



# **Nottinghamshire County Council (excluding partners)**

## **Nottinghamshire Annual Satisfaction Survey 2013**

### **Report**

**December 2013**

**Enventure Research**

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# Executive Summary

## Introduction and Methodology

This summary presents the findings from the 2013 Nottinghamshire Annual Satisfaction Survey conducted by Enventure Research on behalf of Nottinghamshire County Council and its partners.

The Annual Satisfaction Survey plays an important role in capturing local people's views, experiences and perceptions of value for money, satisfaction with the council and local area, community safety, community cohesion, volunteering, anti-social behaviour, internet usage, the New Draft Strategic Plan, and policing and crime.

The results for Nottinghamshire County Council are made up from an amalgamation of the seven Districts and Boroughs:

1. Ashfield District Council
2. Bassetlaw District Council
3. Broxtowe Borough Council
4. Gedling Borough Council
5. Mansfield District Council
6. Newark & Sherwood District Council
7. Rushcliffe Borough Council

The research was conducted via a face-to-face, on-street survey with residents aged 18 or over, across Nottinghamshire. A sample of 1,202 respondents were interviewed 1 - 26 October 2013. To identify differences between districts and boroughs, 150 respondents were interviewed in each, with the exception of Broxtowe where 302 respondents were interviewed.



## Summary of Key Findings

The 2013 Nottinghamshire Annual Residents' Satisfaction Survey included a mixture of new questions and questions from the 2012 survey.

### Perceptions of the Local Area

Although satisfaction with the local area has fallen from 84% in 2012 to 78%, it still remains high with almost four in five stating they are either very satisfied or fairly satisfied.

### Satisfaction with the Local Authority

Almost three in five (58%) are satisfied with the way the Nottinghamshire County Council runs things (13% very satisfied and 45% fairly satisfied), a decrease from 63% in 2012.

Just over two in five (43%) of respondents agree (8% strongly agree, 35% tend to agree) that the County Council provides them with value for money, compared to a quarter (26%) that disagree.

### Advocacy

In Nottinghamshire, one in three (33%) stated they speak positively of the Council without being asked or they speak positively of the Council if they are asked. This is a decrease from 41% in 2012, but still higher than the results from the Citizens' Panel Survey carried out in 2011.

### Information Provision

In Nottinghamshire, half (51%) of respondents feel very or fairly well informed about the services and benefits the County Council provides. This is a decrease from 62% in 2012. Over two in five (45%) said feel they are not very or not well informed at all.

### Community Safety

In Nottinghamshire, three quarters (74%) of all respondents feel safe when outside in their local area after dark, which is the same figure as the survey carried out in 2012. One in five (19%), however, feel unsafe (10% fairly and 9% very unsafe).

Over nine in ten (94%) of respondents feel safe when outside in their local area during the day. This is just a 1% decrease from 2012. Just 3% reported feeling unsafe, with 4% feeling neither safe nor unsafe.

Almost nine in ten (88%) Nottinghamshire respondents report feeling safe alone at home at night. This represents a slight decrease from 95% in 2012. Just 7% report feeling unsafe alone at home at night, which is just a 1% increase from 2012.



### **Community Cohesion**

Almost three in five (57%) agree that people from different ethnic backgrounds get on well together in Nottinghamshire, which is a very small decrease from 58% in 2012.

### **Local Decision-Making**

Almost three in ten (28%) respondents definitely agree or tend to agree that they can influence decisions affecting their local area, whilst over two in five (44%) disagree.

### **Participation in Regular Volunteering**

One in seven (15%) Nottinghamshire respondents participate in voluntary (unpaid) activities in a typical week, an increase from 14% in 2012. One in seven respondents (14%) undertook at least one hour of unpaid work a week, with 11% undertaking over two hours per week, 3% over five hours per week and 3% over ten hours per week.

### **Anti-Social Behaviour**

In the majority of cases, the proportion of respondents that said there was either a very big problem or a fairly big problem did increase, but by no more than six percentage points.

### **Internet Usage**

Almost three-quarters of respondents said they used the internet.

Just over four in five (83%) used the internet for information and research. Two-thirds (68%) used it for social networking and shopping. Almost three in five (58%) used it to access the news, with two in five (40%) using it to deal with organisations.

### **New Draft Strategic Plan**

The vast majority of respondents agree with the three core values and five strategic priorities. 'Treating people fairly' was the core value that the highest proportion of respondents agreed with.



# The Research Programme

## Introduction

This report presents the findings from the 2013 Residents' Satisfaction Survey conducted for Nottinghamshire County Council (and partners) by the independent market research agency Enventure Research.

The Annual Satisfaction Survey plays an important role in capturing local people's views, experiences and perceptions of value for money, communication channels and quality of life from the Council's public services.

## Methodology

The research was conducted via a face-to-face, on-street survey with residents aged 18 or over, across Nottinghamshire. A sample of 1,202 respondents were interviewed between 1 - 26 October 2013. To identify differences between districts and boroughs, 150 respondents were interviewed in each, with the exception of Broxtowe where 302 respondents were interviewed (as shown in **Table 1**).

**Table 1 – Interviews across the Districts**

District/ Borough Council	Number of interviews
Ashfield District Council	150
Bassetlaw District Council	150
Broxtowe Borough Council	302
Gedling Borough Council	150
Mansfield District Council	150
Newark & Sherwood District Council	150
Rushcliffe Borough Council	150
<b>County</b>	<b>1,202</b>

The survey was designed in partnership with Nottinghamshire County Council and partners. Some questions from the previous survey were used as well as incorporating additional bespoke questions for the partners. Before carrying out the fieldwork the questionnaire was piloted in Nottinghamshire to ensure it was fit for purpose.

Quotas were set on district, gender, age, ethnicity according to the most up to date population data (i.e. the Census 2011). Disability and ward classification (urban, town & fringe and village, hamlet & isolated dwelling) were also monitored to ensure representation across all groups.

Based on a total population of 785,800 (i.e. Census 2011) a sample of 1,202 respondents will give results that are accurate to approximately +/-3% at the 95% confidence interval. This means with a result of 50%, we can be 95% sure that if we interviewed all residents then the result would be between 47% - 53%.



## Interpreting the Data

This report contains several tables and charts that present survey results. In some instances, the responses may not add up to 100%. There are several reasons why this might happen:

- The question may have allowed each respondent to give more than one answer
- Only the most common responses may be shown in the table
- Individual percentages are rounded to the nearest whole number so the total may come to 99% or 101%
- The question may have been passed over by the respondent, therefore the base size may vary slightly by question
- A response of between 0% and 1% will be shown as 0%

In order for Nottinghamshire County Council and its partners to understand how levels of satisfaction and perceptions have changed, comparisons have been made with the 2012 survey results where there are significant differences and where applicable.



