

MORI 2008

1. As mentioned briefly under 'Any Other Business' at the last meeting of the Partnership, on 4 November, the results of the Council's 'MORI 2008' survey are now to hand. This is the 'Rolls Royce' version of public consultation, based on face-to-face interviews, carried out by professionally trained interviewers, with a properly stratified sample of interviewees who are therefore representative of the population of the Borough in terms of gender, age, ethnicity, class and geography. The sample is not big enough to make the Most Valid at Ward level but they are valid at the level of six areas of 4 or 5 Wards each.
2. This is the sixth MORI survey (first started in 1998) and the sample of 1,818 is the largest to date, giving a confidence interval of +/- 2%. This means that any changes from 2006 of 3% or more are statistically significant.
3. The final version of the topline Boroughwide results runs to 49 pages. Attached is a 7-page extract showing the key results for this Partnership.
4. Some of the key points for attention are:-
 - (a) the top 4 issues mentioned for 'dissatisfaction at the way the Council is running the Borough' are related to our agenda (Q3b)
 - (b) in the list of 'most important improvements needed', the option 'reducing the level of crime / ASB' has been chosen by a lot fewer respondents this time (Q4)
 - (c) 'Too many drugs / drug addicts' is a less popular response for reasons why the local area will get worse (Q7b)
 - (d) There has been a spectacular surge in satisfaction with policing, and a very large increase in satisfaction with the Fire Brigade, from a higher base (Qs 51 and 55)
 - (e) Community safety is the second most important 'pick', after refuse collections, in terms of importance to residents' quality of life and increased from 2006 (Q56)

- (f) Feelings of safety in the daytime are broadly comparable with previous years (Q78) but the net score for after dark has reduced significantly – the number of people who feel unsafe is the same as 2006, but the number who feel very safe has reduced sharply, and the number who never go out has increased sharply (Q79)
 - (g) We are afflicted by the national malaise in terms of lack of belief in recent crime reductions (Q80)
 - (h) Concerns about ASB are driven by teenagers hanging around the streets and drugs, not by noisy neighbours and loud parties or abandoned / burnt out cars (Q81).
5. The availability of the detailed results, with breakdown by area, gender, ethnicity etc will provide a better understanding of some of the issues and publicity of the relationship, if any, between feeling of safety and actual crime levels across the Borough, which vary considerably between the six areas.
 6. Clearly these results present a challenge to the Partnership in terms of our ability to get our message across.
 7. The Council's Housing and Community Safety Select Committee has recently embarked on a scrutiny review of Neighbourhood Policing, Neighbourhood Watch and CCTV. Once the detailed results have been analysed, and we know which segments of the community are most fearful, the scrutiny review may present an opportunity to explore the issue in more detail with targeted focus groups, to explore what factors drive their fears and what we can do to alleviate them.

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