

# Corporate Policy and Strategy Committee

10am, Tuesday, 26 February 2013

## Edinburgh People Survey 2012 Headline Results

Item number	7.2
Report number	
Wards	All

### Links

Coalition pledges	<a href="#">P24, P33, P44, P46</a>
Council outcomes	<a href="#">CO9, CO10, CO15, CO17, CO18, CO19, CO20, CO21, CO22, CO23, CO24, CO25</a>
Single Outcome Agreement	<a href="#">SO1, SO2, SO3, SO4</a>

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# Executive summary

## Edinburgh People Survey 2012 Headline Results

### Summary

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This report provides a summary of the headline results and priorities for improvement indicated by the most recent Council annual citizen survey, conducted in the autumn of 2012. The results are compared with previous survey data over a five year period (2008-2012).

In summary the key findings show:

- High levels of satisfaction with Edinburgh and neighbourhoods as a place to live.
- Improved performance of the whole Council compared to previous years – this includes management of the city, management of neighbourhoods, delivering value for money and displaying sound financial management.
- Continuous improvement in the quality of local services over the past five years. The most improved services include recycling, street cleaning, parks and greenspace, pavement maintenance and community safety.
- High levels of satisfaction with nursery, primary and secondary schools (excluding those who stated 'don't know').
- Improved satisfaction with the way the Council communicates with customers and "puts customers first".
- Lower satisfaction with refuse collection and how the Council is tackling dog fouling. Road maintenance has stayed the same.
- Reduced feeling of ability to have a say on local issues and services.

### Recommendations

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It is recommended that Committee:

- notes the main report and next steps;
- notes Council's commitment to address local issues and priorities;
- notes the planned programme of briefings and communications; and
- refers the findings to key stakeholders as described in the report.

## Measures of success

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Detailed analysis of the results at corporate and neighbourhood partnership level will be essential to understanding the reasons underlying the changes in satisfaction, and for developing appropriate measures for sustaining performance, as well as addressing issues and areas for improvement.

Following discussions with senior management teams and staff, further research might be required to explore issues and prioritise areas for improvement.

## Financial impact

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The total cost of the Edinburgh People Survey 2012/13 was £45,935 (excluding VAT). This was under the £55,000 budget and less than the cost for 2011/12, of £49,300. The survey was awarded following competitive tender to ensure best value. All costs were funded from within existing budgets.

## Equalities impact

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The survey methodology ensures statistically representative results at neighbourhood partnership 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. Questions about landlord services asked of council tenants in previous surveys have been taken out and moved to the Council's Tenant Survey which will be carried out in Spring 2013.

## Sustainability impact

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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 social justice and economic wellbeing.

## Consultation and engagement

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The core questions used in the survey remain similar over time to monitor satisfaction trends. The survey questions are reviewed each year in consultation with the Corporate Management Team and service managers to ensure the information is being used effectively for service planning and policy and strategy development.

## Background reading / external references

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A two-page summary of the results of the Edinburgh People Survey from the previous five years is included at Appendix 1 of this report.

## Edinburgh People Survey 2012 Headline Results

### 1. Background

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- 1.1 The Edinburgh People Survey (EPS) is the Council's annual citizen survey, measuring satisfaction with the Council and its services, identifying areas for improvement and gathering information about residents which is not available through other sources or at neighbourhood level.
- 1.2 The survey is undertaken through face-to-face interviews with around 5,000 residents each year, conducted in the street and door-to-door. In 2012, interviewing took place from 28<sup>th</sup> September to 9<sup>th</sup> November.
- 1.3 The survey methodology ensures a sample that is statistically representative at ward and neighbourhood partnership level. Data accuracy at Neighbourhood Partnership level is to +/- 5%. This is the market research industry standard for a survey of this kind. At the city level, the sample size provides data accurate to  $\pm 1.38\%$ .
- 1.4 The survey is refined each year to take account of Council priorities and to support service planning and strategies. In addition to key performance indicators, residents were asked topical questions in 2012 in relation to travel and road safety, financial wellbeing, Edinburgh festivals, internet access, sport and fitness, and property conservation.

