

# Brent Council Residents Survey 2018

## Resident Attitudes Survey (RAS) findings

# What is the RAS?

**Face to face** survey of 2,100 representative residents

Interviews carried out **May – June 2018**  
Survey last carried out in 2014

**48** questions plus demographics

# How the RAS can help you

## The issue

Which people are affected by, or think about, this issue?

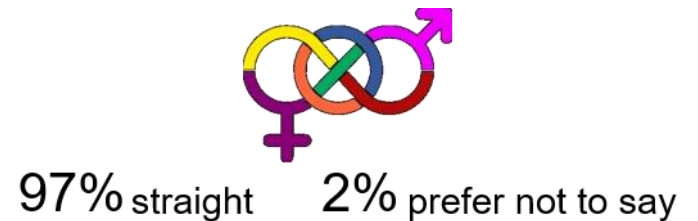
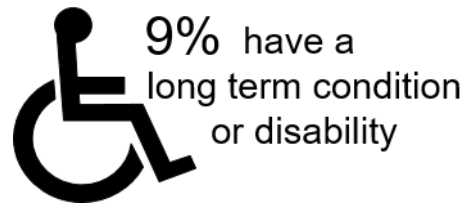
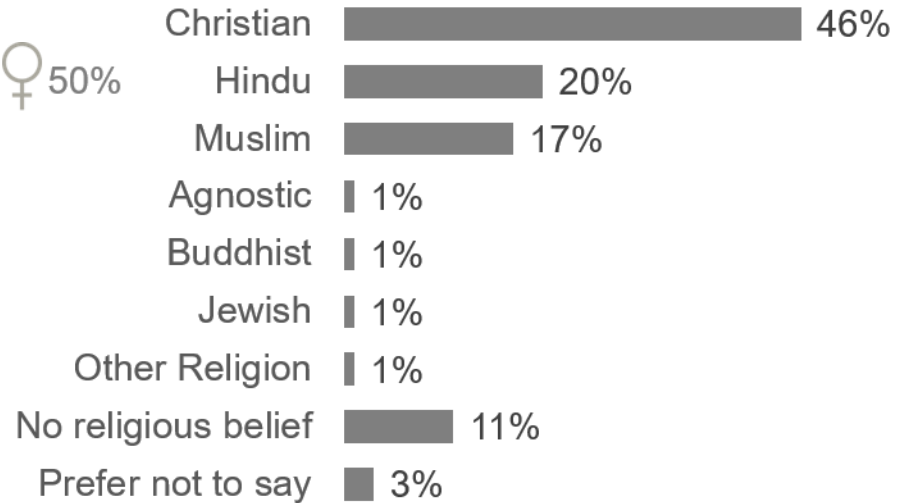
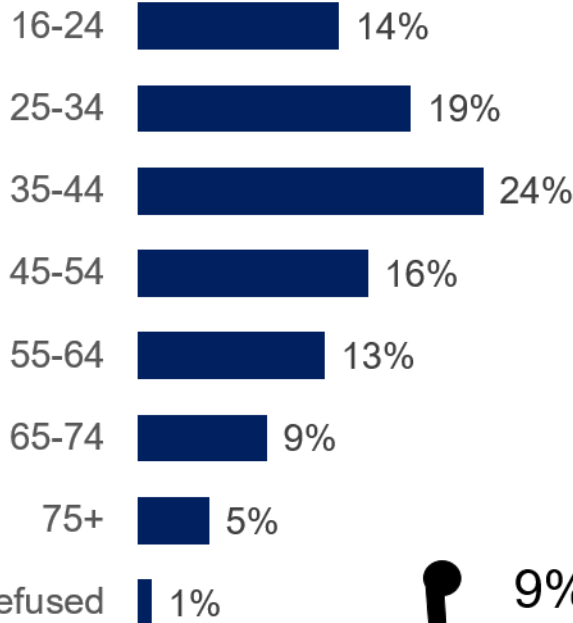
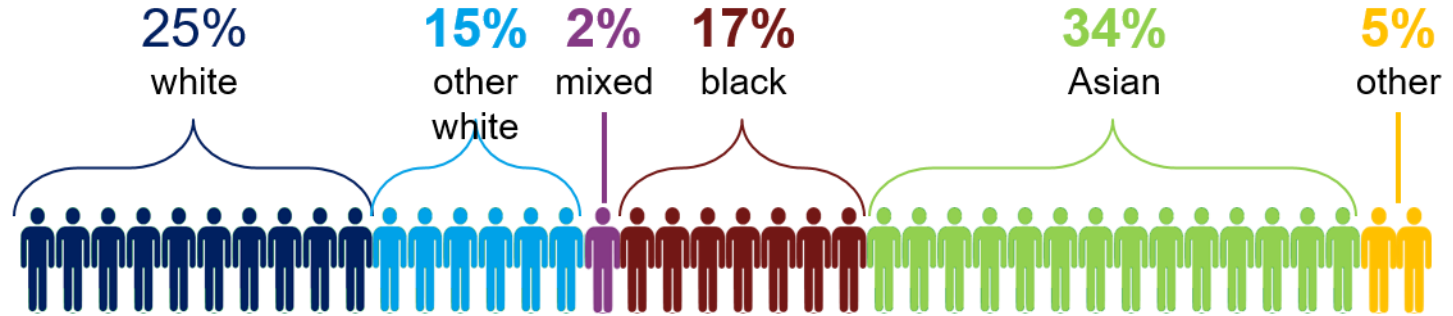


## The people

How are these people affected by, or what do they think about, this issue?

# OVERVIEW

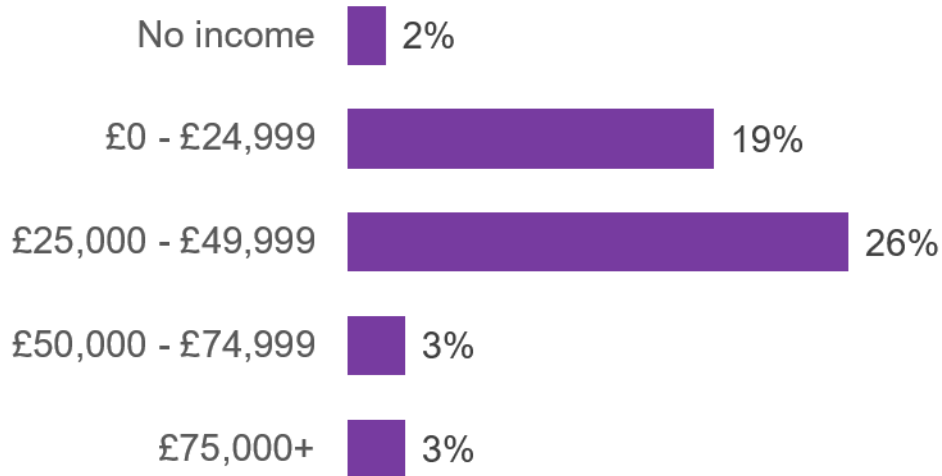
# Who did we speak to



# Financial situation



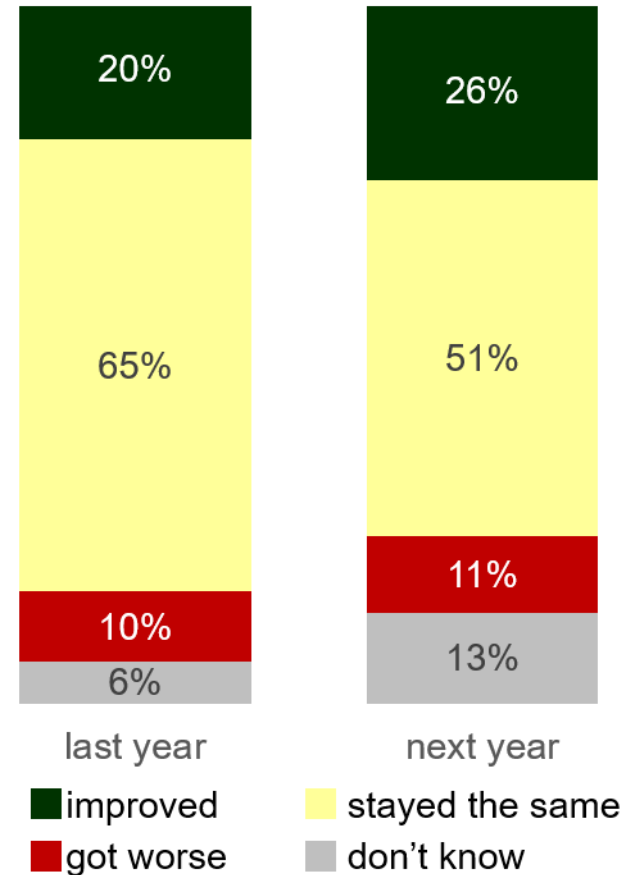
**1 in 2**  
people stated their household income  
after tax and deductions



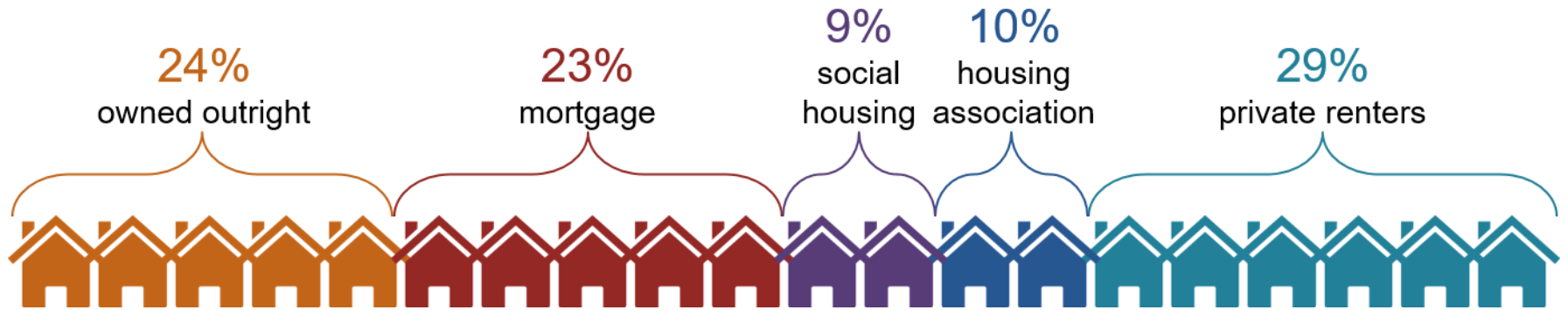
**1 in 5** (18%) households received  
housing and/ or council tax benefit



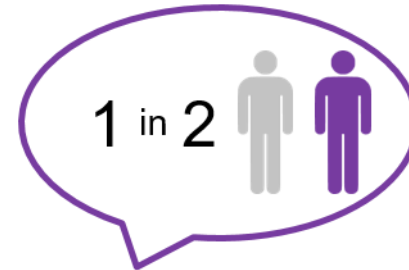
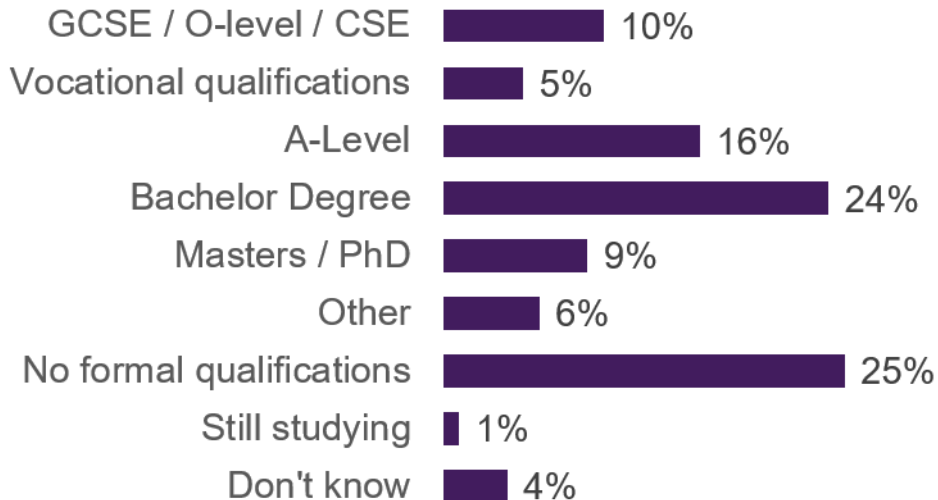
How has/will your  
financial situation change



# Personal situation



## Highest education level



(51%) people speak English as their main language



(10%) people care for a relative or friend

# Other people in the household

2 in 5 (42%) households have children living there



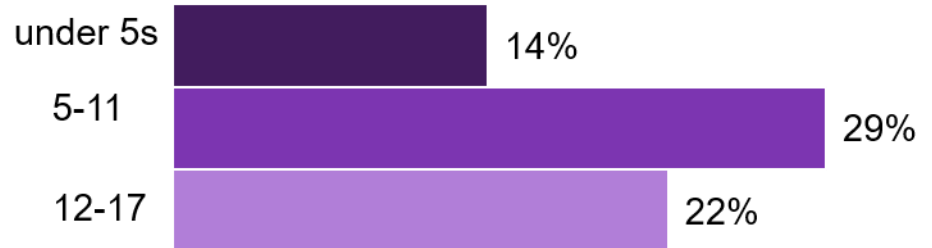
1 in 5 (21%) households have older people in them



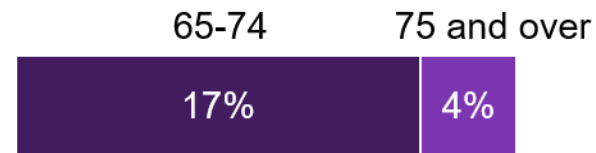
3 in 20 (15%) households have a member with a long term condition or disability



