Chorley Council

Report of	Meeting	Date
Director of Policy and Performance (Introduced by the Executive Member for Policy and Performance)	Executive Cabinet	29 March 2007

BEST VALUE RESIDENTS SURVEY 2006

PURPOSE OF REPORT`

1. To outline the key messages of the Best Value Survey of residents and to suggest a series of actions to address the issues arising from the survey.

CORPORATE PRIORITIES

2. Ensure Chorley Borough Council is a performing Council.

RISK ISSUES

3. The issue raised and recommendations made in this report involve risk considerations in the following categories:

Strategy	✓	Information	✓
Reputation	✓	Regulatory/Legal	
Financial		Operational	✓
People		Other	

4. The best value survey is a high profile exercise which seeks to gauge the levels of satisfaction of residents of the Borough and to understand what informs residents perceptions and what value residents place upon various aspects of quality of life. The information provided by the survey should be used as a key driver of strategy and service delivery for the authority. The results of the survey will be published nationally, along with the results of all other district Council's in June 2007 and we will need to manage the impact the survey may have on our reputation, both positive and negative. We will need to ensure that we communicate the results of the survey to the wider community reassuring them that we will be acting upon the messages contained within the report and emphasising the positive messages received. The survey will have an impact upon us operationally as the survey results will be used to inform service design and delivery and our interactions with customers.

BACKGROUND

5. The Best Value Survey, introduced in 2001 as part of the best value regime is undertaken nationally triennially (the last having taken place in 2003). All authorities in England are required to conduct a survey, the results of which inform inspection, public perception, visioning and service design and delivery.

6. The survey was undertaken between September and October, 2006. The survey does not, in the main, ask customers to consider a specified time period when responding therefore it is not clear what timeframe the results cover, but in performance management terms the survey is taken to cover the period which has elapsed since the last survey (October 2003). Some questions, such as those around improvement do ask customers to consider the last three years.

7. The content, style and methodology of the survey were in accordance with the government's guidelines. The questions fall into three main categorisations. The first of these are best value performance indicators, which seeks to gauge the public perception of the Council's performance in a number of areas and which are used to make comparisons with other authorities nationally, and against which progress over time can be assessed. The survey also assesses customer's perceptions of the quality of local services (which do not make up best value performance indicators). The third categorisation of information is quality of life indicators, which seek to help Council's develop an understanding of the perceived quality of life of within communities and those elements which people value most highly and feel are in the greatest need of improvement.
8. The survey allows us to identify any gaps between current service levels and customer expectations. The information proved by the survey is particularly useful in that it allows us to assess differences in perceptions, experiences and expectations by various demographic variables and by geographical area.

9. The survey was conducted on behalf of the Council by MORI IPSOS North as a postal survey, inline with the requirements set out by the audit commission. The survey is complimented by separate surveys which look in detail at customers experiences of the delivery of the planning, benefits and tenants services, these results will be analysed under a separate cover.
10. At this stage the data is analysed in small area categorisations (6). A report will follow at Executive Cabinet in May which sets out the picture in each ward of the Borough and can be used to inform member's work within their wards and service design and delivery within directorates. Further work will also be done to analyse the data mirroring the footprints of the area forums to inform the work done within these localities and to ensure that the area forums can be used as a vehicle to understand the perceptions being expressed on a geographical basis and as a tool for delivering improvements.

11. The small areas are
    a. Central (Chorley East, Chorley North East, Chorley North West, Chorley South East, Chorley South West).
    b. West (Chisnall, Eccleston and Mawdesley, Lostock).
    c. South (Adlington and Anderton, Coppull, Heath Charnock and Rivington).
    d. North East (Brindle and Hoghton, Pennine, Wheelton and Withnell).
    e. North West (Astley and Buckshaw, Euxton North, Euxton South).
    f. North (Clayton le Woods and Whittle le Woods, Clayton le Wood North, Clayton le Woods West and Cuerdon).
12. The data is also analysed by the key demographic variables of gender, age, ethnicity, dis/ability, property tenure, working status and the length of time the respondent has been resident in the borough. This detailed breakdown allows us to identify where particular groups feel that they have received a differential level of service or outcome, or value services and quality of life factors differently to the majority. This information will begin to allow us to tailor our services to meet the needs of these specific groups where appropriate.

13. The information contained within the survey will be used to:

- Inform the key themes of work and projects of the Chorley Partnership,
- Inform work to baseline customer experiences and requirements,

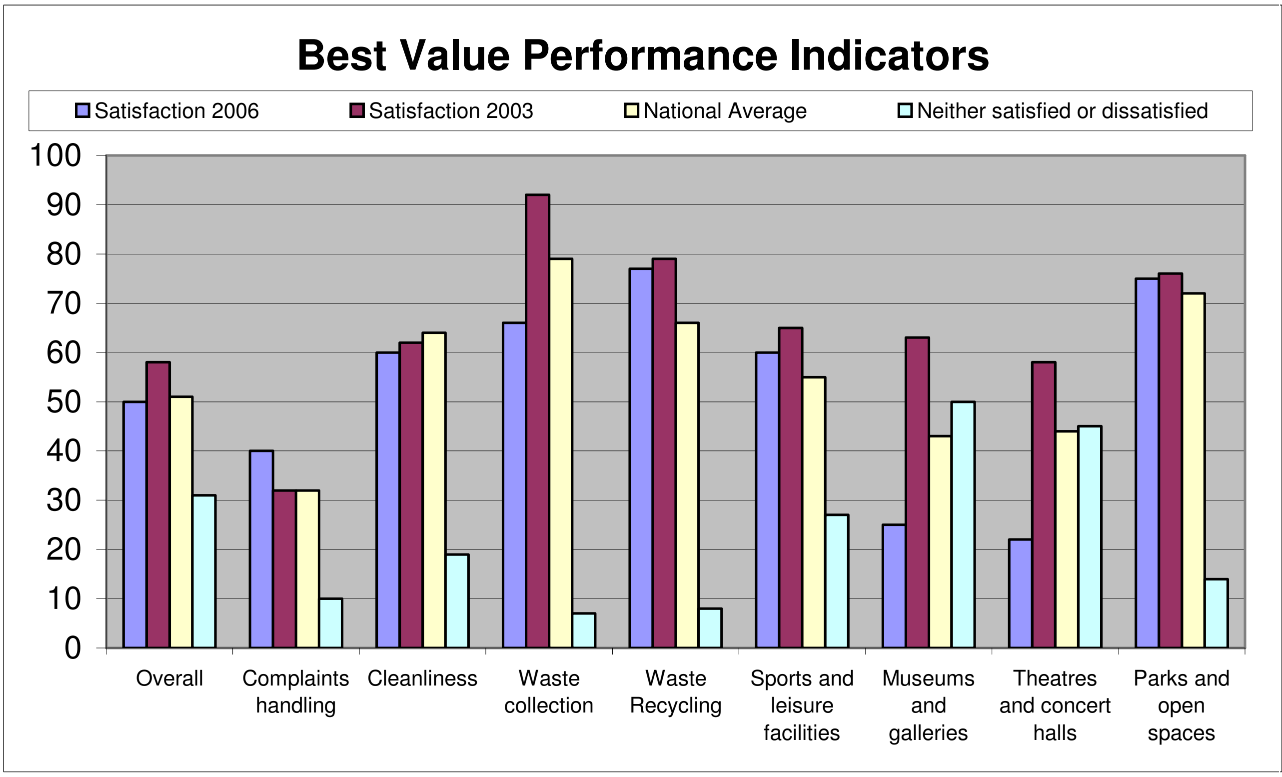
- Inform a future refresh of the Community and Corporate Strategies which will act as the key strategic drivers for the authority and the Chorley Partnership and will set out the key deliverables we as an authority are committed to,
- Inform target setting to ensure that we are fully accounting for the expectations of our customers when agreeing our level of ambition and where we will align our resources to deliver our priorities,
- To inform the next round of budget setting,
- To inform the consultation strategy,

