

COPELAND BOROUGH COUNCIL



PLACE SURVEY

SUMMARY OF KEY FINDINGS

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Date: 22-OCT-09

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Introduction

Purpose

This document has been put together to highlight some of the main messages from the Place Survey. It does not attempt to look at the results of every question within the survey. For a breakdown of all the results please use the document “Place Survey 2008 – Breakdown of Responses by Locality”.

This document builds upon the paper provided to the Place Survey Task and Finish group on the 10th September 2009.

Data used within this report

Copeland Borough Council, South Lakeland District Council and Allerdale Borough Council chose to implement an additional ‘boost’ mailing on top of the main Place Survey. This was done as a means of increasing the confidence in the data provided at locality level; it ran separately but alongside the Place Survey and replicated the methodology.

The main Place Survey had 1,478 responses with an additional 843 responses from the boost, bringing the total to 2,321. Through consultation, it was decided that the boost responses would be included in the results reported by BMG research (with the exception of National Indicators). As the boost mailing was not included in the figures provided to the Audit Commission it means some of the figures reported nationally will vary slightly with those reported in the BMG research report.

In almost all cases the figures used in this report are based upon those reported by BMG research and so include the boost. The only exception is for the overall Copeland response in question 8 (page 11) where the boost has not been included in order to compare our performance with other councils.

Understanding what is within our control to change

It is important that we understand what is driving people’s perceptions recorded within the Place Survey results. According to Ipsos MORI many of the survey results are beyond our control. In fact they are able to predict quality of life results knowing only 5 factors: degree level or higher qualifications, households living in homes with 0.5 people or fewer per room, indices of multiple deprivation, proportion of people under 21 and geographic region.

It is important to target areas that are going to make a difference. According to Ipsos MORI quality of life is heavily impacted by: sense of belonging, antisocial behaviour, respect and liveability, services provided by key agencies like the council and police.

National indicators

The Place Survey provides eighteen national indicators for local authorities. These indicators are summarised below.

National Indicator	%	Unweighted sample base	Weighted sample base	Confidence Interval based on weighted base
NI1: % of people who believe people from different backgrounds get on well together in their local area	74.8	947	949	+/-3.5
NI2: % of people who feel that they belong to their neighbourhood	66.8	1403	1402	+/-3.1
NI3: Civic participation in the local area - % who have taken part in listed activities within the last 12 months	13.2	1362	1375	+/-2.2
NI4: % of people who feel they can influence decisions in their locality	23.6	1248	1264	+/-2.9
NI5: Overall / general satisfaction with local area - % satisfied	76.3	1469	1471	+/-2.7
NI6: % participating in regular volunteering	23.3	1298	1283	+/-2.9
NI17: Perceptions of anti-social behaviour - % who feel ASB is high based on score calculated from responses regarding ASB problems	23.6	1403	1412	+/-2.8
NI21: Local council and police are dealing with local concerns about anti-social behaviour and crime issues - % agree	28.7	1367	1386	+/-3
NI22: Perceptions of parents taking responsibility for the behaviour of their children in the area - % agree	26.7	1377	1385	+/-2.9
NI23: Perceptions that people in the area treat one another with respect and consideration - % who state people not doing so is a problem	34.7	1353	1364	+/-3.2
NI27: Understanding of local concerns about anti-social behaviour and crime issues by the local council and police - % who agree their views are sought on these issues.	28.6	1393	1403	+/-3
NI37: % aware of civil protection arrangements in the local area	19.6	1417	1434	+/-2.6
NI41: Perceptions of drunk or rowdy behaviour as a problem - % who state this is a problem	32.3	1321	1333	+/-3.1
NI42: Perceptions of drug use or drug dealing as a problem % who state this is a problem	38.3	1177	1202	+/-3.4
NI119: Self-reported measure of people's overall health and well-being - % describing health as good	71.7	1447	1439	+/-2.9

