



Derby Pointer Panel – September 2005 survey results

RECOMMENDATION

- 1.1 To consider September'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 February/March 2006 survey.

SUPPORTING INFORMATION

- 2.1 The questionnaire was sent out on 23 September 2005 to 1,150 Derby Pointer Panel members. The response rate was 54.6%, which is a 14.4% increase on the November 2004 survey response rate of 40.2%. A new development with the panel meant that 48 panel members completed the survey on-line.
- 2.2 The results reported here represent replies received from 628 respondents and should be taken as accurate to within a confidence interval of +/-2.6%. The topics covered in the survey were:
 - community cohesion
 - adult learning service
 - street cleaning
 - waste management.
- 2.3 A full summary of the key results is shown at Appendix 2. The main issues are set out here.
 - 2.3.1 Over half of respondents, 64.1% (403) 'agreed' that their local area, within 15/20 minutes walking distance of their home is a place where people from different backgrounds get on well together, compared to 11.3% (71) who 'disagreed'. This has increased since we asked the same question in November 2004 when 57.7% (261) 'agreed' and 18.2% (82) 'disagreed'.

- 2.3.2 The general view is that respondents feel they cannot influence decisions affecting their local area, but this is improving. Only 41.3% (259) of respondents 'agreed' they could influence decisions, compared to 47.4% (298) who disagreed. This view has changed slightly since we asked the same question in November 2004 when 37.5% (162) of respondents 'agreed' they could influence decisions but 51.4% (222) 'disagreed'.
- 2.3.3 Only 21.2%(133) of respondents had taken part in a adult learning course in the last two years, compared to 39.5%(176) who had taken part when we asked the same question in 2001. Some of the reasons which stop people from attending courses were 'too expensive' 13.1% (82), 'cant find out what's available' 5.7% (36) and 'lack of childcare' 2.7% (17). However, the main reason given by respondents was 'I have all the qualification I need' 21.8% (137).
- 2.3.4 Overall, respondents continue to be satisfied with the Council's street cleaning service standards. 49.7% (312) of respondents rated it as 'good', compared to 18.4%(116) who rated it as 'poor' and 29.3%(184) who thought it was 'neither good/poor'. The results have not changed much since we asked the same question in 2004, when 41.1% (209) rated the street cleaning standards as 'good', 18.8% (96) 'poor' and 40.1%(204) 'neither good/poor'.
- 2.3.5 Most respondents 91.2% (573) thought the Council should enforce its powers to issue **£50** fines to people who drop litter in the street, only 5.3%(33) said 'no'.
- 2.3.6 More than half of respondents 57.7%(362) were 'aware' of the laws/targets on waste before reading about them in the survey, compared to 23.7%(149) who were not. 77% (485) of respondents were 'concerned' about the impact their rubbish was having on the environment and the top place where respondents would most like to recycle materials is at the kerbside.
- 2.3.7 The top three options preferred by respondents to get more information about waste management issues were 'leaflets' 41.45(260), 'council newspapers' 34.9% (219) and 'local media' 34.1% (214).

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Background papers	May 2001, August 2001, January 2003, May 2004, November 2004 survey results September 2005 Derby Pointer survey results and service managers action plans
List of appendices	Appendix 1 – Implications Appendix 2 – Results summary Appendix 3 – Adult Learning Service Action Plan Appendix 4 – Street Cleaning Action Plan Appendix 5 – Waste Management Action Plan

IMPLICATIONS

Financial

- 1.1 Each Derby pointer questionnaire costs around £10,926, 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 objectives and priorities for change

- 5.1 Community cohesion contribute to the Council's objective of – **a shared commitment to regenerating our communities , healthy, safe and independent communities, a lively and energetic cultural life and a diverse , attractive and health environment.** It also furthers the Council's planning priority 4 – **working in partnership to achieve socially cohesive communities.**
- 5.2 Adult learning services contribute to the Council's objective of – **a stimulating and high quality learning environment.**
- 5.3 Street cleaning and waste management contribute to the Council's objective of – **a diverse, attractive and healthy environment .** They also further the Councils priority 2 – **a more sustainable Derby through increased recycling,** planning priority 6 – **cleaner streets and public facilities.**