14. Currently national comparative data is only available for Single Tier and County Council authorities. We have used this comparative data in the report where possible in order to give a relative picture of performance for Chorley, however, this needs to be regarded with some caution given that our relative position when compared to other districts is likely to change. The Audit Commission have indicated that we can expect comparator data for district councils to be made available nationally in June 2007, at which stage we will undertake further comparative and best practice sharing activity. We will also work with Chorley council's CIPFA benchmarking group to obtain benchmarking data for those authorities with broadly similar demographic characteristics to ours.

15. There are some clear key messages emerging from the survey which will allow us to target our resources at those geographical and service areas which people feel are of the most importance and or most in need of improvement.

16. There are also some mixed messages coming from the survey, in particular, whilst residents feel most services have improved in the last three years satisfaction in some of these services have declined and we will need to undertake further in-depth analysis in order to understand the reasons why, in order to improve public satisfaction. This situation is not unique to Chorley as this lack of correlation within the results has also occurred within the findings from many of the Single Tier and County Council authorities, which MORI have publicly stated they too are having difficulty in understanding such a response.

17. BVPIs Key Messages Summary



In determining the results for the best value performance indicators residents are asked how satisfied they are with the way the authority runs things and with various elements of our service delivery. Generally, eight BVPIs have seen a decline from 2003, of which five are deemed to be statistically significant in accordance with the methodology employed by the audit commission. Satisfaction with complaints handling has improved from 32% to 40% and is significantly better than the single tier and upper tier average at 32%.

In addition to being asked to state how satisfied they were with the Council, residents were asked whether they felt that the way the authority runs things and individual services had improved over the last three years. In contrast to a general decline in overall satisfaction, residents indicated that they felt that the majority of services had improved over the last three years. Only waste collection, museums and galleries and theatres and concert halls showed a minus net change, with even these changes being in no way as dramatic as the changes to levels of overall satisfaction (-1, -8 and -10 respectively). Local recycling facilities and doorstep collection of items for recycling showed large net gains in terms of the percentage of residents stating that these services had improved (+49 and +41) despite an overall decline of 2 percentage points in satisfaction with the recycling service. This may suggest that customer expectations are rising rapidly and although residents feel that our services have improved this is not at the same pace as their expectations have raised or been raised. If this is found to be the case, through more detailed examination, we may need to do some work around redesigning services to meet customer expectations or alternatively managing expectations given our limited capacity and focus on priority areas.

Key Message
In contrast to a general decline in overall satisfaction residents indicated that they thought that the majority of services had improved over the last three years

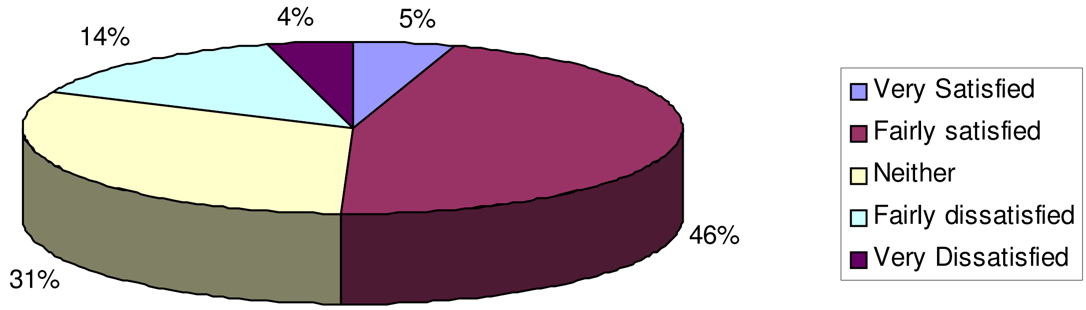
Those residents failing to express an opinion one way or another as to whether they are satisfied with the Council and its services (‘neither’) are not accounted for with in the headline % satisfied statistic. For the best value performance indicators the percentage of residents not expressing an opinion one way or another varies from 31% (satisfaction with the way the authority runs things), to 19% keeping public land free of litter, 7% general waste collection overall, provision of local recycling facilities overall 14%, sports and leisure facilities, museums and galleries 49% and theatres and concert halls 45%. Clearly, for museums and galleries and theatres and concert halls apparent low levels of satisfaction do not correlate with high levels of dissatisfaction (26% and 32% respectively) but rather relatively high levels of apathy. This may be the result of residents having not used or not being aware of the facilities and so feeling unable to express an opinion about the quality of the service. It is possible that this is also reflected in the results for the question regarding how satisfied people are with the way in which the authority runs things as they do not feel confident or qualified to comment upon this or feel that they have not encountered the authority in such a way that motivates then to express an opinion, which may perhaps be taken as a positive.

Action- Identify and work with those authorities with the best satisfaction results to establish what activity has been undertaken to address residents satisfaction levels and meet their needs and expectations. Feed any identified actions into action plans to drive up levels of satisfaction with the authority and with individual services.

Impact upon Comprehensive Performance Assessment

7 of the satisfaction best value performance indicators are included in the CPA basket of indicators which will be used by the audit commission as a tool for determining whether or not we will be accepted for reassessment and in determining the result of any reassessment – cleanliness, waste collection, waste recycling, sports and leisure facilities, museums and galleries, theatres and concert halls, parks and open spaces. As all of these indicators have deteriorated (4 significantly). We will need to carefully manage the rest of the basket of indicators and may wish to replicate the survey, and do further work with focus groups once the actions identified in this report have had time to embed and have an impact on resident’s satisfaction levels.

