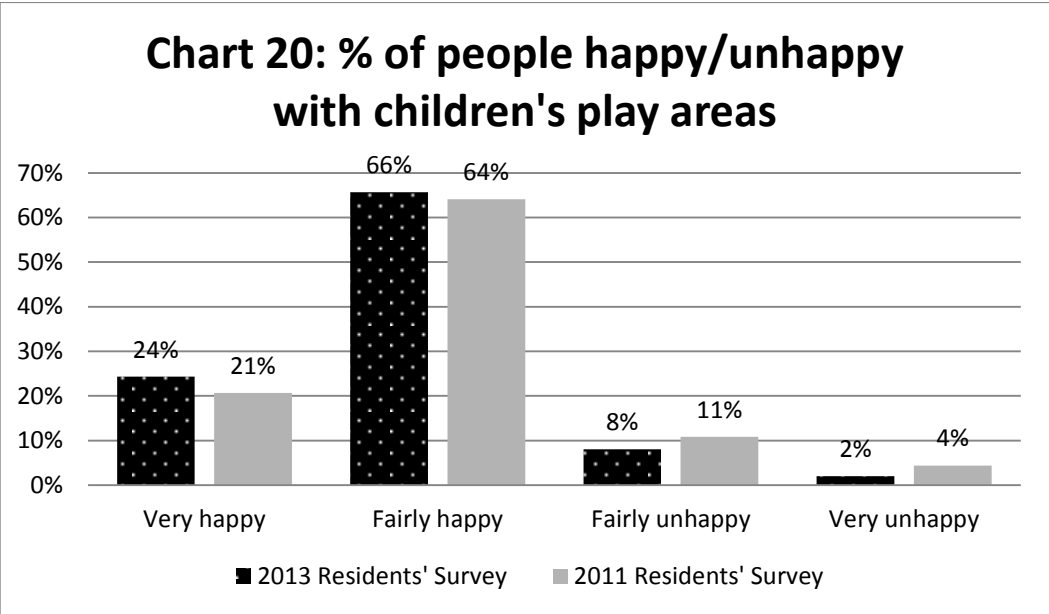
30.1. 71% of respondents did not know that their GP practice had a patient participation group that they could join.

31. COUNCIL PRIORITY 4 - LEISURE OPPORTUNITIES FOR HEALTH AND FUN

31.1. The following questions in the 2013 Residents' Survey were based around Council Priority 4: Leisure opportunities for health and fun.

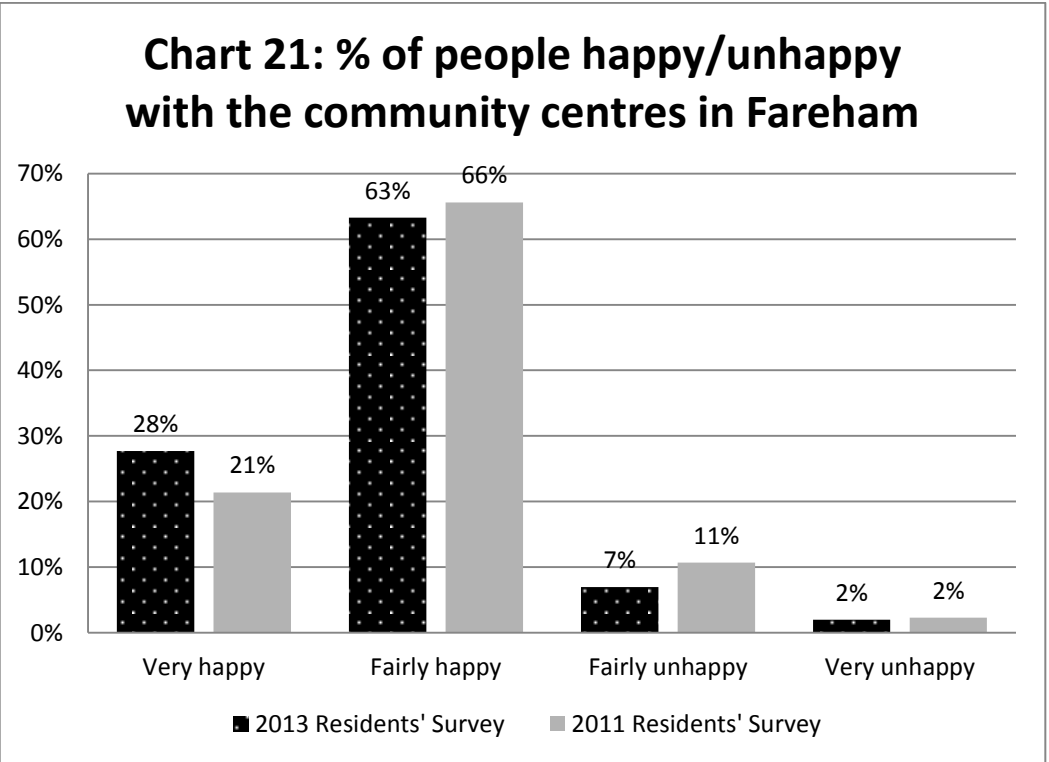
32. Question 14a: More people are happy with children's play areas in the Borough

32.1. As Chart 20 shows, there was a 5% increase in the respondents who were happy with the children's play areas in the Borough between 2011 (85%) and 2013 (90%).



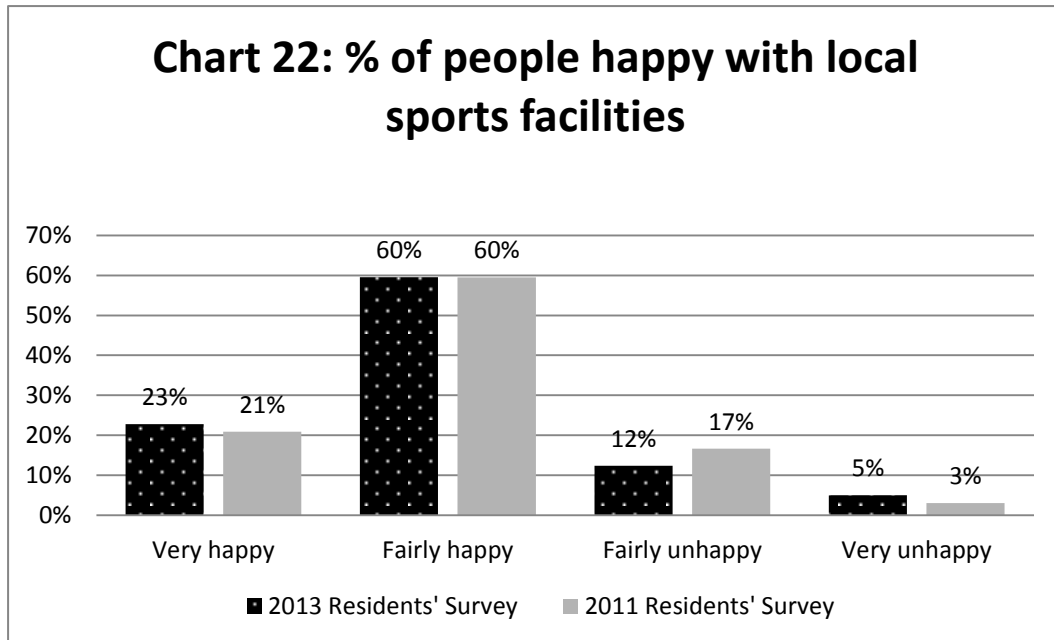
33. Question 14b: More people are happy with the community centres in Fareham

33.1. 91% of respondents were happy with the Borough’s community centres in 2013. This is 4% more than the 87% who felt the same in 2011. Within this there was a 7% increase in those who were very happy and a 4% decrease in those that were unhappy.



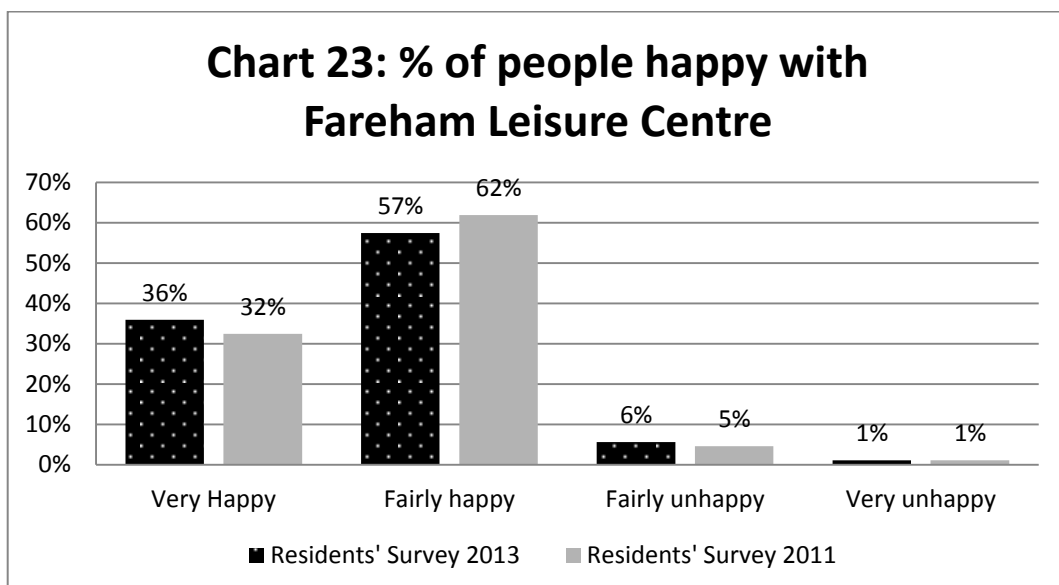
34. Question 14c: Slightly more people are happy with local sports facilities

34.1. As Chart 22 shows, 83% of respondents were happy with their local sports facilities including pitches, tennis courts and bowling greens. This is 2% more than in 2011 (81%).



