

2015 Residents' Survey

Summary of Main Findings

The following paragraphs selectively highlight some key findings of the 2015 Residents' Survey. Comparison with the Borough Manifesto Consultations clearly shows a coherence of opinion.

Satisfaction with the Local Area

Over two thirds (70%) of residents expressed satisfaction with their local area, with 50% of these saying that they are fairly satisfied. However, over one fifth (21%) said that they are dissatisfied with Barking & Dagenham as a place to live.

Residents' satisfaction with their local area is significantly lower in Barking & Dagenham than in other London boroughs and when compared to the national average, by 16 and 12 percentage points respectively.

Residents who are of Muslim faith; residents in the Asian ethnic group and residents in the Mosaic group 'Transient Renters' are significantly more likely to be satisfied with Barking & Dagenham as a place to live. In contrast, residents in the 'White British' ethnic group; residents who own their property outright; and residents who are atheists/have no religion are significantly less likely to be satisfied.

Satisfaction with Barking & Dagenham Council

Around two thirds (65%) of Barking & Dagenham residents are satisfied with the way Barking & Dagenham Council runs things, with 47% of these saying that they are fairly satisfied. However, around a quarter (24%) of residents are dissatisfied.

Residents' satisfaction with Barking & Dagenham Council is broadly comparable to other London boroughs and to the national average. It is lower by 3 and 2 percentage points respectively but the differences are not significant.

Residents aged 55+ years; residents who are retired; residents who live in a 1 person household; and residents in the Mosaic group 'Rental Hubs' are significantly more likely to be satisfied with the way Barking & Dagenham Council runs things. Conversely, residents in the Mosaic group 'Municipal Challenge' are significantly less likely to be satisfied.

Living in Barking & Dagenham

When asked why they chose to live in Barking & Dagenham, over a quarter of residents said they have always lived there or are a long term resident (29%). A similar proportion of residents indicated that they chose to live in the area because their family and/or friends live there (29%) and because the housing is affordable (26%).

12% of residents said that it was because Barking & Dagenham was a good area to live in, whilst smaller proportions suggested that transport links (7%), employment (7%) and education provision (5%) were reasons why they chose to live in the area.

Residents were then asked what would make them choose to stay in Barking & Dagenham in the future. 21% of residents said nothing would make them stay and they had no intention of staying in the area, whilst around four fifths (79%) gave reasons outlining what would make them choose to stay in the area. Reasons included: *family; better facilities for children; cleaner streets; better road and pavement maintenance; more disabled facilities; and cheaper housing.*

Areas of Personal Concern

The top areas of personal concern for residents in Barking & Dagenham are *crime* (40%), a *lack of affordable housing* (29%), *litter/dirt in the streets* (23%) and *condition of roads and pavements* (22%). Of the list given, the areas of least concern (i.e. the lowest proportion of residents rating them as one of their top three concerns) are *pollution of the environment* (8%), *poor public transport* (9%), *lack of recreational facilities* (10%) and *rising prices/interest rates* (10%).

When compared to the whole of London (Survey of London 2015), Barking & Dagenham is performing better (a significantly lower proportion rating the particular aspect as a top three concern) with regards to *litter/dirt in streets* (25 percentage points lower); *traffic congestion* (18 percentage points lower); *level of Council tax* (7 percentage points lower); and *other concerns* (7 percentage points lower). However Barking & Dagenham is performing worse (a significantly higher proportion rating the particular aspect as a top three concern) with regards to the *standard of education* (10 percentage points higher); *crime* (6 percentage points higher); *not enough being done for the elderly* (4 percentage points higher); and *the number of homeless people* (4 percentage points).

The sub-groups who are more concerned by various issues vary depending on the concern. *Crime* is significantly more likely to be of concern to those whose tenure category is 'owned with mortgage or shared' and those whose religion is 'other'. However, those who are in the Black ethnic group and those who rent their property from a private landlord are significantly more likely to be concerned about *the lack of affordable housing*, whilst those who are aged 55+ years; those who are wholly retired from work; those who own their property outright; and those who are in the 'Urban Cohesion' Mosaic group are significantly more likely to be concerned about *litter/dirt in the streets*.

