

Week 6

Audit consultation results (07.08.13-17.09.13 – 6 weeks
Interim report)

Introduction

This report provides an overview on research that has been conducted on questionnaires that have been returned since the start of the audit (07.08.13).

Research is provided on all the sections within the questionnaire with the aim of identifying if the Audit is on target to reach the goal of 5000 plus returns. Alongside this, analysis is provided on localities, age groups and genders. This will also identify any areas that require extra targeting.

A briefing note was prepared on 10.06.13 (L Lyons, Community Safety Analyst) which provided an overview on the following:

- Identifying how many replies would be needed based on number of days of the audit.
- Number of questionnaires required by each member of audit team (based on 17) staff in order to meet 5000 plus target.
- Number of respondents required per age group based on the percentage of these age groups in Stockton borough.
- Number of respondents by gender.
- Number of replies per ward based on percentage of population in Stockton borough living in that ward - e.g, 7300 residents in Billingham Central, 3.8% of Stockton borough, therefore would require 190 replies based on 5000 return.
- It was also noted in this briefing note that in 2010 audit, respondents found the questionnaire difficult to understand due to the SHOULD NOT option when choosing 'priorities'. It was therefore recommended that this be removed which it has been. Research on any comments relating to ease of use of questionnaire will also be noted.

The above will be referred to when analysing the returned data.

This report will be provided each Wednesday as the audit progresses with a final report on (or around) 05.11.13.

The main analysis will be based on the questionnaires that have been entered onto the audit database; therefore full picture of the audit will not be available until the end of the audit period (25.10.13).

Findings

****For Info: 2010 Audit results – Face to Face (4177) forms/Postal (888 forms)/Online (157 forms)****

The past seven days (11.09.13-17.09.13 inclusive) there have been 568 forms completed.

This gives a total of 3010 forms, of which 2614 have been inputted onto the database, along with 396 forms to be added (outstanding forms only submitted in last few days).

Table 1 - No of Forms submitted per week

Week	No. Forms
1	478
2	453
3	734
4	437
5	340
6	568
Total	3010

So far, the number of questionnaires that have been received, account for 60% of the 5000 target and averages 71 questionnaires a day, a further increase on last week (70 a day) and well above the daily average of 62.5 forms per day to achieve 5000.

The current number of returns gives a projection for the end of the audit of 5733 questionnaires (+15% of 5000 target). The audit has now been in place for six weeks (07.08-17.09) and there are a further 38 days left (25.10.13).

There are still numerous locations to be targeted over the coming weeks (University Freshers week/Education Establishments/Markets), along with forms being collected from large organisations that were left a week or so ago for employees to fill in

- All Saints Secondary School, Ingleby Barwick (400+ forms left for years 9 to 11)
- Conyers School, Yarm (500+ forms left for years 9 to 11)
- Egglecliffe Comprehensive (500+ forms for years 9 to 11)
- Northfields Secondary School, Billingham
- Forms left for completion with Ston BME Network, Yarm Rd and Humanha CIC, Mbro.
- Cleveland Police – details added to Intranet to ask employees to complete online questionnaire.
- Weightwatcher meetings/Doctors surgeries/Blood Donor sessions.

Therefore if the above questionnaires are all completed and returned within the coming weeks this should be a further 1500-2000 forms and aide with reaching the 5000(+) target well before the audit deadline.

The types of questionnaires that have been completed to date are as follows:

- Face to Face – 1947 (1606 on database) accounting for 65% (last week 59%).
- Online 370 - (329 on database) accounting for 12% (last week 13%)
- Postal 693 - (679 on database) accounting for 23% (last week 28%)

The above figures relate to all returned forms, including those on the database and those yet to be inputted (396).

During the week period, postal returns have started to reduce, as to be expected with magazines being delivered beginning of August. To date, there have been 693 forms returned, this compares to 888 in 2010 audit

Analysis of inputted questionnaires - 2614 forms

The research below is based solely on the forms that are currently on the database (2471 forms).

