



DERBY CITY COUNCIL

## COUNCIL CABINET 6 APRIL 2004

### Report of the Director of Policy

## Derby Pointer Panel – November 2003 questionnaire results

### RECOMMENDATION

- 1.1 To consider November's Derby Pointer questionnaire 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 with the next questionnaire in June 2004.

### SUPPORTING INFORMATION

- 2.1 The Panel was refreshed in September 2003 and 300 panel members who have not responded to questionnaires or who had reached the end of their three-year membership, were removed and replaced with new panel members.
- 2.2 The questionnaire was sent out on 21 November 2003 to 1,170 Derby Pointer Panel members. The response rate was 50.5% and the results reported here represent replies received from 592 respondents and should be taken as accurate to within a confidence interval of +/- 2.8%.
- 2.3 The topics covered in the questionnaire were:
  - Assembly Rooms and Guildhall Theatre
  - street lighting
  - sports and leisure
  - crime and crime prevention
  - Area Panels.
- 2.4 A full summary of the key results is shown at Appendix 2. The main issues are set out here.
  - 2.4.1 Overall, 60% of respondents thought the entertainment programme at the Assembly Rooms/Guildhall offered something for everyone. However, since 2002, there has been a significant increase in the number of respondents who have not visited both venues in the last 12 months.
  - 2.4.2 The number of respondents who were 'very satisfied' with street lighting maintenance and repair has reduced from 25.2% in the February 2002 survey to 16.8%. 28.7% of respondents would be prepared to pay up to £2.50 extra

council tax a year to have 'white light' street lighting, compared with 34.6 % of respondents who would not be prepared to pay extra council tax.

- 2.4.3 Most respondents 'never' play sports at Council sport centres. However, since 2002, there has been a significant increase in the number of respondents who said there were 'excellent' opportunities to take part in sports in the city.
- 2.4.4 The top three burglary prevention methods respondents classed as 'very important' were door and window locks, 82%, house contents insurance, 82% and good street lighting, 77%.
- 2.4.5 64.4% of respondents had heard about the Council's Area Panel meetings and 80.1% remember receiving an Area Panel leaflet through the door. 47.2% said they would consider attending an Area Panel meeting in future. 62% of respondents thought the Area Panel leaflet was 'good' or 'very good' and 35% of these respondents had kept it.

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<b>Background papers</b>	November 2003 Derby Pointer survey results and service managers action plans
<b>List of appendices</b>	Appendix 1 – Implications Appendix 2 – Results summary Appendix 3 – Assembly Rooms/Guildhall Action Plan Appendix 4 – Sports & Leisure Action Plan Appendix 5 – Area Panels Action Plan

## IMPLICATIONS

### Financial

1. None.

### 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.

### Corporate objectives and priorities for change

- 4.1 The Assembly Rooms, Guildhall Theatre and Sports and Leisure contribute to the Council's objective of – **shops, commercial and leisure activities** – of a wide variety that appeal to local people and attract visitors by developing cultural and heritage opportunities.
- 4.2 Street lighting and crime prevention contribute to the Council's objective of – **strong and positive neighbourhoods** – with good local services, where people feel safe and there are strong relationships within and between communities.
- 4.3 Area Panels contribute to the Council's objective of – **strong and positive neighbourhoods** – with good local services, where people feel safe and there are strong relationships within and between communities. **Integrated, cost effective services** that respond to customers' and community needs, rather than those of the Council. It also satisfies the Council's priority of – **enhance the community leadership role of the Council** both at strategic and neighbourhood level, through partnership working and listening to, and communicating, with the public.



