

Community Governance Survey of Tettenhall residents

Report, June 2017

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252:2012 and with the Ipsos MORI Terms and Conditions.



Survey Background & Methodology

Background & objective

In 2016 Tettenhall and District Community Council made a request to Wolverhampton City Council (the City Council) to undertake a Community Governance Review (CGR) in relation to the potential constitution of a new Parish Council for the wards of Tettenhall Regis and Tettenhall Wightwick. A Parish Council is the lowest tier of government in England, formed of elected Councillors from the local community.

The City of Wolverhampton Council commissioned Ipsos MORI to conduct a survey of residents living in both wards over the proposal for a new Parish Council in Tettenhall. This survey was designed to get a representative opinion of residents in decisions about local governance and allow them to express their views on local issues. More details on the CGR can be seen here: <http://www.wolverhampton.gov.uk/cgrtettenhall>

The core objective of the research was to understand awareness and support for the Parish Council proposal, in addition to the willingness of residents to pay an increase in their Council Tax needed to fund it.

Methodology

- A representative telephone survey was conducted in the wards of Tettenhall Regis and Tettenhall Wightwick. Quotas were set on age, gender and working status to proportionately represent the demographics in each ward.
- A total of 446 interviews were carried out across both wards. Weighting was applied to the final results to reflect the population proportions residing in each ward, as outlined below.

	Total interviews achieved	Weighted total
Overall	446	446
Tettenhall Regis	204	232
Tettenhall Wightwick	242	214

- All interviews were conducted by Ipsos MORI's in-house telephone team.
- Fieldwork took place between the 2nd - 22nd May 2017.

Summary of key insights

Summary of key insights

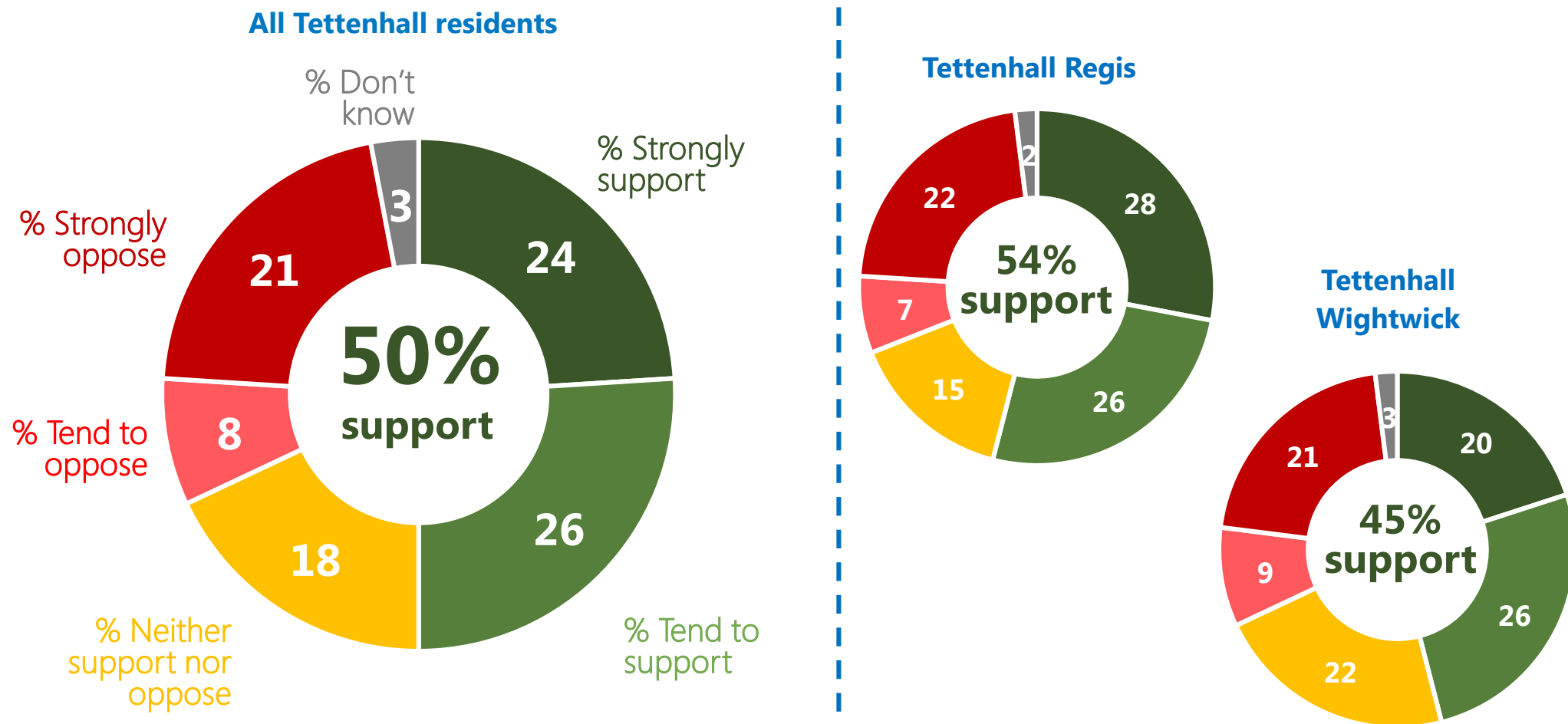
- Amongst the residents of Tettenhall there is a net support of +21 percentage points in support of the Parish Council proposal. Awareness of the proposal is high (62% had heard of it), which means the majority of respondents to the survey are responding from an informed viewpoint.
- However, three in ten (29%) oppose it and a further one in five (18%) residents are ambivalent towards the proposal (i.e. neither support nor oppose), which means that a sizeable minority (47%) do not support it.
- Those who say they were previously aware of the proposal are significantly more likely to actually oppose it than those who were not previously aware of it (37% of those aware of it said this compared to only 17% of those who had not heard of it).
- Significantly, there is a significant aversion amongst Tettenhall residents to pay for a new Parish Council through an increase to Council Tax (the precept) - nearly half (46%) say they are not prepared to pay the necessary increase, compared to only 37% who say they would pay it.
- Residents want a Parish Council to fulfil the role of maintaining and enhancing the aesthetic appearance of Tettenhall. Therefore, keeping the local area free from litter (48%) and the upkeep of parks, open spaces and allotments (42%) are the two main priorities for any new Parish Council.
- Over half (53%) of residents want a 'hybrid Parish Council' (i.e. one which delivers 'some services and influences City Council run service provision').
 - o Resident satisfaction with the area they live is extremely high (93% say they are satisfied).

