

## CABINET ITEM COVERING SHEET PROFORMA

**AGENDA ITEM**

**REPORT TO CABINET**

**DATE 29<sup>th</sup> November 2012**

**REPORT OF CORPORATE  
MANAGEMENT TEAM**

### **CABINET DECISION**

**Access and Communities** – Lead Cabinet Member – Councillor David Coleman  
**Corporate Management and Finance** – Lead Cabinet Member – Councillor David Harrington

#### **North East Residents' Survey**

1. Summary

This report presents the initial findings from a survey of local residents that took place between June and August 2012 and was conducted by Ipsos MORI. It also presents an outline plan for communicating and using the results which will be developed into a more detailed plan subject to Cabinet approval and receipt of the final report.

Seven authorities from across the North East agreed to a consortium approach to commissioning a residents survey, in order to achieve economies of scale, provide data for benchmarking purposes and support the principle of sector-led improvement. The survey captured resident perceptions in relation to a number of aspects including trust in the Council, whether it provides value for money and their priorities for improvement as well as satisfaction with a selection of Council services. Overall findings for Stockton Borough are extremely positive, particularly in relation to satisfaction with the Council overall, trust in the Council and perception of the Council providing value for money. Levels of satisfaction with most of the services covered by the survey are good and improved on the whole from the 2008 Place Survey. When compared with the averages of the other Council Consortium participants, Stockton Borough compares extremely favourably. Further work and additional analysis is currently being planned and further information will be shared with Members.

2. Recommendations

It is recommended that Cabinet:

- a. Note the contents of the report, particularly the high levels of resident satisfaction with the borough as a place, increased levels of satisfaction with the Council overall, high levels of trust in the Council and views that the Council provides value for money.
- b. Note the additional analysis to be carried out that will add further value to the research – namely, identifying any areas that need further or additional work by Ipsos MORI (including national comparison where it is available), working with Heads of

Service to add further context and understanding as well as overlaying other survey data (e.g., Crime and Community Safety)

- c. Note proposals for communicating and disseminating the research, findings including; through a special Member Seminar, reports to Stockton Renaissance, a special Setting the Standards for staff and communication with the local media.

### 3. Reasons for the Recommendations/Decision(s)

The recommendations and subsequent actions will ensure that Council and other partners' services can be improved by using the information contained in the report and that produced through further analysis. It will also inform communications on key issues.

### 4. Members' Interests

Members (including co-opted Members) should consider whether they have a personal interest in any item, as defined in **paragraphs 9 and 11** of the Council's code of conduct and, if so, declare the existence and nature of that interest in accordance with and/or taking account of **paragraphs 12 - 17** of the code.

Where a Member regards him/herself as having a personal interest, as described in **paragraph 16** of the code, in any business of the Council he/she must then, **in accordance with paragraph 18** of the code, consider whether that interest is one which a member of the public, with knowledge of the relevant facts, would reasonably regard as so significant that it is likely to prejudice the Member's judgement of the public interest and the business:-

- affects the members financial position or the financial position of a person or body described in **paragraph 17** of the code, or
- relates to the determining of any approval, consent, licence, permission or registration in relation to the member or any person or body described in **paragraph 17** of the code.

A Member with a personal interest, as described in **paragraph 18** of the code, may attend the meeting but must not take part in the consideration and voting upon the relevant item of business. However, a member with such an interest may make representations, answer questions or give evidence relating to that business before the business is considered or voted on, provided the public are also allowed to attend the meeting for the same purpose whether under a statutory right or otherwise (**paragraph 19** of the code).

Members may participate in any discussion and vote on a matter in which they have an interest, as described in **paragraph 18** of the code, where that interest relates to functions of the Council detailed in **paragraph 20** of the code.

### Disclosable Pecuniary Interests

It is a criminal offence for a member to participate in any discussion or vote on a matter in which he/she has a disclosable pecuniary interest (and where an appropriate dispensation has not been granted) **paragraph 21** of the code.

Members are required to comply with any procedural rule adopted by the Council which requires a member to leave the meeting room whilst the meeting is discussing a matter in which that member has a disclosable pecuniary interest (**paragraph 22** of the code).

