

Woodley Residents' Survey 2018



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1 Introduction

The 2018 Woodley Residents' survey was conducted in early December 2018. The survey was commissioned by Woodley Town Council with the aim of understanding residents' experiences of living in the town and their views about the services the Town Council provides. This is a regular survey which the Town Council asks an independent company to conduct, using methods that will obtain a representative sample of views from local people.

1.1 About the Survey

The survey was designed in consultation and agreement with Woodley Town Council, focusing on a set of regular questions and others which reflected council priorities at the time of the survey. It was developed and conducted by HMR, an independent research and consultation company. The survey was carried out with a structured sample of households, across each part of Woodley representing all age groups and household sizes. The sample was selected using an approach that selects households on a random but systematic basis. Interviewers visited 500 households around the town and asked residents questions about their views on the services provided by Woodley Town Council and about living in Woodley. The survey was designed to take between 5 and 15 minutes to complete, depending on how much information people wished to give.

Based on an estimated 11,000 households in Woodley ¹, the survey gives results that are 95% representative of local households to +/- 4.3%. This means that the results can be considered as an accurate guide to local people's views.

¹ NOMIS 2019 (based on 2011 census with estimated addition for new households)

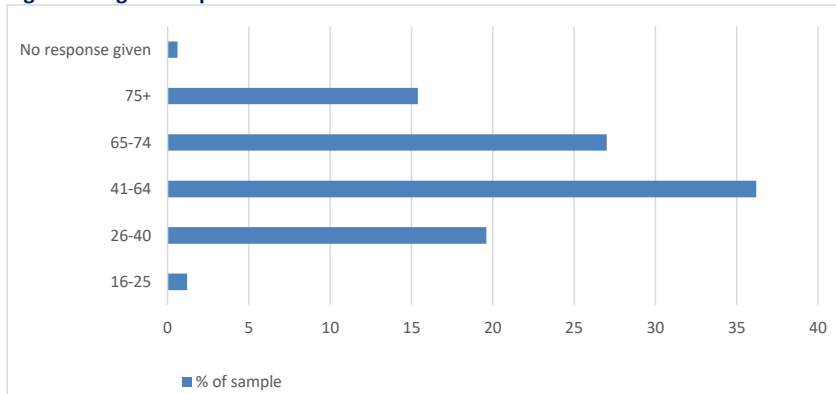
1.2 Respondent Profiles

The mean household size in this sample was 2.6 people.

Table 1: The age of respondents

Age group	% of sample	Number
16-25	1.2	6
26-40	19.6	98
41-64	36.2	181
65-74	27	135
75+	15.4	77
No response given	0.6	3
Total	100	500

Fig 1: The age of respondents



2 Survey Results

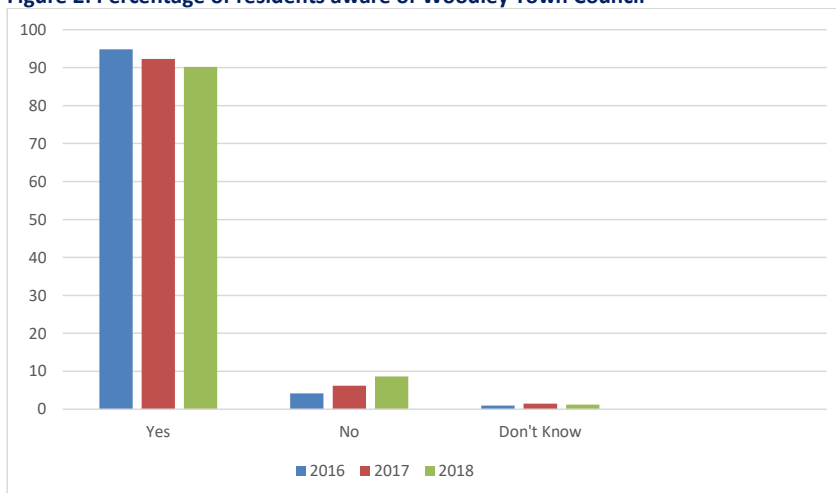
2.1 Awareness of Woodley Town Council

There had been a further slight decrease in the percentage of residents aware of Woodley Town Council in 2018, compared to the previous two years. The data showed that there appears to be lower awareness about the Town Council among residents in the newer areas of the town.

