

HOUSEHOLD SURVEY 2016/17

Appendix 1

Executive Summary

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NKDC HOUSEHOLD SURVEY 2016/17 SUMMARY

Survey Topics

Our ECONOMY

Economic Development

Our HOMES

Housing Tenure

Open Spaces Strategy

OUR COMMUNITIES

Sport & Physical Activity

Health & Wellbeing

Community Safety

Wellbeing Service

Street, Kerb, Verge
Cleaning

Our COUNCIL

Communications

Local Access Points

Your Council

When, How, Cost

15 February to
22 March 2017

13,000 emails

800 posted
surveys

200 paper
surveys in
LAPS

Engagement
with Sixth
Forms in NK

Overall Cost
£370 – 80%
reduction on
2015/16 survey
costs

Responses

3357

3 Fold increase on
2015/16 Survey
response

Statistically
significant

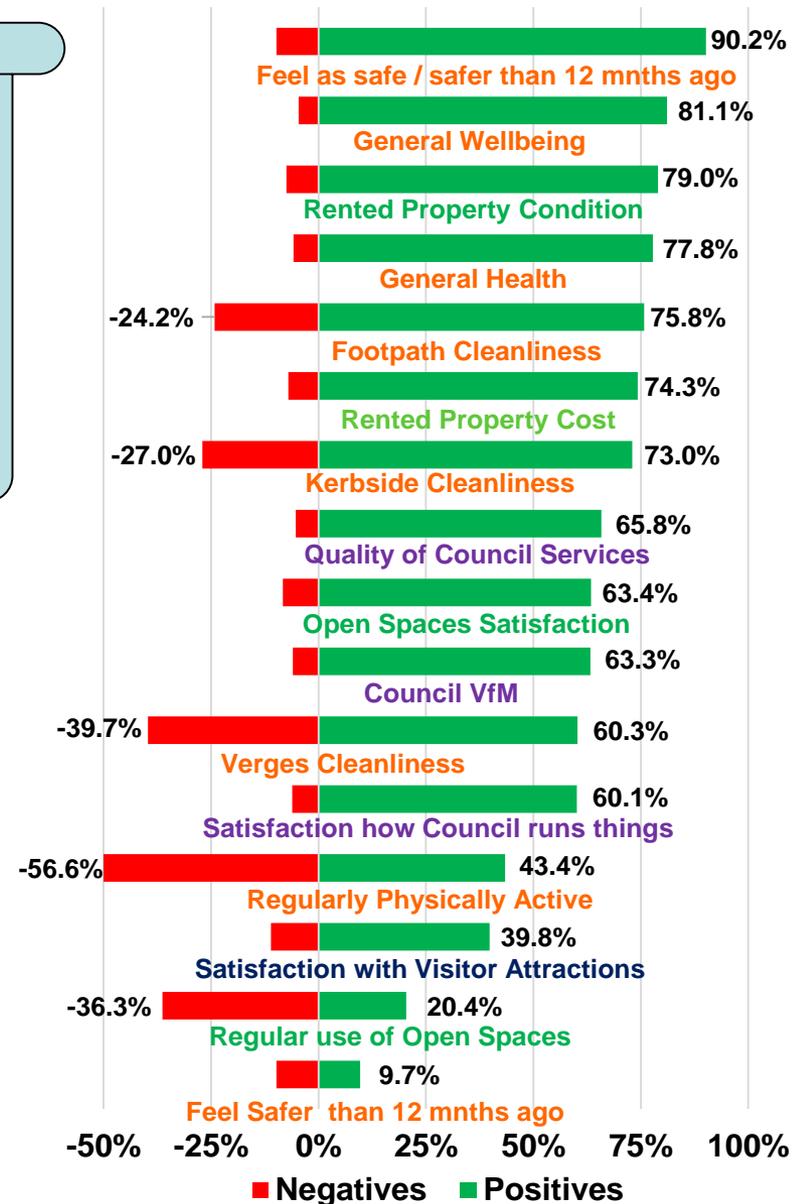
Improved
Demographic
spread

Gender Balance

Disability
representative

Ethnicity
Representative

Key Results



Survey Structure

The 2016/17 household survey was, unlike that in 2015/16, pitched at the needs of specific service areas, rather than being focused on questions to inform a refresh of the Council’s priorities and ambitions. However the range of topics covered by the survey can still be assigned to one of the Council’s four priorities – Communities, Economy, Homes, and Council. Each topic area contained questions that either provided a performance metric and / or information about residents’ behaviours, preferences or interests. The topics and question mix are set out below.

