



Streetscene Satisfaction Survey 2020/21

Background

- There were 141 online responses from April 2020 to March 2021, though not everyone answered all questions.

Headline findings

- Very similar results to 2019/20
- 43 per cent visit parks and open spaces weekly
 - Exercise, dog-walking and something to do were the main reasons
- 71 per cent think parks and open spaces are well-maintained
- 79 per cent thought the borough has the right amount of floral displays/formal bedding
- 50 per cent thought their street had low-level litter 'today'
 - 49 per cent thought it had low-level litter generally
 - Recycling materials and sweet/crisps packets were seen as the two main causes of the litter – but recycling materials less of an issue than 2019/20
- 49 per cent thought their neighbourhood had low-level litter 'today'
 - 48 per cent thought it had low-level litter generally
- 84 per cent said they or their neighbours picked up litter
 - 60 per cent did so as and when was needed rather than at a set time
- 55 per cent thought the borough had low-level litter 'today'
 - 53 per cent thought it had low-level litter generally
 - 80 per cent respondents thought there was general litter, 40 per cent thought there was recycling

Location of respondents

Respondents were asked to provide their postcode with their responses – 105 did provide postcodes that could be matched to wards, a lower proportion of respondents than last year.

There were responses from all of the borough's 21 wards except Keele (like last year) and Maer and Whitmore, with the largest number of responses coming from Westlands, like last year, (20), May Bank (10), Town (nine) and Audley (eight) and the fewest from Newchapel and Mow Cop (one) and Loggerheads (two).

Table 1: Respondents by ward: 105 respondents

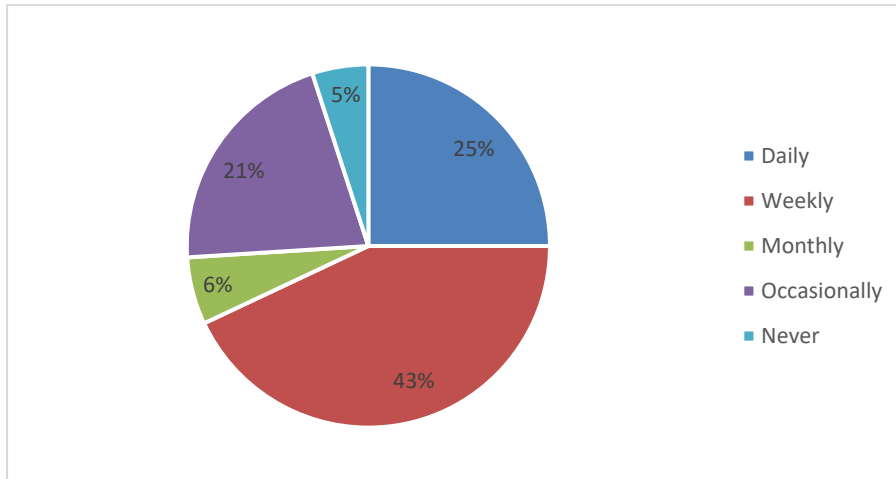
Ward name	Responses received
Audley	8
Bradwell	7
Clayton	3
Crackley & Red Street	3
Cross Heath	3
Holditch & Chesterton	3
Keele	0
Kidsgrove & Ravenscliffe	3
Knutton	3
Loggerheads	2
Madeley & Betley	4
Maer & Whitmore	0
May Bank	10
Newchapel & Mow Cop	1
Silverdale	6
Talke & Butt Lane	4
Thistleberry	6
Town	9
Westbury Park & Northwood	8
Westlands	20
Wolstanton	3

Analysis of data

Q1) How regularly do you visit the borough's parks and open spaces?

43 per cent of respondents said that they visited weekly, with one-quarter (25 per cent) visiting daily and 21 per cent occasionally. Six per cent visited monthly with the remaining five per cent saying that they never visited.

Figure 1: How regularly do you visit the borough's parks and open spaces? 140 responses



Q2) For what purpose(s) do you visit the borough's parks and open spaces?

