



*Working together
for cleaner,
greener places*

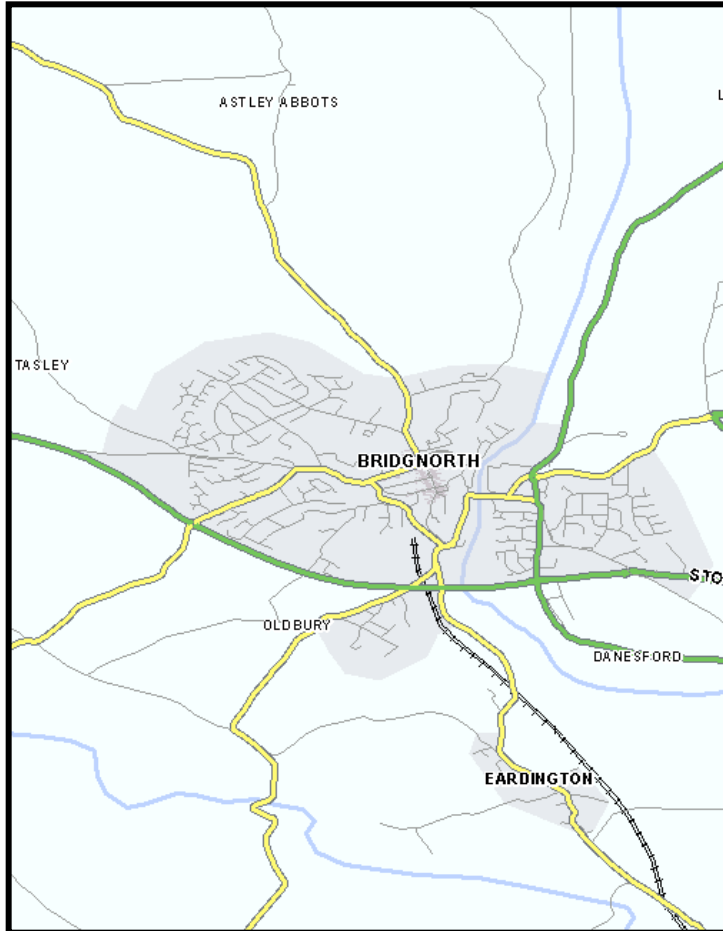


Quality of Life Research Project, Bridgnorth.

Background

- Social research project to improve the quality of life for residents in Bridgnorth, Shropshire.
- Key objectives:
 - Identify how to ***improve satisfaction*** of residents
 - Identify peoples ***priority*** areas
 - Identify peoples ***problem*** areas
 - Discover how Shropshire council can ***differentiate their service*** to ***meet local needs***.

Methodology



- Paper based questionnaire surveys sent to 6000 households across Bridgnorth.
- Electronic questionnaire available online via the Shropshire Council Website.
- Mixed method quantitative and qualitative questioning to gather both numerical and rich textural data.

Response summary

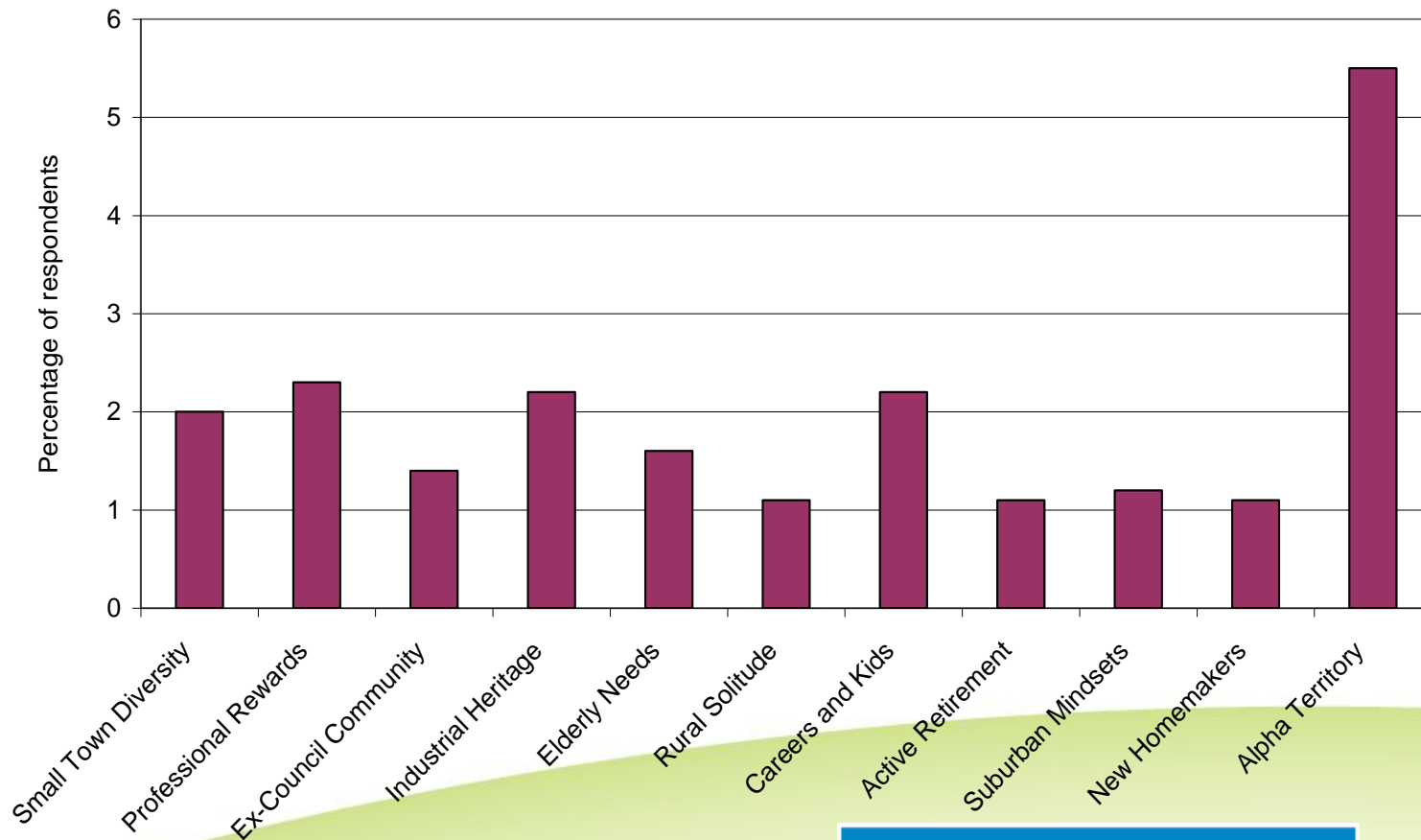
1233 Paper responses
68 Online responses } = **1301** total responses

