
Thurrock Council
Tracking Indicators Survey
(Stage 4) July 2004
Key Findings

Prepared For: Thurrock Council

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A fourth stage telephone survey was undertaken in July 2004 with the Citizens' Panel by **mruk** on behalf of Thurrock Council to determine Panel Members views on a series of tracking indicators.

In the first survey conducted late August/early September, the initially agreed total of 600 interviews was achieved with 173 interviews conducted in West and Central Assembly Areas (respectively), 152 in North East and 102 in the South.

In the second survey respondents were stratified to equally represent the four Assembly Areas. 150 interviews were therefore completed in each.

In the third survey respondents were again stratified to equally represent the Four Assembly Area's. However, after exhausting the call backs to panel members in the South Assembly Area it was only possible to complete 132 interviews (thus slightly reducing the overall sample to 582). This may account for minor variations in findings when compared to previous surveys.

In the most recent survey the same stratification was applied and again the sample in the South Assembly area was exhausted before 150 interviews were achieved. In view of this a small top up of some 30 interviews was applied (derived from other residents in the South Assembly area) and, a minor re-weighting was also applied to correct 10 interviews that were not fully completed (due to the scale of verbatim questions). The final response equates to 602 interviews.

The following report illustrates findings of the latest survey and shows the extent to which views and opinions have shifted since September 2003

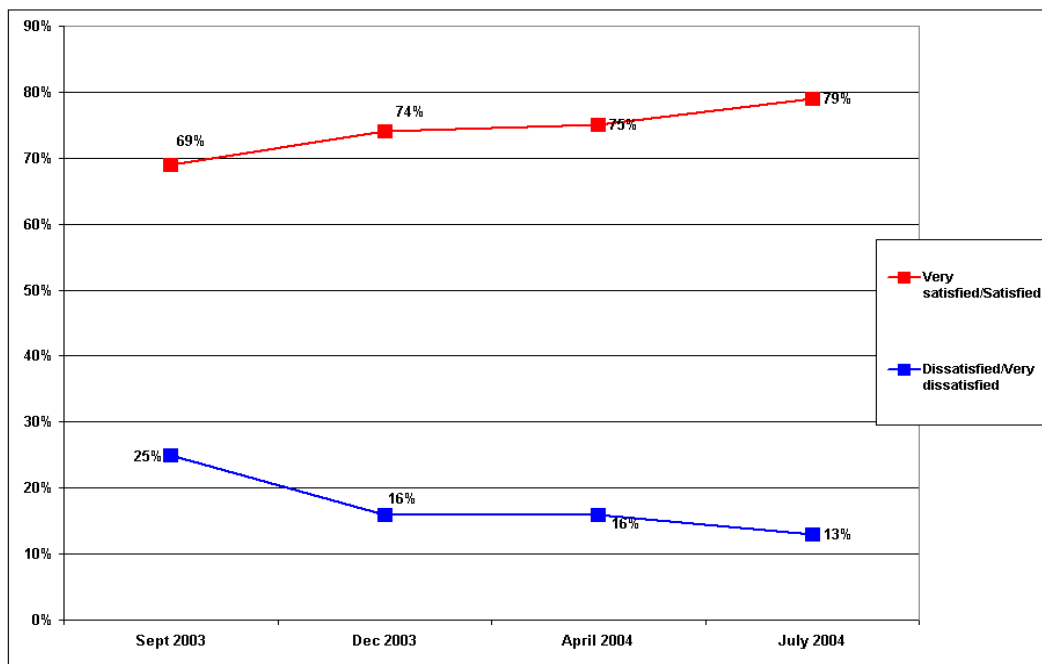
2. KEY FINDINGS – HOME AND AREA

Key findings are as follows:-

Q1 Council Tenants overall satisfied with the estate/neighbourhood in which they live.

