

## EXECUTIVE

<b>Report title</b>	Middlesbrough Community Survey 2017
<b>Executive Member</b>	Executive Member for Finance and Governance
<b>Strategic Director</b>	Finance, Governance and Support
<b>Date</b>	12 June 2018
<b>Purpose of the report</b>	To summarise the findings from the 2017 Middlesbrough Community Survey and set out for the consideration of the Executive proposed actions in response.
<b>Summary of the report</b>	The overall findings of the survey are positive, with Middlesbrough performing at a level on a par with or above comparators for many measures. The survey identified a number of areas of focus, which will be addressed in the main by the forthcoming Social Regeneration Prospectus, to be reported to Executive during 2018/19.
<b>If this is a confidential report, which exemption(s) from the Schedule 12a of the Local Government Act 1972 applies?</b>	Not applicable.
<b>Decision(s) asked for</b>	That the Executive notes the findings from the 2017 Middlesbrough Community Survey, and agrees the next steps set out in the report to ensure that the Council responds effectively to these findings.
<b>Impact of decision(s)</b>	The views of local residents will be taken into account in the development of the Council's strategies and plans, ultimately improving satisfaction with the local area and the Council itself.

## What is the purpose of this report?

1. To summarise responses from the 2017 Middlesbrough Community Survey, and set out for the consideration of the Executive proposed actions in response to findings.

## Why is this report necessary?

2. The Council's strategies and plans must be informed by, and responsive to, the views of local residents if they are to be fully inclusive and fully effective. This report advises Executive of the main findings from the 2017 Middlesbrough Community Survey, so that these can be taken into account in a range of key documents that will be brought forward in 2018/19.

## Background

3. In line with its commitment to sector-led improvement, in 2016 the Council commissioned the Local Government Association (LGA) to undertake a peer review of its approach to communications. Undertaken in early 2017, this was reported to Leadership Management Team in April of that year and has since informed the ongoing development of marketing and communications activity within the Council.
4. One of the LGA's recommendations was to reinstate a regular householder survey to identify 'what citizens think of the council, their priorities and how they access information'. The Council had not undertaken such a survey since the 2009 Middlesbrough Neighbourhood Survey, with the then Coalition Government abolishing the statutory requirement for biennial 'Place Surveys' in 2010. The Council accepted the LGA's recommendation, and the Middlesbrough Community Survey was undertaken by a third party provider in October-November 2017.

## Methodology

5. The LGA's standard question bank for such surveys was used, with 14 broad question areas capturing views on the local area (within 15-20 minutes walking distance from home), community safety, and the Council and its services.
6. A total of 1,200 questionnaires were completed by telephone, supported by street interviews where required, providing a demographically representative sample of Middlesbrough's population. The sample was also balanced across town so that an indication of variation in responses by area could be provided, as set out below.

Area	Wards included
North	Central, Linthorpe, Longlands and Beechwood, Newport, Park
South	Coulby Newham, Hemlington, Marton East, Marton West, Nunthorpe, Stainton and Thornton
East	Berwick Hills and Pallister, Brambles and Thorntree, North Ormesby, Park End and Beckfield
West	Acklam, Ayresome, Kader, Ladgate, Trimdon

7. The overall margins of error (confidence intervals) at the 95% confidence level for the survey are set out below.

50/50	30/70	10/90
+/- 2.8%	+/- 2.6%	+/- 1.7%

8. This means, for example, that if 90% of all respondents answered 'yes' to a particular question, there is a 95% probability that between 88.3% and 91.7% of the overall population would share this opinion. The survey is less statistically reliable for particular geographies and groups, dependent upon the number of respondents and the strength of the response.

### **Summary of findings**

9. A summary of overall responses to the survey is at Appendix A.

10. The charts at Appendices B-D compare these with responses for the four areas of the town and findings from up to 18 similar surveys undertaken by other local authorities between 2012-2017 using the LGA's methodology, for which results are published on LG Inform, the LGA's benchmarking service.