BV3 Satisfaction with the way the authority runs things



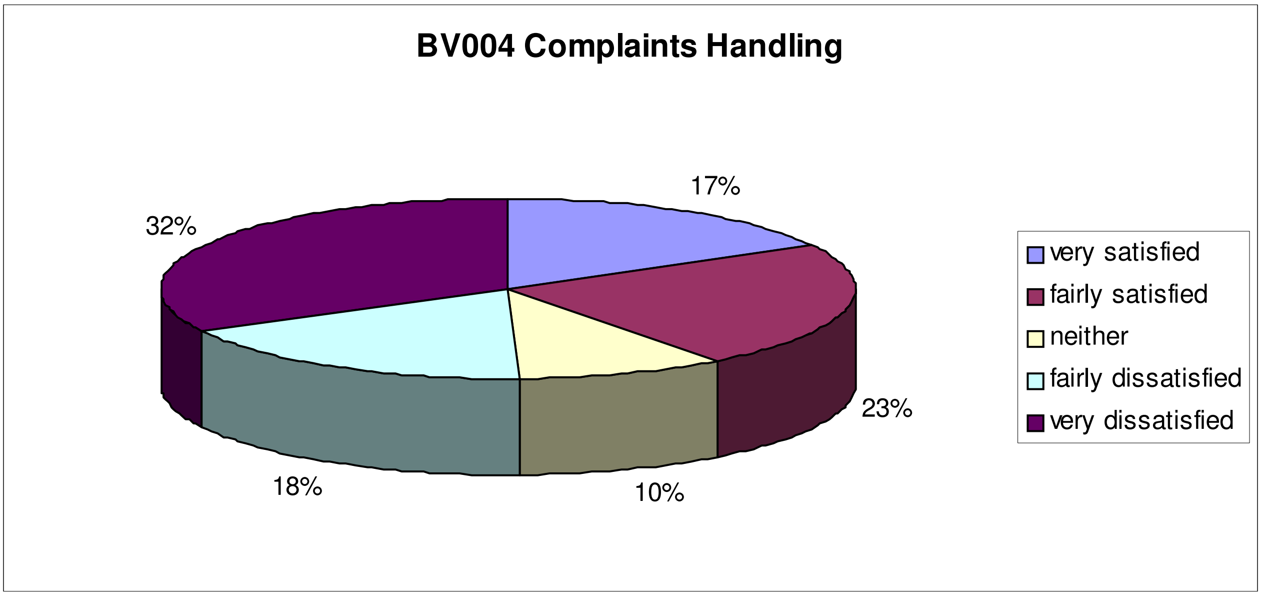
50% of residents were either very or fairly satisfied with the way in which the authority runs things in 2006, a deterioration from the 2003 result of 58%.

Of those responding 31% were neither satisfied nor dissatisfied, this is broadly in line with the percentage not expressing an opinion either way in 2003.

Older residents (57%), social tenants (67%) and those who have lived in the borough for less than three years (57%) are the groups expressing the highest levels of satisfaction. Males (48%), those aged 18-24 (42%) and 25-44 (48%), along with owner-occupiers (48%) and those who have lived in the borough for 11 years or more (48%) express the lowest overall levels of satisfaction.

In contrast to a decline in the overall level of satisfaction with the Borough, 62% of residents feel that the way the Council runs things has not changed where as 19% feel that it has got better and 18% feel that it has got worse.

Action – Analyse national trends of dissatisfaction within these groups to identify whether this profile of dissatisfaction mirrors a national trend or is specific to Chorley.
Action- Work with other authorities to understand whether the percentage expressing neither satisfaction or dissatisfaction is generally high and the reasons behind this.
Action- Identify and work with those authorities with the best overall satisfaction results to establish what activity has been undertaken to address residents satisfaction levels and meet their needs and expectations. Feed any identified actions into action plans to drive up levels of satisfaction with the authority.



Key Message
The result for satisfaction with complaints handling would put us in the top five nationally at 40% (in comparison with single tier and County Council's only at this stage).

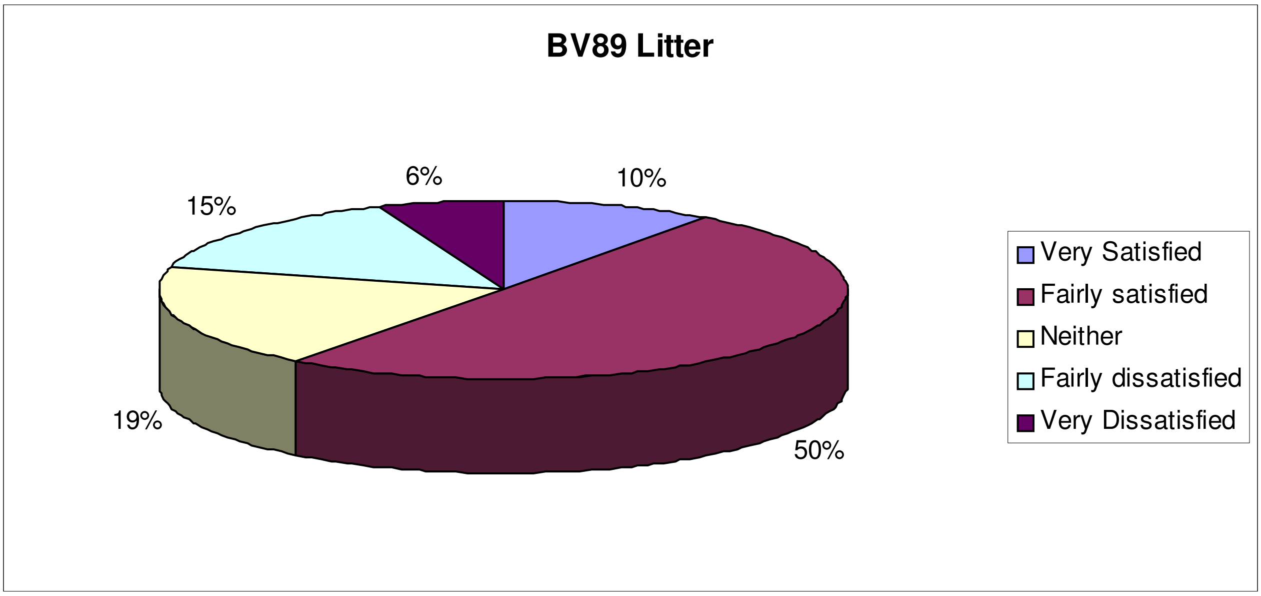
How satisfied are you with the way in which your complaint (s) was (were) handled?

Levels of satisfaction with the Council's complaints handling have improved from 32% in 2003 to 40% in 2006.

The main areas of complaint are emptying of bins/ recycling of rubbish (26% of those complaining cite this), recycling issues (16%), street cleansing (12%) and lack of information on planning and development (12%).

As the survey question does not provide any guidance in distinguishing between a complaint and a service request it is difficult to gauge how many of those stating that they have complained have actually registered a service request with the Council.

