

Report To: Policy and Resources Committee

Date: 7 February 2012

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

Report No: PR052/12/AM/LF

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Subject: Results from Spring 2011 and Autumn 2011 Citizens' Panel Surveys

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 Spring 2011 and Autumn 2011 Citizens' Panel Surveys.

2.0 SUMMARY

- 2.1 The Spring 2011 Citizens' Panel survey focused on customer service and covered the following areas:
- Contacting the Council
 - Customer Contact Centre
 - Performance Reporting
- 2.2 A total of 613 Panel members completed and returned the Spring 2011 questionnaire. This is a response rate of 61% which is very good for this type of consultation. The previous survey carried out in Winter 2010 also achieved a response rate of 61%. It is very encouraging that the response rate remains high indicating that members of the Citizens' Panel are still enthusiastic and keen to take part.
- 2.3 The results from the questionnaire were mainly very positive. Satisfaction amongst respondents who had contacted the Council either via the web site, by phone or by person was particularly high. 82% of respondents who contacted the Council via the Council's web site were either very or fairly satisfied. 79% of respondents who contacted the Council by phone were satisfied, as were 77% who visited the Council in person.
- 2.4 There were a number of areas that members of the Citizens' Panel felt could be improved. These included speed of response, follow up and increasing the opportunity for members of the public to provide feedback about services.
- 2.5 A summary of the results from the Spring 2011 survey is contained within Appendix 1.
- 2.6 The Autumn 2011 Citizens' Panel survey focused on Inverclyde Council events, McLean Museum and Art Gallery, Watt Library, Community Safety and Child Protection.
- 2.7 A total of 627 Panel members completed the Autumn 2011 questionnaire. This is a response rate of 63% and is one of the highest response rates we have achieved.
- 2.8 A number of encouraging results emerged from the Autumn survey. Satisfaction with neighbourhoods was particularly high, 84% of panel members said they were either satisfied or very satisfied with their neighbourhood as a place to live. Satisfaction with Inverclyde as a place to live was also high. 72% of respondents said they were either satisfied or very satisfied.
- 2.9 Members of the Citizens' Panel expressed concern about a number of community safety issues in the Autumn 2011 survey. Members of the Panel told us that they are most worried about having their car damaged by vandals, being the victim of property crime and being assaulted or pestered by anybody while in the street or any other public place.
- 2.10 This report only provides details of the headline results from the two surveys. 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 by the appropriate Council services.

2.11 A summary of the results from the Autumn 2011 survey is contained within Appendix 2.

3.0 RECOMMENDATIONS

3.1 It is recommended that Committee:

- a. Note the content of this report.
- b. Agree that the feedback from the Citizens' Panel is used to inform the Council's approach to customer service and public performance reporting.

Alasdair Moore

Head of Organisational Development, Human Resources & Performance

4.0 BACKGROUND

- 4.1 The ninth Citizens' Panel survey was carried out in Spring 2011. The survey focused on customer service and members of the Citizens' Panel were asked to provide their feedback on their experience of contacting the Council, their experience of using the Customer Service Centre and make suggestions regarding how we could improve our approach to customer service. The questionnaire also contained questions about performance reporting. The purpose of these questions was to find out the type of performance information that members of the public would like to receive and also where they would like us to publish the information.
- 4.2 The Citizens' Panel comprises 1,000 members. A total of 613 Panel members completed and returned the Spring 2011 questionnaire. This is a response rate of 61% which is very good for this type of consultation.
- 4.3 A number of very positive results emerged from the Spring 2011 survey. For example:
- Satisfaction was particularly high amongst respondents who had recently contacted the Council. 82% expressed their satisfaction with contacting the Council via the web site, 79% by phone and 77% when visiting the Council in person.
 - Members of the Citizens' Panel who have used the Customer Service Centre were particularly satisfied with the level of courtesy they received (84%), the helpfulness of staff (76%) the professionalism of staff (72%) and understanding the customer's needs (71%).
- 4.4 The results from the Spring survey also highlighted areas where we could improve. Where people said that their experience of contacting the Customer Service Centre was poor, the main reasons for this were due to the speed of response (30%), follow up (30%) and the lack of opportunity to provide feedback about services (25%).
- 4.5 The tenth Citizens' Panel survey was carried out in Autumn 2011. The survey focused on Inverclyde Council events, the McLean Museum and Watt Library, community safety and child protection.
- 4.6 A total of 627 Panel members completed and returned the Autumn 2011 questionnaire. This is a response rate of 63% and is one of the highest response rates we have achieved.
- 4.7 A number of very encouraging results emerged from the Autumn 2011 survey.
- Satisfaction with neighbourhoods was particularly high, 84% of panel members said they were either satisfied or very satisfied with their neighbourhood as a place to live.
 - Satisfaction with Inverclyde as a place to live was also high. 72% of respondents said they were either satisfied or very satisfied.
- 4.8 Members of the Citizens' Panel expressed concern about a number of community safety issues in the Autumn 2011 survey. Members of the Panel told us that they are most worried about are having their car damaged by vandals, being the victim of property crime and being assaulted or pestered by anybody while in the street or any other public place.