22% of households successfully engaged with.

81% of all Bridgnorth postcodes represented.

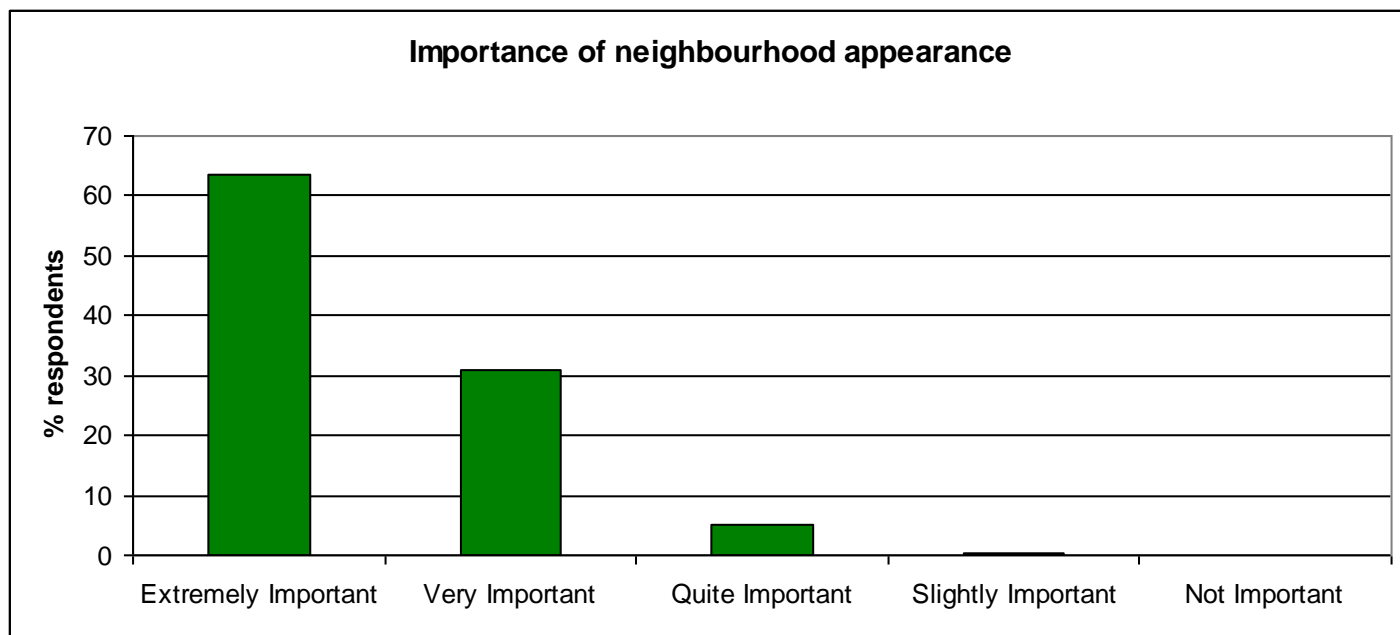
168 Community Conversation Group Volunteers

Percentage of respondents willing to participate in focus group, by Mosaic group



Key Findings; Satisfaction

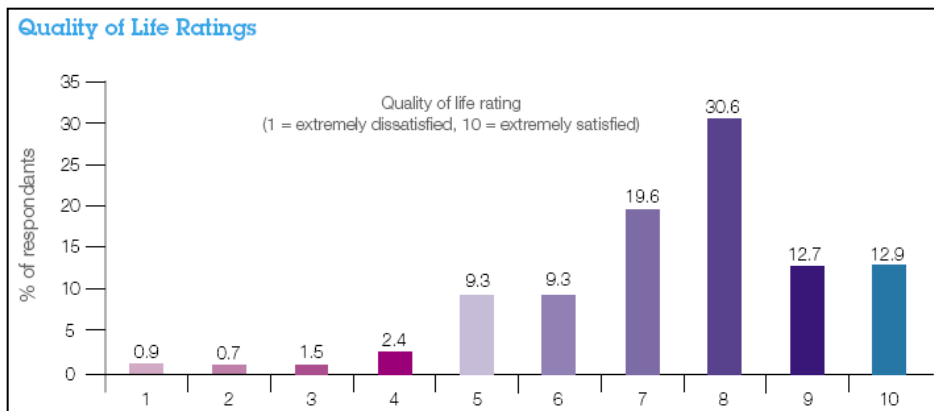
The vast majority of respondents believe that the appearance of their neighbourhood is ***extremely important*** to them.



