



DERBY CITY COUNCIL

**COUNCIL CABINET  
22 APRIL 2003**

Report of the Director of Finance

# ITEM 14

## **DERBY POINTER PANEL - JANUARY 2003 QUESTIONNAIRE RESULTS**

### **RECOMMENDATION**

- 1.1 To consider January's Derby Pointer questionnaire results and the service manager's improvement plans.
- 1.2 Agree that the results and proposed service improvements be reported to panel members in the next 'Panel News' newsletter, which will be sent with the next questionnaire in May 2003.

### **REASON FOR RECOMMENDATIONS**

2. The contents of the report and proposed service action plans highlight service issues important to the public and our plans to address them.

### **SUPPORTING INFORMATION**

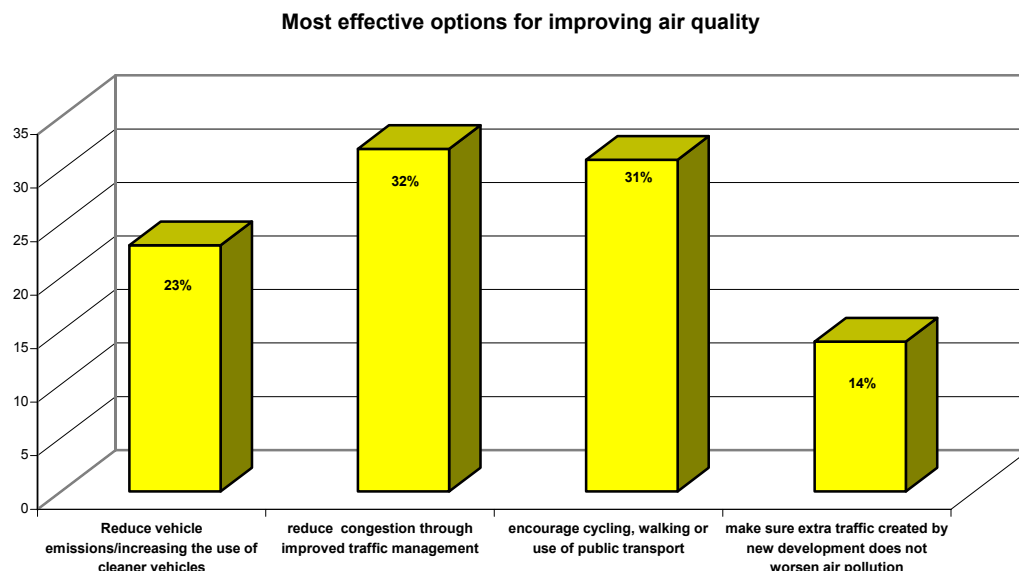
- 3.1 January's questionnaire was sent out on 31 January 2003 to 1,170 Derby Pointer Panel members. 487 questionnaires were returned, a response rate of 42%. The response rate for this survey is lower than the previous questionnaire, which was 51%. We anticipate that the response rates will improve when we refresh the Panel this year. Panel members who have not responded to questionnaires, or who have been on the Panel for three years, will be replaced and we will recruit over 300 new panel members.

Eight panel members took part in a focus group to discuss the survey results on 19 March 2003. Their comments backed up the survey results and an executive summary outlining the main points discussed are available on Derbynet or from [elphia.miller@derby.gov.uk](mailto:elphia.miller@derby.gov.uk).

- 3.2 The theme for this survey was 'A great place to live' and the topics covered in the questionnaire were:
  - Derby's Air Quality Action Plan
  - Museums
  - Quality of Life indicators
  - Tourist Information Centre
  - Development Control and Building Consultancy

### 3.3 Derby's Air Quality Action Plan

In August 2001 the Council declared the inner and outer ring road as an Air Quality Management Area where levels of nitrogen dioxide exceed air quality standards. We asked panel members for their views on our action plan proposals to reduce air quality problems in the AQMA. The results show that the most effective options for improving air quality were ...



The results form part of a wider public consultation process on the contents of the Council's draft Air Quality Action Plan. Public consultation ended on 31 March and the comments and data received now need detailed analysis. Following this analysis, the Action Plan will be amended and a final draft will be referred to Cabinet for adoption this Summer.

