

**Brighton & Hove**  
**City Tracker Survey**

**Wave 5 Results – November 2013**

## City Tracker Survey

- ◆ Brighton and Hove Strategic Partnership commissioned M·E·L Research to undertake a city wide tracker survey with residents aged 18 and over.
- ◆ The aim of the survey is to find out what residents think of Brighton and Hove as a place to live, and to track key performance indicators including satisfaction with key services.
- ◆ There is a modular approach to questionnaire design. Questions related to KPIs are asked each time the survey is run, three times a year, other questions are asked on an ad-hoc basis.
- ◆ A revised set of questions around satisfaction and usage of a range of services was used in this wave to deliver more robust results.
- ◆ Interviewing programmed for roughly 4 weeks during April 2013 (Wave 4), September/October 2013 (Wave 5) and January/February 2014 (Wave 6).
- ◆ Fieldwork is scheduled to avoid university holidays.

## Methodology and reporting – Wave 5

- ◆ 1,000 residents interviewed city wide.
- ◆ Telephone survey methodology, with face-to-face booster for Black and Minority Ethnic residents.
- ◆ Fieldwork dates 9th September to 25th October 2013.
- ◆ Consumer telephone lists purchased containing a mix of landline and mobile numbers.
- ◆ Interviews undertaken during the day, evenings up until 9pm and weekends between 10am and 5pm.
- ◆ Sub-groups tested for statistically significant differences (e.g. men vs. women) and included within commentary, where applicable.
- ◆ Where charts do not sum to 100%, this is due to computer rounding. Where figures are not shown in charts, these are 2% or less.
- ◆ Data is unweighted.

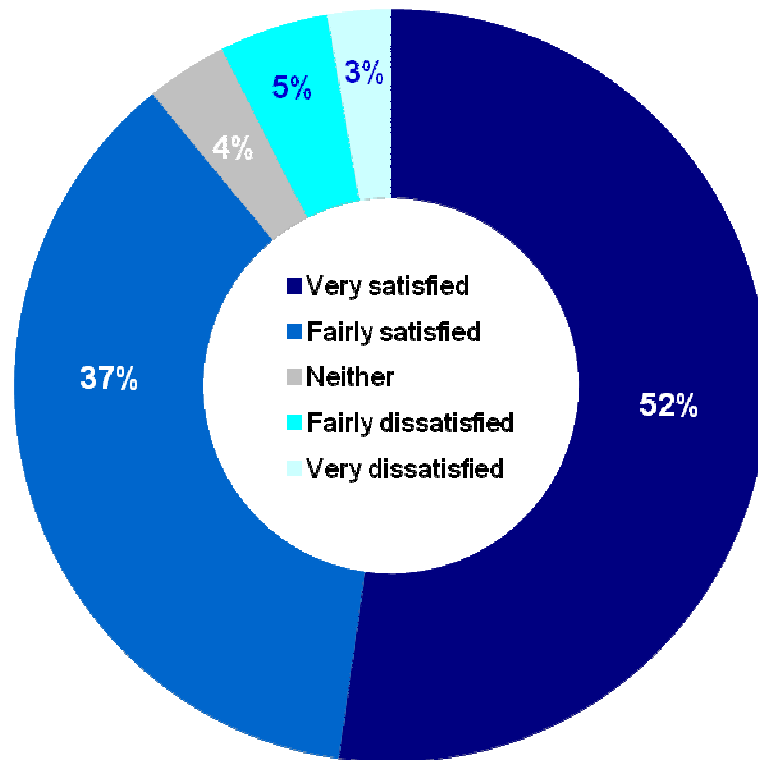
# Respondent Profile

Demographic		Sample Profile	Population Profile (2011 Census)
Gender	Male	49%	50%
	Female	51%	50%
Age	18-34	35%	37%
	35-54	38%	36%
	55+	27%	27%
Ethnicity	White British	79%	81%
	Other White	7%	9%
	BME	13%	10%
Health	Disability/Health problem	16%	16%
Postcode Sector	BN1	32%	32%
	BN2	31%	32%
	BN3	30%	29%
	BN41	7%	7%

# Wave 5 Results

# Satisfaction with Brighton and Hove as a place to live

Overall, how satisfied or dissatisfied are you with Brighton and Hove as a place to live?



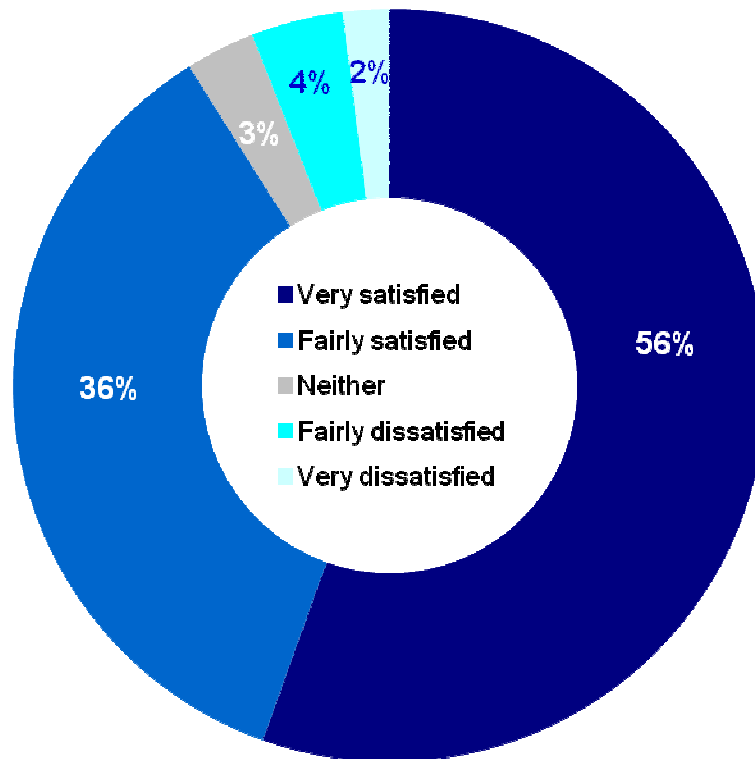
There is a high level of satisfaction with Brighton and Hove as a place to live; some nine in ten respondents are very/fairly satisfied.

Consistent with previous waves, satisfaction is higher for younger age groups peaking at 35-44 year olds (95% very/fairly satisfied) and is lowest amongst 55-64 year olds and over 65s (82% very/fairly satisfied)

Base: All respondents excluding those who said don't know (n=1000)

# Satisfaction with the local area as a place to live

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



Overall satisfaction with the local area as a place to live is broadly comparable with Brighton and Hove as a whole.

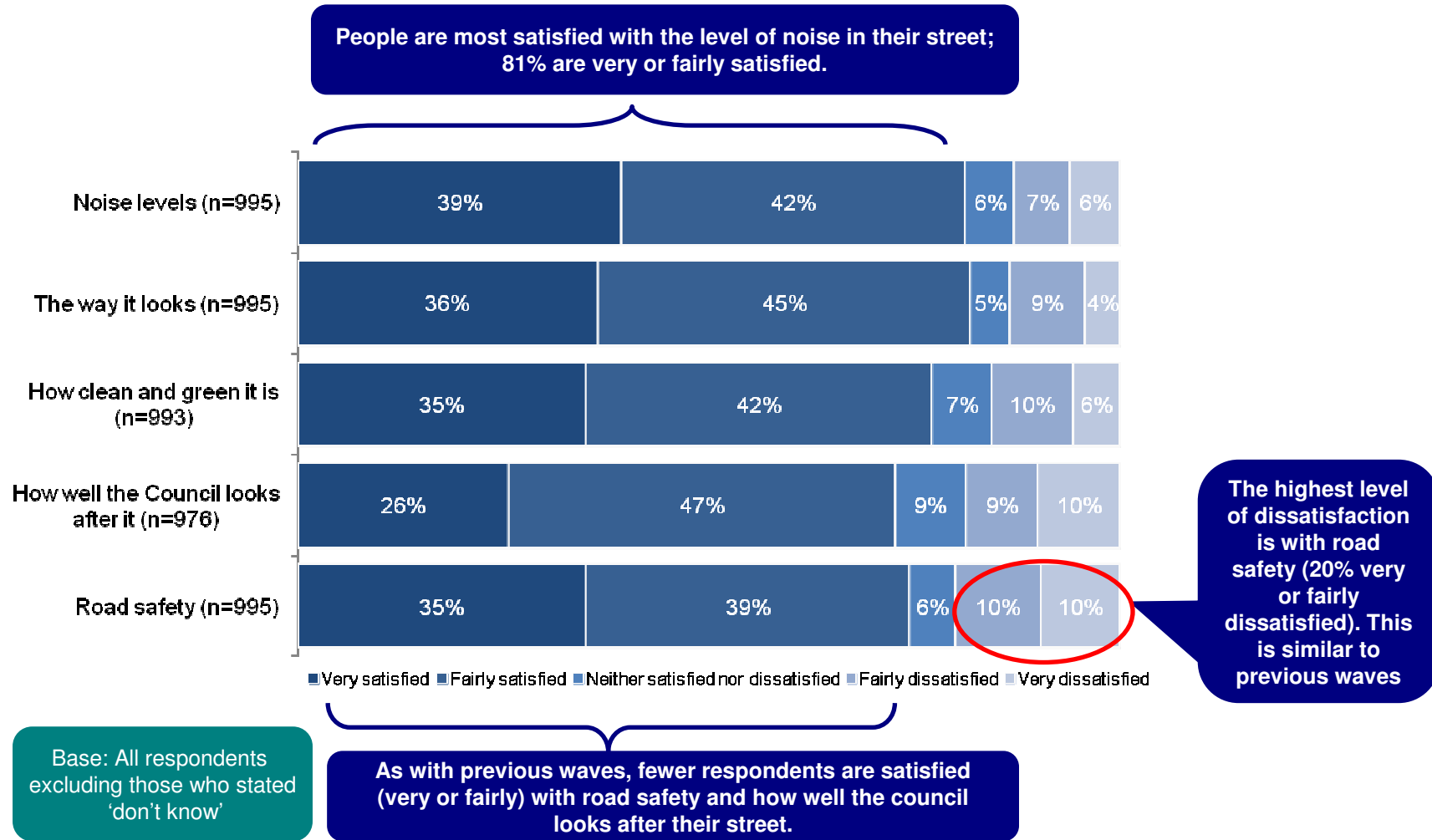
People are more satisfied, either very or fairly, with their local area as a place to live (92%) when compared to the GB average\* (85%) and the South East average (89%)

Base: All respondents excluding those who said don't know (n=1000)

\* LGA Polling on resident satisfaction with councils July 2013

# The street where you live

Thinking about the street where you live, how satisfied or dissatisfied are you with the....?





# The street where you live

## Road Safety

As in previous waves, around three-quarters (74%) of respondents are very/fairly satisfied with road safety in their street compared to 20% who are very/fairly dissatisfied.

In this wave, satisfaction with road safety is highest amongst those aged 18 to 24; 88% claim they are very/fairly satisfied. This is significantly higher than all age groups over 35.

Satisfaction is lowest amongst those aged 45 to 54 (65% very/fairly satisfied).

There are no statistically significant differences across postcode areas or gender.

## How well the council looks after your street

Three-quarters (73%) of respondents are very/fairly satisfied with the way the council looks after their street, compared to 19% who are very/fairly dissatisfied.