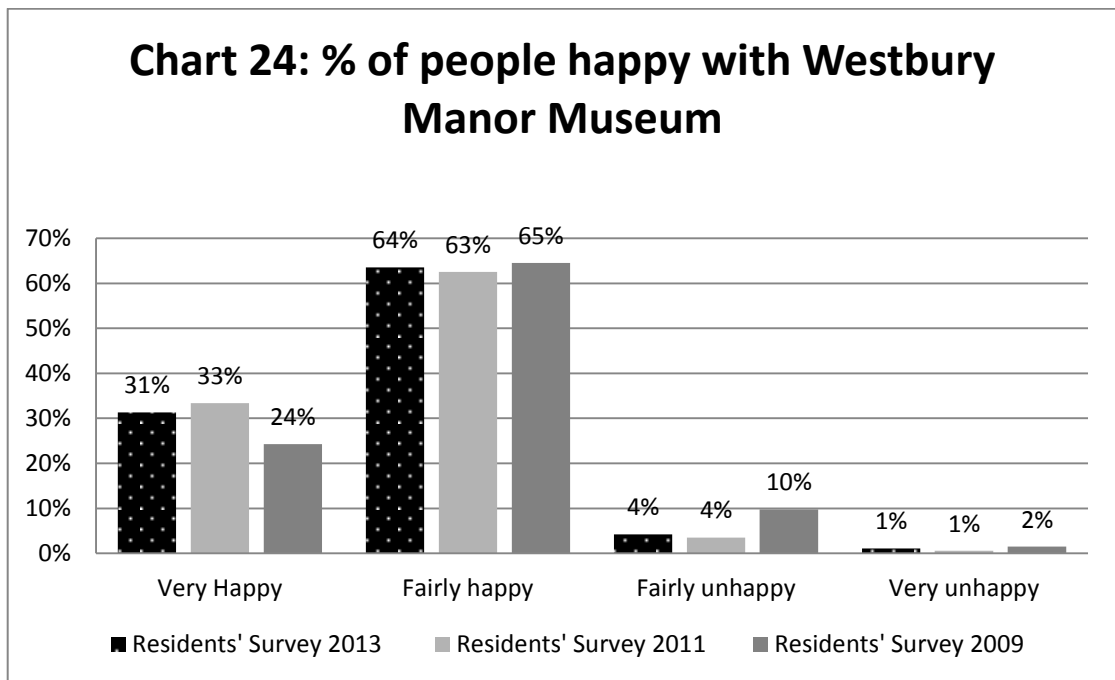
35. Question 15a: The vast majority of people are happy with Fareham Leisure Centre

35.1. Chart 23 shows that 93% of people were happy with Fareham Leisure Centre in 2013. This is a small (1%) decrease from the 94% who felt the same in 2011.



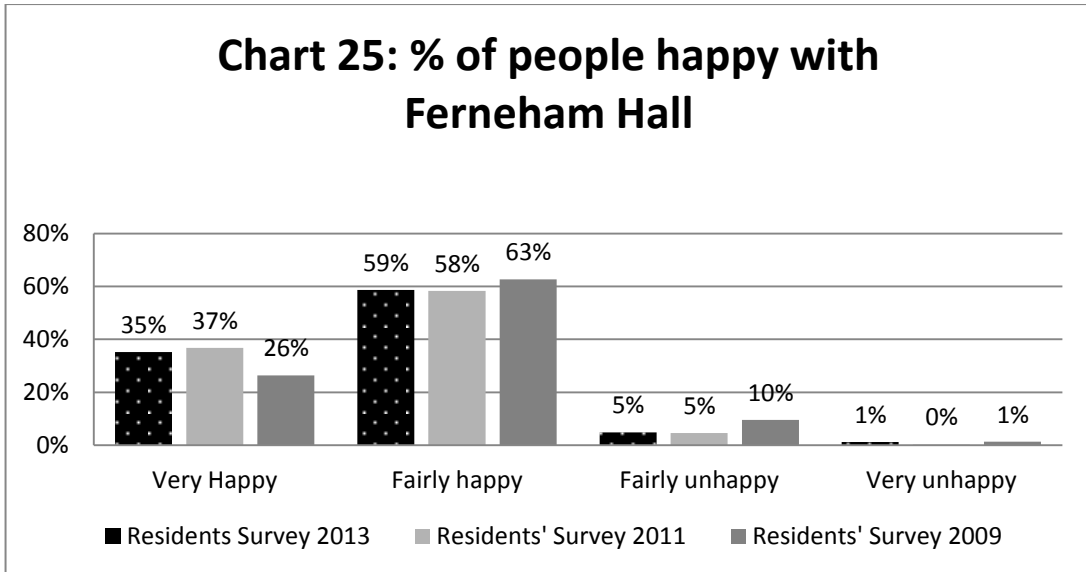
36. Question 15b: The majority of people are happy with Westbury Manor Museum

36.1. Chart 24 shows that 95% of respondents said that they were happy with Westbury Manor Museum in 2013. This is 1% less than the 96% who said they were satisfied in 2009, but 6% more than those who said the same in 2009.



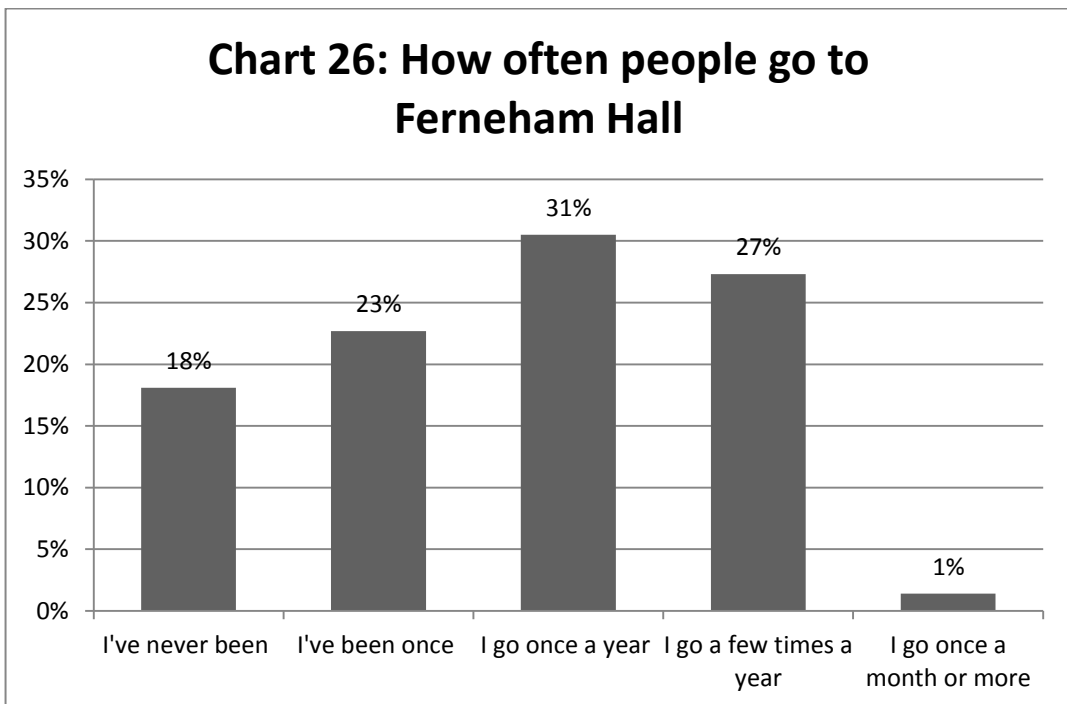
37. Question 15c: The majority of people are happy with Ferneham Hall

37.1. 94% of respondents were either very or fairly happy with Ferneham Hall in 2013. As Chart 25 shows, this was small decrease of 1% compared to 2011 (93%) but a 5% increase since 2009 (89%).



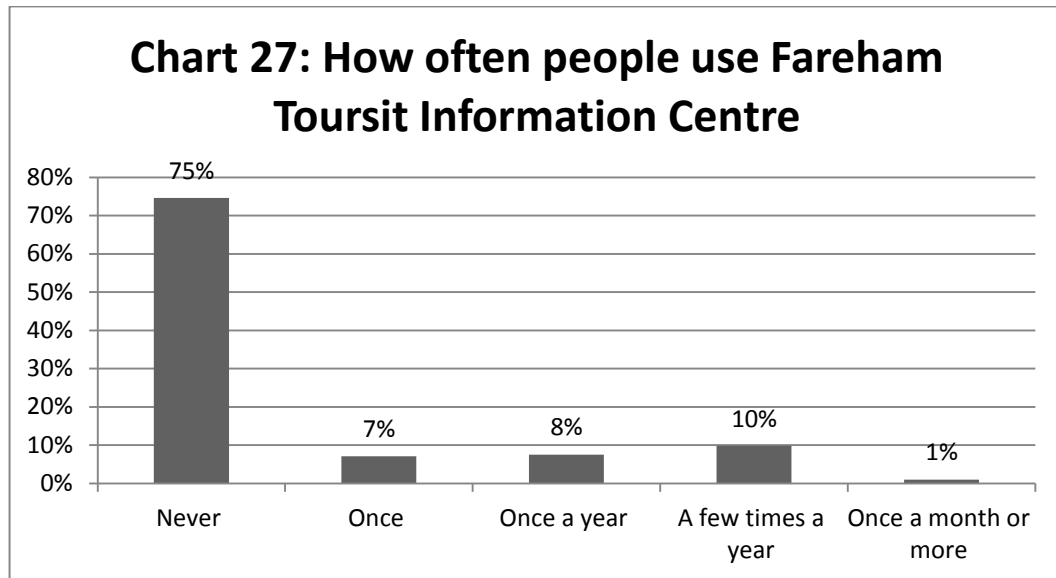
38. Question 16: More than half go to Ferneham Hall at least once a year

38.1. This was a new question for this year's residents' survey. 31% of respondents go to Ferneham Hall about once a year, whilst 27% go a few times a year. However, 18% have never been and nearly a quarter (23%) have only been once.



