

SLOUGH BOROUGH COUNCIL

REPORT TO: Overview and Scrutiny Committee **DATE:** 7th October, 2010

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PART I

FOR COMMENT AND CONSIDERATION

ATTITUDE SURVEY- 2010

1 Purpose of Report

This report is to provide the results of the Slough Attitude Survey which is based on 1,511 face-to-face interviews conducted between 8-29 March 2010. The report compares the 2010 results with the last attitude survey conducted in 2007.

2 Recommendation

Members are asked to note and comment on the content of the report.

3 Introduction

The attitude survey focuses on the council and its services and is carried out via face to face interviews with a representative sample of local residents. The survey will provide data about residents' experiences of living in Slough, the Council and the services it provides. The questions are decided by the council. This information will be disseminated to heads of service, partner agencies and will be available to residents.

The council commissioned QA Research to carry out 1500 face to face interviews of residents who live in Slough. The report helps the council to achieve the following:-

- Performance management: monitor progress against key service activities and identify existing problems or provide an 'early warning' for problems which may occur.
- Identify trends or changes in residents' views.
- Identify priorities for service improvement or to confirm existing service priorities.
- Needs analysis: identify whether needs are being met across community groups e.g. disability, older people, BME groups.

- Support inspection requirements by providing robust data to support service priorities and policies.

4 Summary

- Overall satisfaction with the council has fallen from 61% in 2007 to 57% in 2010 and fewer people agree that the council offers value for money. However, satisfaction with individual services has generally stayed the same or increased. This paradox appears to be common to many councils and may be the result of negative media coverage of local authorities in general.
- The greatest increase in satisfaction of individual services was for community centres, parks and open spaces, nursery schools and primary schools. The greatest decrease in satisfaction was for road and pavement repairs, although the report notes this may reflect the impact of the adverse weather in early 2010. Satisfaction with street cleaning services also declined but remained above the national average.
- 80% of residents say they are satisfied overall with their neighbourhood as a place to live. This is consistent with the 2007 results.
- 76% of residents are satisfied with Slough as a place to live (also consistent with 2007) and 71% say they are proud to live in Slough.
- Residents consider crime, health services and job prospects as the most important factors in making Slough a good place to live. Perhaps not surprisingly job prospects have become more important since 2007.
- When asked which services are particularly important to them, residents named waste and refuse collection and street cleaning most often. There was a big increase in mentions of actions to reduce antisocial behaviour, crime and drug misuse since 2007.
- There has been a significant increase in the proportion of people who agree that people from different backgrounds get on well together (from 82% to 87%).
- 50% of people feel fairly or very well informed about the services and benefits the council provides and the more informed people feel the more satisfied they are with the council. People who remember receiving Citizen in the last six months are significantly more likely to feel informed.

5. Next Steps

The Council is looking at how it uses the data to plan services; this is being done in light of changes being planned in the wake of the spending cuts.

The Council needs to focus its efforts on improving services that are of high importance and have low satisfaction ratings i.e. reducing anti-social behaviour, crime and drug misuse.

6 Appendices

'A'- Attitude Survey 2010- Executive Summary

**Attitude Survey 2010
Executive Summary**

Introduction

This report details the findings from the 2010 Attitudes Survey commissioned by Slough Borough Council. The survey focuses on the council and its services via a representative sample of local residents and details respondents' views and opinions of living in Slough, the council and the services it provides.

Aims and objectives

The overall objective of the research is:

“To capture the views of a representative and robust cross section of Slough residents on a range of issues relating to places and services, and to highlight changes over time”

In addition to this overarching objective, a number of other objectives were required:

Enable Slough Borough Council to identify existing problems and provide an 'early warning' for problems which may occur going forward
Identify trends or changes in residents' views over time
Understand priorities for service improvement and to confirm the importance of existing service priorities
Evaluate whether needs are being met across community groups (e.g. those with a disability, older people, BME groups) and locations (e.g. ward)
As far as practical, benchmark performance against other authorities

Meeting these objectives allows the council to understand and act upon the most pertinent and pressing issues.

Methodology

In total 1,511 interviews were achieved during 8-29th March 2010 in the fourteen wards of Slough. All interviewing was carried out face-to-face via a door knocking methodology with interviewers administering the survey via paper. To ensure a representative sample from across the city, quotas were set on ward, sex, age and ethnicity.

The final data were weighted to ensure that the final sample was representative of the population of Slough and using statistical rules, results have a variance of +2.5%.

Key findings

Overall satisfaction with the council indicates a significant decline since 2007, with satisfaction falling from 61% in 2007 to 57% in 2010

Satisfaction is highest amongst the oldest respondents (75+) (73%) while dissatisfaction is highest among those aged 35-44 (21%) or 20-24 (22%). Satisfaction is also higher among Asian or Asian British Pakistani (67%) and Asian or Asian British Indian (60%) respondents compared to White British respondents (52%).

