

Big York Survey – summary of key findings

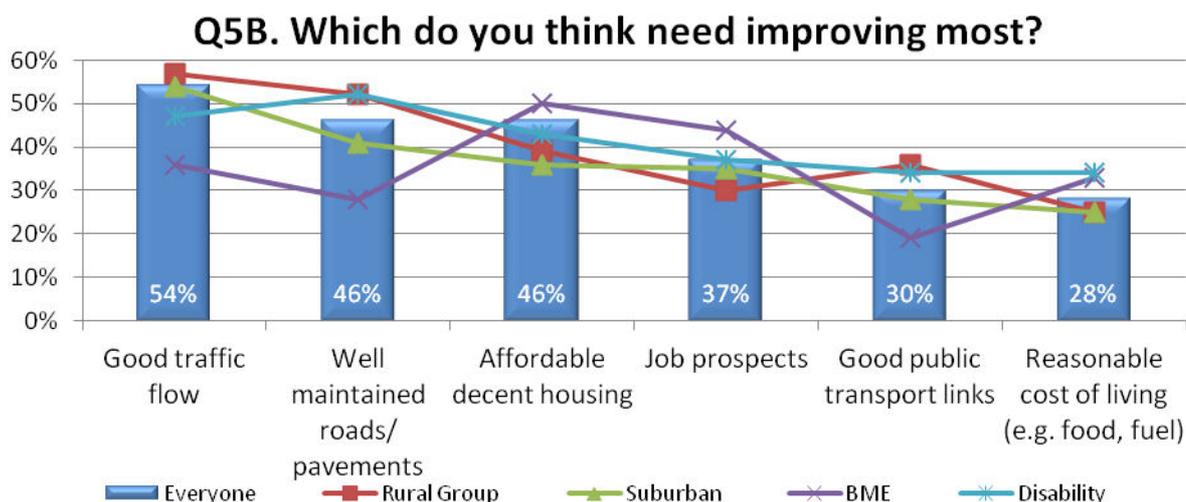
What matters to residents

1. The issues that respondents think most need improving were:

- Traffic flow (54%)
- Roads and pavement maintenance (46%)
- Supply of affordable decent housing (46%)
- Job prospects (37%)
- Public transport links (30%)

Variations from the responses on what needs improving include:

- Care for vulnerable people is a significantly higher priority with older people aged 65-74 (41%) and of those with a disability (42%). Interestingly, only 6% of younger people aged 18-24 felt this needs improving most.
- Amongst those with a disability a higher proportion felt low pollution levels (21%), low crime levels (24%), good community relations (24%) and health services (22%) needed improving than all respondents.



2. Three of the 'top five' issues were traffic and transport related. Interestingly, the seventh highest issue was 'none of the issues' stated in the survey (27%).

3. Residents felt that the most important aspects in making York a good place to live were:
 - low levels of crime (81%)
 - good health services (doctors, hospitals etc.,) (76%)
 - good schools (73%)
 - good public transport links (72%)
 - clean streets (72%)
 - access to nature, parks and open spaces (68%)
 - cultural opportunities (66%)
 - affordable decent housing (64%)
 - reasonable cost of living (63%)
 - job prospects (62%)

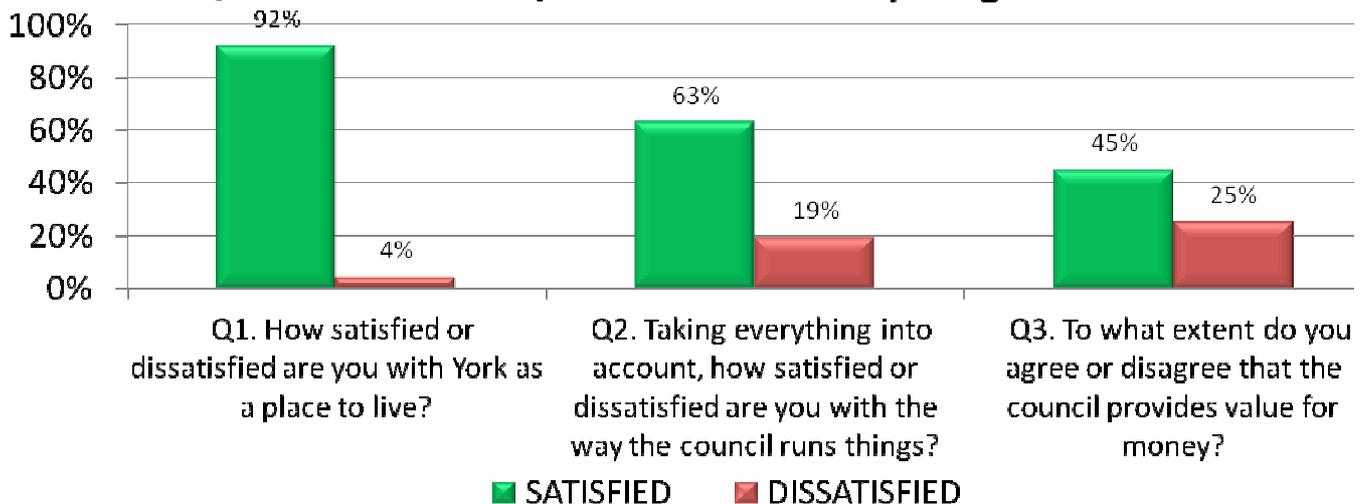
Variations on what the most important aspect include:

