Corporate Policy and Strategy Committee

10am, Tuesday, 28 March 2017

2016 Edinburgh People Survey Headline Results

Item number	7.1
Report number	
Executive/routine	
Wards	

Executive Summary

This report presents the headline figures along with the relevant benchmark and historic comparators for the 2016 Edinburgh People Survey. A locally representative sample of more than 5,100 city residents were interviewed between September and November 2016 using a questionnaire which has been broadly consistent over the previous seven years to ensure long-term trends and reliability of findings.

Links

Coalition Pledges	P15, P24, P31, P33, P35, P44, P49
Council Priorities	CO8, CO9, CO15, CO17, CO18, CO19, CO20, CO21, CO22, CO23
Single Outcome Agreement	SO1, SO2, SO3, SO4

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Report

2016 Edinburgh People Survey Headline Results

1. Recommendations

1.1 The Committee notes the findings of the 2016 Edinburgh People Survey.

1.2 The Committee notes the outline of analysis and communication stages; and

1.3 Approves the general approach of reporting subsequent analysis, with service input, to appropriate committees as appropriate.

2. Background

2.1 The Edinburgh People Survey (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 is been designed to give reliable results at ward and locality level.

2.2 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 therefore be within 1.4% of those reported, if all residents were surveyed in the same way.

Reporting of survey results and actions taken

2.3 Actions taken by services and partners to address issues raised in this report will be embedded throughout the Council's strategic planning framework, as described in the Council Business Plan 2016-20.

2.4 Service Development Plans and Locality Improvement Plans currently in development will include specific actions, objectives and service improvement targets in response to these findings.

2.5 Progress towards the delivery of services in these areas will be monitored and reported regularly to committee through the Council's performance management framework.

2.6 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.

3. Main report

3.1 The results from the EPS are used to enhance business and customer insight while improving performance 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 needs.

3.2 In summary the key findings at a citywide level show:

3.2.1 Edinburgh residents remain satisfied with Edinburgh (94%) and their neighbourhoods (89%) as a place to live, and satisfied with the Council's management of the city (66%) and their neighbourhood (73%);

3.2.2 High level of feeling safe in their neighbourhood after dark (85%) and equally strong agreement that neighbourhoods are a place where people from different backgrounds can get on well together (86%);

3.2.3 Increased satisfaction with public transport provision (89%) and sustained levels of high satisfaction with parks and greenspace (81%);

3.2.4 Improved performance of the whole Council compared to previous years – this includes community safety services such as violent crime (74%, up by 5%), vandalism and graffiti (69%, up by 4%), and anti-social behaviour (66%, up by 3%);

3.2.5 A steady and sustained improvement in the way the Council keeps citizens informed about spending and saving proposals (46%, up by 7%) and in displaying sound financial management (33%, up by 4%);

3.2.6 Increased feeling of ability to have a say on local issues and services (37%, up by 3% on 2015 and returning to 2014 level);

3.2.7 When contacting the Council, the most frequent communication method used by residents was telephone (17%) while the proportion of people who had contacted the Council online in some way was only slightly lower (15%), which has not significantly changed since the 2015 survey;

3.2.8 Since the introduction of fortnightly managed collections satisfaction with refuse collections has been on a downward trend and decreased since 2015 by 8% to 65%. Satisfaction with recycling has remained relatively high at 69% (down by 3%);

3.2.9 Satisfaction with the management of dog fouling improved by 3% but remains low at 47%;

3.2.10 Satisfaction with road, pavement and footpaths maintenance has stayed low at 49% and 53% respectively.

3.3 Full results of the survey broken down by locality, neighbourhood partnership and ward can be found on the Council's website.

3.4 Across Scotland and the UK, benchmarking information indicates that overall satisfaction with local government is falling. In comparison, the EPS results show that Edinburgh is performing well in relation to perceptions of quality of life, being a nice place to live, feeling safe and communities.

Council indicators

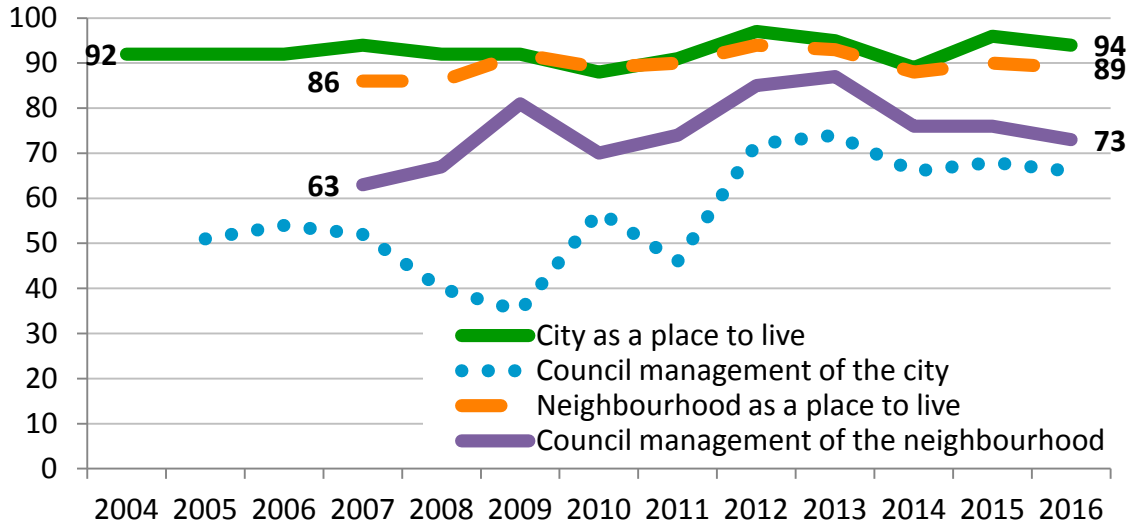
3.5 Over the past five years, quarterly polling by Local Government Association has shown that the average satisfaction with councils in England and Wales varies between 72% and 66%, but are generally falling. Edinburgh's scores over that period of time have been around the same as this average and follow a similar pattern.

3.6 It appears that recent changes in perception of Council management of the city strongly reflect national perceptions of local government. However, longer-term fluctuations in satisfaction are more strongly linked to specific local issues such as the tram project.

3.7 Analysis of key drivers over a number of years shows that perception of neighbourhood management is strongly driven by environmental services such as waste collection, street cleaning, road maintenance and – to a lesser extent – parks. In areas of the city where community safety issues are perceived as acute, these also strongly influence perception of neighbourhood management.

3.8 While consistently lower than neighbourhood management, satisfaction with city management is influenced by the same environmental factors, plus perceived valued for money.

Chart 1 – Satisfaction with the way the Council is managing the city and selected comparators



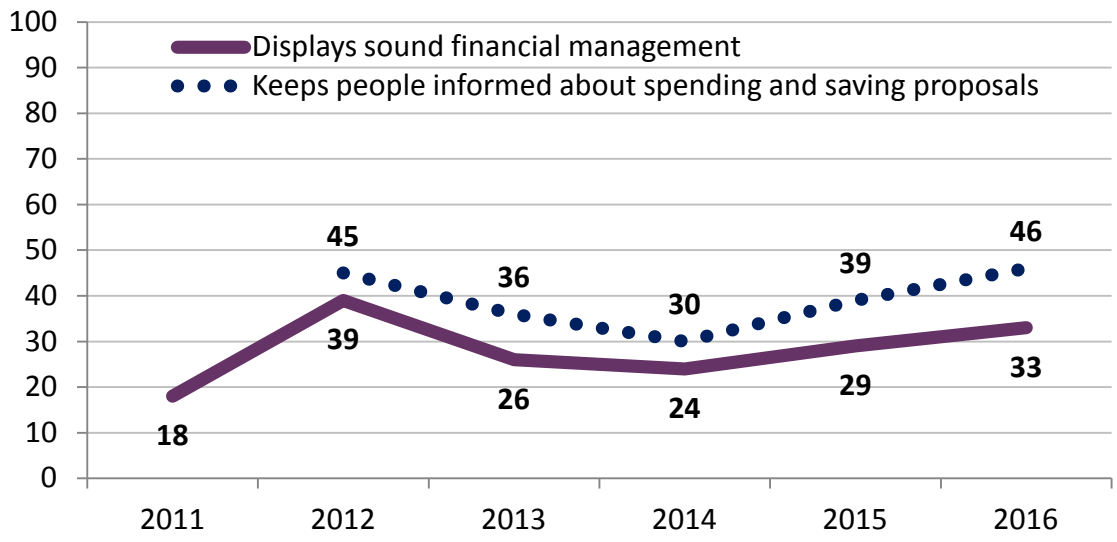
3.9 In 2016, participants were asked if they believed the Council delivered value for money. 46% agreed or strongly agreed that the Council did provide value for money, while 23% disagreed. 32% of participants were unsure or had no strong

views. The October 2016 Local Government Association survey of resident opinion about councils, covering England and Wales, reported 49% felt their Council delivered value for money. Similar feedback on the Council's financial management and reporting is summarised in chart 2.

3.10 Results from the Scottish Household Survey show that Edinburgh ranks significantly behind the Scottish average in terms of agreement with the statement "My Council does the best it can with the money available" – 32% agreement in Edinburgh, compared to 41% across Scotland.

3.11 Since 2014, around 10,000 people have participated in the Council's Budget Challenge and Play your Part engagement exercises, and a citywide communications campaign has reached over 600,000 people. Feedback received showed support of Council services, asking for increases in Council Tax to meet increased demand and offset central government funding reductions.

Chart 2 – Financial management and spending and saving proposals



Contact with the Council

3.12 When asked if they have contacted the Council in the previous 12 months, 40% of participants recalled that they had. The most frequent communication method was telephone (17%) while the proportion of people who had contacted the Council online in some way was only slightly lower (15%).

The Council's Business Plan, agreed in January 2017, re-affirmed the Council's overarching focus on customers ensuring services are designed around their needs. A range of aligned, holistic workstreams are underway to ensure continued improvements to the customer experience including:

3.12.1 A revised Customer Strategy and promise;

3.12.2 The Customer element of the Council transformation programme, which focuses on a number of key areas including:

- Improving telephony systems and call routing systems;

- Building a workforce management tool;
- Developing automated systems for standard, repeatable transactions; and
- Introducing self-service kiosks in Council locations.

3.12.3 Development of a Channel Shift programme based on best practice from delivering digital transformation in other public and private sector organisations.