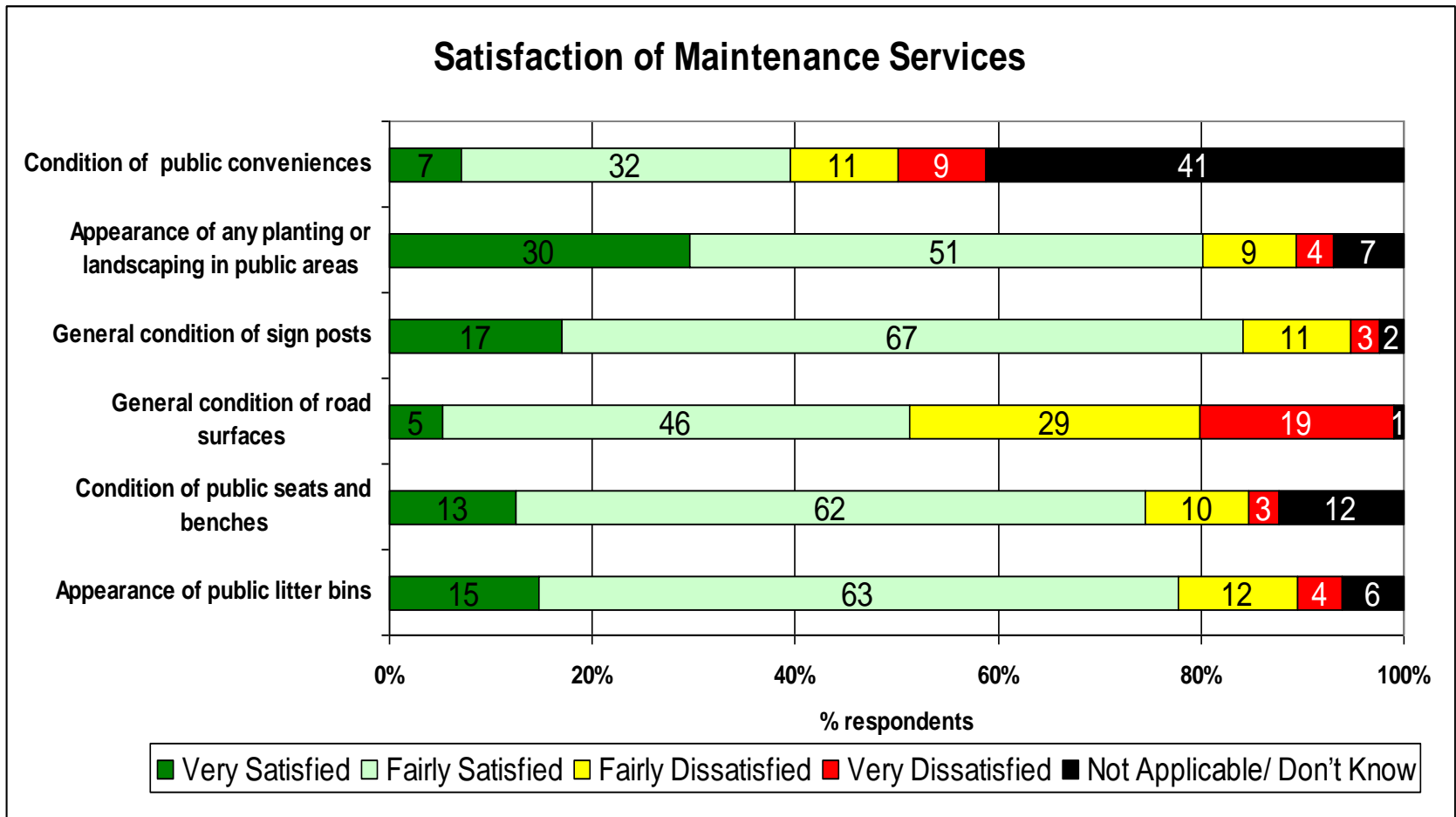
Extremely Important	805
Very Important	391
Quite Important	65
Slightly Important	4
Not Important	0

Overwhelming satisfaction with Quality of Life in the Bridgnorth area.

Very Satisfied	214
Fairly Satisfied	858
Fairly Dissatisfied	74
Very Dissatisfied	18
Don't Know	7

