

# Worcestershire Viewpoint Survey 2022

## Analysis of Results

July 2022

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## 1. Introduction

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This report contains results from the 2022 Worcestershire County Council Viewpoint Survey, the fourth since the previous Worcestershire Viewpoint partnership activity ended in 2018. The survey period was 16<sup>th</sup> May – 12<sup>th</sup> June 2022.

The survey was made up of questions designed to allow us to monitor public perception indicators relating to issues such as priorities for the local area, satisfaction with county council services and how well informed people feel. The majority of questions had previously been asked in the Place Survey<sup>1</sup> in 2008 and in the Worcestershire Viewpoint surveys carried out each November 2009 to 2013 and each May 2014 to 2019. In 2020 the survey was postponed to September due to the COVID-19 pandemic. The autumn timing was retained in 2021. This year we have returned to our usual May survey period.

A total of **4,282** questionnaire completion requests were mailed out to panel members, 90% of these via email and 10% by post. **1,980** valid responses were received from panel members, representing a response rate of **48%** (after removal of deadwood). No responses were received from residents who could join the panel and complete the survey during the survey period.

The total number of responses for each question is recorded as the base, shown in all figures and tables throughout the report.

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<sup>1</sup> The Place Survey was conducted in last quarter of 2008 and was intended as a biennial statutory survey that all lower and upper tier authorities in England were required to undertake. The survey was cancelled in 2010 by the new Coalition Government

## 2. Results

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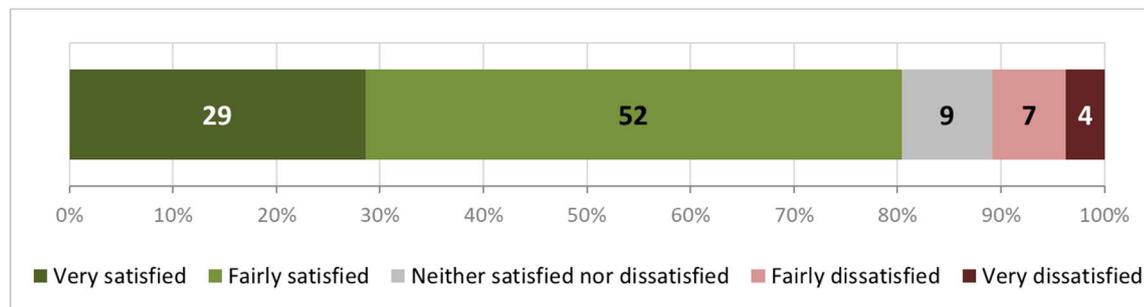
### 2.1 About Your Local Area and Public Services

Throughout the survey, local residents were asked to think about their local area when responding to questions. The local area is defined as the area within 15 to 20 minutes walking distance from the respondents' home.

#### General satisfaction with local area

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

Satisfaction with a local area is a key indicator about public service delivery which was originally measured by the government for all local authority areas across the country. 80% of Worcestershire residents are satisfied with their local area as a place to live. This is not a significant change from the 81% satisfied in 2021.



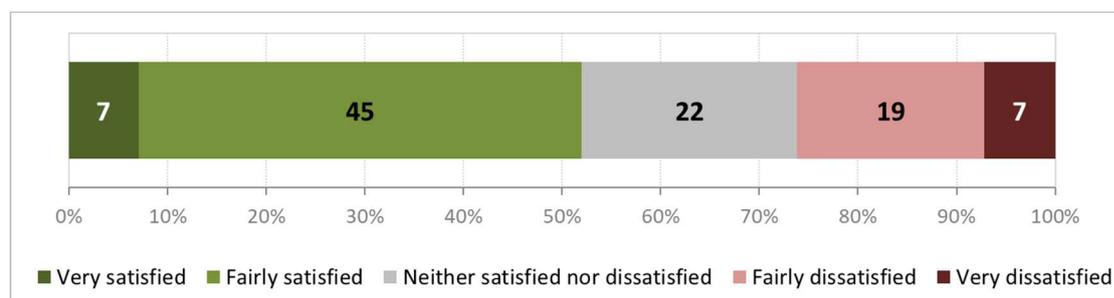
**Figure 1: Local area satisfaction in Worcestershire**

\*Base: 1,963 responses

#### Satisfaction with Council

##### Q: Overall, how satisfied or dissatisfied are you with the way Worcestershire County Council run things?

52% of residents are satisfied with the way the County Council runs things. This is not a significant change from the 54% satisfied in 2021.



