

Woodley Residents' Survey 2015

Summary Survey Results



Jan 2016

These are the summary results for the 2015 Woodley Residents' Survey.

The full report follows.

Sample size

There were two elements to the survey:

1. A representative sample gained through a doorstep survey of a structured survey of 500 Woodley households, across all parts of Woodley and selecting all age groups and household sizes.
2. A self completion survey for additional people wishing to express their views – this could be completed by anyone who wished to do so, including those outside Woodley. 442 people responded to this. 18 of these were from other RG postcodes (users of Woodley facilities who did not live in Woodley). The sample of self completion responses came from across Woodley in a broadly representative sample of age groups and household sizes.

How representative are the results?

The doorstep survey provides a structured sample of data which is 95% representative of local households to +/- 4.3%.

The self completion survey provides data that is 95% representative of the local population to +/- 4.6%. However the nature of the response is different as those replying are self selecting and may have answered because they have specific interests and views to express.

Together the two elements of the survey provide enhanced data that can be relied upon as being 95% representative of local people's views, within +/- 3.13 %.

Compatibility of questions across the two elements of the survey

The two elements of the survey were broadly identical, with minor changes to wording (but not to meaning) to allow for the different types of questionnaire.

A small number of questions were asked only in the doorstep survey because they were not relevant to the self completion survey.

For example, by definition those answering the self completion survey would have heard of Woodley Town Council in advance of answering the questions. Those responding to the doorstep survey may not have heard of the council.

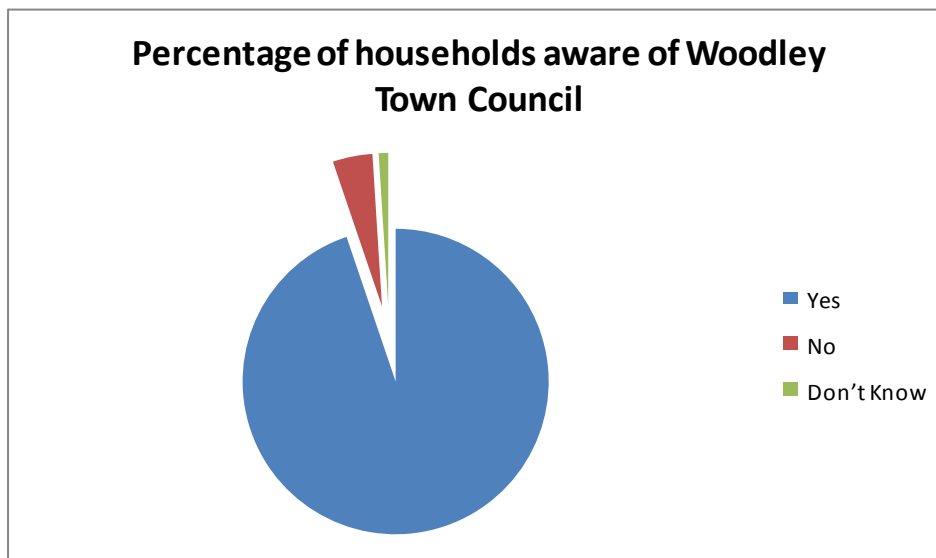
1 Awareness of Woodley Town Council

This question was asked in the Doorstep survey only

1.1 Residents having heard of Woodley Town Council before

There was a strong awareness of Woodley Town Council (WTC) among local residents.

