
Report To:	Policy and Resources Committee	Date:	13 November 2018
Report By:	Steven McNab, Head of Organisational Development, Policy and Communications	Report No:	PR/28/18/SMcN/KB
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Subject:	Results from the Citizens' Panel Spring 2018 Survey		

1.0 PURPOSE

1.1 The purpose of this report is to inform the Committee of the headline results from the Citizens' Panel Spring 2018 Survey.

2.0 SUMMARY

2.1 The survey focused on the following topics:

- Inverclyde Council's Customer Services Centre.
- Inverclyde Council's reputation.
- Community safety.
- Alcohol.

The response rate to the survey was approximately 63%.

2.2 Throughout the report, commentaries on the results are included from the appropriate Council Service.

2.3 A number of significant points emerged from the Spring 2018 Survey:

- 91% of respondents stated that the courtesy of staff in the Customer Service Centre was good or very good.
- 66% of Panel members think the Council's staff are professional.
- 74% of respondents said they are either very satisfied or satisfied with Inverclyde as a place to live.
- 73% of respondents think that underage drinking needs to be tackled.

3.0 RECOMMENDATIONS

3.1 It is recommended that the Committee:

- a. notes the main findings from the Spring 2018 Citizens' Panel Survey; and
- b. takes account of the results when reviewing service delivery, as appropriate.

Ruth Binks

Corporate Director Education, Communities and Organisational Development

4.0 BACKGROUND

- 4.1 The Citizens' Panel was established in 2007 to enable the Council to regularly consult with Inverclyde residents on a wide range of issues and to obtain feedback to improve and develop services to meet the needs of local people. The Panel comprises 1,000 local residents, with membership refreshed annually by one third.
- 4.2 Overall, 628 people, approximately 63% of Panel members, responded to the Spring 2018 Survey.
- 4.3 All sample surveys are subject to a degree of random error. Based on the return rate achieved for the Spring 2018 questionnaire, the margin of error is +/- 5%. It is important to bear this in mind when considering the results, particularly where comparative information is provided.

5.0 SURVEY TOPICS, FINDINGS AND COMMENTARIES

5.1 Inverclyde Council's Customer Services Centre

The first section of the report covered a variety of issues relating to Inverclyde Council's Customer Service Centre (CSC). A similar set of questions was asked in the Spring 2013 Panel questionnaire.

- 5.2 Forty-four per cent of respondents said they had contacted the Council's CSC in the last 12 months, the same proportion as in 2013. Thirty-eight per cent of Panel members said that they have never contacted the CSC, compared to 47% in 2013.
- 5.3 The most common means of getting in touch was by telephone (64%), followed by in person (34%) and by email (8%); these responses are very similar to those received in 2013. In 2018, the most common reason for getting in touch was Council Tax payments (19%), followed by refuse collection (14%) and pavement or road repairs (10%).
- 5.4 Sixty-five per cent of respondents said their question was answered/the issue was resolved during the initial contact, compared to 70% in 2013.
- 5.5 Respondents were then asked to consider a number of aspects of their most recent contact with the CSC and to indicate how they would rate their visit. Across the majority of aspects, respondents said their experience was very good or good. In contrast, the highest levels of dissatisfaction were found with the speed of response and the opportunity to provide feedback about services. Responses from 2013 are also shown in the undernoted table for comparative purposes.

	Very Good/Good		Poor/Very Poor	
	2018 %	2013 %	2018 %	2013 %
Knowledge of staff	82	89	5	2
Helpfulness of staff	85	89	4	4
Understanding your needs	83	85	5	5
Speed of response	76	80	10	12
Accuracy of information received	79	79	6	9
Opportunity to provide feedback about services	37	38	10	22
Level of courtesy you received from staff	91	90	4	3.

5.6 The next question asked the Panel how satisfied they were with a number of aspects of their last visit to the CSC. Satisfaction levels were highest regarding the following aspects:

- Accessibility of the Centre 92% (92% in 2013)
- Staff appearance and attitude 86% (88% in 2013)
- Opening hours 82% (79% in 2013).

