

## **Appendix 3 MORI Residents survey – Improvement activity**

### **Background**

Since 1995 Sunderland City Council has commissioned an annual survey to monitor residents' satisfaction with and perceptions of the council and the services it provides. The latest survey was conducted in Autumn 2008 and comprised 1260 interviews with residents across the city in addition to a 'booster' sample of residents from black and minority ethnic (BME) groups. Cabinet received a copy of the findings from the 2008 survey on 11 March 2009.

It is increasingly important that the council understands the needs and requirements of its communities, and in particular the most marginalised and vulnerable groups to ensure that policies and services are designed to meet them. The Annual Residents' Survey is an important starting point in developing this understanding since it enables the council to measure satisfaction with the council, council services and local area and monitor trends over time. It also provides the opportunity to conduct more detailed analysis of how perspectives vary amongst different groups of the population, for example by geographical area, age, gender, disability and ethnicity.

It is crucial that the council actively uses this information to help inform this understanding and in future engagement, service planning and improvement. It was therefore agreed that the key issues arising from the 2008 survey should be identified and for the council to consider how to respond to them.

It should however be recognised that there is still a need for directorates to consider the wider results in more detail and across subgroups, looking at not only areas where improvement is needed but also where progress has been made and in relation to interventions in the previous year.

The 2008 survey presents a largely positive set of results although there are some issues to consider in order to improve performance further. This report outlines the key issues and the existing and planned interventions that are designed to respond to them. The sections are organised by key themes although some actions may cut across more than one theme.

### **Council and local area satisfaction**

Overall area satisfaction remains high at 78% with only 15% dissatisfied, although there was a notable fall in area satisfaction levels in both South Sunderland and Coalfield from 2007 and Coalfield residents are less positive than in other areas.

Satisfaction with the council retains previous levels at 63% while 19% are dissatisfied. Those aged 45-54 and those from East Sunderland are more dissatisfied than overall.

The council has made good progress on a number of image indicators since 2007, for example value for money, keeping promises and learning from mistakes. There are still however a significant minority (between one quarter and one third) who are less positive on a number of these indicators.

Due to the cross-cutting nature of these measures, existing and planned developments are picked up in subsequent sections.

## **Appendix 3 MORI Residents survey – Improvement activity**

### **Street Scene**

#### **Key issues**

Street cleaning is on the margin of being a priority for improvement when considering relative net satisfaction with services versus importance. That said satisfaction with street cleaning has improved over the last four years rising from 60% in 2005 to 69% in 2008. In the corresponding period dissatisfaction has fallen from 29% to 20%, resulting in an improvement of 18% in net satisfaction. Although ratings for cleanliness of the city centre have improved, a significant minority (20%) think it is poor.

Maintenance of roads and footpaths is relatively important and although they have lower satisfaction levels than other street scene services, they are both performing relatively well with net satisfaction improving from lows in 2002 of +18 for road maintenance and +11 for footpath maintenance to +31 and +30 respectively. Those aged 45+ are more dissatisfied with both road and footpath maintenance. Those from South and those with a disability are additionally more dissatisfied with footpath maintenance. Those with a disability and those aged 50+ are more dissatisfied with the standard of footpaths and pedestrian areas in the city centre.

#### **Existing and planned developments**

Ongoing investment has continued to improve performance in respect of the percentage of land with unsatisfactory levels of litter and detritus (BVPI 199a), as set out below. This improvement resulted in the authority moving from the upper median quartile in 2005/2006 to the upper quartile in 2006/2007 when compared to Metropolitan Authorities and moved from the lower median quartile to the upper median quartile when compared to 'All England'. Sunderland's performance for the last four years' is:

2004/2005 - 22.14%  
2005/2006 - 14.2%  
2006/2007 - 11.1%  
2007/2008 - 10.0%

Integrated neighbourhood refuse collection, recycling, street cleaning and grounds maintenance services are being introduced into the South, West and East areas of Sunderland by March 2009. There will be a further review of integrated working arrangements commencing in 2009/2010 (Quarter 1) to take account of the revision of local area arrangements and to ensure that service provision best meets the needs of residents in each of the areas.