Aware of WTC?	% Response
Yes	94.8
No	4.2
Don't know	1.0



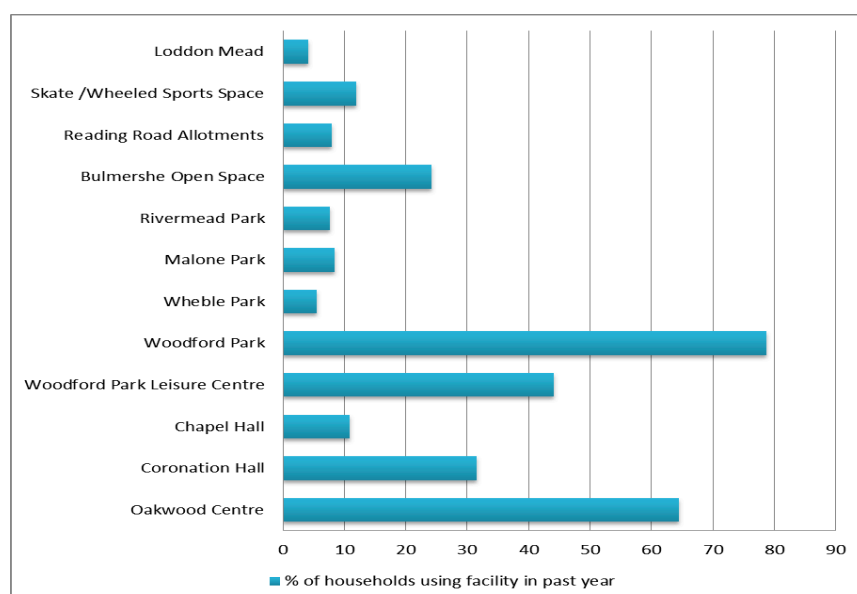
2 Town Council Facilities

2.1 Use of Woodley Town Council facilities by local residents

Table 1: Use of WTC facilities by local residents

Facility	% of households using facility in past year		
	Doorstep survey	Self completion survey	Both surveys
Oakwood Centre	60.2	69.1	64.4
Coronation Hall	31.8	31.3	31.6
Chapel Hall	8.8	13.3	10.9
Woodford Park Leisure Centre	42.6	45.9	44.1
Woodford Park	86.0	70.5	78.7
Wheble Park	3.4	7.8	5.5
Malone Park	7.2	9.8	8.4
Rivermead Park	8.2	7.0	7.6
Bulmershe Open Space	18.2	30.9	24.2
Reading Road Allotments	5.4	10.7	7.9
Skate /Wheeled Sports Space	10.2	14.0	12.0
Loddon Mead	2.2	6.3	4.1

Fig 1: Use of WTC facilities



2.2 Awareness among local residents of the facilities provided by Woodley Town Council

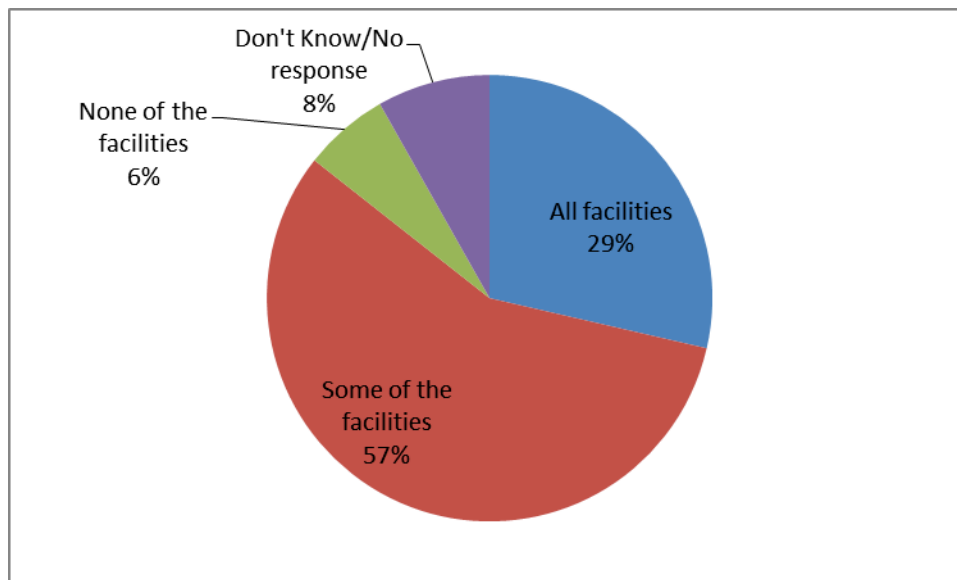
This questions was asked in the doorstep survey only

Eighty five per cent of local households were aware that Woodley Town Council provide all or some of the facilities they had been asked about. However, it is notable that only 28.6% were aware that all of these facilities were provided by the town council.

Table 2: Knowledge among local households of facilities provided by WTC

	% response
All facilities	28.6
Some of the facilities	57.0
None of the facilities	6.2
Don't know/No response	8.2

Fig 2: Knowledge of facilities provided by WTC



2.3 The rating of WTC facilities by users

The majority of users rated Woodley Town Council facilities as good or satisfactory.