### 3.4 Museums

Actual visitor numbers to Derby's museums for the last **three** years were:

- 2000/01 - 128,069
- 2001/02 - 135,153
- 2002/03 - 117,998

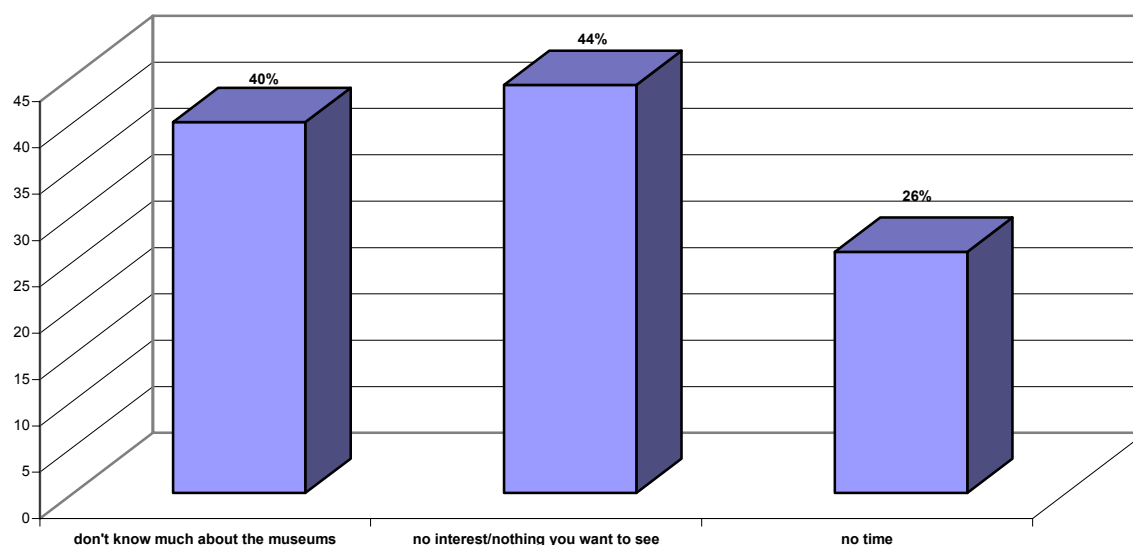
Source: David Fraser, Museums Service

The survey results support the view that visitor numbers are falling. Only 3% respondents visited the museums within the last week and numbers who 'never' visit museums has increased. The top reason why respondents don't visit museums is 'no interest/nothing to see'

<b>How often have you visited any of Derby's museums?</b>	<b>2000 %</b>	<b>2003 %</b>	<b>difference</b>
within the last week	n/a	2	-
between a week to a month ago	n/a	3	-
in the last six months	23	15	-8
between six months and a year ago	13	14	+1
one year to three years ago	22	50	+28*
more than three years ago	30	n/a	-
never	12	16	+4

\* this increase may be due to a change in the question format, option to tick more than three years was not included in Jan survey, so they may have ticked 'one to three years' option instead.

**Top three reasons why respondents don't visit museums**



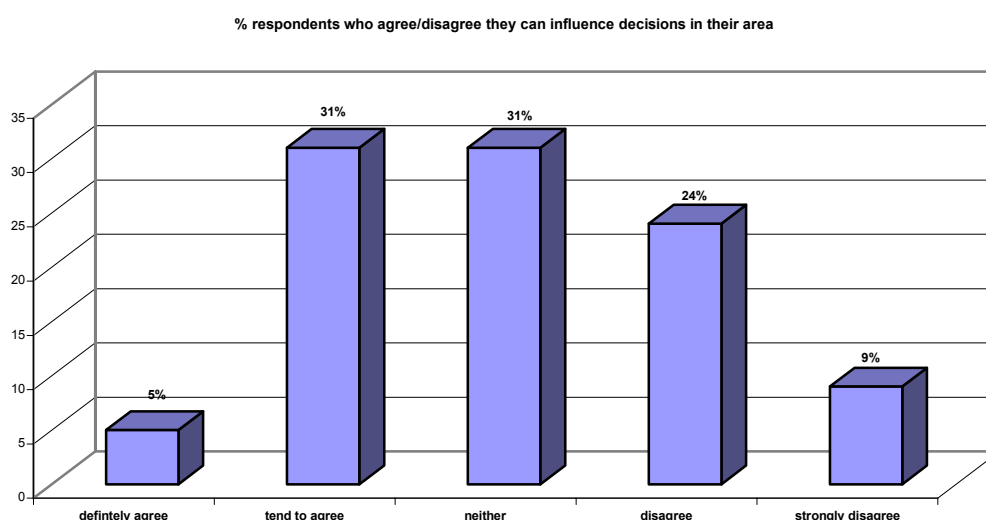
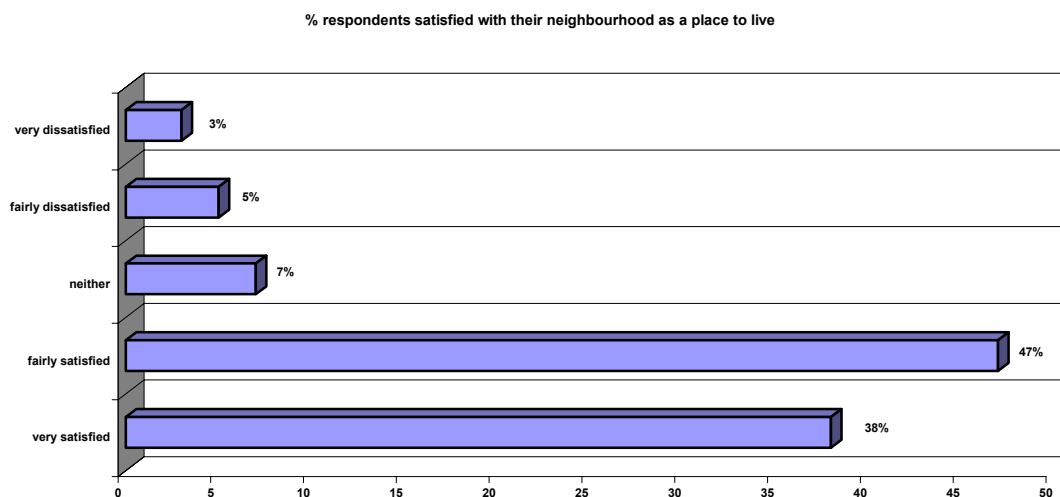
Plans outlining the actions proposed to address these issues are included at Appendix 2.