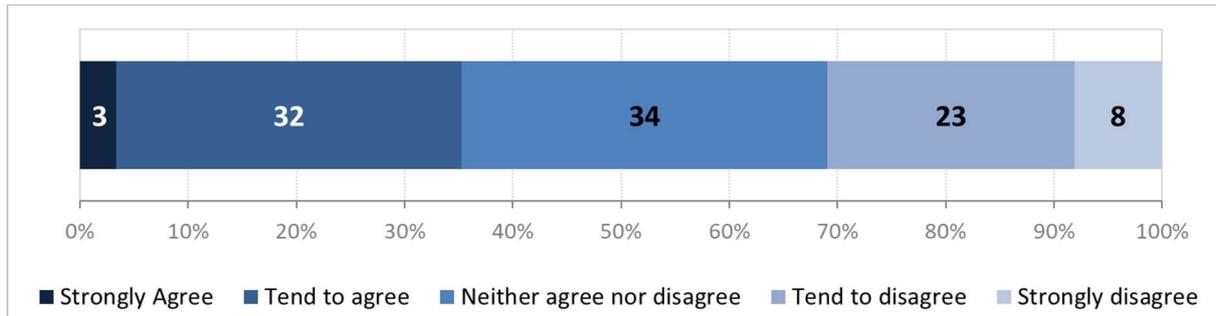
**Figure 2: Overall Satisfaction with Worcestershire County Council**

\*Base: 1,951 responses

## Value for Money

**Q: To what extent do you agree or disagree that Worcestershire County Council provide value for money?**

35% of residents agree that the County Council provides value for money. This is a significant decrease from the 40% who agreed in 2021.



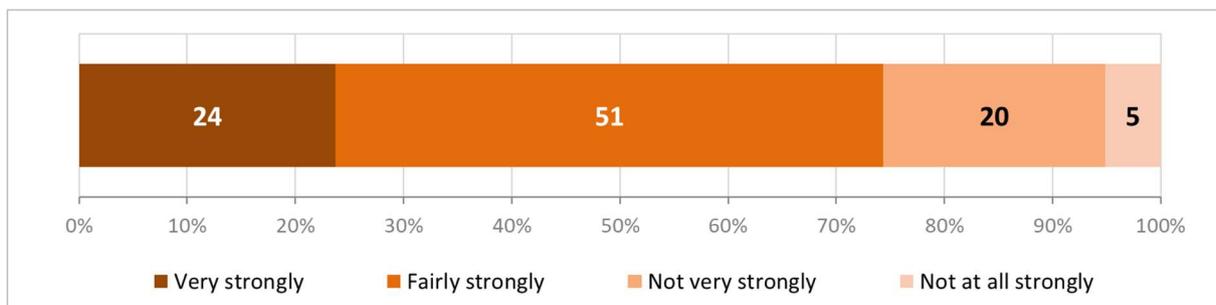
**Figure 3: Worcestershire County Council provides value for money**

\*Base: 1,902 responses

## Belonging to neighbourhood

**Q: How strongly do you feel you belong to your local area?**

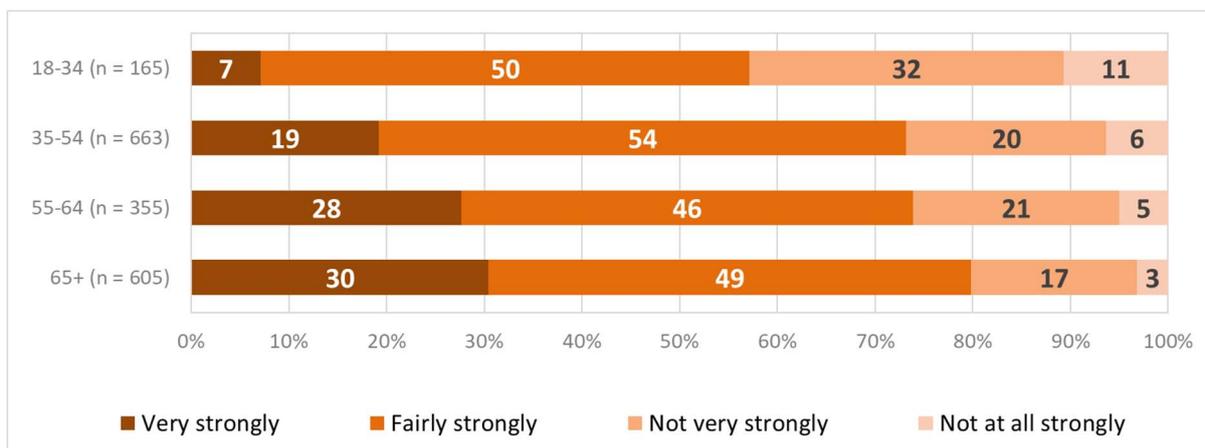
The strength of belonging is a way of measuring cohesiveness in the local area and residents were asked to rate the level to which they feel they belong, 74% feel that they belong very or fairly strongly to their local area. This is not a significant change from the 73% feeling they belonged in 2021.



**Figure 4: Belonging to the local area**

\*Base: 1,925 responses

Those aged between 18-34 have less of a sense of belonging to the local area, with only 57% feeling a strong sense of belonging compared to the much higher percentage seen in the other age groups, shown in Figure 5. 80% of those aged 65+ feel a strong sense of belonging to their local area.