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 '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 Community cohesion

- 2.1 A cohesive community is one that has a common vision, where diversity is valued and where those from different backgrounds have similar life opportunities and live together harmoniously. Derby's Community Strategy, the 2020 Vision, aims to provide this common vision for Derby. The first Community Strategy was published in 2003, and used the measures, 'percentage of adults surveyed who feel they can influence decisions affecting their local area' and 'percentage of people surveyed who feel that their local area is a place where people from different backgrounds get on well together' as key measures of progress. The 2003 strategy noted performance on both measures from 2002/3 and targets were set for both measures at a later date.
- 2.2 The results in Table 1 show that over the last two years, overall more than 50% of respondents 'agree' that their local area is a place where people from different backgrounds get on well together. The results have improved from 2004 to 2005.

Table 1: % of respondents who agree/disagree that people of different backgrounds get on well together

	Nov 2004		Sept 2005	
	%	n	%	n
Definitely agree	15	68	13.5	85
Tend to agree	42.7	193	50.6	318
Tend to disagree	13.1	59	8.3	52
Definitely disagree	5.1	23	3	19
Don't know	16.8	76	14.3	90
Too few people in local area	1.1	5	0.6	4
All same backgrounds	6.2	28	8.4	53
Base	452		628	

2.4 The top five things that respondents thought most important in making somewhere a good place to live were:

- affordable decent housing, 57.3% (360)
- low level of traffic congestion, 39.6% (249)
- health services, 39.2% (246)
- parks and open spaces, 35.2% (221)
- public transport, 30.1% (189)

However, what respondents thought important were not all reflected in what they thought need improving in their local area. The top five things that respondents said should be improved were:

- community activities, 44.6% (280)
- facilities for young children, 34.65 (217)
- low level of traffic congestion, 34.25 (215)
- affordable decent housing, 33% (207)
- low level of crime, 33% (207).

2.5 The results in Table 2 show that over the last three years, there has been a small but steady improvement in the percentage of people who feel they can influence decisions affecting their local area, from 36% in 2003, to 38% in 2004 and 42% this year. This shows that some of the mechanisms being put in place, such as the Area Panels, to engage local people, are having some impact. The Community Strategy target for 2005/6 was 40%, so this target has been exceeded. Engaging/involving local people in the decision-making process is an important requirement of the Best Value and CPA regime and the Council will be looking at how it can improve the way it consults and involves the public, especially at the neighbourhood level.

Table 2: % of respondents who agree/disagree they can influence decisions affecting their local area?

	Jan 03		Nov 04		Sep 05	
	%	n	%	n	%	n
Definitely agree	5.4	26	5.8	25	5.6	35
Tend to agree	30.6	147	31.7	137	35.7	224
Tend to disagree	31	149	37.7	163	35.8	225
Definitely disagree	24.2	116	13.7	59	11.6	73
Don't know	8.8	42	11.1	48	8.9	56
Base	480		432		628	

- 2.6 The results in Table 3 show that overall residents are 'satisfied' with their neighbourhood as a place to live. Satisfaction levels have remained high over the last three years with more than 70% of respondents being 'satisfied' compared to on average only 8% who were 'dissatisfied' with their neighbourhood as a place to live.