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**RECOMMENDATIONS**

It is recommended that Cabinet:

- a. Note the contents of the report, particularly the high levels of resident satisfaction with the borough as a place, increased levels of satisfaction with the Council overall, high levels of trust in the Council and views that the Council provides value for money.
- b. Note the additional analysis to be carried out that will add further value to the research – namely, identifying any areas that need further or additional work by Ipsos MORI (including national comparison where it is available), working with Heads of Service to add further context and understanding as well as overlaying other survey data (e.g., Crime and Community Safety)
- c. Note proposals for communicating and disseminating the research, findings including; through a special Member Seminar, reports to Stockton Renaissance, a special Setting the Standards for staff and communication with the local media.

## DETAIL

1. Following a number of discussions through CMT, with the relevant Cabinet portfolio holders, via a Members Policy Seminar and through Regional Chief Executives it was agreed that the approach to conducting a residents Survey should be on a regional basis. The agreed approach was aimed at ensuring delivery of a high quality survey that would allow for time-series analysis against relevant previous survey results, benchmarking regionally and nationally and that would deliver value for money and economies of scale.
2. Seven of the twelve North East local authorities participated in the regional Survey (Durham, Gateshead, Newcastle, North Tyneside, Northumberland, Stockton and Sunderland). In the rest of this report they will be referred to as the Council Consortium. In order that regional benchmarking could happen a core set of common questions was agreed with each authority able provide additional authority specific questions.
3. The questionnaire developed by Ipsos MORI drew on the Place Survey 2008 in order to allow for time-series analysis on changing perceptions and behaviour and from the LGA 'Are you being served?' guidance to enable future comparisons at a national level.
4. Specifically the core questionnaire looked at:
  - a. Satisfaction with the local area and Council services
  - b. How residents get involved in their local area and whether they feel they belong
  - c. The economy and the impact of the economic downturn on household finances
  - d. General feelings of health and well being
5. The additional questions for Stockton were developed following consultation with Members via a Member Seminar and with officers through EMT and focussed on questions relating to local priorities including:
  - a. How residents would like to contact the Council and their views on Council publications
  - b. Use of the internet
  - c. Attitudes towards their homes and housing in the local area
  - d. Crime and anti-social behaviour
  - e. Taking part in physical activity
6. The fieldwork took place between June and August 2012 and a draft report has been received.
7. Part of the standard terms and conditions of the contract with Ipsos MORI is that the publication of the findings in the report through press releases etc., is subject to advance approval by Ipsos MORI. Approval will only be refused on the grounds of inaccuracy or misrepresentation.

8. In considering the results in the draft report, Ipsos MORI state that it is important to bear in mind that the survey took place against a backdrop of huge economic uncertainty and significant changes to the local government sector, with Councils across England continuing to face big challenges in maintaining services and planning for a changing, ageing and growing population. At the same time, Councils are dealing with reduced central government funding and continued pressure to make year-on-year savings. Significant policy changes are also being made, including the Localism Act, Welfare Reform and a new public health remit, all of which will place additional pressure on councils. This is an important context in which to understand and place the results from the survey.
9. **Headline findings indicate:**

#### The local area and community life

- The majority of the Borough's residents are satisfied with their local area (79%) with only 13% (1 in 8) who are dissatisfied and 8% having no opinion either way. This is a slight improvement on results from the 2008 Place Survey (1%) and is six percentage points above the average of the other Consortium councils. Moreover the rating of 79% is 'best in class' among Consortium Councils.
- Satisfaction with the local area is highest in the Western Area (93%) and lowest among Northern Area residents (71%).
- Satisfaction with the local area plays a big role in residents' overall perception of the Council. 75% of residents who are satisfied with the Council overall are satisfied with their local area. Residents personal circumstances (e.g., housing tenure, health) and economic outlook also impact on their satisfaction with their local area, although there are no significant differences in perceptions of the local area by age. For Stockton Borough, this is different from the picture for other Consortium Councils where it is observed that older people (65+) tend to be more satisfied than those in other age groups.
- Ipsos MORI have, through statistical regression analysis, produced a weighted list of key drivers (both positive and negative) that influence satisfaction with the local area, providing a focus for the issues to concentrate on if the overall outcome is to improve satisfaction with the local area).
- Although most of our residents say their area has not changed in the last 12 months (67%), more say it has got worse (20%) than say it has got better (11%). The latter two findings are in line with the Consortium average. Closer analysis of the data indicates that the area of the Borough more likely to perceive their local area has got worse is the Northern Area (31%).
- In relation to priorities for improvement anti-social behaviour remains an issue but other issues secured high responses including, job prospects, road and pavement repairs and activities for teenagers. These findings are interesting when compared with other data elsewhere in the survey. For example, in relation to the priority relating to anti-social behaviour; elsewhere in the survey respondents were given a list of possible issues relating to ASB and asked to state how much of a problem they think each aspect is in their local area. In all cases most residents said that the issue was not a problem at all or not a very big problem. Perception versus reality is further challenged