Table 2: Awareness of Woodley Town Council

Had you heard of Woodley Town Council before?	% Response		
	2016	2017	2018
Yes	94.8	92.3	89.2
No	4.2	6.2	8.6
Don't know	1.0	1.5	2.2
Total	100	100	100

Figure 2: Percentage of residents aware of Woodley Town Council



2.2 Town Council Facilities

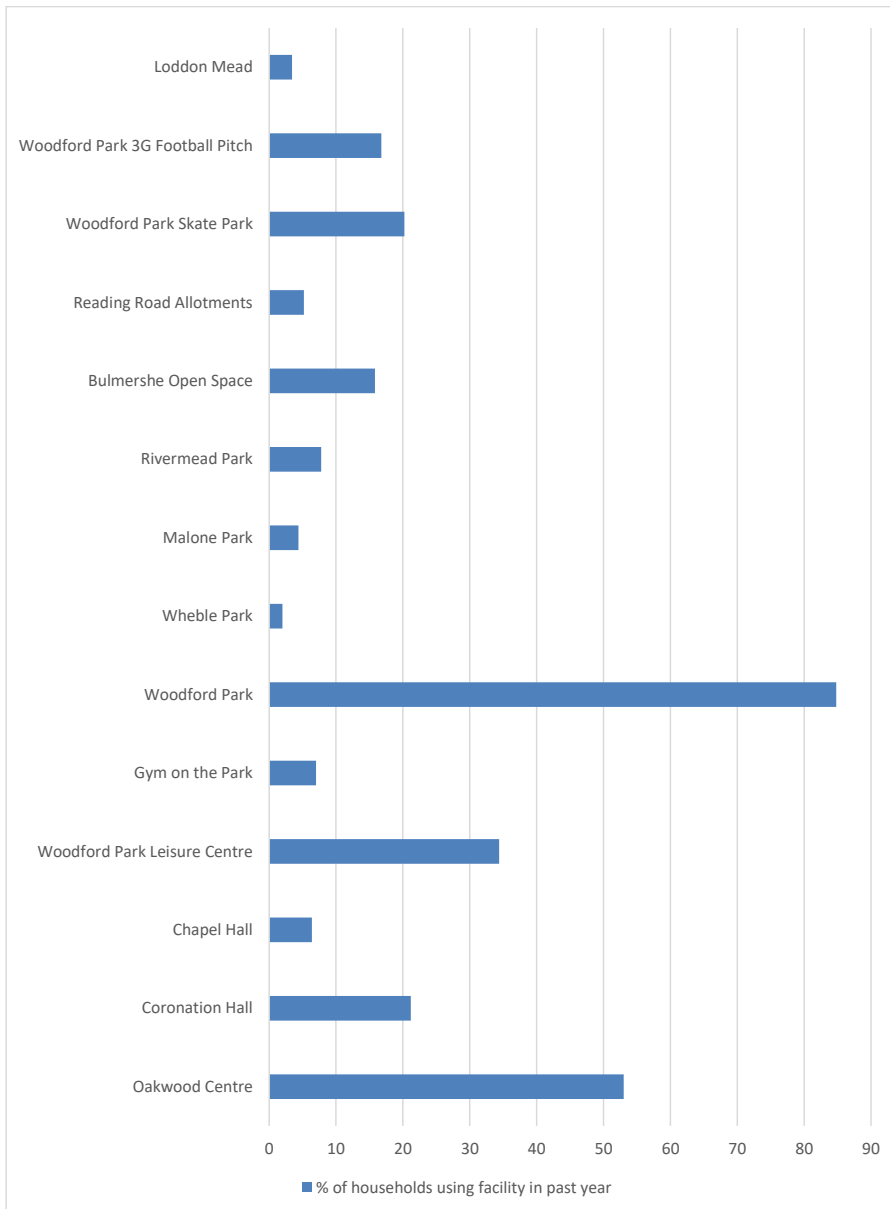
2.2.1 Use of Woodley Town Council facilities by local households

Woodford Park was the facility used by most people in Woodley. This is in keeping with the usual trend. Informal comments suggested that Woodford Park had been particularly popular during the warm summer of 2018. The Oakwood Centre was used by 53% of households and Woodford Park Leisure Centre by 38.6% of households. There had been a slight decrease in people using many of the Council facilities in 2018 compared to 2017, but the data did not suggest any underlying cause of this. The café in the Oakwood Centre was particularly popular among users of the centre.

Table 3: Use of Woodley Town Council facilities by local households

Facility	% of households using facility in past year (2018)	2017
Oakwood Centre	53.0	53.1
Coronation Hall	21.2	21.2
Chapel Hall	6.4	6.4
Woodford Park Leisure Centre	34.4	38.6
Gym on the Park	7.0	7.1
Woodford Park	84.8	84.9
Wheble Park	2.0	2.1
Malone Park	4.4	4.5
Rivermead Play Area	7.8	7.8
Bulmershe Open Space	15.8	19.1
Reading Road Allotments	5.2	5.2
Woodford Park Skate Park	20.2	19.7
Woodford Park 3G Football Pitch	16.8	17.5
Loddon Mead	3.4	2.8

