



Derby Pointer Panel – October 2007 survey results

RECOMMENDATION

- 1.1 To consider October's Derby Pointer survey results and the service managers' improvement plans.
- 1.2 To note that the results and proposed service improvements will be reported to panel members in the next 'Panel News' newsletter, which will be sent out to panel members with the April 2008 survey.

SUPPORTING INFORMATION

- 2.1 The questionnaire was sent out on 18 October 2007 to 1181 Derby Pointer Panel members. The response rate was 55% (644).
- 2.2 The results reported here represent replies received from 644 respondents and should be taken as accurate to within a confidence interval of +/-2.6%. The topics covered in the survey were:
 - council priorities
 - voluntary work
 - street cleaning and waste management
 - home energy advice service
 - parks
 - Cycle Derby
 - Marketing Derby.
- 2.3 A full summary of the key results is shown at Appendix 2. The main issues are set out here.
 - 2.3.1 The top five ranked 1 **most important** priorities were crime and anti-social behaviour 53% (341), affordable decent housing 6% (36), public transport, 5% (31), helping vulnerable and older people to maintain their independence 5% (33), listening to local residents 4% (28).
 - 2.3.2 The top five ranked 1 **least important** priorities were reducing the differences between Derby's neighbourhoods 20% (126), reducing the Council's Carbon footprint 10% (63), sports and leisure facilities 8% (48), accessible and modern Council services 7% (45), cultural and heritage sites, for example, Slik Mill 7% (43).

- 2.3.3 Overall, most respondents (71 - 89%) generally understood all six 2007-2010 priorities and the improvements that the Council is trying to make through each priority and their outcomes. More than half of respondents 69% (421) had **not** heard of the Council's priorities and key outcomes before reading about them in the survey.
- 2.3.4 Only 20% (122) of respondents do voluntary work at least once a week or more. However, 60% (369) of respondents 'never' do any voluntary work..
- 2.3.5 Generally, respondents were satisfied with the Council's street cleaning Service 62% (391), waste collection service 71% (456) and recycling collection service 75% (480).
- 2.3.6 Over half of respondents 51% (322) knew the Council has a Home Energy Advice Service and 72% (456) said they found it 'easy' to keep their home warm.
- 2.3.7 More than half of respondents 59% (375) had heard of the Cycle Derby campaign and 'on-road cycle training for young people' 29% (187) was the top action to encourage young people under 16 and their families to cycle more safely, more often.
- 2.3.8 Overall, 66% (416) of respondents visit a park in Derby at least once a month or more often. The top three park used most often were Markeaton 32% (328), Darley 21% (214) and Allestree 9% (93). The top three park improvements suggested were to reduce anti-social behaviour, improve general maintenance and car parking provision.
- 2.3.5 Generally, respondents agree that 'Derby has a more positive image than 12 months ago' 67% (422) which is an improvement on the October 2006 survey results of 40%(285).

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Background papers	October 2006 Derby Pointer survey results Communities and Local Government Citizenship Survey: April – September 2007.
List of appendices	Appendix 1 – Implications Appendix 2 – Key results Appendix 3 – Street Cleaning/Waste Management Action Plan Appendix 4 – Home Energy Advice Service Action Plan Appendix 5 – Cycle Derby Action Plan Appendix 6 – Marketing Derby Action Plan Appendix 7 – October 2007 results tables

IMPLICATIONS

Financial

- 1.1 Each Derby pointer questionnaire costs around £8,078, which includes panel members being able to complete the surveys on-line.
- 1.2 Other financial implications for the survey will depend on the action plan produced as a result of the findings.

Legal

2. The Local Government Act 1999 requires the Council to consult its citizens on its general direction and on issues relating to specific services. The Council must also show how the results have been used to improve services.

Personnel

3. None.

Equalities impact

- 4.1 The improvements outlined in the service plans will benefit all communities in the city.
- 4.2 The Panel is maintained in a way that makes sure it is representative as possible of the Derby population.

