

**WARDS AFFECTED: ALL WARDS**

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1. **PURPOSE OF REPORT**

- 1.1 To inform the Scrutiny Commission of the findings of the Citizens Panel survey conducted in February - March 2013
- 1.2 To identify key messages from the survey that can inform the future direction of council policy and service delivery

2. **RECOMMENDATIONS**

- 2.1 That the Scrutiny Commission review the results of the survey and identify any issues for potential inclusion into the Scrutiny Commission's 'Work Programme'
- 2.2 That the Scrutiny Commission reviews the results of the survey and agrees that appropriate elements are considered by relevant services and incorporated into service improvement plans to improve service delivery and satisfaction levels

3. **BACKGROUND TO THE REPORT**

- 3.1 The Citizens Panel is one of the ways in which the council consults with local communities. It is made up of 609 members, all of whom live in the borough of Hinckley and Bosworth. The panel is operated by Hinckley and Bosworth Borough Council and it allows members of the public to express their views on the services they receive and to have an influence in shaping the delivery of services.
- 3.2 The council seeks to recruit new members on an on-going basis through:
- The council's website
  - The Citizens' Panel six monthly newsletter
  - The Hinckley and Bosworth Borough Bulletin
  - The council's community houses
  - The council's customer services reception
- These approaches seek to increase the membership of the Citizens Panel and ensure it is demographically representative of the borough's residents.

4. **OVERVIEW OF SURVEY**

- 4.1 The purpose of the winter survey 2012/13 was to:
- Determine how satisfied residents are with their local area as a place to live and work
  - Determine satisfaction with council services and monitor yearly trends
  - Determine satisfaction with other local public services such as the Fire and Police service
  - Determine best method of informing residents about council business
  - Identify current perceptions on:
    - Community Safety priorities
    - Whether people treat each other with respect
    - Value for money services

- Whether people feel safe in their local neighbourhood while they are out
- Whether parks and open spaces have improved or not
- Whether anti-social behaviour has improved or not

4.2 Analysis of the survey was conducted by looking at the responses overall and by reporting on responses using the following methodology:

- All respondents from urban areas (excluding those that highlighted a disability)
- All respondents from rural areas (excluding those that highlighted a disability)
- All respondents under 45 (excluding those that highlighted a disability)
- All respondents aged 45 - 54 (excluding those that highlighted a disability)
- All respondents aged 55 - 64 (excluding those that highlighted a disability)
- All respondents over 65 (excluding those that highlighted a disability)
- All respondents who highlighted a disability

4.3 The survey generated 403 responses and the data input and analysis has been quality checked to ensure it is accurate. The survey consisted of 27 questions in total and a table showing the detailed results are attached as appendix 1

4.4 Response rates to the survey are as follows:

- Citizens Panel (out of 609 members, 40% responded)
- Households demographically selected using Mosaic public sector profile data (out of 163 forms that were posted out, 55% responded)
- A further 79 responses were received via:
  - The council's website
  - Community Relations contacts
  - Youth for You contacts
  - Community houses

## 5. GENERAL OBSERVATIONS

5.1 Satisfaction with council services has fallen in every area asked on the questionnaire with the exception of the waste recycling service. This drop in satisfaction could be due to the fact that last year 96% of the total responses were from Citizens Panel members and council staff, whereas this year the panel members and staff combined comprised 67% of the total response rate. This year's results therefore are probably more representative of the borough as a whole.

5.2 Respondents from rural areas were generally more satisfied with council services apart from sports and leisure facilities, arts activities & venues and maintenance of parks. In these three services, respondents from urban areas were more favourable.

5.3 Respondents between the ages of 45 to 54 were quite a bit less satisfied than other age groups in sports and leisure facilities and arts activities and venues.

5.4 The value for money indicator shows that the percentage of respondents who agree the work Hinckley and Bosworth does is value for money has fallen by 11% (82% last year to 71% this year). Reasons for this are likely to be the same as stated at 5.1. Respondents between the ages of 45 - 54 agreed significantly less on this question than other groups (65%).