Fig 3: Use of Woodley Town Council facilities by local households



2.2.2 Awareness of the facilities provided by Woodley Town Council

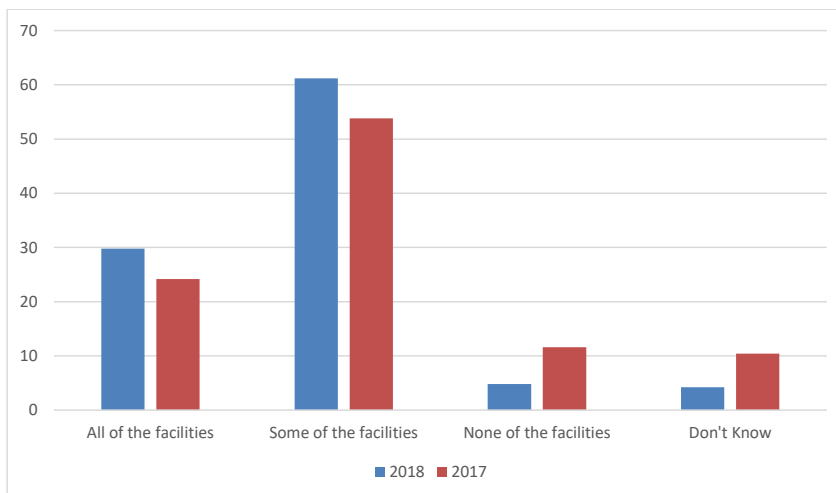
Among those who had heard of Woodley Town Council prior to being asked the survey questions, in 2018 there was a greater level of awareness of the services provided by the Council compared to 2017.

Five and a half percent more respondents were aware that the Town Council provided all the services that were being asked about. Compared to 2017, in 2018 7.4% more people knew that Woodley Town Council provided at least some of the services listed.

Table 4: Knowledge of facilities provided by Woodley Town Council

Awareness that Woodley Town Council provided the facilities listed?	% response	2017
All of the facilities	29.8	24.2
Some of the facilities	61.2	53.8
None of the facilities	4.8	11.6
Don't know/Not Sure	4.2	10.4

Fig 4: Knowledge of facilities provided by Woodley Town Council



2.2.3 The rating of WTC facilities by users

The majority of users rated Woodley Town Council facilities as good or satisfactory. In this survey there was an evening out of opinion about the quality of services, with fewer people, rating services as excellent or poor. Most services remained rated as good or satisfactory, with the Oakwood Centre, Woodford Park Leisure Centre, The Gym on the Park and the 3G football pitch being rated excellent or good by the majority of users.

Though the proportion of users giving a higher rating to facilities had in some cases fallen, the overall pattern of rating remained similar to that in 2017.

Table 5: How users rated WTC facilities

Facility	% response			
	Excellent	Good	Satisfactory	Poor
Oakwood Centre	41.8	34.3	20.4	3.5
Coronation Hall	10.8	36.4	44.1	8.7
Chapel Hall	3.3	28.6	59.2	8.9
Woodford Park Leisure Centre	33.9	31.6	27	7.5
Gym on The Park	45.8	38.2	15.8	0.2
Woodford Park	34.3	49.8	15.3	0.6
Wheble Park	1.2	33	45.4	20.4
Malone Park	14.1	40.3	36	9.6
Rivermead Play Area	12	39.1	42.9	6
Bulmershe Open Space	8.6	50.2	33.1	8.1
Reading Road Allotments	25.1	46.6	27.1	2.2
Woodford Park Skate Park	38.9	41.3	19.6	0.2
Woodford Park 3G Football Pitch	62.1	34.1	3.3	0.5
Loddon Mead	1.5	24.2	67.5	6.8

Most frequent response

Second most frequent response

2.2.4 Aggregated rating for all Town Council facilities

Table 6: Aggregated ratings for Woodley Town Council services

Rating	% response (all data)		
	2018	2017	2016
Excellent	23.8	27.6	18.8
Good	37.7	37.2	39.8
Satisfactory	32.6	26.9	30.5
Poor	5.9	8.3	10.9

The 2018 overall weighted rating score for all facilities rated satisfactory to excellent by their users was 64.9%.

2.2.5 Improving facilities in Woodley

The most popular suggestions for improving facilities in Woodley were:

- Improve planting and greenery in the town centre
- Have local speed awareness signs on busier roads
- Improve signposts around the town
- Have more community noticeboards
- Have a befriending scheme for lonely people, especially people housebound (not limited by age group)
- Have a community choir
- Improve facilities in Rivermead Play Area and Malone Park
- Tidy up under the bridges at Loddon Mead
- Have a youth action group to get local young people involved in helping around the town
- Have a Woodley volunteer organisation to organise volunteers for local people
- Have a community gardening club
- Have more litter bins around the town
- Have more litter picking all over Woodley