5.7 In contrast, the three main issues that respondents indicated they were dissatisfied with were:

- Waiting times 15% (14% in 2013)
- Availability of staff 11% (12% in 2013)
- Privacy of consultation 10% (18% in 2013).

5.8 Other than in person and by telephone, the main ways in which respondents are interested in interacting with the Council are by e-mail (66%) and via our website (50%). Additionally, forty-three per cent of respondents said that they would be interested in receiving their Council Tax bill electronically.

5.9 Panel members were then asked about their awareness of our mobile app which was launched in 2016 to allow residents and visitors to request services, make payments and report a variety of issues such as potholes and dog fouling directly from their mobile telephones to the Council. Only 15% of respondents said that they were aware of the app, of which, just over a fifth (21%) said that they had used it.

5.10 Respondents were also asked whether they had heard of *MyAccount*, a simple and secure sign-in service which allows people to set up an on-line account to access the range of public services provided by Councils, the NHS, the Scottish Government and other public service bodies. Eighty-four per cent of respondents said that they were not aware of *MyAccount*. A very small number (2%) of respondents said they are aware of it and have registered while 10% of respondents are aware of it but do not plan on registering to use it.

Inverclyde Council's Customer Service Centre – Service Commentary

The feedback from the Citizens' Panel was helpful in the development of the updated Customer Service Centre Action Plan which forms part of the updated Customer Service Strategy 2018/21.

It will also help to inform the way forward to promote channel shift, particularly around our mobile app and MyAccount which, as highlighted above, are either not known about or not used, even by those who have an awareness of the initiatives.

The mobile app was given a soft launch in 2016 to allow procedural issues to support it to be implemented and tested for robustness. These issues have on the whole been resolved which will now allow the app to be widely publicised in the coming months. The comments in the Survey results indicate, however, that many of the residents of Inverclyde are not clamouring for change in terms of channels of contact with the Council and these views need to be factored in as we continue to drive channel shift forward. It is likely that significant engagement with our customers will be required to encourage the use of new or alternative channels.

We are pleased to note that the responses of the Citizens' Panel relating to the knowledge of CSC employees, helpfulness of staff, speed of response, accuracy of information received and the level of courtesy received from staff almost mirror the results of a targeted survey of 226 Customer Service Centre users carried out during a four week period between September and October 2017; for example, those results indicated that 97% of people were satisfied with the service they received.

6.0 INVERCLYDE COUNCIL'S REPUTATION

- 6.1 The second section of the Survey asked the Panel about the Council and its reputation.
- 6.2 Respondents were asked to look at a list of statements regarding the Council and to indicate how much they agreed or disagreed with each of them. The top three statements that respondents agreed or strongly agreed with were: the Council's staff are professional; the Council is helpful; and the Council promotes environmental sustainability. It is pleasing to note that two thirds (66%) of Citizens' Panel members agreed that the Council's staff are professional. We are encouraged also to note that more than half of respondents agreed both that the Council is helpful (58%) and that it promotes environmental sustainability (55%).
- 6.3 The top three statements that respondents disagreed or strongly disagreed with were: the Council keeps costs down; the Council's reputation is good; and the Council is efficient. However, it should be noted that only 27% of Panel members disagreed that the Council keeps costs down, with the same number (27%) disagreeing that our reputation is good. An even smaller number (24%) disagreed that the Council is efficient. Additionally, it is worth pointing out that fairly high numbers (between 32% and 39%) of respondents chose the 'neither/nor' option when they responded to this question.

Inverclyde Council's reputation – Service Commentary

The Citizens' Panel's responses to questions in this section of the Survey will be used in the long term measurement of the Council's reputation

The Council's reputation rests on a vast range of factors from how individuals interact with services on a day to day basis, its media reputation, to how local government in Scotland and across the UK is viewed collectively. The reputation information and responses to the Citizens' Panel questions will help to shape how the Council promotes and markets its services locally and outside Inverclyde.

