

Poole Opinion Panel Spring 2010

Report of Key Results:
Planning and Regeneration

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Spring 2010 Poole Opinion Panel



- The Poole Opinion Panel is the Council's citizens panel
- Survey fieldwork managed by the Corporate Research Team May-June 2010
- Reminder letter sent to boost response rates
- 1,032 of 1,560 questionnaires returned (66% response rate)
- Results are weighted by MOSAIC group (lifestyle data) to make them representative of Poole's population

Spring 2010 Poole Opinion Panel



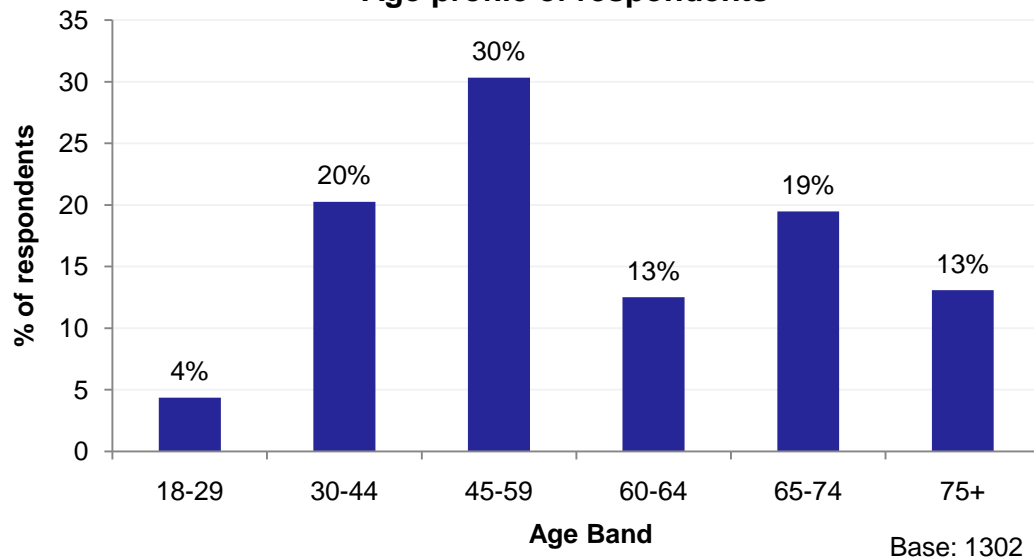
Questions were asked in Poole Opinion Panel to identify:

- What interests residents about planning and regeneration, as this was a key area that residents told us they wanted to be involved in
- Usage and awareness of the services provided by Planning and Regeneration
- Satisfaction with the service received
- What improvements can be made to Planning and Regeneration

Profile of Respondents



Age profile of respondents



Age:

- The largest age band was 45 – 59 (30%)
- 45 respondents were aged under 29 (4%)
- 336 respondents were aged 65 and over (33%)

Gender:

- 49% of respondents were male, 51% female

Ethnicity:

- Ethnicity was known for 943 people (91%). Of these:
- 95% were White British (894 respondents)
- 3% were Other White and 2% BME

Disability:

- Having a Disability or Limiting Long-term Illness (LLTI) was known for 903 respondents (88%). Of these, 19% reported having a LTLI or disability

Data is being collected for religion and sexual orientation for new members, but figures are too small to report.

Mosaic & Weighting



MOSAIC Group	% of households in Poole	Weight (rounded)
A Residents of isolated rural communities	0.2	0.93
B Residents of small & mid-sized towns with strong local roots	15.4	0.91
C Wealthy people living in the most sought after neighbourhoods	3.9	1.09
D Successful professionals living in suburban or semi-rural homes	12.7	0.84
E Middle income families living in moderate suburban semis	10.9	1.01
F Couples with young children in comfortable modern housing	3.9	1.04
G Young, well-educated city dwellers	2.5	1.42
H Couples and young singles in small modern starter homes	10.3	1.32
I Lower income workers in urban terraces in often diverse areas	2.7	1.63
J Owner occupiers in older-style housing in ex-industrial areas	9.3	0.99
K Residents with sufficient incomes in right-to-buy social housing	6.8	0.98
L Active elderly people living in pleasant retirement locations	13.5	0.93
M Elderly people reliant on state support	5.9	1.08
N Young people renting flats in high density social housing	0.4	0.91
O Families in low-rise social housing with high levels of benefit need	1.6	1.11

