

City of Edinburgh Council

10am, Thursday, 30 May 2019

2018 Edinburgh People Survey Headline Results – referral from the Corporate Policy and Strategy Committee

Executive/routine
Wards
Council Commitments

1. For Decision/Action

- 1.1 The Corporate Policy and Strategy Committee has referred a report on the 2018 Edinburgh People Survey to Council for consideration.

Laurence Rockey

Head of Strategy and Communications

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Referral Report

2018 Edinburgh People Survey Headline Results

2. Terms of Referral

- 2.1 The Corporate Policy and Strategy Committee on 14 May 2019 considered a report summarising the results of the 2018 Edinburgh People Survey.
- 2.2 The Survey is the largest face-to-face survey undertaken by any UK local authority on residents' perception of Council services and quality of life issues. A locally representative sample of 5,170 residents were interviewed between September and December 2018.
- 2.3 The key findings are detailed in the report. These show sustained very high levels of satisfaction with Edinburgh and neighbourhoods as a place to live, feeling that people from different backgrounds get on well together, parks and greenspace, public transport provision, feeling safe in neighbourhoods after dark.
- 2.4 The Committee noted the report, and referred it to Council for further consideration.

3. Background Reading/ External References

Minute of the Corporate Policy and Strategy Committee of 14 May 2019.

4. Appendices

Appendix 1 - report by the Chief Executive

Corporate Policy and Strategy Committee

10am, Tuesday, 14 May 2019

2018 Edinburgh People Survey Headline Results

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1. Recommendations

- 1.1 The Committee note the findings of the 2018 Edinburgh People Survey.
- 1.2 The Committee note that briefings have taken place with the Corporate Leadership Team and results are being rolled out to Senior Management Teams. Also note that services are expected to mainstream any actions taken in response to the Edinburgh People Survey findings as part of the strategic planning framework.

Andrew Kerr

Chief Executive

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2018 Edinburgh People Survey Headline Results

2. Executive Summary

- 2.1 This report summarises the results of the 2018 Edinburgh People Survey (EPS). The EPS is the largest face-to-face survey undertaken by any UK local authority on residents' perception of council services and quality of life issues. A locally representative sample of 5,170 residents were interviewed between September and December 2018.
- 2.2 The results from the EPS are used to improve performance, strategy development and outcome monitoring across the Council and with partner organisations. The survey emphasises the Council's commitment to listening to residents and contributes to the Council's understanding of communities and their experience of Council services.
- 2.3 Key findings of the report are summarised in section 4.

3. Background

- 3.1 The EPS is an annual survey of Edinburgh residents aged 16 and over, asking questions about local government services, quality of life issues and perception of the Council. It is the largest face-to-face satisfaction survey undertaken by any UK local authority and has been designed to give reliable results at ward and locality level.
- 3.2 Each multi-member ward in the city has a representative sample of 300 participants interviewed in the street or in their home. This combines to provide a sample of at least 5,100 interviews across the city each year. This sample size means that a 1.4% general confidence interval (or margin of error) applies to this survey. Results for all Edinburgh residents should be within 1.4% of those reported, if all residents were surveyed in the same way.
- 3.3 The results from the EPS are used to enhance business and customer insight required for improving performance, strategy development and outcome monitoring across the Council and with partner organisations. It allows the Council to track the impact of major initiatives, control costs by providing an omnibus-type survey for the Council, and evidence performance to regulatory and government bodies. It provides a robust, reliable and consistent methodology and produces data which is

future-proofed and reusable for a range of purposes. The survey contributes to the Council's understanding of communities and their experience of our services.

4. Main report

- 4.1 The key findings at a citywide level show:
- 4.1.1 Edinburgh residents remain satisfied with Edinburgh (95%) and their neighbourhoods (89%) as a place to live.
 - 4.1.2 65% of participants are satisfied with the way the Council is managing the city, lower than in 2017 (69%), and trending downward since 2013 (74%). A similar pattern is seen across local authorities throughout the UK. The Local Government Association (LGA) in October 2018 reported 60% of British adults were satisfied overall with the way their local council runs things. 73% of Edinburgh residents were satisfied with Council management of the neighbourhood.
 - 4.1.3 A high level of feeling safe in their neighbourhood after dark (84%) (LGA reported 76% in 2018) and agreement that neighbourhoods are a place where people from different backgrounds can get on well together (82%).
 - 4.1.4 Satisfaction with Edinburgh City Centre for shopping was 83% and 90% for leisure activities. 93% were satisfied with public transport to and within Edinburgh City Centre (93%), which is higher than satisfaction with public transport provision throughout Edinburgh as a whole (88%).
 - 4.1.5 The proportion of residents who have attended an Edinburgh Festival in the previous two years is unchanged (66%). Residents are asked whether they feel the Festivals make Edinburgh a better or worse place to live, with 72% saying better and 7% of residents saying worse.
 - 4.1.7 Edinburgh residents report a sustained level of satisfaction with parks and greenspaces (80%).
 - 4.1.8 Satisfaction with maintenance of roads, pavements/footpaths, street cleaning, rubbish collection and recycling have dropped in 2018 and show a downward trend over the last seven years. Satisfaction with these services has also dropped across Britain as a whole. (LGA, 2018).
 - 4.1.9 Residents feel that vandalism and graffiti, antisocial behaviour and dog fouling in their neighbourhood have become more common. Satisfaction with the way these issues are dealt with has decreased.
 - 4.1.9 35% of participants felt the Council provided value for money, down from 46% in 2016. 36% felt that they have a say on local issues and services.
- 4.2 Consistent with previous years, agreement and satisfaction with the Council and the City tended to be lower amongst unemployed people and those with long term illness or disability.

