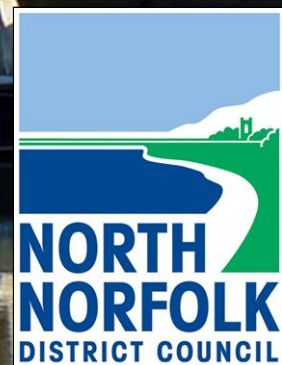


Assessing North Norfolk's performance

Results of the Place Survey 2008/09 for North Norfolk District Council and partners

June 2009



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Summary of key findings

Summary of key findings

This report presents the findings from the 2008 Place Survey conducted by Ipsos MORI on behalf of North Norfolk District Council.

The survey was conducted via a postal self-completion approach, as prescribed by the Audit Commission and the Department of Communities and Local Government. Fieldwork was carried out from 25th September to 19th December 2009. A total of 1,169 responses were achieved and data has been weighted to ensure results are reflective of the wider population in the district, and to account for non-response bias.

About the local area

The new 'place survey' has replaced the BVPI survey which focused on council services. Resident satisfaction with their local area is, thus, one of the key national indicators. Residents' satisfaction with the local area has changed little from 2006, rising from 86% to 87%. North Norfolk remains on a par with the Norfolk county average (85%) and above the Ipsos MORI average (78%). Ninety-two per cent are satisfied with their home as a place to live.

An important priority for government is perceived quality of life among older people (aged over 65) – in North Norfolk, as with the Ipsos MORI national average, those aged over 65 are more likely to be satisfied with both their home and the local area than other age groups (NI 138 of 90.8%).

Residents were asked to prioritise what aspects make somewhere a good place to live and also what most needs improving in North Norfolk. Health services have replaced the level of crime as the most important issue. Activities for teenagers are viewed as most in need of improvement. Affordable decent housing and public transport emerge as the priorities, scoring relatively highly both in terms of importance and being in need of improvement.

Community Safety

Perceptions of safety are clearly related to satisfaction with and feeling part of the local area. Seven in ten North Norfolk residents feel safe after dark in the local area (69%); more than nine in ten feel safe during daylight hours (93%). These scores compare favourably with the Norfolk district average

In line with the national picture, there has been an encouraging improvement in residents' perceptions regarding some specific anti-social behavioural problems. For example the proportion of people who deem using or dealing drugs to be a problem has declined by 23% since 2006/07.

Despite the improved perception of individual problems, residents are divided on whether the Police and other partners are dealing with local concern about anti-social behaviour. This suggests that the Council may need to inform residents about what is being done to address anti-social behaviour and crime at the more localised level.

Community cohesion

Four in five residents think that their local area is one where people from different backgrounds get on well together (81%). This shows a decline since 2006/7, but is above the Consortium average. Nearly two thirds (64%) of residents feel that they belong to their local area – this is above the Ipsos MORI average (58%) and the Norfolk average (61%).

Local authorities are encouraged to promote strong communities in which residents show each other respect and consideration. One in five North Norfolk residents think that others not showing respect and consideration is a problem in the local area (21%) – the 13% fall since 2006/7 is one which tends to be reflected elsewhere. Residents were also asked whether they thought that parents take enough responsibility for children in their local area. Thirty-five per cent agree with this. This is above both the Norfolk county and National average.

Helping out and getting involved

Helping out in the local community is one indicator of a strong and cohesive community. Eighteen per cent of North Norfolk residents are members of a civic participatory group, such as a group making decisions about local health/education services or a tenants' group decision-making committee. This is above the Norfolk county average and on a par with the Ipsos MORI average – which is also approaching one in five (18%).

Nearly three in ten (28%) of North Norfolk residents have regularly volunteered in the local area in the twelve months prior to the survey. This is above both the Norfolk county average and the Ipsos MORI average.

Local decision-making

One third (32%) of residents feel that they can influence decisions in their local area. This is unchanged from 2006/07, being in line with the Norfolk county average and slightly above the Ipsos MORI average. This actually represents a good performance when compared with the national and regional trend, which has fallen significantly. Nearly one quarter of residents would like to be more involved in local decision making, with a further two thirds saying that they would, dependent on what the issue was (23% and 64% respectively).

Information provision

Whereas in the BVPI survey in 2006/7 residents were asked how well-informed they felt about North Norfolk District Council, in 2008/9 they have been asked whether they feel informed generally about public services. Half feel informed (50%) – above the Norfolk county average and considerably higher than the Ipsos MORI district average. How informed a resident feels is closely correlated with how satisfied they feel – hence, the Council needs to continue to invest in keeping residents as informed as possible.

Health

Three quarters of North Norfolk residents report their health to be good (75%). Only four per cent say that their health is bad. However older people and people with disabilities are significantly less likely to report their health to be good.

Local public services

A central premise of the new Place survey is to move away from understanding residents' perceptions solely of the Council, towards a more holistic impression of the local area and service providers. North Norfolk residents' feelings about how local services are delivering their aims – for example on working to make the area safer, cleaner and greener - are on a par with Norfolk county overall.

Residents were also asked about their levels of satisfaction with health and emergency services - the police, fire and rescue service and medical services. Satisfaction with most services is around the Norfolk county average. However satisfaction with the local hospital is relatively low in North Norfolk compared to the consortium average. Satisfaction with the police and fire and rescue services seems surprisingly low (45%

and 54% respectively) but this is largely explained by the many people who have not used these services.

Four in five residents say they are treated with respect and consideration by local public services at least most of the time (79%). Six percent say that they are rarely or never treated with respect or consideration – similar to the Norfolk average (5%).

Council Services

Satisfaction with the Council has declined since 2006/7 by 12% - slightly more than the fall seen at the national level. Just under half of residents (48%) now say they are satisfied. This is on a par with the Ipsos MORI average nationally and the Norfolk average. Two in five residents think that the Council offers value for money (39%), above the Ipsos MORI average nationally and on a par with the Norfolk district average.

Satisfaction with council facilities have seen mixed trends since 2006/07, and in some cases have fallen below 2003/04 levels. For example 38% are satisfied with sports and leisure facilities, down from 56% in 2006/07 and below the 45% satisfied in 2003/04. Satisfaction with facilities is, however, generally on a par with the Norfolk and Ipsos MORI national averages. Usage of facilities has generally changed little.

Residents were also asked how satisfied they were with a range of environmental services – keeping land clear of litter and refuse, refuse collections, doorstep recycling and local tips/recycling centres. They are mostly satisfied with these, but trends in satisfaction levels are generally down, including satisfaction with keeping land clear has declined from 79% to 67% since 2006/07.

Regarding local transport information and services, around two in five residents are satisfied (both 41%). This is below the Norfolk average in both cases and also below the Ipsos MORI national average.

Three in ten (30%) feel that older people locally are able to get the services and support they need to continue to live at home for as long as they want (NI 139). This is the same as the Norfolk and Ipsos MORI national averages (both 30%).

Overview

Introduction

This report sets out findings from the 2008/09 Place Survey conducted for North Norfolk District Council and its partners by the independent research agency Ipsos MORI.

The Place Survey is the new biennial statutory survey which all lower and upper tier local authorities in England are required to carry out. Together with the tenant satisfaction (STATUS) survey, it replaces the series suite of Best Value Performance Indicator (BVPI) user satisfaction surveys, which have been carried out since 2000¹.

The findings from the Place Survey are important because they help the Council and its local partners (including the police, fire and health services, and the voluntary and community sector) understand how they are performing in relation to each of the new citizen perspective indicators² prioritised by the government, and how residents' views have changed over time in relation to key local public service and quality of life issues.

This report sets out a summary of the key findings from the Place Survey, along with more detailed analysis which looks at how satisfaction and perceptions with quality of life in the local area have changed over time, and how they differ between different demographic groups in the district. It also draws on comparator data, where available, to understand how well the district is performing relative to other local areas.

In addition, the report provides technical details relating to the conduct of the survey, a consideration of response rates and the respondent (sample) profile.

Full data tables and topline findings, setting out the overall findings against each survey question, are provided under separate cover. These tables provide a detailed analysis of the findings by a range of socio-demographic, and other relevant variables.

¹ The BVPI surveys were carried out in 2000/01, 2003/04 and 2006/07.

² The Place Survey collects 18 of the 198 national indicators prioritised by government. These indicators are common to all areas. Government requires local authorities and their partners to monitor all indicators in order to measure progress made in meeting key quality of life priorities.

Background and context

Since the publication of the 2006 Local Government White Paper, *Strong and Prosperous Communities*³, there has been a new focus in the way local public sector agencies work and report performance. Improving outcomes for local people and places is now at the heart of local service provision, with a move away from the previous emphasis on processes, institutions and inputs.

The Place Survey plays an important role in trying to measure these improved outcomes. It replaces the BVPI surveys⁴, which focused much more on Council-specific issues and services. The Place Survey captures local people's views, experiences and perceptions, about the local area, rather than the Council specifically, so solutions for North Norfolk District Council can reflect local opinions and preferences. It is also vital to track people's changing perceptions over time (by comparing results to previous waves of the BVPI General User Satisfaction Survey, which asked a number of the same questions), as a way of determining whether interventions made in an area result in the right outcomes for local people, for example, whether people feel happier and safer.

Importantly, results from the Place Survey will be used to measure 18 of the 'citizen perspective' indicators, which the government has charged local government and its partners to monitor and deliver on. These indicators are drawn from the government's new National Indicator Set⁵, which will measure how well the government's priorities, as set out in the Comprehensive Spending Review 2007, are being delivered at the local level over the next three years. They form an important part of the new, streamlined local performance framework (the Comprehensive Area Assessment) which will come into effect in April 2009. It is intended that the survey will be carried out every two years.

Importantly, the Place Survey was carried out using a prescribed postal self-completion methodology – as were the BVPI surveys - to allow for robust comparison of data between local areas in England, and against previous BVPI survey data where

³ Strong and Prosperous Communities - The Local Government White Paper, October 2006, CLG

⁴ The Place Survey and tenant satisfaction 'STATUS' survey were conducted in 2008/09 and replace the suite of BVPI surveys undertaken in previous years.

⁵ Further information about the 198 indicators which form the National Indicator Set can be found at: <http://www.communities.gov.uk/documents/localgovernment/pdf/543055.pdf>. Details of the 18 citizen perspective indicators collected via the Place Survey can be found in the 2008/ 09 Communities and Local Government (CLG) Manual

relevant. Details of the approach are summarised in the next chapter, and detailed in Appendix 1.

Interpreting the data

It should be remembered that a sample of residents, and not all residents living in North Norfolk District Council participated in the survey. Therefore, all results are subject to sampling tolerances, which means that not all differences are statistically significant. Crudely speaking, overall results are accurate to +/- 3 to 4 percentage points at the 95% confidence level, but this assumes a perfect random sample has been achieved (in practice, margins of error may be slightly larger). Further information on this, and a full guide to statistical reliability, is provided in Appendix 2.

In accordance with the Communities and Local Government (CLG) Place Survey guidance, the base for each question is “valid responses” or all those providing an answer. Those stating “don’t know” or who do not complete the question are excluded from some – but not all – of the calculations. The base size does, therefore, vary from question to question, depending on the extent of non response, and whether there was a requirement to remove don’t know responses. Where don’t knows are included in the base size this is illustrated on the charts.

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. Throughout the report, an asterisk (*) denotes any value less than half a per cent, but greater than zero.

Throughout the questionnaire, local residents were asked to think about their local area when responding to questions. The local area is defined as the area within 15 to 20 minutes walking distance from the respondents’ home.

In order for North Norfolk District Council and partners to understand how levels of satisfaction and perceptions about quality of life have changed in the district over time, data from the previous two waves of the BVPI General Survey have been included for comparative purposes (only where it is valid to compare). A similar methodology was followed for the Place Survey as for the BVPI General User Satisfaction Survey, making comparisons between them relatively robust⁶.

⁶ A small cautionary note should be added when comparing data - due to the possible impact on people’s responses to questions because of the change in questionnaire design and question ordering for the 2008/09 Place Survey, and the timing of fieldwork.

The latest available national benchmarking data⁷ have also been included in this report to help to set the findings in context and – in the absence of a national dataset for all the Place Surveys conducted in 2008/09 - support the local authority and its partners in judging how well it compares to other areas/ nationally. Such comparative data is for illustrative purposes only, and must be treated with caution due to the different data collection methodologies used (all used a face-to-face methodology rather than postal self-completion approach), and the different question wording in some instances (where this is the case it is explicitly stated in the main body of the report).

Where appropriate, an Ipsos MORI Place Survey average has been included for comparative purposes. This is effectively an average score for all those areas where Ipsos MORI conducted a Place Survey. Ipsos MORI surveyed 124 areas, which included a broad mix of district, unitary and metropolitan boroughs, so the IM average should provide a reasonably reflective picture of what is happening nationally. However, it is important to note that it does not represent the 'official' national average.

Because Ipsos MORI carried out the Place Survey across all the district authorities in the County, a County or Consortium average figure has been provided in the charts. This allows North Norfolk District Council to see how well it is performing against its neighbours. An overall district average is also provided, which gives an average score for all the 49 districts surveyed by Ipsos MORI.

Where net figures are discussed this is expressed in plus (+) or minus (-) and this either refers to the difference between opinions in the 2008 Place Survey and previous BVPI surveys, or the two most favourable ratings minus the two least favourable ratings.

⁷ National benchmarking data has been drawn from latest available figures from the following surveys:

- Survey of English Housing 2006/07. 17,506 face-to-face interviews with representative cross section of adult English population in the year to March 2007.
- Citizenship Survey 2007/08. Face-to-face survey of 8,804 adults in England, April 07 – March 08.
- British Crime Survey 2007/08. A continuous survey of adults in England and Wales. Findings based on 46,983 face-to-face interviews conducted between April 2007 and March 2008.
- Health Survey for England 2006. 14,157 face-to-face interviews in England conducted throughout the calendar year January to December 2006.

Please note that at the time of publication, final data has not been published by CLG. Therefore data in the report is based on provisional figures. However it is not anticipated that final data will vary significantly from provisional data.

Acknowledgements

Ipsos MORI would like to thank the 1,180 residents in North Norfolk District Council who took part in the survey. We would also like to thank Helen Thomas from North Norfolk District Council for her help in getting the questionnaire into field and for their input throughout the survey process.

Publication of data

As North Norfolk District Council has engaged Ipsos MORI to undertake an objective programme of research, it is important to protect the organisation's interests by ensuring that it is accurately reflected in any press release or publication of the findings. As part of our standard terms and conditions, the publication of the findings of this report is therefore subject to the advance approval of Ipsos MORI. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

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June 2009*

*Checked &
Approved:*

MAIN REPORT:

*Andy Byrom
Stefan Durkacz*

Methodology for data collection

The methodology for the Place Survey was prescribed by CLG. In summary, the methodology was as follows:

- A postal self-completion methodology.
- The sampling frame used was the small-user Postcode Address File (PAF).
- Ipsos MORI selected a random sample of 3,000 addresses from the PAF file supplied by the Audit Commission in order to meet the 1,100 responses required.
- A prescribed questionnaire was used, comprising of a mix of questions previously asked on the BVPI General User Survey (to allow for performance tracking against previous waves of the BVPI surveys), new questions (to enable measurement of the 18 citizen perspective National indicators), plus a series of demographic questions.
- As permitted by the guidance, an 'additional' question was asked at the end of the questionnaire, inviting people to join the Citizens' Panel if they wished.
- All questionnaires were distributed – and returned - through the UK Royal Mail postal system.
- Fieldwork for the survey took place between 25th September and 19th December 2009.

In order to promote a good response rate, a number of steps were taken:

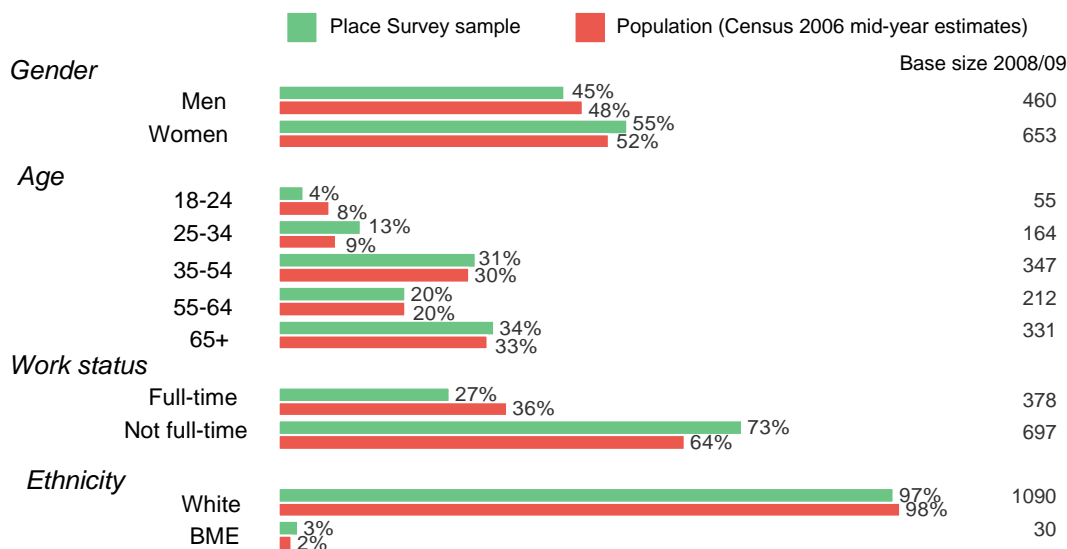
- The questionnaire was branded with the logos of North Norfolk District Council, Norfolk County Council, InTran (translation services) and Ipsos MORI, and contained a covering letter from Philip Burton, Chief Executive of North Norfolk District Council and David White, Chief Executive of Norfolk County Council.
- Details of an Ipsos MORI helpdesk were provided.
- Participants were able to request a translated version of the questionnaire in an alternative language, or were given the opportunity to undertake the survey over the telephone with an Ipsos MORI translator.
- In line with the guidance, two reminder mailings of the questionnaire were sent out to those residents who had yet to respond to the survey.

Comparing results of the Place Survey sample (unweighted) to updated Census estimates indicates that women, those aged 35 and over, and those not in full-time work are more likely to respond to the survey, as the following chart illustrates⁸. The use of the Audit Commission Place Survey weighting procedure has adjusted for this non-response bias, so the overall sample profile is representative of the population of the local area.

⁸ Gender and age figures based on ONS 2006 Mid-Year Population Projections. More precisely, they are obtained by interpolating mid-way between the mid-2008 and mid-2009 Projections in order to derive estimates for the end of 2008. Ethnidistrict based on ONS 2006 Mid-Year Population Projections.

Methodology: Sample Profile

Sample Profile for North Norfolk: Key demographics



Ipsos MORI Base: All valid responses. Source: Age, gender and ethnicity from 2006 Mid Year estimates. Work status from 2001 Census.



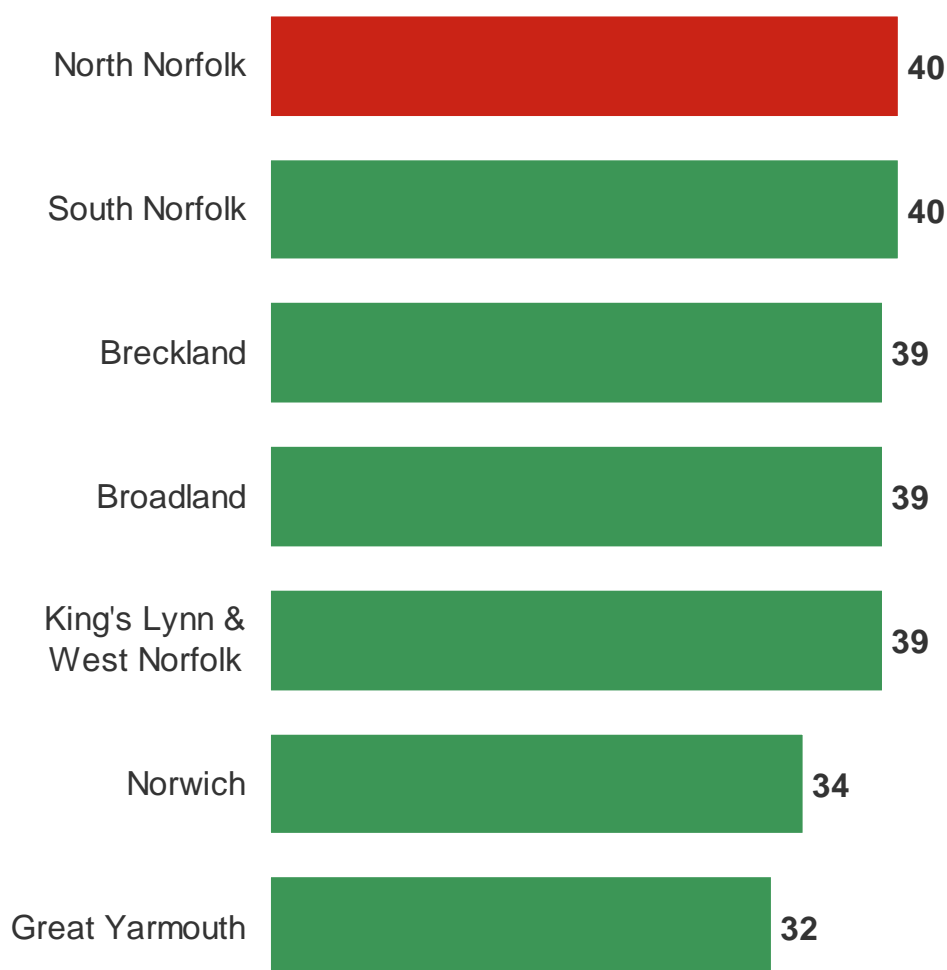
A maximum +/- 3 percentage points at the 95 per cent confidence level is required to calculate the national indicators collected in the Place Survey. With this in mind, CLG and the Audit Commission required each local area to achieve a minimum sample size of 1,100 completed Place Survey questionnaires.

The total number of returns collected for the survey was 1,180. This achieved sample size is based on the total number of respondents to the survey as a whole, and not the number of respondents to individual questions.

This represents an adjusted response rate of 40%.

Methodology: Response Rate

Response Rate across Norfolk County Council (%)



Ipsos MORI



A full detailed approach to the methodology is attached in Appendix 1. Further guidance on statistical reliability is provided in Appendix 2.

Key trends

Progress against national indicators

Despite this being the first year of the Place Survey, a number of trends can be identified over time because a number of questions from the old BVPI surveys were incorporated into the Place Survey questionnaire. The following table identifies progress made against six of the new national indicators collected through the Place Survey 2008/09 – drawing on comparator data from (up to) two previous waves of the BVPI General User Satisfaction Survey.

Please note that this comparator data should be treated with a small degree of caution, as set out in the introductory chapter, because of the possible impact the change in question ordering and structure of the Place Survey questionnaire had on people's responses.

Overall, perceptions continue to improve. The key findings to note are:

Overall satisfaction with the local area has stayed roughly the same.

The proportion of residents who feel they can influence decisions in their locality has also stayed the same.

The proportion of residents who see their area as a place where people from different backgrounds get on with each other has fallen slightly since 2006/07, from 84% to 81%.

Fewer residents think people do not treat each other with respect compared with the 2006/07 BVPI survey (22% now vs. 34% in 2006/07).

The perception of the local area as a place where drug use and dealing is a problem continues to decline. The perception of the local area as a place where drunk or rowdy behaviour is a problem is roughly the same as in 2006/07 and remains well below 2003/04 levels.

National indicator	Definition	BVPI 2003/04 (%)	BVPI 2006/07 (%)	Place 2008/09 (%)
NI1	% of people who believe people from different backgrounds get on well together in their local area		84	81
NI4	% of people who feel they can influence decisions in their locality		32	32
NI5	Overall/ general satisfaction with the local area		86	88
NI23	Perceptions that people in the area do not treat one another with respect and consideration		34	22
NI41	Perceptions of drunk or rowdy behaviour as a problem	42	23	22
NI42	Perceptions of drug use or drug dealing as a problem	57	43	20
<i>Source: Ipsos MORI</i>				

Non national indicator trends

For many local authorities, the Place Survey remains an important tool through which to collect perceptions data and monitor performance around some of its key universal services, such as waste collection and recycling. The new place based approach to local area working means that the government no longer requires local authorities to formally measure or report its performance in these areas, but the collection of this data at the local level still remains a priority for many.

The following table illustrates local authority performance over time in some of these key service areas – and against the old BVPIs that local government was monitored against under the previous performance assessment framework.

The key things to note are:

Overall satisfaction with the council is down significantly from 2006/07

Satisfaction with cleanliness and waste recycling has fallen significantly, and satisfaction with waste collection (BV90A) shows a slight downward trend since 2003/04.

Satisfaction with sports and leisure facilities is down significantly from 2006/07, by 18%. There are also falls in satisfaction with parks and open spaces (down 9%, reversing an upward trend in satisfaction from 2006/07, and libraries (down three per cent).

BVPI	Definition	BVPI 2003/04 (%)	BVPI 2006/07 (%)	Place 2008/09 (%)
BV3	Overall satisfaction with council	57	60	48
BV89	Satisfaction with cleanliness	71	79	67
BV90A	Waste collection	87	85	83
BV90B	Doorstep recycling	76	81	71
BV90C	Waste disposal (local tips)	68	52	74
BV103	Satisfaction with public transport information			41
BV104	Satisfaction with local bus services			41
BV119A	Sports/leisure facilities	45	56	38
BV119B	Libraries	72	80	77
BV119C	Museums/galleries	45	46	41
BV119D	Theatres/concert halls	51	45	45
BV119E	Parks and open spaces	72	73	64
<i>Source: Ipsos MORI</i>				

Please note: some of the question wording differs between the Place Survey 2008/09 and previous waves of the BVPI survey/ BVPI definitions. This is commented upon further in the main body of the report.

Comparing North Norfolk District Council to wider Norfolk

The following chart provides an overview of North Norfolk District Council's performance against the 18 citizen perspective indicators, compared to Norfolk overall, and shows that the council outperforms the consortium average on the majority of measures. The NI score for the authority is listed in the orange circles down the middle. The deviation from the Norfolk mean is displayed as a + or – figure, i.e. we can see that for NI 1, North Norfolk District Council's score is **80.7**, which represents a +5.9 percentage point difference from the Norfolk average of 74.8, and illustrates that the authority is overperforming in this area compared to Norfolk overall.

NIs: comparator scores

		NI Score	
NI1	% people who believe people from different backgrounds get on well together in local area	80.7	+5.9
NI2	% of people who feel they belong to their neighbourhood	63.8	+2.8
NI3	Civic participation in local area	18.3	+3.2
NI4	% of people who feel they can influence decisions in locality	-0.6	31.8
NI5	Overall/ general satisfaction with local area	87.5	+2.3
NI6	Participation in regular volunteering	28.1	+2.4
NI17	Perceptions of anti-social behaviour	11.3	+2.3
NI21	Dealing with local concerns about anti-social behaviour/crime issues by local council/police	27.9	+0.7
NI22	Perceptions of parents taking responsibility for behaviour of their children in area	35	+5.1
NI23	Perceptions that people in area do not treat one another with respect/ consideration	21.5	+4.2
NI27	Understanding of local concerns about anti-social behaviour/crime issues by local council/police	25.4	+0.5
NI37	Awareness of civil protection arrangements in local area	21	+0.8
NI41	Perceptions of drunk or rowdy behaviour as problem	21.8	+0.6
NI42	Perceptions of drug use or drug dealing as problem	19.8	+2.9
NI119	Self-reported measure of people's overall health/ wellbeing	-1.4	74.7
NI138	Satisfaction with people over 65 with both home/ neighbourhood	90.8	+3.2
NI139	Extent to which older people receive support needed to live independently	-0.4	29.8
NI140	Fair treatment by local services	79.2	+8.7

Ipsos MORI

The NI score for the authority is listed in the orange circles. The deviation from the consortium mean is displayed as a + or - figure. I.e. if you have -2.5 score in the left hand bar, this means your score is 2.5 percentage points below the consortium average.



1. About the local area

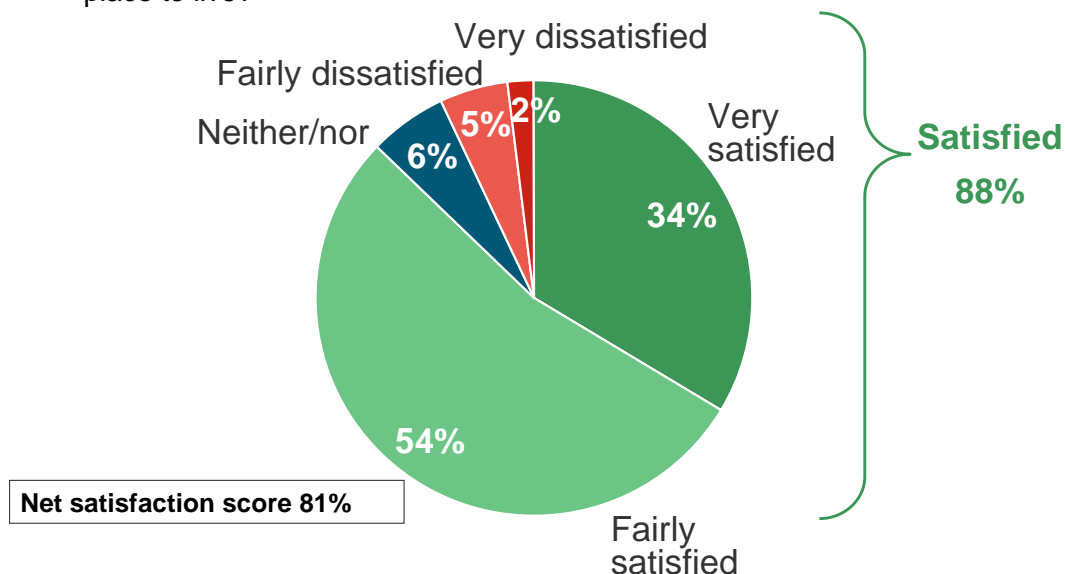
General satisfaction with local area

With the new 'place based' focus on public service delivery, resident satisfaction with the local area is one of the key national indicators the government is seeking to measure (NI 5). Residents were asked about their satisfaction with the local area – i.e. the area within a 15 to 20 minutes walk from their home.