39. Question 17: Most people have never used Fareham’s Tourist Information Centre

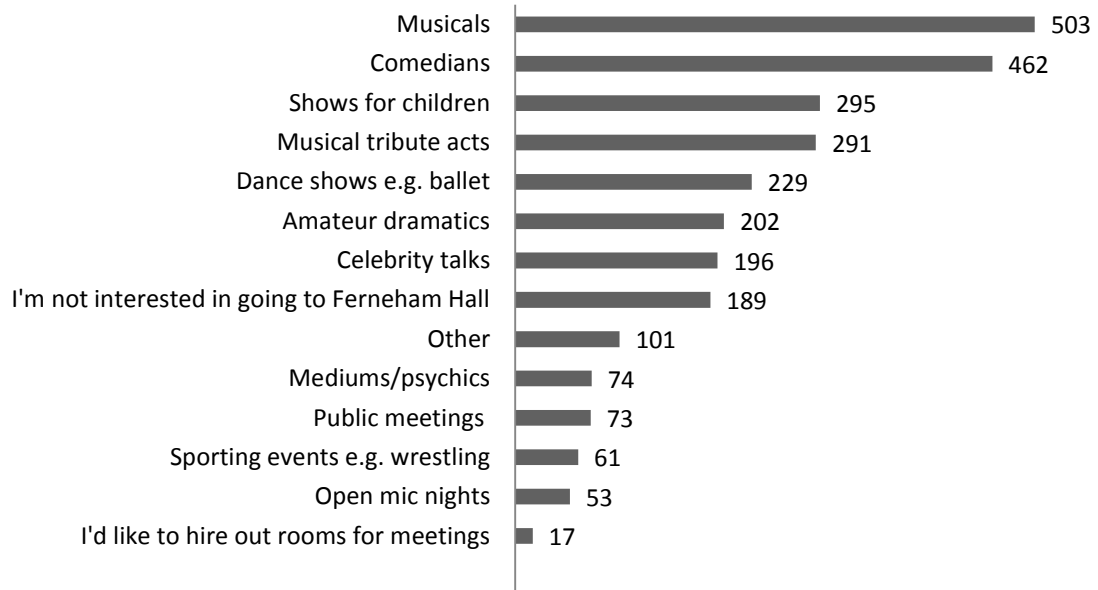
39.1. This was a new question for this year’s residents’ survey. 75% of respondents had never used the town’s Tourist Information Centre. Of those that did use it, only 11% of people used it more than once a year.



40. Question 18: Musicals and comedians were the shows people wanted most at Ferneham Hall

41. This was a new question for this year’s survey. Respondents were asked to pick their favourite 3 types of show that they would like to see at Ferneham Hall. As Chart 28 shows, musicals and comedians, followed by shows for children and musical tribute acts received the most responses. The least popular types of events were open mic nights, sporting events and public meetings. There was also little interest shown in hiring out rooms for meetings.

Chart 28: They types of shows people would like to see at Ferneham Hall



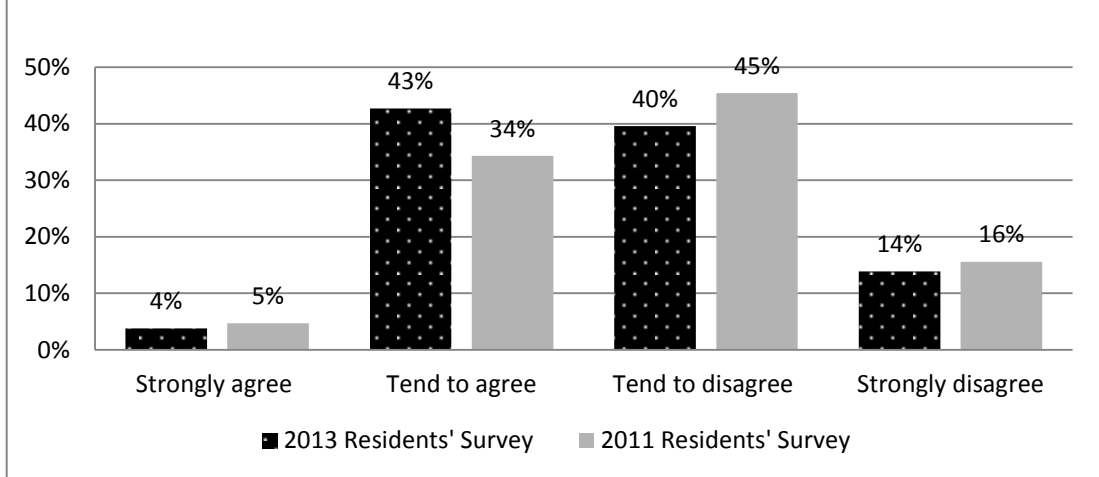
42. COUNCIL PRIORITY 5: A BALANCED HOUSING MARKET

42.1. The following questions in the 2013 Residents' Survey were based around Council Priority 5: A balanced housing market

43. Question 19a: The majority of respondents think there are not enough opportunities for young people to buy and rent locally

43.1. Respondents were asked to agree or disagree with the following statement, 'there are enough opportunities for young people to rent or buy a home in Fareham'. Chart 29 shows that the majority (54%) of respondents did not agree with this statement. However, this is 7% less than those who said the same in 2011 (61%).

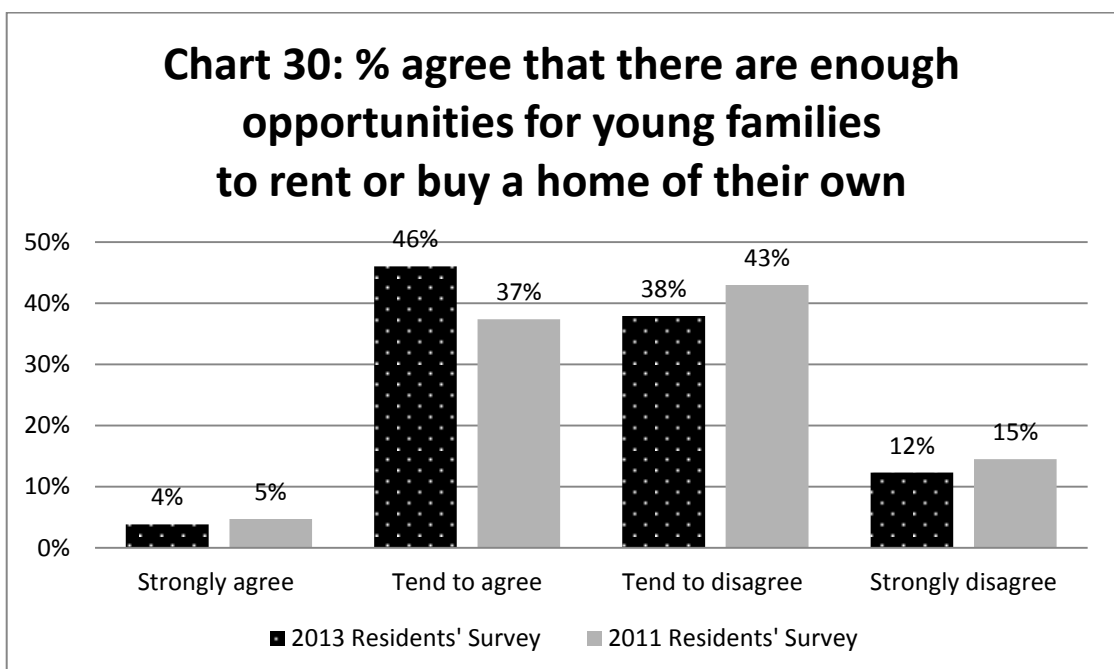
Chart 29: % agree/disagree that there are enough opportunities for young people to rent or buy a home in Fareham



44. Question 19b: Half do not think there are enough opportunities for young families to rent or buy a home in Fareham

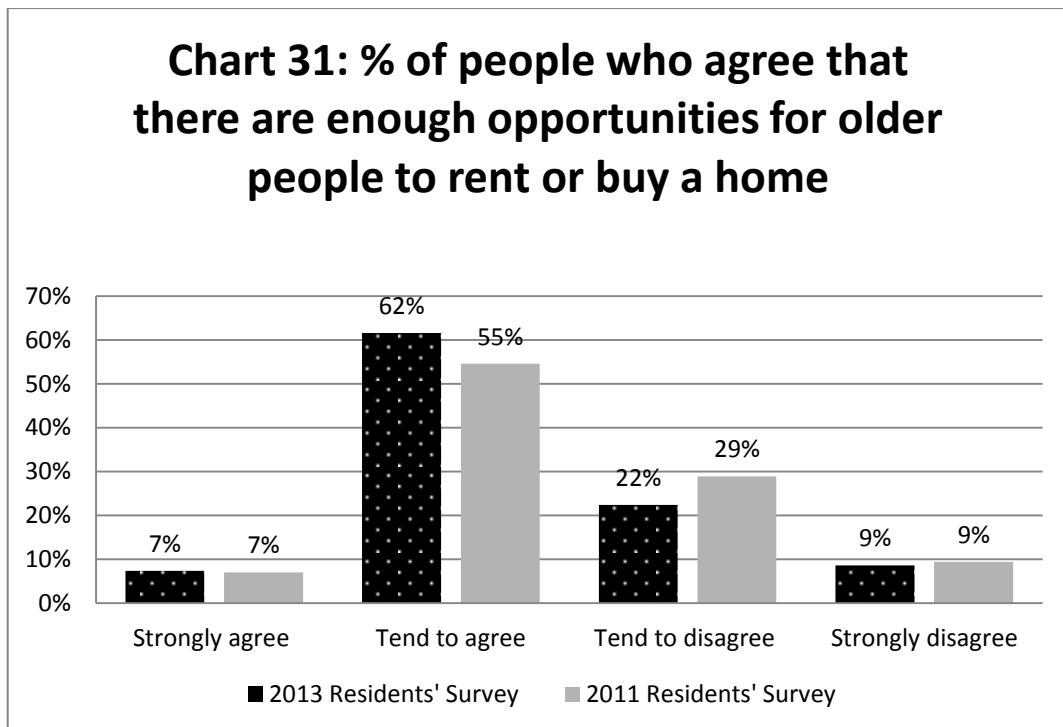
44.1. Respondents were asked to agree or disagree with the following statement 'there are enough opportunities for young families to rent or buy a home of their own in Fareham. The responses were split down the middle with 50% of respondents not agreeing with this statement. However, as Chart 30 shows this is 8% less than those who said the same in 2011 (58%).

