

Report To: Policy and Resources Committee

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Report By: Corporate Director,
Education, Communities and
Organisational Development

Report No: PRO71/12/AH/LF

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Subject: Results from Spring 2012 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 Spring 2012 Citizens' Panel Survey which focussed on quality of life issues.

2.0 SUMMARY

2.1 The latest Citizens' Panel survey was issued to all 1000 members of the Panel in March 2012.

2.2 The survey asked a number of questions in relation to key quality of life issues such as:

- Involvement in the Local Community
- Libraries and Museum
- Training and Employment
- Health
- Carers
- The Environment
- Council Services
- Living in Inverclyde
- Housing

2.3 A total of 592 Panel members completed and returned the Spring 2012 questionnaire. This is a response rate of 59% which is very good for this type of consultation.

2.4 A Citizens' Panel Quality of Life Survey is carried out every two years. Previous surveys were carried out in 2007 and 2010. This report provides details of how the results from 2012 survey compare with the surveys conducted in 2007 and 2012.

2.5 The results from the questionnaire were mainly very positive.

- 75% rated the quality of the environment of their neighbourhood as being good or very good. This is an increase from 71% in 2010.
- 61% of respondents said they were satisfied with the services provided by Inverclyde Council. Satisfaction with the services by the Council has increased significantly from 48% in 2007, to 53% in 2010 and 61% in 2012.
- 54% said they believed the services by the Council to be good value for money. This is a significant improvement from 40% in 2007, to 45% in 2010 and 54% in 2012.

2.6 There were a number of issues that emerged from the survey:

- 87% indicated that they thought that excessive drinking of alcohol is a particular problem in Inverclyde. However, the figure has decreased from 2010 when 93% thought that excessive

drinking of alcohol was a particular problem in Inverclyde.

- 63% said they were dissatisfied with the maintenance of roads and pavements in their neighbourhood. This is an increase of 2% since 2010.
- 42% of respondents said that they had considered leaving Inverclyde and living somewhere else. This is an increase since 2010, when 40% said that they had considered leaving Inverclyde and living somewhere else.

2.7 A summary of the results from the Spring 2012 survey is contained within Appendix 1.

2.8 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 by the appropriate Council services.

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 taken on board by the appropriate services and used to improve service delivery.

Albert Henderson

**Corporate Director
Education, Communities and Organisational Development**

4.0 BACKGROUND

4.1 The twelfth Citizens' Panel survey was carried out in Spring 2012 and focused on the following quality of life issues:

- Involvement in the Local Community
- Libraries and Museum
- Training and Employment
- Health
- Carers
- The Environment
- Council Services
- Living in Inverclyde
- Housing

4.2 The Citizens' Panel comprises 1,000 members. A total of 592 Panel members completed and returned the Spring 2012 questionnaire. This is a response rate of 59% which is very good for this type of consultation.

4.3 A Citizens' Panel Quality of Life Survey is carried out every two years. Previous surveys were carried out in 2007 and 2010. This report provides details of how the results from 2012 survey compare with the surveys conducted in 2007 and 2012.

4.4 A number of very positive results emerged from the Spring 2012 survey. For example:

- 75% rated the quality of the environment of their neighbourhood as being good or very good. This is an increase from 71% in 2010.
- 61% of respondents said they were satisfied with the services provided by Inverclyde Council. Satisfaction with the services by the Council has increased significantly from 48% in 2007, to 53% in 2010 and 61% in 2012.
- 54% said they believed the services by the Council to be good value for money. This is a significant improvement from 40% in 2007, to 45% in 2010 and 54% in 2012.

4.5 The results from the Winter survey also highlighted areas where we could improve. Please note that in some of these areas work is already underway to address some of the issues that have been raised by the Citizens' Panel and further detail is contained within section 5.0.

