

Best Value General User Survey 2006/7



Research Study Conducted for
Gateshead Council – April 2007



www.gateshead.gov.uk

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Introduction

Background

This report presents the results for the BVPI General Survey conducted by Ipsos MORI on behalf of Gateshead Council.

Best Value Performance Indicators (BVPIs) are part of the performance management framework for local authorities, which the Government started to introduce in 1997. As part of the duty of Best Value introduced in the Local Government Act 1999, authorities are required to seek continuous improvement in their services. Best Value Performance Indicators are designed to monitor service improvement with regard to the efficiency, effectiveness and economy of service delivery.

The Government specifies that local authorities (and other best value authorities) collect and report on a number of Best Value Performance Indicators (BVPIs) that explicitly reflect users' perceptions of a range of services provided. These perception-based performance indicators are collected triennially, with 2006/7 marking the third time all local authorities have had to collect these measures of performance. This document contains the findings of a "General User Survey" carried out for Gateshead Council to collect a range of BVPIs.

The Government has prescribed in detail what it believes to be the minimum requirements for the conduct of the survey. The minimum requirements are specified in the publication *Best Value Performance Indicators for 2006/7: Guidance for Undertaking the Best Value Surveys*¹. The minimum requirements are in place to ensure comparability of data across authorities, while allowing authorities some flexibility on the contents of the questionnaire.

Structure of this Report

Included in the report is a set of topline findings which provides quick reference to all the headline BVPIs, together with trend data where available. Results for additional questions included by the Council have also been included. Computer tables are provided under separate cover. These provide a detailed analysis of the findings by a range of socio-demographic variables.

In addition, the report provides technical details relating to the conduct of the survey, a consideration of response rates and respondent profile, plus a guide to reading tables and interpreting the data.

¹ The full guidance can be downloaded from www.survey.bvpi.gov.uk.

Acknowledgements

Ipsos MORI would like to thank Marisa Jobling at Gateshead Council for her help in conducting this survey, as well as the 1,783 members of the public who took part.

Publication of the Findings

As Gateshead Council has engaged Ipsos MORI to undertake an objective research project, it is important to protect the interests of both organisations by ensuring that it is accurately reflected in any press release or publication of findings. As part of our standard terms and conditions of contract, the publication of the findings of this research is therefore subject to advance approval of Ipsos MORI. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

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Technical Note

Methodology

A postal self-completion methodology is prescribed for 2006/07 for all the BVPI surveys, with the exception of libraries.

Sampling

The sampling frame prescribed by the Audit Commission and Communities and Local Government (CLG) is the small-user Postcode Address File (PAF). As the Government wishes to be able to compare results across local authorities, it specified that data on all of the indicators must be collected using the principle of random selection.

A random sample of 6,000 addresses from the PAF covering the Council's area was downloaded from the Audit Commission's website www.survey.bvpi.gov.uk. As Gateshead Council wished to mail out to less than 6,000 addresses, 5,000 addresses were randomly selected from the PAF file, using a random start point and then a '1 in n' approach to selection.

The Questionnaire

To meet the requirements of the Data Protection Act, CLG specified that a covering letter stating the purpose for which the data is being collected must be sent with each questionnaire. The front page of each questionnaire was branded with the logos of both Gateshead and Ipsos MORI and contained a covering letter from Roger Kelly, the Chief Executive of Gateshead Council.

The questionnaire itself was designed using the General User Survey questionnaire template provided by the Audit Commission for the collection of the BVPIs. The standardised nature of the questions was maintained in line with the requirements. The wording used in the covering letter(s) was derived from CLG and Audit Commission guidance. It was not possible to personally address letters to a named resident of the household as the PAF was the sampling frame used. Letters were therefore addressed to "Dear local resident". As the target population specified is all adult local authority residents (aged 18 and over) the questionnaire asked that only someone aged 18 or over completed it.

The Audit Commission and CLG prescribed that the General Survey questionnaire template be used in full to collect the data. The questions set in the questionnaire are those which the Government requires each authority to ask in order to measure performance indicators. Altering the wording of questions or omitting questions is prohibited since it reduces the ability to make comparisons with other authorities using the same questionnaire.

Adding questions to collect more detailed information on services and issues which are relevant to the local area was permitted, but authorities were urged to do this with caution, due to the length of the questionnaire and the possible

detrimental effect doing so might have on response rates. If authorities did wish to ask supplementary questions, they were asked to use the Audit Commission's bank of approved questions. Gateshead Council made the following additions:

- Thinking about your local area, for each of the following things below, do you think each has got better or worse over the last three years, or has it stayed the same?;
- How many times have you contacted the Council in the past 12 months for any other reason than to make a complaint?; and
- Overall, how satisfied or dissatisfied were you with the service you received the last time you made contact with the Council?

Questionnaire Reminders

The guidance specifies that authorities should *"take all reasonable steps possible to maximise their response rates and should in no circumstances stop making efforts to boost them"*. For a postal survey, the guidance states that authorities should aim to maximise the response rate by sending out at least two reminder questionnaires. The covering letter has to be sent with reminders reflecting the fact that it is a reminder, while still meeting data protection requirements. All correspondence (including envelopes) had to include the authority logo.

Fieldwork

The CLG guidance specifies that fieldwork must start between 1 September and 30 November 2006. It recommends that the schedule allows four weeks for the initial fieldwork period, with a three week fieldwork period for each of the reminder fieldwork periods. The entire fieldwork period for this project is ten weeks: between 29th September and 8th December 2006. This breaks down into the following key stages:

- **First mailout:** questionnaires posted to all 5,000 addresses in the sample on 29th September, with an instruction asking for all questionnaires to be returned by 20th October;

- **First reminder questionnaire:** posted to individuals in the sample who, at the 'cut off' point for the first mailout, had not returned the questionnaire (5,000 questionnaires sent out);
- **Second reminder questionnaire:** posted to individuals in the sample who, at the 'cut off' point for the first reminder mailing had not returned the questionnaire (3,377 questionnaires sent out).

The final 'cut-off' date for all data to be submitted to the Audit Commission was 15 December 2006.

Booking In

Returned questionnaires were booked in on a daily basis. The number of valid and void returns (e.g. those not completed because they were sent to derelict, demolished or vacant addresses) were recorded in our Survey Management System. This allowed for the daily calculation and monitoring of response rates, as well as the exclusion of 'deadwood' in the (reminder) sample.

Response Rates and Sample Profile

The overall unadjusted response rate achieved from the main sample is 36% - 1,801 returned questionnaires from an original sample of 5,000 addresses².

The overall adjusted response rate, removing incomplete responses and all non-effective addresses, achieved from the main sample is also 36% - 1,783 valid questionnaires from an effective sample of 4,933 addresses (67 non-effective addresses).

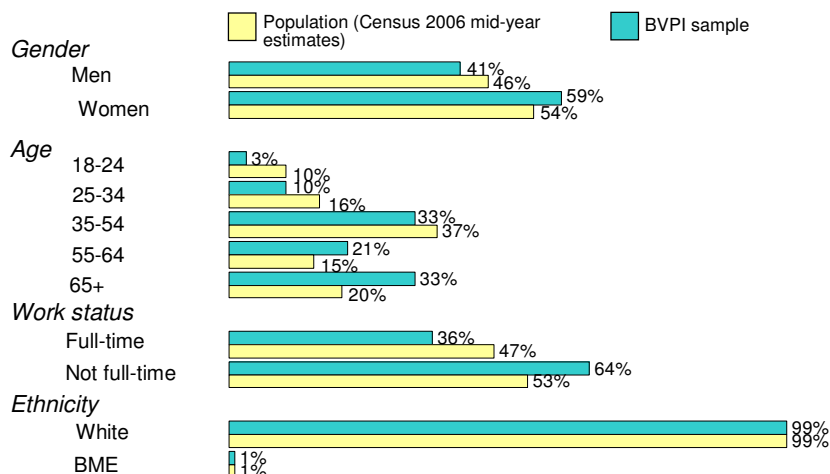
² This does not allow for invalid addresses, vacant properties etc, which will be an element of any sample drawn from the Postal Address File, as well as incomplete responses

The chart below shows the different proportion of key demographic before (BVPI Sample) and after (Population) weighting. As you can see, there are some notable differences in the figures for gender, age and working status.

2

Methodology: Sample Profile

Sample Profile for Gateshead: Key demographics



Base: All valid responses

Source: Ipsos MORI

Weighting

CLG guidance outlines weighting as a way of tackling the issue of over- and under-representation in the sample. As noted above, certain groups in the survey are under-represented, and to achieve a representative sample, weights need to be applied to the data to correct for this. The results for the sample profile discussed in this report are based on unweighted data only. However, findings from BVPI questions reported in this volume and the computer tabulations are based on weighted data, following the approach specified by CLG.

Weighting was applied by CLG's data processing supplier, Cobalt Sky, to a specification designed by The Office for National Statistics. The appropriate weight for each individual respondent contained in the dataset was applied after submission of the raw unweighted data to the Audit Commission.

The principles of the weighting scheme used are set out on the survey website (www.survey.bvpi.gov.uk). A two-stage cell weighted approach was used. In the first instance, data is weighted by sex, age, working status and ethnicity to the known profile of the area as recorded in the 2005 Census mid-year population estimates, and then by a further weight to adjust for household size.

Data Processing

All questionnaires returned by respondents were booked in and scanned by Ipsos MORI. Once captured electronically, data processing was undertaken by Ipsos MORI.

Quality Control

The quality of data is assured through checks embedded in the scanning process. The software used is set up to only accept valid responses. With all tick box information, the confidence or tolerance of the scanning software is set at a tested level and anything outside this confidence level is filtered through to a human verification process. In the verification process any questionable responses are highlighted and subsequently confirmed or corrected. All responses which contain text were also sent for verification.

Calculating Results

In accordance with guidance, the base for questions is “valid responses” or all those providing an answer. Those stating don’t know or who do not complete the question are excluded from the calculations. The base size may, therefore, vary from question to question, and from the total sample size, depending on the extent of non response.

Where percentages do not sum to 100, this may be due to computer rounding or multiple answers. Throughout the volume an asterisk (*) denotes any value of less than half a percent but greater than zero.

The report also includes “combination” scores. These are combined responses to two or more response categories on the same side of a scale, for example, “very/fairly satisfied” and “very/fairly dissatisfied”. Please note that the aggregate percentage may vary slightly from the sum of the two smaller percentages due to computer rounding.

Confidence Intervals

On the basis of all respondents who answer each question (as specified by CLG), and assuming that the confidence interval is unaffected by the survey response rate, the overall margin of error for this survey ranges from $\pm 1.5\%$ to $\pm 5.0\%$. The specific margin of error for each BVPI is set out in the table below.

BVPI	Service	Indicator	Confidence Interval
BVPI3	Corporate Health	The percentage of citizens satisfied with the overall service provided by their authority.	$\pm 2.32\%$
BVPI4	Corporate Health	The percentage of those making complaints satisfied with the handling of those complaints.	$\pm 4.86\%$
BVPI89	Litter	Percentage of people satisfied with cleanliness standards.	$\pm 2.17\%$
BVPI90	Waste	Percentage of survey respondents expressing satisfaction with: a) Household Waste Collection, b) Recycling Facilities, and c) Civic Amenity Sites.	$\pm 1.54\%$ $\pm 2.26\%$ $\pm 2.23\%$
BVPI103	Transport	Percentage of users satisfied with local provision of public transport information.	$\pm 2.57\%$
BVPI104	Transport	Percentage of users satisfied with local bus services.	$\pm 2.51\%$
BVPI119	Culture	The percentage of residents users satisfied with the local authorities cultural and recreational activities overall and with: a) Sports/leisure facilities, b) Libraries, c) Museums/galleries, d) Theatres/Concert Halls, and e) Parks and open spaces.	$\pm 2.37\%$ $\pm 2.04\%$ $\pm 2.42\%$ $\pm 2.42\%$ $\pm 2.05\%$
<i>Source: Ipsos MORI</i>			

Summary



Key Findings

- The 2006/07 survey presents a further set of positive findings for the Council. Though overall satisfaction has fallen by eight percentage points since 2003/04, the Council is the highest performing council in the Tyne & Wear area on this rating. It is also second when compared to other metropolitan authorities (it was third in 2003/04).
- Satisfaction levels have risen for a number of services and the Authority is now ranked in the top ten metropolitan authorities in eight of the thirteen key BV indicators.
- Most residents think that the Council's performance has stayed the same over the last three years, although more think that it has got better than worse.
- Most residents feel well informed about the Council and the services it provides, although few feel well informed about whether the Authority is delivering on its promises or what it is doing to tackle anti-social behaviour.
- Residents are generally satisfied with all aspects of the service when contacting Gateshead Council for any reason other than a complaint.
- Two thirds of residents in Gateshead are satisfied with their area as a place to live, below the average for the Tyne & Wear area.
- Key areas identified by residents for improving the local quality of life are activities for teenagers and the level of crime.
- Most residents disagree that they can influence decisions affecting their local area although very few are dissatisfied with the existing opportunities to participate.
- Most residents are generally satisfied with the services provided by the Council, with satisfaction higher among users than non-users, as can be expected.
- Dissatisfaction with individual services, or aspects of services, is generally highest among those residents who are dissatisfied with the Council overall or think that its performance has got worse over the past three years.

Context

Trend Data for the Core BVPIs

The table below shows **trend data for the core BVPI performance indicators contained in the General User Survey**. Some of this data needs to be treated with caution. The published data in 2000/2001 remained unweighted because there was no prescribed weighting scheme set by DETR (as CLG was then called) with each authority left to use different weighting schemes. Data collected in 2003/2004 was weighted centrally to achieve a representative sample in each authority, and the 2006/2007 data has been weighted in the same way. Furthermore, other methodological changes effected in 2003/2004 may have an impact on our understanding of trends, for example the requirement to use PAF rather than electoral roll means that comparison with 2000/2001 data is difficult. Some authorities also carried out their General User Surveys using a face-to-face approach in previous years.

The main points to note are as follows:

- All services apart from waste collection have seen rises in satisfaction levels, with the statistically significant ones being transport information (up eight percent), theatre/concert halls, and parks and open spaces (both up six percent).
- Satisfaction levels with waste collection has declined four percentage points but this remains the service with the highest level of satisfaction (88%).
- Satisfaction with the Authority as a whole has fallen eight percentage points since 2003/2004 to 62%, although Gateshead is now ranked second out of all 36 Metropolitan authorities on this measure.
- The lowest level of satisfaction is for complaint handling (36% - the only one below 50%).

BVPI	Title	2003/4 (%)	2006/7 (%)
BV3	Overall satisfaction	70	62*
BV4	Satisfaction with complaint handling	37	36
BV89	Satisfaction with cleanliness	72	70
BV90A	Waste collection	92	88*
BV90B	Waste recycling (local facilities)	75	74
BV90C	Waste disposal (local tips)	84	85
BV103	Satisfaction with transport information	50	58*
BV104	Satisfaction with bus services	59	61
BV119A	Sports/leisure facilities	57	59
BV119B	Libraries	73	75
BV119C	Museums/galleries	52	54
BV119D	Theatres/concert halls	45	51*
BV119E	Parks and open spaces	70	76*
<i>Source: Ipsos MORI</i>			

* This measure has seen a statistically significant rise/fall since 2003/04.

Comparisons with other metropolitan councils

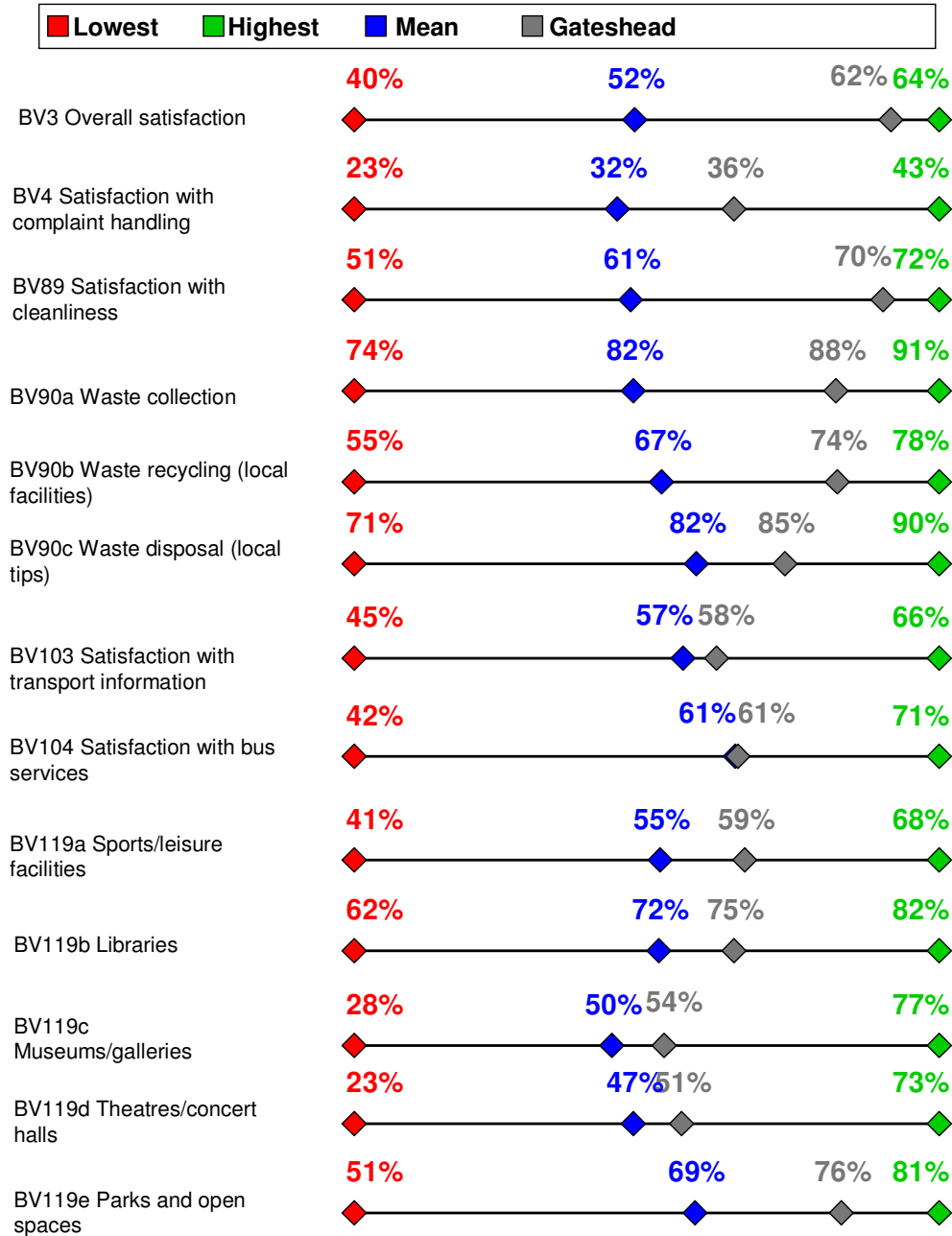
The following table provides an overview of how Gateshead Council's results rank against the other metropolitan authorities, and how, if at all, Gateshead Council's position has changed over time. Those marked in **bold** text show where the relative position is more favourable now than previously.

The overall pattern for Gateshead is of a top ten position on most scores, with particular strengths being overall satisfaction and cleanliness for which it is ranked second.

BVPI	Title	Metropolitan Authority Ranking 2003/4	Metropolitan Authority Ranking 2006/7
BV3	Overall satisfaction	3	2
BV4	Satisfaction with complaint handling	4=	6=
BV89	Satisfaction with cleanliness	4	2=
BV90A	Waste collection	1	3=
BV90B	Waste recycling (local facilities)	2=	7
BV90C	Waste disposal (local tips)	8=	7=
BV103	Satisfaction with transport information	22=	12=
BV104	Satisfaction with bus services	15=	19=
BV119A	Sports/leisure facilities	11	9
BV119B	Libraries	5=	12=
BV119C	Museums/galleries	13	13=
BV119D	Theatres/concert halls	24=	13
BV119E	Parks and open spaces	12=	8

The chart below shows the extreme (highest and lowest) scores for Metropolitan authorities, as well as the mean score for each BVPI. Gateshead Council's score is also shown in each case.

BVPIs: A Comparison with Extremes and Mean Scores for all 36 Metropolitan Authorities



Source: Ipsos MORI

Main Findings 1: Corporate Image



This section looks at how residents view Gateshead Council. Over the coming pages, we will look at:

- *Overall perceptions of the Council;*
- *More detailed aspects of image (e.g. value for money); and*
- *Views of whether the Council is doing better or worse.*

The Best Value Performance Indicator covered in this section of the report is BV3.

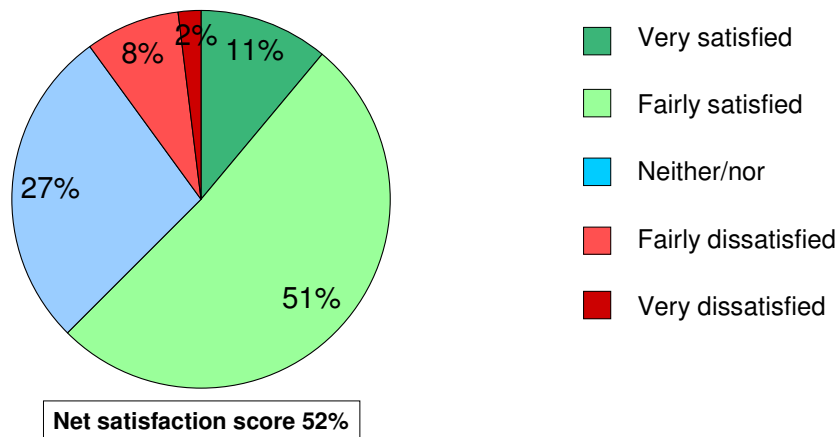
Satisfaction with Overall Service provided by the Authority (BV3)

Three in five (62%) residents are satisfied with the way Gateshead Council runs things, while just over one quarter (27%) are neutral on the issue. Only one in ten (10%) are dissatisfied.

3

Satisfaction with Gateshead

Q Taking everything into account, how satisfied or dissatisfied are you with the way the Authority runs things?



Base: All valid responses (1665)

Source: Ipsos MORI

Context

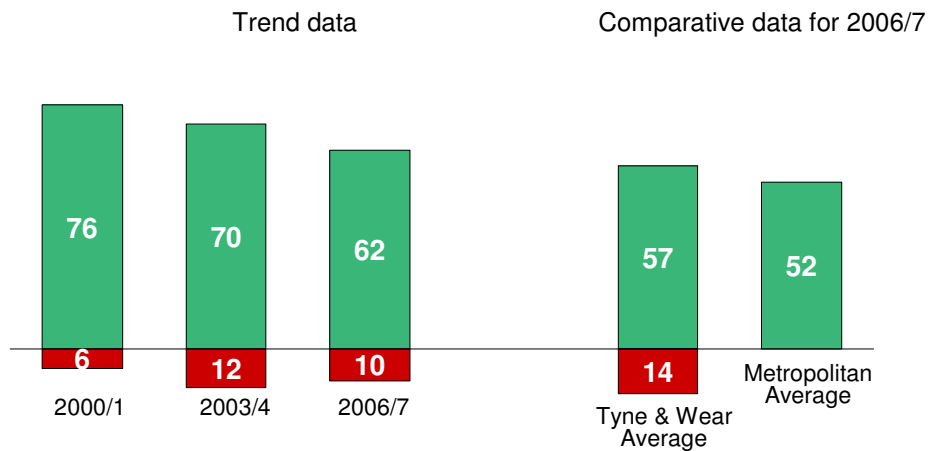
The level of satisfaction has fallen by eight percentage points since 2003/04 and 14 since 2000/01. Gateshead Council's score is, however, five percentage points above the average for authorities in the Tyne & Wear area and is the highest scoring of the five councils. It is also ranked second among the 36 metropolitan authorities and is ten points above the average for this group.

4

Satisfaction with Council: Contextual Data

Q How satisfied or dissatisfied are you with the way the Authority runs things?

■ % Satisfied ■ % Dissatisfied



Base: All valid responses (1665)

Source: Ipsos MORI

Who is Dissatisfied?

Dissatisfaction is generally higher among residents who are dissatisfied with other elements of the Council's service and activities. This is a recurring theme through the report.

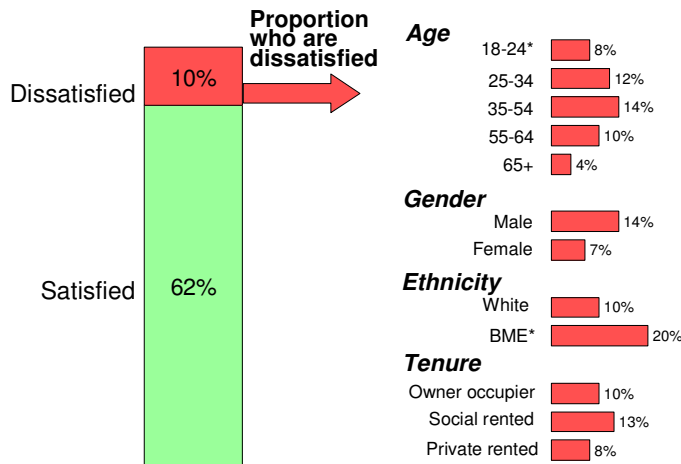
The highest levels of dissatisfaction are among those who think the Council's performance has got worse over the last three years (50%), followed by those who are dissatisfied with their local area as place to live (33%), and those who think their council does not provide value for money (27%).

The chart below shows the proportion of residents in a number of key sub-groups who are dissatisfied with the way the Authority runs things.

5

Dissatisfaction with Council: Subgroup Analysis

Q Taking everything into account, how satisfied or dissatisfied are you with the way the Authority runs things?