## Key Results

### 1 Results interpretation

- 1.1 The standard confidence level used for surveys is 95%. This means we can be 95% confident that we did not arrive at the results by chance. Surveys based on a sample always have a margin of error associated with them. The 'true' figure lies within a range of the reported figure, shown as a 'confidence interval' of +/-X%. The confidence interval is an indication of the level of confidence we can have in the results, taking into account the number of people answering the question. For example, if 75% of respondents said they were satisfied with a service and the confidence interval was +/-3%. This means if we had surveyed the entire target population – Derby residents, 18+, we can be 95% confident that between 72% to 78%, three percent either side of 75%, of Derby residents would have been satisfied with the service.
- 1.2 Confidence intervals are also used to prove whether result differences are 'statistically significant'. In effect, we are looking for evidence of real improvement, not just arising from sampling error. When comparing results, it depends on whether or not the confidence intervals overlap.
- 1.3 For example, previous satisfaction results for the Council were 64%, confidence interval +/-3%, the true range is between 61 to 67%. Current satisfaction results are 68%, confidence interval +/-3%, the true range is between 65 to 71%. In this example the two ranges overlap and there is no significant difference between the two results. If the ranges did not overlap, there would have been a significant difference'. A non-significant result does not necessarily indicate that a difference does not exist in the population, but rather that you cannot draw inferences about such differences with a high degree of confidence.
- 1.4 'Base' where stated in the charts or tables, refers to the number of respondents to the question on which the statistics quoted are based.

### 2 Assembly Rooms and Guildhall

- 2.1 The Assembly Rooms and Guildhall are multi-purpose venues in the city centre, which promote arts and entertainment programmes throughout the year. We repeated some of the questions asked in February 2002 survey to see if panel members' views about the Assembly Rooms and Guildhall had changed.
- 2.2 Actual visitor numbers at the Assembly Rooms and Guildhall for the last two years were:

	2001/02	2002/03	Difference	2003 year end figures not available until April 2004
Assembly Rooms	163,802	182,004	+18,202	
Guildhall	36,446	36,120	-326	

The results in Table 1 below support the view that visitor numbers at the Assembly Rooms have increased since 2002. However, there is a significant increase in the number of respondents who 'never' visit the venues.

**Table1: How many times have you visited the Assembly Rooms/Guildhall in the last 12 months.**

Analysis compares responses from February 2002 and November 2003 survey and identifies significant statistical differences.

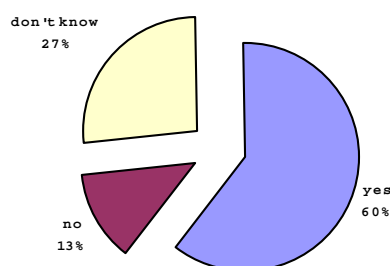
Assembly Rooms	2002		2003		Significant difference
	%	n	%	n	
Once	14.8	70	22.9	135	Y - increased
Twice	12.6	60	18.1	107	Y - increased
3 – 4 times	10.6	50	9.2	54	N
More than 5 times	3	14	2.7	16	N
Only when a show I am interested in is on	19.3	93	-	-	-
Never/no visits	39.3	186	47.1	278	Y - increased
Base respondents	473		590		

Guildhall	2002		2003		Significant difference
	%	n	%	n	
Once	8.9	35	16.9	99	Y -increased
Twice	3.9	16	4.1	24	N
3 – 4 times	2	8	1.2	7	N
More than 5 times	1.8	7	-	-	-
Only when a show I am interested in is on	17.9	71	-	-	-
Never/no visits	65.5	261	77.8	455	Y- increased
Base respondents	398		585		

Note: Statistical techniques have been used to determine whether there is a significant difference between the 2002 and 2003 results. Details can be provided on request.

- 2.4 More than half of the respondents think the Assembly Rooms and Guildhall entertainment programme offers something for everyone and 65.5% of respondents said they would like to receive information about future events.