- Have a clean Woodley campaign
- Have a green Woodley campaign with more planting of flowers around the town
- Stop cars speeding on the main routes through Woodley
- Get Bulmershe Leisure Centre finished more quickly
- Get the toilet installed in the shopping centre
- Have a child safe place scheme for young people who are out in the town
- Have better policing in Woodley
- Have a place where people can go for drop in and free counselling if they need it
- Have a Town council reception/information desk at the Oakwood Centre when you walk in – so people don't have to walk down to the offices to get what they need
- Improve advertising about community halls
- Make halls easier and cheaper to hire
- Improve décor in community halls
- Make Coronation Hall parking available to people visiting Woodley Town Council
- Encourage young people to run community events
- Have a Woodley nature trail
- Have a history walk around the town to show people places of interest
- Run free courses/give free talks for local people .

2.3 The Importance of Woodley Town Council Services

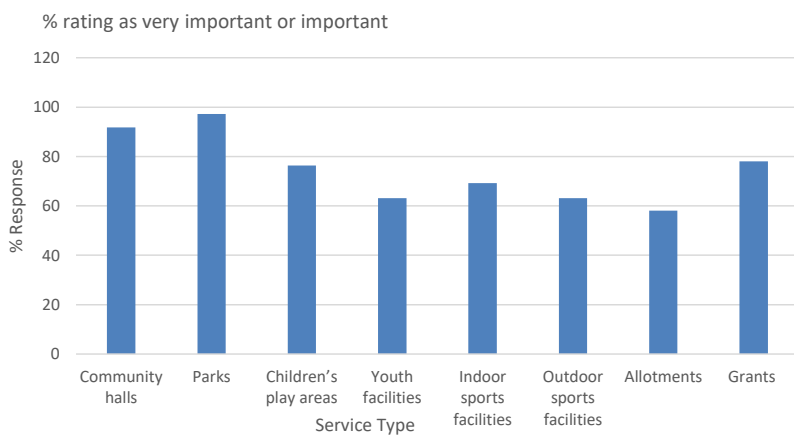
In 2018, there was a marked increase in the proportion of respondents who thought the services provided by Woodley Town Council are either important or very important to people living in the town. Community spaces, especially parks and halls, are important to the people of Woodley. One person said: "I think that we, as people who live here, do not know how lucky we are to have so much greenery and so many places we can use for our interests and clubs. We should make more of this".

In this survey, the importance of outdoor leisure facilities to local people was greater than in previous surveys, with the rating for indoor spaces decreasing slightly, but not significantly. Grants to local people and groups was rated as being more important than in previous years.

Table 7: The importance of Woodley Town Council services

Type of service	% rating as very important or important
Community halls (including Oakwood Centre)	91.8
Parks	97.2
Children’s play areas	76.4
Youth facilities	63.1
Indoor sports facilities	69.2
Outdoor sports facilities	63.1
Allotments	58.1
Grants to services for local people and community groups	78.1

Fig 5: The importance of Woodley Town Council services



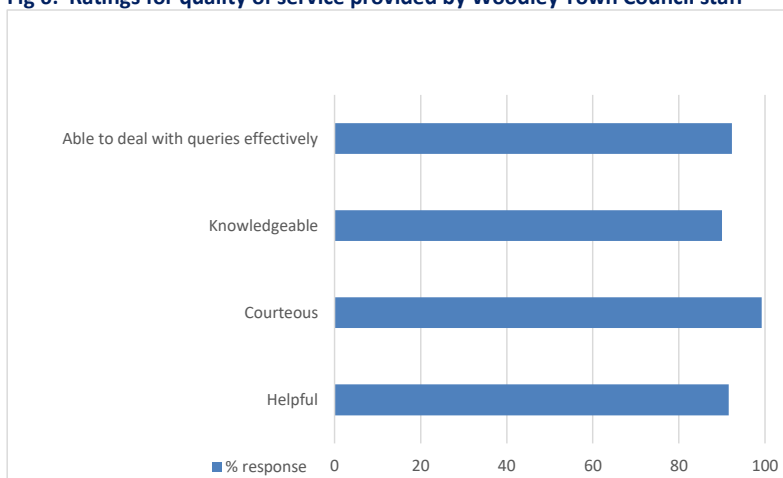
2.4 Service Quality

Of those interviewed 13% had had some form of contact with Woodley Town Council staff in the previous two years. The majority of those responding had had a positive experience, finding staff courteous and helpful and usually knowledgeable and able to deal with queries effectively.