Base: All valid responses (1665), *small base size

Source: Ipsos MORI

Direction of Travel

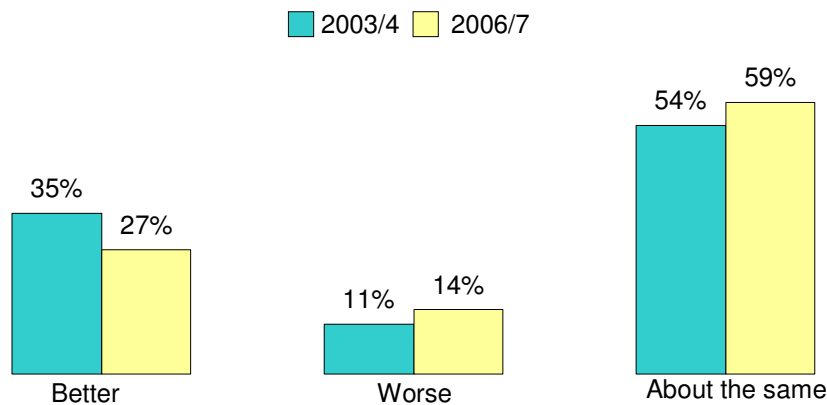
The majority (59%) of residents think that the way that Gateshead Council runs things has stayed about the same over the last three years.

Just over a quarter (27%) think it has got better, and this figure is down eight percentage points from 2003/04 (35%). Over the same period, there has been a rise of three points in the percentage of residents who think things have got worse (14%).

6

Perceived Direction of Travel

Q Thinking about the way the Authority runs things, do you think this has got better or worse over the past three years, or has it stayed the same?



Net better score 24% in 2003/4 and 13% in 2006/7

Base: All valid responses (1500)

Source: Ipsos MORI

Despite this fall, Gateshead is second among eight unitary/metropolitan authorities where we so far have data on this measure.

7

Direction of Travel: A Comparison with other Unitary/Metropolitan Authorities



Base: All valid responses in each authority

Source: Ipsos MORI

More Detailed Aspects of Council Image

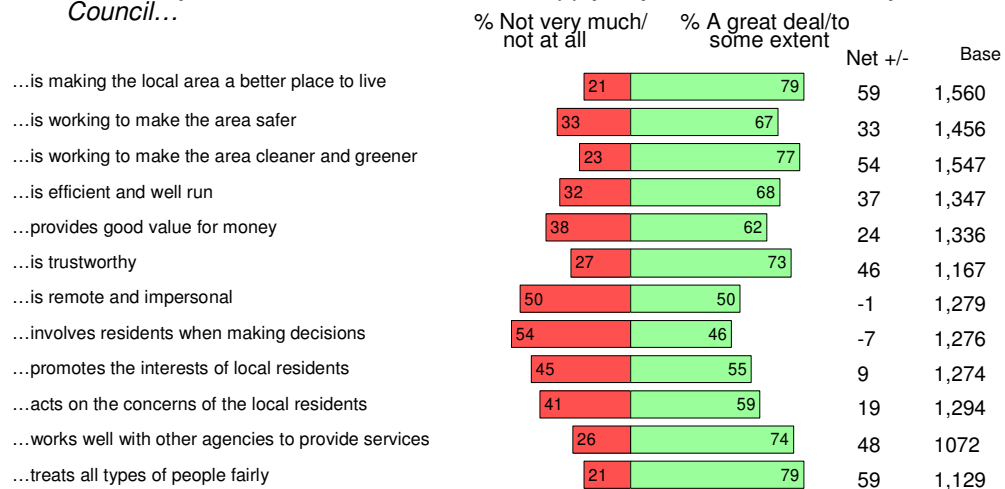
Residents in Gateshead generally have a positive image of the Council and its activities. In particular, the majority of them think that it is making the local area a better place to live (79%) and that it treats all types of people fairly (also 79%).

They are, however, less convinced about the Authority's ability to involve them in decision-making (54% say not very much or not at all) and are split equally as to whether or not the Council is remote and impersonal.

8

More Detailed Aspects of Council Image

Q Here are some things that other people have said about their Council. To what extent do you think that these statements apply to your local Council? My Council...



Base: All valid responses

Source: Ipsos MORI

More Detailed Aspects of Council Image: Comparative Data

Gateshead Council is rated comparatively highly among its residents with regards to whether or not it provides value for money and is efficient and well run.

Just over two thirds (68%) of residents think that the Authority is efficient and well run, which means that it is 12 percentage points above the average for authorities in the Tyne & Wear area.

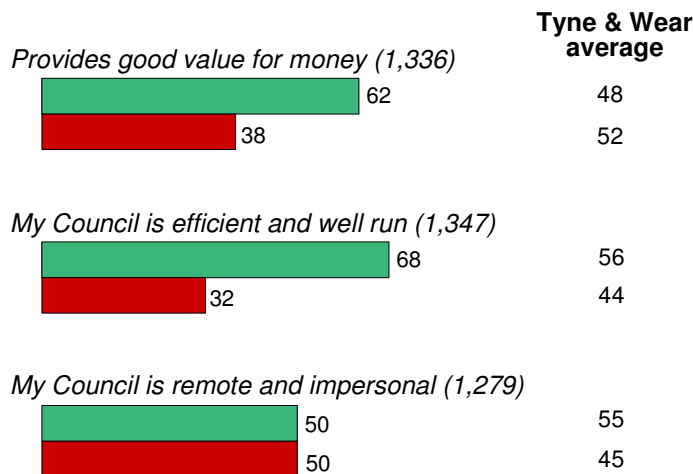
The Council also scores well on the issue of whether it provides value for money (62%) and is 14 points above the average for the Tyne & Wear authorities.

Gateshead does, however, score less well with regards to being remote and impersonal (residents are split 50/50 on this question) leaving it five percentage points below the Tyne & Wear average.

9

Aspects of Council Image: Comparative Data

Q To what extent do you think that these statements apply to your local Council? ■ % A great deal/some extent ■ % Not very much/not at all



Base: All valid responses

Source: Ipsos MORI

Main Findings 2: Communications and Contact



This chapter presents residents' views on how the authority communicates and deals with contact. More specifically, we examine:

- *Overall level of information;*
- *Level of knowledge on more detailed aspects of the authority's work);*
- *Views of whether the council is doing better or worse; and*
- *How residents feel about their experience when they contact the council (including with a complaint).*

The Best Value Performance Indicator covered in this section of the report is BV4.

Overall Level of Information

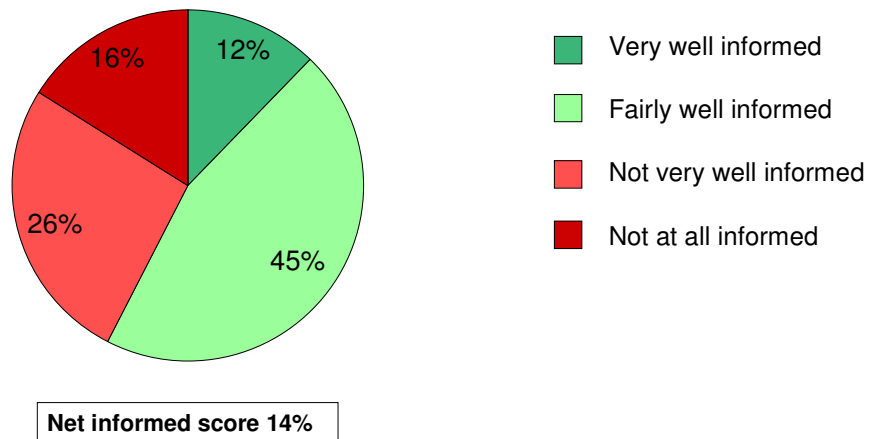
A majority (57%) of residents think that Gateshead Council keeps them well informed about the services and benefits it provides.

The proportion feeling well informed is lowest among those who are dissatisfied with the council (16%) or think that its performance has got worse over the three years (23%). It is also significantly lower among private renters (41%) and those aged 18-34 (43%).

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Keeping Residents Informed

Q Overall, how well informed do you think your Council keeps residents about the services and benefits it provides?



Base: All valid responses (1552)

Source: Ipsos MORI

Context

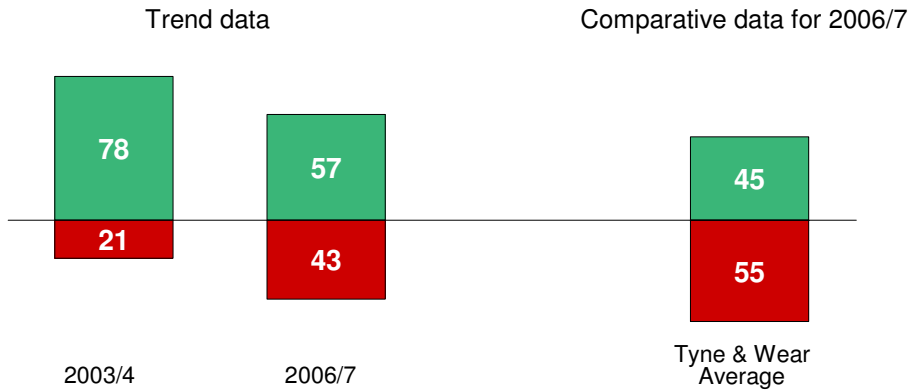
The percentage of people in Gateshead feeling well informed by the Council has fallen by 21 points since 2003/04, although its present score of 57% is 12 percentage points above the average for the Tyne & Wear area.

²¹

Keeping Residents Informed: Contextual Data

Q Overall, how well informed do you think your Council keeps residents about the services and benefits it provides?

■ % Very/fairly well informed
■ % Not very well/not at all informed



Base: All valid responses (1552)

Source: Ipsos MORI

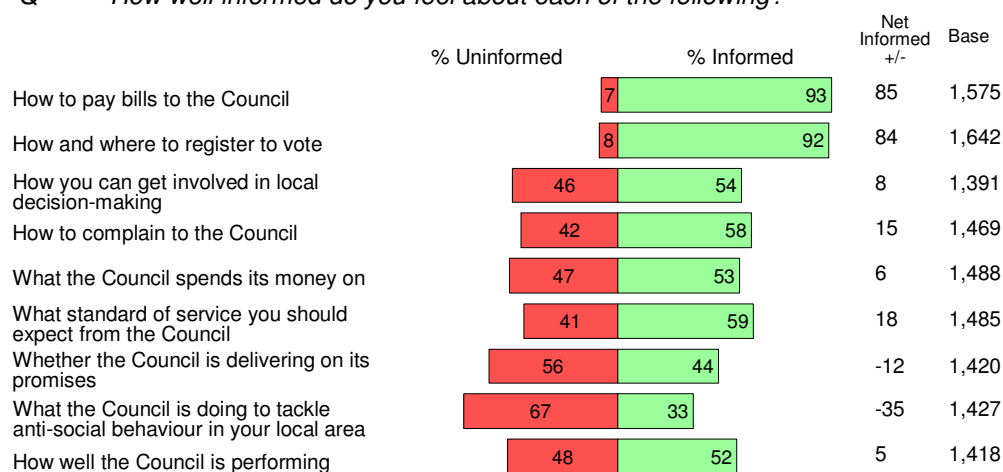
Levels of Information about Different Aspects of the Council's Work

The great majority of residents feel well informed on how to pay bills to the Council (93%) and how and where to register to vote (92%). However, the majority of residents feel uninformed about what the Council is doing to tackle anti-social behaviour in their local area (67%) and whether the Council is delivering on its promises (56%).

22

Levels of Information about Different Aspects of the Council's Work

Q How well informed do you feel about each of the following?



Base: All valid responses

Source: Ipsos MORI

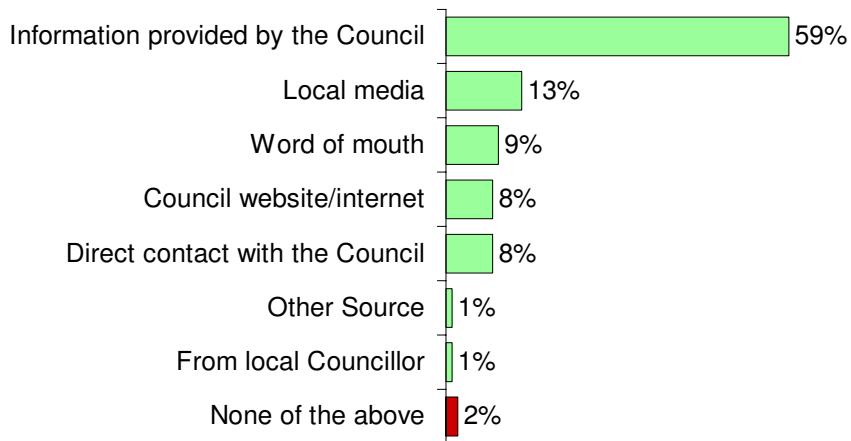
Information Sources

Most (59%) residents find out about Gateshead Council from information provided by the Authority, a very high figure in our experience. The local media (13%) is the second most common source, followed by word of mouth (9%).

23

Finding out About Gateshead

Q How do you find out about Gateshead Council?



Base: All valid responses (1494)

Source: Ipsos MORI

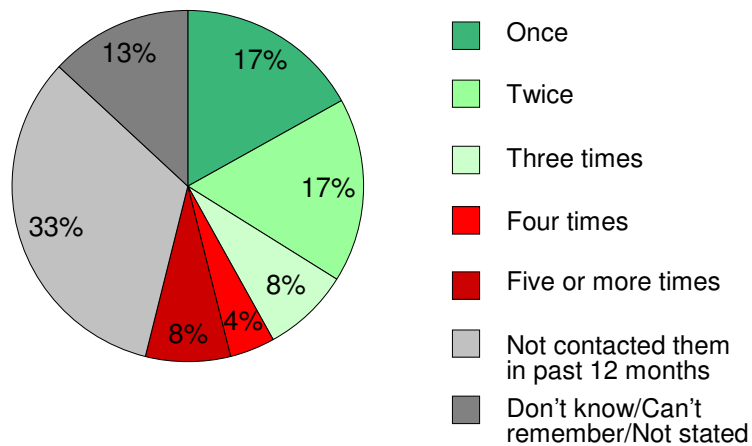
Contact and Complaints Handling

Just over half (55%) report that they have contacted the Council within the past twelve months, with 12% having done so four times or more.

Contact is most common among social renters, residents aged 18-34 and those who have lived in their local area for five years or less.

Frequency of Contact with Council

Q How many times have you contacted the Council in the past twelve months for any other reason than to make a complaint?



Base: All valid responses (1552)

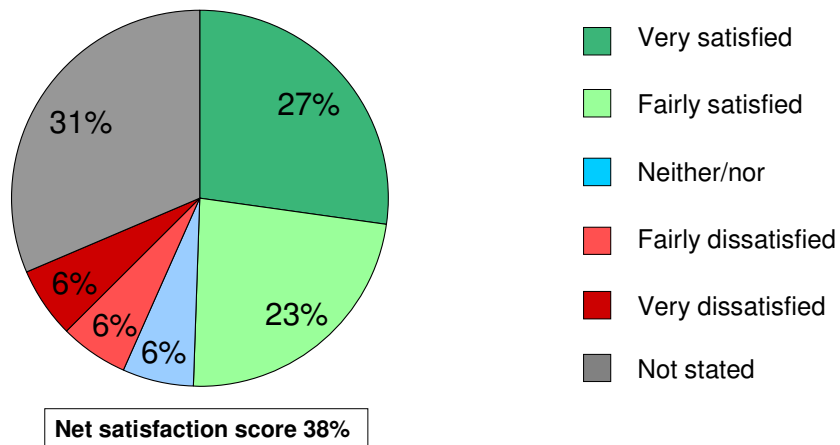
Source: Ipsos MORI

Half of residents are satisfied with the service they received last time they contacted the Council (27% are very satisfied) while over one third (37%) are neither satisfied nor dissatisfied or not stated.

The level of dissatisfaction is 12% among the general population but rises to 45% and 43% among those dissatisfied with the Council or who feel the Council's performance has got worse over the past three years. Dissatisfaction is also higher among those who have lived in the local area for five years or less (19%), while men are significantly more dissatisfied than women (15% versus 9% respectively).

Satisfaction with Contact

Q Overall, how satisfied or dissatisfied were you with the service you received the last time you made contact with the Council?



Base: All valid responses (1783)

Source: Ipsos MORI

Most residents are generally satisfied with the individual aspects of their contact with the Council when not making a complaint. Unsurprisingly, dissatisfaction with all aspects of contact is significantly higher among those dissatisfied with the Council or area, or who feel the Council's performance has got worse over the last three years.

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Contacting the Council

Q *Still thinking about your most recent contact with the Council, please indicate how satisfied or dissatisfied you were with each aspect of the service you received.*

	% Dissatisfied	% Satisfied	Net satisfaction +/-	Base
How easy it was to find the right person to deal with	15	76	62	1,086
The length of time it took to deal with the person you contacted	15	77	63	1,046
Any information you were given	15	73	58	1,030
How competent the staff were	12	78	66	1,050
How helpful the staff were	11	79	68	1,069
The final outcome	21	70	49	1,027

Base: All valid responses

Source: Ipsos MORI

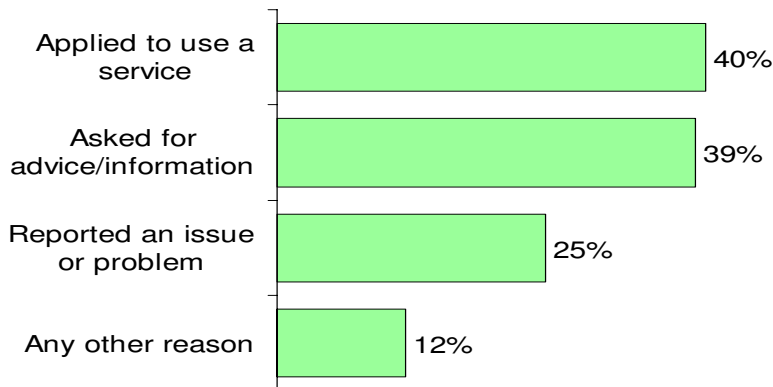
Reasons for Getting in Touch

The most common reasons for contacting the Council are to apply to use a service (mentioned by 40% - up to 52% in households with 3 adults), closely followed by asking for advice/information (39%).

25

Reason for Most Recent Contact

Q Which of these describes the reason why you made your most recent contact with the Council?



Base: All valid responses (1052)

Source: Ipsos MORI

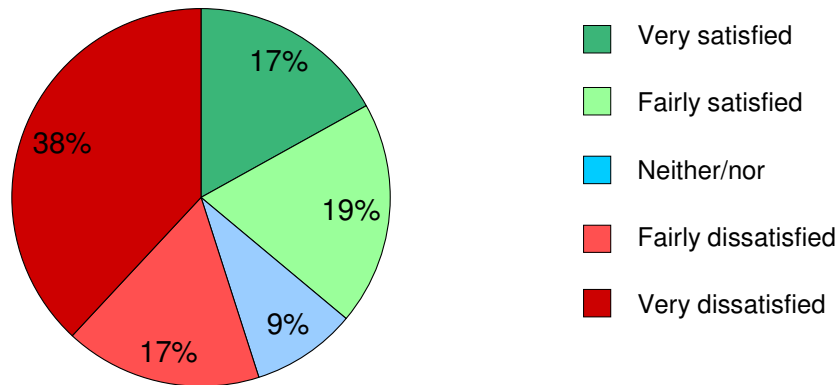
Overall Satisfaction with Complaints Handling (BV4)

Satisfaction is much lower with regards to the handling of complaints. Most (55%) residents who have made a complaint are dissatisfied with the way it was handled, of which 38% are very dissatisfied.

26

Satisfaction with Complaint Handling

Q How satisfied or dissatisfied are you with the way in which your complaint(s) was/were handled?



Net satisfaction score -19%

Base: All valid responses (356)

Source: Ipsos MORI

Overall Satisfaction with Complaints Handling: Comparative Data

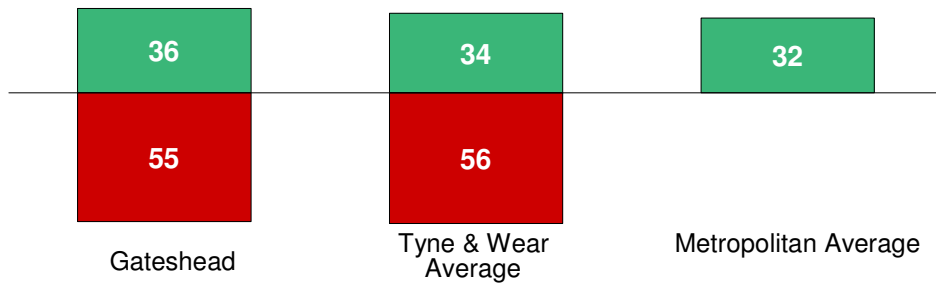
The level of satisfaction among residents who have complained to Gateshead Council is two percentage points higher than the average for the Tyne & Wear area and four higher than the Metropolitan average.

27

Satisfaction with Complaint Handling: Comparative Data

Q How satisfied or dissatisfied are you with the way in which your complaint(s) was/were handled?

■ % Satisfied ■ % Dissatisfied



Base: All valid responses (356)

Source: Ipsos MORI

Profile of those Complaining to the Council?

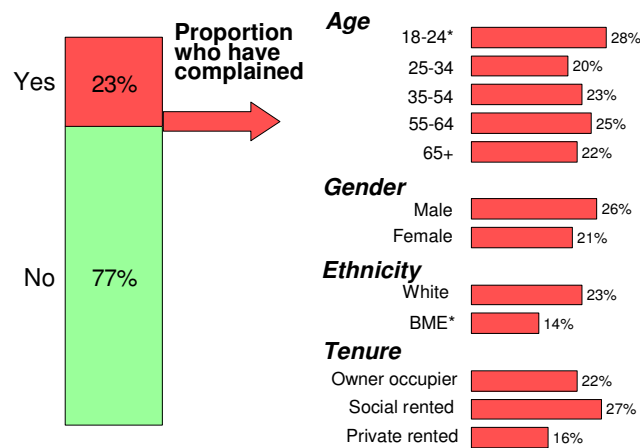
Nearly one in four (23%) residents has made a complaint to the Council in the last 12 months, with this figure rising to just over half (52%) among those dissatisfied with the Council. Residents with a disability are significantly more likely than those who do not have a disability to make a complaint to the Council (27% versus 20% respectively).

The chart below shows the proportion of residents in a number of key sub-groups who have contacted the Authority with a complaint in the last 12 months.

28

Profile of Residents who have complained

Q Have you contacted the Authority with a complaint in the last 12 months?



Base: All valid responses (1670), small base size

Source: Ipsos MORI

Main Findings 3: Life in Gateshead



This section reports on residents' views about their quality of life, focusing in particular on:

- *Priorities for improving the local area;*
- *Anti-social behaviour; and*
- *Community cohesion.*

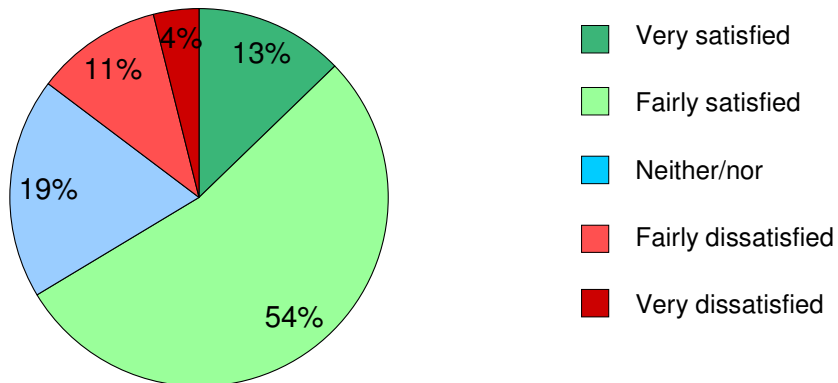
Overall Satisfaction with Area

Two thirds (66%) of residents in Gateshead Council are satisfied with their local area as a place to live (13% are very satisfied), while 15% are dissatisfied.

30

Satisfaction with the Local Area

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



Net satisfaction score 51%

Base: All valid responses (1709)

Source: Ipsos MORI

Context

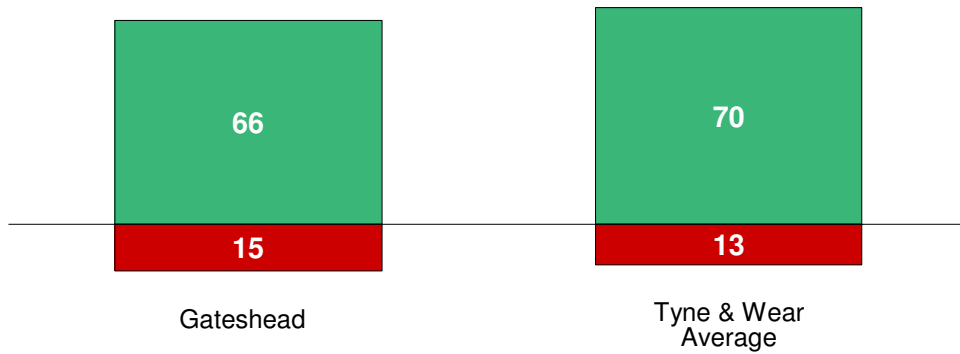
Residents' satisfaction with their local area in Gateshead is four percentage points below the average for authorities in the Tyne & Wear area.

31

Satisfaction with Area: Contextual Data

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

■ % Satisfied ■ % Dissatisfied



Base: All valid responses (1709)

Source: Ipsos MORI

Who is Dissatisfied?