	Sept 2003	Dec 2003	April 2004	July 2004
Very satisfied/Satisfied	69%	74%	75%	79%
Neither/nor	6%	11%	9%	7%
Dissatisfied/Very dissatisfied	25%	16%	16%	13%

Base: % of Council tenants responding; (122) Sept, (112) Dec, (99) Apr, (124) July



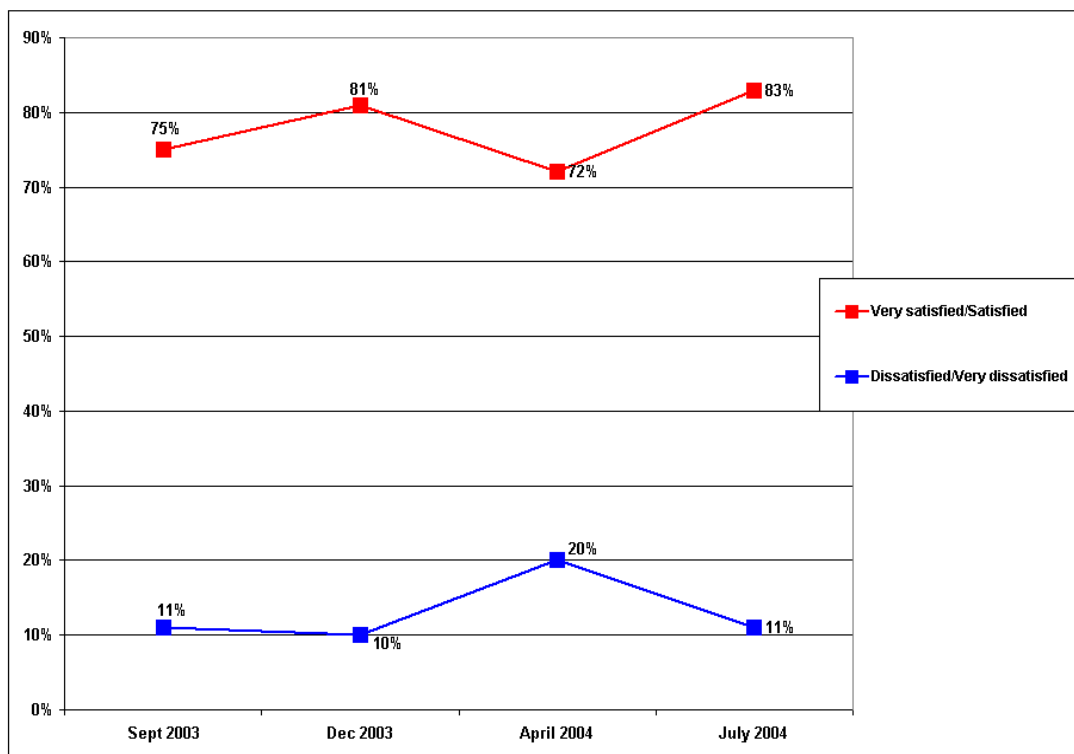
- Principal reasons for dissatisfaction continue to be children/teenagers causing trouble, problems related to litter/rubbish and cleanliness along with crime related issues (such as vandalism). However, in this most recent survey only 16 individual respondents gave such specific reasons for dissatisfaction.

Q2 Council Tenants satisfied with overall housing service provided by the Council.

	Sept 2003	Dec 2003	April 2004	July 2004
Very satisfied/Satisfied	66%	69%	62%	76%
Neither/nor	12%	8%	8%	6%
Dissatisfied/Very dissatisfied	9%	9%	17%	10%
Don't know	11%	14%	13%	8%

Nb. If those who say 'don't know' are excluded (this is the practice with BVPI indicators) findings would be revised to:-

	Sept 2003	Dec 2003	April 2004	July 2004
Very satisfied/Satisfied	75%	81%	72%	83%
Neither/nor	14%	9%	9%	6%
Dissatisfied/Very dissatisfied	11%	10%	20%	11%



- Principal reasons for dissatisfaction (expressed by only 12 individual respondents) are linked to repairs not getting done or taking too long and, concerns about length of waiting list/transfer list. It should be noted that satisfaction levels have now returned to the higher levels recorded in December 2003 and will be partially attributable to achieving a higher response from Council tenants that is more representative.