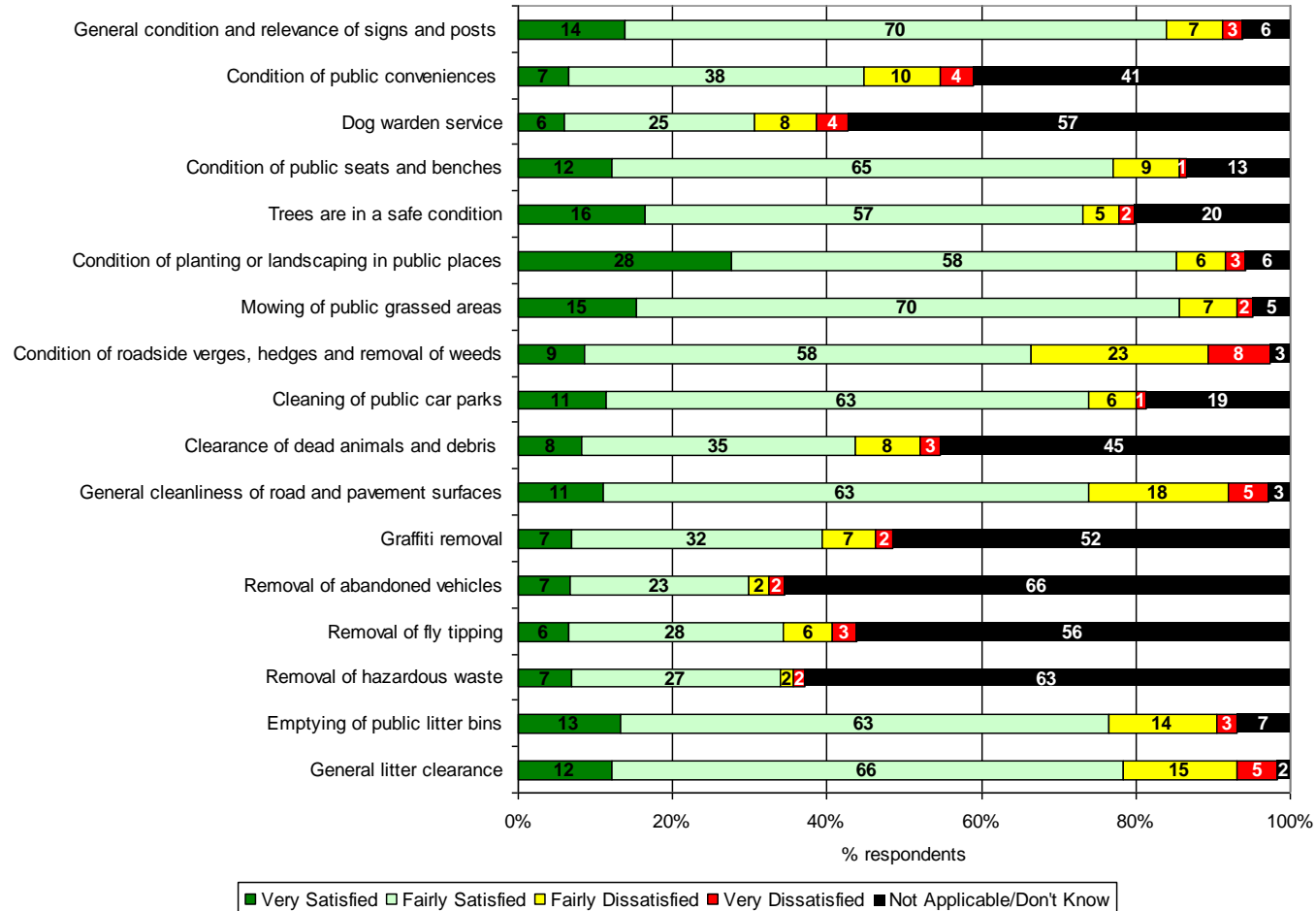


Satisfaction shown to be **high**, with road surfaces being the greatest cause of dissatisfaction.