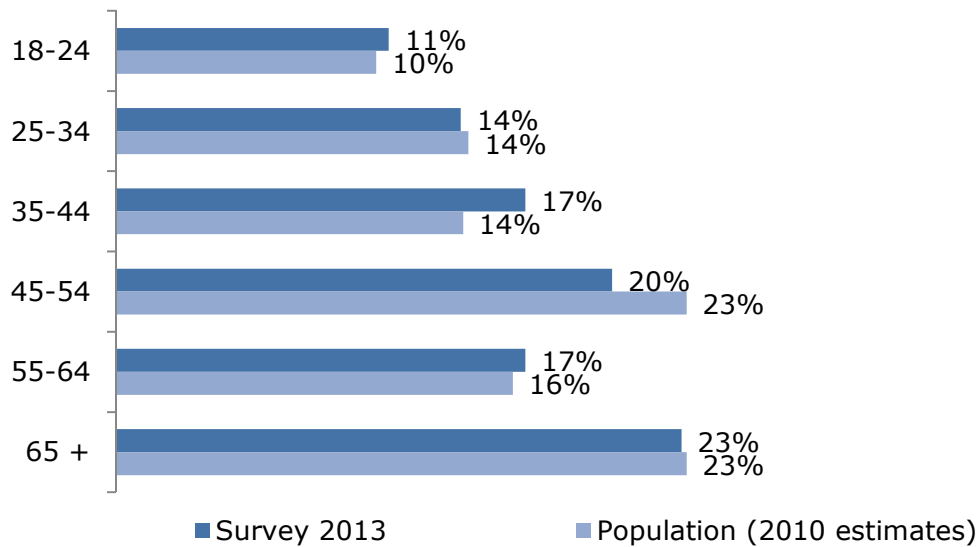


# Research Findings

## Sample Profile

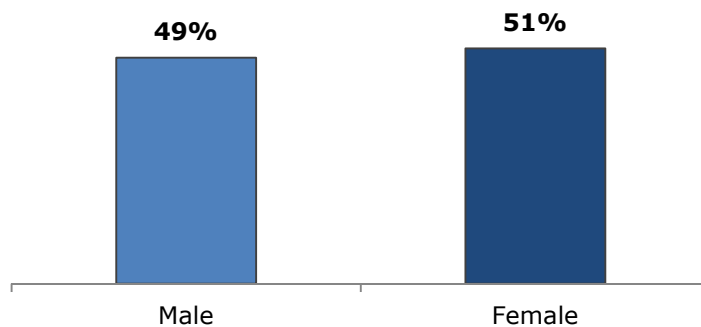
The demographic data (**Figure 1**) shows that respondents interviewed were representative of the overall population of Nottinghamshire in respect of gender, age, ethnicity and disability).

**Figure 1 – Age**  
**Base: All respondents (1,202)**



As shown in **Figure 2**, the sample was evenly split between females (51%) and male (49%), replicating the Census data for 2011 (51% and 49% respectively).

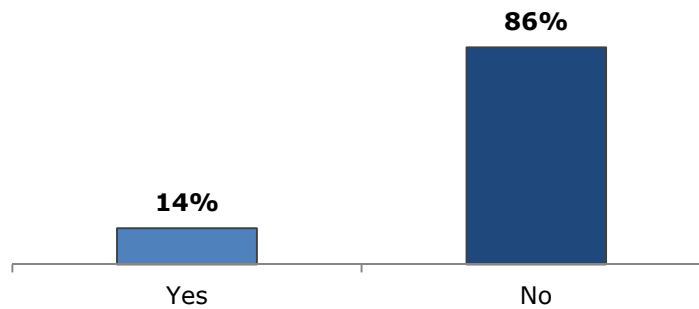
**Figure 2 – Gender**  
**Base: All respondents (1,202)**



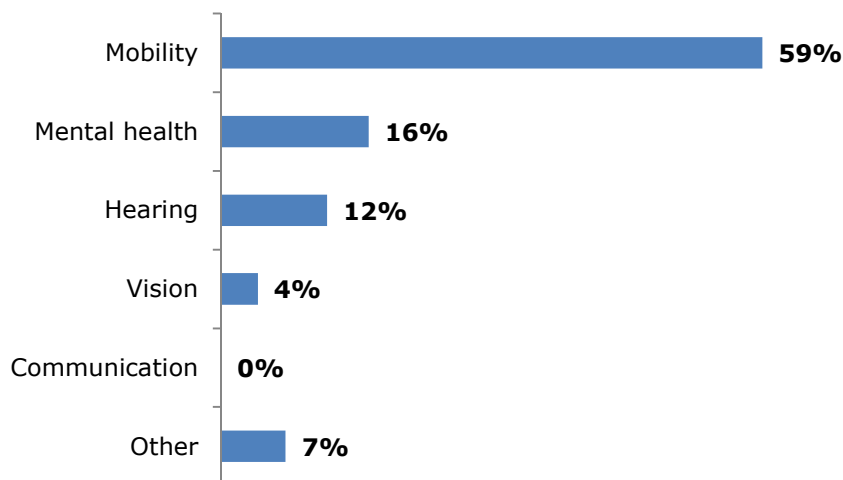


One in seven (14%) indicated that they considered themselves to be disabled, an increase from 10% in 2012. Of those who considered themselves to be disabled, the most common type of type of impairment was mobility (59%), followed by mental health (16%) and hearing (12%). The breakdown can be found in **Figure 4**.

**Figure 3 - Disability**  
Base: All respondents (1202)



**Figure 4 - Disability - type of impairment**  
Base: All valid responses in Nottinghamshire that stated they had a disability (172)



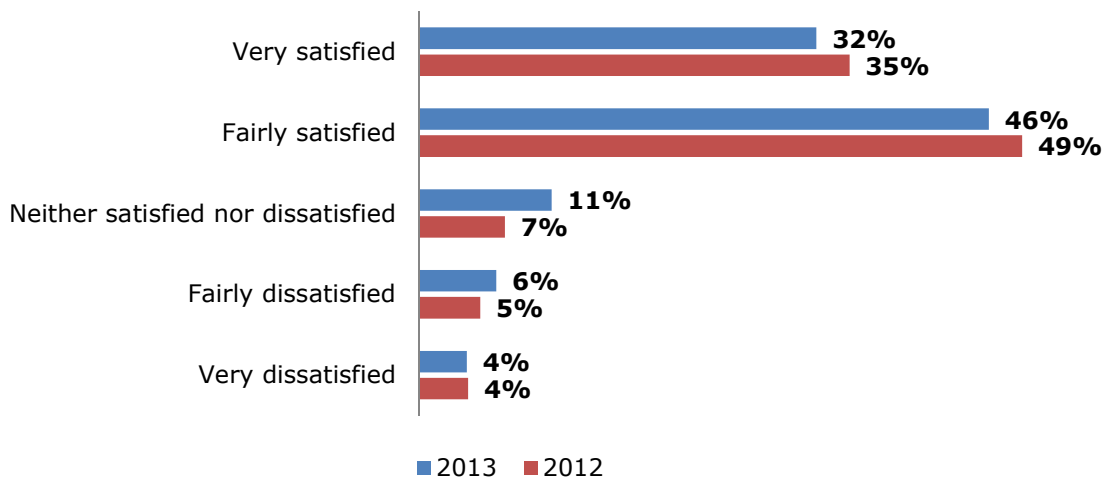


## Satisfaction with Local Area as a Place to Live

Understanding how people feel about where they live provides important content to help Nottinghamshire County Council understand attitudes on other local issues. Respondents were asked how satisfied or dissatisfied they are with the local area as a place to live (their local area was defined as the area within 15-20 minutes walking distance from their home).

As shown in **Figure 5**, almost four in five (78%) of respondents are satisfied (32% very satisfied, 46% fairly satisfied) with their local area as a place to live. This is a slight decrease from 2012, where 84% of respondents were satisfied. There has been a slight increase of respondents that are dissatisfied (6% compared with 5% in 2012) but those who were very dissatisfied remained the same at 4%.