3.13 The proportion of those who feel they were well treated during their most recent contact with the Council was unchanged in 2016 from the level measured in 2015 (84%). The proportion who felt their query or issue was resolved during their most recent contact fell between 2015 (74%) and 2016 (68%).

3.14 The Contact Team is now measuring first touch resolution in key contact activities such as house repairs and waste services. More recent analysis indicates that the majority (over 80%) of these telephone queries are being resolved without any further contact from citizens. This analysis is also being used to understand why repeat contact has occurred e.g. incorrectly recorded query, validating service commitments, service response times etc. This information is informing service improvement action plans to ensure joined up service delivery and an improved customer experience.

Citizenship and communities

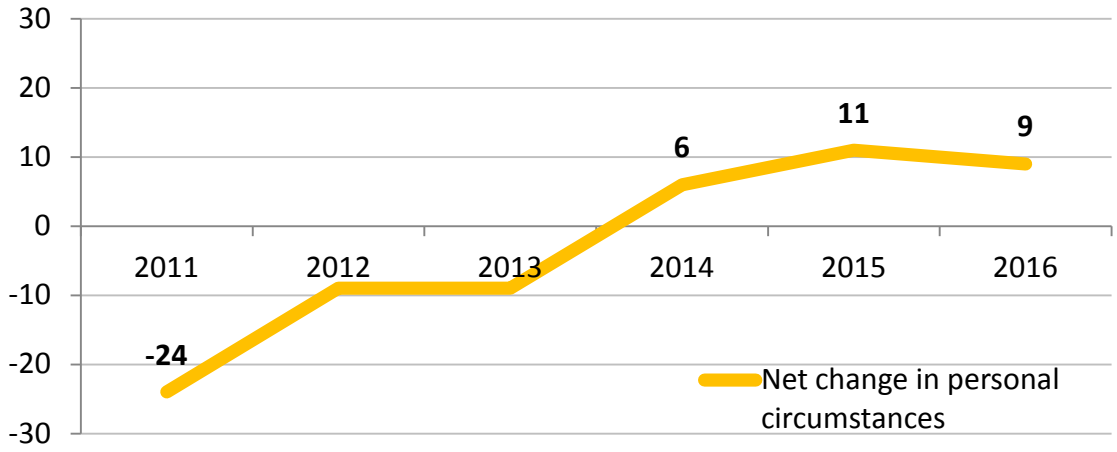
3.15 Just over a third feel they are able to have a say on things happening or how services are run in their area. This has varied over recent years from 37% in 2014 to 33% in 2015, and returning to 37% in 2016.

3.16 In 2016, 86% of participants felt their neighbourhood was a place where people from different backgrounds could get on well together. Encouragingly, agreement was higher amongst participants from any minority background (89%) and around the same amongst individuals from European backgrounds (87%; excluding UK and Ireland).

Quality of life

3.17 From 2011 to 2013, more participants reported that their financial circumstances were getting worse than reported they were improving. 2014 was the first year in which a positive result was recorded, reflecting an overall more positive economy. In 2016, 20% of participants reported improving finances, while 11% felt things were getting worse. (See Chart 4).

Chart 4 – NET change in personal financial circumstances



3.18 The 2016 wave of the EPS introduced the Short Warwick-Edinburgh Mental Well-Being Scale (SWEMWBS) designed to monitor general mental health. The results of this question are complex and will be explored in greater detail with Health and Social Care managers. However, overall wellbeing in Edinburgh falls within the normal range for all age groups. A small decrease in overall scores is observed so that the youngest age group overall reports the higher (best) score, while the oldest age group reports the lowest score.

3.19 Men and women reported equal levels of wellbeing. Employment status showed more differentiation, with those in full-time employment, self-employed people and students reporting the highest overall scores, while unemployed participants reported a lower score – though the average was still within the normal range.

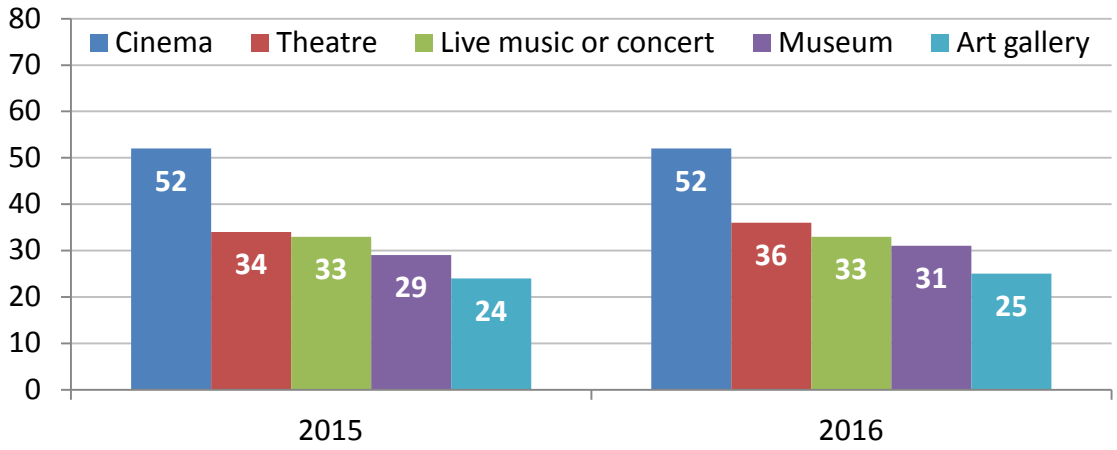
3.20 28% of participants reported that they were meeting the standard of 30 minutes of exercise at least five days a week, while 73% had exercised on at least one day in the previous week. Satisfaction with sport and leisure facilities provided by Edinburgh Leisure was unchanged with 69% satisfaction in 2016 compared to 70% in 2015.

Cultural participation

3.21 The Edinburgh Festivals are the main way that most Edinburgh residents engage in cultural activity. In 2016, 62% of participants in the survey reported that they had been to one or more festivals in the last two years. This is around the same as the 2015 result (63%).

3.22 Outside of festivals attendance at different types of cultural activity remained broadly consistent with 2015 results (see Chart 5).

Chart 5 – Attendance at cultural activities outside of festivals



3.23 Groups identified as least engaged in cultural activity include those on lower incomes and those with health problems. Some geographic patterns of non-participation are also present in Edinburgh, and though these correlate strongly with areas of multiple deprivation, generally it is true that engagement is lower the farther an individual is from the city centre.

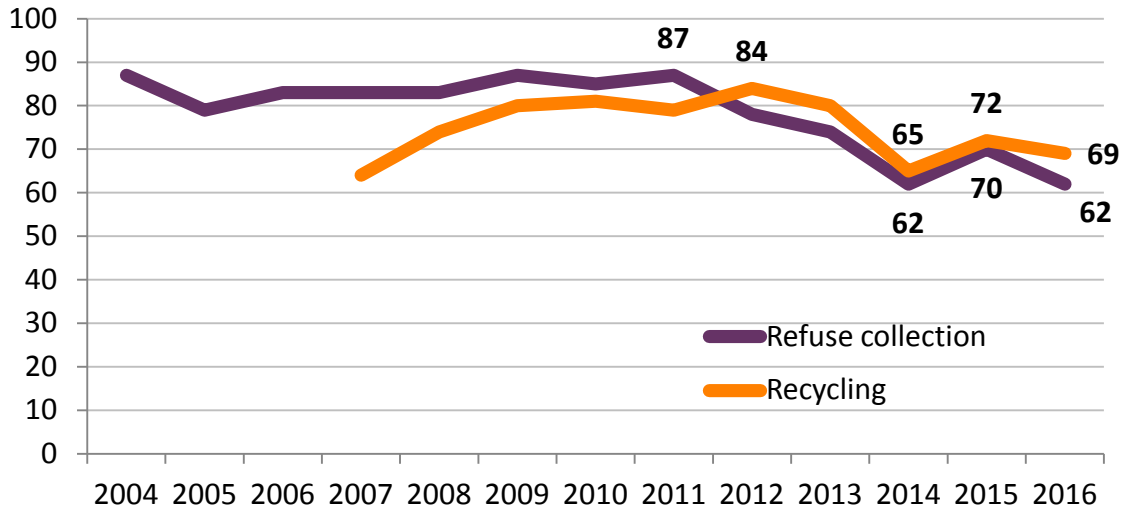
3.24 The proportion of participants who had visited a library in their neighbourhood in the last 12 months has increased for several years and in 2016, 47% of participants reported that they had done this. Growing at a much faster rate than total visits was the proportion who said that they have used online library services. This figure has increased each year and in 2016 rose again to 24%.

Environment and infrastructure

3.25 Refuse collection and recycling are key drivers of perception of the Council's performance. Satisfaction with refuse collection has been measured by the Council since 2004 and remained broadly consistent until the introduction of fortnightly collections of residual waste. Satisfaction with both refuse collection and recycling declined to 62% and 65% respectively in 2014. Following an increase in satisfaction in 2015, satisfaction with refuse collection returned to 62% in 2016.

3.26 Satisfaction with waste collection in England and Wales, as measured by the Local Government Association, has declined from a high of 86% in January 2013 to 79% in October 2016. The long term average over this period is 82%.

Chart 6 – Satisfaction with refuse collection and recycling



3.27 Satisfaction with street cleaning declined sharply between the 2013 and 2014 EPS. In 2016, satisfaction was 58%. Although this decline is not reflected in measures conducted through the Cleanliness Index Monitoring System (CIMS), the service takes this decline in perception seriously and has developed a comprehensive action plan to improve the city's waste and cleansing service.

3.28 The 65-point action plan, agreed in November 2016, focuses on a number of key areas including missed and delayed bin collections, communal bins, fly-tipping and street cleansing and litter. Since its implementation there have been positive signs of progress, particularly relating to missed collections and the percentage of street cleansing enquiries addressed within timescale. It is now intended to focus resources on delivering outstanding actions to achieve sustained improvement across the service, reducing the number of complaints and increasing customer satisfaction.

3.29 Satisfaction with road and pavement maintenance has remained consistent with 2015 results, with 53% of participants satisfied with pavements and 49% satisfied with roads. Both figures are significantly below the highs for these service areas measured in 2009. This is broadly in line with the average in England and Wales as measured by the Local Government Association over the past five years.

3.30 The Council's approved budget for 2017/18 reflects significant additional investment in pavement and road repairs, waste services and tenement recycling, complementing service improvement plans developed within these areas.