Quicker and more effective enforcement will be provided by the recent recruitment of additional enforcement officers and a senior manager to coordinate their activities.

The Street Scene service is continuing to develop the skill base of the Street Scene management and operatives in line with Business Improvement Programme Service Transformation Project. Mobile technology is being used by staff to provide speedier and more effective resolution of customer requests in relation to bulky waste collections and

## Appendix 3 MORI Residents survey – Improvement activity

graffiti removal. Revised arrangements for bulky waste and graffiti removal will be implemented in 2009/2010 (Quarters 1 – 2) and will be evaluated prior to roll out in other operational areas.

Funding of £600k has been provided in the Strategic Investment Plan to address flytipping and to raise participation and increase perceptions and satisfaction with cyclepaths across the city. A range of information has been used to inform the programme of works including customer feedback and requests, inspections and feedback from the Leader ward visits. Interventions include tree and shrub removal, installation of columns to which CCTV equipment can be mounted as required, removal of fly tipping and installation of litter and dog bins on cycle tracks.

An annualised hours pilot scheme is to be introduced for Parks staff and compact sweeper operatives so that it can best meet the demand on the service. An evaluation will be carried out of the service improvements realised (to include improved use of resources and improving customer satisfaction) prior to the arrangements being rolled out to remaining Street Scene operatives.

Investment from the Medium Term Financial Strategy has ensured that Sunderland has managed to continuously reduce the percentage of principal, non-principal and unclassified roads where structural maintenance should be considered. This is detailed below and this improvement has resulted in the Council being in the top 6% of authorities in the country in relation to road maintenance indicators.

Year	BVPI 223 – Principal Roads	BVPI 224a – Non Principal Roads	BVPI 224b – Unclassified Roads
2007/08	5.00%	8.00%	6.00%
2006/07	5.43%	8.29%	6.08%
2005/06	11.65%	16.04%	7.26%

Development and Regeneration Services is committed to continuing service improvement and the maintenance of council assets and has received an extra £400k in its revenue budget to provide extra maintenance. This will be targeted at road, footpath and footway maintenance across the city and will include review work in South Sunderland in response to the condition of footpaths. Funding of £128k has been obtained from the DfT to develop a Highways Asset Inventory for the city which will improve data in relation to the condition of assets for use within the Highway Asset Management Plan, which will in turn assist the targeting of the available maintenance budgets.

Flexible working will be introduced within the Highways Inspection Team along with the introduction of hand held data capture devices and a review of the inspection regime. All of this will be targeted at maximising the time inspectors spend on site which will in turn assist in early fault identification, rectification and defence against compensation claims. The Highways Inspection Team will also be increasing the number of sample inspections undertaken on reinstatement works completed by utility companies to ensure that a high quality standard of reinstatement is delivered in line with national standards.

As part of footway renewal schemes, dropped kerbs are automatically provided at appropriate locations such as junctions. In 2009/10 approximately £20k will be allocated

## **Appendix 3 MORI Residents survey – Improvement activity**

for the provision of dropped kerbs to address appropriate requests from the public and Council Members.

Considerable work will be undertaken in 2009/10 to continue improved satisfaction with and use of cycle routes within the city. This will include the provision of 100 cycle racks across the city, vegetation trimming on approximately 50 kilometres and spray treatment to approximately 20 kilometres of cycleways. It also includes the implementation of Phase 1 of the Barnes Park Cycle Route, (subject to Lottery Funding Bid approval), increasing the provision of road based cycle lanes to improve access across the city and upgrading cycle paths to adopted standards on the north side of the river. An additional 14 counting devices will also be installed across a number of key cycle routes to determine the level of usage which will also be used to inform funding and maintenance priorities in the future.

A review of the condition and usage of subways will be undertaken in 2009/10 which will identify those subways where consideration should be given to closure and replacement by alternative road level crossing provision. This will enable the identification of investment priorities and the development of a programme of works to address those subways which are not providing the benefit they were originally designed for and are a cause of resident concern.

