
Report To:	Policy and Resources Committee	Date:	22 March 2016
Report By:	Head of Inclusive Education, Culture and Corporate Policy	Report No:	PR/08/16/WB/KB
Contact Officer:	Karen Barclay, Corporate Policy Officer	Contact No:	01475 712065
Subject:	Results from the Citizens' Panel Autumn 2015 Survey		

1.0 PURPOSE

1.1 The purpose of this report is to inform the Committee of the headline results from the Citizens' Panel Autumn 2015 Survey.

2.0 SUMMARY

2.1 The Survey focused on the following topics:

- Inverclyde Council's reputation
- drugs and drugs misuse
- recycling
- dementia and stigma.

2.2 Throughout the report, commentaries on the results are included from the appropriate Council Service.

2.3 A number of significant points emerged from the Autumn 2015 Survey:

- 70% of respondents agreed or strongly agreed that the Council promotes environmental sustainability;
- less than a third (30%) of respondents said that drug misuse is a major issue in their neighbourhood;
- 93% of Panel members said they are satisfied or very satisfied with the quality and provision of recycling facilities in Inverclyde; and
- a number of positive suggestions were made as to how society could ensure that people with dementia are not stigmatised.

3.0 RECOMMENDATIONS

3.1 It is recommended that the Committee:

- a. notes the main findings from the Autumn 2015 Citizens' Panel Survey; and
- b. takes account of the results when reviewing service delivery, as appropriate.

Wilma Bain, Corporate Director – Education, Communities and Organisational Development

4.0 BACKGROUND

4.1 The Citizens' Panel was established in 2007 to enable the Council to regularly consult with Inverclyde residents on a wide range of issues and to obtain feedback to improve and develop services to meet the needs of local people. The Panel comprises 1,000 local residents, with membership refreshed annually by one third.

4.2 The return rate of 66% for the Autumn 2015 Survey is one of the highest response rates we have received.

5.0 SURVEY TOPICS, FINDINGS AND COMMENTARIES

5.1 Inverclyde Council's reputation

The first section of the Survey asked questions about the Council and its reputation.

Panel members were asked to look at a list of statements regarding the Council and to indicate how much they agreed or disagreed with each of them. The top three statements that respondents agreed or strongly agreed with were: the Council promotes environmental sustainability; the Council is helpful; and the Council's staff are professional. It is pleasing to note that the majority of Citizens' Panel members (70%) agreed that the Council promotes environmental sustainability. We are encouraged also to note that more than 60% of respondents agreed both that the Council is helpful (62%) and that our staff are professional (61%).

The top three statements that respondents disagreed or strongly disagreed with were: the Council keeps costs down; our reputation is good; and we communicate well with our customers. However, it should be noted that only 21% of respondents disagreed that the Council keeps costs down. Even smaller numbers disagreed that the Council's reputation is good (19%) and that we communicate well with our customers (17%).

Inverclyde Council's reputation – Service commentary

This is the first time questions on the Council's reputation have been asked of Panel members. As we do not have any corresponding benchmarking details, we intend to use the information as a starting point in the long term measurement of the Council's reputation. It is important to note that assumptions should not be made at this time on whether the Panel's responses constitute good or poor performance.

The examination of the Council's reputation on a range of factors by Panel members is a key component in delivering a long term comprehensive Communications Strategy for the Council. The information from the Citizens' Panel results highlights areas where the Council and its partners can work together to further enhance the quality of life in Inverclyde and to promote and communicate the activities and policies of the Council and its partners. In addition, the promotion of the area and its benefits is a key element in encouraging repopulation.

5.2 Drugs and drugs misuse

The first question in this section of the Survey asked Panel members to what extent they thought drug misuse was an issue in their neighbourhood: less than a third (30%) thought it was a major issue in their area; 35% thought it was a minor issue and just under a quarter (24%) said it was not an issue at all.

The issues that arose from drug misuse in Panel members' neighbourhoods were: crime (30%); noise (23%), violence (21%) and drug-related litter (9%), for example, discarded needles.

When Panel members were asked what drugs they thought were an issue in their area, a variety of responses were given including marijuana, heroin, cannabis and so-called 'legal highs'.

The next question in the drugs section of the Survey asked who Panel members thought had responsibility to tackle drug-related issues. Almost three quarters (72%) of respondents said it was the responsibility of Police Scotland to tackle issues relating to drugs; this was followed by individuals (59%). Inverclyde Council, the National Health Service and communities were all scored fairly equally regarding this question at 45%, 43% and 42% respectively.