3.31 The survey indicates continued support for 20mph speed limits. A clear majority of participants (59%) said they supported or strongly supported the introduction. However, a significant minority (20%) said they opposed or strongly opposed the introduction. Further analysis of this information will be used to refine communications messages as the behavioural change campaign progresses, and the EPS will continue to monitor attitudes to this issue in future waves.

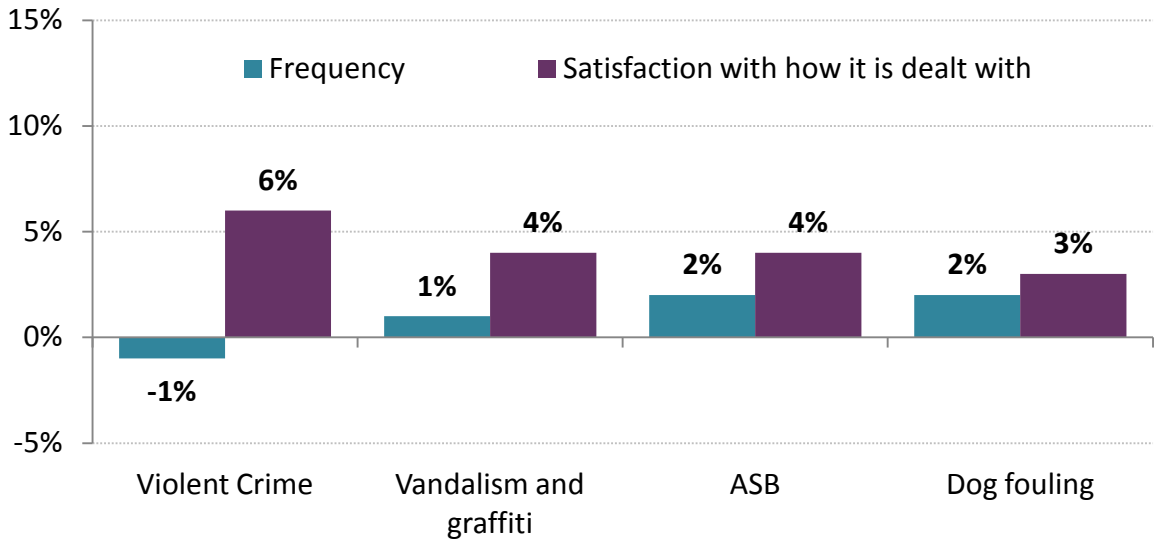
Community safety

3.32 85% of survey participants reported that they felt safe in their neighbourhood after dark. This figure has increased significant by 10% since 2008 and is above national average of 79% for England and Wales (the Local Government Association Survey).

3.33 Participants were asked to report how common antisocial issues were in their neighbourhood. 11% felt that violent crime was common or very common, compared to 21% for vandalism and graffiti, 24% for antisocial behaviour, and 48% for dog fouling. In all cases these levels of commonality were around the same as those recorded in 2015.

3.34 Despite little change in perceived commonality, satisfaction with the way the Council was managing these issues increased. 74% of residents were satisfied with the management of violent crime issues, compared to 69% for vandalism and graffiti, 66% for antisocial behaviour and 48% for dog fouling.

Chart 7 – Change in frequency and change in satisfaction with management of antisocial issues between 2015 and 2016



3.35 According to the Scottish Household Survey, all forms of antisocial behaviour are perceived as being more common in more deprived areas. In Edinburgh in particular, 61% of participants living in the 20% most deprived neighbourhoods reported animal nuisance was common. This compares to only 31% of those from the rest of Edinburgh and 28% of participants from across Scotland.

4. Measures of success

4.1 Detailed analysis of the results at service and locality 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.

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

5. Financial impact

5.1 The Edinburgh People Survey was commissioned via competitive tender. The independent market research company Progressive Partnership Ltd were appointed to conduct the fieldwork and the value of the awarded contract was £55,995 (excluding VAT).

6. Risk, policy, compliance and governance impact

6.1 The Edinburgh People Survey provides perception information which provides insight on operational and financial performance to provide a more rounded view of how services are being delivered and received by citizens. The survey also helps to identify any issues which may be a reputational or service planning risk to the organisation.

7. Equalities 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.

8. Sustainability impact

8.1 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.

9. Consultation and engagement

9.1 The priorities for the survey each year are compatible with previous years and relevant to current priorities. 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 or desirable to meet all demands.

9.2 A significant change to the 2016 wave of the EPS was the introduction of mental health and wellbeing questions to address an information gap between waves of the Scottish Health Survey and provide better information to support the work of the Integrated Joint Board.

10. Background reading/external references

10.1 Further information on and results of Edinburgh People Survey.

10.2 Local Government Association polling on satisfaction with councils in England and Wales – October 2016 wave and historical comparisons.

10.3 Scottish Household Survey 2015 results for Edinburgh with national comparisons.

Andrew Kerr

Chief Executive

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11. Links

Coalition Pledges	P15:	Work with public organisations, the private sector and social enterprise to promote Edinburgh to investors
	P24:	Maintain and embrace support for our world-famous festivals and events
	P31:	Maintain our City's reputation as the cultural capital of the world by continuing to support and invest in our cultural infrastructure
	P33:	Strengthen Neighbourhood Partnerships and further involve local people in decisions on how Council

		resources are used
	P35:	Continue to develop the diversity of services provided by our libraries
	P44:	Prioritise keeping our streets clean and attractive
	P49:	Continue to increase recycling levels across the city and reducing the proportion of waste going to landfill
Council Priorities	CO8:	Edinburgh's economy creates and sustains job opportunities
	CO9:	Edinburgh residents are able to access job opportunities
	CO15:	The public is protected
	CO17:	Clean - Edinburgh's streets and open spaces are clean and free of litter and graffiti
	CO18:	Green - We reduce the local environmental impact of our consumption and production
	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
	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
	CO21:	Safe – Residents, visitors and businesses feel that Edinburgh is a safe city
	CO22:	Moving efficiently – Edinburgh has a transport system that improves connectivity and is green, healthy and accessible
	CO23:	Well engaged and well informed – Communities and individuals are empowered and supported to improve local outcomes and foster a sense of community
Single Outcome Agreement	SO1:	Edinburgh's Economy Delivers increased investment, jobs and opportunities for all
	SO2:	Edinburgh's citizens experience improved health and wellbeing, with reduced inequalities in health
	SO3:	Edinburgh's children and young people enjoy their childhood and fulfil their potential
	SO4:	Edinburgh's communities are safer and have improved physical and social fabric
Appendices	1 PowerPoint report, 2016 Edinburgh People Survey	

edinburgh people survey 2016

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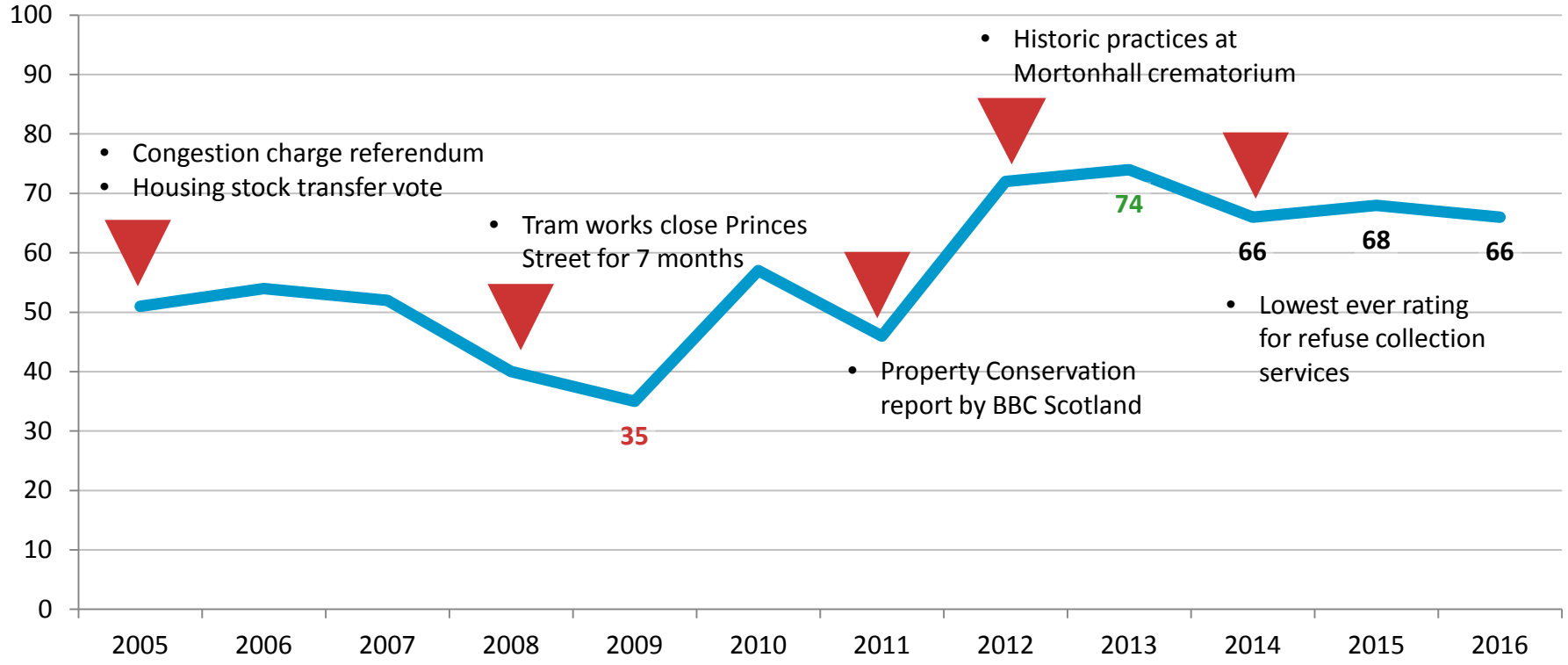
edinburgh people survey

