

Appendix 3 MORI Residents survey – Improvement activity

1.0 Background

- 1.1. 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.
- 1.2 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.
- 1.3 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.
- 1.4 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.
- 1.5 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.

2.0 Council and local area satisfaction

- 2.1 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.
- 2.2 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.
- 2.3 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.

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

3.0 Community engagement

3.1 Key issues

3.1.1 Ratings continue to be relatively low in terms of the council asking for and listening to the views of local people (42% and 28% agree respectively), although net agreement has improved on the latter by 9 points since 2007. Residents in Washington and those with a C2 social class¹ are less positive on both measures. Those from Coalfield are additionally less positive about the council listening to the views of local people.

3.1.2 In addition the provisional score for NI4 which is the percentage of people who feel they can influence decisions in their locality has declined by 6 points to 26% (as measured in the 2008 Place Survey) since 2006.

3.2 Existing and planned developments

3.2.1 There is a need for a council wide and city-wide approach to improving perceptions on these measures. This will include developing a greater appreciation of and responsiveness to the principles of the Duty to Involve (which comes into force in April 2009). Service providers should therefore have a better understanding of the most appropriate ways in which to involve residents in service design and delivery and to target opportunities to key groups having identified the ways in which those groups most want to be involved.

3.2.2 There are a range of corporate measures designed to support this and improve community engagement at the council and across the city. The include:

- Further development of the Independent Advisory Groups (IAGs) and citizens' panel
- Implementation of the Sunderland Compact to enable the Voluntary and Community Sector (VCS) organisations to contribute effectively
- Strengthening of the Consultation Group and database to facilitate the sharing of information, expertise, knowledge and best practice and better co-ordinate activity
- Procurement and implementation of an e-consultation solution to encourage wider involvement in engagement activity
- Review and improve consultation/engagement resources available to officers to drive up the quality of activity
- Implementation of the Sunderland Partnership Community Development Plan
- A more integrated programme of promotion regarding consultation / engagement opportunities and how involvement is making a difference
- Explore the role that the VCS can play as advocates for more marginalised and vulnerable groups through the VCS Commissioning Framework

¹ See Appendix One for social class definitions.

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- Implementation of an improved Traffic and Road Safety communication framework which will ensure the public can, where appropriate, consider a range of options for traffic calming, access and congestion related proposals.

3.2.3 Future developments should include ensuring that community engagement and other issues such as equalities are adequately covered in Project Initiation Documents and in reports to Cabinet and Scrutiny.

3.2.4 Proposals around area arrangements and continued involvement in the development of local area plans are also designed to encourage greater participation in local decision making and increase the number of residents who feel they can influence priority setting and decision making in their area.

4.0 Communications

4.1 Key issues

4.1 Although more than half of residents feel informed about the council, 40% still do not feel informed and 32% have never seen a copy of Sunrise or Switched On. Those in social class C2 and those from Coalfield are less likely to feel informed. Those who have seen Sunrise are better informed although BMEs and Under 24's are also better informed but dissemination of Sunrise is somewhat lower amongst these groups and to a lesser extent those in social class DE, men and those from East Sunderland.

4.2 Existing and planned developments

4.2.1 Using this and in depth research with residents, there is a proposal to extend the reach and appeal of Sunrise, providing more frequent issues specifically covering local issues as well as city wide developments in a timely and more frequent manner. This will allow the magazine to contain areas of interest and use to a wider range of residents such as job adverts, local events and ways to get involved.

4.2.2 There is also a proposal to better integrate and coordinate all communications materials intended for residents and to use a brand recognition exercise and mapping to focus on targeting information materials at areas where there is least awareness and greatest need for more information directly associated with the council.

4.2.3 The development of Area Communication Plans will improve communication at a local level so that residents are kept up to date with what is going on in their area.

5.0 Customer Services

5.1 Key issues

5.1.1 Forty-five percent of residents have contacted the council with an enquiry or problem in the last 2 years. Views are largely positive and progress has been made in all areas since 2007, although a significant minority are dissatisfied with some measures. For example 31% of those in contact were dissatisfied with the outcome

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of their enquiry and 26% were dissatisfied with the handling of their enquiry while 30% think staff were slow in dealing with their request. 25-34s are less positive about speed of dealing with the request, ability to deal with the problem and the handling of their enquiry. They are more likely than other groups to say they have contacted the council in relation to housing.

