

**Report To: Policy and Resources Committee**

**Date: 30 March 2010**

**Report By: Corporate Director  
Improvement and Performance**

**Report No: POL/07/10/PW/LF**

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**Subject: Results from Fourth Citizens' Panel Survey**

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## **1.0 PURPOSE**

1.1 The purpose of this report is to provide Committee with details of the headline results from the fourth Citizens' Panel Survey.

## **2.0 SUMMARY**

- 2.1 The fourth Citizens' Panel Survey was issued to all 1000 members of the Panel in December 2009.
- 2.2 The main topics covered in the survey were the Local Development Plan, community safety and mental health and well-being.
- 2.3 A total of 674 Panel members completed and returned a questionnaire. This is a response rate of 67% which is the highest achieved since the Panel was established. All three previous surveys achieved response rates of 62%. A response rate of 67% is excellent for this method of consultation.
- 2.4 Overall, the results from the survey are very encouraging, Appendix 1 provides a full summary.
- 2.5 Members of the Panel were asked what issues they would like to see addressed through the Local Development Plan. Issues such as protecting the Green Belt and open spaces from development, investing in the A8 and A78 trunk roads, the protection of Greenock and Port Glasgow town centres for retail and other commercial uses and the protection of local shopping centres were the main priorities members of the Panel would like to see addressed.
- 2.6 Satisfaction with Inverclyde as a place to live was high with 72% of respondents expressing their satisfaction. The majority of Panel members (87%) also said that they were satisfied or very satisfied with their neighbourhood as a place to live.
- 2.7 The Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) is a 14 item scale in which individuals respond to questions about their thoughts and feelings. WEMWBS was incorporated into the Citizens' Panel survey in order to assess the mental health of the population of Inverclyde. The average score of all respondents to the Citizens' Panel questionnaire was 51.5. Current research using WEMWBS indicates that an average score for the Scottish population is 50.7. This result shows that members of the Citizens' Panel who took part in the survey have a slightly higher mental well-being score in comparison to the Scottish average.
- 2.8 This report only provides details of the headline results from the survey. It highlights some of the positive results that have emerged and also areas where further action will be required. It will be the responsibility of each Directorate to take appropriate action to address key issues that impact on their services which have come out of the survey.

## **3.0 RECOMMENDATIONS**

- 3.1 It is recommended that Committee:
- a. Note the content of this report.
  - b. Agree that services take appropriate action to address issues raised in the survey through their Directorate Plans.

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- c. Agree that this report is referred to the Alliance Board and relevant SOA Outcome Delivery Groups.

**Paul Wallace**  
**Corporate Director**  
**Improvement and Performance**

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## **4.0 BACKGROUND**

- 4.1 The fourth Citizens' Panel Survey was carried out between December 2009 and February 2010. The Survey covered a range of topics including the Local Development Plan, community safety and mental health and well-being.
- 4.2 A total of 674 Panel members completed and returned a questionnaire. This is a response rate of 67% which is the highest achieved since the Panel was established. All three previous surveys achieved response rates of 62%. A response rate of 67% is excellent for this method of consultation.
- 4.3 Members of the Panel were asked what issues they would like to see addressed through the Local Development Plan. Issues such as protecting the Green Belt and open spaces from development, investing in the A8 and A78 trunk roads, the protection of Greenock and Port Glasgow town centres for retail and other commercial uses and the protection of local shopping centres were the main priorities members of the Panel would like to see addressed.
- 4.4 Satisfaction with Inverclyde as a place to live and the percentage of Panel members satisfied with their neighbourhood as a place to live was very high. However, the crime that members of the Panel are most worried about is having their car damaged by vandals and one of the biggest issues in local neighbourhoods is rubbish or litter lying around. High profile police patrols are the measure that would most help people to feel safer in their neighbourhood.
- 4.5 A series of questions about mental health and well being were asked in the survey in order to gain an appreciation of the mental health of the population of Inverclyde and to inform mental health improvement initiatives. The Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) a scale for assessing positive mental health was incorporated into the Citizens' Panel Survey. The average score of all respondents to the Citizens' Panel questionnaire was 51.5. Current research using WEMWBS indicates that an average score for the Scottish population is 50.7. This result shows that members of the Citizens' Panel who took part in the survey have a slightly higher mental well-being score in comparison to the Scottish average.