The chart below shows the proportions of residents who say they are very or fairly satisfied or dissatisfied overall with the local area as a place to live. The NI.5 score for North Norfolk District Council – that is, the percentage overall who are very or fairly satisfied – is **87.5%**.

General satisfaction with local area (NI 5)

Q Overall, how satisfied or dissatisfied are you with your local area as a place to live?



Ipsos MORI Base: All valid responses (1162)

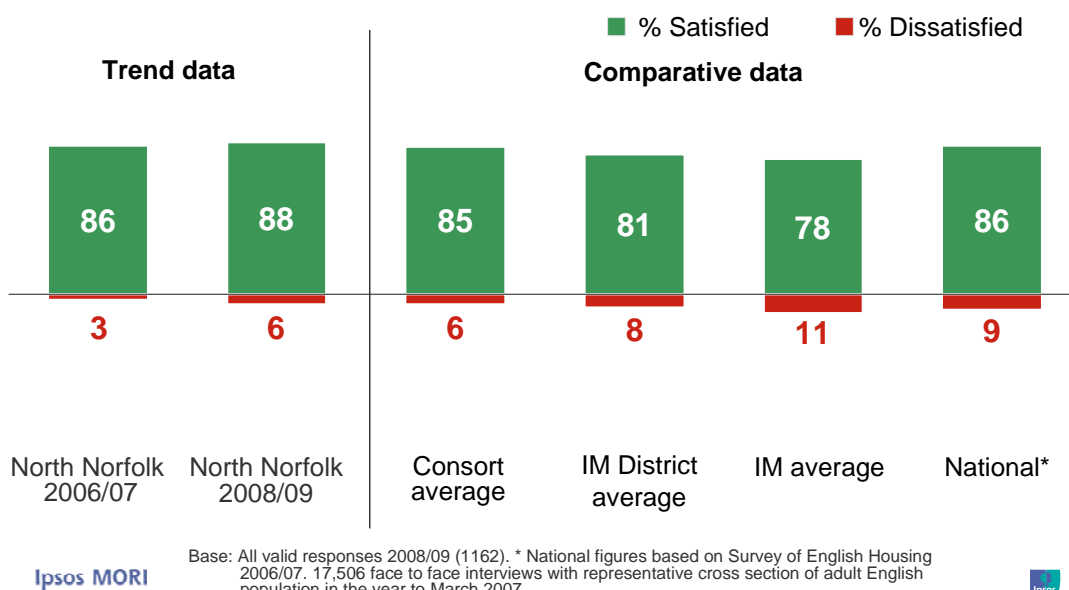


Satisfaction is roughly the same as the 2006/07 BVPI survey, when 86% were either very or fairly satisfied.

Satisfaction in 2008 is just above the average for Norfolk county as a whole, which has an NI.5 figure of 85.2%. North Norfolk District Council's NI.5 score is the third highest in Norfolk. The lowest is Great Yarmouth with 79.5%. The district with the highest NI.5 figure is Broadland with 93.7%.

Satisfaction with local area (NI5): Contextual data

Q Overall, how satisfied or dissatisfied are you with your local area as a place to live?



There are few significant differences in satisfaction between demographic groups:

Age: Older people are more likely to express satisfaction with their local area as a place to live. The NI.5 score for residents aged 65 and over is 92.8%, compared with 80.2% for those aged 35-44.

Tenure: Social renters (NI.5 score of 74.0%) are significantly less likely to be satisfied than owner occupiers (NI.5 score of 89.5% satisfied).

The real drivers of satisfaction, as with previous BVPI surveys, are attitudinal. In short, the more positive and engaged residents are regarding their area the more likely they are to be satisfied with it as a place to live. Here are a few examples:

94% of those who have a strong sense of belonging to their neighbourhood are satisfied with it as a place to live;

92% of residents who feel able to influence decisions which affect their local area are satisfied with it as a place to live; and

92% who feel that people from different backgrounds get on well in their area are satisfied with it as a place to live.

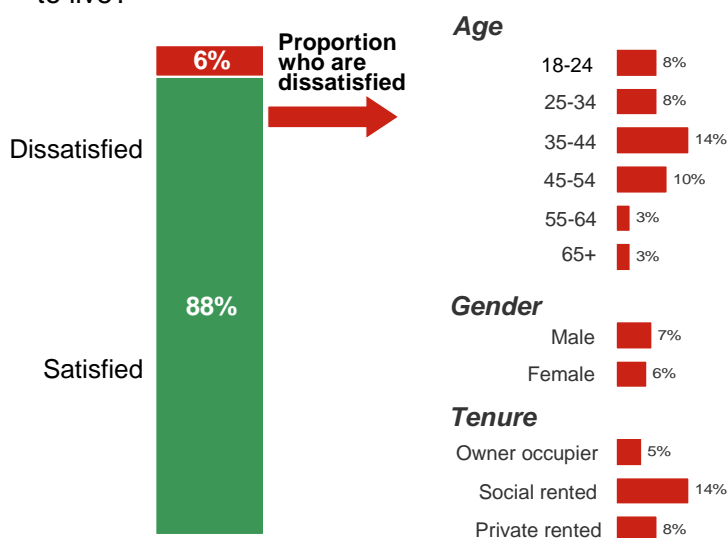
Positive perceptions regarding crime and antisocial behaviour also drive satisfaction with the area as a place to live. For example:

92% of residents who say they feel safe outside after dark are satisfied with the local area as a place to live; and

96% who feel that local services are dealing successfully with antisocial behaviour and crime are satisfied with the area as a place to live.

Dissatisfaction with local area: Subgroup analysis

Q Overall, how satisfied or dissatisfied are you with your local area as a place to live?



Ipsos MORI Base: All valid responses (1162)



Satisfaction with home

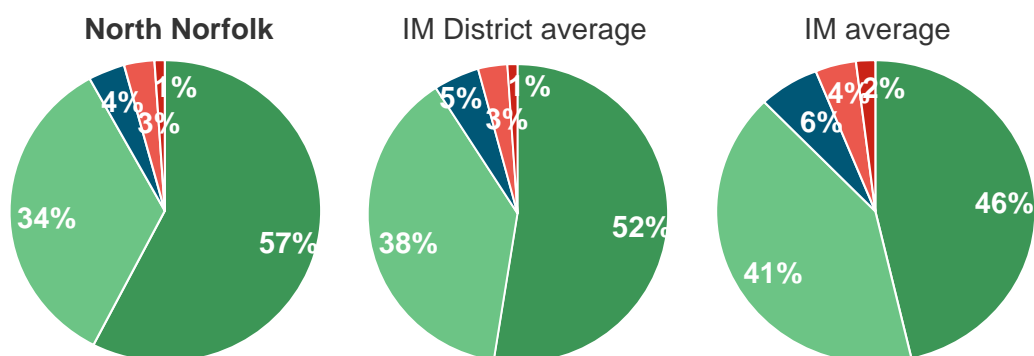
Residents were also asked about satisfaction with their home as a place to live. The chart below shows satisfaction levels for North Norfolk District Council compared with Norfolk county overall.

Overall, 92% of North Norfolk residents are very or fairly satisfied with their home as a place to live. This is on a par with the Norfolk average of 91%.

Satisfaction with home as place to live

Q How satisfied or dissatisfied are you with your home as a place to live?

■ % Very satisfied ■ % Fairly satisfied ■ % Neither / nor
■ % Fairly dissatisfied ■ % Very dissatisfied



Ipsos MORI Base: All valid responses in North Norfolk (1165)

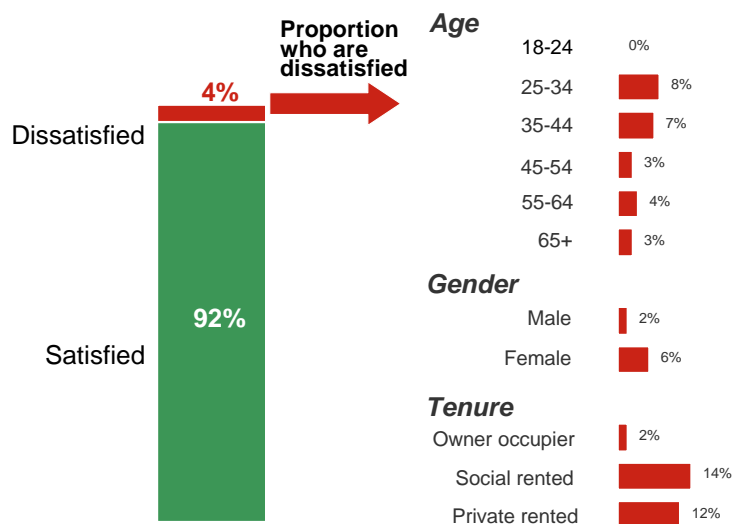


Older residents are particularly likely to say they are very satisfied – for example 71% aged 65 and over compared with 51% aged 35-44.

Satisfaction is also particularly high amongst home owners (95% very or fairly satisfied) compared with social renters (75%). Significantly, 14% of social renters say they are dissatisfied with their home as a place to live – a higher proportion than owner occupiers (2%).

Dissatisfaction with home: Subgroup analysis

Q How satisfied or dissatisfied are you with your home as a place to live?



Ipsos MORI Base: All valid responses (1165)

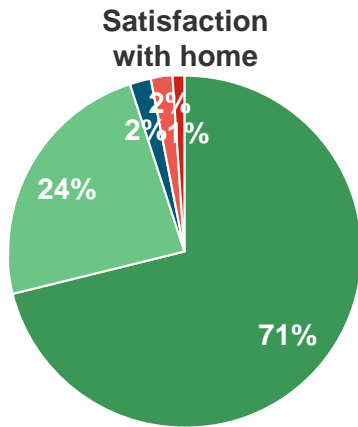


An important priority for government is to understand how older people (aged over 65) live, and the quality of their environment. NI 138 provides an overall assessment of this, by combining the satisfaction scores of residents aged over 65 with the local area and with their home.

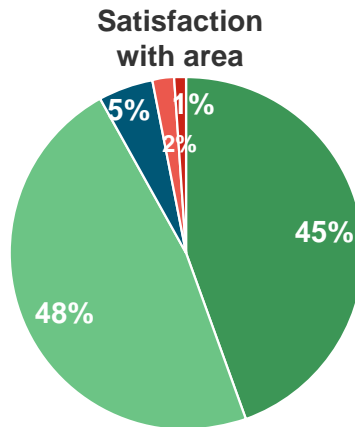
The following chart sets out how the over 65s in North Norfolk District Council view these issues, and provides an overall NI score of **90.8%**. This is above the Norfolk average of 87.6%.

Satisfaction of people over 65 with both home and neighbourhood (NI 138)

- % Very satisfied
- % Fairly satisfied
- % Neither / nor
- % Fairly dissatisfied
- % Very dissatisfied



Base: All valid responses amongst over 65s (373)



Base: All valid responses amongst over 65s (373)

% of people aged over 65 who are satisfied with both home and area = 91%

Ipsos MORI

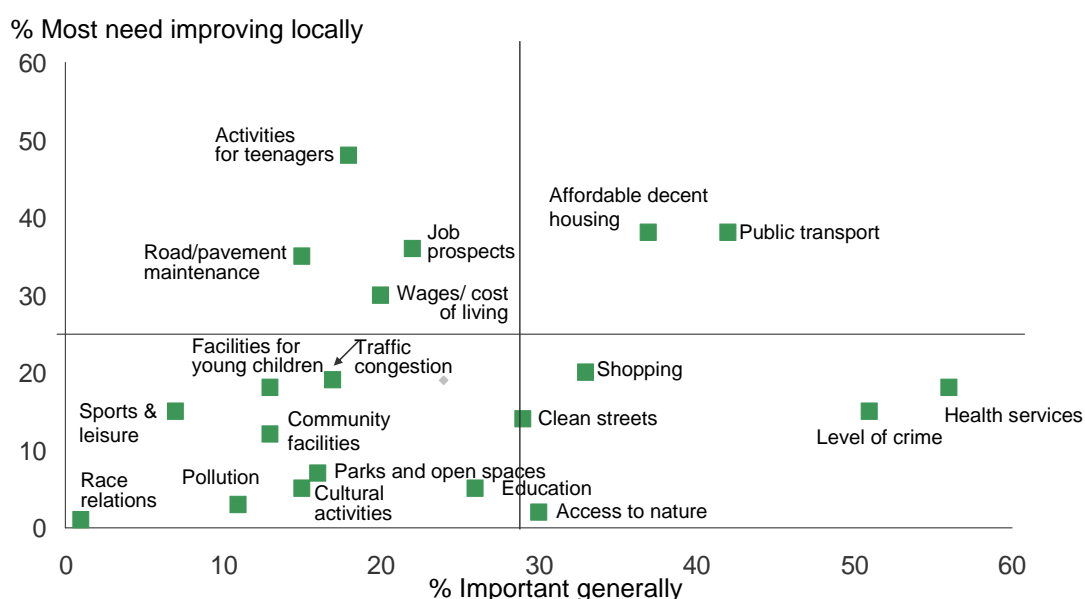


Priorities for the local area

By looking at the following chart, we can compare what residents see as important to making somewhere a good place to live, and what they think needs improving most in their local area.

Affordable housing and public transport are seen as both relatively important and in need of improvement compared to other priorities.

Developing priorities for improving quality of life



Ipsos MORI Base: All valid responses



Looking at the following chart, we can see how priorities for improvement have changed since 2003/04. Concerns about affordable decent housing, wage levels and the cost of living, and the level of crime have shown the most notable declines. Concerns about activities for teenagers have remained stable since two years ago, but this is far higher than recorded in 2003/04.

Levels of crime

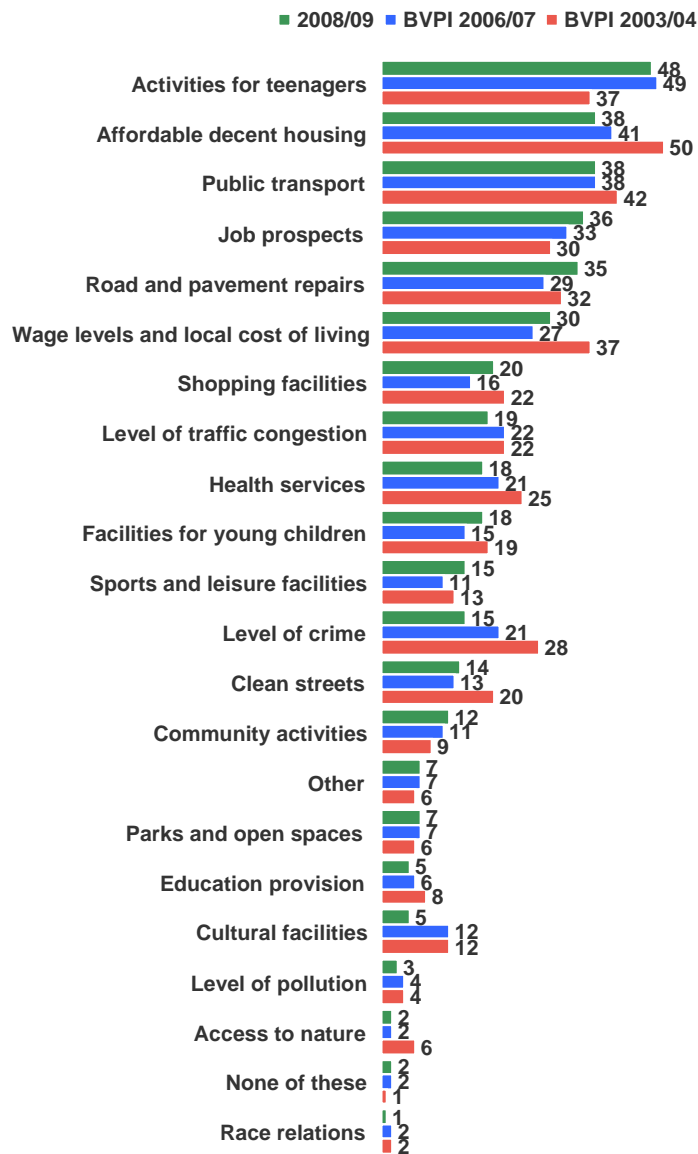
Concerns about crime have eased significantly. In 2003/04, 28% of residents felt the level of crime was a priority for improvement. This reduced to 21% in 2006/7 and 15% now. This may be explained by the strong downward trend since 2003/04 in the perception of certain types of criminal and antisocial behaviour as local problems – for example drug use and teenagers hanging around. This may be strengthening the perception that local services are dealing successfully with antisocial behaviour and

crime, which in turn appears to be correlated with the perception that the level of crime is a priority for improvement. Twenty-nine per cent of those who *disagree* that local services are dealing successfully with antisocial behaviour and crime say that the level of crime is a priority area for improvement compared with just nine per cent who agree.

In general, concern about levels of crime are driven by negative feelings about the area, and by feeling unsafe. For example 31% who feel unsafe outside after dark are concerned with the level of crime compared with just 10% who feel safe.

Priorities for improvement and changes over time

Q Thinking about this local area, which of the things below, if any, do you think most need improving?



Wage levels and the cost of living

This is another major area of concern where perceptions have improved. In the 2003/04 BVPI survey 37% said this was a priority for improvement. This decreased to 27% in 2006/07 and has increased slightly to 30% in the 2008 Place Survey.

Housing

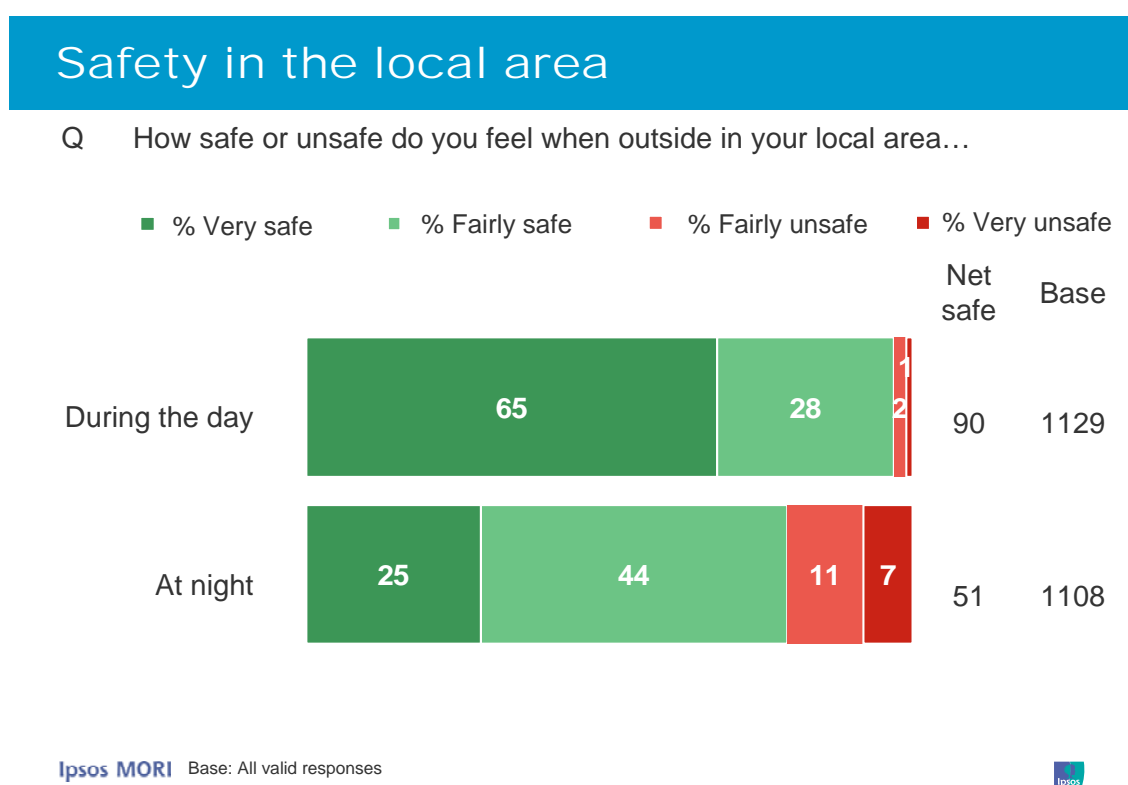
Concerns about affordable decent housing have also eased. In the 2003/04 BVPI survey 50% said affordable decent housing was a priority for improvement. This decreased to 41% in 2006/07 and to 38% in the 2008 Place Survey.

2. Community safety

The new Place Survey seeks to build on the perceptions data collected through previous BVPI surveys, and ask a range of new questions which focus on the degree to which the police and other local public services work together to seek people's views about crime and anti-social behaviour, and are successfully dealing with the issues by working together.

Safety in the local area

The chart below shows the proportions of residents who say they feel safe or unsafe at night and during the day. People generally feel safe in their local area. Seven in ten (69%) say they feel safe outside after dark, and 93% say they feel safe out of doors during the day. These figures are above those for Norfolk overall (59% and 91% respectively).



Demographic differences

Men are less concerned than women about their safety outside after dark – 13% of men say they feel unsafe compared with 21% of women. Regarding feeling safe

outside during the day, men and women tend to feel more similar – 94% and 92% respectively say they feel safe.

What is associated with perceptions of personal safety?

Feeling positive, satisfied, informed and engaged (or not) about the local area and the local authority are associated with perceptions of personal safety, both after dark and during the day. Here are a few examples:

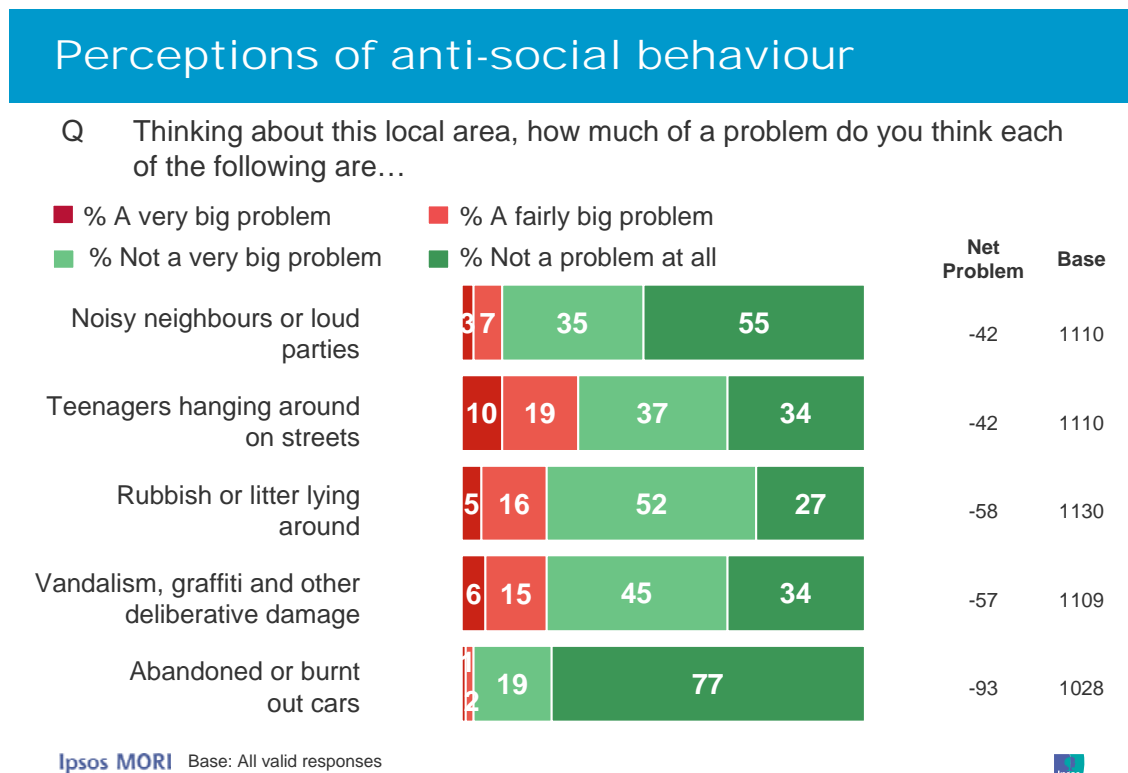
73% of residents who have a strong sense of belonging to the neighbourhood say they feel safe outside after dark compared with 63% of those who do not have a strong sense of belonging.

78% who feel able to influence decisions affecting the local area say they feel safe outside after dark compared with 65% who do not feel able to influence such decisions.

77% who are satisfied with the Council say they feel safe outside after dark compared with 56% who are not satisfied.

Perceptions of anti-social behaviour

Residents were asked about the extent to which they think a variety of types of criminal and antisocial behaviour are problems in their area. As the chart below shows, residents generally tend not to see these types of activities as serious problems locally; however there is significant minority concern about teenagers hanging around, vandalism and rubbish.



The chart below shows NI scores relating to antisocial behaviour:

NI 17: This is the overall perception of antisocial behaviour in the local area. This combined measure of antisocial behaviour is calculated by allocating scores to the responses to the question about the seven anti-social behaviours, whereby:

- 0 = Not a problem at all,
- 1 = Not a very big problem,
- 2 = Fairly big problem,
- 3 = Very big problem.

A total score for each respondent is calculated based on the responses to the seven questions. The maximum possible score is 21. High perception of antisocial behaviour is a score of 11 or above. The indicator is the percentage of respondents whose score was 11 or above out of the total answering the question.

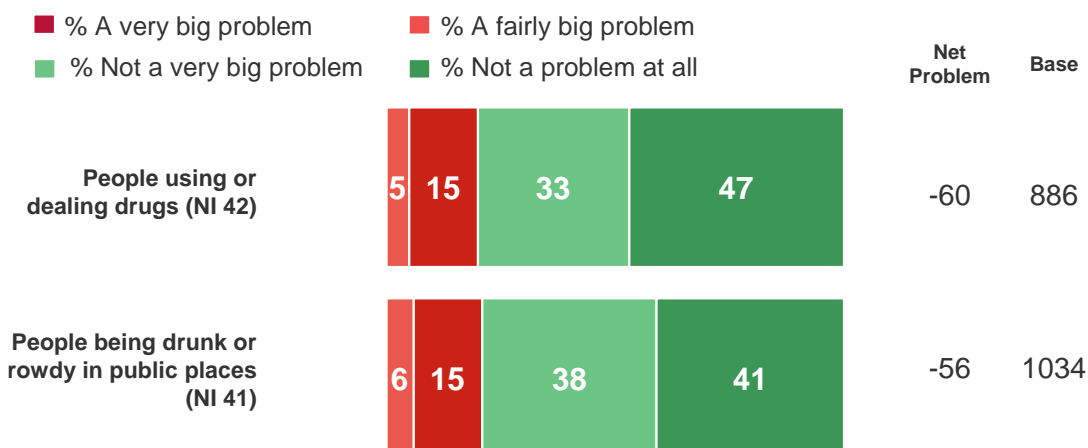
The score for North Norfolk District Council is **11.3%**, slightly better than the Norfolk-wide score of 13.6%.

NI 42: The proportion of residents who say people using or dealing drugs is a very big or fairly big problem in their local area. The score for North Norfolk District Council is 19.8%, better than the Norfolk-wide score of 23%.

NI 41: The proportion of residents who say people being drunk or rowdy in public places is a very big or fairly big problem in their local area. The score for North Norfolk District Council is 21.8%, on a par with the Norfolk-wide score of 22%.

Perceptions of anti-social behaviour: NI 17, 41 and 42

Q Thinking about this local area, how much of a problem do you think each of the following are...



Overall percentage with high level of perceived anti-social behaviour (NI 17) = 11%

Ipsos MORI Base: All valid responses



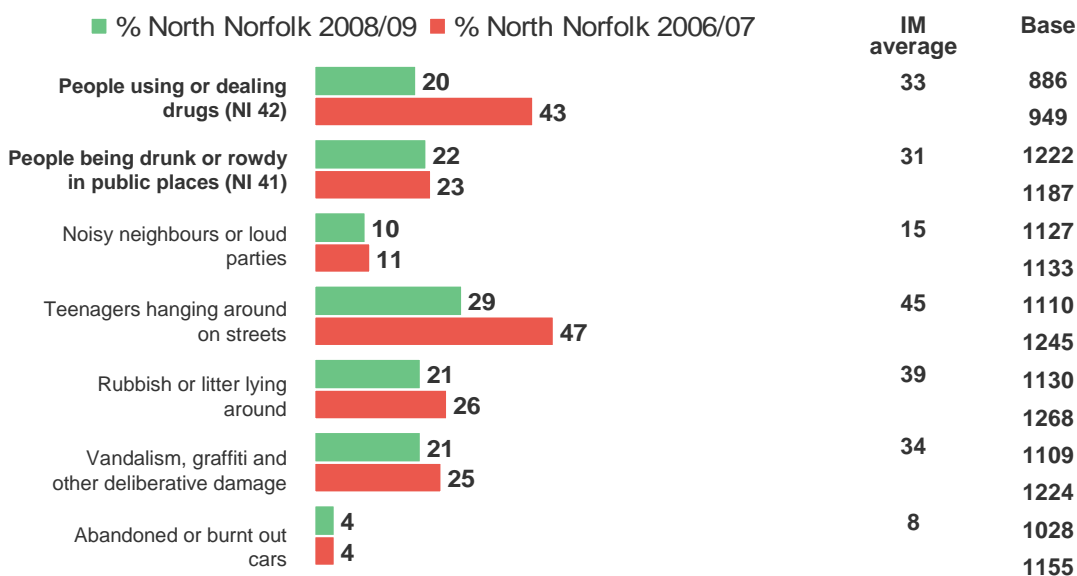
The chart below shows trends in perceptions of antisocial behaviour since the 2006/07 BVPI survey. On most areas in the chart perceptions continue to improve with fewer residents seeing each issue as a very or fairly big problem in their area. In the case of

people using or dealing drugs and teenagers hanging around on the streets, the improvement in perceptions has been dramatic.

