

Leicester
City Council

WARDS AFFECTED: All

FORWARD TIMETABLE OF CONSULTATION AND I

Cabinet

26 January 2009

LEICESTER RESIDENTS' SURVEY FINDINGS 2008

Report of the Director of Partnership, Performance and Policy

1. Purpose of Report

- 1.1 This report informs Cabinet of the key findings of the Leicester Residents' Survey 2008, which was carried out by Ipsos Mori on behalf of Leicester City Council and NHS Leicester City. Please note this report only covers the City Council findings.

2. Summary

- 2.1 Ipsos MORI carried out 2,305 face-to-face interviews with a representative sample of residents aged 16 or more in people's homes across Leicester between 2nd July and 24th September 2008. To supplement the interviews, MORI also carried out a booster sample of 246 face-to-face interviews amongst residents in the priority areas selected (see paragraph 4.2.2 and Appendix A for priority areas selected) that fall within the top 5% most deprived Lower Super Output Areas (LSOA's) in England. This is to help the Council gain an understanding of the difference in perceptions between residents in priority areas and non-priority areas.
- 2.2 The residents' survey gives valuable insight into the views and perceptions of local residents and what drives residents' satisfaction. The findings provide the Council with essential information about how residents' feel we are performing against our priorities and where improvement to services and outcomes are required.
- 2.3. The key messages for the council are: -
- More residents are satisfied with the way the City Council is running Leicester – an increase from 58% in 2005 to 61% in 2008. This figure has increased steadily since 1998.
 - Positively, residents are less concerned about being victim of crime and anti-social behaviour than in 2005.
 - More residents feel the council gives good value for money – up from 35% in 2005 to 37% in 2008.
 - Public confidence has increased significantly in the following key liveability services:

- Arts Culture and Entertainment up by 11% - from 61% in 2005 to 72% in 2008
 - Pavement maintenance up by 10%– from 41% in 2005 to 51% in 2008
 - Social Services for children up by 9% – from 49% in 2005 to 58% in 2008
 - Street cleaning up by 8% - from 59% in 2005 to 67% in 2008
- More residents are satisfied with Leicester as a place to live – up from 77% to 79% in 2008.
 - Residents are less likely to feel they belong to their street or local area as they were in 2005 – down from 75% in 2005 to 70% in 2008.
 - 78% of residents still feel the council needs to make more of an effort to find out what local people want - there has been no change since 2005.
 - While more people now think that the council treats people fairly - up from 42% in 2005 to 49% in 2008 there has been an increase in the number of residents saying “they feel the Council is too remote and impersonal” – up by 10% from 38% in 2005 to 47% in 2008. Additionally, the number of people who agree the Council does not play a part in improving the quality of life of their local area has gone up 10% from 31% in 2005 to 41% in 2008.
 - The findings have shown that the priority areas in general (see paragraph 4.2.2) show lower satisfaction levels than non-priority areas.

In light of these findings, communicating effectively to residents will play a key role in changing perceptions. Residents will want to understand why change happens and often instinctively assume the worst or that nothing has changed if they aren't informed. The fact that few residents feel informed about council services and activities highlights the need for communication, and as fewer residents are proactively finding out about the council, effective, targeted communication becomes even more important to reaching residents.

3. Recommendations

3.1. Cabinet is recommended to:

- 3.1.1 Discuss and note the overall findings as detailed in Paragraph 4.3.
- 3.1.2 Note the action agreed at the Joint Executive Board meeting held after the presentation of findings by Ben Page, Chairman of Ipsos MORI to set up a working group, which will be responsible for:-
 - An immediate response on the areas for improvement and communicate with residents that we have listened and acted upon the findings;
 - looking at the findings in context: triangulate the findings with other surveys and other data that we have, to build up a more comprehensive picture – test it against what we already know/ own experience. Further

help has been offered by Ben Page, Chairman of Ipsos MORI to undertake this work; and

- drilling down into the data at a ward level to make the information useful and meaningful, in particular:
 - By portfolio to inform Cabinet Members.
 - For Ward Councillors and Ward Community meetings.