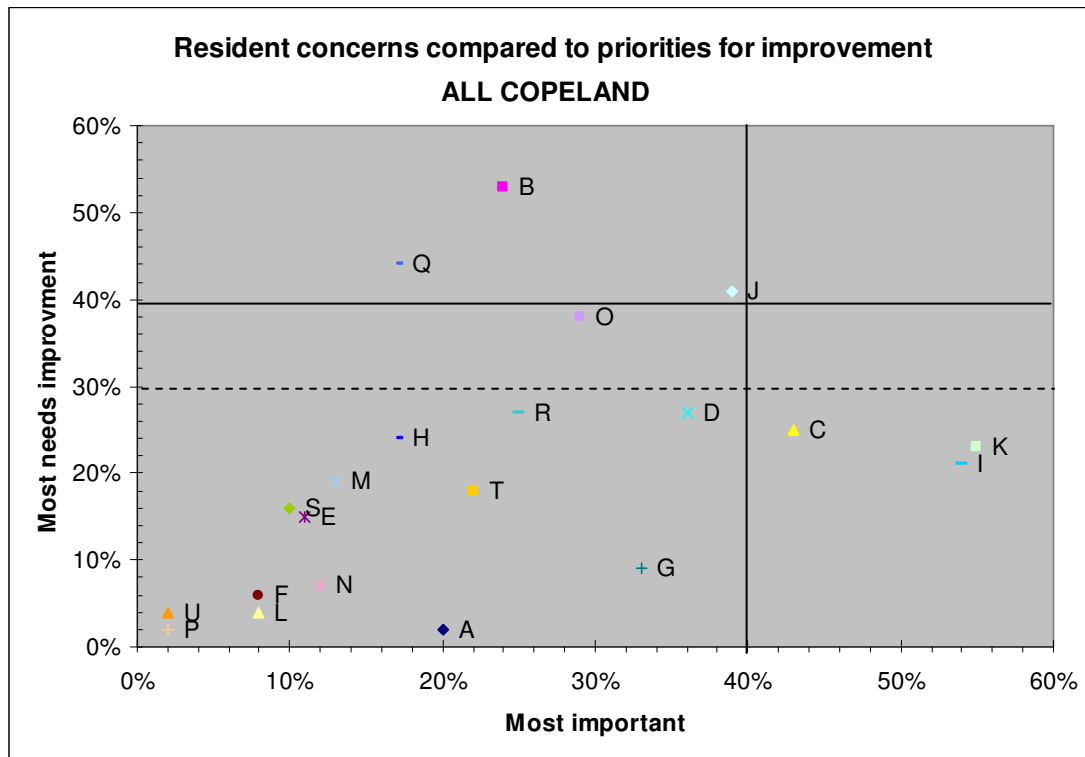
NI138: Satisfaction of people over 65 with both home and neighbourhood	85.1	482	314	+/-4.9
NI139: The extent to which older people receive the support they need to live independently - % who believe this support is available	36.5	1425	1423	+/-3.1
NI140: Fair treatment by local services - % who agree they have been treated fairly in the last year	66.3	1235	1214	+/-3.3

Satisfaction with public service providers:

58% are satisfied with Cumbria Police;
 90% are satisfied with Cumbria Fire and Rescue Service;
 85% are satisfied with their local GP;
 75% are satisfied with their local hospital;
 53% are satisfied with their local dentist;
 29% are satisfied with Copeland Borough Council (27.7% excluding boost);
 30% are satisfied with Cumbria County Council.

