

# Executive

## The Place Survey

3 August 2009

### Report of Chief Executive and Community and Corporate Planning Manager

#### PURPOSE OF REPORT

This report presents the results of the Place Survey. It includes some general analysis of the 18 national performance indicators and satisfaction measures that are collected through the Place Survey and reported on by Cherwell District Council.

This report is public
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#### **Recommendations**

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The Executive is recommended:

- (1) To note the results of the 18 national indicators as measured by the Place Survey.
- (2) To note the results of the 4 national indicators that are included within the Oxfordshire Local Area Agreement.
- (3) To request relevant officers take appropriate steps to address areas for development or improvement as identified.

## **Executive Summary**

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### **Introduction**

- 1.1 The Place Survey is required by the Department of Communities and Local Government as part of the performance framework for local authorities. We are required to undertake a survey every two years and the results inform 18 of the national set of performance indicators (NIs) that make up the Comprehensive Area Assessment.
- 1.2 The field work for the Place Survey took place between September and December 2008, data was collected using a postal questionnaire. We have met the required standards with regards to response rates and confidence intervals.
- 1.3 The Department of Communities and Local Government has now made the results of the Place Survey available nationally as well as scores for the national indicators. Comparative results are presented in full as Appendix 1.
- 1.4 The full survey results for Cherwell are also available. These are presented in report form as Appendix 2. These results provide greater detail with regards to the survey results.

### **Proposals**

- 1.5 It is proposed that Executive note the results of the national indicators as outlined in this report and request the relevant officers prepare actions to address areas identified for improvement or priority. This should be addressed via the council's service planning and performance management frameworks. These actions and responses will be included in the 3rd quarter PMF report.

### **Conclusion**

- 1.6 This report outlines the results to the national indicators that are measured using the Place Survey and includes four indicators that are part of the Local Area Agreement. These results will form part of the 2009 Comprehensive Area Assessment.
- 1.7 The National Indicator results, overall satisfaction and value for money responses are included as Appendix 1 with national, regional and local comparative data.
- 1.8 The results report (Appendix 2) provides greater detail in terms of response to the broader Place Survey questionnaire.
- 1.9 More detailed results from the Place Survey (including cross tabulations for each question) will be available when the full dataset has been analysed and these should be used to inform service planning and development over the coming year.

## Background Information

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### 2.1 National Indicators (NIs)

The new performance framework for local government (the Comprehensive Area Assessment) came into place from April 2009. This assessment is based on the performance of an area and is measured through a set of 188 national indicators; the data for 18 of these indicators is collected through the Place Survey. These indicators are:

1. NI 1 % of people who believe people from different backgrounds get on well together in their local area
2. NI 2 % of people who feel that they belong to their neighbourhood
3. NI 3 Civic participation in the local area
4. NI 4 % of people who feel they can influence decisions in their locality
5. NI 5 Overall/general satisfaction with local area
6. NI 6 Participation in regular volunteering
7. NI 17 Perceptions of anti-social behaviour
8. NI 21 Dealing with local concerns about anti-social behaviour and crime by the local council and police
9. NI 22 Perceptions of parents taking responsibility for the behaviour of their children in the area
10. NI 23 Perceptions that people in the area treat one another with respect and dignity
11. NI 27 Understanding of local concerns about anti-social behaviour and crime by the local council and police
12. NI 37 Awareness of civil protection arrangements in the local area
13. NI 41 Perceptions of drunk or rowdy behaviour as a problem
14. NI 42 Perceptions of drug use or drug dealing as a problem
15. NI 119 Self-reported measure of people's overall health and wellbeing
16. NI 138 Satisfaction of people over 65 with both home and neighbourhood
17. NI 139 People over 65 who say that they receive the information, assistance and support needed to exercise choice and control to live independently
18. NI 140 Fair treatment by local services

## 2.2 **The Oxfordshire Local Area Agreement (LAA)**

As part of the performance framework councils and partners are expected to agree a sub-set of the national indicators and set stretching local targets. This Local Area Agreement (LAA) covers the whole of the county and is led by the Local Strategic Partnership. Four indicators measured by the Place Survey are included within the Oxfordshire LAA, these are:

1. NI 5 Overall/general satisfaction with local area
2. NI 6 Participation in regular volunteering
3. NI 21 Dealing with local concerns about anti-social behaviour and crime by the local council and police
4. NI 140 Fair treatment by local services

## 2.3 **The Place Survey**

As part of the Government's new performance framework we are required to undertake the Place Survey every two years. The survey replaces the Best Value Satisfaction (BVPI) survey. The main difference between the two surveys is whilst the BVPI survey focused on the delivery of council services and an assessment of customer satisfaction with them, the Place Survey considers peoples perceptions of their quality of life and satisfaction with their local area as a 'place'. As such the Place Survey results cover services and the responsibilities of several partners including the police, health and the voluntary sector.