### Entertainment programme at the Assembly Rooms/Guildhall offer something for everyone?



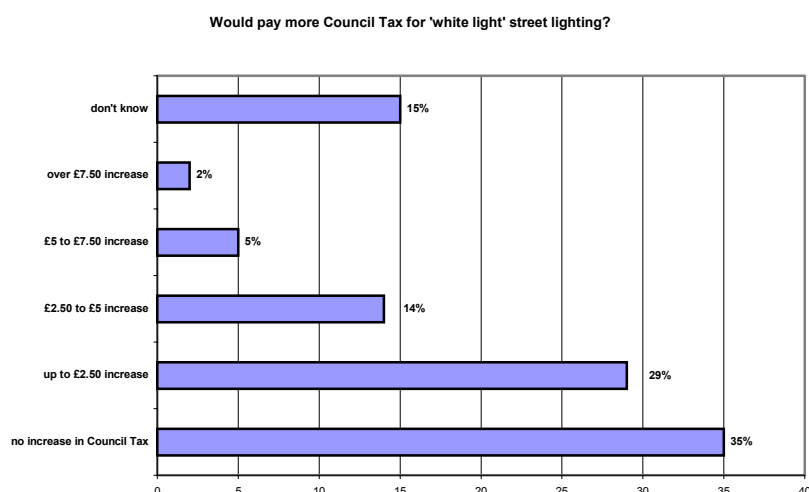
Base: 584 respondents

Plans outlining the proposed actions to address Assembly Rooms and Guildhall issues are included at Appendix 3

## 3 Street lighting

3.1 The Council provides street lights and illumination for street signs on roads and paths in the city. We asked these questions to find out how important it is to have street lighting in specific areas and whether residents would be prepared to pay more for 'white light' source, which could help to reduce crime.

3.2 The results showed that 50% of respondents were prepared to pay extra council tax to have 'white light' street lighting. There were 15% 'don't knows' and 35% of respondents were not willing to pay additional council tax.



Base: 575 respondents

- 3.3 The results in Table 2 below show that the number of respondents who were 'very satisfied' with street lighting maintenance and repair has reduced and the number of respondent who were 'neither satisfied/dissatisfied' has increased since 2002.

**Table 2: How satisfied are you with street lighting maintenance and repair?**

Analysis compares responses from February 2002 and November 2003 survey and identifies significant statistical differences.

	2002		2003		Significant difference
	%	n	%	n	
Very satisfied	25.2	126	16.8	98	Y -reduced
Fairly satisfied	48.2	242	49.1	286	N
Neither satisfied/dissatisfied	14.7	74	26.3	153	Y - increased
Fairly dissatisfied	6	30	6	35	N
Very dissatisfied	1.8	9	1.7	10	N
Don't know	4	20	-	-	-
Base: respondents	501		582		

- 3.2 The information obtained through the survey will be used to inform the Street Lighting PFI Project. The Department for Transport - DfT - announced on 19 December 2003 that the Council's bid for £32.47m PFI credits had been approved in full. The proposal outlined in the bid is to replace 76% of current street lighting columns over a five-year period and to improve service levels and maintenance of the infrastructure for the period of the 25 year contract. The Council is preparing the Outline Business Case - OBC - to submit to the DfT by April 2004. The OBC includes details of public consultation and stakeholder involvement. It is anticipated that the DfT will respond to the OBC by June 2004.

## 4 Sports and leisure

- 4.1 Sport and Leisure provides opportunities for people to take part in sport, recreation and play. The Council manages seven sports facilities, promote the benefits of leading an active lifestyle, develop sports in the local community and help schools to raise their physical education and sports standards. We repeated some of the questions asked in the February 2002 survey to see if panel members' views on sports and leisure had changed.
- 4.2 Actual attendance figures at the Council sport centres for the last two years were:

	2001/02	2002/03	Difference	2003 year end figures not available until April 2004
Queens Leisure	399,315	384,870	-14,445	
Moorways	514,684	476,414	-38,270	
Springwood	175,933	180,192	+4,259	
Shaftesbury	61,654	59,295	-2,359	
Mackworth/Derby College	not available	61,621	n/a	
Markeaton	36,896	37,168	+272	
Lancaster	101,642	100,259	-1,383	



The results in Table 3 below show that there has been no significant difference in the number of respondents who use the Council sport centres every week. However, actual attendance figures in 4.2 show that, with the exception of Springwood Mackworth and Markeaton, weekly attendance figures for the other centres have fallen since 2001/02.

**Table 3: % respondents who play sports at Council sports centres every week**

Analysis compares responses from February 2002 and November 2003 survey and identifies significant statistical differences.

