



DERBY CITY COUNCIL

**COUNCIL CABINET**  
**31 JULY 2007**

# ITEM 21

Report of the Director of Corporate and Adult Social Services

## Derby Pointer Panel – April 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 October 2007 survey.

### SUPPORTING INFORMATION

- 2.1 The questionnaire was sent out on 19 April 2007 to 1,233 Derby Pointer Panel members. The response rate was 63% (773).
- 2.2 The results reported here represent replies received from 773 respondents and should be taken as accurate to within a confidence interval of +/-2.1%. The topics covered in the survey were:
  - performance information
  - physical activity
  - public highways maintenance
  - Derby Cityscape.
- 2.3 A full summary of the key results is shown at Appendix 2. The main issues are set out here.
  - 2.3.1 More than half of respondents, 56% (435) had seen information about the Council's performance. Respondents were most likely to have seen this information in the Council newsletter 'Your Derby' 60% (260) and in the local media, for example, newspaper or radio, 57% (246). Overall, most respondents 93% (713) said it was 'important' for the Council to tell them about its performance.
  - 2.3.2 Overall, 69% ( 528) of respondents exercise, at least once a week, for 30 minutes compared to 31% (235) respondents who don't exercise at all. Only 7% (52) respondents have spent time helping to organise sport on a voluntary basis. Satisfaction with sports provision in their local area was mixed – only 30% (226) of respondents said they were satisfied, 46% (349) were neither satisfied nor dissatisfied and 24% (186) were dissatisfied.

- 2.3.3 Overall, 74% ( 566) of respondents thought that frequency the Council cuts the grass on road verges, 15 times a year, was 'just right'. Generally, 51% (388) of respondents thought the road verges and footpaths were left tidy when the grass was cut. More than half of respondents, 65% (502) thought the planted areas and trees next to roads were well maintained by the Council.
- 2.3.4 There was no significant change in the percentage of respondents who had heard about Derby Cityscape before completing the survey. 70% (495) had heard about Derby Cityscape in October 2006 survey, compared to 68% (518) now.
- 2.3.5 Generally, respondents still think Derby Cityscape is helping to make a real difference to the city centre. 51% (359) 'agreed' this was the case in the October 2006 survey, compared to 50% (378) now.

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<b>Background papers</b>	October 2006 Derby Pointer survey results April 2007 Derby Pointer survey results and service manager's action plans. Department for Communities and Local Government white paper, 'Strong and prosperous communities – October 2006'.
<b>List of appendices</b>	Appendix 1 – Implications Appendix 2 – Results summary Appendix 3 – Performance Information Action Plan Appendix 4 – Physical Activity Action Plan Appendix 5 – Public Highways Maintenance Action Plan Appendix 6 – Derby Cityscape Action Plan Appendix 7 – April 2007 results tables

<b>IMPLICATIONS</b>
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### 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 Performance information results contribute to the Council's priority of – **giving you excellent services and value for money.**
- 5.2 Physical activity results contribute to the Council's priority of – **helping us all to be healthy, active and independent.**
- 5.3 Public highways maintenance results contribute to the Council's priority of – **leading Derby towards a better environment.**
- 5.4 Derby Cityscape contribute to the Council's priority of – **Creating a 21<sup>st</sup> Century city centre** by working with Derby Cityscape Limited to deliver projects in the city centre.

<b>Key Results</b>
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**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 Performance information**

- 2.1 Performance management is an important part of the Council's planning process and it involves having systems in place which help us manage, monitor and continuously improve our performance to achieve our service priorities. We wanted to know panel members views on how we tell them about the Council's performance to make sure we were telling them what they wanted know in the way they want.
- 2.2 More than half of respondents, 56% (435) had seen information on how the Council's services were performing, compared to 36% (281) who had not. The top five places that where respondents had seen information about the Councils' performance were:
- In the council magazine – 'Your Derby' – 60% (260)
  - In a local media, for example, newspaper or radio – 57% (246)
  - On the Council's website – 21% (92)
  - In a Council building – 12% (50)
  - At an area or neighbourhood forum meeting – 5% (20).
- 2.3 Overall, 68% (511) of respondents said they would like to see more information than they currently do, about how the Council is performing, compared to 32% (238) who do not want to see more information. The top four methods that respondents **prefer** to get information about the Council's performance were:
- Local newspaper or radio – 60% (461)
  - Council magazine 'Your Derby' – 55% (425)
  - Council website – 34% (264)
  - Leaflets available in the Council House and at local libraries – 22% (168).

