

EAST AYRSHIRE COUNCIL

CABINET: 19 NOVEMBER 2008

EAST AYRSHIRE COMMUNITY PLANNING RESIDENTS' SURVEY 2008

Report by the Depute Chief Executive/Executive Director of Corporate Support

1. PURPOSE OF THE REPORT

- 1.1 To present to Members the findings of the East Ayrshire Community Planning Residents' Survey (Survey) 2008.

2. BACKGROUND

- 2.1 The then Community Planning Core Partners' Group, at its meeting of 3 November 2004, agreed to jointly carry out community consultation and engagement exercises, where possible. A paper setting out the requirements of the Local Government in Scotland Act 2003, detailing the steps being taken to ensure effective community consultation and engagement in the Community Planning process, was presented to and noted by the Policy and Resources Committee on 25 November 2004.
- 2.2 To avoid duplication of activity, Community Planning Partners agreed to commission a Community Planning Residents' Survey (four-yearly) commencing 2005/06. Subsequently, Lowland Market Research was appointed to undertake the first Residents' Survey in 2005.
- 2.3 At the Community Planning Core Partners' Group meeting of 11 December 2007, Partners endorsed the proposal to ensure the continued relevance of data, to increase the frequency of the Residents' Survey from four-yearly to three-yearly and, consequently, to commission a Residents' Survey in 2008.

3. EAST AYRSHIRE COMMUNITY PLANNING RESIDENTS' SURVEY 2008

- 3.1 The purpose of the Residents' Survey 2008 is to provide an increased understanding of the local priorities and views of residents on public service provision/satisfaction; and to gain data for, and undertake, a comparison with the findings of the Residents' Survey implemented in 2005.
- 3.2 Following the commissioning process, Lowland Market Research was awarded the contract to undertake the East Ayrshire Residents' Survey 2008, which was concluded in September 2008.
- 3.3 Between June and September 2008, a face-to-face survey of a cross-section of 2,000 East Ayrshire residents was conducted. In addition, steps were taken to ensure that within the overall total an appropriate percentage of potentially excluded residents, including young people (over 16) and people with a disability, was surveyed.
- 3.4 A summary of the Survey findings is attached at Appendix 1. A full copy of the Survey data is available at the Members Information Point.

4. DISSEMINATION OF RESULTS

4.1 As part of the contractual arrangements, Jeremy Quinn, Lowland Market Research presented top-line results from the Residents' Survey 2008 to the Community Planning Partnership Board on 18 September 2008.

4.2 In addition, the key results from the Residents' Survey 2008 were presented by Lowland Market Research on 6 November 2008 at East Ayrshire Council Headquarters. Invitations to the presentation were extended to the following:

- Community Planning Partnership Board;
- Community Planning Joint Officers' Group;
- Elected Members;
- Executive Directors, East Ayrshire Council;
- Community Planning Research, Information and Performance Group; and
- Community Planning Consultation Steering Group.

4.3 Within East Ayrshire Council, it is proposed that the data be made available as follows:

- through the Community Planning web pages on the staff intranet, highlighted initially on the "What's New" section;
- via CD rom; and
- through the distribution of the Residents' Survey report to Executive Directors.

4.4 Glossy copies of the Residents' Survey Results Report will be printed in December 2008 for circulation as outlined at 4.5.

4.5 Community Planning Partners propose to release the results of the Residents' Survey to members of the public as follows:

- by making the final Residents' Survey report available through local offices and libraries;
- by forwarding hard copies of a summary of the Residents' Survey results to interested Residents' Survey respondents;
- by distributing the Residents' Survey report to the Federations of Community Groups;
- by distributing the Residents' Survey report to Community Councils;
- through the publication of the Residents' Survey report on the Community Planning website;
- through the publication of an 'A Quick Word About' document;
- through inclusion in Community Planning Partner newsletters; and
- through press releases in local newspapers.

5. FINANCIAL IMPLICATIONS

5.1 The overall cost of the Residents' Survey was £37,450 which was jointly funded by core Community Planning Partners.

6. POLICY IMPLICATIONS

- 6.1 The Local Government in Scotland Act 2003 sets out the requirement on Community Planning Partners to ensure effective consultation and engagement in the Community Planning process.