Here, respondents could choose as many options as applied to them so percentages will add up to more than 100 per cent.

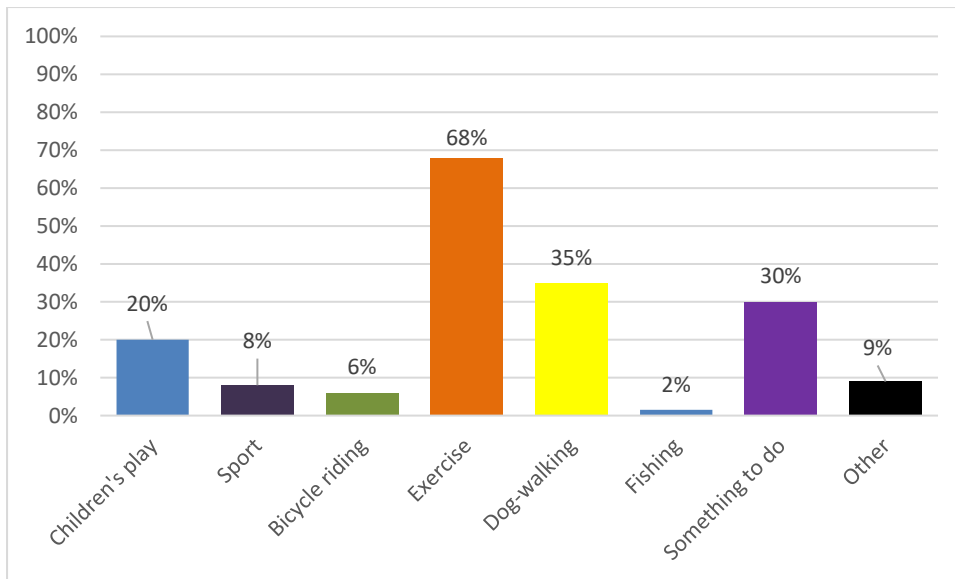
The most common responses, as in 2019/20, were:

- Exercise, chosen by 68 per cent
- Dog walking – 35 per cent
- Something to do – 30 per cent

The least-chosen responses, also like last year were:

- Fishing, chosen by two per cent
- Bicycle riding – six per cent
- Sport – eight per cent.

Figure 2: For what purposes do you visit the borough's parks and open spaces?



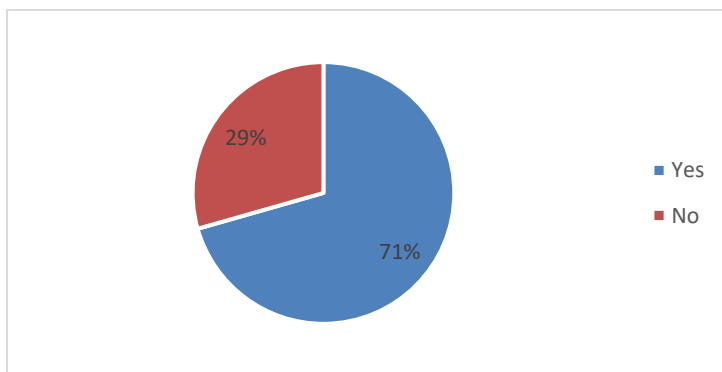
Respondents who chose 'other' made the following submissions

- Walking (eight comments)
- Eating lunch
- Working on an environmental project
- Mental health wellness
- Photography
- Bird watching

Q3) Do you think that, generally, the parks and open spaces that you visit are well-maintained?

Responses were fairly positive – more than two-thirds (71 per cent) thought that they were well-maintained, meaning that nearly one-third (29 per cent) thought that they were not. This was virtually identical to the previous year when 70 per cent thought they were well-maintained.