Chart 30: % agree that there are enough opportunities for young families to rent or buy a home of their own



45. Question 19c: The majority of people think there are enough opportunities for older people to rent or buy a home in Fareham

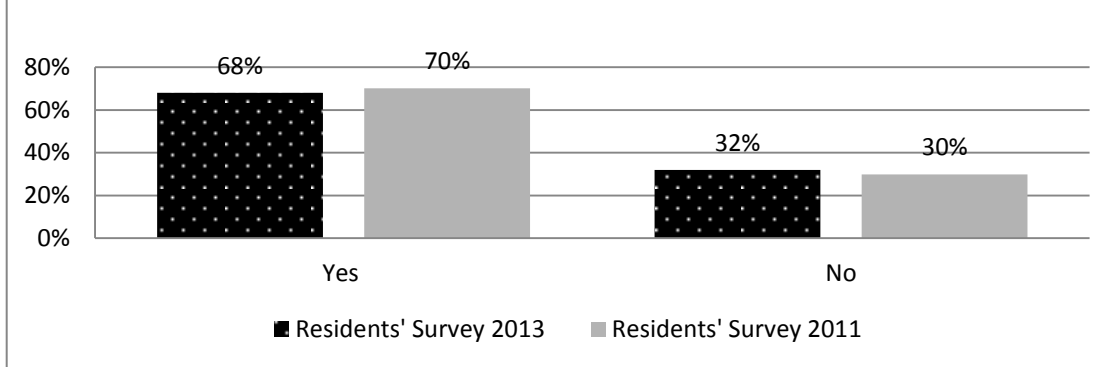
45.1. Respondents were asked to agree or disagree with the following statement 'there are enough opportunities for older people to rent or buy a home in Fareham'. Chart 31 shows that 69% of respondents agreed that there were enough opportunities. This is 7% more than the 62% who agreed in 2011.



46. Question 19d: Most people think the Council should be doing more to build new affordable homes for local people

46.1. Chart 32 shows that 68% of respondents believed that the Council should be doing more to build new affordable homes for local people. Whilst this is high, it is 2% less than those who felt the same in 2011 (70%).

Chart 32: Should the Council be doing more to build new affordable homes for local people

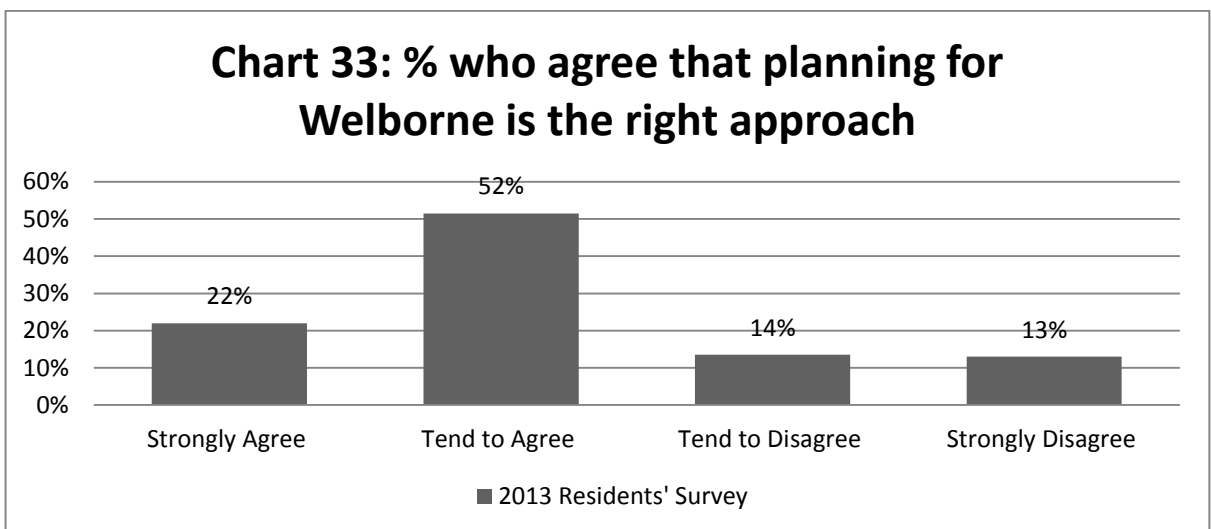


47. Question 20: Most agree that the Council’s decision to plan for Welborne is the right approach to take

47.1. Respondents were presented with the following statement ‘A decision has been taken to plan for Welborne, a new community north of the M27, with businesses, schools, open spaces and local services. It will help meet Fareham’s future housing needs and help stop piecemeal development taking place in the countryside that separates the different communities in the Borough.’ They were then asked whether in principle, they thought this was the right approach to take.

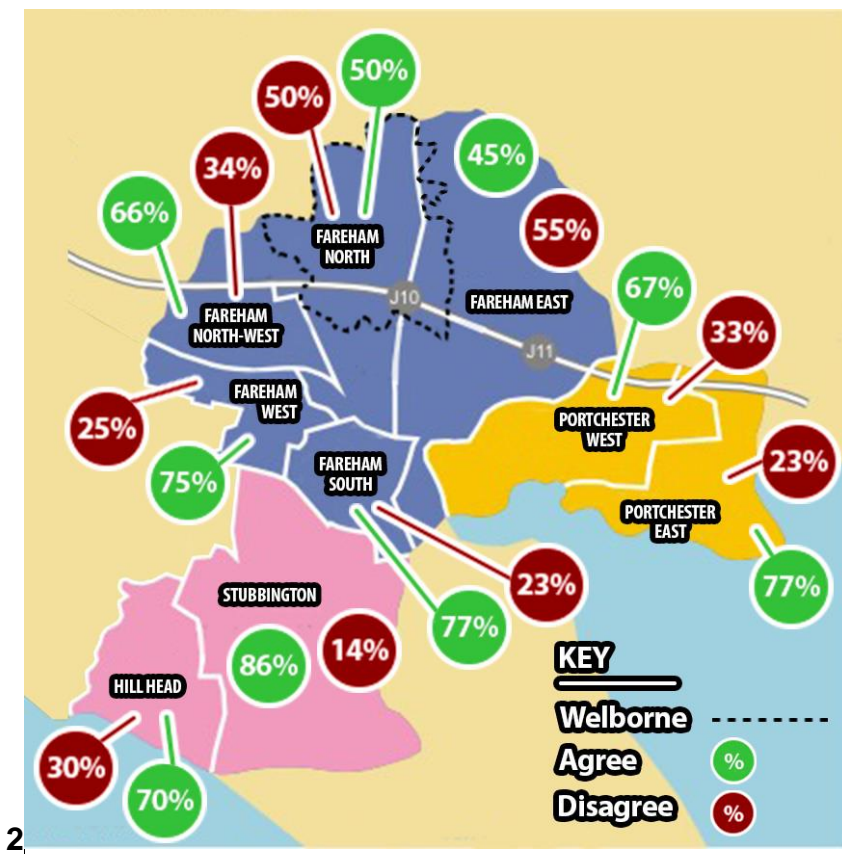
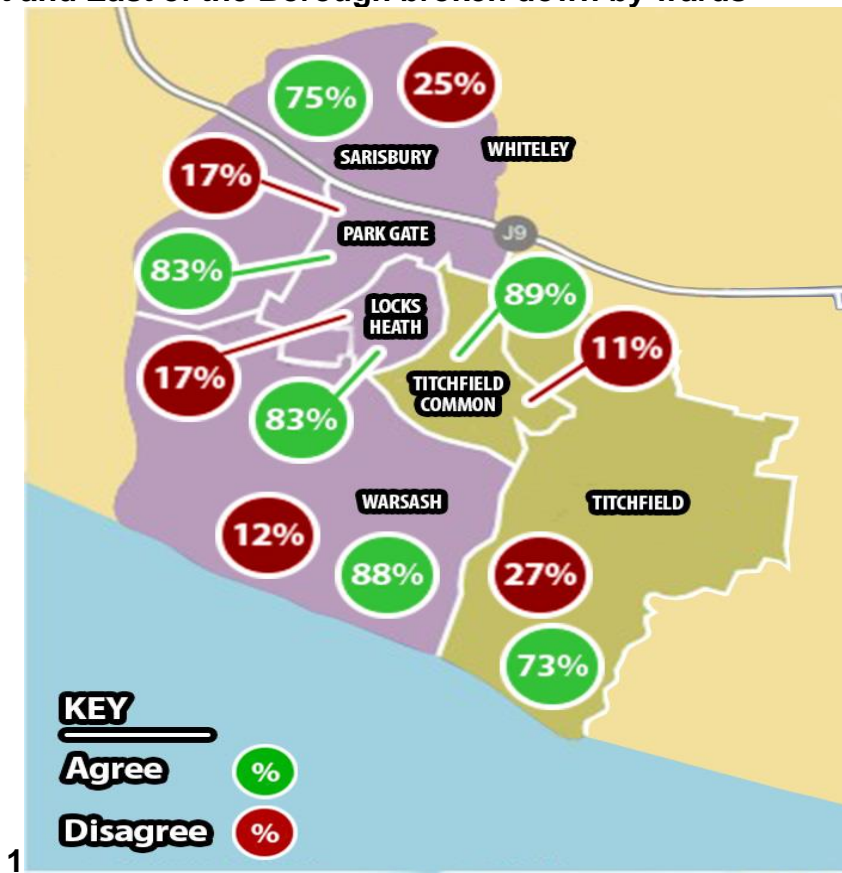
47.2. Chart 33 shows that nearly three-quarters (74%) of the respondents agreed with the approach. Of these 22% strongly agreed.

Chart 33: % who agree that planning for Welborne is the right approach



47.3. As the two maps show below, the majority of residents across the Borough are in support of the Council's approach. As would be expected, there are some geographical differences in the amount of support expressed, with wards such as Warsash and Titchfield Common expressing particularly strong support with 88% and 89% in favour respectively. However, it is interesting to note that there is still a substantial amount of support in wards close to the Welborne site, with 45% in Fareham East and 50% in Fareham North in favour of the Council's approach.