5.2 Existing and planned developments

- 5.2.1 Customer service ratings are a reflection of not only the customer services function but also the service delivery department with responsibility to fulfil the service request. In addition customer services are handled by both service directorates and the 'formal' Customer Services Network.
- 5.2.2 The Business Improvement Project Customer Services Network Transformation Project will address the issues raised and more by implementing a standard business operating model (based on an advocacy and brokerage model that will address third party issues such as interfaces with Gentoo, and provide service request tracking to improve the outcome of service requests/enquires). It will also include the implementation of common customer care standards and training, rationalisation of IT systems and processes, migration of services into the 'formal' Customer Services Network, reduction in avoidable contact and improved access across a range of channels resulting in increased customer satisfaction.
- 5.2.3 Data from various sources will be collected and further research undertaken to improve 'customer insight' and enable further tailoring of service delivery to fulfil customer requirements.
- 5.2.4 The Council's website will also be improved to enable the public to self serve their information requirements in relation to traffic and road safety through the development of a GIS based data analysis and request progress tool.

6.0 Street Scene

6.1 Key issues

- 6.1.1 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.
- 6.1.2 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

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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.

6.2 Existing and planned developments

6.2.1 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%

6.2.2 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.

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

6.2.4 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 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.

6.2.5 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.

6.2.6 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.

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6.2.7 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%

6.2.8 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.

6.2.9 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.

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

6.2.11 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.

6.2.12 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

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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.

7.0 Recycling

7.1 Key issues

- 7.1.1 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.
- 7.1.2 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).

7.2 Existing and planned developments

- 7.2.1 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.
- 7.2.2 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
- 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.
- 7.2.3 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.
- 7.2.4 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

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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).

7.2.5 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.

7.2.6 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.

8.0 Facilities for young people/children's playgrounds

8.1 Key issues

8.1.1 Despite significant improvements since 2002 in user satisfaction with facilities for young people and children's playgrounds, ratings remain lower (47% and 50% respectively) than for other services as do ratings for sports facilities in parks (52%). Facilities for young people is relatively important compared to other services.

8.2 Existing and planned developments

8.2.1 In Coalfield the Play Pathfinder Projects will deliver the development of a play site on the outskirts of Barnwell Primary School / Barnwell Field, a new play site at Grangewood and development of the quality of the Flatts Site. There will also be enhancement of play provision in Rectory Park Kier Hardy Play Area.

8.2.2 In Sunderland South there will be full development of St Matthews Field provision and consideration of a new additional local area for play within the Farringdon area. Silksworth Recreation Park will be refurbished to remedy condition and improve play value. Sunderland's City Adventure Centre will also be developed at the Sunderland Tennis Centre at Silksworth, due to be completed in 2010. Consultation on its design and operation is currently underway.

8.2.3 The construction of two 25m swimming pools is underway at Hetton and Silksworth with completion expected by 2009/2010 (Quarter 4). These facilities will provide a new replacement swimming pool in the Coalfield area and a completely new facility in Sunderland South. Although not just for young people, the facilities will support an increase in participation in swimming and will provide educational opportunities through curriculum access and learn to swim.

8.2.4 In East Sunderland there will be a review of the development of Mowbray Park Play and Urban Games provision and the development of a teenage multi use games area in Mowbray Park. The Ryhope Recreation Play Area will be enhanced with multi-use games area provision for older young people and Millfield Park will be enhanced to create a 'chillout' zone. A new play site will be developed in close proximity to Grangetown Primary School and the old school site has recently been

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agreed as the location in partnership with the school, children's services, Back on the Map and Sport & Leisure.

- 8.2.5 In Sunderland North there will be a full refurbishment of Roker Park play provision, to include water and sand play. Southwick extended school site will also be developed and the Grosvenor Street site removed. The equipped play area in Rothley Court will be removed and replaced by a green play area and the Community North Play Area will be relocated within the Complex.
- 8.2.6 In Sunderland West the two Thorndale Road sites will be redeveloped into one sub-area site. There will also be development of new provision on South Hylton Playing Field and redevelopment of the local play facility at King George V. In addition, the development of Barnes Park will include high quality play provision with specialist support for children and young people with disabilities and a facility for young people to include a multi-use games area and chill out zone etc.
- 8.2.7 Improvements in Washington include the development of a sub-area site in Albany Park, full refurbishment of play provision in Glebe Park, development of a local play provision in Holly Park and the development of a teenage multi-use games area in Sulgrave. Consultation is also underway to identify an appropriate location for wheeled sports provision in Washington.
- 8.2.8 Additional funding is to be invested to implement three mobile youth villages across the city (areas to be identified following consultation). These will provide facilities for youth work sessions and positive activities in areas where there is little other provision. The expansion of this project is based on a successful pilot project during the Summer of 2008.