OUR COMMUNITIES	Our ECONOMY	Our HOMES	Our COUNCIL
<ul style="list-style-type: none"> • Sport & Physical Activity • Health & Wellbeing • Community Safety • Wellbeing Service • Street, Kerb, Verge Cleaning 	<ul style="list-style-type: none"> • Economic Development 	<ul style="list-style-type: none"> • Housing Tenure • Open Spaces Strategy 	<ul style="list-style-type: none"> • Communications • Local Access Points • Your Council
Measures	Measures	Measures	Measures
<ul style="list-style-type: none"> • Frequency of physical activity • Level of general health • Level of general wellbeing • Agreement of feeling safe or safer than 12 months ago • Cleanliness of Verges, Footpaths, & Kerbsides 	<ul style="list-style-type: none"> • Satisfaction with visitor attractions 	<ul style="list-style-type: none"> • Satisfaction with rented property condition • Satisfaction with rented property cost • Frequency of use of Open Spaces • Satisfaction with Open Spaces 	<ul style="list-style-type: none"> • Quality of Council services • Perception of Value for Money • Satisfaction with way Council runs things
Information	Information	Information	Information
<ul style="list-style-type: none"> • Awareness of Wellbeing Service 	<ul style="list-style-type: none"> • Percentage who work in NK • Self-employment • Working from home if self-employed 	<ul style="list-style-type: none"> • Housing tenure type • Open Spaces used <ul style="list-style-type: none"> • Reasons for using • Issues of concern • Suggestions for improvement 	<ul style="list-style-type: none"> • Communication preferences • Awareness and reasons for using / not using Local Access Points (LAPs)

Timing, Methodology, Response

The household survey was undertaken between February 15th and March 22nd 2017.

800 paper surveys were sent to the Viewpoint Panel and Seldom Heard Groups, with a further 200 paper copies made available at LAPs and at Sleaford Reception. 12,999 residents were contacted by email, with a follow up email updating survey progress sent in the 3rd week of the survey.

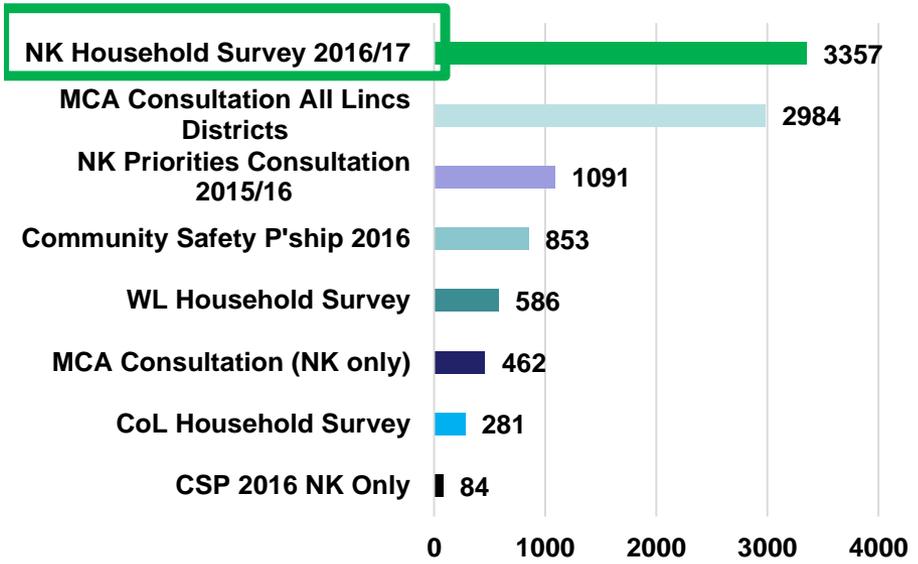
During the survey both of the joint sixth forms in North Kesteven were approached to encourage engagement. The Kesteven and Sleaford High School 6th Form in Sleaford made specific arrangements to give their sixth formers living in the district the opportunity to complete the survey.

Surveys were fully anonymous and respondents could opt to skip questions should they wish. This applied both to surveys completed online and in hard copy.