- 87% indicated that they thought that excessive drinking of alcohol is a particular problem in Inverclyde. However, the figure has decreased from 2010 when 93% thought that excessive drinking of alcohol was a particular problem in Inverclyde.
- 63% said they were dissatisfied with the maintenance of roads and pavements in their neighbourhood. This is an increase of 2% since 2010.
- 42% of respondents said that they had considered leaving Inverclyde and living somewhere else. This is an increase since 2010, when 40% said that they had considered leaving Inverclyde and living somewhere else.

5.0 KEY ISSUES – SPRING 2012 SURVEY

5.1 Involvement in the Local Community

- 33% of respondents told us that they regularly attend events or activities in their local area either every couple of weeks or more often. This is an increase of 4% since 2010, when 29% of Panel members said they regularly attend events or activities in their local area.

- The most popular venue for attending events is a local church (29%), followed by a library (16%) and a community centre (15%).
- The main reasons for not taking part in community activities were, not being interested (26%), activities available not being of interest (21%) and lack of information about community activities (21%).

Service Commentary

One of the local outcomes in Inverclyde's Single Outcome Agreement (SOA) 2012-17 is that "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." The Outcome Delivery Group for this outcome will consider the results and use them to inform their Outcome Delivery Plan. The results will also be used by the Community Engagement and Capacity Building Network.

5.2 Libraries and Museum

- 48% of respondents said that they use their local library. This is an increase of 1% since 2010, when 47% of respondents said they used their local library.
- For those people that use their local library, the most popular method of transport is by car (58%) followed by walking (33%).
- The top 3 reasons for using a library were to borrow/return books (52%), browse (16%) and to see exhibitions/participate in events (11%).
- The main types of services that would encourage people to use libraries more often would be - longer opening hours (26%), increased programme of talks/events (20%) and a different range of books/materials (18%).

Service Commentary

There were a total of 330,000 visits to libraries in Inverclyde during 2011/12. This indicates that the 48% of Panel members who use libraries visit them frequently.

Below are examples of measures that are being taken to encourage people to use libraries:

- Downloadable audio books that users can borrow by downloading to their iPod etc at home have been introduced.
- Loans of eBooks will be introduced by the end of the year.
- A programme of author events for the autumn is currently being finalised.
- Free wi-fi will be introduced in all branches in the next couple of months.
- The South West branch at Barr's Cottage has re-opened after a £300k refurbishment.
- A greater range of classes is now available and the new learning centre in the Watt Library is being used to run courses supporting genealogical research.
- More stock is being rotated amongst the branches so that residents in all parts of Inverclyde get the benefits of all the new books being purchased.
- More staff are being trained on running Bookbug sessions with the intention of increasing the number of these available, and supporting staff training in 'Storytime' training which will be aimed at slightly older children.
- At least one member of staff in every branch has been trained in reader development techniques, which aims to support library users with their reading choices.

5.3 Training and Employment

- Just over a third of all respondents (34%) said they had taken part in training or learning in the last 2 years. This is a slight decrease of 2% from 2010 when 36% had taken part in training or learning.
- The workplace has remained the most popular place to undertake training both in 2010 and 2012. In 2010 36% undertook training in the workplace and in 2012 33%.
- In the 2012 survey 49% of respondents said that they would be interested in taking part in any training or learning opportunities in the future and 48% of them would like to do this at a college/university, 43% at a local library and 40% through distance learning.
- In the 2012 survey respondents told us that developments that would encourage them to take part in training or learning opportunities include, learning/training opportunities in the evenings (18%), job opportunities at the end of training (17%) and taster sessions (17%).
- The majority of people who have a job said they normally travelled to work in a car as a driver (70%), this is followed by walking (10%) and the bus (7%). This is similar to 2010 when 72% travelled to work as a driver, 12% walked and 10% took the bus.
- People are now willing to travel further to a job. In 2010 44% said they were willing to travel more than 15 miles and this increased to 52% in 2012.

