



EAST RIDING
OF YORKSHIRE COUNCIL

Household Survey 2008

Full Report

Local Engagement team

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1.0 Executive Summary



Introduction

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 consultation also helps assess progress against indicators in the LAA (Local Area Agreement). This survey is carried out by post, using a questionnaire sent to a random selection of households throughout the East Riding of Yorkshire.

There were 2,534 responses to the survey, allowing a high level of confidence that the responses represent the views of all residents in the East Riding.

There are also separate reports available for each of the Local Action Team areas, showing the key findings on a geographic basis, and comparing them with other LAT areas and with the East Riding of Yorkshire as a whole.

The topics for the 2008 survey were:

- Crime and Safety
- Healthy Lifestyles
- Food Services
- Winter Services
- Libraries
- Planning
- Communications
- Public Transport
- Street Lighting
- The Council

This report makes comparisons with 2007 Household Survey responses where possible.



1. Crime and Safety

- 1.1. Anti social behaviour was seen as the biggest issue in neighbourhoods. Although most respondents chose to neither agree nor disagree that their local police were effectively dealing with these issues, more respondents disagreed than agreed. Over half of respondents felt that police successfully dealt with community issues in general and most felt that police understood community issues.
- 1.2. Almost a third of respondents felt informed about what police and other public services were doing to tackle anti-social behaviour in their area.
- 1.3. Half of respondents believed that the level of police visibility had not changed and most did not know any of the police and / or police community support officers (PCSOs) who policed their neighbourhood. Almost two thirds did not know how to contact them.
- 1.4. Fewer than one third of respondents felt that anti-social behaviour was a problem in their neighbourhood, and around two thirds felt that anti-social behaviour had an effect on their quality of life to some degree.
- 1.5. Not a lot of respondents felt the police were doing a poor job, with most respondents saying that they felt the police and PCSOs were either doing a 'good' or a 'neither good nor poor' job.
- 1.6. Two-fifths of respondents agreed that the police and other local public services seek people's views about crime and safety issues in their local area, and nearly half felt they successfully dealt with these issues.

2. Healthy Lifestyles

- 2.1. The majority of respondents felt their health was good, measured between 161cm and 200cm tall and weighed between 50-89kg.
- 2.2. Over half of respondents said that they consumed between 1-14 units of alcohol in an average week. Almost a third said that they did not consume any alcohol. 1% said they consumed over 32 units of alcohol per week.
- 2.3. Over half of respondents said that they never drank eight or more units of alcohol in one evening and almost a third stated that they only did so on special occasions.
- 2.4. The majority of respondents were non-smokers, although almost two-fifths had smoked in the past.
- 2.5. Almost half of respondents said that they ate five or more portions of fruit and vegetables per day. Fewer than 1% claimed not to eat any fruit or vegetables.

3. Food Services

- 3.1. The majority of respondents were interested in the nutritional make-up (e.g. salt, fat, colours, etc) of the food that they bought.
- 3.2. Over two-thirds of respondents would be concerned if the food services team changed the nature of visits made to businesses that were broadly compliant.
- 3.3. Almost three-quarters of respondents stated that they would be interested in using the food service team's website for accessing the annual report of its routine food sampling from premises within the East Riding of Yorkshire.

4. Winter Services

- 4.1. The majority of respondents were happy with the level of service provided by the winter service team.
- 4.2. Just over two-thirds of respondents said they knew which roads in their area were treated regularly during icy conditions.
- 4.3. Around three-quarters of respondents felt that icy road conditions prevented their normal day-to-day activities on fewer than three occasions, during the winter period November 07 to April 08.
- 4.4. The majority of respondents felt the winter services team succeeded in its aim to allow, as far as possible, people to carry on with their normal activities.
- 4.5. Two-thirds of respondents were satisfied with the footpath salting service.
- 4.6. Almost four-fifths of respondents were satisfied with the provision of salt bins and piles provided for public use - nearly one-fifth of these were very satisfied.
- 4.7. Over half of respondents felt the council publicised its winter services well and the majority were satisfied with winter services overall.

5. Libraries

- 5.1. Around three-quarters of respondents had not used any online library services. Of those who had, a third had done so to join the library, a quarter to renew a book and a further quarter to reserve a book.

- 5.2. Over half of respondents who had not used any of the online library services were not aware that they were available.

6. Planning

- 6.1. Fewer than one-fifth of respondents had contact with planning services in the previous 12 months.
- 6.2. Of all respondents, almost a third were satisfied with the planning services provided by East Riding of Yorkshire Council.
- 6.3. Satisfaction and dissatisfaction levels with planning services were both greater amongst those who had contacted the planning service in the previous 12 months. Most respondents who had not had contact in the previous 12 months were neither satisfied nor dissatisfied.
- 6.4. Satisfaction was greatest for contact via letter and lowest via email.

7. Communications

- 7.1. Respondents tended to use the A-Z of Council Services or telephone the council to find out about council services. If wanting to access services or contact the council, respondents preferred to use the Customer Service Centres or telephone departments direct.
- 7.2. The majority kept the A-Z of council services for future use and found it was useful.
- 7.3. Over a third of respondents were aware of 'MyEastRiding' - a function available through our website that gives the residents of East Riding access to online services such as planning applications, booking facilities, local maps and library information.
- 7.4. The vast majority of respondents recalled receiving The East Riding News and almost half of respondents always read it. The majority liked reading at least some of the paper.

8. Public Transport

- 8.1. Almost two-thirds of respondents had received or seen information on local transport services in the previous 12 months, and the same percentage recalled seeing the Transport Guide.
- 8.2. The majority felt that the Transport Guide was useful - almost a half of these felt it was very useful. Over half of respondents were satisfied with provision of public transport information overall.
- 8.3. Almost half of respondents had used the local bus service in the previous 12 months with almost half of all respondents being satisfied with this service. Users were a great deal more satisfied than non-users.

9. Street Lighting

- 9.1. Respondents were provided with a list of options to reduce the amount of energy used by street lighting. The majority of respondents preferred to continue to leave the lights on throughout the night, but dim them after midnight so that they use less energy, leaving the streets lit but not as bright and saving around 27% of the energy used by each column.

10. The Council

- 10.1. Over half of respondents were satisfied with the way the authority runs things and the majority felt that the way the authority ran things had stayed the same over the last three years.

- 10.2. Over a third of respondents felt that they could influence decisions in their local area. The majority felt that their community is a place where people from different backgrounds get on well together.

2.0 Introduction



The East Riding of Yorkshire covers a large area of 930 square miles that is predominantly rural, and has a population of 332,977, with 148,206 households.