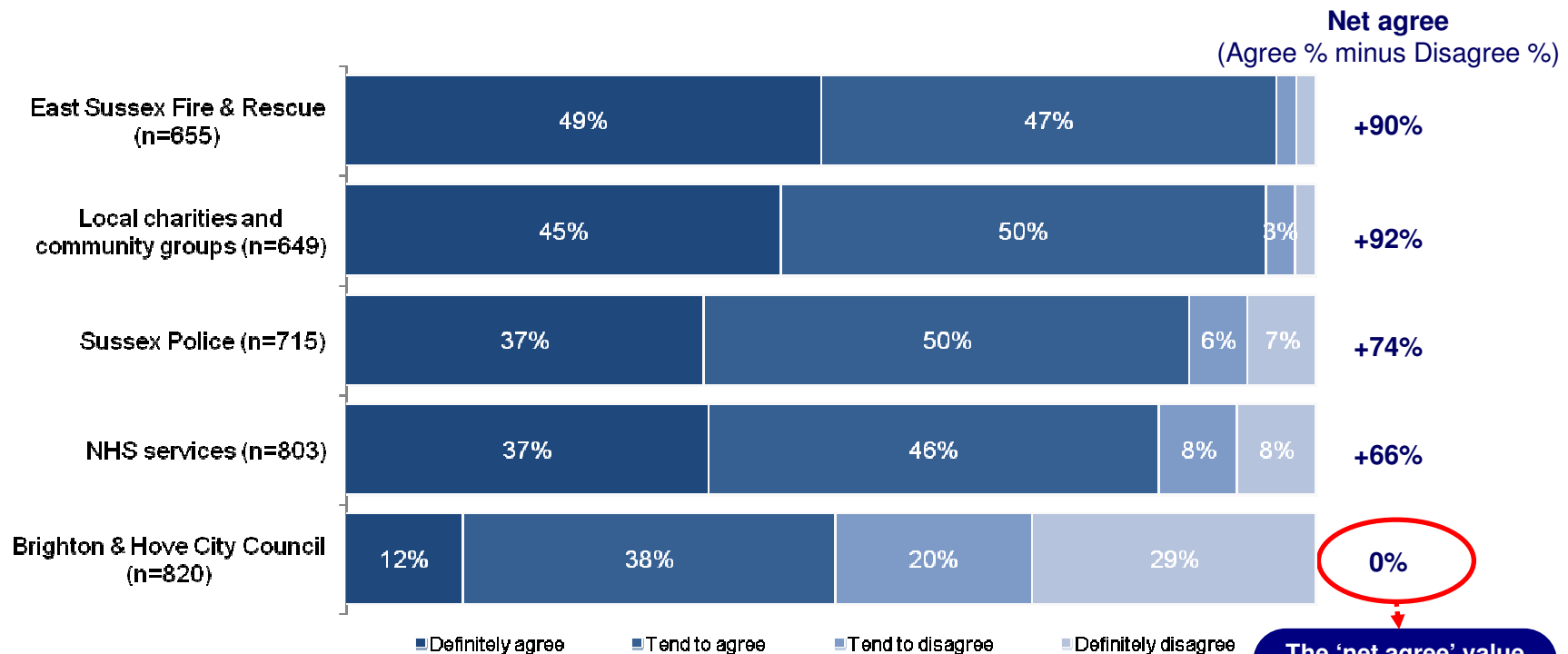
Those aged 18-24 are most satisfied (84% very/fairly satisfied) which is significantly higher than those aged 35 and above.

The least satisfied are aged 55-64 (63%) and 35-44 (68%).

There are no statistically significant differences across postcode areas or gender.

# Organisations use money wisely

To what extent do you agree or disagree that the following organisations use money wisely?



Base: All respondents excluding those who stated 'don't know'.

Levels of agreement that Brighton & Hove City Council use money wisely differs by age. Those aged 18-24 are significantly more likely to agree (70%) compared to those aged 35 and over. Those aged 55-64 are least likely to agree (30%). Whilst 50% of residents agree that the council uses money wisely, nationally\* 52% think their council provides value for money; in the South East the proportion is 51%

The 'net agree' value with regards to the city council using money wisely has declined from +16% to 0%

\* LGA Polling on resident satisfaction with councils July 2013  
NB: LGA results include don't know response of 2%

# Organisations use money wisely – Comparison of waves 1 to 5

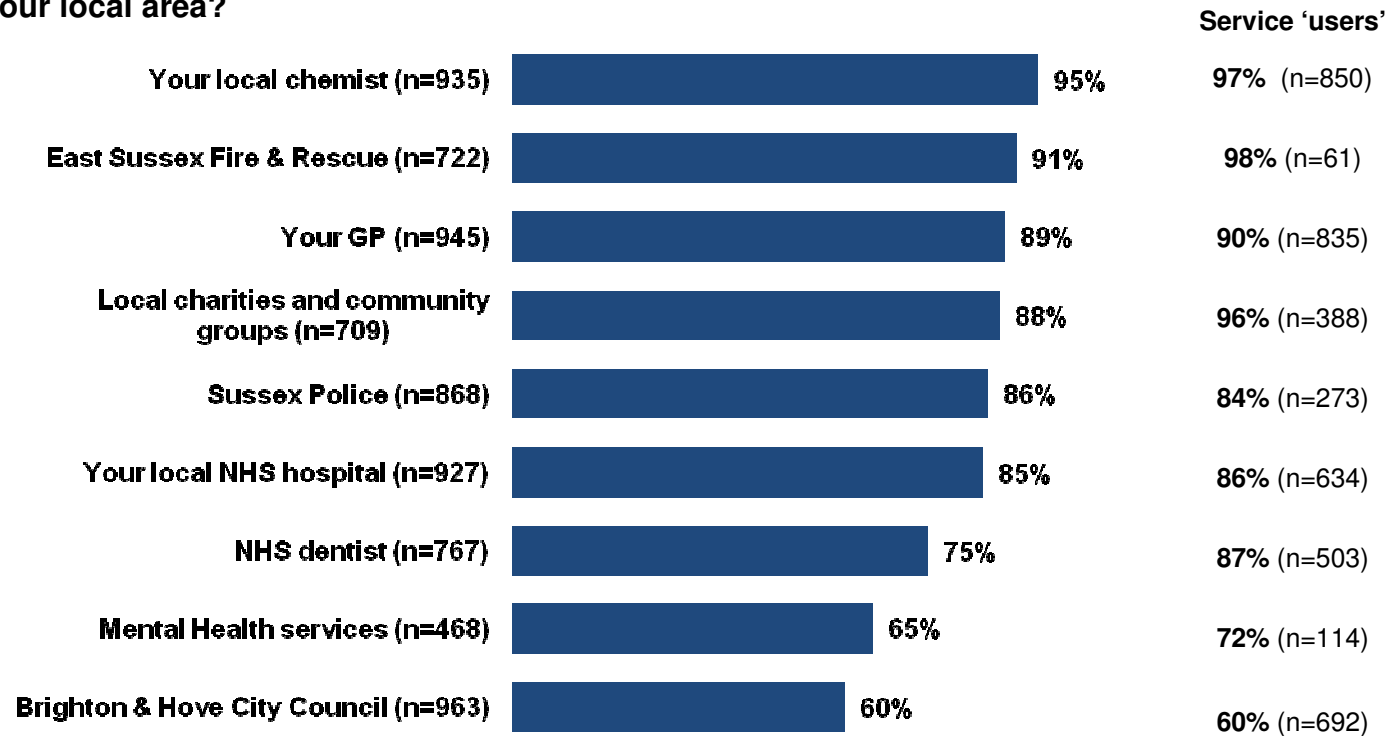
Net agree. (Agree minus Disagree)	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
East Sussex Fire and Rescue	+98%	+96%	+97%	+94%	+90%
Local charities and community groups	+86%	+90%	+89%	+88%	+92%
Sussex Police	+62%	+72%	+79%	+76%	+74%
NHS services	+62%	+70%	+64%	+60%	+67%
Brighton and Hove City Council	+8%	+20%	+20%	+16%	0%

Respondent perceptions (net agree) around East Sussex Fire and Rescue, Local charities and community groups and Sussex Police use of money have remained broadly similar in this wave, compared to wave 4.

The most striking difference is the 16 percentage point drop in the net agree figure for Brighton & Hove City Council in this wave, compared to wave 4.

# Overall satisfaction with services

Taking everything into account, how satisfied or dissatisfied are you with the following organisations in your local area?



Base: All respondents excluding those who stated 'don't know' or did not reply to these questions.

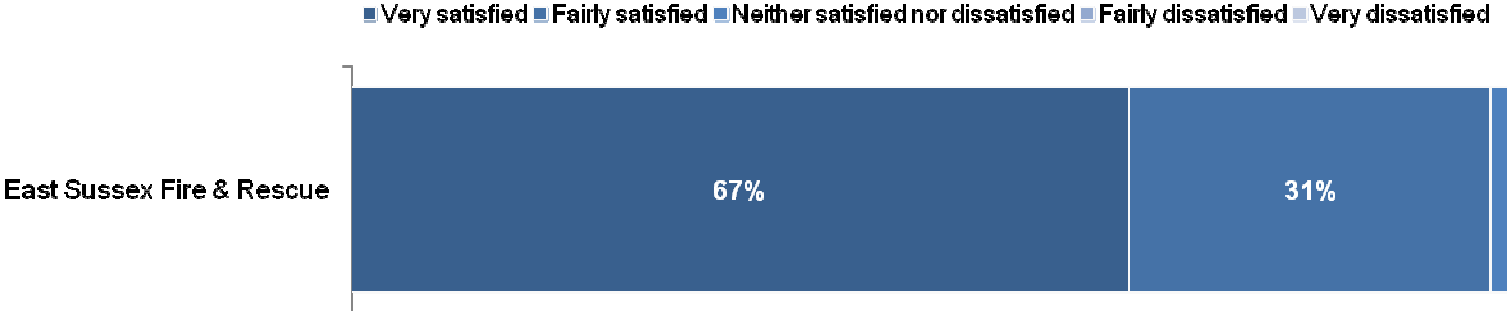
Similar to previous waves, overall satisfaction is highest for the local chemist ; 95% indicate they are very or fairly satisfied. Satisfaction with East Sussex Fire & Rescue has increased from 72% in the last wave to 91% and satisfaction with Mental Health Services has also increased from 30% to 65%. In most cases satisfaction of service users is higher, the exception being for Sussex Police, where users rate the service slightly lower at 84%.

NB: In previous waves, a 'have not used service' answer was used to derive service 'users'. For this wave, a separate question was asked for each service area: "And can I just check, have you used [service] in the last 12 months?".

**Satisfaction with services:  
those using services in last 12  
months**

# Satisfaction with East Sussex Fire & Rescue Service

Taking everything into account how satisfied or dissatisfied are you with East Sussex Fire and Rescue service?

