

# Assessing Northumberland's performance

Results of the Place Survey 2008/09 for Northumberland County Council and partners

August 2009





# Contents

|   |            |
|---|------------|
| <b>1. Summary of key findings .....</b>   | <b>1</b>   |
| <b>2. Overview.....</b>   | <b>8</b>   |
| <b>3. Methodology for data collection.....</b>  | <b>13</b>  |
| <b>4. Key trends .....</b>  | <b>16</b>  |
| <b>5. About the local area.....</b>   | <b>20</b>  |
| <b>6. Community safety.....</b>   | <b>34</b>  |
| <b>7. Community cohesion .....</b>  | <b>48</b>  |
| <b>8. Helping out and getting involved.....</b>   | <b>61</b>  |
| <b>9. Local decision-making .....</b>   | <b>68</b>  |
| <b>10. Information provision .....</b>  | <b>76</b>  |
| <b>11. Health .....</b>   | <b>83</b>  |
| <b>12. Local public services.....</b>   | <b>87</b>  |
| <b>13. Council services .....</b>   | <b>99</b>  |
| <b>Appendices .....</b>   | <b>115</b> |
| <b>Appendix 1: Methodology .....</b>  | <b>116</b> |
| <b>Appendix 2: Guide to statistical reliability .....</b>                                 | <b>125</b> |
| <b>Appendix 3: Council service satisfaction – trend and<br/>comparator analysis .....</b> | <b>127</b> |
| <b>Appendix 4: Marked up questionnaire .....</b>  | <b>133</b> |



# 1. Summary of key findings

This report presents the findings from the 2008 Place Survey conducted by Ipsos MORI on behalf of Northumberland County 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 (CLG). Fieldwork was carried out from 29 September to 19 December 2008. A total of 8,861 responses were achieved and data has been weighted to ensure results are reflective of the wider population in the county, and to account for non-response bias.

## General

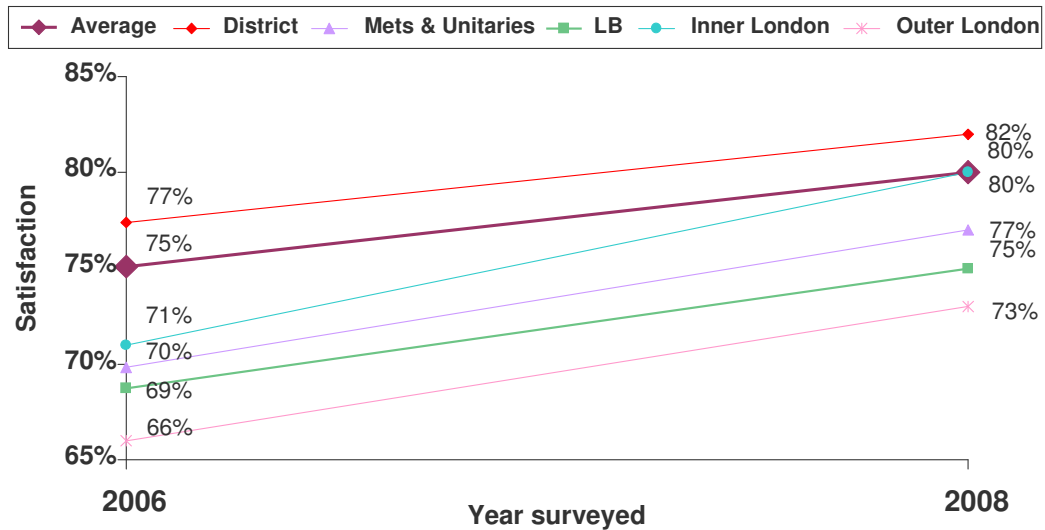
This survey was carried out at a time of change for the county as the move to unitary status approached in April 2009. Therefore, the debate locally might have influenced opinions. Additionally, the normative data used within the report should be seen as indicative only (as, for example, the Met/ Unitary averages are made up of authorities who have been unitary authorities for some time).

## About the local area

Four fifths of residents (81%) are satisfied with their local area as a place to live (NI5), a rise of six percentage points since 2006/7. This rating is in line with the national average and above the North East and Met/Unitary averages. This is a trend seen nationally however as the next chart illustrates.

## Satisfaction with area

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



Base Place Survey 2008/09 (352 local authorities), BVPI 2006 and 2003 (387 local authorities)  
Ipsos MORI

Source: Ipsos MORI



Additionally, nine in ten residents (90%) are satisfied with their home as a place to live.

More than four in five (85%) of older residents (aged 65 or above) say they are satisfied with the local area and with their home as a place to live (combined measure NI138).

More than a third (36%) of residents agree that older people in their local area are able to get the services and support they need to continue to live at home for as long as they want to (NI139). This is above the Met/Unitary and national averages but in line with the North East average.

Activities for teenagers and road and pavement repairs are the most important areas for change locally, followed by job prospects and public transport. Affordable housing, clean streets, and the level of crime are general priorities.

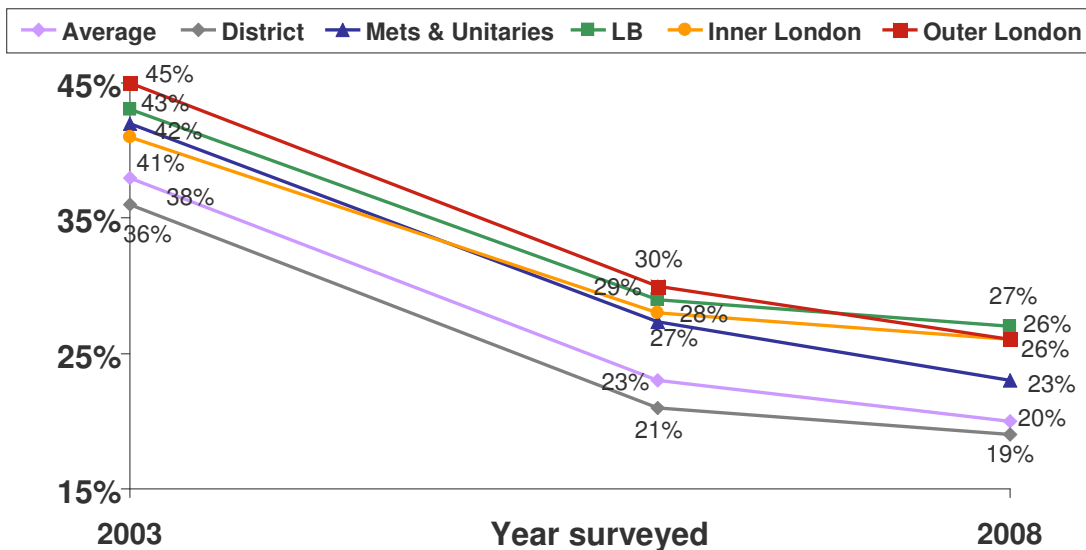
## Community safety

The overwhelming majority of Northumberland residents (91%) say they feel safe outside in their local area during the day, and two thirds (65%) feel safe outside after dark.

Looking at issues of anti-social behaviour, the biggest concerns for local residents remain teenagers hanging round the streets, followed by rubbish and litter lying around and vandalism and graffiti. On almost all measures, perceptions of anti-social behaviour have improved – although as the following chart shows, this is a national trend.

## ASB historical data

Q Thinking about this local area, how much of a problem do you think each of the following are... 7 strand ASB index



Base: Place Survey 2008/09 (352 local authorities), BVPI 2006 and 2003 (387 local authorities)  
Ipsos MORI

Source: Ipsos MORI  
Ipsos

People using or dealing drugs (NI41) and people being drunk or rowdy in public spaces (NI42) are seen as specific problems by less than three in ten residents. Overall, around one in six respondents perceive anti-social behaviours aspects as problems in the area (NI7), compared to one in five nationally.

About a third of Northumberland residents agree that the police and other local public services seek people's views and are successfully dealing with the above issues in their local area (NI27 and NI21 scores respectively). On both measures, the authority scores are above the Ipsos MORI District and Met/Unitary averages.

## Community cohesion

Four in five residents (81%) say that their local area is a place where people from different backgrounds get on well together (NI1), which is higher than the Met/Unitary average (73%), the North East average (74%) and the national average (76%).

Around seven in ten residents (68%) say they feel they belong very or fairly strongly to their immediate neighbourhood (NI2). This perception is again significantly higher than how people feel on this issue on average.

Just above one in four Northumberland residents say that people not treating each other with respect and consideration (NI23) is a problem in their area.

Similarly, more residents in Northumberland agree that parents take responsibility for the behaviour of their children (NI22) than those in other Met/Unitary and North Eastern authorities.

## Helping out and getting involved

One in six residents (17%) say they have taken part in any civic participation activities (NI3) and a quarter of residents participate in regular volunteering (NI6).

In terms of engaging with the local community, around three in ten residents (28%) say that they feel they can influence decisions affecting their local area (NI4).

The score on the above three indicators are in line with the performance of the other Met/Unitary and North Eastern authorities.

## Information provision

About two in five residents say they feel informed about local public services, which is in line with the Ipsos MORI average.

One in six residents say they feel informed about what to do in the event of a large-scale emergency (NI37). This is in line with awareness levels in other results nationally.

## Health

Three in four residents rate their health as good or very good (NI119), similar to the Ipsos MORI District and Met/Unitary averages.

More than four in five Northumberland residents say they are very or fairly satisfied with their life as a whole.

## Local public services

Three in four residents think that their local public services treat all types of people fairly, and two in three agree that local services are working to make the area safer and cleaner and greener. However, less than half feel that public services act on the concerns of local residents or promote their interests. This is in line with the respective Ipsos MORI averages.

When looking at satisfaction with local public services, health services achieve the highest ratings in Northumberland. More than four in five are happy with their GP, and seven in ten are satisfied with their hospital. Around three in five are satisfied with their dentist, Northumberland Fire and Rescue Service, and Northumbria Police.

Three in four residents say that they have been treated with respect and consideration by their local public services (NI140). This performance is in line with the Ipsos MORI District and Met/Unitary averages.



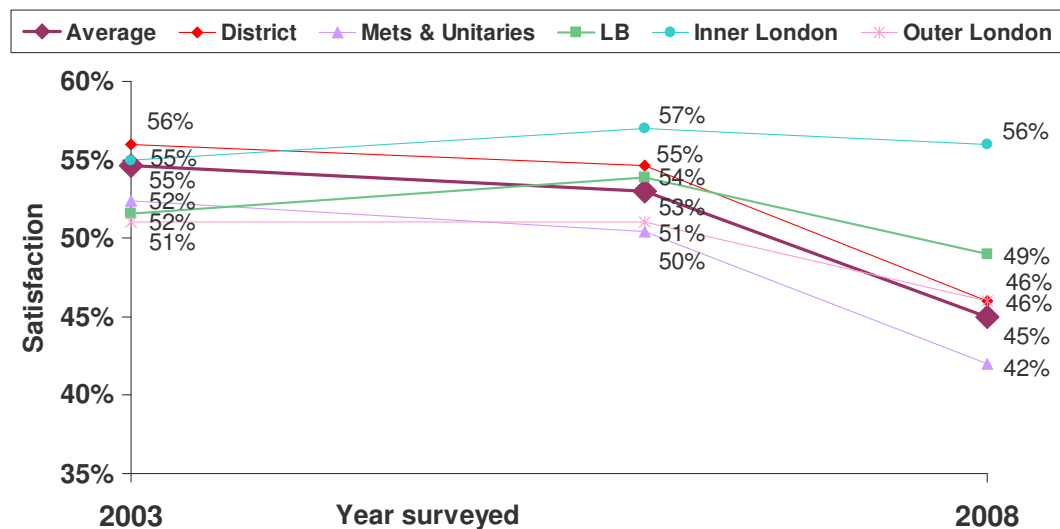
## The Council and services

Around a third (36%) are satisfied with how Northumberland County Council runs things and over two in five (45%) with how their local district council runs things. Overall, two in five say they are satisfied with how both council services run things. These findings represent a fall in satisfaction – another trend seen nationally as shown in the following chart.

### Satisfaction with Council over time

Q Taking everything into account, how satisfied or dissatisfied are you with the way your local council runs things?

% Satisfied



Ipsos MORI Base: Place Survey 2008/09 (341 local authorities), BVPI 2006 and 2003 (387 local authorities) BVPI 2003 Inner London mean excludes Islington, Newham and Tower Hamlets, BVPI 2003 Outer London mean excludes Croydon

The picture is similar for perceptions of value for money. Three in ten Northumberland residents think that the County Council provides value for money, and more than one in three think the same about their local district council. Again, these figures are broadly similar to the Ipsos MORI averages.

More than a third agree that older people receive the support they need to live independently. On this measure, Northumberland outperforms the average District and Met/Unitary scores, where one in three think that older people received such support.

Nine in ten Northumberland residents access local tips/household waste recycling centres and parks and open spaces. Seven in ten use local transport information and local bus services. Three in five visit sport and leisure facilities and local libraries, and two in five go to museums and galleries, and theatres and concert halls. It appears that Northumberland residents tend to be happiest with the services they are most familiar

with, for instance four in five are satisfied with recycling centres, and seven in ten with parks and open spaces. This is down to half for museums and galleries. Local transport information also attracts relatively high levels of dissatisfaction, and less than half of residents are happy with this service.

### **Differences by area and district**

Local differences by area and district are covered in more detail in the body of the report. However, it appears that for most measures, respondents in West and in the North are more satisfied than respondents from the South East. District-wise, residents from Tynedale tend to be more positive than those in other areas, and those living in Wansbeck appear least satisfied with their local area.

## 2. Overview

### Introduction

This report sets out findings from the 2008/09 Place Survey conducted for Northumberland County 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 2000<sup>1</sup>.

The findings from the Place Survey are important because they help the Council and its local partners on the local strategic partnership (LSP)<sup>2</sup> (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 indicators<sup>3</sup> 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 county. It also draws on comparator data, where available, to understand how well Northumberland 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.

Topline findings are attached as a 'marked up questionnaire' in the appendices, setting out the overall findings against each survey question. Full data tables are provided under separate cover. These tables provide a detailed analysis of the findings by a range of socio-demographic, and other relevant variables.

---

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

<sup>2</sup> The Local Strategic Partnership (LSP) is a statutory partnership body that brings together organisations from the public, private, community and voluntary sector within a local authority area, with the objective of improving people's quality of life. The LSP in Northumberland is called Northumberland Strategic Partnership (NSP).

<sup>3</sup> 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*<sup>4</sup>, 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 surveys<sup>5</sup>, 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 the county 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 Set<sup>6</sup>, 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.

---

<sup>4</sup> Strong and Prosperous Communities - The Local Government White Paper, October 2006, CLG

<sup>5</sup> The Place Survey and tenant satisfaction 'STATUS' survey were conducted in 2008/09 and replace the suite of BVPI surveys undertaken in previous years.

<sup>6</sup> 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

In addition to measuring citizen perspectives, the Place Survey also gave Northumberland County Council the opportunity to measure residents' views about some other specific areas of local interest through the inclusion of optional additional questions at the end of the survey:

- Q27 - Have you contacted Northumberland County Council or your local district council with a complaint(s) in the last 12 months?
- Q29 - To what extent do you agree or disagree with the following statement: "By working together, people in my neighbourhood can influence decisions that affect the neighbourhood"?
- Q34 - All things considered, how satisfied or dissatisfied are you with your life as a whole nowadays?

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 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 Northumberland, 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 Northumberland County Council and partners to understand how levels of satisfaction and perceptions about quality of life have changed in the county 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 robust<sup>7</sup>.

The latest available national benchmarking data<sup>8</sup> 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).

---

<sup>7</sup> 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.

<sup>8</sup> 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.

Where appropriate, data has been included for comparative purposes. These vary but are effectively average scores for Metropolitan/Unitary authorities (excluding London Boroughs), North Eastern authorities and a national average score.

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.

## Acknowledgements

Ipsos MORI would like to thank the 8861 residents in Northumberland who took part in the survey. We would also like to thank Shona Rowe, Freda Whyte, and Gillian Lavery from Northumberland County Council for their help in getting the questionnaire into field and for their input throughout the survey process.

## Publication of data

As Northumberland County 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.

---

*©Ipsos MORI /J33751  
August 2009*

*Checked &  
Approved:*

*Main Report:*

*David Craig  
Glenworth Joseph  
Heike Friemert*

### 3. 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 27,640 addresses from the PAF file supplied by the Audit Commission.
- To ensure a sufficient level of response from all parts of the county, sample addresses were also stratified by area.
- 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, a number of 'additional' questions were asked at the end of the questionnaire, which included complaints to Northumberland County Council or your local district council in the last 12 months, views on influencing decision-making in the neighbourhood, and overall satisfaction with life.
- All questionnaires were distributed – and returned - through the UK Royal Mail postal system.
- Fieldwork for the survey took place between 20 October and 19 December 2008.

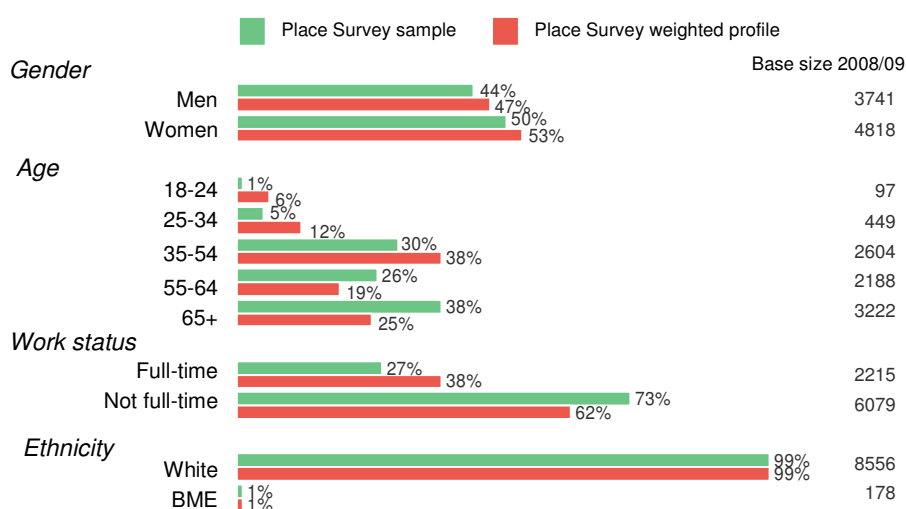
In order to promote a good response rate, a number of steps were taken:

- The questionnaire was branded with the logos of Northumberland Strategic Partnership, Northumberland Together and Ipsos MORI, and contained a covering letter from Bob Langley, Chief of the Northumberland Strategic Partnership.
- 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 weighted Place Survey sample indicates that women, those aged 55+, and those not in full-time work are more likely to respond to the survey, as the following chart illustrates. The use of the Audit Commission Place Survey weighting procedure has adjusted for this non-response bias, so the overall weighted sample profile is representative of the population of the local area.

## Methodology: Sample Profile

### Sample Profile for Northumberland: Key demographics



Ipsos MORI Base: All valid responses.



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.

The total number of returns collected for the survey was 8861. 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 32%.

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



## 4. 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 seven of the new national indicators collected through the Place Survey 2008/09 – drawing on comparator data from the previous wave 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.

As we can see, the data present an overall positive picture. Overall satisfaction with the local area has increased, and more people feel this year that they can influence decisions in their locality than did in 2006/07. The majority of people still believe that their local area is a place where people from different backgrounds get on well together. Perceptions of ASB in the area have stayed the same or resident perceptions have improved.

| National indicator | Definition   | BVPI 2006/07 (%) | Place 2008/09 (%) |
|--------------------|--|------------------|-------------------|
| NI1                | % of people who believe people from different backgrounds get on well together in their local area | 82               | 81                |
| NI4                | % of people who feel they can influence decisions in their locality                                | 23               | 28                |
| NI5                | Overall/ general satisfaction with the local area  | 75               | 81                |
| NI23               | Perceptions that people in the area do not treat one another with respect and consideration        | 41 <sup>9</sup>  | 27                |
| NI41               | Perceptions of drunk or rowdy behaviour as a problem   | 26               | 25                |
| NI42               | Perceptions of drug use or drug dealing as a problem   | 39               | 29                |

*Source: Ipsos MORI*

<sup>9</sup> BVPI 2006/07 wording: "Percentage of residents who think that people not treating other people with respect and consideration is a very or fairly big problem in their local area"

## 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.

As we can see, most scores are in line with the BVPI 2003/04 scores, after a spike in satisfaction with some services (e.g. bus services and sports facilities) in 2006/07:

| BVPI                      | Definition                                     | BVPI 2003/04 (%) | BVPI 2006/07 (%) | Place 2008/09 (%) |
|---------------------------|--|------------------|------------------|-------------------|
| BV3                       | Overall satisfaction with council              | 50               | 46               | 45                |
| BV89                      | Satisfaction with cleanliness                  |                  |                  | 66                |
| BV90A                     | Waste collection                               |                  |                  | 65                |
| BV90B                     | Waste recycling (local facilities)             |                  |                  | 77                |
| BV90C                     | Waste disposal (local tips)                    | 81               | 90               | 77                |
| BV103                     | Satisfaction with public transport information | 45               | 52               | 46                |
| BV104                     | Satisfaction with local bus services           | 50               | 57               | 52                |
| BV119A                    | Sports/leisure facilities                      | 51               | 59               | 58                |
| BV119B                    | Libraries                                      | 61               | 72               | 74                |
| BV119C                    | Museums/galleries                              | 30               | 29               | 49                |
| BV119D                    | Theatres/concert halls                         | 31               | 29               | 52                |
| BV119E                    | Parks and open spaces                          | 69               | 71               | 69                |
| <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 the three areas to Northumberland overall

The following chart provides an overview of area performance against the 18 citizen perspective indicators, compared to Northumberland overall. The NI scores are listed in the orange circles. Northumberland County Council's scores are used as baseline figures on the left. Depending on whether individual areas are performing better or worse on a particular indicator, figures are shown in green or red font colour. A black font colour indicates that the area scores are in line with Northumberland overall. For instance, we can see that for NI 1, the score for the South East is 74.9, which represents a 5.6 percentage point difference from the Northumberland average of 80.5 and illustrates that the authority is underperforming in this area compared to Northumberland overall.

## NIs: comparator scores

|   | N'land | S East | North | West |
|---|--------|--------|-------|------|
| NI1 % people who believe people from different backgrounds get on well together in local area         | 80.5   | 74.9   | 80.9  | 87.4 |
| NI2 % of people who feel they belong to their neighbourhood   | 68.5   | 62.1   | 72.6  | 73.3 |
| NI3 Civic participation in local area   | 17.1   | 11.3   | 20.6  | 21.3 |
| NI4 % of people who feel they can influence decisions in locality                                     | 28.1   | 26.0   | 30.3  | 28.4 |
| NI5 Overall/ general satisfaction with local area   | 80.9   | 73.5   | 83.1  | 89.5 |
| NI6 Participation in regular volunteering   | 24.9   | 17.9   | 29.5  | 29.8 |
| NI17 Perceptions of anti-social behaviour   | 15.9   | 23.6   | 13.4  | 7.1  |
| NI21 Dealing with local concerns about anti-social behaviour/crime issues by local council/police     | 33.0   | 31.2   | 34.2  | 34.2 |
| NI22 Perceptions of parents taking responsibility for behaviour of their children in area             | 34.2   | 21.6   | 40.5  | 46.4 |
| NI23 Perceptions that people in area do not treat one another with respect/ consideration             | 26.8   | 39.1   | 20.8  | 15.3 |
| NI27 Understanding of local concerns about anti-social behaviour/crime issues by local council/police | 30.1   | 28.9   | 32.8  | 29.2 |
| NI37 Awareness of civil protection arrangements in local area   | 16.5   | 15.4   | 18.5  | 15.7 |
| NI41 Perceptions of drunk or rowdy behaviour as problem   | 24.6   | 32.3   | 23.0  | 14.9 |
| NI42 Perceptions of drug use or drug dealing as problem   | 28.9   | 37.4   | 26.8  | 18.8 |
| NI119 Self-reported measure of people's overall health/ wellbeing                                     | 73.0   | 68.2   | 74.1  | 79.0 |
| NI138 Satisfaction with people over 65 with both home/ neighbourhood                                  | 85.0   | 80.0   | 86.2  | 90.5 |
| NI139 Extent to which older people receive support needed to live independently                       | 36.2   | 35.0   | 36.1  | 38.0 |
| NI140 Fair treatment by local services  | 76.0   | 71.7   | 77.8  | 80.5 |

**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.



## 5. About the local area

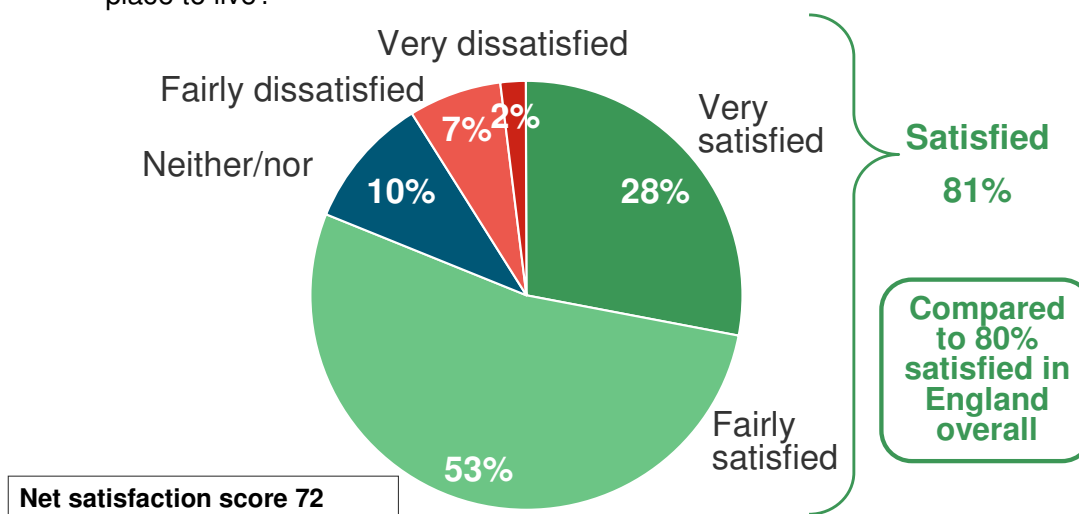
### General satisfaction with local area

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.

Four in five residents (81%) in Northumberland are satisfied with their local area as a place to live, with more than one in four (28%) very satisfied. Only one in ten (9%) are dissatisfied. This gives an NI5 score of 81.

### 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 (8718)



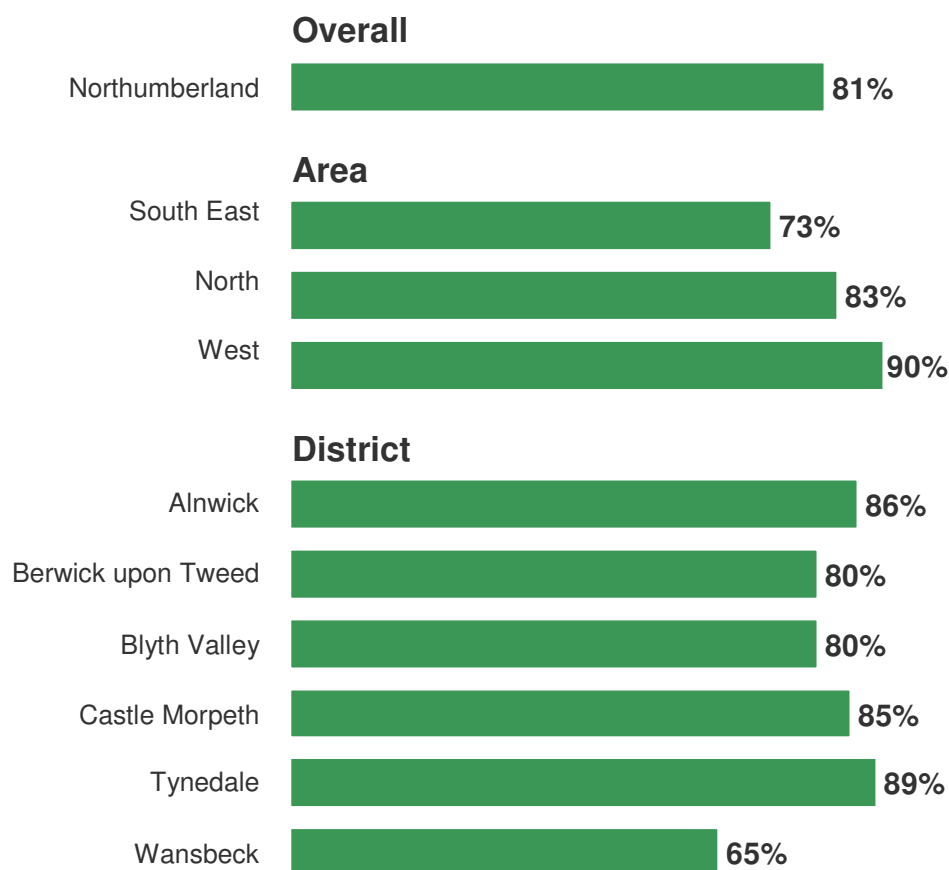


## Area analysis

As the following chart shows, residents in the West (90%) and the North (83%) are significantly more satisfied than residents in the South East (73%). Looking at the old district authority boundaries, satisfaction is highest in Tynedale and lowest in Wansbeck.

### Overall/general satisfaction with local area (NI 5): Areas and districts

NI.5: Overall/general satisfaction with local area



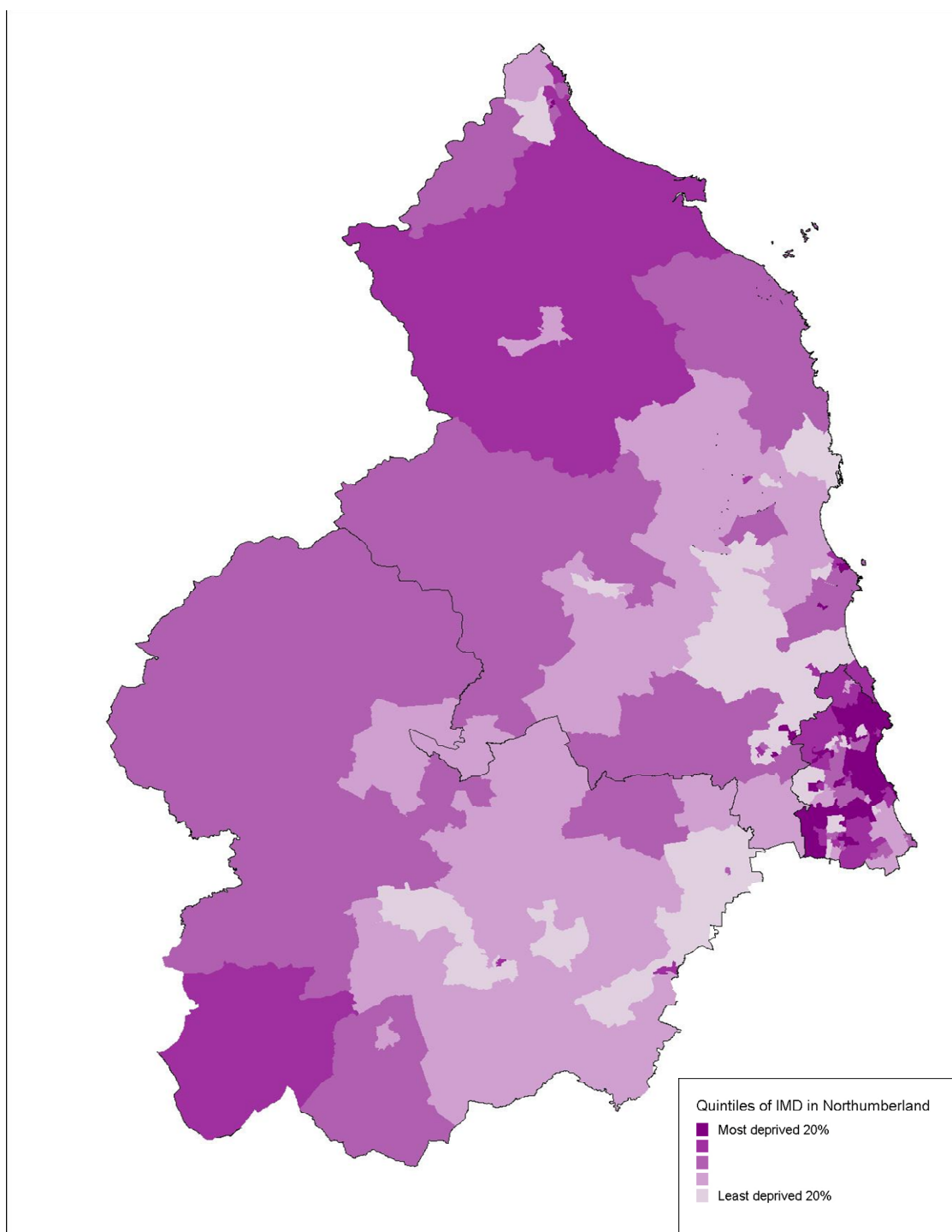
Base: All respondents (8,718)

Ipsos MORI



## The affect of deprivation on area satisfaction

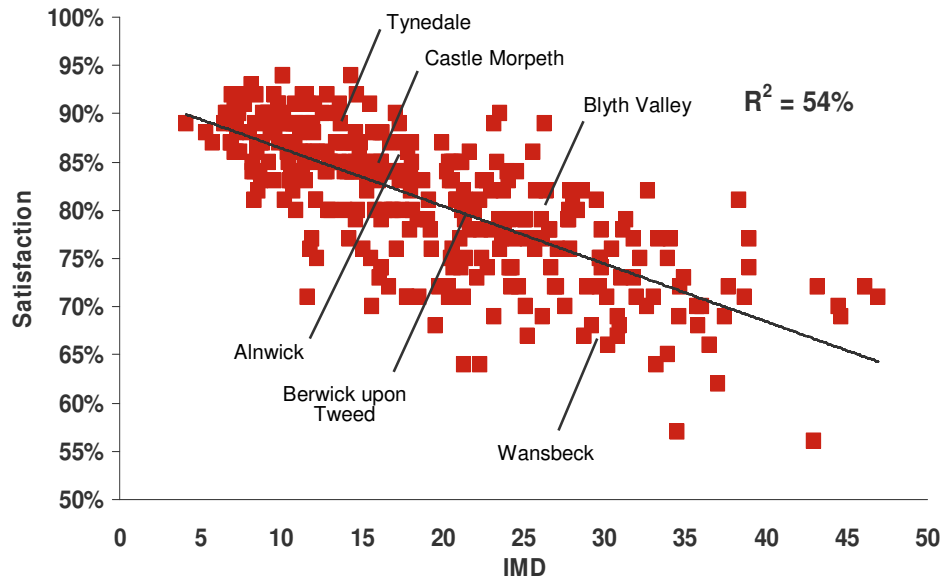
Northumberland is characterised by sharp inequalities of wealth and quality of life within the county. The following map clearly shows the pockets of heavy concentration in the north, south east and south west of the more deprived super-output areas. The absence of highly deprived areas in certain parts is just as evident.