Levels of support for a new Parish Council

'Overall, half (50%) of Tettenhall residents support the proposal for a new Parish Council in the area. However, views on this are polarised and residents tend to feel strongly about this proposal, one way or the other'

Half (50%) of Tettenhall residents support the creation of a new Parish Council, whilst three in ten (29%) oppose it. This means there is a net support in favour of a Parish Council of +21 percentage points. However, a fifth (18%) are ambivalent (neither support nor oppose). When combined with those who oppose it, this means a similar proportion (47%) do not give their support to the proposal. Significantly, residents of Tettenhall Regis are more likely to support the proposal (54%) than those who live in Tettenhall Wightwick (45%) – support in Tettenhall Wightwick is significantly lower than overall (50%). Residents seem to have strong views about the proposal - a quarter (24%) strongly support it, whilst one in five (21%) strongly oppose.

Q14. Knowing what you now know, to what extent do you support or oppose the creation of a new Parish Council in Tettenhall?

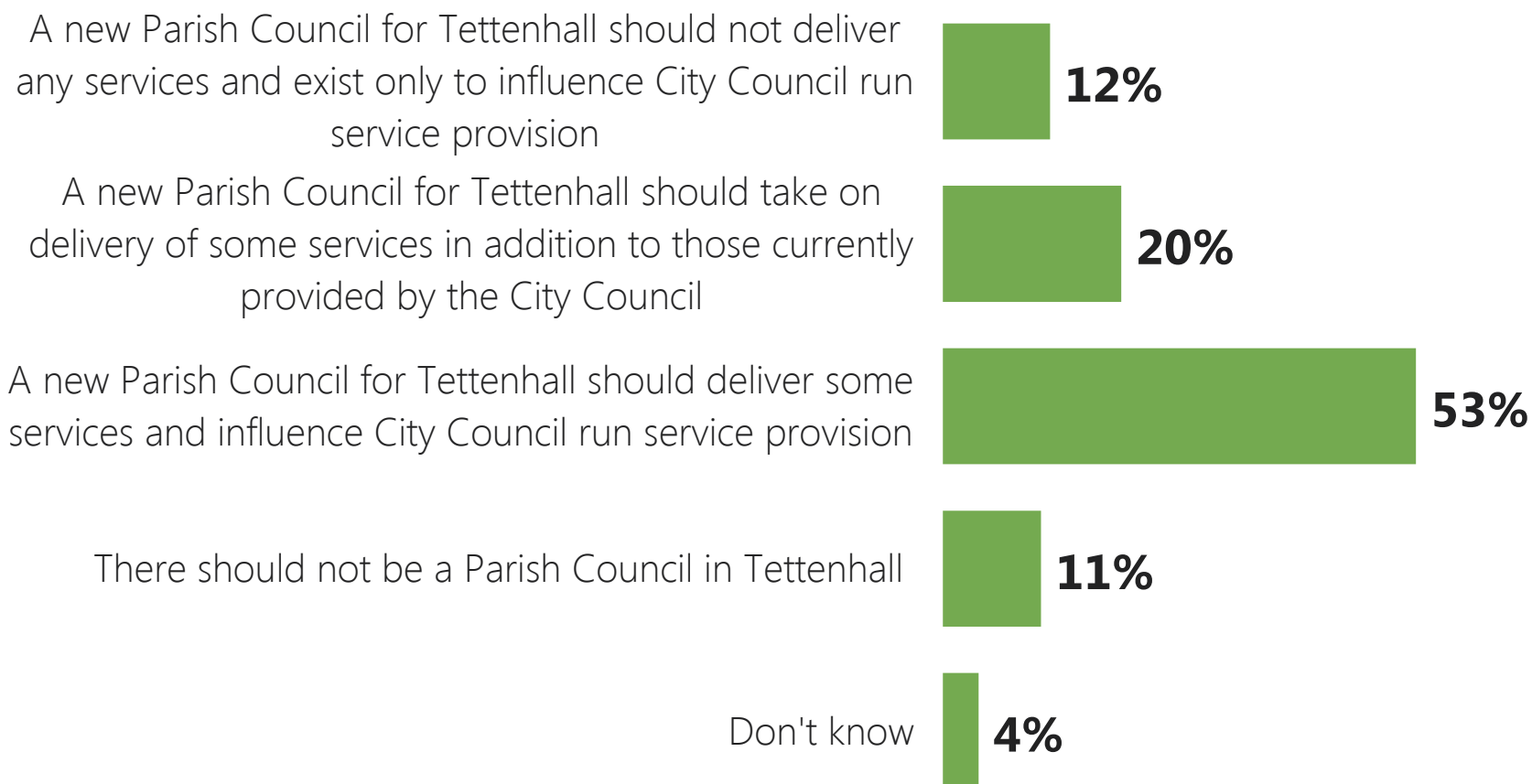


How a new Parish Council should operate

'The vast majority of Tettenhall residents want a new Parish Council to operate at least some services, rather than simply influence City Council service provision. In fact, a majority want it to do both - in effect a 'hybrid Parish Council'

Tettenhall residents want any new Parish Council to be active in delivering services. Nearly three quarters (73%) want a new Parish Council to deliver at least some services, but a fifth (20%) feel it should not have influence over services already provided by the City Council. Over half (53%) want a 'hybrid Parish Council' - one that delivers some services and influences City Council run service provision. Just one in ten (12%) think that a Parish Council should not deliver any services at all. Support for a 'hybrid Parish Council' is unsurprisingly greater amongst those who support the proposal in the first place (73% of these want this type of operation)

Q12. Which of the following statements, if any, best describes how a new Parish Council in Tettenhall might operate?