Proportion of households with children, by age



Proportion of households with older people, by age

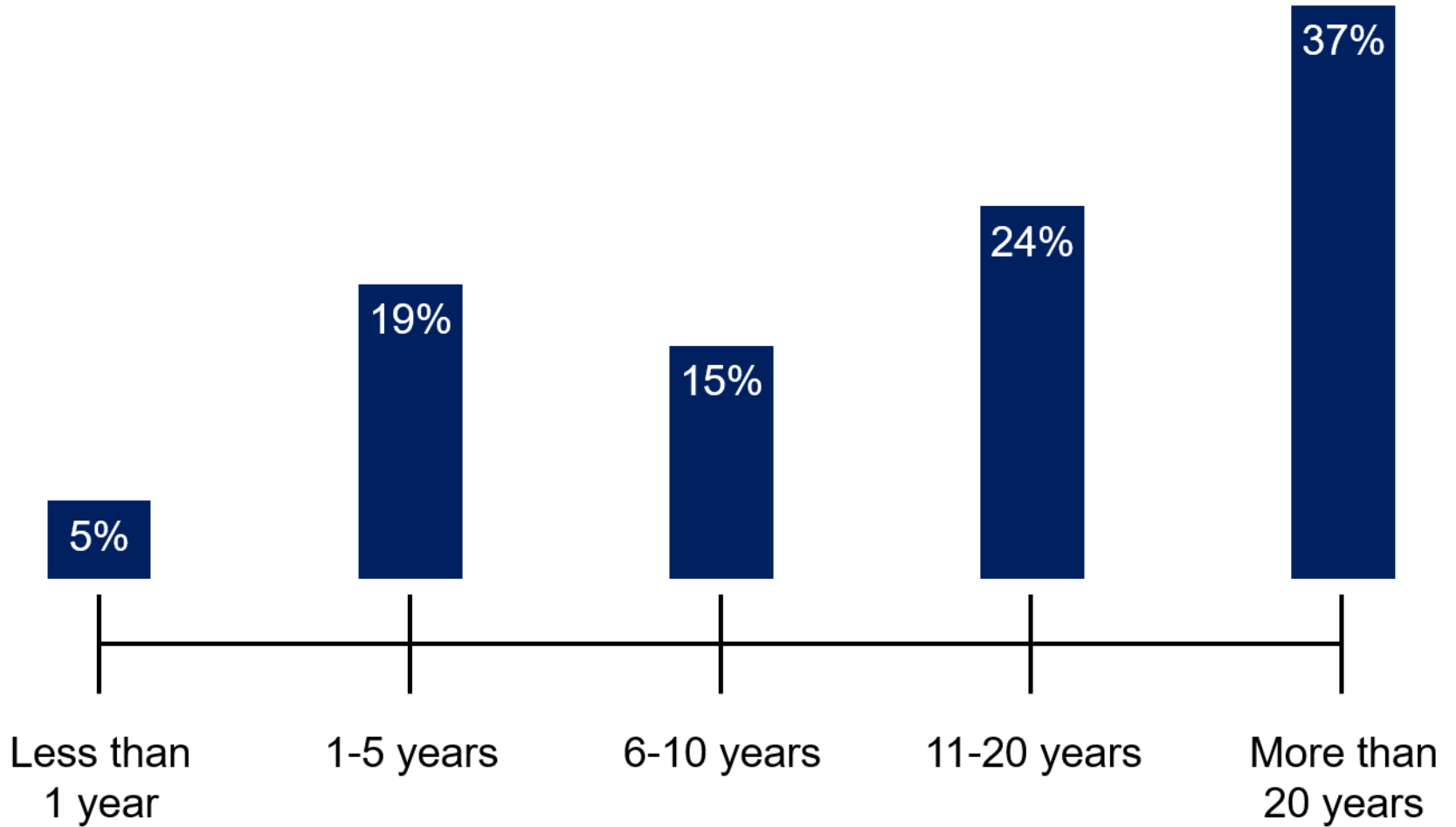


Who has the condition or disability

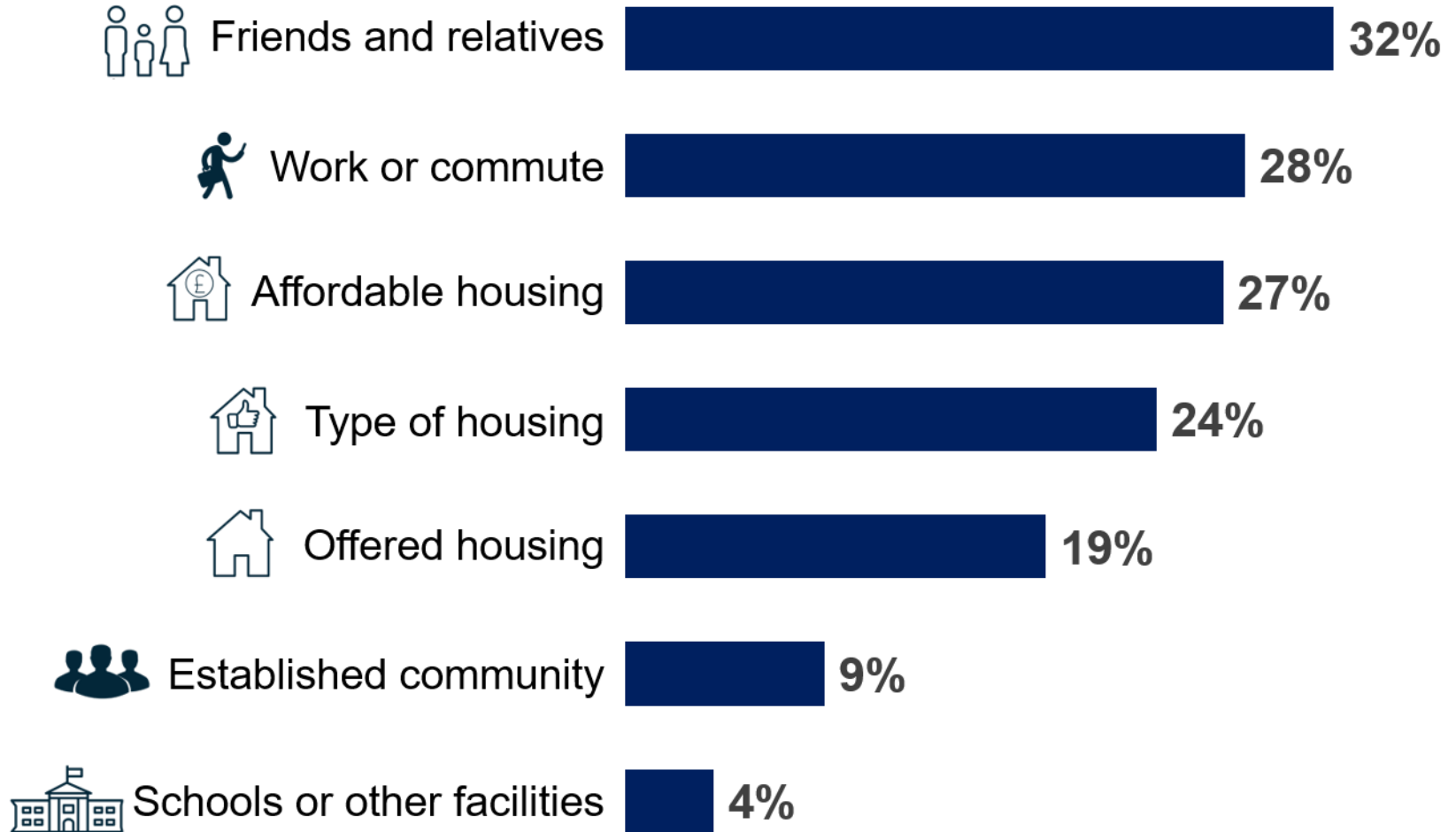




# Length of time living in Brent

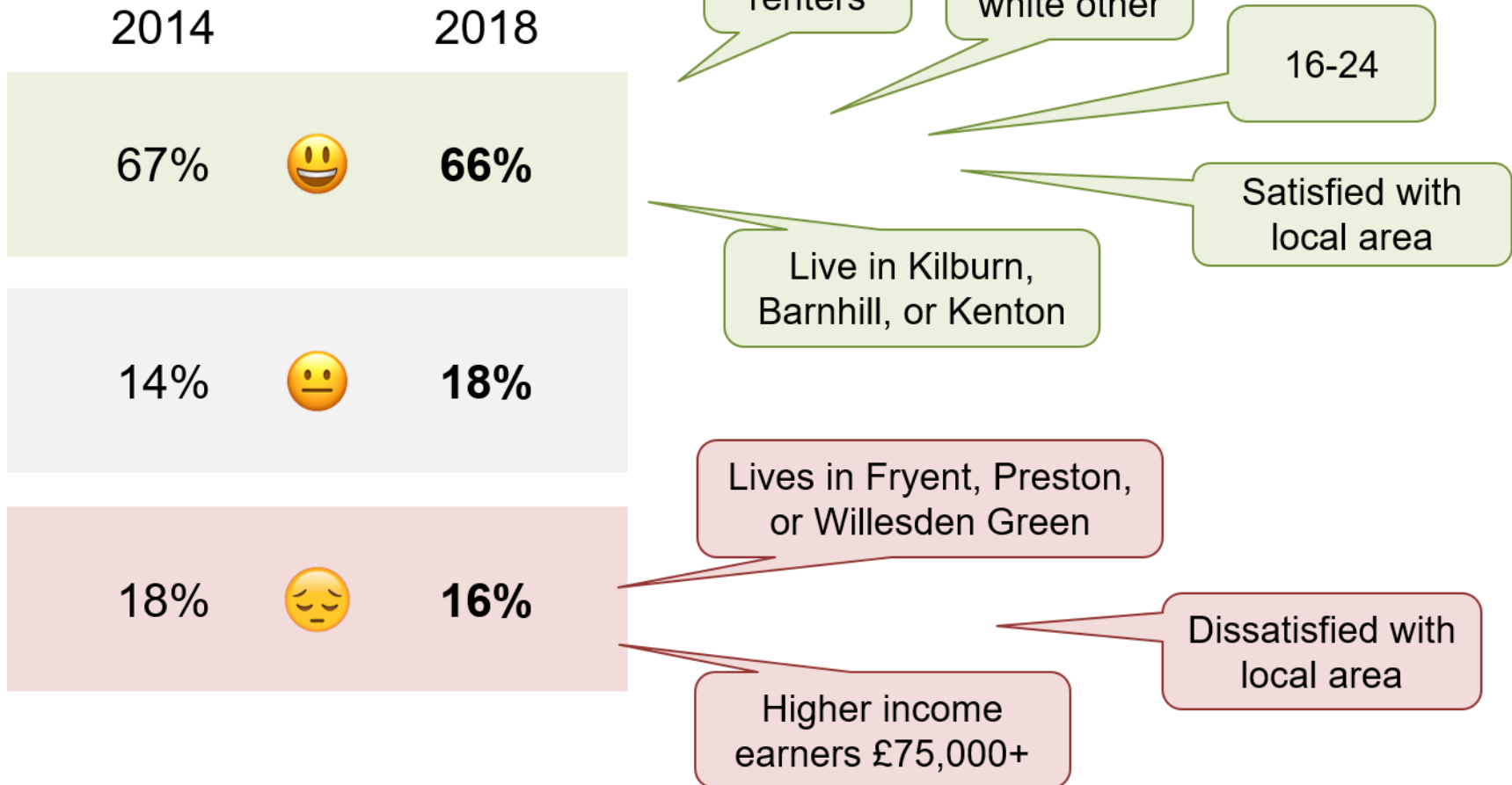


# Why did you move to Brent



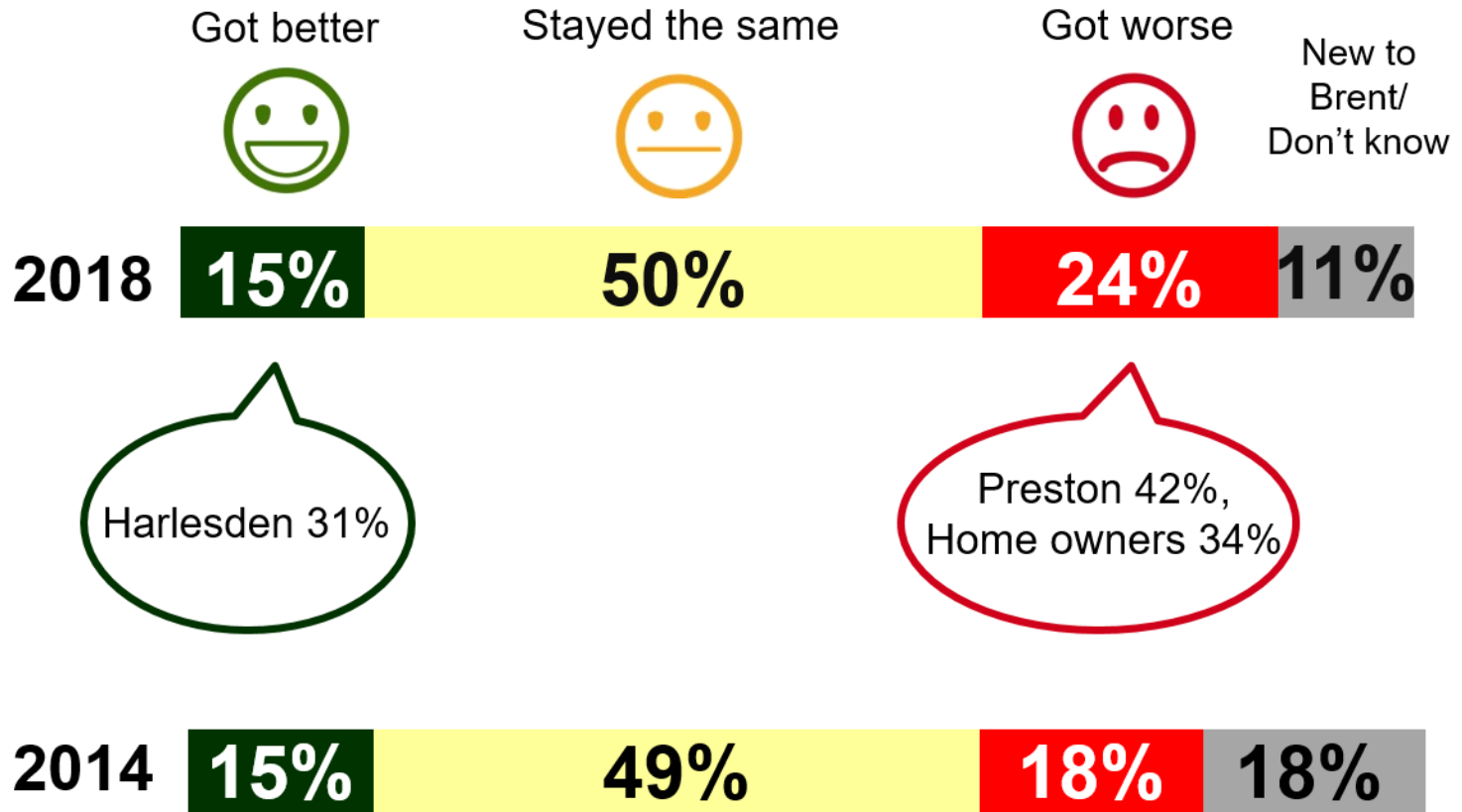
# Overall the council does a good job

LGA: 61%

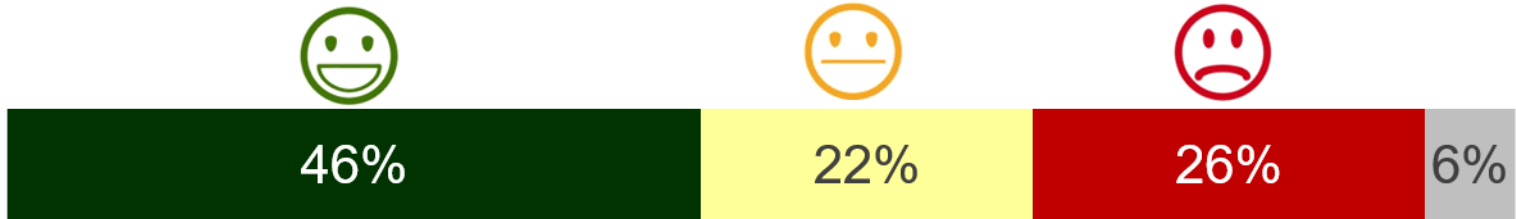


# Over the last four years

Council services have...

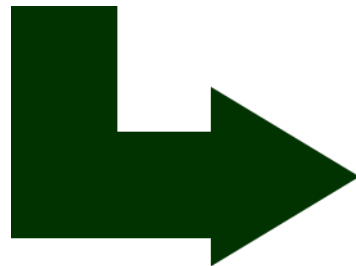


# Access to Council Services



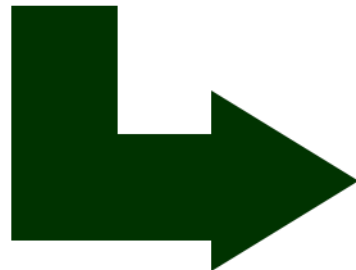
1 in 2

residents know how and where residents who need support to access Council services can get it



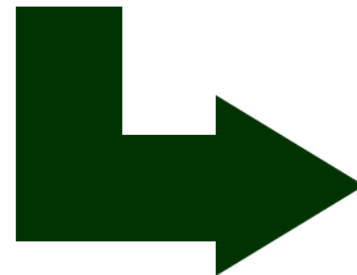
72%

for residents with a household income between £50k and £75k



82%

for residents in Dollis Hill



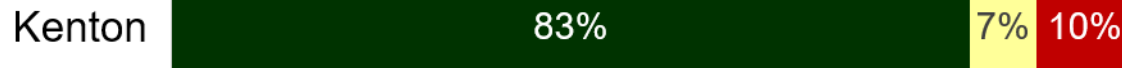
89%

for residents in Kenton

# Perception of the council



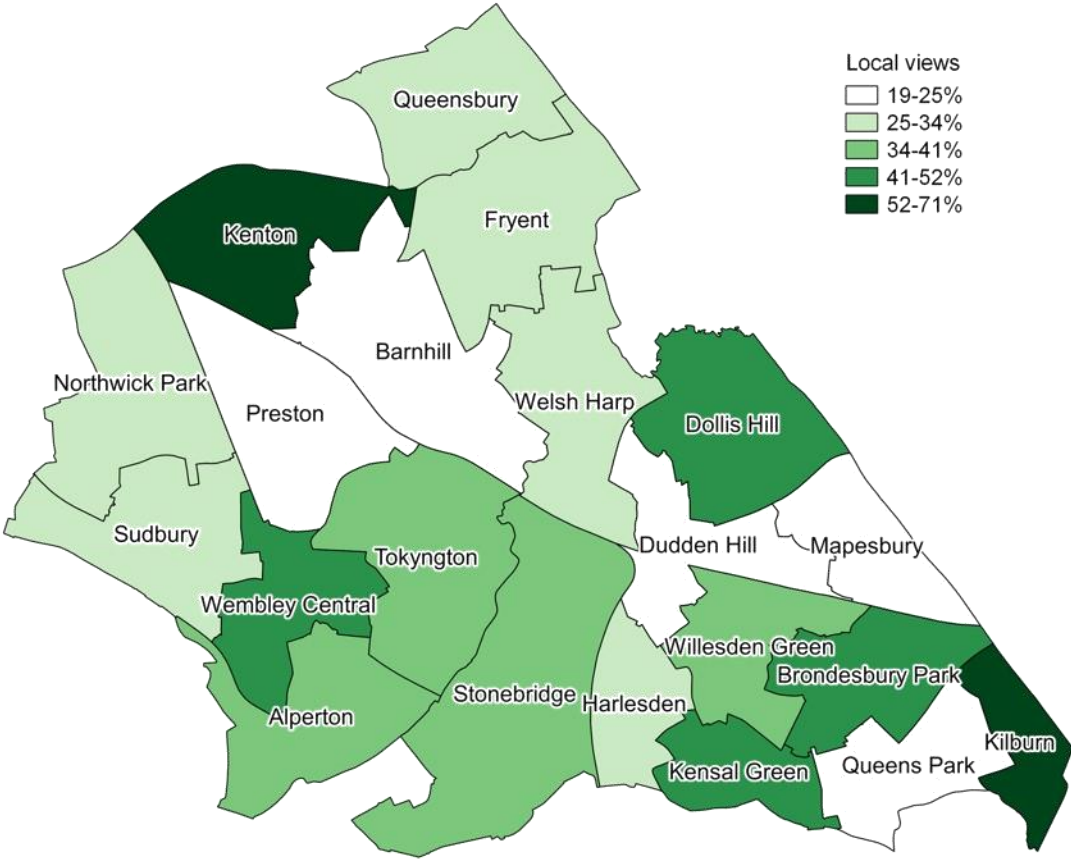
# The council is well run



This is the same for all questions – Kenton has a high proportion who agree, and Barnhill, a high proportion who disagree