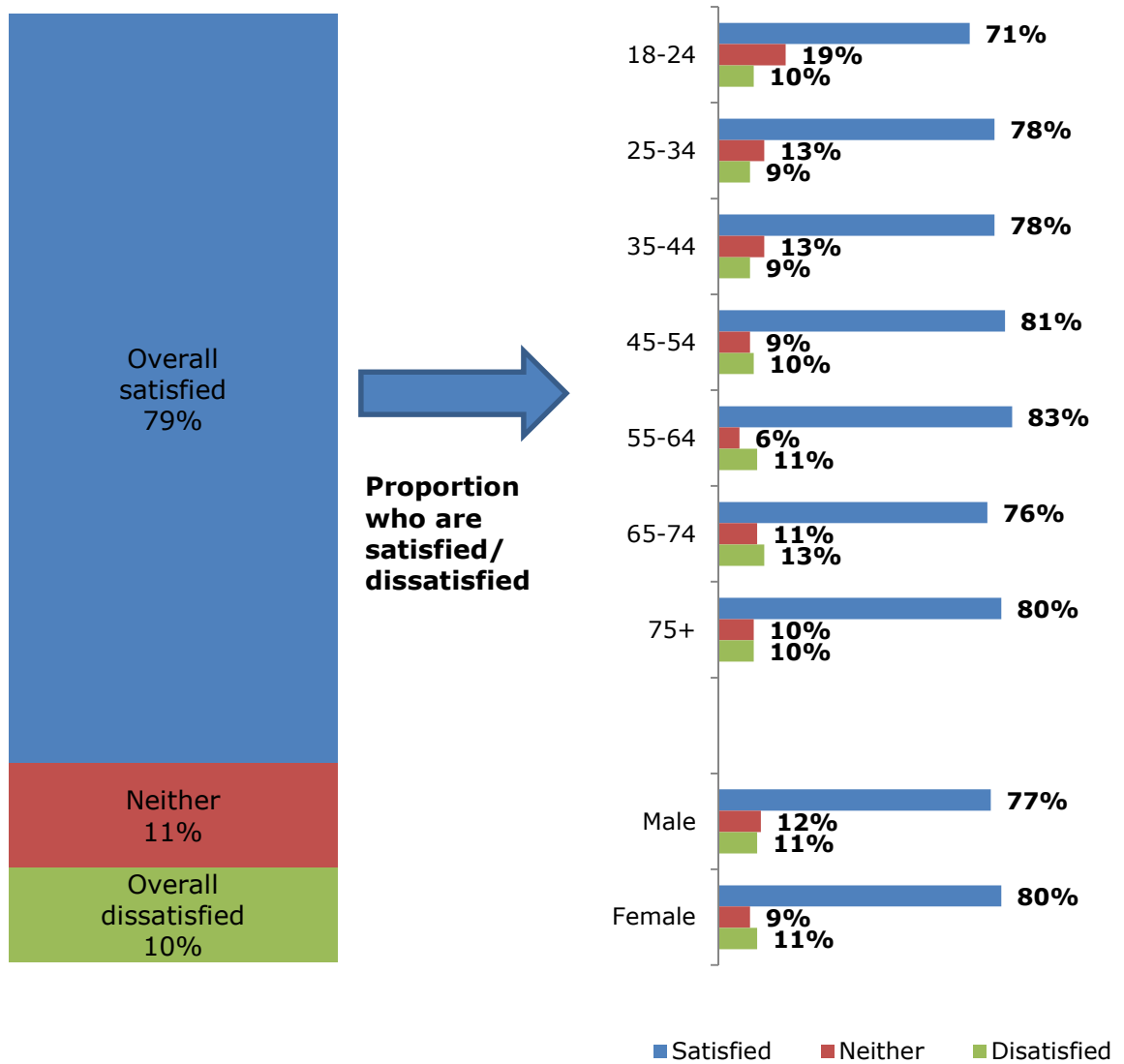
**Figure 5 – Satisfaction with local area as a place to live**  
**Base: All respondents (2013 – 1,202, 2012 – 1,063)**





As shown in **Figure 6**, satisfaction with the local area as a place to live by age and gender does vary by age, but not particularly gender. Satisfaction is highest amongst those aged 55-64 with 83% claiming to be satisfied. However, similarly to 2012, respondents aged 18-24 were least likely to be satisfied with seven in ten (71%) saying so, a decrease from 77% in 2012.

**Figure 6 – Satisfaction with local area as a place to live by age and gender**  
**Base: All respondents (1,202)**





## Satisfaction with the Local Authority

Respondents were asked how satisfied or dissatisfied they are with the way the Council runs things. The purpose of this question is to monitor overall attitudes and it is generally regarded as the key perceptual indicator of how well regarded the Council is by its residents.

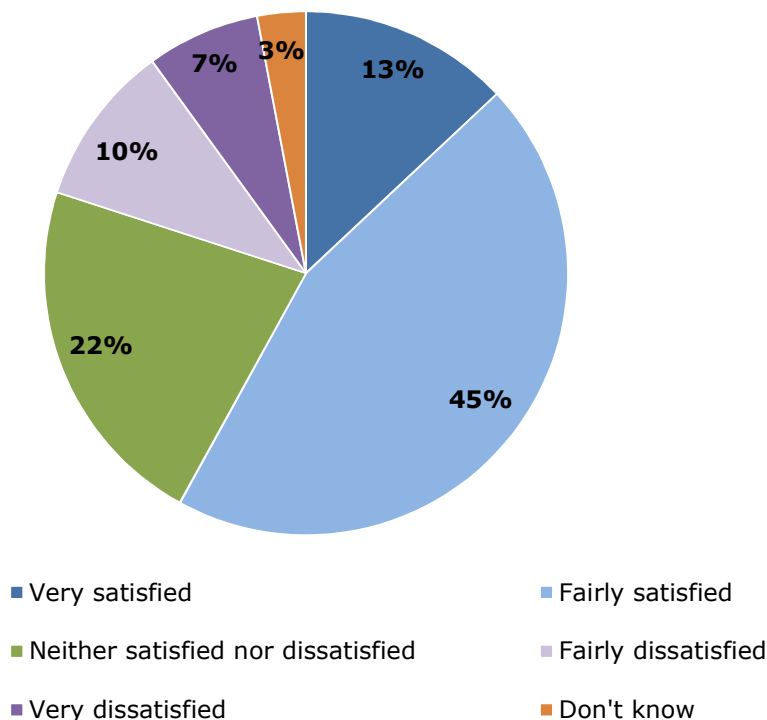
### Satisfaction with Nottinghamshire County Council

As can be seen in **Figure 7**, almost three in five (58%) are satisfied with the way the Nottinghamshire County Council runs things (13% very satisfied and 45% fairly satisfied), a decrease from 63% in 2012.

There was a slight increase (from 6% in 2012 to 7% in 2013) of respondents saying they were very dissatisfied with the way Nottinghamshire County Council runs things. However, there was also an increase in respondents saying they were neither satisfied nor dissatisfied (18% in 2012 and 22% in 2013).

