

Brighton and Hove City Tracker Survey

Wave 6 Results - April 2014

City Tracker survey

- ◆ Brighton and Hove Connected commission M·E·L Research to undertake a city wide tracker survey with residents aged 16 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.
- ◆ Interviewing is programmed for roughly 4 weeks during April 2013 (Wave 4), September 2013 (Wave 5) and January/February 2014 (Wave 6).
- ◆ Fieldwork is scheduled to avoid university holidays.

Methodology and reporting – Wave 6

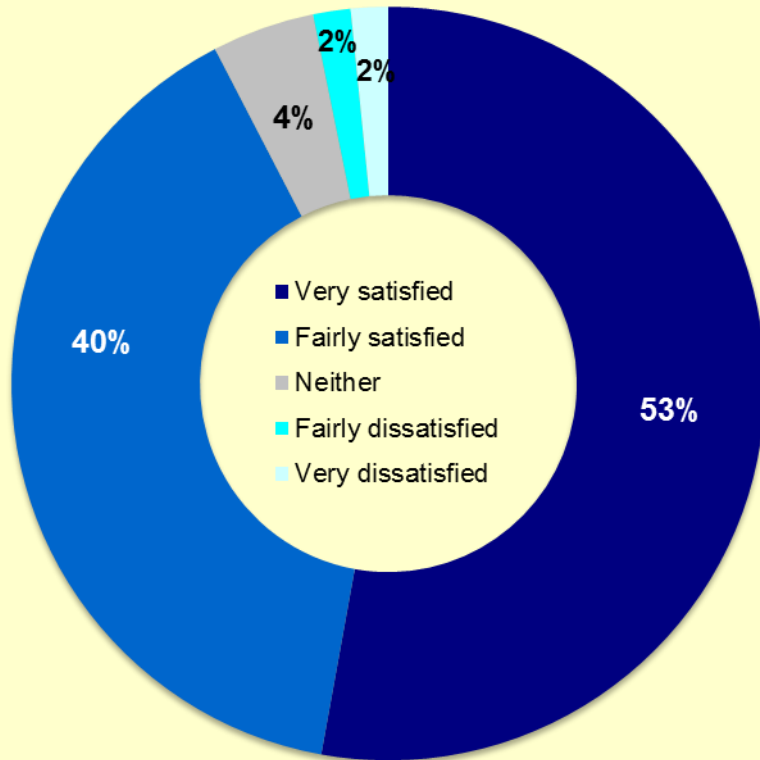
- ◆ 1,000 residents interviewed city wide.
- ◆ Telephone survey methodology.
- ◆ Consumer telephone lists purchased containing a mix of landline and mobile numbers.
- ◆ Interviews undertaken during the day, evenings up until 9pm and weekends between 10am and 5pm.
- ◆ Fieldwork dates 20th January to 25th February 2014. Additional face to face interviews were conducted between 18th March and 1st April to boost 18 to 34 age group and BME responses.
- ◆ Sub-groups tested for statistical significance (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	50%	50%
	Female	50%	50%
Age	18-34	40%	37%
	35-54	35%	36%
	55+	25%	27%
Ethnicity	White British	81%	81%
	Other White	9%	9%
	BME	10%	10%
	Prefer not to say	0%	-
Health	Disability/Health problem	12%	16%
Postcode Sector	BN1	32%	32%
	BN2	32%	32%
	BN3	29%	29%
	BN41	7%	7%

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?



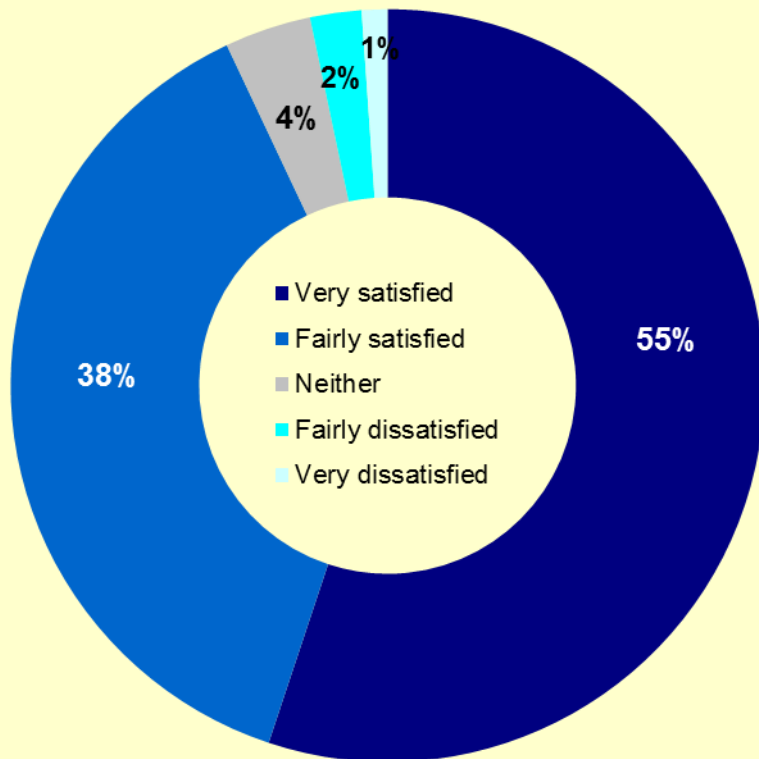
Satisfaction with Brighton and Hove as a place to live remains high with just over nine in ten (92%) respondents who are very/fairly satisfied.

Satisfaction declines with age resulting in a significant difference between those aged 18-24 (98% very/fairly satisfied) and those aged 65+ (90% very/fairly satisfied)

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

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?



Satisfaction with the local area as a place to live, at 93%, is consistent with satisfaction with Brighton and Hove.

People are more satisfied, either very or fairly, with their local area as a place to live (93%) when compared to the National Average* (83%)

Those living in postcode area BN3 are significantly more likely to be satisfied with their local area (97%) than those living in BN41 (87%)

