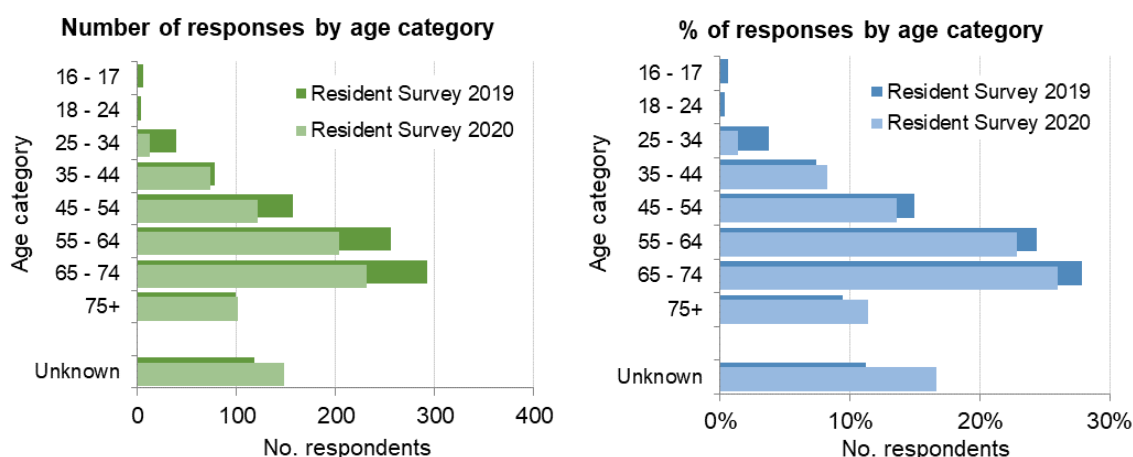


Residents' Survey

**Analysis of results
2020**

This report provides analysis of the results of the 2020 Malvern Hills District residents' survey, which took place from 6 September to 4 October. This year was the second time we have run our own residents' survey, moving away from the traditional partnership with the county council and other partners. Several changes were made to the survey in 2019, including to its content and promotion, and these have continued in 2020.

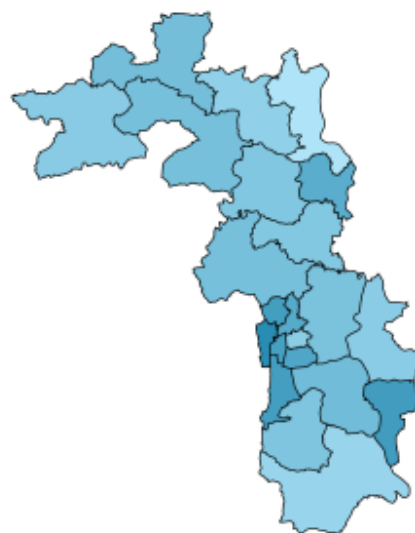
The total number of responses received in 2020 was 888 compared with 1,049 in 2019. The 2020 respondents saw a proportional increase in the 35-44 and over 75 categories. Disappointingly, no respondents identified themselves as being under 25 in 2020 and work is now underway to find other ways of engaging with these younger age groups.



There were 688 respondents that gave an identifiable postcode which included people from all 22 Malvern Hills wards.

The level of responses per 1,000 residents for each ward ranged from 17.3 in West to 3.2 in Baldwin. Overall the 888 total responses equates to just over thirteen responses per 1,000 residents.

The survey was split into five sections: 'About your local area and public services', 'Respect, consideration and community safety', a section about residents' use and satisfaction with council services, and 'Helping out'. In addition, for 2020, a section on Covid-19 was included in the survey, firstly looking at Malvern Hills District Council's response to the pandemic, and secondly looking ahead to Covid-19 Recovery. The Covid-19 Recovery questions have been asked across all districts in Worcestershire and for the county as a whole. Each of these sections will be analysed below and, where possible, comparisons will be made to previous surveys.



In order to achieve a more accurate representation of the population of the district, all results presented here are weighted by age.

Based on the overall response rate the confidence level for the results overall is 3%. Therefore, and only where results are directly comparable to previous years, **only changes of 3 percentage points or more can be considered as statistically significant**. Where questions have smaller response rates the confidence level may be higher.

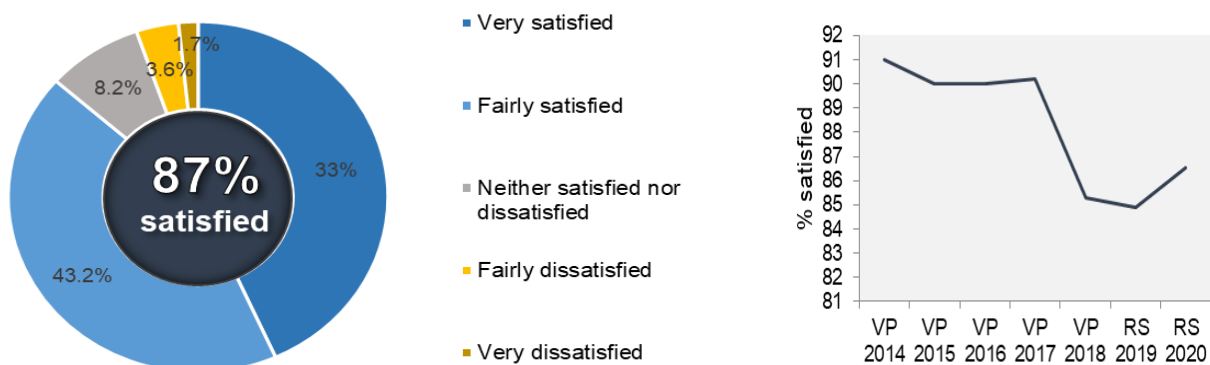
Appendix 1 provides analysis of the 'respect, consideration and community safety' section at ward level.

About your local area and public services

Respondents were asked to consider their local area to be the area within 15 to 20 minutes walking distance of their home.

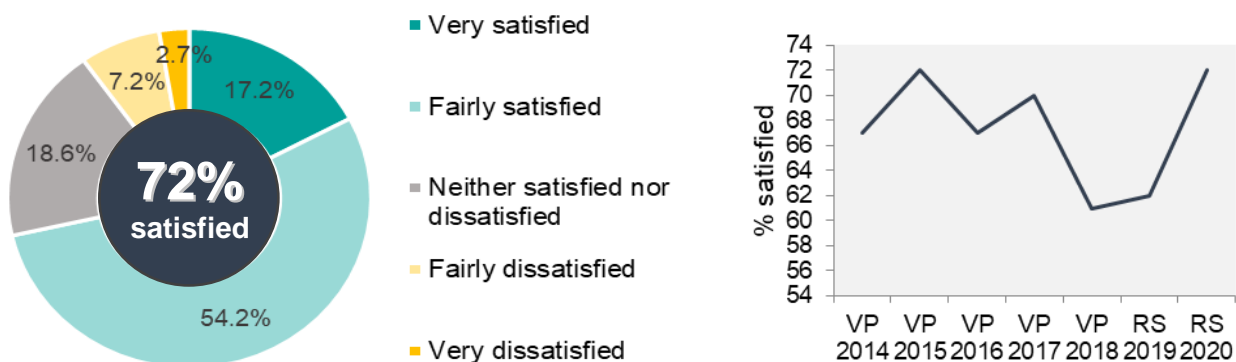
Q1. Overall how satisfied or dissatisfied are you with your local area as a place to live?

There were 869 valid answers to this question and 86.5% of people were either very satisfied or fairly satisfied with their local area. This is a similar result to 2019 and is now approaching the very high figures seen in previous years again.



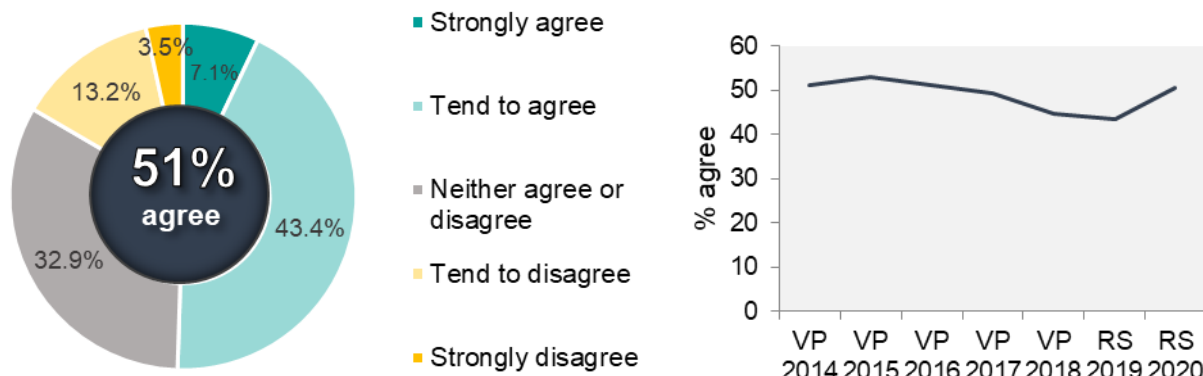
Q2. Overall how satisfied or dissatisfied are you with how Malvern Hills District Council runs things?