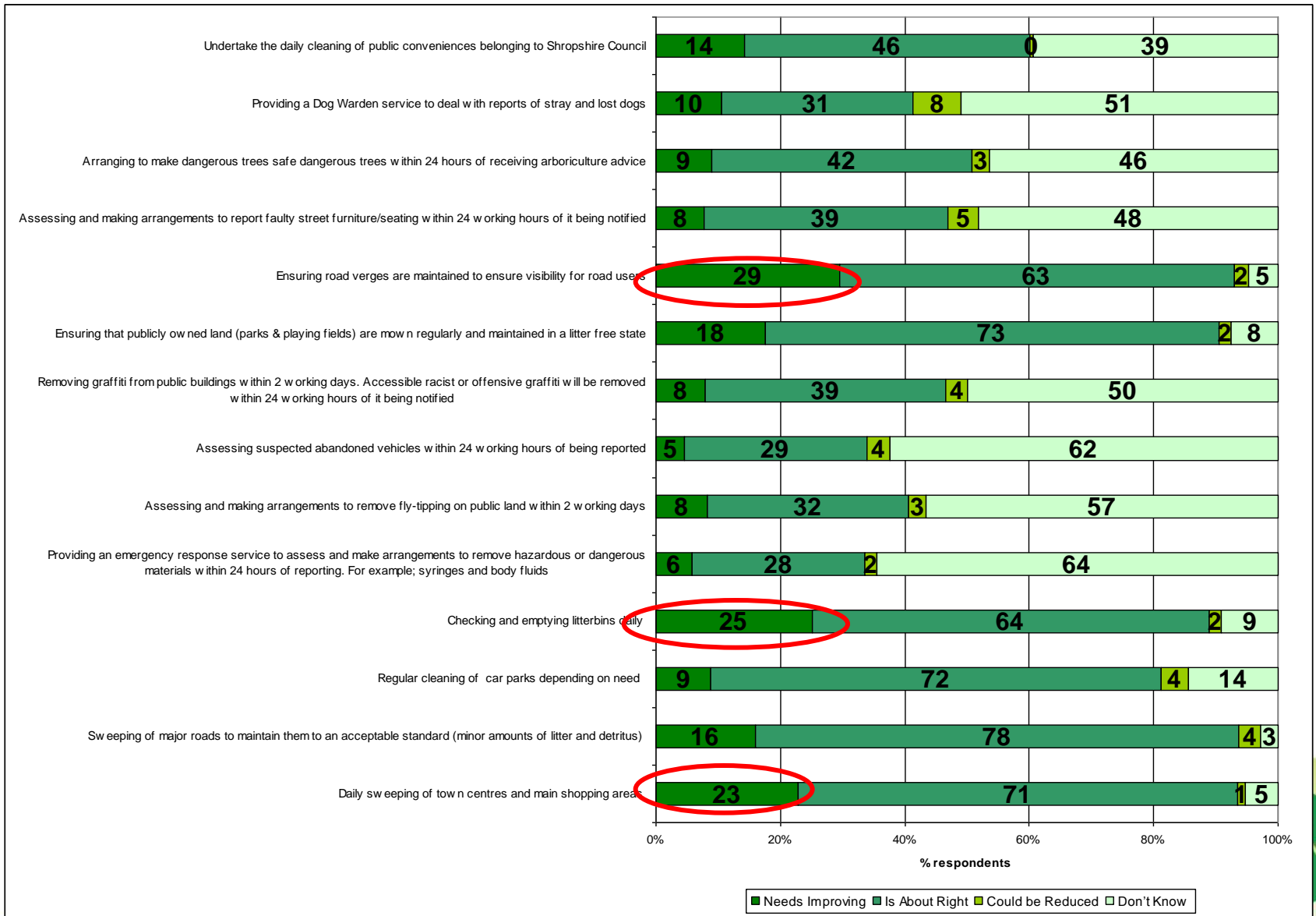


Communication needed on certain services?

