



Glasgow City Council
Operational Delivery Scrutiny Committee

Report by the Chief Executive

Contact: Anne Connolly Ext: 75678

Item

<date of meeting>

Glasgow Household Survey - Impact and Outcomes

Purpose of Report:

The Glasgow Household Survey is used annually to gather residents' views and opinions in relation to service usage and satisfaction, specific projects and services and to inform strategy development. Members previously requested an overview of the impact of the survey findings and how these have informed policy and service improvement. A similar report was provided in April 2013. This report provides an update and highlights the impacts from 2013 to 2015.

Recommendations:

The Committee is asked to:

- i) consider this report;
- ii) note that the survey has informed performance reporting, strategy development, budget decisions and service development; and
- iii) note that the key findings for the next Household Survey will be report to this committee in September 2016.

Ward No(s):

Citywide: ✓

Local member(s) advised: Yes No consulted: Yes No

1.0 Background

- 1.1 The Glasgow Household Survey is the principal mean of gathering residents' views and opinions. The survey also collects key equalities and demographic information such as age, gender, disability, and ethnicity. It also collects other information, including postcode, internet access and length of time living in the city. At regular intervals boost samples are undertaken of specific groups, including Black Minority Ethnic. This allows for more detailed analysis of results by different groups and areas across the city.
- 1.2 The survey is run independently by Ipsos Mori, who present the main findings of each survey to the Operational Delivery Scrutiny Committee and the Extended Corporate Management Team. A report is made available to the public and other stakeholders online (www.glasgow.gov.uk). A range of reports and additional analysis are produced for policy and performance sections across the Council. The current survey (2016) is structured around our budget and Strategic Plan priorities.
- 1.3 Survey findings are used for a variety of purposes, including performance monitoring, service improvement, policy and strategy development, service and project evaluation. Some key examples of how the survey influences these areas are highlighted in the remainder of the report.

2.0 Performance Monitoring

- 2.1 Survey results are used to monitor key performance indicators as part as the Single Outcomes Agreement (SOA) and Annual Service Performance and Improvement Report (ASPIR) processes. A number of key indicators are taken from the survey, including service usage and satisfaction.
- 2.2 Over the last 5 years the survey has been used to gather information from residents on how the Council is viewed in the media. This information is used as part of the performance reporting process for the Council's Strategic Plan.
- 2.3 Since 2013, residents have also been asked their views on a range of statements about the council with the aim of establishing a single measure of reputation. Some of these statements include:
 - views on value for money
 - trusting the council
 - taking residents views into consideration when making decisions
 - the council impacting on resident's quality of life and being too remote and impersonal
- 2.4 This information has been used and will continue to inform the ongoing review and evaluation of the Councils communications policy.
- 2.5 Glasgow Life routinely use the survey results and data as a key reference tool to measure a suite of performance and improvement indicators. The survey

gathers information on usage and satisfaction with Museums and Galleries, Libraries, Sports and Leisure Centres and Community Centres. The findings are also used continually to evidence and understand customer insight within Glasgow Life service provision.

3.0 Service Improvement

3.1 Satisfaction with road and pavement maintenance is a core area covered by the survey. Included in every survey, it is used to monitor resident's perception of the state of the city's roads. Following the results of the 2013 survey a number of actions were taken to try and improve resident's satisfaction levels. These included:

- introducing high profile street messages to inform the public about forthcoming maintenance and to let them know how long it would take
- re-introducing qualitative surveys to households affected by works to gather feedback
- significantly increasing the level of investment from £13.48m in 2013, to £24.41m in 2014

The result of these actions and investment contributed to an increase in satisfaction levels (very and fairly satisfied) for road maintenance, from 19% in 2013 to 30% in 2015.

3.2 Investment in pavement maintenance also increased following the 2013 survey, from £1.39m in 2013 to £2.22m in 2014. Satisfaction levels also increased as a result of this additional investment from 42% in 2013 to 48% in 2015.

3.3 From 2008, the survey has been used to assess the public's perception of environmental issues both locally and within the city centre as part of the Clean Glasgow campaign. The Household Survey identified that residents want people to take more pride in their local areas and responsibility for their actions. In response to the survey findings, the following initiatives have been introduced:

- provide extra clean ups (between April 2014 and March 2015, Clean Glasgow supported 25,919 volunteers through 4,932 clean-up projects across the city)
- introduction of litter enforcement officers in every ward (between April 2014 and March 2015, 17,162 fixed penalty notices were issued for dropped cigarettes and 1,416 for dropped litter)
- work with housing associations and residents to tackle dog fouling (introduced Dog Fouling Charter Guidelines to every Registered Social Landlord, with specific guidelines produced for GHA – between April 2014 and March 2015, 1,889 fixed penalty notices were issued for dog fouling)
- quarterly multi-member ward level Clean Glasgow profiles which measures customer demand and Clean Glasgow Activity across the city

- annual multi-member ward level reports and action plans
- press and media campaign “People Make Glasgow – Cleaner”
- refreshed strategy with a series of actions across the 4 intervention themes of Education, Engagement, Enhancement and Enforcement

3.4 Information generated from the survey has been used in the redevelopment of The Burrell Collection. Findings on motivations for visiting and barriers for not visiting have been used in the planning process for the redevelopment of the venue.

