Gateshead Residents 2000

Survey Report

Research Study Conducted for

Gateshead Metropolitan Borough Council

March-April 2000

Contents

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Preface

Background and Objectives

This report presents the findings of a research study conducted by MORI Scotland's Local Government Unit on behalf of Gateshead Council. The survey follows previous research conducted by MORI for the Council in 1997, providing the opportunity to monitor change over time. This year the survey covered:

- overall satisfaction and image of the Council;

- satisfaction with Council services;

- attitudes towards waste management services in Gateshead;

- attitudes towards Council housing in Gateshead;

- future priorities for Gateshead Council;

- experience of contacting the Council;

- knowledge of structural changes within the Council.

Methodology

MORI interviewed a total of 1,030 residents aged 18+ in 80 randomly selected sampling points throughout Gateshead. Sampling points comprised of Census Enumeration Districts (EDs), selected at random in proportion to the population to ensure a representative distribution across wards. Within each sampling point, quotas were set for sex, age, working status and ethnicity.

Interviews were carried out face-to-face, in respondents' homes between 17 March and 23 April 2000.

In addition to this main sample, two booster samples were conducted among ethnic minority groups in order to enable separate sub-group analysis.

- A quota sample of 44 non-white residents were interviewed face-to-face, in home, in the wards across Gateshead with the highest non-white population, according to 1991 Census figures.

- A further 50 residents from the Jewish community were interviewed, in home, in streets identified by the Council as being home to most of the local Jewish population.

Data are unweighted, with the booster interviews included as separate analysis, to ensure the representativeness of the overall sample.

Report Layout

Following this introduction the report contains;

- a summary of the **key findings** of the survey and their **implications** for Gateshead;

- more detailed commentary of the **main findings**, including reference to MORI's normative data;

- **appendices**, including a marked-up questionnaire and a guide to statistical reliability.

MORI Normative Data

Where appropriate, the report includes comparisons between Gateshead's results and those from surveys conducted for other authorities (taken from the MORI Local Government database) in recent years. Results from the Best Value survey conducted by MORI on behalf of the DETR have also been included in the normative tables. These are based on interviews with 2,488 adults in 215 sampling points in the 42 Best Value pilot areas between 11 July and 26 September. As well as overall Best Value results, those achieved by Metropolitan and Unitary pilot authorities have been included for illustrative purposes.

These comparisons are intended to act as a context in which to place findings for Gateshead and to aid in the interpretation of results. However, because MORI has not worked for every local council, this is by no means exhaustive and **is not a league table**. In addition, **the surveys concerned may differ in timing and methodology**.

This data is the copyright of MORI and should not be released to any third party without the written permission of MORI.

Interpretation of the Data

It should be remembered that a sample, not the entire population of Gateshead has been interviewed. In consequence, all **results are subject to sampling tolerances**, which means that not all differences are statistically significant. A guide to statistical reliability is appended.

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers.

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Throughout the volume an asterisk (*) denotes any value less than half a per cent.

In the report, reference is made to "net" figures. This represents the balance of opinion on attitudinal questions, and provides a particularly useful means of comparing the results for a number variables. In the case of a "net satisfaction" figure, this represents the percentage satisfied on a particular issue or service, less the percentage dissatisfied. For example, if a service records 40% satisfied and 25% dissatisfied, the "net satisfaction" figure is +15 points.

It is also worth emphasising that the survey deals with residents' *perceptions* **rather than facts at the time the survey** was conducted and these may not accurately reflect the level of services actually being delivered.

Publication of Data

As with all our studies, findings from this survey are subject to our Standard Terms and Conditions of Contract. Any press release or publication of the findings of this survey requires the advance approval of MORI. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

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Summary of Findings

Satisfaction high but falling

- There has been a significant downturn in Gateshead's satisfaction ratings since the 1997 survey: 73% to 67%. The increase in dissatisfaction with the Council has been less pronounced: 11% to 14%.

- Despite this fall, Gateshead remains an above-average performing authority and this year's results should be seen in the context of growing dissatisfaction with local government as measured in periodic MORI national surveys.

- In addition, several of our regular clients have experienced more marked downturns in ratings than that recorded by Gateshead this year - these include different authority types e.g. urban and county councils.

- It is also worth remembering that Gateshead's 1997 survey results represent a particularly challenging benchmark. In MORI's experience, the Council's past performance is also likely to have contributed to rising expectations of the Council.

- Satisfaction is lower this year than in 1997 for most groups, but falls have been particularly sharp among single pensioners and in Blaydon, where 24% are dissatisfied compared to a Borough-wide average of 14%.

Satisfaction Over Time

Q How satisfied or dissatisfied are you with the way Gateshead Council is running the borough?

	% Very satisfied	% Fairly satisfied	% Neither	% Fairly dissatisfied	% Very dissatisfied
1997	15	58	13	7	4
2000	10	57	16	10	4
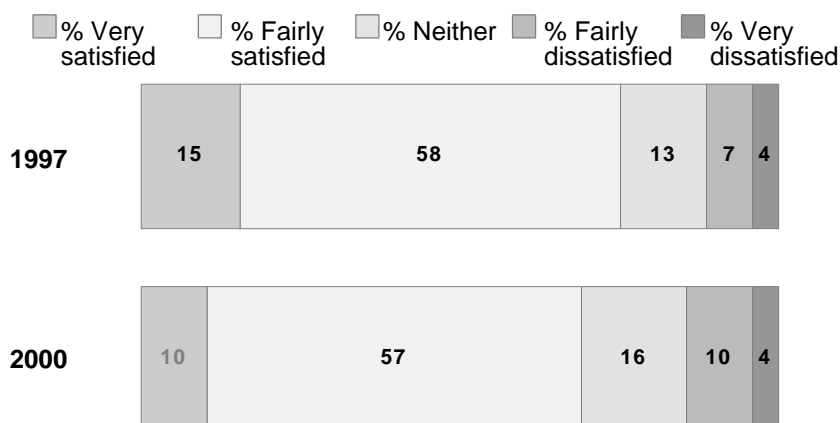
Base: All Gateshead residents

Source: MORI

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The Council's positive image

- In contrast to the downturn in overall satisfaction with the Council, there has been a positive increase on three of the four main image statements, the exception being "value for money".

How Do Residents View the Council?

Q   How strongly do you agree or disagree that each of the following applies to Gateshead Council?

	(±97)	% Disagree	% Agree	(±97)
I find it easy to contact the Council when I need to	-3	7	83	+5
Gateshead Council gives residents good value for money	+1	21	52	-9
Council does a good job of attracting funding for high profile projects and buildings	-13	14	41	+12
The Council is out of touch with people in the borough	0	39	38	+2
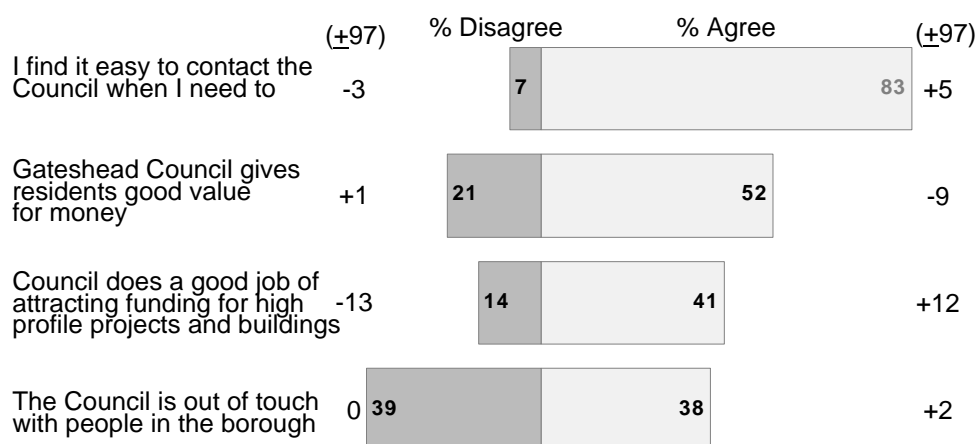
Base: All 1,030 Gateshead residents, 17 Mar - 23 Apr 2000   Source: MORI

- The Council has a strong image on providing information (see below) and on customer care. It is also encouraging that residents think that the Council does "provide high quality services" by a margin of 2:1.

- However, significant proportions of residents feel that the Council does not "consult residents about issues which affect them" (45%) or "listen to residents' views" (38%) or "allow residents to participate" (37%). This may be one area where the Council needs to 'sharpen' its image and gain recognition for the consultation that it does.

Most feel well informed

- In MORI's experience, the extent to which residents feel they are kept informed is a key determinant of their overall perceptions of the Council. It is encouraging therefore that the Council's ratings on this measure have improved sharply since 1997 – there has been a fifteen point increase. This may have 'softened' the fall in overall ratings experienced since 1997.

- Six in ten say that the Council keeps them well informed: a strong performance in both absolute and comparative terms (62%). The proportion feeling *very well informed* has doubled in the past three years from eight per cent to 16%.

- These results are related to the success of Council News:

   - there has been an increase in the proportion who recall seeing the Council's newsletter: 85% say they have ever seen a copy, twenty three points up on 'Civic News' in 1997;

   - eight in ten readers say they find 'Council News' very or fairly useful compared to seven in ten achieved three years ago.

Gateshead's Services

- The high levels of overall satisfaction with the Council are underpinned by several strong performances at service level, details of which are set out in this report. Again, ratings of services should be seen in the context of falling satisfaction with local government as measured in national research conducted by MORI: while ratings of many services are broadly stable, MORI has found that some, such as libraries and pavement maintenance, are on a downward trend.

- There are several strong performances among universal services, which is encouraging as MORI finds a high correlation between ratings of these visible services and overall perceptions of authorities:

   - **refuse collection**: 96% are very or fairly satisfied, the highest rating recorded by MORI in recent years;

   - **street lighting**: 85% of residents are either very or fairly satisfied, a positive swing of five points since 1997;

   - **maintenance of flower beds and grass cutting**: 85% are satisfied, an improvement in the last three years;

   - **street sweeping**: 81% of residents are satisfied with this service, including 31% who are *very* satisfied;

   - **road gritting and ice clearing**: three-quarters of residents are now satisfied with this service, a ten point improvement since 1997.

- On the other hand, **public conveniences**, **keeping areas clear of dog mess**, and **repairs to roads** and **pavements** may be service areas to focus on:

    - while satisfaction with public conveniences is up ten points on 1997, it is the only universal service with more residents dissatisfied than satisfied. It remains below average compared with MORI's normative data and there are some significant differences by area – residents in Blaydon are very critical of this service, 60% are *very dissatisfied*;

    - keeping pavements and grass areas clear of dog mess is often a salient issue for residents and in Gateshead 40% are dissatisfied with this, only three points behind the proportion satisfied. Those living in Blaydon and Wrekenton are most negative;

    - while ratings of repairs to roads and pavements remain above average compared to MORI's normative data, they are both down on 1997 (although it should be noted that there have been changes to the question wording used).

- Gateshead's universal services are also rated highly and the following perform better than the average of recent MORI clients: primary schools, sports and leisure centres, swimming pools and libraries.

- **Council housing** also stands out with tenants satisfied by a margin of eight to one (80% to 9%). Two-thirds are satisfied with repairs and maintenance. For both, satisfaction figures are in line with findings from 1997.

- Less positive are ratings of **children's playground and play facilities** with 41% of residents and 39% of users dissatisfied with this service. Dissatisfaction is most pronounced in Blaydon and Whickham.

Quality of Life and Priorities

- More than eight in ten are satisfied with Gateshead as a place to live: 84% compared with 83% in 1997. One in ten is dissatisfied (11%) although this is higher in Central and Felling – 18% and 17% respectively.

- There has been a fall in the proportion of Gateshead residents who say they feel threatened by crime – from 46% to 40%. Despite this, crime remains a priority area (see below) and the image ratings of the police have fallen since 1997. This is, in

part, related to continued dissatisfaction with the number of police on the beat, a common finding in MORI research. These findings reflect those of the survey across the Northumbria Police Authority Area.

- Particular local problems are thought to be teenagers/youths hanging around in streets/in groups, disturbances and burglaries. Reducing crime is identified by 53% of residents as among the three or four main priorities.

- Providing more for young people to do and improving job opportunities are also salient issues in Gateshead. These may be themes which the Council could focus on in future communications.

Top Priorities

Q *From this list, what would you like to be the three or four main priorities for Gateshead council?*

Q *And which one of them would be your top priority?*

	% Among 3 or 4 Main Priorities	Top Priority %
Reduce crime	53	23
Improve jobs/increase employment	50	17
Improve the lives of children/ young people	41	14
Improve local environment/ keep it clean	41	8
Improve health standards for all	30	10
Access to education/learning opportunities for all ages/raising educational standards	25	7
Care/assistance to people/ families with special needs	24	4

Base: All 1,030 Gateshead residents, 17 Mar - 23 Apr 2000 NB. Top 7 mentions from 10 Source: MORI

Customer care is strong

- The majority of those who have contacted the Council are impressed with the quality of service they receive.

- Gateshead compares well with other authorities on these measures and we would suggest that these results are widely communicated to staff in a positive way.

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Better Local Government

- In MORI's experience, residents often have only limited awareness of how their Council works and it is worth remembering that political modernisation tends to be a low salience issue for most people.

- This is clear in Gateshead, where there is low awareness of Government initiatives and actual reforms. One in five (22%) say they are aware of changes made to the way Gateshead works but awareness of the actual reforms is lower still. As many people think that there is an elected mayor as correctly identify the other changes. This is despite high readership of the Council's own newsletter, relative to other authorities surveyed by MORI, and improved ratings since 1997.

- In line with MORI findings elsewhere, women and younger age groups are less likely to say they are aware of recent Council initiatives.

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Looking ahead

- This survey shows that residents are generally satisfied with the way the Council is running the Borough, although there has been a seven point fall in satisfaction since 1997.

- The Council has a positive image among its residents and this is underpinned by positive ratings of the way the Council delivers its services.

- Residents also feel that they are kept well informed about what the Council is doing and its improved ratings on this measure bode well for the future - Gateshead's performance on communications will continue to play a crucial role in shaping perceptions and managing expectations.

- There are a number of challenges ahead particularly in managing the rising expectations of residents and in meeting the challenge of being sensitive to the specific issues and concerns of different areas with the Borough (and *being seen* to be sensitive to these). As choices get tougher, the Council will need to explain its decisions as well as the budgetary and other constraints it faces.