11. Benchmarking must also take into account local circumstances. Work undertaken by Ipsos MORI on the former national Place Surveys identified a range of factors for which high prevalence negatively affects perceptions of local areas and of councils, including:

- Deprivation
- Ethnic diversity
- Young people
- Population churn
- Over-occupancy
- Urbanity

12. Middlesbrough has a high prevalence of the majority of the above factors – most comparators available via LG Inform do not, with deprivation rankings ranging from 38<sup>th</sup> to 278<sup>th</sup> of 326 local authority areas (Middlesbrough is currently the 6<sup>th</sup> most deprived area nationally).

13. Taking this into account, the overall findings of the survey are positive, with those areas falling below benchmark performance largely driven by local disadvantage. It should also be noted that the Middlesbrough response shares many of the key issues identified in national telephone polling undertaken by the LGA on quarterly basis and published on its website.

14. To reflect the Council's ambitious plans for Middlesbrough, it is proposed that action will be taken to improve any response falling below the identified upper quartile (UQ) threshold (where known) for comparator surveys. In addition, it is proposed that action will also be taken to address significant variation between areas, even where overall performance is above the UQ level.

### ***The local area***

15. The chart at Appendix B benchmarks views expressed on the local area. In summary, the survey showed that:

- Satisfaction with the local area falls marginally below the LGA Inform average, and there was a significant variation in satisfaction between the south and north of the town. In addition, satisfaction improved with age, up to 88% in the 75 years and over group.
- Sense of belonging to the local area was on a par with the LGA Inform average, and highest in the south of the town. The survey also found that having a strong sense of belonging fell to 75% among BME groups.

- Agreement that people in the local area that pull together to improve it was below the LGA Inform average overall, with a 20+ point difference in agreement between the south and the north and east of the town. Agreement was highest for those aged 75 and older (62%).
- Agreement that the local area is a place where people from different backgrounds get on well together is below the LGA Inform average in all areas of the town, again with a difference between the south and other areas. By age group, agreement ranged from 64% for those aged 16-24 years to 79% for those aged 65-74.

16. The chart at Appendix C benchmarks views expressed on community safety and problems in the local area. In summary, the survey showed that:

- Those feeling safe during the day was on a par with the LGA Inform average, with significant variation between the south and north of the town. Those with a disability and those aged 45-54 were less likely to feel safe during the day.
- Those feeling safe after dark fell below the LGA Inform average, with significant variation between the south and north and east of the town. Women, those aged 16-24, and those with a disability felt least safe after dark.
- Those rating of six types of anti-social behaviour and crime as a problem in the local area, exceeded the LGA Inform average for all types except vandalism.
- The top three problems identified by respondents were 'rubbish or litter lying around', 'groups hanging around the streets', and 'people using or dealing drugs'. This response follows the local deprivation profile and local crime and ASB statistics, with no significant variations reported in responses from any other group.

### ***The Council and its services***

17. The chart at Appendix D benchmarks views expressed on the Council and its services. In summary, the survey showed that:

- Satisfaction with the way the Council runs things was on par with the LGA Inform average, and lower in the north, among men, and in those aged 55-64. The main reasons for dissatisfaction were (in order): 'litter/cleanliness' (by some way the highest); road/footway maintenance'; and 'poor customer service'.
- More than the LGA Inform average considered that the Council provides value for money, with no significant area variation. The 16-24 age group was more likely to think the Council offered VFM, while males were less likely.
- Similarly, more than the LGA Inform average were likely to speak positively about the Council, again with no significant variation by area. The 16-24 age group was less likely to speak negatively about the Council, while the 65-74 age group and males were more likely.

18. Those that considered that the Council keeps residents 'well informed' about the services and benefits it provides, was above the LG Inform average, and at UQ level, though lower in the east. Those aged 65-74 were most likely to feel informed, with younger groups less so.