There were 871 valid responses to this question and 71.5% of people were either very satisfied or fairly satisfied with how the council runs things. This is a significant increase from the 62% recorded in 2019 and is now level with the highest satisfaction previously recorded in the 2015 Viewpoint Survey.



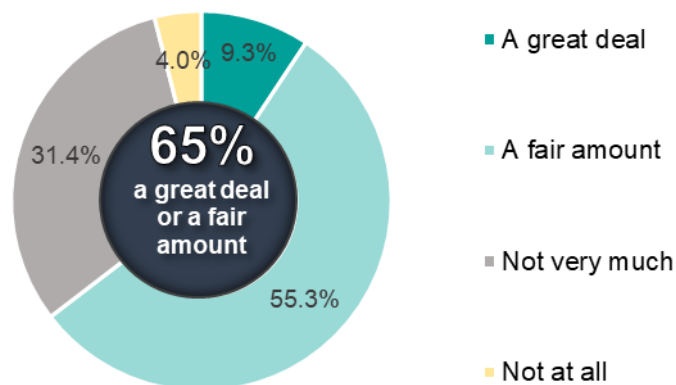
Q3. To what extent do you agree or disagree that Malvern Hills District Council provides value for money?

The proportion of people that agree with this statement has significantly increased in 2020 (50.5%) from that in 2019 (43.5%). Those who disagreed with statement also, positively, decreased significantly (16.6%) compared to those who disagreed in 2019 (26.8%).



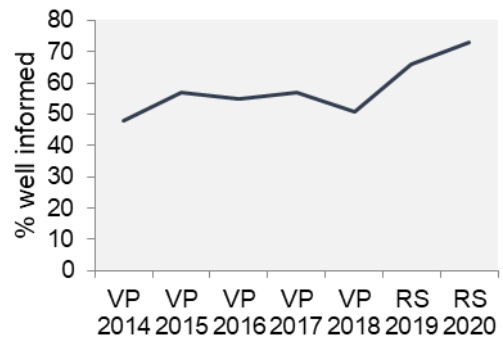
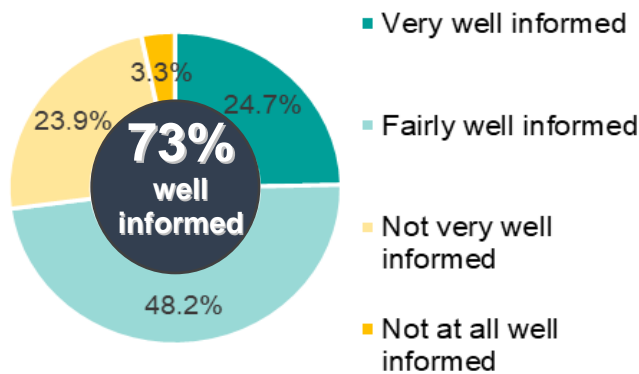
Q4. To what extent do you think Malvern Hills District Council acts on the concerns of local residents?

This question was introduced in 2019 and positive views of the council have significant increased in 2020. Last year, views were split fairly evenly, with just over half feeling that the council acts on their concerns at least a fair amount. This has increased to 64.6% in 2020.



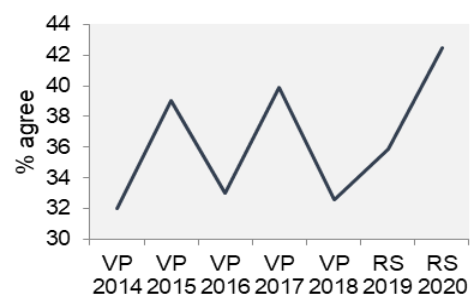
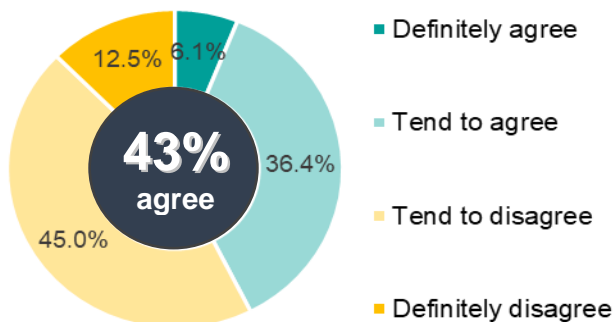
Q5. Overall, how well informed do you think Malvern Hills District Council keeps residents about the services it provides?

The proportion of residents that feel they are kept at least fairly well informed by the council is now at its highest ever rate, at 72.9%. This is an increase of nearly 8% from 2019 (66%). The lowest level recorded was in 2018 at 51%. The question has been worded slightly differently from 2019.



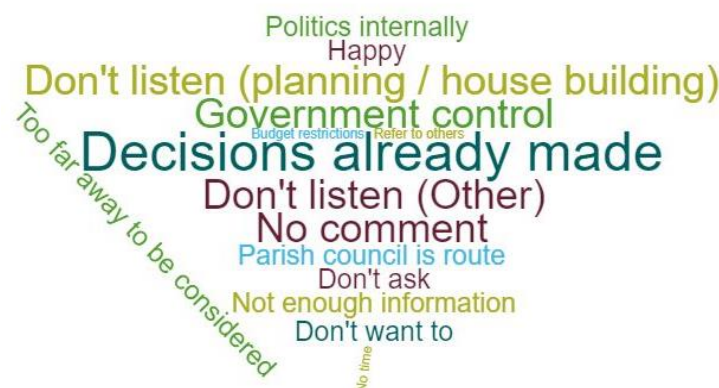
Q6. Do you agree or disagree that you can influence decisions affecting your local area? As with previous questions, when answering, please consider your local area to be within 15-20 minutes walking distance from your home.

The results of this question have varied within 10 percentage points for a number of years, with the proportion of people agreeing usually staying between 32% and just under 40%. However, there was a statistically significant increase into 2020 with 43% of residents now saying they feel they can influence decisions affecting their local area.



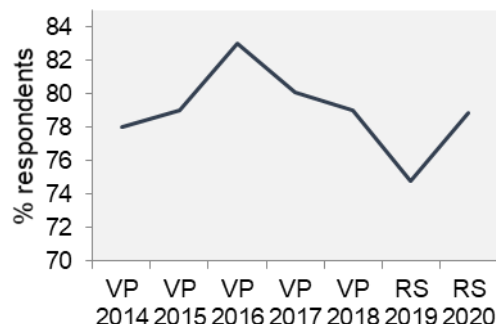
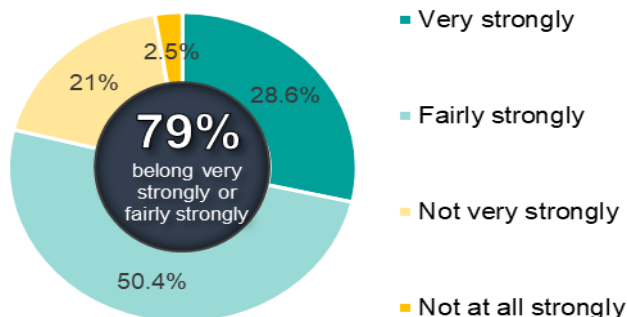
If you don't feel you can influence decisions in your local area, why is this?

48% of the 627 people that answered this question said that input received from residents is not taken into account (a positive decrease from 51% in 2019). 32% said they were unaware of any means of influencing decisions (compared to 33% in 2019). Of the remainder, 6% said they were not able to take part in activities to influence (also 6% in 2019), 3% were not interested in influencing decisions, and the remaining 11% gave their own 'other' reasons. For those who chose 'other' a number reiterated the reasons already given, but some were new reasons.



Q7. How strongly do you feel you belong to your local area?

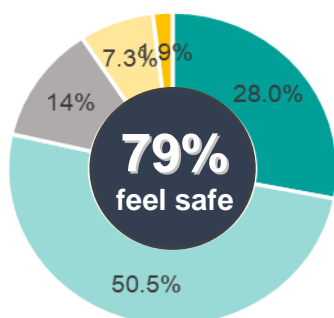
78.9% of people feel that they belong to their local area. This is a statistically significant increase from 74% in 2019 and returns the results to previous levels, although it is still below the best result recorded in 2016.



