

APPENDIX 3

RESIDENTS SURVEY 2006

WEIGHTED RESULTS

25th APRIL 2006

Introduction

1. The purpose of this report is to update CMT and Cabinet with the results from the 2006 residents' survey.
2. When comparing the demographics of the sample (age, gender and ethnic group) against those of the district population, it became apparent that weighting was required with respect to the under 35's and those from black and minority ethnic groups. The results below have been weighted to ensure that these groups have been adequately represented.
3. A copy of the survey has been attached at appendix 1 for your information and a copy of the weighted results in tabular format is attached at appendix 2.

Background

4. 4200 surveys were sent out during the second week of February 2006. 1128 were returned. After making an allowance for those responses classed as deadwood, the response rate was 26.9%. This is comparable with the response rate in 2005 (28.4%) and there are enough responses to be 95% sure that answers given are representative of the population as a whole.
5. Potential respondents were chosen on a random basis. No reminder runs were undertaken; instead the survey had an incentive attached to it to encourage people to respond.
6. The survey was structured around the Council's vision and priorities A and B and included some questions that had been asked in 2005 to enable some trend analysis. Where this is the case, comparative data from 2005 has been included.

Results

The Council's vision and priorities

7. Respondents were told what the Council's priorities were and then asked if they agreed with them. There was strong support for the priorities the Council has chosen. 867 respondents (84.9%) agreed with them. In 2005 a similar proportion of respondents agreed (87.5%).
8. 982 respondents (93.5%) supported the Council's vision "To ensure that the residents of South Kesteven are proud of their district and their Council". In 2005 this was 92.2%.

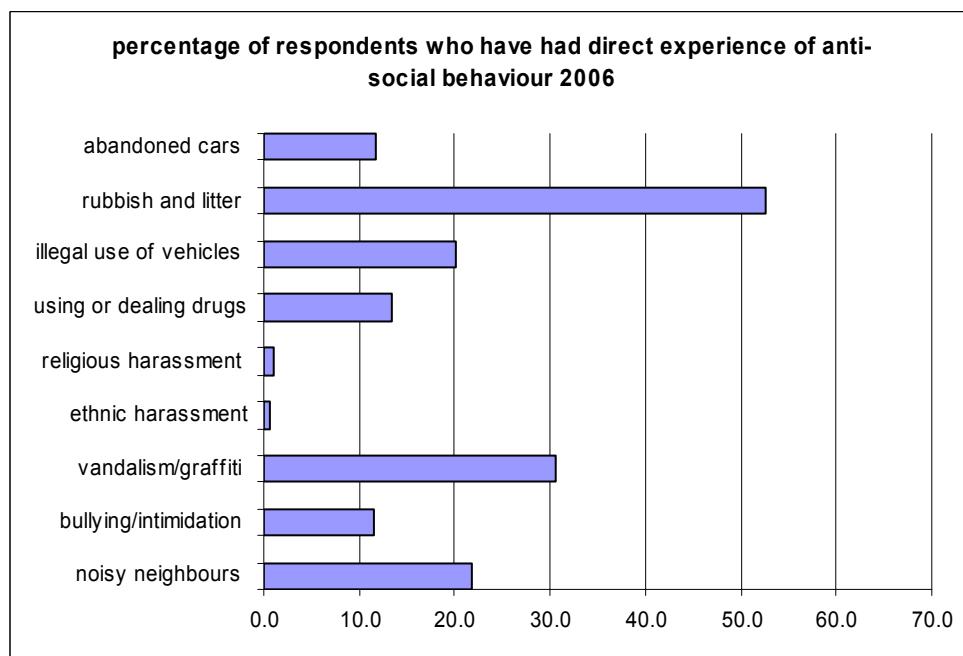
9. 770 respondents (75.1%) were proud of their local community. A lower number – 458 (47.7%) were proud of their Council. In 2005, the results were very similar, being 75.2% and 47.8% respectively.

Anti-social behaviour

10. 309 respondents (28.2%) thought that anti-social behaviour was a significant problem in their neighbourhood. In 2005, this figure was 29.7%.

11. Respondents were then asked if they had had direct experience of various different types of anti-social behaviour. These questions were phrased differently to those in 2005. In 2005 respondents were asked to state how much of a problem various different types of anti social behaviour were, in their neighbourhood. Whilst it had been the original intention to compare the findings across years, it was decided that this may be of limited use given the change in emphasis and as such a comparison has not been made.

The bar chart below shows the percentages of respondents who state that they have had direct experience of various different types of anti-social behaviour.