5.0 KEY ISSUES – SPRING 2011 SURVEY

5.1 Contacting the Council

- Just over half of all respondents (51%) said that they had contacted the Council within the last 12 months. A further 23% had contacted the Council more than 12 months ago and 26% said they had not contacted the Council.

- The majority of people contacted the Council by phone (73%), this is followed by going in person to a Council office (21%) and by e-mail or via the Council's web site (16%). The remaining 6% of respondents contacted the Council by letter.
- Refuse collection services, road and pavement maintenance and Council tax collection services were the three most common reasons for people to contact the Council.
- 82% of respondents who contacted the Council via the Council's web site were either very or fairly satisfied. 79% of respondents who contacted the Council by phone were satisfied as were 77% who visited the Council in person.
- 57% of respondents said their question/issue was resolved during the initial contact. 36% said that other contact had to be made to resolve the question/issue and 6% said the Council contacted them directly to resolve their question/issue.

Service Commentary

We are currently assessing several different methods and options about how our customers can contact us in the future. The feedback from members of the Citizens' Panel will be taken into account and used to drive improvements. A revised Customer Service Strategy is currently being developed and the issues raised by members of the Citizens' Panel will be addressed in it.

5.2 Customer Service Centre

- 36% of respondents said they had contacted the Customer Service Centre. The most common reason for getting in touch was to discuss housing or Council Tax benefits or to make a payment.
- The top aspects that respondents thought were good or very good were, level of courtesy received (84%), helpfulness of staff (76%), professionalism of staff (72%) and understanding the customer's needs (71%).
- Where people said that their experience was either poor or very poor, the main reason for this was due to the speed of response (30%), follow up (30%) and opportunity to provide feedback about services (25%).
- With regard to developing the Customer Service Centre further, the services that respondents felt should be developed were, community safety and anti-social behaviour (94%) registration of births, deaths and marriages (88%) refuse collection and special uplifts (87%), roads and street lighting faults (86%) and assistance with the completion of forms (83%).
- The most popular method to contact the Council is either on a face to face basis or via the telephone. This is followed by the internet/website.
- 57% of respondents said they would contact the Customer Service Centre by e-mail, a further 37% said they would use the Council web site and 21% an automated telephone service.
- 68% of respondents said they are most likely to want to contact the Customer Contact Centre during the day, 50% on Saturday mornings and 29% later in the evening (6-8pm).
- 47% of respondents said they would expect the Council to respond to their telephone enquiry within a minute, whilst 48% would expect a reply to a letter within 3 working

days. 94% would expect a reply to an e-mail within 3 working days.

Service Commentary

We are currently developing corporate standards that will tell our customers how long it will take us to return a telephone call, reply to a letter or respond to an e-mail. The feedback from members of the Citizens' Panel will be used to inform the development of the corporate standards.

5.3 Public Performance Reporting

All Councils have a statutory duty to 'make arrangements for the reporting to the public of the outcome of the performance of [their] functions' as set out in the Local Government in Scotland Act 2003. Questions were asked in the survey about what kind of performance information respondents would like to see published and how they would like to receive this information.

- Members of the Citizens' Panel said they would be interested in performance information about road and pavement maintenance (61%), refuse collection services (51%), street cleansing (47%) anti-social behaviour services (44%) and recycling centres (44%).
- Respondents indicated they would like the Council to publish information on the services they receive in partnership with other organisations. The top three issues are health, community safety and jobs.
- The most popular place to publish performance information is on the Council's web site (52%). Other popular choices include in the Council magazine (43%) and in the local newspaper (40%).
- Respondents said that they would like to see details of what we plan to do in the future to improve and where we have not performed well.