- a. BME groups felt things such as affordable decent housing (74%), job prospects (70%), acceptable wage levels (67%) and good community relations (61%) were more important things to make somewhere a good place to live than those of all respondents. Younger people (18-24) also felt wage levels, job prospects and affordable decent housing were more important issues.

Life in York and perception of the council

4. Residents' views on what it's like to live in York is high - 92% satisfied or very satisfied. Satisfaction with the way the council runs York is also fairly high (63%), although less than half think it provides a good service given the money available (45%) with almost a 1/3rd giving a neutral response.
 - The place survey carried out in 2008 asked similar satisfaction questions and the BYS results show a greatly improved picture, with only 44% being satisfied with the way in which the council ran things in 2008 and 32% with value for money.
 - Of those that disagree York provides value for money, the disability and older age groups (55-74) disagree more. Around 32% compared to 25% from all respondents.

Q1-3. How satisfied/to what extent do you agree..



5. Keeping in mind the emphasis on public engagement and partnership, the areas where the council and its partners are performing particularly well include:

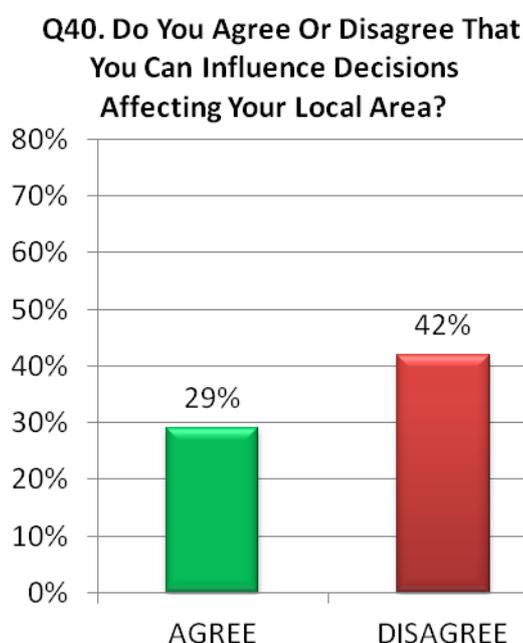
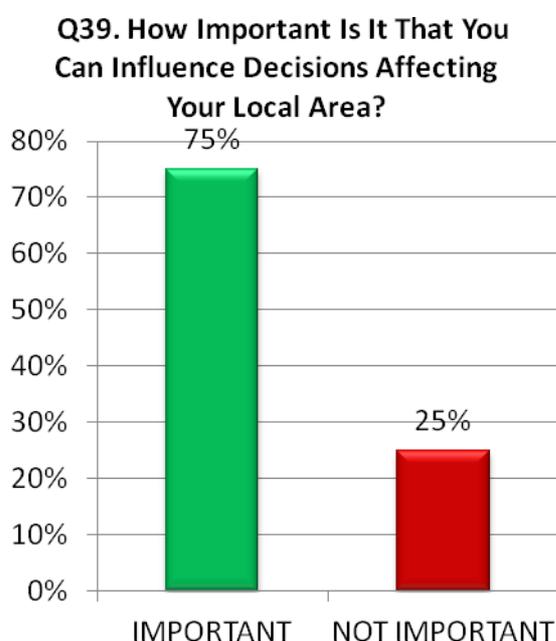
- Preserving York’s heritage (81% think it does this well; 7% not well)
- Helping residents to reduce the amount of household waste they produce (65% think it does this well; 21% not well)
- Improving the quality of streets/public spaces (63% think it does this well; 25% not well)
- Improving green spaces (60% think it does this well; 15% not well)
- Reducing crime and anti-social behaviour (56% think it does this well; 18% not well)
- Working to make communities safer (54% think it does this well; 17% not well)

