



DERBY CITY COUNCIL

COUNCIL CABINET 22 FEBRUARY 2005

Report of the Director of Policy

Derby Pointer Panel – November 2004 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 out to panel members with May 2005 survey.

SUPPORTING INFORMATION

- 2.1 The questionnaire was sent out on 3 November 2004 to 1,130 Derby Pointer Panel members. The response rate was 40.3% and the results reported here represent replies received from 455 respondents and should be taken as accurate to within a confidence interval of +/-3.5%. The survey results, questionnaire and an executive summary outlining the main points discussed are available on the Council's website – www.derby.gov.uk/HiRes/Living/Consultation
- 2.2 The topics covered in the questionnaire were:
 - arts and entertainment
 - services to develop business and prosperity
 - library service
 - transport
 - community cohesion.
- 2.4 A full summary of the key results is shown at Appendix 2. The main issues are set out here.
 - 2.4.1 There was no significant difference in the number of respondents satisfied/dissatisfied with the arts and entertainment available in the city. In 2002, 52% (296) were very/fairly satisfied, compared to 49.9% (214) of respondents now.
 - 2.4.2 Respondents' views have changed about the best way to measure the success of the Council's Economic Development Service – EDS. In 2000, the best measure was 'new projects like Pride Park', 49% (250), this has been replaced by 'Jobs', 53.4% (245) now.

- 2.4.3 Overall, 73.1% (258) of respondents were satisfied with their last visit to the library, compared with 75.1% (287) in 2002. Only 8.2% (31) were dissatisfied in 2002, compared with 7.4% (26) now.
- 2.4.4 The top three improvements that respondents said would make their journeys easier was 'reduce traffic congestion', 30.5% (134), 'improve the timing on traffic signals to reduce queues', 19.3% (85) and improve the surface of the road', 8.6% (38).
- 2.4.5 Over half of respondents, 51.4% (222) 'disagreed' they could influence decisions in their local area, compared with 37.5% (162) who 'agreed'.

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Background papers	October 2000, May 2001, February 2002, October 2002 and January 2003 survey results November 2004 Derby Pointer survey results and service managers action plans
List of appendices	Appendix 1 – Implications Appendix 2 – Results summary Appendix 3 – Arts & Entertainment Action Plan Appendix 4 – Economic Development Action Plan Appendix 5 – Library Service Action Plan

IMPLICATIONS

Financial

- 1.1 Each Derby pointer questionnaire costs around £6,400 and we send out three each year.
- 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 objectives and priorities for change

- 5.1 Arts and entertainment 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.
- 5.2 Services to develop business and prosperity contribute to the Council's objective of – **job opportunities** – through job retention, inward investment and developing underused industrial land in and around the city. It also contributes to the Council's priority of – **promote the city** as a major force for industry, commerce, culture and tourism throughout the country and as an equal participant within the East Midlands region.
- 5.3 Libraries contribute to the Council's objective of – **education** – where provision responds to people's needs, so they can develop skills and knowledge all through their lives, leading to better choices and chances.

- 5.4 Transport contributes to the Council's objective of - **a healthy environment** – with reduced water, air and land pollution levels through encouraging people to cut waste, use public transport more and recycle more. It also contributes to the Council's priority of – **continue plans to remove traffic** from city centre streets, where it helps people make better use of the city centre, and improve transport choice by completing Connecting Derby - the city centre transport plan.
- 5.5 Community cohesion 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. It also contributes to the Council's priority of – **enhance our community leadership role** 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. Numbers in brackets indicate the actual number of responses.

2 Arts and entertainment

- 2.1 There is a range of arts and entertainment venues and activities in Derby, including the Assembly Rooms and Guildhall Theatre, Metro Cinema, the Derby Playhouse, Q Arts, Derby Museum and Art Gallery, Pickford's House Museum, Derby Industrial Museum and Derby Dance Centre. We asked panel members for their views on arts and entertainment offered in the city.
- 2.2 The results in table 1 overleaf show that very few respondents visited the Council venues listed once or five or more times during the past 12 months and in some cases a high proportion of respondents have never visited the venues.

Table 1: % of respondents who visited Council venues once or never during last 12 months.

Analysis compares responses from October 2002 and November 2004 survey.

Visited once ...	Base	2002		2004		Base
		%	n	%		
Assembly Rooms	588	24.7	145	24.3	108	445
Derby Museums & Art Gallery	564	18.8	106	16.4	72	439
Guildhall Theatre	566	12.7	72	18	78	433
Pickford House Museum	561	11.9	67	10.3	45	437
Derby Industrial Museum	564	19	107	14	61	437

Never visited ...	Base	2002		2004		Base
		%	n	%		
Assembly Rooms	588	20.9	123	16.6	74	445
Derby Museums & Art Gallery	564	31.4	177	31.2	137	439
Guildhall Theatre	566	52.1	295	45	195	433
Pickford House Museum	561	60.4	339	57.2	250	437
Derby Industrial Museum	564	39.7	224	37.8	165	437

- 2.3 When asked why they 'never' visit the Council venues the top three reasons given by respondents in Table 2 below range from 'no interest' to 'too expensive'.