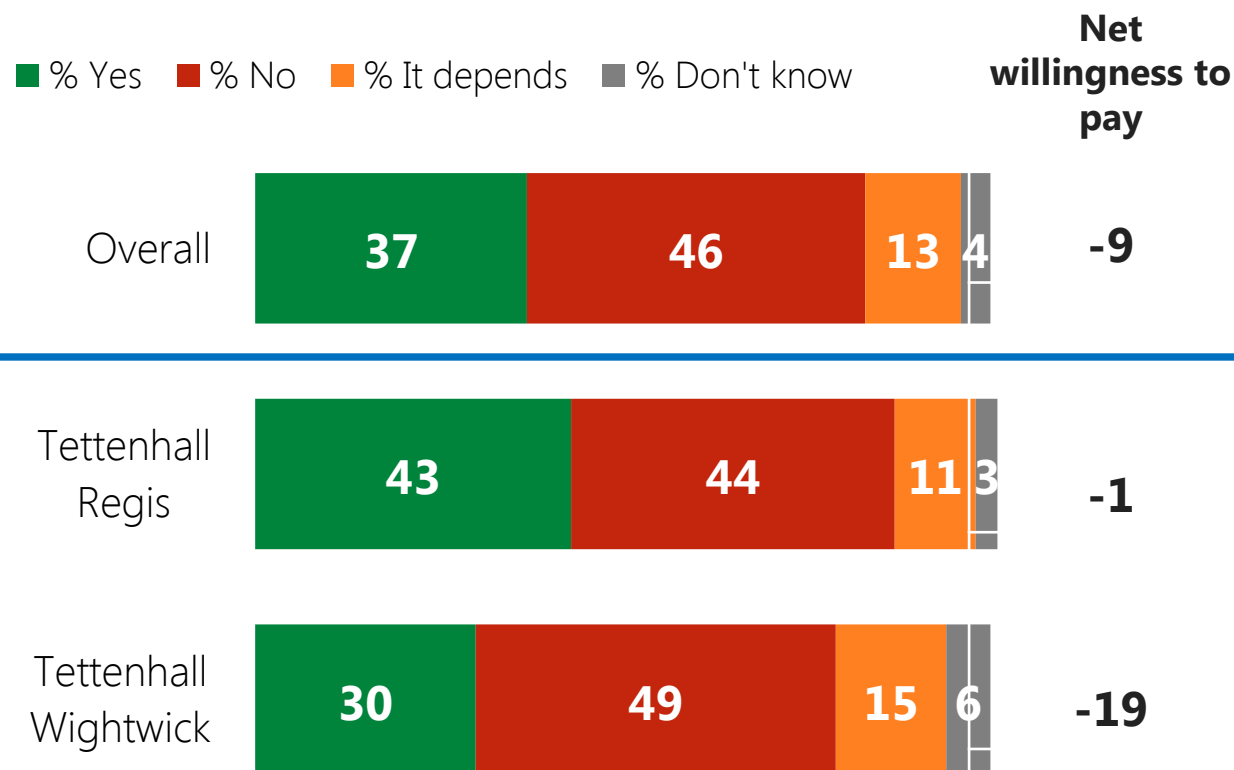


Willingness to pay for an increase (precept) in Council Tax to fund a new Parish Council

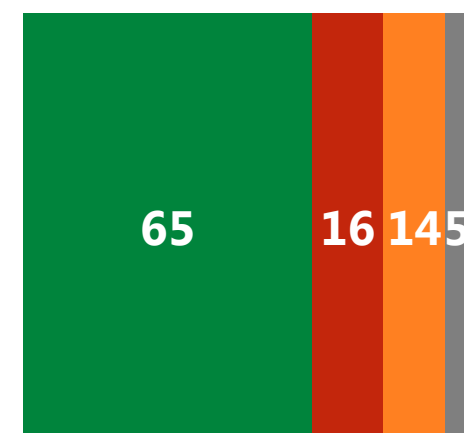
*'There is a significant aversion amongst
Tettenhall residents to pay for a new
Parish Council through an increase to
Council Tax'*

To pay for a new Parish Council, there is an average increase in Council Tax that Tettenhall residents would have to pay – the survey presented residents with this amount based on their actual current Council Tax band. Overall, nearly half (46%) would not be willing to pay an increase in Council Tax to fund a new Parish Council, while two in five (37%) would be willing and one tenth (13%) say 'It depends.' By ward, willingness to pay a precept in Tettenhall Wightwick is particularly low, with less than a third (30%) willing to pay it. Overall, there is net opposition to paying an increase in Council Tax (-9 net willingness) Of those Tettenhall residents who support the proposal, only two-thirds (65%) would be willing pay the precept, whilst 16% are opposed to paying it.

Q13. Would you be willing to pay this amount in Council Tax to pay for a new Parish Council in Tettenhall?



Of those who support the proposal in the two wards....



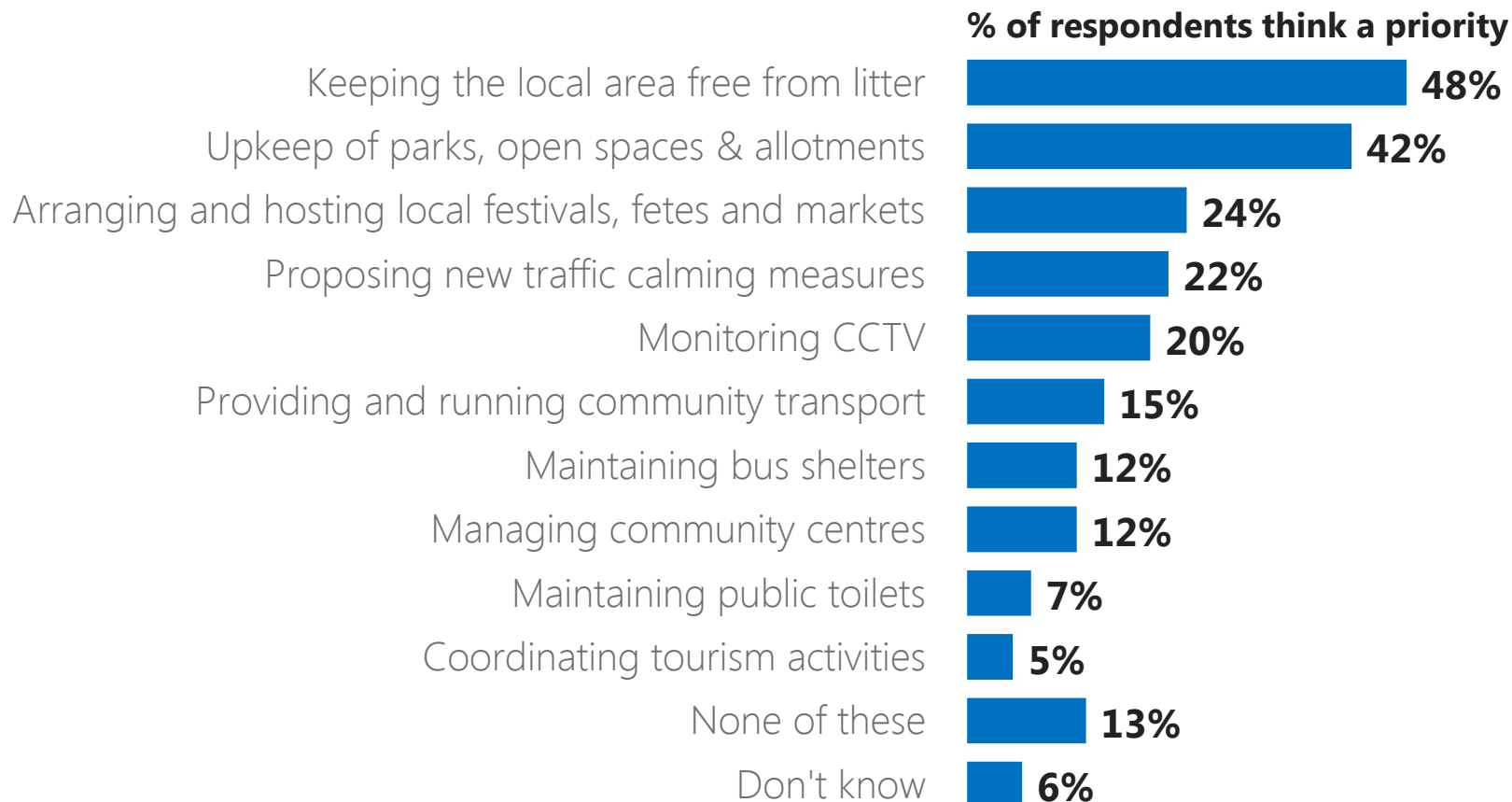
Base: All who support proposal (214)

