



Report for: INFORMATION
Item Number: 8

Contains Confidential or Exempt Information	NO
Title	Results of Ealing Residents Survey 2018
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Portfolio(s)	Councillor Bell (Leader of the Council)
For Consideration By	Cabinet
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Affected Wards	All
Keywords/Index	Residents Survey, Satisfaction, Performance, Corporate Plan
Purpose of Report: This report presents the topline results of the 2018 Ealing Residents Survey, which was carried out between November and December 2018 on behalf of the Council by BMG Research	

1. Recommendations

That Cabinet

- i) Notes the results of the Ealing Residents Survey 2018
- ii) Notes the update on service response for some key areas highlighted by the survey results

2. Reason for Decision and Options Considered

This report discusses the key results of the Ealing Residents Survey 2018. Full results for all the questions asked in the survey, including trends from previous years where applicable, are contained in Appendix 1.

The 2018 survey was carried out by BMG Research, an independent market research company, on behalf of Ealing Council. A total of 1,253 face-to-face interviews were carried out across the borough with residents aged 18+, at their doorstep. Sampling points for the survey were randomly selected using census output areas and covered a

range of deprivation scores. The survey responses are representative of the borough's population by age, sex, and ethnicity, with a 95% confidence interval of +/- 2.8% at the borough level. At a geographical level, results allow meaningful comparison between the seven towns of borough although differences between wards should be treated with caution due to smaller sample sizes. It should also be noted that there has been a gap of four years since the previous survey in 2014, therefore direct comparisons of results from the 2014 and 2018 surveys may not always be reliable.

As a key part of the council's research and analysis programme it is important that Cabinet is made aware of the results and their implications for further action which are set out in the attached action plan.

3. Ealing Residents Survey 2018 Results – Key findings

The survey was conducted in the context of significantly reduced budgets for public services over the last few years. Ealing is facing its toughest financial challenges in living memory after years of significant and sustained cuts and rising demand. Since 2010 the council has lost 64% of its government grant, greater than the London and national average. By 2021 this grant will disappear, and the council will have to fund its services solely through council tax, business rates, fees, charges and commercial income. In line with all local authorities, the council has had to make tough decisions in prioritising what it does and focus its spending on fewer things. Nationally, the key indicators of local government satisfaction for the last six years (2013 to 2018) have shown significant declines. Based on this comparator evidence from national¹ perception surveys, one would expect that residents' attitudes towards their local area as well as the council would be adversely influenced. Some elements of this trend are evident in the Ealing's results but with some significant areas where the council has performed more strongly. The results of the Ealing survey therefore reflect a rounded public view on the performance of the council and shifting priorities for the use of public resources. Headline messages from the survey include:

- Strong performance on overall satisfaction with council (73%) and place (79%) with performance broadly stable and resisting the national trend for falls in satisfaction on these measures (figure 1). Nationally, the key indicators of local government satisfaction for the last six years (2013 to 2018) have shown significant declines (figure 1). The indicators with the largest percentage point drops in satisfaction across the time periods are 'feeling informed' and 'satisfaction with local council' (reductions of 10 and nine percentage points respectively from 2013 and 2018). Therefore, for Ealing's results to have remained stable is a significant achievement.
- Reductions in satisfaction with most individual services (figure 3). In particular falls in satisfaction have been seen with environmental services. By way of context, the national benchmark from the LGA's quarterly satisfaction polling² suggests a similar trend over the last few years. Although the LGA survey does not ask about the full list of local public services used in the Ealing Residents Survey, the results from the former show a steady decline in satisfaction with services between 2013 and 2018 (Figure 4).
- There have been rises in satisfaction (although lower in absolute terms) with targeted services such as children's and adult's social care and housing benefits, perhaps reflecting the relative shift towards provision of these services.

¹ <https://www.local.gov.uk/polling-resident-satisfaction-councils-october-2018>

² <https://www.local.gov.uk/polling-resident-satisfaction-councils-october-2018>

- A fall back to 2012 levels of satisfaction with customer contact (48%), reversing the significant increase in satisfaction recorded in 2014.
- Comparable performance to national benchmarks on effectiveness of council communications (58% informed about the council). The results show lower levels of public awareness of reductions in government funding than would be hoped for, but these are line with the available comparator data
- Evidence of shifting public attitudes to austerity and the desired response from public bodies with relatively higher levels of people preferring to contribute more through Council Tax than other options to respond to funding pressures. Again this is consistent with wider evidence on shifting attitudes at national level.
- A nuanced picture with regard to civic engagement and resident involvement in service delivery. A majority of residents (70%) agreed that local people should be supported to run services and almost one in 5 (17%) already participate in some form of volunteering. However, many respondents identified barriers to them playing a more active role in the community suggesting efforts to mobilise and empower residents will need to be carefully designed.

A commentary on the service response and headline actions in response to the survey findings is at section 3.5.

The survey also provides detailed evidence on public attitudes and behaviour on a range of issues including wellbeing, physical activity and community cohesion which will be used to inform policy development and delivery.

Figure 1: Ealing trend data on key indicators of satisfaction with local government and place