Table 3: % of respondents satisfied/dissatisfied with their neighbourhood as a place to live

	Jan 03		Nov 04		Sep 05	
	%	n	%	n	%	n
Very satisfied	38.4	186	29.4	128	26.1	164
Fairly satisfied	47.1	228	50.9	222	51.9	326
Neither satisfied/dissatisfied	7.4	36	10.3	45	12.4	78
Fairly dissatisfied	4.5	22	7.3	32	5.9	37
Very dissatisfied	2.5	12	2.1	9	1.9	12
Base	484		436		628	

- 2.7 We have not produced an action plan based on the results of the Community Cohesion survey, since the survey covers a range of 'quality of life' indicators that come within the remit of many different services and combinations of services. The Council and its partners are planning a much stronger focus on neighbourhood working and neighbourhood engagement over the next few years, which aims to bring about greater improvements in resident involvement in decision making, and in the quality of life of local neighbourhoods.
- 2.8 Safer Neighbourhood teams will be established in the priority neighbourhoods of Normanton, Stockbrook Street, Osmaston/Allenton, the Austin Estate and Sinfin, as well as the city centre. These teams will bring about a more coordinated response to making neighbourhoods safer and cleaner, and to listening to the views of local residents. The Council is continuing the review of its Area Panels, with a view to devolving more decision making powers to them and to enabling them to develop strategic area partnerships and plans.

2.9 The revised Community Strategy for 2006-2009, currently in draft, highlights the city centre and the neighbourhoods as the top priorities for the period. One of the key outcomes in the neighbourhood priority is to 'increase opportunities for residents to get involved in decisions about their neighbourhood'. The other key neighbourhood outcomes include crime reduction, improving cultural and sporting opportunities and making sure that housing provision meets the needs of local communities. These outcomes will address the issues highlighted in the community cohesion survey, as all Derby City Partnership partners will sign up to the Community Strategy, and each partnership group will produce annual action plans to show the actions being taken to meet the strategy's objectives.

3. Adult learning services

3.1 Derby City Council Adult Learning Service offers a range of learning opportunities for adults, in the daytime and evening, in schools, community centres and other places in the city. These include courses leading to a qualification, for example a GCSE or computer qualification and courses that are just for pleasure such as arts and crafts, languages and keep fit.

3.2 The results in Table 4 show that attendance at adult learning courses have reduced. In 2001, 39.5% (176) of respondents took part in adult learning, compared to 21.2% (133) respondents now, and over 60% of respondents don't take part in adult learning courses.

Table 4: % of respondents taken part in adult learning courses in the last two years

	Aug 01		Sept 05	
	%	n	%	n
Yes	39.5	176	21.2	133
No	60.9	271	76.8	482
Base	447		628	

3.3 The top five reasons why respondents don't take part in adult learning were:

- have all the qualifications they need, 21.8% (137)
- doesn't fit in with my hours of work, 16.2% (102)
- never thought about taking part in a course, 13.9% (87)
- too expensive, 13.1% (82)
- too far to travel, 7.3% (46).

3.4 The best sources for the Council to use to raise awareness/advertise adult learning courses were local newspapers, 42% (261), brochures, 32% (201) and adult learning website, 28% (173), which were the top three sources of information preferred by respondents.

3.5 Plans outlining the proposed actions to address adult learning issues are included at Appendix 3.

4 Street cleaning

- 4.1 The Council has a duty to keep the streets clean of graffiti, litter, and other dumped rubbish. We also have to remove illegally displayed posters and advertisements – fly posting. The Council employs about 85 people and spends over £2 million every year to keep the streets clean and tidy.
- 4.2 The results in Table 5 show that more than 40% of respondents continue to rate the street cleaning standard as ‘good’ and since 2001 there has been a small increase in the number of respondents who said it was ‘poor’.

Table 5: % of respondents satisfied with Derby’s street cleaning standards

	May 01		May 04		Sep 05	
	%	n	%	n	%	n
Very good (excellent 01)	3.7	20	7.5	38	8.3	52
Good	47	251	33.6	171	41.4	260
Neither good/poor (Fair 01, Adequate 04)	36.8	197	40.1	204	29.3	184
Poor	10.7	57	15.1	77	15.4	97
Very poor (very bad 01)	1.8	10	3.7	19	3	19
Base	535		509		628	

- 4.3 Local shopping areas are the places respondents are most likely to see litter, with 34% (212) stating this as the one area they see the most refuse.