The promotion of Inverclyde as an area and of the Council's services is important in helping to promote the area as a place to do business, visit and live – key factors in supporting the Inverclyde Alliance's repopulation plans.

7.0 COMMUNITY SAFETY

- 7.1 A selection of questions on community safety issues were last asked of the Citizens' Panel in the Spring 2016 questionnaire, as well as in 2014 and 2011. Where comparator information is available, this is provided below.
- 7.2 Panel members were firstly asked about their satisfaction with Inverclyde as a place to live and, secondly, with their neighbourhood as a place to live. The following table outlines their responses, together with their replies when the same questions were asked in previous surveys. Satisfaction levels have remained fairly steady over the period shown.

% that are satisfied with Inverclyde as a place to live			
2018 %	2016 %	2014 %	2011 %
74	75	72	72.

% that are satisfied with their neighbourhood as a place to live			
2018 %	2016 %	2014 %	2011 %
86	81	85	84.

- 7.3 When asked if they have ever considered leaving Inverclyde, just over a third (36%) of respondents said they have considered leaving the area, with 64% stating that they have not considered leaving Inverclyde.
- 7.4 Just under half (47%) of respondents said they thought their life was a little or a lot better than it was 5-10 years ago. A further 22% thought it was worse and almost one in three (32%) said it was neither better nor worse.
- 7.5 Respondents were then asked to consider a variety of crimes and state how concerned they were about these issues in their neighbourhood. The top three issues that people are most concerned about are:

	2018 %	2016 %
• Theft/robbery	53	46
• Vandalism, graffiti or other deliberate damage to property	45	40
• People hanging round the street	42	34.

- 7.6 Panel members were also asked about their feelings of safety. Between 2016 and 2018, the number of people who said they feel fairly or very safe outside during the day dropped slightly from 96% to 90%. Similarly, the proportion of people who feel safe in their neighbourhood outside at night has fallen from 73% in 2016 to 68% in 2018.
- 7.7 When asked how often they felt unsafe in their neighbourhood during the last year, 9% of respondents said they always or often felt unsafe, almost one fifth (18%) said they sometimes felt unsafe while 73% said they seldom or never felt unsafe in their neighbourhood in the past 12 months.
- 7.8 The next question in this section of the Survey asked Panel members if they or anyone in their household had been a victim or crime or anti-social behaviour in the last 12 months. Fourteen per cent of Panel members said that either they or someone in their household had been a victim of a crime or anti-social behaviour in the last year; of the 14%, no respondents who had been a victim of a crime or anti-social behaviour said that they thought it was a hate crime (i.e. a criminal offence committed against an individual or property that is motivated by a person's hatred of someone because of his or her actual or perceived race, religion, transgender identity, sexual orientation or disability).

Respondents who had been a victim of a crime or anti-social behaviour were most likely to report it to the Police (64%), followed by Inverclyde Council (26%) and their housing provider/landlord (18%); 15% of respondents said they did not report the incident.

- 7.9 Panel members were then asked if they had noticed a reduction in anti-social behaviour in the past 12 months. The following table outlines their responses, together with the replies when the same question was asked in 2011, 2014 and 2016:

Have you noticed a reduction in anti-social behaviour in your neighbourhood in the past 12 months?			
2018 %	2016 %	2014 %	2011 %
10	33	13	10.

7.10 The next question asked Panel members if they were aware of the freephone telephone number to report anti-social behaviour (0800 01 317 01). The following table outlines their responses, together with the replies when the same question was asked in 2011, 2014 and 2016:

2018 %	2016 %	2014 %	2011 %
27	35	43	44.