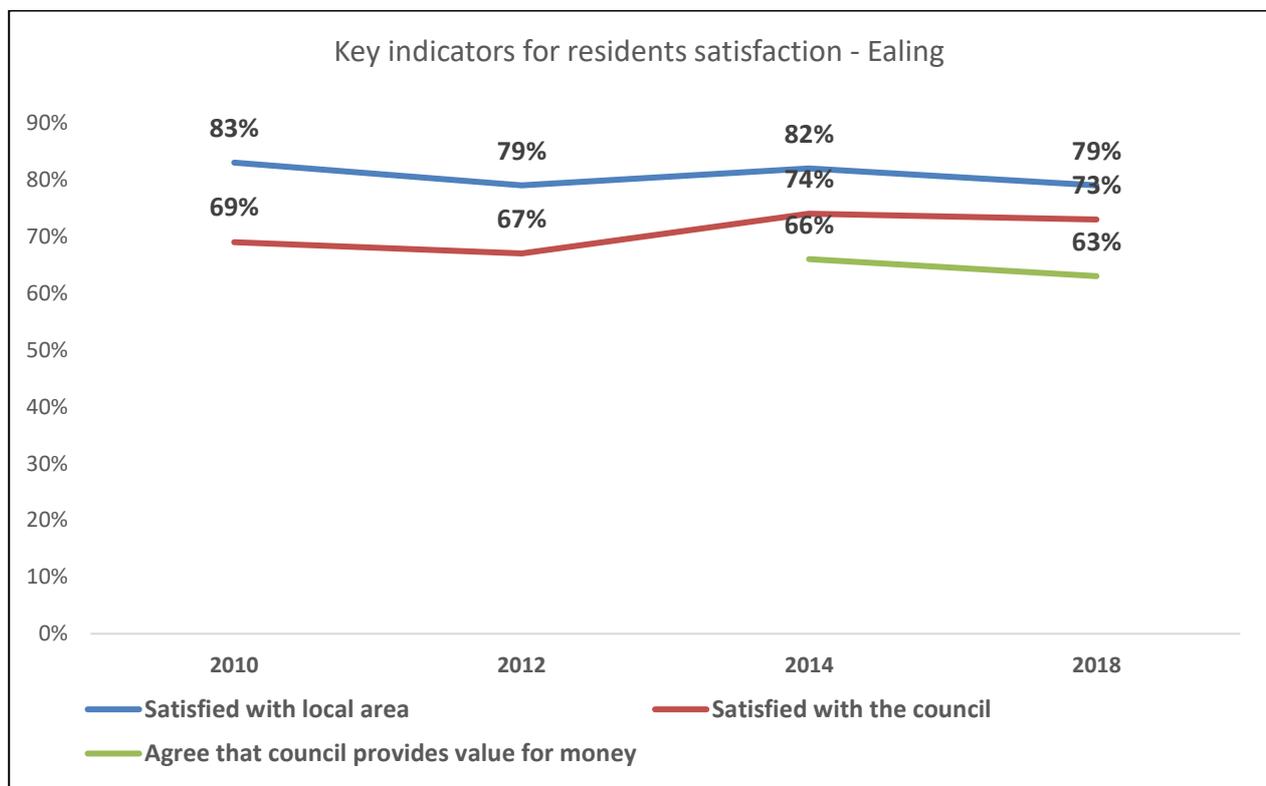


Figure 2: National trend data on key indicators of satisfaction with local government (LGA)

