

# PERFORMANCE PORTFOLIO DECISION SCHEDULE



**Friday 29<sup>th</sup> August 2008**

**at 3.00 pm**

**in Committee Room B  
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**

- 2.1 Hartlepool Connect – Proposed Annual Report – *Chief Personnel Officer*
- 2.2 Stress Risk Assessment Action Plan – *Chief Personnel Officer*

**3. ITEMS FOR INFORMATION**

- 3.1 Viewpoint – Citizen's Panel Results – *Assistant Chief Executive*
- 3.2 Employee Attendance 2008/9 – 1<sup>st</sup> Quarter – *Chief Personnel Officer*
- 3.3 Occupational Health Services – *Chief Personnel Officer*

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

No items

## **PERFORMANCE PORTFOLIO**

Report to Portfolio Holder

29 August 2008



**Report of:** Chief Personnel Officer

**Subject:** HARTLEPOOL CONNECT – PROPOSED  
ANNUAL REPORT

---

### SUMMARY

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

To provide the Portfolio Holder with the proposed Hartlepool Connect Annual Report (**Appendix A**) that details actions taken over the last 12 months.

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

The report provides a draft copy of the proposed Hartlepool Connect Annual Report for 2007-08.

#### **3. RELEVANCE TO PORTFOLIO MEMBERS**

The Portfolio Holder has responsibility for Hartlepool Connect under Performance.

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

Non-key decision.

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

Portfolio Holder only.

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

That the Portfolio Holder considers the report and provides any additional proposals, comments or amendments as required.

**Report of:** Chief Personnel Officer

**Subject:** HARTLEPOOL CONNECT – PROPOSED  
ANNUAL REPORT

---

**1. PURPOSE OF REPORT**

To provide the Portfolio Holder with the proposed Hartlepool Connect Annual Report that details actions taken over the last 12 months.

**2. BACKGROUND**

Hartlepool Connect, the Council's corporate contact centre, has been developing since 2004. Following a successful pilot phase, Hartlepool Connect was launched in 2005 and has been gathering performance and customer satisfaction information over the last couple of years.

**3. PROPOSALS**

- 3.1 This proposed report is the first Annual Report to be produced by the Hartlepool Connect Team. It provides details of the progress that has been made in assisting customers by making it easier to contact the Council.
- 3.2 The Annual Report includes details of the services that are provided together with statistical information for various performance measures.

**4. RECOMMENDATIONS**

That the Portfolio Holder considers the report and provides any additional proposals, comments or amendments as necessary.

**5. BACKGROUND PAPERS**

None

**6. CONTACT OFFICER**

Christine Armstrong  
Central Services Manager

Tel: 01429 523016

Email: [christine.armstrong@hartlepool.gov.uk](mailto:christine.armstrong@hartlepool.gov.uk)



# Hartlepool Connect

*Hartlepool Borough Council's Customer Service Centre*

*Annual Report  
2007-08*

*"The **Heart** of Customer Service within  
Hartlepool Borough Council"*

PAGE 1



**Foreword by Councillor Pamela Hargreaves**  
Deputy Mayor and Performance Management Portfolio Holder

**Why have we created a Contact Centre?**

**Hartlepool Connect—The Story so Far!**

**What do we do?**

**A Customer Service Centre that Listens and Acts**

**Customer Promises**

**Client Services**

**Service Growth—2003 to 2008**

**Service Delivery—2007/08**

**Our Workforce**

**The Next Twelve Months**

**How to contact us**

*“The heart of  
customer service  
within  
Hartlepool Borough Council”*

[customer.service@hartlepool.gov.uk](mailto:customer.service@hartlepool.gov.uk)



*Civic Centre, Victoria Road*

# Foreword



**Pamela Hargreaves**  
***Deputy Mayor and  
Performance  
Management  
Portfolio Holder***

*“Our customers  
deserve  
the very best”*

I am delighted to introduce the first Annual Report from Hartlepool Connect, Hartlepool Borough Council's customer service centre. This report provides an overview about how Hartlepool Connect continues to develop, highlights the key achievements over the last 12 months and, most importantly, evidences what our customers think about the service provided.

As a Hartlepool resident, customers' views about how they rate Council services is an area that I am passionate about. Our customers deserve the very best and are always the reason why we strive to improve service delivery.

A common complaint by customers is that they are passed from department to department when contacting the Council, unsure of who they need to speak to and having to repeat their enquiry a number of times. The customer service centre has been created to provide customers with a single contact point to deal with all their needs. For example, a customer wishing to make a council tax payment, book a household waste collection and report a faulty street-light can access and receive all of these services in one transaction.

Looking back over the last 12 months, Hartlepool Connect has had an extremely successful year, with the opening of the new look reception area and the integration of further Council services, such as the Revenues and Benefits counter, Residential Car Parking and Trade Waste.