**Figure 5: Belonging to the local area by age group**

## Making somewhere a good place to live

**Q: Thinking generally, which of the things below would you say are the most important in making somewhere a good place to live?**

Respondents were asked to select the top five things that make somewhere a good place to live. As a whole, residents of Worcestershire rate the importance of NHS services most highly, followed by crime levels and access to nature. NHS services and the level of crime are in the top three things selected by every age group. Residents under 65 years old rate access to nature higher than clean streets. Residents aged 65+ are more likely to think road and pavement/repairs and public transport are more important than younger age groups. More residents aged 35-54 think education provision is important compared to other age groups.

**Table 1: Top 5 most important things in making somewhere a good place to live 2022**

1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>
NHS services	Level of crime	Access to nature	Clean streets	Parks and open spaces

\*Base: 1,934 responses

**Table 2: Top 5 most important things in making somewhere a good place to live 2022 by age band**

	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>
<b>18-34</b> (n = 165)	NHS services	Access to nature	Level of crime	Parks and open spaces	Affordable decent housing
<b>35-54</b> (n = 669)	Level of crime	NHS services	Education provision	Access to nature	Clean streets
<b>55-64</b> (n = 359)	NHS services	Level of crime	Access to nature	Clean streets	Parks and open spaces
<b>65+</b> (n = 614)	NHS services	Level of crime	Road/pavement repairs	Public transport	Clean streets

**Q: And thinking about this local area, which of the things below, if any, do you think most need improving?**

Residents were also asked for the top five things that most need improving in their local area. NHS services and road issues, including traffic congestion and road/pavement repairs, are consistently top. Public transport is also considered as needing improvement as is activities for teenagers. Differences between the older and younger generations show older residents

are more likely to pick road and pavement repairs as needing improvement, whereas the younger are more focussed on traffic congestion. Residents under 65 are also more likely to want improvements in activities for teenagers and affordable decent housing, whilst those aged 65+ are more likely to think adult social care improvements are needed.

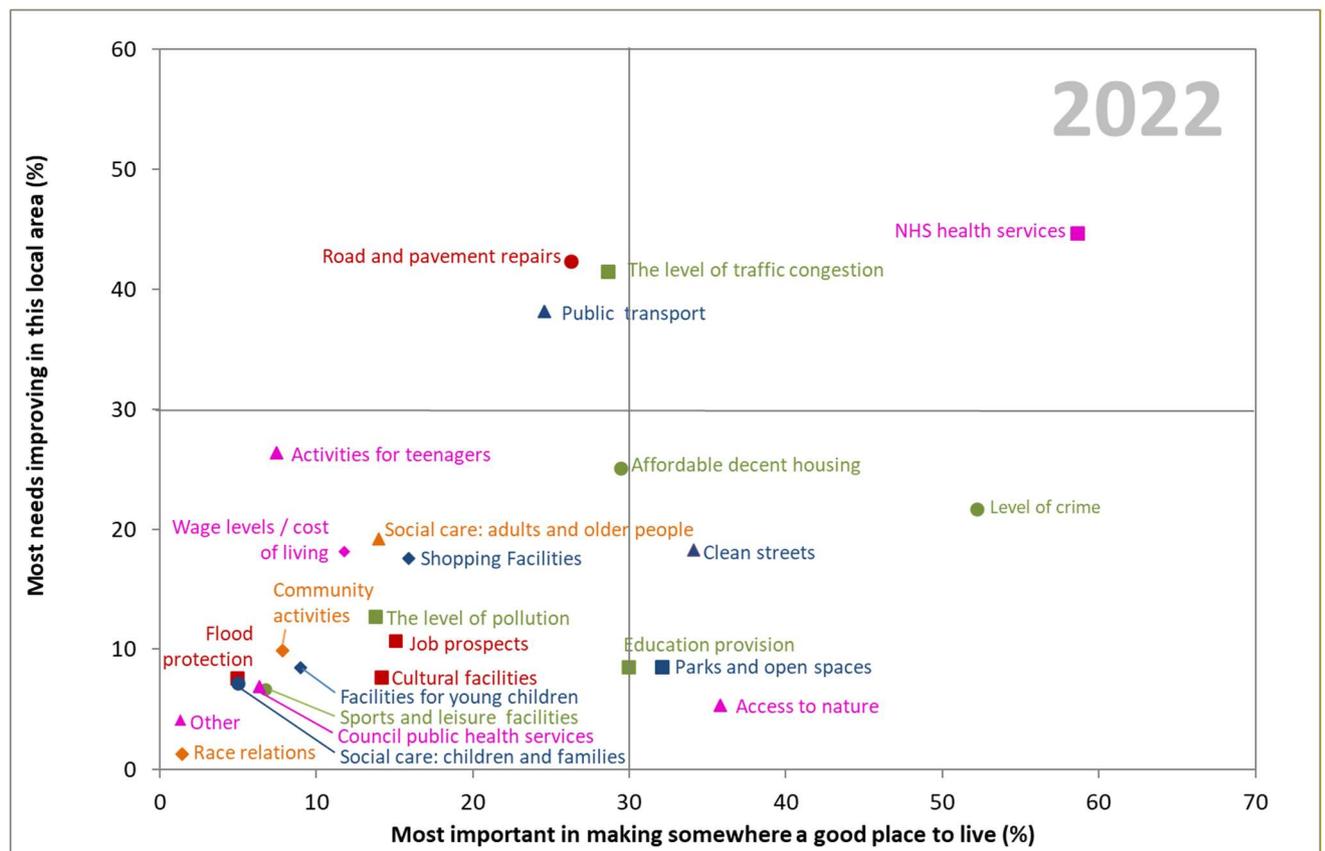
**Table 3: Top 5 areas that most need improving 2022**