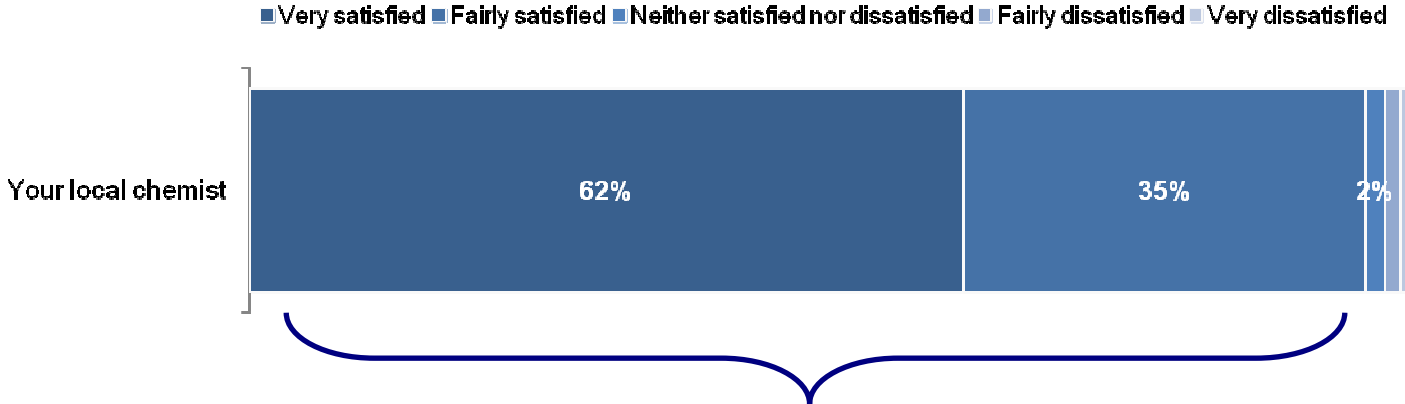


Just 61 respondents said they had used East Sussex Fire and Rescue in the last 12 months. Of these, 98% are very or fairly satisfied with the service.

Base: All respondents excluding those who said don't know or have not used the service in the last 12 months (n=61)

# Satisfaction with their local chemist

Taking everything into account how satisfied or dissatisfied are you with your local chemist?

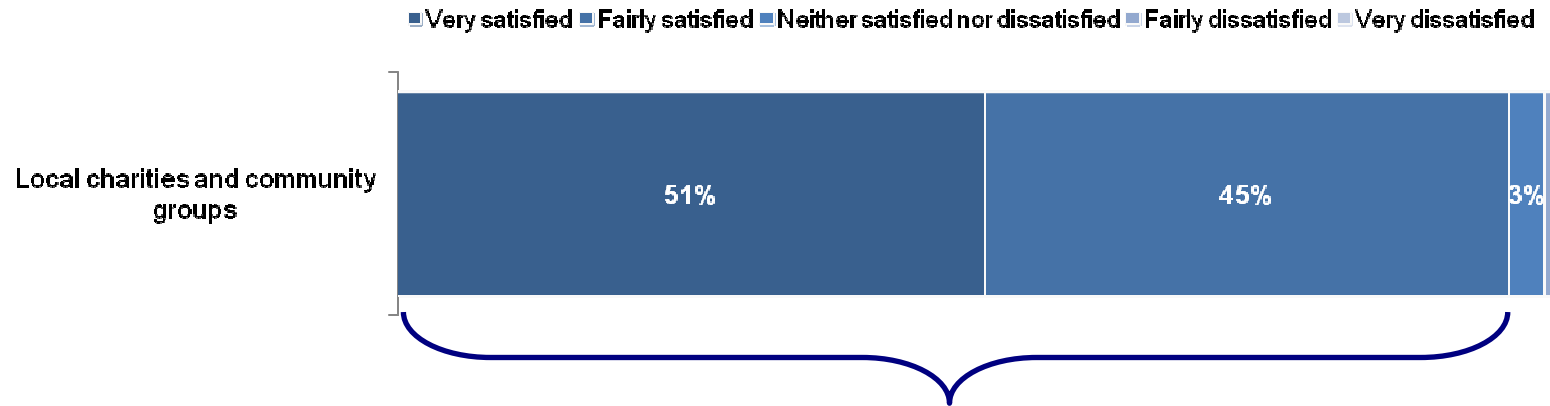


**97% of respondents who have used the local chemist in the last 12 months are very/fairly satisfied with the service.**  
**This has been consistent across all waves.**

Base: All respondents excluding those who said don't know or have not used the service in the last 12 months (n=850)

# Satisfaction with the local charities and community groups

Taking everything into account how satisfied or dissatisfied are you with local charities and community groups?



96% of respondents are very/fairly satisfied with local charities and community groups – the third highest level of satisfaction across all services.

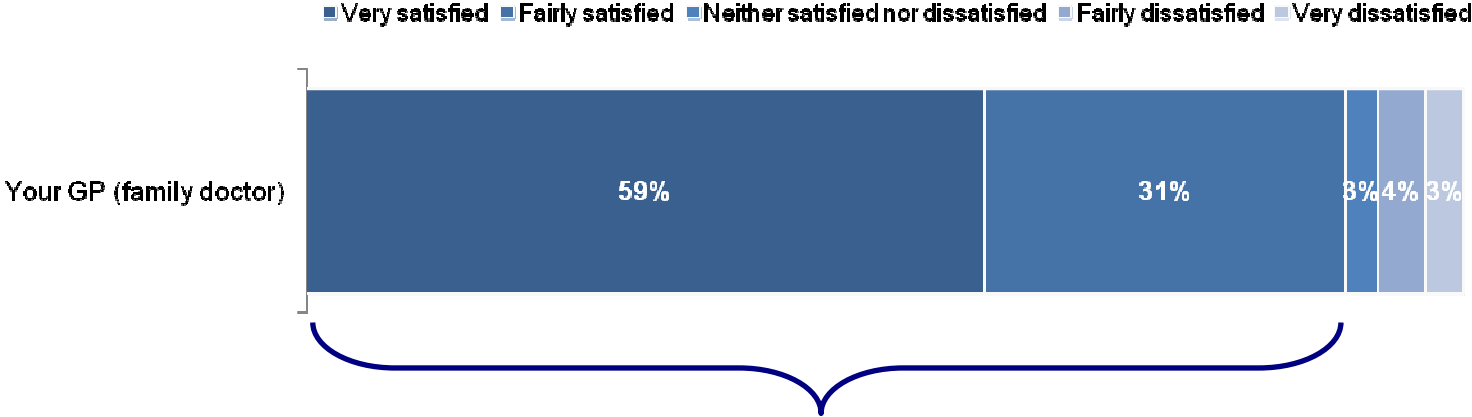
Satisfaction with these groups is broadly similar across all sub-groups of the sample.

Base: All respondents excluding those who said don't know or have not used the service in the last 12 months (n=388)



# Satisfaction with your GP (family doctor)

Taking everything into account how satisfied or dissatisfied are you with your GP (family doctor)?



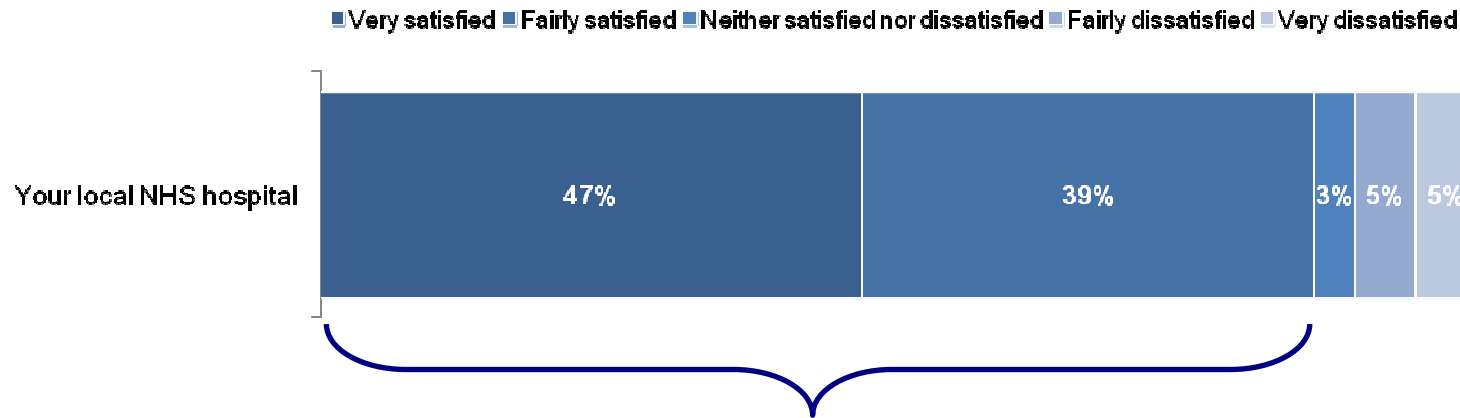
90% of respondents who have used their local GP (family doctor) are very/fairly satisfied – the fourth highest level of satisfaction across all services.

Satisfaction is highest for those living within the BN41 postcode district at 95%, compared to those living within BN2 at 86% and BN3 at 80%.

Base: All respondents excluding those who said don't know or have not used the service in the last 12 months (n=835)

# Satisfaction with your local NHS hospital

Taking everything into account how satisfied or dissatisfied are you with your local NHS hospital?



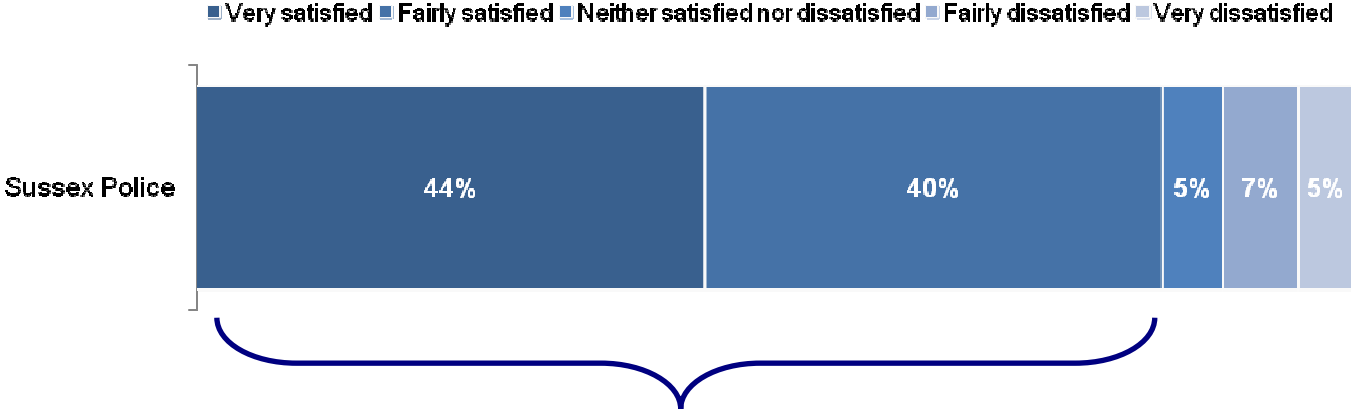
86% of respondents are very/fairly satisfied with their local NHS Hospital.

In this wave views across the different sub-groups of the population are broadly similar.

Base: All respondents excluding those who said don't know or have not used the service in the last 12 months (n=634)

# Satisfaction with Sussex Police

Taking everything into account how satisfied or dissatisfied are you with Sussex Police?

