



Hertsmere Borough Council Residents Tracker Survey

April 2018



Hertsmere Borough Council Residents Tracker Survey

April 2018 Final Report

Opinion Research Services

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1. Project Overview

The Survey

- 1.1 Opinion Research Services (ORS) was commissioned by Hertsmere Borough Council (HBC) to undertake a Residents Tracker Survey using the telephone methodology.
- 1.2 The Residents Survey captures residents' general views and perceptions of certain services and facilities provided by Hertsmere Borough Council. A similar survey was conducted in 2014/15, 2011 and 2008 by ORS and in 2005, 2002 and 1999 by MORI; all using face to face methodology.
- 1.3 The results in this report are based on a survey of around 1000 telephone interviews conducted from a sample of Hertsmere residents. Quotas were set on age, gender and working status in order to achieve a cross-section of responses.
- 1.4 The survey contained questions on the following topics:
 - Overall Satisfaction
 - Council Services
 - Online Information
 - Contact with the Council
 - Your Local Area

Survey Response

- 1.5 1000 interviews were completed between 1st February 2018 and 4th March 2018.

Weighting the Data

- 1.6 The extent to which results can be generalised from a sample depends on how well the sample represents the population from which it is drawn. As for all surveys of this type, although a random sample of telephone numbers was selected, the achieved sample was unbalanced owing to non-response of certain profile groups.
- 1.7 Under these circumstances, inferences about the views of the population can be improved by calculating weights for any under or over-sampling of particular groups. Weights are assigned by comparing the sample proportions for particular groups with known population characteristics from other sources for the same groups. Each observation is then multiplied by its weight to ensure that the weighted sample will conform to the known population characteristics.

- 1.8 In this case, the responses were checked against comparative data for age, gender, working status, ethnicity, long-term illness or disability, tenure, marital status, area and IMD Decile, then subsequently weighted by gender, age, ethnicity, marital status and tenure.
- 1.9 The weighted data should, therefore, be representative of the population of Hertsmere and will be treated as being so throughout this report. When the un-weighted data is discussed the report refers to 'respondents' but for weighted data it refers to 'residents'.
- 1.10 The tables on the following pages show the profile characteristics of respondents to the survey. Any value denoted by a * represents a percentage which is less than 1%.

Table 1: Age – All Respondents (Note: Figures may not sum due to rounding)

Age	Number of respondents (unweighted count)	% of respondents (unweighted valid)	% of respondents (weighted valid)
Aged 16 to 24	70	7	15
Aged 25 to 34	102	10	16
Aged 35 to 44	161	16	16
Aged 45 to 54	237	24	19
Aged 55 to 64	227	23	16
Aged 65 to 74	132	13	11
Aged 75 or over	71	7	7
Total	1,000	100	100

Table 2: Gender – All Respondents (Note: Figures may not sum due to rounding)

Gender	Number of respondents (unweighted count)	% of respondents (unweighted valid)	% of respondents (weighted valid)
Male	452	45	47
Female	548	55	53
Total	1,000	100	100

Table 3: Working Status – All Respondents (Note: Figures may not sum due to rounding)

Working Status	Number of respondents (unweighted count)	% of respondents (unweighted valid)	% of respondents (weighted valid)
Working	702	70	64
Retired	168	17	18
Otherwise not working	130	13	18
Total	1,000	100	100

Table 4: Ethnicity – All Respondents (Note: Figures may not sum due to rounding)

Ethnicity	Number of respondents (unweighted count)	% of respondents (unweighted valid)	% of respondents (weighted valid)
White	920	93	86
Non-white	69	7	14
Not Known	11		
Total	1,000	100	100

Table 5: Tenure – All Respondents (Note: Figures may not sum due to rounding)

Tenure	Number of respondents (unweighted count)	% of respondents (unweighted valid)	% of respondents (weighted valid)
Owned with a mortgage or loan (including shared ownership)	390	41	43
Owned outright	360	38	30
Rented from a Council, Housing Association or another Registered Social Landlord	142	15	14
Rented from a private landlord	63	7	14
Not Known	45	-	-
Total	1,000	100	100

Table 6: Long-term Illness Or Disability – All Respondents (Note: Figures may not sum due to rounding)

Long-term Illness Or Disability	Number of respondents (unweighted count)	% of respondents (unweighted valid)	% of respondents (weighted valid)
Yes	164	17	17
No	828	83	83
Not Known	8	-	-
Total	1,000	100	100

Interpretation of the Data

- 1.11 Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. Throughout the volume an asterisk (*) denotes any value less than half a per cent.
- 1.12 In some cases figures of 2% or below have been excluded from graphs.
- 1.13 Graphics are used extensively in this report to make it as user friendly as possible. The pie charts and other graphics show the proportions (percentages) of residents making relevant responses. Where possible, the colours of the charts have been standardised with a ‘traffic light’ system in which:
- Green shades represent positive responses
 - Beige and purple/blue shades represent neither positive nor negative responses
 - Red shades represent negative responses
 - The bolder shades are used to highlight responses at the ‘extremes’, for example, very satisfied or very dissatisfied.
- 1.14 It should be remembered that a sample, and not the entire population of the district, has been interviewed. In consequence, all results are subject to sampling tolerances, which means that not all differences are statistically significant. When considering changes in responses between this year’s survey and previous surveys, and between different groups within the population, differences have been analysed using appropriate statistical means to check for statistical significance (i.e. not happened ‘by chance’). Differences that are not said to be ‘significant’ or ‘statistically significant’ are indicative only. When tracking results between years and comparing results between demographic sub-groups,

only results which are significantly different are highlighted in the text. Statistical significance is at a 95% level of confidence.

- 1.15 The report includes some demographic charts which show how responses vary across different sub-groups of the population. Such sub-groups include ACORN classification (wealthy achievers, urban prosperity, comfortably off, moderate means, hard-pressed) and the relative level of deprivation of Hertsmere residents using the Index of Multiple Deprivation (IMD). The overall response has been divided into quartiles, quintiles and deciles and ranked from highest to lowest IMD score, so that it is possible to observe differences between the highest and lowest 25%, 20% and 10%, respectively, of the population.
- 1.16 Comparisons with the 2014/15, 2011 and 2008 Hertsmere Residents Surveys are made at appropriate points: Please note that the most recent Hertsmere Residents Surveys (i.e. 2018, 2014/15 and 2011) were carried out via personal telephone interviews, whereas the previous survey Hertsmere Residents Survey (2008) was conducted via personal face to face interviews. These differences between methodologies imply that results between surveys are not necessarily directly comparable; however previous experience has demonstrated that while results of paper based surveys (such as BVPI & Place 2008) are not comparable, results obtained via personal by face to face or telephone interview *are* typically similar and are broadly comparable.
- 1.17 Please note that in order to make direct comparisons where appropriate, the 2008 results have 'don't know' responses treated as invalid (whereas they were treated as valid when originally reported in the 2008 report).
- 1.18 Comparisons between different years have been calculated to one decimal place before rounding. For example while a difference between 10% and 15% would appear to be 5 percentage points, when looking at the figures accurate to a decimal place i.e. 10.4% and 14.6%, this would actually be a difference of 4.2% (4 percentage points rounded).
- 1.19 Comparisons have also been made with the National LGA (Local Government Association) February 2018 results where appropriate. The LGA conducts a series of public polls on resident satisfaction with local councils every four months. The report of the latest published results can be found here: <https://www.local.gov.uk/sites/default/files/documents/FINAL%20Resident%20Satisfaction%20Polling%20Round%2019.pdf>

Acknowledgements

- 1.20 ORS would like to thank Cath Shepherd at Hertsmere Borough Council for her help and assistance in developing the project. We would also like to thank the 1000 people who took part in the survey, without whose valuable input the research would not have been possible.

2. Executive Summary

Some Main Conclusions and Recommendations

^{2.1} 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

^{2.2} More than four fifths of Hertsmere residents (83%) are satisfied with their area as a place to live (of which 37% are very satisfied). This is in line with the February 2018 LGA result where 81% of residents were satisfied with their area as a place to live.

^{2.3} When asked whether they have used various Council Services within the last year, parks, open spaces or children's play areas (75%) are most frequently used by residents, this is a significant increase of 4 percentage points since 2014/15 (71%).

^{2.4} Almost 9 in 10 residents (88%) who have used them in the last year are satisfied with parks, open spaces and children's play areas.

^{2.5} The main three ways in which residents prefer to obtain information are the same as the main three ways in which they normally obtain information. These are from the Hertsmere Borough Council website (53%), via leaflets delivered to your door (18%) and other websites (including social media such as Facebook) (14%).

^{2.6} Over four fifths of residents reported that they use the internet (93%). This is a significant increase of 6 percentage points since 2014/15 (87%)

^{2.7} There has been a 2 percentage point increase in those who have visited Hertsmere Borough Council's website within the last three months since 2014 (51%) and a significant increase of 7 percentage points since 2014 (12%) of those who have read Council information on Facebook or social media in this time.

^{2.8} Just under a fifth (18%) have visited the Hertsmere Borough Council's Facebook page – however this is a significant increase of 14 percentage points since 2014/15.

^{2.9} Around three fifths of residents were not already aware that Hertsmere Borough Council publishes information on Facebook and other social media (61%) – a significant decrease of 21 percentage points since 2014/15 (80%).

- 2.10 Generally speaking, over half of residents would like to be more involved in the decisions that affect their local area (53%); a significant increase of 9 percentage points since the 2014/15 Hertsmere Residents Survey (44%).
- 2.11 28% of residents know who their Hertsmere Borough Councillors are. This is an increase of 3 percentage point since 2014/15.
- 2.12 The vast majority of Hertsmere residents feel safe in their local area when outside during the day (96%).
- 2.13 The majority of Hertsmere residents agree that their local area is a place where people from different ethnic backgrounds get on well together (85%).

Areas for consideration

- 2.14 Almost half of residents (48%) agree that Hertsmere Borough Council provide value for money. This is a significant decrease of 17 percentage point since 2014 (64%). However, it is worth noting that around a quarter (26%) neither agree nor disagree with this statement. It is also important to bear in mind that this result is in line with the February 2018 LGA result where 48% of residents agreed that their local Council provides value for money.
- 2.15 Since 2014/15 levels of satisfaction has decreased across all of the following Council services. Doorstep recycling has decreased significantly by 9 percentage points (84%) and refuse collection has decreased significantly by 5 percentage points (83%). Satisfaction for both street cleaning and grass cutting has decreased significantly by 6 percentage points (75% and 81% respectively in 2014/15).
- 2.16 Since the 2014/15 Residents Survey, there have been significant decreases in the proportion of residents who agree that the quality of Hertsmere Borough Council is good overall by 11 percentage points and in the proportion who agree that the Council keeps them well informed by 10 percentage points.
- 2.17 Nearly two thirds of residents are satisfied with the service they received the last time they contacted the council (65%), whilst less than 3 in 20 (28%) are dissatisfied. This is a significant decrease of 9 percentage points in those who were satisfied in 2014/15.
- 2.18 Only 28% of residents know who their Hertsmere Borough Councillors are. Although this has increased by 3 percentage points since 2014/15.
- 2.19 Around a third of residents agree (34%) and over half disagree (54%) that they can influence decisions affecting their local area. There has been a significant decrease of 7 percentage points in those who agree since 2014/15 and a significant increase of 12 percentage points in those who disagree in 2014/15.
- 2.20 There have been increases across the board in residents regarding issues as a very or fairly big problem since 2014/15. The biggest increase can be seen in those who think that young people hanging around on the streets is a problem with a significant increase of 13 percentage points since 2014/15. There were also significant increases in residents who thought that the following were very or fairly big problems: rubbish or litter lying around (by 10 percentage points); people using or dealing drugs (by 9

percentage points); vandalism, graffiti and other deliberate damage to property or vehicles (by 7 percentage points) and abandoned or burnt out cars (by 3 percentage points).

- ^{2.21} Around three fifths of residents agree that the police and other local public services are successfully dealing with these issues in their local area (59%). Negatively, this is a significant 17 percentage point decrease since 2014/15 and 2011 (76%).
- ^{2.22} Only around two thirds of residents feel safe when outside after dark (67%) – a significant decrease of 13 percentage points since 2014/15. This is also lower than the LGA February 2018 results where 75% feel safe after dark.

Summary of Main Findings

2.23 The following paragraphs selectively highlight some key issues, but readers are referred to the detailed graphics for the full story. The suite of ORS reports also includes full cross tabulations.

Overall Satisfaction

2.24 More than four fifths of Hertsmere residents (83%) are satisfied with their area as a place to live (of which 37% are very satisfied); this is significant decrease of 7 percentage points since 2014/15 (90% satisfied). When compared to previous LGA results, Hertsmere has traditionally scored higher on levels of satisfaction on this question, however the recent drop in the 2018 satisfaction has brought the result down to be more in line with the February 2018 LGA result where 81% of residents were satisfied with their area as a place to live.

2.25 Around three quarters of residents are satisfied with the way Hertsmere Borough Council runs things (66%); this is a significant decrease of 8 percentage points since 2014/15 (74%). Although this decrease may appear to be a large drop in satisfaction, it is slightly higher than the February 2018 LGA results where 64% of residents were satisfied with the way their local Council runs things.

2.26 Almost half of residents (48%) agree that Hertsmere Borough Council provide value for money. This is a significant decrease of 17 percentage points since 2014 (64%) and a 13 percentage point decrease since 2011 (61%). When compared to the LGA results, traditionally Hertsmere has fared higher in agreement levels for this question. However in 2018 Hertsmere is in line with the February 2018 LGA result where 48% of residents agreed that their local Council provides value for money. It is also closer to the 2008 Hertsmere residents survey result (55%).

Council Services

2.27 Around three quarters of Hertsmere residents are satisfied with doorstep recycling (74%), refuse collection (77%), street cleaning (69%) and grass cutting (75%). For results which are comparable with the LGA February 2018 results, we can see that Hertsmere residents are slightly less satisfied than the LGA results for refuse collection (78%) and slightly more satisfied with street cleaning (66%).

2.28 Since 2014/15 levels of satisfaction has decreased across all of these services. Doorstep recycling has decreased significantly by 9 percentage points (84%) and refuse collection has decreased significantly by 5 percentage points (83%). Satisfaction for both street cleaning and grass cutting has decreased significantly by 6 percentage points (75% and 81% respectively in 2014/15). However satisfaction is still higher across the board than it was 10 years ago in the 2008 Hertsmere residents survey.

2.29 When asked whether they have used various Council Services within the last year, parks, open spaces or children's play areas (75%) are most frequently used by residents, this is a significant increase of 4 percentage points since 2014/15 (71%). However, around two fifths have used any of Hertsmere's leisure centres within the last year (41%), this is a (non-significant) decrease of four percentage points since 2014/15 (45%).

- 2.30 When asked about their satisfaction with the Council Services they have used within the last year, residents' satisfaction is generally high. However there has been a decrease in satisfaction levels since the 2014/15 survey.
- 2.31 Almost 9 in 10 residents (88%) are satisfied with parks, open spaces and children's play areas (a non-significant decrease of 3 percentage points since 2014/15).
- 2.32 Less than four fifths of residents are satisfied with Hertsmere's leisure centres (78%); a significant decrease of 8 percentage points since 2014/15.
- 2.33 Figure 10 below shows that more than three fifths of residents agree that the quality of Hertsmere Borough Council services is good overall (73%), treats all people fairly (69%) and that Hertsmere Borough Council keeps them well informed (62%). However, almost 3 in 10 disagree that Hertsmere Borough Council keeps them well informed (29%).
- 2.34 Since the 2014/15 Residents Survey, there have been decreases across the board in satisfaction. There have been significant decreases in the proportion of residents who agree that the quality of Hertsmere Borough Council is good overall by 11 percentage points and in the proportion who agree that the Council keeps them well informed by 10 percentage points. The proportion of residents who agree that the Council treats all people fairly has decreased by 1 percentage point (this is not a significant decrease).
- 2.35 Residents were given a number of statements to describe how they feel about Hertsmere Borough Council. The highest proportion of residents said that they would speak positively of the council if asked about it (40%); however only 6% said that they would speak positively without being asked. Around 1 in 10 residents or less said that they would speak negatively about the council if asked about it (12%) and without being asked (8%). Around a third (34%) said that they have no views one way or another.
- 2.36 Respondents were asked how they normally obtain information about Hertsmere Borough Council. The highest proportion of residents obtain information from the Hertsmere Borough Council website (59%), followed by leaflets delivered to their door (16%) and other websites (including social media such as Facebook) (14%).
- 2.37 HBC website was also the top way to obtain information in 2014/15 and 2011; this has increased by 2 percentage points since 2014/15. Leaflets delivered to your door has moved up from the third main way in 2014/15 to the second main way in 2018 despite there being a significant decrease of 5 percentage points. However, for the first time, obtaining information through other websites has appeared in the top 3 main ways. This is in place of Hertsmere news which has dropped down to the sixth most popular way of obtaining information (a significant decrease of 13 percentage points).
- 2.38 Positively, the main three ways in which residents prefer to obtain information are the same as the main three ways in which they normally obtain information. These are from the Hertsmere Borough Council website (53%), via leaflets delivered to your door (18%) and other websites (including social media such as Facebook) (14%).
- 2.39 HBC website was also residents preferred way to obtain information in 2014/15 and 2011; this has decreased by 1 percentage point since 2014/15. Leaflets delivered to your door has moved up from the third preferred way in 2014/15 to the second preferred way in 2018 with an increase of 5 percentage

points. In line with the ways to normally obtain information, for the first time, preferring to obtain information through other websites has appeared in the top 3. This is perhaps unsurprising given the increased popularity and ability of providing and accessing information on social media sites in recent years.

Online Information

- 2.40 Over four fifths of residents reported that they use the internet (93%). This is a significant increase of 6 percentage points since 2014/15 (87%)
- 2.41 When residents who use the internet were asked which, if any, social networking sites they use, almost three quarters reported that they use Facebook (72%), whereas more than a third use Instagram (36%) and less than 3 in 10 use Twitter (28%). Just over a fifth use Snapchat (22%) and 13% use other social networking websites. One fifth of residents who use the internet do not ever use these social networking websites (20%).
- 2.42 The 2018 Residents Survey results show that a higher proportion use Facebook when compared with the 2014 Residents Survey. However the proportion who use Twitter has decreased slightly since 2014. It is important to note that in 2018, respondents were given two extra options of Instagram and Snapchat and so comparisons must be treated with care. Instagram has now actually overtaken Twitter with 36% of residents using this in 2018.
- 2.43 Although only just over half of Hertsmere residents who use the internet have visited Hertsmere Borough Council's website within the last three months (53%), fewer have visited a website to find out about and discuss services, facilities or events in their local area (44%) or have visited a local news website (48%). Only 19% have read Hertsmere Borough Council information on Facebook or other social media in the last three months, which is perhaps an area for consideration.
- 2.44 There has been a 2 percentage point increase in those who have visited Hertsmere Borough Council's website within the last three months since 2014 (51%) and a significant increase of 7 percentage points since 2014 (12%) of those who have read Council information on Facebook or social media in this time. This increase is in line with the previous finding that more residents currently obtain information about the Council through other websites including social media. Lower proportions of residents have visited a local news website (a significant decrease of 5 percentage points) and a website to find out about and discuss services, facilities or events in their local area (a decrease of 4 percentage points).
- 2.45 Freetext comments show that residents have visited the following local news websites in the last three months: Borehamwood Times website (27%); BBC Local News (26%); Watford Observer website (16%); Welwyn Hatfield Times website (9%) and Hertsmere Borough Council website (5%).
- 2.46 When residents who have visited a website to find out about or discuss services, facilities or events in their local area were asked which ones they visit, just over three fifths said they visit the Hertsmere Borough Council website (61%) - 2 percentage points higher than the result of residents surveyed in the 2014/15 Hertsmere Residents Survey (59%).
- 2.47 Just under a fifth (18%) have visited the Hertsmere Borough Council's Facebook page – this is a significant increase of 14 percentage points.

- 2.48 Around two fifths of residents were already aware that Hertsmere Borough Council publishes information on Facebook and other social media (39%) – a significant increase of 19 percentage points since 2014/15 (20%), this is in line with results above suggesting an increased popularity in social media as a way of accessing information.
- 2.49 Over half of Hertsmere residents are likely to use Facebook or other social media to find out about what Hertsmere Borough Council is doing in the future (52%); this is a significant increase of 7 percentage points since 2014/15 (46%).
- 2.50 If they were to access information online about Hertsmere Borough Council, the highest proportion of residents reported that they are most likely to use Hertsmere Borough Council's website (55%).

Contact with the Council

- 2.51 Over the past year, 54% of residents have contacted Hertsmere Borough Council – broadly the same as in 2014/15.
- 2.52 When residents who have contacted Hertsmere Borough Council in the past year were asked how they had contacted HBC, the majority said by telephone (79%).
- 2.53 The percentage of residents who contacted the council by telephone has increased by 2 percentage points since 2014/15 (77%), whilst the proportion who made contact in person has stayed the same for all three previous residents surveys (12%). The 2018 Residents survey results showed that 22% contacted the council by email (2 percentage points higher than 2014/15) and 11% via the council website (1 percentage point lower than 2014/15).
- 2.54 Nearly two thirds of residents are satisfied with the service they received the last time they contacted the council (65%), whilst less than 3 in 20 (28%) are dissatisfied. This is a significant decrease of 9 percentage points in those who were satisfied in 2014/15.
- 2.55 When residents who said that they are dissatisfied with the service they received the last time they contacted the council (28%) were asked why, the main reason given by residents was that they were unhappy with the final outcome (49%). Around a third said that the staff were not helpful/polite (35%) and that they were unhappy with the information they were given (32%). These were also the top three reasons given in 2014/15.
- 2.56 When asked which statement comes closest to their own attitudes towards Hertsmere Borough Council, just over half (52%) chose 'I am interested in what the council is doing, but I'm happy to let them get on with their job'; this is a significant decrease of 14 percentage points since 2014/15. This is mirrored by significant increases in those who would like to have more of a say in what the Council does and in those who are not interested in what the Council does as long as they do their job by 9 and 5 percentage points respectively.
- 2.57 28% of residents know who their Hertsmere Borough Councillors are. This is an increase of 3 percentage point since 2014/15.
- 2.58 More than two thirds of residents know how to get in touch with one of their Hertsmere Borough Councillors (68%). Positively, this is a significant increase of 8 percentage points since 2014/15.

- 2.59 Around a fifth of residents who know how to contact a Hertsmere Borough Councillor have been in touch with one in the last year (21%). This is an increase of 2 percentage points since 2014/15.
- 2.60 When residents who have been in touch with a Hertsmere Borough Councillor in the last year were asked what about, freetext comments included: planning permission; traffic/road issues; housing; waste/recycling services and trees/footpaths/grass verges/hedges etc.
- 2.61 Around a third of residents agree (34%) and over half disagree (54%) that they can influence decisions affecting their local area. There has been a significant decrease of 7 percentage points in those who agree since 2014/15 and a significant increase of 12 percentage points in those who disagree. This is the highest level of disagreement across the three residents surveys.
- 2.62 Generally speaking, over half of residents would like to be more involved in the decisions that affect their local area (53%); a significant increase of 9 percentage points since the 2014/15 Hertsmere Residents Survey (44%). This is now more in line with the 2011 residents survey (51%). Over two fifths reported that they would not like to be more involved (42%), whilst 5% said that it depends on the issue.
- 2.63 When residents who would like to get involved in decisions were asked what would help them get more involved, freetext comments included: more information provided e.g. what's going on, info on local meetings etc. (24%); better communication e.g. better contact, kept up to date etc. (21%); access to local meetings (14%); the council need to listen to residents more/act on complaints and more consultations e.g. availability of surveys, more frequent, online etc. (11%). 19% said that nothing would help them to get more involved.
- 2.64 Although around a quarter of residents reported that they already volunteer (24%), the largest proportion do not volunteer and have no plans to (65%), whilst around 1 in 10 plan to volunteer (12%). These results are broadly in line with 2014/15 (26%, 63% and 10% respectively).