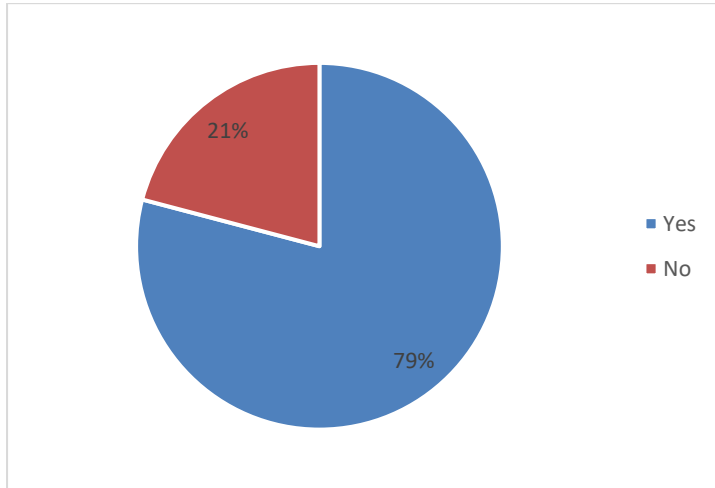
Figure 3: Do you think that, generally, the parks and open spaces that you visit are well-maintained? 136 responses



Q4) Do you think the borough has the right amount of floral displays/formal bedding?

A clear majority (79 per cent) of respondents thought that we did have the right amount, with 21 per cent disagreeing. Again, this was almost identical to 2019/20 when 80 per cent agreed.

Figure 4: Do you think the borough has the right amount of floral displays/formal bedding? 134 responses

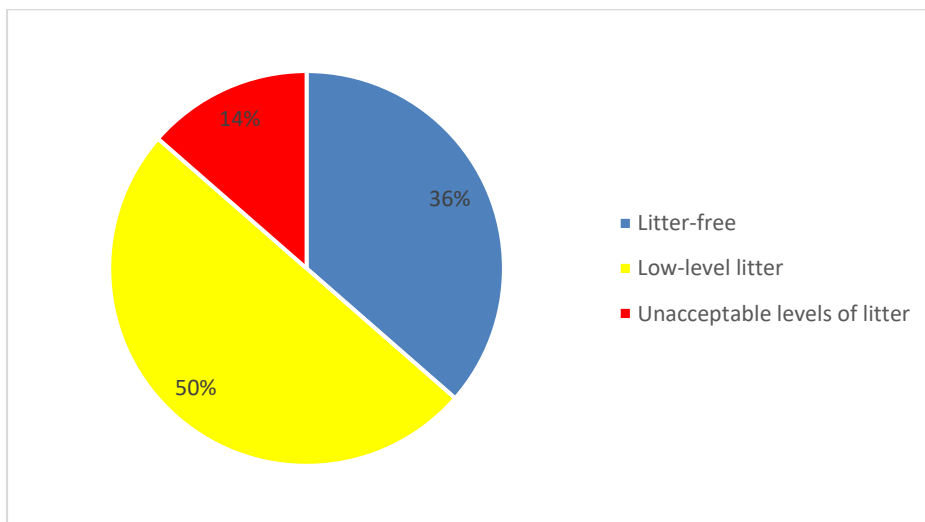


Q5) Today do you think the street is:

Respondents were given three options and they answered as follows.

- Litter-free, chosen by 36 per cent (down slightly from 40 per cent in 2019/20)
- Low-level litter, chosen by 50 per cent (up from 46 per cent)
- Unacceptable level of litter, chosen by 14 per cent (no change).