The East Riding is the sum of a great variety of parts. From urban villages bordering Hull and commuter villages bordering York, to the traditional picturesque market towns and rural villages such as Beverley and Eastrington, to the coastal towns and villages.

With such a diverse community, and only 1.4 people per hectare, it is important that we consult with our residents on what services and facilities are required to meet their needs.



Background

The Council carries out a major postal consultation exercise every year, to help it to understand the views of residents, and how the Council can best serve their needs. The questionnaire is sent to a random selection of households throughout the East Riding of Yorkshire.

The topics for the 2008 survey were:

- Crime and Safety
- Healthy Lifestyles
- Food Services
- Winter Services
- Libraries
- Planning
- Communications
- Public Transport
- Street Lighting
- The Council

This report makes comparisons with 2007 Household Survey responses where possible.

Methodology

Questionnaires were sent to 6,000 randomly selected households in August 2008, and a further 6,000 in October. 2534 were returned (21% response rate).

The confidence level produced by the response was 95% confidence that the views reflect the total population of the East Riding $\pm 1.93\%$. This is better than that recommended as good practice by the Market Research Society: 95% confidence $\pm 3\%$.

Key Characteristics of the Survey Sample

Gender	Household Survey	ERY Population
Male	45%	49%
Female	55%	51%

Local Action Team area	Household Survey	ERY Population
Beverley	16%	24%
Haltemprice & Hunsley	25%	25%
Holderness	15%	14%
Goole & Howdenshire	13%	13%
Market Weighton & Pocklington	10%	9%
Bridlington & Driffield	21%	15%

Variations: Significant differences in demographics such as gender, age, ethnicity and disability will be

referred to where relevant. Differences between Local Action Team areas are also referred to.

Furthermore, a combination of scores is often reported on, : for example the percentage of respondents who are satisfied with a given element. This involves adding together the number of people who were 'very satisfied' and 'fairly satisfied' and calculating the figure as a percentage of the total number of respondents to that question. For this reason, the overall '% satisfied' score can be slightly different to the score obtained when adding together the '% very satisfied' and '% fairly satisfied' as displayed on the chart.

3.0 Crime and Safety



"The Police Authority is responsible for ensuring that the police force in the area is efficient and effective, and is interested in residents' views on policing. It is the responsibility of the police, the council and other local public services to work in partnership to deal with anti-social behaviour and crime in your local area"

John Mabbett



Community Issues

We asked...What are the most important problems that you believe the police and police community support officers (PCSOs) in your neighbourhood should be addressing ?

Respondents felt that the most important problems in their neighbourhood were:

- Anti Social Behaviour in general (16%)
- Vandalism (14%)
- Speeding vehicles (12%)
- Young people on the streets (11%)
- Drugs / alcohol abuse (9%)

We asked...To what extent do you agree your local police are dealing with these problems?

Just under a quarter of respondents (24%) agreed that their local police were effectively dealing with these issues, with over a third (35%) disagreeing and 41% neither agreeing nor disagreeing. Respondents in Goole and Howdenshire were less likely to agree that police deal with these problems.

We asked...To what extent do you agree that police understand community issues?

Almost three-quarters of respondents (74%) felt that police understood community issues. Disabled respondents were less likely to agree that the police understand community issues than non-disabled respondents.

Those who agreed that the police had a good understanding of community issues were more likely to know a police officer (by name or otherwise).

We asked...To what extent do you agree that the police deal effectively with community problems?

Over half of respondents (55%) felt that police successfully dealt with community problems, with only 5% strongly disagreeing. Respondents in Goole and Howdenshire were less likely to agree.

Females were more likely to agree that the police understood and dealt successfully with community issues.

Police visibility

In your neighbourhood, do you feel the level of police visibility has increased or decreased over the last 12 months?

A quarter of respondents (25%) felt that police visibility had increased over the previous 12 months; and the same amount felt it had decreased. The remainder (50%) believed that the level of police visibility remained the same. Respondents in Bridlington and Driffield were less likely to agree that police visibility had increased.

People who felt that the visibility of the police had increased were more likely to agree that the police were effectively dealing with community issues.

We asked...How satisfied or dissatisfied are you with the level of visibility of the police and police community support officers (PCSOs) in your neighbourhood?

Almost half of respondents (48%) were dissatisfied with the level of visibility of the police and police community support officers (PCSOs) in their neighbourhood. Just under a fifth (18%) felt satisfied, with around a third (34%) being neither satisfied or dissatisfied. Respondents in Haltemprice and Hunsley were most satisfied with the level of visible policing in their area.

Those satisfied with the level of police visibility were more likely to feel community issues were being dealt with and be satisfied with how the police and PCSOs are doing. They were also more likely to know their police office or PCSO by name.

Of those who were satisfied, their views were mainly based on the following:

- Officers (including those in cars) were visible in their local area (40%)
- Officers (including those in cars) were *more* visible in their local area (16%)
- Local area is generally safe and crime free / no police needed (11%)
- Feeling of safety / police effective (11%)

And of those who were dissatisfied:

- Low / no visibility in their local area (53%)
- Police cars are only ever seen on a call (6%)
- Officers avoiding certain areas / times of the day (5%)
- Crime and anti social behaviour taken place in their local area (5%)

We asked...Do you know any of the police and / or PCSOs who police your neighbourhood? Do you know how to contact them?

Over 80% of respondents did not know any of the police and / or PCSOs who policed their neighbourhood. Almost two thirds (64%) did not know how to contact them.

Holderness respondents were *more* likely and Beverley respondents *less* likely to know a police officer in their neighbourhood.

Anti-social behaviour

We asked...How much of a problem do you think anti-social behaviour is in your neighbourhood?

Over two thirds of respondents (68%) felt that anti-social behaviour was not a problem in their neighbourhood. Only 6% felt anti-social behaviour was a significant problem in their area, with a further 26% feeling that anti-social behaviour was a fairly big problem.

Goole and Howdenshire respondents were *more* likely and Haltemprice and Hunsley *less* likely to feel anti social behaviour was a problem.

Respondents who found anti-social behaviour to be a problem in their neighbourhood were less likely to feel the police and PCSOs were doing a good job and less likely to feel they were dealing with community issues effectively.

We asked....To what extent do you feel this affects your quality of life?

Around a third of respondents (32%) felt that anti-social behaviour did not affect their quality of life at all. The majority felt that their day-to-day lives were affected a little (36%)

Almost a quarter (24%) felt it affected their lives to some extent (24%)
Only 8% of respondents felt that it affected their quality of life a great deal.