9.0 City Centre Regeneration

9.1 Key issues

- 9.1.1 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.

9.2 Existing and planned developments

- 9.2.1 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.

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- 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.

9.2.2 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.

9.2.3 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.

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10.0 Getting around Sunderland

10.1 Key issues

- 10.1.1 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.
- 10.1.2 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.

10.2 Existing and planned developments

- 10.2.1 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.
- 10.2.2 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.
- 10.2.3 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.
- 10.2.4 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.

11.0 Safer Communities

11.1 Key issues

- 11.1.1 Despite improvements since 2007, a high proportion of residents continue to feel unsafe in the city centre after dark (41%) or don't go out at night (24%). BME

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residents continue to feel less safe walking alone in the city centre at night and women also feel less safe. Those aged 55+ and with a disability are less likely to go out. That said, residents generally perceive Sunderland as a safe place to be with 81% saying they generally feel safe in Sunderland as a whole and only 17% feeling unsafe. In addition there are no differences in perceptions of general safety between white and BME residents this year, whereas BME residents tended to feel less safe than others in Sunderland 2007.

11.1.2 Over half of residents do not feel informed about the council's efforts to tackle anti-social behaviour. Residents in Coalfield and Washington feel less informed.

11.2 Existing and planned developments

11.2.1 A range of developments are taking place in the city centre to improve feelings of safety at night. This includes the taxi marshalling scheme, the best bar none scheme, pubwatch and the polycarbonate glasses pilot.

11.2.2 In terms of addressing the fear of crime needs of particular groups, the relevant IAGs were approached in order to hold some focus group work with them around fear of crime but they did not take up the offer to be involved with the exception of the disability IAG (and on the whole, this group had good levels of feelings of safety). The Safer Communities Team are now working with Corporate Communications on the development of a marketing and communications plan for 2009-10 and this will include how best to develop messages to target these groups to help improve feelings of safety.

11.2.3 The development of the ARCH system and the work of the Diversity and Inclusion Team and the Neighbourhood Policing Teams should also continue to improve perceptions of the BME community around hate crime being tackled quickly and effectively in the city.

11.2.4 The Development and Regeneration directorate is rolling out the provision of CCTV cameras to improve coverage across Sunderland. This programme will be completed in 2009.

12.0 Adult social care

12.1 Key issues

12.1.1 Twenty-three percent of residents have a long-term illness, health problem or disability which limits their daily activities. Of these, 59% require help with daily living activities. 30% of residents with a disability who currently do not need any help or support, would not know who to contact if they thought they needed some help and 16% of those who do need help, do not know who to contact.

12.2 Existing and planned developments

12.2.1 Adult Services will be developing a marketing strategy over the coming months to help people recognise more easily the types of support and services they can expect. They will also be developing a number of different ways to improve access

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for those people that might need “a little bit of help” with daily living, including pilots within the community/voluntary sector, GP surgeries and Customer Service Centres.

12.2.2 Adult Services will also be widening the availability of individualised budgets to provide people with more flexibility to purchase support which reflects their needs and preferences. This may include for example, services such as Home Care, that enable people to carry out daily living tasks such as cleaning and shopping.

13.0 Housing

13.1 Key issues

13.1.1 Half of all respondents identified an issue with their accommodation, the most common being that it needs some repair/improvement and is too expensive to heat. Respondents aged 25-34 are somewhat more likely to have an issue with their accommodation. This issue confirms the intelligence from the Housing market Assessment.

13.2 Existing and planned developments

13.2.1 The council is able to provide advice and information regarding repairs / improvements to housing for owner-occupiers, and may be able to help individuals access financial support (eg grants or loans) to carry out essential work. This includes insulation measures (cavity wall and loft insulation) at a subsidised price to reduce heating bills through the Council home energy efficiency scheme.

