
Report To:	Policy and Resources Committee	Date:	23 September 2014
Report By:	Corporate Director, Education, Communities and Organisational Development	Report No:	PR/117/14/PC/KB
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Subject:	Results from the Citizens' Panel Spring 2014 Survey		

1. PURPOSE

- 1.1 The purpose of this report is to inform Committee of the headline results from the Spring 2014 Citizens' Panel Survey.

2. SUMMARY

- 2.1 The Survey focused on the following topics:

- community safety
- Scottish Fire and Rescue Service
- InView newspaper
- access to e-mail and the internet
- public transport.

- 2.2 Throughout this report, commentaries on the results, shown in italics, are included from the appropriate Council Service or community planning partner.

- 2.3 A number of positive results emerged from the Spring 2014 Survey:

- just under three quarters (72%) of respondents said they are fairly or very satisfied with Inverclyde as a place to live;
- almost all people (95%) said their experience of the Scottish Fire and Rescue Service was a positive one;
- the majority of respondents think that InView is either good (46%) or fair (35%);
- three quarters (75%) of respondents currently have access to e-mail or the internet from home; and
- almost two thirds (63%) of respondents said they are either fairly or very satisfied with public transport provision in Inverclyde.

3. RECOMMENDATIONS

- 3.1 It is recommended that the Committee:

- a. note the main findings from the Spring 2014 Citizens' Panel Survey; and
- b. agree that the feedback from Panel members is taken into account when reviewing service delivery, as appropriate.

Patricia Cassidy
Corporate Director, Education, Communities and Organisational Development

4. BACKGROUND

- 4.1 The Citizens' Panel was established in 2007 to enable the Council to regularly consult with Inverclyde residents on a wide range of issues and to obtain feedback to improve and develop services to meet the needs of local people. The Panel comprises 1,000 local residents, with membership refreshed annually by one third.
- 4.2 The return rate of 65% for the Spring 2014 Survey is broadly in line with previous questionnaires.
- 4.3 The respondent profile of the 650 Panel members who submitted a questionnaire is:

<u>Gender</u>	<u>%</u>
male	47
female	53

<u>Age</u>	<u>%</u>
16-24	10
25-34	13
35-44	15
45-54	18
55-64	19
65-74	17
75+	8

<u>Employment status</u>	<u>%</u>
employed	58
not employed	42

<u>Datazone</u>	<u>%</u>
0-30% datazone	31
elsewhere in Inverclyde	69

5. SURVEY TOPIC: COMMUNITY SAFETY WITH COMMENTARY FROM THE SAFER AND INCLUSIVE COMMUNITIES SERVICE

- 5.1 A set of questions about community safety was asked in the Citizens' Panel Surveys in 2014, 2011 and 2009 to allow the Council to obtain trend information and track our progress in addressing issues.
- 5.2 In the 2014 questionnaire, just under three quarters (72%) of respondents said they are fairly or very satisfied with Inverclyde as a place to live. This figure is consistent with the 2011 and 2009 Surveys. Since the 2011 and 2009 Surveys, there has been a slight increase in the number of people who are neither satisfied, nor dissatisfied with Inverclyde as a place to live (16% in 2014, compared to 14% in 2011 and 15% in 2009).
- 5.3 When respondents were asked to consider a variety of crimes and state how worried they were about each of them, three crimes generated the most responses in each of the three Surveys. The crime that the largest number of people were worried about was 'having your car damaged by vandals' (48% in 2014, down from 54% in 2011 and 65% in 2009). While 'being the victim of property crime (not car related)' was the second most common concern in 2014 and 2011, there was a reduction in the number of people worried about it (42% in 2014 and 50% in 2011). In 2009, the second most worrying crime was 'being assaulted or pestered by anybody while in the street or any other public space' (54%); in 2014 and 2011, this was the third crime which caused the most concern (37% in 2014 and 47% in 2011).
- 5.4 In both the 2014 and 2011 Surveys, the main crime that people felt they are either fairly or very likely to be a victim of was 'having your car damaged by vandals' but the number of people who were concerned reduced (37% in 2014, down from 45% in 2011 and 51% in 2009).

