

ANGUS COUNCIL
COMMUNITIES COMMITTEE

3 MARCH 2015

ANGUS CITIZENS' PANEL SURVEY 2014

1. BACKGROUND

A citizen survey is undertaken on behalf of the Council every two years. A similar survey with citizen panel members is carried out in the intervening years to enable us to gather annual data to help inform and shape our services.

Survey Method	Date	Committee Report
Angus Citizens Survey	2009	97/10
Angus Citizens Panel	2010	436/11
Angus Citizens Survey	2011	82/12
Angus Citizens Panel	2012	195/13
Angus Citizens Survey	2013	Information Report
Angus Citizens Panel	2014	Information Report

This report highlights the key findings to emerge from the Angus Citizens' Panel survey 2014. The survey was specifically designed to mirror the Angus Citizen Survey which was last conducted during 2013. The Angus Citizen Survey is conducted every two years and by carrying out a similar survey with panel members in the intervening years, we are able to gather annual data to help us inform and shape our services. Surveying the Citizens' Panel members is also useful to show any progress being made as a result of findings from Citizen Surveys.

It should be noted that due to sample sizes, Angus Citizens' Panel survey results and the Citizen Survey are not directly comparable. However, analysis of the results of each can give an awareness of the commonalities and differences of Angus 'public opinion' and is therefore still useful.

3 KEY FINDINGS

The 2014 Angus Citizens' Panel survey provides a positive picture with people satisfied about their lives in Angus, as well as generally happy with the services Angus Council provides:

- Overall satisfaction with quality of life in Angus is high, with 97% of respondents stating that they are either very satisfied or satisfied in this respect;
- The majority of respondents indicated that there has been 'no change' in their neighbourhood over the past 5 years. 22% believe their neighbourhood has worsened in the last 5 years and 15% believe it has improved. These figures show an improvement from the last survey in 2012;
- Respondents were asked the extent to which they feel that *they* have influence over decisions which affect their neighbourhood. 39%, an increase of 5 percentage points from 2012, stated that they feel they have some influence compared to 26% who stated that they have no influence. 52% of respondents felt that *people in their community* could influence decisions affecting their local area;

With specific regard to council services:

- 73% believe that the council offers a good range of services (82% in 2010, 76% in 2012);
- 73% believe that the council has friendly, polite and helpful employees (67% in 2010, 73% in 2012);
- 55% believe that the council provides good quality services (59% in 2010, 54% in 2012);
- 53% stated that the council provides an efficient service (53% in 2010, 54% in 2012);

CONCLUSION

The Angus Citizens' Panel remains an integral part of how we gather information with regard to citizens' experience of living in Angus and satisfaction levels with regard to services.

There are currently 473 citizen's panel members. An ideal membership for statistical robustness would be over 1160.

The below information details the demographic of the current panel and its relation to Angus as a whole

Ward	Citizens Panel	Angus	Difference
Arbroath East and Lunan	9%	14%	+5%
Arbroath West and Letham	14%	13.5%	-0.5%
Brechin and Edzell	11%	10%	-1% (equates to 116 people)
Carnoustie and District	11%	11.5%	+0.5%
Forfar and District	18%	14%	-4% (equates to 637 people)
Kirriemuir & Dean	10%	9%	-1%
Monifieth & Sidlaw	12%	14%	+2%
Montrose & District	13%	14%	+1%

Only 14% citizens panel members are aged between 16 and 45 compared to 33% of Angus as a whole and only 8% rent their homes from the local authority compared to 15%.

To improve both the membership and representativeness of the Citizens Panel it is intended to progress a recruitment drive via the following methods, targeted at both the underrepresented geographic and demographic areas.

Postal survey

We will use a postal survey to recruit new members for the Angus Citizens' Panel. This is considered to be the best method to recruit people who are likely to return postal questionnaires. The recruitment survey can be combined with a citizens panel survey. This has several advantages:

- It makes the significance of being a member of the panel clearer, by demonstrating 'there and then' what is involved in the process. Instead of just volunteering in the abstract to belong to the Panel, people demonstrate and confirm their commitment by returning a questionnaire.
- There are economies of scale in combining the recruitment and the first consultation stages.

Engagement

We will progress an engagement strategy to raise awareness of the Angus Citizens' Panel to those not targeted through postal recruitment. This will include one to one engagement and engagement events e.g.

- Younger people through schools and after school activities (e.g. the Pan Angus Youth Action Group)
- Local community members via statutory and third sector opportunities
- Specific equalities groups e.g. those who consider themselves to have a disability and assign themselves to a particular ethnicity.

Contact for further information:

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