The negative link between deprivation and people's attitude to where they live is shown when IMD scores for each district authority are plotted against satisfaction with the area. There is a strong correlation between the two factors and as deprivation levels go up, satisfaction with the local area goes correspondingly down (and vice versa). So, as the following chart shows, residents in Wansbeck and Blyth Valley (who score higher on the Index of Multiple Deprivation), tend to be less satisfied with their local area. On

the other hand, residents are happier with Tynedale, an area with a lower level of deprivation.

**Satisfaction with area is influenced by levels of deprivation**



Base: All valid responses, 323 local authorities, Place Survey 2008/09

Source: Ipsos MORI

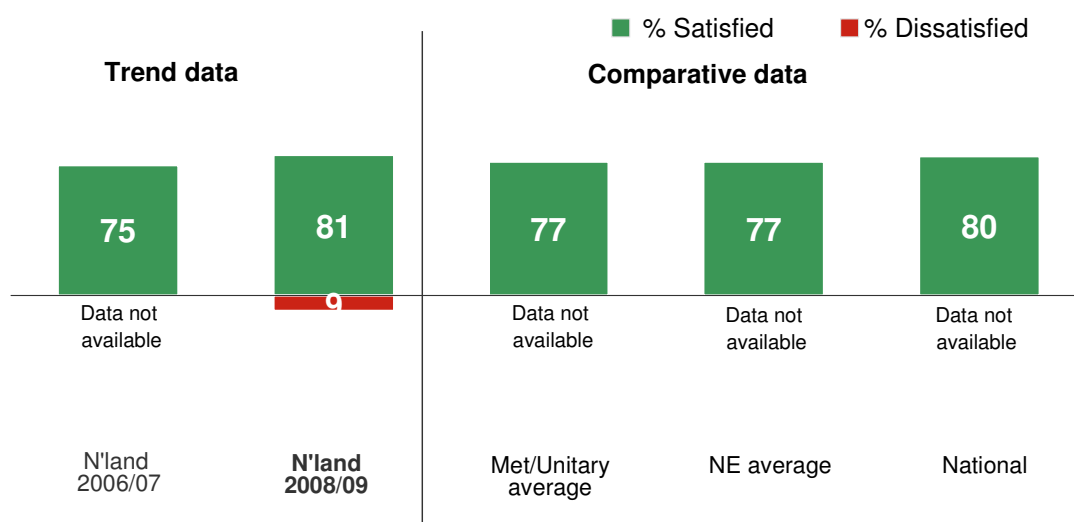
Ipsos MORI



As the following chart shows, satisfaction with the local area has risen significantly since 2006/7 (by six percentage points). Additionally, in 2008/9, Northumberland's scores are higher than the Met/Unitary and North East averages but the same as the overall average nationally.

## Satisfaction with local area (NI5): Contextual data

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



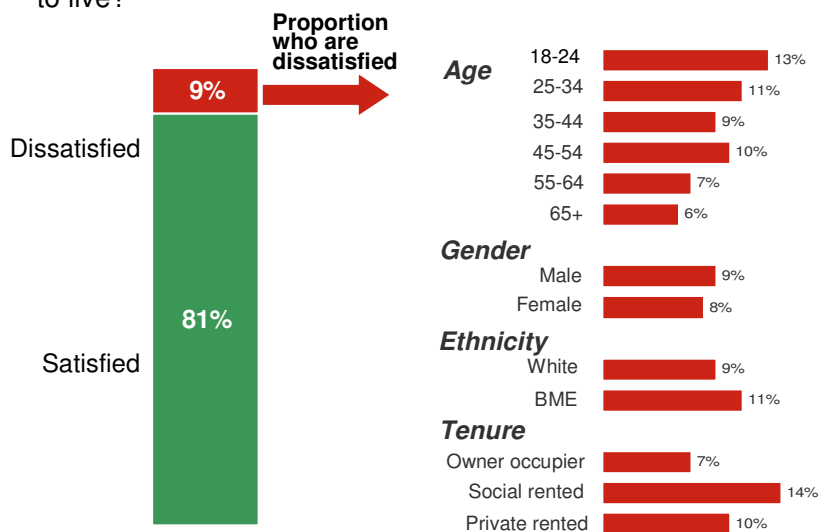
Ipsos MORI



As the next chart shows, there are differences in satisfaction levels by sub group, most notably by age and tenure. Older residents are generally more satisfied than younger residents with their local area as a place to live (87% of those aged over 65 vs. 81% overall) and social renters are on the whole more dissatisfied (14% vs. 9% overall).

## 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 (759)

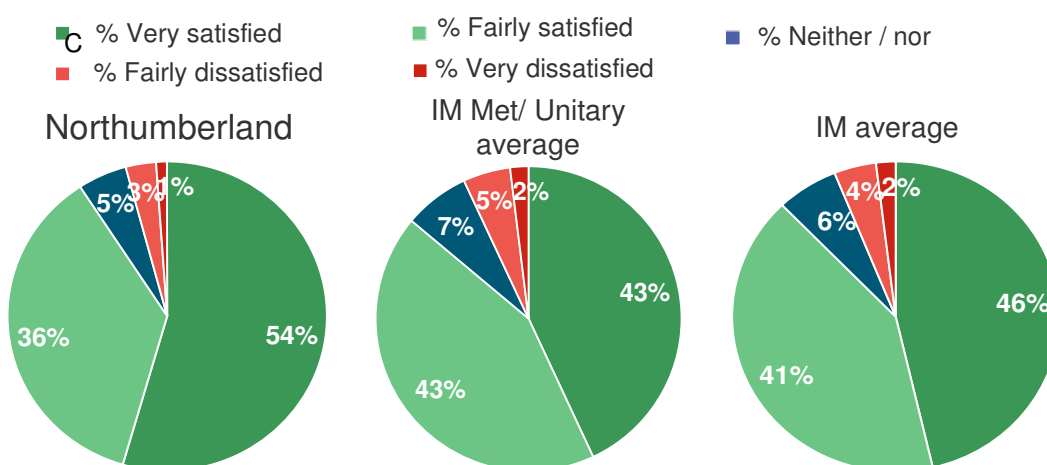


## Satisfaction with home

Residents were also asked about satisfaction with their home as a place to live. Overall, nine in ten respondents say they are satisfied (90%). Only four per cent say they are dissatisfied. Not only is this better than the Ipsos MORI Met/Unitary average (86% satisfied) but it outperforms the Ipsos MORI Place Survey norm for all local authorities (87%).

### Satisfaction with home as place to live

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



Ipsos MORI Base: All valid responses in Northumberland (8722)

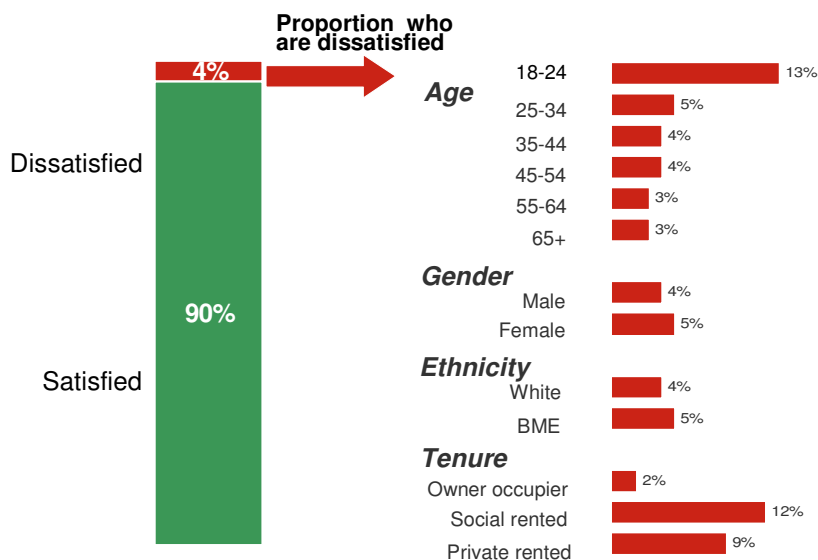


Satisfaction levels with one's home mirror satisfaction levels with the area overall. Again, respondents in the West (93%) and the North (90%) are significantly more likely to be satisfied than South East residents (88%). Residents from Tynedale are most likely to be positive (93%) about their home; residents from Wansbeck least so (85%).

As the next chart shows, older residents (aged 55 or over) and (perhaps unsurprisingly) owner occupiers (94%) are more likely to be satisfied with their homes as a place to live.

## 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 (391)

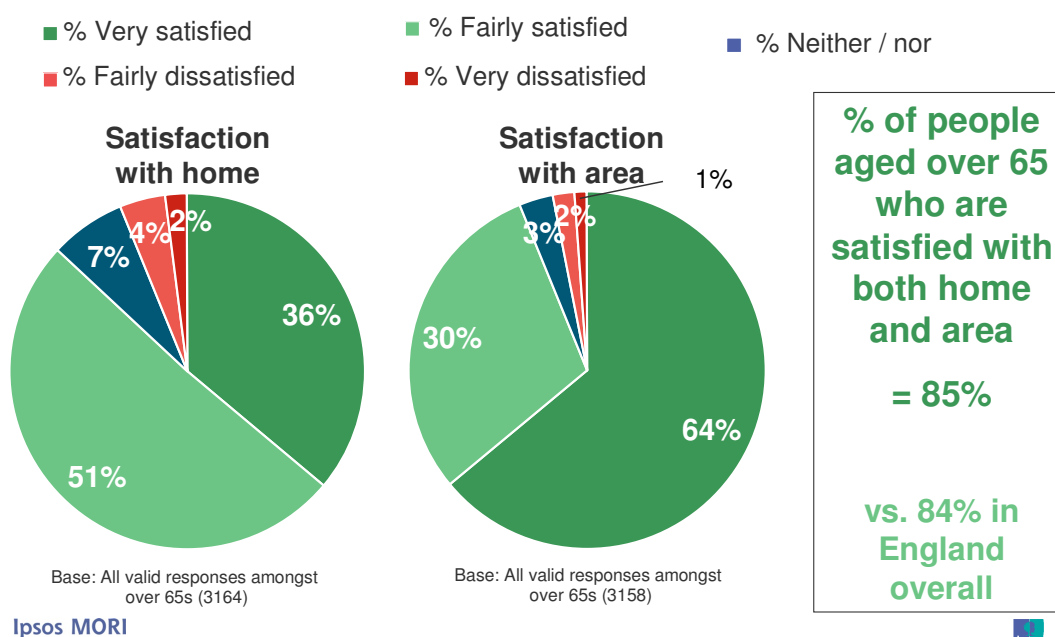




An important priority for government is to understand how older people (aged over 65) live, and the quality of their environment. NI 138 provides an overall assessment of this, by combining the satisfaction scores of residents aged over 65 with the local area and with their home.

The following chart shows how those aged 65+ in Northumberland view these issues, and indicates 85% are satisfied with *both* their local area and their home. This gives Northumberland an NI 138 score of 85, which is close to the national average (84%).

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

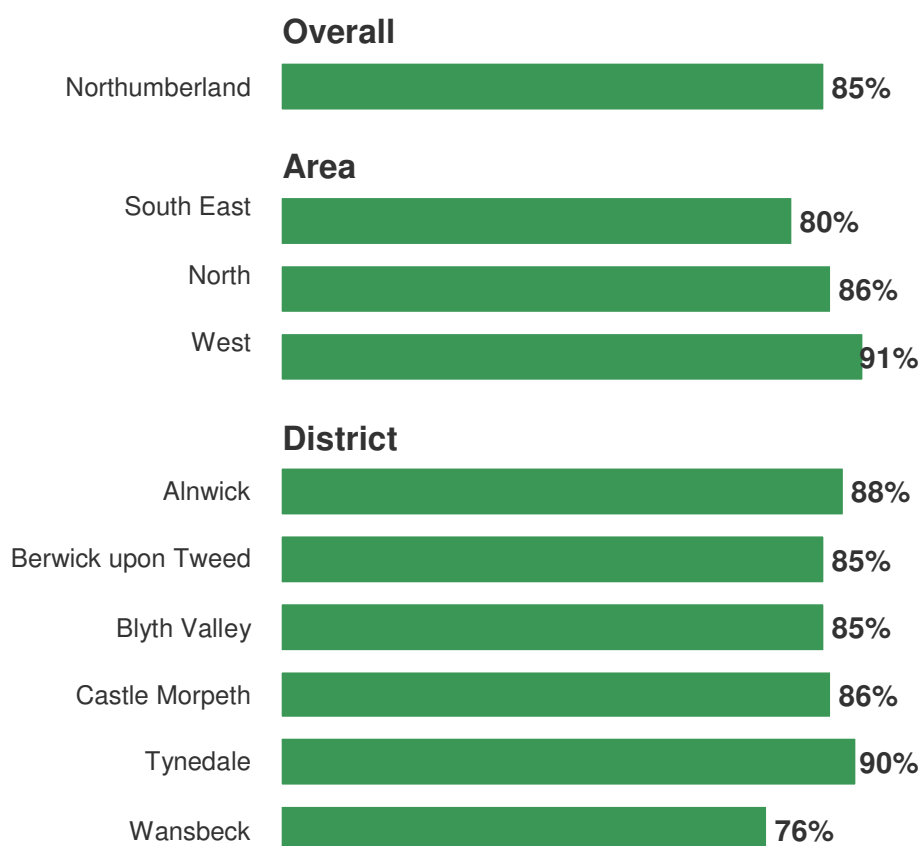


## Area analysis

As the next chart shows, satisfaction with NI 138 differs by area (although the patterns are largely similar to satisfaction with local area). Satisfaction is highest in Tynedale and the Western areas and lowest in Wansbeck and the South East areas. Again, deprivation is likely to be a key influencer here.

### Satisfaction of people over 65 with home and neighbourhood (NI 138): Areas and districts

NI.138: Satisfaction of people over 65 with both home and neighbourhood



Base: All respondents (8,718)

Ipsos MORI

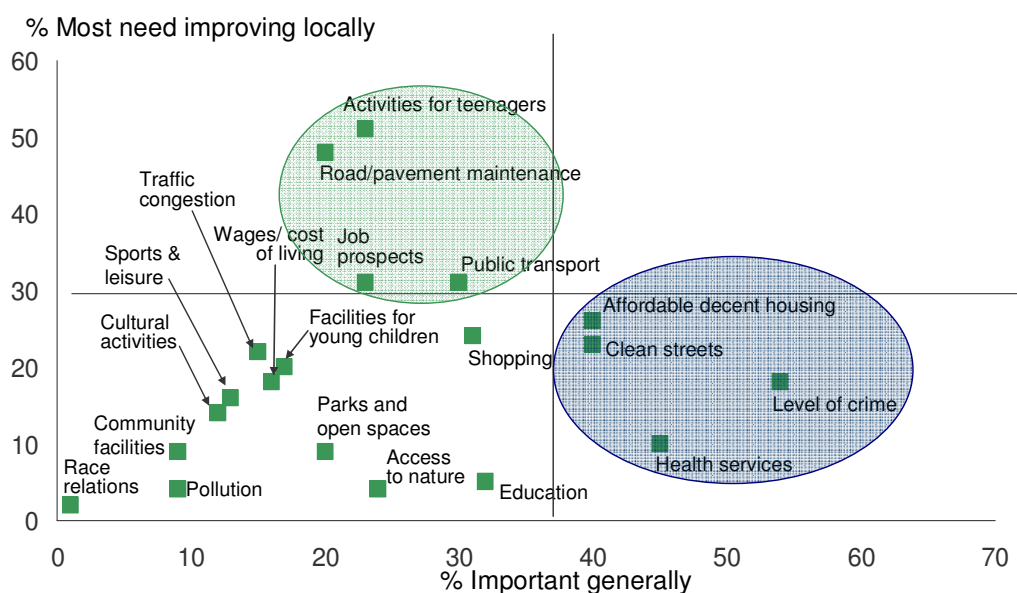


## Priorities for the local area

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

The key priorities are the level of crime, clean streets and affordable decent housing. Road and pavement repairs, activities for teenagers, public transport and job prospects are also thought to need improving, although the fact that they are considered by residents to be less important suggests these are lower priority.

## Developing priorities for improving quality of life

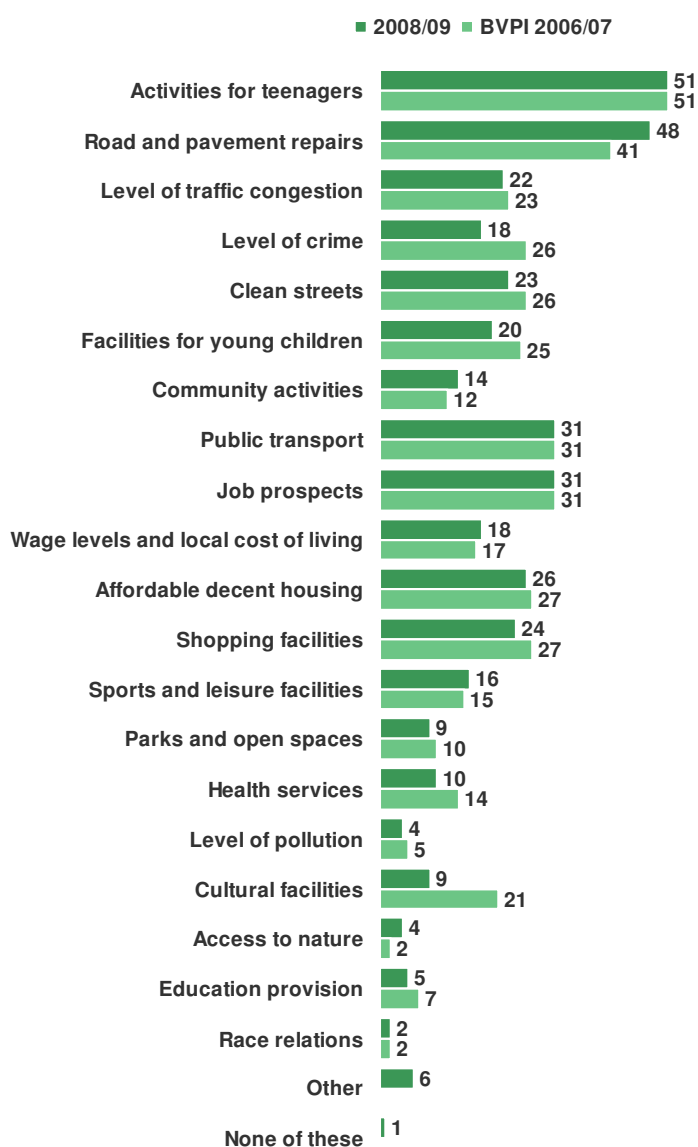


Ipsos MORI Base: All valid responses



Looking at the following chart, we can see how issues for improvement have changed since 2006/07. There has been no change for some of the key aspects such as activities for teenagers, public transport and job prospects, all which remain amongst the most important things in need of improvement. However, there is reduced emphasis on aspects such as the level of crime and cultural facilities. One notable decline however is road and pavement repairs; this is now the second most important aspect in need of improvement and has risen in importance according to residents.

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



## Priorities differ between local areas

There are significant differences between the three areas as the following table illustrates. Activities for teenagers are a particular concern in the South East (59%), followed by road and pavement repairs (41%). This is reversed for the West (59% and 46%). While job prospects are a worry in the South East and the North (33% and 35% respectively), they are not so much a key priority for residents in the West (24%).

| Top five priorities locally vs. generally |                                     |                                 |                                      |                                     |                                     |
|---|-------------------------------------|---------------------------------|--------------------------------------|-------------------------------------|-------------------------------------|
| <i>Base: All respondents</i>              | <b>Most important</b>               | <b>Most need improving</b>      | <b>Local priorities - South East</b> | <b>Local priorities - North</b>     | <b>Local priorities - West</b>      |
| (1)                                       | Level of crime (54%)                | Activities for teenagers (51%)  | Activities for teenagers (59%)       | Road and pavement repairs (47%)     | Road and pavement repairs (59%)     |
| (2)                                       | Health Services (45%)               | Road and pavement repairs (48%) | Road and pavement repairs (41%)      | Activities for teenagers (44%)      | Activities for teenagers (46%)      |
| (3)                                       | Affordable and decent housing (40%) | Job prospects (31%)             | Job prospects (33%)                  | Job prospects (35%)                 | Public transport (37%)              |
| (4)                                       | Clean streets (40%)                 | Public transport (31%)          | Level of crime (29%)                 | Affordable and decent housing (35%) | Affordable and decent housing (29%) |
| (5)                                       | Education (32%)                     | Affordable decent housing (26%) | Clean streets (28%)                  | Public transport (34%)              | Level of traffic congestion (26%)   |

Source: Ipsos MORI

## 6. Community safety

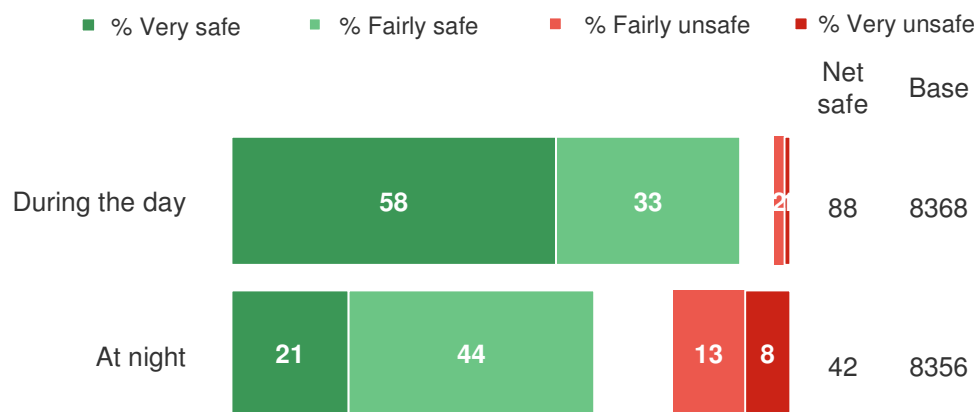
The new Place Survey seeks to build on the perceptions data collected through previous BVPI surveys, and ask a range of new questions which focus on the degree to which the police and other local public services work together to seek people's views about crime and anti-social behaviour, and are successfully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

### Safety in the local area

The overwhelming majority of residents (91%) feel safe in their local area during the day, and three in five feel *very* safe (58%). Only three per cent feel unsafe. As might be expected, feelings of safety fall at night. Although two thirds (64%) still feel safe when outside (and one fifth (21%) *very* safe), a quarter (22%) feel unsafe, and one in ten (8%) feel *very* unsafe.

### Safety in the local area

Q How safe or unsafe do you feel when outside in your local area...



Ipsos MORI Base: All valid responses



Similar to area satisfaction, the North and West areas perform above the average for Northumberland on both measures. For instance, 96% of residents in the West and 94% of residents in the North say they feel safe outside during the day, compared to 86% in the South East. Similarly, 80% in the West and 73% in the North say they feel safe at night, compared to 47% in the South East. Looking at district differences, residents of the Wansbeck and Blyth Valley are significantly more likely to say they feel unsafe at night-time: 35% and 32% respectively, compared to 22% overall.

Some of the other well-being/anti-social behaviour indicators support this: both Wansbeck and Blyth Valley have higher perceptions of drunk and rowdy behaviour than Northumberland on average. Wansbeck and Berwick also report higher concerns about drug-dealing in their local areas.

There are some significant demographic variations on feeling of safe outside *during the day* with older people (45+ years) more likely to say they feel safe (93%). Those aged 45-54 (70%), men (68%), those in full-time work (68%), and owner-occupiers (66%) are more likely to say they feel safe *after dark*. Social renters are significantly more likely to say they feel *very unsafe* outside after dark than the rest (19% vs. 8% overall).

Perhaps unsurprisingly, perceptions on whether local services are successfully dealing with ASB and crime are a strong driver for residents' perceptions of safety. As also might be expected, residents who are satisfied with their local area as a place to live are more likely to say that they feel safe in their area during the day or after dark.

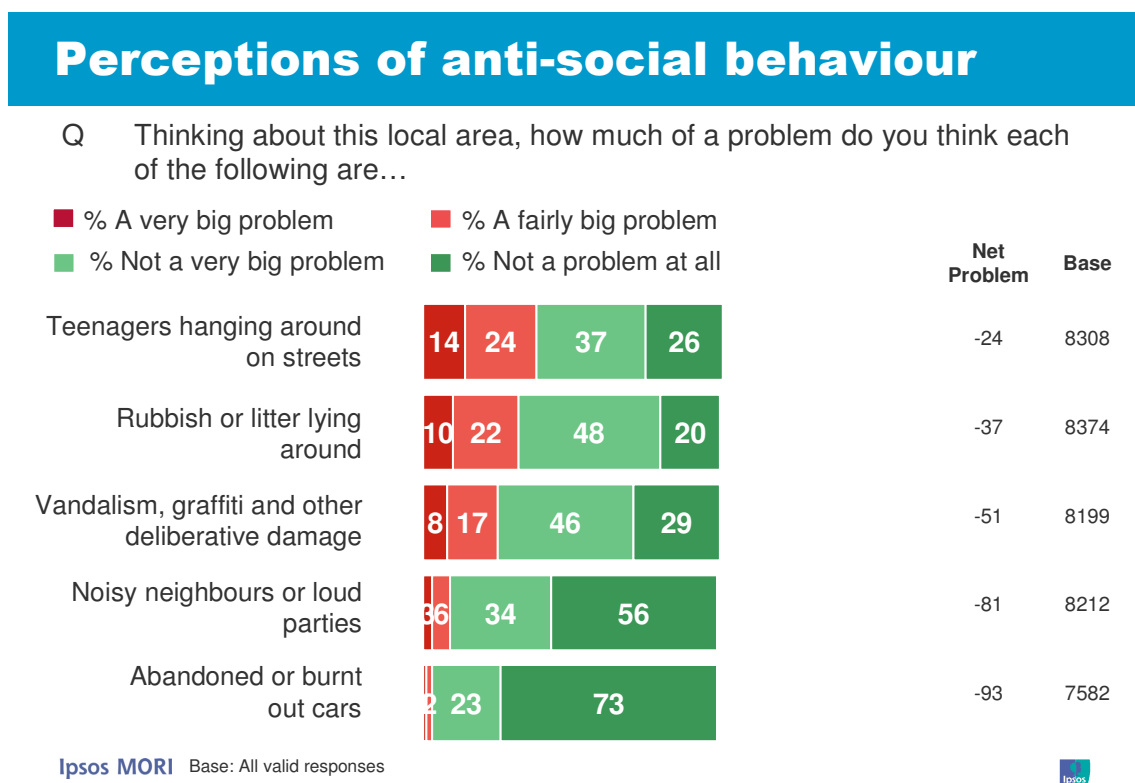
## Perceptions of anti-social behaviour

Overall perceptions of anti-social behaviour are used to form a national indicator, NI 17, which measures how serious people consider local ASB problems to be. The calculation is reached as follows: people are asked to rate how big a problem their area has with seven forms of anti-social behaviour. Each answer they give gets a score. A big problem means a high score; therefore 0 = Not a problem at all, 1 = Not a very big problem, 2 = Fairly big problem, 3 = Very big problem. High perceptions of ASB 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 NI 17 score for Northumberland is 15.9%, well below the Unitary/Metropolitan mean (23%) and the North East mean (21.2%).

As the following chart shows, the most widely perceived problem is with teenagers hanging around on the streets (38%) in keeping with an earlier finding, which identifies the provision of more activities for teenagers as the top priority for improvement locally. The next biggest perceived issue is rubbish and litter lying around (31%), and vandalism, graffiti and other deliberate damage to property of vehicles (25%).

Issues such as noisy neighbours or loud parties (10%) and abandoned or burnt out cars (3%) are perceived to be less problematic in Northumberland.

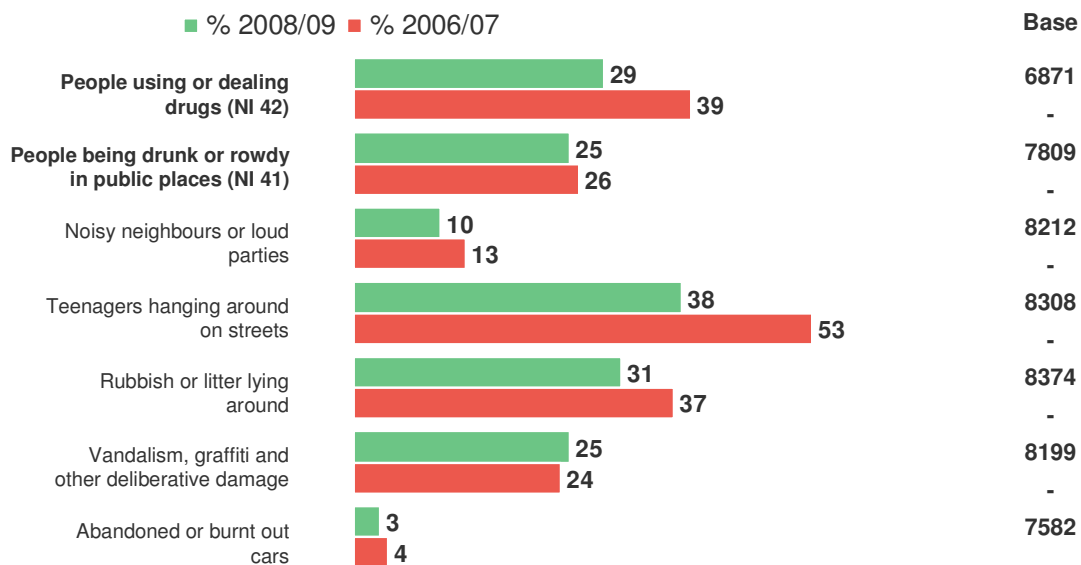




The following chart shows perceptions of crime and anti-social behaviour are generally lower than in 2006/07. This is particularly the case for teenagers on the streets (down 15 percentage points), drug using and dealing (down 10 percentage points) and rubbish and litter (down 6 points).

## Perceptions of anti-social behaviour: comparative data

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



Ipsos MORI



## Anti-social behaviour – area analysis

For most of the ASB indicators, the South East area has the highest perceived incidence, followed by the North. The West has reportedly the lowest incidence throughout. This is illustrated in the following table:

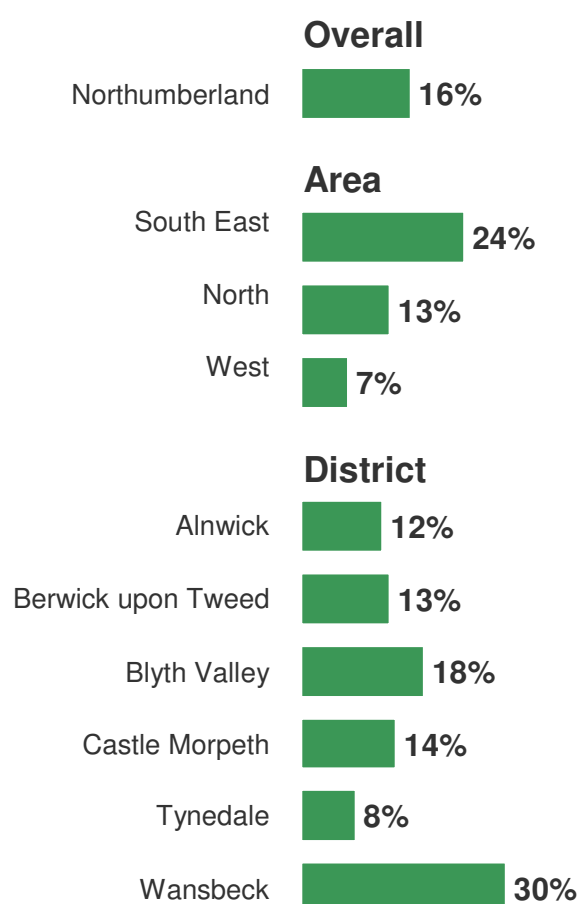
*Base: All respondents*

|   | N'land | South East | North | West | Alnwick | Berwick | Blyth Valley | Morpeth | Tynedale | Wansbeck |
|---|--------|------------|-------|------|---------|---------|--------------|---------|----------|----------|
| Teenagers hanging around on streets               | 38%    | 52%        | 30%   | 25%  | 26%     | 28%     | 46%          | 35%     | 24%      | 59%      |
| Rubbish or litter lying around                    | 31%    | 40%        | 27%   | 23%  | 27%     | 24%     | 34%          | 30%     | 24%      | 46%      |
| Vandalism, graffiti and other deliberative damage | 25%    | 37%        | 18%   | 12%  | 16%     | 16%     | 29%          | 21%     | 12%      | 47%      |
| People using or dealing drugs                     | 29%    | 37%        | 27%   | 19%  | 19%     | 38%     | 32%          | 25%     | 19%      | 43%      |
| People being drunk or rowdy in public places      | 25%    | 32%        | 23%   | 15%  | 20%     | 24%     | 29%          | 21%     | 17%      | 36%      |

Looking at NI 17 in particular, there are significant differences between the different areas and districts, as the following chart shows.

## Perceptions of anti-social behaviour (NI 17): Areas and districts

NI.17: Perceptions of anti-social behaviour



Base: All respondents (8,861)

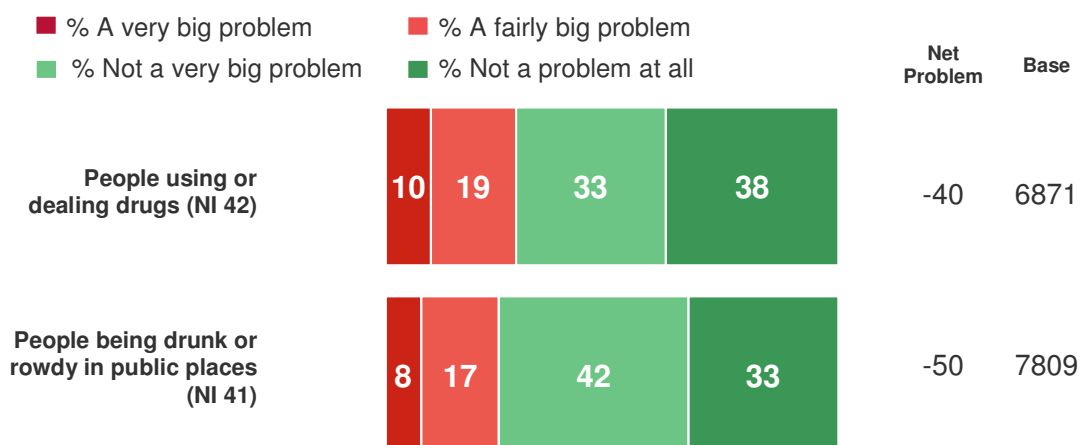
Ipsos MORI



Looking at the other national indicators relating to anti-social behaviour (see following chart): three in ten residents consider people using or dealing with drugs (29%; NI 42) as a very or fairly big problem and a quarter of residents perceive being drunk or rowdy in public spaces as a very or fairly big problem (25%; NI 41) in the area.

