

RIBBLE VALLEY BOROUGH COUNCIL

REPORT TO POLICY AND FINANCE COMMITTEE

Agenda Item No 17

meeting date: 10 SEPTEMBER 2013
title: PERCEPTION SURVEY 2013
submitted by: DIRECTOR OF RESOURCES
principal author: PRINCIPAL POLICY AND PERFORMANCE OFFICER

1 PURPOSE

1.1 To inform committee of the results of the Perception Survey 2013.

1.2 Relevance to the Council's ambitions and priorities:

- Community objectives - The survey has been used to collect satisfaction and perception indicators and data which will be used to help
- Corporate priorities - inform the development of the Council's Corporate Strategy review. The Corporate Strategy sets out the Council's
- Other considerations - ambitions and priorities for the following years.

2 BACKGROUND

2.1 The Best Value General Household Satisfaction Survey was conducted in 2000, 2003 and 2006. This was replaced by the Place Survey which was conducted in 2009, with the intention of repeating every two years. In 2010 the coalition government removed the requirement for a biennial Place Survey. The majority of local authorities, however, saw a need for continuing to collect satisfaction and perception data.

2.2 The East Lancashire authorities that make up the Collaborative Research and Consultation Service (CRACS) now carry out a biennial survey based on the questions asked in the Place Survey in order to collect and track this information. This also allows comparison between authorities. Some additional questions are added by the individual authorities. The aim of the survey is to determine views on the local area, local public services and the local community.

2.3 Methodology

- A satisfaction survey designed to give indicative direction of travel
- The majority of questions asked as per Place Survey 2009
- The survey was undertaken with residents across the borough of Ribble Valley and was intended to be relevant to anyone living in the area.
- An eight page survey was posted to 425 citizen panel members and a further 536 e mail invitations were sent to panel members on 28th March. One reminder was sent on 23rd April, and the fieldwork ended on 7th May 2013.
- In total, 596 questionnaires were returned, giving an overall response rate of 62%.
- The data is weighted by age, gender and disability to reflect the overall population of Ribble Valley.
- The survey has a margin of error of +/- 4% at a 95 percent level of confidence. This means that if the survey was conducted 100 times, the data would be within 4 percentage points above or below the percentage reported in 95 of the 100 surveys. Typically 3% is considered to be a 'good' margin of error.

- The 2011 Perception Survey used the same methodology so results are directly comparable with the 2013 survey results.

2.4 The survey focused on the local area, well-being, service satisfaction, perceptions of the council and value for money. In order to provide the public with an opportunity to shape the area in which they live, the survey focuses on quality of life factors that make an area a desirable or undesirable place to live. In addition to citizen perspectives, the survey allows local authorities to continue to track some of the corporate image and service satisfaction data collected through the previous surveys.

3 FINDINGS

3.1 Initial results have been presented to Corporate Management Team (CMT). The full report of Ribble Valley's Perception Survey results, as prepared by CRACS, is attached at Appendix A. A summary is provided below.

3.2 Your local area

- Level of crime, health services and clean streets are the factors considered to be most important in making somewhere a good place to live
- Road and pavement repairs, dog fouling and activities for teenagers are the factors most in need of improvement
- 95% are very or fairly satisfied with their local area as a place to live

3.3 Your local public services

- 91% are very or fairly satisfied with the household refuse collection
- 85% for the recycling collection
- 49% are very or fairly dissatisfied with dog fouling
- 36% are very or fairly dissatisfied with planning
- 76% feel that RVBC provides good value for money (34% agree LCC provides value for money)
- 76% are very or fairly satisfied with the Council overall (49% satisfied with LCC)

3.4 Recycling services

- More than 9 in every 10 residents regularly recycle glass, cans, plastic and paper/cardboard
- For those that don't currently recycle, there appears to be a low demand/ appetite to take up recycling
- Awareness of additional materials (and frequency of recycling) that can be recycled at LCC's recycling centres is high

3.5 Information and customer service

- 98% feel very or fairly well informed about how and where to register to vote
- But only 53% feel informed about how they can get involved in local decision making
- 66% of those who have contacted the Council in the last 6 months have done so via telephone
- 19% of contacts have come via electronic means

- 73% were satisfied with their recent experience of contacting the council
- Printed publications are the preferred channel for receiving council information - namely the local press and Ribble Valley News

3.6 The local community

- 38% agree that they can influence local decisions
- 96% feel safe in their local area during the day
- 80% feel safe after dark
- 54% agree that the police and other public service providers are successfully dealing with ASB
- Over the last two years, 9% feel that crime has increased and 14% feel it has decreased

3.7 When comparing the 2011 survey results to the 2013 results (page 25):

- In 31.6% of the comparable questions satisfaction has been seen to improve
- In 68.4% of the comparable questions satisfaction has stayed roughly the same
- There were no declines in satisfaction

3.8 When comparing Ribble Valley's results with similar surveys conducted in other Lancashire authorities satisfaction with services is higher across the board in all but the following areas:

- Ribble Valley received the lowest satisfaction with sport/leisure facilities
- Satisfaction with parks and open spaces was also low in comparison
- When looking at feelings of safety in the local area after dark and during the day Ribble Valley's results were second highest behind Wyre BC.

4 RISK ASSESSMENT

4.1 The approval of this report may have the following implications

- Resources - Analysis and report writing was done by the Citizen Panel Coordinator post which is covered by our annual contribution to the CRACS partnership
- Technical, Environmental and Legal – None
- Political - None
- Reputation – Positive results have already been used in communications with staff i.e. Backchat, and Staff meetings and will be used in communications with the public i.e. Autumn edition of Ribble Valley News

4.2 Equality & Diversity - In order to ensure that the survey reached people in all sections of the community, respondents were asked to provide information about themselves including their gender, age, disability and ethnicity. The breakdown of respondents by these demographic groups is provided in section 3 of the report. For each question in the survey, comparisons were made between different sub-groups of respondents (namely gender, age, disability and geographic area) to look for statistically significant differences in opinion. Statistically valid differences between sub-groups are described in the main body of the report. Some groups cannot be included in the sub-group analysis as there were too few respondents to allow statistically significant results (e.g. young people and ethnic minorities). There is an opportunity to use the survey results in an equality impact

assessment to ensure that there are no specific groups who feel less satisfied/ less able to access council services.

5 CONCLUSION

- 5.1 Corporately these are some very encouraging results. We now have the opportunity to make the most of the data available and a chance to link the findings to our decision-making processes and our Strategic Planning.

PRINCIPAL POLICY AND
PERFORMANCE OFFICER

DIRECTOR OF RESOURCES

PF35-13/MH/AC
12 August 2013

BACKGROUND PAPERS

For further information please ask for Michelle Haworth, extension 4421.

Perception Survey Report 2013



Ribble Valley
Borough Council

www.ribblevalley.gov.uk



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1 Executive Summary

The Ribble Valley Borough Council perception survey 2013 was undertaken with residents across the borough of Ribble Valley. The aim of the survey was to determine views on the local area, local public services and the local community.

An eight page survey was posted to 425 citizen panel members and a further 536 e mail invitations were sent to panel members on 28th March. The fieldwork ended on 7th May 2013. In total, 596 questionnaires were returned, giving an overall response rate of 62%.

1.1 Your local area

- Level of crime, health services and clean streets are the factors considered to be most important in making somewhere a good place to live
- Road and pavement repairs, dog fouling and activities for teenagers are the factors most in need of improvement
- 95% are very or fairly satisfied with their local area as a place to live

1.2 Your local public services

- 91% very or fairly satisfied with the household refuse collection
 - 85% for the recycling collection
- But 49% are very or fairly dissatisfied with dog fouling
 - 36% for planning
- 76% feel that RVBC provides good value for money
 - 34% agree LCC provides value for money
- 76% are very or fairly satisfied with the Council overall
 - 49% satisfied with LCC

1.3 Recycling services

- More than 9 in every 10 residents regularly recycle glass, cans, plastic and paper/ cardboard
- For those that don't currently recycle, there appears to be a low demand/ appetite to take up recycling
- Awareness of additional materials (and frequency of recycling) that can be recycled at LCC's recycling centres is high

1.4 Information and customer service

- 98% feel very or fairly well informed about how and where to register to vote
 - But only 53% feel informed about how they can get involved in local decision making
- 66% of those who have contacted the Council in the last 6 months have done so via telephone
 - 19% of contacts have come via electronic means
- 73% were satisfied with their recent experience of contacting the council
- Printed publications are the preferred channel for receiving council information
 - Namely the local press and Ribble Valley News

1.5 The local community

- 38% agree that they can influence local decisions
- 96% feel safe in their local area during the day
 - 80% feel safe after dark
- 54% agree that the police and other public service providers are successfully dealing with ASB
- Over the last two years, 9% feel that crime has increased
 - 14% feel it has decreased

2 Background and Methodology

2.1 Background

Councils all over the country are faced with decisions about reducing many of their services and whether to charge for others, as a result of reductions in government funding.

To help make decisions about where limited resources should be targeted, Ribble Valley Borough Council undertook a survey to gather residents' views on the local area, public services, specific council services and the local community. The information from the survey will be used to gather the latest view as well as comparing changes in opinion/ need from previous surveys.

2.2 Objectives

The specific objectives of the survey are as follows:

- Understand current views of the local area
- Better understand usage of, and satisfaction with, Council services;
- Gather views on public service providers;
- Understand views on specific services (recycling, communication and customer service);
- Gather views on the local community

2.3 Methodology

The perception survey was sent by post to 425 panel members on 28th March 2013. A further 536 e mail invitations were sent to panel members on the same date. A reminder was sent on 23rd April, with a final closing date of 7th May.

In total 596 questionnaires were returned, giving an overall response rate of 62%. Of this total, 426 responses were received by post whilst 170 responses were received online.

In order to ensure that the survey reached people in all sections of the community, respondents were asked to provide information about themselves including their gender, age, disability and ethnicity. The breakdown of respondents by these demographic groups is provided in section 3.