- It will also be important for the Council to develop its community governance role and work with partners towards improving perceptions of community safety and tackling the difficult issue of meeting the needs of young people.

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Attitudes towards Gateshead Council

Satisfaction high but falling

In terms of overall satisfaction, Gateshead Council is viewed favourably by the overwhelming majority of residents. Two-thirds say that they are satisfied with the way the Council is running the area compared with just one in seven dissatisfied. Just four per cent are *very* dissatisfied. This is a high level of satisfaction and maintains Gateshead's position as the highest performing authority MORI has worked for, however, it is important to note the following:

- satisfaction in Gateshead is down when comparing this year's results with those of 1997. Clearly it will be important to understand the reasons for this fall and to continue to monitor residents' perceptions over time;

- over the past three years there has been a six point fall in the proportion of those who are very or fairly satisfied with the Council's performance;

- at the same time, there has been an increase in the level of dissatisfaction although this is less marked – up by three points since 1997.

Satisfaction Over Time

Q   How satisfied or dissatisfied are you with the way Gateshead Council is running the borough?

☐ % Very satisfied   ☐ % Fairly satisfied   ☐ % Neither   ☐ % Fairly dissatisfied   ☐ % Very dissatisfied

1997   15   58   13   7   4

2000   10   57   16   10   4

Base: All Gateshead residents   Source: MORI

14
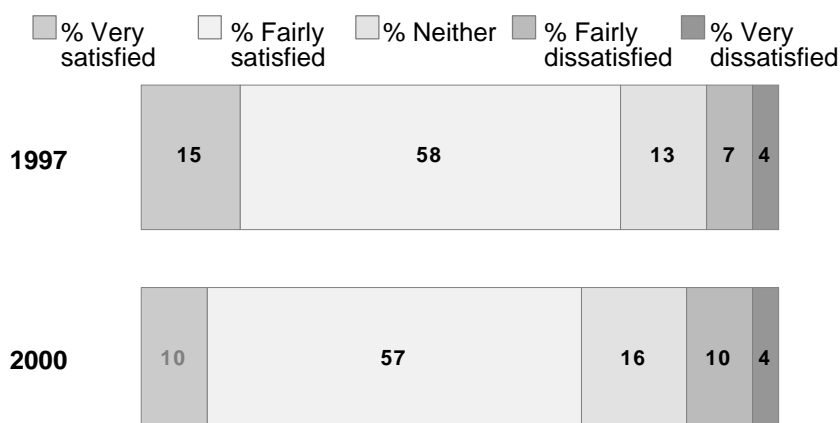
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Differences within Gateshead

Satisfaction with the Council is broadly consistent across the different sub-groups of the population although residents aged over 55 and those from Felling and Whickham tend to be satisfied (as is the Jewish community although the small base size means that results should be treated as indicative only). However, Council tenants and residents of Blaydon are more *dissatisfied* than average. Those aged 18 to 24 are also less likely to say they are satisfied, but this is partly a function of this group being less likely to have a view.

The following chart illustrates changes in satisfaction by sub-group since 1997 and shows that ratings of the Council have fallen across most sub-groups. The downturn in satisfaction is most evident among those aged over 55 and the non-white community. At the same time satisfaction has increased among the Jewish community.

What Has Changed in Gateshead?

☐ 1997   ■ 2000

% Satisfied with the Council

Sub-group	1997	2000
Total	74	67
18-24	64	59
25-34	71	69
35-54	71	65
55+	80	72
White	73	67
Non-white*	76	60
Jewish*	62	80
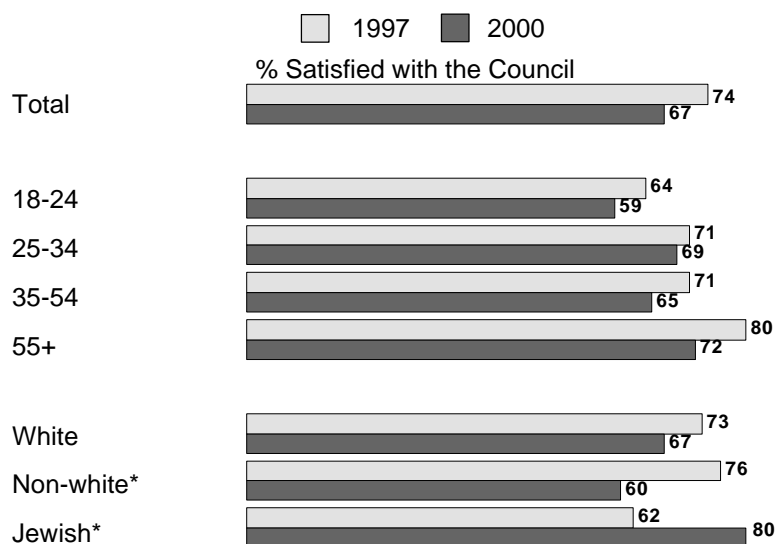
Base: All 1,030 Gateshead residents, 17 Mar - 23 Apr 2000
* small base size - results indicative only

Source: MORI

In the following chart the same comparison is made by household composition, tenure and a selection of the areas in the Borough. Satisfaction is lower this year than in 1997 for these groups, but particularly among single pensioners and Blaydon residents.

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% Satisfied with the Council

	Light bar	Dark bar
Kids in household	70	69
65+ in household	82	71
Single parent	60	53
Single pensioners	88	72
Owner-occupier	75	70
Council/HA tenants	71	64
Blaydon	68	59
Felling	80	75
Whickham	75	75
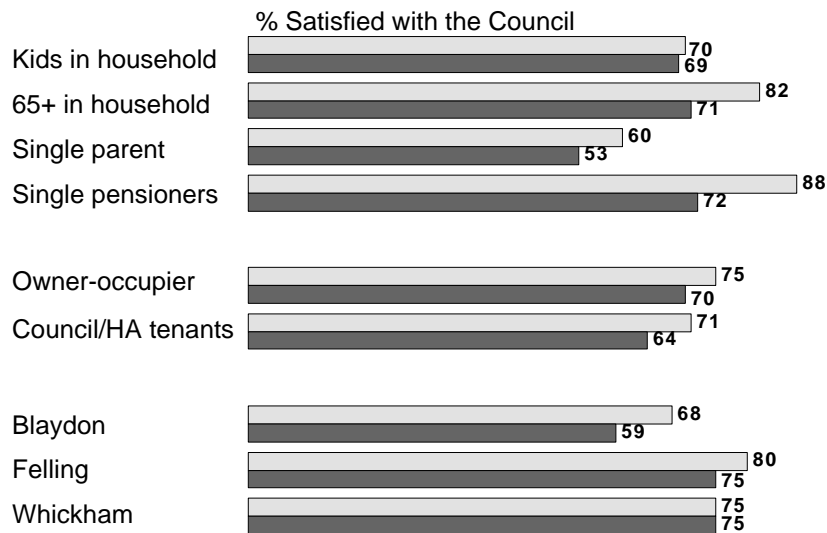
Positive comments

One in ten residents is very satisfied with the overall performance of the Council. Here is a selection of verbatim quotes that illustrate why:

There's no litter, compared to other places it is very clean. The bin men come regularly
Male / 22-24 / Owned outright

They help if you need it. We've lived here a long time and are very happy
Male / 35-44 / Buying on mortgage

I think they've done a fantastic job. It's changed in the last two or three years for the better. Housing looks better too
Male / 35-44 / Buying on mortgage

I think they've got a pretty good consideration of the residents and their needs and try to please everyone
Female / 35-44 / Buying on mortgage

They're really trying to put effort into it. I see improvements going on and read the local magazine and they're trying to invest in the area
Male / 25-34 / Rented from private landlord

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The streets are clean and there's good lighting, there isn't much litter
Male / 18-21 / Owned outright

The feeling is that they are trying to better things – keep place tidy – rubbish is always cleaned and streets are tidy. They take household goods which are discarded. Rent rebates with family credit is helpful and child benefit
Male / 25-34 / Rented from private landlord

We see things are running well. They've been very good to us with the bingo. They gave us the community centre and we feel the police are trying their best
Male / 55-64 / Owned outright

They are doing a great job. Sanitation is perfect. Parks are good. Benefit system is fair
Male / 25-34 / Rented from housing association

We have had reason to contact them with regards to trees and plants. The parks department was fantastic - speed of response and actual service
Male / 25-34 / Rented from Council

Streets are well lit, pavements are well maintained
Female / 35-44 / Rented from private landlord

They are asking residents for their views, I think they're really getting it together
Male / 35-44 / Buying on mortgage

If you have a problem they sort it out straightaway
Female / 22-24 / Rented from Council

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They're quick to mend street lights and there are very good street cleaners
Female / 65-74 / Owned outright

Criticisms

On the other hand, one in seven is dissatisfied to some extent with the Council' overall performance – or what they perceive to be aspects of the Council's performance, and here are some of their reasons: expressed in their own words:

I have been on the council list for housing for 10 years and had 2 children, now I have 5 children and I have never ever been offered a house, not once, I only needed a 3 bedroom in the beginning
Female / 25-34 / Owned outright

They don't tackle main issues. Kids – they have nowhere to go, they are not catering for young people's needs. Children who are 12 and 13 years old are on drugs in this area because they have nothing to do
Female / 25-34 / Buying on mortgage

The back lanes are a disgrace, they're full of rubbish
Male / 22-24 / Owned outright

Roads are in a terrible condition. They just keep on patching them up and not doing them properly
Female / 65-74 / Owned outright

Blaydon Grammar school was pulled down
Female / 25-34 / Rented from Council

We've wanted repairs done for ages, when they do come they haven't the gear to do the work. They are a waste of time
Male / 55-64 / Rented from Council

If you phone them they don't take any notice – they are slow. You get passed around on the phone
Male / 55-64 / Rented from Council

They lay down laws about vandalism etc but at the end of the day nothing gets done.

They could check properties more often - some are like slums
Female / 35-44 / Rented from Council

Not doing enough for council houses. Take too long for repairs
Female / 18-21 / Rented from private landlord

The national context

The trend towards lower levels of satisfaction with Gateshead Council follows a pattern which has become evident from recent surveys conducted by MORI, both nationally and in other parts of the country. As the following chart shows, since 1996, and more significantly since 1997, the public has become less favourable towards public services in general and local government in particular. It may be the case that expectations for public services, perhaps raised during the middle of the 1990s with the anticipation of a Labour government, have not yet been met, resulting in increased disillusionment with all tiers of government.

Gateshead's results should also be seen in the context of falling satisfaction experienced by several of MORI's clients in the last twelve months and the Council should take encouragement from the fact that its ratings have fallen less sharply.

Net Satisfaction – Comparative Performances
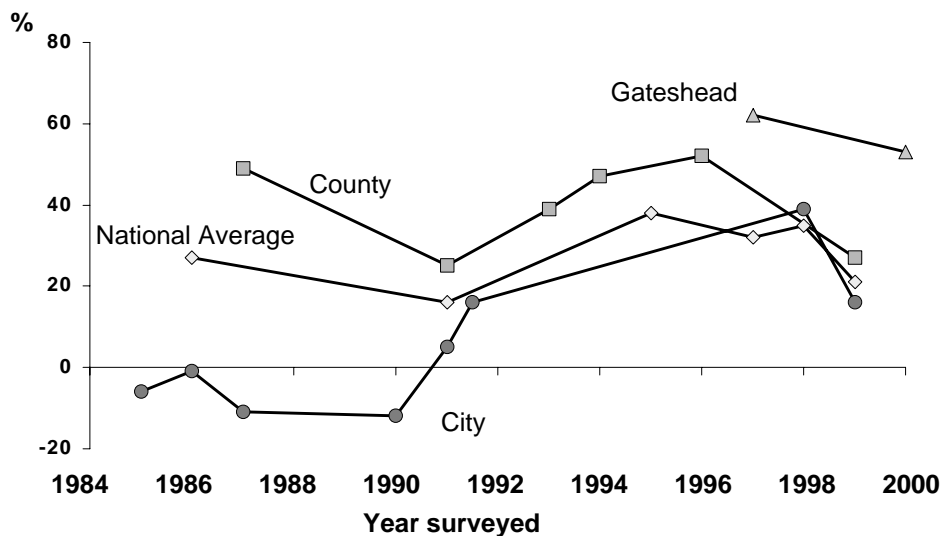
Base: All residents

Source: MORI

How does Gateshead compare?

As has already been shown, the level of satisfaction with Gateshead Council remains impressive when compared with all other types of authority, nationally as well as other comparable unitary authorities. The evidence of the following chart and the normative data on the following page, shows that in terms of perceptual indicators, Gateshead is a better than average performing authority:

Ratings of Gateshead 2000 – In Context

Q   How satisfied or dissatisfied are you with ….?

% Dissatisfied   % Satisfied

	% Dissatisfied	% Satisfied
Gateshead Council	26	67
Best Value Pilots (agg)	49	54
Best Value Pilots (unitaries)	42	53
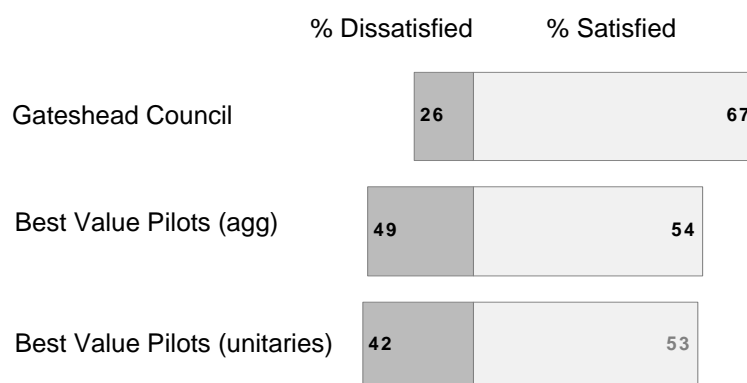
Base: 1,030 Gateshead residents, 17 Mar - 23 Apr 2000

Source: MORI

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Satisfaction with the Way the Council is Running the Area

Q	How satisfied or dissatisfied are you with the way the Council is running the area?			
	Year	**Satisfied**	**Dissatisfied**	**Net satisfied**
Base: All		%	%	±
South Norfolk	1998	74	5	+69
Chelmsford	1998	70	7	+63
Gateshead	**1997**	**74**	**11**	**+63**
Suffolk Coastal	1999	70	9	+61
Babergh	1999	70	10	+60
Stratford-upon-Avon	1998	73	13	+60
Surrey Heath	1998	67	10	+57
Mid Suffolk	1999	66	10	+56
Gateshead	**2000**	**67**	**14**	**+53**
Waveney	1999	66	13	+53
Amber Valley	1998	65	13	+53
Breckland	1999	63	11	+52
Rushmoor	2000	63	12	+51
Crawley	1999	64	16	+49
Mid Devon	1999	63	15	+48
St. Albans	1998	63	15	+48
Epsom and Ewell	1998	58	11	+47
Ashford	1998	63	16	+47
St Albans	1998	63	16	+47
Sunderland	1998	61	18	+44
BV pilots: DCs	1998	61	18	+43
Canterbury	1999	58	17	+41
Amber Valley	1999	55	15	+41
Birmingham	1998	61	22	+39
Corby	1998	60	21	+39
High Peak	1999	57	19	+38
Sunderland (1)	1999	57	22	+35
Mid Bedfordshire	1999	48	17	+31
Bassetlaw	1999	52	23	+29
Harlow	1999	50	32	+18
Manchester	1998	46	30	+15
Oldham	1998	47	33	+14
BV pilots: Mets	1998	46	32	+14

Wording:
(1) … the area

Source: MORI

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What makes people satisfied with the Council?