## 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) = 16 vs. 20 in England overall

Ipsos MORI Base: All valid responses



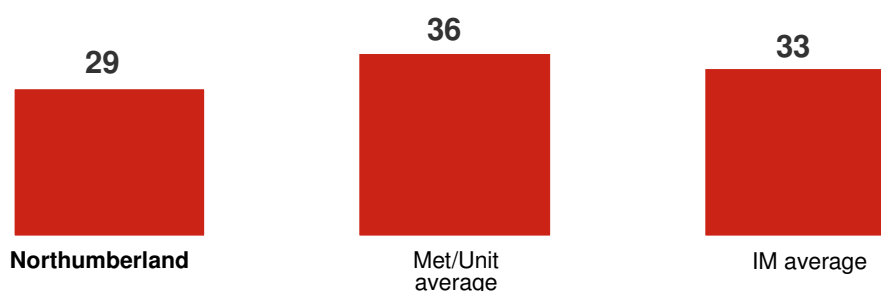
As the following two charts on NI 42 and NI 41 show, Northumberland also outperforms the Ipsos MORI Met/Unitary and the Ipsos MORI overall average on both measures.

## 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

% Problem



Ipsos MORI

Base: All valid responses 2008/09 (6871). \* 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'.

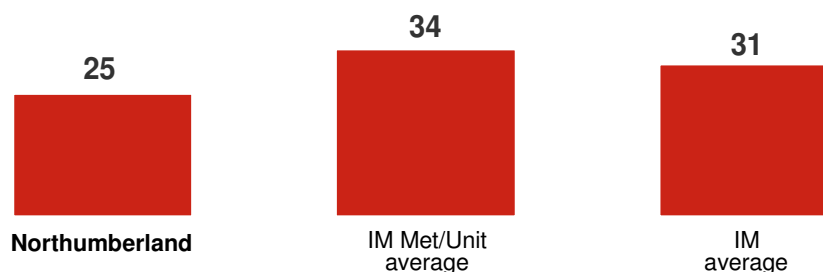


## People being drunk or rowdy in public places (NI 41): Contextual data

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

% Problem



Ipsos MORI

Base: All valid responses 2008/09 (7809). \* 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'.



## Perceptions of ASB – demographic analysis

There are some variations in perceptions of anti-social behaviour by sub group:

- Teenagers hanging around the streets is significantly more likely to be perceived as a problem among social tenants (54% vs. 38% overall) and those in full-time work (41%);
- Vandalism is a more significant problem for younger residents (31% of those aged 18-34 vs. 25% overall), as is people using or dealing drugs (47% of 18-24-year-olds vs. 29% overall); and
- Rubbish and litter lying around is more likely to be a worry for social renters (39% vs. 31% overall).

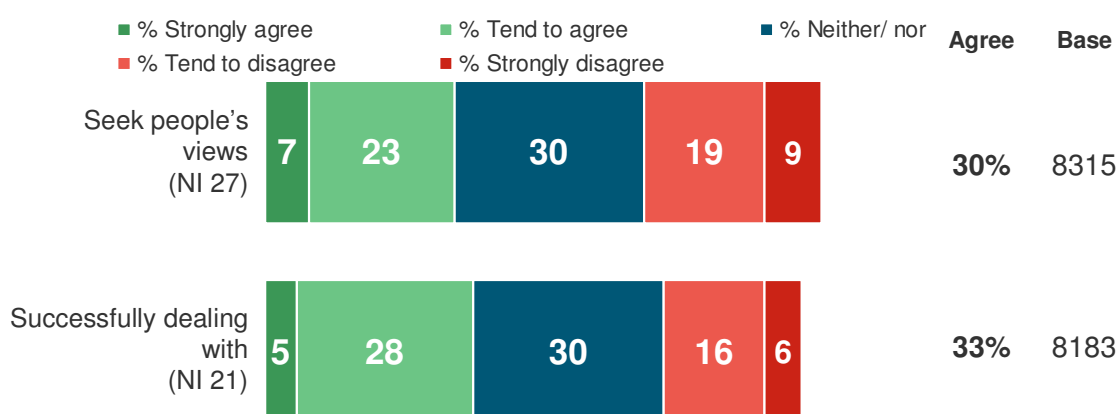
Furthermore, what also seems to influence in a positive way people's views on anti-social behaviour is their sense of belonging to the neighbourhood, perceptions on community cohesion as well as general feeling of safety and perceptions that local agencies are dealing with anti-social behaviour and crime successfully.

## 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 (NI 21 and 27). As the following chart illustrates, three in ten residents (30%) agree that the police and other local public services *seek people's views* about the above issues in their local area. A similar proportion (33%) agrees that the same services are *successfully dealing with* the above issues in the local area (NI 27 and NI 21 scores respectively, calculated using the proportion of respondents who strongly agree/tend to agree). The views of the remaining proportion of residents is fairly equally split between those who disagree, those who neither agree nor disagree with this statement and around one in seven (12%) are unable to give a response, indicating that perhaps many residents are unaware of much of the work in this area and are therefore unable to give an assessment of the work of the police and other local public services in this aspect.

### 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.



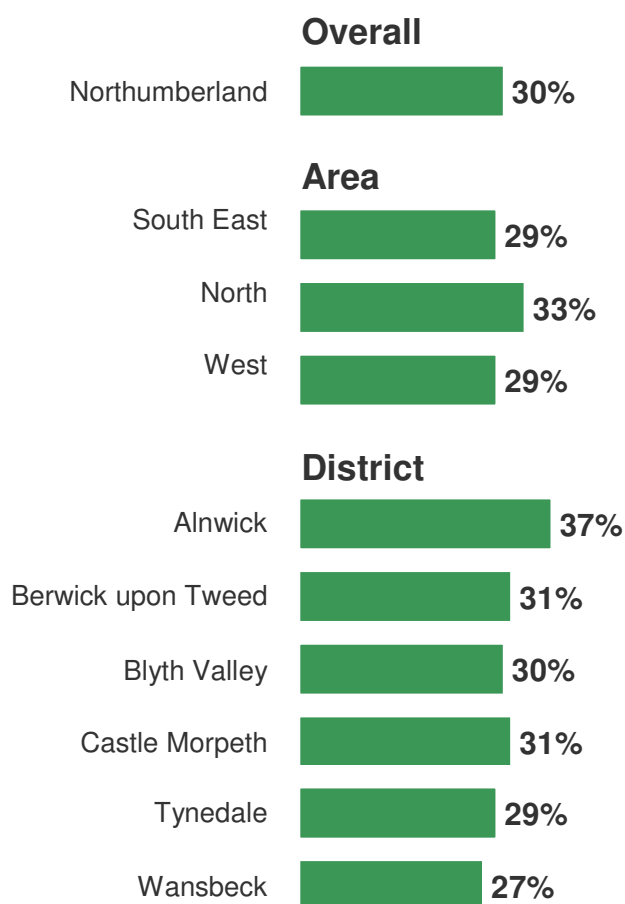
Residents in the North are significantly more likely to agree that they are being consulted (33%, compared to 30% overall), especially in Alnwick (37%). Those in the South East area are most likely to disagree (31%), with the highest reported disagreement in Wansbeck (35%). Residents in the South East, particularly Wansbeck,

are also most likely to disagree that ASB and crime are successfully dealt with in their local area (26% and 31% respectively, compared to 22% overall).

The following graph shows how understanding of local concerns about anti-social behaviour and crime differs by area and district:

## Understanding of local concerns about ASB and crime issues (NI 27): Areas and districts

NI.27: Understanding of local concerns about anti-social behaviour and crime issues by the local council and police



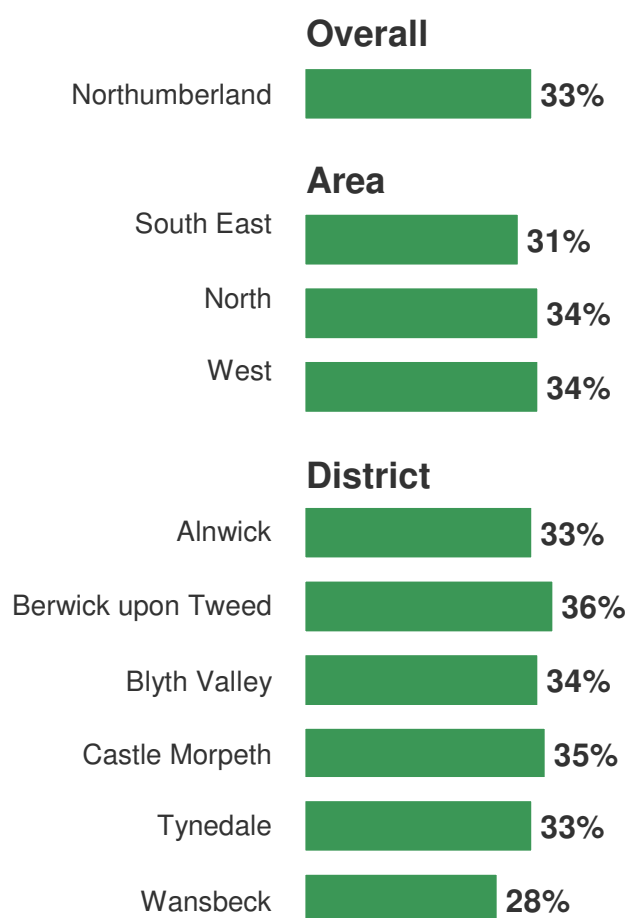
Base: All respondents (8,315)



This graph illustrates how perceptions of dealing with local concerns about anti-social behaviour and crime vary by area and district:

## Dealing with local concern about anti-social behaviour and crime issues (NI 21): Areas and districts

NI.21: Dealing with local concern about anti-social behaviour and crime issues by the local council and police



Base: All respondents (8,183)

Ipsos MORI



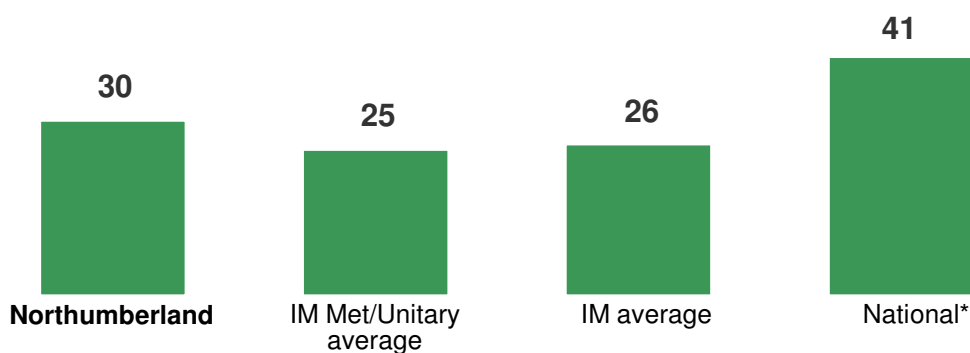
Among those who disagree that local services seek people's views and act successfully on anti-social behaviour issues in the local area, disagreement increases significantly amongst owner-occupiers and full-time workers.

In relation to NI 27 (Understanding local concerns about crime and ASB), Northumberland is slightly above the Ipsos MORI average for Met and Unitary Authorities and the Ipsos MORI average, but below the national average for areas where this question was also asked.<sup>10</sup>

## 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?

% Agree



Ipsos MORI

Base: All valid responses (8315). \* 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.

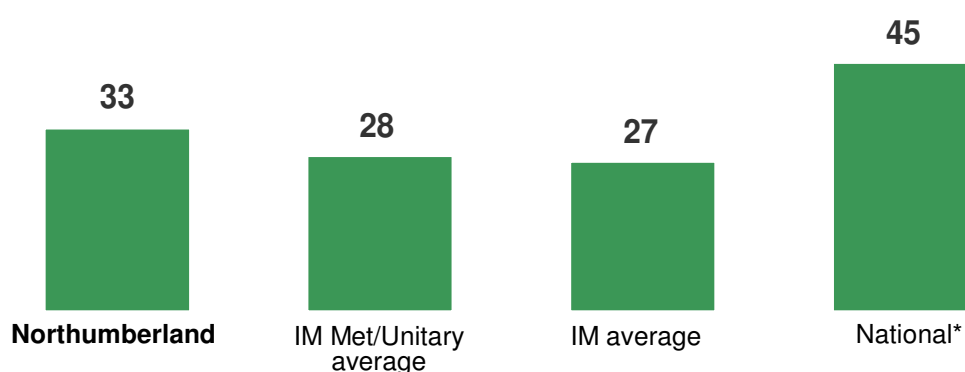



The pattern is similar for NI 21 (dealing with local concerns about crime and ASB). Again, the County Council is slightly above the Ipsos MORI average for Met and Unitary Authorities and the Ipsos MORI average, but below the national average for areas where this question was also asked<sup>11</sup>.

## 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



Ipsos MORI Base: All valid responses (8183). \* 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. 

<sup>10</sup> The national average is based on a face-to-face survey and due to the difference in methodologies; therefore, comparison between the results should be interpreted with caution. In addition, the data from the national survey is available for the 'agree' option only.

<sup>11</sup> The national average is based on a face-to-face survey and due to the difference in methodologies; therefore, comparison between the results should be interpreted with caution. In addition, the data from the national survey is available for the 'agree' option only.

## 7. 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

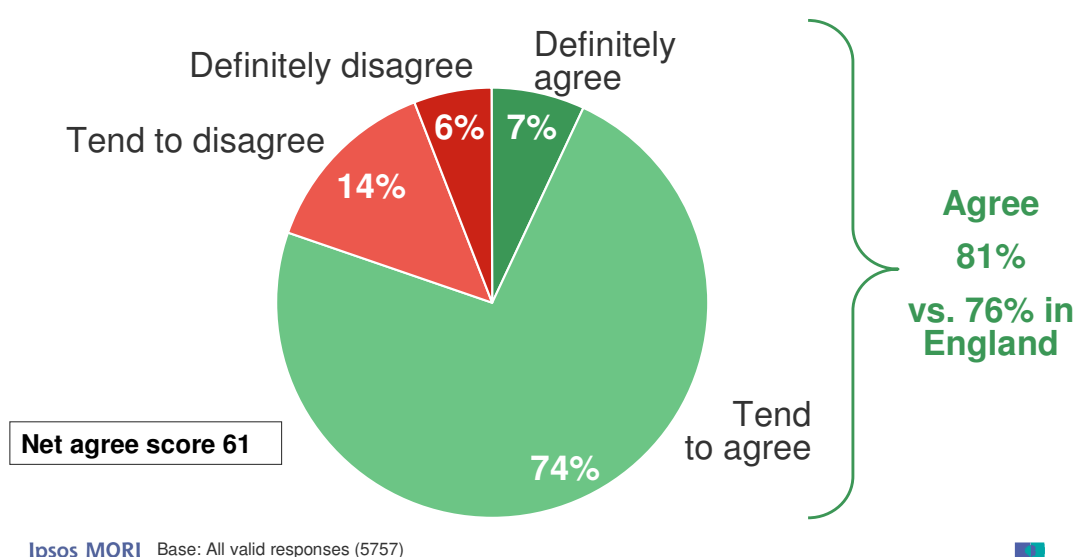
A recognised way of measuring community cohesion is by asking about the degree to which people agree that their local area is one where people from different backgrounds get on well together (NI 1).

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.

Four in five of residents (81%) agree that their local area is a place where people from different backgrounds get on well together although one in five (19%) disagree. The NI 1 score, which is calculated by adding the percentage of those who strongly or fairly agree, is 81%. This score is five percentage points above the national average (76%).

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

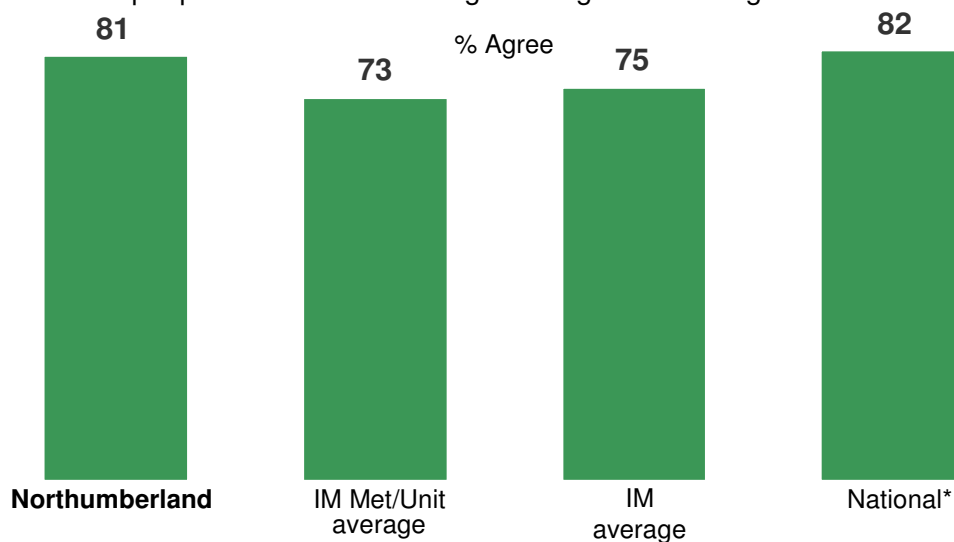
Q To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



Northumberland scores on this measure are above the Ipsos MORI average and the Ipsos MORI Met and Unitary average and roughly in line with national findings from the Citizenship Survey.<sup>12</sup>

### 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 (5757). \*National figures based on Citizenship Survey 2007/08, face to face survey of 8,804 adults in England, April 07 – March 08

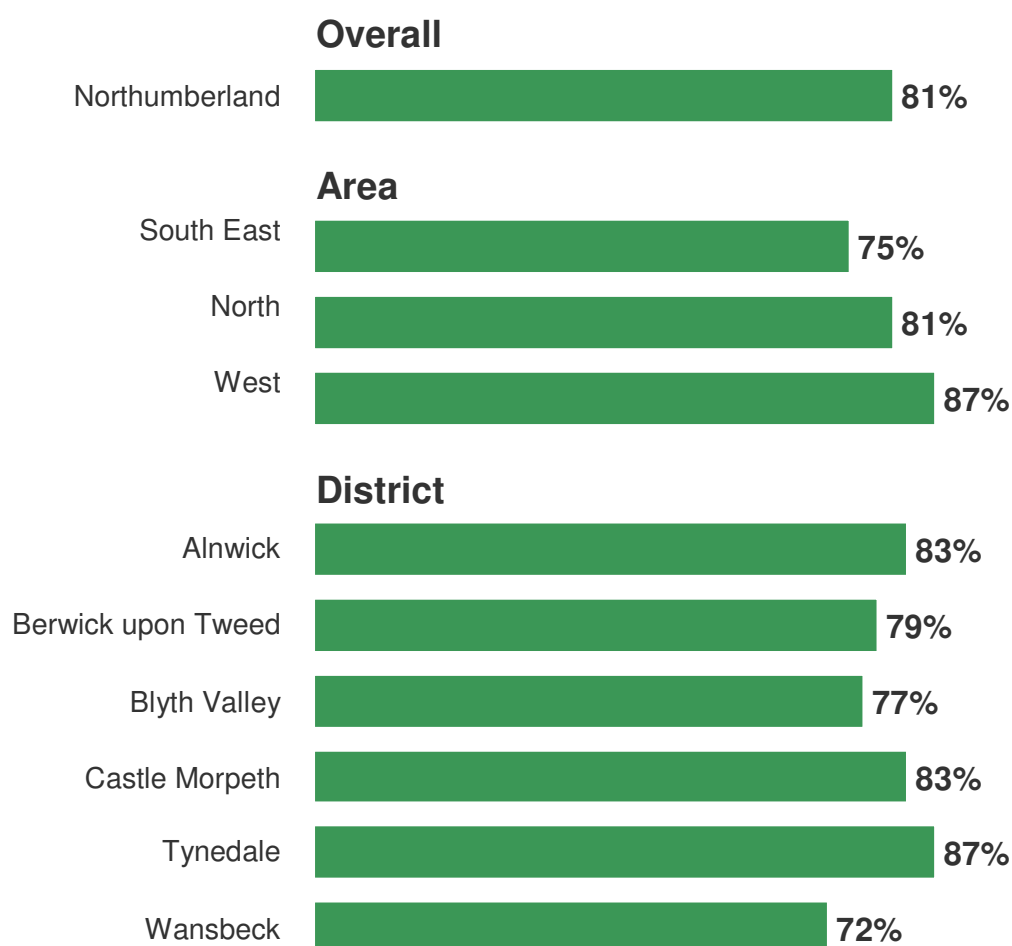


<sup>12</sup> Nationally speaking, the Citizenship Survey shows that there has been a small increase in the proportion of people who perceived their community as cohesive, from 80% in 2005 to 82% in 2007/08.

In line with other findings of the Place Survey, the West (87%) and the North (81%) perform better than the South East (75%). Residents in Wansbeck (28%), Blyth Valley (23%), but also Berwick upon Tweed (21%) are more likely to disagree that people from different backgrounds get on well in their local area.

## Whether people from different backgrounds get on well together (NI 1): Areas and districts

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



Base: All respondents (5,757)

Ipsos MORI



As with other indicators, people are more likely to be positive about individual indicators if they feel satisfied with their area, have a sense of belonging, feel safe, think they are able to influence local decisions and think that local authorities dealt with crime and ASB successfully.

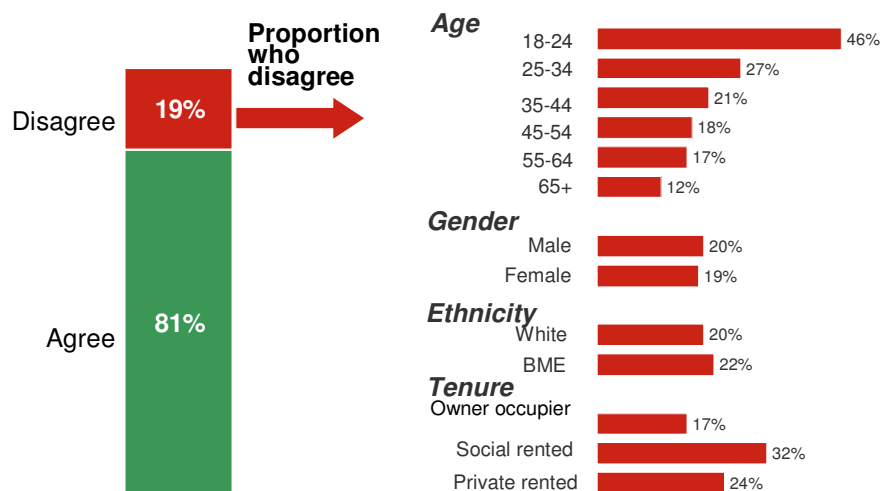
## Perceptions of community cohesion – demographic analysis

Again, the latest national picture<sup>13</sup> shows us that there is 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. Northumberland is in line with this picture.

Overall, older people are more likely than younger people to think that their local area is cohesive. In Northumberland, older people aged 55 or over being more positive on this issue (86% agree vs. 81% overall). This supports wider national findings<sup>14</sup> from the 2007/08 wave of the Citizenship Survey which indicate older people are more positive than their younger counterparts. Perceptions of social cohesion are highest among those aged 75 or over (91%) and lowest among those aged 16-24 (76%).

### 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 (1123)



It is not possible to analyse whether the views of ethnic minorities differ in any way due to the small base size for ethnic minorities who took part in the survey (i.e. only 28

<sup>13</sup> Citizenship Survey 2007/08

people). Nationally, people from a minority ethnic background are more likely than White people to feel that their local area is a place where people from different backgrounds get on well together (83% compared with 81%).

In line with similar trends outlined so far, other drivers of positive views on this issue in Northumberland are general satisfaction with the area, sense of belonging, ability to influence decisions, feeling of safety outside after dark as well as how the Council is perceived to be performing on information provision, dealing with anti-social behaviour and crime and responding to residents' concerns.

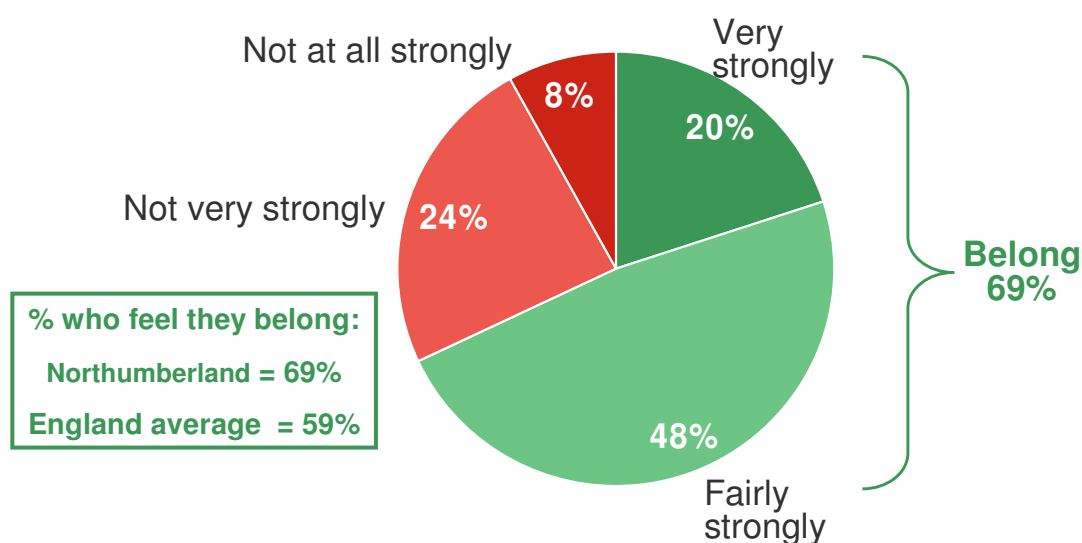
### Belonging to neighbourhood

As a way of measuring cohesiveness in the local area (NI 2), the Place Survey also asked residents about the degree to which they feel they belong to their neighbourhood (NI 2).

On this indicator (calculated by the sum of those feeling very and fairly strongly), over two thirds of residents (69%) say they feel they belong to their immediate neighbourhood very or fairly strongly. Close to a third (31%) do not. This gives an NI 2 score of 69%. This is ten percentage points higher than the national average (59%).

## Belonging to neighbourhood (NI 2)

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



Ipsos MORI Base: All valid responses (8373).



<sup>14</sup> Citizenship Survey 2007/08



A sense of belonging appears to be particularly pronounced in the West (73%) and the North (73%) and less so in the South East (62%; compared to 69% overall). Residents in Blyth Valley (39%) and Wansbeck (37%) are considerably more likely to not feel a strong sense of belonging.

According to the Citizenship Survey, where this question is also asked, nationally there has been an improvement on this measure. According to the survey's latest figures, the proportion of people who feel they belong to their local area has moved up from 70% in 2003 to 75% in 2007/08<sup>15</sup>.

Older residents aged 55 and over, have a stronger sense of belonging. How people also feel about their area generally as well their perceptions of different aspects of the Council and importantly whether they belong to groups making decisions about the local area or have done voluntary work are related to the strength of their sense of belonging to the neighbourhood.

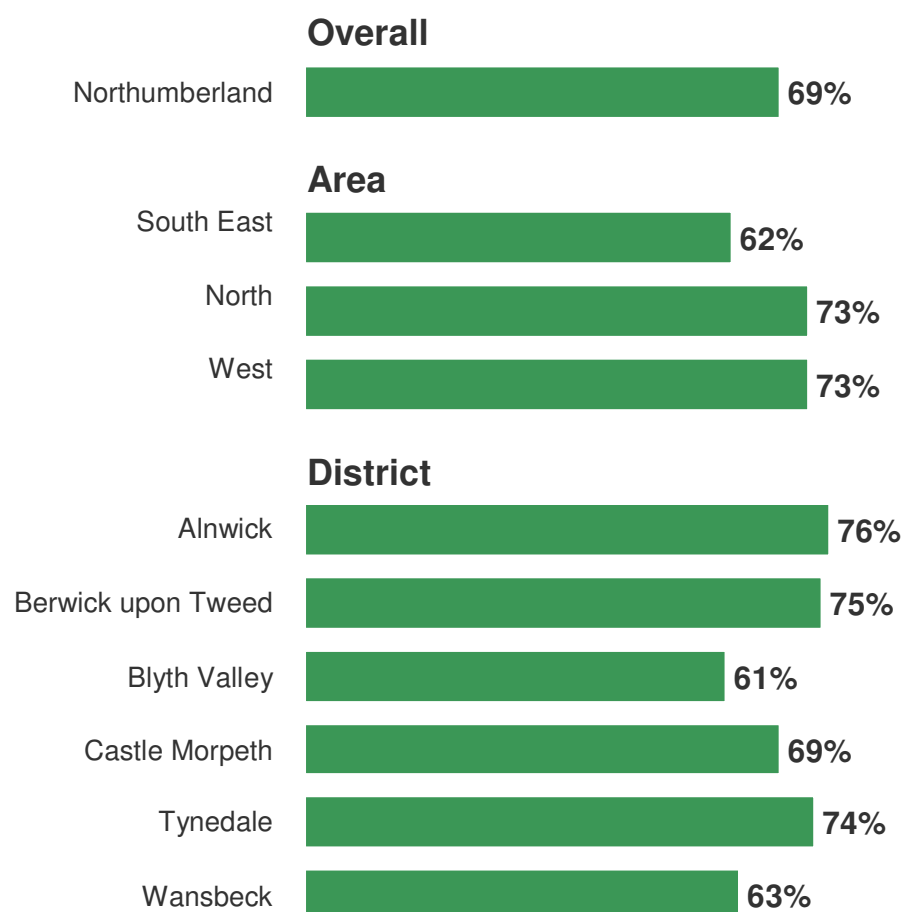
---

<sup>15</sup> Direct comparisons with the Citizenship Survey are indicative only due to the different methodology used (face-to-face survey).

Residents in the South East are less likely than people in the North or West to say they feel they belong to their neighbourhood (62% vs. 73% and 73%). District-wise, ratings are lowest in Blyth Valley (61%) and Wansbeck (63%).

## Belonging to neighbourhood (NI 2): Areas and districts

NI.2: % of people who feel that they belong to their neighbourhood



Base: All respondents (8,373)

Ipsos MORI



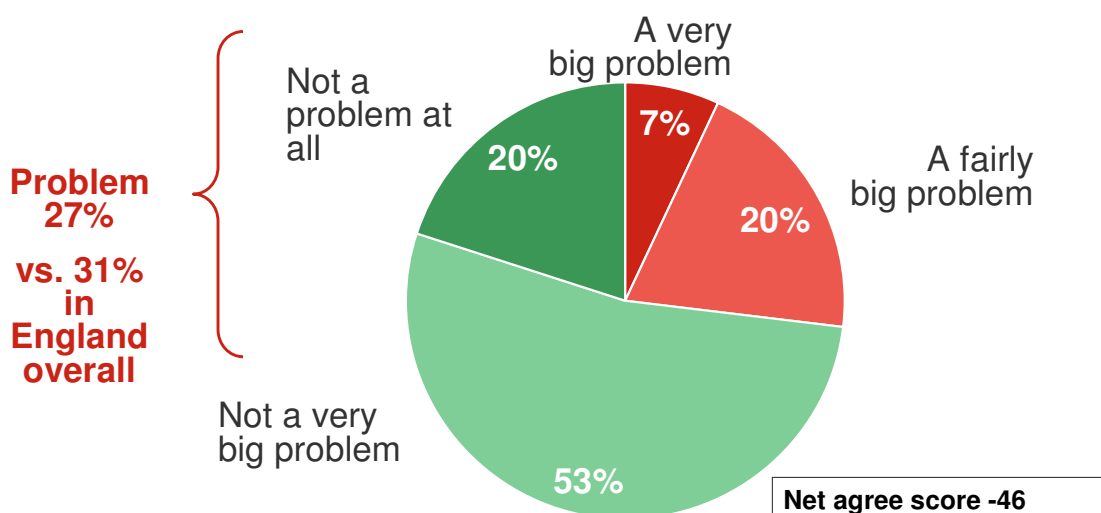
## Respect and consideration

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.

The majority of Northumberland residents (73%) do not see a lack of people treating each other with respect and consideration as a problem. The score for NI 23 is 26.8%, i.e. those who consider this problem to be a very or fairly big problem.

### People being treated with respect and consideration (NI 23)

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 (7985)



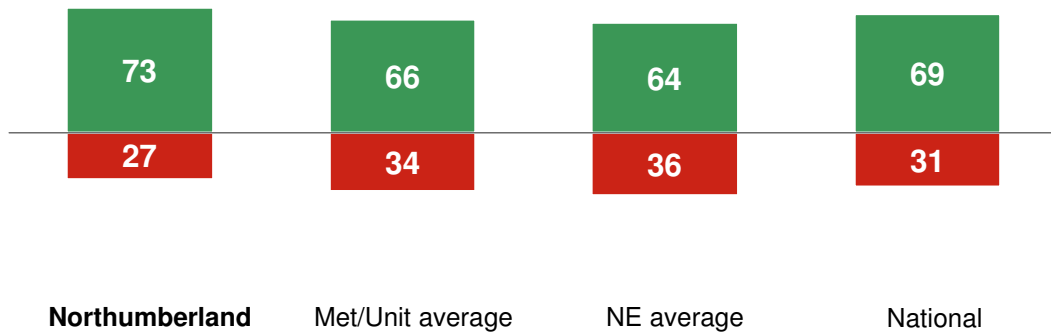
Looking at sub groups, younger residents (47% of 18-24-year-olds), social renters (41%), and those living with a disability (29%) are more likely see lack of respect and consideration as a very or fairly big problem. Older people (78% of those over 55) and owner-occupiers are more likely to see it as no or not a very big problem.

As the following chart shows, Northumberland figures are above the Met/Unitary, the North East and the National averages.