on examining the data relating to people's actual experience of ASB with more people saying they haven't experienced it than have (54% vs 46%).

- Although the main priorities for improvement identified by respondents are consistent across the Borough, residents in some areas cite particular issues as in greater need of improvement. For example, in the Northern Area 50% indicated shopping facilities need improving; in the Central Area 47% indicated road and pavement repairs and levels of crime required improvement; in the Western Area 58% say the level of traffic congestion needs improving and 25% say sport and leisure facilities; and, in the Eastern Area 32% say traffic congestion needs improving, 26% say education provision/schools and 17% sport and leisure facilities.
- Further detail comparing the levels of importance with the need for improvement will be provided following receipt of the final report.
- Ipsos MORI analysis of the identified priorities for improvement suggests road and pavement repairs seem a particularly important issue to tackle, given these are also two of the lowest rated Council services (41% and 40% respectively) and is one of the important drivers of overall satisfaction. They also state that this finding, alongside winter maintenance, is not uncommon when considering other surveys run by Ipsos MORI. Closer analysis of the data currently available indicates that residents in the Northern Area are more likely to be dissatisfied with road and pavement maintenance than other areas of the Borough (49% and 53% respectively).
- The vast majority of residents (91%) feel safe when outside in their local area during the day and 63% feel safe after dark. This is an improvement on the Place 2008 Survey (86.8% and 45.9% respectively) and a significant improvement for the 'after dark' figure for MORI 2008 Survey (46%).
- 59% of residents agree that the local area is a place where people of different backgrounds get on well. This is in line with the 58% reported across the wider consortium. Around two in three (64%) agree they feel strongly that they belong to their local area, which is slightly lower than the average of the other Consortium Councils (68%), but is an improvement on the 58% from the 2008 Place Survey.
- Nine in ten (89%) residents are satisfied with their home, with nearly half of all respondents (48%) saying they are 'very satisfied'. Residents are, on the whole, also satisfied with the choice (79%) and quality (77%) of housing in the local area. There are however notable levels of dissatisfaction among social tenants (15% are dissatisfied with their home), those in bad health (14%) and those not in work (12%).

#### Getting involved in the local area

- Stockton-on-Tees residents have mixed views about the extent to which local people pull together to improve their area. This is the same in the other authorities participating in the survey. 34% agree that they do, but 26% disagree, the remaining 39% are neutral. However, less people in Stockton disagree than the average for the other councils which is higher at 31%. When looking at this in relation to particular areas of the Borough residents in the Western Area are more likely to agree on this (48%) with Eastern Area more likely to disagree (30%). Older residents are more likely to agree (39%) as are those in social housing (43%). Residents are also more likely to

agree that local people pull together if they themselves are satisfied with the area (40%) or if they feel they belong to the local area (48%).

- Encouragingly, the majority of residents (69%) say they would be willing to work together with others on something to improve their local area, and around 58% know where to go to raise an issue or get help with a local problem. This is broadly in line with the position across the other Consortium Councils.
- One in five of the respondents (21%) has done some form of formal voluntary work at least once a month and more than one in three (36%) has given unpaid, informal help at least once a month to someone who is not a relative. This in line with what Ipsos MORI surveys nationally conclude.
- 30% of residents agree they can influence decisions which affect their local area, whilst this is in line with the average of other Consortium Councils, it is an improvement on the same results for Stockton Borough in the Place Survey 2008 (28%) and also MORI 2008 (22%). There are no significant differences across the geographic areas of the borough. In common with findings in other councils older people (65+) are more likely to say they can influence decisions (37% compared with 30% overall).