Your Local Area

- 2.65 Residents were asked how much of a problem various issues are in their area. In the 2018 residents survey a new option (fly tipping) was added, as a results fly tipping is now considered to be the most problematic issue in their area with over a third (35%) regarding it as a very or fairly big problem. This is followed by rubbish or litter lying around (30%), young people hanging around on the streets (27%) and people using or dealing drugs (22%). These three issues were also ranked as being the biggest problem in 2014/15. The issue reported as being the smallest problem is abandoned or burnt out cars (6%).
- 2.66 However when figures are compared to 2014/15 we can see that there have been increases across the board in residents regarding each issue as a very or fairly big problem. The biggest increase can be seen in those who think that young people hanging around on the streets is a problem with a significant increase of 13 percentage points since 2014/15. However it is important to note that the wording of this question changed in 2018 from 'teenagers' to 'young people', therefore this comparison should be treated with caution.
- 2.67 There were also significant increases in residents who thought that the following were very or fairly big problems: rubbish or litter lying around (by 10 percentage points); people using or dealing drugs (by 9

percentage points); vandalism, graffiti and other deliberate damage to property or vehicles (by 7 percentage points) and abandoned or burnt out cars (by 3 percentage points).

- ^{2.68} Around three fifths of residents agree that the police and other local public services are successfully dealing with these issues in their local area (59%). Negatively, this is a significant 17 percentage point decrease since 2014/15 and 2011 (76%).
- ^{2.69} The vast majority of Hertsmere residents feel safe in their local area when outside during the day (96%) – this is a significant decrease of 3 percentage points since 2014/15. However this is higher than the LGA February 2018 results (92% feel safe).
- ^{2.70} On the other hand, only around two thirds of residents feel safe when outside after dark (67%) – a significant decrease of 13 percentage points since 2014/15. This is also lower than the LGA February results where 75% feel safe after dark.
- ^{2.71} The majority of Hertsmere residents agree that their local area is a place where people from different ethnic backgrounds get on well together (85%).

3. Overall Satisfaction

Overview

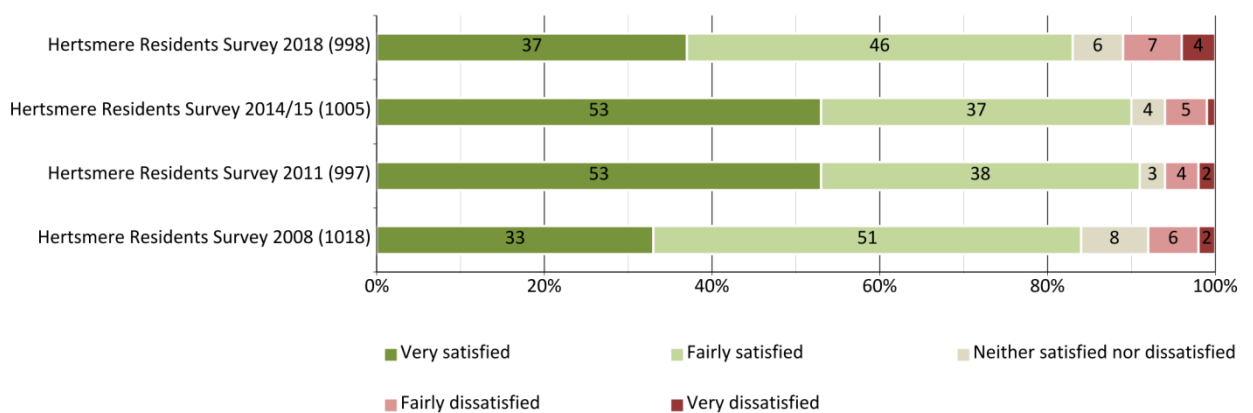
3.1 Within this chapter we can see that there have been significant decreases across the board in overall satisfaction with area, with the way the Council runs things and with the Council providing value for money since the 2014/15 and 2011 residents surveys. However when compared to the LGA February 2018 results, the 2018 Hertsmere residents survey is now more in line with other Councils in the Country despite the drop within the borough in the last 4 years. Results are also closer to the 2008 Hertsmere residents survey which suggests that satisfaction was particularly high in 2011 and 2014/15.

Results

3.2 More than four fifths of Hertsmere residents (83%) are satisfied with their area as a place to live (of which 37% are very satisfied); this is significant decrease of 7 percentage points since 2014/15 (90% satisfied). When compared to previous LGA results, Hertsmere has traditionally scored higher on levels of satisfaction on this question, however the recent drop in the 2018 satisfaction has brought the result down to be more in line with the February 2018 LGA result where 81% of residents were satisfied with their area as a place to live.

Figure 1: How satisfied or dissatisfied are you with this area as a place to live?

Base: All Respondents (number of respondents shown in brackets)

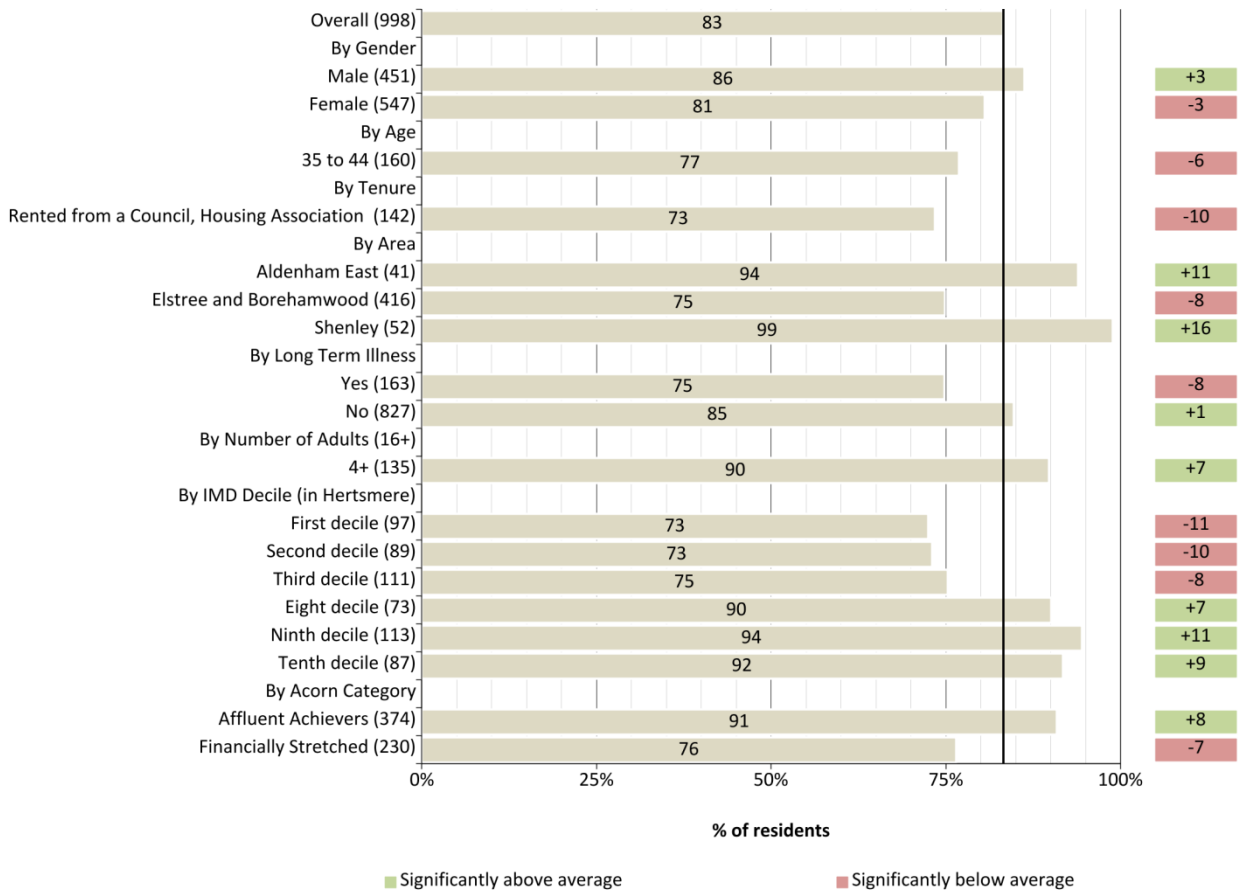


3.3 The chart below shows how the responses for this question vary across different sub-groups of the population who stated they are satisfied with their area as a place to live.

3.4 Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.

Figure 2: How satisfied or dissatisfied are you with this area as a place to live?

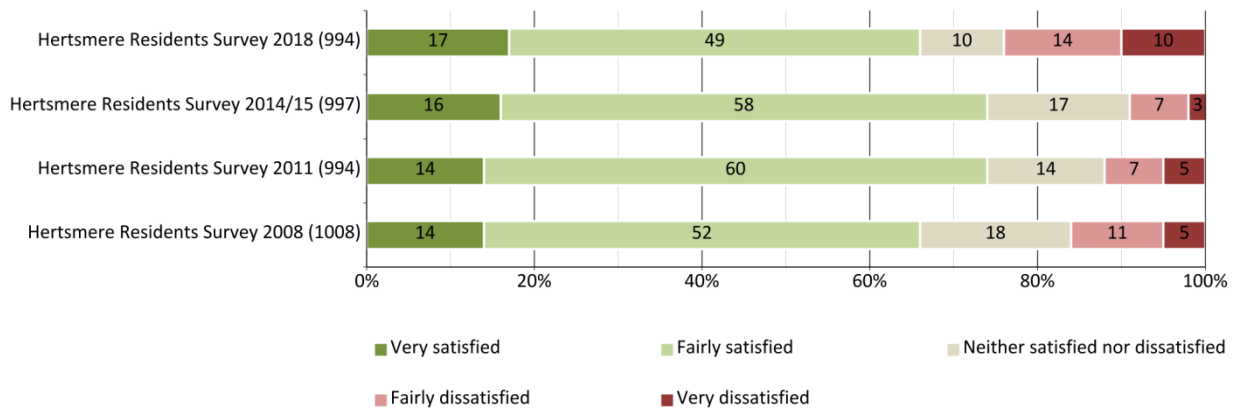
Base: Respondents who are satisfied with Hertsmere as a place to live (998)



- 3.6 Around three quarters of residents are satisfied with the way Hertsmere Borough Council runs things (66%); this is a significant decrease of 8 percentage points since 2014/15 (74%). Although this decrease may appear to be a large drop in satisfaction, it is in line the February 2018 LGA results where 64% of residents were satisfied with the way their local Council runs things.

Figure 3: Overall, how satisfied or dissatisfied are you with the way Hertsmere Borough Council runs things?¹

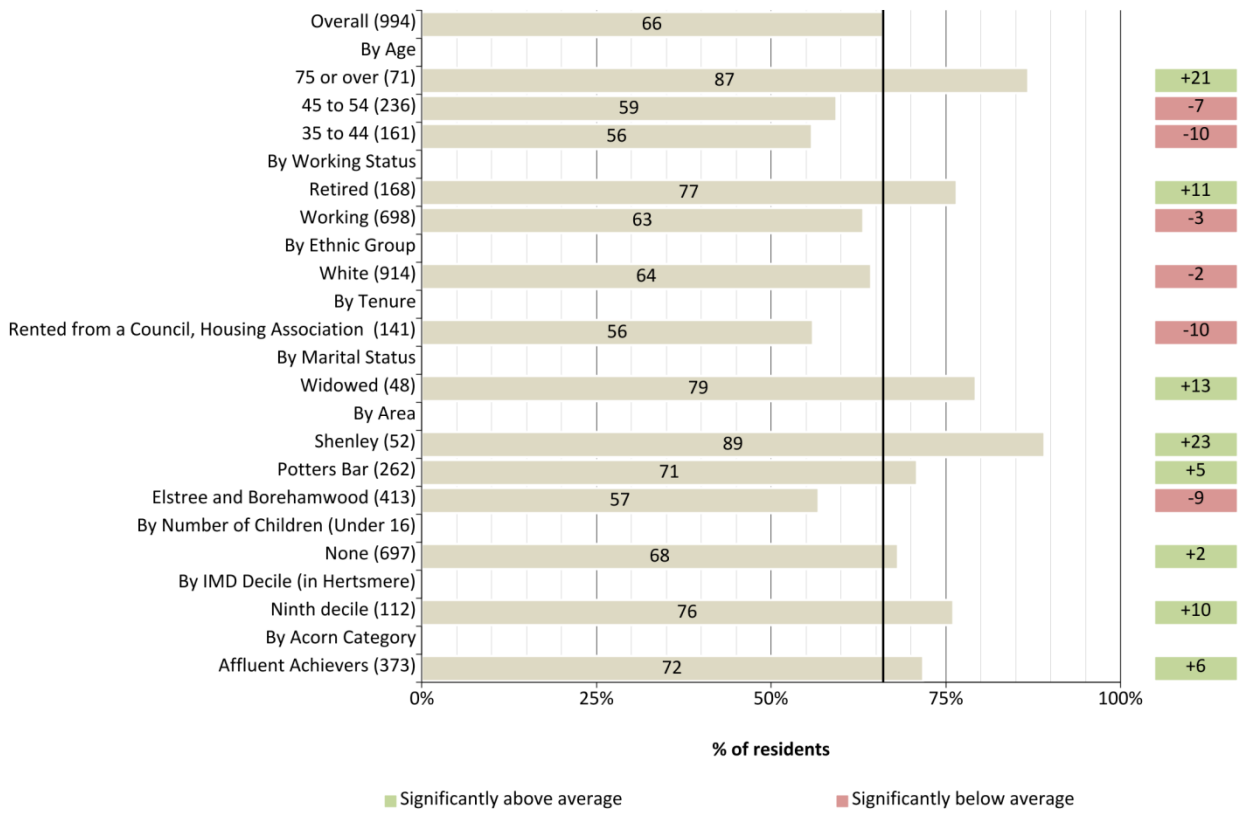
Base: All Respondents (number of respondents shown in brackets)



- 3.7 The chart below shows how the responses for this question vary across different sub-groups of the population who stated they are satisfied.
- 3.8 Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red with the way the Council runs things.

¹ Please note that the 2008 wording of the question was as follows: 'Overall how satisfied or dissatisfied are you with the way Hertsmere Borough Council is running things?'

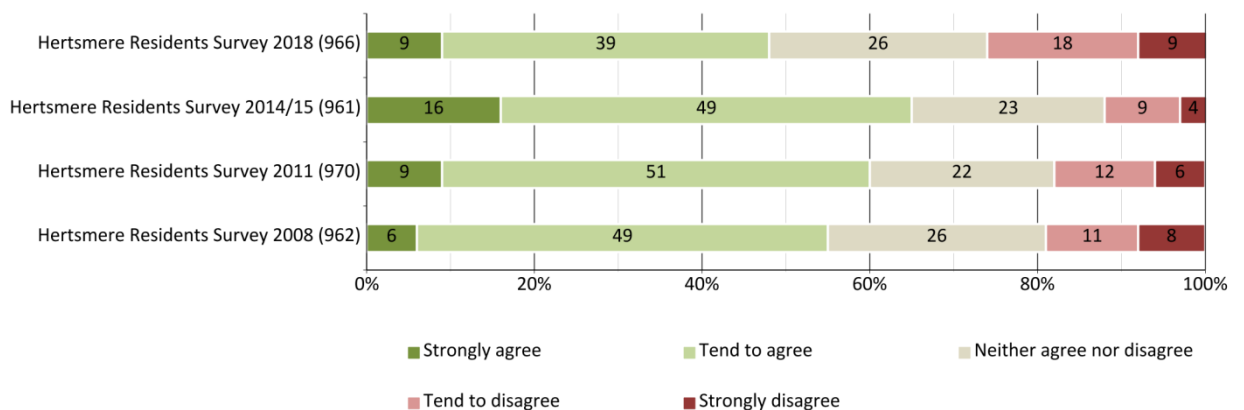
Figure 4: Overall, how satisfied or dissatisfied are you with the way Hertsmere Borough Council runs things?
 Base: Respondents who are satisfied with the way Hertsmere Borough Council runs things (994)



- 3.9 Almost half of residents (48%) agree that Hertsmere Borough Council provide value for money. This is a significant decrease of 17 percentage points since 2014 (64%) and a 13 percentage point decrease since 2011 (61%). It is worth noting that around a quarter (26%) neither agree nor disagree with this statement. When compared to the LGA results, traditionally Hertsmere has fared higher in agreement levels for this question. However in 2018 Hertsmere is in line with the February 2018 LGA result where 48% of residents agreed that their local Council provides value for money. It is also closer to the 2008 Hertsmere residents survey result (55%).

Figure 5: Do you agree or disagree that Hertsmere Borough Council provides value for money?

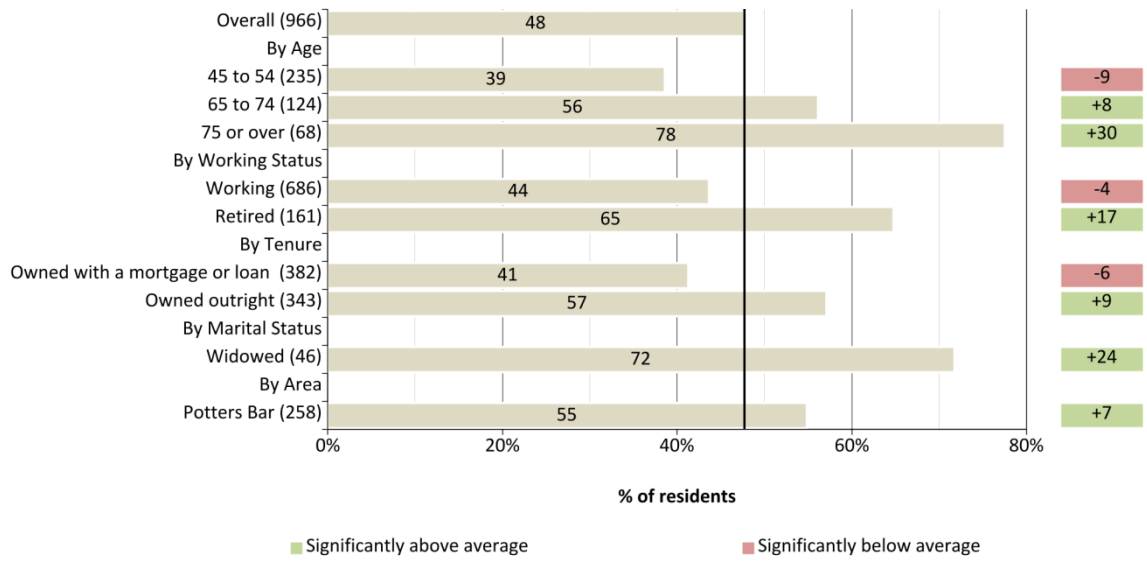
Base: All Respondents (number of respondents shown in brackets)



- 3.10 The chart overleaf shows how the responses for this question vary across different sub-groups of the population who stated they agree that Hertsmere Borough Council provides value for money.
- 3.11 Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.

Figure 6: Do you agree or disagree that Hertsmere Borough Council provides value for money?

Base: Respondents who are satisfied with Hertsmere as a place to live (966)



4. Council Services

Overview

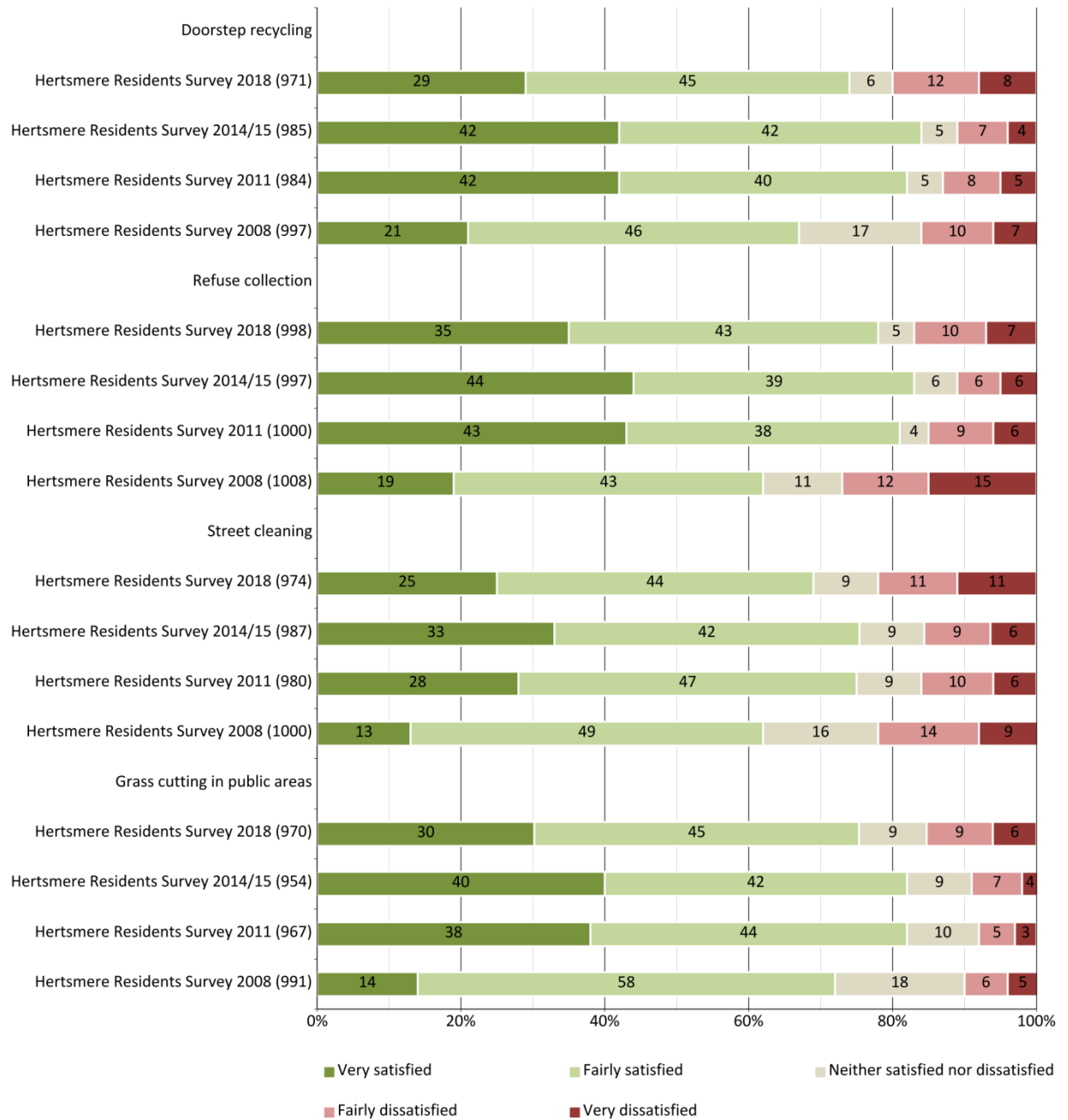
- 4.1 An area of concern for the Council is the drop in levels of satisfaction with Council services and in the way residents view the council when compared to the 2014/15 and 2011 residents surveys, this can be seen through this chapter. Groups who are consistently significantly more likely not to be satisfied with the majority of services and with the overall quality of services that the Council offers, are those who are working, are aged 45 to 54, who live in the Elstree and Borehamwood area, have had contact with the Council in the last year, are unsatisfied with the way the Council runs things and with their area as a place to live and those in the lowest and most deprived IMD rankings.
- 4.2 This chapter also highlights how residents obtain Council information. Positively, the way in which residents currently obtain information and the way in which they prefer to obtain information are consistent. This suggests that the Council should continue to engage with its residents in these ways.