Table 6: Areas where respondents see the most litter

	2005	
	%	n
The city centre	22	138
Local shopping areas	34	212
Industrial areas	5	33
Residential areas	28	177
Not answered	11	68
Base: respondents	628	

- 4.4 In order to deter people from dropping litter, the majority 91% (573) of respondents agreed that the Council should issue **£50** fixed penalty notices to people who drop litter in the streets.
- 4.5 When asked whether they think Derby suffers from graffiti, 58% (362) of respondents agreed, and 17% (105) disagreed. The places where respondents saw the most graffiti were:
- walls of buildings/fences and hoardings(154)
 - railway and bus stations/shelters (23)

- Town/city centre (37)
- underpasses and subways (43)

4.4 Cleaner streets and public facilities is a current Council priority (Planning Priority 6) and the decision to allocate additional financial resources to achieve a higher standard of street cleaning should help to improve satisfaction levels in the future.

4.6 Plans outlining the actions proposed to address street cleaning issues are included at Appendix 4.

5 Waste management

5.1 The Government and European Union are developing laws to dramatically cut the amount of rubbish that local councils can bury in the ground and to protect the environment. They have set strict targets to achieve this.

5.2 If the Council fails to meet these targets, it could face major fines that might have an impact on the level of Council Tax residents pay in future. Every Derby resident has a part to play in reducing the amount of rubbish they produce and in increasing the quantity of materials we sort and recycle.

5.3 Overall, 58% (362) of respondents were 'aware' of the Council's waste laws and targets before they read about them in the questionnaire. 16% (103) were 'neither aware/not aware' and 24% (149) were 'unaware'

5.4 The results shown in Table 7 show that respondents are concerned about the impact their rubbish is having on the environment and this concern is producing positive results, in that, 71.5% (449) of respondents said they 'always' separate rubbish for recycling or composting now, 17.2% (108) recycle 'sometimes' and only 7.6% (48) 'never' recycle.

Table7: % of respondents concerned about the impact their rubbish is having on the environment

	2005	
	%	n
Totally unconcerned	3.8	24
Fairly unconcerned	8.3	52
Neither concerned nor unconcerned	7.8	49
Fairly concerned	43	270
Very concerned	34.2	215
Base: respondents	628	

5.5 'At the kerbside' was the top option preferred by 49 - 70% of respondents for recycling items , such as, glass, paper, cardboard, textiles, batteries, electrical items , plastic bottles, garden waste and cans.

5.6 The top three sources where respondents saw/heard national or local advertising about waste/recycling were:

- Council's newspapers, 34% (211)
- Other local newspapers, 30% (191)
- Local television, 285 (173).

'Council or other websites' were the least likely to be a source of information and were only used by 6% (32) respondents.

5.7 The results in Table 8 shows that more than 50% of respondents are interested in finding out more about how the Council intends to deal with their rubbish.

Table 8: % respondents interested in knowing more about how the Council intends to deal with their rubbish

	2005	
	%	n
I'm not interested in what the Council does at all with my rubbish	3	19
I'm not interested in what the Council does as long as it does its job	14.3	90
I'd like to know what the Council is doing, but I'm happy to let it get on with its job	57.5	361
Yes, I would like to have more of a say in what the Council does with my rubbish	20.4	128
Don't know	1.9	12
Base: respondents	628	

5.8 The top five ways in which respondents preferred to be involved/receive information about waste/recycling issues were:

- Local media, 34.1 (214)
- Leaflets, 41.4% (260)
- Council newspapers, 34.9% (219)
- Local media, 34.1% (214)
- Letter, 30.9% (194)
- Council's website, 15.3% (96).

5.3 A more sustainable Derby through increased recycling is currently a 'Priority 2' Council priority and although the results have shown that respondents are aware of waste laws and targets – more needs to be done to raise awareness and encourage people through the use of various communication methods, to start to recycle and recycle more.