#### Perceptions of the Council and its services

- Perceptions of the Council are largely positive and Stockton Council performs better than the Consortium Councils Average on all of the key measures.
- Nearly two thirds of residents are satisfied with the Council overall (64%), which is considerably higher than the 49% satisfaction level returned in the 2008 Place Survey and is the same as the MORI 2008 Survey results. It is also the highest satisfaction score of all seven Councils participating in the Survey and their overall average of 50%. This level of satisfaction also compares well to Ipsos MORI's most recent national data on attitudes to local government, which shows that just over half of the public across the country are satisfied with the way their local Council runs things. That survey and the MORI 2008 survey uses a different methodology (face-to-face) so is not strictly comparable, but it is worth noting that face-to-face surveys normally elicit a more favourable response, making Stockton's result all the more encouraging.
- Attitudes to satisfaction with the Council overall vary quite markedly by local area. Residents in the Eastern Area are the most satisfied (71%) whereas in the Northern Area the satisfaction rate is 55%.
- Satisfaction is consistent across gender, age, working status and household composition.
- 45% of residents say they would speak positively about the Council (39% if they were asked and 6% proactively). In contrast, around three in ten (27%) would speak negatively about the Council (16% if they were asked and 11% unprompted).
- Analysis of our data shows that perceptions of trust in the Council, perceptions of value for money, satisfaction with the local area and feeling that the Council acts on the concerns of residents are all important drivers of overall Council satisfaction, with perceptions of trust being the most dominant factor. How well informed residents feel also seems to play a role, a finding continually reinforced through wider Ipsos MORI

polling. This data will help our understanding of which areas are most important in relation to maintaining and improving our image. We are performing well on many of these important measures.

- The majority of residents say they trust the Council either a fair amount or a great deal (62%). This is higher than the average across the Consortium Councils, where 53% of residents say they trust their respective council. Stockton data shows 38% indicate that they don't trust the Council (29% saying 'not very much' and only 9% saying 'not at all', compared with the average across other authorities of 47% indicating 'not very much/not at all').
- In relation to the question on trust, residents in the Central Area respond most positively with almost seven in ten (68%) saying they trust the Council. Conversely, those in the Northern and Western Areas are more likely than average to say they do not trust the Council (48% and 50% respectively). Notably though, respectively in these areas, 52% and 50% of residents say they do trust the Council.
- Those most likely to trust the council are also those who are most satisfied that it provides value for money and the most likely to speak positively about it. They include: women, people aged 65+, home owners and single people. Trust levels are well above average among residents who feel informed about the Council (80%) compared with just one in three (32%) of those who do not feel informed about the council say they trust it.
- 46% of residents agree that the Council provides good value for money which is 10% higher than the levels indicated in the 2008 Place Survey, 4% higher than MORI 2008 and 9% above the average of the Consortium Councils. 25% of residents disagree with 29% neither agreeing nor disagreeing. As with trust, residents in the Central Area are the most positive (52%) and the Northern Area the least positive with the same amount of people agreeing as disagreeing (34% and 33%).
- Unlike satisfaction, attitudes regarding value for money (VFM) do vary across demographic groups. Women are more likely than men to agree the Council offers VFM (49% versus 43%). People aged 65+ are more likely to agree (60%) than those aged 25-44 (37%) or 45-64 (48%) as are those who are retired (58%) rather than working (41%).
- Almost two in three residents feel very or fairly well informed about what Stockton Council does (64%) compared with a minority (36%) who do not feel informed. This is 22% higher than the return from the 2008 Place Survey and well ahead of the average across the other Consortium Councils (57%).
- Opinion is more split on the degree to which the Council acts on the concerns of its residents; 54% believe the council does this a great deal or a fair amount, but 46% think the council takes little or no action. Those in the Central and Eastern Areas are more inclined to agree the council does act on the concerns of its residents (61% and 59%), whereas residents in the Northern and Western Areas are more inclined to disagree (59% and 57%). The overall figure though is a 7% improvement on the 2008 Place Survey and is higher than the 45 average % across the participant authorities.