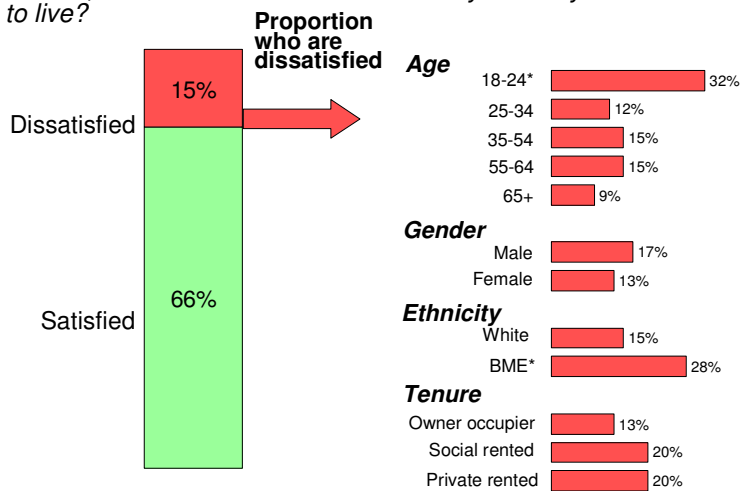
Dissatisfaction with the local area is most widespread among those residents who are also dissatisfied with the Council (49%) and those who think that the Council's performance has got worse over the last three years (39%). It is also significantly higher among those aged 18-24 (32%) and social renters (20%).

The chart below shows the proportion of residents in a number of key sub-groups who are dissatisfied with their area as a place to live.

32

Dissatisfaction with Area: Subgroup Analysis

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



Base: All valid responses (1709), *small base size

Source: Ipsos MORI

What makes somewhere a good place to live?

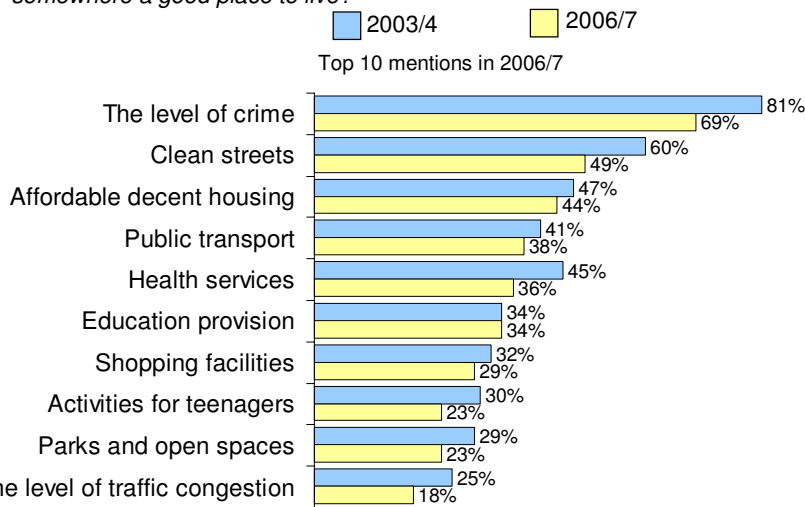
The level of crime (69%) remains the factor most frequently mentioned by Gateshead residents as being important in making somewhere a good place to live, although this is twelve points lower than in 2003/04. In fact, nine of the top ten factors have seen a reduction in mentions over this period (Education provision has remained at 34%).

There are some significant differences in the proportion of residents mentioning the level of crime. For example, it is more likely to be mentioned by those aged 18-34 (75% versus 55% of those aged 65+) and those in full-time employment (75% versus 64% of those not in full-time employment).

There are also significant differences between owner occupiers and social renters on a number of factors. For example, owner occupiers are significantly more likely than social renters to mention the level of crime (71% versus 63% respectively), health services (40% versus 32%) and education provision (39% versus 21%). In contrast, social renters are more likely to mention affordable decent housing (57% versus 39% of owner occupiers), public transport (46% versus 35%) and shopping facilities (36% versus 26%).

Most Important Factors Generally

Q Thinking generally, which if the things below would you say are most important in making somewhere a good place to live?



Base: All valid responses (1521)

Source: Ipsos MORI

What has improved in the local area?

When asked about whether aspects of their local area have got better, got worse or stayed the same, residents in Gateshead generally answer that it has stayed the same, although they are more likely to think that it has got worse rather than better (16 of the 20 aspects below have negative net scores).

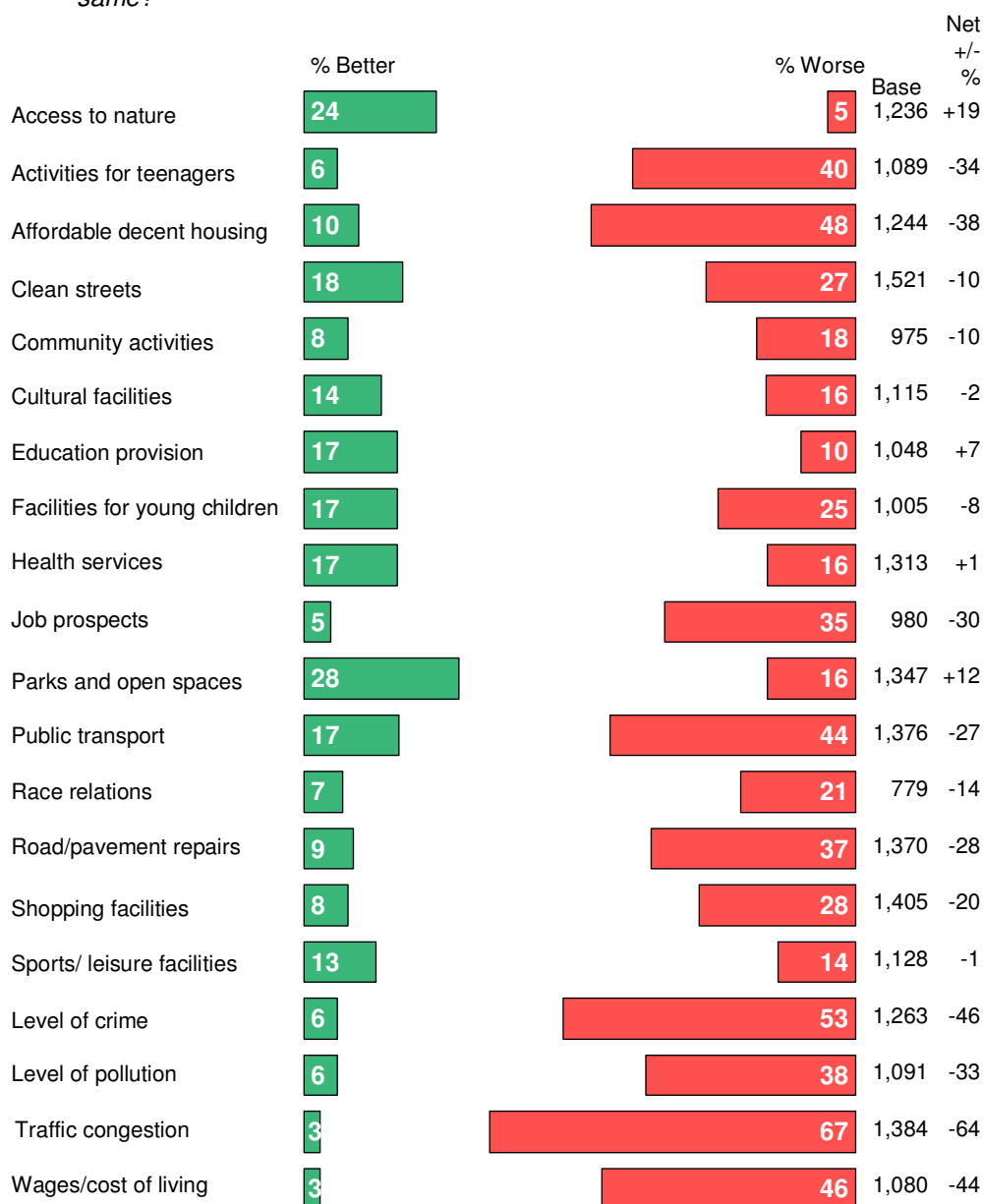
The majority of residents think that traffic congestion (67% overall - 74% and 73% among those aged 55-64 and owner occupiers) and the level of crime

(53% overall – 67% and 63% among private and social renters respectively) have got worse in the past three years.

The aspects with the highest scores both involve the open environment, namely access to nature and parks and open spaces (24% and 28% respectively).

Direction of travel for aspects of local area

Q Thinking about your local area, for each of the following things below, do you think each has got better or worse over the last three years, or has it stayed the same?



Base: All valid responses. Base sizes in column on right-hand of chart

Source: MORI

What needs to be improved?

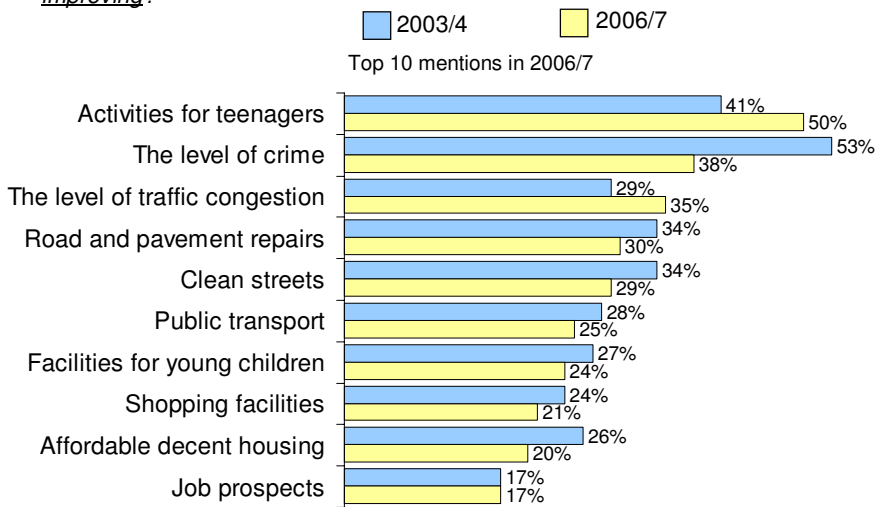
Given that the majority of residents think that the level of crime and traffic congestion have got worse over the last three years, it is unsurprising that they are among the top of mentions for what needs improving in the local area (38% and 35% respectively).

The most pressing concern among residents is, however, providing more activities for teenagers (50%). This has risen by 9 points since 2003/4 and is now the most cited priority for improvement in the local area.

35

Priorities for Improvement

Q Thinking about this local area, which of the things below, if any, do you think most need improving?



Base: All valid responses (1521)

Source: Ipsos MORI

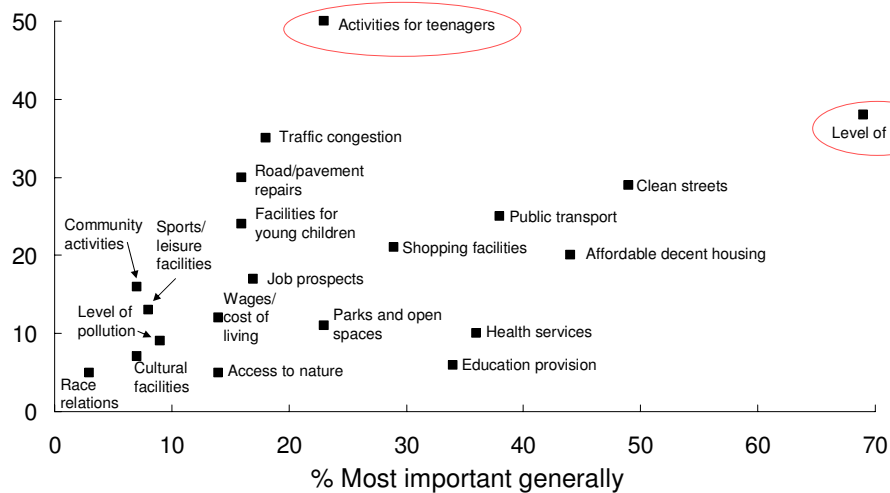
Developing priorities for quality of life

The following scatter chart looks to establish real priorities for local areas. It does so by plotting the extent to which people think aspects of life in their area need to be improved (on the vertical axis), against the extent to which they think the same things are important generally. The further to the top and right of the chart an aspect is, the more it is seen to be in need of improvement and important generally. If something is found at the top of the chart, but over to the left, then it is seen as in need of improvement locally, but not that important generally. In the case of Gateshead Council, the level of crime can perhaps be considered the greatest priority for improvement given that it is the aspect considered most important in making an area a good place to live generally, and the second highest priority for improvement. Providing activities for teenagers is also important given the high number of residents that think this needs to be improved although it features some way down their list of what is important.

36

Developing Priorities for Quality of Life

% Most need improving locally



Base: All valid responses

Source: Ipsos MORI

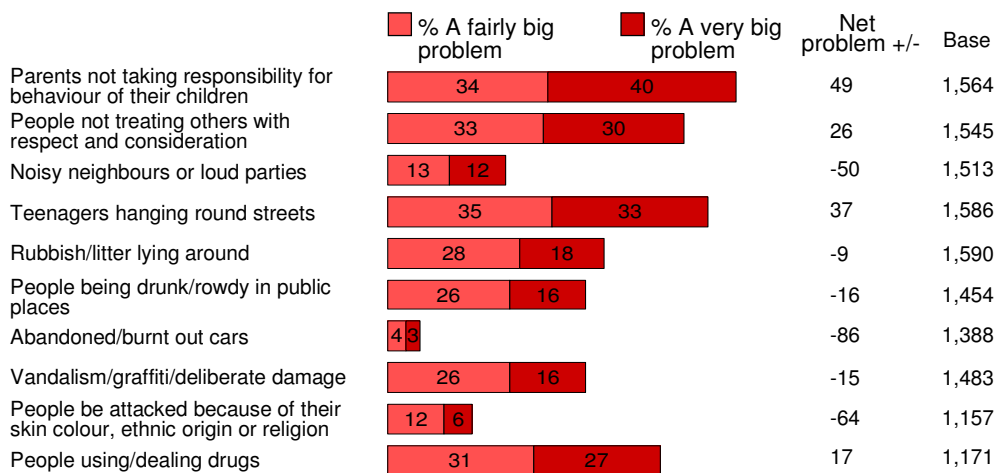
Focus on Anti-social Behaviour

The two biggest problems highlighted by residents, with regards to anti-social behaviour, are parents not taking responsibility for the behaviour of their children (75%) and teenagers hanging around on the streets (68%). These both concern the activities of teenagers which is highlighted as the area most in need of improvement.

37

Anti-social Behaviour

Q Thinking about this local area, how much of a problem do you think are...



Base: All valid responses

Source: Ipsos MORI

The following table shows how perceptions of anti-social behaviour have changed in the last three years. The largest positive shift has been seen for noisy neighbours or loud parties, while the biggest negative shift is for vandalism/graffiti/deliberate damage.

Anti-social behaviour	Consider a fairly/very big problem in area		
	2003/4 (%)	2006/7 (%)	% point change
Parents not taking responsibility for behaviour of their children	N/A	75	N/A
People not treating others with respect and consideration	N/A	63	N/A
Noisy neighbours or loud parties	19	25	6
Teenagers hanging round streets	63	68	5
Rubbish/litter lying around	39	46	7
People being drunk/rowdy in public places	53	42	-11
Abandoned/burnt out cars	20	7	-13
Vandalism/graffiti/deliberate damage	66	42	-24
People being attacked because of their skin colour, ethnic origin or religion	N/A	18	N/A
People using/dealing drugs	66	59	-7

Source: Ipsos MORI

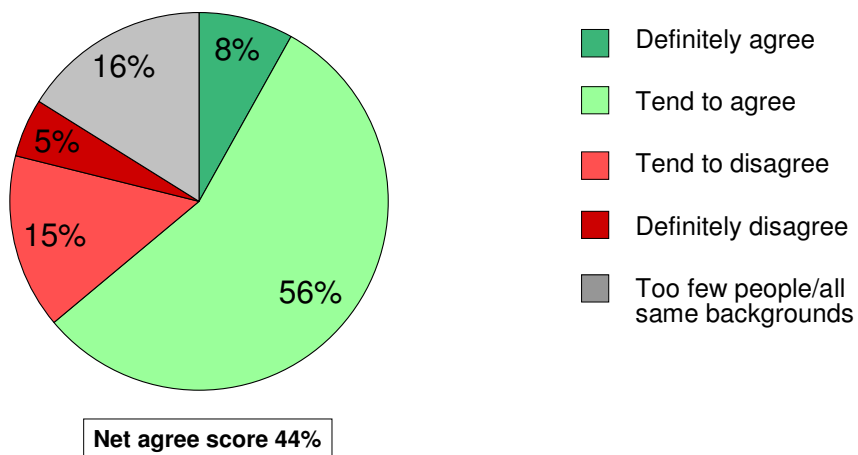
Social Cohesion

Nearly two thirds (64%) of residents agree that their local area is a place where people from different backgrounds get on well together, while one fifth (20%) disagree. One in six residents (16%) believe that there are either too few people in their local area or that it is too homogenous for there to be significant problems between people from different backgrounds, perhaps reflecting that 99% of local residents describe themselves as White.

39

Social Cohesion

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



Base: All valid responses (1223)

Source: Ipsos MORI

Who disagrees?

Disagreement is highest among those residents who are dissatisfied with their local area (42%) or think that the Council's performance has got worse over the last three years (also 42%).

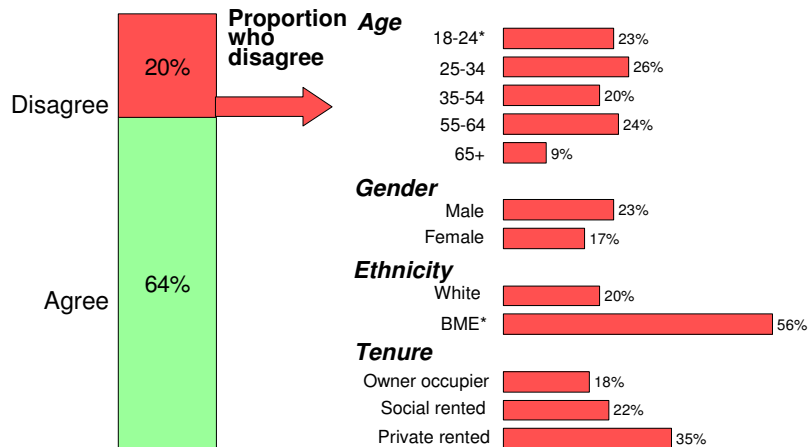
There are also significant differences in the level of disagreement on the basis of age and tenure. Those aged 18-34 are more likely to disagree than those aged 65+ (25% and 9% respectively), while private renters are almost twice as likely to disagree as owner occupiers (35% versus 18% respectively).

The chart below shows the proportion of people in a number of key sub-groups who disagree that their local area is a place where people from different backgrounds get on well together.

40

Social Cohesion: Subgroup Analysis

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



Base: All valid responses (1223), small base size*

Source: Ipsos MORI

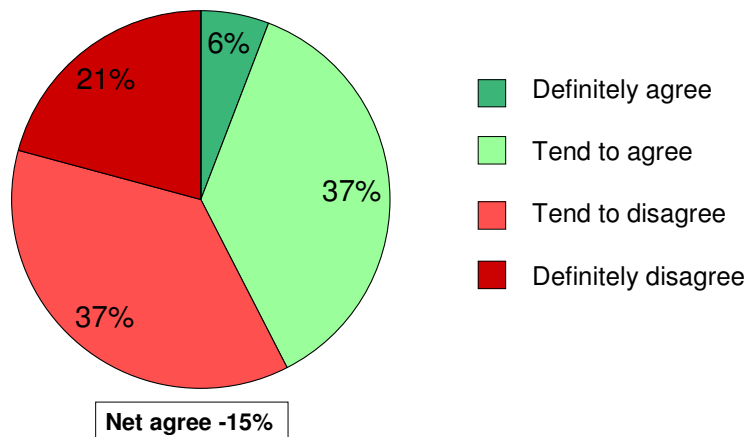
Getting Involved

Most residents (57%) disagree with the notion that they can influence decisions affecting their local area, with this figure rising to 85% among those who think that the Council's performance has got worse over the last three years. Interestingly, a slight majority (53%) of social renters think that they can influence local decision-making compared to 40% of owner occupiers.

41

Influencing Local Decisions

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



Base: All valid responses (1342)

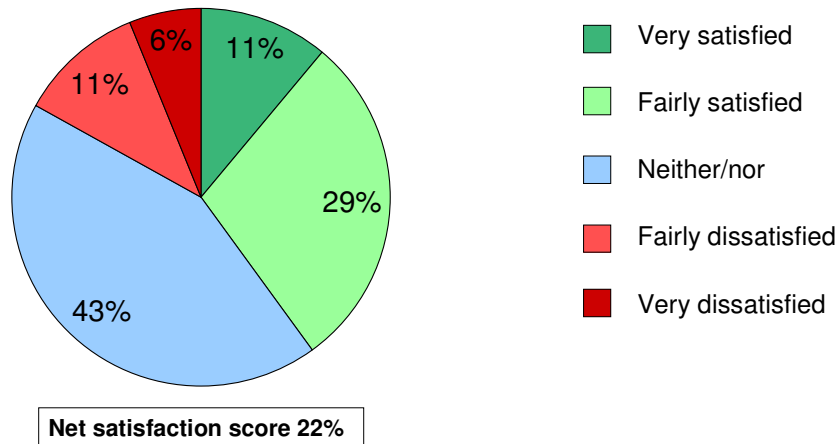
Source: Ipsos MORI

Residents are, however, more likely to be satisfied (39%) than dissatisfied (17%) with the opportunities for local decision-making provided by the Council (although they are most likely to be neutral, 43%).

42

Participation in Local Decision-making

Q Overall, how satisfied or dissatisfied are you with opportunities for participation in local decision-making provided by your Council?



Base: All valid responses (1342)

Source: Ipsos MORI

Who is Dissatisfied?

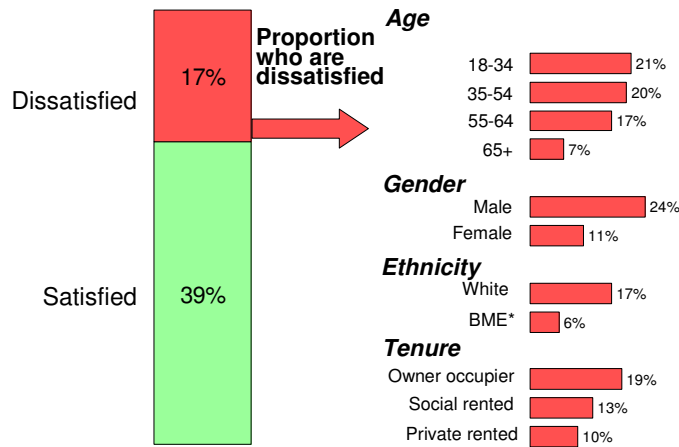
Dissatisfaction is greatest among those residents who are also dissatisfied with the council (49%) or who think that its performance has got worse over the last three years (46%).

There are also significant differences on the basis of gender and age. Men are more likely to be dissatisfied than women (24% and 11% respectively), while those aged 18-34 are more likely to be dissatisfied than those aged 65+ (21% versus 7% respectively).

43

Dissatisfaction with Opportunities for Participation: Subgroup Analysis

Q Overall, how satisfied or dissatisfied are you with opportunities for participation in local decision-making provided by your Council?



Base: All valid responses (1342), *small base size

Source: Ipsos MORI

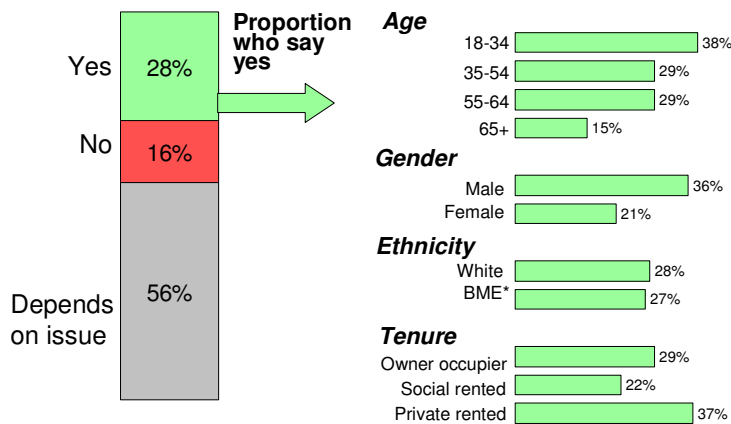
But who really wants to be more involved?

Just over a quarter (28%) of residents would like to be more involved in the decisions Gateshead Council makes that affect their local area, with this figure rising to 46% and 42% among those who are dissatisfied with the Council or think that its performance has got worse over the last three years respectively. Willingness to get involved is also significantly higher among men (36%) and those aged 18-34 (38%).

44

Which Residents want to be Involved?

Q Generally speaking, would you like to be more involved in the decisions Gateshead Council makes that affect your local area?



Base: All valid responses (1624), *small base size

Source: Ipsos MORI

Main Findings 4: Services



This section looks at a range of local authority services under four headings. These are:

- *Environmental Services;*
- *Transport;*
- *Cultural and Recreational Services; and*
- *Other Services.*

Best Value Performance Indicators covered in this section of the report are BVs 89, 90, 103, 104 and 119.