- **GENDER: Spread in borough - Female 49%/Male 51%**

Chart 2

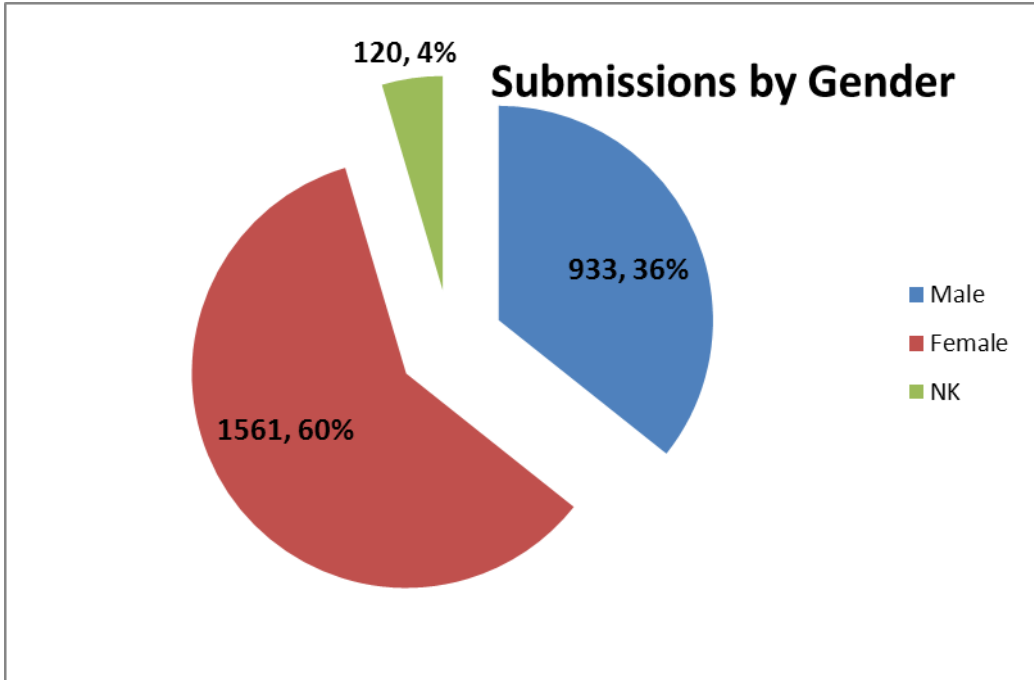


Chart 2 looks at the gender of those who have completed the questionnaire. This shows that 60% are from females, which is similar to last week (59%) and above the borough population spread of 49%. Females have accounted for majority of form submissions since start of the audit¹.

Chart 3 - Forms submissions by gender.

