



## **Derby Pointer Citizens' Panel – October 2009 survey results**

### **SUMMARY**

- 1.1 This report provides an update on the key results of the October 2009 Pointer Panel survey and the proposed service improvements to be put in place.

### **RECOMMENDATIONS**

- 2.1 To note the October 2009 Derby Pointer survey results and agree the service managers' improvement plans as outlined in Appendices 3-7.
- 2.2 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 with the April 2010 survey.

### **SUPPORTING INFORMATION**

- 3.1 The questionnaire was sent out on 12 October 2009 to 978 Derby Pointer Panel members. The response rate was 65% (632).
- 3.2 The results reported here represent replies received from 632 respondents and should be taken as accurate to within a confidence interval of +/-2.2%. The topics covered in the survey were:
- Street lighting
  - Public highways maintenance
  - Street cleaning and waste management
  - Home Energy Advice Service
  - Derby Cityscape
  - Marketing Derby.

- 3.3 A full summary of the key results is shown at Appendix 2. The main issues are set out here:
- 3.3.1 Overall, most respondents (80%/492) were 'satisfied' with the street lighting in their area which is a slight improvement on the October 2008 results of 77% (412).
  - 3.3.2 The majority of respondents (74%/454) felt that cutting the grass on most road verges 10 times a year was 'just right'. Only 22% (133) felt it was 'not frequent enough'.
  - 3.3.3 There was no improvement in the percentage of respondents who were satisfied with the Council's street cleaning standards. In June 2008 67% (400) of respondents were 'satisfied with the street cleaning standards compared to 67% (415) now.
  - 3.3.4 Most respondents (81%/500) were satisfied with the Council's waste collection service which was an improvement on the June 2008 results of 74% (450).
  - 3.3.5 On the whole, 73% (439) of respondents were satisfied with the Raynesway Civic Amenities site, 21% (126) were 'neither satisfied nor dissatisfied' and only 6% (39) were 'dissatisfied'.
  - 3.3.6 There was no major improvement in the percentage of respondents who were aware of the Council's Home Energy Advice Service. In October 2007 51% (322) of respondents were aware of the service compared to 53% (333) now.
  - 3.3.7 There was an increase in the number of respondents who find it 'difficult' to keep their home warm. In October 2007 9% (59) found it 'difficult' compared to 17% (109) now.
  - 3.3.8 Awareness of the 'Derby Does It' campaign has consistently increased from October 2007 47% (299), October 2008 50% (277) to 52%(328) now.
  - 3.3.9 Over the last three years there has been a reduction in the percentage of respondents who agree that 'Derby has a more positive image than 12 months ago' – October 2007 67% (422), October 2008 59% (319), October 2009 46% (292).
  - 3.3.10 There was no major change in the percentage of respondents who agreed 'Derby Cityscape is helping to make a real difference to the city centre'. In July 2009 61% (318) 'agreed' compared to 57% (358) now.

**For more information  
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**Background papers:**

April 2007, October 2007, June 2008, October 2008 and July 2009 panel survey results.

**List of appendices:**

Appendix 1 – Implications  
Appendix 2 – Key results  
Appendix 3 – Street Lighting Improvement Plan  
Appendix 4 – Street Cleaning and Waste Management Improvement Plan  
Appendix 5 – Home Energy Improvement Plan  
Appendix 6 – Marketing Derby Improvement Plan  
Appendix 7 - Derby Cityscape Improvement Plan

IMPLICATIONS
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**Financial**

- 1.1 Each Panel questionnaire costs £5,080 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**

- 2.1 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.
- 2.2 The Pointer Panel is also an important tool to enable us to meet our 'duty' to inform, consult and involve (Section 138 of the Local Government and Public Involvement in Health Act).

**Personnel**

- 3.1 None.

**Equalities Impact**

- 4.1 The Panel is representative, as possible, of the Derby population and this Representativeness is reviewed annually during panel refreshment.