In MORI's experience, the following are important determinants of residents' perceptions of their local Council:

- **Demographics:** as mentioned earlier, ratings of the Council vary among different sub-groups of residents. The authority's demographic profile should be taken into account when looking at Gateshead's results and comparing them with those of other authorities. For example:

  - the age distribution, proportion living in Council housing and household composition can impact on access to services and overall attitudes towards the Council.

  - Gateshead has a higher proportion of blue collar and non-workers than the national average – 65% compared with 51% nationally – and Blaydon and Low Fell have higher proportions of Council tenants than the Borough as a whole.

- **Quality of life:** MORI research elsewhere has found a relationship between satisfaction with the area as a place to live and satisfaction with the Council, although this is far from straightforward – Blaydon residents are more positive about their quality of life than those in Felling but are much less positive about the Council.

- **Information:** those who feel they are kept well informed by the Council are more satisfied than those who do not: 76% satisfied compared with 53%. Residents who feel well informed also have a more favourable image of the Council, as the following chart shows.

Impact of Information

- Well informed
- Not well informed

% Satisfied with the Council

| Satisfaction with Council | Well informed: 76 | Not well informed: 53 |

% Agree

Council gives good VfM	Well informed: 66	Not well informed: 32
Council is clear about what it is trying to achieve	Well informed: 64	Not well informed: 25
Council is too remote and impersonal	Well informed: 19	Not well informed: 47
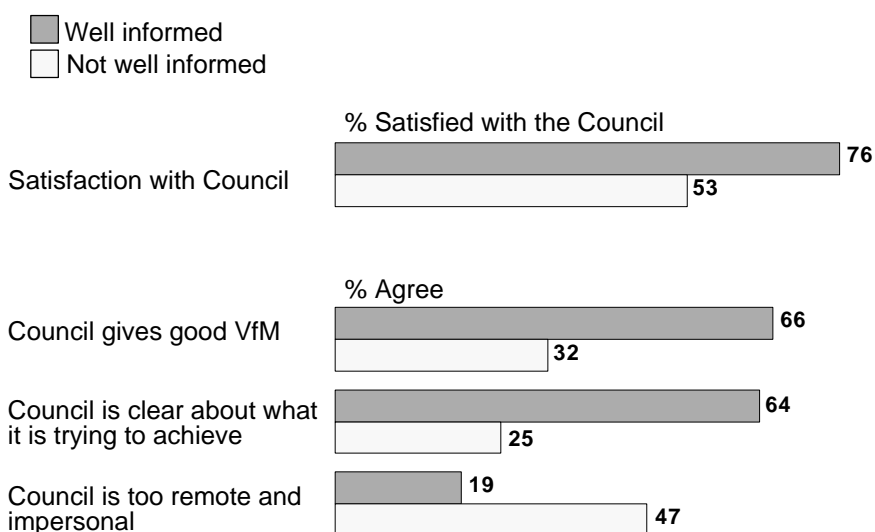
Base: All 1,030 Gateshead residents, 17 Mar - 23 Apr 2000

Source: MORI

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- **Low awareness:** related to this, MORI finds that residents tend to have only limited awareness of Council initiatives – even in an authority rated positively on information provision – and this may help, in part, to explain the image residents have of the Council.

- **Services:** by comparing the ratings of services among those who are satisfied with the Council with those who are dissatisfied, we can begin to understand what is driving overall perceptions of the Council. Those services for which differences are most pronounced are repairs to roads and pavements, street sweeping and lighting and road gritting/ice clearing - all highly visible and universal services.

What is good/bad about the Council?

The key reasons given spontaneously to explain why residents are *very* satisfied about the way Gateshead Council runs the area are:

- having no complaints (43%);

- the area being clean and tidy (21%);

- good repair and maintenance service (15%);

- good refuse collection (12%).

Reasons why residents feel *very* or *fairly* dissatisfied tend to focus on the Council as a corporate entity rather than being service related, although maintenance also features highly, and criticisms tend to come from Council tenants:

- poor maintenance service (19%);

- Council does little for the area (17%);

- Council does not listen to residents (12%);

- poor selection of tenants/should evict problem families (8%)

- the area is dirty (7%);

- there is too much litter (7%).

- waste money (7%)

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The Council's Image

In 1997 respondents were asked to select, from a list, which statements they thought applied to the Council. This year a new question included a series of positive statements, and asked respondents whether each does or does not apply to Gateshead Council.

Significant proportions of residents feel that the Council does not "consult residents about issues which affect them" (45%), does not "listen to residents' views" (38%) nor "allow residents to participate" (37%). Similar themes emerged from the 1997 research.

Q   For each statement, tell me whether, in your opinion, Gateshead Council does or does not do its job?

	% Doesn't	% Does
Consults residents about issues which affect them	45	43
Listens to residents views	38	40
Responds to complaints promptly	29	38
Allows residents to participate in making decisions	37	32
Manages its finances well	24	29

Base: All 1,030 Gateshead residents, 17 Mar - 23 Apr 2000   Source: MORI

More positive is that three-quarters rate the Council's performance positively on "provides information that is easy to understand" (76%), "provides plenty of information", (74%) and "employs staff who are polite, helpful and caring" (73%). Also encouraging is the finding that residents say the Council does "provide high quality services" by a margin of more than 2:1 (63% to 26%).

% Doesn't   % Does

Statement	% Doesn't	% Does
Provides information that is easy to understand	16	76
Provides plenty of info about its services	20	74
Employs staff who are polite, helpful & caring	10	73
Treats residents fairly and without discrimination	16	64
Provides high quality services	26	63

Base: All 1,030 Gateshead residents, 17 Mar - 23 Apr 2000   Source: MORI

The following table compares the responses of those who are satisfied with the Council overall. It shows that even those dissatisfied with the Council overall rate it positively on staff and information. It is important to note that significant proportions of those satisfied with the Council overall are negative about its performance on listening and consulting.

Q   ***I am going to read out a list of things that might describe the way Gateshead Council does its job. For each one, please tell me whether, in your opinion, Gateshead Council does or does not do it?***

	Satisfied with Council			Dissatisfied with Council		
	Does	**Does not**	**Differ -ence**	**Does**	**Does not**	**Differ -ence**
Base: All (1,030)	*%*	*%*	*±%*	*%*	*%*	*±%*
Employs staff who are polite, helpful & caring	79	6	+73	59	25	+34
Provides information that is easy to understand	81	12	+69	58	33	+25
Provides plenty of information about its services	80	14	+66	53	43	+10
Provides high quality services	72	18	+64	33	60	-27
Treats residents fairly/ no discrimination	73	10	+63	35	47	-12
Responds to complaints promptly	44	22	+22	21	61	-40
Listens to residents' views	49	30	+19	21	68	-47
Manages its finances well	36	17	+19	12	54	-42
Consults residents about issues that affect them	51	38	+13	22	71	-49
Allows residents to participate in making decisions	39	29	+10	12	70	-58

Source: MORI

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What image do residents have of the Council?

As in 1997, respondents were asked to say whether they agree or disagree with a range of positive and negative image statements. In contrast to the downturn in overall satisfaction with the Council, there has been a positive increase in all image statements since 1997, except for 'value for money'.

How Do Residents View the Council?

Q   *How strongly do you agree or disagree that each of the following applies to Gateshead Council?*

	(±97)	% Disagree	% Agree	(±97)
I find it easy to contact the Council when I need to	-3	7	83	+5
Gateshead Council gives residents good value for money	+1	21	52	-9
Council does a good job of attracting funding for high profile projects and buildings	-13	14	41	+12
The Council is out of touch with people in the borough	0	39	38	+2

Base: All 1,030 Gateshead residents, 17 Mar - 23 Apr 2000   Source: MORI

Good value for money ratings have dropped by nine points over the last three years and Gateshead's ratings are now in line with the average seen among MORI's clients. As is the case with other image statements, older residents and those who feel well informed are more positive.

More residents *dis*agree than agree that the Council is too **remote and impersonal** (44% against 29%), thus maintaining Gateshead's favourable position compared to other local authorities. However, as mentioned previously, residents do not rate the Council positively on listening to the views of residents.

As many agree as disagree that the Council is **out of touch with people** in the Borough (38% and 39%). On this image dimension, attitudes are particularly unfavourable towards the Council among younger age groups. There is also low awareness of the structural changes within the Council and it may be the case that residents are unaware of existing Council initiatives to get closer to them.

Four in ten (41%) agree that the Council does a **good job of attracting funding for high profile projects and buildings,** three times the proportion who disagree (14%). This represents a twelve point positive 'swing' since 1997 and may, in part, be due to the

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Council's strong performance on communications. There are also differences by area: while eight per cent of those living in Whickham disagree the equivalent figure is 21% in Blaydon.

By a similar margin, more agree than disagree that the Council is **clear about what it is trying the achieve** – 49% against 17% - a third do not express a view or say that they don't know (34%).

As the chart below indicates, there is a strong correlation between overall satisfaction with the Council and a sense that it provides good value for money. Residents in the Jewish community appear to be more satisfied with the Council than their view on VfM would suggest, however.

Satisfaction vs Value for money – by sub groups

Mean score: satisfaction
with council

Mean score: VfM

Base: All Gateshead residents, 17 Mar - 23 Apr 2000   Source: MORI

29
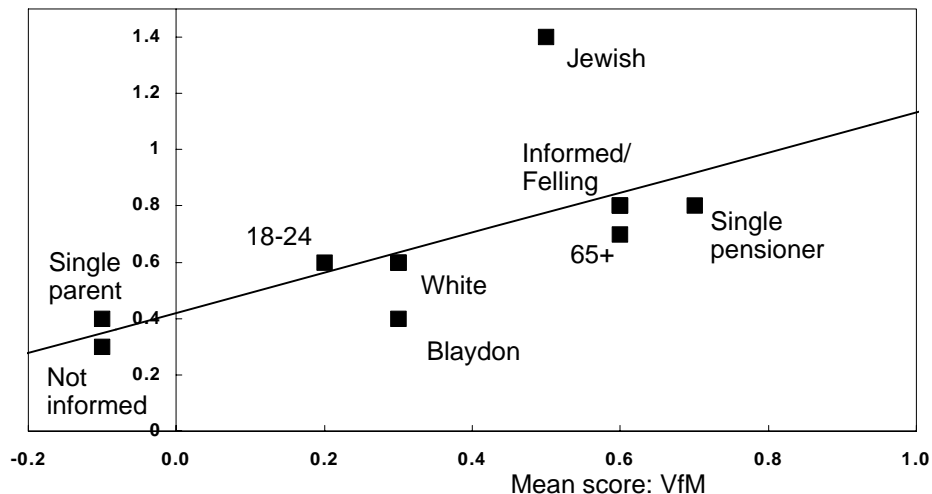
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Quality of Life

Most Gateshead residents are positive about their local area: the proportion of residents satisfied with their neighbourhood has remained constant at eight in ten - 83% in 1997, 84% this year - although there has been a shift from 'fairly' to 'very' satisfied. However 11% are dissatisfied and there are some differences by area: with Central and Felling residents relatively more dissatisfied (18% and 17%). Those living in Low Fell are most positive about their area: 93% are satisfied, four per cent dissatisfied.

Quality of Life

Q   Thinking about this neighbourhood, on the whole, how satisfied or dissatisfied are you with it as a place to live?

1997

- Very dissatisfied **4%**
- Fairly dissatisfied **8%**
- Neither **4%**
- Very satisfied **38%**
- Fairly satisfied **45%**

2000

- Very dissatisfied **5%**
- Fairly dissatisfied **6%**
- Neither **4%**
- Very satisfied **43%**
- Fairly satisfied **41%**
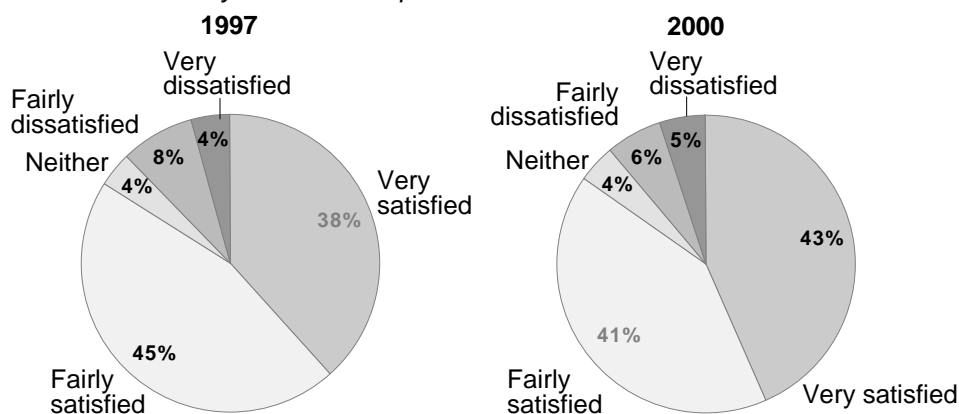
Base: All Gateshead residents   Source: MORI

The key factors which residents identify as problems in their neighbourhood relate to:

- **Young people**: in particular, teenagers hanging around in the street (33%) and disturbances from youths (23%);

- **The environment**: 31% mention stray dogs and dog mess in streets, and 20% mention litter;

- **Crime**: burglaries are mentioned by 26% and theft from cars by 18%;

- **Traffic**: residents mention speeding motorists (27%) and inconsiderate parking (18%) as problems.

