

STOCKTON-ON-TEES BOROUGH COUNCIL

CABINET RECOMMENDATIONS

PROFORMA

Cabinet Meeting1st October 2009

1. Title of Item/Report

Place Survey

2. Record of the Decision

Consideration was given to a report that presented findings from the release of the national Place Survey data, providing comparative data with the picture nationally and locally, in advance of a special Members Seminar on 12th October.

It was explained that the Place Survey had been designed primarily for use at the local level to provide information on people's perceptions of their local area and the local services they received. The statutory survey was conducted nationally between September and December 2008 and was due to take place every 2 years with the next survey being undertaken in the autumn of 2010.

Member were provided with information showing the results for Stockton compared with the England average, Unitary Authorities, North East Authorities, Tees Valley Authorities and the CIPFA comparator family grouping, as well as quartile position.

It was noted that, compared with the national average, Stockton's performance was higher than, or equal in 50%, of the measures. These included:-

Clear of litter and refuse (up 7.4%)
 Refuse collection (up 12.2%)
Doorstep recycling (up 8.5%)
 Satisfaction with the Council (up 3.6%)

Areas where Stockton's performance was lower than the national average included:

Sport/leisure (down 3.6%)
 Museums/galleries (down 7.7%)
 Theatres/concert halls (down 5.8%)

down Parks/Countryside (down 6.2%)

Members were provided with details of how Stockton's results compared with other Tees Valley authorities and CIPFA near neighbours. When compared with similar authorities the Stockton picture was more positive, overall, than when the other comparators were used.

Following the national release of the Place Survey data in June, IPSOS MORI undertook some analysis of the relationship between individuals' perceptions of their area and contextual factors such as demographic patterns, levels of deprivation and ethnic diversity in order to provide a framework within which to understand perception and performance data. Crucially, it further underlined the need for agencies to work in partnership to meet the needs and aspirations of their communities, marshalling resources across the public, voluntary and private sectors.

The report further explored ways in which individual services could build public confidence given that in the main the findings from the Place Survey reinforced the impression that many councils had failed to win the hearts and minds of those they served, so that even where satisfaction with local areas had been increasing and local people accepted council services were getting better, they often assume this was in spite of the council rather than because of it.

The report provided an insight into what drove individuals' perceptions of their local areas and gave clear pointers to local authorities about what they could do to turn trends around and where efforts may be best focussed, acknowledging and identifying those areas that are not within the control of local public services. It also acknowledged that influencing perceptions was not as easy as might be expected and had established 'challenge indexes'

It was explained that a members seminar had been planned in mid October where MORI would explore this further, based on Stockton data.

RESOLVED that the report and planned Members Seminar be noted.

3. Reasons for the Decision

To inform members of Place Survey results.

4. Alternative Options Considered and Rejected

None

5. Declared (Cabinet Member) Conflicts of Interest

None

6. Details of any Dispensations

Not applicable

7. Date and Time by which Call In must be executed

Not later than Midnight on Friday 9th July 2009

Proper Officer
06 July 2009