3,357 responses to the survey were received in total, a three-fold increase on the response to the 2015/16 NK Priorities Survey, which in itself was a significant improvement on previous surveys. The level of response ensures that the survey is statistically significant. Appendix 2 sets out how the data was handled, cleansed, and analysed.

Chart 1, top right, provides a comparison with other recent surveys. The response to this survey exceeded the combined total for all seven Lincolnshire authorities for the consultation run by Lincolnshire County Council for the Combined Mayoral Authority. It is almost four times the overall response received by the Community Safety Partnership to their most recent county wide survey.

Chart 1. Overall Household Survey response and comparisons



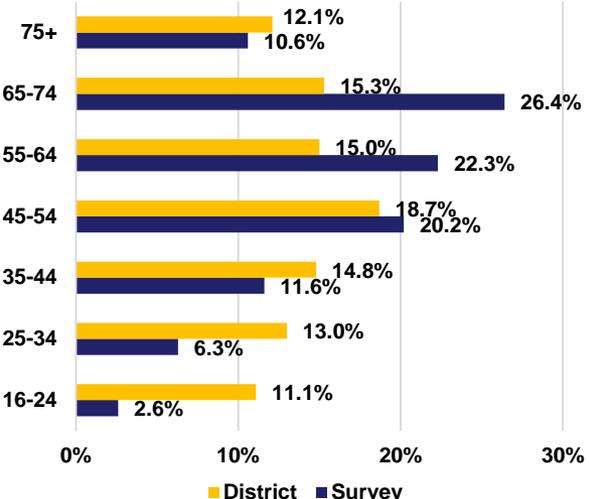
The survey costs were approximately £370 comprising £270 for printing and postage, and £100 (pro rata'd) for extending the snap survey licence. This compares with approx. £2,500 for the 2015/16 survey (largely paper based).

The level of response has allowed a level of insight not previously available from our surveys, and an analysis that highlights similarities and / or differences in responses between age groups; gender, those with a disability, and by ethnicity. It has also allowed ward level summaries to be produced.

Top level demographic information is contained on the next page. Appendix 3 provides a detailed respondent analysis, whilst appendix 4 addresses opportunities for future improvements.

Respondent Profile

Chart 2 Age



The four charts on this page provide a top level view of the survey response and a comparison with the overall district figures for each element.

The survey achieved a strong gender and ethnicity balance; whilst disability was slightly higher than the overall level for the district.

There was a further improvement in age group mix, and whilst the older age groups remain over represented this is less so than in previous years. The 16-24 age group despite a significant increase as compared with previous surveys remains a group along with the 25-34s that needs greater engagement.

Chart 3 Gender

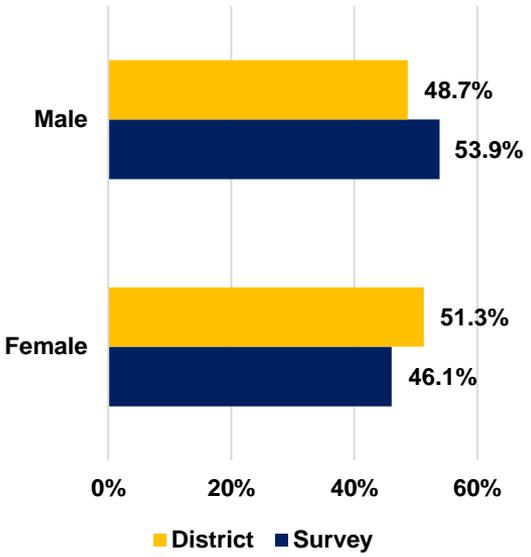
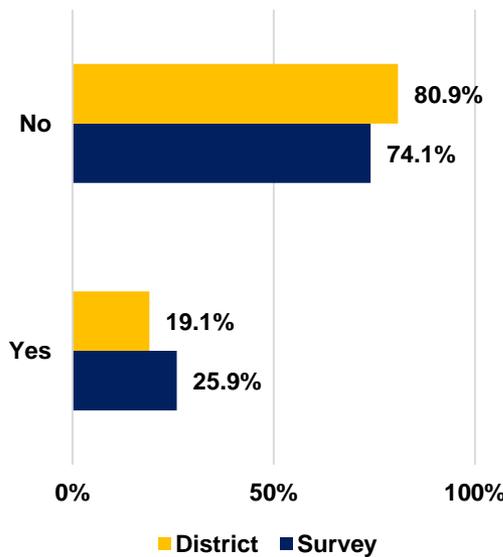