Maps 1 and 2: Support for the Council's approach to planning for Welborne in the West and East of the Borough broken down by wards

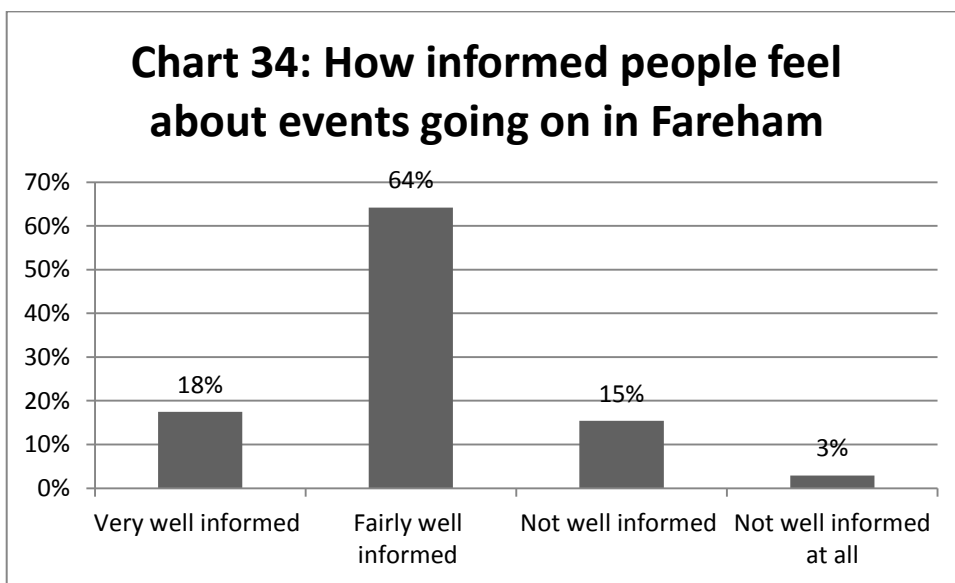


48. COUNCIL PRIORITY 6 - STRONG AND INCLUSIVE COMMUNITIES

48.1. The following questions in the 2013 Residents' Survey were based around Council Priority 6: Strong and inclusive communities.

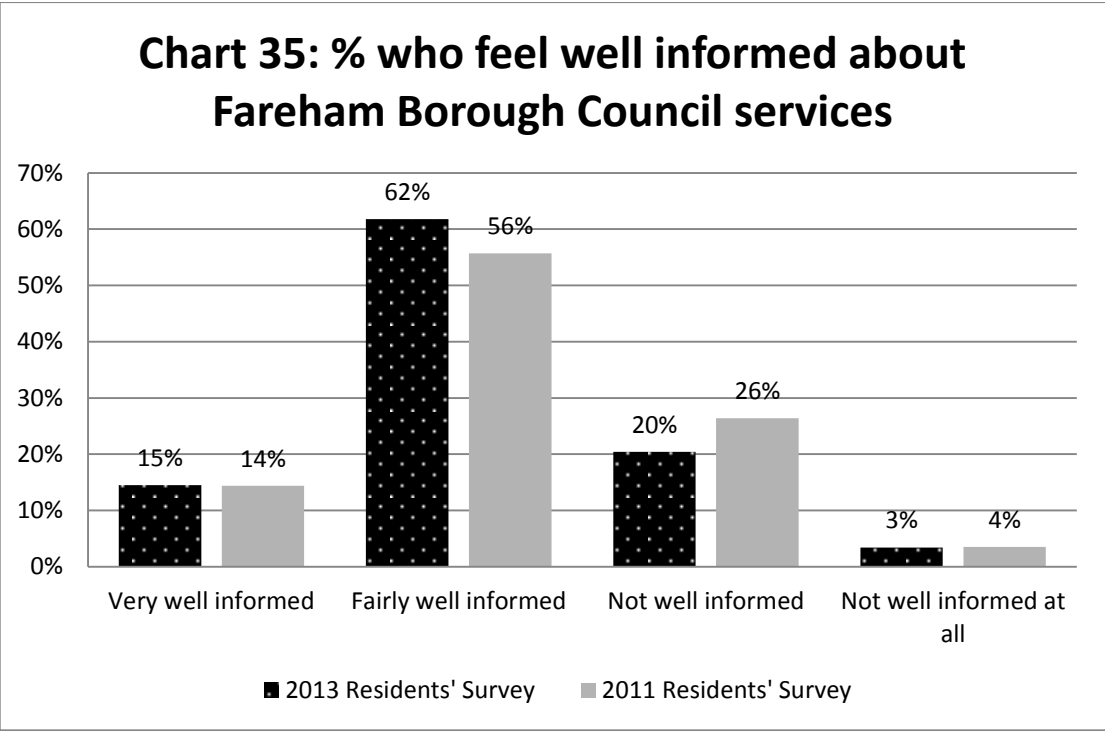
49. Question 21a: Most people feel well informed about events going on in the Borough

49.1. This was a new question for the 2013 Residents' Survey. Respondents were asked how well informed they felt about events going on in Fareham. 82% said they felt informed; of these 18% said they were very well informed.



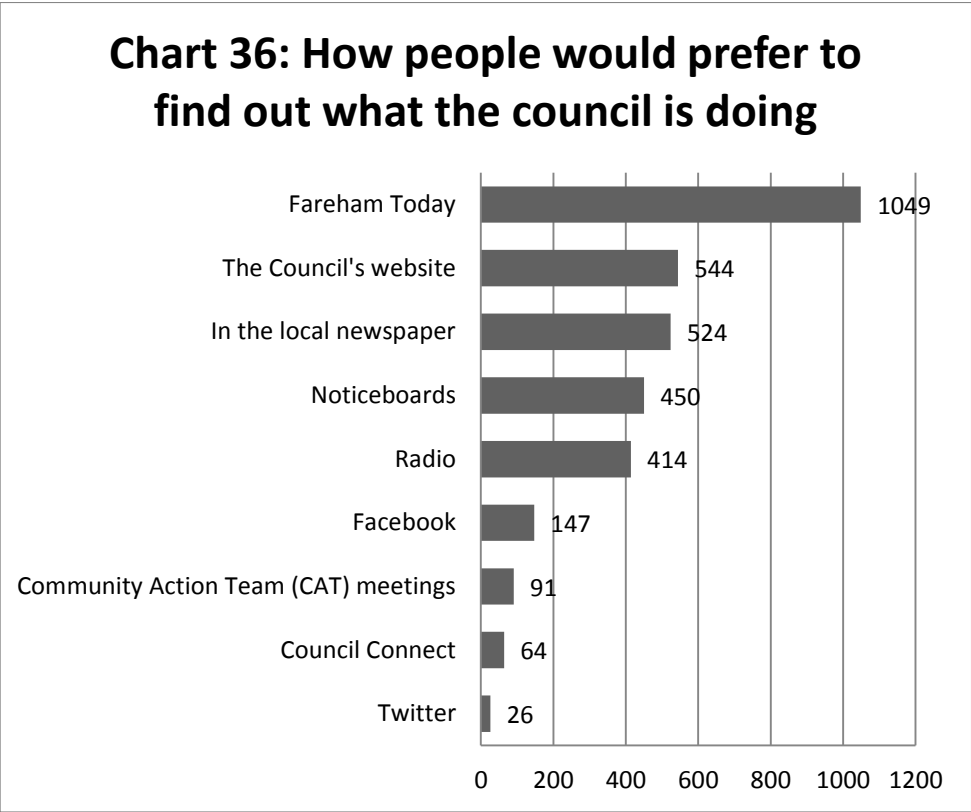
50. Question 21b: More people feel well informed about Fareham Borough Council services

50.1. As Chart 35 shows, there was a 7% increase in the respondents who felt well informed about Fareham Borough Council services between 2011 (70%) and 2013 (77%). This increase is likely to reflect a number of the Council's actions aimed at improving communication with residents that have taken place since 2011. These have included, setting up the new website, Facebook page, Council Connect and improving the content of Fareham Today



51. Question 22: People want to find out what the Council is doing from a variety of sources

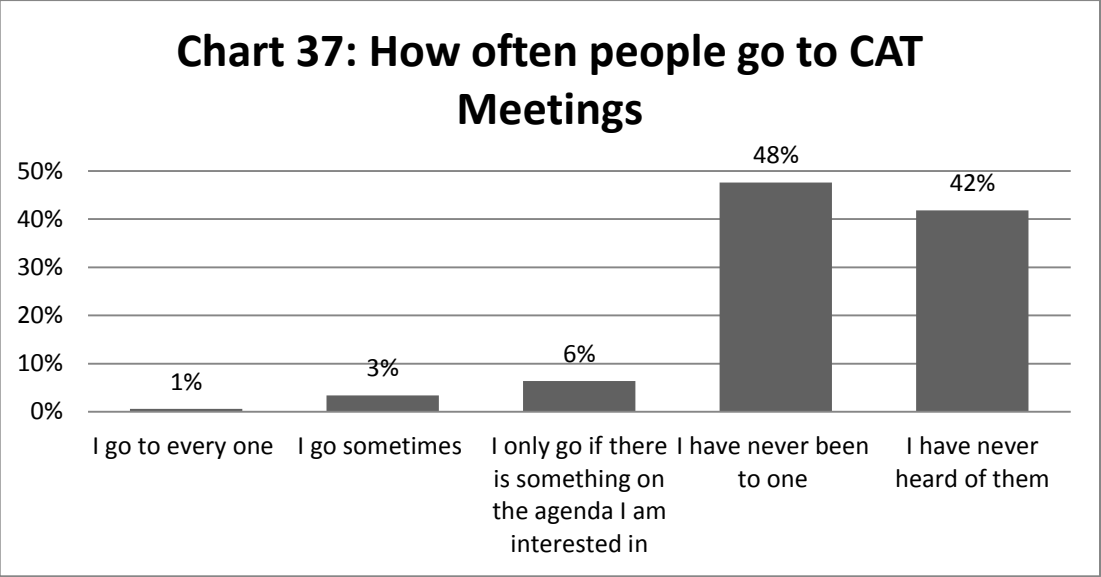
51.1. This was a new question in the 2013 Residents' Survey. As Chart 36 shows, residents prefer to find out what the Council is doing from a variety of sources.



51.2. It is interesting to note that whilst Fareham Today is the most popular way to find out what the Council is doing overall, there are differences depending on the age of respondents. There is a much greater preference for finding out about the Council via the website and social media i.e. Facebook and Twitter from respondents aged 34 and under.