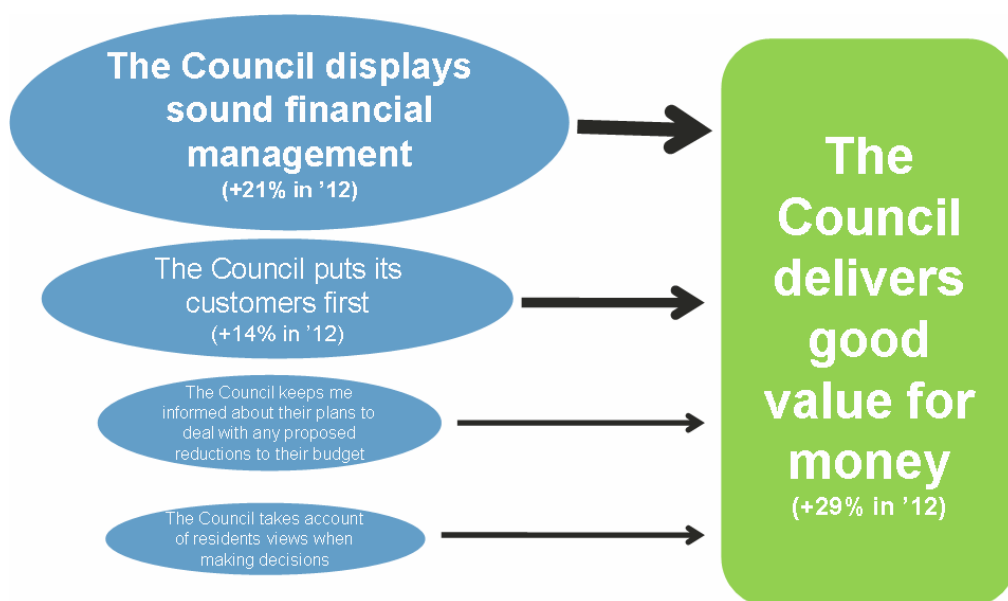
### 2. Main report

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- 2.1 Perceptions of the Council and the city
  - Edinburgh continues to be highly regarded as a **place to live** with 97% expressing satisfaction, continuing a year-on-year increase since 2010.
  - Satisfaction with **city management** has varied over the past 5 years from a low of 35% in 2009 to its highest satisfaction score of 72% in 2012.
  - When asked why they were satisfied with the way the Council is managing the city, 72% said "everything seems to run well", "Council doing their best/good job", "nice place to live", "good city", "good services", "never had any problems", "no complaints" and "trams".
  - Reasons for dissatisfaction also included "trams" (17% - reduced from 37% in 2011), "mismanagement" and "poor use of funds" (5% - reduced from 17%) and roads/pavements (4%).

- Analysis was carried out to identify the types of issues that are having an impact on satisfaction. The Council delivering good value for money was identified as having the strongest influence on satisfaction with city management, up from 31% in 2011 to 60% in 2012.
- The analysis links this with four key drivers (see Figure 1): the Council displaying sound financial management and putting customers first being most improved indicators and strongest drivers.

**Figure 1 Drivers of agreement with the ‘Council delivers good value for money’ (and % improvements in 2012)**



## 2.2 Management of neighbourhoods

- 86% satisfied with the way the Council is managing neighbourhoods, a 19% rise on 2008. Satisfaction with this indicator has improved for all 12 neighbourhoods (see Appendix 1).
- Asked why they held a positive view, 76% said “no complaints/council doing a good job”, “nice place to live/quiet area”, “clean area”, or “Council doing their best/good services”. Of the 9% who expressed dissatisfaction or were neither satisfied nor dissatisfied, the most frequently mentioned issues were “Council could do more”, “clean up area”, and “improve roads/maintenance/repairs”.
- Analysis also links street cleaning and feeling of safety as important in driving up or down satisfaction with neighbourhood management.
- Satisfaction with **neighbourhoods as place to live** has stayed very high at 94%, up by 8% since 2008.