4.0 Policy and Strategy Development

4.1 Survey findings allow Council services and ALEOs the opportunity to test opinions before they develop specific policies and strategies and to help monitor them.

4.2 In March 2015, Glasgow City Council became a member of the World Health Organisation (WHO) Global Network of Age Friendly Cities and Communities. As part of this membership, Glasgow has to develop an Age Friendly Strategy and Action Plan. The 2015 survey included questions specifically for older residents on issues important to them. Issues such as transport, social isolation and the media perception of older people were highlighted as priorities. The main findings will feed directly into the development of the Strategy and Action Plan.

4.3 Information that was gathered as part of the Age Friendly Cities questions was used by Glasgow Life and informed the Glasgow Libraries approach to the development of services which help mitigate the impact of social isolation in the city. The new Vision for Glasgow Libraries was published in September 2015 following a large scale consultation process. As part of this process, data gathered using the Household Survey was instrumental in developing a comprehensive understanding of how public libraries were being used in the city.

4.4 In 2015, Glasgow City Council launched its new Glasgow Tobacco Strategy in partnership with NHS GCC. This strategy sets the direction for tobacco work in Glasgow and supports the Scottish Government’s aspiration of achieving a tobacco-free generation by 2034. A commitment to promoting smoke-free Council grounds is a key aspect within the strategy. In order to help develop a smoke-free grounds campaign, the 2015 Household Survey included questions on residents’ smoking behaviour. The main findings were used to develop the council message for smoke-free grounds and the overall campaign.

4.5 Questions on volunteering were included in the 2015 survey, with the findings used to develop and inform the Strategic Framework for the city, and a new Volunteer Charter to address the relatively low rates of volunteering in the city.

- 4.6 Over recent years the survey has been used to gather evidence and information to help tackle the issue of poverty and deprivation within the city. Data gathered through the survey contributes to work being carried out by the Poverty Leadership Panel and the Community Planning Partnership. In 2014, questions were included to baseline a range of key finance measures used to monitor the Tackling Poverty Strategy and Single Outcome Agreement In-Work Poverty Outcome.

5.0 Service and Project Evaluation

- 5.1 The Survey was used as part of the Council's preparation for the Commonwealth Games to understand public views and identify any concerns or issues residents might have had in the lead up. The information gathered through the survey allowed the Council to ensure that appropriate information was provided to local residents and that plans could be put in place to mitigate against any potential problems.
- 5.2 In order to determine if the games would bring a lasting legacy to city, the survey was used to measure the expectations of residents for them personally, their families and their wider community. After the Games questions were included to identify if these expectations were met. These questions helped demonstrate and measure perceived improvements and legacy, particularly an increase in physical activity and volunteering.

6.0 Future Developments

- 6.1 Starting in 2016, new geographical analysis and summary reports will be produced as part of the formal reporting process for each survey. Three summary reports, covering the North West, North East and South strategic areas will be developed and distributed to members, Services and stakeholders, providing analysis of the key findings. This information should help direct services and resources where they are needed most.
- 6.2 To ensure that the survey remains relevant and continues to feed into the improvements being undertaken as part of the Transforming Glasgow Programme, Strategic Policy and Planning, in conjunction with Ipsos Mori, will undertake a workshop with key stakeholders across the Council and ALEOs to raise awareness of the survey, promote the value of the survey and identify future opportunities.

7.0 Policy and Resource Implications

Resource Implications

Financial:	No financial implications
Legal:	No legal implications
Personnel:	No personnel implications
Procurement:	No procurement issues

Council Strategic Plan Priorities

Making best use of our resources

Equality Impacts

EQIA carried out: Not applicable

Outcome: Not applicable

Sustainability Impact

Environmental: No impact

Social: No impact

Economic: No Impact

9.0 Recommendations

9.1 Operational Delivery Scrutiny Committee is asked to:

- i) consider this report
- ii) note that the survey has informed performance reporting, strategy development, budget decisions and service development; and,
- iii) note that the key findings for the next Household Survey will be reported to this committee in September 2016.