



Derby Pointer Panel – October 2006 survey results

RECOMMENDATION

- 1.1 To consider October'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 the May 2007 survey.

SUPPORTING INFORMATION

- 2.1 The questionnaire was sent out on 20 October 2006 to 1,200 Derby Pointer Panel members. The response rate was 60% (716). The number of panel members who completed their surveys online increased to 19% (133) for this survey, compared to 14% (105) last time.
- 2.2 The results reported here represent replies received from 716 respondents and should be taken as accurate to within a confidence interval of +/-2.3%. The topics covered in the survey were:
 - Council's priorities
 - your community
 - street cleaning and waste management
 - Derby Cityscape
- 2.3 A full summary of the key results is shown at Appendix 2. The main issues are set out here.
 - 2.3.1 The top five **most** important priorities were crime and anti-social behaviour, affordable decent housing, public transport, helping older people to maintain their independence and educational attainment at all levels.
 - 2.3.2 The top five **least** important priorities were reducing differences between Derby's neighbourhoods, city centre improvements including road networks and car parking facilities, cultural and heritage sites, facilities for young children and their parents and sports and leisure facilities.

- 2.3.3 Overall, 77% of respondents generally understood all four Council priorities and the improvements that the Council is trying to make through each priority and their outcomes. The majority of respondents 94% felt it was important for the Council to ask for their views on the priorities and key outcomes.
- 2.3.4 There has been a reduction in the number of respondents who agree that people from different backgrounds get on well within their local area, 65% agreed this was the case in 2005, compared to 56% now.
- 2.3.5 Generally, respondents were satisfied with the Council's street cleaning service, 61%, waste collection service, 68% and recycling collection service, 69%.
- 2.3.6 Most respondents, 70%, had heard of Derby Cityscape before they took part in the survey and 51% 'agreed' that 'Derby Cityscape is helping to make a real difference to the city centre'.

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Background papers	November 2003 and March 2004 survey results May 2006 Derby Pointer survey results and service managers action plans
List of appendices	Appendix 1 – Implications Appendix 2 – Results summary Appendix 3 – Council Priorities Action Plan Appendix 4 – Street Cleaning/Waste Action Plan Appendix 5 – Derby Cityscape Action Plan Appendix 6 – Derby Marketing Action Plan Appendix 7 - October 2006 results tables

IMPLICATIONS

Financial

- 1.1 Each Derby pointer questionnaire costs around £8,078, 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 Council's priorities and your community results contribute to – **improve the quality of life in Derby's neighbourhoods** by reducing inequalities between neighbourhoods and providing greater opportunities for people to participate in decisions about the area they live in.
- 5.2 Street cleaning and waste management contribute to the Council's priority of – **improve the quality of life in Derby's neighbourhoods** by making Derby cleaner and greener.
- 5.4 Derby Cityscape contribute to the Council's priority of – **improve the quality of life in Derby's neighbourhoods** by reinvigorating the city centre and river areas.

Key Results

1 Results interpretation

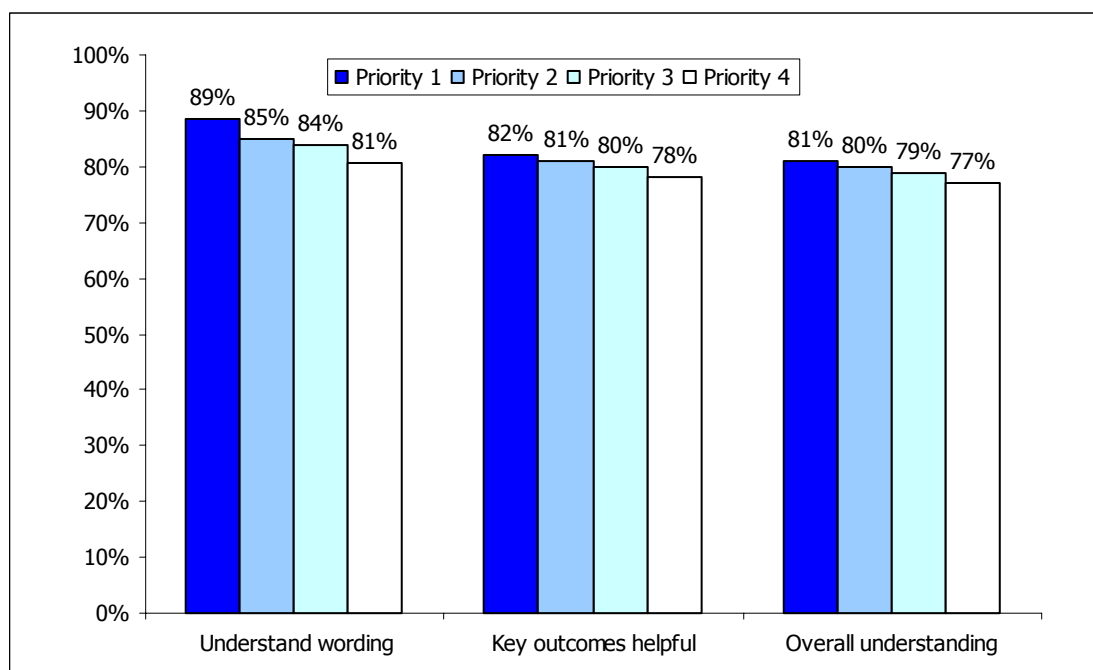
- 1.1 'Base' where stated in the charts or tables, refers to the number of respondents to the question on which the statistics quoted are based. Numbers in brackets indicate the actual number of responses.
- 1.2 In some cases, %/n stated in the tables will add up to more than 100% or the number of respondents stated. This is because these results are for a 'multiple choice' question, which allowed respondents to tick more than one response.