In anticipating the year ahead, a service integration programme for 2008 to 2011 has been developed, which means that more front-line customer services will be transferring into Hartlepool Connect over the next three years. This programme will greatly contribute to the continued growth of Hartlepool Connect and, I believe, to an even higher standard of service for our customers.

Finally, I would like to thank all of the dedicated Customer Service Assistants who work tirelessly within Hartlepool Connect to deliver an excellent standard of customer service on a day to day basis. Without their continued support, dedication and professionalism, Hartlepool Connect would not be the success that it is today.

*“The heart of  
customer service  
within  
Hartlepool Borough Council”*

[customer.service@hartlepool.gov.uk](mailto:customer.service@hartlepool.gov.uk)

*The new  
reception area,  
which opened in  
February 2007*







**Switchboard**

*Hartlepool Connect's  
telephony service growth  
has reached 95% since it  
was established  
(as at 31 March 2008)*

### A Brief Overview

As this is our first annual report, we thought it would be useful to provide a brief overview about why the Council created a Contact Centre and how we have got to where we are now.

Hartlepool Borough Council places its customers at the very heart of service delivery. We want all our customers to be able to access Council services both quickly and easily—via the channel they want and at a time and location convenient to suit personal preferences. We don't want our customers to have to wait for long periods of time to speak to someone, or be transferred from department to department whilst trying to contact the right person.

Our customers are the reason that we have created a Contact Centre. Centralising customer service has enabled the authority to achieve a measurable and joined up approach to customer service delivery.

In addition, there are a number of national drivers and expectations being placed upon local authorities, namely the Comprehensive Spending Review (2007), Service Transformation (Varney 2006) and the White Paper – Strong and Prosperous Communities (2006). As a result, Local Authorities need to do more with less (Value for Money) and capture savings from providing streamlined and cost effective services.

Statistics demonstrate that centralising customer service has proved to be a much more effective and efficient way of meeting the needs of our Customers. Our telephony service has grown by 95% as at 31 March 2008. This has proved that by adopting a Contact Centre approach to service Delivery, more customers are able to access Council services.

To date, Hartlepool Connect currently delivers a number of key frontline services, such as refuse, recycling and concessionary fares. However, many more services are scheduled to transfer in the near future, with the vision that customers can access all Council services in a one-stop-shop or lifestyle approach.

Many other local authorities have also created contact centres, with the shared vision of improving access of services.



**Hartlepool Connect's Telephone Centre**

*"The heart of  
customer service  
within*

**Hartlepool Borough Council"**

[customer.service@hartlepool.gov.uk](mailto:customer.service@hartlepool.gov.uk)





# Hartlepool Connect

## The story so far!

2003/04

The following sets out the steps taken by the authority in creating the Contact Centre.

### Pilot Exercise

A pilot exercise took place during 2003/04 between the Chief Executive's and Neighbourhood Services Departments. The primary aim of the pilot was to create a single point of contact for customers and to assess the viability of creating a corporate contact centre. Services provided were street-scene, concessionary fares, switchboard and general enquiries.

### Baseline Assessment Report

Following a successful pilot, the Corporate Customer Service Centre (Contact Centre) was launched in 2004. A baseline assessment report was compiled, setting out how the Council wanted the contact centre to develop. The baseline report considered technology, staffing, accommodation, performance management, corporate objectives, resources and publicity. In order to effectively monitor progress, a Project Leaders working group was established with each member leading on a key theme.

### Strategic Business Case

A strategic business case was produced in August 2005, and was approved by all relevant parties. The Contact Centre Steering Group was established to provide strategic leadership and corporate direction.

### Branding Exercise

To provide an instantly recognisable image for the Council's customer service centre, a branding exercise was undertaken in 2006 and "Hartlepool Connect" was chosen as the preferred name. This was launched at the same time as the new look reception area opened in February 2007 (see overleaf for further details).

### Service Integration

Over the last three years, further services have continued to be integrated into the contact centre, such as trade waste and the Criminal Records Bureau booking service, bringing the total to 25 services. A service rollout plan for 2008-11 is developed, ensuring the continued growth of Hartlepool Connect.

2007/08

"The heart of  
customer service  
within  
Hartlepool Borough Council"

[customer.service@hartlepool.gov.uk](mailto:customer.service@hartlepool.gov.uk)



*Improved Customer Facilities*

# Hartlepool Connect

## The Story so Far!



*Revamped Cash Office*



*Private interview facilities*

### Improved Customer Facilities

Many will remember the old reception area, which was unwelcoming, tired looking and lacked privacy. Hartlepool Borough Council recognised that this facility needed to be improved and committed a substantial investment to renovating the area.

The new customer friendly reception area was officially opened in February 2007. This area now provides a welcoming, light and bright space for customers to visit, together with a comfortable waiting area.

Customer Service Assistants, based at the Information Point, meet and greet customers upon arrival and signpost if they are unable to deal with enquiries direct.

A queue monitoring system has been installed, allowing us to monitor queue waiting times and volumes. This has enabled us to accurately forecast service peaks and deploy staff to cover busy periods. In addition, more service desks have been provided to help to deal with a higher number of customers than previously visited our premises.