## **5.0 KEY ISSUES**

### **5.1 Local Development Plan**

A set of questions about the Local Development Plan were included in the survey in order to find out the issues that members of the Panel would like to see addressed through the Plan. The questions focused on the environment, transportation, employment, housing and town centres / retailing.

- With regard to what the Council should protect from development, 90% agreed with protecting the Green Belt, 88% agreed open space areas within the towns and villages of Inverclyde should be protected and 87% agreed the protection of Conservation Areas should continue.
- 92% of respondents agreed that vacant industrial premises/sites should be considered for alternative uses if they have lain vacant for a considerable period of time.
- 91% agreed with the statement that "The Local Development Plan needs to give priority to investment in the A8 and A78 trunk roads, in order to address the problem of increasing congestion."
- 89% of respondents agreed that "The Council should direct new housing development to previously used land within settlements."
- 95% agreed that "The protection of the town centres of Greenock and Port Glasgow for retail and other commercial uses should continue to be a priority, with new shops

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being directed to these areas.”

- 92% agreed that “Local shopping centres should continue to be protected in the Local Development Plan, and new local shops directed to them.”

#### **Service Commentary**

The Council’s Planning and Housing Service has now started the review of the existing Inverclyde Local Plan, and it is important that citizens and community groups have the opportunity to give their views on what issues the new Local Development Plan needs to address. This is part of a much wider engagement process that is being undertaken in advance of the first stage of the new Plan, the Main Issues Report which will be published in Spring 2011.

The results of the Citizens’ Panel Questionnaire, together with all other comments from public agencies, businesses, community groups and voluntary organisations, will be taken forward and used in the preparation of the Main Issues Report.

## **5.2 Community Safety**

A set of questions about community safety were included in the survey in order to assess the impact of a range of initiatives that the Council has introduced in conjunction with other agencies to improve community safety and tackle anti-social behaviour in Inverclyde.

- A high percentage of respondents (72%) said they were fairly or very satisfied with Inverclyde as a place to live. This is an increase from 2007, when 67% of respondents in a Citizens’ Panel survey said they were fairly or very satisfied with Inverclyde as a place to live.
- Satisfaction with Inverclyde as a place to live was highest with members of the Panel who stay in Inverkip (91%), followed by Wemyss Bay (78%) and Kilmacolm (76%), Quarriers Village (75%), Greenock (72%), Port Glasgow (72%) and Gourock (63%).
- Overall 87% of respondents said that they were either satisfied or very satisfied with their neighbourhood as a place. This is also an increase from 2007 when 79% said they were either satisfied or very satisfied with their neighbourhood as a place to live.
- Satisfaction with local neighbourhoods as a place to live was highest with members of the Panel who stay in Inverkip (94%) followed by Kilmacolm (93%), Gourock (90%), Wemyss Bay (89%), Greenock (86%), Quarriers Village (85%) and Port Glasgow (82%).
- The main crimes that people felt they were either fairly or very likely to be the victim of included having their car damaged by vandals (51%), being assaulted or pestered while in the street or any other public space (37%) and having things stolen from a car (31%). These results were different to the responses received to this question in 2007 when 77% of respondents said having their home broken into was a crime they were either slightly or very worried about. 68% said being the victim of property crime (not car related) and 63% said having their car damaged by vandals.
- Rubbish or litter lying around in neighbourhoods was given as being one of the biggest issues, 35% of respondents said it was a very or fairly big issue and 37% stated it was a minor issue. This is an increase from 2007 when 20% of respondents said rubbish lying around was a problem in their neighbourhood.
- 22% said people using or dealing drugs was a problem in their neighbourhood and vandalism, graffiti or other deliberate damage to property was cited as a problem by 18%.
- Members of the Panel were asked if they had noticed a reduction in vandalism in their

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neighbourhood in the last 12 months. 14% said they had noticed a reduction, 27% said they hadn't noticed a reduction and 59% said vandalism was not an issue in their neighbourhood.

- When asked about anti-social behaviour, 12% said they had noticed a reduction in their neighbourhood in the last 12 months, 30% said they had noticed no reduction and 60% said anti-social behaviour is not an issue in their neighbourhood.
- 17% of people who completed the questionnaire said either they or a member of their household had been a victim of crime in the last 12 months.
- Members of the Panel were asked what would make them feel safer in their neighbourhood and 66% said high profile police patrols, 44% improved lighting on streets, back courts etc, 41% said more facilities for young people and 38% said Neighbourhood Warden Service.
- 42% of respondents said they were aware of the free phone Anti Social Behaviour Helpline.