19. Respondents were asked to identify their current and preferred method of finding out about the Council and its services. The top five responses were as follows:

Current method	Preferred method
1. Printed information provided by the Council (leaflets etc)	1. Printed information provided by the Council (leaflets etc)
2. Council website	2. Council website
3. LoveMiddlesbrough magazine	3. LoveMiddlesbrough magazine
4. Word of mouth	4. Local media
5. Local media	5. Word of mouth

20. Social media (Council and external sources jointly) was sixth important in both cases. There is therefore broad agreement between the way respondents prefer to find out about the Council and its services, and how they find out about these issues.

21. As it may be expected, there were significant variations in responses to these questions by area and group:

- women and older respondents use and prefer to use printed information and local media;
- men, younger respondents (to age 44) and BME respondents use and prefer the website / word of mouth;
- social media (both the Council's and external sources) are also important, particularly among younger people and BME communities; and
- direct contact with the Council, and for BME communities in particular, councillors, remains important for older, vulnerable and protected groups.

22. The LGA national polling also measures how respondents currently find out about council and their services. In October 2017, these were, in order:

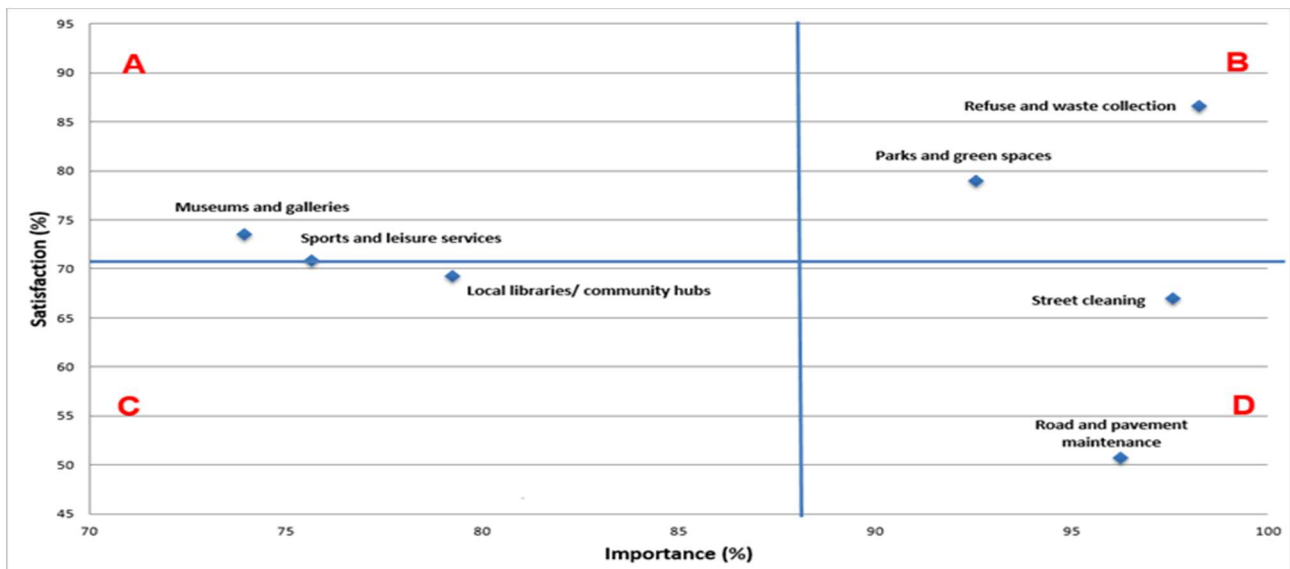
- Printed information provided by the Council
- Word of mouth
- Local media
- Council website
- Council magazine / newsletter.

23. This highlights the comparative importance of communication material produced by the Council (including the website) within Middlesbrough.

24. Satisfaction with seven core Council services was on or above par with comparators across all services<sup>1</sup>, with variation by area broadly aligning with the town's deprivation profile (except for the west, in which there are no major leisure facilities or parks). No significant variations were reported in responses from any other group.

