

CABINET	AGENDA ITEM No. 8
24 SEPTEMBER 2012	PUBLIC REPORT

Cabinet Member responsible:	Cllr David Seaton, Cabinet Member for Resources	
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THE CITIZENS' PANEL SURVEY - MARCH 2012

R E C O M M E N D A T I O N S	
FROM : Executive Director Strategic Resources	Deadline date : N/A
1. For Cabinet to receive the findings from the Citizens' Panel Survey from March 2012 prior to submission to the Greater Peterborough Partnership and the Safer Peterborough Partnership.	

1. ORIGIN OF REPORT

1.1 This report is submitted to Cabinet following a referral from CMT on 24th July 2012.

2. PURPOSE AND REASON FOR REPORT

- 2.1 The purpose of this report is to provide Cabinet with a summary of results from the Citizens' Panel survey undertaken in March 2012 sponsored by the Greater Peterborough Partnership (GPP) Executive prior to internal and external circulation.
- 2.2 This report is for Cabinet to consider under its Terms of Reference No. 3.2.3, to take a leading role in promoting the economic, environmental and social well-being of the area.

3. TIMESCALE

Is this a Major Policy Item/Statutory Plan?	NO
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4. BACKGROUND AND FINDINGS FROM THE CITIZENS' PANEL SURVEY MARCH 2012

- 4.1 The Council has an existing contract with NWA (a market research company) to operate a Citizens' Panel, who are asked to complete a number of annual surveys and some focus groups. Panel members have been recruited to be a representative sample of the demographic profile of the residents of the city. The last survey was in March 2012 with the next survey taking place in September 2012. The outcomes and results of the consultation activities are used to identify and drive service improvement and transformation activity through the Single Delivery Plan.
- 4.2 Benefits of effective community involvement include:
1. Giving local people the opportunity to influence and shape local services,
 2. Generating feedback about local services,
 3. Allowing the City Council and GPP to understand the needs of the local community and adapt services to meet these needs

- 4.3 The outcomes and results of the consultation activities are used to identify and drive service improvement and transformation activity through the Single Delivery Plan (SDP).
- 4.4 The benefits of a joined up approach amongst the Council, partners and agencies is to identify the opportunities to bring together and deliver joint community engagement activities to minimise duplication and maximise the benefits for stakeholders and residents.
- 4.5 The Citizens' Panel Survey carried out in March 2012 was conducted on behalf of GPP by NWA which involved emailing and posting to the Peterborough Citizens' Panel comprising 2000 local residents representing a diverse population mix. There were 1000 responses. (It should be noted that the Panel had not been sent a questionnaire since late 2010 and therefore this had an effect on response rates.) Questions for inclusion within the survey were formulated as a result with discussions with colleagues within the Safer Peterborough Partnership (SPP) and signed off by CMT.
- 4.6 NWA have completed a report of the findings obtained from the survey which includes an executive summary, and a comparative report which shows the trends of the questions that have appeared in the Citizens' Panel Surveys 2008-10 & 2012. These are available from the Strategic Improvement team at Manor Drive, Peterborough. A copy of the full report will be shared with partners and key outcomes are being included onto the Neighbourhood Window system.
- 4.7 The significant findings from the NWA report are as follows:
- The respondents believed the most important programme within the SDP was reducing crime and tackling anti-social behaviour (99.8%);
 - The least important was helping people make the right decisions (83.8%);
 - 63.8% felt that the Council provided good quality services. This is an improvement on the same measure taken from the Panel Survey from 2009 where the return was 56.9%;
 - My local area is a place where people from different backgrounds get on well together was 57.3%
 - Only 34.4% had heard of the Safer Peterborough Partnership. Comment: at first glance this figure may appear to be low, however, in reality maybe it is not such a disappointing figure;
 - Less than one-in-five respondents (18.4%) agreed that the SPP is successfully dealing with community safety issues in their area. Having said this 63.9% expressed no opinion on this subject;
 - Respondents that feel safe in the city centre during the day is 78.3%. However this figure drops to 20.1% after dark;
 - 69.1% think that people have a problem with illegal drugs with 42% have personally witnessed incidents involving drug taking.
- 4.8 The next survey involving the Citizens' Panel is planned for September 2012 which will be an opportunity to engage with residents concerning the awareness of Peterborough as the UK Environmental Capital. In 2009 just over half of all respondents, (55.3%), said that they were aware of Peterborough's status as a UK Environment City. This was an increase in awareness since 2008 of 6.5%. This will coincide with the re-branding of the initiative and the survey format will be developed with the Communications team and the Environment Capital steering group prior to submission to CMT for approval.

5. CONSULTATION

- 5.1 The Citizens' Panel Survey carried out in March 2012 was conducted on behalf of GPP by NWA which involved emailing and posting to the Peterborough Citizens' Panel comprising 2000 local residents representing a diverse population mix.

6. ANTICIPATED OUTCOMES

- 6.1 The outcomes and results of the Citizens' Panel Survey are used to identify and drive service improvement and transformation activity through the Single Delivery Plan.
- 6.2 To inform residents of the outcomes of the Citizens' Panel Survey.

7. REASONS FOR RECOMMENDATIONS

- 7.1 Cabinet are requested to approve the report prior to the outcomes and findings of the recent survey being shared by local residents and the media.

8. ALTERNATIVE OPTIONS CONSIDERED

- 8.1 NWA were recruited via a tendering exercise to provide specialist market research consultation support to the Council and deliver Citizens' Panel surveys. Topics for inclusion in the surveys are agreed with the appropriate Head of Service prior to the survey format being developed. CMT approve the structure of the survey before it is printed and distributed.

9. IMPLICATIONS

- 9.1 There are no direct implications related to this report. The outcomes and results of the consultation activities are used to identify and drive service improvement and transformation activity through the Single Delivery Plan.

10. BACKGROUND DOCUMENTS

None were used in the preparation of this report in accordance with the Local Government (Access to Information) Act 1985)

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