

EAST AYRSHIRE COUNCIL

POLICY AND RESOURCES COMMITTEE: 8 FEBRUARY 2006

EAST AYRSHIRE COMMUNITY PLANNING RESIDENTS' SURVEY AND RESIDENTS' PANEL

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

1. PURPOSE OF REPORT

- 1.1 To present to Members the findings of the 2005 East Ayrshire Community Planning Residents' Survey (Survey) and provide a progress report in respect of the proposed Resident's Panel.

2. BACKGROUND

- 2.1 The Community Planning Core Partners' Group at its meeting of 3 November 2004, agreed to jointly carry out future community consultation and engagement exercises, where possible. A paper setting out the requirements of the Local Government in Scotland Act, 2003, and 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;
 - establish a representative Residents' Panel and related Geographic Focus Groups (utilised routinely, minimum twice per annum);
 - establish an annual Consultation Plan, Screening Group and operating arrangements linked to Public Performance Reporting (PPRg) Arrangements; and
 - establish a Citizens' Forum/question time event (convened every two years).
- 2.3 At Policy and Resources Committee on 12 April 2005, Members agreed to part finance the Residents' Survey and to consider the results of the Survey once completed.

3. RESIDENTS' SURVEY

- 3.1 The purpose of the Residents' Survey, which will be carried out four-yearly, is to gain an increased understanding of local priorities and views on public service provision/satisfaction and establish baseline data to inform the Community Plan's Thematic Action Plans and the Regeneration Outcome Agreement.

- 3.2 Lowland Market Research was commissioned to undertake the Residents' Survey. Between August and October 2005, a face-to-face survey of a cross-section of 2,000 East Ayrshire residents was carried out. In addition, steps were taken to ensure that within the overall total, an appropriate percentage of potentially excluded residents, including young people and people with a disability, were surveyed.
- 3.3 An interactive workshop, with representation from the Community Planning Joint Officers' Group (JOG), the Residents' Survey Working Group and Lowland Market Research, was held on 24 November 2005. Lowland Market Research presented the preliminary findings and staff from the JOG and Residents' Survey Working Group had an opportunity to comment and discuss the research outcomes.
- 3.4 A summary extract from the Survey findings are attached at the Appendix to the report. A full copy of the Survey data is available at the Members' Information Point.
- 3.5 As part of the contractual arrangements, Lowland Market Research has undertaken to deliver one further presentation on the Residents' Survey results. Community Planning Partners proposed that this presentation should be made to a joint meeting of Community Planning Core Partners' Corporate Management Teams scheduled for 16 February 2006.
- 3.6 Members of the Residents' Survey Working Group have been remitted to identify the most appropriate method within each of their respective local Core Partner organisations, to be tasked with disseminating the information to ensure that all staff members are aware of and have access to the Survey results.
- 3.7 Within East Ayrshire Council, after discussions at Corporate Management Team on 18 January 2006, 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 departmental Executive Directors.
- 3.8 Community Planning Partners propose to release the results of the Residents' Survey to members of the public in March 2006 as follows:
 - through the publication of the Residents' Survey report on the Community Planning pages hosted on East Ayrshire Council's website;
 - 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 interviewees, including Residents' Panel members;
 - by distributing the Residents' Survey report to the North and Coalfield Communities Federations;

- through inclusion in Community Planning Partner newsletters; and
- through press releases in local newspapers.

Ownership of Data

- 3.9 As agreed in the contract for the Residents' Survey, the ownership of the Residents' Survey data lies with Community Planning Partners who have irrevocable, non-exclusive, royalty-free licence to use, reproduce and rely on such documents of information for any purposes specified in the contract.

Data Analysis

- 3.10 Lowland Market Research has advised that further analysis of responses should, in the main, be confined to groups of responses with a minimum of 250 responses and ideally with upwards of 400 responses. On an East Ayrshire wide basis the numbers of interviews and proportions are significantly more robust.
- 3.11 Staff within the Council are currently analysing the Survey data and will utilise the data on an ongoing basis. However, it should be noted that any further analysis of the data carried out by Community Planning Partners should be used only for internal purposes and should not be publicised without prior consent of all Community Planning Partners.