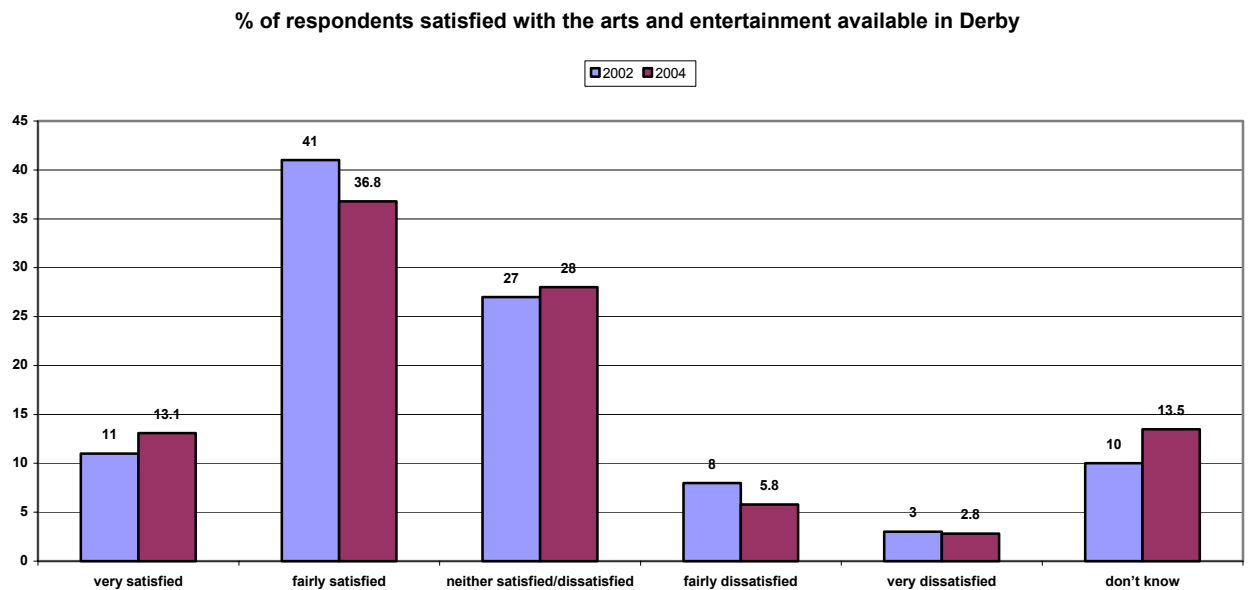
Table2: Top three reasons why respondents 'never' visit the Council venues.

	Base	No interest		Too expensive		Don't know much about it	
		%	n	%	n	%	n
Assembly Rooms	175	48.6	85	32	56	19.4	34
Derby Museum/ Art Gallery	197	60.4	119	1	2	38.6	76
Guildhall Theatre	241	54.8	132	12.4	30	32.8	79
Pickford House	246	55.3	136	0.4	1	44.3	109
Derby Industrial Museum	233	59.7	139	0.4	1	39.9	93

- 2.4 The reasons given about how arts and entertainment could be improved tend to support the reasons given in 2.3, relating to lack of awareness, interest and costs. The top three improvement suggestions given by 124 respondents who answered this question were:

- more advertising, 16.1% (20)
- bigger and better known acts, 12.1% (15)
- charge less for entertainment/more concessions, 6.5% (8)

- 2.5 Overall, more than 50 percent of respondents remain satisfied with the arts and entertainment available in Derby. Only 8.6% (37) of respondents were dissatisfied.

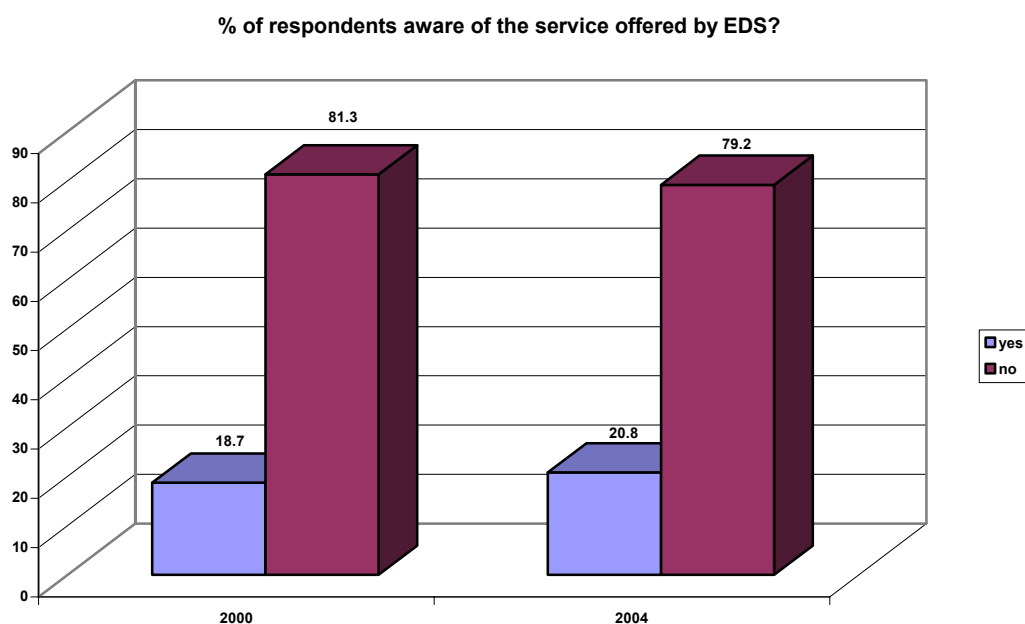


Base: 2002 = 577 2004 = 429

- 2.6 Plans outlining the proposed actions to address arts and entertainment issues are included at Appendix 3.