2 Council's priorities

- 2.1 We wanted to know if panel members understood the current priorities and which priorities they thought were the 'most' and 'least' important.
- 2.2 Respondents were asked to choose the ten priorities '**most important**' to them using a scale of 1 to 10, where one was the top 'most important'. The top five 'important' priorities based on the average scores were:
- Crime and anti-social behaviour – average rating of 2.2
 - Affordable decent housing – average rating 4.8
 - Public transport – average rating 4.9
 - Helping older people to maintain their independence – average rating 5
 - Educational attainment at all levels – average rating 5.4
- 2.3 Respondents were also asked to rank the priorities which were 'least important' to them using a scale from 1 to 5, where one was top 'least important' priority. The five priorities respondents said were 'least important based on average scores were:
- Reducing differences between Derby's neighbourhoods – average rating of 2.3
 - City Centre improvements – average rating of 2.6
 - Cultural and heritage sites, for example, the Silk Mill – average rating of 2.7
 - Facilities for young children and their parents – average rating of 2.9
 - Sports and leisure facilities – average rating of 2.9.
- 2.4 We asked respondents if they understood the Council's four main priorities, which will guide the services we provide from 2006 to 2009.
- Priority 1 – Improve the quality of life in Derby's neighbourhoods
 - Priority 2 – Encourage lifelong learning and achievement
 - Priority 3 – Build healthy and independent communities
 - Priority 4 – Deliver excellent services, performance and value for money.

- 2.5 As table 1 shows that more than 70% of respondents 'agreed' that they understood all four priorities, wording and outcomes.

Table 1: Understanding the Council's priorities



Base = variable

Overall the reasons respondents disagreed with each priority were that the priorities and/or key outcomes were 'too vague' or contained an ambiguous term, particularly 'reinvigorating' and 'key stage'.

- 2.6 The results in table 2 show that 94% (660) of respondents said it was important for the Council to ask for their views on the Priorities and Key outcomes.

Table 2: Importance to respondents that the Council ask for their views

	October 06	
	%	n
Not at all important	0	3
Not that important	2	12
Neither important nor unimportant	4	30
Quite important	37	260
Very important	57	400
Base	705	

- 2.7 Only 23% (157) of respondents had heard of the Council's Priorities and Key outcomes before finding out about them in the survey, compared to 77% (534) who had not.

When asked where the 157 respondents who knew about the priorities, found out about them, the top five responses were:

- Derby Evening Telegraph, 44% (71)
- Council newsletter – Living Derby, 42% (68)
- Council Tax information leaflet, 32% (52)
- Radio Derby, 27% (43)
- Council website , 19% (30).

- 2.8 The results show that although respondents understand the priorities and have previously found out about them through Council branded sources such as Council newsletter, 77% (534) of respondents had not heard about them before completing the survey. There is scope for the Council to improve the way we communicate and promote our priorities by using existing corporate methods and the local press.
- 2.9 Plans outlining the actions proposed to address the issues raised are shown at Appendix 3.

3. Your community

- 3.1 We wanted panel members views on whether they think people from different backgrounds get on well in their area, and if they do any voluntary work. This information has to be collected to inform the 2006/07 Local Area Agreement - LAA indicators and the Community Strategy, or 2020 Vision, which shows how a wide range of organisations are working together to improve life in Derby for everyone.
- 3.2 The results in Table 3 show that there has been a drop of 9% in the number of respondents who 'agree' people from different backgrounds get on well in their area, 65% (403) 'agreed' in 2005, compared to 56% (390) now.

Table 3: % of respondents who think people from different backgrounds get on well in their local area

	Sept 2005		Oct 2006	
	%	n	%	n
Definitely disagree	3	19	3	21
Tend to disagree	8	52	12	86
Tend to agree	51	318	43	301
Definitely agree	14	85	13	89
Too few people in local area	1	4	3	21
All same backgrounds	9	53	11	80
Don't know	14	90	15	106
Base	621		704	

3.3 Over half of respondents , 61% (430) said they 'never' carry out voluntary work in an organisation. Those who said they do voluntary work, did so at least once a week/month or more, 26% (177).