12. This analysis is important because it shows the types of anti-social behaviour respondents have experienced.

13. When asked to state whether they thought anti-social behaviour had got better or worse or stayed the same in the last year, 69.2% thought it had stayed the same. This is shown in the table below.

Do you think anti-social behaviour has reduced, stayed the same or got worse

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	reduced	83	7.4	7.9	7.9
	stayed the same	731	64.8	69.2	77.1
	increased	242	21.4	22.9	100.0
	Total	1056	93.6	100.0	
Missing	System	73	6.4		
Total		1128	100.0		

14. When respondents were asked if they knew they could report incidents of anti-social behaviour to the community safety team as well as the police, their responses were as follows:-

Did you know that you can report asb to the community safety team

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes i have done this	249	22.0	27.2	27.2
	no but I will next time	666	59.0	72.8	100.0
	Total	915	81.0	100.0	
	System	214	19.0		
Total		1128	100.0		

15. Respondents were asked if they thought the council had acted in their best interests by providing resources to tackle anti-social behaviour. Over half answered “don’t know” as shown below.

Do you think have acted in best interests by providing resources to tackle asb

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	309	27.4	28.1	28.1
	no	162	14.3	14.7	42.9
	don't know	627	55.6	57.1	100.0
	Total	1098	97.3	100.0	
Missing	System	31	2.7		
Total		1128	100.0		

16. There was strong support for increasing the powers the police and community safety teams have, with 74.0% agreeing with the statement “Do you think more powers are needed to control anti-social behaviour?”

The Street Scene

17. Just over three fifths of those responding -681 or 61.9% – were fairly or very satisfied that the Council had kept areas like parks, town

centres and streets clear of litter and refuse. (This compares to 54.0% 12 months ago and shows an improvement of nearly 8%).

18. When asked to specify if there was a particular problem in different areas within the district, respondents answered as follows. Comparative figures from 2005 are shown alongside

	2006		2005	
	No	%	No	%
Is there a problem where you live?	203	18.0	236	21.0
Is there a problem in your local town centre?	287	25.4	318	28.3
Is there a problem in your local park?	265	23.5	0	
Is there a problem in the surrounding local area?	341	30.2	342	30.5

It appears from these results that there has been a slight improvement in the number of people stating that they think there is a problem, the numbers and percentages of respondents identifying a problem on their street or in the town centre has fallen. This however does not apply to the surrounding local area which has stayed the same.

19. Respondents were asked if the purchase of a pressure washer had made a difference to the pavements in two of the towns in the district. Their responses are shown below.

do you think the pavements look cleaner

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	348	30.8	32.1	32.1
	no	188	16.7	17.4	49.6
	don't know	545	48.3	50.4	100.0
	Total	1081	95.8	100.0	
Missing	System	47	4.2		
	Total	1128	100.0		

20. They were then asked if they thought the streets seemed cleaner now than they were 2 years ago. The purpose of this question was to assess any change in service provision that may have occurred as a result of bringing the street cleansing service in house. The majority of respondents thought things had stayed the same, although 29.1% thought streets seemed cleaner. This is illustrated in the table below.

Do the streets seem cleaner in the last 2 years

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	they seem cleaner	312	27.6	29.1	29.1
	they have stayed the same	652	57.8	60.8	89.9
	they have got worse	108	9.6	10.1	100.0
	Total	1072	95.0	100.0	
Missing	System	56	5.0		
	Total	1128	100.0		

21. There was strong support for the enforcement rangers, with 70.7% of respondents stating that they thought the council had acted in their best interests by providing rangers to issue fines.

Recycling

22. Respondents were asked a number of questions about the 2 main types of recycling service provided by the Council which are:-

- Recycling facilities
- Kerbside collection schemes

23. Satisfaction rates for recycling facilities were pretty good, ranging from 60.5% for the cleanliness of the site to 77.4% for the range of items that can be deposited for recycling. This compares to 2005 figures of 65.0% and 74.5% respectively.

24. If satisfaction figures for the recycling facilities provided overall are compared to those obtained 12 months ago, satisfaction has stayed constant. In 2005 it was 65% and in 2006 it is 64.8%. This may well be due to various aspects of this service having conflicting ratings which in turn has affected overall satisfaction. Whilst respondents appreciate the range of items they can deposit (the satisfaction rating has increased from 74.5% in 2005 to 77.4% in 2006) they appear to be less satisfied with the cleanliness of the site (satisfaction ratings have gone down from 65.0% in 2005 to 60.5% in 2006). Even though there have been these fluctuations I have confidence in these results. The satisfaction ratings, whilst fluctuating slightly, have stayed the same in terms of their position respective to each other.