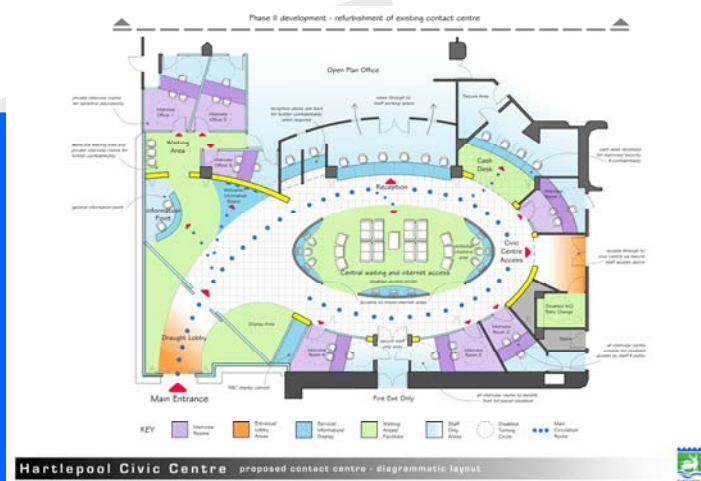
The reception area now has seven interview rooms, where customers can be dealt with in a private environment and all are equipped with PCs.

Improvements have been made to meet the needs of our diverse communities and those with disabilities. The reception layout has been improved to provide better access for disabled customers, with both the colour scheme and signage designed with these customers in mind.

The Cash Office has also been revamped, and in addition to new fixtures and fittings, now offers the choice for customers to pay via chip and pin, and this provision is something that we would also like to install on our service desks.

The new area has been a resounding success and has greatly improved customer experience when visiting the Civic Centre.

*"Lovely reception area, its now a pleasure to visit the Council"*  
Customer Quote



*Architect's Plans for the Reception Area*



# Hartlepool Connect

## What do we do?

*Hartlepool Connect has 20 employees split across two teams, Customer Service and Administration and Finance*



*Customer contacts are recorded via a database called Customer Relationship Management (CRM)*

Hartlepool Connect provides customer services on behalf of Council departments, and is the customer service centre of the authority.

Contact Centres can take a variety of forms from telephone only centres, face-to-face centres or electronic centres run purely with technology. It was decided that Hartlepool's customer service centre would combine all three.

Customers can contact us via a range of mediums, such as telephone, face-to-face, e-mail, fax or text phone. We are located within the Civic Centre and are open Monday to Thursday 8.30 am to 5.00 pm and Friday 8.30 am to 4.30 pm. We are currently looking to extend our opening hours for telephone callers.

Our team of highly skilled Customer Service Assistants are on hand to deal with customer enquires. They are trained to deal with customer requests directly, without the need to transfer to another member of staff. However, in the event that the Customer Service Assistant is unable to assist, customers are transferred quickly and directly to someone who can. Call transfers are constantly monitored to establish the reason for the transfer and changes made, if appropriate.

Hartlepool Connect currently has 20 employees, split across two teams—customer service and administration/finance. The Customer Service Team deals with telephone and face-to-face enquiries and the Administration and Finance Team deal with all Civic Centre incoming and ongoing post, general administration, Councillors' post, Committee papers dispatch, finance and switchboard. The most common request types are explained in further detail overleaf.

New technology has been procured to enable us to accurately record customer contacts, and gain valuable insight into the reason for contact, frequency and volume. All customer contacts are recorded in a database called Customer Relationship Management (CRM).

The management team, comprising of the Contact Centre Manager, Performance and Development Officer and Team Leader, are responsible for ensuring that new services are smoothly integrated, IT systems are fit for purpose, in-house training, staff forecasting, performance management, service improvement and customer satisfaction (amongst others).

**"The heart of  
customer service  
within  
Hartlepool Borough Council"**

[customer.service@hartlepool.gov.uk](mailto:customer.service@hartlepool.gov.uk)





# Hartlepool Connect

## What do we do?

Below are the key services provided by Hartlepool Connect, together with the most common request types.

Service	Description
Bulky Household Waste Collections	Book a convenient collection date and time
Community Centre Bookings	Book or block book community centre rooms
Concessionary Fares	Apply for a National Bus Pass
Council Tax Payments	Pay a Council Tax bill over the telephone
Criminal Records Bureau (CRB)	Book a CRB appointment
Environmental Action Team	Report issues such as fly-tipping or dog fouling
Highways	Report a highways fault
Horticulture	Report an issue such as grass cutting
Post	Responsible for Civic Centre internal and external post
Recruitment	Request application packs/forms
Refuse and Recycling	Report issues such as a missed collection or request a new/replacement wheelie bin
Residential Car Parking	Request a residential car parking permit
Revenues and Benefits	Seek advice on a benefit letter
Street Cleansing	Report an issue such as a continuous litter problem
Street Lighting	Report a faulty street light
Switchboard	Responsibility for call transfer across the authority
Trade Waste	Set up a new trade waste agreement



# A Customer Service Centre that listens and acts

*95% of customers  
rated Hartlepool  
Connect's service  
as either good or  
excellent!*



The picture of a contact centre may conjure up an image of a depersonalised standard of customer delivery, however this could not be further from the truth at Hartlepool Borough Council. We aim to provide every customer with a personalised service every time, in whatever way they prefer.

