



EAST RIDING
OF YORKSHIRE COUNCIL

Household Survey 2006

Executive Summary



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Introduction

- E1. The Council carries out a major consultation exercise each year to understand the views of residents, and how the Council can best serve their needs. This survey is carried out by post, using a questionnaire sent to a random selection of households throughout the East Riding of Yorkshire.

Community Cohesion

- E2. A large proportion of participants had lived in the East Riding for at least 10 years. They felt they knew their neighbours very well and had faith in their ability to help in an emergency.
- E3. Over half of the participants felt that they lived in an active community, and one in which there is a strong sense of community. Perhaps as a consequence, a similar proportion of participants felt a part of that community.
- E4. There has been little change in the past three years in the perceived priorities for facilities that are important in developing a sense of community.
- E5. The majority of people believe that people from different backgrounds get on well together : this is promising news for progress with community cohesion in the area.
- E6. Only a third of the population believe that they could influence decisions in their area.

Communication with the Council

- E7. The East Riding News reaches a large audience, and the majority of participants both receive it and read most or all of each issue.
- E8. The majority of participants value the Transport Guide that is produced by the Council.
- E9. The preferred form of contact with the Council is to telephone, or to use the A to Z.
- E10. Young participants were more likely to use the website as a means of contacting the Council, than older sections of the community.
- E11. There is not a significant awareness of the myEastRiding facility.

The Council's Role

- E12. A significant proportion of the participants felt that the Council is remote and impersonal. Perhaps those belonging to this fraction are not aware of Customer Service Centres and CitizenLinks, or they may have used them but still find the scenario impersonal.
- E13. In spite of this, there remained a great deal of positive feedback from the data. The Council was deemed to be making the area cleaner and greener, it is making the area a better place to live, and is working to make the area safer.
- E14. Most participants felt current levels of service provision should be maintained - over a third were of the opinion that provision should be improved, even if a cost is involved.

- E15. Of those participants that said they would like to see an increase / decrease in service provision, the top three suggestions were better recycling and rubbish collection, increased variation in adult education courses and more street cleaning / reduced litter on roads and pavements. This implies the participants were aware of the value recycling holds, and regard the concept as important in their area.
- E16. Participants primarily want to see home improvement grant funds directed to energy efficiency measures such as loft and cavity wall insulation. It is unclear what the main motivation for this was, be it an awareness of the environmental issues involved in heat loss, or for more personal economics.

Towns and Parks

- E17. Beverley most regularly attracts the majority of participants and yielded the highest satisfaction scores. Participants were least satisfied with Bridlington as a place to visit.
- E18. The place outside the East Riding that people most regularly visit for the range of 'leisure' activities is Hull (NB. 'leisure' may range from sports activities, or shopping, to theatres and music venues).
- E19. The majority of participants rated the cleanliness and general appearance of their local park or open space as good or excellent. The facilities within parks received much lower ratings ; only marginally more than a third of participants rated their local park or open space as good to very good in this respect.

Pest Control Services

- E20. The consensus is that Council Tax should subsidise the cost of specific Pest Control services, and that those on low incomes should be provided with additional help. Most participants thought this help should be in the form of a contribution towards the fee, and not actually covering the entire cost.
- E21. The majority of participants said that they thought that a £45 fee for the Pest Control service would be acceptable.

Public Protection Services

- E22. There were a range of views of how out-of hours services might be changed, and perhaps the most interesting observation is that those in the Wealthy Achiever and Urban Prosperity groups were more likely to support an office-hours service Monday to Friday, while the Hard-Pressed group tended to prefer a full 24/7 service for the majority of scenarios.

Crime and Safety

- E23. The majority of participants perceive the area that they live to be fairly safe, and fewer than a fifth had been a victim of crime in the previous 12 months. The most frequent crime experienced by participants was damage or theft from a vehicle. For the most part, those who were a victim of crime reported the incident.

- E24. Over 60% of respondents felt either very or fairly safe. Only one-in-eight participants (12%) felt unsafe as a result of anti-social behaviour. This reflects well in comparison with the national picture, where almost a fifth (17%) think that anti-social behaviour is a problem in their area.
- E25. There was a high level of support for the implementation of No Drinking Zones.
- E26. Over a half of participants (55%) think that drug dealing / abuse is at least a bit of a problem in their area, but there is a much lower level of direct experience of it.

Public Transport

- E27. Around a third of participants use public transport regularly, and a further third use it once a month or less. This level of use needs to be taken in the context that 80% of East Riding's households own a car or van, compared with 73% of households in England & Wales.
- E28. Of those who use public transport at least once a month or more frequently, a third thought it had improved a little or a lot. In addition, 12% of non-users felt that there had been improvement.

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- E29. As with the previous Household Survey, participants were asked to make suggestions of simple changes that they felt could be made to Council services. The response in 2006 was even higher than the previous year, with almost two-thirds of respondents making comments, and half of them making two or more suggestions.
- E30. The most commonly-mentioned topic was refuse and recycling, although activities for children and young people, policing and anti-social behaviour, street cleanliness, and parking were also top-of-mind.