- 4.3 Those most likely to have taken part in a cultural activity continue to include students, those employed full time or self-employed, those with children, those aged 16-24 and people without a disability.
- 4.4 In general, respondents from ethnic minority groups/non-UK citizens were more satisfied with citizen services (e.g. public transport, parks and greenspaces, street lighting, maintenance of roads, pavements/footpaths, street cleaning, rubbish collection and recycling) than others, and high levels of satisfaction were also reported by students. Older respondents were less satisfied than younger residents with road and pavement maintenance, refuse collection and street cleaning. However, they were more satisfied than younger residents with recycling services and with public transport.
- 4.5 Finally, those with children in the household were more likely to be dissatisfied with the way dog fouling is dealt with in their neighbourhood. While those with greater concerns about safety after dark were those from socio economic group E, those with a disability, unemployed respondents, women, retired people and those aged 65+.
- 4.6 A summary of the survey findings is provided in the Appendix. The full set of results will be published on the Council website.

5. Next Steps

- 5.1 Actions taken by services and partners to address issues raised in this report will be embedded throughout the Council's strategic planning framework. Progress towards the delivery of services in these areas will be monitored and reported regularly to committee through the Council's performance management framework.
- 5.2 As in previous years, a press release and communications to colleagues will be coordinated at the time of committee. Individual service actions will continue to form part of each service's communications with its customers.

6. Financial impact

- 6.1 The Edinburgh People Survey was commissioned via competitive tender. This was the first year it was commissioned via the Scottish Government led Market Research Framework Agreement.
- 6.2 An independent market research company, Progressive Partnership Ltd, were appointed to conduct the fieldwork, with an optional extension to be considered annually up until 2022. The value of the awarded contract was £58,960 (excluding VAT) per annum with a caveat over the four-year term to limit any future increases. Increases will only be accepted if costs can be proven to have increased for the supplier.
- 6.3 The next EPS will be in 2020.

7. Stakeholder/Community Impact

- 7.1 The survey methodology ensures statistically representative results at ward level in terms of age and gender and at citywide level for age, gender and ethnicity. The survey is a key tool for understanding how services are received by all citizens.
- 7.2 Each year consultation takes place with users and potential users to ensure questions are relevant and meaningful. However, limited space within the survey means it is never possible to meet all demands.
- 7.3 The survey provides evidence on citizen perceptions and priorities which will enable services to adapt, to be delivered more efficiently and to understand customer and community needs. Through this improved understanding, it is expected that the survey will have a positive impact on actions around social justice and economic wellbeing, as well as on satisfaction with council services.

8. Background reading/external references

- 8.1 Further information and results of the Edinburgh People Survey will be published on the Council website.
- 8.2 [Local Government Association polling on resident satisfaction with councils in Britain. October 2018.](#)

9. Appendices

- 9.1 Summary of Edinburgh People Survey 2018 results.



Edinburgh People Survey

2018

◆ EDINBURGH ◆
THE CITY OF EDINBURGH COUNCIL

Background

- The Edinburgh People Survey is an annual tracking study to monitor the attitudes of residents towards the quality of life in Edinburgh and satisfaction with Council services.
- 2018 represents the 12th wave of the study.
- The survey consults over 5,000 residents annually and is the largest of its kind run by any local authority in Scotland.

Purpose and benefits

The Edinburgh People Survey is used to:

- Meet the data needs of the organisation.
- Track the impact of major initiatives.
- Control costs by providing an omnibus-type survey for the Council, rather than a mass of individual surveys.
- Evidence our performance to regulatory and government bodies.
- Provide a robust, reliable and consistent methodology.
- Make data which is future-proofed and reusable for a range of purposes.

Method

- Consistent to previous years.
- Data collected and processed by Progressive Partnership Ltd.
- Over 5,000 face-to-face interviews, either in street or in home.
- Quotas were set on age, gender, ethnicity and working status.
- Each interview lasted approximately 16 minutes.
- Fieldwork was conducted between 14th September and 10th December 2018.