3.4 Many local voluntary groups have limited financial resources to spend on promotional activities. The Council could build on its existing working relationship with these groups and use our communication expertise/resources to help these groups recruit more volunteers.

4 Street cleaning and waste management

4.1 The Council has a duty to keep the streets clean of litter, graffiti and other dumped rubbish. We repeated some of the questions asked in ? survey to see if panel members views about the street cleaning and waste management service had changed.

4.2 Overall, 61% (431) of respondents were 'satisfied' with the Council's street cleaning service in the last year. 23% (166) said they were 'dissatisfied' with the service and 15% (109) were 'neither satisfied/dissatisfied'. The top four reasons why respondents were dissatisfied with the service were:

- cleaning does not occur often enough/cleaning never occurs in local area (62)
- blame lies with problem elements of Derby population, for example, youth, litter louts, football supporters or with weekend drinking culture (33)
- blame lies with Council cleaning staff (31)
- blame lies with Council policies, for example, fines poorly administered, non-enforcement of litter laws (26).

4.3 Table 4 shows there has been a decrease in the percentage of respondents who feel Derby suffers from graffiti, with 52%(364) of respondents agreeing in 2006 compared to 60% (362) in 2005.

Table 4: % of respondents who think Derby suffers from graffiti

	September 2005		October 2006	
	%	n	%	n
Yes	60	362	52	364
No	17	105	20	143
Don't know	23	140	28	195
Base	607		702	

Locations where respondents said graffiti was a problem were;

- secluded areas including bridges and underpasses (77)
- public areas including parks and precincts and pathways (62)
- city centre (42)
- fittings, including, lamp posts, junction boxes, bollards, post boxes etc (40)
- shopping areas (31)

- 4.4 Table 5 shows that there has been a slight decrease to 37%, from 40% in 2005, of the percentage of respondents who feel that Derby suffers from fly-posting.

Table 5: % of respondents who think Derby suffers from fly-posting

	September 2005		October 2006	
	%	n	%	n
Yes	40	244	37	255
No	32	195	29	200
Don't know	29	176	34	239
Base	615		694	

Locations where respondents said fly-posting was a problem were;

- city centre (46)
- derelict or empty buildings (39)
- road junctions and roundabouts (24)
- posters advertising student-related, music or political events (15)
- problem caused by posters remaining up after advertising event (8)
- Ring road (6)

- 4.5 Table 6 shows that there hasn't been a change in the percentage of respondents who think fly-tipping is a problem in their local area. In 2005 33% said it was a problem, compared to 34% now.

Table 6: % of respondents who think fly-tipping is a problem in their local area

	September 2005		October 2006	
	%	n	%	n
Yes	33	198	34	240
No	50	303	44	311
Don't know	17	106	21	149
Base	607		700	

Locations where respondents said fly-tipping is a problem were:

- In parks, countryside or in green areas (29)
- Acorn Way (22)
- Near recycling areas, bottle banks or tips (20)
- Lime Lane (16)
- Near canals (14)
- Sinfen (12)
- Chellaston (12)
- Alvaston (11)
- Normanton (9)
- Chaddesden (6)

- 4.6 Recycling, street cleaning and waste collections were in the top ten ‘most important’ priorities rated by respondents. Although respondents tend to be satisfied with our street cleaning and waste management service there are still issues that affect specific areas. Plans outlining the proposed actions to address the issues raised are shown at Appendix 4.

5. Derby Cityscape

- 5.1 Derby Cityscape is a not-for-profit urban regeneration company that is responsible for identifying and carrying out improvements to Derby’s city centre. Derby Cityscape is funded by partners Derby City Council, East Midlands Development Agency and English Partnerships. However, it works closely with the Council to make improvements that will improve the way of life for people who live, work and visit Derby.
- 5.2 Overall, most respondents 70% (495) had heard of Derby Cityscape before completing the survey, compared to 305 (214) who had not.
- 5.3 The results in table 7 show that 51% (359) of respondents agree that Derby Cityscape is helping to make a real difference to the city centre.

Table 7: Derby Cityscape is making a real difference to the city centre

	Oct 2006	
	%	n
Strongly disagree	5	37
Disagree	8	54
Neither agree or disagree	25	177
Agree	38	266
Strongly agree	13	93
Don't know	11	80
Base	707	

- 5.4 Only 36% (255) of respondents had heard of the ‘Derby Does It’ campaign, which is used to promote the city and 64% (454) had not.
- 5.5 Only 40% (285) of respondents agreed that ‘Derby has a more positive image than 12 months ago’, 20% (140) disagreed and 34% (240) neither agree/disagree.
- 5.6 The results will be used by Derby Cityscape to inform/improve their marketing strategy. Plans outlining the proposed actions to address the issues raised are shown at Appendix 5 and 6.