2009). This was followed by 'being assaulted or pestered by anybody while in the street or any other public space' which also saw a reduction (24% in 2014 from 31% and 37% in 2011 and 2009 respectively). 'Having things stolen from your car' was the next main concern in the 2014 and 2009 Surveys (23% and 32% respectively), while in the 2011 Survey, the third crime that people feel they are either fairly or likely to be the victim of was 'being the victim of property crime (not car related)' (28%).

- 5.5 Respondents were then asked to look at a variety of different issues and to state how much of a concern these are in their neighbourhood. The most common issue in each of the three Surveys was 'rubbish or litter lying around' (34% in 2014 and 35% in 2011 and 2009). This was followed by 'people using or dealing drugs' which was a concern of 23% of respondents in 2014, compared to 20% in 2011 and 22% in 2009. The third most common concern in 2014 and 2011 was 'vandalism, graffiti or other deliberate damage to property' (17% and 16% respectively), while in 2009, the third issue which caused concern was 'people hanging around on the streets' (14%).
- 5.6 When asked if they had noticed a reduction in vandalism in their neighbourhood in the last 12 months, 14% of Panel members in 2014 and 2009 said they had, while in 2011, the figure was 12%. When responding to the 2014 questionnaire, 62% of Panel members said vandalism is not an issue in their neighbourhood, compared to 60% in 2011 and 59% in 2009.
- 5.7 In the 2014 Survey, 13% of respondents said they had noticed a reduction in anti-social behaviour in their neighbourhood in the last 12 months, compared to 10% and 11% in 2011 and 2009 respectively. The number of people who had noticed no reduction in anti-social behaviour was the same at 30% in both 2014 and 2009 while in 2011 the figure saw a slight increase at 32%. Additionally, more than half the Panel members said anti-social behaviour is not an issue in their neighbourhood (57% in 2014, 58% in 2011 and 60% in 2009).
- 5.8 In the 12 months prior to all Surveys, there were three main crimes that people had experienced within the Panel. The first one - 'had your car or vehicle damaged by vandals' - saw a significant reduction to 5% in 2014 from 19% in 2011 and 35% in 2009. Panel members' experience of the second crime - 'been verbally abused or assaulted' - also reduced (to 4% in 2014 from 14% in 2011 and 29% in 2009). Having 'your house or property damaged by vandals' was the third most common crime, experienced by a smaller number of Panel members (3%) in the 12 months prior to the Spring 2014 Survey, compared to 11% in 2011 and 21% in 2009.
- 5.9 With regard to making people feel safer in their area, while 45% of respondents to the 2014 Survey stated that high profile police patrols would be most likely to achieve this, this figure has dropped from 71% in 2011 and 66% in 2009. 'Improved lighting on streets, back courts etc' is the second measure that would help people feel safe in their area (36% in 2014, 38% in 2011 and 44% in 2009), followed by 'more facilities for young people' (35% in 2014 and 41% in both 2011 and 2009).
- 5.10 Panel members' awareness was consistent of the freephone Inverclyde Anti-Social Behaviour Helpline number to report anti-social behaviour (0800 01 317 001), with figures of 43% in 2014, 44% in 2011 and 42% in 2009.
- 5.11 *We recently completed the Inverclyde Anti-Social Behaviour Strategy and feedback from the Citizens' Panel will be used to inform the development of agreed actions in the Strategy. The document is currently progressing for approval at the September 2014 Education and Communities Committee and will be presented to the Inverclyde Alliance thereafter.*
- 5.12 *Reconfiguration of anti-social behaviour services within the Safer and Inclusive Communities Service is currently underway. Specific responses from the Spring 2014 Citizens' Panel Survey in relation to neighbourhoods noticing a reduction in anti-social behaviour and an awareness of the Anti-Social Behaviour Helpline number to report anti-social behaviour, will be focussed on within the reconfiguration.*
- 5.13 *The Community Safety Partnership has ratified proposals to make changes to the current arrangements of the Multi-Agency Tasking and Co-ordinating Group to focus on more*

community safety-orientated issues rather than anti-social behaviour. This should allow both the Partnership and the Council to respond to the wider issues raised by the Citizens' Panel.

