

# PERFORMANCE PORTFOLIO DECISION SCHEDULE



Friday 25<sup>th</sup> April 2008

at 3.00 pm

in Committee Room A,  
Civic Centre, Hartlepool

Councillor Hargreaves, Cabinet Member responsible for Performance will consider the following items.

1. **KEY DECISIONS**

No items

2. **OTHER ITEMS REQUIRING DECISION**

No items

3. **ITEMS FOR INFORMATION**

3.1 Viewpoint – Citizen's Panel Results – *Assistant Chief Executive*

3.2 Skills Pledge Action Plan – *Chief Personnel Officer*

4. **REPORTS FROM OVERVIEW OF SCRUTINY FORUMS**

No items

## **PERFORMANCE PORTFOLIO**

Report to Portfolio Holder

25<sup>th</sup> April 2008



**Report of:** Assistant Chief Executive

**Subject:** VIEWPOINT – CITIZEN'S PANEL RESULTS

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### **SUMMARY**

#### **1.0 PURPOSE OF REPORT**

- 1.1. To inform the Portfolio Holder of the results of the 23<sup>rd</sup> phase of Viewpoint, Hartlepool Borough Council's Citizen's Panel, that was distributed in October 2007.

#### **2.0 SUMMARY OF CONTENTS**

- 2.1 A report of the results achieved in the latest View point questionnaire that included Hartbeat; Trading Standards; Perceptions of Crime; Neighbourhood Watch; Climate Change; & Contact Point.

#### **3.0 RELEVANCE TO PORTFOLIO MEMBER**

- 3.1 The Portfolio Member has responsibility for consultation issues.

#### **4.0 TYPE OF DECISION**

- 4.1 Non-key.

#### **5.0 DECISION MAKING ROUTE**

- 5.1 Portfolio Holder meeting 25<sup>th</sup> April 2008

#### **6.0 DECISION (S) REQUIRED**

- 6.1 That the results of the survey be noted.

**Report of:** Assistant Chief Executive

**Subject:** **23<sup>rd</sup> PHASE OF VIEWPOINT – CITIZEN'S PANEL RESULTS**

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## **1. PURPOSE OF REPORT**

- 1.1 To inform the Portfolio Holder of the results from the 23<sup>rd</sup> phase of View point that was distributed to panel members in October 2007.

## **2. BACKGROUND**

- 2.1 View point, Hartlepool Borough Council's Citizen's Panel, is one of the ways that the Council consults and involves local people in the governance of Hartlepool. It is a statistically balanced panel of local people who receive questionnaires at regular intervals throughout the year, asking for their views on a variety of local issues facing the Council and Hartlepool as a whole.
- 2.2 The aim of View point is to ensure that the Council listens to the community and involves local people in the Council's decision making. There are often important issues on which the Council needs to consult with the local population and discover what the community's priorities are for the future.
- 2.3 Each phase of View point covers various topics and within this phase there were questions on:
- Heartbeat
  - Trading Standards
  - Perceptions of Crime
  - Neighbourhood Watch
  - Climate Change
  - Contact Point
- 2.4 The results have been reported back to the relevant departments within the council and will be reported back to View point members via a regular View point newsletter. A copy of the overall report has also been placed in the members' library, in all public libraries across the Borough for public access and has been placed on the Council's website.
- 2.5 This report includes a summary of the main results and, attached as **Appendix A**, is the full results report.

### **3. SUMMARY OF MAIN RESULTS FROM THE LATEST PHASE OF VIEWPOINT**

- 3.1 The latest survey was carried out in October 2007, using a self-completion questionnaire returned via the Royal Mail postal system. Panel members had four weeks to complete the questionnaire and return it in the post paid envelope provided. A reminder letter was sent out to those who had not returned their questionnaire after a set period of time.
- 3.2 A questionnaire was sent out to all active members of the panel which, in this instance, equated to 1190 individuals. A response rate of 69 per cent was achieved with 809 questionnaires being returned.
- 3.3 The data obtained through Viewpoint surveys are weighted for analysis purposes. This is because, although the full panel is statistically balanced to provide a representative sample for Hartlepool, not all Viewpoint members complete the questionnaire at each phase. Therefore, to receive a better representative result, the data is weighted slightly by age, gender and geographical location. As a result, even though 809 questionnaires were completed for the 23<sup>rd</sup> phase of Viewpoint, the results are weighted to represent up to 1200 members.
- 3.4 A small number of cases (13) was excluded from the sample because they were ineligible, due to either the panel member having moved away from the area or having died. A further group indicated that they no longer wished to participate with Viewpoint, often due to ill health.
- 3.5 Viewpoint 23 was the fourth citizen panel survey where members were given the option to answer on-line using the Council's new e-consultation system: Your Town, Your Say. For Viewpoint 23, 319 members expressed an interest in filling out their surveys on-line, and 58 members completed their surveys on-line. The on-line response rate is expected to increase in subsequent surveys, as we perfect the timetabling of the paper mail out and the email invitation for Viewpoint, and as on-line Viewpoint surveys become more established. This is part of the development of the Council's e-consultation system.

#### **HARTBEAT**

- 3.6 In 2007 (VP23), 2005 (VP17) and 2003 (VP10) some questions were included in Viewpoint about the community magazine, Hartbeat. The Council wanted to find out panel members' views and opinions on this magazine and how they thought it could be improved.
- 3.7 Overall, the majority (95%) of Viewpoint members told us they have had a copy of Hartbeat delivered to their house in the last 12 months. Of these participants, the majority (95%) said they read most or some of it. When asked how helpful Viewpoint members found Hartbeat in

explaining the activities of the Council and what goes on in Hartlepool, the majority (94%) said they found it either fairly or very helpful. When asked how easy they thought it was to read, the majority (96%) said they thought it was easy to read. All these responses are similar to those obtained in 2005 & 2003.

- 3.8 Within each issue of Hartbeat there are regular features as well as news reports on what is happening in and around Hartlepool. The Council wanted to know how well Viewpoint members thought these regular features were covered. The regular features include: what's on & where to go; the environment; leisure & sport; regeneration; crime & community safety; schools & education; employment & training; and general Council activities. Overall, Viewpoint members were most likely to find the feature on 'what's on & where to go' very well or fairly well covered (92%), and most likely to think that information on employment and training was not very well covered (34%).
- 3.9 Viewpoint members were presented with a list of statements about Hartbeat and were asked to say how much they agree or disagree with each of them. The statements included: "it covers local news issues and events well"; "the style & layout is good"; "the print size is big enough"; "there are enough photos used"; and "a good variety of issues & topics are covered". Overall, Viewpoint members were most likely to agree or strongly agree with the statement "the print size is big enough" (86%) and were least likely to agree or strongly agree with the statement "a good variety of issues and topics are covered" (72%).
- 3.10 Participants were asked if there are any particular Council or community activities which they would like to see more information about in Hartbeat. They were given a list of six different types of information: Council services; environment & recycling; sport & leisure activities; jobs & employment; councillors; and children's activities. Viewpoint members would like to see more general information on Council services (44%); environmental and recycling information (40%); and information on sport & leisure (37%). Results are largely the same as responses received in 2005.
- 3.11 Viewpoint members were told how the adverts in Hartbeat help cover the cost of producing the magazine, and the Council wanted to know whether Viewpoint members find these adverts useful or not. Eight out of ten (81%) Viewpoint members told us they find the adverts within Hartbeat very or fairly useful. This is a small reduction from the responses received in 2005 (84%) and in 2003 (86%).
- 3.12 Finally, Viewpoint members were asked to tell us how satisfied or dissatisfied they are overall with the Hartbeat magazine. Over three quarters (77%) of respondents told us they were either very or fairly satisfied with the Hartbeat magazine and only five per cent said they were either dissatisfied or very dissatisfied. This is largely similar to the responses received in 2005 (75%) and 2003 (77%).

## TRADING STANDARDS

- 3.13 The Trading Standards service is currently reviewing the work it does and would like to know which services Viewpoint members feel they should give a high priority to. Services under consideration are: underage sales; toy and product safety; weights and measures; counterfeit goods; rogue traders; false description on goods and services; misleading prices and bogus sale events; loan sharks and consumer credit; and phoney prize winning letters and home working scams.
- 3.14 The three services that Viewpoint members thought should be given a high priority were: underage sales (90%); rogue traders (90%); and loan sharks & consumer credit (81%). The three services that members thought should be given a medium priority were: phoney prize winning letters & home working scams (78%); toy & product safety (76%); and misleading prices & bogus sale events (73%). Finally, the three services that members thought should be given a lower priority were: false descriptions on goods & services (72%); counterfeit goods (65%); and weights & measures (60%).

## PERCEPTIONS OF CRIME

- 3.15 Viewpoint members were asked some questions on behalf of the Council's Community Safety Team about how safe they feel in their local neighbourhood after dark, how worried they are about becoming a victim of crime and whether or not they had been a victim of crime in the last twelve months. Some of the questions have been repeated from 2005 (VP16), 2004 (VP14), 2003 (VP10) and 2001 (VP5).
- 3.16 Viewpoint members were asked to say how safe they feel walking alone in their local neighbourhood after dark. Overall, six out of ten (59%) members told us they feel either very or fairly safe walking alone in their local neighbourhood after dark. This is an improvement from results obtained in 2005 (33%). Since 2005, there has been a shift away from Viewpoint members telling us they feel neither safe nor unsafe (33% in 2005, 10% in 2007) to saying they feel fairly safe in 2007 (48%, compared to 28% in 2005).
- 3.17 Viewpoint members were asked if they were worried about becoming a victim of any of the following crimes: having their home broken into and something stolen; being mugged or robbed; having their car stolen; having things stolen from their car; being physically attacked by strangers; being insulted or pestered by anyone, while in the street or a public place; being subject to a physical attack because of their skin colour, ethnic origin or religion. Overall, Viewpoint members were more to be very or fairly worried about having their home broken into and something stolen (63%) and least likely to be very or fairly worried about being subject to a physical attack because of their skin colour, ethnic origin or religion (20%).

- 3.18 Respondents were asked to tell us if they have been a victim of crime in the last twelve months. Two thirds (64%) told us they had not been a victim of crime in the last twelve months and nine per cent did not answer this question. The Viewpoint members who told us they had been a victim of crime in the last twelve months were most likely to say they have had criminal damage done to their car (13%) or been a victim of vandalism (8%). There has been a reduction in the proportion of respondents telling us they have been a victim of vandalism in the last year (15% in 2003 to 8% in 2007).
- 3.19 Viewpoint members who had been victims of crime in the last twelve months were asked to tell us if they reported these crimes to the police. Overall, forty-six per cent of Viewpoint members told us that they had reported all the crimes to the police. This is a reduction from fifty-three per cent in 2001. There has been an equivalent increase in the proportion of respondents telling us that they did not report any of the crimes to the police, from thirty-seven per cent in 2001 to forty-five per cent in 2007.
- 3.20 Finally, respondents were asked to say why they did not report all or some of the crimes to the police. Six out of ten (59%) respondents said they did not report the crimes as the police could not have done anything. This is an increase from four out of ten (39%) in 2001. Just under half (47%) of Viewpoint members told us they did not report the crimes they were a victim of because they felt the police are not interested or would not have done anything about it. This is an increase from a quarter of respondents (26%) in 2001.

### **NEIGHBOURHOOD WATCH**

- 3.21 We included some questions in the latest Viewpoint survey about the Neighbourhood Watch scheme to find out if any Viewpoint members are Neighbourhood Watch members, and why people don't join the scheme.
- 3.22 Only twelve per cent of Viewpoint members told us that they are currently a member of Neighbourhood Watch.
- 3.23 Those Viewpoint members who told us they are not a member of Neighbourhood Watch were asked to tell us why this is. Over half of this group (51%) said they are not a member of Neighbourhood Watch because of a lack of awareness about the scheme. A third (33%) said they do not know how to become a member of Neighbourhood Watch and over a quarter (27%) said they do not know what the benefits are of being a member.

## CLIMATE CHANGE

- 3.24 A group of questions was included in this survey about climate change as the Council wanted to find out what local people knew about it and what their attitudes are towards it.
- 3.25 Viewpoint members were asked to say if they agree or disagree with various statements about climate change. These statements were: “the world’s climate is changing”; “climate change is entirely a result of human behaviour”; “climate change is entirely a natural occurrence”; “climate change has become more of an issue for me in the last year”; “I understand why our climate is changing”; and “I personally can help to limit the effects of climate change”. Overall, members were most likely to agree or strongly agree with the statement “the world’s climate is changing” (90%) and less likely to agree or strongly agree with the statement “climate change is entirely a natural occurrence” (23%).
- 3.26 Respondents were presented with a list of actions that people can do in their own home and with their lifestyle choices to help lessen the impact of climate change. These actions were: ‘only boil the water you need rather than boiling a full kettle’; ‘switch off the lights / TV etc. when you leave the room’; ‘turn the heating thermostat down so you use less fuel’; ‘use energy saving light bulbs’; ‘walk or cycle more instead of using the car’; ‘use public transport more instead of using the car’; and ‘reduce waste and recycle more’. Members were most likely to say they always reduce waste and recycle more (79%) and never use public transport more instead of using the car (58%).
- 3.27 Viewpoint members were then presented with a list of actions that can help lessen the impact of climate change. Members were asked to say which they already do and which they would be prepared to do in the future. These actions were: ‘switch to an energy supplier who uses green energy’; ‘install solar panels on your roof’; ‘replace old/broken appliances such as fridges and washing machines with energy efficient ones’; and ‘install loft insulation or cavity wall insulation’. Overall, Viewpoint members were most likely to tell us that they have already installed loft insulation or cavity wall insulation (78%) and were not prepared to install solar panels on their roof (50%). Seven out of ten (69%) Viewpoint members told us they would be prepared to switch to an energy supplier who uses green energy.
- 3.28 Respondents were asked to tell us how concerned they are about the effects and impacts of climate change in Hartlepool. Overall, seven out of ten (70%) members told us they are very or fairly concerned about the effects and impacts of climate change in Hartlepool and three out of ten (30%) said they were not very or not at all concerned.
- 3.29 Viewpoint members were asked to tell us how much influence they think they personally, their local community, Hartlepool Borough Council, Industry & business, and the UK Government have on limiting



climate change. Overall, View point members were most likely to think that the UK Government had some or a large influence on limiting climate change (84%) and that View point members personally had a little influence or no influence at all (59%)

### **CONTACT POINT**

- 3.30 View point members were told how Contact Point is a national project that the Government are introducing as part of wider changes in providing services to children and young people. Contact Point is a computer-based database that will store very basic information about every child or young person in England. Some questions were included in View point to find out if members had heard about Contact Point and if so, what their views are about this new national initiative.
- 3.31 Only eleven per cent of View point members said that they had heard of Contact Point before receiving the latest Viewpoint survey. Nearly eight out of ten (78%) View point members said that they thought Contact Point is a good idea.
- 3.32 Six out of ten (63%) View point members agreed or strongly agreed that Contact Point would help people who work with children to share information appropriately and one in ten (11%) disagreed or strongly disagreed.
- 3.33 View point members were next asked to tell us what sort of information they think parents would want to have about Contact Point. View point members thought that parents would want to know who has access to the information (81%) and what information is held about their child/children (80%). View point members with children under the age of eighteen living in the household told us they would also like information about how they can change information if they notice it is wrong (75%, compared to 63% for respondents without children under the age of 18 in the household).
- 3.34 When asked how the Council should provide this information, members told us the Council should provide this information through a letter to parents delivered through schools (63%).

## **4. FOLLOW UP INFORMATION PROVIDED FOR VIEWPOINT MEMBERS**

- 4.1 In connection to the Neighbourhood Watch questions included in this Viewpoint survey (View point 23 – October 2007), the Safer Hartlepool Partnership wanted to pass on a message to View point members through the regular View point newsletter to increase awareness of the new Neighbourhood Watch system – Ringmaster 10,000.

- 4.2 This message described how Neighbourhood Watch has been brought into the 21<sup>st</sup> Century with a new computer system – Ringmaster 10,000. View point members were told how Ringmaster has the ability to send out crime information directed to where they live, exactly when they want it, and by the method they have requested it. Members were also told how it is totally free and convenient and keeps people across Hartlepool alerted to any criminal incidents such as fraud, scams, and burglaries. It also provides vital crime prevention advice to keep Hartlepool residents and their homes safe from crime. Finally, Viewpoint members were told how they can sign up to Ringmaster 10,000, including through the website ([www.hartlepoolnhw.org](http://www.hartlepoolnhw.org)), by phone or by visiting the Safer Hartlepool office at 8 Church Street.
- 4.3 This information will be included in the new sletter which accompanies the questionnaire for View point 25 which is being mailed out in April 2008.

## **5. RECOMMENDATIONS**

- 5.1 It is recommended that the Portfolio Holder note the results.

## **CORPORATE STRATEGY**



**HARTLEPOOL**  
BOROUGH COUNCIL

# **Twenty-third Viewpoint Survey Results Overall Report**

**Lisa Anderson**

**January 2008**

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# 1. INTRODUCTION

## Background

- 1.1 Viewpoint, Hartlepool Borough Council's Citizens' Panel, is one of the ways that the Council consults and involves local people in the governance of Hartlepool. It is a statistically balanced panel of local people who receive questionnaires at regular intervals throughout the year, asking for their views on a variety of local issues facing the Council and Hartlepool as a whole.
- 1.2 The panel was refreshed in 2007 with one third of the panel being replaced to ensure that each member only serves for a limited period of time. The refreshment was done by sending out a recruitment questionnaire to a number of Hartlepool residents who were selected at random from the electoral roll. From the returns approximately 1200 local residents, with characteristics matching the profile of the local population, were selected for Viewpoint. The panel members are kept informed of the findings of the Viewpoint project, and what the Council is doing in response, via a regular newsletter.
- 1.3 This report details the results from the latest questionnaire, which was distributed in November 2007.