4. Report

4.1 Background and Context

4.1.1 MORI residents surveys have been carried out every 4 years since 1998. The last residents survey was carried out in 2005. The 2008 survey was jointly commissioned with NHS Leicester City (previously known as Leicester City PCT). The joint working allowed for cost savings and an opportunity to work closely with one of our major partners.

4.1.2 The residents' survey, as well as providing the Council with essential information about how residents' feel it is performing against organisational priorities also provides evidence to report back to Communities and Local Government on meeting our Local Public Service Agreement (LPSA) targets from 1 April 2005 to 31 March 2008. To be able to capture comparative data, Ipsos MORI was asked to undertake the research for 2008 using the same methodology as in 2005.

4.1.3 The study set out to assess residents' attitudes towards the Council and the services it provides. More specifically, this survey examines:

- Satisfaction with Leicester as a place to live and with the Council.
- Perceptions of community cohesion and involvement in the local community.
- Usage of and satisfaction with local public services.
- The Council's communications.
- Community safety.

4.2 Methodology – Leicester Residents' Survey 2008

4.2.1 In total **2,305** interviews were carried out with residents aged 16+ across Leicester. Interviews were carried out face-to-face, in resident's homes, lasting approximately 30 minutes (15 minutes of Council questions and 15 minutes of NHS Leicester City questions) between 2 July and 24 September 2008.

At the analysis stage, data was weighted by ward, gender, age, ethnicity and

work status to the overall profile of the Council using 2001 Census data for work status and 2006 mid-year estimates for age, gender and ethnicity.

4.2.2 Interviews were divided between a main sample of 2,059 residents interviewed alongside an additional booster sample of 246. The booster was conducted in the 5% most deprived Lower Super Output Areas in the city (Indices of Multiple Deprivation 2007). A Lower Super Output Area is a geographical area of approximately 1500 people and the purpose of the booster was to gain an understanding of the difference in perceptions between residents living in the most deprived areas and residents living in the rest of the city.

For the purposes of the booster sample, they were organised into the following Priority Areas on the basis of geographical proximity:

Area	Priority Areas
Area 1	Abbey Rise and Beaumont Leys Estate
Area 2	Braunstone
Area 3	Tailby and Rowlatts Hill
Area 4	Saffron
Area 5	St Matthews and St Marks
Area 6	New Parks
Area 7	St Peters and Highfields

A detailed map showing the location of these priority areas is provided in appendix a.

4.3 Findings in more detail

This report outlines the main findings, which are split into five sections comprising satisfaction with the Council and area; community cohesion and local decision-making; views on public services, neighbourhood and community safety; and communication needs.

A full copy of the report on the findings of the Leicester Residents' Survey by Ipsos MORI will be sent to each Cabinet Member, Opposition Leaders' and a copy will be sent to Members' Services for depositing in each Group room at the Town Hall. The report is published on Insite at <http://insite/residentssurvey> and members of the public can view the findings on the council website at www.leicester.gov.uk/residentssurvey.