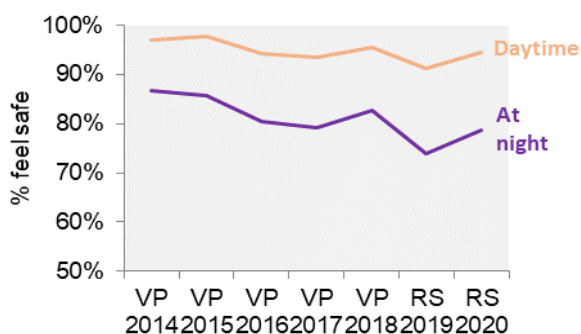
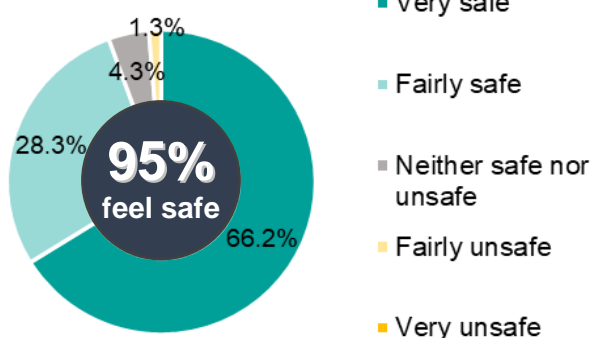
Respect, consideration and community safety

Q10/11. How safe or unsafe do you feel when outside in your local area?

After dark



During the day



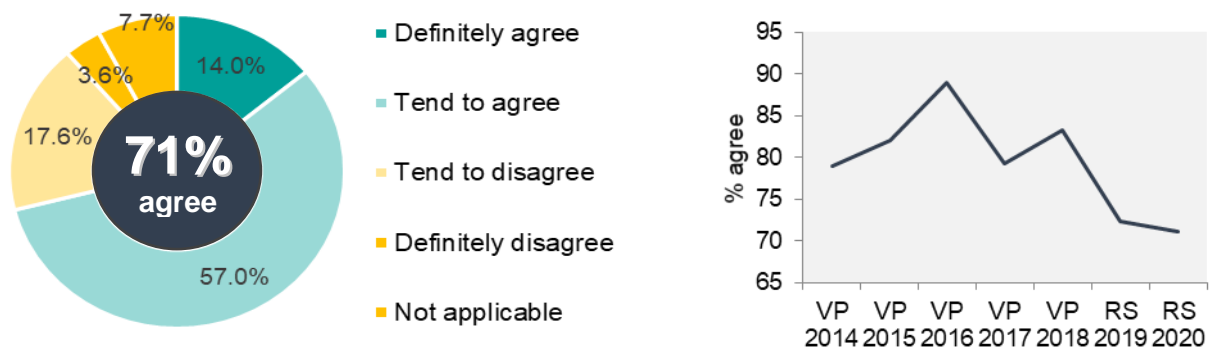
The results of this year's survey represent an increase in feelings of safety in the district following a notable drop in 2019 to the lowest ever. Feelings of safety after dark have increased to 78.6% in 2020 (74% in 2019), although this is still below the best result (87%) in 2014.

Those saying they feel safe during the day has increased slightly from its lowest level in 2019 (91%) to 94.5%.

There is variation in these views across wards, which can be seen in more detail at Appendix 1.

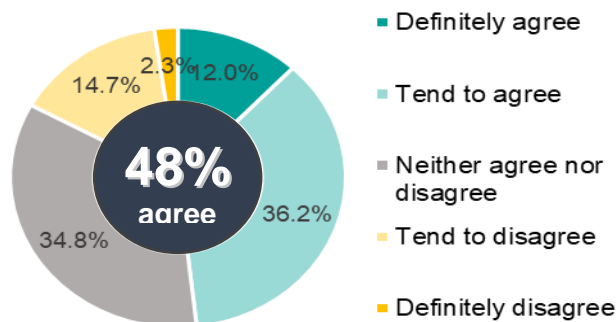
Q12. To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?

There was no statistically significant change in those that agree with the statement between 2019 (72.4%) and 2020 (71.1%), although this is the lowest ever level since 2014.



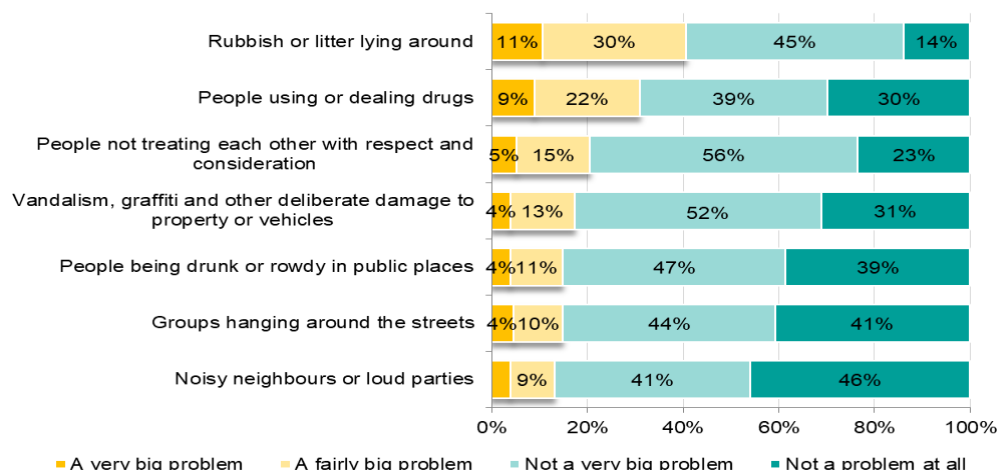
Q13. To what extent would you agree or disagree that people in this local area pull together to improve things?

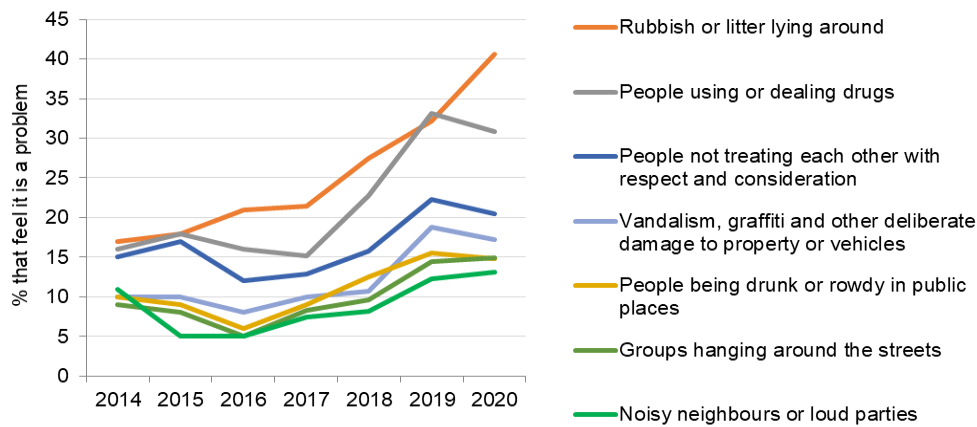
This question had been introduced in 2019. Results in 2020 have not changed and views are similar with just under half of residents feeling that people in their local area pull together to improve things.



Q14. Thinking about your local area, how much of a problem do you think each of the following are...

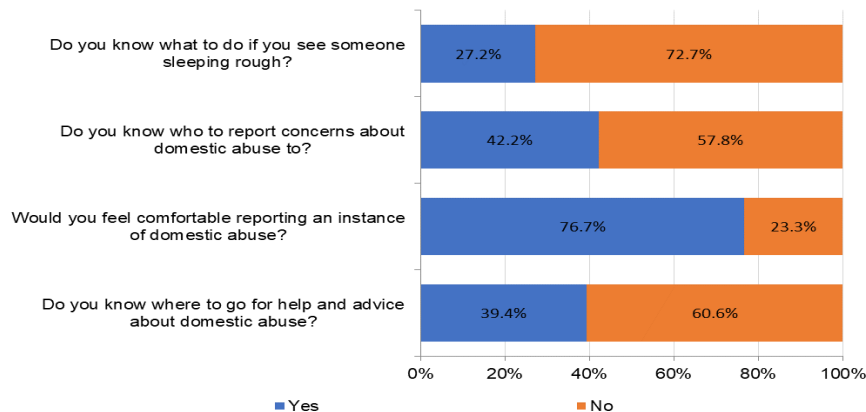
Last year, for all considered, the proportion of people seeing the issues as a problem in their local area was higher than it had been in previous years. In 2020 only one area had worsened further (rubbish and litter lying around) and the other issues were still felt to be a problem to the same extent as in 2019. No issue was seen to be (statistically) less of a problem in 2020 than it has been in the last few years. See also Appendix 1 below.