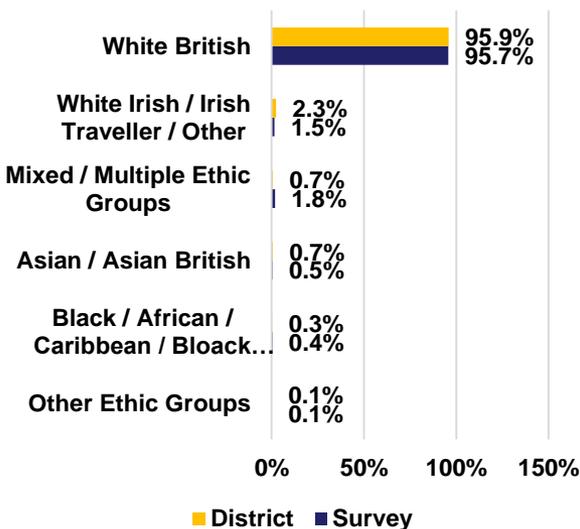
Chart 4 Disability



As noted previously appendix 3 provides a detailed analysis of the respondent profile. In addition to the four elements summarised here it also includes a geographic area and ward level breakdown; plus details on length of residency in North Kesteven of the respondents.

Whilst the respondent detail does not permit a socio-economic analysis the ward response rates can be matched against the relative position in the Index of Deprivation, and highlights this as a further area for increased representation in future surveys.

Chart 5 Ethnicity



Results

The following four pages provide a high level view of results, and key “take-aways” for each of the Council’s priorities.

Appendices 5 to 15 provide the detailed results and analysis for the questions posed in each of the survey’s topic areas. This covers demographics, higher level geography; and Ward level detail; highlighting similarities and key differences as well as cross-referencing, where appropriate, to related questions in other topic areas.

For questions which also offered a free text response opportunity comments are included, verbatim, in the specific appendix. The only exception to this is the appendix for Open Spaces, where given that over four thousand comments were received sub-appendices have been created for each question’s comments. Wherever practical comments have been allocated to a small number of specific categories to allow ease of review. Appendices are grouped by Priority rather than the order in which the topics appeared in the survey itself. Appendices are therefore grouped as follows:

Our COMMUNITIES		Our HOMES	
Appendix	Topic & Survey Question Numbers	Appendix	Topic & Survey Question Numbers
5	Sport & Physical Activity Qs 1-2	11	Housing Tenure Qs 14-17
6	Health & Wellbeing Qs 3-4	12	Open Spaces Strategy Qs 25-30
7	Community Safety Q5	12a	Open Spaces Strategy Q25 comments
8	Wellbeing Service Q7	12b	Open Spaces Strategy Q26 comments
9	Street, Kerb & Verge Cleaning Qs 31a,b,c	12c	Open Spaces Strategy Q27 comments
Our ECONOMY		12d	Open Spaces Strategy Q28 comments
Appendix	Topic & Survey Question Numbers	12e	Open Spaces Strategy Q29 comments
10	Economic Development Qs 21-24	12f	Open Spaces Strategy Q30comments
		Our COUNCIL	
		Appendix	Topic & Survey Question Numbers
		13	Communications Qs 8-9
		14	Local Access Points (:LAPs) Qs 10-13
		15	Your Council Qs 18-20