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What are Gateshead Residents' Main Concerns?

Q   Which of the items on this list, if any, are problems in this neighbourhood?

Item	%
Teenagers hanging around in groups	33%
Stray dogs/dog mess in streets	31%
Speeding motorists	27%
Burglaries	26%
Disturbances from teenagers/ youths	23%
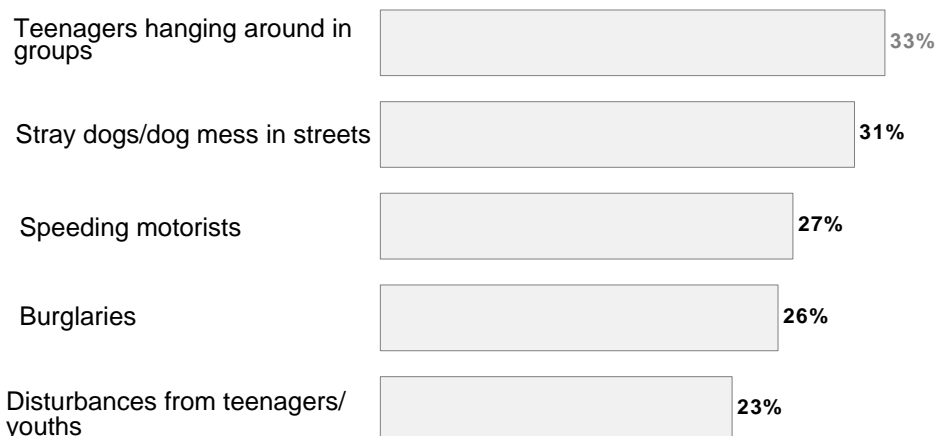
Base: All 1,030 Gateshead residents, 17 Mar - 23 Apr 2000
NB. Responses below 20% not shown

Source: MORI

As seen in the following table, the perceived severity of problems does vary by area. For example, burglary is mentioned as a problem by higher proportions in Central and Wrekenton than elsewhere in the Borough. Four in ten (40%) of those living in Wrekenton say teenagers hanging around in the street is a problem, compared to an average across all areas of 33%.

Q   Which, if any, of the items on this list are problems in this neighbourhood?

	Total	Central	Blaydon	Felling	Low Fell	W'ham	Wrk'ton
Base: All (1,030)	*%*	*%*	*%*	*%*	*%*	*%*	*%*
Teenagers in streets	33	29	30	37	34	34	40
Stray dogs/dogs mess	31	36	34	30	27	27	32
Speeding motorists	27	27	33	23	22	32	24
Burglary	26	33	23	29	26	12	36
Disturbance from youth	23	24	21	19	19	25	28
Litter	20	32	14	24	15	19	14

NB. Items mentioned by fewer than 20% of the total have been excluded
Source: MORI

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Satisfaction with the Area as a Place to Live

Q   *How satisfied or dissatisfied are you with this area as a place to live?*

	Year	Satisfied	Dissatisfied	Net satisfied
Base: All		%	%	<u>+</u>
Babergh	1999	94	3	+91
Suffolk Coastal	1999	94	3	+91
Mid Suffolk	1999	94	4	+90
Colchester	1997	93	5	+88
Surrey Heath	1998	91	5	+86
Derbyshire Dales	1999	90	6	+84
BV pilots: DCs	1998	87	5	+82
Mid Devon	1999	88	7	+81
Waveney	1999	88	8	+80
High Peak	1999	88	8	+80
Breckland	1999	87	7	+80
Crawley (1)	1999	87	7	+79
Epsom and Ewell	1998	84	6	+78
Trafford	1998	86	9	+77
Bassetlaw	1999	85	10	+75
Stockton-on-Tees	1998	84	10	+74
Gateshead	**2000**	**84**	**11**	**+73**
Rushmoor	2000	81	10	+72
Gateshead	**1997**	**83**	**12**	**+71**
Harlow	1999	81	12	+69
Sunderland	1998	80	14	+65
BV pilots: Mets	1998	78	17	+61
Sunderland	1999	77	17	+60
Oldham	1998	74	17	+57
Birmingham	1997	73	20	+53
Tendring	1999	66	14	+52
Manchester	1998	71	21	+50

Wording:
(1) Neighbourhood

Source: MORI

In their own words

The priorities that people would set for the Council reflect themes found elsewhere in this report.   It is useful, however, to see how people express their thoughts in their own words:

> *Have some sort of club for kids to hang around in instead of around the streets. A neighbourhood watch scheme and keep the streets clean*

Female / 18-21 / Owned outright

People who get rent from the council or social security don't stay very long (the wrong people/tenants are put in). A lot of money is wasted at the training centre but not a lot of work is done
Female / 45-54 / Rented from private landlord

Better lighting in the back lanes and they should be cleaned more regularly
Male / 22-24 / Owned outright

To provide a nice playground for children and give more help for children - there is nowhere for them to go
Male / 55-64 / Buying on mortgage

More police on the beat. Tighten up private landlords who bring in problem families to rented property
Male / 25 –34 / Owned outright

To have more police patrols and if they know somebody is a known trouble maker have extra surveillance
Female / 25-34 / Buying on mortgage

Increase employment in this area
Female / 22-24 / Rented from private landlord

Racist crime and theft vandalism
Male / 18-21 / Buying on mortgage

Youth behaviour and disturbances in the streets. If they could stop teenagers hanging around and shouting abuse
Female / 65-74 / Owned outright

General personal safety and less harassment from youths
Female / 45-54 / Buying on mortgage

Do something for the kids in this area, there's nothing for them to do, they end up in the street taking drugs
Female / 25-34 / Buying on mortgage

Do something about the kids running around, make a club for them – once they get into drugs they start vandalising
Male / 25-34/ Buying on mortgage

There's no youth clubs or anything for kids to do. That's why they're hanging around carrying bottles
Male / 45-64 / Rented from Council

Upgrade the Council houses
Male / 65-74 / Rented from Council

Give something for the kids to do and somewhere for them to go – there's nothing here
Male / 45-54 / Rented from Council

Traffic calming measures are needed in this area
Male / 35-44 / Buying on mortgage

More social activities for the young people
Female / 65-74 / Buying on mortgage

More policemen on the beat
Male / 25-34 / Buying on mortgage

When houses become vacant new tenants should be vetted more carefully to keep the standards of the estate
Female / 65-74 / Owned outright

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Community Safety and The Police

In MORI's experience, crime and community safety is still an issue of high salience to the public. As mentioned previously, more residents identify crime as the top priority for Gateshead Council than any other service area and teenagers hanging around in streets/in groups, disturbances and burglaries are seen as local problems (see page 24).

Perceptions are often out of line with the reality of community safety as evidenced by crime figures: *fear of crime* is often based on incorrect information and hard-to-shift impressions.   In Gateshead, four in ten say they feel threatened by crime a great deal or a fair amount (40%) although women, older, non-white groups and those living in Wrekenton are more likely to say they feel threatened.

As is common in research done by MORI across Britain, Gateshead residents are dissatisfied with the number of police on the beat – a direct link is often made between the visibility and presence of the police and the level of crime: seven in ten are dissatisfied with this element of policing (71%), four times the proportion satisfied (17%). Dissatisfaction is most pronounced in Blaydon and Wrekenton.

MORI research elsewhere has shown that the public do have a "joined-up" outlook, with Councils seen as having a key role in crime prevention in the local area. With this, and the Crime and Disorder Act in mind, it will be important for the Council to develop its community governance role and continue to work with the police through the Police Authority towards improving the reality and perception of crime and safety in Gateshead.

Community Safety

Q To what extent do you agree or disagree with the following statements?

	(+97)	% Disagree	% Agree	(+97)
I feel I can trust the police	+6	19	69	-4
The service provided by the police in this neighbourhood represents good value for money	-2	44	34	+3
The police in this neighbourhood have a good understanding of the local community	+7	38	34	-6
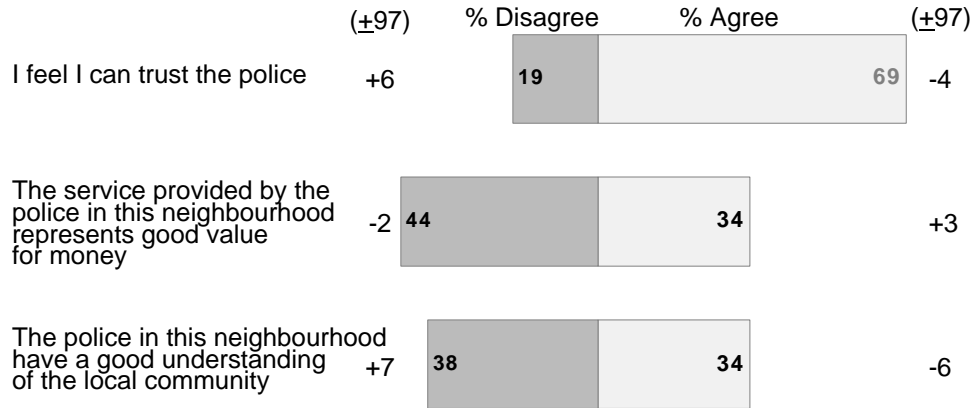
Base: All 1,030 Gateshead residents, 17 Mar - 23 Apr 2000

Source: MORI

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Future Priorities

Residents give highest priority to reducing crime. It is spontaneously mentioned by 23% as being the top priority and when shown a list, 53% say it is among the three or four main priorities. Improving employment opportunities and the lives of young people also feature:

Top Priorities

Q   From this list, what would you like to be the three or four main priorities for Gateshead council?

Q   And which one of them would be your top priority?

	% Among 3 or 4 Main Priorities	Top Priority %
Reduce crime	53	23
Improve jobs/increase employment	50	17
Improve the lives of children/ young people	41	14
Improve local environment/ keep it clean	41	8
Improve health standards for all	30	10
Access to education/learning opportunities for all ages/raising educational standards	25	7
Care/assistance to people/ families with special needs	24	4

Base: All 1,030 Gateshead residents, 17 Mar - 23 Apr 2000 NB. Top 7 mentions from 10 Source: MORI

Priorities differ when we look at the data by sub-groups:

- **Gender:** Women give greater priority than men to the Council improving the lives of children and young people (45% among women compared with 38% among men).

- **Age**: Six in ten of those aged 18 to 24 identify helping to improve jobs and increasing employment as a priority, compared to just four in ten of those aged over 65.

- **Area**: Blaydon residents give particular importance to the Council improving the lives of children and young people, mentioned by 53%. Those living in Central and Wrekenton focus more on reducing crime (61% and 64% respectively).

Keeping Residents Informed

In contrast to the downturn in the Council's satisfaction rating, the Council has successfully improved its performance on communications and it now compares well to other authorities MORI has worked with.

As the following chart shows, six in ten feel they are kept very or fairly well informed about the services and benefits the Council provides, which represents a fifteen point increase. The proportion feeling *very* well informed has doubled in the past three years - from eight per cent to 16%:

Council Information

Q   How well informed do you feel Gateshead Council keeps you about the services and benefits it provides?

1997

Don't know — 2%
Very well informed 8%
Doesn't tell us much at all 20%
Limited amount of information 31%
Fairly well informed 39%

2000

Don't know — 2%
Doesn't tell us much at all 9%
Very well informed 16%
Limited amount of information 28%
Fairly well informed 46%

Base: All Gateshead residents

Source: MORI
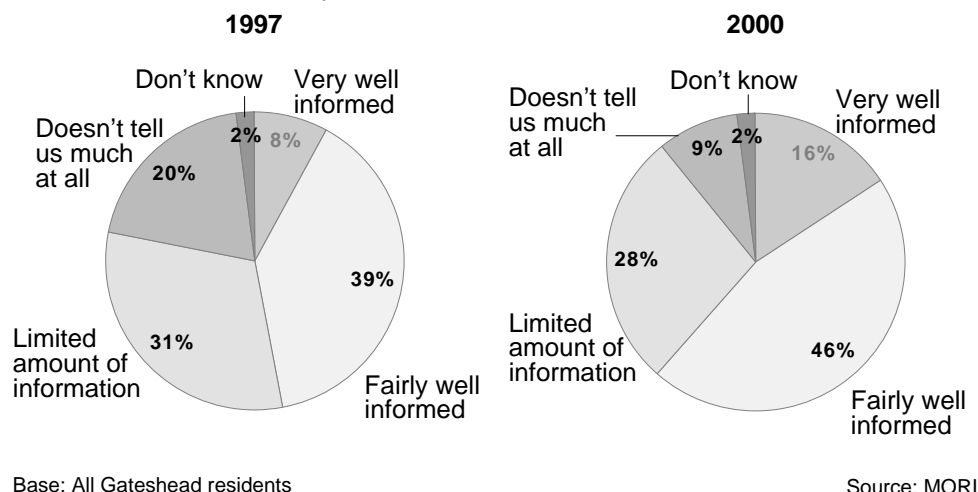
Ratings Council Communications: Council News

Related to the improved ratings mentioned above, there has been an increase in the proportion who recall seeing the Council's newsletter, 85% of residents say they have seen a copy of 'Council News'. Although recall is more widespread than was the case with 'Civic News' in 1997, it is instructive to note that a third of young people aged 18 to 24 and just over a third of the non-white community say they have <u>not</u> seen the newsletter. This underlines the challenge facing the Council in communicating with these hard-to-reach group.

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Q   *Have you ever seen a copy of this publication (Council News) before?*

	Total	18-24	25-34	Age 35-54	55-64	65+
Base: All (1,030)	*%*	*%*	*%*	*%*	*%*	*%*
Yes	85	66	80	86	93	91
No/Don't remember	14	34	19	14	7	7

Source: MORI

Residents are positive about 'Council News': among those who have ever seen a copy, almost eight in ten found the literature very or fairly useful (78%) compared to seven in ten (72%) who found 'Civic News' useful in 1997.

The coming years are likely to see considerable change in the ways that residents get in touch with the Council. At present, around a third (36%) of Gateshead residents say they have a computer at home, of which 54% have access to the Internet. Although only two per cent of residents currently gain information through the Council's website, there appears to be potential for growth using this information resource. However, the degree of internet penetration varies significantly according to age and socio-economic group and the Council will need to be sensitive to these patterns as it develops its IT and communications strategies.