The data is weighted by age, gender and disability to reflect the overall population of Ribble Valley, and figures are based on all respondents unless otherwise stated.

2.4 Robustness of the data

How well the sample represents the population is gauged by two important statistics – the survey's margin of error and confidence level. For example, this survey has a margin of error of plus or minus 4% at a 95 percent level of confidence. This means that if the survey was conducted 100 times, the data would be within 4 percentage points above or below the percentage reported in 95 of the 100 surveys (see figure 2.1 below). Typically 3% is considered to be a 'good' margin of error.

Figure 2.1: Margins of error at 95% confidence

Survey Sample Size	Margin of Error Percent
596	+/- 4
500	+/- 4.4
250	+/- 6.2
100	+/- 9.8

For each question in the survey, comparisons have been made between different sub-groups of respondents (namely gender, age, disability and geographic area) to look for statistically significant differences in opinion. Statistically valid differences between sub-groups are described in the main body of the report. Some groups cannot be included in the sub-group analysis as there were too few respondents to allow statistically significant results (e.g. young people and ethnic minorities).

In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

Ribble Valley Borough Council ran a perception survey in 2011 using the same methodology used here. The survey was sent to all panel members and in total 754 responses were received, giving a response rate of 75%.

Many questions asked in the 2011 and 2013 surveys are the same. In these cases, responses have been compared.

3 Demographic composition

Please note that for the purpose of identifying the borough composition in the tables below, data has been taken from the 2011 census.

3.1 Gender

The un-weighted split of male and female respondents was fairly close to the actual borough split. However, the impact of weighting the data has brought the balance in line with the actual male/ female split for the borough.

Figure 3.1: Gender

Gender	Un-weighted	Weighted	Borough actual
Male	46%	49%	49%
Female	54%	51%	51%

Source: Perception Survey 2013, Q29

3.2 Age

Given the low numbers of younger respondents, it was not possible to weight the 25-44 age group in line with the actual borough percentage (to have done so would have led to unreasonably high weightings being applied to a small group of respondents). As a result, after the weighting, the youngest age group account for 15% of all responses whilst the influence of the oldest age group has been suppressed to 43%. The impact of the weighting here has ensured that the analysis by age is more reliable (as the weighted column is closer to the actual borough column).

Figure 3.2: Age

Age group	Un-weighted	Weighted	Borough actual
25-44	7%	15%	30%
45-64	38%	42%	42%
65+	54%	43%	28%

Source: Perception Survey 2013, Q30

3.3 Disability

The un-weighted split of disabled and non disabled respondents wasn't in line with the composition of the borough. The impact of weighting the data has ensured a more accurate balance of disabled and non disabled respondents so that the analysis by disability is more accurate.

Figure 3.3: Disability

Disability	Un-weighted	Weighted	Borough actual
Yes	29%	17%	17%
No	71%	83%	83%

Source: Perception Survey 2013, Q31

3.4 Ethnicity

The un-weighted ethnic split was not too far from the borough actual. Although the data has not been weighted by ethnicity, the impact of the weight has had a marginal effect. Unfortunately as the survey did not receive any responses from BME residents, this small group is not accounted for in the data.

Figure 3.6: Ethnicity

Ethnicity	Un-weighted	Weighted	Borough actual
White British	98%	97%	96%
White Other	2%	3%	2%
BME	0%	0%	2%

Source: West Lancs Citizen Survey 2013, Q22

4 Detailed Research Findings

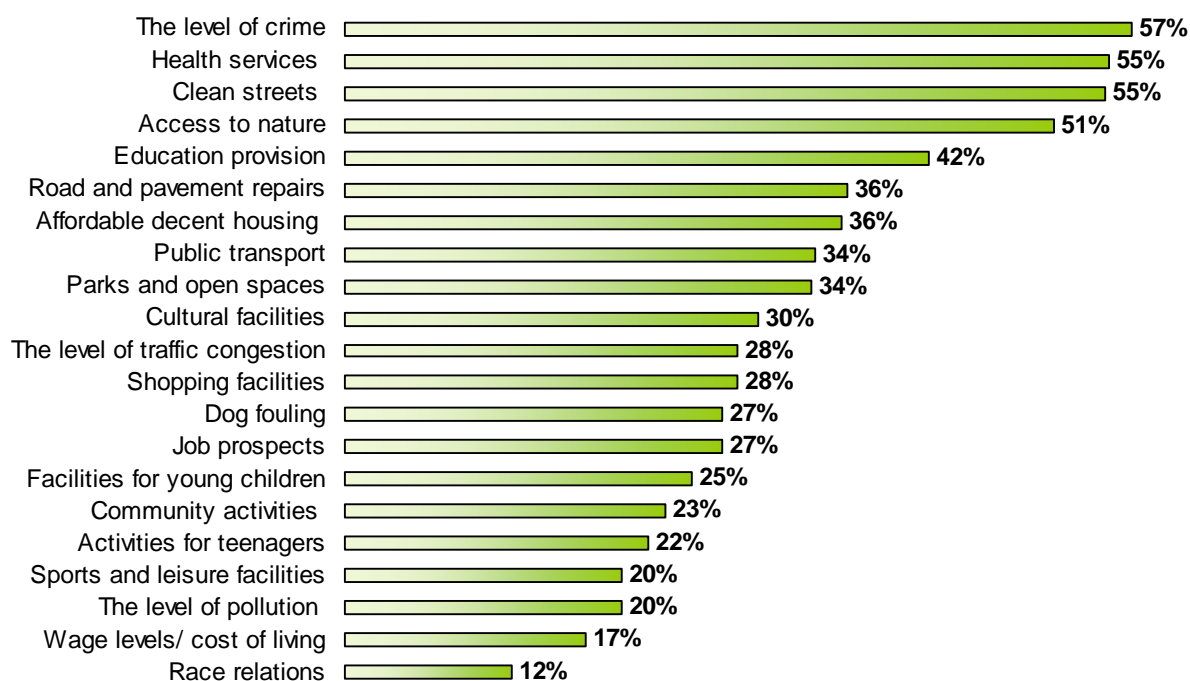
4.1 About your local area

Q1 – Thinking generally, please use the left hand column to indicate which of the features listed you feel are most important in making somewhere a good place to live. In addition, please use the right hand column to indicate which of these things need improving the most in your local area.

Throughout the survey, respondents were asked to consider their 'local area'. This was defined as the area within 15-20 minutes walking distance from their home.

Level of crime, health services and clean streets are seen to be the three most important factors that make the local area a good place to live. In the 2011 survey, the three most important factors were crime, health and education provision.

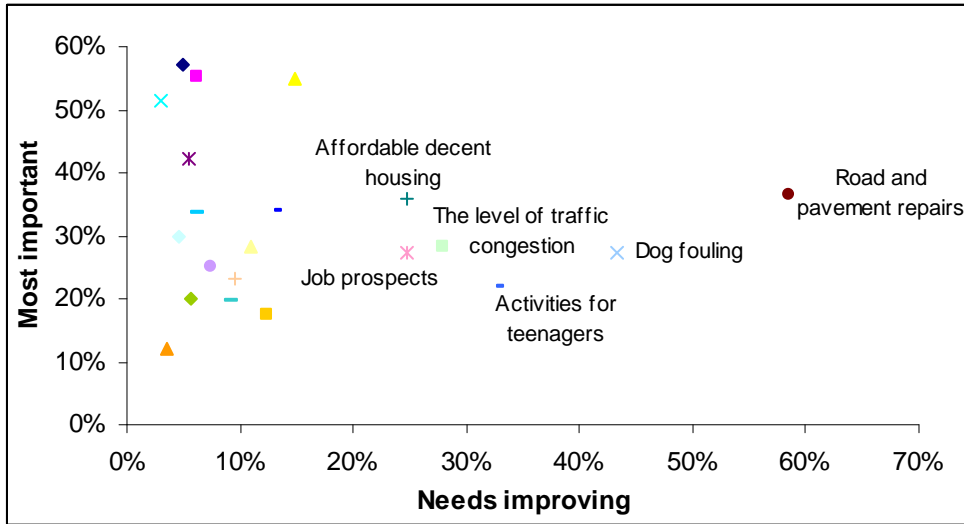
Figure 4.1: Factors considered 'most important' in making somewhere a good place



Source: Perception Survey 2013, Q1 Base: 596

When you plot each of the factors above by their level of importance and whether or not they are in need of improvement, a very different picture emerges. None of the top 5 most important factors in making somewhere a good place to live are considered to be in grave need of improvement. However, the sixth most important factor, road and pavement repairs, is considered to be the one factor most in need of improvement, with dog fouling and activities for teenagers also most in need of improvement. These 3 factors were also considered the most in need of improvement in 2011.

Figure 4.2: Most important and in need of improvement combined

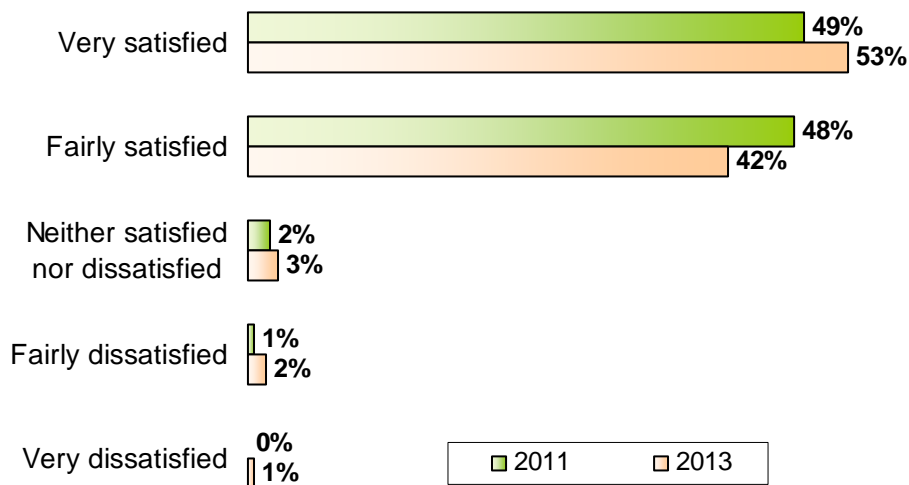


Source: Perception Survey 2013, Q1 Base: 596

Q2 – Overall, how satisfied or dissatisfied are you with your local area as a place to live?