The views and feedback from our customers are vital to our continued success. We listen to our customers and always take views on board and put into action when we can.

For example, our customers have told us that they did not want automated services from their local authority, such as press 1 for Refuse and Recycling, press 2 for Council Tax, but to speak directly to a person. We have listened to our customers and provide the personalised service that they prefer.

We have conducted consultation exercises to seek customers views on whether they would prefer to contact the authority outside of normal working hours. A high proportion of customers informed us that they would like to be able to contact the authority between 8.00 am and 6.00 pm Monday to Friday. We have taken this on board and plans are currently being drafted to introduce extended opening.

We have attended meetings with diverse community groups and have taken their comments on board. We are currently looking to invest in video interpretation software to benefit the needs of the deaf community and are allocating resources for all Customer Service Assistants to become qualified in deaf and blind awareness.

**For the period 2007/08, a survey of 250 customers show that 95% rated Hartlepool Connect's service as either good or excellent.**

Customer consultation methods are currently being reviewed and a consultation framework is to be established. This will enable us to gain feedback on a consistent basis year on year.

**"The heart of  
customer service  
within  
Hartlepool Borough Council"**

[customer.service@hartlepool.gov.uk](mailto:customer.service@hartlepool.gov.uk)



# Hartlepool Connect Customer Promises

*We aim to answer  
all telephone calls  
within 20 seconds*

*We aim to deal with  
all customers within  
10 minutes of  
arrival at the Civic  
Centre*

## Our Commitment to Customers

Hartlepool Connect's aim is to ensure that customers receive the best possible service when contacting the Council, or receiving services from the Council.

Our customer promises, as set out within the Corporate Customer Service Strategy and Customer Charter, are to:-

- Provide services focused on customers' expectations and needs.
- Ensure services are accessible and equitable.
- Resolve the majority of enquiries and requests at first point of contact.
- Give a consistent, high quality approach to customers.

In interactions with Hartlepool Connect, customers expect a service that:-

- Is responsive to their needs and values.
- Is available at convenient times.
- Can be accessed or delivered by a variety of methods including ICT technology.
- Respects the need for confidentiality.

By concentrating on customers' needs, rather than those of Council service providers, we aim to provide services that meet customers needs and improve residents' experiences when contacting the authority.

**"The heart of  
customer service  
within  
Hartlepool Borough Council"**

[customer.service@hartlepool.gov.uk](mailto:customer.service@hartlepool.gov.uk)



*One of the Seven Service Desks*

# Service Delivery Client Services

*"Efficient and po-  
lite  
service"*

*"Staff are friendly  
and switched on"*

## Who do we provide services for?

Hartlepool Connect delivers front-line services on behalf of various departments. To date, Hartlepool Connect delivers services on behalf of three of the five Council departments (Adult and Community Services, Chief Executives and Neighbourhood Services). Work is progressing to transfer further front-line services from the remaining two departments (Children's Services and Regeneration and Planning).

## Partnership Working

In order to ensure the best possible service for our customers, it is essential that we work closely with service managers. We aspire to deliver a service that meets the needs of client services as well as our customers. Working together has proved to be successful, with service growth increasing in each of the front-line services we deliver.

## Client Services—Consultation Exercise

A consultation exercise was conducted during April 2008. The results show that 77% of client services rated our standard of service as either excellent or good. This survey will take place on an annual basis and results will be included in future reports.

## Service Reviews

Hartlepool Connect frequently meets with service leads to discuss performance and changes to service delivery. These meetings are important and help us to better understand the services we deliver, together with considering how we can make improvements that will benefit our customers.

*"The heart of  
customer service  
within  
Hartlepool Borough Council"*

[customer.service@hartlepool.gov.uk](mailto:customer.service@hartlepool.gov.uk)