Satisfaction with Services Provided

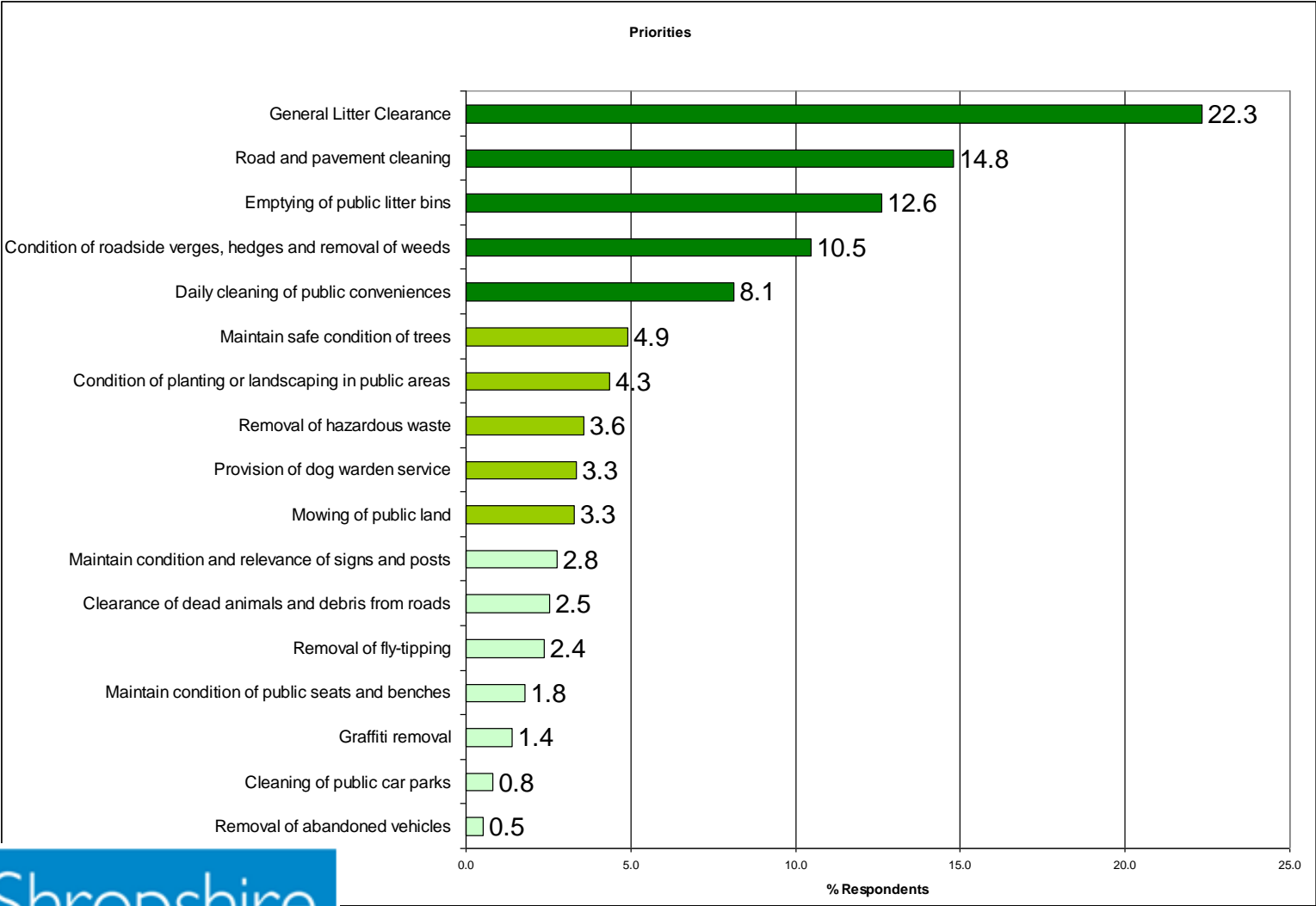


Current services are *'about right'*



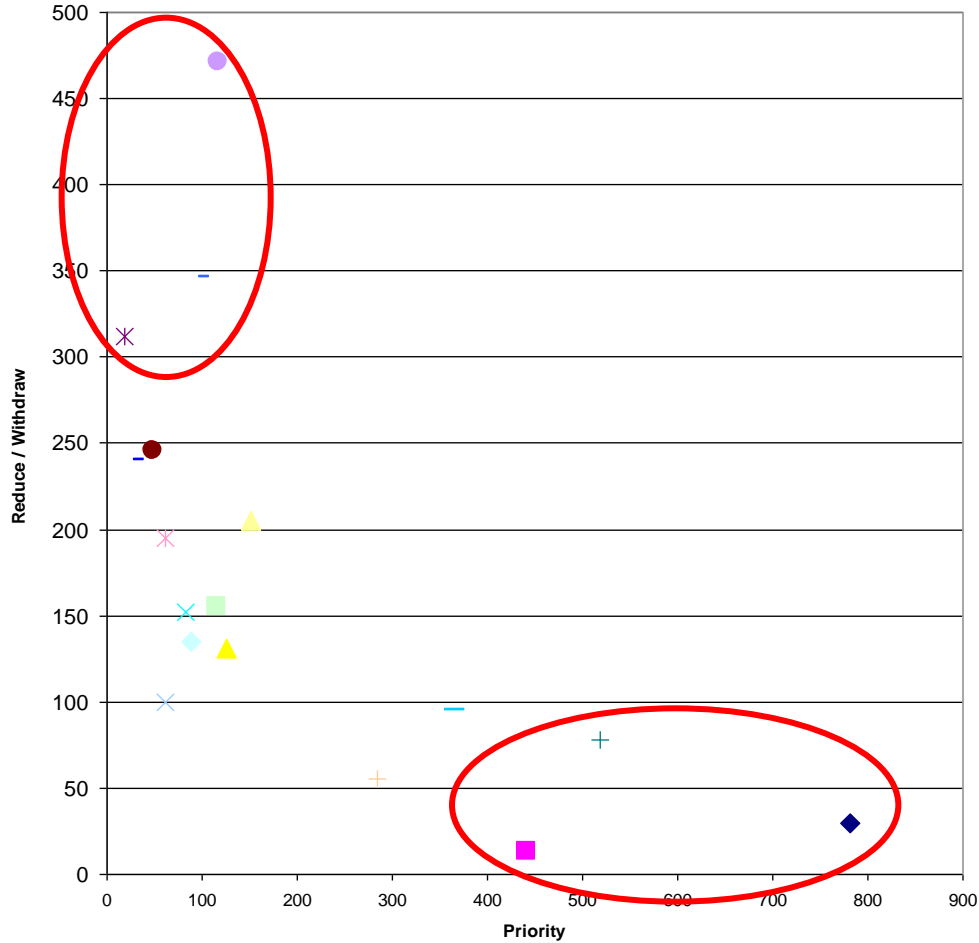
Key Findings; Changing Services

Top priorities for residents shown to lead by *Litter*.