25. The chart below plots overall satisfaction against the importance respondents attributed to the services, showing that street cleaning and road and pavement maintenance were services highly rated in terms of importance, but comparatively low locally in terms of satisfaction.

<sup>1</sup> For satisfaction with Council services, comparison is made with LGA quarterly national polling as LGA Inform provides no information on this. Where in turn this does not provide information a 70% threshold was applied.



## Key areas of focus

26. Analysis of the survey, including gap from the LGA Inform UQ and local variation, suggests that the Council should focus on improving the following issues:

- Increasing overall satisfaction with the local area, sense of belonging in areas with greater population churn and diversity, and agreement that people pull together and get on well together in local areas (linked).
- Increasing the proportion of people who feel safe after dark, and addressing a range of ASB problems in the north and east, particularly litter, using / dealing drugs, and groups hanging around.
- Increasing satisfaction with the way the Council runs things, agreement that it provides VFM, and those that speak positively about it, and those that feel well-informed in the east (again linked).
- Increasing satisfaction with street cleaning, road and pavement maintenance (particularly in the south) and sport and leisure (particularly in the west).

## Improvement activity

27. Most of the key areas of focus identified above (including anti-social behaviour, cohesion and social capital) will be addressed in the forthcoming Social Regeneration Prospectus, to be considered by Executive later in 2018/19. The proposed Public Service Reform Board will address issues such as ASB in a joined up way.

28. Other existing plans such as the Middlesbrough Investment Prospectus will make a significant contribution to improving local wellbeing and perceptions in the town.

29. The following activity will address the other key issues identified:

- a revised Customer Strategy and a Digital Strategy, presented to this meeting of the Executive, jointly set out a plan for delivering customer excellence while ensuring that the Council and its services benefit from digital solutions;
- a revised Communications Strategy to be presented to the Executive later in 2018/19 will seek to maintain the Council's strengths around printed material and traditional media, while strengthening its approach to web and social media;

- The Environment and Commercial Services Directorate Plan sets out a priority to develop locality environment plans, addressing cleanliness issues, in 2018/19.
- The Regeneration Directorate Plan outlines a range of infrastructure improvements in the south to reduce congestion, and further consideration will be given during 2018/19 on plans to address local concerns with road and footpath condition.

30. The Community Survey will be repeated every two years to track trends in resident opinion, with the next in 2019/20. It is likely that this will be done through a hybrid approach involving online survey and discussions with residents. The Council will also undertake a parallel survey of the views of children and young people to complement future resident surveys.

### **What decision(s) are being asked for?**

31. That the Executive notes the findings from the 2017 Middlesbrough Community Survey, and agrees the next steps set out in this report to ensure that the Council responds effectively to these findings.

### **Why is this being recommended?**

32. To ensure that the views of local residents are taken into account in the development of the Council's strategies and plans, ultimately improving satisfaction with the local area and the Council itself.

### **Other potential decisions and why these have not been recommended**

33. Not applicable.

### **Impact(s) of recommended decision(s)**

#### ***Legal***

34. The Community Survey forms part of the Council's commitment to 'ensuring openness and comprehensive stakeholder engagement' as set out in its Local Code of Corporate Governance. Understanding and addressing the priorities of local residents as set out in the survey will assist the Council in meeting its various statutory duties, including the overarching Duty of Best Value.

#### ***Financial***

35. The cost of the 2017 Community Survey was £15,995 and was absorbed within the agreed 2017/18 budget for the Performance and Partnerships service.

### ***The Mayor's Vision for Middlesbrough***

36. The findings of the survey provide support for many of the priorities of the Mayor's Vision for Middlesbrough, notably:

- further reducing crime and anti-social behaviour;
- ensuring our town is cleaner and more resilient to a changing climate; and
- strengthening our transport links.

## ***Policy Framework***

37. The survey informed the development of the 2018-22 Strategic Plan approved by Council on 28 March 2018.

## ***Wards***

38. The proportion of respondents from the areas set out in paragraph 6 were: north 37%, south 26%, east 19% and west 17%.