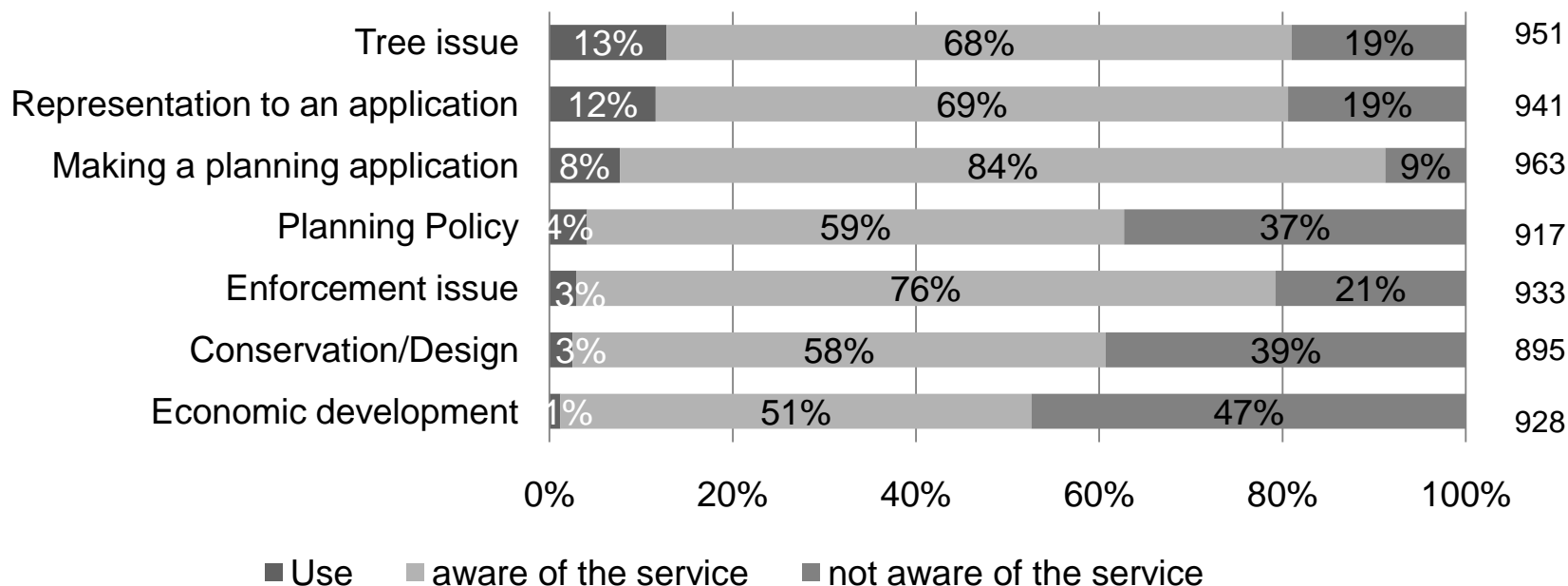
For more information on MOSAIC visit the [Corporate Research Website](#).