## 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?

■ % Not a problem ■ % A problem



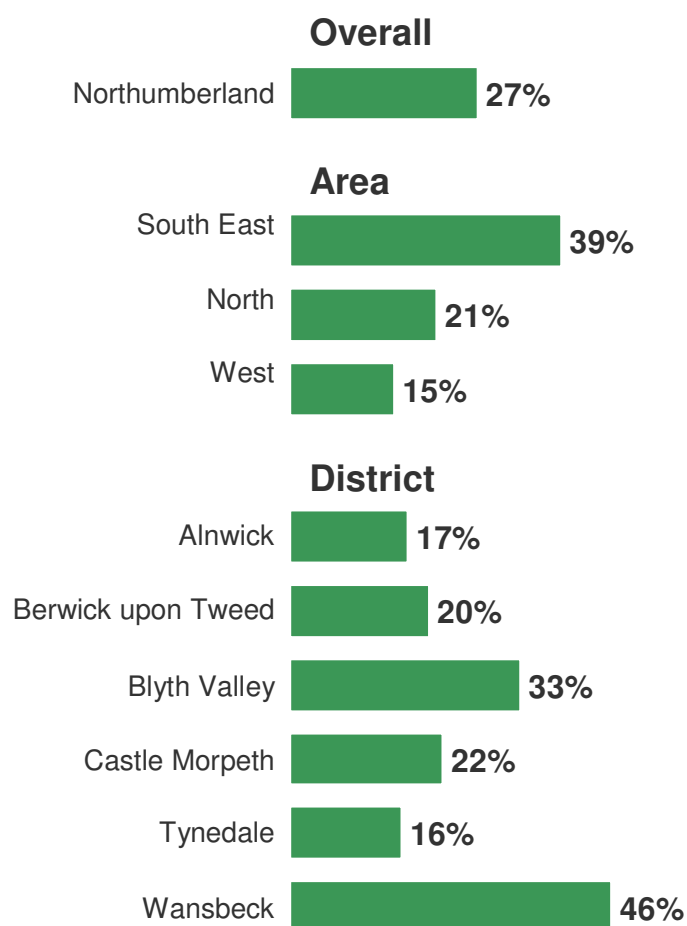
Ipsos MORI Base: All valid responses 2008/09



Area-wise, residents in the South East are significantly more likely to perceive people not treating each other with respect as a concern (39% vs. 27% overall). It is a particular issue in Wansbeck (46%), followed by Blyth Valley (33%).

## People treating one another with respect and consideration (NI 23): Areas and districts

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



Base: All respondents (7,985)

Ipsos MORI



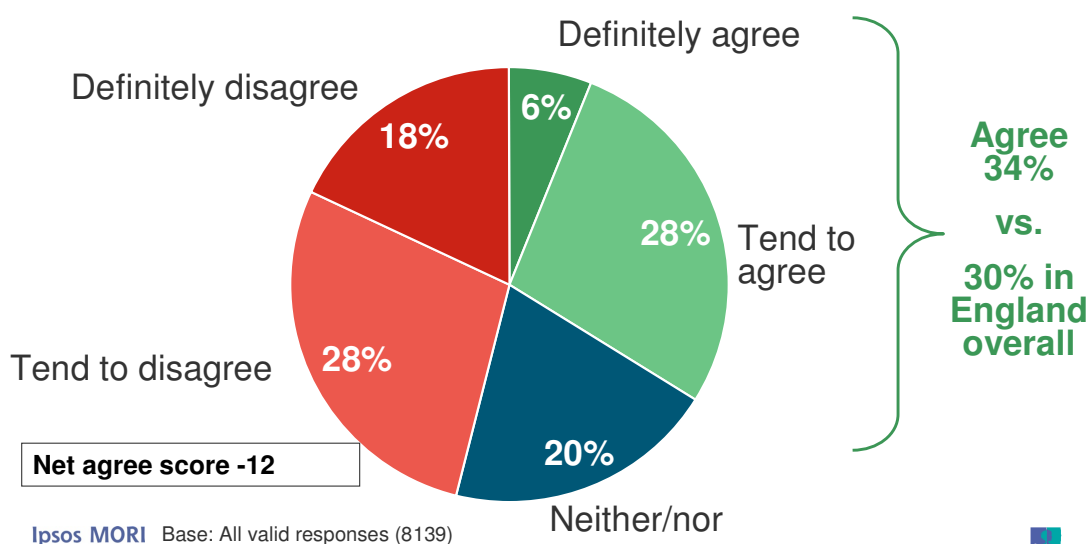
## Parents taking responsibility

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.

Northumberland residents are more likely to have negative perceptions on this issue. There are more residents *disagreeing* that in their local area parents take enough responsibility for the behaviour of their children than agreeing (46% vs. 34%). One in five residents (20%) do not have a view either way. The score on this indicator (NI 22) is 34%, which is the percentage of people who say definitely or tend to agree. This score is four percentage points better than the national average (30%).

### 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?

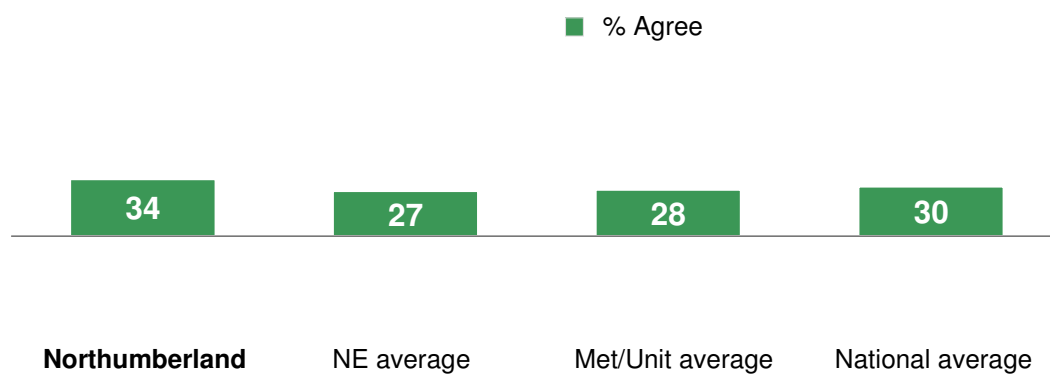


Attitudes appear to be more negative among young people. Three fifths (61%) of those aged 18-24 disagree that parents take enough responsibility (compared to 46% overall). Social renters are also more likely to disagree (52%) as they are perhaps more likely to see the effects of parents not taking not enough responsibility for the behaviour of their children.

As the following chart shows, the proportion of residents agreeing that parents take responsibility for the behaviour of their children is higher in Northumberland than the North East, the Met/Unitary and the national averages.

## 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?



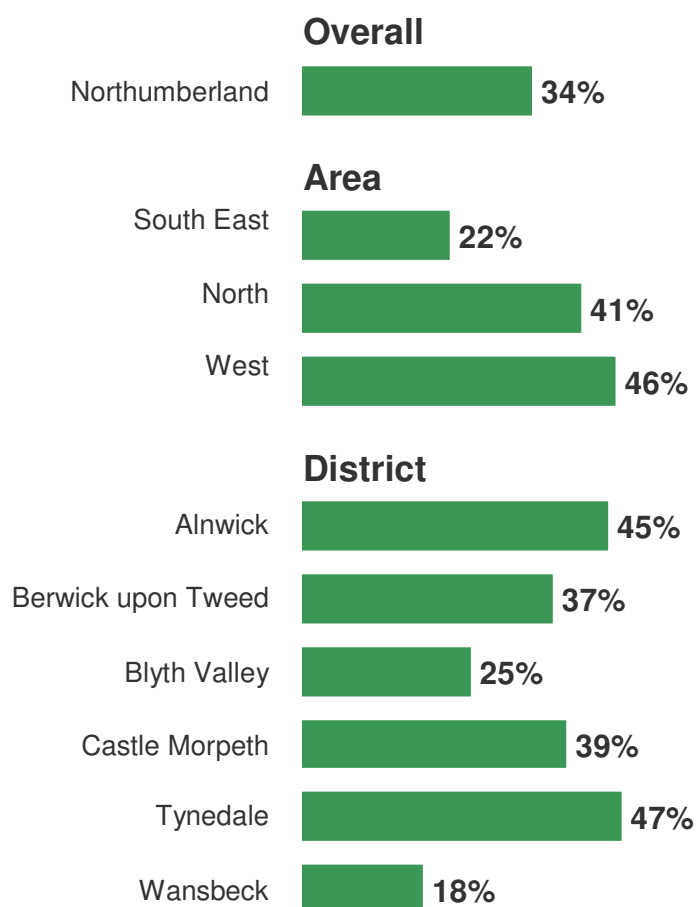
Ipsos MORI Base: All valid responses (8139)



Residents in the West and North are more likely to agree that parents are taking responsibility for the behaviour of their children (46% and 41% respectively, compared to 22% in the South East). Residents in Tynedale are most likely to agree (47%), their counterparts in Wansbeck are least likely to do so (18%).

## Parents taking responsibility for the behaviour of their children (NI 22): Areas and districts

NI.22: Perceptions of parents taking responsibility for the behaviour of their children in the area



Base: All respondents (8,139)

Ipsos MORI





## 8. 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 women and those from ethnic or religious minority groups) in civic participation, as a means of encouraging a more empowered and inclusive society.

Most residents of Northumberland say they have not taken part in any of the listed civic participation activities in the past 12 months. Those who have taken part are most likely to say they are a member of another group making decisions on services in the local community (8%), a group making decisions on local services for young people (5%) or a member of a decision-making group set up to regenerate the local area (5%).

This gives Northumberland an NI 3 score of 17.1%, which shows the percentage of people who took part in at least one of any of the activities listed in the last 12 months.

### Those who have participated in local area (NI 3)

Q In the past 12 months have you...

|  | % saying yes | Base |
|--|--------------|------|
| Been a local councillor  | 2            | 8136 |
| Been a member of a group making decisions on local health or education services    | 4            | 8055 |
| Been a member of a decision-making group set up to regenerate the local area       | 5            | 8066 |
| Been a member of a decision-making group set up to tackle local crime problems     | 2            | 8018 |
| Been a member of a tenants' group decision-making committee                        | 2            | 8030 |
| Been a member of a group making decisions on local services for young people       | 5            | 8007 |
| Been a member of another group making decisions on services in the local community | 8            | 8001 |

**Overall civic participation\* 17 vs. 14 in England overall**

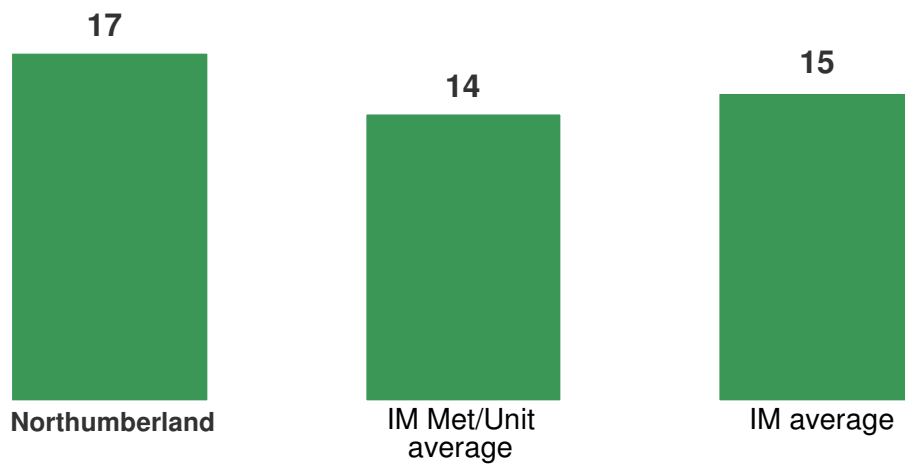
Ipsos MORI Base: All valid responses. \*Civic participation (NI3) is % of respondents who take part in at least one of any of the activities in last 12 months



As the following chart illustrates, Northumberland residents appear somewhat more likely to participate than those in Met and Unitary authorities and the surveyed authorities overall.

## 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



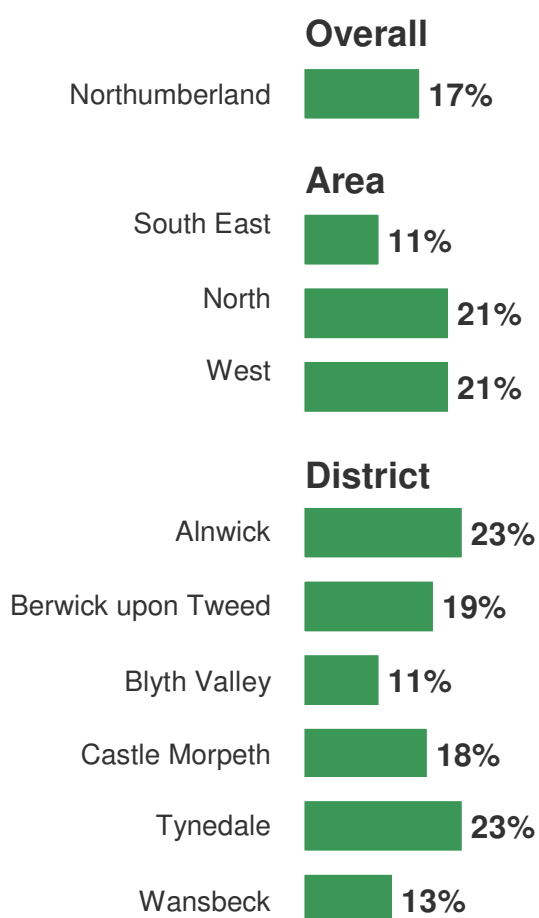
Ipsos MORI Base: All valid responses (469).



Residents in the West and North (21% both) are significantly more likely to say they participate in civic activities than their counterparts in the South East (11%).

## Civic participation (NI 3): Areas and districts

NI.3: Civic participation in local area



Base: All respondents (8,861)

Ipsos MORI



## Participation in regular volunteering

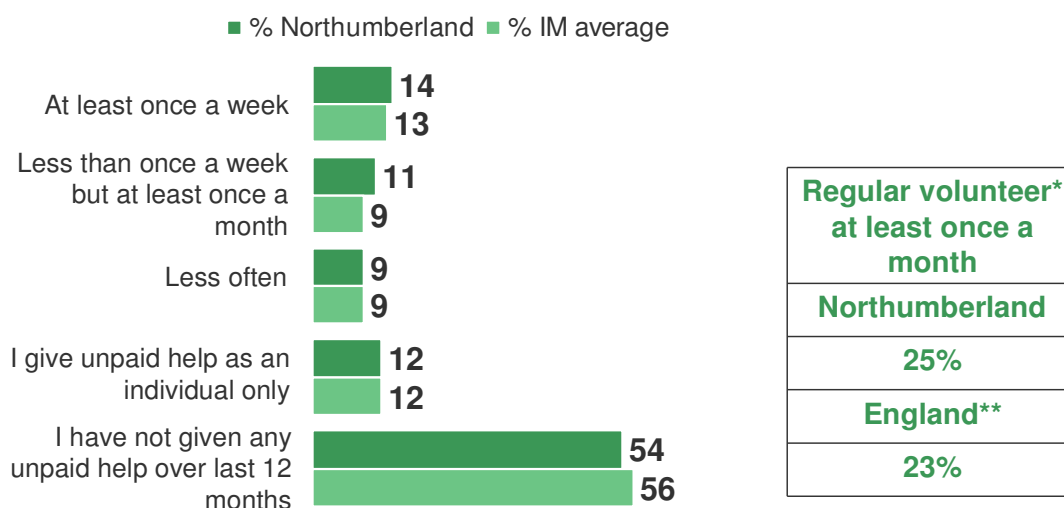
Volunteering is seen by government to have a key part to play in terms of promoting sustainable communities. There are clear links between increasing volunteering and a range of policies aimed at encouraging engagement of citizens in public services and policy, for example, as outlined in *Together We Can*<sup>16</sup>.

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.

Around one in six Northumberland residents (14%) say that they have given unpaid help to a group, club or organisation *at least once a week* with the proportion rising to one in three (25%) for those who volunteer at least once a month. More than half (54%) say they have not volunteered in the last 12 months.

### 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 (7950). \*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

<sup>16</sup> *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.

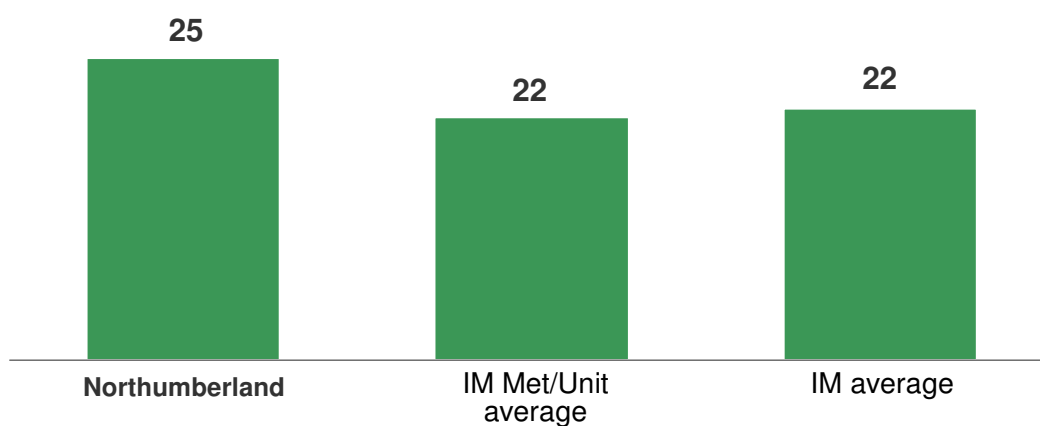
The score for this indicator (NI 6) is 24.9%. This score is based on the percentage of people who volunteer at least at least once a month. Again, Northumberland County Council's performance is in line with the results from the national Citizenship Survey<sup>17</sup>.

Northumberland County Council's performance is above the Ipsos MORI average results for Met and Unitary Authorities and the Ipsos MORI average overall, as the following chart illustrates.

## 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 group, club, or organisation within the last month



Ipsos MORI Base: All valid responses (7950).

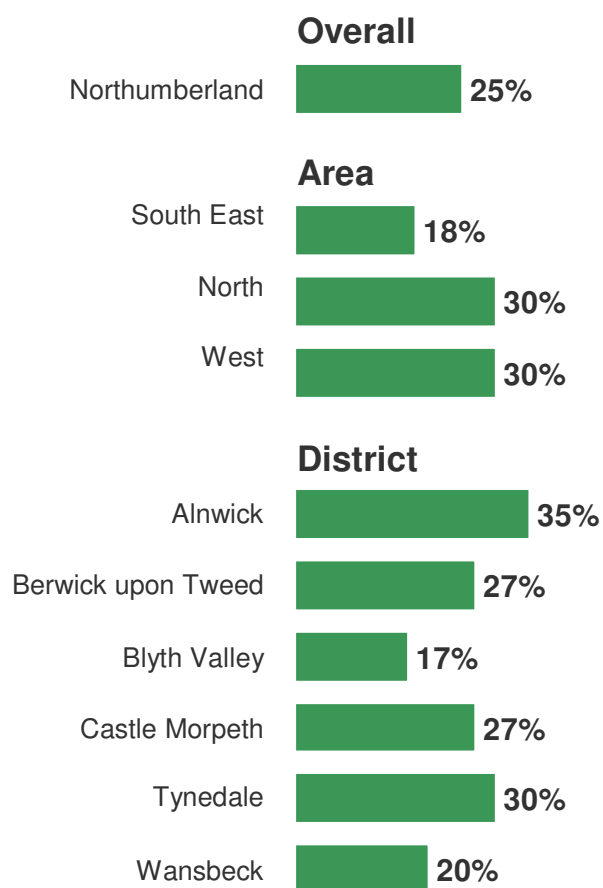


<sup>17</sup> Direct comparisons with the Citizenship Survey are indicative only due to the different methodology used (face-to-face survey).

Looking at the area breakdown, residents in the West (30%) and North (29%) are considerably more likely to say they participate in volunteer activities than their counterparts in the South East (18%).

## Participation in regular volunteering (NI 6): Areas and districts

### NI.6: Participation in regular volunteering



Base: All respondents (7,950)

Ipsos MORI

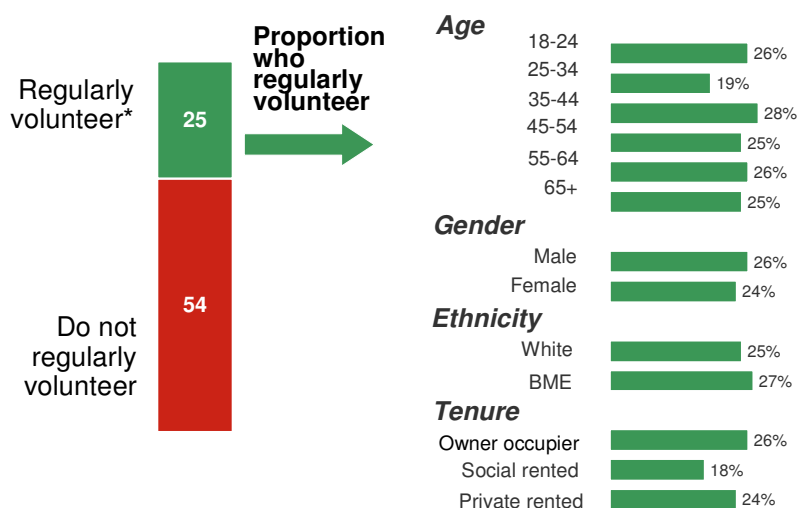


## Civic participation and volunteering – demographic analysis

There are few differences by demographic group. Groups more likely to say they have *not* given any unpaid help at all over the last 12 months are younger people (60%), people over 65 (57%), and social renters (66% vs. 54% overall). Being active and feeling responsible for the community also influence participation in volunteering. Residents who are involved and positive towards their local area and local decision-making are more likely to give unpaid help.

### 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 (1959). \*Regular volunteering is volunteering for group, club or organisation within last month



## 9. Local decision-making

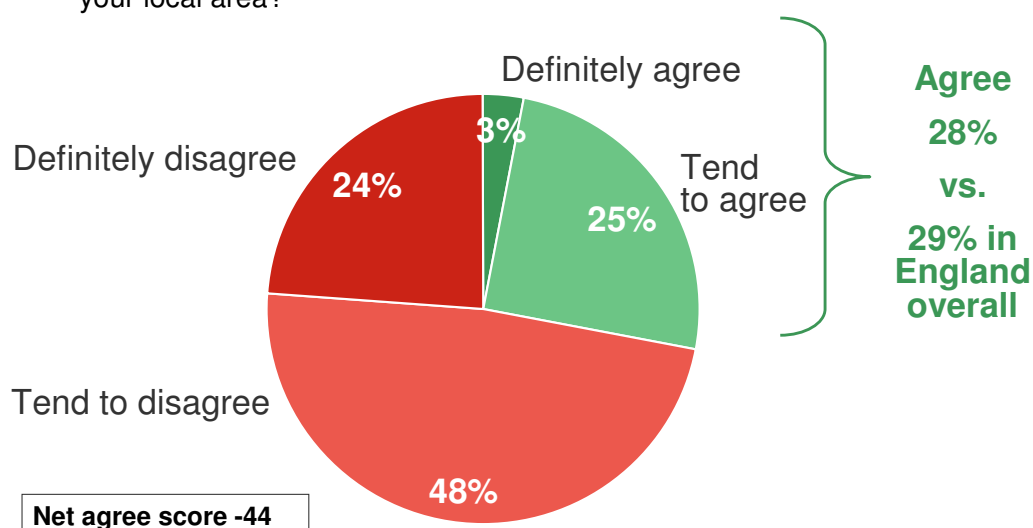
The Place Survey measures how well local authorities and their partners engage with local residents in the community, and the degree to which local residents believe they are able to influence decisions (NI 4).

### Influencing local decision-making

Over a quarter of residents (28%) agree that they can influence decisions affecting their local area. However, almost three quarters disagree (72%). The NI score is 28.1%, which is based on the combination of those who definitely or tend to agree with this statement.

### 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 (7502)



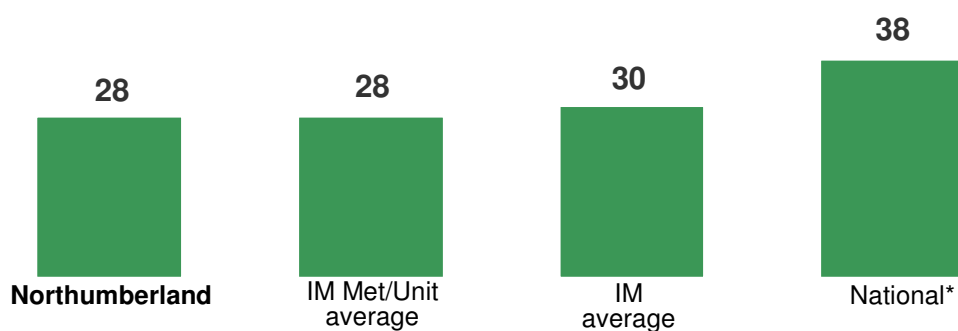


Northumberland's score for NI 4 are in line with the Ipsos MORI and Met and Unitary averages, and below the national average.<sup>18</sup>

## Influencing decisions (NI 4): Contextual data

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

% Agree



Ipsos MORI Base: All valid responses 2008/09 (7502). \*National figures based on Citizenship Survey 2007/08, face to face survey of 8,804 adults in England, April 07 – March 08

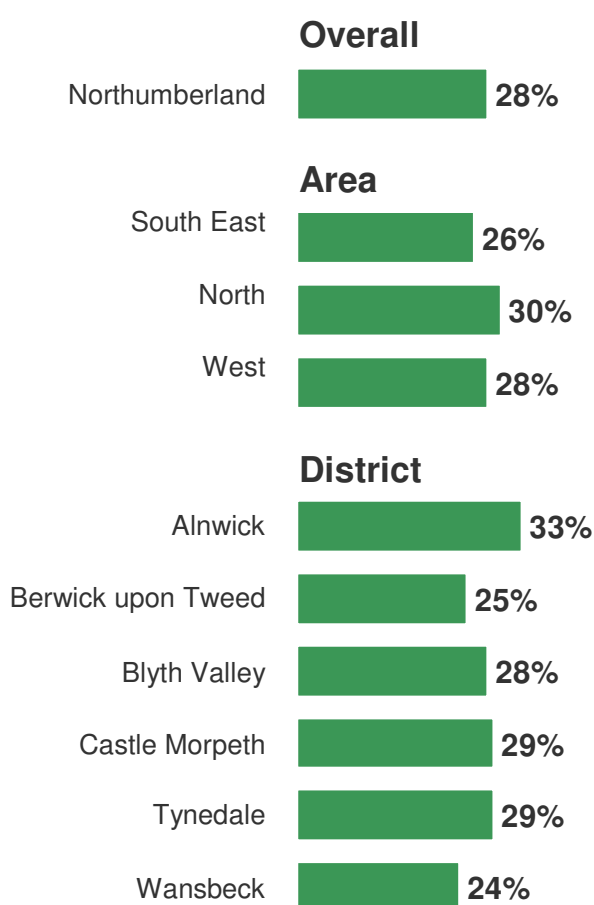


<sup>18</sup> National figures are based on face-to-face research so cannot be directly compared.

Residents in the North are significantly more likely to say they can influence decisions in their locality (30% vs. 28% overall).

## Influencing decisions (NI 4): Areas and districts

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



Base: All respondents (7,502)

Ipsos MORI

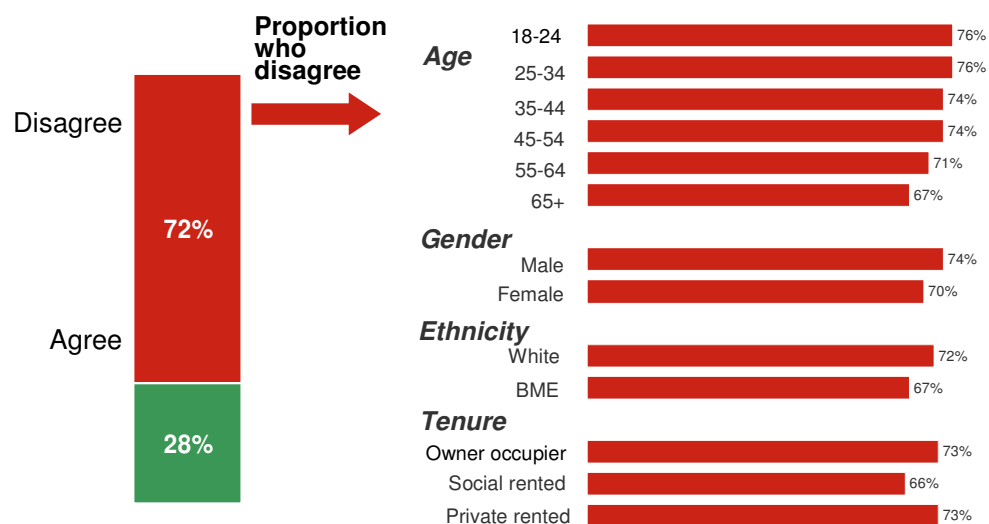


Older residents aged 65 or above (33%), social renters (34%), and those who are not in full-time work (30%) appear to be more likely to say that they can influence decisions affecting their local area. On the other hand, residents in full-time work (74%) and owner-occupiers (73%) are significantly more likely to disagree.

In addition, the results show that residents are more likely to think they can influence decisions if they are satisfied with the Council (43%) and the area as a whole (32%), believe that local public services act on their concerns (45%), that they are informed about local services (50%), and think that the Council acts on anti-social behaviour and crime successfully (44%).

## Unable to influence decisions: Subgroup analysis

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



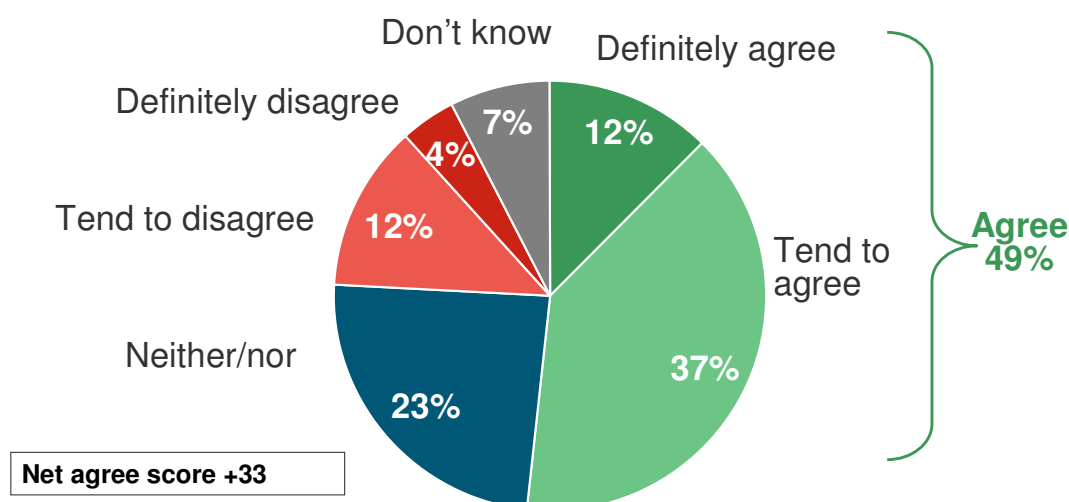
Ipsos MORI Base: All valid responses (5259)



However, when Northumberland residents are asked about whether people in their neighbourhood can influence decisions in their 'neighbourhood' (rather than their 'local area') *by working together*, they are considerably more likely to agree with the statement. Overall, almost half (49%) think they can influence decisions; one in six disagree (16%). Residents in the West (52%) are more likely to agree, especially in Castle Morpeth (52%). Residents in Wansbeck are more likely to disagree than Northumberland residents overall (18%).

## Working together to influence decisions in the neighbourhood

Q To what extent do you agree or disagree with the following statement: 'By working together, people in my neighbourhood can influence decisions that affect the neighbourhood'?



Ipsos MORI Base: All valid responses (8861)



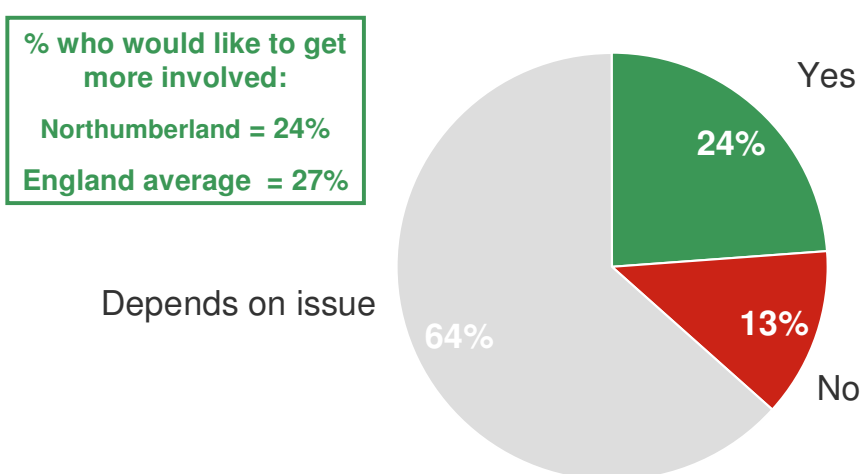
Owner-occupiers (51%) and people aged 55+ (51%) are more likely to agree; people aged 45-64 are more likely to disagree (18%).

## Getting involved

A quarter of residents (24%) say they would like to be more involved in the decisions that affect their local area. Very few (13%) are not interested in getting involved. However, the majority (64%) are willing to get involved *depending on the issue*. There do not appear to be any significant variations between the different areas and districts.

### Getting more involved

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



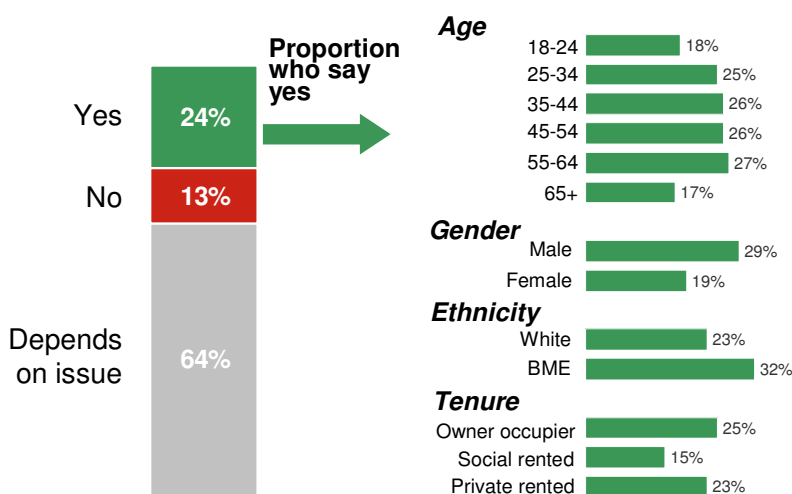
Ipsos MORI Base: All valid responses (8237)



Looking at subgroups, those who would like to get more involved are those who are generally less satisfied with the Council (34%), feel unsafe in their local area during the day (36%), disagree that local service deal with ASB and crime successfully (31%), and have volunteered in the last month (33%). Perhaps most importantly, think that they are rarely or never treated with respect by local public services (42%).

## 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 (1959)

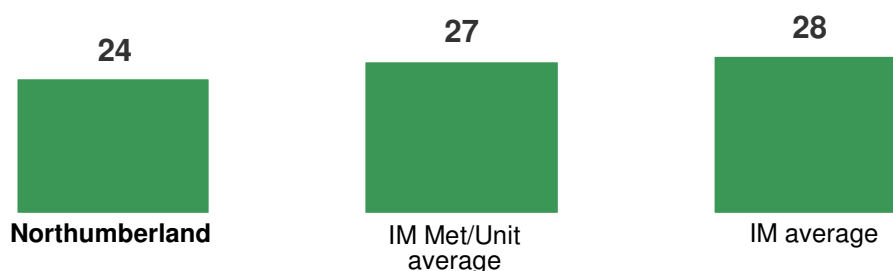


Compared to the Ipsos MORI average and the Ipsos MORI Met and Unitary average, Northumberland residents are less likely to say they want to get more involved, as the following chart illustrates.