4. RESIDENTS' PANEL

- 4.1 The purpose of the Residents' Panel is to gain an increased understanding of residents' views and increase community consultation in relation to the planning and development of services.
- 4.2 In addition to undertaking the Residents' Survey, Lowland Market Research was commissioned to recruit approximately one thousand representative Resident Panel members. Currently, one hundred and ninety five Residents' Panel members have been recruited through the Residents' Survey. A 'welcome' letter was sent to these members week commencing 12 December 2005.
- 4.3 In order to recruit the remaining panel members, a postal recruitment exercise has been carried out by Lowland Market Research, through which questionnaires were sent to 7,000 East Ayrshire residents in early January 2006. It is anticipated that this additional recruitment process will take 6-8 weeks.
- 4.4 Community Planning Partners propose that each year, panel members will be invited to participate in two written surveys as a minimum and one/two thematic or geographic focus groups, to explore identified strategic issues. Community Planning Partners will be invited to submit proposed topics in this regard for endorsement by the Community Planning JOG.
- 4.5 It has also been agreed that the current Residents' Survey Working Group members will be redesignated as the Consultation Steering Group and will meet on a quarterly basis, with responsibility for

planning and co-ordinating the programme of consultation with Panel members. The Community Planning and Partnership Unit (CPPU) will manage the Residents' Panel process, with day-to-day activity being co-ordinated by the Consultation and Engagement Co-ordinator.

- 4.6 The JOG will act as a Screening Group to endorse the programme of consultation.

5. FINANCIAL IMPLICATIONS

- 5.1 The overall cost of the Residents' Survey was £49,000, which was jointly funded from Community Planning Core Partners. The Council's contribution towards the Residents' Survey has been met from existing resources within the Department of Corporate Support.

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 None arising from this report.

8. RECOMMENDATIONS

- 8.1 The Policy and Resources Committee is asked to:
- i) note the findings of the 2005 East Ayrshire Community Planning Residents' Survey;
 - ii) note the progress in establishing a representative Residents' Panel;
 - iii) endorse the proposal for the distribution of the Residents' Survey data as detailed at paragraphs 3.7 and 3.8 of the report; and
 - iv) otherwise, note the content of the report.

Elizabeth Morton
Depute Chief Executive/Executive Director of Corporate Support
20 January 2006

BACKGROUND PAPERS

The Local Government in Scotland Act, 2003 Community Planning: Advice
Notes
East Ayrshire Community Planning Partners' Residents' Survey Tender Brief
February 2005

Members wishing further information on this report should contact John
Clayton, Head of Corporate Development and Communication on 01563
576165 or Gwen Barker, Community Planning and Partnership Manager, on
01563 554602.

IMPLEMENTATION OFFICER: John Clayton, Head of Corporate
Development and Communication

EAST AYRSHIRE COMMUNITY PLANNING RESIDENTS' SURVEY SUMMARY RESULTS

Methodology

- Face to face interviewing
- 40-50 minute in home interview
- Quota sampling based on
 - Local Committee Areas
 - Datazones
 - Age
 - Gender
 - Employment Status
 - Ethnicity
 - Disability

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: Local Committee Areas

Local Committee Areas	Number of Interviews	Percentage of Survey Interviews	Percentage that the area accounts for of the total E.A population
Northern	250	12.5%	13%
Kilmarnock North	250	12.5%	13%
Kilmarnock Central	250	12.5%	15%
Kilmarnock South	250	12.5%	10%
Irvine Valley	250	12.5%	16%
Cumnock Area	500	25%	24%
Doon Valley	250	12.5%	10%

Respondent Profile: Status

- Employed FT/PT 52%
- Unemployed 7%
- Student 4%
- Sick/Disabled 12%
- Looking after home 7%
- Retired 19%

Length of time living in East Ayrshire

- up to 5 years 9%
- between 5 and 20 years 19%
- over 20 years 70%
- don't know 2%

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

Preferred Method	Last Contact	Preferred
In person at an office	19%	22%
By letter	4%	3%
Through email	0%	1%
Via the website	1%	5%
By telephone	44%	63%
Never contacted/cant remember	32%	

What was your main reason for contacting Community Planning Partners?