We asked...Thinking about this local area, how much of a problem do you think the each of the following are?

Respondents were asked to say how much of a problem a range of issues were in their neighbourhood.

Areas of greatest concern were:

Rubbish or litter lying around (38%)

Parents not taking responsibility for the behaviour of their children (36%), and

Teenagers hanging around the streets (35%)

There was a noticeable difference over all issues between 2007 and 2008, with reductions of up 22% overall in some cases.

Issue	2007	2008	Difference
Parents not taking responsibility for the behaviour of their children	58%	36%	-22%
People not treating other people with respect and consideration	52%	35%	-17%
Teenagers hanging around the streets	50%	35%	-15%
People using or dealing drugs	36%	21%	-15%
People being drunk or rowdy in public places	31%	25%	-6%
Abandoned or burnt out cars	8%	3%	-5%
Noisy neighbours or loud parties	12%	9%	-3%
Rubbish or litter laying around	41%	38%	-3%
Vandalism, graffiti and other deliberate damage to property	32%	29%	-3%

Goole and Howdenshire respondents perceived teenagers hanging around the streets and drinking with drunken behaviour as more of a problem compared with other LAT areas.

Drugs; rubbish or litter and vandalism; graffiti and other deliberate damage; parents not taking responsibility for their children; lack of respect and consideration were all perceived as more of a problem by respondents in both Holderness and Goole & Howdenshire LAT areas than other LAT areas.

We asked...How well informed do you feel about what the police and other public services are doing to tackle anti-social behaviour in your area?

Almost a third of respondents (31%) felt informed about what police and other public services were doing to tackle anti-social behaviour in their area. Over two-thirds (69%) did not feel informed.

Overall satisfaction

We asked...Taking everything into account, how good a job do you think the police and PCSOs are doing?

Taking everything into account, 36% felt that police and police community support officers were doing a good job, whilst half (50%) had no view. Only 14% felt they were doing a poor job. Females were more likely to agree that the police were doing a good job.

We asked...Are police and other local public services seeking people's views and successfully dealing with issues?

40% of respondents agreed that the police and other local public services seek people's views about these issues in their local area and 45% felt they successfully dealt with these issues.

4.0 Healthy Lifestyles



"The council and its partners are committed to encourage you to improve your health. Many of the decisions about health services that are provided require us to collect detailed information so that we can meet local needs." **Dave Pinder**



General Health

We asked...In general, would you say your health is?

Almost half of respondents (46%) felt their health was good, 45% felt it was fairly good and 9% not good. Disabled respondents were less likely to say they were in good health than non-disabled respondents. When this data was weighted by age group, the self-reported health of the respondents improved, and was closer to the findings from the same question which was asked in Census 2001.

	Base Data	Weighted Data	Census 2001 (East Yorkshire)
Good	46%	60%	71%
Fairly Good	45%	34%	21%
Not Good	9%	6%	8%

Those respondents from the Household survey who felt their health was not good were asked the reason for this. The main responses were:

- Heart problems (13%)
- Arthritis (12%)
- Cancer (8%)
- Diabetes (8%)
- Various problems (6%)

Height and weight

We asked...How tall are you without shoes?

The majority of respondents (70%) said they are between 161cm and 200cm.

We asked...How much do you weigh without clothes or shoes?

The majority of respondents said they weigh between 50-89kg (80%). Almost 15% weighed between 90-109 kg and 3% over this. 2% weighed less than 50kg.

Alcohol consumption

We asked...How many units¹ do you consume in an average week?

Over half of respondents (52%) said that they consumed between 1-14 units in an average week. Almost a third (32%) said that they did not consume any units, and 1% said they consumed over 32 units per week.

¹ If one unit equals half pint of normal strength bitter / lager or small glass of wine

We asked...How often would you drink eight or more units² in one evening?

Over half of respondents (54%) said that they never drank eight or more units in one evening. One-third of respondents stated that they only did so on special occasions and 15% 1-3 times a week. Fewer than 1% claimed to do so daily.

Alcohol consumption for males was greater than females; and younger respondents greater than older respondents, which was more likely to be on special occasions or weekly.

Smoking habits

We asked...Which of the following best describes your smoking status?

- Half of respondents said they had never smoked
- One-third of respondents said they are ex-smokers
- Less than one-tenth of respondents (8%) said they smoke daily

Males were more likely than females to say they have never smoked, now or in the past. Younger respondents were less likely to have tried smoking than older respondents.

Healthy eating

We asked...How many portions of fruit and vegetables do you generally eat each day?

Almost half of respondents (43%) said that they ate five or more portions of fruit and vegetables per day. Fewer than 1% said they don't eat any fruit or vegetables. Female consumption of fruit and vegetables was greater than male.

Those who eat fruit and vegetables were more likely to describe their health positively than those who said they eat none.

We asked...If you eat less than five portions of fruit and vegetables a day why is this?

The reasons given for eating fewer than five portions a day provided reasons for this were:

- Too expensive (21%)
- Too difficult/ takes too long to prepare (13%)
- Limited opportunity to buy fruit and vegetables (12%)
- Distance to shops selling fruit and vegetables (9%)
- Don't like fruit (8%)

Older respondents consumption of fruit and vegetables was higher than younger respondents.

² Equivalent to four pints of normal-strength bitter / lager or four large spirits or four large glasses of wine)

5.0 Food Services



"The food services team is responsible for ensuring that the production and sale of food is both safe and within legal standards. We would like to know what is important to you so we can improve our service"

Steve Headley



Nutritional Make-up of food

We asked...How interested are you in the nutritional make-up of the food that you buy?

The majority of respondents (88%) were interested in the nutritional make-up (e.g. salt, fat, colours, etc) of the food that they buy. Females were more interested in the nutritional value of foods than males.

Inspections of food premises

We asked...How concerned would you be as a consumer if our team changed the nature of the visits it makes to businesses that were broadly compliant?

- Almost one-quarter of respondents would be 'very concerned'.
- Almost half of respondents would be 'concerned'.
- One-quarter of respondents would not be very concerned.
- The remainder (4%) would not be concerned at all.

We asked...The food services team routinely samples food from premises within the East Riding and publishes an annual report of this activity, which is posted on the Food section of the council's website. How interested are you in these results?

Almost three-quarters (74%) of respondents stated that they would be interested in accessing these results using the food section of the council's website.

6.0 Winter Services



"Our winter services team arranges the salting of roads and footpaths, and we would like to know how you feel about the services we provide so that we can look at improving them."

Lester Burton



Road service

We asked...The council treats approximately 40% of our road network (which is approximately 2000 miles long) prior to the expected formation of ice and a further 10% in more extreme conditions. Please indicate how satisfied you are with this service?