95% are very or fairly satisfied with their local area as a place to live (97% in 2011). Satisfaction appears to be higher for residents living in the Read and Simonstone and Mellor wards.

Figure 4.3: Satisfaction with the local area as a place to live



Source: Perception Survey 2013, Q2 Base: 564

4.2 Your local public services

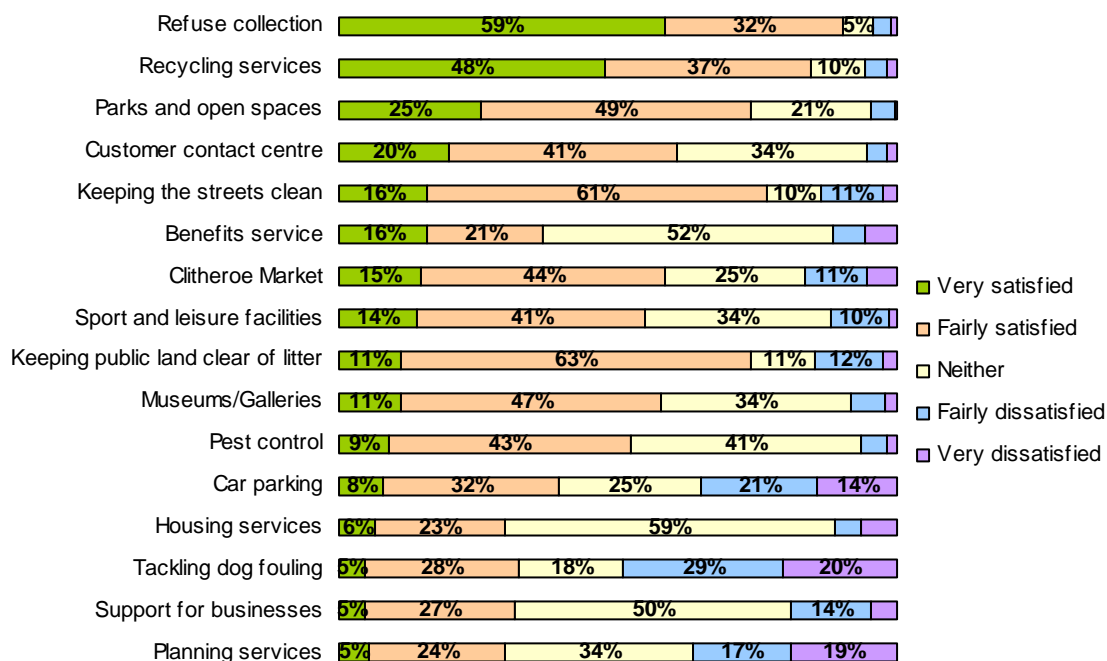
Q3 – How satisfied or dissatisfied are you with each of the following local services/ facilities provided by RVBC in your local area?

Satisfaction appears to be at its highest for the refuse and recycling services. 91% are very or fairly satisfied with the refuse service (88% in 2011) whilst 85% are very or fairly satisfied with the recycling service (81% in 2011). Those aged 65+ are more likely to be satisfied with both services. Residents living in the Primrose ward are more likely to be satisfied with the refuse

collection service whilst those living in the Chipping ward are more likely to be satisfied with the recycling service.

Dissatisfaction appears to be at highest for tackling dog fouling and planning. 49% are fairly or very dissatisfied with dog fouling whilst 36% are fairly or very dissatisfied with planning. Residents with a disability and those living in the Edisford and Low Moor ward are more likely to be dissatisfied with dog fouling whilst those living in the Sabden ward are more likely to be dissatisfied with planning.

Figure 4.4: Satisfaction with RVBC provided services



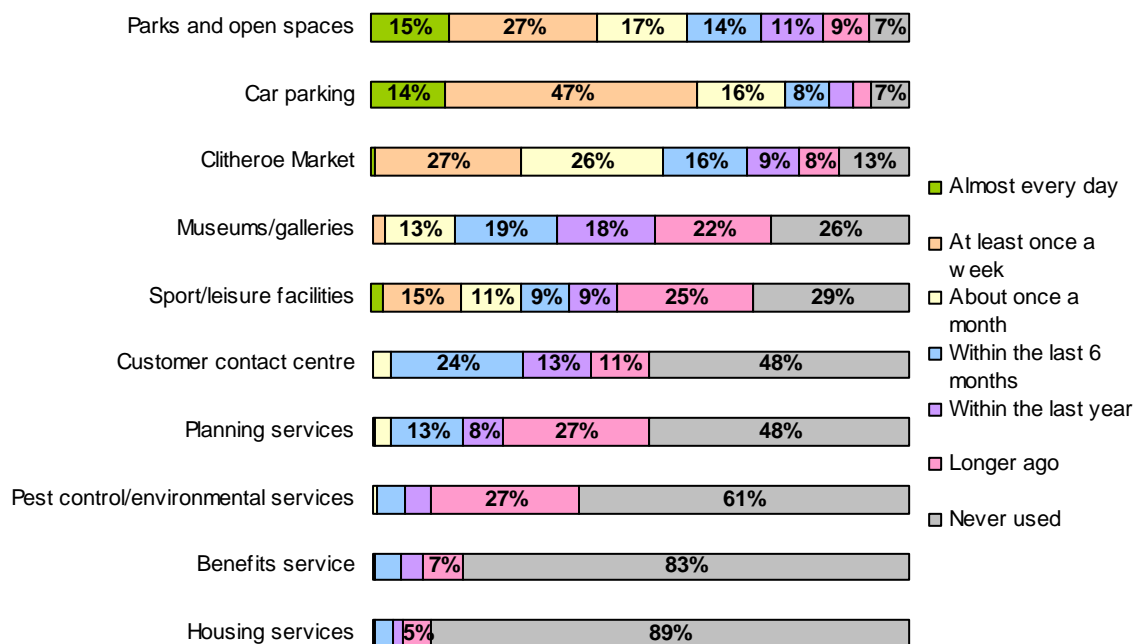
Source: Perception Survey 2013, Q3 Base: 581

Q4 – Please indicate how frequently you have used the following public services provided by RVBC.

Parks and open spaces and car parks are by far the most frequently used council services. 42% visit a local park at least weekly (49% in 2011) whilst 61% use a local car park at least weekly (not asked in 2011).

Park usage is higher for those living in the Primrose ward whilst car park usage is higher for those aged 25-44 and for residents living in the Edisford and Low Moor ward.

Figure 4.5: Frequency of use



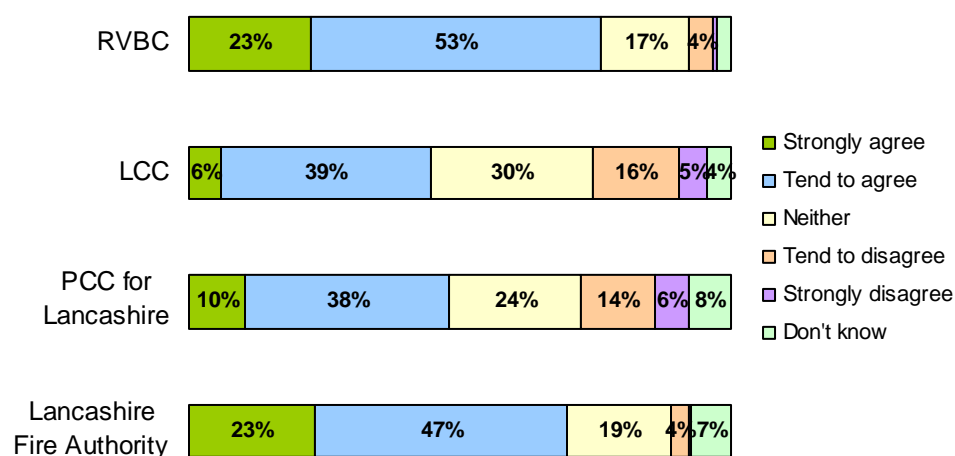
Source: Perception Survey 2013, Q4 Base: 558

Q5 – Approximately £12 a month of your council tax payment goes to RVBC, approximately £91 a month goes to LCC, approximately £13 a month goes to the Police and Crime Commissioner for Lancashire and approximately £5 a month goes to Lancashire Combined Fire Authority. To what extent do you agree or disagree that the authorities provide value for money?

76% strongly or tend to agree that Ribble Valley Borough Council provides value for money (higher for those living in Clayton-le-Dale with Ramsgreave and Mellor).

Agreement of perceived value for money is also higher than LCC (45%), the PCC (48%) and the Fire Authority (70%).

Figure 4.6: Perceived value for money of local public service providers



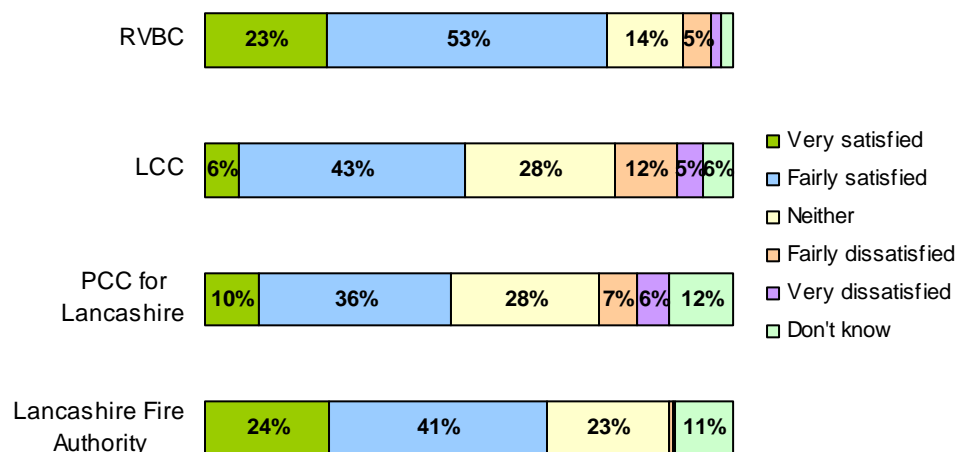
Source: Perception Survey 2013, Q5 Base: 577

Q6 – Overall, how satisfied or dissatisfied are you with the way the different authorities run things?