1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>
NHS services	Road and pavement Repairs	Level of traffic congestion	Public transport	Activities for teenagers

\*Base: 1,910 responses

**Table 4: Top 5 areas that most need improving 2022, by age band**

	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>
<b>18-34</b> (n = 165)	Level of traffic congestion	NHS services	Public transport	Activities for teenagers	Affordable decent housing
<b>35-54</b> (n = 662)	Level of traffic congestion	NHS services	Road/pavement repairs	Public transport	Activities for teenagers
<b>55-64</b> (n = 361)	Road/pavement repairs	NHS services	Level of traffic congestion	Public transport	Affordable decent housing
<b>65+</b> (n = 609)	Road/pavement repairs	NHS services	Public transport	Level of traffic congestion	Social care: adults and older people



**Figure 6: relationship of most important and needs improving**

\*Base: 1,934 responses for most important; 1,910 responses for most need improving

\*\*Note the lines creating quadrants (arbitrarily at 30% on each axis) are to aid visual interpretation and do not define specific categories

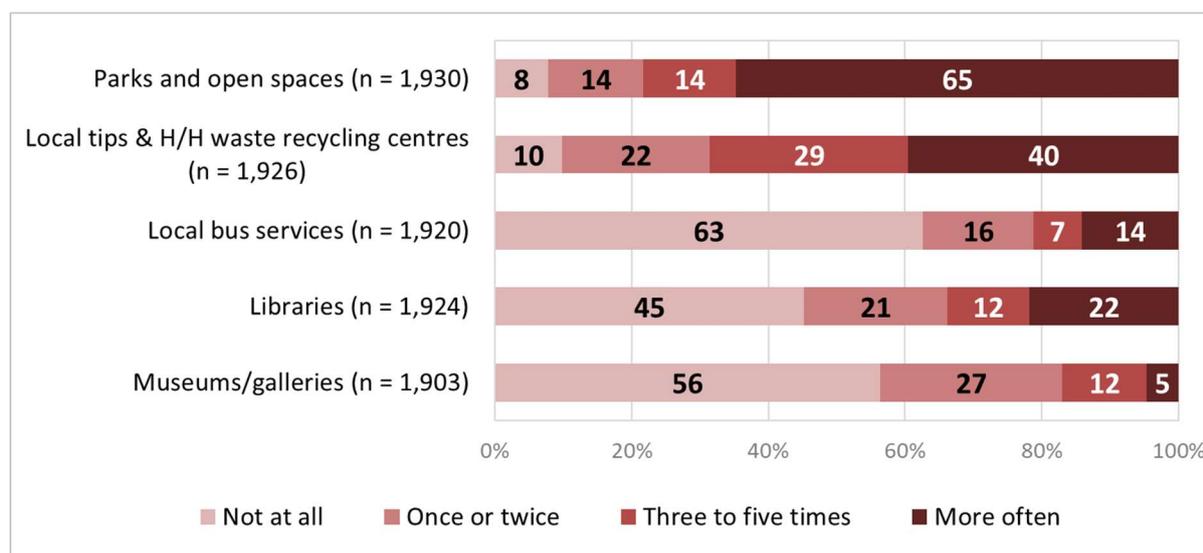
## Satisfaction with services

**Q: Worcestershire County Council is a key provider of public services locally, so we would like your views on some of the services we provide. Please indicate how often you have used the following public services provided or supported by Worcestershire County Council in the last year.**

Respondents were asked how often they had used a range of local services provided by Worcestershire County Council. This helps us to understand difference in views between users and non-users of the various services.

Unsurprisingly, the services most frequently used are those which are widely available to all, and generally free or low cost, namely parks and open spaces, and local tips or household waste recycling centres.

There has been a significant increase between 2021 and 2022 in residents that have used in the last year: Local tips & household waste recycling centres; local bus services; libraries; and museums/galleries. This follows a significant decrease between 2020 and 2021 in residents using the first three of these (there is no data for museums/galleries for 2020 for comparison). There has been no significant change in use of parks and open spaces in either of the last two years.