Almost four-fifths of respondents (76%) were satisfied with this service, of which 16% of these were very satisfied. Just one-fifth (21%) were dissatisfied with this service.

Those people who were most satisfied with the way the roads were treated were more likely to know which of their roads are treated than those that were less satisfied.

We asked...Do you know which roads in your area are regularly treated during icy conditions?

Just over two-thirds of respondents (68%) said they knew which roads in their area were regularly treated during icy conditions.

We asked...During the last winter period (Nov 07 to April 08), how many times do you think that icy road conditions prevented your normal day-to-day activities?

- Most respondents (76%) felt that icy roads had prevented normal day-to-day activity on fewer than three occasions.
- Around one-fifth felt it had done so between three and eight occasions.
- A small number (4%) felt it had done so between eight and fourteen occasions.
- A very small number (1%) felt it did so on more than fourteen occasions.

Those who were inconvenienced on more occasions were less likely to feel satisfied with the way the roads are treated and less likely to be satisfied with the winter services overall.

We asked...Bearing in mind the number of occasions on which you had to change your arrangements, to what extent do you agree or disagree that the winter services team succeeded in its aim to allow, as far as possible, people to carry on with their normal activities?

The majority of respondents (90%) felt the winter services team succeeded in its aim to allow, as far as possible, people to carry on with their normal activities. Those who agreed were more likely to be satisfied with winter services overall.

Footways

The council treats a limited number of footways - these tend to be in the most-used areas.

We asked... How satisfied are you with this service?

Two-thirds of respondents (66%) were satisfied with this service; with 10% of these being 'very satisfied'.

Salt bins

Approximately 700 salt bins and piles are provided for the public to use.

We asked...How satisfied are you with this service?

Almost 80% of respondents were satisfied with this service, with almost one-fifth of these being 'very satisfied'. Around a fifth of respondents (21%) were dissatisfied, one-quarter of these being 'very dissatisfied'.

Overall satisfaction

We asked...How well do you feel the council publicises its winter services?

Over half of respondents (57%) felt the council publicised its winter services well, one-quarter of these felt they did so 'very well'. Nearly half of respondents (43%) felt that the services were not publicised very well and or 'not well at all'. Those that felt it was well publicised were more likely to be satisfied overall with the winter services.

We asked...How satisfied are you with winter services overall?

The majority of respondents (82%) were satisfied with winter services overall, of which 13% were very satisfied. Less than one-fifth of respondents (18%) were dissatisfied with the winter services overall.

Respondents in Bridlington and Driffield were *least* satisfied and Beverley *most* satisfied with the winter services overall.

7.0 Libraries



Libraries offer a range of facilities including adult and junior lending, reference and local studies stock, and free use of PCs and the internet. New web-based services allow registration, reservation and renewal of items and access to a variety of reference sources. We would like to know if you are aware of what is available online, and which digital resources you are using” **Kathryn Hill**



Awareness and Use of Online Services

We asked...Have you used any of the following online services offered by East Riding Libraries?

Around three-quarters of respondents (76%) had not used any of the online library services. Respondents aged 35-44, and those over 75 years were most likely to use them. Awareness of online library services was *greatest* in Bridlington and Driffield, and *lowest* in Goole and Howdenshire.

Of those who had used the online library services;

- One-third (33%) had done so to join the library,
- One-quarter (25%) to renew a book,
- Around a quarter (23%) to reserve a book.
- Around 14% had used the online service to search the library catalogue,
- Around 6% to use the digital reference library.

We asked...If you have not used any of these library services, were you aware that they are available?

Over half of respondents (55%) who had not used any of the online library services were unaware of their availability. Older respondents were more aware of the online library services than younger respondents.

Digital reference library

We asked...If you have used the digital reference library, which of the following have you used:

Of the respondents who had used the digital reference library, the following had been used most:

- Ancestry – 30%
- Encyclopaedia Britannica – 13%
- News UK – 11%
- Oxford English Dictionary – 9%
- Know UK – 5%

8.0 Planning



“The planning service deals with over 4500 planning applications every year. These vary from house extensions to multi-million pound commercial developments. We are the sixth busiest local planning authority in England. To help us provide the best service possible to our customers, answers to these questions will help us to prioritise our workload and target areas where customers suggest they need developing.” **John Sumner**



Contact with the planning services

We asked...Have you had any contact with the planning services in the last 12 months?

Fewer than a fifth (19%) of respondents had contact with the planning services in the previous 12 months.

We asked...If yes, what was the reason for your contact?

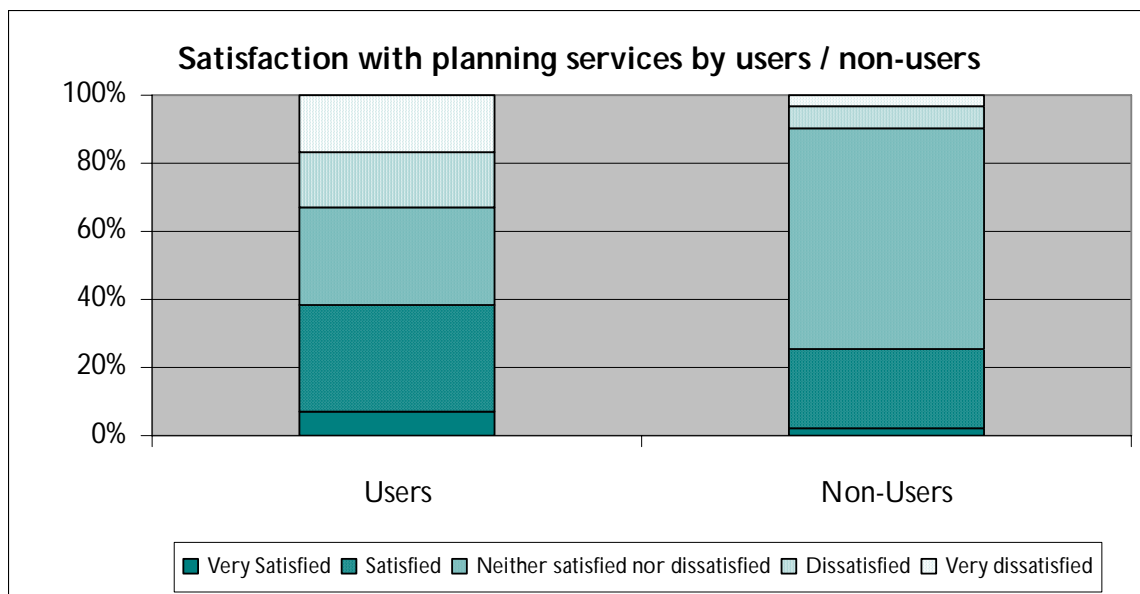
Of those who had contact the planning services, the main reasons for contact were:

- As an agent or applicant of a submitted planning application (29%)
- As a member of the public seeking general planning advice (27%)
- As a consultee seeking information about a submitted planning application (26%)
- Other (18%)

Satisfaction with the planning services

Of all respondents, 28% of respondents were satisfied with the planning services provided by East Riding of Yorkshire Council with fewer than 14% being dissatisfied.