3. Services to develop business and prosperity

- 3.1 The aim of the Council's Economic Development Service, EDS is to develop Derby's economy. This includes attracting new companies to the city and helping existing companies to expand.
- 3.2 The results show that only 20.8% (80) of respondents were aware of the services offered by the EDS, which has not improved significantly since we asked the questions in October 2000.



Base: 2000 = 560 2004 = 384

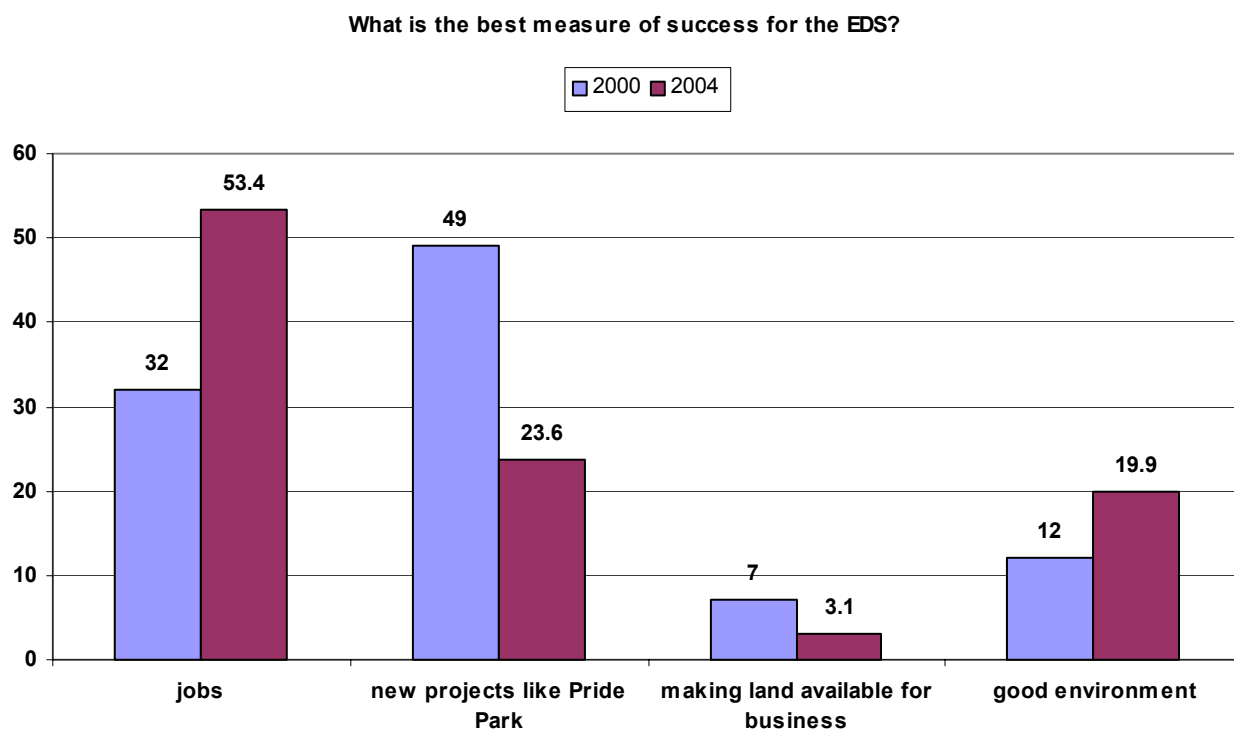
- 3.3 The results in Table 3 below shows there has been no significant increase in the number of respondents who believe investment successes like getting the 'EGG' company to invest in the area is due to the efforts of the EDS. More than 60% of respondents 'don't know', which shows that EDS must do more to communicate its investment successes to the public.

Table 3: % of respondents who think investment successes like 'EGG' is because of the efforts of the EDS

Analysis compares responses from October 2000 and November 2004 survey and identifies significant statistical differences.

	2000		2004	
	%	n	%	n
Yes	33.3	187	25.2	99
No	6	33	10.2	40
Don't know	60.8	341	64.6	254
Base	561		393	

- 3.4 There has been a change in respondents' views about the best measure of success for the EDS. In 2000, the top measure was 'new projects like Pride Park' 49% (250), this has been replaced by 'Jobs' 53.4% (204) in 2004.



Base: 2000 = 510 2004 = 382

- 3.5 Plans outlining the proposed actions to address economic development issues are included at Appendix 4.