Table3: How users rated WTC facilities

Facility	% response			
	Excellent	Good	Satisfactory	Poor
Oakwood Centre	34.8	39.6	18.4	7.2
Coronation Hall	15.0	35.5	36.8	12.8
Chapel Hall	8.5	32.3	43.8	15.4
Woodford Park Leisure Centre	22.4	31.3	28.8	17.6
Woodford Park	28.4	43.6	23.8	4.2
Wheble Park	12.2	25.7	38.6	23.5
Malone Park	15.3	47.1	24.4	13.2
Rivermead Park	12.9	27.4	49.8	9.9
Bulmershe Open Space	16.3	65.8	12.7	5.2
Reading Road Allotments	26.7	46.1	16.3	10.9
Woodford Park Skate/Bike Park	29.7	39.4	26.7	4.2
Loddon Mead	3.3	44.2	45.6	6.9

Most frequent response

Second most frequent response

In 2015, more services were rated as good or satisfactory than in previous years.

2.4 Aggregated rating for all Woodley Town Council services

Table 4: Aggregated ratings for Woodley Town Council services

Rating	% response (all data)		
	2015	2013-2014	2012
Excellent	18.8	22.4	13.8
Good	39.8	36.0	45.2
Satisfactory	30.5	25.0	30.2
Poor	10.9	16.5	10.8

The overall rated and aggregated score for all the facilities in 2015 was 66.7 % (satisfactory-good). This is a decrease compared to previous years.

2.5 The Importance of Woodley Town Council Facilities to Local People

Table 5: The importance of Woodley Town Council facilities to local people

Type of facility or service	% rating as very important or important (all data)
Community halls (including Oakwood Centre)	87.9
Parks	93.7
Children's play areas	77.3
Youth facilities	72.4
Indoor sports facilities	80.9
Outdoor sports facilities	72.0
Allotments	54.8
Grants to services for local people and community groups	83.1

The parks in Woodley are the most important facility for local people, followed by community halls, grants for local people and community groups and indoor sports facilities. All of these were rated as important or very important by 80% or more of local people.

3 Service quality and value for money

3.1 Service quality

Twenty six per cent of people had been in contact with Woodley Town Council in the past two years. Of these, the majority found town council staff to be courteous, helpful, able to deal with queries effectively and knowledgeable.

Characteristic	% Response (all data)
Helpful	91.8
Courteous	93.1
Knowledgeable	83.0
Able to deal with queries effectively	83.1

3.2 Value for money

Table 6: Value for money

Town Council Value for Money	% Response (all data)
Excellent	10.9
Good	29.0
Satisfactory	36.9
Poor	14.2
Don't know/No response	9.0

Almost two thirds of people consider that Woodley Town Council provides satisfactory or good value for money. A further 10.9% feel that the council provides excellent value for money.

4 Public Toilets

In the autumn of 2015, the issue of public toilet provision in Woodley was being extensively debated in social media and elsewhere. Opinions given subjectively through comments and suggestions tended to be polarised between those who wanted separate public toilet provision, and those who did not.

The comments made are summarised in the full report, but are often based on peoples' feelings about the previous toilet having been demolished and not replaced. There are many who feel that a replacement is not necessary and a waste of funds, however over 60% of people in both elements of the survey wanted public toilets to be provided. Even those who wished to have a separate public toilet in the town centre often commented that the existing proposal seemed to be very expensive for a single toilet.

Those who did not want the toilets replaced generally felt this would be a waste of money, and that funding would be better used elsewhere.

4.1 Local Loos

At the time of the survey, public toilet provision in Woodley was made via the Local Loo Scheme. This scheme consisted of toilets available in local public buildings and businesses (Woodley Centre Surgery, the Oakwood Centre, Woodley Library and the Chequers public house). They were available for use free of charge during the opening hours of each place.

Many respondents thought the Local Loo Scheme was a good idea, and over 50% of people across the two surveys were aware of and had used a Local Loo. However, only 25% of those answering the doorstep survey knew about and had used the Local Loos. Many people commented that they waited until they got home, or went home to use the toilet. Comments (see full report) showed that many people feel uncomfortable going into the Chequers public house, GP Surgery or Library to use the toilet, and that some found these inaccessible. The Oakwood Centre was often not considered to be convenient location for the town centre shops.