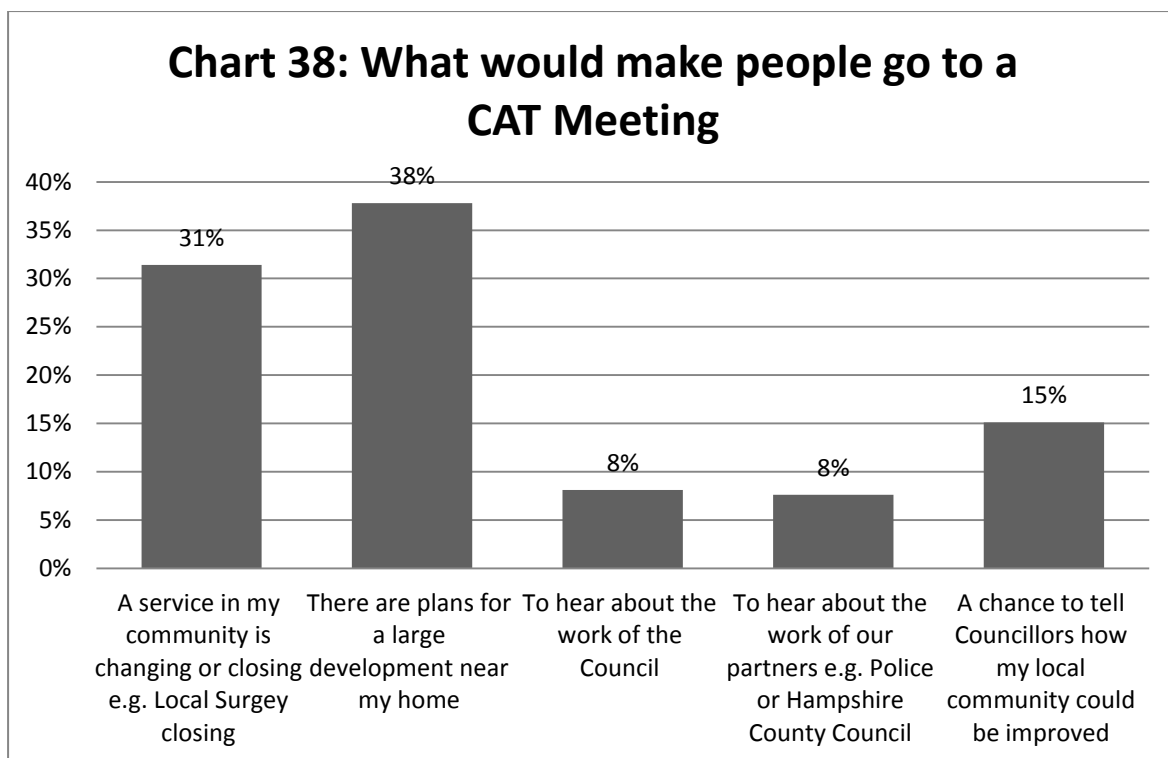
52. Question 23: Most people don't go to Community Action Team (CAT) meetings

52.1. This was a new question in the 2013 Residents' Survey. The aim of it was to find out peoples' awareness of and their interest in CAT meetings. As Chart 37 shows only 10% of respondents had been to CAT meetings. Of these, only 6% go if there is something interesting on the agenda. Of the 90% that had never been to a meeting, 42% had never heard of them despite regular publicity.



53. Question 24: Changes to people’s local area would make people go to a CAT Meeting

53.1. This was a new question in the 2013 Residents’ Survey. It asked people what would make them go to a CAT meeting. The most important topics for respondents were issues that impacted on them and their local area directly. There are plans for a large development near my home (38%) and a service in my community is changing or closing e.g. local surgery closing (31%) were the two most important motivations for people attending a CAT. This is supported by the fact that the CAT meetings that have focused on similar topics e.g. Welborne and the closure of the Locks Road surgery have had a very high attendance and level of engagement e.g. people asking questions.



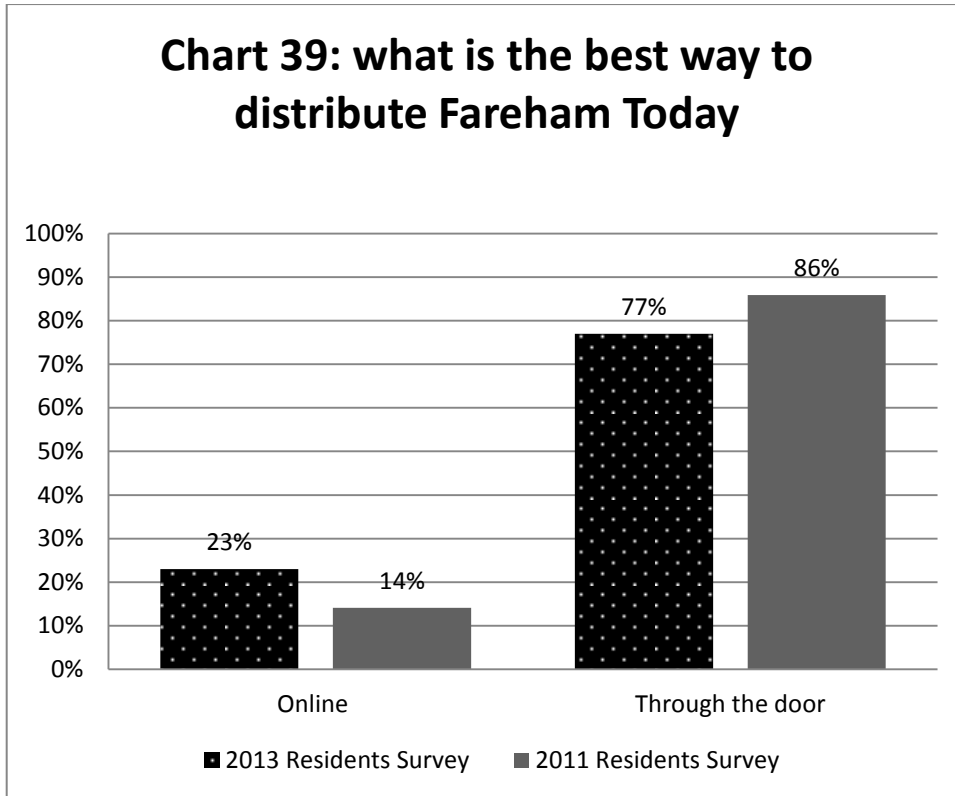
53.2. From the analysis of the results it appears that a review of Community Action Teams would be beneficial.

54. Question 25: The majority of people read Fareham Today 3 times a year

54.1. The majority of respondents (80%) read Fareham Today 3 times a year. However, within this there are some major variations depending on the age of the respondent. Those aged over 85 are most likely to read every edition (90%), whilst those aged between 16 and 24 least likely to (54%). The under 24s are also the most likely to never read Fareham Today, with 23% saying that have not read the magazine.

55. Question 26: More people want to read Fareham Today online

55.1. Residents were asked about the best way to distribute Fareham Today to them. There was a 9% increase since 2009 in the percentage of respondents who wanted the magazine distributed electronically, with 14% wanting it in 2009 and 23% in 2013. This trend is likely to continue as more and more of our residents get online and become used to consuming content in this way.



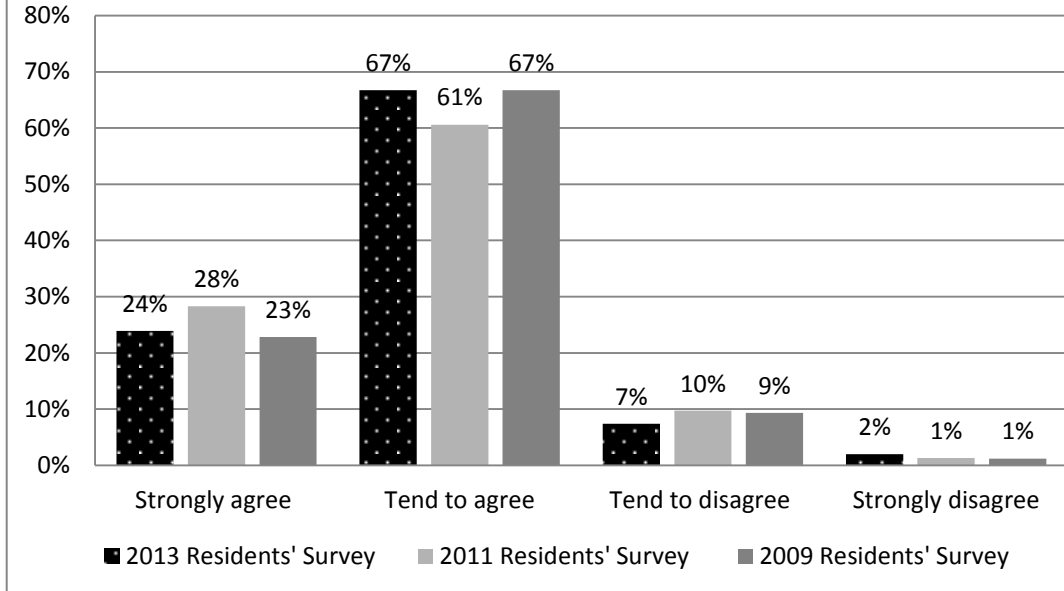
56. Question 27: Residents used a variety of ways to get in touch with the Council during the last 12 months

56.1. This was a new question for the 2013 Residents' Survey. Respondents were asked how often they contacted the Council using a variety of methods. Contacting us by phone was the most commonly used method, followed by website, email, face-to-face and letter.

57. Question 28a. More people found the Council welcoming

57.1. As Chart 40 shows, the percentage of people who agreed that they found the Council welcoming when they contacted us increased by 2% from 89% in 2011 to 91% in 2013.