7. LEGAL IMPLICATIONS

- 7.1 Nil

8. COMMUNITY PLANNING IMPLICATIONS

- 8.1 The Community Planning Residents' Survey 2008 provides information on the demographics of the East Ayrshire population and an increased understanding of local priorities and the views of residents on public service provision/satisfaction. The data will inform the ongoing review and development of the Community Plan thematic Action Plans, and the Single Outcome Agreement and associated activity. In addition, by implementing the Survey on a three-yearly basis comparison can be made with previous surveys and in the future trends established.

9. RECOMMENDATIONS

- 9.1 The Cabinet is requested to:

- i) note the findings of the East Ayrshire Community Planning Residents' Survey;
- ii) endorse the proposal for the distribution of the Residents' Survey data as detailed at paragraphs 4.2 and 4.5 of the report; and
- iii) otherwise, note the content of the report.

Elizabeth Morton

Depute Chief Executive/Executive Director of Corporate Support

3 November 2008

BACKGROUND PAPERS

The Local Government in Scotland Act, 2003 Community Planning: Advice Notes
East Ayrshire Community Planning Partners' Residents' Survey Tender Brief February
2008

Members wishing further information on this report should contact Gwen Barker,
Community Planning and Partnership Manager, on 01563 554602.

IMPLEMENTATION OFFICER: Elizabeth Morton, Depute Chief Executive/Executive
Director of Corporate Support

EAST AYRSHIRE COMMUNITY PLANNING RESIDENTS' SURVEY SUMMARY RESULTS

Methodology

- Face to face interviewing
- 40-50 minute in home interview
- Quota sampling based on:
 - Multi-Member Wards;
 - Gender;
 - Age;
 - Working Status; and
 - 0-30% data zones.

Margins of Error

95% confidence intervals

Number of Respondents	Margin of Error
2000	+/- 1.7%
1000	+/- 3%
400	+/- 5%
250	+/- 7%
100	+/- 10%

Respondent Profile: Multi-Member Wards

Multi-Member Wards	Number of Interviews	% of Survey Interviews	% that the area accounts for of the total East Ayrshire Population
Annick	200	10%	9%
Ballochmyle	240	12%	12%
Cumnock and New Cumnock	240	12%	12%
Doon Valley	200	10%	10%
Irvine Valley	240	12%	13%
Kilmarnock East and Hurlford	240	12%	13%
Kilmarnock North	200	10%	9%
Kilmarnock South	200	10%	9%
Kilmarnock West and Crosshouse	240	12%	13%

Respondent Profile: Status

- Employed FT/PT 49%
- Unemployed 5%
- Student 6%
- Sick/Disabled 22%
- Looking after home 6%
- Retired 17%

Length of time living in East Ayrshire

- up to 5 years 11%
- between 5 and 20 years 16%
- over 20 years 72%
- don't know 1%

What is your preferred method of contact with Community Planning Partners?

Preferred Method	Last Contact	Preferred
In person at an office	14%	23%
By letter	4%	6%
Through email	1%	1%
Via the website	2%	9%
By telephone	42%	61%
Never contacted/can't remember	37%	

What was your main reason for contacting Community Planning Partners?

Main Reason	2005	2008
To request a service	36%	46%
To request action	21%	22%
To make an enquiry	19%	14%
To make a payment	6%	4%
To make a complaint about a service	5%	3%
To get information or advice about a service	4%	5%
To make a complaint about something else (e.g. a noisy neighbour)	4%	2%
To get general information or advice	2%	2%
To make an application (e.g. for housing benefit)	1%	1%
On a business-related matter	1%	0%
In response to a communication	1%	1%

How satisfied or dissatisfied were you with the treatment you received on your most recent contact with Community Planning Partners?

- 66% very or fairly satisfied with treatment on last contact
- 86% state that contacting partner was very or fairly easy

Satisfaction levels with services

% of respondents being either Fairly Satisfied or Very Satisfied

	2005	2008
• Local doctor (GP)	90%	90%
• Hospitals	80%	89%
• Libraries	74%	81%
• Ambulance service	73%	80%
• Street lighting	80%	79%
• Recycling (glass, paper, etc.)	79%	75%
• Local primary school	67%	75%
• Local council offices	71%	75%
• Fire service	72%	72%
• Refuse collection	77%	69%

Dissatisfaction with services

% of respondents being either Fairly Satisfied or Very Satisfied

	2005	2008
• Youth clubs/groups/services	46%	55%
• Dog fouling/warden	49%	47%
• Repairs to roads and footpaths	34%	45%
• Parks, playparks, open spaces	46%	29%
• Swimming pool, leisure facilities	35%	28%

PROMOTING COMMUNITY LEARNING

What educational/vocational qualifications do you have?