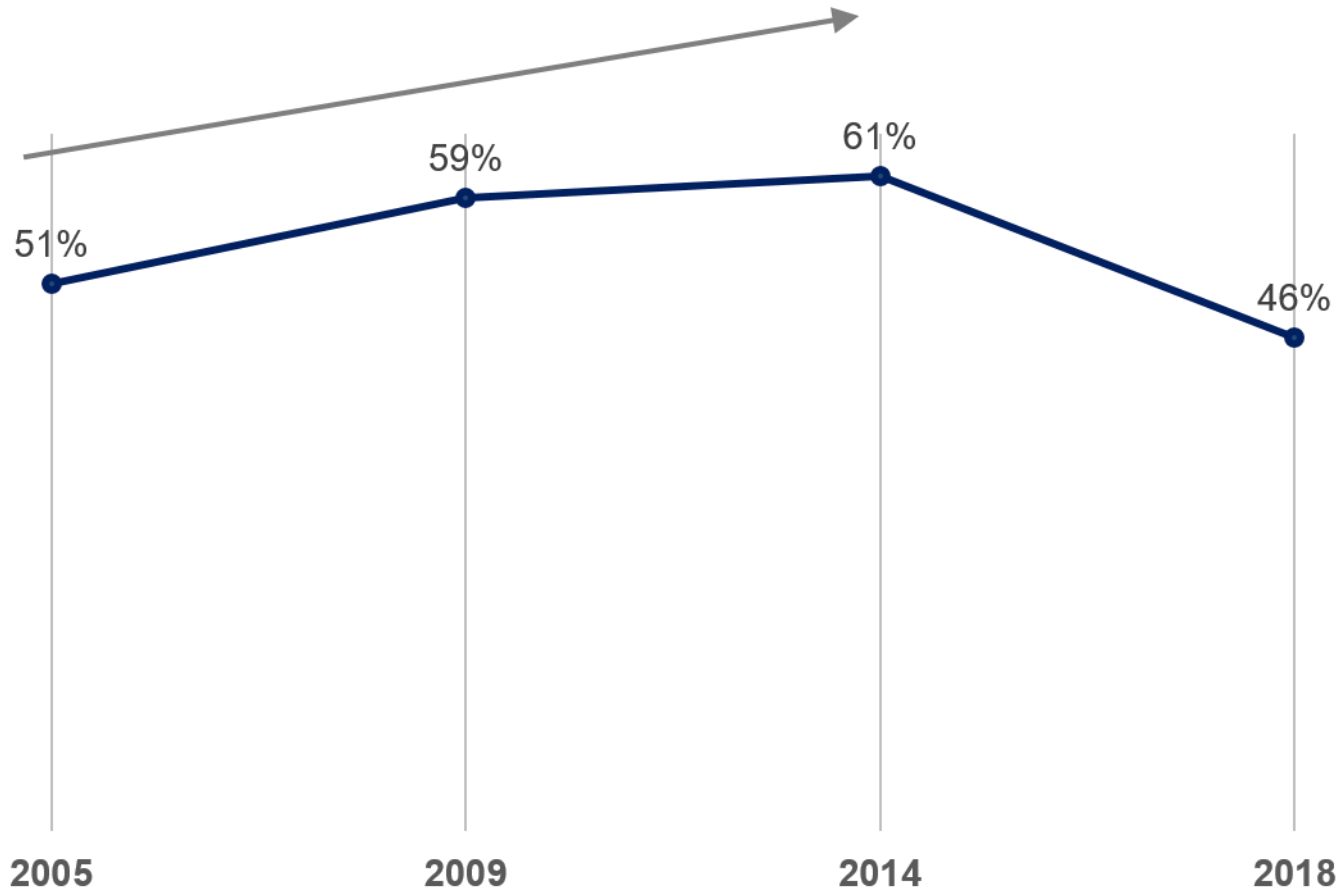


# The council listens to local people

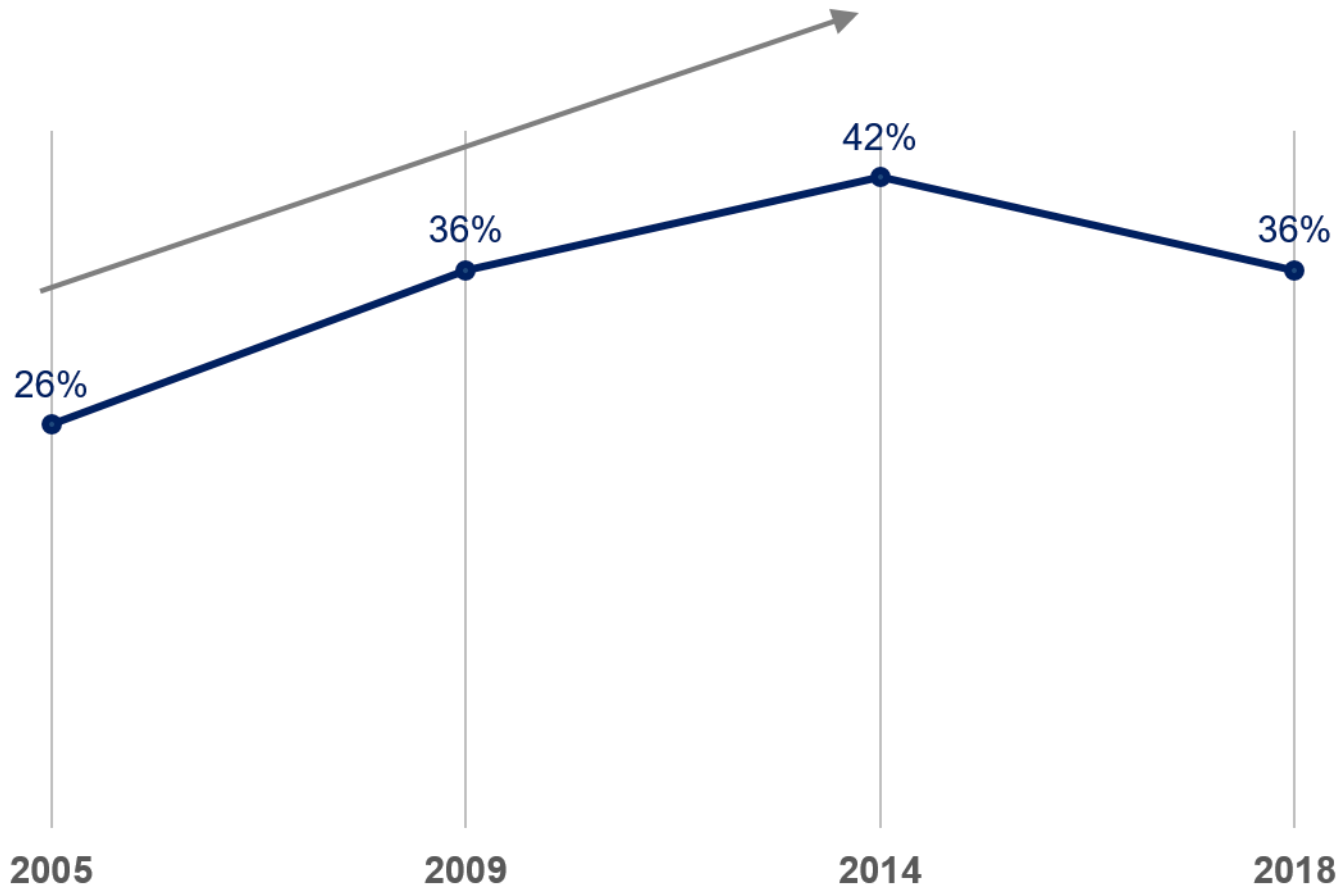




# The council is easy to contact

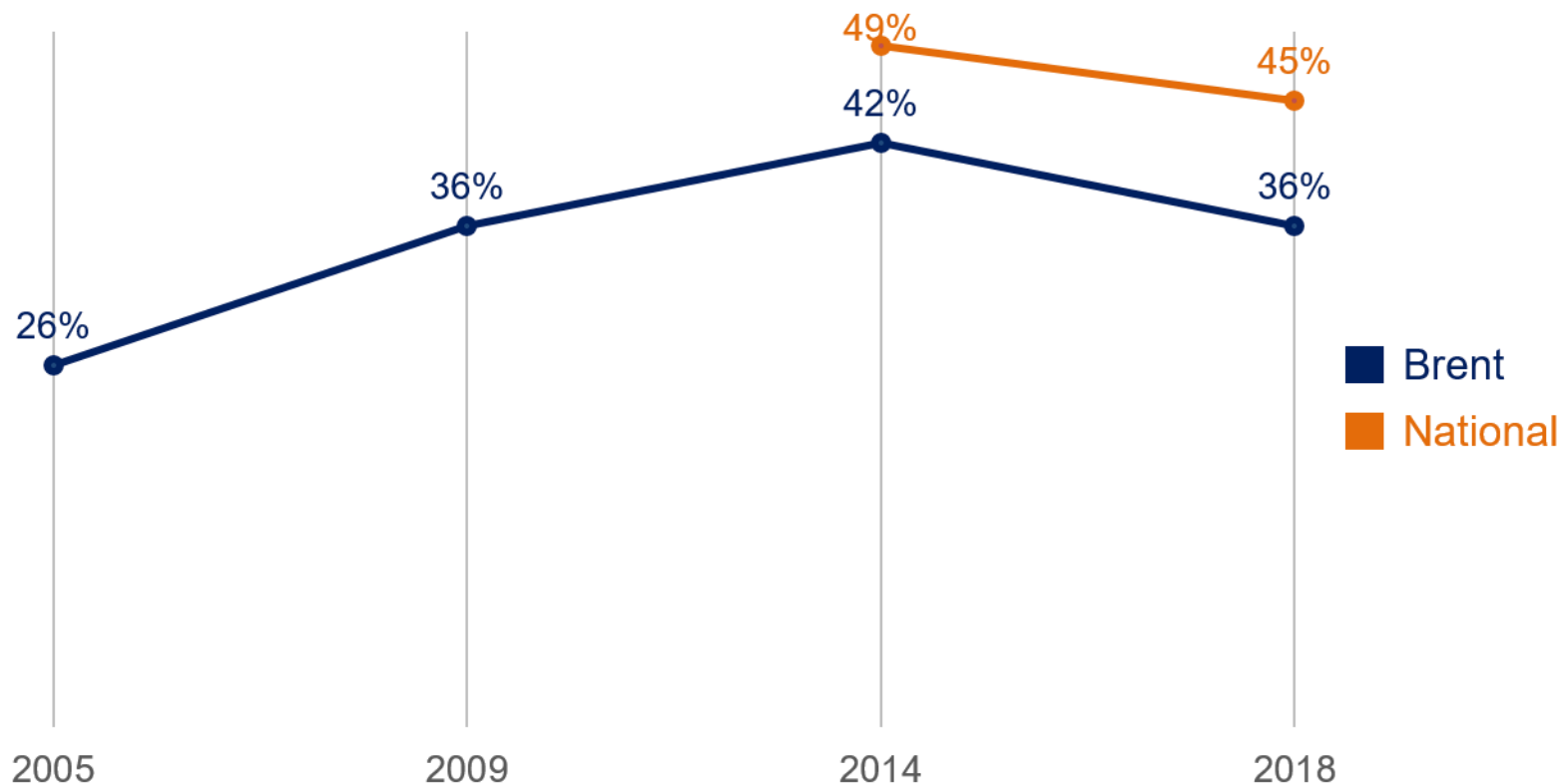


# The council gives good value for money



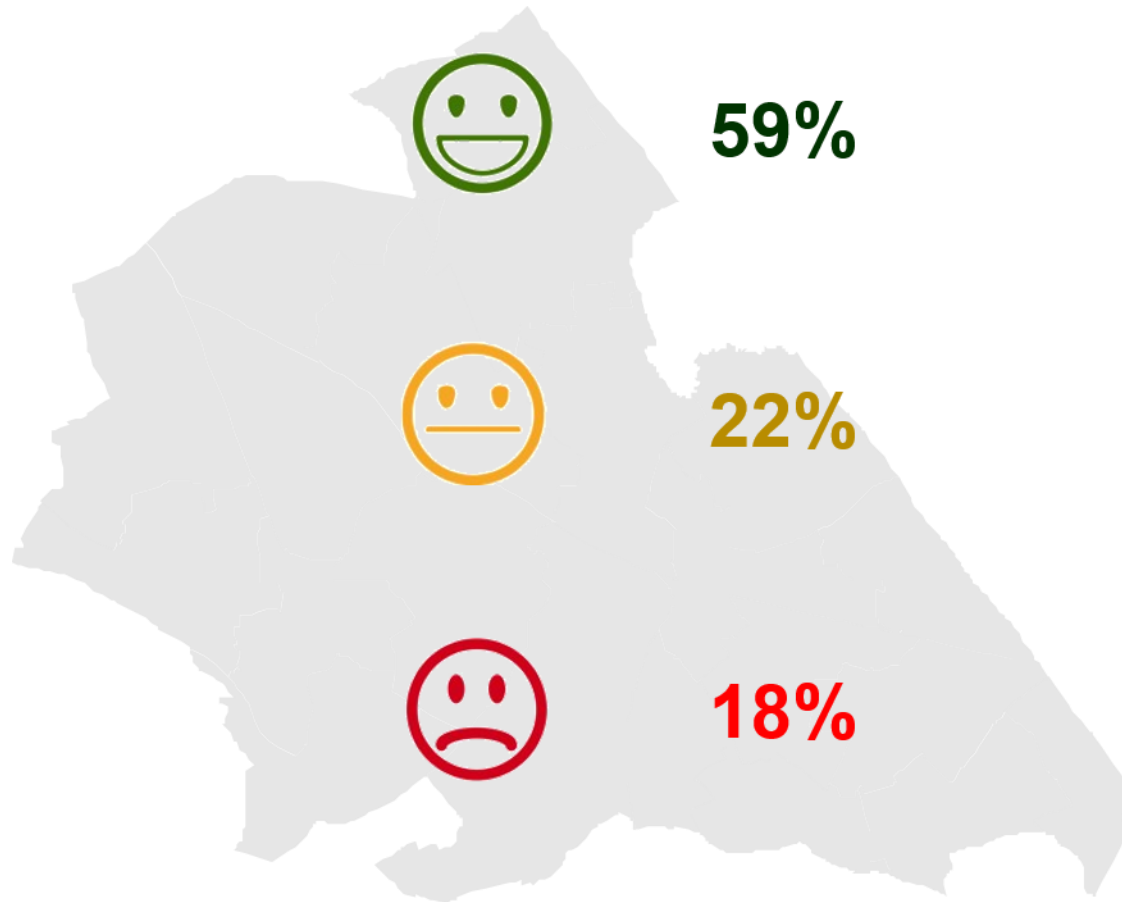
There is a similar story for all perceptions of the council.

# The council gives good value for money



There is a similar story for all perceptions of the council.  
The national trend is also declining overall, this could be related to the recent budget cuts.