Opinions of Council Services

In terms of satisfaction with Council services, the highest rated services (i.e. the largest proportion of residents rating them as good, very good or excellent) are *public transport* (72%); *street lighting* (67%) and *nursery education* (65%).

The lowest rated services (i.e. the lowest proportion of residents rating them as good, very good or excellent) are *activities for teenagers* (25%); *council housing* (33%) and *parking services* (34%). These are also the worst performing services if services are ranked by the proportion who rate them as poor, very poor or extremely poor, which suggests that Barking & Dagenham residents perceive *activities for teenagers; council housing and repair of roads* as the services most in need of improvement.

Users of services are in general much more likely to rate the service as excellent-good. The fact that many services are perceived poorly by the general public possibly suggests that the overall image of these services is poor and general information relating to what they can offer does not reach the wider public. The largest differences between user and overall satisfaction

is evident with *social services for adults; adult education; libraries; the housing benefit service; and social services for children and families.*

Barking & Dagenham is performing better than London when it comes to residents perceptions regarding *nursery education* but worse than London with regards to concerns about *public transport; street lighting; libraries; recycling facilities; the collection of council tax; parks and open spaces; refuse collection; adult education; social services for children and families; local health services; policing; street cleaning; social services for adults; the repair of roads and pavements; parking services; council housing; and activities for teenagers.*

The demographic sub-group analysis for satisfaction with services supports the findings of the differences between users and all residents, in that sub-groups we might expect to be more likely to use particular services are significantly more likely to rate that service as excellent, very good or good and vice versa.

Image of Barking & Dagenham Council

In terms of the extent to which residents feel each statement applies to Barking & Dagenham Council, the statements with the largest proportion of residents saying that they feel it applies 'a great deal' or 'to some extent' are *Is doing a good job* (67%); *It is easy to access Council services* (63%); and *Is making the local area a better place for people to live* (63%).

The statements with the largest proportion of residents saying that they feel it applies to Barking & Dagenham council 'not very much' or 'not at all' are *Listens to the concerns of local residents* (47%); *Acts on the concerns of local residents* (47%); and *Provides good value for money for the Council Tax I pay* (47%).

In all four instances where results can be compared to the Survey of London, the proportion of residents who think that the various statements apply to their local Council 'a great deal/to some extent' is significantly lower in Barking & Dagenham than in other London boroughs. It is 15 percentage points lower for the statement '*Is doing a good job*'; 11 percentage points lower for '*Listens to the concerns of local residents*'; 8 percentage points lower for '*Provides good value for money for the Council tax I pay*'; and 6 percentage points lower for '*Is making the local area a better place for people to live*'.

It is worth noting that residents who are in the White British ethnic group and Municipal Challenge Mosaic group are significantly less likely than average to say that 4 of the 6 statements rated by residents apply a great deal or to some extent.

Access to Internet

Of the residents who said they have access to the internet, over four fifths (86%) said they have access at home. This is comparable to data released by the Office for National Statistics (ONS) in August 2015, who reported the 86% of households in Great Britain have internet access.

Over a third (35%) reported having access at work, whilst smaller percentages said they have access in a library (19%), via mobile phone (14%) and in school/college (10%). Only 10% of residents said they have no access to the internet.

Over two fifths (45%) of residents reported visiting the Barking & Dagenham Council website sometimes, but less than once a month. Around a quarter (23%) said they visited it at least once a month, whilst 19% said they never visited it.

Services and benefits

Over half (54%) of residents think that Barking & Dagenham Council keeps them well informed about the services and benefits it provides, whilst 46% think they don't.

The proportion of residents who think that their local Council keeps them well informed about the services and benefits it provides is significantly lower in Barking & Dagenham when compared to the national average (by 7 percentage points).

Residents who are in the White Other ethnic group; and are in the 'Transient Renters' Mosaic group are significantly more likely to think that Barking & Dagenham Council keeps residents well informed about the services and benefits it provides. Conversely, residents who are aged 18-24 years are significantly less likely to think this.