Service Commentary

A Public Performance Reporting Framework has been drafted and has been informed by the results of this panel questionnaire. This Framework will be rolled out across the Council once it has been finalised.

To address the issues raised by members of the Citizens' Panel we are going to publish performance information specifically about road and pavement maintenance, refuse collection services, street cleaning, anti-social behaviour services and recycling on the Council's web site.

In previous years the Council's annual Public Performance Report has been printed and distributed at Council reception areas and libraries. However, last year we published the information primarily on the Council's web site as the majority of respondents said they would prefer us to do this. The web pages related to performance are being re-organised to make sure this information is more obviously available to the public.

Highlights of performance will feature in the Council paper Inview.

The Single Outcome Agreement Annual Report 2010-11 provides details of the progress that we made in 2010-11 in tackling key issues in partnership with other organisations.

All Directorate Plans are published on the website setting out what the Council will do to improve, and work is taking place to reflect improvement actions as a result of self evaluation, which has identified where we are not performing well.

6.0 KEY ISSUES – AUTUMN 2011 SURVEY

6.1 Inverclyde Council Events

- Members of the panel were asked if they attended any Inverclyde Council events. 20% had attended the Christmas Lights Switch On, 16% attended Myths and Legends (the annual fireworks) and 15% attended the Gourock Highland Games.
- The events were generally thought to be of a good quality. The type of improvements that people suggested included, better publicity, improved parking, more toilets and places to sit and a greater variety of food options.
- Most people said that they would pay on average approximately £5 to gain entry to an event. It would, however depend on the type of event and what they will get for their money.
- 81% of respondents said that they had seen Council events promoted in the Greenock Telegraph, 30% on Inverclyde Now and 22% on a billboard.

Service commentary

Corporate Communications and the events team will take on board the customer feedback and suggestions regarding food, parking and promotion etc. as we look to deliver our 2012 events. As always Corporate Communications will continue to look at the events we offer to ensure we provide the best event calendar based on the budgets we have and the current economic climate our residents are facing.

6.2 McLean Museum and Watt Library

- 79% of respondents told us that they had visited the McLean Museum. For those who have never visited the McLean Museum the main reasons include not being interested in the museum, not being aware of the services available at the museum and the location not being convenient.
- We asked members of the Panel what would encourage them to visit the McLean Museum and 45% said more temporary exhibitions, 37% said a coffee shop, 28% more events and 25% would be more likely to visit if advertising was increased.
- Just over half (55%) of all respondents said they had visited the Watt Library. Those who haven't visited the library said the main reasons were that they didn't know what services the library offered or they weren't interested in visiting the library.
- We asked members of the Panel what would encourage them to visit the Watt Library and 38% said events held in the library, 31% if advertising was increased and 29% if there was a coffee shop.

Service Commentary

We are currently undertaking a series of consultation exercises as part of our plan to modernise and improve heritage services in Inverclyde and the questions we asked in the autumn Citizens' Panel questionnaire was part of this. The responses will be analysed and considered in the context of the evolving plan for the upgrading of the Watt Complex, which will include the Museum and the Watt Library.

6.3 Community Safety

- Just under three quarters (72%) of all respondents said they are fairly or very satisfied with Inverclyde as a place to live. While 84% said that they were either satisfied or very satisfied with their neighbourhood as a place to live.
- The main issues that member of the Citizens' Panel are most worried about are "having their car damaged by vandals", "being the victim of property crime" and "being assaulted or pestered by anybody while in the street or any other public space".
- We asked panel members to look at a variety of different issues and state how much of an issue they are in their neighbourhood. The most common issue was rubbish or litter lying around, with 35% stating this was a very or fairly big issue and a further 36% stating it was a minor issue. 20% said people using or dealing drugs was an issue and 16% said vandalism, graffiti or deliberate damage to property.
- 12% of respondents said they had noticed a reduction in vandalism in their neighbourhood in the last 12 months. 60% said that vandalism is not an issue in their neighbourhood and 29% said that they had not noticed any reduction.
- Members of the Panel were asked what crimes they had experienced in the last year and 19% of Panel members said they had had their car or vehicle damaged by vandals, 14% have been verbally abused or assaulted and 14% have had their house or property damaged by vandals.
- With regard to making people feel safer in their area, 71% of respondents said that high profile police patrols would be most likely to achieve this. This was followed by more facilities for young people (41%), improve lighting on streets and back courts (38%) and more close circuit tv (32%).