Table 8: The quality of service provided by Woodley Town Council staff

Characteristic	% response
Helpful	91.6
Courteous	99.2
Knowledgeable	90.0
Able to deal with queries effectively	92.3

Fig 6: Ratings for quality of service provided by Woodley Town Council staff



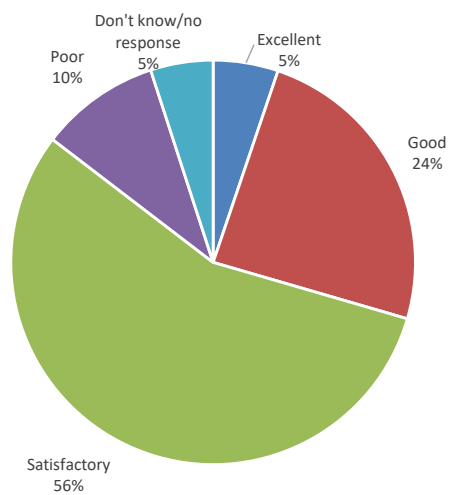
2.5 Value for Money

Almost 30% of people thought that Woodley Town Council provides good or excellent value for money. Over half thought that value for money was satisfactory. More than a third of those responding commented that they felt council services as a whole were underfunded and that they thought Council Tax had risen too much. However, this perception appeared to refer to Wokingham Borough Council Tax, rather than Woodley Town Council precept. There was an apparent lack of clarity about the difference between the two and the way that Council Tax payments are split.

Table 9: Woodley Town Council: rating of value for money

<i>Value for money rating</i>	<i>% response</i>
<i>Excellent</i>	5.2
<i>Good</i>	24.3
<i>Satisfactory</i>	55.9
<i>Poor</i>	9.6
<i>Don't know/no response</i>	5

Fig 7: Woodley Town Council: Value for money rating



2.5.1 Suggestions for other facilities Woodley Town Council could provide

The following suggestions were made for other services that the Town Council could provide:

- A community counselling service
- More youth services
- Community befriending scheme
- Community volunteer service
- An information space/council information office in the shopping centre
- A service to take library books to people who can't get out/do not use the internet
- A telephone helpline for local people
- A swimming pool
- Volunteers to give assistance with shopping for disabled people
- Better facilities for blind people.

2.6 Oakwood Centre

Seventy four percent of residents knew that it was possible to hire rooms at the Oakwood Centre for business meetings and social occasions. However, there was some uncertainty about whether there were restrictions on the type of social occasions that can be held there. One interviewer reported an extensive conversation with a local small business person who was unaware of the possibilities of renting rooms for business purposes. This person suggested a mail drop to all local houses advertising use of the Oakwood Centre, especially aimed at reaching local home-based small business.

Table 10: How likely are you to hire a room at the Oakwood Centre in the future?

	% response
Very likely	10.4
Possibly	45.1
Not likely	40.3
Don't know	5.2

Ten percent of respondents said that it was very likely they would hire a room at the Oakwood Centre in the future. Forty five percent thought that they might hire a room there if they had a function that was suitable. Forty percent said it was unlikely, and when asked why the most usual reasons was that they did not hire rooms for any reason, or were not likely to have an occasion that warranted hiring a room.

The most common factors that would deter people from hiring a room at the Oakwood Centre were:

- Not having a reason to hire a room
- Cost
- Availability of rooms at required time
- Suitability of rooms or venue
- Restrictions on catering, particularly being able to bring in own refreshments
- Restrictions on alcohol consumption
- Restrictions on teenagers having parties
- Too complicated to arrange.

The reasons given for possibly hiring a room are shown below:

Table 11: Possible reasons to hire a room at the Oakwood Centre

	% response
Party	53.0
Other social function	18.2
Business meeting	19.1
Training event	5.3
Club or society event or meeting	10.2
Exercise class	3.1
Other class	2.1
Music lessons	8.9
Hire theatre	2.2
Unsure	28.3

Respondents were asked if they knew about certain aspects of hiring rooms at the Oakwood Centre.

Table 12: Those aware that at the Oakwood Centre

Aspect	% aware of this
Rooms can be hired to suit your needs	24.1
Rooms will be set up and cleared away for users	11.2
Rooms can be decorated by the hirer to suit the occasion	15.3
Onsite catering is available	28.1
You can use your own professional caterers	9.2
Several of the rooms open on to Woodford Park	58.1
The building is fully staffed at all times	36.3

2.7 Woodford Park

5a. In general, what do you think of Woodford Park?

In general, local people are positive about Woodford Park. They consider the park to be well maintained and the facilities available to be varied and appealing to a variety of needs. The improved car parking by the playgroup building (old Horticultural Hut) and Leisure Centre was popular, and several people commented that this encouraged them to park there and walk through the park to the town centre.

The paddling pool was popular among those with young children, though some people felt that maintenance of this should be improved. The children’s play areas were a popular attraction, particularly the one close to Woodford Park Leisure Centre, as was the lake and the ducks living there. The wild flower planting and the garden behind the Oakwood Centre were liked by local people and there were comments that the football/cricket field was an asset to the town.

The War Memorial was particularly well liked, thought to be an enhancement and well kept. Those who had attended thought that the Remembrance Day service was very good and suggested this should be better advertised in the future as an important community event.