#### **Service Commentary**

A set of questions about community safety were last asked in 2007. A number of new questions were asked in 2009, however, on comparing the like with like questions, the results are very positive. Respondents are much more positive about Inverclyde and their local neighbourhood as a place to live.

Respondents are less concerned about serious crime, but increasingly concerned about litter and rubbish lying around. The improvement of the environmental wellbeing of Inverclyde is a proposed strategic aim for the Community Safety Partnership and links to the environment outcome in the Single Outcome Agreement. The number of respondents directly affected by crime is down. However, the fear of crime continues to outstrip the reality of being a victim. Increased high profile policing continues to be top factor that would make the respondents feel safer in their neighbourhood. Public reassurance is an on going action for the Partnership.

### **5.3 Mental Health and Well-Being**

A set of questions about mental health and well-being were included in the survey in order to inform future planning around the local suicide prevention action plan and other key local strategies relating to mental health improvement.

- The Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) is a 14 item scale in which individuals respond to questions about their thoughts and feelings. WEMWBS was incorporated into the Citizens' Panel survey in order to assess the mental health of the population of Inverclyde. Current research using WEMWBS indicates that an average score for the Scottish population is 50.7. The average score of all respondents to the Citizens' Panel questionnaire was slightly higher at 51.5.
- When asked about stress, the two statements that most respondents agreed with were "Stress can really build and have a serious effect on your life and health" (93%) and "Stress can spiral out of control – you need to nip it in the bud before it gets on top of you" (84%).
- The statement that the majority of respondents disagreed with was "People who think they are stressed just need to give themselves a bit of a shake" (66%).
- Respondents were asked to consider a set of statements that were adapted from evaluation of "see me" – the National Scottish Campaign against Stigma and Discrimination Associated with mental Ill-Health (Scottish Government, 2009). The two statements with the highest levels of agreement were "Anyone can suffer from a

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mental health problem” (88%) and “People with mental health problems should have the same rights as everyone else” (85%).

- The statements with the highest level of disagreement were “People with mental health problems are largely to blame for their own condition (81%) and “People with mental health problems are often dangerous “ (56%).
- The top 5 mental health campaigns or initiatives that most respondents had heard of were, “Choose Life, the national strategy and action plan to prevent suicide” (41%), “See me’ the national anti stigma campaign” (38%), The “Breathing Space telephone advice line” (29%). “National Programme for Improving Mental Health and Wellbeing” (28%) and Scottish Mental Health First Aid (SMHFA)” (23%).

#### **Service Commentary**

- The survey questions were asked to gain an appreciation of the mental health of the Inverclyde population.
- The information provided gives a snapshot overview and the content is valuable to inform current local approaches to mental health improvement initiatives.
- The data will be further analysed to provide an evaluation of targeting of efforts and used to inform future planning – particularly in the area of ensuring public awareness and greater understanding and appreciation for the local wider mental health improvement agenda.
- The results of the survey will complement the planning for the ongoing local articulation of ‘*Towards a Mentally Flourishing Scotland*’, which is the Scottish Government’s policy and action plan aimed at promoting mental health and wellbeing. It sets out a way forward for all agencies delivering services in Scotland to help promote good mental wellbeing, which is the responsibility of us all, rather than just a ‘health’ matter.
- The results will also inform the work of the Inverclyde Mental Health Awareness Planning and the Inverclyde Anti-Stigma Partnership.

## **6.0 IMPLICATIONS**

### **6.1 Finance**

None

### **6.2 Personnel**

None

### **6.3 Legal**

None

### **6.4 Equality and Diversity**

The Citizens’ Panel is representative of the population of Inverclyde in terms of ethnicity, gender and disability.

## **7.0 CONSULTATION**

7.1 All services were fully consulted in the development of the Citizens’ Panel survey and the results will be widely disseminated to ensure that appropriate action is taken to address issues of concern.

## **8.0 BACKGROUND PAPERS**

8.1 Citizens’ Panel Winter 2009 Report.

## **Appendix 1 – Summary of Results**

### **Local Development Plan**

The majority of respondents (96%) indicated that the following priorities were still relevant.