Educational Qualifications

	2005	2008
• None	41%	46%
• Higher Grades	10%	9%
• City and Guilds	9%	6%
• HNC/HND	9%	6%
• 71% have not taken part in any training or learning experience in past 2 years.		
• 20% have, leading to a qualification and 9% not leading to a qualification.		
- 38% of 16-24 year olds have undertaken training or learning.		
- 1% of 65+ year olds have undertaken training or learning.		

Where did your training or learning take place?

Location of Learning or Training

	2005	2008
• Work	36%	40%
• College/University	47%	37%
• School	6%	5%
• Community centre	4%	5%
• Community learning Centre	3%	2%
• Local Library	2%	1%
• Other	2%	10%

What issues prevent you seeking employment, training or learning?

Issues that prevent people from seeking employment, training or learning

	2005	2008
• None	69%	75%
• Ill health	14%	15%
• Caring responsibilities	7%	7%
• Lack of suitable jobs	4%	3%
• Lack of relevant work experience	3%	1%

IMPROVING OPPORTUNITIES

If you have a job, how do you normally travel to work?

	2005	2008
• Car, driver	65%	68%
• Walk	13%	11%
• Car, passenger	9%	10%
• Bus	10%	8%
• Train	2%	1%

How far do you travel?

Distance	2005	2008
Less than 1 mile	15%	16%
1 to 3 miles	18%	20%
3 to 5 miles	11%	12%
5 to 8 miles	16%	11%
8 to 15 miles	15%	15%
15+ miles	25%	26%

Access to transport - How many vans or cars do you have in your household for private use?

	2005	2008
None	32%	34%
1	49%	43%
2	16%	18%
3+	3%	5%

- 34% have no access to a van or car for private use, rising to 49% of 65+ years respondents and 46% of respondents in 0-15% data zones
- 33% require public transport to access health services – 43% of 65+ respondents

IMPROVING THE ENVIRONMENT

- 64% would like more leisure, sports and cultural facilities
- Mostly facilities for young people
 - Swing parks
 - Youth clubs
 - Other services for young people.

How proud do you feel about living in your neighbourhood in East Ayrshire?

- 80% of respondents selected a smiling face, 6% choosing a sad face
- 16-24 year olds – 8% select a sad face
- Kilmarnock West and Crosshouse – 9% select a sad face.

What aspects of this immediate neighbourhood, if any, do you particularly like?

	2005	2008
• Good neighbours	64%	56%
• Friendly people	66%	53%
• Quiet/peaceful	55%	45%
• Good street lighting	37%	27%
• Area well maintained	39%	26%

What aspects of this immediate neighbourhood, if any, do you particularly dislike?

	2005	2008
• Young people hanging about/ nothing for young people to do	43%	34%
• Nowhere for children to play	26%	23%
• Drug abuse	21%	21%
• Fast/speeding traffic	24%	20%
• Problems with dogs	22%	16%
• Poor local leisure facilities	21%	14%

In terms of life, do you consider your town or village to be a good place to live?

	2005	2008
Very good	32%	26%
Fairly good	51%	46%
Neither/Nor	8%	15%
Fairly poor	5%	7%
Very poor	4%	6%

- 72% think that the quality of life is very or fairly good.
- 21% state that there should be areas protected from development
 - Public parks
 - Green areas
 - Green belt
 - Open spaces
 - Dean Castle and Country Park.

Which items has your household recycled from home in the last month?

	2005	2008
• Newspapers/Cardboard	87%	88%
• Cans	82%	87%
• Bottles/Glass	87%	86%
• Garden/green waste	76%	71%
• Clothes	51%	57%
• Household goods	42%	56%
• Plastic bottles	31%	44%
• None of these	5%	2%

IMPROVING COMMUNITY SAFETY

In your opinion, how good a job do you think the police are doing in your local community?

- 63% state that Police are doing a fair or better job
- When last saw a Police Officer

	2005	2008
▪ Most days	14%	13%
▪ At least once a week	36%	24%
▪ At least once a month	18%	20%
▪ At least once every 2-3 months	8%	16%
▪ Less frequently than once every 2-3 months	10%	17%
▪ Have not seen one in the last 12 months	11%	10%

How worried are you about the following?