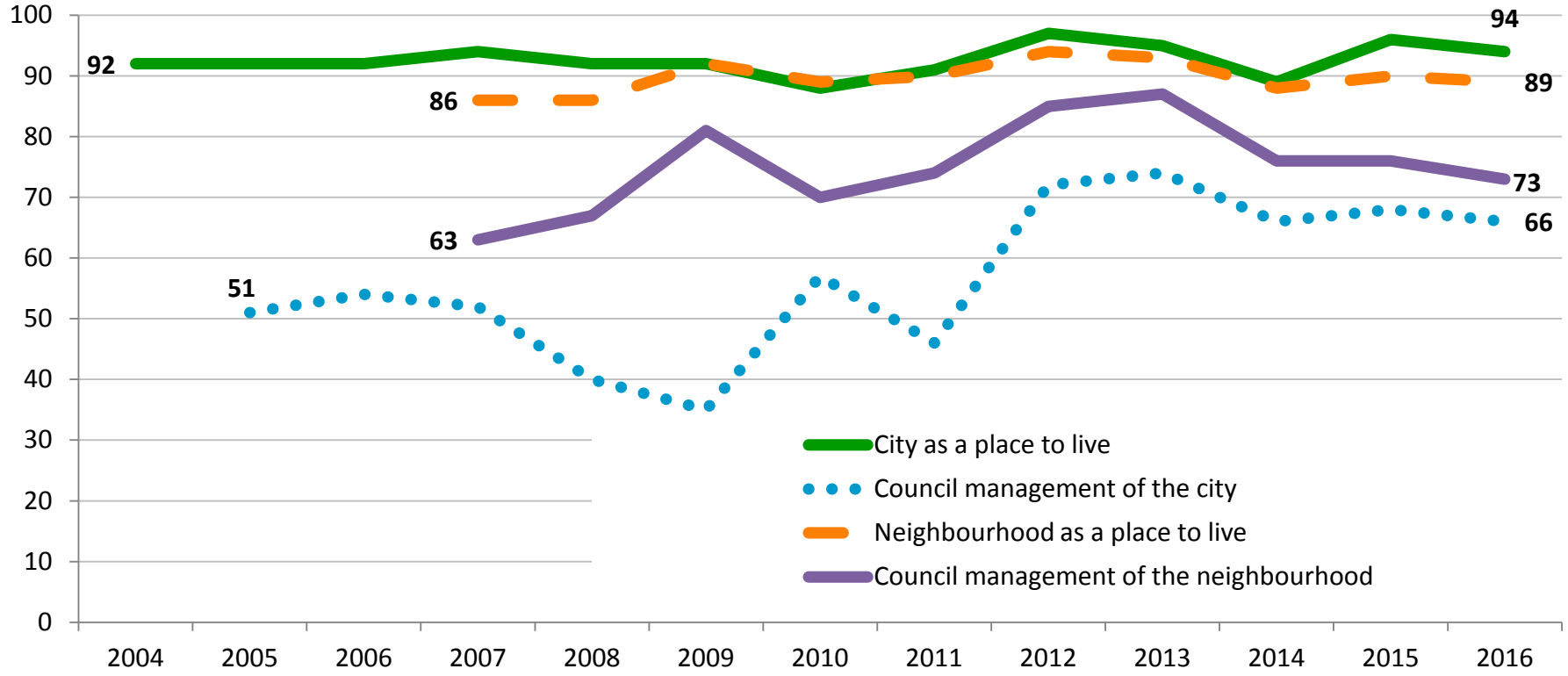
2016

the council and the city

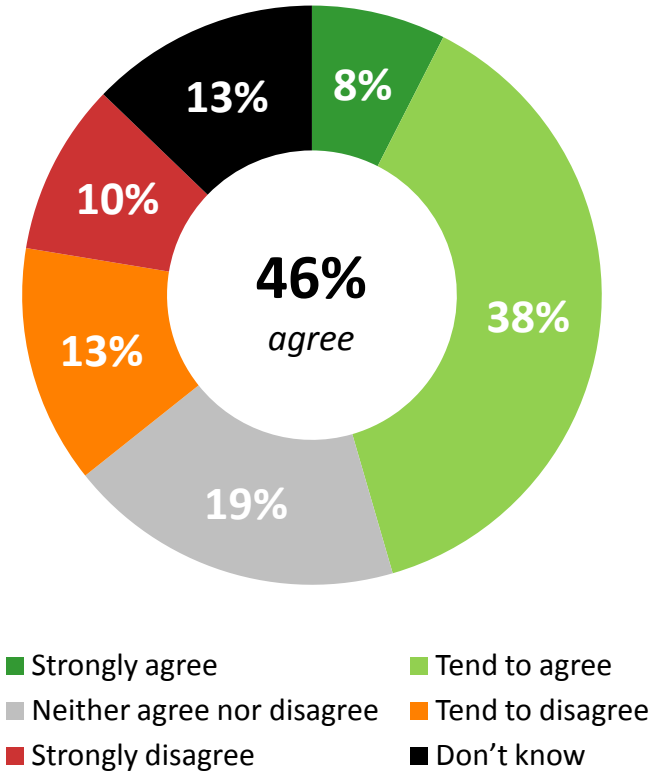
Council management of the city



City as a place to live

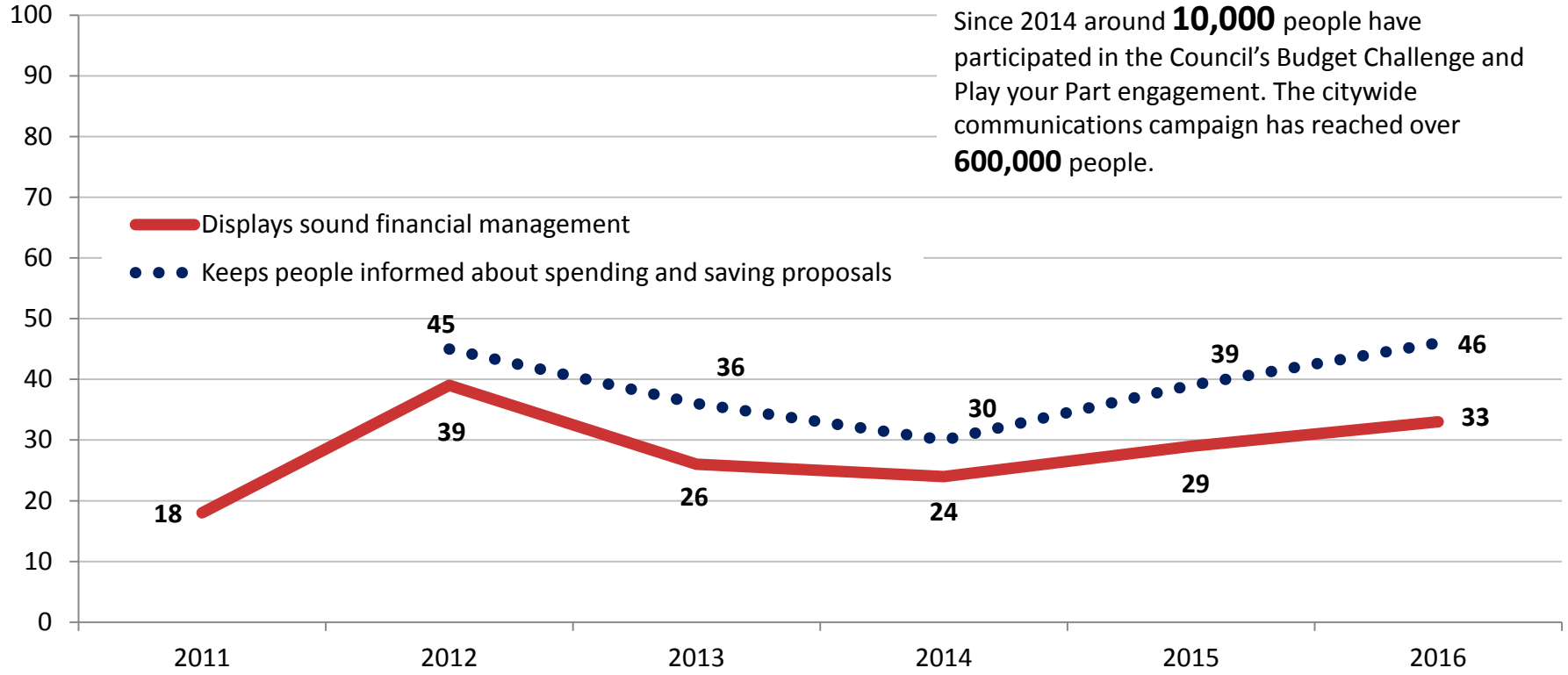


Provides value for money



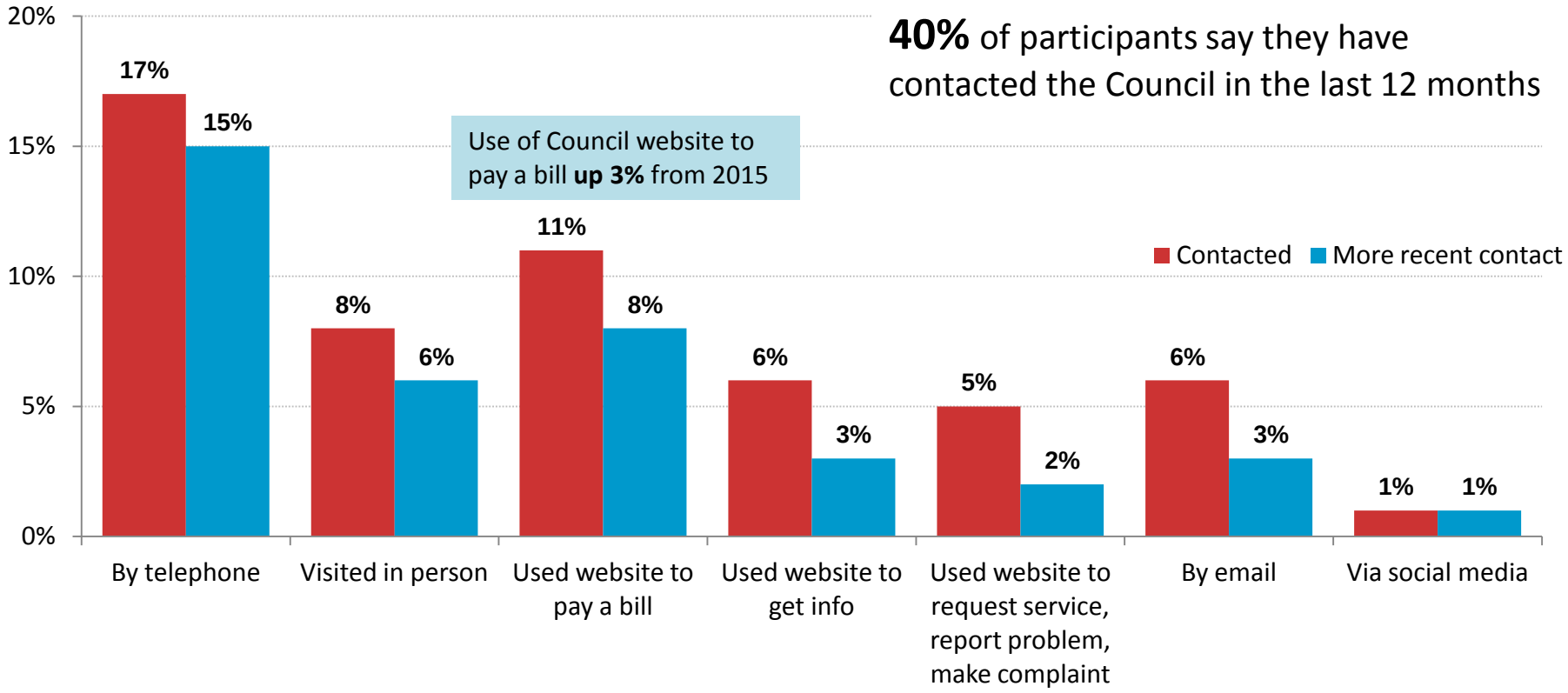
- The October 2016 LGA survey of resident opinion about councils, covering England and Wales, reported 49% of respondents felt their Council delivered value for money (around the same as EPS).
- However, results from SHS show that Edinburgh ranks behind the Scottish average in terms of agreement with the statement "My Council does the best it can with the money available" – 32% agreement in Edinburgh, compared to 41% across Scotland.