## Aims of Viewpoint

- 1.4 The aims of the survey are:
  - To listen to the community
  - To involve local people in the Council's decisions and in its policy planning and reviews
  - To consult the panel regularly on important local issues
  - To discover what are the community priorities for future Council activities
  - The specific areas covered in this phase of Viewpoint included:
    - Hartbeat
    - Trading Standards
    - Perceptions of Crime
    - Neighbourhood Watch
    - Climate Change
    - Contact Point

## 2. METHODOLOGY

- 2.1 Viewpoint was launched in August 1999 with a recruitment campaign under the original name of Viewpoint 1000. A random sample of 10,000 residents was selected from the electoral register and each resident was sent the self-completion recruitment questionnaire. The recruitment questionnaire was developed to capture all the necessary background information needed to obtain a representative sample of the total population.
- 2.2 Just under 2,500 people from the 10,000 sample volunteered to take part in Viewpoint 1000 and from this group, the panel of 1,000 was selected to mirror the Hartlepool community as closely as possible. A range of variables was used to produce a balanced sample including gender, age and geographical location.
- 2.3 The panel is refreshed at regular intervals and in 2007 a third of the panel was refreshed. We sent out over 4,900 recruitment questionnaires to a random selection of people from the edited electoral register, from which we received an adequate number of returns. We also contacted Viewpoint members who were on the pool and asked them if they still wanted to take part. When the BVPI survey was completed in 2003 and in 2006 respondents were asked if they would be interested in taking part in the Viewpoint panel and during this recruitment exercise they were invited to join the refreshed panel. This re-recruitment process helps avoid the problems of drop-out, consultation fatigue and respondents becoming local government “experts”. The panel currently stands at approximately 1200 members.
- 2.4 The setting up of this type of panel gives the authority the advantage of access to a large group of people from across the community who have agreed to be involved in consultation exercises several times a year. The disadvantage that this type of consultation brings is that, because all panel members are volunteers, there is a possibility that they may not be typical of the community as a whole. However, every effort has been made to ensure that the panel members represent the demographic make up of the area and to include all sectors of the community.
- 2.5 In practice most surveys are weighted as it is rare to achieve samples of population that are perfectly representative of a community. It was therefore decided that the data would be weighted for analysis purposes. The main potential weakness of the survey is differential response rates, because although the full panel is statistically balanced, not all Viewpoint members return the questionnaire at each phase. There is a tendency for certain groups to be less likely to respond than other e.g. young male respondents. Therefore to achieve a better representative result the data was weighted slightly by age, gender and geographical location. However when the weighted and unweighted results were compared there was very little difference in the overall results and the weighting did not come into effect until small minority groups were examined.

- 2.6 In November 2007, the latest survey was carried out using a self-completion questionnaire returned via the postal system. Panel members had four weeks to complete the questionnaire and return it in the post paid envelope provided. A reminder letter was sent out to those who had not returned the questionnaire after a set period of time.

### The Sample

- 2.7 A questionnaire was sent out to all active members of the panel, which equated to 1190 individuals.

### Response Rates

- 2.8 A response rate of 68.7 per cent was achieved. A small number of cases were excluded from the sample because they were ineligible, due to either the panel member having moved house or having died. A further group indicated that they no longer wished to participate in the Viewpoint initiative, often due to ill health. These exclusions resulted in a possible sample of 1177 with a total of 809 questionnaires being returned.

**Table 2.1 Response Rates**

	Number of Cases
Total Sample	1190
Unsuitable/Ineligible Cases	13
Total Possible Sample	1177
<b>Completed Questionnaires</b>	<b>809</b>
No Response	368
<b>Response Rate</b>	<b>68.7%</b>

### The Report

- 2.9 All percentages in all tables are rounded to the nearest whole number. In some tables the total number of respondents may be less than the total number of returned questionnaires. This is because some respondents may choose not to answer a particular question. In some instances the number of responses is greater than 100 per cent due to the fact that respondents have been asked to choose multiple answers.



- 2.10 Also, as mentioned in paragraph 2.5, the data for Viewpoint surveys are weighted to achieve a better representative result. Therefore, although 809 questionnaires were returned, the weighted data will show a response value up to 1200 participants.
- 2.11 For most questions, respondents who did not reply to certain questions, or answered “Don’t know” were excluded from the analysis reported upon here. However, the full results including “Don’t know” responses and the proportion of respondents who did not answer a certain question have been included in Appendix 2: Results.

### 3. HARTBEAT

#### KEY FINDINGS

- Ninety-five per cent of members told us they had had a copy of Hartbeat delivered to their house in the last 12 months, and the same number of respondents told us they read most or some of it when they receive it.
- Ninety-four per cent of members told us they find the Hartbeat magazine very or fairly helpful in explaining the activities of the Council and what goes on in Hartlepool, and ninety-six per cent told us they find it easy to read.
- When asked how well covered respondents find the regular features in Hartbeat, members were most likely to find the feature on 'what's on & where to go' very well or fairly well covered (92%), and most likely to think that information on employment and training was not very well covered (34%).
- Over three quarters (77%) of Viewpoint members are very or fairly satisfied with the Hartbeat Magazine overall.

- 3.1 In 2003 and 2005 the Council used Viewpoint to consult with Hartlepool residents about the community magazine, Hartbeat. The Council wanted to find out panel members' views and opinions on this magazine and how they thought it could be improved. A selection of these questions were included in the latest Viewpoint survey, and where appropriate the responses to these questions will be compared to responses obtained from Viewpoint 17 (September 2005) and Viewpoint 10 (May 2003).

#### Receiving Hartbeat

- 3.2 First of all, Viewpoint members were asked if a copy of Hartbeat had been delivered to their house in the last 12 months. Reassuringly, the majority of respondents (95%) said they had, which is similar to the response received from the 2005 and 2003 surveys. See Table 3.1 for more information.

**Table 3.1 Firstly, have you had a copy of Hartbeat delivered to your house in the last 12 months?**

	2007 %	2005 %	2003 %
Yes	95	96	96
No	5	4	4
	(N=1133)	(N=1150)	(N=572)

- 3.3 The detailed results show that in 2007 respondents from the North area of Hartlepool were slightly more likely to say they had not received a copy of Hartbeat in the last twelve months (7%) than respondents from Central (4%) or South (3%) areas of Hartlepool.

- 3.4 Of those participants who had received a copy of Hartbeat in the past twelve months, ninety-five per cent said they read most or some of it. Only five per cent said they do not read it at all. Again, these results are almost identical to the results obtained in 2005 and 2003. See Table 3.2 for more information.

**Table 3.2 If yes [have you had a copy of Hartbeat delivered to your house in the last 12 months], when you get it do you:**

	2007 %	2005 %	2003 %
Read most of it	57	62	54
Read some of it	38	35	43
Not read at all	5	3	4
	(N=1070)	(N=1089)	(N=540)

- 3.5 In 2007, Viewpoint members who live in the South area of Hartlepool were more likely to say they read most of Hartbeat (71%), compared to respondents from Central (53%) or North (50%) areas of Hartlepool.

### **How Helpful is Hartbeat**

- 3.6 When asked how helpful Viewpoint members found Hartbeat in explaining the activities of the Council and what goes on in Hartlepool, ninety-four per cent said they found it either fairly or very helpful. Again, these results are almost identical to the results obtained in 2005 and 2003. See Table 3.3 for more information.

**Table 3.3 Overall, how helpful do you find Hartbeat magazine in explaining the activities of the Council and what goes on in Hartlepool?**

	2007 %	2005 %	2003 %
Very helpful	31	38	31
Fairly helpful	63	57	63
Not helpful at all	6	5	6
	(N=1085)	(N=1118)	(N=516)

- 3.7 Respondents from the Central area of Hartlepool were more likely to say they do not find Hartbeat helpful at all in explaining the activities of the Council and what goes on in Hartlepool (10%, compared to 3% for South and 6% for North areas of Hartlepool).

### Regular Features

- 3.8 Within each issue of Hartbeat there are regular features as well as news reports on what is happening in and around Hartlepool. The Council wanted to know how well Viewpoint members thought these regular features were covered.
- 3.9 Overall, Viewpoint members were most likely to find the feature on ‘what’s on & where to go’ very well or fairly well covered (92%), and most likely to think that information on employment and training was not very well covered (34%). Respondents living in the South area of Hartlepool and female Viewpoint members were more likely to be positive about the regular features covered in Hartbeat.

#### What’s on & where to go

- 3.10 In 2007, Viewpoint members were most likely to say that they found this feature very well or fairly well covered in Hartbeat (92%). This result is largely the same as the results obtained from the 2005 (95%) and 2003 (94%) surveys. See Table 3.4 for more information.

**Table 3.4 Please tell us how well the regular feature ‘What’s on and where to go’ is covered in Hartbeat.**

	2007 %	2005 %	2003 %
Very well covered	29	35	35
Fairly well covered	63	60	59
Not very well covered	8	5	6
	(N=1085)	(N=1046)	(N=491)

- 3.11 The detailed results show that respondents from the South area of Hartlepool were more likely to say they think this feature is very or fairly well covered (99%) than respondents from Central (89%) or North (90%) areas of Hartlepool.

### The Environment

- 3.12 In 2007, eighty-four per cent of members thought that this feature was either very well or fairly well covered in Hartbeat. result is largely the same as the results obtained from the 2005 (88%) and 2003 (87%) surveys. See Table 3.5 for more information.

**Table 3.5 Please tell us how well the regular feature ‘the environment’ is covered in Hartbeat.**

	2007 %	2005 %	2003 %
Very well covered	13	19	15
Fairly well covered	71	69	72
Not very well covered	16	13	13
	(N=999)	(N=936)	(N=456)

- 3.13 The detailed results show that respondents living in the South area of Hartlepool were less likely to say this feature was not very well covered (11%) than respondents from Central (18%) and North (19%) areas of Hartlepool.

### Leisure & sport

- 3.14 In 2007, eighty-five per cent of Viewpoint members though this feature was very well or fairly well covered in Hartbeat. This is largely the same as responses received in 2005 (86%) and 2003 (87%). See Table 3.6 for more information.

**Table 3.6 Please tell us how well the regular feature ‘Leisure & Sport’ is covered in Hartbeat.**

	2007 %	2005 %	2003 %
Very well covered	16	19	20
Fairly well covered	69	67	67
Not very well covered	15	14	13
	(N=981)	(N=960)	(N=478)

- 3.15 Again, the detailed results show that respondents from the South area of Hartlepool were less likely to say the thought this feature was not very well covered (9%) than respondents from Central (17%) or North (19%) areas of Hartlepool.

Regeneration

- 3.16 In 2007, eighty-two per cent of Viewpoint members thought this feature was very well or fairly well covered in Hartbeat. This is largely the same as responses received in 2005 (86%) and 2003 (87%). See Table 3.7 for more information.

**Table 3.7 Please tell us how well the regular feature ‘Regeneration’ is covered in Hartbeat.**

	2007 %	2005 %	2003 %
Very well covered	17	19	17
Fairly well covered	65	63	63
Not very well covered	18	18	20
	(N=950)	(N=886)	(N=431)

- 3.17 The detailed results show that male respondents were more likely to say they thought this feature was not very well covered than women (24% and 13% respectively).

Crime & community safety

- 3.18 In 2007, eighty-three per cent of Viewpoint members thought this feature was very well or fairly well covered in Hartbeat. This is largely the same as responses received in 2005 (81%) and is also an increase from the responses received in 2003 (72%). See Table 3.8 for more information.

**Table 3.8 Please tell us how well the regular feature ‘Crime & Community Safety’ is covered in Hartbeat.**

	2007 %	2005 %	2003 %
Very well covered	19	21	15
Fairly well covered	64	60	57
Not very well covered	17	19	28
	(N=1017)	(N=986)	(N=458)

- 3.19 Respondents living in the South area of Hartlepool were less likely to say they thought this feature was not very well covered in Hartbeat (14%) than respondents from Central (19%) or North (18%) areas of Hartlepool.

Schools & education

- 3.20 In 2007, seventy-eight per cent of Viewpoint members thought this feature was very well or fairly well covered in Hartbeat. This is largely the same as responses received in 2005 (76%) and 2003 (76%). See Table 3.9 for more information.

**Table 3.9 Please tell us how well the regular feature ‘School’s & Education’ is covered in Hartbeat.**

	2007 %	2005 %	2003 %
Very well covered	17	16	16
Fairly well covered	61	60	60
Not very well covered	22	24	24
	(N=949)	(N=892)	(N=438)

- 3.21 Men were more likely to think this feature is not very well covered in Hartbeat than women (26% & 19% respectively). Also, respondents with a disability were less likely to say this feature is not very well covered in Hartbeat (11%) than respondents without a disability (24%).

Employment & training

- 3.22 In 2007, respondents were least likely to tell us that they found this feature very well or fairly well covered in Hartbeat (66%) and most likely to say it is not very well covered (34%). In 2007, more people told said they thought this feature was not very well covered in Hartbeat than in 2005 (30%) and 2003 (24%). See Table 3.10 for more information.

**Table 3.10 Please tell us how well the regular feature ‘Employment & Training’ is covered in Hartbeat.**

	2007 %	2005 %	2003 %
Very well covered	11	14	16
Fairly well covered	55	56	60
Not very well covered	34	30	24
	(N=923)	(N=860)	(N=430)

- 3.23 Men were more likely than women to think this feature is not very well covered in Hartbeat (41% and 29% respectively), as were respondents with children under the age of eighteen living in the household (42%, compared to 29% for respondents without children under the age of 18 in the household).

### General Council activities

- 3.24 In 2007, seventy-seven per cent of Viewpoint members thought this feature was very well or fairly well covered in Hartbeat. This is largely the same as responses received in 2005 (78%) and 2003 (80%). See Table 3.11 for more information.

**Table 3.11 Please tell us how well the regular feature ‘General Council Activities’ is covered in Hartbeat.**

	2007 %	2005 %	2003 %
Very well covered	14	17	18
Fairly well covered	63	61	62
Not very well covered	23	23	20
	(N=979)	(N=932)	(N=457)

- 3.25 Men were more likely to think this feature is not very well covered in Hartbeat than women (27% and 20% respectively).

### **Reading Hartbeat**

- 3.26 Viewpoint members were asked how easy they thought it was to read Hartbeat. Reassuringly, the vast majority of members (96%) said they thought Hartbeat was easy to read. This is the same as results from the 2005 and 2003 surveys. See Table 3.12 for more information.

**Table 3.12 Do you think that Hartbeat is easy to read?**

	2007 %	2005 %	2003 %
Yes, it is easy to read	96	96	97
No, it is not easy to read	4	4	4
	(N=1090)	(N=1102)	(N=511)

- 3.27 Viewpoint members from the South area of Hartlepool were slightly more likely to say to say they think Hartbeat is easy to read (98%) than respondents from Central (94%) or North (95%) areas of Hartlepool.

### **Statements about Hartbeat**

- 3.28 Viewpoint members were presented with a list of statements about Hartbeat and were asked to tell us how much they agree or disagree with them. Overall, Viewpoint members were most likely to agree or strongly agree with the statement “the print size is big enough” (86%) and were least likely to agree or strongly agree with the statement “a good variety of issues and topics are covered” (72%).



'It covers local news issues and events well'

- 3.29 Eight out of ten (81%) respondents agree or strongly agree with this statement. This is an increase from six out of ten (62%) in 2005. See Table 3.13 for more information.

**Table 3.13 How much do you agree or disagree with the following statement about Hartbeat: 'It covers local news issues and events well'?**

	2007 %	2005 %
Strongly agree	16	10
Agree	65	52
Neither agree nor disagree	15	30
Disagree	4	8
Strongly disagree	#	1
	(N=1087)	(N=1082)

- 3.30 Respondents from the Central area of Hartlepool were less likely to agree or strongly agree with this statement than respondents from South or North areas of Hartlepool (74%, 87% and 83% respectively), and were more likely to say they neither agree nor disagree with this statement (21%, 11% & 11% respectively).

'The style & layout is good'

- 3.31 Just over seven out of ten respondents (73%) agree or strongly agree that the style & layout of Hartbeat is good and only six per cent disagreed or strongly disagreed with this statement. These are the same as responses received in 2005. See Table 3.14 for more information

**Table 3.14 How much do you agree or disagree with the following statement about Hartbeat: 'The style and layout is good'?**

	2007 %	2005 %
Strongly agree	14	13
Agree	58	60
Neither agree nor disagree	21	20
Disagree	4	4
Strongly disagree	2	2
	(N=1090)	(N=1086)

- 3.32 Respondents were more likely to agree or strongly agree with this statement the older they got. Sixty-one per cent of respondents aged between seventeen and twenty-four agree or strongly agree with this statement compared to seventy-seven per cent for respondents aged sixty-five years and over.

‘The print size is big enough’

- 3.33 As in 2005, Viewpoint members were most likely to agree or strongly agree with this statement (86% in 2007, 85% in 2005), than any other statement presented in this question. There are no real differences to report from the detailed results. See Table 3.15 for more information.

**Table 3.15 How much do you agree or disagree with the following statement about Hartbeat: ‘The print size is big enough’?**

	2007 %	2005 %
Strongly agree	18	15
Agree	68	70
Neither agree nor disagree	11	12
Disagree	3	2
Strongly disagree	#	1
	(N=1092)	(N=1086)

‘There are enough photos used’

- 3.34 In 2007, eighty-four per cent of respondents agree or strongly agree that there are enough photos used in Hartbeat. This is largely the same as in 2005 (83%). There are no real differences to report from the detailed results. See Table 3.16 for more information.

**Table 3.16 How much do you agree or disagree with the following statement about Hartbeat: ‘There are enough photos used’?**

	2007 %	2005 %
Strongly agree	20	14
Agree	64	69
Neither agree nor disagree	15	15
Disagree	1	2
Strongly disagree	#	-
	(N=1088)	(N=1074)

‘A good variety of issues & topics are covered’

- 3.35 Viewpoint members were least likely to agree or strongly agree with this statement than any other presented in the question (72%). The proportion of respondents saying the agree or strongly agree with this statement in 2007 (72%) has increased slightly since 2005 (68%). See Table 3.17 for more information.