Results

- 4.3 Around three quarters of Hertsmere residents are satisfied with doorstep recycling (74%), refuse collection (77%), street cleaning (69%) and grass cutting (75%). See Figure 7 overleaf. For results which are comparable with the LGA February 2018 results, we can see that Hertsmere residents are slightly less satisfied than the LGA results for refuse collection² (78%) and slightly more satisfied with street cleaning (66%).
- 4.4 Since 2014/15 levels of satisfaction has decreased across all of these services. Doorstep recycling has decreased significantly by 9 percentage points (84%) and refuse collection has decreased significantly by 5 percentage points (83%). Satisfaction for both street cleaning and grass cutting has decreased significantly by 6 percentage points (75% and 81% respectively in 2014/15). However satisfaction is still higher across the board than it was 10 years ago in the 2008 Hertsmere residents survey.

² Please note in the most recent LGA surveys 'refuse collection' is referred to as 'waste collection' so caution must be made when using comparisons.

Figure 7: How satisfied or dissatisfied are you with...
 Base: All Respondents (number of respondents shown in brackets)



4.5 Table 7 overleaf shows the sub-groups of residents who are significantly more or less likely than average to be satisfied with the council services listed at Figure 7.

Table 7: How satisfied or dissatisfied are you with...? Demographic sub-group analysis.

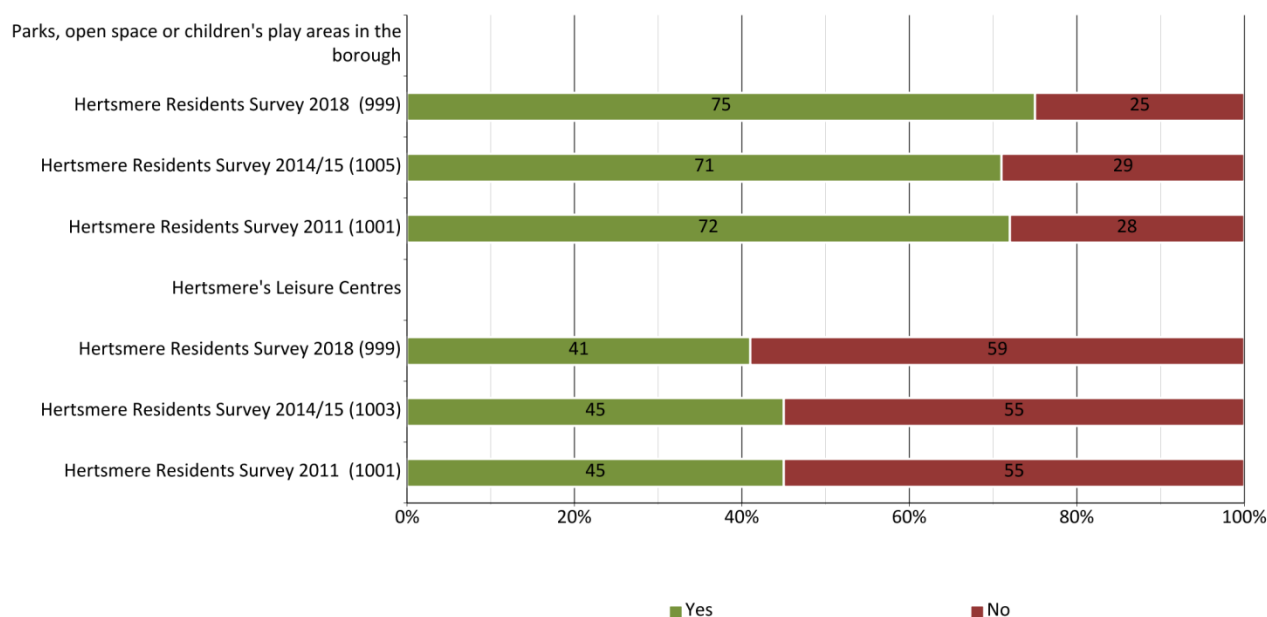
Service	Residents significantly more likely than average to be satisfied	Residents significantly less likely than average to be satisfied
Doorstep recycling	<p>Aged 65 or over Retired Own property outright Widowed Live in Aldenham East and Potters Bar area No children in household Satisfied with way the council runs things Satisfied with Hertsmere as a place to live No contact with Council in last year Ninth and tenth decile (least deprived) of Hertsmere IMD ranks Within the Acorn Category Affluent Achievers</p>	<p>Aged 45 to 54 Working White Rented from a Council, Housing Association or another Registered Social Landlord Live in Elstree and Borehamwood area Not satisfied with way the council runs things Not satisfied with Hertsmere as a place to live Had contact with Council in last year One child in household First Decile of Hertsmere IMD ranks (most deprived) Within the Acorn Category Financially Stretched and Urban Adversity</p>
Refuse collection	<p>Aged 65 or over Retired Own property outright Widowed Live in Aldenham East area Not a carer One adult in household No children in household Satisfied with way the council runs things Satisfied with Hertsmere as a place to live No contact with Council in last year Seventh and ninth decile of Hertsmere IMD ranks Within the Acorn Category Affluent Achievers</p>	<p>Aged 45 to 54 Working Owned with a mortgage or loan Live in Elstree and Borehamwood area Not satisfied with way the council runs things Not satisfied with Hertsmere as a place to live Had contact with Council in last year Who give 1-19 hours a week unpaid help or support One child in household</p>
Street cleaning	<p>Aged 16 to 24 Widowed Satisfied with way the council runs things Satisfied with Hertsmere as a place to live No contact with Council in last year No long term illness Not a carer 4+ adults in household Tenth decile of Hertsmere IMD ranks (least deprived) Within the Acorn Category Affluent Achievers</p>	<p>Aged 55 to 64 Working Rented from a Council, Housing Association or another Registered Social Landlord Currently married or in a civil partnership Living in Elstree and Borehamwood area With a limiting illness, health problem or disability Who give 1-19 hours a week unpaid help or support 3 adults in household First (most deprived) and fourth decile of Hertsmere IMD ranks Within the Acorn Category Financially Stretched Not satisfied with way the council runs things Not satisfied with Hertsmere as a place to live Had contact with Council in last year</p>
Grass cutting in public places	<p>Aged 16 to 24 Never married or registered a civil partnership and widowed Live in Potters Bar area Satisfied with way the council runs things Satisfied with Hertsmere as a place to live No contact with Council in last year 1 adult in the household Ninth Deciles of Hertsmere IMD ranks</p>	<p>Aged 35 to 44 and 55 to 64 Working Currently married or in a civil partnership Not satisfied with way the council runs things Not satisfied with Hertsmere as a place to live Had contact with Council in last year Third Decile of Hertsmere IMD ranks Within the Acorn Categories Financially Stretched and Urban Adversity</p>

Within the Acorn Categories Rising Prosperity

- 4.6 When asked whether they have used various Council Services within the last year, parks, open spaces or children's play areas (75%) are most frequently used by residents, this is a significant increase of 4 percentage points since 2014/15 (71%). However, around two fifths have used any of Hertsmere's leisure centres within the last year (41%), this is a (non-significant) decrease of four percentage points since 2014/15 (45%).

Figure 8: And thinking about the following facilities, have you used them within the last year...?

Base: All Respondents (number of respondents shown in brackets)



- 4.7 Table 8 below presents the sub-groups of residents who are significantly more or less likely than average to have used the council services listed at Figure 8.

Table 8: Within the last year, have you used any?...Demographic sub-group analysis.

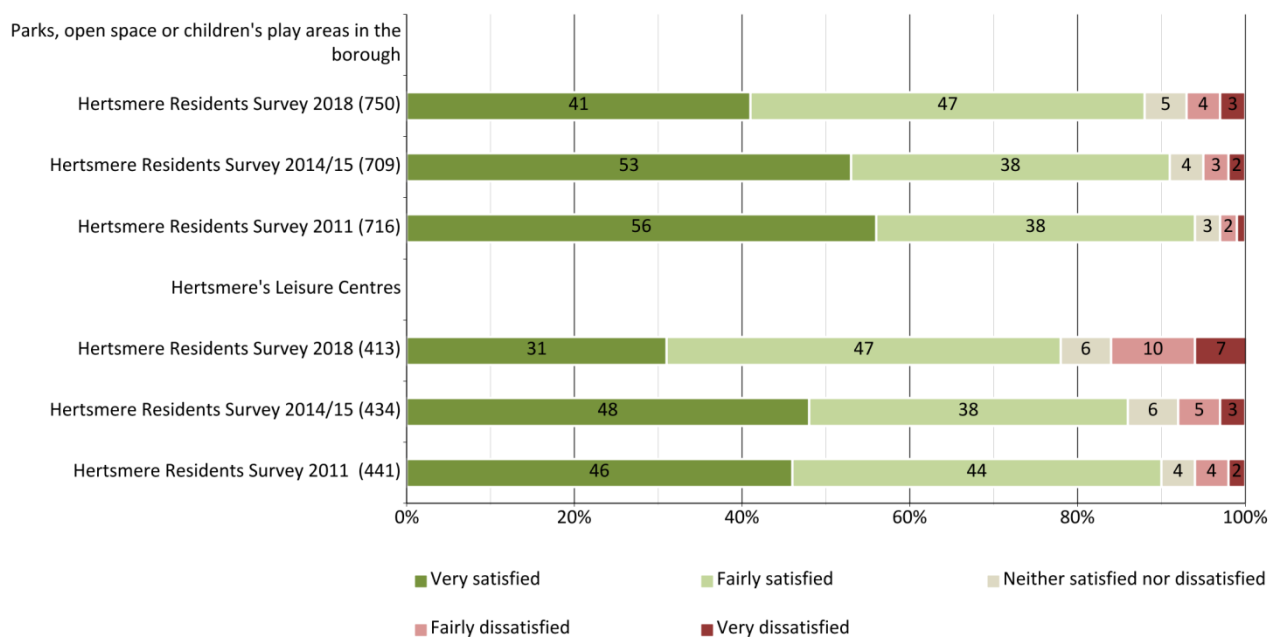
Service	Residents significantly more likely than average to have used service	Residents significantly less likely than average to have used service
Hertsmere's Leisure Centres	<ul style="list-style-type: none"> Aged 16 to 24 and 35 to 44 Female Working Property owned with a mortgage or loan Never married or registered a civil partnership Live in Potters Bar area No long term illness 1+ children in household Within the Acorn Category Comfortable Communities 	<ul style="list-style-type: none"> Aged 55 and over Male Retired Property owned out right Widowed Live in Aldenham East area With a limiting illness, health problem or disability No children in household Second and tenth (least deprived) decile of Hertsmere IMD ranks Within Acorn category Affluent Achievers
Parks, open spaces or children's play areas in the borough	<ul style="list-style-type: none"> Aged 35 to 44 Otherwise not working Property owned with a mortgage or loan Live in Bushey Not satisfied with way the council runs things 	<ul style="list-style-type: none"> Aged 75 and over Retired Widowed No children in household Tenth (least deprived) decile of Hertsmere

	Had contact with Council in last year 2 adults in household 1+ children in household Seventh decile of Hertsmere IMD ranks	IMD ranks No contact with Council in last year
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- 4.8 When asked about their satisfaction with the Council Services they have used within the last year, residents' satisfaction is generally high. However there has been a decrease in satisfaction levels since the 2014/15 survey.
- 4.9 Almost 9 in 10 residents (88%) are satisfied with parks, open spaces and children's play areas (a non-significant decrease of 3 percentage points since 2014/15).
- 4.10 Less than four fifths of residents are satisfied with Hertsmere's leisure centres (78%); a significant decrease of 8 percentage points since 2014/15.

Figure 9: How satisfied or dissatisfied are you with...?

Base: All Respondents who have used Hertsmere Borough Council Services within the last year (number of respondents shown in brackets)



- 4.11 Table 9 overleaf displays the sub-groups of residents who are significantly more or less likely than average to be satisfied with the council services listed at Figure 9.

Table 9: How satisfied or dissatisfied are you with... ? Demographic sub-group analysis.

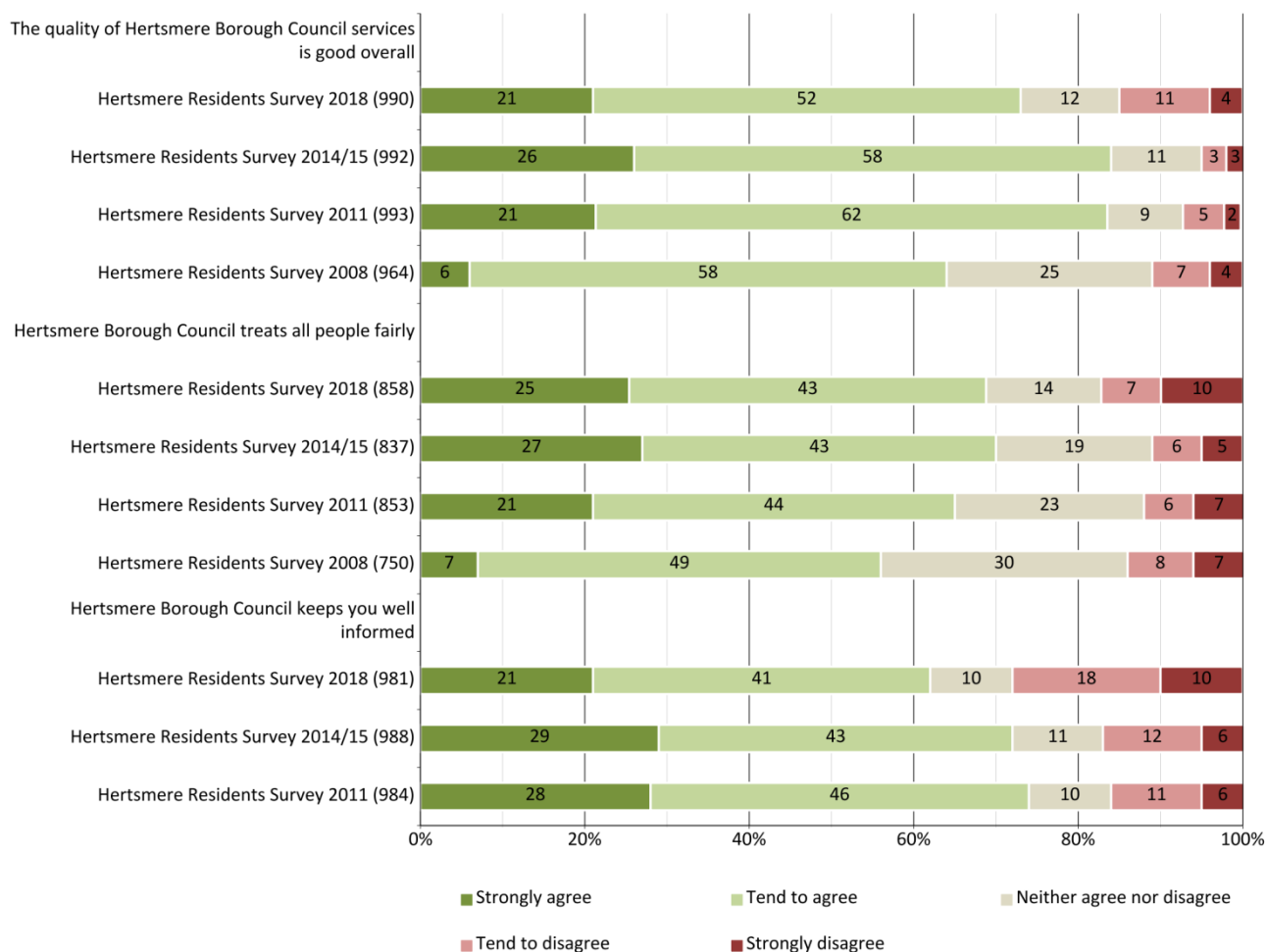
Service	Residents significantly more likely than average to be satisfied	Residents significantly less likely than average to be satisfied
Hertsmere's Leisure Centres	Aged 16-24 and 65-74 Male Retired Satisfied with way the council runs things Satisfied with Hertsmere as a place to live No contact with Council in last year Seventh Decile of Hertsmere IMD ranks	Female Currently married or in a civil partnership Not satisfied with way the council runs things Not satisfied with Hertsmere as a place to live Had contact with Council in last year
Parks, open spaces or children's play areas in the borough	Aged 65+ Currently married or in a civil partnership Live in Bushey and Aldenham West Satisfied with way the council runs things Satisfied with Hertsmere as a place to live Not a carer No children in the household Seventh and Tenth (least deprived) Deciles of Hertsmere IMD ranks	Rented from a Council, Housing Association or another Registered Social Live in Elstree and Borehamwood and Potters Bar area Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live Who give 1-19 hours a week unpaid help or support 2+ children in the household Third Decile of Hertsmere IMD ranks

4.12 Figure 10 below shows that more than three fifths of residents agree that the quality of Hertsmere Borough Council services is good overall (73%), treats all people fairly (69%) and that Hertsmere Borough Council keeps them well informed (62%). However, almost 3 in 10 disagree that Hertsmere Borough Council keeps them well informed (29%).

4.13 Since the 2014/15 Residents Survey, there have been decreases across the board in satisfaction. There have been significant decreases in the proportion of residents who agree that the quality of Hertsmere Borough Council is good overall by 11 percentage points and in the proportion who agree that the Council keeps them well informed by 10 percentage points. The proportion of residents who agree that the Council treats all people fairly has decreased by 1 percentage point (this is not a significant decrease).

Figure 10: Do you agree or disagree that...?

Base: All Respondents (number of respondents shown in brackets)



4.14 Table 10 below displays the sub-groups of residents who are significantly more or less likely than average to agree with the statements about Hertsmere Borough Council listed at Figure 10.

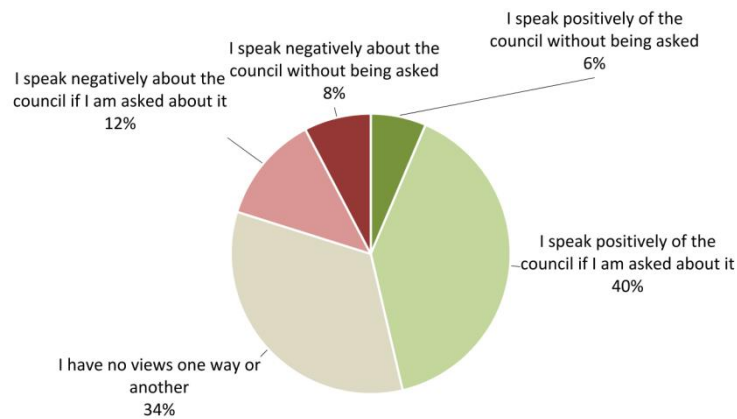
Table 10: Do you agree or disagree that...? Demographic sub-group analysis

Hertsmere Borough Council Statement	Residents significantly more likely than average to agree	Residents significantly less likely than average to agree
The quality of Hertsmere Borough Council services is good overall	<p>Aged 16-24 and 75+</p> <p>Retired</p> <p>Own property outright</p> <p>Widowed</p> <p>Live in Aldenham East, Potters Bar and Shenley</p> <p>Satisfied with the way the council runs things</p> <p>Satisfied with Hertsmere as a place to live</p> <p>Not a carer</p> <p>No children in household</p> <p>No contact with the council over the past year</p> <p>Eighth and ninth Decile of Hertsmere IMD ranks</p> <p>Within Acorn category Affluent Achievers</p>	<p>Aged 45-54</p> <p>Working</p> <p>Rented from a Council, Housing Association or another Registered Social</p> <p>Currently married or in a civil partnership</p> <p>Live in Elstree and Borehamwood area</p> <p>Who give 20+ hours a week unpaid help or support</p> <p>Not satisfied with the way the council runs things</p> <p>Not satisfied with Hertsmere as a place to live</p> <p>Had contact with the council over the past year</p> <p>One child in household</p> <p>First Decile (most deprived) of Hertsmere IMD ranks</p> <p>Within Acorn category Financially Stretched</p>
Hertsmere Borough Council treats all people fairly	<p>Aged 16-24 and 75+</p> <p>Male</p> <p>Non-white</p> <p>Rented from a private landlord</p> <p>Live in Bushey area</p> <p>Satisfied with the way the council runs things</p> <p>Satisfied with Hertsmere as a place to live</p> <p>No contact with the council over the past year</p> <p>Within Acorn category Affluent Achievers</p>	<p>Female</p> <p>Aged 45-64</p> <p>White</p> <p>Own property outright</p> <p>Live in Elstree and Borehamwood area</p> <p>Not satisfied with the way the council runs things</p> <p>Not satisfied with Hertsmere as a place to live</p> <p>Had contact with the council over the past year</p> <p>Who give 1-19 hours a week unpaid help or support</p> <p>First Decile (most deprived) of Hertsmere IMD ranks</p> <p>Within Acorn category Financially Stretched</p>
Hertsmere Borough Council keeps me well informed	<p>Aged 65 or over</p> <p>Retired</p> <p>Own property outright</p> <p>Widowed</p> <p>Live in Aldenham East area</p> <p>Satisfied with the way the council runs things</p> <p>Satisfied with Hertsmere as a place to live</p> <p>No contact with the council over the past year</p> <p>No children in the household</p> <p>Tenth Decile (least deprived) of Hertsmere IMD ranks</p>	<p>Aged 35 to 44</p> <p>Working</p> <p>White</p> <p>Not satisfied with the way the council runs things</p> <p>Not satisfied with Hertsmere as a place to live</p> <p>Had contact with the council over the past year</p> <p>Three adults in household</p> <p>2+ children in household</p> <p>First Decile (most deprived) of Hertsmere IMD ranks</p>

4.15 Residents were given a number of statements to describe how they feel about Hertsmere Borough Council. The highest proportion of residents said that they would speak positively of the council if asked about it (40%); however only 6% said that they would speak positively without being asked. Around 1 in 10 residents or less said that they would speak negatively about the council if asked about it (12%) and without being asked (8%). Around a third (34%) said that they have no views one way or another.

Figure 11: On balance, which of the following statements comes closest to how you feel about Hertsmere Borough Council?³

Base: All Respondents (986)



³ Please note this question is new to 2018.

4.16 Table 11 below displays the sub-groups of residents who are significantly more or less likely than average to agree with the statements about Hertsmere Borough Council listed at Figure 10.

Table 11: Do you agree or disagree that...? Demographic sub-group analysis

Hertsmere Borough Council Statement	Residents significantly more likely than average to say this	Residents significantly less likely than average to say this
I speak positively of the council without being asked	Satisfied with the way the council runs things Third Decile of Hertsmere IMD ranks	Working White Currently married or in a civil partnership Not satisfied with the way the council runs things Fourth and ninth Decile of Hertsmere IMD ranks
I speak positively of the council if I am asked about it	Aged 75+ years Retired Owned outright and rented from a private landlord Satisfied with the way the council runs things Satisfied with Hertsmere as a place to live Within Acorn category Rising Prosperity	Aged 45-64 years White Owned with a mortgage or loan (incl. shared ownership) Live in Elstree and Borehamwood area Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live Second Decile of Hertsmere IMD ranks
I have no views one way or another	White Within Acorn category Affluent Achievers	Live in Bushey area Had contact with the Council in last year Within Acorn category Rising Prosperity
I speak negatively about the council if I am asked about it	Aged 45-64 years Working White Owned with a mortgage or loan (incl. shared ownership) Separated or divorced Live in Elstree and Borehamwood area Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live Had contact with the Council in last year	Aged 16-24 and 75+ years Retired Non-white Owned outright Widowed Live in Aldenham East and Shenley areas Satisfied with the way the council runs things Satisfied with Hertsmere as a place to live No contact with the Council in last year Within Acorn category Affluent Achievers
I speak negatively about the council without being asked	Working Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live Had contact with the Council in last year 3 adults in household 2+ children in household Within Acorn category Comfortable Communities	Widowed Live in Aldenham West and Potters Bar areas Satisfied with the way the council runs things Satisfied with Hertsmere as a place to live No contact with the Council in last year 4+ adults in household Eighth Decile of Hertsmere IMD ranks Within Acorn categories Affluent Achievers and Rising Prosperity

4.17 Respondents were asked how they normally obtain information about Hertsmere Borough Council. Table 12 shows that the highest proportion of residents obtain information from the Hertsmere Borough Council website (59%), followed by leaflets delivered to their door (16%) and other websites (including social media such as Facebook) (14%).