13.2.2 People who are particularly vulnerable, on low income or in receipt of certain qualifying benefits may be eligible for free of charge support through the Home Improvement Agency, the Council insulation scheme and the national Warm Front scheme. The Warm Front scheme is particularly useful in providing heating systems and boiler repairs as well as other energy saving support.

14.0 Volunteering

14.1 Key issues

14.1.1 Levels of volunteering have fallen since 2007 with 70% of residents having never taken part in formal volunteering, although this is still an improvement since 2005. Volunteering is lowest in the North, amongst social class C2,DE, over 65s and those with a disability.

14.2 Existing and planned developments

14.2.1 During 2009/2010 agreement will be secured within the council and across the Sunderland Partnership to key actions and lead officer arrangements for implementation of the Sunderland Partnership Community Development Plan (CDP) priorities. Appropriate performance management arrangements will be established including a highlight system to promote effective delivery. Six monthly reports on progress will be provided to EMT and the Sunderland Partnership Board.

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- 14.2.2 The CDP will help to increase community capacity to engage with the Sunderland Strategy Priorities, promote active citizenship and support communities in identifying and meeting their needs to close the inequalities gap. This will help meet the targets associated with new national performance indicators NI 6 – participation in regular volunteering and NI 7 – Environment for a thriving third sector.
- 14.2.3 Support will be provided to the Voluntary and Community Sector (VCS) through development of an Integrated Bureau of Support to increase the skills and knowledge available within the VCS and to provide more effective and coordinated support aimed at increasing the number of residents volunteering in the city. A refresh of the Sunderland Compact arrangements will be undertaken in 2009/2010 to embed them across the organisations of the Sunderland Partnership and the VCS to develop better relationships between the VCS and the wider Sunderland Partnership which should lead to improved service delivery for the citizens of Sunderland.
- 14.2.4 The Council and Volunteer Centre Sunderland are launching a 'Volunteering Toolkit for Organisations' at the end of March 09. The toolkit will give good practice guidelines on working with volunteers, information on volunteering and routes to progression. This information will be provided in a booklet format with CD Rom. This work has arisen from the joint work with the VCS to develop the Sunderland Compact - Volunteering Code of Practice.
- 14.2.5 The Council intends to commission research to accurately understand the levels of participation in volunteering across Sunderland, as local information from Volunteer Centre Sunderland suggests a different picture to the survey results.

15.0 Further research/analysis

- 15.1 When directorates are considering this year's results in more detail they may identify areas where further work is required to better understand perceptions.
- 15.2 The information from the survey will be used together with a range of other consultation information and intelligence at a local level to help inform the local area plans.
- 15.3 BME residents who took part in the survey and indicated that they would like to take part in further research will be invited to a workshop in order to explore further the issues raised in the survey. This may include for example recycling and safety in the city centre.
- 15.4 The findings, analysed by each of the six equality strands (gender, faith, disability, age, ethnicity and sexuality) will be provided to the relevant IAGs for further consideration and action planning.

16.0 Future surveys

Appendix 3 MORI Residents survey – Improvement activity

- 16.1 The council will continue to review the scope of the survey and consider how it can to be developed in future years.

Appendix 3 MORI Residents survey – Improvement activity

Social Class Definitions

A Professionals such as doctors, surgeons, solicitors or dentists; chartered people like architects; fully qualified people with a large degree of responsibility such as senior editors, senior civil servants, town clerks, senior business executives and managers, and high ranking grades of the Services.

B People with very responsible jobs such as university lecturers, hospital matrons, heads of local government departments, middle management in business, qualified scientists, bank managers, police inspectors, and upper grades of the Services.

C1 All others doing non-manual jobs; nurses, technicians, pharmacists, salesmen, publicans, people in clerical positions, police sergeants/constables, and middle ranks of the Services.

C2 Skilled manual workers/craftsmen who have served apprenticeships; foremen, manual workers with special qualifications such as long distance lorry drivers, security officers, and lower grades of Services.

D Semi-skilled and unskilled manual workers, including labourers and mates of occupations in the C2 grade and people serving apprenticeships; machine minders, farm labourers, bus and railway conductors, laboratory assistants, postmen, door-to-door and van salesmen.

E Those on lowest levels of subsistence including pensioners, casual workers, and others with minimum levels of income.