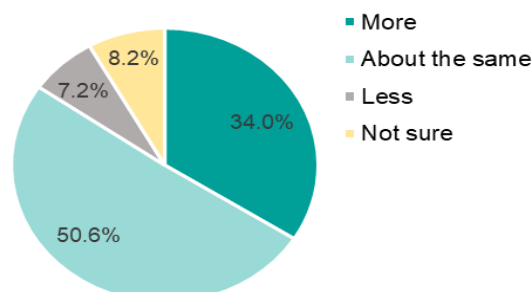
Q15. Thinking now about rough sleeping and domestic abuse...

In a new question, residents were asked to identify whether they know where/how to seek help about rough sleeping and domestic abuse. More than half of the respondents in every case were not sure of what to do if they became aware of issues. More positively, more than three quarters of residents said they would feel comfortable reporting an instance of domestic abuse.



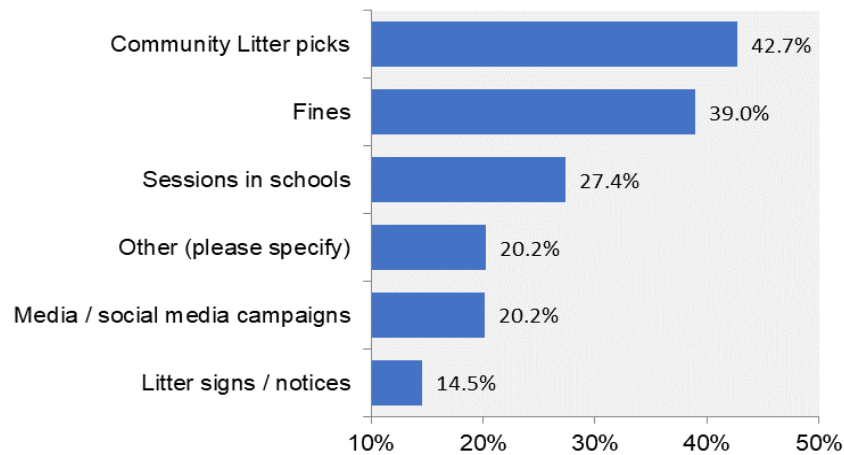
Q16. Thinking about the amount of litter in the Malvern Hills district compared to this time last year, do you feel there is....?

Also a new question for 2020, residents were asked about their perception of littering in their local area. 34% of residents felt that littering has become more of an issue in 2020 compared to the same time in 2019.



Q17. Which two of the following options would you say are likely to be the most effective at reducing litter in your local area?

As a subsidiary question to qu16, residents were asked to choose two out of five interventions from a list that they felt would be most successful at reducing litter. The most popular (chosen by 43% of respondents) was community litter picks.



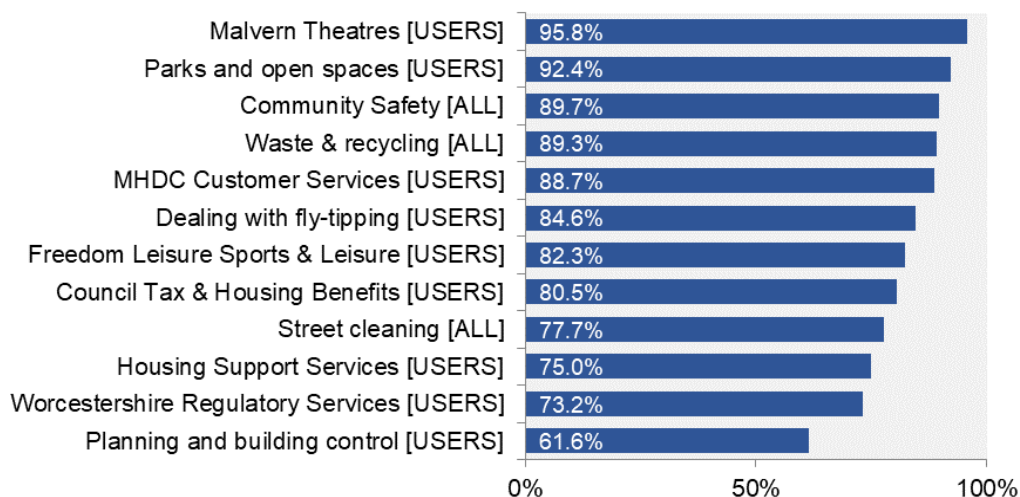
In addition, where residents chose 'other' as an option they were asked to specify what they might see those interventions to be. The following wordcloud represents these. By far the most commonly cited option was 'more bins', usually also saying that the locations were important (prominent, and not just in towns), and also that they needed to be regularly emptied. Dog poo was also mentioned as an issue where bins could help and where more action is needed.



Council Services

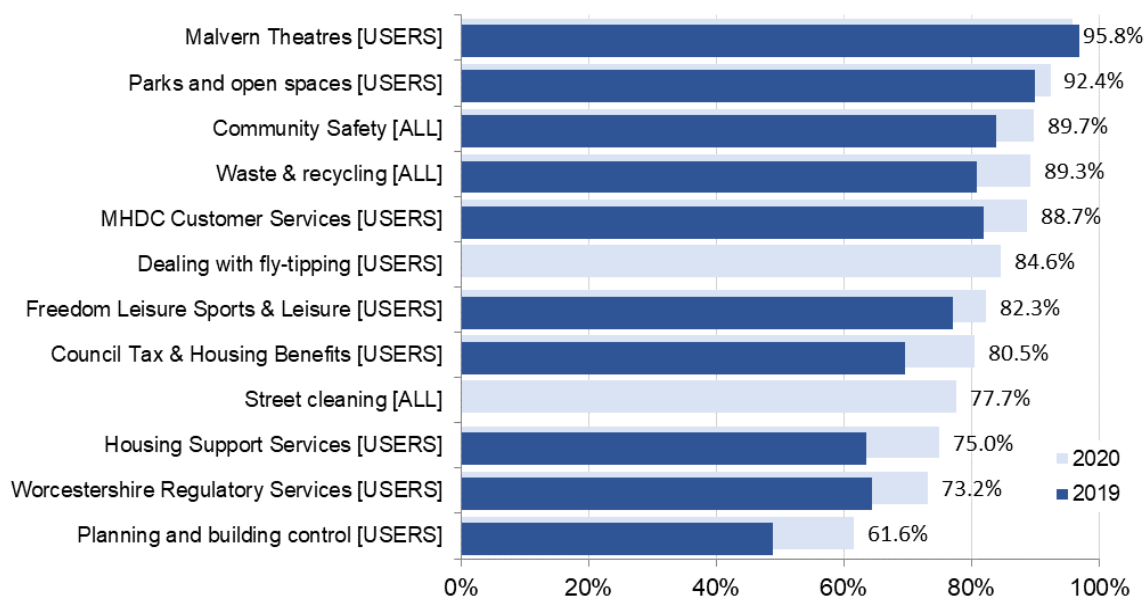
Q18/19 How satisfied or dissatisfied are you with each of the following services provided or supported by Malvern Hills District Council?

In 2019, the response categories were changed for this question so accurate comparisons with previous Viewpoint surveys are not possible before last year. These have been reported in the following chart variably as the views of service 'users', or for 'all' respondents where services are provided to all (this is specified in each case).



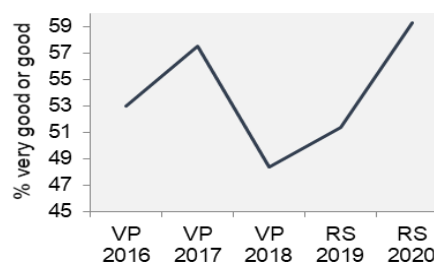
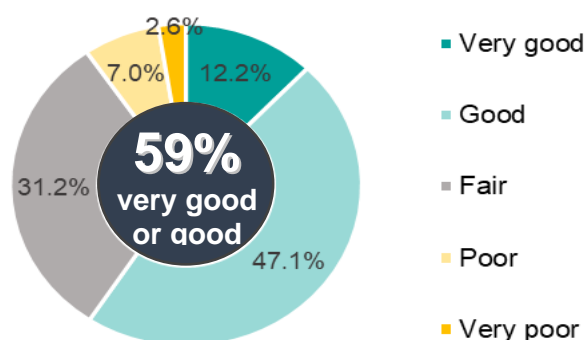
The 2019 results provided a new baseline for future years already providing some very strong start points for most services areas. These have been further improved in 2020 with every area seeing a statistically significant increase into 2020 of between 2 and 12 percentage points, except for Malvern Theatres, which has remained static at a, very high, 96%.

Satisfaction with 'street cleaning' and 'dealing with fly-tipping' were separated in 2020 to support reporting for the Five Year Plan (previously 'street cleaning & dealing with fly-tipping') and cannot be compared directly with 2019.



Q20. How do you rate Malvern Hills District Council?

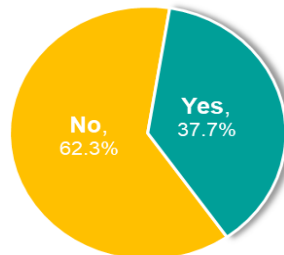
There has been another statistically significant increase on this measure since 2019 (51%), and this is now at its highest ever level at 59.3%.