The Council's Performance Plan

Half, 52%, say they have seen a copy of the 'Council Performance Plan', although equivalent figures are higher in Felling and Whickham (61% and 60%). Just a third of those aged 18 to 24 (36%) have seen the publication compared to almost three-fifths of those aged over 55 (57%). Again, of those who had seen the document, the overwhelming majority found it useful: 73% against 17% who did not.

Performance Plan

Q   How useful do you think it is [The Council Performance Plan] in informing you of how the Council is doing its job?

No opinion
Not at all useful
Not very useful
10%
5%
12%
22% Very useful
51%
Fairly useful
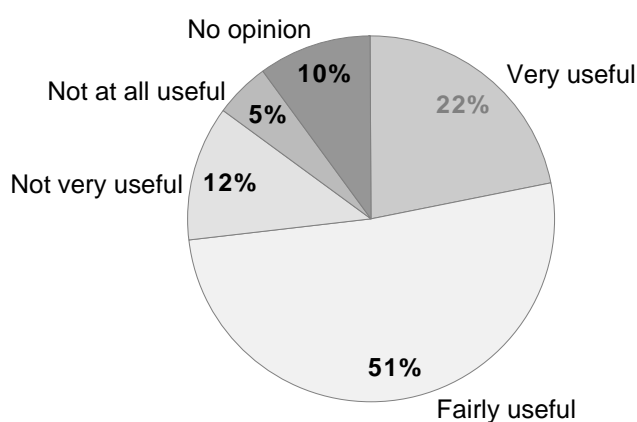
Base: All 533 who have seen the Council Performance Plan   Source: MORI

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Level of Information

Q ***How well informed do you think the Council keeps you about the services and benefits it provides?***

	Year	Very/ Fairly well informed	Limited/not much at all	Net informed
Base: All		%	%	%
Gateshead	**2000**	**62**	**37**	**25**
Chelmsford	1998	57	39	18
Breckland	1999	56	40	16
South Norfolk	1998	56	41	15
Rushmoor	2000	53	42	11
Harlow	1999	52	45	7
Amber Valley	1998	51	43	7
Sutton	1999	51	45	6
Mid Devon	1999	50	45	6
Surrey Heath	1998	51	46	5
BV pilots: DCs	1998	49	45	4
Ashford	1998	51	47	4
Derbyshire Dales	1999	49	46	3
Tendring	1999	49	47	3
Birmingham	1998	47	49	-2
Corby	1998	47	51	-4
Gateshead	**1997**	**47**	**51**	**-4**
Leicester	1998	41	49	-8
St Albans	1998	44	52	-8
High Peak	1999	43	52	-9
Sunderland	1999	43	54	-11
Canterbury	1999	43	54	-11
Mid Bedfordshire	1999	42	53	-11
Bassetlaw	1999	42	53	-11
Sunderland	1998	42	53	-11
Stratford-upon-Avon	1998	43	54	-11
Epsom and Ewell	1998	43	55	-12
Bolsover	1999	33	49	-16
BV Pilots: Mets	1998	39	57	-18
Manchester	1998	37	57	-20

Source: MORI

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Gateshead's Services

Residents rate Gateshead Council highly as a service provider, with 63% saying the Council *does* provide high quality services (see page 17). Particular service strengths in both absolute and comparative terms include refuse collection, Council housing, street lighting, street sweeping, libraries, primary schools and the maintenance of flower beds. However, there have been some important downturns in satisfaction with some services, including universal services such as repairs to pavements and roads, and these are likely to impact on overall perceptions of the Council.

Service Usage

Excluding universal services, the most widely used local services in Gateshead are libraries, used by six in ten (63%) and half (50%) use parks and open spaces:

Service Use

Q   Which of these services have you or other members of your family used or benefited from over the past year?

Service	%
Libraries	63%
Parks & open spaces	50%
Swimming pools	46%
Sports/leisure facilities	32%
Primary Schools	27%
Council housing	25%
Council house repairs/ maintenance	23%
Children's playground/play facilities	19%
Secondary Schools	17%
Community centres	11%
Youth clubs	6%
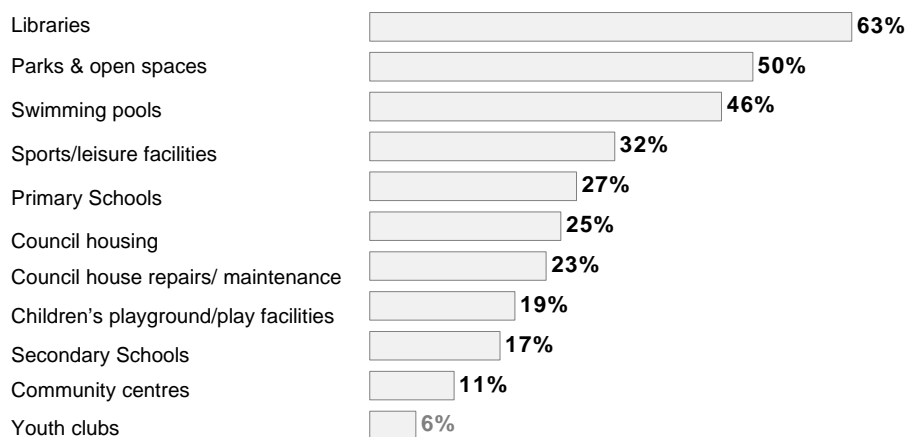
Base: All 1,030 Gateshead residents, 17 Mar - 23 Apr 2000   Source: MORI

Universal Services

With the exception of repairs to pavements and public conveniences, considerably more residents are satisfied than dissatisfied with <u>all</u> universal services provided by Gateshead Council and satisfaction levels have increased over the last three years for most of these services.

Satisfaction with Universal Services – Street Scene

Q   To what extent are you satisfied or dissatisfied with each of these in your local area?

	(+97)	% Dissatisfied	% Satisfied	(+97)
Street lighting	-6	10	85	+5
Maintenance of flower beds/grass cutting	-3	7	85	+8
Street sweeping	-2	12	81	0
Repairs to pavements* (uneven paving etc)	+4	35	49	-14
Public conveniences	+7	42	24	+10
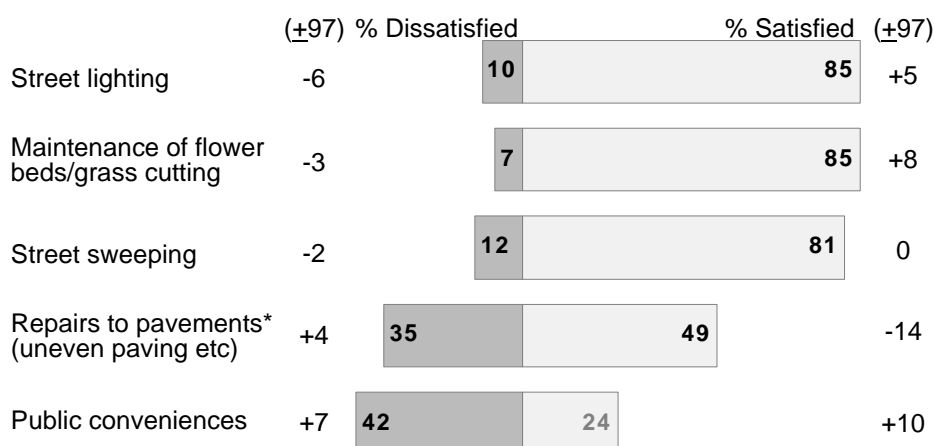
* '97 wording: Pavement maintenance
Base: All 1,030 Gateshead residents, 17 Mar - 23 Apr 2000

Source: MORI

Satisfaction with Universal Services – On the Road

Q   To what extent are you satisfied or dissatisfied with each of these in you local area?

	(+97)	Dissatisfied	Satisfied	(+97)
Road gritting/ice clearing	-6	17	74	+10
Repairs to roads* (holes etc)	+8	27	60	-12
Traffic calming measures/ Road humps	N/A	26	54	N/A
Public car parks	0	21	49	+10
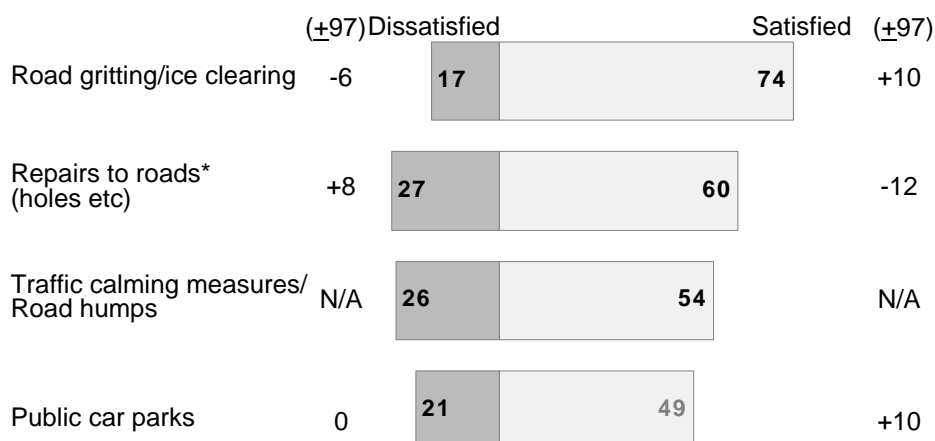
* 97 wording: Road maintenance
Base: All 1,030 Gateshead residents, 17 Mar - 23 Apr 2000

Source: MORI

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Particularly strong performances are:

- **Street lighting**: 85% of residents are either very or fairly satisfied, a positive swing of five points since 1997, moving Gateshead to among the highest ratings recorded by MORI in recent years.

- **Maintenance of flower beds and grass cutting**: has also improved in the last three years - 85% are satisfied a figure which is uniform across groups and areas.

- **Street sweeping**: 81% of residents are satisfied with this service, including 31% who are *very* satisfied. Again, this is a very favourable performance compared with MORI's normative data

- **Road gritting and ice clearing**: three-quarters of residents are now satisfied with this service, a ten point improvement since 1997.

- **Public car parks**: among all residents car park satisfaction is up ten points on 1997 figures and satisfaction levels are now on a par with the average scored by MORI clients. However, dissatisfaction has stayed constant (21%) and the shift has been from 'don't knows'.

Less positive are findings for the following services:

- Satisfaction with **repairs to roads** and **pavements** are down on 1997 results, though this is likely to be related in part to the change in wording used; from 'maintenance' to 'repair'. Satisfaction is down by fourteen points for repairs to pavements and down twelve points for repairs to roads. While these services remain above average compared to MORI's normative data, given their high visibility, it will be important to review delivery service.

- While satisfaction with **public conveniences** is up ten points on 1997, Gateshead's results remain below average in terms of public opinion and are out of line with the high standards of other services. People dissatisfied with public conveniences tend to be men and older members of the public and there are some notable area differences (see next section).

Area differences

In many authorities there are sharp differences in attitudes when findings are broken down by area. Similarly, in Gateshead at a universal service level, there are some striking differences between ratings of services:

- **Keeping pavements/grass clear of dog's mess**: most strongest dissatisfaction is found in Blaydon (46%) and Wrekenton (45%), whereas dissatisfaction in Felling and Low Fell is only 34%.

- **Public conveniences**: Blaydon residents are extremely dissatisfied with this service, three-quarters (75%) are dissatisfied. This includes six in ten (60%) residents from Blaydon who are *very dissatisfied* compared to an average of four in ten (43%).

- **Public car parks**: more than a third are dissatisfied in Blaydon (36%), compared with one in eight in Low Fell (13%).

- **Street sweeping:** dissatisfaction is twice as high in Wrekenton as in Low Fell (18% and 9%).

- **Using road humps and traffic calming measures**: Dissatisfaction is highest in Blaydon (33%) and Whickham (32%), and lowest in Low Fell and Wrekenton (both 21%).

Waste Collection Services

Residents were asked a series of detailed questions about different aspects of the three main waste services: refuse collection, recycling facilities and public tips. Results will be used to feed into Best Value reviews and for benchmarking. As the following chart shows, satisfaction with these services is overwhelmingly positive:

Waste Collection Services

*Q   To what extent are you satisfied or dissatisfied with each of the following
      services that Gateshead Metropolitan Borough Council provides?*
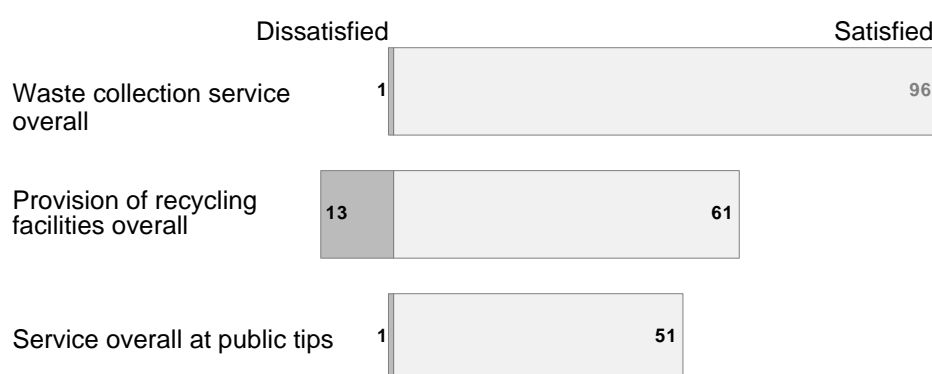
Base: All 1,030 Gateshead residents, 17 Mar - 23 Apr 2000   Source: MORI

Refuse Collection

Gateshead's refuse collection ratings are the highest recorded by MORI recently with 96% satisfied – a figure which is consistent across the Borough. Residents are also very satisfied with the collection's reliability, the bins provided and where they are required to leave waste for collection. However, residents are *relatively* less positive about the level of street cleanliness after refuse collection has been made; particularly in the Central area where 13% are dissatisfied compared to only four per cent in Felling and Low Fell.

Recycling Facilities

Recycling facilities are thought to perform well at providing a clean site and on allowing a range of recyclables to be deposited. However, overall satisfaction with recycling facilities is below the average of MORI's normative data, and satisfaction is down seven points on 1997 figures (although in MORI's experience, satisfaction levels are higher among service users). There is also *relatively* high dissatisfaction (18%) with the accessibility of recycling facilities; especially in Wrekenton and Felling (28% and 24% compared to only nine per cent in Low Fell).