Financial management

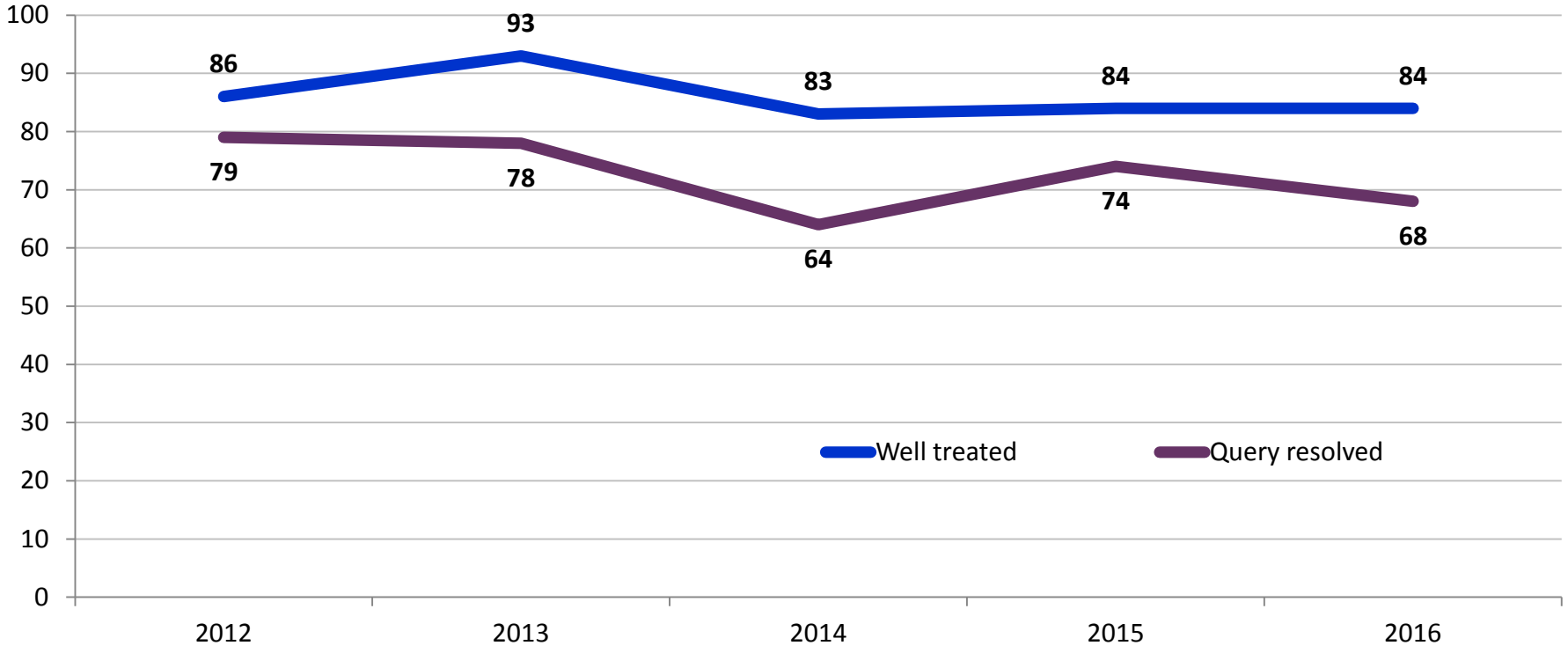


Since 2014 around **10,000** people have participated in the Council's Budget Challenge and Play your Part engagement. The citywide communications campaign has reached over **600,000** people.