## 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 (8237). \*Note wording for 2006/07 BVPI question '... more involved in decisions your Council makes that affect your local area'



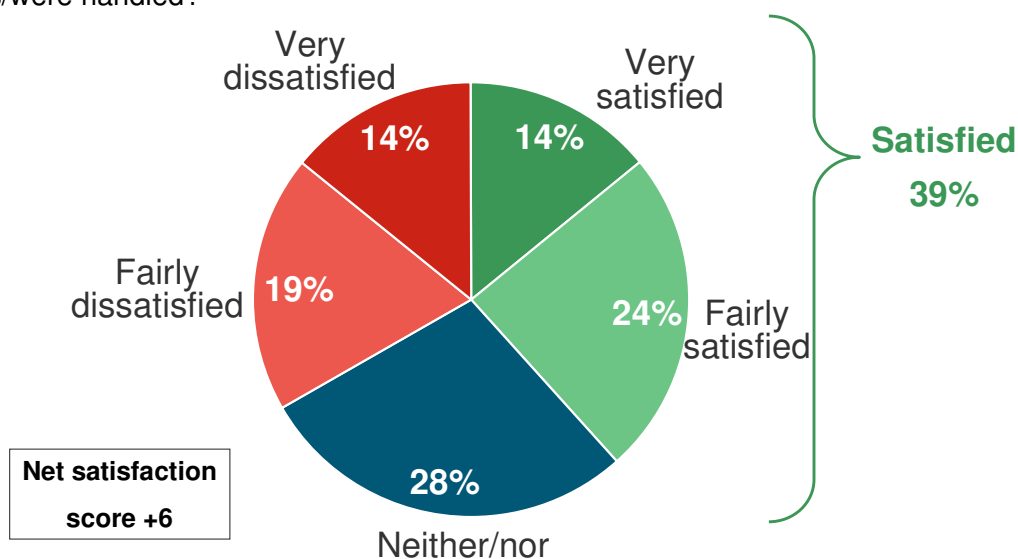
## Contacting the Council with a complaint

More than a third of residents say they have contacted Northumberland County Council or their local district council with a complaint in the last 12 months (35%). Residents in the West (14%) are more likely to have contacted the County Council (14% vs. 10% overall); their counterparts in the South East are more likely to have complained to their local district council (29% vs. 25% overall; 31% in Wansbeck) as are social renters (34%) and people aged 55+ (27%).

Of these, as the following chart shows, two fifths (38%) were satisfied with the way their complaint was handled, with one in seven (14%) very satisfied. However, a third (33%) were dissatisfied with one in seven again (14%) very dissatisfied.

### Satisfaction with complaint handling

Q How satisfied or dissatisfied are you with the way your complaint (s) was/were handled?



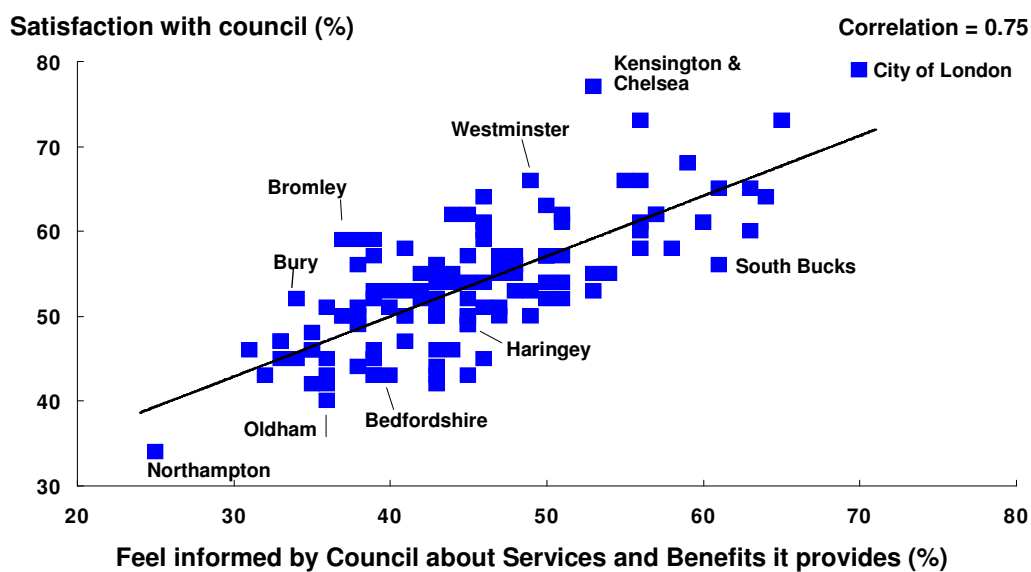
Ipsos MORI Base: All valid responses (3440)



## 10. 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



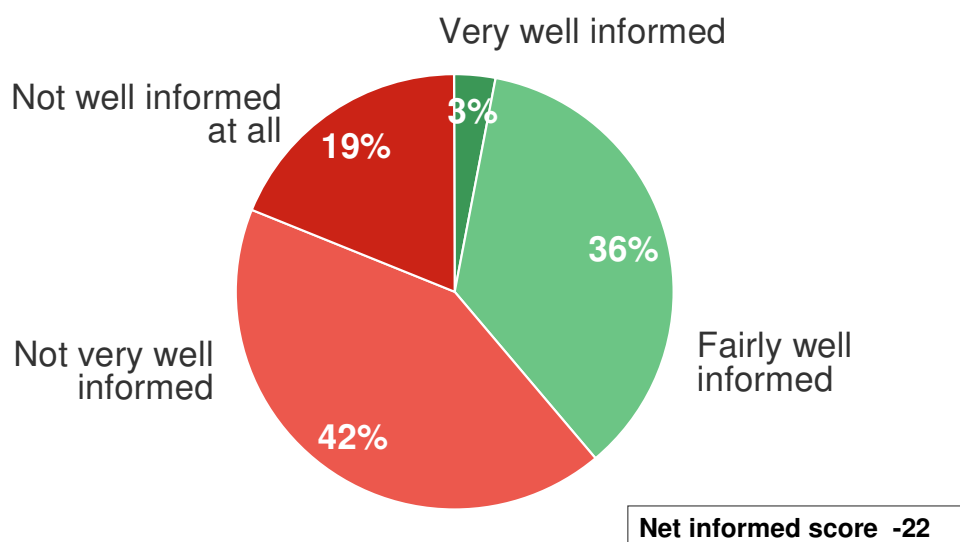
## Being kept informed

Residents were asked for their overall views about how well informed they feel about local public services overall. This differs from previous BVPI surveys where the emphasis has always been on information provided by the Council.

Two fifths of residents (39%) say they feel informed about local public services, compared to two in three (61%) who say they do not feel informed, including a significant proportion of residents (19%) who say that they do not feel well informed *at all*.

### Being kept informed

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



Ipsos MORI Base: All valid responses (8126)



Area-wise, people in the South East are significantly more likely to feel not informed (64%), with residents in Wansbeck feeling least informed (68% say they feel not informed).

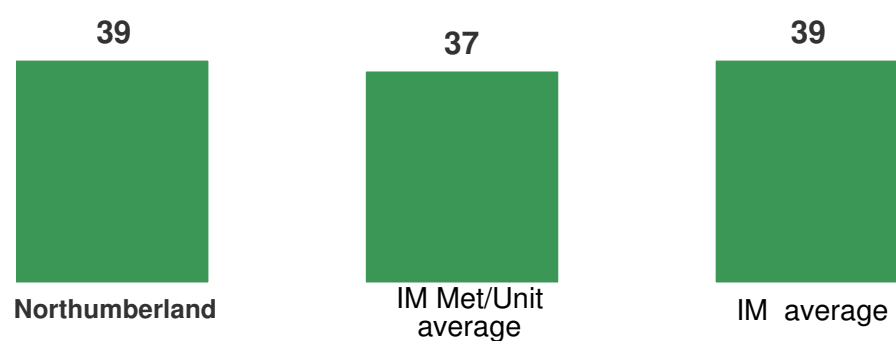
Older residents aged 55-64 (43%) and 65 or above (52%) are most likely to say they feel informed (vs. 39% overall). By contrast younger people (75% of those aged 18-34) and people who work full-time (67%) are more likely to say they are not informed.

Northumberland County Council's results are inline here with the Ipsos MORI Met and Unitary average and the Ipsos MORI average overall.

## Being kept informed: Comparative data

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

% Feeling informed



Ipsos MORI Base: All valid responses (8126)



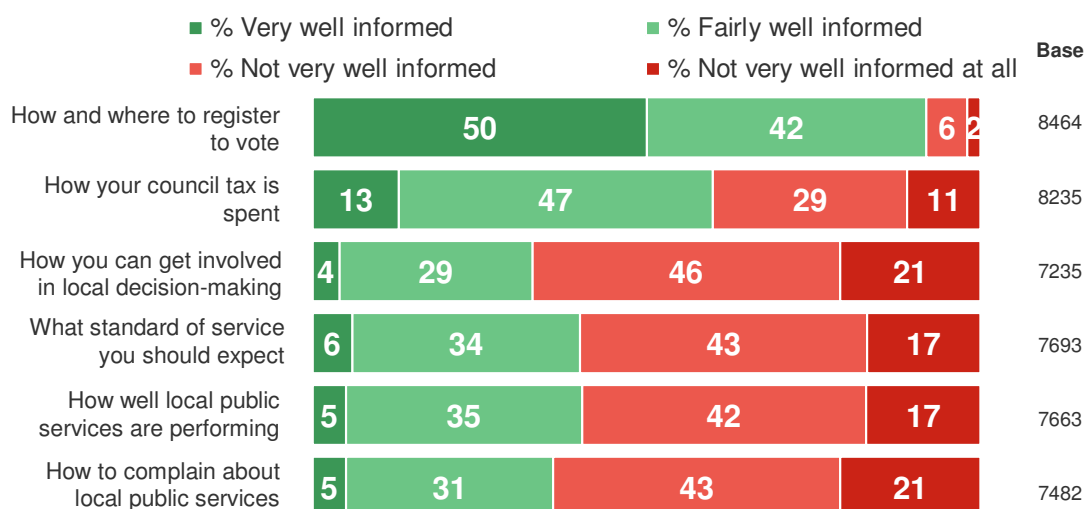
As well as being asked about how informed overall they feel, residents were asked about how well informed they feel about some other specific issues. The extent to which residents feel informed varies considerably when looking at different aspects of the Council's work, as illustrated in the graph overleaf.

Residents say they feel most informed on how and where to register (92%), followed by how the Council tax is spent (60%). Considerably fewer residents, however, say they feel informed on how well local public services are performing (40%), what standard to expect from local public services (40%) and how to complain about services (36%).

A third of residents (34%) feel informed about how to get involved in local decision-making, likely to be the reason that not very many people thinking they can influence local decision making, as outlined earlier (see section on NI 4).

## Being informed about key issues/ services

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



Ipsos MORI Base: All valid responses



In line with the earlier finding that people in the South East are significantly more likely to feel not informed about local public services (64%), they are also more likely to say that they do not feel informed about how to complain about public services (67% vs. 64% overall) and how their council tax is spent (44% vs. 40% overall). Residents in the North area are significantly less likely to feel informed about how and where to register to vote (9%).

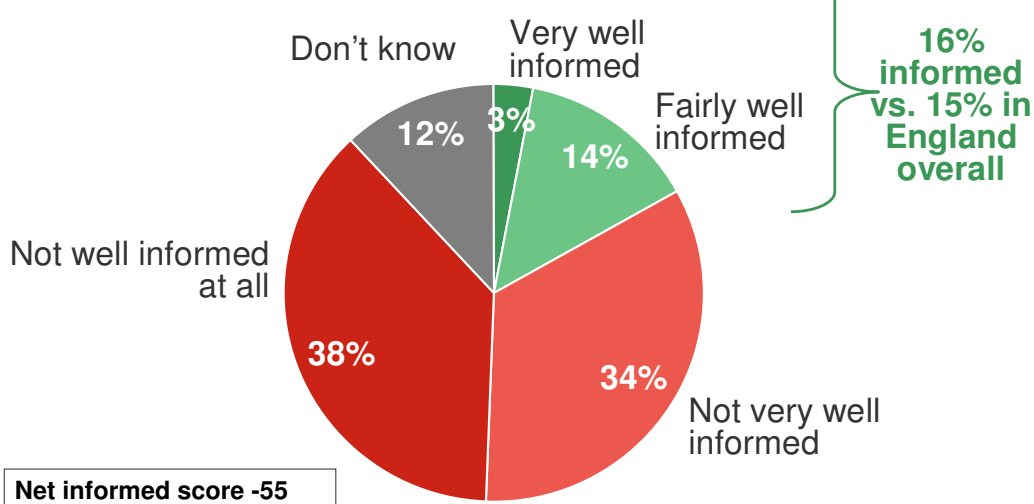
## Awareness of civil protection arrangements

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).

Compared to all other aspects of information provision measure, the area where residents feel *least* informed is what to do in the event of a large-scale emergency. Only a sixth of residents say they feel informed (16%) about this issue. The NI 37 score is 16.5% and this is based on the percentage of people who are *very* or *fairly* well informed (don't knows are not excluded from the base on this measure). At 16%, the proportion of residents feeling informed about knowing what to do in the event of a large-scale emergency in Northumberland is in line with both the North East's and England's averages (16% and 15% respectively).

### 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 (8447). Note: 'don't knows' are included in the base calculations.

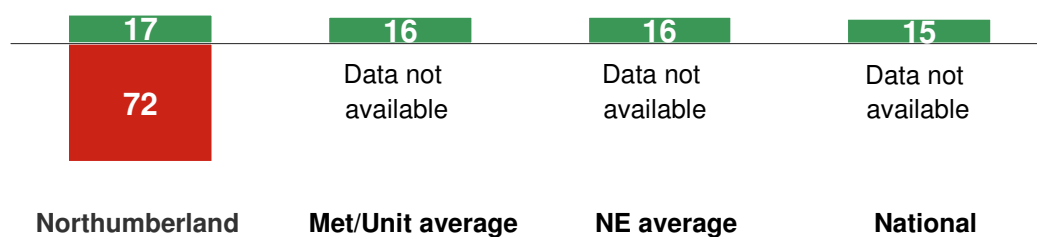


On this national indicator, Northumberland's scores are in line with Met/Unitary, North East and national averages.

## 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



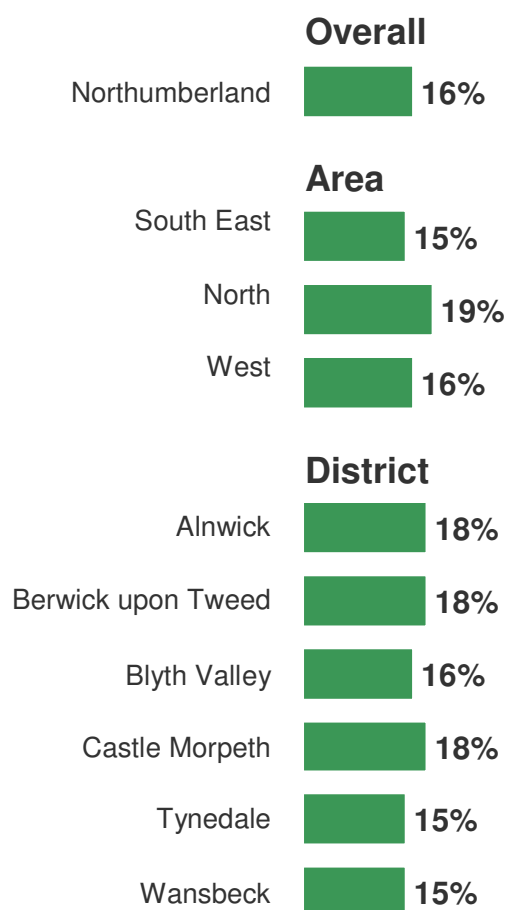
Ipsos MORI Base: All valid responses (8447)



Looking at differences by area, residents in the North are significantly more likely to say they feel informed about what to do in such an event (19% vs. 16% overall; 18% in Alnwick and 18% in Castle Morpeth).

## Awareness of civil protection arrangements (NI 37): Areas and districts

NI.37: Awareness of civil protection arrangements in the local area



Base: All respondents (8,441)

Ipsos MORI



# 11. Health

Local primary care trusts (PCTs) are jointly responsible for delivering health and wellbeing 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.

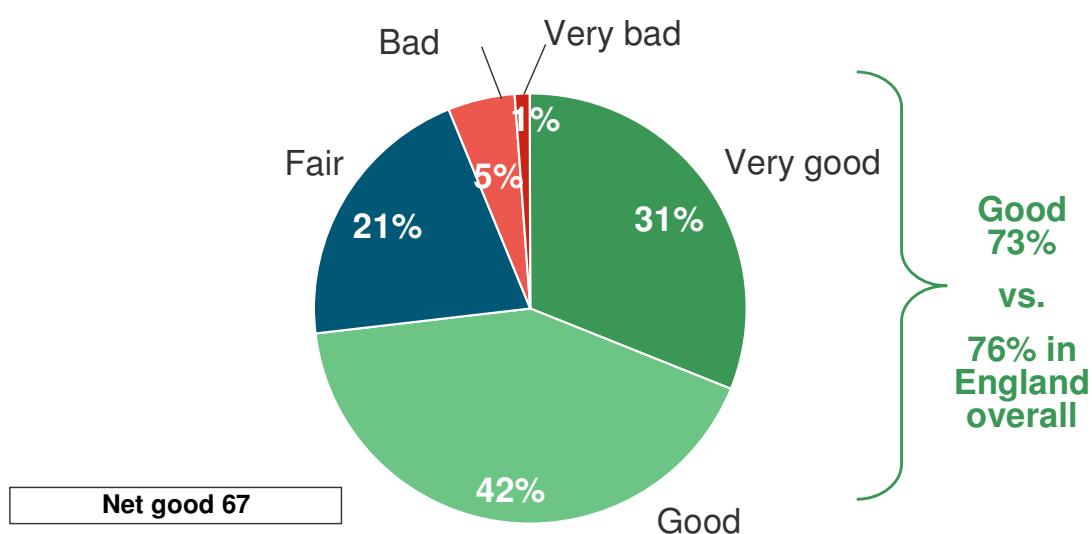
## Self-reported measure of health

Nearly four in five residents (73%) say their health is good, with almost a third (31%) rating their health as very good. Around a fifth of residents (21%) see their health as fair and only a very small proportion (6%) rate their health as bad or very bad.

The score for this national indicator (NI 119) is 73.0%, which is the percentage of people who say their health is very good/good. Residents in the West (79%) and the North (74%) scored significantly higher on this measure than their counterparts in the South East (68%).

## Self reported health and well being (NI 119)

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



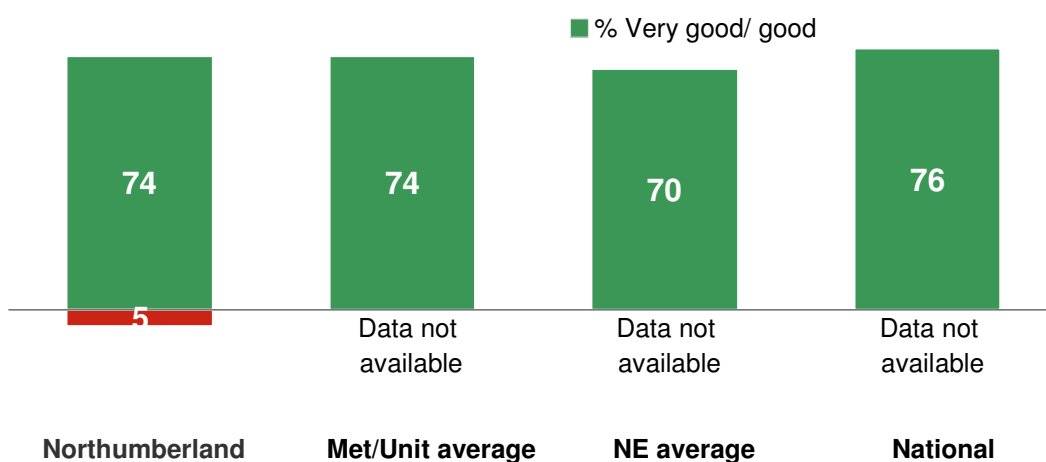
Ipsos MORI Base: All valid responses (8595)



As the following chart shows, Northumberland's NI 119 score, is line with the Met/Unitary and national average but better than the North East average.

## Health and well being (NI 119): Contextual data

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



Ipsos MORI

Base: All valid responses (8595)

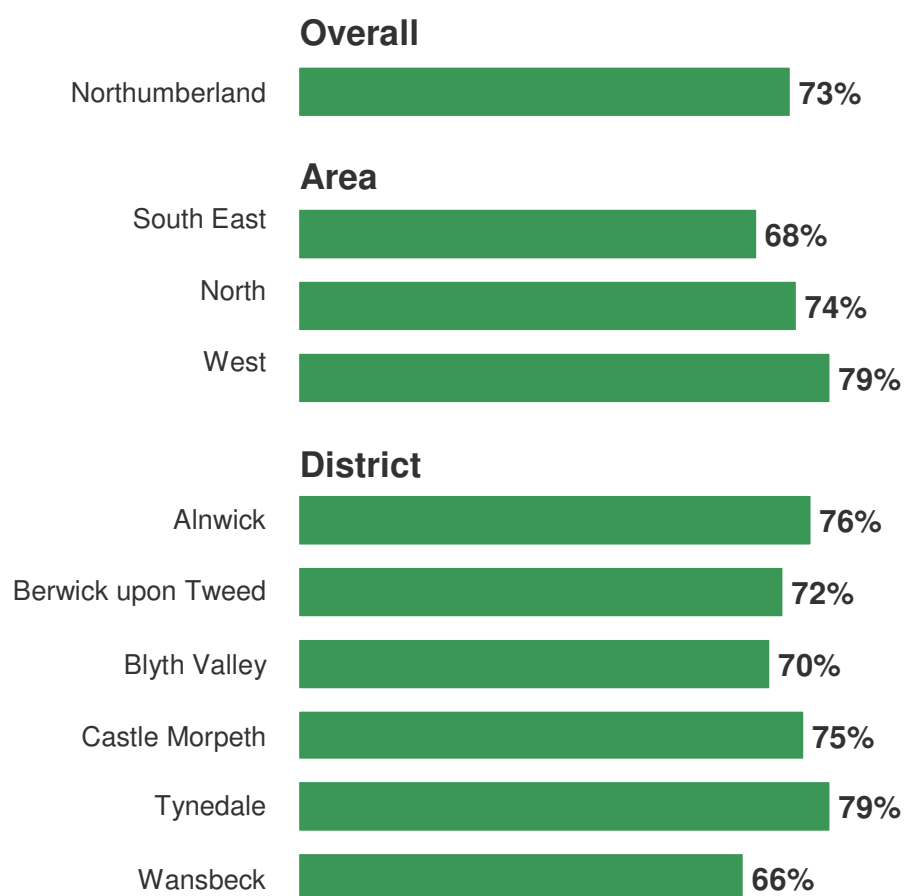




The following graph provides a breakdown by area and district for NI 119:

## Self-reported health and well being (NI 119): Areas and districts

NI.119: Self-reported measure of people's health and wellbeing



Base: All respondents (8,595)

Ipsos MORI



Levels of self reported health and well being differs significantly across age and tenure with younger and middle age groups (e.g. 87% of 18-24-year-olds and 86% of 35-44-year-olds) and those who own their home (78%) more likely to be positive about their

health compared to residents aged 65 or above (52%) and social tenants (50%) who are less likely to rate their health as good or very good.

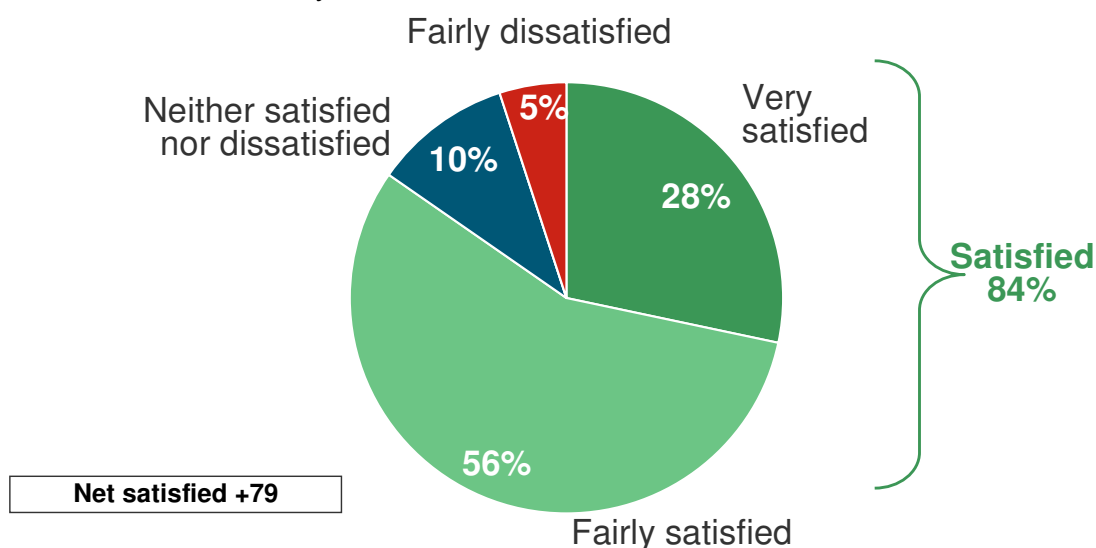
## Satisfaction with life as a whole

Overall, more than four in five Northumberland residents are satisfied with their life as a whole (84%). Five per cent say they are dissatisfied, and one in ten say they are neither satisfied nor dissatisfied (10%).

Residents in the West are significantly more likely to say they are satisfied (89%; Tynedale 89%); residents in Wansbeck are most likely to say they are dissatisfied with life overall (7%) or neither satisfied nor dissatisfied (14%).

## Satisfaction with life overall

Q All things considered, how satisfied or dissatisfied are you with your life as a whole nowadays?



Ipsos MORI Base: All valid responses (8498)



Older people (87% of those aged 55+), residents in full-time work (87%), without a disability (89%), and owner-occupiers (88%) are more likely to be satisfied than the Northumberland population overall. Satisfaction with the local area, a sense of belonging, and feeling able to influence decisions which affect the local area are also drivers of satisfaction.

## 12. Local public services

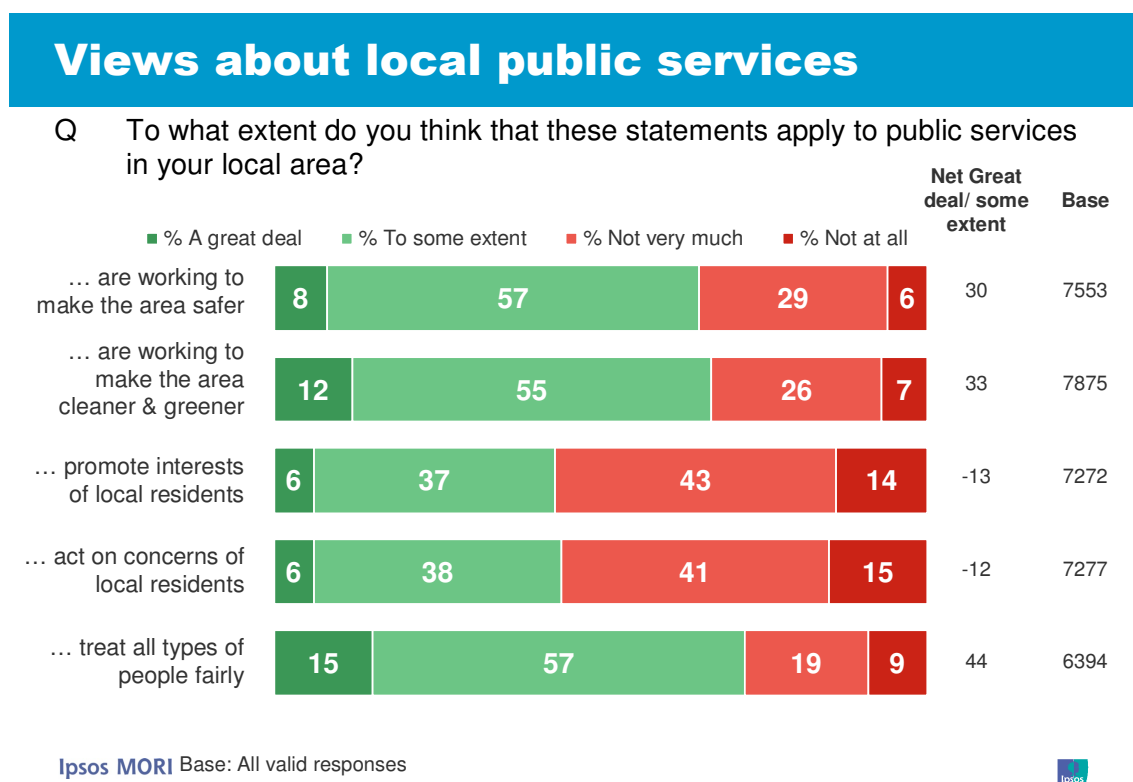
Over the last five to ten years there has been a successful push towards greater partnership working, through the creation of local strategic partnerships (LSPs) and issue focused partnerships such as crime and disorder reduction partnerships and children's trusts. Local public sector agencies are now 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

Residents seem to be most likely to agree that local public services are treating all types of people fairly (72%), and are working to make the area cleaner and greener (66%) and safer (65%). The latter is a positive finding in light of the fact that crime is one of the most important quality of life issues for residents. Fewer residents, however, say that local public services act on the concerns of local residents (44%) and promote the interests of local residents (43%). This is in line with earlier findings that generally residents who not feel able to influence decisions affecting their local area (NI 4) and that the police and other local public services are not seen by many as dealing with issues in the local area and seeking people's views (NI 21 and NI 27).



There are a number of significant variations between the different areas and districts:

- Residents in Alnwick are more likely to think that their local services are **working to make the area safer**: 68% feel this applies a great deal or to some extent (vs. 65% overall). On the contrary, 40% of Wansbeck residents feel this applies not very much or not at all in their local area (vs. 35% overall).
- People in the North (69%), particularly Alnwick (71%), are more likely to say local services are **working to make the area cleaner and greener** vs. 66%).

Residents in the South East are more likely to feel this does not apply in their local area (35% vs. 34% overall). Those living in the districts of Wansbeck (38%) and Berwick upon Tweed (40%) are most likely to feel this does not apply.

- Those living in the West and North are more likely to think that local public services **promote the interests of local residents** (48% and 46% vs. 43% overall), including 50% in the district of Alnwick and 48% in Tynedale. Residents in the South East are more likely to feel this does not apply to their local services (62% vs. 57% overall), including 65% in Wansbeck. People in Berwick upon Tweed are also more negative on this measure (63% say it applies not very much or not at all).
- Residents are more likely to think that public services **act on the concerns of local residents** if they live in the North (48% vs. 44% overall), especially Alnwick (52%). They are less likely to feel this applies if they live in the South East (58% vs. 56% overall), particularly in Wansbeck (64%).
- There are no significant area or district variations on how residents' views on local services **treating all types of people fairly**.

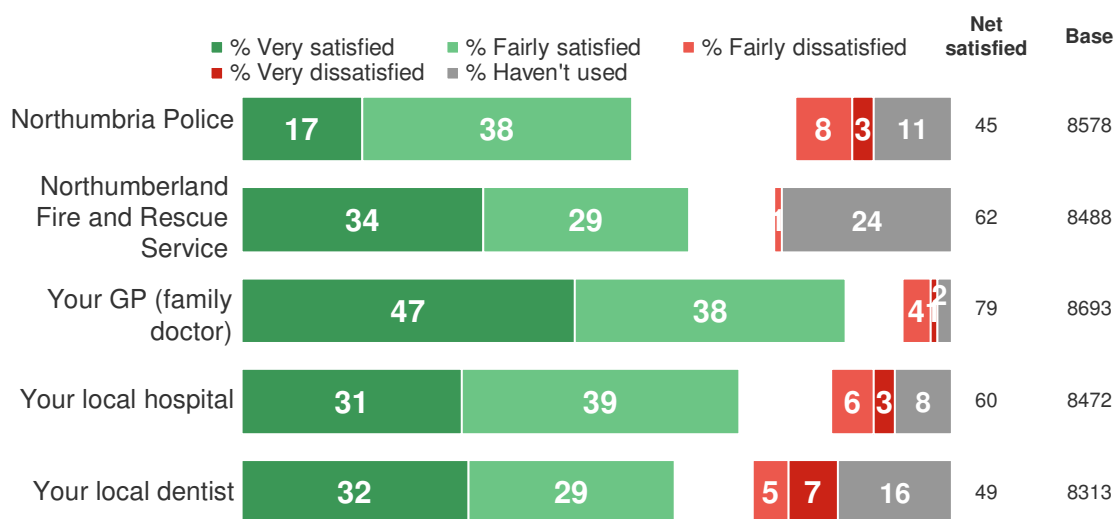
Older residents are more likely than other age groups to feel that the local public services promote the interests of local residents (50% vs. 43% overall) and act on the concerns of local residents (51% vs. 44% overall). This may reflect the lower expectations that these groups hold of public services. Social tenants are significantly more likely to say these two indicators apply *a great deal* to their local public services (9% and 9% respectively vs. 6% and 6% overall).

## Satisfaction with local public services

Among the five services listed below, by far, the highest level of satisfaction among Northumberland residents achieves their GP (85% satisfied). Around three in five of residents say they are satisfied with Northumberland Fire and Rescue Services (63%) and their local hospital (70%). More than half are satisfied with their local dentist (61%).

### 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



There are differences by sub group and area:

- In line with related crime and ASB indicators, people in Wansbeck are more likely to feel dissatisfied with **Northumbria Police** (13% vs. 11% overall). People in the North are more likely to not have used police services (12% vs. 11% overall).
- On the other hand, Wansbeck residents are more likely to be more satisfied with the **Northumberland Fire and Rescue Service** (67% vs. 63% overall). Those living in the North are more likely to be dissatisfied (2% vs. 1% overall). People in the West (14%), particularly Tynedale (13%), are more likely to not hold an opinion on the service (vs. 12% overall).

- People in the West are more likely to be positive about their **GP** (88%), particularly in the district of Tynedale (88%; vs. 85% overall). Residents in Wansbeck are more likely to be dissatisfied (9% vs. 5% overall).