4.3.1 Satisfaction with the Council and area

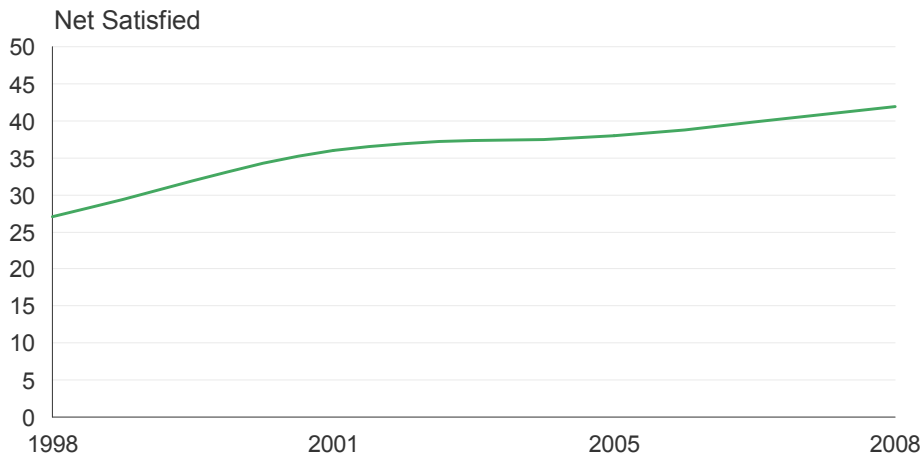
a. Satisfaction with Leicester City Council

Three in five (61%) residents are satisfied with the City Council's management of Leicester, while nearly one in five (19%) are dissatisfied. This is slightly improved

from 2005, and continues a general improvement since 1998 (as shown in the trend data below).

Net satisfaction with City Council

Q Overall, how satisfied or dissatisfied are you with the way the City Council is running Leicester?



Base: 2,305 Leicester City Council residents, fieldwork dates: 2 July - 24 September 2008; c1500 in 2005, 2001, and 1998
Ipsos MORI

When delving into resident perceptions of different aspects of the Council, however, a more mixed picture emerges. Since 2005, more now agree that the Council treats all types of people fairly (49%), and while perception of the Council providing value for money is relatively unchanged, slightly more agree than disagree that it does (37% versus 35%). Increasingly residents believe the Council does not play a part in improving the quality of life in their local neighbourhood (41%, up from 31% in 2005). While over half (57%) believe the Council provides good quality services, slightly more say it does not than in 2005 (21% in 2008 versus 18% in 2005). Additionally, the number saying the Council is remote and impersonal has increased from 38% in 2005 to 47% today. Finally, as in previous years, residents overwhelmingly believe the Council needs to make more of an effort to find out what local people want: 78% agree while just 7% disagree.

Non-priority areas show higher levels of satisfaction with the Council than priority areas (62% compared to 56% of priority areas satisfied).

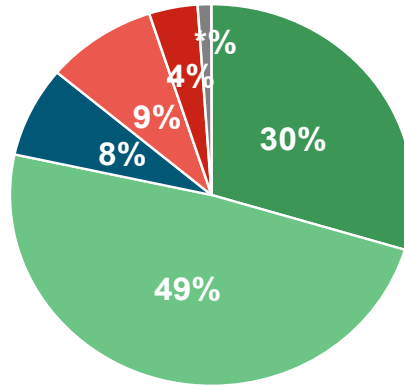
b. Satisfaction with Leicester

Satisfaction with Leicester as a place to live stands at nearly four in five (79%), which is level with 2005 but a drop from 1998 (81%). Residents are also slightly less satisfied with their neighbourhood than 2005, and significantly less satisfied than 1998.

Satisfaction with Leicester

Q Overall, how satisfied or dissatisfied are you with Leicester as a place to live?

■ Very satisfied ■ Fairly satisfied ■ Neither/nor
■ Fairly dissatisfied ■ Very dissatisfied ■ Don't know

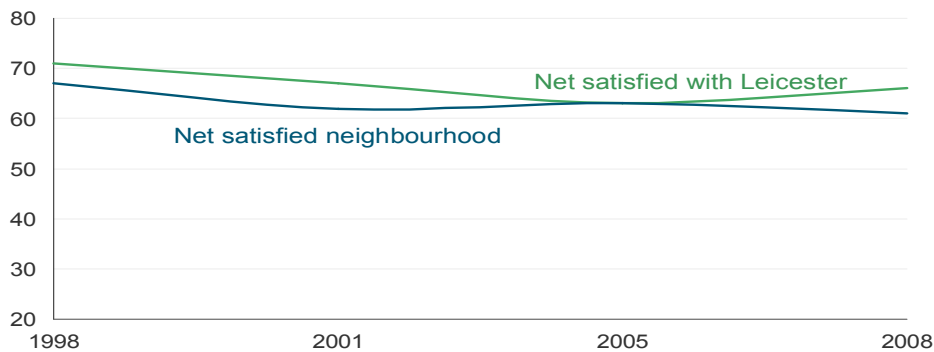


Base: 2,305 Leicester City Council residents, fieldwork dates: 2 July - 24 September 2008
Ipsos MORI