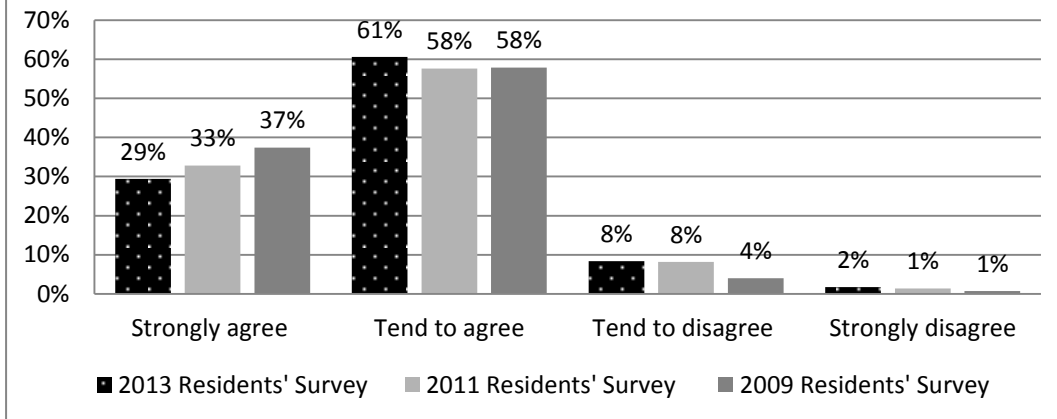
Chart 40: % of people who agreed/disagreed that they found the Council welcoming



58. Question 28b: Most people found the Council easy to contact

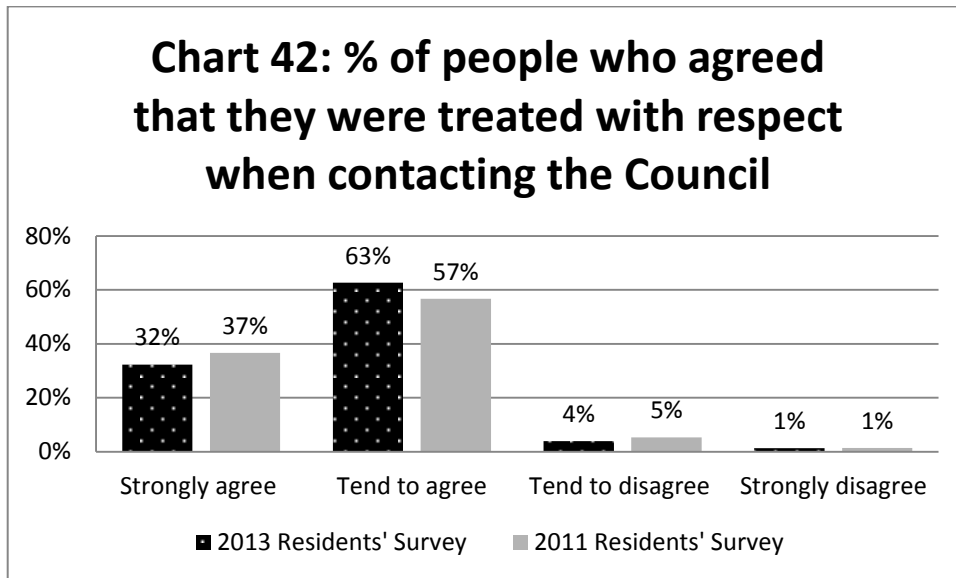
58.1. The majority of respondents (90%) found the Council easy to contact. However, as Chart 41 shows, this was down by 1% on those who said the same in 2011 (91%) and 5% down from the 95% who responded the same in 2009.

Chart 41: % of people who agreed that the Council was easy to contact



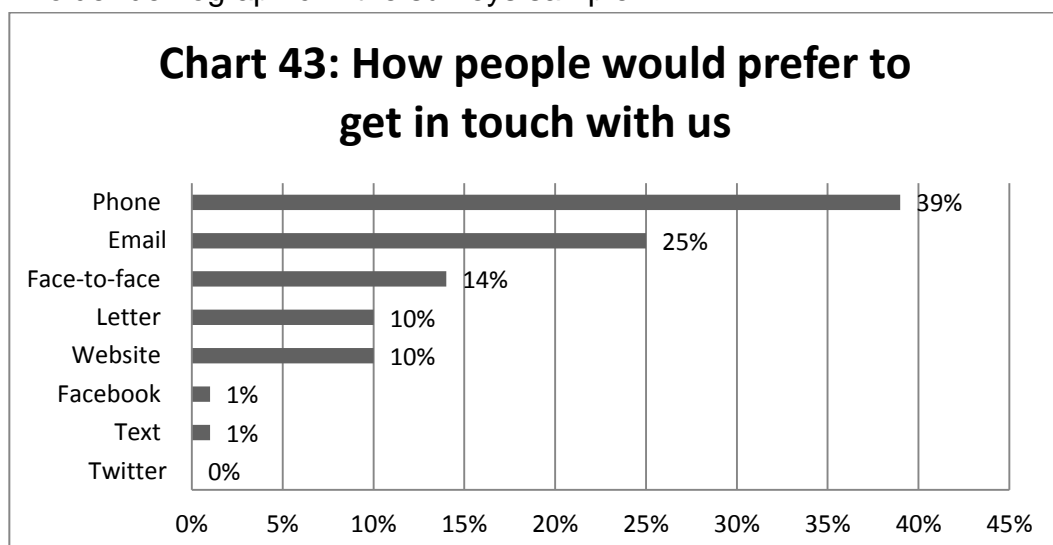
59. Question 28c: More people agreed that the Council treated them with respect

59.1. As Chart 42 shows, 1% more of the respondents agreed that the Council treated them with respect when contacting us. The percentage that agreed in 2011 was 94% and this rose to 95% in 2013.



60. Question 29: The majority of people would prefer to be contacted by letter

60.1. This was a new question for the 2013 Residents' Survey. The aim of it was to find out respondents preferred methods for contacting the Council. As Chart 43 shows, contacting us by phone was the preferred method of contact for 39% of respondents, this was followed in popularity by email (25%) and face-to-face (14%). The low percentages for Facebook and Twitter could be partly explained by the slight overrepresentation of the older demographic in the surveys sample.

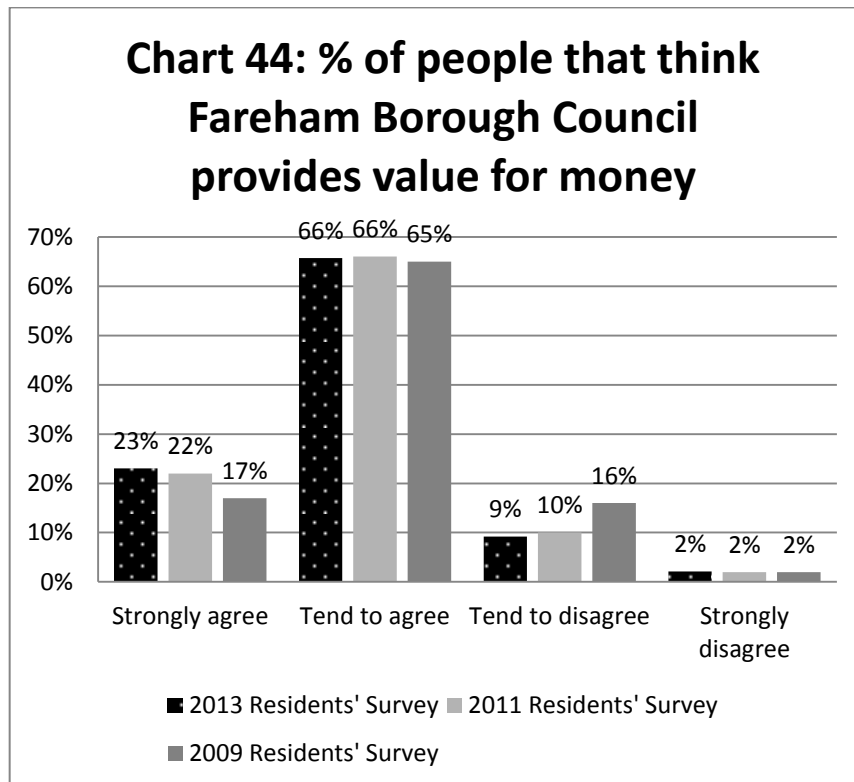


61. COUNCIL PRIORITY 7: TO BE A DYNAMIC, PRUDENT AND PROGRESSIVE COUNCIL

61.1. The following questions in the 2013 Residents' Survey were based around Council Priority 7: To be a dynamic, prudent and progressive Council.

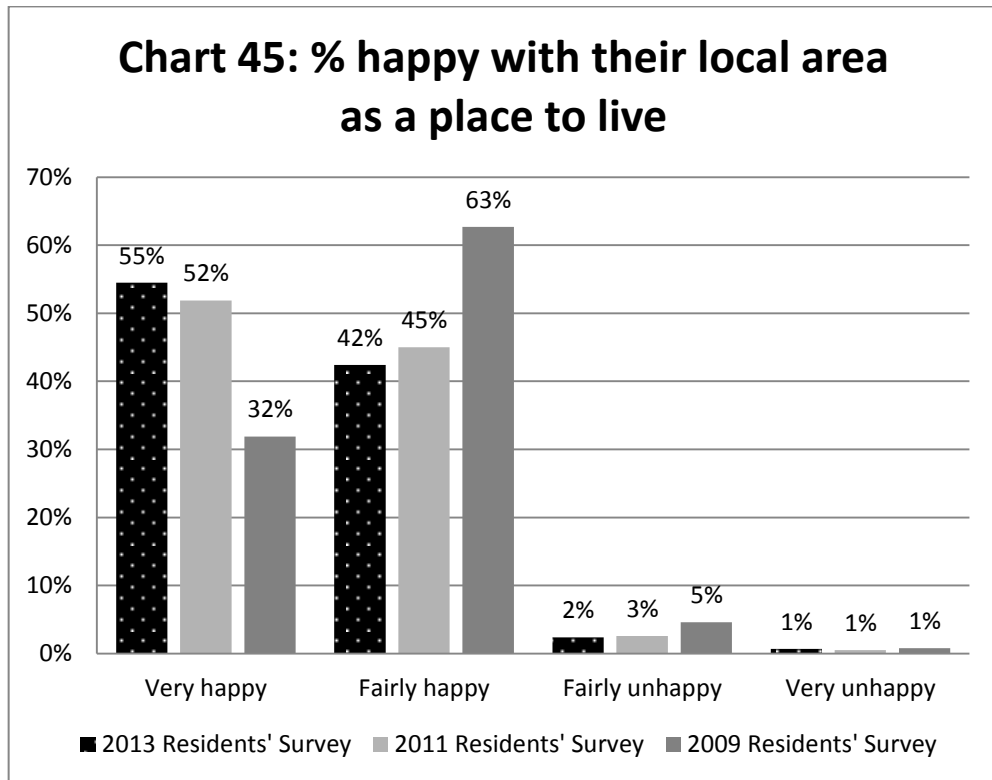
62. Question 30: More people think that Fareham Borough Council provides value for money

62.1. As can be seen in Chart 44, 89% of respondents agreed that the Council provides value for money. This is a 1% increase over the 88% of respondents who felt the same in 2011 and a 7% increase in those who felt the same in 2009 (82%). The biggest part of the increase since 2009 has come from the respondents who strongly agreed that the Council provides value for money.