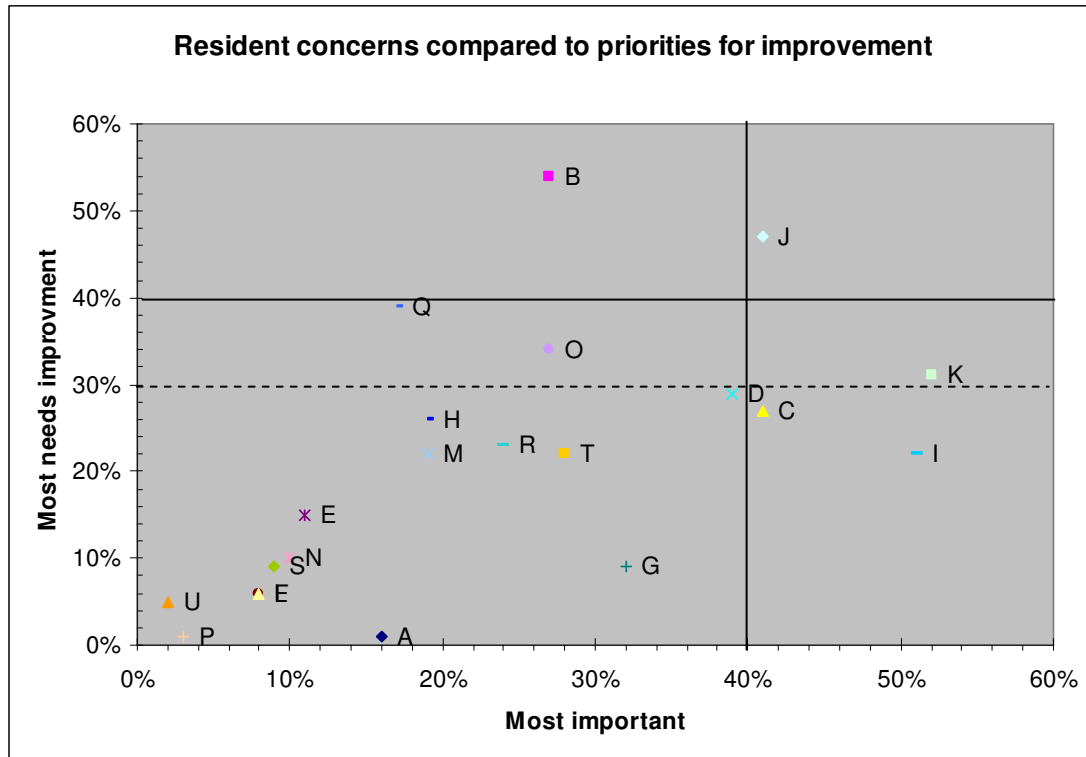
Resident views on local area

Question 1 and 2 asked what was most important in making somewhere a good place to live and what most needs improving. The results for Copeland are shown in the following chart. Pages 7-9 show the results by locality. The solid lines drawn across the charts (at 40%) show where BMG Research divide the results into critical / non-critical. The dashed line has been added to include other areas which may need attention.

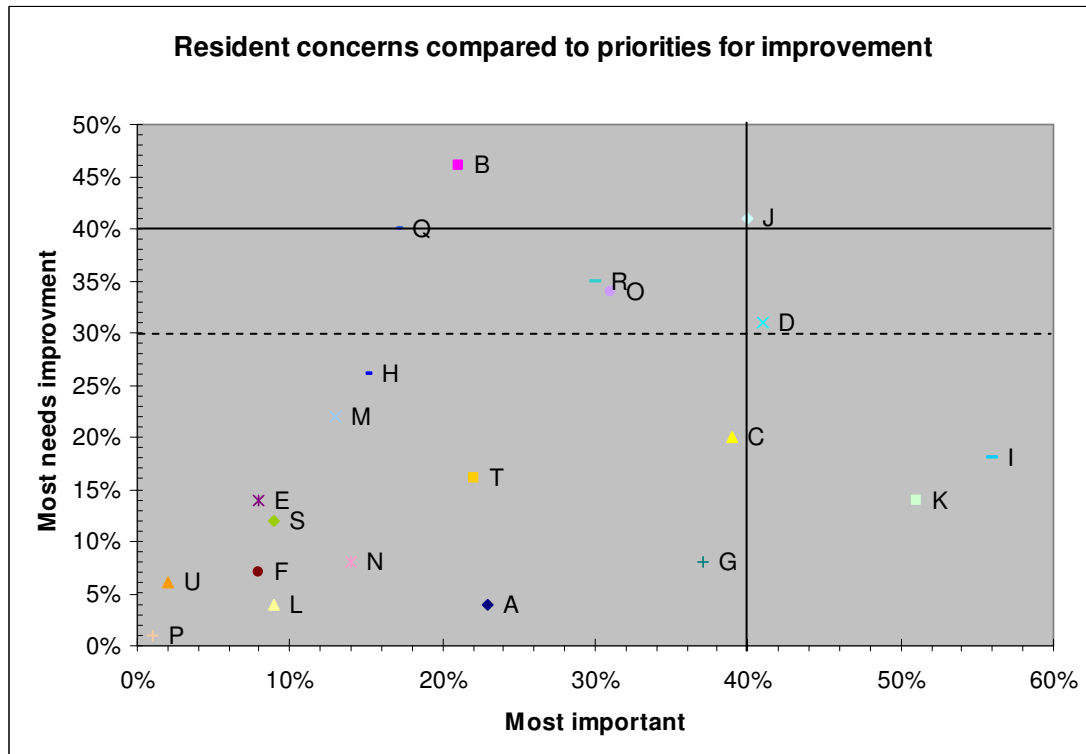


Label	Description
A	Access to nature
B	Activities for teenagers
C	Affordable decent housing
D	Clean streets
E	Community activities
F	Cultural facilities (e.g. libraries, museums)
G	Education provision
H	Facilities for young children
I	Health services
J	Job prospects
K	The level of crime
L	The level of pollution
M	The level of traffic congestion
N	Parks and open spaces
O	Public transport
P	Race relations
Q	Road and pavement repairs
R	Shopping facilities
S	Sports and leisure facilities
T	Wage levels and local cost of living
U	Other

