

# Appendix 1

## Place Survey Action Plan

NI	Place Survey Results	Other data available/comments	Proposed actions	Owner
	<p><b><u>About the Local Area</u></b> Residents were asked about their satisfaction with the local area i.e. The area within a 15 to 20 minute walk from their home. 84% are satisfied with their local area although this varies across South Derbyshire. This has increased by 6% since the 06/07 survey.</p> <p>Across the community forum areas satisfaction varies:            Etwall 88%            Linton 84%            Melbourne 94%            Newhall 82%            Repton 81%            Swadlincote 75%</p>		<p>Positive coverage of the area in media campaigns.</p> <p>Presentations to each Area Forum of the Place Survey results and show successes relating to their areas. Encourage focused discussion about areas for improvement, especially in Swadlincote Area Forum.</p> <p>Launch a Communications Campaign 'year of the community' where we focus on particular areas across the district.</p> <p>Promote why people are satisfied –obtain case studies and promote outcomes through Communication</p>	Policy and Communications Team

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			Campaigns during 2010.	
What needs improving most in their local area.	<p>53% of respondents said that activities for teenagers most need improving. Respondents also said Road/pavement repairs. Traffic congestion and Public transport most need improving.</p> <p>Across the community forum areas, what most needs improving varies:</p> <p>33% of respondents in the Etwall area said that shopping facilities most needs improving.</p> <p>45% of respondents in the Linton area said that public transport most needs improving.</p> <p>40% of respondents in the Melbourne area said that public transport most needs</p>	During 2008 and 2009 residents were consulted on priorities for the District. This informed the Corporate Plan actions and the Sustainable Community Strategy.	<p>Launch focused communications campaigns to demonstrate what we are doing about improving activities for teenagers.</p> <p>Use the area forums to show successes focusing on the things that matter to local people: clean streets, roads/traffic and teenagers.</p> <p>Work with Derbyshire County Council to address road/pavement repairs, traffic congestion and public transport in South Derbyshire.</p>	South Derbyshire Partnership/Policy and Communications Team.

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	<p>improving.</p> <p>42% of respondents in the Newhall area said that pavement repairs most needs improving.</p> <p>50% of respondents in the Repton area said that the level of traffic congestion needs improving.</p> <p>33% of respondents in the Swadlincote area said that shopping facilities most need improving.</p>			
NI 1	<p>77% of residents felt that they get on well together. This has dropped by 2% since the 06/07 Survey.</p> <p>This is slightly higher than the Consortium and National average of 76%.</p> <p>Once it was split into community forum areas, certain</p>		<p>Community Strategy action-to undertake research with the County Council and CVS over the community cohesion/social inclusion issues facing South Derbyshire and to produce a joined up</p>	

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	<p>issue started to arise. 34% of residents in the Linton area and 30% of residents in the Swadlincote area tended to disagree or definitely disagree that people from different backgrounds get on well together, compared with:</p> <p>15% in Etwall and Melbourne 25% in Newhall 26% in Repton</p>		<p>strategy.</p> <p>Focused work/consultation around community cohesion at the area forum meetings.</p> <p>Community Strategy action-to equality map the district by gathering data about the communities that live in the district. This will enable us to produce area profiles for wards within the district.</p>	
NI 2	<p>60% of residents feel that they strongly belong to their immediate neighbourhood. This slightly higher than the consortium average (59%) but slightly lower than the national average (63%).</p> <p>Respondents in the Melbourne and Etwall areas are most</p>		<p>This links with the community cohesion actions above.</p>	

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	<p>likely to say that they strongly belong to their immediate neighbourhood (69% and 67% versus 60% overall).</p> <p>Respondents in the Swadlincote area are most likely to say that they do not feel strongly that they belong to their immediate neighbourhood (50% versus 40% overall)</p>			
NI17	<p>14% of resident's perceive there to be a problem with anti-social behaviour (ASB). This is significantly lower than the national average of 20% and the Derbyshire Consortium of 18.9%.</p> <p>Perceptions of ASB varies across the community forum areas with the highest perceived problems in the Newhall community area (23%) compared to 7.1% in Etwall</p>	<p>Derbyshire constabulary's 2009 Have Your Say Programme in South Derbyshire.</p> <p>73% feel that crime is a problem compared to 27% who feel that crime is not a problem.</p>	<p>Corporate Plan action- Publicising the successful work of the Safer Neighbourhood Wardens who patrol many areas.</p> <p>Through the Safer Neighbourhood Meetings explore with residents perceptions of ASB and how this can be addressed.</p>	Safer Neighbourhood Team
	46% of respondents perceive there to be a problem with		Review of activities available for young	South Derbyshire Partnership