Apart from satisfaction with their family doctor, South East residents, especially in Wansbeck, are more likely to be positive about health services. Those in the district of Berwick upon Tweed are more likely to have concerns:

- South Easterners are more likely to express satisfaction with their **local hospital** (73%, including 77% in Wansbeck, vs. 70% overall). This includes 36% in Alnwick and 35% in Wansbeck who say they are *very satisfied* (vs. 31% overall). Residents in the North are more likely to be negative (12% vs. 9% overall). Satisfaction levels are particularly low in Berwick upon Tweed (18%, including 8% who say they are *very dissatisfied*).
- South Easterners are also more likely to be content with their **local dentist** (63% vs. 61% overall), as are residents of Tynedale (65%) in the West. Dissatisfaction is most pronounced in the North (15% vs. 12% overall). 21% of residents in Berwick upon Tweed and 16% in Alnwick express negative views, including 14% and 10% respectively who are *very dissatisfied* (vs. 7% overall).

Overall, older residents aged 65 or above are more likely than the rest to say they are satisfied with the above services (perhaps reflecting lower expectation levels). Social tenants (13%) report higher levels of *dissatisfaction* with Northumbria Police compared to residents overall (11%).

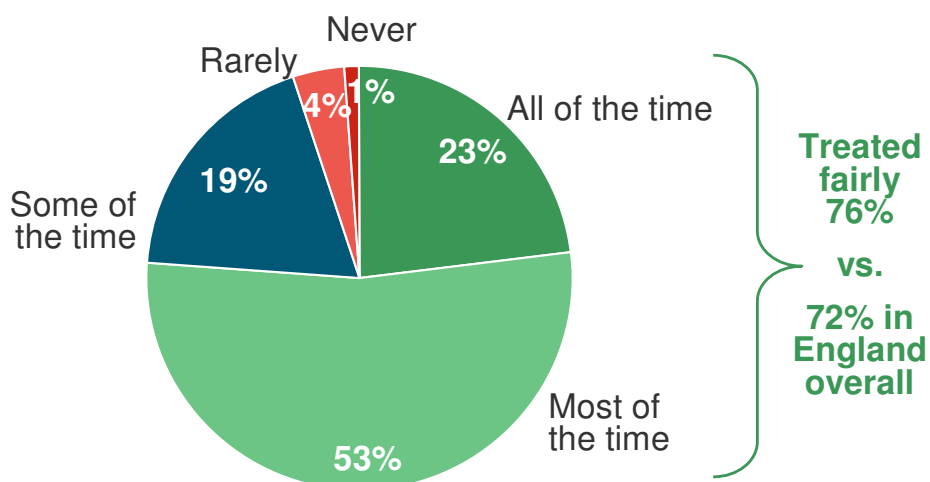
## Local public services – respect and consideration

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.

Three in four residents (76%) say that they have been treated with respect and consideration by their local public services in the last year. Only 5% say they have rarely or never been treated fairly. This question forms the national indicator NI 140, which is 76.0%, calculated by adding the percentage of people who say all or most of the time on this question.

### 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 (7595)

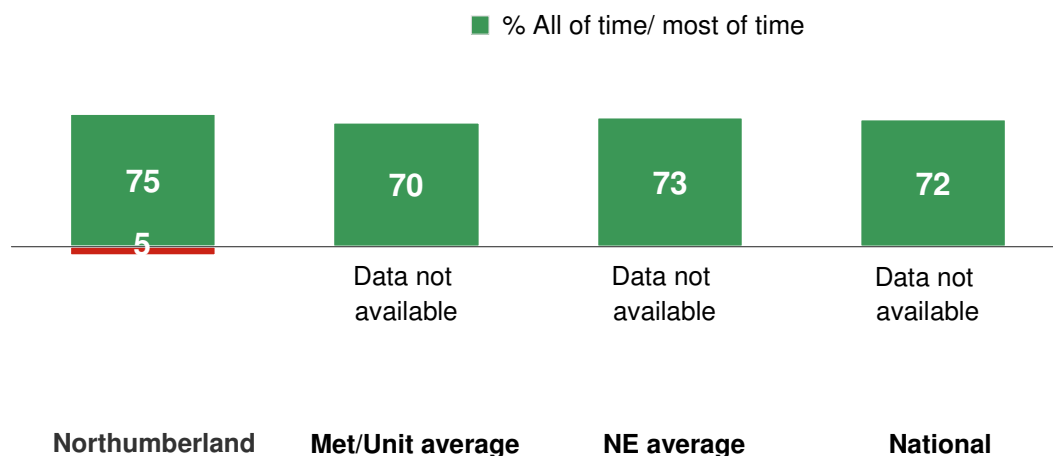




As the following chart shows, Northumberland's NI 140 score, is significantly higher than the Met/Unitary, the North East and the national averages.

## 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?



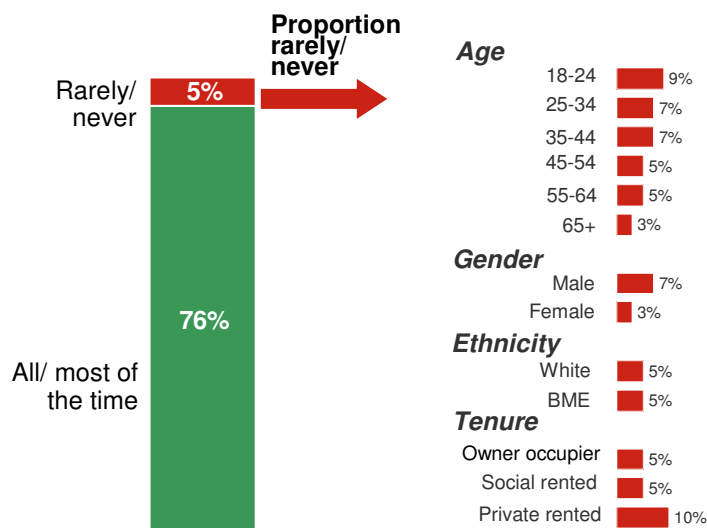
Ipsos MORI Base: All valid responses (7595)



Older residents are more likely to say they have been treated fairly (83%) by local public services. On the other hand, private renters (10%) are more likely to think they have *not* been treated with respect and consideration.

## Treated with respect and consideration by local public services (NI 140): Subgroup Analysis

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



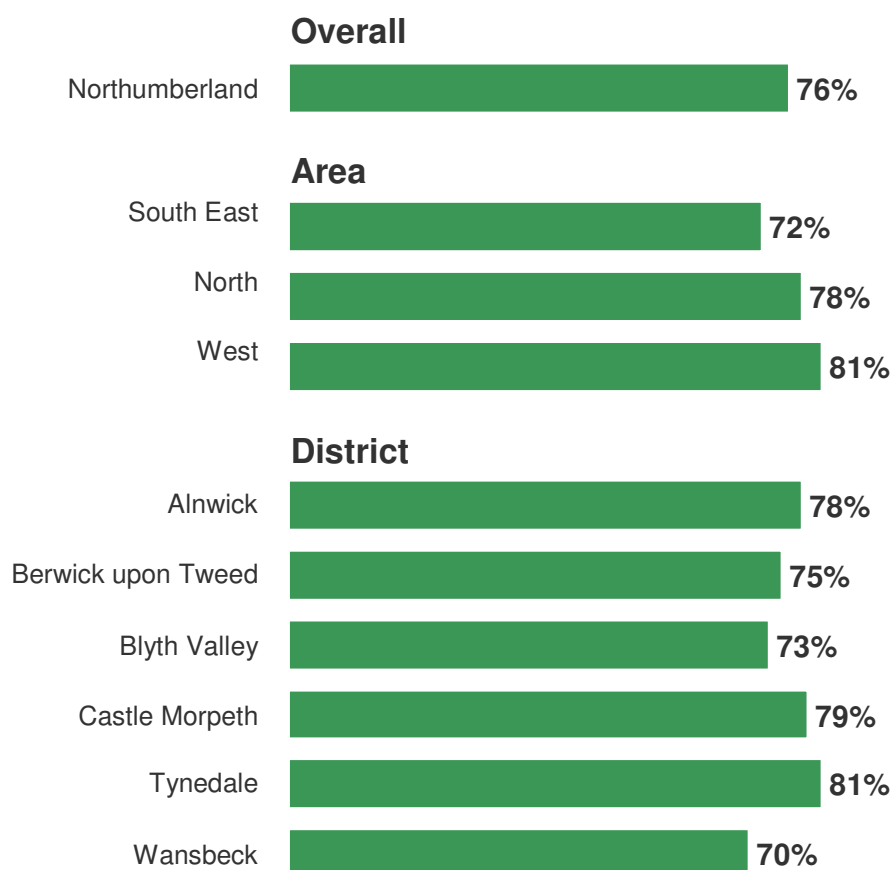
Ipsos MORI Base: All valid responses (390)



There are significant variations between the different areas and districts. As the following chart shows, residents in the West (81%) and North (78%) are significantly more likely to feel they are treated fairly by public services (vs. 72% in the South East and 76% overall).

## Fair treatment by local services (NI 140): Areas and districts

NI.140: Fair treatment by local services



Base: All respondents (7,595)

Ipsos MORI



Other factors related to higher rating on this aspect include general satisfaction with the area and community cohesion, perceptions on ability to influence local decision-making as well as satisfaction with the Council and information provision about local public services.

## Support for older people (NI 139)

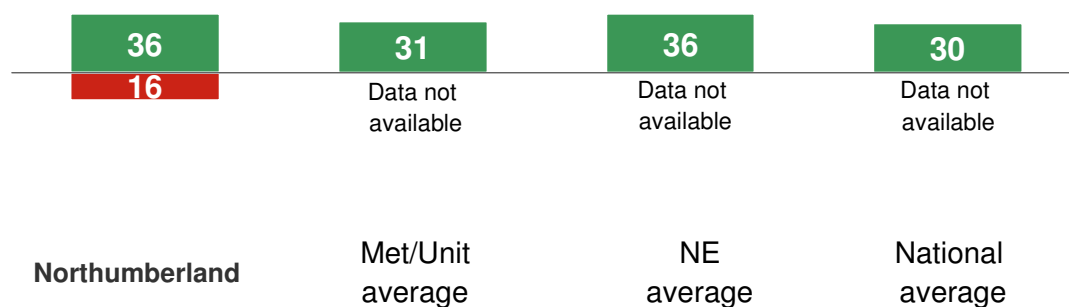
The Place Survey asked residents for their views on whether older people in the locality are getting the support and services they need to live independently, to inform a new national indicator (NI 139). More than one in three residents (36%) agree that older people in their local area are getting such support and one in six (16%) disagree with this statement. The NI 139 score equals the percentage of people who agree (i.e. 36%).

Northumberland is above the Met/Unitary average, the overall Ipsos MORI average but on par with the North East average.

## 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



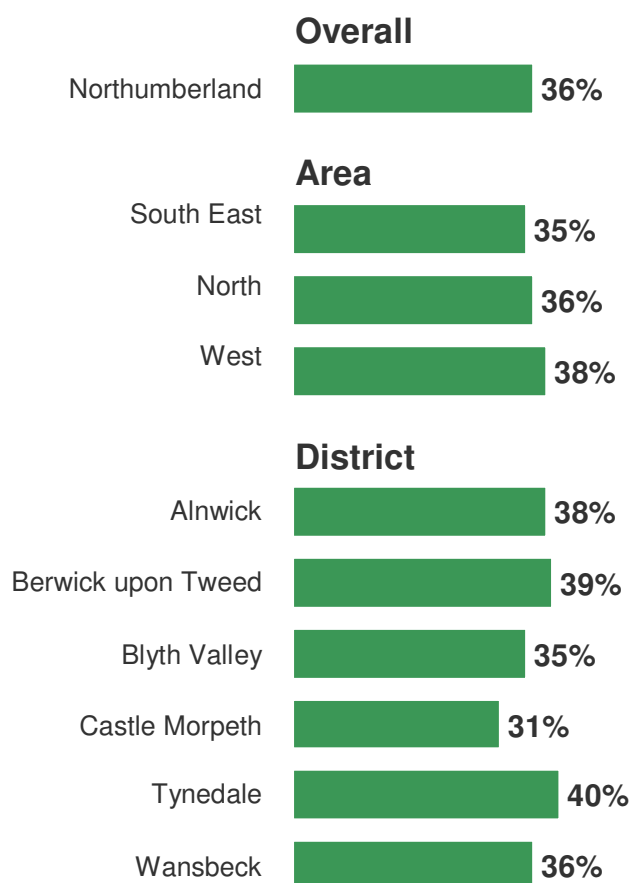
Ipsos MORI Base: All valid responses (8515). Note: 'don't knows' are included in the base calculations



There are some variations between the different areas and districts. People living in the West are more likely to think older people receive adequate support in their area (38% vs. 36%), for instance 40% in Tynedale and 39% in Berwick upon Tweed. Those in the North are more likely to disagree (19% vs. 16%; 20% in Alnwick).

## Older people receiving the support they need (NI 139): Areas and districts

NI.139: The extent to which older people receive the support they need to live independently



Base: All respondents (8,515)

Ipsos MORI



Among those who agree, older residents over 65 (48%), social renters (46%), people living with a disability (40%), and those not in full-time work (40%) are more likely to express this view compared with the rest (36% overall).

## 13. Council services

### Satisfaction with local district council

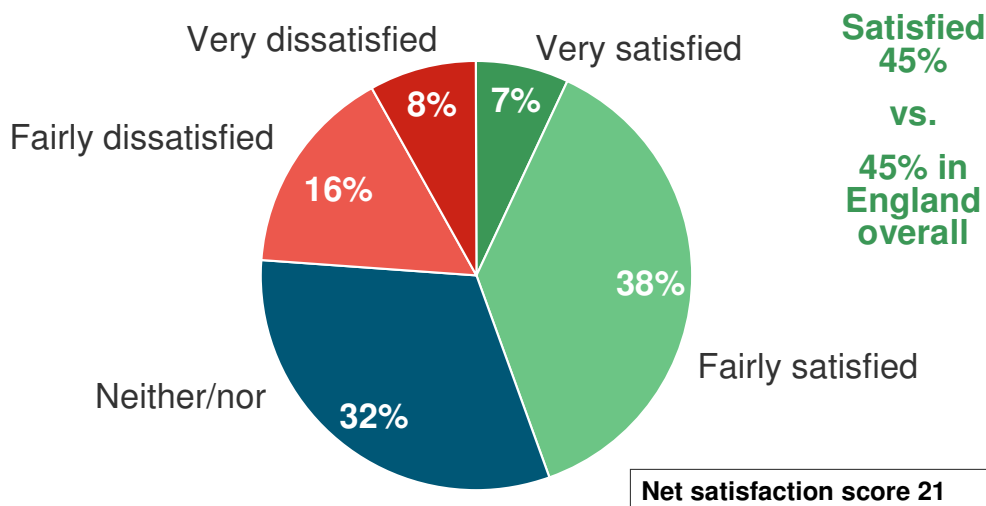
Residents were then asked how satisfied or dissatisfied they are with Northumberland County Council and their local district council, introduced by the following text to explain local circumstances:

In your area, your services are currently provided by both Northumberland County Council and your local district council. In April 2009, the two councils will be merging into a single council. Currently, Northumberland County Council are responsible for education, social care, transport planning, highways, fire services, consumer protection, waste disposal, small holdings and libraries. Your district council is responsible for local planning applications, housing, local highways, building regulations, environmental health, waste collection, revenue collection, leisure and recreation. From April 2009, all these services will be provided solely by your single new local council.

Nearly half of Northumberland residents (45%) say they are satisfied with the way their local district council runs things. Around one in four residents (24%) express dissatisfaction and a third (32%) remain neutral.

### Satisfaction with local district council

Q Taking everything into account, how satisfied or dissatisfied are you with the way your local district council runs things?



Ipsos MORI Base: All valid responses (8004)



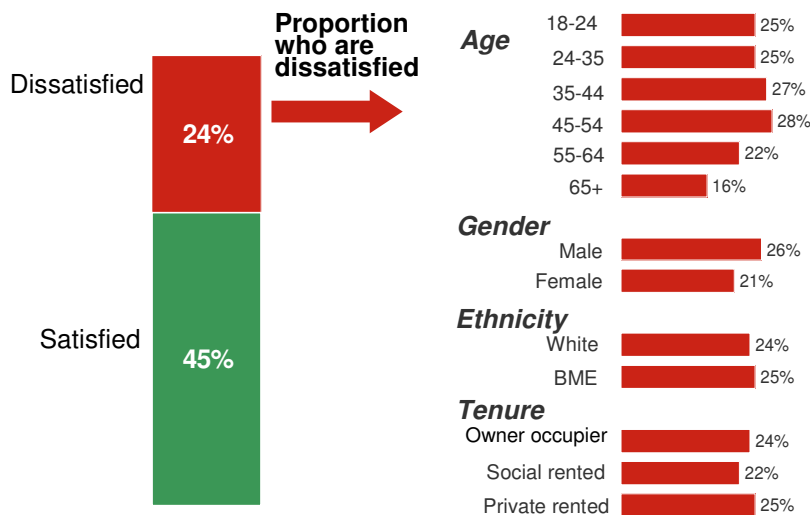
Residents in the West are more likely to be satisfied with their local district council (48% vs. 45% overall). Likewise, people living in the districts of Blyth Valley (52%), Alnwick (51%), and Tynedale (48%) are more likely to be positive. Residents in

Berwick upon Tweed (35%) and Wansbeck (28%) are more likely to express dissatisfaction (vs. 24% overall).

Satisfaction increases among older people aged 55 or over (46% for 55-64-year-olds and 57% for those over 65 vs. 45% overall) and those who are not in full-time employment (48%). Men are slightly more likely to be dissatisfied (26% vs. 24% overall), as are middle-aged people (e.g. 28% of 45-54-year-olds)

## Dissatisfaction with Council: Subgroup analysis

Q Taking everything into account, how satisfied or dissatisfied are you with the way your local district council runs things?



Ipsos MORI Base: All valid responses (1899)



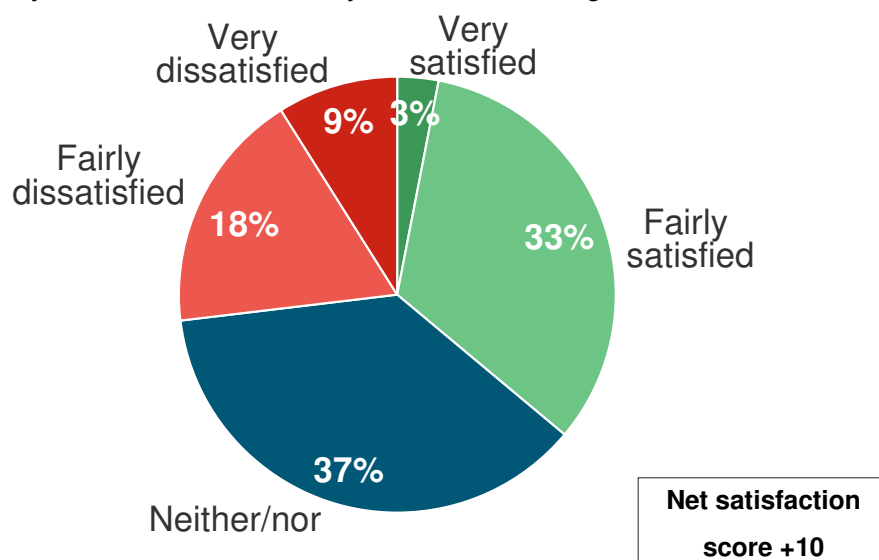


## Satisfaction with Northumberland County Council

Satisfaction is lower with the County Council than for resident's local district council. As the following chart shows, over a third are satisfied with the way the county council is running things, but over a quarter are dissatisfied, with one in ten (9%) very dissatisfied. Notably, more residents (and almost two fifths; 37%) are neutral on this measure.

### Satisfaction with Northumberland County Council

Q Taking everything into account, how satisfied or dissatisfied are you with the way Northumberland County Council runs things?



Ipsos MORI Base: All valid responses (7953)

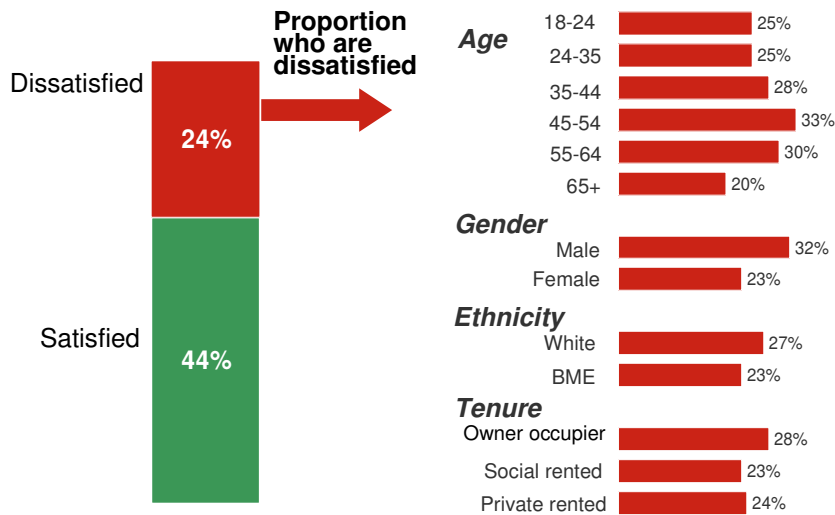


There is only one significant difference by area with residents in Blyth Valley being more likely to be positive (40% vs. 37% overall).

Looking at differences by sub group, as the following chart illustrates, dissatisfaction with the county council is greatest amongst males, owner occupiers and those aged between 45-64 years old.

## Dissatisfaction with County Council: Subgroup analysis

Q Taking everything into account, how satisfied or dissatisfied are you with the way your local district council runs things?



Ipsos MORI Base: All valid responses (7953)



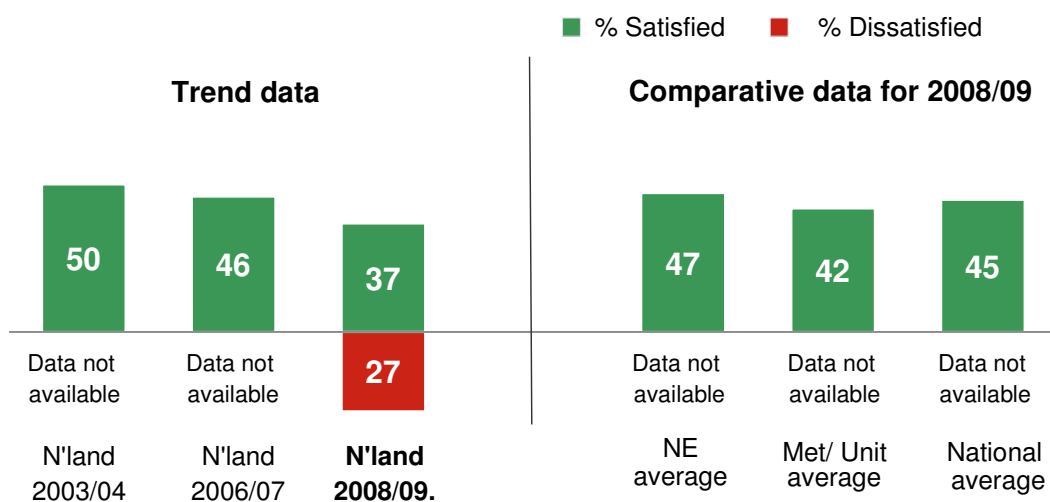
As Ipsos MORI's research often finds, satisfaction with other public services in the area (with health services, Northumbria Police, and Northumberland Fire and Rescue Service, as outlined earlier in this report) is higher than with their council (s).

Satisfaction with the Council is also driven by perceptions whether the Council provides value for money, information provision, ability to influence local decision-making and perceptions that local services deal with anti-social behaviour and crime successfully.

Some caution should be taken making direct comparisons to previous year's data (due to the recent unitary status and therefore not strictly comparing like with like), but as the chart below shows, satisfaction with Northumberland County Council has fallen significantly in 2008/9 and is now lower than the North East, the Met/unitary and national averages.

## Satisfaction with Northumberland County Council: Contextual data

Q Taking everything into account, how satisfied or dissatisfied are you with the way Northumberland County Council runs things?



Ipsos MORI Base: All valid responses 2008/09 (7953)



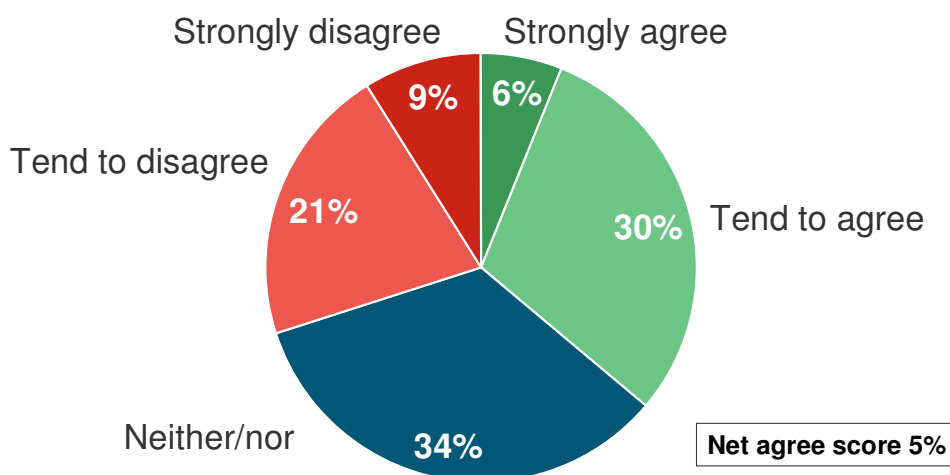
## Value for money – Local district council

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.

On average, one in three residents (36%) agrees that their local district council provides good value for money. A similar proportion (31%) disagrees, and another third (34%) are unable to give an answer either way.

### Value for money – local district council

Q To what extent do you agree or disagree that your local district council provides value for money?



Ipsos MORI Base: All valid responses (7709)



Views on their local district council's cost efficiency varied between the six districts. Those living in Blyth Valley (43%), Alnwick (42%), and Tynedale (40%) are more likely to think their local council provides value for money (vs. 36% overall); residents in Berwick upon Tweed (42%) and Wansbeck (36%) are more likely to disagree (vs. 31% overall).

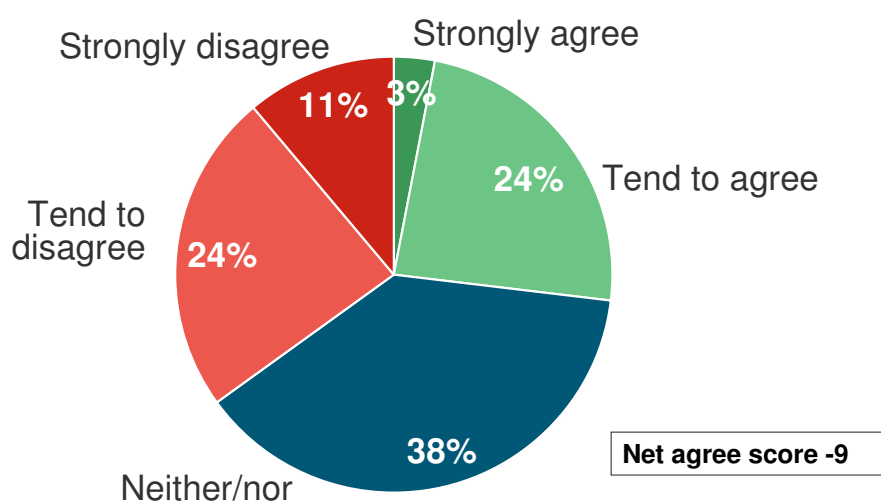
Perceptions on the local district council providing value for money are more likely to be positive than the overall among older people aged 55 or over (e.g. 39% of 55-64-year-olds and 48% of those aged 65+), residents who are not in full-time work (40%), and residents who have a disability (38% vs. 36% overall).

## Value for money – Northumberland County Council

More residents perceive they are getting better value for money from their local district council than from Northumberland County Council overall. As the following chart shows, one in four (27%) agree that the County Council provides good value for money and one in three (35%) think it does not. However, almost two in five (38%) feel unable to make a judgment on this.

### Value for money – Northumberland County Council

Q To what extent do you agree or disagree that Northumberland County Council provides value for money?



Ipsos MORI Base: All valid responses (7647)



As for satisfaction with the County Council, there are few variations between the different areas and districts. Northerners are slightly more likely to disagree that Northumberland County Council provides value for money (38% vs. 35% overall). Residents in Blyth Valley are more likely to express a positive opinion (32% vs. 27%).

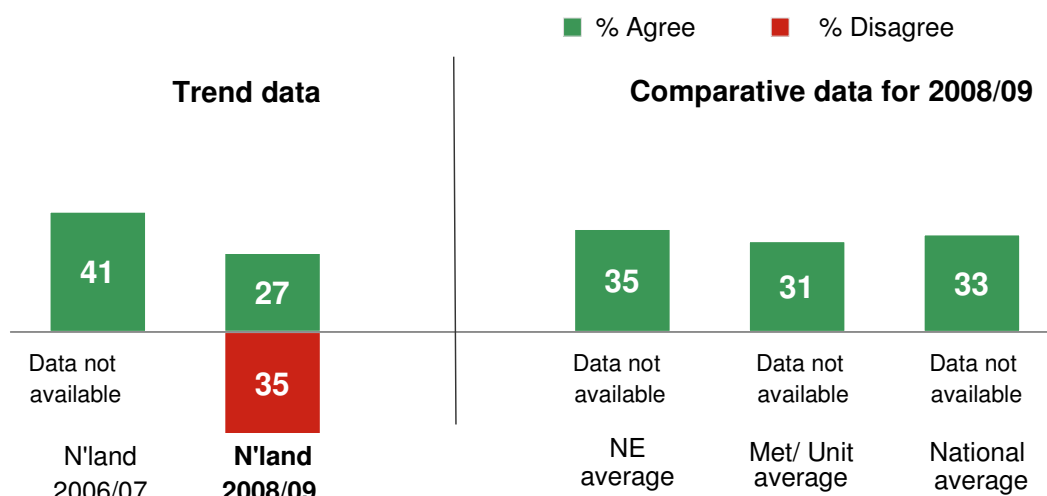
What also makes residents more likely to agree that the Council provides value for money includes:

- Satisfaction with the Council
- Local services dealing with anti-social behaviour and crime
- Information provision and
- Influencing local decision-making

Again some caution should be taken making direct comparisons to previous year's data (due to the recent unitary status and therefore not strictly comparing like with like), but as the chart below shows, perceptions of value for money for Northumberland County Council has fallen significantly in 2008/9 and is again lower than the North East, the Met/unitary and national averages.

## Value for money: Northumberland County Council Contextual data

Q Taking everything into account, how satisfied or dissatisfied are you with the way Northumberland County Council runs things?



Ipsos MORI Base: All valid responses 2008/09 (7647)



## Value for money and satisfaction with combined councils

Residents were finally asked to what extent they felt councils provided value for money overall in Northumberland – and how satisfied they are overall. The table below shows the individual and combined scores for each measure.

|  | Local District Council | Northumberland County Council | Overall |
|--|------------------------|-------------------------------|---------|
|  | %                      | %                             | %       |
| Value for money<br>(% agree)               | 36                     | 27                            | 29      |
| Satisfaction with council<br>(% satisfied) | 45                     | 37                            | 38      |

*Source: Ipsos MORI*

## Service satisfaction

### Satisfaction with culture and recreation

Residents say they are most satisfied with parks and open spaces (64%) and libraries (63%). Fewer than half are satisfied with sport and leisure facilities (49%), and less than a third are satisfied with museums and galleries (28%) and theatres and concert halls (28%).

## Satisfaction with culture and recreation

Q How satisfied or dissatisfied are you with each of the following services provided or supported by your local councils?



Ipsos MORI Base: All valid responses



Northumberland ratings are broadly in line with Ipsos MORI average and the Met and Unitary average for:

- Sports and leisure facilities;
- Libraries; and
- Parks and open spaces.

The county's ratings are lower than the Ipsos MORI average and the Met and Unitary average for:

- Museums and galleries; and



- Theatres and concert halls.

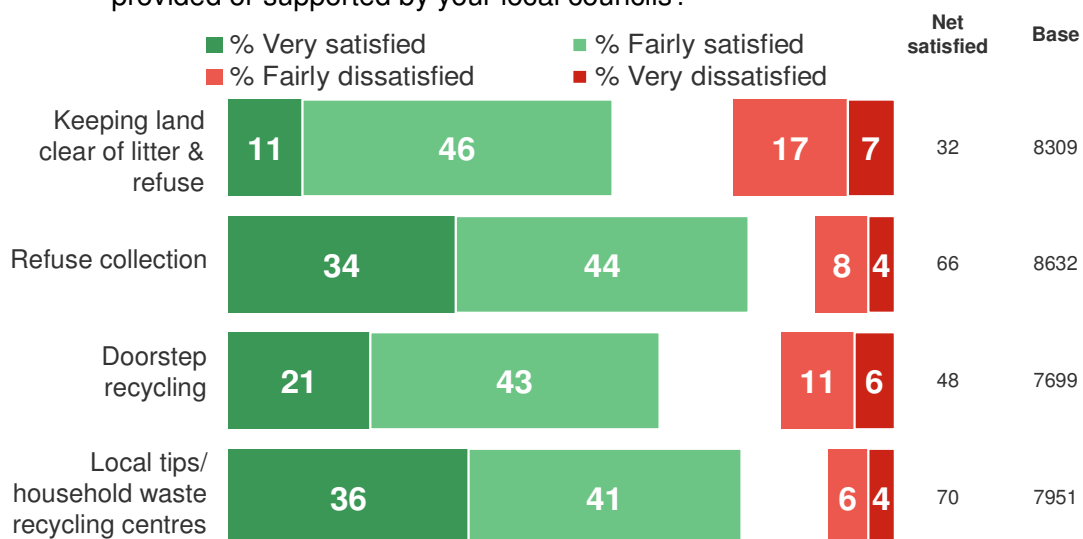
The report appendices provide full details on trend data and comparison to norms with other authorities.

### Satisfaction with environmental services

Residents say they are most satisfied with refuse collection (78%) and local tips and household waste recycling schemes (77%). Two in three are satisfied with doorstep recycling (65%), and slightly less than two in five with how land is kept clear of litter and refuse (57%).

## Satisfaction with environmental services

Q How satisfied or dissatisfied are you with each of the following services provided or supported by your local councils?