When asked if they were aware that Woodford Park had Green Flag status only 8.4 % of people knew of this. Many people (this was not formally collected data but a tally showed at least 67%) people do not know what Green Flag status is.

Improvements suggested for Woodford Park included:

- Update the playgrounds
- Improve the paddling pool and have sprinklers and sprays – a mini water park?
- A nature trail or trails around the park
- Improve the grass across the memorial ground or put a path in across the field
- Put a memorial path – formed of bricks from local people donating in memory for others, across the memorial field?
- Information boards about wildlife, local history, health and fitness etc
- Art boards for local schools or societies to display their works
- A refreshment kiosk
- An activity centre for events and activities to do with ecology/outdoor living/nature etc
- Getting local people involved in developing and maintaining local green spaces, including the park – a Woodley ranger scheme for all ages?
- Clean up the lake and improve the paths around it
- Maintain the park better after park runs – it gets too muddy
- Better signposting and maps of the park
- Improve the fitness circuit equipment
- Have more community events in the park – summer concerts etc?
- Have more wild flowers and trees
- Improve policing of groups in the park in the evenings.

The playground behind the Oakwood Centre

The playground behind the Oakwood Centre was thought to be out dated and in need of improvement. Suggestions for improvement included:

- Safe equipment made of natural materials
- Equipment that allows adults and children to use it but is safe for children to use alone
- A layout that allows children to play safely whilst being watched by adults from benches etc
- Equipment that allows children to explore and experiment safely
- Hanging bars, roundabouts, climbing equipment, tunnels
- Equipment accessible to disabled children
- A wooden fort
- An area suitable for groups such as schools or preschools to visit and use
- A refreshment vending machine or hut next to the play area.

2.8 Woodley Town Centre

Local people said that the town centre is convenient, good for parking and has a useful variety of shops. Typically, residents felt that most basic needs could be bought here. It was also useful as a shopping centre with easily accessible shops and well-placed disabled parking bays, however the disabled parking can sometimes be too busy.

One person commented that “I sometimes think we take our town centre for granted. It is not the prettiest place but is easy to get to and has everything we need day to day”.

Another commented that: “Shops in the precinct (*a common local name for the town centre*) are usually friendly and helpful, local people work here and they care about what they do”.

The buildings, especially the flats above the shops were considered to be shabby in places and needing improvement.

The markets and other events in Woodley centre were liked by local people, especially the Saturday market which was very popular. It was felt that this brings life and character to the town.

2.8.1 Recent improvements to Woodley town centre

Ninety six percent of respondents had been to the town centre in the past year and of these 92% had noticed the improvements made at the northern end of the centre (The Headley Road end).

The improvements were popular, although some people commented that they thought more could have been done with the play area. Centre Stage was liked but some people suggested it was under used and that they did not know what it was for. There was a lack of awareness of the seating around Centre Stage. There was a small proportion of people who regretted that the old Pagoda had been taken down and felt that this had been a feature of the town that should have been maintained.

Over half of local people thought that they might possibly attend an event at Centre Stage, if it appealed to them (and if the weather were good enough). The weather was a factor as the viewing area is open air. People would be encouraged to attend events at Centre Stage if they were well advertised, interesting and if they were taking place in good weather.

There was evidence that some local residents did not realise that the Centre Stage was intended as a performance area, as the viewing area is also a play area.

The majority of people thought that they would be most likely to view entertainment at the performance area if they were visiting the town centre for shopping or another purpose.

Several people thought that this might change if the town centre became well known for performances and if performances were well publicised.

Table 13: How likely are you to attend events at the new Centre Stage in the town centre?

	% response
Very likely	21.9
Possibly	59.7
Not likely	11.7
Don't know	6.7

2.8.2 Suggestions for types of entertainment

- Local musicians and groups
- Craft and art events
- Activities for children while parents shop
- Taster events by local groups and societies wanting to recruit members
- Health and fitness awareness events
- Displays and concerts from local schools and groups
- Local choirs performing
- Busking events
- Contests and best of Woodley events
- Local choirs and bands
- Children's shows
- Charity sales
- Evening concerts in the summer
- Have a 'Woodley Day' and use the Stage and other locations for events.

2.8.3 Likely viewing times at the performance space

The most likely times that people would visit events at the Centre Stage were:

- Weekends
- While out shopping
- Summer evenings
- Near Christmas for Christmas concerts
- Special occasions (e.g. Christmas, Midsummer, May Day, national celebrations, Carnival Day).