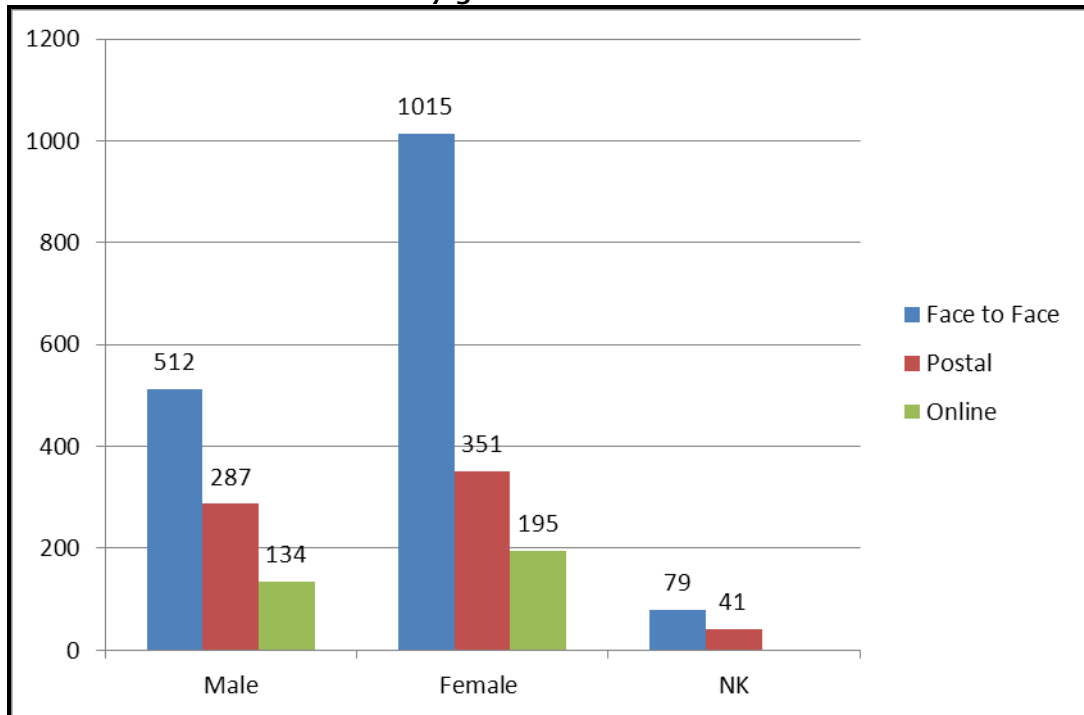


Chart 3 illustrates the types of questionnaires that have been completed by each gender showing females as the most common gender for all types, in particular face to face. This is mainly due to face to

¹ 2010 Audit results- 50% females/40% males/10%Unknown

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face being completed during the daytime, in areas such as High St during market days when there are more females out during these times.

- **Age breakdown**

Chart 4

Age group	No Forms	% of forms
16 and under	76	3%
17-24	221	8%
25-34	467	18%
35-44	425	16%
45-54	464	18%
55-64	442	17%
65 and over	450	17%
Not given	9	3%

Chart 4 shows the age groups, highlighting that returns are fairly evenly spread with exception of two age groups - 16 and under and 17-24 year. This has been noted in previous documents with expectations that this should change over the next few weeks with consultations now taking place in education establishments/University Freshers week and hundreds of forms being left at several Secondary Schools this week.

- **Ward breakdown**

Chart 5

Ward area	No Forms	% of returned forms
Mandale and Victoria	155	7%
Stockton Town Centre	129	6%
Yarm	125	6%
Stainsby Hill	116	5%
Eaglescliffe	115	5%
Ingleby Barwick West	112	5%
Ingleby Barwick East	108	5%
Village	106	5%
Parkfield and Oxbridge	102	5%
Roseworth	96	4%
Bishopsgarth and Elm Tree	89	4%
Hartburn	88	4%
Billingham Central	85	4%
Newtown	85	4%
Norton North	83	4%
Fairfield	74	3%
Norton South	73	3%
Billingham North	72	3%
Billingham South	72	3%
Hardwick	72	3%
Grangefield	69	3%
Billingham East	68	3%
Norton West	60	3%
Billingham West	42	2%
Western Parishes	21	1%
Northern Parishes	16	1%

Chart 5 shows all the wards within Stockton along with the number of forms per ward and the percentage they account for in relation to total number of questionnaires. The 11 wards highlighted in grey are the only wards which are below the average (100/26 wards = 3.8%).

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This chart highlights a lower number of returns in 11 wards areas. Wards of note are:

- Northern Parishes
- Western Parishes
- Billingham West

All of the above wards were noted in last report due to low number of forms being submitted.

Staff involved in the consultation process have been briefed in relation to these areas in order to identify events/locations to attend within these wards during the coming weeks.

Recommendations.

Face to Face canvassing to target wards showing a lower number of returns.

- **Ethnicity breakdown**

Chart 5 relates to the breakdown of ethnicity.