Action- Work with those directorates receiving the highest volumes of complaints as identified in the survey to identify key areas of complaint and implement actions to address these areas.
Action- Using the 'you said we did' brand, publicise the message of Chorley as a listening Council improving satisfaction with complaints handling.



BVPI 89 How satisfied or dissatisfied are you that Chorley Borough Council has kept land clear of litter and refuse?

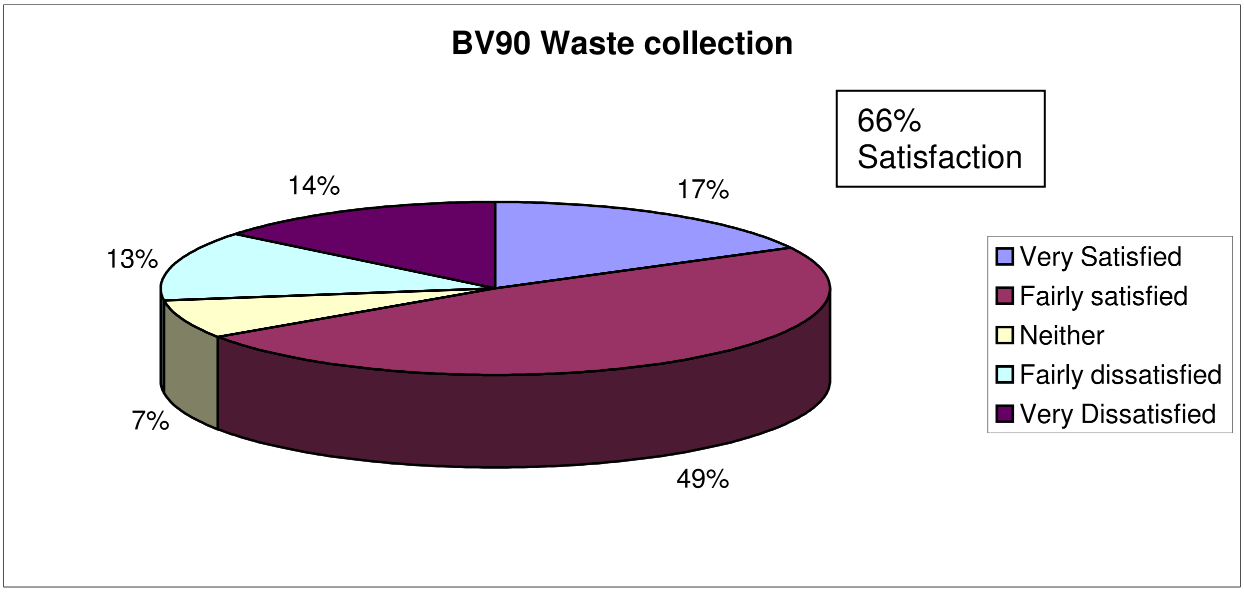
60% of respondents state that they are satisfied that we have kept land free of litter and refuse this represents a decline of 2% on 2003, not considered to be statistically significant.

Our current performance for the other best value performance indicator which assesses our performance in keeping land free of detritus (BV199a % of sites from which unacceptable levels of litter and detritus can be seen) has shown significant improvement from 2003/04 giving us the best results in Lancashire 5.3%. Where as the satisfaction for corresponding years have seen a slight drop (from 62% in 2003). More work needs to be undertaken to understand these seemingly anomalous results.

Keeping land free of refuse is a key driver of overall satisfaction with the authority.

Satisfaction is significant higher in the west (75%) and north (70%) small areas. Satisfaction is significantly lower in the central part of the Borough (51%).

Action- Undertake more publicity activity getting the cleanest streets in Lancashire message out more strongly to the public.
Action - focus on any identified grot spots to address high levels of litter and detritus (particularly focusing on Chorley central small area).



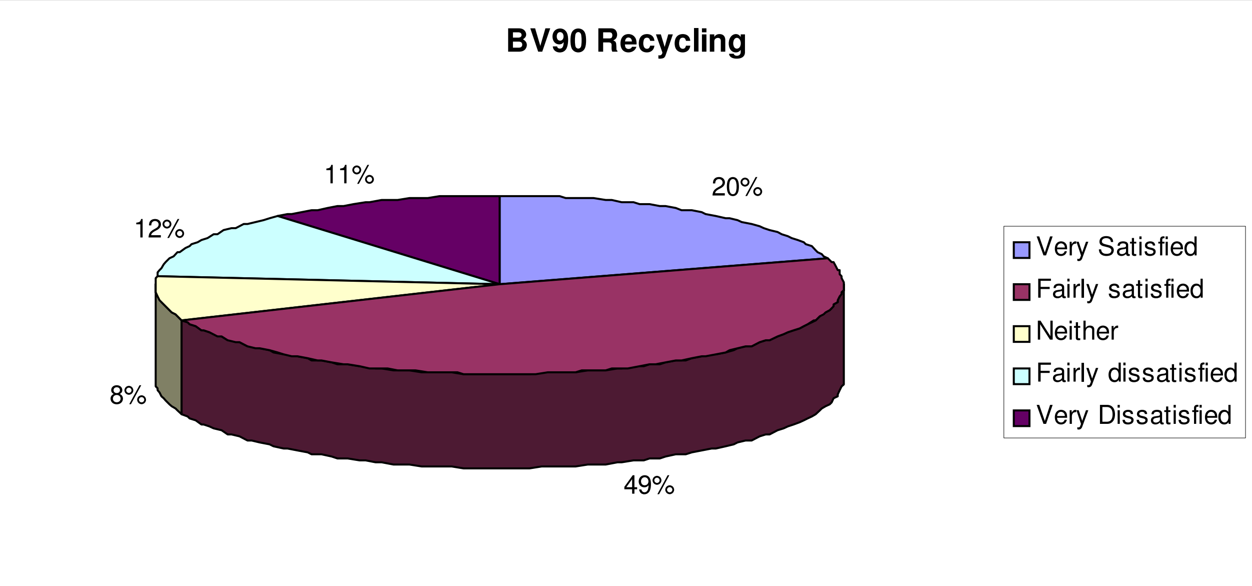
BV90a Please indicate whether you are satisfied or dissatisfied with each of the following elements of the service we provide: The waste collection service overall.

Overall satisfaction for this indicator is 66% (a drop from 92% in 2003). Nationally satisfaction with this service dropped by two percentage points to 79% on average in 2006. The survey was sent out in October 2006 and this corresponded with a high profile anti-alternate weekly collection campaign, which may have had a significant impact upon satisfaction levels with the service. Some measures were put in place in 2006 to address issues with the waste collection service (for example introduction of weighted sacks) which may not have had time to embed properly and have any significant impact upon turning around levels of satisfaction.

Those least satisfied with the household waste collection were residents of the central small area (60%), men (62) and those under 45 years old (58%).