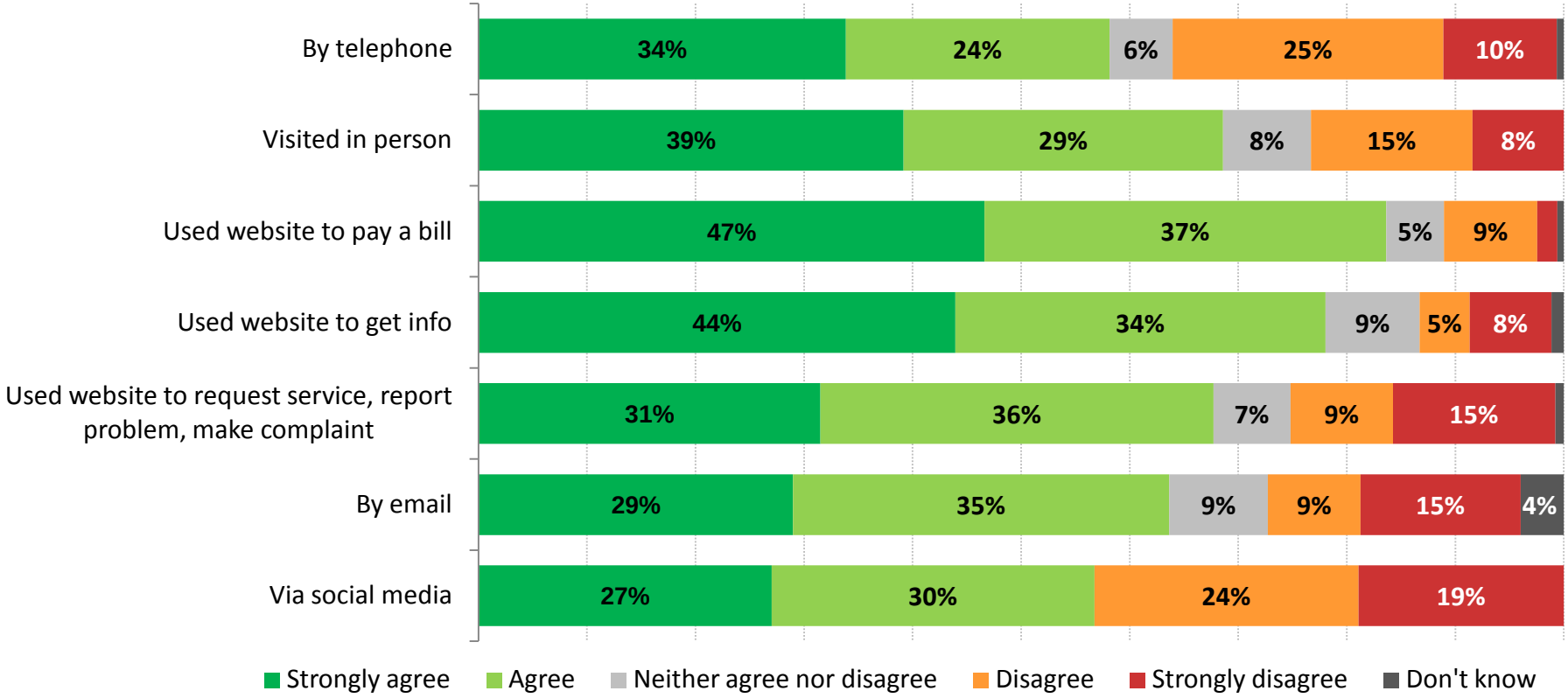
Contacting the Council



Contacting the Council



Resolution of query by most recent contact

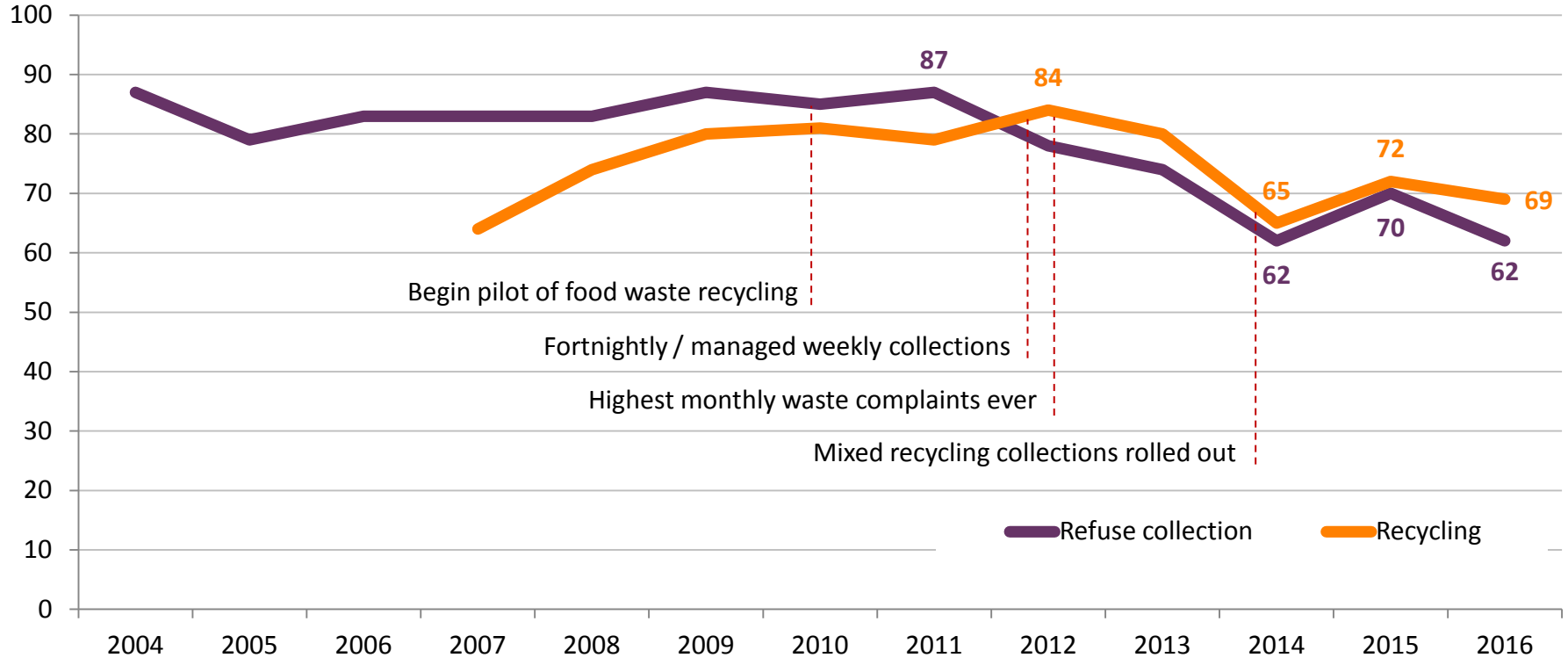


edinburgh people survey

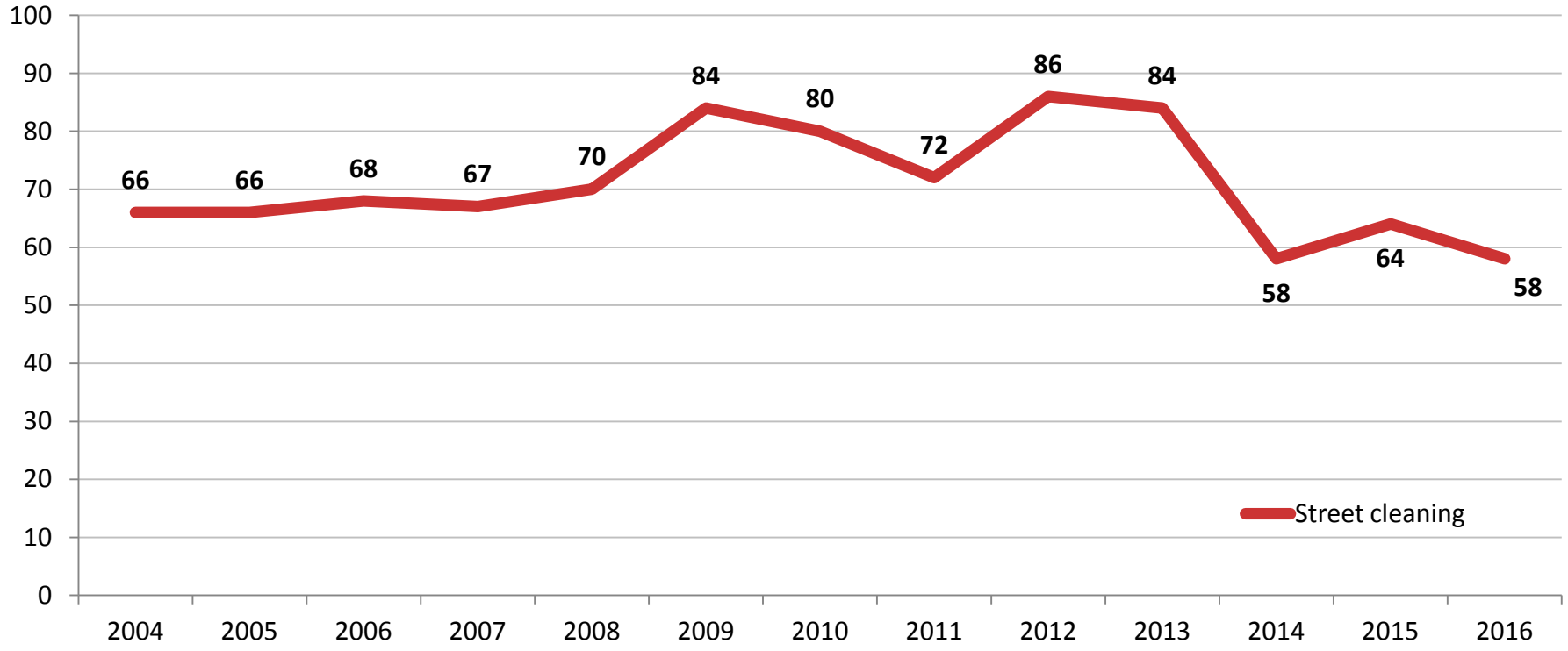
2016

citizen services

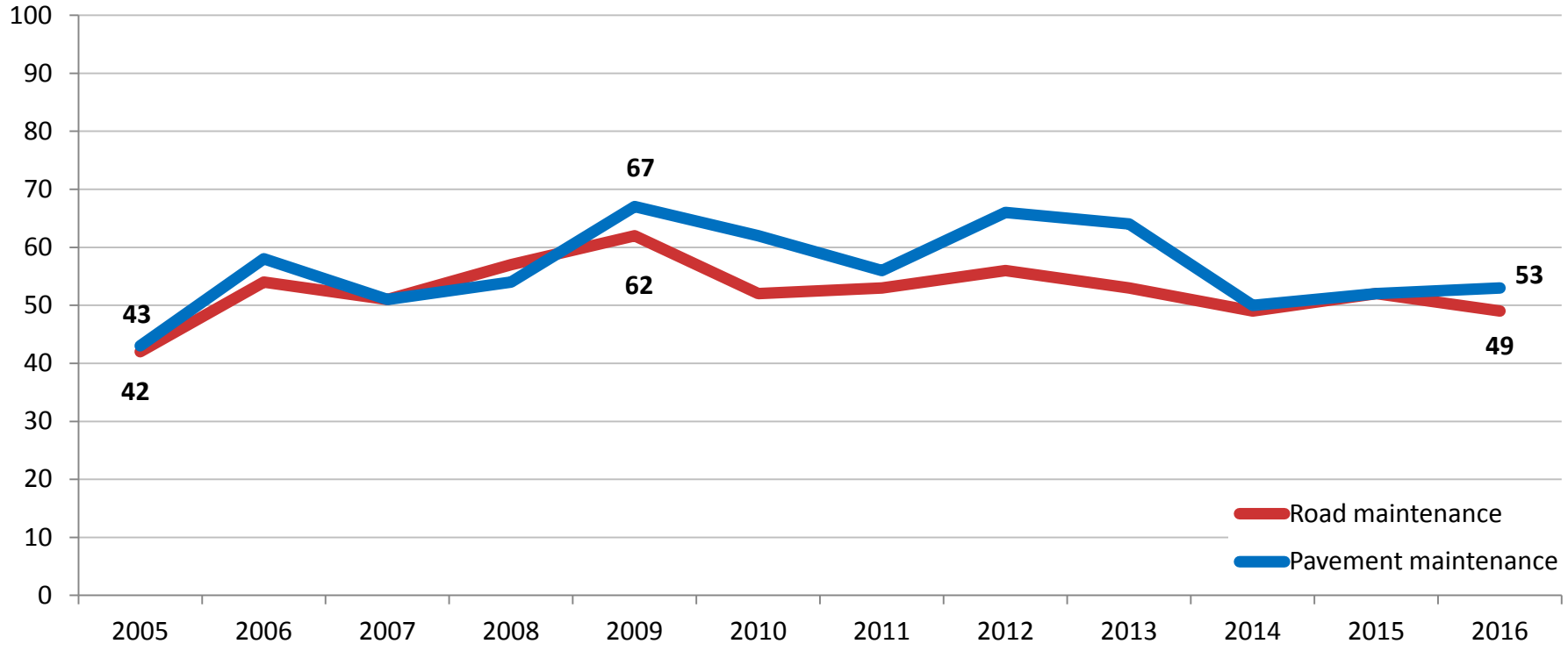
Refuse collection and recycling



Satisfaction with street cleaning

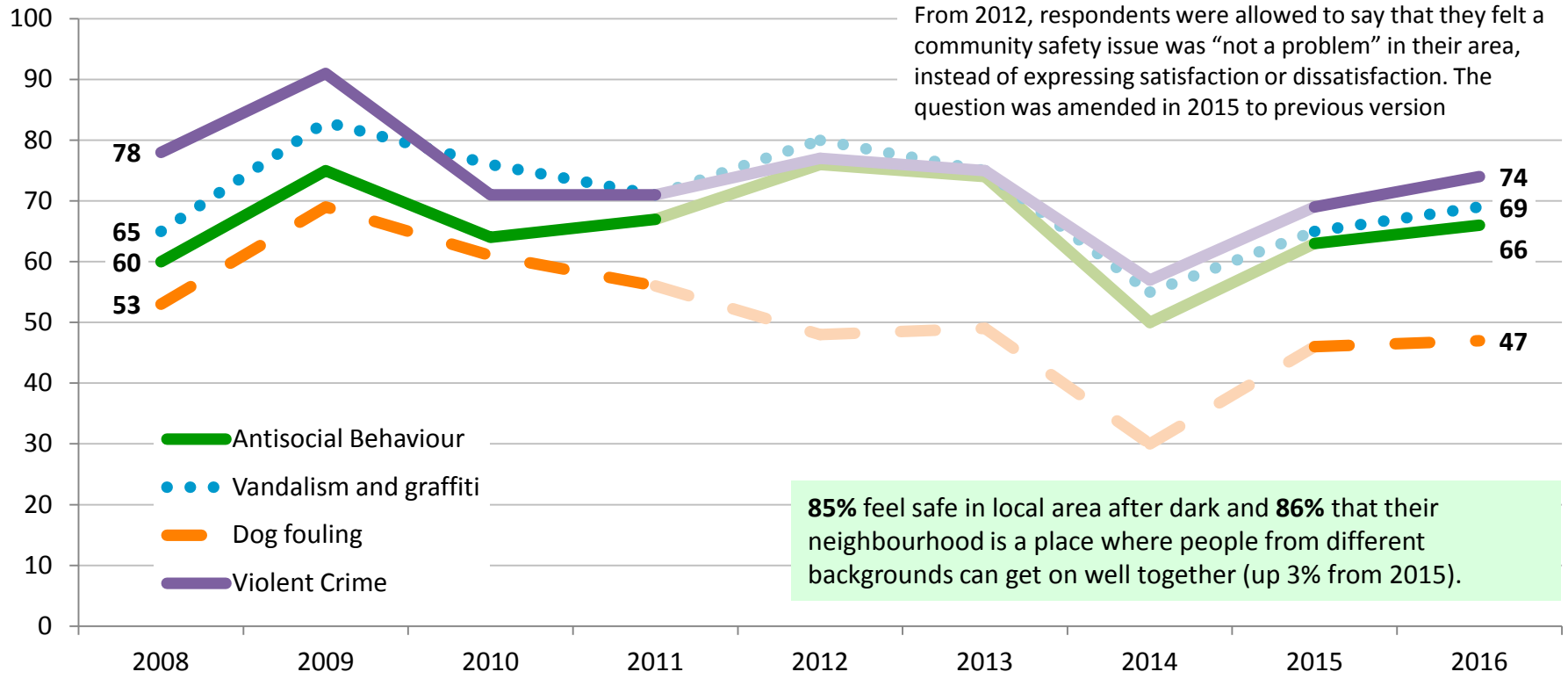


Satisfaction with road and pavement maintenance



edinburgh people survey 2016 community safety

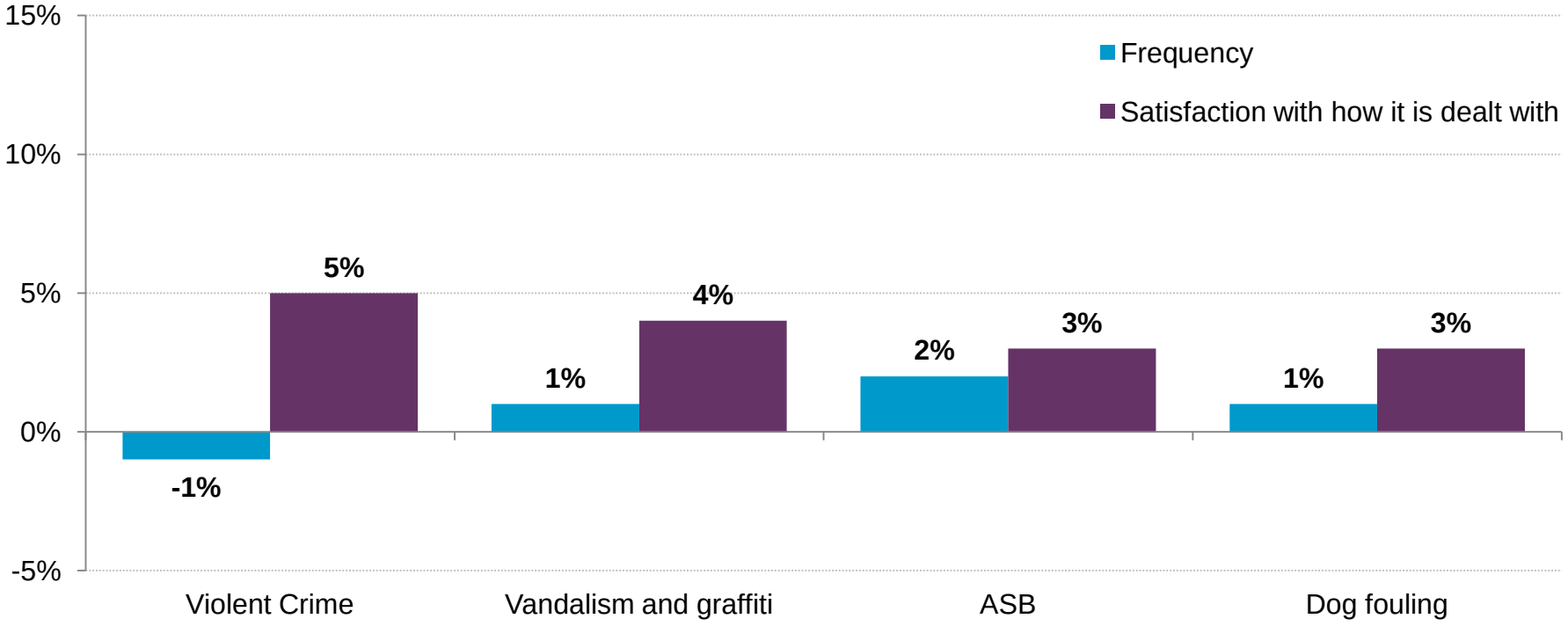
Satisfaction with handling of community safety issues



From 2012, respondents were allowed to say that they felt a community safety issue was “not a problem” in their area, instead of expressing satisfaction or dissatisfaction. The question was amended in 2015 to previous version