Sample

WARD	2018	WARD	2018
Edinburgh	5,170	Fount. / Craig.	302
Almond	310	Morningside	301
Pentland Hills	302	City Centre	301
Drumbrae / Gyle	300	Leith Walk	305
Forth	310	Leith	301
Inverleith	303	Craigen. / Dudd.	303
Corstor. / Murray	301	South. / New.	301
Sighthill / Gorgie	306	Liberton / Gil.	301
Colinton / Fair.	307	Porto. / Craig.	316

Key findings

- Sustained very high levels of satisfaction with Edinburgh and neighbourhoods as a place to live, feeling that people from different backgrounds get on well together, parks and greenspace, public transport provision, feeling safe in neighbourhoods after dark.
- Edinburgh residents report a high level of satisfaction with Edinburgh City Centre for shopping, culture and leisure activities and public transport to and within the City Centre.
- Satisfaction with maintenance of roads, pavements/footpaths, street cleaning, rubbish collection and recycling have all decreased in 2018.
- Residents feel that vandalism and graffiti, antisocial behaviour and dog fouling in their neighbourhood are becoming more common over the last 4 years.

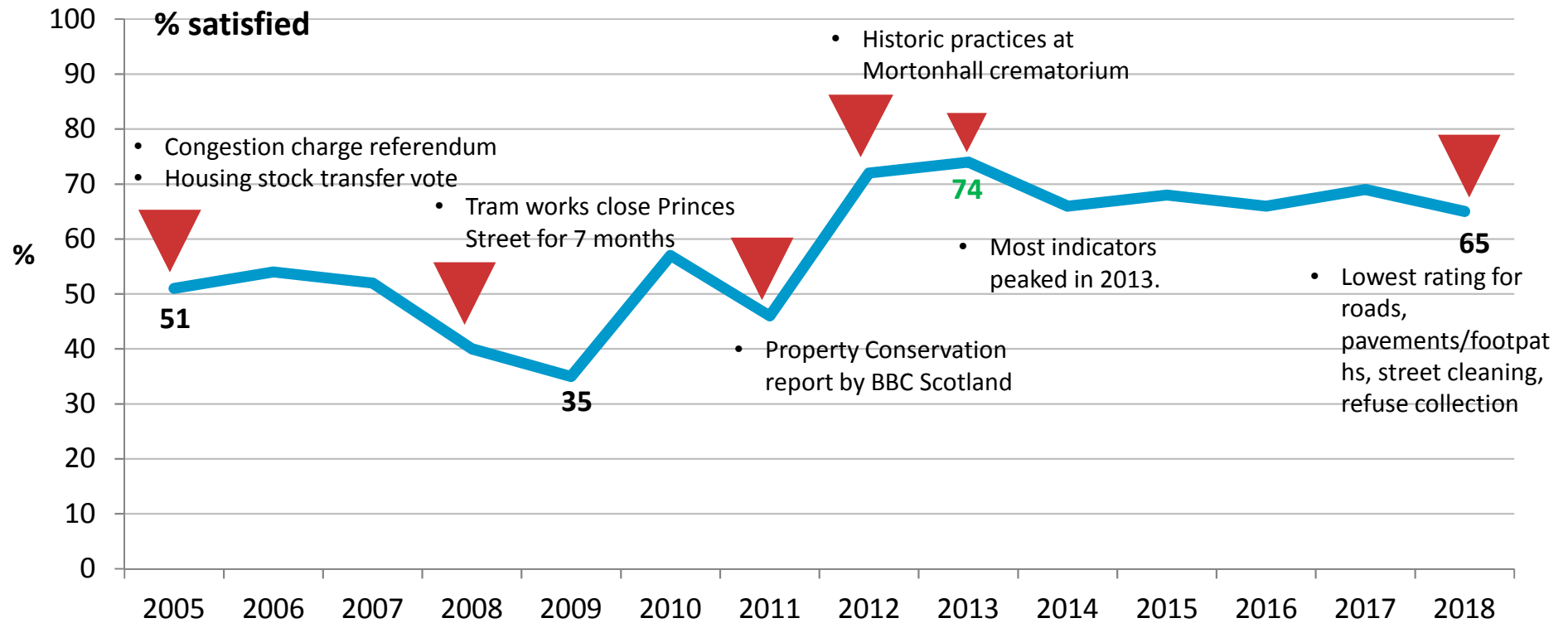


Edinburgh People Survey

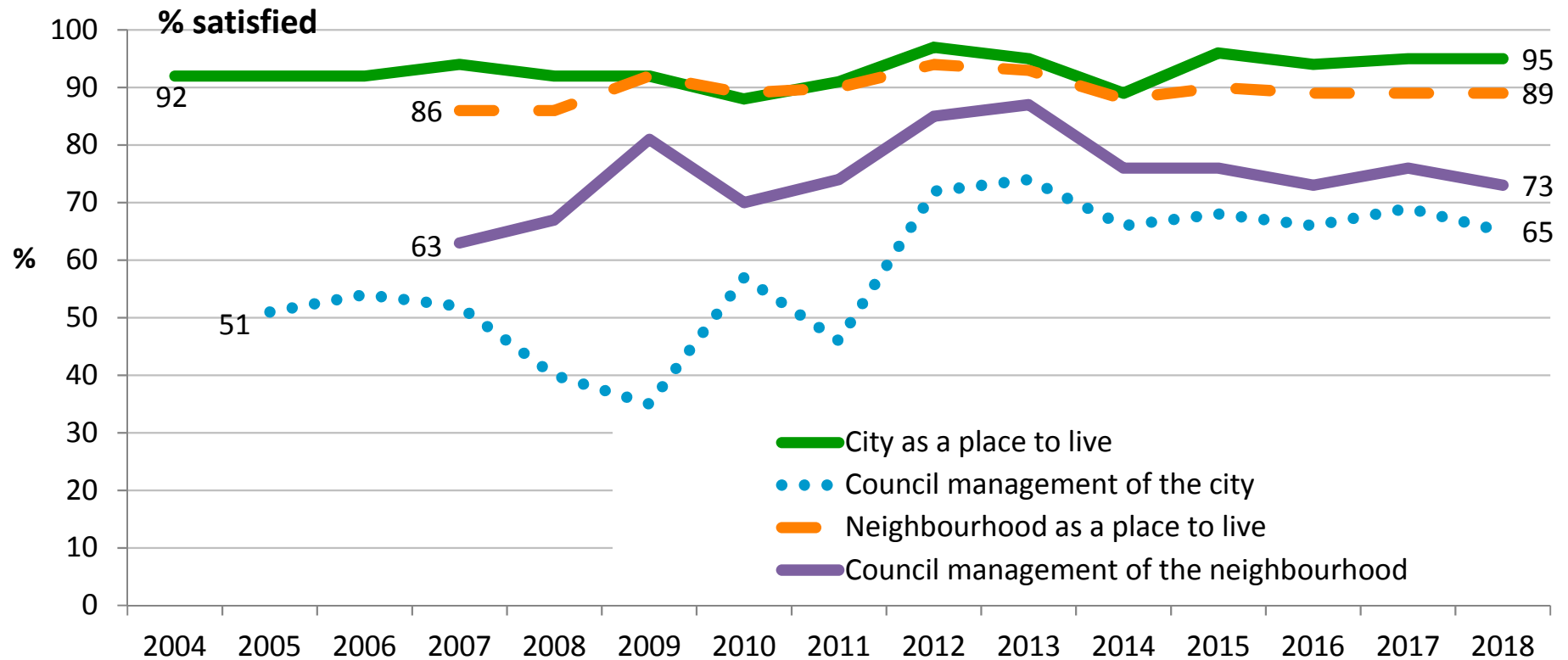
2018

The Council and the city