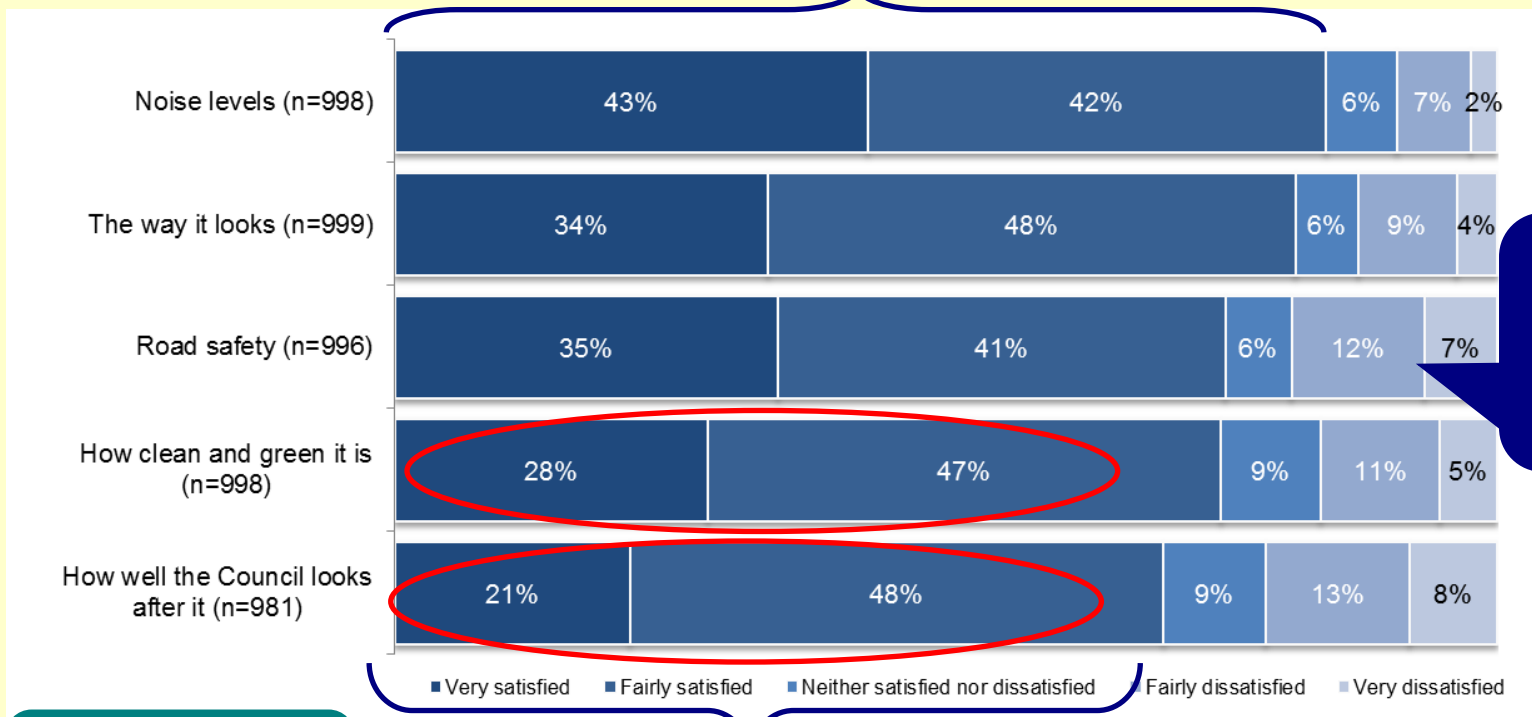
Base: All respondents excluding those who said don't know (n=998)

*LGA polling on resident satisfaction with councils January 2014 results

The street where you live

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

Consistent with previous Waves the highest satisfaction is with the level of noise in the street; 85% are very or fairly satisfied.



Satisfaction with road safety is unchanged but dissatisfaction with other aspects has increased

Base: All respondents
Excluding those who stated 'don't know'

Compared to Wave 5, satisfaction has declined in relation to how clean and green it is (75%) and how well the council looks after it (70%).

The street where you live

How well the Council looks after your street

Seven out of ten (70%) respondents are very/fairly satisfied with the way the council looks after their street, compared to 21% who are very/fairly dissatisfied.

Those living within the BN41 postcode are least satisfied (61% very/fairly satisfied) compared to those living in BN2 where 75% are satisfied.

Satisfaction is lower in higher age groups (excluding the over 65 group) with those aged 18 to 24 years old most satisfied (87%) and those aged 35 to 54 least (63%).

How clean and green the street is

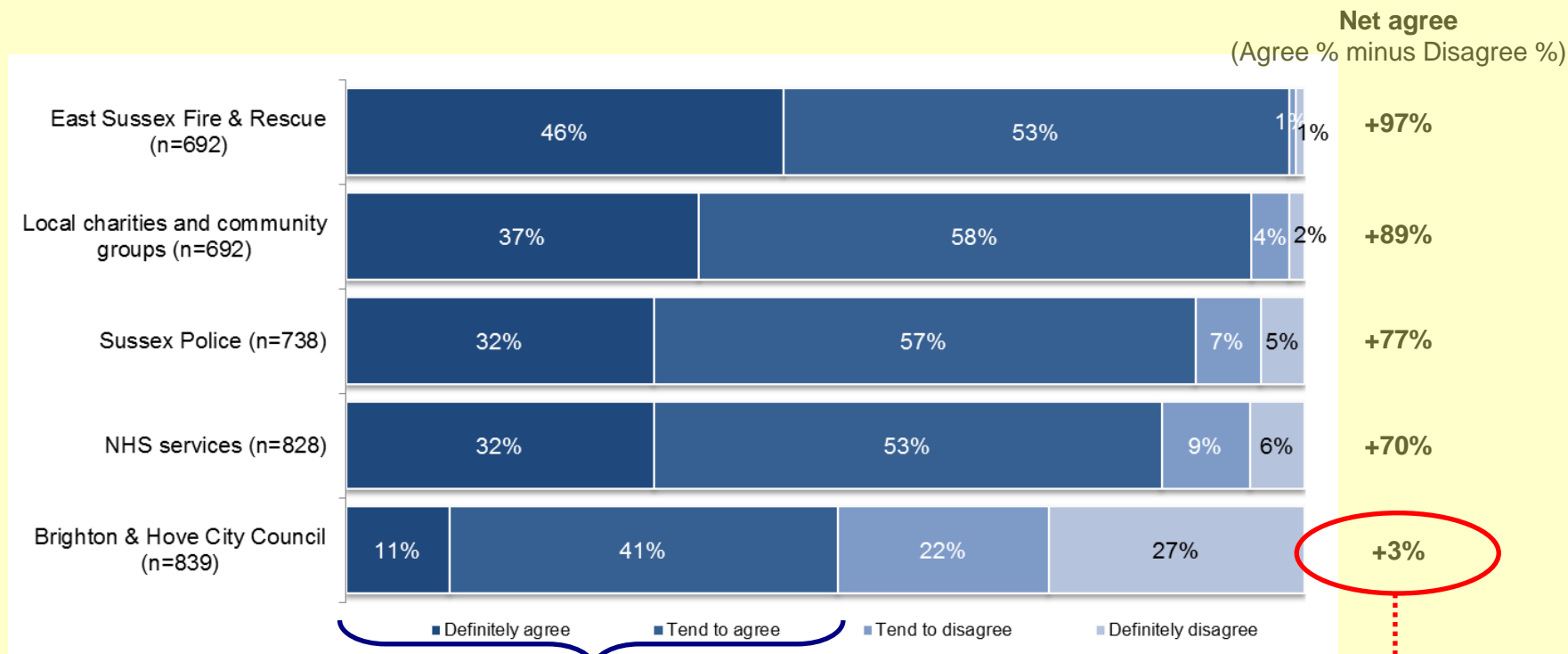
Three-quarters (75%) of respondents are either very or fairly satisfied with how clean and green their street is compared to 16% who are dissatisfied (either very or fairly).

Satisfaction is lowest amongst those aged 35 to 44 (66% very/fairly satisfied) compared to those over 65 (80%).

Those that live in the BN41 postcode sector also seem to be least satisfied (60% very/fairly satisfied) but they also have a high level of ambivalence (19% neither/nor compared to the average of 9%).

Organisations use money wisely

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



Levels of agreement that Brighton & Hove City Council use money wisely declines dramatically by age with those aged 18 to 24 most likely to agree (82%) than those aged 65 and over (35%).

