

CABINET ITEM COVERING SHEET PROFORMA

AGENDA ITEM

REPORT TO CABINET

23rd MARCH 2016

REPORT OF CORPORATE MANAGEMENT TEAM

CABINET DECISION

Leader of Stockton Council – Councillor Bob Cook

Stockton-on-Tees Borough Residents' Survey 2015

1. Summary

This report provides a copy of the final report (including summary infographic sheet) on the Residents Survey 2015 from Ipsos MORI and a covering note to remind Members of how and why the Survey was done; includes notes about how results may be compared with other Local Authorities and the national picture; highlights key headlines; and, proposes for Cabinet approval a forward plan for reporting and use of the Survey results.

Overall, our results are very positive with almost 9 in 10 residents satisfied with the local area (just 7% are dissatisfied). Over 7 in 10 are satisfied with how the Council runs things (just 12% are dissatisfied), 7 in 10 trust the Council a great deal/ fair amount (with only 7% saying "not at all"), almost 7 in 10 agree that the Council acts on residents' concerns a great deal/ fair amount (just 6% say "not at all"), almost 6 in 10 agree the Council provides value for money (19% disagree). The results also show general improvement from the 2012 survey.

2. Recommendations

It is recommended that Cabinet:

- a) Note and consider the contents of the report.
- b) Agree the proposed next steps in para 10.

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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SUMMARY

This report provides a copy of the final report (including summary infographic sheet) on the Residents Survey 2015 from Ipsos MORI and a covering note to remind Members of how and why the Survey was done; includes notes about how results may be compared with other Local Authorities and the national picture; highlights key headlines; and, proposes for Cabinet approval a forward plan for reporting and use of the Survey results.

Overall, our results are very positive with almost 9 in 10 residents satisfied with the local area (just 7% are dissatisfied). Over 7 in 10 are satisfied with how the Council runs things (just 12% are dissatisfied), 7 in 10 trust the Council a great deal/ fair amount (with only 7% saying "not at all"), almost 7 in 10 agree that the Council acts on residents' concerns a great deal/ fair amount (just 6% say "not at all"), almost 6 in 10 agree the Council provides value for money (19% disagree). The results also show general improvement from the 2012 survey.

RECOMMENDATIONS

It is recommended that Cabinet:

- a) Note and consider the contents of this report and the attached final report on the Residents Survey 2015 from Ipsos MORI.
- b) Agree the proposed next steps in para 10.

BACKGROUND

1. Following discussions at CMT and EMT in 2015, it was agreed that the approach to conducting a residents' survey in 2015 should achieve:
 - a. Whole Borough statistically representative data
 - b. Allow for time-series analysis (comparison with the 2012 survey where possible)
 - c. Regional and national benchmark data (where possible)
 - d. Represent value for money.
2. The Survey was developed by Ipsos MORI to meet the above needs. The questionnaire drew on the Regional Residents Survey 2012 (which we participated in along with 6 other

North East authorities); LGA Inform 'Are you being served?' guidance (which Ipsos MORI developed with the LGA); MORI's other national surveys and polls; and, our Viewpoint 'Residents Survey' temperature check questionnaires in 2013 and 2014.

3. The Survey covered the following seven themes and included 56 questions:

- Satisfaction with the Council (including trust in the Council, perceptions of value for money, contact with the Council and feeling informed)
- Perceptions of the local area (including what is important in making somewhere a good place to live, what needs improving locally and a number of community cohesion indicators) and homes
- Satisfaction with local services
- Community safety
- Health and lifestyle (including the Warwick Edinburgh 'Wellbeing Scale' questions)
- The Economy
- The festivals, events and specialist markets brought to the Borough by the Council

4. Between 29 June and 7 December 2015, face to face interviews were undertaken with a randomly selected sample of 2,102 individuals aged 16+ from across the whole of the Borough. The number of households interviewed in each Ward ensured that Survey results are statistically representative at Borough, Locality and Ward levels.

DETAIL

5. A copy of the final report on the Residents Survey 2015 from Ipsos MORI is attached as Appendix 1.
6. Key headline comparisons with the 2012 survey are shown below:

Residents Survey responses	2015	2012
Satisfied with the local area	87%	79%
Satisfied with the Council	73%	64%
Trust the Council a great deal/fair amount	69%	62%
Agree the Council provides value for money	57%	46%

7. The following advice/ guidance should please be noted in terms of comparisons made:

- a) To ensure that Borough wide time series' comparisons are appropriate and relevant, Ipsos MORI have compared our 2015 results with our 2012 results. Face to face interviewing tends to yield more positive results than postal surveys (which was the

method used in our most recent, the 2012, Borough Residents Survey), but it would not have been appropriate to compare 2015 results with the last face to face residents Survey results we obtained in 2008. This is because of the substantial amount of diverse and wide reaching economic and social change that has occurred in the seven interim years. Because of the differences in methodology, the comparisons with 2012 are indicative only, to provide context for the 2015 findings. The changes between 2012 and 2015 are in many cases quite substantial. This may be due to more than methodological differences alone, but it is not possible to quantify this.

Linked to the above:

- The weather affects how people feel and therefore how they tend to answer perception based surveys. Because a face to face methodology and a larger sample size was used in 2015 versus 2012, the data collection period spanned Summer and Autumn 2015 compared with just Summer in 2012. But, Autumn 2015 was one of the best on record in weather terms, so the nature of Survey responses across the data collection period did not differ markedly.
 - Since 2012, we have delivered two Viewpoint ‘temperature’ checks on key performance indicators. The 2015 results reported here are broadly in line with the results from those surveys. This indicates that the Viewpoint ‘temperature check’ approach is both robust and fit for future purpose.
 - Some 2015 survey questions (i.e. those about festivals, events and specialist markets; those about ‘MyStockton’; and, those in the Economy section about financial coping strategies) were not included in the 2012 Resident Survey, so cannot be compared like other questions can.
- b) Where possible, Ipsos MORI have compared our 2015 results with their similar, national surveys including the British Crime Survey and the Community Life Survey. It has not been possible to compare all of our questions with such surveys since national surveys generally tend to cover different subjects to local surveys.

NEXT STEPS

8. The results will be analysed in more detail as the views of our residents are vital in helping us to plan and deliver services in the best way we can. This process will also inform the difficult decisions we face as we review our services in response to unprecedented reductions to the Council’s budget. We will also be looking in particular detail at the areas identified for improvement.
9. All members were presented with the results at a Members Policy seminar on 9th March. Subject to Cabinet agreement, the proposed forward plan outlined below will be delivered:
 - a. The results will be shared with all residents in the borough via an article in the March 2016 Stockton News.
 - b. The results will be shared with all managers to be used in planning future service delivery and shaping of services. This will help ensure that managers consider and use the Survey findings, as a matter of course, in:
 - i. Planned ‘Big Picture’ Reviews over the next 3 years
 - ii. In service planning, delivery and improvement work
 - iii. Medium Term Financial Planning (MTFP)

- c. Where required further analysis will be carried out on the areas for improvement to gain a better understanding of the underlying reasons / issues. This could include identifying vulnerable groups compared to the population as a whole or key drivers of perception/ satisfaction.
- d. The 'Residents Survey 2015 – Final Report' summary key findings will be shared with all employees. The summary infographic sheet, Appendix 2, will be central to this work. Sharing the report in this way will help ensure that all employees are aware of the Survey findings and consider and use them, as a matter of course, during their day to day work including when they engage with residents, visitors and businesses.
- e. The results will be shared with key partners and stakeholders when and where appropriate to ensure that the views of the residents of the Borough are reflected in their future service delivery.

FINANCIAL IMPLICATIONS

The implementation of the actions arising from the survey will be within service revenue budgets.

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.

COUNCIL PLAN

All themes

EQUALITIES IMPACT ASSESSMENT

This report is not subject to an Equality Impact Assessment as the Survey was undertaken using interview format with a randomly selected, statistically representative, sample of residents from across the whole of the Borough. As part of this, respondents were offered an interview in alternative formats e.g. Braille or other languages.

CONSULTATION INCLUDING WARD/COUNCILLORS

All wards were included.

**Name of Contact Officer: Beccy Brown
Director of HR, Legal and Communications
Tel: 01642 527003**

Education related: No

Background Papers: None

Ward(s) and Ward Councillors: All

Property: None

Stockton-on-Tees Borough Council : Resident Perception Survey 2015 Results at a Glance

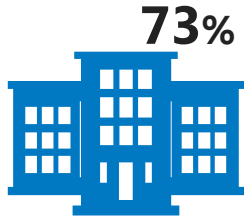
Your Council

Trust the council



69%

Satisfaction with the council



Provides value for money



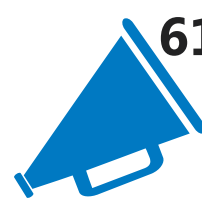
57%

Acts on concerns of local residents



65%

Keeps residents informed



61%

Influence over local decisions



Have enough information about local decisions



Overall views of the council :
The council...



54%
...is effective



48%
...is ambitious



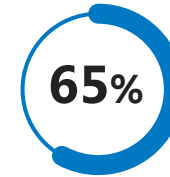
43%
...is in touch with people in Borough



42%
...has big plans for the Borough

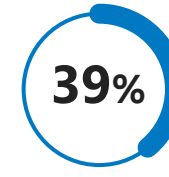
Communications

Top three mediums used by residents to find out about the council



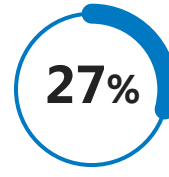
65%

Stockton News



39%

Local media



27%

Council website

Resident satisfaction with different information sources



90%

Direct contact with the council



88%

Stockton News



87%

Local councillor



87%

Council website



87%

Twitter, Facebook or other social media



87%

Local media

Top three ways residents access the internet



80%

At home



54%

Mobile phone

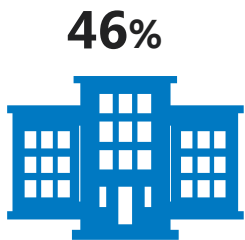


24%

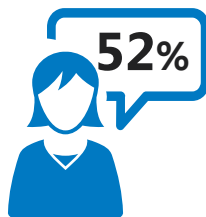
At work

Contact with the council

Contacted council in last year



Key reason for contact : To report issue or problem



Overall satisfaction with last contact



Top three methods of contact



64%

...by phone



16%

...in person



10%

...by email

Local services

Top three services of satisfaction



90%

Refuse collection



85%

Street lighting



84%

Schools

Top three services of dissatisfaction



41%

Road maintenance & repairs



40%

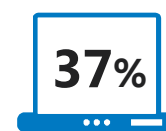
Pavement maintenance



27%

Support services for the elderly

Council website



37%

Accessed website in last 6 months



88%

Think website is useful

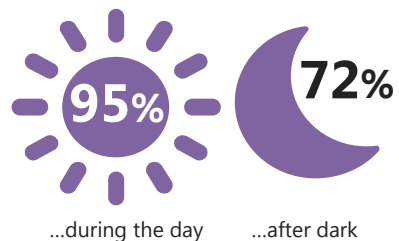
My Stockton
[Login or Register](#)

12%

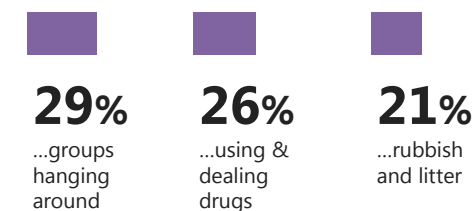
Awareness of "MyStockton"

Community safety

% who feel safe...

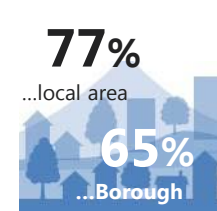


Top three things that are a problem locally

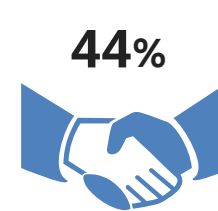


Community cohesion

Strength of belonging to...



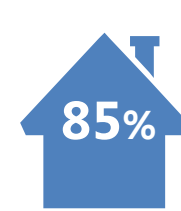
People in local area pull together



How well people from different backgrounds get on together



Lived in area for over 10 years

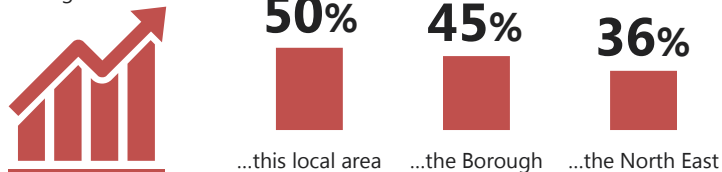


Given unpaid help at least once in the last month



The economy

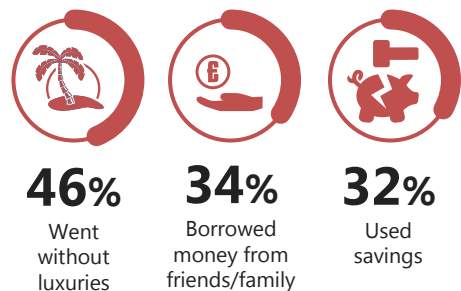
State of economy is thriving in...



Top three ways people have been affected by economic climate in last 12 months



Top three ways people have 'got by' when affected by economic climate in last 12 months



People know where to go locally for financial help/ advice

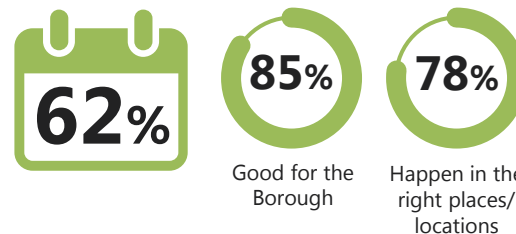


Believe their personal finance will improve in the next 12 months



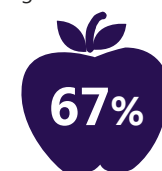
Events

Attendance at events, festivals and specialist markets in last year



Health and lifestyle

Health is good



With health condition/ disability

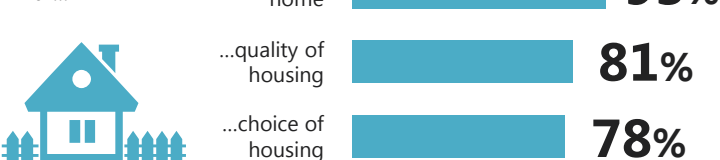


150 minutes or more exercise per week



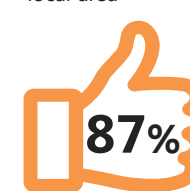
Your home

Satisfaction with...

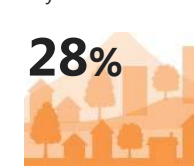


Your area

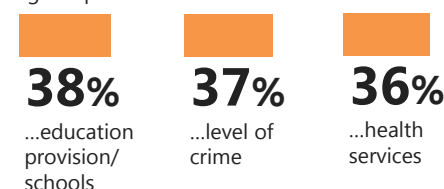
Satisfaction with local area



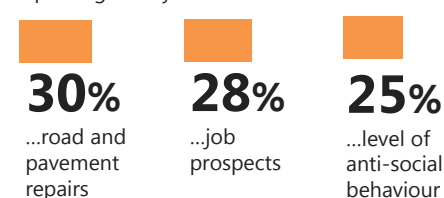
Local area got better in last 2 years



Three things that make somewhere a good place to live



Three things that most need improving locally



Technical details:

Stockton-on-Tees Residents' Perception Survey was conducted by Ipsos MORI. This infographic shows results for those who completed the survey.

Results are based on 2,102 face-to-face interviews completed between 29 June and 7 December 2015.

For more information:

<https://intranet.stockton.gov.uk/consultation/>

Residents' Perception Survey 2016



Prepared for Stockton-on-Tees Borough Council

Chris Rigby and Nicola Moss, Ipsos MORI North

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Borough Council**

**Festivals, Events
& Markets**

Demographics

Introduction, Methodology & Key Findings


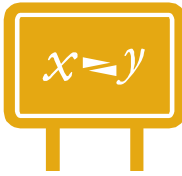


Introduction

- **This report presents the key findings from the 2015 Stockton Resident Perception Survey. This follows on from a postal survey undertaken by the Council in 2012.**
- **The objectives of the research are to explore residents' attitudes to living in the Borough, as well as understanding public perceptions of the Council and the services it provides.**
- **The survey covers a wide range of subjects, including residents' attitudes to:**
 - **The local area;**
 - **Community involvement;**
 - **The local economy;**
 - **Health and wellbeing;**
 - **The Council and the services it provides; and**
 - **Local events, festivals and markets.**
- **The survey includes questions drawn from the 2012 North East Consortium survey (in which Stockton participated). 2012 results are included alongside the 2015 findings to provide context. However, the 2012 surveys were conducted using a postal self-completion methodology and are not strictly comparable; therefore these should be treated as indicative only.**
- **A more statistically valid benchmark is provided by the Community Life Survey 2014-15⁽¹⁾. This is a nationally representative face-to-face survey which is conducted annually by the Cabinet Office to track trends and developments in areas that encourage social action and empower communities – e.g. sense of belonging and satisfaction with the local area.**

(1) Community Life Survey, Cabinet Office <https://www.gov.uk/government/collections/community-life-survey>

Methodology

- **Ipsos MORI was commissioned by Stockton-on-Tees Borough Council to undertake a face-to-face survey of 2,102 Stockton residents aged 16+. Fieldwork took place between 29 June and 7 December 2015** 
- **Interviews were conducted in-home using Computer Assisted Personal Interviewing (CAPI). Participants were selected randomly in pre-assigned sample points across the Borough.**
- **Quotas were set by age, gender, ethnicity and work status to ensure demographic representativeness, with the aim of achieving 80 interviews in each ward.** 
- **The results have been weighted to the known profile of the Stockton population to mitigate non-response bias. Data is weighted by age within gender bands, work status and ethnicity, and has been balanced by ward to reflect the distribution of the Stockton-on-Tees population.**
- **Please note – all quotas and weighting have been based on 2011 Census figures. These were used rather than the latest mid-year estimates for a number of reasons:**
 - **Consistency (mid-year estimates are only available for age and gender, not working status and ethnicity);**
 - **Accuracy (2011 figures were accurate, and estimates become less reliable year-on-year);**
 - **Practicality (quotas cannot be set based on estimates as the reality may be different, causing potential issues for interviewers. Also, estimates are only available at the overall LA level, meaning the required level of detail would not be available for wards / specific sample points).**

Analysis by locality



- To show how perceptions and attitudes vary across Stockton-on-Tees Borough, the survey results have been analysed by the four smaller areas – or ‘localities’ – that are used by the Council.
- The proportions of interviews achieved in each locality reflects the need to achieve at least 80 interviews with residents in each ward across the Borough, the data was subsequently weighted to be representative of the population distribution of the Borough.

Technical note

- Where figures do not add up to 100%, this is the result of computer rounding or multiple responses.
- An asterisk indicates a score less than 0.5%, but greater than zero.
- To enable comparisons with 2012 data, results are based on all valid responses (excluding 'don't knows' and those who do not answer the questions) unless otherwise indicated.
- Please treat answers with a base size of less than 100 with caution.
- 'Net' figures represent the balance of opinion on attitudinal questions and provide a useful means of comparing the data for a number of variables (e.g. in the case of a 'net agree' figure, this represents the percentage who agree about a particular issue, less the percentage who disagree).
- Where statistically significant differences occur between the total sample and those of a sub-group, these have been circled as follows: 25% and any reference to these differences is referred to as *significant* within the report.
- A full explanation of statistical significance has been provided in the appendices to this report. Please refer to the full data tables for a detailed breakdown of significant differences between the overall sample and sub-group samples, and between individual sub-group samples.
- A detailed breakdown of results for all questions, including demographic and attitudinal crossbreaks, is provided via the full computer tables. In addition, a set of topline results and the individual level dataset have also been provided to the Council.

At the time of the research...

The research took place over a six month period (June – December 2015) so it is good practice to acknowledge and record any high impact/profile events, situations, changes and initiatives which happened in the Borough at this time as they may influence residents' perceptions and provide further context for the results.

As such, relevant press releases are appended to this report. It is not intended that this is a full record of chronological events/issues within the Borough but these are considered to be the most relevant from the Council's perspective and include:

- **the Billingham and Elton Community Governance Reviews;**
- **the Tees Valley devolution submission; and**
- **awards for the Borough.**

Executive summary

- **Almost nine in ten residents are satisfied with their local area, and more believe it has got better in the last two years than has got worse. Based on aspects that residents think are most important and in need of improvement, the priority issues are job prospects, road/pavement repairs, clean streets and housing.**
- **Two thirds think there is good community cohesion in the area, and two in five agree that local people pull together to improve the area. Two thirds are satisfied with community safety, although one in five feel unsafe after dark. One in five are regular volunteers.**
- **Three quarters are satisfied with the Council. Two thirds believe it acts on residents' concerns, and three in five feel informed about what it does. Around half think the Council is 'ambitious' or 'effective'. Over a third have used the Council's website in the last 6 months, but just one in eight have heard of MyStockton.**
- **Two in three say they are in good health, while a quarter have a long-term illness, health problem or disability. Almost half say they are getting the recommended 150 minutes per week of exercise - however one in five get less than an hour's exercise per week.**
- **Half of residents think their local economy is doing well, with slightly fewer thinking this is the case for the Borough as a whole. Over one in three say they have been affected by the economic climate over recent years, however residents are more likely to expect their finances to get better over the next 12 months than get worse.**
- **Three fifths of residents have attended a specialist market, event or festival in the last year. The majority of residents believe that these events are good for the Borough, happen in the right places, are a good use of resources and attract new people. Four in five are satisfied with the cultural events on offer locally.**

Conclusions & Recommendations

The Council has made great strides in its performance since 2012 – key indicators such as overall satisfaction with the Council, perceived value for money, belief that the council acts on residents’ concerns and trust in the Council have all increased considerably. Residents are twice as likely to agree as disagree that the Council is ambitious and that it is an effective organisation.

Given this positive direction in travel it is worth noting that the proportion of residents who feel informed about what the Council does and the benefits it provides has remained static over this three year period (61%) and whilst 43% of residents agree that the Council is in touch with people, a further 34% disagree.

Keeping residents informed is extremely important - residents are almost twice as likely to believe the Council provides value for money or that it acts on residents’ concerns if they feel knowledgeable. We also know that six in ten residents state that they would like to know more about the Council’s work, but are ultimately happy to let them get on with their job.

Those who feel least informed are either male, aged 35 – 54 years, BME residents, those with a disability, carers, those with children in the household or residing in the North of the Borough. Whilst residents’ satisfaction with the various information sources is extremely high, the sources they use varies. Carers and those with children are more likely than others to be reached via the Councils website and social media, and it is interesting to note that residents in the North (who are more critical of the Council) are significantly more likely to receive their information about the Council from the media compared to the rest of the Borough.

There is also more work to be done on the digital agenda. Whilst satisfaction with the Council’s website is high, only 27% of the population have used it in the last 6 months and levels of contact with the Council via the website have remained static since 2012 whilst contact via the telephone has increased considerably.

Conclusions & Recommendations

Resident satisfaction with the local area is greatly improved on 2012 results and the Council scores are considerably higher than the national average when residents are asked if their local area has got better or worse over the last two years. Stockton-on-Tees residents do, however, have several clear priorities:

- **Low levels of crime** – feeling safe is a key driver to local area satisfaction and a low crime level is considered to be both important in making somewhere a good place to live but also an issue that needs improving, particularly in the Central and Eastern parts of the Borough. When asked, however, almost all residents 95% feel safe when outside during the day, and seven in ten do so after dark, a result which is in line with the Crime Survey for English & Wales. The results also show that the proportion of residents stating that specific anti-social behaviour issues are a problem has also reduced considerably since 2012. It is therefore important to note that these measures are of residents' perceptions rather than their experiences and any results should be looked at in conjunction with crime statistics. It would however, be beneficial for the Council to publicise these improvements which will reassure residents further.
- **Street cleanliness** – Rubbish and litter and the quality of parks and green spaces are both key drivers to local area satisfaction. Residents state that clean streets are both important in making somewhere a good place to live and also an issue which needs improving. The quality of street cleaning is also a key driver to satisfaction with the Council. Stockton-on-Tees Council is performing extremely well in this area. It is an issue which considerably fewer residents believe is a problem than they did in 2012 and satisfaction with the street cleaning service has increased considerably since 2012. It will be important to communicate these findings to frontline staff to maintain morale and promote advocacy among residents.

Conclusions & Recommendations

- **Job prospects** – we know from our wider polling work that concern about the economy is on the decline but personal financial issues are still of key concern to residents. Secure employment has been raised as a concern in Stockton and residents in the Borough identify a thriving local economy as a key driver to satisfaction with the local area. Whilst two-thirds of residents say they would know where to go for help and advice because of financial difficulties, this is split fairly equally between those who *definitely* and *think* they know. It is those who are perhaps more vulnerable (young people and BME residents) who are more likely to state that they would not know how to source local advice. Stockton News is a wide read publication with high levels of satisfaction, and as such is the perfect vehicle for 'spreading the word', as is social media among young people.

It is also interesting to note from the results, that young people (those aged 16 – 34) are particularly positive about Stockton-on-Tees as a place to live which is vital if these adults are to contribute to a sustained local economy. They are significantly more likely than others to feel they belong to the borough and to feel that their local area has improved. This age group is also more positive about the Council in a number of respects i.e. belief that the Council acts on residents' concerns, is effective and trustworthy. Job prospects remain a key focus for this age group but they more than others are optimistic about the local economy and this group expect their finances to improve over the next 12 months. The Council should do what they can to foster this optimism and good news stories such as the increase in private sector start up businesses should be lauded, particularly in social media.

Executive summary: key findings by locality

- **Northern** – these residents are more likely than average to be long-term residents and to believe the area has got better over the last 12 months. However, they have also been most affected by the economic climate over recent years. They are more likely to be dissatisfied with the Council overall, to feel uninformed about the services they provide, and to say the Council doesn't act on their concerns. They are also less likely to attend events organised by the Council.
- **Central** – despite having a higher than average sense of belonging to the area and the Borough, these residents are the most negative across the majority of community aspects. They are less satisfied with housing and community safety, and are more likely to perceive various forms of ASB to be a problem in their area. They are also less likely to say they are in good health, to have good levels of mental wellbeing and to get sufficient exercise. Despite this, residents in the Central locality are more positive than average about the Council in terms of overall satisfaction, value for money, trust, feeling informed and believing the Council acts on residents' concerns. This could in part be caused by a higher than average level of social tenants living in this area; these residents are likely to have had more contact with the Council on a day-to-day basis.
- **Western** – on local area and community issues, these residents tend to be the most positive. They are more likely than average to be satisfied with the local area, and to feel a sense of belonging to it – however they are *less* likely to feel they belong to the wider Borough. Residents in the Western locality are also more likely to be satisfied with housing and community safety, more likely to be in good health and more likely to be positive about the local economy.
- **Eastern** – these residents are more likely to have lived in the Borough for under 5 years and perhaps for this reason feel less belonging to their local area and the Borough. However, they are more likely than average to think the local area has got worse over the last two years. Groups hanging around the streets and littering are more likely to be seen as problematic in this locality.