85% feel safe in local area after dark and **86%** that their neighbourhood is a place where people from different backgrounds can get on well together (up 3% from 2015).

Community Safety (change from 2015 to 2016)

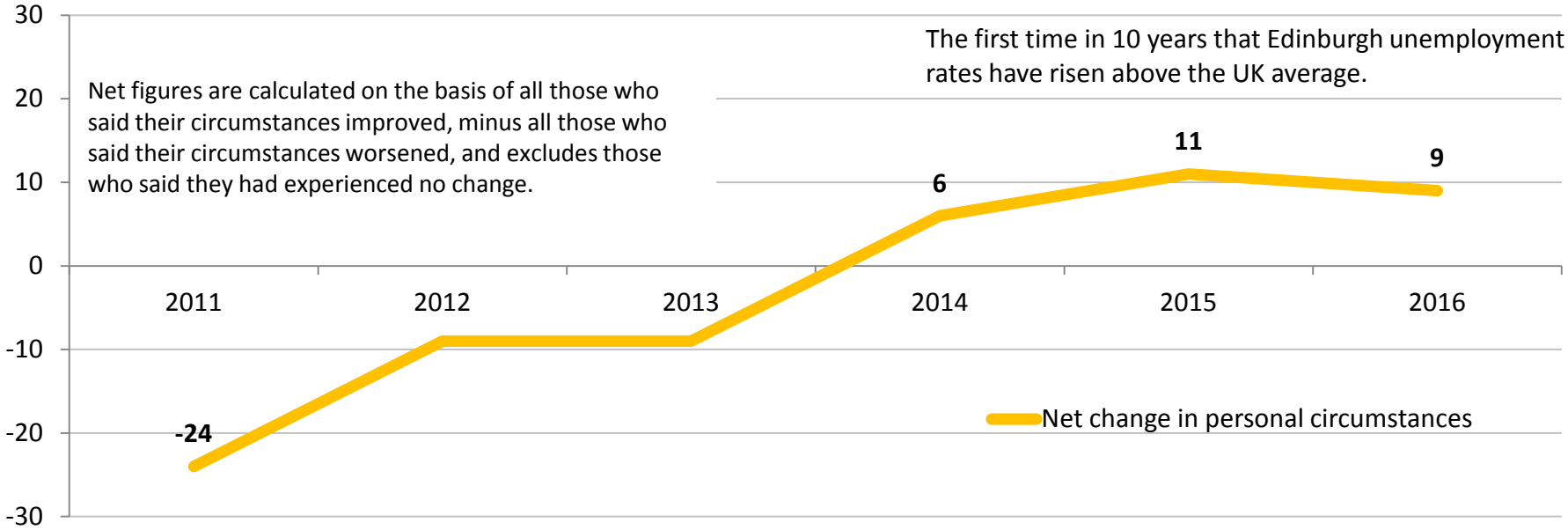


edinburgh people survey

2016

quality of life

NET change in personal finances



Unemployment rose in 2016. **5.4%** of Edinburgh working age, economically active residents were unemployed same as Scottish average.
An increasing share of residents earn at rates below the Living Wage.

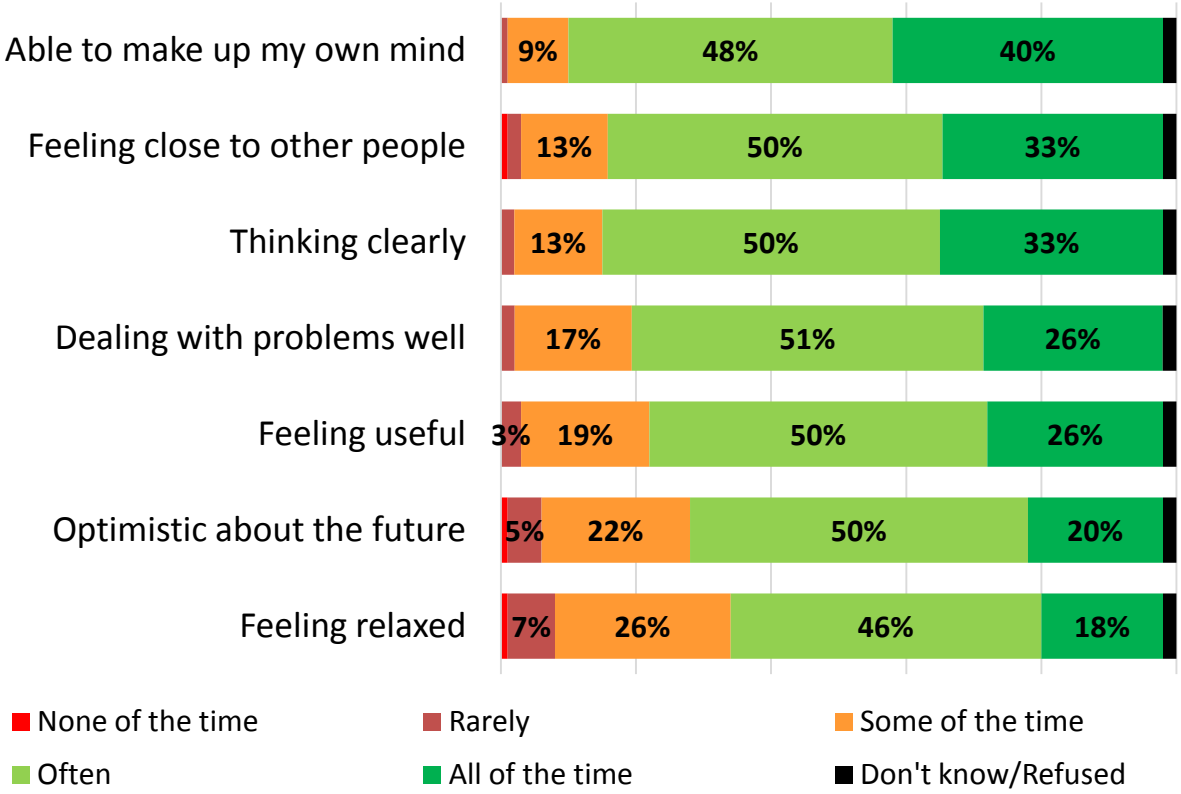
Edinburgh wages remain high in a Scottish context, but real terms growth is slow
Wage growth is weakest for the lowest earnings. Edinburgh gross weekly earnings, for the lowest 20% earners, fell from £242 in 2013 to £236 in 2015.