Service Commentary

One of the local outcomes in the SOA is that “The area’s economic regeneration is secured, 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.” The Strategic Employability group is the Outcome Delivery Group for this outcome and they will consider these results and use them to develop actions that will contribute to the achievement of the outcome.

5.4 Health

- There has been a decrease in the number of respondents who feel that their health has been good over the last 12 months, from 59% in 2007 to 54% in 2010 and 52% in 2012. The number of respondents who feel that they are in fairly good health however has increased from 30% in 2007 to 34% in 2010 and 36% in 2012.
- The most important factors that people said would help them maintain good physical health and well being are good diet (76%), friends and family relationships (75%) and physical activity/exercise (68%).
- The number of respondents who have a long term illness, health problem or disability that limits their daily activities or the work that they do has increased from 27% in 2007 to 34% in 2010 and 36% in 2012.
- In the 2012 survey, 87% of respondents said they thought excessive drinking of alcohol is a particular problem in Inverclyde. This is an improvement from 2010, when 93% thought it was a particular problem in Inverclyde.

Service Commentary

Health Inequalities is an outcome in the SOA and a review is currently being carried out of the Outcome Delivery Plan for this outcome. The feedback from members of the Panel will be

used to inform the review and development of a new Outcome Delivery Plan.

In 2010 93% of respondents believed that excessive drinking of alcohol was a particular problem in Inverclyde and this has decreased by 5% to 87% in 2012. The Alcohol and Drug Partnership (ADP) are implementing a range of measures that will help to address this issue. For example, the Young Person's Alcohol Team (YPAT) delivers a comprehensive alcohol curriculum to pupils across schools in Inverclyde. This customised programme is targeted at all secondary and senior primary school pupils. Drinksafe Inverclyde is a project based within Inverclyde Integrated Alcohol Services (IIAS), in the new Wellpark building. The project works with local businesses and community members to promote alcohol awareness, challenge attitudes to alcohol and to provide relevant and up to date information so that people can make an informed choice about their own alcohol use.

5.5 Carers

- The number of respondents who stated that a member of their family provides care for them increased from 8% in 2007 to 12% in 2010 and 13% in 2012.
- The number of respondents who provide care to family members, friends, neighbours or others because of long term physical/mental ill health or disability, or problems related to old age has more or less stayed the same. In 2010 29% provided care and in 2012 28%.
- There has been an increase in the percentage of carers who do not receive enough support in their role. In 2007, 51% said they didn't receive enough support, this rose to 54% in 2010 and 55% in 2012.
- The main types of support that people would benefit from as a carer are relaxation techniques (36%), assistance with practical tasks, shopping, housework etc (35%) and accessing relevant information regarding services, carers rights, advocacy (32%).

Service Commentary

The Inverclyde Carers' Strategy 2012-15 outlines proposals regarding how we intend to recognise, value and support carers over the coming three years.

The Carers Strategy contains the following 7 key themes:

- Carers are supported to live healthy, active lives through access to quality services for their loved ones and through promotion of their own health and well being (GP registers; hospital experience; access to services; and supports at carers centre)
- Carers of people with long term caring needs such as children with disabilities/older carers have their specific needs met (appropriate planning at transitional stages and by emergency planning through care planning processes)
- Carers feel included and involved (assessment, care planning and review, emergency planning, communication with staff as well as strategic and service development opportunities)
- Carers are well informed and can access supports they need (information; carers assessment and financial advice)
- Carers have opportunity to access employment, training, leisure and volunteering (training; leisure; volunteering for former carers)
- Carers' housing requirements are addressed (aids adaptations; housing requirements)
- Carers are enabled to develop their own support and have access to short breaks from their caring role (self directed support and alternative breaks).

5.6 The Environment

- 75% of Panel members who took part in the survey said that they would rate the quality of the environment in their neighbourhood as being good or very good.

- A large percentage (63%) expressed their dissatisfaction with the maintenance of roads and pavements in their neighbourhood.