- Greenock Harbour Area (East India Harbour and Victoria Harbour)
- Inverclyde Waterfront/A8 Corridor (land between Cartburn and Newark Roundabout)
- Greenock East Business Area (land around Baker Street, between Drumfrochar Road and Regent Street and parts of Ingleston Street)
- Central Coastal Gourock (land between the outdoor swimming pool and Admiralty Jetty)
- Inverkip Power Station
- The housing renewal areas in Greenock and Port Glasgow
- Greenock, Port Glasgow and Gourock town centres

Respondents were then asked to consider statements within a variety of themes to be contained in the new Local Development Plan. These statements were grouped into the following themes, Environment, Transportation, Employment, Housing and Town Centres/Retailing.

### **Environment**

Three of the four statements within the environment theme produced levels of agreement in excess of 80%. These statements were as follows;

- The Council should continue to give protection from development to the Green Belt in the new Local Development Plan (90% agree).
- The Council should continue to give protection from development to open space areas within the towns and villages of Inverclyde. (88% agree).
- The protection of the Conservation Areas within Inverclyde (Greenock West End, Cathcart Street/William Street, Inverkip, Kilmacolm and Quarriers Village) should continue (87% agree).

In contrast to this 66% of respondents agreed that “Windfarms should be allowed to be developed in the Green Belt in appropriate locations”.

### **Transportation**

The statement to which the greatest number of respondents agree within the transportation theme is “The Local Development Plan needs to give priority to investment in the A8 and A78 trunk roads, in order to address the problem of increasing congestion”, 91% of respondents agreeing with this.

In contrast, the statement with the lowest level of agreement was “The new Local Development Plan should continue to protect the former Kilmacolm railway for potential reopening in the future”, 73% of respondents agreeing with this.

## **Employment**

The main statement with regard to employment, which has the highest level of agreement is “Vacant industrial premises/sites should be considered for alternative uses if they have lain vacant for a considerable period of time”, 92% of respondents agreeing with this.

## **Housing**

Eighty nine percent of respondents agreed with the statement “The Council should direct new housing development to previously used land within the settlements”.

The other two statements “Priority should continue to be given to the regeneration of housing areas such as Woodhall, Park Farm/Oronsay, Gibshill and Peat Road/Hole Farm” and “The Council should continue to focus on the efforts to encourage new house building in the Port Glasgow/Greenock areas, and less in the western settlements” both have identical levels of agreement at 65%. These two statements also have high levels of respondents neither agreeing, nor disagreeing with the statements. This possibly indicates that people are unsure or don't know with regard to these issues.

## **Town Centres/Retailing**

Ninety five percent of respondents agreed that “The protection of the town centres of Greenock, Port Glasgow and Gourock for retail and other commercial uses should continue to be a priority, with new shops being directed to these areas”.

In addition to this, 92% agreed that “Local shopping centres should continue to be protected in the Local Development Plan, and new local shops directed to them”.

## **Community Safety**

Just under three quarters (72%) of all respondents said that they are fairly or very satisfied with Inverclyde as a place to live. Fifteen percent said that they were neither satisfied, nor dissatisfied and 13% said they were dissatisfied with Inverclyde as a place to live. Satisfaction levels increase when respondents are asked to consider the neighbourhood in which they live. Overall 87% of respondents said that they were either satisfied or very satisfied with their neighbourhood as a place to live.

Respondents were asked to consider a variety of different crimes and to state how worried they were about each of them.

The top three issues that the largest number of people were worried about were, Having your car damaged by vandals (65%), Being assaulted or pestered by anybody while in the street or any other public space (54%) and Being physically attacked by strangers (46%).

The main crimes that people feel they are either fairly or very likely to be a victim of are, Having your car damaged by vandals (51%), Being assaulted or pestered by anybody while in the street or any other public space (37%) and Having things stolen from your car (31%).

Respondents were asked to look at a variety of different issues and to state how much of an issue these are in their neighbourhood. The most common issue was rubbish or litter lying around (35%) stating that it was a very or fairly big issue and a further 37% stating that it was a minor issue. This was followed by people using or dealing drugs (22%), and vandalism, graffiti or other deliberate damage to property (18%).

Fourteen percent of respondents said that they have noticed a reduction in vandalism in their neighbourhood in the last 12 months. A further 27% said that they had noticed no reduction in vandalism and 59% said that vandalism is not an issue in their neighbourhood.