## 2.3 Quality of local service delivery

- Over the past five years there is an overall positive upward trend in satisfaction with environmental services, community safety and community facilities. (See Tables 1-3, below).

- At a local level, improvements can be seen in all neighbourhoods particularly the South West, Forth, Leith and Portobello and Craigmillar. Forth and Pentlands generally fall below the city average but show significant improvements since 2011. Appendix 1 contains a breakdown of results by neighbourhood partnership area.
- Areas for attention, where satisfaction has reduced, include refuse collection (78%) and dog fouling (48%).
- Road maintenance has a lower satisfaction score than other services (56%), staying about the same over the five year period.
- Citizens' **top five priorities** for improvement included road improvements and safety (1); street cleaning and refuse collection (2); activities for children/young people (3); tackling dog fouling (4) and more shopping facilities and entertainment (5). However, a majority (62%) said they were happy with their neighbourhood and that no improvements were required.

**Table 1 Satisfaction with environmental services**

% satisfied with:	5 yr trend	2012	2011	2010	2009	2008
Refuse collection	5%↓	78%	87%	85%	87%	83%
Recycling facilities	10%↑	84%	79%	81%	80%	74%
Street cleaning	16%↑	86%	72%	80%	84%	70%
Parks and greenspace	23%↑	93%	80%	75%	79%	70%
Maintenance of roads	No change	56%	53%	52%	62%	57%
Maintenance of pavements	12%↑	66%	56%	62%	67%	54%

**Table 2 Satisfaction with community safety issues**

% satisfied with:	5 yr trend	2012	2011	2010	2009	2008
Vandalism and graffiti	15%↑	80%	71%	76%	83%	65%
Anti-social behaviour	16%↑	76%	67%	64%	75%	60%
Dog fouling	5%↓	48%	56%	61%	69%	53%
Street drinking is not a problem	11%↑	82%	72%	65%	72%	71%
Feel safe in area after dark	13%↑	88%	77%	81%	81%	75%

**Table 3 Satisfaction with community facilities**

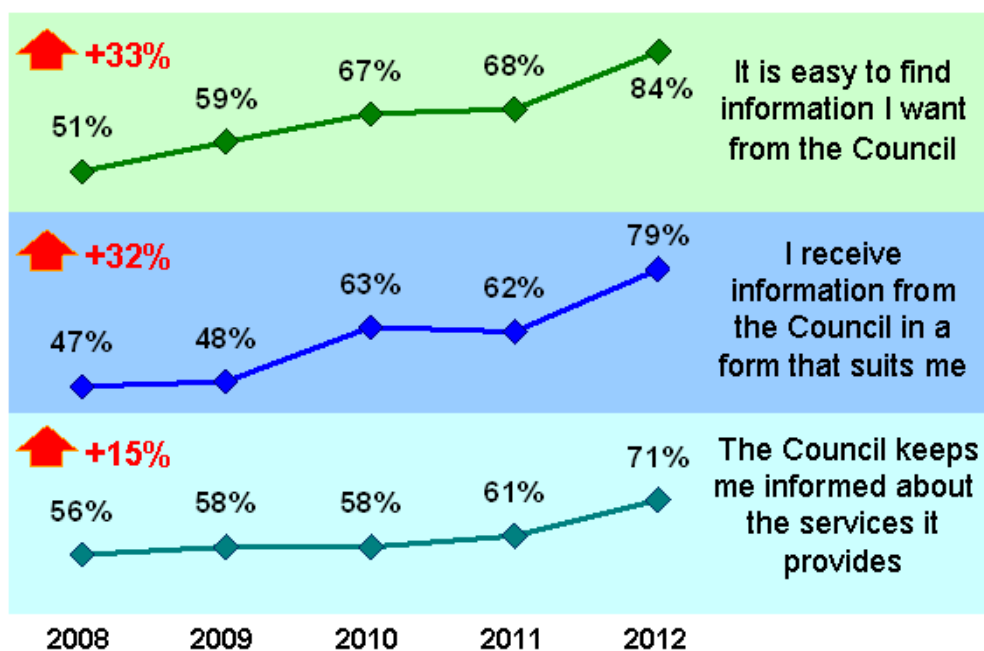
% satisfied with:	5 yr trend	2012	2011	2010	2009	2008
Nursery schools	4%↑	86%	81%	79%	88%	82%
Primary schools	4%↑	89%	84%	80%	90%	85%
Secondary schools	7%↑	87%	77%	80%	87%	80%
Library services	10%↑	97%	90%	85%	87%	87%
Social and leisure	20%↑	77%	65%	66%	73%	57%
Public transport	3%↑	85%	88%	72%	85%	82%