The trend chart below shows that, while satisfaction levels with Leicester City are relatively unchanged from 2005, they are still short of 1998 levels, when 81% were satisfied and 10% dissatisfied. Similarly, residents' net satisfaction with their neighbourhoods, after a small increase in 2005, has decreased to 59%, continuing a general downward trend since 1998.

Net satisfaction with Leicester and neighbourhood



Base: 2,305 Leicester City Council residents, fieldwork dates: 2 July - 24 September 2008; 2005 (1,538); 2001 (1,535); 1998 (1,500)
Ipsos MORI

Priority areas in general tend to report higher dissatisfaction levels with Leicester than non-priority areas (19% compared to 12% of non-priority areas).

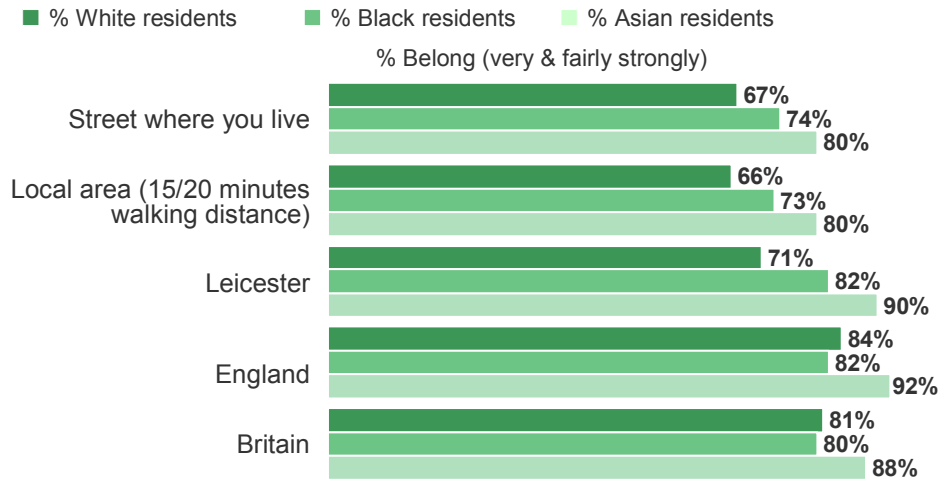
4.3.2 Community cohesion and local decision-making

Residents are less likely to identify strongly with their street, local area, Leicester or Britain than they were in 2005. They are, however, more likely to identify

strongly with England. The chart below illustrates how, generally, BME residents are more likely to identify with all areas than their White counterparts, with Asian residents particularly more likely to do so.

Sense of belonging

Q How strongly do you feel you belong to each of the following?



Base: 2,305 Leicester City Council residents, fieldwork dates: 2 July - 24 September 2008
Ipsos MORI



Three quarters (77%) agree that their local area is a place where people from different backgrounds get along. The vast majority of Leicester residents will interact with someone from a different background: 95% say they regularly meet and talk with someone from a different ethnic origin, and 86% say this for someone from a different social class. The most commonly-cited place where different backgrounds meet are local shops, in the neighbourhood, at work, at a place of study or at public focal points such as restaurants and pubs. Residents in priority areas are less likely to have interacted with someone from a different social class than their non-priority area neighbours (21% have not compared to 12% of non-priority areas)

One in five (21%) has given unpaid help in the past year, with children's education and activities, faith groups and community groups being the largest recipients

Few have been involved in groups that make decisions in their local area. Only 8% of residents state that they have been involved in groups that make decisions in their local area, and these tend to be residents from more affluent backgrounds. Residents from non-priority areas are more likely to have volunteered in the last twelve months than residents in priority areas (23% compared to 14% of priority areas).