Respect and Consideration

Nearly three quarters (74%) agree that their local area is a place where people from different backgrounds get on well together. Only around a quarter (26%) disagree that this is the case.

The proportion of residents who think that their local area is a place where people from different backgrounds get on well together is significantly lower in Barking & Dagenham when compared to the national average¹ (by 12 percentage points).

Residents who are in the Asian and Black ethnic groups; are Muslim; and are in the 'Rental Hubs' Mosaic group are significantly more likely to agree that people from different backgrounds get on well together in their local area. Conversely, residents who are in the White British ethnic group; who have a disability; and are Atheist/have no religion are significantly less likely to agree.

¹ For this question, the national figure is taken from the Community Life Survey. It is a face to face survey with 2,200 randomly selected adults aged 16+ in England per quarter. Figures are based on cumulative data (2,022 interviews) across 3 quarters (July 2014-April 2015).

Volunteering

Over a fifth (24%) of residents have given some form of unpaid help to any group(s), club(s) or organisation(s) (formally volunteered) in the last 12 months. However, around three quarters (76%) haven't.

The proportion of residents who have formally volunteered in the last 12 months is significantly lower in Barking & Dagenham when compared to the national average (by 18 percentage points).

Residents who are in the black ethnic group; and are living in a 4+ person household are significantly more likely to have formally volunteered in the last 12 months. Conversely, residents who are in the Asian ethnic group; and are Atheist/have no religion are significantly less likely to have formally volunteered.

Of the residents who have formally volunteered in the last 12 months, around two fifths said they volunteer at least once a week (39%). Over a quarter (26%) volunteer less than once a week but at least once a month, whilst around a third volunteer less often (34%).

Residents who are aged 55+ years; are wholly retired from work; and are living in a 1 person household are significantly more likely to volunteer at least once a week. Conversely, residents who are atheist/have no religion are significantly less likely to volunteer at least once a week.

50th Anniversary Celebrations

Just over a fifth (22%) of residents attended an event held by Barking & Dagenham Council to mark their 50th anniversary as a London borough. The proportion of residents who didn't attend an event can be split by those who didn't know there were any events taking place

(51%) and those who knew about them, but still didn't attend (27%). The fact that over half of residents didn't know any events were taking place could suggest that they were poorly advertised or that additional communication channels should be considered in the future.

Residents who are aged 35-44 years; are in the White British ethnic group; and are in the 'Aspiring Homemakers' Mosaic group are significantly more likely to have attended an event. Conversely, residents who are aged 18-24 years; are living in a 4+ person household; are Muslim; and are in the 'Urban Cohesion' Mosaic group are significantly less likely to have attended an event.

Residents who are aged 18-24 years; are in the Asian ethnic group; rent their property from a private landlord; are living in a 4+ person household; and are Muslim are significantly more likely to have not known any events were taking place. Conversely, residents who are aged 35-54 years; are in the White British ethnic group; rent their property from a social landlord; and are in the 'Aspiring Homemakers' Mosaic group are significantly less likely to have not known any events were taking place.

Almost 9 in 10 residents (88%) think that the Council should consider running similar events next year – only 12% think they shouldn't.

Residents who are otherwise not working; are in the Asian and Black ethnic groups; and are in the 'Transient Renters' Mosaic group are significantly more likely to think the Council should consider running similar events next year. Conversely, residents who are aged 55+ years; are wholly retired from work; are in the White British ethnic group; and own their property outright are significantly less likely to think the Council should consider running similar events next year.

Community safety

The majority of residents (84%) feel safe when outside in their local area during the day, with two fifths (40%) saying that they feel very safe. Only 10% say that they feel unsafe outside in their local area during the day.

The proportion of residents who feel safe in their local area during the day is significantly lower in Barking and Dagenham when compared to the national average (by 12 percentage points).

When asked how safe or unsafe they feel when outside in their local area after dark, the proportion of residents feeling safe is lower than during the day. Just over half (51%) feel safe, with only 14% saying they feel very safe. In addition, two fifths (40%) say that they feel unsafe outside in their local area after dark.