- In relation to satisfaction with schools, more than a third of respondents answered 'don't know or not applicable' to the question - perhaps non-users of the service. More than half gave no opinion on libraries services. If "don't know" responses are excluded, figures show consistently high levels of satisfaction with all schools and libraries, as summarised in Table 3, above.

#### 2.4 Information and community engagement

- There are significant improvements in the **provision of and access to information** from the Council. (See Figure 2, below.)
- Of those who had recently contacted the Council, 88% said they were treated well and 82% said their query was resolved. These figures are an increase on previous years.
- 45% agree that the Council keeps them **informed about budget** reductions. Following the survey, public and stakeholder consultation was carried out on the budget proposals which received a relatively high response. Going forward there will be a programme of ongoing engagement to inform budget planning.

**Figure 2 Satisfaction with information services**



- Just over a third feel they are **able to have a say** on things happening or how services are run in their area. This has varied over the last five years from 32% in 2010 to 50% in 2011. 55% are satisfied that the Council takes account of their views when making decisions.
- 90% agree that within their neighbourhood people from different backgrounds can **get on well together**, a significant increase of 25% since 2009.

## 2.5 Volunteering

- One in ten (10%) had undertaken **voluntary work** in the past 12 months, a significant reduction of 14% since 2011. The main types of activities included church groups, children’s activities (groups and associated with schools) and youth groups. The majority of people involved in volunteering (70%) do so up to 5 hours per week.

## 2.6 Next Steps

- **Stakeholder engagement** – the findings will be considered by elected members, the Corporate Management Team; Neighbourhood Partnership Boards; Neighbourhood Managers Implementation Board; and external partners.
- **Service planning** – a detailed analysis of the results by neighbourhood partnership level will be discussed with senior management teams and staff to identify local issues, examples of best practice and areas for further work. Actions will be developed and linked with service planning and strategy development.
- **Customer engagement** – the results and actions taken will be communicated to customers in the form of ‘you said, we’re doing’ feedback, using a variety of channels.



- **Staff engagement** – the results will be communicated to staff to stimulate discussions on service planning and also to recognise where services are valued by customers.

### 3. Recommendations

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- 3.1 It is recommended that Committee:
- 3.1.1 notes the main report and next steps;
  - 3.1.2 noted the Council's commitment to address local issues and priorities;
  - 3.1.3 notes the planned programme of briefings and communications; and
  - 3.1.4 refers the findings to key stakeholders as described in the report.