Underlying the overall satisfaction with the waste service it is possible to identify some areas which have experienced more dramatic drops in levels of satisfaction and which may inform any activity planned to address overall satisfaction. Satisfaction with the cleanliness of the streets after waste collection is 56% with dissatisfaction at 33%. Satisfaction with the collection of bulky waste is disproportionably lower than other elements of the waste collection service at 46% (a drop of 9% from 2003) and may require some focused attention to understand the reasons behind this and to identify action to address dissatisfaction.

Action – Identify and work with other authorities, which have switched to alternate weekly collections of waste and experienced similar levels of improvement in recycling but not experienced similar drops in satisfaction with the waste collection service to identify means of addressing this drop.
Action. Undertake a communications campaign to increase, levels of support for, and satisfaction with, the approach taken to waste collection in Chorley emphasising our role as custodians of the environment and the increasing cost of landfill.

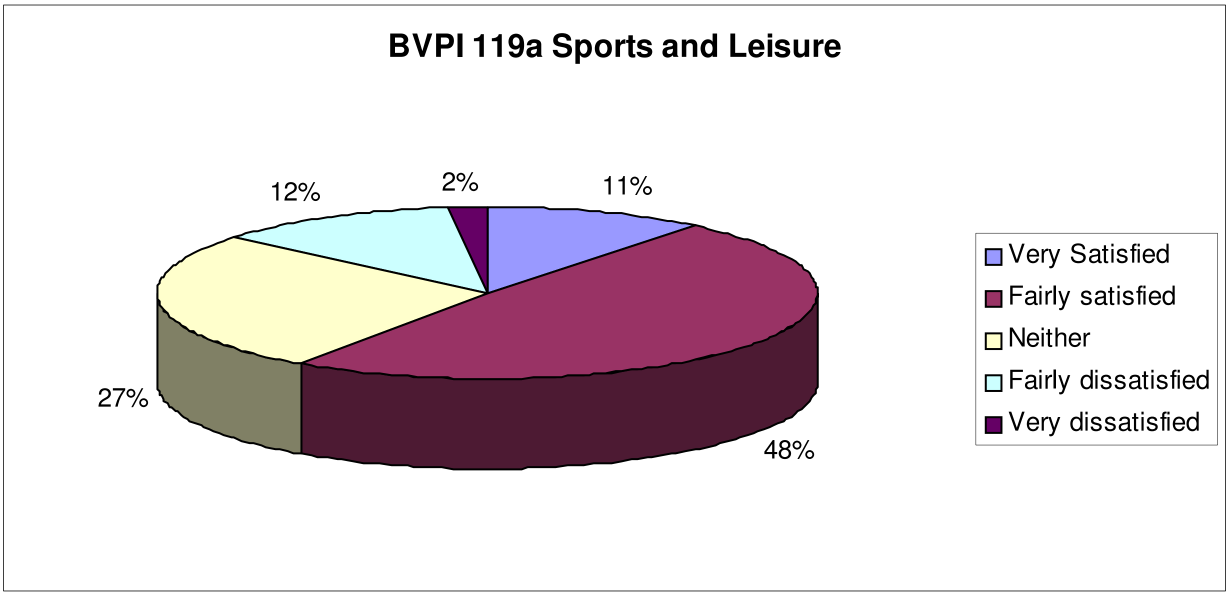


BV90b Please Indicate whether you are satisfied or dissatisfied with each of the following elements of service we provide: The provision of local recycling facilities overall.

77% of residents are satisfied with the provision of recycling facilities, this compares well to an average of 66% nationally, despite a 2% drop in satisfaction levels in Chorley and 5% improvement nationally.

Those least satisfied with the recycling service were men (64%) and those under 45 (61%). This mirrors similar levels of disproportionate levels of satisfaction for these groups when asked about the waste collection and may indicate a requirement to work with these groups to identify and address their needs and expectations. Overall 54% of the population is satisfied with the cleanliness of the streets after recycling collection and 37% dissatisfied, this is a relatively high level of dissatisfaction, and satisfaction with this element of the service is even lower in the central small area (49%) which may indicate a need to work with our waste collection contractors to identify ways of addressing this issue which would appear to have an impact on overall satisfaction with waste collection. As one of our highest profile services and a key driver to overall satisfaction with the Council the provision of local recycling facilities is critical to the authority. The cleanliness of the streets after collection would appear to present more of an issue than dissatisfaction with the receptacles provided for recycling where satisfaction is running at 66% and dissatisfaction at 36%.

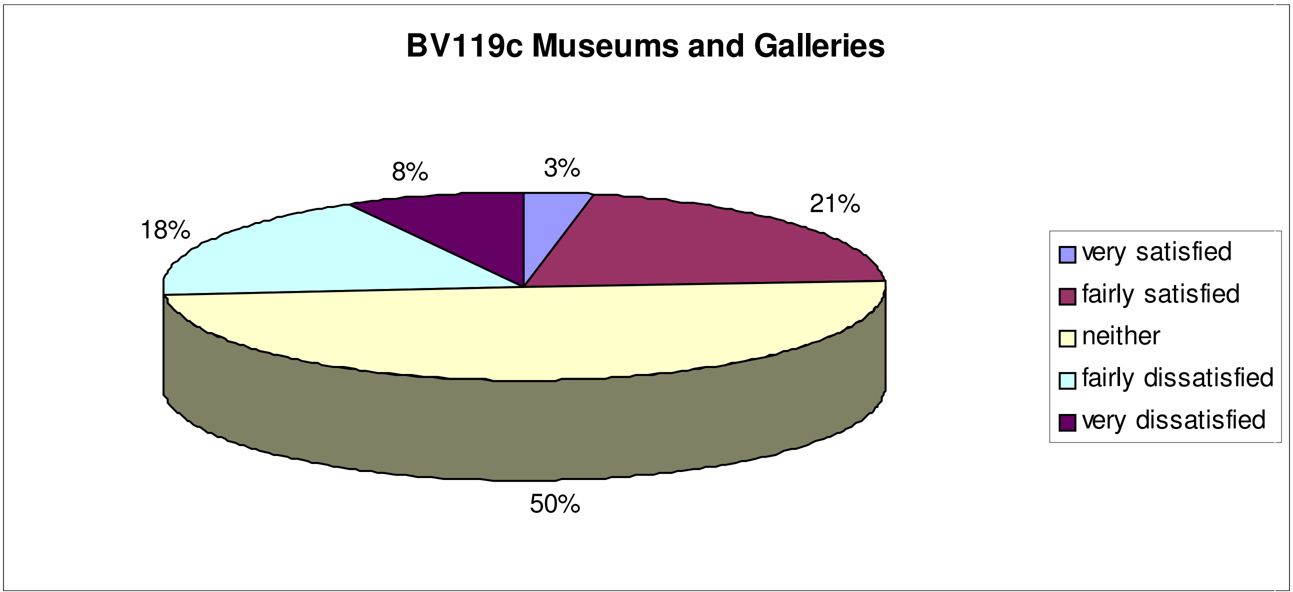
Action- Medway Council have scored highly for this particular element of service delivery but 26% on complaints handling- arrange a mutual learning exchange?
Action- Identify and work with those authorities which have implemented alternate weekly collections and have high levels of recycling but have maintain high levels of satisfaction with this service



BV119a Please indicate how satisfied or dissatisfied you are with each of the following services provided or supported by Chorley Council: Sports and leisure facilities

60% of residents state that they are satisfied with sports and leisure facilities. This represents a decline of 5% from 2003, but still compares well with the national average of 55%. The figure of 60% covers both users and non-users of the facilities, when this is broken down, users (70%) are significantly more satisfied than non-users (54%). Men (54%) and residents of the south (49%) and West (50%) small areas are significantly less satisfied than the average respondent.