Although not statistically significant, those who live in BN2 are more likely to agree (56%) compared to those who live in BN41 (41%).

In Brighton and Hove 51% agree the council uses money wisely and, as a comparison, nationally* 53% agree that their council provides value for money.

The 'net agree' value with regards to the city council using money wisely has fallen considerably since the survey began, although this Wave sees a small increase

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

*LGA polling on resident satisfaction with councils – January 2014 results.

Organisations use money wisely – Comparison of Waves 1 - 6

Net agree. (Agree minus Disagree)	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
East Sussex Fire and Rescue	+98%	+96%	+97%	+94%	+90%	+97%
Local charities and community groups	+86%	+90%	+89%	+88%	+92%	+89%
Sussex Police	+62%	+72%	+79%	+76%	+74%	+77%
NHS services	+62%	+70%	+64%	+60%	+66%	+70%
Brighton and Hove City Council	+8%	+20%	+20%	+16%	+/-0%	+3%

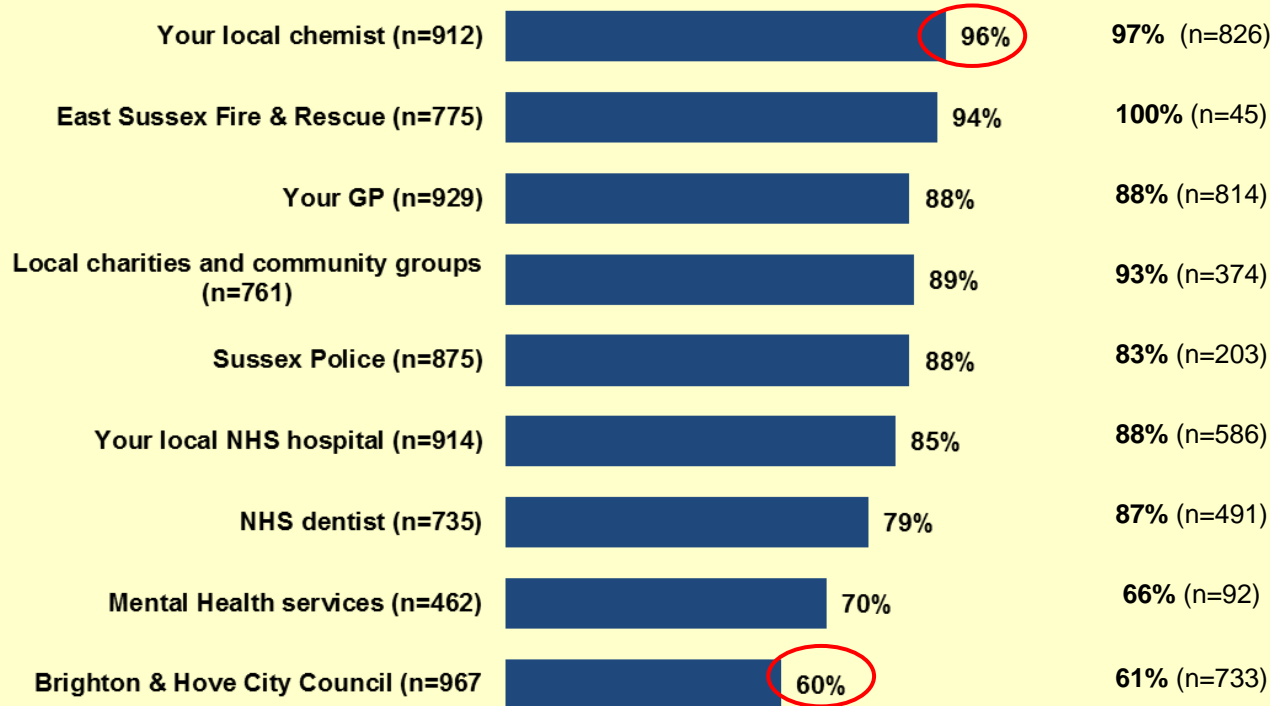
Respondent perceptions (net agree) around East Sussex Fire and Rescue, Local charities and community groups and Sussex Police's use of money have remained broadly similar over time. NHS services have increased to levels seen in Wave 2. Perceptions of Brighton and Hove City Council remain low this Wave.

Overall satisfaction with services

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

Similar to previous Waves, overall satisfaction is highest for the local chemist 96% very or fairly satisfied.

Service 'users'



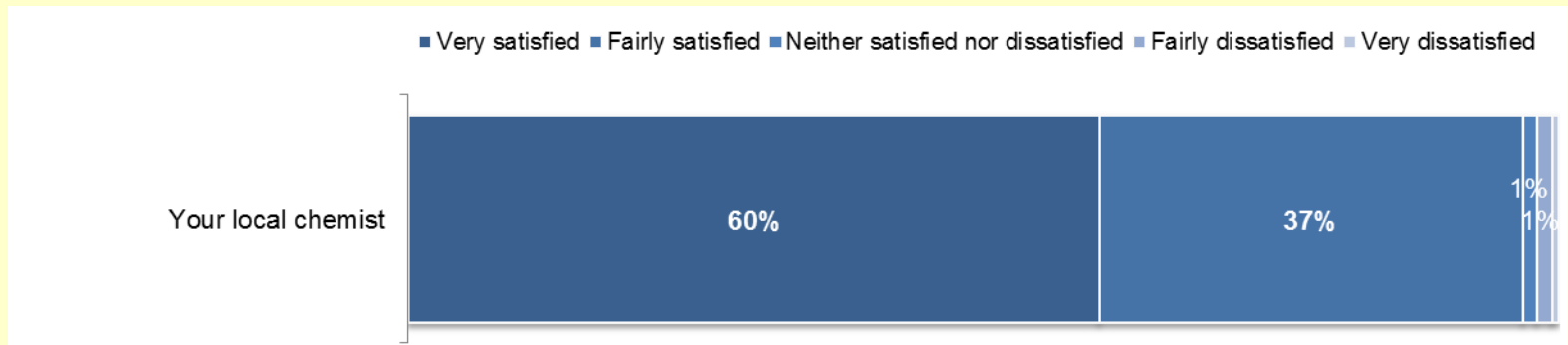
Base: All respondents excluding those who stated 'don't know'.

Satisfaction with Brighton & Hove City Council is lowest, with three fifths (60%) who are very or fairly satisfied, as in the previous wave.

NB: This question includes a code 'Have not used service'. The term 'user' therefore denotes the remaining sample that have answered the question.

Satisfaction with the local chemist

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



97% of respondents are very/fairly satisfied with their local chemist - the highest level of satisfaction across all services.