Ipsos MORI Base: All valid responses

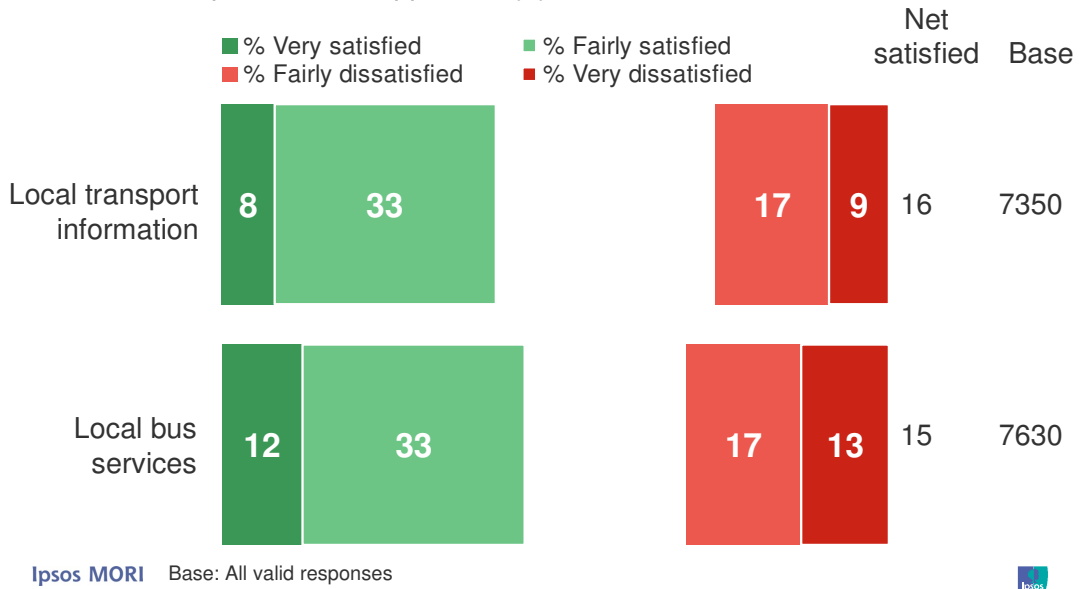


### Satisfaction with local transport

Around two in five are satisfied with local bus services (45%) and local transport information (41%).

## Satisfaction with local transport

Q How satisfied or dissatisfied are you with each of the following services provided or supported by your local councils?



### Service usage

Residents were also asked about the frequency with which they use a number of council services. The most heavily used services<sup>19</sup> in Northumberland appear to be local tips and household waste recycling centres (91%), which more than nine in ten residents say they use. A similar proportion utilises parks and open spaces (87%). Seven in ten use of transport services (72% information; 70% bus services). Sport and leisure facilities and libraries are used by about three in five (59% and 57% respectively). Two in five go to the theatre or concert halls (42%), or museums and galleries (37%).

Services that residents use at least once a week include parks and open spaces (44%), local bus services (27%), and sport and leisure facilities (23%).

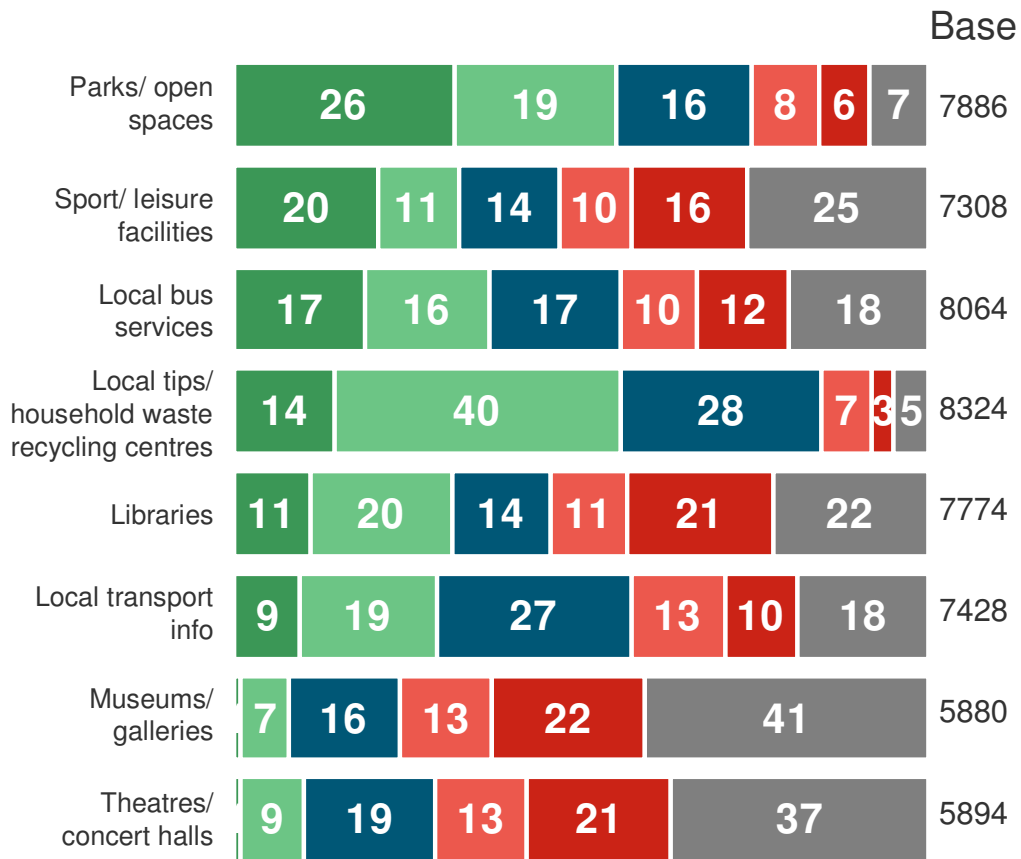
<sup>19</sup> Percentages refer to used within the last year

Cultural and spare time services such as museums and galleries, theatres and concert halls, sport and leisure facilities, and libraries are most likely to be used occasionally. These services are also most likely to not be used at all.

## Service usage

Q Please indicate how frequently you have used the following public services provided or supported by your local councils.

- At least once a week
- About once a month
- Within the last 6 months
- Within the last year
- Longer ago
- Never used



There are demographic and area differences in service usage:

- Respondents aged 35-44 (96%), those working full-time (94%), and owner-occupiers (94%) are more likely to use **local tips or household waste recycling centres** (vs. 91% overall). Social renters (21%), older people (14% of those 65+), people living with a long-term condition (11%), and those not in full-time work (11%) are more likely to be non-users (vs. 9% overall). Residents in the South East (10%), especially Wansbeck (12%) are also more likely to be non-users.
- Residents in the North (32%) and people aged 25-34 are more likely to be non-users of **local transport information** (33% vs. 28% overall); residents over 65 are more likely to say they have never used this public service (21% vs. 18% overall).
- Women (72%), young people (79% of those aged 18-24) and old people (78% of those 65+), social renters (81%), people not in full-time employment (75%) and those with a long-term health condition (72%) are more likely to use **local bus services** (vs. 70% overall). People in the South East, where indicators of social deprivation are more prevalent, are also more likely to use bus services (77%).
- Younger people (76% of those 18-44), those in full-time work (67%), and those living in the West (63%; 63% of those residing in Tynedale) are more likely to use **sports or leisure facilities** (vs. 59% overall). Older people (63% of those 65+ and 51% of people aged 55-64), people with a disability (55%), social renters (51%), and people in the North (43%; 47% in Wansbeck) are more likely to be non-users of these facilities.
- Middle-aged people (63%), possibly with children, and older people (61%), those not in full-time work (62%), and residents in the West (62% vs. 57% overall) are more likely to use **libraries**. Residents aged 55-64 (45% of non-users), people who work full-time (48%), and residents in Alnwick (48% vs. 43% overall) are more likely to be non-users.
- Residents in the West (45%), middle-aged people (42% of those 35-54), and women (39% vs. 37% overall) are more likely to visit **museums and galleries**. Social renters (76%), residents in the South East (69%), people over 65 (65%),

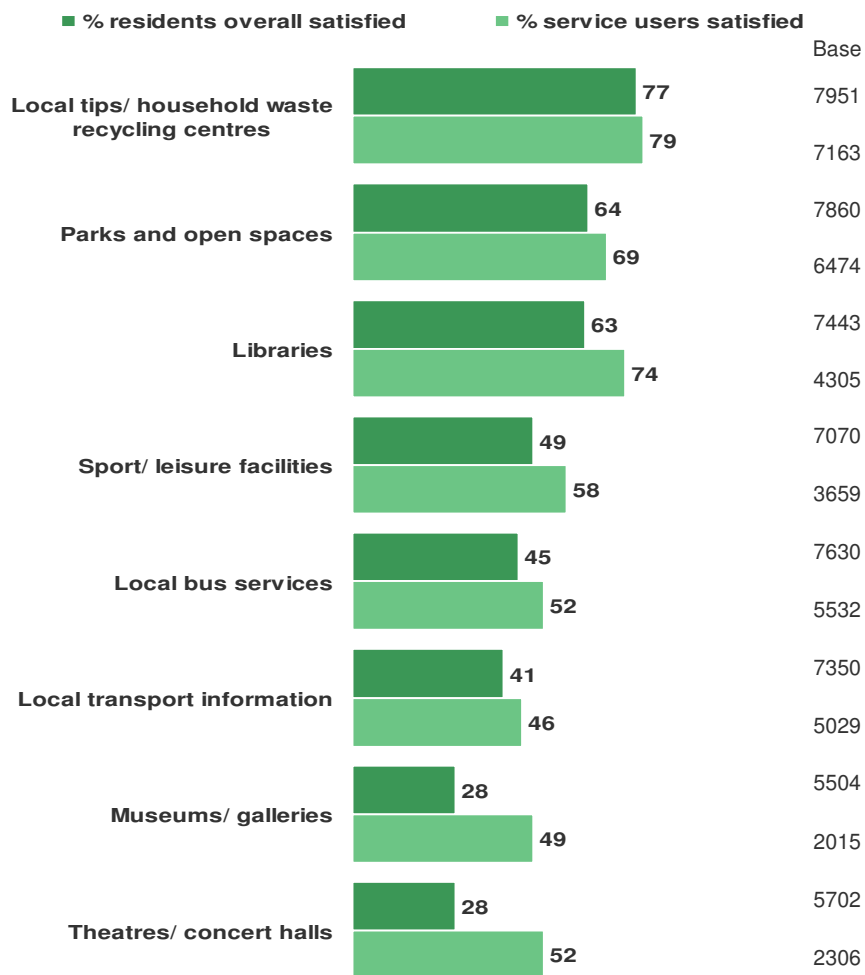
those with a long-term condition (66% vs. 63% overall) are more likely to be non-users.

- Residents in the West (52%; 54% in Tynedale) and North (48%; 59% in Alnwick), women (46%), and people aged 35-54 (45% vs. 42% overall) are more likely to use **theatres and concert halls**. Social renters (71%), younger people (66% of those 25-34) and people with disabilities (63%) are more likely to be non-users, as are people in the South East (71% vs. 58% overall; 65% in Castle Morpeth, 68% in Blyth Valley, 75% in Wansbeck).
- Younger and middle-aged people (92% of 25-44-year-olds and 88% of 45-64-year-olds) and those in full-time work (90% vs. 87% overall) are more likely to use **parks and open spaces**. Residents over 65 (20%) and people in the South East (15% vs. 13% overall) are more likely to be non-users.

## 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 Northumberland Place Survey confirms this finding for all eight services compared in the region. The difference in satisfaction is particularly pronounced for services that are used less often, such as theatres and concert halls (52% vs. 28% overall), and museums and galleries (49% vs. 28% overall).

### Satisfaction: residents overall vs. service users



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 per authority. Based on previous research conducted in the county (and knowledge of response rates to the BVPI surveys), Ipsos MORI selected a random sample of 27640 addresses from the PAF file supplied by the Audit Commission in order to meet the 1,100 responses required per authority. To ensure a sufficient level of response from all parts of the County, sample addresses were stratified by district.

To correct for this sample design, a stratification weight was later applied to the data in accordance with Audit Commission guidance.

| District           | Sample mailed out | Returned questionnaires |
|--------------------|-------------------|-------------------------|
| Alnwick            | 3,060             | 1,045                   |
| Berwick upon Tweed | 3,000             | 938                     |
| Blyth Valley       | 6,780             | 1,940                   |
| Castle Morpeth     | 4,000             | 1,543                   |
| Tynedale           | 4,800             | 1,743                   |
| Wansbeck           | 6,000             | 1,652                   |

*Source: Ipsos MORI*



## 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 Northumberland County Council, the following additional questions were included:

- Q27 - Have you contacted Northumberland County Council or your local district council with a complaint(s) in the last 12 months?
- Q28 – How satisfied or dissatisfied are you with the way your complaint was handled?

- Q29 - To what extent do you agree or disagree with the following statement: "By working together, people in my neighbourhood can influence decisions that affect the neighbourhood"?
- Q34 - All things considered, how satisfied or dissatisfied are you with your life as a whole nowadays?

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 Northumberland County 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 Northumberland Strategic Partnership, Northumberland Together and Ipsos MORI, and contained a covering letter from Bob Langley, Chief of the Northumberland Strategic Partnership.
- 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.

- 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 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 Northumberland County Council, the breakdown in mailings was as follows:

- The first mailing was sent to 27640 addresses on 20 October 2008.
- The first reminder was sent on 20 November 2008.
- The second and final reminder was sent on 4 December 2008.

Fieldwork was finally closed on the 19 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](#).

In the case of the Berwick upon Tweed, the survey elicited a response of 938 returns. Under Audit Commission guidelines, this was still acceptable, because it meant data would still be significant to +/-3% confidence at the 95% confidence level.

The **overall unadjusted response rate**<sup>20</sup> achieved from the main sample was **32.06%** - representing 8861 returned questionnaires from an original sample of 27640 addresses.

The **overall adjusted response rate**, removing incomplete responses and all non-effective addresses, achieved from the main sample was **32.43%** - representing 8861 valid questionnaires from an effective sample of 27327 addresses (313 non-effective addresses).

The methodology summary in the main body of this report sets out how the response rate for Northumberland County 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 ethnicity to the known profile of the Borough, as recorded in the 2006 Census mid-year population estimates<sup>21</sup>, and then by a further weight to adjust for household size.

A stratification weighted was also applied.

---

<sup>20</sup> 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.

## 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.

---

<sup>21</sup> Gender, age and ethnicity figures based on ONS 2006 sub national population projections; the data is an interpolation between the projections for mid-2008 and mid-2009.

## 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  $\pm 0.8\%$  to  $\pm 1.2\%$ . 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           | 5,757     | +/- 1%              |
| NI2                | % of people who feel that they belong to their neighbourhood   | 8,373     | +/- 1%              |
| NI3                | Civic participation in the local area  | 8,136     | +/- 0.8%            |
| NI4                | % of people who feel they can influence decisions in their locality  | 7,502     | +/- 1%              |
| NI5                | Overall/ general satisfaction with the local area  | 8,718     | +/- 0.8%            |
| NI6                | Participation in regular volunteering  | 7,950     | +/- 0.9%            |
| NI17               | Perceptions of anti-social behaviour   | 8,374     | +/- 0.8%            |
| NI21               | Dealing with local concerns about anti-social behaviour and crime issues by the local council and police     | 8,183     | +/- 1%              |
| NI22               | Perceptions of parents taking responsibility for the behaviour of their children in the area                 | 8,139     | +/- 1%              |
| NI23               | Perceptions that people in the area treat one another with respect and consideration                         | 7,985     | +/- 1%              |
| NI27               | Understanding of local concerns about anti-social behaviour and crime issues by the local council and police | 8,315     | +/- 1%              |
| NI37               | Awareness of civil protection arrangements in the local area   | 8,447     | +/- 0.8%            |
| NI41               | Perceptions of drunk or rowdy behaviour as a problem   | 7,809     | +/- 1%              |
| NI42               | Perceptions of drug use or drug dealing as a problem   | 6,871     | +/- 1.1%            |
| NI119              | Self-reported measure of people's overall health and wellbeing   | 8,595     | +/- 0.9%            |
| NI138              | Satisfaction with people over 65 with both home and neighbourhood  | 3,164     | +/- 1.2%            |
| NI139              | The extent to which older people receive the support they need to live independently                         | 8,515     | +/- 1%              |
| NI140              | Fair treatment by local services   | 8,861     | +/- 0.9%            |

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 the county, 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     |
| 8,861 responses                                | 0.6   | 0.9        | 1.0   |

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  $\pm 3$  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%<br>±  | 30% or 70%<br>± | 50%<br>± |
| 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 – 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.

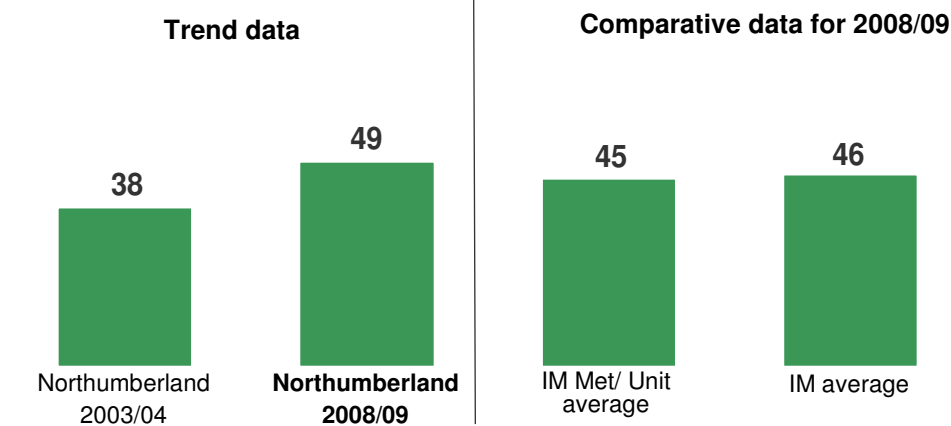
### Culture and recreation

#### Sports and leisure facilities

#### Sports and leisure: Contextual data

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

% satisfied



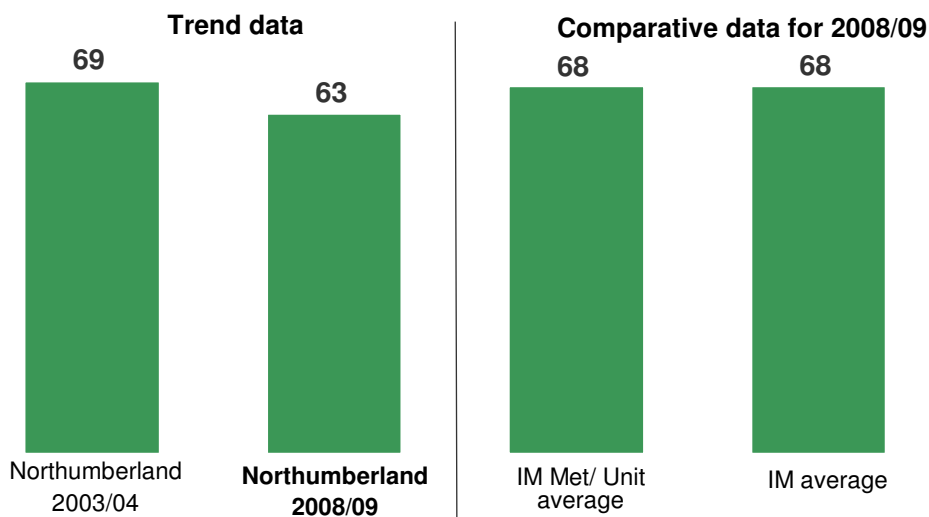
Ipsos MORI Base: All valid responses 2008/09 (7070)



## Libraries

## Libraries: Contextual data

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



Ipsos MORI Base: All valid responses 2008/09 (7443)

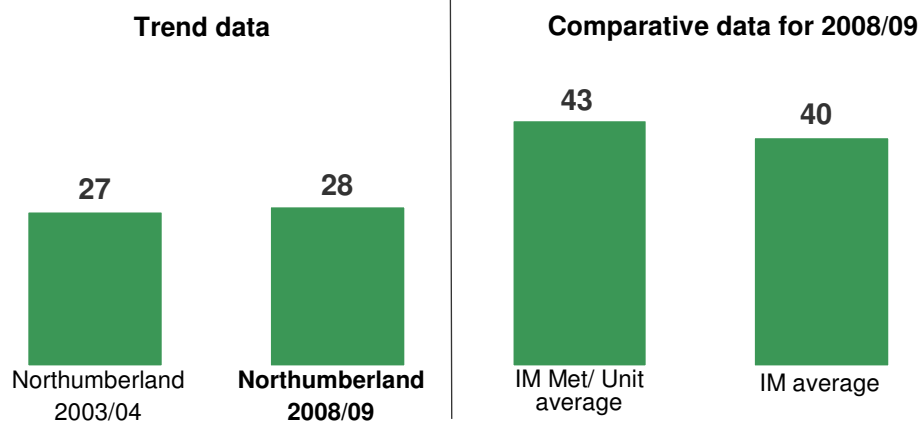


## Museums/ galleries

## Museums/ galleries: Contextual data

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

% satisfied



Ipsos MORI Base: All valid responses 2008/09 (5504)

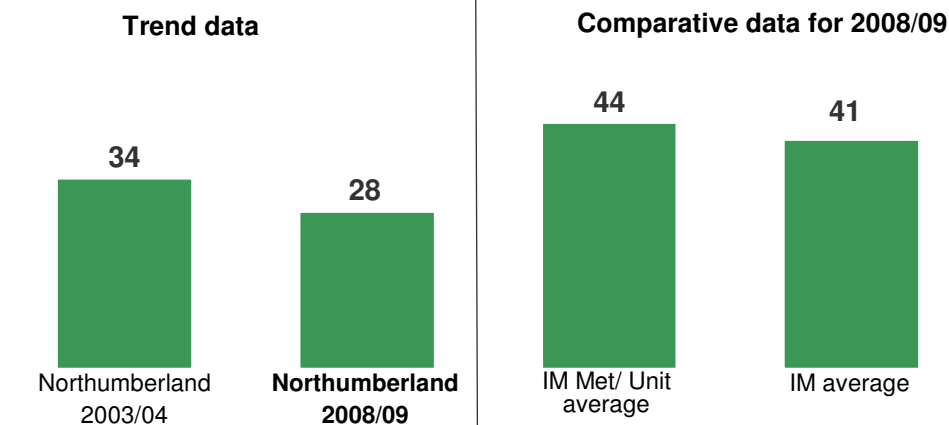


## Theatres/ concert halls

## Theatres/ concert halls: Contextual data

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

% satisfied



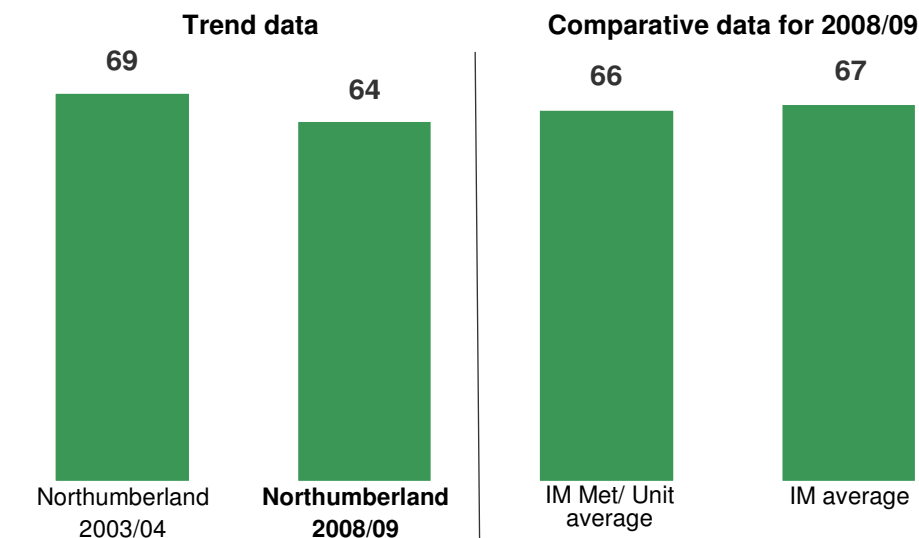
Ipsos MORI Base: All valid responses 2008/09 (5702)



## Parks and open spaces

## Parks and open spaces: Contextual data

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



Ipsos MORI Base: All valid responses 2008/09 (7860)

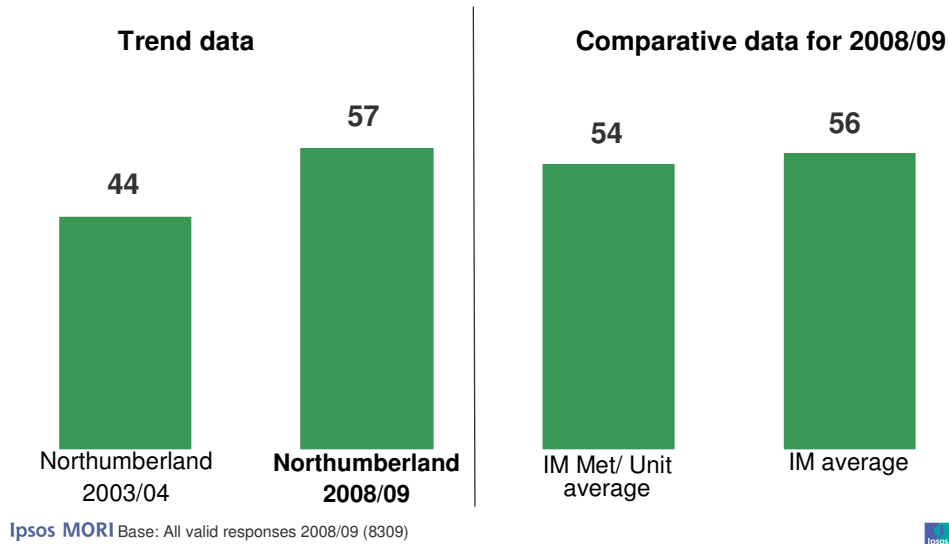


## Satisfaction with environmental services

### Keeping land clear

#### Keeping land clear: Contextual data

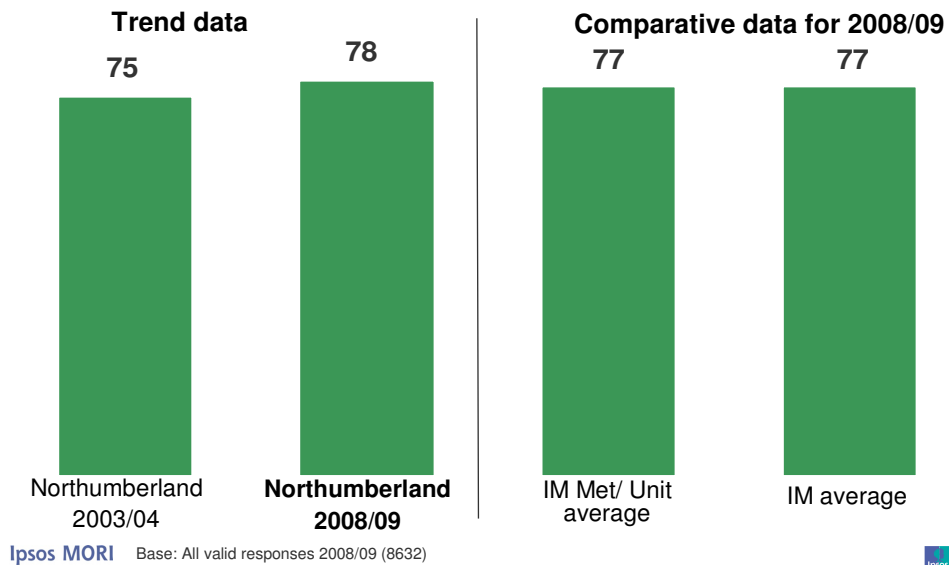
Q How satisfied or dissatisfied are you with... keeping public land clear of litter and refuse? % satisfied



### Refuse collection

#### Refuse collections: Contextual data

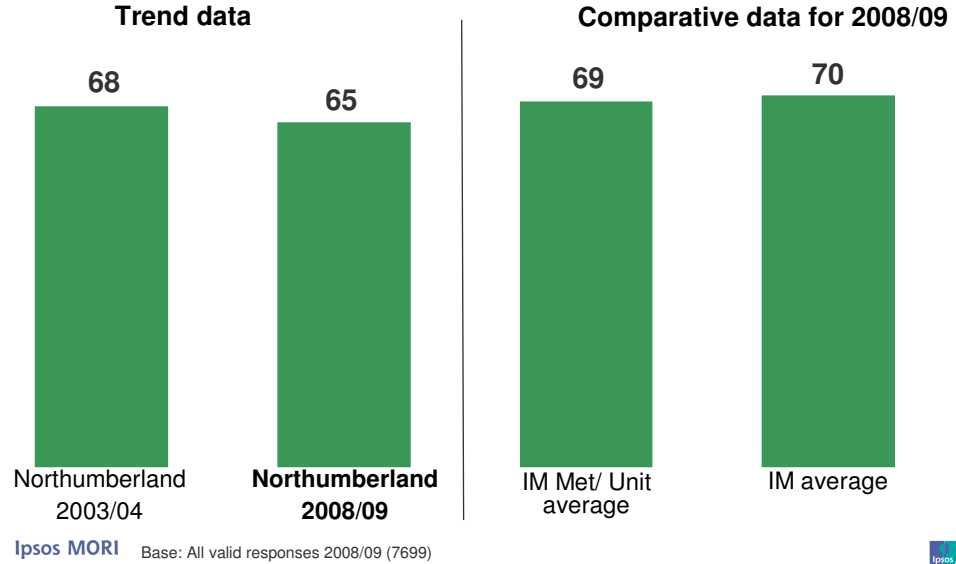
Q How satisfied or dissatisfied are you with... refuse collection? % satisfied



Doorstep recycling

**Doorstep recycling: Contextual data**

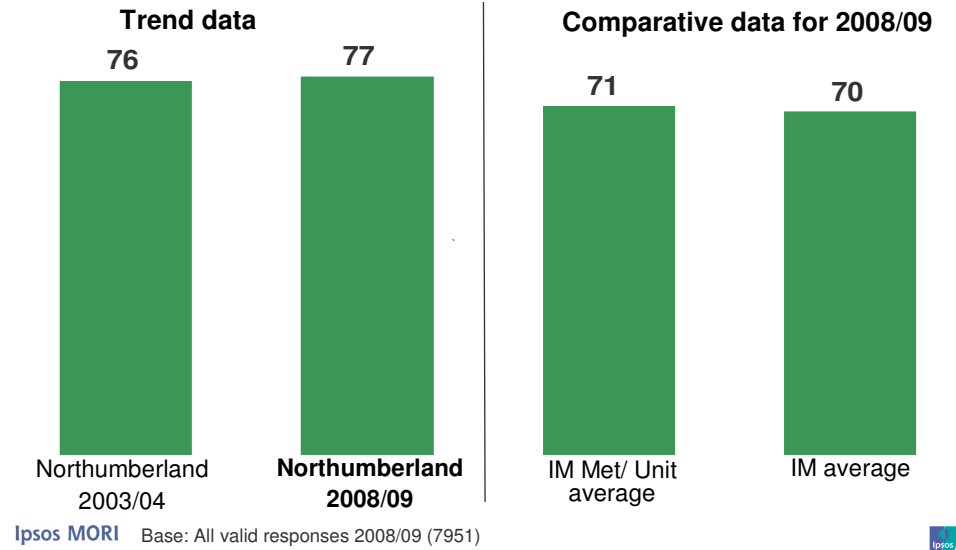
Q How satisfied or dissatisfied are you with... doorstep recycling? % satisfied



Local tips/ household waste recycling centres

**Local tips/ recycling centres: Contextual data**

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



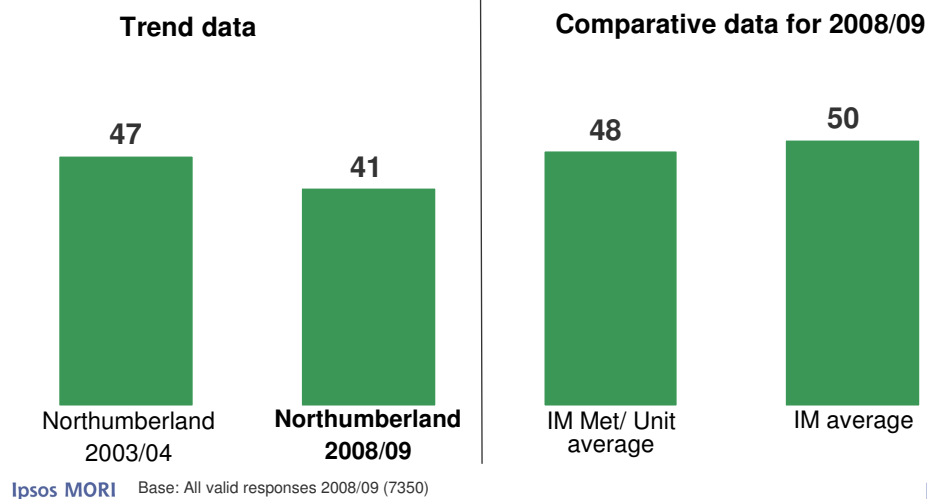
## Local transport

### Local transport information

#### Local transport information: Contextual data

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

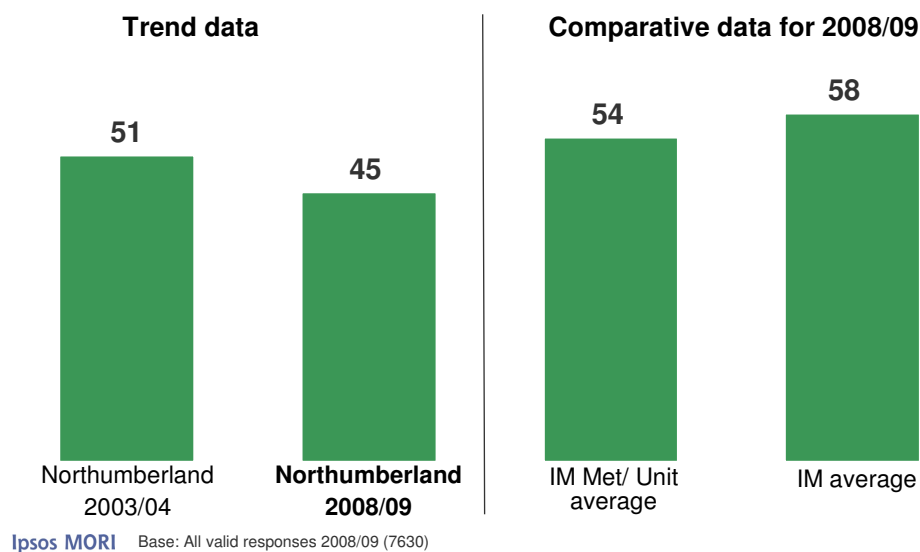
% satisfied



### Local bus services

#### Local bus services: Contextual data

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





## **Appendix 4: Marked up questionnaire**

## 2008/ 2009 NORTHUMBERLAND PLACE SURVEY TOPLINE RESULTS



Northumberland  
Strategic Partnership

Ipsos MORI

2008/9

| Q. No.  | Base | Question  | Response                                      | %  |
|---|------|---|---|----|
| <b>SECTION 1: ABOUT YOUR LOCAL AREA</b>       |      |   |   |    |
| Q1  | 7435 | Thinking generally, which of the things below would you say are <u>most important</u> in making somewhere a good place to live? | The level of crime                            | 54 |
|   |      |   | Health services                               | 45 |
|   |      |   | Affordable decent housing                     | 40 |
|   |      |   | Clean streets                                 | 40 |
|   |      |   | Education provision                           | 32 |
|   |      |   | Shopping facilities                           | 31 |
|   |      |   | Public transport                              | 30 |
|   |      |   | Access to nature                              | 24 |
|   |      |   | Activities for teenagers                      | 23 |
|   |      |   | Job prospects                                 | 23 |
|   |      |   | Parks and open spaces                         | 20 |
|   |      |   | Road and pavement repairs                     | 20 |
|   |      |   | Facilities for young children                 | 17 |
|   |      |   | Wage levels and local cost of living          | 16 |
|   |      |   | The level of traffic congestion               | 15 |
|   |      |   | Sports and leisure facilities                 | 13 |
|   |      |   | Community activities                          | 12 |
| Q2  | 7694 | And thinking about this local area, which of the things below, if any, do you think <u>most need improving</u> ?                | The level of pollution                        | 9  |
|   |      |   | Cultural facilities (e.g. libraries, museums) | 9  |
|   |      |   | Race relations                                | 1  |
|   |      |   | Other   | 3  |
|   |      |   | None of these                                 | *  |
|   |      |   | Activities for teenagers                      | 51 |
|   |      |   | Road and pavement repairs                     | 48 |
|   |      |   | Job prospects                                 | 31 |
|   |      |   | Public transport                              | 31 |
|   |      |   | Affordable decent housing                     | 26 |
|   |      |   | Shopping facilities                           | 24 |
|   |      |   | Clean streets                                 | 23 |
|   |      |   | The level of traffic congestion               | 22 |
|   |      |   | Facilities for young children                 | 20 |
|   |      |   | The level of crime                            | 18 |
|   |      |   | Wage levels and local cost of living          | 18 |
|   |      |   | Sports and leisure facilities                 | 16 |
| Community activities                          | 14   |   |   |    |
| Health services                               | 10   |   |   |    |
| Parks and open spaces                         | 9    |   |   |    |
| Cultural facilities (e.g. libraries, museums) | 9    |   |   |    |
| Education provision                           | 5    |   |   |    |
| Access to nature                              | 4    |   |   |    |
| The level of pollution                        | 4    |   |   |    |
| Race relations                                | 2    |   |   |    |
| Other   | 6    |   |   |    |
| None of these                                 | 1    |   |   |    |
| Q3  | 8718 | Overall, how satisfied or dissatisfied are you with your local area as a place to live?   | Very satisfied                                | 28 |
|   |      |   | Fairly satisfied                              | 53 |
|   |      |   | Neither satisfied nor dissatisfied            | 10 |
|   |      |   | Fairly dissatisfied                           | 7  |
|   |      |   | Very dissatisfied                             | 2  |
| Q4  | 8722 | And how satisfied or dissatisfied are you with your home as a place to live?  | Very satisfied                                | 54 |
|   |      |   | Fairly satisfied                              | 36 |
|   |      |   | Neither satisfied nor dissatisfied            | 5  |
|   |      |   | Fairly dissatisfied                           | 3  |
|   |      |   | Very dissatisfied                             | 1  |
| Q5  | 8373 | How strongly do you feel you belong to your <u>immediate neighbourhood</u> ?  | Very strongly                                 | 20 |
|   |      |   | Fairly strongly                               | 48 |
|   |      |   | Not very strongly                             | 24 |
|   |      |   | Not at all strongly                           | 8  |