Figure 5: Today, do you think the street is...? 140 responses

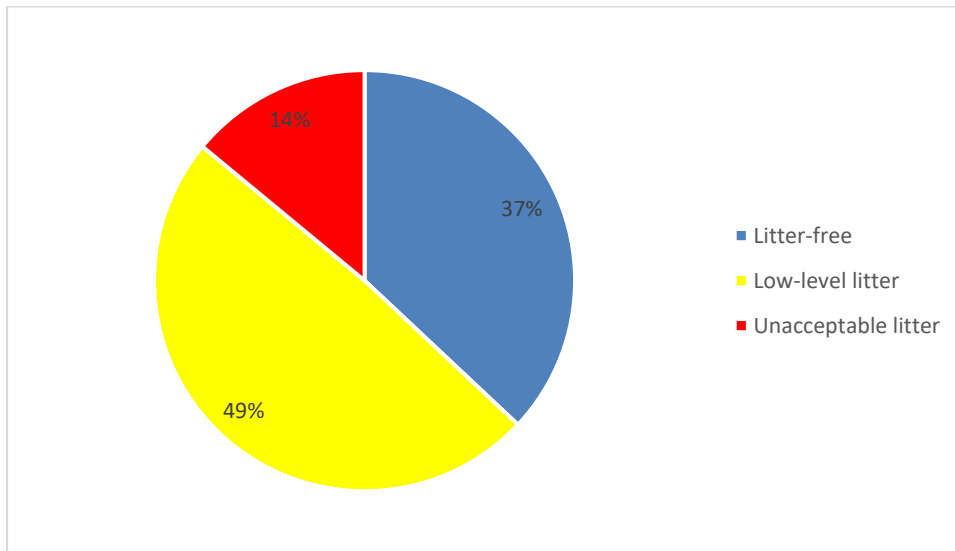


The next question was fairly similar, asking if, generally (rather than 'today', their street was litter-free. Responses were fairly similar to the previous question:

- Litter-free 37 per cent) (36 per cent in 2019/20)
- Low-level litter 49 per cent (49 per cent)

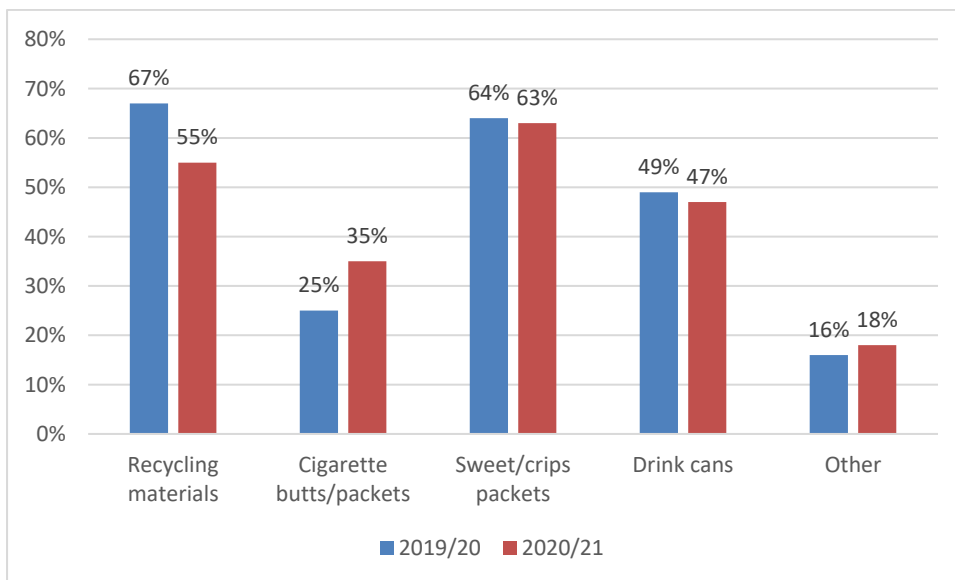
- Unacceptable levels of litter 14 per cent (15 per cent)

Figure 6: Generally, do you think the street is...? 139 responses



Respondents were then asked what sort of litter there was, and the two top answers, by some distance were ‘recycling materials’ and ‘sweet/crisp packets’: It may be worth noting that in 2019/20 67 per cent identified recycling materials – this year it dropped significantly to 55 per cent.

