

# Boscombe West Survey Results 2010



# Background

- Boscombe West is the most deprived ward in Bournemouth & Poole
- Socio-economic issues- substance abuse, prostitution, crime, high unemployment, low income, poor health/mental health
- Low service engagement and lack of confidence with service providers



# Background

- Area identified as in need of intensive local engagement between the community and service providers
- Connecting Communities funding applied for from DCLG- 50k awarded



# Place Survey results 2008/9

- 66% believed that people from different backgrounds get on well together in the local area- Bournemouth 79%
- Only 28% of people feel that they belong to their neighbourhood- Bournemouth 49%
- 7% civic participation in the local area- Bournemouth 14%
- 55% satisfied with the local area- Bournemouth 82%



# Place Survey results 2008/9

- 52% of people believed anti-social behaviour is a problem for the area- Bournemouth 21%
- 67% feel that people in the area don't treat one another with respect and consideration- Bournemouth 32%
- 80% perceive drunk or rowdy behaviour as a problem for the area- Bournemouth 37%



# Place Survey results 2008/9

- 81% perceive drug use or dealing as a problem for the area- Bournemouth 33%
- 15% feel safe when outside in their local area after dark- Bournemouth 47%



# Developments

- Community Regeneration Officer recruited 2009
- Boscombe Project Officer recruited 2010
- Boscombe Area Regeneration Group fully established 2010
- Boscombe Regeneration Partnership Office acquired 2010
- 3P's project rolled out 2009/10



# Developments

- Positive media communication plan developed 2010
- Joint press releases with Police 2010
- Boscombe Regeneration Facebook webpage developed 2010
- Targeted police operations throughout 2010
- Boscombe Vintage Market established on the Crescent



# Developments

- Gateway funding approved for Roumelia Lane improvement works
- 100k Home Office funding for Help & Care to secure properties
- 10k funding to both the Traders Association and BARG for improvements to the area
- Gateway funding for the Crescent approved
- Joint HMO inspections



# Methodology

- Postal survey conducted October-December 2010 in Boscombe West
- 1,200 postal questionnaires sent to a sample of 6,253 households
- Reminder sent after 3 weeks
- 288 responses received- 24% response rate (margin of error +/- 5.6% at a confidence level of 95%)



# Methodology

- 2008 Place Survey had 112 responses- 29% response rate (margin of error +/- 8.6% at a confidence level of 95%)
- Data was weighted by age, gender and ethnicity to make it representative of Boscombe West and comparable with the Place Survey data



# Results



NI	Description	Bosc' West 2010	Bosc' West 2008	Difference
1	% of people who believe people from different backgrounds get on well together in the local area	61%	66%	-5% No sig dif
2	% of people who feel that they belong to their neighbourhood	45%*	28%	+17% Sig dif
3	Civic participation in the local area	11%	7%	+4% No sig dif

# Results



NI	Description	Bosc' West 2010	Bosc' West 2008	Difference
5	overall/general satisfaction with the local area	67%*	55%	+12% Sig dif
17	Perceptions of anti-social behaviour	38%*	52%	-14% Sig dif
23	Perceptions that people in the area treat one another with respect and consideration (% disagreeing)	48%*	67%	-19% Sig dif

# Results



NI	Description	Bosc' West 2010	Bosc' West 2008	Difference
41	Perceptions of drunk or rowdy behaviour as a problem	73%	80%	-7% No sig dif
42	Perceptions of drug use or drug dealing as a problem	77%	81%	-4% No sig dif
n/a	% of people who feel safe when outside in their local area after dark	25%*	15%	+10% Sig dif

# What next?

- Sustainable Vintage Market
- Development of Boscombe as the arts and culture hub for Bournemouth
- Empty shops project to support up to 10 new creative businesses
- Continued positive media and communications
- Pokesdown-for-Boscombe station mural



# What next?

- 'My Town' youth photography project
- Community street art
- Boscombe branding adopted
- Further funding applications
- Vibrant lamp post banners
- Improved signage and street furniture review



# Strategic level

Boscombe Gold group driving forward long term strategic change in relation to:

- addressing housing/planning/HMO issues
- offenders and probation issues
- drug treatment facilities
- developing sustainable communities



Any questions?

