



Performance and Finance Select Committee

9th December 2009

Report from the Director of Communication and Diversity and the Director of Policy and Regeneration

For Information

Report Title: Brent 2009 Residents Attitude Survey

1.0 Summary

- 1.1 This report provides an update on the findings from the 2009 Brent residents' attitude survey.
- 1.2 The objective of the survey was to find out how residents feel about living in Brent, their views on the council and the services it provides as well as other issues of importance for people living in the area.

2.0 Recommendations

- 2.1 That members of the Performance and Finance Select Committee note the report and content.

3.0 Detail

- 3.1 The 2009 Brent residents' attitude survey was carried out on behalf of the council by the market research company, Ipsos MORI between May and August this year. The survey provides the most up to date research information on service satisfaction and liveability issues and follows on from the residents' attitude survey of 2005 and the 2008 place survey.
- 3.2 The methodology employed was a face-to-face, in home survey interview, conducted with resident's aged 16+ across Brent. Fieldwork took place between 28 May and 16 August 2009, during which period 2,243 interviews were completed.
- 3.3 In order to capture data down to ward level, an increased interview sample size was agreed for the 2009 survey. A nominal target of 2,100 interviews

distributed equally across Brent's twenty-one electoral wards provides basic data at this level.

- 3.4 A summary of results is provided in the attached document at appendix 1.

Next steps

- 3.5 Ipsos MORI has supplied the full weighted data set together with postcode information to the council's GIS unit. This data will be matched with existing MOSAIC and other data to provide an important addition to the council's evidence base. The data will also be used to produce ward and service level information, which can be used in the service planning process.
- 3.6 The 2009 residents' attitude survey results are a 'good news' story. Satisfaction levels have increased in twenty-four out of twenty-eight service areas and overall satisfaction with the council has risen to an all time record of 65 per cent. In addition improvements are shown in areas of customer contact, communications and community safety.
- 3.7 The results of the survey will be publicised externally through the council website, The Brent Magazine, local press and local government press and internally through Insight, Brent Brief and the intranet. The Executive will be receiving a further report in January 2010 outlining possible council responses to the results of the residents attitude survey.

4.0 Financial Implications

- 4.1 None.

5.0 Legal Implications

- 5.1 None.

6.0 Diversity Implications

- 6.1 To be determined. Survey data is weighted by ethnicity, gender, age and work status. Detailed analysis of survey findings will highlight implications for diversity issues.

7.0 Staffing/Accommodation Implications (if appropriate)

- 7.1 None

Background Papers

None

Contact Officers

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