ENVIRONMENTAL SERVICES

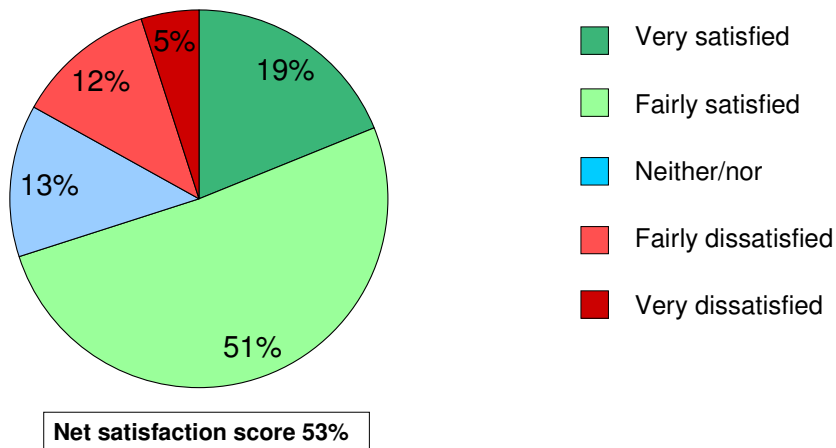
Waste and Litter Services (BV89)

The majority (70%) of residents are satisfied that Gateshead Council has kept all the open public land that is controls clear of litter and refuse. One in six residents (17%) are dissatisfied, rising to 29% and 26% among private renters and those who have lived in their local area for less five years respectively (although the highest levels of dissatisfaction remain among those dissatisfied with the Council and its performance over the last three years).

50

Keeping the Local Area Clear of Litter and Refuse

Q How satisfied or dissatisfied are you that Gateshead Council has kept this land clear of litter and refuse?



Base: All valid responses (1706)

Source: Ipsos MORI

Context

Three in five (60%) residents think that the Council's performance on this issue has stayed the same over the last three years, one quarter (24%) think that it has got better, and 15% think it has got worse.

The level of satisfaction has dropped by two percentage points since 2003/04, although Gateshead Council's score (70%) is five points above the average for the Tyne & Wear area and nine above that for Metropolitan authorities.

51

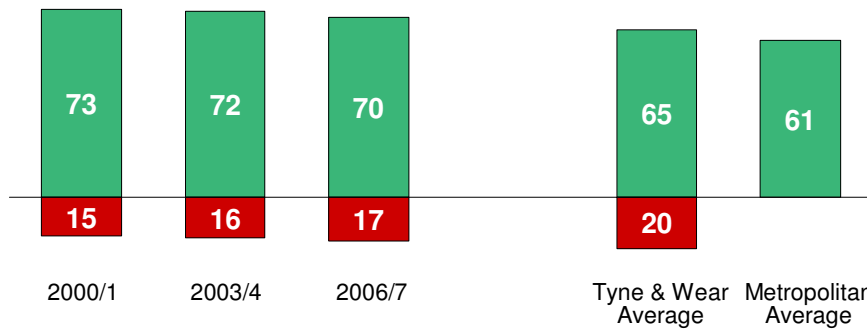
Litter and Refuse: Contextual Data

Q How satisfied or dissatisfied are you that Gateshead Council has kept this land clear of litter and refuse?

■ % Satisfied ■ % Dissatisfied

Trend data

Comparative data for 2006/7



Base: All valid responses (1706)

Source: Ipsos MORI

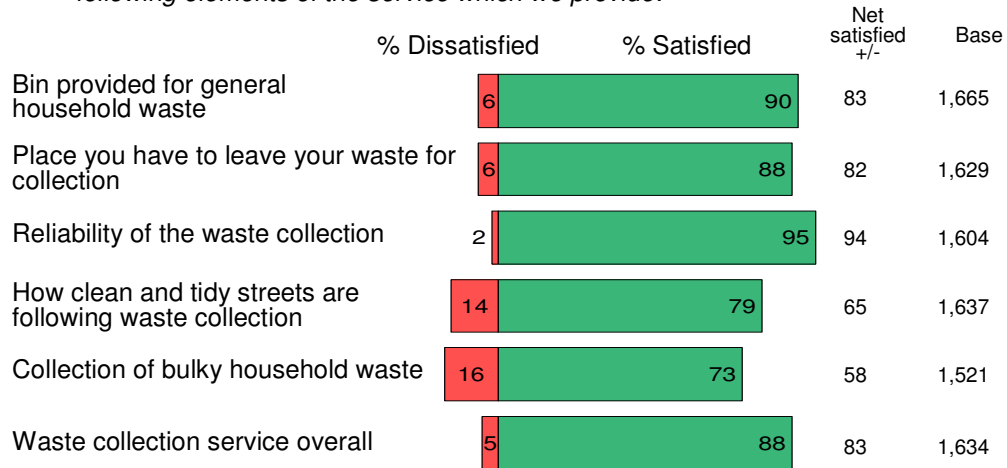
Household Waste Collection (BV90a)

Gateshead residents are generally very happy with various aspects of the waste collection service provided by the Council (net scores 58 to 94 percentage points), with 88% satisfied with the overall service.

52

Waste Collection: Detail

Q Please indicate whether you are satisfied or dissatisfied with each of the following elements of the service which we provide:



Base: All valid responses

Source: Ipsos MORI

Context

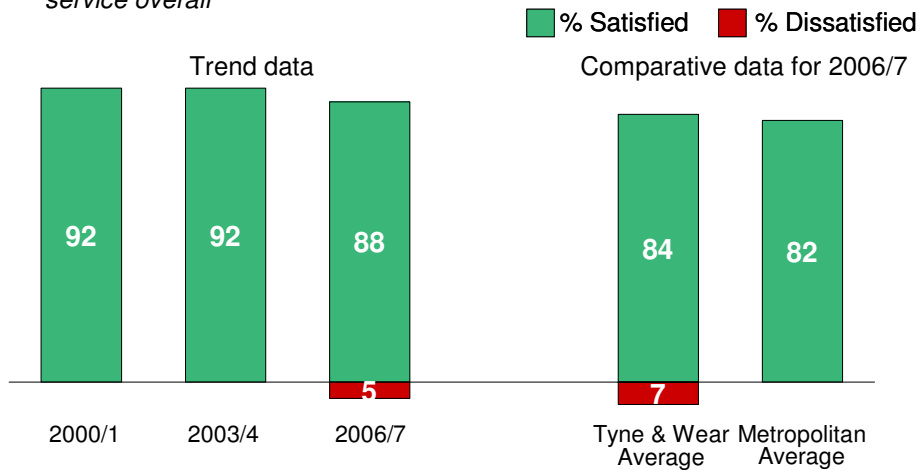
Most residents (58%) think that the service has remained the same over the last three years, although residents are much more likely to think it has got better (35%) than worse (7%).

The level of satisfaction has fallen by four percentage points since 2003/04, but Gateshead Council's score (88%) is presently four points above the average for the Tyne & Wear area and six above that for metropolitan authorities (Gateshead is the third highest ranking Metropolitan authority for this measure).

53

Waste Collection: Contextual Data

Q Please indicate whether you are satisfied or dissatisfied with each of the following elements of the service which we provide: Waste collection service overall



Base: All valid responses (1634)

Source: Ipsos MORI

Doorstep Recycling

Residents in Gateshead are also generally happy with all aspects of the doorstep recycling service offered by the Council (satisfaction for all of them is above 60%), although the containers provided for recycling are a source of dissatisfaction for nearly a third (30%) of residents. Three quarters (75%) are satisfied with the overall service.

54

Doorstep Recycling

Q Please indicate whether you are satisfied or dissatisfied with each of the following elements of the service which we provide:

	% Dissatisfied	% Satisfied	Net satisfied +/-	Base
Containers provided for items of recycling	30	62	32	1,591
The place you have to leave your items for recycling awaiting collection	14	76	62	1,545
The reliability of the collection of items for recycling	8	85	77	1,526
How clean and tidy street is following recycling collection	18	72	54	1,542
The service for the collection of items for recycling overall	13	75	63	1,557

Base: All valid responses

Source: Ipsos MORI

Context

About half (51%) of residents think that the doorstep recycling service has remained about the same over the last three years, while 42% think it has got better.

Despite this relative optimism, satisfaction has dropped by one percentage point since 2003/04, while dissatisfaction has risen by four points. Gateshead is, however, six percentage points above the averages for satisfaction for the Tyne & Wear authorities.

55

Doorstep Recycling Service: Contextual Data

Q Please indicate whether you are satisfied or dissatisfied with each of the following elements of the service which we provide: Recycling service overall



Base: All valid responses (1557)

Source: Ipsos MORI

Local Recycling Facilities (BV90b)

Satisfaction levels are also relatively high for all aspects of the local recycling facilities with satisfaction ranging from 73% to 77% (the overall score is 74%).

56

Local Recycling Facilities

Q Please indicate whether you are satisfied or dissatisfied with each of the following elements of the service which we provide:

	% Dissatisfied	% Satisfied	Net satisfied +/-	Base
Location of recycling facilities	10	75	65	1,421
Items you can deposit	13	73	59	1,418
How clean and tidy site is	7	77	69	1,339
Provision of recycling facilities overall	10	74	63	1,424

Base: All valid responses

Source: Ipsos MORI

Context

As with other waste/recycling services, most residents (in this case 57%) think that the service at local recycling facilities has remained the same over the last three years. Residents are much more likely to think that the service has got better (38%) rather than worse (five percent).

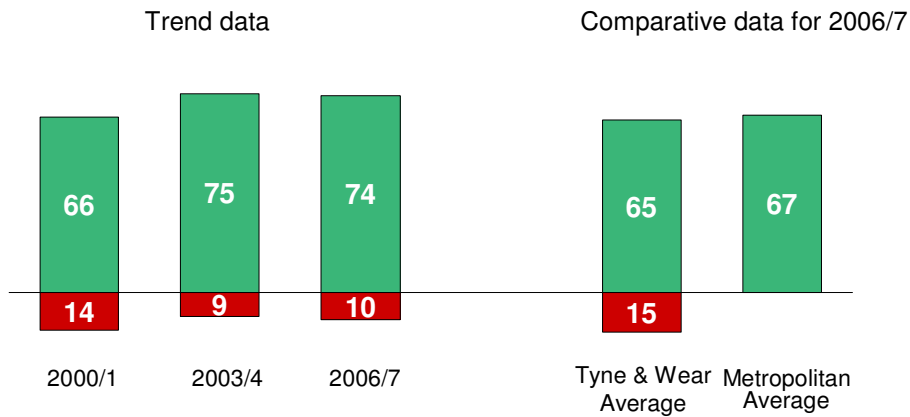
Satisfaction with the overall service has fallen slightly by one percentage point since 2003/04, although Gateshead is currently nine points above the average for the Tyne & Wear area and seven points above that for metropolitan authorities.

57

Local Recycling Facilities: Contextual Data

Q Please indicate whether you are satisfied or dissatisfied with [each of the following elements of the service which we provide:] the Recycling service overall

■ % Satisfied ■ % Dissatisfied



Base: All valid responses (1424)

Source: Ipsos MORI

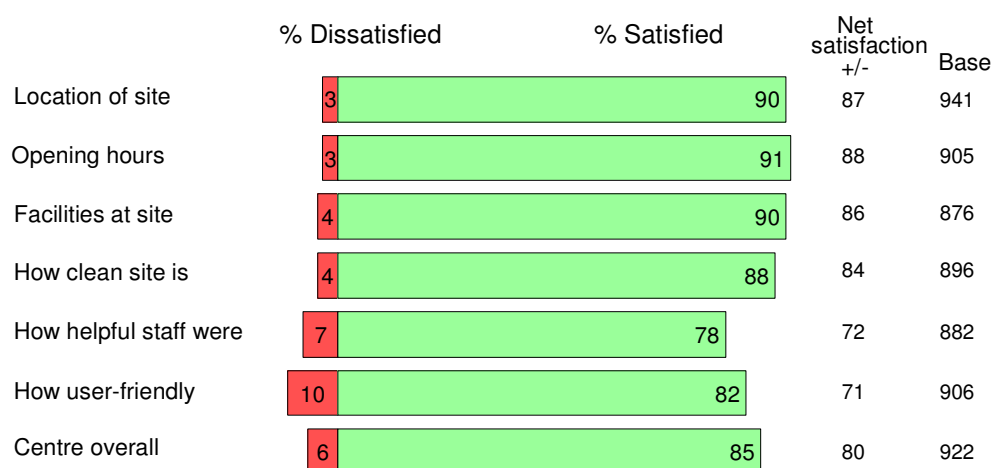
The Local Tip/Household Waste Recycling Centre (BV90c)

One of the strongest sets of satisfaction scores for Gateshead Council is for its local tip/household waste recycling centre. Satisfaction is above 75% for all aspects of the service, while the score for the overall service provided is 85%.

58

The Local Tip/Household Waste Recycling Centre

Q Please indicate whether you are satisfied or dissatisfied with each of the following elements of the service, which we provide:



Base: All valid responses

Source: Ipsos MORI

Context

Nearly two thirds (64%) of residents think that the service at Gateshead Council's local tip/household waste recycling centre has remained the same, while just over a quarter (28%) think that it has got better.

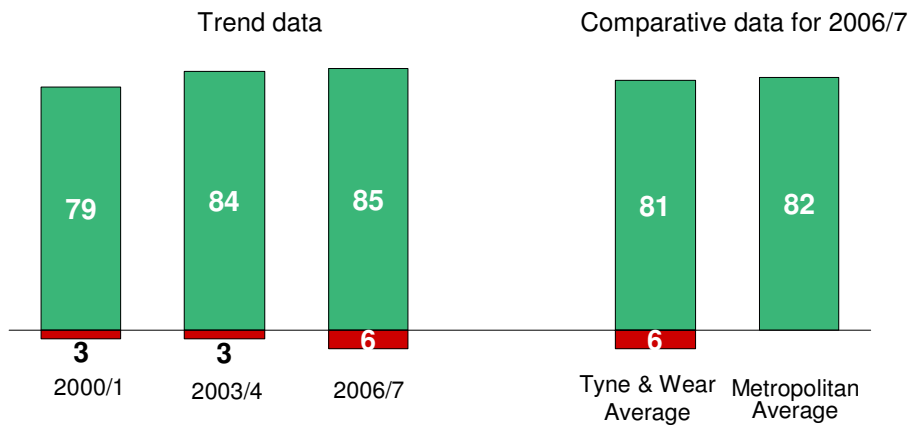
Satisfaction has risen slightly by one percentage point since 2003/04 (up six points since 2000/01), and Gateshead Council is currently four points above the average for the Tyne & Wear area and three above that for metropolitan authorities.

59

The Local Tip/Household Waste Recycling Centre: Contextual Data

Q Please indicate whether you are satisfied or dissatisfied with each of the following elements of the service which we provide: The local tip/household waste recycling centre overall

■ % Satisfied ■ % Dissatisfied



Base: All valid responses (922)

Source: Ipsos MORI

TRANSPORT

Public Transport Information (BV103)

Just over half (56%) of residents say they have seen or received any of the information provided on local transport services in the last 12 months (the remaining 44% say they have not).

Residents are generally satisfied with specific aspects of public transport information, such as its clarity (62%), accuracy (58%) and the amount provided (61%), while the level of satisfaction with the service overall is 58% (versus 25% dissatisfied).

60

Public Transport Information

Q Please indicate whether you are satisfied or dissatisfied with each of the following elements of the information on transport provided:

	% Dissatisfied	% Satisfied	Net satisfied +/-	Base
Amount of information	23	61	38	1,382
Clarity of information	21	62	41	1,320
Accuracy of information	23	58	36	1,316
Provision of public transport information overall	25	58	32	1,407

Base: All valid responses

Source: Ipsos MORI

Context

Most residents (59%) think that the provision of public transport information overall has stayed the same over the last three years, while one-in-four (25%) residents think it has got worse and one in six (16%) think it has got better. The level of satisfaction has, however, risen by eight percent since 2003/04.

Gateshead is currently two percentage points above the average for the Tyne & Wear area but one above the average for Metropolitan authorities.

61

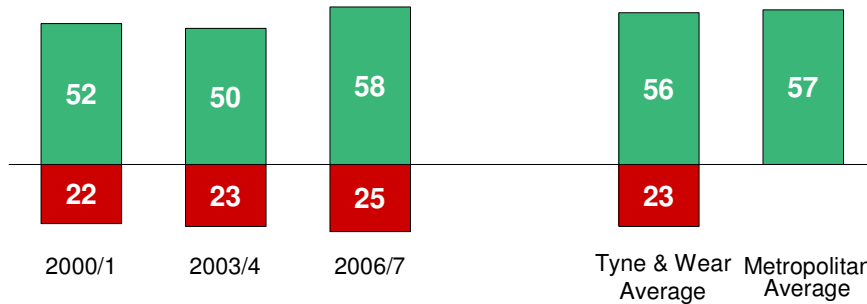
Public Transport Information: Contextual Data

Q Please indicate whether you are satisfied or dissatisfied with each of the following elements of the information on transport we provide: Provision of public transport information overall

■ % Satisfied ■ % Dissatisfied

Trend data

Comparative data for 2006/7



Base: All valid responses (1407)

Source: Ipsos MORI

The Local Bus Service (BV104)

Almost three in five (58%) residents use the local bus service at least once a week or more (32% use it almost everyday), while 17% have either not used it in the last year or never used it.

Most residents are satisfied with individual aspects of the local bus service (ranging from 55% to 84%) although it is notable that dissatisfaction is greatest with regards to the punctuality (30%) and frequency (25%) of the buses, plus the state of the bus stops (25%).

62

Local Bus Services

Q Please indicate whether you are satisfied or dissatisfied with each of the following elements of the local bus service:

	% Dissatisfied	% Satisfied	Net satisfaction +/-	Base
Frequency of buses	25	66	41	1,474
Number of bus stops	8	83	75	1,446
State of bus stops	25	62	37	1,460
Whether buses arrive on time	30	55	25	1,411
How easy to get on and off	7	84	77	1,440
Local bus service overall	25	61	36	1,474

Base: All valid responses

Source: Ipsos MORI

Context

While residents are most likely to think that the local bus service has remained about the same over the last three years (44%), they are also more likely to think that it has got worse rather than better (39% versus 17% respectively). The level of satisfaction has, however, risen by one percentage point since 2003/04.

Gateshead Council's score is currently two points below that for authorities in the Tyne & Wear area but level with the average for metropolitan authorities.

63

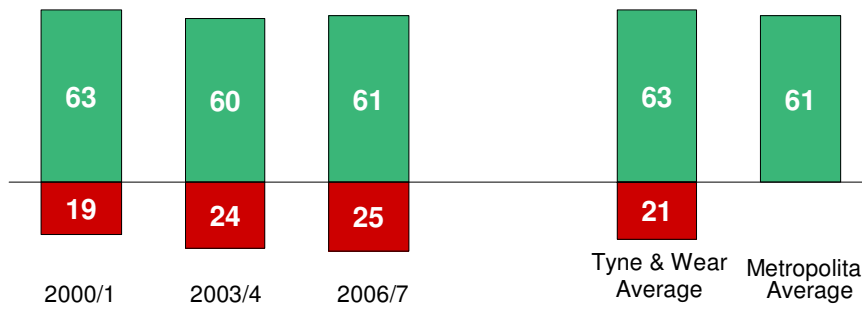
Local Bus Services: Contextual Data

Q Please indicate whether you are satisfied or dissatisfied with each of the following elements of the information on transport we provide: Local bus service overall

■ % Satisfied ■ % Dissatisfied

Trend data

Comparative data for 2006/7



Base: All valid responses (1474)

Source: Ipsos MORI

CULTURAL AND RECREATIONAL SERVICES

Among local recreational facilities, satisfaction is greatest for parks and open spaces (76%) and libraries (75%), although the net satisfaction scores for other services are all above 40% due to the large numbers of residents remaining neutral.

64

Cultural and Recreational Activities and Venues

Q Please indicate how satisfied or dissatisfied you are with each of the following services provided or supported by Gateshead Council:

	% Dissatisfied	% Satisfied	Net satisfaction +/-	Base
Sports/Leisure facilities and events	10	59	49	1,611
Libraries	6	75	69	1,676
Museums and galleries	7	54	47	1,594
Theatres/ concert halls	10	51	41	1,588
Parks and open spaces	10	76	66	1,647

Base: All valid responses

Source: Ipsos MORI

Context

Three in five (62%) residents have used the sports and leisure facilities in the last year at least, with 21% using them at least once a week or more.

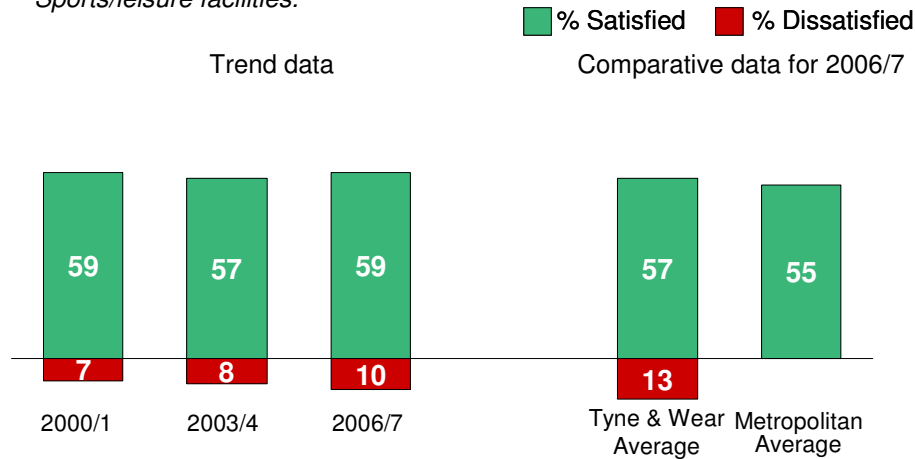
Just over three quarters (77%) of residents think they have stayed the same over the last three years, while 16% think they have got better and 8% that they have got worse.

Satisfaction has risen by two percentage points since 2003/04, but level with the score in 2000/01. Gateshead Council's score is now two percentage points above that for the Tyne & Wear area and four above the average for metropolitan authorities.

65

Sports and Leisure Facilities: Contextual Data

Q Please indicate how satisfied or dissatisfied you are with each of the following services provided or supported by Gateshead Council: Sports/leisure facilities.



Base: All valid responses (1611)

Source: Ipsos MORI

Two thirds (67%) of residents have used the libraries in the last 12 months (15% use them at least once a week or more).

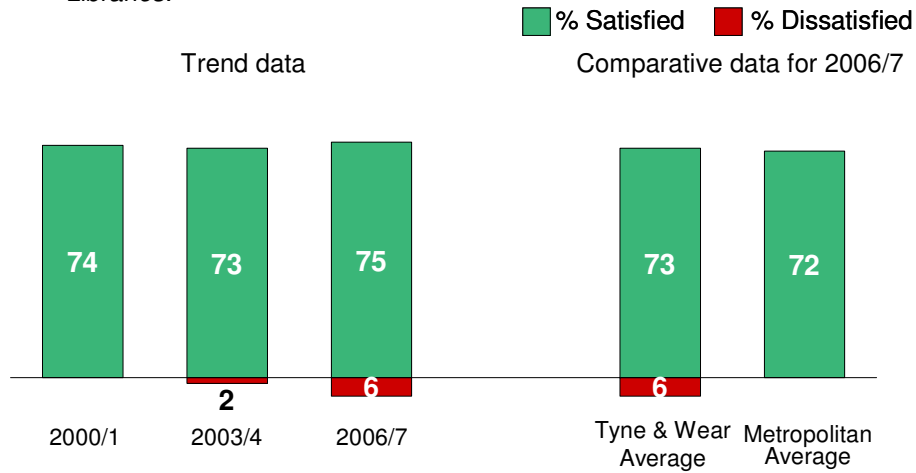
Just over three quarters (77%) of residents think they have stayed the same over the last three years, while 16% think they have got better and 7% that they have got worse.

Satisfaction has risen by two percentage points since 2003/04 and Gateshead Council is currently two points above the average for the Tyne & Wear area and three above that for metropolitan authorities.

66

Libraries: Contextual Data

Q Please indicate how satisfied or dissatisfied you are with each of the following services provided or supported by Gateshead Council: Libraries.



Base: All valid responses (1676)

Source: Ipsos MORI

Half of residents have used museums and galleries in the past 12 months, although only 12% use them at least once a month or more.

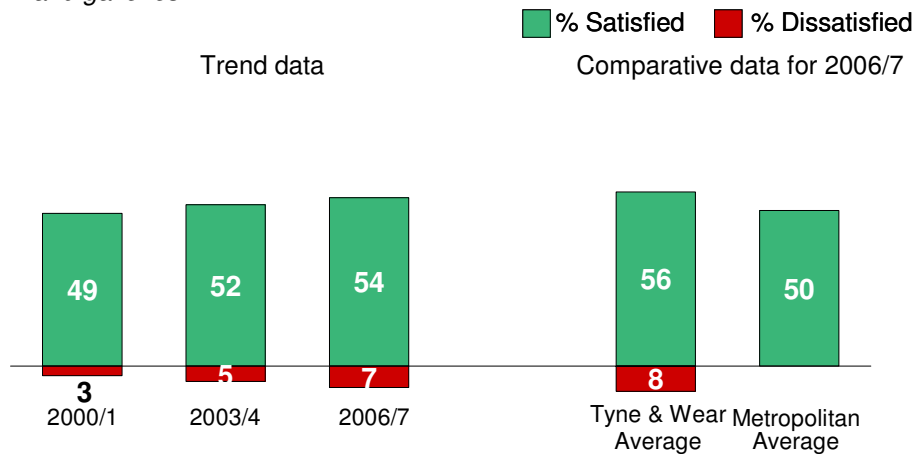
Four in five (82%) residents think that the service has stayed the same over the last three years, with 14% thinking it has got better and four percent thinking that it has got worse.