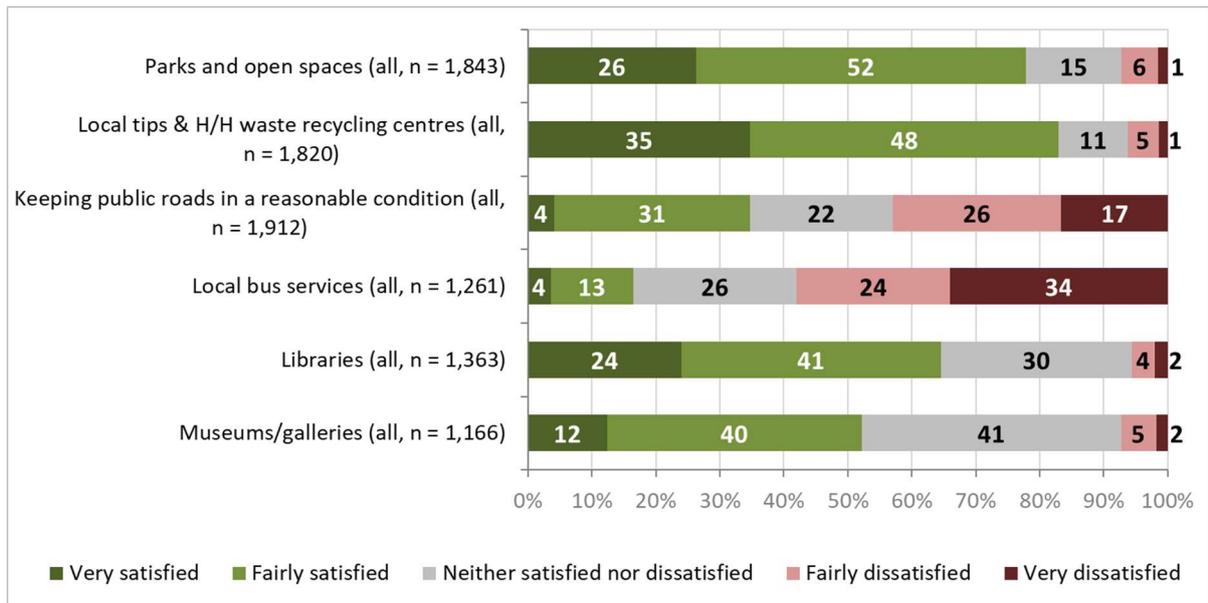


**Figure 7: Usage frequencies for local services in Worcestershire in the last year**

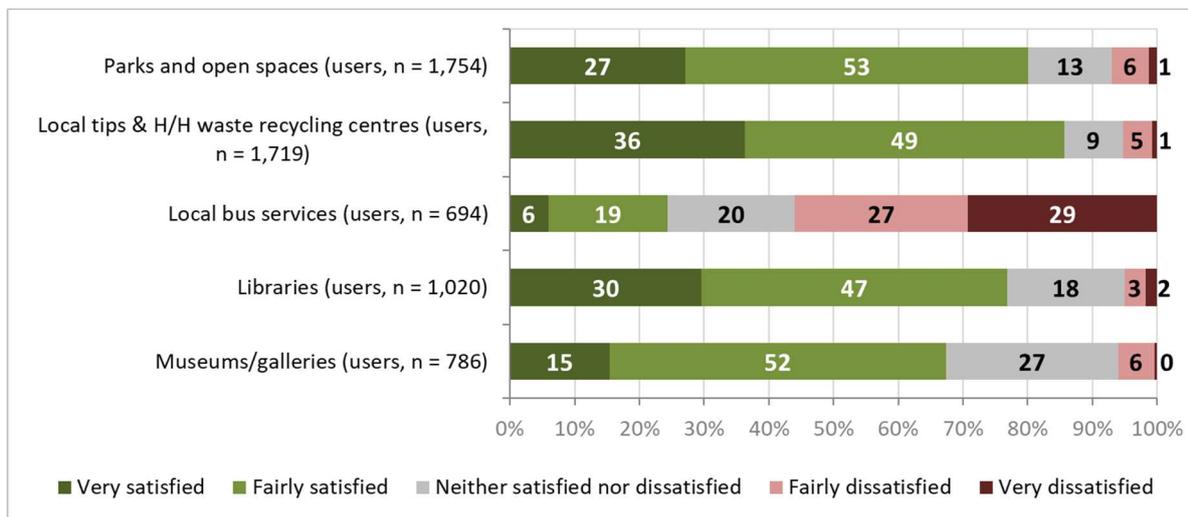
**Q: How satisfied or dissatisfied are you with each of the following services provided or supported by Worcestershire County Council?**

Respondents were asked to rate a range of services provided by Worcestershire County Council.