The chart also shows the IM average score and how North Norfolk District Council tends to compare very favourably.

Perceptions of anti-social behaviour: Comparative data

% who think the following are a very/ fairly big problem



Ipsos MORI Base: All valid responses.



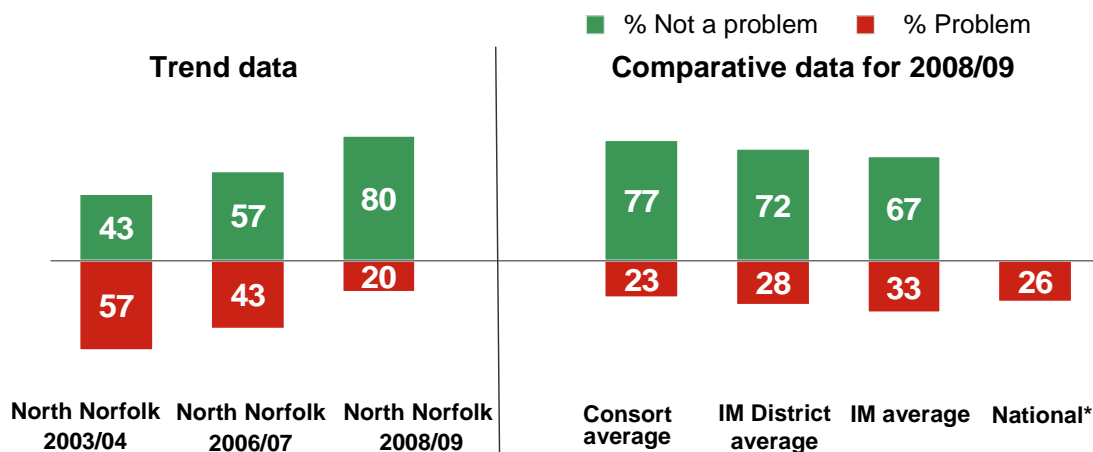
The following two charts give wider comparisons for the antisocial behaviour indicators 'People using or dealing drugs' (NI 42) and 'People being drunk or rowdy in public places' (NI 41). Please note the national comparator is from a face to face rather than postal survey. Comparisons between results of surveys with different methodologies should be treated with caution as the methodology can affect the results.

There has been a consistent improvement in the number of residents saying that people using and dealing drugs is a problem – 20% say it is a problem now, compared with 43% in 2006/07 and 57% in 2003/04. Roughly the same proportion of residents think that people being drunk or rowdy in public places is a problem now than in 2006/07 (22% compared with 23%). However concern is still far below 2003/04 levels, when 42% saw this as a problem.

People using or dealing drugs (NI 42): Contextual data

Q Thinking about this local area, how much of a problem do you think each of the following are...

People using or dealing drugs



Ipsos MORI

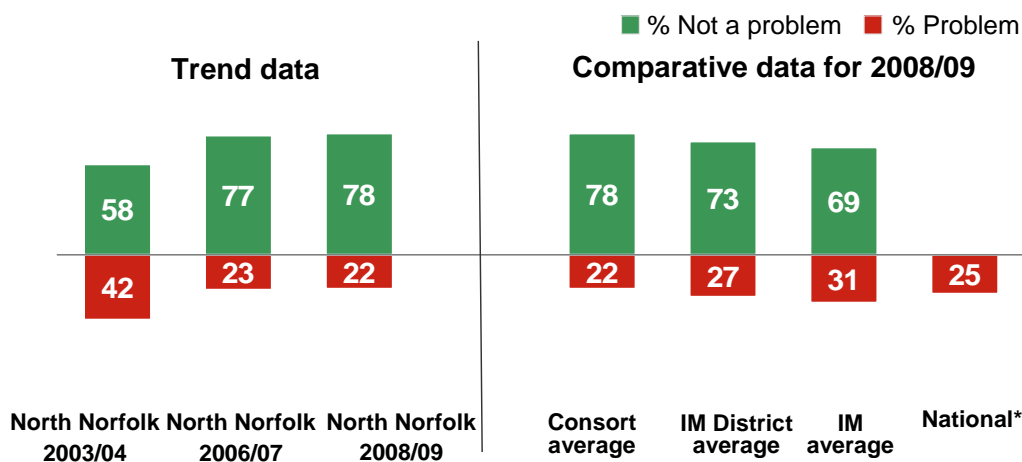
Base: All valid responses 2008/09 (886). * National figures based on British Crime Survey, a continuous survey of adults in England and Wales. Findings based on 46,983 face-to-face interviews conducted between April 2007 and March 2008. Figures only available for 'problem'.



People being drunk or rowdy in public places (NI 41): Contextual data

Q Thinking about this local area, how much of a problem do you think each of the following are...

People being drunk or rowdy in public places



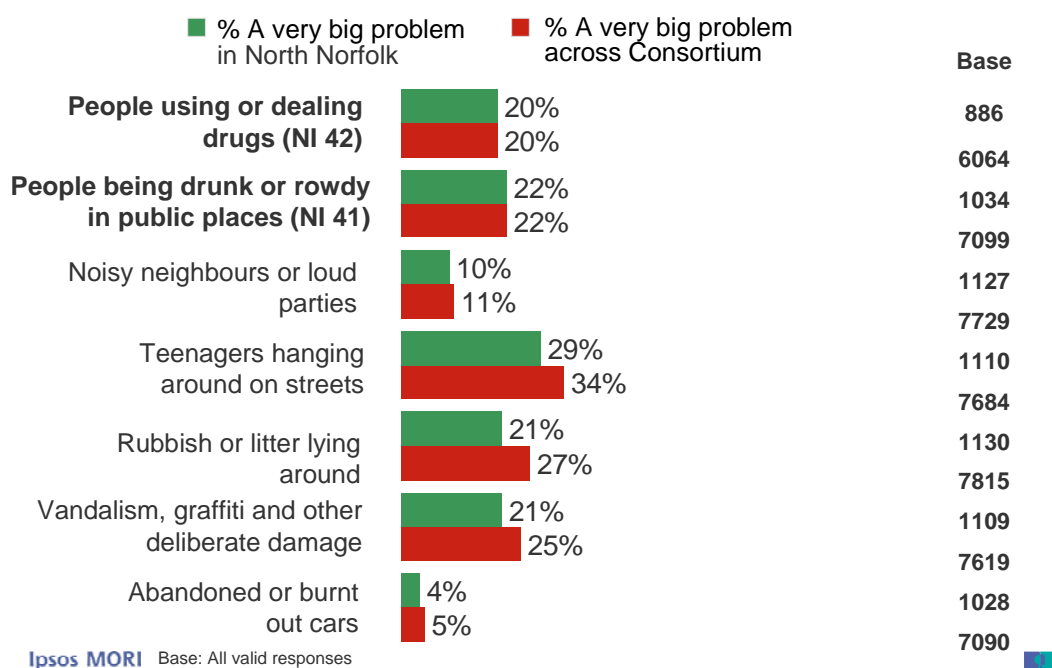
Ipsos MORI

Base: All valid responses 2008/09 (1034). * National figures based on British Crime Survey, a continuous survey of adults in England and Wales. Findings based on 46,983 face-to-face interviews conducted between April 2007 and March 2008. Figures only available for 'problem'.



The chart below shows how North Norfolk District Council compares with Norfolk County Council on measures of antisocial behaviour. North Norfolk performs on a par with or better than Norfolk as a whole on these measures.

A comparison between anti-social behaviour in North Norfolk District Council and Norfolk County Council



Perceptions of ASB – demographic analysis

Across all seven antisocial behaviour questions the following key demographic trends emerge:

Older people are less concerned than residents overall. 82% of residents aged 65 and over see 'Vandalism, graffiti and other deliberate damage to property or vehicles' as a not a problem/not a very big problem compared with 74% aged 35-44.

Residents who identify with and feel involved in the local area tend to be less concerned than those who do not. 94% of residents who have a strong sense of belonging to the neighbourhood see 'Noisy neighbours or loud parties' as not a very big problem or not a problem at all compared with 84% who do not have a strong sense of belonging.

Negative perceptions of local antisocial behaviour problems are linked to tenure. Social renters are significantly more likely to see most of the different types of antisocial behaviour as a problem than owner occupiers or private renters. For example 37% of social renters see 'People being drunk or rowdy in public places' as a very/fairly big problem compared with 20% of owner occupiers.

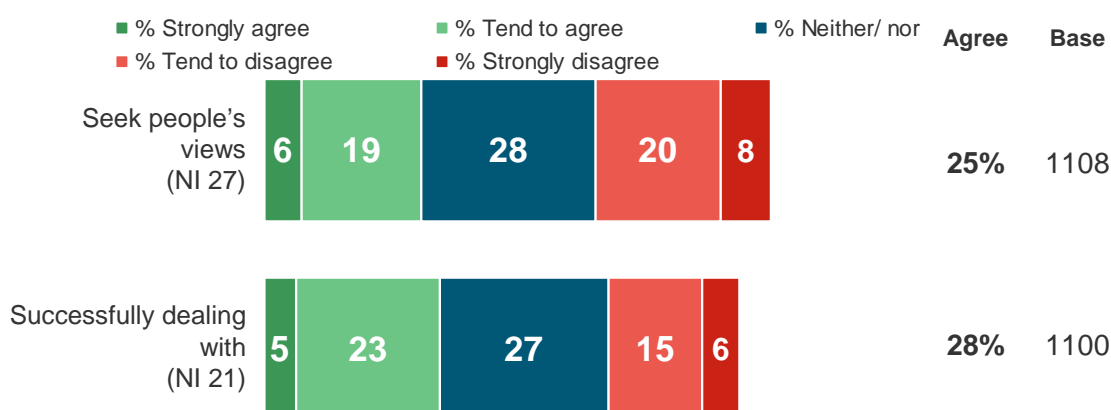
Residents who are satisfied with the council and local services tend to be less concerned than those who are not. 88% who say they are satisfied with the council see 'People using or dealing drugs' as not a very big problem or not a problem at all compared with 67% who are dissatisfied.

Crime and the local community

In order to test how well local policing teams, and other local public sector agencies, are dealing with crime and anti-social behaviour in the eyes of local people, and how well they are engaging with the public about these matters, two new questions have been included in the Place Survey to help inform two national indicators (NI21 and 27). Results for these are shown in the chart below.

Understanding and dealing with local concerns about crime and ASB (NI 27 and 21)

- Q How much would you agree or disagree that the police and other local public services seek people's views about these issues in your local area?
- Q And how much do you agree or disagree that the police and other public services are successfully dealing with these issues in your local area?



Ipsos MORI Base: All valid responses. Note: 'don't knows' are included in the base calculations.



NI 27 – Understanding of local concerns about antisocial behaviour and crime issues by the local council and police

This is the proportion of residents who strongly or tend to agree that 'the police and other local public services seek people's views about these [antisocial behaviour] issues' (Q25). The score here is **25.4%**.

Key demographic differences include:

Gender: Men are more likely to disagree than women (35% vs. 23%)

Age: Older residents tend to be more likely to agree than average (for example 30% aged 65 and over agree compared with 25% overall). This is perhaps not

surprising given the relative lack of concern amongst older residents about certain types of antisocial behaviour in their area.

Tenure: Interestingly, although social renters have greater concerns about antisocial behaviour, they are more likely to agree (36% social renters agree vs. 24% owner occupiers).

Perceptions may also be driven by:

Feeling positive or negative about and part of the neighbourhood:

Residents who feel able to influence decisions affecting the local area are more likely to agree than those who do not (42% vs. 20%).

Feelings of satisfaction with the council and local services: Residents who are dissatisfied with the council are much more likely to disagree than those who are satisfied (36% vs. 17%).

NI 21 – Dealing with local concern about antisocial behaviour and crime issues by the local council and police

This is the proportion of residents who strongly or tend to agree that ‘the police and other local public services are successfully dealing with these [antisocial behaviour] issues’. The score here is **27.9%**.

Some demographic differences emerge:

Age: Older residents are relatively likely to agree (33% agree vs. 28% overall).

Tenure: Owner occupiers are more likely than social renters to agree (29% vs. 19% agree) – perhaps not surprising given social renters’ greater concerns about antisocial behaviour (but despite their greater likelihood to feel they are consulted).

Perceptions may also be driven by:

Feeling positive or negative about and part of the neighbourhood:

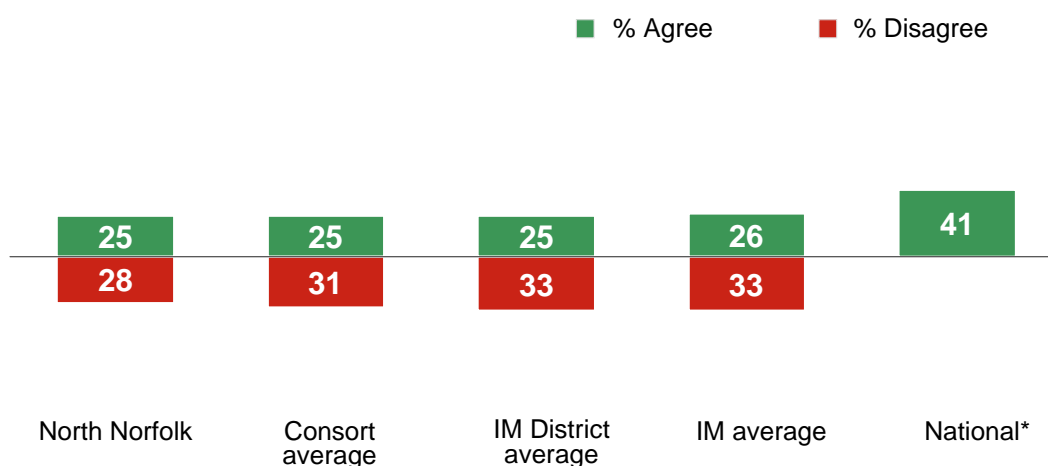
Residents who feel that the local area is a place where people from different backgrounds get on well together are more likely to agree than those who do not (36% vs. 13%).


Feelings of satisfaction with the council and local services: Residents who are dissatisfied with the council are much more likely to disagree than those who are satisfied (47% vs. 12%).

The chart below compares **NI 27** performance with Norfolk county overall and with the national figure⁹ (please be aware that the national figure here is from a face to face rather than a postal survey, so comparisons should be treated with caution). The score for North Norfolk District Council is similar to the Norfolk county score (**25.4%** vs. 24.9%).

Understanding local concerns about crime and ASB (NI 27): Contextual data

Q How much would you agree or disagree that the police and other local public services seek people's views about these issues in your local area?



Ipsos MORI Base: All valid responses (1108). * National figures based on British Crime Survey, a continuous survey of adults in England and Wales. Findings based on 46,983 face-to-face interviews conducted between April 2007 and March 2008. Please note: this question was introduced mid-way through the 2007/08 wave. 

The chart below compares NI 21 performance with Norfolk county overall and with the national figure¹⁰ (again, please be aware that the national figure here is from a face to face rather than a postal survey, so comparisons should be treated with caution). Again, the score for North Norfolk District Council is very similar to the Norfolk county score (**27.9%** vs. 27.2%).

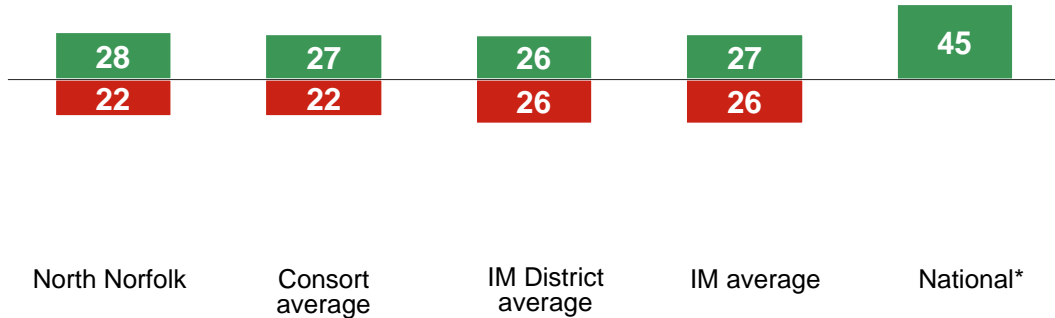
⁹ Data available for 'agree' only.

¹⁰ Data available for 'agree' only.

Dealing with local concerns about crime and ASB (NI 21): Contextual data

Q And how much do you agree or disagree that the police and other public services are successfully dealing with these issues in your local area?

■ % Agree ■ % Disagree



Ipsos MORI

Base: All valid responses (1100). * National figures based on British Crime Survey, a continuous survey of adults in England and Wales. Findings based on 46,983 face-to-face interviews conducted between April 2007 and March 2008. Please note: this question was introduced mid-way through the 2007/08 wave.



3. Community cohesion

The Place Survey has been designed to include a range of questions which measure the degree of community cohesion, belonging, respect and consideration for others.

People from different backgrounds getting along

A recognised way of measuring community cohesion is by asking about the degree to which people agree that their local area is one where people from different backgrounds get on well together (NI 1).

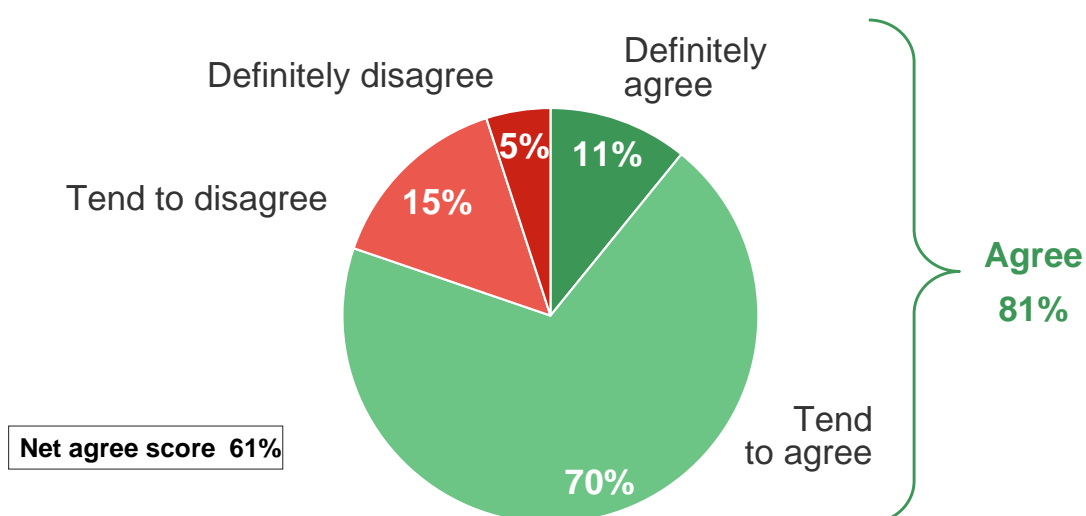
The Citizenship Survey, for one, has been tracking this issue at the national level, for some time (although this uses a face-to-face methodology) on behalf of the Home Office and CLG, and the question has also been asked on a previous wave of the BVPI survey.

NI 1 – % of people who believe people from different backgrounds get on well together in their local area

This is the proportion of residents who definitely or tend to agree that their local area is 'a place where people from different backgrounds get on well together' (Q18). The score here is **80.7%**.

Whether people from different backgrounds get on well together (NI 1)

Q To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



Ipsos MORI Base: All valid responses (759)



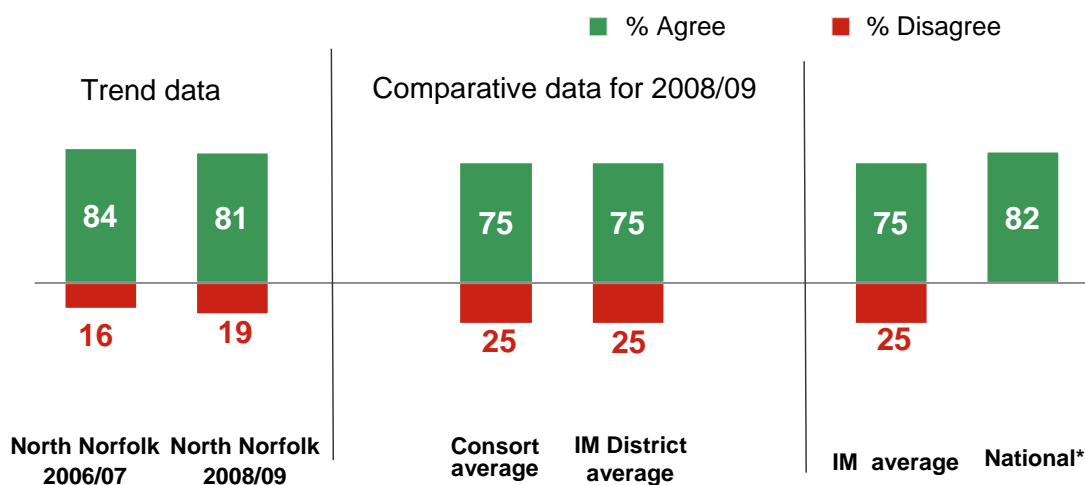
The chart below shows how views on community cohesion have changed since the 2006/07 BVPI survey. It also shows comparisons with Norfolk county and nationally. Please note the national comparator – the Citizenship Survey 2007/08 - is from a face to face rather than a postal survey so comparisons should be treated with some caution.

Perceptions of community cohesion in North Norfolk District Council are better than Norfolk county overall (81% definitely/tend to agree vs. 75%) and on a par with the national comparator (82%).

Perceptions have declined markedly since the 2006/07 BVPI survey (84% agree vs. 81% now). Nationally, perceptions have improved slightly (80% perceived community as cohesive in the 2005 citizenship survey compared with 82% in 2007/08).

Different backgrounds getting on well (NI 1): Comparative data

Q To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



Ipsos MORI Base: All valid responses 2008/09 (759). *National figures based on Citizenship Survey 2007/08, face to face survey of 8,804 adults in England, April 07 – March 08



Perceptions of community cohesion – demographic analysis

The chart below shows how negative perceptions of community cohesion differ amongst different groups.

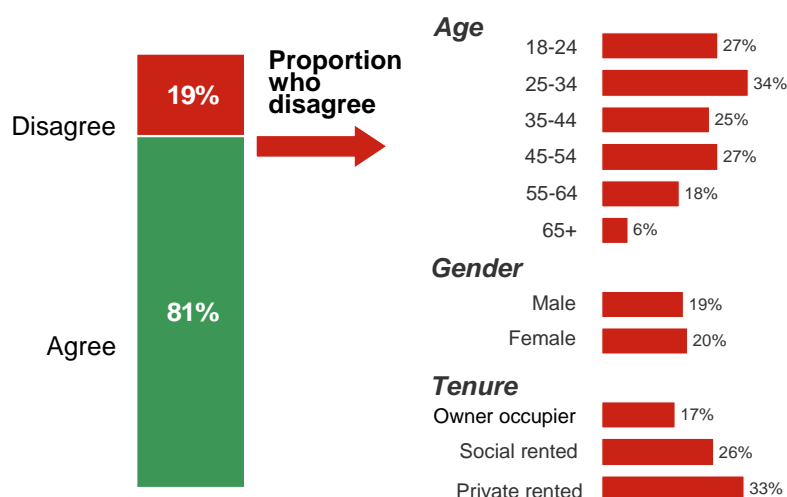
Other key demographic differences include:

Age: Residents aged 65 and over are the most likely to agree (94% agree vs. 81% agree overall)

Tenure: Owner occupiers are more likely to agree than social renters (83% vs. 74%).

Whether people from different backgrounds get on well together (NI 1): Subgroup Analysis

Q To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



Ipsos MORI Base: All valid responses (759)



Views of community cohesion may also be influenced by:

Feeling positive or negative about and feeling part of the neighbourhood:

Residents who have a strong sense of belonging to the neighbourhood are more likely to agree than those who do not (88% vs. 68%).

Feelings of satisfaction with the council and local services: Residents who are satisfied with the council are much more likely to agree than those who are dissatisfied (91% vs. 61%).

Again, the latest **national** picture¹¹ shows us that there was no difference between men and women in their perceptions of cohesion in 2007/08 and no change in men or women's perceptions since 2003. However, older people are more likely than younger people to think that their local area is cohesive. Cohesion is highest among those aged 75 or over (91%) and lowest among those aged 16-24 years (76%).

¹¹ Citizenship Survey 2007/08

Belonging to neighbourhood

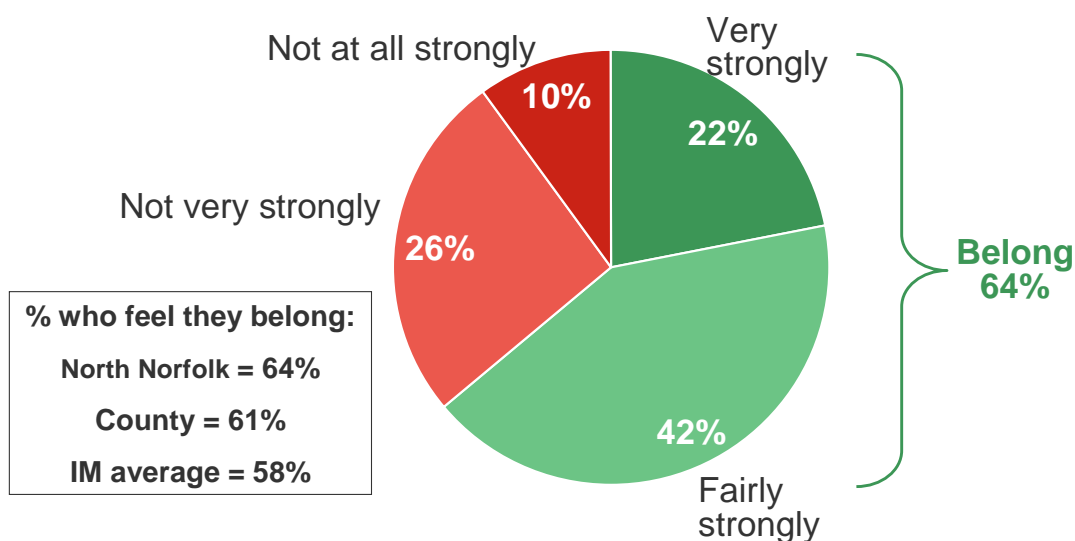
As a way of measuring cohesiveness in the local area (NI 1), the Place Survey also asked residents about the degree to which they feel they belong to their neighbourhood (NI 2). The chart below shows the extent to which residents agree or disagree.

North Norfolk District Council scores **63.8%** on the NI 2 measure. This compares with 61% for Norfolk county.

This is another question asked in the National Citizenship Survey. According to the survey's latest figures, there has been an increase nationally in the proportion of people who feel they belong to their local area, from 70% in 2003 to 75% in 2007/08.

Belonging to neighbourhood (NI 2)

Q How strongly do you feel you belong to your immediate neighbourhood?



Ipsos MORI Base: All valid responses (1111).



Associated factors

Feelings of belonging to the neighbourhood are associated to some extent with the following:

Age: Older residents tend to have a stronger sense of belonging. Seventy-nine per cent aged 65 and over feel strongly that they belong compared with 64% overall.

Perceptions of the neighbourhood: 73% of those who feel that people from different backgrounds get on well together also feel strongly that they belong to the neighbourhood compared with 42% overall.