2.8.4 Further Town Centre improvements

Further improvements suggested for the town centre included:

- Improve the maintenance and look of the buildings in the shopping centre
- Have more plants and hanging baskets
- Regenerate the whole town centre
- Put in windbreaks by Headley Road
- Have more attractive and noticeable notice boards
- Encourage more small individual shops
- Have pop up shops for local people starting businesses
- Have more restaurants and bars to go to in the evening
- Have free information leaflets about town events in local shops
- Encourage a proper butcher to start in Woodley
- Have an easily accessible public toilet
- Have a crèche/indoor play area for children
- Cover the whole precinct area so that it is protected from the rain
- Improve the walk way to the car park next to Iceland
- Have signs showing if one of the car parks is full.

2.9 Communication

If local residents want to know something to do with Woodley the most usually source of information is the internet, including Woodley Town Council and Wokingham Borough Council websites. Other more specific searches typically included 'what's on' websites, local clubs, schools and societies and searching for specific events. Social media was especially popular among those aged under 65, but all ages accessed this. Facebook was the most commonly used method of social media.

Local newsletters from Woodley Town Council, political parties and advertising booklets such as Round and About were also considered helpful.

Use of local papers was limited but two thirds of people thought it was a way they would like to receive information. Several of those questioned suggested a good, regular (monthly?) local paper, possibly available free in the town centre and local places, would be a good source of information.

Local noticeboards were thought to be useful, provided they are attractive, prominent and well maintained.

Table 14: Preferred methods of communication about Woodley

Method	% response
Newsletter	71.3
Website	52.6
Email	46.9
Facebook	43.2
Twitter	17.9
Local Press	61.7
Local Magazines	38.4
Other	5.2

Local people had the following priorities in the information they wanted about the town:

- Local facilities and services
- Events/what's on
- Clubs and societies
- Local businesses
- Things to be proud of about Woodley
- Schools and preschool facilities
- Successes for local people
- How to contact local councils
- How to contact councillors and MPs
- Health and social care services, including GPs, dentists, care homes and local hospitals
- How to hire halls and rooms
- How to get help with family problems
- Contacting local police services.

2.9.1 Woodley Town Council website

Woodley Town Council website was an important way for local people to find out information about the town. Almost 40% of people had used the site in the past year.

Table 15: Use of the Town Council website in the past year

	% response
Have used website	38.7
Have not used website	54.4
Don't know	6.9

Of those who had visited the website, most had found it to be useful, informative and helpful to people living in Woodley. Deleted sentence as it didn't make sense??

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Table 16: Experiences of Woodley Town Council website

% of users who found Woodley Town Council website:	% Response
Useful	84.6
Informative	91.3
Helpful to people who live in Woodley	82.4
Well presented	63.1
Interesting	71.2

2.9.2 Suggestions for improvement to the website

- Make the layout clearer
- Bring the website up to date – looks a bit old fashioned
- Have more about the history of Woodley
- Have a page for community ‘swaps’, of time etc.
- Have a page for volunteer opportunities and people needing volunteers
- Have space for items available free (like freecycle)
- Make it a community hub so that it involves local people
- Keep it regularly up to date
- Improve the images and colours on the website
- Make sure it is fully accessible to visually impaired people
- Allow local people to subscribe/log in to get extra information.

2.9.3 The Woodley Herald

The Woodley Herald is the Town Council’s newsletter for local households, produced three times a year. It covers council and community news and gives contact information for some Council services.

Almost two thirds of interviewees were aware of having received a copy of the Woodley Herald. Thirteen percent were not sure, usually saying that they may not have seen it in among other post that had arrived or that another household member may have picked it up. Almost a quarter of those asked thought that they had not received a copy of the newsletter, although it is delivered to all household in the town.

Table 17: Receipt of the Woodley Herald

	% response
Woodley Herald received	62.9
Woodley Herald not received	23.8
Don't know	13.3

Of those who had received it, almost 60% of people said that they had read the Woodley Herald. Anecdotal comments showed that some read the whole newsletter, but most people seem to skim quickly through it.

Table 18: Reading the Woodley Herald

	% response
Woodley Herald read	59.6
Woodley Herald not read	34.8
Don't know	5.6

Of those who had read the Woodley Herald, over three quarters thought it was useful and helpful to people who live in Woodley. Seventy one percent found it useful, over 90% thought the newsletter was well presented, while 53% thought that the Woodley Herald was interesting.

Table 19: Opinions about the Woodley Herald

% of readers rating the Woodley Herald as:	% Response
Useful	75.3
Informative	71.2
Well presented	90.5
Interesting	53.1
Helpful to people who live in Woodley	75.1

2.9.4 Suggestions for improvements to the Woodley Herald

Suggestions to improve the Woodley Herald included:

- Have more information about local interest groups
- Have a contacts section for local services
- Less information about councillors, more information about local people.

2.9.5 Social media

Local residents were asked if they had ever used social media (such as Facebook or Twitter) to find out information about Woodley.