#### Service usage and satisfaction



- Respondents were given a short list of services and asked how frequently they used them. Parks and green spaces, local tips and recycling centres were the most widely used services in the previous year (88% and 77% respectively with 48% and 19% indicated they were frequent users), while museums/galleries and theatres/concert halls/arts venues were used the least frequently (38% and 50% respectively). (It should be noted though that the closure of Preston Hall for the refurbishment will be a contextual factor to consider). In relation to the highest numbers of non-users 62% quoted museums/galleries and 50% theatres/concert halls/arts venues.
- Younger people aged 25-44 (53%) and households with children (59%) are more likely to be frequent users of parks and green spaces. This is also true of sports and leisure facilities (33% and 40%).
- Older people aged 65+ and those in retirement are less likely to use leisure facilities or parks/green spaces. However, retired people are the most likely of all demographic groups to use local libraries (36% versus 25% overall). It should be noted though that the survey was conducted with residents aged 18+ so these findings do not take into account significant service usage by children and young people.
- Men are more likely than women to be frequent users of local tips and recycling centres. Social tenants are most likely to be non-users of this service (43% versus 23% overall).
- Of services which are less frequently used in general, almost half of social tenants (48%) have never visited a museum/gallery in the Borough.
- Key universally accessed services also appear to be an important factor in driving overall levels of satisfaction, including views about street cleaning, parks and green spaces and street lighting. For these visible services satisfaction is high. 88% of residents in Stockton-on-Tees are satisfied with refuse collection, representing the highest score for this service across Consortium Councils. Four in five are satisfied with street lighting and doorstep recycling (both 81%).
- However, residents are as likely to be dissatisfied with road and pavement maintenance as they are satisfied (around two in five in each case) and dissatisfaction with winter maintenance is actually higher than satisfaction (45% versus 36%). The winter maintenance results may reflect that the survey was undertaken in the summer when the Council's substantial winter maintenance work undertaken in recent years was likely to be a distant memory for most respondents. It may also reflect the fact that not all residents understand which areas of road/pavements are the responsibility of the Council and which are the Highways Agency or other organisations.
- Notably, satisfaction with key services varies significantly across the Borough (especially in the Northern Area).
- Generally speaking, satisfaction with most Council Services has remained equal with or improved since 2008, a positive finding in light of current economic circumstances and one which bucks the wider trend seen across the other Consortium Councils. Satisfaction with doorstep recycling is 81% (up from 79% in 2008), with local tips and recycling centres is 75% (up from 74% in 2008), with parks and green spaces is 75% (up from 63% in 2008). Satisfaction with libraries has improved from 69% in 2008 to 73% in 2012 and with theatres/concert halls/arts venues from 36% to 43%.

Museums/galleries satisfaction has improved from 32% to 37% which is interesting when compared with the usage rates. The only area where there has been a reduction in satisfaction is refuse and waste collection which saw a slight reduction from 90% to 88% but this remains the service with the highest satisfaction levels from the list respondents were given.

- Among the non-universal services operated by the Council, user satisfaction is highest with local libraries (83%), closely followed by local tips/recycling centres (82%). Satisfaction is also high among users of parks and green spaces (78%) and sports and leisure facilities (75%).
- At a more local level, residents in the Eastern Area are particularly satisfied with a larger array of Council services relative to the Borough average, including; doorstep recycling (87% cf. 81% overall) and local libraries (82% cf. 73% overall). In the Northern Area, an above average proportion of residents are satisfied with the local tips/recycling centres (81% cf 75% overall) as well as recreational facilities like sports and leisure facilities and theatres/concert halls.
- In contrast residents in the Eastern and Western Areas are more likely than others to be dissatisfied with sports and leisure facilities and residents in the Central Area have a slightly above-average dissatisfaction with doorstep recycling (11% cf 8% overall). In the Northern Area there appears to be a clear issue relating to perceptions on road and pavement maintenance with 49% and 53% dissatisfaction respectively (cf. 40% and 41% dissatisfaction overall). There is also 32% dissatisfaction with the upkeep of grass verges, flower beds etc. in public places and 26% with museums/galleries.