The overwhelming majority of Leicester residents are actively working to decrease their impact on the environment, with only six percent saying they do

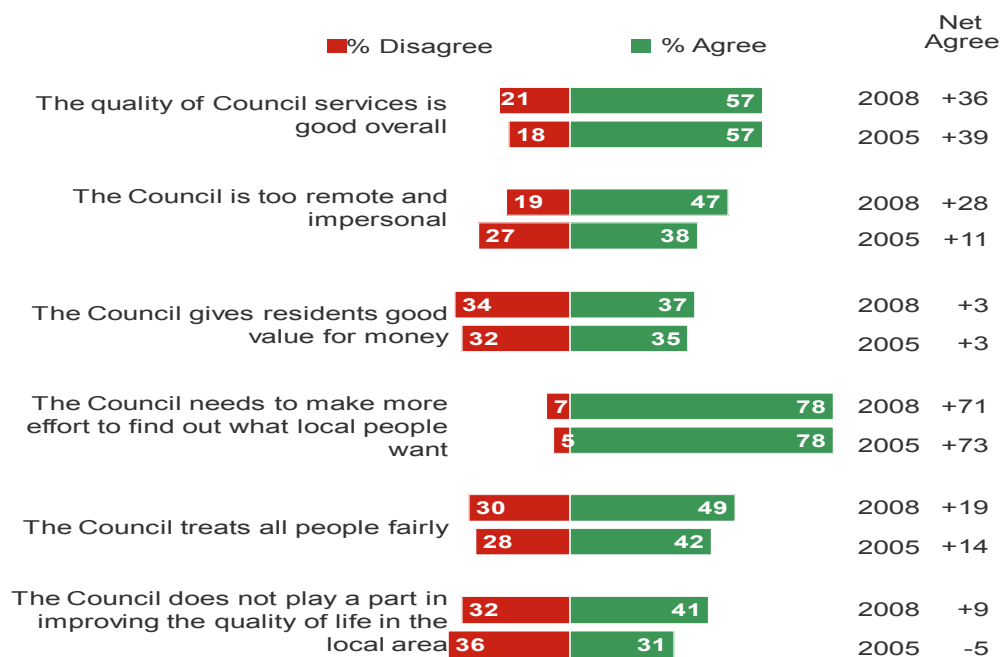
nothing. The most commonly mentioned is switching off appliances when not in use (73%), recycling waste (70%) and saving water (50%).

4.3.3 Service satisfaction

Broadly, residents are satisfied with their local public services and facilities, and in many areas are more likely to say they are satisfied than in 2005. Residents are particularly satisfied with Leicester Market (89% of users), street lighting (86%), waste and refuse collection (80%), primary schools (81% of users), and family centres and nursery schools (79% of users). Improved services include not only arts, culture and entertainment and museums, social services for children and primary and secondary schools but also key areas such as street lighting, street cleaning, and pavement maintenance. However, council housing is one service that has declined significantly from 2005, with a significant increase in tenants expressing dissatisfaction. The chart below provides a summary of these perceptions.

Views of the Council

Q How strongly you agree or disagree with each?