**Figure 7 – Satisfaction with the way Nottinghamshire County Council runs things**

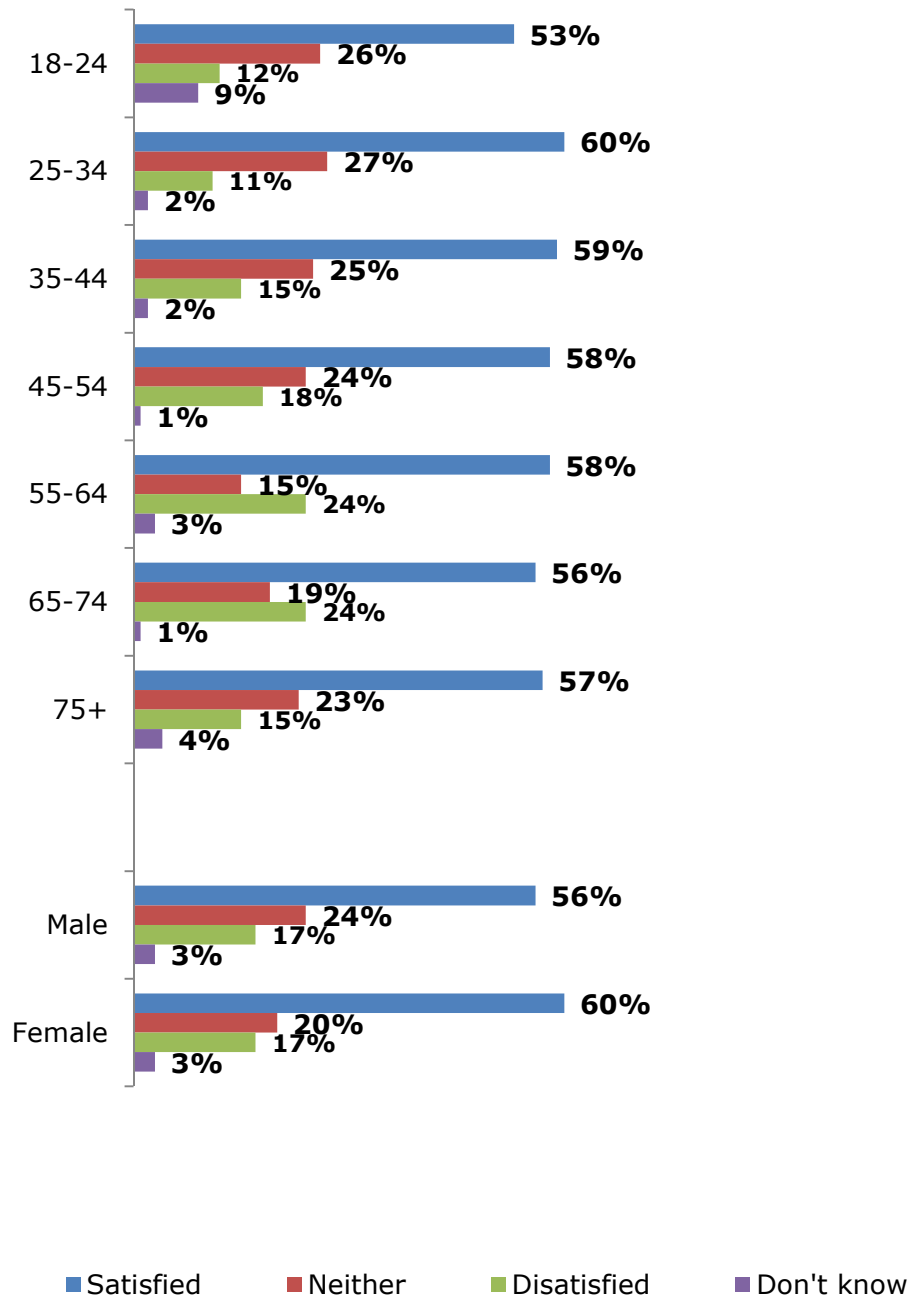
**Base: All respondents (1,202)**





As shown in **Figure 8**, satisfaction with the way Nottinghamshire County Council runs things does not vary much by age or gender. Satisfaction is highest amongst those aged 25-34 with 60% claiming to be fairly satisfied or very satisfied. This age group also scored highly in the 2012 survey.

**Figure 8 – Satisfaction with the way Nottinghamshire County Council runs things by age and gender**  
**Base: All respondents (1,202)**





## Value for Money

A key driver of the reputation of all Councils is whether residents believe they receive value for money.

Respondents were asked to think about the range of services Nottinghamshire County Council provides to the community as a whole, as well as the services their household uses. They were then asked to consider the extent to which they agree or disagree that the Council provides value for money.

### Nottinghamshire County Council

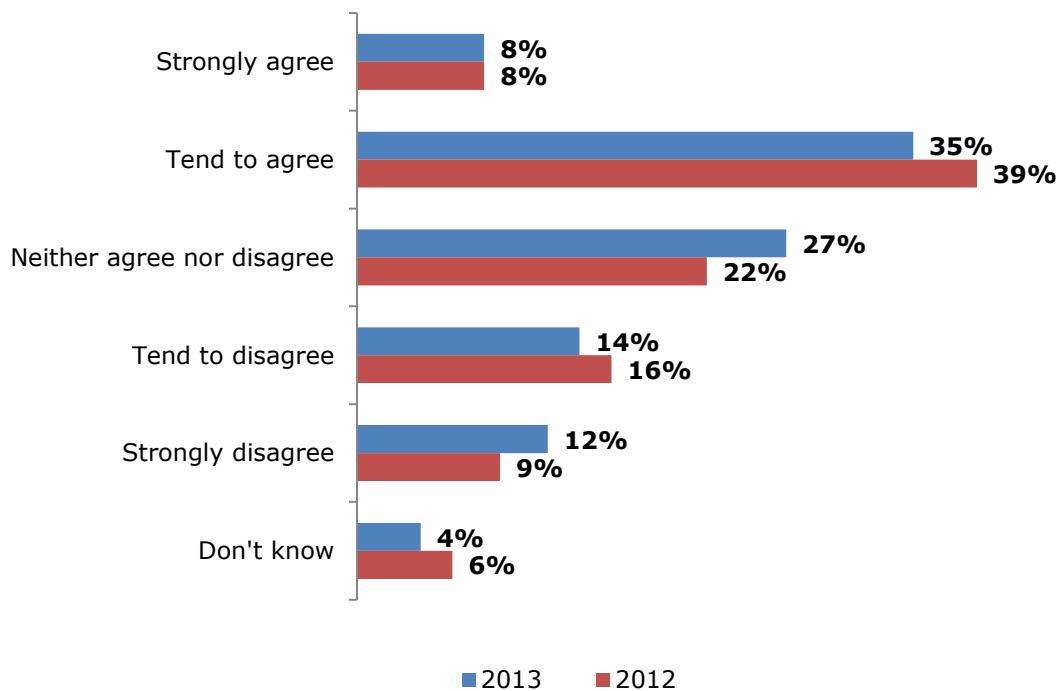
Just over two in five (43%) of respondents agree (8% strongly agree, 35% tend to agree) that the County Council provides them with value for money, compared to a quarter (26%) that disagree. **Figure 9** shows these results.

This represents a slight decrease from the 2012 Satisfaction Survey where 47% agreed. However, those who said they strongly agreed remained the same at 8%.

The largest increase was those respondents who said they neither agreed nor disagreed (22% in 2012 and 27% in 2013).