#### Contact and communication

- Half of the respondents (51%) have been in touch with the Council at some point in the last 12 months, most commonly by telephone or textphone (59%), with the main reason for the contact being to report an issue or problem (50%).
- Of those who contacted the Council, most were satisfied with their overall contact experience and the final outcome (62%). 72% reported it easy to find the right person to deal with and 68% reported that staff were helpful. 67% were satisfied with the length of time taken to deal with the enquiry and 67% with the ability of the staff to handle the enquiry. 66% were satisfied with how knowledgeable staff were, while satisfaction was lowest with the information residents were given. This was also the highest rate of dissatisfaction in this area at 27%.
- Although the main form of contact is telephone/textphone responses indicate residents would be willing to use the Council website. Interestingly 84% of respondents indicated they have access to the internet (with 75% of those being via broadband at home, with other principle sources being mobile phones and place of work/study). Only 46% of people aged 64+ indicated they have access to the internet. The highest use is among those aged 25-44 where 97% have access. This suggests that direct contact will remain important for older people but there may be an appetite for finding more information online and via social media amongst younger residents. (NB. The survey only covered residents aged 18+). These figures are almost in line with the Ipsos MORI Technology Tracker, which provides further information on the purposes for which people use the internet.

- Further detail on the areas of Council service which residents would consider using alternative contact methods for (Email, SMS text, smart phone app. as well as the website and phone) will be reported to members in a future report/presentation.
- The main sources of information about the Council are Stockton News, leaflets and posters (74%) and remains the preferred means of finding out (54%). The council website and local media are also heavily used as sources of information (both 48%). 39% of respondents have used direct contact (visit, phone, letter) to secure information and 11% have got it via their local Councillor. Only 3% indicate having used social media as a means of getting information, but, overall, 8% have indicated they would prefer this route.

#### The effect of the economy on finances

- In line with what Ipsos MORI are seeing nationally, residents in Stockton-on-Tees are beginning to feel the effects of the economic downturn. In this respect their outlook is generally negative. 33% expect their own finances to get worse rather than better (11%) in the next 12 months (although 57% expect no change) and the great majority say the economy is doing badly, be it locally (81%) in the North East (88%) or across the UK (91%). More than half (55%) of residents say they have been affected by the current economic climate in some way. Interestingly, residents who are pessimistic about the economy are also more likely to be critical of the local area and Council.
- More than three in five residents (62%) reported that they are in some type of paid work, and 45% are employed full-time. Fewer than one in ten (8%) responded that they are currently without a job because they are unemployed, too ill to work or disabled. The remaining respondents indicated that they are either retired (21%), looking after the home (6%) or in full-time education (1%).
- In terms of how people have been affected by the current economic climate, 34% report not being able to afford to go on holiday; 26% report job insecurity or an increased risk of job loss; 20% have difficulty in paying fuel and energy bills, 10% in getting access to credit, 9% in paying the rent/mortgage, 8% not being able to buy/move home, 8% being made redundant, 6% difficulties in paying interest on loans, 3% in paying for childcare, 2% dependent on high interest money lenders. The mean number of financial problems is 1.5 but is above average among; those unemployed or out of work because of illness/disability (2.4); younger people aged 25-44 (2.2); those with children in the household (2.1) and women (1.6). Interestingly the mean figure is also higher among residents who are in work (1.7).

#### Health and Well Being

- Residents in Stockton-on-Tees are mostly positive about their standard of health. Attitudes to the local area vary consistently by the quality of people's health. 70% of residents rate their health as at least fairly good and only 6% consider it to be poor. This is in line with the levels seen in the 2008 Place Survey (71%) and is relatively consistent with the picture across the other Consortium Councils (67% and 9% respectively). It is however lower than national data at 76%, conducted in 2010. (It should be noted that this is not directly comparable due to the different methodology).

- The average mental well-being score (using the Warwick Edinburgh Mental Well Being Scale) across the Borough is 24.7 (on a range between 7 and 35, where 7 is low), again a similar picture to the average across the Consortium Councils.
- Three in ten residents (30%) give support to someone else who has a disability or health condition related to old age.
- Almost half (45%) of residents do at least 2 ½ hours of moderate intensity exercise in an average week. A quarter say they have taken part in sports or recreational physical activity as a member of a sport or leisure club.
- Further information relating to different key groups will be reported in a future report/presentation to members.