### 3.5 Quality of Life indicators

The Local Government Act 2000 requires councils to promote the social, economic and environmental well-being of their area and to work with partners to prepare a Community Strategy and to create a Local Strategic Partnership - LSP.

Derby City Partnership is the Council's LSP, and have produced a Community Strategy called 'Derby's 2020 Vision'. The survey included some QOL indicators which the Audit Commission has suggested may help measure the impact of community strategies.

The results showed that most respondents, 85% were satisfied with their neighbourhood as a place to live and more felt they could influence decisions affecting their local area, than thought they could not.



The Quality of Life results have implications for more than one service and for a number of cross-cutting areas. The Assistant Director Community Policy will circulate the results to a range of service providers through the Neighbourhood Renewal Strategy Task Group and other relevant forums. The results relating to how people view/are involved in decisions that affect their community will help with the development of the Community Cohesion Strategy, which is due to be completed in March 2004.

The Community Policy Division and the Traffic and Transportation Section are working together to take forward work on transport and social inclusion. The results relating to peoples access to local services will inform this work.

### 3.6 Tourist Information Centre - TIC

The Tourist Information Centre, TIC, offers a variety of services for both visitors to the city and local residents. These include providing local, regional and national information, reserving accommodation, booking tickets for local and London theatres, answering rail timetable enquiries and selling National Express coach tickets.

We repeated some of the questions asked in October 2000 survey to see if panel members perceptions of the TIC had changed.

Actual visitor numbers to the TIC for the last **three** years were:

- 2000/01 - 100,646 (lowest ever year)
- 2001/02 - 110,891
- 2002/03 - 113,830

Source: Marion Nixon, TIC

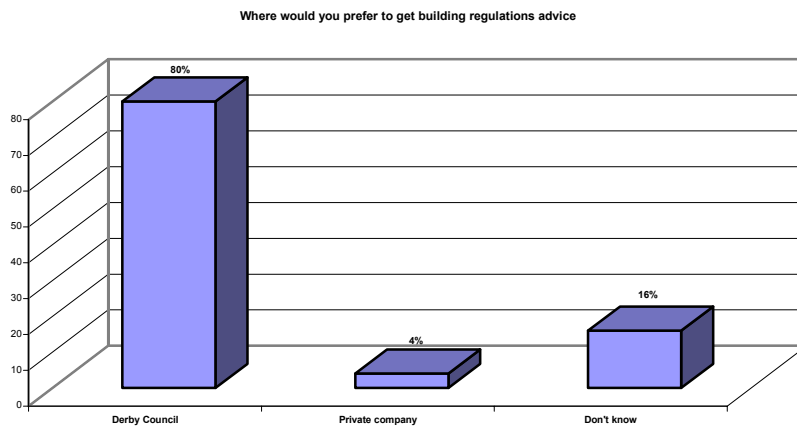
Although the results show that very few respondents visit the TIC on a regular basis, on the whole visitor numbers to the TIC has increased over last three years. It should be recognised that an important element of users of the TIC are visitors to Derby and therefore not members of the panel. However, where the TIC is located is an issue and 15% respondents said that the worst thing about the TIC was that it was inconveniently located/hidden away.