Service Commentary

A set of questions about community safety are asked in the Citizens' Panel every two years to allow us to obtain trend information and track our progress in addressing issues regarding community safety. These questions have been asked in 2007, 2009 and 2011.

- Satisfaction with Inverclyde as a place to live remained fairly static over the three surveys. In 2007 67% of respondents said they were satisfied, this rose to 72% in 2009 and remained at 72% in 2011.
- Satisfaction with neighbourhoods has also remained fairly static. 79% of Panel members said they were satisfied in 2007, 87% in 2009 and 84% in 2011. It should be noted that all sample surveys are subject to a degree of random error. The margin of error within the data supplied is +/-4%, thus the 84% of respondents who were satisfied with their neighbourhood as a place to live will lie within the range 80% and 88%.
- There has been a decrease in the percentage of panel members who are worried about particular crimes. For example, in 2009 65% of Panel members said they were worried about having their car damaged by vandals and this fell to 54% in 2011. The number of people worried about being assaulted or pestered by someone fell from 54% in 2009 to 47% in 2011.
- In all three surveys rubbish or litter lying around was most reported as a very big or fairly big issue within neighbourhoods.

6.4 Child Protection

- The majority of respondents (78%) said that if they had concerns regarding the safety of a child or young person they would contact a Police Officer to report their concerns. This is followed by a social worker (37%) and then a teacher (11%).
- Respondents indicated that the main issues that would prevent them from reporting any concerns they may have about a child or young person were fear of being wrong, retaliation by the family and not being listened to.
- 60% of respondents said that they are either fairly or very confident that the services in Inverclyde will protect children and young people and help them if they are at risk of harm. While 68% said that they were either fairly or very confident that the necessary action would be taken if they were to contact an agency with a concern.

Service Commentary

The most recent HMle inspection of services to protect children (published January 2011) found that services in Inverclyde were amongst the best in the country. However Inverclyde Child Protection Committee wanted to know the views of the general population on what they thought about child protection services in Inverclyde and what they would do if they were concerned that a child was being abused or neglected.

The results will be compared to those from similar questions asked 3 years ago and a report will be taken to the Child Protection Committee in the new year. We will use the results to inform future public awareness activity to make sure it is targeted at the issues that are important to members of the public and also to help us address some of the very real concerns people have that might prevent them reporting a concern about a child.

7.0 IMPLICATIONS

7.1 Finance
None

7.2 Personnel
None

7.3 Legal
None

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

8.0 CONSULTATION

8.1 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.

9.0 BACKGROUND PAPERS

- 9.1
- Citizens' Panel Spring 2011 Survey
 - Citizens' Panel Autumn 2011 Survey

Spring 2011 Survey Responses

Contacting the Council

Just over a half (51%) of all respondents said that they had contacted Inverclyde Council within the last 12 months. A further 23% had contacted the Council more than 12 months ago and 26% said they had not contacted the council.

The most common means by which people contacted the council was by phone (73%), this is followed by going in person to a Council office (21%) and by email or via the Council's website (16%). The remaining 6% of respondents contacted the council by letter.

The three most common reasons for people to contact the council were Refuse collection services (15%), Road and pavement maintenance (12%) and Council tax collection services (12%).

Levels of satisfaction with standards of service varies depending on the means by which people contacted the council. Satisfaction levels were at their highest among respondents whose most recent contact with the Council was via the Council's website, 82% of respondents stated that they were either very or fairly satisfied. This is followed by 79% of respondents being very or fairly satisfied with regard to contacting the Council by phone and 77% when going to the Council in person.

Fifty seven percent of respondents said that their question/issue was resolved during the initial contact. A further 36% said that other contact had to be made to resolve the question/issue and 6% said that the Council contacted them directly to resolve the question/issue.

Customer Contact Centre

Just under two thirds (64%) of respondents said that they had never contacted the Customer Service Centre in Wallace Place either in person or by telephone. Thirteen percent of respondents said that they had contacted the Customer Service Centre within the last 3 months. A further 5% said that they had done so between 3 and 6 months ago, with 4% contacting the Customer Service Centre between 6 and 9 months ago and a further 4% between 9 and 12 months ago. The remaining 11% of respondents contacted the Council more than 12 months ago.