# Proud to live in Brent

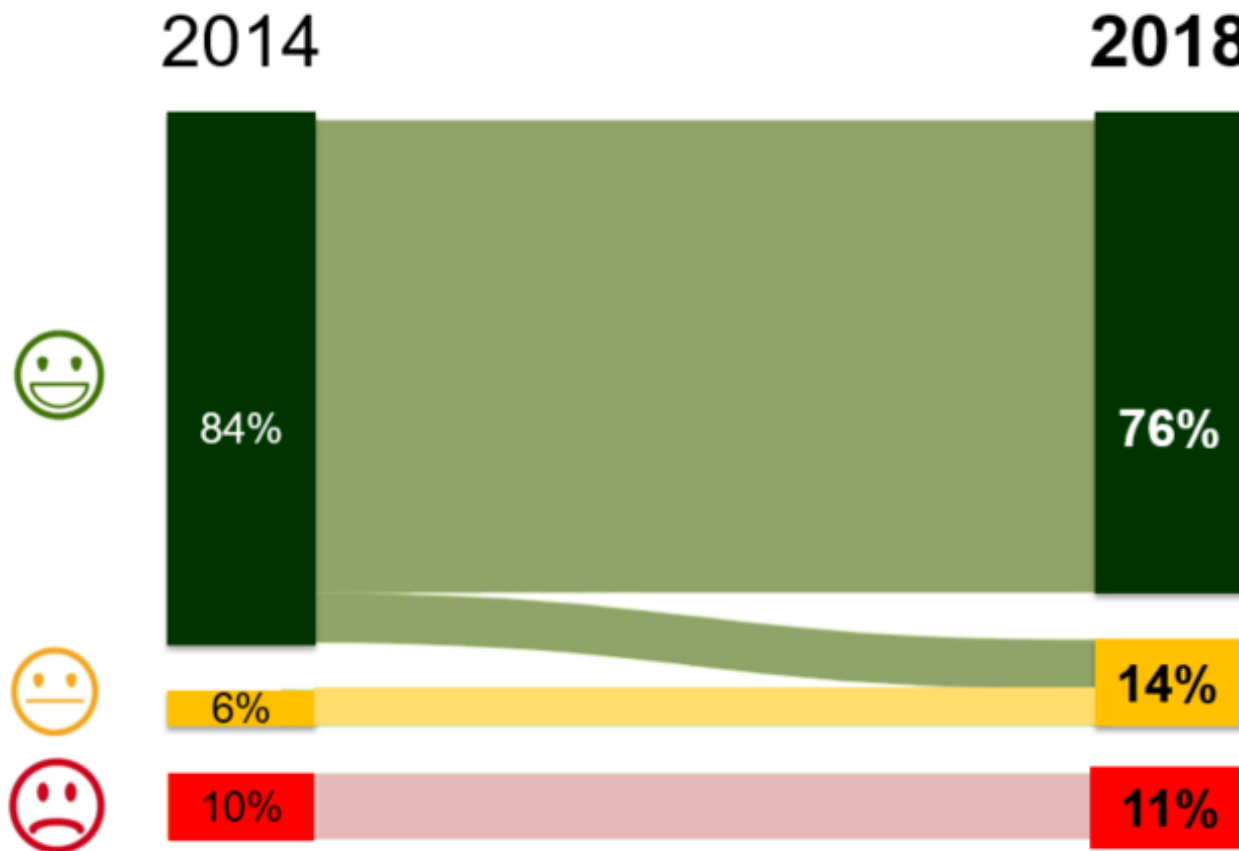


Local Area: within 15-20 mins walk from your home

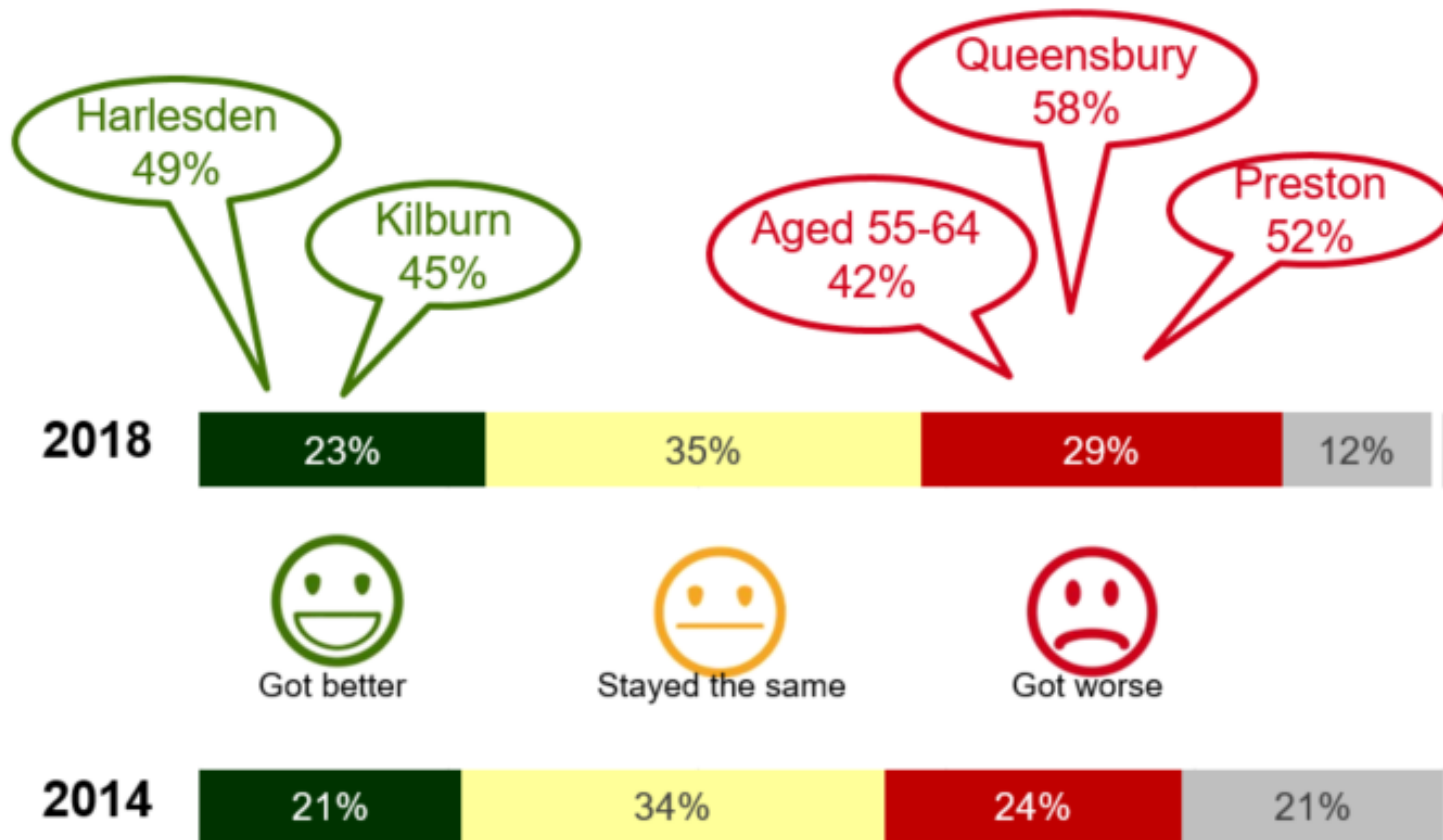
## **Community and local area**

# Satisfaction with your local area

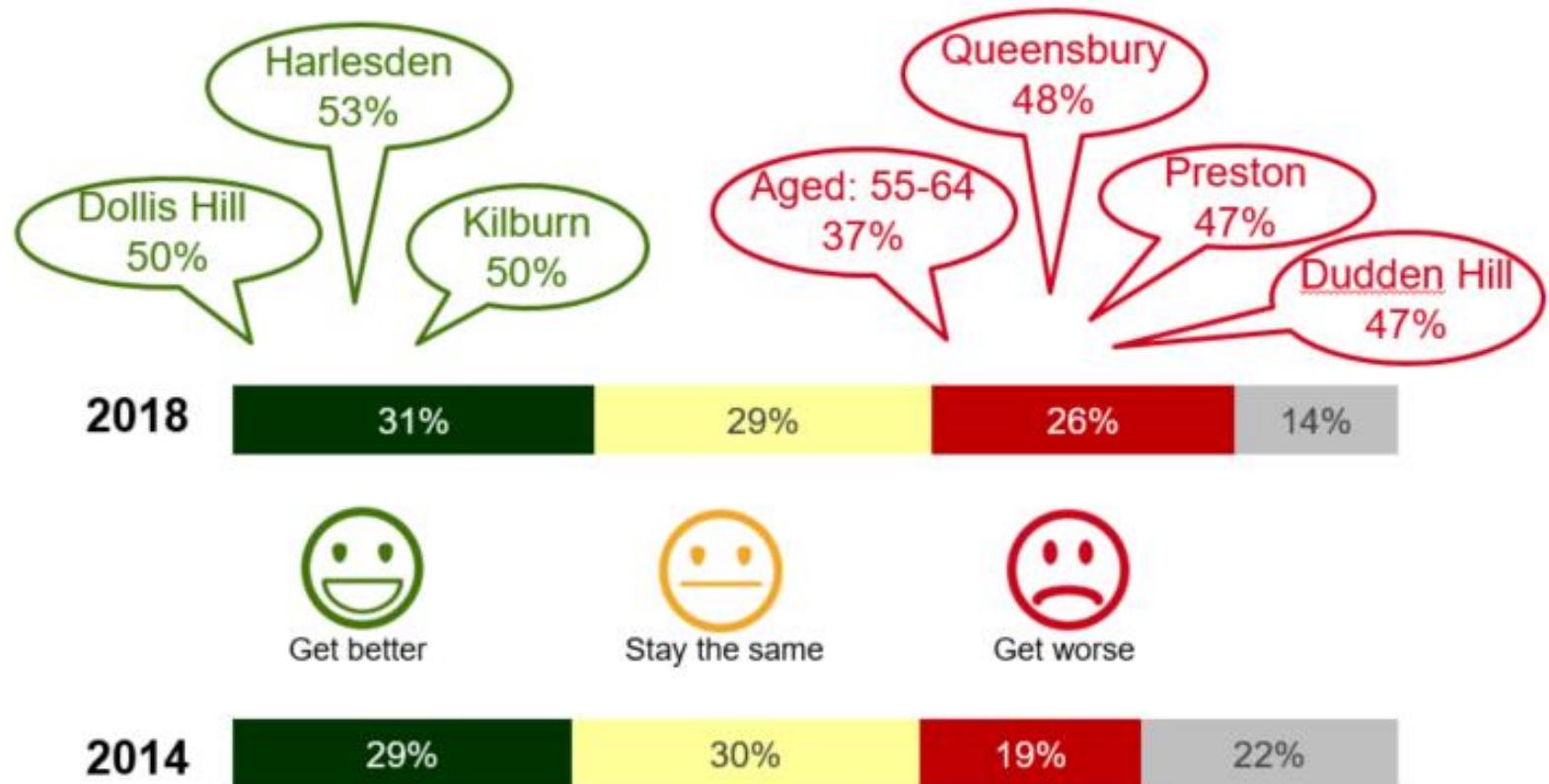
LGA: 79%



# How has the local area changed in the last four years



# How will the local area change in the next four years

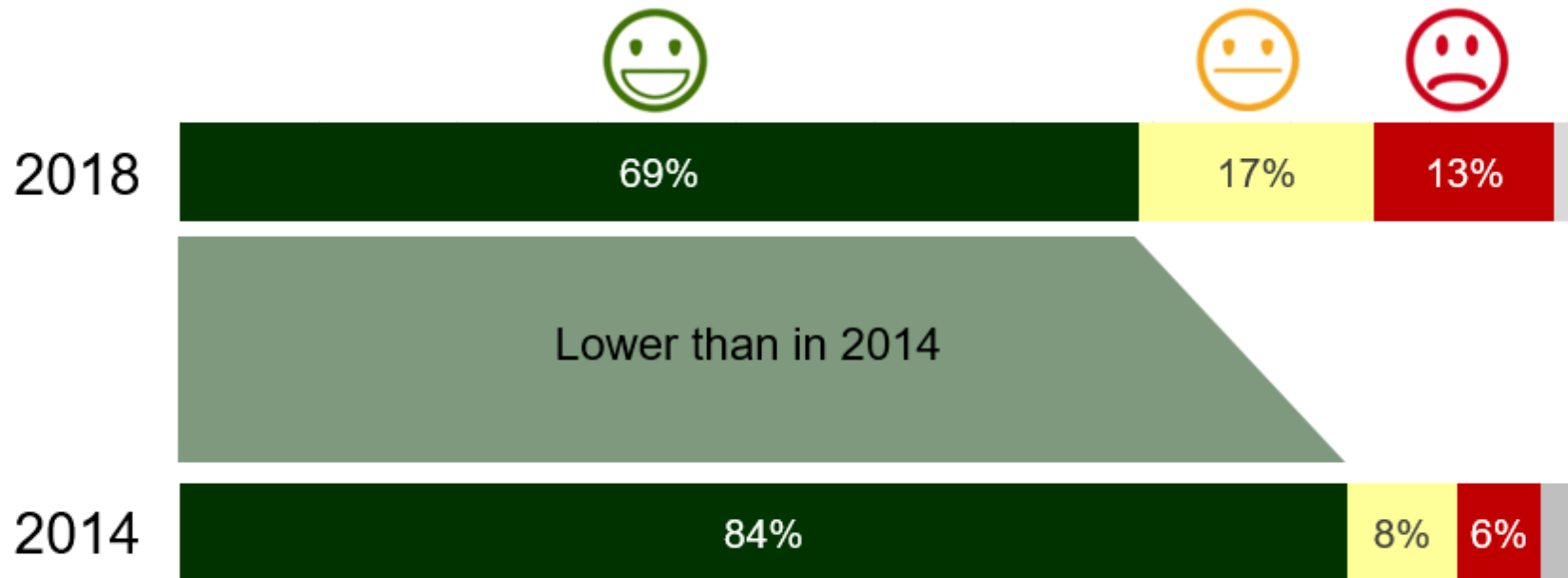




# Perceptions about the local area



People from different backgrounds get on well together



# Perceptions about the local area



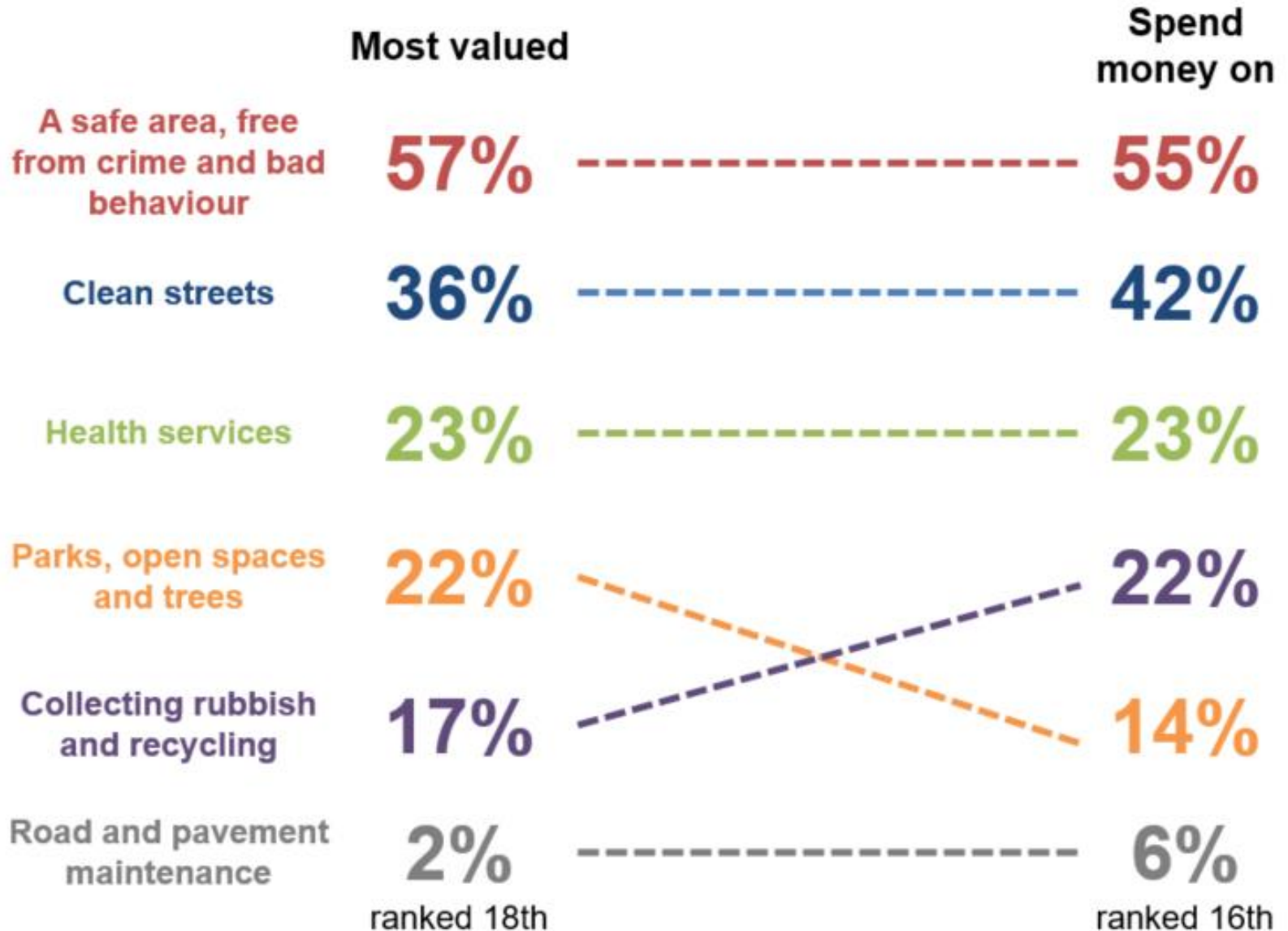
Local people can contribute to making the area better