The top service priorities that a new Parish Council might run

'Residents want a Parish Council to fulfil the role of maintaining and enhancing the aesthetic appearance of Tettenhall.'

When asked about which services a new Parish Council should provide, respondents gave up to three priorities. Tettenhall residents feel most strongly about the aesthetic appearance and general maintenance of local public areas. Nearly half (48%) think 'keeping the local area free from litter' should be a priority, and two in five (42%) feel the 'upkeep of parks, open spaces & allotments' should be a priority service run by a new Parish Council. Provision of community services, such as running community transport, coordinating tourism activities and managing community centres are all low priorities for a proposed Tettenhall Parish Council. Of those who support the proposal, three in five (60%) want a Parish Council to 'keep the local area free from litter'.

Q10. Thinking about the potential services which I have just mentioned, which of these additional services, if any, do you think should be a priority for a new Parish Council in Tettenhall to deliver in your local area?



Community engagement & satisfaction with the local area

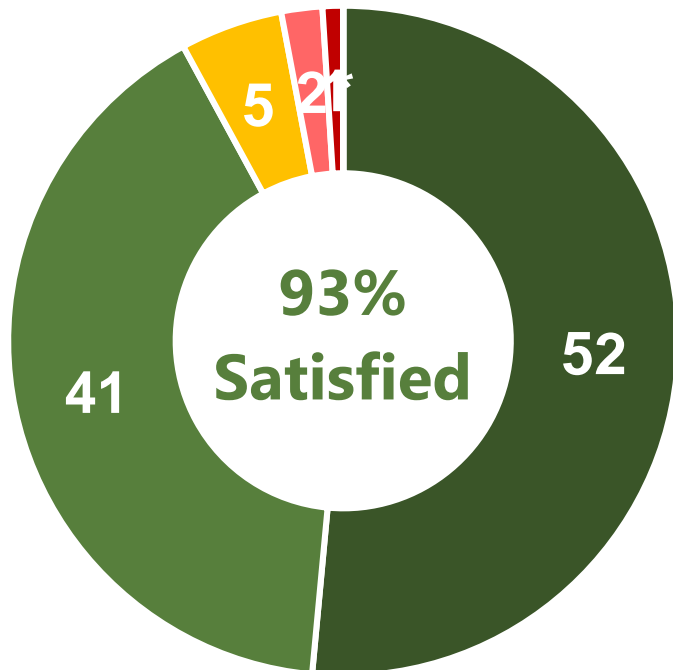
'Tettenhall residents feel a strong sense of community, and a high level of satisfaction with the area they live in. Therefore, the creation of a Parish Council could be seen as the next step in forming a new, more recognised representative body for local residents'

Overall, residents of Tettenhall are almost unanimously satisfied with the area they live in. Nine in ten (93%) are satisfied, with over half (52%) 'very' satisfied. The ward that they live in has no bearing on satisfaction, with residents in both wards equally satisfied with their areas. Tettenhall residents also feel a strong sense of community belonging and cohesion. Seven in ten (71%) feel they strongly belong to their local community, although only a fifth (19%) feel 'very' strongly. Of those who feel a strong sense of belonging to the community, over half (54%) support the proposal for a new Parish Council for Tettenhall, whereas only four in ten (40%) of those who do not feel strongly support the proposal.

Q1. Overall, how satisfied or dissatisfied are you with the area that you live in?

All Tettenhall residents

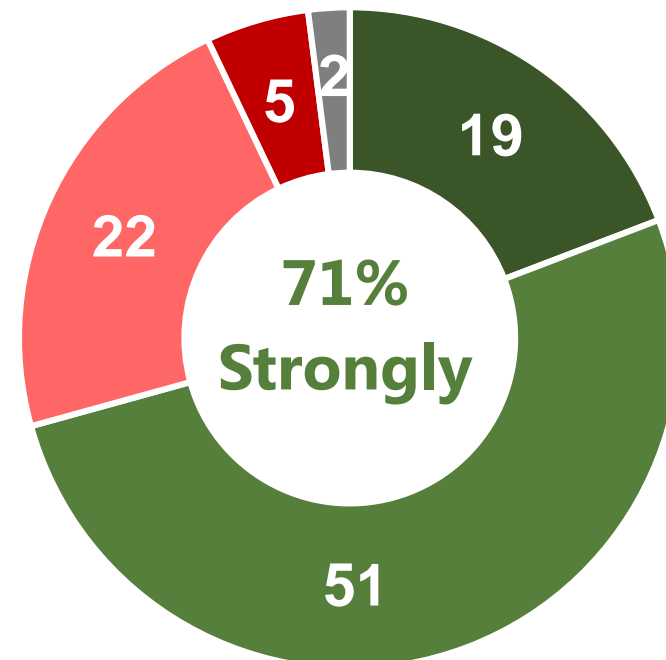
% Very satisfied % Fairly satisfied % Neither satisfied nor dissatisfied
 % Fairly dissatisfied % Very dissatisfied % Don't know



Q3. How strongly do you feel you belong to your local community?