4.18 HBC website was also the top way to obtain information in 2014/15 and 2011; this has increased by 2 percentage points since 2014/15. Leaflets delivered to your door has moved up from the third main way in 2014/15 to the second main way in 2018 despite there being a significant decrease of 5 percentage points. However, for the first time, obtaining information through other websites has appeared in the top 3 main ways. This is in place of Hertsmere news which has dropped down to the sixth most popular way of obtaining information (a significant decrease of 13 percentage points).

Table 12: Where do you normally obtain information about Hertsmere Borough Council if you need it?

Base: All Respondents (number of respondents shown in brackets)

Top 3 ways residents <u>obtain</u> information	2018 (964)	2014/15 (983)	2011 (985)	2008 (976) ⁴
1	HBC website - (59%)	HBC website - (57%)	HBC website - (54%)	Local newspapers - (57%)
2	Leaflets delivered to your door - (16%)	Hertsmere News - (26%)	Hertsmere News - (29%)	Leaflets delivered to your door - (46%)
3	Other websites (including social media such as Facebook) (14%)	Leaflets delivered to your door - (22%)	Leaflets delivered to your door - (27%)	Hertsmere News - (38%)

4.19 Positively, the main three ways in which residents prefer to obtain information are the same as the main three ways in which they normally obtain information. These are from the Hertsmere Borough Council website (53%), via leaflets delivered to your door (18%) and other websites (including social media such as Facebook) (14%).

4.20 HBC website was also residents preferred way to obtain information in 2014/15 and 2011; this has decreased by 1 percentage point since 2014/15. Leaflets delivered to your door has moved up from the third preferred way in 2014/15 to the second preferred way in 2018 with an increase of 5 percentage points. In line with the ways to normally obtain information, for the first time, preferring to obtain information through other websites has appeared in the top 3. This is perhaps unsurprising given the increased popularity and ability of providing and accessing information on social media sites in recent years.

⁴ Please note that 'the Hertsmere Borough Council website' was not included as an option in the 2008 Residents Survey

Table 13: Where do you prefer to obtain information about Hertsmere Borough Council?

Base: All Respondents (number of respondents shown in brackets)

Top 3 ways residents prefer to obtain information	2018 (962)				2014/15 (964)				2011 (982)				2008 (883)			
1	HBC website- (53%)				HBC website- (54%)				HBC website- (50%)				Local newspapers - (55%)			
2	Leaflets delivered to your door - (18%)				Hertsmere News - (16%)				Leaflets delivered to your door - (25%)				Leaflets delivered to your door - (43%)			
3	Other websites (including social media such as Facebook) (14%)				Leaflets delivered to your door - (13%)				Hertsmere News - (21%)				Hertsmere News- (39%)			

4.21 Table 14 below displays the sub-groups of residents who are significantly more or less likely than average to obtain information about Hertsmere Borough Council using the methods in Table 12.

Table 14: Where do you normally obtain information about Hertsmere Borough Council if you need it?...Demographic sub-group analysis

Information Sources	Residents significantly more likely than average to obtain information from these sources	Residents significantly less likely than average to obtain information from these sources
Hertsmere Borough Council website	Aged 35-54 Working Property owned with mortgage or loan Currently married or in a civil partnership Had contact with the council over the past year No long-term illness 2+ children in household	Aged 65+ Retired White Property owned outright Widowed No contact with the council over the past year Long-term limiting illness, health problem or disability No children in the household
Leaflets delivered to your door	Aged 65-74 Property owned outright Satisfied with the way the council runs things Satisfied with Hertsmere as a place to live Not a carer	Aged 35-44 Otherwise not working Rented from a Council, Housing Association or another Registered Social Live in Bushey area Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live Long-term limiting illness, health problem or disability Who give 20+ hours a week unpaid help or support 2 adults in household Within Acorn category Financially Stretched
Other websites (including social media such as Facebook)	Aged 16-24 Working White Never married or registered a civil partnership Live in Elstree and Borehamwood Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live 3 adults in household Within Acorn category Financially Stretched	Aged 55-64 and 75+ Retired Non-white Rented from a private landlord Separated or divorced and widowed Live in Potters Bar area Satisfied with the way the council runs things Satisfied with Hertsmere as a place to live Long-term limiting illness, health problem or disability 1 adult in household

4.22 Table 15 below displays the sub-groups of residents who are significantly more or less likely than average to prefer to obtain information about Hertsmere Borough Council using the methods in Figure 13.

Table 15: Where do you prefer to obtain information about Hertsmere Borough Council?...Demographic sub-group analysis

Information Sources	Residents significantly more likely than average to obtain information from these sources	Residents significantly less likely than average to obtain information from these sources
Hertsmere Borough Council website	Aged 35-54 Working Property owned with mortgage or loan Currently married or in a civil partnership No long-term illness 2+ children in household Within Acorn category Comfortable Communities	Aged 65 or over Retired White Property owned outright Widowed Long-term limiting illness, health problem or disability Fifth Decile of Hertsmere IMD ranks
Leaflets delivered to your door	Had contact with the council over the past year First Decile (most deprived) of Hertsmere IMD ranks	White No contact with the council over the past year 4+ adults in household No children in household Eight Decile of Hertsmere IMD ranks
Other websites (including social media such as Facebook)	Aged 16-24 Property owned with a mortgage or loan Never married or registered a civil partnership Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live No contact with the council over the past year No long-term illness 3 adults in household Eighth Decile of Hertsmere IMD ranks	Aged 55-64 and 75+ Retired Owned property outright and rented from a private landlord Currently married or in a civil partnership, separated or divorced and widowed Satisfied with the way the council runs things Satisfied with Hertsmere as a place to live Had contact with the council over the past year Long-term limiting illness, health problem or disability 1-2 adults in household Second Decile of Hertsmere IMD ranks Within Acorn category Urban Adversity

5. Online Information

Overview

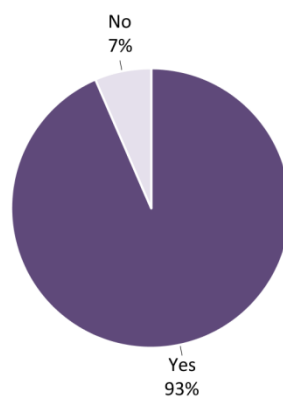
5.1 This chapter highlights that there have been increases in the likelihood of residents using various online services since the previous Hertsmere residents surveys, this is perhaps unsurprising given the increased usage of online resources over the years. Those who are in the older age groups and who are retired are constantly less likely to have used the majority of the online services asked about in this chapter.

Results

5.2 Over four fifths of residents reported that they use the internet (93%). This is a significant increase of 6 percentage points since 2014/15 (87%)

Figure 12: Do you ever use the internet?

Base: All Respondents (1000)

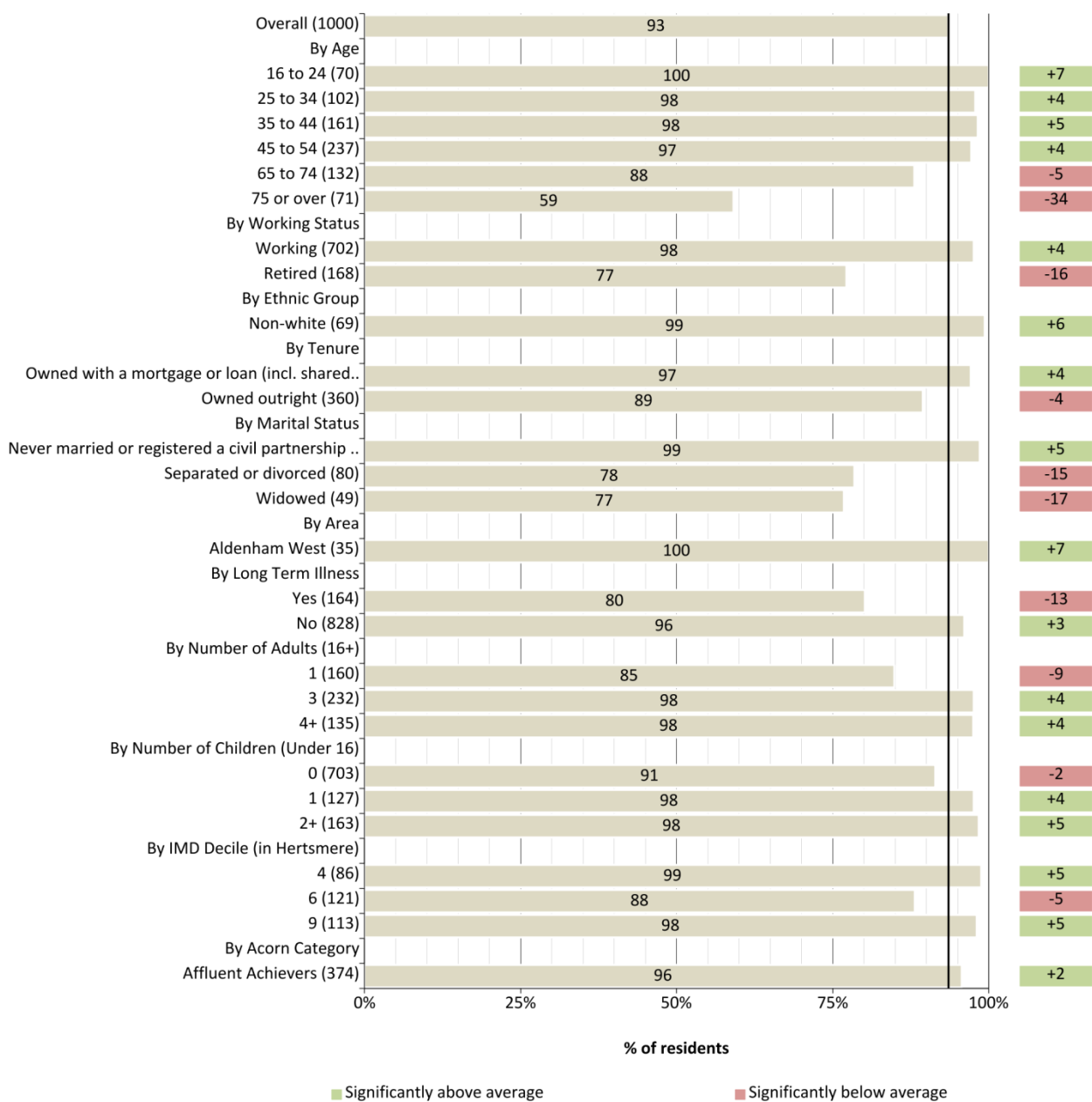


5.3 The chart below shows how the responses for this question vary across different sub-groups of the population who stated they use the internet.

5.4 Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.

Figure 13: Do you ever use the internet?

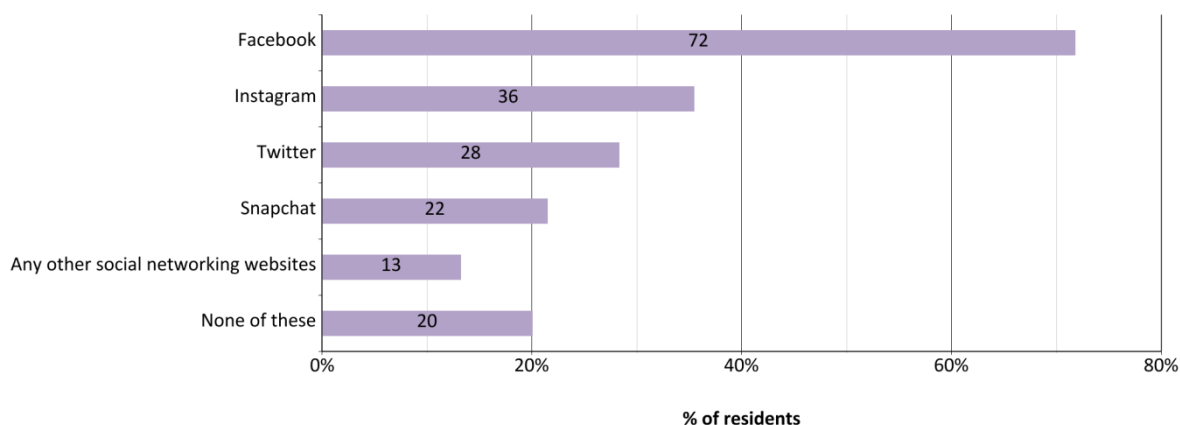
Base: Respondents who use the internet (1000)



- 5.5 When residents who use the internet were asked which, if any, social networking sites they use, almost three quarters reported that they use Facebook (72%), whereas more than a third use Instagram (36%) and less than 3 in 10 use Twitter (28%). Just over a fifth use Snapchat (22%) and 13% use other social networking websites. One fifth of residents who use the internet do not ever use these social networking websites (20%).

Figure 14: Do you ever use any of the following social networking websites...?

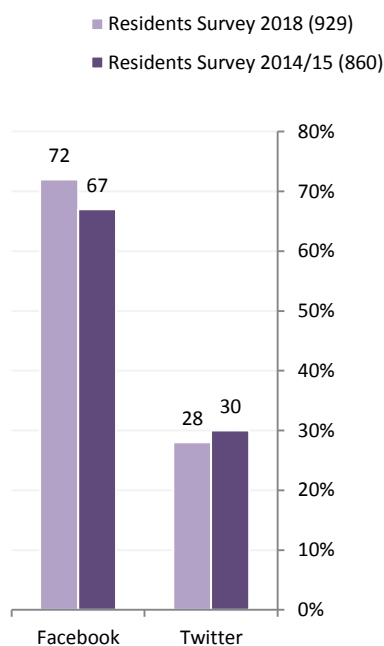
Base: All Respondents who use the internet (929)



- 5.6 The 2018 Residents Survey results show that a higher proportion use Facebook when compared with the 2014 Residents Survey. However the proportion who use Twitter has decreased slightly since 2014. It is important to note that in 2018, respondents were given two extra options of Instagram and Snapchat and so comparisons must be treated with care. Instagram has now actually overtaken Twitter with 36% of residents using this in 2018.

Figure 15: Do you ever use any of the following social networking websites...?

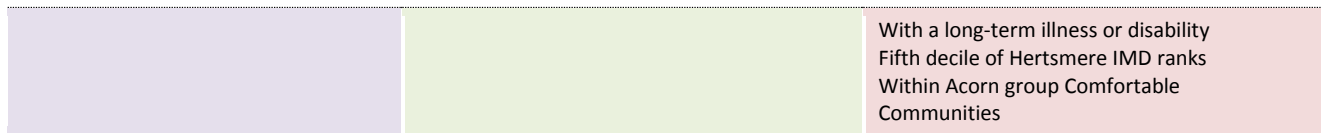
Base: All Respondents who use the internet (number of respondents shown in brackets)



5.7 Table 16 below displays the sub-groups of residents who are significantly more or less likely than average to ever use the social networking sites listed in Figure 14.

Table 16: Do you ever use any of the following social networking websites...? Demographic sub-group analysis.

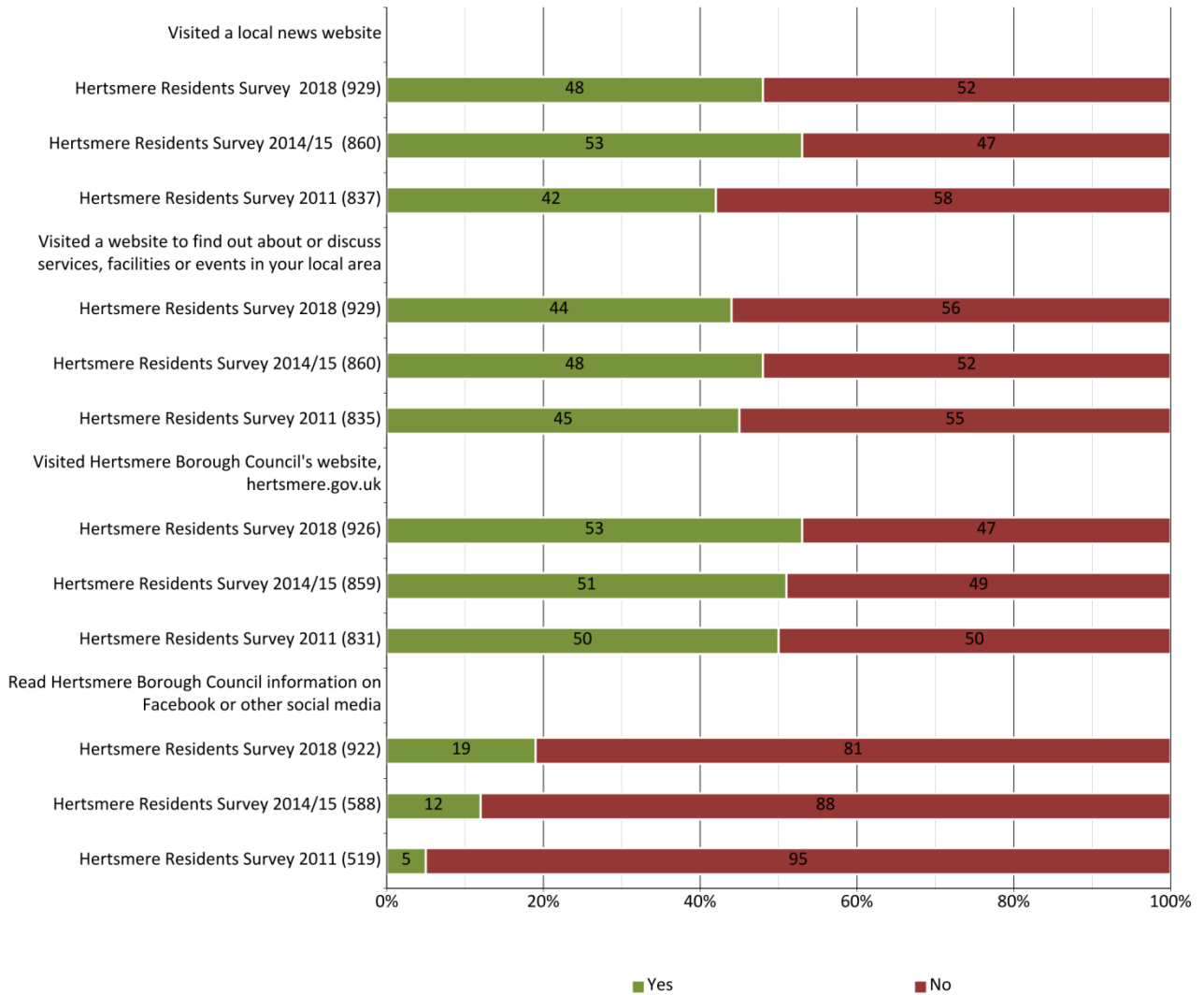
Social networking websites	Residents significantly more likely than average to use them	Residents significantly less likely than average to use them
Facebook	Female Aged 16-44 years Working Non-white Property owned with a mortgage or loan (including shared ownership), rented from a Council, Housing Association and another Registered Social Landlord Never married or in a civil partnership Not satisfied with Hertsmere as a place to live 1 or more children in household Live in Elstree and Borehamwood area Third and fourth decile of Hertsmere IMD ranks Within Acorn group financially stretched and Comfortable Communities	Male Aged 55+ years Retired White Property owned outright Currently married or in a civil partnership and widowed No children in the household Live in Aldenham West and Potters Bar area Satisfied with Hertsmere as a place to live Had contact with the council over the past year Ninth decile of Hertsmere IMD ranks Within Acorn group affluent achievers
Instagram	Aged 16-34 years Worked and otherwise not working Property owned with a mortgage or loan (including shared ownership) Never married or in a civil partnership Live in Elstree and Borehamwood area No contact with the council over the past year No long term illness Not a carer 3 or more adults living in household 1 child in household Third decile of Hertsmere IMD ranks Within Acorn group Financially Stretched	Aged 45+ years Retired Property owned outright Currently married or in a civil partnership, separated or divorced and widowed Had contact with the council over the past year With a long term illness Carer for 1-19 hours per week 1-2 adults living in household No children in household Seventh decile of Hertsmere IMD ranks Within Acorn group affluent achievers
Twitter	Male Aged 16-34 Working Property owned with a mortgage or loan (including shared ownership) Never married or registered a civil partnership No long term illness 4+ adults in household Third decile of Hertsmere IMD ranks Within Acorn group Financially Stretched	Female Aged 55+ Retired Property owned outright Currently married or in a civil partnership and widowed Long term illness 2 adults in household Seventh decile of Hertsmere IMD ranks Within Acorn group Urban Adversity
Snapchat	Female Aged 16-34 Otherwise not working Never married or registered a civil partnership No contact with the council over the past year No long term illness 3+ adults living in household 2+ children in household Within Acorn group Financially Stretched	Aged 35+ Retired Property owned outright Currently married or in a civil partnership, separated or divorced and widowed Had contact with the council over the past year With a long term illness 1-2 adults living in household No children in household Within Acorn group Affluent Achievers and Comfortable Communities
Any other social networking websites	Male Aged 35-44 years Working Within Acorn group Rising Prosperity	Female Aged 55-64 and 75+ White Live in Aldenham West area



- 5.8 Figure 16 overleaf shows that although only just over half of Hertsmere residents who use the internet have visited Hertsmere Borough Council's website within the last three months (53%), fewer have visited a website to find out about and discuss services, facilities or events in their local area (44%) or have visited a local news website (48%). Only 19% have read Hertsmere Borough Council information on Facebook or other social media in the last three months, which is perhaps an area for consideration.
- 5.9 There has been a 2 percentage point increase in those who have visited Hertsmere Borough Council's website within the last three months since 2014 (51%) and a significant increase of 7 percentage points since 2014 (12%) of those who have read Council information on Facebook or social media in this time. This increase is in line with the previous finding that more residents currently obtain information about the Council through other websites including social media. Lower proportions of residents have visited a local news website (a significant decrease of 5 percentage points) and a website to find out about and discuss services, facilities or events in their local area (a decrease of 4 percentage points).

Figure 16: In the last three months, have you...?

Base: All Respondents who use the internet (number of respondents shown in brackets)



5.10 Table 17 below presents the sub-groups of residents who are significantly more or less likely than average to have visited the websites shown at Figure 16.