- 2.4 The results in Table 1 show that type of performance information respondents would **most** like to see on the Council's website are 'information on how our performance compares with other Councils' 46% and 'information on how we are performing in delivering improvements with our partners, such as , Health Service and Police' 46%.

**Table 1: Information respondents would most like to see on the Council's website**

	April 2007	
	%	n
Information on how our performance compares with other councils	46	349
Information on how we are performing in delivering improvements with our partners, such as, Health Service and Police	46	349
Copies of our performance reports, which include information on the progress we are making on our key priorities and other performance targets	44.3	339
A summary of the improvements we have made	44.1	337
Detailed summary of the Council service area performing well and not performing as well as expected	43.7	334
Findings from any external assessments - CPA	34	260
Not interested in seeing any performance information on the website	7	51
I don't have Internet access	25	188
Base	765	

- 2.5 When asked how they would like to see the performance information presented, the top response 65% (353) was for the 'traffic light system' in which red, amber or green is used to show whether or not the Council's performance targets have been met.
- 2.6 The results in table 2 show that 93% (713) of respondents said it was 'important' for the Council to tell residents about its performance.

**Table 2: Important for Council to tell residents about its performance.**

	April 2007	
	%	n
Very important	55	425
Quite important	38	288
Neither important nor unimportant	5	36
Not that important	2	15
Not at all important	1	4
Base	768	

- 2.7 The 'Your Derby' Council newsletter and the local media are currently the most popular sources of information for respondents. There is scope to improve the way we use the local media and existing publications like 'your Derby' and the Council's website to display/publish performance information to meet resident's needs.
- 2.8 The recent Department for Communities and Local Government white paper, 'Strong and prosperous communities, October 2006' not only requires councils to involve and consult service users in more detail but also to provide better information, about service standards, to enable residents to call to account local agencies who fail to meet their needs.

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

### **3. Physical activity**

- 3.1 The Council's sport and leisure service is currently monitoring resident's involvement in sport and physical activity as part of 'Getting Derby Active'. An important part of the process is to find out about the physical activity local residents do to help us improve the sporting opportunities in the city and get more people active.
- 3.2 Most of respondent's 81% (623) have not received tuition from an instructor or coach in the past 12 months to improve their performance in any sport or physical activity. Only 15% (119) had taken part in any organised competitive sport in the last 12 months.
- 3.3 Only 30% (227) of respondents have been a member of a club so that they can play or participate in sport or physical activity and the top three types of clubs these respondents used were:
- Health and fitness – 54% (120)
  - Sports club – 25% (56)
  - Social club, for example, employee or youth club – 4% (10).
- 3.4 Overall, most respondents 93% (721) do not spend anytime helping to organise sport on a voluntary basis, compared to 7% (52) who did.
- 3.5 The results in Table 3 show that number of respondents who exercise for 30 minutes, where they get sweaty or out of breath, once a week is low at 14% (108) and the results are even lower for those who exercise more than five times a week, 6% (47).

**Table 3: How often respondents exercise for 30 minutes.**

	April 2007	
	%	n
Once a week	14	108
Twice a week	19	148
Three times a week	17	127
Four times a week	8	58
Five times a week	5	40
More than five times a week	6	47
None	31	235
Base	763	

- 3.6 Overall, the results showed that most respondents do not participate in any physical activities and the Council could do more to market/promote the benefits of 'getting active' in the city. Younger respondents were more likely than older respondents to be dissatisfied with the sports and leisure facilities provided and further research may be required to establish the scope and depth of this dissatisfaction. Plans outlining the actions proposed to address the issues raised are shown at Appendix 4.