Similarly, 76% of residents are very or fairly satisfied with the way Ribble Valley Borough Council runs things (higher for those aged 65+ and for residents living in Mellor). This compares to 69% in 2011.

Again, satisfaction is much higher than that found for LCC (49%), the PCC (47%) and the Fire Authority (65%).

Figure 4.7: Satisfaction with the way the different authorities run things



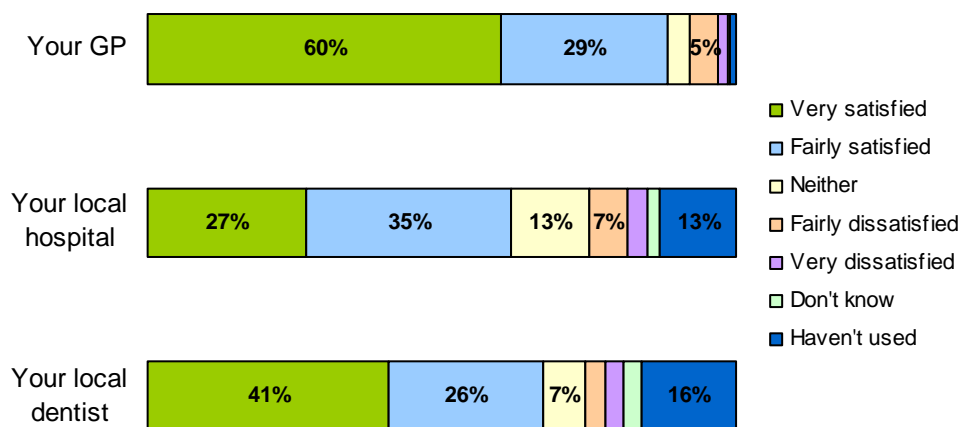
Source: Perception Survey 2013, Q6 Base: 584

Q7 – How satisfied or dissatisfied are you with the each of the following public services in your local area?

89% are very or fairly satisfied with their local GP (higher for those aged 65+) and 67% are very or fairly satisfied with their local dentist (higher for those aged 25-44, 65+ and residents living in Littlemoor). This compares to 86% and 66% respectively in 2011.

Satisfaction with the local hospital is slightly lower at 62% (even lower for those aged 45-64 and residents living in Ribchester and Billington and Old Langho). This compares to 58% in 2011.

Figure 4.8: Satisfaction with other public services



Source: Perception Survey 2013, Q7 Base: 586

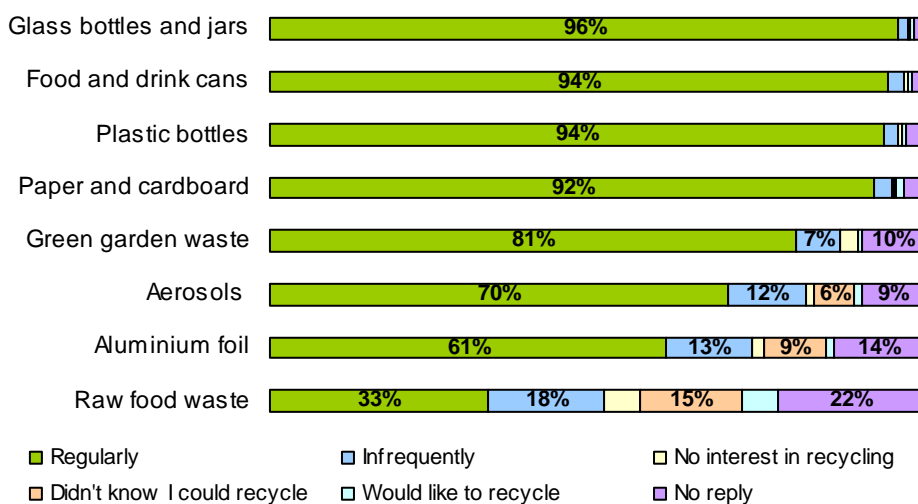
4.3 Recycling services

Q8 – We would like to know more about your recycling habits.

Recycling is high across the borough, with more than 9 in every 10 residents regularly recycling glass, cans, plastic and paper/ cardboard.

There does appear to be evidence of a lack of knowledge/ understanding as to what can be recycled via the kerbside collection. Aerosols, aluminium foil and raw food waste have the largest proportion of residents who did not know they could recycle these materials.

Figure 4.9: Recycling frequency

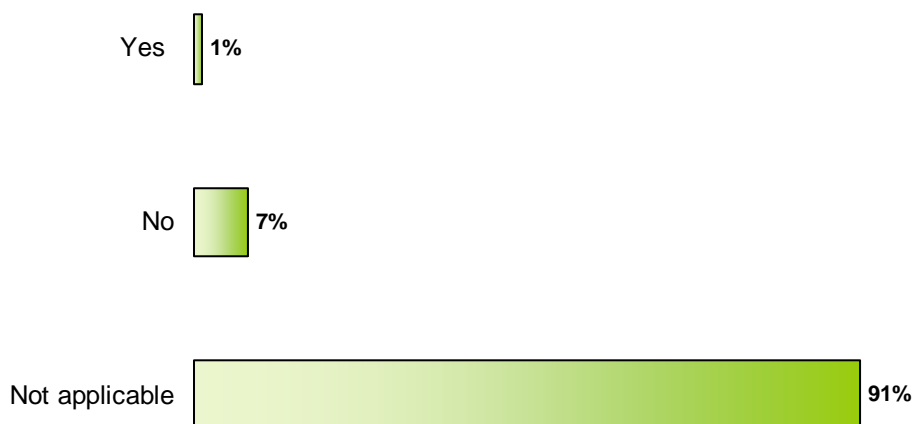


Source: Perception Survey 2013, Q8 Base: 596

Q9 – If you currently do not have wheeled bins, would you like to receive blue and burgundy bins for your recyclables and household waste and/ or a green wheeled bin for your green waste?

The vast majority of residents already have the necessary containers to facilitate regular recycling. Of those who don't, the majority are not particularly interested in recycling. For whatever reason (i.e. space, perceived smell, time etc), there is a small proportion of residents who will not recycle.

Figure 4.10: Demand for recyclable boxes/ wheeled bins

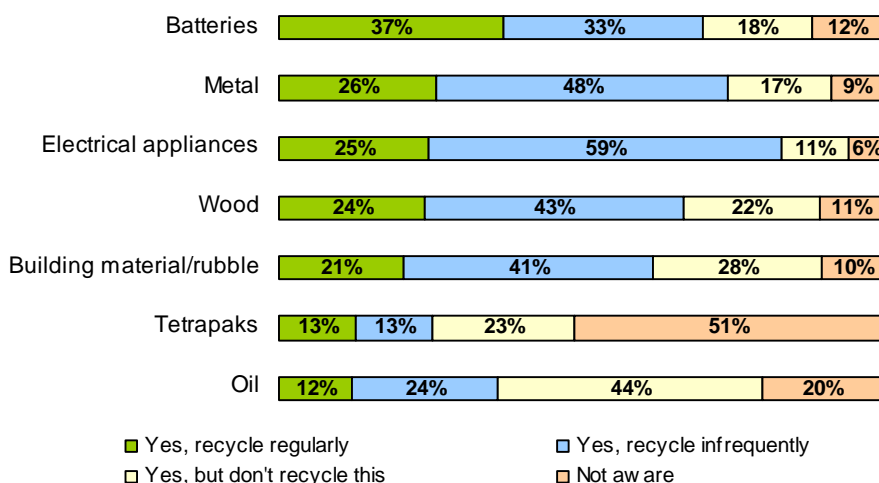


Source: Perception Survey 2013, Q9 Base: 439

Q10 – Are you aware that the following waste can be recycled at one of the Lancashire County Council’s Household Waste Recycling Centres (such as Henthorn, Clitheroe and Chapel Hill, Longridge)?

With regard to additional materials that can be recycled at the LCC recycling centres, awareness of the ability to recycle these materials is extremely high (with the exception of tetrapacks). Given the nature of these materials, regular recycling is naturally lower than the day to day materials collected at the kerbside. But the evidence suggests that communications are reaching residents and that information about what can be recycled and where is being absorbed.

Figure 4.11: Awareness of additional recycling materials



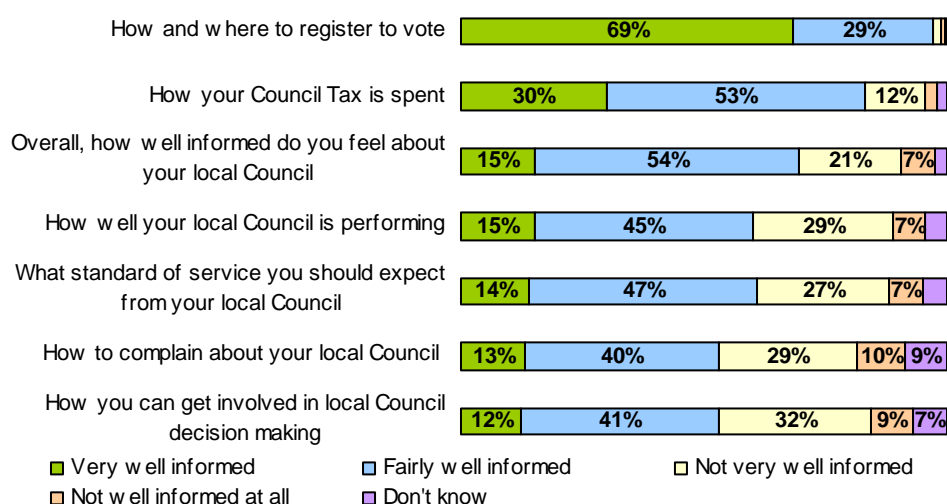
Source: Perception Survey 2013, Q10 Base: 555

4.4 Information and customer service

Q11 – How well informed, if at all, do you feel about each of the following?

