

Report of:	Meeting	Date	Item No.
Councillor Peter Gibson, Leader of the Council and Garry Payne, Chief Executive	Cabinet	16 January 2013	7

Life In Wyre Survey Results 2012

1. Purpose of Report

- 1.1 To provide the Cabinet with a view of the initial findings from the Life In Wyre Survey, including the next steps for the survey data.

2. Outcomes

- 2.1 To use the representative survey data to help the Council tailor its services effectively.

3. Recommendation/s

- 3.1 That Cabinet note the findings and next steps proposed for the Life in Wyre 2012 survey data.

4. Background

- 4.1 The council is committed to ensuring that its residents are at the heart of all that it does, and regularly consults with its residents and service users.
- 4.2 The biennial Life In Wyre Survey was conducted from 1st October to 16th November, 2012 and documents residents' perceptions about the local area and the services provided by the council. The survey provides intelligence on an area level and since there are notable differences between areas in Wyre e.g. rural and urban areas, this information is key to understanding what people think the council is 'getting it right', and where future activity and business focus would be better directed. Elements of the survey are also used as measures of performance within the council's three year business plan.
- 4.3 The 2012 survey was posted out to 3013 randomly selected residents

and in addition was actively promoted online (via the council's consultation portal and social media sites e.g. Twitter and Facebook) as well as through local groups registered with Wyre Together and the Engagement Network. This resulted in an excellent response rate with 1281 responses being received (42%). Appendix 1 shows the number of respondents per location.

- 4.4** The 2012 survey included a number of previously used survey questions and, where possible, the results have been compared with previous years' survey data to give an indication of the direction of travel (see Appendix 2).
- 4.5** The 2012 survey included a new section on communications which it is hoped will assist the council in developing technology to meet with residents' needs.
- 4.6** As there is no longer a national survey, comparator data for benchmarking purposes is not readily available. However, a number of authorities are continuing to conduct locally prepared resident surveys and it is expected that Local Government (LG) Inform, the national data warehouse initiative, will be able to offer some comparative data at a later stage.

5. Key Issues and Proposals

5.1 Positive findings

Overall, 84% of Wyre residents say they are satisfied with where they live. In Burnley and Pendle satisfaction was reported as 73% and 77% respectively. In 2010 the resident satisfaction rate in Wyre was slightly higher at 87%, although in the current economic climate the 2012 results are considered as extremely positive.

- 5.2** The top 3 factors identified as making somewhere a good place to live in order of importance are low crime rates, clean streets and health services. The council works very closely with the statutory organisations responsible for the reduction of crime, and the provision of health services but it must be noted that of the three factors identified, street cleansing is the only function for which the council has a statutory responsibility. It is positive to find that keeping the streets clean was in the top three of the 15 services listed that residents were most satisfied with. Parks and open spaces (second most satisfied with) and waste and recycling (most satisfied with) were also identified. In comparison to the 2010 results, where comparable, overall satisfaction with services has improved (see Appendix 2). Results also compare favourably to Burnley and Pendle. (See Appendix 3)
- 5.3** It is pleasing to find that 61% of residents are satisfied with the way the council runs things, which is similar to the 2010 result, and 50% of respondents regard the council as providing good value for money, with

36% of respondents feeling unable to give an opinion either way.