6. SURVEY TOPIC: SCOTTISH FIRE AND RESCUE SERVICE WITH COMMENTARY FROM THE SCOTTISH FIRE AND RESCUE SERVICE (SFRS)

- 6.1 Just under a quarter (24%) of respondents said they had received or experienced a service from the SFRS, for example, an emergency incident or a home fire safety visit.
- 6.2 Most people (95%) said their experience of the SFRS was a positive one. A quarter of all respondents who had not previously had a home fire safety visit said they would wish to request one.
- 6.3 Just under three quarters (72%) of respondents said they were either fairly or very satisfied with the SFRS provision in Inverclyde. Seventy-two per cent of respondents also said they are either fairly or very satisfied with the quality of service provided by the SFRS in Inverclyde.
- 6.4 *The SFRS was pleased to have the opportunity to include questions in the Citizens' Panel Survey.*
- 6.5 *It is encouraging that 95% of people said their experience of the SFRS was a positive one and that 72% of respondents said they were fairly or very satisfied with fire and rescue service provision in Inverclyde.*
- 6.6 *Only 24% of respondents have received or experienced fire and rescue services. SFRS will continue to deliver home fire safety visits in order to reduce dwelling fires. The Service's aim is to increase preventative service provision to the public whilst reducing the emergency service provision caused by fires and other emergencies.*
- 6.7 *The findings of the Citizens' Panel Survey will be reviewed by the SFRS Local Senior Officer to further improve service efficiency and also to improve service provision to individual communities based on assessment of risk.*

7. SURVEY TOPIC: INVIEW NEWSPAPER WITH COMMENTARY FROM CORPORATE COMMUNICATIONS

- 7.1 The Council's InView newspaper is published twice a year and delivered to every home in Inverclyde and published on the Council's website.
- 7.2 Just under two thirds (63%) of respondents said they received the publication. *While this is a decrease on previous Survey results, the proportion of residents who say they do not read it at all has significantly decreased from 46% in a previous Survey to only 5% in the Spring 2014 questionnaire.* The top three articles that people are most likely to read are 'news updates' (51%), 'what's on' (32%) and 'features' (31%).
- 7.3 Most respondents (96%) said they received InView by post through the door at home. Additionally, just over half (52%) of respondents who receive InView through the door said they read selected articles in it and a further 43% said they read it cover to cover.
- 7.4 The majority of respondents think that InView is either good (46%) or fair (35%). At either end of the quality spectrum, 6% think it is excellent and 5% stated it was poor.
- 7.5 Just under half of respondents (48%) said they thought InView was well-written, with a further 47% having no opinion. Four per cent of respondents thought it was poorly written.
- 7.6 On the frequency of publication, 43% of respondents said they felt InView should be circulated four times a year. A further 23% thought it should be published monthly and 20% preferred its current frequency, twice-yearly.

- 7.7 Just over half (57%) of respondents liked the newspaper style of InView, while a further 29% of respondents said they would prefer it as a magazine. Smaller numbers of respondents said they would prefer it to be online (7%) or as an e-newsletter (5%).