## 2.4 **Quality Assurance**

The survey is undertaken by an external market research company in strict accordance with the requirements set out in the Place Survey Manual by the Department for Communities and Local Government.

In Oxfordshire the County and all District Councils work together to undertake the survey. This includes joint procurement of the survey; the aim is to ensure we get the best possible value for money and a high level of consistency and quality across the County.

The Place Survey manual identifies eight common standards by which the Place Survey should be conducted. The contracted market research company is required to adhere to these standards:

1. Adhere to the timetable
2. Use the questionnaire template
3. Use the sampling method
4. Use the sampling frame
5. Use the designated method of data collection

6. Take all reasonable steps to maximise the response rate
7. Achieve the designated statistical reliability
8. Use each of the data submission templates and tools for submitting survey results and metadata and ensure they are completed correctly and submitted by the required date

## **Key Issues for Consideration/Reasons for Decision and Options**

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### **3.1 Place Survey National Indicator Results**

A full table of results is included as Appendix 1. These tables clearly identify our results in relation to all national indicators collected by the Place Survey. Also included is an overview of our general satisfaction results.

The data that makes up these results has been checked by the market research company contracted to undertake the survey.

### **3.2 National Indicators included within the LAA**

The table below shows that for our LAA targets Cherwell generally scores higher than the regional or national average. However, Cherwell tends to score slightly below the County average.

<b>National Indicator or survey question</b>		<b>Cherwell District Council</b>	<b>Oxfordshire County Average</b>	<b>South East Average</b>	<b>England Average</b>
NI 5	% who are satisfied with their local area as a place to live	83.8	86.5	82.8	79.7
NI 6	% who have given unpaid help at least once per month over the last 12 months	26.6	28.6	24.8	23.2
NI 21	% who agree that the police and other local public services are successfully dealing with anti-social behaviour and crime in their local area	26.8	27.5	26.2	26.3
NI 140	% who would say that they have been treated with respect and consideration by their local public services in the last year	74.9	77.0	75.8	72.4

(NB. for all LAA place survey indicators the greater the percentage the higher the score)

### **3.4 Place Survey full results for Cherwell.**

Appendix 2 presents the full results from the Place Survey for the Cherwell district.

### 3.5 Summary of Results

The results show clear areas of strength, particularly around the issues of anti-social behaviour and older people. In terms of areas for development people feeling they belong to their neighbourhood, that people from different backgrounds get on and the numbers of people being involved in local decisions require some further analysis.

### 3.6 Next Steps

This report recommends the Executive request relevant officers take steps to address issues identified by the place survey. These should be picked up through the council's existing service planning and performance management framework. These actions and responses will be included in the 3rd quarter PMF report.

## Consultations

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<b>External</b>	None (n/a)	The Place Survey is a statutory requirement with a set methodology which we have no scope to change.
<b>Internal</b>	None (n/a)	

## Implications

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<b>Financial:</b>	No immediate financial impact. However, failure to perform against national indicators and specifically those included within the LAA may have an impact on future funding arrangements.  Comments checked by Karen Curtin, Head of Finance, 01295 221551.
<b>Legal:</b>	The Place Survey is a statutory requirement. If the survey is not undertaken to the specified requirements the Council's performance indicators could be subject to qualification.  Comments checked by Liz Howlett, Head of Legal and Democratic Services/Monitoring Officer, 01295 221686.
<b>Risk Management:</b>	Failure to meet the required performance as measured by the Place Survey results may have a negative impact on the results of the LAA. Failure to act upon the results of the survey is likely to have an ongoing effect in terms of the Council's performance against those national indicators measured by the survey. The ultimate impact will be upon our LAA and CAA performance.  Comments checked by Rosemary Watts Risk Management & Insurance Officer, 01295 221566
<b>Equalities</b>	The detailed results of the survey may highlight different perceptions and views from different groups within the community. If this is the case they should be considered

within any action plan that is developed.

Comments checked by Claire Taylor, Community and Corporate Planning Manager 01295 221563.

**Wards Affected**

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All

**Corporate Plan Themes**

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All

**Executive Portfolio**

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**Councillor Barry Wood**  
Portfolio Holder for Policy and Community Planning

**Councillor Ken Atack**  
Portfolio Holder for Performance Management and Improvement

**Document Information**

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<b>Appendix No</b>	<b>Title</b>
1	Place Survey: Cherwell National Indicator Results
2	Place Survey: Cherwell Final Report
<b>Background Papers</b>	
Place Survey Manual 2008-9, Department for Communities and Local Government <a href="http://www.communities.gov.uk/documents/localgovernment/pdf/880021.pdf">http://www.communities.gov.uk/documents/localgovernment/pdf/880021.pdf</a>	
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