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	<p>teenagers hanging around on streets (a drop of 12 percentage points since 06/07 survey).</p> <p>Residents in the Newhall and Swadlincote areas are most likely to say that there are problems with teenagers hanging around the streets (54% and 56% versus 46% overall).</p>		<p>people in South Derbyshire.</p> <p>Publicising the activities available for young people in South Derbyshire joined-up communications campaign with our partners.</p> <p>Ensure there continues to be positive news stories about young people in the media.</p> <p>Community Strategy action-to improve the image of young people, develop two celebration events and five press releases for their community cohesion developments and achievements in positive Activities.</p> <p>Actively promote the</p>	
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			<p>outcomes of the sessions for young people, with the numbers who attended.</p> <p>Corporate Plan action-to improve partnership working with local secondary schools and identifying three new initiatives that will help reduce anti-social behaviour and underage drinking.</p> <p>Community Strategy action-to hold a multi agency underage drinking action week, which will involve various agencies working together to provide education and support to young people and their parents on the effects of underage drinking.</p>	
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	<p>25% of respondents perceived there to be a problem with vandalism, graffiti and other deliberative damage (a drop of 4% since the 06/07 survey).</p> <p>Residents in the Etwall, Newhall and Swadlincote areas are most likely to say that there are problems with vandalism, graffiti and other deliberate damage to property or vehicles (31%, 35% and 31% versus 26% overall).</p>		<p>Community Strategy action-implementing 4 campaigns to educate residents to keep property and cars safe and secure.</p> <p>Community Strategy action-hold a walkabout event around the town centre with Business Watch Group to identify problem areas and draw up an action plan to tackle damage and ASB in town centre.</p>	South Derbyshire Partnership
	<p>28% of respondents perceive there to be problems with rubbish and litter lying around (a drop of 8% since the 06/07 survey).</p> <p>Residents in the Newhall and Swadlincote community areas are most likely to perceive there to be problems with rubbish and litter lying around (40% and 37% versus 28% overall).</p>	<p>The Cleaner South Derbyshire campaign began in April 2009. This involved working with the community to clean up South Derbyshire.</p> <p>The 2009 September Citizens' Panel questionnaire included questions about perceptions of litter and</p>	<p>In 2010 there will be 5 big clean-up events around the District. As part of the campaign workshops are also being held with two local schools.</p>	Waste and Cleansing Manager.



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		<p>rubbish and the South Derbyshire Cleaner campaign.</p>		
<p>NI 27 How much would you agree or disagree that the police and other local services seek people's views about these issues in you local area?</p>	<p>Only 23% of respondents agree that we seek people's views and act on concerns. (Slightly lower than consortium and national average of 24% and 26%).</p> <p>Younger residents (aged under 34) are among the most likely to disagree with NI 27.</p> <p>Residents in the Newhall and Swadlincote community forum areas are most likely to disagree that police and other local public services seek people's views about these issues in local area.</p>		<p>Promotion of You Said-We Did Campaign on ASB issues.</p> <p>Campaign to promote the Safer Neighbourhood Meetings.</p> <p>Review how the Community Safety Partnership is engaging with younger people about anti-social behaviour. Opportunity to work with the Youth Forum and Schools.</p>	<p>Safer Neighbourhood Team</p>
<p>N127 How much do you agree or disagree that the police and other public services</p>	<p>23% of respondents agree that the police and other public services are successfully dealing with issues in the local area (this is below the district</p>	<p>The public services are not being credited for a perceived improvement in anti-social behaviour in South Derbyshire.</p>	<p>Community Strategy action-to inform the public of Partnership activity through the regular Safer</p>	<p>South Derbyshire Partnership</p>

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are successfully dealing with these issues in your local area?	<p>average by 4%).</p> <p>Younger residents (aged under 34) are least likely to agree that the police and other local public services are successfully dealing with these issues (18% versus 23% overall).</p> <p>Residents in the Newhall and Swadlincote areas are most likely to disagree that police and other local public services are successfully dealing with these issues in the local area (29% versus 24% overall).</p>		Neighbourhood Newsletters and press releases.	
NI 4	<p>26% of respondents feel that they can influence decisions (6% drop from 06/07 survey). This is lower than the Consortium and National average by 3%.</p> <p>23% of residents want more involvement but only 32% know how to get involved.</p>	Information on how residents can get involved is key in this area.	<p>Promote and implement the Sustainable Communities Act, which gives local people the opportunity to come up with proposals to improve the place where they live.</p> <p>Review our key consultation methods and how these are promoted, promote</p>	Policy and Communications Team

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			<p>consultation tools and formats in conjunction with the communications team.</p> <p>Work with Democratic Services to review the Area Forum Meetings, focusing on publicising the meetings, promotion of dates and agendas, producing an Area Forum bulletin of key issues discussed etc.</p> <p>Ongoing 'have your say' campaign taken to local events.</p> <p>Review Consultation pages on the website.</p> <p>After each Citizens' Panel survey, hold a focus group/event with residents on key service issues and corporate initiatives.</p>	
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			Develop a 'You Said-We Did' approach to promote the results of the Place Survey to residents.	
Taking everything into account, how satisfied or dissatisfied are you with the way South Derbyshire District Council runs things?	<p>49% of respondents are satisfied with the way the council runs things.</p> <p>This has dropped by 9% since 06/07 survey, but is above the Consortium and National average (48% and 45%). Satisfaction with Council is on a downward trend nationally.</p> <p>Satisfaction varies by demographics: Older residents (aged 65 or over), those who rent social housing, are not working, or have disabilities are all significantly more likely to be satisfied with the Council than residents as a whole.</p> <p>Residents' level of satisfaction</p>	<p>Satisfaction influenced by:</p> <ul style="list-style-type: none"> <li>• Perceptions of value for money (often more important than the actual level of council tax)</li> <li>• Visible services-keeping clear litter and refuse</li> <li>• Communication</li> <li>• Feelings of influence</li> <li>• Focusing on things that matter to local people i.e. clean streets, roads, teenagers</li> </ul>	<p>A concerted communications effort to raise awareness of the Council and to promote Organisational Assessment, monitoring performance and Use of Resources, showing that South Derbyshire is performing well as an authority.</p> <p>Ongoing Value for Money Campaign.</p> <p>Explore methods of annual budgetary consultation with residents i.e. use of SIMALTO.</p> <p>How do we</p>	Policy and Communications Team