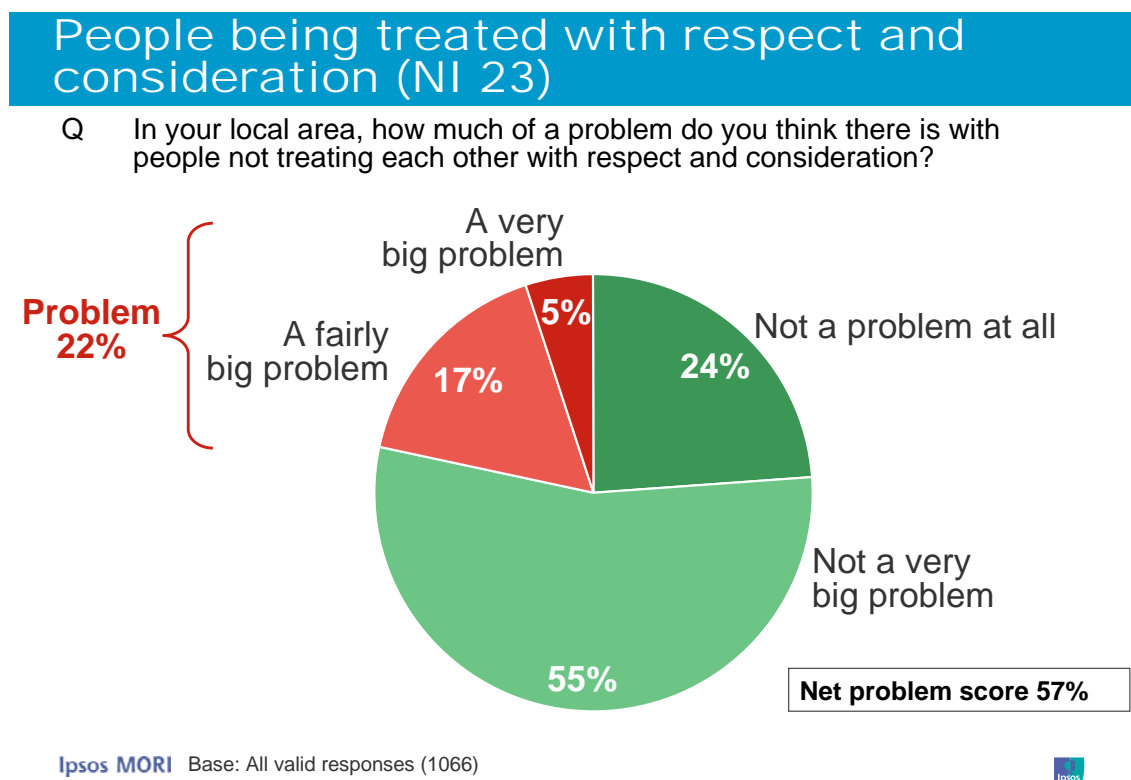
Perceptions of the council and local services: 74% of residents who are satisfied with the council feel strongly that they belong to their neighbourhood compared with 53% who are dissatisfied; 68% who agree that local services are dealing with antisocial behaviour and crime successfully also feel a strong sense of belonging to the neighbourhood compared with 55% who disagree.

Respect and consideration

As part of its stance on community cohesion, local authorities and their partners are encouraged to take action to promote strong communities with shared values where local people treat one another with respect and consideration (NI 23). Accordingly, residents were asked about how much of a problem they think there is with people not treating each other with respect and consideration.

NI 23: Perceptions that people in the area treat one another with respect and consideration

The chart following shows the extent to which residents think there is a problem in their local area with people not treating each other with consideration and respect. The NI 23 score for North Norfolk District Council – that is, the proportion of people who say it is a fairly or very big problem - is **21.5%**.



Key demographic differences that emerge include the following:

Age: Older residents are less likely than average to see lack of respect and consideration as a problem locally. Twelve per cent aged 65 and over see it as a problem compared with 21% overall.

Tenure: Social renters are more likely than owner occupiers to see it as a very or fairly big problem – 36% vs. 19%.

Influencing factors

Residents' perceptions of whether people not treating each other with respect and consideration is a problem are influenced by the following:

Feeling positive or negative about and part of the neighbourhood:

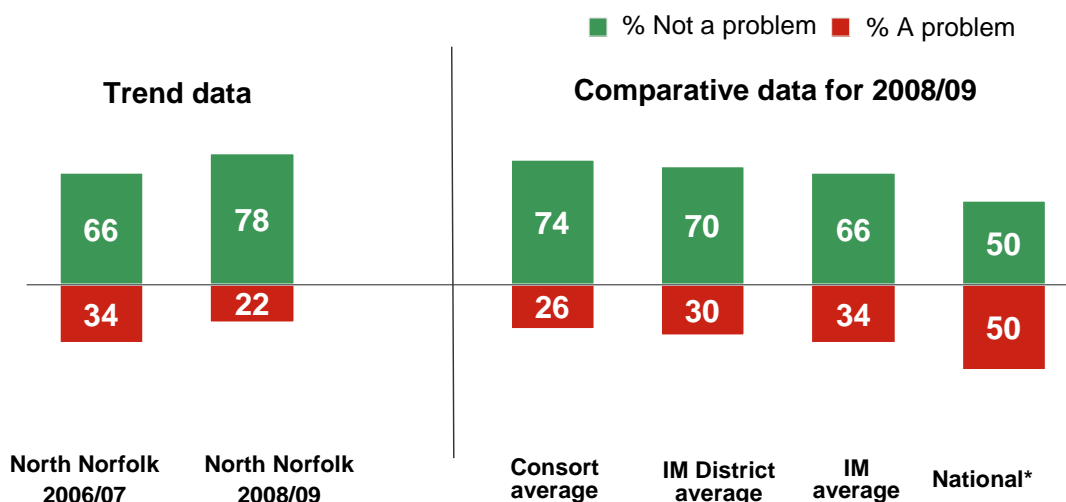
Residents who agree that people from different backgrounds get on well are much less likely think that people not treating each other with respect and consideration is a problem than those who disagree (13% think it is a very or fairly big problem vs. 58%).

Feelings of satisfaction with the council and local services: Residents who are dissatisfied with the council are much more likely to think it is a problem than those who are dissatisfied (39% vs. 12%).

The following chart shows how the results for NI 23 compare with the most recent BVPI survey in 2006/07 and with the Norfolk county average.

People being treated with respect and consideration (NI 23): Comparative data

Q In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration?



Ipsos MORI

Base: All valid responses 2008/09 (1066)



Compared with 2006/07, people not treating each other with respect and consideration is now seen as significantly less of a problem (34% in 2006/07 said it was a very or fairly big problem compared with 22% in 2008/09).

The perception of this as a problem is less strong in North Norfolk than Norfolk county as a whole (26%).

Parents taking responsibility

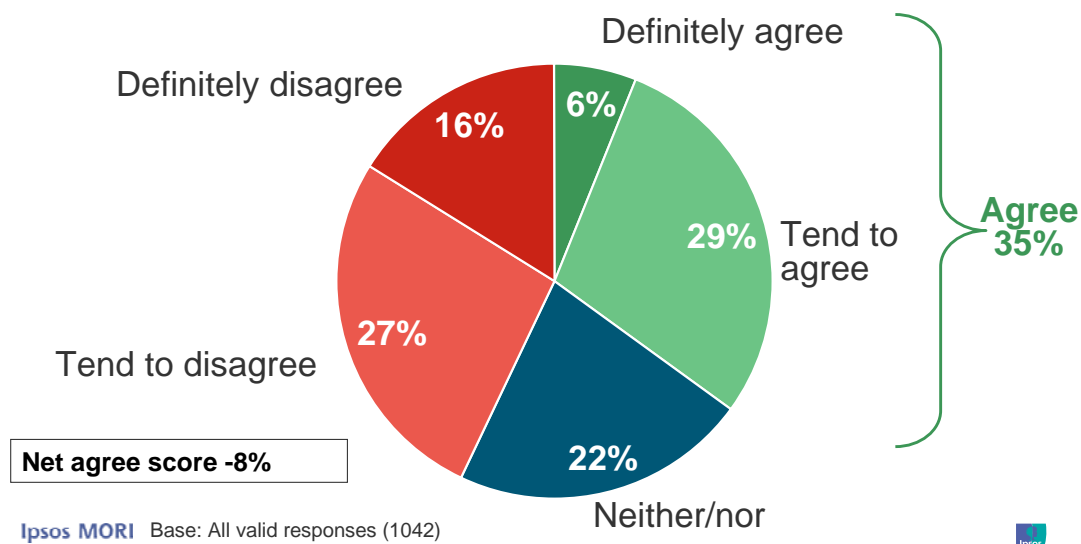
Local authorities and their partners are being encouraged to use a range of tools to encourage and support effective parenting and to take action to ensure that parents are held responsible where their children behave in an unacceptable manner (NI 22). As such, the Place Survey asked residents about the degree to which they agree or disagree that parents take enough responsibility for the behaviour of their children in the local area.

NI 22: Perceptions of parents taking responsibility for their children

The chart below shows the extent to which residents agree or disagree that parents in the local area take enough responsibility for their children. The NI 22 score for North Norfolk District Council – that is, the proportion of people who agree that parents take enough responsibility - is **35.0%**.

Parents taking responsibility (NI 22)

Q To what extent do you agree or disagree that in your local area, parents take enough responsibility for the behaviour of their children?



Key demographic differences that emerge include the following:

Age: 36% aged 65 and over disagree compared with 47% aged 55-64.

Disability: 48% of residents with disabilities disagree compared with 40% overall.

Influencing factors

Residents' perceptions of whether parents take enough responsibility for their children are associated with the following:

Feeling positive or negative about and part of the neighbourhood:

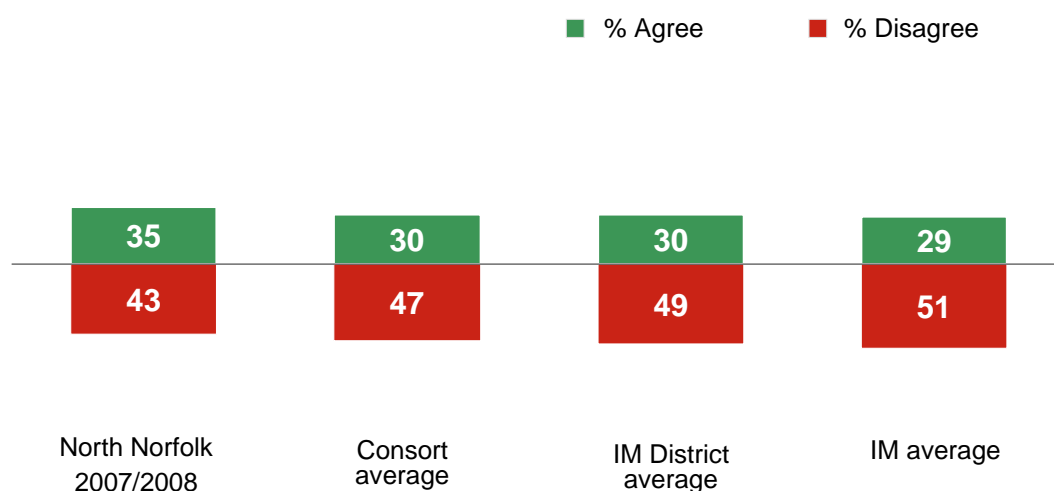
Residents who agree that people from different backgrounds get on well are much more likely to agree that parents take enough responsibility than those who disagree that people from different backgrounds get on well (45% vs. 17% respectively).

Feeling satisfied with the Council and local public services: 46% of residents who are satisfied with the Council agree compared with 22% of those who are dissatisfied.

The chart below compares North Norfolk District Council's performance on this measure with that of Norfolk county as a whole. Residents across Norfolk are less positive about parents taking responsibility for their children than North Norfolk residents. The county-wide NI 22 score is 29.9% compared with 35.0% for North Norfolk District Council.

Parents taking responsibility (NI 22): Comparative data

Q To what extent do you agree or disagree that in your local area, parents take enough responsibility for the behaviour of their children?



Ipsos MORI

Base: All valid responses (1042)



4. Helping out and getting involved

Helping out in the local community through activities like volunteering is one sign of a strong, active community. As such, civic participation and participation in regular volunteering form two of the new national indicators (NI 3 and 6), and are both measured through the Place Survey.

Civic participation

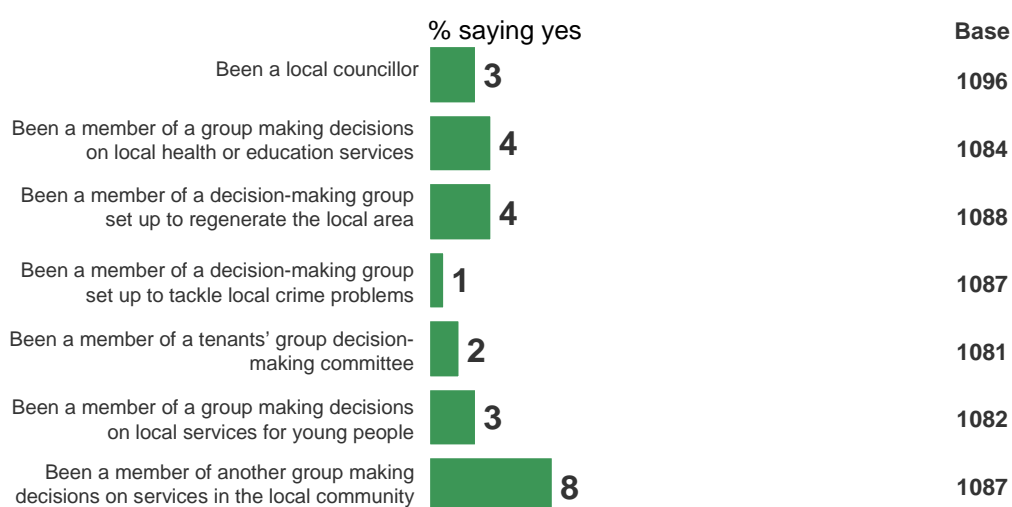
Local authorities want to better engage the more disadvantaged groups (such as those from ethnic or religious minority groups) in civic participation, as a means of encouraging a more empowered and inclusive society.

The chart below shows the percentage of people who have participated in their local area in a range of ways.

NI 3: Those who have participated in the local area: The overall NI score for civic participation in North Norfolk District Council based on this is **18.3%** - that is, the percentage of residents who say they have taken part in at least one of the activities listed. This is also shown in the chart below.

Those who have participated in local area (NI 3)

Q In the past 12 months have you...



Overall civic participation* 18.3

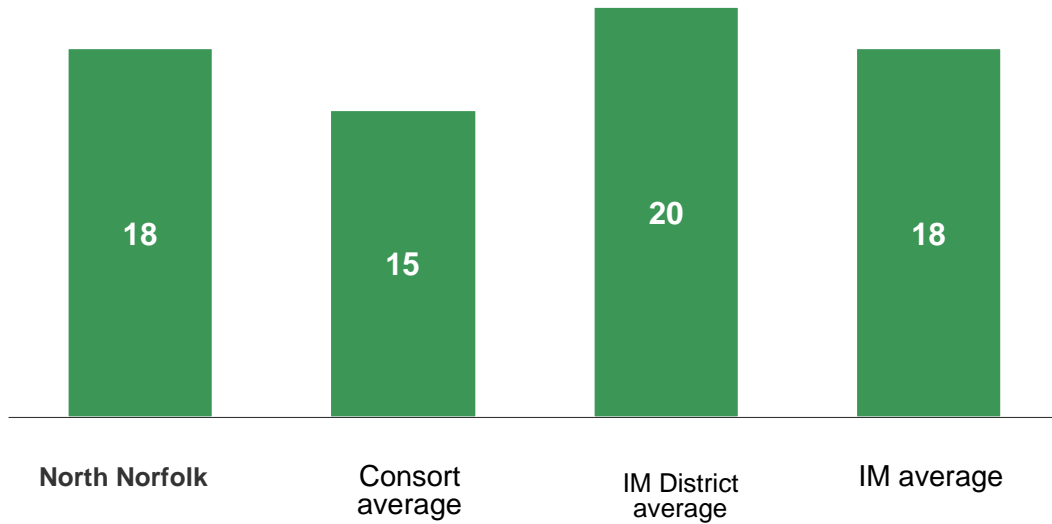
Ipsos MORI Base: All valid responses. *Civic participation (NI3) is % of respondents who take part in at least one of any of the activities in last 12 months



The chart below compares North Norfolk District Council's NI 3 score with that of Norfolk as a whole. The Norfolk county score, at 15.1%, is below that for North Norfolk.

Civic participation (NI 3): Comparative data

% of residents who have taken part in at least one of any of the activities that affect the local area in last 12 months



Ipsos MORI Base: All valid responses



Participation in regular volunteering

Volunteering is seen by government to have a key part to play in terms of promoting sustainable communities. There are clear links between increasing volunteering and a range of policies aimed at encouraging engagement of citizens in public services and policy, for example, as outlined in *Together We Can*¹².

Regular volunteering is defined as taking part in formal volunteering at least once a month in the 12 months before the survey. It involves giving unpaid help through groups, clubs or organisations which support social, environmental, cultural or sporting objectives.

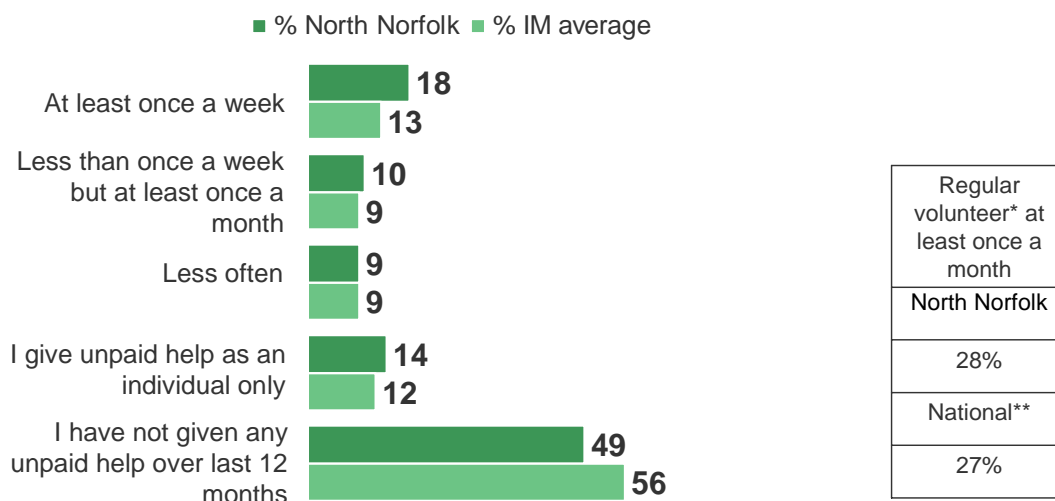
NI 6: Participation in regular volunteering: The overall NI score for participation in regular volunteering in North Norfolk District Council is **28.1%** - that is, the percentage of residents who say they have volunteered at least once a month over the last 12 months. This compares with a national figure of 27% (although it should be cautioned that the methodology for the national survey here was face to face rather than postal self completion).

The chart below also shows that the frequency of volunteering in North Norfolk is slightly ahead of the Ipsos MORI average.

¹² *Together We Can* is the government campaign to bring government and people closer together, encouraging public bodies to do more to enable people to influence local decisions. It is led by CLG and is closely linked to the Local Government White Paper's aim of giving local people and local communities more influence and power to improve their lives.

Participation in regular volunteering (NI 6)

Q Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)?



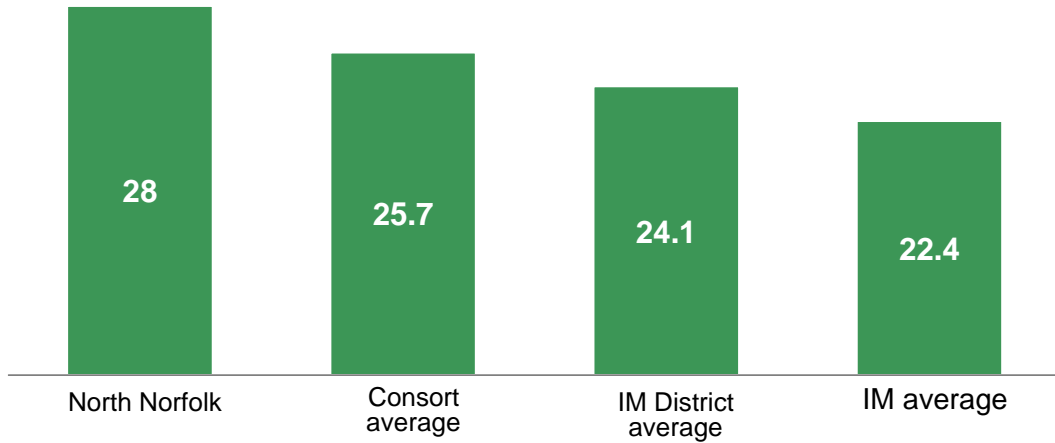
Ipsos MORI Base: All valid responses (1071). *Regular volunteering is volunteering for group, club or organisation within last month. ** National figures based on Citizenship Survey 2007/08, face to face survey of 8,804 adults in England, April 07 – March 08

The chart below compares North Norfolk District Council's NI 6 score with that of Norfolk county as a whole, the Ipsos MORI district average and the overall Ipsos MORI average. The Norfolk county score is lower at 25.7%. The Ipsos MORI averages are also lower than North Norfolk.

Regular volunteering: Comparative data

Q Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)?

% Volunteered for groups, club or organisation within last month.



Ipsos MORI Base: All valid responses (1048).



Civic participation and volunteering – demographic analysis

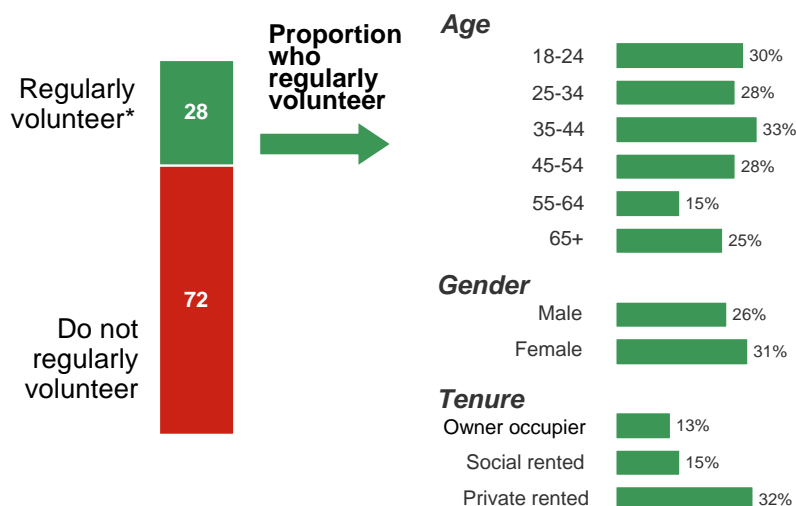
No significant demographic differences emerge regarding civic participation as the numbers who have participated are too small to analyse.

Regarding volunteering, the key demographic difference is related to tenure - owner occupiers have an NI 6 score of 31.8% compared with 15.1% for social renters.

The chart below gives a demographic breakdown of those who have formally volunteered within the last month.

Regular volunteering: Subgroup analysis

Q Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)?



Ipsos MORI Base: All valid responses (1071). *Regular volunteering is volunteering for group, club or organisation within last month



Rates of volunteering are also influenced by the following:

Feeling positive or negative about and part of the neighbourhood: The NI 6 score for residents who feel able to influence decisions in their local area is 35.5% compared with 28.4% of those who feel unable.

Feeling informed about local services: The NI 6 score for residents who feel informed about local public services is higher than for those who do not feel informed (33.5% vs. 24.2%).

5. Local decision making

The Place Survey measures how well local authorities and their partners engage with local residents in the community, and the degree to which local residents believe they are able to influence decisions (NI 4).

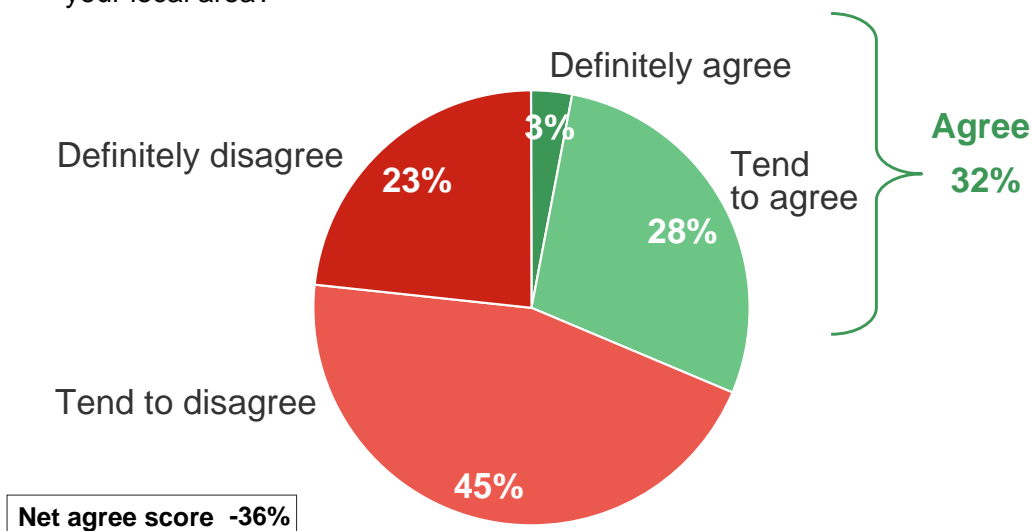
The chart below shows the extent to which residents agree or disagree that they can influence decisions affecting their local area.

NI 4: % of people who feel they can influence decisions in their locality

The NI 4 score is the percentage of people who definitely or tend to agree that they can influence decisions affecting their local area. For North Norfolk District Council the NI 4 score is **31.8%**.

Influencing decisions (NI 4)

Q Do you agree or disagree that you can influence decisions affecting your local area?



Ipsos MORI Base: All valid responses (964)



Feeling able to influence decisions shows an association to the following:

Age: 24% aged 45-54 agree that they can influence decisions compared with 38% aged 65 and over.

Tenure: 45% of social renters agree they can influence decisions compared with 30% of owner occupiers.

Feelings of satisfaction with the council and local services: There is a particularly strong influence here. The NI 4 score for residents who are satisfied with the council is 45.6% compared with 14.1% for residents who are dissatisfied.

Feeling part of the neighbourhood: The NI 4 score for residents who feel a strong sense of belonging to their neighbourhood is 36.9%. For those who do not feel a strong sense of belonging it is 23.1%.

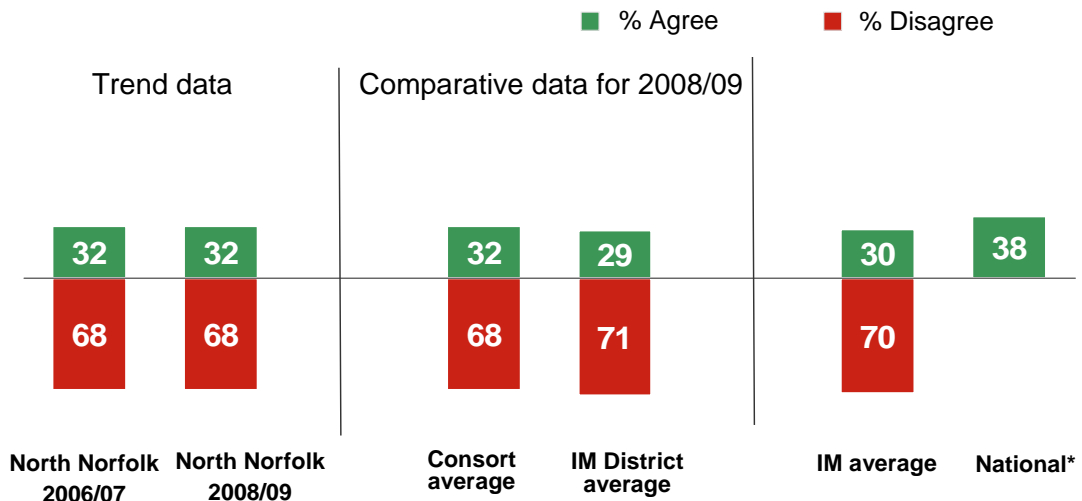
Being already active in the community: The NI 4 score for residents who belong to a group making decisions about the local area is 38.6%. For those who do not belong to such a group it is 29.9%.

The chart below compares North Norfolk District Council's NI 4 score with that of Norfolk county as a whole and with national data. Please be aware that comparison with the national data should be treated with caution as the survey it is from, the 2007/08 Citizenship Survey, used a face to face rather than postal self completion methodology.

The chart also shows trend data by comparing figures from the 2006/07 BVPI Survey with the 2008/09 Place Survey. Little has changed – 32% agree (either definitely or tend to) that they can influence decisions affecting their local area compared with 32% in 2006/07. However, this is against a backdrop nationally of significant falls on this measure.

Influencing decisions (NI 4): Contextual data

Q Do you agree or disagree that you can influence decisions affecting your local area?



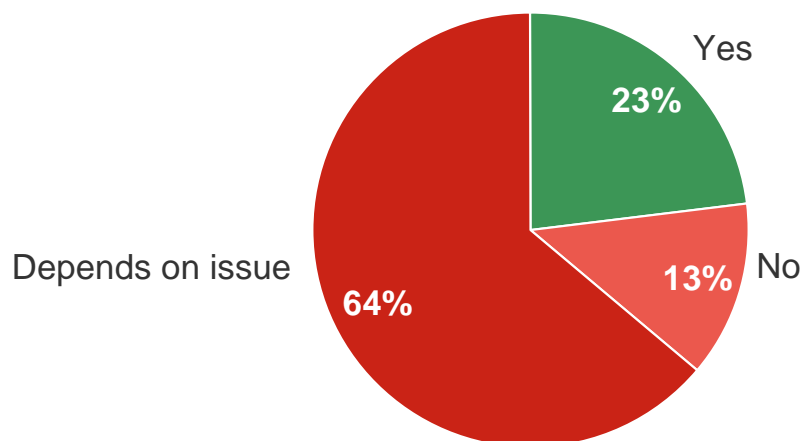
Ipsos MORI Base: All valid responses 2008/09 (964). *National figures based on Citizenship Survey 2007/08, face to face survey of 8,804 adults in England, April 07 – March 08



The chart following sets out the extent to which people would or would not like to be more involved in the decisions that affect their local area.

