

<b>Title:</b>	Citytracker – First Results
<b>Author(s):</b>	Paula Black, Head of Analysis & Performance, Brighton & Hove City Council
<b>Purpose/Key Messages:</b>	To keep BHSP informed of findings of the Citytracker
<b>Significance to BHSP</b>	Citytracker is the way for the BHSP to receive views of residents on an ongoing basis
<b>What is BHSP being asked to do?</b>	The BHSP is asked to note the report
<b>Next steps and report back mechanism</b>	The Citytracker will be carried out yearly and regular reports will be provided to the BHSP

### **1. Summary & Policy Context:**

- 1.1 The end of the Local Area Agreement in March 2011, the abolition of the National Indicator Set and the Comprehensive Area Assessment, and the removal of the requirement to conduct a Place Survey has allowed local flexibility in establishing performance management structures and in assessing resident views.
- 1.2 Papers were taken to LSP and PSB in September 2011 where agreement was reached to commission a 'citytracker' type survey. It was agreed that the tracker would take the form of a telephone based survey with a representative sample of residents conducted 3x per year. A core set of questions were identified with annual questions included in addition to follow during the second wave of the tracker taking place in Autumn 2012. The questions include our requirements for measures contained in the City performance Plan (CPP) and the BHCC Corporate Plan.
- 1.3 The attached report provides the findings from the first wave of the core tracker questions.

## **1.4 Summary of key findings**

A full report on the first wave of core questions is attached in Appendix 1.

Profile of respondents broadly matches that of the city except that there is an under-representation of younger people and an over-representation of those 55+ (this is common in survey research) and a slight under-representation of BME groups and those with health problems (-3% under-representation).

Residents are very happy with Brighton and Hove - 88% of respondents are satisfied with the city as a place to live. Satisfaction amongst 25-34 year olds is 96%.

People in Brighton and Hove are also highly satisfied with their local area as a place to live – 96% (this was 86% in the 2008 Place Survey and the national average stands at 86% as found in the Citizenship Survey 2010/11).

Of all public services and community and voluntary sector, the City Council was seen as the organisation least likely to use money wisely (55% agreeing that they use money wisely) and East Sussex Fire and Rescue most likely (98%).

Local chemists were rated the highest (91% of all respondents and 96% of those who had used chemists) and mental health services the lowest (25% of all respondents and 63% amongst those who had used the service) in terms of satisfaction with organisations in the local area, but note that the number of people who answered these questions varied considerably between services.

A total of 66% of respondents are satisfied with the City Council. This varies according to area of the city; age; and whether people believe that the council spends money wisely.

## **2. Recommendations**

2.1 PSB notes the findings of the first wave of the Citytracker survey.

## **3. Relevant Background Information/Chronology of Key Events**

3.1 The opinions of local residents are not now captured comprehensively and regularly at a city level. This information is important for councils, health bodies, the police and fire and rescue forces to inform, consult and involve local people about public services.

- 3.2 Some indicators contained in the City Performance Plan and the BHCC Corporate Plan require information from residents on satisfaction with local services, levels of engagement and involvement, and perceptions of the place where they live.
- 3.3 Following agreement in September 2011 to commission a citytracker survey, fieldwork on the first wave took place between 5<sup>th</sup> April and 2<sup>nd</sup> May. In addition to 900 telephone interviews with residents, 100 face to face interviews with younger respondents were conducted.

## **4. Community Engagement & Consultation**

- 4.1 The City Council's Policy, Performance and Analysis Team initially consulted with partners and appropriate officers from council services on:
- Their views on the 2008 Place Survey and their need for a replacement city-wide survey
  - The usefulness or otherwise of the Place Survey questions and alternative questions that they would consider more appropriate
  - How valuable longitudinal / trend data is
  - How important is comparative authority data
  - Their requirement for small area data
  - The preferred methodology.
- 4.2 Following a decision at LSP in September 2011 consultation was conducted with:
- LSP members – including representatives of thematic partnerships and CVS.
  - Sussex Police have fed back on the questions in view of the information collected in their regular neighbourhood survey
  - Public health colleagues have also been consulted as they are planning a Healthcounts survey which will complement the content of the Citytracker
  - Questions required to provide information for the City Performance Plan and Corporate Plan have been included
  - Reputation questions requested by BHCC communications team

### **SUPPORTING DOCUMENTATION**

#### **Appendices:**

1. Brighton and Hove Citytracker Survey Wave 1 Results: April/May 2012