**Figure 9 – Agreement that Nottinghamshire County Council provides value for money**

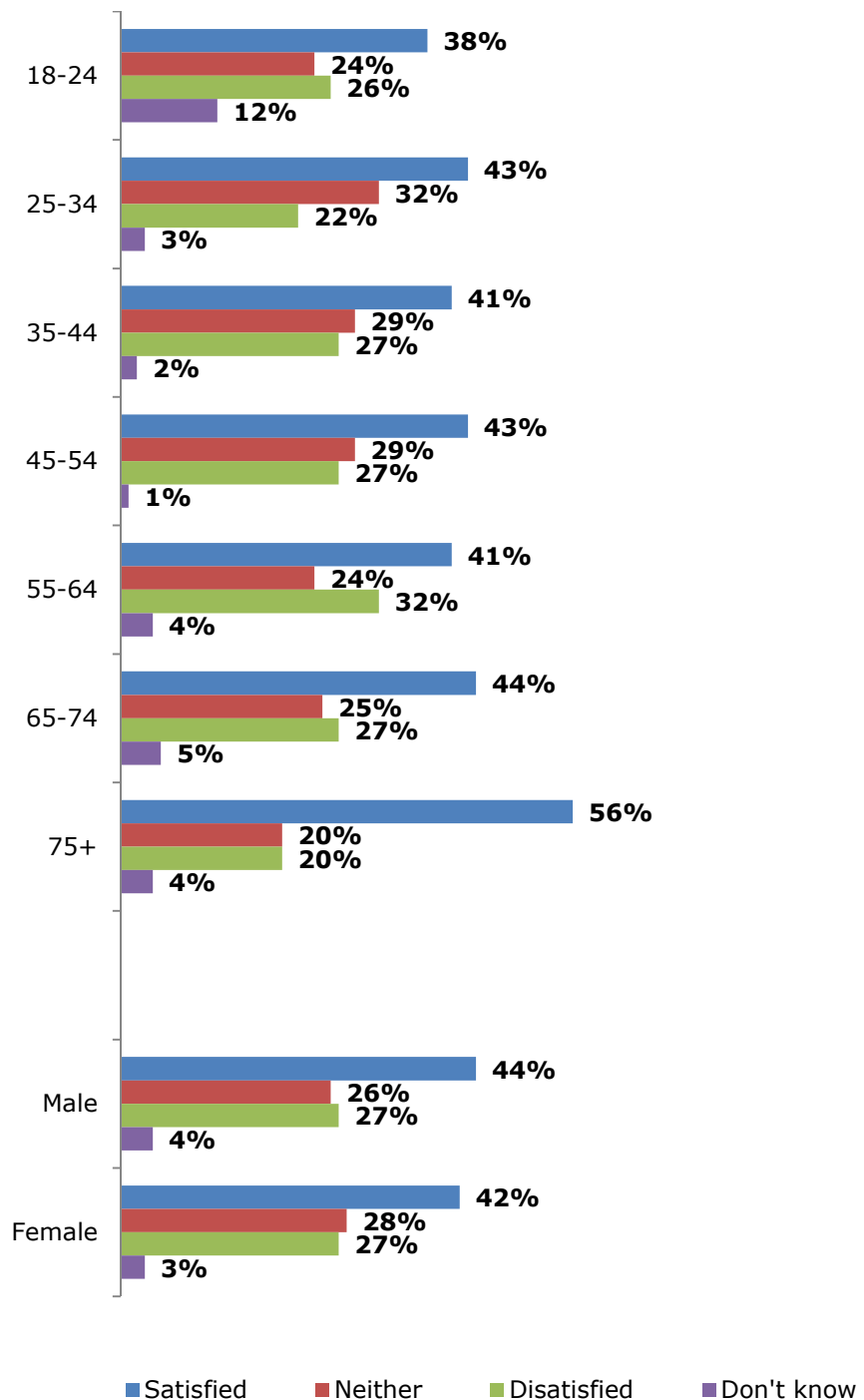
**Base: All respondents (1,202)**





Agreement that the County Council provides value for money is lower amongst those aged 55-64 (32%), 65-74 (27%) and 35-44 (27%) and highest amongst the 75+ age range, where almost three in five (56%) were satisfied. There were no significant differences between genders. **Figure 10** shows these results.

**Figure 10 – Agreement that Nottinghamshire County Council provides value for money by age, gender and working status**  
**Base: All respondents (1,202)**







## Advocacy

### Nottinghamshire County Council

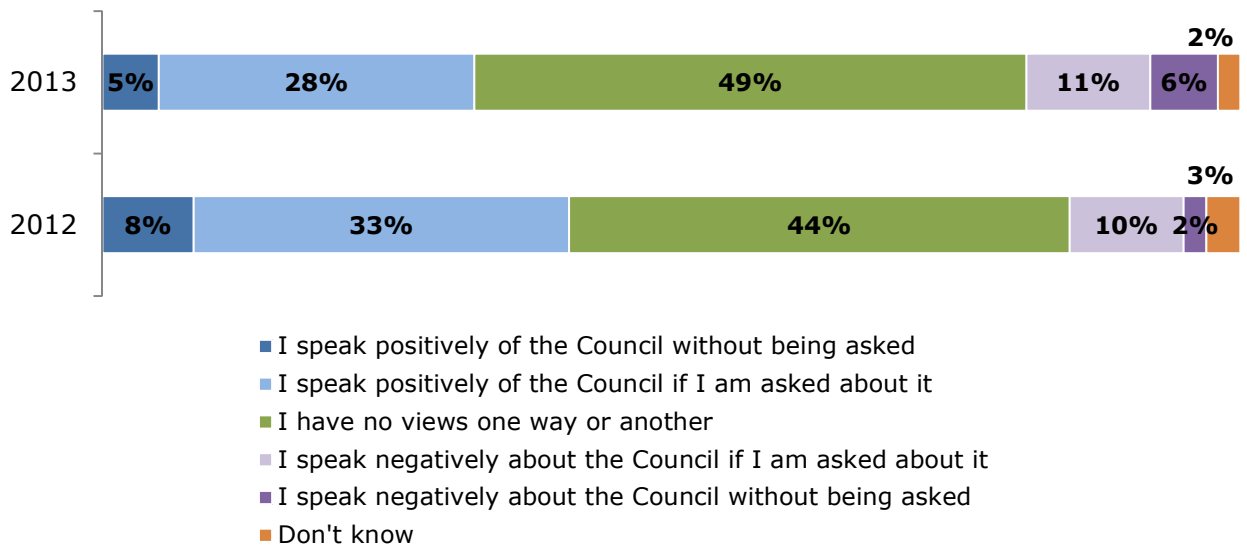
Respondents were asked to indicate which, of a number of statements comes the closest to how they feel about Nottinghamshire County Council.

As shown in **Figure 11**, one in three (33%) stated they speak positively of the Council without being asked or they speak positively of the Council if they are asked. This is a decrease from 41% in 2012, but still higher than the results from the Citizens' Panel Survey carried out in 2011.

One in six (17%) said they speak negatively about the Council if they are asked or they speak negatively of about the Council without being asked. A larger proportion of respondents (49%) said they have no view one way or the other, an increase from 44% in 2012.

**Figure 11 – Statements about the way respondents feel about Nottinghamshire County Council**

**Base: All respondents (1,202)**





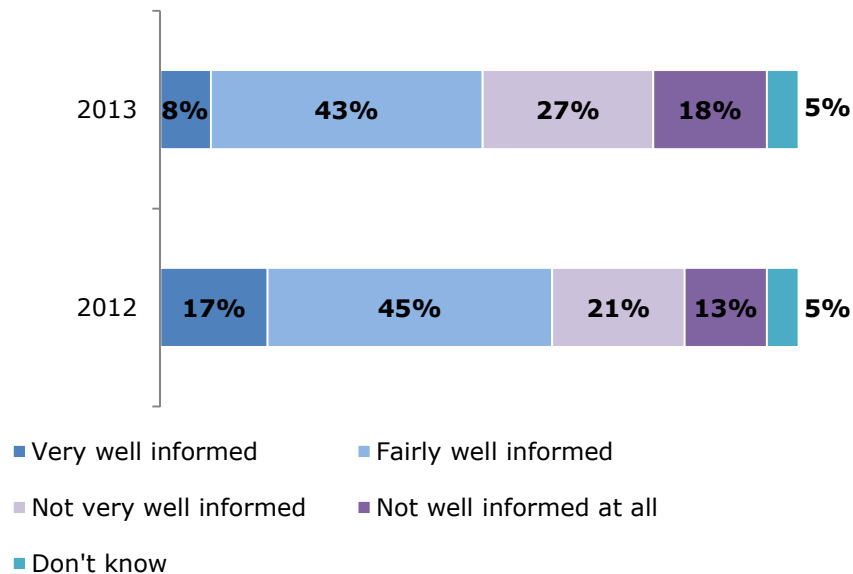
## Information Provision

The Duty to Involve came into force in April 2009 and requires Councils to involve residents in decisions made about how they provide services. Good information and communications are important elements of service delivery and there is a strong relationship between how well informed residents' feel they are kept by their Council and their perception of its performance. Understanding resident's view on this is, therefore, important both as an indicator of the effectiveness of Council communications and as one of the most important drivers of reputation among local residents.

Respondents across Nottinghamshire were asked for their overall view about how well informed they feel Nottinghamshire County Council keeps them about the services and benefits it provides.

As shown in **Figure 12**, half (51%) of respondents feel very or fairly well informed about the services and benefits the County Council provides. This is a decrease from 62% in 2012. Over two in five (45%) said feel they are not very or not well informed at all.