## Alastair Maclean

Director of Corporate Governance

### Links

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<b>Coalition pledges</b>	<p>P24 - Maintain and embrace support for our world-famous festivals and events</p> <p>P33 - Strengthen Neighbourhood Partnerships and further involve local people in decisions on how Council resources are used</p> <p>P44 - Prioritise keeping our streets clean and attractive</p> <p>P46 - Consult with a view to extending the current 20mph traffic zones</p>
<b>Council outcomes</b>	<p>CO9 - Edinburgh residents are able to access job opportunities</p> <p>CO10 - Improved health and reduced inequalities</p> <p>CO15 - The public is protected</p> <p>CO17 - Clean - Edinburgh's streets and open spaces are clean and free of litter and graffiti</p> <p>CO18 - Green - We reduce the local environmental impact of our consumption and production</p> <p>CO19 - Attractive Places and Well Maintained – Edinburgh remains an attractive city through the development of high quality buildings and places and the delivery of high standards and maintenance of infrastructure and public realm</p> <p>CO20 - Culture, sport and major events – Edinburgh continues to be a leading cultural city where culture and sport play a central part in the lives and futures of citizens</p> <p>CO21 - Safe – Residents, visitors and businesses feel that Edinburgh is a safe city</p> <p>CO22 - Moving efficiently – Edinburgh has a transport system that improves connectivity and is green, healthy and accessible</p>

<b>Single Outcome Agreement</b>	<p>CO23 - Well engaged and well informed – Communities and individuals are empowered and supported to improve local outcomes and foster a sense of community</p> <p>CO24 - The Council communicates effectively internally and externally and has an excellent reputation for customer care</p> <p>CO25 - The Council has efficient and effective services that deliver on objectives</p> <p>SO1 - Edinburgh's Economy Delivers increased investment, jobs and opportunities for all</p> <p>SO2 - Edinburgh's citizens experience improved health and wellbeing, with reduced inequalities in health</p> <p>SO3 - Edinburgh's children and young people enjoy their childhood and fulfil their potential</p> <p>SO4 - Edinburgh's communities are safer and have improved physical and social fabric</p>
<b>Appendices</b>	1 – EPS Five Year Summary



Summary of Edinburgh People Survey Indicators for 2008 to 2011 (page 2 of 2)

	Community Facilities																		Schools																																																																																																																																																																																																																																																																																																			
	Library services						Provision of shopping areas						Sport and leisure facilities run by Edinburgh Leisure <sup>#</sup>						Facilities for older people						Nursery schools						Primary schools						Secondary schools																																																																																																																																																																																																																																																																																	
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	Perceptions of the Council																																									
	The Council cares about the environment						The Council provides protection and support for vulnerable people						It is easy to find information I want to receive information from the Council in a form that suits me						The Council keeps me informed about the services it provides						The Council keeps me informed about plans to deal with budget reductions						The Council takes account of residents' views when making decisions											
	'08	'09	'10	'11	'12	T	'08	'09	'10	'11	'12	T	'08	'09	'10	'11	'12	T	'08	'09	'10	'11	'12	T	'08	'09	'10	'11	'12	T	'08	'09	'10	'11	'12	T						
Edinburgh	58%	58%	64%	73%	83%	25%	44%	40%	73%	73%	73%	51%	59%	67%	68%	84%	83%	47%	48%	63%	62%	79%	79%	32%	56%	58%	58%	61%	71%	15%	45%	N/A	N/A	N/A	N/A	N/A	55%	N/A	N/A	N/A	N/A	N/A

	Perceptions of the Council																	
	The Council puts its customers first				The Council delivers good value for money for its citizens				The Council displays sound financial management									
	'08	'09	'10	'11	'12	T	'08	'09	'10	'11	'12	T	'08	'09	'10	'11	'12	T
Edinburgh	28%	27%	41%	37%	53%	22%	31%	32%	42%	31%	60%	29%	17%	16%	31%	18%	39%	22%

- Result shows a significant positive trend over five years
- Result shows a significant negative trend over five years
- Result is significantly higher than the average for the whole city
- Result is significantly lower than the average for the whole city

# In 2012 this question was changed to specifically mention Edinburgh Leisure. Previously this question has been asked as "Sport and Leisure" and "Social and Leisure."

- No data is available for this period as the question was not asked
- Question was previously asked in a way that only allows city-wide figures to be fairly tracked over time.