Q6 Satisfaction with overall standard of Cleanliness in local area (all respondents)

Assembly Area	Very satisfied /satisfied				Neither/nor				Dissatisfied/very dissatisfied			
	July 2004 %	Apr 2004 %	Dec 2003 %	Sept 2003 %	July 2004 %	Apr 2004 %	Dec 2003 %	Sept 2003 %	July 2004 %	Apr 2004 %	Dec 2003 %	Sept 2003 %
South	63	52	54	43	7	7	8	14	30	36	31	43
West	66	64	44	43	11	8	13	19	21	27	39	38
Central	59	59	58	48	19	12	9	12	22	23	31	40
North East	70	69	61	52	11	9	9	13	19	19	28	36
Total	64	61	54	46	12	9	10	15	23	26	33	39
Base: All respondents												

Missing Values = 'don't know' (representing only 3 respondents thus findings would change less than 1 percentage point if excluded from totals)

- Most frequently identified 'single most annoying problems' (Jul 2004):
 - Litter/Fly tipping/General mess (37%)
 - Dog fouling/dog bins not emptied frequently enough (8%)
 - Poor road sweeper/ not enough street cleaners/bin men not cleaning up spillages after them
 - Irregular rubbish collections
 - Abandoned cars

Overall, the Council will be encouraged by the continued improvement in perceptions of cleanliness particularly in the West and South Assembly areas.

When asked to identify the single most pleasing thing about cleanliness in the area the most popular replies included:-

- Street cleaners/road sweepers
- Council showing they are trying to make improvements
- Getting better/ doing a good job
- Improving green areas

Q8 Satisfaction with overall condition of parks in local area?

Assembly Area	Very satisfied /satisfied				Neither/nor				Dissatisfied/very dissatisfied				Don't know			
	July 04 %	Apr 04 %	Dec 03 %	Sept 03 %	July 04 %	Apr 04 %	Dec 03 %	Sept 03 %	July 04 %	Apr 04 %	Dec 03 %	Sept 03 %	July 04 %	Apr 04 %	Dec 03 %	Sept 03 %
South	50	60	46	54	8	9	11	11	15	9	14	19	27	9	16	16
West	61	55	51	45	6	13	14	8	14	13	24	27	19	13	17	20
Central	53	61	46	45	8	12	8	13	11	12	16	21	27	12	24	21
North East	60	58	44	50	9	8	13	11	17	8	23	22	15	8	14	17
Total	56	58	50	48	8	11	11	11	14	11	22	23	22	11	18	19

Base: All respondents

If those who say 'don't know' are excluded from the analysis satisfaction/dissatisfaction with overall condition of parks in the local area is revised to:-

	Very satisfied/Satisfied	Neither/nor	Dissatisfied/Very dissatisfied
July 2004	72%	10%	18%
April 2004	69%	13%	18%

- Most frequently identified 'single most annoying problems with parks' (July 2004) :-
 - Vandalism/graffitti
 - Dog fouling
 - Litter/Rubbish (including concerns over broken glass)
 - Bad maintenance (including concerns over grass cutting)
 - Teenagers/groups of young people (including noise made and intimidation)
 - Not enough parks