Base: 2,305 Leicester City Council residents, fieldwork dates: 2 July - 24 September 2008; 2005 (1,538)

Ipsos MORI



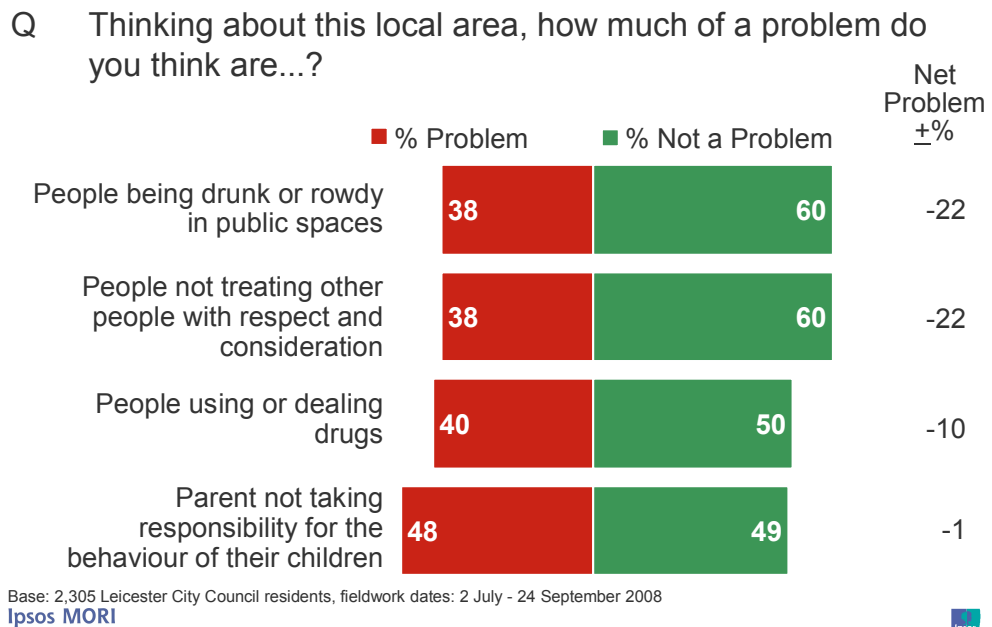
4.3.4 Neighbourhood and community safety

Positively, residents are less concerned about being a victim of crime and anti-social behaviour than in 2005. More people stated that they were not worried than those said they were worried in each of the areas about crime and anti-social behaviour asked. Residents are most concerned about having their home

broken into (44% at least fairly worried), followed by teenagers hanging around the street (43%) and their car being stolen (33%). Residents are less likely to be worried about noisy or inconsiderate neighbours, being the victim of attack or abuse because of their skin colour, ethnic origin, religion, or gender. Residents in nearly all of the priority areas are generally more worried and concerned about crime and anti-social behaviour.

The chart below shows that more people feel that public drunkenness and rowdiness, people not treating others with respect and consideration, and the dealing and using of drugs are not problems in their local area. Residents are split on whether parents not taking responsibility for their children is a problem or not (48% and 49% respectively).

Problem behaviours



A majority feel that the police and local public services seek residents' views about issues surrounding crime and anti-social behaviour. This perception can increase goodwill as residents feel more empowered about these issues