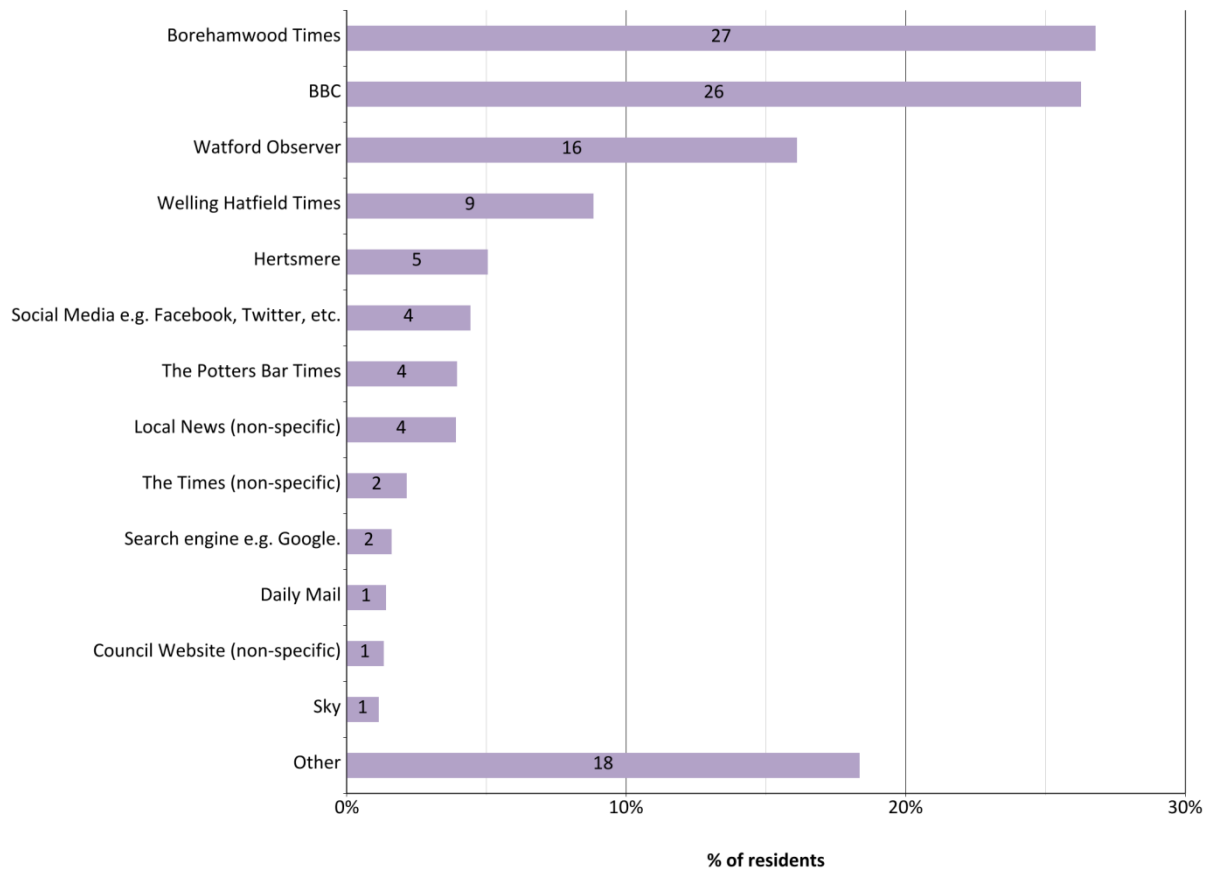
Table 17: In the last three months, have you...? ...Demographic sub-group analysis.

Service	Residents significantly more likely than average to have used service	Residents significantly less likely than average to have used service
Visited a local news website	Aged 16-24 years Working White Property owned with a mortgage or loan (including shared ownership) Separated or divorced Carer for 1-19 hours per week 4+ adults in household 2+ children in household Sixth and ninth decile of Hertsmere IMD ranks	Aged 75+ years Retired Non-white Widowed Live in Aldenham East and Aldenham West 2 adults in household 1 child in household
Visited a website to find out about or discuss services, facilities or events in your local area	Aged 45-54 years Working Property owned with a mortgage or loan (including shared ownership) Currently married or in a civil partnership Live in Aldenham East Not satisfied with the way the council runs things Had contact with the council over the past year 2+ children in household Tenth (least deprived) decile of Hertsmere IMD ranks	Aged 24-35 and 75+ years Property rented from a Council, Housing Association or another Registered Social Landlord Never married or registered a civil partnership Live in Elstree and Borehamwood No contact with the council over the past year
Visited Hertsmere Borough Council's website, hertsmere.gov.uk	Aged 35-54 years Working Currently married or in a civil partnership Had contact with the council over the past year 2+ children in household	Aged 16-24 and 75+ years Otherwise not working Never married or in a civil partnership Live in Potters Bar and Shenley No contact with the council over the past year 4+ adults in household No children in household Within Acorn group affluent achievers
Read Hertsmere Borough Council information on Facebook or other social media	Female Aged 16-24 Working White Property owned with a mortgage or loan (including shared ownership) Never married or registered a civil partnership Live in Elstree and Borehamwood Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live Had contact with the council over the past year 4+ adults living in household Fifth decile of Hertsmere IMD ranks Within Acorn group Financially Stretched	Male Aged 65+ years Retired Non-white Property owned outright Currently married or in a civil partnership and widowed Live in Potters Bar area Satisfied with the way the council runs things Satisfied with Hertsmere as a place to live No contact with the council over the past year Sixth decile of Hertsmere IMD ranks Within Acorn group affluent achievers

5.11 Freertext comments show that residents have visited the following local news websites in the last three months: Borehamwood Times website (27%); BBC Local News (26%); Watford Observer website (16%); Welwyn Hatfield Times website (9%) and Hertsmere Borough Council website (5%). See figure 17 below.

Figure 17: Which local news websites have you visited in the last three months?

Base: All Respondents (404)

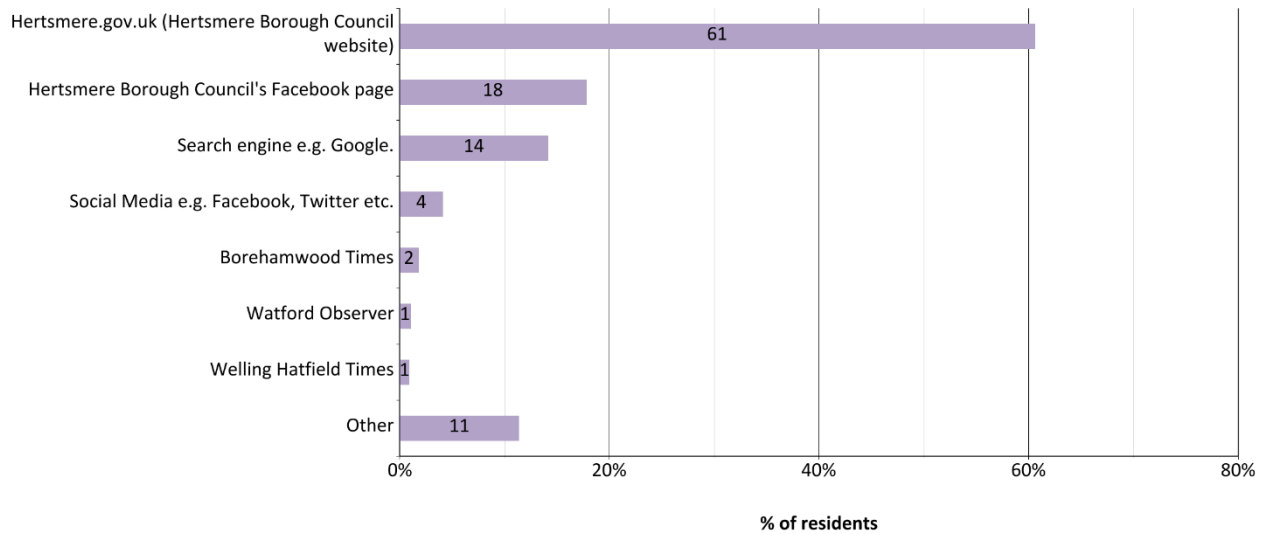


5.12 When residents who have visited a website to find out about or discuss services, facilities or events in their local area were asked which ones they visit, just over three fifths said they visit the Hertsmere Borough Council website (61%) - 2 percentage points higher than the result of residents surveyed in the 2014/15 Hertsmere Residents Survey (59%). See figure 18 overleaf.

5.13 Just under a fifth (18%) have visited the Hertsmere Borough Council's Facebook page – this is a significant increase of 14 percentage points.

Figure 18: Which websites do you visit to find out about or discuss services, facilities or events in your local area?

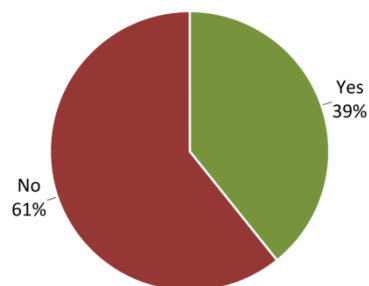
Base: All Respondents who have visited a website to find out or discuss their local area in the last three months (379)



5.14 Around two fifths of residents were already aware that Hertsmere Borough Council publishes information on Facebook and other social media (39%) – a significant increase of 19 percentage points since 2014/15 (20%), this is in line with results above suggesting an increased popularity in social media as a way of accessing information.

Figure 19: Hertsmere Borough Council publishes information on Facebook and other social media. Before this survey, were you already aware that the council published information in this way?

Base: All Respondents who use social media but haven't read council information through social media (628)

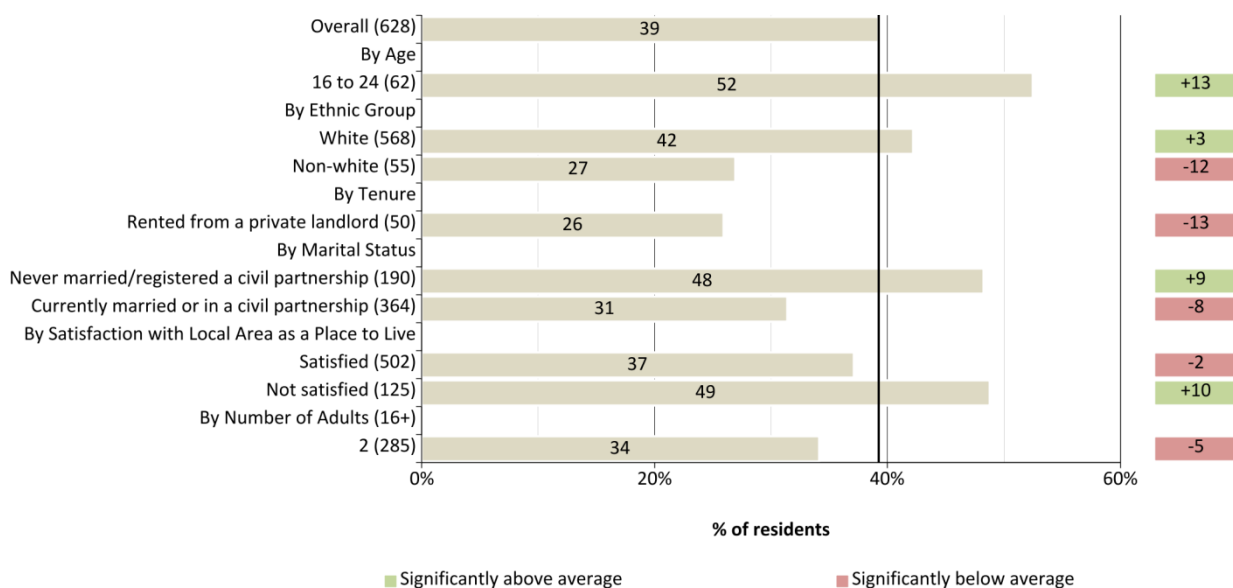


5.15 The chart below shows how the responses for this question vary across different sub-groups of the population who stated they are aware that the Council published information in this way.

5.16 Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.

Figure 20: Hertsmere Borough Council publishes information on Facebook and other social media. Before this survey, were you already aware that the council published information in this way?

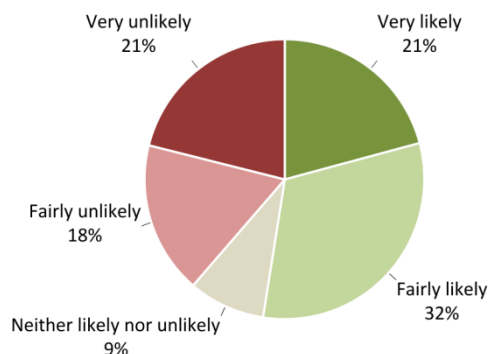
Base: Respondents who use the internet (628)



5.17 Over half of Hertsmere residents are likely to use Facebook or other social media to find out about what Hertsmere Borough Council is doing in the future (52%); this is a significant increase of 7 percentage points since 2014/15 (46%).

Figure 21: How likely or unlikely is it that you will use Facebook or other social media to find out what Hertsmere Borough Council is doing in the future?

Base: All Respondents (692)

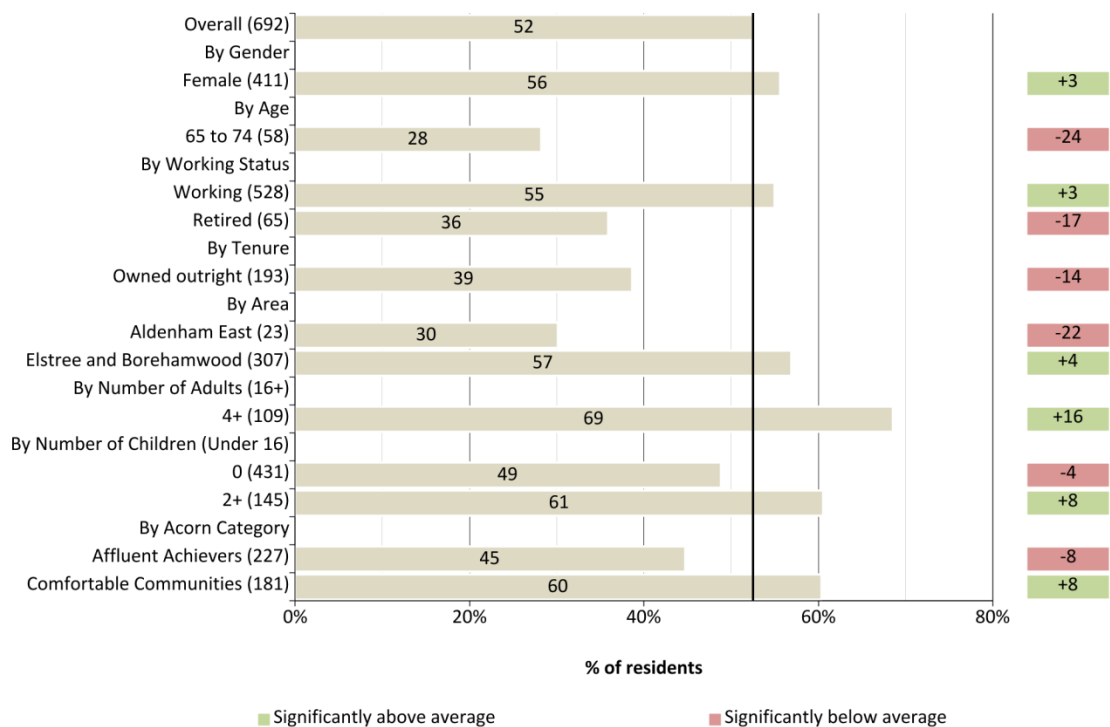


5.18 Figure 22 below shows how the responses for this question vary across different sub-groups of the population who are likely to use Facebook or other social media to find out about what Hertsmere Borough Council is doing in the future.

5.19 Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.

Figure 22: How likely or unlikely is it that you will use Facebook or other social media to find out what Hertsmere Borough Council is doing in the future?

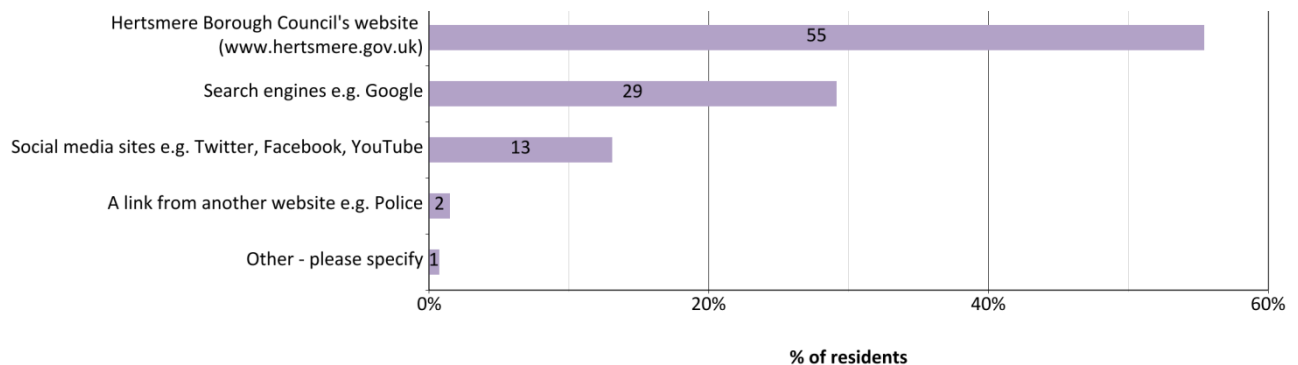
Base: Respondents who said 'likely' (692)



5.20 If they were to access information online about Hertsmere Borough Council, the highest proportion of residents reported that they are most likely to use Hertsmere Borough Council’s website (55%).

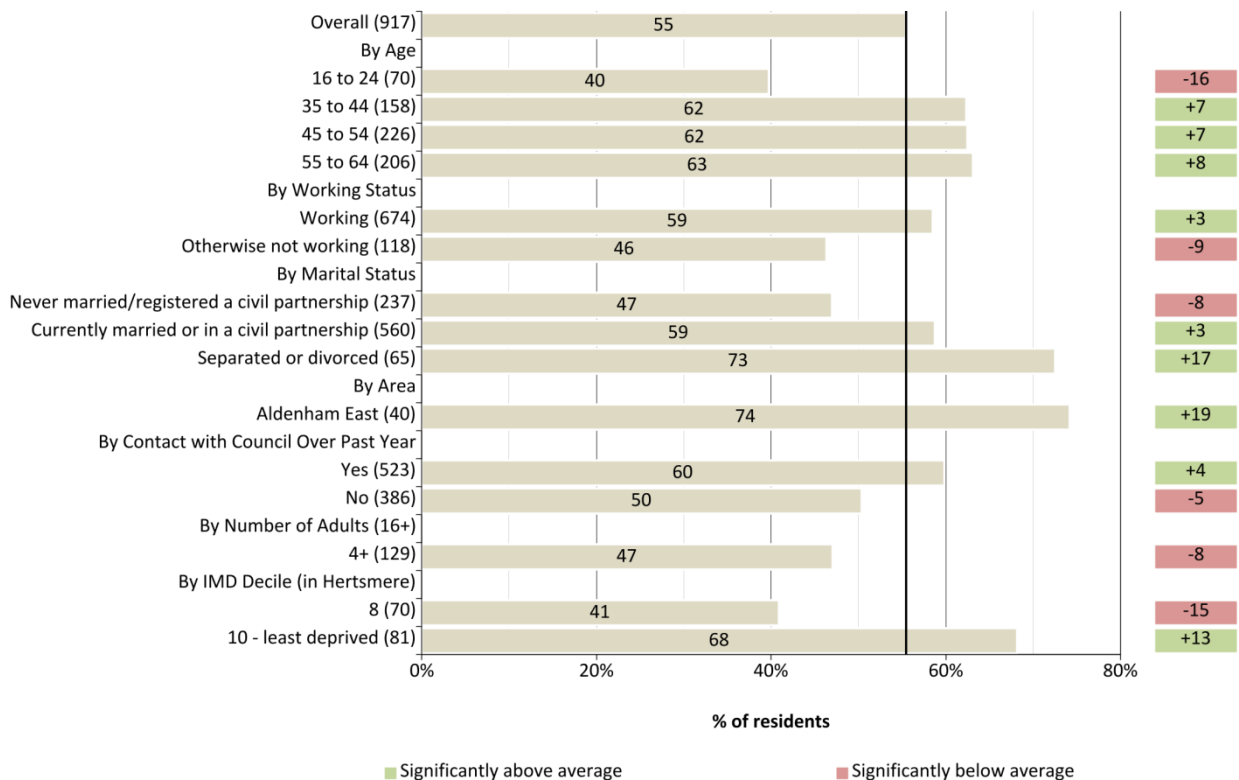
Figure 23: If you were to access information online about Hertsmere Borough Council, which source are you most likely to use?

Base: All Respondents (917)



- 5.21 Figure 24 below shows how the responses for this question vary across different sub-groups of the population who are likely to use Hertsmere Borough Council's website to access to information online about Hertsmere Borough Council.
- 5.22 Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.

Figure 24: If you were to access information online about Hertsmere Borough Council, which source are you most likely to use?
Base: All Respondents who are most likely to use Hertsmere Borough Council's website (917)



6. Contact with the Council

Overview

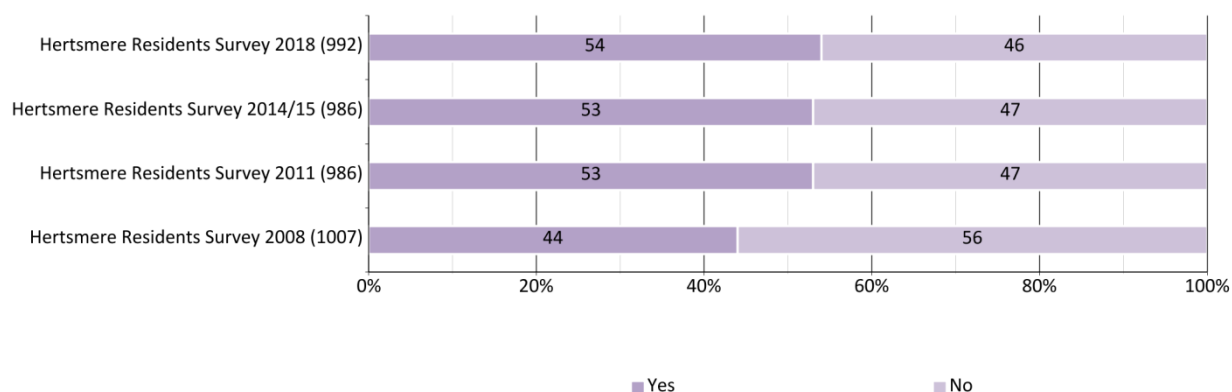
6.1 This chapter shows that residents' experience of contact with the Council is broadly in line with 2014/15. Positively, more residents who know who their Borough Council officers are and have contacted them. However there has been a light decrease in those who think that they can influence decisions in their area. On the other hand there have been increases in those who would like to get more involved in having a say in and influencing Council decisions and so this could be an area of consideration for the Council. Some groups who are more interested in this are those aged 35 to 54, who are working, who are not satisfied with the way the Council is run and with their area as a place to live, those who have had contact with the Council in the last year and who care for 1-19 hours per week.

Results

6.2 Over the past year, 54% of residents have contacted Hertsmere Borough Council – broadly the same as in 2014/15.

Figure 25: Have you contacted Hertsmere Borough Council over the past year?