Satisfaction has risen by two percentage points since 2003/04 (up five points since 2000/01), and Gateshead Council is currently two points below the average for the Tyne & Wear area but four above that for metropolitan authorities.

67

Museums and Galleries: Contextual Data

Q Please indicate how satisfied or dissatisfied you are with each of the following services provided or supported by Gateshead Council: Museums and galleries



Base: All valid responses (1594)

Source: Ipsos MORI

Just under half (48%) of residents have used the theatres or concert halls in the last 12 months, while just over one quarter (28%) have never used them.

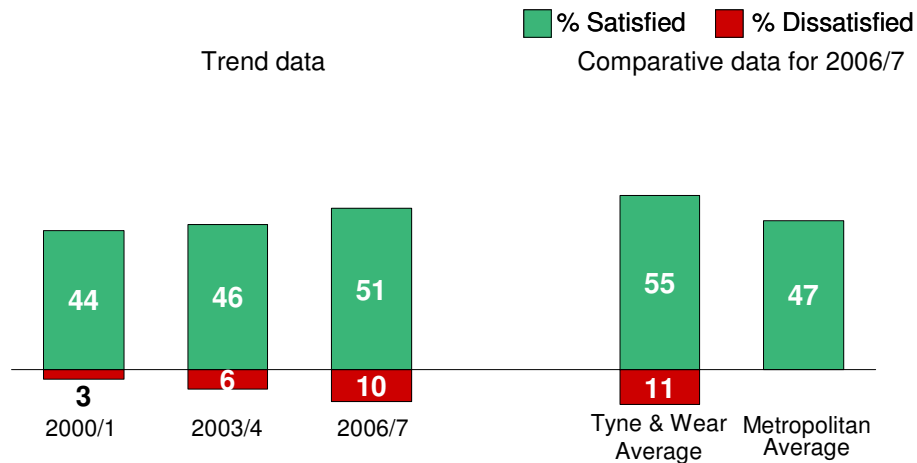
The majority (73%) of residents think that the service has stayed the same over the last three years, while 22% think it has got better and five percent think that it has got worse.

Satisfaction has risen five percentage points since 2003/04 (up seven points since 2000/01), and Gateshead Council is currently four points below average for the Tyne & Wear area but four points above average for metropolitan authorities.

68

Theatres/Concert Halls: Contextual Data

Q Please indicate how satisfied or dissatisfied you are with each of the following services provided or supported by Gateshead Council: Theatres/concert halls.



Base: All valid responses (1588)

Source: Ipsos MORI

The great majority (89%) of residents have used the parks and open spaces in the last 12 months (39% use them at least once a week or more).

Although half of residents think that parks and open spaces have stayed the same over the last three years, residents are much more likely to think they have got better (39%) rather than worse (11%).

Satisfaction has indeed risen by six percentage points since 2003/04 (up 13 points since 2000/01), and Gateshead Council is currently seven percentage points above the averages for the Tyne & Wear area and for metropolitan authorities.

69

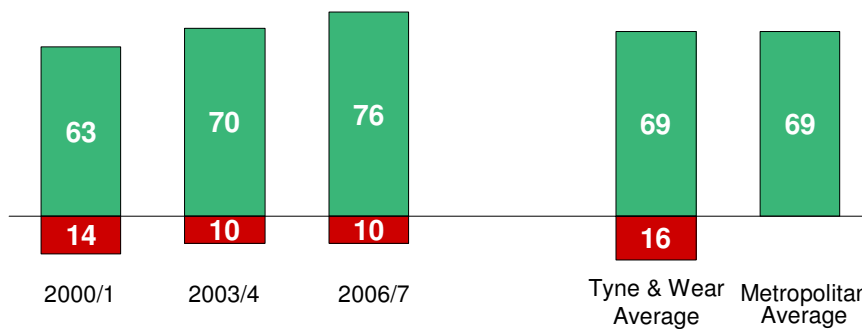
Parks and Open Spaces: Contextual Data

Q Please indicate how satisfied or dissatisfied you are with each of the following services provided or supported by Gateshead Council: Parks and open spaces.

■ % Satisfied ■ % Dissatisfied

Trend data

Comparative data for 2006/7



Base: All valid responses (1647)

Source: Ipsos MORI

OTHER SERVICES

The General User Survey also covers a number of other services. For Gateshead Council these include: Housing services; Planning services; Personal Social services; and Local Authority Education services.

For all of these services, the majority of residents (between 56% and 66%) are neither satisfied nor dissatisfied, while the others are much more likely to be satisfied rather than dissatisfied.

The reason for this neutrality of opinion is that relatively few residents use these services (49% say they have not used any of them) and non-users are less likely to have an opinion either way. As a result, levels of satisfaction and dissatisfaction are both significantly higher among residents who have used these services in the last 12 months than those who have not.

70

Other Services

Q Please indicate *how satisfied or dissatisfied* you are overall with the following services provided by Gateshead Council:

	% Dissatisfied	% Satisfied	Net satisfaction +/-	Base
Housing Services	9	34	25	1,638
Planning Services	10	29	19	1,573
Personal Social Services	6	27	21	1,605
Local Authority Education Service	6	38	32	1,571

Base: All valid responses

Source: Ipsos MORI

Context

Overall, one third (34%) of residents are satisfied with housing services, which represents a three percentage point fall since 2003/04 (down seven points since 2000/01). Despite this drop in satisfaction, Gateshead Council is in line with the average for the Tyne & Wear area authorities.

One quarter (24%) of residents have used the housing services in Gateshead in the last 12 months, and both satisfaction and dissatisfaction are significantly higher among this group (61% and 22% respectively).

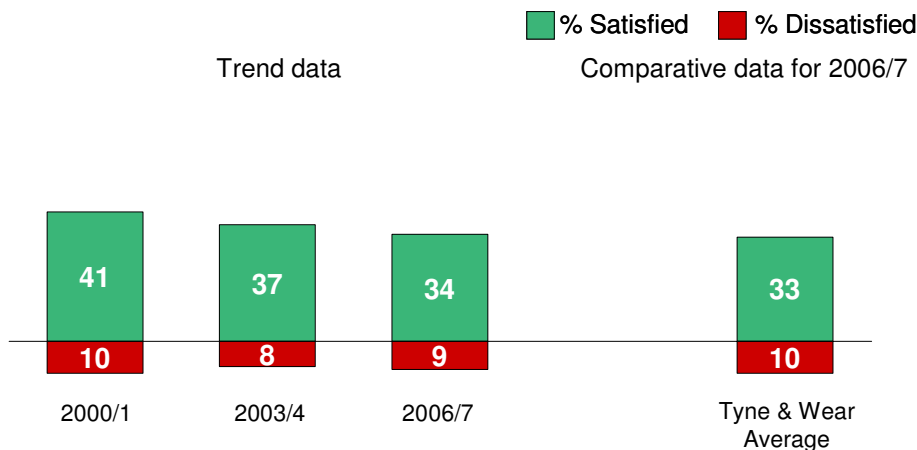
Satisfaction is highest among social renters (68%), the group most likely to describe themselves as users of the service (63%).

Use of housing services in Gateshead is also significantly higher among those who are dissatisfied with the Council (35%) or the local area as a place to live (also 35), and households where there is only one adult (34%).

71

Housing Services: Contextual Data

Q Please indicate *how satisfied or dissatisfied* you are overall with the following services provided by Gateshead Council: Housing services



Base: All valid responses (1638)

Source: Ipsos MORI

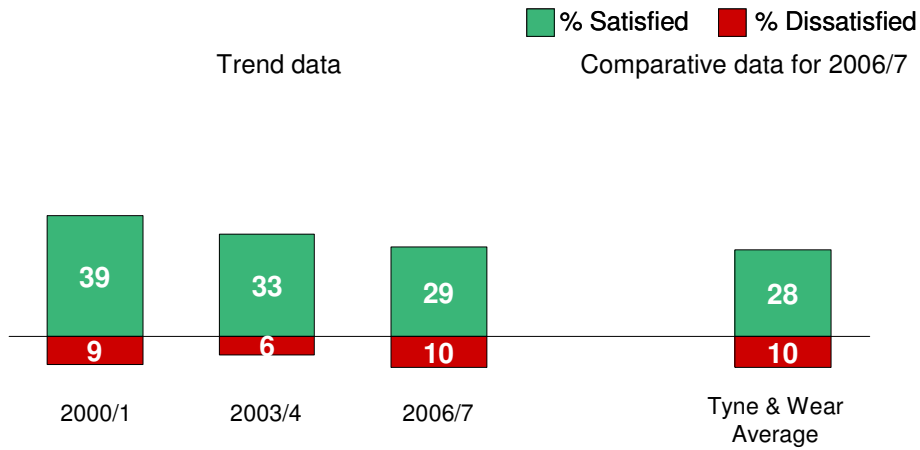
Overall satisfaction with planning services has fallen by four percentage points since 2003/04 (ten percent down since 2000/01) to 29%, but Gateshead Council is currently in line with the average for the Tyne & Wear authorities.

Only 12% of residents say they have used the planning services in the last 12 months, with the levels of satisfaction and dissatisfaction among this group being 53% and 32% respectively. Use of the planning services is highest among those residents who think that the Council's performance has got worse over the last three years (23%).

72

Planning Services: Contextual Data

Q Please indicate how satisfied or dissatisfied you are overall with the following services provided by Gateshead Council: Planning services



Base: All valid responses (1573)

Source: Ipsos MORI

Satisfaction with personal social services has fallen by ten percentage points since 2003/04 (down 21 points since 2000/01) to 27%, although dissatisfaction has barely changed over the last six years. Gateshead Council is in line with the average for the Tyne & Wear authorities.

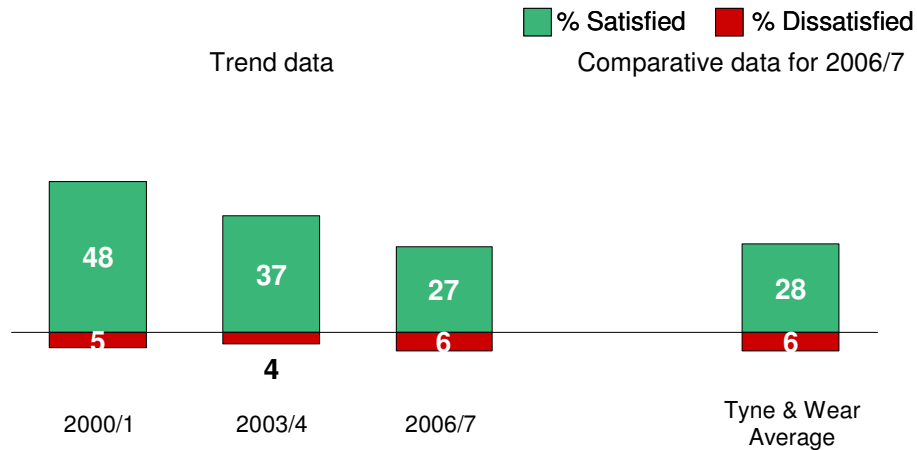
One in seven (14%) Gateshead residents have used personal social services in the last 12 months. As already mentioned, satisfaction and dissatisfaction are significantly higher among users (59% and 22% respectively).

Use of personal social services increases with age (7% of those aged 18-34 compared to 13% of those aged 35-54 and 22% of those aged 65+), and is significantly higher among those residents with a disability (21%).

73

Personal Social Services: Contextual Data

Q Please indicate how satisfied or dissatisfied you are overall with the following services provided by Gateshead Council: Personal social services



Base: All valid responses (1605)

Source: Ipsos MORI

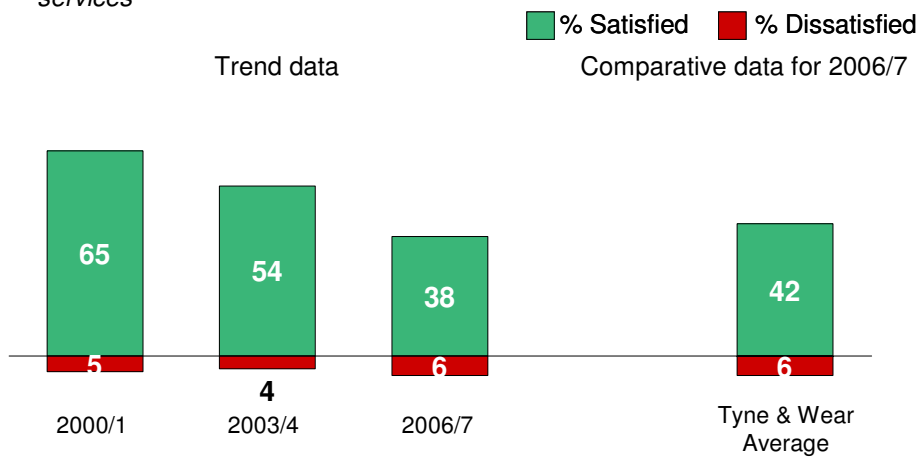
Overall, satisfaction with Education services has fallen by 16 percentage points since 2003/04 (down 27 points since 2000/01) to 38%, although, as with personal social services, dissatisfaction has barely changed over the last six years. Gateshead Council is currently four percentage points below the average for the Tyne & Wear area authorities.

One fifth (20%) of residents have used the Local Authority education service in the last 12 months, with satisfaction and dissatisfaction among this group standing at 68% and 11% respectively. Usage is highest amongst those residents aged 35-54 (the age group most likely to have school age children).

75

Local Authority Education Services: Contextual Data

Q Please indicate *how satisfied or dissatisfied* you are overall with the following services provided by Gateshead Council: Local authority education services



Base: All valid responses (1571)

Source: Ipsos MORI

National Context



Current Themes in Local Government

In this section, we outline some of the recent themes that Ipsos MORI has observed in its work on the BVPI surveys and for local government more generally. The 2006 BVPI General User Surveys present us with a powerful source of data on residents' views on a wide array of issues. The uniform methodology does have its critics and all the surveys suffer from the self-selection present in postal research of this kind, but now that the weighting scheme used in 2006/7 is the same as that used in 2003/4, we have for the first time an excellent opportunity to examine how perceptions of local authorities have changed across time³ where comparable approaches have been used each time. The size of the dataset means that there is extensive scope to conduct comparative analysis by authority type, as well as by geography, and other area-based characteristics. Please let us know if you would like any further details on any of these themes, or would like copies of any of the reports mentioned.

Ratings of Individual Services: A Picture of Improvement

BVPI results for upper and single tier authorities point to some strong advances in service satisfaction, and more rises than falls; a finding made all the more impressive because some local government services, such as libraries and refuse collection, are already among the best regarded in the country. Showing the effects of investment in the *Cleaner, Greener, Safer* agenda, there have been some noticeable improvements at the aggregate level for cleanliness standards and parks and open spaces (up by 9 and 2 percentage points respectively). Reflecting wider availability and improvement scores for local recycling facilities have also seen a marked improvement (recording an increase of 5 percentage points). Results also show a public more confident in library, sports and leisure facilities in 2006/7, with satisfaction up.

Overall Reputation: taking the Plaudits?

So does higher service satisfaction filter through into an improved corporate reputation? Sadly not. But looking at the national BVPI data in the aggregate, there is some good news. Between 2000/1 and 2003/4 there was a decline of 10 percentage points, from 65% to 55%. This time, however, there has been a dramatic slowing in the fall for top and single tier authorities, with overall satisfaction down 2 percentage points to 51%. This decline also masks the effects of a change of methodology (and subsequently large falls) for a handful of top tier authorities who did face-to-face surveys last time, as well as an encouraging improvement of 2 percentage points among London Boroughs.

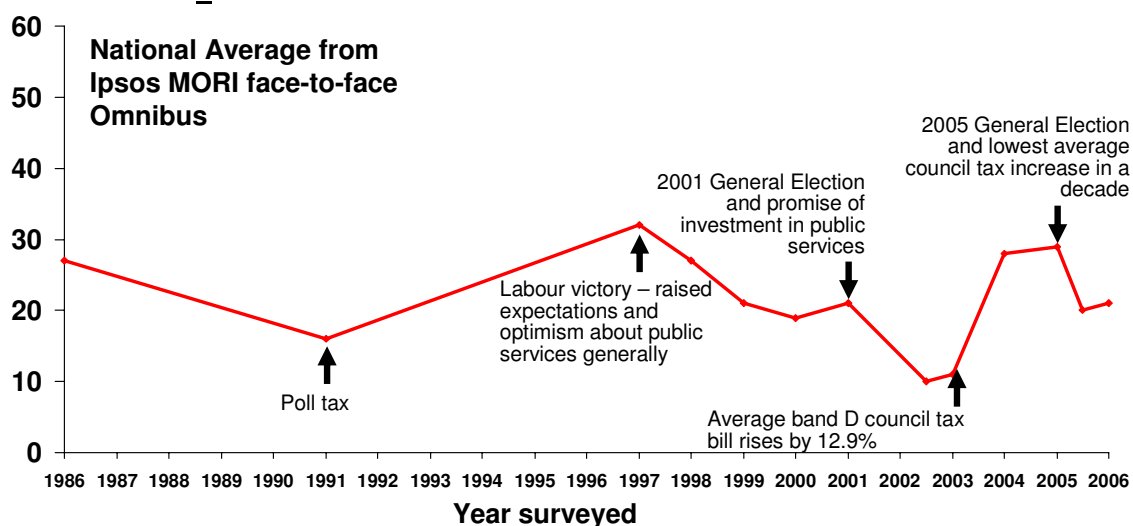
³ In 2000/1 data was not weighted centrally by DCLG or its contractors, but by local authorities themselves.

This trend broadly follows the pattern seen in our face-to-face Omnibus tracking research over recent years at the national level. When looking at the chart below it should be remembered that the scores shown are net satisfaction scores (derived by subtracting negative from positive opinion), and are therefore prone to larger fluctuations than we see when we just look at satisfaction (as we do with the Best Value Performance Indicators). Also, we do not ask about named authorities, but rather *'your local council'* which tends to produce less positive findings.

Satisfaction with Local Government – Trend Data

Q How satisfied or dissatisfied are you with the way your "local council" runs things?

Net satisfaction $\pm\%$



N.B. Scores using c.2,000 GB Adults

Source: Ipsos MORI

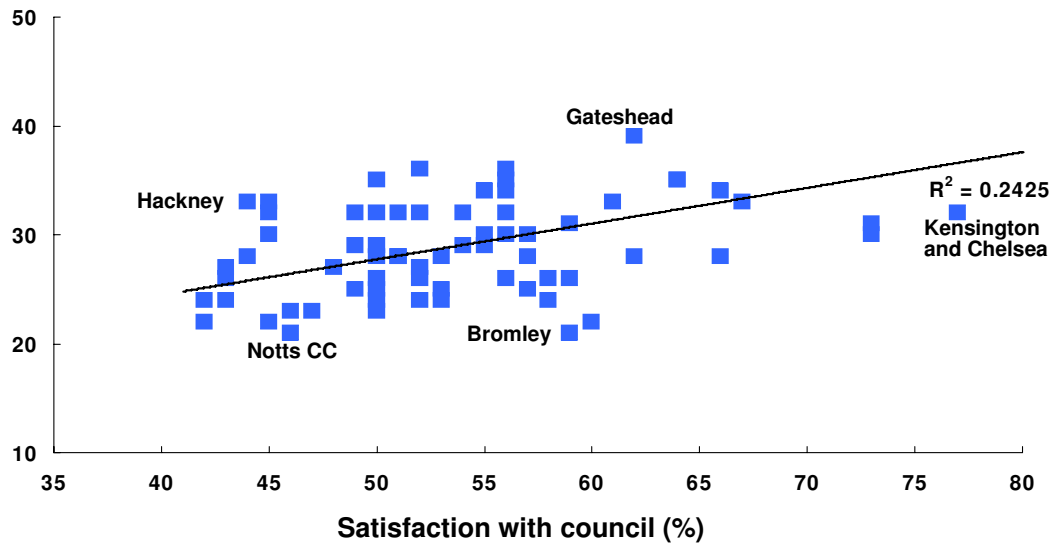
Data collected outside of the BVPI survey programme does imply a drop between 2001 and 2003, but latterly we have seen more volatility. However, despite a round of council tax rises much closer to the rate of inflation than we have seen for a number of years, our recent quarterly tracking work on the reputation of councils for the Local Government Association shows that it is extremely difficult to turn around perceptions in this area, particularly in the face of hostile media coverage, and the fact that council tax rates remain markedly higher than in the 1990s. This is reinforced through the BVPI returns we have seen so far, which show that in all but a few authorities that value for money is the image attribute on which views are most negative.

User Engagement and Participation

Greater user engagement and participation in decision making is one of the key policy strands in the Local Government White Paper. Some local authorities are already doing great work in this direction, and one of the early messages emerging from Communities and Local Government about the single and upper tier results is that there is - potentially for the first time - a link between satisfaction with opportunities to get involved in local decisions and overall satisfaction with authorities.

Opportunities for Participation and Satisfaction with Council

Satisfied with opportunities for participation (%)



Base: BVPI 2006 (70 District, County and Unitary Authorities)

Source: Ipsos MORI

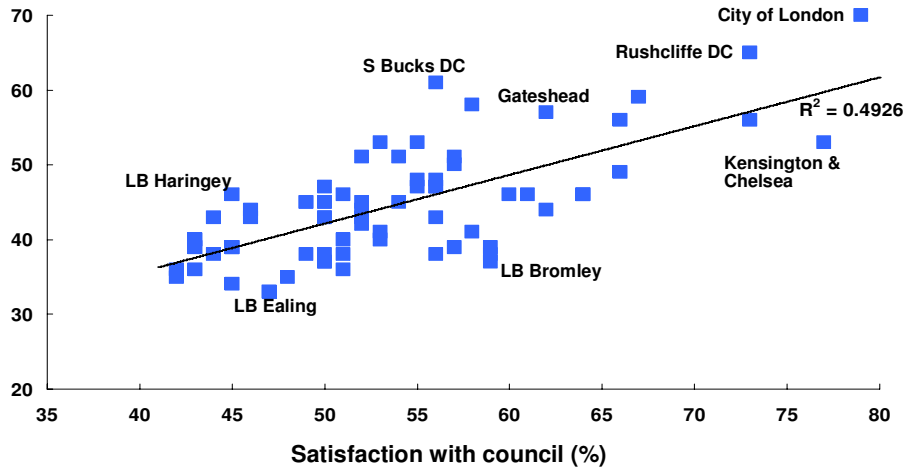
The link is, however, weaker than that for better communications. Irrespective of the impact on the ground of participation initiatives so far, the general thrust from government is for more! Authorities need to draw on emerging best practice to understand how and when the different consultation and research tools should be applied in different contexts. Our recent report *'Ingredients for Community Engagement: The Civic Pioneer Experience'*, as well as other work on community engagement can be found at www.ipsos-mori.com/participation.

What Value Communications?

Using the data released so far, fewer consider that they are being kept well informed about the activities of local government in 2006/7. The proportion of BVPI General Survey respondents saying that they are kept informed has fallen from 51% to 42% between 2003/4 and 2006/7 (The figure in Gateshead is 57%). This is disappointing in some ways and may potentially explain the lack of improvement in overall satisfaction.

Feeling Informed and Satisfaction with Council

Feel informed by Council about services and benefits it provides (%)



Base: BVPI 2006 (70 District, County and Unitary Authorities)

Source: Ipsos MORI

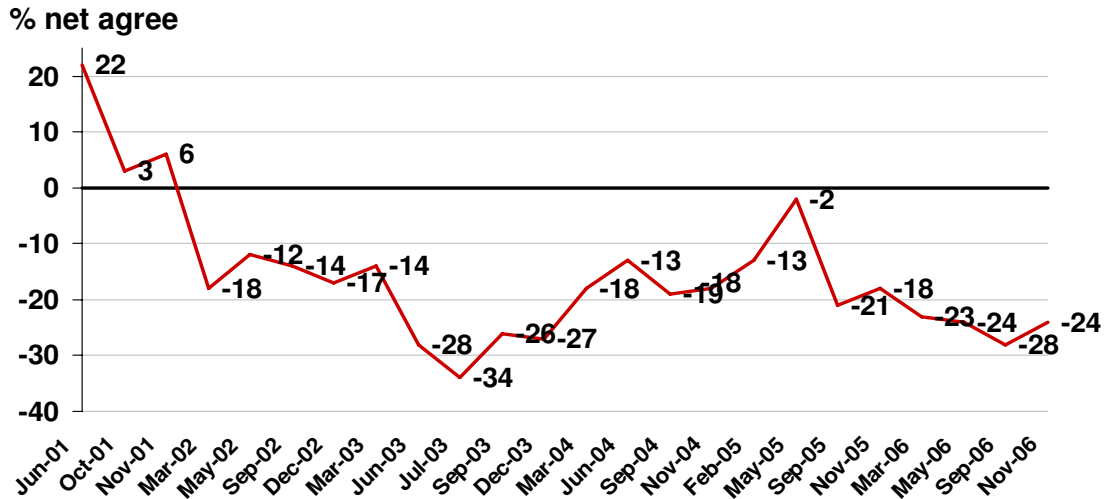
However, the correlation between overall satisfaction with local government is still stronger for communications than it is for involvement. Analysis carried out so far indicates that those authorities who consistently communicate their message are better regarded by residents than those where levels of information are perceived to be lower. Given that good communications are an initial and valuable step towards securing higher levels of participation, it can be argued that authorities with good scores are well placed to motivate and engage with the public. For more information on communications and the LGA's' reputation campaign, please visit www.campaigns.lga.gov.uk/reputation/home.