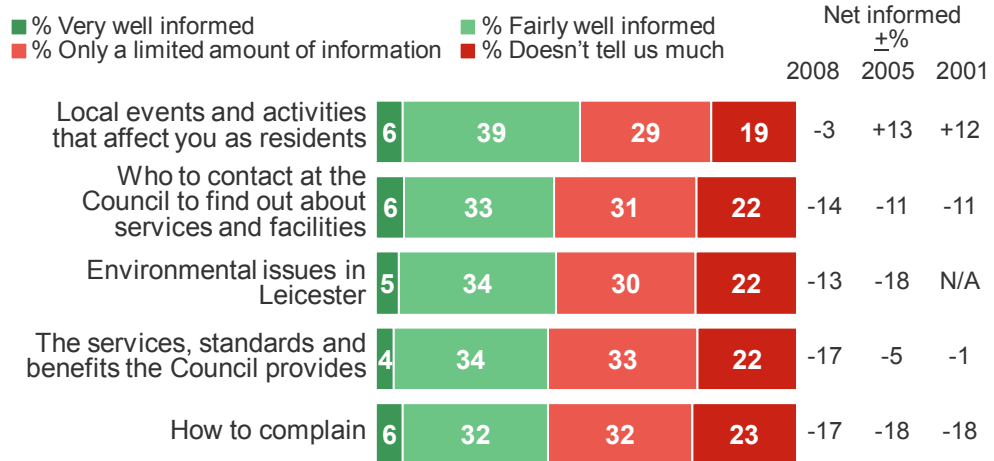
4.3.5 Communication needs

While few feel informed about the services and actions of the Council, more people do feel informed about how to complain and environmental issues in Leicester than in 2005. However, significantly fewer now feel the Council keeps them well informed about the standards, services and benefits the Council provides than was the case in 2005 (38% in 2008 versus 45% in 2005). Few residents are likely to feel well informed about how the Council spends its budget (27%), why it makes the decisions it does (26%), or how well the Council is performing (33%). In tandem with the decrease in the proportion of residents who feel informed by the Council, between a quarter to a third of residents would like more information in these areas, with the most commonly-cited areas of information need being: who to contact at the Council about services and benefits

provided (35%) and festivals and events occurring in the local area (35%). Residents in priority areas are more likely to say they are not well informed by the Council compared to residents overall.

Information about the Council

Q How well do you think Leicester City Council keeps you and/or your household informed about the following?



Base: Leicester City Council residents (2,305); c1,500 residents in 2001 and 2005
Ipsos MORI