39. While there is no direct impact on Middlesbrough's wards from the recommendations of this report, strategies and plans addressing those issues arising from the Community Survey will have regard to the variations in responses from different areas of the town.

## ***Equality and Diversity***

40. Respondents to the survey were a representative sample of the town's population, including the following groups with a protected characteristics under the Equality Act 2010:

- Age – there was a relatively even split across age groups, with 16% of respondents aged 16-24; 13% 25-34; 14% 35-44; 17% 45-54; 8% 55-59; 8% 60-64; 13% 65-74 and 11% 75 and older.
- Disability – 14% of respondents considered themselves to have a disability.
- Gender reassignment – 99% of respondents stated their gender to be the same as that assigned at birth.
- Race – 89% of respondents were White British; 11% BME.
- Religion or belief – 52% of respondents were Christian; 30% of no religion; 6% non-religious belief and 6% Muslim.
- Sex – 52% of respondents were female; 48% male.
- Sexual orientation – 92% of respondents were heterosexual; 1% bisexual; 1% gay / lesbian; and 6% preferred not to say.

41. While there is no direct impact on groups with a protected characteristic in law from the recommendations of this report, strategies and plans addressing those issues arising from the Community Survey will have regard to the variations in different groups within the town.

## ***Risk***

42. The survey will assist the Council in both understanding and mitigating risks to the achievement of its strategic aims, and will be considered in the next review of the Council's Strategic Risk Register, which is reported to the Executive on a quarterly basis.

## ***Actions to be taken to implement the decision(s)***

43. The activity set out in paragraphs 27-30 will be implemented in 2018/19 with progress reported to Executive in the refreshed quarterly performance report.



## Appendices

- A Summary of overall responses to 2017 Community Survey
- B Benchmarking: the local area
- C Benchmarking: community safety and problems in the local area
- D Benchmarking: the Council and its services

## Background papers

No background papers were used in the preparation of this report.

