Title:	City Tracker 2014 Results (Wave 7)
Author(s):	Paula Murray, Assistant Chief Executive, Brighton & Hove City Council

1. **Purpose**

- To inform the City Management Board of the latest results from the City Tracker survey (2014 / Wave 7).

2. **Who is involved?**

- The City Tracker has been agreed by Brighton & Hove Connected so involves CMB and BHC member organisations.

3. **What has happened to date?**

- Brighton & Hove Strategic Partnership and Public Service Board (now Brighton & Hove Connected and City Management Board) agreed to commission a ‘City Tracker’ survey in September 2011.
- The Tracker is a telephone based survey with a representative sample of 1,000 residents.
- Previously the survey was conducted three times per year. However, as results tended not to vary wave on wave, it was agreed that the survey would be conducted annually from 2014. The results here are therefore the 2014 annual results and are compared to 2013 and 2012 results as appropriate.
- Ahead of re-letting the contract for 2014 the survey questions were reviewed and improved, with many now being comparable to national data.

4. **What action is planned for the future?**

- The next City Tracker survey is scheduled to take place in autumn 2015. It’s proposed that the same research contractors, InfoCorp, will be used.

5. **Other Information:**

- In this wave almost all results are less positive than in the past and less positive than national benchmarks. We can’t attribute this to any individual factor and we are confident that the results are robust.

Key Findings from the 2014 survey

Satisfaction with Brighton & Hove

- 80% are satisfied with Brighton & Hove as a place to live, a 9% decline on the 2013 result. Satisfaction levels decline with age.
- Satisfaction with the local area as a place to live is notably lower than previously at 79% compared to a high of 93% in 2012. We have moved from being considerably higher than the UK average of 80% (LGA polling July 2014) to roughly in line with it.

Service user satisfaction

- East Sussex Fire and Rescue has the highest user satisfaction level at 95%, with local chemist following closely behind at 90%. At the other end of the spectrum, just 40% are satisfied with the Council, similar to the 2013 result of 41%. Interestingly, 312 respondents said that they hadn't used a BHCC service in the last 12 months.

Trust in the Council

- Just over half of respondents (52%) say they trust the Council a great deal or fair amount, compared to 59% in the LGA national poll.

Responsiveness

- Whilst 45% believe the Council acts on the concerns of residents a great deal or fair amount, 46% believe it does so not very much or not at all. The LGA national result shows 59% think that their local authority acts on the concerns of residents.

Informing residents

- A slight majority (51%) think the council keeps residents informed, again, below the LGA comparator of 64%.

VfM

- A new question this year asked residents whether they thought the Council provided value for money; opinion was divided with 31% agreeing the Council does offer vfm, 34% neither agreeing nor disagreeing, and 32% disagreeing. The LGA national benchmark shows 49% think their local council provides vfm.
- The City Tracker has always included a question about whether local services use money wisely. Again, East Sussex Fire and Rescue scores highest with 96% residents agreeing it uses money wisely, followed by 88% agreeing that local charities and community groups do.

Feeling safe

- Most residents, 93%, feel safe in their local area during the day which is similar to the LGA national average of 95%. However, after dark in their local area only 70% of Brighton & Hove residents feel safe, compared with 79% in the national LGA poll.

Belonging and community spirit

- Similar to the national benchmark from the Community Life Survey (CLS) of 70%, 71% of Brighton & Hove residents feel they strongly belong to their neighbourhood. However, slightly above national averages, 88% believe their local area is a place where people from different backgrounds get on well together and 67% believe that people in their neighbourhood pull together to improve the neighbourhood, indicating the strength of our communities' assets.

Volunteering
- Just over a third (35%) of residents had done some formal volunteering in the previous 12 months, very similar to previous years, although slightly lower than the national average of 41% from the CLS. A further 5% had volunteered informally.

Local activism
- As in 2013, 15% of respondents had been involved in some form of local activism in the previous year. This is higher than the national level recorded in the CLS of 9%.

Local influence
- Although the proportion of residents feeling they can influence decisions affecting the local area has declined to 46%, this is still higher than the national CLS figure of 34%. Our residents are more likely to think it's important that they can influence decisions than the national average too, at 82% compared to 69%.

Cultural activities
- Our residents are engaged in the arts; 58% had attended a museum or gallery in the last year compared to 52% nationally in the Taking Part survey; 47% had used a public library compared to 35% nationally and 61% had attended at least one creative, artistic, theatrical or musical event in the last year (no benchmark available).

Cost of living
- Almost a quarter of residents don't agree that they will have enough money, after housing costs, to meet basic living costs.

Environmental issues
- When asked, unprompted, what they thought the biggest environmental issue facing the city is, 28% mentioned waste disposal/rubbish. The other stand-out issue was the amount of traffic/congestion, mentioned by 22% of respondents.

Air pollution
- The majority don't feel that air pollution is a big problem in their street (71%); 28% think it's a very or fairly big problem.

Neighbourhood
- 25% feel their area is better to live in now compared to two years ago, ahead of the national CLS result of 16%.

Satisfaction with your street

- In terms of satisfaction with resident's streets, all five metrics (noise, road safety, clean and green, how it looks and how the Council looks after it) show sharp declines on the previous two year's results. The lowest levels of satisfaction in 2014 are with 'how well the Council looks after it' (48% very/fairly satisfied and 25% very/fairly dissatisfied). This measure has dipped from 73% very/fairly satisfied in 2013, although this could be as fieldwork started on the first day of industrial action by refuse and recycling workers in the city.

Refuse and recycling

- Just 36% agree that the Council is good at collecting their refuse, compared to 75% last year and 89% in 2012. Likewise, 44% agree that the Council is good at collecting their recycling compared to 74% in 2013 and 86% in 2012.

Satisfaction with key services

- Satisfaction with key council services is low and below LGA benchmarks as summarised below:

Waste collection:	31% satisfied, compared to 80% LGA
Street cleaning:	47% satisfied, compared to 73% LGA
Road maintenance:	30% satisfied, compared to 39% LGA
Pavement maintenance:	31% satisfied, compared to 54% LGA
Schools	48% satisfied (no LGA data)
Services for C&YP	40% satisfied, compared to 49% LGA
Services for older people	28% satisfied, compared to 44% LGA
Library services	60% satisfied, compared to 71% LGA
Sports and leisure	50% satisfied, compared to 64%
Arts and culture	62% satisfied (no LGA data)
Parks and open spaces	71% satisfied (no LGA data)
The Seafront	61% satisfied (no LGA data)

One change

- When asked "If you could change one thing about Brighton and Hove what would it be?" most comments, as in the previous two waves, related to traffic and transport, the city's appearance/cleanliness, the council/administration and parking.