Community Safety – Service Commentary

It is encouraging to note that almost three-quarters (74%) of Panel members are satisfied with Inverclyde as a place to live, a similar response rate (75%) from the Survey in 2016. Even more encouraging is the increase (of 5% to 86%) in those who are satisfied with their neighbourhood as a place to live compared to the 2016 Survey.

For the first time, questions were included to ask Panel members if they have ever considered leaving Inverclyde and if they believed their life is better than it was 5-10 years ago. Panel members were also given the opportunity to provide reasons for their responses and, where appropriate, these have been passed to the relevant Council Services for action.

Respondents also provided useful comments regarding what would help them feel safer in their neighbourhood, together with comments about community safety in Inverclyde. The Council and the Community Safety Partnership are aware of concerns expressed by the Panel regarding large youth gatherings across locations in Inverclyde. The Council and its community safety partners have detailed action plans in place that aim to ensure that young people stay safe in the local area; we also provide support to communities that may be experiencing anti-social behaviour in their neighbourhoods. Some Panel members provided details of specific incidents and these have been passed to the relevant agencies.

The results from this section of the Survey included comments about public space CCTV in Inverclyde. We are currently renewing the public space CCTV system but can also advise that the network of public space CCTV throughout the authority area is supported by the provision of mobile CCTV and body-worn cameras via our Community Warden service.

We note that, of those Panel members who had been a victim of a crime or anti-social behaviour, no respondents thought that the offence was a hate crime, while 10% were not sure. The Community Safety Partnership is keen to raise awareness to the general public of what hate crime is, and works with groups across Inverclyde who may be at more risk of being victims of hate crime.

While the Council cannot respond directly to the Panel's comments regarding additional police patrols, we have shared this information, as appropriate. Police Scotland advise that, across Inverclyde, there are neighbourhood policing teams who engage with many communities and frequently attend community meetings and events in their respective neighbourhoods. The Council works closely with Police Scotland including attending

tasking meetings to arrange joint partnership working between the Community Wardens and neighbourhood policing teams.

8.0 ALCOHOL

- 8.1 The final section of the survey asked about alcohol and alcohol misuse. The first question asked Panel members how far from their home they normally travel to buy alcohol. Twenty-seven per cent of respondents said they travel less than one mile to buy alcohol, 40% said they travel between one and five miles and 5% travel more than five miles. The remainder of the respondents (28%) said they do not buy alcohol.
- 8.2 When asked if alcohol caused any problems in their neighbourhood, 41% of respondents said it does not, compared to 45% in 2015. The main issues that alcohol does cause in neighbourhoods are *problems associated with underage drinking* (29%); followed by an *increase in incidents of anti-social behaviour* (27%); and *drinking in public places* (24%).
- 8.3 Panel members were then asked what action they thought should be taken to tackle alcohol problems. Almost three quarters (73%) of respondents think that underage drinking needs to be tackled, compared to 50% in 2015. This was followed by 67% respondents who believe that education in schools should be undertaken, compared to 57% in 2015. Two third of Panel members (66%) said that changing attitudes towards alcohol in the West of Scotland is required, compared to 57% in 2015. Meanwhile, just over a third (36%) said that the availability of alcohol should be reduced, down from 40% in 2015.
- 8.4 In this section of the Survey, the top three issues that respondents stated they have experienced in the past 12 months were:
- Teenagers or children causing a nuisance 50%
 - Witnessed drinking in public places 44%
 - Rowdy behaviour, for example drunkenness, hooliganism or loutish conduct 42%.
- 8.5 Panel members were then asked what impact they thought a number of initiatives would have on reducing the harm caused by excessive alcohol consumption. The initiative which the greatest number of respondents feel would have the highest impact is *youth projects to divert young people away from underage drinking, for example, Midnight League (football), positive youth activities etc* with 82% of respondents selecting this option.
- 8.6 The final question in the Survey asked Panel Members to indicate whether they thought there were too few or too many of a variety of licenced premises (i.e. pubs, nightclubs, restaurants, off-licences and supermarkets). In general, between half and two thirds of all respondents thought that there was an adequate number of premises. Thirty-one per cent said there are too few restaurants and the same number (31%) think there are too many off-licences in the local area.