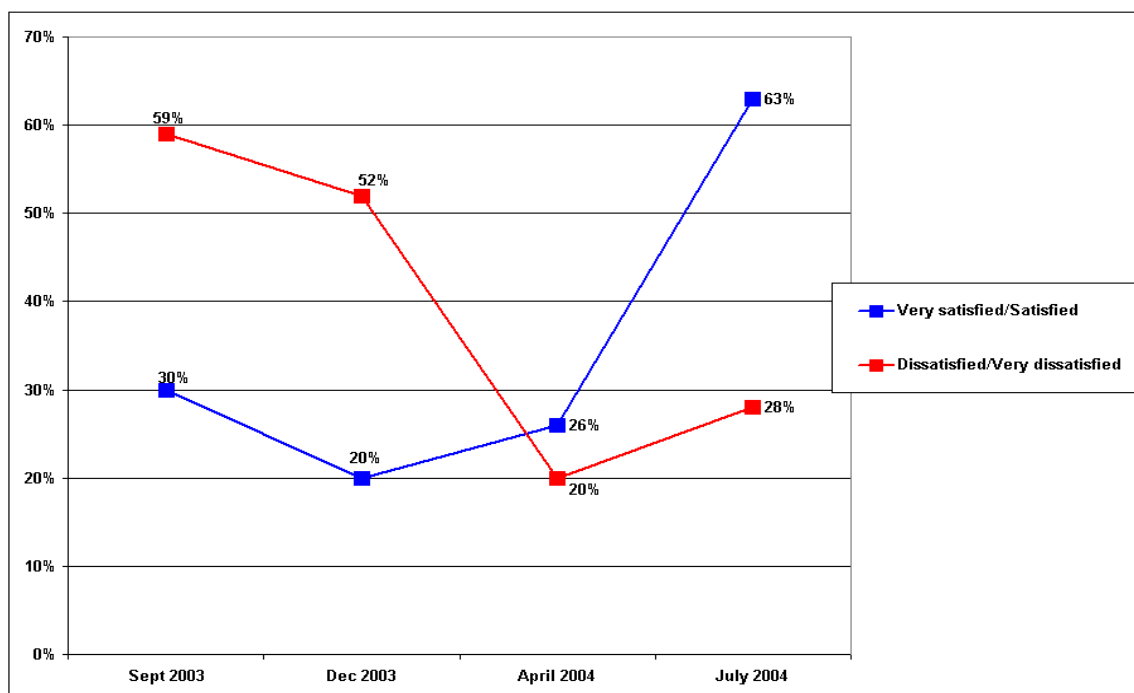
3. KEY FINDINGS – BUS SERVICE/PUBLIC TRANSPORT

Q10 Respondents satisfied with local bus service overall.

	Dec 2003	Sept 2003	April 2004	July 2004
Very satisfied/Satisfied	12%	15%	13%	19%
Neither/nor	16%	6%	28%	3%
Dissatisfied/Very dissatisfied	31%	29%	10%	9%
Don't know/NA	42%	51%	49%	69%
Base: All respondents				

Nb: If 'don't knows' excluded findings are revised to:-

	Sept 2003	Dec 2003	April 2004	July 2004
Very satisfied/Satisfied	30%	20%	26%	63%
Neither/nor	11%	28%	55%	9%
Dissatisfied/Very dissatisfied	59%	52%	20%	28%