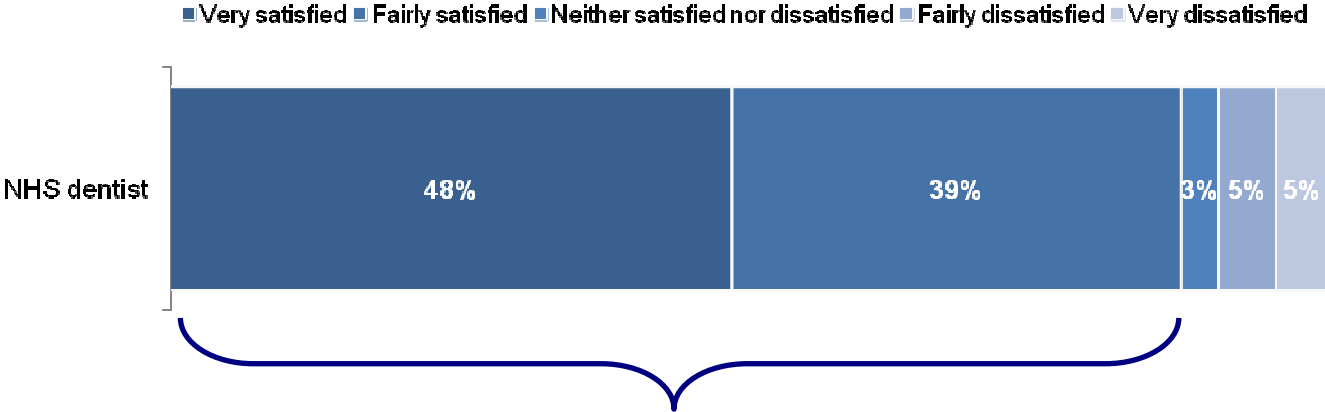


84% of respondents who had used Sussex Police are very/fairly satisfied with Sussex Police.  
Satisfaction with the Police is broadly similar across all sub-groups of the sample.

Base: All respondents excluding those who said don't know or have not used the service in the last 12 months (n=273)

# Satisfaction with NHS dentists

Taking everything into account how satisfied or dissatisfied are you with NHS dentists?



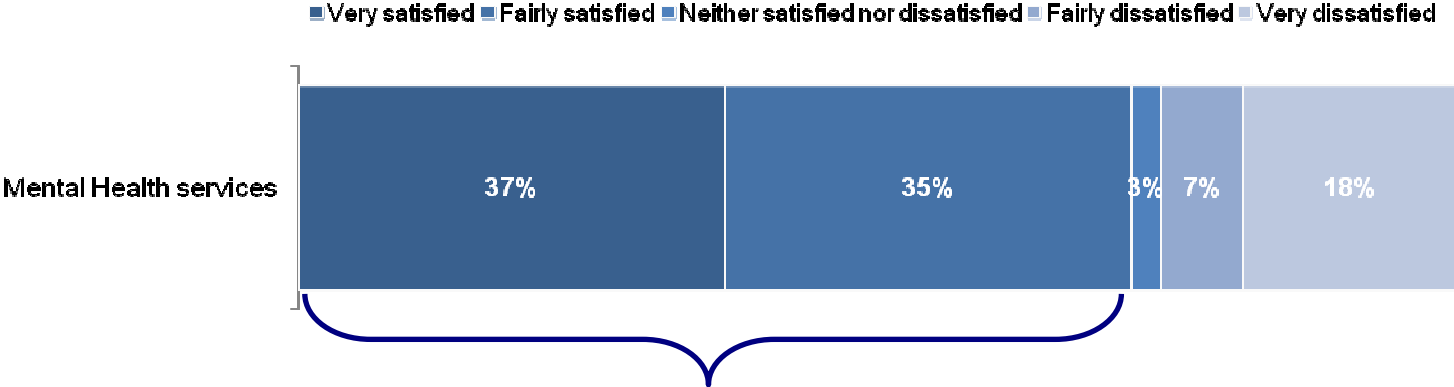
**87% of respondents are very/fairly satisfied with NHS dentists in their local area.**

Satisfaction with NHS dentists rises to 85% amongst those aged 65 and over and to 91% for those living within the BN41 postcode sector.

Base: All respondents excluding those who said don't know or have not used the service in the last 12 months (n=503)

# Satisfaction with mental health services

Taking everything into account how satisfied or dissatisfied are you with mental health services?



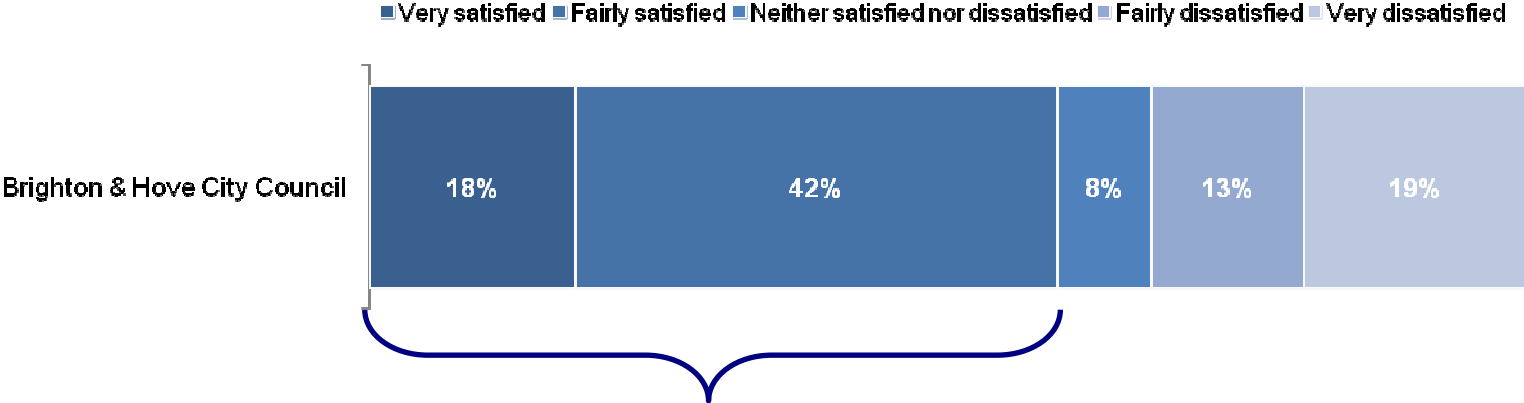
**72% of respondents who have used mental health services are very/fairly satisfied with them.**

Satisfaction with mental health services is lowest amongst women (68%) compared to men (77%) and those aged 35 to 44 (62%). It is highest amongst those aged 18 to 24 (82%) and those aged 65 and over (81%). However, care should be exercised when considering these findings due to the relatively small base sizes involved.

Base: All respondents excluding those who said don't know or have not used the service in the last 12 months (n=114)

# Satisfaction with Brighton & Hove City Council

Taking everything into account how satisfied or dissatisfied are you with Brighton & Hove City Council?



60% of respondents are very/fairly satisfied with Brighton & Hove City Council; most (42%) are fairly satisfied. A greater proportion of those aged 18 to 25 are satisfied (78%) compared to those aged 45 to 54 (65%) and 55 to 64 (62%).

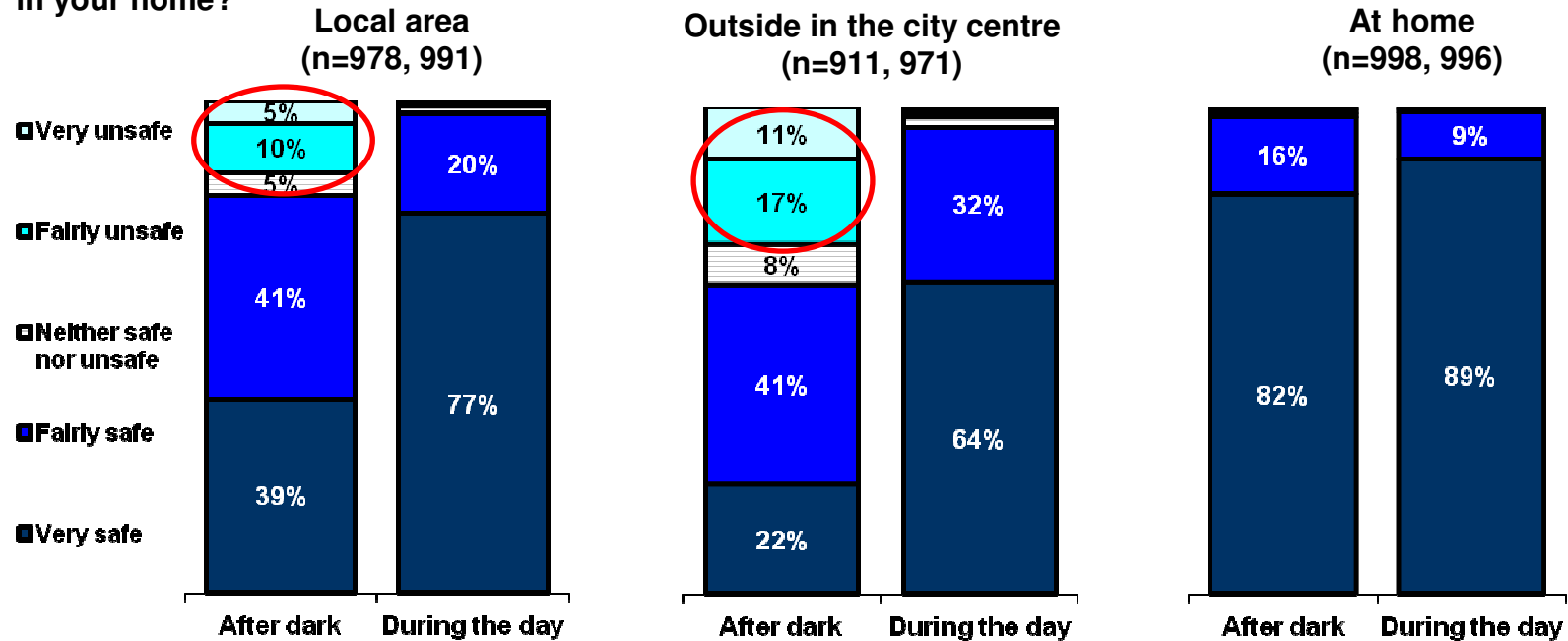
Overall, 292 respondents claim not to have used Brighton & Hove City Council in the last 12 months.

Base: All respondents excluding those who said don't know or have not used the service in the last 12 months (n=692)

# **Annual Tracker Questions**

# Feelings of safety

How safe or unsafe do you feel when outside in your local area / when outside in the city centre/ when in your home?



Respondents' overall feelings of safety during the daytime are broadly similar, regardless of the area; 96% or more suggest they feel very or fairly safe in their local area, outside in the city centre and in their home during the daytime.

However this decreases to 80% feeling very/fairly safe in their local area after dark, and only 63% in the city centre.

Views are broadly similar across each of the postcode districts.

Although not statistically significant, people feel safer, either very or fairly, with their local area in the day (97%) when compared to the GB average\* (95%) although the same as in the South East region (97%). After dark residents feel safer (80%) compared to the GB average\* (77%) and South East (79%).

\* LGA Polling on resident satisfaction with councils July 2013. After dark results include don't know response of 1%

Significantly more women and those aged 45 and over suggest they feel unsafe after dark.