At the ward level, satisfaction peaks in Farnham (73%), Foxborough (71%) and Baylis and Stoke (70%) and is lowest in Cippenham Green (32%) and Colnbrook with Poyle (35%).

Agreement that the council offers respondents value for money stands at 38% in 2010 and demonstrates an 11% point fall since 2007

Almost a quarter of residents (22%) disagree that the council offers value for money.

At the ward level, agreement is highest in Farnham (61%) and Kedermister with lowest levels of agreement existing in Cippenham Meadows (28%) and Colnbrook with Poyle (22%).

Those residents who recall receiving a copy of the Slough Citizen in the last six months are more likely than those who do not recall receiving it to agree that the council offers value for money (45% vs 28%).

This suggests a significant relationship between feeling informed by the council on the services that it offers and positive attitudes on value for money. As a result, the Slough Citizen offers an effective tool for the council in ensuring residents feel well informed.

Residents are satisfied overall with their neighbourhood as a place to live

Four fifths (80%) of respondents indicate they are satisfied overall with their neighbourhood as a place to live and this is broadly in line with the 82% satisfaction level of 2007.

This satisfaction is highest among residents in:

Langley St Mary's (93%)
Upton (93%)
Central (88%)
Farnham (88%)

Satisfaction is lowest among residents in:

Haymill (60%)
Cippenham Meadows (69%)

The majority of residents are satisfied overall with Slough as a place to live

Three quarters of residents (76%) are satisfied with Slough as a place to live and shows a similar proportion to 2007 (74%).

Over two thirds of residents state they are 'proud' of Slough as a place to live

In total, 71% of respondents say they are either very or quite proud to live in Slough, while a fifth (20%) say they are not at all or not very proud.

Residents who are of an Asian or Asian British Indian (77%) or Asian or Asian British Pakistani (82%) origin are more likely to be proud than White British respondents (66%).

Those residents who are satisfied with Slough as a place to live generally feel proud (81%), while those dissatisfied are most likely to not be proud (57%).

Residents are also more likely to feel proud the more informed they feel about the services the council provides.

Level of crime, health services and job prospects are the most important aspects in making Slough a good place to live

Two thirds of residents state the level of crime (66%), health services (65%) and job prospects (58%) as the most important factors when deciding what constitutes a good place to live.

The level of crime (64%) and health services (61%) were also the most important aspects in 2007.

The third most frequently mentioned aspect, job prospects, has increased 6 percentage points in 2010 (up from 52% to 58%).

While numerous differences exist across the wards, concern around crime is highest in Upton (90%), Foxborough (80%) and Cippenham Green (78%). Mentions of health services were highest in Farnham (87%), Central (81%), Foxborough and Upton (80%).

Residents place an emphasis on living in a clean environment

When presented with a list of services and asked to select three or four which are most important, waste and refuse collection (59%) and street cleaning (37%) form the most common mentions for residents.

Of note, a significant increase in the number of mentions was recorded for actions to be taken to reduce anti-social behaviour, crime and drug misuse (29% in 2010 compared to 18% in 2007).

Increase in the proportion of residents who agree that people from different backgrounds get along

A significant increase in the proportion of residents who agree that people from different backgrounds can get along well in the local area is evident in 2010. The proportion of residents who agree increased from 82% in 2007 to 87% in 2010.

The wards where agreement is highest are:

Britwell (93%)
Cippenham Green (93%)
Farnham (93%)

The wards with the lowest levels of agreement are:

Haymill (70%)
Baylis and Stoke (78%)

Generally, residents are broadly satisfied with services provided by the council, and levels are consistent with 2007

Residents are most satisfied with waste and refuse collection, street lighting, parks and open space and nursery schools (all 81% satisfied). The lowest levels of satisfaction can be found for actions to reduce anti-social behaviour, Crime and Drug misuse, (38%) and facilities for young people (41%).

The greatest increase in satisfaction was for community centres (up 12 percentage points to 68% in 2010). In addition, parks and open spaces, nursery schools and primary schools increased 10 percentage points and adult learning moved up nine percentage points in 2010.

The greatest decrease in satisfaction was recorded for road and pavement repairs (down 10 percentage points to 63% in 2010), although it is likely that this decline reflects the impact of the adverse weather in early 2010 on the condition of roads and pavements, a situation which was recorded across the UK.

Another area which recorded a decline in satisfaction was street cleaning (down 9 percentage points to 70% in 2010). Reassuringly, this still represents above average satisfaction levels for this service and this is important as it is key 'driver' of satisfaction with the local neighbourhood and with living with Slough generally.

Around half of residents feel informed about the service and benefits that the council provide

Half of residents (50%) feel either well or fairly informed about the services and benefits that the council provide, although only 5% of residents feel very informed.

Those residents who received a copy of Slough Citizen in the last 6 months are significantly more likely than those who do not to feel very or fairly well informed (57% vs 38%).