Helping out

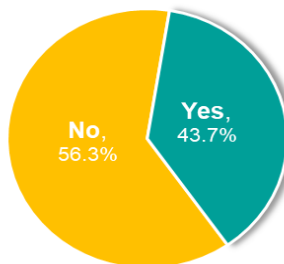
Q21. Do you currently volunteer some time to work with others for a community group, local charity or in some other way in your area?

This had been a new question in 2019 which simplified the one used in the older Viewpoint surveys. This is one of the very few areas where there has been a slight decrease compared to 2019. 38% of residents now give their time, whereas 42% did last year.



Q22. Do you look after or give any help or support to family members, friends, neighbours or others because of long term physical or mental ill health or any other condition? Please do not count anything you do as part of your paid employment.

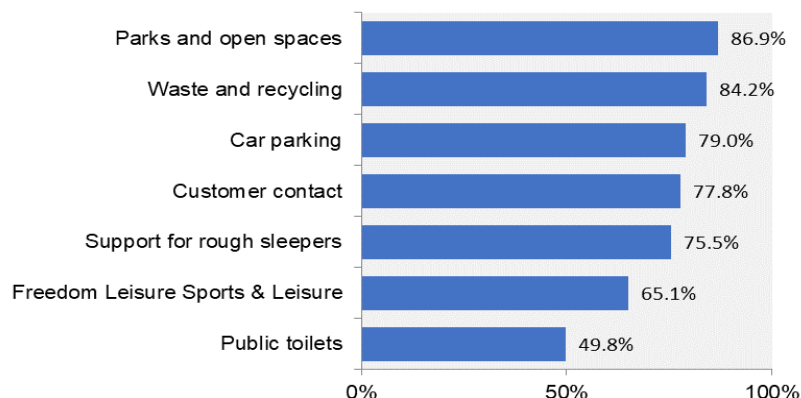
This had been a new, simplified question last year. 2020 saw statistically significant increase in residents who responded 'yes'. This is now 44%, compared to 36% in 2019.



Our response to Covid-19

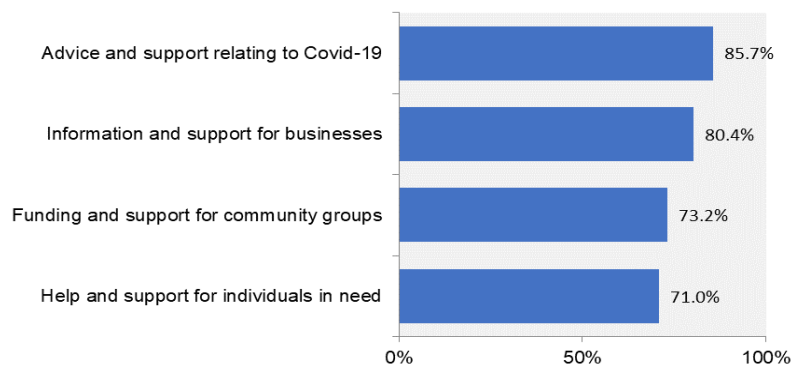
Q23 The Covid-19 pandemic affected some of the key services delivered by Malvern Hills District Council and we had to make some changes to the way we deliver them. How satisfied or dissatisfied were you with the following district council services throughout the pandemic?

Satisfaction levels for the vast majority of council services throughout the Covid-19 pandemic were at least 70%.



Q24 How satisfied/dissatisfied are you with the support Malvern Hills District Council has provided in the following areas since the pandemic began?

Residents are generally happy with the level of support provided by the council during the pandemic, especially for advice and support relating to Covid-19 (86%) and for information and support for businesses (80%).



Q25 What ONE thing, if anything, could Malvern Hills District Council have done to improve the way we responded to the Covid-19 pandemic?

Residents were asked to free type their response to question 25. The following wordcloud represents the most common views of the residents who answered this question. Positively, a large number of respondents said they were generally happy with what the council had done, or that the council had done what it could in a difficult situation and within government/national restrictions.

By far the most commonly cited area for improvement was around communication. Residents talked about more and better communication being needed, but also about different types of communication being necessary. A number specifically said that letters would be better with less reliance on social media.

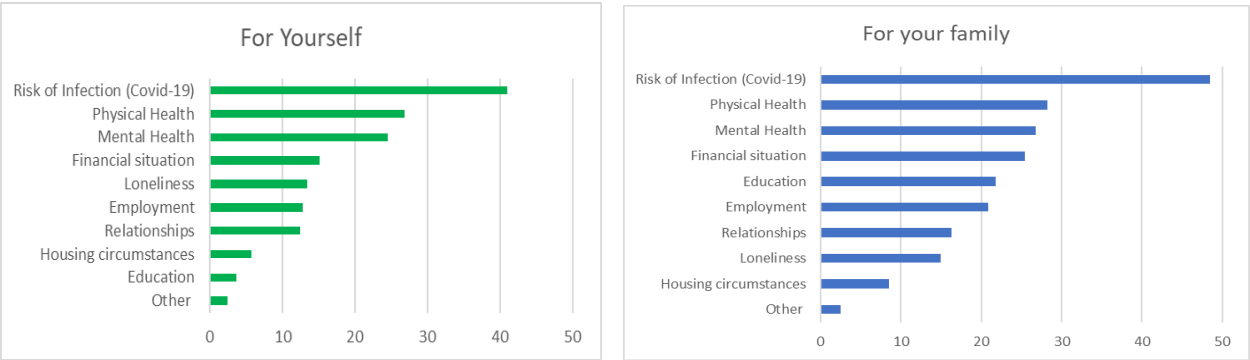


Additionally, residents talked about the council's role in ensuring compliance with Covid rules, both of residents and tourists to the area, and issues with the recycling centres/tips also came up a number of times (the time it took to re-open, queues, potential for booking appointments etc).

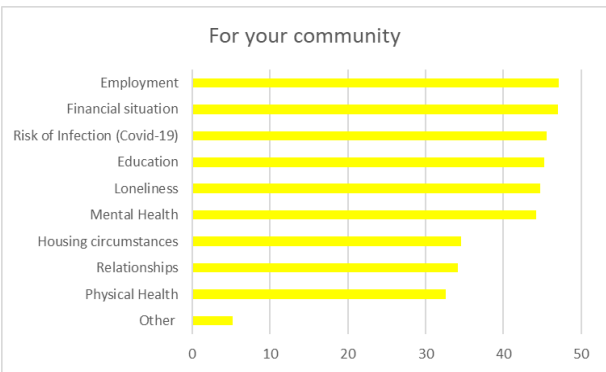
Covid-19 Recovery

Q26 Are you concerned about the following at the moment, as a result of COVID-19?
(tick all that apply)

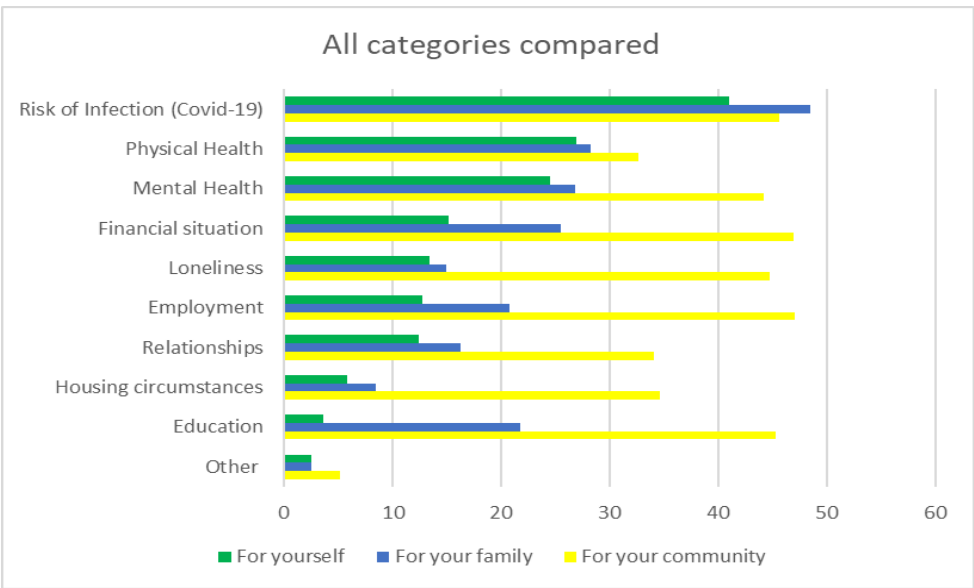
There was very little variation in residents' concerns for themselves and their families, with the risk of infection, physical and mental health and financial situation being the top four issues.