**Table 3.17      How much do you agree or disagree with the following statement about Hartbeat: ‘A good variety of issues & topics are covered’?**

	2007 %	2005 %
Strongly agree	16	12
Agree	57	56
Neither agree nor disagree	21	24
Disagree	6	7
Strongly disagree	1	1
	(N=1084)	(N=1074)

- 3.36 Respondents from the South area of Hartlepool were more likely to agree or strongly agree with this statement (77%) than respondents from Central (70%) or North (69%) areas of Hartlepool. Also, women were more likely to agree or strongly agree with this statement than men (77% and 66% respectively).

### **Likes, Dislikes & Improvements**

- 3.37 Viewpoint members were invited to make some additional comments about things they might like or dislike about Hartbeat, and what they thought could be done to improve the magazine.
- 3.38 Overall, four-hundred and thirty-four additional comments were received about what respondents like most about Hartbeat, two-hundred and eight comments were received about what respondents like least about the magazine and two-hundred and sixty-six additional comments were received about what respondents think could be done to improve the magazine.

### Likes

- 3.39 In total, four-hundred and thirty-four comments were received about what Viewpoint members like most about Hartbeat. Of these, one-hundred and eighty respondents told us that they like that the magazine gives local news and one-hundred and twenty-five respondents told us that they like how the magazine details local events. Full results can be seen in Table 3.18.

**Table 3.18 What, if anything, do you like most about Hartbeat magazine?**

	<b>Number of Comments</b>
Gives local news	180
Details local events	125
Easy to read	42
Good	20
Everything	14
Free	10
Good photos	8
Covers local people	7
Positive	6
Other	22
<b>(N=434)</b>	

Dislikes

- 3.40 When asked what Viewpoint members like least about the magazine, two-hundred and eight responses were received. Of these, fifty-five respondents told us that they think the magazine has too many adverts and thirty-eight respondents told us that they thought the magazine was too biased towards the Council. Full results can be seen in Table 3.19.

**Table 3.19 What do you like least about the magazine?**

	<b>Number of Comments</b>
Too many adverts	55
Too biased towards Council	38
Poor layout	22
Costs too much to produce / waste of money	20
Poor delivery / never receive it	16
Lack of sports news	7
Other	50
<b>(N=208)</b>	

### Improvements

- 3.41 Respondents were then asked to tell us what they think could be done to improve the magazine and two-hundred and sixty-six comments were received. Of these, thirty-five respondents said a calendar of events could improve the magazine and thirty-one respondents said more in depth stories could improve the magazine. Full results can be seen in Table 3.20.

**Table 3.20 What do you think could be done to improve the magazine?**

	<b>Number of Comments</b>
Calendar of events	35
More in depth stories	31
Produce it more often	26
Scrap it	23
Less adverts	21
More for young people	16
Total re-vamp	16
Less Council bias	13
More competitions	9
More stories / news	7
List of contacts	6
Other	63
	<b>(N=266)</b>

### **Information about Council / Community Activities**

- 3.42 Participants were asked if there are any particular Council or community activities which they would like to see more information about in Hartbeat magazine, and were given a list of six different types of information: Council services; Environment & recycling; Sport & leisure activities; Jobs & employment; Councillors; and Children's activities.
- 3.43 Viewpoint members were most likely to say they would like to see more general information on Council services (44% in 2007, 45% in 2005); environmental and recycling information (40% in both 2007 & 2005); and information on sport & leisure (37% in 2007, 38% in 2005). Results are largely the same as responses received in 2005. See Table 3.21 for more information.

**Table 3.21 Are there any particular Council / Community activities which you would like to see more information about in Hartbeat magazine?**

	2007 %	2005 %
Council services	44	45
Environmental & recycling	40	40
Sport & leisure activities	37	38
Jobs & employment	36	33
Councillors	28	30
Children's activities	29	27
Other	2	2
No answer	14	16
	(N=1200)	(N=1200)

- 3.44 The detailed results show that respondents with children under the age of eighteen living in the household were more likely to say that would like to see more information on children's activities (46%) than respondents without children under the age of eighteen living in the household (19%). Women were also more likely than men to say they would like to see more information on children's activities (34% and 23% respectively).
- 3.45 Also, respondents with children under the age of eighteen living in the household were more likely to say they would like to see more information in Hartbeat about sports & leisure activities (46%, compared to 31% for respondents without).
- 3.46 Respondents aged between seventeen and twenty-four were more likely to say they would like to see information about jobs and employment (55%) than respondents from any other age group (between 19% - 42%).
- 3.47 The older Viewpoint members get the more likely they were to tell us they would like to see more information on Councillors. Nearly six out of ten (59%) respondents aged sixty-five years and older said they would like to see more information about Councillors compared to just nine per cent for respondents aged between seventeen and twenty-four years.

### **Adverts In Hartbeat**

- 3.48 It was explained to Viewpoint members that the adverts within Hartbeat help cover the cost of producing the magazine, and the Council wanted to know whether Viewpoint members find these adverts useful or not.
- 3.49 In 2007, eight out of ten (81%) Viewpoint members told us they find the adverts within Hartbeat very or fairly useful. This is a small reduction from the responses received in 2005 (84%) and in 2003 (86%). See Table 3.22 for more information.

**Table 3.22 The adverts within Hartbeat help cover the cost of producing the magazine and we would like to know if you find these adverts useful or not.**

	2007 %	2005 %	2003 %
Very useful	15	16	17
Fairly useful	66	68	69
Not useful at all	20	16	14
	(N=1026)	(N=1054)	(N=478)

- 3.50 The detailed results show that respondents from the Central area of Hartlepool were more likely to say they find these adverts not useful at all (23%) than respondents from South (15%) or North (19%) areas of Hartlepool.

### **Satisfaction With Hartbeat**

- 3.51 Finally, Viewpoint members were asked to tell us how satisfied or dissatisfied they are overall with the Hartbeat magazine.
- 3.52 In 2007, over three quarters (77%) of respondents told us they were either very or fairly satisfied with the Hartbeat magazine and only five per cent said they were either dissatisfied or very dissatisfied. This is largely similar to the responses received in 2005 (75%) and 2003 (77%). See Table 3.23 for more information.

**Table 3.23 Finally, overall, how satisfied or dissatisfied are you with Hartbeat magazine?**

	2007 %	2005 %	2003 %
Very satisfied	22	25	22
Fairly satisfied	55	50	55
Neither satisfied nor dissatisfied	18	20	19
Fairly dissatisfied	3	3	3
Very dissatisfied	3	1	2
	(N=1110)	(N=1120)	(N=511)

- 3.53 Viewpoint members from Central or North areas of Hartlepool were more likely to say they are very or fairly dissatisfied with Hartbeat magazine overall (8% & 6% respectively) than respondents from the South area of Hartlepool (1%).

## 4. TRADING STANDARDS

### KEY FINDINGS

- The three main Trading Standards Services that Viewpoint respondents though should be given a high priority are ‘underage sales’ (overall score: 90%), ‘rogue traders’ (overall score 90%), and ‘loan sharks and consumer credit’ (overall score 81%);
- The three services that Viewpoint members though should be given a medium priority are ‘phoney prize winning letters and home working scams’ (overall score 78%), ‘toy and product safety’ (overall score 76%) and ‘misleading prices and bogus sale events’ (overall score 73%);
- The three services that Viewpoint members thought should be given a low priority are ‘false descriptions on goods and services’ (overall score 72%), ‘counterfeit goods’ (overall score 65%) and ‘weights and measures’ (overall score 60%).

- 4.1 It was explained to Viewpoint members that the Trading Standards service is responsible for making sure that products on sale in Hartlepool are safe, items such as alcohol and cigarettes are not sold to underage children, and that goods and services are not falsely described. Viewpoint members were told that the service is currently reviewing the work it does and would like to know which services Viewpoint members feel the Trading Standards Team should give a high priority to.
- 4.2 A similar question was included in Viewpoint 9 (2002) and Viewpoint 2 (2000). The question in both 2002 and 2000 asked respondents to rank different services as either a ‘high priority’, a ‘medium priority’, or a ‘low priority’. In 2007, Viewpoint members were given the additional option of ranking services as a ‘very high priority’ and a ‘very low priority’. Therefore, it is important to note that any comparisons drawn between the three sets of survey results should be made with caution as the questions were asked differently.

### Overall Score - Priorities for Hartlepool’s Trading Standards

- 4.3 As mentioned above, Viewpoint members were presented with a list of Trading Standards services and asked to tell us if they thought they should be given a very high, high, medium, low, or very low priority.
- 4.4 An average score was then calculated based on these results. The benefit of expressing the results in this way instead of just looking at responses received for ‘very high’ or ‘high’ priorities is that the final figure takes into consideration all the responses, including those received for ‘medium’, ‘low’ and ‘very low’ priorities.



### Overall Score - Methodology

- 4.5 First of all, an average score was calculated for each priority where a very high priority was given a weighting of 2, a high priority was given a weighting of 1, a medium priority was given a weighting of 0, a low priority was given a weighting of -1 and a very low priority was given a weighting of -2.
- 4.6 This average score was then expressed as a percentage of the maximum average score that could be obtained. Therefore, if everyone gave a certain Trading Standards service a very high priority, this service would have a score of 100% and if everyone gave the Trading Standards service a very low priority, it would have a score of 0%.

### Overall Score - Results

- 4.7 In 2007, the three services that Viewpoint members thought should be given a high priority were underage sales (overall score: 90%), rogue traders (overall score 90%), and loan sharks and consumer credit (overall score 81%).
- 4.8 The three services that Viewpoint members thought should be given a medium priority were phoney prize winning letters and home working scams (overall score 78%), toy and product safety (overall score 76%) and misleading prices and bogus sale events (overall score 73%).
- 4.9 Finally, the three services that Viewpoint members thought should be given a low priority were false descriptions on goods and services (overall score 72%), counterfeit goods (overall score 65%) and weights and measures (overall score 60%). See Table 4.1 for full results.

**Table 4.1 Please tell us whether you think each of the following areas should be given a high, medium or low priority in our work programme. OVERALL SCORE**

	2007 %	2002 %	2000 %
Underage sales	90	96	95
Rogue traders	90	95	92
Loan sharks and consumer credit	81	82	83
Phoney prize winning letters and home working scams	78	74	74
Toy and product safety	76	85	88
Misleading prices and bogus sale events	73	71	74
False description on goods and services	72	74	77
Counterfeit goods	65	63	65
Weights and measures	60	65	67

### Trading Standards Services – Individual Analysis

- 4.10 The discussion above looked at the overall score calculated for each of the nine Trading Standards services. What will follow will be a discussion of each of the nine Trading Standards services in detail.
- 4.11 As with the ‘overall score’ calculations, respondents were more likely to think ‘underage sales (93%)’, ‘rogue traders’ (93%) and ‘loan sharks and consumer credit’ (77%) should be given a high or very high priority. Respondents thought that a low or very low priority should be given to ‘weights and measures’ (44%), ‘counterfeit goods’ (53%), and ‘false description on goods and services’ (65%).

### Underage Sales

- 4.12 In 2007, over nine out of ten (93%) Viewpoint respondents thought that ‘underage sales’ should be a high or very high priority. This is similar to the responses received in 2002 and 2000. Overall, ‘underage sales’ has been identified as one of the services that should be given a high priority by Hartlepool Borough Council. There are no real differences to report from the detailed results. See Table 4.2 for more information.

**Table 4.2 Please tell us whether you think ‘Underage Sales’ should be given a high, medium or low priority in our work programme.**

	2007 %	2002 %	2000 %
Very high priority	67	/	/
High priority	26	92	91
Medium priority	5	8	9
Low priority	1	1	1
Very low priority	#	/	/
	(N=1183)	(N=629)	(N=672)

### Toy and Product safety

- 4.13 In 2007, 74% of Viewpoint members thought that ‘toy and product safety’ should be a high or very high priority. This is similar to the results obtained in 2002 and 2000. Overall, ‘toy and product safety’ has been identified as one of the services that should be given a medium priority by Hartlepool Borough Council. See Table 4.3 for more information,

**Table 4.3 Please tell us whether you think ‘Toy and Product Safety’ should be given a high, medium or low priority in our work programme.**

	2007 %	2002 %	2000 %
Very high priority	36	/	/
High priority	38	72	77
Medium priority	21	26	21
Low priority	4	2	2
Very low priority	1	/	/
	(N=1163)	(N=616)	(N=641)

- 4.14 Respondents from the Central area of Hartlepool were less likely to think this should be a high or very high priority (69%) compared to respondents from South (76%) or North (77%) areas of Hartlepool. Also, women were more likely to think this should be a high or very high priority (84%) than men (62%)

#### Weights and measures

- 4.15 In 2007, forty-four per cent of Viewpoint members thought that ‘weights and measures’ should be a high or very high priority. Forty per cent thought it should be a medium priority and sixteen per cent thought it should be a low or very low priority. In 2007, fewer respondents thought this service should have a medium priority than in 2002 and 2000. Overall, ‘weights and measures’ has been identified as one of the services that should be given a low priority by Hartlepool Borough Council. See Table 4.4 for more information.

**Table 4.4 Please tell us whether you think ‘Weights and Measures’ should be given a high, medium or low priority in our work programme.**

	2007 %	2002 %	2000 %
Very high priority	15	/	/
High priority	29	39	42
Medium priority	40	51	51
Low priority	13	10	8
Very low priority	3	/	/
	(N=1155)	(N=612)	(N=626)

- 4.16 Respondents were more likely to think this service should be given a high or very high priority the older they got. Three quarters (75%) of Viewpoint members aged sixty-five years or over thought that this should be a high or very high priority, compared to eighteen per cent of Viewpoint members aged between seventeen and twenty-four.
- 4.17 Also, respondents from DE socio-economic group were more likely to think this service should be given a high or very high priority (53%) than respondents from AB socio-economic group (37%).

Counterfeit goods

- 4.18 Over half (53%) of Viewpoint members thought that ‘counterfeit goods’ should be given a high or very high priority. This is an increase from responses received in 2002 (40%) and 2000 (42%). There has been a move away from people thinking this service should be given a medium priority to a high or very high priority. Overall, ‘counterfeit goods’ has been identified as one of the services that should be given a low priority by Hartlepool Borough Council. See Table 4.5 for more information.

**Table 4.5 Please tell us whether you think ‘Counterfeit Goods’ should be given a high, medium or low priority in our work programme.**

	2007 %	2002 %	2000 %
Very high priority	22	/	/
High priority	31	40	42
Medium priority	34	47	46
Low priority	11	14	12
Very low priority	2	/	/
	(N=1171)	(N=619)	(N=629)

- 4.19 The detailed results show that older Viewpoint members were more likely to think this should be given a high or very high priority. Seven out of ten (70%) of respondents aged sixty-five years and over thought that this should be given a high or very high priority compared to just over a third (36%) of respondents aged between seventeen and twenty-four.

Rogue traders

- 4.20 Just over nine out of ten (93%) respondents thought that ‘rogue traders’ should be given a high or very high priority in 2007. The proportion of respondents thinking that this service should be given a high or very high priority has increased from eighty-six per cent in 2000 and ninety per cent in 2002. Overall, ‘rogue traders’ has been identified as one of the services that should be given a high priority by Hartlepool Borough Council. See Table 4.6 for more information.

**Table 4.6 Please tell us whether you think ‘Rogue Traders’ should be given a high, medium or low priority in our work programme.**

	2007 %	2002 %	2000 %
Very high priority	67	/	/
High priority	36	90	86
Medium priority	6	9	12
Low priority	1	1	2
Very low priority	#	/	/
	(N=1185)	(N=626)	(N=669)

- 4.21 Viewpoint members aged between seventeen and twenty-four were least likely to think that this should be a high or very high priority (75%, compared to between 93%-99% for other age groups).

False descriptions on goods and services

- 4.22 Two thirds (66%) of Viewpoint members thought that this service should be given a high or very high priority. This is an increase from in 2002 (53%) and 2000 (57%). Overall, ‘false descriptions on goods and services’ has been identified as one of the services that should be given a low priority by Hartlepool Borough Council. See Table 4.7 for more information.

**Table 4.7 Please tell us whether you think ‘False descriptions on goods and services’ should be given a high, medium or low priority in our work programme.**

	2007 %	2002 %	2000 %
Very high priority	30	/	/
High priority	35	53	57
Medium priority	29	40	39
Low priority	5	7	4
Very low priority	1	/	/
	(N=1168)	(N=621)	(N=623)

- 4.23 Viewpoint members from the South area of Hartlepool were less likely to think this service should be given a low or very low priority (2%) than respondents from Central (6%) and North (8%) areas of Hartlepool. Also, respondents without children under the age of eighteen living in the household were more likely to think this service should be given a high or very high priority (71%) than respondents without children under the age of eighteen living in the household (56%).

Misleading prices and bogus sale events

- 4.24 Two thirds (67%) of Viewpoint members thought this should be given a high or very high priority. This is an increase from the responses received in 2002 and 2000, when more respondents thought this should be given a medium priority. Overall, 'misleading prices and bogus sale events' has been identified as one of the services that should be given a medium priority by Hartlepool Borough Council. See Table 4.8 for more information.

**Table 4.8 Please tell us whether you think 'misleading prices and bogus sale events' should be given a high, medium or low priority in our work programme.**

	2007 %	2002 %	2000 %
Very high priority	33	/	/
High priority	34	50	54
Medium priority	26	41	40
Low priority	6	9	7
Very low priority	1	/	/
	(N=1167)	(N=621)	(N=636)

- 4.25 The detailed results show that men were less likely to think that this should be given a high or very high priority (62%) than women (71%) and were more likely to think it should be given a medium priority (30% and 22% respectively).
- 4.26 Respondents from the South area of Hartlepool were slightly more likely to think that this should be given a high or very high priority (70%) than respondents from Central (66%) or North (65%) areas of Hartlepool.

Loan sharks and consumer credit

- 4.27 Over three quarters (77%) of Viewpoint members thought that this should be given a high or very high priority. This is an increase from in 2002 (68%) and 2000 (70%) when more respondents thought this should be given a medium priority. Overall, 'loan sharks and consumer credit' has been identified as one of the services that should be given a high priority by Hartlepool Borough Council. See Table 4.9 for more information.