Corporate priorities for 2007 - 2010

- 5.1 Council priorities results contribute to the Council's budget consultation process and the 2007 to 2010 priorities and outcomes.
- 5.2 Voluntary work results will inform the Council's Local Area Agreement targets.
- 5.3 Street cleaning and waste management contribute to the Council's priority of **Making us proud of our neighbourhoods – making Derby cleaner and greener.**
- 5.4 Home Energy Advice results contribute to the Council's priority of **Leading Derby towards a better environment.**

- 5.5 Cycle Derby results contribute to the Council's priority of **Helping us all to be healthy, active and independent** and **Leading Derby towards a better environment**.
- 5.6 Parks results contribute to the Council's priority of **Making us proud of our neighbourhoods – making Derby cleaner and greener**.
- 5.7 Marketing Derby results contribute to the Council's priority of **Creating a 21st Century city centre**.

Key Results

1 Results interpretation

- 1.1 'Base' where stated in the charts or tables, refers to the number of respondents to the question on which the statistics quoted are based. Numbers in brackets indicate the actual number of responses.
- 1.2 In some cases, %/n stated in the tables will add up to more than 100% or the number of respondents stated. This is because these results are for a 'multiple choice' question, which allowed respondents to tick more than one response.

2 Council priorities

- 2.1 We wanted to know if panel members understood the six 2007 – 2010 priorities and outcomes. Also, to choose from a list of 21 priorities their 10 **most important**, 5 **least important** priorities, in that if we had any additional funding, we were more likely to spend it on the areas that respondents said were most important.
- 2.2 The results in Table 1 show there has been a change in the top 10 ranked 1 **most important** priorities compared to the October 2006 survey results. The top two priorities remain the same - crime and anti-social behaviour, affordable housing but the other issues have changed.

Table 1: The top 10 ranked '1' most important priorities

October 2007	%	n	October 2006	%	n
Crime and anti-social behaviour	53	341	Crime and anti-social behaviour	64	376
Affordable decent housing	6	36	Affordable decent housing	13	35
Public transport	5	31	Educational attainment at all levels	9	23
Helping vulnerable and older people to maintain their independence	5	33	Listening to local residents	8	29
Listening to local residents	4	28	Helping older people to maintain their independence	6	24
Educational achievement at all levels	4	25	Public transport	5	20
Supporting local economic growth such as increasing local jobs	3	19	Local job opportunities	5	15
Street cleaning	2	12	City centre improvements including road networks and car parking	5	15
Recycling	2	15	Supporting local economic growth	5	13
Waste collections	2	12	Reducing the differences between Derby's neighbourhoods	5	7

Base varies for each priority

- 2.3 Most of the top five **least important** priorities have changed, although as the results show in Table 2 'reducing differences between Derby's neighbourhoods' is still the least important priority.

Table 2: The top five ranked '1' least important priorities

October 2007	%	n	October 2006	%	n
Reducing the differences between Derby's neighbourhoods	20	126	Reducing the differences between Derby's neighbourhoods	43	162
Reducing the Council's Carbon footprint	10	63	City Centre Improvements including road networks and car parking	37	73
Sports and leisure facilities	7	48	Cultural and heritage sites – for example, the Silk Mill	27	51
Accessible and modern Council services	7	45	Crime and anti-social behaviour	23	5
Cultural and heritage sites, for example, Silk Mill	7	43	Sports and leisure facilities	22	42

Base varies for each priority

- 2.4 The top five suggested priorities that 83 respondents thought was missing from the list include:

- Highway maintenance, 30%(24)
- Pavement maintenance, 22% (18)
- Well thought out town planning, 11% (9)
- Improved traffic systems, 8% (9)
- Encourage multi-ethnic integration, 7% (6).

- 2.5 Overall, the results in Table 3 show that more than 70% of respondents understood what the Council was trying to achieve through the six 2007 – 2010 priorities and outcomes.

Table 3: % of respondents who understood 2007 -2010 priorities and outcomes.

2007 – 2010 Priorities	2007	
	%	n
1. Making us proud of our neighbourhoods	84	529
2. Creating a 21 st Century city centre	83	518
3. Leading Derby towards a better environment	80	497
4. Supporting everyone in learning and achieving	78	477
5. Helping us all to be healthy, active and independent	81	500
6. Giving you excellent services and value for money	71	437

Base varies for each priority

- 2.6 The general reasons given why some respondents (4 – 12%) did not understand the six priorities and outcomes related to the wording of the statements, and a perceived lack of clarity about how they were going to be achieved.