4 Library service

- 4.1 The Council's aim is to provide a first class library service for everyone in Derby and asked panel members for their views on what we do well, and what they'd like us to do better or differently. We will use the results to help us improve and develop the library service.
- 4.2 The results in Table 4 overleaf show that only 12.6% (57) of respondents use our libraries on a weekly basis, compared to 15.2% (74) in 2002. A third of respondents 31.8%(144) compared to 26.5% (129) in 2002, used a library more than a year ago and 19.9% (90) 'never' use libraries.

Table 4: When did you last use one of our libraries?

Analysis compares responses from February 2002 and November 2004 survey.

	2002		2004	
	%	n	%	n
Within the last week	15.2	74	12.6	57
Within the last month	16.6	81	16.1	73
Within the last six months	15.7	77	11.7	53
Within the last year	5.9	29	7.9	36
More than a year ago	26.5	129	31.8	144
Never	20.2	99	19.9	90
Base: respondents	489		453	

- 4.3 Table 5 below show that the top three libraries used most by respondents were - Derby Central - Wardwick 50.1% (174), Allestree, 9.5% (33) and Blagreaves, 9.2% (32). None of the respondents had used the 'Reading Rocket – Childrens' Mobile Library'.

Table 5: Which public library do you use most?

Analysis compares responses from February 2002 and November 2004 survey.

	2002		2004	
	%	n	%	n
Derby Central – Wardwick	46.5	181	50.1	174
Allestree	8.7	34	9.5	33
Alvaston	5	19	7.5	26
Blagreaves	6.2	24	9.2	32
Chaddesden Park	6.5	25	5.2	18
Local Studies	2	8	2.3	8
Mickleover	3.3	13	4.9	17
Mobile Library	4.8	19	5.5	19
Pear Tree	6.2	24	2	7
Sinfin	3	12	2.3	8
Spondon	7.7	30	3.5	12
Reading Rocket – Childrens' Mobile Library	n/a	n/a	0	0
Base: respondents	389		347	

- 4.4 When asked what would make respondents use libraries more often, Table 6 below shows that the top improvement option remains the same - better selection of books 93.5%(2002) compared to 89% now.

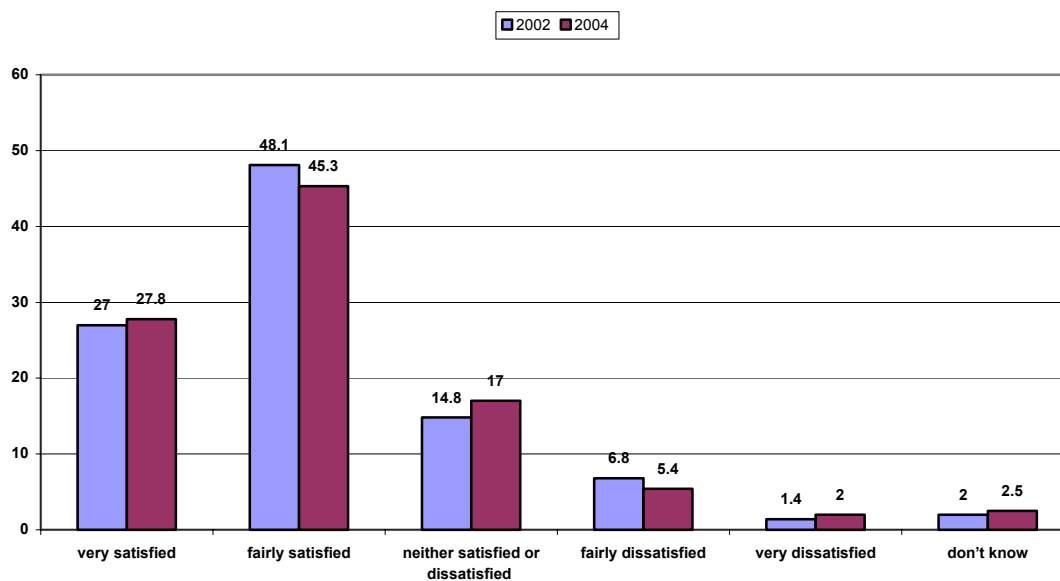
Table 6: What would make you use the library more often?

Analysis compares responses from February 2002 and November 2004 survey.

	2002			2004		
	Base	%	n	Base	%	n
Better children's service	143	63.6	91	84	46.4	39
Friendlier staff	132	67.1	89	77	55.8	43
Better – trained staff	120	58.2	70	81	60.5	49
Reduce waiting time	133	69.4	92	75	54.7	41
Free Internet access	196	79.9	157	n/a	n/a	n/a
Make it easier to find things	180	84.6	152	119	84.9	101
Improve information and enquiry service	154	81.2	125	87	80.5	70
Better selection of books	231	93.5	216	163	89	145
Better selection of compact discs, CDs or DVDs	168	76.2	128	97	73.2	71
Better selection on newspapers and magazines	122	60.8	74	66	43.9	29
Open the library on Saturday afternoons	231	87.3	202	n/a	n/a	n/a
Open the library until 8pm weekdays	206	80	165	149	82.6	123
Open the library 9am weekdays	159	74.8	119	112	68.8	77

- 4.5 When asked how satisfied respondents were with their last visit to the library, 75% (287) were satisfied in 2002, compared to 73% (258) now. Only 8.2% (31) were dissatisfied in 2002, compared to 7.4% (26) now.