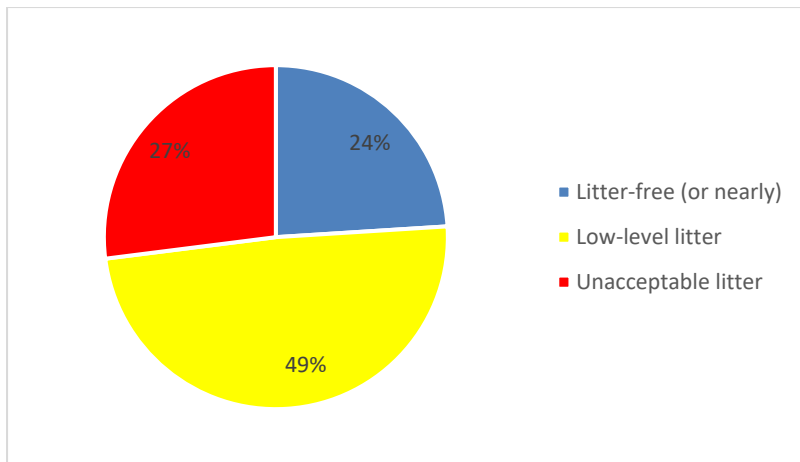
Figure 7: What sort of litter was there? 119 responses



Q6) Today, do you think your neighbourhood is:

Around one-quarter (24 per cent, the same as in 2019/20) described the neighbourhood as litter-free. The proportion who rated it as unacceptable was higher than that (27 per cent, down from 30 per cent), with nearly half (49 per cent, higher than 46 per cent the previous year) saying it was low-level.

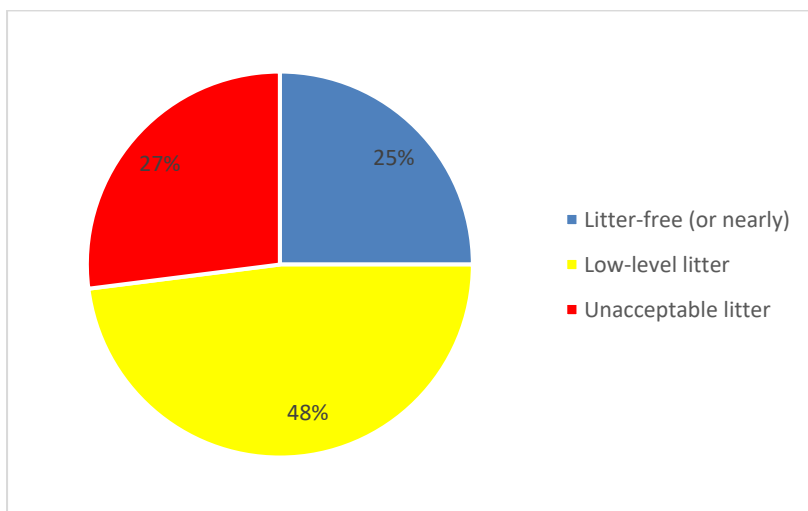
Figure 8: Today, do you think your neighbourhood is...? 139 responses



Generally, do you think your neighbourhood is:

Responses were virtually to the previous question as the following chart shows:

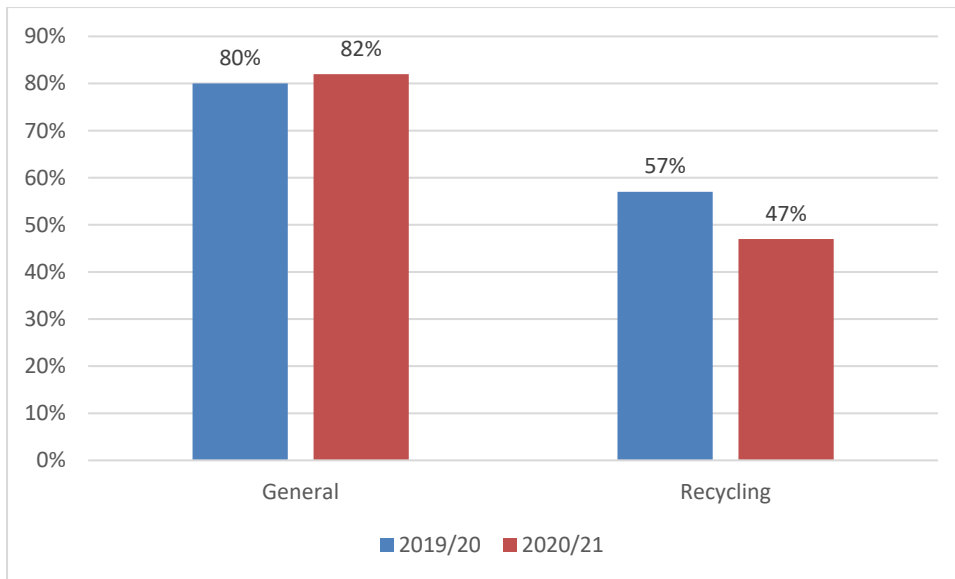
Figure 9: Generally, do you think your neighbourhood is...? 139 responses