- 5.4** Overall people are feeling safer when out in their local area, at any time of the day. The survey results showed that 99% state that they feel very or fairly safe when out in their local area during the day, and a significant increase of 34% from the 2010 results can be observed in the percentage of people who feel very or fairly safe when out in their local area after dark (81%). This is a stark comparison to Pendle where 50% of respondents felt safe after dark in their local area.
- 5.5** Analysis of the responses regarding communications highlights that 60% of people feel well informed about local services. This is a slight decrease on the 69% result in 2010. Almost half of the respondents have contacted the council in the past 12 months and 71% of people identified telephone contact as their preferred method, with online contact (i.e. email and online forms) being second (46%). Accessing the internet via smart phones or tablets was substantial, with 76% of residents tending to access the internet at least weekly.
- 5.6** Over half the respondents (54%) prefer to read council information via Wyre Voice, followed by the local newspaper (33%). Equally the council e-newsletter was considered an important source of communication and was ranked third in the responses of how people prefer to receive council news. Interestingly, the survey encouraged 440 people to sign up for our e-newsletter.
- 5.7 Key Issues for further analysis**
- 5.8** Nearly half of the respondents (49%) identified the quality of roads and pavements as the factor that most needs improvement followed by activities for young people, clean streets and job opportunities respectively. Interestingly, 74.5% of residents identified that they were satisfied with the council's service for street cleansing which may indicate that other issues are affecting peoples' perceptions and may be worth exploring further. It is also possible that the need for improvement of street cleanliness is in regard to more specific issues, for example dog fouling, which was ranked as having the highest level of dissatisfaction with regards to services provided and is the biggest anti-social behaviour issue identified by residents (48%).
- 5.9** Where a respondent indicated that they were a user of a service, the lowest ranked level of satisfaction with a council service was with business support. It is not possible to ascertain however what aspect of the support they are referring to.
- 5.10** It is important that our residents feel that their issues are acted upon, 42% of respondents feel that the council does this however there are more than half that to some degree disagree. Only 39% know who their local councillor is but interestingly 46% know how to contact them. A higher number of residents report that they would like to know what their

councillor is doing but are happy to let them get on with it (42%).

5.11 As you would expect, there are substantial differences of opinion between each of the six neighbourhood areas, age groups and genders. These will need to be explored in more detail.

5.12 The next steps will involve:

- Production of detailed segmentation reports in order to identify more localised priorities, enable further analysis and assist in decision making for future work at both the neighbourhood area level¹ and the borough level.
- Using the data to inform the Business Plan refresh for 2013.
- Promotion of the results through the channels currently utilised and of activity that ensues as a result of the findings, as relevant.
- Preparation of a report to present to Lancashire County Council for matters pertaining to the services they deliver.
- Ensuring that narrative provided in questions 19 and 21 is reported to the relevant department for their attention and further action where appropriate.

IMPLICATIONS	
Finance	No implications for this report
Legal	No implications for this report
Community Safety	No implications for this report
Equality and Diversity	The report acknowledges the substantial differences of opinion and needs across the six neighbourhood areas, and across age and gender. It is intended to explore these differences further to ensure that relevant activity ensues.
Sustainability	No implications for this report
Health and Safety	No implications for this report
Risk Management	Where activity is under the control of the council, acting on the findings is considered to be an essential component in raising the reputation of the council.
Asset Management	No implications for this report
Climate Change	No implications for this report

¹Areas reports to be aligned to the Shaping Your Neighbourhood Areas
http://www.wyre.gov.uk/info/100004/council_and_democracy/462/shaping_your_neighbourhood

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List of Background Papers:		
Name of Document	Date	Where available for inspection
Life In Wyre Survey 2012 results	September 2012	http://www.wyre.gov.uk/downloads/file/1438/life_in_wyre_survey_2012_results
Life In Wyre Survey 2010 Results	January 2010	http://www.wyre.gov.uk/info/200041/equality_and_diversity/373/peoples_panel Transformation Department, Wyre Council