Action- Work in conjunction with CLS to publicise the recent investment in leisure facilities in Chorley to devise a publications campaign to address the levels of satisfaction expressed by non-users of leisure facilities to promote the provisions in the borough and to add value to the ongoing work around the take-up of leisure faculties and physical activity

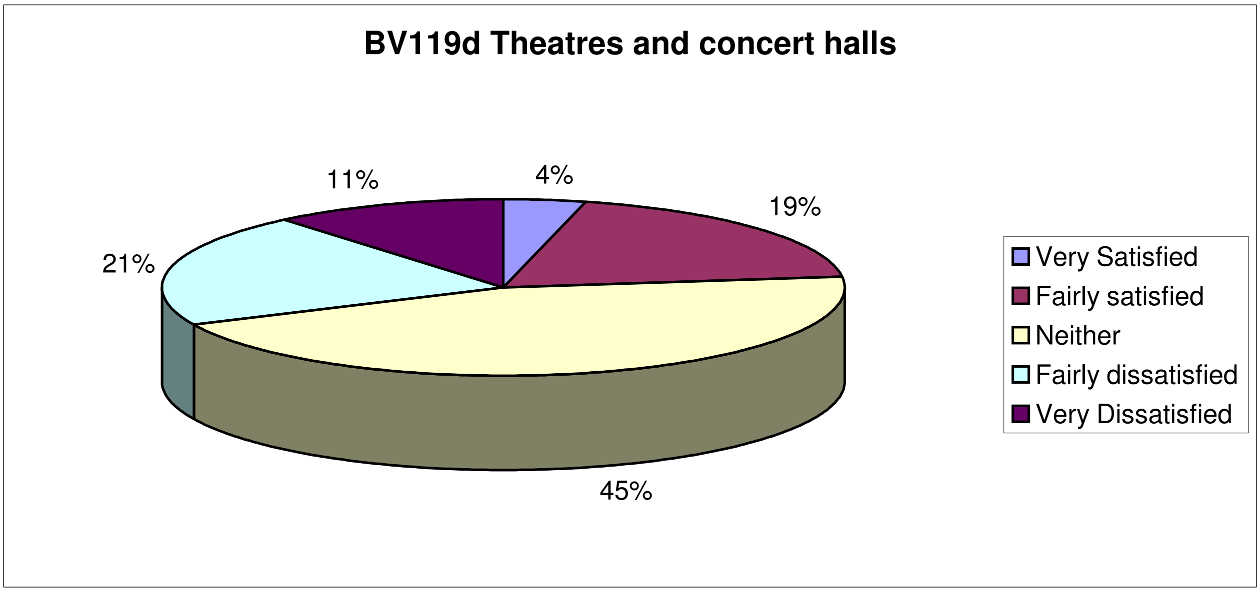


BV119c Please indicate how satisfied or dissatisfied you are with each of the following services provided or supported by Chorley Council: Museums and galleries

Key Message
24% of respondents are satisfied with museums and galleries. This is a significant reduction on the 2003 result of 66%, however the percentage of residents not expressing an opinion has also increased significantly for 2003 (50% verses 12% 2003) meaning that levels of dissatisfaction in 2006 have only increased from 12% to 26%.

There are a couple of possible contributors to this low level of satisfaction. Firstly, the questionnaire did not make specific reference to Astley Hall which we understand was the case in 2003 when satisfaction was much higher. Secondly, the low percentage of respondents stating that they use these facilities at least once a month which at 4% is lower than those stating that they use sports and leisure facilities regularly (32% using at least once a month) and parks and open spaces (64% using at least once a month) with satisfaction levels of 60% and 75% respectively. This is further strengthened by the fact that users (51%) are more than twice as likely to be satisfied than non-users (19%). Those aged under 45 are significantly less likely to be satisfied 17 % but there are no significant differences in levels of satisfaction by geographical area.

Action- In conjunction with activity to publicise and encourage usage of Astley Hall devise a publications campaign to promote the facility to the Borough population.
Action- Work with other authorities with high levels of satisfaction n this area and similar levels of provision to identify how high levels of satisfaction have been realised.
Action- In future surveys refer explicitly to Astley Hall to ensure that residents identify the question with the Borough's provision in this area.

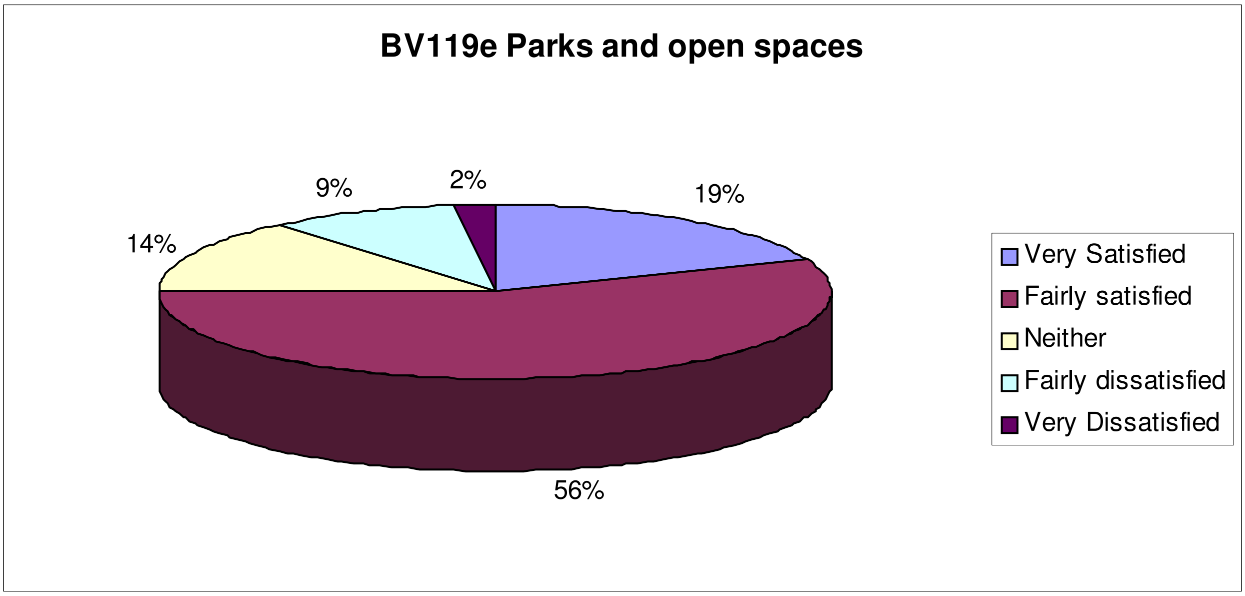


BV119d Please indicate how satisfied or dissatisfied you are with each of the following services provided or supported by Chorley Council: Theatres and concert halls