Conclusions and Recommendations at locality level

- **Residents strength of belonging is strongest when they consider their local area and weaker when they consider the Borough as a whole. This is a typical pattern of association as geographical boundaries widen, however those residents in the West and North of the Borough do seem particularly 'removed' . The events held in the Borough are an excellent vehicle for fostering pride in Stockton as a whole. They are well received and are seen as a good use of Council resources. Greater focus on what could attract residents from the West and North of the borough including well publicised transport links could help strengthen their connection to Stockton.**
- **Residents in the Central locality are particularly positive about the Council but there is least evidence of community cohesion in this area. Whilst residents feel connected to where they live they are least engaged with taking action to improve their communities. The Council could explore how they can use their influence and close contact with residents in this area to encourage volunteering i.e. Council Tax discounts for 'community heroes', time credits which people can cash in for gym time (these residents are also identified as the most sedentary) and cross-neighbourhood working would help with perceptions of anti-social behaviour.**

Residents' Views of their Local Area



Views of the local area

- **Three quarters of residents feel a sense of belonging to their local area, but this falls to two thirds when residents are asked to consider the wider Borough. Those in the Central locality have by far the highest sense of belonging to the Borough, with the other three localities significantly below the average.**
- **Almost nine in ten are satisfied with their local area as place to live, in particular those in the Western locality. Half of residents think there has been no change to their area in the last year; three in ten think it has got better, while two in ten think it has got worse.**
- **Key drivers of local area satisfaction include positive perceptions of the Council and a number of environmental services it provides, as well as feeling safe outside, having lower perceptions of anti-social behaviour, and being satisfied with local housing.**
- **Residents are most likely to prioritise job provision, anti-social behaviour, affordable housing and clean streets as key issues for their local area.**
- **The vast majority are satisfied with their home, with four in five satisfied with the choice and quality of housing. Those in the Central locality are less positive than average in this regard.**
- **Two thirds of residents think there is good community cohesion between different ethnic backgrounds, but there is a perception gap between white and BME residents.**
- **There are some significant differences dependent upon where residents live in the Borough. Residents in the:**
 - **Central locality are less positive with regard to community cohesion and involvement in decision-making,**
 - **Western locality are most positive and engaged across most community issues; and**
 - **Northern locality feel comparatively cut off from the decision-making processes.**

Sense of belonging to local area / the Borough as a whole

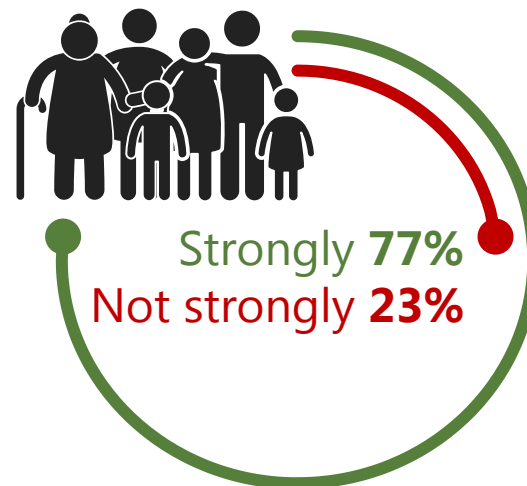
Q19a/b. How strongly do you feel you belong to...?

Three quarters (77%) feel they belong to their local area. This sentiment is higher amongst women (80%), those aged 35-64 (80%), those who are satisfied with the local area (81%) and those who think there is good community cohesion (82%).

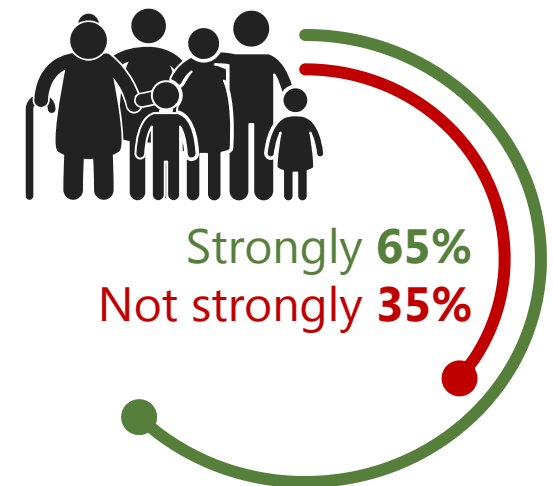
Two thirds (65%) feel they belong to the Borough as a whole. This figure is higher amongst 16-24 year olds (70%), social tenants (74%) and private renters (71%).

Other groups with stronger belonging to the Borough include those who think there is good community cohesion (71%), those who have attended a Council event/festival/market (69%) and those who have lived in the Borough for 10 years or more (67%).

...your local area
(2090)



...the Borough as a whole
(2084)

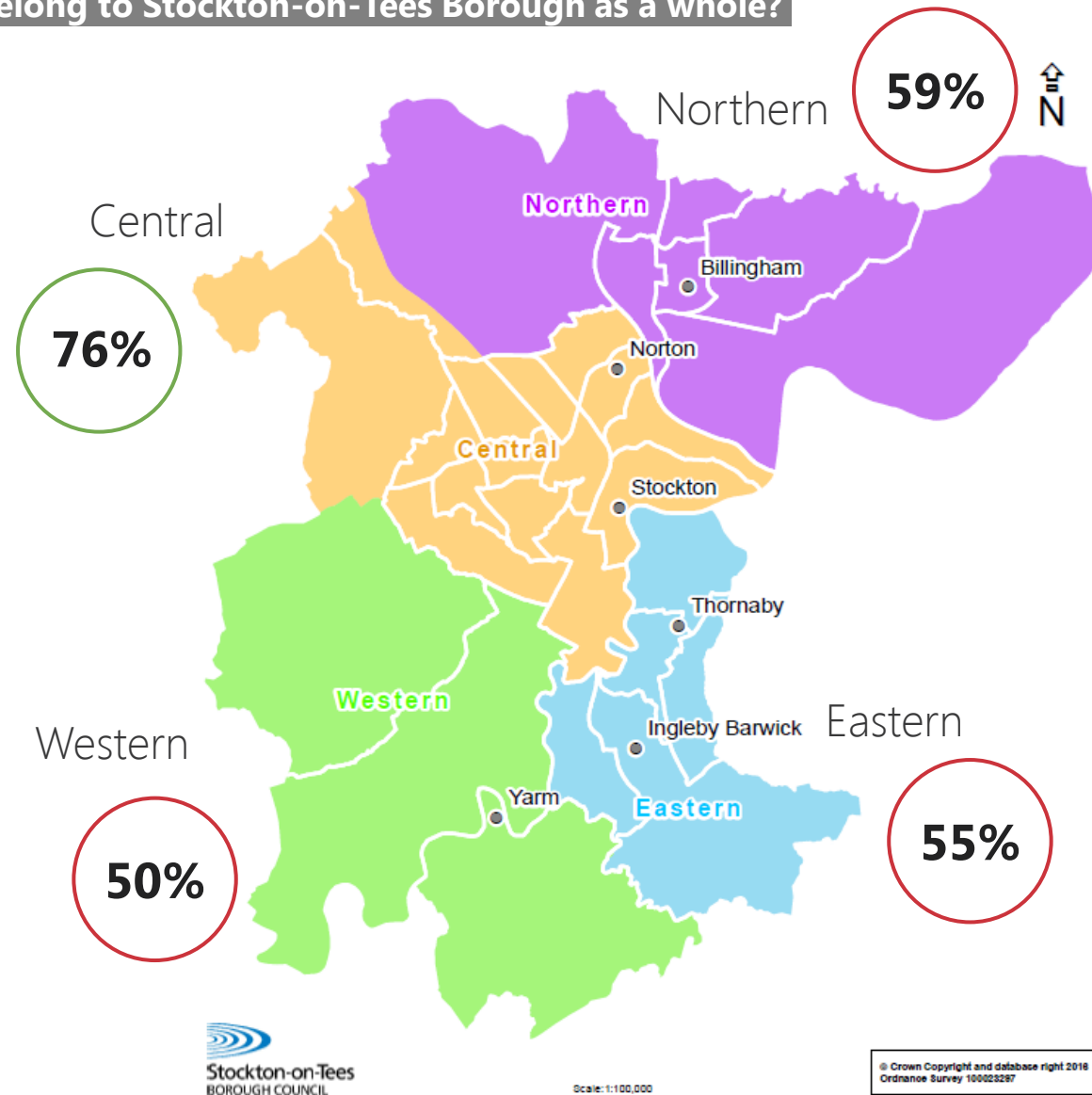


Belonging to the Borough by locality

Q19b. How strongly do you feel you belong to Stockton-on-Tees Borough as a whole?

Those in the Central locality are significantly more likely than average to feel a strong sense of belonging to the Borough (76% vs. 65% overall). Those in the other three localities are significantly less likely than average to share this sentiment.

Notably, the Western locality has a lower than average sense of belonging to the Borough (50%), but a higher than average sense of belonging to their local area.



Base: All valid responses (2084) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

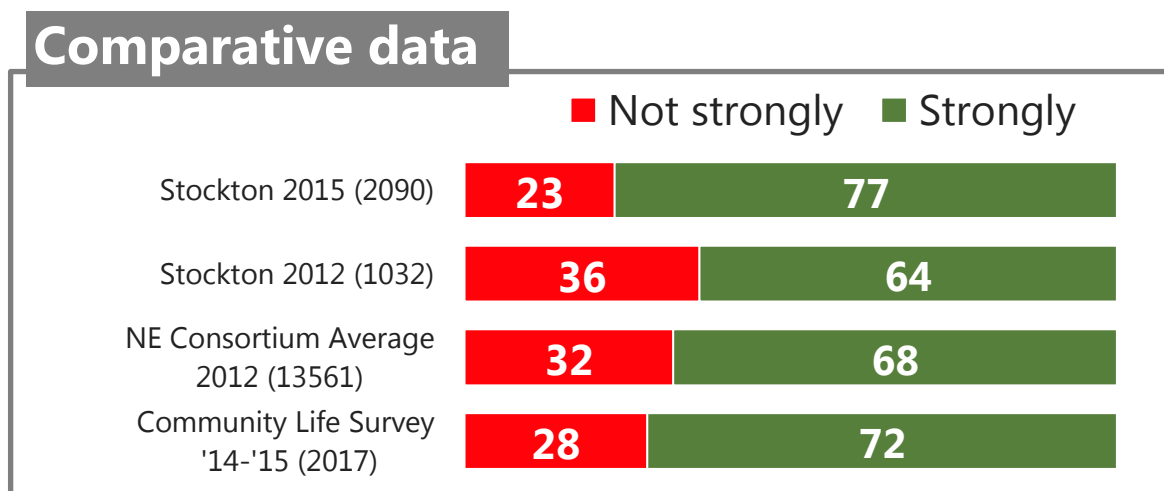
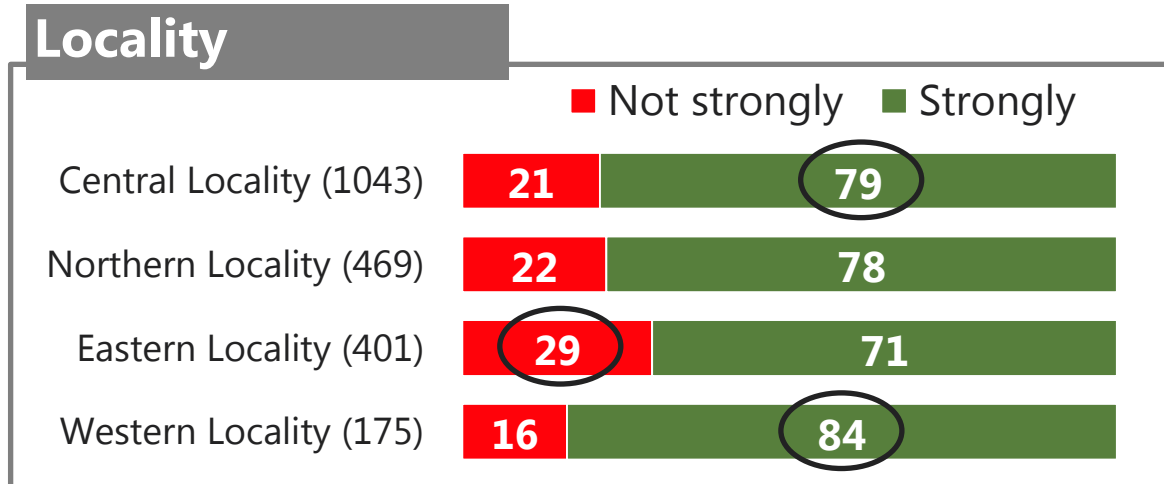
Sense of belonging to local area

Q19a. How strongly do you feel you belong to your local area?

Those living in either the Western (84%) or Central (79%) localities are more likely than average to feel they belong to their respective local areas (vs. 77% overall).

Those in the Eastern locality are more likely than average to say they *do not* feel strongly to their local area (29% vs. 23% overall), perhaps reflecting the fact that they are more likely to have lived in the Borough for 5 years or less.

2015 results compare favourably with both the 2012 survey and the North East Consortium average. They are also significantly better than the findings from the Community Life survey (77% vs. 72%) in terms of the proportion feeling they belong to their local area.



Base: All valid responses (see above) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Satisfaction with the local area as a place to live

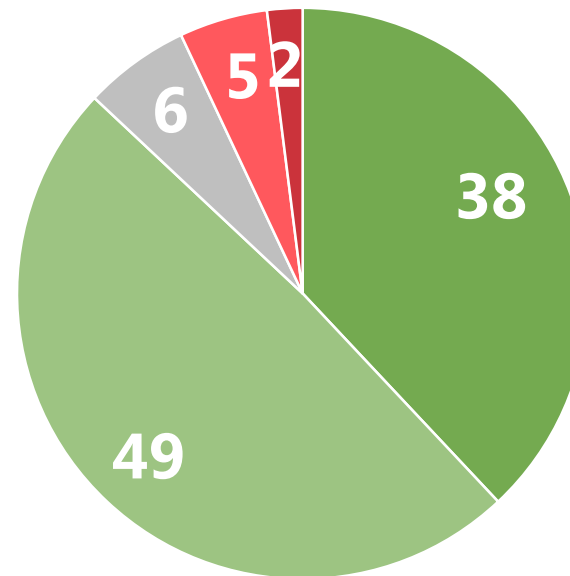
Q4. Overall, how satisfied or dissatisfied are you with your local area as a place to live?

Almost nine in ten residents (87%) are satisfied with their local area as a place to live; just 7% are dissatisfied.

Demographic groups more likely to be satisfied include those aged 55-64 (91% vs. 83% of 16-24 year olds), those working part-time (93% vs. 78% of workless residents) and owner occupiers (88% vs. 83% of social tenants).

Other groups more likely than average to be satisfied with their local area are those who have lived in the Borough for 10 years or more (88%), those who feel a strong sense of belonging to the Borough (92%) and those who think people from different backgrounds get on well together (91%).

- Very satisfied
- Fairly satisfied
- Neither/nor
- Fairly dissatisfied
- Very dissatisfied



Satisfied	87%
Dissatisfied	7%

Base: All valid responses (2099) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

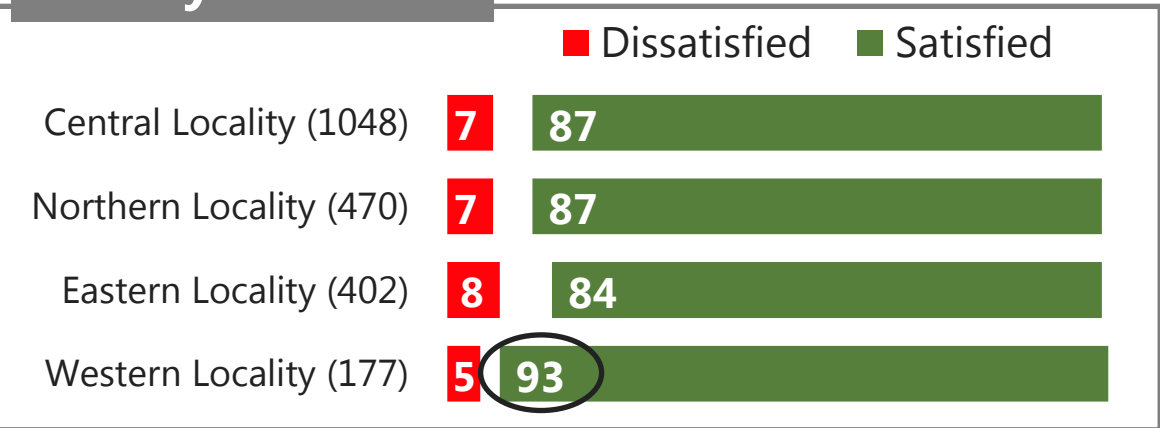
Satisfaction with the local area as a place to live

Q4. Overall, how satisfied or dissatisfied are you with your local area as a place to live?

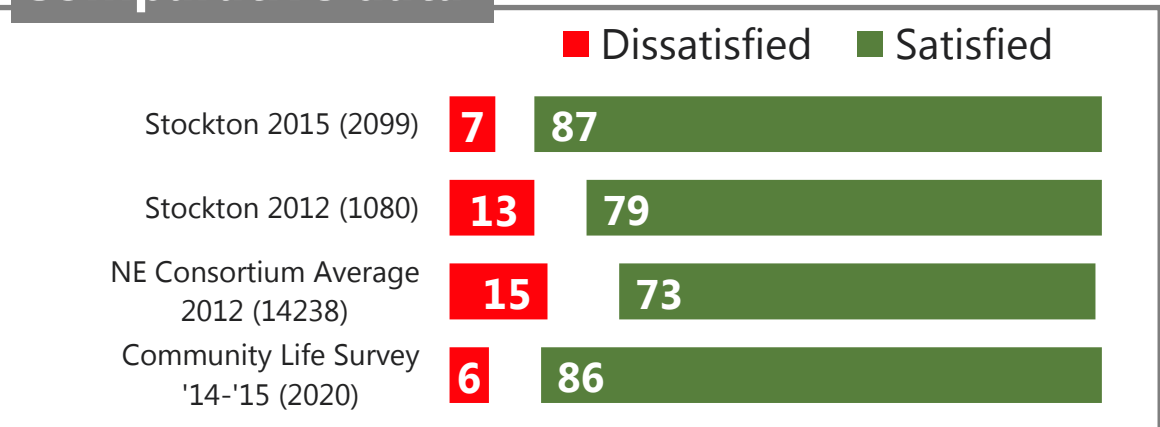
Residents in the Western locality are most positive about their local area (93% vs. 87% overall). Otherwise locality results are in line with the overall average.

2015 results are more positive than either the 2012 survey or the North East Consortium Average in terms of local area satisfaction. The findings are in line with those from the Community Life survey 2014-15.

Locality



Comparative data



Base: All valid responses (see above) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Key drivers to satisfaction with your local area as a place to live

Key driver analysis was undertaken on this key question to better understand what was driving resident satisfaction with the local area. This diagram shows the elements which have the most influence on the way residents answered this question. We can see for example that behaviour of the Council and satisfaction with the home have a greater degree of influence than the quality of parks and open spaces but all of these factors in some way play a part.

Satisfied with the way the Council runs things	19%
Satisfied with your home as a place to live	14%
Feel safe outside in local area during the day	7%
Feel belong to local area	7%
Satisfied with quality of housing in local area	7%
Local area has got better over the last two years	6%
Rubbish or litter lying around is not a problem	6%
Feel safe outside in local area after dark	6%
Economy is thriving in this local area	6%
People using or dealing drugs is not a problem	4%
Satisfied with the quality of schools	4%
Agree people pull together to improve local area	4%
Satisfied with the quality of parks & open spaces	3%



Satisfaction with local area as a place to live

Drivers of local area satisfaction include positive perceptions of the Council and satisfaction with a number of services it delivers around the visual appearance of an area – litter, parks, roads. Feeling safe outside and limited experiences of ASB are also positive drivers, as is satisfaction with housing.

Difference in local area over last two years

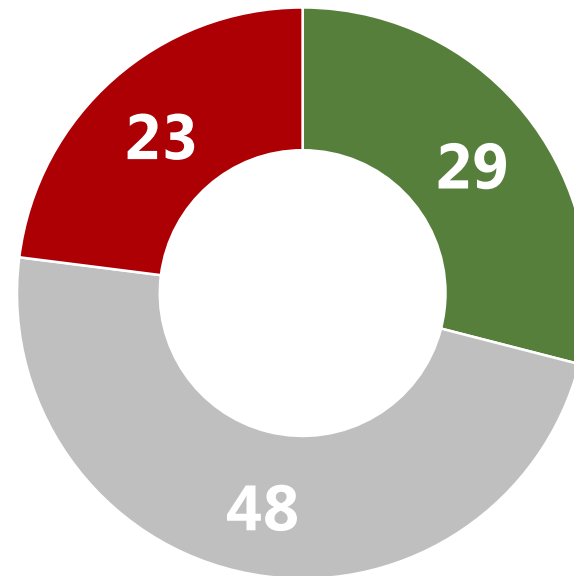
Q14. On the whole, do you think that over the past two years your local area has got better or worse?

Almost half of Stockton residents (48%) think their area has not changed much over the past two years. Three in ten think it has got better (29%), while around two in ten (23%) think it has got worse.

Younger residents aged 16-34 are more likely to think the area has improved (36% vs. 29% overall), while older residents aged 65+ are more likely to think it has deteriorated (29% vs. 23% overall).

Workless residents (30%), those with a disability (31%) and carers (25%) are also more likely than average to think the local area has got worse (vs. 23% overall).

- Better
- Not changed much
- Worse



**+6
net better**

Base: All valid responses who have lived in the area for at least two years (1982) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Difference in local area over last two years

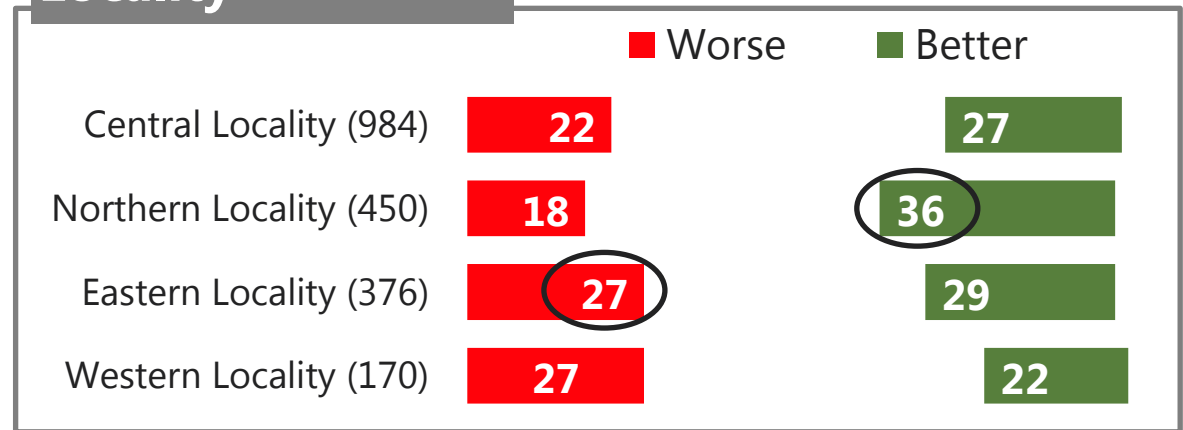
Q14. On the whole, do you think that over the past two years your local area has got better or worse?

At locality level, those in the Northern locality are more likely to think their local area has got better (36% vs. 29% overall), while those in the Eastern locality are more likely to think their area has got worse (27% vs. 23% overall).

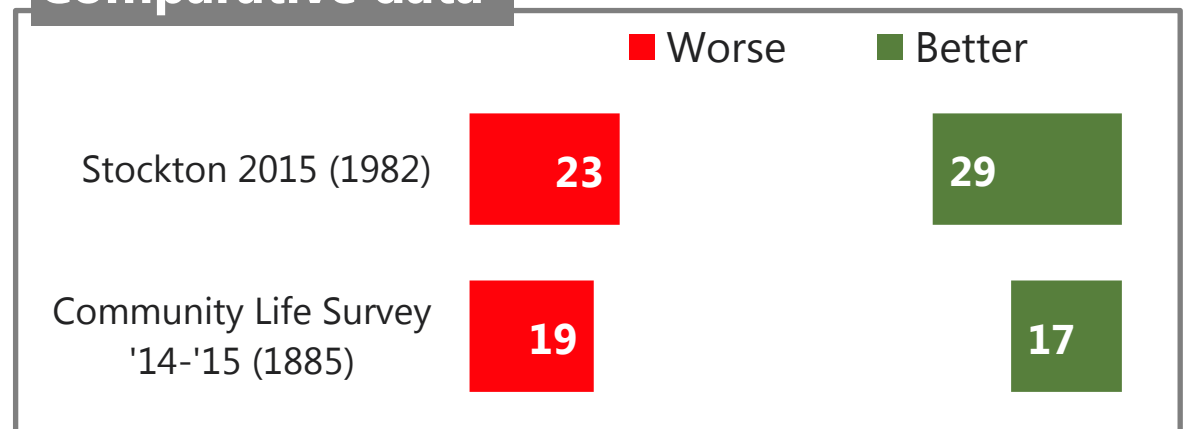
However, the Western locality is the only area where residents are more likely to say their area has deteriorated than improved over the last two years.

Notably, the proportions saying the local area has either got 'better' or 'worse' over the past two years are both significantly higher than those found in the Community Life Survey.

Locality



Comparative data



Base: All valid responses who have lived in the area for at least two years (1982) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Important aspects in making somewhere a good place to live

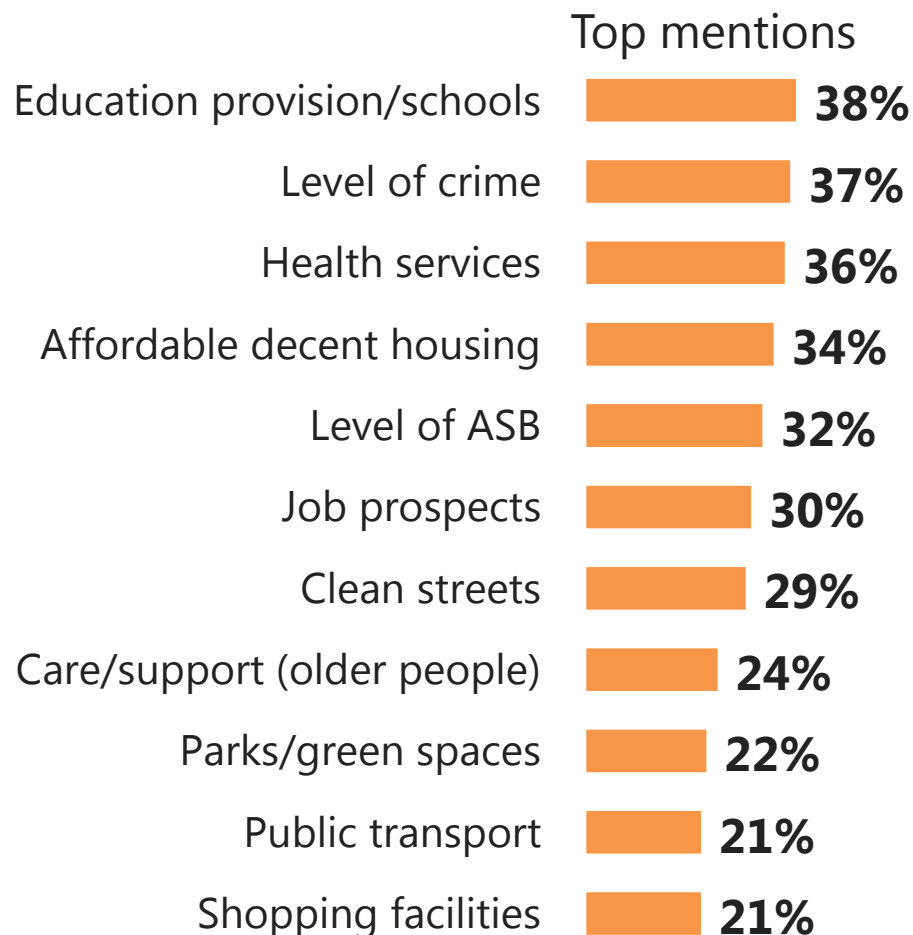
Q11. Thinking generally, which of the things on this card would you say are most important in making somewhere a good place to live?