Getting more involved

Q Generally speaking, would you like to be more involved in the decisions that affect your local area?



Ipsos MORI Base: All valid responses (1102)



Overall, whether people would want to be more involved or not depends on the issue. However, interest in being involved in decisions is also influenced by:

Gender: Men tend to be keener than women on being more involved (28% vs. 18%)

Age: Residents in the middle aged groups are most keen on being more involved e.g. 30% aged 35-44 say they would like to be more involved.

Feelings of satisfaction with the council and local services: Residents who are dissatisfied with the council are more likely to want to be involved in decisions affecting their local area. Over one third (38%) who are dissatisfied with the council would like to be more involved compared with 22% who are satisfied.

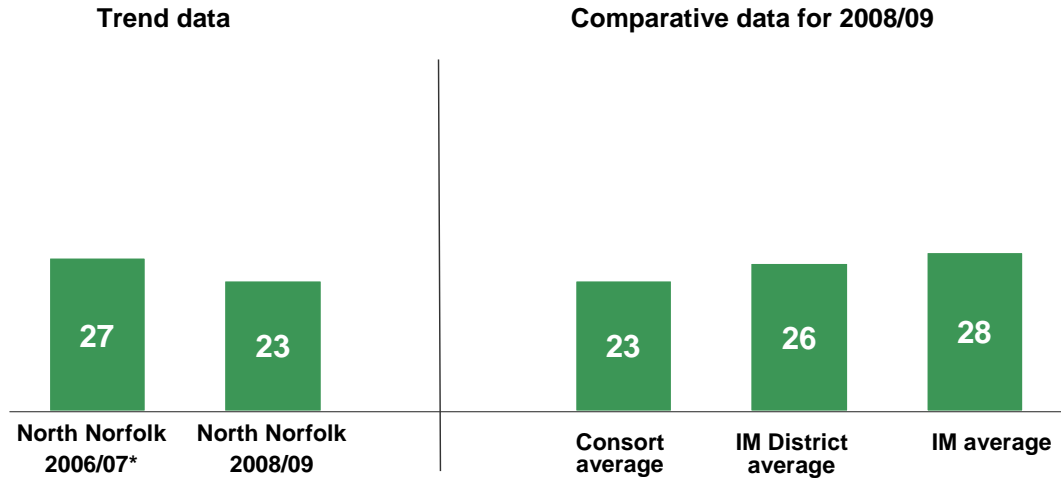
Perceptions of how well local services are dealing with antisocial behaviour and crime: Nearly one third (31%) of those who do not think they are dealing successfully would like to be more involved compared with 22% of those who do think they are dealing with it successfully.

The chart following shows trend data by comparing figures from the 2006/07 BVPI Survey with the 2008/09 Place Survey. The trend is slightly downwards – 23% say they want to be more involved in decisions affecting their local area compared with 27% in 2006/07. It also illustrates that the district's rating is on a par with the County average.

Getting more involved: Contextual data

Q Generally speaking, would you like to be more involved in the decisions that affect your local area?

% saying they want to get more involved



Ipsos MORI Base: All valid responses 2008/09 (1102). *Note wording for 2006/07 BVPI question '... more involved in decisions your Council makes that affect your local area'



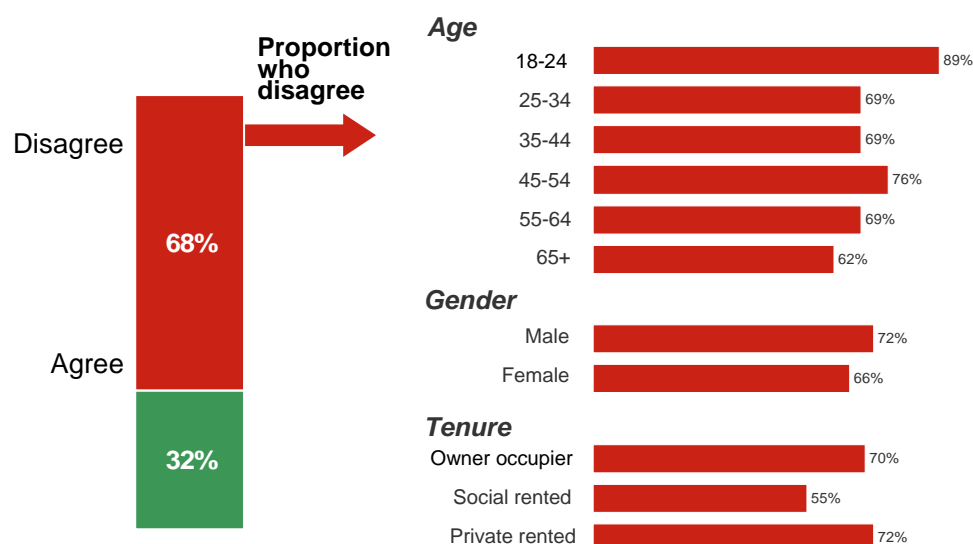
Local decision-making – demographic analysis

The charts following give a demographic breakdown of residents' perceptions of their ability to influence decisions affecting their local area, and propensity to want further involvement.

Residents aged 65 and over are more likely than average to agree that they can influence decisions affecting their local area. Thirty-eight percent agree compared with 32% overall. Residents aged 35-44 are most inclined to call for greater involvement.

Unable to influence decisions: Subgroup analysis

Q Do you agree or disagree that you can influence decisions affecting your local area?



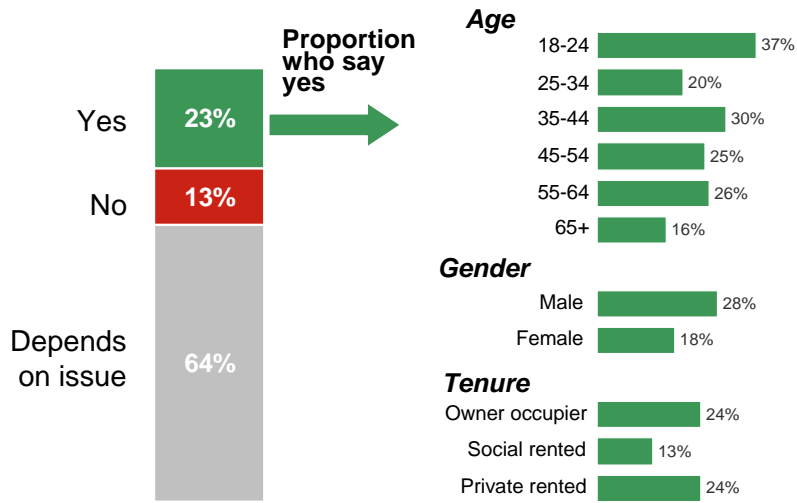
Ipsos MORI Base: All valid responses (964)



The chart below gives a demographic breakdown of residents' desire to be more involved in decisions affecting their local area. Younger residents are more inclined to want more involvement – and more likely to disagree they can currently influence decisions.

Which residents want to be involved?

Q Generally speaking, would you like to be more involved in the decisions that affect your local area?



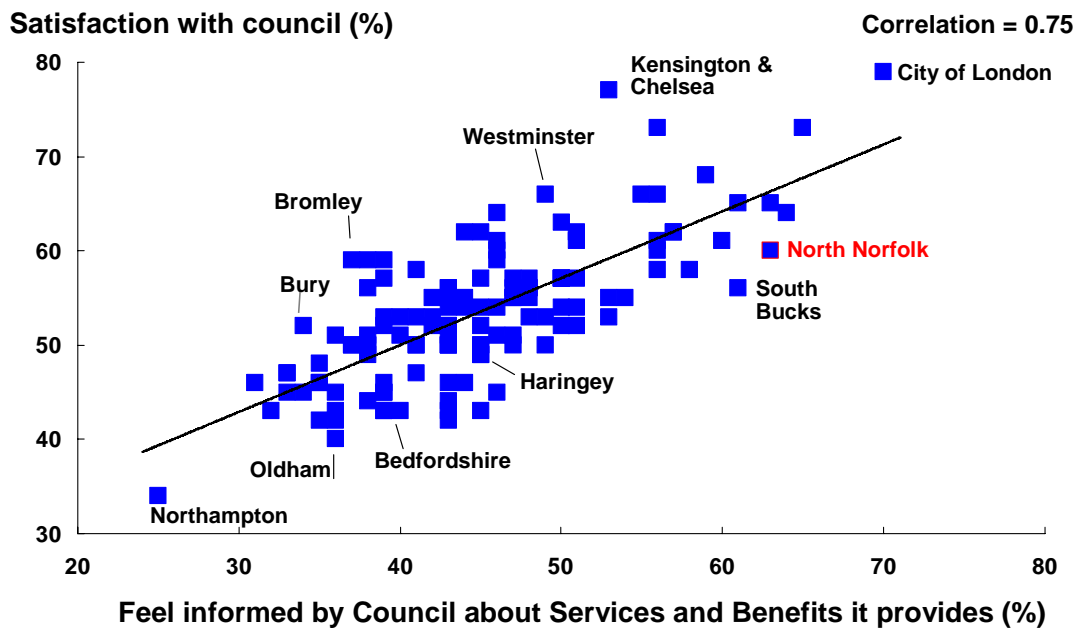
Ipsos MORI Base: All valid responses (1102)



6. Information provision

Good information and communication are important elements of service delivery. For decades, a key finding in all of Ipsos MORI's work has been that councils which do better at keeping people informed about services tend to be better regarded, as the following chart illustrates:

Satisfaction and Feeling Informed



Base: BVPI 2006 (130 Single, Upper Tier and District Ipsos MORI client authorities)

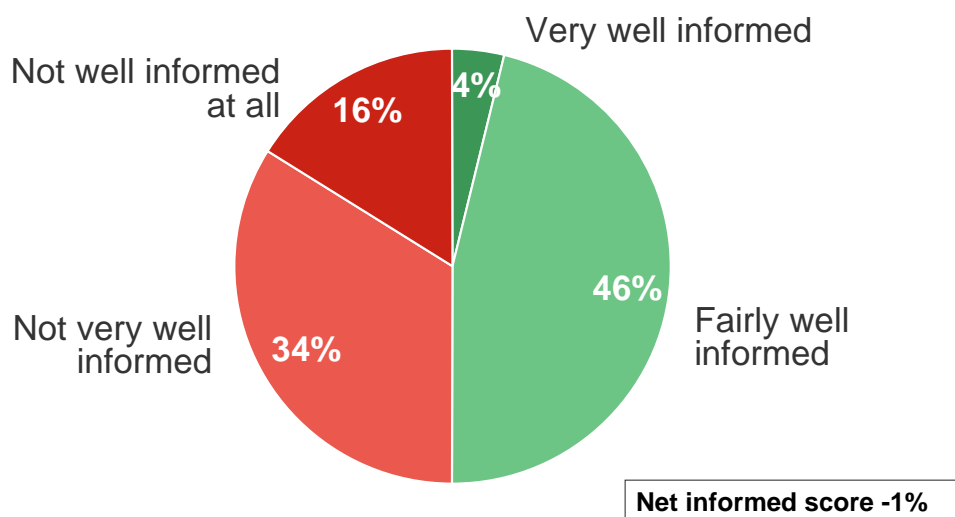
Source: Ipsos MORI

Being kept informed

Residents were asked for their views on how well informed they feel about local public services overall. As the chart overleaf illustrates, residents tend not to be well informed.

Being kept informed

Q Overall, how well informed do you feel about local public services?



Ipsos MORI Base: All valid responses (1086)



Older residents are more likely than younger residents to feel informed. For example 64% of residents aged 65 and over feel very or fairly well informed compared with 33% of 35-44 year olds.

Feeling informed about local services is also influenced by the following:

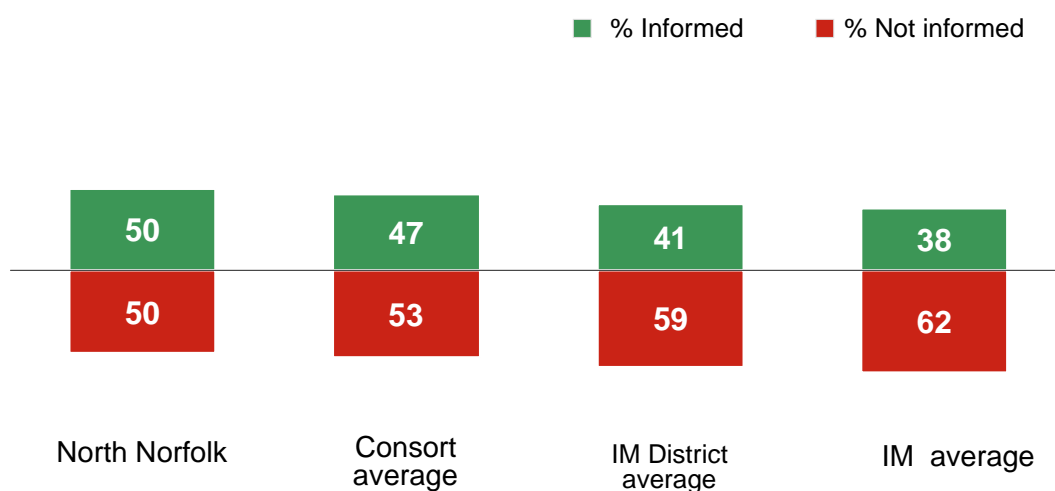
Feeling positive or negative about and part of the neighbourhood: Two thirds (67%) of those who feel able to influence decisions affecting the local area also feel very or fairly well informed about local public services compared with 42% of those who do not feel able to influence decisions.

Feelings of satisfaction with the council and local services: Three quarters (73%) who believe the Council provides value for money feel very or fairly well informed about local public services compared with one quarter (26%) who do not believe the council provides good value for money.

Ratings for the Council are slightly above the average for Norfolk as a whole, and well above the Ipsos MORI average.

Being kept informed: Comparative data

Q Overall, how well informed do you feel about local public services?



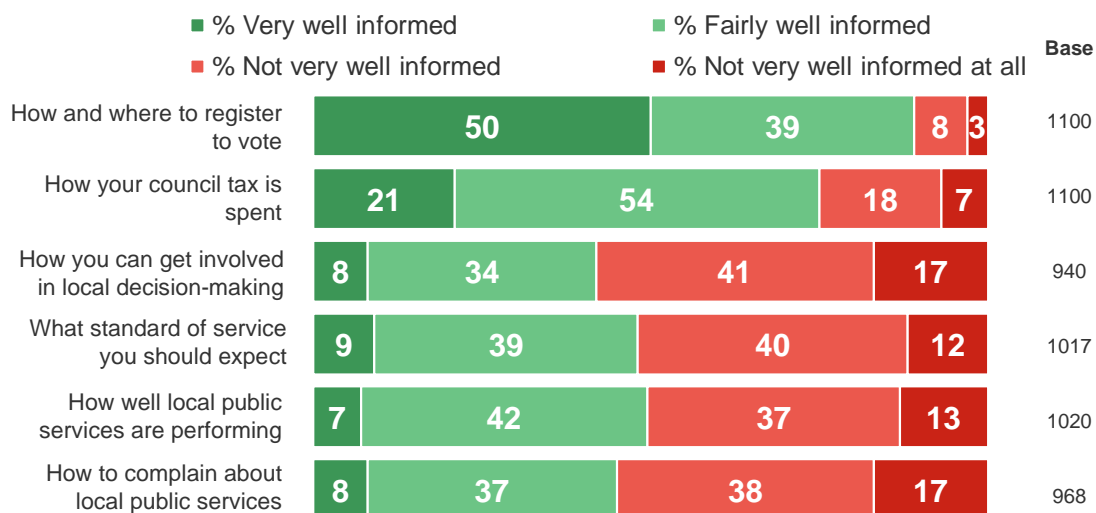
Ipsos MORI Base: All valid responses (1086)



Regarding other areas, the chart below shows that while most people feel informed about how and where to register to vote and how their council tax is spent, a majority do not feel well informed about decision-making or the performance of – and their interaction with – local public services.

Being informed about key issues/ services

Q How well informed do you feel about each of the following?



Ipsos MORI Base: All valid responses



The following chart looks at the trend from the 2006/07 BVPI Survey on how well informed residents feel in three areas:

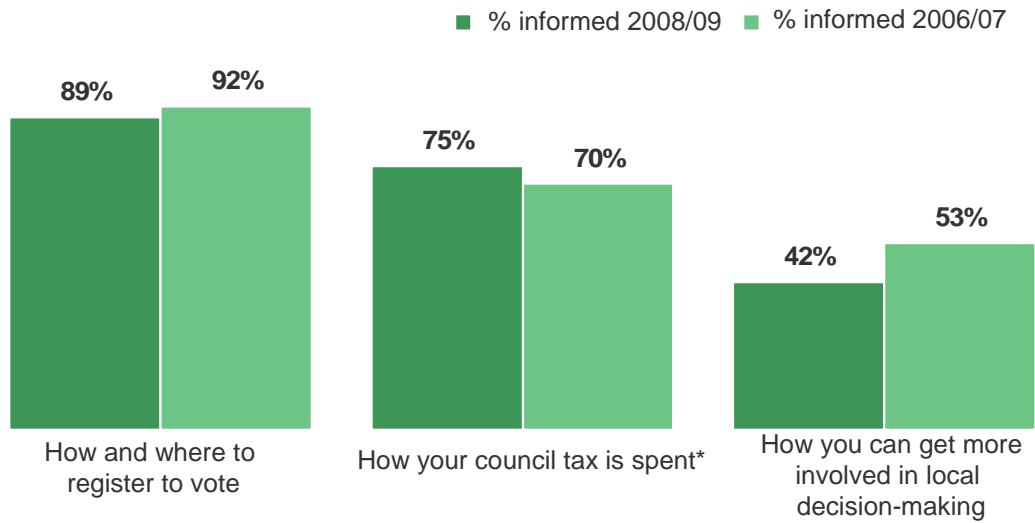
How and where to register to vote: Awareness is slightly down on 2006/07, from 92% to 89%

How your council tax is spent: Awareness has risen from 70% fairly/very well informed in 2006/07 to 75% in 2008

How you can get more involved in local decision making: Awareness has fallen significantly from 53% fairly/very well informed in 2006/07 to 42% in 2008. This is in line with national trends.

Being informed - Trend data

Q How well informed do you feel about each of the following?



*Note: 06/07 question wording was 'What the Council spends its money on'

Ipsos MORI Base: All valid responses 2008/09



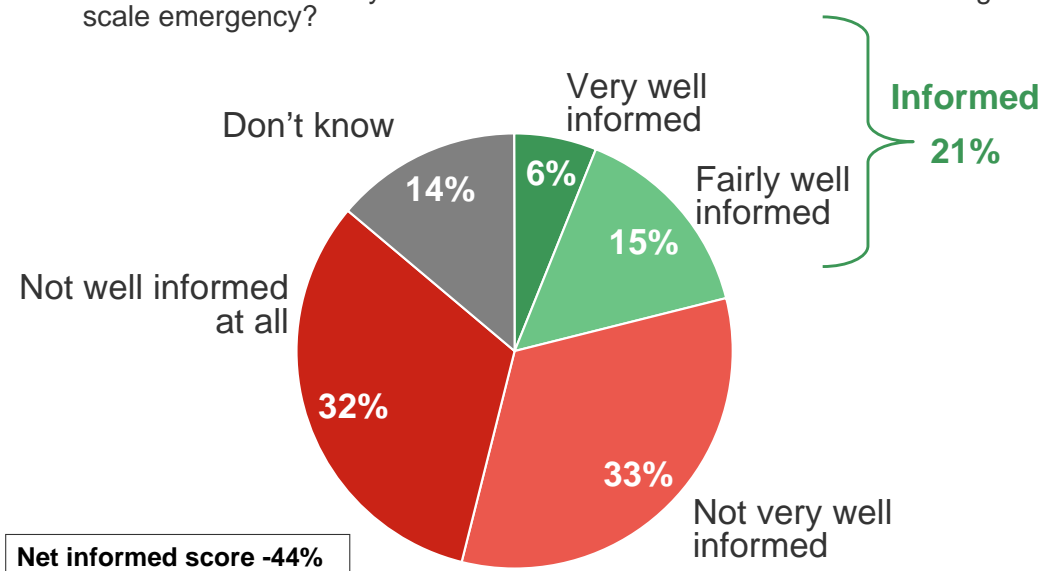
Awareness of civil protection arrangements

The Place Survey is responsible for providing information about how well informed residents are about civil protection arrangements and what they should do in the event of a large scale emergency in their local area (NI 37)

The chart below sets out the extent to which residents feel informed about what to do in the event of a large-scale civil emergency. The NI 37 score for North Norfolk District Council – that is, the percentage of residents who feel either very or fairly well informed – is **21.0%** (please note that ‘don’t know’ responses are included in the base size).

What to do in event of large-scale emergency (NI 37)

Q How well informed do you feel about... what to do in the event of a large-scale emergency?



Ipsos MORI Base: All valid responses (1141). Note: 'don't knows' are included in the base calculations.

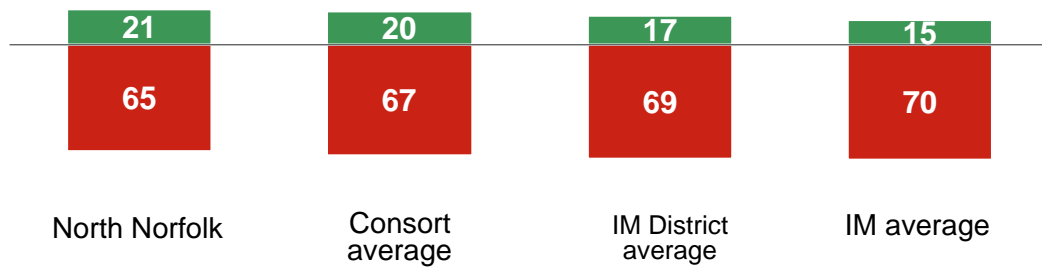


The chart below shows residents of the district feel roughly as well informed on this measure as Norfolk as a whole (the consortium average), and slightly more so than the Ipsos MORI District average and the Ipsos MORI average.

What to do in event of large-scale emergency (NI 37): Comparative data

Q How well informed do you feel about... what to do in the event of a large-scale emergency?

■ % Informed ■ % Not informed



Ipsos MORI Base: All valid responses (1141)



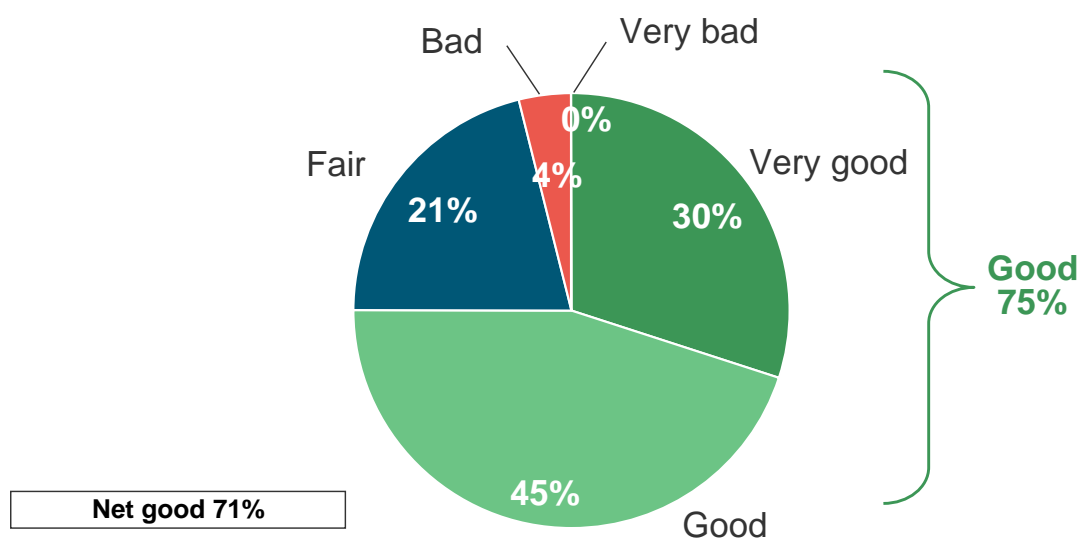
7. Health

Local primary care trusts (PCTs) are jointly responsible for delivering health and well being for local communities, with local councils and other agencies, through the Local Area Agreement and LSP. Subjective measures of health and well being are an important indicator of the general health of the population and are used to measure progress in improvements to general health and well-being in the local area.

Accordingly, residents were asked to provide a self-reported measure of their general health. The chart below shows how residents overall feel about their health in general. The NI119 score for North Norfolk District Council – that is, the proportion of residents who report their health as either good or very good – is **74.7%**.

Self reported health and well being (NI 119)

Q How is your health in general? Would you say it is...



Ipsos MORI Base: All valid responses (1134)



Key demographic differences are as follows:

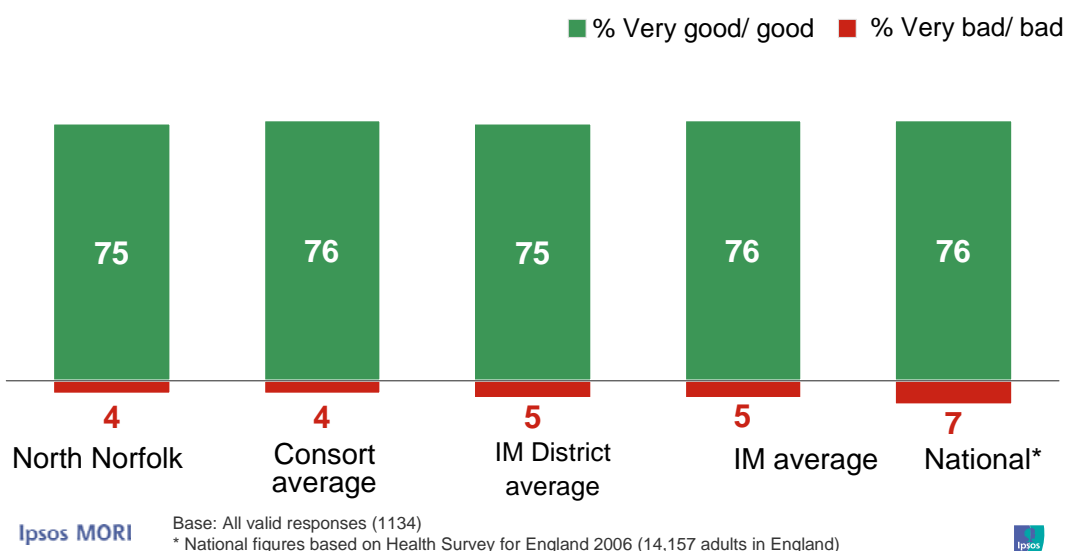
Age: Feeling in good health declines with age, as might be expected. The NI119 score for residents aged 65 and over is 61.1% compared with 82.1% for those aged 35-44.

Tenure: The NI score for social renters is relatively low at 49.1% compared with 77.3% for owner occupiers.

The chart below shows that the District Council is on a par with the Norfolk County Council, Ipsos MORI and national averages on NI 119.

Health and well being (NI 119): Contextual data

Q How is your health in general? Would you say it is...



8. Local public services

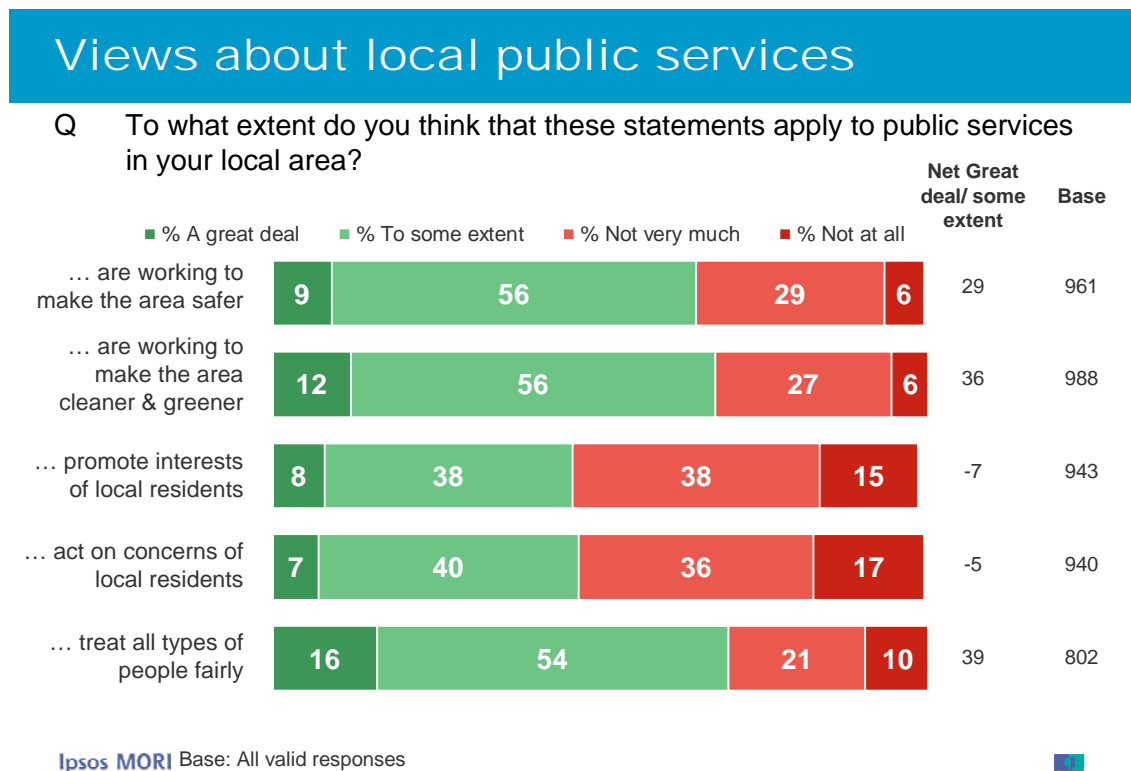
Over the last five to ten years there has been a successful push towards greater partnership working, through the creation of local strategic partnerships (LSPs) and issue focused partnerships such as crime and disorder reduction partnerships and children's trusts. Local public sector agencies are now duty bound to ensure that they work together to deliver better outcomes for local people, with sustainable community strategies and Local Area Agreements at their heart.