### **Recycling**

#### **Key issues**

Although user satisfaction with the four specific recycling services remains high, satisfaction has dropped somewhat for supermarket recycling centres and household waste reception and recycling centres (satisfaction down 9 points for both to 77% and 82% respectively). Similarly to previous years the highest levels of dissatisfaction for the four services are with Kerb-it users (17%), although 80% are satisfied. Those in Washington are somewhat less satisfied with all four services.

There is lower usage of specific recycling services and recycling services in general amongst BME groups, those in social class DE and those in East Sunderland. Residents from Coalfield and those with a disability are lower users of supermarket and household waste recycling centres and under 24's are lower users of recycling services (in general).

#### **Existing and planned developments**

The Kerb-it and Green-it schemes are now successfully operating in the city with 98.73% properties being served. Recycling and composting performance has improved from 18.73% in 2005/2006 to 26.92% in 2007/2008. A range of developments (as detailed) are targeted at achieving the recycling targets set out in the Joint Municipal Waste Management Strategy of 30% by 2009/10, 45% by 2014/15 and 50% - 2019/20 and will make it easier for residents to participate in regular recycling.

Over the last three years marketing campaigns have been undertaken to raise awareness of and participation in recycling in the city.

£70,000 was spent in 2005/2006 on the 'No More Excuses' campaign

£60,000 was spent on the 2006/2007 campaign

£48,000 in 2007/2008

## **Appendix 3 MORI Residents survey – Improvement activity**

The service is seeking to secure ongoing and improved recycling performance and waste minimisation by enhancing the successful elements of these previous marketing campaigns and linking initiatives to service/topical/seasonal issues e.g reducing food waste.

The range of materials that can be recycled now includes white and grey cardboard. A future review of the kerbside collection of recyclable materials (type and range) is planned now that the service has been brought back in-house.

Subject to satisfactory completion of benefit analysis and identification of appropriate capital provision, a new Recycling Village will be developed in the city. A Coalfield satellite recycling facility that will better serve residents in the Coalfield and Washington areas will also be developed subject to identification of appropriate funding. Upgrades are to be provided to 10 recycling sites across the city and an on-street recycling scheme will be introduced in 2009/2010 (Quarter 1).

As part of the longer-term waste management solution, the council will in 2009/2010 progress the short-term contract for treatment of residual waste and ancillary contracts to cover Dry Recyclables, Green Waste and Landfill contracts.

In 2010/2011 the South Tyne and Wear Waste Management Partnership (Gateshead, South Tyneside and Sunderland City Council) will undertake the procurement process to award a contract to develop a joint waste management treatment facility. This will secure compliance with current and known future waste management arrangement legislative demands to 2038 and achieve recovery of 75% of municipal waste by 2020 with 50% being recycled or composted.

### **City Centre Regeneration**

#### **Key issues**

With respect to the city centre, ratings for new building and redevelopment and future plans for city regeneration have improved significantly since 2007, however perceptions are somewhat lower than in 2004 when they were first measured.

#### **Existing and planned developments**

Regeneration of the city centre has a high priority within the council's current and future plans. Building upon the Central Sunderland Urban Design Strategy, a programme of short and medium term improvements will be brought forward to ensure that the city centre retains its position as the second largest in the region with the third largest retail offer. It is important to ensure that the city centre continues to improve between now and the implementation of some of the larger regeneration projects such as Holmeside and the Vaux site. The council will achieve this by investing in the public realm and bringing forward other improvement projects including:

- Continuing negotiations which promote the development of the Vaux site.
- Commencing the implementation of a Masterplan for Farringdon Row.