25. Satisfaction ratings for kerbside collection schemes are quite good, but an allowance for the differences in provision across the district should be made. Around 17% of respondents in each of the questions about kerbside collection answered "don't know/does not apply". Whilst this may be because of personal choice, circumstances

or because there is no kerbside collection available, it is difficult to state but it does affect overall satisfaction ratings. To try and identify if it is the lack of a scheme that affects this, a cross tabulation of responses to the question "How satisfied are you with the service provided for kerbside collection overall?" against postcode sector was undertaken. The results revealed those who answered this way were proportionately more likely to come from the north and the middle of the district ~ NG23, NG32 and NG33 where the recycling schemes are less comprehensive.

26. 59.0 % (633 respondents) were very or fairly satisfied with the service provided for kerbside collection. If those who answered, "Don't know/ it does not apply" are excluded on the grounds that they do not participate (for whatever reason) the percentage satisfaction rating increases to 69.8%. In 2005 53.2% of respondents were satisfied with kerbside collection (This also increased to 69.8% if those who answered "don't know/does not apply were excluded).

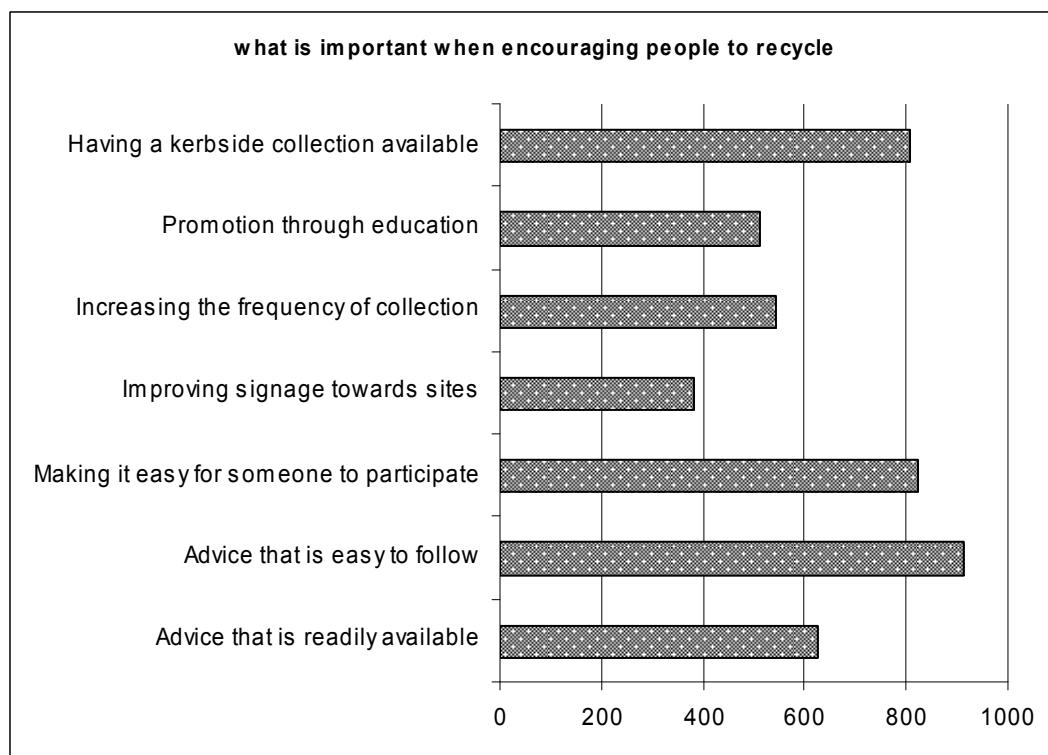
27. It is interesting to note that there are lower rates of satisfaction with the container provided than with other areas of the kerbside collection service and this seems to affect satisfaction with the service overall. The factors that have been measured are also in the same order in 2006 as they were in 2005. This is shown below:-

	2006		2005	
How satisfied are you with the container provided for items?	49.7	4	45.9	4
How satisfied are you with the place you have to leave items?	61.4	2	56.3	2
How satisfied are you with the reliability of the collection of items?	69.3	1	60.6	1
How satisfied are you with how clean and tidy the street is?	60.9	3	55.0	3
How satisfied are you with the service overall?	59.0		53.2	

28. Awareness levels with respect to the green wheelie bin garden waste recycling service are good, with 75% of respondents stating that they are aware of the scheme.