### Summary analysis by area

- Attitudes differ to a large degree between local areas within Stockton.
- In the Western Area residents are typically much more satisfied with the local areas, more likely to feel like they belong to it and feel positive about community cohesion. They are also positive about local economic prospects. It could be that the greater proportion of home owners in the area contributes to this. 86% are home owners, compared with 77% across the Borough.
- In contrast, those in the Central Area are amongst the most negative about their local area. They are more likely to have experienced ASB and are less satisfied with their homes than elsewhere. They have the greatest proportion of people who are unemployed (10%) and a greater proportion of residents than average are social tenants (17% vs 13% overall). Despite this, residents here are typically more positive about the Council and are more likely to trust it and feel it offers good value for money.
- Residents in the Eastern Area are among the most positive. They are more likely than average to work (69% vs 62%) and, perhaps as a consequence, more likely to feel that the local economy is improving. They are positive about how the Council runs things and are more satisfied than average with a range of services it provides.
- Northern Area residents are typically less satisfied with various aspects of the Council. In particular a third of them disagree that the Council provides good value for money, significantly more than the 25% overall. Only 52% say they trust the Council and more are unhappy with road and pavement maintenance than average.

### **NEXT STEPS**

10. There are a number of steps to be taken in order to add value to the analysis, develop and deliver an effective communications plan internally and externally and to make best use of the intelligence to shape business and improvement plans. These are detailed below:
  - Identify any areas that need further or additional work by Ipsos MORI.
  - Some internal work needs to be undertaken by the Policy, Improvement and Engagement team to add value to the Ipsos MORI analysis by ensuring that all relevant Place Survey comparisons are included, identifying where an overlay with Experian Mosaic data will add to the intelligence, comparing (where technically possible) the data from the 2012 Residents Survey with other available data (e.g., crime and

community safety Survey). The data has been weighted to the known population profile of Stockton based on the latest available population data. Data are weighted by age within gender bands, ethnicity and balanced by household size, a total of 17 residents from an ethnic minority background responded to the survey and as such the numbers are not large enough to extrapolate views for this minority group. Other areas include work on ward / LSOA level data.

- Work with relevant Heads of Service to provide additional context and understanding to the survey findings
- To consider and utilise the full range of analysis and intelligence to shape business plans

### 13. Communications Plan

A detailed communications plan will need to be developed, linked to the activity identified above including detailed timescales and will include Members, staff, key stakeholders and, where appropriate, the media. Some provisional work in relation to communications has already been undertaken:

- Initial press release planned through Corporate Communications
- Members Policy Seminar for 22<sup>nd</sup> January 2013 delivered by Ipsos MORI.
- Special Setting the Standards (January 2013)
- Report/presentation to Stockton Renaissance and Area Partnerships (January-March)
- EMT (to add context to the findings and to inform business planning (November-February)
- SBC staff – through KYIT (November)

14. Part of the intention of a regional approach to the residents Survey was to support the principle of sector-led improvement and to be able to identify other Councils that the Survey suggests are performing better, to inform Council-Council conversations and/or peer reviews. Clarity on how it is proposed this will happen is being sought.

## **FINANCIAL IMPLICATIONS**

£14,000 to complete the Survey, this is within the Medium Term Financial Plan.

## **LEGAL IMPLICATIONS**

Disclosure of all or part of the report cannot be used without the prior written consent of the Company Secretary of Ipsos MORI.

## **RISK ASSESSMENT**

The risk for this activity is low.

## **SUSTAINABLE COMMUNITY STRATEGY IMPLICATIONS**

The North East Resident Perception Survey asks questions from all themes in the Sustainable Community Strategy. Some of the responses provide the data from the impact measures for some of the themes.

**Economic Regeneration and Transport  
Safer Communities  
Children and Young People  
Healthier Communities and Adults  
Environment and Housing**

**Supporting Themes:-**

**Stronger Communities  
Older Adults  
Arts Leisure and Culture**

## **EQUALITIES IMPACT ASSESSMENT**

This report is not subject to an Equality Impact Assessment as it was sent randomly to 4000 residents across the Borough, however respondents were offered to have the survey sent to them in alternative formats e.g. Braille or other languages.

## **CONSULTATION INCLUDING WARD/COUNCILLORS**

**All wards were included and consultation on the contents of the North East Resident Perception Survey was the subject of a members' seminar.**

**Name of Contact Officer: Lesley King  
Post Title: Head of Policy, Improvement and Engagement**

**Name of Contact Officer: Laurayne Featherstone  
Post Title: Community Engagement Manager**

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Education related: No

Background Papers:

Ward(s) and Ward Councillors: All

Property