The level to which residents feel informed varies according to each statement below. 98% feel very or fairly well informed about how and where to vote (93% in 2011). This falls to 53% with regard to how to complain about your local council and how you can get involved in local council decision making (47% and 49% respectively in 2011).

Figure 4.12: How well informed residents feel

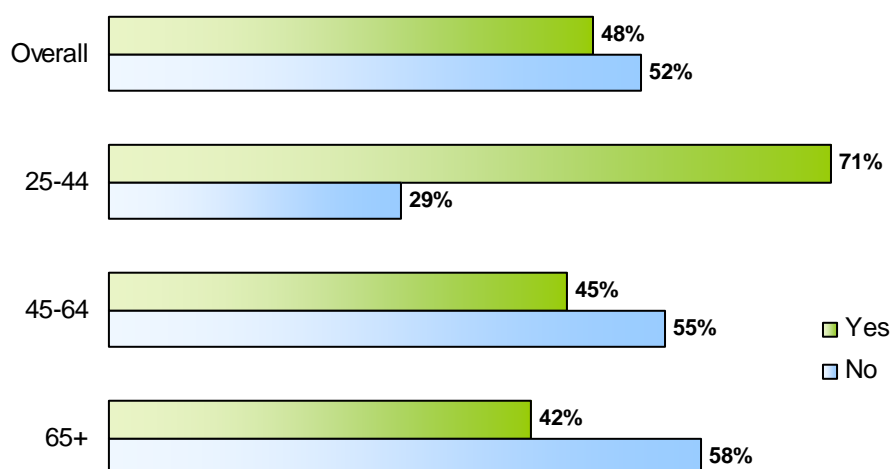


Source: Perception Survey 2013, Q11 Base: 582

Q12 – Have you contacted RVBC in the last 6 months?

Just under half of those who took part in the survey have contacted RVBC in the last 6 months. This is considerably higher for those aged 25-44 at 71%. It also higher for residents living in Chatburn ward.

Figure 4.13: Whether residents have contacted RVBC in last 6 months



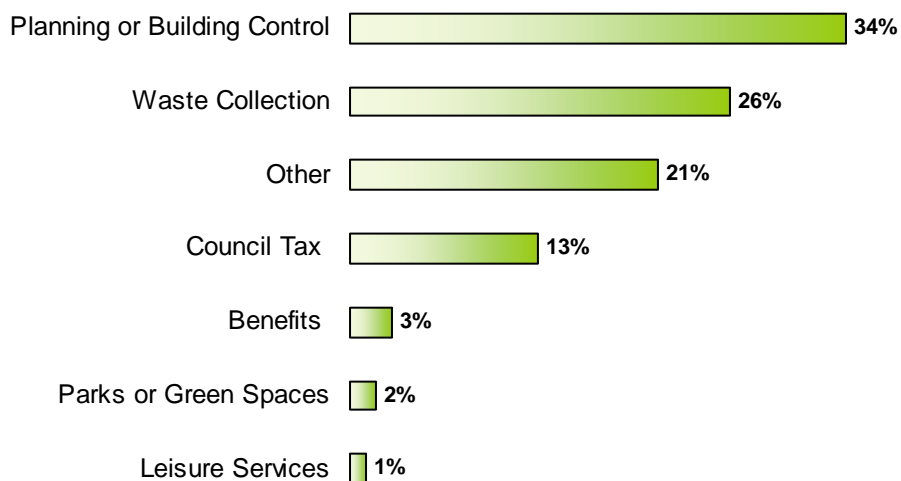
Source: Perception Survey 2013, Q12 Base: 586

Q13 – Thinking of the last contact, what was it about?

Over a third of all contacts made in the last 6 months have been in relation to planning or building control issues. 26% of contacts have been related to waste collection issues whilst a further 21% fell into the 'other' category. On further analysis, these 'other' issues mainly related to dog fouling and road/ footpath maintenance.

In 2011, the main reason for contact was waste collection (46%) followed by planning (30%).

Figure 4.14: Reason for contact

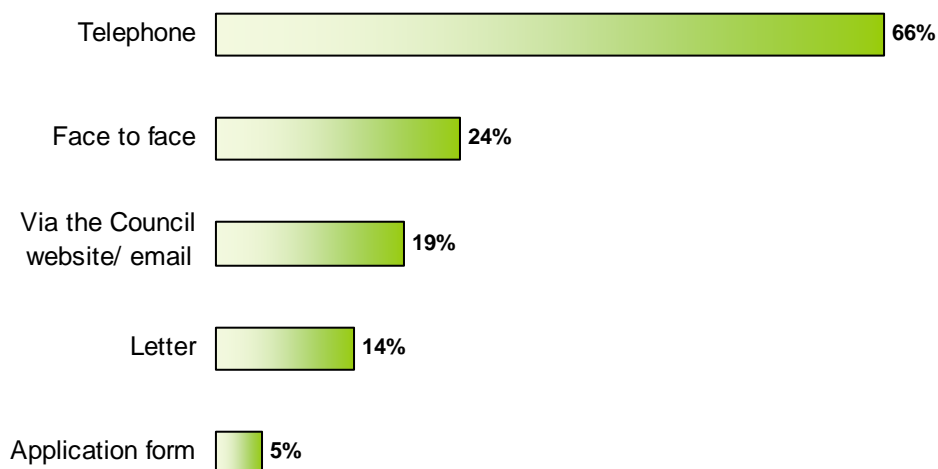


Source: Perception Survey 2013, Q13 Base: 279

Q14 – How did you contact the council?

Two thirds of those who have contacted the council in the last 6 months have done via telephone (71% in 2011). Electronic communication accounts for 19% of these contacts (and higher for those aged 45-64). This compares to 12% in 2011.

Figure 4.15: Contact channels



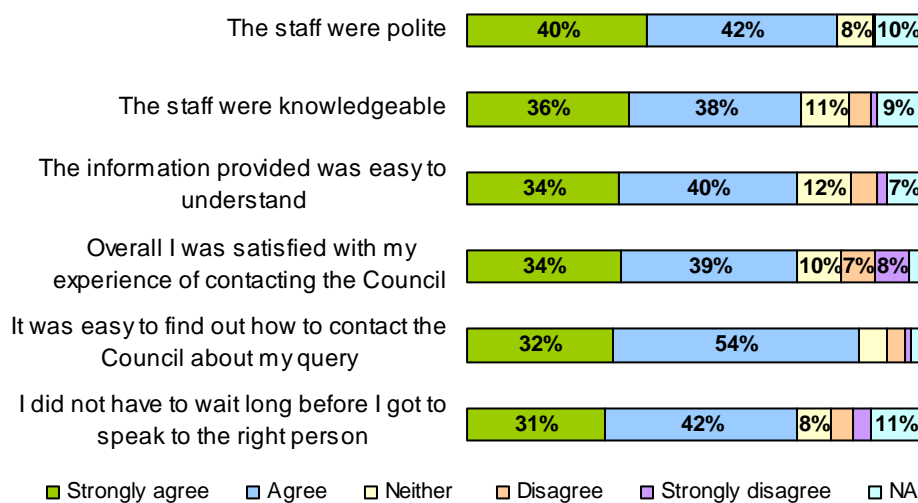
Source: Perception Survey 2013, Q14 Base: 278

Q15 – Still thinking of that contact, please indicate whether you agree or disagree with the following statements about the council’s customer service. If any aspect does not apply to your particular experience, please tick ‘not applicable’.

Satisfaction with the recent contact is high across all the measures below. 82% strongly agreed or agreed that the staff were polite (same as 2011) whilst 86% strongly agreed or agreed that it was easy to find out how to contact the council about their query (82% in 2011).

The measures that received the lowest level of agreement were ‘I did not have to wait long before I got to speak to the right person’ and ‘overall I was satisfied with my experience of contacting the council’. 73% strongly agreed or agreed with these statements. In 2011, the level of agreement was 77% and 68% respectively.

Figure 4.16: Satisfaction with the most recent council contact



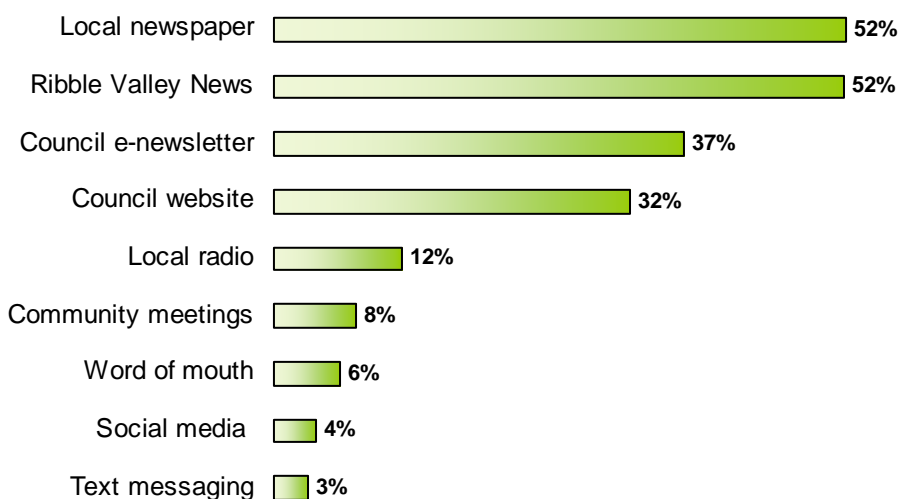
Source: Perception Survey 2013, Q15 Base: 279

Q16 – How do/ would you prefer to receive information about the council?