Areas to reduce

Priorities vs Reductions

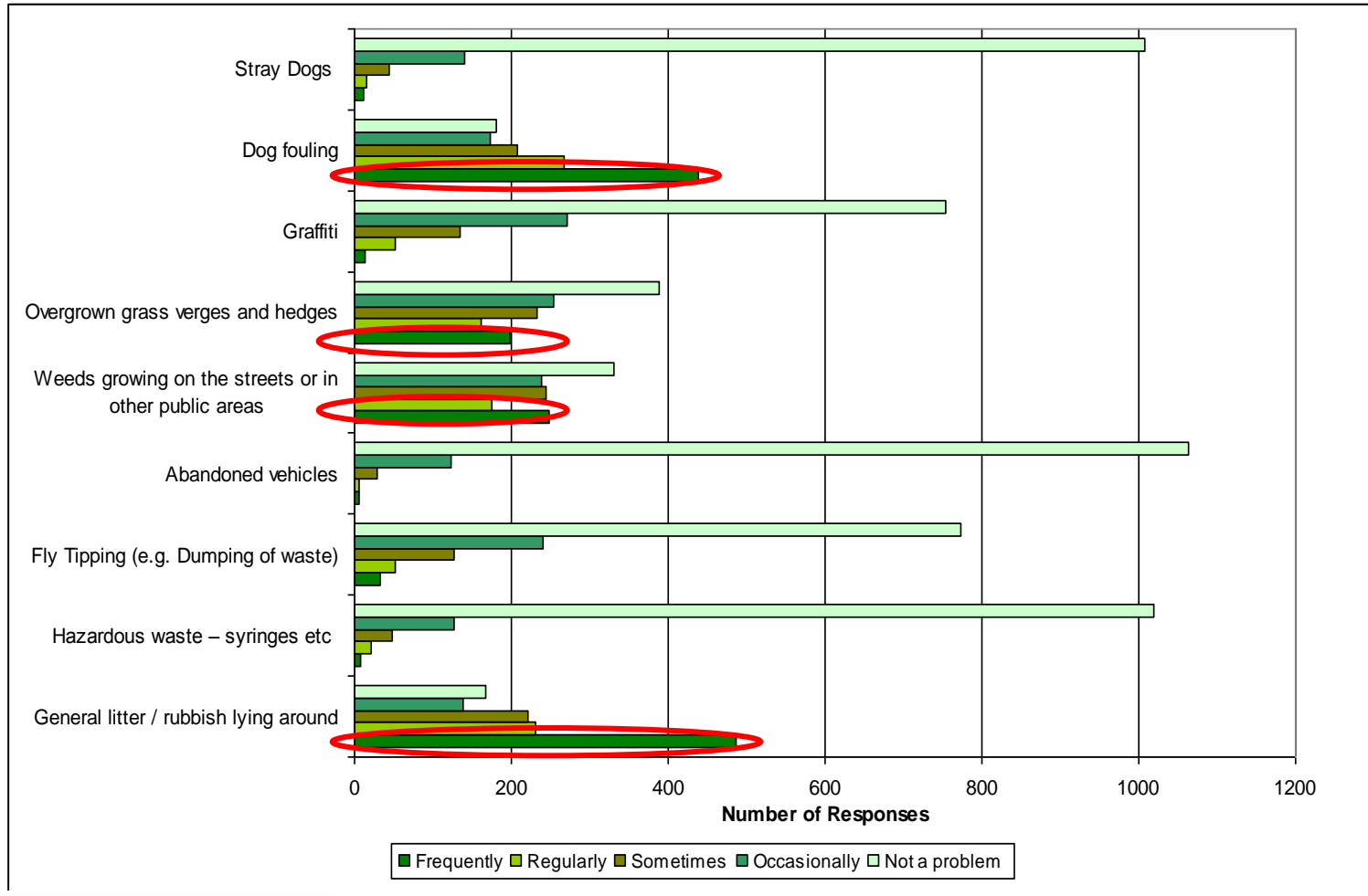


- ◆ General Litter Clearance
- Emptying of public litter bins
- ▲ Removal of hazardous waste
- × Removal of fly-tipping
- × Removal of abandoned vehicles
- Graffiti removal
- + Road and pavement cleaning
- Cleaning of public car parks
- Condition of roadside verges, hedges and removal of weeds
- ◇ Clearance of dead animals and debris from roads
- Mowing of public land
- ▲ Condition of planting or landscaping in public areas
- × Maintain safe condition of trees
- × Maintain condition of public seats and benches
- Provision of dog warden service
- + Daily cleaning of public conveniences
- Maintain condition and relevance of signs and posts