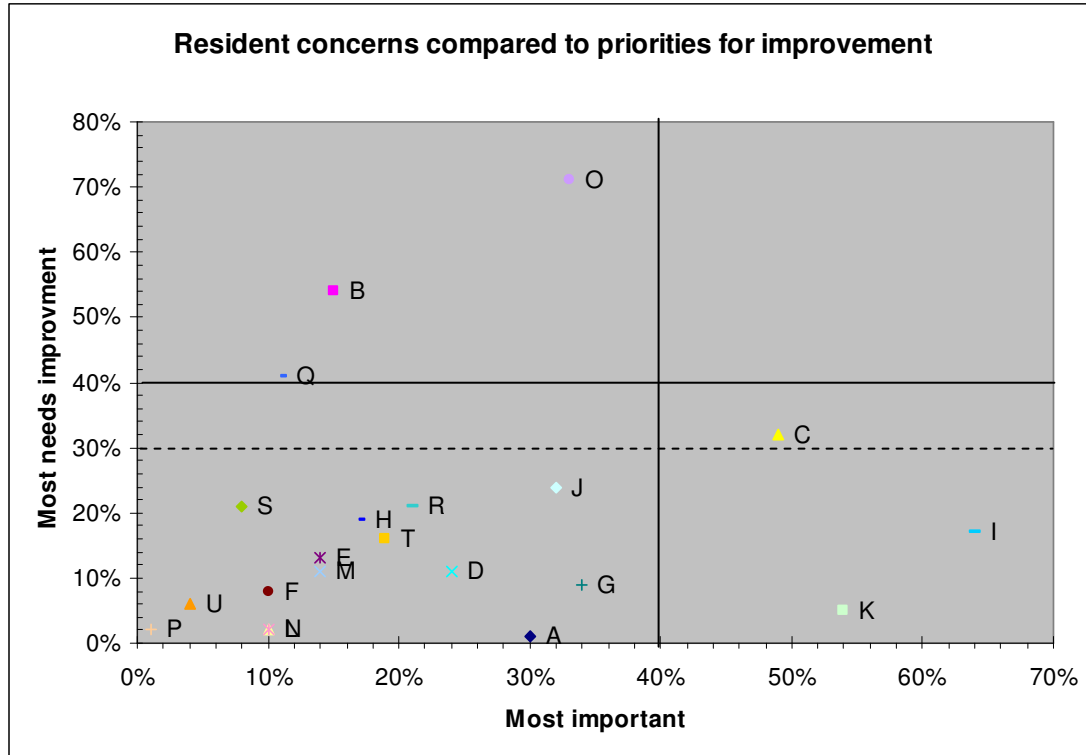
Cleator Moor



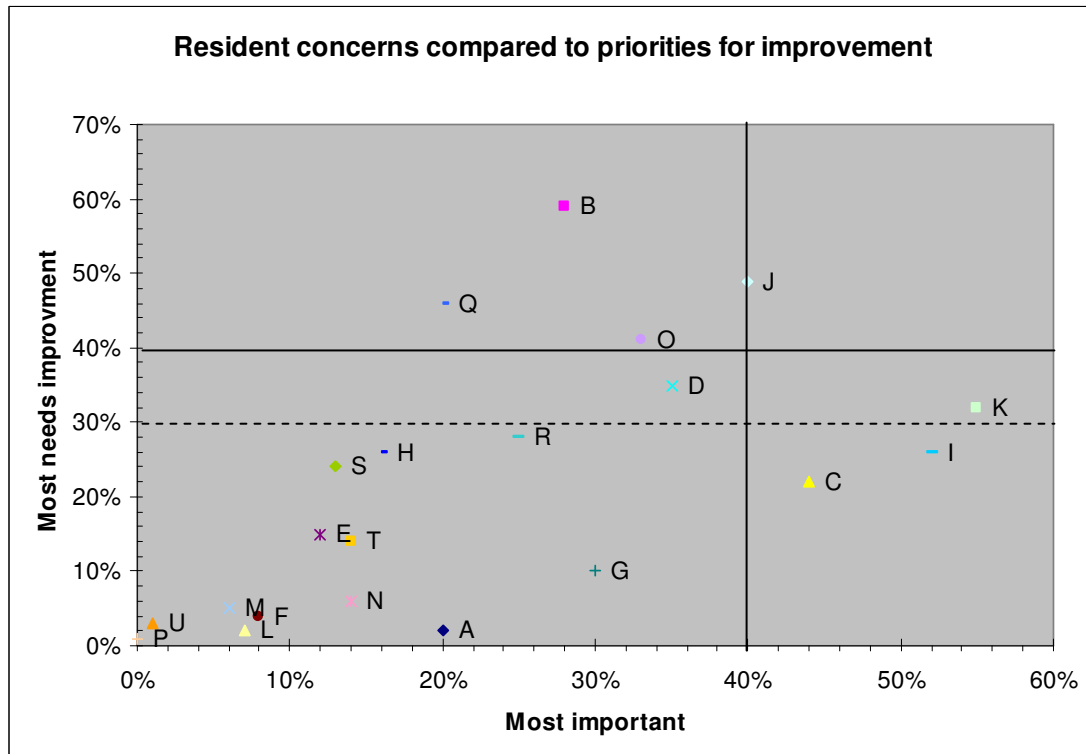
Egremont



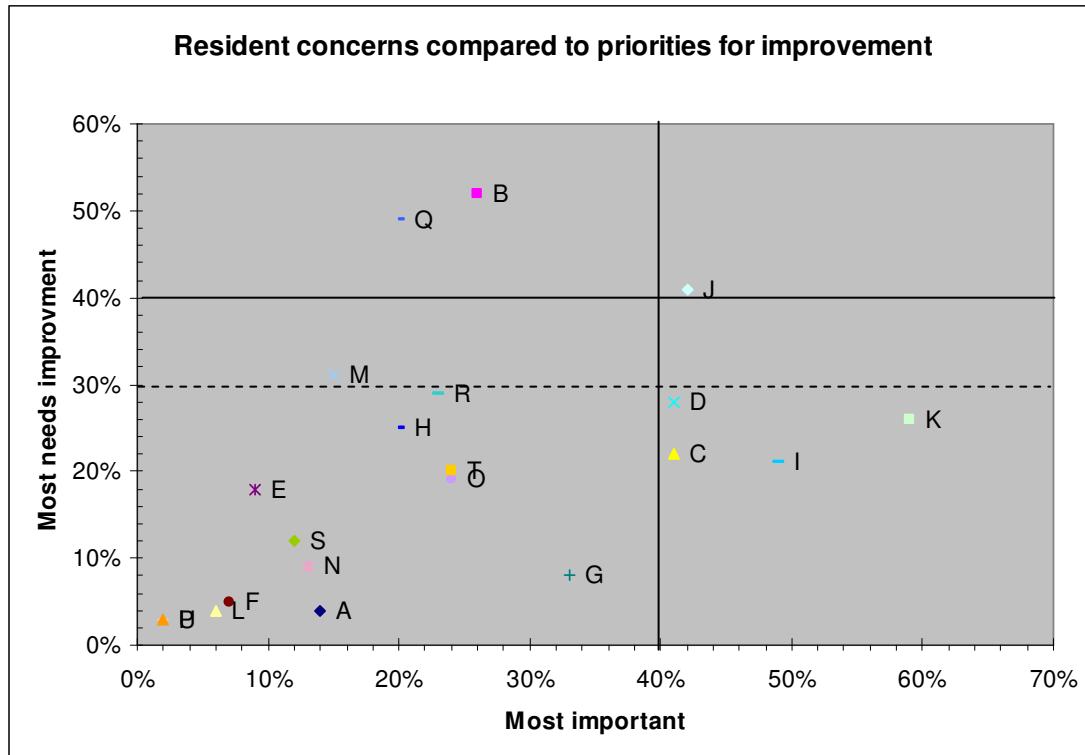
Mid Copeland



South Copeland



Whitehaven



Resident views on Service Satisfaction

Question 8 asks the responder to rate their satisfaction with 11 public services. This was followed with question 9 asking how frequently they used 8 of these services.

The chart on page 11 shows satisfaction with public services based on the results of question 8. These results are broken down to locality. The impact is shown at the bottom of this page.

National performance results are available for this question and have been included on the chart. The red line shows the national average and the 'rank' number represents where we rank nationally out of 352 councils (1 being highest performer).

Page 12 shows the results for question 8 but only includes responses where responders have said they have used the service in the last 12 months.

National satisfaction ranking

The table below shows our current ranking nationally for question 8 (out of 352 councils). The columns to the right show what our ranking would be with a 2%, 5% and 10% increase in satisfaction.

Service	Current Rank	2% Increase	5% Increase	10% increase
Keeping public land clear of litter and refuse	339	323	300	224
Refuse collection	312	299	263	185
Doorstep recycling	300	268	210	120
Local tips/hhold waste recycling centres	320	309	282	197
Local transport information	332	318	276	183
Local bus services	321	304	273	220
Sport/leisure facilities	312	291	247	144
Libraries	173	112	45	8
Museums/galleries	270	250	224	173
Theatres/concert/halls	322	310	291	255
Parks and open spaces	333	325	295	235