Q25 – Usage and awareness of services provided by Planning and Regeneration



Usage and awareness of Planning and Regeneration services

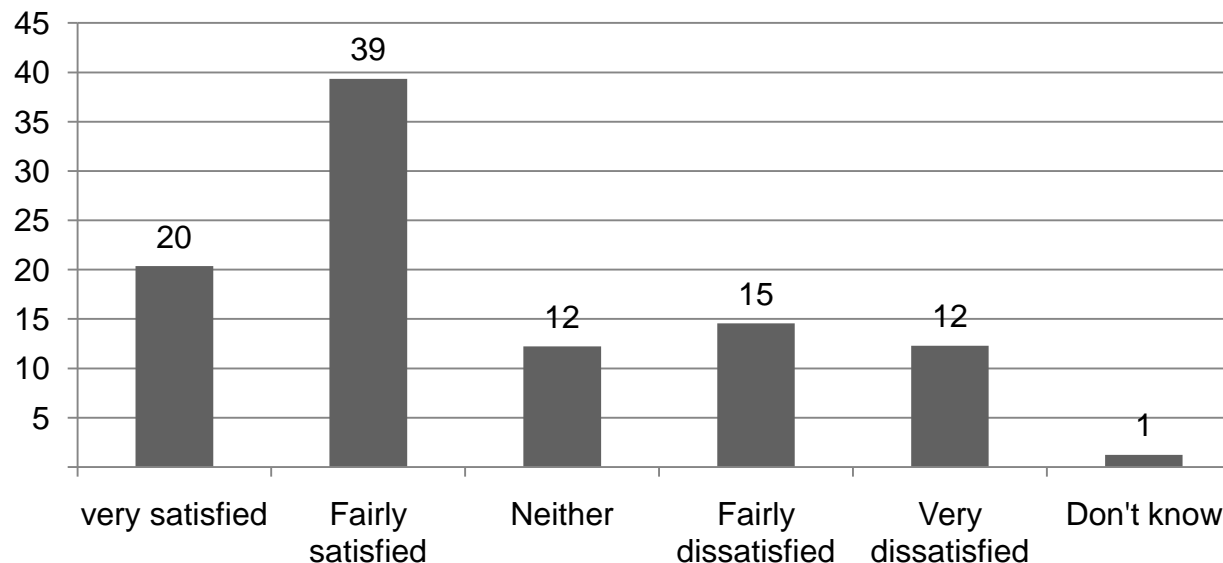
Bases



- 26% of respondents have used at least one of the Planning and Regeneration Services, with 10% using more than one service.
- Awareness is highest of planning applications, with least awareness of Economic Development, Conservation and Planning Policy.

- The profile of Planning and Regeneration Services users varies according to IMD quartile.
- Users of Planning and Regeneration Services tend to come from more affluent areas of Poole (31% are from IMD quartiles 3 and 4) than less affluent areas (15% of users come from IMD quartiles 1 and 2).
- Within the more affluent areas, users come from a range of Mosaic Groups, but are more likely to live in locality south or locality east.
- This analysis includes the entire range of services. Analysis of Planning and Regeneration's database will identify the profile of service users.

Q26 – Satisfaction with the service received from Planning and Regeneration



Base = 244

- 59% of users are satisfied with the service they receive from Planning and Regeneration Services.
- 27% are dissatisfied with the service.
- Reasons for satisfaction and dissatisfaction are shown on the next slides.

Q26 – Reasons for satisfaction with service



- Of the 146 people who were satisfied with the service they received, 70 people explained why they are happy, or are not very satisfied in the case of some.
- The outcome can affect satisfaction – 3 people were fairly satisfied because of the decision, but were happy with the service.

Comment	Total
Helpful staff / professional	16
speed / efficiency	13
too slow / could be quicker	12
result (happy with)	4
decisions (unhappy with)	3
service	3
Good website	3
fair hearing	2
other	14
	70

Q26 – Reasons for dissatisfaction with service



- Of the 66 people who were dissatisfied, 63 people explained the reason why.
- 17 referred specifically to ‘Tree issues’, 16 were related to ‘Planning issues’ and 3 with ‘Enforcement’. It was not possible to identify the service the other comments related to.
- The main reasons for dissatisfaction are summarised below:

Reason	Number
Customer service related	14
Decision	13
not views considered	6
Red tape/rules	5
Lack of information	2
Delay	2
Other	21
Total	63

Q27 – Improvements to Planning and Regeneration



- 282 respondents gave suggestions as to how the Planning and Regeneration Service may be improved.
- A summary of the main comments is given below. The main words used are shown on the next slide.

Comment	Number
publicity / information	68
consultation / take account of people and their views	37
development related	20
speed/quicker	19
decisions	13
policies	10
staff skills / qualities	12
open/transparent/accountability	7
accessibility	5
Specific issue	5
Service related	5
councillors	4
more officers	4
consistency	3
cost/charges	3
developer related	3
environmental impact	3
other	53
Total	274

Q27 – Improvements to Planning and Regeneration



advice (6) affected (6) **applications** (29) **area** (25) available (11) aware (11)
better (11) **building** (20) communication (7) consideration (11) consultation (6) control (6) cost (6)
council (11) **decisions** (15) **development** (16) enforcement (6) etc (9) flats (7) given (8)
greater (8) housing (11) improve (9) **information** (28) issues (10) listen (9)
local (18) making (9) needs (7) **notices** (14) officers (8) open (9) opinion (7) **people** (37)
planning (68) please (9) **poole** (27) process (7) **public** (24) quicker (6)
residents (20) road (6) **service** (18) speak (6) staff (7) stop (7) think (9) town (9) website (7)
years (6)

Q24 – What interests residents about Planning and Regeneration



'Planning' or *'Development'* was one of the issues panel members told us that they wanted they wanted to be involved in in the last survey.

- 568 respondents told us what interests them as follows:



For Further Information



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www.boroughofpoole.com/opinions - our research and consultation results and on-line consultations

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