Overall, how satisfied were you on your last visit to the library?



Base: 2002 = 383 2004 = 353

- 4.6 Plans outlining the actions proposed to address library service issues are included at Appendix 5.

5 Transport

- 5.1 The Highways and Transportation division manages local transport issues in Derby. The division develops transport policy and is responsible for carrying out the improvements identified, which include:
- road maintenance
 - provide better facilities for pedestrians, cyclists and public transport users
 - manage Council owned car parks
 - provide road safety education
 - improve local accessibility.
- 5.2 The results in Table 7 below show that the top three most frequent journeys remains the same as in 2001 – going to work, 54.9% (245), going shopping, 32.5% (145) and visiting friends and relatives, 16.34% (73).

Table 7: Most frequent journeys.

Analysis compares responses from May 2001 and November 2004 survey.

	2001		2004	
	%	n	%	n
Going to and from work/study	58.3	309		
Going to work	n/a		54.9	245
Going to education facility – college university	n/a		1.1	5
Going to health facilities – doctors, dentists, hospital etc	n/a		12.3	55
Going shopping	27.7	147	32.5	145
Taking children to school	4.5	24	7.2	32
Going to leisure facilities, pubs eating out, exercise class, sports club, cinema	3.8	20	9.4	42
Visiting friends or relatives	4.6	24	16.4	73
Other trips	1	5	4.2	19
Base:	529		446	

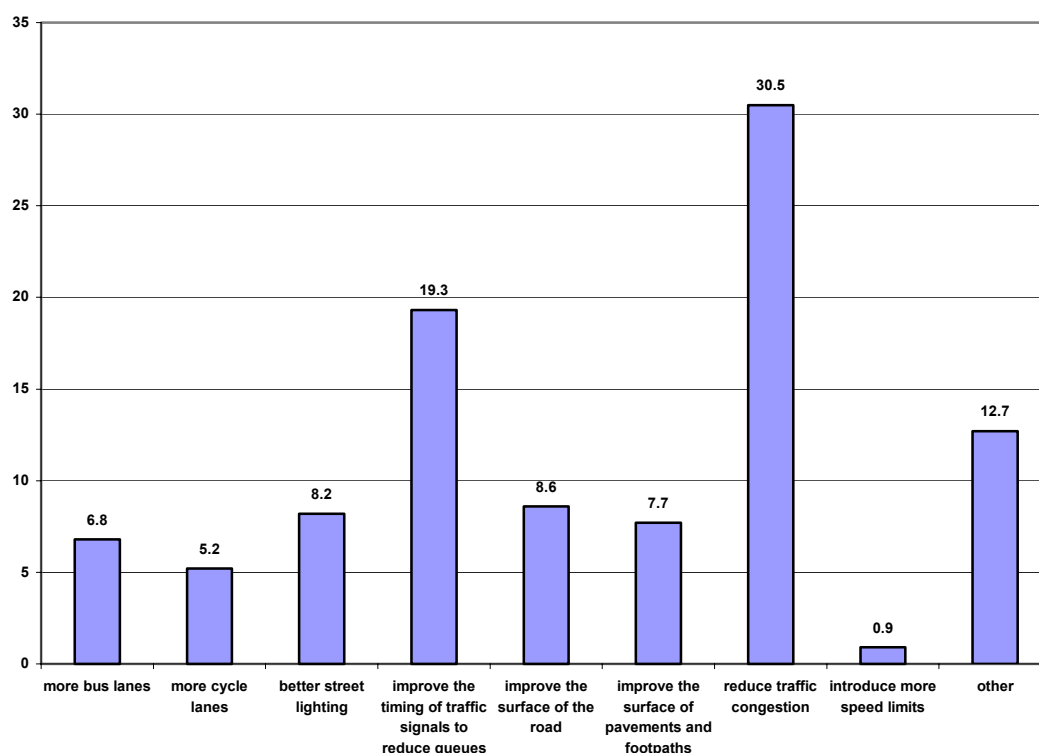
- 5.3 When asked about the transport respondents used more than three times a week, Table 8 below show that 'car driver on my own' 87.3% (185) remains the top option. There is a significant difference in the number of respondents who used a 'bicycle' or were a 'car driver with passengers'.

Table 8: Type of transport used more than 3 times a week – most frequent journey							
	2001			2004			
	Base	%	n	Base	%	n	difference
Car driver on my own	219	88.1	193	213	87.3	186	n
Car driver with passengers	120	81.5	98	120	66.7	80	y
Car passenger	58	46.5	27	n/a	n/a	n/a	n/a
By bicycle	29	72.4	21	34	41.2	14	y
By motorbike or moped	4	43.8	2	10	20	2	n
walking	101	83.5	84	127	78.7	100	n
By train	46	54	25	25	20	5	n
By bus	100	64.1	64	145	51.7	75	n
other	10	71.5	7	20	90	18	n

- 5.4 The top two improvements that respondents said would make their journeys easier were:

- Reduce traffic congestion, 30.5% (134)
- Improve the timing on traffic signals to reduce queues, 19.3% (85)

What improvements would make your journey easier?