Figure 8 shows the highest level of satisfaction is seen with 'local tips and household waste recycling centres' with 83% overall satisfaction across the county. Those who have used the services within the last year are more likely to be satisfied (Figure 9).



**Figure 8: Overall satisfaction with services, Worcestershire**

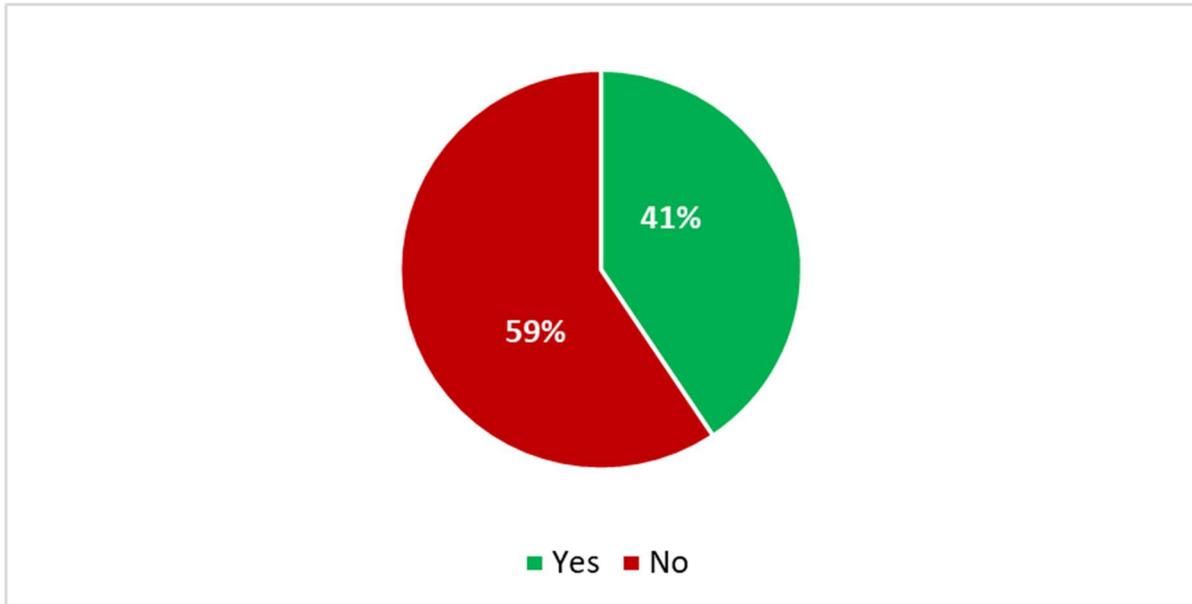


**Figure 9: User satisfaction with services, Worcestershire**

## 2.2 Helping Out

**Q: In the last 12 months, have you given unpaid help to any group, club or organisation supporting activities or services in your local area?**

Respondents were asked if they have given any unpaid help in the last 12 months; 41% had. This is not a significant change from the 38% who said they had volunteered in the 2021 survey. Volunteering rates are still below those seen before the COVID pandemic; 48% had volunteered in the previous year in 2019.