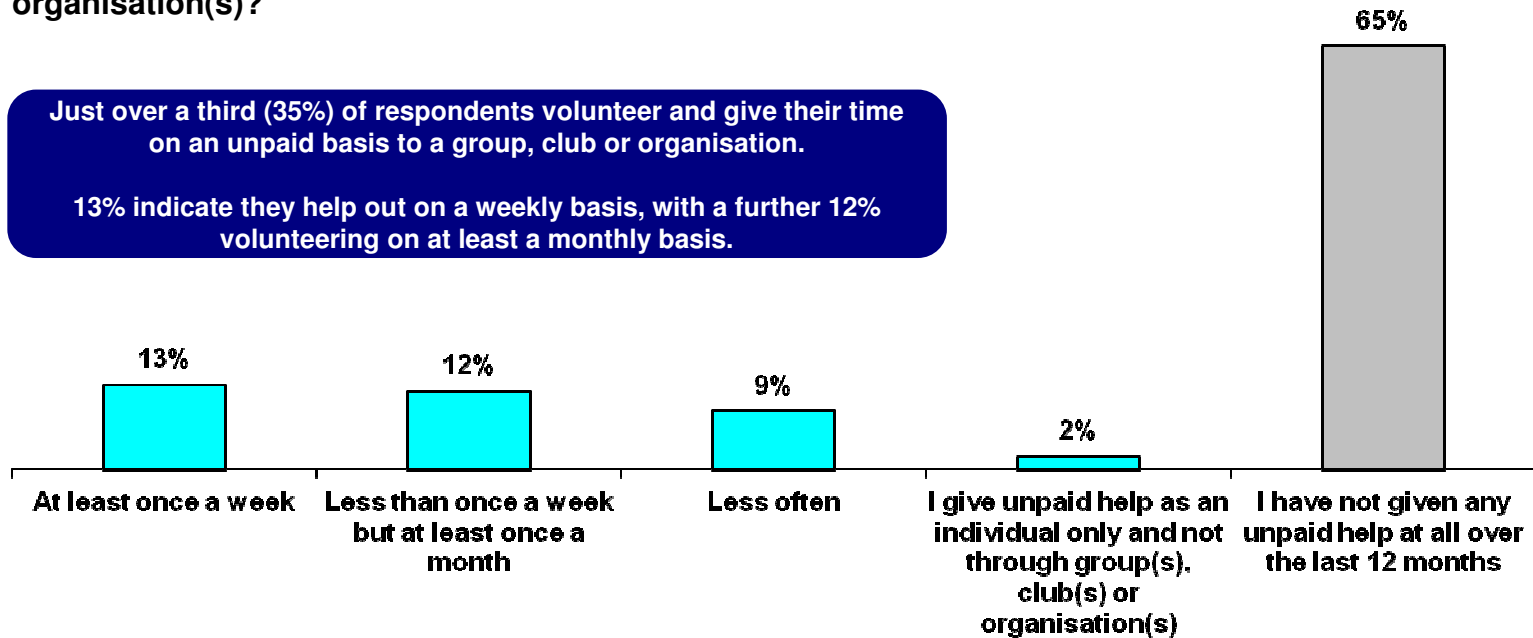


# Unpaid help/volunteering

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

Just over a third (35%) of respondents volunteer and give their time on an unpaid basis to a group, club or organisation.

13% indicate they help out on a weekly basis, with a further 12% volunteering on at least a monthly basis.



Proportionally, respondents living in BN41 postal district are least likely to volunteer; 24% compared to 34% and 36% in other districts. However the sample base is too small to be statistically significant.

The propensity to volunteer also appears greater amongst those age 35 to 45, compared to other age groups. Nearly half (47%) of those aged 35 to 44 volunteer with a third at least monthly.

Although more women (39%) volunteer compared to men (32%) this is not statistically significant.

Base: All respondents excluding those who said don't know (n=974)

# Local activism in last 12 months

In the past 12 months have you...

... been a member of a group making decisions on local health or education services	5%
... been a member of a decision-making group set up to regenerate the local area	4%
... been a member of a tenants' group decision-making committee	4%
... been a member of a group making decisions on local services for young people	3%
... been a member of a decision-making group set up to tackle local crime problems	2%
... been a local councillor (for the local authority, town or parish)	1%
... been a member of another group making decisions on services in the local community	7%
None of these	85%

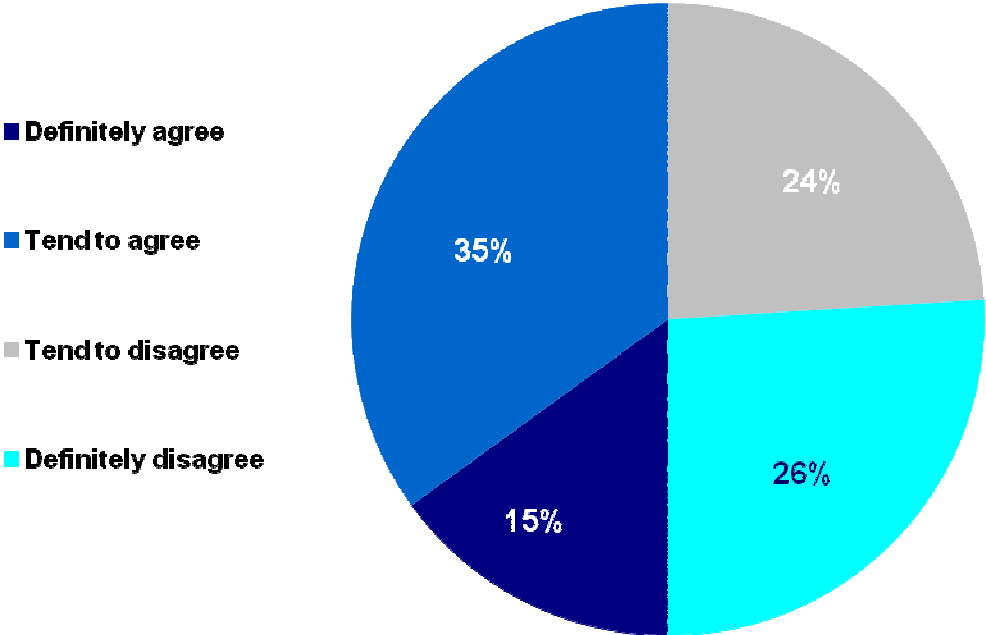
In total, 15% of respondents have been involved, in some capacity, as a member of a group that makes decisions within their local community.

Most typically, this is as a member of local health or education group, or a non-specified group making decisions in the local community.

Base: All  
respondents  
(n=1000)

# Personal local influence

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



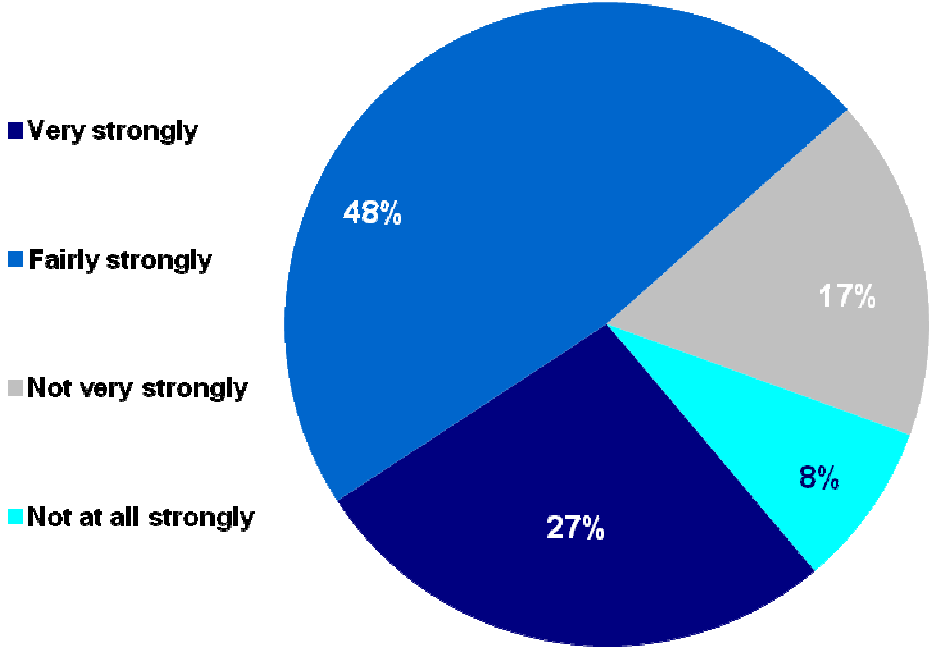
Half (50%) of respondents agree that they are able to influence local decisions; 15% definitely agree, whilst 35% tend to agree.

Results are broadly similar across postcode region and gender, although those aged 35-44 are more likely to agree (58%) than other age groups (however this finding is not statistically significant)

Base: All respondents excluding those who said don't know (n=844)

# Sense of belonging to immediate neighbourhood

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



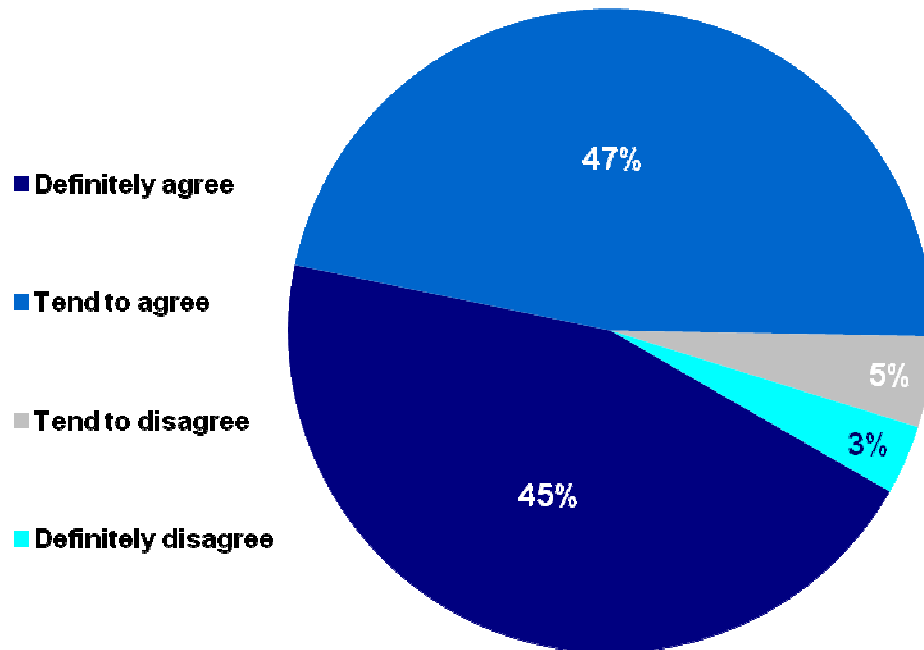
Overall, three-quarters (75%) of respondents feel they belong to their immediate neighbourhood; 27% indicate a very strong feeling with a further 48% indicating a fairly strong feeling.

The sense of concord is broadly similar across the postcode sectors and genders. Those aged 35-44 are most likely to feel affinity to their immediate area (82%).