**Figure 12 – Being kept informed about the services and benefits Nottinghamshire County Council provides**  
**Base: All respondents (1,202)**





## **Community Safety**

### **Safety in the Local Area**

Respondents across Nottinghamshire were asked a series of questions which focus on the degree to which they feel safe in their local area after dark, during the day and at home at night.

Three quarters (74%) of all respondents feel safe when outside in their local area after dark, which is the same figure as the survey carried out in 2012. One in five (19%), however, feel unsafe (10% fairly and 9% very unsafe).

Over nine in ten (94%) of respondents feel safe when outside in their local area during the day. This is just a 1% decrease from 2012. Just 3% reported feeling unsafe, with 4% feeling neither safe nor unsafe.

Perceptions of safety during the day do not vary considerably by age or gender.

Almost nine in ten (88%) Nottinghamshire respondents report feeling safe alone at home at night. This represents a slight decrease from 95% in 2012. Just 7% report feeling unsafe alone at home at night, which is just a 1% increase from 2012.

There were no specific differences when looking at age, but when examining gender, females were more likely to feel unsafe than males. Of the respondents that said they felt fairly unsafe or very unsafe, 29% were male and 71% were female.



## **Community Cohesion**

A recognised measure of community cohesion is achieved by asking people about the degree to which people agree that their local area is one where people from different backgrounds get on well together.

Respondents in Nottinghamshire were asked the extent to which they agree or disagree that their local area is one where people from different ethnic backgrounds get on well together.

Almost three in five (57%) agree that people from different ethnic backgrounds get on well together in Nottinghamshire, which is a very small decrease from 58% in 2012.

One in eight (13%) disagree that people from different ethnic backgrounds get on well together in Nottinghamshire, which is a slight increase from 10% in 2012.

There were some differences by age. Respondents aged 18-24 were more likely to disagree that people from different backgrounds get on well together. There were no significant differences by gender.



## **Local Decision-Making**

Respondents in Nottinghamshire were asked the extent to which they agree/disagree that they can influence decisions affecting their local area.

Almost three in ten (28%) respondents definitely agree or tend to agree that they can influence decisions affecting their local area, whilst over two in five (44%) disagree.

Respondents aged 55-64 were more likely to disagree that they can influence local decision-making and those aged 18-24 were more likely not to know if they could influence decisions. There were no significant differences between genders.



## Participation in Regular Volunteering

Volunteering is seen by local and central government to have a key part to play in terms of promoting sustainable communities. There are clear links between increases in volunteering and a range of policies encouraging active citizenship such as the Localism Act.

Volunteering is defined as giving unpaid help through groups, clubs or organisations, which support social, environmental, cultural or sporting objectives.

Respondents were asked in a typical week how many hours they spend doing voluntary (unpaid) activities in their local community.

One in seven (15%) Nottinghamshire respondents participate in voluntary (unpaid) activities in a typical week, an increase from 14% in 2012. One in seven respondents (14%) undertook at least one hour of unpaid work a week, with 11% undertaking over two hours per week, 3% over five hours per week and 3% over ten hours per week.

Over four in five (85%) respondents said they did not undertake any volunteering in a typical week.

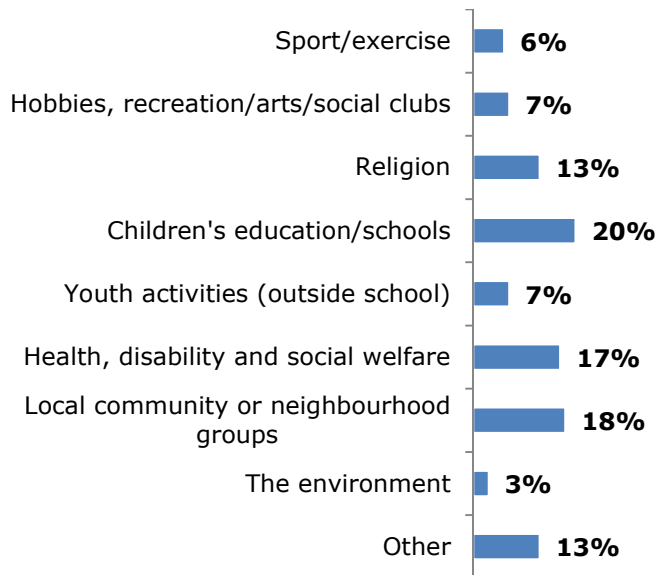
Very little variation was evident across demographic subgroups of age or gender.

When asked what type of voluntary activity respondents undertook, a range of responses were given. Working in children's education/schools was the most common response, cited by 20% of those who volunteer. Working in local community or neighbourhood group, and health, disability & social welfare were also popular activities undertaken by 18% and 17% respectively.

Other responses included working for a charity shop (18 responses) and other activities including housing projects, animal welfare, cleaning up the park, prison, armed forces and heritage (all one response).



**Figure 13 - Thinking about this voluntary (unpaid) activity in your local community, which of the following best describes the activity area?  
Base: (184)**





## Perceptions of Anti-Social Behaviour

Respondents in Nottinghamshire were asked how much of a problem are the certain types of anti-social behaviour in their local area.

In the majority of cases, the proportion of respondents that said there was either a very big problem or a fairly big problem did increase, but by no more than six percentage points. This is shown in **Table 2**.

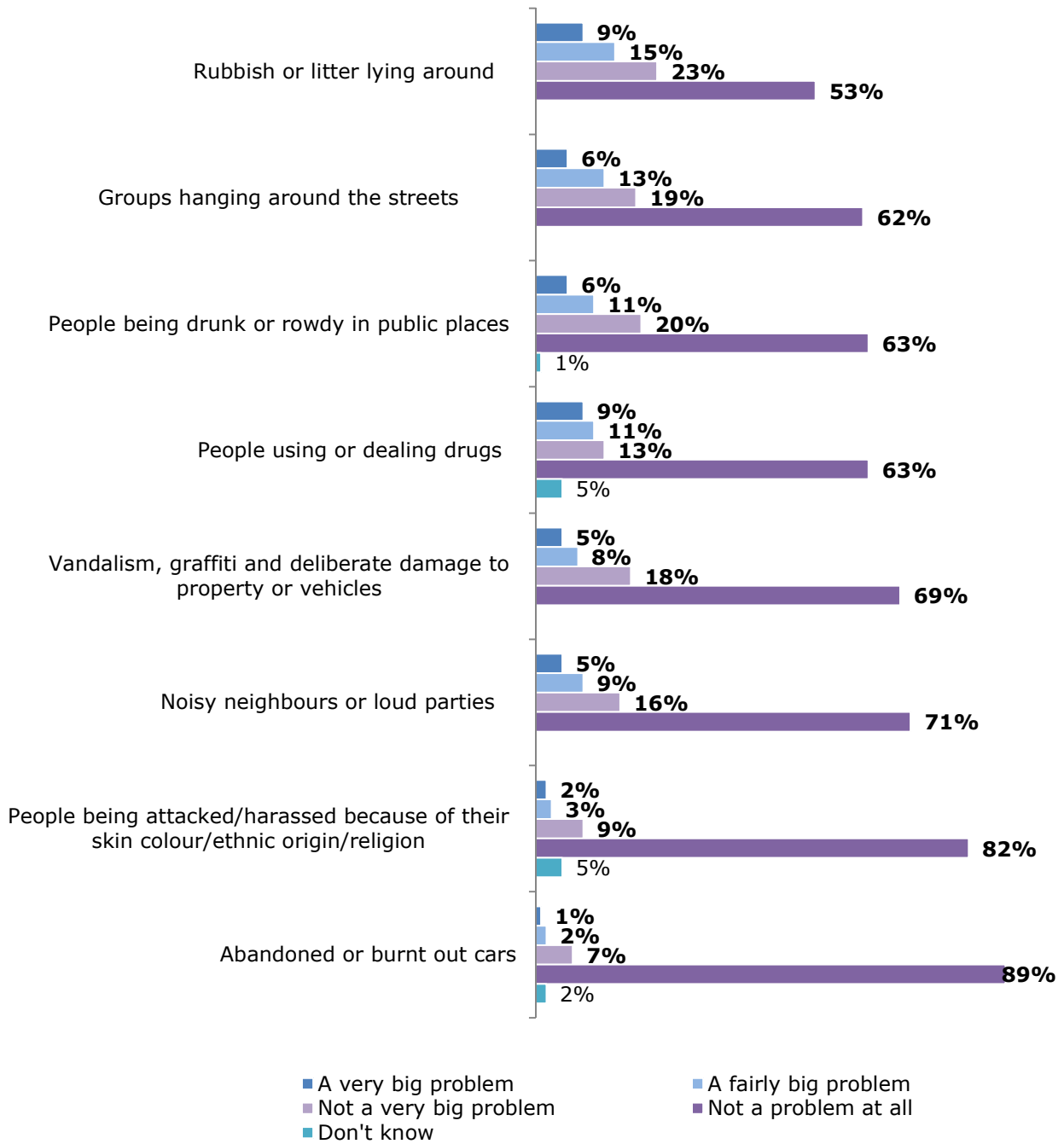
**Table 2 - Perceptions of anti-social behaviour in Nottinghamshire**  
**Base: All respondents (1,202)**