All Tettenhall residents

% Very strongly % Fairly strongly % Not very strongly
 % Not at all strongly % Don't know



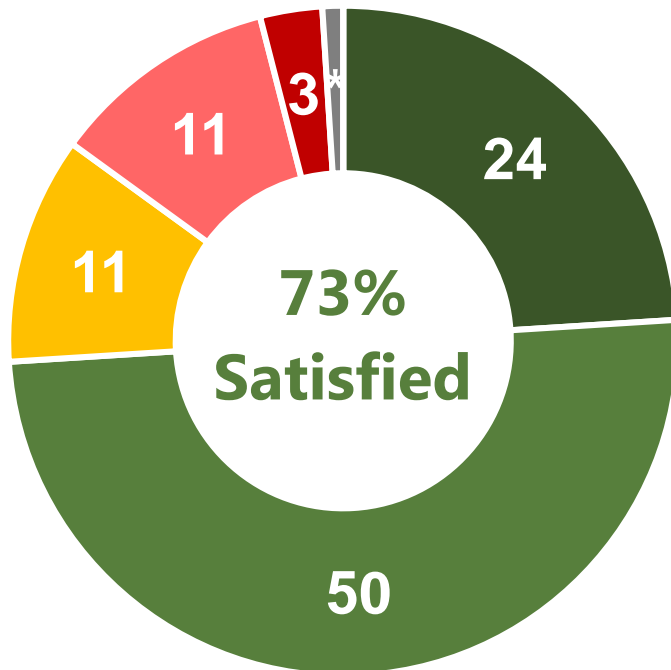
Appendix

Satisfaction with the City of Wolverhampton Council services

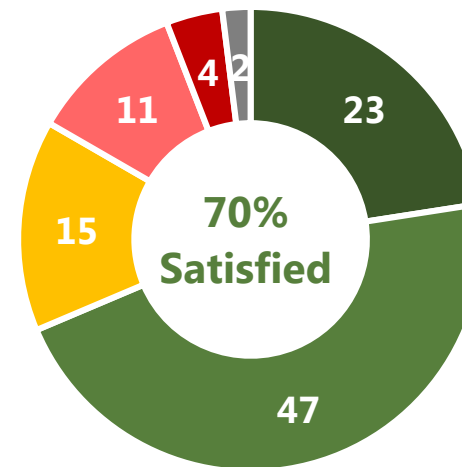
Q2 Overall, how satisfied or dissatisfied are you with the way the City of Wolverhampton Council delivers services?

All Tettenhall residents

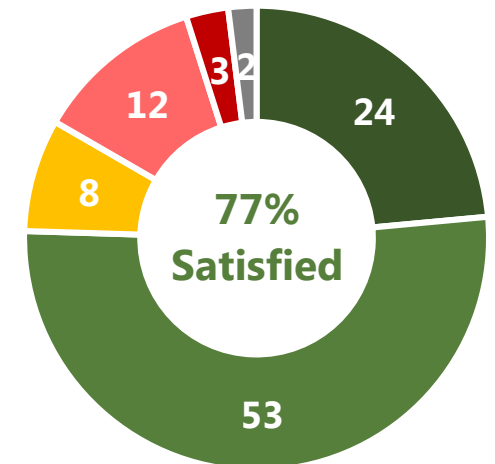
% Very satisfied % Fairly satisfied % Neither satisfied nor dissatisfied
 % Fairly dissatisfied % Very dissatisfied % Don't know



Tettenhall Regis

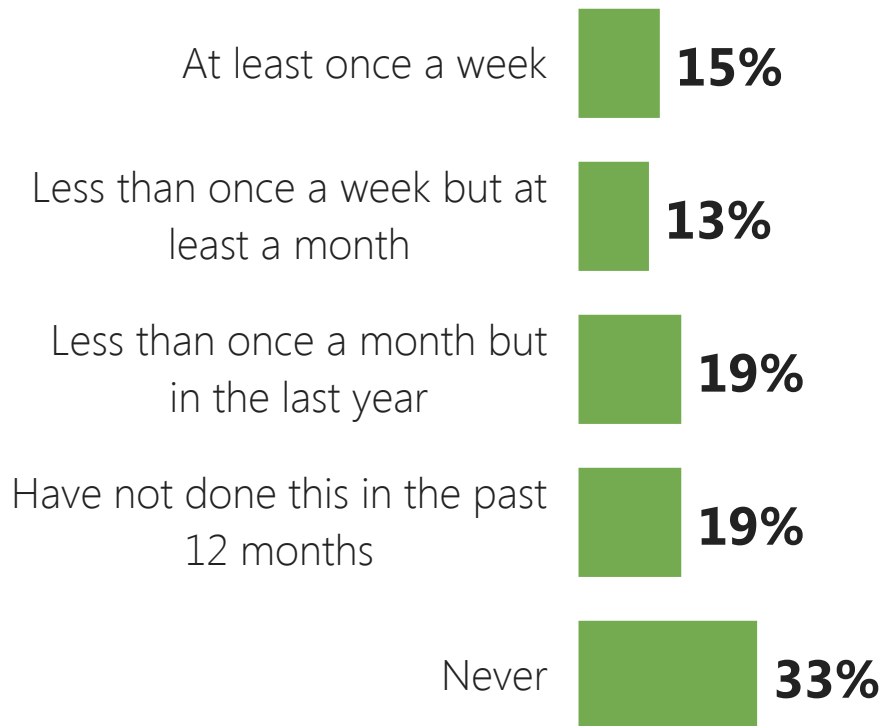


Tettenhall Wightwick

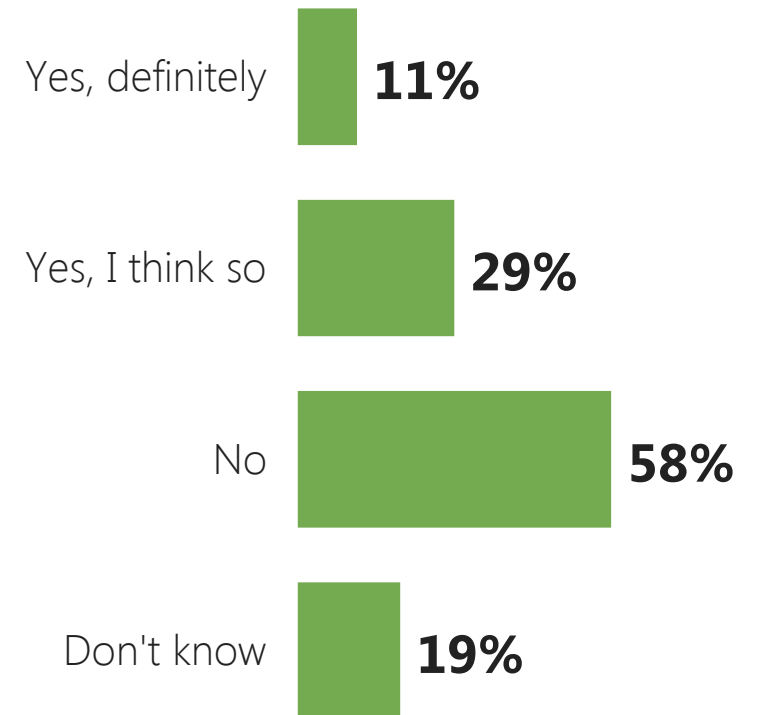


Community volunteering

Q4 How often, if at all, in the past year have you taken part in community activities?