8. SURVEY TOPIC: ACCESS TO E-MAIL AND THE INTERNET WITH COMMENTARY FROM ICT SERVICES

- 8.1 Three quarters (75%) of respondents said they currently have access to e-mail or the internet from home. The most common device through which people access the internet from home was a personal computer/laptop (78%), followed by a tablet device such as an Ipad, Kindle etc (31%) and a mobile/smart 'phone (22%). *These figures are broadly in line with national level statistics.*
- 8.2 The majority of people who have access to the internet stated they had a broadband internet connection (88%). This is followed by cable (9%) and mobile internet (3G/4G) (7%). *The figure of 88% is high and may reflect the fact that Inverclyde has excellent fibre-optic infrastructure throughout most of the area. This is possibly as a result of Virgin Media's WAN services contract with the Council. The company laid a huge amount of fibre-optic infrastructure as a result of winning the contract in 2006. As a result, it has a very visible presence which would have had the spin-off effect of lifting their broadband retail sales in Inverclyde.*
- 8.3 Most people said the speed of their internet access was either adequate (42%) or good (31%). *Again, this probably reflects the area's high quality fibre infrastructure.* At either end of the speed scale, 12% said it was excellent and 15% said it was poor. Just over half (52%) of respondents said they rated the cost of internet in their area as being moderate. A further 27% thought it was high and 5% stated it was low. (Sixteen per cent of respondents said they did not know).
- 8.4 Just over half (52%) of respondents said they have access to e-mail or the internet for personal use outside the home. The three most common places that people used e-mail or the internet outside the home were 'on the move with a smart 'phone/tablet device' (48%), at 'work' (37%) and in a local library (13%).
- 8.5 The top three aspects that people use the internet for were 'e-mail' (86%), 'finding information about goods or services' (77%) and 'buying clothes, books, dvds etc' (68%). *These figures are also in line with national trends. The development of the Council's Digital Access Strategy aims to meet the growing demand for more on-line access to Council services.*
- 8.6 Twenty-one per cent of respondents do not have access to e-mail or the internet either in their home or outwith their home. The main reasons that people gave for not using the internet were 'I don't need it' (42%), 'I don't have a PC' (34%), 'it does not interest me' (20%) and 'I would be worried about confidentiality/security' (17%). Developments that would encourage people to use the internet in the future are 'free internet access' (27%), 'cheaper internet access' (25%), 'free or cheap tuition' (20%), 'cheaper computers' (19%) and 'increased knowledge of what is on the internet' (17%). *There may be a message here for the Council to widen public access to internet/IT tuition. Currently, Libraries offer training and PC access to the public. Excellent ICT facilities also exist in our educational establishments and consideration could be given to better utilising them for the benefit of the local community.*
- 8.7 While 75% of respondents said they currently have access to e-mail or the internet from home, this rose to 77% among respondents from the Rest of Inverclyde and dropped to 71% among people living in the Worst 15% of Datazones. Respondents aged 35-44 years are most likely to have access to e-mail or the internet from home, with 89% stating this compared to 52% among respondents aged over 75 years.
- 8.8 Just over half (52%) of respondents rated the cost of internet access in their area as moderate. A further 27% thought it was high while 5% stated it was low (16% said they did not know). *It is encouraging that twice as many people rate the cost of their internet access*

as low/moderate compared to those who think it is high.

- 8.9 *Much of the above information demonstrates that the Council is right to be developing a Digital Access Strategy that will allow the public to make use of the internet (at home, at work or from a mobile) to access Council services. If people can interact or request services via e-mail, text or the internet, then the load on front-line facing staff should decrease. This type of access also effectively extends much of the Council's service availability, as the public can contact the organisation whenever it suits them.*