People in my local area already get together to make the area better



# Local priorities



# Local priorities least important



Shopping facilities



**17%**



Built environment: old and new buildings



**16%**



Cultural activities



**14%**



Parks, open spaces and trees



**13%**



Transport



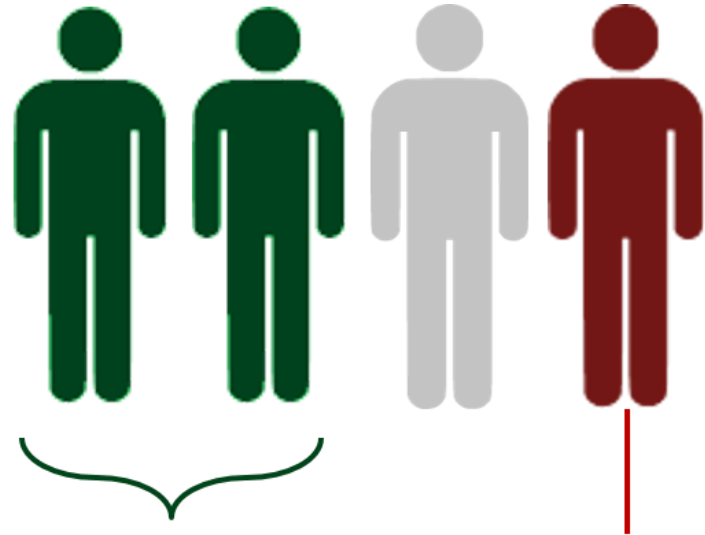
**13%**

None of these



**27%**

# Local service perceptions



Agree

Disagree

## Local services

...are well run

49%

23%

...provide good value for money

45%

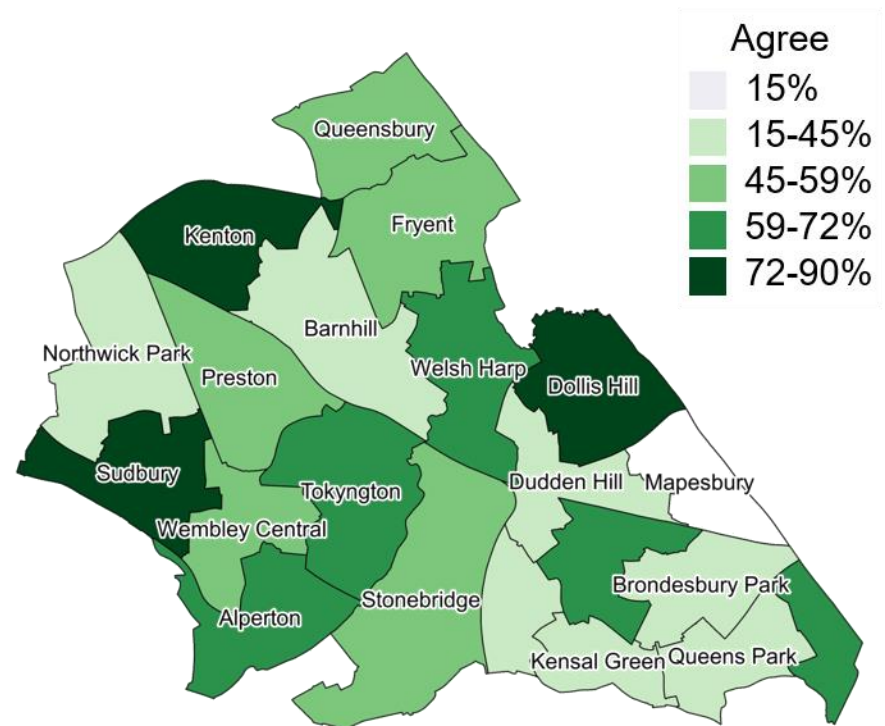
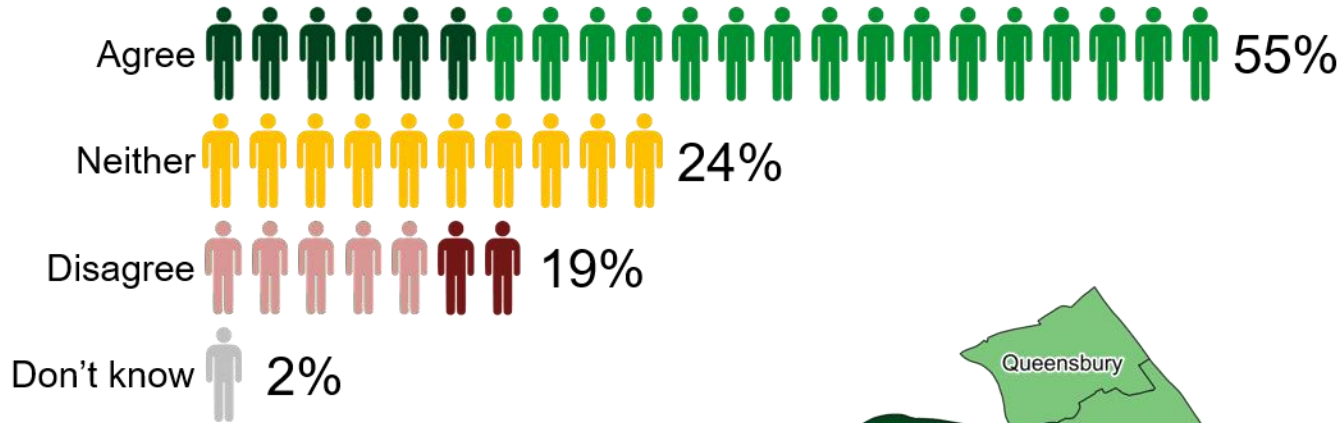
27%

...are making my local area a better place to live

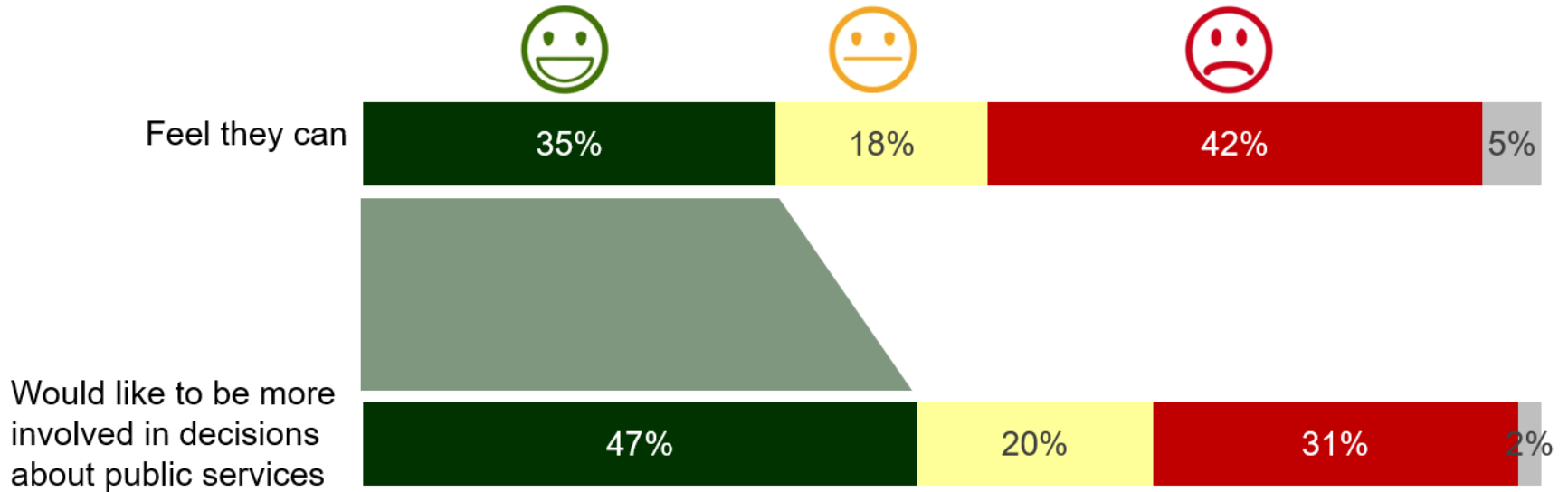
48%

24%

# Local services are easy to access



# Influencing local decisions



**COMMUNITY SAFETY**



# Community Safety

**91%** residents feel safe in the daytime



**66%** residents feel safe after dark



People feel unsafe after dark because....

	2018	2014
Crime levels	41%	22%
Gangs/people hanging around	21%	15%
Drunks/dodgy characters	12%	12%
Antisocial behaviour fights, etc.	11%	6%
Drug issues	10%	5%

Base: 518 respondents

NB: Street lighting has moved out of the top five reasons

# Problems in the neighbourhood



Rubbish or litter lying around



57%



People using or dealing drugs



42%



People being drunk or rowdy in public



41%



People hanging around



40%

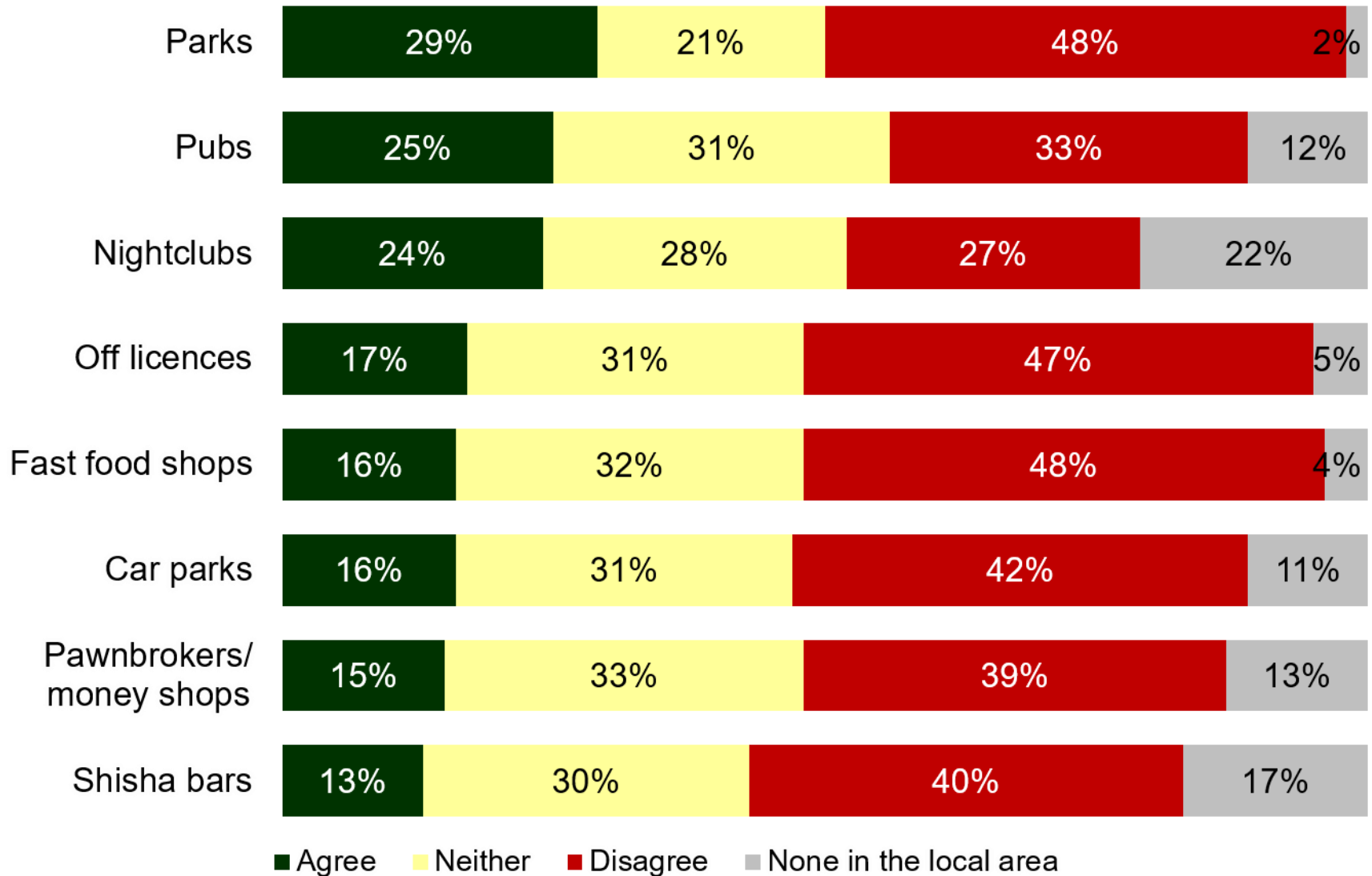


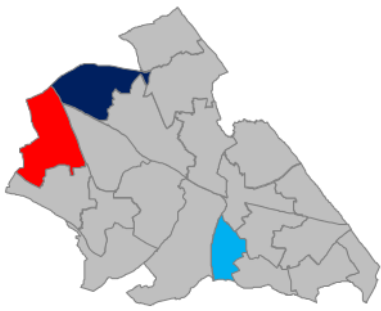
Robbery



37%

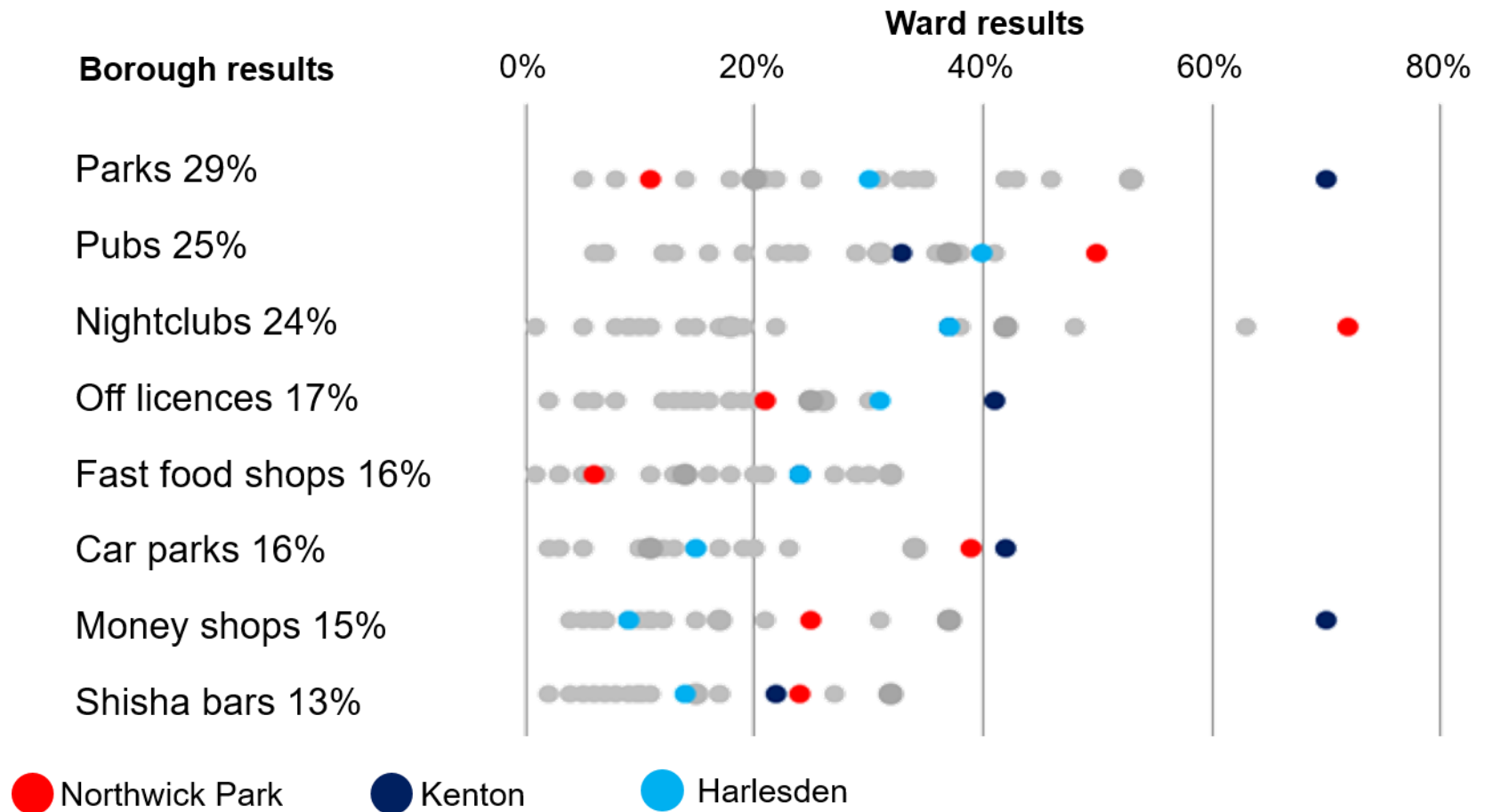
# Places that attract crime or ASB





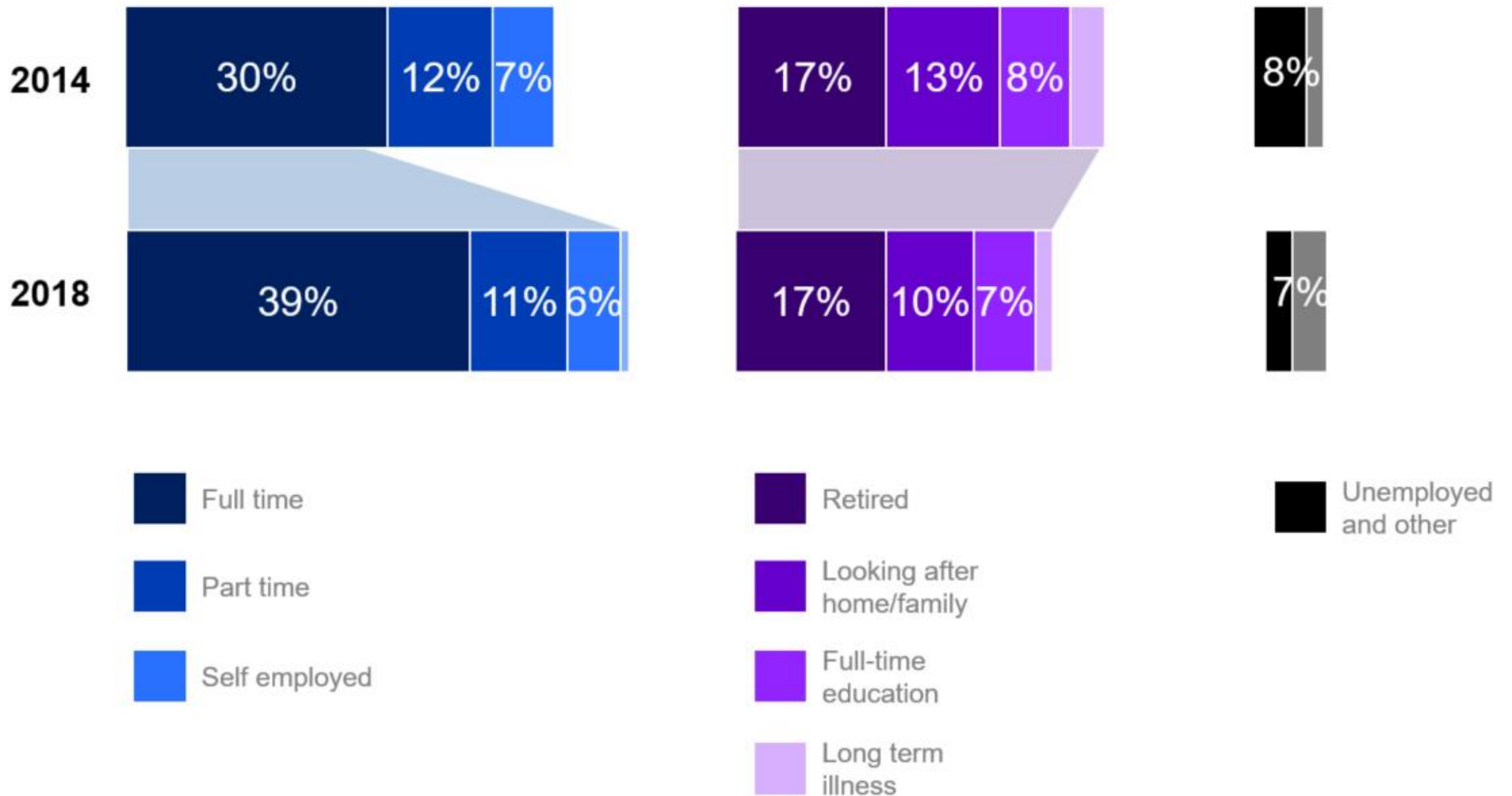
# Places that attract ASB

Which of the following places in your local area attract crime or anti-social behaviour?