	2002		2003		Significant difference
	%	n	%	n	
Queens Leisure	3.2 Base: 395	13	4.7 Base: 573	27	N
Moorways	4.4 Base: 379	17	4.4 Base: 568	25	N
Springwood	2 Base: 359	7	1.4 Base: 560	8	N
Shaftesbury	0 Base: 357	0	1.6 Base: 557	9	N
Lancaster	2.5 Base: 362	9	1.1 Base: 558	6	N
Mackworth/Derby College	0.8 Base: 357	3	0.9 Base: 559	5	N
Markeaton Park- Pitch and Putt Tennis	0.2 Base: 366	1	0.4 Base: 563	2	N

- 4.3 The results in Table 4 below show that most respondents 'never' play sports at Council sport centres and, with the exception of Markeaton Park, there has been no significant changes in the results since 2002.

**Table 4: % of respondents who 'never' play sports at Council sport centres**

Analysis compares responses from February 2002 and November 2003 survey and identifies significant statistical differences.

	2002		2003		Significant difference
	%	n	%	n	
Queens Leisure	79.4 Base: 395	313	76.4 Base: 573	438	N
Moorways	81.8 Base: 379	310	79.8 Base: 568	453	N
Springwood	93.9 Base: 359	336	94.8 Base: 560	531	N
Shaftesbury	96.3 Base: 357	344	95.5 Base: 557	532	N
Lancaster	94.3 Base: 362	341	94.1 Base: 558	525	N
Mackworth/Derby College	96.4 Base: 357	344	98 Base: 559	548	N
Markeaton Park – Pitch and Putt Tennis	80.6 Base: 366	295	88.3 Base: 563	497	Y -increased

Note: Statistical techniques have been used to determine whether there is a significant difference between the 2002 and 2003 results. Details can be provided on request.

- 4.4 Overall, the results in Table 5 below show that respondents still think there are good opportunities to take part in sports in the city.

**Table 5: How good are the opportunities for you to take part in sports in the city?**

Analysis compares responses from February 2002 and November 2003 survey and identifies significant statistical differences.

	2002		2003		Significant difference
	%	n	%	n	
Excellent	3.9	16	9.1	46	Y - increased
Good	44.3	185	50.4	255	N
Fair	40.3	185	31.8	161	Yes – decreased
Poor	10.1	42	6.7	34	N
Very bad	1.4	6	2	10	N
Base: respondents	418		506		

Note: Statistical techniques have been used to determine whether there is a significant difference between the 2002 and 2003 results. Details can be provided on request.

- 4.5 Overall, 81% of respondents had not been to a local swimming pool in the last three months. Only 19% of respondents had used a local swimming pool in the last three months and the top three pools used by these respondents were Queens Leisure, 50%, Moorways, 23% and health club pool, 18%. The top four suggestions about 'what we could do to encourage people to use the Council's swimming pools more' were:

- adults only swimming, 26%
- improved cleanliness, 26%
- cheaper prices, 26%
- cleaner changing rooms and toilets, 26%.

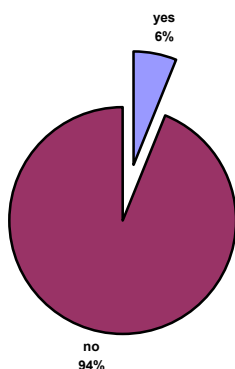
Plans outlining the actions proposed to address sports and leisure issues are included at Appendix 4.