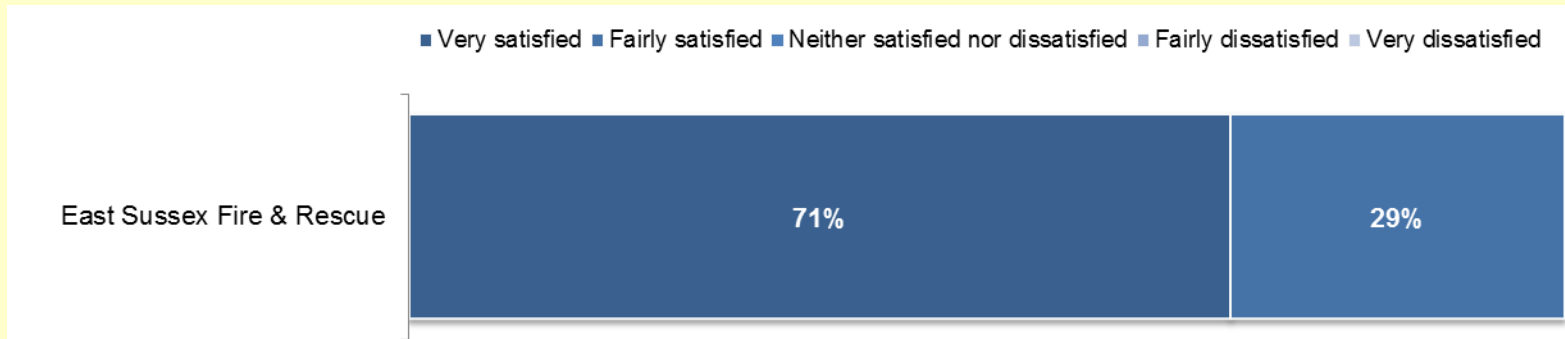
The level of satisfaction falls to 88% for those living in BN41 postcode sector.

A total of 158 people said they have not used their local chemist.

Base: All respondents excluding those who said don't know and do not use this service (n=826)

Satisfaction with East Sussex Fire & Rescue Service

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



100% of respondents who have used this service are very/fairly satisfied with East Sussex Fire and Rescue service – the second highest level of satisfaction across all services.

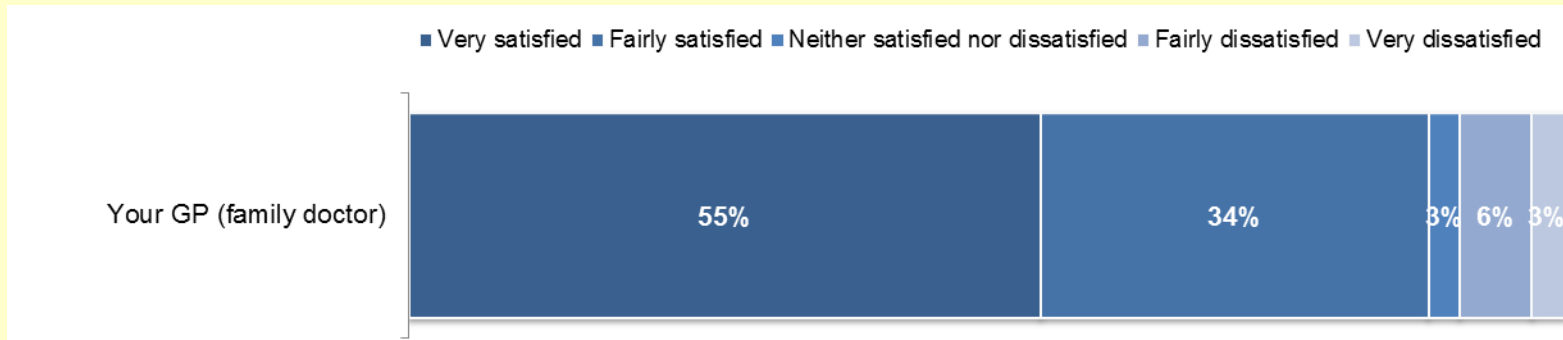
The level of satisfaction is broadly similar across all sub-groups of the sample.

Caution should be used due to the low sample base as 949 people said they have not used East Sussex Fire and Rescue Service.

Base: All respondents excluding those who said don't know and do not use this service (n=45)

Satisfaction with your GP (family doctor)

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



88% of respondents are very/fairly satisfied with their local GP (family doctor) which is consistent with previous Waves, however fewer people have used the service this Wave .

Satisfaction is highest for those living in BN1 at 92%, compared to those living within BN3 and BN41 (86%).

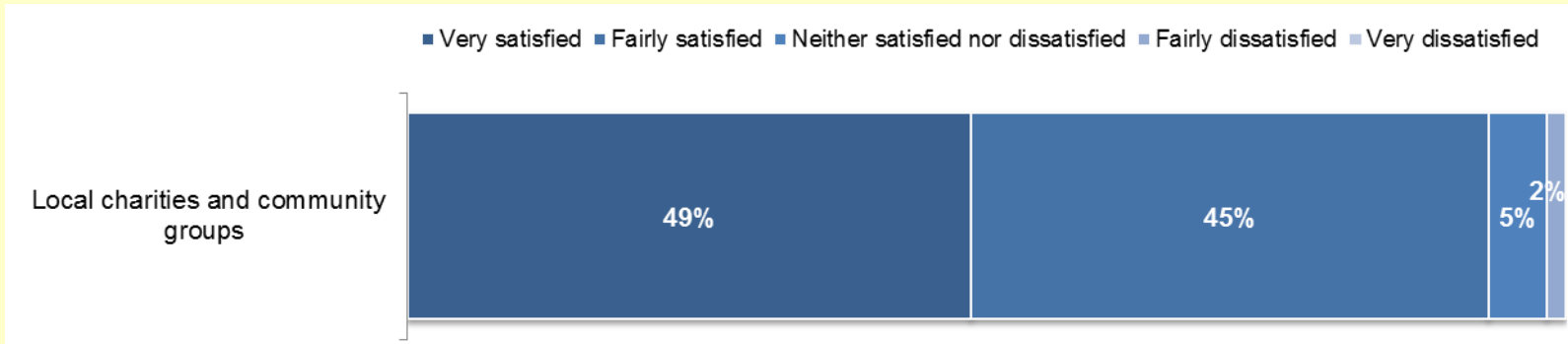
Satisfaction is highest amongst younger and older residents, dipping to 83% for 35-44 year olds.

177 people said they have not used their GP.

Base: All respondents excluding those who said don't know and do not use this service (n=814)

Satisfaction with the local charities and community groups

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



93% of users are very/fairly satisfied with local charities and community groups – the third highest level of satisfaction across all services.

Satisfaction is highest amongst those aged 55-64 (98%) compared to those aged 65 and over (87%).

Satisfaction is lower, although still high at 83% in BN41, compared to 98% in BN2.

597 people said they do not use local charities and community groups.

Base: All respondents excluding those who said don't know and do not use this service (n=374)

Satisfaction with Sussex Police

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



83% of respondents are very/fairly satisfied with Sussex Police.