Key message
22% of the population is satisfied with theatres and concert halls. This is a significant drop from the 44% result for 2003, however the percentage of residents not expressing an opinion either way has increased from 26% to 45%.

Similarly to Museums and Galleries, one possible contributor to this low level of satisfaction is the lack of reference to the Lancastrian facility and Chorley Theatre in the questionnaire as examples of facilities in Chorley and again the percentage of respondents stating that they use these facilities at least month which at 3% is lower than sports and leisure facilities (32% using at least once a month) and Parks and open spaces (64% using at least once a month) with satisfaction levels of 60 and 75% respectively. Those who use facilities (40%) are more than twice as likely to be satisfied than non-users (18%). Men (17%) and those living in the central small area (19%) are significantly less likely to be satisfied with theatres and concert halls.

Action- Actively promote the Lancastrian facility to the public and gauge feedback regarding customer experiences
Action- Work with Chorley little theatre to increase usage and improve public perception



Please indicate how satisfied or dissatisfied you are with each of the following services provided or supported by Chorley Council: Parks and open spaces

Satisfaction with parks and open spaces at 75% has declined by 1% from 2003 and remains comparatively high at 75%, compared to a national average of 72% for single and upper tier authorities, despite a 2% improvement nationally. Satisfaction is lower among those living in the south small area of the borough. The percentage of residents using parks and open spaces at least once a month has increased from 39.4% in 2003 to 64% in 2006.

Action – Work with Knowsley Council, who generally have good satisfaction results but are comparatively low on satisfaction with parks and open spaces to exchange mutual learning.

18. Other indicators key messages summary.

Main drivers of satisfaction

From the results of the survey it is possible to identify a number of key drivers of satisfaction with the way the authority runs things upon which we can focus attention to drive up overall satisfaction.

- Value for money- with only 43% of residents feeling that we provide value for money we have some work to do to counter this perceptions.

Key Message Value for money is the number one driver of overall satisfaction with the Council

Action- The recent confirmation of a score of four for value for money will need to be communicated to residents in a way with which residents can identify.

- Doorstep recycling and cleanliness of the Borough
- Perceived performance of housing services
- Information provision
- Belief that the local area is good and the Council is improving the local area as a place to live.

Action- Publicise the key drivers of satisfaction internally and ensure that in dealing with the public and informing service design and delivery staff and members are focussed on what are seen to be critical elements of our performance for residents. Investigate incorporating these factors into a vision for the Borough, principles for the way we operate or a refresh of the Corporate and Community Strategies.
Action- Utilise future editions of the Borough news to focus on identified drivers of satisfaction and run human interest stories.

Only 56% of residents feel that the Council promotes the interests of local residents. It is unclear what residents consider to be 'local' interests and on what level they are basing their perception of 'locality' issues whether this be ward level or borough wide or any other definition of local, this may in part depend on the issue being addressed.

Action- Improve liaison with parish and town Councils and promote the activity ongoing on a locality basis at area forums.

19. Quality of life

Some clear themes emerge from the questions around quality of life and those elements which residents feel are most important in determining their quality of life and their satisfaction with the Borough as a place to live. In contrast to the best value performance indicators these are not issues which we as a Council, in the main, have direct control over. In order to address these issues it will be necessary to bring a variety of partners and stakeholders together to focus upon tacking the key issues for residents of the borough. The Local Strategic Partnership, and in particular the local public service board, along with the crime and disorder reduction partnership will be key vehicles for addressing these issues and we as an authority will have to bring our community leadership and place shaping roles to bear in ensuring that partners work with us to address those issues highlighted by the survey. The issues of young people, anti social behaviour and parental responsibility is highest on the agenda for residents of the borough, followed by crime and street cleanliness as evidenced by the data below.

Key Message The most important factors in making a Chorley a good place to live are:

- Level of crime (65%)
- Clean streets (51%)
- Health Services (49%)

These are the same issues which made up the top three in terms of making somewhere a good place to live in 2003, clearly residents priorities have not changed. All three of these issues are explicitly addressed in the Community and corporate strategies under healthier communities and reduced health inequalities (long term outcome 2.4), an improved local environment (long term outcome 5.3) and safer communities (long term outcome 5.4) with specific actions programmed into address these issues including pilot innovative ways of reassuring our communities, reconfiguring current service delivery arrangements to improve the provision of street scene services and prepare a Chorley 'Choosing Health' action plan.

Key Message Areas for improvement

- Activity for teenagers (57% feel that this needs improving)
- Level of crime (37% feel that this needs improving)
- Clean Streets (35%) feel that this needs improving
- Road and pavement repairs (35%)

Antisocial behaviour- priorities for intervention

- Parents not taking responsibility for the behaviour of their children
- Teenagers on the streets (61%)

Action- Bring critical partners and stakeholders together to agree a joint action plan to address the priorities of the residents of the Borough and a short to medium term action plan.
Action- Ensure that the results of the survey feed into a forthcoming refresh of the Community Strategy, with buy in from all partners agencies and bodies to focus on delivering the required improvements.

20. Communications and engagement

Overall 43% of the population feel fairly or very well informed. There is an extremely strong correlation between those who feel well informed and those who are satisfied with the Council (62% of those satisfied with the Council feel well informed compared to 14% of those who are not). Those aged 18 to 24 feel significantly less well informed about the Council at 18% in comparison to 62% for over 65 year olds. The revised Council website may impact upon this once launched as responses to the survey shows that 18-44 year olds are more likely to use the website than over 65 year olds (17% verses 2%).

People feel very well informed about how to register to vote and how to pay their bills with the Council. Residents feel less well informed about what the Council is doing to tackle anti-social behaviour (24%), this correlates with the general high value given to antisocial behaviour issues across the borough and the importance residents clearly afford to feeling that action is being taken in this area. People also feel less well informed about how well the Council is performing and whether the Council is delivering on its promises.