**Table 4.9 Please tell us whether you think 'loan sharks and consumer credit' should be given a high, medium or low priority in our work programme.**

	2007 %	2002 %	2000 %
Very high priority	51	/	/
High priority	26	68	70
Medium priority	17	27	26
Low priority	4	5	4
Very low priority	1	/	/
	(N=1169)	(N=690)	(N=636)

- 4.28 The detailed results show that the older Viewpoint members got, the more likely they were to think that this should be given a high or very high priority. Nine out of ten (89%) respondents aged sixty-five years and over thought this should be given a high or very high priority compared to six out of ten (62%) respondents aged between seventeen and twenty-four.
- 4.29 Also, respondents from socio-economic group AB were less likely to think this should be given a high or very high priority (68%) than respondents from other socio-economic groups (between 78% - 83%). They were also more likely to think this should be given a medium priority (26%) than respondents from other socio-economic groups (13%-16%).



Phoney prize winning letters and home working scams

- 4.30 Three quarters of respondents (74%) thought that this should be given a high or very high priority. This is an increase from in 2002 (58%) and 2000 (57%). Respondents were also more likely to think this should be given a medium priority in 2002 (31%) and 2000 (33%) than in 2007 (18%). Overall, 'phoney prize winning letters and home working scams' has been identified as one of the services that should be given a medium priority by Hartlepool Borough Council. See Table 4.10 for more information.

**Table 4.10 Please tell us whether you think 'phoney prize winning letters and home working scams' should be given a high, medium or low priority in our work programme.**

	2007 %	2002 %	2000 %
Very high priority	47	/	/
High priority	27	58	57
Medium priority	18	31	33
Low priority	7	11	10
Very low priority	2	/	/
	(N=1180)	(N=631)	(N=650)

- 4.31 Respondents from socio economic group AB were less likely to think this should be given a high or very high priority (61%) than respondents from other socio economic groups (between 73% - 86%).
- 4.32 Also, respondents with a disability were more likely to think that this should be given a high or very high priority (86%) than respondents without a disability (72%).

## 5. PERCEPTIONS OF CRIME

### KEY FINDINGS

- The proportion of respondents telling us they feel either very or fairly safe walking alone in their neighbourhood after dark has increased from a third (33%) in 2005 to six out of ten (59%) Viewpoint members in 2007.
- Viewpoint members were more likely to tell us that they are very or fairly worried about having their home broken into and something stolen (63%) and least likely to be very or fairly worried about being subject to a physical attack because of their skin colour, ethnic origin or religion (20%).
- Thirteen per cent of Viewpoint members had suffered criminal damage to their car in the last 12 months.
- Forty-five per cent of Viewpoint members who had been a victim of crime in the last 12 months did not report the crime to the police.
- The main reasons given for not reporting crimes to the police is that the police could not have done anything (59%) and that the police are not interested or would not have done anything (47%).

- 5.1 Viewpoint members were told how the Council's Community Safety Team works with the Police and others to help reduce crime and the fear of crime in Hartlepool. Viewpoint members were asked questions about how safe they feel in their local neighbourhood after dark, how worried they are about becoming a victim of crime and whether or not they had been a victim of crime in the last twelve months.
- 5.2 Some of these questions have been repeated in earlier Viewpoints. Where appropriate, comparisons between the different Viewpoint surveys will be made. Previous Viewpoint surveys that have included some of these questions are Viewpoint 16 (2005), Viewpoint 14 (2004), Viewpoint 10 (2003), and Viewpoint 5 (2001).

### Fear of Crime

- 5.3 First of all, Viewpoint members were asked to tell us how safe they feel walking alone in their local neighbourhood after dark. This question has been repeated in Viewpoint several times over the past few years.
- 5.4 Overall, in 2007 six out of ten (59%) Viewpoint members told us they feel either very or fairly safe walking alone in their local neighbourhood after dark. This is a large improvement from previous years, where in 2005 only a third (33%) of members told us they feel safe or very safe walking alone in their local neighbourhood after dark.

- 5.5 Since 2005, there has been a shift away from Viewpoint members telling us they feel neither safe nor unsafe (33% in 2005, 10% in 2007) to saying they feel fairly safe in 2007 (48%, compared to 28% in 2005).
- 5.6 The proportion of respondents telling us that they feel a bit unsafe or very unsafe has remained largely the same between 2007 (31%) and 2005 (34%). See Table 5.1 for more information.

**Table 5.1 How safe do you feel walking alone in your local neighbourhood after dark?**

	2007 %	2005 %	2004 %	2003 %	2001 %
Very safe	11	5	5	5	5
Fairly safe	48	28	39	37	39
Neither safe nor unsafe	10	33	13	10	9
A bit unsafe	21	24	32	32	30
Very unsafe	9	10	11	16	17
	(N=1102)	(N=1057)	(N=1081)	(N=514)	(N=579)

- 5.7 The detailed results show that women were more likely to say they feel unsafe walking alone in their local neighbourhood after dark than men (37% & 24% respectfully). Viewpoint members with a disability were also more likely to say they feel unsafe walking around their neighbourhood after dark (41%, compared to 29% for respondents without a disability).
- 5.8 Respondents from the South area of Hartlepool were more likely to say they feel very or fairly safe walking alone in their neighbourhood after dark (67%) than respondents from Central (58%) or North (52%) areas of Hartlepool. Also, respondents from AB socio economic groups were more likely to say they feel either very or fairly safe (71%) than respondents from C1 (60%), C2 (56%) or DE (45%) socio economic groups.

### **Worry about becoming a victim of crime**

- 5.9 Viewpoint members were told how most of us worry at sometime about becoming a victim of crime. We wanted to know if Viewpoint members were worried about becoming a victim of crime. Overall, Viewpoint members were more likely to say they are very or fairly worried about having their home broken into and something stolen (63%) and least likely to be very or fairly worried about being subject to a physical attack because of their skin colour, ethnic origin or religion (20%).

- 5.10 This question has been asked in previous Viewpoints. In 2007 and 2005, respondents were asked to tell us if they were very worried, fairly worried, not very worried or not at all worried about becoming a victim of various crimes. In 2004, 2003 and 2001 respondents had the extra option of telling us that they were neither worried nor unworried about becoming a victim of crime.
- 5.11 Therefore, the responses received for 2007 and 2005 can be compared; however, caution must be taken when comparing this information with responses received from 2004, 2003 & 2001 surveys as the question was asked differently.
- 5.12 When the 'neither worried nor unworried' response was removed from the 2007 and 2005 surveys, respondents tended to answer 'not very worried' instead. The proportion of respondents telling us they are either very or fairly worried seems to have remained fairly consistent over time.

#### Having your home broken into and something stolen

- 5.13 In 2007, respondents were most likely to say they were either very or fairly worried about having their home broken into and something stolen than any other crime listed in the question (63%). This is a small reduction from the proportion of respondents who were either very or fairly worried about becoming a victim of this crime in 2005 (69%). See Table 5.2 for more information.

**Table 5.2 Most of us worry at sometime about becoming a victim of crime. How worried are you about having your home broken into and something stolen?**

	2007 %	2005 %	2004 %	2003 %	2001 %
Very worried	20	19	24	27	33
Fairly worried	43	50	43	47	43
Neither worried nor unworried	/	/	18	13	12
Not very worried	33	28	13	11	10
Not at all worried	4	3	2	2	3
	(N=1161)	(N=1178)	(N=1178)	(N=579)	(N=628)

- 5.14 The detailed results show that women are more likely than men to be very or fairly worried about becoming a victim of this crime (68% & 58% respectfully).

Being mugged or robbed

- 5.15 In 2007, six out of ten (58%) respondents told us they were either very or fairly worried about becoming a victim of this crime. This is a slight increase from the proportion of respondents who told us they were worried about becoming a victim of this type of crime in 2005 (52%). See Table 5.3 for more information.

**Table 5.3 Most of us worry at sometime about becoming a victim of crime. How worried are you about being mugged or robbed?**

	2007 %	2005 %	2004 %	2003 %	2001 %
Very worried	23	17	21	28	29
Fairly worried	35	34	37	38	36
Neither worried nor unworried	/	/	22	18	17
Not very worried	39	41	16	14	14
Not at all worried	4	7	4	3	5
	(N=1168)	(N=1165)	(N=1170)	(N=571)	(N=627)

- 5.16 The detailed results show that women were more likely than men to be either very or fairly worried about being mugged or robbed (67% & 48% respectfully).

Having your car stolen

- 5.17 Fifty-six per cent of Viewpoint members told us that they were worried about having their car stolen in 2007 compared to sixty-one per cent in 2005. See Table 5.4 for more information.

**Table 5.4 Most of us worry at sometime about becoming a victim of crime. How worried are you about having your car stolen?**

	2007 %	2005 %	2004 %	2003 %	2001 %
Very worried	16	16	19	38	30
Fairly worried	39	44	39	40	38
Neither worried nor unworried	/	/	23	16	16
Not very worried	40	35	14	11	10
Not at all worried	5	5	5	6	6
	(N=1026)	(N=1019)	(N=1079)	(N=489)	(N=531)

- 5.18 Respondents are more likely to be very or fairly worried about having their car stolen if they are from DE (72%) or C2 (61%) socio economic groups compared to C1 (49%) or AB (45%) economic groups.

Having things stolen from your car

- 5.19 Fifty-six per cent of Viewpoint members told us that they either were very or fairly worried about having things stolen from their car in 2007, compared to sixty-one per cent in 2005. See Table 5.5 for more information.

**Table 5.5 Most of us worry at sometime about becoming a victim of crime. How worried are you about having things stolen from your car?**

	2007 %	2005 %	2004 %	2003 %	2001 %
Very worried	14	16	20	25	27
Fairly worried	42	45	40	43	41
Neither worried nor unworried	/	/	23	15	16
Not very worried	40	34	13	11	10
Not at all worried	4	5	4	6	6
	(N=1021)	(N=1018)	(N=1072)	(N=488)	(N=528)

- 5.20 Respondents without children under the age of eighteen living in the household were more likely to be very or fairly worried about becoming a victim of this type of crime (60%) than respondents with children under the age of eighteen living in the household (48%).

Being physically attacked by a stranger

- 5.21 In 2007, six out of ten (60%) Viewpoint members told us that they were worried about being physically attacked by a stranger. This is an increase from less than half (48%) in 2005. See Table 5.6 for more information.

**Table 5.6 Most of us worry at sometime about becoming a victim of crime. How worried are you about being physically attacked by a stranger?**

	2007 %	2005 %
Very worried	27	20
Fairly worried	33	29
Not very worried	35	43
Not at all worried	6	9
	(N=1164)	(N=1164)

- 5.22 Women were more likely to be very or fairly worried about being physically attacked by a stranger (67%) than men (52%) as were respondents who have a disability (72%, compared to 58% for respondents without a disability).

- 5.23 Also, respondents from DE socio economic group were more likely to be very or fairly worried about becoming a victim of this type of crime (72%) compared to respondents from C2 (62%), C1 (57%), and AB (56%) socio-economic groups.

Being insulted or pestered by anyone, while in the street or a public place

- 5.24 In 2007, fifty-four per cent of Viewpoint members told us that they were either very or fairly worried about being insulted or pestered by anyone while in the street or a public place. This is a slight increase from forty-seven per cent in 2005. See Table 5.7 for more information.

**Table 5.7 Most of us worry at sometime about becoming a victim of crime. How worried are you about being insulted or pestered by anyone, while in the street or a public place?**

	2007 %	2005 %
Very worried	18	12
Fairly worried	36	35
Not very worried	36	43
Not at all worried	9	10
	(N=1161)	(N=1162)

- 5.25 Viewpoint members with a disability were more likely to be very or fairly worried about being insulted or pestered by anyone while in the street or a public place (64%) than respondents without (52%). Also, respondents from DE socio economic group were more likely to be very or fairly worried about becoming a victim of this type of crime (69%) than respondents from other socio economic groups (between 43% - 55%).

Being subject to a physical attack because of your skin colour, ethnic origin or religion

- 5.26 Finally, one in five respondents told us they were either very or fairly worried about being subject to physical attack because of their skin colour, ethnic origin or religion. This has increased from eleven per cent in 2005. See Table 5.8 for more information.

**Table 5.8 Most of us worry at sometime about becoming a victim of crime. How worried are you about being subject to a physical attack because of your skin colour, ethnic origin or religion?**

	2007 %	2005 %
Very worried	10	4
Fairly worried	10	7
Not very worried	34	31
Not at all worried	46	58
	(N=879)	(N=804)

- 5.27 Women were more likely to say they are very or fairly worried about becoming a victim of this crime (25%) than men (15%). Also, although there are only seven respondents on the panel who are from a non-white ethnic origin, six of these members told us that they are either very or fairly worried about being subject to a physical attack because of their skin colour, ethnic origin or religion.

### **Victims of Crime**

- 5.28 Respondents were asked to tell us if they have been a victim of crime in the last twelve months. Two thirds (64%) told us they had not been a victim of crime in the last twelve months and nine per cent did not answer this question.
- 5.29 Of those Viewpoint members who told us they had been a victim of crime in the last twelve months, they were more likely to tell us that they have had criminal damage done to their car (13%) or been a victim of vandalism (8%).
- 5.30 There has been a reduction in the proportion of respondents telling us they have been a victim of vandalism in the last year from fifteen per cent in 2003 to eight per cent in 2007. Full results can be seen in Table 5.9.



**Table 5.9 During the last 12 months, have you been a victim of any of the crimes listed below?**

	2007 %	2003 %	2001 %
No crimes in last 12 months	64	56	71
Criminal damage to car	13	12	1
Vandalism	8	15	1
Theft of belongings from a vehicle	3	7	7
Other	3	6	2
Garden shed / allotment	3	7	3
Attempted theft of a vehicle	2	5	4
Burglary of home	2	2	3
Robbery (including mugging)	2	2	1
Attempted burglary of home	1	3	6
Prefer not to reveal	1	1	2
Theft of a vehicle	1	3	2
No answer	9	5	4
	(N=1200)	(N=589)	(N=644)

- 5.31 Viewpoint members from the Central area of Hartlepool were more likely to tell us that they have had criminal damage done to their car (16%) compared to members from South (7%) or North (13%) areas of Hartlepool. Also, men were more likely to tell us that they have had criminal damage done to their car (18%) than women (8%).
- 5.32 Viewpoint members with children under the age of eighteen living in the household were also more likely to say they have had criminal damage done to their car (16%) than respondents without children under the age of eighteen living in the household (11%).
- 5.33 Men were more likely than women to say they have been a victim of vandalism (12% and 5% respectively).

### Reporting Crimes

- 5.34 If Viewpoint members had told us they have been a victim of crime in the last twelve months, they were asked to tell us if they reported these crimes to the police.
- 5.35 Overall, forty-six per cent of Viewpoint members told us that they reported all crimes they were a victim of to the police. This is a reduction from fifty-three per cent in 2001. There has also been an increase in the proportion of respondents telling us that they did not report any crimes to the police from thirty-seven per cent in 2001 to forty-five per cent in 2007. See Table 5.10 for full results.

**Table 5.10 Thinking about these crimes committed in the last 12 months, did you report them to the police?**

	2007 %	2001 %
Yes, all crimes were reported	46	53
Some crimes were reported and some were not	11	11
No, no crimes were reported	45	37
	(N=320)	(N=178)

- 5.36 Finally, respondents were asked to tell us if they did not report any crimes to the police, why this was.
- 5.37 Six out of ten (59%) respondents said they did not report the crime to the police as the police could not have done anything. This is an increase from four out of ten (39%) in 2001.
- 5.38 Just under half (47%) of Viewpoint members told us they did not report the crimes they were a victim of because they felt the police are not interested or would not have done anything about it. This is an increase from a quarter of respondents (26%) in 2001. See Table 5.11 for more information.

**Table 5.11 If you did not report a crime to the police, please tell us why:**

	2007 %	2001 %
Police could not have done anything	59	39
Police not interested / would not have done anything	47	26
Fear of reprisal by offender / could make matters worse	12	11
Too much trouble / inconvenient	11	5
Dislike / fear of police	3	-
No loss / damage	3	14
Other	2	2
Not applicable	1	21
Don't know	1	-
	(N=180)	(N=84)

- 5.39 Respondents living in the North area of Hartlepool were more likely to tell us that they do not report crimes to the police as they are fearful of reprisal by the offender or that it could make matters worse (23%) than respondents from South (3%) or Central (10%) areas of Hartlepool.
- 5.40 Women were more likely than men to tell us that they do not report crimes to the police as it is too much trouble or it is inconvenient (15% & 9% respectively).

## 6. NEIGHBOURHOOD WATCH

### KEY FINDINGS

- Only twelve per cent of Viewpoint members are members of Neighbourhood Watch;
- Over half of Viewpoint members told us that they are not a member of Neighbourhood Watch as there is a lack of awareness about the scheme. A third said they do not know how to become a member of Neighbourhood Watch and over a quarter said they do not know what the benefits are about being a member;
- When asked what they thought could improve the Neighbourhood Watch scheme, Viewpoint members suggested more publicity and information and also more police patrols and support.

- 6.1 We included some questions in the latest Viewpoint survey about the Neighbourhood Watch scheme to find out if any Viewpoint members are Neighbourhood Watch members, and if not why not.

#### Are you a member of Neighbourhood Watch?

- 6.2 First of all, Viewpoint members were asked to tell if they are currently a member of Neighbourhood Watch. Only twelve per cent of Viewpoint members told us that they are currently a member of Neighbourhood Watch.

- Yes - 12 per cent (136 respondents)
- No - 88 per cent (1043 respondents)

- 6.3 Respondents from the Central area of Hartlepool were more likely to say they are not currently members of Neighbourhood Watch (90%) than respondents from South (86%) or North (88%) areas of Hartlepool. Also, men were more likely to tell us that they are not members of Neighbourhood Watch than women (91% & 86% respectfully).

- 6.4 Viewpoint members were more likely to say they are members of Neighbourhood Watch the older they got. Twenty-three per cent of Viewpoint members aged sixty-five years and over are members of Neighbourhood Watch compared to three per cent of Viewpoint members aged between seventeen and twenty-four.

- 6.5 Viewpoint members with a disability are also more likely to be a member of Neighbourhood Watch (18%, compared to 10% for respondents without a disability).