The issues considered of **highest importance** by residents include the core public services (health, education, crime and ASB), along with affordable housing.

Men are more likely to prioritise the level of crime (40%), job prospects (33%) and clean streets (31%), while women are more likely to focus on health (39%), education (40%) and support for older people (27%).

The level of crime is considered more important for 25-54 year olds (42%) compared to those aged 65+ (25%). Job prospects are considered more important for 16-34 year olds (40% vs. 30% overall).

Workless residents are more likely to see housing as important (42% vs. 34% overall).



Base: All valid responses (2102) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Aspects in need of improvement in the local area

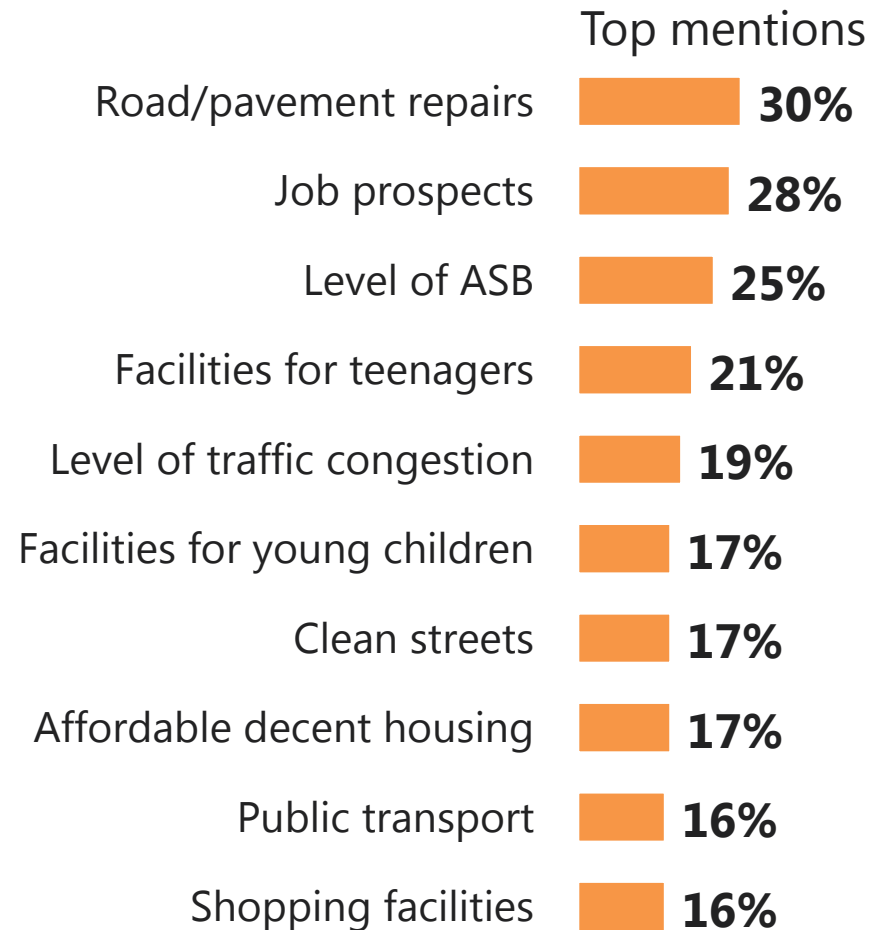
Q12. And thinking about this local area, which of the things on this card, if any, do you think most need improving?

The issues considered most in need of improvement from the list provided are road/pavement repairs, job prospects, ASB and facilities for teenagers.

Those aged 35-64 are more likely than average to think various issues need improving – job prospects, ASB, facilities for teenagers/young children, traffic congestion, and affordable housing.

Older residents aged 65+ are more likely to think road/pavement repairs and public transport need improving, while those aged 16-34 and workless residents are more likely to highlight job prospects.

Men are more likely to prioritise traffic congestion; women are more likely to say shopping facilities require improvement.



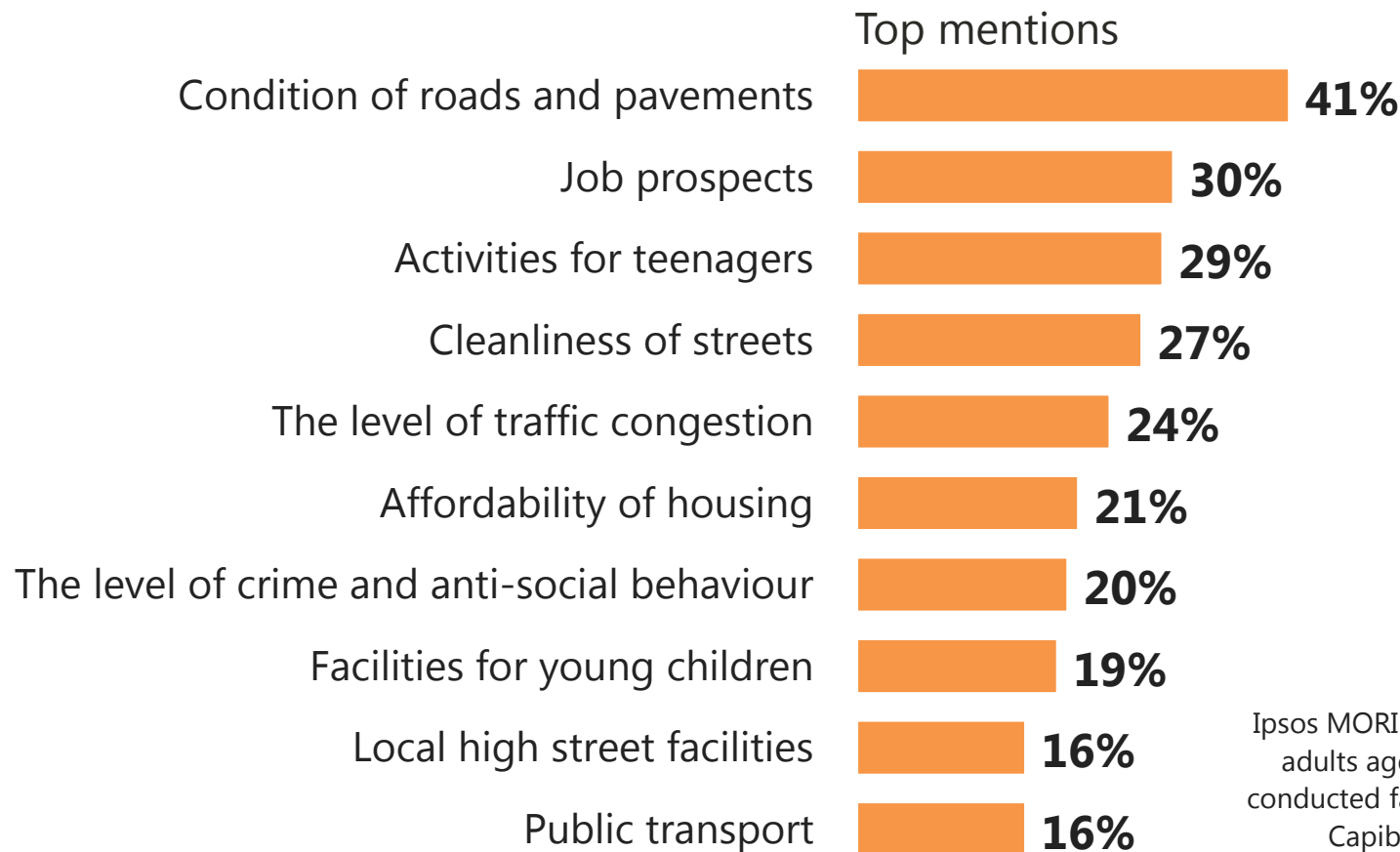
Base: All valid responses (2090) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Local Improvement Index

Q Thinking about this local area, which four or five of the following, if any, do you think most need improving?

A national survey conducted by Ipsos MORI in 2014 also found that road/pavements and job prospects are seen as the top two issues in need of improvement. While there are some differences in ordering, the top ten priorities in Stockton are exactly the same as the top ten issues nationally.



Ipsos MORI interviewed a representative sample of 997 adults aged 15+ across Great Britain. Interviews were conducted face-to-face through the Ipsos MORI weekly Capibus, between 11 and 17 April 2014. Data are weighted to match the profile of the population.

Base: Adults aged 15+ in Great Britain (997) 11 – 17 April 2014. 'Local area' defined as 15 to 20 minutes walking distance from respondents home

Source: Ipsos MORI Local Improvement Index

Most in need of improvement by locality

Q12. And thinking about this local area, which of the things on this card, if any, do you think most need improving?

The map below shows the issues that are more likely than average to be perceived as needing improvement in each locality:

Central:

- Wage levels & local cost living (22% vs. 19% overall)
- Road & pavement repairs (17% vs. 14%)

Western:

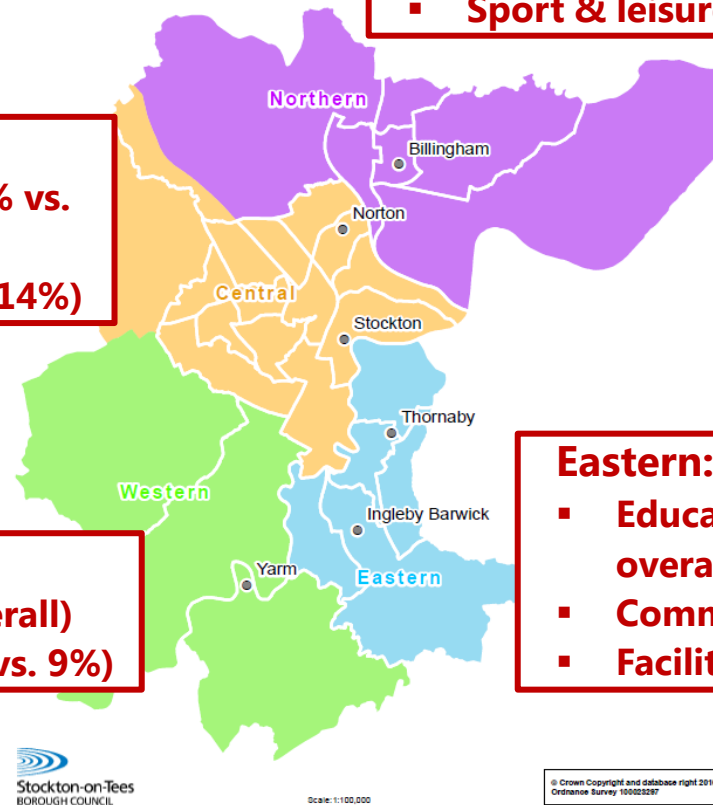
- Health services (44% vs. 36% overall)
- Level of traffic congestion (23% vs. 9%)

Northern:

- Parks & green spaces (27% vs. 22% overall)
- Shopping facilities (26% vs. 21%)
- Sport & leisure facilities (18% vs. 13%)

Eastern:

- Education provision/schools (43% vs. 38% overall)
- Community facilities (22% vs. 18%)
- Facilities/activities for teens (17% vs. 14%)

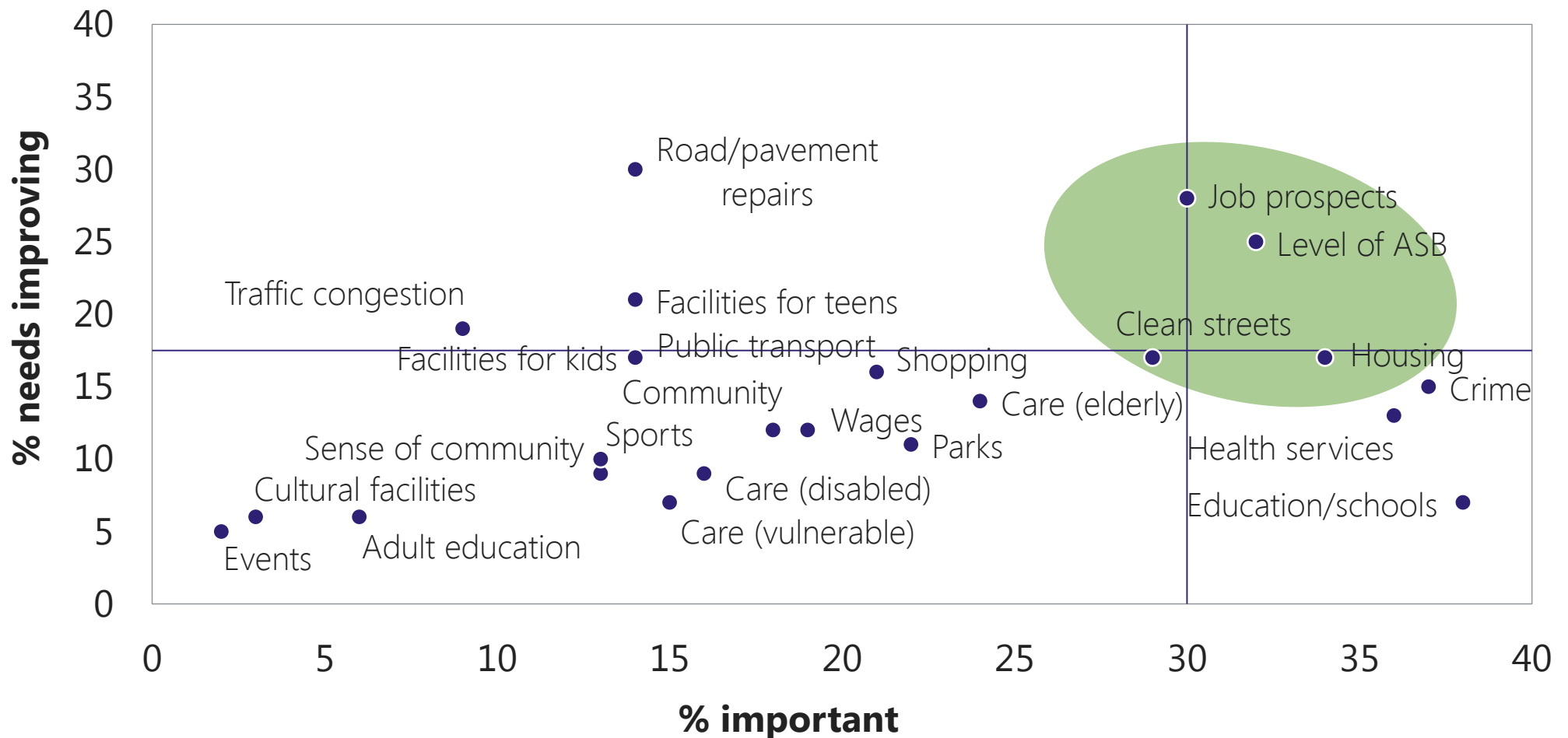


Base: All valid responses (2090) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Issues of importance vs. Issues needing improvement

The chart below shows the issues considered most important against those most in need of improvement. Based on this analysis, the most important issues for the Council are job prospects, ASB, clean streets and housing, as these are seen as both important and requiring improvement.



Base: All valid responses (Q11 – 2102, Q12 – 2090) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Satisfaction with housing

Q25. Overall, how satisfied or dissatisfied are you with your home as a place to live?

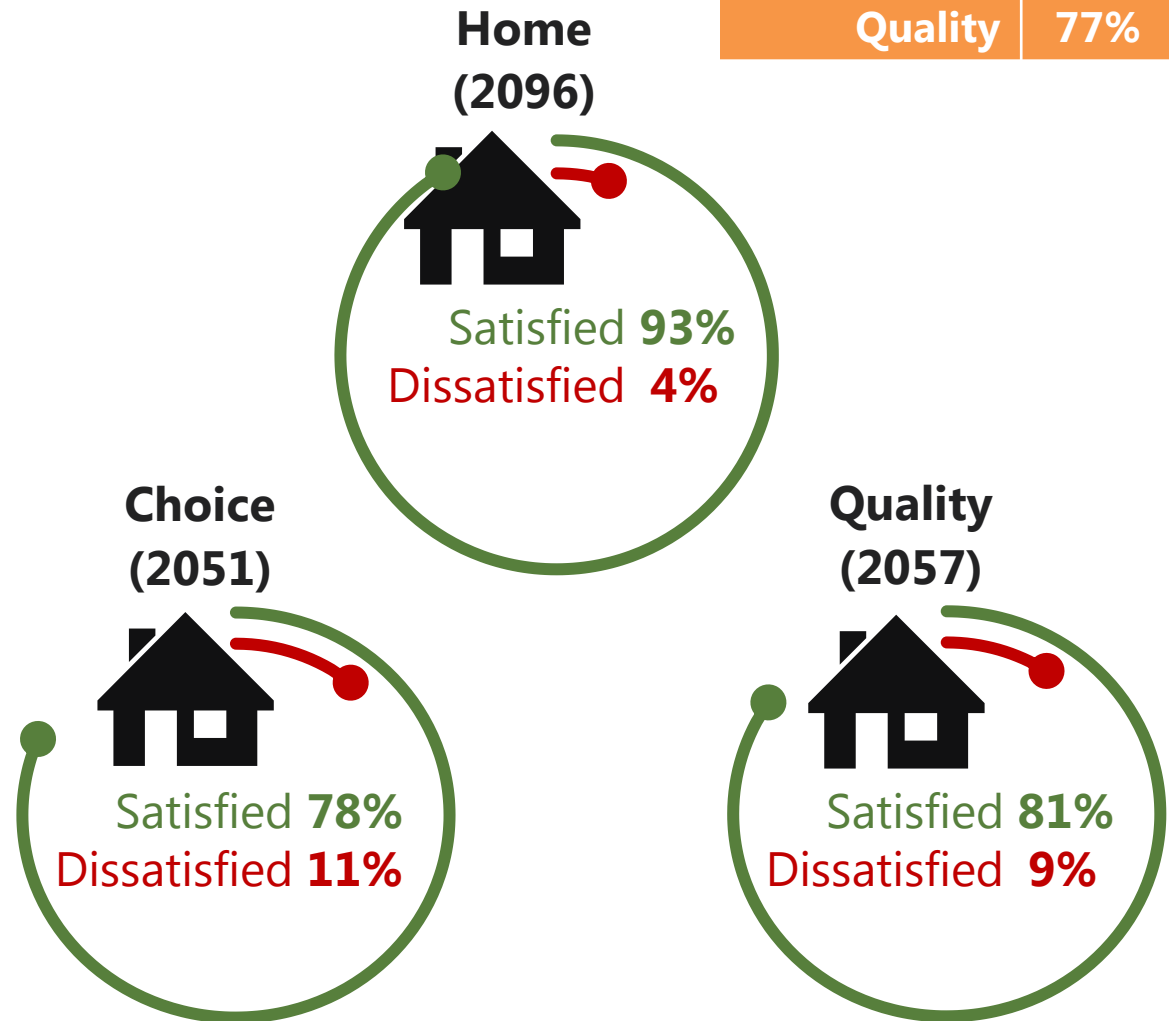
Q26. How satisfied or dissatisfied are you with the following in your local area...?

% satisfied	2012
Home	89%
Choice	79%
Quality	77%

The vast majority (93%) of Stockton residents are satisfied with their home; just 4% are dissatisfied. Around four in five are satisfied with the choice (78%) or the quality (81%) of housing options in their local area.

Social tenants and private renters are less likely than average to be satisfied with their home (86% and 89% vs. 95% of owner occupiers), as well as the choice/quality of local housing.

Those living in the Western locality are more likely to be satisfied with both their own home and the general quality of housing. Those in the Central locality are *less* likely to be satisfied with their home, or the choice/quality of housing.



Base: All valid responses (see above) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Community cohesion

Q21. To what extent do you agree or disagree that your local area is a place where people from different ethnic backgrounds get on well together?

Q22. To what extent do you agree or disagree that people in this local area pull together to improve the local area?

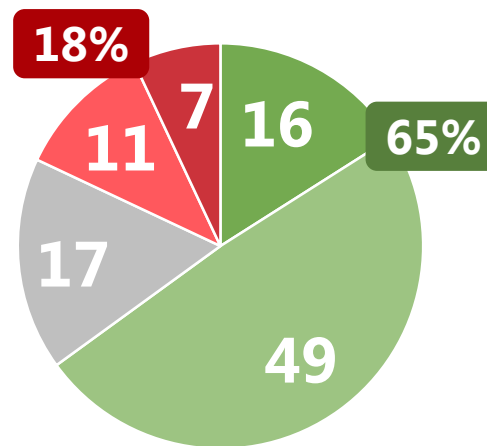
Two thirds (65%) of residents agree people from different ethnic backgrounds get on well together in their local area – however, BME residents are more likely than white residents to hold this view (81% vs. 64%). Owner occupiers are more likely than average to agree with the statement (67%); those with a disability are less likely (55%).

In terms of small areas, those in Western locality are more positive about community cohesion (75% vs. 62% in Central locality).

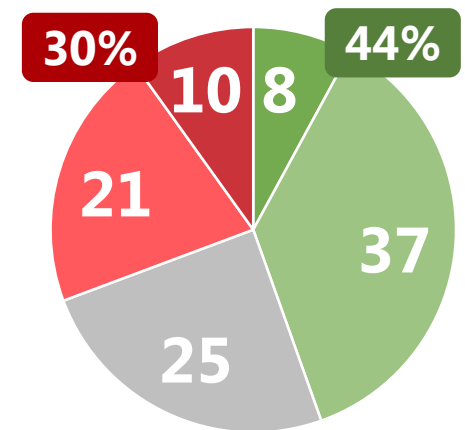
Four in ten (44%) think people pull together to improve the local area – particularly those who are: aged 35-64 (48%), working (47%), owner occupiers (46%), formal volunteers (51%) or living in the Western locality (62%).

- Definitely agree
- Neither/nor
- Definitely disagree

- Tend to agree
- Tend to disagree



Different ethnic backgrounds get on well (1765)



People in local area pull together (2024)

Base: All valid responses (see above) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

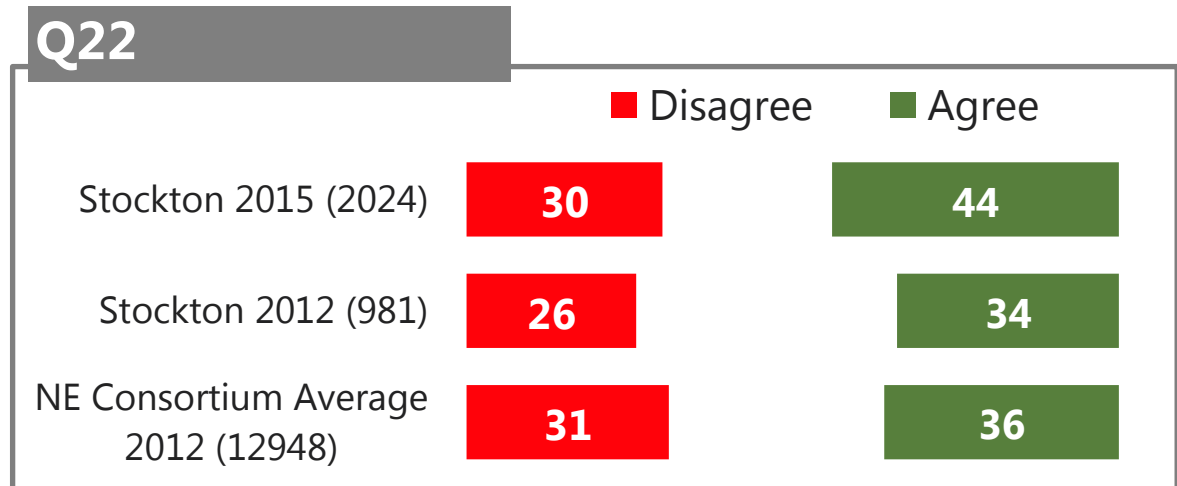
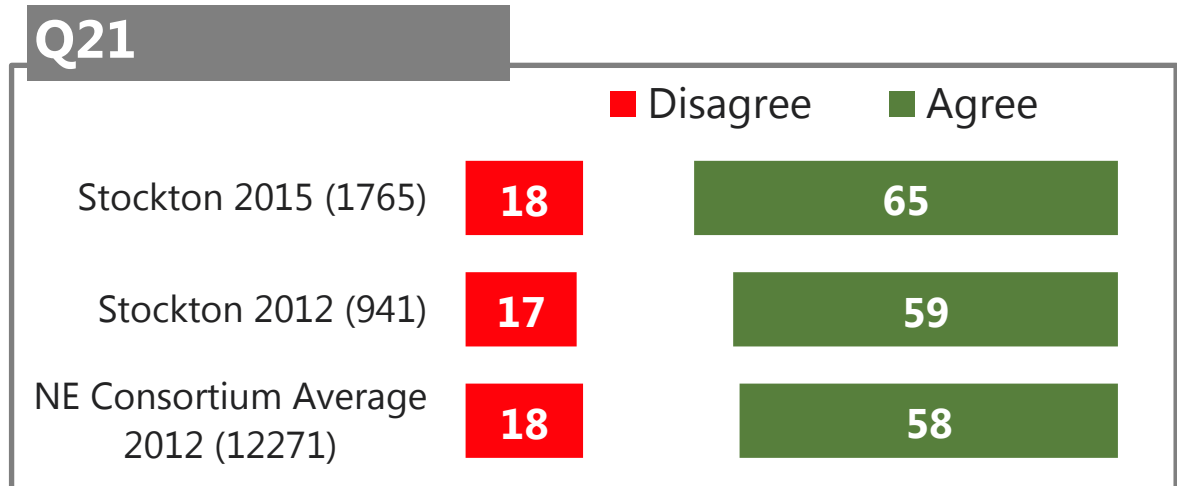
Community cohesion

Q21. To what extent do you agree or disagree that your local area is a place where people from different ethnic backgrounds get on well together?

Q22. To what extent do you agree or disagree that people in this local area pull together to improve the local area?

The proportions thinking there is good community cohesion or that local people pull together to improve the area are both higher than the equivalent results from both the Stockton 2012 survey, and the North East Consortium average.

However, it is worth noting that the proportion *disagreeing* that people pull together has also increased since the 2012 survey – showing opinion may have polarised somewhat over this time period.



Base: All valid responses (see above) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Influencing local decision-making

Q16. To what extent do you agree or disagree with the following statements?

One in five residents (20%) feel they can influence decisions affecting their local area, although three in five disagree (61%). Agreement is higher amongst those aged 35-64 (22%), but lower amongst those with a disability (17%).

Three in ten (29%) think they have sufficient information about the decisions being made, although – again – over half disagree (55%). Those more likely to say they *do* have enough information about decisions are retired residents (32% vs. 26% of those in work), social tenants (35%) and those feeling informed about the Council (41%).

Those in the Northern locality are less positive across both of these measures.

I feel I personally can influence decisions affecting my local area
(2057)



Agree **20%**
Disagree **61%**

I feel I have enough information about decisions that are being made
(2076)



Agree **29%**
Disagree **55%**

Perceptions of safety



Perceptions of safety

- **Almost all residents (95%) feel safe when outside in their local area during the day, fewer (72%) feel safe after dark, although this result is improved since 2012 (63%) and in line with the Crime survey for England & Wales (74%).**
- **The proportions of residents stating that various anti-social behaviour issues are problematic are relatively low. They also appear to have improved since 2012, particularly with regard to the issue of rubbish and litter which is lower than the national average as measured by the Crime survey for England & Wales.**
- **Generally, residents living in the Central locality are more likely than others to have greater concerns about various elements of anti-social behaviour.**

Safety in the local area

Q40. How safe or unsafe do you feel when outside in your local area...?