**How residents spend their time**

# Employment



# Location of Job

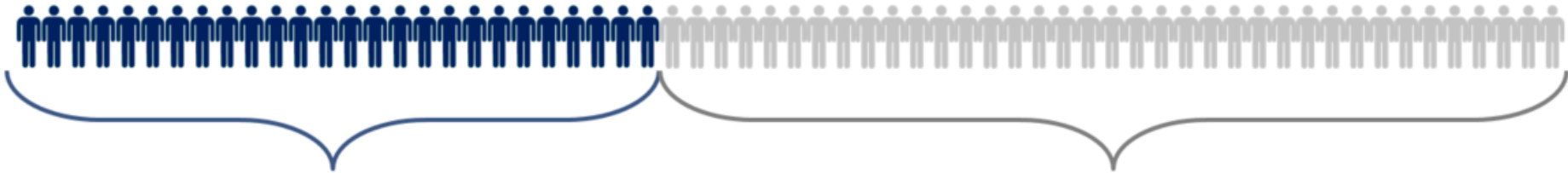
**37%**  
work within  
**Brent**

Neighbouring borough	11%
Central London	17%
Elsewhere in London	20%
All across London	11%
Outside London	2%



# Unemployment

Unemployment halved from **6%** in 2014 to **3%** in 2018



26 of the 61 unemployed residents have not looked for work

Of the remaining 37

The unemployed were:

♂ 36 ♀ 24

Black	21
Asian	20
White other	9
Other	6
White British/Irish	3
Mixed	1

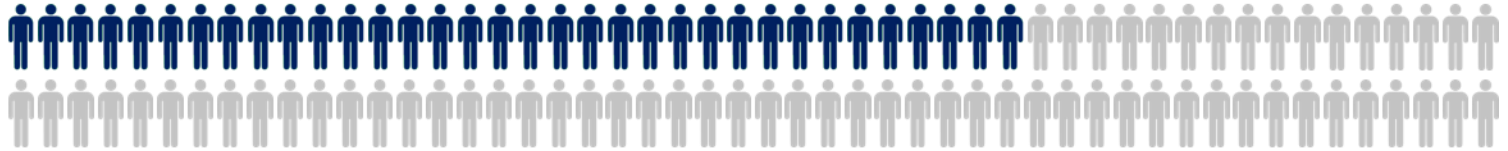
18	visited a job centre
13	applied for a job using the internet
8	joined a recruitment agency
8	asked friends/relatives
5	applied for a job in a paper
5	used social media (LinkedIn, Facebook)
5	sent speculative applications



# Volunteering

34%

2018



volunteered in the last year

At least once a week	13%
At least once a month	8%
Less often	7%
Occasional (one-off)	5%

18%

2014



**HEALTH**

# Changes for health



**1** in **2**  
residents  
(49%) did not  
want to make  
any changes to  
their health

**37%**



Amount of  
exercise

**23%**



Quality  
of diet

**5%**



Alcohol  
intake

**5%**



Emotional/  
mental health

**4%**



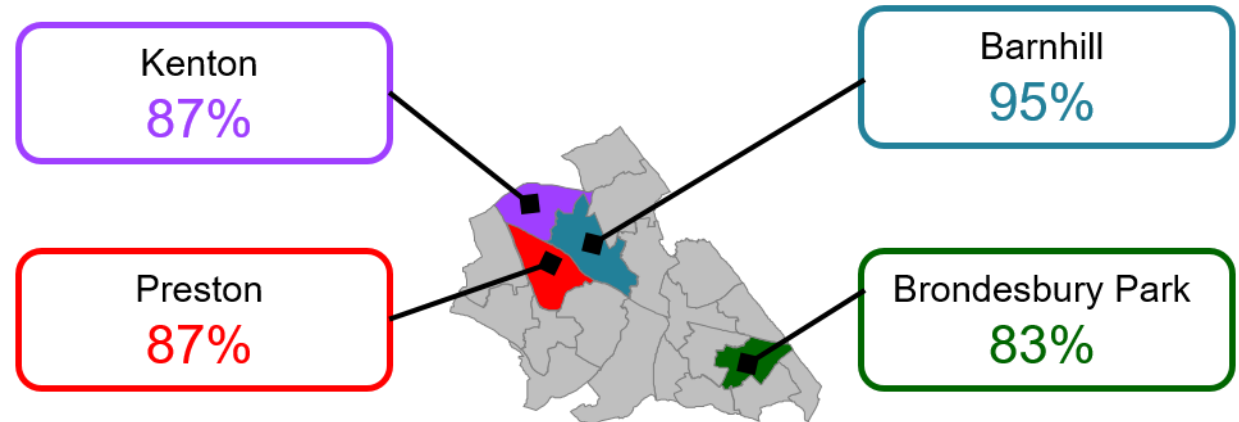
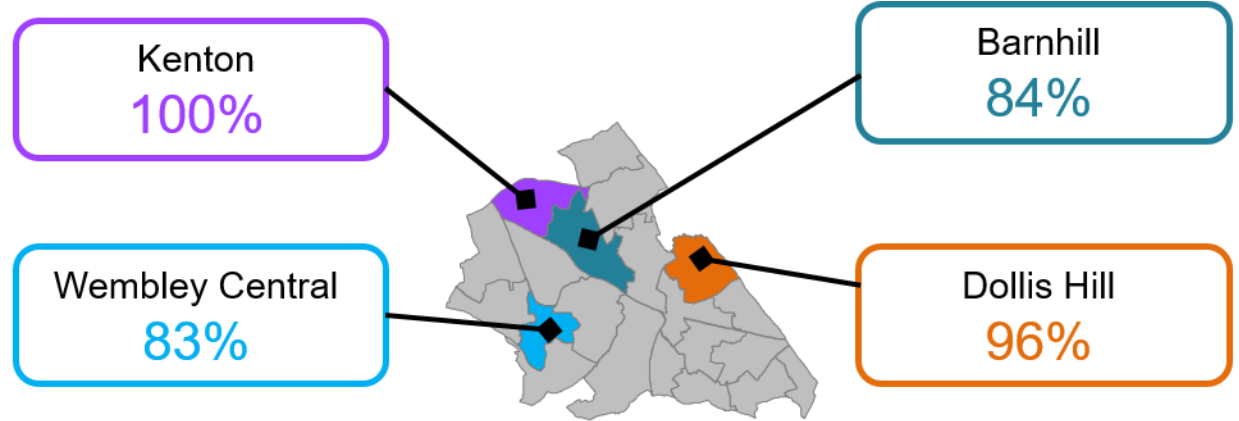
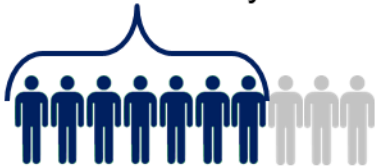
Smoking

# Exercise and health

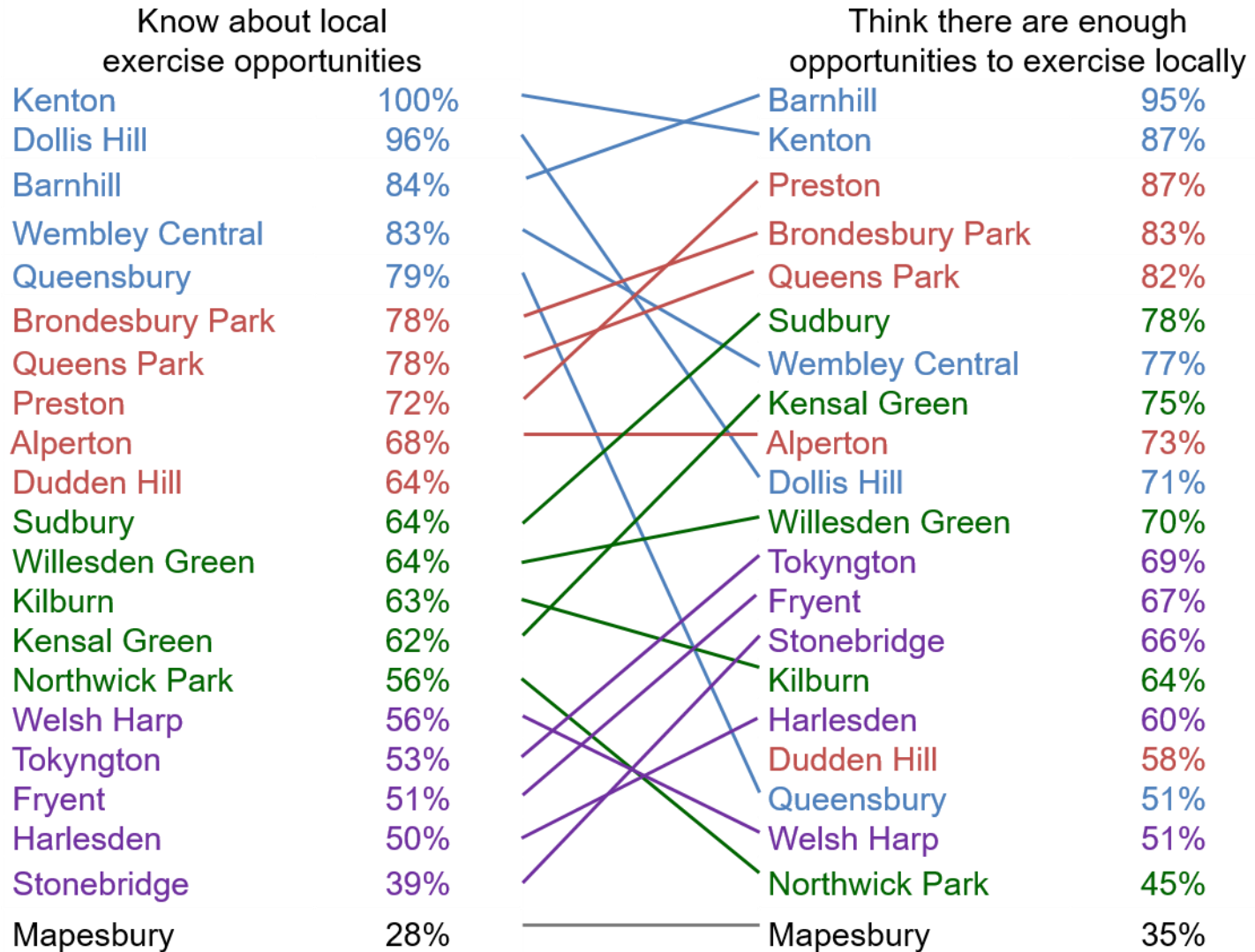


know where they can exercise locally

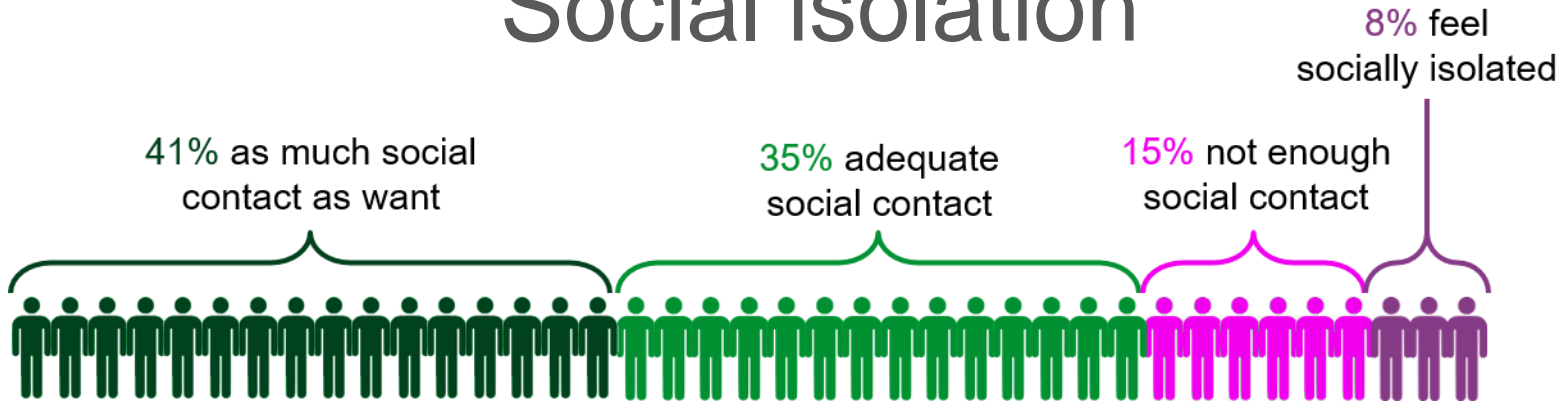
69% think there are enough opportunities to exercise locally



# Exercise and health



# Social isolation



## Willesden Green

**17%**  
not enough contact

**26%**  
socially isolated



## Kilburn

**48%**  
not enough contact

**20%**  
socially isolated

## Not enough contact or socially isolated?



**37%**  
Long term disability



**31%**  
75+ in household

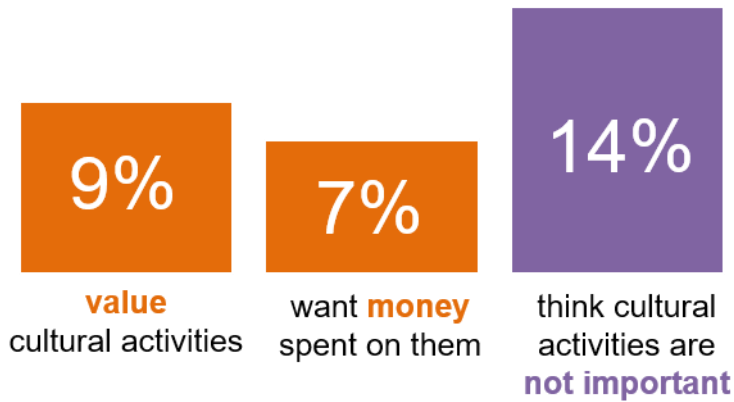


**30%**  
skilled trades

**CULTURE**

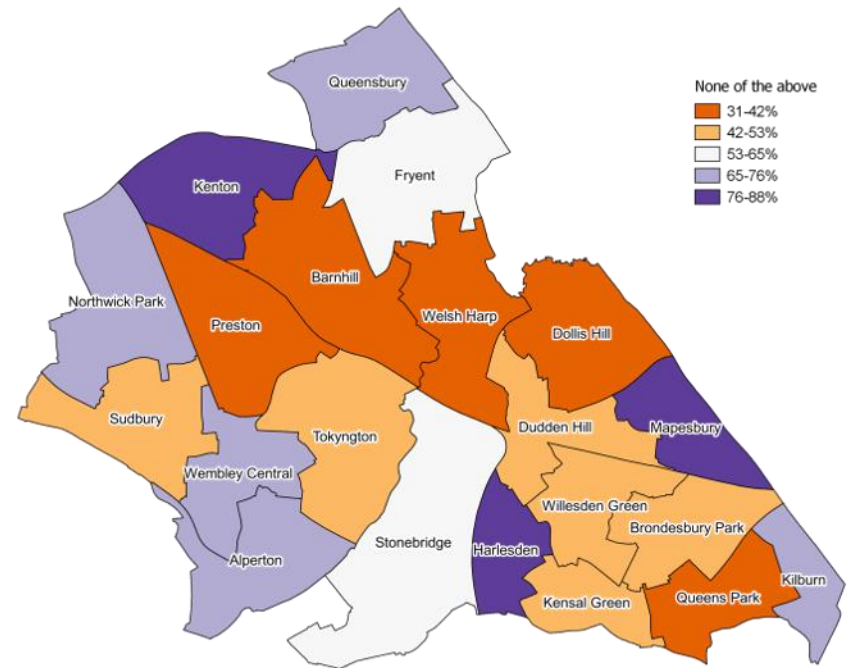
# Culture overview

When asked to pick from a list....