Service Commentary

The percentage of Panel members who are satisfied with the quality of the environment in their neighbourhood has increased from 71% in 2010 to 75% in 2012.

There has been a slight increase in dissatisfaction with the maintenance of roads and pavements, from 61% in 2010 to 63% in 2012.

The Statutory Performance Indicators have highlighted to the Council that the condition of the road network does not meet the targets set. Due to the lack of adequate investment in the rural road network in the past, which includes the majority of B and C Classified routes, the condition of the network has deteriorated at an ever increasing pace. It is evident that there is a need for planned preventative measures to prevent further deterioration as well as planned reconstruction to replace the damage which has already taken place on the network. A Roads Asset Investment Strategy is being prepared for CMT and Committee approval which is designed to recover this situation and reverse this trend.

5.7 Council Services

- Just over half (61%) of all respondents said that they were either fairly or very satisfied with the services provided by Inverclyde Council.
- 54% said that they believe that Council services are either fairly or very good value for money.
- 34% said they were satisfied with the way in which the Council takes residents views into account when making decisions. 30% said they were dissatisfied.
- 29% of respondents said that they had visited the Council buildings within the last 12 months. The majority of them (79%) said they found it fairly or very easy to access the buildings, while 14% said they found it either fairly or very difficult.

Service Commentary

The same set of questions about Council Services was asked in 2007 and 2010. Below is a comparison of the results:

- Satisfaction with the services provided by the Council has increased from 48% in 2007, to 53% in 2010 and 61% in 2012.
- The percentage of people who think the services provided by the Council are good value for money has increased from 40% in 2007, to 45% in 2010 and 54% in 2012.
- There has been an increase in satisfaction with the way the Council takes residents' views into account when making decisions that affect the area. Satisfaction has increased from 29% in 2007, to 33% in 2010 and 34% in 2012.
- In 2007 88% of respondents who had accessed the Council buildings found them easy to access. This increased to 93% in 2010 but has decreased to 79% in 2012. This can be attributed to the disruption during 2011 caused by the building works that were carried out to the Municipal Buildings. Satisfaction with accessing the Council buildings should increase with the opening of the new Customer Service Centre.

5.8 Living in Inverclyde

- The percentage of Panel members who have considered leaving Inverclyde has increased. In 2007 38% said they had considered leaving Inverclyde and living somewhere else. This increased to 40% in 2010 and 42% in 2012.
- The main reasons that people cited for leaving Inverclyde and living elsewhere were crime and anti-social behaviour, to be closer to family elsewhere, lack of job opportunities, weather and poor selection of shops, bars and restaurants.

Service Commentary

An Action Plan has been developed to address the key findings from the Depopulation in Inverclyde Study that was carried out in 2011. A report on the Study and Action Plan was agreed by the Council's Policy and Resources Committee on 7 February 2012.

Steady progress has been made with the implementation of the Action Plan. This includes the establishment of a Research and Information (R&I) Group, the commissioning of two focus groups of people living out with Inverclyde, engagement with local estate agents, a workshop involving the R&I Group, National Records of Scotland and Scottish Government Analytical Services, the start of a review of partner strategies and policies to assess their contribution to tackling depopulation or promoting repopulation, and meetings with almost all key partners to update them on the progress made to date, and to ask for their assistance in particular areas of work.

The results from the Citizens' Panel will be considered by the R&I Group.

5.9 Housing

A new set of questions about housing were included in the survey at the request of the Council's Housing and Strategy Team. As these were new questions there is no comparative data available.

- 29% of respondents said that their current housing does not fully meet their needs. The top 3 reasons that respondents gave with regard to their current housing not meeting their needs were not enough bedrooms (30%), lack of facilities in the neighbourhood (26%) and neighbours and other residents are a cause for concern (25%).
- 17% of respondents indicated that they are currently looking to move house. There are a number of key issues that are preventing people from moving and these include there not being enough properties in the areas that people want to move to (49%), properties being too expensive (42%) and it taking people longer than expected to sell their current property (25%).