Almost all residents 95% feel safe outside during the day, which decreases to 72% after dark. This results is in line with the Crime survey for England & Wales (74%).

Those more likely to feel unsafe at night include women (26%), older residents aged 65+ (24%), social tenants (26%), private renters (28%), those with a disability (30%) and those living in the Central locality (24%).

Perceptions of safety appear to have improved since 2012, in particular after dark.

...during the day
(2096)



...after dark
(2050)



% safe	2012	Crime survey for Eng & Wales 2015 (1)
During the day	91%	-
After dark	63%	74%

Base: Q40. All valid responses (see above) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

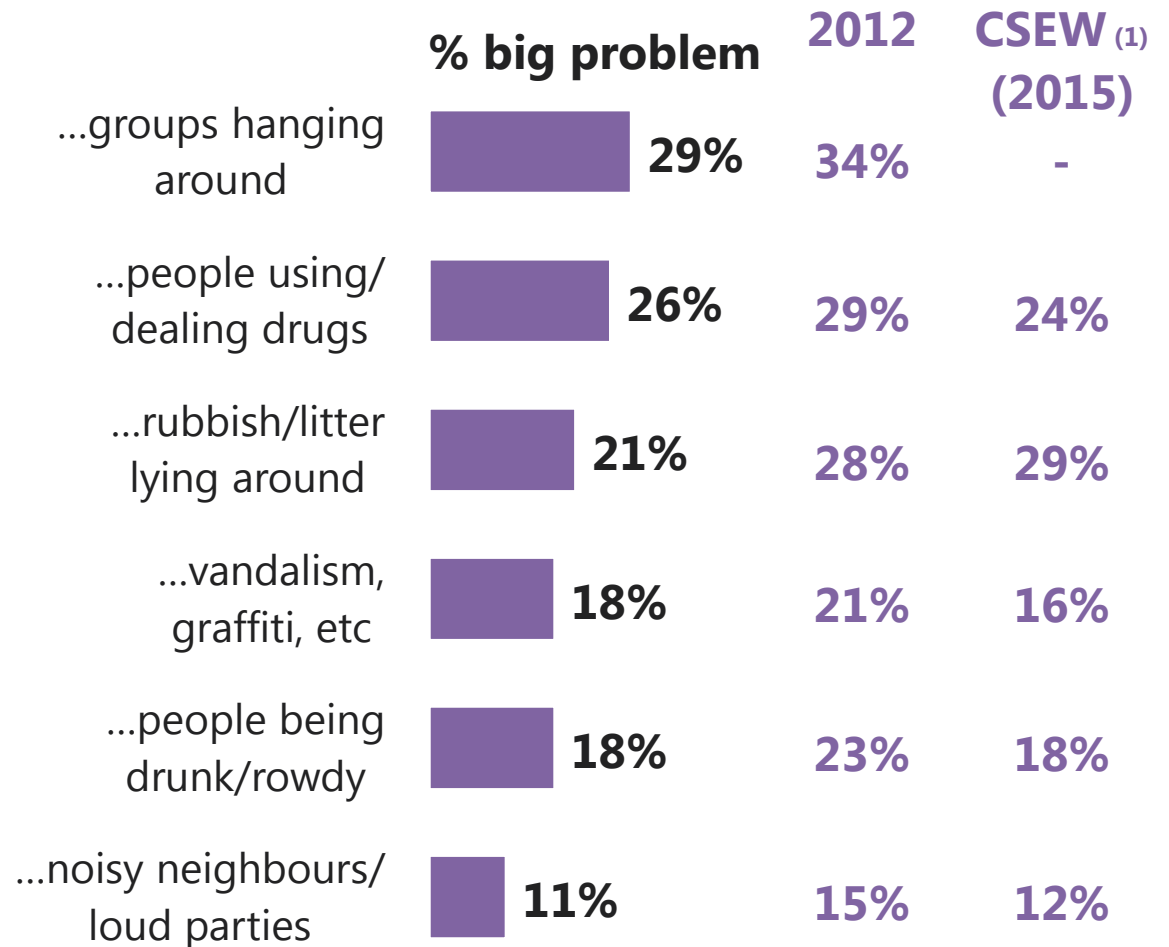
Anti-social behaviour in the local area

Q41. Thinking about this local area, how much of a problem do you think each of the following are...?

The proportions stating that various ASB issues are problematic are relatively low. These appear to have improved since 2012, particularly with rubbish/litter lying around which is lower than the national average as measured by the Crime survey for England & Wales and is heartening given this is a key driver to local area satisfaction.

Again, reflecting their feelings about community safety, those living in the Central locality are more likely than average to say there is a problem in their local area with drugs (29%) drunken or rowdy behaviour (23%), vandalism/graffiti (21%) and noisy neighbours/parties (15%).

Those in the Eastern locality are more likely to say there are problems with loitering groups (39%) and litter (27%).



Base: All valid responses (ranging from 1991 to 2096) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Health & Wellbeing



Health and Wellbeing

- **Two thirds of residents say that their health is good, while a quarter of residents have a long-term illness, health problem or disability.**
- **Those in the Western locality are more likely to state their health is good, while those in the Central locality are less so.**
- **Residents are broadly positive about most aspects of their wellbeing except for feeling relaxed and feeling optimistic about the future, where less than half say they feel this way all of the time or often.**
- **The average mental wellbeing score for the Borough is 25.9 out of 35 across the different aspects of mental wellbeing. Those with lower scores include those aged 35-64, social tenants, private renters, workless residents, those in poor health and those living in the Central locality.**
- **Almost half of all residents are getting their recommended 150 minutes of exercise per week. However one in five get less than an hour per week.**
- **Older residents, workless residents, social tenants and those with a disability are all less likely than average to get the recommended levels of exercise, reflecting their lower levels of health in general.**
- **One in five volunteer at least once a month, but two thirds have not done so in the last year.**

Self-reported health and disability

Q47. How is your health in general?

Q48. Do you have any long-term illness, health problem or disability which limits your daily activities or the work you can do?

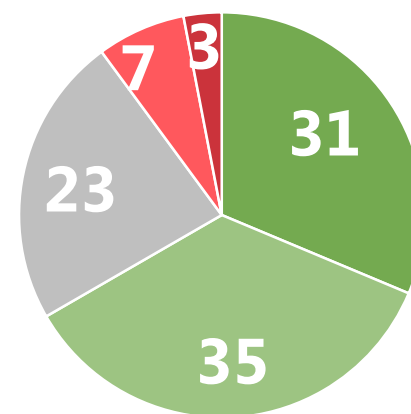
Two thirds of residents report their health as being good (67%), whilst 10% of residents state that their health is bad. A quarter say they have a long-term illness, health problem or disability (27%), but almost three quarters do not (73%).

Groups who are significantly *less* likely than average to describe their health as good include those aged 65+ (48%), workless residents (40%) and social tenants (43% vs. 67% overall). Residents in the Western locality are significantly more likely to state that their health is good (74%), while those in Central locality are *less* likely (64% v 67% overall).

The proportion saying they are in good health is slightly lower than in 2012 but in line with the North East consortium average.

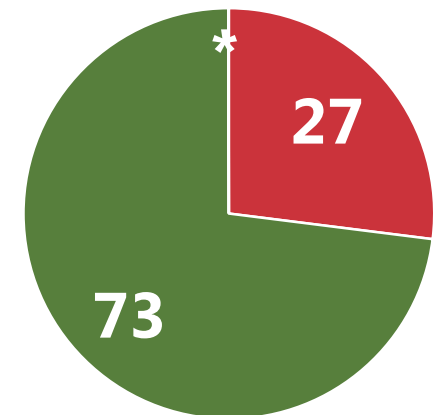
Health

- Very good
- Good
- Fair
- Bad
- Very bad



Disability

- Yes
- No
- Ref/NS



2012	NE Avg.
70%	67%

Base: Q47/Q48. All valid responses (2102) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Moderate intensity exercise per week

Q50. In an average week, how much moderate intensity exercise do you do?

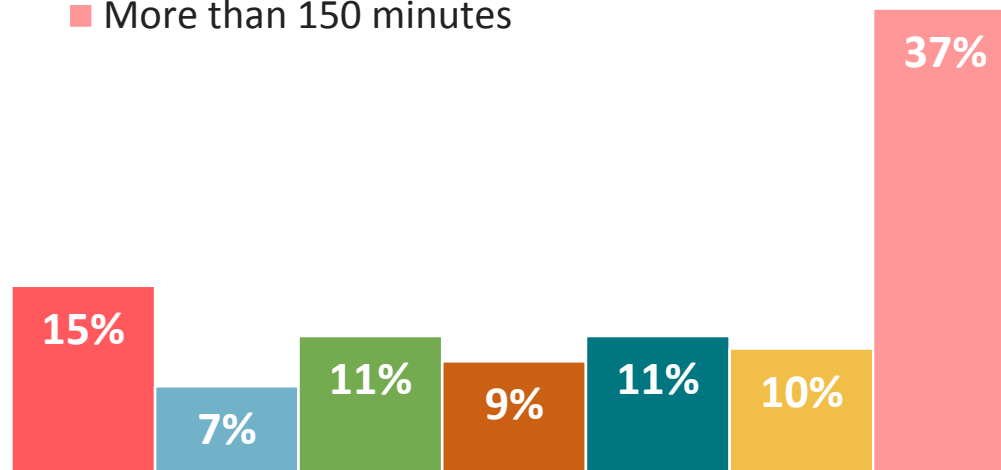
Nearly half of residents (47%) are getting the recommended 150 minutes or more of exercise per week, which is significantly lower than the national average 56%⁽¹⁾. One in five (22%) residents are getting less than an hour a week.

Male residents are significantly more likely than women to do 150 minutes or more of exercise per week (51% vs. 44%). Other groups less likely to get the recommended levels of exercise include those aged 75+ (37%), workless residents (32%), social tenants (39%) and those with a disability (38% v 47% overall).

Notably, those in the Central locality are more likely than average to get under an hour of exercise per week (25% v 22%).

Findings are in line with the 2012 survey.

- Less than 30 minutes
- About 30 minutes
- About 60 minutes
- About 90 minutes
- About 120 minutes
- About 150 minutes
- More than 150 minutes



	2015	2012
Less than an hour	22%	21%
Less than 150 minutes	53%	55%
150 minutes or more	47%	45%

Base: All valid responses (2102) : Fieldwork dates: 29 June – 7 December 2015

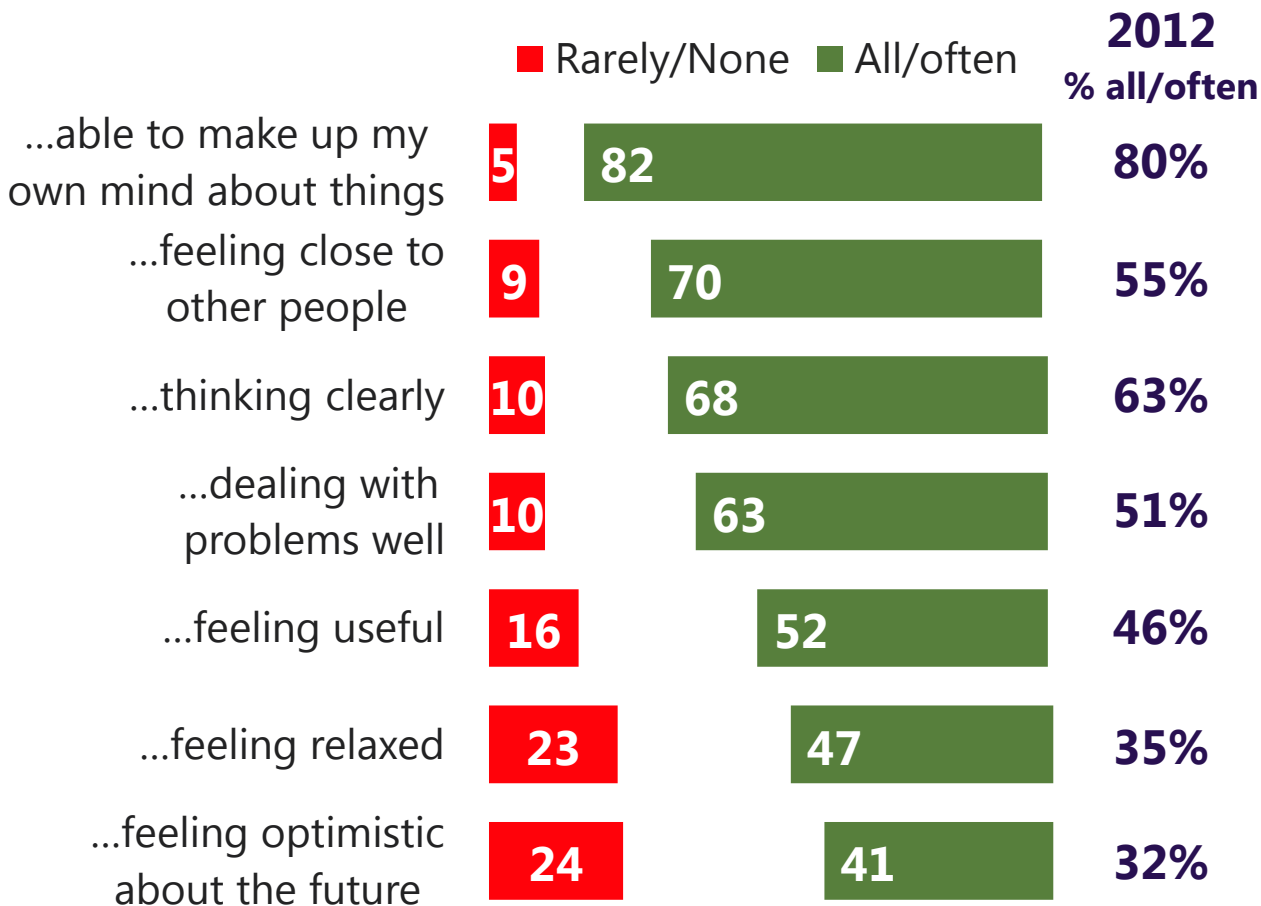
Source: Ipsos MORI

Mental wellbeing

Q49. I am going to read out some statements about feelings and thoughts. Please could you tell me the letter that best describes your experience of each over the last two weeks. I've been...

The aspects of wellbeing that residents are most positive about include being able to make up their own mind about things (82% all/often) and feeling close to other people (70%). The areas residents are least positive about are feeling relaxed (47%) and feeling optimistic about the future (41%).

The wellbeing index score for residents is 25.9 out of a maximum of 35 across the seven statements. This is above the equivalent figure from the 2012 survey and the national average 25.2(1). Groups with lower than average scores include those aged 35-64, workless residents, social tenants, private renters, those in poor health and those living in the Central locality.



Wellbeing index score (2)



Warwick Edinburgh Mental Well-Being Scale (WEMWBS) © NHS Health Scotland, University of Warwick and University of Edinburgh, 2006, all rights reserved."

Base: All valid responses (2102) : Fieldwork dates: 29 June – 7 December 2015

(1) Understanding Society – face to face nationally representative survey (2014)

(2) Participants are given a score dependent upon their response to each of the seven statements e.g. a score of 1 = none of the time and 5 = all of the time.

Ipsos MORI – Public Affairs The maximum score is therefore 35. The Wellbeing index score is the average score of all those who answered the full question

Volunteering

Q24. How often, if at all, have you given unpaid help taking part in or supporting any group, club or organisation (e.g. helping to run an activity or event, coaching, counselling, raising money, admin help)?

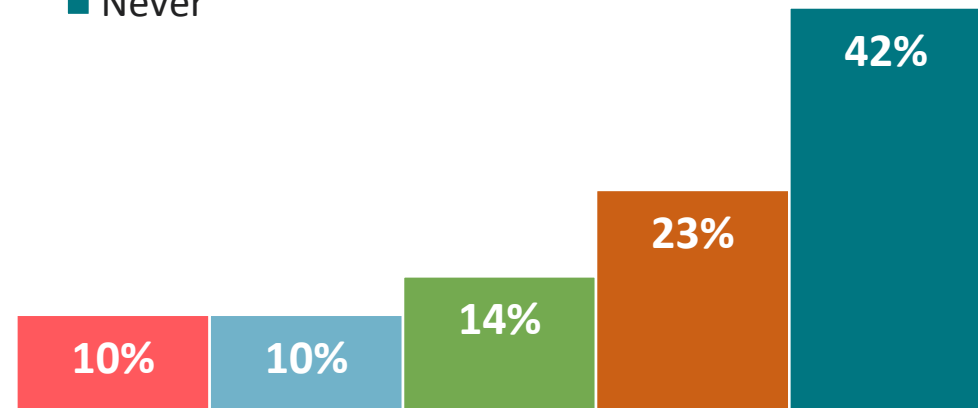
Two thirds of residents (66%) have not volunteered in the last year. One in five (20%) do so at least once a month, rising to a third who have volunteered at least once in the last year (34%).

Those more likely to be regular volunteers (at least once a month) include those in part-time work (25%) and owner occupiers (22%).

Residents living in the Western locality are also significantly more likely to be regular volunteers (26% respectively), whereas those in Central locality are less likely than average (18%).

Results are broadly in line with previous surveys, although lower than the national average as measured by the Community Life survey.

- At least once a week
- Less than once a week but at least once a month
- Less often
- Have not done this in past 12 months
- Never



	2015	2012	NE Av.	CLS* 2014
% at least once a month	20%	21%	20%	27%
% at least once a year	34%	36%	35%	42%

Base: All valid responses (2102) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

*The Community Life Survey, nationally representative, face-to-face in-home (2014/15)

The economy



The economy

- **Economic optimism declines with geographical scale. Half of residents (50%) feel the local area's economy is doing well, compared with less than half (45%) who feel this about Stockton's economy and a third (36%) who say it about the economy of the North East.**
- **Over a third (37%) of residents say they have been badly affected by the economic climate in some way in the last 12 months. The most common adverse effect is being unable to afford a holiday (17%).**
- **Among those adversely affected by the economic climate, the most common coping mechanisms have been to do without luxuries (46%) or to borrow money from friends and relatives (34%).**
- **However, residents are more likely to expect their personal finances to get better in the next 12 months (28%) than to get worse (16%).**

State of the economy

Q42. In your view which best describes the state of the economy in...?

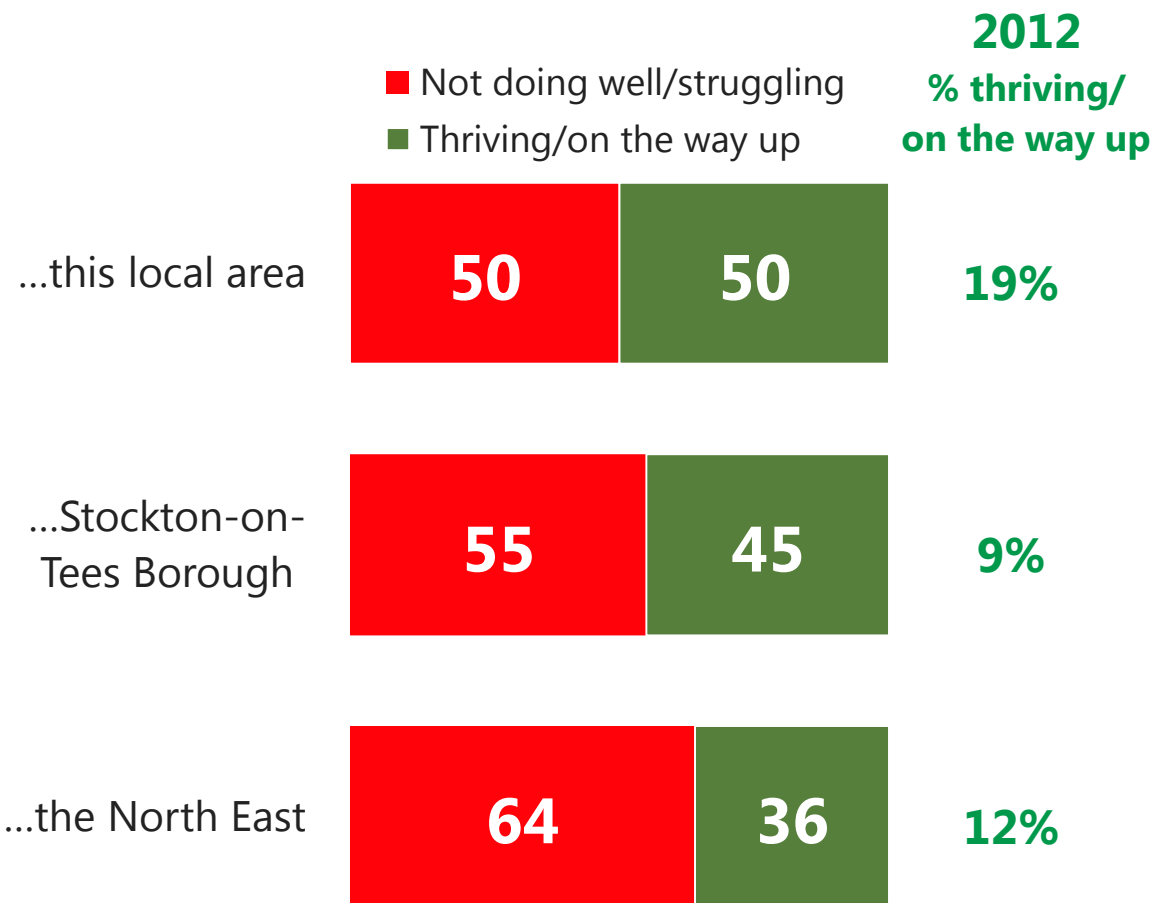
Residents are evenly split on the state of the economy in their local area. They are most likely to say the local area's economy is doing well (50%), followed by Stockton's economy (45%). They are least likely to be positive about the North East's economy (36%).

Generally, younger residents aged 16-34 are more positive, such as about the economy of the North East (48% say it is doing well, vs. only 31% of those aged 35+).

Owner-occupiers tend to be more negative (e.g. 58% think Stockton's economy is doing badly vs. 55% overall).

Those in Western Stockton are most positive about the local economy (67% say it is doing well, vs. 50% overall).

Results are considerably more positive than the 2012 survey.



Base: All valid responses (ranging 1929 to 1961) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

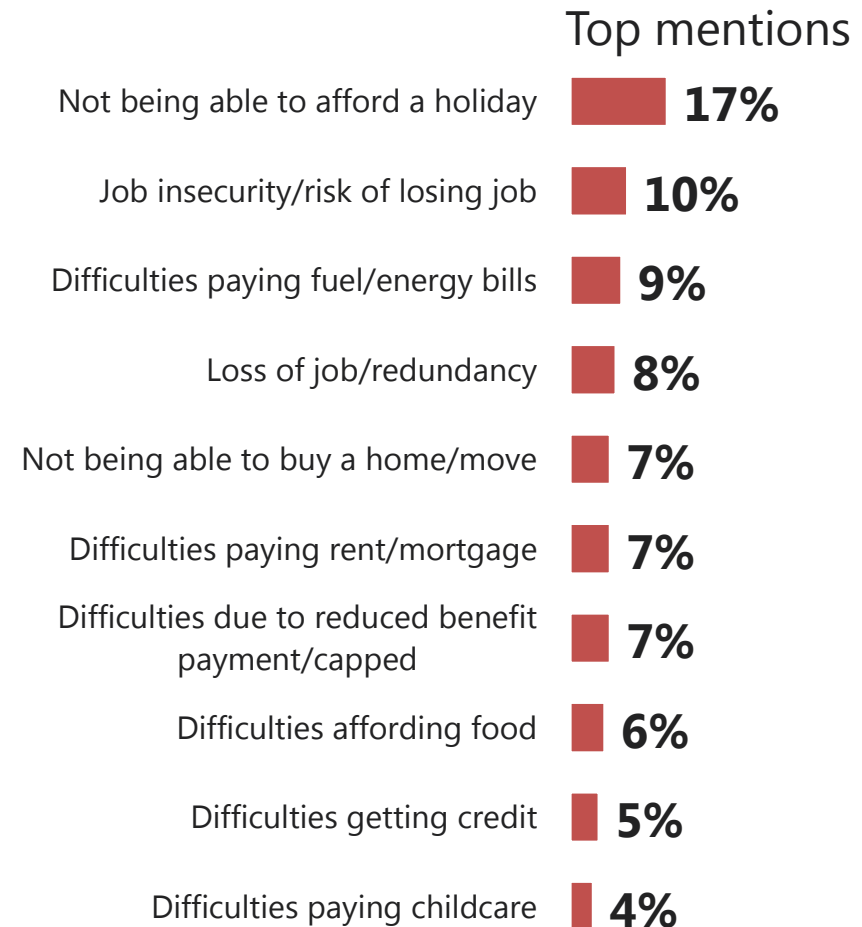
Affected by current economic climate

Q43. Thinking of the current economic climate, have you been affected by any of the following in the last 12 months?

Over of a third of residents (37%) say the economic climate has negatively affected them in the last 12 months. The most common single problems are being unable to afford a holiday (17%) and suffering job insecurity or loss (10%).

In terms of broader groups of problems, residents have most often had problems with living costs (14%) and benefits (11%).

Those most likely to have had any problems are workless residents (63%), private renters (62%), social renters (49%), those aged 25-54 (49%), disabled residents (45%) and those in Northern Stockton (41%).



Base: All valid responses (2092) : Fieldwork dates: 29 June – 7 December 2015

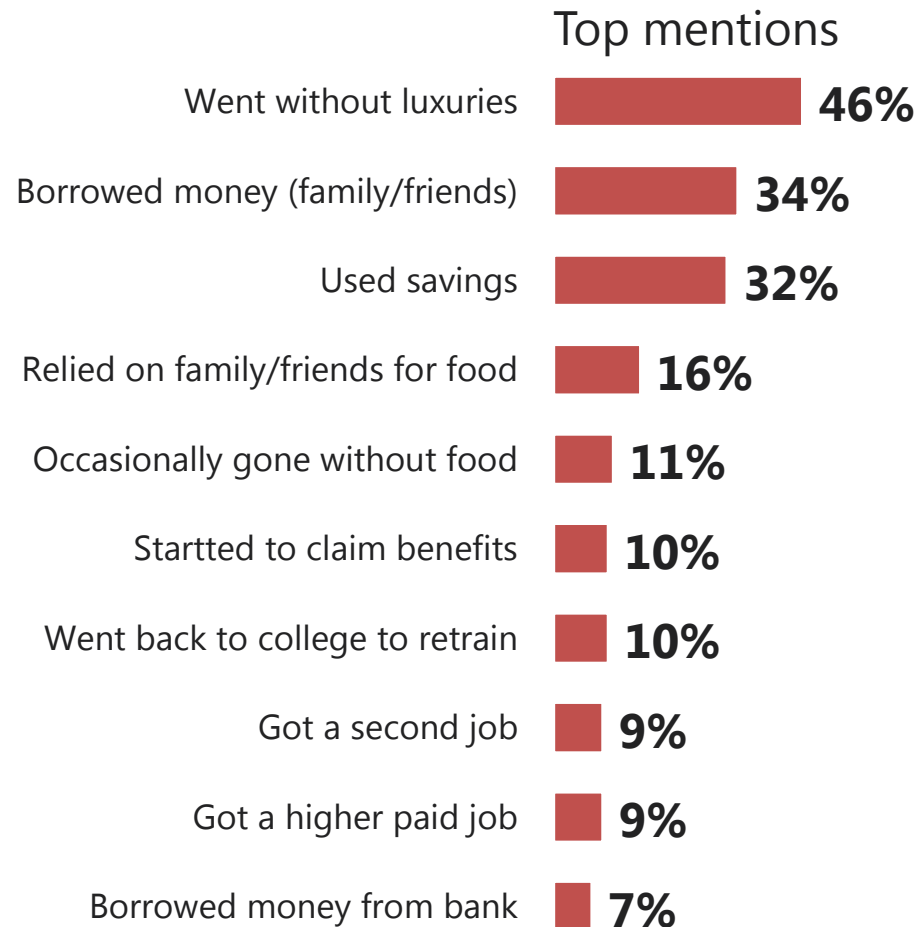
Source: Ipsos MORI

Affected by current economic climate

Q44. Thinking about the problems you have had in the last 12 months, did you or a member of your household do any of the following to 'get by' at such times or deal with such circumstances?