**Corporate Priorities 2010/11**

- 5.1 Street lighting, Public highways maintenance and Street cleaning and waste management contribute to the Council's priority of '**City for Stronger, Safer and Cleaner Communities – to improve levels of safety and cleanliness and to develop confidence and pride across our communities and neighbourhoods**'.
- 5.4 Home Energy Advice Services contribute to the Council's priority of '**City Growth – to contribute to reducing the effects of climate change in Derby**'.
- 5.5 Derby Cityscape and Marketing Derby contribute to the Council's priority of '**City Growth – to help create a healthy, vibrant economy with the physical and educational infrastructure to sustain the prosperity of business and citizens**'.

## 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. Percentages stated have been rounded up or down to the nearest whole number.
- 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 Street Lighting

- 2.1 Lighting derby – a Balfour Beatty company currently manages the Council's street lighting contract to maintain and improve street lighting within the city.
- 2.2 This is a 25 year contract which includes replacing 67% of streetlights in the first five years, which will bring our street lighting up to current British and European Lighting Standards. The total cost of the 25 year project is approximately £100 million.
- 2.3 We wanted to know residents views on street lighting in their area and how it could be improved.
- 2.4 On the whole, Table 1 shows there was an improvement in the percentage of respondents giving a 'good' rating for all aspects of the street lighting service. The number of street lights and how bright the street lights are received particularly high scores.

**Table 1: How respondents rate street lighting in their area**

	October 2008				October 2009			
	Total very good/fairly good		Total fairly poor/very poor		Total very good/fairly good		Total fairly poor/very poor	
	%	n	%	n	%	n	%	n
a. Number of streetlights	78	417	11	55	84	532	6	39
b. How bright the streetlights are	72	381	14	72	83	514	8	52
c. Time taken to repair faulty streetlights	37	194	14	73	43	268	9	55
d. Time taken to install new street lights	32	167	13	70	46	286	13	79

Base: variable for both 2008 and 2009

- 2.5 Table 2 shows that the majority of respondents (81%/492) expressed satisfaction, overall, with the street lighting in their area and there was no significant increase in satisfaction levels since the October 2008 survey.

**Table 2: % respondents satisfied with street lighting in their local area**

	October 08		October 09	
	%	n	%	n
Very satisfied	30	161	40	243
Fairly satisfied	47	251	41	249
Neither satisfied nor dissatisfied	11	60	9	58
Fairly dissatisfied	7	40	6	40
Very dissatisfied	5	25	3	19
Don't know/Can't Say	0	1	1	3
Base	538		612	

- 2.6 The main street lighting improvements suggested by respondents were:
- more lighting/additional lighting required, 14% (42)
  - light pollution/energy saving, 14% (42)
  - anticipating new street lighting, 11% (32)
  - brighter lighting required, 10% (29)
  - obstruction of lighting, 6% (42).
- 2.7 An improvement plan outlining the proposed actions to address the issues raised is shown at Appendix 3.

### 3. Public highways maintenance

- 3.1 We wanted residents' views on how we maintain the public highways which involves cutting grass verges and the maintenance of trees, and how we could improve the highways maintenance service.
- 3.2 The Council currently cuts the grass on most of its road verges 10 times a year from March to October. Overall, the results in Table 3 show that even though the frequency had been reduced from 15 to 10 times a year, respondents still thought the frequency was 'just right'.

**Table 3: Respondents views on how frequently the grass verges (10 times a year) are cut.**

	April 2007*		October 2009	
	%	n	%	n
Too frequent	4	33	4	22
Just right	74	566	74	454
Not frequent enough	22	171	22	133
	770		609	

\* Frequency was 15 times a year

- 3.3 Generally, respondents thought the road verges and footpaths were left tidy after the grass was cut.

**Table 4: % of respondents who thought road verges and footpaths were left tidy after cutting the grass**

	April 2007		October 2009	
	%	n	%	n
Yes	51	388	54	332
No	39	300	38	236
Don't know	10	79	8	48
	767		616	

- 3.4 The respondents who thought the verges/footpaths were not left tidy suggested that the Council should do the following extra work ...