The proportion of residents who feel safe in their local area after dark is significantly lower in Barking and Dagenham when compared to the national average (by 29 percentage points).

Residents who are wholly retired from work; are in the White Other and Black ethnic groups; are Christian; and are in the 'Vintage Value' Mosaic group are significantly more likely to feel safe when outside in their local area during the day. Conversely, residents who are Atheist/no religion and whose religion is 'other' are significantly less likely to feel safe during the day.

Residents who are male; and are in the Black ethnic group are significantly more likely to feel safe when outside in their local area after dark. Conversely residents who are female; in the White British ethnic group; and have a disability are significantly less likely to feel safe when outside in their local area after dark.

Problems in the local area/Anti-social behaviour (ASB)

Residents in Barking & Dagenham perceive *rubbish or litter lying around* as the biggest ASB concern in their area with 55% of residents saying it is a very or fairly big problem, with *people using or dealing drugs* (51%), *fly tipping* (50%) and *dog fouling* (50%) as the second, third and fourth biggest problems in the local area.

In all six instances where results can be compared to the Crime Survey for England and Wales², the proportion of residents who perceive each problem as 'very or fairly big' is significantly higher in Barking & Dagenham than in the rest of England and Wales. It is 27 percentage points higher for *people using or dealing drugs*; 26 percentage points higher for both *rubbish or litter lying around* and *people being drunk and rowdy in public places*; 22 percentage points higher for *vandalism, graffiti and other deliberate damage to property or vehicles*; 16 percentage points higher for *abandoned or burnt out cars*; and 11 percentage points higher for *noisy neighbours or loud parties*.

2 For this question, the national figure is taken from the Crime Survey for England and Wales. It is a face to face survey with randomly selected adults aged 16+ in England and Wales. Figures are based on cumulative data (8,190 interviews) across 4 quarters (April 2014-March 2015).

Residents who own their property outright are significantly more likely to feel that *rubbish or litter lying around* is a big problem.

Residents who are in the White British and White Other ethnic groups; and are in the Municipal Challenge Mosaic group are significantly more likely to feel that *people using or dealing drugs* is a big problem while residents who are aged 55+ years; and are in the Black ethnic group are significantly less likely to feel that *people using or dealing drugs* is a big problem.

Residents who are in the Black ethnic group; and are in the 'Transient Renters' Mosaic group are significantly less likely to feel that *fly tipping* is a big problem.

Residents who are in the 'Family basics' Mosaic group are significantly more likely to feel that *dog fouling* is a big problem while residents who are aged 18-24 years are significantly less likely to feel that *dog fouling* is a big problem.

9 in 10 (90%) Barking & Dagenham residents think that the council should increase enforcement activity to tackle some of the problems mentioned. Only 10% think they shouldn't.

Some Main Conclusions and Recommendations

The most positive indicators have been outlined below as well as some areas for consideration. Please bear in mind that these comparisons of 'best' and 'worst' rankings are an arbitrary indication of performance.

Areas of high performance

Around two thirds (65%) of Barking & Dagenham residents are satisfied with how Barking & Dagenham Council runs things – this is comparable with other London boroughs and the national average.

Barking & Dagenham is performing significantly better than London with regards to concern for *litter/dirt in streets*; *traffic congestion*; *level of Council tax*; and *other concerns*.

The highest rated services (i.e. the largest proportion of residents rating them as good, very good or excellent) are *public transport* (72%); *street lighting* (67%) and *nursery education* (65%).

Barking & Dagenham is performing significantly better than London with regards to satisfaction about *nursery education*.

Over three fifths feel that the statements: *Is doing a good job* (67%); *It is easy to access Council services* (63%); and *Is making the local area a better place for people to live* (63%) apply to Barking & Dagenham Council 'a great deal' or 'to some extent'.

Over half (54%) of residents think that Barking & Dagenham Council keeps residents well informed about the services and benefits it provides.

Nearly three quarters (74%) agree that their local area is a place where people from different backgrounds get on well together.

Over a fifth (24%) have given some form of unpaid help to any group(s), club(s) or organisation(s) (formally volunteered) in the last 12 months, with 39% of those doing so at least once a week.