Those who have faced economic problems recently are most likely to have responded by going without luxuries (46%), borrowing money from friends and family (34%) and using savings (32%).

In terms of general types of response, the most common ways to get by are by borrowing money from someone (40%), and relying on friends and family (39%), followed by changing employment in some way (17%) and trying to get in increased benefits (16%).



Base: All valid responses who have been affected by economic climate (781) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

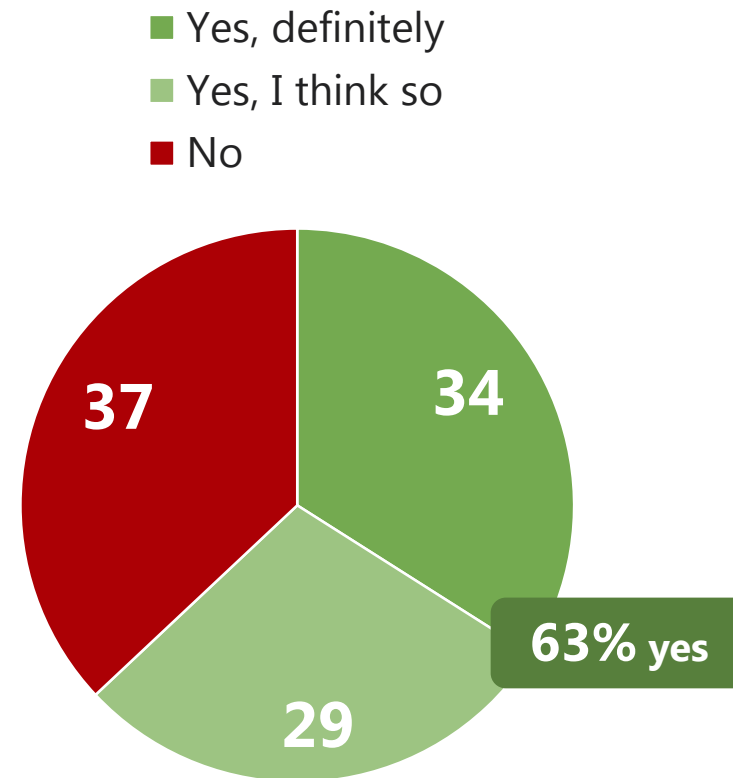
Know where to go if in financial difficulty?

Q45. If you or a member of your family found yourself in financial difficulty do you know where you could go locally for help and advice?

Almost two-thirds of residents (63%) say they would know where to go for help and advice because of financial difficulties, although only a third (34%) definitely know this.

Those who are most likely to state that they do not know where to seek help and advice are:

- **BME residents (52% vs. 37% overall)**
- **Young residents aged 16-24 (46%)**
- **Those in North Stockton (42%)**



Base: All valid responses (2102) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Will personal finances improve?

Q46. Do you think that your personal financial circumstances will improve, stay the same or get worse over the next 12 months?

Residents are more likely to say their finances will get better (28%) rather than worse (16%) over the next 12 months, although most expect no change (56%).

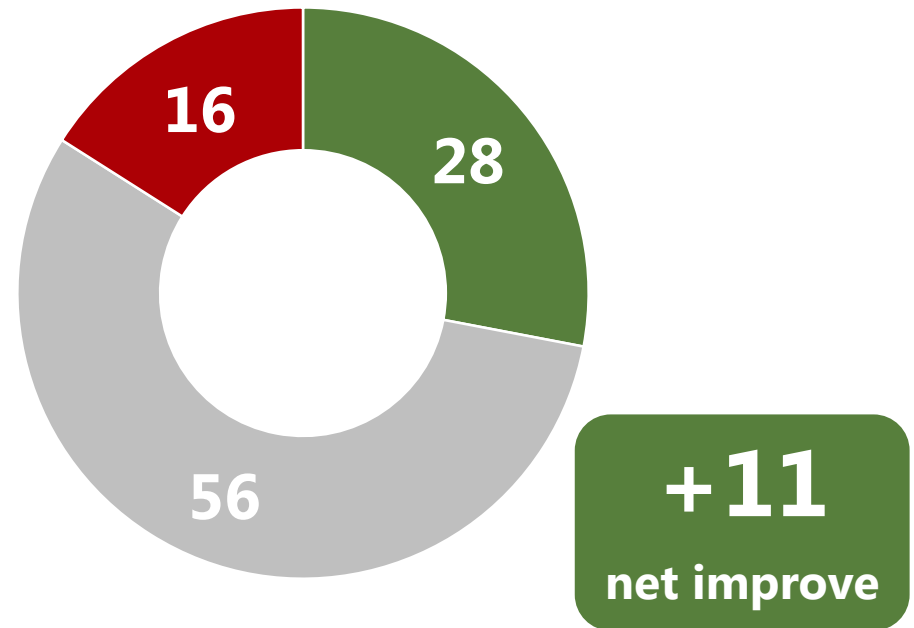
Those most likely to expect improvement are

- Young residents aged 16-34 (45%)
- Private renters (42%)
- Those in education (39%) or full-time work (37%)
- Those with children in the household (34%)
- Men (32%)

Those most likely to expect things to get worse are:

- BME residents (32%)
- Workless residents (27%)
- Disabled residents (23%)
- Social renters (21%)
- Those aged 35-54 (19%)

- Improve
- Stay the same
- Get worse



Base: All valid responses (2032) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

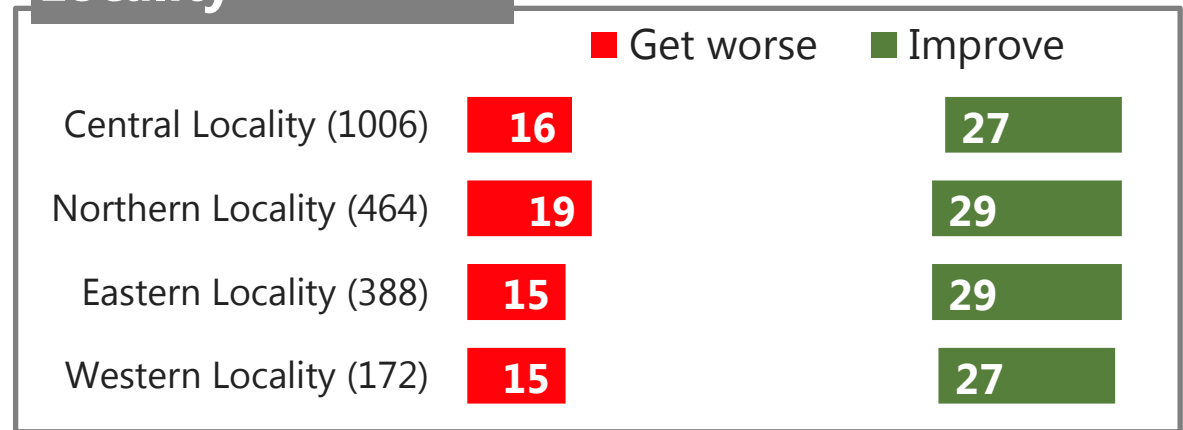
Will personal finances improve?

Q46. Do you think that your personal financial circumstances will improve, stay the same or get worse over the next 12 months?

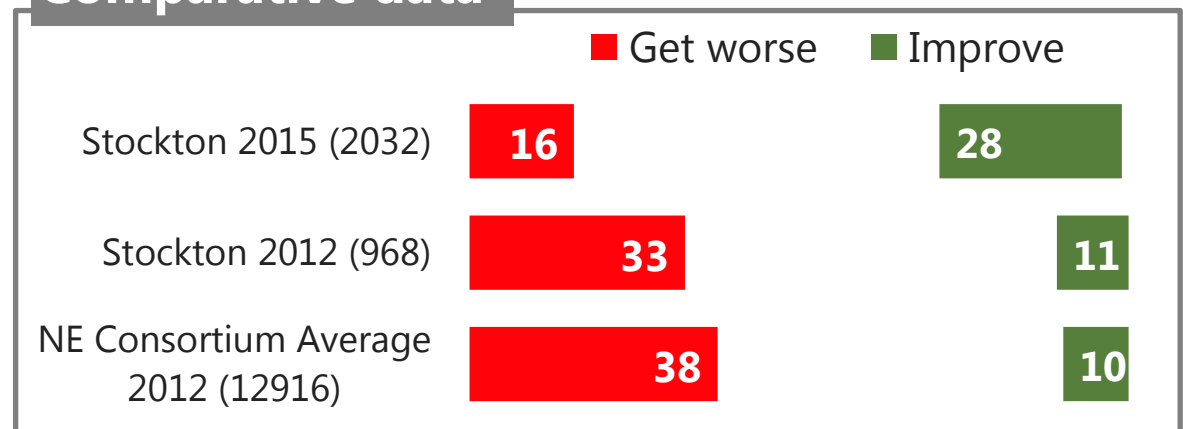
Expectations about personal finances vary very little across the localities of Stockton.

However, the balance of opinion is a good deal more positive than it was in Stockton or across the North East generally in 2012, when far more residents thought their finances would get worse and fewer thought they would get any better.

Locality



Comparative data



Base: All valid responses (see above) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Stockton-on-Tees Borough Council



Stockton Borough Council

- **Attitudes to the Council are generally positive, with the great majority satisfied with how it runs things (73%) and only a small number who are dissatisfied (12%). Most residents believe the Council provides good value for money (57%) and only one in five (19%) disagree. Similarly, most believe it acts on residents' concerns (65%) and feel informed about what the Council does (61%). It is notable that far more residents trust the Council (69%) than they do the Westminster Government (29%).**
- **Although the comparison must be made with caution because of the differing methodologies, residents are more positive towards the Council than they were in 2012. Results in Stockton are also much more positive than the average across the North East Consortium in 2012.**
- **Key drivers analysis shows that:**
 - **Overall satisfaction with the Council is most closely connected with other aspects of how well it does, namely its perceived value for money, level of trust and whether the Council acts on residents' concerns. Satisfaction with the local area is also closely tied to satisfaction with the Council, as is satisfaction with street cleaning;**
 - **The Council's perceived value for money is most closely tied to whether residents think it is effective, how much they trust the Council, and how well the organisation acts on local concerns.**
- **Just over half of residents (54%) think the Council is effective, although somewhat fewer think it is in touch with local residents (43%). Opinion is split on the Council's plans, with half who think it is ambitious (48%) and two in five (42%) who say it has big plans for the Borough.**

Stockton Borough Council

- **A majority would like to know more about local decision-making but are happy to let the Council get on with their job, however a quarter would like more involvement.**
- **The best rated environmental services are refuse collection and street lighting, but those rated least well are road/pavement maintenance – reflecting the perceived need for improvement here.**
- **Most residents are satisfied with the local cultural and leisure services. Satisfaction is greatest with local cultural events (82%), followed by local libraries (79%) and parks and open spaces (78%). It is somewhat lower with leisure centres (67%) and museums (57%).**
- **Two-thirds of residents (65%) are satisfied with the town centre markets in Stockton, compared with only a fifth (20%) who are dissatisfied.**
- **Almost half of residents (46%) have been in contact with the Council in the last 12 months. Satisfaction with customer contact is generally high, especially with staff helpfulness (82%), how easy it was to find the right person to deal with (81%) and how knowledgeable staff were (79%). Most of those in touch with the Council are also satisfied with the final outcome of their query (67%).**
- **The most common sources of information on the Council are Stockton News (65%), local media (39%) and the Council's website (27%). For each information source, satisfaction with it among those who use it is consistently very high (between 87% and 90%).**
- **Over a third of residents (37%) have used the Council's website in the last 6 months, although a much smaller proportion is aware of MyStockton (12%).**

Satisfaction with the way the Council runs things

Q5. Overall, how satisfied or dissatisfied are you with the way Stockton-on-Tees Borough Council runs things?

Almost three-quarters of residents (73%) are satisfied with how the Council runs things overall, compared with only a small proportion who are dissatisfied (12%).

Satisfaction is generally consistent, except that it is greater among:

- **Social tenants (80%)**
- **Those not disabled (75%)**
- **White residents (74%)**

Dissatisfaction is greater among:

- **Disabled residents (18%)**
- **Older residents aged 65+ (17%)**
- **Owner-occupiers (14%)**
- **Carers (14%)**



Satisfied	73%
Dissatisfied	12%

Base: All valid responses (2080) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

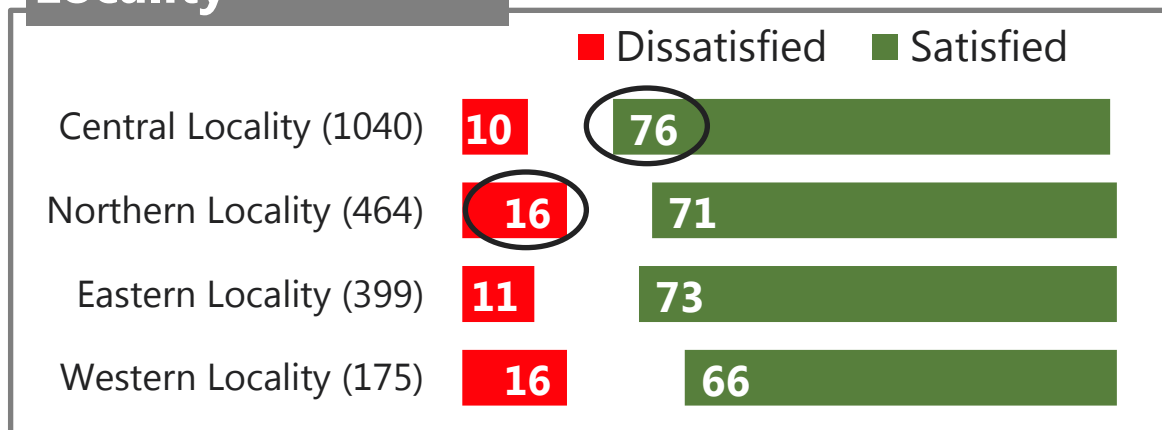
Satisfaction with the way the Council runs things

Q5. Overall, how satisfied or dissatisfied are you with the way Stockton-on-Tees Borough Council runs things?

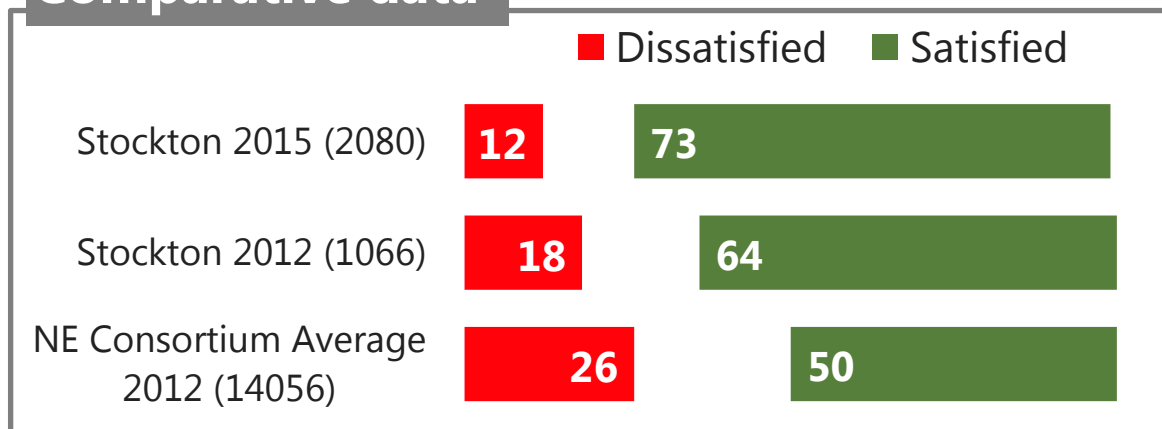
Satisfaction with the Council is above average in Central Stockton (76% vs. 73% overall). In contrast, dissatisfaction is significantly greater in the Northern locality (16% vs. 12% overall).

Compared with the postal research in 2012, satisfaction is also considerably greater than it was then in Stockton (64%) or across the North East consortium (50%).

Locality



Comparative data



Base: All valid responses (see above) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Key drivers to satisfaction with the way the Council runs things

Key driver analysis was undertaken on this key question to better understand what was driving resident satisfaction with the Council. This diagram shows the elements which have the most influence on the way residents answered this question. We can see for example that perceived value for money has a greater degree of influence than how knowledgeable staff are but all of these factors in some way play a part.

Agree the Council provides value for money	19%
Satisfied with local area as a place to live	14%
Council acts on the concerns of local residents	12%
Trust the Council	11%
Satisfied with the quality street cleaning	9%
Agree the Council is effective	8%
Feel belong to the Borough as a whole	7%
Satisfied with how knowledgeable the staff were	5%



Satisfaction with the local Council

Strong drivers of satisfaction with the Council are how well it is rated for value for money, for acting on residents' concerns and for trustworthiness. Attitudes to the local area are also important; the second strongest driver is satisfaction with the area, and strength of belonging to the area is also a driver.

Agree Council provides value for money

Q6. To what extent do you agree or disagree that Stockton-on-Tees Borough Council provides value for money?

Almost three-fifths of Stockton residents (57%) think the Council provides value for money, compared with only a fifth (19%) who disagree.

Attitudes generally vary little, although residents are more likely to say the Council offers value for money if they:

- Are retired (62%);
- In good health (60%); and
- Not disabled (59%).

In contrast, disagreement is greater among:

- Disabled residents (27%);
- Those with fair or bad health (23%/35%); and
- Carers (22%).



Agree	57%
Disagree	19%

Base: All valid responses (2054) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

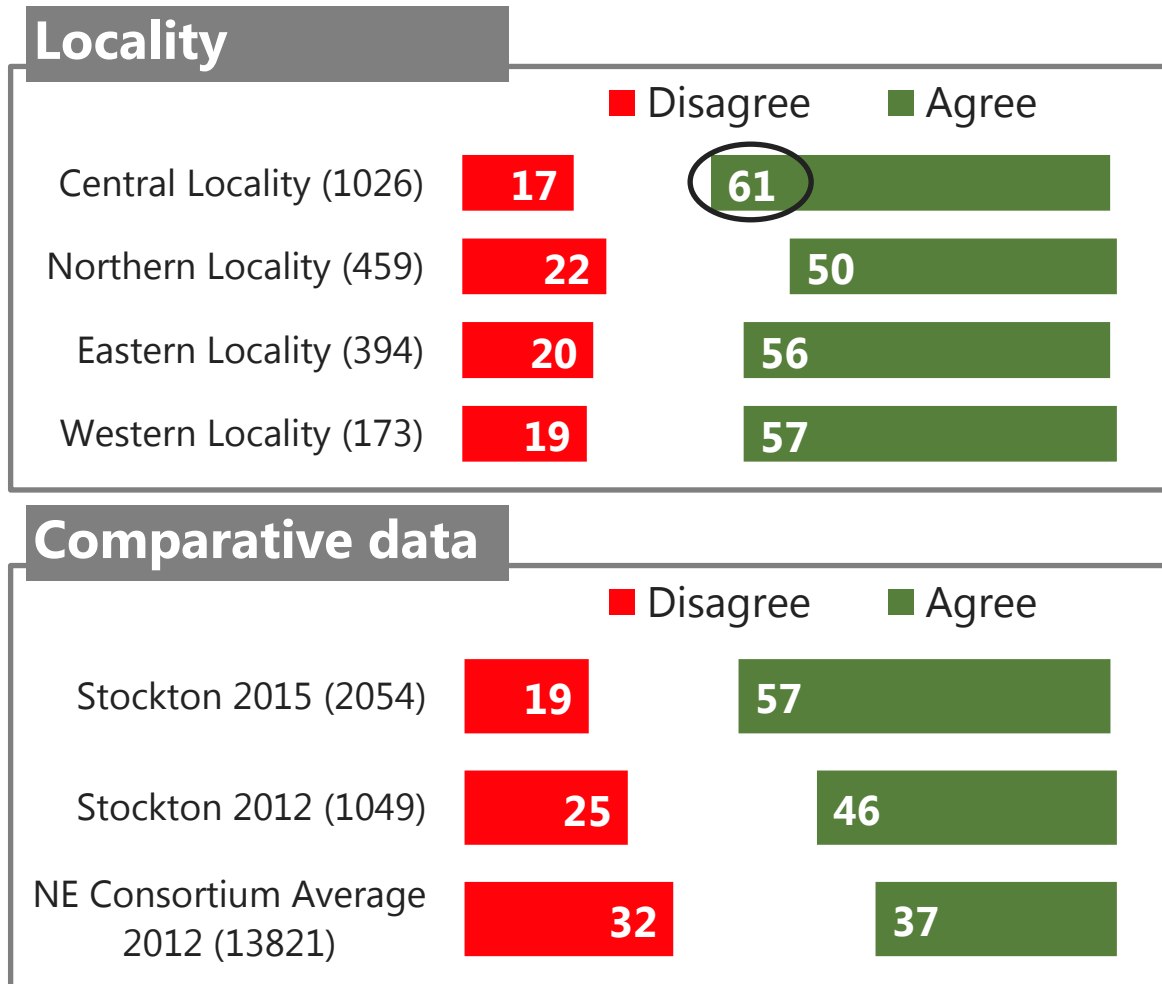
Agree Council provides value for money

Q6. To what extent do you agree or disagree that Stockton-on-Tees Borough Council provides value for money?

Perceived value for money is greatest in Central Stockton (61% vs. 57% overall), which is also where satisfaction with the Council is highest.

It is significantly below average in Northern Stockton (50%), which is where residents are most dissatisfied with the Council.

Compared with 2012, perceived value for money is greater now in Stockton than it was in the Borough or across the North East consortium as a whole.



Base: All valid responses (see above) : Fieldwork dates: 29 June – 7 December 2015

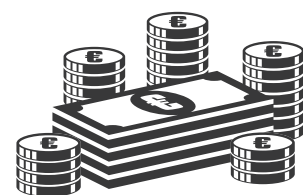
Source: Ipsos MORI

Key drivers to satisfaction with value for money

Key driver analysis was undertaken on this key question to better understand what was driving residents' perceptions that the Council provides value for money. This diagram shows the elements which have the most influence on the way residents answered this question. We can see for example that belief that the Council is effective has a greater degree of influence than satisfaction with the town centre markets, but all of these factors in some way play a part.

Positive drivers

Agree the Council is effective	18%
Trust the Council	18%
Council acts on the concerns of local residents	14%
Satisfied with local area as a place to live	7%
Agree the Council is ambitious	7%
Satisfied with the quality street cleaning	6%
Agree festivals are good use of Council resources	5%
Noisy neighbours or loud parties is not a problem	4%
Feel the Council keeps residents informed about the services and benefits it provides	4%
Satisfied with the quality of community safety	3%
Satisfied with the quality of town centre markets	3%



Satisfaction with value for money

The strongest drivers of the Council's perceived value for money are whether it is effective, is trusted or is thought to act on residents concerns. Satisfaction with the local area and street cleaning are also drivers, as they also are for overall satisfaction with the Council.

Attitudes towards local decision-making

Q17. Which of these statements comes closest to your own attitudes towards the Council?

Almost three in five (57%) say they would like to know more about the Council's work, but are ultimately happy to let them get on with their job. However, a quarter (24%) would like to have more of a say in decision-making.

Groups more likely than average to want increased influence on decision-making include those aged 35-64 (29% vs. 19% of 16-34 year olds), full-time workers (28%), owner occupiers (27%), BME residents (37%), those with a disability (30%), carers (29%) and volunteers (33%).

Those in the Western locality are more likely to say they would like to have more of a say (33%), while those in Central locality are less likely (22%).

57%

like to know what the Council is doing but are happy to let them get on with their job

24%

would like to have more of a say in what the Council does and the services it provides

13%

are not interested in what the Council does, as long as they do their job

2%

are not interested in what the Council does or whether they do their job

Base: All valid responses (2093) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Note – the remaining 3% say they already work for, or are involved with, the Council and the services it provides

Council acts on concerns of local residents

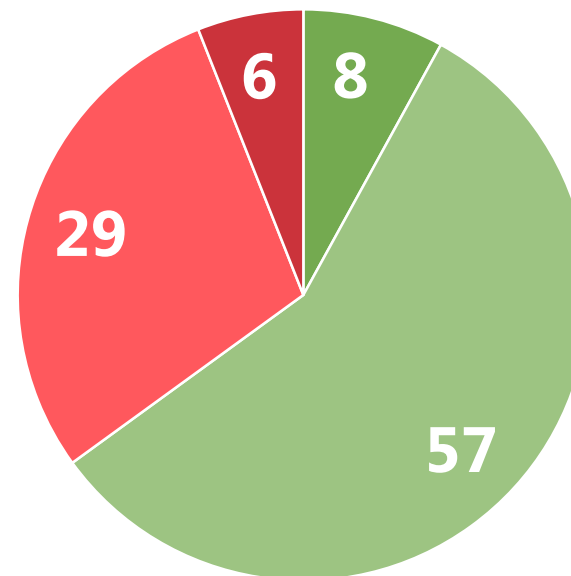
Q8. To what extent do you think the Council acts on the concerns of local residents?

Two-thirds of residents believe the Council acts on the concerns of local residents (65%), compared with a third (35%) who do not.

Those most likely to say the Council takes action are :

- **Younger residents aged 16-34 (71% vs. 63% of those aged 35+)**
- **Women (68% vs. 63% of men)**
- **Those who have lived in Stockton up to 5 years (77% vs. 64% of those who have lived there longer)**
- **Those who are not disabled (68% vs. 59% of those who are)**

■ A great deal ■ A fair amount
■ Not very much ■ Not at all



Great deal/fair amount	65%
Not very much/not at all	35%

Base: All valid responses (1887) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

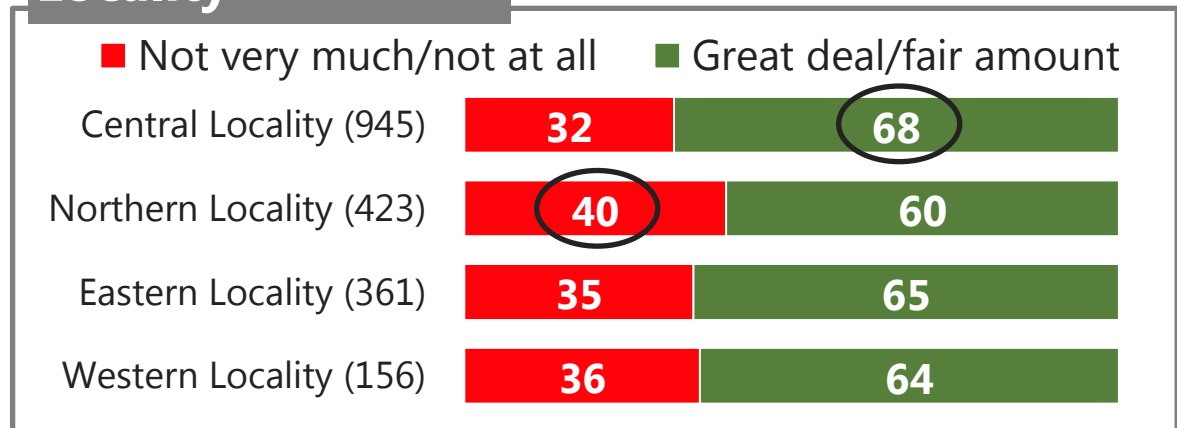
Council acts on concerns of local residents

Q8. To what extent do you think the Council acts on the concerns of local residents?