As the Comprehensive Area Assessment comes into place in 2009, citizen perspectives about how well local public services – working together - are delivering on the ground will form an important element of how local public sector agency performance is measured.

As such, one of the key shifts seen with the new Place Survey, is the much greater focus on residents' views about local public services as a whole; in contrast to the old BVPI Surveys, which focused primarily on the function of the council.

Views about local public services

The chart below explores some of the views and attitudes that residents have towards local public services. They generally agree that the Council is working to make the area cleaner, greener and safer and that they treat all types of people fairly. However they are less convinced that the Council is promoting and acting on the interests and concerns of local residents.



The key demographic differences that emerge are as follows:

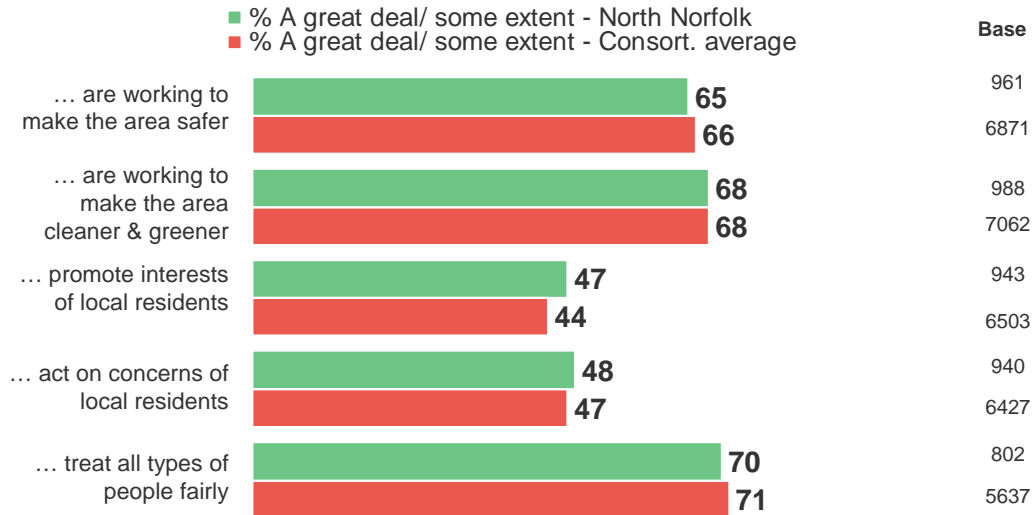
Gender: Women are generally more positive than men. For example 69% of women think that the statement 'Local public services are working to make the area safer' applies to the Council a great deal/to some extent compared with 60% of men.

Tenure: 58% of social renters think that the statement 'Local public services act on the concerns of local residents' applies to the Council a great deal/to some extent compared with 47% of owner occupiers. Elsewhere there is little discernible trend.

The district is on a par with the county on most of these statements, as the following chart shows.

Views about local public services: Comparator analysis

Q To what extent do you think that these statements apply to public services in your local area?



Ipsos MORI Base: All valid responses

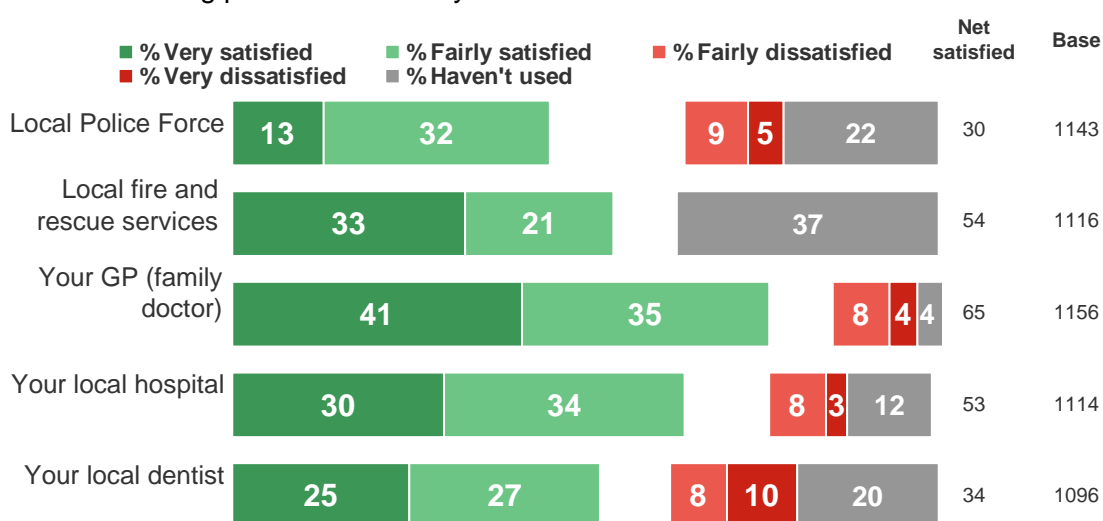


Satisfaction with local public services

Satisfaction with local public services is generally high. The exceptions – Norfolk Constabulary (45% satisfied) and Norfolk Fire and Rescue Service (54% satisfied) – have relatively low levels of satisfaction largely because many residents have not used the services. In the case of local dentists there is more genuine dissatisfaction than with other services (18% very or fairly dissatisfied).

Satisfaction with local public services

Q Please indicate how satisfied or dissatisfied you are with each of the following public services in your local area?



Ipsos MORI Base: All valid responses



Some demographic differences emerge. For example:

Gender: Women are more satisfied than men with their GP (79% vs. 72% very/fairly satisfied).

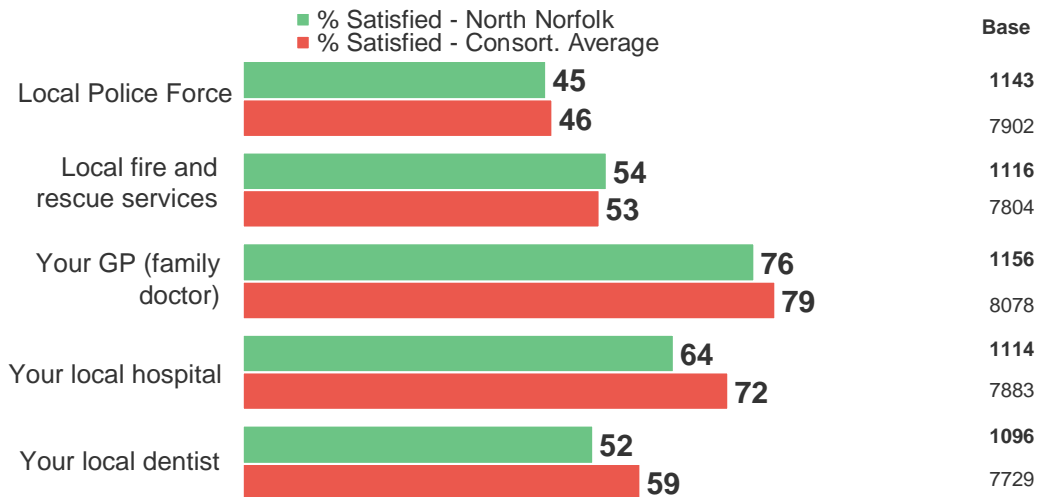
Age: Older residents show some tendency to express higher levels of satisfaction. Seventy-three per cent aged 65 and over are satisfied with their local hospital compared with 64% overall.

The chart below compares satisfaction with local public services in North Norfolk District Council with Norfolk overall. Satisfaction levels are broadly similar for the police and fire and rescue services. However North Norfolk residents appear to be less satisfied than Norfolk residents overall with their health services. Satisfaction levels

with the local hospital in particular are relatively low – eight percentage points lower than the figure for the county.

Satisfaction with local services, including council: Comparator analysis

Q Please indicate how satisfied or dissatisfied you are with each of the following public services in your local area?



Ipsos MORI Base: All valid responses



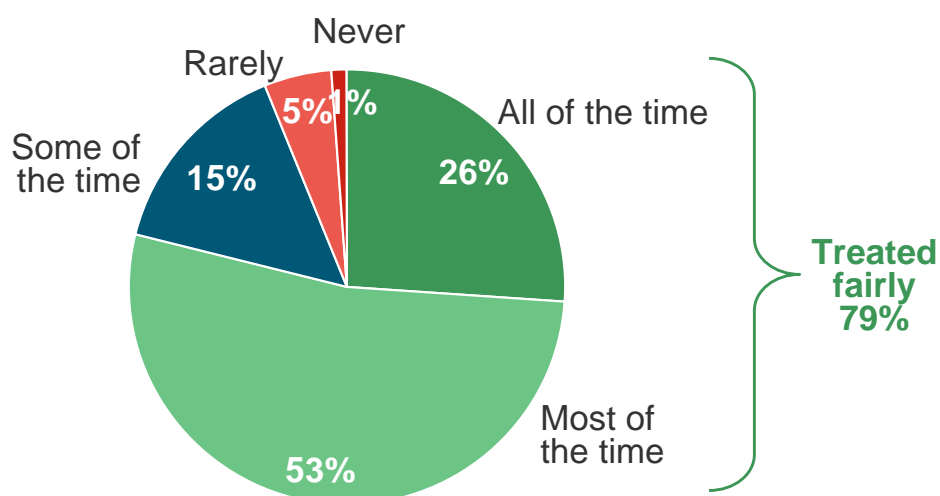
Local public services – respect and consideration

The degree to which people say they have been treated with respect and consideration by local public services forms one of the new national indicators (NI 140). Local authorities and their partners want to narrow the gap between perceptions of different groups in the community.

The chart below shows the extent to which residents feel they are treated with respect and consideration by local services. The NI 140 score for North Norfolk District Council is **79.2%**.

Treated with respect and consideration by local public services (NI 140)

Q In the last year would you say that you have been treated with respect and consideration by your local public services?



Ipsos MORI Base: All valid responses (1018)



Older people are more likely to say they have been treated with respect. The NI 140 score for residents aged 65 and over is 87.6%.

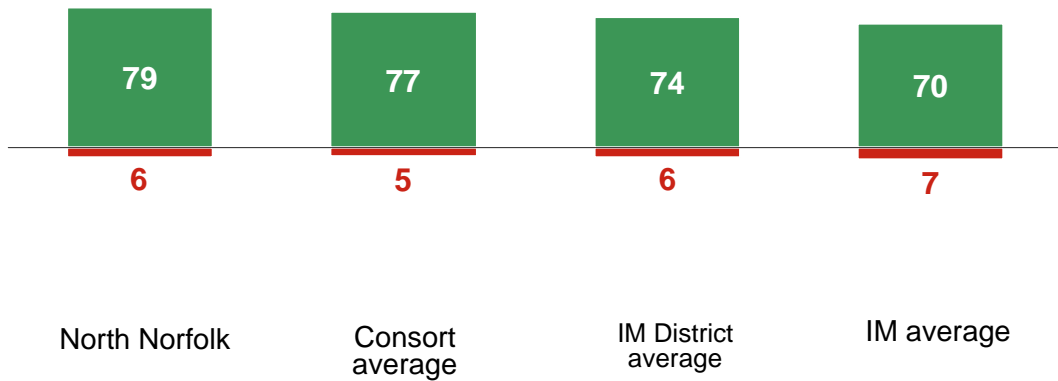
In terms of attitudes, residents who are satisfied with the council have a higher NI 140 score than those who are dissatisfied (91.5% vs. 47.3%). A similar pattern is seen in terms of attitudes towards other areas of the Council's and local services' performance such as providing value for money.

The chart following shows that four in five (79%) of residents of North Norfolk feel they are treated with respect and consideration by local public services. This is just above the Norfolk average (consortium average), and also above the Ipsos MORI District average and the Ipsos MORI average.

Treated with respect and consideration by local public services: Comparative data

Q In the last year would you say that you have been treated with respect and consideration by your local public services?

■ % All of time/ most of time ■ % Rarely/ never

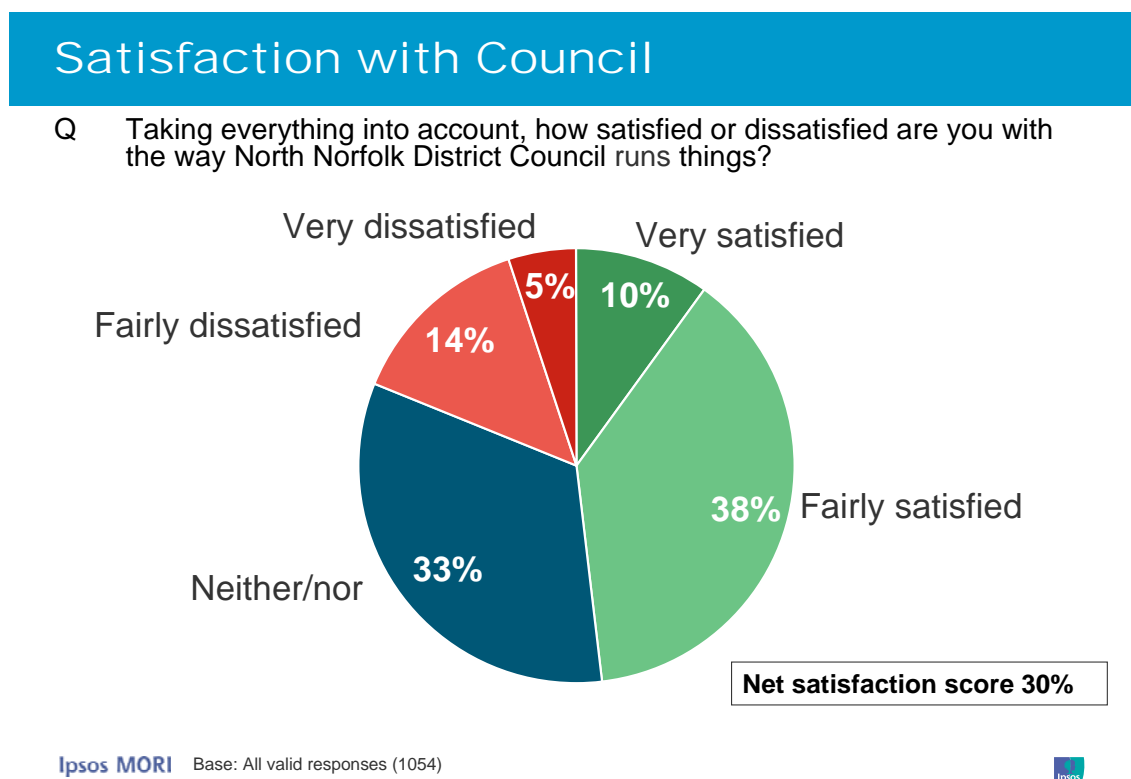


Ipsos MORI Base: All valid responses (1018)



9. Satisfaction with council

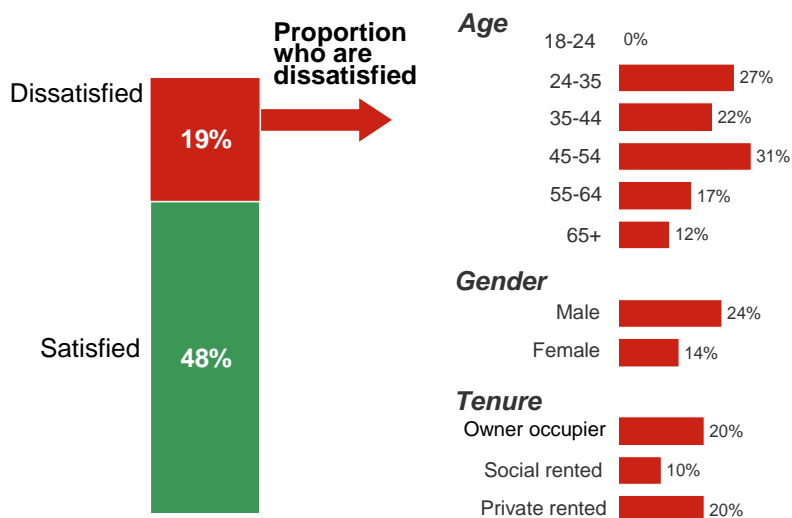
The chart below shows residents' levels of satisfaction with the way North Norfolk District Council runs things. Approaching half (48%) of residents are satisfied; one third (33%) are uncommitted.



The following chart presents subgroup analysis of those who are dissatisfied in terms of age, gender, and tenure. Residents aged 65 and over are less likely than those aged 45-54 to be dissatisfied with the council, and significantly more likely to be satisfied than average (61% aged 65 and over are very or fairly satisfied vs. 48% overall). Owner occupiers are significantly more dissatisfied than social renters (20% vs. 10%).

Dissatisfaction with Council: Subgroup analysis

Q Taking everything into account, how satisfied or dissatisfied are you with the way North Norfolk District Council runs things?



Ipsos MORI Base: All valid responses (1054)



Satisfaction with the council is influenced by the following:

Feeling the council provides value for money: As might be expected, this influences satisfaction exceptionally strongly. Ninety-one per cent of residents who feel the council provides value for money are satisfied compared with just 11% who do not feel the council provides value for money.

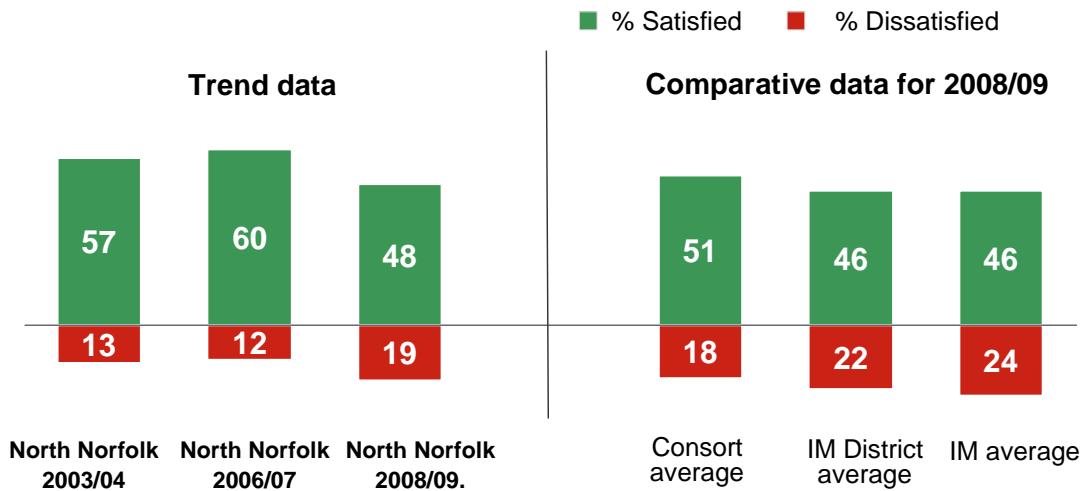
Strong correlations also exist with other positive feelings about the council and local services – for example with feeling informed about local services, and with feeling that local services treat people with respect.

Feelings of satisfaction with and belonging to the local area: 71% of residents who feel able to influence decisions are satisfied with the council compared with 39% who do not feel able to influence decisions.

On satisfaction with the council, North Norfolk is slightly behind the Norfolk average, and on a par with the Ipsos MORI District average and the Ipsos MORI average. Satisfaction levels have declined by 12% since 2006/07 – they are now nine per cent behind 2003/04 levels. However, ratings are on a par with the district average.

Satisfaction with council: Contextual data

Q Taking everything into account, how satisfied or dissatisfied are you with the way North Norfolk District Council runs things?



Ipsos MORI Base: All valid responses 2008/09 (1054)



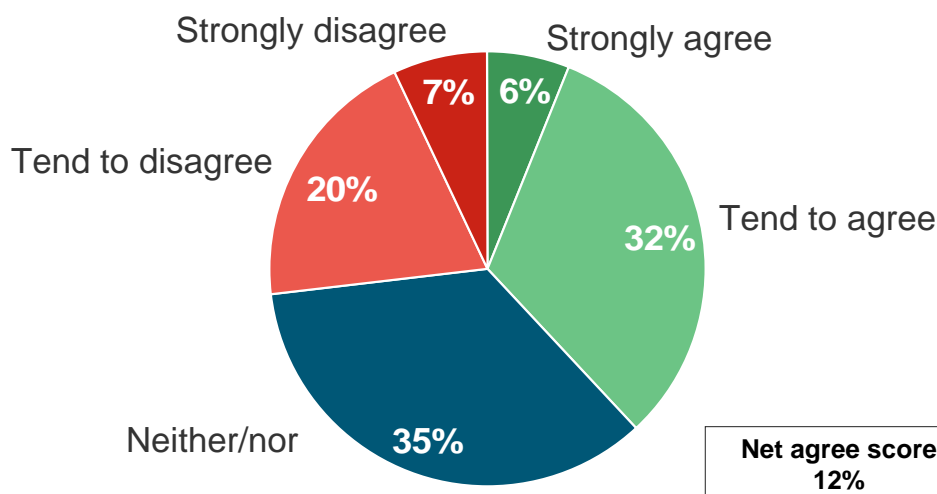
Value for money

A key driver of the reputation of all councils is whether or not residents believe they get value for money. Ipsos MORI has found that this has a much stronger relationship with overall satisfaction than actual council tax levels overall – and is based in part on how well a council demonstrates (and communicates) to the community what it provides for tax payers' money.

The chart below shows that residents are more likely to agree than disagree that the Council provides value for money. However one in three are undecided, which may reflect lack of information about what the council does.

Value for money

Q To what extent do you agree or disagree that North Norfolk District Council provides value for money?



Ipsos MORI Base: All valid responses (1008)



Demographic subgroup differences include:

Age: Older residents tend to agree more that the council provides value for money. Fifty per cent of residents aged 65 and over agree compared with 39% overall.

Gender: Men are more likely to disagree than women (33% vs. 21%). There is little difference in agreement; rather, women are more likely than men to be neutral – that is neither agree nor disagree (40% vs. 29%).

Attitudinal subgroup differences include:

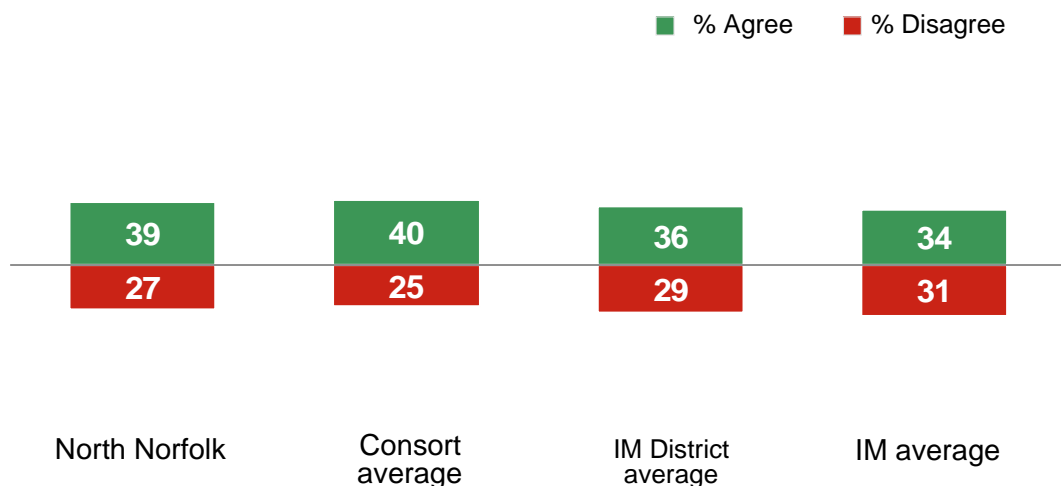
Feeling they can influence decisions: 58% of residents who feel able to influence decisions affecting the local area believe the council provides value for money compared with 30% who do not feel able.

Feelings of satisfaction with the council: 73% who are satisfied with the council think it provides value for money compared with 3% who are dissatisfied.

Residents' views on delivering value for money are on a par with the Norfolk county average, and slightly above the Ipsos MORI District average and Ipsos MORI average.

Delivering value for money: Comparative data

Q To what extent do you agree or disagree that North Norfolk District Council provides value for money?



Ipsos MORI Base: All valid responses (1008)



Support for older people

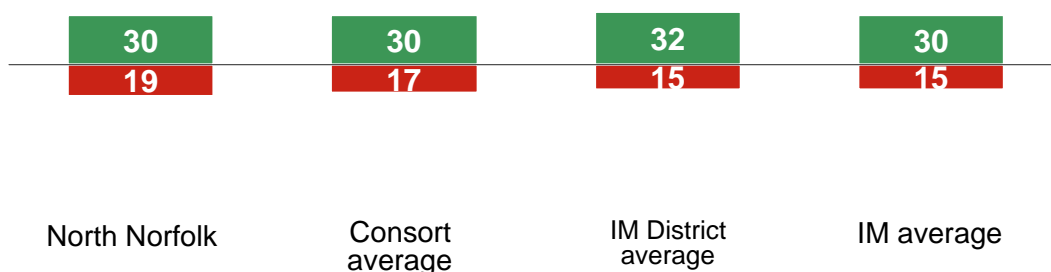
The Place Survey asked residents for their views on whether older people in the locality are getting the support and services they need to live independently, to inform a new national indicator (NI 139). North Norfolk District Council's NI 139 score is **29.8%**.

The chart below shows the extent to which residents in the district feel that older people are able to get the services and support needed to continue living at home. It compares the district's results with the Norfolk county average, the Ipsos MORI District average, and the Ipsos MORI average. District scores are on a par with each comparator.

Support for older people (NI 139)

Q In your opinion, are older people in your local area able to get the services and support they need to continue to live at home for as long as they want to?

■ % Yes ■ % No



Ipsos MORI Base: All valid responses (1149). Note: 'don't knows' are included in the base calculations



The NI 139 score amongst residents aged 65 and over is significantly higher than overall, at 40.9%.

Service satisfaction

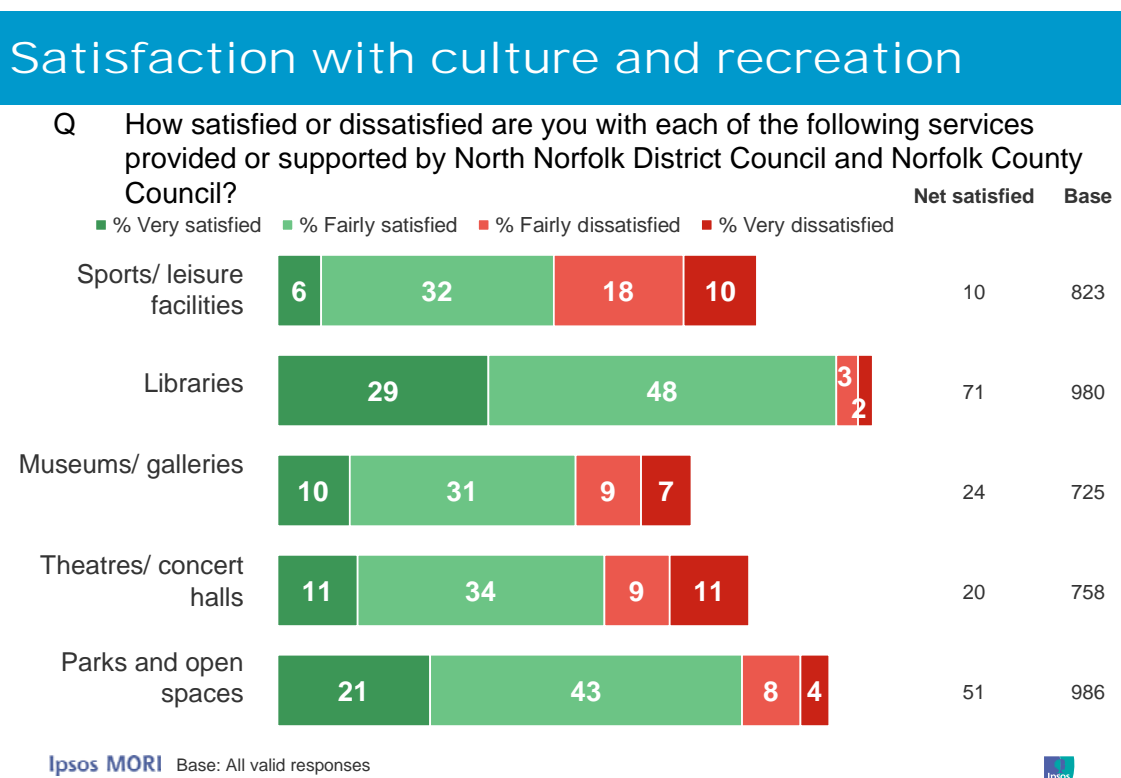
Satisfaction with local services has shown mixed progress since 2003/04 with some large changes since 2006/07. Satisfaction levels in general remain slightly below 2003/04 levels. Environmental services in particular have shown marked declines since 2006/07, with the notable exception of local tips and waste recycling centres. North Norfolk District Council tends to compare favourably with Norfolk county, the Ipsos MORI District average and Ipsos MORI average.

