

Report To: Policy and Resources Committee

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Report By: Head of Organisational Development,
Human Resources and Performance

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Subject: Results from Winter 2010 Citizens' Panel Survey

1.0 PURPOSE OF THE REPORT

1.1 The purpose of this report is to provide Committee with details of the headline results from the Winter 2010 Citizens' Panel Survey.

2.0 SUMMARY

2.1 The latest Citizens' Panel survey was conducted in Winter 2010 and the final report received in February 2011.

2.2 The survey covered a range of questions about Inverclyde's Single Outcome Agreement around the following key areas:

- Depopulation
- Economic Regeneration
- Health Inequality
- Health Improvement
- Alcohol Misuse
- The Environment

2.3 A total of 613 Panel members completed and returned a questionnaire. This is a response rate of 61% which is very good for this type of consultation and an improvement on the response rate of 59% for the previous Citizens' Panel questionnaire, carried out in summer 2010.

2.4 To maintain interest in the Panel at a high level and to reduce the possibility of 'panel fatigue', membership is refreshed by a third on an annual basis. Membership of the Panel was refreshed in March 2011 and this should help to achieve a higher response rate in the next survey that is carried out.

2.5 This report only provides details of the headline results from the survey. It highlights some of the positive results that have emerged and also areas where further action will be required. Where this is the case, action will be taken through the Inverclyde Alliance and specifically, the work of the Outcome Delivery Groups.

2.6 A full summary of results is provided in Appendix 1.

3.0 RECOMMENDATIONS

3.1 It is recommended that Committee:

- a. Note the content of this report.
- b. Agree that the SOA Outcome Delivery Groups address the key issues raised in the survey.

Alasdair Moore

Head of Organisational Development, Human Resources & Performance

4.0 BACKGROUND

- 4.1 The eighth Citizens' Panel survey was carried out in Winter 2010. The survey contained a number of questions about Inverclyde's Single Outcome Agreement, depopulation, economic regeneration, health, alcohol misuse and the environment.
- 4.2 The Citizens' Panel comprises 1,000 members. A total of 613 Panel members completed and returned a questionnaire. This is a response rate of 61% which is very good for this type of consultation and an improvement on the response rate of 59% for the previous Citizens' Panel questionnaire, carried out in summer 2010.
- 4.3 A number of the survey findings show that positive results are being achieved through the work of the SOA partners.
- 4.4 A number of challenges have also emerged and these will be addressed through the delivery of the SOA and the work of the outcome delivery groups.

5.0 KEY ISSUES

5.1 Inverclyde's Single Outcome Agreement 2009/11

The survey included a number of questions on the SOA:

- 24% of all respondents said that they were aware of the SOA. Awareness was higher in the worst 15% of datazones (29%) and lower in the rest of Inverclyde (21%).
- Encouragingly, almost two thirds of all respondents said that they would be interested in finding out more about the SOA.

The top three SOA outcomes that members feel are most important are:

- The area's economic regeneration is secured (61%)
- All our young people have the best start in life (51%)
- Economic activity is increased and skills development enables those in work and furthest from the labour market to realise their full potential (50%)

The outcome thought to be of least importance is the 'stabilisation of Inverclyde's population with a good balance of socio-economic groups'.

Respondents were asked to consider how successful or otherwise Inverclyde has been at delivering these outcomes. The outcome which the greatest number of people (37%) thought had been very or fairly successful is 'the health of local people is improved, combating health inequality and promoting healthy lifestyles'.

The outcome which the least number of people (17%) thought was very or fairly successful is 'a positive culture change will have taken place in Inverclyde's attitudes to alcohol, resulting in fewer associated health problems, social problems and reduced crime rates'.

Commentary

We are pleased that two thirds of Citizens' Panel members said they would be interested in finding out more about the SOA. The next newsletter issued to members of the Citizens' Panel will provide information about the SOA and details of key achievements made through the SOA in the last year. The newsletter will also direct people to the Council's web site where they can find out more about the SOA.

The SOA was developed to cover the period 2009-11 and will come to an end on the 31st of March this year. We are currently undertaking a review of the SOA to extend it until such time as we receive clarification from the Scottish Government as to whether we will be

required to produce another SOA. The purpose of the review is to evaluate how well the SOA approach has worked and whether there are any changes that need to be made. The feedback obtained from members of the Citizens' Panel regarding the SOA outcomes that they feel are most important will be incorporated into the review.

5.2 Depopulation

A series of questions were asked about panel members' experience of living in Inverclyde and their perception of what makes an area a good place to live.