- Top 5 crimes people are worried about

	2005	2008
▪ Having your home broken into	49%	39%
▪ Being robbed	45%	34%
▪ Being the victim of property crime (not car related)	47%	34%
▪ Personal safety of your children	37%	28%
▪ Having your car damaged by vandals	42%	27%
- Feel threatened by crime – 81% state not at all or not very much and 4% had been a victim of crime.

Do you have a smoke alarm in your property?

	2005	2008
Yes 1 year alarm	26%	28%
Yes 10 year alarm	17%	19%
Yes mains electric alarm	33%	33%
Yes, but don't know type of alarm	20%	18%
No	4%	2%

- 98% have a smoke alarm
 - 69% test it monthly or more often and 31% never test it
 - 69% change the battery when the alarms beeps
 - 67% know what a fire plan is, 87% say they have made one and members of their household are aware of what they should do in event of a fire.

IMPROVING HEALTH

How would you say your health has been on the whole, over the last 12months?

	2005	2008
Good	56%	50%
Fairly good	28%	29%
Not good	16%	21%

- 70% state that in general their health is good or better
- 34% state they have a long term limiting illness or disability. Rising to 54% of people 65+ years
- 14% state that their health limits them a lot, rising to 54% of people 65+ years.

How much has your health affected your ability to carry out a range of activity over the last 12 months?

- 27% have accomplished less than they would have liked due to physical health
- 20% have accomplished less than they would have liked due to emotional problems
- 59% felt calm or peaceful all or most of the time over the past 4 weeks
- 6% felt downhearted and blue most or all of the time
- 23% stated that physical health or emotional problems interfered with their social activities some of the time or more often.

Men's Health - Have you visited your GP or practice nurse for any of the following over the past 12 months?

	2005	2008
Blood pressure check	58%	57%
Cholesterol check	---	47%
Testicular check	30%	38%
Prostate check	27%	34%

- Generally, older men are having these checks – 74% of 65+ years having a prostate check
- About 90%+ would have checks carried out in future
- Main reason for not having checks is fear of the possible outcomes (37%), being too young (26%).

ELIMINATING POVERTY

- 11% are carers – rising to 15% of people aged 45-54 years

What do you think could be done to improve the quality of life for carers?

	2005	2008
• More financial support	59%	64%
• More recognition	51%	53%
• More information for carers on support agencies and networks	43%	38%
• More support from employers	34%	19%

Awareness of Credit Union services

- 41% aware of services provided by credit unions
- 11% currently use credit union services
- 11% said they would be interested in finding out more about credit union services
- 94% have a bank or building society account.

Access to e-mail and internet

- 57% have the use of a computer at home
- Peaks at 69% of respondents aged between 35 and 44 years (often with school age children)
- 22% have access to email and internet outside home
 - 49% work
 - 27% library
 - 10% college/university
 - Uses of the internet
 - 70% gathering information
 - 60% leisure interests
 - 41% purchasing items
 - 38% learning
 - 30% e-business

	2005	2008
Broadband	63%	96%
Dial up	34%	4%
Cable	1%	0%
Don't know	2%	--

Roads and Transportation

How would you rate the condition of the following roads?

Percentage rating the condition of the roads as poor:

	2005	2008
• Town centre roads	24%	41%
• Residential/scheme roads	26%	45%
• Rural main roads	28%	54%
• Rural side roads	33%	57%

How would you rate the condition of the following pavements?

Percentage rating the condition of the pavements as poor:

	2005	2008
• Town centre	17%	15%
• Residential areas	20%	20%

Kilmarnock Town Centre

How often do you shop in Kilmarnock Town Centre?

	2005	2008
• Always	5%	9%
• Frequently	29%	25%
• Sometimes	28%	25%
• Rarely	23%	25%
• Never	15%	16%

How would you rate Kilmarnock Town Centre in terms of attractiveness or general appearance?

	2005	2008
• Excellent	1%	0%
• Good	7%	6%
• Satisfactory	19%	26%
• Fair	27%	22%
• Poor	41%	46%
• Don't know	5%	

How would you rate the range of shops and goods available in Kilmarnock Town Centre?

	2005	2008
• Excellent	0%	0%
• Good	5%	5%
• Satisfactory	17%	23%
• Fair	25%	21%
• Poor	46%	51%
• Don't know	7%	