29. Respondents also thought that the council had acted in their best interests by providing additional means of recycling. 835 respondents (76.1%) agreed with this statement.

30. When asked to identify what factors are important in encouraging recycling~ respondents identified the following.



Access to council services

31. Just under half of respondents (47.8%) had contacted the Council in the last year. This was a similar proportion to 2005, where just over half had contacted us in the last year.

32. Respondents were asked how they had contacted the council. The majority contacted us by phone, as shown below.

Did you contact us by

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	by phone	336	29.7	71.6	71.6
	by coming into the office	82	7.3	17.5	89.0
	by letter	22	2.0	4.7	93.8
	through the internet	29	2.6	6.2	100.0
	Total	469	41.6	100.0	
Missing	System	659	58.4		
Total		1128	100.0		

33. Respondents were asked if they had used the internet to contact the council, what they used it for. Of the 121 people who used the internet, the majority (80.5%) used it to access information.

34. Respondents were then asked if the person dealing with their enquiry was polite, helpful, easy to understand and approachable or not by ticking the appropriate boxes. Their responses (and those from 2005 where available) are shown on the table below.

	2006	2005
	%	%
Was the person dealing with your request – polite	32.5	36.5
Was the person dealing with your request – not very polite	2.4	3.4
Was the person dealing with your request – helpful	29.7	30.2
Was the person dealing with your request – not very helpful	5.9	8.9
Was the person dealing with your request – easy to understand	26.8	24.2
Was the person dealing with your request – difficult to understand	0.6	3.5
Was the person dealing with your request – knowledgeable	20.1	No data
Was the person dealing with your request – not very knowledgeable	4.7	No data
Was the person dealing with your request – approachable	21.8	No data
Was the person dealing with your request – not very approachable	2.6	No data

35. There was support for the new approach to customer services, with half of the respondents agreeing that the council had acted in their best interests by standardising the approach towards customers. A significant proportion (39%) didn't know.

36. There was support for the way in which respondents were able to access information (63.1%) and make payments (63.2%) to the council. Satisfaction was slightly lower when respondents were asked how satisfied they are with the ways in which they are able to make an application where just over half were very or fairly satisfied.

37. Nearly three fifths of respondents would welcome more choice in where they were able to make payments as shown.

Would you welcome more choice in where you are able to make payments?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	608	53.9	57.1	57.1
	no	276	24.4	25.9	82.9
	don't know	182	16.1	17.1	100.0
	Total	1066	94.4	100.0	
Missing	System	63	5.6		
Total		1128	100.0		

Affordable Housing

38. Respondents were asked to state how much of a problem they thought the lack of affordable housing was in their neighbourhood. Just under half ~521 or 47.6% thought it was a very or fairly significant problem. Around a quarter of residents didn't know. This perception has stayed constant – in 2005 46.4% thought it was a problem.

39. A significant proportion of respondents (41.9%) said that they knew someone who had difficulty buying or renting somewhere locally, and perhaps not surprisingly around the same proportion (39.9%) thought the council had acted in their best interests by increasing the number of affordable homes it provides in partnership.

40. When asked about the transfer of council housing stock the comments made were wide ranging. They included:

- A good idea as long as it does not affect tenants
- All the information being given to tenants is very one sided. The consultation process is very one way
- As long as consideration is given to those in need
- Council houses should stay with the council
- Will there be enough housing for the elderly who cannot afford or cope to live on their own

Communication

41. Respondents were asked if they had received a copy of the council's publication "sktoday" in the last 6 months. The table below illustrates the improvement that has taken place in this particular area from 2005 to 2006.