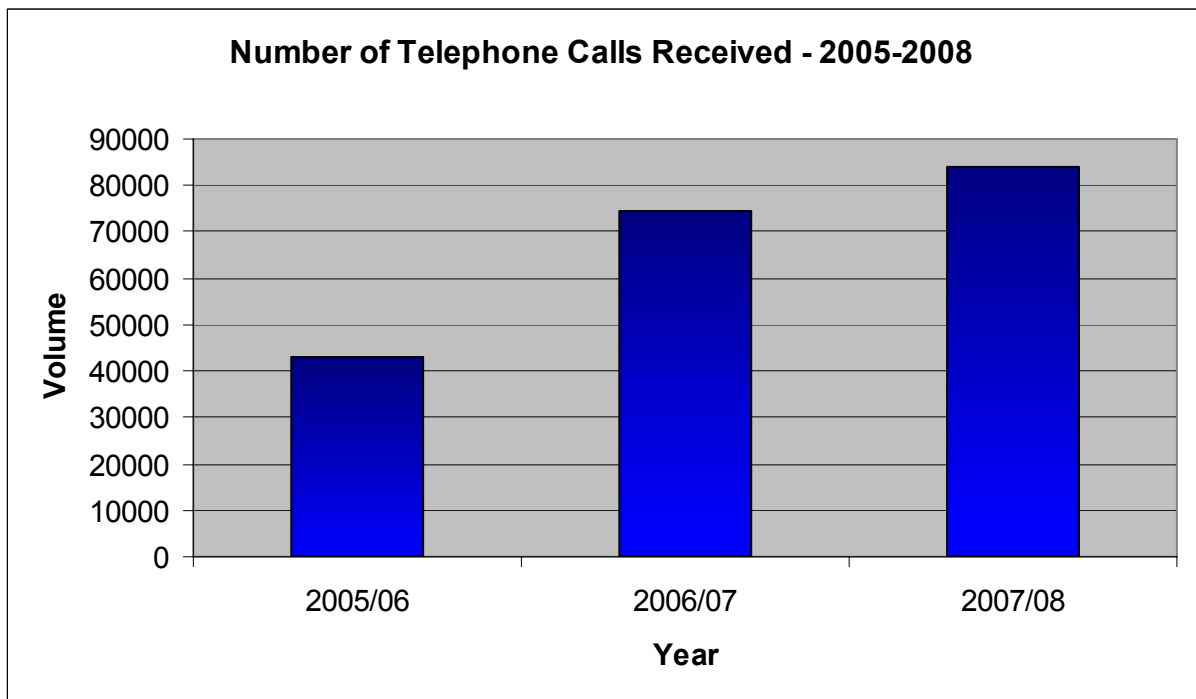
*"The helpfulness and response times  
of the team (Hartlepool Connect) has  
been  
invaluable to my team"*



# Service Growth 2005-2008

Hartlepool Connect commenced collating telephony service growth data in 2005, following the procurement of new technological systems.

For the period 2005/06, Hartlepool Connect received approximately 45,000 calls. Call volumes have risen to almost 85,000 for the period 2007/08, as illustrated below.



The transfer of further services accounts for an element of the growth, but individual service monitoring shows that service take-up has increased across all areas.

This demonstrates that customers find accessing Council services provided by Hartlepool Connect easier than they did a number of years ago. In addition to monitoring growth we also need to ensure that the quality or standard of our service meets customer expectations, and this is explained in further detail over the next few pages.

**"The heart of  
customer service  
within  
Hartlepool Borough Council"**

[customer.service@hartlepool.gov.uk](mailto:customer.service@hartlepool.gov.uk)

*"The Hartlepool Connect Team are  
answering more calls and dealing with more  
visitors than ever before. Their enthusiasm and  
dedication in championing the needs of our  
customers is second to none"*

Christine Armstrong, Central Services Manager



# Service Delivery

## How we monitor standards and plan ahead

It is vital that the service we provide meets the needs and expectations of our customers. We know that service growth has improved, but we need to ensure that this is not because customers have to tell us more than once about issues such as a faulty streetlight, request a new wheelie bin or seek a status update.

Hartlepool Connect has quality and monitoring checks in place. This enables us to analyse customer contact data, and we are currently reviewing how we monitor repeat calls. In addition, we will be installing call monitoring software, next year, which we will use to assess the quality of our responses to queries.

Performance statistics are monitored on a daily basis and this includes analysing call volumes, call/queue waiting times, abandoned calls and call transaction times. This data is also provided to the Hartlepool Connect Steering Group on a monthly basis, who monitor Hartlepool Connect's performance.

Monthly monitoring sessions are programmed to take place with our Customer Service Assistants. In preparation for these meetings, we analyse individual performance data such as call transaction times and the number of calls that have been transferred for someone else to deal with. Our primary aim is to deal with customers quickly and at the first point of contact. Individual monitoring in these two areas is important. These meetings greatly assist us to identify any training or development needs and also provide the opportunity for Customer Service Assistants to suggest service improvements.

Service demand forecasting is also a key area that helps us staff appropriately. Service statistics enable us to recognise trends, plan for service peaks and take seasonal factors into consideration. Regular forecasting meetings take place with the Management Team, prior to finalising staff rotas. Service growth and new services transferring into Hartlepool Connect are also considered.

Training is an important element and takes place on a monthly basis. Training is delivered in-house by the Performance and Development Officer and Team Leader. As a new service transfers, or a service changes, we need to ensure that our employees possess the right knowledge and skills to deliver the service.

The statistical information that we use and analyse has been beneficial in improving the customer experience and providing the authority with valuable customer insight.