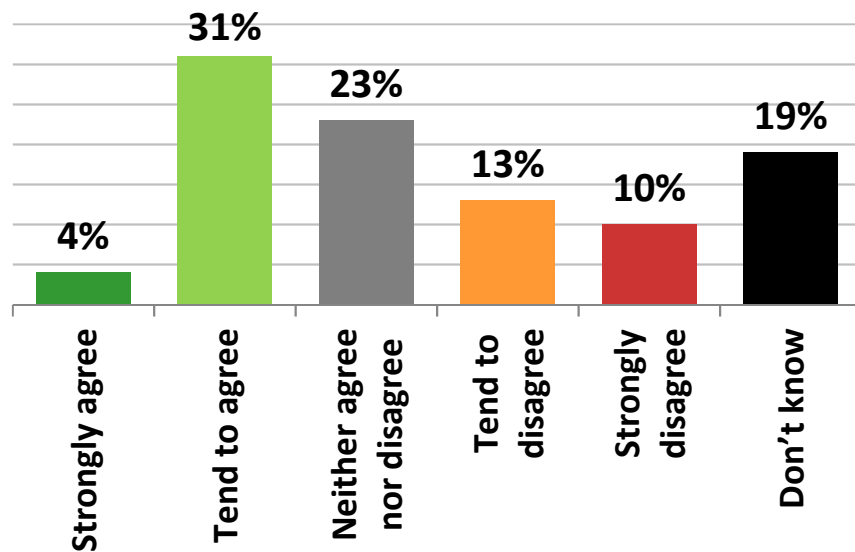
Council management of the city



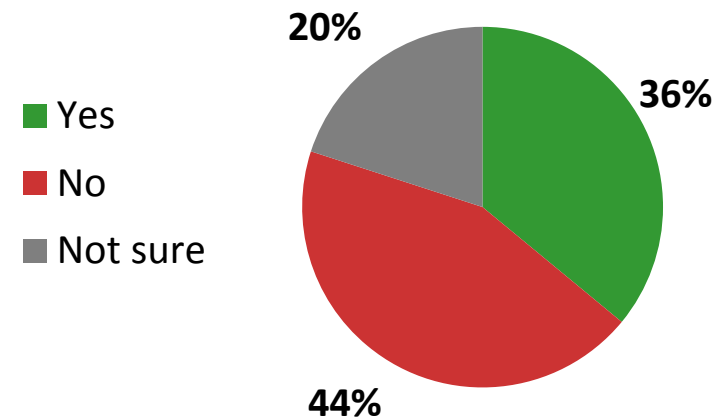
City as a place to live



35% agree that the Council provides value for money



36% feel that they have a say on local issues and services



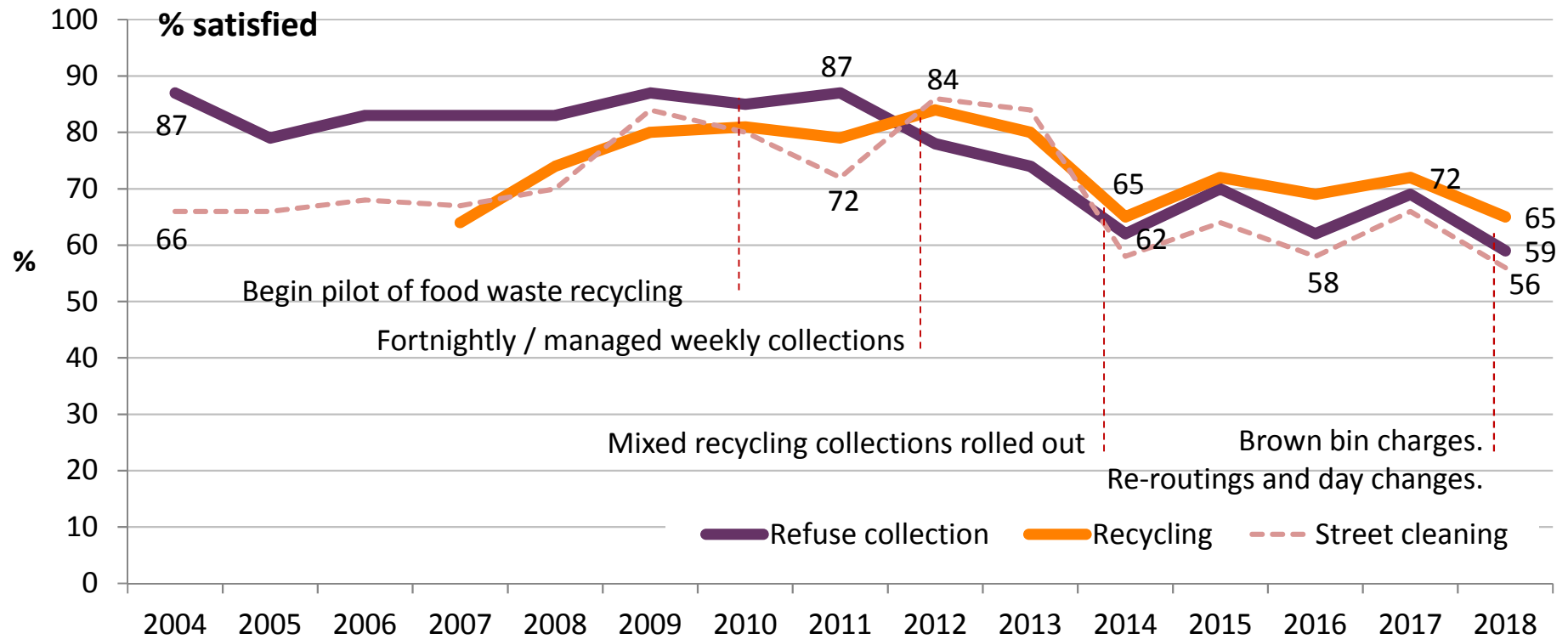


Edinburgh People Survey

2018

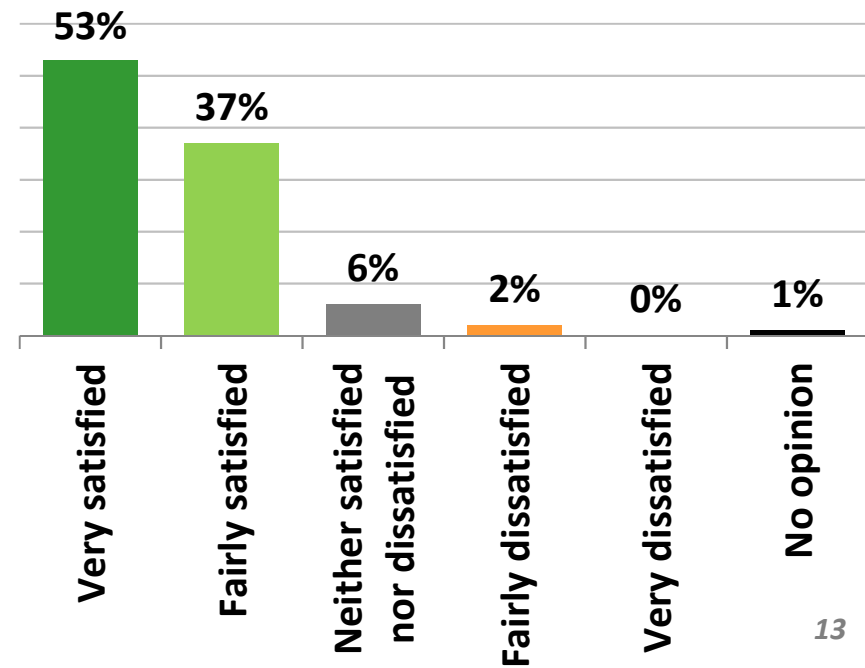
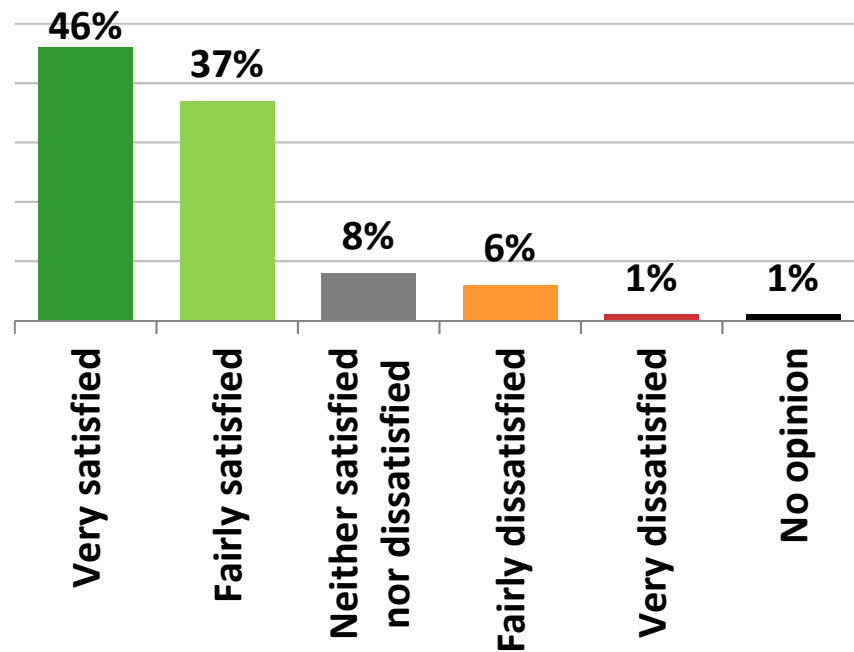
Citizen services