Satisfaction was greater among those respondents who had contacted the planning service in the previous 12 months (38% satisfaction compared with 25% of non-users). A greater percentage of respondents (65%) who had not contacted the service had no view either way, compared with 29% of users, as the chart below illustrates.



We asked...How satisfied or dissatisfied were you with the following types of contact with the planning services?

Respondents were asked to rate satisfaction with a range of different contact methods with the planning services. Satisfaction was greatest for contact via letter (65%) and lowest via email (31%). The table below shows satisfaction levels compared with Household Survey 2007 responses.

Type of contact	Satisfaction 2007	Satisfaction 2008	Difference
Telephone	58%	58%	0%
Letter	56%	65%	+9%
Personal visits to council offices	54%	50%	-4%
Site visit by planning officer	47%	41%	-6%
Web	48%	42%	-6%
Email	44%	31%	-13%

Since 2007, satisfaction levels with contact by letter had risen 9%, but satisfaction with most other methods had fallen, particularly email, which showed a 13% reduction in satisfaction.

Older respondents (over 65s) were more likely to be satisfied with visiting council offices on planning matters than other age groups. Younger respondents (under 35s) were more likely to be satisfied with web access to planning matters than older respondents.

We asked...How satisfied or dissatisfied were you with the following aspects of the experience?

Respondents were asked to state their level of satisfaction with various aspects of the experience. The table below shows satisfaction levels compared with last year Household Survey responses.

	Satisfaction 2007	Satisfaction 2008	Difference %
I was given the advice and help I needed to submit my application correctly	59%	51%	-8%
The council kept me informed about the progress of my application	38%	50%	+12%
The council dealt promptly with my queries	55%	55%	0%
I understand the reason for the decision made on my application(s)	50%	46%	-6%
I felt that I was treated fairly and that my viewpoint was listened to	44%	47%	+3%
My comments were taken into account when making a decision	37%	43%	+6%

From 2007 to 2008, satisfaction levels with how the council kept people informed of their application had risen, as had how people felt their viewpoint was listened to, and that their comments were taken into account when making a decision.

The satisfaction levels with how people felt that had been given enough help and advice when submitting their application, and understanding the reasons given for the decisions made had fallen between 2007 and 2008.

9.0 Communications



“Our communications team is responsible for producing some of the council’s key publications including East Riding News, A-Z of Council Services and the East Riding Public Transport Guide. To ensure that we are producing these in a format that you, the reader want, we value your feedback on how well we are doing. We will listen to all feedback and use it to improve these publications” **Lisa Mansell**



Accessing and obtaining information from the Council

We asked...If you wanted to find out about a council service, where would you try?

To find about a council service, the main methods were as follows:

	2007	2008	Difference
Telephone the Council	16%	20%	+4%
A-Z of Council Services	20%	22%	+2%
Telephone directory (BT, KC, other)	10%	11%	+1%
Customer Service Centres	13%	13%	0%
My Local Councillor	2%	2%	0%
Local CitizenLink	1%	1%	0%
Digital TV	0.4%	0.3%	-0.1%
The East Riding Council website	16%	15%	-1%
East Riding News	14%	12%	-2%
Public library	8%	5%	-3%

Between 2007 and 2008 the use of some methods had fallen, while some had risen. Respondents were more likely to telephone the council and use the A-Z of Council Services in 2008 than in 2007, and less likely to use the public libraries or consult the East Riding News. There was also a slight fall in usage of the East Riding of Yorkshire Council website, although it remained a popular method of contact.

Younger respondents (under 35s) were more likely to consult the East Riding Council Website for information. Older respondents (over 65s) were more likely to consult the A-Z of Council Services.

We asked...Which of the following is your preferred method to contact the council or access its services?

The preferred methods for respondents wanting to access services or contact the council were:

	2007	2008	Difference
Telephone Contact Centre	16%	20%	+4%
By email	3%	6%	+3%
Customer Service Centre	26%	29%	+3%
By letter	2%	3%	+1%
Local CitizenLink	0.3%	0.4%	+0.1%
Digital TV	0%	0%	0%
By SMS text	0.1%	0%	-0.1%
By telephoning the department directly	32%	28%	-4%
The East Riding website	20%	14%	-6%

Between 2007 and 2008, respondents preferred method of contacting the council had changed, with the Telephone Contact Centre, email, and Customer Service Centres becoming more of a preference. The

East Riding Website and telephoning the department directly each became less of a preference, although they still rated well as preferences overall.

Younger respondents (under 35s) preferred using the website to contact the council. Older respondents (over 65s) preferred using the customer service centres.

A to Z of Council Services

We asked...Earlier in the year we sent you a copy of our A-Z of Council Services. What did you do with it?

Earlier in the year the A-Z of Council Services document was sent to all households in the East Riding.

- Almost 60% of respondents skim-read through and kept it for future use,
- A fifth (20%) read it carefully and kept it for future use,
- Fewer than 3% did not even open it,
- One-tenth (11%) looked at it then threw it away, and
- Fewer than one-tenth (7%) did not remember receiving it.

Almost 80% kept the East Riding News for future use, a slight increase (1%) since 2007. Older respondents were more likely to read and keep the A-Z guide than younger respondents.

We asked...If you did look at the A-Z, how useful do you think it is?

The majority of respondents (89%) felt that the A-Z was useful, a very similar result from 2007, with over a quarter of these feeling that it was 'very useful'. There were no key age differences in those respondents finding it useful or very useful. Those who kept the A-Z were more likely to have found it useful.

'MyEastRiding'

'MyEastRiding' is a function available through our website that gives the residents of East Riding access to online services such as planning applications, booking facilities, local maps and library information.

We asked...Did you know this facility was available?

Over a third (35%) of respondents were aware of this facility, a slight decrease of 3% since 2007.

East Riding News

Each month a copy of East Riding News is sent to all East Riding households.

We asked...Do you receive it? Do you read it?