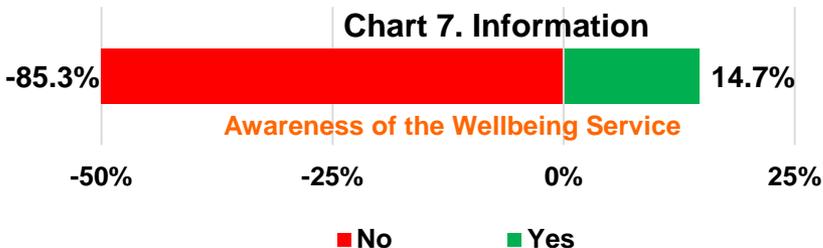
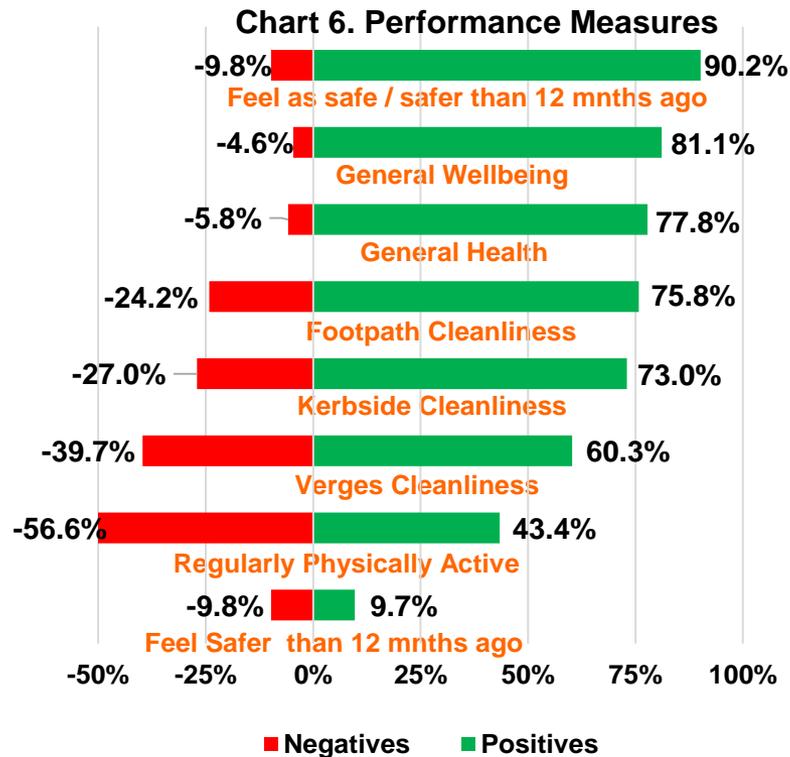
RESULTS : OUR COMMUNITIES

The Our Communities priority had the widest range of topics which, as chart 6 shows, had a generally strong performance.

90% of respondents felt as safe or safer as compared with 12 mnths ago. The Over 75s and the 16-24s were the most positive of all the age groups. Those with a disability also scored marginally more positively, and non white british did likewise. For those feeling less safe, over half of the 302 respondents who provided a comment cited street lighting being turned off at night as their main reason.

In line with the ONS Wellbeing surveys the respondents reported high levels of their health and wellbeing as being good or very good. Whilst regular physical activity was relatively low, reduced levels of physical activity appear to have limited impact of residents' views of their own health and wellbeing. Whilst the 16-24s had the highest levels of physical activity with the exception of the over 75s they had the lowest levels of positive responses in terms of both health and wellbeing.

Footpath and kerbside cleanliness both scored well with close to / just over 75% rating both as clean or very clean. However positive sentiment dropped to 60% for cleanliness of verges.



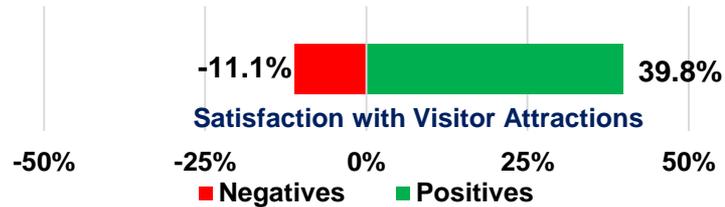
Awareness of the Wellbeing Service was, as chart 7 demonstrates, limited. This was heavily influenced by age with just 6.2% of the 16-24s being aware of the service as compared to 20% for the over 75s. Nevertheless 20% remains a low level of awareness. There was some increased level of awareness of the service for those reporting their health as poor or very poor; however those reporting negative wellbeing had a lower level of awareness. The results however provide key insight for the service in terms of how it markets and targets its offering.

RESULTS : OUR ECONOMY

Our Economy had only a single topic and a limited number of questions.