The most common means by which people contacted the Customer Service Centre was by phone (63%), this is followed by going in person (37%) and by email (4%). A further 10% of respondents contacted the council via the Council's website/email.

The three most common reasons for people to contact the Customer Service Centre about were Housing or Council Tax benefits (24%), Council Tax (21%) and to make a payment (10%).

Respondents were asked to consider a variety of customer service aspects pertaining to their most recent contact with the Customer Service Centre and to indicate how good or poor each of them was. The top 5 aspects that people thought were either good or very good were, Level of courtesy you received from staff (84%), Helpfulness of staff (76%), Professionalism of staff (72%), Understanding your needs (71%) and Accuracy of information received (70%).

In contrast to this, the main issues where people said their experience was either poor or very poor were, Speed of response (30%), Follow-up (30%) and Opportunity to provide feedback about services (25%).

Customer Service Centre – Future Developments

The Customer Service Centre is looking to develop the type of services it can provide to the residents of Inverclyde. A list of potential new services were provided to panel members and they were asked to indicate how important or otherwise these service developments were.

The top 5 issues that respondents thought were either fairly or very important to provide access through the Customer Service Centre were, Community safety and anti-social behaviour (94%), Registration of birth, death or marriage (88%), Refuse collection/special uplift (87%), Roads and street lighting faults (86%) and Assistance with the completion of forms (83%).

Small numbers of respondents stated that any of the services were either not important or not at all important. The two services where the greatest number of people stated that they were not important or not at all important were Licensing (14%) and Car parking permits (13%).

Other aspects which respondents indicate are neither important nor unimportant are “Applications for skip or scaffolding permit”, “Car parking permits” and “Banding and electoral role enquiries” all of which had 31% of respondents stating they were neither important nor unimportant.

The way in which respondents would like to contact the Council when enquiring about a range of services differs considerably depending on the service in question. The most popular means by which people want to contact the Council for most services is either on a face to face basis or by telephone. This is followed by internet/website, with the least preferred option for contacting the Council being an automated telephone service.

The top three issues where the largest number of respondents wish to contact the council on a face to face basis are, Assistance with the completion of forms (74%), Registration of birth, death or marriage (63%) and Your child’s education (51%).

In contrast to this, the top three issues where people are most inclined to state that they would prefer to contact the Council by telephone are, Refuse collection/special uplift (60%), Roads and street lighting faults (57%) and Community safety and anti-social behaviour (55%).

The two main public/voluntary organisations that respondents said they would want to be able to contact through the Customer Service Centre are “Department of Works and Pensions” (40%) and “Inverclyde Council on Disability” (40%).

Most people (68%) said that they are most likely to want to contact the Customer Service Centre daytime (9am-5pm). Half of all respondents (50%) stated they are most likely to want to contact the Customer Service Centre on a Saturday morning (9am – 12pm). This is followed by 29% of respondents who would be most likely to contact the Customer Service Centre later in the evening five nights a week (6pm - 8pm) and 27% who would contact the Customer Service Centre at lunchtime (12pm to 2pm).

A quarter of all respondents (25%) who would contact the Service Centre early morning (8am – 9am) or early evening (5pm to 6pm). Respondents are least likely to want to contact the Customer Service Centre on a Saturday afternoon (11%).

Ten percent of respondents were of the view that under 5 minutes would be a reasonable time to wait to get their enquiry dealt with in the Customer Service Centre. A further 37% indicated that between 5 and 10 minutes would be reasonable. Forty five percent said that between 10 and 15 minutes would be a reasonable time to wait and 8% said that more than 15 minutes would be reasonable.

It was suggested that some of the services delivered through the Customer Service Centre may be by appointment only such as with a planner or environmental health officer. The greatest number of respondents (60%) indicated that between 2 and 5 days in advance would be a reasonable length of time to

book an appointment. Twenty three percent of respondents said that one day would be a reasonable time and 7% said it should be the same day. Nine percent of respondents thought that more than a week would be a reasonable length of time.

Just over half of respondents (57%) said that they would contact the Customer Contact Centre by email, a further 37% said they would do so through the council website and 21% would contact the Council through an automated telephone service. Eight percent of respondents would do so by text messaging and 3% by fax. Social network services such as Facebook and Twitter would be used by 3% and 2% of respondents respectively.

Nineteen percent of respondents said that they would be interested in receiving information from the Council, via text message through their mobile phone, 76% said that they would not be interested and 4% said that they do not have a mobile phone.