**SECTION 2: YOUR LOCAL PUBLIC SERVICES**

|                                    |      |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
|------------------------------------|------|---|---|----------------|----|------------------|----|------------------------------------|----|---------------------|----|-------------------|---|--------------------------|----|
| Q6                                 |      | Here are some things that other people have said about their local public services. To what extent do you think that these statements apply to public services in your local area?  |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
|                                    | 7553 | Local public services are working to make the area safer  | <table border="1"> <tr><td>A great deal</td><td>8</td></tr> <tr><td>To some extent</td><td>57</td></tr> <tr><td>Not very much</td><td>29</td></tr> <tr><td>Not at all</td><td>6</td></tr> </table>  | A great deal   | 8  | To some extent   | 57 | Not very much                      | 29 | Not at all          | 6  |                   |   |                          |    |
| A great deal                       | 8    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| To some extent                     | 57   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Not very much                      | 29   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Not at all                         | 6    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
|                                    | 7875 | Local public services are working to make the area cleaner and greener  | <table border="1"> <tr><td>A great deal</td><td>12</td></tr> <tr><td>To some extent</td><td>55</td></tr> <tr><td>Not very much</td><td>26</td></tr> <tr><td>Not at all</td><td>7</td></tr> </table>   | A great deal   | 12 | To some extent   | 55 | Not very much                      | 26 | Not at all          | 7  |                   |   |                          |    |
| A great deal                       | 12   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| To some extent                     | 55   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Not very much                      | 26   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Not at all                         | 7    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
|                                    | 7272 | Local public services promote the interests of local residents  | <table border="1"> <tr><td>A great deal</td><td>6</td></tr> <tr><td>To some extent</td><td>37</td></tr> <tr><td>Not very much</td><td>43</td></tr> <tr><td>Not at all</td><td>14</td></tr> </table>   | A great deal   | 6  | To some extent   | 37 | Not very much                      | 43 | Not at all          | 14 |                   |   |                          |    |
| A great deal                       | 6    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| To some extent                     | 37   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Not very much                      | 43   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Not at all                         | 14   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
|                                    | 7277 | Local public services act on the concerns of local residents  | <table border="1"> <tr><td>A great deal</td><td>6</td></tr> <tr><td>To some extent</td><td>38</td></tr> <tr><td>Not very much</td><td>41</td></tr> <tr><td>Not at all</td><td>15</td></tr> </table>   | A great deal   | 6  | To some extent   | 38 | Not very much                      | 41 | Not at all          | 15 |                   |   |                          |    |
| A great deal                       | 6    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| To some extent                     | 38   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Not very much                      | 41   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Not at all                         | 15   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
|                                    | 6394 | Local public services treat all types of people fairly  | <table border="1"> <tr><td>A great deal</td><td>15</td></tr> <tr><td>To some extent</td><td>57</td></tr> <tr><td>Not very much</td><td>19</td></tr> <tr><td>Not at all</td><td>9</td></tr> </table>   | A great deal   | 15 | To some extent   | 57 | Not very much                      | 19 | Not at all          | 9  |                   |   |                          |    |
| A great deal                       | 15   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| To some extent                     | 57   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Not very much                      | 19   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Not at all                         | 9    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Q7                                 |      | Please indicate how satisfied or dissatisfied you are with each of the following public services in your local area.  |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
|                                    | 8578 | Northumbria Police  | <table border="1"> <tr><td>Very satisfied</td><td>17</td></tr> <tr><td>Fairly satisfied</td><td>38</td></tr> <tr><td>Neither satisfied nor dissatisfied</td><td>23</td></tr> <tr><td>Fairly dissatisfied</td><td>8</td></tr> <tr><td>Very dissatisfied</td><td>3</td></tr> <tr><td>Haven't used the service</td><td>11</td></tr> </table> | Very satisfied | 17 | Fairly satisfied | 38 | Neither satisfied nor dissatisfied | 23 | Fairly dissatisfied | 8  | Very dissatisfied | 3 | Haven't used the service | 11 |
| Very satisfied                     | 17   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Fairly satisfied                   | 38   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Neither satisfied nor dissatisfied | 23   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Fairly dissatisfied                | 8    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Very dissatisfied                  | 3    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Haven't used the service           | 11   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
|                                    | 8488 | Northumberland Fire & Rescue Service  | <table border="1"> <tr><td>Very satisfied</td><td>34</td></tr> <tr><td>Fairly satisfied</td><td>29</td></tr> <tr><td>Neither satisfied nor dissatisfied</td><td>12</td></tr> <tr><td>Fairly dissatisfied</td><td>1</td></tr> <tr><td>Very dissatisfied</td><td>*</td></tr> <tr><td>Haven't used the service</td><td>24</td></tr> </table> | Very satisfied | 34 | Fairly satisfied | 29 | Neither satisfied nor dissatisfied | 12 | Fairly dissatisfied | 1  | Very dissatisfied | * | Haven't used the service | 24 |
| Very satisfied                     | 34   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Fairly satisfied                   | 29   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Neither satisfied nor dissatisfied | 12   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Fairly dissatisfied                | 1    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Very dissatisfied                  | *    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Haven't used the service           | 24   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
|                                    | 8693 | Your GP (family doctor)   | <table border="1"> <tr><td>Very satisfied</td><td>47</td></tr> <tr><td>Fairly satisfied</td><td>38</td></tr> <tr><td>Neither satisfied nor dissatisfied</td><td>8</td></tr> <tr><td>Fairly dissatisfied</td><td>4</td></tr> <tr><td>Very dissatisfied</td><td>1</td></tr> <tr><td>Haven't used the service</td><td>2</td></tr> </table>   | Very satisfied | 47 | Fairly satisfied | 38 | Neither satisfied nor dissatisfied | 8  | Fairly dissatisfied | 4  | Very dissatisfied | 1 | Haven't used the service | 2  |
| Very satisfied                     | 47   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Fairly satisfied                   | 38   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Neither satisfied nor dissatisfied | 8    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Fairly dissatisfied                | 4    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Very dissatisfied                  | 1    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Haven't used the service           | 2    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
|                                    | 8472 | Your Local Hospital   | <table border="1"> <tr><td>Very satisfied</td><td>31</td></tr> <tr><td>Fairly satisfied</td><td>39</td></tr> <tr><td>Neither satisfied nor dissatisfied</td><td>13</td></tr> <tr><td>Fairly dissatisfied</td><td>6</td></tr> <tr><td>Very dissatisfied</td><td>3</td></tr> <tr><td>Haven't used the service</td><td>8</td></tr> </table>  | Very satisfied | 31 | Fairly satisfied | 39 | Neither satisfied nor dissatisfied | 13 | Fairly dissatisfied | 6  | Very dissatisfied | 3 | Haven't used the service | 8  |
| Very satisfied                     | 31   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Fairly satisfied                   | 39   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Neither satisfied nor dissatisfied | 13   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Fairly dissatisfied                | 6    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Very dissatisfied                  | 3    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Haven't used the service           | 8    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
|                                    | 8313 | Your local dentist  | <table border="1"> <tr><td>Very satisfied</td><td>32</td></tr> <tr><td>Fairly satisfied</td><td>29</td></tr> <tr><td>Neither satisfied nor dissatisfied</td><td>11</td></tr> <tr><td>Fairly dissatisfied</td><td>5</td></tr> <tr><td>Very dissatisfied</td><td>7</td></tr> <tr><td>Haven't used the service</td><td>16</td></tr> </table> | Very satisfied | 32 | Fairly satisfied | 29 | Neither satisfied nor dissatisfied | 11 | Fairly dissatisfied | 5  | Very dissatisfied | 7 | Haven't used the service | 16 |
| Very satisfied                     | 32   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Fairly satisfied                   | 29   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Neither satisfied nor dissatisfied | 11   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Fairly dissatisfied                | 5    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Very dissatisfied                  | 7    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Haven't used the service           | 16   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Q8                                 |      | Your local councils are also key providers of public services locally, so we would like your views on some of the services they provide.<br><br>How satisfied or dissatisfied are you with each of the following services provided or supported by your local councils? |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
|                                    | 8309 | Keeping public land clear of litter and refuse  | <table border="1"> <tr><td>Very satisfied</td><td>11</td></tr> <tr><td>Fairly satisfied</td><td>46</td></tr> <tr><td>Neither satisfied nor dissatisfied</td><td>18</td></tr> <tr><td>Fairly dissatisfied</td><td>17</td></tr> <tr><td>Very dissatisfied</td><td>7</td></tr> </table>  | Very satisfied | 11 | Fairly satisfied | 46 | Neither satisfied nor dissatisfied | 18 | Fairly dissatisfied | 17 | Very dissatisfied | 7 |                          |    |
| Very satisfied                     | 11   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Fairly satisfied                   | 46   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Neither satisfied nor dissatisfied | 18   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Fairly dissatisfied                | 17   |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |
| Very dissatisfied                  | 7    |   |   |                |    |                  |    |                                    |    |                     |    |                   |   |                          |    |

|      |   |                                    |    |
|------|---|------------------------------------|----|
| 8632 | Refuse collection   | Very satisfied                     | 34 |
|      |   | Fairly satisfied                   | 44 |
|      |   | Neither satisfied nor dissatisfied | 10 |
|      |   | Fairly dissatisfied                | 8  |
|      |   | Very dissatisfied                  | 4  |
| 7699 | Doorstep recycling  | Very satisfied                     | 21 |
|      |   | Fairly satisfied                   | 43 |
|      |   | Neither satisfied nor dissatisfied | 18 |
|      |   | Fairly dissatisfied                | 11 |
|      |   | Very dissatisfied                  | 6  |
| 7951 | Local tips/household waste recycling centres  | Very satisfied                     | 36 |
|      |   | Fairly satisfied                   | 41 |
|      |   | Neither satisfied nor dissatisfied | 13 |
|      |   | Fairly dissatisfied                | 6  |
|      |   | Very dissatisfied                  | 4  |
| 7350 | Local transport information   | Very satisfied                     | 8  |
|      |   | Fairly satisfied                   | 33 |
|      |   | Neither satisfied nor dissatisfied | 33 |
|      |   | Fairly dissatisfied                | 17 |
|      |   | Very dissatisfied                  | 9  |
| 7630 | Local bus services  | Very satisfied                     | 12 |
|      |   | Fairly satisfied                   | 33 |
|      |   | Neither satisfied nor dissatisfied | 24 |
|      |   | Fairly dissatisfied                | 17 |
|      |   | Very dissatisfied                  | 13 |
| 7070 | Sport/leisure facilities  | Very satisfied                     | 12 |
|      |   | Fairly satisfied                   | 37 |
|      |   | Neither satisfied nor dissatisfied | 27 |
|      |   | Fairly dissatisfied                | 14 |
|      |   | Very dissatisfied                  | 10 |
| 7443 | Libraries   | Very satisfied                     | 19 |
|      |   | Fairly satisfied                   | 44 |
|      |   | Neither satisfied nor dissatisfied | 27 |
|      |   | Fairly dissatisfied                | 7  |
|      |   | Very dissatisfied                  | 4  |
| 5504 | Museums/galleries   | Very satisfied                     | 6  |
|      |   | Fairly satisfied                   | 22 |
|      |   | Neither satisfied nor dissatisfied | 44 |
|      |   | Fairly dissatisfied                | 15 |
|      |   | Very dissatisfied                  | 13 |
| 5702 | Theatres/concert halls  | Very satisfied                     | 8  |
|      |   | Fairly satisfied                   | 20 |
|      |   | Neither satisfied nor dissatisfied | 37 |
|      |   | Fairly dissatisfied                | 17 |
|      |   | Very dissatisfied                  | 18 |
| 7860 | Parks and open spaces   | Very satisfied                     | 18 |
|      |   | Fairly satisfied                   | 45 |
|      |   | Neither satisfied nor dissatisfied | 21 |
|      |   | Fairly dissatisfied                | 11 |
|      |   | Very dissatisfied                  | 5  |
| Q9   | Please indicate how frequently you have used the following public services provided or supported by your local councils |                                    |    |
| 8324 | Local tips/household waste recycling centres  | Almost every day                   | 1  |
|      |   | At least once a week               | 14 |
|      |   | About once a month                 | 40 |
|      |   | Within the last 6 months           | 28 |
|      |   | Within the last year               | 7  |
|      |   | Longer ago                         | 3  |
|      |   | Never used                         | 5  |
| 7428 | Local transport information   | Almost every day                   | 3  |
|      |   | At least once a week               | 9  |
|      |   | About once a month                 | 19 |
|      |   | Within the last 6 months           | 27 |
|      |   | Within the last year               | 13 |
|      |   | Longer ago                         | 10 |
|      |   | Never used                         | 18 |

|      |      |   |                                    |    |
|------|------|---|------------------------------------|----|
|      | 8064 | Local bus services  | Almost every day                   | 10 |
|      |      |   | At least once a week               | 17 |
|      |      |   | About once a month                 | 16 |
|      |      |   | Within the last 6 months           | 17 |
|      |      |   | Within the last year               | 10 |
|      |      |   | Longer ago                         | 12 |
|      |      |   | Never used                         | 18 |
|      | 7308 | Sport/leisure facilities  | Almost every day                   | 3  |
|      |      |   | At least once a week               | 20 |
|      |      |   | About once a month                 | 11 |
|      |      |   | Within the last 6 months           | 14 |
|      |      |   | Within the last year               | 10 |
|      |      |   | Longer ago                         | 16 |
|      |      |   | Never used                         | 25 |
|      | 7774 | Libraries   | Almost every day                   | 1  |
|      |      |   | At least once a week               | 11 |
|      |      |   | About once a month                 | 20 |
|      |      |   | Within the last 6 months           | 14 |
|      |      |   | Within the last year               | 11 |
|      |      |   | Longer ago                         | 21 |
|      |      |   | Never used                         | 22 |
|      | 5880 | Museums/galleries   | Almost every day                   | *  |
|      |      |   | At least once a week               | 1  |
|      |      |   | About once a month                 | 7  |
|      |      |   | Within the last 6 months           | 16 |
|      |      |   | Within the last year               | 13 |
|      |      |   | Longer ago                         | 22 |
|      |      |   | Never used                         | 41 |
|      | 5894 | Theatres/concert halls  | Almost every day                   | *  |
|      |      |   | At least once a week               | 1  |
|      |      |   | About once a month                 | 9  |
|      |      |   | Within the last 6 months           | 19 |
|      |      |   | Within the last year               | 13 |
|      |      |   | Longer ago                         | 21 |
|      |      |   | Never used                         | 37 |
|      | 7886 | Parks and open spaces   | Almost every day                   | 18 |
|      |      |   | At least once a week               | 26 |
|      |      |   | About once a month                 | 19 |
|      |      |   | Within the last 6 months           | 16 |
|      |      |   | Within the last year               | 8  |
|      |      |   | Longer ago                         | 6  |
|      |      |   | Never used                         | 7  |
| Q10a | 7647 | To what extent do you agree or disagree that Northumberland County Council provides value for money?  | Strongly agree                     | 3  |
|      |      |   | Tend to agree                      | 24 |
|      |      |   | Neither agree nor disagree         | 38 |
|      |      |   | Tend to disagree                   | 24 |
|      |      |   | Strongly disagree                  | 11 |
| Q10b | 7709 | To what extent do you agree or disagree that your local district council provides value for money?  | Strongly agree                     | 6  |
|      |      |   | Tend to agree                      | 30 |
|      |      |   | Neither agree nor disagree         | 34 |
|      |      |   | Tend to disagree                   | 21 |
|      |      |   | Strongly disagree                  | 9  |
| Q10c | 7267 | To what extent do you agree or disagree that Northumberland County Council and your local council provide value for money?                          | Strongly agree                     | 2  |
|      |      |   | Tend to agree                      | 26 |
|      |      |   | Neither agree nor disagree         | 40 |
|      |      |   | Tend to disagree                   | 22 |
|      |      |   | Strongly disagree                  | 9  |
| Q11a | 8004 | Taking everything into account, how satisfied or dissatisfied are you with the way your local district council runs things?                         | Very satisfied                     | 7  |
|      |      |   | Fairly satisfied                   | 38 |
|      |      |   | Neither satisfied nor dissatisfied | 32 |
|      |      |   | Fairly dissatisfied                | 16 |
|      |      |   | Very dissatisfied                  | 8  |
| Q11b | 7953 | Taking everything into account, how satisfied or dissatisfied are you with the way Northumberland County Council runs things?                       | Very satisfied                     | 3  |
|      |      |   | Fairly satisfied                   | 33 |
|      |      |   | Neither satisfied nor dissatisfied | 37 |
|      |      |   | Fairly dissatisfied                | 18 |
|      |      |   | Very dissatisfied                  | 9  |
| Q11c | 7504 | Taking everything into account, how satisfied or dissatisfied are you with the way Northumberland County Council and your local council run things? | Very satisfied                     | 3  |
|      |      |   | Fairly satisfied                   | 35 |
|      |      |   | Neither satisfied nor dissatisfied | 39 |
|      |      |   | Fairly dissatisfied                | 16 |
|      |      |   | Very dissatisfied                  | 7  |

| SECTION 3: INFORMATION           |      |  |   |    |
|----------------------------------|------|--|---|----|
| Q12                              |      | How well informed do you feel about each of the following?   |   |    |
|                                  | 8464 | How and where to register to vote  | Very well informed  | 50 |
|                                  |      |  | Fairly well informed  | 42 |
|                                  |      |  | Not very well informed  | 6  |
|                                  |      |  | Not well informed at all  | 2  |
|                                  | 8235 | How your council tax is spent  | Very well informed  | 13 |
|                                  |      |  | Fairly well informed  | 47 |
|                                  |      |  | Not very well informed  | 29 |
|                                  |      |  | Not well informed at all  | 11 |
|                                  | 7235 | How you can get involved in local decision-making  | Very well informed  | 4  |
|                                  |      |  | Fairly well informed  | 29 |
|                                  |      |  | Not very well informed  | 46 |
|                                  |      |  | Not well informed at all  | 21 |
|                                  | 7693 | What standard of service you should expect from local public services  | Very well informed  | 6  |
|                                  |      |  | Fairly well informed  | 34 |
|                                  |      |  | Not very well informed  | 43 |
|                                  |      |  | Not well informed at all  | 17 |
|                                  | 7663 | How well local public services are performing  | Very well informed  | 5  |
|                                  |      |  | Fairly well informed  | 35 |
|                                  |      |  | Not very well informed  | 42 |
|                                  |      |  | Not well informed at all  | 17 |
|                                  | 7482 | How to complain about local public services  | Very well informed  | 5  |
|                                  |      |  | Fairly well informed  | 31 |
|                                  |      |  | Not very well informed  | 43 |
|                                  |      |  | Not well informed at all  | 21 |
|                                  | 8447 | What to do in the event of a large-scale emergency e.g. flooding, human pandemic flu                                     | Very well informed  | 3  |
|                                  |      |  | Fairly well informed  | 14 |
|                                  |      |  | Not very well informed  | 34 |
|                                  |      |  | Not well informed at all  | 38 |
|                                  |      |  | Don't know  | 12 |
|                                  | 8126 | Overall, how well informed do you feel about local public services?  | Very well informed  | 3  |
|                                  |      |  | Fairly well informed  | 36 |
|                                  |      |  | Not very well informed  | 42 |
|                                  |      |  | Not well informed at all  | 19 |
| SECTION 4: LOCAL DECISION MAKING |      |  |   |    |
| Q13                              | 7502 | Do you agree or disagree that you can influence decisions affecting your local area?                                     | Definitely agree  | 3  |
|                                  |      |  | Tend to agree   | 25 |
|                                  |      |  | Tend to disagree  | 48 |
|                                  |      |  | Definitely disagree   | 24 |
| Q14                              | 8237 | Generally speaking, would you like to be more involved in the decisions that affect your local area?                     | Yes   | 24 |
|                                  |      |  | No  | 13 |
|                                  |      |  | Depends on the issue  | 64 |
| SECTION 5: HELPING OUT           |      |  |   |    |
| Q15                              | 7950 | Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)? | At least once a week  | 14 |
|                                  |      |  | Less than once a week but at least once a month   | 11 |
|                                  |      |  | Less often  | 9  |
|                                  |      |  | I give unpaid help as an individual only and not through group(s), club(s) or organisation(s) | 12 |
|                                  |      |  | I have not given any unpaid help at all over the last 12 months                               | 54 |
| SECTION 6: GETTING INVOLVED      |      |  |   |    |
| Q16                              |      | In the past 12 months have you ...   |   |    |
|                                  | 8136 | Been a local councillor (for a local authority or town or parish)  | Yes   | 2  |
|                                  |      |  | No  | 98 |
|                                  | 8055 | Been a member of a group making decisions on local health or education services  | Yes   | 4  |
|                                  |      |  | No  | 96 |
|                                  | 8066 | Been a member of a decision-making group set up to regenerate the local area   | Yes   | 5  |
|                                  |      |  | No  | 95 |
|                                  | 8018 | Been a member of a decision-making group set up to tackle local crime problems   | Yes   | 2  |
|                                  |      |  | No  | 98 |
|                                  | 8030 | Been a member of a tenants' group decision-making committee  | Yes   | 2  |
|                                  |      |  | No  | 98 |
|                                  | 8007 | Been a member of a group making decisions on local services for young people   | Yes   | 5  |
|                                  |      |  | No  | 95 |
|                                  | 8001 | Been a member of another group making decisions on services in the local community                                       | Yes   | 8  |
|                                  |      |  | No  | 92 |

| SECTION 7: RESPECT AND CONSIDERATION |      |   |                            |    |
|--------------------------------------|------|---|----------------------------|----|
| Q17                                  | 8139 | To what extent do you agree or disagree that in your local area, parents take enough responsibility for the behaviour of their children?  | Definitely agree           | 6  |
|                                      |      |   | Tend to agree              | 28 |
|                                      |      |   | Neither agree nor disagree | 20 |
|                                      |      |   | Tend to disagree           | 28 |
|                                      |      |   | Definitely disagree        | 18 |
| Q18                                  | 5757 | To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?   | Definitely agree           | 7  |
|                                      |      |   | Tend to agree              | 74 |
|                                      |      |   | Tend to disagree           | 14 |
|                                      |      |   | Definitely disagree        | 6  |
| Q19                                  | 7985 | In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration?   | A very big problem         | 7  |
|                                      |      |   | A fairly big problem       | 20 |
|                                      |      |   | Not a very big problem     | 53 |
|                                      |      |   | Not a problem at all       | 20 |
| Q20                                  | 7595 | In the last year would you say that you have been treated with respect and consideration by your local public services?   | All of the time            | 23 |
|                                      |      |   | Most of the time           | 53 |
|                                      |      |   | Some of the time           | 19 |
|                                      |      |   | Rarely                     | 4  |
|                                      |      |   | Never                      | 1  |
| Q21                                  | 8515 | 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? (This could include help or support from public, private or voluntary services or from family, friends and the wider community). | Yes                        | 36 |
|                                      |      |   | No                         | 16 |
|                                      |      |   | Don't know                 | 48 |
| SECTION 8: COMMUNITY SAFETY          |      |   |                            |    |
| Q22                                  | 8356 | How safe or unsafe do you feel when outside in your local area after dark?  | Very safe                  | 21 |
|                                      |      |   | Fairly safe                | 44 |
|                                      |      |   | Neither safe nor unsafe    | 14 |
|                                      |      |   | Fairly unsafe              | 13 |
|                                      |      |   | Very unsafe                | 8  |
| Q23                                  | 8368 | How safe or unsafe do you feel when outside in your local area during the day?  | Very safe                  | 58 |
|                                      |      |   | Fairly safe                | 33 |
|                                      |      |   | Neither safe nor unsafe    | 6  |
|                                      |      |   | Fairly unsafe              | 2  |
|                                      |      |   | Very unsafe                | 1  |
| Q24                                  |      | Thinking about this local area, how much of a problem do you think each of the following are ....?  |                            |    |
|                                      | 8212 | Noisy neighbours or loud parties  | A very big problem         | 3  |
|                                      |      |   | A fairly big problem       | 6  |
|                                      |      |   | Not a very big problem     | 34 |
|                                      |      |   | Not a problem at all       | 56 |
|                                      | 8308 | Teenagers hanging around on the streets   | A very big problem         | 14 |
|                                      |      |   | A fairly big problem       | 24 |
|                                      |      |   | Not a very big problem     | 37 |
|                                      |      |   | Not a problem at all       | 26 |
|                                      | 8374 | Rubbish and litter lying around   | A very big problem         | 10 |
|                                      |      |   | A fairly big problem       | 22 |
|                                      |      |   | Not a very big problem     | 48 |
|                                      |      |   | Not a problem at all       | 20 |
|                                      | 8199 | Vandalism, graffiti and other deliberate damage to property or vehicles   | A very big problem         | 8  |
|                                      |      |   | A fairly big problem       | 17 |
|                                      |      |   | Not a very big problem     | 46 |
|                                      |      |   | Not a problem at all       | 29 |
|                                      | 6871 | People using or dealing drugs   | A very big problem         | 10 |
|                                      |      |   | A fairly big problem       | 19 |
|                                      |      |   | Not a very big problem     | 33 |
|                                      |      |   | Not a problem at all       | 38 |
|                                      | 7809 | People being drunk or rowdy in public places  | A very big problem         | 8  |
|                                      |      |   | A fairly big problem       | 17 |
|                                      |      |   | Not a very big problem     | 42 |
|                                      |      |   | Not a problem at all       | 33 |
|                                      | 7582 | Abandoned or burnt out cars   | A very big problem         | 1  |
|                                      |      |   | A fairly big problem       | 2  |
|                                      |      |   | Not a very big problem     | 23 |
|                                      |      |   | Not a problem at all       | 73 |

|                                   |      |  |                                     |    |
|-----------------------------------|------|--|-------------------------------------|----|
| Q25                               | 8315 | So, how much would you agree or disagree that the police and other local public services <u>seek people's views</u> about these issues in your local area?                     | Strongly agree                      | 7  |
|                                   |      |  | Tend to agree                       | 23 |
|                                   |      |  | Neither agree nor disagree          | 30 |
|                                   |      |  | Tend to disagree                    | 19 |
|                                   |      |  | Strongly disagree                   | 9  |
|                                   |      |  | Don't know                          | 12 |
| Q26                               | 8183 | And how much would you agree or disagree that the police and other local public services <u>are successfully dealing with</u> these issues in your local area?                 | Strongly agree                      | 5  |
|                                   |      |  | Tend to agree                       | 28 |
|                                   |      |  | Neither agree nor disagree          | 30 |
|                                   |      |  | Tend to disagree                    | 16 |
|                                   |      |  | Strongly disagree                   | 6  |
|                                   |      |  | Don't know                          | 15 |
| Q29                               | 8861 | To what extent do you agree or disagree with the following statement: 'By working together, people in my neighbourhood can influence decisions that effect the neighbourhood?' | Definitely agree                    | 12 |
|                                   |      |  | Tend to agree                       | 37 |
|                                   |      |  | Neither agree nor disagree          | 23 |
|                                   |      |  | Tend to disagree                    | 12 |
|                                   |      |  | Definitely disagree                 | 4  |
|                                   |      |  | Don't know                          | 7  |
| <b>SECTION 10: ABOUT YOURSELF</b> |      |  |                                     |    |
| Q31                               | 8559 | Are you male or female?  | Male                                | 47 |
|                                   |      |  | Female                              | 53 |
| Q32                               | 8560 | What was your age on your last birthday?   | 18 – 24                             | 6  |
|                                   |      |  | 25 – 34                             | 12 |
|                                   |      |  | 35 – 44                             | 15 |
|                                   |      |  | 45 – 54                             | 23 |
|                                   |      |  | 55 – 64                             | 19 |
|                                   |      |  | 65 – 69                             | 8  |
|                                   |      |  | 70 – 74                             | 7  |
|                                   |      |  | 75+                                 | 10 |
| Q33                               | 8595 | How is your health in general? Would you say it is...  | Very good                           | 31 |
|                                   |      |  | Good                                | 42 |
|                                   |      |  | Fair                                | 21 |
|                                   |      |  | Bad                                 | 5  |
|                                   |      |  | Very bad                            | 1  |
| Q35                               | 8532 | In which of these ways does your household occupy your current accommodation?  | Owned outright                      | 37 |
|                                   |      |  | Buying on mortgage                  | 39 |
|                                   |      |  | Rent from council                   | 9  |
|                                   |      |  | Rent from Housing Association/Trust | 5  |
|                                   |      |  | Rented from private landlord        | 7  |
|                                   |      |  | Other                               | 2  |
| Q36                               | 8473 | How many children <u>aged 17 or under</u> are living here?   | None                                | 73 |
|                                   |      |  | One                                 | 14 |
|                                   |      |  | Two                                 | 10 |
|                                   |      |  | Three                               | 2  |
|                                   |      |  | Four                                | 1  |
|                                   |      |  | More than four                      | *  |
| Q37                               | 8478 | How many adults <u>aged 18 or over</u> are living here?  | None                                | 0  |
|                                   |      |  | One                                 | 23 |
|                                   |      |  | Two                                 | 60 |
|                                   |      |  | Three                               | 12 |
|                                   |      |  | Four                                | 4  |
|                                   |      |  | More than four                      | 1  |



|                            |      |  |  |    |
|----------------------------|------|--|--|----|
| Q38                        | 8294 | Which of these activities best describes what you are doing at present?  | Employee in full-time job (30 hours plus per week)   | 38 |
|                            |      |  | Employee in part-time job (under 30 hours per week)  | 10 |
|                            |      |  | Self employed full or part-time  | 8  |
|                            |      |  | On a government supported training programme (e.g. Modern Apprenticeship/ Training for Work) | *  |
|                            |      |  | Full-time education at school, college or university   | 1  |
|                            |      |  | Unemployed and available for work  | 2  |
|                            |      |  | Permanently sick/disabled  | 4  |
|                            |      |  | Wholly retired from work   | 28 |
|                            |      |  | Looking after the home   | 5  |
|                            |      |  | Doing something else   | 3  |
| Q39                        | 8348 | Do you have any long-standing illness, disability or infirmity? (long-standing means anything that has troubled you over a period of time or that is likely to affect you over a period of time) | Yes  | 32 |
|                            |      |  | No   | 68 |
| Q40                        | 3231 | Does this illness or disability limit your activities in any way?  | Yes  | 70 |
|                            |      |  | No   | 30 |
| Q41                        | 8608 | To which of these groups do you consider you belong?   | WHITE  | 99 |
|                            |      |  | British  | 96 |
|                            |      |  | Irish  | *  |
|                            |      |  | Any other white background   | 2  |
|                            |      |  | MIXED  | *  |
|                            |      |  | White and Black Caribbean  | *  |
|                            |      |  | White and Black African  | 0  |
|                            |      |  | White and Asian  | *  |
|                            |      |  | Any other mixed background   | *  |
|                            |      |  | BLACK OR BLACK BRITISH   | *  |
|                            |      |  | Caribbean  | 0  |
|                            |      |  | African  | *  |
|                            |      |  | Any other black background   | *  |
|                            |      |  | ASIAN OR ASIAN BRITISH   | 1  |
|                            |      |  | Indian   | *  |
|                            |      |  | Pakistani  | *  |
|                            |      |  | Bangladeshi  | *  |
| Any other Asian background | *    |  |  |    |
| OTHER                      | *    |  |  |    |
| Chinese                    | *    |  |  |    |
| Other ethnic group         | *    |  |  |    |