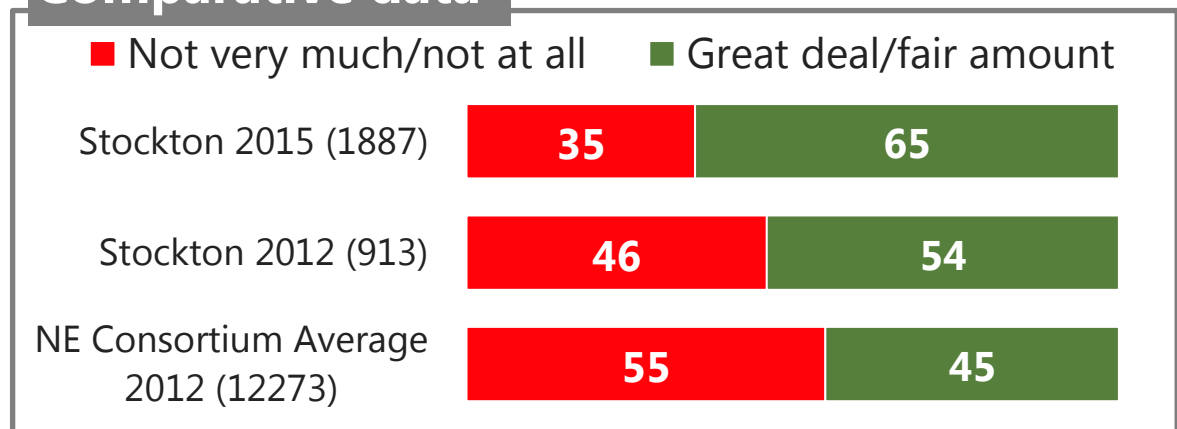
Across Stockton, it is those who live in the Central locality who are most likely to say the Council acts on residents' concerns (68% vs. 65% overall), whereas those in Northern Stockton are the most likely to say it does not (40% vs. 35% overall). This is in line with the other trends for satisfaction with the Council and perceived value for money.

Residents are more likely now than in 2012 to say the Council takes action. They are also more likely to say this than the average across the North East Consortium in 2012.

Locality



Comparative data



Base: All valid responses (see above) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Council keeps residents informed about the services and benefits it provides

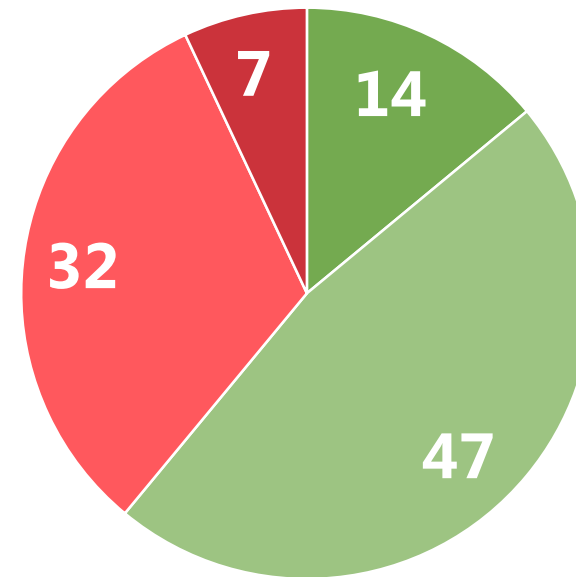
Q9. Overall, how well informed do you think the Council keeps residents about the services and benefits it provides?

Three-fifths of Stockton residents (61%) think the Council keeps residents informed about what it does, compared with two-fifths who do not (39%).

Feeling informed is greater among:

- **Women (64% vs. 59% of men)**
- **Those aged 65+ (67% vs. 59% of those aged 35-64)**
- **White residents (62% vs. 48% of BME residents)**
- **Those who are not disabled (65% vs. 52% of those who are)**
- **Non-carers (63% vs. 59% of those who are)**

- Very well informed
- Fairly well informed
- Not very well informed
- Not well informed at all



Informed	61%
Not informed	39%

Base: All valid responses (2038) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Council keeps residents informed about the services and benefits it provides

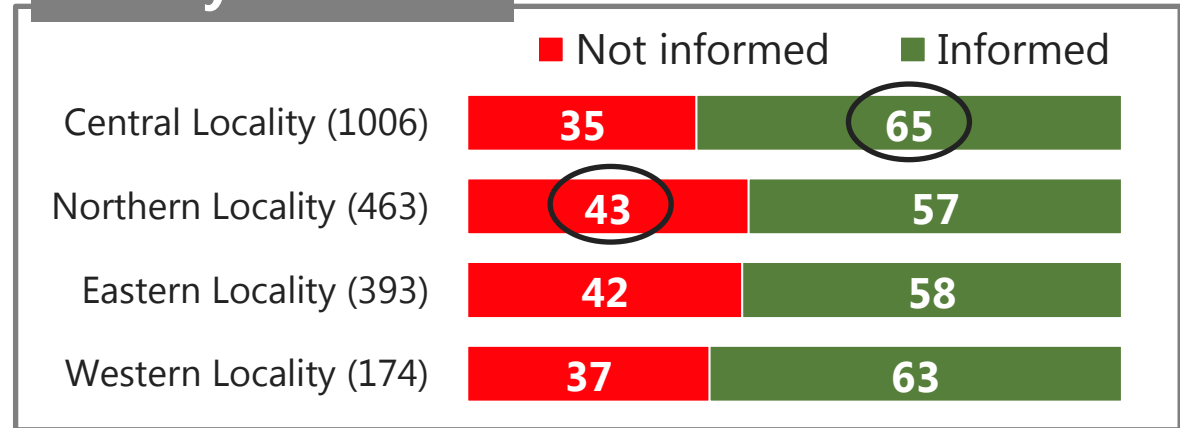
Q9. Overall, how well informed do you think the Council keeps residents about the services and benefits it provides?

Feeling informed is again highest in Central Stockton (65% vs. 61% overall), which is also where residents are most favourable towards the Council.

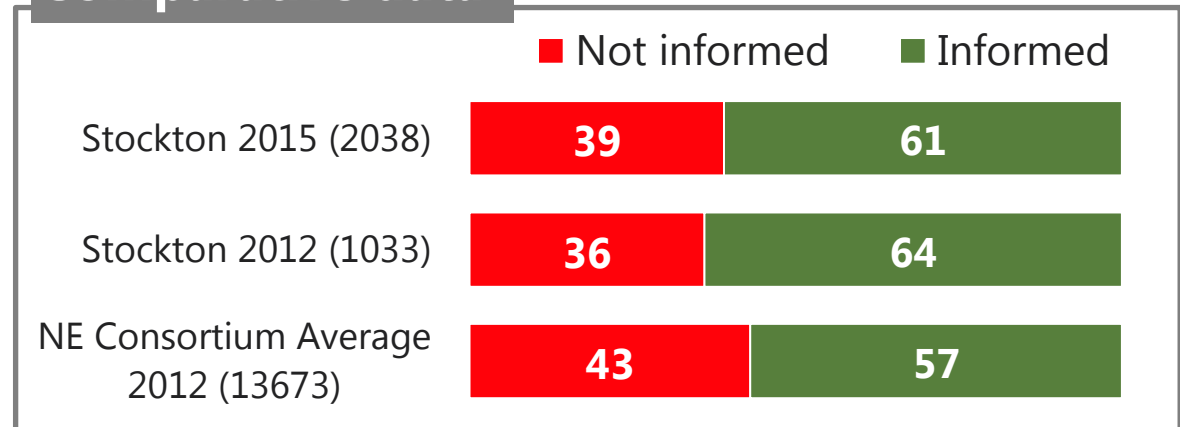
Those most likely to feel badly informed are in Northern Stockton (43% vs. 39% overall), which is also where residents are most critical of the Council.

In 2015, the proportion saying they feel informed falls between the Stockton 2012 finding and the North East Consortium average.

Locality



Comparative data



Base: All valid responses (see above) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Trust in the Council & Westminster Government

Q10. How much do you trust...?

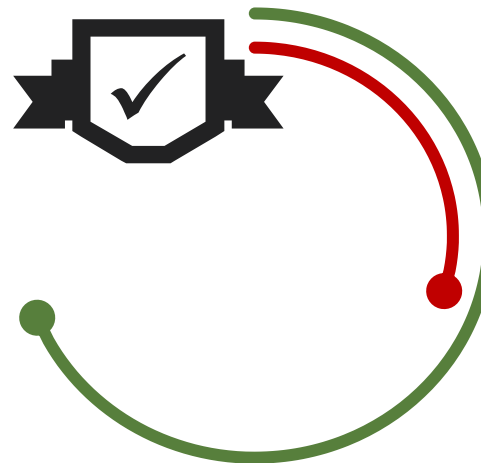
Trust is much greater in Stockton Council (69%) than it is in the Westminster Government (29%).

Younger residents aged 16-34 are more likely than average to trust both the Council (80% vs. 69%) and Westminster (36% vs. 29%).

Non-disabled residents are also more trusting than those who are disabled, both of the Council (72% vs. 61%) and Westminster (33% vs. 20%).

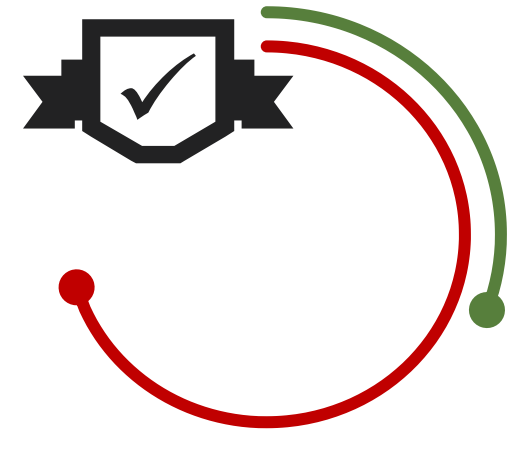
Across other groups, social tenants are more distrustful of Westminster (82% vs. 71% overall).

...Stockton-on-Tees Borough Council (2039)



Great deal/
fair amount **69%**
Not very much/
not at all **31%**

...the Westminster Government (1987)



Great deal/
fair amount **29%**
Not very much/
not at all **71%**

Base: All valid responses (see above) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

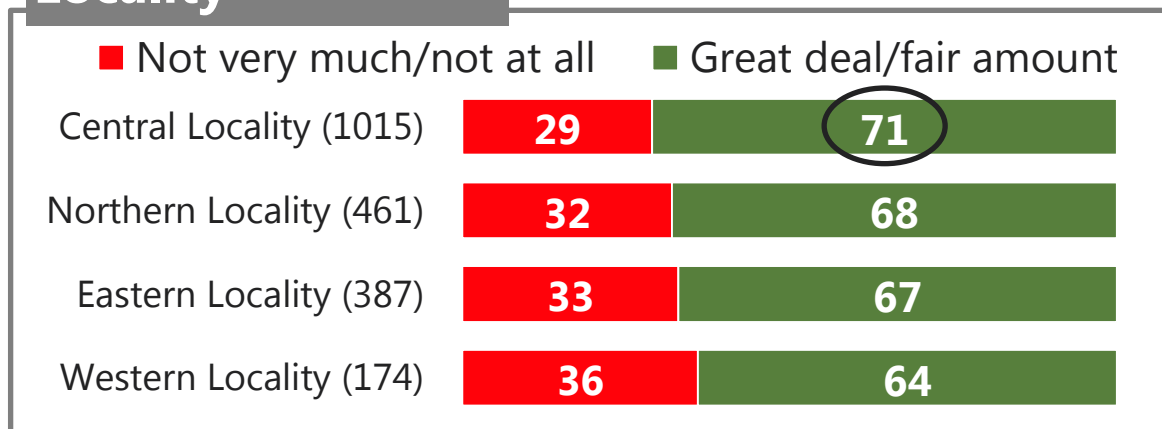
Trust in the Council

Q10. How much do you trust the Council?

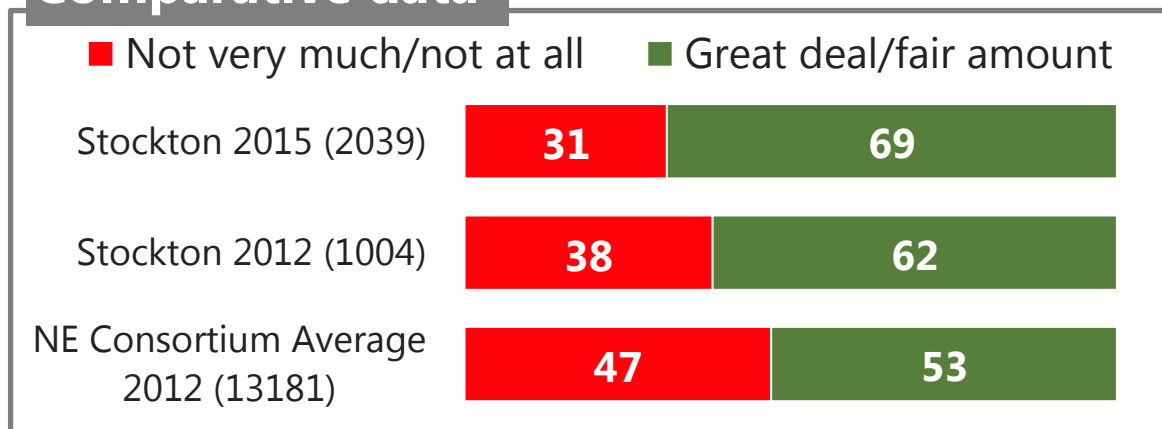
Trust in Stockton Council is highest in the Central locality (71% compared with 69% overall), which tallies with the highest levels of satisfaction with the Council in this part of the Borough.

There is more trust placed in the Council than there was in the Borough in 2012 and also when compared with the average across the North East consortium.

Locality



Comparative data



Base: All valid responses (see above) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Perceptions of the Council

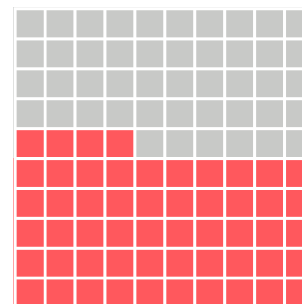
Q13. I am going to read out a list of statements about Stockton-on-Tees Borough Council and I would like you to tell me, from this card, how strongly you agree or disagree with each. The Council...

Residents are most likely to say the Council is effective (54%) and ambitious (48%), but comparatively less likely to think it is in touch with local people (43%) or has big plans for the Borough (42%).

Younger residents aged 16-34 are more positive about how well the Council actually performs, for example on whether it is effective (62% say it is vs. 50% of those aged 35+). However, those aged 65+ are more likely than average to say it is ambitious (55% vs. 48%) and has big plans (48% vs. 42%).

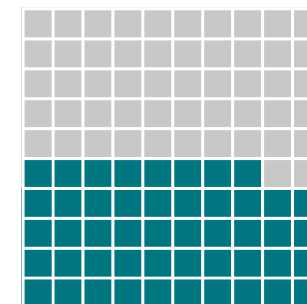
Residents in Central Stockton are consistently more positive than average, e.g. on the Council being effective (57% vs. 54%) and on being in touch with residents (47% vs. 43%).

54%



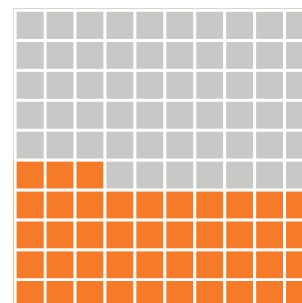
...is effective

48%



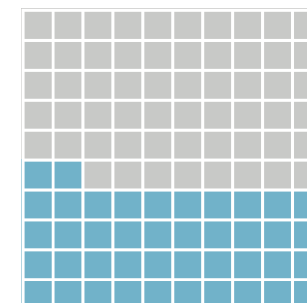
...is ambitious

43%



...is in touch with people in the Borough

42%



...has big plans for the Borough

Base: All valid responses (ranging from 1856 to 2034) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Satisfaction with town centre markets

Q27. How satisfied or dissatisfied are you with the quality of this service?

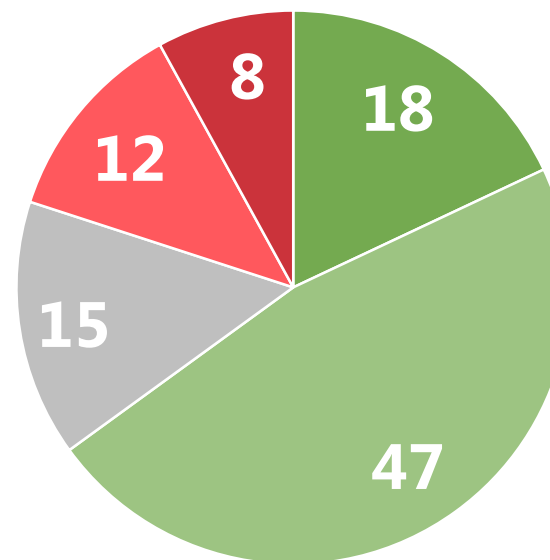
Residents were presented with a list of Council services and were asked how satisfied or dissatisfied they were with each.

Two-thirds of residents (65%) are satisfied with town centre markets, compared with only a fifth (20%) who are dissatisfied.

Satisfaction is greatest among younger residents aged 16-24 (78%), BME residents (78%), social tenants (71%), and those in the Eastern locality (71%).

In contrast, dissatisfaction is greatest among those aged 35+ (24%) and those who have lived in the local area for 10 years or more (21%).

- Very satisfied
- Fairly satisfied
- Neither/nor
- Fairly dissatisfied
- Very dissatisfied



Satisfied	65%
Dissatisfied	20%

Base: All valid responses who have used the service (1827) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Satisfaction with the quality of events and sports/cultural facilities

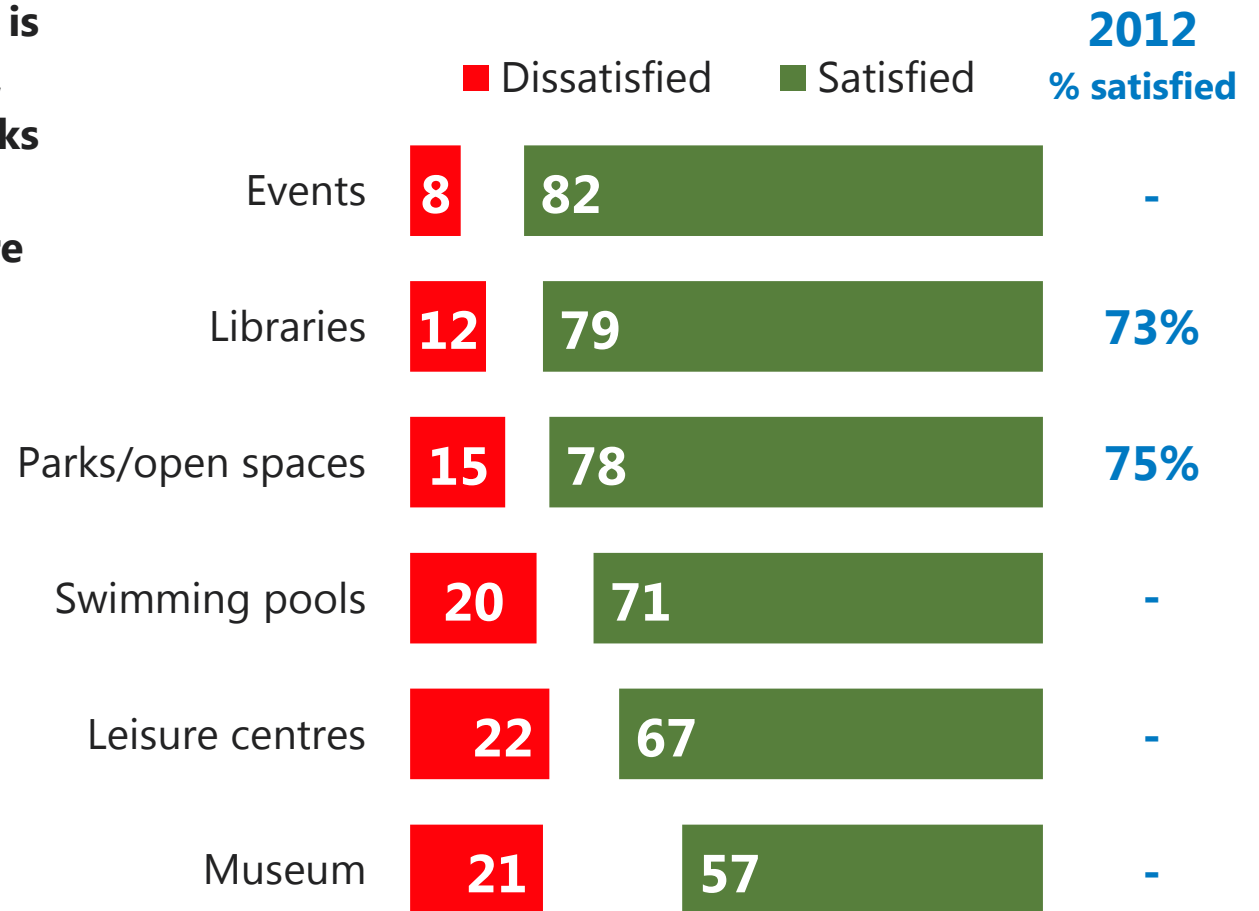
Q27. How satisfied or dissatisfied are you with the quality of each service?

Most residents are satisfied with the local cultural and leisure services. Satisfaction is greatest with local cultural events (82%), followed by local libraries (79%) and parks and open spaces (78%). It is somewhat lower with swimming pools (71%), leisure centres (67%) and museums (57%).

Older residents aged 65+ are more satisfied than average with cultural services such as museums (70% vs. 57%) and libraries (84% vs. 79%).

Social tenants are generally more dissatisfied, for example with parks and open spaces (21% vs. 15% overall).

Residents in Northern Stockton are generally more satisfied with leisure facilities such as swimming pools (86% vs. 67% overall).



Base: All valid responses (ranging 1458 to 1979) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Satisfaction with the quality of environmental services

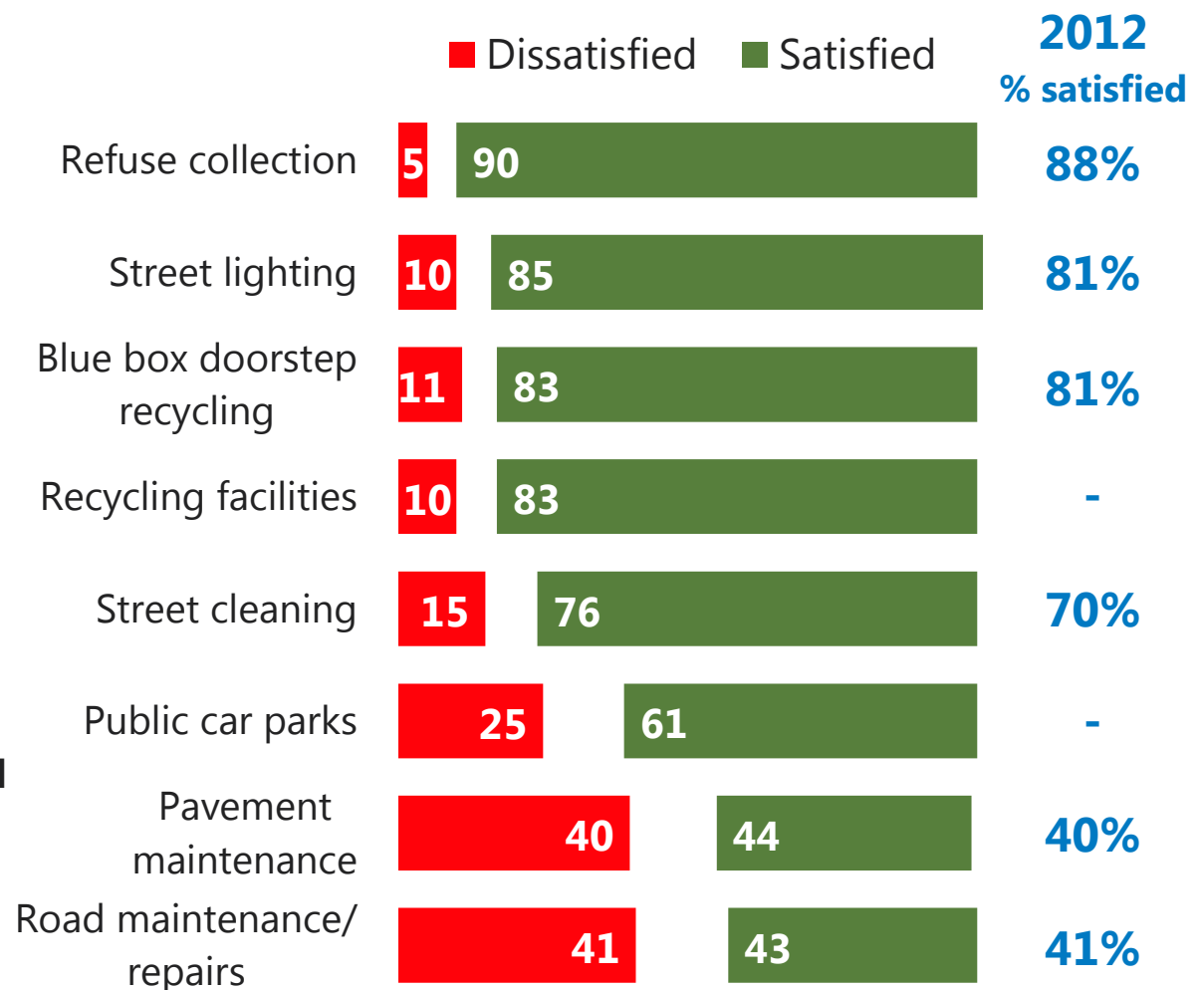
Q27. How satisfied or dissatisfied are you with the quality of each service?

In terms of the 'environmental' services provided by the Council, levels of satisfaction are highest with refuse collection (90%) and street lighting (85%), but lowest with road and pavement maintenance (43%/44%).

Those in the Northern locality are more satisfied with recycling facilities (87% vs. 83%), but less satisfied with road repairs (38% vs. 43%) and pavement maintenance (38% vs. 44%).

Although satisfaction levels are high, those in the Central locality are less satisfied than average with street lighting (83% vs. 85%), while those in Eastern locality are less satisfied with recycling facilities (78% vs. 83%).

Those in Western locality are more satisfied than average with road repairs (51% vs. 43%).



Base: All valid responses (ranging 1830 to 2081) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Satisfaction with support services for elderly people

Q27. How satisfied or dissatisfied are you with the quality of this service?

Half of residents (50%) are satisfied with this service, compared with a quarter (27%) who are dissatisfied.