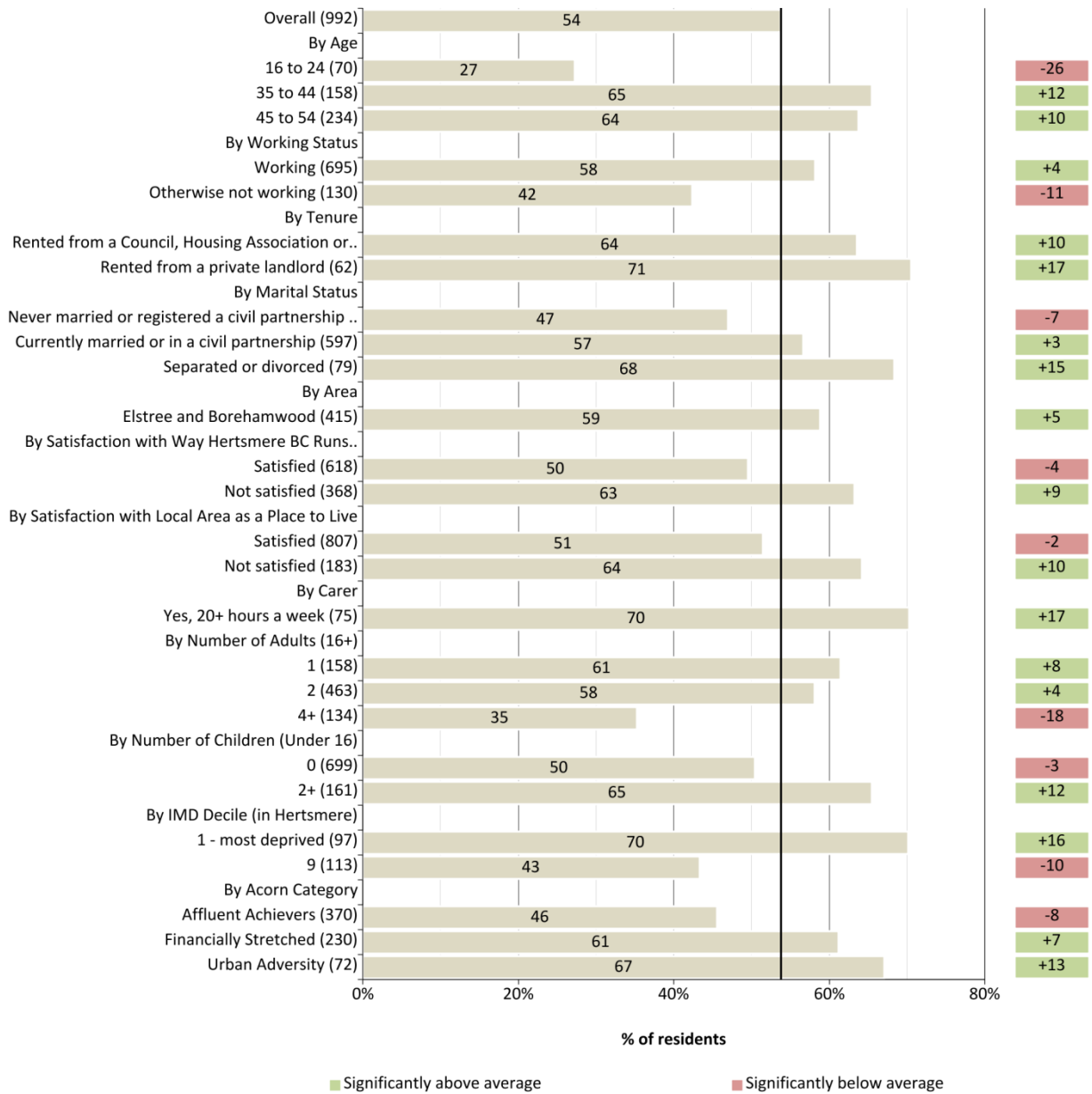
Base: All Respondents (number of respondents shown in brackets)



- 6.3 Figure 26 below shows how the responses for this question vary across different sub-groups of the population who have contacted Hertsmere Borough Council over the past year.
- 6.4 Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.

Figure 26: Have you contacted Hertsmere Borough Council over the past year?

Base: Respondents who agree (992)



- 6.5 When residents who have contacted Hertsmere Borough Council in the past year were asked how they had contacted HBC, the majority said by telephone (79%).
- 6.6 The percentage of residents who contacted the council by telephone has increased by 2 percentage points since 2014/15 (77%), whilst the proportion who made contact in person has stayed the same for all three previous residents surveys (12%). The 2018 Residents survey results showed that 22% contacted the council by email (2 percentage points higher than 2014/15) and 11% via the council website (1 percentage point lower than 2014/15).
- 6.7 Caution must be exercised when making comparisons with the 2008 results due to this question being a single response question in 2008 and a multi response in 2011, 2014/15 and 2018.

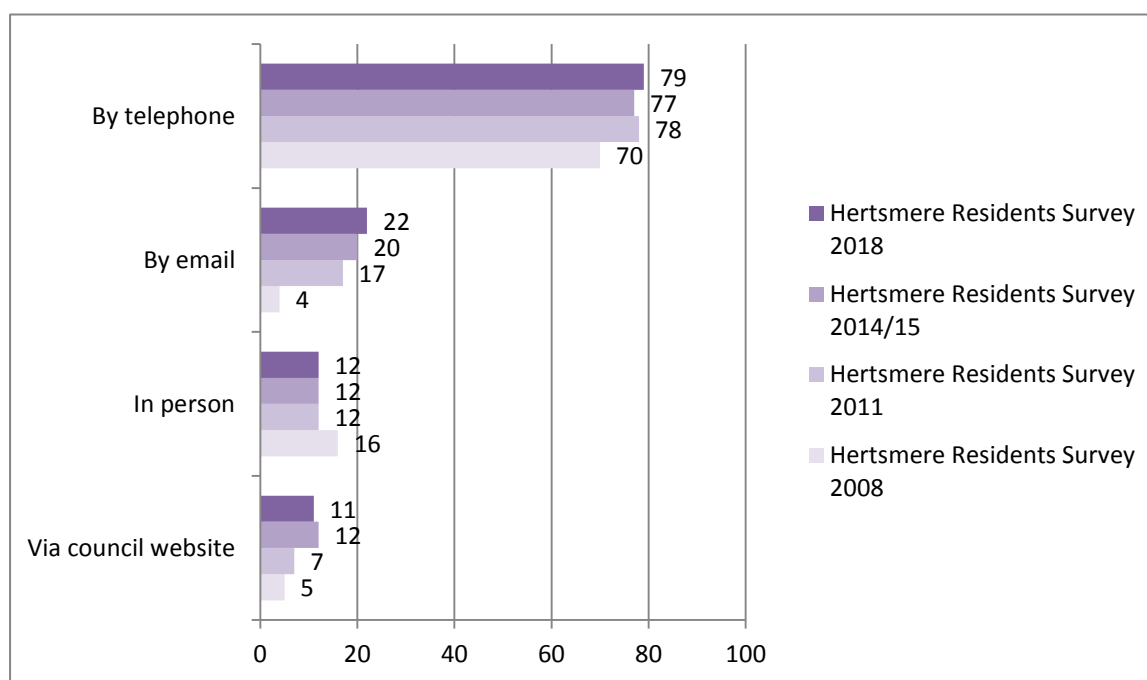
Figure 27: How did you contact the Council?

2018 Base: All Respondents who have contacted HBC over the past year (563)

2014/15 Base: All Respondents who have contacted HBC over the past year (548)

2011 Base: All Respondents who have contacted HBC over the past year (541)

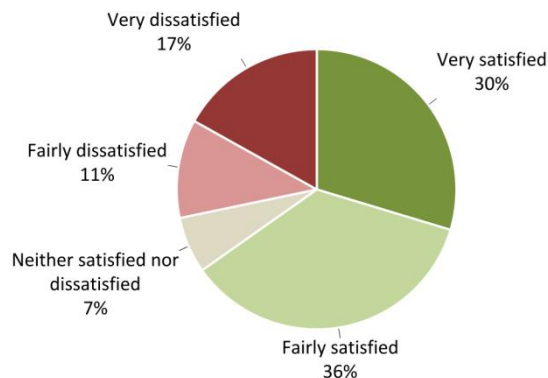
2008 Base: All Respondents who have contacted HBC over the past year (427)



- 6.8 Nearly two thirds of residents are satisfied with the service they received the last time they contacted the council (65%), whilst less than 3 in 20 (28%) are dissatisfied. This is a significant decrease of 9 percentage points in those who were satisfied in 2014/15.
- 6.9 Those who reported that they are satisfied with the way the council runs things and with their local area as a place to live, as well as those who are in the Acorn group Rising Prosperity are significantly more likely than average to be satisfied.

Figure 28: Overall, how satisfied or dissatisfied are you with the service you received the last time you contacted the Council?

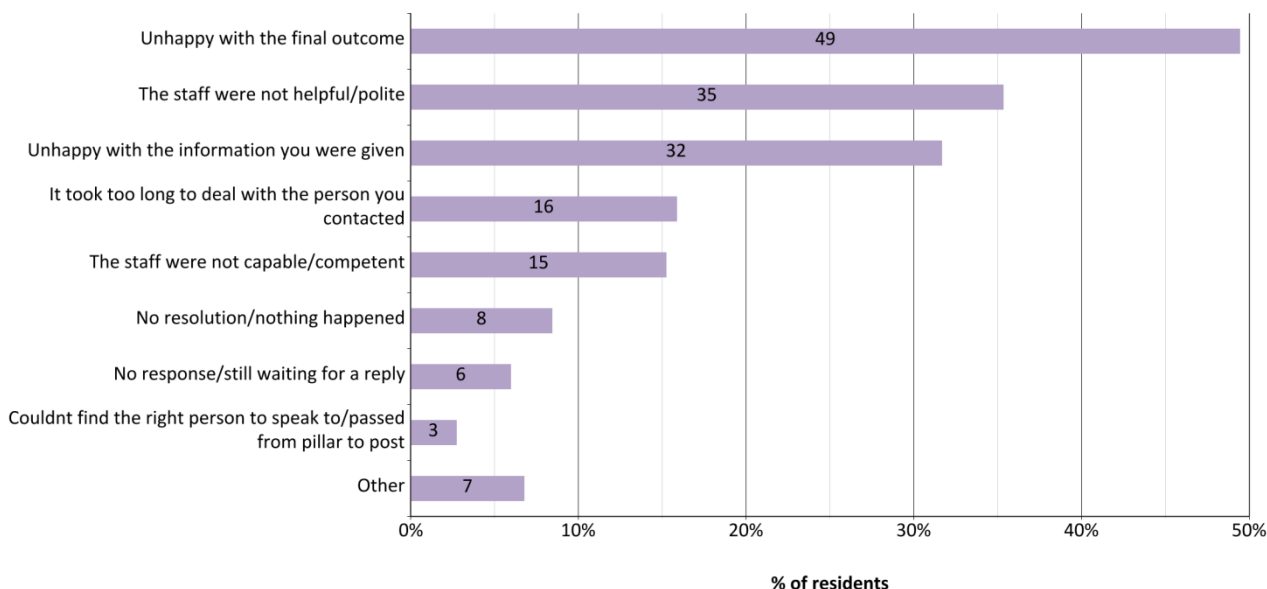
Base: All Respondents (555)



6.10 When residents who said that they are dissatisfied with the service they received the last time they contacted the council (28%) were asked why, the main reason given by residents was that they were unhappy with the final outcome (49%). Around a third said that the staff were not helpful/polite (35%) and that they were unhappy with the information they were given (32%). These were also the top three reasons given in 2014/15.

Figure 29: Why were you dissatisfied with the service you received the last time you were in contact with the council?

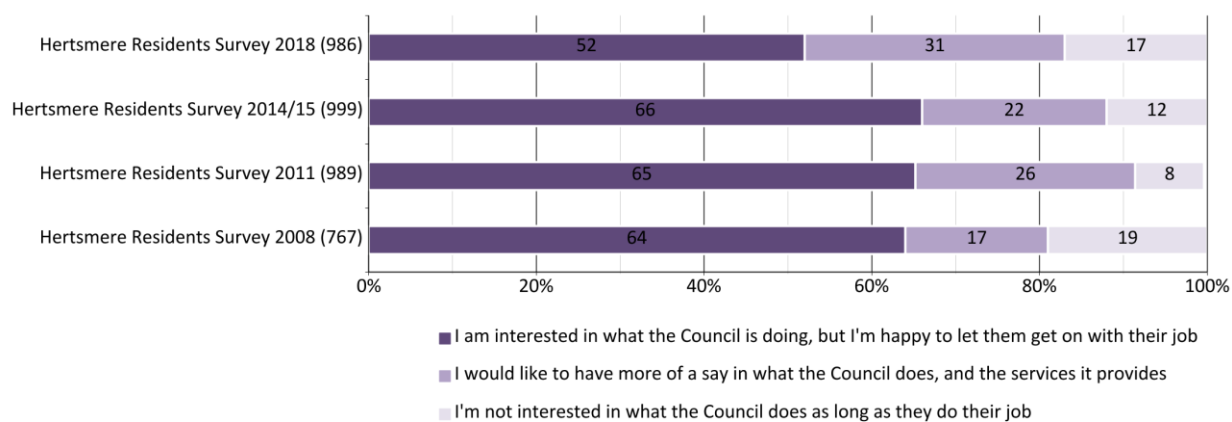
Base: All Respondents who are dissatisfied with the service they received (165)



6.11 When asked which statement comes closest to their own attitudes towards Hertsmere Borough Council, just over half (52%) chose 'I am interested in what the council is doing, but I'm happy to let them get on with their job'; this is a significant decrease of 14 percentage points since 2014/15. This is mirrored by significant increases in those who would like to have more of a say in what the Council does and in those who are not interested in what the Council does as long as they do their job by 9 and 5 percentage points respectively.

Figure 30: Which of the following statements comes closest to your own attitudes towards Hertsmere Borough Council?

Base: All Respondents (number of respondents shown in brackets)



6.12 Table 18 below presents the sub-groups of residents who are significantly more or less likely than average to report that each statement at Figure 26 comes closest to their attitudes about Hertsmere Borough Council.

Table 18: Which of the following statements comes closest to your own attitudes towards Hertsmere Borough Council?

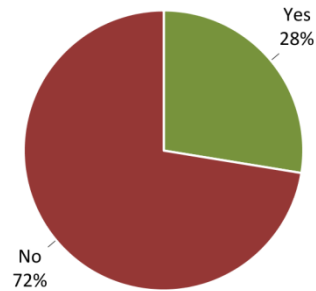
...Demographic sub-group analysis

Statement	Residents significantly more likely than average to say that statement comes closest to their own attitudes towards HBC	Residents significantly less likely than average to that statement comes closest to their own attitudes towards HBC
I'm not interested in what the Council does as long as they do their job	<ul style="list-style-type: none"> Otherwise not working White Never married or registered a civil partnership No contact with the council over the past year Not a carer First decile (most deprived) of Hertsmere IMD ranks 	<ul style="list-style-type: none"> Aged 35-44 and 55-64 years Working Currently married or in a civil partnership and Separated or divorced Had contact with the council over the past year Carer for 1-19 hours per week 2 adults living in household 2+ children living in household Fifth decile of Hertsmere IMD ranks
I am interested in what the Council is doing, but I'm happy to let them get on with their job	<ul style="list-style-type: none"> Aged 55-64 and 75+ years Currently married or in a civil partnership Satisfied with the way the council runs things Satisfied with Hertsmere as a place to live 2 adults living in household 	<ul style="list-style-type: none"> Aged 45-54 years Never married or registered a civil partnership Live in Elstree and Borehamwood Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live First decile (most deprived) of Hertsmere IMD ranks
I would like to have more of a say in what the Council does, and the services it provides	<ul style="list-style-type: none"> Aged 35-44 years Working Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live Contact with the council over the past year Carer for 1-19 hours per week Second decile of Hertsmere IMD ranks 	<ul style="list-style-type: none"> Aged 75+ years Otherwise not working White Widowed Live in Aldenham West area Satisfied with the way the council runs things Satisfied with Hertsmere as a place to live No contact with the council over the past year Not a carer

6.13 28% of residents know who their Hertsmere Borough Councillors are. This is an increase of 3 percentage point since 2014/15.

Figure 31: Do you know who your Hertsmere Borough councillors are?

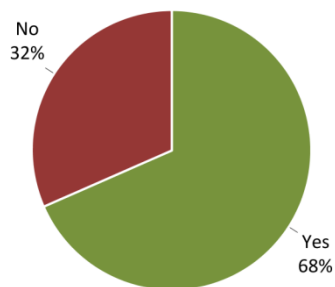
Base: All Respondents (995)



6.14 More than two thirds of residents know how to get in touch with one of their Hertsmere Borough Councillors (68%). Positively, this is a significant increase of 8 percentage points since 2014/15.

Figure 32: Do you know how to get in touch with one of your Hertsmere Borough Councillors?

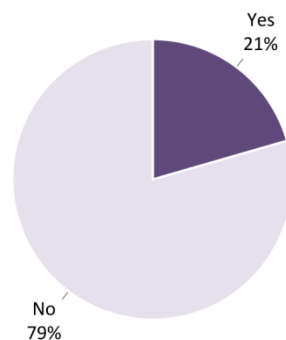
Base: All Respondents (997)



6.15 Around a fifth of residents who know how to contact a Hertsmere Borough Councillor have been in touch with one in the last year (21%). This is an increase of 2 percentage points since 2014/15.

Figure 33: Have you actually been in touch with a Hertsmere Borough councillor in the last year?

Base: All Respondents who know how to get in touch with one of their Hertsmere Borough Councillors (697)



6.16 Table 19 below presents the sub-groups of residents who are significantly more or less likely than average to: know who their Hertsmere Borough Councillors are; know how to get in touch with a Hertsmere Borough Councillor and to have been in touch with a Hertsmere Borough Councillor in the last year.

Table 19: Which of the following statements comes closest to your own attitudes towards Hertsmere Borough Council?
...Demographic sub-group analysis

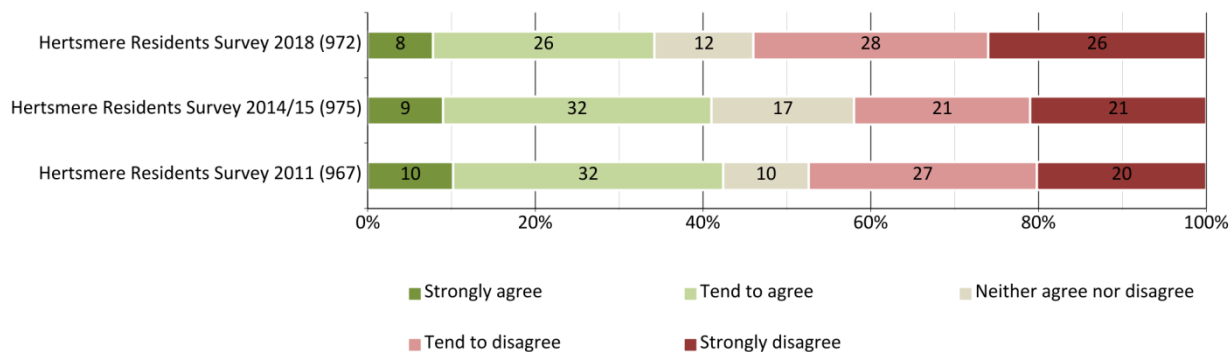
Service	Residents significantly more likely than average to have said 'yes'	Residents significantly less likely than average to have said 'yes'
Do you know who your Hertsmere Borough councillors are?	Aged 65+ years Retired Property owned outright Separated or divorced Live in Aldenham East and Elstree and Borehamwood Contact with the council over the past year With a long term illness or disability	Otherwise not working Never married or in a civil partnership Live in Potters Bar area No contact with the council over the past year Second decile of Hertsmere IMD ranks
Do you know how to get in touch with one of your Hertsmere Borough Councillors?	Male Aged 45-54 years Currently married or in a civil partnership Contact with the council over the past year Carer for 1-19 hours per week Within Acorn group Comfortable Communities	Female Aged 16-24 years Never married or registered a civil partnership Live in Potters Bar area No contact with the council over the past year Not a carer Sixth decile of Hertsmere IMD ranks Within Acorn group Comfortable Communities
Have you actually been in touch with a Hertsmere Borough councillor in the last year?	Aged 35-44 years Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live Contact with the council over the past year 1 adult living in household Seventh decile of Hertsmere IMD ranks	Aged 45-54 years White Satisfied with the way the council runs things Satisfied with Hertsmere as a place to live No contact with the council over the past year 4+ adults living in household Within Acorn group Comfortable Communities

6.17 When residents who have been in touch with a Hertsmere Borough Councillor in the last year were asked what about, freetext comments included: planning permission; traffic/road issues; housing; waste/recycling services and trees/footpaths/grass verges/hedges etc.

6.19 Around a third of residents agree (34%) and over half disagree (54%) that they can influence decisions affecting their local area. There has been a significant decrease of 7 percentage points in those who agree since 2014/15 and a significant increase of 12 percentage points in those who disagree. This is the highest level of disagreement across the three residents surveys.

Figure 34: Do you agree or disagree that you can influence decisions affecting your local area?

Base: All Respondents (number of respondents shown in brackets)

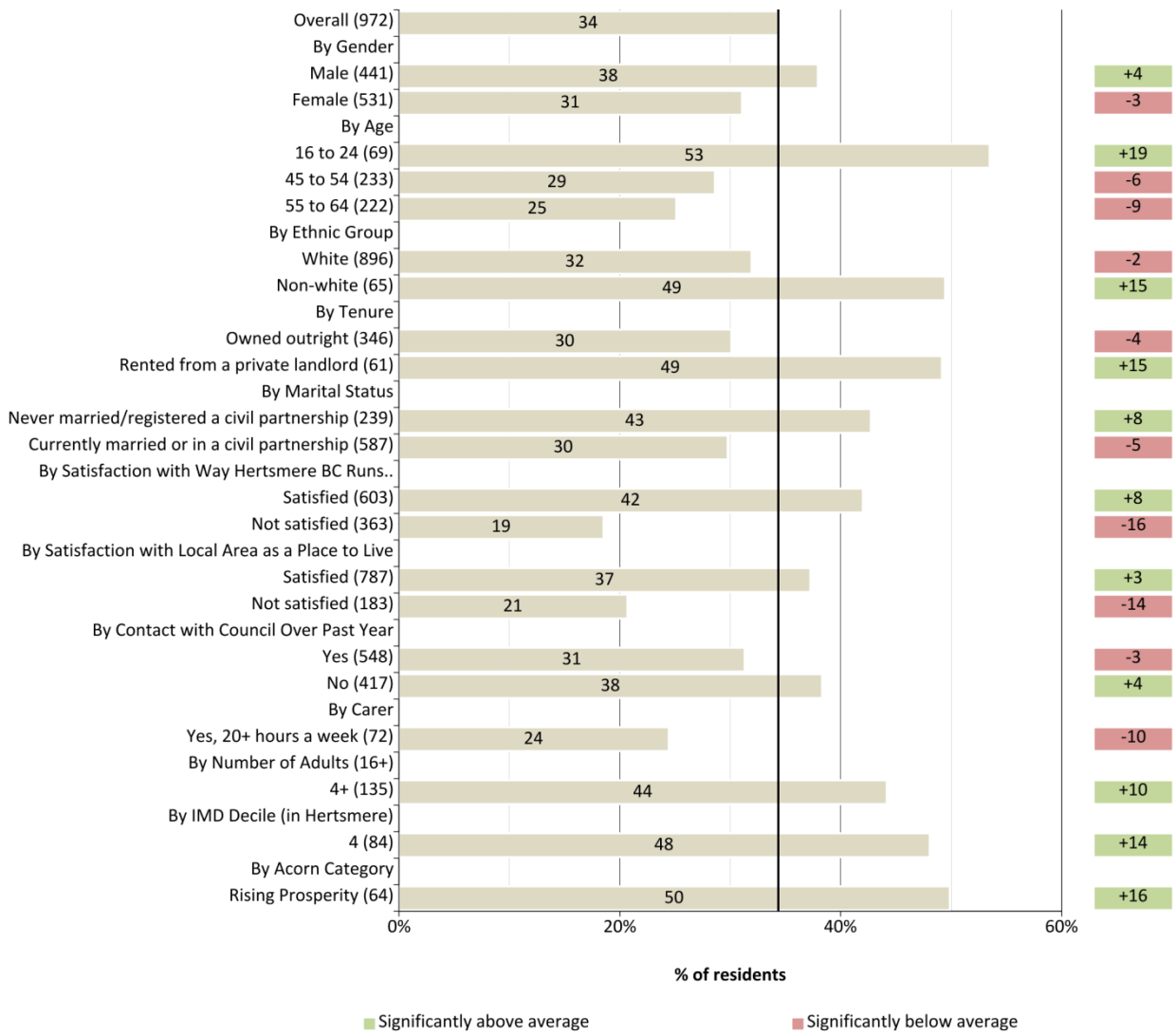


6.20 Figure 35 overleaf shows how the responses for this question vary across different sub-groups of the population who agree that they can influence decisions affecting their local area.