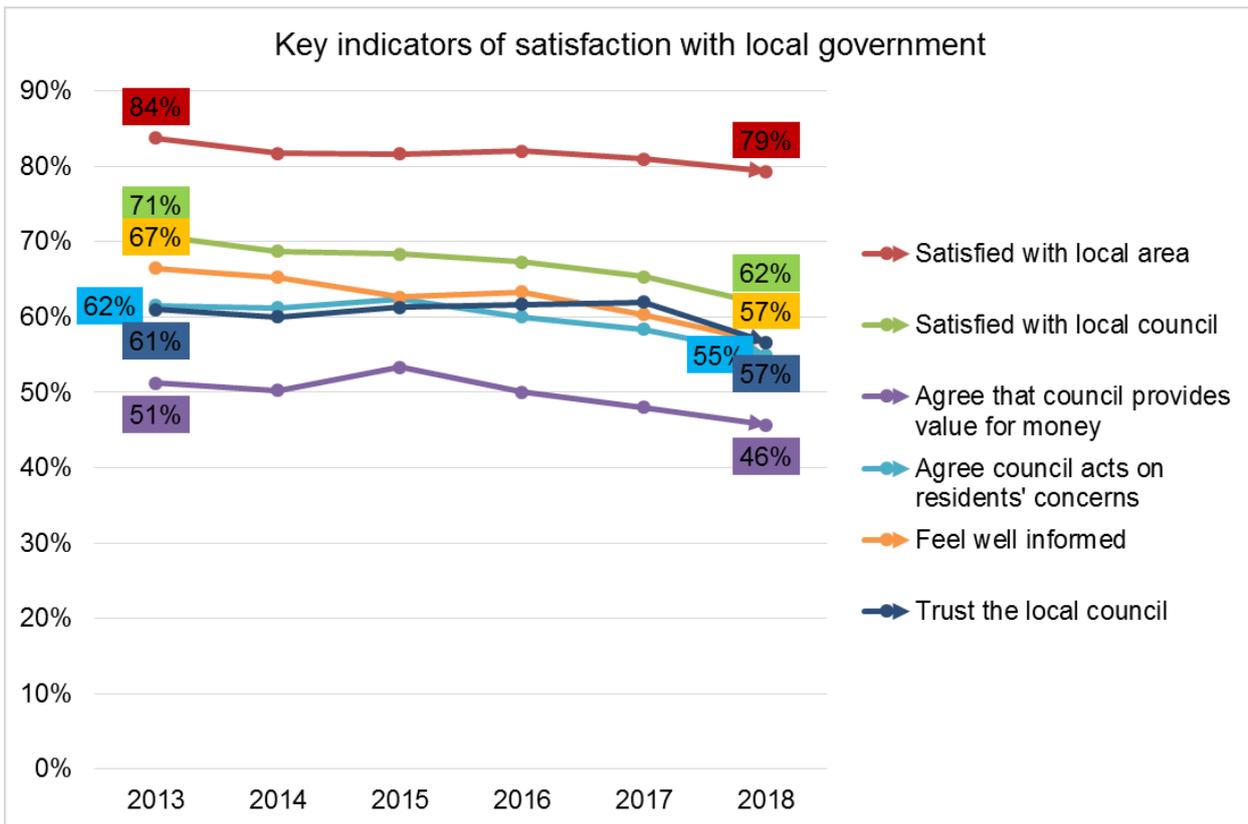


Figure 3: Resident satisfaction with local public services: Ealing results

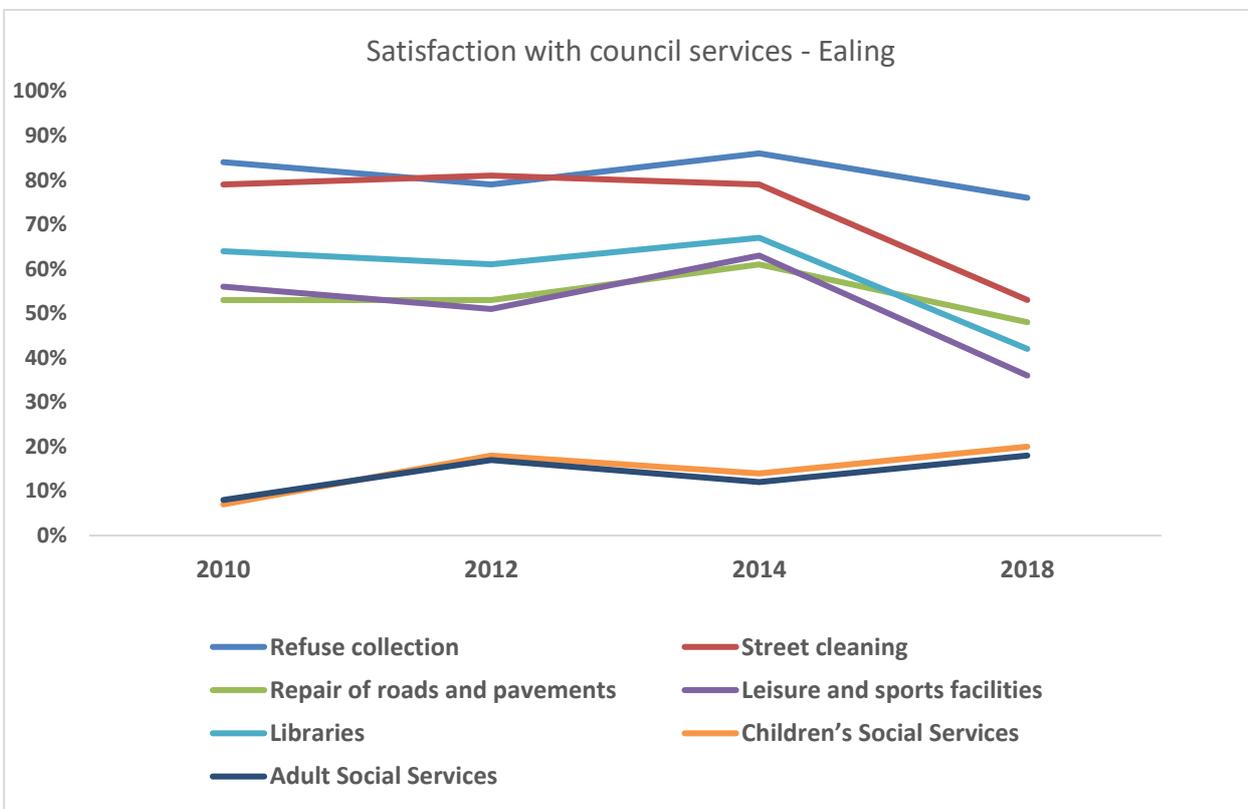
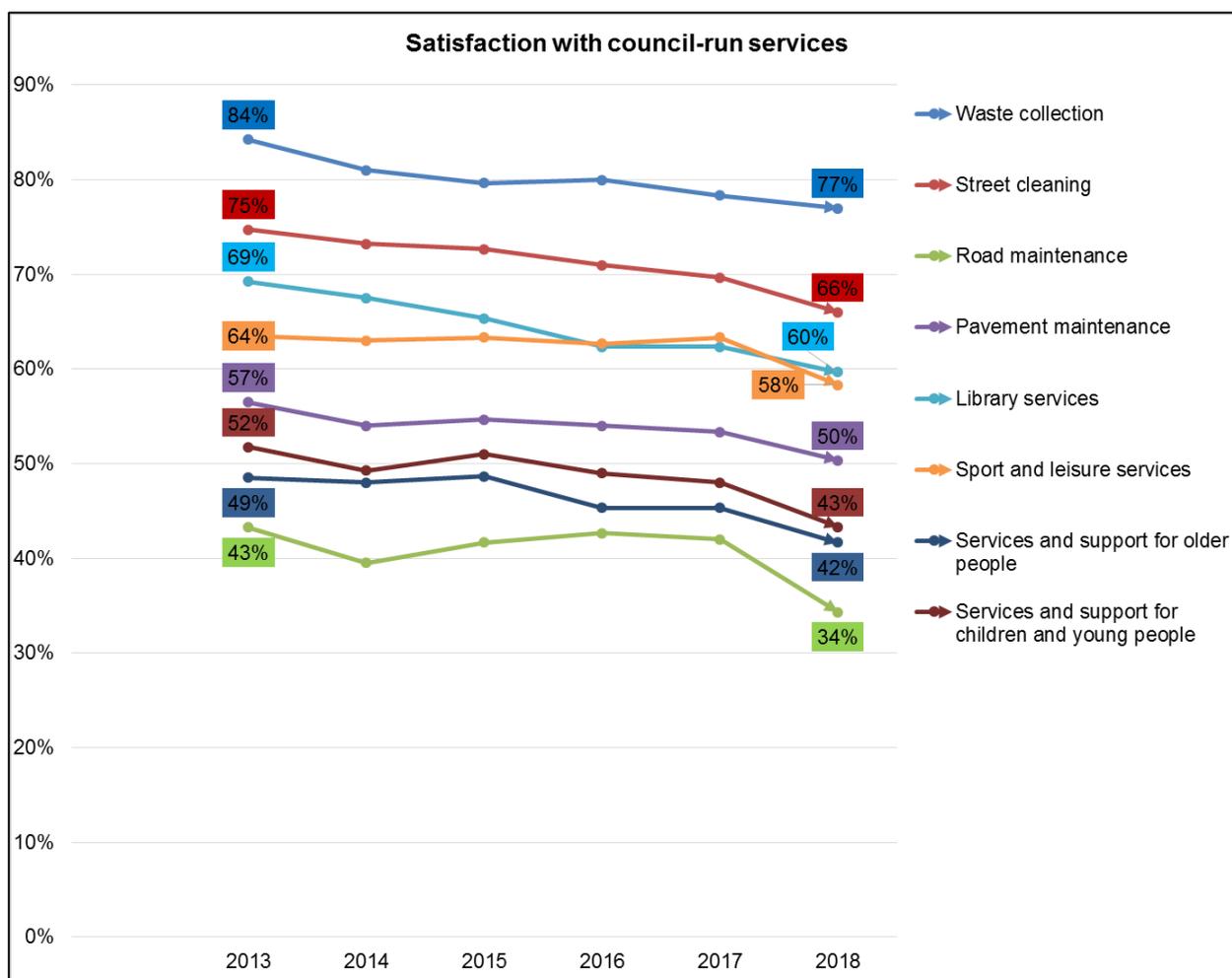


Figure 4: Residents satisfaction with local public services: national results from LGA polling



Ealing Residents Survey 2018 – Detailed findings

The following sections describe the detail of the 2018 Ealing Residents survey results, split by various themes and topics.