9. SURVEY TOPIC: PUBLIC TRANSPORT WITH COMMENTARY FROM STRATHCLYDE PARTNERSHIP FOR TRANSPORT (SPT)

- 9.1 *Eighty-five per cent of respondents said they have access to a bus stop within five minutes walk of their home. Almost two thirds (64%) of respondents said they have access to a train station within 10 minutes walk from their home. SPT said the fact that access is rated highly is very encouraging as there has been a considerable amount of investment from the rail industry in access schemes in the last few years. The Inverclyde area does fairly well regarding the number of stations and the frequency of service.*
- 9.2 *Just under half (45%) of respondents said they had travelled by public transport, either bus or train in the last week. A further 11% had done so between one and two weeks ago and 9% had done so between three and four weeks ago. Just over a quarter (27%) said they last travelled by public transport in Inverclyde over four months ago and 7% said they had never travelled by public transport in Inverclyde.*
- 9.3 *Of those people that travel by public transport, 13% said they did so most days per week, with a further 15% doing so several days a week and 11% on at least one day per week. Twenty per cent of respondents travelled by public transport between one day a fortnight and one day per month. Forty per cent of respondents said they travelled by public transport less often than once a month.*
- 9.4 *Train service: The top three elements of the train service that respondents were most likely to be satisfied with were 'ease of access' (85%), 'journey times' (84%) and 'frequency of the train service' (84%). In contrast, the two elements which people are most likely to be dissatisfied with were 'cost of train fare' (39%) and 'value for money of the train fare' (35%). While SPT is unable to do too much about price and general cost issues other than administering the Concession Fares Scheme on behalf of local authorities and some ticketing products, it should be noted that costs are substantially supported by central government via the rail franchise.*
- 9.5 *Bus service: The top three elements of the bus service that respondents were most likely to be satisfied with were 'ease of access' (74%), 'provision of bus stops' (71%) and 'frequency of the bus service' (70%). In contrast, the two elements which people are most likely to be dissatisfied with were 'cost of bus fare' (33%) and 'value for money of the bus fare' (26%).*
- 9.6 *The main way people obtained information about bus and train service departures was through the internet (36%). This was followed by 'on-street/in-station printed display' (31%) and then 'turn up and wait' (24%).*
- 9.7 *Satisfaction with various elements of public transport information in Inverclyde is generally quite high. For the most part, in the region of between a half and two thirds of all respondents are satisfied with the availability, amount, clarity, sources and accuracy of information. Approximately a third of respondents are neither satisfied nor dissatisfied and between 7% and 9% are dissatisfied.*
- 9.8 *The improvement that most people who are regular bus users have noticed is the quality of bus stop facilities with the provision of raised kerbs, new shelters and timetable (display) cases. Thirty-two per cent of respondents said there has been a lot of improvement with these issues and 53% said a little improvement. It is gratifying to note that the provision of improved bus infrastructure is acknowledged, particularly regarding raised kerbs etc.*

Infrastructure, bus station and information are all seen as important to Panel members and SPT will continue to work towards meeting the majority of local aspirations.

- 9.9 Twenty-two per cent of respondents said there has been a lot of improvement regarding 'personal security at those locations where lighting has been improved', with a further 50% saying there has been a little improvement. Finally, 20% of respondents said there has been a lot of improvement regarding 'the level and quality of bus services', with a further 50% saying there has been a little improvement. *SPT says that the issues of cost, comfort, cleanliness and courtesy of staff raised by Panel members are areas which the public transport industry strives to address. For example, cleanliness and punctuality form part of SPT's Quality Regime which aims to ensure that specific standards of passenger service quality are maintained.*
- 9.10 The top three issues that prevent people from using public transport more often are 'I have a car' (53%), 'it is too expensive' (20%) and 'public transport does not go where I want it to go' (17%).
- 9.11 The main things that would encourage people to use public transport more often included 'cheaper bus and train fares' (45%), 'more frequent buses and trains' (29%) and 'faster more direct bus routes' (25%). *The additional hourly Gourock-Glasgow train service from Summer 2014 should be seen as a positive for the area.*
- 9.12 Overall, 63% of respondents said they are either fairly or very satisfied with public transport provision, both bus and train in Inverclyde. A further 28% said they were neither satisfied nor dissatisfied and 9% were dissatisfied.

10. IMPLICATIONS

10.1 Finance

There are no direct financial implications arising from this report.

Financial implications – one-off costs:

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

Financial implications – annually recurring costs/(savings):

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

10.2 Legal

There are no direct legal implications arising from this report.

10.3 Human resources

There are no direct human resources implications arising from this report.

10.4 Equalities

Membership of the Panel is representative of Inverclyde's population by gender, age, employment status, housing tenure, ethnic origin and geographic location.

Potentially extending the use of ICT facilities in educational establishments for the benefit of the community would ensure that more Inverclyde residents have the opportunity to utilise ICT equipment in their local area. This would complement the Adult Learning Service provided in the Council's library facilities.

10.5 Repopulation

It is encouraging to note that almost three quarters of Panel members are fairly or very satisfied with Inverclyde as a place to live.

The additional hourly Gourock-Glasgow train service from Summer 2014 supports delivery of the Council's repopulation agenda.

11. CONSULTATION

- 11.1 The appropriate Council Services and community planning partners were consulted in the development of the Spring 2014 Citizens' Panel Survey and the results have been disseminated to ensure that action is taken to address issues, as appropriate.

12. CONCLUSION

- 12.1 The results of the Spring 2014 Citizens' Panel Survey are presented for the Committee's consideration, with the suggestion that they are taken in account when service delivery is reviewed, as appropriate.