DERBY POINTER RESULTS – SERVICE ACTION PLAN

Unit head: Jenny German

Service: Adult Education

Key issue identified	Improvement/proposed action	Target date/person responsible	Resource implications
<p>Non participation in Adult Learning due to:</p> <ul style="list-style-type: none"> • Never thought about it 14% • Too expensive, 17% • Too far to travel, 9% <p>These perceptions/misinformation need to be addressed.</p>	<p>Review and re-assess marketing and publicity policy/activities to address issues raised by respondents.</p>	<p>Curriculum/Quality Manager with Marketing and Publicity group by July 06.</p>	<p>Marketing and Publicity budget may need to be reviewed.</p>
<p>Non participation in Adult Learning due to:</p> <ul style="list-style-type: none"> • Doesn't fit in with my hours of work, 21% 	<p>Review existing delivery patterns</p> <ul style="list-style-type: none"> • Time • Day • Location 	<p>Programmes Manager with Programme Team by March 06</p>	<p>Additional building caretaking costs/rental costs. Tutors may be unwilling to staff new hours.</p>
<p>Preferred source for information about adult learning were:</p> <ul style="list-style-type: none"> • local newspapers, 42% (261), • brochures, 32% (201) • adult learning website, 28% (173). 	<p>Carry out additional analysis of the results by ward and target marketing and publicity according to preferences identified.</p>	<p>Head of Service and SMT+ Marketing and Publicity Group by March 06</p>	<p>Staff time</p>

DERBY POINTER RESULTS – SERVICE ACTION PLAN

Unit head: John Hansed

Service: Streetcare

Key issue identified	Improvement/proposed action	Target date/person responsible	Resource implications
<p>The level of satisfaction with street cleansing in Derby is similar to levels measured over the last three years. Perception is that levels of fly tipping are also about the same.</p>	<p>Although it is of some comfort that satisfaction levels are not decreasing these satisfaction levels also demonstrate that the public do not perceive any continuous improvement. During the period of measurement there has been only small amounts of additional spending on street cleaning activities.</p> <p>It is known that the level of public satisfaction with street cleaning in Derby is lower quartile compared to other similar cities.</p> <p>This consultation information will be used to advise the PLAN process for “Cleaner Streets and Public Facilities” priority in the Council’s Corporate Plan</p>	<p>John Hansed March 2006</p>	<p>To be established as part of the PLAN Process</p>
<p>There are relatively high levels of public perception that the City suffers from significant levels of Graffiti (58.1%) and Fly Posting (39.3%) As many as 91% of respondents said that they thought that the Council should take legal action (e.g fixed penalty notices) against those who drop litter or engage in other environmental crime.</p>	<p>This consultation information will be used to advise the PLAN process for “Cleaner Streets and Public Facilities” priority in the Council’s Corporate Plan</p>	<p>John Hansed March 2006</p>	<p>To be established as part of the PLAN Process</p>

DERBY POINTER RESULTS – SERVICE ACTION PLAN

Unit head: John Hansed

Service: Waste Management

Key survey results/issue identified	Improvement/proposed action – if applicable, also explain whether its resulted in change in policy	Target date/person responsible	Resource implications
<p>77% of those asked were either fairly or very concerned about how their rubbish impacts on the environment.</p> <p>Whereas a majority had heard of and knew what was meant by Incineration, Energy Recovery and Landfill far fewer could say the same about other processes such as Mechanical, Biological Treatment and Anaerobic Digestion.</p> <p>Nearly 78% said they would like to know more what the Council intends to do with their rubbish.</p> <p>It was unclear how they would then like the information to be passed to them, though the favourites were via local media and leaflets.</p>	<p>A Communication Plan needs to be developed to inform the public of how the Council intends to treat the remainder of their household waste following the introduction of the Rethink Rubbish recycling scheme. This will need to include further investigation into the best means to get this information into the public domain in a useful and accessible manner.</p>	<p>John Hansed May 2006</p>	<p>Unknown till means established. Certain means (e.g. items on website) require no additional resources but leaflets/newsletters cost up to £20,000 each to issue to every household</p>