## **5 Crime and crime prevention**

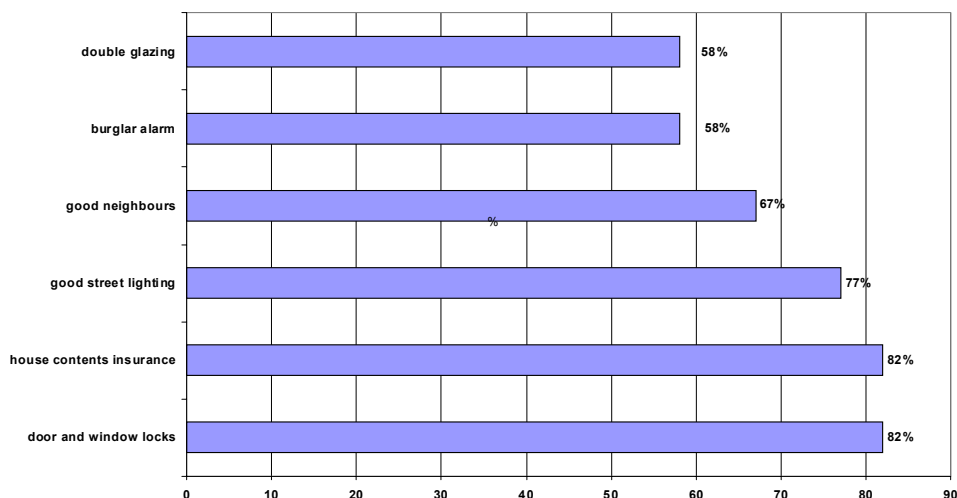
- 5.1 Derbyshire Police are reviewing their burglary prevention and burglary investigation services. An important part of the process is to find out local residents' views about burglary prevention and helping the Police to investigate burglaries. The Police will use the results to improve public satisfaction and confidence with local policing services.

- 5.2 Overall, the results showed that most respondents had not had their house burgled in the last 12 months and that top three burglary prevention methods respondents rated as 'very important' were house contents insurance, 82%, door and window locks, 82%, and good street lighting, 77%.

% of respondents whose house has been burgled in the last 12 months



Top six burglary prevention methods respondents rated as 'very important'.

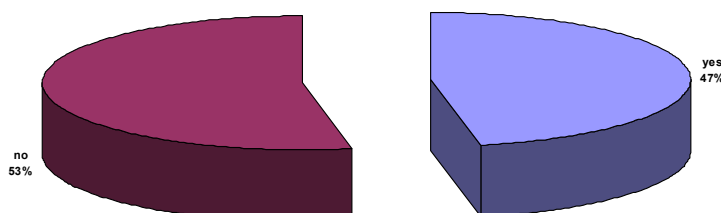


Superintendent Clive Hinkley, Head of Corporate Development, Derbyshire Constabulary said the results were most informative and will be used to form the basis of the recommendations for the burglary prevention and burglary investigation review.

## 6 Area Panels

- 6.1 The Council 's Area Panels were set up in December 2001. Each Area Panel covers three of four wards and is made up of the local ward councillors. The Area Panel meetings give residents the opportunity to raise issues, give views and suggest improvements for their local area. We wanted to know if Panel members knew about the Area Panels and how publicity could be improved.
- 6.2 Overall, 64% of respondents had heard about the Area Panel meetings, compared to 36% who had not. 47% of respondents would consider attending a future Area Panel meeting. Overall, 62% of respondents thought the Area Panel leaflet was 'good' or 'very good' and 35% of these respondents had kept it.

% of respondents who would attend an area panel meeting in the future



Plans outlining the actions proposed to improve the Area Panels are included at Appendix 5.



## DERBY POINTER - SERVICE MANAGERS' ACTION PLAN

**Manager: Peter Ireson**

**Service: Assembly Rooms/Guildhall Theatre**

Key issue identified	Proposed action	Target date/person responsible	Resource implications
77.8% of respondents had not used the Guildhall Theatre in the last 12 months.	Increase the profile of the Guildhall Theatre. Give more space in the season brochure to its commercial shows.	Start in Summer 2004 – brochure printed in March 2004.  Sarah-Jane Leydon – Programme Manager  Annette Meek – Marketing Manager	£600 to pay for extra pages in the brochure.
Only 3.7% of respondents heard about events at the Assembly Rooms/Guildhall through the Internet.	Increase the profile of our website address. Will make sure it is printed prominently on all publicity material we produce.	From March 2004 onwards.  Annette Meek – Marketing Manager	No resource implications.
12.8% of respondents didn't think the venues offered something for everyone and 26.9 ticked 'don't know'. 41% of these respondents wanted more rock and pop programmes.	We will work with national and local promoters to encourage them to bring more rock/pop events to the Assembly Rooms. Buy some shows to build a reputation and audiences.	Ongoing.  Sarah-Jane Leydon – Programme Manager	Potential to lose money on shows while audiences build.