LIST OF APPENDICES

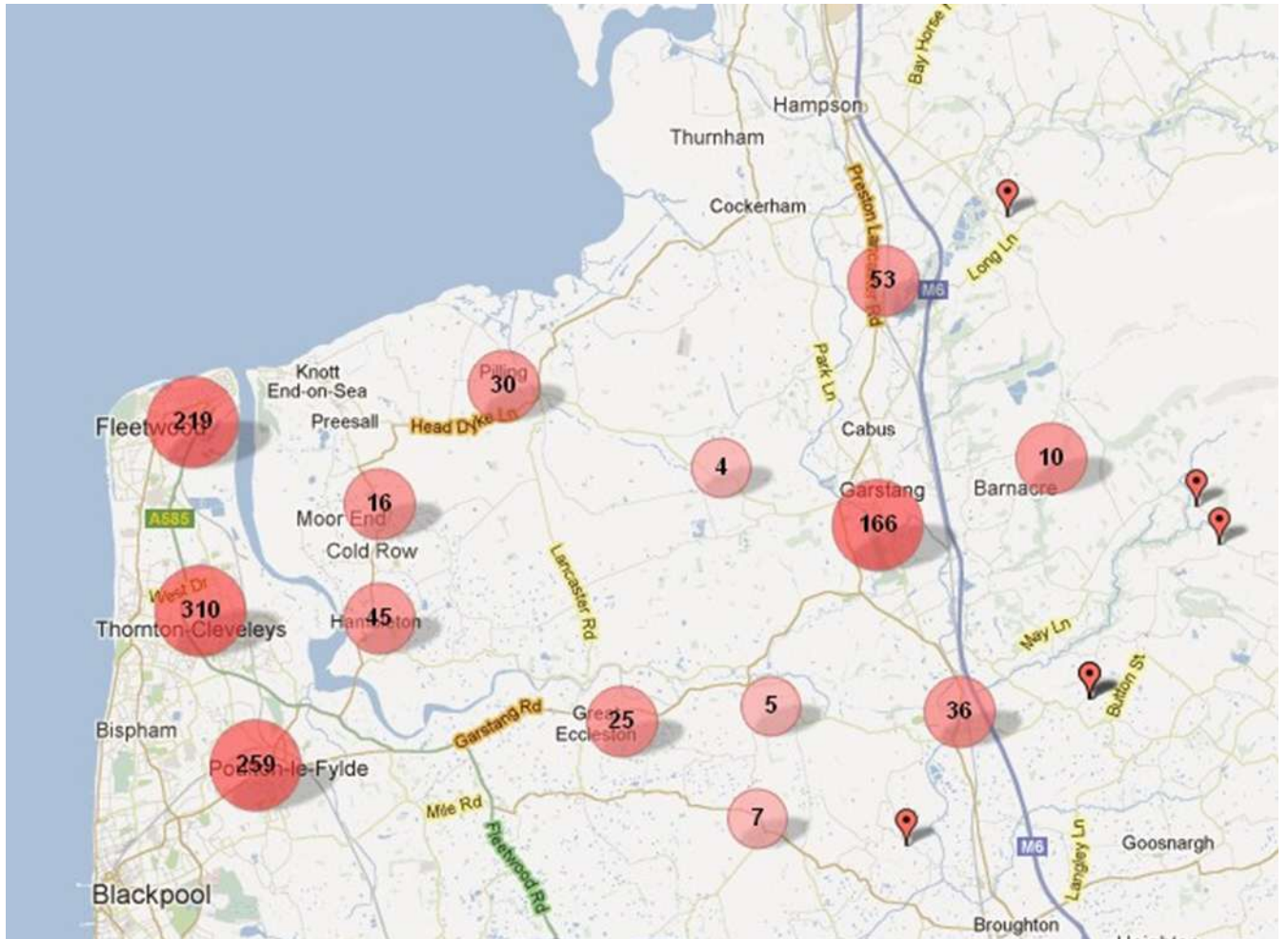
Appendix 1: Number of respondents per location

Appendix 2: Life In Wyre 2012 Survey Results - biennial comparator data

Appendix 3: Life In Wyre 2012 Survey - Wyre, Burnley and Pendle, available comparator information

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Appendix 1: Number of respondents per location



Appendix 2: Life In Wyre Survey 2012- Biennial comparator data

(not all data in the 2012 survey can be compared, the following are questions and responses that have some level of comparability)

Ref	Questions ⁱ	2012	2010	2008	Direction
1	Satisfaction with local area as a place to live	84%	87%	84%	↓
2	How important, if at all, are each of the following in making where you live a good place?				*see note at end of this section
	Low crime levels	1	1	1	
	Clean streets	2	3	3	
	Health services	3	3	2	
	Good roads and pavements	4	1	9	↓
	Low pollution levels	5	5	16	
	The level of traffic congestion	5	5	11	
	Access to countryside, parks and open spaces	7	7	7	
	Wage levels and local cost of living	8	9	14	
	Education provision	9	11	5	↓
	Shopping facilities	10	9	6	↓
	Job opportunities	11	11	11	
	Activities for young people	12	15	9	
	Public transport	13	14	not asked	
	Cultural activities (eg. cinemas, museums,	14	21	15	↓
	Affordable decent housing	15	17	4	↓
	Sport & leisure facilities	16	18	16	
	Restaurants/cafes	17	22	not asked	
	Community activities/events	18	20	18	

*Note: In the 2010 survey there were 20 response options to choose from whereas in 2012 there were only 18 options, due to this only those factors that ranked lower than the previous year are indicated by direction.