The Impact of General Attitudes to Government and Public Services

Evidence from the Ipsos MORI Delivery Index (www.ipsos-mori.com/polls) shows increasing pessimism about improvements in key services at the national level. Looking at public services generally, the net agree (agreement minus disagreement) figure for the statement "In the long term, this government's policies will improve the state of Britain's public services" stands at -24 percentage points, after a post-election high of -2 percentage points in May 2005.

Evidence from the Ipsos MORI Delivery Index: The Public are Increasingly Sceptical about Public Services

Q Do you agree or disagree... "In the long term, this government's policies will improve the state of Britain's Public Services"



Base: c.1,000 British Adults

Source: Ipsos MORI

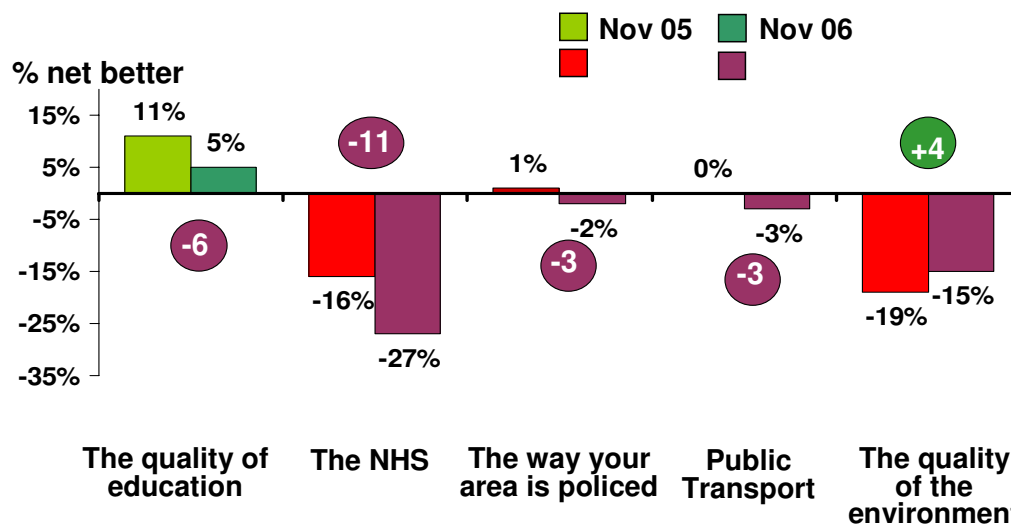
This fall can be attributed in part to rising expectations of public services generally - the proportion saying that their experience falls short of their expectations rose from 40% to 51% from 1998 to 2004⁴ - but also to some extent by their views of the Government which have also fallen since 2003. Our broader analysis shows a faint (10%-13%), although by no means dismissible, correlation between this and the public's views of local authorities.

The public do differentiate between key service areas, however, with education generally seen as more of a success than other priority areas. But the broad trend is one of declining optimism, and the longer term trend for the quality of the environment is also in decline (despite a slight improvement in the last 12 months).

⁴ People's Panel Research for the Cabinet Office (1998), and MORI Omnibus (2004).

Evidence from the Ipsos MORI Delivery Index: Expectations of the Electorate over the Year

Q Thinking about... over the next few years, do you expect it to get better/worse?



Base: 980 British adults, 17-18 November 2006
Source: Ipsos MORI Social Research Institute Delivery Index

Source: Ipsos MORI

We often see a huge difference between how the public view the national situation (the state of Britain's schools, changes to the NHS, and how crime, anti-social behaviour and immigration are handled), and the local situation. There is a general uplift in positive opinion as people move from a national to a more local view. The service satisfaction scores contained in these BVPI surveys raise the question as to whether the same thing is happening in local government, with better local services not leading to rising satisfaction with the councils providing the services.

Using Data to understand Local Needs

The Local Government White Paper makes clear the urgent need for authorities to develop a stronger relationship with the communities they serve. It is therefore worth considering how councils can use their BVPI data to make a difference locally. Area-based analysis can establish whether there are any marked differences in how residents in different areas view the authority and individual services. Comparison should also be sought between residents' views of their community, in terms of priorities to improve quality of life, as well as the community cohesion and opportunities to involve.

There are some ever-presents, such as health services, which are consistently selected as one of the three most important aspects contributing to a good quality of life, irrespective of area, but other factors, such as activities for teenagers, are clearly only felt to be a quality of life priority in a smaller number of areas. Those authorities covering larger, and more rural areas in which transport is more likely to be seen as a priority, might also wish to see the Commission for Rural Communities 'State of the Countryside 2006' report (www.ruralcommunities.gov.uk/publications), which looks at economic, social and environmental change.

Following on from this point, evidence in this report should be read in conjunction with other insight about the authority gathered through existing mechanisms, such as Neighbourhood Forums, as well as with other research results from qualitative projects and quantitative surveys. It does provide useful intelligence to be used in considering how service provision and decision making can be devolved to local areas most effectively. The further growth in LAAs also means that there is a greater need this time around to share data with partner agencies.

Where now for Inspection and Strategic Regulation?

The White Paper and pronouncements by the Audit Commission about a more forward looking, risk-based Comprehensive Area Assessment signal a streamlining of strategic regulation. We will see a much reduced, but possibly tougher national performance regimes (there may be the last ever BVPI surveys) towards a more localised and ad hoc approach to collecting data on community opinion. Generally, this is something we approve of, but we do also point to the value of an approach which permits the collection of at least some core indicators using a common methodology to support performance comparison and trends.

Local government will continually be pushed to adopt a more area- and user-focussed role, as well as a more strategic role, potentially responsible for changing resident behaviour in areas such as health, recycling, transport usage (through mechanisms such road charging schemes and parking regulations), as well as taking a stronger lead on tackling crime through Crime and Disorder Reduction Partnerships, and creating more cohesive communities.

To aid a better understanding of some of the more strategic issues local public services will be addressing in the coming years, and to challenge received wisdom, Ipsos MORI has set up an horizon scanning database for the DTI. To access the hundreds of themed papers it contains, please go to www.ipsos-mori.com/horizons/. Please also visit www.ipsos-mori.com, where you will soon be able to access our 'Frontiers of Transport' and 'Frontiers of ASB' reports.

Next Steps

We hope that this report helps to provide context for your local BVPI survey, as well as pointers about how data can be used and shared.

Over the next few months, Ipsos MORI will be conducting further analysis of BVPI general survey data for all councils to highlight key trends and patterns in the data, and to help authorities' assess where they stand relative to others serving similar populations. As Comprehensive Area Assessments approach, we feel that it is essential for local authorities to be in the best position to adopt the role of place shaper, rather than be an institution which is simply shaped by place. We will therefore be producing our own comprehensive analysis of council performance and the impact of local factors in the very near future.

MORI Local Government Research Unit (www.ipsos-mori.com/localgovt).

February 2007

Appendices

Statistical Reliability

The residents who took part in our survey are only a sample of the total "population" of residents, so we cannot be certain that the figures obtained are exactly those we would have if everybody had responded (the "true" values). We can, however, predict the variation between the sample results and the "true" values from knowledge of the size of the samples on which the results are based and the number of times 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 responses	6	9	10
200 responses	4	6	7
300 responses	3	5	6
500 responses	3	4	4
800 responses	2	3	4
1,000 responses	2	3	3
1,500 responses	2	2	3

For example, with a sample size of 1,000 where 30% give a particular answer, the chances are, 19 in 20, 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 survey result (i.e. between 28% and 32%).

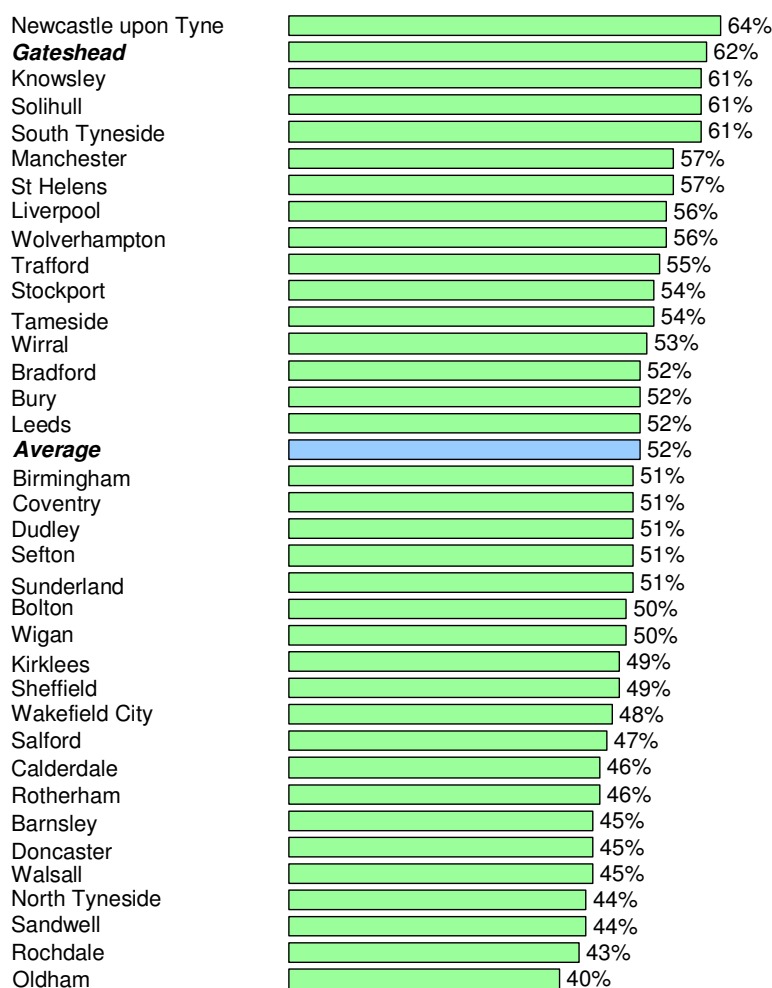
When results are compared between separate groups within a sample, different results may be obtained. The difference may be "real," or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one - i.e. if it is "statistically significant", 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	8	13	14
100 and 400	7	10	11
200 and 200	6	9	10
200 and 400	5	8	9
300 and 300	5	7	8
400 and 400	4	6	7
500 and 500	4	6	6
500 and 1,000	3	5	6