Base: 440 respondents

- 5.5 The Pointer Panel consultation is part of the wider public consultation on the Local Transport Plan 2 – LPT2, to get people’s views about what they want to see in it. The plan has to be written and submitted to the Department of Transport by July 2005. The draft plan will go out to public consultation later in the year.

6 Community cohesion

- 6.1 Community cohesion is a term used by the Government and national agencies to describe a community that has a state of well-being, harmony and stability. We will use these results to inform the Derby City Partnership Community Strategy, or 2020 Vision, which shows how a wide range of organisations are working together to improve life for everyone in Derby.
- 6.2 The results in Table 9 below show that overall 57.7% (261) of respondents agree that their local area is a place where people from different backgrounds get on well together. Only 18.2% (82) of respondents disagreed.

Table 9: % of respondents who agree/disagree that people of different backgrounds get on well together

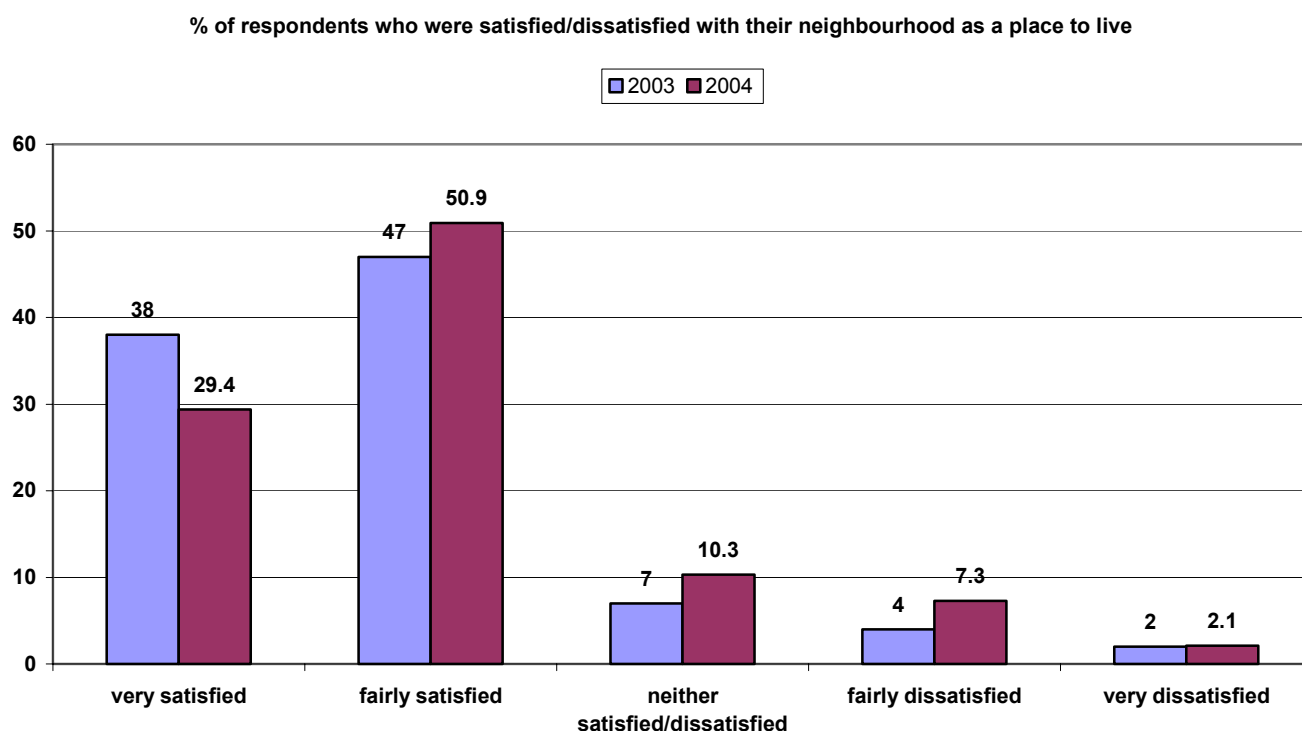
	2004	
	%	n
definitely agree	15	68
tend to agree	42.7	193
tend to disagree	13.1	59
definitely disagree	5.1	23
don't know	16.8	76
too few people in local area	1.1	5
all same backgrounds	6.2	28
Base:	452	

- 6.3 When asked how strongly they feel they belong to their ‘neighbourhood’ and ‘local authority area – Derby’. The results in Table 10 below show that overall, more than 50% of respondents felt they ‘strongly’ belong. However, more respondents felt they did not belong to the ‘local authority area’ 39.2% (167) than their ‘neighbourhood’, 28.9% (130).

Table 10: How strongly do you feel you belong to ...