- To request a service 36%
- To request action 21%
- To make an enquiry 19%
- To make payment 6%
 - Housing repair
 - Vandalism
 - Break in to home
 - Planning for porch
 - Refuse collection

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

- 75% very or fairly satisfied with treatment on last contact
- 92% state that contacting partner was very or fairly easy

Satisfaction levels with services

- Local Doctor 90%
- Hospitals 80%
- Street Lighting 80%
- Recycling 79%
- Refuse Collection 77%
- Public Transport 74%
- Libraries 74%
- Ambulance Service 73%
- Fire Service 72%
- Sewerage 72%

Dissatisfaction with services

- Dog fouling/warden 49%
- Youth clubs/groups/services 46%
- Parks, playparks, open spaces 46%
- Recreation and sports facilities 36%
- Swimming Pool, Leisure facilities 35%

Residents' Panel consultation

- 94% would like a postal questionnaire, 4% telephoned, 3% emailed.
- To three issues
 - Community Safety
 - Health
 - Environment
- 59% would like a brief summary of the findings of the survey.

Promoting Community Learning

What educational/vocational qualifications do you have?

Educational Qualifications

- None 41%
 - higher grades 10%
 - City and Guilds 9%
 - HNC/HND 9%
-
- 77% have not taken part in any training or learning experience in past 2 years.
 - 16% have, leading to a qualification and 7% not leading to a qualification.
 - 30% of 16-24 year olds have undertaken training or learning.
 - 4% of 65+ year olds

Where did your training or learning take place?

Location of Learning or Training

- College/University 47%
- Work 36%
- School 6%
- Local Library 4%
- Community centre 4%
- Community learning Centre 3%

What issues prevent you seeking employment, training or learning?

Issues that prevent people from seeking employment, training or learning

- Nothing/no answer 69%
- Ill health 14%
- Caring responsibilities 7%
- Lack of suitable jobs 4%
- Lack of relevant work experience 3%

IMPROVING OPPORTUNITIES

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

- Car, driver 65%
- Car, passenger 9%
- Walk 14%
- Bus 10%
- Train 2%

How far do you travel?

Distance	Employed	Unemployed
Less than 1 Mile	15%	18%
1 to 3 miles	18%	23%
3 to 5 miles	11%	25%
5 to 8 miles	16%	13%
8 to 15 miles	15%	21%
15+ miles	25%	

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

- 32% no access to a van or car for private use rising to 55% of 65+ years respondents and 40% of respondents in 0-15% data zones
- 96% live within a 5 minute walk of a bus stop
- 32% require public transport to access health services – 50% of 65+ respondents

IMPROVING THE ENVIRONMENT

- 65% would like more leisure, sports and cultural facilities
- Mostly facilities for young people
 - Play parks
 - Youth facilities
 - Youth clubs
 - Skate parks

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

- 81% of respondents selected a smiling face, 9% choosing a sad face
- 16-24 year olds – 12% select a sad face
- Kilmarnock North and South – 12% select a sad face

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

- Friendly people 66%
- Good neighbours 64%
- Quiet/peaceful 55%
- Safe area/low crime 42%
- Area well maintained 39%

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

- Young people hanging about/
nothing for young people to do 43%
- Nowhere for children to play 26%
- Fast/speeding traffic 24%
- Problems with dogs 22%
- Poor local leisure facilities 21%

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

- 83% think that the quality of life is very or fairly good.
- 39% state that there should be areas protected from development
 - Public parks
 - Green areas
 - Green belt
 - Open spaces
 - Dean Country Park