**Contact:** Paul Stephens, Head of Strategy, Information and Governance

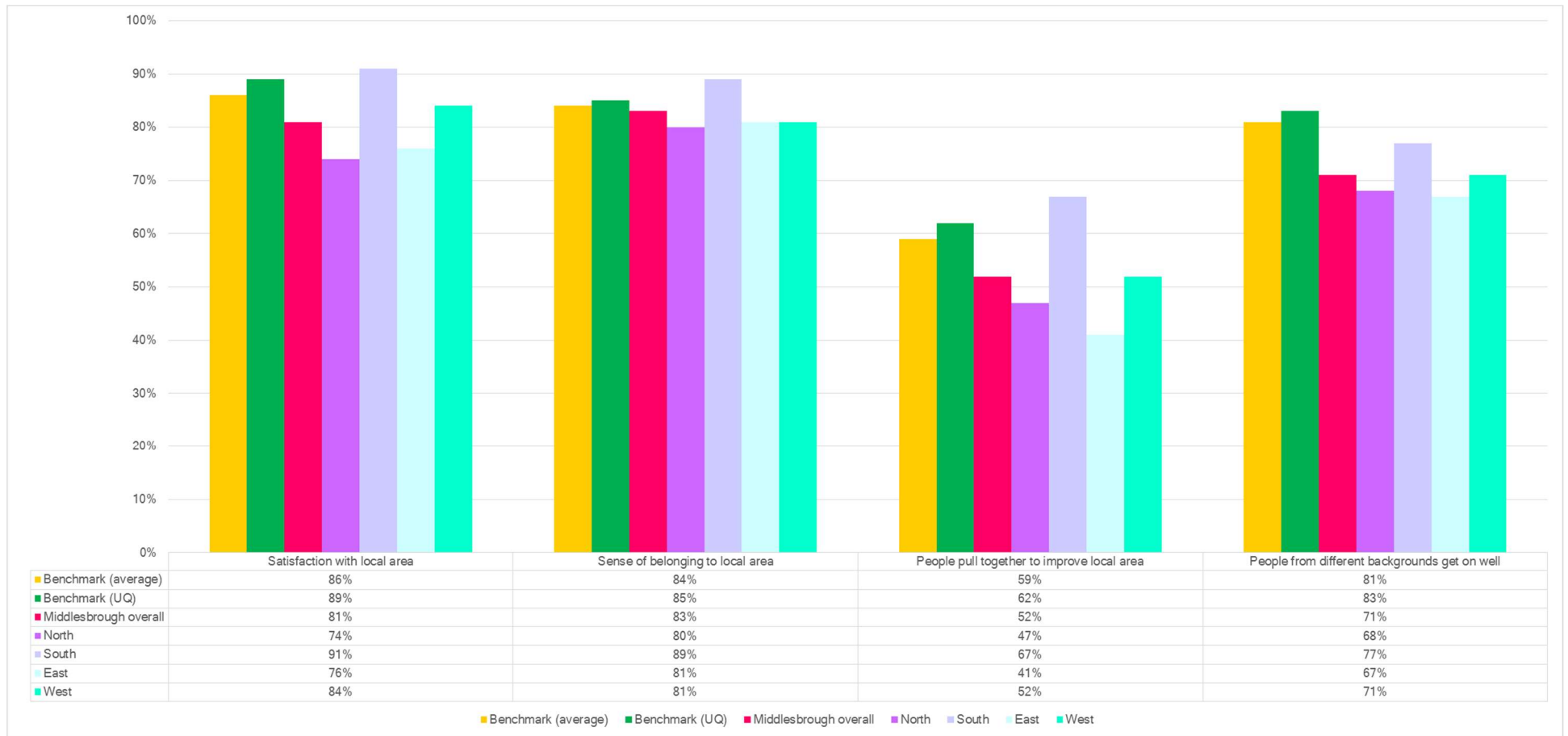
**Email:** [paul\\_stephens@middlesbrough.gov.uk](mailto:paul_stephens@middlesbrough.gov.uk)