“ Stop using phrases such as ‘key outcomes’ and speak straightforward and tell us what you are doing and how”

“ The ‘key outcomes’ seem like platitudes to make us feel confident – more detail of how or what is intended would benefit the reader”

“ Without it being explained, I don’t understand what ‘Creating a 21st Century city centre means”

“ What are they actually doing and by when – what is being measured?”

- 2.7 Only 31% (185) of respondents had heard of the Council’s priorities and key outcomes before reading about them in the survey, and 69% (421) had not. This is an improvement on 2006 survey results which showed 23% (157) respondents had heard of the priorities and 77% (534) had not.
- 2.8 The results in Table 4 show that Council branded sources such as ‘Your Derby’ newsletter, Council Tax information leaflet and the website remain in the top five methods used to get information about the Council’s priorities.

Table 4: Top five methods used to find out about the Council’s priorities

	October 2007		October 2006	
	%	n	%	n
Derby Evening Telegraph	50	106	44	71
Council newsletter – Your Derby	36	78	42	68
Council Tax Information leaflet	36	78	32	52
Radio Derby	24	52	27	43
Council website	20	42	19	30
Base	214		162	

- 2.9 Although respondents broadly understood the 2007 – 2010 priorities, more can be done to communicate how we will measure their achievement and what has improved as a result. The ‘Your Derby’ newsletter may be the best way to communicate this and through the neighbourhood forum meetings.
- 2.10 Gordon Stirling, Head of Change Management, Performance and Research, stated “He was pleased to see that respondents had a good overall understanding of priorities and noted the improving response around awareness of the Council priorities. Work is continuing to raise awareness of priorities and our performance in delivering against key targets using existing communication methods such as Your Derby”.

3. Voluntary work

- 3.1 This is an indicator measured through the Council's Local Agreement Targets and nationally by the Communities and Local Government Citizenship Survey April – September 2007 which covered issues around active and empowered communities, community cohesion and racial prejudice and discrimination.
- 3.2 The Citizenship survey is a face to face household survey carried out with a representative sample of almost 10,000 adults in England and Wales each year, plus a minority ethnic boost sample of 5,000.
- 3.2 The Department of Communities and Local Government considers high levels of volunteering as a sign of strong, active communities and local government is seen to have an important role to play in creating a culture in which individuals are able to contribute to their communities by volunteering.
- 3.2 We asked panel members how often they carry out voluntary work in an organisation, such as, Cats Protection League, Meals on Wheels, Brownies/Scouts or other local group.
- 3.2 Nationally, the Citizenship Survey results showed that 73% of all adults had done voluntary work (formally or informally) at least once in the last 12 months, with 48% at least once a month. However, the results in Table 5 show that participation in 'voluntary work' locally is low, with 60% (369) of residents 'never' done voluntary and only 8% (52) having done so in the last year.

Table 5: % respondents involved in voluntary work

	October 2007		October 2006	
	%	n	%	n
More than once a week	9	56	8	56
At least once a week	11	66	10	68
About once a month	7	42	8	53
Within the last 6 months	5	32	4	30
Within the last year	8	52	9	65
Never	60	369	61	430
Base	617		702	

- 3.3 To improve volunteering rates in the city, the Council could work more closely with the Council for Voluntary Service – CVS and use current communications methods, such as, Your Derby, neighbourhood forums, the website to raise awareness about the type of voluntary work residents can take part in.

4 Street cleaning and waste management

- 4.1 We repeated some of the questions asked in the October 2006 survey to see if people's satisfaction level with street cleaning and waste management had changed.
- 4.2 The results in Table 6 show that there has been no major improvement in the percentage of respondents 'satisfied' with Derby's street cleaning standards. In 2006 61% (431) were satisfied, compared to 62% (391) now.