3.1 Satisfaction with the local area

The majority of Ealing residents are satisfied with their local area as a place to live (79%), with almost a third being very satisfied (32%). While this level of area satisfaction is lower by three percentage points than that recorded in 2014 when the last Ealing residents survey was conducted, it is slightly higher than the latest LGA national polling data (78% satisfied, October 2018)³, which has also seen a decline since 2014.

- The top three reasons cited by residents for being satisfied with their local area are: friendly neighbours/ good people in the area (49%), quiet area/ neighbourhood (43%), and good access to public transport services (32%). All three reasons were also in the top three in 2014.
- Conversely, the main reason cited for dissatisfaction with the local area are rubbish or litter (68%, an increase from 28% in 2014), crime (54%, up from 35% in 2014)

³ <https://www.local.gov.uk/polling-resident-satisfaction-councils-october-2018>

and parking problems (35%, up from 30% in 2014). All three reasons were also in the top three in 2014.

- Residents were further asked about the most important factors that make the local area a good place to live, and the things that most need improving. The top factors cited as important by residents are: levels of crime and antisocial behaviour (29%), public transport (26%), affordable good quality housing (24%) and clean streets (24%).
- The things that residents considered most in need of improvement in their local area are: levels of crime and antisocial behaviour (29%), clean streets (24%), availability of parking (22%) and affordable good quality housing (20%).
- Half of the residents (50%) thought that not much has changed in their area over the past two years, while a quarter (25%) thought the area had got worse and 15% thought it had got better.

Perceptions of safety

Residents were asked about how safe they felt in their local area, both during the day and after dark, as well about the factors contributing to antisocial behaviour.

- The vast majority of Ealing residents continue to feel very or fairly safe during the day in their local area (94%, down 1 point from 2014 but 1 point higher than the LGA national average of 93%).
- Feelings of safety after dark, however, have decreased since 2014, with 65% feeling safe after dark in their local area, down 7 points from 2014 (72%). This is the lowest level of feelings of safety since 2009 (54%) and is 11 points lower than the 2018 national average (76%).
- In terms of perceptions of anti-social behaviour, the top problem highlighted by residents when thinking about their local area, was the same as in 2014 namely: rubbish or litter lying around (48%, up 14 points from 2014 and almost double the 2012 response of 25%). All of the problems listed have seen an increase in the four years since the last Residents survey, with the largest increases seen in: people using or dealing drugs (42%, up 28 points); vandalism, graffiti and other deliberate damage to property and vehicles (28%, up 20 points); and people being drunk or rowdy in public places (34%, up 18 points).

Community cohesion and civic participation

The survey explored perceptions of how well people from different backgrounds get on together and asked about resident participation in voluntary activities.

- The percentage of Ealing residents who agree that 'people from different ethnic backgrounds get on well together' experienced a decrease between 2014 and 2018, declining from 91% to 86%, although it is still higher than the figure seen in 2010 (80%).
- 64% of residents agree that people in their local area 'pull together to improve the local area'.
- In 2018, 17% of Ealing residents said they have volunteered during the last 12 months, largely in line 2014 and 2012 when 18% had volunteered, but higher than in 2010 (10%).
- The most popular way to volunteer was by doing a quick favour or chore for a neighbour, with 18% of residents volunteering in this way; an increase of 2 percentage points from 2014. Other popular voluntary activities include helping to

keep the street or local area clean and tidy (15%) and getting involved in making decisions where they live (8%).

- The main reason cited for not having done any of the listed voluntary activities was not having enough spare time (58%). Not being interested in helping out or volunteering was cited by 19% and feeling too old (11%).
- The most common motivator for getting involved was wanting to help people (61%), followed by wanting 'to help improve things / the local area' (45%) and to be part of the community (26%).
- Seven in ten Ealing residents (70%) felt that local people should be supported if they can run a service as well or better than the Council or other providers. Nearly the same proportion (69%) agreed that people in their local area can contribute to making the area better.
- More than half (54%) of residents expressed willingness to be more involved in decisions for their local area, while 52% agreed that people in their local area already get together to make the area better. A similar proportion (51%) would also be prepared to help run a local service rather than see it reduced or cut altogether.
- In 2018, residents were asked the extent to which they felt that they could personally influence decisions affecting their local area, with 48% agreeing that they could. The question was not asked in 2014, but in the 2012 survey 31% agreed and in 2010 only 20% agreed.

Participation in local democracy

The questions in this section changed from those asked in 2014, from asking about voting participation to being able to name their local councillors.

- 17% of residents mentioned at least one of their ward councillors successfully; the best response to date and an increase of 6 points from 2012 (11%) and 3 points up from 2009 (14%), the previous highest scoring year.
- 9% of residents named one councillor correctly, 5% named two correctly and 3% named all three correctly.

3.2 Satisfaction with the Council and its services

Perceptions of Ealing Council

Overall satisfaction with the council remains high in the 2018 Residents Survey.

- The percentage of residents satisfied with the way Ealing Council runs things, at 73%, remains largely in line with the figure seen in 2014 (73%). Ealing's satisfaction levels are also higher than both the LGA national benchmark (60%) and BMG's London average (69%).
- There has been a small decrease in the proportion of residents who agree that the council provides value for money which now stands at 63%, down from 66% in 2014. At the national level, the LGA report satisfaction at 44% in 2018, down from 51% in 2014. Ealing's performance is also higher than BMG's London average of 62%.
- In reaction to the council's three new priorities, 49% of residents agree that the council is working to increase the availability of good, genuinely affordable housing in the borough; 53% agree that the council is working to create jobs and opportunities for local people; and 64% agree that the Council is making Ealing a healthy and great place to live.
- 54% agree that the council is easy to contact, returning to 2012 levels (53%) after the considerable increase in 2014 (71%).

Satisfaction with services

Results from this section of Ealing's Residents Survey are provided below. In general, satisfaction with more universal services has declined, whereas benefit and social care services are seen in a more positive light.