In terms of concerns for communities, results were very close, with employment and financial situation being the biggest worries.

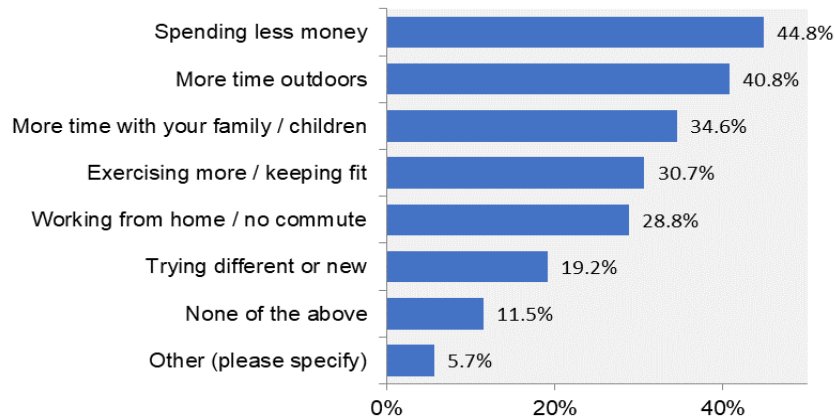


The chart below shows each of the concerns compared across the three categories.



Q27 Have you experienced any of the following changes that resulted from COVID-19, or from the restrictions imposed to control COVID-19 that you would like to continue? (tick all that apply)

Spending less money was cited as the change that most residents would like to continue, with spending more time outdoors a close second.

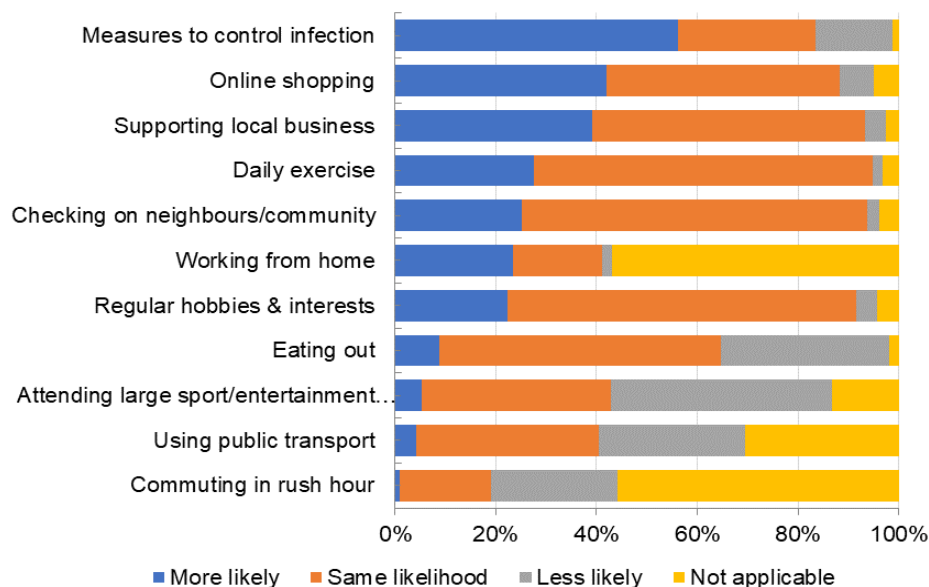


In terms of 'Other' changes that people would like to keep post Covid-19, residents mentioned increased community support/spirit, less traffic, changes to diets, and shopping locally.

Q28 After the Covid-19 pandemic is contained and restrictions are no longer in place, do you think you will be more or less likely to undertake each of the following activities than you did before the COVID-19 pandemic?

After Covid-19, the activity with the highest level of 'more likely' responses was measures to control infection, such as wearing a face mask, thorough hand washing and social distancing (56%). The next most likely to increase is shopping online.

Sadly, residents think they will generally be less likely to attend large sport/entertainment events and to eat out following the pandemic than before.



Q29 Is there anything that you have seen in the way local organisations (public sector, voluntary sector and local businesses) have responded to the crisis that you would like to see continue once the COVID-19 pandemic is contained?

Most residents felt that the way communities had worked together to provide support needs to continue. This was a 'catch all' theme which recognised the range and importance of the work of community groups, individuals, shops (mainly locally but also nationally), pubs, parish councils, the district council and other agencies throughout the crisis. There is some cross over of categories.



Q30 What is the one main thing that will help Worcestershire recover from the COVID-19 pandemic?

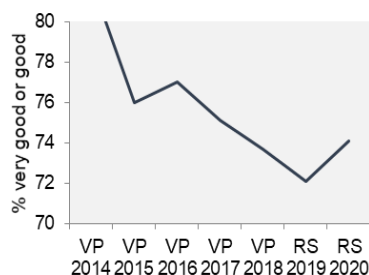
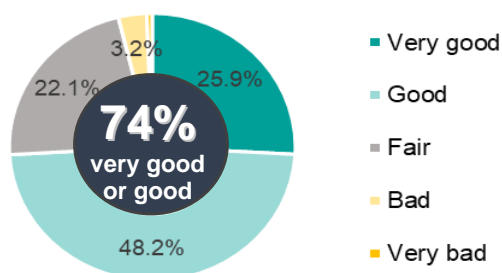
Many residents think that people sticking to the rules around social distancing, wearing masks and hygiene will be the main way to help Worcestershire recover. Lots of people picked out providing support to local businesses and working on improving the economy, and others cited the roll out of an effective, safe vaccine. A number of people want things to get back to normal with restrictions removed.



About you

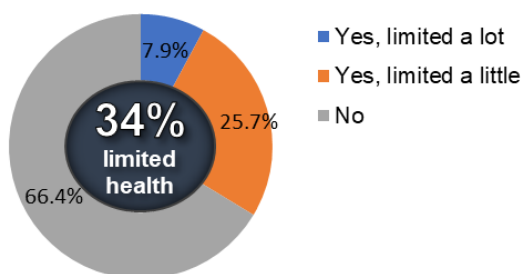
Q33. How is your health in general? Would you say it is...

The results to this show a year on year decrease. However, in more recent years the decrease has been smaller, and there has been no statistically significant change over the last three years, with 72% of residents saying they are in very good or good health.



Q34. Do you have any long-standing health condition or disability that limits your day to day activities? (Long-standing means anything that has troubled you over a period of at least 12 months or that is likely to affect you for at least 12 months).

Previously this question was separated into two elements, first asking if people have a disability then whether it limits their activities. This makes it difficult to compare to previous years. A slight, but not statistically significant, decrease was seen into 2020, from the 36% of respondents who had limited health in 2019.



Analysis of results by Ward

The 2020 Residents' Survey recorded very similar views on areas of community safety compared to 2019. In 2019 the survey identified statistically significant decreases in feelings of safety and a number of areas where issues were perceived to be bigger problems than they had been previously. In 2020 there was a further increase in the perception of rubbish and litter lying being a problem.

The following analysis shows the 2020 results for broken down into responses by ward. As already stated, 688 survey respondents provided a postcode that could be used to identify the ward in which they live. The number of respondents is shown for each ward to provide some context for the results, i.e 100% of respondents from Teme Valley feel safe in the dark, but only 11 responses were received.

Chart 1: How safe or unsafe do you feel when outside in your local area after dark?

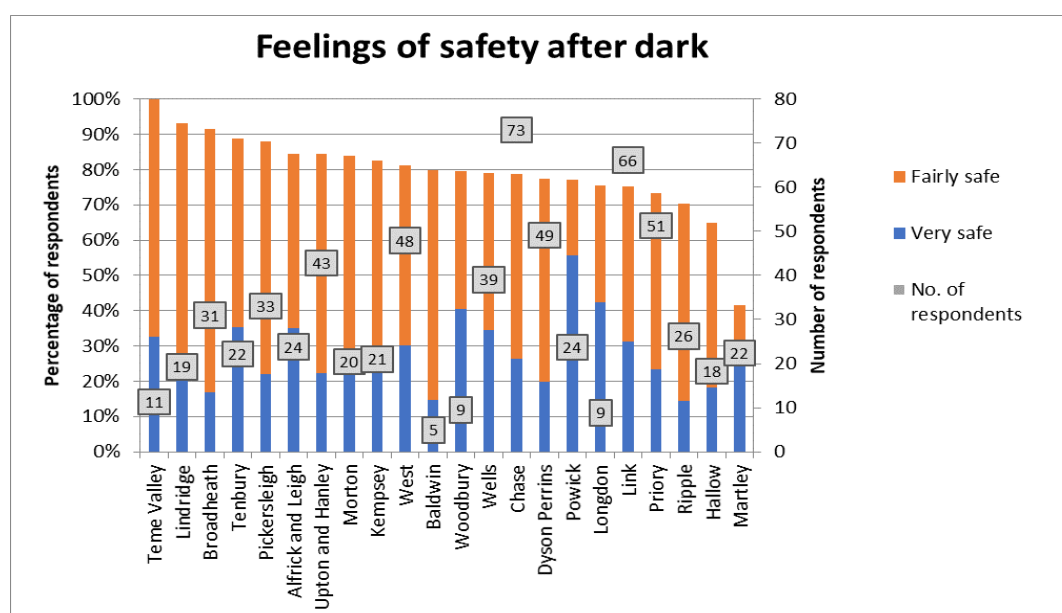


Chart 2: How safe or unsafe do you feel when outside in your local area during the day?