Best Value Performance Indicators: Full League Tables

Metropolitan Authorities

BV 3 - Overall satisfaction

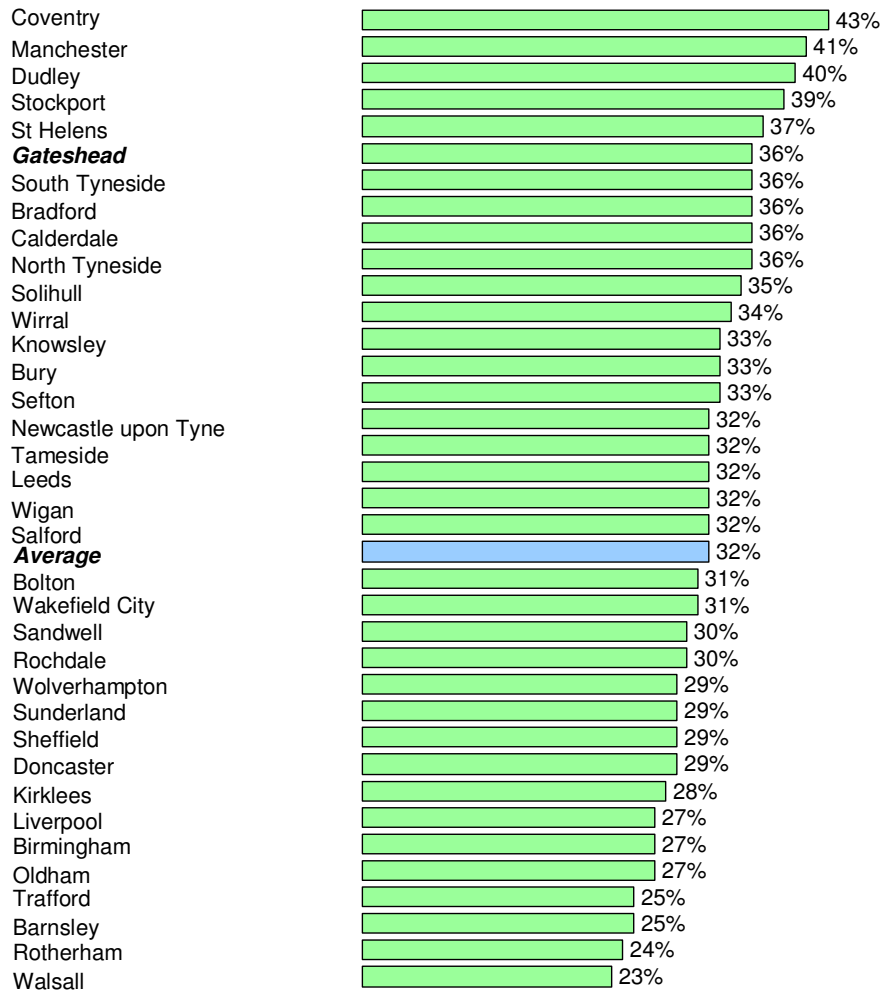


Base: All valid responses

Source: Ipsos MORI

Metropolitan Authorities

BV 4 – Satisfaction with complaint handling

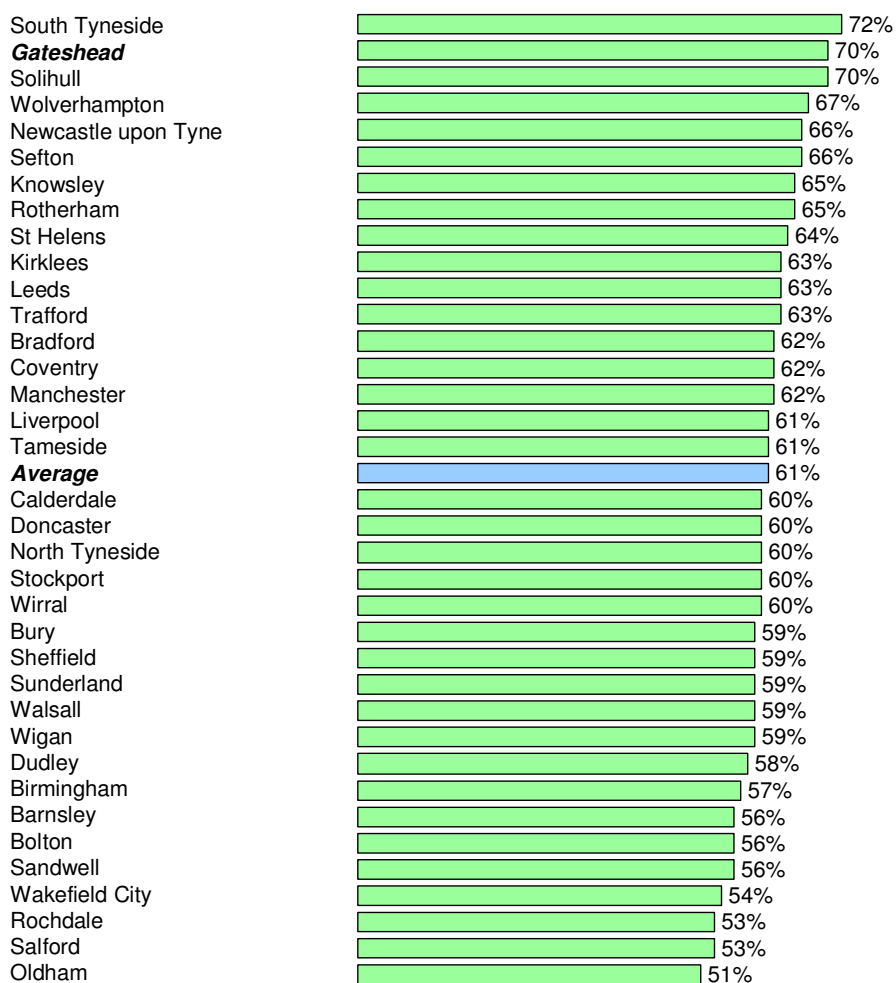


Base: All valid responses

Source: Ipsos MORI

Metropolitan Authorities

BV 89 – Satisfaction with cleanliness

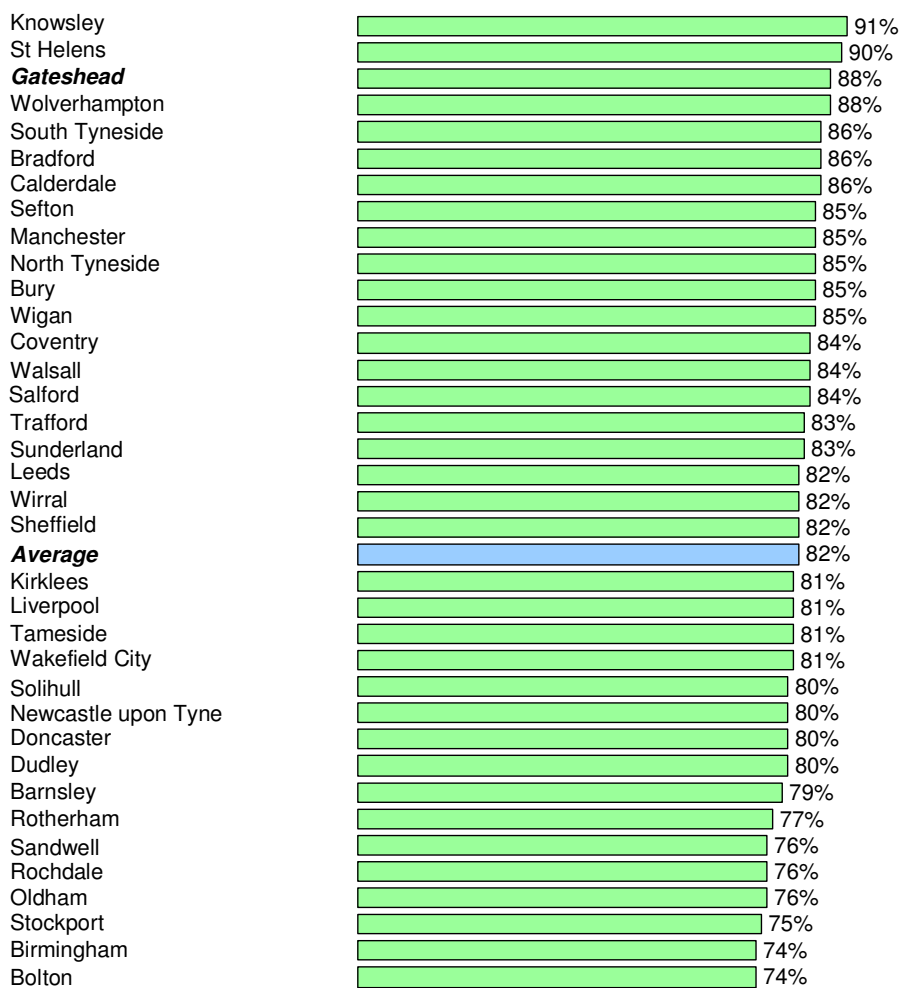


Base: All valid responses

Source: Ipsos MORI

Metropolitan Authorities

BV 90a – Overall satisfaction with waste collection

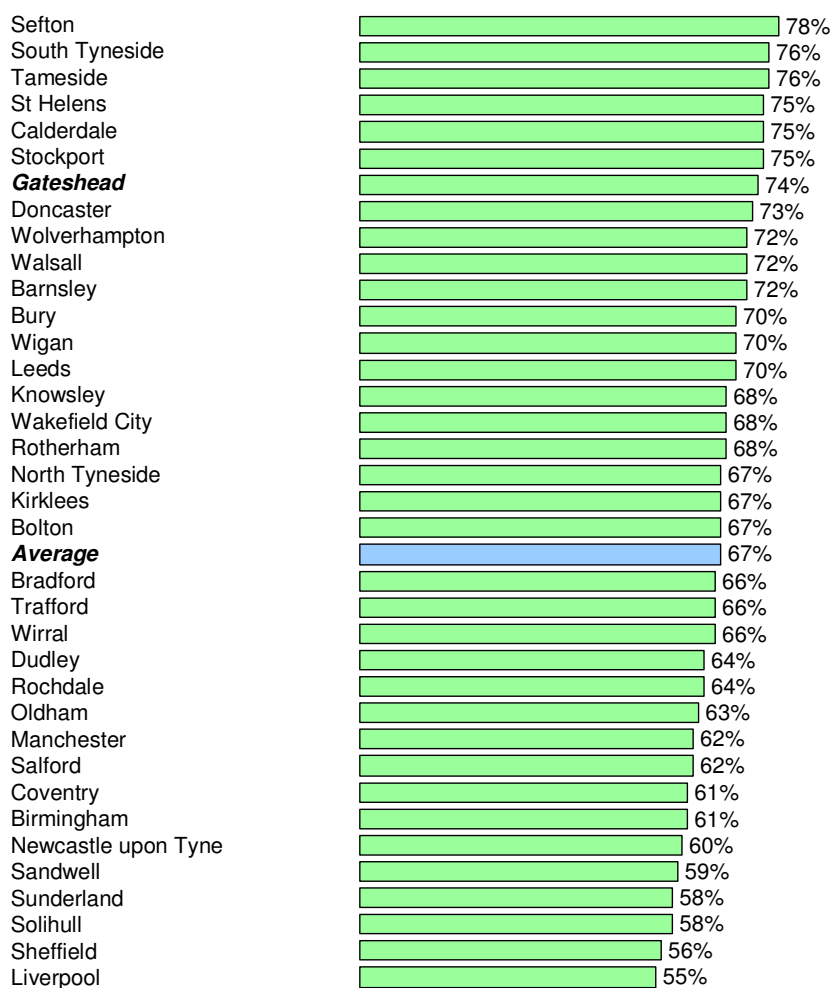


Base: All valid responses

Source: Ipsos MORI

Metropolitan Authorities

BV 90b – Overall satisfaction with recycling facilities

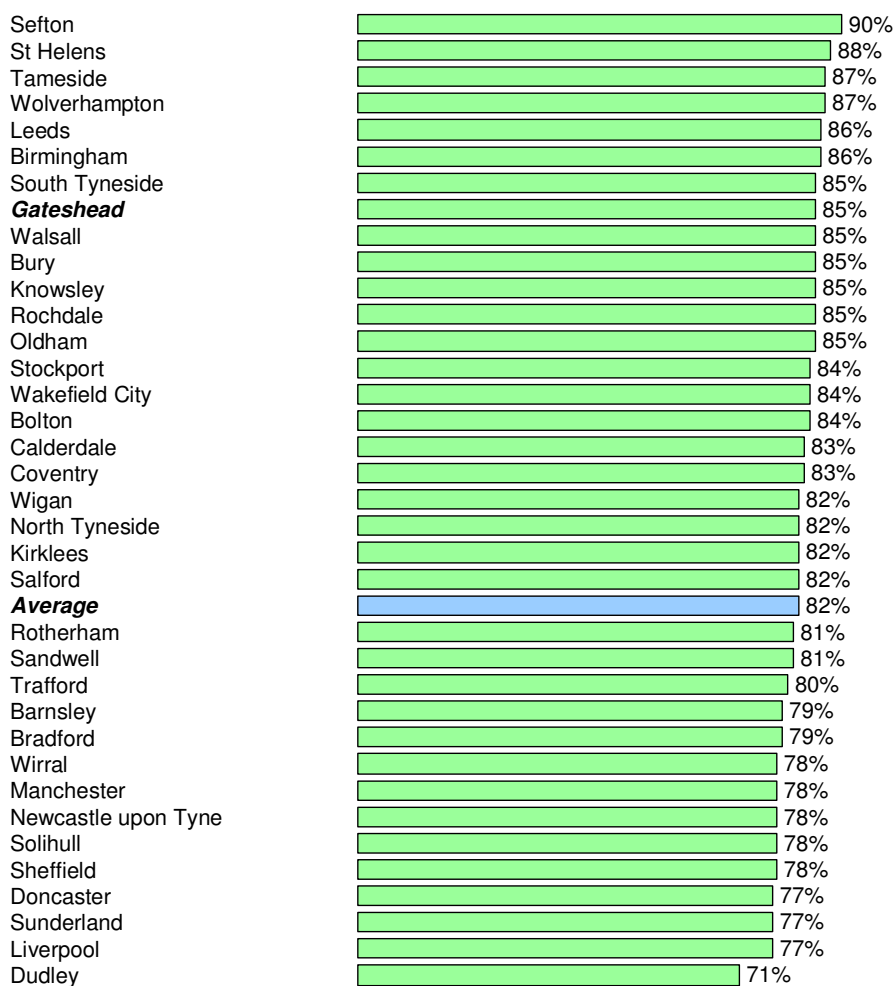


Base: All valid responses

Source: Ipsos MORI

Metropolitan Authorities

BV 90c – Overall satisfaction with local tips

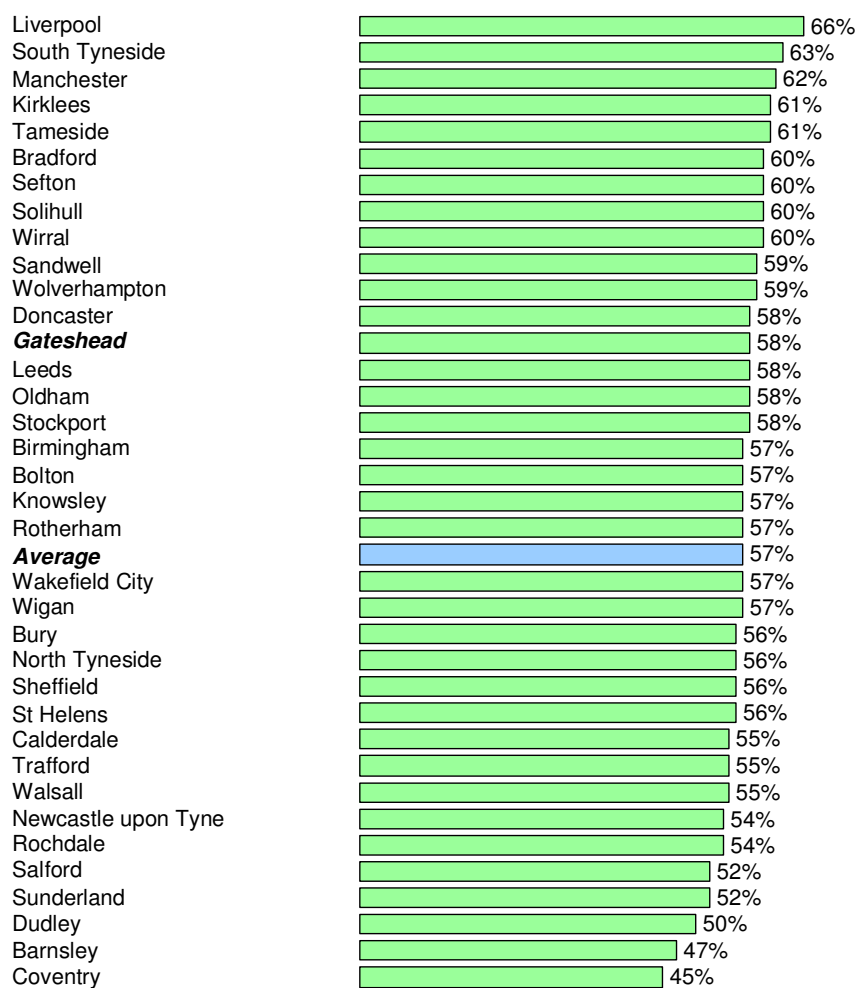


Base: All valid responses

Source: Ipsos MORI

Metropolitan Authorities

BV 103 – Satisfaction with public transport information

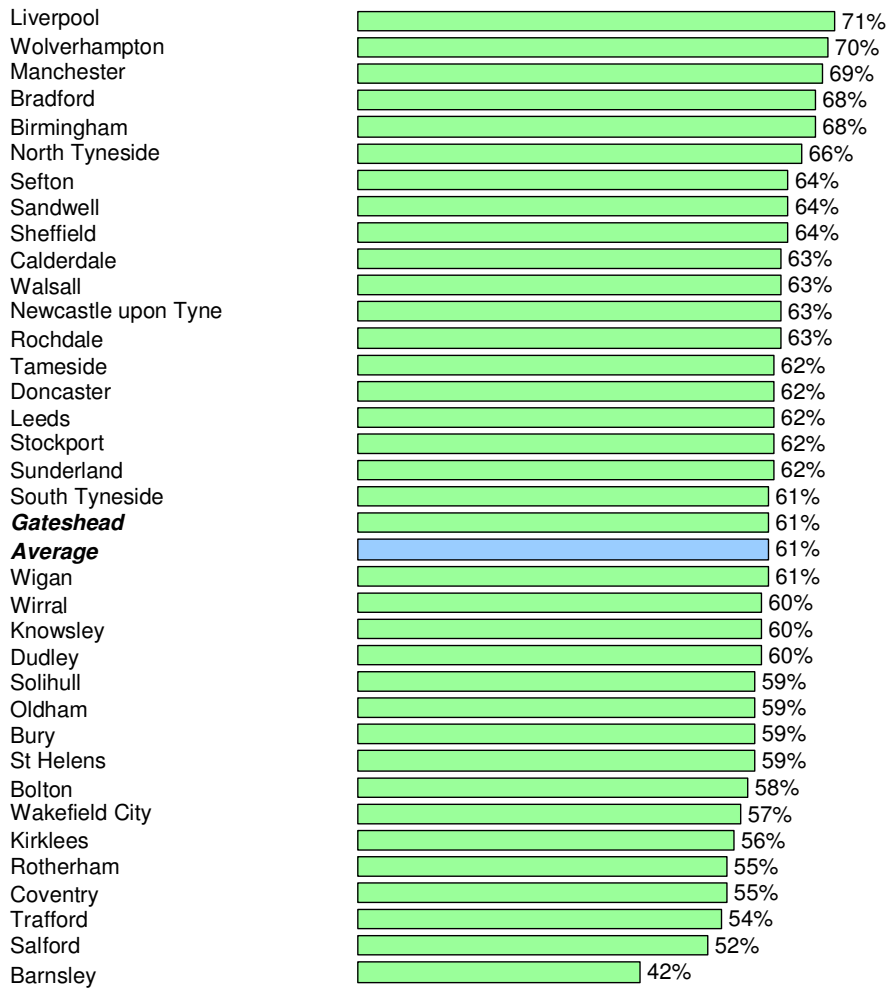


Base: All valid responses

Source: Ipsos MORI

Metropolitan Authorities

BV 104 – Satisfaction with bus services

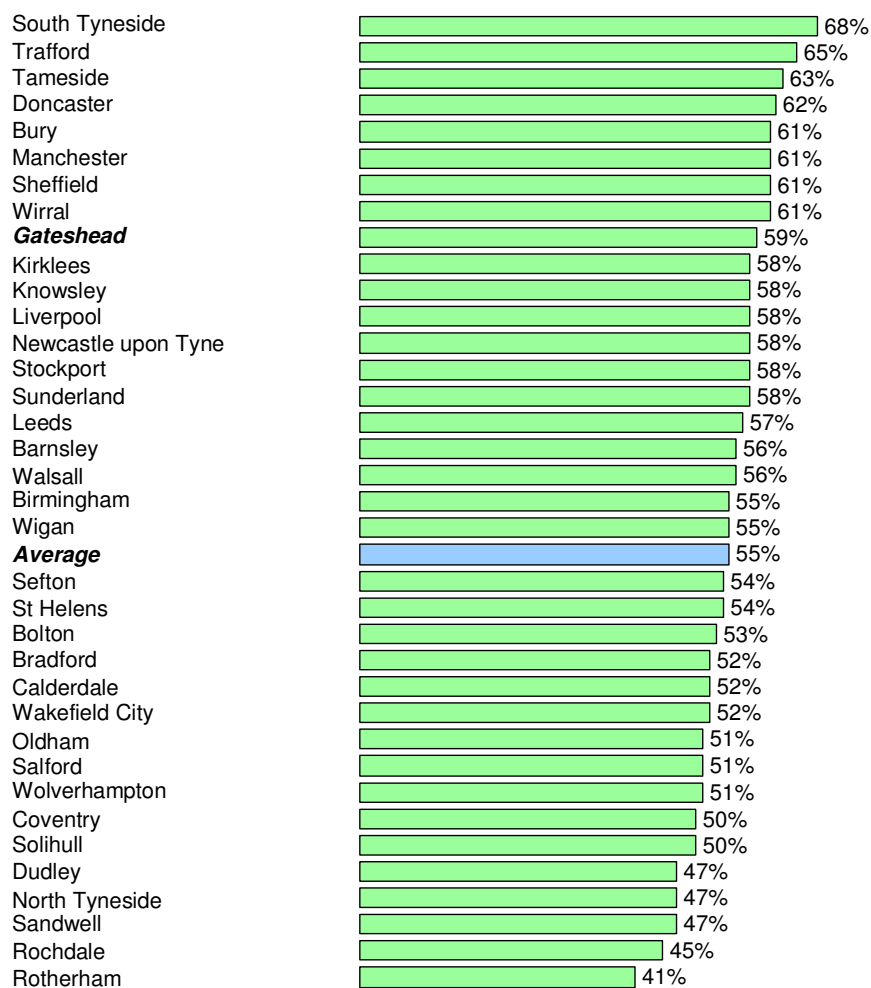


Base: All valid responses

Source: Ipsos MORI

Metropolitan Authorities

BV 119a – Satisfaction with Sports/leisure facilities

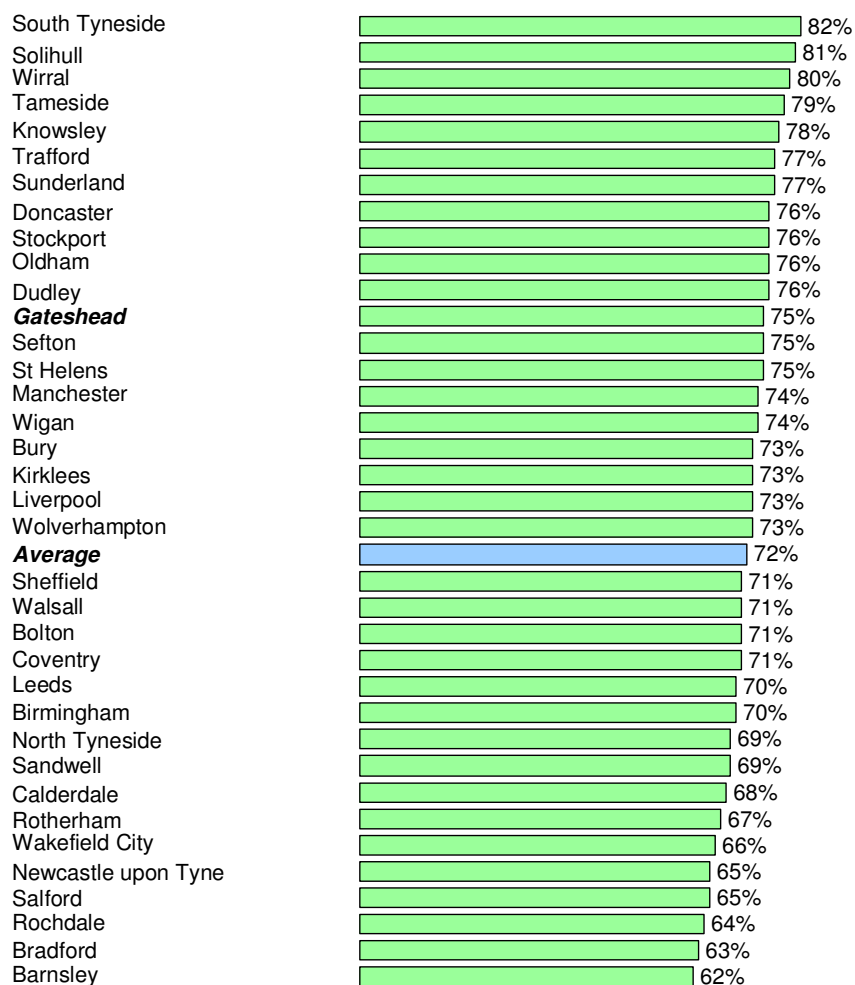


Base: All valid responses

Source: Ipsos MORI

Metropolitan Authorities

BV 119b – Satisfaction with Libraries

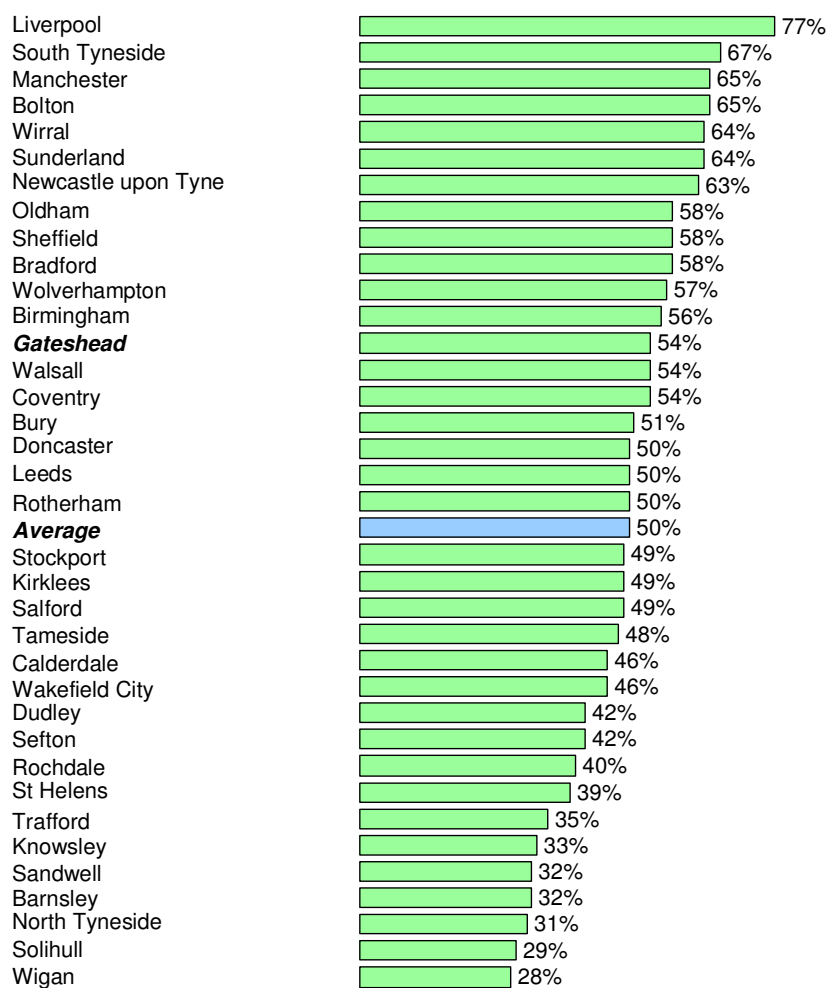


Base: All valid responses

Source: Ipsos MORI

Metropolitan Authorities

BV 119c – Satisfaction with Museums/galleries

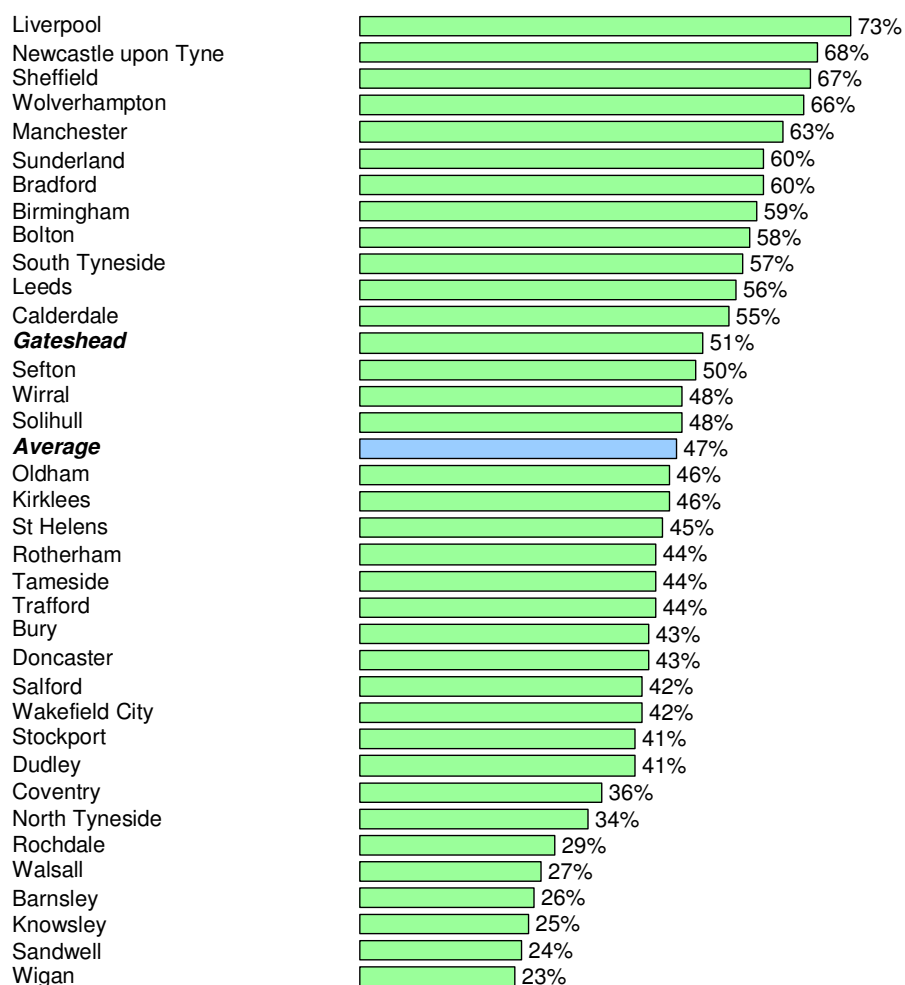


Base: All valid responses

Source: Ipsos MORI

Metropolitan Authorities

BV 119d – Satisfaction with Theatres/concert halls

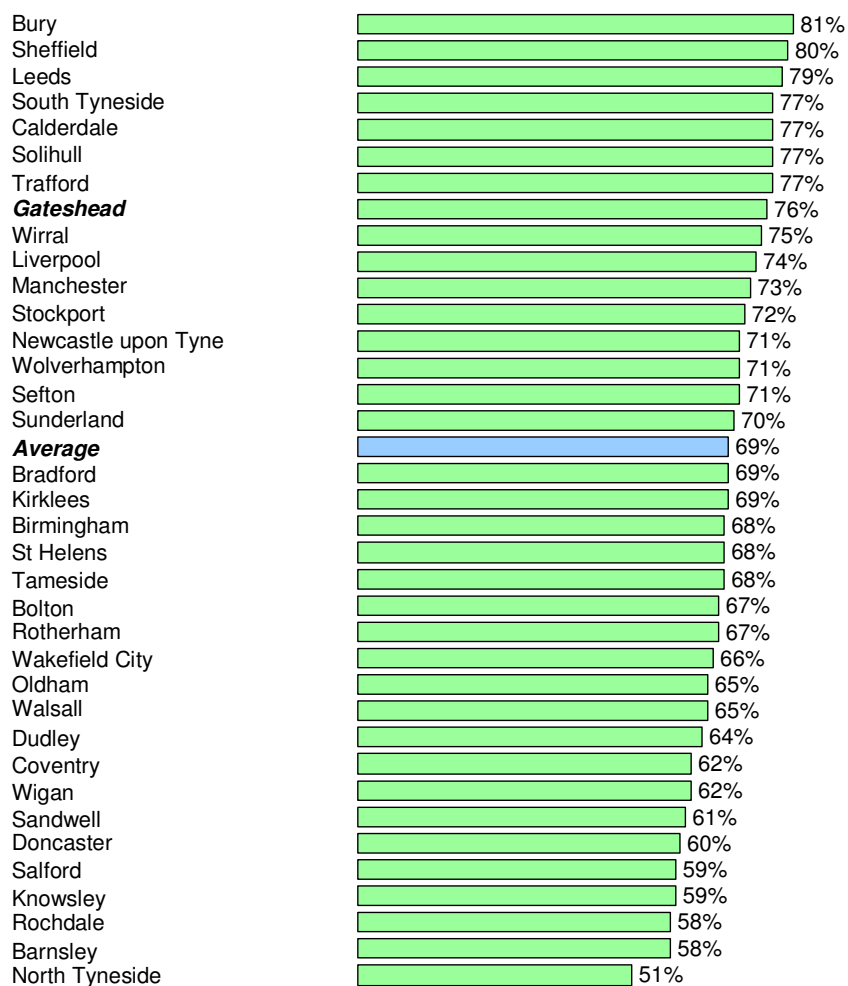


Base: All valid responses

Source: Ipsos MORI

Metropolitan Authorities

BV 119e – Satisfaction with Parks and open spaces



Base: All valid responses

Source: Ipsos MORI

Topline Questionnaire

BVPI General Survey Topline Results January 2007

A total of 5000 questionnaires were mailed out to randomly selected addresses between 26 September and 20 November 2006. Fieldwork closed 8 December 2006.

1783 valid responses were received representing an adjusted response rate of 37%

In line with survey guidelines, two full reminder questionnaires were sent to residents who had not responded within the initial fieldwork period.

Data are weighted to household composition, age, gender and ethnicity by Cobalt-Sky on behalf of The Department of Communities and Local Government.

Responses to BVPI statutory questions are based on all respondents expressing a view (i.e. don't know, no opinion and blanks have been excluded). Consequently, the base for each question is different.

Responses to non-statutory questions are based on all respondents (including don't know and blanks).

An * indicates a score less than 0.5%, but greater than zero.

Where available, results are shown for the 2000/1 and 2003/4 BVPI surveys (data provided by the Department of Communities and Local Government).

Gateshead BVPI GENERAL SURVEY TOPLINE

Gateshead Council www.gateshead.gov.uk				2006/2007	2003/2004	2000/2001
Q. No.	Base	Question	Response	%	%	%
ABOUT YOUR LOCAL AREA						
Q1	1519	Thinking generally, which of the things below would you say are <u>most important</u> in making somewhere a good place to live?	The level of crime	69	81	
			Clean streets	49	60	
			Affordable decent housing	44	47	
			Public transport	38	41	
			Health services	36	45	
			Education provision	34	34	
			Shopping facilities	29	32	
			Activities for teenagers	23	30	
			Parks and open spaces	23	29	
			The level of traffic congestion	18	25	
			Job prospects	17	22	
			Facilities for young children	16	23	
			Road and pavement repairs	16	22	
			Wage levels & local cost of living	14	15	
			Access to nature	14	16	
			The level of pollution	9	21	
			Sports & leisure facilities	8	12	
Community activities	7	12				
Cultural facilities	7	8				
Race relations	3	6				
Other	1	2				
		None of these	*			
Q2	1521	And thinking about this local area, which of the things below, if any, do you think <u>most need improving</u>?	Activities for teenagers	50	41	
			The level of crime	38	53	
			The level of traffic congestion	35	29	
			Road and pavement repairs	30	34	
			Clean streets	29	34	
			Public transport	25	28	
			Facilities for young children	24	27	
			Shopping facilities	21	24	
			Affordable decent housing	20	26	
			Job prospects	17	17	
			Community activities	16	11	
			Sports & leisure facilities	13	15	
			Wage levels & local cost of living	12	22	
			Parks and open spaces	11	18	
			Health services	10	21	
			The level of pollution	9	8	
			Cultural facilities	7	7	
Education provision	6	8				
Race relations	5	5				
Access to nature	5	6				
Other	6	3				
		None of these	*	1		
Q3		Thinking about your local area, for each of the following things below, do you think each has got better or worse over the last three years, or has it stayed the same?				
	1236	Access to nature	Better	24		
			Stayed the same	71		
			Worse	5		
	1089	Activities for teenagers	Better	6		
			Stayed the same	53		
			Worse	40		

	1244	Affordable decent housing	Better	10		
			Stayed the same	42		
			Worse	48		
	1521	Clean streets	Better	18		
			Stayed the same	55		
			Worse	27		
	975	Community activities	Better	8		
			Stayed the same	74		
			Worse	18		
	1115	Cultural facilities (e.g. cinemas, museums)	Better	14		
			Stayed the same	69		
			Worse	16		
	1048	Education provision	Better	17		
			Stayed the same	73		
			Worse	10		
	1005	Facilities for young children	Better	17		
			Stayed the same	58		
			Worse	25		
	1313	Health services	Better	17		
			Stayed the same	67		
			Worse	16		
	980	Job prospects	Better	5		
			Stayed the same	61		
			Worse	35		
	1347	Parks and open spaces	Better	28		
			Stayed the same	56		
			Worse	16		
	1376	Public transport	Better	17		
			Stayed the same	38		
			Worse	44		
	779	Race relations	Better	7		
			Stayed the same	73		
			Worse	21		
	1370	Road and pavement repairs	Better	9		
			Stayed the same	54		
			Worse	37		
	1405	Shopping facilities	Better	8		
			Stayed the same	63		
			Worse	28		
	1128	Sports & leisure facilities	Better	13		
			Stayed the same	73		
			Worse	14		
	1263	The level of crime	Better	6		
			Stayed the same	41		
			Worse	53		
	1091	The level of pollution	Better	6		
			Stayed the same	56		
			Worse	38		
	1384	The level of traffic congestion	Better	3		
			Stayed the same	31		
			Worse	67		
	1080	Wage levels & local cost of living	Better	3		
			Stayed the same	51		
			Worse	46		
Q4	1709	Overall, how satisfied or dissatisfied are you with your local area as a place to live?	Very satisfied	13		
			Fairly satisfied	54		
			Neither satisfied nor dissatisfied	19		
			Fairly dissatisfied	11		
			Very dissatisfied	4		

Anti-social behaviour						
Q5		Thinking about this local area, how much of a problem do you think are...				
	1564	...parents not taking responsibility for the behaviour of their children	A very big problem	40		
			A fairly big problem	34		
			Not a very big problem	20		
			Not a problem at all	5		
	1545	...people not treating other people with respect and consideration	A very big problem	30		
			A fairly big problem	33		
			Not a very big problem	28		
			Not a problem at all	9		
	1513	...noisy neighbours or loud parties	A very big problem	12	8	
			A fairly big problem	13	11	
			Not a very big problem	41	37	
			Not a problem at all	33	43	
	1586	...teenagers hanging around on the streets	A very big problem	33	31	
			A fairly big problem	35	32	
			Not a very big problem	25	26	
			Not a problem at all	6	10	
	1590	...rubbish and litter lying around	A very big problem	18	14	
			A fairly big problem	28	25	
			Not a very big problem	42	43	
			Not a problem at all	12	18	
	1454	...people being drunk or rowdy in public spaces	A very big problem	16	24	
			A fairly big problem	26	29	
			Not a very big problem	41	32	
			Not a problem at all	17	15	
	1388	...abandoned or burnt out cars	A very big problem	3	7	
			A fairly big problem	4	13	
			Not a very big problem	31	37	
			Not a problem at all	61	42	
	1483	...vandalism, graffiti and other deliberate damage to property or vehicles	A very big problem	16	32	
			A fairly big problem	26	34	
			Not a very big problem	40	25	
			Not a problem at all	17	9	
	1157	...people being attacked because of their skin colour, ethnic origin or religion	A very big problem	6		
			A fairly big problem	12		
			Not a very big problem	33		
			Not a problem at all	49		
	1171	...people using or dealing drugs	A very big problem	27	37	
			A fairly big problem	31	29	
			Not a very big problem	25	17	
			Not a problem at all	16	16	
Q6	1223	To what extent do you agree or disagree that this local area is a place where people from different backgrounds get on well together?	Definitely agree	8		
			Tend to agree	56		
			Tend to disagree	15		
			Definitely disagree	5		
			Too few people in local area	10		
			All the same background	6		