- Universal 'street' services have seen a decrease in satisfaction in all six areas from 2014 to 2018 namely: refuse collection (down 10 points to 76%), recycling services (down 17 points to 62%), recycling facilities (down 24 points to 53%), street lighting (down 24 points to 65%), repair of roads and pavements (down 13 points to 48%) and street cleaning (down 26 points to 53%).
- Universal 'leisure and culture' services have also seen decreases in all five areas from 2014 to 2018 namely: parks and open spaces (down 19 points to 64%), leisure and sports facilities (including swimming pools) (down 27 points to 36%), libraries (down 25 points to 42%), arts and cultural facilities (down 11 points to 26%) and playgrounds (down 2 points to 44%).
- Satisfaction with education services since 2014 has been varied, for example
 - Nursery education (under 5s) down 10 points from 35 to 25%
 - Primary education (5-11) down 9 points from 37 to 28%
 - Secondary education (11-18) down 7 points from 33 to 26%
 - Adult education / evening classes has remained the same (17%)
 - Education for those with special needs up 3 points from 12 to 15%
- Satisfaction with adult and children's social care services, council housing and benefits have all increased, namely: adult social services (up 6 points to 18%), children's social services (up 6 points to 20%), housing / council tax benefit services (up 4 points to 28%), and council housing (up 3 points to 22%).

Funding and budgets

The survey asked residents about the decline in government funding and how the council should deliver a balanced budget.

Almost three in five residents (59%) are unaware that government funding to Ealing Council has been substantially reduced. Of the 31% who are aware of the funding reductions, over half (51%) believe that government funding has been reduced by 25%-50% since 2010. No direct comparators exist for this question, although where a similar question has been asked by other councils in their recent residents survey the results are broadly similar. In Islington's residents survey 2018, for example, 39% residents thought the council "will have less money in this year's budget".

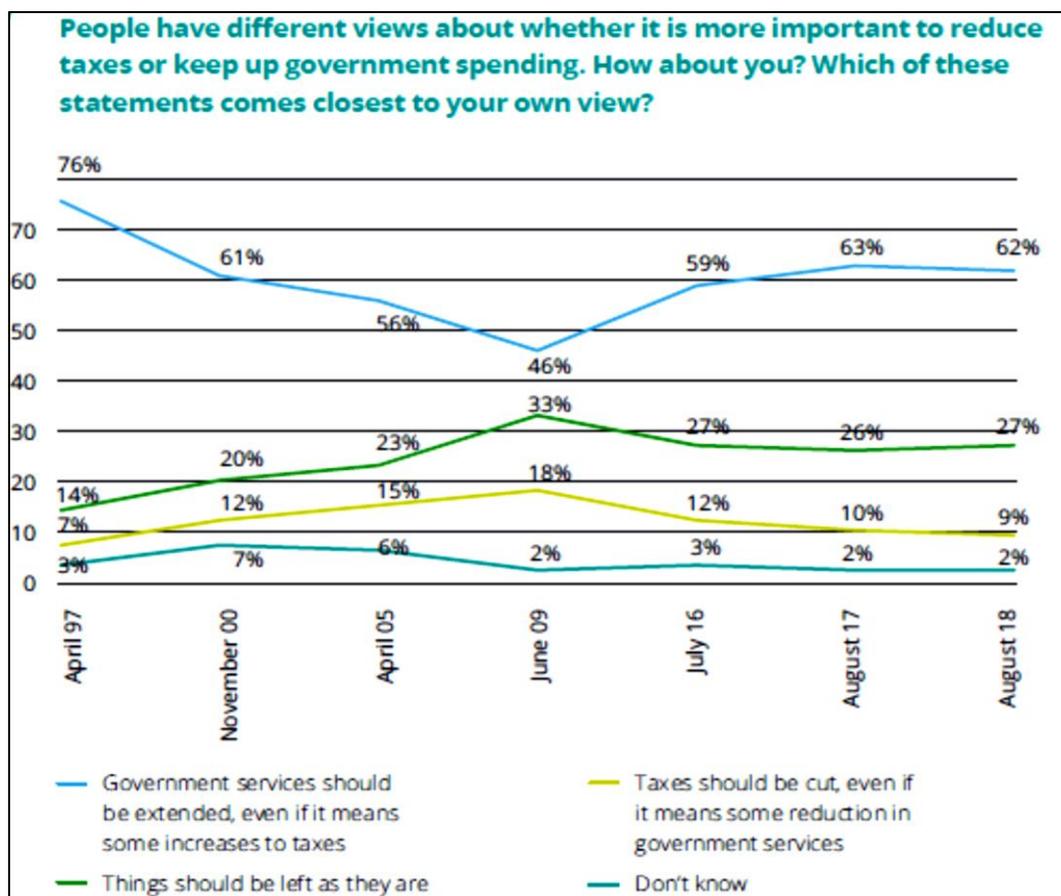
- In terms of the steps that the council is taking to deliver a balanced budget, three in four residents (76%) agreed with targeting services in areas of the borough with higher levels of need, 73% agreed with protecting services for the most vulnerable residents; 69% agreed with generating income by being commercial (69%); and 67% favoured making efficiencies in back office services. The least popular step was reducing demand for council services by focusing on prevention (64%) and enabling residents to help with running services where they can (66%), which seems to tie in with national research⁴ showing changing trends in the public support for austerity. In 2010 when austerity began more than half of the public backed spending cuts to restore the public finances. However this proportion has declined to less than a fifth in 2018. Over a similar timescale, the proportion of people who back tax rises to fund more extensive public services has grown from 46% to 62%. Another piece of

⁴ <https://www2.deloitte.com/uk/thestateofthestate>

national research on public attitudes⁵ shows that the public are increasingly concerned that government and the public services will not do enough to help people in the future. The survey found that nearly 70% people believe the public sector will provide too little support in the years ahead, compared to half in 2010 (Figure 5).

- Over a third of residents (35%) said that they would prefer to make a regular financial contribution, for example by paying slightly more in council tax, if a local service that was important to them of their household was to be discontinued due to budget cuts. 29% of residents said that if such a service was discontinued, it wouldn't matter as they would find an alternative service to fulfil their needs. Only 11% said they'd prefer to volunteer their time (including to raise funds) to keep a service going.

Figure 5: Public perception of tax and spending (*Deloitte UK - The State of the State, 2018*)



Communication from the Council

Residents were asked a range of questions on how they contact the Council, where they obtain news and information, access to the internet and use of the Council's online services.

- The 2018 Residents survey shows that 58% of residents feel informed about the council and the services it provides, marginally higher than 57% nationally from the LGA polling.