Table 6: % respondents 'satisfied' with street cleaning standards

	October 2007		October 2006	
	%	n	%	n
Very satisfied	10	62	10	73
Fairly satisfied	52	329	51	358
Neither satisfied nor dissatisfied	17	109	15	109
Fairly dissatisfied	16	102	16	116
Very dissatisfied	5	35	7	50
Base	637		706	

- 4.3 The reasons given for dissatisfaction with the street cleaning standards were:
- Too much litter, 43% (61)
 - Dirty streets/pavements, 14% (20)
 - Some locations seem neglected, 12% (18)
 - Too much fly tipping/dumping, 10% (15)
 - Graffiti, 9% (13)
 - Unsatisfactory/untidy work by sanitation workers, 9% (13).
- 4.4 The results in Table 7 show that on the whole, respondents continue to be satisfied with household waste collection service. In 2006 68% (476) of respondents were satisfied with the service, compared to 71% (458) now.

Table 7: % respondents 'satisfied' with household waste collection service

	October 2007		October 2006	
	%	n	%	n
Very satisfied	34	220	30	208
Fairly satisfied	37	236	38	268
Neither satisfied nor dissatisfied	8	50	9	65
Fairly dissatisfied	14	87	15	102
Very dissatisfied	7	47	8	57
Base	640		700	

4.5 The reasons given for dissatisfaction with waste collection service were:

- Collections should be weekly, 47% (41)
- Health risks – maggots, vermin, 31% (27)
- Should be greater recycling provision, 10% (9)
- Untidy/unsatisfactory collection process, 10% (9)
- Too complicated – working out which material goes in which bag, 2% (2).

4.6 The results in Table 8 show that 75% (480) of respondents continue to be 'satisfied' with the recycling collection service.

Table 8: % respondents 'satisfied' with recycling collection service

	October 2007		October 2006	
	%	n	%	n
Very satisfied	33	211	31	212
Fairly satisfied	42	269	38	266
Neither satisfied nor dissatisfied	10	65	14	94
Fairly dissatisfied	10	63	12	84
Very dissatisfied	4	28	6	39
Base	636		695	

4.7 The reasons given for dissatisfaction with the recycling collection service were:

- Collection should be weekly, 23% (19)
- Untidy/unsatisfactory collection process, 21% (17)
- No recycling collection in this area, 17% (15)
- Would like to be able to recycle more materials in general, 23% (19)
- Too complicated to work out which material goes in which bag, 8% (7).

4.5 Overall, the results show that respondents continue to be 'satisfied' with the street cleaning, household waste and recycling collection services. However, more can be done to raise awareness about the recycling process to help residents understand how to do it, as concerns were raised about how complicated it was. Steps should be taken to ensure that refuse staff pick up rubbish and leave the streets/pavements clean and tidy during collections.

Plans outlining the proposed actions to address the issues raised are shown at Appendix 3.

5. Home Energy Advice Service

- 5.1 The Council's Home Energy Advice Service offers residents independent advice and information about how to use heat, light and fuel efficiently.
- 5.2 More than half of respondents 51% (322) knew the Council had a Home Energy Advice Service but 49% (310) did not..
- 5.3 When asked if they would consider making home improvements, such as loft insulation or fitting a new heating system in future. Overall, 21% (131) of respondents would without a grant and 49% (302) would with a grant..
- 5.4 The results in Table 9 show that 72% (456) of respondents find it easy to keep their home warm, only 9% (59) found it difficult.

Table 9: % of respondents who find it easy or difficult to keep their house warm.

	2007	
	%	n
Very easy	25	157
Fairly easy	47	299
Neither easy nor difficult	19	123
Fairly difficult	7	45
Very difficult	2	14
Base	638	

- 5.5 The results highlight the need for more information on existing grant or support schemes to help residents make home energy improvements. The Council currently runs regular Home Energy Advice road-shows in different areas of the city. However, more use could be made of local press and 'Your Derby' newsletter to publicise the grants available. Plans outlining the proposed actions to address the issues raised are shown at Appendix 4.

6. Cycle Derby

- 6.1 Cycle Derby is the title of the City's National Cycle Demonstration Town Project, one Of only six being done nationally. The aim of the project is to increase cycling to school by 2009. We launched the project in November 2005 and have been using local Radio, press, roadside advertising, leaflets and posters to raise awareness.
- 6.2 Overall, 59% (375) of respondents had heard of the 'Cycle Derby' campaign and 41% (263) had not.
- 6.3 Those who had heard of the 'Cycle Derby' campaign were most likely to have done so through roadside advertising 45% (171), newspaper 39% (150) and poster or leaflet 27% (102).