The majority of residents (84%) feel safe when outside in their local area during the day, with two fifths (40%) saying that they feel very safe.

Areas for consideration

Residents' satisfaction with their local area is significantly lower in Barking & Dagenham (70%) than in other London boroughs and when compared to the national average, by 16 and 12 percentage points respectively.

The lowest rated services (i.e. the lowest proportion of residents rating them as good, very good or excellent) are *activities for teenagers* (25%); *council housing* (33%) and *parking services* (34%). These are also the worst performing services if services are ranked by the proportion who rate them as poor, very poor or extremely poor, which suggests that *activities for teenagers*; *council housing and repair of roads* are priorities for improvements in Barking & Dagenham.

Barking & Dagenham is performing significantly worse than London with regards to concerns about *public transport*; *street lighting*; *libraries*; *recycling facilities*; *the collection of council tax*; *parks and open spaces*; *refuse collection*; *adult education*; *social services for children and families*; *local health services*; *policing*; *street cleaning*; *social services for adults*; *the repair of roads and pavements*; *parking services*; *council housing*; and *activities for teenagers*.

Less than half of Barking & Dagenham residents feel the statements: *Listens to the concerns of local residents* (47%); *Acts on the concerns of local residents* (47%); and *Provides good value for money for the Council Tax I pay* (47%) apply to Barking & Dagenham Council 'a great deal' or 'to some extent'.

In all four instances where results can be compared to the Survey of London, the proportion of residents who think that the various statements regarding the image of Barking & Dagenham Council apply 'a great deal/to some extent' is significantly lower than in other London boroughs. It is 15 percentage points lower for the statement '*Is doing a good job*'; 11 percentage points lower for '*Listens to the concerns of local residents*'; 8 percentage points lower for '*Provides good value for money for the Council tax I pay*'; and 6 percentage points lower for '*Is making the local area a better place for people to live*'.

Whilst over half (54%) of residents think that Barking & Dagenham Council keeps them well informed about the services and benefits it provides, this figure is significantly lower than the national average (by 7 percentage points).

Despite the fact that nearly three quarters (74%) agree that their Barking & Dagenham is a place where people from different backgrounds get on well together, this figure is significantly lower than the national average (by 12 percentage points).

The proportion of residents who have formally volunteered in the last 12 months is significantly lower in Barking & Dagenham when compared to the national average³ (by 18 percentage points).

³ For this question, the national figure is taken from the Community Life Survey.

Over half (51%) of residents didn't attend an event held by Barking & Dagenham Council to mark their 50th anniversary as a London borough because they didn't know any were taking place.

The proportion of residents who feel safe in their local area during the day is significantly lower in Barking and Dagenham when compared to the national average (by 12 percentage points).

When asked how safe or unsafe they feel when outside in their local area after dark, the proportion of residents feeling safe is lower than during the day. Just over half (51%) feel safe, with only 14% saying they feel very safe. In addition, two fifths (40%) say that they feel unsafe outside in their local area after dark. The proportion of residents who feel safe in their local area after dark is significantly lower in Barking and Dagenham when compared to the national average (by 29 percentage points).

Residents in Barking & Dagenham perceive *rubbish or litter lying around* as the biggest ASB concern in their area with 55% of residents saying it is a very or fairly big problem, with *people using or dealing drugs* (51%), *fly tipping* (50%) and *dog fouling* (50%) as the second, third and fourth biggest problems in the local area.

In all six instances where results can be compared to the Crime Survey for England and Wales⁴, the proportion of residents who perceive each problem as 'very or fairly big' is significantly higher in Barking & Dagenham than in the rest of England and Wales. It is 27 percentage points higher for *'people using or dealing drugs'*; 26 percentage points higher for both *'rubbish or litter lying around'* and *'people being drunk and rowdy in public places'*; 22 percentage points higher for *'vandalism, graffiti and other deliberate damage to property or vehicles'*; 16 percentage points higher for *'abandoned or burnt out cars'*; and 11 percentage points higher for *'noisy neighbours or loud parties'*.

⁴ For this question, the national figure is taken from the Crime Survey for England and Wales.