6.21 Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.

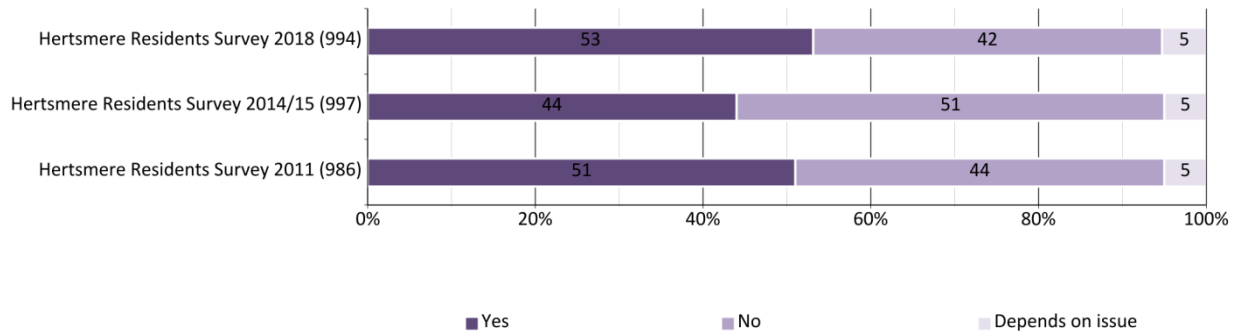
Figure 35: Do you agree or disagree that you can influence decisions affecting your local area?

Base: Respondents who agree (972)



6.22 Generally speaking, over half of residents would like to be more involved in the decisions that affect their local area (53%); a significant increase of 9 percentage points since the 2014/15 Hertsmere Residents Survey (44%). This is now more in line with the 2011 residents survey (51%). Over two fifths reported that they would not like to be more involved (42%), whilst 5% said that it depends on the issue.

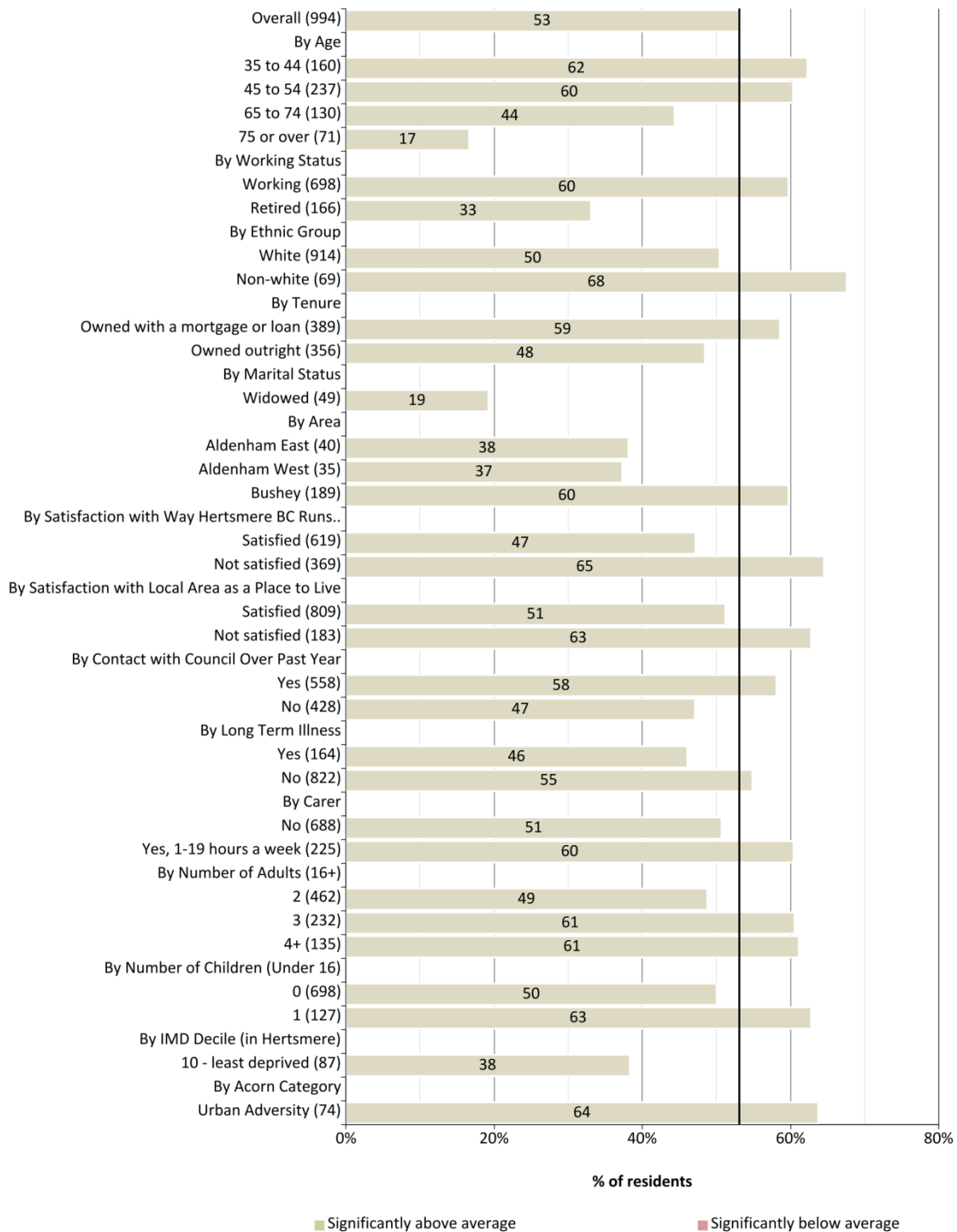
Figure 36: Generally speaking, would you like to be more involved in the decisions that affect your local area?
Base: All Respondents (number of respondents shown in brackets)



6.23 Figure 37 overleaf shows how the responses for this question vary across different sub-groups of the population who said 'yes' when asked if they would like to be more involved in the decisions that affect their local area.

6.24 Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.

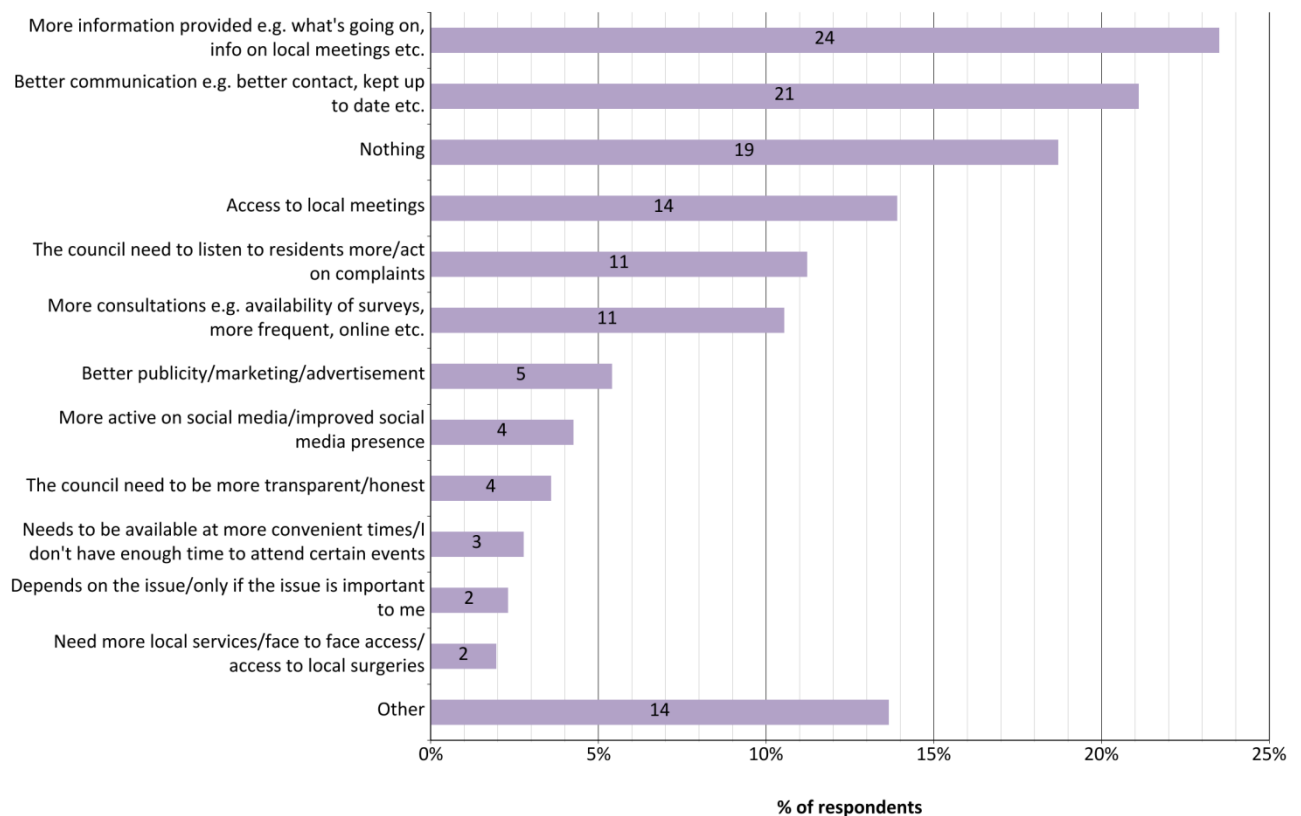
Figure 37: Generally speaking, would you like to be more involved in the decisions that affect your local area?
 Base: Respondents who said yes (994)



6.25 When residents who would like to get involved in decisions were asked what would help them get more involved, freetext comments included: more information provided e.g. what's going on, info on local meetings etc. (24%); better communication e.g. better contact, kept up to date etc. (21%); access to local meetings (14%); the council need to listen to residents more/act on complaints and more consultations e.g. availability of surveys, more frequent, online etc. (11%). 19% said that nothing would help them to get more involved.

Figure 38: What, if anything, would help you get more involved?

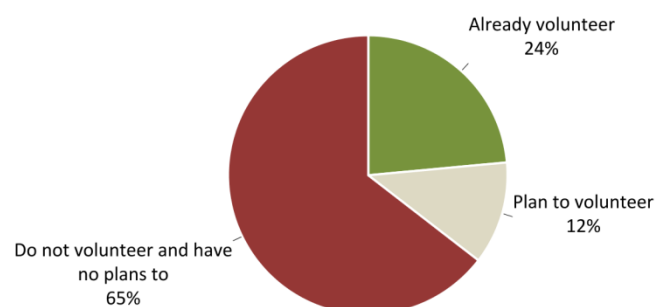
Base: All Respondents who would like to get involved (533)



- 6.26 Although around a quarter of residents reported that they already volunteer (24%), the largest proportion do not volunteer and have no plans to (65%), whilst around 1 in 10 plan to volunteer (12%). These results are broadly in line with 2014/15 (26%, 63% and 10% respectively).
- 6.27 Residents who have had contact with the Council in the last year; who are carers 1-19 hours a week and have 2 or more children in the household are more likely to either volunteer already or to be planning on volunteering.
- 6.28 The following groups are significantly more likely to not volunteer and have no plans to: those aged 55 to 64 and 75 or over; white; rent their property from a Council, Housing Association or another Registered Social Landlord; Live in Potters Bar area; no contact with the Council in the last year; have no children living in the household and those within Acorn category Financially Stretched.

Figure 39: Do you, or are you planning to be involved in any volunteering in your local area?

Base: All Respondents (997)



7. Your Local Area

Overview

- 7.1 This chapter highlights some particular concerns which Hertsmere Borough Council needs to consider when regarding how residents feel about their local area. Across all of these questions we can see that there have been some negative changes since the 2014/15 residents survey. Overall this paints a picture that residents are now more likely to agree that certain issues in their area are a bigger problem, residents have less faith that the police and local public services are dealing with these issues and are less likely to feel safe in their area during the day, and particularly so after dark.
- 7.2 There are a number of groups who should be of most concern to the council. Residents who are more deprived, who live in the Elstree and Borehamwood area, in the Acorn groups Financially Stretched and Urban Adversity and who are more likely not to be satisfied with the way the Council runs things and with Hertsmere as a place to live are significantly more likely to think that the majority of issues listed on the following pages are a problem in their area. Residents who are female, aged 65 to 74, who are widowed, living in Elstree and Borehamwood area, with a long term illness, who are more deprived and in the Acorn category Financially Stretched are significantly more likely to feel unsafe in their local area after dark.

Results

- 7.3 Residents were asked how much of a problem various issues are in their area (figure 40 and 41). In the 2018 residents survey a new option (fly tipping) was added, as a results fly tipping is now considered to be the most problematic issue in their area with over a third (35%) regarding it as a very or fairly big problem. This is followed by rubbish or litter lying around (30%), young people hanging around on the streets (27%) and people using or dealing drugs (22%). These three issues were also ranked as being the biggest problem in 2014/15. The issue reported as being the smallest problem is abandoned or burnt out cars (6%).
- 7.4 However when figures are compared to 2014/15 we can see that there have been increases across the board in residents regarding each issue as a very or fairly big problem. The biggest increase can be seen in those who think that young people hanging around on the streets is a problem with a significant increase of 13 percentage points since 2014/15. However it is important to note that the wording of this question changed in 2018 from 'teenagers' to 'young people', therefore this comparison should be treated with caution.

7.5 There were also significant increases in residents who thought that the following were very or fairly big problems: rubbish or litter lying around (by 10 percentage points); people using or dealing drugs (by 9 percentage points); vandalism, graffiti and other deliberate damage to property or vehicles (by 7 percentage points) and abandoned or burnt out cars (by 3 percentage points).

Figure 40: Thinking about your local area, how much of a problem, if at all do you think each of the following are...?
 Base: All Respondents (number of respondents shown in brackets)

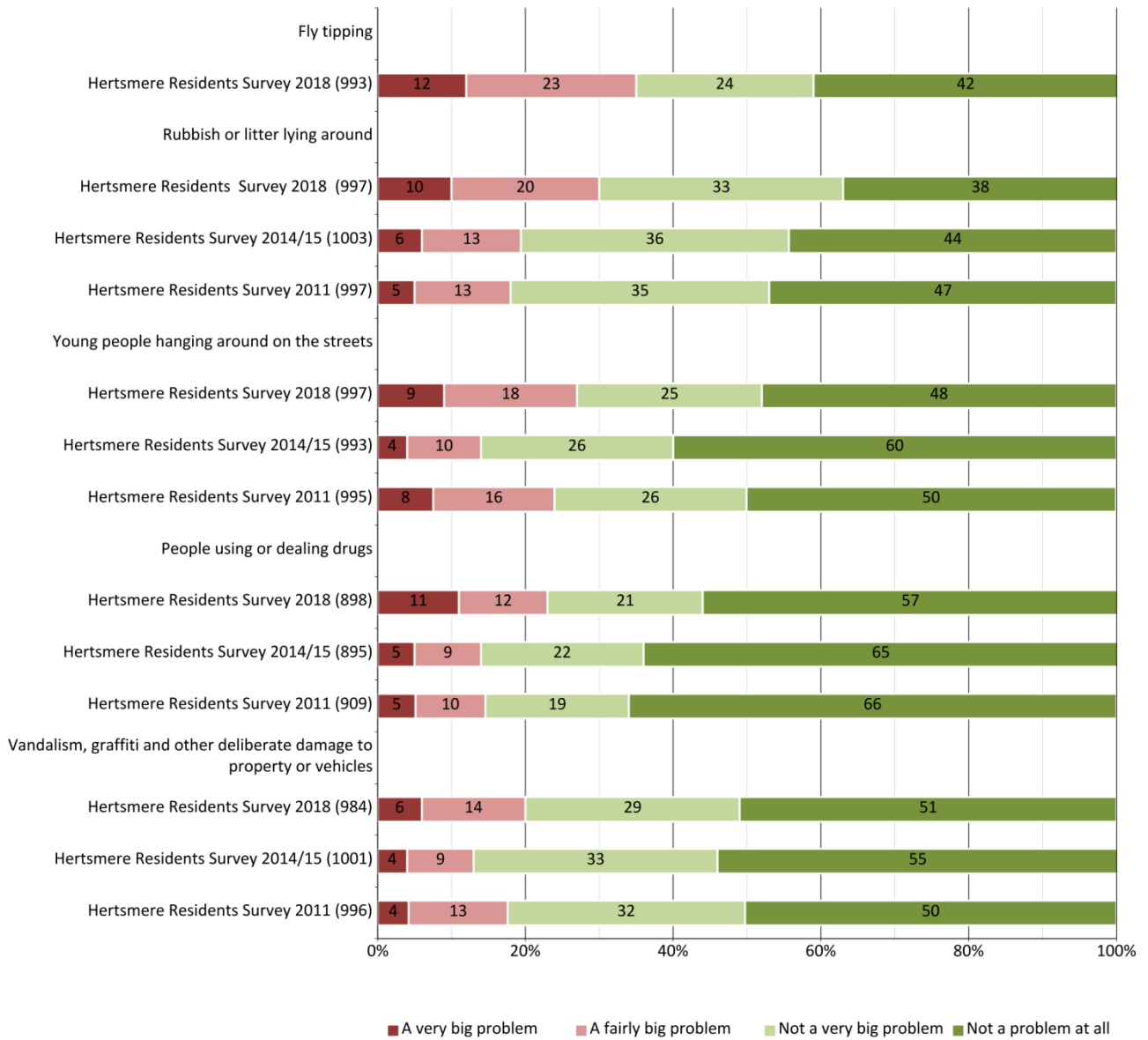
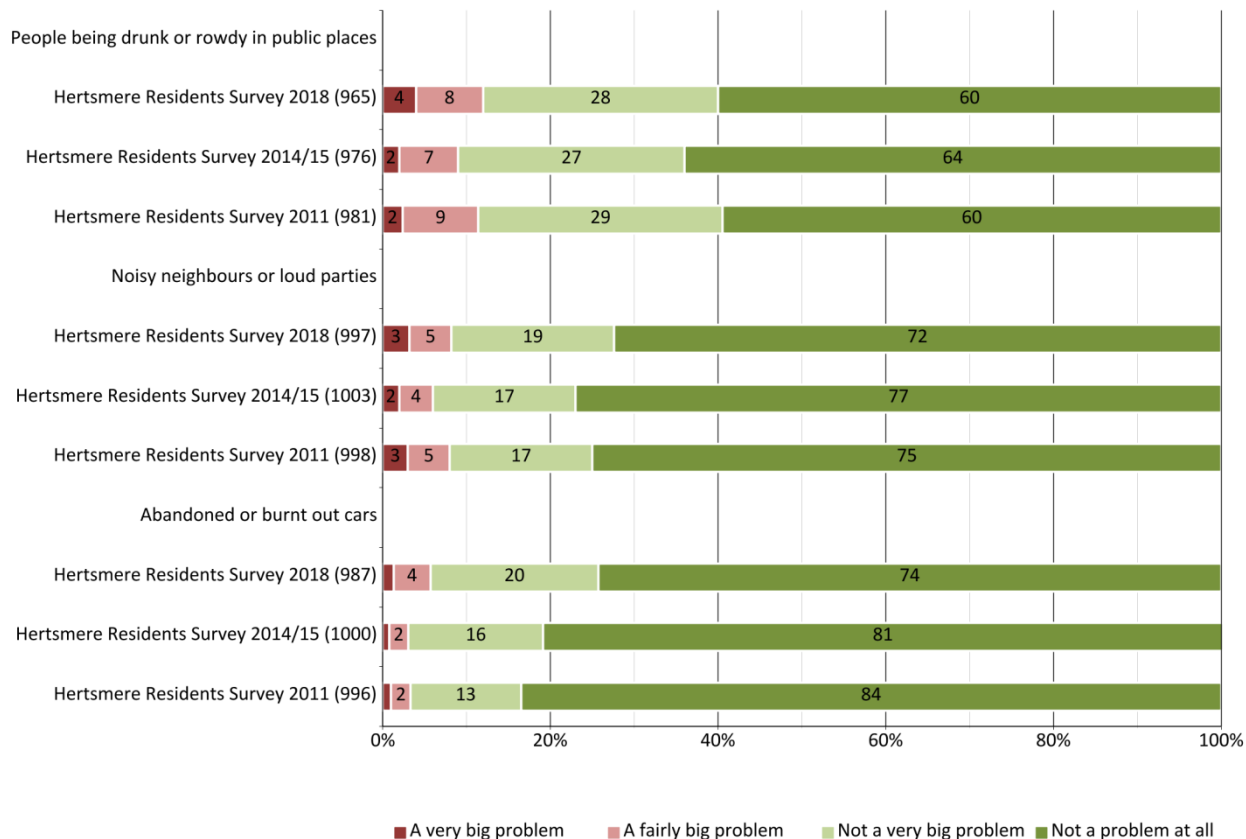


Figure 41: Thinking about your local area, how much of a problem, if at all do you think each of the following are...? (continued)
 Base: All Respondents (number of respondents shown in brackets)



7.6 Table 20 below and overleaf presents the sub-groups of residents who are significantly more or less likely than average to feel that the issues shown in Figure 35 are a problem.