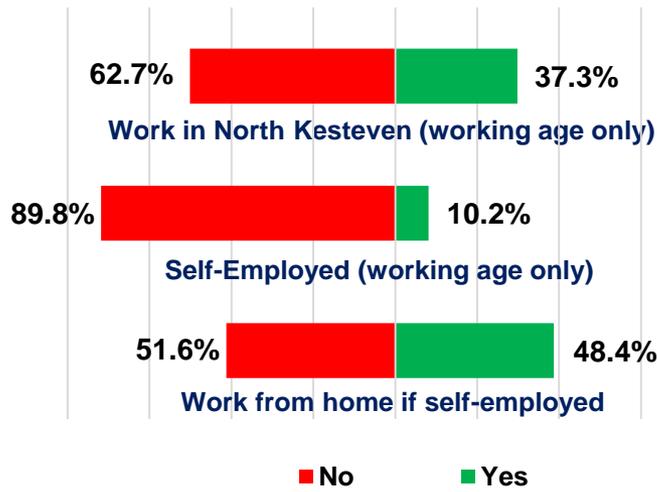
Chart 8, right, shows that almost 40% of respondents were positive about the provision of visitor attractions within the district, and just 11% dissatisfied. However this means that almost half had no strong view either way, and thus the results should not be interpreted as a strong endorsement.

Chart 8 Performance Measure



There was a significant range of responses between demographic groups. Only 23% of 16-24s had a positive view compared with 30% expressing a negative. The two over 65 age groups however both had positive sentiments of over 45%. There was an equally marked contrast between wards with the four wards with the least satisfaction all being in Sleaford.

Chart 9 Information



The survey also asked about employment with Chart 9, left, showing the top level results.

In terms of residents who work in NK chart 9 shows the split for working age respondents. As can be seen just over 37% of respondents work in the district itself.

Again based on working age only some 10% were self-employed, with close to half stating that they work from home.

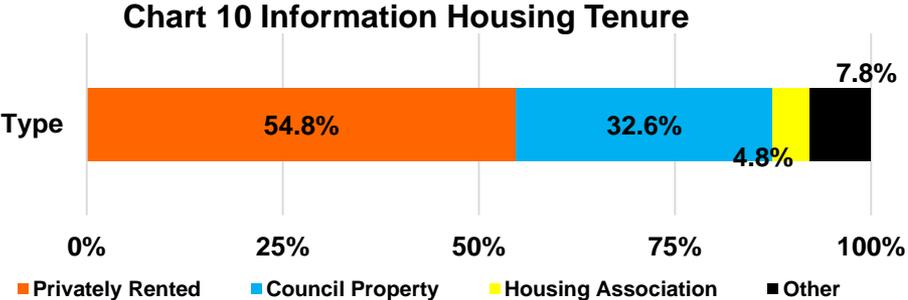
Whilst the numbers are relatively small those who are self-employed had a higher level of positive response to health, wellbeing, level of physical activity, and use of open spaces than others. With this gap further increasing for health and use of open spaces for those who also work from home.

Again the service requesting this data has a significant level of resident insight now made available via the survey.

RESULTS : OUR HOMES

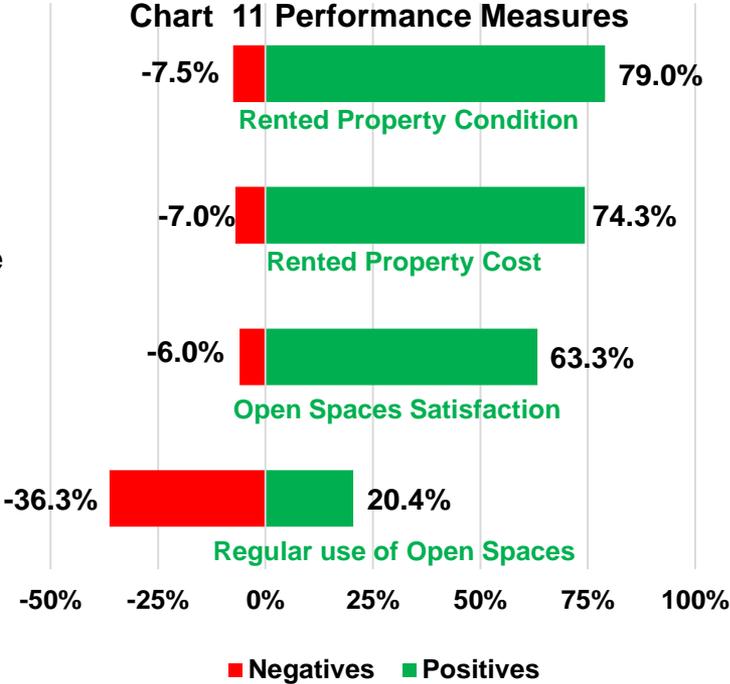
Our Homes covered two main areas housing tenure, with a specific interest in rented properties, and Open Spaces to inform the development of the Open Spaces Strategy.