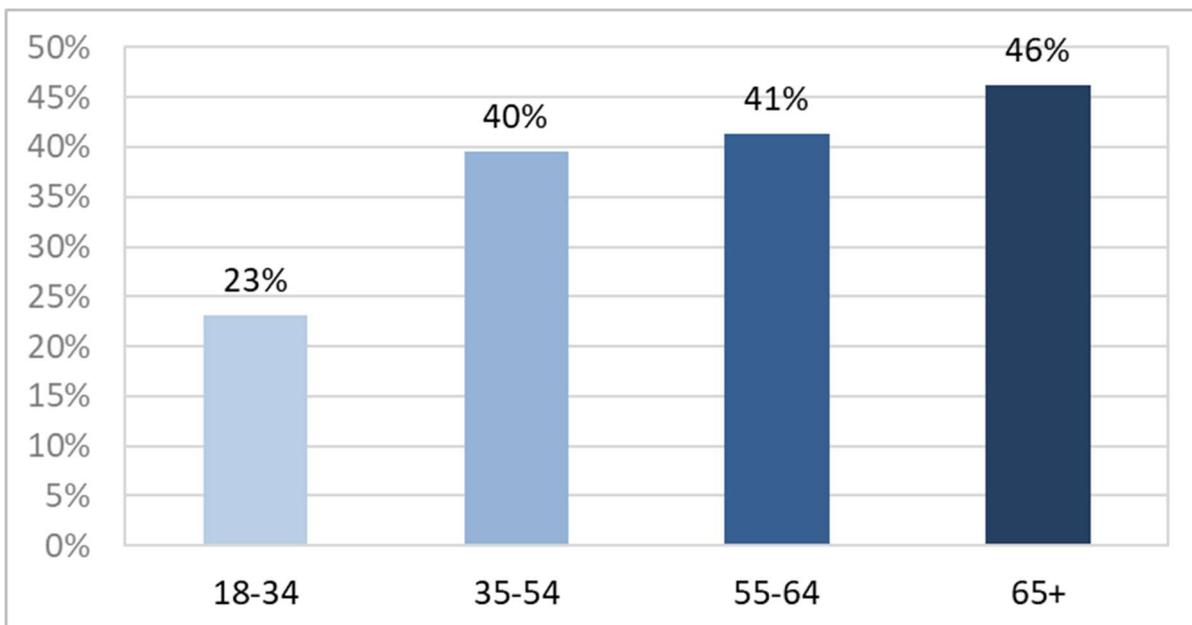


**Figure 10: Split of respondents offering unpaid help in the last year**

*\*Base: 1,779 responses*

A greater proportion of older residents are offering their time unpaid compared to younger residents, shown in figure 11.

There has been a significant increase in those aged 65+ offering their time unpaid in 2022 (46%) compared to 2021 (40%). This follows a significant decrease in both the proportion of 55-64 and 65+ year olds offering their time unpaid between 2020 and 2021. There were no other significant changes between 2021 and 2022 for other age categories.



**Figure 11: Percentage of people in different age categories who have offered unpaid help in the last year**

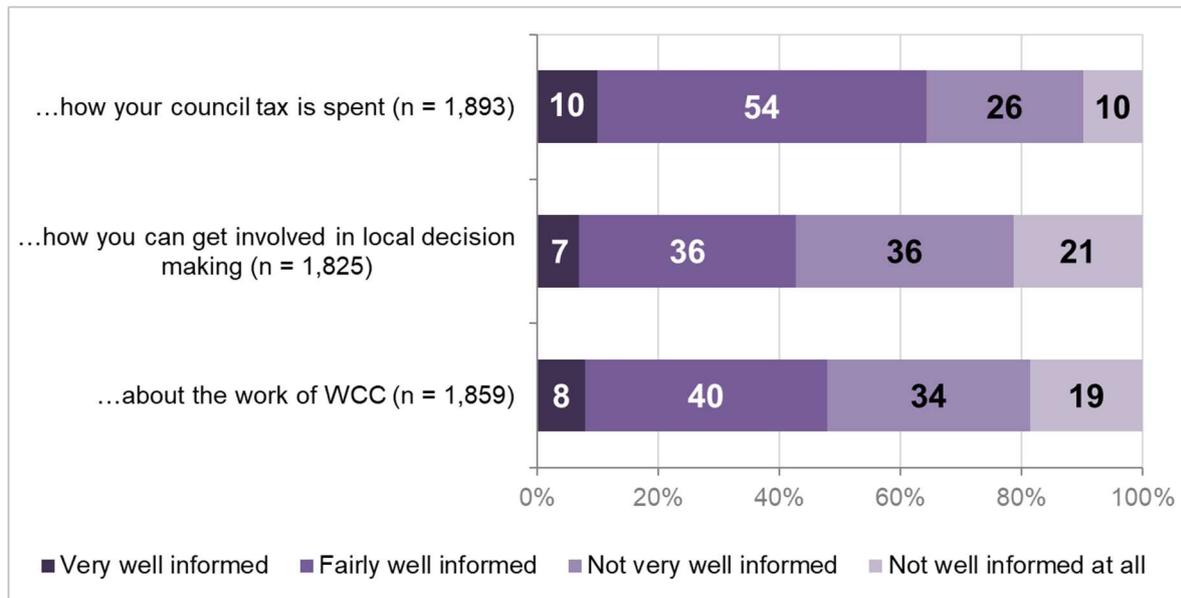
*\*Base: 1,836 responses*

## 2.3 Information and Local Decision Making

### Being kept informed

#### Q: How well informed do you feel about each of the following?

Most residents (64%) feel well informed about how council tax is spent, but fewer feel informed about how to get involved in local decision making and the work of Worcestershire County Council. There has been a no significant changes in residents feeling informed since 2021.