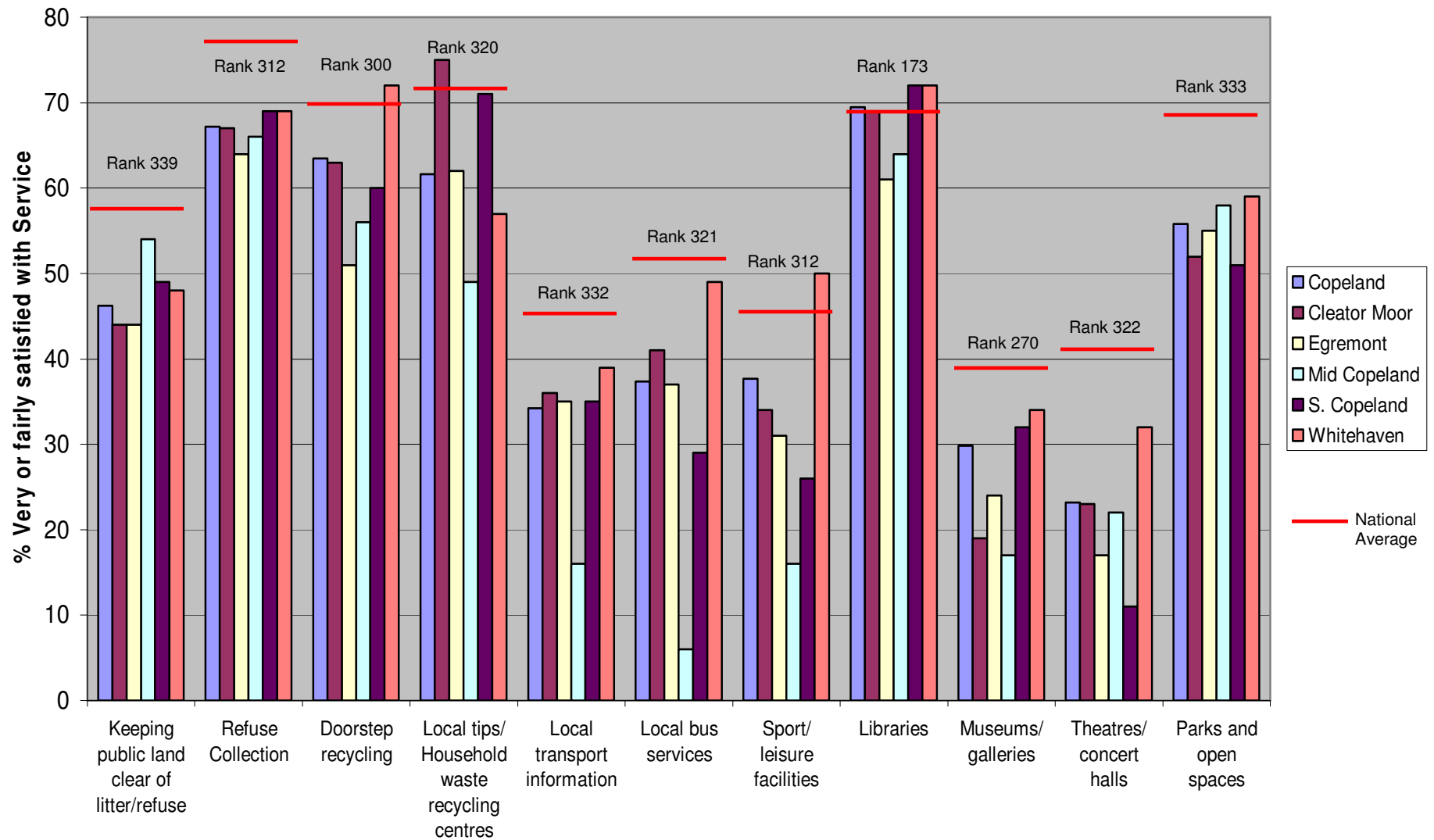
Our national ranking for overall satisfaction with how the council runs things was 313 out of 316. A 2% increase would take this to 312, 5% increase to 305 and 10% increase to 270.