Housing Tenure. Only 10% of respondents live in rented accommodation, with this being more prevalent amongst the 25-34s in particular – mirroring the national picture. Of those renting as Chart 10, below, shows just over half were renting privately, and one-third were council tenants. The majority of the “Other” category were MoD properties. Chart 11, right, shows that in terms of performance there are strong levels of overall satisfaction with both condition and cost of rental properties.

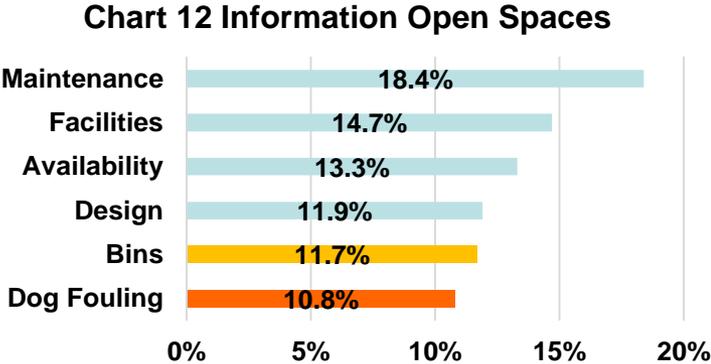


Open Spaces. The survey posed six questions on Open Spaces and included free text options with all questions which drew 4,410 comments in addition to the response(s) provided to each question. As Chart 11 shows whilst there is 60% satisfaction with the quality and provision of Open Spaces, just 20% of respondents use them on a very frequent basis. The survey shows a clear correlation between high levels of physical activity and very regular use of Open Spaces; however whilst frequent users also reported higher levels of health and wellbeing this was not to a significant level.

The most frequent reasons for using Open Spaces were for dog walking (32%); use of play areas (28%); and recreational walking (22%)



The main improvements identified have been summarised. 818 suggestions were received with Chart 12, below, showing the six most frequently stated.



RESULTS : OUR COUNCIL

The survey covered three main areas within the Our Council priority – views on Council performance; Communication preferences, and awareness and use of Local Access Points (LAPs)

As Chart 13 shows there were positive views for all three Council performance measures; allied to very low negative responses. Generally the older demographics responded more positively; whilst younger demographics were more likely to choose the neutral option. Value for Money showed a improvement of 8.9 percentage points as compared with the last survey, and satisfaction with the way the Council runs things by 3.5 point. Quality of Service remained unchanged.

Chart 13 also shows that some 86% of respondents have never used a local access point; although this dropped slightly to 77% in those Wards in which a LAP is located. The older demographics were more likely to have used a LAP

Chart 14 Reasons for using a LAP

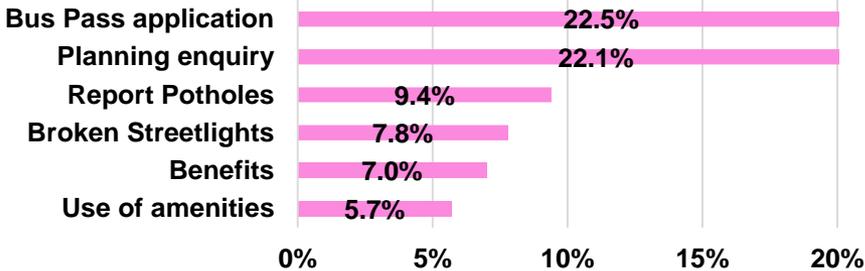
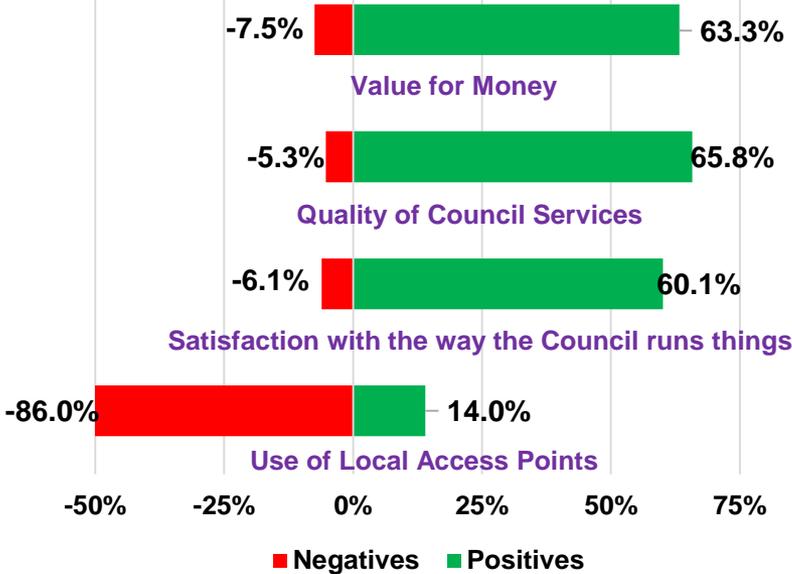