The vast majority of respondents recalled receiving it:

- Almost two-thirds (63%) always receive it,
- Almost one-third (32%) regularly receive it, and
- Only 4% sometimes receive it

Almost half of respondents always read it, 27% did so regularly and 20% did so sometimes. Fewer than 4% never read it. The readership patterns were very similar to the 2007 findings.

Older respondents were more likely to regularly read the East Riding News than younger respondents. Those who read it more regularly were more likely to enjoy its content.

We asked...Are you satisfied with its content?

The majority of the respondents were satisfied with its content in some way:

- Over a fifth (22%) enjoyed reading the whole paper,
- Over one-third (35%) enjoyed reading most of the paper, and
- Two-fifths (41%) liked some of it.
- Fewer than 3% did not like any of it.

Satisfaction was greater amongst those households where more than one person read it.

We asked...How many people in your household read it?

Almost half of households (49%) had two or more people in the household who read the paper.

10.0 Public Transport



We are responsible for providing transport for some of our mainstream schools, and older residents; administering concessionary fares; supporting a number of non-commercial bus services; medibus; public transport information, such as the public transport guide and electronic kiosks; and public transport infrastructure e.g. bus stops. We would like to know how to encourage more people to use public transport" **David. R. Boden**

Public transport information

We asked....Have you received or seen any information provided on local transport services in the last 12 months?

Overall, the majority (63%) of respondents had received or seen information on local transport services in the previous 12 months

We asked....Do you remember receiving the Transport Guide?

Overall, the majority (63%) recall seeing the Transport Guide.

We asked....How useful do you think the Transport Guide is?

The majority (84%) felt that the Transport Guide was useful, with 42% of these finding it 'very useful'.

We asked....How satisfied are you with the provision of public transport information overall?

Over half of respondents (53%) were satisfied with provision of public transport information overall and only 11% were dissatisfied.

Those who recalled receiving information were more likely to be satisfied overall. Also, satisfaction with transport information is higher among users of the local bus service than among non-users.

Use and satisfaction with the local bus service

We asked....Have you used the local bus service in the last 12 months?

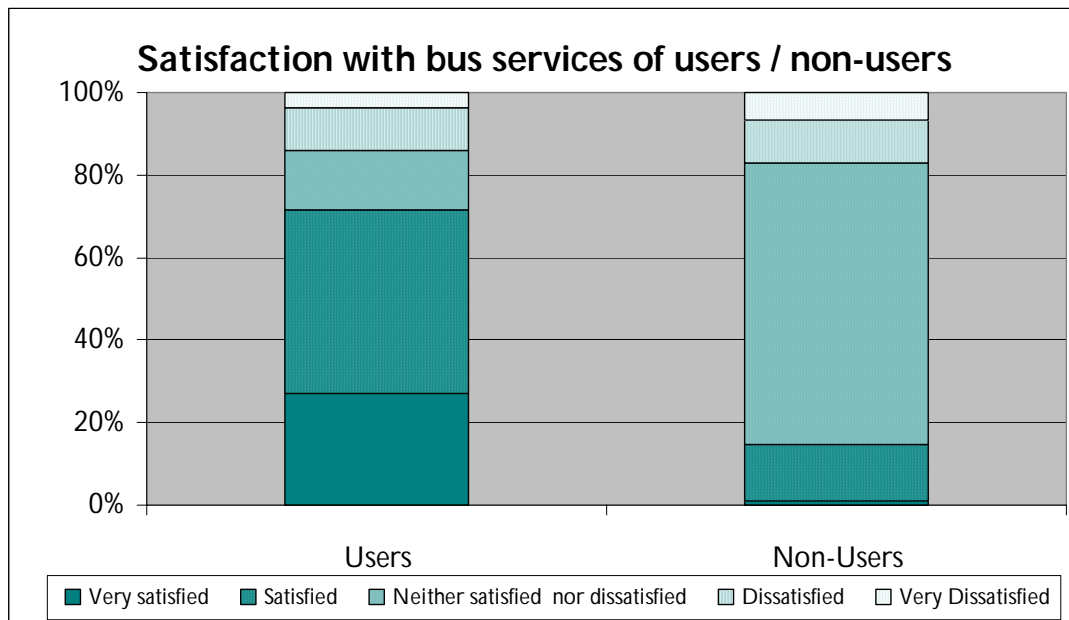
Almost half of respondents (49%) had used the local bus service in the previous 12 months. Older respondents were more likely to use local buses than younger age groups.

Goole and Howdenshire respondents are less likely to have used local bus services.

We asked...How satisfied are you with the local bus service overall?

Overall, almost half of respondents (46%) were satisfied with the service, including 15% very satisfied. Only 10% of respondent were dissatisfied and 5% very dissatisfied.

Almost three quarters (72%) of users were satisfied with local bus services, compared with 15% of non-users. The chart below shows satisfaction levels for users and non-users of the bus service.



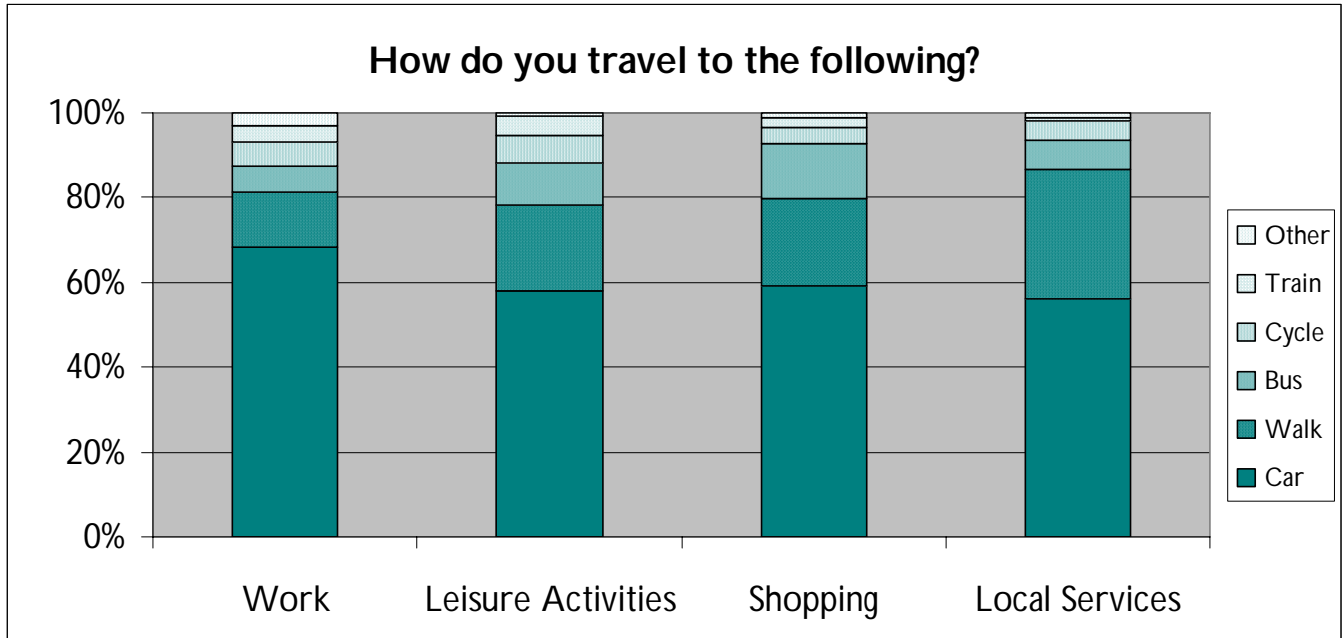
As is shown in the chart, respondents who use the bus services have higher satisfaction levels with the bus services than those who do not use them.