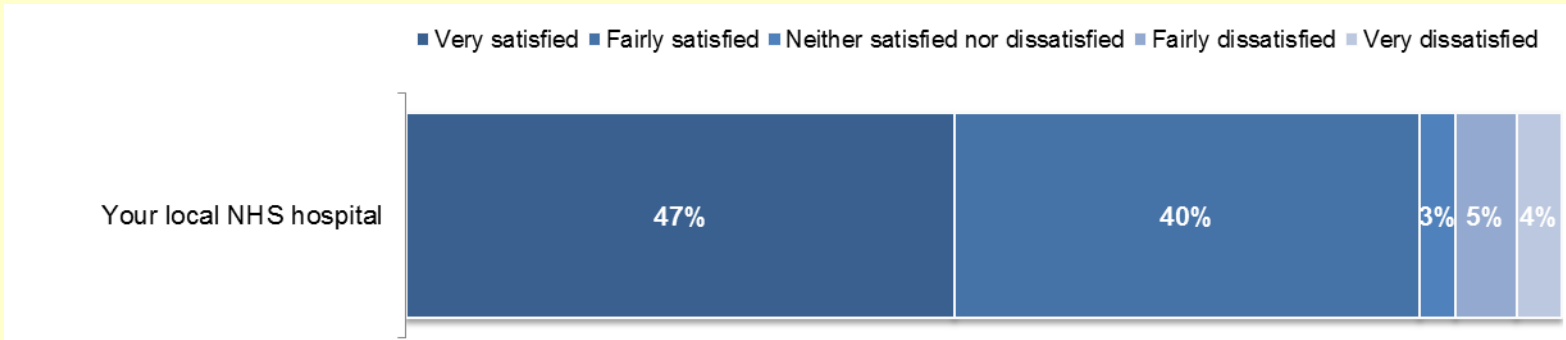
Satisfaction with the police is broadly similar across the sample and variations are not significant due to the small sample bases.

670 people said they have not used Sussex Police Services.

Base: All respondents excluding those who said don't know and do not use this service (n=203)

Satisfaction with your local NHS hospital

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



88% of respondents are very/fairly satisfied with their local NHS Hospital.

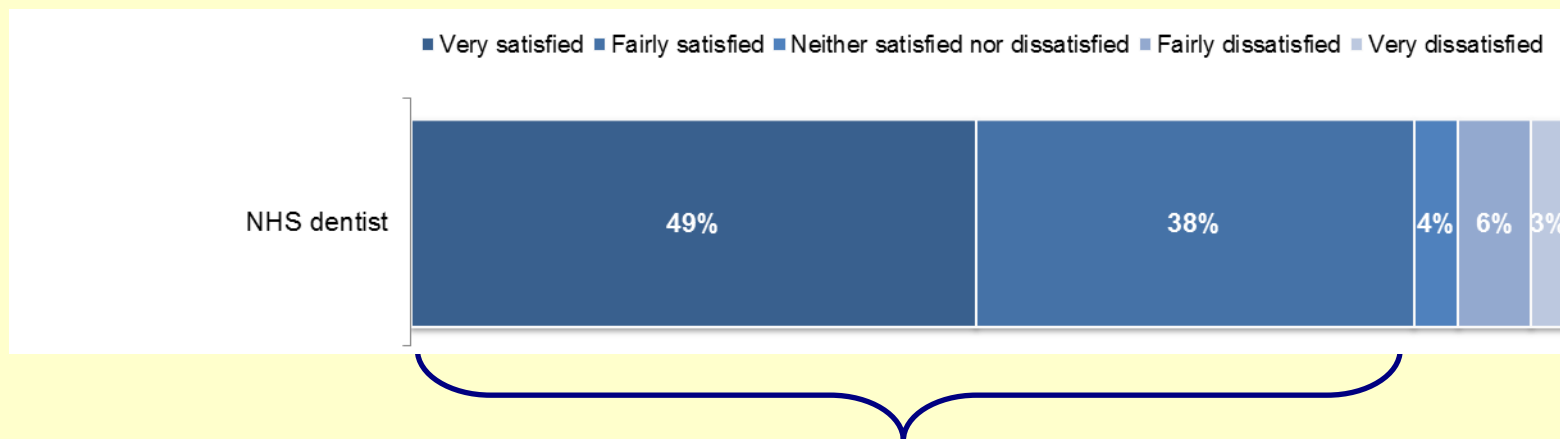
Views across the different sub-groups of the population are broadly similar although people living in BN2 are more satisfied (92%).

404 people said they have not used their local NHS Hospital.

Base: All respondents excluding those who said don't know and do not use this service (n=586)

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.

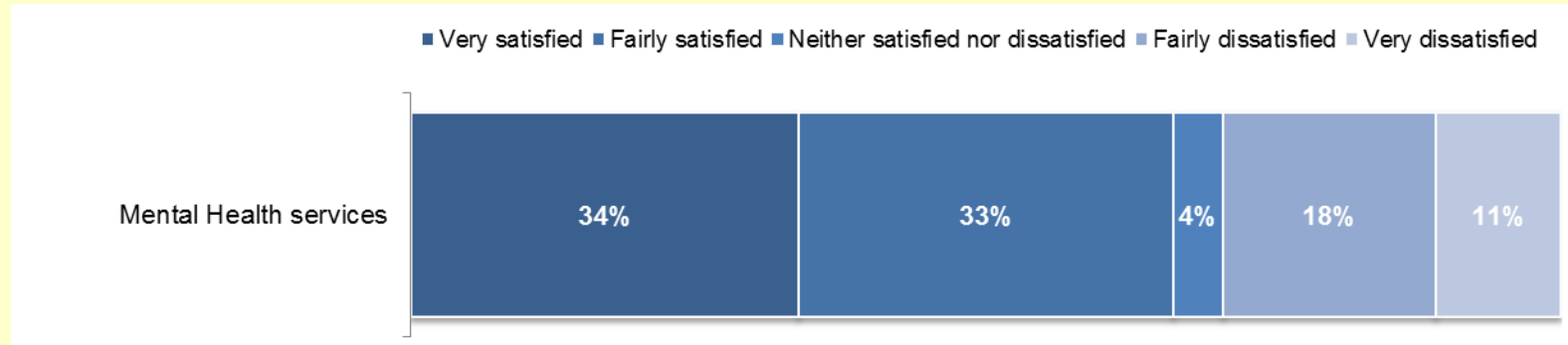
Satisfaction levels are broadly consistent when considering responses by sub groups although notably, 96% of 55-64 year olds are satisfied,

494 people do not use an NHS dentist, almost the same number as do use the service.

Base: All respondents excluding those who said don't know and do not use this service (n=491)

Satisfaction with mental health services

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



66% of respondents are very/fairly satisfied with mental health services in their local area.

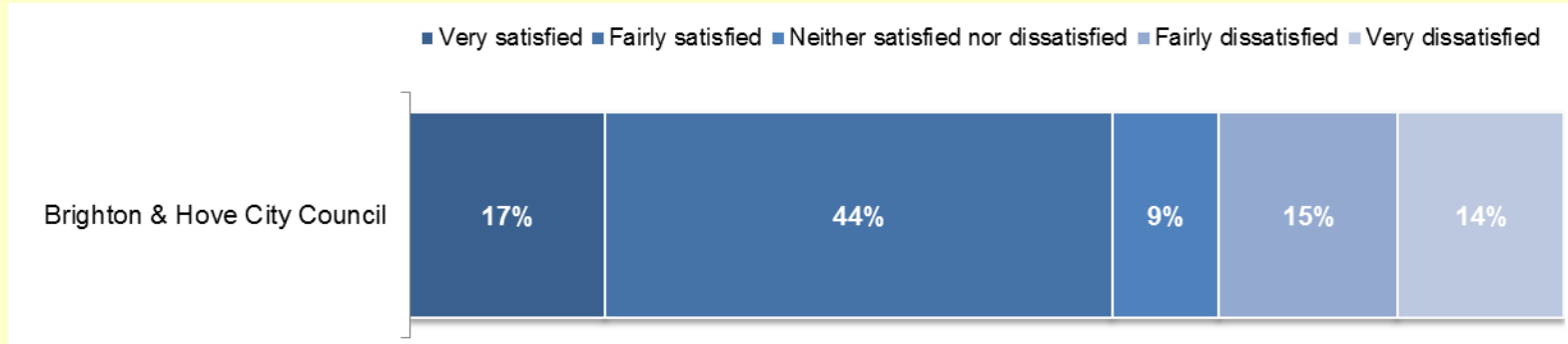
Satisfaction with mental health services is higher in BN1 and BN41 at 74 and 75% respectively.