### What prevents people from being members of Neighbourhood Watch

- 6.6 Those Viewpoint members who told us they are not a member of Neighbourhood Watch were asked to tell us why this is.
- 6.7 Over half of Viewpoint members (51%) told us that they are not a member of Neighbourhood Watch as there is a lack of awareness about the scheme. A third (33%) said they do not know how to become a member of Neighbourhood Watch and over a quarter (27%) said they do not know what the benefits are about being a member. See Table 6.1 for more information.

**Table 6.1 If no [are you currently a Neighbourhood Watch member], what is preventing you from being a member?**

	%	(No.)
Lack of awareness about the Neighbourhood Watch Scheme	51	(530)
I don't know how to become a member of Neighbourhood Watch	33	(344)
I don't know what the benefits are about being a member	27	(277)
I don't have the time to be a member of Neighbourhood Watch	20	(206)
I'm just not interested in becoming a member of Neighbourhood Watch	15	(161)
Neighbourhood Watch is an 'out of date' idea	9	(96)
Information available is not relevant to me or where I live	6	(63)
No Neighbourhood Watch in area (suggested in the 'other' category)	5	(57)
No answer	3	(31)
Too old / have disability (suggested in the 'other' category)	2	(22)
Other	1	(8)
<b>(N=1043)</b>		

- 6.8 The detailed results show that respondents from the South area of Hartlepool were less likely to tell us that they are not a member of Neighbourhood Watch because the scheme is out of date (3%, compared to 11% for Central and 14% for North areas of Hartlepool).
- 6.9 The younger Viewpoint members are, the more likely they were to say they are not members of Neighbourhood Watch because they don't have time to be a member (32% for 17-24 year olds compared to 4% for respondents aged 65 years and over) or they don't know what the benefits are about being a member (32% for 17-24 year olds compared to 11% for respondents aged 65 years and over).

### Improvements to Neighbourhood Watch

- 6.10 Finally, Viewpoint members were asked to tell us if they have any thoughts about how Neighbourhood Watch could be improved.
- 6.11 In total, one-hundred and fifty-two additional comments were received. Sixty comments were made about having more publicity and information about Neighbourhood Watch and twenty-four extra comments were received about having more police patrols and police support. See Table 6.2 for more information.

**Table 6.2 Do you have any thoughts about how Neighbourhood Watch could be improved?**

	<b>Number of Comments</b>
More publicity / information	60
More police patrols / police support	24
Would be helpful to have list of contacts	15
Neighbourhood Watch was poor	11
Need to have a Neighbourhood Watch started	10
More CCTV	7
Other	25
	<b>(N=152)</b>

## 7. CLIMATE CHANGE

### KEY FINDINGS

- Overall, nearly all of Viewpoint members had heard of the environmental phrases ‘climate change’, ‘global warming’ and ‘greenhouse effect’.
- When asked to what extent Viewpoint members agree or disagree with a range of statements about climate change, respondents were more likely to agree or strongly agree with the statement ‘the worlds climate is changing’ (90%), and most likely to disagree or strongly disagree with the statement ‘climate change is entirely a natural occurrence’ (43%).
- Respondents were more likely to tell us that they always reduce waste and recycle more (77%) to help lessen the impacts of climate change, and were least likely to use public transport more instead of using the car (58% told us they never do this).
- Viewpoint members were most likely to say they have already installed loft insulation or cavity wall insulation (78%).
- Seven out of ten (69%) members would be prepared to switch to an energy supplier who uses green energy.
- Seven out of ten (70%) respondents said they are concerned about the effects and impacts of climate change in Hartlepool.
- Respondents were more likely to say they thought the UK Government could have an influence on limiting climate change (84%). Only four out of ten (41%) members thought that Viewpoint members personally could have an influence on limiting climate change.

- 7.1 Some questions were included in the latest Viewpoint survey about climate change as the Council wanted to find out what members knew about it and what their attitudes are towards it.

### Environmental Phrases

- 7.2 First of all, Viewpoint members were asked to tell us if they had heard of the expressions ‘Climate Change’, ‘Global Warming’ and ‘Greenhouse Effect’. The results were very reassuring with almost all of respondents who answered the question telling us they had heard of these three expressions.

**Table 7.1 Firstly, have you heard of any of these phrases before?**

	Climate Change	Global Warming	Greenhouse Effect
Yes	100	100	99
No	#	#	1
	(N=1175)	(N=1178)	(N=1164)

## Climate Change Statements

- 7.3 Viewpoint members were then asked to tell us if they agree or disagree with various statements about climate change. Overall, Viewpoint members were most likely to agree or strongly agree with the statement ‘the worlds climate is changing’ (90%) and less likely to agree or strongly agree with the statement ‘climate change is entirely a natural occurrence’(23%).

### ‘The world’s climate is changing’ (N=1183)

- 7.4 Nine out of ten (90%) Viewpoint members agreed or strongly agreed with the statement ‘the worlds climate is changing’ and only three per cent disagreed or strongly disagreed with this statement. Viewpoint members were more likely to agree or strongly agree with this statement than any other statement presented in this question.

• Strongly agree	-	46 per cent	(545 respondents)
• Agree	-	44 per cent	(519 respondents)
• Neither agree nor disagree	-	7 per cent	(79 respondents)
• Disagree	-	3 per cent	(35 respondents)
• Strongly disagree	-	#	#

- 7.5 Respondents from socio economic group AB were more likely to disagree or strongly disagree with this statement (8%) than respondents from other socio economic groups (between 2% – 3%).

### ‘Climate change is entirely a result of human behaviour’ (N=1134)

- 7.6 When asked to what extent Viewpoint members agreed or disagreed with the statement ‘climate change is entirely a result of human behaviour’, results were split with a third (36%) of members agreeing or strongly agreeing with this statement, a third (34%) disagreeing or strongly disagreeing, and a third (30%) saying they neither agree or disagree.

• Strongly agree	-	13 per cent	(143 respondents)
• Agree	-	23 per cent	(261 respondents)
• Neither agree nor disagree	-	30 per cent	(343 respondents)
• Disagree	-	27 per cent	(306 respondents)
• Strongly disagree	-	7 per cent	(80 respondents)

- 7.7 Respondents from the South area of Hartlepool were more likely to agree or strongly agree with this statement (40%) than respondents from Central (35%) or North (32%) areas of Hartlepool. Also, respondents from socio economic group DE were more likely to agree or strongly agree with this statement (45%) than respondents from other socio economic groups (between 31% - 34%).

‘Climate change is entirely a natural occurrence’ (N=1109)

- 7.8 Viewpoint members were least likely to agree or strongly agree with the statement ‘climate change is entirely a natural occurrence’, with only one fifth (23%) agreeing or strongly agreeing and two fifths (43%) disagreeing or strongly disagreeing. However, a third (34%) of Viewpoint members neither agreed nor disagreed with this statement.

• Strongly agree	-	6 per cent	(70 respondents)
• Agree	-	16 per cent	(182 respondents)
• Neither agree nor disagree	-	34 per cent	(378 respondents)
• Disagree	-	35 per cent	(388 respondents)
• Strongly disagree	-	8 per cent	(91 respondents)

- 7.9 Respondents from the Central area of Hartlepool were more likely to disagree or strongly disagree with this statement (45%) than respondents from South (35%) or North (39%) areas of Hartlepool. Also, respondents from socio-economic group AB were more likely to disagree or strongly disagree with this statement (48%) than respondents from C1 (42%), C2 (35%) or DE (38%) socio economic groups.

‘Climate change has become more of an issue for me in this last year’ (N=1153)

- 7.10 When asked if respondents agreed or disagreed with the statement ‘climate change has become more of an issue for me in this last year’, two fifths (42%) of Viewpoint members agreed or strongly agreed and a quarter (24%) disagreed or strongly disagreed with this statement. Again, a third (34%) of respondents neither agreed nor disagreed with this statement.

• Strongly agree	-	10 per cent	(112 respondents)
• Agree	-	32 per cent	(372 respondents)
• Neither agree nor disagree	-	34 per cent	(391 respondents)
• Disagree	-	20 per cent	(225 respondents)
• Strongly disagree	-	5 per cent	(54 respondents)

- 7.11 Viewpoint members from the Central area of Hartlepool were more likely to agree or strongly agree with this statement (45%) than respondents from South (39%) or North (40%) areas of Hartlepool.



'I understand why our climate is changing' (N=1120)

- 7.12 Viewpoint members were asked to tell us how much they agreed or disagreed with the statement 'I understand why our climate is changing'. Overall, seven out of ten (69%) Viewpoint members agreed or strongly agreed with this statement and eight per cent of members disagreed or strongly disagreed with this statement. There were no real differences to report from the detailed results.

• Strongly agree	-	16 per cent	(181 respondents)
• Agree	-	53 per cent	(593 respondents)
• Neither agree nor disagree	-	23 per cent	(254 respondents)
• Disagree	-	7 per cent	(78 respondents)
• Strongly disagree	-	1 per cent	(13 respondents)

'I personally can help to limit the effects of climate change' (N=1129)

- 7.13 Finally, Viewpoint were asked to tell us how much they agreed or strongly agreed with the statement 'I personally can help to limit the effects of climate change'. Two thirds (63%) of Viewpoint members told us they agree or strongly agree with this statement and fourteen per cent said they disagree or strongly disagree with this statement.

• Strongly agree	-	20 per cent	(222 respondents)
• Agree	-	43 per cent	(484 respondents)
• Neither agree nor disagree	-	23 per cent	(264 respondents)
• Disagree	-	9 per cent	(104 respondents)
• Strongly disagree	-	5 per cent	(56 respondents)

- 7.14 Women were more likely than men to agree or strongly agree with the statement 'I personally can help to limit the effects of climate change' (69% and 55% respectively).

**Current Actions to Reduce Climate Change**

- 7.15 Viewpoint members were presented with a list of actions that people can do in their own home and with their lifestyle choices to help lessen the impact of climate change. We wanted to know which of these actions people do.
- 7.16 Overall, Viewpoint members were most likely to tell us that they always reduce waste and recycle more (79%) and never use public transport more instead of using the car (58%).

Only boil the water you need rather than boiling a full kettle (N=1165)

- 7.17 Six out of ten (59%) Viewpoint members told us that they only boil the water they need rather than boiling a full kettle, and four out of ten (38%) said they sometimes do this.

- Always - 59 per cent (689 respondents)
- Sometimes - 38 per cent (437 respondents)
- Never - 3 per cent (39 respondents)

- 7.18 Women were more likely than men to tell us they always boil only the water they need (61% and 57% respectfully). Also, respondents aged sixty-five years and over were more likely to say they always do this (70%) than respondents from other age groups (between 48% - 63%).

- 7.19 Respondents without children under the age of 18 living in the household were more likely to say they only boil the water they need rather than boiling a full kettle (62%) than respondents with children under the age of eighteen living in the household (54%).

- 7.20 Also, Viewpoint members from the South area of Hartlepool were more likely to say they always only boil the water they need rather than boiling a full kettle (63%) than respondents from Central (58%) or North (56%) areas of Hartlepool.

Switch off the lights / TV etc. when you leave the room (N=1175)

- 7.21 Over half (53%) of Viewpoint members told us that they always switch off the lights / TV etc. when leaving a room. Four out of ten (43%) members said they sometimes do this.

- Always - 53 per cent (628 respondents)
- Sometimes - 43 per cent (499 respondents)
- Never - 4 per cent (48 respondents)

- 7.22 Viewpoint members from the Central area of Hartlepool were more likely to tell us that they always switch off the lights or TV when leaving a room (58%) than respondents from South (49%) or North (54%) areas of Hartlepool.

- 7.23 Also, respondents without children under the age of eighteen living in the household were more likely to say they always do this (57%) than respondents with children under the age of 18 living in the household (47%).

Turn the heating thermostat down so you use less fuel (N=1129)

7.24 Over half (53%) of Viewpoint members told us they always turn the heating thermostat down so they use less fuel and four out of ten (39%) said they sometimes do this.

- Always - 53 per cent (600 respondents)
- Sometimes - 39 per cent (442 respondents)
- Never - 8 per cent (87 respondents)

7.25 Respondents from socio economic group DE were more likely to tell us that they always turn the heating thermostat down to use less fuel (61%) than respondents from AB (53%), C1 (49%), or C2 (56%) socio economic groups.

7.26 Also, respondents with a disability were more likely to say they always turn the heating thermostat down to use less fuel (63%) than respondents without a disability (51%).

7.27 Finally, respondents with children under the age of eighteen in the household were less likely to tell us that they turn the heating thermostat down (47%) than respondents without children under the age of eighteen in the household (57%).

Use energy saving light bulbs (N=1168)

7.28 Over half (51%) of Viewpoint members told us they always use energy saving light bulbs and a third (35%) said they sometimes use them. Fourteen per cent of households told us they never use energy saving light bulbs,

- Always - 51 per cent (599 respondents)
- Sometimes - 35 per cent (405 respondents)
- Never - 14 per cent (164 respondents)

7.29 Respondents from the South area of Hartlepool were more likely to tell us that they never use energy saving light bulbs (17%) than respondents from Central (11%) or North (14%) areas of Hartlepool.

7.30 Also, women were more likely to tell us that they always use energy saving light bulbs (54%) than men (48%).

7.31 Respondents from DE socio economic groups were also more likely to say they always use energy saving light bulbs (61%) than respondents from AB (47%), C1 (50%) or C2 (50%) socio economic groups.

Walk or cycle more instead of using the car (N=1068)

- 7.32 A fifth (22%) of Viewpoint members said they always walk or cycle instead of using the car and over half (51%) said they sometimes do this. Over a quarter (27%) of Viewpoint members told us that they never walk or cycle instead of using the car.

• Always	-	22 per cent	(231 respondents)
• Sometimes	-	51 per cent	(549 respondents)
• Never	-	27 per cent	(288 respondents)

- 7.33 Women were more likely to say they walk or cycle instead of using the car (25%) compared to men (19%).

- 7.34 Also, respondents from socio economic group DE were more likely to say they always do this (33%) than respondents from AB (16%), C1 (17%) or C2 (24%) socio economic groups.

Use public transport more instead of using the car (N=1102)

- 7.35 Viewpoint members were most likely to say they never use public transport instead of using the car (58%). Over a quarter (27%) said they do this sometimes and fifteen per cent of respondents told us that they always use public transport instead of using the car.

• Always	-	15 per cent	(169 respondents)
• Sometimes	-	27 per cent	(298 respondents)
• Never	-	58 per cent	(635 respondents)

- 7.36 Women were twice as likely than men to tell us that they always use public transport instead of using the car (20% and 10% respectfully).

- 7.37 Three quarters (73%) of respondents from socio-economic group AB said they never use public transport instead of using the car (compared to 61% for AB, 56% for C2 & 38% for DE socio-economic groups).

- 7.38 Also, respondents with children under the age of eighteen living in the household were more likely to say they never use public transport instead of using the car (68%) than respondents without children under the age of eighteen living in the household (52%).

Reduce waste and recycle more (N=1174)

- 7.39 Eight out of ten (79%) Viewpoint members said they always reduce waste and recycle more, and two out of ten (19%) said they sometimes do this. Only two per cent of respondents said they never reduce waste and recycle.

- Always - 79 per cent (928 respondents)
- Sometimes - 19 per cent (222 respondents)
- Never - 2 per cent (24 respondents)

- 7.40 Respondents from the North area of Hartlepool were less likely to say that they always reduce waste and recycle (73%) than respondents from South (82%) or Central (82%) areas of Hartlepool. Also, women were more likely than men to say they always reduce waste and recycle (83% and 74% respectfully).

**Potential Actions to Reduce Climate Change**

- 7.41 Viewpoint members were then presented with a list of actions that can help lessen the impact of climate change. Members were asked to tell us which they already do and which they would be prepared to do in the future.

- 7.42 Overall, Viewpoint members were most likely to tell us that they have already installed loft insulation or cavity wall insulation (78%) and were not prepared to install solar panels on their roof (50%). Seven out of ten (69%) Viewpoint members told us they would be prepared to switch to an energy supplier who uses green energy.

Switch to an energy supplier who uses green energy (N=915)

- 7.43 Seven out of ten (69%) members told us that they would be prepared to switch to an energy supplier who uses green energy and fourteen per cent of respondents told us that they have already done this. Seventeen per cent of Viewpoint members told us that they would not be prepared to switch to an energy supplier who uses green energy.

- Already done / do - 14 per cent (126 respondents)
- Yes, prepared to do - 69 per cent (631 respondents)
- Not prepared to do - 17 per cent (158 respondents)

- 7.44 Men were more likely than women to say they would not be prepared to switch to an energy supplier who uses green energy (21% and 14% respectfully). Also, respondents from the Central area of Hartlepool were more likely to say they are not prepared to do this (20%) than respondents from South (14%) or North (17%) areas of Hartlepool.

Install solar panels on your roof (N=897)

- 7.45 Half (50%) of Viewpoint members said they would be prepared to install solar panels on their roof and half (50%) said they would not be prepared to do this. One per cent of Viewpoint members told us that they have already installed solar panels on their roofs.

- Already done / do - 1 per cent (4 respondents)
- Yes, prepared to do - 50 per cent (445 respondents)
- Not prepared to do - 50 per cent (448 respondents)

- 7.46 Respondents aged sixty-five years and over were less likely to say they would be prepared to install solar panels on their roof (23%) than respondents from other age groups (between 49% and 67%).

- 7.47 Also, respondents from socio economic group AB were more likely to say they would be prepared to install solar panels on their roof (56%) than respondents from C1 (50%), C2 (52%) and DE (38%) socio economic groups.

- 7.48 Respondents with a disability were more likely to say they were not prepared to install solar panels on their roof (71%) than respondents without a disability (47%).

Replace old/broken appliances such as fridges and washing machines with energy efficient ones (N=1102)

- 7.49 Just over half (52%) of Viewpoint members said they would be prepared to replace old or broken appliances such as fridges and washing machines with energy efficient ones and four out of ten (43%) said they have already done this.