When asked what cultural activities they had done in the last year

**57%** answered none of these...



answers ranged from **31%** to **88%**





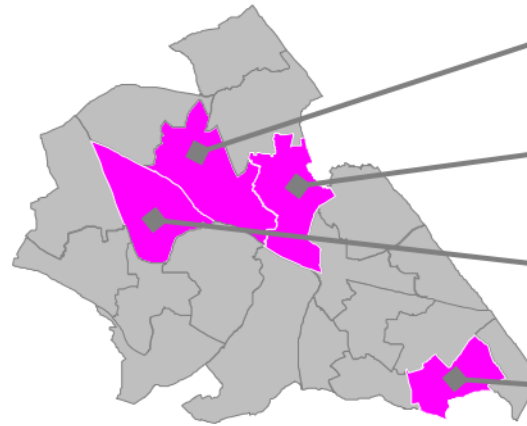
# Reading



1 in 4 (28%)  
read for pleasure

Half as much as London

1 in 2 (61%)



Barnhill 65%

Welsh Harp 56%

Preston 56%

Queens Park 50%



45% Senior managers and professionals read

# Writing

**2%** wrote a story or a play  
lower than London, 4%

**8%** in Brondesbury Park  
and **5%** in Tokyngton and  
Willesden Green

**5%** of under 25s

**1%** wrote poetry  
Less than London 3.2%

**6%** in Willesden Green



# Dance



1% residents dance ballet  
similar to 0.8% nationally

this increases to **4%**  
in Brondesbury Park  
and Tokyngton



4% residents dance in other styles (not for fitness)  
half as much as 8.0% in the UK



4% residents dance for fitness  
lower than 6.9% in London





# Music



2% sang to an audience



3% played a musical instrument to an audience



4% played a musical instrument for their own pleasure



2% wrote music



# Theatre



1% performed in a play  
similar to London 1%



3% took part in a carnival  
similar to 2.8% in London



2% took part in street arts  
similar to 1.9% in London

# Art



Queens Park is the most arty ward



**3%** made films compared to **6.6%** in London

**4%**

residents created photographic art compared to **12.3%** in London



**6%** residents created traditional art compared to **16%** in London

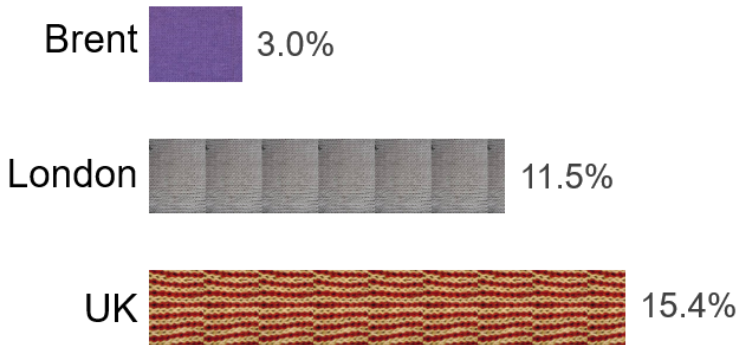
This increases to **15%** Willesden Green and Queens Park



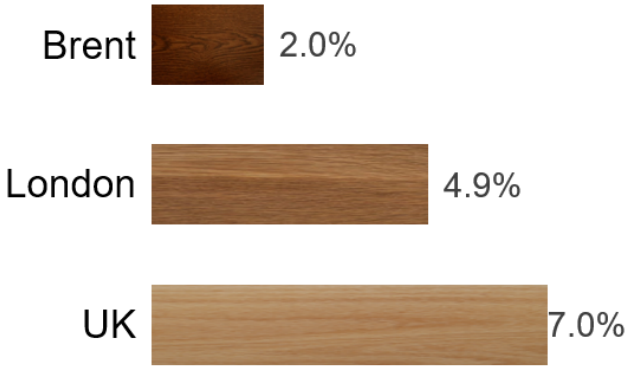
**4%** created original artwork on a computer compared to **8.1%** in London

# Craft

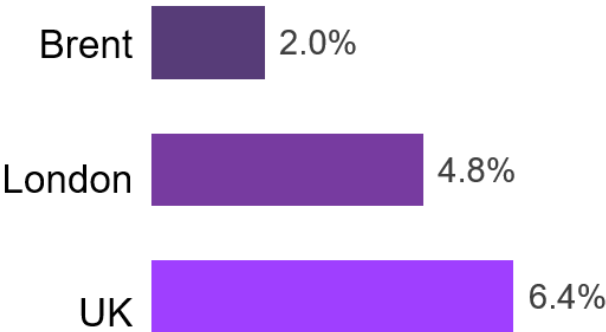
## Textile craft



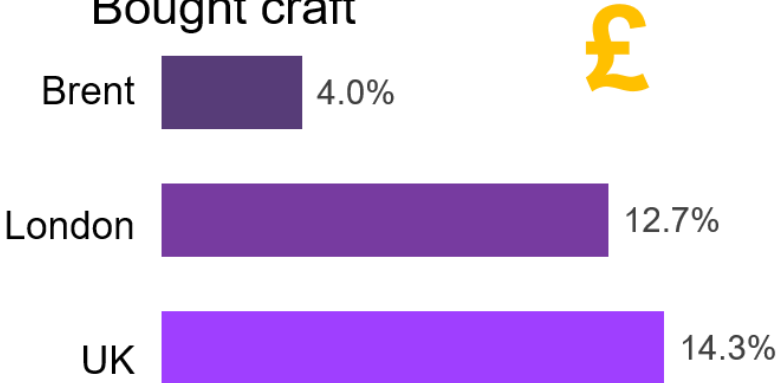
## Wood craft

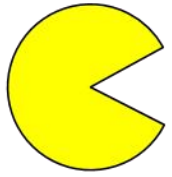


## Other craft e.g. calligraphy, pottery, or jewellery making

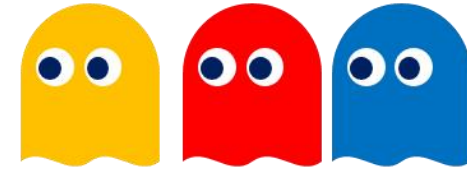


## Bought craft





# Video games



- ▪ ▪ ▪ ▪ 1% of residents created a video or computer game ▪ ▪ ▪ ▪
- ▪ ▪ ▪ ▪ Similar to London and England, both 1.4% ▪ ▪ ▪ ▪
- ▪ Game creation increased to 3% For those Aged 16-24 ▪ ▪ ▪ ▪
- ▪ ▪ ▪ ▪ and for the highest social grade (AB) ▪
- It was also 3% ▪ ▪ for residents with post grad qualifications ▪
- ▪ ▪ ▪ ▪ and those who earn between £50 and £75k ▪ ● ▪



# **Digital Brent and accessing information**

# Contacting the Council

The Council is easy to contact for help and information



## Who disagreed?



Professional and managers **36%**

Over 55s: 55-64: **34%** ; 65+ **32%**



Home owners **33%**

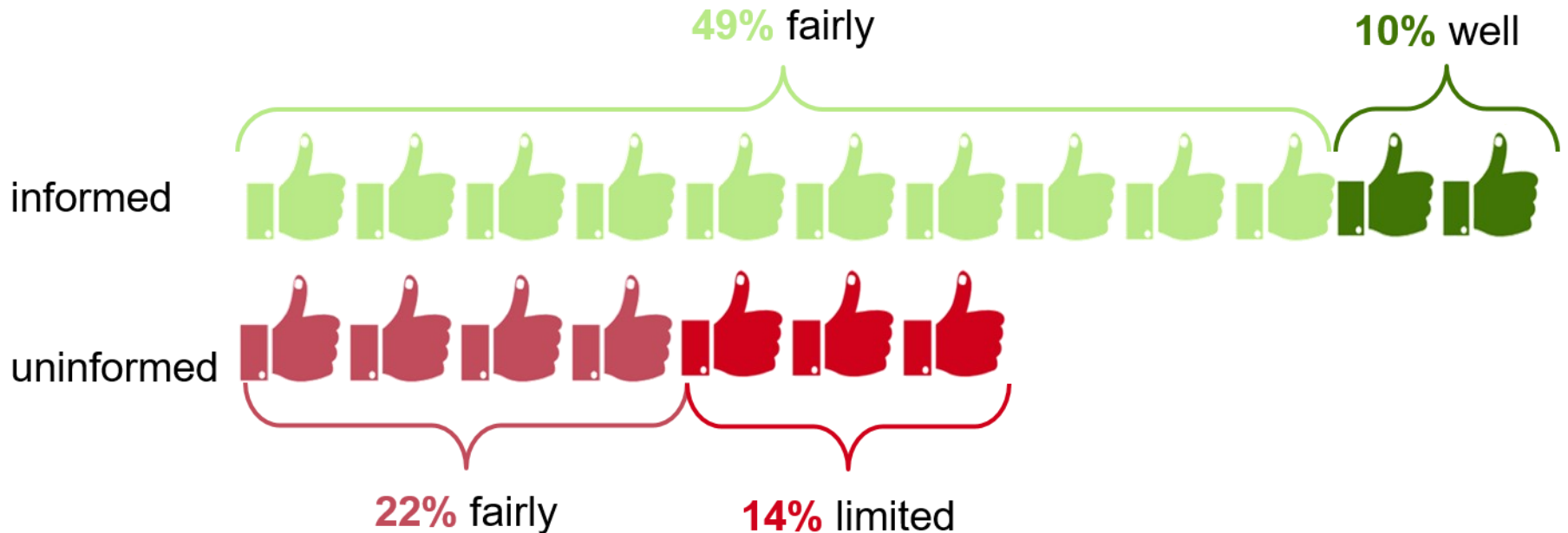


Barnhill **52%**

Queens Park **48%**

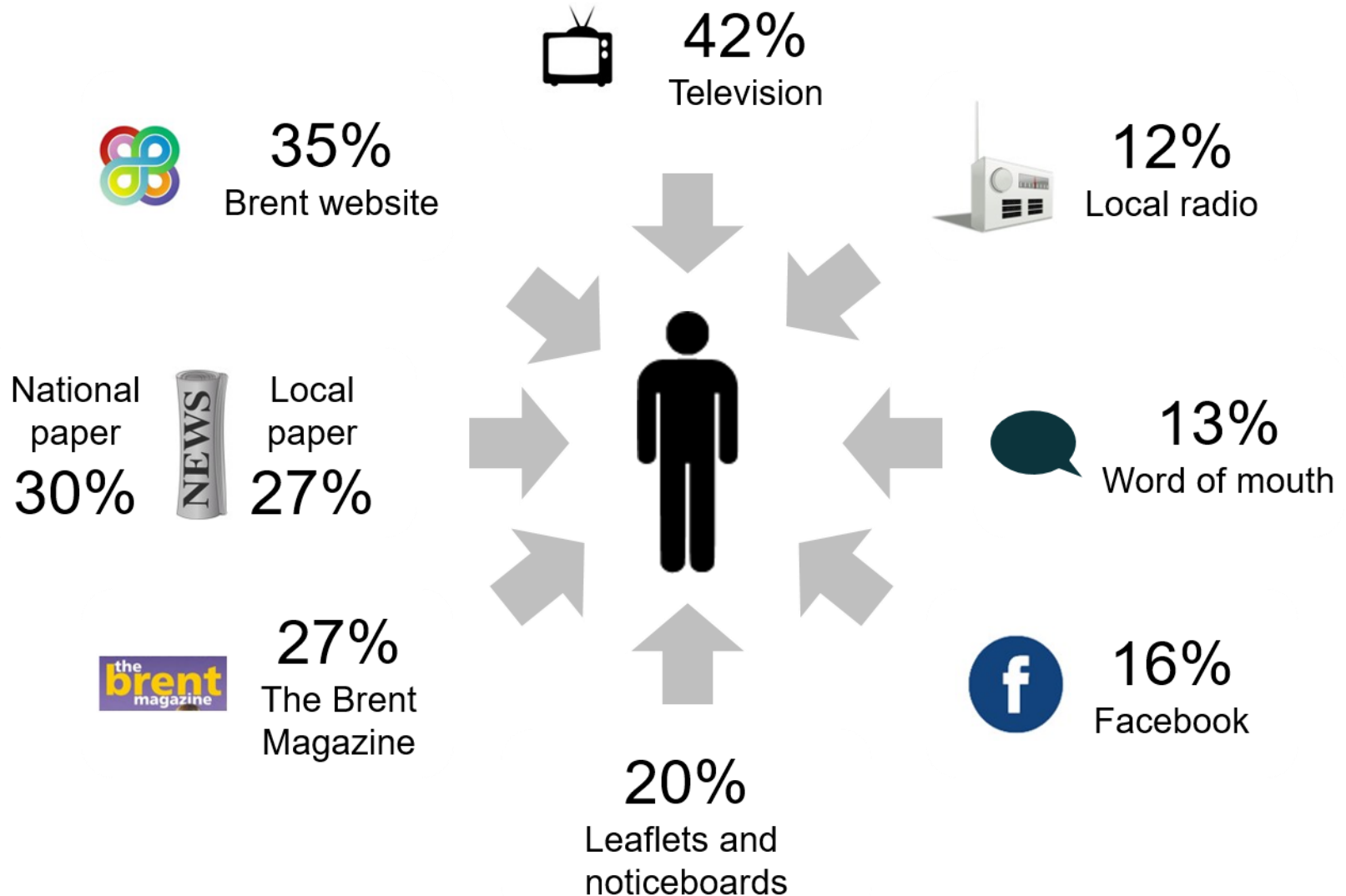
# How informed are you?

Brent Council keeps me informed about the services and benefits it provides



Overall, 59% residents feel informed, compared to 53% nationally

# How do you get your information?



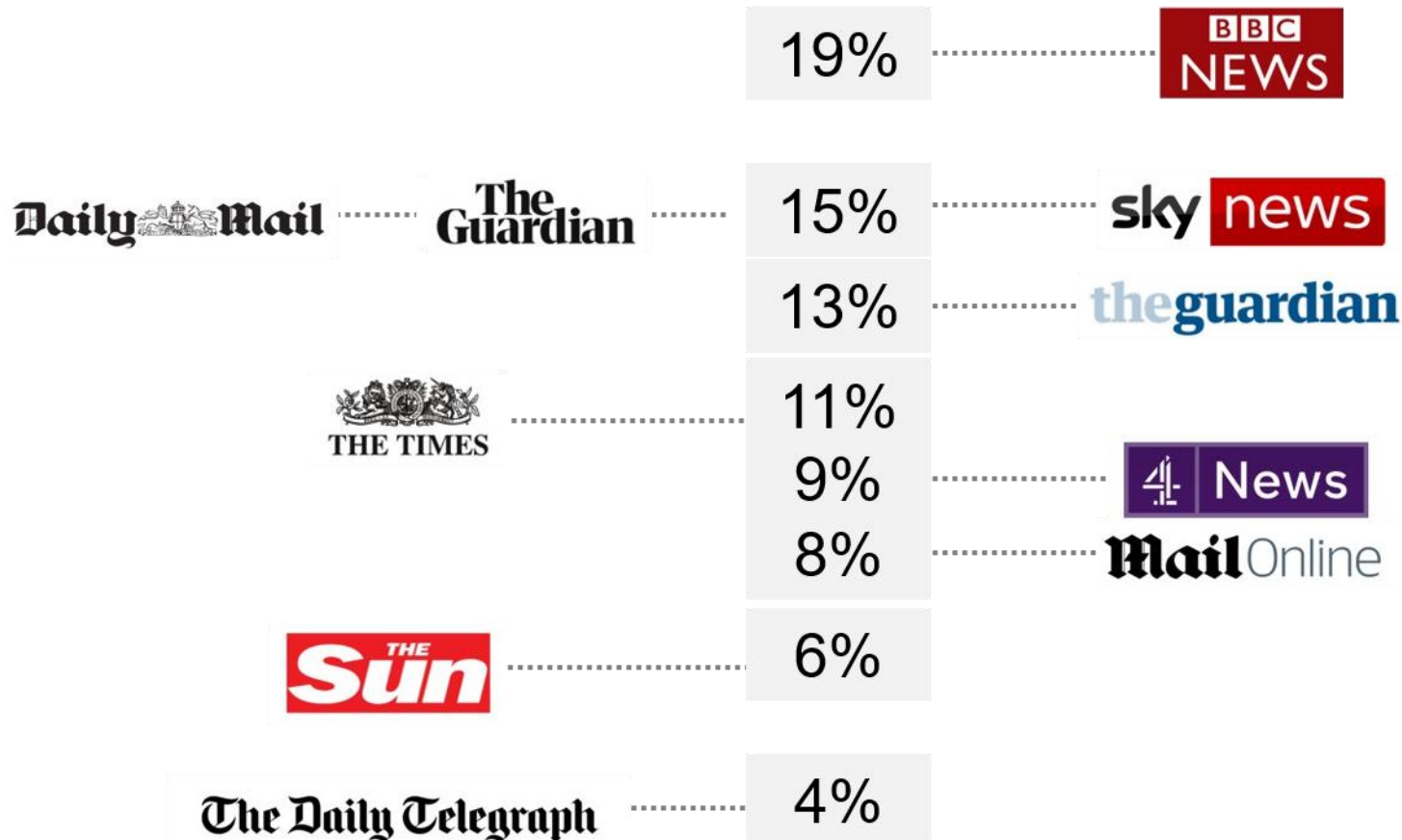
# Main news sources read in the last week