Service Commentary

A set of questions about housing were included in the Spring 2012 survey in order to provide the Council with information that would help to identify problems in the Inverclyde housing market arising from unpopular or inappropriate housing. The feedback from members of the Panel will enable the Council's Housing and Strategy team to monitor trends in between the more comprehensive Housing Need and Demand Assessments that are undertaken every five years. A number of actions will be taken to address the issues highlighted by the Citizens' Panel. For example, appropriate policy solutions which might be developed through future updates of the Inverclyde Local Housing Strategy and Inverclyde Strategic Housing Investment Plan.

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 Spring 2012 Survey

Spring 2012 Survey Responses**Involvement in the Local Community**

Thirty three percent of respondents stated that they regularly attended events or activities in their local area either every couple of weeks or more often. A further 16% said that they attend events either every 3-4 weeks or every couple of months. Fifty one percent said that they did not regularly attend events or activities in their local area.

The most popular venue for attending events in the local area was a church (29%), this is followed by a library (16%) and a community centre (15%).

Twenty two percent of respondents said that they spent time as a volunteer or organiser with charities, clubs or organisations. A further 11% of respondents said that they attended these organisations as a member. Sixty seven percent of respondents said that they did not volunteer or attend any organisations.

The number of people who state that they are a volunteer or organiser for local community/representative groups was 11%. A further 9% of people said that they attend local community/representative groups as a member. Eighty percent of respondents said that they do not attend any local community/representative groups.

The main reasons people gave for not taking part in community activities were, Not interested (26%), Activities available not of interest (21%) and Lack of information about community activities (21%).

Libraries and Museum

Just under half (48%) of all respondents said that they used their local library. For those people that used their local library, the most common method of transport was by car (58%), followed by walking (33%). The top 3 library services that people used were, to borrow/return books (52%), to browse (16%) and to see exhibitions/participate in events (11%).

Respondents indicated that the main types of services that would encourage them to use libraries more often would be, longer opening hours (26%), increased programme of talks/events (20%) and different range of books/materials (18%).

Training and Employment

Just over a third of all respondents (34%) said they had taken part in any training or learning experience in the last 2 years. The largest number of people (33%) undertook a training or learning experience at work. This is followed by college/university (27%) and a local library (16%).

Forty nine percent of all respondents said that they would be interested in taking part in any training or learning opportunities in the future. Just under half (48%) of respondents said that they would prefer to learn at a college/university, this is followed by a local library (43%) and at home (distance learning) (40%).

Developments that would encourage people to take part in training or learning opportunities included, learning/training opportunities in the evenings (18%), job opportunities at the end of training (17%) and taster sessions (17%).

Forty four percent of the people, who responded to the questionnaire, indicated that they were retired, a further 46% of respondents stated that they worked full time, part time or self employed.

The majority of people who have a job said that they normally travelled to work in a car as a driver (70%), this is followed by walk (10%) and bus (7%). Fifty one percent of respondents said that they travelled less

than 5 miles to work. When asked, "How far are you willing to travel to work or education", fifty two percent of respondents said that they would be willing to travel more than 15 miles.

The top 3 aspects that would assist people to take up employment are a permanent contract (29%), local job (27%) and protected benefits (25%).

Thirty five percent of respondents said that they would use the internet for information or advice on employment, training or learning. A further 31% said they would contact Job Centre Plus and 15% would contact a local College.

The most popular organisation that people stated they would contact for information or assistance with funding if they were to start their own business were Business Gateway (36%), Scottish Enterprise (32%) and Bank (27%).

Health

Fifty two percent of respondents said that over the last 12 months their health on the whole has been good, with a further 36% stating that it has been fairly good. Twelve percent of all respondents said that their health was not good.