5.5 Continuous improvement in parks and open spaces has had a slight setback in that 4% fewer respondents think that they have either stayed the same or improved in the last twelve months (89% to 85%). Respondents under 45 years of age were significantly less favourable than other groups (79%).

5.6 In terms of respect for other people, 42% of respondents think that people treat each other with respect, an improvement of 2% on last year. Respondents over the age of

65 and those that live in rural areas scored this significantly higher than other groups (50% and 55% respectively).

5.7 The Borough Bulletin was the most preferred method of finding out about the council across all groups apart from those aged under 45 whose most preferred method was newspapers.

5.8 The top three most important things to tackle in relation to crime are:  
1 Anti social behaviour  
2 Burglary in the home  
3 Criminal damage  
It is also worth noting that respondents from rural areas placed burglary before anti social behaviour.

5.9 The results of the Community Safety consultation has been used to inform the refresh of the Community Safety priorities and associated action planning to show how the Community Safety Partnership is going to tackle issues of concern to the public.

5.10 In terms of anti social behaviour, 88% of respondents think that this has either stayed the same or decreased over the last twelve months, this is a new question so we cannot compare historically. Respondents under 45 years of age however were less positive (82%).

5.11 Another new question this year was “how safe do you feel outside” after dark and during the day where 81% of respondents said they felt safe when outside after dark and 95% said they felt safe when outside during the day. Respondents who live in rural areas felt safer when outside after dark than those that live in urban areas (88% and 78% respectively).

5.12 Satisfaction with other local public services has fallen in every area asked on the questionnaire probably for the same reasons as stated at 5.1 except possibly for the following exception:

- Satisfaction with support carers. This has fallen significantly from 79% to 61% which could be down to recent issues about the service on national and local news.

## 6. FINANCIAL IMPLICATIONS [KB]

There are no direct financial implications arising from the report

## 7. LEGAL IMPLICATIONS [AB]

There are no legal implications arising from the report

## 8. CORPORATE PLAN IMPLICATIONS

This report supports the following elements of the Corporate Plan 2010 -15:

- The corporate vision: “ A borough to be proud of”
- Long-term strategic aims, namely:
  - Cleaner & greener neighbourhoods
  - Safer and healthier borough
  - Strong and distinctive communities
  - Decent well managed and affordable homes

## 9. CONSULTATION

The nature of this report is to explain the outcome of consultation with residents of the borough who were invited to take part either directly by post/email or via the “have your say” section of the council’s website.

### 9.1 Groups consulted and method of invite:

- Citizens Panel members by direct mail and by email with link to online form
- Households demographically selected using Mosaic Public Sector profiling data by direct mail
- Community Relations contacts by email with link to online form
- Youth for You contacts by email with link to online form
- Community houses by handing out questionnaires during drop in sessions

An online version of the survey was also made available on the council’s website under the “have your say” section.

## 10. RISK IMPLICATIONS

It is the Council’s policy to proactively identify and manage significant risks which may prevent delivery of our aims

10.1 It is not possible to eliminate or manage all risks all of the time and risks will remain which have not been identified. However, it is the officer’s opinion based on the information available, that the significant risks associated with this decision / project have been identified, assessed and that controls are in place to manage them effectively.

10.2 The main risk associated with consultations relates to reputation. “Damage to reputation/adverse publicity” is a significant (red) risk on the council’s Corporate Risk Management register. To mitigate this risk, results of the consultation exercise will be communicated to residents via the “have your say” page on the council’s website and the bi annual Citizens Panel newsletter.

## 11. KNOWING YOUR COMMUNITY – EQUALITY AND RURAL IMPLICATIONS

The consultation was undertaken with respondents from across the whole borough. Demographically the Citizens Panel is proportionally in line with demographics of the borough.

## 12. CORPORATE IMPLICATIONS

By submitting this report, the report author has taken the following into account:

- Community Safety implications - included in the report
- Environmental implications - included in the report
- ICT implications - none relating to this report
- Asset Management implications - none relating to this report
- Human Resources implications - none relating to this report
- Planning Implications - none relating to this report
- Voluntary Sector - included in the report

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Background papers: None  
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