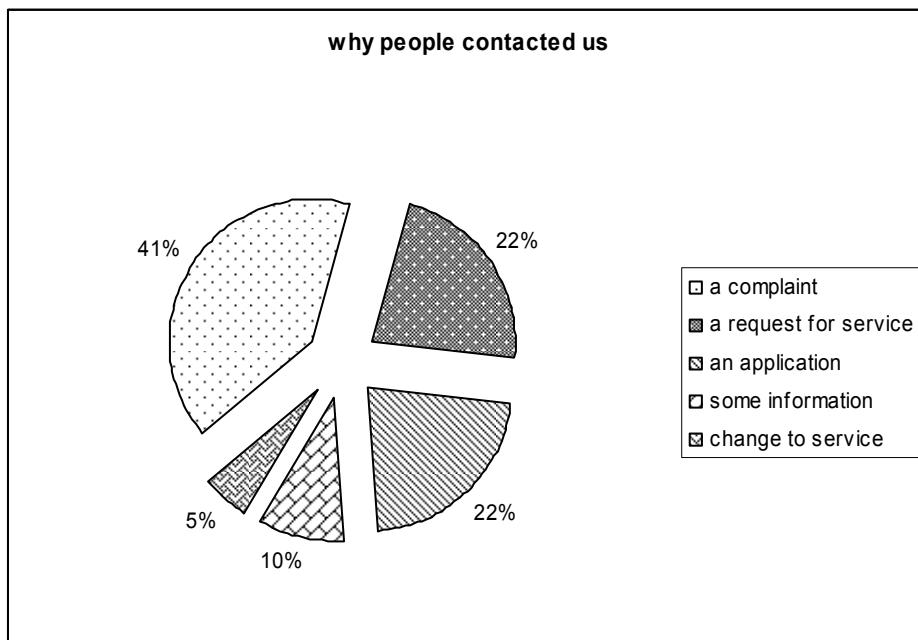
	2006		2005	
	No	%	No	%
Have you received a copy of sktoday?	625	56.5		
Have you heard of Districtline?			336	30.4
Have you read sktoday?	534	47.4		
Have you read Districtline?			293	26.1
Was it interesting/ informative?	452	78.1		
			No data available	No data available

42. Respondents were then asked if they were offered enough opportunities to be involved in decision making. Their responses illustrate that this may be an area where we need to do more work, as shown in the table overleaf.

Do we offer enough opportunities for you to be involved in decision making

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	242	21.5	22.4	22.4
	no	330	29.3	30.5	52.9
	don't know	509	45.1	47.1	100.0
	Total	1082	95.9	100.0	
Missing	System	47	4.1		
	Total	1128	100.0		

43. Over 200 respondents had contacted the council about an issue they felt strongly about, in the last year. When asked if they felt their views had been taken into account, over half thought that they hadn't and a quarter thought that they had. The issues we were contacted about fell into the following categories:



Town Centre Development

44. The majority of respondents (932 or 84.6%) do most of their shopping within the district. This is very similar to the 2005 figure, at 82.0%.

45. Respondents were asked to state how satisfied or otherwise they were with various facilities in their local town centre. The facilities they were asked to consider were:

- Car parks
- Choice of shops
- The security given by CCTV
- Cinema/Entertainment
- Eating out
- Markets
- Pedestrian areas
- Toilets

Satisfaction ratings ranged from 65.5% for markets down to 21.0% for toilet facilities. The percentages of respondents satisfied for both 2006 and 2005 is shown in graphical form below.



There does seem to have been an improvement in that higher percentages of respondents are answering "very or fairly satisfied" in 2006, when compared to 2005. The "choice of shops" in particular is showing an improvement of over 8%.

46. A cross tabulation of the responses to this question across postcode sector revealed variations in satisfaction across the area. The percentage of respondents very or fairly satisfied with the choice of

shops has increased in the north of the district (NG31, NG32, NG33 and NG34) from 2005 to 2006. This is shown in the table below.

	2006 Number	2006 %	2005 Number	2005 %
NG31	169	53.0	114	34.5
NG32	41	50.6	27	30.3
NG33	45	58.4	29	45.3
NG34	17	54.8	9	32.1

47. There has also been an increase in the percentage of those from the PE09 area (Stamford) being satisfied with toilet facilities. Whilst it is still low at 31.1% in 2006, it has improved from 17.2% in 2005.

48. Respondents were then given details of various schemes that the council had devoted resources to and were asked if they thought we had acted in their best interests by doing so. Around half thought that we had, and around a third didn't know.

Diversity and Cohesion

49. When asked if they thought the Council was doing enough to provide services in ways that reach all residents, including those from minority groups, respondents answered as follows:

Is council doing enough to reach all residents, including minority groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	435	38.5	39.4	39.4
	no	101	8.9	9.1	48.5
	don't know	568	50.3	51.5	100.0
	Total	1103	97.8	100.0	
Missing	System	25	2.2		
Total		1128	100.0		

More people answered "yes" in 2006. In 2005 the percentages of respondents who answered yes, no and don't know were 30.5%, 8.9% and 60.6% respectively.

50. Respondents were then asked if they thought the council had discriminated against them on the basis of gender, age, disability etc. Their responses are shown below.