<b>Have you ever visited the TIC?</b>	<b>2000 %</b>	<b>2003 %</b>	<b>difference</b>
within the last week	n/a	3	-
between a week to a month ago	n/a	10	-
between one to six months	26	18	-8
between six to 12 months ago	19	12	-7
more than a year ago	16	26	+10
never	33	32	-1

Plans outlining the actions proposed to address these issues are included at Appendix 3.

### 3.7 Development Control and Building Consultancy

The Planning Service is being reviewed as part of the 2003/04 Best Value Review Programme. To support the review process we wanted to find out how aware panel members were of Development Control/Building Consultancy services and how they could be improved. The results show that respondents prefer to get building regulations advice from the Council.



The results will inform the ongoing Best Value Review process and a separate Cabinet report and action plan will be produced in October/November 2003.

## OTHER OPTIONS CONSIDERED

4. None.

<b>For more information contact:</b>	Elphia Miller 01332 256258 <a href="mailto:elphia.miller@derby.gov.uk">elphia.miller@derby.gov.uk</a>
<b>Background papers</b>	January 2003 Derby Pointer survey results and service managers action plans
<b>List of appendices</b>	Appendix 1 - Implications Appendix 2 - Museums Action Plan Appendix 3 - Tourist Information Centre Action Plan

## IMPLICATIONS

### Financial

5. None.

### Legal

6. The Local Government Act 1999 requires the Council to consult with 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. The Council has a statutory duty for local air quality management under the Environment Act 1995.

### Personnel

7. None.

### Corporate themes and priorities

- 8.1 The Quality of Life Indicators contribute to the Council's Key Theme of making Derby - **A great place to live.**
- 8.2 Derby's Air Quality Action Plan contribute to the Council's Key Theme of - **A sustainable environment.** It also satisfies the Council's priority of - **Safeguarding and enhancing the natural environment.**
- 8.3 The Building Development and Building Consultancy services contribute to the Council's Key Theme of making Derby - **A great place to live.** It also satisfies the Council's priority of - **Enhancing the economic vitality of our city to produce more business and jobs.**
- 8.4 The Derby Tourist Information Centre contribute to the Council's Key Theme of - **A great place to live.** It also satisfies the Council's priority of - **Enhancing the economic vitality of our city to produce more business and jobs.**
- 8.5 The Museums Service contribute to the Council's Key Theme of - **A great place to live.** It also satisfies the Council's priority of - **Improving children's and young people's prospects.**
- 8.6 The Panel is maintained in a way that makes sure it is as representative as possible of the population of Derby.

**DERBY POINTER - SERVICE MANAGERS ACTION PLAN****Appendix 2****Manager: Anneke Bambery****Service: Museums**

<b>Key issue identified</b>	<b>Proposed action</b>	<b>Target date/person responsible</b>	<b>Resource implications</b>	<b>Links to key corporate priorities / themes</b>
Need to raise general awareness of the museums and the service we offer	Complete marketing strategy for the museums service	June 2003 Anneke Bambery	None	-A great place to live -Success through learning -Value for money
Need to promote ourselves in a more focused way, and to find ways of reaching people more directly	Complete marketing strategy for the museums service	June 2003 Anneke Bambery	None	A great place to live -Success through learning -Value for money
Need to meet the interests of Derby's people in terms of what we offer and how we present our service	Complete marketing strategy for the museums service	June 2003 Anneke Bambery	None	A great place to live -Success through learning -Value for money



**DERBY POINTER - SERVICE MANAGERS ACTION PLAN****Manager: Marion Nixon****Appendix 3****Service: Derby's Tourist Information Centre - TIC**

<b>Key issue identified</b>	<b>Proposed action</b>	<b>Target date/person responsible</b>	<b>Resource implications</b>	<b>Links to key corporate priorities / themes</b>
Location of TIC	The future location of the TIC is tied in with the proposed development of the Visual Arts and Media Centre - VAMC.	Depends on progress of VAMC  Marion Nixon	None directly to Tourism Section. Incorporated into VAMC funding.	Tourism is an economic regeneration function which helps develop and support local facilities to benefit local residents
Sign posting of TIC	Tourism staff are working with the Traffic Management section and City Centre Management Team to review signage around the city.	On-going - part of Connecting Derby scheme and general route reviews.  Marion Nixon	None directly to Tourism Section. Incorporated into on-going project work.	Tourism contributes to making Derby 'A great place to live'.
Lack of awareness of TIC services and use of TIC amongst local residents	<ul style="list-style-type: none"><li>- draw up programme of local venues for TIC promotion display</li><li>- increase efforts to involve local media in publicising TIC</li><li>- Work with corporate PR officers to promote specific TIC initiatives or services</li><li>- arrange specific events/displays in the TIC to attract local people.</li></ul>	Review process March 2004  Marion Nixon	Approximately £1,000. Incorporated into existing Tourism/ TIC budgets	As above.