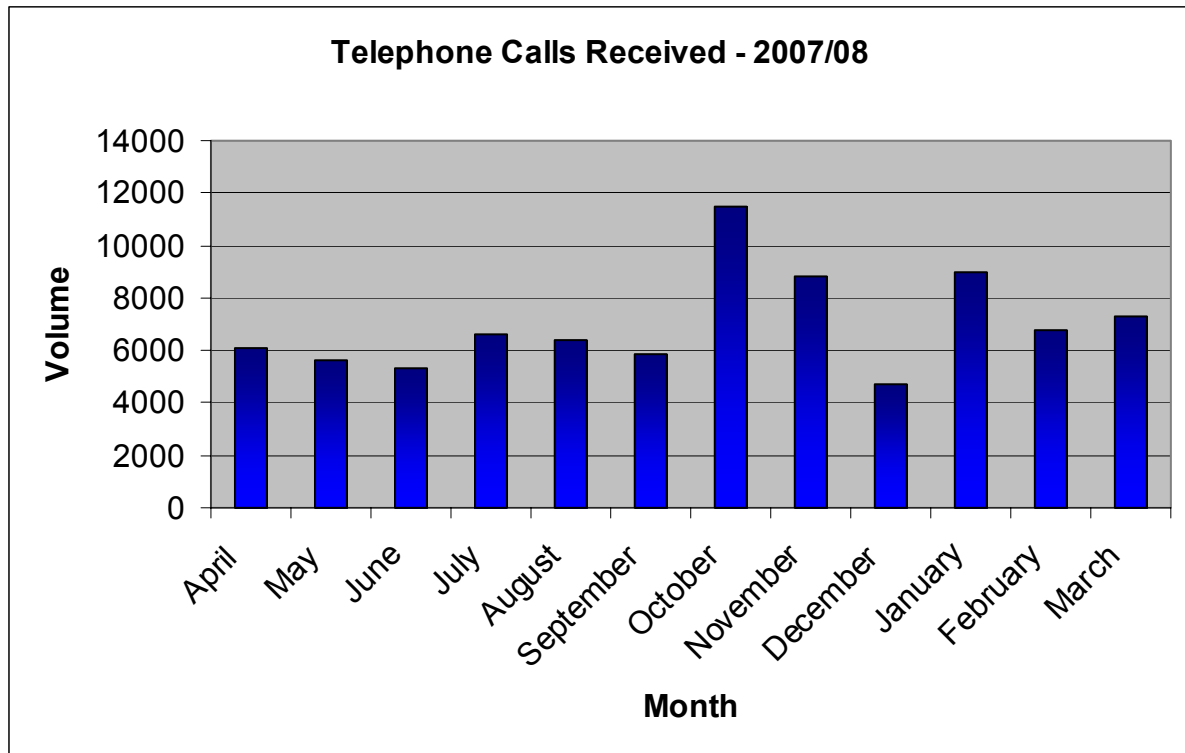
**"The heart of  
customer service  
within  
Hartlepool Borough Council"**

[customer.service@hartlepool.gov.uk](mailto:customer.service@hartlepool.gov.uk)

***"I enjoy working within a front-line environment, and get a real sense of job satisfaction by providing a good service for our customers."***

**Sarah Foreman, Administration Officer**

The diagram below illustrates the number of telephone calls received by Hartlepool Connect for the year 2007/08.



Each month is different and we therefore need to forecast effectively. We utilise our resources to maximum effect to cover service peaks and maintain a good standard of service delivery. Staff roster themselves to cover busy periods and we also have a 'pool' of casual employees who work at peak times.

"The heart of  
customer service  
within  
Hartlepool Borough Council"

[customer.service@hartlepool.gov.uk](mailto:customer.service@hartlepool.gov.uk)