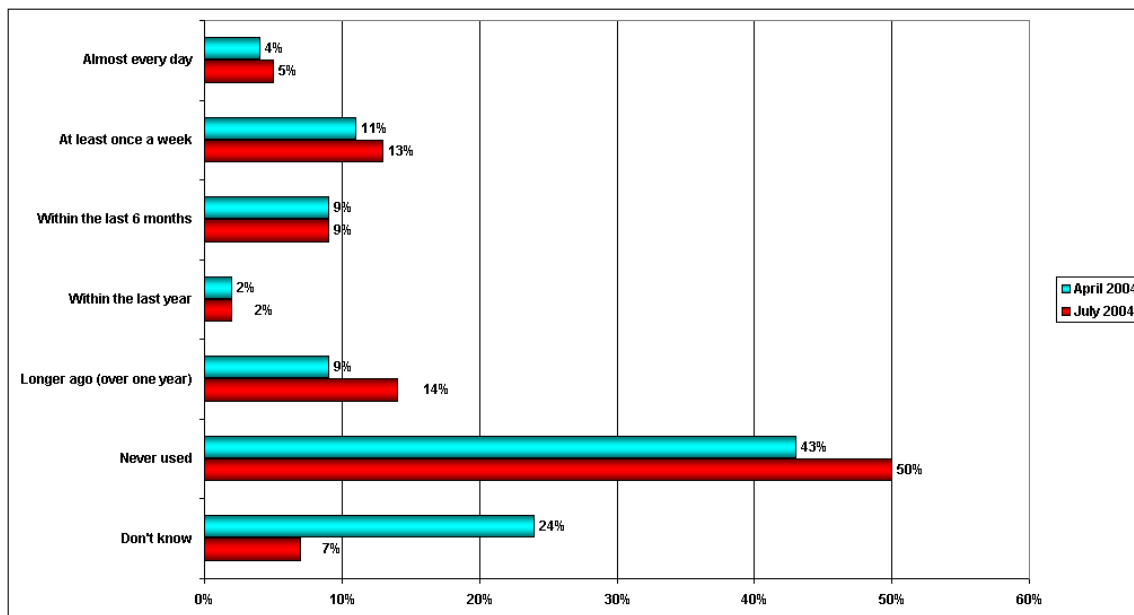


Q10 Satisfaction with other aspects of Bus Service (July 2004)

	Very satisfied /satisfied	Neither/ nor	Dissatisfied /very dissatisfied	N/A
The frequency of the bus service	18%	2%	11%	69%
The provision of bus stops	25%	2%	4%	69%
The state of bus stops	21%	3%	7%	69%
The reliability of the bus service	18%	3%	10%	70%

Base: All respondents July 2004 (602)

Q11 How frequently, if at all, do you use the local bus service?



Base: All respondents

- It should be noted that the level of respondents who have used the local bus service within the last year amounts to 173. In view of this, additional analysis is provided below to illustrate levels of satisfaction when restricted only to those who have used the bus service within that period:

Overall Satisfaction With Bus Service – Respondents Who Have Used Service In The Last 12 Months			
Very satisfied /satisfied	Neither/nor	Dissatisfied/very dissatisfied	Don't know
60%	10%	22%	8%

4. CULTURAL AND RECREATIONAL SERVICES

A new series of questions were introduced in relation to cultural and recreational services that are provided throughout Thurrock.

Respondents were invited to comment upon what aspects of the specified services they particularly like or dislike and, what (if any) improvements they would like to see in each of the services concerned.

The questions were essentially qualitative and, as such, a range of verbatim answers were given that are not specifically designed to be analysed on a quantitative basis. In this respect an excel file containing the responses supports this report and can be used by the Council as required.

The following represents examples of some of the more frequent types of answers provided – although it should be noted that for most services the majority of respondents offered little or no comment.

SERVICE	LIKES	DISLIKES
Libraries	<ul style="list-style-type: none"> ▪ Improved opening times (especially Sunday mornings) ▪ Very good/helpful ▪ Access to computers/internet ▪ Excellent /superb service ▪ Helpful for children ▪ Good selection of books ▪ Friendly staff ▪ Accessible/good mobile service 	<ul style="list-style-type: none"> ▪ Limited opening times (should open saturday afternoon) ▪ Opening hours too short (should not close on wed) ▪ Need refurbished/revamped ▪ Not enough books ▪ Becoming too small ▪ Library being amalgamated with other Council offices
Heritage and Museum	<ul style="list-style-type: none"> ▪ Well layed out ▪ Good displays ▪ Very good (esp for local history) ▪ Informative and interesting ▪ Encourages childrens interests 	<ul style="list-style-type: none"> ▪ Small and bare ▪ Not promoted/advertised enough ▪ Accessibility (general)
Thameside Theatre	<ul style="list-style-type: none"> ▪ Good shows/productions ▪ Good events for children ▪ Intimate/good atmosphere ▪ Accessible and well laid out for disabled people ▪ Good range and variety of shows ▪ Comfortable/good seating 	<ul style="list-style-type: none"> ▪ Difficult to park (especially for disabled people) ▪ Bus services end before shows end ▪ More theatres needed ▪ Bar expensive/small ▪ Lack of promotion/advertising