The final question asked what key priority actions Panel members thought should be taken to tackle drug misuse. Again, a wide and varied selection of views were provided including:

- More education for primary and secondary pupils
- More severe penalties for drug dealers
- Carry out a review of the Methadone programme
- Additional support for people to come off drugs
- More police on the streets.

Drugs and drugs misuse – Service commentary

The findings outline several areas of concern regarding drug misuse and its impact on our communities. Panel members' responses provided useful information about the nature of difficulties caused by drug misuse and how they think these issues should be tackled. Further analysis is required of the key priority actions respondents think should be taken forward to tackle drug misuse issues in their communities.

The Inverclyde Alcohol and Drug Partnership (ADP) works with a range of agencies to address alcohol and drug-related harm including prevention strategies. The ADP Delivery Plan 2015/18 outlines the commitment of partners to addressing drug misuse-related harm including prevention.

The ADP partners deliver a range of drug education and prevention work to young people in all schools in Inverclyde. Young people also receive drug-related education from youth services. Our education and prevention programmes place emphasis on developing a better understanding of drug misuse and its impact on 'risk taking behaviour' including the consequences for individuals and communities.

The ADP provides access to drug awareness training for staff across all ADP partner agencies. This work aims to equip staff to better identify needs related to drug misuse and to provide information about where people who misuse drugs can get support. Police Scotland and community safety staff also work in communities to identify areas of concern leading to preventative and enforcement work. These services work closely with housing providers to address specific neighbourhood issues. Information from the Citizens' Panel Survey will help shape our response to the areas of concern reported.

5.3 Recycling

Inverclyde Council introduced blue and brown recycling bins in 2005. Thanks to the co-operation of local residents, Inverclyde's recycling rate rose from 7% in 2004/5 to 56% in 2014/15. This section of the Citizens' Panel Survey asked for people's views on the local recycling facilities.

- Food waste recycling

Inverclyde Council introduced a kerbside food waste recycling service to 28,000 households in 2012.

Just over two thirds (67%) of respondents said they used the Council's kerbside food waste recycling service. Reasons that people gave for not using the service include lack of provision in their area and a preference for using food waste for composting purposes.

The majority of people (81%) said they presented their outdoor food waste container for collection on a weekly basis.

Seventy-nine per cent of Panel members said they are now more aware of possible waste when purchasing food while 40% said their awareness of portion sizes when preparing food had increased.

- Glass recycling

In 2014, the Council introduced a kerbside glass collection service in Inverclyde.

Almost two thirds (65%) of Panel members said they use the kerbside glass recycling service. Around the same number (62%) present their glass box for collection on a fortnightly basis, while a third (33%) present it monthly.

Reasons that people gave for not using the kerbside glass recycling service include lack of provision in their neighbourhood as well as choosing to use one of the Council's Neighbourhood Recycling Points instead, with the latter option chosen by 50% of those respondents. Similar numbers chose to recycle their glass at supermarkets or at our Recycling Centres (19% and 18% respectively). A fifth (20%) of Panel members said they do not recycle their glass items.

- Pottery Street Recycling Centre

To complement the kerbside recycling services, the Council recently made significant investments in our Recycling Centre at Pottery Street to expand the range of recycling options available to our customers.

Almost two thirds (64%) of respondents said they had used the new facilities at Pottery Street. Panel members who had used the facilities were then asked to rate them: 78% said they were very good and 22% said they were good. Further, 99% of respondents said they found the facilities at Pottery Street easy to use.

- Textiles recycling

To allow local people to recycle their textiles, the Council has installed more textile recycling banks at convenient locations throughout Inverclyde.

When asked where they recycle their textiles, more than two thirds (67%) of Panel members said they used a charity shop, while just over a quarter (28%) used the facilities at one of our Neighbourhood Recycling Points. Smaller numbers – 19% and 14% respectively – recycle their textiles at our Recycling Centres or at a supermarket.

- Recycling in Inverclyde

The last part of this section of the Survey asked a few general questions about recycling in Inverclyde.

Just under half (46%) of Panel members said they were aware that additional blue bins, food waste containers and glass recycling boxes are available free of charge by calling the Council's Recycling Helpline telephone number.

When asked how satisfied they were with the quality and provision of recycling facilities in Inverclyde, the vast majority (93%) said they were very or fairly satisfied.

Recycling – Service commentary

We are pleased to see the largely positive responses to the questions about recycling which are in line with the levels of feedback Environmental and Commercial Services' staff receive on a regular basis. In particular, we are encouraged to see that respondents are identifying the quantities of waste they are producing (food waste, for example) and that this is informing decisions on waste behaviour which could lead to positive results regarding waste minimisation.