	Your neighbourhood?		Local authority area – Derby?	
	%	n	%	n
very strongly	23.8	107	13.1	56
fairly strongly	45.4	204	45.5	194
not very strongly	22	99	31.7	135
not at all strongly	6.9	31	7.5	32
don't know	1.8	8	2.1	9
Base	449		426	

- 6.4 Overall, compared with 2003 results, more than 50 percent of respondents are satisfied with their neighbourhood as a place to live. Only 9% (41) of respondents were dissatisfied.



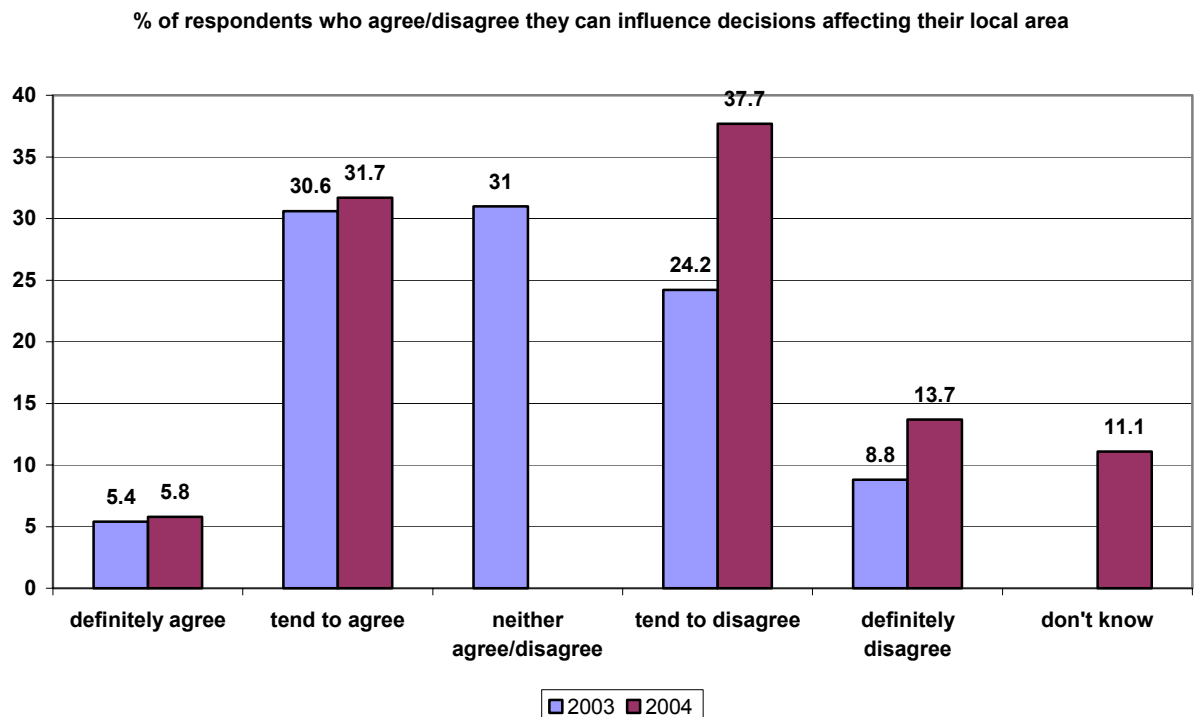
Base: 2003 = 484 2004 = 436

- 6.5 The results in Table 11 below show that on the whole 57.9% (253) of respondents think that their neighbourhood 'has not changed much', compared with 64% (310) in 2003. Only 11.2% (49) compared to 6% (29) in 2003, thought their neighbourhood had got better.

Table 11: % of respondents who think their neighbourhood has got better or worse over the past two years.

	2003		2004	
	%	n	%	n
Better	6	29	11.2	49
Worse	28	137	30	131
Has not changed much	64	310	57.9	253
Have lived here less than two years	2	8	0.9	4
Base	484		437	

- 6.6 There has been a significant increase in the number of respondents who 'tend to disagree' they can influence decisions affecting their local area. In 2003, 24.2% (116) 'tend to disagree and has increased to 37.7%(163) now.



Base: 2003=480 2004=432

- 6.7 We asked respondents to identify the five factors that most need improving in the area. The top five areas for improvement identified by the 417 respondents who answered this question were:
- activities for teenagers, 31.9% (196)
 - low level of crime, 40.3% (168)
 - road and pavement repairs, 40% (167)
 - clean streets, 33.1% (138)
 - low level of traffic congestion, 31.9% (133) – which was also identified as the top improvement in 5.4 to make respondents journeys easier.
- 6.8 The result of this survey forms part of the wider consultation to inform the Derby City Partnership's Community Strategy. Detailed annual action plans are included in the strategy, which will be revised in 2006. The Council is leading on the Partnerships Community Cohesion Steering Group, which will develop ways of measuring community cohesion and the action plans during 2005/06.