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Public Tips

Gateshead again performs well on all areas asked about public tips, though in some cases up to four in ten residents were unable to give an opinion. Public tips are rated most positively in terms of accessibility (53% satisfied) and user-friendliness (49% satisfied). Accessibility is not rated as highly among groups where access to transport may be more difficult, such as the over 65s and single parents and pensioners.

Q	And now could you tell me to what extent are you satisfied or dissatisfied with each of the following services that Gateshead Metropolitan Borough Council provides?					
	Very satisfied	**Fairly satisfied**	**Neither**	**Fairly dissat-isfied**	**Very dissat-isfied**	**No opinion**
	%	%	%	%	%	%
Refuse collection						
The **reliability** of the waste collection	76	21	1	1	*	1
The **bin provided** for your household waste	69	23	1	3	1	3
The place you are required to **leave** your waste for collection	62	30	2	4	2	*
The level of **street cleanliness/tidiness** following the waste collection	53	36	3	6	2	*
The collection of **bulky household waste**	53	31	5	4	2	4
Recycling Facilities						
The **accessibility** of recycling facilities	27	31	9	14	4	15
The **cleanliness** and servicing of the site	26	35	12	4	1	22
The **range of recyclables** you are able to deposit at recycling facilities	25	38	9	7	3	19
Public tips						
The **accessibility** of the site	24	29	11	6	4	26
The **user-friendliness** of the site	23	26	11	1	1	38
The **opening hours** of the site	22	26	12	1	1	38
The facilities for the deposit of **recyclables** at the site	19	27	12	2	1	39
The **cleanliness** of the site	19	28	13	2	1	37
The **helpfulness** of the staff	17	25	15	2	1	40

Source: MORI

MORI

Non–Universal Services

Levels of satisfaction with non-universal services are extremely encouraging and these service areas are key contributors to the Council's reputation as a good service provider. All non-universal services show residents to be more satisfied than dissatisfied, though four in ten users are dissatisfied with children's play areas compared to half who are satisfied. For the best services – libraries, primary schools and the leisure services – satisfied users out-number dissatisfied ones by considerable margins:

Satisfaction with Non-Universal Services

Q How satisfied or dissatisfied are you with the available or ease of access to each of these in your local area?

	% Dissatisfied	% Satisfied
Libraries	3	95
Primary schools	5	90
Sports/Leisure centres	10	86
Swimming pools	10	85
Community centres	6	80
Council housing	9	80
Secondary schools	11	78
Parks & open spaces	18	76
Youth clubs	18	67
Council house repairs	23	66
Children's playground/play facilities	39	49
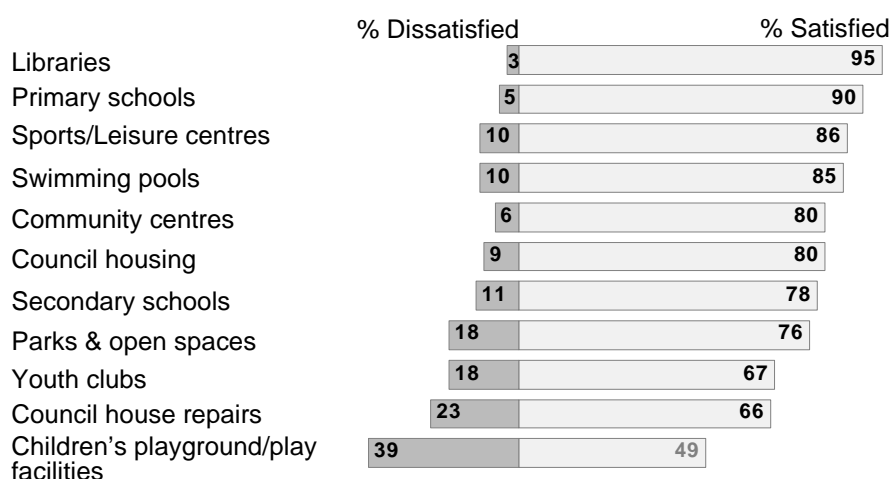
Base: All who use or benefit from each service   Source: MORI

Gateshead achieves the following level of performance:

- **Services better than elsewhere:** Primary schools, youth clubs, community centres, sports and leisure centres, swimming pools, libraries and Council housing.

- **Services in line with elsewhere:** secondary schools, children's playgrounds and parks and open spaces.

- Gateshead residents are extremely satisfied with the service they receive from **libraries** compared to residents questioned by MORI in other parts of the UK; over half, 51%, of those who use libraries say they are *very* satisfied.

- Nine in ten residents who have contact with **primary schools** are satisfied with the service; again, over half, 51%, are *very* satisfied. While **secondary schools** are not as highly regarded as primary schools, satisfaction with this service is in line with similar authorities surveyed by MORI.

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- Satisfaction with both **sports and leisure centres** and **swimming pools** in Gateshead is above average; over 85% of users of both these services are satisfied, over eight times the number dissatisfied.

- Among people who use **parks and open spaces** three-quarters (76%) are satisfied with availability and ease of access, this compares to six in ten (63%) who are satisfied among all Gateshead residents.

- Only six per cent of households in Gateshead have used **youth clubs** in the last year, though just two per cent of households with people aged 18 to 24 have used them. Satisfaction is high (67%) and Gateshead scores well when compared to other local authorities.

- Gateshead compares favourably at providing **community centres**; four in ten residents and eight in ten users are satisfied (44% and 80% respectively).

- **Children's playgrounds and play facilities** are not rated highly by users in Gateshead and rank below average in the MORI normative database; half of residents and four in ten users are dissatisfied with this services (50% and 39% respectively). Dissatisfaction among residents is most pronounced in Blaydon and Whickham.

MORI

Housing Services

Council housing performs strongly: tenants are satisfied by a margin of eight to one (80% to 9%) and two-thirds are satisfied with repairs and maintenance - in line with findings from 1997.

Satisfaction with the availability and ease of access to Council housing among the community as a whole is lower, just half are satisfied.

Among owner-occupiers and tenants themselves there is an impression that people who live in Council houses are on low incomes and that there are long waiting lists. Current Council house tenants also mention long waiting lists and are more likely than non-tenants to feel that Council housing in Gateshead is a good place to live.

Q	*Which of the items on this card would you use to describe your impression of Council housing in Gateshead?*		
	Total	**Owner occupier**	**Council/HA tenant**
Base: All (1,030)	*%*	*%*	*%*
There is a long waiting list for Council housing	32	29	37
Council tenants are mostly on low incomes or benefits	31	30	31
Council estates are good places to live	27	22	39
Council tenants get a good repairs service	23	19	32
Rent levels are high	20	16	28
Council houses are usually in poor condition	17	16	21
I would never consider renting from the council	10	15	*
None of these/don't know	18	23	7

Source: MORI

Reasons given by those who would not consider renting from the Council (mainly current house owners) include:

- prefer to buy own home (36%);

- concern about what neighbours will be like (21%);

- uneconomical (14%);

- poor repair service (12%).

MORI

Examples of peoples reasons for not considering renting from the Council are:

> *Because of the high crime rates on estates and the poor state of repair*
> *Male / 18-21 / Owned outright*

> *I think sometimes the rents are high and sometimes they are in a state and sometimes there aren't enough rooms in them for bigger families*
> *Female / 18-21 / Rented from private landlord*

> *I have already a rented house and I am a student and I've heard it is too difficult to rent to students*
> *Male / 18-21 / Rented from private landlord*

> *They don't get the repairs done. The repairs get left for months and months*
> *Female / 45-64 / Owned outright*

> *It has a bad reputation/stigma attached to being a council tenant*
> *Female / 22-24 / Buying on mortgage*

> *They're not nice areas to live in. Crime rates are high there's vandalism, litter and noise*
> *Female / 18-21 / Buying on mortgage*

Customer Care

Customer care is a highly visible element of an authority's activities and can play an important role in shaping perceptions. It is also an area where MORI finds that the public's expectations are rising.

The Council has a strong image as being easy to contact (see page 19) and comparisons with MORI's normative data suggest that Gateshead performs well in this area. We would suggest that these results are widely communicated to staff in a positive way - this will help build their involvement in the Council's future research and consultation exercises.

The proportion of residents contacting the Council in the last year has remained at six in ten – 60% in 1997, 59% this year. The departments most likely to be contacted are Environmental Services, Housing (District Office), Housing (Civic Centre) and Public Works. Council tenants are more likely to contact Public Works and the two Housing departments, while owner-occupiers tend to contact Environmental Services

The most common reason for respondents' contact is to make an enquiry (34%) followed by use of a Service (30%). Those under 35 are more likely to have made an enquiry with four in ten respondents having done so. Men are also more likely to make an enquiry than women, though more women tended to contact the Council about the use of a Services. Only 3% of contact related to payments or business.

Overall, one in five respondents' contact the Council to make a complaint (19%). The extent to which members of the public contact the Council to make a complaint varies between department, peaking at 43% of those who contacted the Engineering department.

Of those who made a compliant 55% were satisfied with the way the matter was dealt, while a third (32%) remained dissatisfied. Reasons for dissatisfaction include:

Verbatims

The most common means of contact remains the telephone (59%) followed by visits in person (37%), with men more likely to visit in person and women contact by phone. Only a very small proportion corresponded by letter (2%) and even though one in five residents do have access to e-mail from home (19%), none of the survey respondents have used this as a means of getting in touch with the Council. This is something the Council will need to bear in mind as it develops its IT and Communications strategies.

Most of those who have contacted the Council are impressed with the service they receive and the Council has maintained the impressive ratings recorded in 1997:

- People find it **easy to get hold of the right person** by a 5:1 margin (82% against 15%);

- rate staff as **helpful** by a 7:1 margin (85% against 11%);

- as in 1997, three-quarters say that staff were **able to deal with the problem/query** (76%);

- and, in a new measure, 73% say they were very or fairly satisfied with the way **the matter was dealt with**.

These are encouraging findings given that those dissatisfied with the Council overall are more likely to have made contact with it than those satisfied.

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Appendices

MORI

Satisfaction with Refuse Collection

Q ***How satisfied or dissatisfied are you with refuse collection?***

	Year	Satisfied	Dissatisfied	Net satisfied
Base: All		%	%	±
Gateshead	**2000**	**96**	**2**	**+94**
Babergh	1999	95	1	**+94**
Mid Bedfordshire	1999	95	2	**+92**
Stratford-upon-Avon	1998	95	3	**+92**
Sunderland	1998	94	3	**+91**
Suffolk Coastal	1999	93	3	**+90**
Breckland	1999	92	2	**+90**
Gateshead	**1997**	**94**	**5**	**+89**
Sunderland	1999	91	4	**+87**
Canterbury	1999	91	4	**+87**
Bassetlaw	1999	91	4	**+87**
Chelmsford	1998	91	4	**+87**
Waveney	1999	91	5	+86
High Peak	1999	91	5	+86
Mid Suffolk	1999	91	4	+86
Chesterfield	1999	91	5	+86
St Albans	1998	89	3	+86
Derbyshire Dales	1999	90	6	+84
Mid Devon	1999	89	7	+83
BV pilots: DCs	1998	89	6	+83
Corby	1998	88	5	+83
St Albans	1998	89	7	+82
Ashford	1998	87	6	+81
North East Derbyshire	1999	88	8	+80
Rushmoor	2000	86	7	+79
Tendring	1999	82	9	+73
Manchester	1998	83	11	+72
Amber Valley	1998	83	12	+71
Bolsover	1999	80	12	+68
Crawley	1999	80	12	+68
Harlow	1999	80	12	+68
BV pilots: Mets	1998	78	14	+64
Birmingham	1998	79	15	+64
Oldham	1998	77	16	+61

Source: MORI

MORI

Satisfaction with Road Maintenance

Q How satisfied or dissatisfied are you with road maintenance?

	Year	Satisfied	Dissatisfied	Net satisfied
Base: All		%	%	±
Gateshead	**1997**	**72**	**19**	**+53**
Sunderland	1998	65	22	+43
Broxbourne	1997	60	25	+35
Sunderland	1999	60	26	+34
Gateshead (1)	**2000**	**60**	**27**	**+33**
Tendring	1999	56	28	+28
Mid Suffolk	1999	56	28	+27
Suffolk Coastal	1999	53	20	+26
Rushmoor	2000	53	29	+24
Carmathenshire	1998	50	31	+20
Thurrock	1997	52	32	+20
Harlow	1999	52	34	+18
Babergh	1999	50	35	+15
Chelmsford	1998	50	36	+14
Waveney	1999	48	35	+13
Mid Bedfordshire (2)	1998	49	37	+12
BV pilots: Mets	1998	51	40	+11
BV pilots: DCs	1998	47	37	+10
Sunderland	1997	48	39	+9
Crawley	1999	42	37	+5
Mid Devon	1999	45	41	+4
Mid Bedfordshire	1997	43	42	+1
St Albans	1998	43	44	-1
Mid Bedfordshire	1999	40	43	-3
Ashford	1998	39	43	-4
Birmingham (3)	1998	43	49	-6
Manchester (4)	1998	39	48	-9
Manchester	1998	39	49	-10
Breckland	1999	33	50	-17
High Peak (5)	1999	30	59	-30
Canterbury	1999	26	57	-31

Wording:
(1) repair of roads
(2) highways/road maintenance
(3) roads and footpath maintenance
(4) road maintenance and repairs
(5) road and pavement maintenance

Source: MORI

MORI

Satisfaction with Pavement Maintenance

Q   How satisfied or dissatisfied are you with pavement maintenance?