Base: All respondents excluding those who said don't know (n=953)

# Community spirit and diversity

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



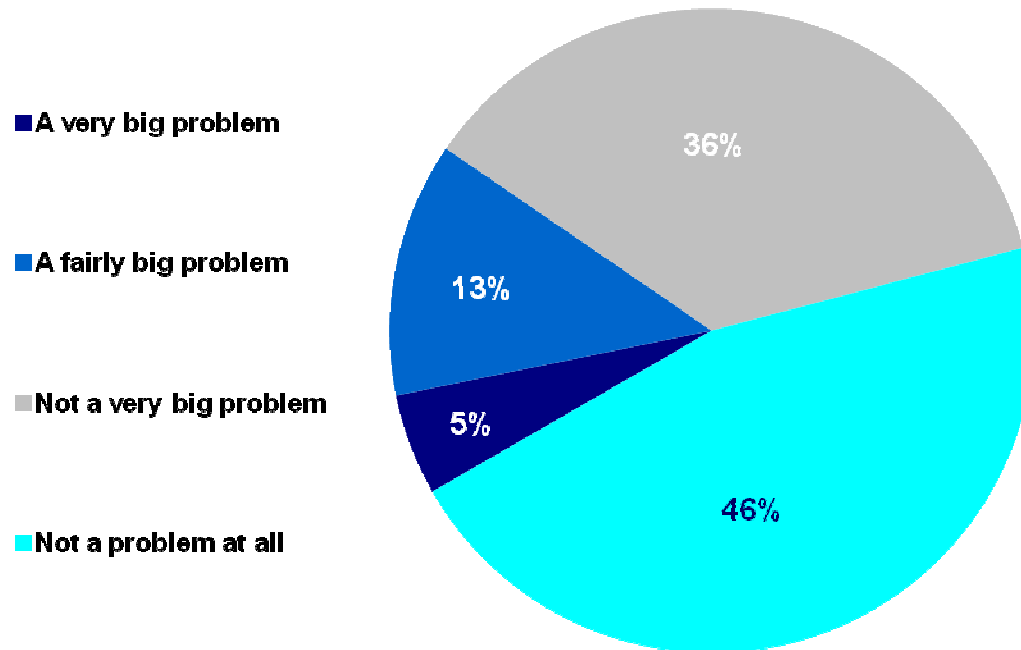
Overall, nine in ten respondents (92%) agree that people from different backgrounds get on well together within the local area.

Views are broadly similar across each of the sub-groups of the population.

Base: All respondents excluding those who said don't know (n=919)

# Respect and consideration

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



Base: All respondents excluding those who said don't know (n=921)

Overall, 18% of respondents feel that people not treating each other with respect is a problem in their local area.

Most, however, suggest it is not a very big problem or not a problem at all.

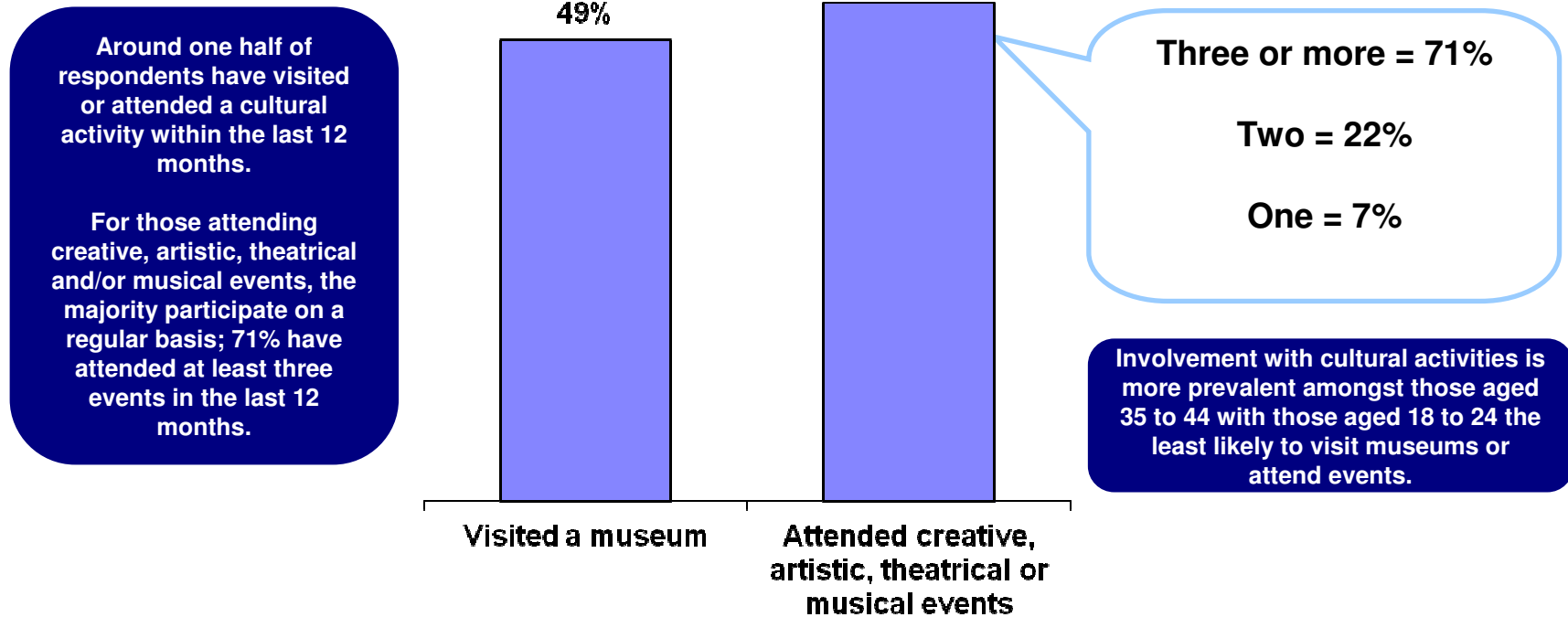
Whilst 18% indicate a very/fairly big problem in their local area this increases to 25% for those living within the BN41 postcode district and 23% for those in BN2, although there is no statistically significant difference.

Those aged 18-24 are significantly more likely to feel there is not a very big problem or not a problem at all (90%) compared to those aged 45-54 (78%) and 65+ (78%).

# Cultural activities

Have you visited a museum in the last 12 months?

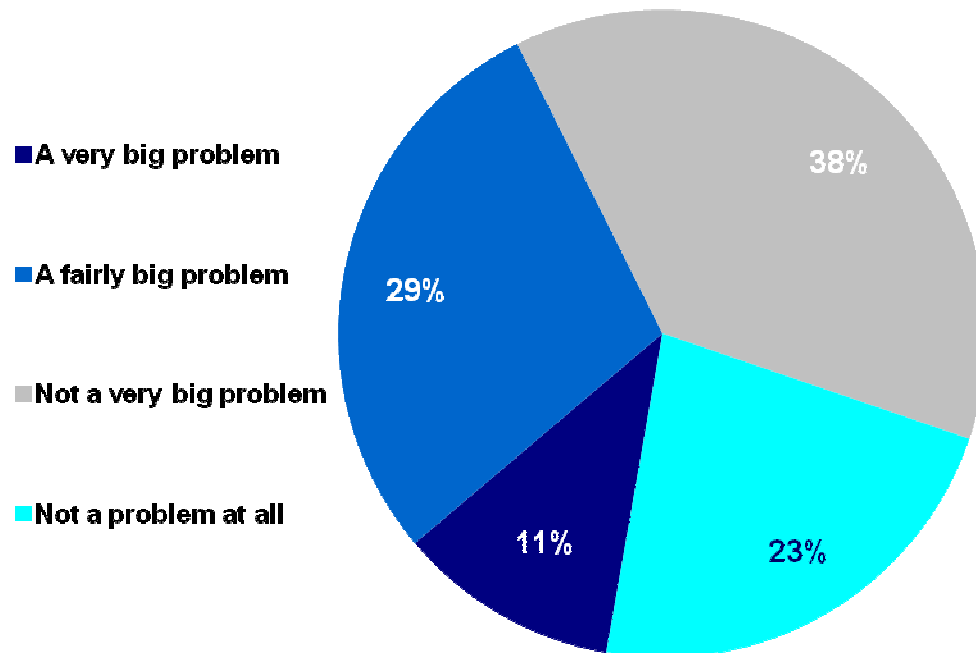
Have you attended any creative, artistic, theatrical or musical events in the past 12 months? - How many events have you attended?



Base: All respondents excluding those who said don't know (n=999/995)

# Air pollution across the city

Across the city how much of a problem do you think air pollution is?



Two-fifths (40%) of respondents feel that air pollution across the city is a 'big' problem (either very or fairly); 11% suggested it is a 'very big problem' in both waves 2 and wave 5.

A significantly greater proportion of residents living within the BN41 postcode district (55%) claim that air pollution is a 'big' problem compared to those living in other districts.

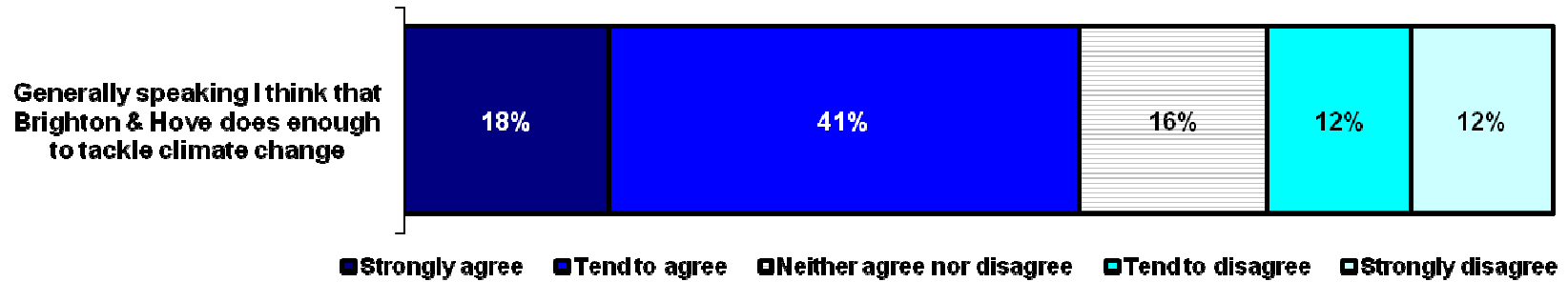
A greater proportion of women (44%) suggest air pollution across the city is a 'big' problem compared to men (36%); this is statistically significant.

Base: All respondents excluding those who said don't know (n=871)



# Climate change

How much do you agree or disagree with the following....



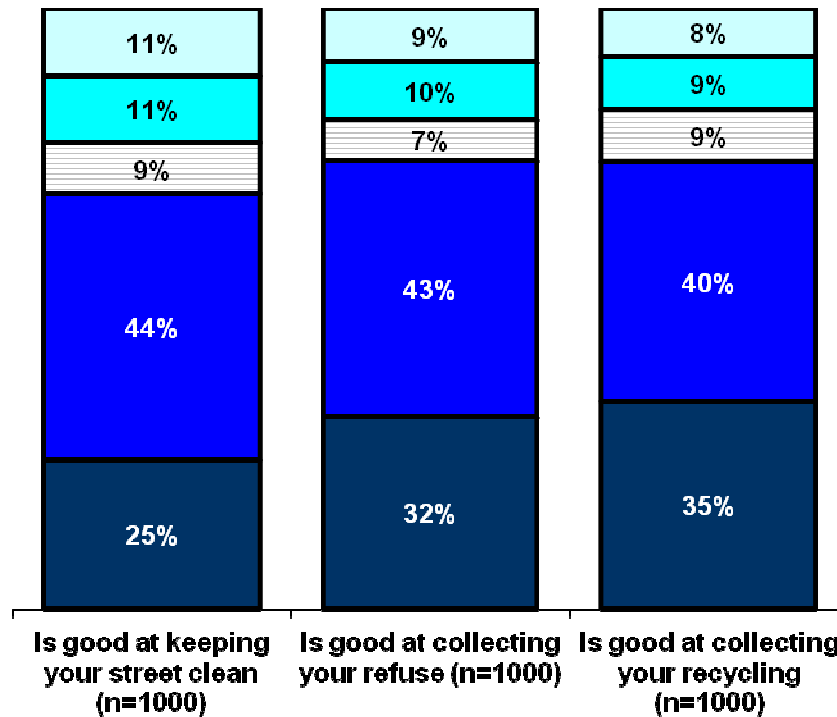
Nearly three-fifths (59%) of respondents agree that Brighton and Hove is doing enough to tackle climate change compared to 54% in wave 2; 24% disagree compared to 19% in wave 2. The level of ambivalence has declined from wave 2.