The Arts	<ul style="list-style-type: none"> ▪ Annual music festival good ▪ Promotion of the arts at colleges ▪ Support local arts community ▪ Community concerts ▪ Local exhibitions 	<ul style="list-style-type: none"> ▪ Didn't know Council were involved much ▪ Council should not invest in this/higher priorities exist ▪ No venue for visual arts
Parks and Open Spaces	<ul style="list-style-type: none"> ▪ Kept clean and tidy ▪ Improving ▪ Provides open space ▪ Facilities for children ▪ Good for walking dogs ▪ Flower displays 	<ul style="list-style-type: none"> ▪ Level of vandalism ▪ Dog fouling ▪ Broken glass ▪ Gangs/noisy teenagers ▪ Need more facilities for children ▪ Litter/rubbish/poor cleanliness
Leisure Facilities	<ul style="list-style-type: none"> ▪ Swimming pools ▪ Well promoted/good variety ▪ Golf course ▪ Blackshots facilities very good ▪ Bowling facilities ▪ Gyms 	<ul style="list-style-type: none"> ▪ Too few facilities ▪ Too expensive ▪ Not enough for young people
Sports Development	<ul style="list-style-type: none"> ▪ Good/getting better ▪ Football facilities ▪ Good communication with schools ▪ Skateboard ramps 	<ul style="list-style-type: none"> ▪ Council does not encourage this ▪ Not enough/needs more funding ▪ Not enough for young people
Play Services	<ul style="list-style-type: none"> ▪ Good ▪ Quite accessible and not too expensive ▪ Lots for children during holidays ▪ Play buses 	<ul style="list-style-type: none"> ▪ Not enough/more needed ▪ Lack of a guide to what is available ▪ Not much for young children (1 – 5 years)
IMPROVEMENTS NEEDED		
Libraries	<ul style="list-style-type: none"> ▪ Longer opening times (including Saturday afternoons) ▪ Provide more books ▪ More computers ▪ Update books more regularly 	
Heritage and Museum	<ul style="list-style-type: none"> ▪ Devise tours/audio links ▪ Promote and advertise more ▪ More variety and child friendly ▪ Better opening times 	
Thameside Theatre	<ul style="list-style-type: none"> ▪ More advertising/marketing ▪ Bring costs/charges down ▪ Better access for disabled people (especially parking) 	

Thameside Theatre (Continued)	<ul style="list-style-type: none"> ▪ Bigger bar with more variety and cheaper prices ▪ Improve seating ▪ Improve parking
The Arts	<ul style="list-style-type: none"> ▪ More events/promotions ▪ Improve funding and support ▪ More concerts/exhibitions and visual arts
Parks and Open Spaces	<ul style="list-style-type: none"> ▪ More measures to deal with dog fouling ▪ More parks and swings/equipment for children ▪ Measures to deal with youths ▪ More bins /better maintenance ▪ Increase patrols/wardens ▪ More for older children ▪ Restrict access to motorbikes/scooters ▪ Improve facilities for tennis and other sports
Leisure Facilities	<ul style="list-style-type: none"> ▪ Not enough – provide more ▪ Too expensive – lower prices ▪ Improve cleanliness at swimming pools ▪ Provide more for young people/teenagers ▪ More free activities for young people ▪ Separate changing facilities at swimming pools
Sports Development	<ul style="list-style-type: none"> ▪ More encouragement for younger people ▪ Promote wider range of sports ▪ Make more information available ▪ More planned events for children and within communities
Play Services	<ul style="list-style-type: none"> ▪ More affordable services/organised activities ▪ More/better equipment ▪ Not enough for children

5. RESPONDENT CHARACTERISTICS

AGE

16 – 25	2%
26 – 40	19%
41 – 60	40%
61 – 65	12%
Over 65	1%

GENDER

Male – 46%
Female – 54%

ETHNIC ORIGIN

White British - 98%
Non white - 1%
Refused -1%