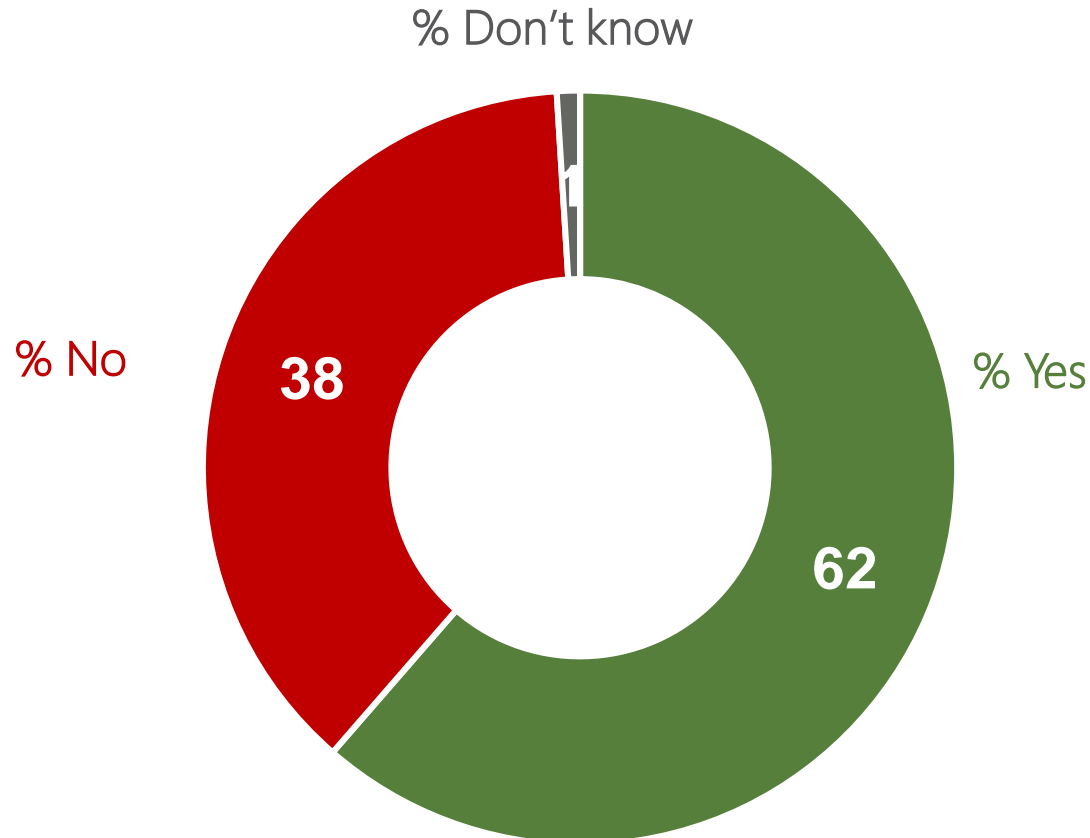
Q6 Would you like to get more involved in your local community?



Awareness of the proposal for a new Parish Council

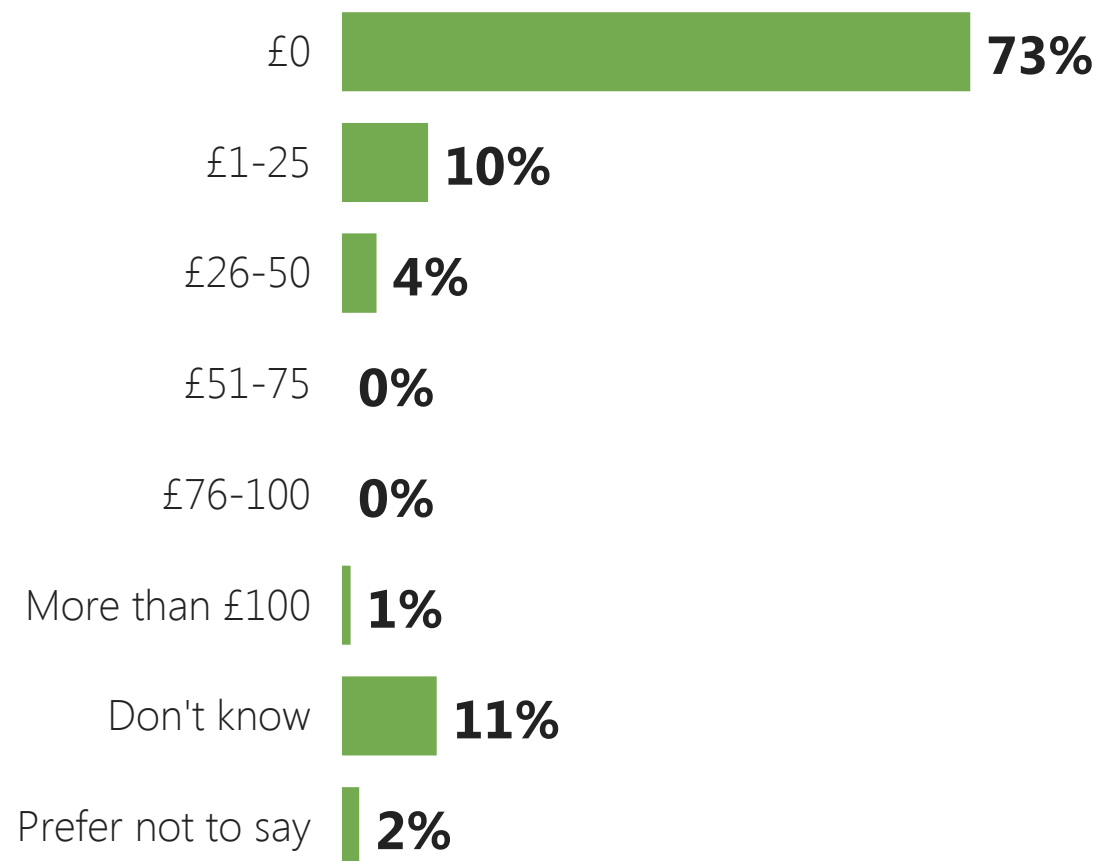
Q9 Before this interview, were you aware of this proposal ?