Views across the various sub-groups of the population are broadly similar.

Base: All respondents excluding those who said don't know (n=706)

# Street cleaning, refuse and recycling

How much do you agree or disagree that the council...



Strongly disagree

Disagree

Neither agree nor disagree

Agree

Strongly agree

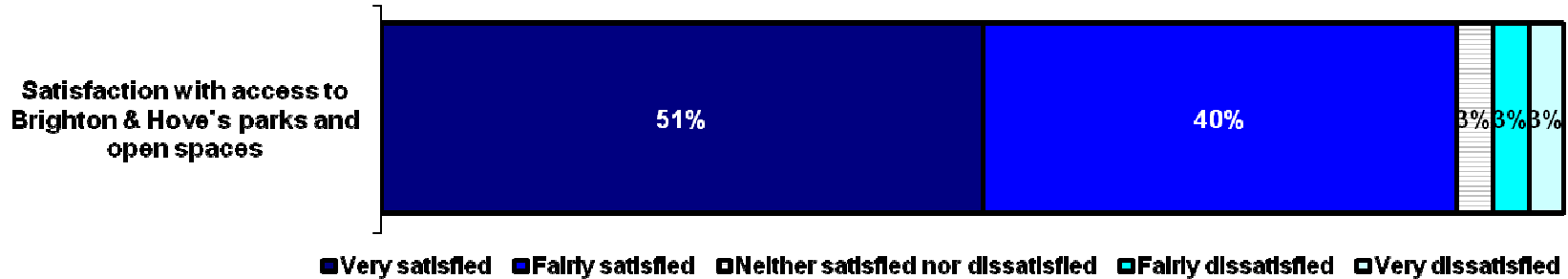
The majority of respondents agree that the Council is good at maintaining street cleanliness and collecting their rubbish and recycling.

69% of residents either strongly agree or agree that the Council is good at keeping their street clean. Those aged 18-34 (74%) and over 65 (74%) are more likely to agree compared to those aged 35-44 (61%).

Views on refuse and recycling collections are broadly similar across each sub-group of the population.

# Parks and open spaces

How satisfied or dissatisfied are you with Brighton and Hove's parks and open spaces (including access to the South Downs)?



Residents' satisfaction with accessibility to the city's parks and open spaces, including the South Downs, is high. Some nine in ten (91%) indicate they are satisfied, with over a half (51%) saying they are 'very satisfied'. This is in line with the results from wave 2.

Views across the various sub-groups of the population are broadly similar, although those aged 45-54 years expressed a slightly lower level of satisfaction (88%) compared to other age groups. This difference is not statistically significant.

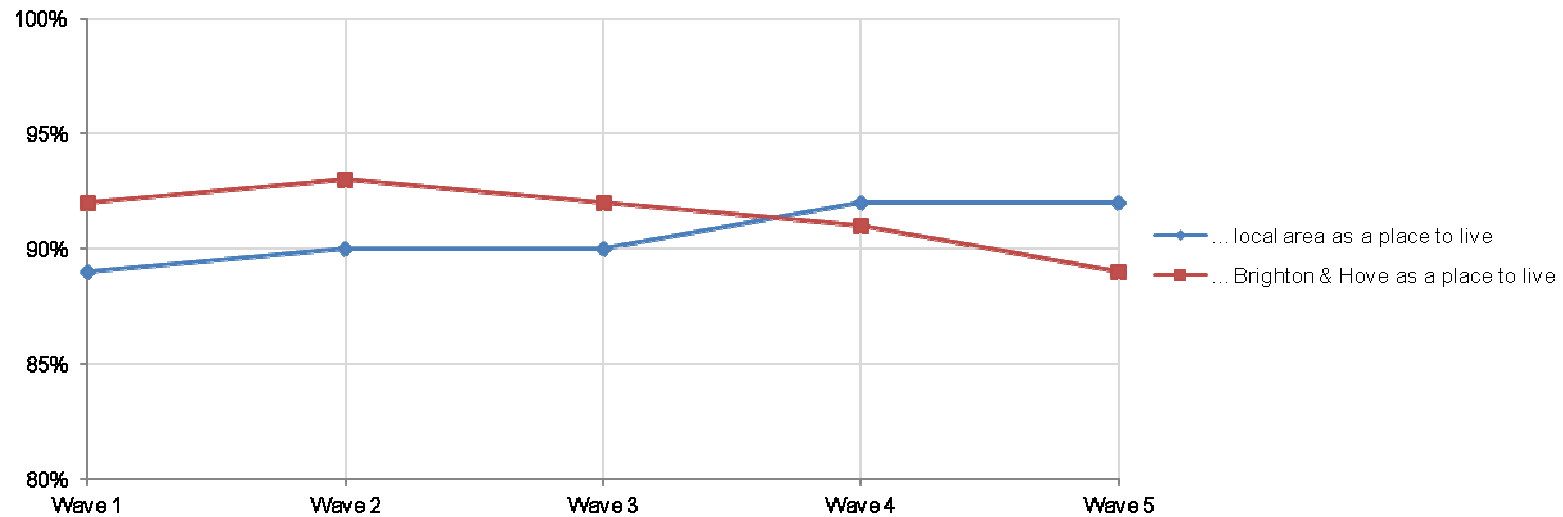
Base: All respondents excluding those who said don't know (n=966)

# Summary of Results - Wave 5

- ◆ This is the fifth set of results from the City Tracker Survey. Key findings include;
  - ◆ There is a high level of satisfaction with Brighton and Hove, and the local area, as a place to live particularly amongst 35-44 year olds.
  - ◆ As in previous waves, the level of satisfaction with the local area as a place to live remains higher than it is nationally; 92% vs. 85%, respectively.
  - ◆ Road safety remains the greatest concern asked about for people regarding the street where they live.
  - ◆ Considering whether money is being spent wisely, net agree scores (the per cent that agree, less the per cent that disagree) for Local Charities and community groups and NHS services have risen in this wave, compared to wave 4. By comparison, net agreement for East Sussex Fire and Rescue, Sussex Police and Brighton and Hove City Council has fallen; significantly for the City Council.
  - ◆ There are high levels of user satisfaction with the Fire and Rescue Service, Local charities and community groups and GPs; nine in ten or more service users are satisfied.
  - ◆ One-half (50%) of respondents agree that they are able to influence local decisions; 15% definitely agree, whilst 35% tend to agree.
  - ◆ 75% of respondents feel a strong sense of belonging to their local area, whilst 92% agree that people from different backgrounds get on well together within the local area.

# **Wave on Wave Comparisons**

# Satisfaction with Brighton & Hove and local area as a place to live

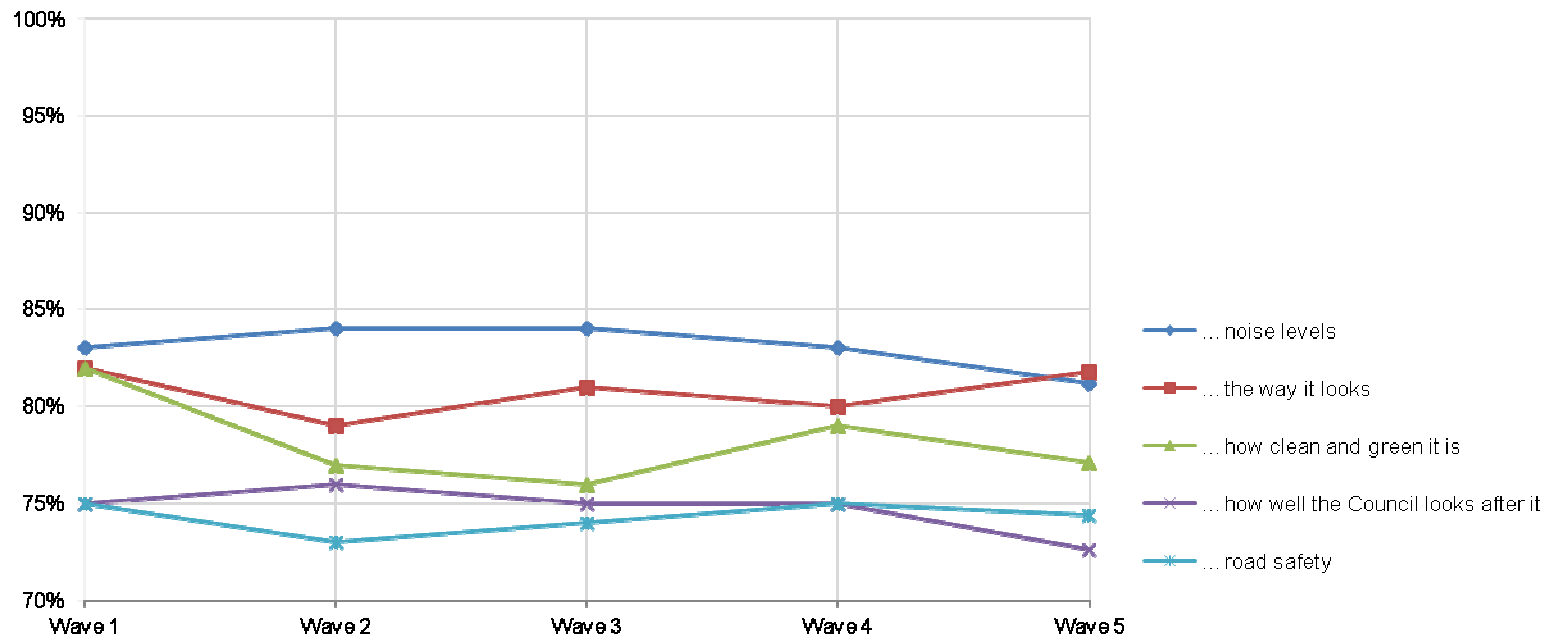


Satisfaction with Brighton & Hove as a place to live peaked in Wave 2 at 93% and has since fallen to 89% in Wave 5.

By comparison, satisfaction with the local area as a place to live has risen from 89% in Wave 1 to 92% in Waves 4 and 5.

However, the differences are not statistically significant.