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

- Bottles/Glass 87%
- Newspapers/Cardboard 87%
- Cans 82%
- Garden/green waste 76%
- Clothes 51%
- Household goods 42%
- Plastic bottles 31%

IMPROVING COMMUNITY SAFETY

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

- 74% state that Police are doing a fair or better job
- When last saw a Police Officer
 - Most days 14%
 - At least once a week 36%
 - At least once a month 18%
 - At least once every 2-3 months 8%
 - Less frequently than once every 2-3 months 10%
 - Have not seen one in the last 12 months 11%

How worried are you about the following?

- Top 5 crimes people are worried about
 - Having your home broken into? 49%
 - Being Robbed? 46%
 - Being the victim of property crime (not car related)? 47%
 - Having your car stolen? 40%
 - Having your car damaged by vandals? 42%
- Feel threatened by crime – 80% state not at all or not very much and 3% had been a victim of crime.

Do you have a smoke alarm in your property?

- 96% have a smoke alarm
 - 66% test it monthly or more often and 25% never test it
 - 78% change the battery when the alarms beeps
 - 79% know what a fire plan is, 82% 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 12 months?

- 84% state that their health is good or fairly good
- 29% state they have a long term limiting illness or disability. Rising to 45% of people 65+ years
- 11% state that their health limits them a lot, rising to 59% of people 65+ years

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

- 25% have accomplished less than they would have liked due to physical health
- 18% have accomplished less due to emotional problems
- 67% felt calm or peaceful all or most of the time over the past 4 weeks
- 7% felt downhearted and blue most or all of the time
- 16% stated that physical health or emotional problems interfered with their social activities some of the time or more often.

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

- Blood pressure check 58%
- Testicular check 30%
- Prostate check 27%
 - Generally older men having these checks – 70% of 65+ years having a prostate check
 - About 90%+ would have checks carried out in future
 - Main reason for not having checks is being too young (64%), too embarrassed (14%)

ELIMINATING POVERTY

- 10% 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?

- More financial support 59%
- More recognition 51%
- More information for carers on support agencies and networks 43%
- More support from employers 34%

Awareness of Credit Union services

- 38% aware of services provided by credit unions
- 4% currently use credit union services
- 6% 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

- 47% have the use of a computer at home
- Peaks at 61% of respondents aged between 35 and 44 years (often with school age children)
- 63% broadband, 34% dial up
- 28% have access to email and internet outside home
 - 53% work
 - 25% library
 - 13% college/university
 - Uses of the internet
 - 54% leisure interests
 - 44% learning
 - 39% purchasing items

Roads and Transportation

How would you rate the condition of the following roads?

	Poor
• Town centre roads	24%
• Residential/scheme roads	26%
• Rural main roads	28%
• Rural side roads	33%

How would you rate the condition of the following pavements?

• Town centre	15%
• Residential areas	20%

How would you rate the time taken to carry out street lighting repairs?

• Excellent	7%
• Good	26%
• Satisfactory	41%
• Fair	13%
• Poor	7%
• Don't know	6%

Kilmarnock Town Centre

- Equal amounts of respondents feel that the evening economy should and should not be developed. (42% yes, 44% no)
- 49% of 16-24 years say yes, 27% of 65+ years say yes

How often do you shop in Kilmarnock Town Centre?

- Always 5%
- Frequently 29%
- Sometimes 28%
- Rarely 23%
- Never 15% (47% Doon Valley)

Reasons for not shopping in Kilmarnock Town Centre for non food items

- Poor choice
- Poor shops
- Parking difficult
- Prefer other places, Braehead, East Kilbride

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

- Excellent 1%
- Good 7%
- Satisfactory 19%
- Fair 27%
- Poor 41%
- Don't know 6%

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

- Excellent 1%
- Good 7%
- Satisfactory 19%
- Fair 27%
- Poor 41%
- Don't know 6%

December 2005