How service use affects satisfaction

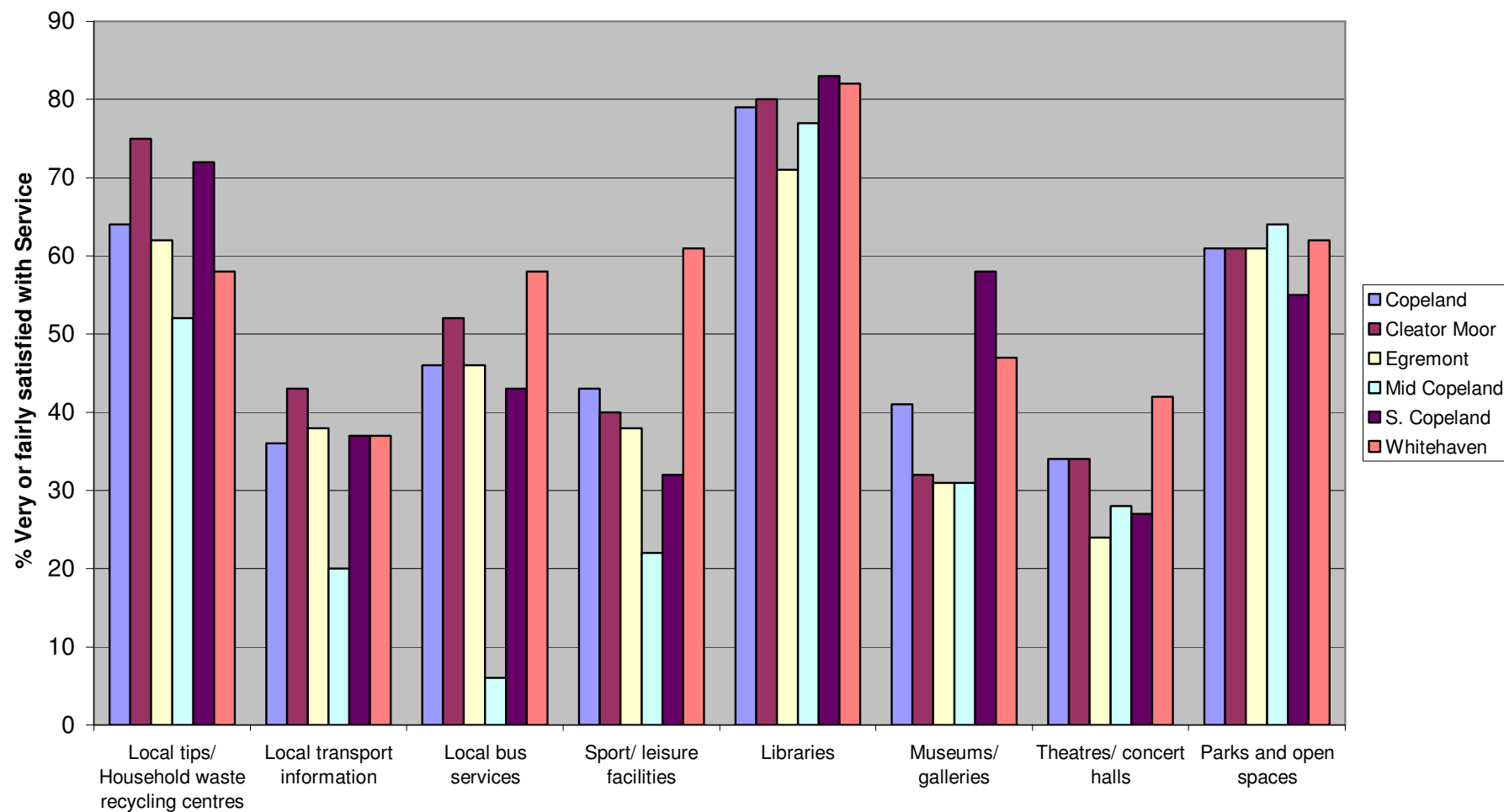
The table below shows the increase in satisfaction of responders that have used the service in the last 12 months compared to all responders. E.g. overall in South Copeland 11% are satisfied with theatres/concert halls compared to 27% that have used the service in the last 12 months - this is shown as an increase of 145%.

Service	Copeland	Cleator Moor	Egremont	Mid Copeland	South Copeland	Whitehaven
Local tips/ Household waste recycling centres	3.90%	0.00%	0.00%	6.12%	1.41%	1.75%
Local transport information	5.26%	19.44%	8.57%	25.00%	5.71%	-5.13%
Local bus services	22.99%	26.83%	24.32%	0.00%	48.28%	18.37%
Sport/ leisure facilities	14.06%	17.65%	22.58%	37.50%	23.08%	22.00%
Libraries	13.67%	15.94%	16.39%	20.31%	15.28%	13.89%
Museums/ galleries	37.58%	68.42%	29.17%	82.35%	81.25%	38.24%
Theatres/ concert halls	46.55%	47.83%	41.18%	27.27%	145.45%	31.25%
Parks and open spaces	9.32%	17.31%	10.91%	10.34%	7.84%	5.08%

Question 8 - Service Satisfaction (based on valid responses)



Question 8 - Service Satisfaction (where service used in last year / valid responses)



Satisfaction with Copeland Borough Council

Work has been carried out on the survey results to try and understand the main drivers that affect overall satisfaction with the Council. This involved analysing the responses to every question to understand which questions had the greatest impact on satisfaction. Percentages quoted below may differ slightly to those quoted elsewhere as where responders haven't answered a question it has been included in the total number of responses.

Out of 2321 responses 612 are very or fairly satisfied with how the Council runs things (26.38%). Below are some of the key findings relating to satisfaction. The first example is explained in some detail, as the following use the same methodology less information on how they are calculated is provided. Full information is available on request.

Value for Money

Overall 455 people agreed the Council provides value for money. Of these 396 people are satisfied with how the Council run things. This means of those who agree we provide value for money 87.04% are satisfied with how the Council runs things compared to the 26.38% average. If someone agrees the Council provides value for money they are 3.3 times more likely to be satisfied with how the Council runs things than average.

County Council

83.67% of those who are satisfied with Cumbria County Council are satisfied with how Copeland Borough Council run things. If someone is satisfied with Cumbria County Council they are 3.2 times more likely to be satisfied with how Copeland Borough Council run things than average.