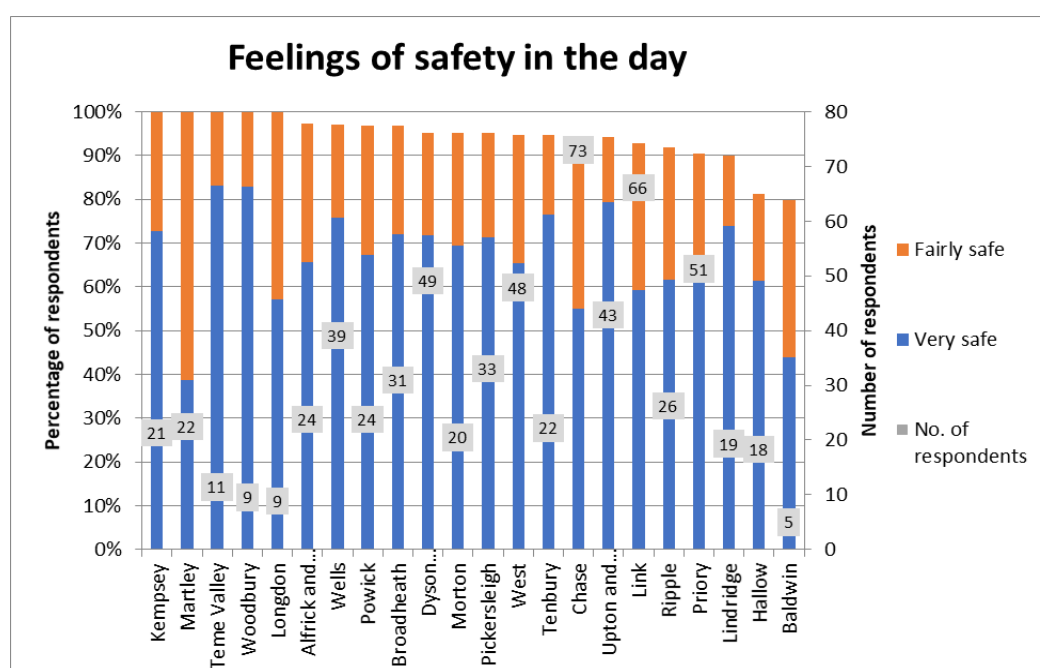


Chart 3: To what extent would you agree or disagree that your local area is a place where people from different backgrounds get on well together?

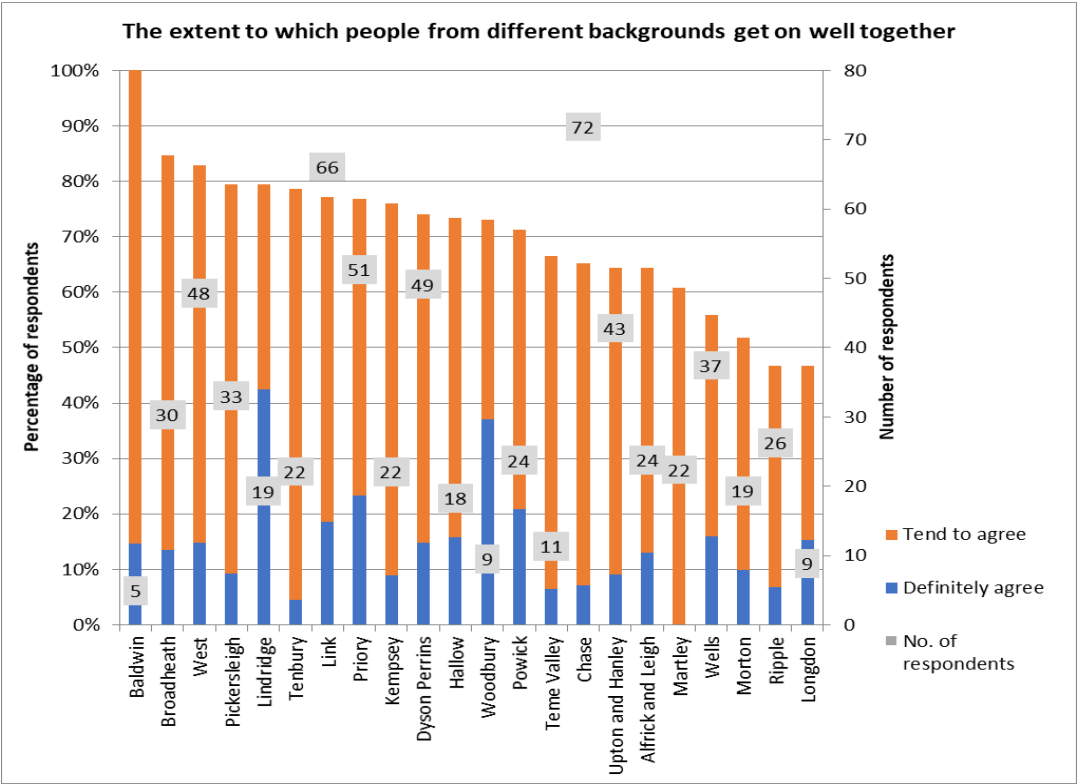
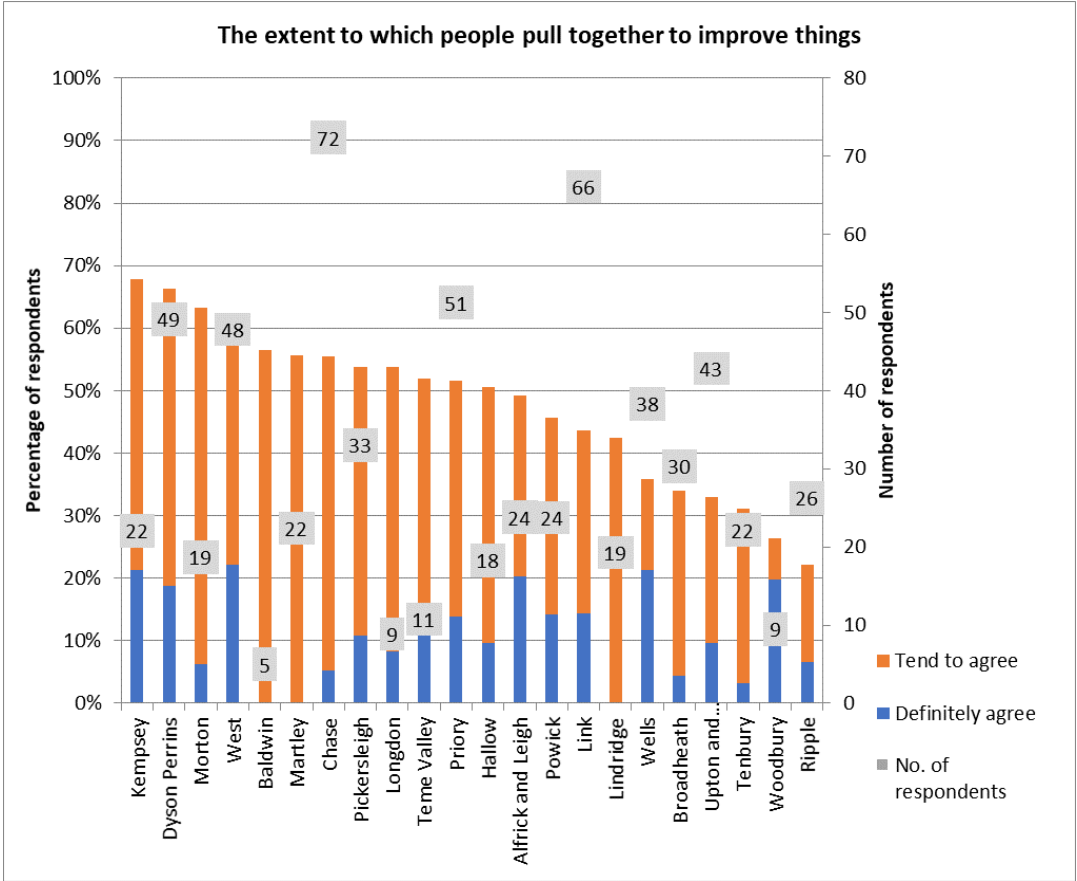


Chart 4: To what extent would you agree or disagree that people in your local area pull together to improve things?