Satisfaction levels were higher in older respondents than younger respondents. Respondents in Goole and Howdenshire have the lowest satisfaction with the local bus service.

Travelling around the East Riding

We asked...How do you travel to the following?

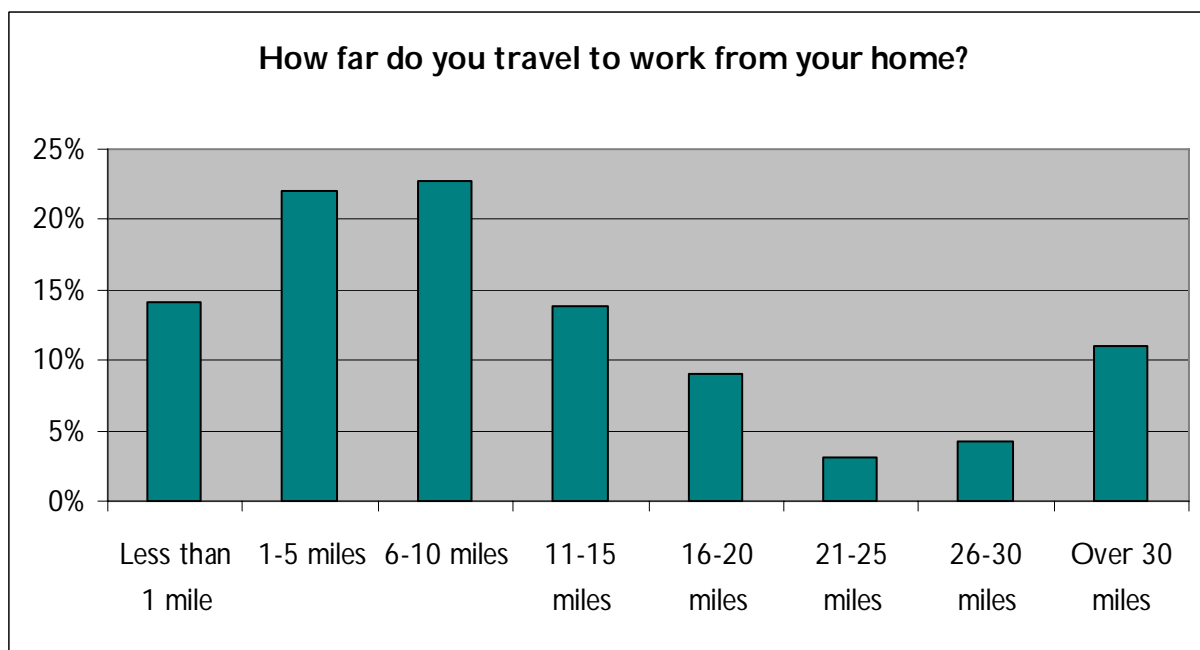
The following graph shows how respondents travel around the East Riding. Car is the main method of transport for respondents for all purposes.



We asked...How much do you spend on travel each week?

A fifth of respondents (20%) said they spend less than £10 on travel each week, with 12% saying they spend nothing. Almost 30% of respondents said they spend between £11 and £20, and 8% said they spent more than £50 each week.

We asked...How far do you travel to work from your home?



Of respondents who worked, 14% worked within one mile of home. Over half of respondents who worked (58%) did so within 10 miles of home. Just over one-tenth (11%) of workers travelled more than 30 miles from home to work.

Those who travelled the furthest to work were more likely to spend more money on travel per week than those who travelled less distance to work.

11.0 Street Lighting



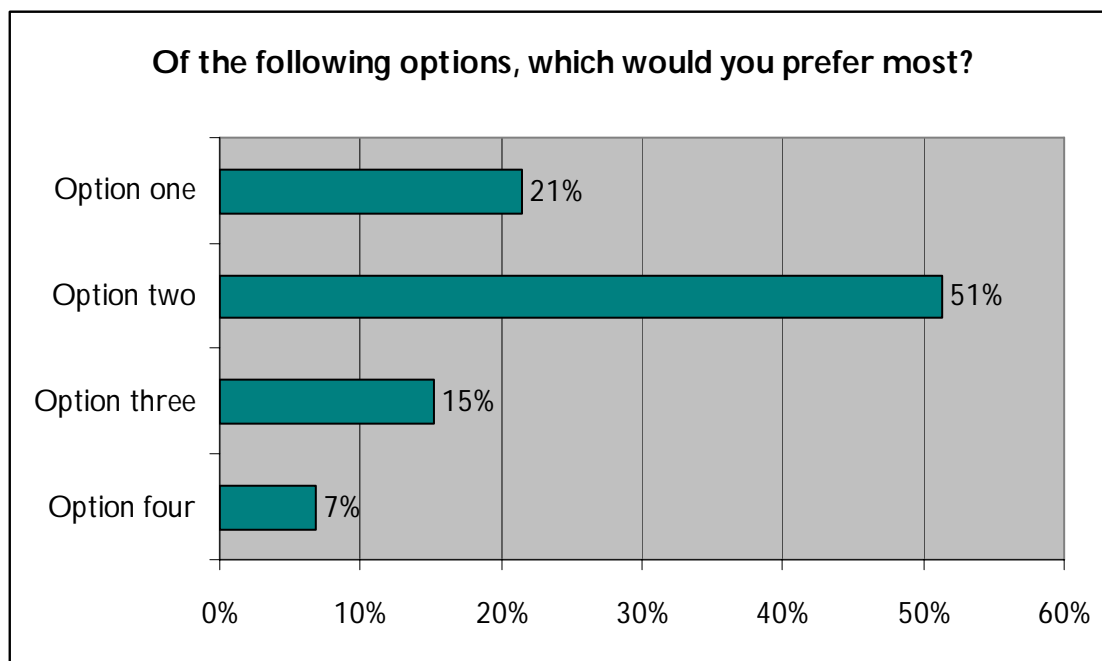
"The cost of energy has doubled over the last few years. Street lighting is a very efficient user of energy but the quantity of lights means that it costs nearly £900,000 every year to keep them lit. We are looking at ways to reduce the amount of energy we use, which will limit some of the cost increases and help the planet by reducing our carbon footprint" **Dave Williamson**



We asked...Of the following options, which would you prefer most?