72.82% of those who agree Cumbria County Council provide value for money are satisfied with how Copeland Borough Council run things. If someone agrees Cumbria County Council provides value for money they are 2.8 times more likely to be satisfied with how Copeland Borough Council run things than average.

Clean and Green

59.42% of those who feel the Council is doing 'A great deal' working to make the area cleaner and greener are satisfied with how Copeland Borough Council run things. They are 2.3 times more likely to be satisfied with how Copeland Borough Council run things than average.

People who are very satisfied with the Council keeping public land clear of litter and refuse are 2.0 times more likely to be satisfied with how Copeland Borough Council run things than average.

Treated with respect and consideration by local public services

Of those who feel public services treat them with respect and consideration "All of the time" 53.98% are satisfied with how Copeland Borough Council run things. They are 2.0 times more likely to be satisfied with how Copeland Borough Council run things than average.

People that agree 'a great deal' with the statement 'local public services treat all types of people fairly' are 2.2 times more likely to be satisfied with how Copeland Borough Council run things than average.

Refuse Collection

People who are dissatisfied with refuse collection (461 people) are 2.0 times more likely to be dissatisfied with how Copeland Borough Council run things than average. Those dissatisfied with local tips and household waste recycling centres (367 people) are 1.9 times more likely to be dissatisfied with how Copeland Borough Council run things.

Being kept well informed about local public services

51.76% of those who feel 'overall' well informed are satisfied with how Copeland Borough Council run things. They are 2.0 times more likely to be satisfied with how Copeland Borough Council run things than average.

Interestingly, the importance of being kept informed occurs a number of times:

- People who feel very well informed about how Council tax is spent are 2.1 times more likely to be satisfied with the Council than average.
- People who feel well informed about public service performance are 1.8 times more likely to be satisfied with the Council than average.
- People who feel well informed about how to get involved in local decision making are 1.7 times more likely to be satisfied with the Council than average.
- People who feel well informed about the standard of service you should expect from local public services are 1.7 times more likely to be satisfied with the Council than average.

Influencing decisions affecting local area

50.09% of those who feel they are able to influence decisions affecting their local area are satisfied with how Copeland Borough Council run things. They are 1.9 times more likely to be satisfied with how Copeland Borough Council run things than average.

Cumbria Constabulary

64.27% of those who feel are dissatisfied with Cumbria Constabulary are also dissatisfied with how Copeland Borough Council run things. They are 2.0 times more likely to be dissatisfied with how Copeland Borough Council run things than average. If people disagree that police and other local public services are successfully dealing with local area issues they are 1.8 times more likely to be dissatisfied with how the Council runs things than average.

Satisfaction with local area as a place to live

63.86% of those who are dissatisfied with their local area as a place to live are dissatisfied with how Copeland Borough Council run things. They are 2.0 times more likely to be dissatisfied with how Copeland Borough Council run things than average.

Summary

Satisfaction with Local Area

Below is a summary of what residents feel most needs improving in their local area.

Where an item has an 'X' next to it at least 30% of residents felt it needed IMPROVING (Q2). If the 'X' is in red then it means not only does it need improving but at least 40% of people felt it was IMPORTANT (Q1).

Locality	Activities for teenagers	Affordable decent housing	Clean streets	Crime level	Job prospects	Public transport	Road and pavement repairs	Shopping facilities	Traffic congestion
Cleator Moor	X			X	X	X	X		
Egremont	X		X		X	X	X	X	
Mid Copeland	X	X				X	X		
S Copeland	X		X	X	X	X	X		
Whitehaven	X				X		X		X
Copeland Overall	X				X	X	X		

Of the items flagged above Cumbria County Council are responsible for public transport, road and pavement repairs and traffic congestion. Cumbria Constabulary has overall responsibility for reducing crime although we have section 17 responsibilities and are part of the Crime and Disorder Reduction Partnership.

Satisfaction with Council

The following areas have a strong relationship with satisfaction with the Council:

- Council providing value for money (key role here will be informing residents)
- Perception of the County Council and Cumbria Constabulary
- Clean and green
- People being treated with respect
- Refuse collection
- People being kept informed about local public services
- People being able to influence decisions affecting local area

Satisfaction with local area as a place to live has not been included above as it is driven by most of the items already included in the list as well as areas outside of local public service control (see bottom of page 3 for more information).

Locality had some impact on overall satisfaction with the Council:

Answer	Copeland Overall	Cleator Moor	Egremont	Mid Copeland	South Copeland	Whitehaven
Satisfied	29%	28%	30%	30%	26%	29%
Dissatisfied	35%	31%	32%	30%	44%	37%

Acorn segmentation groups have very little impact on satisfaction.

It is worth pointing out that the drivers for satisfaction identified nationally by Ipsos MORI are very similar to those identified within this report. The BMG report also identifies similar drivers of satisfaction.