6.4 When asked what actions the Council should prioritise to encourage young people under 16 and their families to cycle more safely, more often. The top five actions selected were:

- On-road cycling training for young people, 29% (187)
- More and better cycle routes, 21% (135)
- Safer routes to school, 20% (128)
- School travel plans – reducing the number of car journeys to school, 11% (73)
- School and community cycle clubs, 7% (42).

6.5 In the past 10 months the council has promoted a variety of initiatives to support Cycle Derby. Overall, the results in Table 10 show that 47% (289) of respondents had not heard of these initiatives and the top initiative heard of was 'Bike to School Week Challenge' 39% (239).

Table 10: % of respondents who had heard of Cycle Derby initiatives

	2007	
	%	n
Bike to School Week Challenge	39	237
National Bike Week	27	169
Summer Holiday Activities	13	80
The Festival of Cycling 2007	6	38
Bikeability Cycle Training Launch	4	22
The Derby Bike Film Festival	3	18
None	47	289

Base = 613

6.6 Plans outlining the proposed actions to address the issues raised are shown at Appendix 5.

7. Parks service

7.1 The Parks Service is responsible for improving, managing and maintaining 374 parks and public open spaces across the city. We wanted to find out panel members views about the parks they use most and how we could improve the parks service.

7.2 Overall, 66% (416) of respondents visit a park in Derby at least once a month or more often. Only 8% (49) of respondents 'never' visit a park.

- 7.3 The results in Table 11 show that the top three parks used most often were Markeaton 32% (328), Darley 21% (214) and Allestree 9% (93).

Table 11: Parks used most often

	2007	
	%	n
Markeaton	32	328
Darley	21	214
Allestree	9	93
Alvaston	8	82
Chaddesden	5	53
Normanton	3	27
Arboretum	2	21
Mickleover	2	19
Oakwood	1	13
Osmaston	1	7
Rykneld	1	6
Derwent	0	2

Base = 578

- 7.4 Overall, 80% of respondents were satisfied with the parks they use most often and tended to travel up to one mile 46% (466) to get to them.
- 7.4 The top five park improvements suggested by respondents were:
- Reduce anti-social behaviour, 23% (99)
 - Improve general maintenance, 13% (54)
 - Improve car parking provision, 11% (46)
 - Hold more events/leisure activities, 10% (39).
- 7.5 Steve Medlock, Head of Park Services stated “The Pointer results will be used to inform the development of the Parks Strategy, the draft of which is due to go to Cabinet in March after which it will be widely circulated for comments to members, Council departments, partner organisations and residents. It will also provide evidence of park usage and residents priorities for parks development to support bids for external funding during 08/09. The information gained from the pointer survey will be followed up by local consultations to establish the more detailed information needed to design a specific park development scheme”.

8. Marketing Derby

- 8.1 Marketing Derby is responsible for raising the city’s profile to support existing and attract new investment into the city. We repeated some of the questions asked in October 2006 survey to see if people’s perception of Marketing Derby had changed.
- 8.2 Overall, 47% (299) of respondents had heard of the ‘Derby Does It’ campaign, compared to 36% (255) in October 2006.

- 8.3 The results in Table 12 show that 67% (422) of respondents 'agree' that 'Derby's has a more positive image than 12 months ago' which is an improvement on the October 2006 results of 40% (285).

Table 12 : % respondents who believe Derby has a more positive image than 12 months ago.

	October 2007		October 2006	
	%	n	%	n
Strongly agree	17	105	5	38
Agree	50	317	35	247
Neither agree nor disagree	20	128	34	240
Disagree	8	50	13	92
Strongly disagree	3	20	7	48
Don't know	2	10	6	42
Base	630		707	

- 8.4 The results will be used by Marketing Derby to inform/improve their marketing strategy for the city. Plans outlining the proposed actions to address the issues raised are shown at Appendix 6.