YOUR LOCAL AUTHORITY						
Waste and litter services						
Q7	1706	How satisfied or dissatisfied are you that Gateshead Council has kept this land clear of litter and refuse?	Very satisfied	19	20	16
			Fairly satisfied	51	52	57
			Neither satisfied nor dissatisfied	13	12	11
			Fairly dissatisfied	12	11	10
			Very dissatisfied	5	5	5
Household waste collection						
Q8		Please indicate whether you are satisfied or dissatisfied with each of the following elements of the service which we provide.				
	1665	The bin provided for your general household waste	Very satisfied	59	63	67
			Fairly satisfied	31	30	28
			Neither satisfied nor dissatisfied	4	3	3
			Fairly dissatisfied	4	2	2
			Very dissatisfied	2	1	1
	1629	The place you have to leave your waste for collection	Very satisfied	51		
			Fairly satisfied	37		
			Neither satisfied nor dissatisfied	6		
			Fairly dissatisfied	3		
			Very dissatisfied	2		
	1604	The reliability of the waste collection	Very satisfied	64		
			Fairly satisfied	32		
			Neither satisfied nor dissatisfied	3		
			Fairly dissatisfied	1		
			Very dissatisfied	1		
	1637	How "clean and tidy" the street is following the waste collection	Very satisfied	33	39	42
			Fairly satisfied	46	45	41
			Neither satisfied nor dissatisfied	7	9	8
			Fairly dissatisfied	10	5	6
			Very dissatisfied	4	3	2
	1521	The collection of bulky household waste	Very satisfied	35	45	44
			Fairly satisfied	38	34	33
			Neither satisfied nor dissatisfied	11	13	13
			Fairly dissatisfied	10	4	7
			Very dissatisfied	6	3	3
	1634	The waste collection service overall	Very satisfied	44	51	52
			Fairly satisfied	45	41	40
			Neither satisfied nor dissatisfied	6	6	6
			Fairly dissatisfied	4	2	2
			Very dissatisfied	2	*	*
Doorstep recycling collection						
Q9		Please indicate whether you are satisfied or dissatisfied with each of the following elements of the service which we provide.				
	1591	The containers provided for items of recycling	Very satisfied	28	27	
			Fairly satisfied	34	37	
			Neither satisfied nor dissatisfied	8	12	
			Fairly dissatisfied	17	12	
			Very dissatisfied	12	12	
	1545	The place you have to leave your items for recycling awaiting collection	Very satisfied	38		
			Fairly satisfied	38		
			Neither satisfied nor dissatisfied	11		
			Fairly dissatisfied	7		
			Very dissatisfied	6		
	1526	The reliability of the collection of items for recycling	Very satisfied	46		
			Fairly satisfied	39		
			Neither satisfied nor dissatisfied	7		
			Fairly dissatisfied	5		
			Very dissatisfied	3		
	1542	How "clean and tidy" the street is following the collection of items for recycling	Very satisfied	31	37	
			Fairly satisfied	42	41	
			Neither satisfied nor dissatisfied	10	13	
			Fairly dissatisfied	13	5	
			Very dissatisfied	5	4	

	1557	The service for the collection of items for recycling overall	Very satisfied	34	38	
			Fairly satisfied	41	38	
			Neither satisfied nor dissatisfied	12	14	
			Fairly dissatisfied	7	4	
			Very dissatisfied	5	5	
Local recycling facilities						
Q10		Please indicate whether you are satisfied or dissatisfied with each of the following elements of the service which we provide.				
	1421	The location of the recycling facilities	Very satisfied	28	30	29
			Fairly satisfied	47	44	40
			Neither satisfied nor dissatisfied	14	16	18
			Fairly dissatisfied	6	5	9
			Very dissatisfied	4	4	5
	1418	The items you can deposit for recycling	Very satisfied	26	31	30
			Fairly satisfied	47	47	41
			Neither satisfied nor dissatisfied	14	15	19
			Fairly dissatisfied	8	5	7
			Very dissatisfied	5	2	3
	1339	How "clean and tidy" the site is	Very satisfied	26	25	27
			Fairly satisfied	51	49	43
			Neither satisfied nor dissatisfied	16	20	24
			Fairly dissatisfied	6	4	5
			Very dissatisfied	1	1	1
	1424	The provision of local recycling facilities overall	Very satisfied	25	27	25
			Fairly satisfied	49	48	41
			Neither satisfied nor dissatisfied	16	17	21
			Fairly dissatisfied	6	6	9
			Very dissatisfied	4	3	5
The local tip/household waste recycling centre						
Q11		Please indicate whether you are satisfied or dissatisfied with each of the following elements of the service, which we provide.				
	941	The location of the site	Very satisfied	45	45	39
			Fairly satisfied	45	43	46
			Neither satisfied nor dissatisfied	7	8	11
			Fairly dissatisfied	2	2	3
			Very dissatisfied	1	2	1
	905	The opening hours of the site	Very satisfied	46	55	43
			Fairly satisfied	45	37	43
			Neither satisfied nor dissatisfied	6	7	13
			Fairly dissatisfied	2	1	1
			Very dissatisfied	1	*	1
	876	The recycling facilities at the site	Very satisfied	44	47	35
			Fairly satisfied	46	39	42
			Neither satisfied nor dissatisfied	6	12	19
			Fairly dissatisfied	4	1	3
			Very dissatisfied	*	*	1
	896	How clean the site is	Very satisfied	38	32	32
			Fairly satisfied	49	46	45
			Neither satisfied nor dissatisfied	9	16	18
			Fairly dissatisfied	3	4	4
			Very dissatisfied	1	2	1
	882	How helpful the staff are	Very satisfied	37	35	31
			Fairly satisfied	42	39	38
			Neither satisfied nor dissatisfied	15	20	24
			Fairly dissatisfied	5	5	5
			Very dissatisfied	2	1	2
	906	How "user-friendly" the site is (the ability to deposit your waste easily)	Very satisfied	38	41	40
			Fairly satisfied	44	42	41
			Neither satisfied nor dissatisfied	8	11	14
			Fairly dissatisfied	7	5	3
			Very dissatisfied	3	1	1
	922	The local tip/household waste recycling centre overall	Very satisfied	39	39	33
			Fairly satisfied	46	45	46
			Neither satisfied nor dissatisfied	9	13	18
			Fairly dissatisfied	4	2	2
			Very dissatisfied	2	1	1

Public transport information						
Q12		Please indicate whether you are satisfied or dissatisfied with each of the following elements of the information on transport we provide.				
	1382	The amount of information	Very satisfied	13	11	12
			Fairly satisfied	48	42	40
			Neither satisfied nor dissatisfied	15	27	25
			Fairly dissatisfied	16	13	16
			Very dissatisfied	7	8	6
	1320	The clarity of the information	Very satisfied	13		
			Fairly satisfied	49		
			Neither satisfied nor dissatisfied	17		
			Fairly dissatisfied	15		
			Very dissatisfied	6		
	1316	The accuracy of the information	Very satisfied	12	10	13
			Fairly satisfied	47	40	40
			Neither satisfied nor dissatisfied	19	30	31
			Fairly dissatisfied	15	12	12
			Very dissatisfied	7	9	5
	1407	The provision of public transport information overall	Very satisfied	12	11	12
			Fairly satisfied	45	39	40
			Neither satisfied nor dissatisfied	17	27	25
			Fairly dissatisfied	15	12	15
			Very dissatisfied	10	11	7
Q13	1485	Have you received or seen any of the information provided on local transport services, in the last 12 months?	Yes	56	42	41
			No	44	58	59
The local bus service						
Q14		Please indicate whether you are satisfied or dissatisfied with each of the following elements of the local bus service.				
	1474	The frequency of buses	Very satisfied	20	17	22
			Fairly satisfied	46	48	47
			Neither satisfied nor dissatisfied	9	12	12
			Fairly dissatisfied	16	14	13
			Very dissatisfied	9	9	7
	1446	The number of bus stops	Very satisfied	30	28	31
			Fairly satisfied	53	51	49
			Neither satisfied nor dissatisfied	10	12	11
			Fairly dissatisfied	5	5	6
			Very dissatisfied	3	4	3
	1460	The state of the bus stops	Very satisfied	13	12	13
			Fairly satisfied	49	42	42
			Neither satisfied nor dissatisfied	13	19	17
			Fairly dissatisfied	18	17	18
			Very dissatisfied	7	10	10
	1411	Whether buses arrive on time	Very satisfied	8	7	14
			Fairly satisfied	47	41	45
			Neither satisfied nor dissatisfied	15	20	18
			Fairly dissatisfied	20	17	14
			Very dissatisfied	10	15	8
	1440	How easy buses are to get on and off	Very satisfied	31	31	
			Fairly satisfied	53	49	
			Neither satisfied nor dissatisfied	9	12	
			Fairly dissatisfied	4	4	
			Very dissatisfied	3	3	
	1474	The local bus service overall	Very satisfied	15	15	18
			Fairly satisfied	46	45	45
			Neither satisfied nor dissatisfied	15	18	18
			Fairly dissatisfied	14	12	12
			Very dissatisfied	11	12	7

Q15	1709	How frequently, if at all, do you use the <u>local bus service</u>?	Almost every day	32	32	34
			At least once a week	26	26	29
			About once a month	12	12	12
			Within the last 6 months	9	11	9
			Within the last year	5	5	5
			Longer ago	6	5	5
			Never used	11	9	7
Cultural and recreational activities and venues						
Q16		Please indicate how satisfied or dissatisfied you are with each of the following services provided or supported by Gateshead Council.				
	1611	Sports/Leisure facilities and events	Very satisfied	15	18	19
			Fairly satisfied	44	39	40
			Neither satisfied nor dissatisfied	31	34	34
			Fairly dissatisfied	8	5	5
			Very dissatisfied	2	3	2
	1676	Libraries	Very satisfied	32	35	37
			Fairly satisfied	43	38	37
			Neither satisfied nor dissatisfied	18	24	24
			Fairly dissatisfied	4	1	1
			Very dissatisfied	2	1	*
	1594	Museums and galleries	Very satisfied	18	18	20
			Fairly satisfied	36	34	29
			Neither satisfied nor dissatisfied	40	42	48
			Fairly dissatisfied	4	3	2
			Very dissatisfied	2	2	1
	1588	Theatres/Concert halls	Very satisfied	17	14	16
			Fairly satisfied	33	32	28
			Neither satisfied nor dissatisfied	40	48	53
			Fairly dissatisfied	6	4	2
			Very dissatisfied	4	2	1
	1647	Parks and open spaces	Very satisfied	32	27	21
			Fairly satisfied	44	43	42
			Neither satisfied nor dissatisfied	14	19	24
			Fairly dissatisfied	8	7	9
			Very dissatisfied	3	3	5
Q17		Please indicate how frequently you have used the following cultural and recreational services provided or supported by Gateshead Council in the last 12 months.				
	1508	Sports/Leisure facilities and events	Almost every day	2	2	2
			At least once a week	19	16	11
			About once a month	16	11	10
			Within the last 6 months	15	13	12
			Within the last year	10	8	10
			Longer ago	18	15	15
			Never used	21	34	40
	1612	Libraries	Almost every day	2	2	1
			At least once a week	13	15	11
			About once a month	24	22	21
			Within the last 6 months	16	16	15
			Within the last year	11	9	11
			Longer ago	19	16	16
			Never used	14	20	25
	1501	Museums and galleries	Almost every day	*	*	*
			At least once a week	1	1	1
			About once a month	11	9	5
			Within the last 6 months	22	21	13
			Within the last year	15	11	11
			Longer ago	26	21	22
			Never used	24	36	48

1508	Theatres/Concert halls	Almost every day	*	*	*
		At least once a week	1	*	*
		About once a month	8	8	2
		Within the last 6 months	22	17	8
		Within the last year	17	11	9
		Longer ago	24	22	18
		Never used	28	41	63
1617	Parks and open spaces	Almost every day	12	11	4
		At least once a week	27	23	12
		About once a month	21	19	16
		Within the last 6 months	20	20	21
		Within the last year	9	8	14
		Longer ago	6	7	15
		Never used	5	11	19
Q18		For each of the following services provided by Gateshead Council, do you think the service has got better or worse over the last three years, or has it stayed the same?			
1590	Keeping public land clear of litter and refuse	Better	24	34	
		Stayed the same	60	52	
		Worse	15	14	
1644	Collection of household waste	Better	35	52	
		Stayed the same	58	45	
		Worse	7	2	
1471	Local recycling facilities	Better	38	61	
		Stayed the same	57	38	
		Worse	5	2	
1518	Doorstep collection of items for recycling	Better	42	77	
		Stayed the same	51	19	
		Worse	7	4	
1196	Local tips/household waste recycling centres	Better	28	29	
		Stayed the same	64	68	
		Worse	8	3	
1345	Local transport information	Better	16	17	
		Stayed the same	59	67	
		Worse	25	16	
1411	Local bus service	Better	17	17	
		Stayed the same	44	59	
		Worse	39	24	
1138	Sport/Leisure facilities	Better	16	17	
		Stayed the same	77	77	
		Worse	8	6	
1340	Libraries	Better	16	25	
		Stayed the same	77	73	
		Worse	7	1	
1021	Museums/galleries	Better	14	21	
		Stayed the same	82	77	
		Worse	4	2	
1034	Theatres/Concert halls	Better	22	14	
		Stayed the same	73	83	
		Worse	5	3	
1469	Parks and open spaces	Better	39	35	
		Stayed the same	50	52	
		Worse	11	12	

Other services						
Q19		Please indicate how satisfied or dissatisfied you are overall with the following services provided by Gateshead Council.				
	1638	Housing services	Very satisfied	8	12	13
			Fairly satisfied	25	25	28
			Neither satisfied nor dissatisfied	58	56	49
			Fairly dissatisfied	5	4	6
			Very dissatisfied	4	4	4
	1573	Planning services	Very satisfied	6	9	10
			Fairly satisfied	23	24	29
			Neither satisfied nor dissatisfied	61	61	53
			Fairly dissatisfied	6	4	6
			Very dissatisfied	4	2	3
	1605	Personal social services	Very satisfied	8	11	18
			Fairly satisfied	20	26	30
			Neither satisfied nor dissatisfied	66	58	47
			Fairly dissatisfied	4	3	4
			Very dissatisfied	2	1	1
	1571	Local authority education service	Very satisfied	9	17	24
			Fairly satisfied	29	37	41
			Neither satisfied nor dissatisfied	56	42	30
			Fairly dissatisfied	4	3	4
			Very dissatisfied	2	1	1
Q20	1783	Please indicate whether you or any other member of your family have used any of the following services provided by Gateshead Council in the last 12 months.	Housing services	24	20	0
			Local authority education services	20	19	0
			Personal social services	14	10	0
			Planning services	12	7	0
Q21	1665	Taking everything into account, how satisfied or dissatisfied are you with the way the Council runs things?	Very satisfied	11	18	16
			Fairly satisfied	51	52	60
			Neither satisfied nor dissatisfied	27	18	17
			Fairly dissatisfied	8	10	5
			Very dissatisfied	2	2	1
INFORMATION ABOUT YOUR COUNCIL AND ITS SERVICES						
Q22		How well informed do you feel about each of the following?				
	1575	How to pay bills to the Council	Very well informed	40		
			Fairly well informed	53		
			Not very well informed	5		
			Not well informed at all	2		
	1642	How and where to register to vote	Very well informed	46		
			Fairly well informed	46		
			Not very well informed	6		
			Not well informed at all	2		
	1391	How you can get involved in local decision making	Very well informed	13		
			Fairly well informed	41		
			Not very well informed	32		
			Not well informed at all	14		
	1469	How to complain to the Council	Very well informed	16		
			Fairly well informed	41		
			Not very well informed	28		
			Not well informed at all	14		
	1488	What the Council spends its money on	Very well informed	13		
			Fairly well informed	40		
			Not very well informed	29		
			Not well informed at all	18		

	1485	What standard of service you should expect from the Council	Very well informed	16		
			Fairly well informed	42		
			Not very well informed	29		
			Not well informed at all	12		
	1420	Whether the Council is delivering on its promises	Very well informed	9		
			Fairly well informed	35		
			Not very well informed	38		
			Not well informed at all	18		
	1427	What the Council is doing to tackle anti-social behaviour in your local area	Very well informed	7		
			Fairly well informed	26		
			Not very well informed	40		
			Not well informed at all	27		
	1418	How well the Council is performing	Very well informed	11		
			Fairly well informed	42		
			Not very well informed	31		
			Not well informed at all	16		
	1552	Overall, how well informed do you think your Council keeps residents about the services and benefits it provides	Very well informed	12	28	
			Fairly well informed	45	50	
			Not very well informed	26	17	
			Not well informed at all	16	4	
Q23	1494	How do you find out about Gateshead Council? Please tick the MAIN source you use from the list below.	Information provided by the Council (newspaper/magazine, leaflets, posters)	59		
			Local media (newspapers, television, radio)	13		
			Word of mouth (eg family or friends)	9		
			Direct contact with the Council	8		
			Council website/internet	8		
			From local Councillor	1		
			Other source	1		
			None of the above	2		
CONTACTING YOUR COUNCIL						
Making a complaint						
Q24	1670	Have you contacted the authority with a complaint(s) in the last 12 months?	Yes	23	17	19
			No	77	83	81
Q26	356	How satisfied or dissatisfied are you with the way in which your complaint(s) was (were) handled?	Very satisfied	17	15	21
			Fairly satisfied	19	22	22
			Neither satisfied nor dissatisfied	9	8	10
			Fairly dissatisfied	17	20	20
			Very dissatisfied	38	35	27
Contacting your Council for other reasons						
Q27	1783	How many times have you contacted the Council in the past twelve months for any other reason than to make a complaint?	Have not contacted them in past 12 months	33		
			Once	17		
			Twice	17		
			Three times	8		
			Four times	4		
			Five or more times	8		
			Don't know/can't remember	7		
			Not stated	6		
Q28	1052	Which of these describes the reasons why you made your MOST RECENT contact with the Council?	Applied to use a service	40		
			Asked for advice/information	39		
			Reported an issue or problem	25		
			Any other reason	12		
Q29	1135	How were you in contact with the Council?	By telephone	83		
			In person	19		
			By letter	8		
			By e-mail	6		
			Via a website/ Internet	4		
			Other method	2		
Q30	1783	Overall, how satisfied or dissatisfied were you with the service you received the last time you made contact with the Council?	Very satisfied	27		
			Fairly satisfied	23		
			Neither satisfied nor dissatisfied	6		
			Fairly dissatisfied	6		
			Very dissatisfied	6		
			Not stated	31		

Q31		Still thinking about your most recent contact with the Council, please indicate how satisfied or dissatisfied you were with each aspect of the service you received.				
	1086	How easy it was to find the right person to deal with	Very satisfied	30		
			Fairly satisfied	46		
			Neither satisfied nor dissatisfied	9		
			Fairly dissatisfied	8		
			Very dissatisfied	6		
	1046	The length of time it took to deal with the person you contacted	Very satisfied	30		
			Fairly satisfied	47		
			Neither satisfied nor dissatisfied	8		
			Fairly dissatisfied	9		
			Very dissatisfied	5		
	1030	Any information you were given	Very satisfied	30		
			Fairly satisfied	43		
			Neither satisfied nor dissatisfied	11		
			Fairly dissatisfied	8		
			Very dissatisfied	7		
	1050	How competent the staff were	Very satisfied	35		
			Fairly satisfied	43		
			Neither satisfied nor dissatisfied	10		
			Fairly dissatisfied	6		
			Very dissatisfied	6		
	1069	How helpful the staff were	Very satisfied	40		
			Fairly satisfied	40		
			Neither satisfied nor dissatisfied	9		
			Fairly dissatisfied	5		
			Very dissatisfied	6		
	1027	The final outcome	Very satisfied	36		
			Fairly satisfied	34		
			Neither satisfied nor dissatisfied	9		
			Fairly dissatisfied	8		
			Very dissatisfied	13		
LOCAL DECISION MAKING						
Q32	1342	Overall, how satisfied or dissatisfied are you with the opportunities for participation in local decision-making provided by your Council?	Very satisfied	11		
			Fairly satisfied	29		
			Neither satisfied nor dissatisfied	43		
			Fairly dissatisfied	11		
			Very dissatisfied	6		
Q33	1342	Do you agree or disagree that you can influence decisions affecting your local area?	Definitely agree	6		
			Tend to agree	37		
			Tend to disagree	37		
			Definitely disagree	21		
Q34	1624	Generally speaking, would you like to be more involved in the decisions your Council makes that affect your local area?	Yes	28		
			No	16		
			Depends on the issue	56		

HOW YOUR COUNCIL PERFORMS OVERALL						
Q35		Here are some things that other people have said about their Council. To what extent do you think that these statements apply to your local Council? My Council...				
	1560	...is making the local area a better place to live	A great deal	17		
			To some extent	63		
			Not very much	17		
			Not at all	4		
	1456	...is working to make the area safer	A great deal	13		
			To some extent	54		
			Not very much	26		
			Not at all	7		
	1547	...is working to make the area cleaner and greener	A great deal	23		
			To some extent	54		
			Not very much	17		
			Not at all	6		
	1347	...is efficient and well run	A great deal	16		
			To some extent	52		
			Not very much	24		
			Not at all	8		
	1336	...provides good value for money	A great deal	12		
			To some extent	49		
			Not very much	25		
			Not at all	13		
	1167	...is trustworthy	A great deal	17		
			To some extent	56		
			Not very much	18		
			Not at all	9		
	1279	...is remote and impersonal	A great deal	9		
			To some extent	41		
			Not very much	28		
			Not at all	23		
	1276	...involves residents when making decisions	A great deal	6		
			To some extent	40		
			Not very much	40		
			Not at all	14		
	1274	...promotes the interests of local residents	A great deal	8		
			To some extent	47		
			Not very much	34		
			Not at all	11		
	1294	...acts on the concerns of local residents	A great deal	8		
			To some extent	52		
			Not very much	30		
			Not at all	11		
	1072	...works well with other agencies to provide services	A great deal	15		
			To some extent	59		
			Not very much	20		
			Not at all	5		
	1129	...treats all types of people fairly	A great deal	23		
			To some extent	57		
			Not very much	13		
			Not at all	8		
Q36	1500	Thinking about the way the authority runs things, do you think this has got better or worse over the last three years, or has it stayed the same?	Better	27	35	
			Stayed the same	59	54	
			Worse	14	11	

ABOUT YOURSELF						
Q37	1713	Are you male or female?	Male	46	43	48
			Female	54	57	52
Q38	1718	What was your age on your last birthday?	18-24	10	8	13
			25-34	16	16	19
			35-44	16	15	32
			45-54	21	20	0
			55-64	15	16	15
			65-69	6	9	21
			70-74	6	7	0
			75+	8	9	0
Q39	1698	How long have you/your household been living in your current accommodation?	Under 1 year	10	8	
			1-2 years	10	13	
			3-5 years	16	14	
			6-10 years	14	13	
			11-20 years	20	21	
			21+ years	30	30	
Q40	1692	How long have you/your household been living in this area?	Under 1 year	5	4	
			1-2 years	6	7	
			3-5 years	10	7	
			6-10 years	7	8	
			11-20 years	13	14	
			21+ years	58	60	
Q41	1717	In which of these ways does your household occupy your current accommodation?	Owned outright	29	30	
			Buying on mortgage	43	41	
			Rent from Council	17	21	
			Rent from Housing Association/ Trust	4	4	
			Rented from private landlord	6	5	
			Other	1	1	
Q42	1686	How many ADULTS AGED 18 OR OVER are living here?	One	21	24	
			Two	55	55	
			Three	15	13	
			Four	6	5	
			Five	1	1	
			More than five	2	2	
Q43	1665	Which of these activities best describes what you are doing at present?	Employee in full-time job (30 hours plus per wk)	42	39	39
			Employee in part-time job (under 30 hours per week)	11	12	11
			Self employed full or part-time	5	4	4
			On a government supported training programme (eg Modern Apprenticeship/ Training for Work)	*	*	*
			Full-time education at school, college or university	1	2	3
			Unemployed and available for work	4	2	3
			Permanently sick/disabled	7	8	8
			Wholly retired from work	23	26	21
			Looking after the home	5	6	9
			Doing something else	2	2	2
Q44	1678	Do you have any long-standing illness, disability or infirmity? (long-standing means anything that has troubled you over a period of time or that is likely to affect you over a period of time)	Yes	31	39	31
			No	69	61	69
Q45	632	Does this illness or disability limit your activities in any way?	Yes	81	81	83
			No	19	19	17

Q46	1700	To which of these groups do you consider you belong to?	White	99	96	99
			British	96	87	98
			Irish	*	7	*
			Any other White background	3	1	1
			Black or Black British	*	2	*
			Caribbean	-	*	0
			African	*	2	0
			Any other Black background	-	*	*
			Mixed	*	*	*
			White & Black Caribbean	-	*	*
			White & Black African	-	*	0
			White & Asian	*	*	*
			Any other Mixed background	*	*	*
			Asian or Asian British	1	1	*
			Indian	-	*	*
			Pakistani	1	*	*
			Bangladeshi	-	*	0
			Any other Asian background	-	*	*
			Chinese and Other ethnic groups	*	*	*
			Chinese	*	*	*
			Other ethnic group	*	*	*