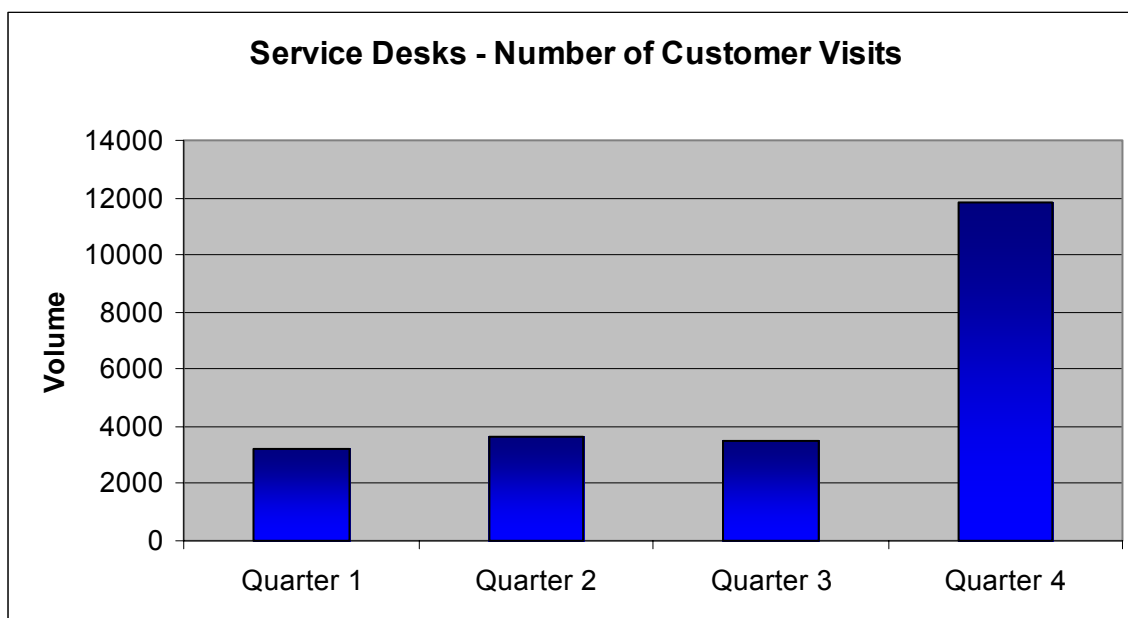
*"Friendly relaxed staff of mixed ages who all get on well. The work is very dynamic which doesn't give you the chance to get bored. Each day you're constantly learning something new which makes you feel you're providing a very diverse service"*  
**Claire Rennie, Customer Service Assistant (Casual)**

# Service Delivery Service Desks 2007-08

Following the opening of the new reception area and the purchase of queue monitoring software, we are now able to accurately record customer visits, waiting times and transaction times.

Hartlepool Connect delivers a number of services directly from the Civic Centre reception area—key services include Revenues and Benefits (integrated in quarter 4), Residential Car Parking and Concessionary Fares.

The number of customer visits is illustrated in the diagram below:-



Our statistics show that over 80% of customers during 2007/08 were seen by a Customer Service Assistant within 10 minutes of arrival and average transaction times are around 6 minutes.

In addition, approximately 60,000 customers visit the Information Point at the Civic Centre to obtain general information about Council services or are signposted to specialist Council officers who deal with more complex enquiries.

**“The heart of  
customer service  
within  
Hartlepool Borough Council”**

[customer.service@hartlepool.gov.uk](mailto:customer.service@hartlepool.gov.uk)

*For the period 2007/08, 80% of customers were seen by a Customer Service Assistant within 10 minutes of arrival.*

# Hartlepool Connect Our Workforce

## Our employees are the most valuable resource we have!

The team at Hartlepool Connect works tirelessly on a daily basis to ensure that customers receive the highest standard of service.

During 2007/08, it has been vital for the team to learn about new services and further develop their skills. Their commitment to training and development has been one of the key factors in ensuring the success of Hartlepool Connect, with many employees receiving nationally recognised qualifications in customer service.

*"As a new member of Hartlepool Connect I have been welcomed by the whole team and enjoy the variety of work"*

Denise Mitchell  
DTP/Administration  
Officer



*The Team!*

Hartlepool Connect is currently working towards receiving accreditation of a national customer service award.

*"The heart of  
customer service  
within  
Hartlepool Borough Council"*

[customer.service@hartlepool.gov.uk](mailto:customer.service@hartlepool.gov.uk)

*"The Hartlepool Connect team work very well together. They take pride in the customer service that they offer to both  
internal and external customers, adapting brilliantly to the fast changing services and environment of the customer"*

*We have had an extremely successful year, however there is no room for complacency*

Hartlepool Connect has had an extremely successful year (2007/08), however there is no room for complacency. The coming year will be both challenging and exciting, and plans have been drawn up to enable continued service delivery improvements.

Hartlepool Connect is continuing to expand, and this growth is set to continue with the integration of further Council front-line services. The strategy or plans for the coming year include the following key objectives:-

- Integration of further Council front-line customer services—so that
- customers can access and receive more services in a one-stop-shop type approach.
- Increased consultation with customers to seek their views and feedback about the standard of service provided.
- Continued commitment to training and development so that employees based within Hartlepool Connect possess the right skills to enable them to deliver an even higher standard of customer service.
- Increased promotion of Hartlepool Connect so that customers are aware of the services provided and how to contact us.
- More effective use of resources—with the priority of reducing customer waiting times.
- Recruitment of more Customer Service Assistants to cover busy periods.
- Extending our opening times to cater for customers who are unable to contact us during “normal” working hours.
- Installation of self-serve facilities within the Civic Centre reception area, so that customers can access Council services without having to speak to a Customer Service Assistant.
- Receive national accreditation for the service provided.

In addition, Our longer term vision is to also deliver customer services out in the community at other Council locations, such as libraries and community centres or via mobile assessment teams. In addition, the Council's ICT Strategy, which sets out the Council's plans for on-line service provision, will play a fundamental role in the future service delivery of Hartlepool Connect.