Table 20: Use of social media for information about Woodley

	% response
Social media used	36.3
Social media not used	61.2
Don't know	2.5

One third of people had used social media for this purpose, most of whom had used Facebook, and a small proportion, Twitter. It seemed that, among internet users, social media was a popular tool, but that awareness of pages and feeds created by Woodley Town Council was low, and tended to be driven by awareness of a page through existing use of a facility.

However, among those who had used social media for information about the town there was a relatively low level of awareness of local sources. Nineteen percent were aware of the Woodley Town Council Facebook page, 8% aware of the Oakwood page and 9% aware of the Woodford Park Leisure Centre page. Awareness of the Twitter feeds for these sites appeared to be lower than for Facebook, primarily because fewer respondents used Twitter. Most users of social media appeared to use this to find out specific information about local groups, services or events with which they were already connected, rather than as a way of obtaining new information. For instance, those accessing the Woodford Park Leisure Centre Facebook page tended to be frequent users of the leisure centre.

Of those who had used the social media information provided by Woodley Town Council, half found it useful and informative. Comments were made that it tended to look ad hoc and sometimes was out of date. However social media sources were thought to be helpful to local people by 57% of those who had used them.

Table 21: Awareness of Woodley Town Council social media sources

	% awareness
Woodley Town Council	19.2
Oakwood Centre	8.1
Woodford Park Leisure Centre	9.3

(Woodley Town Council: @WoodleyCouncil (Facebook & Twitter)

Oakwood Centre - @OakwoodCentreUK (Facebook & Twitter)

Woodford Park Leisure Centre – @WoodfordParkLC (Facebook))

Table 22: How social media was rated by local people

% of readers rating Woodley social media as:	% Response
Useful	50.2
Informative	49.5
Well presented	68.1
Interesting	41.7
Helpful to people who live in Woodley	56.9

2.9.6 Improvements to social media

Very few people had ideas about how Woodley Town Council’s social media could be improved.

Those that did suggested the following:

- Ensure regular updates – especially for the Oakwood Centre
- Have a clear and cohesive look for each place that has a social media page
- Advertise more extensively to show that Woodley Town Council has social media pages
- Consider advertising with postcards left in shops and local places, sent out to groups and schools etc.
- Ask for contributions from local people to social media sites
- Encourage comments
- Give simple prizes for people taking part in local social media.

2.10 Living in Woodley

2.10.1 Satisfaction with Woodley as a place to live

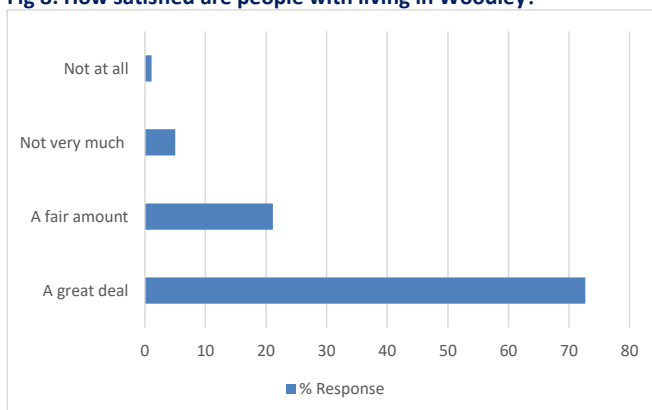
Woodley is a popular place to live. Among other reasons, people choose to live in Woodley because of convenience and local facilities and because of the sense of community. Having good schools and an accessible and well served town centre is also important, as are community facilities such as the leisure centre, and plenty of open spaces.

Almost 3/4 of people living in Woodley like living in the town a great deal, a further 21% like living here a fair amount.

Table 23: How satisfied are people with living in Woodley?

Rating	% Response
A great deal	72.7
A fair amount	21.1
Not very much	5.0
Not at all	1.1
Don't know	0.1

Fig 8: How satisfied are people with living in Woodley?



2.10.2 The sense of belonging to Woodley

Just over a quarter of people felt they belonged to Woodley a great deal, 40% felt they belonged to the town a fair amount. This indicates that there is quite a strong sense of locality among residents. People new to the town tended to say that they liked living in Woodley but that it felt it took a while to feel part of the community, especially if they were working, less so if they had children.

Table 24: Identifying with Woodley

Rating	% Response
Great deal	27.6
Fair amount	40.1
Not very much	19.8
Not at all	11.2
Don't know	1.3

2.10.3 Community spirit

In general, local people are uncertain how much people in Woodley work together to improve the local area, with 43% of respondents saying that they did not know. A quarter of respondents felt that people work together a fair amount to improve the town.

Table 25: To what extent do people in Woodley work together to improve the local area?

Rating	% Response
A great deal	6.7
A fair amount	25.5
Not very much	19
Not at all	2.6
This kind of improvement is not needed	3.1
Don't know	43.1