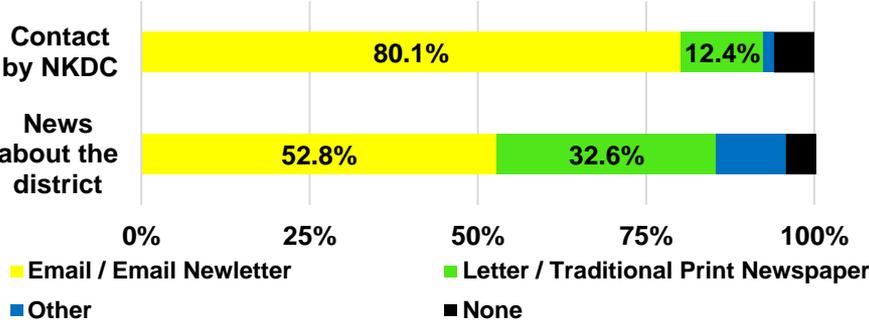
Chart 14 above shows the most commonly cited reasons for using a LAP. Reasons varied significantly across age groups, and for those with a disability. Many of the enquiries / problem reporting are for County Council services, although LCC make no financial contribution to the LAPs. Whilst the LAPS have a relatively low usage the survey suggests they are often viewed as a wider community facility and a key source for community information.

Chart 13 Performance Measures



Residents had slightly conflicting view around their communication preferences as shown in chart 15. Whilst 80% selected email as their preferred method of contact by the Council (with this still at 72% for the Over 75s); this dropped to 53% for an email newsletter, with the traditional print newspaper being the preference of almost one third.

Chart 15 Communication Preferences



Communication, Future Considerations and Improvements

Communication

The survey closed on Wednesday 22nd March. The detailed analysis was completed by Monday 3rd April with this being made available as soon as completed to the service manager(s) and Head(s) of Service with a direct interest in the individual topic areas.

Thereafter a more formalised report (this report) has been prepared for the Corporate Management Team meeting of 25th April and subsequently for the meeting of the Council's Executive Board on 6th June. The full report going to Executive Board is published on the Council's website from 26th May. A summary of the survey will also feature in the summer 2017 issue of NewsNK which is planned for distribution to every household across North Kesteven during the last week of June.

Future Considerations and Improvements

The level of response to the survey looks to be by some way the best ever achieved by the Council, whilst also being at the lowest cost. However the level of engagement with different demographics remains a challenge. There are opportunities to review and improve how and where a similar survey would be communicated to gain wider engagement. Currently the Viewpoint Panel largely excludes the half of the district's population who are aged under 50. The Garden Waste scheme whilst reaching 13,000 residents again selects to some extent from a limited range of socio-economic groups, and is less likely to cover the younger demographics. Whilst both should continue to be valued the range of engagement needs to be broadened.

Engagement with the joint sixth forms in the district should be expanded and formalised. Likewise this could be used as a model for promoting any future survey through school (primary and secondary) newsletters, most of which are now electronic, to reach a wider and younger adult demographic. Review should also be given to how the survey is promoted through social media; and alongside this whether a prize draw should be included as an incentive for completion. A further opportunity is whether key partner surveys could be aligned with or promoted through the Council's engagement pool to avoid key public policy decisions being based on very small and largely unrepresentative survey results.

On a more basic level the next iteration of the survey will be renamed *Residents'* rather than *Household* Survey. The current name can give the incorrect impression that only a single response per household is accepted, whereas in reality the Council is interested in gathering as many views from as wide a demographic mix as possible.

It is recommended that a separate report is commissioned to draw on the lessons from this survey and provide a range of options to further improve future Residents' Surveys. An initial outline of potential areas for consideration is contained in appendix 4.