There seemed to be a lack of awareness of the Local Loos Scheme, with almost a half of those responding to the doorstep survey, and a fifth in the self completion survey saying they did not know about it.

4.2 Use of Local Loos

The percentage of people using each Local Loo was as follows. There was a marked difference between the two sets of survey data in the responses to this question, so they are shown here separately. This may be because people who answered the self completion survey were more aware of the issue of public toilets than those interviewed at their homes.

Table 7: Which Local Loos have people used?

Facility	% Response	
	Doorstep survey	Self completion survey
Woodley Centre Surgery	16.8	33.3
Woodley Library	24.2	53.9
Oakwood Centre	23.1	53.7
Chequers public house	5.4	5.56
Have not used a Local Loo	39.8	24.6

4.3 Rating Local Loos

Among those that had used them, the Local Loos used were rated as follows:

Table 8: How were the Local Loos rated?

Rating	% Response (all data)
Excellent	27.2
Good	39.3
Satisfactory	23..8
Poor	5.9
Don't know	4.0

4.4 Reasons for not using Local Loos

Table 9: Why did people not use Local Loos?

Reason	% Response (all data)
Have not needed to	43.4
Locations are inconvenient	27.8
Not accessible enough	15.7
Not open when needed	21.8
Didn't know about them	29.8
Something else	15.1

Typically, other reasons for not using the Local Loos were related to people feeling uncomfortable using them and problems accessing the toilets with children, shopping or if there were mobility problems,

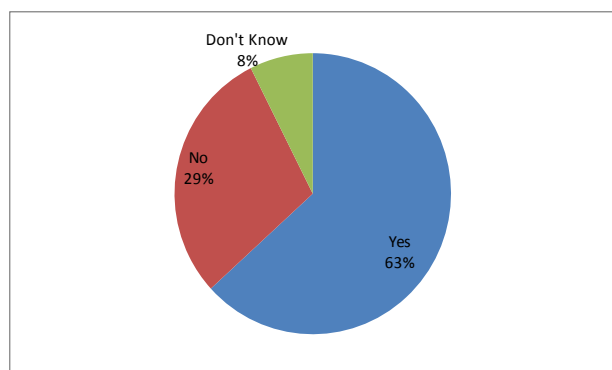
Those not using the Local Loos tended to go home to use the toilet or use one of the local cafes (often buying a drink to do so). A significant number of people said that they had cut their time in the town centre short and gone home because of a need to use a toilet.

4.5 Should there be a new public toilet in Woodley?

Table 10: Should a new standalone, accessible public toilet be provided in Woodley?

Response	% Response (all data)
Yes	62.9
No	29.8
Don't Know	7.3

Fig 3: Should a new standalone, accessible public toilet be provided in Woodley?



There was a difference between the responses in the two parts of the survey among those wanting or not wanting a new toilet - 59.6 % were in favour in the doorstep survey and 66.4% in the online survey.

It is notable that even those who wanted a new toilet to be provided frequently commented that the proposed facilities seemed an expensive option. There was also concern about becoming stuck or locked in an automatic toilet, and questions about whether they would be accessible for a disabled person and their helper.

There was some opposition to paying to use a public toilet, especially if it was not visibly attended by a cleaner.

Typical uses suggested for the development funds, if not used for public toilets were to improve local parks and outdoor spaces, modernise the town centre or provide more community based services.

5 Living in Woodley

5.1 Satisfaction with Woodley as a place to live

People like living in Woodley, almost a half like it a great deal.

Table 11: How satisfied are people with living in Woodley?

Rating	% Response (all data)
A great deal	49.2
A fair amount	41.4
Not very much	3.4
Not at all	2.2
Don't know	3.8

5.2 The sense of belonging to Woodley

Many local people feel a strong sense of belonging to the town.

Table 12: Identifying with Woodley

Rating	% Response (all data)
A great deal	41.3
A fair amount	44.7
Not very much	10.0
Not at all	1.8
Don't know/No response	2.3

5.3 Community spirit

There is more varied opinion about how local people engage with their community:

Table 13: To what extent do people in Woodley work together to improve the local area?

Rating	% Response (all data)
A great deal	13.8
A fair amount	44.1
Not very much	25.3
Not at all	5.9
This kind of improvement is not needed	3.9
Don't Know	7.2