DERBY POINTER RESULTS – SERVICE ACTION PLAN

Unit head: Sam Whitworth

Service: Marketing & Audience Development Group – MAD, Derby Arts Forum

Key issue identified	Improvement/proposed action	Target date/person responsible	Resource implications
Overall, more than 30% of respondents 'don't know much' about certain venues and work produced by them. When asked how arts and entertainment could be improved. The top response was 'more advertising' 16.1% (20).	Establish a co-ordinated approach to the distribution of existing information by introducing display stands for print at various locations across the city.	End 2005 All MAD group members	Significant in terms of financial resources over and above existing budgets.
Overall, more than 30% of respondents 'never' visit arts and entertainment venues.	We will target people who 'never' visit venues, through an Arts Council-funded text campaign, which will focus on the three groups listed. 1. University students. 2. Deaf audiences. 3. Young people.	Campaign completed by end 2005 MAD group.	Arts Council funding to £5,000. Resource implication in terms of time from reps of all venues.
Need to develop marketing methods.	Work through the Arts Council/Derbyshire Arts Partnership to scope and then develop a one stop Derbyshire arts website. We will use the information collected through the web-site to develop a range of printed promotional material	Site up and running Spring 2006 MAD group	Funding in place through partnership agreement. Possible long term maintenance funding required but this will be identified through an initial scooping exercise.

DERBY POINTER RESULTS – SERVICE ACTION PLAN

Unit head: Catherine Williams

Service: City Development & Tourism

Key issue identified	Improvement/proposed action	Target date/person responsible	Resource implications
Overall, only 20.8% (80) respondents were aware of the services offered by the Economic Development Service - EDS	<ul style="list-style-type: none"> • Signpost Pointer Panel members to our 'Locate in Derby' website – include an article in PanelNews newsletter. • Produce adverts/press release for inclusion in the Derby Evening Telegraph business pages at least twice a year • Circulate summary of our services to other business support organisations for reference, so more customers can be signposted to us • Target promotions at the target sectors identified in the City Growth Strategy. 	<p>Catherine Williams June 2005</p> <p>Catherine Williams- First advert by June 2005</p> <p>Helen Barkham April 2005</p> <p>Catherine Williams March 2005</p>	Advert financial costs
Only 1% (6) respondents had used the commercial property finding service or the business register.	<p>We handled 850 commercial property enquiries during 2004 and we would suggest that more useful feedback would be obtained by surveying the users of our services.</p> <p>We will incorporate regular customer feedback in our new enquiry procedures, which will be implemented in Spring.</p>	Catherine Williams March 2005	

DERBY POINTER RESULTS – SERVICE ACTION PLAN

Unit head: David Potton

Service: Libraries

Key issue identified	Improvement/proposed action	Target date/person responsible	Resource implications
13.4% (33) out of 246 respondents said that the worst aspect of their most recent visit to the library was 'crowds/queues'.	<p>This response almost certainly derives from users of the Central Library, where queues/crowds around the main counter and enquiry desk are a long standing problem.</p> <p>The planned improvements are ...</p> <ul style="list-style-type: none"> Split enquiry desk queue into two separate channels, one for information enquiries and one for computer bookings. Pilot the use of self service technology – initially at Alvaston Library. 	<p>Bernard Haigh March 2005</p> <p>Mark Elliott September 2005</p>	<p>£6,000 from within existing budgets</p> <p>£20,000 from external award – NRF funding</p>
89% (145) out of 163 respondents said they would use the library more often if there was a better supply of books.	<ul style="list-style-type: none"> Review policy for stock purchasing, to ensure optimum coverage is achieved from existing budgets Explore options for consortium purchasing, which could improve the 'buying power' of existing Materials Fund 	<p>Bernard Haigh March 2005</p> <p>Bernard Haigh March 2006</p>	<p>Staff time</p> <p>Staff time</p>
74.4% (90) out of 121 respondents said they would use the library more often if it were open on Sundays.	<p>Given current budgets this could only be achieved by reducing opening hours at some other time during the week. We need to test whether users would be willing to 'trade' weekday opening hours for Sunday opening hours.</p> <p>We will choose a pilot library and ...</p> <ol style="list-style-type: none"> Calculate the cost of Sunday opening 	<p>Fran Renwick June 2005</p>	<p>Staff time</p>

DERBY POINTER RESULTS – SERVICE ACTION PLAN

Unit head: Dave Potton

Service: Libraries

Key issue identified	Improvement/proposed action	Target date/person responsible	Resource implications
	2. Survey users with a proposal in principle to reduce weekday opening hours and introduce Sunday opening	Fran Renwick September 2005	Staff time
	3. If response to (2) is favourable, explore options for implementing Sunday opening for a trial period.	Fran Renwick March 2006	Staff time
82.6% (123) out of 149 respondents said they would use the library more often if it were open until 8pm weekdays.	<p>Given current budgets this could only be achieved by reducing opening hours at some other time during the week. We need to test whether users would be willing to 'trade' opening hours in this manner.</p> <p>We will choose a pilot library and ...</p> <p>1. Calculate the cost of extending opening hours one day a week, from 7pm to 8pm</p> <p>2. Survey users with a proposal in principle to extend evening opening from 7pm to 8pm one day a week, and reduce weekday opening hours at some other time</p> <p>3. If response to (2) is favourable, explore options for implementing for a trial period.</p>	<p>Fran Renwick June 2005</p> <p>Fran Renwick September 2005</p> <p>Fran Renwick March 2006</p>	<p>Staff time</p> <p>Staff time</p> <p>Staff time</p>