#### **4 Public highways maintenance**

- 4.1 We wanted panel member's views on how we maintain the public highways, which involves cutting grass verges and the maintenance of trees. The results will be used to help us improve the public highways maintenance service.
- 4.2 The Council currently cuts the grass on most of its road verges 15 times a year from March to October. Overall, 74% (566) of respondents thought the frequency was 'just right', 22% (171) thought it was 'not frequent enough' and 4% (33) said it was 'too frequent'.
- 4.3 More than half of respondents 51% (388) thought the Council left the verges and footpaths tidy after cutting the grass. However, 39% (300) respondent did not think the Council left things tidy and respondents in Boulton (57%/24), Chaddesden (25%/25), Mickleover (46%/32) and Oakwood (53%/24) were more likely than those in Abbey (9%/3) to say that was the case. The suggestions put forward for the extra work the Council should do include:
- remove/collect cut grass – 61% (190)
  - sweep cuttings from paths/roads – 12% (38)
  - make a tidier job of it/trim verges – 9% (28)
  - remove litter – 8% (25).

4.4 Overall, 65% (502) of respondents thought planted areas and trees next to roads were 'well maintained' by the Council. Some respondents 22% (172) said the areas were not well maintained and suggested the following improvements:

- trim branches.shrubs back – 38% (60)
- cut back shrubbery obscuring roads/road signs – 18% (29)
- ensure maintenance is the same standard across the whole town – 13% (20)
- stop people damaging plants, breaking saplings – 10% (16)
- remove litter – 4% (7).

4.5 Overall, the results showed that more than half of respondents were satisfied with the Council's verge cutting service and the maintenance of planted areas by the roadside. However, there is scope to improve satisfaction further by collecting and removing grass cuttings, and pruning branches and shrubs in planted areas, especially in the Boulton, Chaddesden, Mickleover and Oakwood area where some respondents were dissatisfied with public highways maintenance.

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

## 5. Derby Cityscape

5.1 Derby Cityscape is a not-for-profit regeneration company that is responsible for working closely with the Council identifying and moving forward developments in Derby's city centre. Some of the major changes Derby Cityscape are involved in are: the Westfield Shopping Centre, the Derby QUAD, redevelopment of Churnut House on Carrington Street and the new Finesse Hotel on St Mary's Gate.

5.2 We repeated the questions asked in the October 2006 survey to see if panel member's perceptions of Derby Cityscape had improved.

5.3 Respondents were asked whether they had heard of Derby Cityscape before reading about them in the survey. The results in Table 4 show that 68% of respondents had heard about them compared to 32% who had not, which was consistent with the October 2006 survey results.

**Table 4: Respondents who knew about Derby Cityscape**

	April 2007		October 2006	
	%	n	%	n
Yes	68	518	70	495
No	32	242	30	214
Base	748		709	

5.4 Only 36% (255) of respondents had heard of the 'Derby Does It' campaign, which is used to promote the city and 64% (454) had not.



- 5.5 The results in Table 5 show that there was no major improvement in the percentage of respondents who thought Derby Cityscape was making a real difference to the city. In October 2006 57% (359) of respondents 'agreed' they were making a difference compared to 50% (378) now.

**Table 5: Derby Cityscape is making a real difference to the city centre**

	April 2007		October 2006	
	%	n	%	n
Strongly agree	9	69	15	93
Agree	41	309	42	266
Neither agree nor disagree	26	200	28	177
Disagree	8	62	9	54
Strongly disagree	4	29	6	37
Base	669		627*	

\* 2006 results re-calculated to exclude 'don't know' to compare with 2007 results

- 5.5 Respondents aged 25-34 were more likely (62%/68) to agree that Derby Cityscape is helping to make a real difference to the city centre than those aged 65 (41%/72)
- 5.6 Overall, respondents had heard of Derby Cityscape and thought it was making a difference to the development of the city centre. However, more than 40% respondents were not aware of Derby Cityscape and there is scope to increase awareness through more publicity across the city. Plans outlining the proposed actions to address the issues raised are shown at Appendix 6.