The vast majority of respondents (92%) have lived in Inverclyde for over 10 years. Only 3% have lived in the area less than 5 years.

72% of respondents said that the environment (countryside and coast) was the aspect they liked most about living in Inverclyde. This is followed by location (59%), good transport linkages (36%) and nice people (25%).

Respondents in the worst 15% of datazones are inclined to state more good transport linkages (43%) than those in the rest of Inverclyde (32%).

Almost half of respondents (48%) have considered leaving Inverclyde.

The overwhelming majority of respondents (90%), stated that tackling 'lack of employment opportunities' would encourage people to stay in Inverclyde. This is followed by tackling crime and anti-social behaviour (81%).

Conversely, the issues that people feel are least likely to encourage them to stay in Inverclyde are better leisure facilities (20%) and better promotion of Inverclyde (18%).

The top issues that people feel are important in making a locality a good place to live include job prospects (70%), crime levels (58%) and affordable, decent housing (52%).

Interestingly, both education and health, which are both seen as important aspects for a good area do not have high levels of respondents stating that they need improving.

Commentary

The Depopulation Outcome Delivery Group for the SOA has commissioned Slims Consulting to carry out a research study that examines, in detail, the nature and causes of the area's depopulation. The study is being conducted over four phases and includes:

- Collating and reviewing population data sources to present a detailed analysis of the current situation in Inverclyde and projected population trends;
- Undertaking a social and economic research study into why population is declining in Inverclyde;
- Clearly identifying what the implications of a declining population are for service delivery;
- Presenting different scenarios for the planning and management of population decline and identifying measures that can be taken to reverse the decline.

The feedback from members of the Citizens' Panel will be used to inform the Depopulation Study.

5.3 Economic Regeneration

Panel members were asked for their views on the economic regeneration of the area.

An encouraging 69% of respondents agreed or strongly agreed that the changes taking place along the Waterfront and the new houses being built are making Inverclyde a better place to live.

Almost half of respondents (46%) feel that Inverclyde is a better place to live now than 10 years ago. This is more than double the number who disagreed with this statement (22%).

The two main issues that respondents feel are most important to regenerate Inverclyde are:

- Create employment opportunities for local people (58%)
- Stimulate business creation and expansion (35%)

Commentary

The SOA seeks to deliver eight strategic outcomes through working in partnership. Two of the local outcomes specifically target the issues that members of the Citizens' Panel feel are important to regenerate Inverclyde. SOA Local Outcome 3 focuses on securing the area's economic regeneration and SOA Local Outcome 4 aims to increase economic activity and skills development to enable both those in work and those furthest from the labour market to realise their full potential.

To complement physical investment projects, likely to cost £1bn in the next ten years, public sector agencies in Inverclyde including Inverclyde Council, River Clyde Homes and Riverside Inverclyde have developed community benefit clauses for inclusion in all their contracts. The rationale for creating these clauses is to ensure local people benefit from this level of investment in their community and they have been designed to ensure that employment opportunities are created on all appropriate capital projects of at least three months' duration.

The Inverclyde Integrated Employability Programme (IIEP) provides locally delivered and targeted employability services aimed at assisting those furthest from the labour market, and the newly unemployed to move into work and /or access training or further education.

5.4 Health Inequality

Health Inequalities result as a consequence of unequal distribution of power, income, goods or services. A number of questions were asked around the perceived reasons for health inequalities in Inverclyde.

The three main issues that respondents believe contribute to the differences in health and wellbeing of those living in the most deprived areas versus those living in affluent areas of Inverclyde are:

- Jobs / employment (81%)
- Income (74%)
- Lack of self esteem (67%)

Unsurprisingly given the responses above, employment is viewed as the main way to reduce health inequalities (72%).

50% of respondents feel that the difference in income between rich and poor has increased in the past 5 years. A further 21% said it had decreased and 9% think that it is unchanged.

Commentary

Inverclyde CHCP has a local strategy in place to harness the employment skills of our workforce in order to tackle such complex inequalities. This includes reducing the impact of financial poverty on treatment outcomes, particularly life limiting or chronic conditions, and

reducing the impact poverty has on the health and wellbeing of residents (particularly early years).

Furthermore the CHCP are actively working to promote employability amongst patients and within local communities to contribute to reducing poverty and income inequality, neighbourhood regeneration and personal recovery and wellbeing.