What type of litter is left - general or recycling?

The proportion of respondents who thought that there was general litter increased slightly from 80 per cent in 2019/20 to 82 per cent in 2020/21. However, there was a significant reduction in those who thought there was recycling litter, down from 57 per cent to 47 per cent.

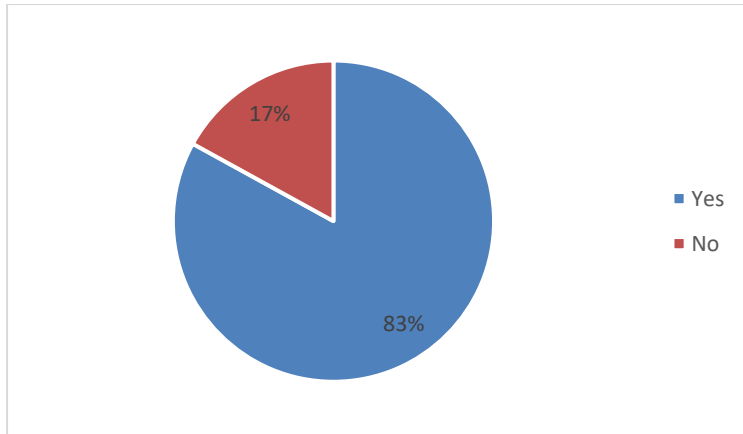
Figure 10: What type of litter is there?



Q7) Do you and / or your neighbours remove litter from your street / neighbourhood?

A clear majority (84 per cent) said that they did, meaning that only around one-in-six (17 per cent) did not. This was very similar to last year when 83 per cent said that they did.

Figure 11: Do you and / or your neighbours remove litter from your street / neighbourhood? 140 responses



Everyone who answered ‘yes’, saying that they did remove litter, were then asked how often they did so, with most choosing ‘occasionally – as needed’:

- Daily 12 per cent (11 per cent in 2019/20)
- Weekly 29 per cent (30 per cent)
- Occasionally – as needed 60 per cent (59 per cent)

Respondents were then asked about the levels of litter in the borough, on the day that they completed the survey and in general. Just over half (55 per cent felt there was low-level litter) ‘today’, with around one-quarter thinking there was unacceptable litter and the remaining 17 per cent thinking the borough was pretty much litter-free. This was worse than in 2019/20 when no-one thought there was unacceptable litter and 30 per cent felt the borough was litter-free.