- Already done / do - 43 per cent (474 respondents)
- Yes, prepared to do - 52 per cent (576 respondents)
- Not prepared to do - 5 per cent (52 respondents)

- 7.50 Respondents from socio economic group AB were more likely to say they already replace old or broken appliances such as fridges and washing machines with energy efficient ones (54%) than respondents from C1 (44%), C2 (42%) or DE (34%) socio economic groups.

Install loft insulation or cavity wall insulation (N=1089)

- 7.51 Nearly eight out of ten (78%) Viewpoint members told us they have already installed loft insulation or cavity wall insulation, and one fifth (21%) said they would be prepared to do this in the future. There are no real differences to report from the detailed results.

- Already done / do - 78 per cent (848 respondents)
- Yes, prepared to do - 21 per cent (227 respondents)
- Not prepared to do - 1 per cent (14 respondents)

**Reasons to help Lessen the Impacts of Climate Change**

- 7.52 Viewpoint members were asked to tell us what their reasons were for taking action to help lessen the impact of climate change.
- 7.53 Eight out of ten (81%) Viewpoint members told us that they take action to help lessen the impact of climate change to help the environment. Seven out of ten (72%) members told us they do it to save money on energy bills. Full results can be seen in Table 7.2.

**Table 7.2** Below is a list of reasons why some people take action to try and lessen the impact of climate change. Which of these, if any, describes your reasons for taking action?

	%	(No.)
To help the environment	81	(966)
To save money on energy bills	72	(864)
Because I am concerned about global warming and the ice caps melting	53	(636)
I want to feel good and feel like I'm doing the right thing	40	(480)
This is the way I was brought up / my parents did it like that	19	(229)
Because my children / grandchildren encourage me	9	(108)
None of these	3	(31)
Other	2	(26)
Don't know	2	(25)
No answer	1	(13)
<b>(N=1200)</b>		

- 7.54 The detailed results show that respondents aged between seventeen and twenty-four were less likely to say they take action to save money on energy bills (50%) than respondents from other age groups (70% - 80%).

### Motivation to help Lessen the Impacts of Climate Change

- 7.55 Viewpoint members were then asked to tell us what, if anything, would help to motivate or encourage them to do more to help lessen the impacts of climate change.
- 7.56 Just over half (53%) of Viewpoint members said they would be motivated or encouraged if Hartlepool Council and Hartlepool businesses led by example. Just under half (47%) of Viewpoint members said they would be motivated or encourages if there were more grants and free stuff available or if they were told how much money they can save by being energy efficient. The full results can be seen in Table 7.3.

**Table 7.3      What, if anything, would help to motivate or encourage you to do more to help lessen the impacts of climate change?**

	%	(No.)
If Hartlepool Council and Hartlepool businesses lead by example	53	(637)
If there were more grants / free stuff available	47	(560)
If I was told how much money I can save by being energy efficient	45	(538)
If I was told exactly what to do to help lessen the impacts of climate change	36	(430)
If I was told how much carbon dioxide I create	28	(331)
If I had more information about why I should help lessen the impact of climate change	22	(265)
If awards were available for being a green citizen or green community	20	(241)
None of these	5	(64)
Don't know	4	(47)
Other	2	(25)
No answer	1	(38)
Won't make much difference personally, need largest countries (e.g. USA, China) to be involved (suggested in the 'other' category)	1	(16)
If things were more affordable (suggested in the 'other' category)	1	(12)
<b>(N=1200)</b>		

- 7.57 Men were more likely than women to say they would be motivated and encouraged to do more to help lessen the impacts of climate change if there were more grants and free stuff available (52% and 42% respectfully).



### Concerns about the Effects and Impacts of Climate Change

7.58 Viewpoint members were asked to tell us how concerned they are about the effects and impacts of climate change in Hartlepool. Overall, seven out of ten (70%) Viewpoint members told us they are very or fairly concerned about the effects and impacts of climate change in Hartlepool and three out of ten (30%) said they were not very or not at all concerned.

- Very concerned - 20 per cent (230 respondents)
- Fairly concerned - 50 per cent (581 respondents)
- Not very concerned - 22 per cent (255 respondents)
- Not at all concerned - 8 per cent (88 respondents)

7.59 The detailed results show that respondents from the South area of Hartlepool were more likely to say they are very or fairly concerned about the effects and impacts of climate change in Hartlepool (76%) than respondents from Central (68%) or North (67%) areas of Hartlepool. Also, women were more likely than men to say they are very or fairly concerned (78% & 62% respectfully).

### Influence over Limiting Climate Change

7.60 Viewpoint members were asked to tell us how much influence they feel people, communities, businesses, Hartlepool Borough Council, and the Government have on limiting climate change.

7.61 Overall, Viewpoint members were most likely to think that the UK Government had some or a large influence on limiting climate change (84%) and that Viewpoint members personally had a little influence or no influence at all (59%)

#### You Personally (N=1131)

7.62 Viewpoint members were least likely to think that they personally could have an influence on limiting climate change and only four out of ten (41%) said they thought they had some influence or a large influence on limiting climate change. The majority (59%) thought they had a little or no influence over limiting climate change.

- A large influence - 9 per cent (103 respondents)
- Some influence - 32 per cent (360 respondents)
- A little influence - 39 per cent (446 respondents)
- No influence - 20 per cent (222 respondents)

7.63 Men were more likely to think that they had little or no influence personally on limiting climate change (65%, compared to 47% for women).

Your Local Community (N=1114)

7.64 Six out of ten (58%) Viewpoint members thought that local communities could have some influence or a large influence on limiting climate change.

- A large influence - 17 per cent (189 respondents)
- Some influence - 41 per cent (451 respondents)
- A little influence - 28 per cent (315 respondents)
- No influence - 14 per cent (159 respondents)

7.65 Women were more likely than men to say local communities have some influence or a large influence on limiting climate change (67% & 47% respectfully).

Hartlepool Borough Council (N=1112)

7.66 Seven out of ten (68%) Viewpoint members thought that Hartlepool Borough Council could have some influence or a large influence on limiting climate change.

- A large influence - 30 per cent (331 respondents)
- Some influence - 38 per cent (425 respondents)
- A little influence - 21 per cent (229 respondents)
- No influence - 11 per cent (127 respondents)

7.67 Again, women were more positive than men in thinking that Hartlepool Borough Council have some influence or a large influence on limiting climate change (77% & 59% respectfully).

Industry & Business (N=1128)

7.68 Eight out of ten (81%) Viewpoint members felt that industry and business could have some influence or a large influence on limiting climate change.

- A large influence - 58 per cent (658 respondents)
- Some influence - 22 per cent (252 respondents)
- A little influence - 12 per cent (138 respondents)
- No influence - 7 per cent (80 respondents)

7.69 Eighty-five per cent of female Viewpoint members thought that industries and businesses could have some influence or a large influence on limiting climate change, compared to three quarters (76%) of male Viewpoint members.

The UK Government (N=1127)

7.70 Viewpoint members were most likely to think that the UK Government have some influence or a large influence (84%) on limiting climate change.

- A large influence - 65 per cent (729 respondents)
- Some influence - 19 per cent (213 respondents)
- A little influence - 10 per cent (107 respondents)
- No influence - 7 per cent (78 respondents)

7.71 Again, women were more likely to think the UK Government has some influence or a large influence on limiting climate change (87%, compared to 80% for men).

**Information on Climate Change**

7.72 Finally, Viewpoint members were asked to tell us where they would most likely get information about climate change from.

7.73 Just under half (46%) of Viewpoint members told us they would get information about climate change through environmental agencies such as the Energy Saving Trust and Carbon Trust. Four out of ten (38%) said they would get information about climate change from adverts on TV. See Table 7.4 for more information.

**Table 7.4 What, if anything, would help to motivate or encourage you to do more to help lessen the impacts of climate change?**

	%	(No.)
Through Environmental agencies	46	(548)
Adverts on TV	38	(457)
Local newspapers	27	(324)
Council magazine	21	(257)
Through Hartlepool Borough Council Climate Change Officer	18	(213)
Hartlepool Borough Council Internet site	17	(203)
Internet (suggested in the 'other' category)	15	(176)
Adverts on the radio	12	(142)
Through friends and family	12	(141)
Don't know	10	(123)
TV Programmes (suggested in the 'other' category)	2	(22)
Other	1	(15)
Library (suggested in the 'other' category)	1	(6)
<b>(N=1200)</b>		

- 7.74 Respondents from the Central area of Hartlepool were more likely to say they would get information about climate change through environmental agencies (50%) than respondents from South (44%) or North (42%) areas of Hartlepool.
- 7.75 Also, respondents from AB socio economic group were more likely to say they would get information about climate change from environmental agencies (56%) than respondents from C1 (47%), C2 (47%) or DE (34%) socio economic groups.

## 8. CONTACT POINT

### KEY FINDINGS

- Only eleven per cent of Viewpoint members had heard of Contact Point prior to receiving the latest Viewpoint survey.
- Nearly eight out of ten (78%) Viewpoint members think that Contact Point is a good idea.
- Two thirds (63%) of Viewpoint members thought that Contact Point will help people who work with children to share information appropriately.
- Viewpoint members thought that parents would like to have information about Contact Point which told them who has access to the information (81%) and what information is held (80%).
- Viewpoint members with children under the age of eighteen living in the household told us they would also like to know how they can change the information if they notice it is wrong (88%).
- Viewpoint members thought the Council should provide the information about Contact Point through letters to parents through schools (63%). This was echoed by Viewpoint members who had children under the age of eighteen living in the household (69%).

- 8.1 Viewpoint members were told how Contact Point is a national project that the Government are introducing as part of wider changes in providing services to children and young people. The Children's Services Department at the Council wanted to know if Viewpoint members had heard about Contact Point and if so, what their views are about this new national initiative.

### Have you Heard about Contact Point?

- 8.2 First of all, Viewpoint members were asked to tell us if they had heard of Contact Point. Only eleven per cent of members told us they had heard of Contact Point before receiving the latest Viewpoint survey.

- Yes - 11 per cent (124 respondents)
- No - 89 per cent (1020 respondents)

- 8.3 The detailed results show that respondents with children under the age of eighteen living in the household were slightly more likely to say they had heard of Contact Point (13%) than respondents without children under the age of eighteen living in the household (10%).

### Is Contact Point a Good Idea?

- 8.4 Viewpoint members were then asked to tell us if they think Contact Point is a good idea or not. Nearly eight out of ten (78%) Viewpoint members told us that they thought Contact Point is a good idea.

- Yes - 78 per cent (593 respondents)
- No - 22 per cent (164 respondents)

- 8.5 Women were more likely to think that Contact Point is a good idea than men (82% & 75% respectfully).

### Sharing Information Appropriately

- 8.6 Viewpoint members were then asked to tell us if they agree or disagree that Contact Point will help people who work with children to share information appropriately.

- 8.7 Six out of ten (63%) Viewpoint members agreed or strongly agreed that Contact Point would help people who work with children to share information appropriately. Eleven per cent of respondents disagreed or strongly disagreed and one fifth (20%) neither agreed nor disagreed.

- Strongly agree - 19 per cent (184 respondents)
- Agree - 44 per cent (419 respondents)
- Neither agree nor disagree - 20 per cent (243 respondents)
- Disagree - 7 per cent (62 respondents)
- Strongly disagree - 5 per cent (43 respondents)

- 8.8 The detailed results show that respondents with children under the age of eighteen living in the household were less likely to agree or strongly agree (60%) that Contact Point would help people who work with children to share information appropriately (compared to 65% for respondents without children under the age of eighteen living in the household) and were more likely to say they neither agree nor disagree (29% and 24% respectfully).

### Information About Contact Point

- 8.9 Viewpoint members were next asked to tell us what sort of information they think parents would want to have about Contact Point. Viewpoint members were most likely to say they thought parents would want to know who has access to the information (81%) and what information is held about their child/children (80%). Full results can be seen in Table 8.1.

**Table 8.1 What sort of information do you think parents would want to have about Contact Point?**

	<b>%</b>	<b>(No.)</b>
Who has access to the information	81	(973)
What information is held	80	(959)
How you can change information if you notice it is wrong	67	(808)
Where does the information come from	67	(807)
How can you access information held about your children	66	(791)
What happens if you move	42	(503)
No answer	11	(126)
About how information would be kept confidential (suggested in the 'other' category)	2	(26)
Other	1	(7)
<b>(N=1200)</b>		

8.10 Viewpoint members with children under the age of eighteen living in the household were more likely to say they would like information about how they can change information if they notice it is wrong (75%, compared to 63% for respondents without children under the age of 18 in the household), and also who has access to the information (88% & 77% respectfully). See Table 8.2 for more information.

**Table 8.2 What sort of information do you think parents would want to have about Contact Point? Detailed results for respondents with children (0-18) in household.**

	<b>Children (0-18) in household</b>	
	<b>Yes %</b>	<b>No %</b>
Who has access to the information	86	77
What information is held	72	65
How you can change information if you notice it is wrong	88	77
Where does the information come from	72	63
How can you access information held about your children	75	63
What happens if you move	45	40
No answer	4	14
About how information would be kept confidential (suggested in the 'other' category)	2	2
Other	1	#
<b>(N=426)</b>		<b>(N=772)</b>

### How should Contact Point Information be Provided?

- 8.11 Next, Viewpoint members were asked to tell us how they think Hartlepool Borough Council should provide this information. Viewpoint members were most likely to say that the Council should provide this information through a letter to parents that are delivered through schools (63%). See Table 8.3 for more information.

**Table 8.3 And how do you think the Council should provide this information?**

	<b>%</b>	<b>(No.)</b>
Letter to parents through schools	63	(750)
Leaflets delivered to parents homes	48	(576)
Through Children's Centres / Health Visitors	39	(468)
Through Doctors	36	(429)
Hartlepool Mail	24	(285)
No answer	11	(136)
Other	#	#
<b>(N=1200)</b>		

- 8.12 Viewpoint members with children under the age of eighteen living in the household were more likely to say that the Council should provide this information through a letter to parents through schools than respondents without children under the age of eighteen living in the household (69% & 59% respectively).

### Other Thoughts & Comments About Contact Point?

- 8.13 Viewpoint members were asked to let us know if they have any other comments about Contact Point, and two-hundred and forty-eight comments were received. The main concern Viewpoint members had about Contact Point was about the security of information (132 comments). Full results can be seen in Table 8.4.

**Table 8.4 Do you have any thoughts or comments about Contact Point.**

	<b>Number of Comments</b>
Concerned about security of information	132
Excellent idea	37
Government interference / Big brother	33
Bad idea	17
Provide leaflet with more information	7
Other	22
<b>(N=248)</b>	



# **APPENDIX 1**

  

# **BACKGROUND INFORMATION ON RESPONDENTS**

**Table A1      Age of respondent**

	Weighted		Unweighted	
	%	(No.)	%	(No)
17 to 24	11	(134)	7	(60)
25 to 34	16	(197)	10	(77)
35 to 44	20	(238)	20	(160)
45 to 54	18	(211)	19	(152)
55 to 64	14	(165)	18	(148)
65 to 74	12	(148)	17	(134)
75+	9	(107)	10	(77)
No answer	-	-	#	#
<b>Total</b>	<b>100</b>	<b>(1200)</b>	<b>100</b>	<b>(809)</b>

**Table A2      Sex of respondent**

	Weighted		Unweighted	
	%	(No.)	%	(No)
Female	53	(634)	57	(458)
Male	47	(566)	43	(351)
<b>Total</b>	<b>100</b>	<b>(1200)</b>	<b>100</b>	<b>(809)</b>

**Table A3      Location of respondent**

	Weighted		Unweighted	
	%	(No.)	%	(No)
North	32	(382)	29	(237)
Central	38	(457)	41	(332)
South	30	(361)	30	(240)
<b>Total</b>	<b>100</b>	<b>(1200)</b>	<b>100</b>	<b>(809)</b>

**Table A4 Economic activity of respondent**

	Weighted		Unweighted	
	%	(No.)	%	(No)
Employed full-time	43	(513)	38	(306)
Employed part-time	9	(114)	11	(85)
Unemployed	3	(35)	3	(23)
Retired	22	(269)	27	(221)
Full-time student	8	(99)	6	(45)
Self employed	3	(39)	3	(27)
Permanently sick or disabled	4	(48)	6	(37)
Other (inc. housewife/husband)	7	(80)	8	(62)
No answer	#	#	#	#
<b>Total</b>	<b>100</b>	<b>(1200)</b>	<b>100</b>	<b>(809)</b>

**Table A5 Car ownership of respondent**

	Weighted		Unweighted	
	%	(No.)	%	(No)
One car	54	(653)	55	(448)
Two or more cars	25	(299)	25	(204)
No car	20	(245)	19	(155)
No answer	#	#	#	#
<b>Total</b>	<b>100</b>	<b>(1200)</b>	<b>100</b>	<b>(809)</b>

**Table A6 Disability of respondent**

	Weighted		Unweighted	
	%	(No.)	%	(No)
Yes – disabled	16	(189)	18	(144)
No – not disabled	84	(1006)	82	(660)
No answer	#	#	1	(5)
<b>Total</b>	<b>100</b>	<b>(1200)</b>	<b>100</b>	<b>(809)</b>

**Table A8      Socio Economic Group of respondent**

	<b>Weighted</b>		<b>Unweighted</b>	
	<b>%</b>	<b>(No.)</b>	<b>%</b>	<b>(No)</b>
AB	22	(262)	23	(183)
C1	28	(339)	27	(217)
C2	25	(294)	24	(197)
DE	18	(219)	19	(156)
Don't Know / No Answer	7	(86)	7	(56)
<b>Total</b>	<b>100</b>	<b>(1200)</b>	<b>100</b>	<b>(809)</b>

**Social Group Definitions:**

<i><b>Social group</b></i>		<i><b>Occupation of Chief wage earner</b></i>
A	Upper middle class	Higher managerial, administrative or professional
B	Middle class	Intermediate managerial, administrative or professional
C1	Lower middle class	Intermediate or clerical and junior managerial, administrative or professional
C2	Skilled working class	Skilled manual workers
D	Working class	Semi and unskilled manual workers
E	Those at the lowest levels of subsistence	Long term unemployed (6+ months), State pensioners, etc. with no earnings, Casual workers and those without a regular income

# **APPENDIX 2**

# **FULL RESULTS**

# Viewpoint



## Viewpoint Your Views are Important

This latest Viewpoint questionnaire seeks your views on a variety of local issues. It aims to find out what you and others from across the community think about these matters so that we can take your views into account when making decisions that affect your daily life. The questionnaire should only take about 10 to 15 minutes to complete. The issues covered this time include:

**Hartbeat**  
**Perceptions of Crime**  
**Climate Change**

**Trading Standards**  
**Neighbourhood Watch**  
**ContactPoint**

There are no right or wrong answers to any of the questions; we just want to find out what you think of our services and other important issues that affect your daily lives. If you can't complete a question or feel you don't want to answer a particular question, don't worry, just leave it blank and move on to the next one.