6. Respondents feel that the areas that the council and its partners need to improve are:

- Acting on the views of young people to create communities that reflect their interests (19% think it does this well; 29% not well)
- Helping to create jobs in the city (29% think it does this well; 38% not well)
- Promoting involvement in community-based work (29% think it does this well; 31% not well)
- Improving York’s bus service (34% think it does this well; 40% not well)

In touch with the local community

7. York residents are generally more satisfied with their local area as a place to live than those that responded in the 2008 place survey (91% compared to 87%) and a high proportion (70%) believe it is important to feel part of the local community. However, only just over half (55%) feel they belong to their local community which is similar to 2008 place survey.
8. 3 in 4 people believe people from different backgrounds get on well together. Just over 90% of young people (18-24) agree with this.
9. 3 in 4 people also believe it is important to influence decisions in your local area. However, only 29% believe they can influence decisions. This drops to 25% for women and just 19% for carers. Interestingly those with younger children in the house tend to agree more (nearly 2 in 5). The place survey from 2008 asked the same question and a slightly higher 32% agreed they can influence decisions.



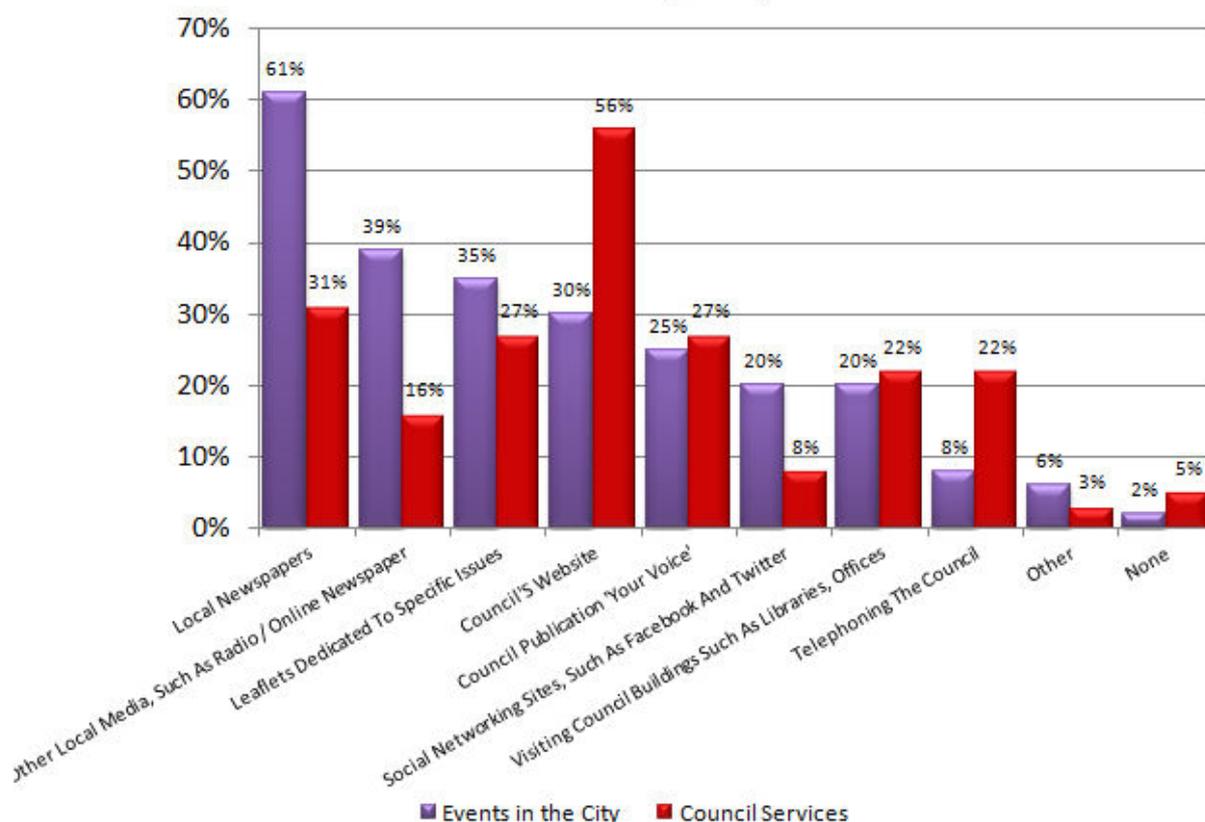
Customer Contact

10. 3 in 5 people find out about events via local newspapers with only a 1 in 3 using the council website and just under 1 in 10 using the telephone.
11. Interestingly 1 in 5 would use social media such as facebook and twitter to find out about events This rises to half of all 18-24 year