Wellbeing as measured by SWEMWBS

- The 2016 EPS survey included the short (7 statement) version of the Warwick-Edinburgh Mental Well-being Scale (SWEMWBS), a scale for assessing positive mental health.
- Responses to these statements are shown in the following chart. The responses are then scored and weighted, generating an overall score from 7 to 35 – higher scores indicating positive mental health and wellbeing.
- The overall SWEMWBS score for the EPS sample is 25.9.

The Warwick-Edinburgh Mental Well-being Scale was funded by the Scottish Executive National Programme for improving mental health and well-being, commissioned by NHS Health Scotland, developed by the University of Warwick and the University of Edinburgh, and is jointly owned by NHS Health Scotland, the University of Warwick and the University of Edinburgh.

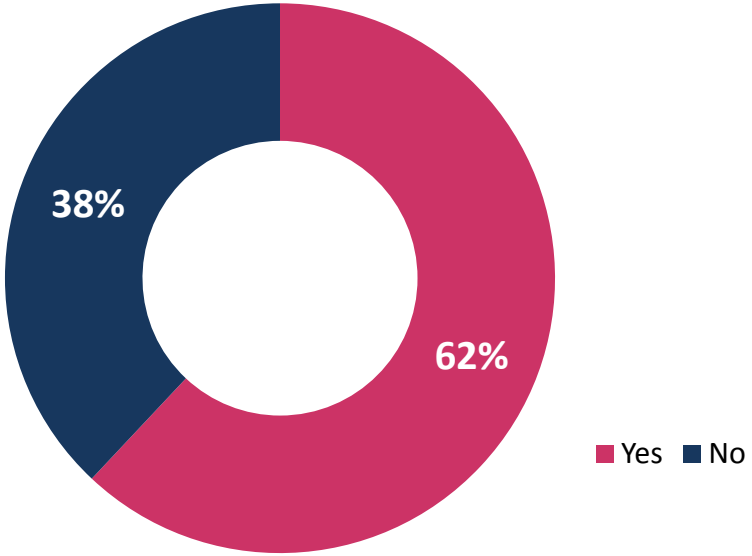
Mental wellbeing score of 25.9 (SWEMWBS)



- A majority of residents gave positive responses to the SWEMWBS statements.
- SWEMWBS scores were broadly consistent across age, gender and ethnicity.
- Unemployed respondents had a lower score than others (23.2), as did those with a disability or long term health issue (23.8).

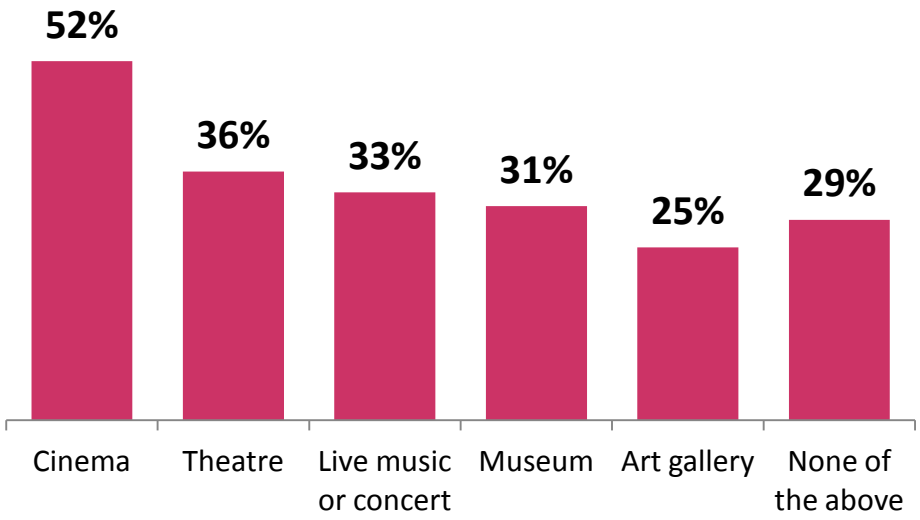
edinburgh people survey 2016 culture and sport

62% attended a festival in Edinburgh last 2 years



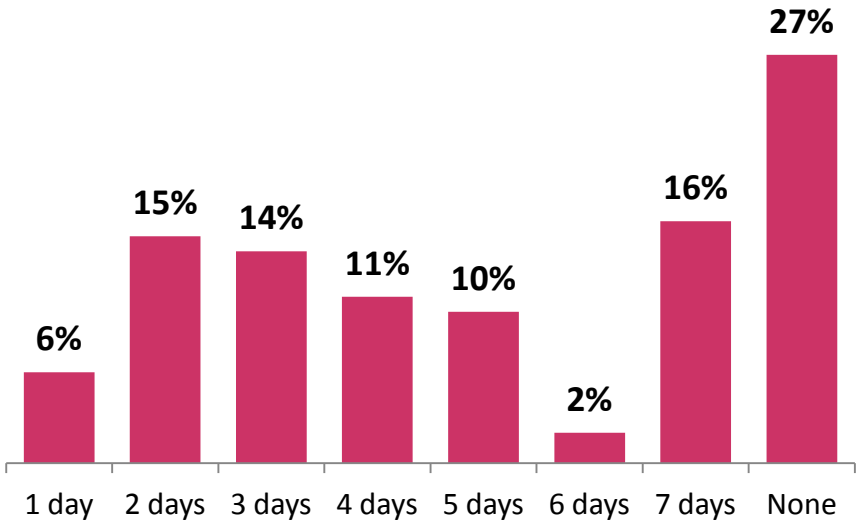
- Attendance at festivals has remained consistent with 2015 (63%), and is higher than 2014 (58%).
- The highest levels of attendance at festivals were noted amongst 25 to 44 year olds (71%). Attendance was also higher among those working full time (71%), self-employed residents (72%) and students (70%).
- 80% of participants believe the festivals make Edinburgh a better place to live, which is similar to 2015 (78%).

71% have attended a cultural event or venue in the last year (outside of Festivals)



- Attendance at different types of cultural activity has remained broadly consistent with 2015 results (73%).
- 43% of participants had not been to any theatre, live music, museum or art gallery in the last year.
- Those least engaged in cultural activity include unemployed people (49%), retired people (51%), men (51%), older age groups (50% of over 65s) and people with a health problem/disability (54%).

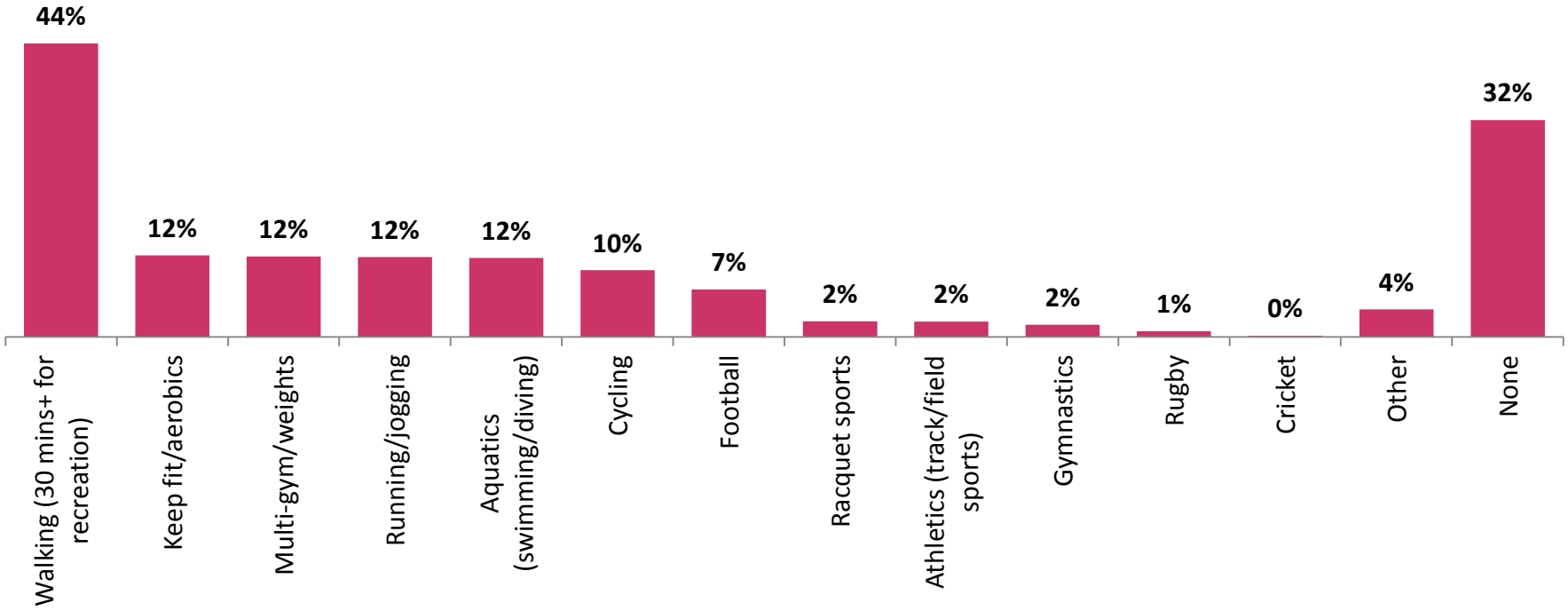
73% have undertaken physical activity in last week



- 73% of respondents had exercised on at least one day in the last week. This is an increase from 2015 (71%) and 2014 (69%).
- The average number of days spent exercising across the total sample was 2.9.
- 28% of participants reported that they were meeting the standard of 30 minutes of exercise at least five days a week.
- Those most likely to have exercised were 16-24s / students (87%), people with children at home (78%) and those who do not have a health problem/disability (77%).

Type of physical activity

68% engaged in at least one of the following activities in last 4 weeks



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