## DERBY POINTER - SERVICE MANAGERS' ACTION PLAN

Manager: John Brown

Service: Sports and leisure

Key issue identified	Proposed action	Target date/person responsible	Resource implications
<b>Q. What one could we do to encourage you to use the Council's swimming pools more often or in the next few weeks?</b>			
26% of respondents would like better maintained changing rooms, separate changing cubicles, 21% and family changing area, 8%.	We have produced a comprehensive cleaning specification detailing cleaning standards and methods, particularly aimed at improving cleanliness levels in our wet – side changing rooms.	March 2004 Wayne Sills – Principal Sports Centre Manager	Each year, sport and leisure produce an Asset Management Plan, Capital Strategy and submit improvements as part of the budget process to cover these issues. We will continue to seek sources of funding to improve the quality of our sports centre changing rooms.
13% of respondents want improved security.	A Crime Reduction Survey has taken place at each sports centre by the Derbyshire Constabulary to identify ways to improve security. For example, with better lighting, improved CCTV and access controls. At Moorways Sports Complex, we are working with the Anti-Social Behaviour Unit to tackle the problems of youths hanging around the site. The Unit has also loaned the centre a high quality CCTV camera	Surveys completed.	Seeking funding to implement recommendations from the survey.



## DERBY POINTER - SERVICE MANAGERS' ACTION PLAN

**Manager: John Brown**

**Service: Sports and leisure**

Key issue identified	Improvement or proposed action
26% of respondents would like cheaper prices.	We have a very flexible pricing structure including free use, concessionary rates, off-peak and peak prices. Throughout the year, we run special promotions offering swimming at reduced rates to key target groups.
10% respondents would like improved facilities for disabled people.	£319,500 has been spent on the sports centres to improve facilities for disabled people with funding from the Council's Disability Discrimination Act Fund.
26% respondents would like 'adults only' swimming sessions.	We offer a mixed swimming programme to meet the needs of all types of swimmers. We review our swimming programmes on a regular basis and will consider more adult only swimming sessions as part of these reviews.
1.7% respondents would like better car parking facilities.	Four of our sports centres have free car-parking. Queens Leisure Centre and Lancaster have pay and display parking.

# DERBY POINTER - SERVICE MANAGERS' ACTION PLAN

Manager: Lesley Walker

Service: Area Panels – Area & Neighbourhood Unit

Key issue identified	Proposed action	Target date/person responsible	Resource implications
36% of respondents were not aware of area panels.	Update publicity strategy to include new ways to raise public awareness of panels. This will involve promotion through leaflets, posters, press releases and website improvements.	Agree new Publicity Strategy by June 2004.  Area Panel Managers: Sarah Edwards, Bill Reed, Richard Smail  Vickie Butler, Information and Communications Officer.	None, other than funding already committed.
Delivery of an area panel leaflet to every household was a success as 80% of respondents recall receiving the leaflet and 35% of these respondents have kept it. However, 20% of respondents do not recall receiving the leaflet.	We will deliver area panel leaflets again to every household. The leaflet was designed for maximum impact and distributed with the Electoral registration form.  We will review the wording and graphics in the leaflet to increase impact and add text to advise residents to keep the leaflet for future reference.	Review leaflet by June 2004.  Deliver leaflets – September 2004.  Area Panel Managers: Sarah Edwards, Bill Reed, Richard Smail  Vickie Butler, Information and Communications Officer.	None, other than funding already committed.

# DERBY POINTER - SERVICE MANAGERS' ACTION PLAN

Manager: Lesley Walker

Service: Area Panels – Area & Neighbourhood Unit

Key issue identified	Proposed action	Target date/person responsible	Resource implications
Overall, 62% of respondents thought the area panel leaflet was 'good' or 'very good'. The leaflet can be improved. 38% of respondents thought the leaflet was neither 'good' or 'poor' and 1.5% respondents thought it was 'poor'.	To review the leaflet design, text and layout.	Review leaflet – June 2004.  Area Panel Managers: Sarah Edwards, Bill Reed, Richard Smail  Vickie Butler, Information and Communications Officer.	None.
49% of respondents said that newspaper articles were the most likely way for people to hear about area panels.	To increase the number of press releases and information releases to publicise area panel meetings and promote improvements.	Start regular information and press releases from June 2004.  Area Panel Managers: Sarah Edwards, Bill Reed, Richard Smail  Vickie Butler, Information and Communications Officer.	None.
25% of respondents said that posters in community centres was an effective way to publicise meetings.	This will be added to the new strategy. We will distribute the new posters throughout the year to partners, community groups, doctor surgeries and other outlets.	Distribute new posters by October 2004. Distribute existing posters by April 2004.  Vickie Butler, Information and Communications Officer.	Very little financial implication.