In addition the CHCP Welfare Rights Service strives to improve the quality of life for vulnerable groups and communities by maximising and maintaining income benefits through the provision of quality advice, assistance and advocacy. This service is of particular prominence given projected reductions in the national welfare rights provision for individuals.

5.5 Health Improvement

59% of respondents stated that cheaper sport and leisure facilities would be the most important aspect in making it easier for them to be more physically active. The second most popular response is improved walking and cycling routes (47%) and more available community facilities (31%).

As might be expected, those living in the worst 15% datazones are more likely to state cheaper sport and leisure activities as being important than elsewhere.

More than half of respondents (51%) felt that Inverclyde needs less or a lot less off-licences. This is followed by 33% who think there should be fewer pubs and 26% less nightclubs.

Similarly, more than half of all respondents (57%) feel that there are too many fast food / takeaway outlets within Inverclyde.

87% of respondents said that they would like to see children's outdoor play areas become smoke free. 9% disagreed with this statement

Commentary

Inverclyde CHCP are currently developing an Active Living Strategy in partnership with multiple agencies which looks to increase the physical activity levels of the population of Inverclyde. An aspect of this strategy is to learn from best practice in other areas and Highland Council and Inverness Leisure have been invited to the area to discuss their innovative pricing policy surrounding core leisure services.

The CHCP are also leading a sub group focusing on assessment of the provision of alcohol within Inverclyde. Partners on this forum include Strathclyde Policy, Licensed Trade, Alcohol Services and Safer and Inclusive Communities. This sub group will report findings to the Inverclyde Local Licensing Forum.

The Inverclyde Nutrition Policy is currently in development which looks to improve the local provision of food and beverages available from Inverclyde Council and partner premises. This includes catering at local events as well as future working with the business sector to increase the number of private premises achieving the Healthy Living Award.

Inverclyde is the first area in Scotland to initiate a pilot of smoke free play parks. Four sites have been selected (Kings St Park Gourock, Battery Park, Coronation Park and Birkmyre Park Kilmacolm). Signage will be erected in the coming weeks. The rationale for this is to avoid exposing children and young people to adult role models who smoke; in an attempt to make smoking less attractive to young people.

5.6 Alcohol Misuse

Alcohol misuse is regarded as a problem both locally and nationally and panel members were asked for their views on the effects of alcohol in their neighbourhood.

70% of respondents felt that over consumption of alcohol in their neighbour was a problem (either major or minor).

When asked about the problems of over consumption, 50% of respondents said that it led to an increase in incidents of anti-social behaviour, 42% said that there were problems associated with underage drinking and 25% felt that it led to an increase in violence and crime.

A third of respondents said that alcohol consumption does not cause any problems in their neighbourhood.

The majority of people (78%) said that it is the responsibility of the individual to tackle consumption of alcohol, however 45% felt that it was the responsibility of the Council.

Commentary

Significant progress has been made in tackling the issue of alcohol misuse:

- Inverclyde Alcohol and Drug Partnership was established and has responsibility for coordinating and developing a framework which delivers efficient, effective and quality assured services across the entire range of alcohol related activity.
- Inverclyde Alcohol and Drug Strategy has been developed and outlines a co-ordinated and consistent approach to tackling the many issues we face in Inverclyde.
- The extensive refurbishment of the Wellpark centre in Greenock was completed in 2010, facilitating the provision of joint alcohol services by Health and Local Authority Alcohol Teams.
- Inverclyde Young Persons Alcohol team (YPAT) consists of a co-ordinator, two schools workers, a counsellor and culture change worker. The team has developed a comprehensive and programmed alcohol curriculum that is delivered within schools from P6 to S6. The team also provides alcohol awareness sessions to groups and organisations across Inverclyde. In 2009-10 YPAT delivered alcohol sessions to 5652 young people across all Primary and Secondary schools, exceeding their target of 3500.

5.7 The Environment

Panel members were asked to consider a number of questions around the environment and any actions that they would consider undertaking with regard to Inverclyde Council's Green Charter.

The top three concerns that people have regarding the environment are:

- Waste Disposal (44%)
- Climate Change (36%)
- Protecting the Environment (34%)

A large number of people agreed that they would consider making small changes in support of the Green Charter including:

- 95% would switch off unnecessary lights
- 94% would recycle as much as possible
- 86% would switch to re-usable carrier bags and rechargeable batteries

Far fewer people would be prepared to organise community litter clean up (23%) or park

further away from their child's school to encourage their child to walk or cycle (36%).