Ref	Questions	2012	2010	2008	Direction
3	And which you feel most needs improving in Wyre?				(*see Note above for this section)
	Good Roads/Pavements	1	1	1	
	Activities for Young People	2	2	2	
	Clean Streets	3	4	4	
	Job Opportunities	4	5	5	
	Low Crime Levels	5	6	5	
	Level of traffic Congestion	6	3	3	↓
	Health Services	7	7	15	
	Public Transport	8	9	9	
	Affordable Decent Housing	9	8	8	↓
	Wage Levels/Cost of living	10	10	11	
	Shopping Facilities	11	11	11	
	Sport & Leisure Facilities	12	17	14	
	Access to Countryside, parks and open spaces	13	20	18	
	Education Provision	14	15	19	
	Low Pollution Levels	15	19	16	
	Cultural Facilities	16	13	17	↓
	Community Activities	17	17	10	
	Restaurants/Cafes	18	21	not asked	
4	How safe do you feel when you are 'out and about' where you live?				
	During the Day	99%	93%	92%	↑
	After Dark	81%	46%	59%	↑
5	Thinking about where you live, how much of a problem, if at all, do you think each of the following are?				
	Noisy neighbours or loud parties	9.1%	10%	8%	↓
	Vandalism or graffiti	11.3%	16%	25%	↓
	People using or dealing drugs	15.3%	23%	26%	↓
	People being drunk or rowdy in public places	16.7%	23%	26%	↓

Ref	Questions	2012	2010	2008	Direction
6	How satisfied or are you with each of the following local services/facilities provided by Wyre Borough Council? (Users only)				
	Keeping public land clear of litter and refuse	72%	66%	54%	↑
	Tackling Dog Fouling	47%	45%	not asked	↑
	Waste and recycling collection	83%	78%	70%	↑
	Sport and leisure facilities	66%	61%	50%	↑
	Parks and open spaces	79%	69%	58%	↑
	Benefits service	48%	39%	not asked	↑
	Planning services	44%	33%	not asked	↑
	Car parking	54%	46%	not asked	↑
7	To what extent do you agree the Wyre Council provides value for money?	50%	53%	36%	↓
8	Overall, how satisfied are you with the way Wyre Borough Council runs things?	61%	62%	49%	←
9	Overall, how well informed do you think Wyre Council keeps its residents about the services and the positive impacts that these services provide?	60%	69%	36%	↓
10	Do you know who your local Wyre Borough councillor/s is/are?				
	Yes	39%	42%	not asked	↓
11	Do you know how to contact your local Wyre Borough councillor?				
	Yes	46%	52%	not asked	↓

Ref	Questions	2012	2010	2008	Direction
12	Which one of these statements best represents your feelings about local (Wyre Council) councillors in your area?				
	I'm not interested in what councillors do, nor how they do their job.	2%	1%	not asked	←
	I'm not interested in what councillors do as long as they do their job.	18%	14%	not asked	↑
	I like to know what councillors are doing but I am happy to let them get on with it.	42%	47%	not asked	↓
	I would like to have more say in what councillors do.	20%	20%	not asked	←
	I already know about councillors and feel able to get my views across.	7%	8%	not asked	←

ⁱ Where possible the 2012 results have been compared with previous years' survey data to give an indication of the direction of travel.

Appendix 3: Life In Wyre Survey 2012, Wyre, Burnley and Pendle, available comparator information

Ref	Questions	Wyre	Burnley	Pendle
1	Satisfaction with local area as a place to live	84%	73%	77%
2	How satisfied or are you with each of the following local services/facilities provided by Wyre Borough Council? (Users only)			
	Keeping public land clear of litter and refuse	72%	57%	55%
	Waste and recycling collection	83%	84%	83%
	Sport and leisure facilities	66%	55%	47%
	Parks and open spaces	79%	83%	70%
3	Overall, how satisfied are you with the way Wyre Borough Council runs things?	61%	52%	55%
4	How safe do you feel when 'out and about' after dark where you live?	81%	Not asked	50%