Stands of anti-social behaviour	% problem in 2012	% problem in 2013	Net change
Rubbish or litter lying around	19%	24%	+5%
Groups (teenagers) hanging around the streets	16%	19%	+3%
People being drunk or rowdy in public places	14%	17%	+3%
People using or dealing drugs	14%	20%	+6%
Vandalism, graffiti and deliberate damage to property or vehicles	11%	13%	+2%
Noisy neighbours or loud parties	10%	14%	+4%
People being attacked/harassed because of their skin colour/ethnic origin/religion	3%	5%	+2%
Abandoned or burnt out cars	3%	3%	=





**Figure 14 – Perceptions of anti-social behaviour**  
**Base: All respondents (1,202)**

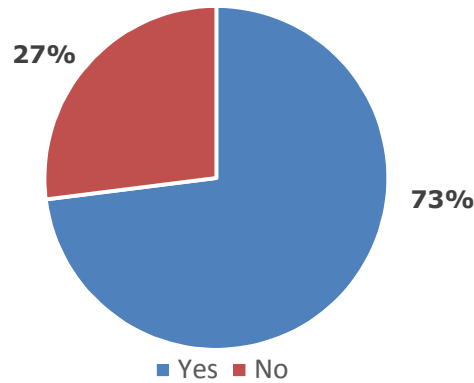




## Internet Usage

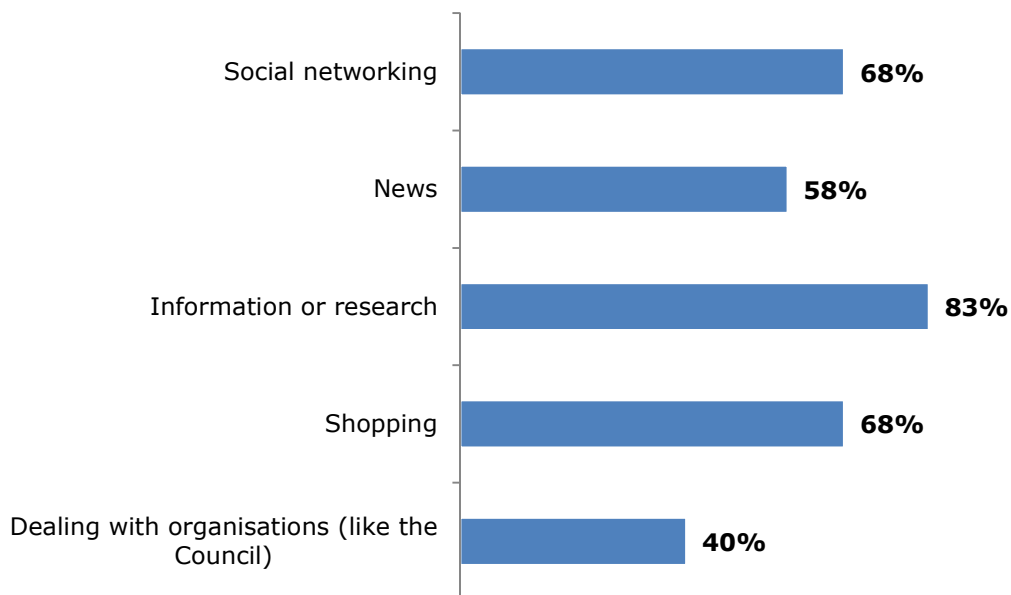
Respondents were asked if they used the internet. **Figure 15** shows that almost three-quarters said they used the internet.

**Figure 15 - Do you use the internet**  
**Base: All respondents (1,202)**



Those who used the internet were then asked what they most often used it for. Just over four in five (83%) used it for information and research. Two-thirds (68%) used it for social networking and shopping. Almost three in five (58%) used it to access the news, with two in five (40%) using it to deal with organisations.

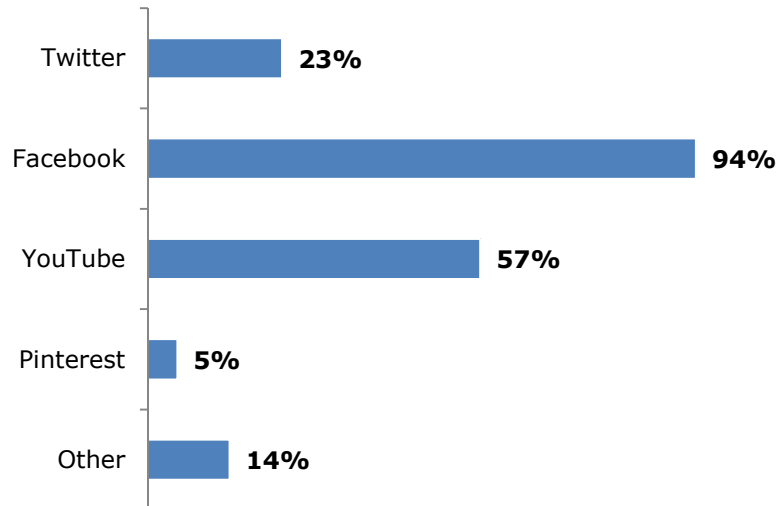
**Figure 16 - What do you most often use the internet for?**  
**Base: Internet users (876)**





Respondents who said they used the internet for social media, were asked which social media they used. As shown in **Figure 17**, Facebook was the most common response, with over nine in ten (94%) respondents using it. Almost six in ten (57%) said they used YouTube and almost a quarter (23%) used Twitter.