	Year	Satisfied	Dissatisfied	Net satisfied
Base: All		%	%	±
Gateshead	**1997**	**63**	**31**	**+32**
Sunderland	1998	59	29	**+30**
Mid Suffolk	1999	52	24	**+28**
Sunderland	1999	57	31	**+26**
Mid Devon	1999	51	26	**+25**
Broxbourne	1997	56	31	**+25**
Babergh	1999	51	33	**+18**
Tendring	1999	50	33	**+17**
Gateshead (1)	**2000**	**49**	**35**	**+14**
Suffolk Coastal	1999	46	33	**+14**
Bassetlaw	1999	47	37	**+9**
Amber Valley	1998	48	40	**+8**
Rushmoor	2000	44	37	**+7**
Amber Valley	1998	48	41	**+7**
BV pilots: DCs	1998	42	37	**+5**
Breckland	1999	42	40	**+2**
Ashford	1998	39	43	-4
Waveney	1999	38	43	-5
St Albans	1998	39	43	-5
Birmingham (2)	1998	43	49	-6
St Albans	1998	39	45	-6
BV Pilots Met	1998	40	48	-8
Crawley	1999	36	45	-9
Reigate and Banstead	1997	37	46	-9
Thurrock	1997	38	50	-12
Epsom and Ewell	1998	31	44	-13
Manchester	1998	36	51	-15
Corby (3)	1998	33	49	-16
Harlow	1999	32	57	-24
High Peak	1999	30	59	-30
Canterbury	1999	13	76	-63

Wording :
(1) repair of pavements
(2) road and footpath maintenance
(3) footpath maintenance and weed control

Source: MORI

MORI

Satisfaction with Street Lighting

Q   How satisfied or dissatisfied are you with street lighting?

	Year	Satisfied	Dissatisfied	Net satisfied
Base: All		%	%	%
Broxbourne	1997	89	7	+82
Gateshead	**2000**	**85**	**10**	**+75**
Waveney	1999	83	9	+74
Tameside	1997	83	12	+71
Bassetlaw	1999	81	11	+69
Sunderland	1998	82	13	+69
St Albans	1998	81	12	+69
Amber Valley	1998	81	12	+68
St. Albans	1998	81	12	+68
Oldham	1998	79	12	+67
Manchester	1998	78	14	+64
Gateshead	**1997**	**80**	**16**	**+64**
Trafford	(1996/97)	77	14	+63
Birmingham	1998	76	14	+62
Sunderland	1997	78	16	+62
Winchester	1997	75	13	+62
Mid Devon	1999	76	15	+61
Birmingham	1998	76	15	+61
Winchester	1997	75	14	+61
Sunderland	1999	77	17	+60
Harlow	1999	75	17	+58
Tendring	1999	73	15	+57
Suffolk Coastal	1999	71	16	+55
Crawley	1999	71	17	+53
Stratford-upon-Avon	1998	71	17	+53
Babergh	1999	65	18	+47
Mid Suffolk	1999	65	21	+44
Reigate and Banstead	1997	64	20	+44
Canterbury	1999	66	25	+41
Ashford	1998	61	25	+36

Source: MORI

MORI

Satisfaction with Street Cleaning

Q** **How satisfied or dissatisfied are you with street cleaning?

	Year	Satisfied	Dissatisfied	Net satisfied
Base: All		%	%	±
BV pilots: Mets	1998	83	12	+71
Gateshead (1)	**2000**	**81**	**12**	**+69**
Gateshead	**1997**	**81**	**13**	**+68**
Babergh	1999	73	11	+62
Tendring	1999	73	13	+60
BV pilots: DCs	1998	73	13	+60
Canterbury	1999	72	16	+56
Stratford-upon-Avon	1998	71	18	+53
Mid Bedfordshire	1999	69	18	+51
Chesterfield	1999	67	17	+50
Sunderland	1998	70	21	+49
Manchester	1998	69	22	+47
Suffolk Coastal	1999	64	17	+47
Mid Suffolk	1999	63	17	+46
Derbyshire Dales	1999	68	23	+45
Chelmsford	1998	64	19	+45
Rushmoor	2000	65	20	+44
Mid Devon	1999	64	21	+43
Ashford	1998	64	21	+43
Amber Valley	1998	63	23	+40
St Albans	1998	63	23	+40
Bolsover	1999	65	26	+39
Sunderland	1999	63	27	+36
Crawley	1999	61	25	+36
Harlow (2)	1999	62	27	+35
High Peak	1999	62	28	+35
North East Derbyshire	1999	63	28	+35
Birmingham	1998	62	30	+31
Waveney	1999	61	25	+30
Bassetlaw	1999	56	32	+24
Corby	1998	52	31	+21
Oldham	1998	59	29	+20
Corby (3)	1998	47	31	+16

Wording:
(1) street sweeping
(2) street and shopping centre cleaning
(3) litter picking

Source: MORI

MORI

Satisfaction with Dog Wardens/Control

Q How satisfied or dissatisfied are you with dog wardens/control?				
	Year	**Satisfied**	**Dissatisfied**	**Net satisfied**
Base: All		%	%	±
Vale of White Horse	1995	59	3	+56
Mid Bedfordshire (1)	1997	65	27	+38
Gateshead (3)	**2000**	**49**	**25**	**+24**
South Somerset	1992	47	28	+19
Chesterfield	1999	40	24	+16
North East Derbyshire	1999	38	26	+12
Corby(1)	1998	38	27	+11
Broxbourne	1997	16	7	+9
East Hampshire	1995	18	11	+7
Sunderland (2)	1997	17	11	+6
Gateshead (3)	**1997**	**35**	**34**	**+1**
Mid Beds (1)	1993	38	37	+1
Milton Keynes	1992	21	23	-2
Slough	1996	19	24	-5
Chesterfield	1990	30	48	-18

Wording:
(1) dog control
(2) dog warden service
(3) controlling stray dogs

Source: MORI

MORI

Satisfaction with Public Conveniences

Q How satisfied or dissatisfied are you with public conveniences?

	Year	Satisfied	Dissatisfied	Net satisfied
Base: Users		%	%	±
Crawley	1999	51	12	+38
Stratford-upon-Avon	1998	46	16	+30
Winchester	1997	39	15	+24
Babergh	1999	41	23	+18
Mid Bedfordshire	1999	37	21	+16
Waveney	1999	44	29	+15
Tendring	1999	41	28	+13
Suffolk Coastal	1999	36	25	+12
Mid Suffolk	1999	34	22	+12
Mid Devon	1999	36	30	+7
Ashford	1998	31	25	+6
Rushmoor	2000	25	20	+5
Chelmsford	1998	38	34	+4
St Albans	1998	30	33	-3
Reigate and Banstead	1997	26	32	-6
Bassetlaw	1999	33	40	-7
Corby	1998	18	26	-8
Amber Valley	1998	28	37	-9
Broxbourne	1997	22	32	-10
East Hampshire	1997	27	37	-10
High Peak	1999	31	44	-13
Birmingham	1998	27	43	-15
Thurrock (1)	1997	20	35	-15
Mid Bedfordshire	1997	24	40	-16
Canterbury	1999	26	43	-17
Harlow	1999	25	43	-18
Gateshead	**2000**	**24**	**42**	**-18**
Gateshead	**1997**	**14**	**35**	**-21**
Corby(1)	1998	18	46	-28

Wording
(1) public toilets

Source: MORI

MORI

Satisfaction with Recycling

Q   How satisfied or dissatisfied are you with recycling?

	Year	Satisfied	Dissatisfied	Net satisfied
Base: All		%	%	±
Mid Bedfordshire	1999	94	4	+86
Wokingham (2)	1996	83	5	+78
Gillingham (1)	1996	81	6	+75
Babergh	1999	81	10	+71
Winchester	1997	79	8	+71
Rushmoor	2000	78	9	+70
Mid Bedfordshire	1997	79	10	+69
Suffolk Coastal	1999	78	10	+68
Broxbourne	1997	75	9	+66
Crawley	1999	73	9	+64
Reigate and Banstead (1)	1997	75	11	+64
East Hampshire (2)	1997	74	12	+62
Canterbury	1999	76	14	+61
Mid Devon	1999	75	15	+61
Mid Suffolk	1999	72	12	+61
Bassetlaw	1999	72	11	+60
St Albans	1998	73	14	+59
Gateshead	**1997**	**68**	**9**	**+59**
Stratford-upon-Avon	1998	71	14	+57
St Albans	1998	73	17	+56
Harlow	1999	68	16	+52
Tendring	1999	69	17	+51
High Peak (1)	1999	67	19	+48
Gateshead	**2000**	**61**	**13**	**+48**
Oldham	1998	59	12	+47
Chelmsford	1998	64	17	+47
Waveney	1999	65	19	+46
Breckland	1999	64	19	+44
Sunderland (1)	1997	56	12	+44
Corby(1)	1998	54	17	+37
Amber Valley (3)	1998	52	18	+34
Sunderland	1998	38	15	+23
Sunderland	1999	40	18	+22
Ashford(1)	1998	48	38	+10
Manchester	1998	40	32	+8

Wording:
(1) recycling facilities
(2) recycling/bottle banks
(3) recycling services

Source: MORI

MORI

ASK ALL
SHOWCARD E (R) **And now could you to tell me to what extent are you satisfied or dissatisfied with each of the following services that Gateshead Metropolitan Borough Council provides?** READ OUT. ROTATE ORDER. TICK START. ☑

		Very satisfied (%)	Fairly satisfied (%)	Neither (%)	Fairly dissatisfied (%)	Very dissatisfied (%)	No opinion (%)
	❏ *Refuse collection*						
Q24	The bin provided for your household waste	69	23	1	3	1	3
Q25	The place you are required to leave your waste for collection	62	30	2	4	2	*
Q26	The reliability of the waste collection	76	21	1	1	*	1
Q27	The level of street cleanliness/tidiness following the waste collection	53	36	3	6	2	*
Q28	The collection of bulky household waste	53	31	5	4	2	5
Q29 ❏	The waste collection service overall	64	32	1	1	*	2
	Recycling Facilities						
Q30	The accessibility of recycling facilities	27	31	9	14	4	15
Q31	The range of recyclables you are able to deposit at recycling facilities	25	38	9	7	3	19
Q32	The cleanliness and servicing of the site	26	35	12	4	1	22
Q33	The provision of recycling facilities overall	24	37	9	9	4	17
	❏ *Public tips*						
Q34	The accessibility of the site	24	29	11	6	4	26
Q35	The opening hours of the site	22	26	12	1	1	38
Q36	The facilities for the deposit of recyclables at the site	19	27	12	2	1	39
Q37	The cleanliness of the site	19	28	13	2	1	37
Q38	The helpfulness of the staff	17	25	15	2	1	40
Q39	The user-friendliness of the site (ie the ability to deposit your waste without having to climb steps, carry waste long distances, lift the waste over a high railing barrier etc)	23	26	11	1	1	38
Q40	The service overall at the	21	30	11	1	*	37

MORI

Satisfaction with Car Parks

Q   How satisfied or dissatisfied are you with car parks?

	Year	Satisfied	Dissatisfied	Net satisfied
Base: All		%	%	±
Crawley	1999	71	13	+58
Rushmoor	2000	70	17	+53
Breckland	1999	70	18	+52
Tameside(2)	1997	57	18	+39
Sunderland	1997	53	17	+36
East Hampshire (2)	1997	58	24	+34
Mid Bedfordshire	1999	60	24	+33
Winchester (1)	1997	53	20	+33
Chelmsford	1998	54	23	+31
Reigate and Banstead	1997	53	23	+30
Gateshead	**2000**	**49**	**21**	**+28**
Bassetlaw	1999	57	30	+26
Broxbourne	1997	54	28	+26
Oldham (2)	1998	41	21	+21
Amber Valley	1998	53	33	+21
Manchester	1998	48	31	+18
St Albans	1998	53	35	+18
Gateshead	**1997**	**39**	**21**	**+18**
Mid Devon	1999	51	34	+17
St Albans	1998	45	34	+11
High Peak (2)	1999	44	36	+8
Mid Bedfordshire	1997	42	34	+8
Stratford-upon-Avon	1998	41	38	+3
Canterbury (2)	1999	43	42	+1
Tendring	1999	43	44	-2
Ashford	1998	36	41	-5

Wording:
(1)car parking
(2) public car parking

Source: MORI

MORI

Satisfaction with Primary Schools

Q	How satisfied or dissatisfied are you with primary schools?			
	Year	**Satisfied**	**Dissatisfied**	**Net satisfied**
Base: Users		%	%	±
Babergh	1999	95	1	+95
Gateshead	**2000**	**90**	**5**	**+85**
Sunderland	1997	88	5	+83
Mid Devon	1999	87	5	+82
Mid Suffolk	1999	89	8	+81
Waveney	1999	88	8	+80
Suffolk Coastal	1999	87	8	+79
Crawley	1999	84	6	+79
Birmingham	1997	87	9	+78
Rushmoor	2000	81	8	+73
Breckland	1999	80	9	+71
Wokingham (1)	1996	75	11	+64
Epsom and Ewell	1998	68	6	+62
BV pilots: DCs	1998	73	14	+59
BV pilots: Mets	1998	74	16	+58
Manchester	1998	74	16	+58

Wording:
(1) primary education

Source: MORI

Satisfaction with Secondary Schools

Q	How satisfied or dissatisfied are you with secondary schools?			
	Year	**Satisfied**	**Dissatisfied**	**Net satisfied**
Base: Users		%	%	±
Babergh	1999	94	2	+92
Mid Suffolk	1999	92	2	+90
Sunderland	1997	85	8	+77
Crawley	1999	79	4	+75
Suffolk Coastal	1999	79	6	+74
Waveney	1999	83	10	+73
Rushmoor	2000	81	8	+72
Mid Devon	1999	78	10	+68
Durham	1996	76	8	+68
Gateshead	**2000**	**78**	**11**	**+67**
Breckland	1999	78	12	+66
Poole	1998	74	7	+66
Birmingham	1997	79	14	+65
Wokingham (1)	1996	74	11	+63
Epsom and Ewell	1998	54	9	+44
Manchester	1998	63	22	+42
BV pilots: Mets	1998	63	31	+32

Wording:
(1) Secondary Education

Source: MORI

Satisfaction with Community Centres

Q	*How satisfied or dissatisfied are you with community and youth centres?*			
	Year	**Satisfied**	**Dissatisfied**	**Net satisfied**
Base: Users		%	%	±
Gateshead (1)	**2000**	**80**	**6**	**+74**
Sunderland	1999	74	12	**+61**
Broxbourne (1)	1997	59	8	**+51**
Gateshead (1)	**1997**	**66**	**16**	**+50**
Slough (4)	1996	52	24	**+28**
Leicester (3)	1994	34	7	**+27**
Harlow	1999	48	34	**+14**
Trafford	(1996/97)	22	56	-34

Wording:
(1) community centres
(2) meeting places and community houses/centres
(3) neighbourhood centres
(4) youth and community centres