Commentary

Local people's concern about waste disposal is reflected in their enthusiastic support for our Waste Strategy Initiative. Our recycling performance continues to improve year-on-year, rising from 20% in 2006/07 to around 34% in 2010/11. Waste sent to landfill has also reduced from 42,500 tonnes in 2006/07 to 32,000 tonnes in 2010/11.

During 2010/11, we implemented a number of initiatives to encourage residents to recycle as much as possible and reduce the amount of waste sent to landfill, including a successful 'Compost 2 Go' scheme, the ongoing refurbishment of our Neighbourhood Recycling Points and the continuation of our energetic and sustained education and awareness-raising recycling programme. The Council is also procuring waste management services to enable more waste to be diverted from landfill and which will also increase the quantities of waste being recycled. We are also contributing to the work of the Glasgow and Clyde Valley Waste Strategy Area Group which is examining waste management solutions for eight Local Authorities.

The Council is currently participating in the Carbon Trust's Carbon Management Revisited Programme which aims to help us deliver our corporate commitment to reducing our carbon footprint, reducing energy costs, demonstrating our social responsibility and support the Scottish Government's Climate Change Targets.

In 2007, Inverclyde Council signed Scotland's Climate Change Declaration, a public statement where Councils acknowledge the reality and implications of climate change and their responsibility to respond effectively. Signatories to the Declaration are also committed to producing an annual statement, detailing their progress in mitigating, and adapting to, climate change. The most recent statement was submitted to the Sustainable Scotland Network in October 2010.

The Council is currently considering its obligations under the public bodies section of the Climate Change (Scotland) Act 2009, guidance for which was issued by the Scottish Government in February 2011.

6.0 IMPLICATIONS

6.1 Finance

None

6.2 Personnel

None

6.3 Legal

None

6.4 Equality and Diversity

The Citizens' Panel is representative of the population of Inverclyde in terms of ethnicity, gender and disability.

7.0 CONSULTATION

7.1 All services were fully consulted in the development of the Citizens' Panel survey and the results will be widely disseminated to ensure that appropriate action is taken to address issues of concern.

8.0 BACKGROUND PAPERS

8.1 Citizens' Panel Winter 2010/11 Survey – Single Outcome Agreement 2009/11

Survey Responses

Inverclyde's Single Outcome Agreement 2009-11

Just under a quarter (24%) of all respondents said that they were aware of Inverclyde's Single Outcome Agreement 2009-11. This rose to 29% among respondents in the Worst 15% of Datazones and dropped to 21% in the Rest of Inverclyde.

The largest number of respondents (47%) became aware of the SOA agreement through the local press. This followed by the Council magazine "Inview" (29%) and the Council website (12%).

Approximately two thirds (65%) of respondents said that they would be interested in finding out more about Inverclyde's Single Outcome Agreement. .

Respondents were asked to look at a list of 8 outcomes within the SOA and to rank them on a scale of 1-8 where 1 is the most important and 8 is the least important. The top 3 outcomes that people feel are most important are, "The area's economic regeneration is secured (61%), "All our young people have the best start in life" (51%) and "Economic activity in Inverclyde is increased, and skills development enables both those in work and those furthest from the labour market to realise their full potential" (50%).

Respondents were then asked to consider how successful or unsuccessful Inverclyde has been at delivering these outcomes. The outcome which the greatest number of people thought had been very/fairly successful is "The health of local people is improved, combating health inequality and promoting healthy lifestyles", 37% stating that they thought the outcome had been either fairly or very successful. This is followed by "Communities are stronger, responsible and more able to identify, articulate and take action on their needs and aspirations to bring about an improvement in the quality of community life" (28%) and "Inverclyde's population is stable with a good balance of socio-economic groups" (24%).

Depopulation

Most people (92%) who responded to the questionnaire said that they had lived in Inverclyde for over 10 years. A further 5% had lived in the area between 5 and 10 years and 3% had lived in the area less than 5 years.

Approximately half (48%) of all respondents said that they had considered leaving Inverclyde and living somewhere else.

Seventy two percent of respondents said that the environment-countryside and coast was the aspect they liked most about living in Inverclyde. This is followed by location (59%), good transport linkages (36%) and nice people (25%).

The main issue that needs to be tackled to encourage people to stay in Inverclyde is "Lack of employment opportunities", 90% of people stated this. This is followed by crime and anti social behaviour (81%) and lack of opportunities for young people (75%).

In contrast to this, the issues that people feel are least likely to encourage them to stay in Inverclyde are better leisure facilities (20%) and better promote Inverclyde (18%).