However, it is noted that responses from 16-24 year old Panel members are less positive. Environmental and Commercial Services will therefore drill down into these results to identify potential reasons and thereafter develop targeted intervention campaigns to ensure that this group is catered for. This could perhaps take the form of increased use of social media and technology which is a communication method widely utilised by this age group.

5.4 Dementia and stigma

People with dementia are often isolated or hidden because of stigma or the possibility of negative reactions from neighbours and relatives to their behavioural and psychological symptoms. It is widely acknowledged that there needs to be better public awareness and understanding to reduce the stigma associated with dementia.

In this section of the Survey, the first three questions were for people with dementia i.e. Panel members were asked to respond only if they had dementia. The questions were:

- Has someone ever avoided you or treated you differently because you have dementia? *If Yes, please tell us what happened.*
- Have any of the following people either avoided you or treated you differently because you have dementia? *Please tick all that apply.* (The list included Husband or wife; Other family member; Healthcare professional, for example, a doctor or nurse; Supermarket staff.)
- Have you developed ways to cope with being avoided or treated differently? *Please state.*

Because of the relatively low number of Panel members who replied to these three questions, it would not be appropriate to make the responses publically available, in order to protect the anonymity of respondents.

For the remaining questions about dementia and stigma, Panel members were asked to respond only if they cared for someone who has dementia.

Eight per cent of respondents who stated that they care for someone with dementia said they had concealed or hidden the diagnosis of the person with dementia that they care for.

When asked if they had ever been avoided or treated differently when caring for a person with dementia, 16% of respondents who care for someone with dementia said that they had. Examples of how people had been avoided or treated differently included family and friends distancing themselves and others not realising that the person was ill.

The next question asked Panel members how they coped with being avoided or treated differently; examples of how people managed included staying at home more, as well as discussing the issue.

In terms of including people with dementia in everyday life, the Panel was asked to suggest ways that this could happen. Suggestions included providing opportunities for social interaction, as well as treating people with dementia the same as everyone else.

The final question in the dementia and stigma section of the Survey asked for suggestions about how society can ensure that people with dementia are not stigmatised. A recurring theme in Panel members' responses was information, education and raising awareness about dementia.

Dementia and stigma – Service commentary

'Making Wellbeing Matter in Inverclyde' is the Inverclyde Health and Social Care Partnership's mental health improvement plan and one of the main actions is the re-establishment of the Inverclyde Anti-Stigma Partnership.

To establish background information on trying to understand issues associated with dementia and stigma, the Citizens' Panel members were asked a series of questions to gather their views. Once the responses have been further analysed, they will contribute to the future planning of, and inform the direction of travel for, the Inverclyde Anti-Stigma Partnership. This locally-gathered data will also support other sources of research on this important topic.

6.0 IMPLICATIONS

6.1 Financial implications - one-off costs:

Cost centre	Budget heading	Budget year	Proposed spend this report	Virement from	Other comments
n/a	n/a	n/a	n/a	n/a	n/a

Financial implications - annually recurring costs/(savings):

Cost centre	Budget heading	With effect from	Annual net impact	Virement from	Other comments
n/a	n/a	n/a	n/a	n/a	n/a

6.2 Human Resources: There are no direct human resources implications arising from this report.

6.3 Legal: There are no direct legal implications arising from this report.

6.4 Equalities: There are no direct equalities implications arising from this report.

6.5 Repopulation: Provision of Council Services which are subject to close scrutiny with the aim of delivering continuous improvement for current and potential citizens of Inverclyde support the Council's aim of retaining and enhancing the area's population.

7.0 CONSULTATION

7.1 The appropriate Council Services were consulted on the development of the Autumn 2015 Citizens' Panel Survey. Commentaries on the results of Survey from the respective Council Service are included in this report.

7.2 The Council's Corporate Management Team has been fully briefed on the results of the Citizens' Panel Autumn 2015 Survey. Following the briefing, the Chief Executive asked the Corporate Directors to disseminate the important information outlined in the Panel's responses to their respective Services with the request that the feedback is reviewed and actioned, as appropriate.

8.0 CONCLUSION

8.1 The results of the Citizens' Panel Autumn 2015 questionnaire are presented for the Committee's consideration, with the recommendation that they are taken into account when reviewing service delivery, as appropriate.

9.0 BACKGROUND PAPERS

9.1 The Citizens' Panel Autumn 2015 Survey.