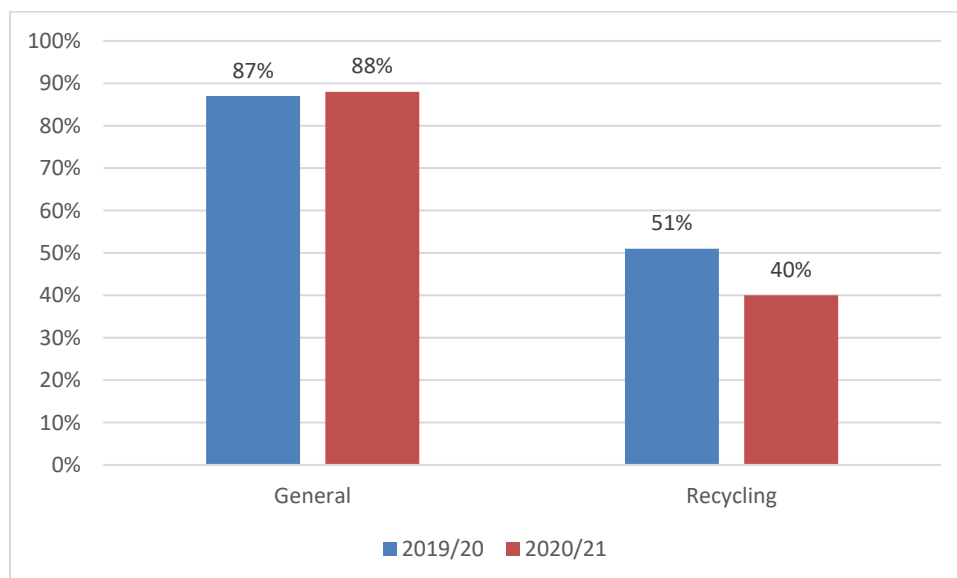
When asked about litter in the borough generally, rather than ‘today’, responses were fairly similar. Just over half (53 per cent) felt the borough generally had low-level litter, with one-quarter (25 per cent) considering it to have unacceptable litter and the remaining 22 per cent feeling it was litter-free. Again, this was worse than in 2019/20 as the following table shows.

Figure 12: Do you think the borough is...?

	Today in 2020/21	Today in 2019/20	Generally in 2020/21	Generally in 2019/20
Litter-free or nearly	17%	30%	22%	36%
Low-level litter	55%	70%	53%	64%
Unacceptable litter	28%	0%	25%	0%

Respondents were then asked if litter was general or from recycling (or indeed both), and whilst most (88 per cent) thought there was general litter, 40 per cent thought there was also recycling litter. The proportion thinking there was general litter was virtually unchanged from last year, but the proportion thinking there was recycling litter fell significantly, from 51 per cent to 40 per cent.

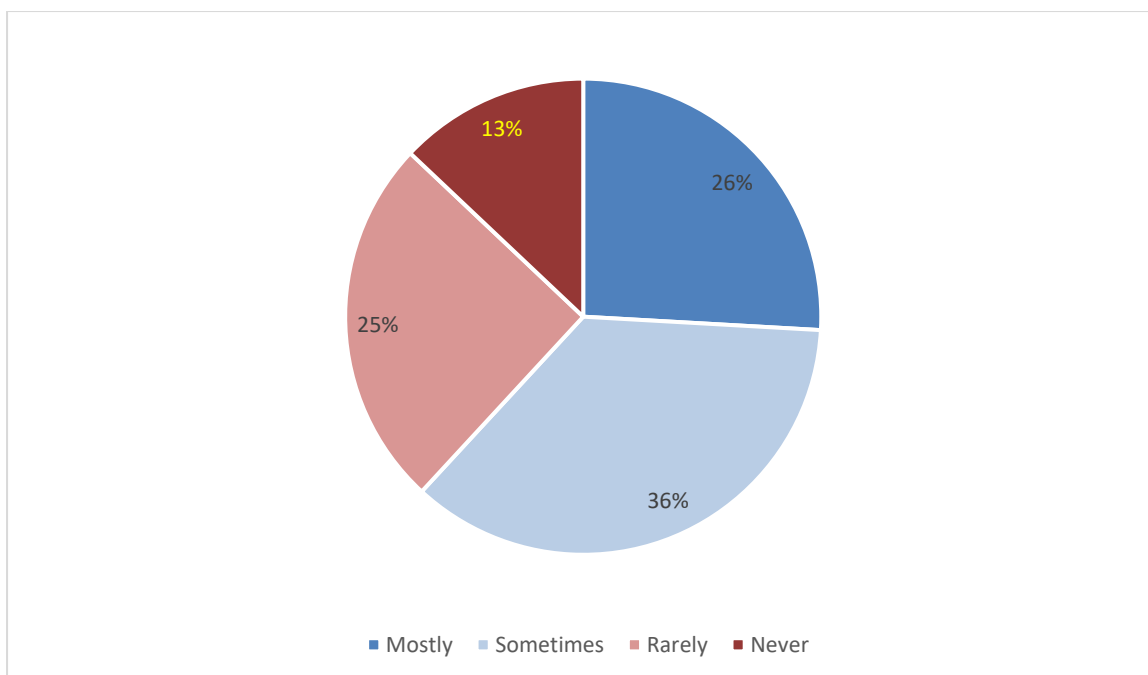
Figure 13: What type of litter is there?