Sixteen percent of respondents said that they would be interested in making enquiries to the Council via text message. Seventy nine percent of respondents said no and 5% said they did not have a mobile phone.

Just under half (47%) of all respondents said that they would expect the Council to respond to their enquiry through the telephone within a minute. A further 20% would expect this to happen within 30 seconds. Thirty four percent of respondents said they would expect the Council to respond to their enquiry through the telephone within 5 minutes.

With regard to contacting the Council by letter, 51% of respondents said that they would expect a response to their enquiry within 10 working days, with a further 48% saying 3 working days. Only 1% said that a response within a month would be acceptable.

Respondents in general expect the Council to respond to their enquiry through an email within 3 working days (94%). Five percent said that 10 working days would be acceptable and only 2 people said that they would expect the Council to respond within a month.

Inverclyde Council Performance Reporting

The top 5 services/initiatives which respondents would like Council to publish information about are Road and pavement maintenance (61%), Refuse collection services (51%), Street cleaning (47%), Anti-social behaviour support services (44%) and Recycling centres (44%).

Respondents indicated that they would like the Council to publish information on the services they provide in partnership with other organisations. The top three issues they would like to see information on are Health (57%), Community Safety (55%) and Jobs/Employment (53%).

The main type of information that people would like to see published is "Details of what we plan to do in the future to improve" (71%). This is followed by "Where we've not performed well" (59%) and "Financial information/use of resources" (56%).

In contrast to this, the type of information that people are less likely to want to see are "Feedback from consultation and community engagement" (31%) and "Details of projects that have been delivered through partnership working" (31%).

The most common timescale that respondents would like to be used when publishing the performance indicators was Twice a year (e.g. Council magazine) – 49%, this is followed by All year round (e.g. Council website) – 44%.

Significantly smaller number of respondents said that they would like the information quarterly (e.g. through advertisements in local paper – additional cost) (12%) or once a year (e.g. leaflets in Council Offices/libraries – additional cost) (10%).

The most popular place for performance information to be published was the Council Website (52%), this is followed by the Council magazine (43%) and the Local paper (40%). Only 19% said they would the information published in leaflets available in all Council offices/libraries.

Autumn 2011 Survey Responses**Inverclyde Council Events**

The most popular event that people had attended in Inverclyde in the past year was the Christmas Lights Switch On, 20% of respondents said that they had attended this. This is followed by Myths and Legends (and the annual fireworks) (16%) and the Gourock Highland Games (15%). Just over half (57%) of all respondents said that they had not attended any events.

The events that people had attended were generally thought to be of a good quality. The type of improvements that people suggested included, better publicity, improved parking, more toilets and places to sit, improving congestion and greater variety of food options.

Most people said that they would pay on average approximately £5 to gain entry to an event. It would, however depend on the type of the event and what they will get for their money. In addition to this most people said that they would spend between £10 and £20 at an event (not including ticket price). It will again depend on the event and its duration etc.

Eighty one percent of respondents said that they have seen Council events promoted in the Greenock Telegraph. This is followed by 30% who said they saw Council events in the Inverclyde Now and 22% on a Billboard.

McLean Museum and Art Gallery

Seventy nine percent of respondents said that they have visited the McLean Museum. For those people who have visited the McLean Museum, 46% said that they did so in the last 12 months, 23% said it was over a year ago and 31% said a number of years ago.

The main reasons people gave why they had never visited the McLean Museum were "I am not interested in visiting the McLean Museum" (33%), "I didn't know what services the McLean Museum offered" (29%) and "The location of the Museum is inconvenient for me" (14%).

Just under half (45%) of all respondents said that more temporary exhibitions would encourage them to visit the Mclean Museum more often or for the first time. This is followed by a coffee shop (37%), more events (28%) and if advertising was increased (25%).

Watt Library

Just over half (55%) of all respondents said that they had visited the Watt Library. For those people who have visited the Watt Library, 26% said that they did so in the last 12 months, 29% said it was over a year ago and 45% said a number of years ago.

The main reasons people gave why they had never visited the Watt Library were "I didn't know what services the Watt Library offered" (44%), "I didn't know the Watt Library existed" (28%) and "I am not interested in visiting the Watt Library" (22%).

Thirty eight percent of respondents said that if there were events in the Library it would encourage them to visit the Watt Library more often or for the first time. This is followed by if advertising was increased, (31%), if there was a coffee shop (29%) and if there was greater access to archival material.