- Collect grass left on pavements, 76% (167)
- More frequent cutting required, 6% (14)
- Clear litter prior to cutting, 4% (9).

- 3.5 The Head of Highways, Regeneration & Community provided the following feedback about the public highways maintenance survey results ...

“The Council reduced its level of service on grass cutting in 2009/10 from 15 cuts per annum to 12 cuts per annum. The results of the survey show that the levels of satisfaction with the service have remained almost the same. No action is proposed to be taken on this issue other than repeat the survey again at an appropriate time. The service is due to be reduced again in 2010/11, with another budget saving and discussions are taking place to agree whether the number of cuts will be reduced again to achieve this.

Although 76% (167) of respondents suggested that the Council should collect grass left on pavements after grass cutting. This would add substantially to the cost if done universally. We will investigate if its possible to use blowers to clear any heavy deposits of cuttings in a limited number of locations where the effect on footpath users is significant”.

#### **4. Street cleaning and waste management**

- 4.1 The Council has a duty to keep the street clean of litter, graffiti and other dumped rubbish. Benchmark questions are included in the Pointer Panel surveys every year to track residents satisfaction with the street cleaning and waste management service.
- 4.2 The results in Table 5 show that there has been no major change, since June 2008, in the percentage of respondents satisfied with Derby's street cleaning standards.

**Table 5: % respondents satisfied with Derby's street cleaning standards in the last year**

	October 2009		June 2008	
	%	n	%	n
Very satisfied	14	85	13	75
Fairly satisfied	53	330	54	325
Neither satisfied nor dissatisfied	14	86	14	85
Fairly dissatisfied	14	85	13	75
Very dissatisfied	5	32	7	40
Base	618		600	

- 4.3 Similarly, as shown in Table 6 and 7 respondents, on the whole, were satisfied with the Councils waste collection service but not so much with the civic amenities site at Raynesway.

**Table 6: % respondents satisfied with the waste collection service**

	October 2009		June 2008	
	%	n	%	n
Very satisfied	33	204	34	207
Fairly satisfied	48	296	40	243
Neither satisfied nor dissatisfied	7	46	6	37
Fairly dissatisfied	9	55	14	86
Very dissatisfied	3	17	5	28
Base	618		601	

**Table 7: % respondents satisfied with civic amenities site at Raynesway**

	October 2009	
	%	n
Very satisfied	30	180
Fairly satisfied	43	259
Neither satisfied nor dissatisfied	21	126
Fairly dissatisfied	5	30
Very dissatisfied	1	9
Base	604	

- 4.4 The main comments respondents had about the street cleaning and waste management service were:
- more frequent street cleaning required, 9% (29)
  - access to Raynesway site, 8% (27)
  - negative comments about staff, 8% (25)
  - frequency of bin collection, 7% (22)
  - need for additional facilities to dispose of bulky waste, 5% (17).
- 4.5 An improvement plan outlining the proposed actions to address the issues raised is shown at Appendix 4.



## 5. Home Energy Advice Service

- 5.1 The Council's Home Energy Advice Service offers residents independent advice and information on how to use heat, light and fuel efficiently, and about the help they can get to improve home insulation and heating.
- 5.2 The survey results show that since 2007 there has been an increase in awareness of the Home Energy Advice Service.

**Table 8: % respondents who knew about the Home Energy Advice Service**

	October 2007		October 2009	
	%	n	%	n
Yes	51	322	53	333
No	49	310	47	293
Base	632		626	

- 5.3 There was also an improvement in the number of respondents who would consider making home energy improvements but only with some help towards the cost.