**Figure 17 - Which social media?**  
**Base: Social media users (590)**





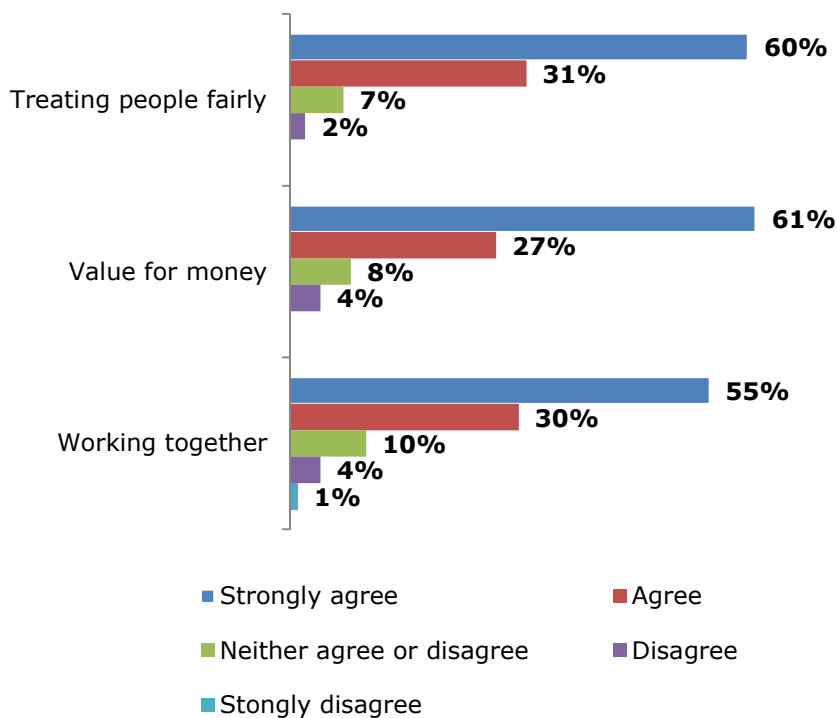
## New Draft Strategic Plan

The New Draft Strategic Plan sets out Nottinghamshire County Council's priorities for the next four years and how it plans to achieve them. The draft Plan is built around three 'core values' and five 'strategic priorities'.

Respondents were asked if they agreed that the three core values are the right values to focus the Council's budget and resources on.

As shown in **Figure 16**, encouragingly, the vast majority of respondents agree with the three core values. Treating people fairly was the core value that the highest proportion of respondents agreed with.

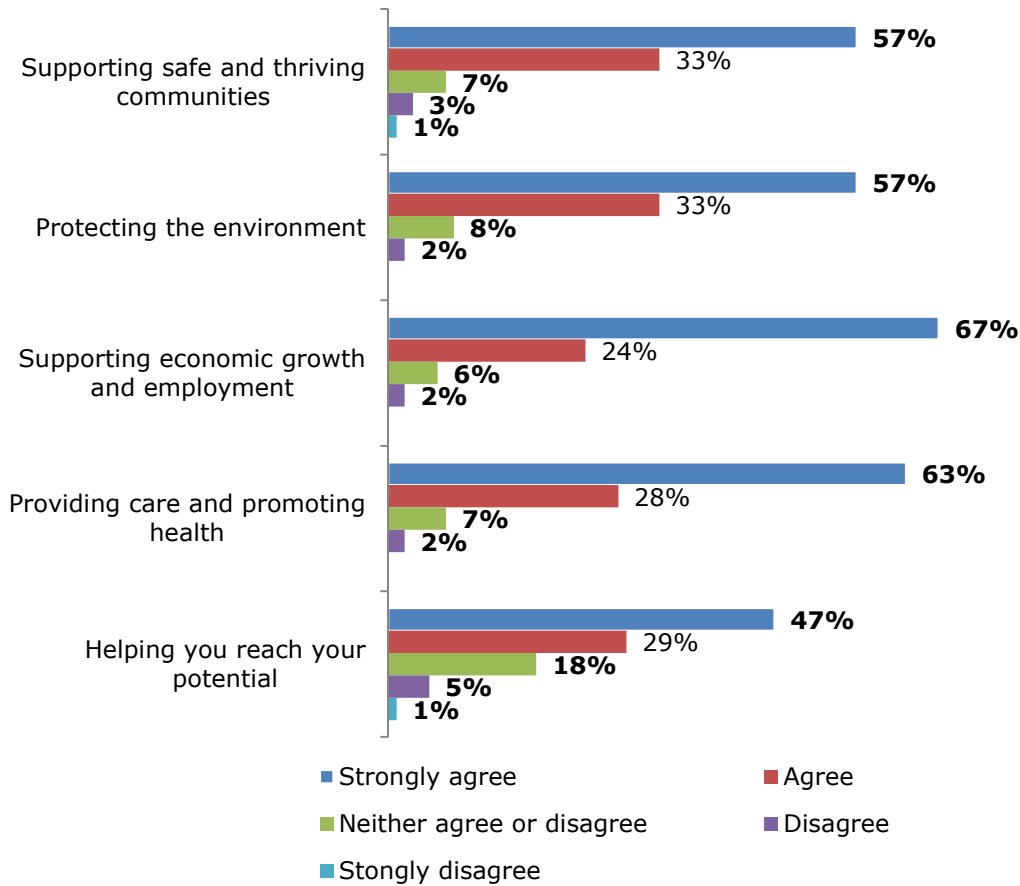
**Figure 18 - Three core values**  
**Base: All respondents (1,202)**



Respondents were also asked if the five strategic priorities are the right priorities to focus the County Council's budget and resources on. Nine in ten (91%) respondents agreed that *Supporting economic growth and employment* and *Providing care and promoting health* were the priorities that were the most appropriate. However, there was little difference with *Supporting safe and thriving communities* and *Protecting the environment*, where 90% of respondents saying they were appropriate to use in the Strategic Plan. The remaining key priority, *Helping you reach your potential*, was seen less favourable, with three-quarters (76%) saying it was appropriate and 6% saying they disagreed. **Figure 19** shows these responses.

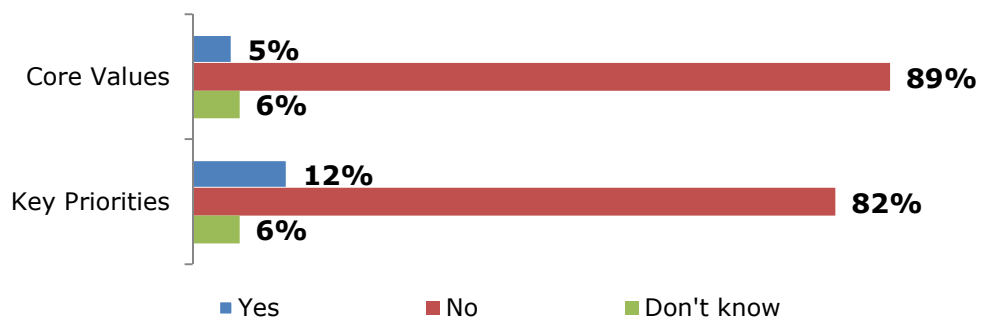


**Figure 19 - Five key priorities in the draft new Strategic Plan are the correct priorities for the Council to focus its budget and resources on?**  
**Base: All respondents (1,202)**



Respondents were also asked if they believed the Council needs to focus on anything else over the next 12 months in terms of core values and key priorities. One in twenty (5%) believed the Council should focus on other core values and one in eight (12%) believed the Council should focus on other key priorities. **Figure 20** shows these results and **Table 3** lists the responses respondents gave.

**Figure 20 – Does the Council need to focus on anything else over the next 12 months**  
**Base: All respondents (1,202)**





**Table 3: Other things the Council should focus on (not including comments with less than five comments)**

<b>Other activity</b>	<b>Count</b>	<b>%</b>
Nothing	981	82%
Keep us more informed - need more info on what's happening	19	2%
Supply more housing	15	1%
More road maintenance/path maintenance	14	1%
No police station - the police need more of a presence	14	1%
Put some money into re-developing/regenerating the area - help to bring industry into the area	13	1%
Something to keep the youngsters busy if there are no jobs available/more for teenagers to do	10	1%
Treat everybody equally	10	1%
Get rid of dog mess - more patrols needed	9	1%
Hospital/health care needs improving	9	1%
More shops/markets	9	1%
Need to know where the money is going	9	1%
Children's outdoor play areas/kids facilities	7	1%
Improve the parks in the area - more open spaces needed	7	1%
Talk to people in the area to prevent problems	7	1%
Plans to help the mentally ill/vulnerable people in the area	6	1%