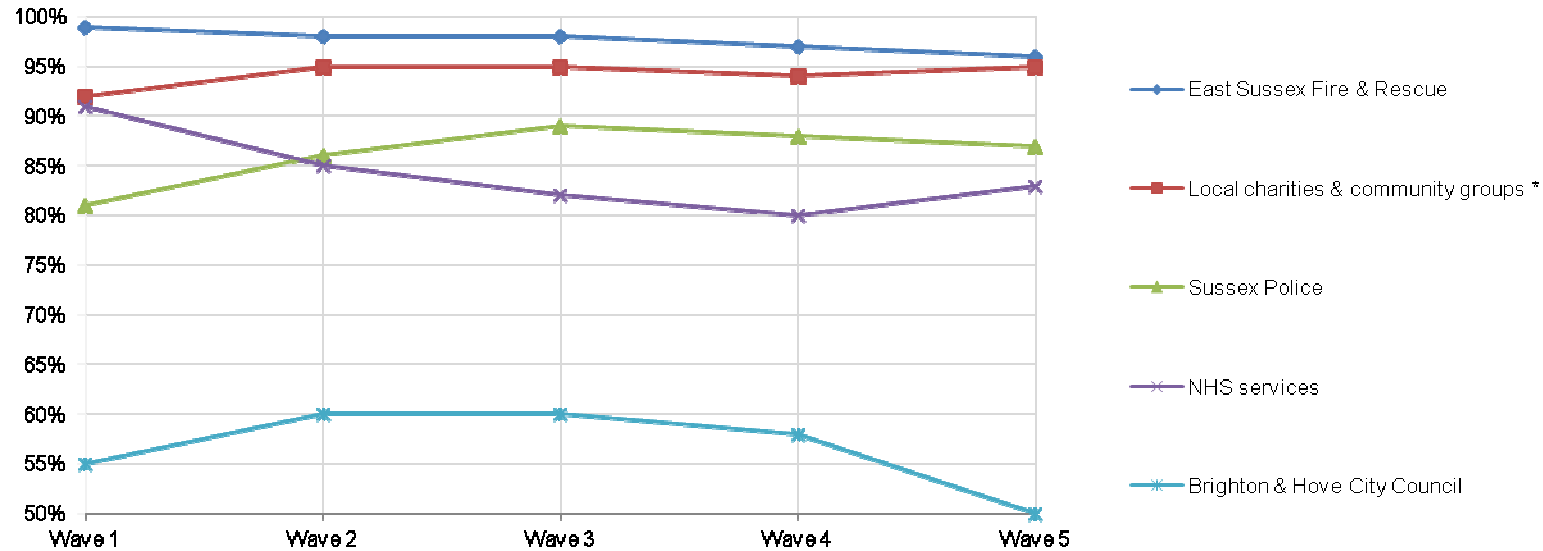
# Satisfaction with street where you live



With the exception of 'the way the street looks' which is the same as wave 1 (82%), all other aspects show a decline in wave 5 against wave 1. 'How clean and green' has seen the greatest decline from 82% in wave 1 to 77% in wave 5.

However, the differences are not statistically significant.

# Use money wisely – those agreeing



\* Changed from "Voluntary & Community Groups" in Wave 1 to "Local Charities & community groups" in subsequent waves

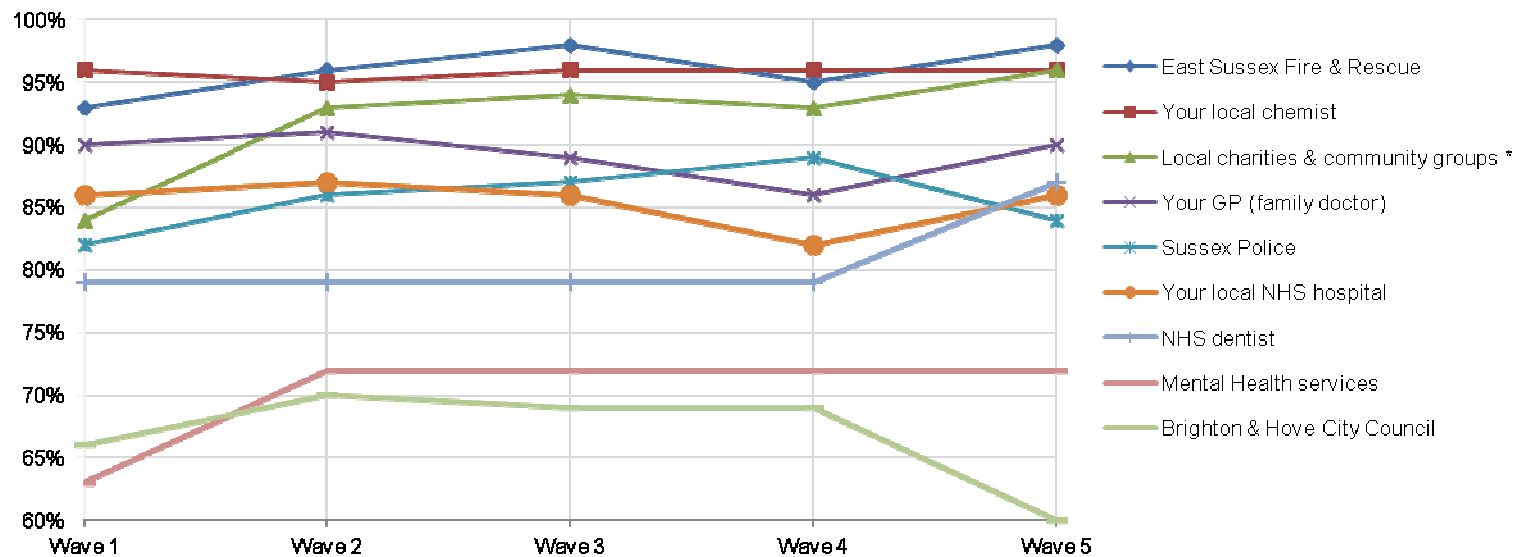
Views are broadly similar on organisations' use of money over the five waves with NHS services seeing a return to previous levels after dropping over previous waves.

Brighton and Hove City Council has seen a decline in the last two waves from 60% in wave 2 and 3 to 50% in wave 5. Nationally, 52% think that their local council provides value for money (LGA polling on resident satisfaction with local councils July 2013).

Local charities and community groups has remained relatively stable at 95% in waves 2, 3 and 5.



# 'User' satisfaction



\* Changed from "Voluntary & Community Groups" in Wave 1 to "Local Charities & community groups" in subsequent waves

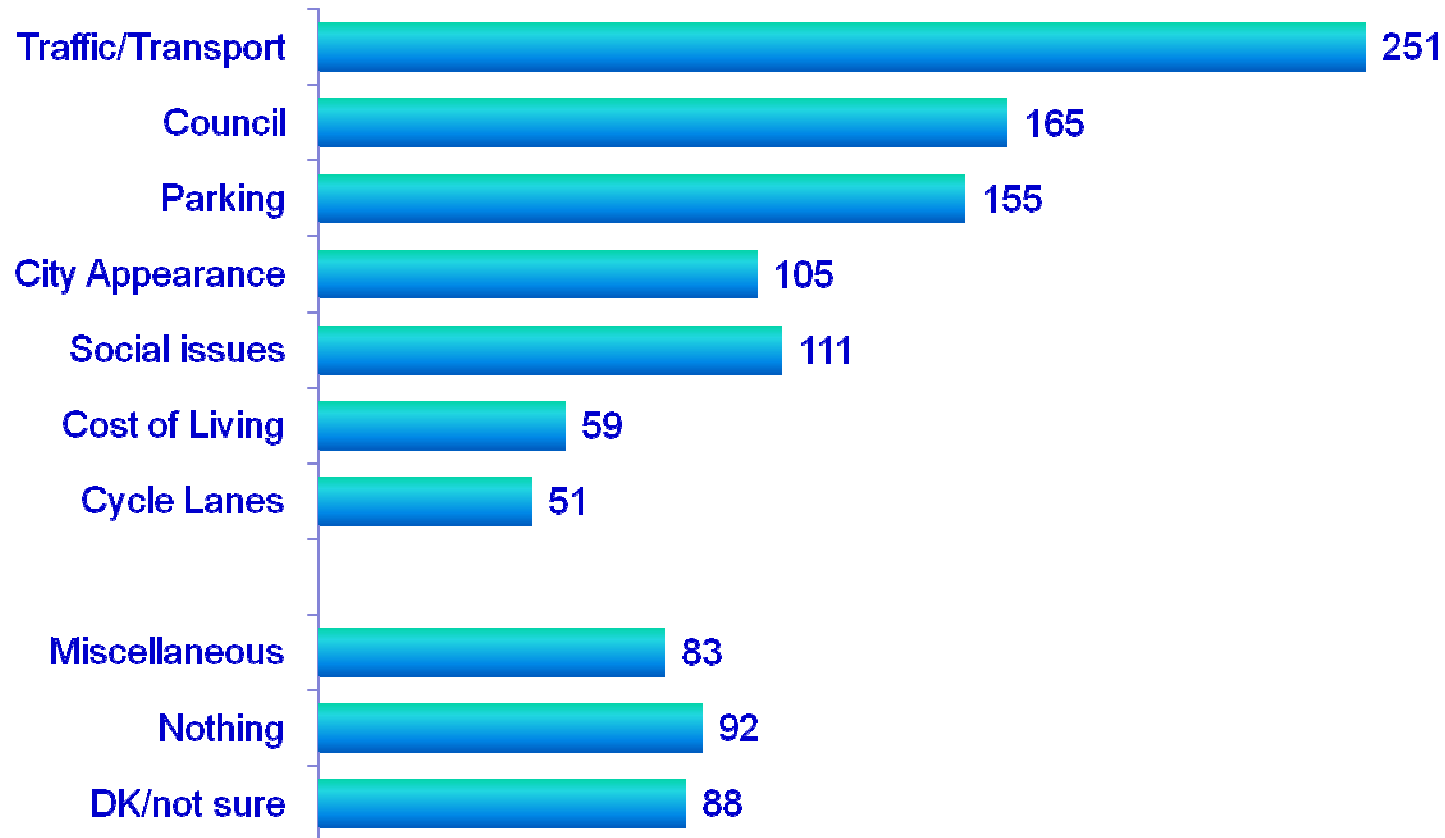
In a change to previous waves, the questionnaire in this wave asked whether respondents had used a service in the last 12 months. Levels of satisfaction relate only to those who have used the service.

**Overall satisfaction (those very or fairly satisfied) amongst those that indicate they have 'used' their GP and the local NHS hospital have improved from wave 4 to 90% and 86% respectively.**

**Local charities and community groups have seen a significant increase from wave 1 (84%) to wave 5 (96%).**

# If you could change one thing about Brighton & Hove, what would it be?

City Tracker – Wave 5  
Number of comments made per issue



# If you could change one thing about Brighton & Hove, what would it be? (continued)

Traffic/Transport:	No.
The 20mph limit : get rid / revert	36
Reduce cost of buses / transport	31
Reduce congestion / cut down traffic	29
The 20mph limit (unspecified)	26
The bus lanes (8 of these comments specific to Lewes Rd)	20
Improve transport / traffic mgmt policy/system	13

City Appearance/Cleanliness:	No.
City looks dirty; improve street-cleaning / tidiness (in general)	28
Maintain / improve / add new green spaces (more flowers, bushes, trees, grassy areas)	13
Improve rubbish & re-cycling collections (frequency, quality, reliability)	12
Particular areas need improving / re-generating	9
Discipline/fine people who create mess/dirt / don't clear up their own	7

Council:	No.
The council/councillors/staff	42
The green party/green council	39
Improve/more support for leisure/retail/cultural activities	17
Get rid of the green party	11
Make less crowded, stop building, limit residency	8
Listen more to public before decisions/changes made	7

Social issues:	No.
Curb / take more action on anti-social behaviour (late night rowdy drinking, hen/stag parties, noisy students, rude children)	22
More/better facilities / spaces / services needed for kids / young people	12
More help needed for alcoholics , drug addicts, homeless people	12
Get drunks/ homeless people out of the parks / off the streets	9

Parking:	No.
Change the parking (no further detail)	52
Too expensive/reduce cost	47
Make more parking available / reduce restrictions	29
Create cheap/free shuttle service, or park & ride	5

Cost of living:	No.
Cost of living too high , make cheaper	19
Property /house prices too high	14
Cap/reduce property rental prices	9

Cycle Lanes:	No.
Reduce / no more cycle lanes (can be dangerous for others)	13
Continue creating cycle lanes / making it more cycle friendly	10
Improve cycle lanes to make them safer, better-marked	9
Get rid of cycle lanes	4