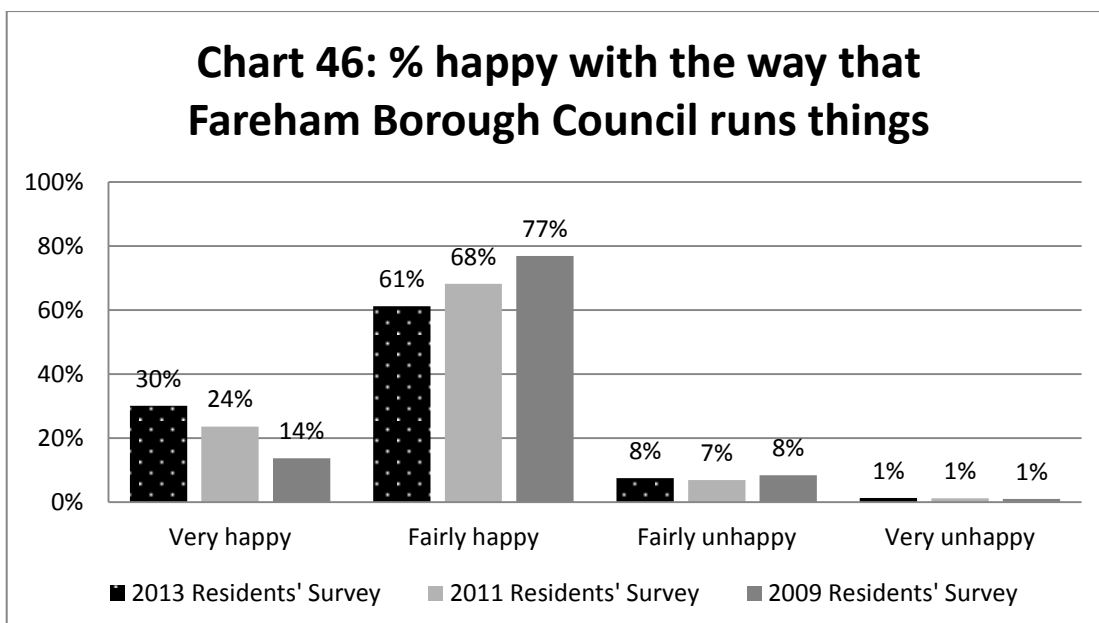
63. Question 31: The vast majority of residents are happy with their local area as a place to live

63.1. According to the 2013 Residents' Survey, people in Fareham are happy with their local area as a place to live. 97% of respondents stated that they were happy with their local area as a place to live, the same as in 2011. As Chart 45 shows, this is 2% more than the 95% who said the same in 2009.



64. Q32: A large majority are happy with the way that Fareham Borough Council runs things

64.1.91% of residents were either fairly happy or very happy with the way Fareham Borough Council runs things in 2013. This was a small decrease of 1% from the 92% who felt the same in 2011. However, there was a 6% increase in the percentage of people who were very happy between 2011 (24%) and 2013 (30%). It is also 16% more than those who were very satisfied in 2009 (14%).



65. Question 33: Collecting household waste and recycling the most important Council service to residents

65.1. This was a new question for the 2013 Residents' Survey, although a similar one had been asked in 2009. Respondents were asked to tick the 5 services most important to them and their 5 least important services from a list of Council services.

65.2. Table 1 shows the number of high importance and low importance responses each Council service received, followed by the difference (high importance responses minus low importance). It then ranks each service in order of importance to the respondents, with 1 being the most important.

Table 1: Council Services ranked in order of importance to respondents

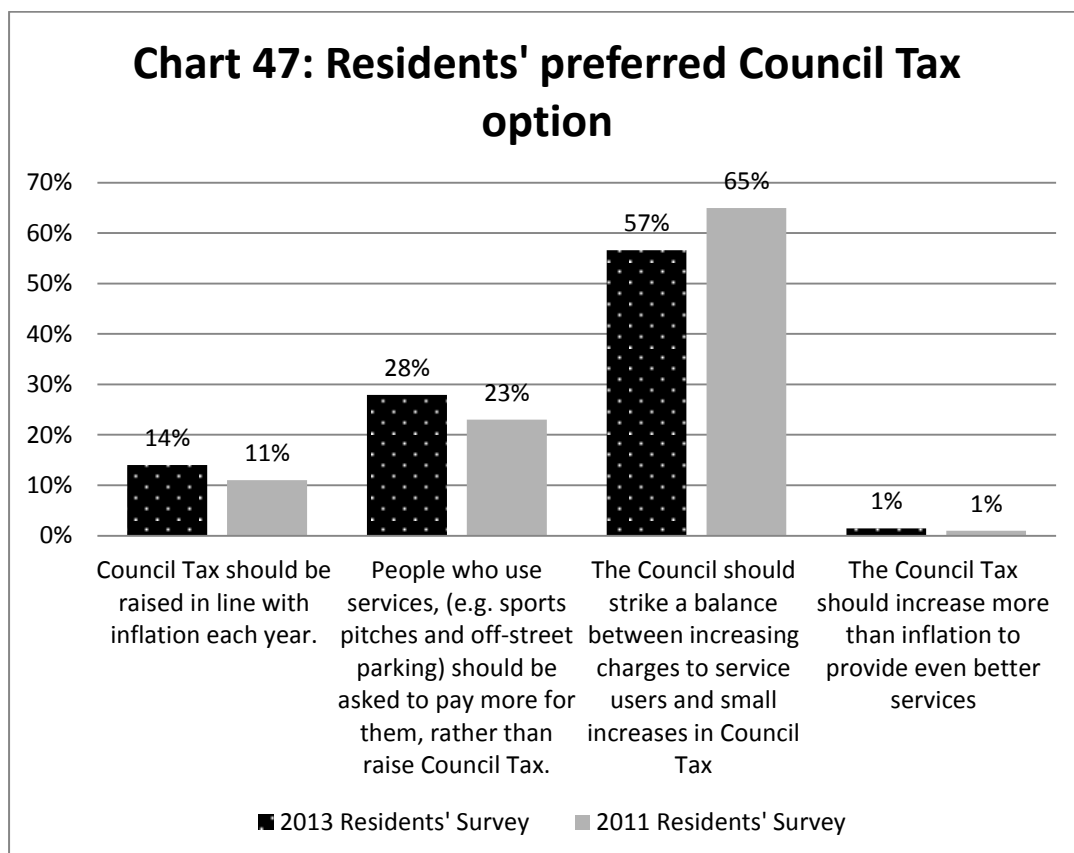
Council Services	High Importance responses	Low Importance responses	Difference	Rank
Collecting your household waste and recycling	1088	15	1073	1
Working with the police to reduce crime	670	27	643	2
Cleaning the streets, providing litter bins, removing abandoned vehicles	663	36	627	3
Providing parks, open spaces and woodlands	627	81	546	4
Providing local facilities to play football, cricket, rugby, tennis and bowls	348	129	219	5

Council Services	High Importance responses	Low Importance responses	Difference	Rank
Mowing the grass in public areas	339	149	190	6
Fareham Leisure Centre	282	103	179	7
Planning future housing and business growth within the Borough	333	157	176	8
Providing children's playgrounds	283	113	170	9
Dealing with planning applications and ensuring that building works comply with safety standards	306	139	167	10
Working with retailers to create an attractive town centre	379	214	165	11
Building affordable homes to rent or buy	375	227	148	12
Public toilets	378	242	136	13
Environmental health inspections	226	126	100	14
Community centres	203	113	90	15
Providing car parks and fining those who park illegally	328	255	73	16
Providing grants to reduce home energy costs & adapt homes for people with disabilities	265	212	53	17
Providing CCTV cameras	285	246	39	18
Ferneham Hall	183	197	-14	19
Providing grants to community groups and voluntary bodies	202	296	-94	20
Pest control and stray dogs	173	276	-103	21
Collecting your garden cuttings	288	398	-110	22
Providing advice to prevent homelessness	183	295	-112	23
Housing Benefit and Council Tax Benefit	219	455	-236	24
Westbury Manor Museum	92	407	-315	25
Providing allotments	131	505	-374	26
Tourist Information Centre	84	473	-389	27

65.3. As Table 1 shows collecting household waste, working with the police to reduce crime and keeping the streets clean were the 3 most important services to respondents. From the number of responses received it is clear that collecting household waste is the most important to residents by some distance. The town's Tourist Information Centre, the provision of allotments and Westbury Manor Museum were the 3 least important to respondents.

66. Question 34: Most want a balance struck between increasing charges to service users and small increases in Council Tax

66.1. The majority of respondents (57%) wanted a balance struck between increasing charges to service users and small increases in Council Tax. However, this was a drop of 8% from those who felt the same in 2011 (65%). As Chart 47 shows, there was a 5% increase in respondents who thought that people who use services, (e.g. sports pitches and off-street parking) should be asked to pay more for them, rather than raise Council Tax. There was also a small (3%) increase in the percentage of people who thought that Council Tax should raise in line with inflation each year.



67. Conclusion

- 67.1. The results of the Residents' Survey shows that the high levels of resident satisfaction within the Borough have been maintained, and in many areas improved, since both the 2011 and 2009 Residents' Surveys. However, it must be noted that within this overall upward trend, there are a few areas where satisfaction levels have dropped slightly since 2011. These few minor reductions in satisfaction must be put into context, as they are still scoring high levels of happiness, just slightly less than in 2011.
- 67.2. The results of the Community Action Team (CAT) questions indicate that not a lot of residents go to the meetings and many were not even aware of them despite widespread publicity. Therefore, it would be beneficial to conduct a review of CATs.
- 67.3. The information given by respondents about the services that are most and least important to them, will be a useful tool in helping to inform future decision making.
- 67.4. It is reassuring to see that there was a strong level of support across the Borough for the development of Welborne. Nearly three-quarters of respondents agreed with the Council's approach to helping meet future housing needs and stopping piecemeal development, by planning for the new community.
- 67.5. Overall, it is clear from the analysis of the 2011 Residents' Survey, that the majority of residents are happy with the services that Fareham Borough Council provides. These high satisfaction levels indicate that the Council is successfully working towards achieving its seven corporate priorities 2011-2017 and ensuring that Fareham remains a prosperous, safe and attractive place to live and work.