Preferences for receiving information about the council fall into two categories - print and electronic. Over half of respondents prefer to receive information via the local newspaper or the Ribble Valley newsletter (higher for those aged 65+ and residents with a disability). Just over a third prefer to receive information via an electronic newsletter (higher for men and residents under 65) whilst 32% prefer to read the council website (higher for those aged 45-64).

The more direct and proactive forms of bitesize information, i.e. text messaging and social media, are not a preferred method of communication.

Figure 4.17: Communication preferences



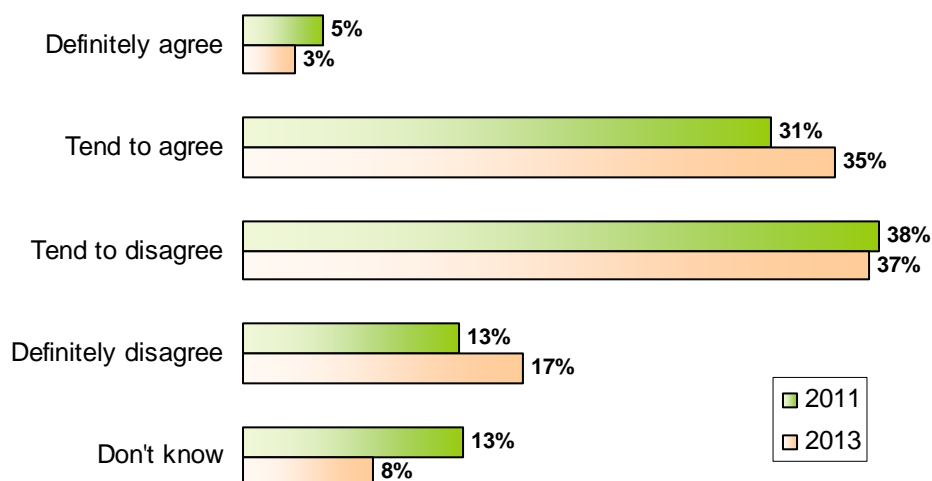
Source: Perception Survey 2013, Q16 Base: 570

4.5 The local community

Q17 – Do you agree or disagree that you can influence decisions affecting your local area?

38% definitely or tend to agree that they can influence local decision (higher for those aged 25-44). This is up from 36% in 2011.

Figure 4.18: Whether residents feel they can influence local decisions

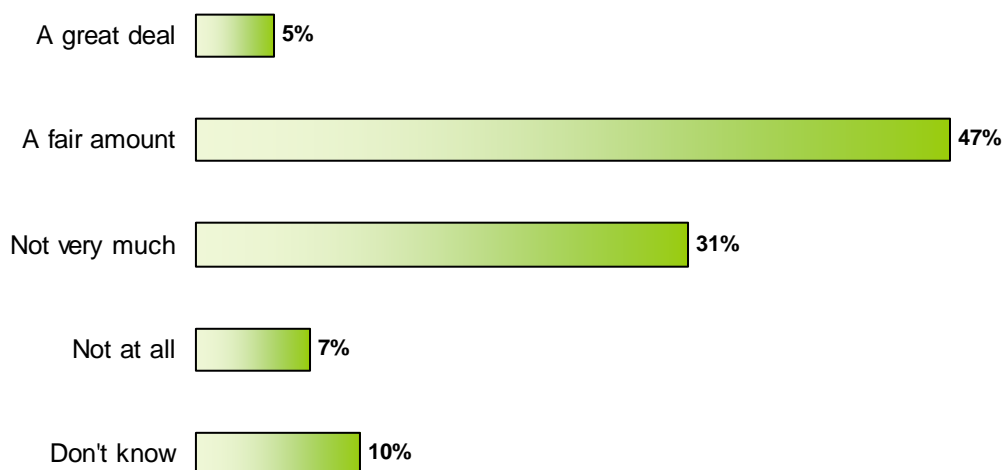


Source: Perception Survey 2013, Q17 Base: 587

Q18 – To what extent, if at all, do you think RVBC acts on the concerns of local residents?

52% believe that RVBC acts on the concerns of local residents. 38% believe that the council does not act on the concerns of local residents (higher for those aged 45+).

Figure 4.19: Whether RVBC acts on the concerns of local residents

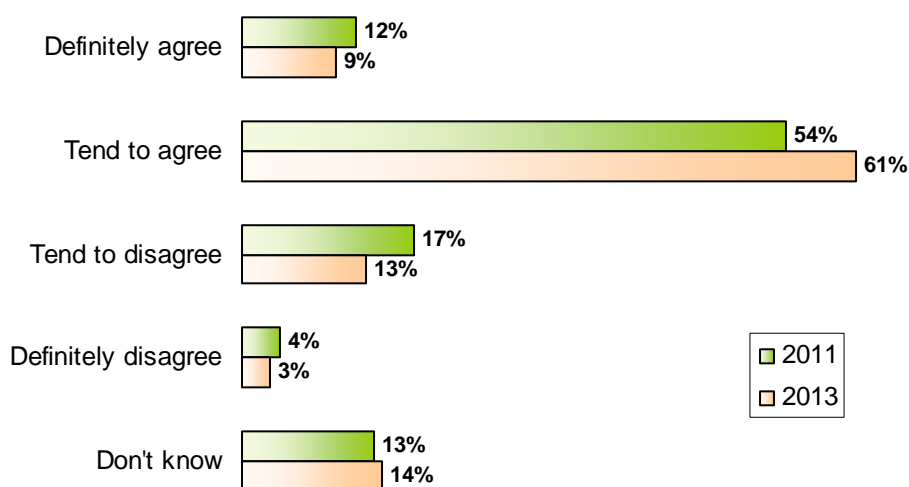


Source: Perception Survey 2013, Q18 Base: 586

Q19 – To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?

70% definitely or tend to agree that people from different backgrounds get on well together. This is up from 66% in 2011.

Figure 4.20: Whether people from different backgrounds get on well together

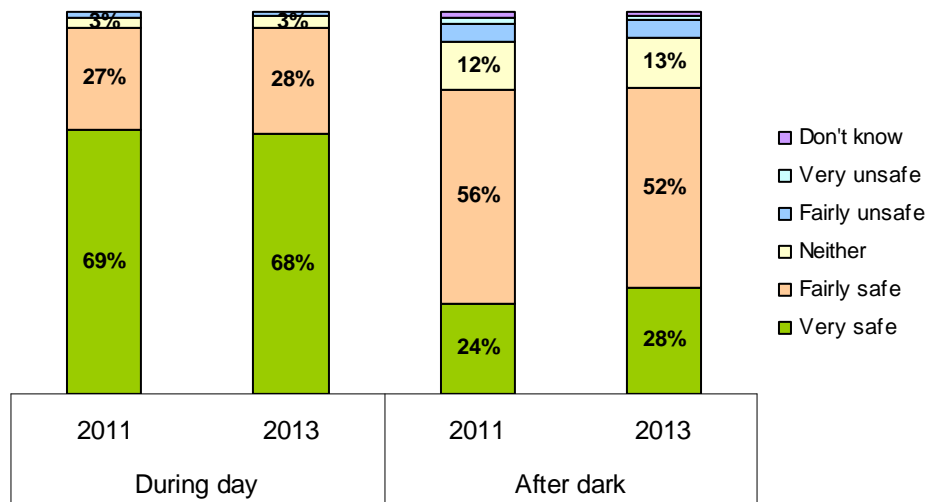


Source: Perception Survey 2013, Q19 Base: 586

Q20/21 – How safe or unsafe do you feel when outside in your local area after dark/ during the day?

96% of respondents feel very safe or fairly safe during the day (slightly lower for residents with a disability). Furthermore, 80% feel very or fairly safe in their local area after dark (slightly lower for women, residents aged 45+ and those with a disability). Both findings are the same as those found in 2011.

Figure 4.21: Perceptions of safety



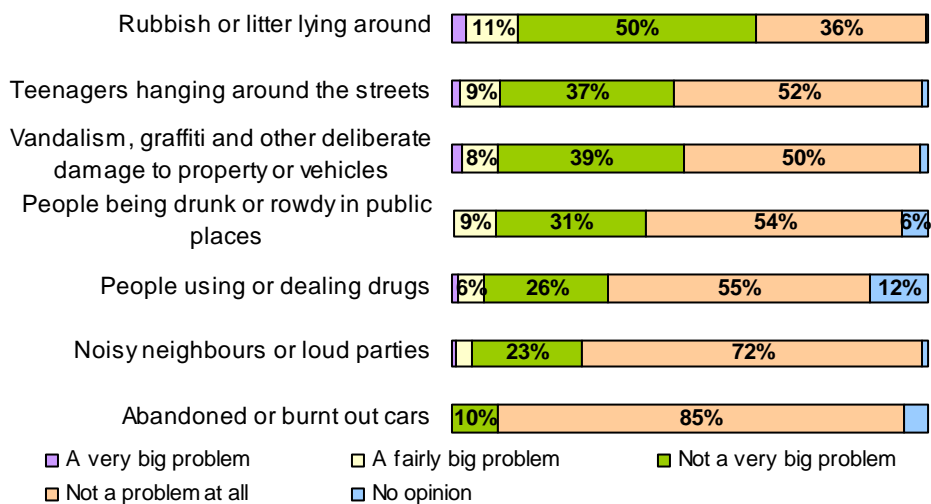
Source: Perception Survey 2013, Q20 and Q21 Base: 589

Q22 – Thinking about your local area, how much of a problem, if at all, are each of the following anti-social behaviour issues?

On the whole, ASB issues are not really a problem in Ribble Valley. Rubbish or litter lying around sees more people identifying this as a very or fairly big problem (14%). This seems to be a greater issue for those aged 65+ and residents with a disability.

In 2011, 20% identified rubbish or litter lying around as a very or fairly big problem.