- **Option One:** Switch the lights off at midnight and on again at 5 a.m. - this will save around 70% of the energy used by each column.
- **Option Two:** Continue to leave the lights on throughout the night, but dim them after midnight so that they use less energy. This will leave the streets lit but not as bright - this will save around 27% of the energy used by each column.
- **Option Three:** As option 1, but switch the lights off for a shorter period: say 2am until 5am.
- **Option Four:** Other option

The majority of respondents preferred Option two.



12.0 The Council



EAST RIDING
OF YORKSHIRE COUNCIL

"To improve the **QUALITY** of life for our community; earn the **RESPECT** of the people we serve and build **PRIDE** in belonging to the East Riding Of Yorkshire"



Satisfaction with the way authority runs things

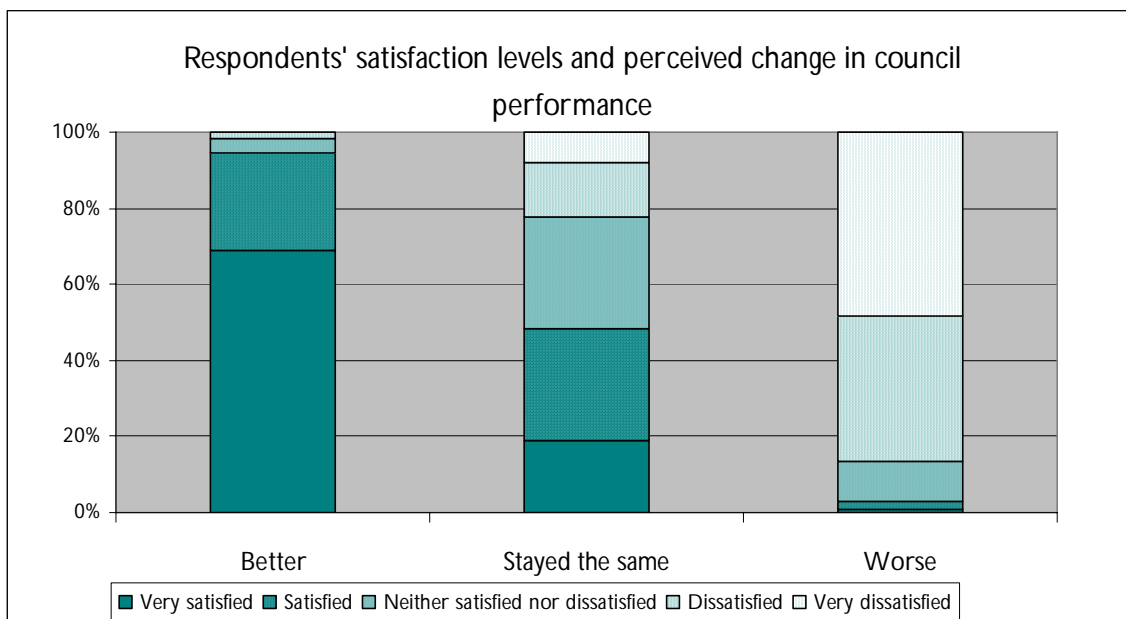
We asked....Taking everything into account, how satisfied or dissatisfied are you with the way the authority runs things?

Over half of respondents were satisfied with the way the authority runs things (55%), a slight decrease (4%) from 2007. Fewer than 10% were dissatisfied.

Respondents in Bridlington and Driffield, and in Goole and Howdenshire were the *least* likely to be satisfied with the way the authority runs things, while respondents in Haltemprice and Hunsley were the *most* likely to be satisfied.

Thinking about the way the authority runs things, do you think this has got better or worse over the last three years, or has it stayed the same?

The majority of respondents felt that the way the authority ran things had stayed the same over the last three years. Slightly more respondents felt it had got worse (14%) than felt it had improved (12%). Less respondents felt it had got worse than in 2007 (16% in 2007 and 14% in 2008). Those who felt there had been an improvement were more likely to feel satisfied overall.



If worse, why is this?

Of those feeling it had got worse, the main reasons were:

- More council tax, less service (15%)
- Condition of roads and paths (11%)
- Not listened to / greater need to inform the public (9%)

Decision-making and value for money

To what extent do you agree with the following statements regarding East Riding of Yorkshire Council?

Statements	Agreement 2007	Agreement 2008	Difference
I understand how the council makes decisions	59%	59%	0%
The council consults with its residents before it makes important decisions	36%	41%	+5%
The council has the needs of residents at the heart of it's decision making	46%	50%	+4%
The council listens to what local people want	37%	43%	+6%
The council offers good value for money	46%	49%	+3%
Do you agree or disagree that you can influence decisions affecting your local area?	43%	35%	-8%
Do you think your community is a place where people from different backgrounds get on well together?	81%	83%	+2%

Respondents in Bridlington and Driffield, and in Goole and Howdenshire were the *least* likely to understand how the council makes decisions. Respondents in these areas were also the least likely to agree that:

- the council consults with residents over important decisions;
- the needs of residents are at the heart of its decision making;
- the council listens to what people want, and
- the council offers good value for money.

Between 2007 and 2008, there has been an improvement in most perceptions of the council and in community cohesion, but a significant reduction in the agreement that residents can influence decision affecting their local area. This last point is also reflected in the Place Survey 2008/09, where the findings showed there had been a decrease since 2006/2007.

Do you agree or disagree that you can influence decisions affecting your local area?

Over a third of respondents (35%) felt that they could influence decisions in their local area, a 9% decrease since 2007. Those who felt they could influence decisions were more likely to be satisfied with the council overall.

Do you think your community is a place where people from different backgrounds get on well together?

The majority of respondents (83%) felt that their community is a place where people from different backgrounds get on well together. This is an increase of 4% since 2007. Those agreeing were more likely to be satisfied with the council overall.