The most popular sources of information about the Council are the Council itself (Borough news, leaflets and posters) and the local media (newspapers, television and radio).

28% of residents are satisfied with opportunities to participate in local decisions and 34% of residents feel that they are able to influence decisions. Almost half (49%) of the population expressed no satisfaction or dissatisfaction with opportunities to participate which may suggest that this is not of critical importance for a significant percentage of the population. This correlates with the fact that 27% of the population stated that they would be interested in getting more involved, with 60% saying that they would possibly get involved in specific issues.

Action- Undertake a publicity campaign around and social behaviour and what is being done to tackle it.

Action – Continue to promote the work and achievements of the Council in the delivery of our services and the priorities etc within the Corporate Strategy.

21. Chorley- A good place to live?

Overall 63% of people feel that their local area is a place where people get on well together. With 15% disagreeing this makes a net agreement of +48%, this is significantly lower in the Central (+37%) and South (+39%) small areas of the borough, Chorley central has the highest minority ethnic population in the Borough. The percentage of people who feel that race relations are a problem although still low in these areas is double the average for the Borough at 4%. The net percentage of people aged under 25 who feel that their local area is a place where people get on well together is significantly lower at 24 +%. The net percentage of those in rented property (both social and private) who agree that their local area is a place where people get on well together is also significantly lower than the average respondent at +25%.

Action- Identify children's and young people's social cohesion as specific element in Community Cohesion Strategy (incorporating 18-24 year olds)

Action- Work with partners through Multi Agency Community Cohesion Diversity Incidents Panel and Ethnic Minorities consultative committee to identify issues underlying significantly lower results and action to address this.

Action- Work with registered social landlords across the borough to address low levels of people in social housing agreeing that their local area is a place where people get on well together, through the Multi Agency community cohesion and diversity Incidents panel.

22. Feeling safe?

Generally 86% of the population feel safe in the Borough during the day- this compares well to 76% in the last survey. This drops significantly after dark where only 49% feel safe (although this is a significant improvement upon the results for the 2003 survey at 31%). These feelings of relative and improved safety are not consistent across all demographic groups in the borough with females (45%), those aged 65 (43%) and over and those with a disability (41%) stating that they feel less safe, particularly after dark.

Key message
These feelings of safety indicators are contained within the corporate strategy and these results mean that we have already met our target of improving feelings of safety by 10% by March 2009 and will need to review our level of ambition in this area.

Action- Communicate the improved feelings of safety as part of our broader work to address and communicate around community safety.
Action- Work with the disability liaison group and community cohesion and multi agency incidents panel to address the causes of those with a disability feeling less safe than the majority of respondents.
Action- Identify consultation mechanisms and work with identified groups (e.g. Asian Women's forum, soroptomists) and the community cohesion and multi agency incidents panel to address the causes of women feeling less safe than men after dark.
Action- Work with the older people's forum and community cohesion and multi agency incidents panel to identify and address the causes of older people feeling less safe than the majority of respondents.

23. The way forward

A ward level analysis of the results will be available at the end of May 2007, this information will be used to inform a second report examining the results of the best value survey 2006/07 at ward level and some more detailed examination of the results of the quality of life elements of the survey. The information contained in this report and supporting maps and profiling information will be presented to ward members and those leading on service design and delivery to inform activity within individual wards. A full action plan with SMART actions and target will be drawn up to accompany the second report which will identify those responsible for implementing actions in response to this survey and the timescales for doing so incorporating any feedback from this report.

Action - Feed the results of the survey into members and strategy group/ directors team away days and portfolio holders performance round tables.
Action - Feed into business planning for 2007/08
Action- Hold a visioning event examining the results of the survey and the impact upon our vision as an organisation.
Action -Actively communicate the results of the survey to partner agencies and organisations.

COMMENTS OF THE DIRECTOR OF HUMAN RESOURCES

24 There are no direct implications from this report.

COMMENTS OF THE DIRECTOR OF FINANCE

25 There are no direct financial implications associated with this report, although some of the actions will require resources from existing budgets. Should any additional action be needed that require further resourcing, a separate report will be brought before Members.

RECOMMENDATION(S)

26. That the report be noted and actions detailed above be approved.

REASONS FOR RECOMMENDATION

27. To allow the information contained in the results of the best value survey to be put to effective use in beginning to understand and address the issues raised by the survey and where appropriate using the results to inform service design and delivery and our interactions with residents and customers.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

28. None

LESLEY-ANN FENTON
DIRECTOR OF POLICY AND PERFORMANCE

There are no background papers to this report.

Report Author	Ext	Date	Doc ID
Sarah Dobson	5325	14^{th} March 2007	

Demographic and geographical variations

Where clear differences in the level of satisfaction, or the factors considered most important or most in need of improvement, according to geographic or demographic factors, can be identified from the results this is indicated on the matrix below. This provides a quick reference guide to those with interests in particular areas (demographic or geographic) as to where attention may be focused on identifying reasons for differential results and addressing these.

	Demographics																		
	Male	Female	Age-18-24	Age 25-44	Age 45-64	Age 65+	Owner occupied	Rented Social	Rented- Private Landlord	West	North East	North West	South	Central	North	Resident less than 3 years	Resident 3-10 years	Resident 11 years +	Disability
Problems in Area																			
Parental responsibility (61%)																			
Teenagers hanging around on the streets (61%)																			
Respect and consideration (46%)																			
Rubbish and litter (45%)																			
People using or dealing drugs (43%)																			
Vandalism and graffiti (30%)																			
Drunken and rowdy behaviour																			
Noisy neighbours																			
Abandoned or burnt out cars																			
Improvements needed to… (overall percentage)																			
Levels of crime (37%)																			
Clean Streets (35%)																			
Health Services (12)																			
Affordable decent housing (21%)																			
Education provision (4%)																			
Shopping Facilities (23%)																			
Access to nature (4%)																			
Activities for teenagers (57%)																			
Parks and open spaces (11%)																			
Public Transport (21%)																			

		Demographics																	
		Male	Female	Age-18-24	Age 25-44	Age 45-64	Age 65+	Owner occupied	Rented Social	Rented- Private Landlord	West	North East	North West	South	Central	North	Resident less than 3 years	Resident 3-10 years	Resident 11 years +	Disability
	Job Prospects (19%)																			
	Level of traffic congestion (30%)																			
	Road and pavement repairs (35%)																			
	Facilities for young children (22%)																			
	Wage levels and local cost of living (12%)																			
	Level of pollution (10%)																			
	Cultural facilities (31%)																			
	Sports and leisure facilities (13%)																			
	Community Activities (14%)																			
	Race relations (2%)																			
	Other																			
	Percentage of people who feel that their local area is a place where people get on well together (Lowest net agreement)			•					•	•										
	Feeling Safe in the borough after dark (lowest levels)		•				•		•											
	Access to local facilities																			