All Tettenhall residents

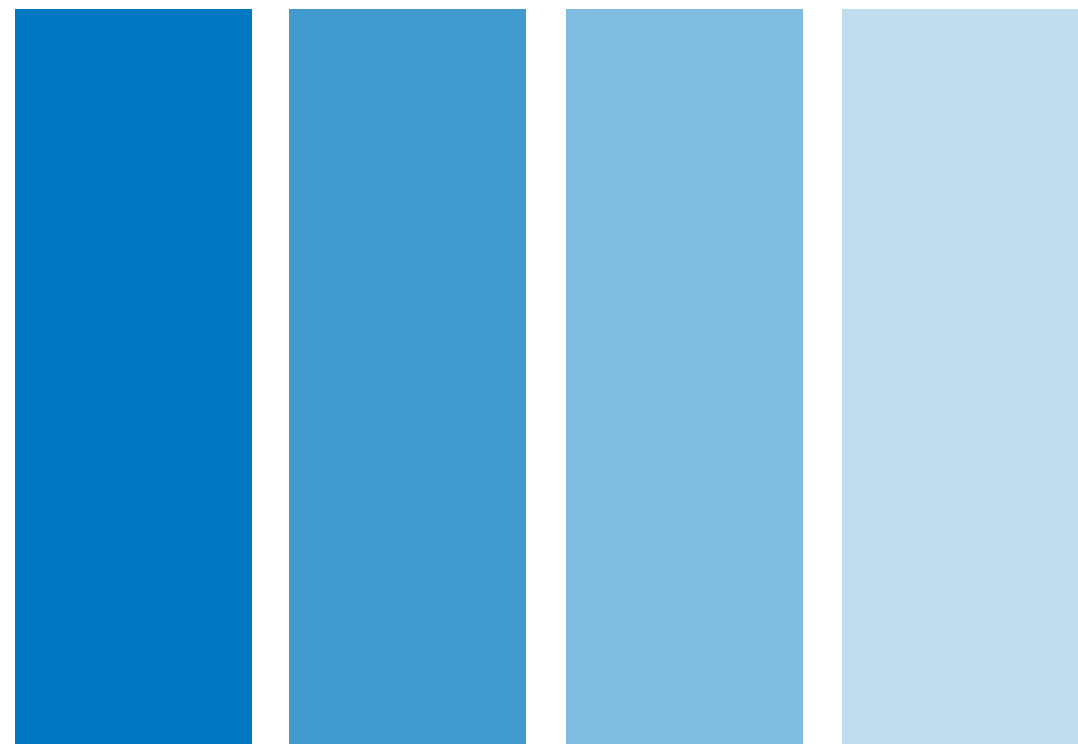
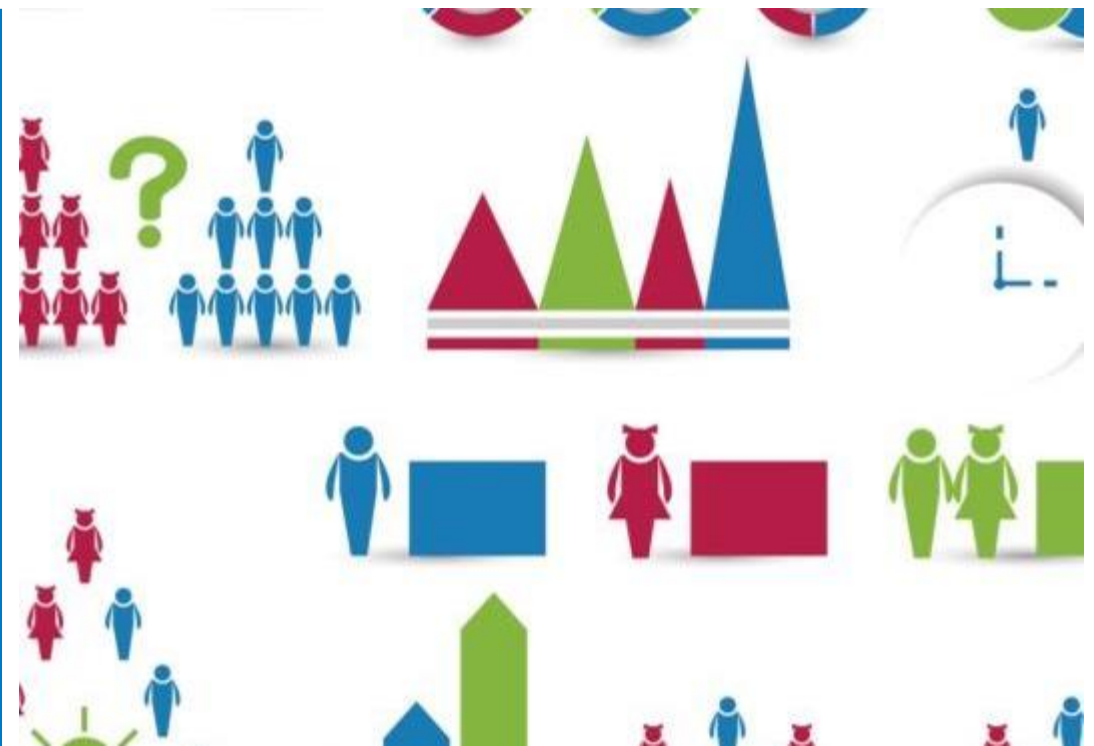


Amount of annual increased Council Tax residents would be willing to pay

Q13a How much increased Council Tax per year would you be willing to pay for the establishment of a new Parish Council to provide additional services in your local area?