In print



Online



# Which local newspaper do you read?



54%



42%



11%

# Which Brent Council publications have you seen recently?



The Brent Magazine

46%



www.brent.gov.uk

29%



Leaflets or brochures

25%



Your Brent e-newsletter

19%



# Online services

Unlikely to use

Already used

Use in the future

making a payment

27%



46%

22%

information about services

24%



41%

30%

apply for a service

30%



32%

32%

report an issue

33%



30%

34%

make a complaint

29%



21%

38%

make an appointment

35%



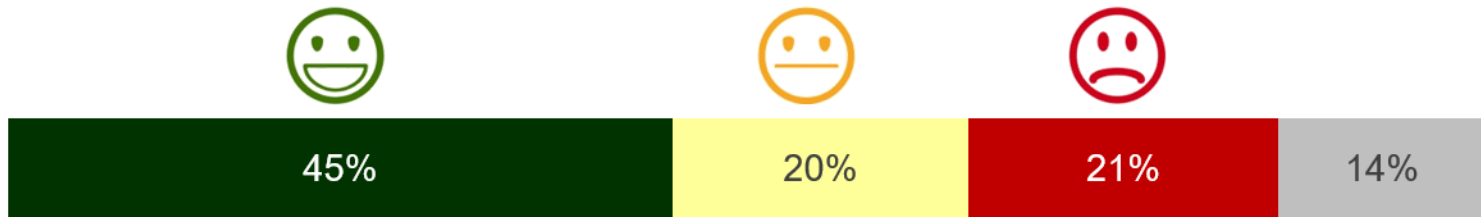
20%

34%



# Online services

It is easy to carry out council transactions online



**55%**  
Families with children under 5

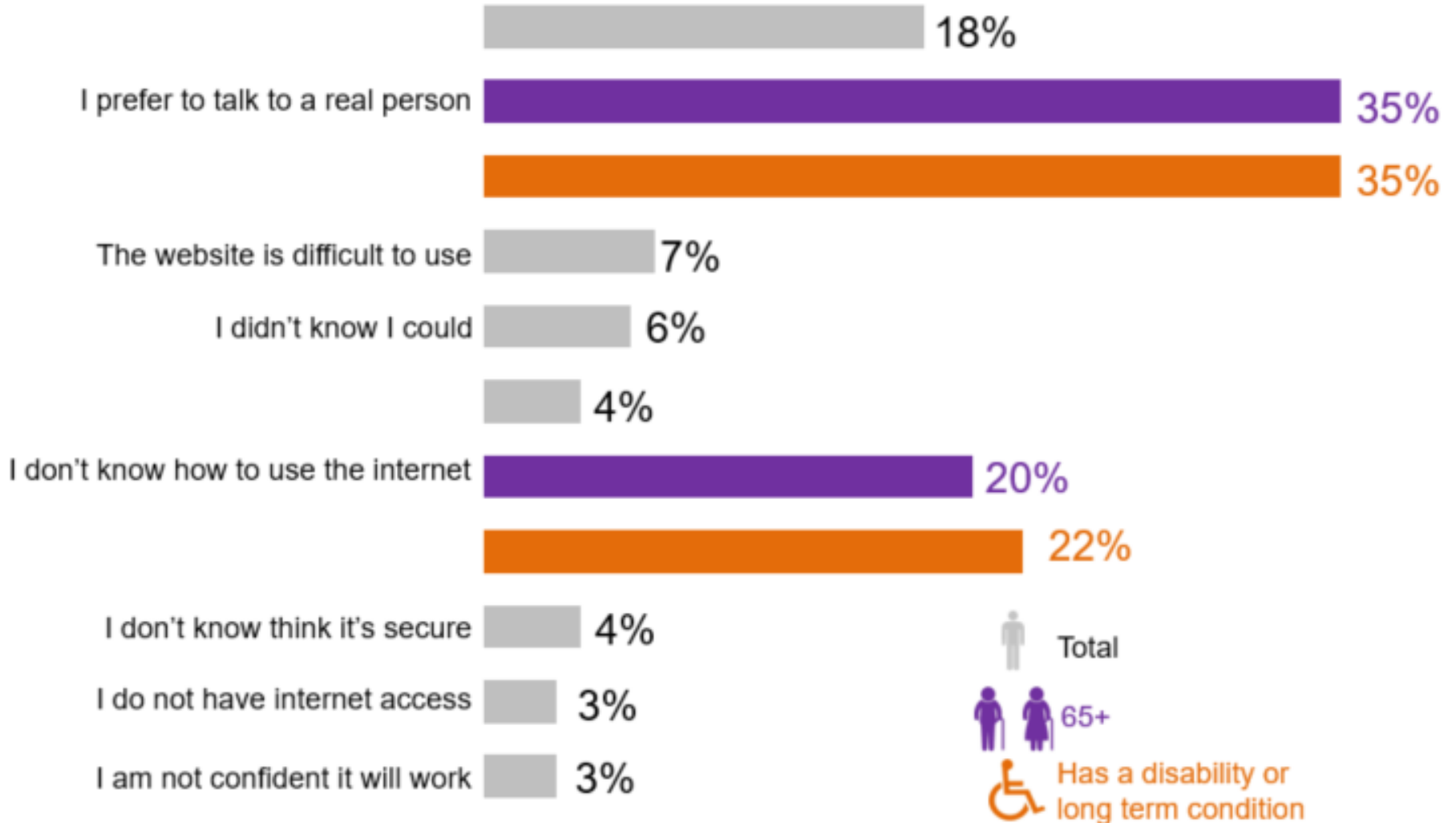
Higher household incomes:  
£50-£75k  
**68%**  
and £75k+  
**65%**

Wards:  
Kenton  
**83%**  
and Kilburn  
**68%**

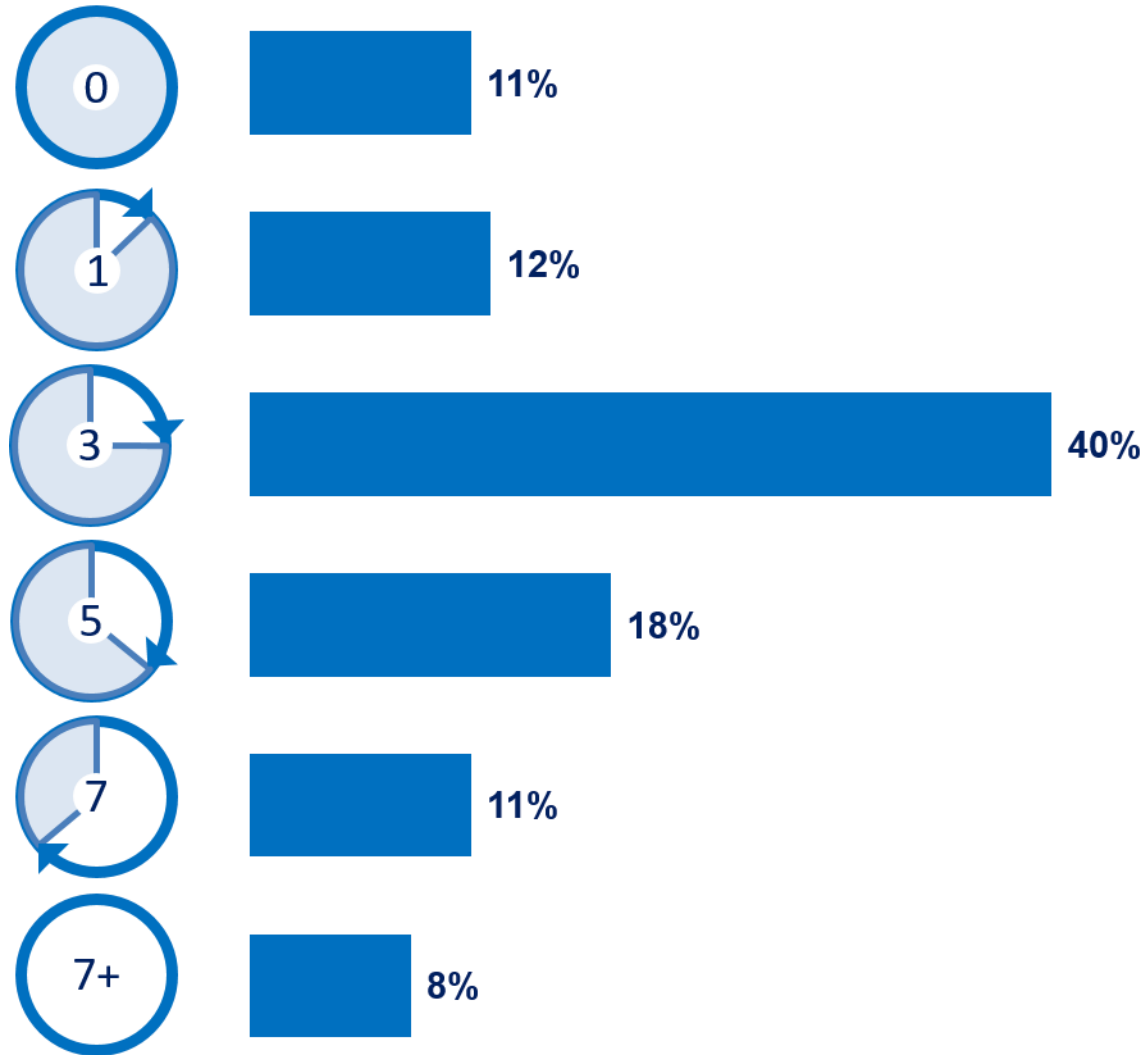
Wards:  
Barnhill  
**48%**  
Queens Park  
**41%**  
and Mapesbury  
**37%**

# Online services

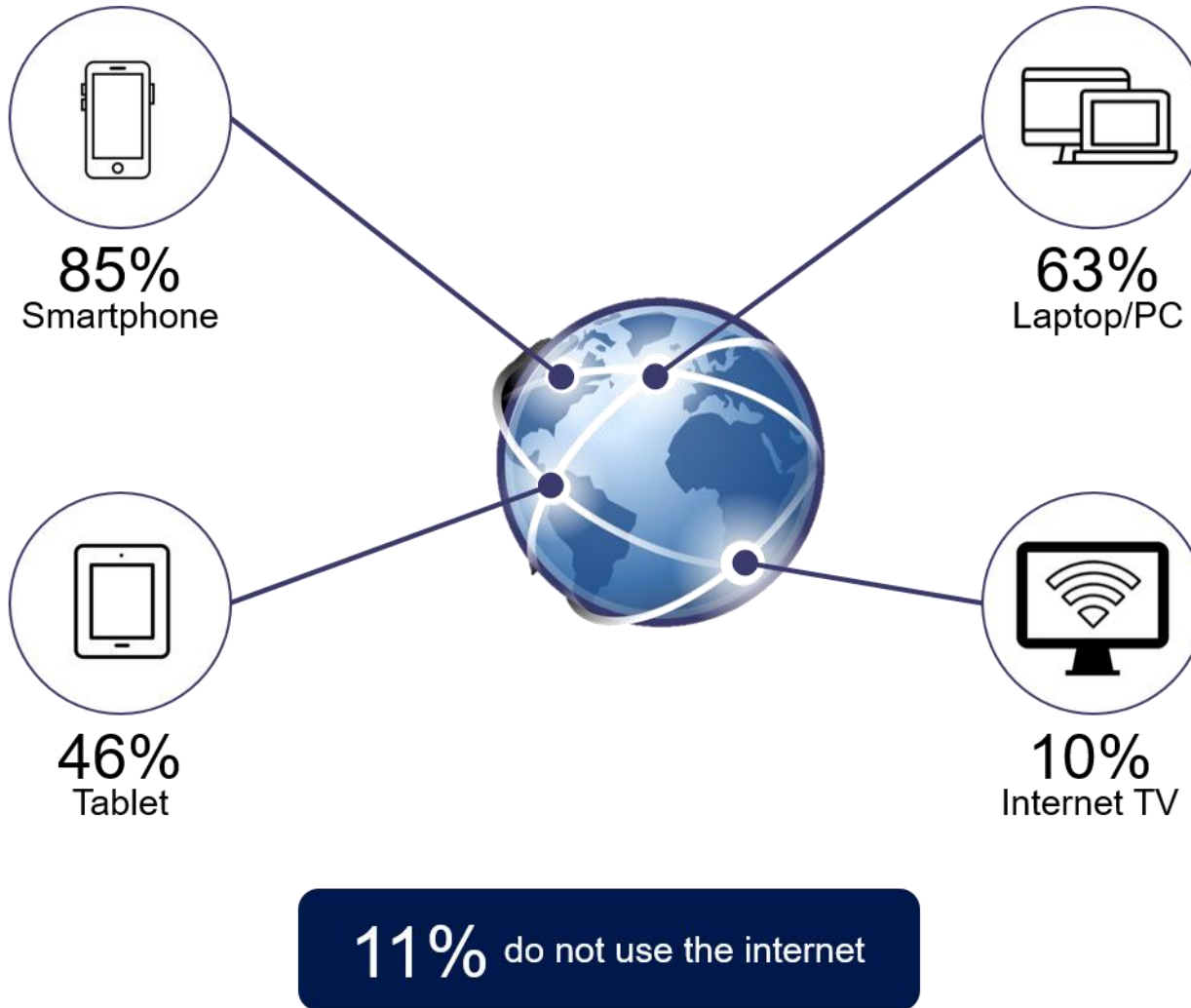
What has prevented you from doing more on the council website?



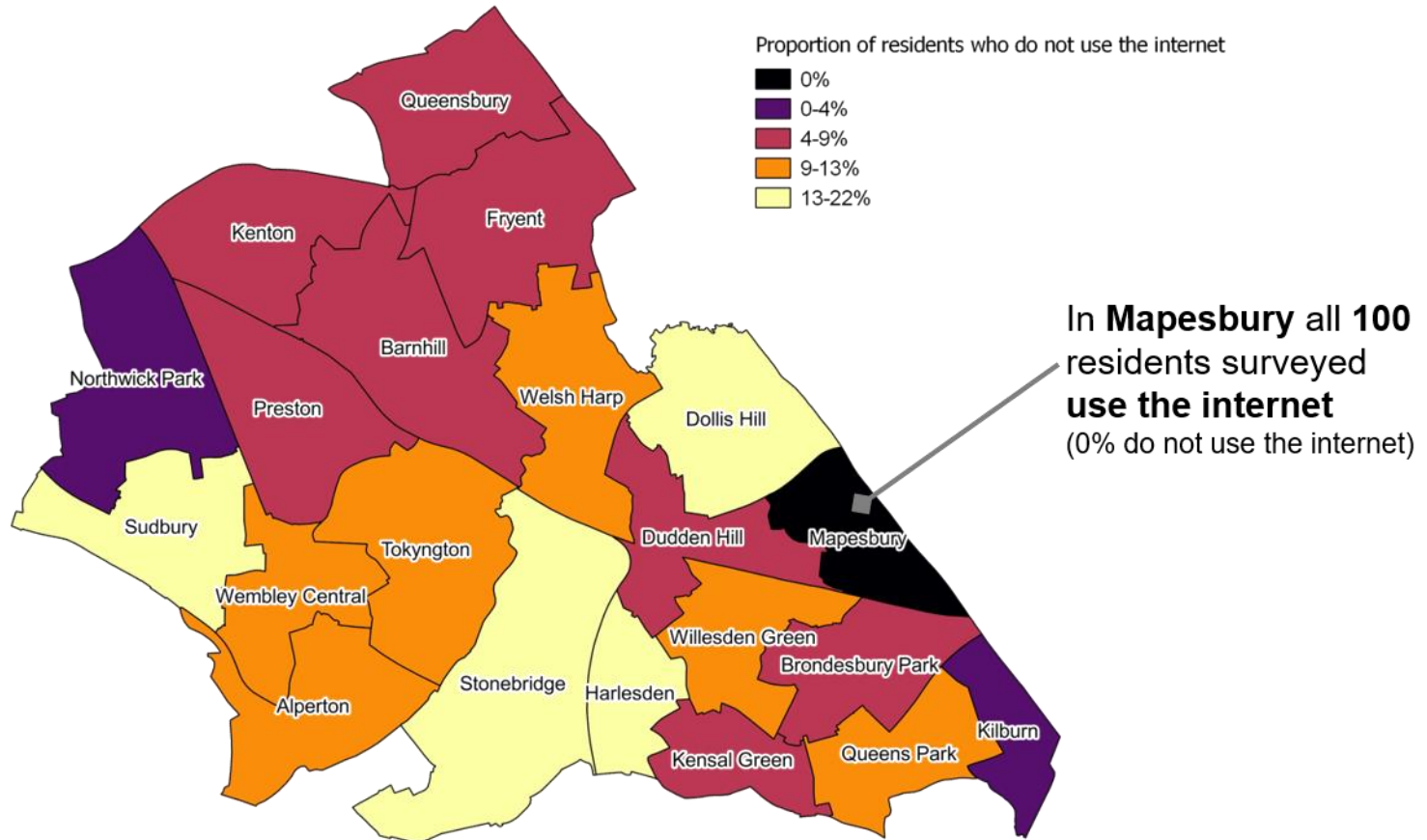
# Hours per day on the internet



# Accessing the internet



# Residents who do not use the internet



# Social media



WHATSAPP

76%

Used more by younger adults:  
16-24 83%  
24-34 85%

Welsh Harp 90%,  
Wembley Central 88%,  
Preston 87%  
residents use this app more

♂ 77% ♀ 75%



FACEBOOK

72%

Used most by 25-34 year olds 86%  
And private renters 85%

Kilburn 93%,  
Northwick Park 85%,  
Queensbury 84%

♂ 72% ♀ 71%



YOUTUBE

59%

Used more by younger adults:  
16-24 74%  
24-34 71%

Welsh Harp 81%,  
Fryent 75%,  
residents use this app more

♂ 62% ♀ 56%



INSTAGRAM

26%

Used by one in two 16-24 year olds 49%

Kilburn 49%,  
Sudbury 43%,  
Stonebridge 39%  
use this app

♂ 25% ♀ 26%



TWITTER

20%

Used more by younger adults:  
16-24 26%  
24-34 26%  
And managers and professionals 26%

Kilburn 54%,  
Queens Park 40%

♂ 20% ♀ 19%



LINKEDIN

17%

Used by 28% of social class AB, managers, and professionals



More men 20% than women 13% use LinkedIn

♂ 20% ♀ 13%

# How to find out more

## Visit Brent Open Data

where these slides, data tables, and the survey itself are available

[Brent Open Data](#)

## Contact Anne Kittappa



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## Still to come...

Interactive data exploration tool

Ward profiles

# Sources

All maps are used under the Ordnance Survey copyright:

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100025260

The base population is based on the  
GLA population projections for 2018, based on 2015 data

The ONS survey compared to is Taking Part, 2017-18

The national or LGA survey:

Between 07 and 10 June 2018, a representative random sample of  
1,004 British adults (aged 18 or over) was polled by telephone.