Slides showing detailed trend and comparator data can be found at Appendix 3.

Satisfaction with culture and recreation

The slide below shows levels of satisfaction with a variety of culture and recreation services. Satisfaction is generally high, and has remained fairly stable for cultural services (museums/galleries and theatres/concert halls).

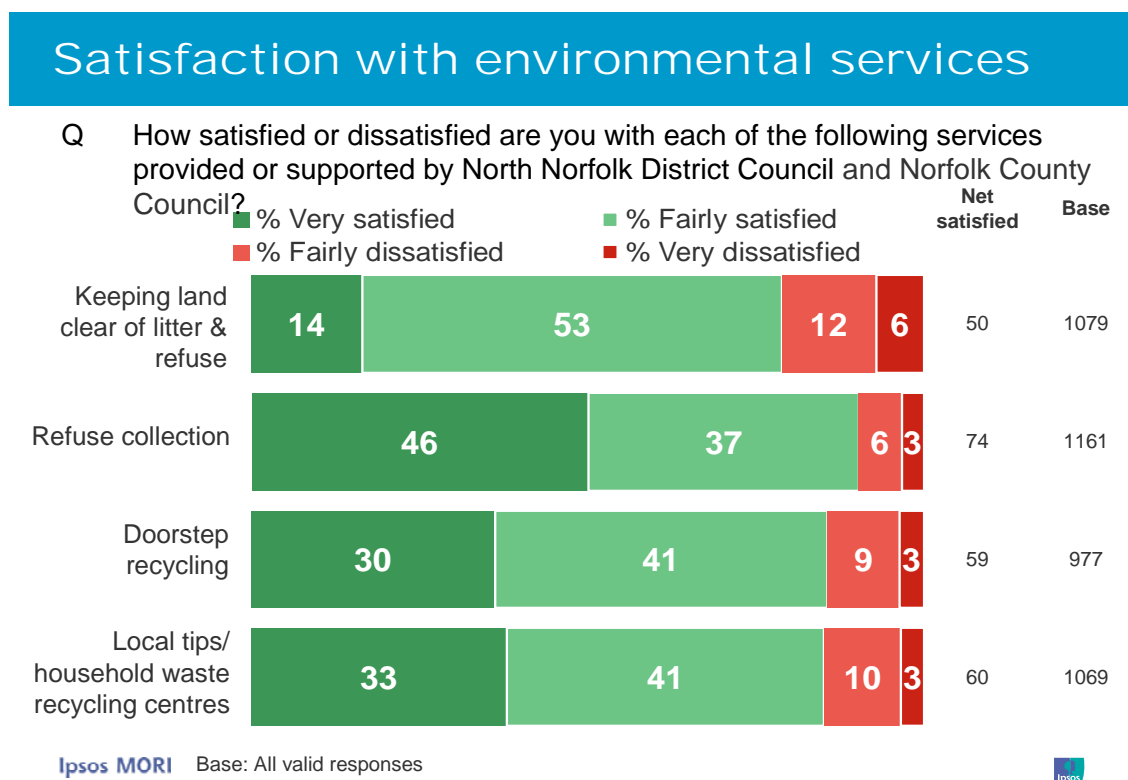
However there has been a sharp fall in satisfaction with sport and leisure facilities, and a drop for parks and open spaces since 2006/07, down 18% and 9% respectively.



Satisfaction with environmental services

The following chart shows levels of satisfaction with a range of environmental services. These are more positive than negative.

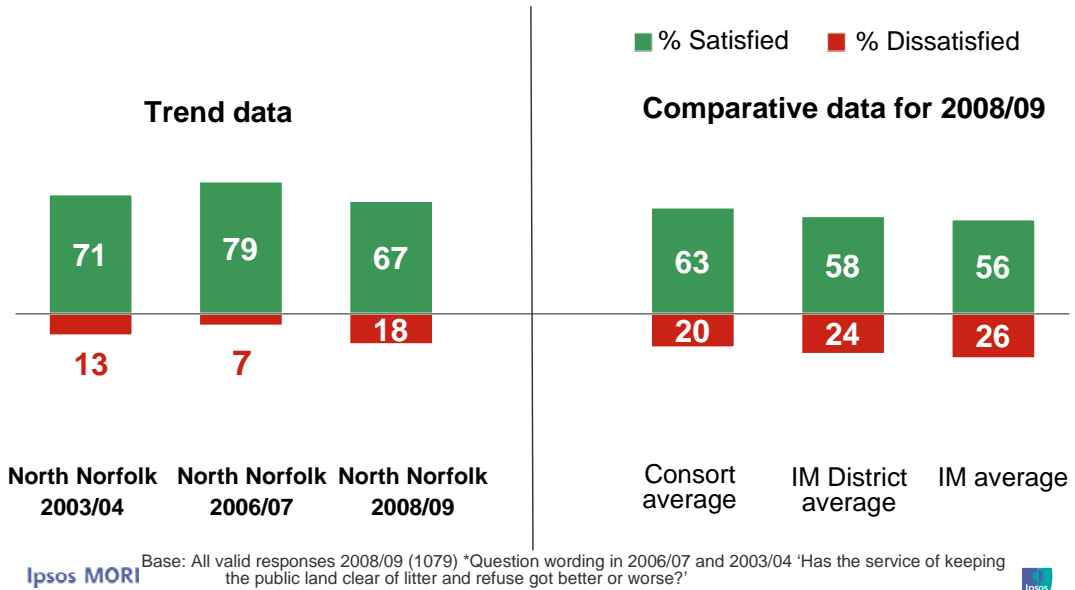
Satisfaction with keeping land clear has dropped from 79% to 67%, and with doorstep recycling has dropped from 81% to 71%.



However, the district still generally performs better than or on a par with the comparators (Norfolk county average, Ipsos MORI District average and Ipsos MORI average) as the following charts show.

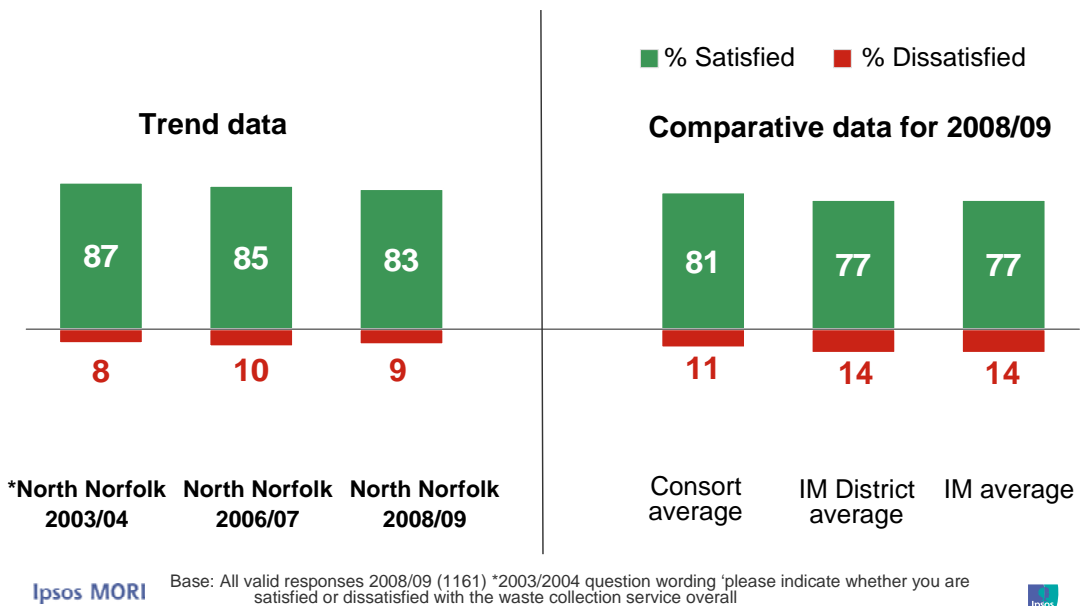
Keeping land clear: Contextual data

Q How satisfied or dissatisfied are you with... keeping public land clear of litter and refuse?



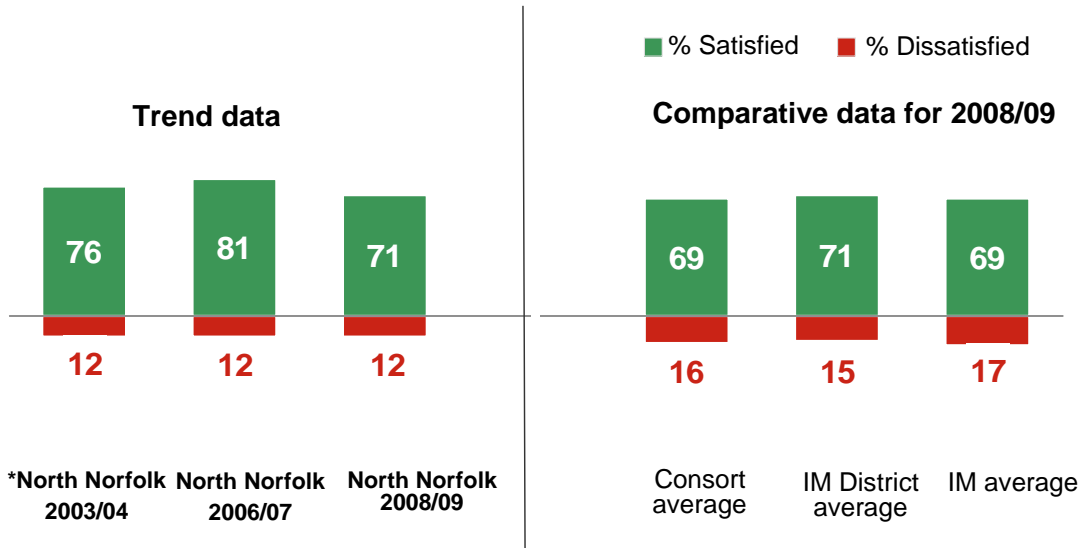
Refuse collections: Contextual data

Q How satisfied or dissatisfied are you with... refuse collection?



Doorstep recycling: Contextual data

Q How satisfied or dissatisfied are you with... doorstep recycling?



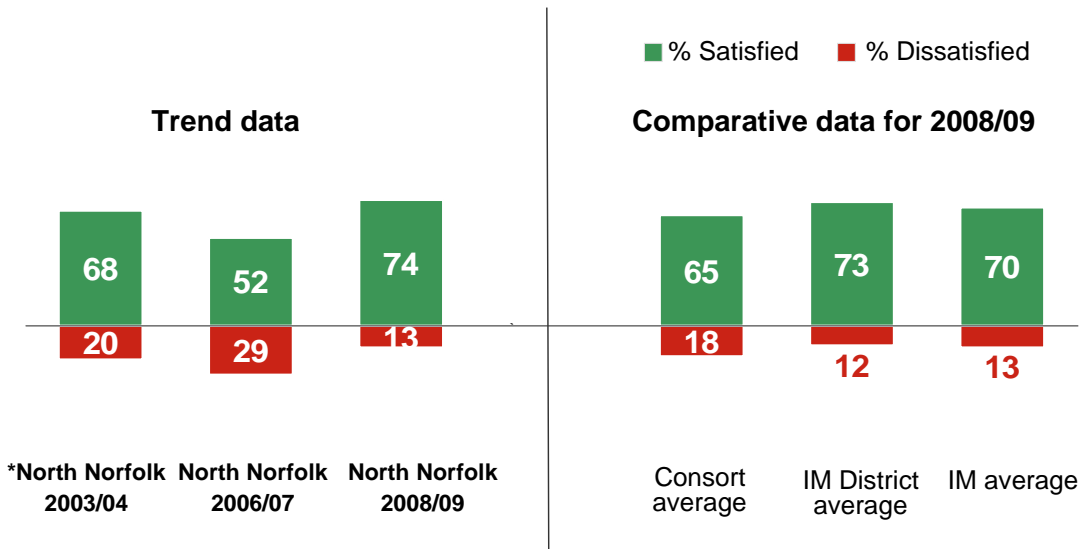
Ipsos MORI

Base: All valid responses 2008/09 (977) * 2003/2004 question wording 'Please indicate whether you are satisfied/dissatisfied with the items you can deposit for recycling.'



Local tips/ recycling centres: Contextual data

Q How satisfied or dissatisfied are you with... local tips/ household waste recycling centres?



Ipsos MORI

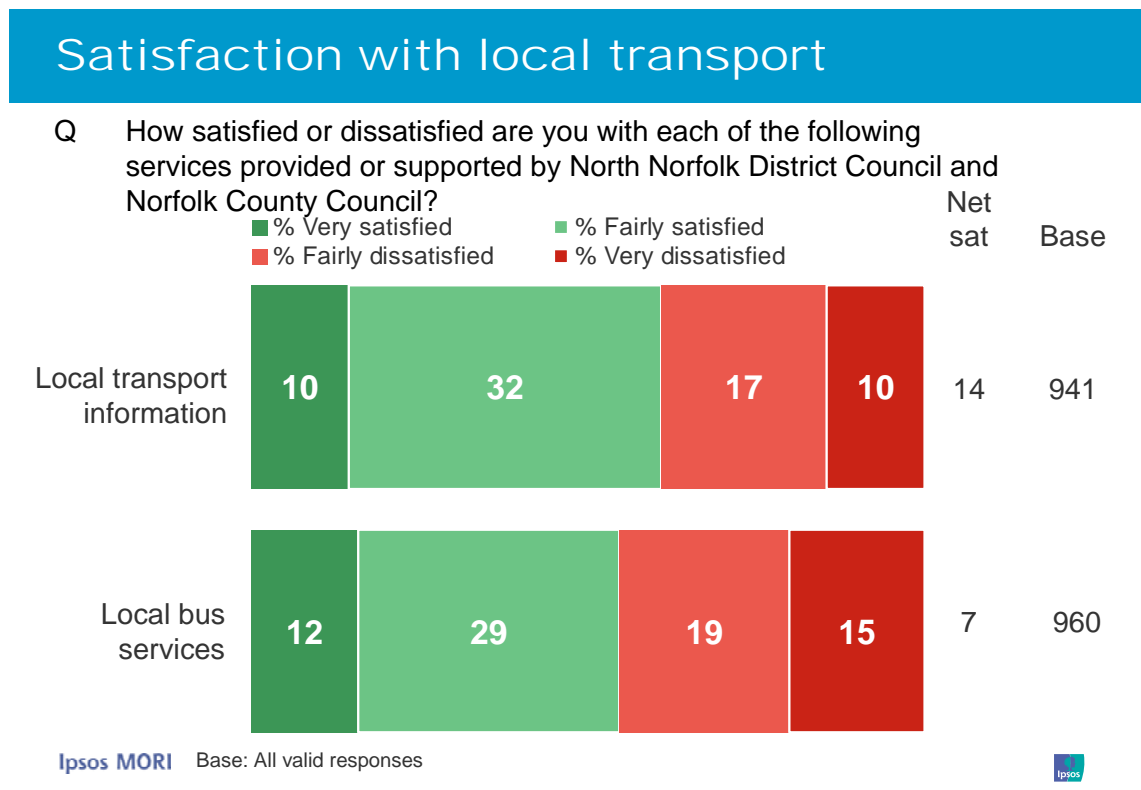
Base: All valid responses 2008/09 (1069) * 2003/2004 question wording 'Please indicate whether you are satisfied or dissatisfied with the provision of recycling services overall'.



Satisfaction with local transport

The slide below shows levels of satisfaction with local transport information and local bus services. Whilst more residents are satisfied than otherwise, significant minorities are dissatisfied.

North Norfolk District Council has lower levels of satisfaction in both areas – local bus services especially - compared with Norfolk overall and is also behind the Ipsos MORI District average and the Ipsos MORI average.



Service usage

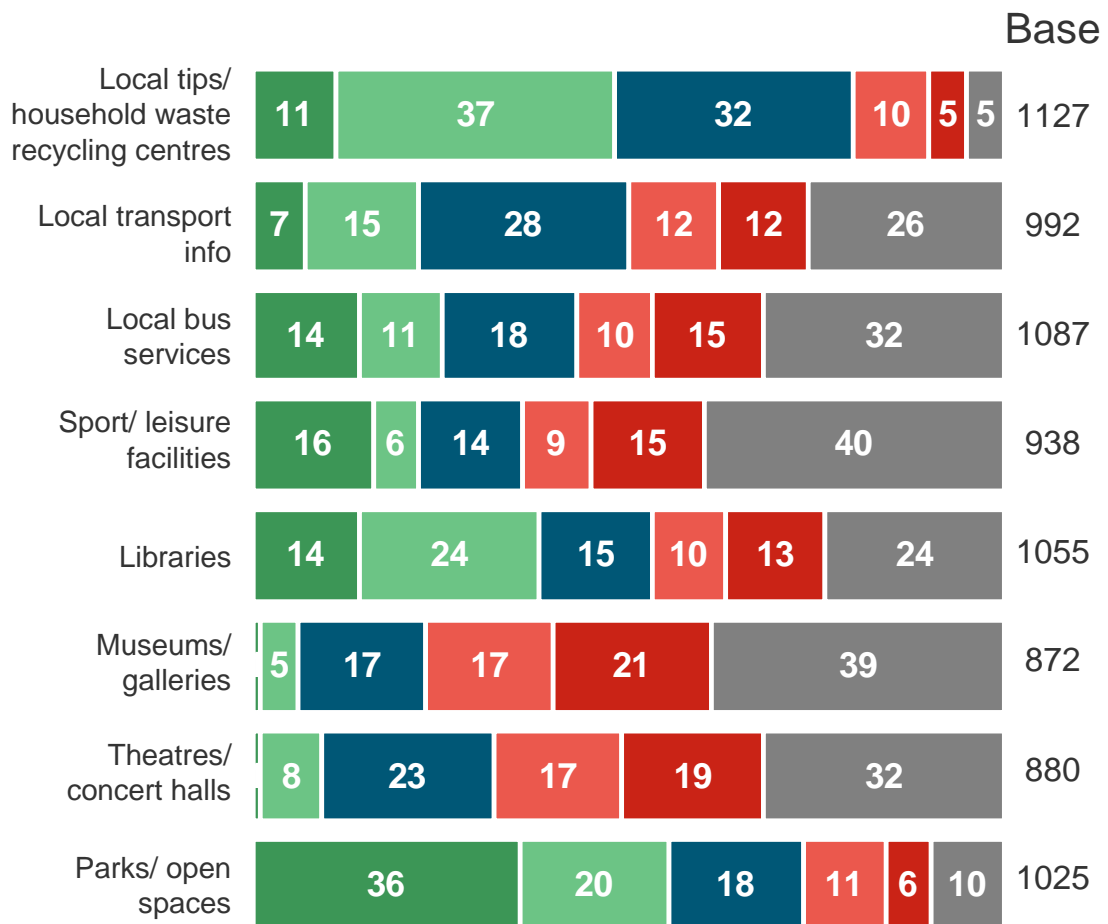
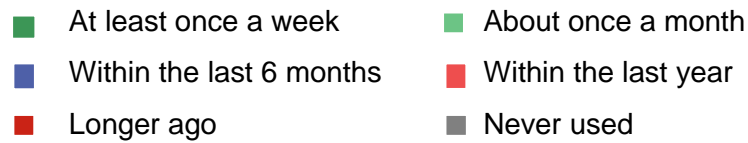
Residents were also asked about the frequency with which they use a number of council services provided or supported by North Norfolk District Council and Norfolk County Council. Usage has remained little changed since 2003/04 and 2006/07. The only service that has seen a more significant rise in usage is parks and open spaces (up from 48% in 2006/07 to 56% in 2008/09).

The chart below shows frequency of usage for a variety of council services. Parks and open spaces, local tips and waste recycling facilities, and libraries are particularly well used.

Usage of services is mostly similar or slightly lower than Norfolk county overall, the Ipsos MORI District average and the Ipsos MORI average.

Service usage

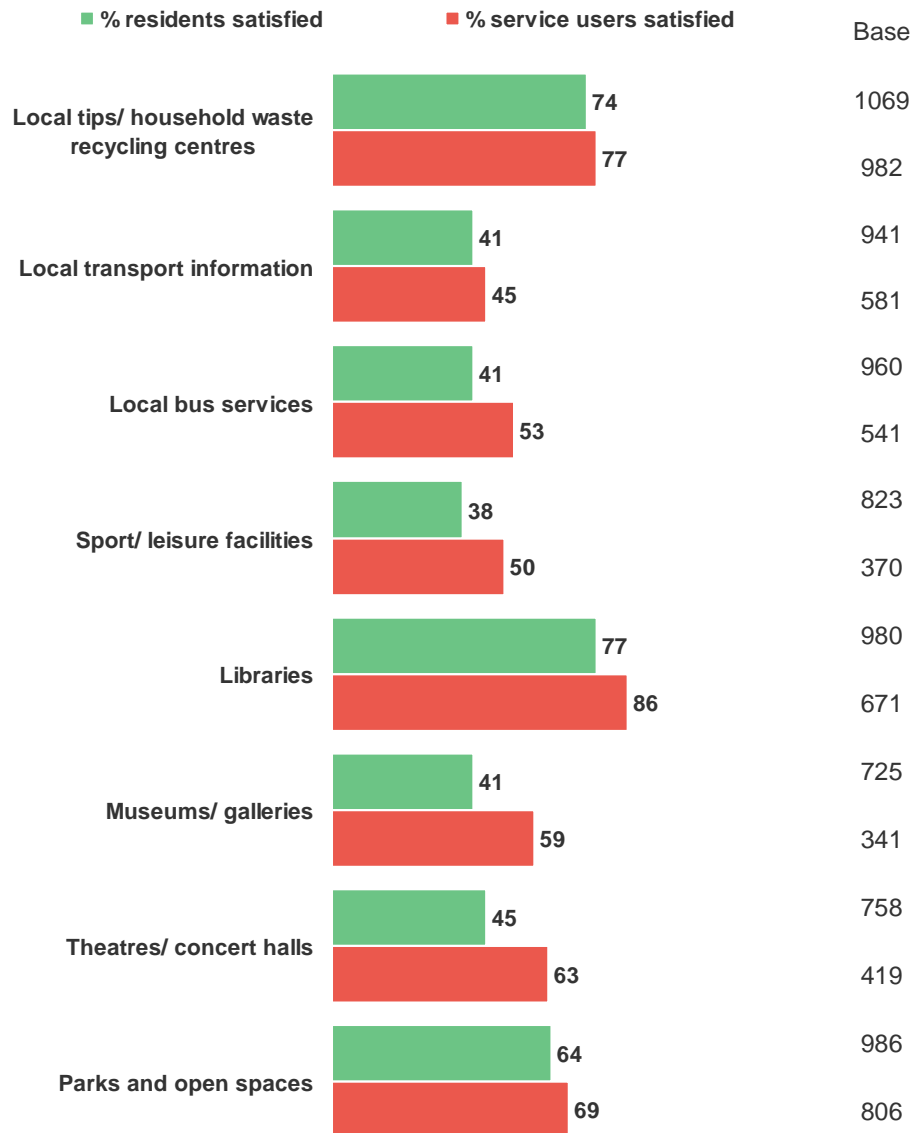
Q Please indicate how frequently you have used the following public services provided or supported by North Norfolk



Service usage vs. satisfaction

In Ipsos MORI's experience, service users are generally more satisfied with services, and with the council itself, than non service users. The following chart, comparing satisfaction of residents overall with service users, bears this out.

Satisfaction: residents overall vs. service users



Ipsos MORI

Base: All valid responses
Service users defined as all who have used service in past 12 months at Q9



Appendices

Appendix 1: Methodology

This appendix provides a detailed description of the methodology used for the Place Survey.

A postal self-completion methodology was prescribed by CLG for all 2008/09 Place Surveys.

Sampling

The sampling frame set out by the Audit Commission and Communities and Local Government (CLG) is the small-user Postcode Address File (PAF). As the government wishes to be able to compare results across local areas, it specified that data on all of the indicators must be collected using the principle of random selection. This meant that each of the residents in the sampling frame should have an equal, calculable and non-zero probability of being selected to receive a questionnaire.

CLG and the Audit Commission required a minimum of 1,100 returns to the questionnaire. Based on previous research conducted in North Norfolk District Council (and knowledge of response rates to the BVPI surveys), Ipsos MORI selected a random sample of 3,000 addresses from the PAF file supplied by the Audit Commission in order to meet the 1,100 responses required.

The questionnaire

The new Place Survey questionnaire was designed and piloted by Ipsos MORI and CLG in early 2008. The resulting questionnaire 'template' comprised of a combination of questions which: i) would allow CLG and the Audit Commission to accurately measure the 18 citizen perspective national indicators collected through the survey, and ii) would measure levels of satisfaction and perceptions about other service and quality of life matters of interest to local authorities and their partners.

As a result, the questionnaire comprised of a mix of questions previously asked on the BVPI General User Satisfaction Survey (to allow for performance tracking against previous waves of the BVPI surveys), and new questions (some of which were drawn from national surveys such as the Citizenship Survey). A series of standard 'demographic' questions was also asked to enable results to be analysed by key demographic groups (e.g. male versus female, age and ethnic group), to assess the

level of engagement with the survey from different members of the community, and to weight the data by demographic characteristics (see later section).

Altering the wording of questions or omitting questions was prohibited since it would reduce the ability to make comparisons with other local authorities using the same questionnaire.

Additional questions could be added to the end of the questionnaire, assuming the commissioning authority did not make the questionnaire longer than 12 pages and were put at the end of the 'core questionnaire' to eliminate any possible bias that the ordering of the questions could have. Local authorities were urged to do this with caution, due to the length of the questionnaire and the possible detrimental effect doing so might have on response rates. If authorities did wish to ask supplementary questions, they were asked to use the Audit Commission's bank of approved questions. For North Norfolk District Council, an additional question was asked inviting residents to join the Citizens' Panel.

To meet the requirements of the Data Protection Act, CLG and the Audit Commission specified that a covering letter stating the purpose for which the data was being collected must be sent with each questionnaire. The wording used in the covering letter was derived from CLG and Audit Commission guidance, although this was amended slightly to reflect the requirements of North Norfolk District Council. It was not possible to personally address letters to a named resident of the household as the PAF was the sampling frame used. Letters were therefore addressed to "Dear local resident". As the target population specified is all adult local authority residents (aged 18 and over) the questionnaire asked that only someone aged 18 or over completed it.

A number of steps were taken in order to encourage a good response rate to the survey. The guidance stipulated that "authorities should take all reasonable steps to maximise their response rates":

- The front page of each questionnaire was branded with the logos of North Norfolk District Council, Norfolk County Council, InTran (Translation Services), and Ipsos MORI, and contained a covering letter from Philip Burton, Chief Executive of North Norfolk District Council, and David White, Chief Executive of Norfolk County Council.
- Details of the dedicated Ipsos MORI Place Survey Helpdesk were provided with the covering letter. Respondents were able to ask questions and request a

large print questionnaire through the telephone and e-mail Helpdesk. In some instances questionnaires were conducted over the telephone in English where respondents were unable to complete a written questionnaire (in accordance with the Place Survey guidance).

- In order to encourage response from Black and Minority Ethnic (BME) communities, information was provided with the questionnaire in local community languages, which set out how residents whose first language was not English could take part in the survey. These respondents were either invited to complete a translated version of the questionnaire or – where this was not available in their particular community language – a trained Ipsos MORI interviewer carried out the survey over the telephone in the relevant language.
- In line with the guidance, two reminder mailings of the questionnaire were also sent out to those residents who had yet to respond to the survey. The covering letter was adjusted to reflect the fact that it was a reminder, whilst still meeting data protection requirements.
- All questionnaires were distributed through the UK Royal Mail postal system. In addition, respondents were required to return their completed questionnaires using the pre-paid envelope provided with the questionnaire.

Fieldwork

The guidance required that fieldwork for the surveys take place between 29 September and 19 December 2008. Local authorities were required to commence mailing out the initial questionnaire and covering letter from the 25 September, and reminder mailings from the 15 October 2008.

For North Norfolk District Council the breakdown in mailings was as follows:

- The first mailing was sent to 3,000 addresses on 25th September 2008
- A second mailing to 2,360 addresses (or 79% of the original sample) was sent on the 28th October 2008.
- The third and final mailing was sent to 2,032 addresses (or 68% of the original sample) on the 19th November 2008.

Fieldwork was finally closed on the 19th December, as per the guidance.

Survey Management System (SMS)

Returned questionnaires were booked in on a daily basis. The number of valid and void returns – known as ‘deadwood’ (e.g. those not completed because they were sent to derelict, demolished, business or vacant addresses) - was recorded in the Ipsos MORI Survey Management System. This allowed for the daily calculation and monitoring of response rates, and to ensure that reminder mailings were not sent to deadwood addresses. The use of the SMS also helped to ensure that only households who had not returned a completed questionnaire would be sent a reminder.

Data processing and upload

All questionnaires returned by respondents were processed through a scanning and manual verification procedure, enabling a more reliable and faster turnaround time than manual data entry.

Unweighted data was then provided in the data and metadata templates supplied by the Audit Commission. These were submitted to the Audit Commission for weighting. Weighted data was then returned from the Audit Commission for subsequent analysis.

Response rates and sample profile

A maximum +/- 3 percentage points at the 95 per cent confidence level is required to calculate the national indicators collected in the Place Survey. With this in mind, CLG and the Audit Commission required each local area to achieve a minimum sample size of 1,100 completed Place Survey questionnaires. The achieved sample size is based on the total number of respondents to the survey as a whole, and not the number of respondents to individual questions. (The lowest number of responses to achieve this level of confidence for each question is 808.)