Sport, Leisure and Community Facilities

Fifty eight percent of respondents said that they agreed that local sport, leisure and community facilities are accessible to the local community. A further 32% neither agree nor disagree and only 10% disagree.

The main issue that would encourage respondents and their family to access local sport, leisure and community facilities more often is revised pricing, 37% stating this. Other aspects that would encourage people to access local sport, leisure and community facilities more often would be improved facilities opening hours (24%), supervised open sessions for children and young people (18%) and transport (15%).

Community Safety

Just under three quarters (72%) of all respondents said that they are fairly or very satisfied with Inverclyde as a place to live. Fourteen percent said that they were neither satisfied, nor dissatisfied and 14% said they were dissatisfied with Inverclyde as a place to live.

Satisfaction levels increase when respondents are asked to consider the neighbourhood in which they live. Overall 84% of respondents said that they were either satisfied or very satisfied with their neighbourhood as a place to live.

The main issues that the largest number of people were worried about are "Having their car damaged by vandals", "Being the victim of property crime (not car related)" and "Being assaulted or pestered by anybody while in the street or any other public space". In contrast to this, the crimes that people are least worried about are being subject to a physical attack by a member of their own family or a race related crime.

The main crimes that people feel they are either fairly or very likely to be a victim of are, "Having your car damaged by vandals" (45%), "Being assaulted or pestered by anybody while in the street or any other public space" (31%) and "Being a victim of property crime (not car related)" (28%).

Respondents were asked to look at a variety of different issues and to state how much of an issue these are in their neighbourhood. The most common issue was rubbish or litter lying around (35%) stating that it was a very or fairly big issue and a further 36% stating that it was a minor issue. This followed by people using or dealing drugs (20%), and vandalism, graffiti or other deliberate damage to property (16%).

Twelve percent of respondent said that they have noticed a reduction in vandalism in their neighbourhood in the last 12 months. A further 29% said that they had noticed no reduction in vandalism and 60% said that vandalism is not an issue in their neighbourhood.

Ten percent of respondents said that they have noticed a reduction in anti social behaviour in their neighbourhood in the last 12 months. A further 32% said that they had noticed no reduction in anti social behaviour and 60% said that anti social behaviour is not an issue in their neighbourhood.

The main crimes that people had experienced within the Panel were "Had your car or vehicle damaged by vandals" (19%), "Been verbally abused or assaulted" (14%) and "Had your house or property damaged by vandals" (11%).

Almost no-one indicated that in their view was the offence due to their religion, ethnic origin, gender or sexual orientation.

With regard to making people feel safer in their area, 71% of respondents overall stated that high profile police patrols would be most likely to achieve this. This is followed by "More facilities for young people" (41%), "Improved lighting on streets, back courts etc" (38%) and "More closed circuit TV (CCTV)" (32%).

Forty four percent of respondents said that they are aware of a free phone Inverclyde Anti Social Behaviour Helpline number to report anti social behaviour (0800 01 317 01). This rose to 50% among respondents living in the worst 15% of Datazones and dropped to 42% within the rest of Inverclyde.

Child Protection

The greatest number of respondents (78%) said that if they had concerns regarding the safety of a child or young person they would contact a Police officer to report those concerns. This is followed by a social worker (37%) and then a teacher (11%).

Respondents indicated that the main issues that would prevent them from reporting any concerns they may have about a child or young person were fear of being wrong, retaliation by the family and not being listened to. However, a large number of people also said that nothing would prevent them from reporting their concerns.

Sixty percent of respondents said that they are either fairly or very confident that the services in Inverclyde will protect children and young people and help them if they are at risk of harm. This is followed by 27% who said neither nor and 13% who said that they are not confident.

Just over two thirds (68%) of all respondents said that they were either fairly or very confident that the necessary action would be taken if they were to contact an agency with a concern. Twenty percent said they were neither confident nor not confident and 12% said they were not confident that the necessary action would be taken.

In general, respondents were inclined to believe that all of the factors mentioned in protecting children and young people from abuse and neglect were important.

The top three factors were “Professionals sharing information with each other to help protect children from abuse or neglect”, “Friends, neighbours, carers, passer’s by etc reporting concerns about a child’s welfare” and “Listening to children and young people and taking their views into account when making decisions that affect them”.