**DERBY POINTER - SERVICE MANAGERS' ACTION PLAN****Manager: Lesley Walker****Service: Area Panels – Area & Neighbourhood Unit**

<b>Key issue identified</b>	<b>Proposed action</b>	<b>Target date/person responsible</b>	<b>Resource implications</b>
Only 14% of respondents had attended an area panel meeting, but 47% would consider attending a meeting in the future.	Area panel managers and councillors will identify a range of options to maintain publicity and make meetings more attractive to a wider range of people.	Identify options by June 2004.  Bill Reed, Sarah Edwards, Richard Smail	Unknown.
The main reasons why respondents don't attend area panel meetings were: - cannot get to the meetings, 40% - inconvenient time, 35% - don't know much about them, 27% - not interested in attending, 28%	The venues will be reviewed, alternative times considered and more publicity produced.  We will investigate new ways for residents to get their issues raised at area panel meetings, such as, collecting written questions from local venues.  Include information about bus routes for each venue.	Complete review by July 2004.  Bill Reed, Sarah Edwards, Richard Smail and Member Services.	Unknown, possible extra room hire charges.

# DERBY POINTER - SERVICE MANAGERS' ACTION PLAN

Manager: Lesley Walker

Service: Area Panels – Area & Neighbourhood Unit

Key issue identified	Proposed action	Target date/person responsible	Resource implications
<p>68% of respondents said that 'advance publicity' was the most effective way to encourage more people to attend area panel meetings.</p> <p>53% of respondents said we should make sure residents can raise their issues at the meetings.</p>	<p>Increase the amount of local publicity before each meeting. Options being considered are:</p> <ul style="list-style-type: none"> <li>- distribute leaflets reminding residents of the meetings</li> <li>- produce and distribute the area panel bulletins in advance of the meetings</li> <li>- provide advance publicity about the key issues to be discussed at the area panel meeting.</li> </ul>	<p>Agree preferred options by September 2004.</p>	<p>£600 for 500 A4 leaflets/ bulletins for all area panel meetings in one year.</p>
<p>Receiving an area panel newsletter is significantly the most supported way to receive area panel information, 61%.</p> <p>The existing annual publicity leaflet was supported by 40%. There was limited support for information by e-mail, 1% but more support for information on the website, 10%.</p>	<p>To develop the newsletter idea and identify ways to distribute it more widely. Newsletters are currently only distributed at the meetings and on the website.</p>	<p>Identify ways to distribute the newsletter by July 2004.</p> <p>Vickie Butler, Bill Reed, Sarah Edwards, Richard Smail</p>	<p>To be estimated.</p>

## DERBY POINTER - SERVICE MANAGERS' ACTION PLAN

Manager: Lesley Walker

Service: Area Panels – Area & Neighbourhood Unit

Key issue identified	Proposed action	Target date/person responsible	Resource implications
41% of respondents said they would like to be included on the area panel mailing list.	Names and addresses will be passed on to Member Services to include on the relevant database.	Send contact details to Member Services by March 2004.  Bill Reed, Sarah Edwards, Richard Smail, Member Services.	Costs absorbed within postage costs for each area panel. Approximately, £30 for every meeting for 100 extra names.
42% respondents prefer to give their opinions about local services directly to the Council in writing, 42%, and by telephone, 39%.  30% of respondents prefer to give their opinions by attending an area panel meeting, by using the Council website, 23%, visiting a Council office, 21% and attending a councillor surgery, 20%	These views will be forwarded to the Council's Service Access Review Best Value Panel.	Forward views by March 2004.  Bill Reed, Sarah Edwards, Richard Smail	None.