⁵ <https://www2.deloitte.com/uk/thestateofthestate>

- 54% agreed that the council is easy to contact, returning to 2012 levels (53%) after the considerable increase in 2014 (71%). The preferred method of contacting the council remains the telephone, though this dropped from 59% in 2014 to 53% in 2018. Going online to contact the Council also experienced a decline, with 13% of residents reporting that it was their preferred method, compared with 22% in 2014; as did email, declining from 17% in 2014 to 12% in 2018; and 'in person' from 8% in 2014 to 4% in 2018.
- Nearly half of residents (49%) say they regularly get their news or information about current affairs from a national media website, such as the BBC, and 44% use a smartphone app of a national media website. 43% visit the website of a national or local newspaper, while 41% use a smartphone app of a national or local media newspaper. 26% of residents regularly get news or information from updates delivered by email or message alert on their computer, tablet or smartphone.
- Nearly three fifths of residents (59%) obtain most of their information and news about the council and its services from the council website; an increase of 15 points from 2014 (34%).
- 39% of residents obtain their information about the council from Around Ealing (up 8 points from 2014), while 30% cited 'other leaflets delivered to your home' and 26% the Ealing Gazette. The proportion of residents obtaining this information from friends, neighbours and relations dropped from 20% in 2014 to 12% in 2018.
- In terms of the preferred sources of information and news about the council and its services, 57% chose the Ealing Council website (up 23 points from 2014), while 36% said Around Ealing (up 12 points from 2014), followed by 'other leaflets delivered you your home' (27%) and the Ealing Gazette (23%).
- 47% of residents said that they had visited the Ealing Council website, 20% in the last month while 21% within the last 12 months.
- Over a third of residents (34%) had used the council website to make a payment, while 33% had used MyAccount and 32% had accessed parking services. The proportion of residents using the council's website to contact the council also increased since the 2014 survey (from 7% to 11%), as has those accessing planning services (from 8% to 11%).

3.3 Health and wellbeing

Physical activity

Questions were asked in terms of how people travel for short journeys, how often they take part in physical activities and the amount of time they spend doing them.

- 43% of residents responded that they walk or cycle for regular journeys of less than two miles, 27% use public transport, and 26% use a car or a van.
- In terms of participation in a physical activity in the last four weeks, the residents survey shows a greater amount of participation than obtained from Sport England's Active Lives survey. This can be attributed to the different methodologies the two surveys employ – while the Residents survey is carried out face-to-face, which could encourage respondents to give a more positive response (social desirability effect), the Active Lives survey is a paper survey sent to households.

Table 1: Physical activity: national benchmarks from the Active Lives survey

	All sport & physical activity	Sporting activities	All walking	All cycling	All dance
England	77%	34%	60%	17%	8%
London	78%	35%	57%	18%	9%
Ealing	76%	36%	59%	18%	8%
Ealing Residents' Survey 2018	84%	17%	82%	6%	N/A

- In terms of barriers to cycling, more than half of residents (54%) said that not having a bike was a barrier and 18% said they didn't feel safe. 10% said they were too busy and a further 10% said that their age was a barrier.
- 16% of residents cited being too busy as a barrier to walking, whereas 10% said their age was a barrier. 8% said they didn't feel safe and 8% said that physical difficulties/ disabilities stopped them from walking more.
- Almost a third of residents (32%) said that being too busy was the largest barrier to doing sport, physical activity or dance, while 14% cited their age and 8% physical difficulties/disabilities.

Wellbeing and resilience

In the 2018 Residents survey, questions relating to residents' wellbeing and resilience were introduced, asking residents to score four aspects of their lives – life satisfaction, happiness, life being worthwhile, and levels of anxiety – on a scale of 0-10. These are standard questions used in the ONS national measurement of self-reported wellbeing.

All the aspects showed higher levels of personal wellbeing in Ealing than in London as well as nationally. This is shown in Figures 3 and 4 below.

Figure 6: Measures of self-reported wellbeing: 'Satisfied' and 'Worthwhile' (Ealing Residents Survey 2018)

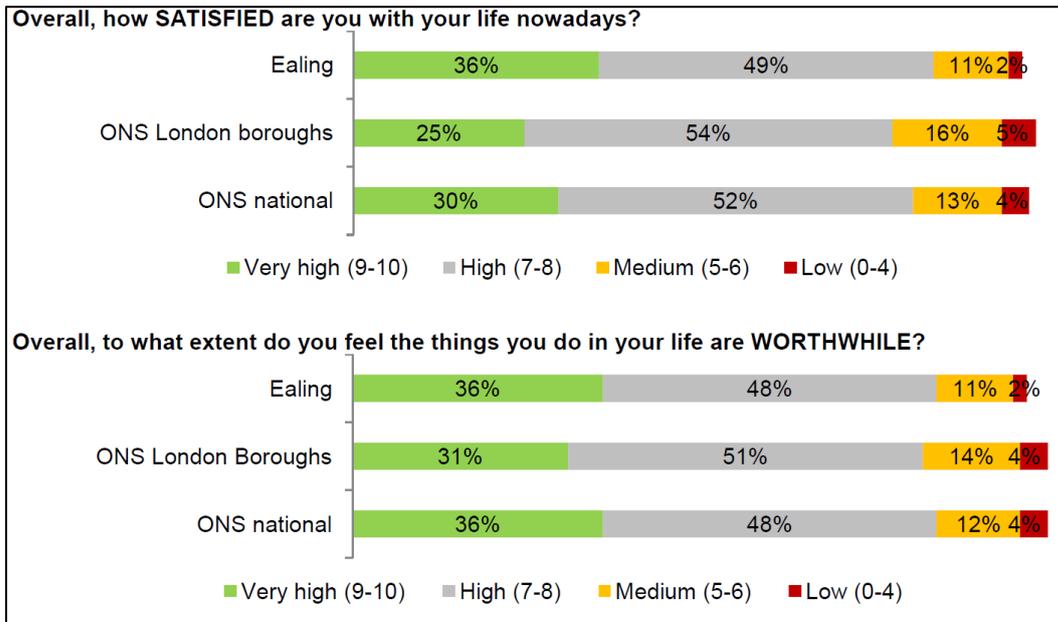
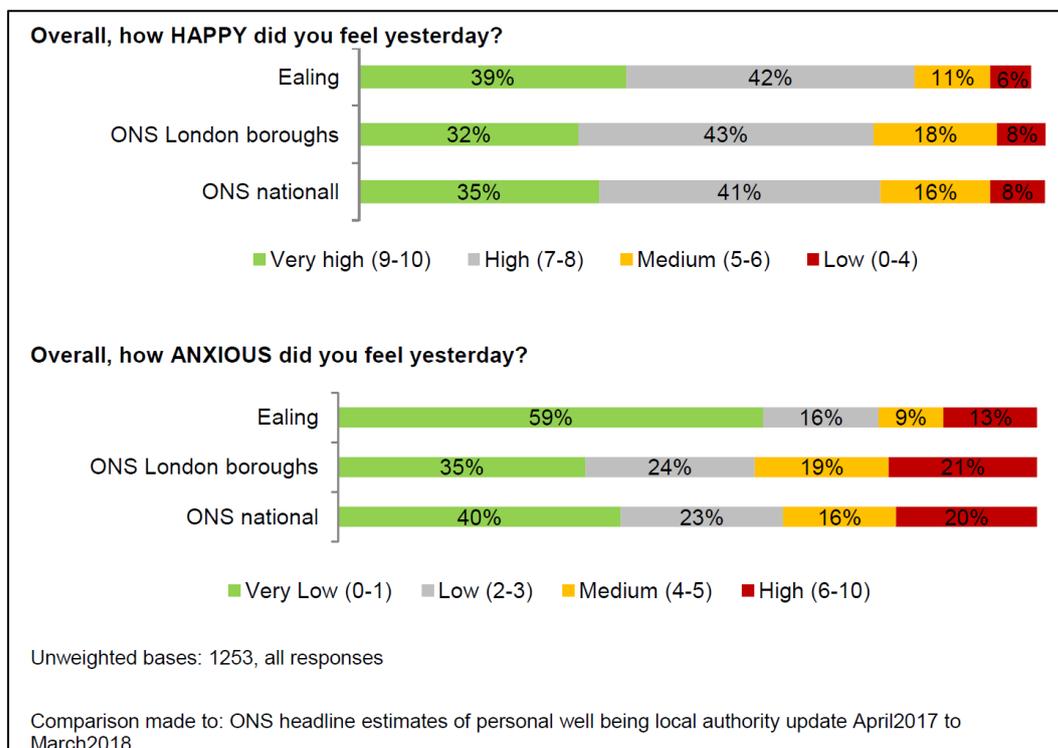