Eleven percent of respondent said that they have noticed a reduction in anti social behaviour in their neighbourhood in the last 12 months. A further 30% said that they had noticed no reduction in anti social behaviour and 60% said that anti social behaviour is not an issue in their neighbourhood.

Just under a fifth (17%) of all panel respondents indicated that either they or a member of their household had been a victim of crime in the past 12 months. The main crimes that people had experienced within the Panel were, Had your car or vehicle damaged by vandals, Been verbally abused or assaulted and Had your house or property damaged by vandals.

With regard to making people feel safer in their area, 66% of respondents overall stated that high profile police patrols would be most likely to achieve this. The next three issues were, Improved lighting on streets, back courts etc (44%), More facilities for young people (41%) and Neighbourhood warden service (38%).

Forty two percent of respondents said that they are aware of a free phone Inverclyde Anti Social Behaviour Helpline number to report anti social behaviour (0800 01 317 01).

### **Mental Health and Wellbeing**

The Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) is a 14 item scale in which individuals respond to questions about their thoughts and feelings. By incorporating WEMWBS into the Citizen's Panel Survey this will allow the Community Planning Partnership to assess the mental health of the Inverclyde population.

The responses to the wellbeing scale can be compared with results achieved from other mental health and wellbeing studies. The comparisons are based on an overall score which is calculated by giving each response a numeric value. For instance if a respondent selects the response 'none of the time' this is allocated a score of 1, right the way up to 'All the time' which has score of 5. In this way the minimum score a person can achieve is 14, that is if they select 'none of the time' for each statement and the maximum they can achieve is 70, that is if they select 'all the time' for each statement.

Current research using the Warwick-Edinburgh Mental Well-being Scale (WEMWBS) indicates that an average score for the Scottish population is 50.7. The average score among all respondents to the Citizen's Panel questionnaire was 51.5. The average score for respondents living in the Worst 15% of Datazones was 49.9 compared to 52.0 for those living in the Rest of Inverclyde. As well as not being designed to identify people who have or probably have a mental illness, WEMWBS does not have a 'cut off' level to divide the population into those that have 'good' and those that have 'poor' mental well-being in the way that scores on other mental health measures, for example the GHQ 12 do.

In addition to the statements relating to the Warwick-Edinburgh Mental Well-being Scale (WEMWBS), respondents were also asked to consider some additional statements. The issue with the greatest number of respondents stating they are able to "do it" some of the time or less often is "I'm getting more out of life", with 40% of respondents stating they are able to do this either some of the time or less often. In contrast, 19% of respondents said that they are able to make up their own mind either some of the time or less often.

### **General questions and attitudes about stress - Statements regarding stress**

The statements contained in this question were adapted from Wellbeing Research Programme, 2008-09 (Scottish Government). The two statements with the highest level of agreement are, "Stress can really build and have a serious effect on your life and health" (93%) and "Stress can spiral out of control – you need to nip it in the bud before it gets on top of you" (84%).

In contrast to this, the statement with the highest level of disagreement is, "People who think they are stressed just need to give themselves a bit of a shake" (66%).

Respondents were asked to consider a further set of statements that were adapted from evaluation of “see me” – the National Scottish Campaign against Stigma and Discrimination Associated with Mental Ill-Health (Scottish Government, 2009). The two statements with the highest level of agreement are, “Anyone can suffer from a mental health problem” (88%) and “People with mental health problems should have the same rights as anyone else” (85%).

In contrast to this, the statements with the highest level of disagreement are, “People with mental health problems are largely to blame for their own condition” (81%) and “People with mental health problems are often dangerous” (56%).

### **Awareness of mental health campaigns, initiatives and promotional activity**

Respondents were asked to indicate which mental health campaigns, initiatives and promotional activity they had heard of. The top 5 campaigns or initiatives people had heard of were, “Choose Life, the national strategy and action plan to prevent suicide” (41%), “‘See me’ the national anti-stigma campaign” (38%), “The Breathing Space telephone advice line” (29%), “National Programme for Improving Mental Health and Wellbeing” (28%) and “Scottish Mental Health First Aid (SMHFA)” (23%)

In contrast initiatives such as “Suicide Talk” and the “Scottish Recovery Network” were least likely to be known by respondents.