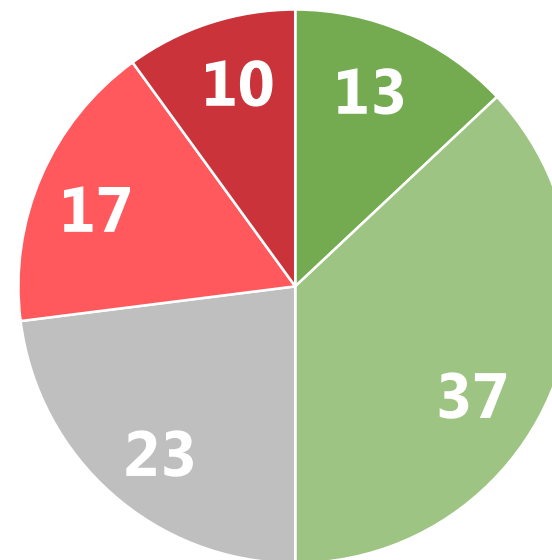
Satisfaction is greater among:

- Those aged 75+ (69%);
- Social tenants (59%);
- Disabled residents (55%);
- Men (54%); and
- Non-carers (54%).

Dissatisfaction is greater among:

- Women (33%);
- Carers (33%); and
- Those aged 35-64 (32%).

- Very satisfied
- Fairly satisfied
- Neither/nor
- Fairly dissatisfied
- Very dissatisfied



Satisfied	50%
Dissatisfied	27%

Base: All valid responses who use the service (866) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Satisfaction with community safety

Q27. How satisfied or dissatisfied are you with the quality of this service?

Almost two-thirds of residents (64%) are satisfied with this service, compared with a fifth (19) who are dissatisfied.

There is greater dissatisfaction with community safety among:

- Those aged 35-54 (22%);
- Workless residents (26%);
- Social tenants (25%);
- Private tenants (24%);
- Those with a disability (23%); and
- Residents with children in the household (22%).

There are very view differences in perception by Locality although residents in the Western part of the Borough are significantly more satisfied with this service than others (75% vs. 64% overall)



Satisfied	64%
Dissatisfied	19%

Base: All valid responses who use the service (866) : Fieldwork dates: 29 June – 7 December 2015

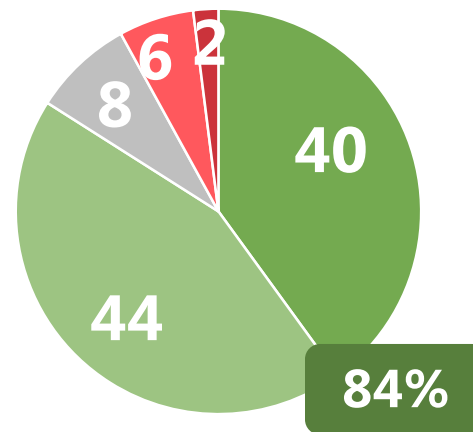
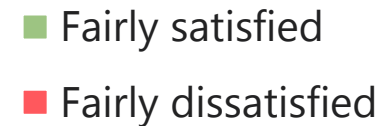
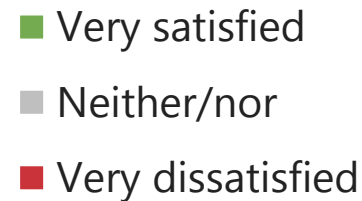
Source: Ipsos MORI

Satisfaction with education facilities

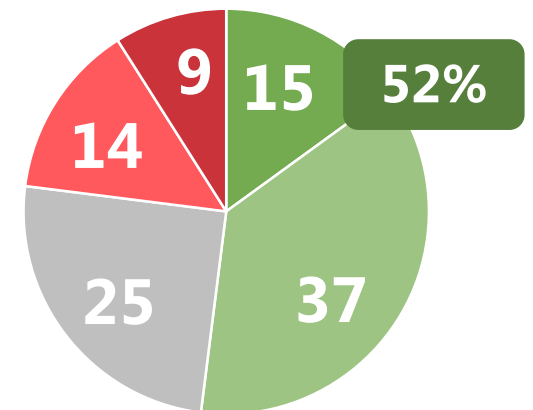
Q27. How satisfied or dissatisfied are you with the quality of each service?

Satisfaction is much higher for local schools (84%) rather than local children's centres (52%).

- Satisfaction with schools is greatest among private renters (89%) and in Western Stockton (95%).
- Satisfaction with children's centres is greatest among those aged 16-34 (60%) and women (56%).



**Schools
(1185)**



**Children's centres
(875)**

Base: All valid responses who use the service (see above) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Contact with the Council

Q30. Have you contacted Stockton-on-Tees Borough Council in the last year or so?

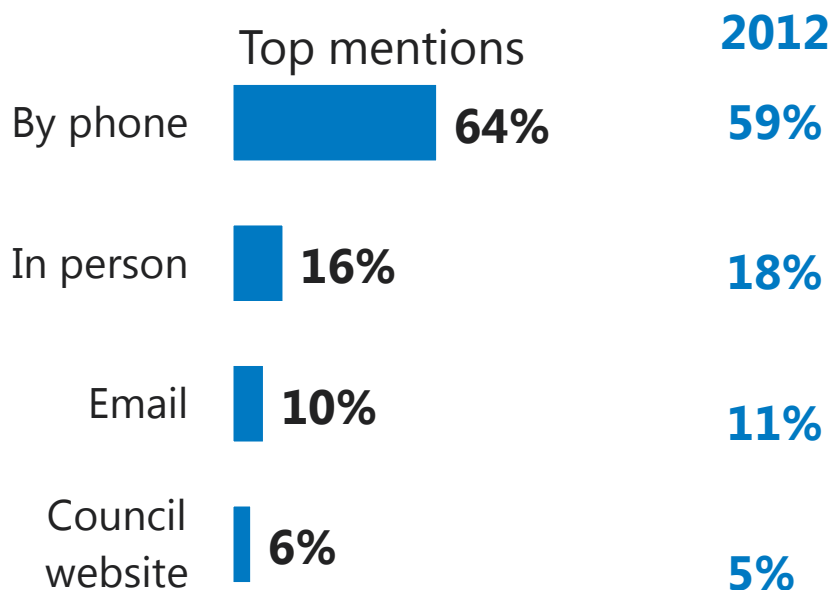
Q31. Thinking about the last contact you made, how did you contact the Council

46% of residents have contacted the Council in the last year, significantly fewer than in 2012 (51%). Contact was greater among those aged 35-54 (53%), those dissatisfied with the Council (58%) and those who disagree it is value for money (51%).

The most common preferred means of contact is the telephone (64%), which has increased significantly since 2012, followed by a personal visit (16%).

46% have contacted the Council in the last year

How made contact with the Council?



Base: Q30. All valid responses (2091); Q31/Q32. all valid responses who contacted the Council (968) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

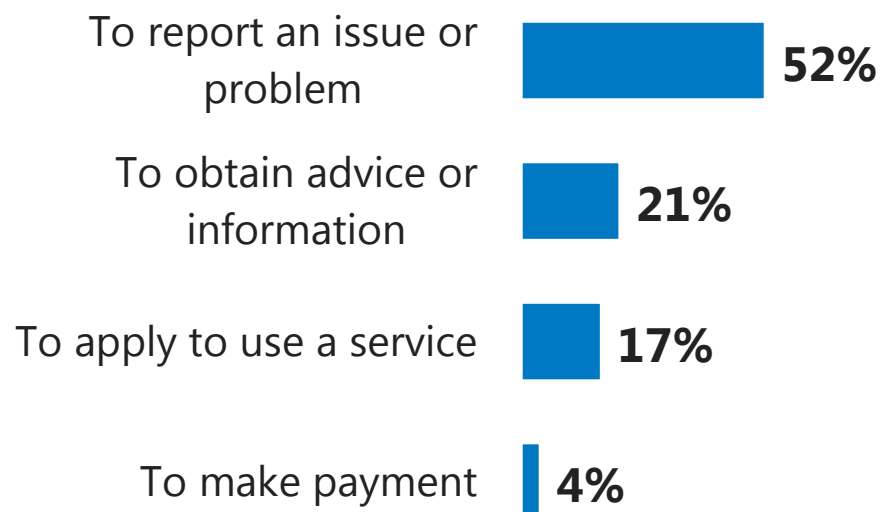
Contact with the Council

Q32. Which of these describes the reason why you made contact with the Council on this last occasion?

The main reasons for contact with the Council are to report an issue of some kind (52%), followed by obtaining advice (21%) and using a service (17%).

There are very few differences in behaviour by type of resident although social tenants are significantly more likely to have made contact to report a problem (65% vs. 52% overall) and private tenants or those in employment are more likely to have made a payment than others (10% and 6% respectively vs. 4% overall).

Top mentions



Base: Q30. All valid responses (2091); Q31/Q32. all valid responses who contacted the Council (968) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

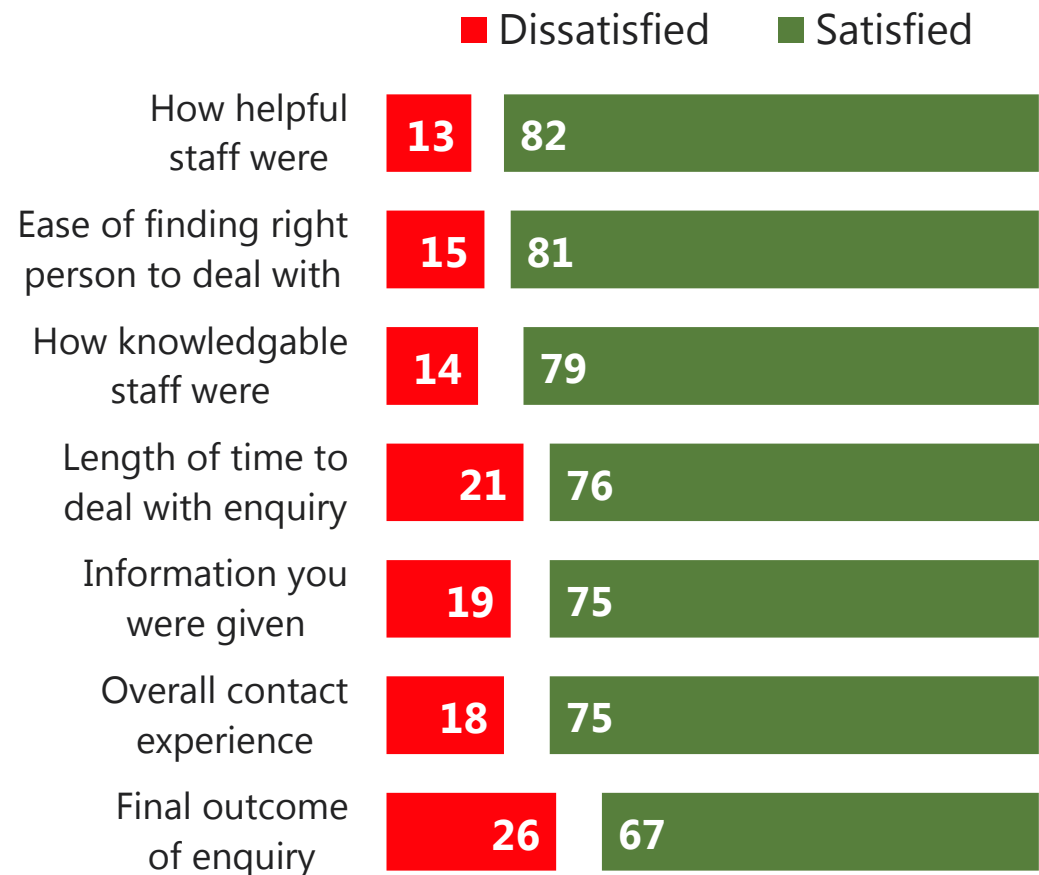
Satisfaction with aspects of the service you received

Q33. Still thinking about your last contact with the Council, how satisfied or dissatisfied were you with each aspect of the service you received?

Most of those who have contacted the Council are satisfied with the experience, particularly with staff helpfulness (82%), how easy it was to find the right person to deal with (81%) and how knowledgeable staff were (79%).

Most are also satisfied with the overall contact experience (75%), although satisfaction is somewhat lower with the final outcome of the enquiry (67%).

Satisfaction with the final outcome is greater among women (71%), workless residents (79%) and private renters (79%). Dissatisfaction is greatest among owner-occupiers (30%) and those dissatisfied with the Council (48%).



Base: All valid responses (ranging 911 to 962) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Information : Obtaining and satisfaction

Q34. From which sources, if any, do you currently obtain your information about Stockton-on-Tees Borough Council and the services it provides?

Q35. How satisfied or dissatisfied are you with each of the following sources of information?

Stockton News is the most widely used source of information about the Council (65%), followed by local media (39%), the Council's website (27%) and social media (18%).

For each information source, satisfaction with it among those who use it is consistently very high (between 87% and 90%).

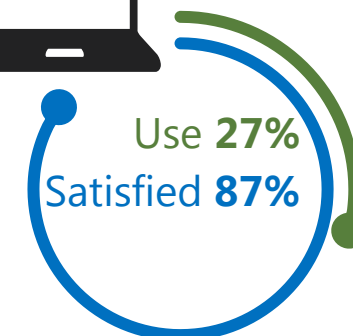
Stockton News



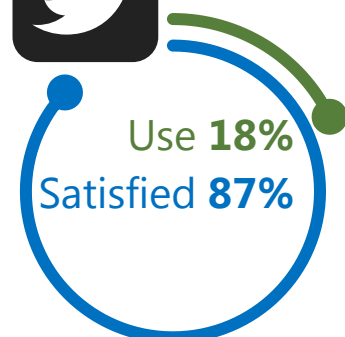
Local media



Council website



Twitter, Facebook



Councillor



Direct contact



Base: Q34. All valid responses (2088); Q35. All valid responses who currently obtain information in this way (ranging from 175 to 1360); Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

The Council's website

Q37. Have you accessed this site (the Council website) in the last 6 months?

Q38. How useful did you find it?

Q39. Before hearing this, were you aware of MyStockton?

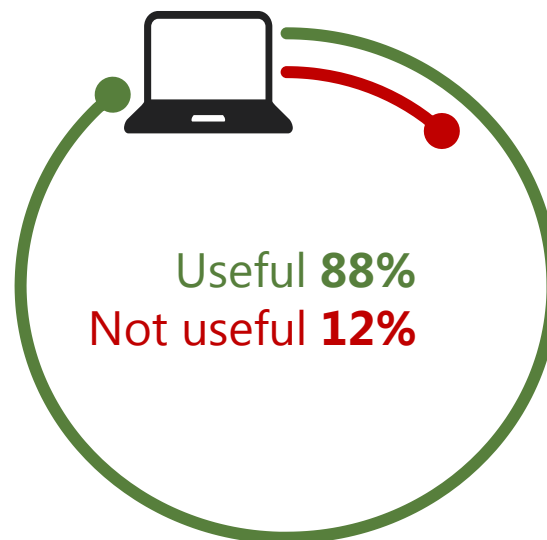
Over a third of residents (37%) have used the Council's website in the last 6 months. This figure is greatest among those aged 25-54 (44%), carers (43%), those with children in their household (41%), women (39%) and owner-occupiers (38%).

The great majority of users found the website useful (88%), particularly those in Eastern Stockton (94%).

Only one in eight residents (12%) has heard of MyStockton, a figure greatest among those aged 35-64 (15%), owner-occupiers (14%) and carers (14%).

37% have accessed the Council website in the last 6 months

Usefulness of the website



12%
have heard of MyStockton

Base: Q37. All valid responses who access the internet (1844); Q38. All valid responses who have accessed the Council website (676) Q39. All valid responses (2095) :
Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Festivals, events and markets



Festivals, events and markets

- **Three-fifths of residents (62%) have attended a specialist market, event or festival in the last 12 months, with attendance at a specialist market the most common (44%), followed by events (37%) or markets (31%).**
- **The great majority of residents (85%) believe that festivals, events and specialist markets are good for the Borough, happen in the right places (78%), are a good use of resources (75%) and attract new people (74%). They are less likely to agree that these activities meet actual needs of residents (69%) or focus on the needs or demands of people from outside the Borough (56%).**

Attended events in the last year

Q28. In the last 12 months, have you attended any of the following which the Council has brought to the Borough?

Three-fifths of residents (62%) have attended a specialist market, event or festival in the last 12 months, with attendance at a specialist market the most common (44%), followed by events (37%) or markets (31%).

Attendance at such events is greatest among those aged 25-54 (69%) and those who live in Central or Eastern Stockton (65% in both localities) compared with those in Northern Stockton (56%).

Overall attendance is also greater among those who are able-bodied (65% vs. 56% of those who are disabled) and those in good health (66% vs. 59% of those in fair health and 51% of those who say they are in bad health).



A specialist market



An event



A festival

62%
attended
any

Base: All valid responses (ranging 2097 to 2099) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

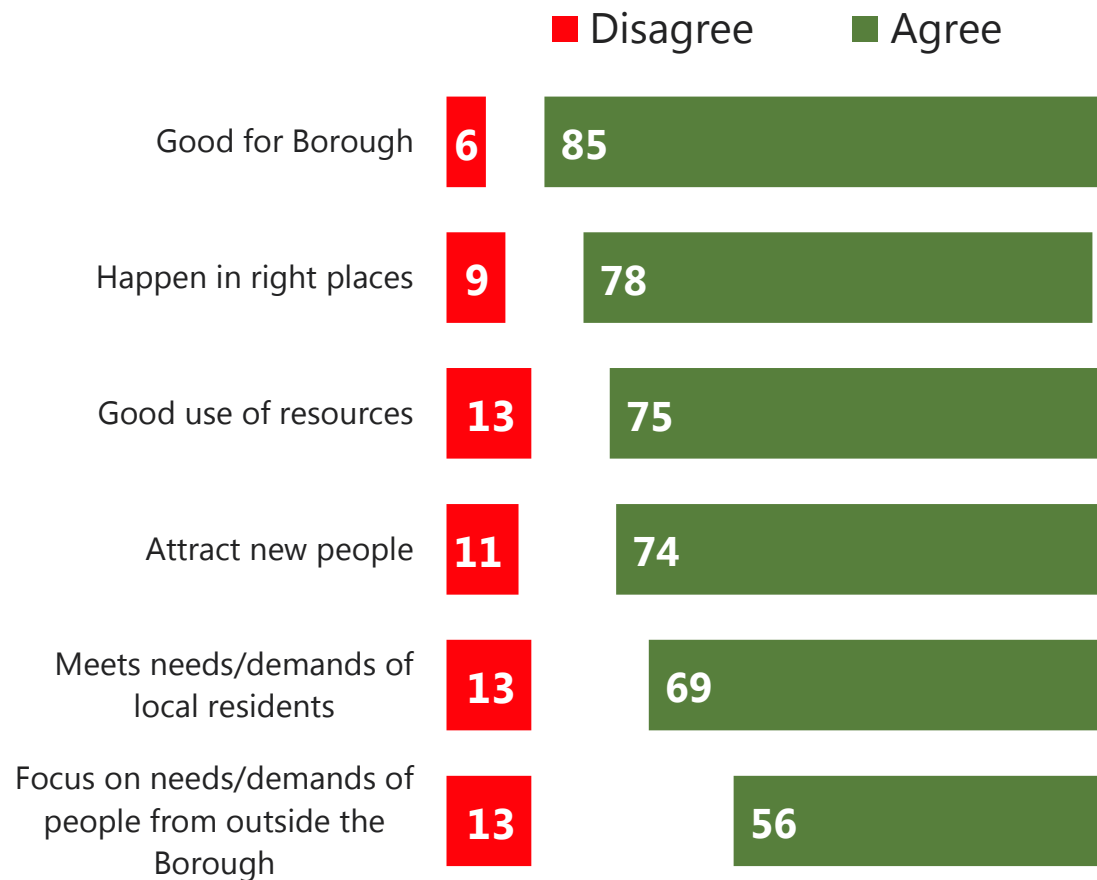
Festivals, events & specialist markets

Q29. Thinking about all of the festivals, events & specialist markets that the Council bring to the Borough with our partners, even if you have never attended any of them, to what extent would you agree or disagree with the following statements about them?

The great majority of residents (85%) believe that festivals, events and specialist markets are good for the Borough, happen in the right places (78%), are a good use of resources (75%) and attract new people (74%).

Residents are less likely to agree that activities meet the needs of residents (69%) or focus on the needs or demands of people from outside the Borough (56%).

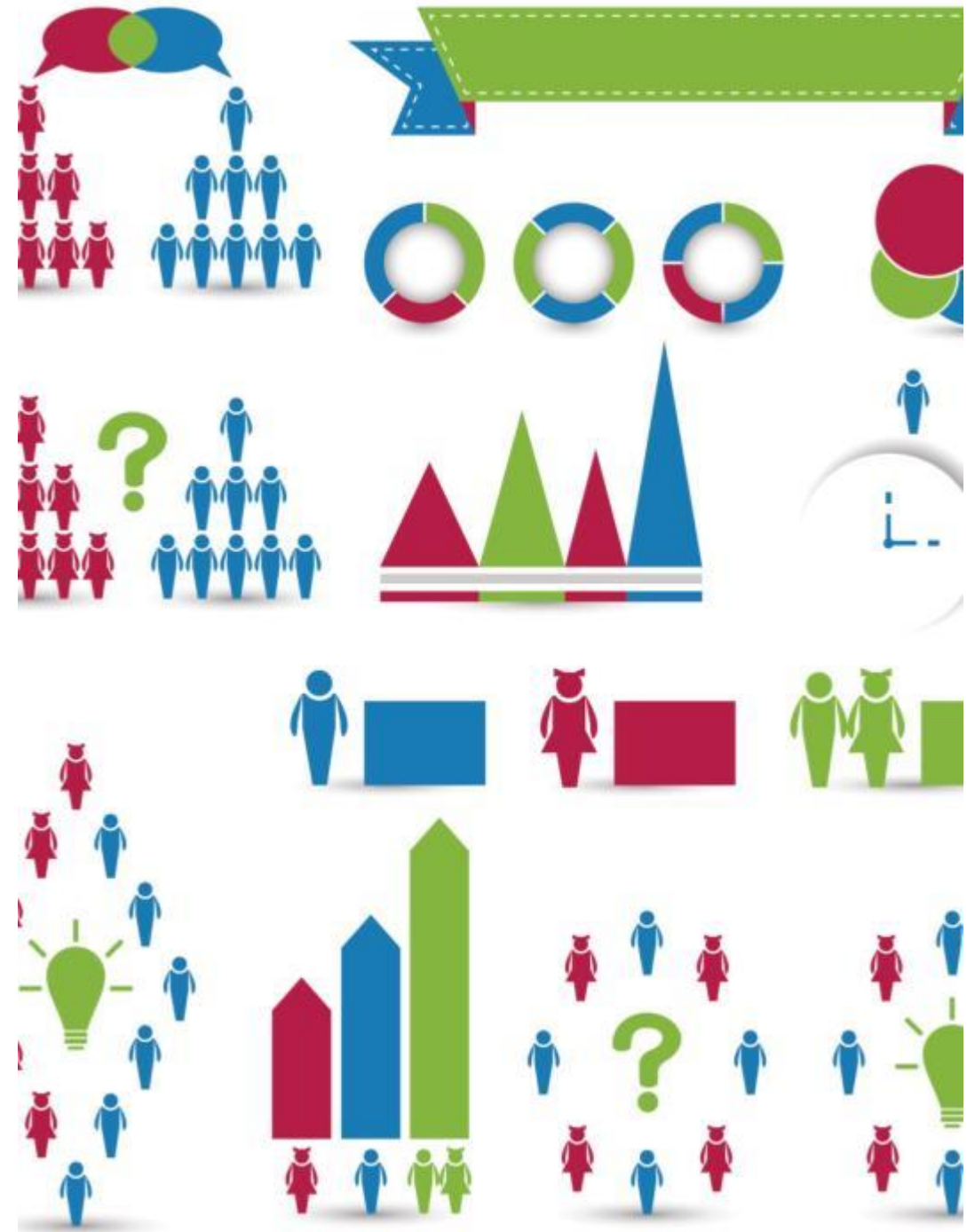
Those in the Northern locality are less likely than average to agree the events happen in the right places/locations in the Borough (73% vs. 78% overall).



Base: All valid responses (ranging 1983 to 2074) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Demographics



Demographics

Q1. Gender / Q2. Age / Q3. Working Status

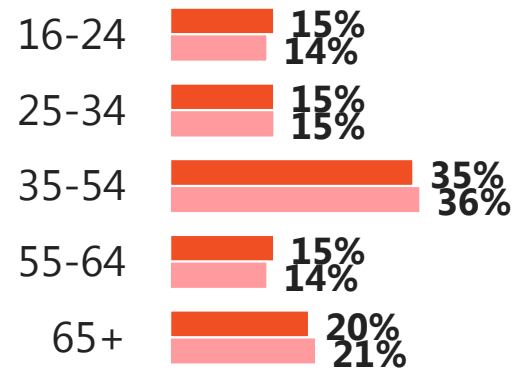
As can be seen opposite, the weighting required to bring the results into line with the Borough population is very minimal on account of the quotas that were set during fieldwork.

The weighting process involved females, 16-24 year olds and those in work being boosted very slightly to ensure results are as representative as possible of the Stockton-on-Tees population.

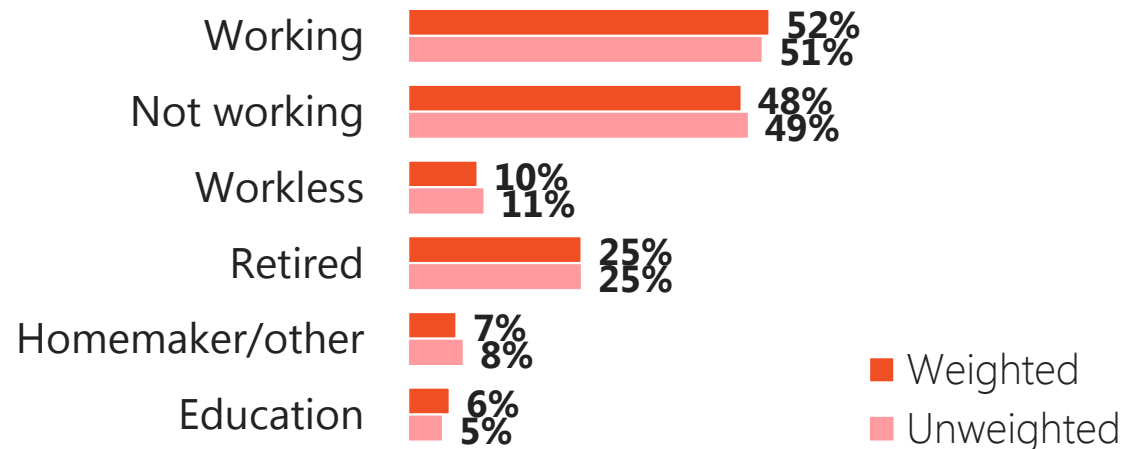
Gender



Age



Work status



Base: All valid responses (2102) : Fieldwork dates: 29 June – 7 December 2015

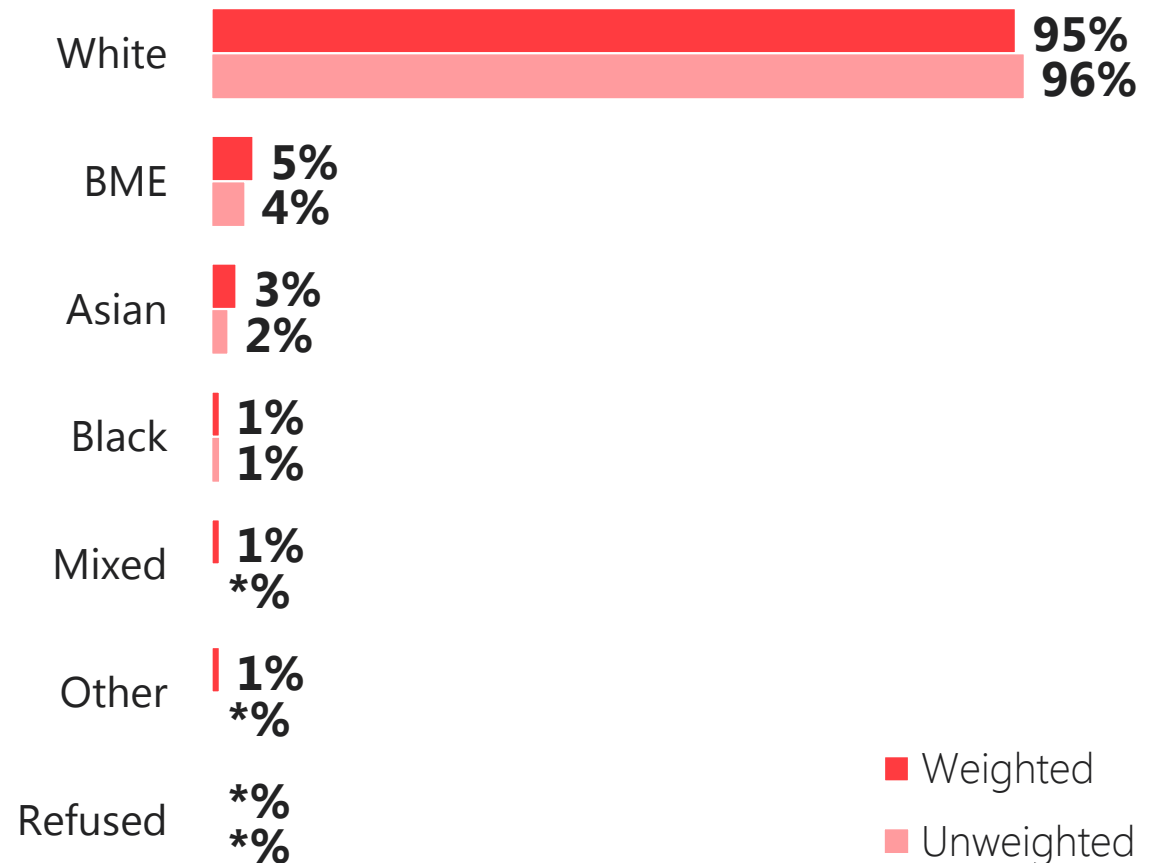
Source: Ipsos MORI

Ethnicity

Q56. Please could you tell me which group on this card do you consider you belong to or identify with?