Alcohol – Service Commentary

The results from the Spring 2018 Citizens' Panel Survey provide us with information about the wider community impact of alcohol misuse and the community's perspective on what we should do to prevent and address problematic alcohol use. The Panel's responses also provide us with information about the purchase of alcohol including how far people travel to purchase alcohol, together with views on the supply of opportunities to purchase alcohol in Inverclyde.

A key aim in the Inverclyde Alcohol and Drug Partnership (IADP) Strategy is to reduce the impact of alcohol misuse on our community. IADP partners work together to deliver a whole population approach to alcohol misuse. This approach recognises that the health and social problems caused by alcohol misuse do not only impact on the person who drinks and their families, but also on the wider community. In particular, this can

manifest itself as anti-social behaviour and, more seriously, criminal activity.

The IADP Strategy has a focus on treatment, prevention and education. Partners work to address individuals' alcohol misuse issues through the Health and Social Care Partnership (HSCP) services and community recovery services. These services are under review as part of the Inverclyde HSCP service improvement programme. IADP partners deliver a comprehensive range of alcohol education prevention inputs to young people in primary and secondary schools and in youth venues. Inverclyde will soon implement the NHS Greater Glasgow and Clyde Board-wide re-designed Substance Misuse Toolkit in all schools.

Reducing anti-social behaviour, problems associated with underage drinking and drinking in public places, are key actions in the IADP's Delivery Plan and the Inverclyde Community Safety Strategy. During 2018, the focus has been on informing parents of alcohol-related harm and awareness of local anti-social behaviour issues. Community seminars and social media were used to communicate with parents. In addition, there has been a concerted programme of co-ordinated action from ADP partners in response to large groups of young people associated with underage drinking and anti-social behaviour; this issue has been under constant scrutiny during 2018.

We continue to target the purchase of alcohol by under-18s, sale to under-18s and drinking by under 18s in public places, we well as proxy or agent purchase. This has included local implementation of Police Scotland's test purchase programme, raising awareness of legal issues around agent purchase with licensees and the community through the work of trading standards and licensing officers.

The Citizens' Panel expressed the view that access to alcohol outlets has a role in reducing alcohol-related harm. IADP partners are represented on the Inverclyde Licensing Forum. The Forum is preparing an Inverclyde Alcohol Profile (informed by best practice guidance from Alcohol Focus Scotland); this profile will provide the Licensing Board with information about alcohol-related harm across small geographic areas in Inverclyde.

9.0 IMPLICATIONS

9.1 Financial implications - one-off costs:

Cost centre	Budget heading	Budget year	Proposed spend this report	Virement from	Other comments
n/a	n/a	n/a	n/a	n/a	n/a

Financial implications - annually recurring costs/(savings):

Cost centre	Budget heading	With effect from	Annual net impact	Virement from	Other comments
n/a	n/a	n/a	n/a	n/a	n/a

9.2 Human Resources: There are no direct human resources implications arising from this report.

9.3 Legal: There are no direct legal implications arising from this report.

9.4 Equalities: There are no direct equalities implications arising from this report.

9.5 Repopulation: Provision of Council Services which are subject to close scrutiny with the aim of delivering continuous improvement for current and potential citizens of Inverclyde support the Council's aim of retaining and enhancing the area's population.

10.0 CONSULTATION

10.1 The appropriate Council Services were consulted on the development of the Spring 2018 Citizens' Panel Survey. Commentaries on the results of Survey from the respective Council Services are included in this report.

11.0 CONCLUSION

11.1 The results of the Citizens' Panel Spring 2018 questionnaire are presented for the Committee's consideration, with the recommendation that they are taken into account when reviewing service delivery, as appropriate.

12.0 BACKGROUND PAPERS

12.1 Citizens' Panel Spring 2018 Survey Results.