893 people have not used mental health services and were unable to comment.

Base: All respondents excluding those who said don't know and do not use this service (n=92)

Satisfaction with Brighton and Hove City Council

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



61% of respondents who have used Brighton and Hove City Council Services are very/fairly satisfied; most (44%) are fairly satisfied.

Satisfaction decreases with age with a greater proportion of those aged 18 to 25 satisfied (84%) compared to those aged over 65 (45%).

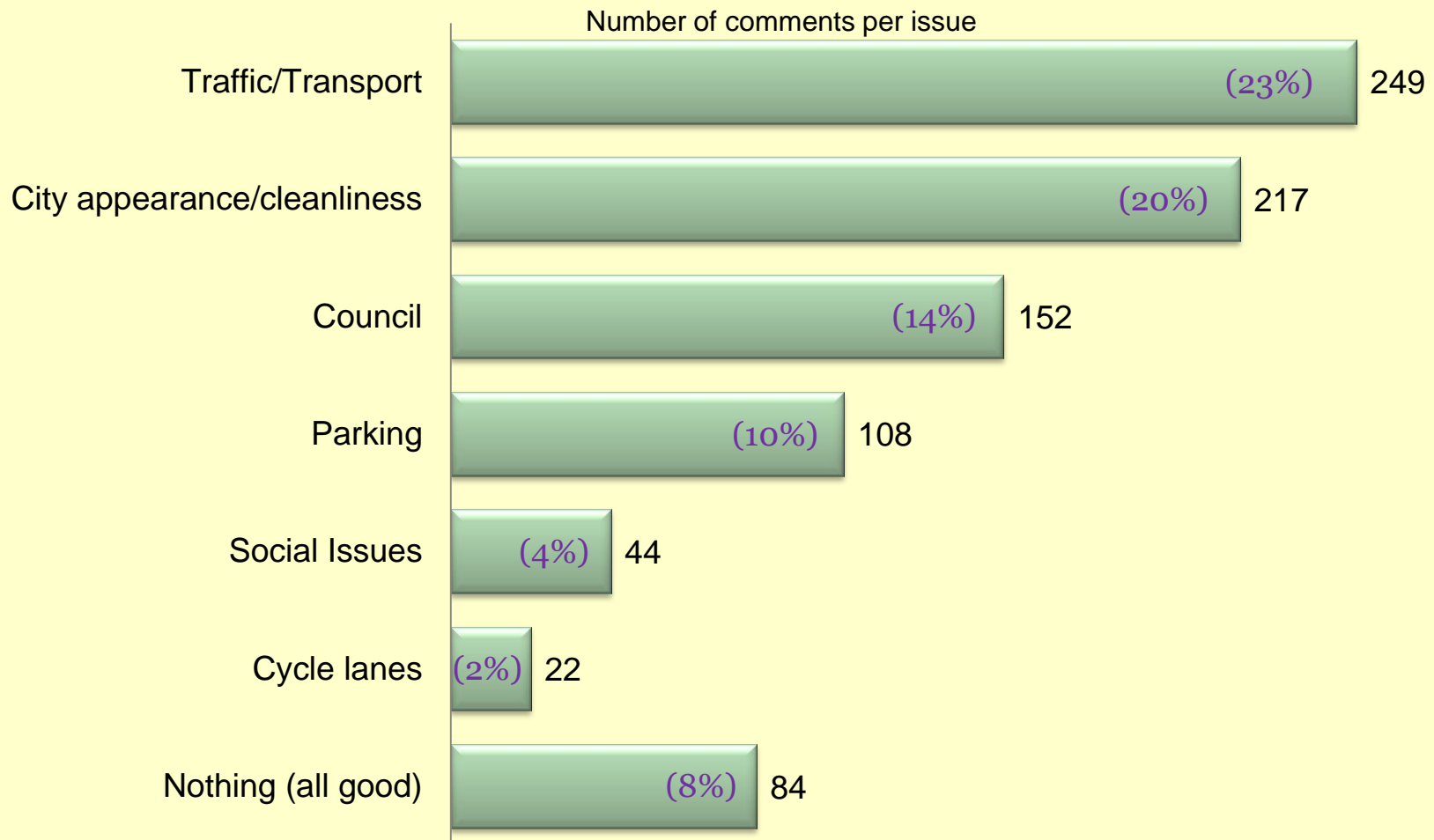
Whilst 67% of BN2 residents were satisfied only 37% of BN41 residents were.

Surprisingly, 229 people said they do not use the services provided by the city council.

By means of comparison, at a national* level 70% report being satisfied with the way their local council runs things.

Base: All respondents excluding those who said don't know and do not use this service (n=733)

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



(N= 1092: this is the total number of comments, excl don't knows.
Some respondents mentioned more than one issue. 65 said don't know)

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

Traffic/Transport	No.	%
Improve transport/traffic mgt policy/ system/less works	52	5%
Abolish 20 mph limit	43	4%
Too much congestion/cut down traffic/cars	37	3%
Reduce cost of buses/ public transport	33	3%
Better bus service; unreliable/infrequent	30	3%
20 mph speed limit (unspecified)	14	1%
Repair /maintain roads	13	1%
Improve road safety	13	1%
Bus lanes (unspecified)	5	-
Need a park & ride	5	-
Traffic calming measures	4	-

City appearance/cleanliness	No.	%
City looks dirty; improve street cleaning/ tidiness/ appearance	88	8%
Improve refuse and recycling (reliability, quality, frequency)	84	8%
Maintain/ improve/add green spaces (more trees, planting)	17	2%
Particular areas need improving	15	1%
Deal with dog fouling	13	1%
Council	No.	%
The Green party/Green council	57	5%
The council, councillors, staff	54	5%
Improve council efficiency	19	2%
Listen more to the public/ consult more	11	1%
Lower council tax	11	1%

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



Parking	No.	%
Too expensive	57	5%
Change parking (no further detail)	28	3%
Increase parking available/reduce restrictions	23	2%

Social issues	No.	%
More support for alcoholics, drug addicts, homeless people	18	2%
Take action on ASB (drunks, noisy students)	8	1%
Get drunks, homeless people off the streets	6	1%
Make less crowded/limit residency	4	-
Deal with noise	4	-
More funding for vulnerable people	4	-

Cycle lanes	No.	%
Get rid of cycle lanes	13	1%
Cycle lanes (non-specific)	5	-
Improve cycle lanes	4	-

Other single issues mentioned at least 5 times	No.	%
Improve healthcare services/hospital	17	2%
More affordable housing	16	1%
Improve/support for leisure/retail/cultural activities	13	1%
Cost of living too high/ need living wage	12	1%
Improve police and policing	8	1%
Improve education/schooling	7	1%
More/better facilities for children & young people	6	1%