## **Appendix A: Summary of overall responses to 2017 Community Survey**

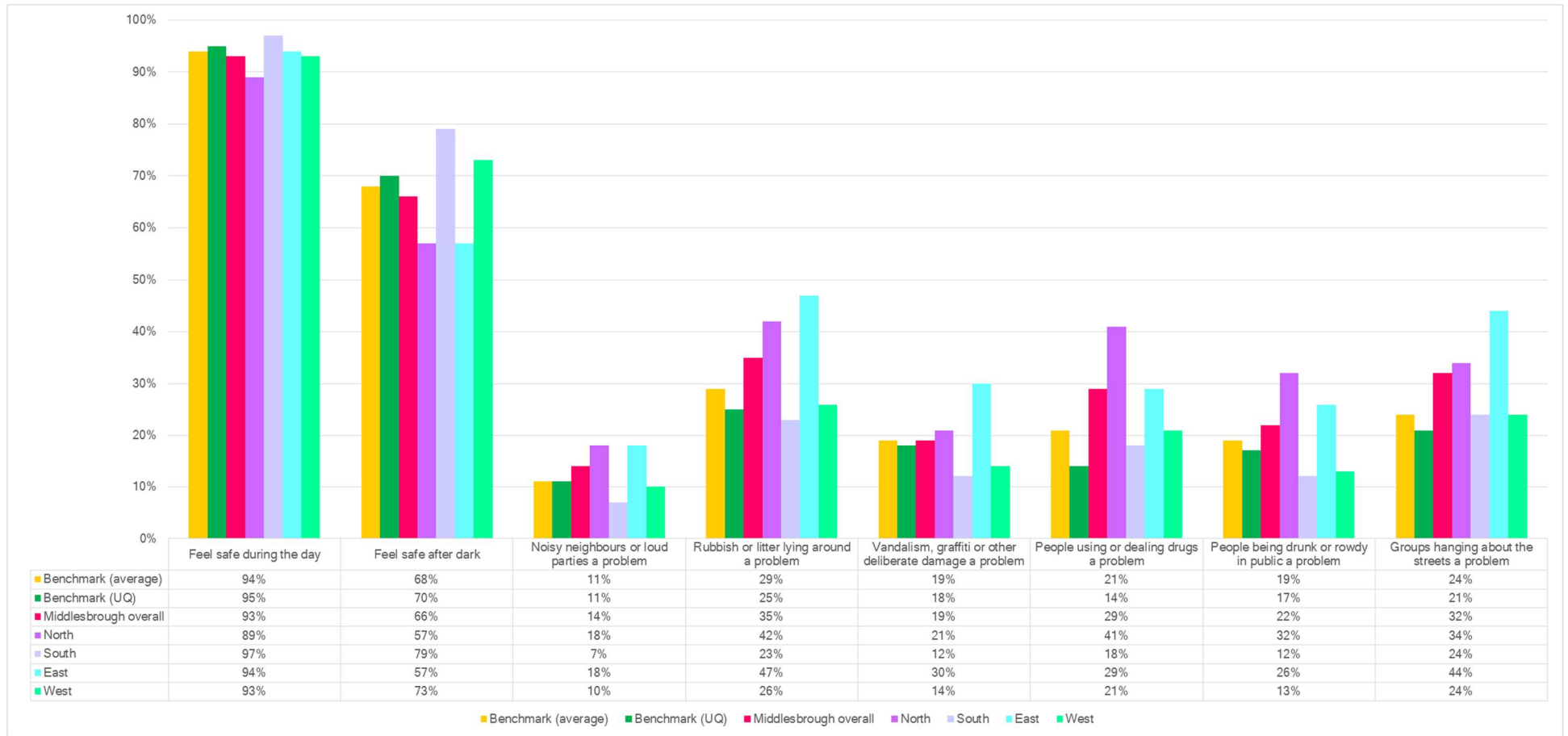
Question topic		Overall response
1	Satisfaction with the local area as a place to live	81%
2	Satisfaction with the way the Council runs things	62%
3	Agreement that the Council provides value for money	52%
4	Speak positively about the Council	47%
5	Feeling of belonging to the local area	83%
6	Agreement that people pull together to improve the local area	52%
7	Agreement that people from different backgrounds get on well together	71%
8a	Satisfaction with refuse and waste collection	87%
8b	Satisfaction with street cleaning	67%
8c	Satisfaction with road and pavement maintenance	51%
8d	Satisfaction with sports and leisure services	71%
8e	Satisfaction with parks and green spaces	79%
8f	Satisfaction with local libraries / community hubs	69%
8g	Satisfaction with museums and galleries	74%
9a	Refuse and waste collection is important	98%
9b	Street cleaning is important	97%
9c	Road and pavement maintenance is important	96%
9d	Sports and leisure services is important	91%
9e	Parks and green spaces is important	76%
9f	Local libraries / community hubs is important	72%
9g	Museums and galleries is important	71%
10a	Feeling safe outside after dark	66%
10b	Feeling safe outside during the day	93%
11a	Noisy neighbours or loud parties is a problem	14%

Question topic		Overall response
11b	Rubbish or litter lying around is a problem	35%
11c	Vandalism, graffiti & other deliberate damage to property / vehicles is a problem	19%
11d	People using or dealing drugs is a problem	29%
11e	People being drunk or rowdy in public places is a problem	22%
11f	Groups hanging about the streets is a problem	32%
12	Agreement that the Council keeps residents well-informed	62%
13	Current main method of finding out about the Council and its services	Printed info
14	Preferred method of finding out about the Council and its services	Printed info

## Appendix B: Benchmarking: the local area



## Appendix C: Benchmarking: community safety and problems in the local area



## Appendix D: Benchmarking: the Council and its services