The most important factors that people stated would help them maintain good physical health and well being are good diet (76%), friends and good family relationships (75%) and physical activity/exercise (68%).

Just over a third (36%) of all respondents said that they have a long term illness, health problem or disability which limits their daily activities or work that they can do. A further 35% of all respondents said that they had accomplished less than they would like. This is followed by 26% of respondents who had accomplished less than they would have liked while participating in sport and leisure activity. A further 21% said they were limited in the kind of work or other activities.

Eighty seven percent of respondents indicated that they thought that excessive drinking of alcohol is a particular problem in Inverclyde.

Carers

Thirteen percent of respondents stated that a member of their family provides personal care for them. Just over a quarter (28%) of all respondents said that they looked after, or give any help or support to family members, friends, neighbours or others because of long term physical or mental ill health or disability, or problems related to old age. Just over half (55%) of respondents who cared for a relative said that they received enough support in their role as a carer, the remaining 45% did not.

The main types of support that people would benefit from as a carer were relaxation techniques (36%), assistance with practical tasks, shopping, housework etc (35%) and accessing relevant information regarding services, carers, rights, advocacy (32%).

Sport and Leisure

Respondents were asked to state how important a variety of issues were in preventing them from being more physically active. Overall, the top three issues were lack of time due to other commitments (55%), the weather puts me off (54%) and financial costs of participating in these activities (39%).

The Environment

Seventy five percent of all respondents said that they would rate the quality of the environment of their neighbourhood as being good or very good.

A quarter (25%) of respondents said that they were either fairly or very satisfied with the maintenance of roads and pavements in their neighbourhood. Sixty three percent of respondents in contrast were either fairly or very dissatisfied.

Council Services

Just over half (61%) of all respondents said that they were either fairly or very satisfied with the services provided by Inverclyde Council. Thirteen percent said that they were either fairly or very dissatisfied. Fifty four percent of respondents said that they believed the services to be either fairly or very good value for money. In contrast, 19% thought the services to be poor value for money and 28% thought they were neither good nor poor.

Thirty four percent of respondents said that they were either fairly or very satisfied with the way Inverclyde Council takes residents' views into account when making decisions that affect this area. Thirty percent said that they are dissatisfied and 36% are neither satisfied nor dissatisfied.

Just over half (53%) of all respondents said that they agree or strongly agree that by working together local people can influence decisions that affect their local area. A further 38% agree with the statement, 'You can influence decisions affecting your local area'.

Twenty nine percent of respondents said that they had visited the main council buildings within the last 12 months. For those people who had visited the main Council buildings 79% said that they found it fairly or very easy to access the Council buildings. Fourteen percent said that they found access to the Council buildings either fairly or very difficult.

Living in Inverclyde

Forty two percent of all respondents said that they had considered leaving Inverclyde and living somewhere else.

Housing

Just under half (47%) of all respondents indicated that they pay a mortgage. A further 33% said that they pay nothing for their accommodation and 13% pay rent to a housing association.

Just less than three quarters (71%) of all respondents said that their current housing fully meets their needs. The top 3 reasons that respondents gave with regard to their current housing not meeting their needs were not enough bedrooms (30%), lack of facilities in the neighbourhood (26%) and neighbours and other residents are a cause for concern (25%).

For those people that said they did not have enough bedrooms, just over three quarters (68%) said that they would need 3 (47%) or 4 (21%) bedrooms.

The majority of respondents (95%) had not moved house in the past 3 years.

The majority of respondents (93%) said that they did not encounter any problems with the process of buying/renting their house. The main problems that people encountered when moving house were, not many properties available in the area they wanted (12%), properties they looked at were too expensive (10%) and properties they looked at needed a lot of work done to them (6%).

Seventeen percent of respondents said that they are looking to move house at the moment. Respondents indicated that the following issues are preventing them from moving house, not many properties available in the area they want (49%), properties they have looked at are too expensive (42%) and it is taking longer than expected to sell their current property (25%).