olds and 2 in 5 for 25-34 year olds. However, the older age groups don't use this channel with less than 4% of 55+ year olds. There is limited use of social media to find out about council services. As part of the Customer Strategy deliverables we will be looking at ways to achieve more customer contact and provide access to services and information through social media (and improving other contact channels).

12. Nearly 3 in 5 people would use the council's website to find out about council services with 2 in 5 either visiting or using the telephone. Older people (65+) and those with a disability are more likely to telephone the council than other residents rising to nearly around 1 in 3.
13. 1 in 4 would use the council publication 'your voice' for events or to find out about council services. Nearly half of 75+ year olds for would use it to find out about council services.

Q6. Which Of The Following Ways Do You Prefer To Find Out About A) Events In The City and B) Council Services?

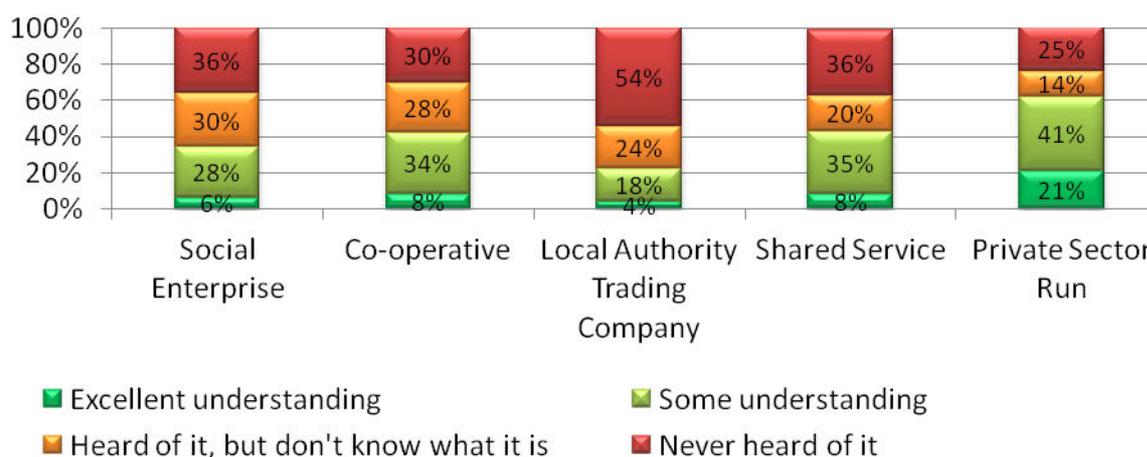


Providing services differently

14. The level of awareness for alternative delivery models for council service ranged considerably from 22% for Local Authority Trading Companies to 62% for private sector run services:

- 44% agreed that the council should explore alternative ways of working
- 20% were personally interested in exploring how to bid to run a service.
- 60% of those who are interested in exploring running a service are active library users.

Q7. What is your level of understanding of other ways of providing services?



Council Priorities

15. Perception of progress on some of the council's priority areas saw high proportions of 'don't know' responses (up to 64% in some cases). This was particularly apparent on the Protecting Vulnerable People theme, which is interesting given some of the high profile changes and decisions in this area over the last 18 months. High "don't know" responses were received for against:
- whether we are supporting families who may be struggling (64% 'don't know');
 - whether we are providing good quality support for vulnerable adults (63% 'don't know');
 - providing good quality support for people with dementia (62% 'don't know');
 - supporting people to live in their own homes (60% 'don't know').
16. Half of respondents were also unaware (49% don't know) on how we are encouraging the use of low-emission vehicles. This suggests that the council and its partners may need to focus on communicating our successes with different audiences (customer,

residents, Community of Interest groups etc.,) and show how partnership working has been successful in delivering priority outcomes across the city.