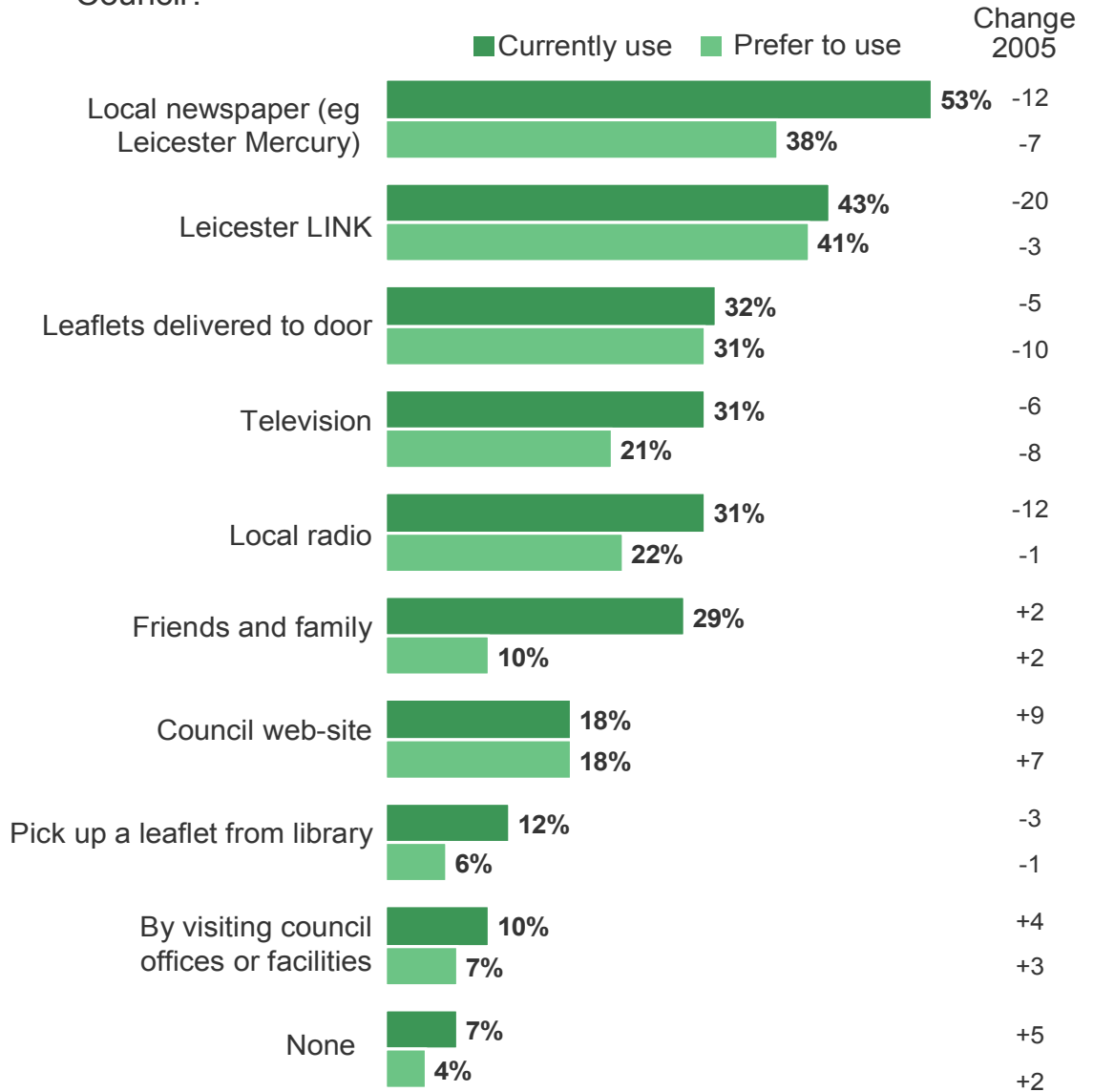


Half of residents receive information about the Council from their local newspaper (53%), followed by LINK magazine (43%). Most sources of information are used less than in 2005, though a notable exception is the growing popularity of the Council website (18% now use it, compared to 4% in 2001 and 9% in 2005). In line with current use, residents say they prefer to hear their Council news from LINK magazine (41%) and their local newspaper (38%). For those who use the Council website, the vast majority (85%) found it easy to find the information they were looking for. Finally, nearly four in five (77%) have ever seen a copy of LINK magazine, and of those nearly half (48%) have read all or most of it.

The chart overleaf shows residents sources of information they currently use and what they would prefer to use.

Sources of information

- Q Which, if any, of the following sources of information do you currently use to find out what is happening in Leicester City Council?
- Q And which 3 or 4, if any, of these sources of information would you most prefer to use to find out what is happening in Leicester City Council?



Base: 2,305 Leicester City Council residents, fieldwork dates: 2 July - 24 September 2008; 2005 (1,538)

Ipsos MORI



5. FINANCIAL, LEGAL AND OTHER IMPLICATIONS

5.1 Financial Implications

There are no direct implications from the findings of the Survey. However, any proposals to allocate additional resources to address the findings of the survey should be included in the relevant department's revenue budget strategy for 2009/10 – 2011/12 or through a capital bid, as appropriate.

Author: Andy Morley (Head of Finance; Resources x 29 7404)

5.2 Legal and Other Implications

OTHER IMPLICATIONS	YES/NO	Relevant Paragraphs
Equal Opportunities	Yes	4.2
Policy	Yes	
Sustainable and Environmental	No	
Crime and Disorder	Yes	
Human Rights Act	Yes	
Elderly/People on Low Income	Yes	

There are no additional legal implications.

Peter Nicholls (Service Director, Legal Services x 29 6302)

6. **Background Papers**

Published documents MORI survey findings 1998, 2001, 2005, 2008

7. **Consultations**

Joint Corporate Directors' Board (11 November 2008 & 28 November 2008)
Mark Bentley, Head of Communications
Adam Archer, Special Projects Manager
Andy Morley, Head of Finance
Peter Nicholls, Service Director, Legal Services

8. **Report Author**

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Key Decision	No
Reason	N/A
Appeared in Forward Plan	N/A
Executive or Council Decision	Executive (Cabinet)

Appendix A: Map of Priority Areas

IMD 2007 Deprivation Lower Super Output Areas Across Leicester City

Dark blue Areas Indicate the Priority Lower Super Output Areas