**Table 9: % respondents who would consider making home energy improvements**

	October 2007		October 2009	
	%	n	%	n
Yes, without a grant	21	131	16	96
Yes, but only with some help towards the cost	49	302	53	319
No	29	180	31	185
Base	613		600	

- 5.4 On the whole, more than half of respondents still find it 'easy' to keep their home warm but there has been a slight increase in the percentage who found it 'difficult'.

**Table 10: % respondents who would find it easy/difficult to keep their home warm**

	October 2007		October 2009	
	%	n	%	n
Very easy	25	157	21	129
Fairly easy	47	299	42	265
Neither easy nor difficult	19	123	19	122
Fairly difficult	7	45	15	93
Very difficult	2	14	3	16
Base	638		625	

- 5.5 The main reason given why respondents find it difficult to keep their home warm were:

- cost of heating, 42% (44)
- insulation, 32% (34)
- heating system update required, 11% (11).

- 5.6 An improvement plan outlining the proposed actions to address the issues raised is shown at Appendix 5.

## 6. Marketing Derby

- 6.1 Marketing Derby is responsible for raising the city's profile to support existing and attract new investment into the city. Marketing Derby is a public-private initiative funded by Derby Cityscape, Derby City Council and other businesses.
- 6.2 The results in Table 11 show that over the last three years, there has been small improvement in the percentage of respondents who have heard about the 'Derby Does It' campaign.

**Table 11: % of respondents who had heard of 'Derby Does It' campaign**

	October 2007		October 2008		October 2009	
	%	n	%	n	%	n
Yes	47	299	50	277	52	328
No	53	337	50	272	48	298
Base	636		549		626	

- 6.3 The results in Table 12 show that since October 2008 there has been a reduction in the percentage of respondents who 'agree' that Derby has a more positive image.

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

	October 2007		October 2008		October 2009	
	%	n	%	n	%	n
Strongly agree	17	105	13	71	6	41
Agree	50	317	46	248	40	251
Neither agree nor disagree	20	128	26	142	37	230
Disagree	8	50	10	53	11	68
Strongly disagree	3	20	4	21	4	26
Don't know	2	10	2	10	2	11
Base	630		545		627	

- 6.4 An improvement plan outlining the proposed actions to address the issues raised is shown at Appendix 6.

## 7. Derby Cityscape

- 7.1 Derby Cityscape is a not-for-profit regeneration company, working closely with the Council, responsible for both encouraging the refurbishment of existing buildings and new developments in Derby's city centre. Derby Cityscape is funded by partners Derby City Council, East Midlands Development Agency and English Partnerships

- 7.2 Some of the major changes Derby Cityscape has been involved in are: the historical Roundhouse, the new QUAD, redevelopment of Churnet House on Carrington Street and the new Cathedral Quarter Hotel on St Mary's Gate.
- 7.3 Derby Cityscape uses the panel surveys to collect benchmark data about residents' awareness of the work they do. The questions are repeated in every panel survey to track residents' perceptions.
- 7.4 The results in Table 13 show that since March 2008 there has been an improvement in the percentage of respondents who have heard about the 'Derby Cityscape'.

**Table 13: % of respondents who had heard of Derby Cityscape**

	Mar 2008		Jul 2009		Oct 2009	
	%	n	%	n	%	n
Yes	77	514	83	473	84	527
No	23	155	17	96	16	98
Base	669		569		625	

- 7.5 The results in Table 14 show that on the whole, respondents 'agree' that 'Derby Cityscape is making a difference to the city centre'.

**Table 14: % respondents who believe Derby Cityscape is helping to make a real difference to the city centre**

	March 2008		July 2009*		October 2009*	
	%	n	%	n	%	n
Strongly agree	11	66	15	79	8	46
Agree	40	243	46	239	52	312
Neither agree nor disagree	29	176	25	130	27	164
Disagree	13	81	9	47	9	54
Strongly disagree	7	42	5	28	4	24
Base	608		523		600	

\* results exclude 'don't know' which was not a response option in 2008.

- 7.6 An improvement plan outlining the proposed actions to address the issues raised is shown at Appendix 7.