Job and Business development

17. Nearly 1 in 3 (64%) think their skills are suited to the types of jobs in York, although starting their own business was not of interest to many respondents (2%). Currently, 6% of respondents already run their own business. Confidence in business expansion is mixed (32% would be confident and 36% would not be confident).
18. Just over half felt they do not get support from their employer or place of study to improve job related skills. We are looking to develop a skills framework and survey which will enable alignment of skills provision and business needs in the city.
19. The help that would be needed to support people to expand/run or start their own business included financial support via start up grants, courses and advice. CYCs work in setting up portal for businesses (York Means Business) will help towards providing some much needed advice and information. We are also looking to identify gaps in start up provision and review business support.
20. How well we are delivering on our key priorities shows a mixed picture. The key outcomes requiring further investigation with residents will be examined through the Talkabout panel in October 2012.

Travel

21. Nearly 2 in 5 would use a car or motor cycle when travelling to work while 1 in 3 would go by foot. 3 in 5 would go by foot when accompanied children to school. However this still leaves 1 in 4 who would travel by car to school.
22. 4 in 5 would buy food and non food items either within the city centre or within a mile locally. However 1 in 2 also stated a they would use out of town shops or retail outlets.
23. Knowing the quickest and safest route to take would encourage more people to walk. This ties in with our Intelligence Travel project which should provide people with a better understanding of these routes across the city.
24. Nearly half of respondents suggesting improving the bus service in York would be helped by one ticket for all buses which should support the introduction of Smart Ticketing in York in August 2012.

25. 2 in 5 people did not think the council and its partners were are doing very well with improving York's Bus Service. However, nearly 3 in 5 felt we are doing well with expanding the cycle network.
- There are actions in place to improve the bus service including improvements to ticketing/information, bus infrastructure and enhancing the park and ride

Crime

26. Crime results have been combined with a specific survey carried out by the University of York where the same questions were asked in each survey in ordered to obtain a bigger base and more reliable data.
27. The survey gathered the views of over 2400 residents and former residents of York over a 2 month period from April to June this year, and revealed that three-quarters of respondents felt that York is a safe place overall and over 90% satisfaction with their local area as a place to live in.
28. Approximately 70% had confidence in the police in York and over 80% felt that they could rely on them to treat them with respect. Most also had very positive views about the levels of crime and anti-social behaviour in their areas with the issue of rubbish or litter lying around (23%) generally being the biggest cause for concern. Within this those with a disability (31%) thought it was more of a problem.
29. However, although only 21% think my local area has a problem with crime / anti-social behaviour this is higher than the slightly different question asked in the 2008 Place Survey. This survey showed that only 11.3% think that anti-social behaviour is a problem in their local area.
30. The other two similar questions in the place survey show promising results with the proportion of people thinking drug dealing/drug use and drunk/rowdy behaviour both reduced in the Big York Survey.
31. Asked what would increase confidence in the police in York, most responses focused on a greater desire for increased police presence and visibility, though a substantial proportion also suggested greater communication and community engagement by the force would also be helpful.

Volunteering

32. Just under half of respondents have given unpaid help over the last 12 months which is nearly double the response in the 2008 Place Survey. Although the BYS asked how often have you given unpaid help in the last 12 months and the Place Survey asked have you given unpaid help in the last 12 months you can still derive the same output. A higher proportion of BME groups, non-Christian and younger age groups do not volunteer (around 2 in 3).
33. Overall, 2 in 3 stated that they not having the time to volunteer had prevented them from doing and most notably amongst 25-34 year olds where 4 in 5 stated they did not have enough time to volunteer.
34. However nearly 1 in 5 (19%) stated they hadn't been asked or hadn't thought about volunteering, particularly amongst 35-44 year olds where more stated they had not thought about it. This suggests there is still a potentially large section of the city's residents that could be encouraged to volunteer through targeted campaigns or improved information & support.

Being Healthy

35. Nearly 9 in 10 people stated they were very or fairly healthy which is an improvement on the 2008 Place survey.
36. Just over 4 in 5 people have not heard of the Just 30 citywide campaign trying to encourage York residents to get active. This rises even further amongst BME, disability older (65+) and young groups (18-24) where it becomes around 9 in 10 people. However, 2 in 3 people did know that doing 30 minutes exercise a day is the target level of activity for long term health benefits.
37. The main suggestions to helping families to get active included subsidised gyms, free swimming for children, safer cycle routes and more facilities.

Directing resources for people with moderate care needs

38. A majority of respondents (69%) would prefer additional investment in the voluntary sector for those with moderate care needs being directed to helping people with their shopping, cleaning and laundry. This was considered the third most important investment among current social care customers (Fair Access to Care Survey, June 2012). Helping people to find the support they need (61%) was also considered important (this was ranked as the top priority in the Fair Access to Care Survey).