When you have completed the questionnaire please return it to us in the enclosed reply paid envelope, no stamp required, by **2nd November 2007**.

We will look at what the Viewpoint members say and the Council's response in the next Viewpoint Newsletter, which you receive with your next Viewpoint questionnaire.

All the information you provide is confidential and we will never pass your name or address to any other organisation. What's more, if at any time you wish to leave Viewpoint, for whatever reason, simply let us know.

**If you require any further information, need a large print questionnaire or any help filling it in then please contact:**

**Lisa Anderson**  
**Hartlepool Borough Council,**  
**Civic Centre, Hartlepool, TS24 8AY**  
**Telephone: (direct line) 01429 523584,**  
**Email: [lisa.anderson@hartlepool.gov.uk](mailto:lisa.anderson@hartlepool.gov.uk)**

**VP23, 69% response rate, 809 completed questionnaires**

**# = Less than 0.5%; - = No responses**

## Fill Out Your Viewpoint Surveys On-line

**Remember, you can now fill out this survey on-line!**

If you think you would like to try this please contact me and let me know your email address in the space provided below. You can also use this space to let me know if you have given us your email address, but have changed it. You will still receive your paper questionnaires, but will have the option of filling them out on paper or online!

To have a look around our online consultation site, 'Your Town, Your Say' go to:  
**<http://consultation.hartlepool.gov.uk>**

**My email address is:** - \_\_\_\_\_

## Hartbeat

The Council is involved in producing the community magazine Hartbeat several times a year and this publication is delivered to every household across the borough of Hartlepool. We are interested in finding out your views and opinions on this magazine and if you think it could be improved.

**If you would like any further information on this topic please contact:**  
**Alastair Rae on (01429) 523510 or via e-mail [alastair.rae@hartlepool.gov.uk](mailto:alastair.rae@hartlepool.gov.uk)**

**1. Firstly, have you had a copy of Hartbeat delivered to your house in the last 12 months?**  
(PLEASE TICK ONE BOX ONLY)

Yes	90%	GO TO Q2
No	4%	GO TO Q3
Don't know/cannot remember	3%	GO TO Q3
No answer	2%	

**2. If yes, when you get it do you:**

Read most of it	57%
Read some of it	38%
Not read it at all	5%
Don't know/cannot remember	#
No answer	#

**3. Overall, how helpful do you find Hartbeat magazine in explaining the activities of the Council and what goes on in Hartlepool?**

Very helpful	28%
Fairly helpful	57%
Not helpful at all	6%
Don't know/did not read	7%
No answer	3%

4. Within each issue of Hartbeat there are regular features as well as news reports on what is happening in and around Hartlepool. Looking at the list below please tell us how well each is covered: (PLEASE TICK ONE BOX ON EACH LINE)

	Very well covered %	Fairly well covered %	Not very well covered %	Don't know/ do not read %	No answer %
a) What's on & where to go	26	55	7	7	5
b) The environment	11	59	13	10	7
c) Leisure & sport	13	56	12	11	7
d) Regeneration	13	52	14	11	10
e) Crime & community safety	16	55	15	9	6
f) Schools & education	14	48	17	14	7
g) Employment and training	8	43	26	16	7
h) General Council activities	11	52	19	12	6

5. Do you think Hartbeat is easy to read? (PLEASE TICK ONE BOX ONLY)

Yes, it is easy to read	87%
No, it is not easy to read	4%
Don't know/don't read	6%
No answer	3%

6. How much do you agree or disagree with the following statements about Hartbeat? (PLEASE TICK ONE BOX ON EACH LINE)

	Strongly agree %	Agree %	Neither agree nor disagree %	Disagree %	Strongly disagree %	Don't know %	No answer %
a) It covers local news issues and events well, such as Tall Ships & Farmers Market	14	59	14	4	#	6	3
b) The style & layout is good	13	53	19	4	2	5	4
c) The print size is big enough	17	62	10	3	#	6	3
d) There are enough photos used	18	58	13	1	#	6	4
e) A good variety of issues & topics are covered	14	51	19	5	1	6	3



**7. a) What, if anything, do you like most about Hartbeat magazine?**

No answer	64%	Gives local news	15%
Details local events	10%	Easy to read	4%
Good	2%	Everything	1%
Free	1%	Good photos	1%
Covers local people	1%	Positive	1%
Other	2%		

**b) What do you like least about the magazine?**

No answer	83%	Too many adverts	5%
Too biased towards Council	3%	Poor layout	2%
Costs too much to produce/ waste of money	2%	Poor delivery/never receive it	1%
Other	4%	Lack of sports news	1%

**c) What do you think could be done to improve the magazine?**

No answer	78%	Calendar of events	3%
More in depth stories	3%	Produce it more often	2%
Scrap it	2%	Less adverts	2%
More for young people	1%	Total re-vamp	1%
Less Council bias	1%	More competitions	1%
More stories/news	1%	List of contacts	1%
Other	5%		

**8. Are there any particular Council / Community activities which you would like to see more information about in Hartbeat magazine? (PLEASE TICK ALL THAT APPLY)**

Information on children's activities	29%
Information on sport & leisure activities	37%
Environmental & recycling information	40%
More job & employment information	36%
General information on Council services	44%
More information on Councillors	28%
Other (please specify _____)	2%
No answer	14%

**9. The adverts within Hartbeat help cover the cost of producing the magazine and we would like to know if you find these adverts useful or not. (PLEASE TICK ONE BOX ONLY)**

Very useful	12%
Fairly useful	56%
Not useful at all	17%
Don't know/did not read	11%
No answer	4%

**10. Finally, overall, how satisfied or dissatisfied are you with Hartbeat magazine?**

Very satisfied	21%
Fairly satisfied	51%
Neither satisfied nor dissatisfied	17%
Fairly dissatisfied	2%
Very dissatisfied	2%
Don't know	4%
No answer	3%

## Trading Standards

We would like to ask you some questions with regards to the Trading Standards service provided across the Borough of Hartlepool by the Council. This service is responsible for making sure that products on sale in Hartlepool are safe, items such as alcohol and cigarettes are not sold to underage children, and that goods and services are not falsely described. The service operates from the Civic Centre and carries out its duties by inspecting traders, responding to complaints and sampling and testing goods to ensure their safety and quality.

**If you would like any further information on this topic please contact:**  
**Sylvia Pinkney on (01429) 523315 or via e-mail [sylvia.pinkney@hartlepool.gov.uk](mailto:sylvia.pinkney@hartlepool.gov.uk)**

**The Trading Standards Service is currently reviewing the work it does and would like to know which services you think we should give a high priority to. As you will appreciate not everything listed below can be tackled immediately and so they must be given some priority.**

**11. Please tell us whether you think each of the following areas should be given a high, medium or low priority in our work programme. (PLEASE TICK ONE BOX ON EACH LINE)**

	Very high priority %	High priority %	Medium priority %	Low priority %	Very low priority %	Don't know %	No answer %
a) <b>Underage sales</b> (e.g. cigarettes, solvents, alcohol)	66	26	5	1	#	#	1
b) <b>Toy and product safety</b>	35	36	21	4	1	1	3
c) <b>Weights and measures</b> (e.g. short weights)	15	28	39	12	3	1	3
d) <b>Counterfeit goods</b> (e.g. pirate videos, computer games)	22	30	33	11	2	#	2
e) <b>Rogue traders</b> (e.g. cowboy builders, bogus charities & persistent problem traders)	66	26	6	1	#	#	1
f) <b>False description on goods and services</b> (e.g. car clocking & holiday brochures)	29	35	28	4	1	1	2
g) <b>Misleading prices and bogus sale events</b>	32	33	25	6	1	1	2
h) <b>Loan sharks and consumer credit</b>	50	25	17	4	1	1	1
i) <b>Phoney prize winning letters and home working scams</b>	47	26	17	7	2	1	1

## Perceptions of Crime

The Council's Community Safety Team works with the Police and others, on a range of groups and forums, to help reduce crime and the fear of crime across Hartlepool. In order to help the Community Safety Team to plan for the future, the Council would like to know your thoughts on crime and the fear of crime in Hartlepool. We would like to find out how worried you are about becoming a victim of crime, and also if you have been a victim of crime in the past year.

**If you would like any further information on this topic please contact:**

**Alison Mawson on (01429) 284342 or via e-mail [alison.mawson@hartlepool.gov.uk](mailto:alison.mawson@hartlepool.gov.uk)**

### 12. How safe do you feel walking alone in your local neighbourhood AFTER DARK?

Very safe	10%
Fairly safe	44%
Neither safe nor unsafe	10%
A bit unsafe	20%
Very unsafe	9%
Don't know/don't go out alone	6%
No answer	2%

### 13. Most of us worry at sometime about becoming a victim of crime. How worried are you about the different types of crime listed below? (PLEASE TICK ONE BOX ON EACH LINE)

	Very worried %	Fairly worried %	Not very worried %	Not at worried %	Does not apply %	No answer %
a) Having your home broken into and something stolen	19	42	32	4	1	3
b) Being mugged or robbed	22	34	37	4	#	2
c) Having your car stolen	14	34	34	4	10	4
d) Having things stolen from your car	12	36	34	4	11	4
e) Being physically attacked by stranger	26	32	33	6	1	3
f) Being insulted or pestered by anyone, while in the street or a public place	17	35	35	9	1	3
g) Being subject to a physical attack because of your skin colour, ethic origin or religion	7	8	25	34	23	4

**14. During the last 12 months, have you been a victim of any of the crimes listed below:**  
(PLEASE TICK ALL THAT APPLY)

Theft of a vehicle	1%	Go to Q15
Attempted theft of a vehicle	2%	
Theft of belongings from a vehicle	3%	
Attempted burglary of home	1%	
Burglary of home	2%	
Robbery (including mugging)	2%	
Vandalism	8%	
Garden shed/allotment	3%	
Criminal damage to car	13%	
Prefer not to reveal	1%	
No crimes in last 12 months	64%	Go to Q17
Other (please specify _____)	3%	Go to Q15
No answer	9%	

**15. Thinking about these crimes committed in the last 12 months, did you report them to the police?** (PLEASE TICK ONE BOX ONLY) (Those who have been a victim of crime in the last 12 months N = 213)

Yes, all crimes were reported	43%
Some crimes were reported and some were not	11%
No, no crimes were reported	44%
Not applicable/not a victim of crime	1%
No answer	2%

**16. If you did not report a crime to the police, please tell us why:** (PLEASE TICK ALL THAT APPLY)

Dislike/fear of police	3%
Fear of reprisal by offender/could make matters worse	12%
Police could not have done anything	59%
Police not interested/would not have done anything	47%
Too much trouble/inconvenient	11%
No loss/damage	3%
Don't know	1%
Not applicable	1%
Other (Please specify _____)	2%

## Neighbourhood Watch

The Neighbourhood Watch scheme is changing to be more up to date and appropriate for the 21<sup>st</sup> Century. Part of these changes includes a new computer system 'Ringmaster 10,000', which works with information from Cleveland Police, the Safer Hartlepool Partnership and Neighbourhood Policing Teams (as well as other outside agencies). The system sends Neighbourhood Watch members free important crime messages either by email, text messaging, fax or home telephone.

We would like to ask you some questions about Neighbourhood Watch to find out if you are a member of this scheme, if not why not and to see what you think could be improved about the Neighbourhood Watch Scheme.

**If you would like any further information on this topic or would like to become a member of Neighbourhood Watch, please go to [www.hartlepoolnhw.org](http://www.hartlepoolnhw.org) or contact: Angela Storm on (01429) 287217 or via e-mail [angela.storm@hartlepool.gov.uk](mailto:angela.storm@hartlepool.gov.uk)**

### 17. Are you currently a Neighbourhood Watch member?

Yes	11%	Go to Q19
No	87%	Go to Q18
No answer	2%	

### 18. If no, what is preventing you from being a member? (PLEASE TICK ALL THAT APPLY)

Lack of awareness about the Neighbourhood Watch Scheme	51%
I don't have the time to be a member of Neighbourhood Watch	20%
I don't know what the benefits are about being a member	27%
Neighbourhood Watch is an 'out of date' idea	9%
Information available is not relevant to me or where I live	6%
I don't know how to become a member of Neighbourhood Watch	33%
I'm just not interested in becoming a member of Neighbourhood Watch	15%
No answer	3%
No Neighbourhood Watch in area	5%
Too old/have disability	2%
Other	1%

### 19. Do you have any thoughts about how Neighbourhood Watch could be improved? If so, please use the space below to tell us about them.

No answer	87%	More publicity/information	5%
More police patrols/police support	2%	Would be helpful to have list of contacts	1%
Neighbourhood Watch was poor	1%	More CCTV	1%
Need to have a Neighbourhood Watch started	1%	Other	2%

## Climate Change

Domestic energy use in the UK accounts for up to 28% of carbon dioxide emissions produced and is responsible for more carbon dioxide emissions than industry. As carbon dioxide is considered to be the main greenhouse gas responsible for global warming and climate change, there is a clear need to become more energy efficient to help lessen the impact of climate change.

The social and economic impacts of Climate Change in the UK are significant, particularly in coastal resorts like Hartlepool. However, implications for other parts of the world may be dramatic, particularly low lying river delta regions and areas of extreme climate. It is easy to over dramatise, but it is not difficult to foresee social and economic instability in some world regions.

Hartlepool Borough Council would like to find out about people's awareness of climate change and their attitudes towards it.

**If you would like any further information on this topic please contact:**  
**Caroline Gregory on (01429) 284276 or via e-mail [caroline.gregory@hartlepool.gov.uk](mailto:caroline.gregory@hartlepool.gov.uk)**

**20. Firstly, have you heard of any of these phrases before? (PLEASE TICK ONE BOX ON EACH LINE)**

	Yes	No	Don't know	No answer
Climate Change	98%	#	#	2%
Global warming	98%	#	#	2%
Greenhouse effect	96%	1%	#	3%

**21. Could you please tell us how much you agree or disagree with the following statements? (PLEASE TICK ONE BOX ON EACH LINE)**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know	No answer
	%	%	%	%	%	%	%
a) The worlds climate is changing	45	43	7	3	#	#	1
b) Climate change is entirely a result of human behaviour	12	22	29	26	7	3	3
c) Climate change is entirely a natural occurrence	6	15	32	32	8	4	4
d) Climate change has become more of an issue for me in this last year	9	31	33	19	5	1	3
e) I understand why our climate is changing	15	49	21	7	1	5	2
f) I personally can help to limit the effects of climate change	19	40	22	9	5	4	2

There are various things that people can do in their homes and with their lifestyle choices to help lessen the impact of climate change. In fact, you may already be doing some of these things. The following two questions gives you a list of some actions that can help lessen the impact of climate change. We would like to know which of these things you are currently doing and what things you would be prepared to do

**22. Which of these actions, if any, do you currently do?**  
(PLEASE TICK ONE BOX ON EACH LINE)

	Always %	Sometimes %	Never %	Don't know/ does not apply %	No answer %
a) Only boil the water you need rather than boiling a full kettle.	57	36	3	1	2
b) Switch off the lights / TV etc. when you leave the room.	52	42	4	-	2
c) Turn the heating thermostat down so you use less fuel.	50	37	7	3	3
d) Use energy saving light bulbs	50	34	14	1	2
e) Walk or cycle more instead of using the car	19	46	24	7	4
f) Use public transport more instead of using the car	14	25	53	5	3
g) Reduce waste and recycle more	77	19	2	-	2

**23. And which of these things, if any, have you already done or would be prepared to do in the future? (PLEASE TICK ONE BOX ON EACH LINE)**

	Already done /do %	Yes prepared to do %	Not prepared to do %	Don't know/ does not apply %	No answer %
a) Switch to an energy supplier who uses green energy	11	53	13	18	6
b) Install solar panels on your roof	#	37	37	20	5
c) Replace old/broken appliances such as fridges and washing machines with energy efficient ones	40	48	4	5	3
d) * Install loft insulation or cavity wall insulation	71	19	1	7	3

\* The Council is offering FREE cavity wall and loft insulation to owner-occupiers and private tenants. To qualify you must be in receipt of benefits, have children 16 years and under or be aged 55 and over. To access these and other grants, and for free advice on reducing your energy bills, call the local Energy Saving Trust on 0800 512012 or contact the Councils Energy Efficiency Officer David Morgan on 01429 523993 or via email [david.morgan@hartlepool.gov.uk](mailto:david.morgan@hartlepool.gov.uk).