Ethnicity	No	%
White	2293	97%
Mixed race	12	0.5%
Black	4	0.2%
Chinese	5	0.2%
Other	1	0.1%
Asian	44	2%

There were also a further 255 forms where the ethnicity wasn't given which haven't been included in the above analysis. The results show that in total, 3% of forms (66 forms) are from non-white population which is below the BME community population rate of 5.4%. In order to give a true representation of the BME community within the audit, there needs to be 270 forms returned to account for 5.4% of 5000 respondents².

As noted earlier, locations have now been identified where canvassing is take place in order to increase the number of submissions from BME community and there are numerous forms already completed from BME residents which are waiting to be inputted onto the Audit database. Therefore it is anticipated this number will increase.

Disabled

So far, 292 residents who have completed the form, and on the database, have answered YES to question relating to 'Do you consider yourself to have a disability', accounting for 11% of the respondents. This compares to 8% in total in 2010 audit (430 returns) and is similar percentage to last week (11.7%).³

As this question relates to the respondents own interpretation of whether they feel they have a disability, it is difficult ascertain if the respondents are registered disabled or not.

Read Magazine?

44% (1165) have stated they have read the audit magazine, and of these 404 stated they felt 'More Safe' after reading the magazine. Therefore, 35% of those who read the magazine (1165 residents) felt safer after reading the information in it which is reassuring and showing the positive impact the magazine has had.

Alongside this, only 17 respondents said they felt less safe after reading the magazine with majority in 45 plus age group and mixture of both male and female residents. Comments from these 17 stated more presence was needed by police on streets and worried about increase in crime in Norton/Town Centre, however there were also positive comments that the magazine was 'good and informative' and 'pleased with the good work being conducted in schools'.

² 2010 Audit – 245 forms submitted from BME residents.

³ 2011 census shows that 19% of residents in Stockton have associated health problems with 9% linked to 'day to day activities being limited at little' and also further 9% stating 'a lot'

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The majority of those who stated they hadn't read the magazine were from respondents who have completed forms face to face, for example, during events or market days. The same respondents also completed the section in relation to feedback which was mainly negative however it is possible that if they had read the magazine then some of their fears/concerns may have been answered

- **Residents feedback/comments**

Negative comments include:-

- Not enough patrols in area (Village/Parkfield&Oxbridge/Stainsby Hill/Fairfield)
- ASB Team take too long to respond
- Need more police presence.
- Not enough done for ASB.
- Vehicle crime should include speeding.
- More speed bumps needed.
- More parking in the town - mainly relating to shopping and parking in the town than crime and disorder.
- Not heard of SSP before
- Residents in Norton Grange are forgotten about, ASB, dog mess, threatened when reported incident (ASB officers have been informed of these comments)
- More Community Officers needed.
- Information/charts easy to follow and concise

However lots of good, positive comments as follows:

- Informative magazine
- Keep up the good work
- Been helped by council and good service.
- Hope that priorities chosen are picked.
- Good charts and statistics
- Glad to see that good work is being carried out.
- Pleased that public are being informed about crime in their area.
- Felt safe after visit from police crime prevention officer (details passed onto PC Eddie Lincoln, Crime Prevention).
- Nice place to live (Yarm)
- Always felt safe where live (Yarm/Elmtree)
- Car broken into and got excellent service from police.
- **Everyone in SSP deserves a well done for reducing crime in area.**
- Eye opening and interesting
- **Thank you for all that you are doing**
- **Stop redundancies in police/more police are needed.**

Any feedback which relate to ASB or lack of police/ASB presence is being fed back to both police and SBC ASB Officers so that they are aware of residents views and to identify if there are any specific problems that can be dealt with.

Recommendations

During school consultations, promote the use of online submissions, not only by the students but also any of their family members or friends.

Face to Face canvassing to target wards showing lower returns.

Consultation to continue with BME community.