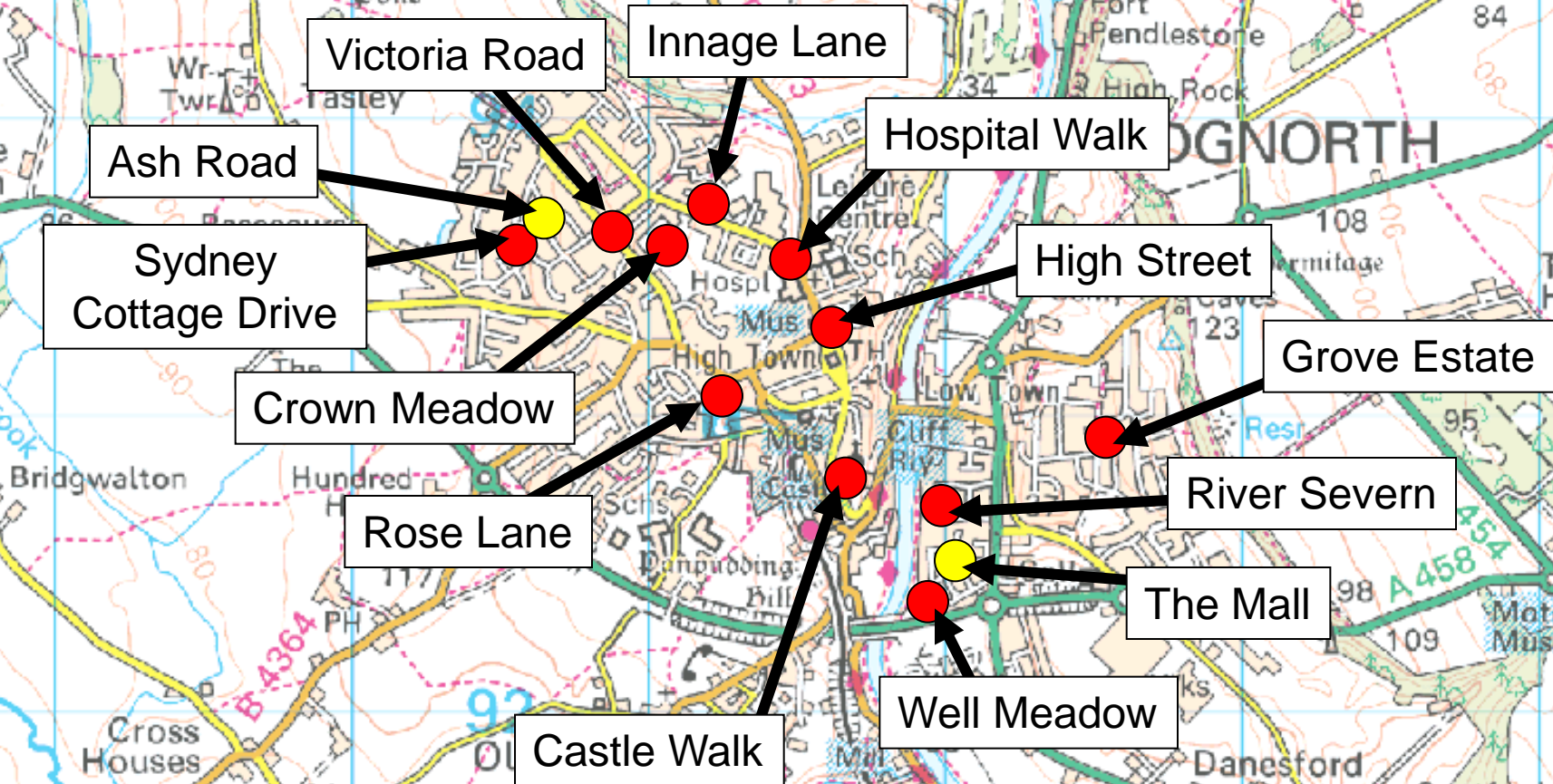
Top priorities



Four Key areas encountered by residents



Dog Fouling



- Dog Fouling Hotspots
- Stray Dog Hot Spots

Litter

Innage Lane

Victoria Road

Friars Field

High Street post market days

Crown Meadow

Takeaway litter on weekends

Rose Lane

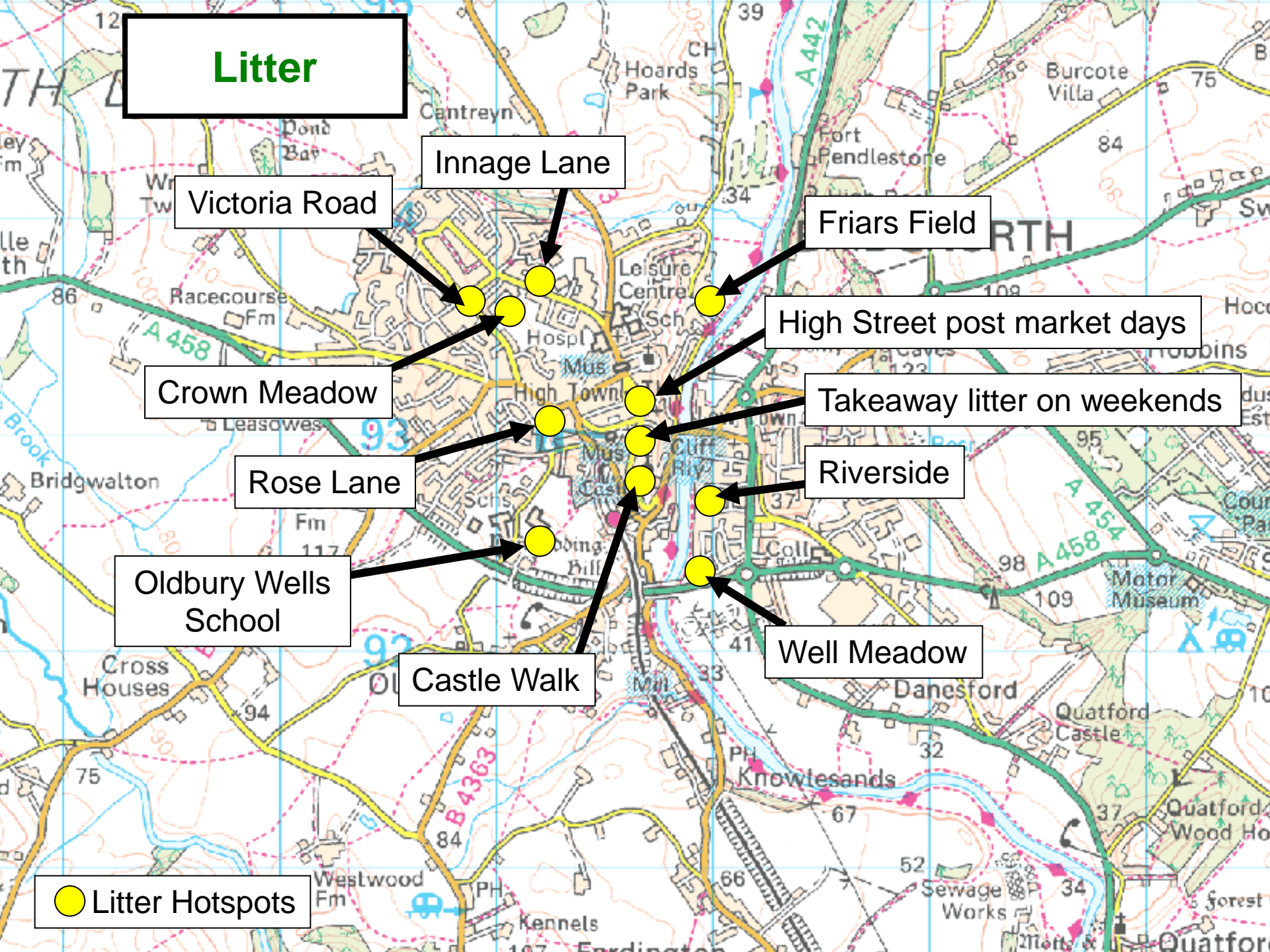
Riverside

Oldbury Wells School

Well Meadow

Castle Walk

● Litter Hotspots



ACTIONS.



- Improvements in dealing with Weeds, verges and Highways.
- Focus on preventing and clearing dog fouling.
- New monitoring and inspection practices implemented.
- Focus on issues, highlighted. Improving information, seasonal staff, retraining of staff.
- Model for wider county roll out.