Q8) Do you think the streets and footpaths in your neighbourhood are usually free from detritus (grit / twigs and similar)?

62 per cent chose either ‘mostly’ or ‘sometimes’, with 38 per cent giving the more negative responses of ‘rarely’ or ‘never’.

Figure 14: Do you think the streets and footpaths in your neighbourhood are usually free from detritus (grit / twigs and similar)?



This shows a small improvement on the previous year in that more respondents chose a positive (62 per cent) than negative response. However, fewer chose the most positive response than in 2019/20.

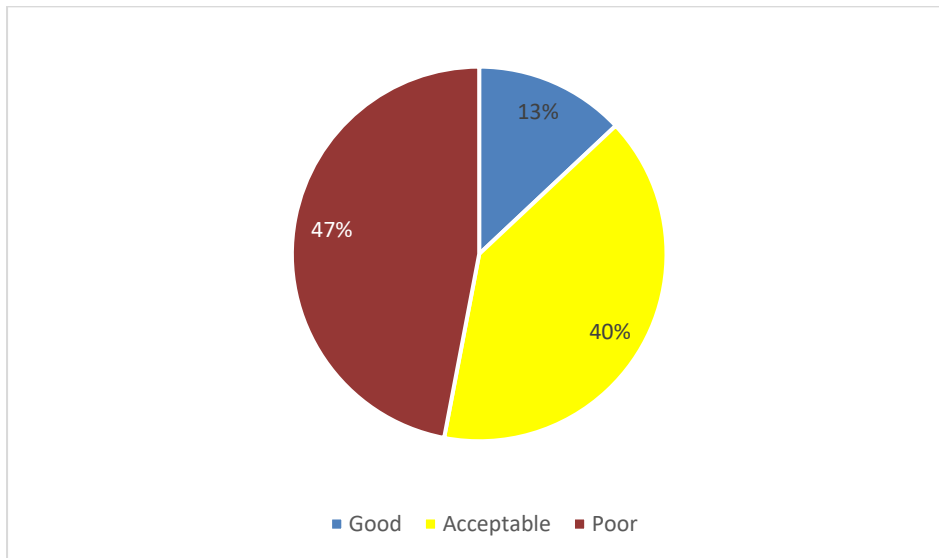
Table 2: Do you think the streets and footpaths in your neighbourhood are usually free from detritus (grit / twigs and similar)?

	2019/20	2020/21
Mostly	29%	26%
Sometime	30%	36%
Rarely	23%	25%
Never	19%	13%

Q9) With regards specifically to the cleanliness standard of detritus in your neighbourhood, do you think the footpaths and roads are...?

53 per cent found them either good (13 per cent) or acceptable (38 per cent), with almost half (47 per cent) describing them as poor.

Figure 15: With regards specifically to the cleanliness standard of detritus in your neighbourhood, do you think the footpaths and roads are...?



A little over half (53 per cent) said either good (13 per cent) or acceptable (40 per cent), with almost half (47 per cent) therefore rating the cleanliness as poor.

This was very similar to the previous year as the following table shows:

	2019/20	2020/21
Good	15%	13%
Acceptable	38%	40%
Poor	48%	47%

Age profile

Respondents were asked which broad age group they fitted into. 132 provided this information, and, of these, 22 per cent were aged up to 44, meaning that 78 per cent were aged 45 and above.

Figure 16: Age profile of respondents. 132 respondents