## Appendix 3 MORI Residents survey – Improvement activity

- Finalising the development framework and working with partners to bring forward the development of the Stadium Village site.
- Engaging in pre-planning application discussion with a preferred developer to enable submission of a planning application for the Holmeside Triangle Site by no later than the end of March 2010.
- Development and adoption of the St. Peter's Riverside Planning Framework.
- Determining the Sunderland Retail Park outline planning application and subsequent reserved matters (Application to be submitted by mid 2009).
- Bringing forward a planning framework for the Lisburne Triangle and engaging in pre-application discussion with the developer.
- Continuing the regeneration of the Sunnyside area by bringing vacant buildings back into use and phased comprehensive redevelopment of East Sunnyside and Tavistock
- Completing public realm improvements works in St Thomas Street, Athenaeum Street, High Street West, West Sunnyside and Norfolk Street.
- Working with the owners of Hendon Sidings to bring forward proposals compatible with the operational needs of the Port of Sunderland or other appropriate land users to assist in the regeneration of the East End of Sunderland.

The continued development of Stadium Village adjacent to the Stadium of Light will play a key part in the economic transformation of the city centre. This will include high quality sports, health and leisure uses, new offices, hotels and homes in addition to the new Aquatic Centre which opened in April 2008. A development framework has been produced which sets out appropriate uses for the long term development of the site and will provide guidance to developers on how the scheme should be developed over the next 15 years. The city council and Sunderland Arc have recently consulted on the framework to ensure local views can be taken into account.

The city council has approved a proposal to develop an area of Sunderland into a 'cultural quarter'. The project is about creating a feeling of arrival and welcome into an area of Sunderland that residents will be clearly proud of. The project aims to:

- Develop a cultural quarter in Sunderland that has a distinct identity within the city centre
- Regenerate the heart of Sunderland to encourage economic growth and prosperity
- Transform the way that people use the centre of Sunderland with the use of lighting, public realm, way finding and programming
- Realise the ambitious vision for Sunderland's city centre cultural quarter by making bold decisions and choices about use of buildings and features
- Create an environment where businesses want to set up, people want to spend time and money and that reflects Sunderland's long-term aspirations and brand values
- Work with partners (such as Sunnyside Partnership), stakeholders (including the Maritime Heritage Forum) and across the City Council to ensure that the project is joined up, aligns with current planning policy and strategies and maximises opportunities and resources

## **Appendix 3 MORI Residents survey – Improvement activity**

### **Getting around Sunderland**

#### **Key issues**

In terms of getting around Sunderland, although net satisfaction with the location, availability, quality and security of car parks have all declined from the record figures in 2007, they all represent the second highest net satisfaction levels since the survey began. The downward trend in satisfaction with the price of public car parks has continued with 40% of residents dissatisfied and only 29% satisfied.

Resting places/seating for pedestrians is another area of dissatisfaction with 33% dissatisfied and 48% satisfied and dissatisfaction is higher amongst those with a disability.

#### **Existing and planned developments**

The Council continually reviews its car park provision and has a programme of maintenance in place which this year includes refurbishment of St Mary's Car Park and the replacement of its pay stations with new pay stations capable of taking debit and credit card payments. For pay and display car parks consideration is being given to the introduction of cashless payment for parking fees via the use of mobile phone technology. It is envisaged that the introduction of alternative forms of paying for parking fees will help to improve perceptions around car park pricing.

The council will continue to provide free parking to Blue Badge holders in all pay and display car parks across the city. Consideration is being given to the enforcement of abuse of Blue Badges which should assist in reducing misuse of Blue Badges and should in turn increase the availability of designated disabled bays within car parks for those genuinely in need.

A procedure for dealing with requests for disabled parking bays from Blue Badge holders will be developed and agreed in early 2009. The procedure will be based around a site inspection undertaken by Development and Regeneration to assess the practicality and necessity of requests as well as an assessment of the level of disability of the applicant by Adult Services. The procedure will ensure that those applicants with the greatest need will receive a disabled parking bay where appropriate.

In February 2010 the NCP contract for the enforcement of off-street parking in council car parks comes to an end and will result in the service being delivered by the council in the future. Staff transferring with the service will be trained to the same standard as the council's Civil Enforcement Officers with an emphasis on customer care.