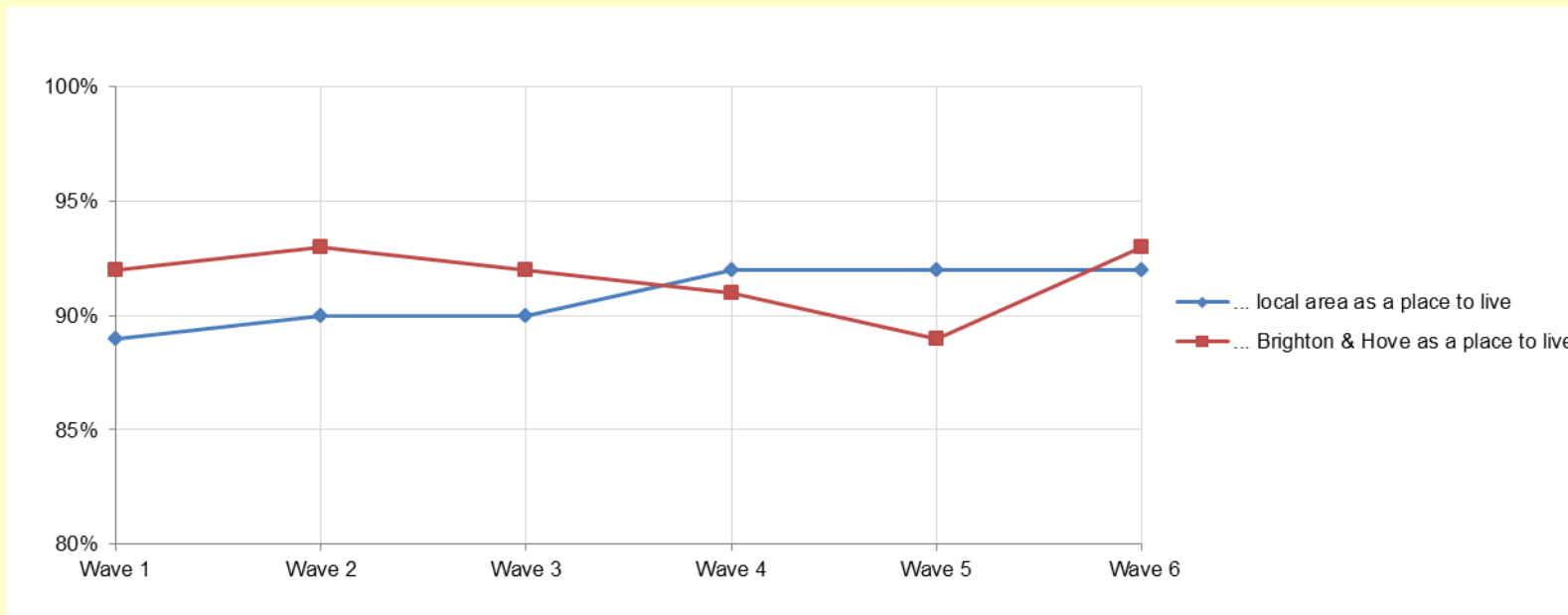
(N= 1092: this is the total number of comments, excl don't knows.
Some respondents mentioned more than one issue. 65 said don't know)

Summary of Results - Wave 6

- ◆ This is the sixth set of results from the City Tracker Survey. Key findings include;
 - ◆ There is a very high level of satisfaction with Brighton and Hove as a place to live and with residents' local areas, particularly among 18 to 24 year olds. In fact, satisfaction with the local area as a place to live is significantly higher than the national average (93% compared to 84%).
 - ◆ Regarding residents' streets, "how well the Council looks after it" is the biggest cause for dissatisfaction (70% satisfied) as well as how clean and green the street is (75% satisfied). Satisfaction with road safety is therefore no longer the main cause for dissatisfaction, as it was for the first four Waves of the survey.
 - ◆ Considering whether money is being spent wisely, net agree scores (the per cent that agree, less the per cent that disagree) for East Sussex Fire and Rescue, Sussex Police and Local Charities and community groups are all on a par with Waves 1-4. , NHS services have seen an increase to the peak in Wave 2. Brighton and Hove City Council's net agree score has increased slightly compared to Wave 5 but not to the levels seen in Waves 1-4.
 - ◆ As in previous Waves, there are high levels of user satisfaction with local chemists, Fire and Rescue Services , GP's and local charities and community groups; around nine in ten service users are very/fairly satisfied. However user satisfaction with Brighton and Hove City Council remains low.

Wave on wave comparison

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

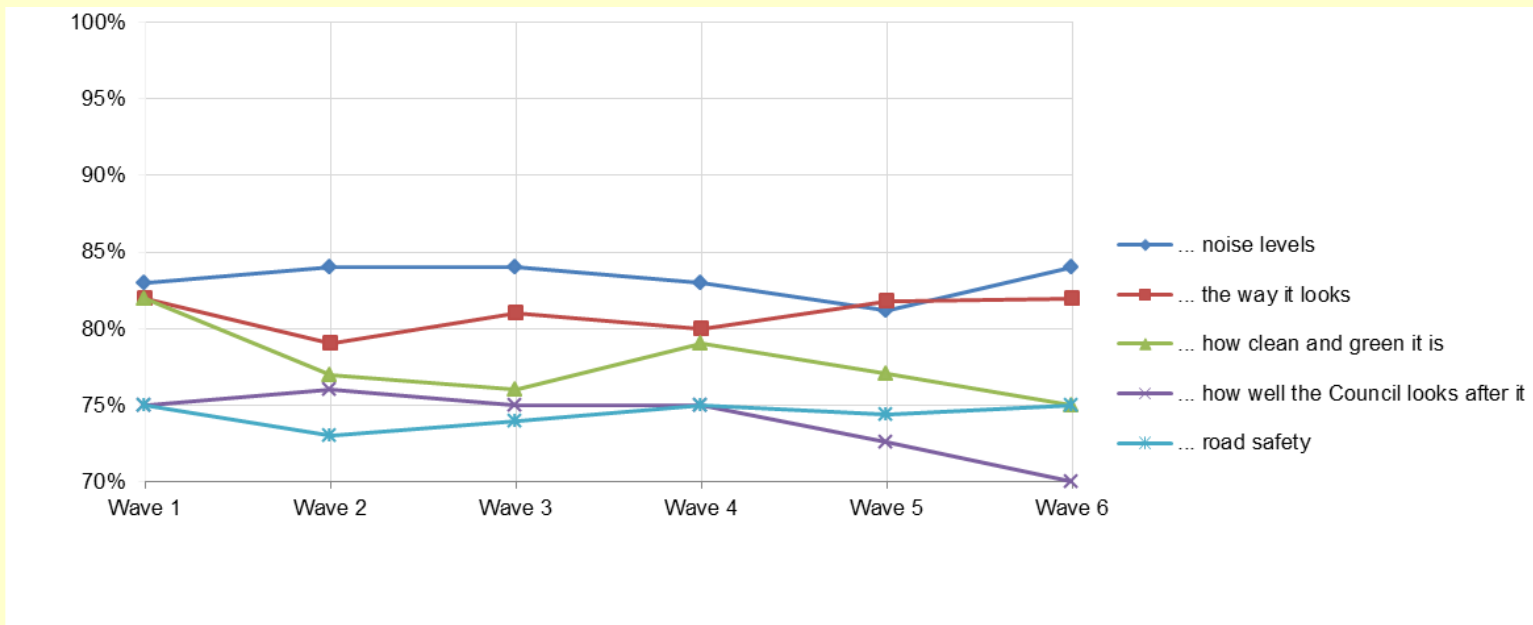


Despite satisfaction with Brighton & Hove as a place to live falling to 89% in Wave 5, an increase in Wave 6 has seen a return to the peak of Wave 2 (93%).