Figure 4.22: ASB problems

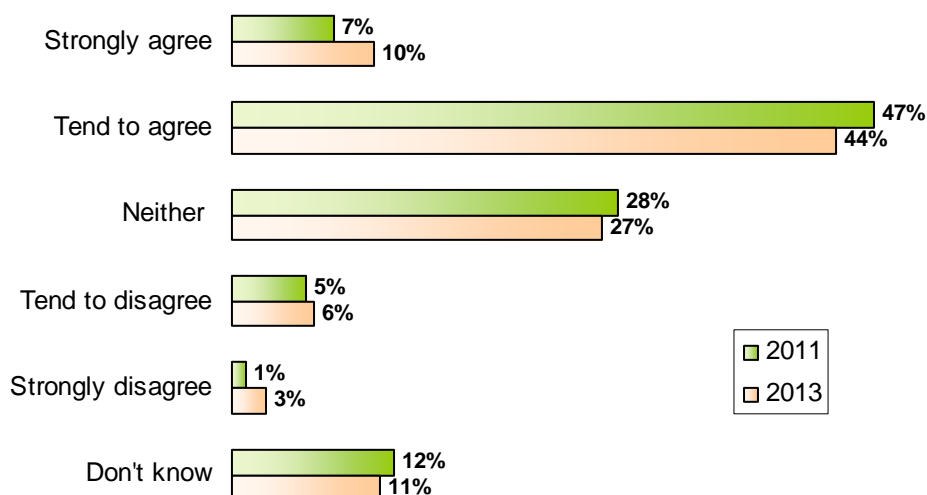


Source: Perception Survey 2013, Q22 Base: 582

Q23 – How much would you agree or disagree that the Police and other local public services are successfully dealing with these issues in your local area?

54% strongly agree or tend to agree that the Police and other local public services are successfully dealing with ASB issues (same as in 2011). This is higher for those aged 25-44.

Figure 4.23: Whether Police and others are successfully dealing with ASB

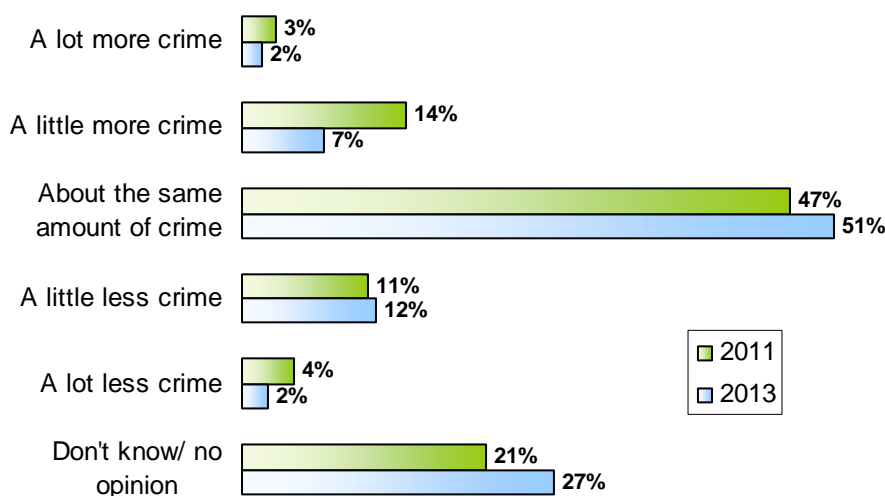


Source: Perception Survey 2013, Q23 Base: 579

Q24 – Thinking about crime in your local area, do you think there is more or less crime than 2 years ago?

Back in 2011, 17% felt that crime was increasing. In 2013, this figure has fallen to 9% (higher for those aged 25-44).

Figure 4.24: Change in crime levels over the last 2 years



Source: Perception Survey 2013, Q24 Base: 580

Q25 – What has influenced your view on why you think there is more or less crime in your local area?

Word of mouth is still the main influence on people's perceptions of crime (59% vs 49% in 2011). This is also higher for women and residents aged 25-44. Local newspapers are also an important influence – 44% of residents are influenced by what the papers say (41% in 2001). This is higher for those aged 65+.

Figure 4.25: Influence on perception of crime

Influence	2013	2011	Change
Word of mouth/info from other people	59%	49%	↑
Local newspapers	44%	41%	↔
Personal experience	34%	25%	↑
Relatives' and/or friends' experiences	20%	23%	↔
National newspapers	10%	6%	↑
TV programmes	9%	7%	↔
Internet	7%	6%	↔
Radio programmes	6%	5%	↔
Don't know	2%	15%	↓

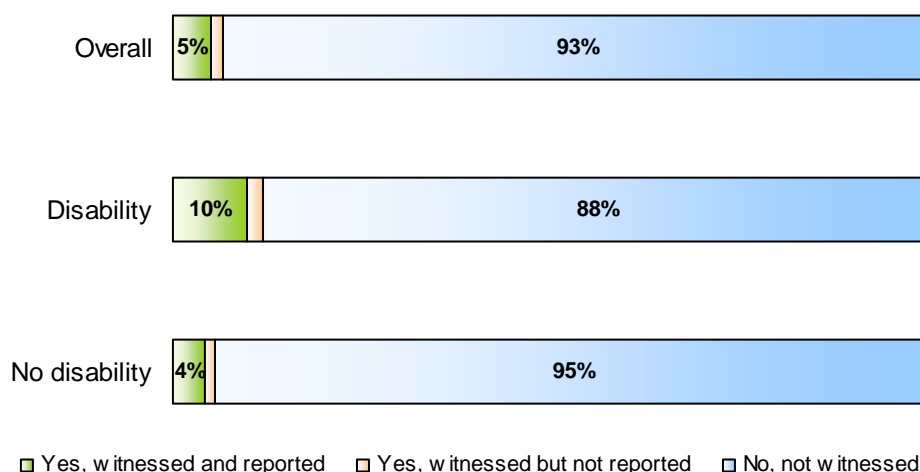
Source: Perception Survey 2013, Q25 Base: 131

Q26 – Have you witnessed a crime being committed during the past 12 months and reported it?

5% of residents who took part in the survey have witnessed a crime in the last 12 months. This is higher for residents with a disability at 10%.

A further 2% have witnessed a crime and reported it. 93% not witnessed a crime at all in the last 12 months.

Figure 4.26: Whether residents have witnessed a crime and reported it

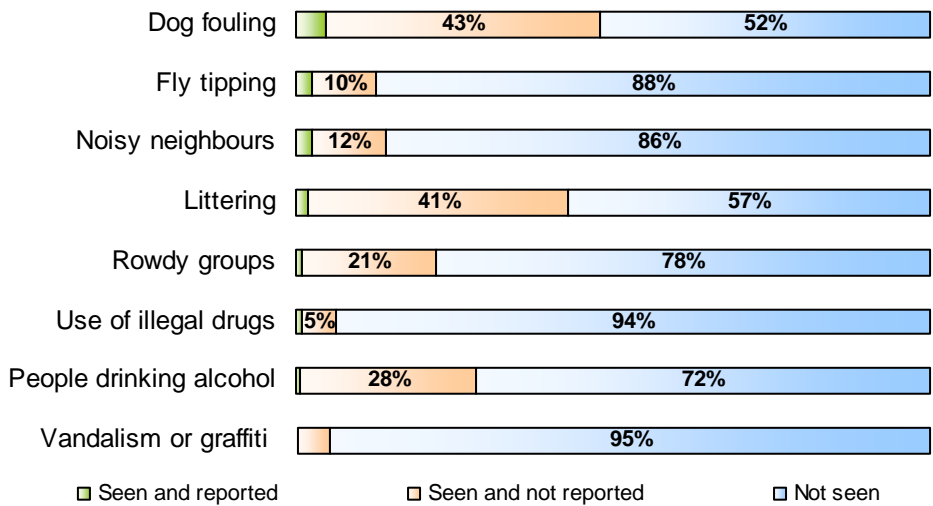


Source: Perception Survey 2013, Q26 Base: 581

Q27 – Have you witnessed any of the following types of anti-social behaviour during the past 12 months?

Dog fouling and littering are the two most common ASB issues but the majority of cases go unreported. 5% of residents have seen and reported dog fouling whilst 43% have seen but not reported dog fouling. Similarly, 2% have seen and reported littering whilst 41% have seen but not reported it. Vandalism/ graffiti is the least commonly observed ASB.

Figure 4.27: Whether residents have seen and reported ASB

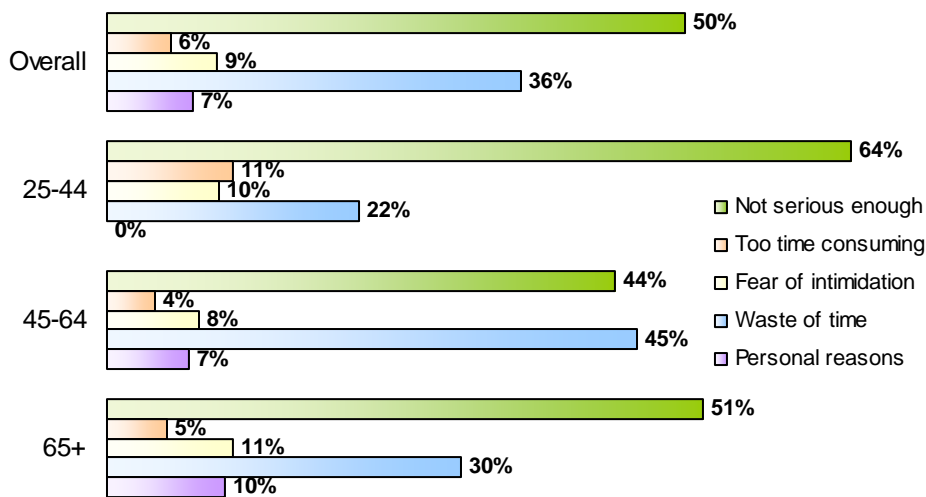


Source: Perception Survey 2013, Q27 Base: 572

Q28 – If you did not report the crime or any of the ASB you witnessed, why was this?