Refuse collection and recycling



83% are satisfied with the City Centre for shopping

90% are satisfied with the City Centre for leisure



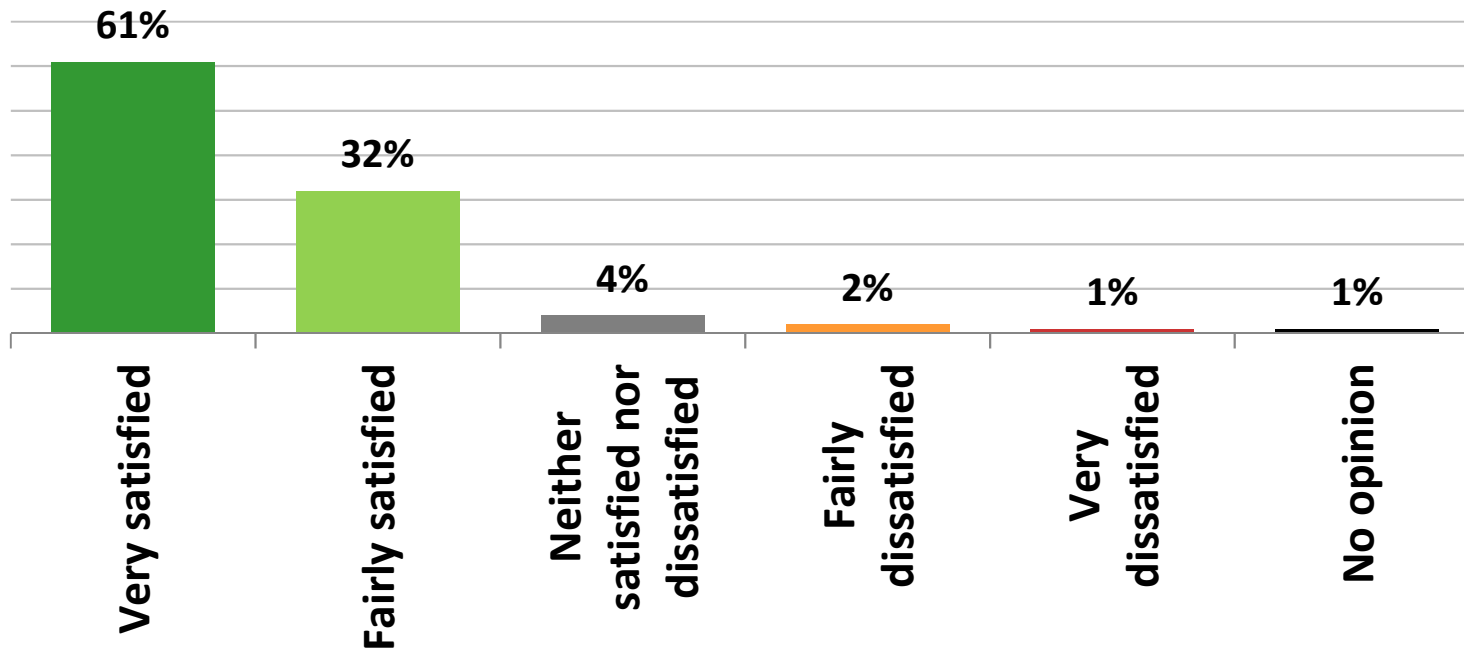


Edinburgh People Survey

2018

Travel in the city

93% are satisfied with public transport to/within the City Centre



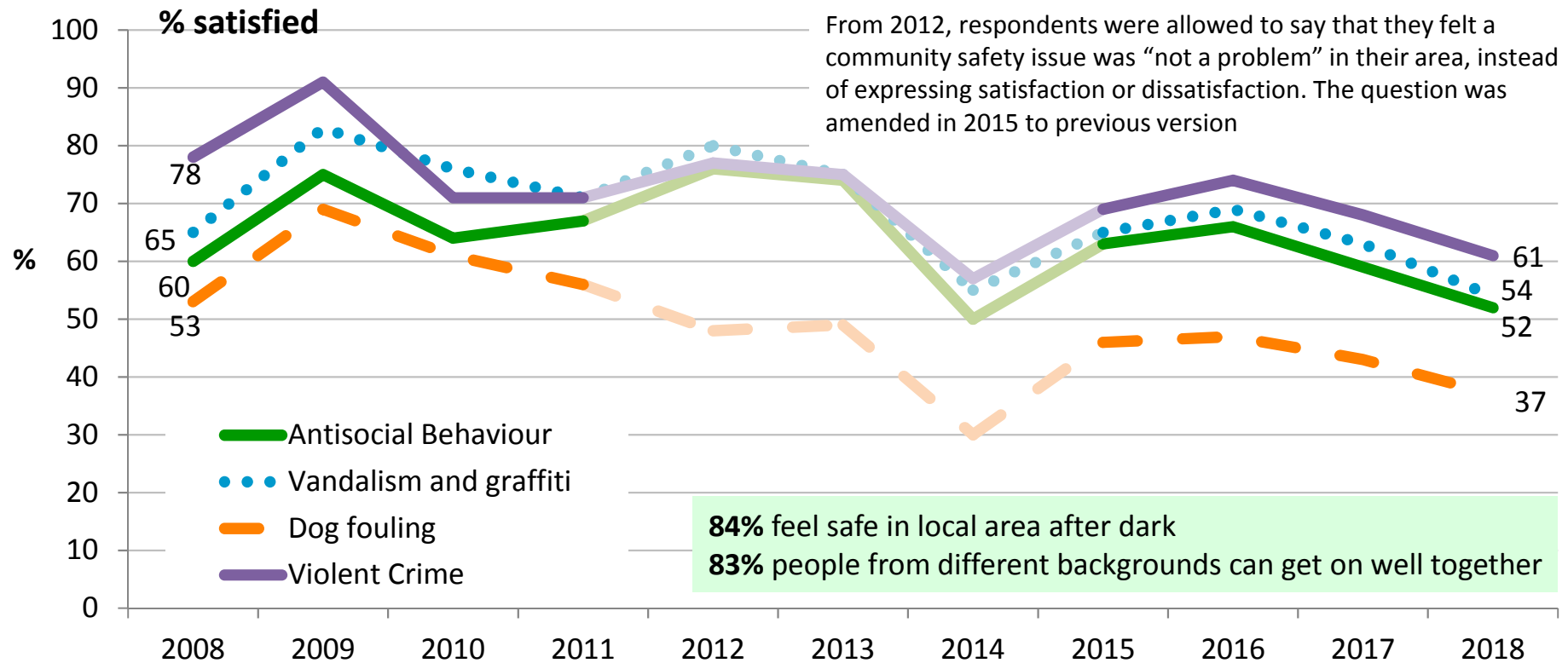


Edinburgh People Survey

2018

Community safety