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	with the Council varies by community forum area. The highest rating is in Swadlincote (55%), while the lowest is in Etwall (39%).		communicate our role? Annual report-outlines our achievements, how money is spent and vision for future. Review how this is promoted.  Six monthly update on actions in the Corporate Plan, in the format You Said –We Did. Promote this at Area Forum Meetings.	
<b>Satisfaction with Council services</b>	<b>As with other areas of satisfaction older residents (aged 65 or over) are amongst the most likely to be satisfied (71% versus 49% overall). Those who rent social housing (64%), are not working (57%), or have disabilities (54%), are all significantly more likely to be satisfied than residents as a whole. One potential reason for the greater level of satisfaction among residents from these groups is that they may have more contact with these public services.</b>			
How satisfied are you with the sports and leisure facilities SDDC provide?	Only 37% of respondents are satisfied with sport and leisure facilities. This has dropped by 16% since 2006. Lower than consortium and national average figures by (6% and 9%).  Residents in the Etwall and	There needs to be a focus on services and demonstrating to residents where improvements have been made, and how they relate to residents' quality of life.	Understanding behind this-ask probing questions in November's Citizens' Panel questionnaire and feedback results to Head of Leisure and Community Services.	

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	Melbourne community forum areas are most likely to say that they are dissatisfied with sport/leisure facilities. (33% and 42% compared to 28% overall).	In 2009 there were key campaigns on free swimming in the District and the launch of Etwall Leisure Centre.	Corporate Plan action-delivering a feasibility study into leisure, sports and arts provision in Melbourne and the immediate surrounding area.	
How satisfied or dissatisfied are you with parks and open spaces.	63% of respondents are satisfied with parks and open spaces. This has dropped by 6% since 2006. This is lower than the Consortium and national average (67% and 69%).		Questions on parks and opens spaces included in a future Citizens' Panel survey to find out key issues.	Policy Officer (Consultation) and Open Space Officer
Satisfaction with environmental services	<p>71% satisfied with refuse collection 69% satisfied with doorstep recycling (satisfaction with these services has dropped by 7% and 5% since 06/07 survey).</p> <p>69% satisfied with local tips/household waste recycling centres. Satisfaction with all these services is lower than the national average).</p>		<p>Understanding behind this-ask probing questions in November's Citizens' Panel questionnaire and feed back results to Head of Environmental Health/Waste and Cleansing Manager.</p> <p>Organise a focus group/event with Citizens' panel members to discuss our</p>	Policy Officer (Consultation) and Waste and Cleansing Manager

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	Residents in the Etwall community forum area are most likely to say they are dissatisfied with local tips/household recycling centres (25% compared to 15% overall)		environmental services.	
How satisfied or dissatisfied are you with keeping land clear of litter and refuse?	61% of residents are satisfied with keeping the land clear of litter and refuse. This has dropped by 7% since 2006. We are still above the consortium and national averages (57% and 57%).	This is important because residents consider clean streets to be the second most important priority in making somewhere a good place to live.	Corporate Plan action- provide rapid clear up through the work of the Clean Team, including the use of covert cameras, to reduce fly tipping.  Cleaner streets through a high profile campaign for a cleaner South Derbyshire.	Clean Team/Waste and Cleansing Manager
Overall how well informed do you feel about local public services	37% of respondents feel informed about local public services. This is below the consortium average of 39%.  In general, younger residents (those aged under 35) are amongst the most likely to say	Residents who state that they are informed about public services are far more likely to be satisfied with how the council runs things than those who are not informed (75% satisfied	Communications team explore new methods of communicating with our stakeholders and residents, especially how we communicate to those people who are remote from public	Policy and Communication Team.

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	<p>they do not feel informed.</p> <p>Residents in the Swadlincote community forum area are more likely to say that they feel not informed about local public services (71% compared to 63% overall).</p>	<p>versus 33%).</p> <p>Being informed is a key driver of satisfaction.</p>	<p>services, using methods such as Twitter, Facebook, text messaging etc.</p> <p>Continue measuring how successful our communications campaigns are by including relevant questions in each Citizens' Panel Survey.</p> <p>Visit local schools to explain what the Council does, how they can influence decisions, careers etc.</p> <p>Visit local schools as part of Local Democracy Week.</p>	
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