The top 5 issues that people feel are important in making somewhere a good place to live are, Job prospects (70%), the level of crime (58%), affordable decent housing (52%), education provision (51%) and clean streets (46%).

It is interesting to note that education and health which are both seen as important aspects for a good area do not have high levels of respondents stating that they need improving. In contrast to this, aspects such as job prospects and level of crime are both seen as aspects that are important and need improving. Other issues that need improving are road and pavement repairs and activities for teenagers.

Economic Regeneration

Sixty nine percent of respondents said that they agree or strongly agree that the changes taking place along the waterfront and the new houses being built are making Inverclyde a better place to live.

Just under half (46%) of respondents said that they think that Inverclyde is a better place to live now than 10 years ago. A further 31% neither agreed or disagreed and 22% disagreed.

The two main issues that respondents feel are most important to regenerate Inverclyde are “Create employment opportunities for local people” (58% most important) and “Stimulate business creation and expansion” (35% most important). In contrast to this, 42% said that “improve transport links” was least important.

Health Inequality

The three main issues that respondents believe contribute to the differences in health and wellbeing of those living in the most deprived areas versus those living in affluent areas of Inverclyde are jobs/employment (81%), Income (74%) and lack of self esteem (67%).

People view employment as being the main way in which health inequalities can be reduced, seventy two percent of respondents believed this. This is followed by increased educational opportunities (49%) and better standard of housing (44%).

Fifty percent of all respondents think that the difference in income between rich and poor has increased in the past 5 years. A further 21% said that it has decreased, 9% think it has not changed and 19% don't know/no opinion.

Health Improvement

Fifty nine percent of respondents said that cheaper sport and leisure facilities would be the most important aspect in making it easier for them to be more physically active. This is followed by improved walking and cycling routes (47%) and more available community facilities (31%).

With regard to the number of licensed premises within Inverclyde selling alcohol, a variety of different patterns emerge. Forty percent of respondents said that Inverclyde needs more restaurants and a further 17% said that it needs more supermarkets. In contrast to this, 51% of respondents stated that Inverclyde needs less or a lot less off licenses. This is followed by 33% who think there should be less pubs and 26% less nightclubs.

Two thirds (66%) of all respondents said that Inverclyde Council should offer healthier catering across its services and venues. A further 7% said no and 27% don't know.

Overall, just over half of all respondents (57%) said that there are too many fast food/takeaway food within Inverclyde. Thirty four percent of respondents thought that the number of places selling fast food/takeaway food within Inverclyde was about right and 2% said there were too few.

Eighty seven percent of respondents said they would like to see children's play areas which are situated outside become smoke free. 9% said no and 4% don't know.

Alcohol Misuse

Seventy percent of respondents take the view that over consumption of alcohol in their neighbourhood is either a major (31%) or minor issue (39%). Twelve percent of respondents said neither/nor and 18% said it is not an issue at all.

The main issue that over consumption of alcohol causes in peoples neighbourhoods is “increase in incidents of anti social behaviour (50%). This is followed by problems associated with underage drinking (42%) and increase in violence and crime (25%). A third (33%) of respondents said that over consumption of alcohol doesn’t cause any problems in their neighbourhood.

The majority of people (78%) said that it is individuals who have the responsibility to tackle the consumption of alcohol. This is followed by Local Government – Inverclyde Council (45%) and the Alcohol Industry (33%). The organisation that people are least likely to feel has the responsibility to tackle the consumption of alcohol is the NHS (9%).

Seventy one percent of respondents think that there needs to be a change in attitudes towards alcohol in the West of Scotland. A similar number (70%) state that underage drinking needs to be tackled. This is followed by education in schools (64%) and reduce the availability of cheap alcohol (54%).

The Environment

The top three concerns that people have regarding the environment are, “Waste disposal” (44%), “Climate change” (36%) and “Protecting the environment for future generations” (34%).

Respondents were asked to consider a variety of actions they could undertake with regard to Inverclyde Council’s Green Charter. These actions were divided into three areas, Energy, Waste and Sustainable use of resources.

With regard to each issue, large numbers of people are in agreement with most of the potential actions. For instance 95% of people would switch off unnecessary lights, 94% would recycle as much as possible and 86% would switch to reusable carrier bags and rechargeable batteries.

In contrast to this significantly smaller numbers of people would organise a community clean-up or litter pick (23%) or park as far away from your child’s school as possible or encourage your child to walk or cycle (36%).