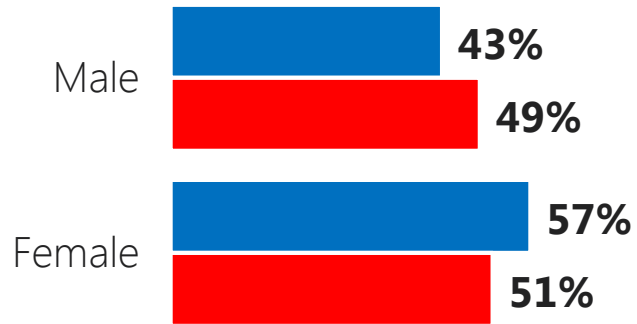


Technical Appendix

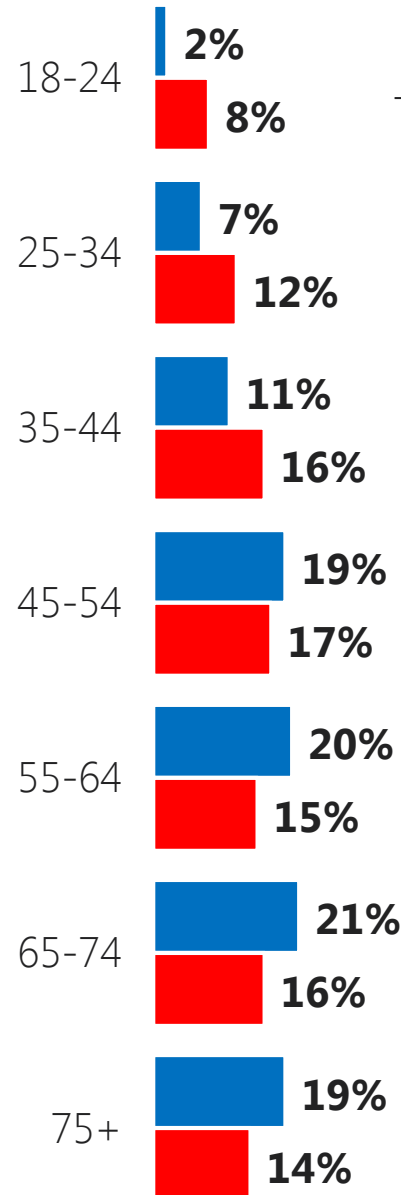


Respondent demographics

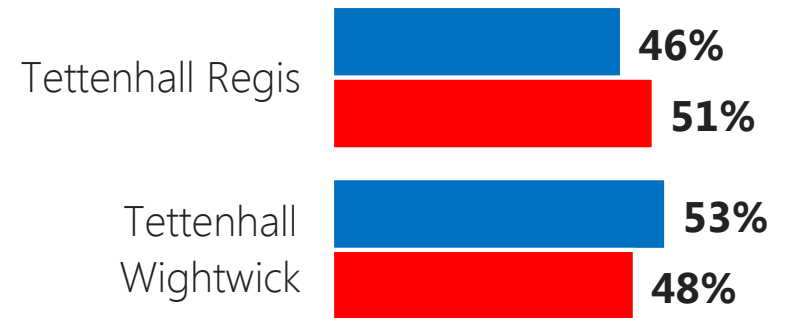
Gender



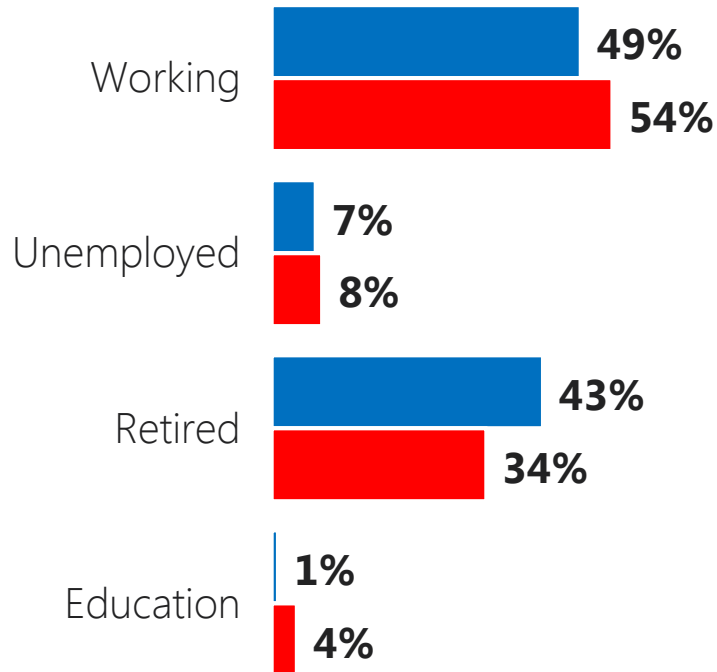
Age



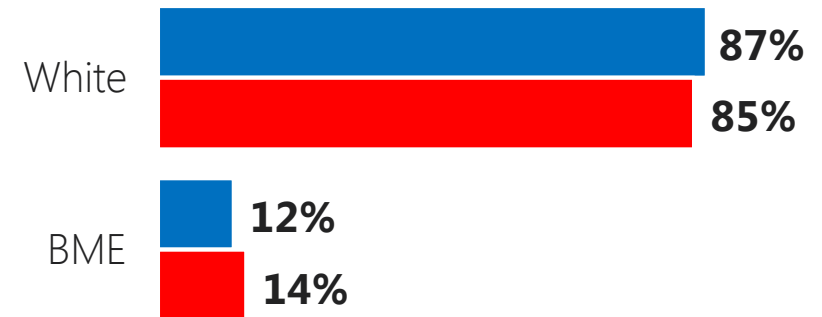
Ward



Employment status



Ethnicity



■ Unweighted
■ Weighted

Sampling approach and quotas

The sample was disproportionately stratified to achieve a broadly equal number of interviews in each of the two Tettenhall wards (Tettenhall Regis and Tettenhall Wightwick). The sample was carefully controlled with fixed quotas set on gender, age, and work status, based on updated Census profile information. Random Digit Dialling (RDD) was undertaken to achieve a random selection of households within these contact areas.

A total of 446 interviews were carried out overall, split as follows.

District/City Council	Number of interviews	Total
Tettenhall Regis	204	446
Tettenhall Wightwick	242	

Statistical reliability and margins of error (1)

The residents who took part in the survey are only a sample of the total 'population' of residents in the two wards, so we cannot be certain that the figures obtained are exactly those that would have been reached had everyone responded (the 'true' values). We can, however, predict the variation between the sample results and the 'true' values from knowledge of the size of the samples on which the results to each question is based, and the number of times a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the 'true' value will fall within a specified range. The following illustrates the predicted ranges for the sample sizes at the '95% confidence interval'.

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	+	+	+
204 responses (Tettenhall Regis)	4	6.2	6.8
242 responses (Tettenhall Wightwick)	3.4	5.7	6.2
446 (Tettenhall overall)	2.8	4.2	4.6

For example, with a sample size of 446 where 30% give a particular answer, the chances are, 19 in 20 that the 'true' value (i.e. the one which would have been obtained if all residents aged 18+ living in Tettenhall had been interviewed) will fall within the range of +/- 4 percentage points from the survey result (i.e. between 26% and 34%).

Statistical reliability and margins of error (2)

When results are compared between separate groups within a sample (e.g. between wards) different results may be obtained. The difference may be 'real', or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one - i.e. if it is 'statistically significant' - we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. If we once again assume a '95% confidence interval', the differences between the results of two separate groups must be greater than the values given in the following table:

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels
	50%
	+
204 vs. 242	6.0