**24. Below is a list of reasons why some people take action to try and lessen the impact of climate change. Which of these, if any, describe your reasons for taking action? (PLEASE TICK ALL THAT APPLY)**

Because I am concerned about global warming and the ice caps melting	53%
I want to feel good and feel like I'm doing the right thing	40%
To save money on energy bills	72%
To help the environment	81%
This is the way I was brought up/my parents did it like that	19%
Because my children/grandchildren encourage me	9%
None of these	3%
Don't know	2%
No answer	1%
Other	2%

**25. What, if anything, would help to motivate or encourage you to do more to help lessen the impacts of climate change? (PLEASE TICK ALL THAT APPLY)**

If there were more grants / free stuff available	47%
If I had more information about why I should help lessen the impact of climate change	22%
If I was told exactly what to do to help lessen the impacts of climate change	36%
If I was told how much carbon dioxide I create	28%
If I was told how much money I can save by being energy efficient	45%
If Hartlepool Council and Hartlepool businesses lead by example	53%
If awards were available for being a green citizen or green community	20%
None of these	5%
Don't know	4%
No answer	1%
If things were more affordable	1%
Won't make much difference personally, need largest countries (e.g. USA, China) to be involved	1%
Other	2%



**26. How concerned are you about the effects and impacts of Climate Change in Hartlepool?**

Very concerned	19%
Fairly concerned	48%
Not very concerned	21%
Not at all concerned	7%
Don't know	1%
No answer	2%

**27. How much influence do you think each of the following have on limiting Climate Change? (PLEASE TICK ONE BOX ON EACH LINE)**

	A large influence %	Some influence %	A little influence %	No influence %	Don't know %	No answer %
You personally	9	30	37	19	2	4
Your local community	16	38	26	13	2	5
Hartlepool Borough Council	28	35	19	11	3	4
Industry & business	55	21	12	7	2	4
The UK Government	61	18	9	7	3	3

**28. If you were looking for information on climate change and energy efficiency and what to do about it, where would you be most likely to get it from? (PLEASE TICK ALL THAT APPLY)**

Hartlepool Borough Council Internet site <a href="http://www.hartlepool.gov.uk">www.hartlepool.gov.uk</a>	17%
Through Hartlepool Borough Councils Climate Change Officer (Caroline Gregory, 01429 284276)	18%
Through Environmental agencies, e.g. Energy Saving Trust & Carbon Trust	46%
Local Newspapers, e.g. The Hartlepool Mail & Northern Echo	27%
Council magazine - Hartbeat	21%
Adverts on TV	38%
Adverts on the radio	12%
Through friends and family	12%
Don't know	10%
Other (please specify_____)	1%
Internet	15%
TV Programmes	2%
Library	1%

## ContactPoint – Database for children & young people

ContactPoint is a national project that the Government are introducing as part of wider changes in providing services to children and young people. ContactPoint is a computer-based database that will store very basic information about every child or young person in England. It will be the quick way for a practitioner to find out who else is working with the same child or young person, making it easier to deliver more coordinated support. It will be a basic online directory, available to authorised staff who need it to do their jobs. Hartlepool Borough Council will be responsible for ensuring the data about Hartlepool children is accurate and up to date. Parents and older children would be able to contact the local authority to request to see the data held about them.

The Children's Services Department at Hartlepool Borough Council would like to know if you have heard of ContactPoint and would also like to know your views on this new national initiative. It is expected that ContactPoint will be available to people working with children in Hartlepool from September 2008.

**If you would like any further information on this topic please contact:  
Terry Maley on (01429) 523709 or via e-mail [terry.maley@hartlepool.gov.uk](mailto:terry.maley@hartlepool.gov.uk)**

**29. Before receiving this survey had you heard of Contact Point? (PLEASE TICK ONE BOX ONLY)**

Yes	10%
No	85%
Don't know	2%
No answer	3%

**30. Do you think it is a good idea or not?**

Yes	49%
No	14%
Don't know	34%
No answer	3%

**31. Do you agree or disagree that ContactPoint will help people who work with children share information appropriately?**

Strongly agree	15%
Agree	35%
Neither agree nor disagree	20%
Disagree	5%
Strongly disagree	4%
Don't know	18%
No answer	3%

**32. What sort of information do you think parents would want to have about ContactPoint? (PLEASE TICK ALL THAT APPLY)**

What information is held	80%
Where does the information come from	67%
Who has access to the information	81%
How can you access information held about your children	66%
How you can change information if you notice it is wrong	67%
What happens if you move	42%
No answer	11%
About how information would be kept confidential	2%
Other	1%

**33. And how do you think the Council should provide this information? (PLEASE TICK ALL THAT APPLY)**

Hartlepool Mail	24%
Leaflets delivered to parents homes	48%
Letter to parents through schools	63%
Through Children's Centres / Health Visitors	39%
Through Doctors	36%
No answer	11%
Other	#

**34. Do you have any thoughts or comments about ContactPoint? If so, we would really like to hear about them. Please use the space below to tell us about them.**

No answer	80%
Concerned about security of information	11%
Excellent idea	3%
Government interference / Big brother	3%
Bad idea	1%
Provide leaflet with more information	1%
Other	2%

## And finally.....

**Please use the space below to suggest any subjects that you would like to see covered in future Viewpoint surveys or any further comments you would like to make about Viewpoint in general.**

No answer	82%
Car parking	2%
Condition of roads	2%
Anti-social behaviour	1%
Council tax	1%
Recycling	1%
Viewpoint good	1%
Litter	1%
Council spending	1%
Tall Ships visit	1%
Councillor payments	1%
Traffic congestion	1%
Public transport	1%
Ghost ships	1%
Planning	1%
Other	9%

**Thank you for completing this round of Viewpoint please return the questionnaire in the post-paid envelope by 2nd November 2007**

By completing this questionnaire you give Hartlepool Borough Council the authority to collect and retain information about you. The information collected about you will be held securely and will be processed to produce statistical reports. No personal data will be disclosed. In order to run Viewpoint Citizens Panel, the Council has entered into a contract with ADTS, and will share the information with that organisation.

For the purposes of provision of this service, ADTS acts as a department of the Council and is bound by the contract to treat your information confidentially. Hartlepool Borough Council is the Data Controller for the purposes of the Data Protection Act.

# Viewpoint

If you would like this document in another language or format, or if you require the services of an interpreter, please contact us.

यह दस्तावेज़ यदि आपको किसी अन्य भाषा या अन्य रूप में चाहिये, या आपको आनुवाद-सेवाओं की आवश्यकता हो तो हमसे संपर्क करें

(Hindi)

إذا أردت هذه الوثيقة بلغة أخرى أو بطريقة أخرى، أو إذا كنت بحاجة إلى خدمات مترجم، فنرجو أن تقوم بالاتصال بنا.

(Arabic)

যদি আপনি এই ডকুমেন্ট অন্য ভাষায় বা ফরমেটে চান অথবা যদি আপনার একজন ইন্টারপ্রেটারের প্রয়োজন হয়, তাহলে দয়া করে আমাদের সাথে যোগাযোগ করুন।

(Bengali)

本文件可以翻譯為另一語文版本，或製作成另一格式，如有此需要，或需要傳譯員的協助，請與我們聯絡。

(Cantonese)

ئەگەر دەتەوێ ئەم بەلگەیت بە زمانیکی کە یا بە فۆرمیکی کە هەبێ، یا پێویستت بە مۆتەرجم هەبێ، تکایە پەیوەندیمان پێوە بکە

(Kurdish)

Jeżeli chciałoby Państwo otrzymać ten dokument w innym języku lub w innym formacie albo jeżeli potrzebna jest pomoc tłumacza, to prosimy o kontakt z nami.

(Polish)

یہ دستاویز اگر آپ کو کسی دیگر زبان یا دیگر شکل میں درکار ہو، یا اگر آپ کو ترجمان کی خدمات چاہئیں تو برائے مہربانی ہم سے رابطہ کیجئے۔

(Urdu)

## **PERFORMANCE PORTFOLIO**

Report to Portfolio Holder

25 April 2008



**Report of:** Chief Personnel Officer

**Subject:** Skills Pledge Action Plan

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### **SUMMARY**

#### **1. PURPOSE OF REPORT**

To inform the Portfolio Holder of the action plan drafted to meet the requirements of the Skills Pledge.

#### **2. SUMMARY OF CONTENTS**

The report provides the draft action plan and the background to the Skills Pledge.

#### **3. RELEVANCE TO PORTFOLIO HOLDER**

Portfolio Holder is responsible for Workforce Development issues and the Skills Pledge action plan is part of the Workforce Development Strategy is coordinated by the Workforce Development Team.

#### **4. TYPE OF DECISION**

Non Key

#### **5. DECISION MAKING ROUTE**

Portfolio Holder only.

#### **6. DECISION(S) REQUIRED**

Note the report.

**Report of:** Chief Personnel Officer

**Subject** Skills Pledge Action Plan

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**1. PURPOSE OF REPORT**

- 1.1 To inform the Portfolio Holder of the action plan drafted to meet the requirements of the Skills Pledge.

**2. BACKGROUND**

- 2.1 The Government commissioned Lord Sandy Leitch in 2004 to undertake an independent review of the UK's long term skills needs. The Review published its interim report "Skills in the UK: the long term challenge" in December 2005. It committed the Review, in its final report, to identify the UK's optimal skills mix for 2020 to maximise economic growth, productivity and social justice, set out the balance of responsibility for achieving that skills profile and consider the policy framework required to support it. The final report of the Leitch Review of Skills, Prosperity for all in the global economy - world class skills, was published on 5th December 2006.
- 2.2 The Review sets out a compelling vision for the UK. It shows that the UK must urgently raise achievements at all levels of skills and recommends that it commit to becoming a world leader in skills by 2020, benchmarked against the upper quartile of the Organisation for Economic Co-operation and Development (OECD). The OECD has been one of the world's largest and most reliable sources of comparable statistics, and economic and social data. As well as collecting data, the OECD monitors trends, analyses and forecasts economic developments. This means doubling attainment at most levels of skill. Responsibility for achieving ambitions must be shared between Government, employers and individuals.
- 2.3 Following the publication of the report, employers nationally were asked to voluntarily sign a "skills pledge" committing them to the vision described by Lord Leitch. In June 2007, Hartlepool Borough Council (HBC) made both the national and regional skills pledge at events organised by the Learning and Skills Council (LSC).
- 2.4 The Workforce Development Strategy 2007-2012, published in April 2007, had already identified that action at a corporate level was required to audit the workforce to identify those employees without a first NVQ level 2 or equivalent qualification and make provision for this to be rectified.

### **3. ACTION PLAN**

- 3.1 The “Skills pledge” is set in two parts. The first part is the declaration that the council made in June 2007. The second part is the production of an action plan, submitted to the Learning & Skills Council which is assessed for suitability, capability and effectiveness.
- 3.2 The action plan is set out at appendix 1. The contents of the action plan were circulated for consultation with relevant officers and the trade union before being endorsed by the Corporate Management Team.
- 3.3 The responsibility for monitoring and reporting on the action plan lies with the Corporate Workforce Development Team. The plan is a working document and will be updated regularly to reflect progress, new initiatives and outcomes.
- 3.4 Progress against the plan will be monitored quarterly by the LSC and will be reported to the Portfolio Holder via the annual and half-yearly workforce development reports.

### **4 RECOMMENDATION**

- 4.1 That the Portfolio Member endorses the action plan and agrees to receive progress updates via the annual and half-yearly workforce development reports.

Contact Officer: Lucy Armstrong  
Workforce Development Manager  
01429 523476  
[lucy.armstrong@hartlepool.gov.uk](mailto:lucy.armstrong@hartlepool.gov.uk)



## Appendix 1 - Hartlepool Borough Council – Our Commitment

### Background

Hartlepool Borough Council achieved the full Get On Local Government Award in March 2006 and were one of the first employers in the country to sign the Skills Pledge at the national event in London on the 14<sup>th</sup> June 2007. The outcomes of the Leitch report will impact across all workforce and will help us to achieve our goal of recruiting, retaining and developing the right people with the skills and will be integral to our Workforce Development Strategy 2007 – 2012. The skills and abilities of the workforce is critical to organisational success and our commitment to the pledge and other external benchmarks, such as Investors in People, will ensure that development is planned, managed and evaluated at organisational, directorate, team and individual level.

This plan has been agreed with the Together Project Steering Group and has the full support of the corporate management team. It gives details of the required actions, timescales, responsible officers, resources and monitoring arrangements. The plan will be updated to reflect departmental workforce development plans as they become available. The plan will be available for all employees to access via the intranet and information will be publicised through internal communications.

Dave Stubbs, Director of Neighbourhood Services is the nominated Skills for Life Champion.

Action	Timescale	Responsible Officer	Progress	Additional Info	Review Date	Driving Force
<b>1. Leading from the top</b>						
Sign Skills Pledge	June 2007	Dave Stubbs	- Completed.			GO Award/ Skills Pledge
Appoint Skills for Life Champion	February 2008		- Dave Stubbs has been nominated.			GO Award/ Skills Pledge
Promote the Skills pledge & GO Award in conjunction with the Workforce Development Strategy to all managers and staff.	Ongoing	Workforce Development	- Completed.	- Information on intranet - Featured in Newline and WFD newsletter & featured on skills pledge website	September 2008	GO Award/ Skills Pledge Workforce Development Strategy
Prepare for GO Award Peer Assessment	New financial year 2008	Workforce Development	- Awaiting details from Freda Grant.		2009	GO Award/ Skills Pledge Together Project
<b>2. Assessing Need</b>						

Use the on-line skills portal to assess current qualification levels across the workforce.	2008	Workforce Development	- Subject to 50% funding from LSC (£9k)		Dec 2008	Workforce Development Strategy / skills pledge
Include Skills for Life Assessment in Corporate Training Programme.	Ongoing	Workforce Development & external providers.	- First introduced April 2007.		Annual	Skills pledge / Go Award / Together project
Evaluate pilot where skills for life assessments were included into Corporate Induction Course.	July 2008	Workforce Development & Induction Development Group	- Implemented June 2007 as part of Induction Review	Skills for life assessment provided by Adult Education.		Go Award / Skills pledge / Together Project
Evaluate roll-out of Competency Based Appraisal Scheme which includes reading & writing within core competencies for all staff.	September 2008	Strategic Workforce Planning Group/ Workforce Development/ Departments	- New scheme implemented Feb 2008 - Information available via the intranet - Briefing Sessions for appraisers and appraisees undertaken Oct 2007 – March 2008.			Workforce Development Strategy / Go Award
<b>3. Raising Skills Levels</b>						
Promote the Hartlepool Learning Ladder which is essentially the NQF		Workforce Development	- Learning ladder developed		Dec 2008	Workforce Development Strategy / Skills pledge
Promote organisation and personal benefits of apprenticeships across the Council.		Workforce Development	- Usually take approx 12 apprentices each year - Need to raise awareness of the benefits of apprenticeships to manager as an alternative to recruiting staff into full-time first-level posts. Also		March 2008	Workforce Development Strategy / Leitch review / World class skills report

			dependant on college being able to make 19+ apprentices			
Undertake employee qualification audit – number of staff with NVQ 2 or equivalent, NVQ 3 and NVQ 4 or above.		Human Resources	<ul style="list-style-type: none"> <li>- employee survey to take place in 2008</li> <li>- qualification scan to be incorporate into induction</li> <li>- some info collected as part of skills portal projects</li> </ul>	- Exploring possibility of data system as part of new HR payroll system project.	December 2008	Workforce Development Strategy / Skills pledge / GO Award
Promote Skills4U project to offer opportunity to all staff have NVQ 2 or equivalent by 2012		Workforce Development	<ul style="list-style-type: none"> <li>- First project in cleaning section up and running</li> <li>- Other projects in the pipeline in other occupational areas</li> </ul>	- Links with ULR's and external training providers established.	Dec 2008	Workforce Development Strategy / Skills pledge / Go Award / Together Project
Ensure all managers have minimum of NVQ 4 or equivalent in Management.		Workforce Development/ Departments	- Some data collected as part of middle managers skills audit		Oct 2008	Workforce Development Strategy
Ensure all staff has a face to face appraisal and a personal development plan produced.	April 2008 – July 2008	Workforce Development / Departments	- New competency based appraisal scheme launched Feb 08. Timeline introduced to ensure all employees have had an appraisal before 1st Aug 2008.		Sept 2008	Workforce Development Strategy / national indicator from audit commission
Raise awareness amongst managers to assist in the identification of skills for life needs within teams.	Ongoing	WFD&D Section WFD Reps				Skills pledge / Go Award / Workforce Development Strategy / Together Project
Signpost employees to external organisations for	Sept 2007	WFD&D Section			Implement April 2007	GO Award / Skills Pledge / Together

skills for life assessments in addition to Corporate Induction Course.						Project
Maximise facilities within the Learning Resource Centre to address SFL needs.	Ongoing	WFD&D Section ULR's				GO Award / Skills Pledge
<b>4. Partnership Working</b>						
Pursue partnership approaches with Adult Education, Hartlepool College WEA, TUC and others	Ongoing	WFD&D Section	<ul style="list-style-type: none"> <li>- Adult Education &amp; Hartlepool College of Further Education partners within in-house programmes such as Corporate Training Programme, Tomorrow's Manager's &amp; Aspiring to Excellence Programme, Skills4U Project.</li> <li>- ULR attends Workforce Development meetings &amp; provides support within Skills4U Project.</li> </ul>			GO Award / Skills Pledge / Workforce Development Strategy / Together Project
Actively participate at Skills for Life Network meetings	Ongoing	Workforce Development Section/ULR		- WFD Officer attends with ULR		GO Award / Skills Pledge
<b>5. Publicity &amp; Promotion</b>						
<b>Ensure newly established intranet information sources remain up to date.</b>		Workforce Development / ICT	- New pages developed – further information needed.	- Maybe a cost implication for developing interactive site	March 2009	Workforce Development Strategy
Regular Newsline articles concentrating on success stories	Ongoing					Workforce Development Strategy
<b>6. Monitoring &amp; Review</b>						
Review action plan	February	Workforce			February	Workforce

annually in line with other performance management arrangements	2008	Development			2009	Development Strategy GO Award / Skills Pledge
Review data collection arrangements and performance indicators associated with WFD activities		Workforce Development / Corporate Strategy	- Strategic Workforce Development subgroup agreed with remit to carry out this task from April 2008		August 2008	Workforce Development Strategy / Skills Pledge / Go Award / national indicators
Consideration to target setting within objectives.		Workforce Development				Workforce Development Strategy / Equality Standard / Skills Pledge
Carry out required actions as outlined in WFD Strategy.	April 2007	WFD&D Section & Departments				Workforce Development Strategy
<b>7. Celebrating Success &amp; Recognition</b>						
<b>Promote success via organisational media (newline, intranet WFD Update)</b>	Ongoing	Workforce Development Section	-			Workforce Development Strategy
<b>Celebrate Success Event</b>	July 2008	WFD&D Section Departments Together Project	- Information on intranet - Publicised via email, Newline & WFD newsletter	First event held July 2007 with great success.		Workforce Development Strategy