Satisfaction with handling of community safety issues



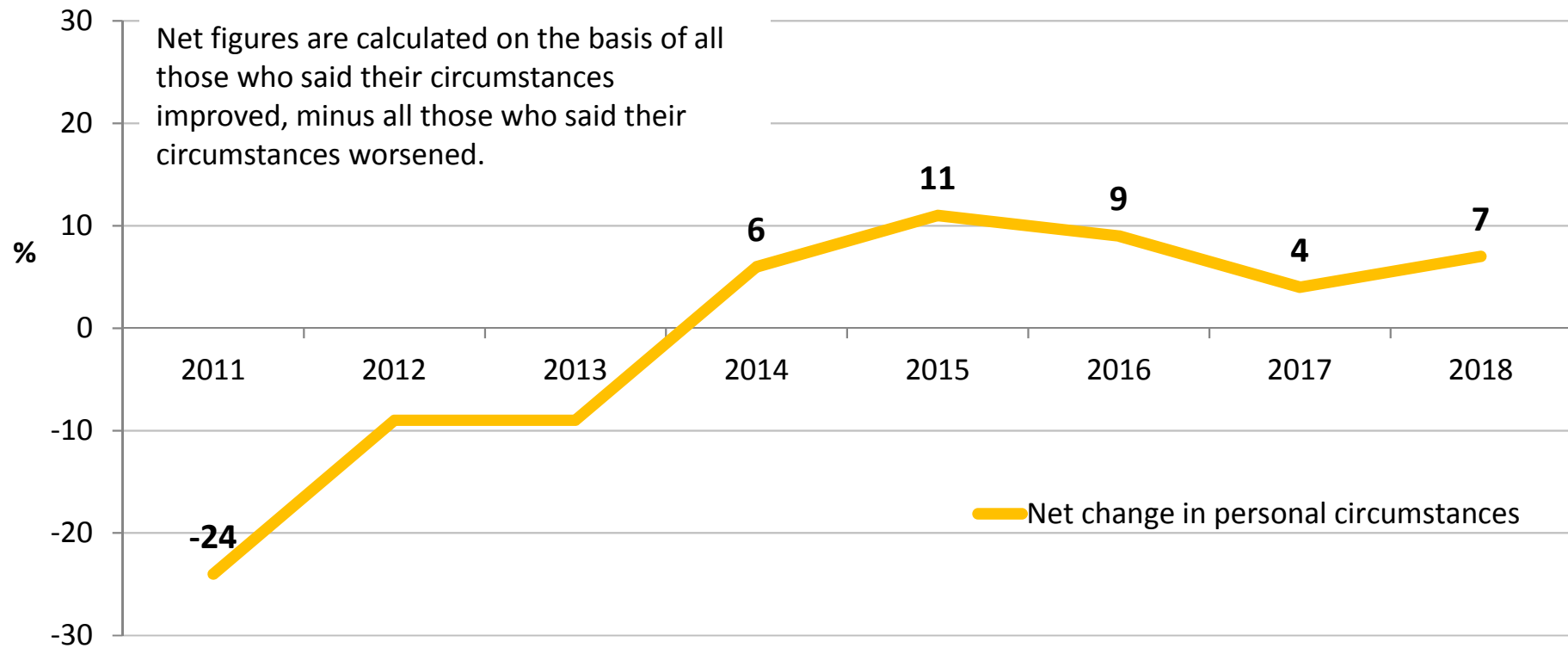


Edinburgh People Survey

2018

Personal wellbeing

NET change in personal finances



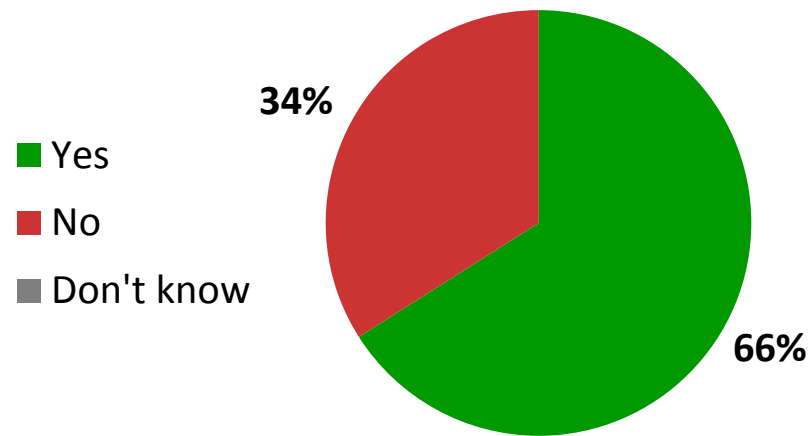


Edinburgh People Survey

2018

Culture and sport

66% attended a festival in Edinburgh last 2 years



72% believe the festivals make Edinburgh a better place to live