Again, the unweighted results closely matches the profile of the Borough in terms of ethnicity.

Responses from BME residents were boosted slightly (from 4% to 5%) to bring the results in line with the Stockton population.



Base: All valid responses (2102) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

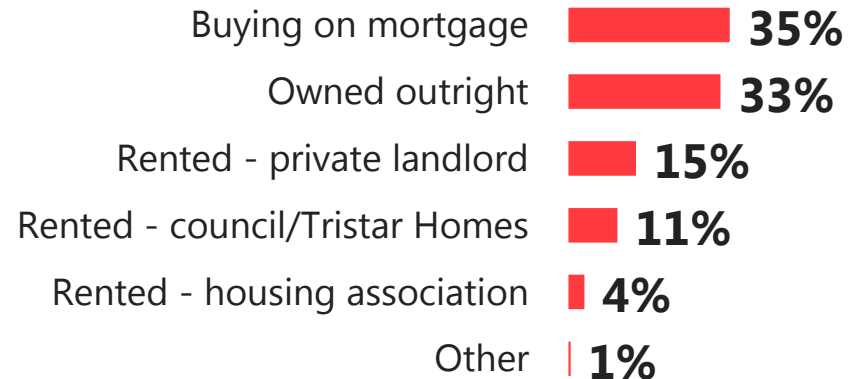
Household demographics

Almost seven in ten (68%) Stockton residents are owner occupiers – either buying their home on a mortgage (35%) or owning outright (33%). 15% are private renters, and the same proportion are social tenants, either through the Council (11%) or a housing association (4%).

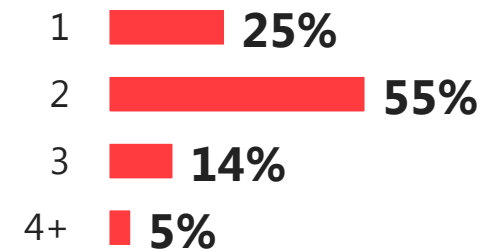
Almost four in ten (38%) have children living in the household, while 17% of those responding live in single-person households (i.e. one adult, no children).

15% of households include someone who has served in the Armed Forces or the Reserves. Almost one in ten of those responding have served personally (9%), in particular males (17%), those aged 65+ (17%) – especially those aged 75+ (28%) – and social tenants (12%).

Tenure



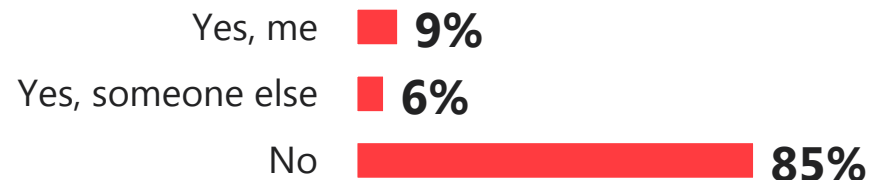
Adults in household



Children in household



Armed forces



Base: All valid responses (2102) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

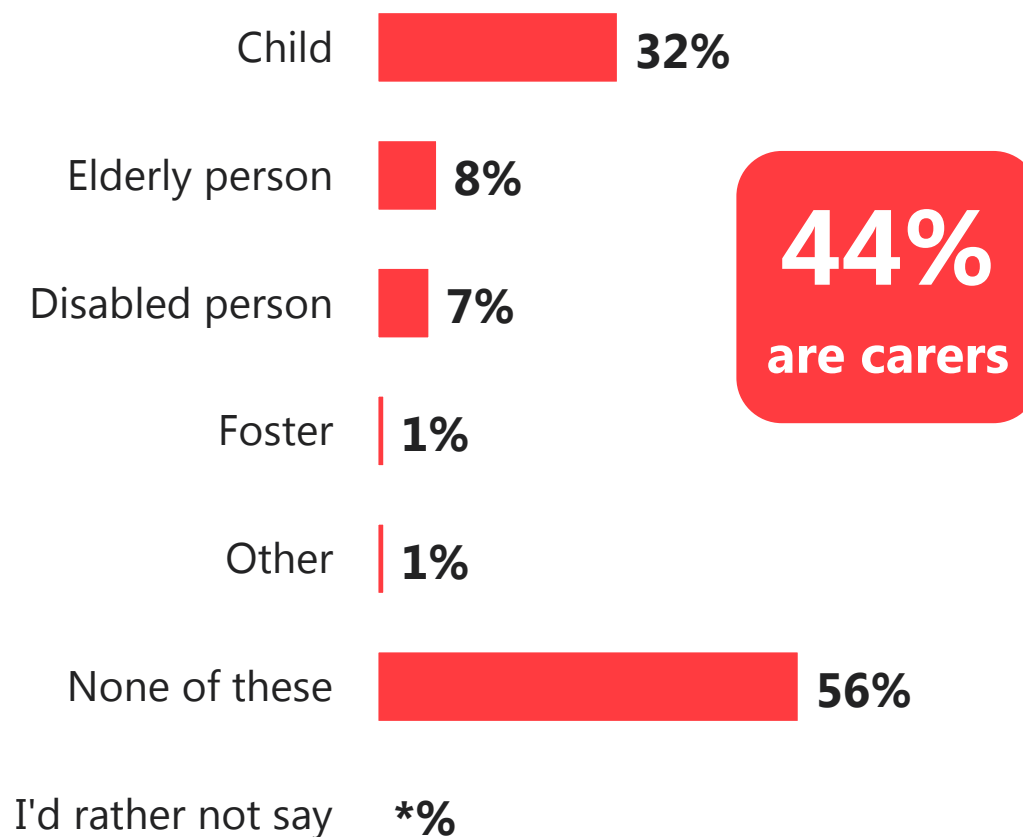
Looking after others?

Q52. Do you look after any of the following...?

Just under half of residents (44%) are carers for someone else, most often a child (32%), followed by an elderly person (8%), or someone who is disabled (7%).

The proportion who are carers is greater among:

- Those aged 25-34 (60%) and 35-54 (59%)
- Private renters (57%)
- Northern Stockton residents (51%)
- Women (49%)
- Non-disabled (46%)



Base: All valid responses (2102) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

Length of time living in Borough

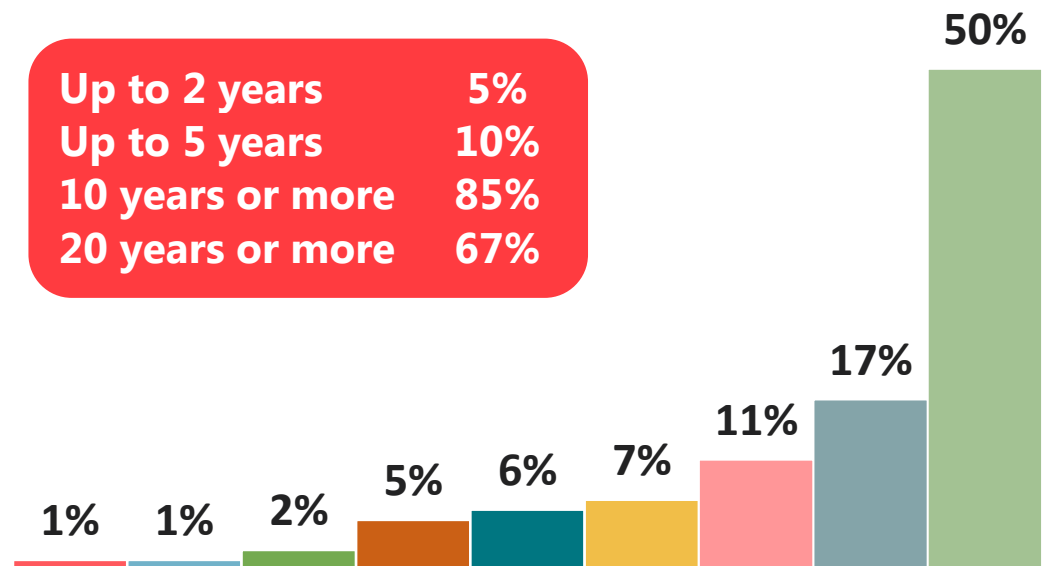
Q18. How long have you been living in the Stockton-on-Tees Borough Council area?

Half of residents have lived in the Borough for at least 30 years (50%), with 85% doing so for at least 10 years. One in ten have lived there for less than 5 years (10%), and one in twenty less than 2 years (5%).

BME residents are significantly more likely to have lived in the area for less than 5 years (30% vs. 9% of white residents).

Those in the Northern locality are more likely to have a more established community (90% have lived in the Borough for at least 10 years vs. 85% overall), while those in the Eastern locality are more likely to have lived in Stockton for less than 5 years (13% vs. 10% overall).

- Less than 6 months
- 6 months up to 2 years
- 1 year up to 2 years
- 2 years up to 5 years
- 5 years up to 10 years
- 10 years up to 15 years
- 15 years up to 20 years
- 20 years up to 30 years
- 30 years or more



Base: All valid responses (2101) : Fieldwork dates: 29 June – 7 December 2015

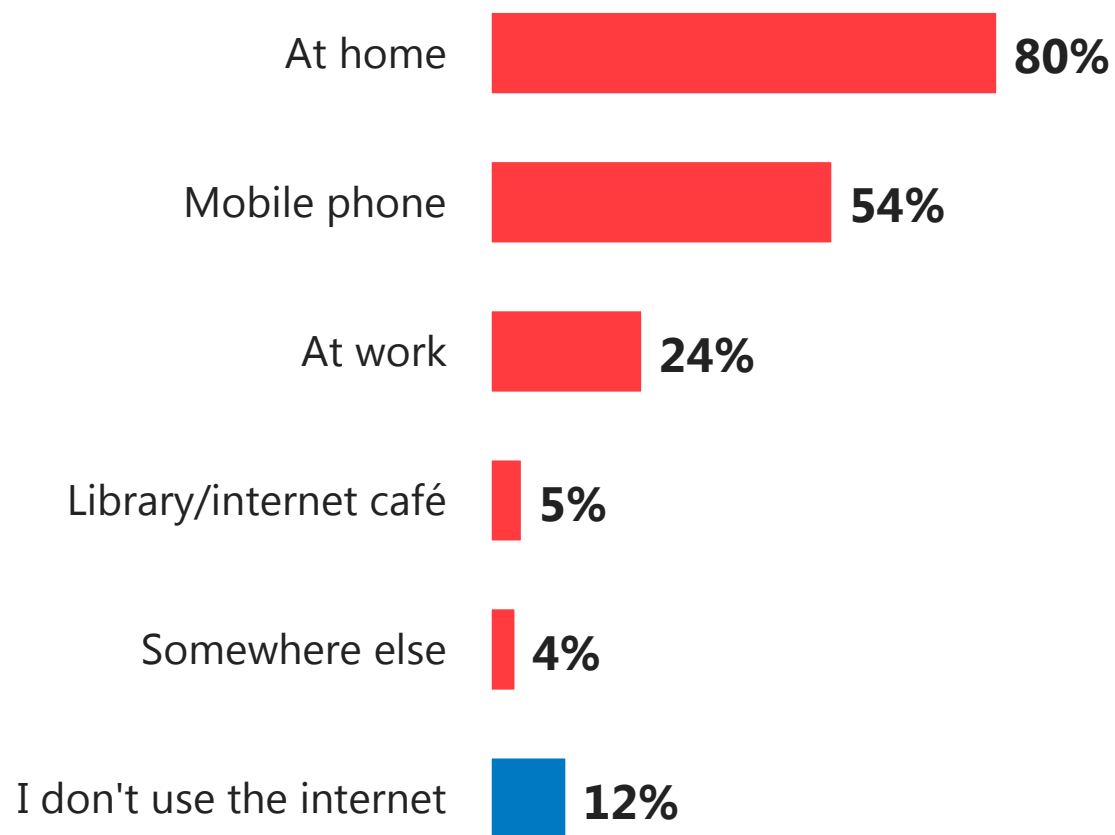
Source: Ipsos MORI

Accessing the internet

Q36. In which of the following ways do you access the internet?

Across the Borough, almost nine in ten residents (88%) access the internet. Four in five to do so at home (80%), and over half now have internet access on their mobile phone (54%). Around a quarter access the internet whilst at work (24%).

One in eight (12%) do not use the internet. Groups more likely than average to fall into this group include those aged 65+ (40%) – in particular those aged 75+ (59%) – social tenants (25%), those with a disability (23%), those in poor health (27%) and those living in the Central locality (15%).

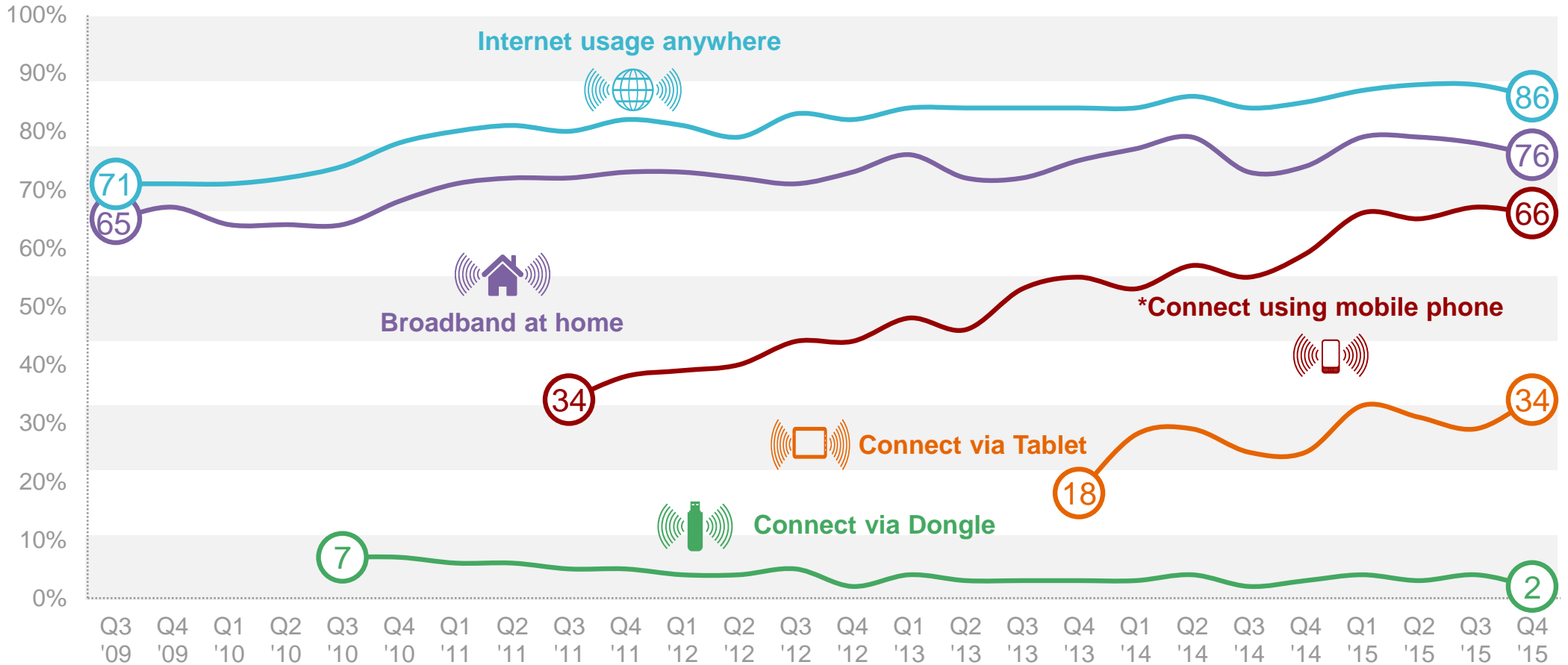


Base: All valid responses (2102) : Fieldwork dates: 29 June – 7 December 2015

Source: Ipsos MORI

At a national level-Internet usage trends

The proportion using the internet in Stockton (88%) is broadly in line with Ipsos MORI's quarterly Tech Tracker (86%), although usage through mobiles is somewhat lower (54% vs. 66%).





* The wording used for measuring 'internet connection by mobile phone' has been updated which means earlier data is not strictly comparable and is therefore not shown

Base: circa 2,000 interviews per wave until Quarter 1 2010, circa 1000 GB adults aged 15+ per wave thereafter Source: Ipsos MORI

At a national level—who is and isn't accessing the internet

Echoing the Stockton findings, those aged 65+ are least likely to be accessing the internet nationally – in particular females from lower social grades.

	All	15-24	25-34	35-44	45-54	55-64	65+
 Males	89%	99%	98%	96%	91%	86%	68%
Males AB	96%	100%	100%	99%	100%	99%	86%
Males C1	96%	100%	100%	99%	99%	92%	80%
Males C2	85%	100%	99%	92%	89%	76%	55%
Males DE	78%	96%	93%	93%	70%	67%	43%
 Females	85%	99%	97%	98%	95%	82%	54%
Females AB	96%	100%	99%	99%	98%	98%	84%
Females C1	90%	100%	100%	100%	99%	92%	61%
Females C2	86%	98%	98%	98%	93%	80%	52%
Females DE	70%	98%	92%	93%	88%	52%	24%



Base: circa 1,000 GB adults aged 15+: Q1/ Q2/ Q3/ Q4 2015

Source: Ipsos MORI

Appendices



Guide to statistical reliability

The residents who took part in the survey are only a sample of the total "population" of Stockton-on-Tees residents, so we cannot be certain that the figures obtained are exactly those that would have been reached if everyone had responded (the "true" values). We can, however, predict the variation between the sample results and the "true" values from knowledge of the size of the samples on which the results to each question is based, and the number of times a particular answer is given.

The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the "true" value will fall within a specified range. The following illustrates the predicted ranges for different sample sizes and percentage results at the "95% confidence interval":

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	±	±	±
100 responses	5.9	9.0	9.8
500 responses	2.6	4.0	4.4
2,102 responses	1.3	2.0	2.1

For example, with a sample size of 2,102 where 70% give a particular answer, the chances are, 19 in 20 that the "true" value (i.e. the one which would have been obtained if the whole population had been interviewed) will fall within the range of ± 2.0 percentage points from the survey result (i.e. between 68% and 72%).

NB: Strictly speaking the tolerances shown here apply only to random probability sampling.

Guide to statistical reliability (continued)

When results are compared between separate groups within a sample (e.g. males versus females), different results may be obtained. The difference may be "real," or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one - i.e. if it is "statistically significant" - we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen.

If we once again assume a "95% confidence interval", the differences between the results of two separate groups must be greater than the values given in the following table:

Size of sample on which survey result is based	Differences required for significance at or near these percentage levels		
	10% or 90%	30% or 70%	50%
	±	±	±
100 vs. 100	8	13	14
200 vs. 200	6	9	10
500 vs. 500	4	6	6

Tuesday, June 30, 2015 - Newport Bridge closes overnight

Tuesday, June 30, 2015 - Stockton-on-Tees highway and transport survey



Monday, June 29, 2015 - A new online tool was launched to help adults across Stockton-on-Tees access the services they need.



Saturday, June 27 and Sunday, June 28 2015 – Fire Engine and Vintage Vehicle rally



Friday, June 26, 2015 - launch of a new scheme to help residents access low cost credit and buy a range of goods for their homes.

Friday, June 19, 2015 - Councillors discuss concerns about the Government's intention to cut local authority public health budgets



Friday, June 12, 2015 Billingham's new £2.7 million Library and Customer Service Centre wins a building excellence award.



Monday, June 08, 2015 - A local initiative to stimulate business and encourage more people to visit and use Stockton's shops and services has appointed an experienced team of local business leaders to take forward plans for a Business Improvement District (BID) in the town centre.

Friday, June -01-02, 2015 Fusion Hive opened its doors to creative and digital businesses from the region and beyond, giving an insight into the new hub of innovation in the Tees Valley.



Wednesday, June 03, 2015 - Councillor Ian Dalgarno is the new Mayor of Stockton.

Wednesday, June 03, 2015 - Stockton-on-Tees Borough Council has a new Cabinet.



Friday, July 31, 2015 - SIRF 15 launch



Friday, July 31, 2015 - Arts Council Chair opens new £2.7 million facility in Billingham

Friday, July 31, 2015 – residents are asked to check whether the current voter registration details for their address are correct. Residents who are not registered are encouraged to do so.



Tuesday, July 28, 2015 organisers and a resident-run advisory group work together to ensure the Stockton International Riverside Festival is now more accessible than ever for people with disabilities.

Thursday, July 16, 2015 - Tees Valley puts forward ambitious case for Devolution



Thursday, July 16, 2015 when dance theatre production company, Ballet Lorent, brings to life a magical love story in the heart of the Town Centre

Friday, July 10, 2015 - Council faces up to further funding reductions



Wednesday, July 08, 2015 Essential structural repairs on a key access to Teesside Park will get under way

Monday, July 06, 2015 Lane restrictions will be in place on Newport Bridge from Tuesday 7 July until the end of August so the final sections of paintwork can be completed.



Thursday, July 02, 2015 - SIRF15 programme now available



July 2015 – Cycling festival



Wednesday, August 19, 2015 - Stockton makes top 5 best places to live

Wednesday, August 19, 2015 - Young people across Stockton Borough are being encouraged to put forward the issues that matter most to them as part of a national youth consultation



Wednesday, August 12, 2015 new app to view planning applications



Tuesday, August 11, 2015 Mayor of Stockton celebrates completion of multi-million pound housing regeneration

Monday, August 10, 2015 Stockton-on-Tees Borough Council has been shortlisted for the Council of

the Year Award in the Association of Public Service Excellence (APSE) awards.



August 2015 – Summer Show

Billingham residents to be consulted about future of Billingham Town Council

Friday, September 18, 2015 Billingham residents are invited to take part in a public consultation about how the town should be governed in the future.

Friday, September 18, 2015 Stockton-on-Tees Borough Council is carrying out a consultation about the future of Elton Parish Council.



Wednesday, September 16, 2015 Stockton's Infinity Bridge is being celebrated as one of the best examples of 21st Century British engineering in the latest edition of British Airways' Business Life magazine.



Monday, September 14, 2015 Stockton-on-Tees has again been named as one of the best places to live in the United Kingdom in a new national index released last week (Friday 11 September).

Friday, September 04, 2015 The Tees Valley has submitted ambitious proposals for devolution to the Government



Thursday, October 29, 2015 -Visitors to the new Stockton Town Centre can now step back nearly 150 years.



Friday, October 23, 2015 - The Tees Valley Leaders and Mayor have welcomed a devolution deal put on the table by the Government, which would see millions of pounds of additional funding head to the region.

Thursday, October 22, 2015 Consultation about governance of Billingham - residents have just over a

week left to take part.

Wednesday, October 14, 2015 - STOCKTON-on-Tees Borough Council has secured a £60,000 funding boost from SITA Trust to build a Multi Use Games Area (MUGA) at High Grange in Billingham.



Thursday, October 08, 2015 Stockton Town Centre's Enterprise Arcade has received high praise by judges in a national enterprise award.

Wednesday, October 07, 2015 Young people across Stockton Borough have until the end of the week to decide which issues they would like to see debated by the UK Youth Parliament.



Friday, October 02, 2015 The Northern Powerhouse Minister has officially opened Fusion Hive at Northshore.



Friday, November 20, 2015 Tees Music Alliance (TMA), could soon begin work on expanding and improving its venue, The Georgian Theatre



Thursday, November 19, 2015 Stockton's Enterprise Arcade is celebrating its first year at the heart of Stockton Town Centre.



Wednesday, November 18, 2015 More than 7,000 young people across Stockton-on-Tees voted in this year's Make Your Mark youth consultation.



Wednesday, November 18, 2015 Stockton Duathlon One of Stockton Borough's most popular sporting events has been recognised with a regional award.

Tuesday, November 17, 2015 Stockton-on-Tees Borough Council is asking for residents' views on ceremonial boundary signage.



Tuesday, November 17, 2015 A four million pound investment by Housing Hartlepool, which will provide affordable accommodation that promotes independent living, has been completed

Friday, November 13, 2015 Stockton-on-Tees Borough Council has approved a ten year strategy which will ensure residents continue to have access to high quality sports facilities.

Wednesday, November 11, 2015 A free business event is being held in Stockton-on-Tees to help SMEs access expert support



Thursday, November 05, 2015 A business-led initiative in Stockton is holding a meeting in the town on Monday 9 November at 5.45pm in the ARC Centre to persuade businesses in the town centre to create a Business Improvement District (BID).

Tuesday, November 03, 2015 Roseworth Library has reopened to the public from 9am today (Tuesday 3 November).



November 2015 - Fireworks



Tuesday, December 22, 2015 Stockton-on-Tees Borough Council has increased the number of 'good' and 'outstanding' childcare settings in its area by 26 per cent in three years.



Tuesday, December 15, 2015 - Construction work starts at Port Clarence Renewable Energy Plant



Friday, December 11, 2015 A new independent bookshop in Stockton Town Centre has scooped a national award recognising its outstanding performance since opening at the Enterprise Arcade.



Thursday, December 10, 2015 People who live near to or use Norton Grange Community Centre came along to a special Christmas event to help plan the future of the centre.

Monday, December 07, 2015 Stockton-on-Tees residents have until the end of the month to share their views on ceremonial boundary signage.

Friday, December 04, 2015 Stockton-on-Tees Borough Council's Cabinet met last night to consider how Billingham and Elton should be governed.



Thursday, December 03, 2015 - Work begins on Ingleby Barwick playground addition

Wednesday, December 02, 2015 - New look for Yarm Library Plans for the refurbishment of Yarm library have been finalised.