50% of residents state that an offence not being serious enough leads to crime and ASB going unreported (higher for those aged 25-44). A further 36% of residents state that reporting these crimes and ASB issues would be a waste of their time (higher for those aged 45-64).

Figure 4.28: Reasons for not reporting crime or ASB



Source: Perception Survey 2013, Q28 Base: 313

Q38 – Is there anything you would like to add to what has been covered elsewhere in the survey?

The image below is designed to summarise the 261 comments made at Q38. The larger the font, the more popular the comment being made.

Figure 4.29: Additional comments



Source: Perception Survey 2013, Q38 Base: 261

5 2013 vs 2011 summary analysis

This section is designed to give an 'at a glance' summary of the direction of travel between 2013 and 2011. This comparison is only possible for those questions that were covered in both versions of the perception survey.

Question	2013	2011	Direction
About your local area			
Overall, how satisfied or dissatisfied are you with your local area as a place to live?	95%	97%	↔
Your local public services			
Satisfaction with keeping public land clear of litter and refuse	74%	68%	↑
Satisfaction with household refuse collection	91%	88%	↔
Satisfaction with doorstep recycling	85%	84%	↔
Satisfaction with sport/leisure facilities	55%	58%	↔
Satisfaction with museums/galleries	58%	47%	↑
Satisfaction with parks and open spaces	74%	76%	↔
Satisfaction with the way RVBC runs things	76%	69%	↑
Satisfaction with the way LCC runs things	49%	50%	↔
Satisfaction with GP	89%	86%	↔
Satisfaction with local hospital	62%	58%	↔
Satisfaction with local dentist	67%	66%	↔
Information and customer service			
Informed about how and where to vote	98%	93%	↑
Informed about how council tax is spent	83%	77%	↑
Informed about how to get involved in local decisions	53%	49%	↔
Informed about the standards of service to expect	61%	53%	↑
Informed about how well the council is performing	60%	50%	↑
Informed about how to complain	53%	47%	↑
Informed overall about RVBC	69%	58%	↑
Agree it was easy to find out how to contact RVBC	86%	82%	↔
Agree I did not have to wait long to get to the right person	73%	77%	↔

Agree the staff were polite	82%	82%	↔
Agree the staff were knowledgeable	74%	69%	↑
Agree the information provided was easy to understand	74%	76%	↔
Agree that overall I was satisfied with my experience	73%	68%	↑
The local community			
Agree that I can influence local decisions	38%	36%	↔
Agree that different backgrounds get on well together	70%	66%	↔
Feel safe in the local area after dark	80%	80%	↔
Feel safe in the local area during the day	96%	96%	↔
Noisy neighbours are not a problem	95%	97%	↔
Teenagers hanging around is not a problem	89%	85%	↔
Rubbish lying around is not a problem	86%	79%	↑
Vandalism or graffiti is not a problem	89%	89%	↔
People using or dealing drugs is not a problem	81%	80%	↔
People being drunk in public is not a problem	85%	83%	↔
Abandoned or burnt out cars are not a problem	95%	95%	↔
Agree that the Police and others are dealing with ASB	54%	54%	↔
Feel there is less crime than 2 years ago	14%	15%	↔

6 Contextual analysis

This section is designed to provide some context to the 2013 Perception Survey findings by comparing these to the findings of other authorities across Lancashire. Please note that timings and methodologies do differ between the authorities. Also, some of the question wording between the questionnaires differs slightly, so these comparisons come with caveats.

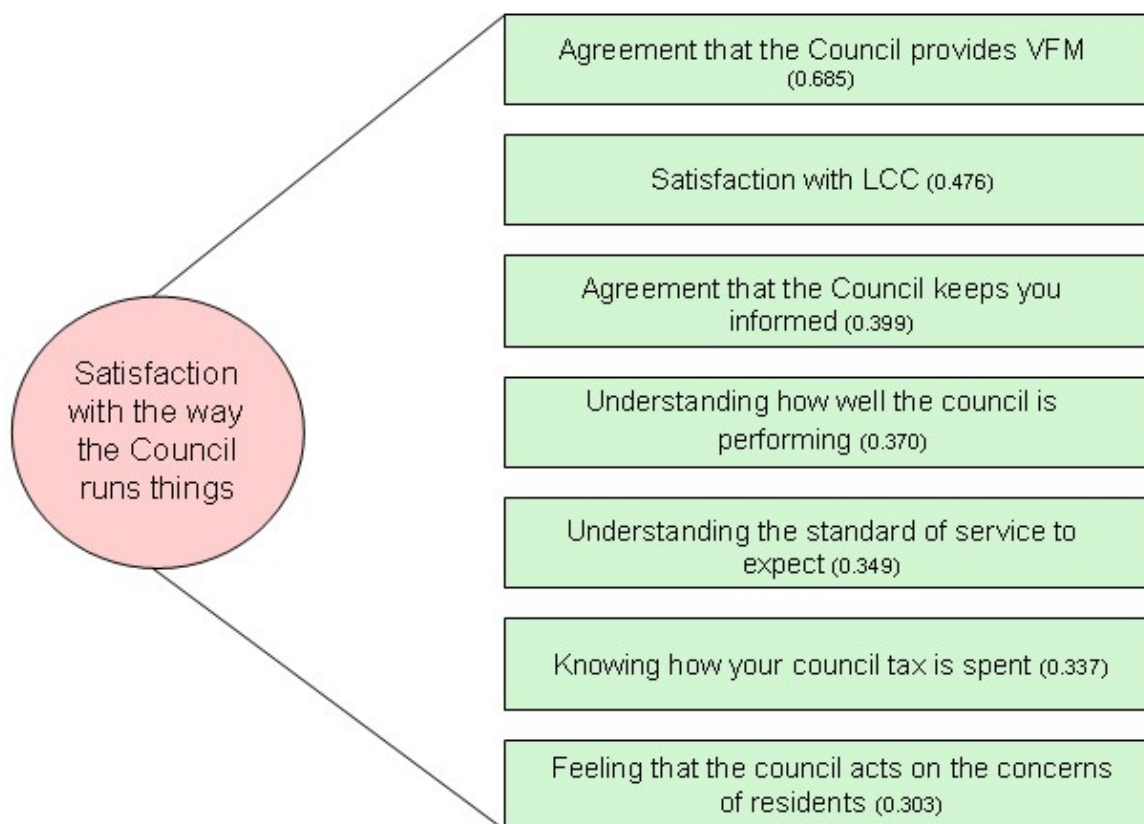
Question	RV	Wyre	Pendle	Burnley
About your local area				
Overall, how satisfied or dissatisfied are you with your local area as a place to live?	95%	84%	77%	73%
Your local public services				
Satisfaction with keeping public land clear of litter and refuse	74%	72%	55%	57%
Satisfaction with household refuse collection	91%	n/a	85%	86%
Satisfaction with doorstep recycling	85%	n/a	82%	83%
Satisfaction with sport/leisure facilities	55%	66%	59%	60%
Satisfaction with parks and open spaces	74%	79%	73%	83%
Satisfaction with the way the Council runs things	76%	61%	55%	52%
Information and customer services				
Informed about how and where to vote	98%	n/a	95%	92%
Informed about how council tax is spent	83%	n/a	76%	70%
Informed about how to get involved in local decisions	53%	n/a	53%	39%
Informed about the standards of service to expect	61%	n/a	55%	41%
Informed about how well the council is performing	60%	n/a	49%	35%
Informed about how to complain	53%	n/a	51%	38%
Informed overall about the Council	69%	60%	56%	47%
The local community				
Agree that I can influence local decisions	38%	n/a	30%	24%
Agree that different backgrounds get on well together	70%	n/a	54%	54%
Feel safe in the local area after dark	80%	81%	50%	n/a
Feel safe in the local area during the day	96%	99%	84%	n/a
Noisy neighbours are not a problem	95%	90%	85%	80%
Teenagers hanging around is not a problem	89%	n/a	71%	67%
Rubbish lying around is not a problem	86%	65%	61%	58%
Vandalism or graffiti is not a problem	89%	86%	80%	69%
People using or dealing drugs is not a problem	81%	73%	59%	57%
People being drunk in public is not a problem	85%	80%	76%	66%

7 Key Driver Analysis

Key driver analysis is a statistical technique used to identify the main influencing variables on customer satisfaction. In this survey, we have explored the relationship between 'overall satisfaction with the way the Council runs things' and all the other variables within the survey (using 2013 data only).

The diagram below summarises the results of this process. The number within the bracket identifies the strength of the correlation between the two variables (1 being a perfect correlation and 0 being no correlation at all). The diagram only identifies the strongest correlations.

If residents feel that RVBC provides value for money, that they are satisfied with the services LCC deliver and that RVBC keeps them informed about a variety of local issues, then there is a good chance that they will be satisfied with the way the Council runs things.



8 Perception Survey 2013 infographic

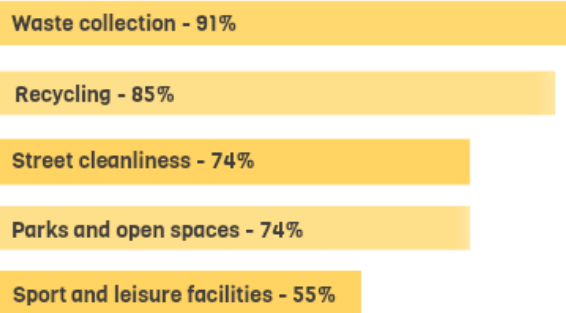
Ribble Valley Borough Council's Perception Survey 2013



961 postal and e mail invitations sent out in March 2013.
536 responses in total equating to a 62% response rate



Satisfaction with local services



Service priorities

Three most important features in making somewhere a good place to live:



Level of crime



Health services



Clean streets

Three areas that most need improving:



Ribble Valley Borough Council

Church Walk
Clitheroe
BB7 2RA



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Piktochart