Figure 7: Measures of self-reported wellbeing: 'Happiness' and 'Anxiety' (Ealing Residents Survey 2018)



- Residents were asked further questions around levels of social contact and loneliness, in order to address the important issue of social isolation. 86% of residents report that they have adequate social contact with people they like, while 79% responded that they hardly ever or never feel lonely.
- More than four out of five (81%) residents also reported being in good health.
- In terms of household finance, more than three quarters (76%) of residents said they are currently coping well, although one in five are concerned about either being made redundant or falling behind on mortgage or rent payments in the next 12 months.

3.4 Attitudes towards Heathrow's expansion

Two questions were asked in the survey about residents' attitudes towards the third runway at Heathrow airport and although a majority are positive about the expansion there are concerns around the potential impact on air quality and congestion:

- 69% agreed with the Government's decision to build a third runway at Heathrow
- 89% considered it important that any additional traffic congestion is minimised
- 88% thought it important that any additional air pollution is minimised
- 88% think it's important that any additional noise is minimised
- 87% believe it's important that local people get jobs created as a result of the expansion
- 83% think it's important that local people get adequate opportunities to have their say regarding the expansion

3.5 Actions to address key areas highlighted by the survey

The residents survey is a key tool to understand performance and drive continued improvement. The results will be disseminated widely and used to inform service planning at all levels of the organisation. However, the top line response to the key areas for improvement highlighted in the report are set out below.

Improving satisfaction with street and environmental services

The past two years have seen a significant increase in the level of flytipping across the borough. Inevitably this has contributed to negative perceptions of the quality of the street environment. Concerns regarding flytipping are not restricted to Ealing, this is a London wide and national problem that has been specifically addressed by the Government in terms of increasing the powers available to councils to carry out necessary relevant enforcement.

The council has reviewed its environmental enforcement approach in line with the increased powers referred to above and in line with clearly expressed customer concerns. As a result, there has been a significant increase in the number of fines issued for littering and flytipping and in the number of successful related prosecutions. The council has increased the fixed penalty notice for litter to £150 from £80 as a further deterrent. This was introduced in line with the commencement of the new joint boroughs environmental enforcement contract (Ealing/ Harrow/ Barnet), which will ensure wider coverage of our town centres and other areas of high footfall. The council also issues a £400 fine for flytipping, to act as a strong deterrent.

With regard to the waste and recycling services delivered by the council, the change in 2016 from a refuse sack-based system to wheelie bins collected fortnightly, represented a challenging culture change for borough residents. A concurrent change in method of waste containment and collection frequency understandably took some time to bed in. However, in line with the objective, the service change has delivered required savings and dramatically increased the council's recycling rate. Ealing is now the second highest recycling borough in London at nearly 52%.

It is well documented that there has been concern over the performance of the environmental services contract in relation to waste collection and street cleansing. In response, there has been an increase in the level of direct contract monitoring, focusing on targeted contractor performance improvement, working closely with the current service provider. Officers will continue to closely monitor current service delivery to drive continuous improvement between now and contract end in 2020.

Whilst required improvements are not entirely related to current service provider shortfalls, it is envisaged that the establishment by the council of a Local Authority Trading Company (LATCO) to deliver relevant services will provide the flexibility and control required to prioritise targeted environmental improvement. The company will be independent of but wholly owned by the council, allowing clear strategic direction and maximising the resources available to respond to service delivery priorities in a challenging climate.

Improving satisfaction with customer contact channels

In May 2018 the council went live with a new call centre telephony platform (Netcall) and implemented Skype for Business which is used to deal with the remainder of council telephone customer contacts.

With the new contact centre platform we have seen some significant benefits as we are now able to listen to and monitor the calls. The service is reviewing how we work and focusing on the quality of the call within the contact centre. As the main focus is now taking the time to resolve the customer enquiry and ensure any other related matters are also dealt with waiting times for some of the more complex areas can be longer than average.

For the busier service areas, we have introduced a call back service for when the average wait time goes over 3 minutes. On average 30% of our customer have chosen to use this service with 100% of calls being returned within 1 hour.

Work is now underway for the digital program which will ensure that all customer processes are reviewed end to end, this will cover all customer contact channels including telephone services. Priority areas due to go live in July 19 are our highest volume contact areas such as Council Tax and Benefits where we have seen an increase in customer wait time. It is anticipated with the improved process and enhanced digital services access to council services will be easier with simple transactional services delivered on line and improved access to telephone services for customers who most need to speak to us. We will also ensure continued support is provided face to face for customers when accessing digital services.