Has the Council discriminated against you on the basis of gender, age etc

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	52	4.6	4.7	4.7
	no	904	80.1	82.3	87.0
	don't know	142	12.6	13.0	100.0
	Total	1098	97.3	100.0	
Missing	System	31	2.7		
Total		1128	100.0		

51. When asked if the council had acted in their best interests by ensuring services are available to all sections of the community, 56.4% said yes and just over a third said they didn't know.

The Local Strategic Partnership

52. Respondents were told what the priorities of the LSP were and then if they agreed with them. There was strong support for the priorities with 75.1% of respondents stating that they agreed with them.

53. We then asked respondents to describe how joined up are the services we provide with those from other public sector organisations. Their responses are shown in the table below.

How joined up are the services we provide with those from other public sector

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	you work well together most of the time	124	11.0	11.4	11.4
	you sometimes work well together	256	22.7	23.7	35.1
	you frequently don't work well together	106	9.4	9.8	44.9
	you never work well together	24	2.1	2.2	47.0
	I can't answer this question	573	50.8	53.0	100.0
	Total	1082	95.9	100.0	
Missing	System	46	4.1		
Total		1128	100.0		

54. Respondents were then given some information about our council tax levels and how we compare to other councils. They were then asked to state if they thought we currently offered value for money. Their responses were more positive than those from other

consultation exercises, with just under half stating that they thought we did. However, a third thought that we did not.

Sample demographics

55. The demographic characteristics of this sample (pre and post weighting) are shown alongside the Office of National Statistics (ONS) figures below.

Gender

	Pre weighted sample %	Post weighted sample %	ONS data
Male	48.3	45.8	48.9
Female	51.7	54.2	51.1
Total	100.0	100.0	100.0

Age Group

	Pre weighted sample %	Post weighted sample %	ONS data
18-24	1.8	5.8	6.2
25-34	9.2	14.9	14.5
35-44	17.6	21.2	20.5
45-54	19.4	16.8	18.4
55-64	20.4	17.7	17.5
65-74	17.2	12.4	11.8
75+	14.4	11.1	11.0
Total	100.0	100.0*	100.0*

*Figures may not total 100% due to rounding

Disability

Respondents were asked to state if they considered themselves to have a disability. 12.7% of the sample said yes.

Ethnic Group

	Pre weighted sample %	Post weighted sample %	ONS data
Non BME group	99.7	97.5	97.6
BME group	0.3	2.5	2.4
Total	100.0	100.0	100.0

56. The pre and post weighted figures have been included for 2 reasons.

To show:

- How crucial weighting is – if it was not applied the results would not be representative of the population as a whole and
- The sectors of the population we are not engaging with~ the weighting I have had to apply for those from black and minority ethnic groups is a particular worry

57. Finally, respondents were asked if there was anything else they would like to add. Their comments were wide ranging and included:

- More affordable housing required
- More resources to deal with anti-social behaviour
- Dog fouling needs to be tackled
- Car parking fees are too high
- Bus passes should be extended to allow travel to Peterborough
- Toilet provision needs improving
- More police
- Allotment provision
- One respondent summarised their position quite nicely by saying “The council should concentrate on the basics that affect everyone, rubbish collection, clean streets, recycling and economic development”.

Conclusion

58. Undertaking this survey has been a useful exercise. It has enabled an analysis of trends to take place between January 2005 and February 2006. Once again there has been a strong endorsement of the council's priorities. There has been positive feedback for the questions based on the respondents best interests~ particularly when considering absolutes. Questions such as “Do you think the council has acted in your best interests by providing rangers to issue fines?” and “Do you think the council has acted in your best interests by providing additional means of recycling?” have strong support.

59. There is still some work to do. We need to give people the opportunity to be involved in the decision making process, and

increase the availability of kerbside recycling (which the introduction of the twin wheeled bin scheme should tackle)

60. Satisfaction ratings for various services seem to have either stayed the same or improved slightly. There don't appear to be any areas where there has been a decrease ~ which can only be good news.
61. Respondents on the whole show support for new initiatives ~ for example the introduction of the all pay system of payment and the standardisation of services provided through the new customer services centre.
62. The findings should now be communicated throughout the Council so that service managers are able to use the information supplied to inform the direction of their service based action plans. They should also be communicated to partners and fed back to the public through a press release.

PLEASE NOTE:

- (I) Population figures on age and gender are from ONS population estimates 2004.
- (II) Ethnic group data from 2003 population figures (experimental)
- (III) Comparative figures are from the 2005 residents survey (weighted results)

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