Satisfaction with the local area as a place to live has remained consistently high at 92% for the last three Waves rising from 90% in Wave 3.

However, the differences are not statistically significant.

Satisfaction with the street lived on

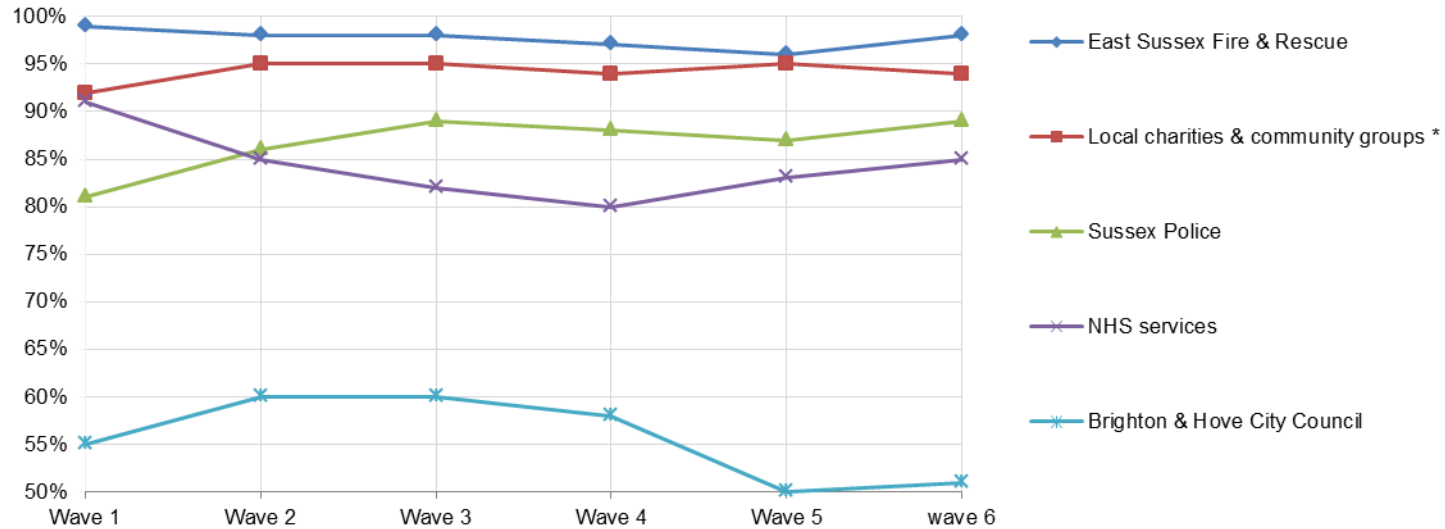


Satisfaction with the noise levels, the way the street looks and road safety remain consistent with previous Waves.

However, there has been a decline in the level of satisfaction with how clean and green the street is (75% from 77% in Wave 5) and how well the council looks after the street (70% from 73% in Wave 5).

However, the differences are not statistically significant.

Use money wisely – those agreeing

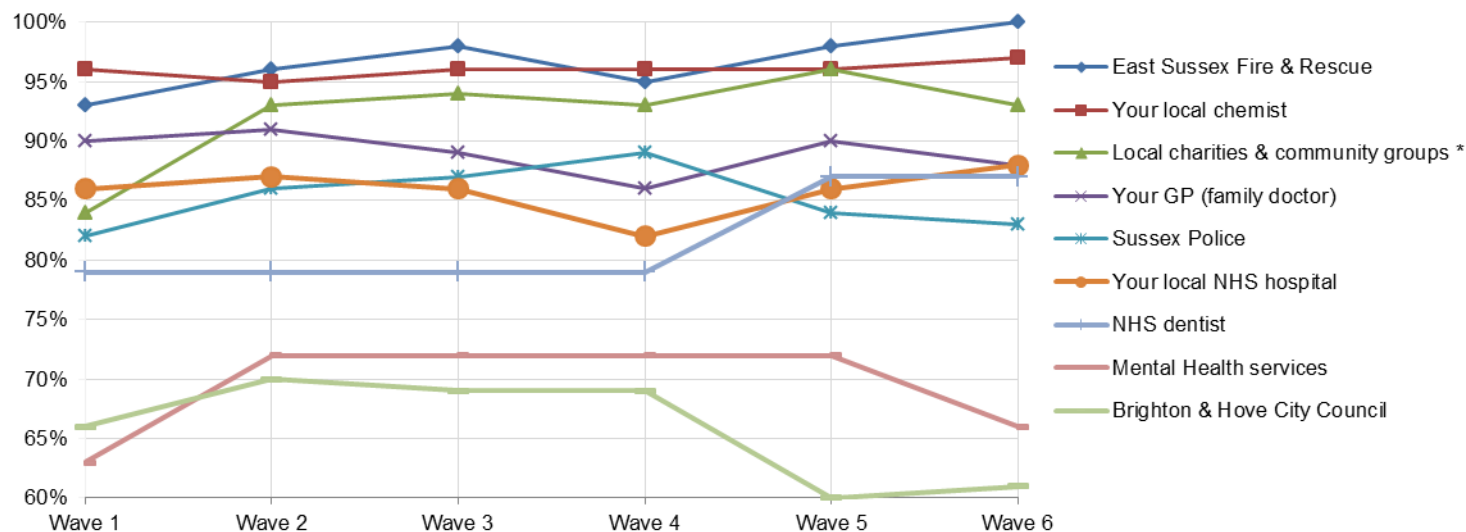


* Changed from "Voluntary & Community Groups" in Wave 1 to "Local Charities & community groups" in subsequent waves

Agreement that money is spent wisely has remained consistent for East Sussex Fire and Rescue and Local Charities and Community Groups (averaging 98% and 94% respectively). The trend for Sussex Police Services has been upwards, to 89% in this Wave, and NHS Services have increased from Wave 4 following an initial decline in the first three Waves.

However, agreement that Brighton and Hove City Council uses money wisely decreased sharply in Wave 5 (from 60% to 50%) and has seen little increase in Wave 6 (51%). Nationally* 53% agree that their council provides value for money.

'User' satisfaction



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

Satisfaction from service users continues to steadily increase from the Wave 4 result for East Sussex Fire and Rescue (100%) and local NHS Hospital (93%). Conversely, Sussex Police satisfaction has seen a return to previous levels following a peak in Wave 4.

User satisfaction with mental health services (66%) has returned to a similar level as Wave 1 (63%). Satisfaction with Brighton and Hove City Council services declined significantly in Wave 5 and has remained at that level.

The term 'user' denotes the sample that have answered each question and excludes those that indicated 'have not used service'.