Increasing awareness of the scale of reductions in funding

The council communications approach aims to ensure that residents understand the service offer, the context for decisions and the opportunities to engage. Financial context is a key part of this, although as our Peer Reviews in 2016 and 2017 noted it is important to provide a balanced message to residents which the organisation strives to do. Messages about the council's financial challenge are built into appropriate council

communications on an ongoing basis. We use a mix of communication tools and channels to disseminate information from print to online. One of the key themes discussed with residents during the council's Talk Future Ealing public engagement activity that took place in summer/autumn 2018 was the scale of cuts to council budgets and the impact that this would have on council services.

The survey results show that Ealing is matching other councils in terms of how informed residents feel about the council overall. Using feedback from this survey we will now consider if there are any communications opportunities as we seek to strengthen residents' understanding of the council's financial challenge and what it means for them. In consultation with the finance and communications' portfolio holders we will consider how to make communications about our financial position more accessible and test our approach via resident focus groups.

Engaging citizens in neighbourhood level activity

The Council is piloting new ways of working with local communities in Northolt and Hanwell. The intention is to enabling residents to come together to create stronger communities, to lead and shape their neighbourhoods. This will involve the council co-designing more localised services targeting resources where they can have the most impact and working with residents to increase local involvement. Research has commenced into understanding residents' ambitions and challenges for their communities, strengths and opportunities and it is hoped will lead to new different ways of delivering outcomes with citizens. The outcome of the research and the opportunities to do things differently will be reported to Cabinet in the autumn.

Partnership working with the Police on crime and ASB

The Residents Survey reports a growing level of caution around safety after dark. Ealing remains one of the safer boroughs in London, and the Safer Ealing Partnership continues to work collaboratively to make Ealing safe.

The council has continued to invest in CCTV and maintains a 24/7 monitoring suite, which ensures all of the major transport hubs and town centres are monitored. The revised licensing policy and late-night economy strategies that are being consulted upon. All seek to promote further the collective arrangements to ensure a safe place after dark.

The council has also commenced a public consultation on a public spaces protection order that will set out clearly acceptable behaviours in public spaces and provide a mechanism for police and local authority officers to regulate the behaviours that cause most concern to residents. In addition to these provisions, the council will be reviewing its arrangements for visible reassurance and patrolling in public spaces and continue to engage Parkguard on all parks and housing land and have negotiated an additional police resource to support the housing service in improving local neighbourhoods and reducing crime and anti-social behaviour.

Improving satisfaction in all parts of the borough

The Residents Survey results show that satisfaction with the local area varies in different parts of the borough, being lower in Southall (71%). Issues around safety and anti-social behaviour are also mentioned by a higher proportion in Southall.

Through the Sport England funded “Let’s Go Southall” pilot, an extensive programme of increasing physical activity among residents of Southall is currently being run. It aims to embed physical activity in residents’ everyday lives through bringing about a “whole systems” change, working with a wide variety of organisations and local partners including businesses, the NHS, and community and voluntary organisations. Although the pilot’s main focus is increasing physical activity, it is doing so through extensive engagement with the local community and ensuring that solutions are produced jointly with all partners, including local residents, which should help people take a more active part in improving their local area, reduce social isolation and enjoy better mental and physical health outcomes.

Running concurrently with the ‘Let’s Go Southall’ pilot is a set of initiatives to reduce the level of flytipping in the area. These have been developed by residents in partnership with the Council, with behaviour change as the objective. The Council is supporting the community in terms of targeted enforcement and facilitation of related projects (the project has already resulted in improvements in target areas and successful prosecution for flytipping). However, residents have taken the lead and have established a working group to support a sustainable community approach to contribute to the management of the street environment in their area. It is intended that this approach will be rolled out in other parts of the borough over the next 12 months.

The introduction of additional dedicated mobile CCTV cameras at flytipping hotspots in Southall has been accompanied by the posting of photos in the blighted areas. The locations have been selected in partnership with the community led Cleaner Southall Group. These ‘do you know this flytipper’ posters show images of flytippers caught in the act. This has already returned positive results and seen a reduction in flytipping in relevant areas to raise awareness and encourage reporting. A range of other activity is also being carried out as part of the project. This includes:

- Weekly enforcement email update sent out providing updates on enforcement activity to subscribed Southall residents
- Social media campaign educating residents on the correct way to report fly-tipping, what flytipping is and other general recycling messages. This included creating multilingual adverts to target various communities.
- Commercial waste education for businesses
- HMO drop-in event to educate landlords of HMO’S on waste management
- Regular litter picking events in partnership with local stakeholders to raise awareness of how the council is encouraging and supporting people to look after their environment and help tackle litter in Southall.

Some example graphics of the communications campaign in Southall are included in this report as Appendix 2.

4. Financial

There are no immediate financial implications arising from this report. The cost of carrying out the survey was £38,000.

The survey results will inform the future development of the council’s budget strategy and this will be taken into account as and when further proposals are developed.

5. Legal

None

6. Value for Money

None

7. Sustainability Impact Appraisal

None.

8. Risk Management

None.

9. Community Safety

There are no direct community safety implications as part of this report.

10. Links to the 3 Key Priorities for the Borough

The Residents Survey addresses issues under all three key priorities.

11. Equalities, Human Rights and Community Cohesion

There is a specific section of the survey that addresses community cohesion, in particular how residents from different ethnic backgrounds get on together.

12. Staffing/Workforce and Accommodation implications:

None.

13. Property and Assets

None.

14. Any other implications:

None.

15. Consultation

None. This report is for information only.

16. Timetable for Implementation

Activity	Date
Survey results presented to Cabinet	14 May 2019
Survey results published on the council's website	15 May 2019
Actions arising out the results implemented	June 2019 onwards

17. Appendices

Appendix 1: Ealing Residents Survey 2018 - Topline Results

18. Background Information

Consultation

Name of consultee	Post held	Date sent to consultee	Date response received	Comments appear in paragraph:
Internal				
Kieran Read	Director of Strategy & Engagement	28/03/2019	01/04/2019	Throughout
Christopher Neale	Head of Accountancy			
External				

Report History

Decision type:	Urgency item? No
For information	
Report no.:	Report authors and contact for queries:
	Rajiv Ahlawat – extn 6380