Source: MORI

MORI

Satisfaction with Youth Service and Clubs

Q	**How satisfied or dissatisfied are you with youth service and clubs?**			
	Year	**Satisfied**	**Dissatisfied**	**Net satisfied**
Base: Users *NB. Some small base* *sizes*		%	%	±
Gateshead (4)	**1997**	**64**	**13**	**+51**
Gateshead (4)	**2000**	**67**	**18**	**+49**
Crawley	1999	60	15	+45
Sunderland (1)	1997	61	18	+43
Slough (2)	1996	52	24	+28
Harlow	1999	48	34	+14
Sunderland	1999	46	35	+12
Wokingham (3)	1996	37	30	+7
Corby(3)	1998	40	48	-8
Mid Bedfordshire	1999	25	41	-16
Manchester	1998	35	54	-19
BV pilots : Mets (3)	1998	33	65	-32
Trafford (1)	(1996/97)	22	56	-34
BV pilots : DCs (3)	1998	24	59	-35
Rushmoor	2000	25	62	-37
Mid Bedfordshire	1997	18	59	-41

Wording:
(1) youth centres
(2) youth and community service
(3) youth clubs and other facilities for young people
(4) Youth Clubs

Source: MORI

MORI

Satisfaction with Parks and Open Spaces

Q How satisfied or dissatisfied are you with parks and playgrounds?				
	Year	**Satisfied**	**Dissatisfied**	**Net satisfied**
Base: Users		%	%	±
Crawley	1999	94	3	+91
St Albans	1998	87	7	+80
Chelmsford	1998	86	8	+78
BV pilots (1): DCs	1998	83	8	+75
St Albans (1)	1998	81	9	+72
Amber Valley	1998	79	11	+68
Sunderland (1)	1998	77	13	+64
Ashford	1998	74	12	+62
Gateshead	**1997**	**77**	**16**	**+61**
Corby(1)	1998	77	16	+61
Harlow	1999	77	16	+60
Rushmoor	2000	74	14	+59
Sunderland	1999	74	16	+58
Gateshead	**2000**	**76**	**18**	**+58**
Manchester	1998	74	18	+56
Epsom and Ewell (1)	1998	67	11	+55
Stratford-upon-Avon	1998	75	20	+55
High Peak (1)	1999	72	19	+53
Tendring	1999	68	16	+52
Mid Devon	1999	70	19	+51
North East Derbyshire	1999	71	22	+49
BV pilots: Mets (1)	1998	70	25	+45
Bassetlaw	1999	66	22	+44
Canterbury (1)	1999	66	24	+42
Breckland (2)	1999	62	26	+36
Ashford(4)	1998	59	26	+33
High Peak	1999	53	38	+15
Corby (3)	1998	50	36	+14
Canterbury (4)	1999	49	40	+9

(1) parks and open spaces
(2) parks, play areas and open spaces
(3) children's play areas
(4) children's play areas/playgrounds

Source: MORI

MORI

Satisfaction with Playgrounds

	Year	Satisfied	Dissatisfied	Net satisfied
Q	**How satisfied or dissatisfied are you with parks and playgrounds?**			
Base: Users		%	%	±
Babergh	1999	82	14	+68
Sutton	1999	75	12	+63
Crawley	1999	72	15	+57
Suffolk Coastal	1999	73	18	+56
St Albans	1998	72	20	+52
Waveney	1999	68	21	+47
Mid Suffolk	1999	68	25	+43
Mid Bedfordshire	1999	63	29	+34
Sunderland	1999	62	28	+33
Rushmoor	2000	56	26	+30
Amber Valley	1998	36	15	+21
Tendring	1999	55	35	+19
Mid Devon	1999	52	39	+13
Gateshead	**2000**	**49**	**39**	**+10**
Canterbury	1999	48	40	+8
Gateshead	**1997**	**44**	**46**	**-2**
Harlow	1999	44	46	-2
Bassetlaw	1999	39	50	-11

Source: MORI

MORI

Satisfaction with Leisure Centres

Q	How satisfied or dissatisfied are you with leisure centres?			
	Year	**Satisfied**	**Dissatisfied**	**Net satisfied**
Base: Users		%	%	±
Crawley	1999	90	4	+86
Gateshead	**1997**	**88**	**8**	**+80**
Sunderland	1999	85	6	+79
Gateshead	**2000**	**86**	**10**	**+76**
Slough (3)	1996	78	6	+72
Corby	1998	78	10	+68
North East Derbyshire (6)	1999	78	14	+64
Mid Bedfordshire	1999	76	12	+64
Amber Valley	1998	76	13	+63
Broxbourne (2)	1997	74	12	+62
Stratford-upon-Avon	1998	73	14	+59
Colchester (4)	1996	73	14	+59
Wokingham	1996	73	15	+58
Chelmsford (5)	1998	68	14	+54
BV pilots: DCs (5)	1998	70	17	+53
Mid Bedfordshire (4)	1997	67	18	+49
East Hampshire (1)	1997	63	14	+49
St Albans	1998	63	25	+38
Tendring (4)	1999	62	25	+37
St Albans	1998	63	25	+37
Bassetlaw	1999	56	27	+29

Wording:
(1) sports and leisure centres
(2) leisure centres/facilities
(3) sports and leisure facilities
(4) leisure facilities
(5) sports facilities
(6) leisure centre and swimming pool

Source: MORI

MORI

Satisfaction with Swimming Pools

Q	*How satisfied or dissatisfied are you with swimming pools?*			
	Year	**Satisfied**	**Dissatisfied**	**Net satisfied**
Base: Users		%	%	±
Sunderland	1999	88	7	+81
Gateshead	**2000**	**85**	**10**	**+75**
Slough	1996	81	6	+75
Sunderland	1996	82	11	+71
Amber Valley (1)	1998	78	13	+65
BV pilots: Mets	1998	77	16	+61
Broxbourne	1997	73	15	+58
BV pilots: DCs	1998	72	18	+54
Sunderland	1999	53	10	+43
Bassetlaw	1999	66	23	+43
Manchester	1998	65	25	+40
Tendring	1999	61	24	+38
St Albans	1998	60	27	+33
Ashford	1998	54	31	+23

Wording:
(1) Swimming pool and sports facilities

Source: MORI

MORI

Satisfaction with Libraries

Q How satisfied or dissatisfied are you with libraries?				
	Year	**Satisfied**	**Dissatisfied**	**Net satisfied**
Base: Users		%	%	±
Sunderland	1997	95	2	+93
Gateshead	**2000**	**95**	**3**	**+92**
Gateshead	**1997**	**93**	**3**	**+90**
Crawley	1999	92	4	+88
Slough	1996	89	3	+86
Trafford	1997	89	5	+84
Breckland	1999	88	5	+83
Birmingham	1998	89	5	+83
Durham	1996	88	5	+83
Mid Bedfordshire	1999	88	6	+82
Birmingham (1)	1997	88	8	+80
Wokingham	1996	86	6	+80
BV pilots: DCs	1998	86	8	+78
BV pilots: Mets	1998	84	12	+72
Mid Bedfordshire	1997	83	12	+71
Manchester	1998	81	13	+68
Mid Devon	1999	77	12	+65
Epsom and Ewell	1998	60	17	+43

Wording :
(1) local libraries

Source: MORI

MORI

Council Housing

	Year	Satisfied	Dissatisfied	Net satisfied
Base: Council Tenants		%	%	±
Mid Suffolk	1999	88	7	+80
Waveney	1999	85	9	+75
Sunderland	1998	82	10	+72
Gateshead	**2000**	**80**	**9**	**+71**
Gateshead	**1997**	**82**	**12**	**+70**
Babergh	1999	80	10	+70
Crawley	1999	78	8	+70
Winchester	1997	80	10	+70
Suffolk Coastal	1999	77	10	+67
Amber Valley	1998	77	13	+64
Broxbourne	1997	71	13	+58
Mid Bedfordshire	1999	73	16	+57
BV pilots: (2) DCs	1998	68	15	+53
Harlow	1999	41	19	+52
Canterbury	1999	68	19	+49
St Albans	1998	67	18	+49
Reigate and Banstead	1997	63	15	+48
Ashford	1998	62	18	+44
Chelmsford	1998	51	10	+41
Slough	1996	62	22	+40
Mid Devon	1999	64	25	+39
High Peak	1999	63	25	+38
Birmingham	1997	61	25	+36
Corby	1998	56	22	+34
Tendring	1999	53	23	+31
North East Derbyshire	1999	36	6	+30
Devon	1998	58	29	+29
Birmingham	1998	57	33	+25
Wokingham (1)	1996	45	21	+24
Manchester	1998	42	45	-4
Manchester	1998	42	46	-4
BV Pilots: Mets (2)	1998	38	51	-13

Wording:
(1) housing for rent
(2) council housing service

Source: MORI

Final Outcome

Q *How satisfied or dissatisfied were you with the final outcome following your last contact with the Council?*

	Year	Satisfied
Base: All contacting the Council		%
Mid Bedfordshire	1997	90
Wokingham	1997	83
East Herts	1997	83
High Peak	1999	82
Gillingham	1998	80
Elmbridge	1997	80
Broxbourne	1997	79
Durham	1999	78
East Hampshire	1997	78
Gateshead	**1997**	**77**
Sunderland	1998	77
Broxbourne	1998	77
Carlisle	1998	77
Canterbury	1997	77
St Albans	1998	76
South Northants	1998	76
Gateshead	**2000**	**73**
Thurrock	1999	73
Leicester	1998	70
Slough	1998	70
Epsom and Ewell	1998	70
Manchester	1997	68
Oldham	1999	67
High Peak	1999	67
Breckland	1999	66
Derbyshire Dales	1999	65
Hampshire	1999	61
Tendring	1999	60
Bassetlaw	1999	56

Source: MORI

MORI

Last Contact with the Council

Q   *How was your last contact with the Council made?*

	Year	By phone	In person	In writing
Base: All those who have contacted the Council		%	%	%
Tendring	1999	80	24	30
Trafford	1996/97	75	14	9
Derbyshire Dales	1999	75	21	9
Ashford	1998	75	16	7
Oldham	1998	73	13	5
Canterbury	1999	73	17	6
Thurrock	1997	71	22	6
High Peak	1999	71	20	8
Winchester	1997	70	15	14
St. Albans	1998	69	20	8
Breckland	1999	66	21	9
Broxbourne	1997	66	28	5
Hampshire	1999	65	19	10
Epsom and Ewell	1998	63	19	15
Sunderland	1997	61	33	3
Dorset	1999	61	31	4
Mid Bedfordshire	1997	61	29	8
Gateshead	**2000**	**59**	**37**	**2**
Birmingham	1997	57	36	8
Gateshead	**1997**	**56**	**39**	**1**

Source: MORI

MORI

Helpful

Q ***When you last contacted the Council did you find staff there helpful/unhelpful?***

	Year	%
Base: All contacting the Council		
Gateshead	**2000**	**85**
Breckland	1999	84
Gateshead	**1997**	**84**
Broxbourne	1997	83
Winchester	1997	83
High Peak	1999	82
Tendring	1999	80
Birmingham	1997	80
Sunderland	1997	79
Mid Bedfordshire	1997	78
Hampshire	1999	77
Birmingham	1998	77
Chelmsford	1998	77
St Albans	1998	77
East Hampshire	1997	77
Bassetlaw	1999	76
Corby	1998	76
Canterbury	1999	75
Derbyshire Dales	1999	74
Trafford	1996/97	74
Mid Bedfordshire	1999	73
Ashford	1998	72
Oldham	1998	71
Epsom and Ewell	1998	67
Manchester	1998	65

Source: MORI

Able to Deal with your Problem

Q ***When you last contacted the Council did you find staff there able to deal with your problem?***

	Year	%
Base: All		
Derbyshire Dales	1999	81
Gateshead	**1997**	**77**
Gateshead	**2000**	**76**
Breckland	1999	76
Mid Hertfordshire	1999	75
Canterbury	1999	72
High Peak	1999	72
Mid Bedfordshire	1997	71
Hampshire	1999	70
St Albans	1998	70
Tendring	1999	69
Sunderland	1997	69
Chelmsford	1998	68
Broxbourne	1997	68
Bassetlaw	1999	67
Winchester	1997	67
Ashford	1998	66
Thurrock	1997	65
Trafford	(1996/97)	64
Corby	1998	62
Epsom and Ewell	1998	55

Source: MORI

MORI

Easy to Get Hold of the Right Person

Q   ***When you last contacted the Council did you find staff there easy to get hold of the right person?***

	Year	%
Base: All contacting the Council		
Gateshead	**2000**	**82**
Gateshead	**1997**	**78**
High Peak	1999	77
East Hampshire	1997	77
Mid Bedfordshire	1999	74
Bassetlaw	1999	72
St Albans	1998	71
Trafford	1997	71
Hampshire	1999	70
Canterbury	1999	70
Birmingham	1997	70
Winchester	1997	70
Tendring	1999	69
Ashford	1998	69
Sunderland	1997	69
Corby	1998	68
Thurrock	1997	68
Chelmsford	1998	67
Oldham	1998	65
Sutton (1)	1997	61
Manchester	1998	52

Working
(1) by phone

Source: MORI

Statistical Reliability

The respondents to the questionnaire are only samples of the total 'population', so we cannot be certain that the figures obtained are exactly those we would have if everybody had been interviewed (the 'true' values). We can, however, predict the variation between the sample results and the 'true' values from a knowledge of the size of the samples on which the results are based and the number of times that 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 table below 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%
	±	±	±
100 interviews	6	9	10
200 interviews	4	6	7
300 interviews	3	5	6
400 interviews	3	4	5
500 interviews	3	4	4
600 interviews	2	4	4
700 interviews	2	3	4
800 interviews	2	3	3
1,000 interviews	2	3	3

For example, with a sample size of 1,030 where 30% give a particular answer, the chances are 19 in 20 that the 'true' value (which would have been obtained if the whole population had been interviewed) will fall within the range of +3 percentage points from the sample result.

MORI

When results are compared between separate groups within a sample, 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 assume '95% confidence interval', the differences between the results of two separate groups must be greater than the values given in the table below:

Size of samples compared	Differences required for significance at or near these percentage levels		
	10% or 90%	30% or 70%	50%
	±	±	±
100 and 100	7	13	14
100 and 200	7	11	12
100 and 250	7	11	12
200 and 200	7	10	11
250 and 400	5	7	8
100 and 400	6	9	10
200 and 400	5	8	9
500 and 500	4	6	6

MORI