Table 20: Thinking about your local area, how much of a problem, if at all do you think each of the following are...?
 ...Demographic sub-group analysis

Problem	Residents significantly more likely than average to say a very/fairly big problem	Residents significantly less likely than average to say a very/fairly big problem
Fly tipping	Aged 45-64 years Working Owned with a mortgage or loan (incl. shared ownership) Currently married or in a civil partnership Live in Potters Bar and Shenley areas Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live Give 1-19 hours per week unpaid help or support Third Decile of Hertsmere IMD ranks Within Acorn group Financially Stretched	Aged 75+ years Retired and otherwise not working Widowed Live in Bushey area Satisfied with the way the council runs things Satisfied with Hertsmere as a place to live Not a carer Tenth Decile (least deprived) of Hertsmere IMD ranks Within Acorn group Urban Adversity

Rubbish or litter lying around	Live in Elstree and Borehamwood area Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live Contact with the council over the past year First (most deprived) Decile of Hertsmere IMD ranks Within Acorn group Financially Stretched and Urban Adversity	Live in Aldenham East, Aldenham West and Bushey areas Satisfied with the way the council runs things Satisfied with Hertsmere as a place to live No contact with the council over the past year Eighth and tenth (least deprived) Decile of Hertsmere IMD ranks Within Acorn group Affluent Achievers
Young people hanging around on the streets	Female Rented from a Council, Housing Association or another Registered Social Live in Elstree and Borehamwood area Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live Contact with the council over the past year 1 adult living in household 1 child living in household First (most deprived), third and fourth Decile of Hertsmere IMD ranks Within Acorn group Affluent Achievers	Male Aged 55+ years Retired White Property owned outright Live in Aldenham East, Aldenham West and Bushey areas Satisfied with the way the council runs things Satisfied with Hertsmere as a place to live No contact with the council over the past year No children in household Seventh, eight and tenth (least deprived) Decile of Hertsmere IMD ranks Within Acorn group Affluent Achievers
People using or dealing drugs	Female Rented from a Council, Housing Association or another Registered Social Separated or divorced Live in Elstree and Borehamwood Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live Contact with the council over the past year With long term illness or disability 1 adult in household First (most deprived) and third Decile of Hertsmere IMD ranks Within Acorn group Financially Stretched and Urban Adversity	Male Aged 75+ years Retired Property owned outright Live in Aldenham East, Aldenham West, Bushey and Shenley Satisfied with the way the council runs things Satisfied with Hertsmere as a place to live No contact with the council over the past year No long term illness or disability 2 or 4+ adults living in household Fifth, eight and Tenth (least deprived) Deciles of Hertsmere IMD ranks Within Acorn group Affluent Achievers
Vandalism, graffiti and other deliberate damage to property or vehicles	Working Currently married or in a civil partnership Live in Elstree and Borehamwood area Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live Contact with the council over the past year Give 1-19 hours per week unpaid help or support 2 adults living in household First Decile (most deprived) of Hertsmere IMD ranks	Aged 75+years Retired Property owned outright Widowed Live in Aldenham East, Aldenham West, Bushey and Shenley areas Satisfied with the way the council runs things Satisfied with Hertsmere as a place to live No contact with the council over the past year Not a carer Tenth Decile (least deprived) of Hertsmere IMD ranks Within Acorn group Affluent Achievers
People being drunk or rowdy in public places	Aged 25-34 Working Rented from a Council, Housing Association or another Registered Social Live in Elstree and Borehamwood area Not satisfied with the way the council runs things Not satisfied with Hertsmere as a place to live Contact with the council over the past year 1 child in household First (most deprived), third and fourth Decile of Hertsmere IMD ranks Within Acorn group Urban Adversity	Aged 55-64 and 75+ years Retired White Property owned outright Live in Aldenham East, Aldenham West and Bushey areas Satisfied with the way the council runs things Satisfied with Hertsmere as a place to live No contact with the council over the past year 4+ adults living in household Seventh, Ninth and Tenth (least deprived) Deciles of Hertsmere IMD ranks Within Acorn group Affluent Achievers

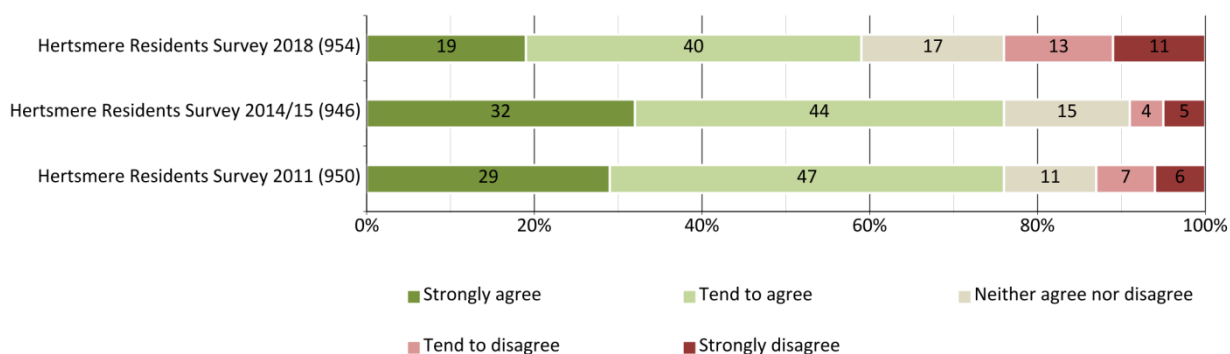
<p>Noisy neighbours or loud parties</p>	<p>Rented from a Council, Housing Association or another Registered Social Live in Elstree and Borehamwood area Not satisfied with Hertsmere as a place to live Contact with the council over the past year With long term illness 1 adult in household First (most deprived) Deciles of Hertsmere IMD ranks Within Acorn Financially Stretched and Urban Adversity</p>	<p>Aged 55-64 years Currently married or in a civil partnership Live in Aldenham East and West areas Satisfied with Hertsmere as a place to live No contact with the council over the past year No long term illness Fifth and Tenth (least deprived) Deciles of Hertsmere IMD ranks Within Acorn group Affluent Achievers</p>
<p>Abandoned or burnt out cars</p>	<p>Aged 35-44 years Live in Potters Bar area</p>	<p>Aged 75+ years Rented from a private landlord Give 20+ hours per week unpaid help or support Fifth and Tenth (least deprived) Deciles of Hertsmere IMD ranks</p>

7.7 Around three fifths of residents agree that the police and other local public services are successfully dealing with these issues in their local area (59%). Negatively, this is a significant 17 percentage point decrease since 2014/15 and 2011 (76%).

7.8 However, the residents who reported young people hanging around on the streets, rubbish or litter lying around and vandalism/graffiti, people using or dealing drugs, abandoned or burnt out cars and fly tipping to be a very or fairly big problem in their local area are significantly more likely to disagree that the police and other local public services are successfully dealing with the issues. Other groups significantly more likely to disagree are listed in Figure 43 overleaf.

Figure 42: And how much would you agree or disagree that the police and other local public services are successfully dealing with these issues in your local area?

Base: All Respondents (954)

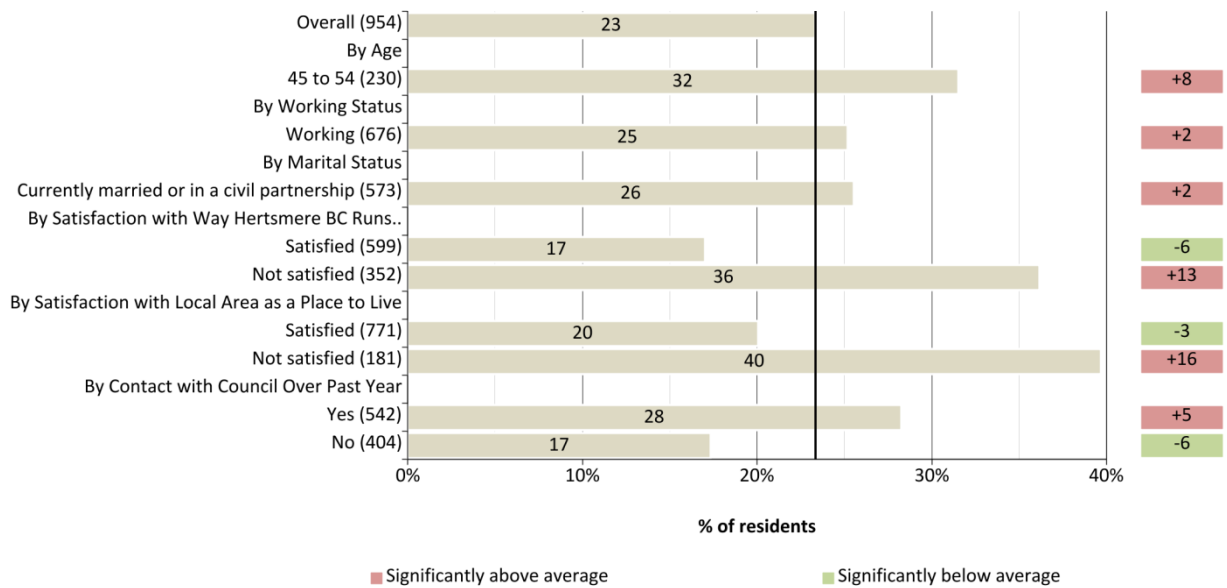


7.9 Figure 43 overleaf shows how the responses for this question vary across different sub-groups of the population who said that they agree that the police and other local public services are successfully dealing with issues in their local area.

7.10 Results for sub-groups which are significantly more likely than the overall score are highlighted in red, whilst results which are significantly less likely are highlighted in green.

Figure 43: And how much would you agree or disagree that the police and other local public services are successfully dealing with these issues in your local area?

Base: Respondents who disagree (954)

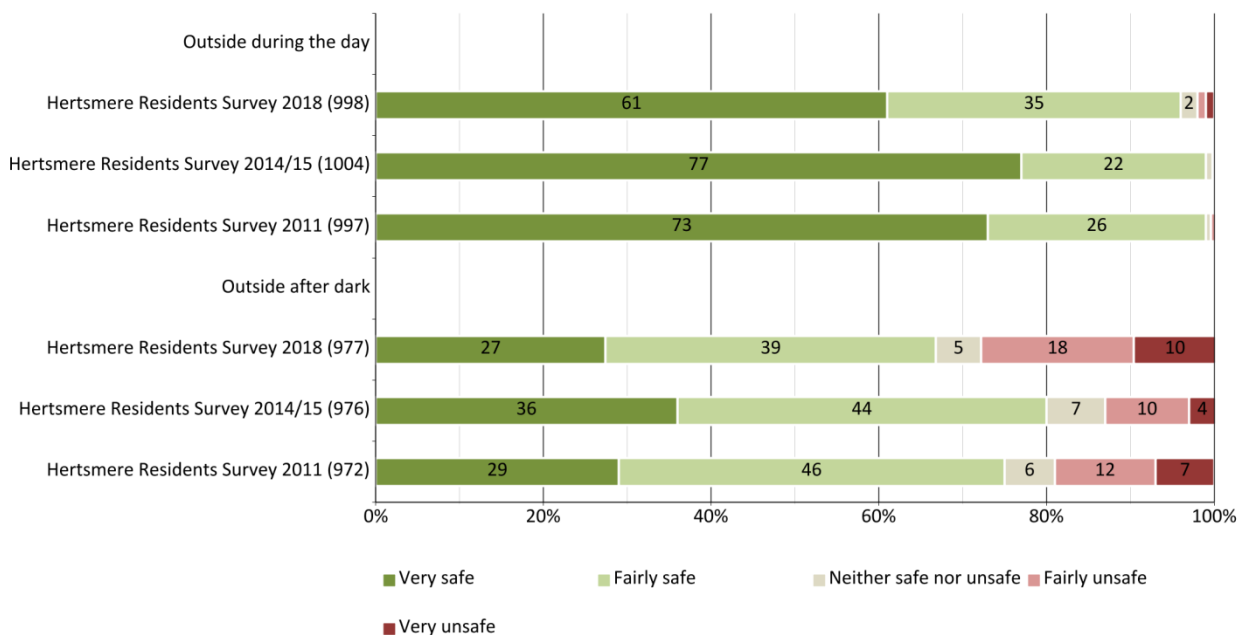


7.11 The vast majority of Hertsmere residents feel safe in their local area when outside during the day (96%) – this is a significant decrease of 3 percentage points since 2014/15. However this is still higher than the LGA February 2018 results (92% feel safe).

7.12 On the other hand, only around two thirds of residents feel safe when outside after dark (67%) – a significant decrease of 13 percentage points since 2014/15. This is also lower than the LGA February 2018 results where 75% feel safe after dark.

Figure 44: Thinking about your local area, how safe or unsafe do you feel when...?

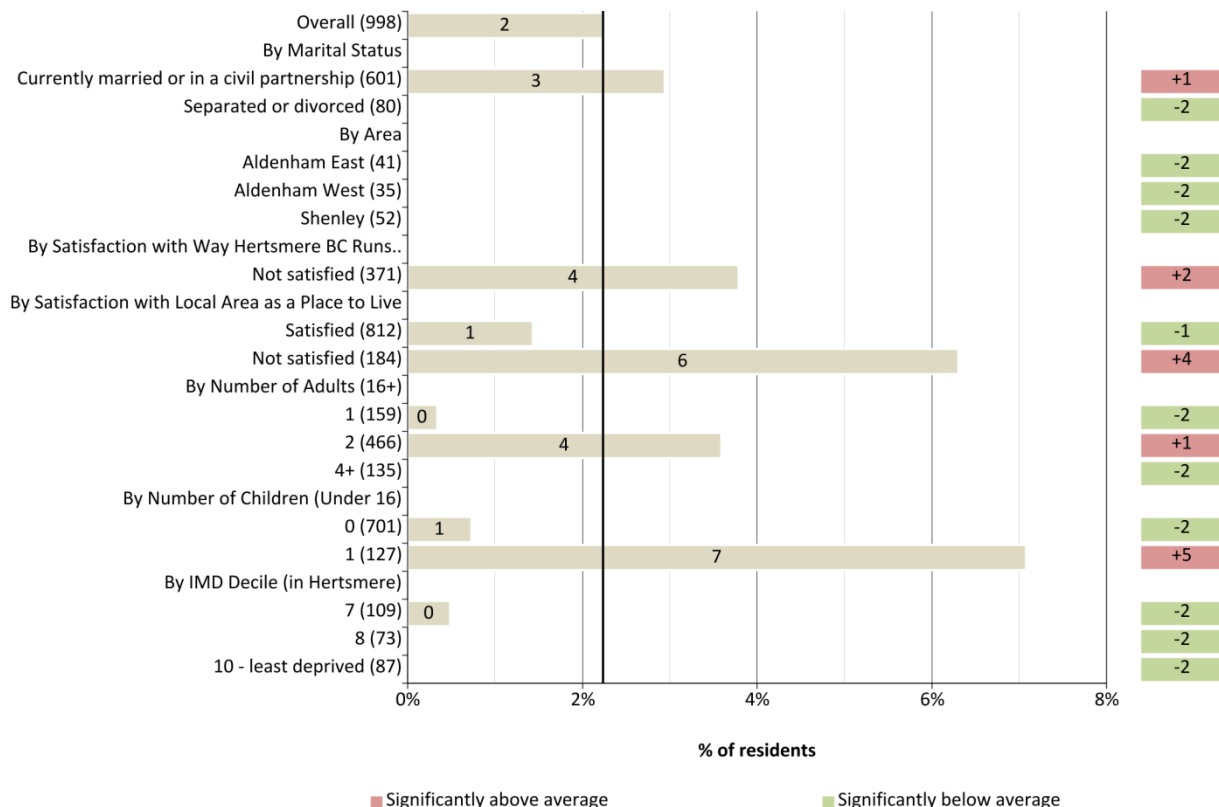
Base: All Respondents (number of respondents shown in brackets)



7.13 Figure 45 overleaf shows how the responses for this question vary across different sub-groups of the population who feel unsafe in their local area when outside during the day.

7.14 Results for sub-groups which are significantly more likely than the overall score are highlighted in red, whilst results which are significantly less likely are highlighted in green.

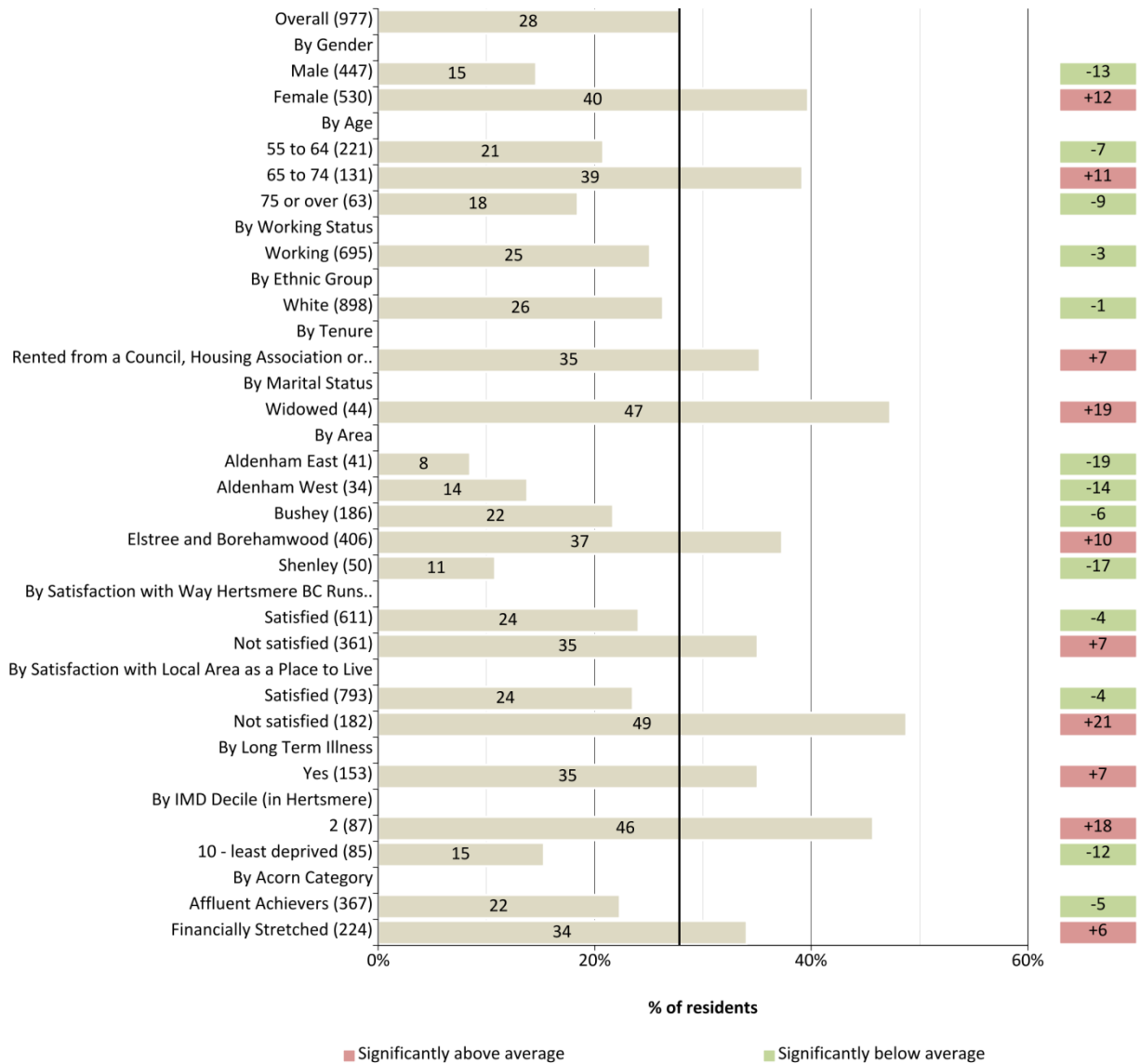
Figure 45: Thinking about your local area, how safe or unsafe do you feel when outside in your local area during the day?
 Base: Respondents who feel unsafe (998)



7.15 Figure 46 overleaf shows how the responses for this question vary across different sub-groups of the population who feel unsafe in their local area when outside after dark.

7.16 Results for sub-groups which are significantly more likely than the overall score are highlighted in red, whilst results which are significantly less likely are highlighted in green.

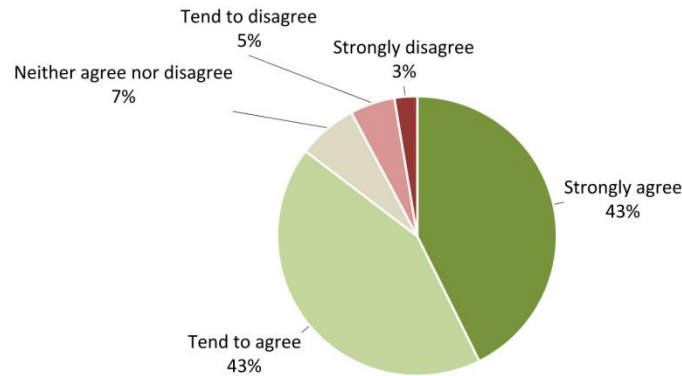
Figure 46: Thinking about your local area, how safe or unsafe do you feel when outside after dark?
 Base: Respondents who feel unsafe (977)



7.17 The majority of Hertsmere residents agree that their local area is a place where people from different ethnic backgrounds get on well together (85%).

Figure 47: Do you agree or disagree that your local area is a place where people from different ethnic backgrounds get on well together? By getting on well together, we mean treating each other with respect.⁵

Base: All Respondents (971)



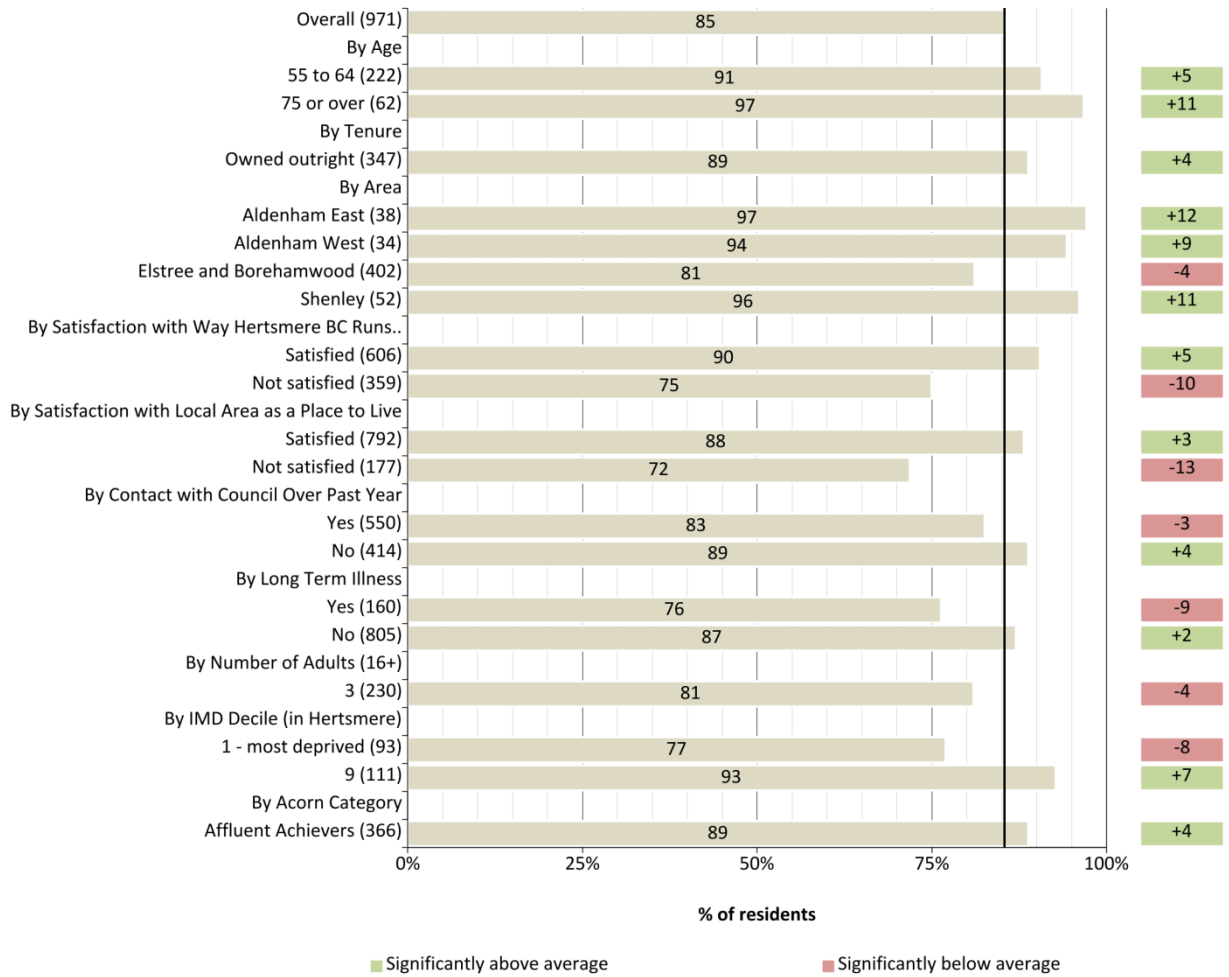
7.18 Figure 48 overleaf shows how the responses for this question vary across different sub-groups of the population who agree that their local area is a place where people from different ethnic background get on well together.

7.19 Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.

⁵ Please note this is a new questions asked in 2018 only.

Figure 48: Do you agree or disagree that your local area is a place where people from different ethnic backgrounds get on well together? By getting on well together, we mean treating each other with respect.

Base: Respondents who said yes (994)



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