

Appendix 2 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 in relation to culture and leisure services.

2.0 Facilities for young people/children's playgrounds

2.1 Key issues

- 2.1.1 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.

2.2 Existing and planned developments

- 2.2.1 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.

Appendix 2 MORI Residents survey – Improvement activity

- 2.2.2 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 Farrington 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.
- 2.2.3 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.
- 2.2.4 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 agreed as the location in partnership with the school, children's services, Back on the Map and Sport & Leisure.
- 2.2.5 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.
- 2.2.6 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.
- 2.2.7 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.
- 2.2.8 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.

Appendix 2 MORI Residents survey – Improvement activity

3.0 Further research/analysis

- 3.1 When directorates are considering this year's results in more detail they may identify areas where further work is required to better understand perceptions.
- 3.2 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.
- 3.3 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.
- 3.4 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.

4.0 Future surveys

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

Appendix 2 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.