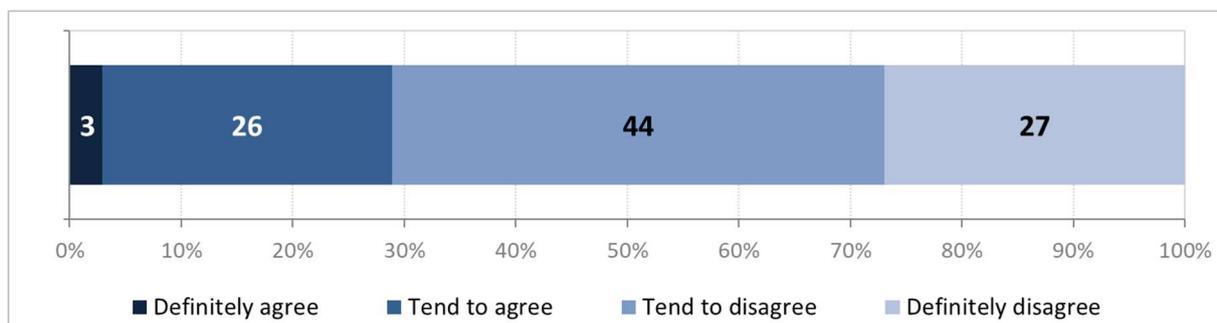


**Figure 12: How well-informed respondents feel about the mentioned services**

### Influencing Decisions

#### Q: Do you agree that you can influence decisions affecting your local area?

The extent to which people feel they can influence local decisions relates to how well local authorities and their partners engage with local residents in the community, and the degree to which residents feel they have the ability to influence decisions and the decision-making process. 29% of Worcestershire residents agree that they can influence local decisions, this is not a significant change from 2021.



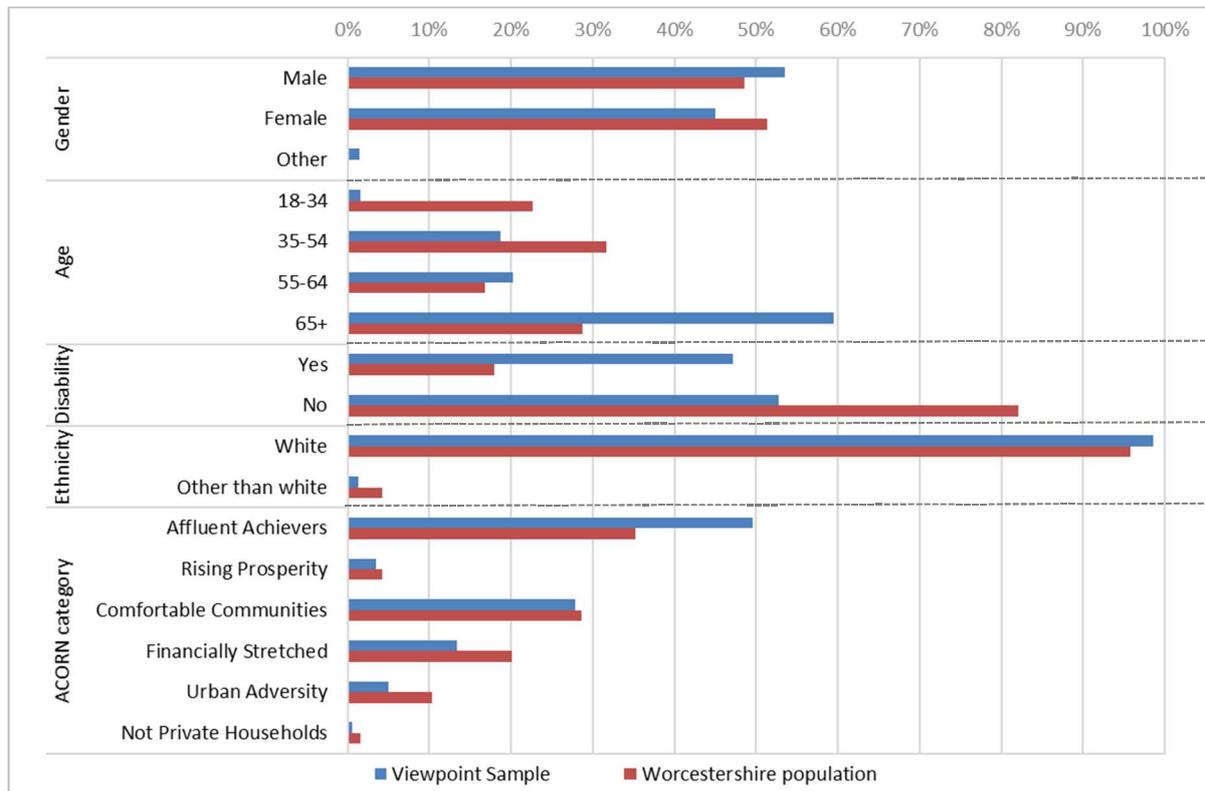
**Figure 13: Influencing decisions**

\*Base: 1,815 responses

## 2.4 About Yourself

Comparing results of the Worcestershire Viewpoint Survey sample (un-weighted) to the most recent demographic estimates indicates that those aged over 55, male and of white ethnicity are more likely to respond to the survey, as Figure 14 illustrates. However, the sample has been weighted so the overall sample profile is representative of the whole population of the local area. The demographic characteristics that factor into the weighting procedure are age, gender, ethnicity and district.

Age is one of the demographic factors that often divide opinions on issues and some of the items in this analysis were compared across age groups to better understand the views of different residents. The comparative age data presented must be treated with caution due to the small sample of residents less than 35 years of age.



**Figure 14: Sample Profile for Worcestershire – Key Demographics 2022**

*\*Base: All valid responses*