Respondents were asked how much of a problem a number of issues were in their local area. The following charts show the four issues where the greatest issues are perceived. These are reported below in order of the perceived size of issues (high to low).

Chart 5: Thinking about this local area, how much of a problem is... rubbish and litter lying around? (9 percentage point increase from 2019)

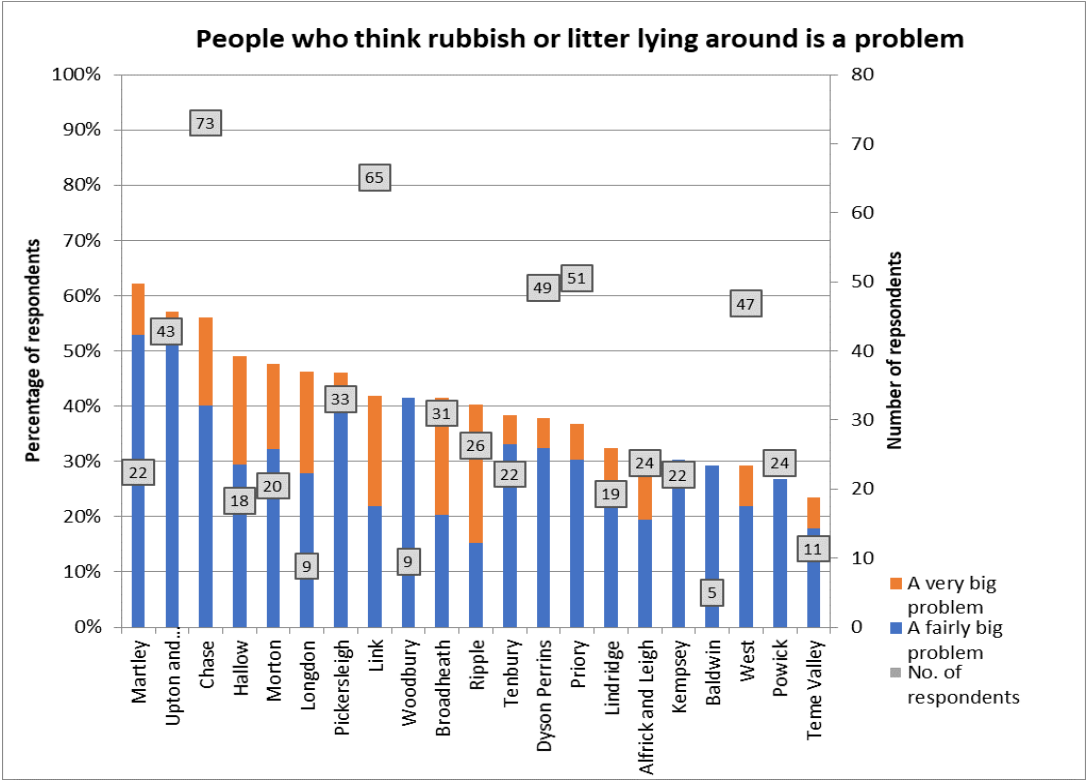


Chart 6: Thinking about this local area, how much of a problem is... people using or dealing drugs? (no significant change from 2019)

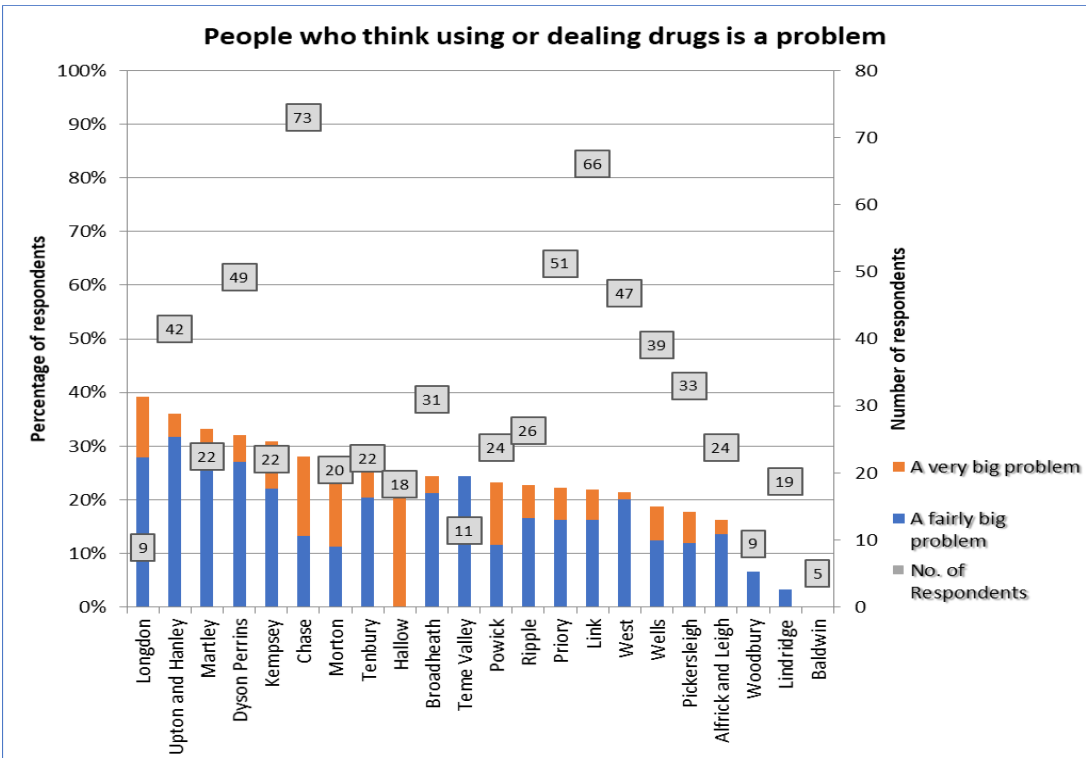


Chart 7: Thinking about this local area, how much of a problem is...people not treating each other with respect and consideration? (no significant change from 2019)

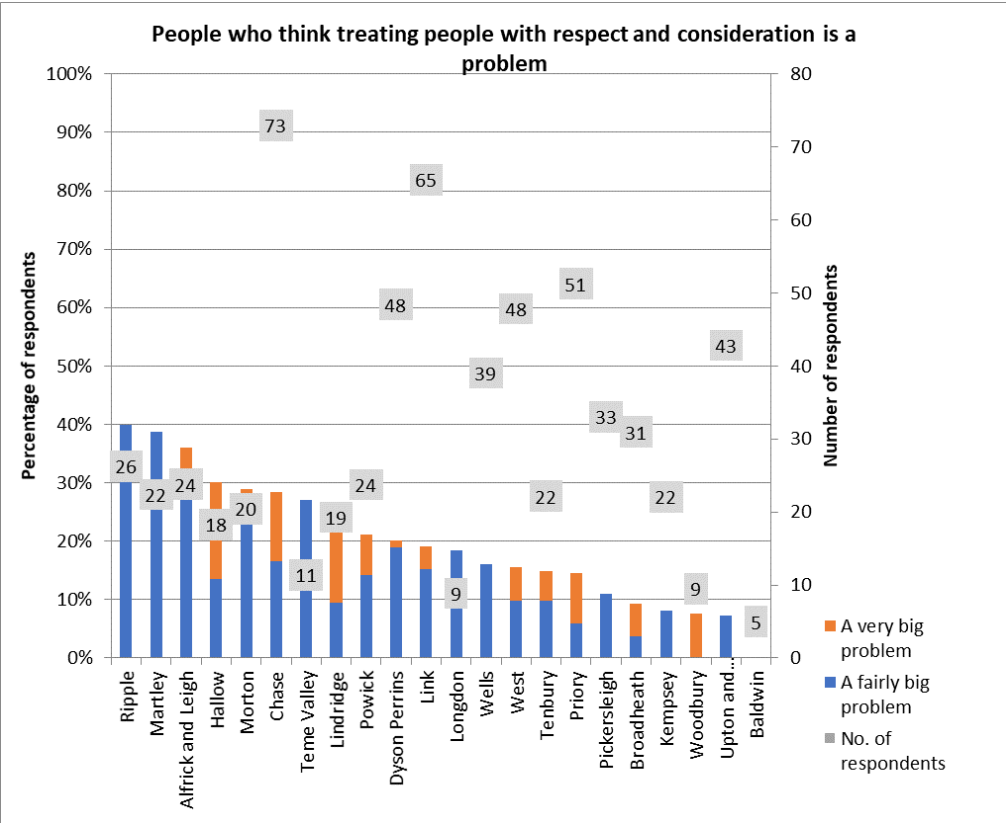


Chart 8: Thinking about this local area, how much of a problem is... vandalism, graffiti and other deliberate damage to property or vehicles? (no significant change from 2019)