Further guidance on statistical reliability is provided in [Appendix 2](#).

The **overall unadjusted response rate**¹³ achieved from the main sample was **39%** - representing 1,180 returned questionnaires from an original sample of 3,000 addresses.

The **overall adjusted response rate**, removing incomplete responses and all non-effective addresses, achieved from the main sample was **40%** - representing 1,180 valid questionnaires from an effective sample of 2,943 addresses (57 non-effective addresses).

The methodology summary in the main body of this report sets out how the response rate for North Norfolk District Council compares to other councils.

Weighting

As well as maximising the response rate overall it is also important, particularly when analysing survey responses, to consider how the responses received compare with the local population as a whole. As noted previously, if certain groups in the survey are under-represented, it may generate results which are not representative of the wider population.

CLG and Audit Commission guidance outlines weighting as a way of tackling the issue of over- and under-representation of certain demographic groups in the sample. Therefore, to generate results which would be more representative, data was weighted by the Audit Commission using a standard weighting scheme.

Weighting was applied by CLG's data processing supplier, Cobalt Sky. The appropriate weight for each individual respondent contained in the dataset was applied after submission of the raw unweighted data to the Audit Commission.

The principles of the weighting scheme used are available on the Place Survey website. In the first instance, data was weighted by sex, age and ethnidistrict to the known profile of the district, as recorded in the 2006 Census mid-year population estimates¹⁴, and then by a further weight to adjust for household size.

¹³ The unadjusted response rate does not allow for invalid or business addresses, vacant properties, etc. which will be an element of any sample drawn from the Postal Address File, as well as incomplete responses. The adjusted response rate does take these into account however.

¹⁴ Gender, age and ethnidistrict figures based on ONS 2006 sub national population projections; the data is an interpolation between the projections for mid-2008 and mid-2009.

Ensuring quality

Ipsos MORI places great emphasis on quality assurance and associated policies, and on data protection. The quality of data is assured through checks embedded in the scanning process. The software used is set up to only accept valid responses. With all tick box information, the confidence or tolerance of the scanning software is set at a tested level and anything outside this confidence level is filtered through to a human verification process. In the verification process any questionable responses are highlighted and subsequently confirmed or corrected. All responses which contain text were also sent for verification.

In addition, all data outputs were given thorough checks by both the Ipsos MORI data analysts and research executive teams.

Confidence intervals

The base size – i.e. the number of respondents providing a valid response – was different for each question answered in the Place Survey. On the basis of all respondents who answered each question (as specified by CLG and the Audit Commission), and assuming that the confidence interval is unaffected by the survey response rate, the overall margin of error for this survey therefore ranges from $\pm 1.8\%$ to $\pm 3.0\%$. The specific margin of error for each national indicator measured through the survey is set out in the following table. Further explanation about confidence intervals is provided in Appendix 2.

National indicator	Indicator	Base size	Confidence Interval
NI1	% of people who believe people from different backgrounds get on well together in their local area	759	+/-2.8%
NI2	% of people who feel that they belong to their neighbourhood	1,111	+/-2.8%
NI3	Civic participation in the local area	1,067	+/-2.3%
NI4	% of people who feel they can influence decisions in their locality	964	+/-2.9%
NI5	Overall/ general satisfaction with the local area	1,162	+/-1.9%
NI6	Participation in regular volunteering	1,071	+/-2.7%
NI17	Perceptions of anti-social behaviour	1,138	+/-1.8%
NI21	Dealing with local concerns about anti-social behaviour and crime issues by the local council and police	1,100	+/-2.6%
NI22	Perceptions of parents taking responsibility for the behaviour of their children in the area	1,042	+/-2.9%
NI23	Perceptions that people in the area treat one another with respect and consideration	1,066	+/-2.5%
NI27	Understanding of local concerns about anti-social behaviour and crime issues by the local council and police	1,108	+/-2.6%
NI37	Awareness of civil protection arrangements in the local area	1,141	+/-2.4%
NI41	Perceptions of drunk or rowdy behaviour as a problem	1,034	+/-2.5%
NI42	Perceptions of drug use or drug dealing as a problem	886	+/-2.6%
NI119	Self-reported measure of people's overall health and wellbeing	1,134	+/-2.5%
NI138	Satisfaction with people over 65 with both home and neighbourhood	478	+/-3.0%
NI139	The extent to which older people receive the support they need to live independently	1,149	+/-2.6%
NI140	Fair treatment by local services	1,018	+/-2.5%

It is important to note that the above confidence interval calculations relate only to samples that have been selected using strict random probability sampling methods. However, in practice it is reasonable to assume that these calculations provide a good indication of the confidence intervals relating to the Place Survey and the sampling approach used.

Appendix 2: Guide to statistical reliability

The residents who took part in the Place Survey are only a sample of the total "population" of residents in North Norfolk District Council, so we cannot be certain that the figures obtained are exactly those that would have been reached were everyone had responded (the "true" values). We can, however, predict the variation between the sample results and the "true" values from knowledge of the size of the samples on which the results to each question is based, and the number of times a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the "true" value will fall within a specified range. The following illustrates the predicted ranges for different sample sizes and percentage results at the "95% confidence interval":

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	\pm	\pm	\pm
100 responses	6	9	10
200 responses	4	6	7
500 responses	3	4	4
1,000 responses	2	3	3
1,180 responses	2	3	3

For example, with a sample size of 1,000 where 30% give a particular answer, the chances are, 19 in 20 that the "true" value (i.e. the one which would have been obtained if the whole population had been interviewed) will fall within the range of ± 3 percentage points from the survey result (i.e. between 27% and 33%).

When results are compared between separate groups within a sample (e.g. males versus females), different results may be obtained. The difference may be "real," or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one - i.e. if it is "statistically significant" - we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. If we once again assume a "95% confidence interval", the differences between the results of two separate groups must be greater than the values given in the following table:

Size of sample on which survey result is based	Differences required for significance at or near these percentage levels		
	10% or 90% ±	30% or 70% ±	50% ±
100 vs. 100	8	13	14
200 vs. 200	6	9	10
500 vs. 500	4	6	6
500 vs. 1,000	3	5	5

It is important to note that, strictly speaking, the above confidence interval calculations relate only to samples that have been selected using strict probability sampling methods. However, in practice it is reasonable to assume that these calculations provide a good indication of the confidence intervals relating to the Place Survey and the sampling approach used.

Appendix 3: Council service satisfaction and usage – trend and comparator analysis

Additional charts have been produced to provide more details on service satisfaction and usage, including how the area compares to others, and how perceptions have changed over time.

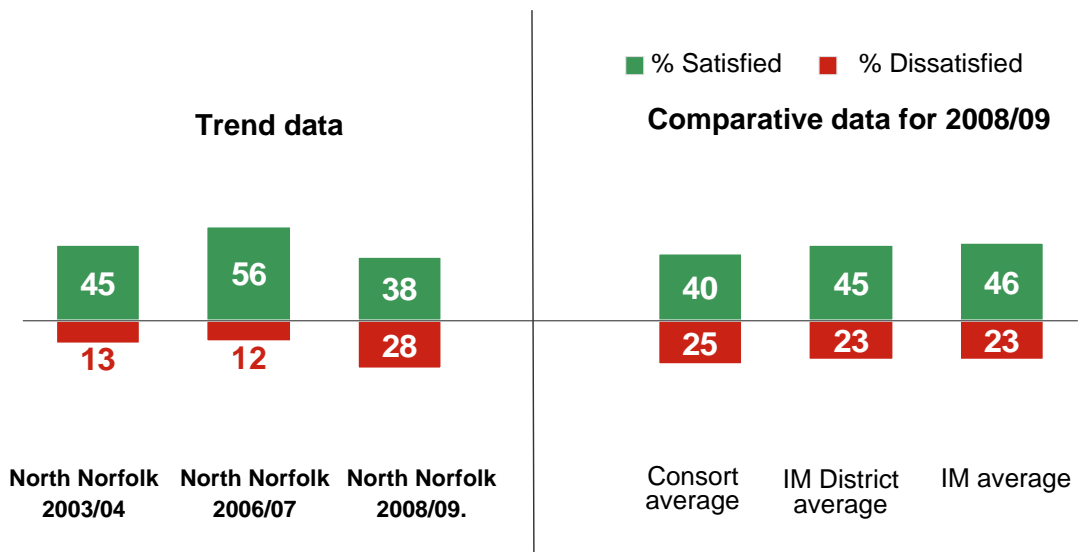
Culture and recreation

Please note that Libraries are provided only through Norfolk County Council. Sports and leisure facilities, theatres and concert halls, and parks and open spaces in North Norfolk are provided exclusively through North Norfolk District Council.

Sports and leisure

Sports and leisure: Contextual data

Q How satisfied or dissatisfied are you with... sport/ leisure facilities?



Ipsos MORI Base: All valid responses 2008/09 (823)



Sports/ leisure facilities usage: Contextual data

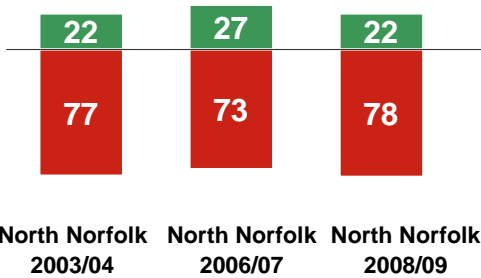
Q Please indicate how frequently you have used the following public services provided or supported by North Norfolk District Council and Norfolk County Council

Sports/ leisure facilities

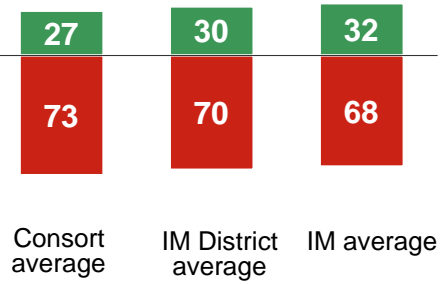
■ % At least once a month

■ % Less than once a month/ never used

Trend data



Comparative data for 2008/09



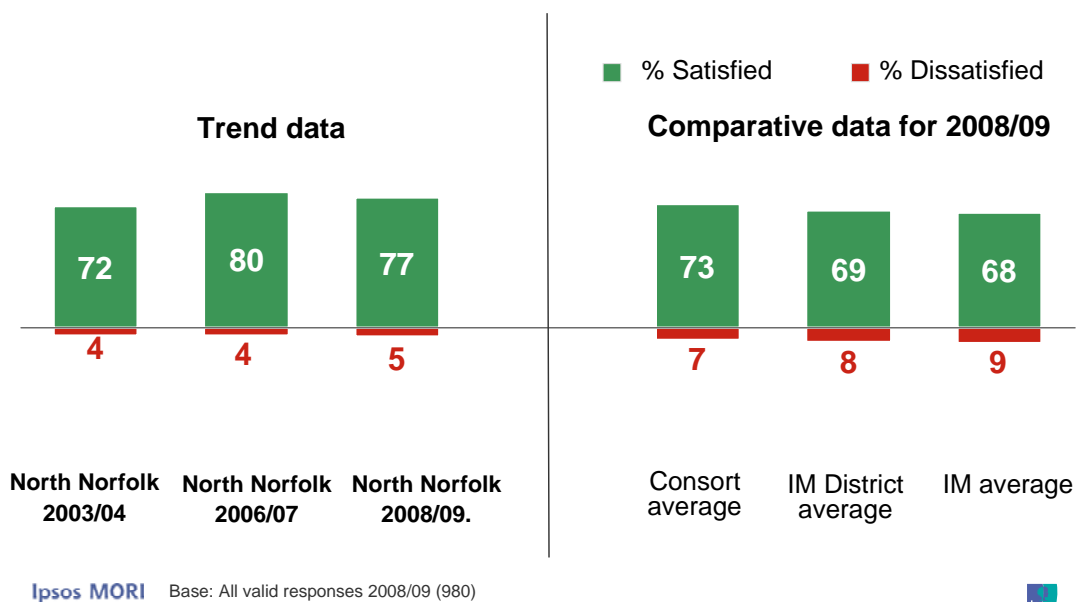
Ipsos MORI Base: All valid responses 2008/09 (938)



Libraries

Libraries: Contextual data

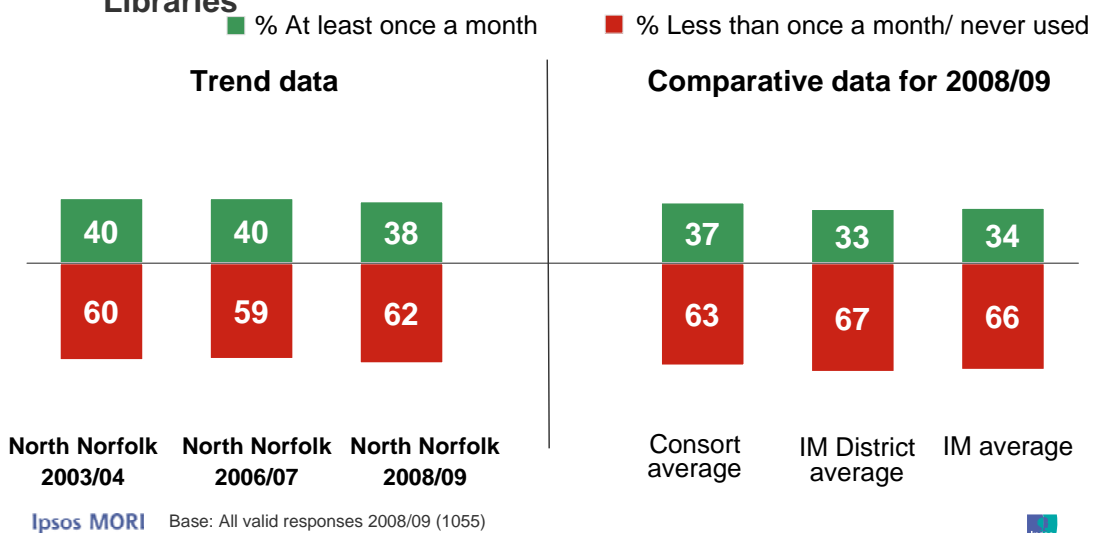
Q How satisfied or dissatisfied are you with... libraries?



Libraries usage: Contextual data

Q Please indicate how frequently you have used the following public services provided or supported by North Norfolk District Council and Norfolk County Council

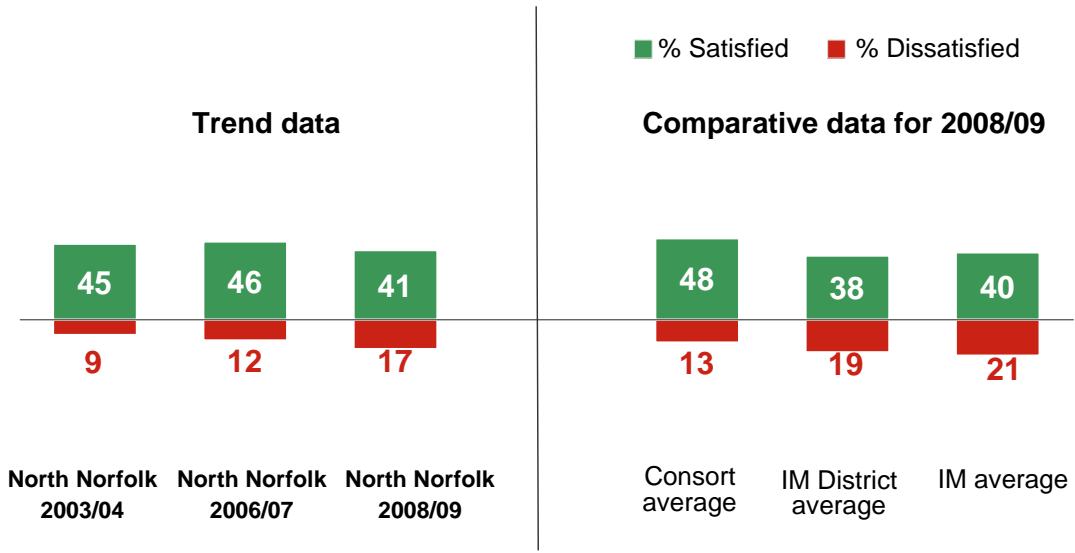
Libraries



Museums/ galleries

Museums/ galleries: Contextual data

Q How satisfied or dissatisfied are you with... museums/ galleries?

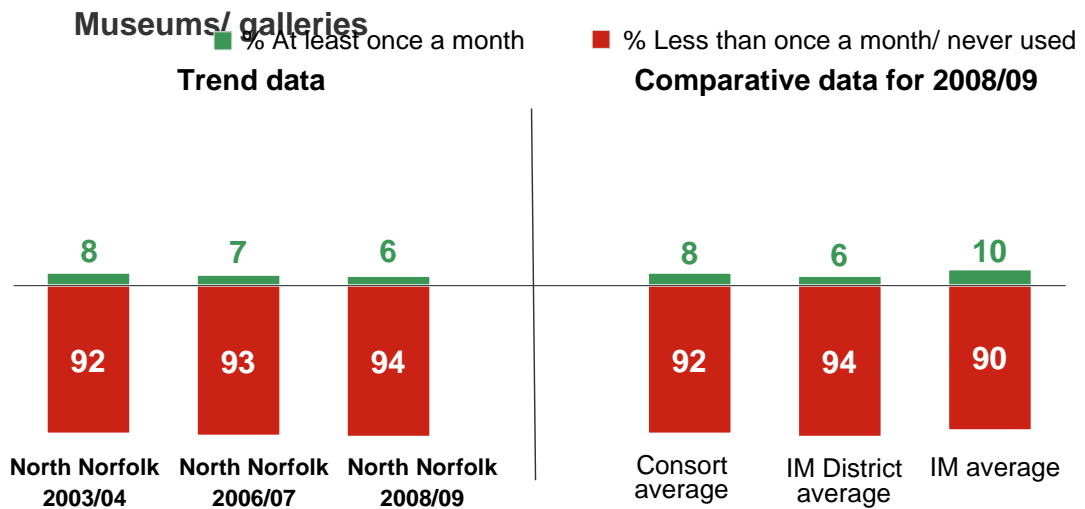


Ipsos MORI Base: All valid responses 2008/09 (725)



Museums/ galleries usage: Contextual data

Q Please indicate how frequently you have used the following public services provided or supported by North Norfolk District Council and Norfolk County Council



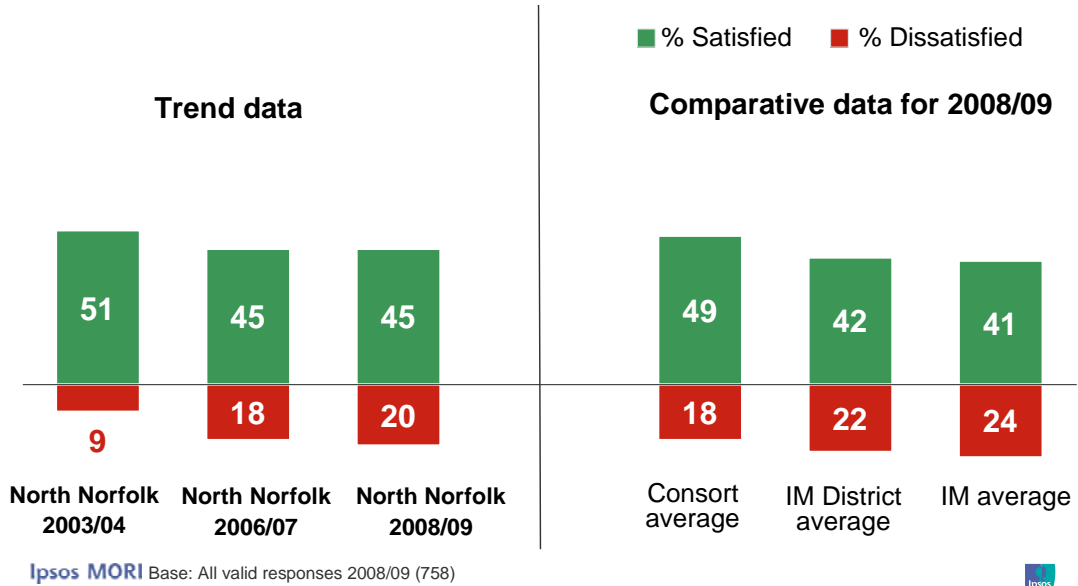
Ipsos MORI Base: All valid responses 2008/09 (872)



Theatres/ concert halls

Theatres/ concert halls: Contextual data

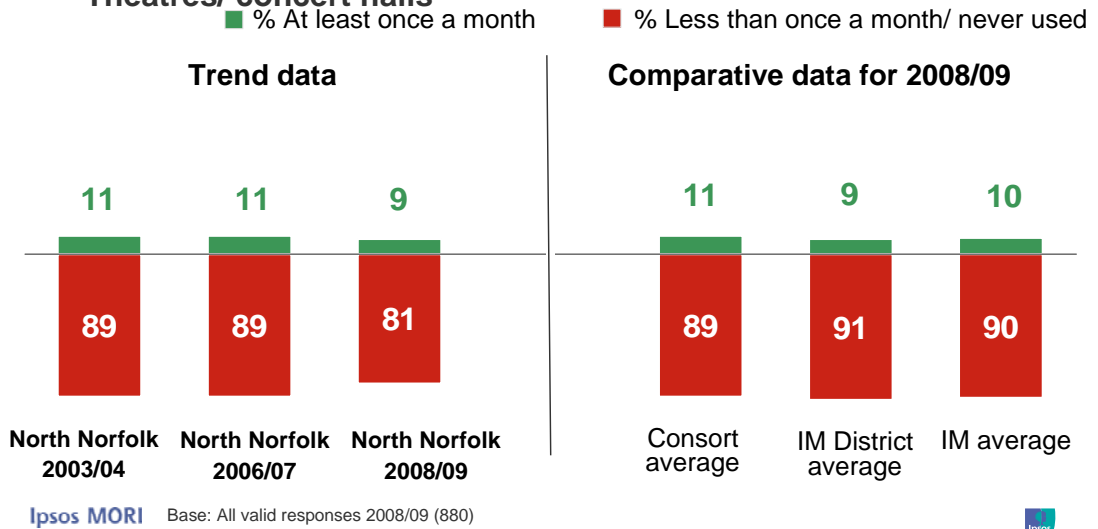
Q How satisfied or dissatisfied are you with... theatres/ concert halls?



Theatres/ concert halls usage: Contextual data

Q Please indicate how frequently you have used the following public services provided or supported by North Norfolk District Council and Norfolk County Council

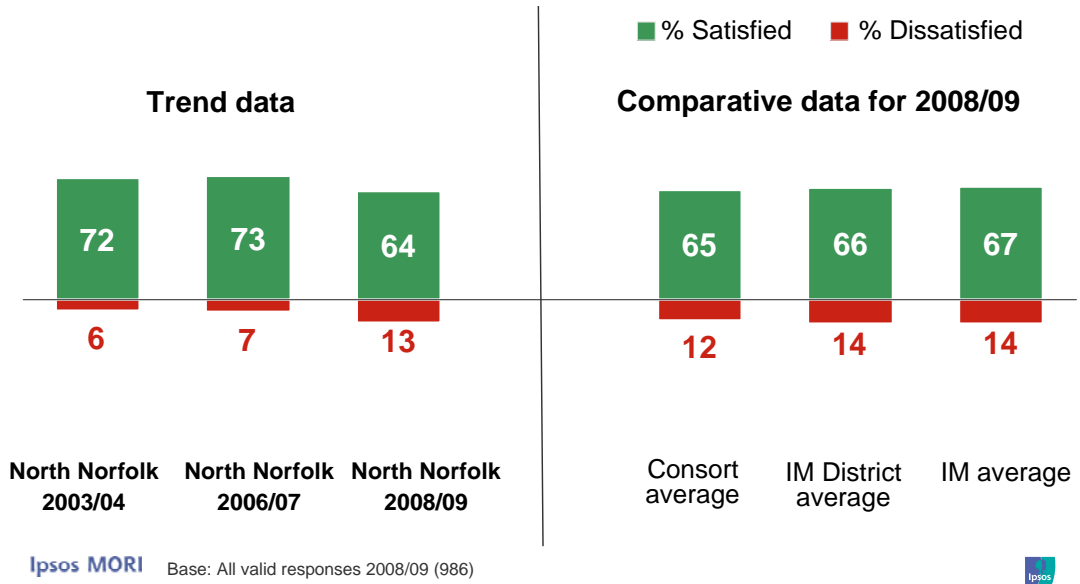
Theatres/ concert halls



Parks and open spaces

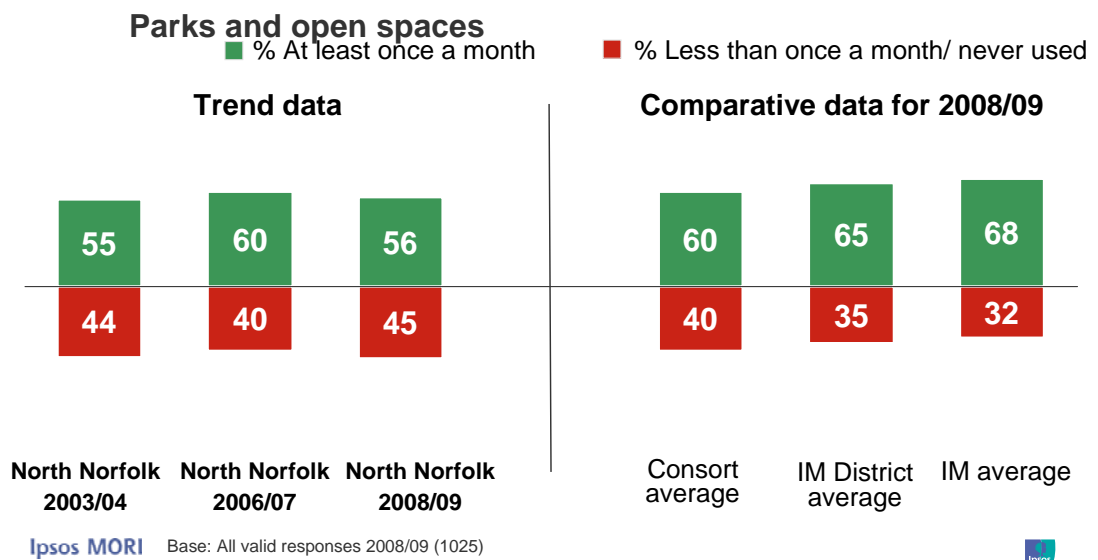
Parks and open spaces: Contextual data

Q How satisfied or dissatisfied are you with... parks and open spaces?



Parks and open spaces usage: Contextual data

Q Please indicate how frequently you have used the following public services provided or supported by North Norfolk District Council and Norfolk County Council



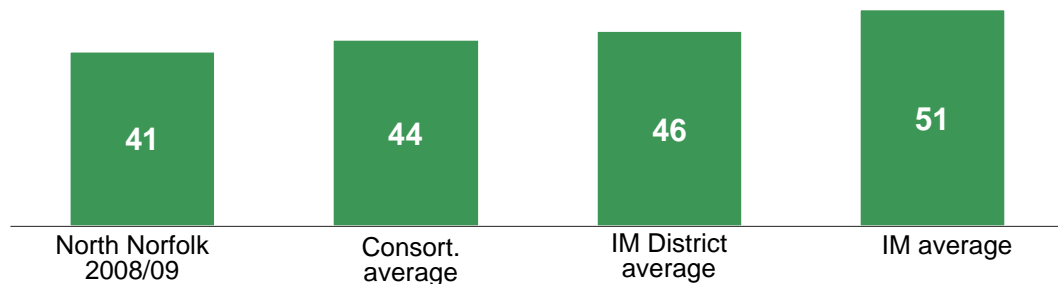
Local transport

Local transport information: Contextual data

Q How satisfied or dissatisfied are you with... local transport information?

■ % Satisfied ■ % Dissatisfied

Comparative data for 2008/09



Ipsos MORI Base: All valid responses 2008/09 (941)

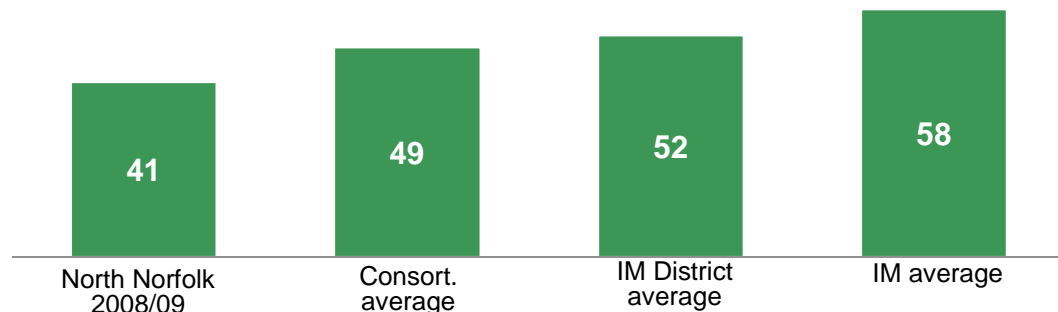


Local bus services: Contextual data

Q How satisfied or dissatisfied are you with... local bus services?

■ % Satisfied ■ % Dissatisfied

Comparative data for 2008/09



Ipsos MORI Base: All valid responses 2008/09 (1027)