“The heart of customer service within  
Hartlepool Borough Council”

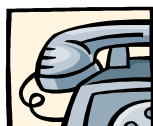
[customer.service@hartlepool.gov.uk](mailto:customer.service@hartlepool.gov.uk)

“

*Providing a high standard of customer service is what we're all about—we are committed to continuous development and aim to raise the standard of service provided to all our customers during the coming year and be-*



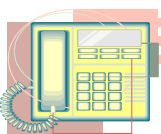
If you would like to access any of the services provided by Hartlepool Connect, you can contact us in the following ways:-



## Telephone:-

Bulky Household Waste Collection	(01429) 52 3808
Community Centre Bookings	(01429) 52 3403
Concessionary Fares	(01429) 52 3337
Council Tax Payments	(01429) 52 3334
CRB Checks	(01429) 52 3331
Environmental Action Team	(01429) 52 3333
Highways	(01429) 52 3333
Horticulture	(01429) 52 3333
Recruitment/Application Forms	(01429) 52 3331
Refuse and Recycling	(01429) 52 3808
Residential Car Parking	(01429) 52 3271
Street Lighting	(01429) 52 3333
Trade Waste	(01429) 52 3231

Main Switchboard (01429) 266522



Text phone (01429) 52 3061  
Fax (01429) 52 3675



By E-mail at [customer.service@hartlepool.gov.uk](mailto:customer.service@hartlepool.gov.uk)



In person by visiting the Civic Centre, Victoria Road,  
Hartlepool, TS24 8AY

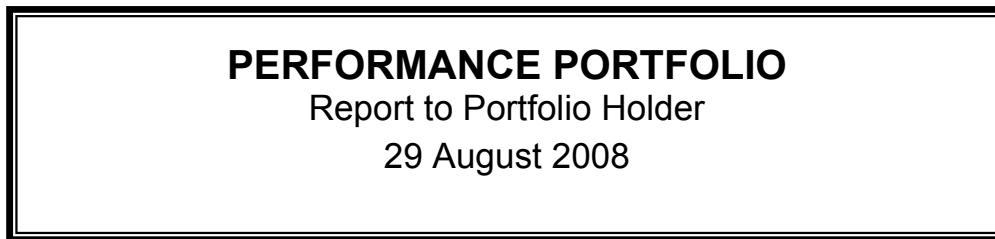
*"Everyone is really  
friendly to work  
with"*

Charlotte Royle,  
Customer Service  
Assistant

*"I enjoy building up a rapport with our regular customers"*  
Darren Halliday, Customer Service Assistant



DRAFT  
PAGE 20



**Report of:** Chief Personnel Officer

**Subject:** STRESS RISK ASSESSMENT ACTION PLAN

---

## SUMMARY

### 1.0 PURPOSE OF REPORT

To inform the Portfolio Holder of the intention to undertake a stress risk assessment and request the Portfolio Holder's support for the action plan for undertaking a stress risk assessment.

### 2.0 SUMMARY OF CONTENTS

The report provides the background to the stress risk assessment and the proposed action plan for undertaking this assessment.

### 3.0 RELEVANCE TO PORTFOLIO MEMBER

The Portfolio Holder has responsibility for Performance.

### 4.0 TYPE OF DECISION

Non key.

### 5.0 DECISION MAKING ROUTE

Portfolio Holder only.

### 6.0 DECISION(S) REQUIRED

That the Portfolio Holder supports the action plan.

**Report of:** Chief Personnel Officer

**Subject:** STRESS RISK ASSESSMENT ACTION PLAN

---

**1. PURPOSE OF REPORT**

- 1.1 To inform the Portfolio Holder of the intention to undertake a stress risk assessment and request the Portfolio Holder's support for the action plan for undertaking a stress risk assessment.

**2. BACKGROUND**

- 2 In order to reduce the incidence of work related ill health the Government launched, in June 2000, the "Revitalising Health and Safety Strategy". This strategy was a ten year plan which identified some key goals, one of which was to reduce work related ill health by 20% by 2010.
- 2.1 National statistics indicate that work-related stress accounts for over a third of all new incidences of ill health with each case of work-related stress, depression or anxiety related ill health leading to an average of 30.2 working days lost per employee. This resulted in a total of 13.8 million working days lost nationally to work-related stress, depression and anxiety in 2006/07.
- 2.2 The Health and Safety Executive (HSE) is the government's regulatory enforcement agency as regards health and safety compliance. The HSE has an advisory and monitoring role in order to raise the profile of stress as an issue and clarify what local authorities are doing to address this cause of ill health. In March 2008 Hartlepool Borough Council received a visit by an inspector from the HSE.
- 2.3 During the visit the inspector outlined revised guidance available from the HSE regarding managing and controlling the risk to employees from stress at work.
- 2.4 In response to the revised guidance the inspector recommended that the Council reviews its systems regarding the issue of stress and in order to undertake this effectively it is proposed to undertake a thorough risk assessment.
- 2.5 Due to the difficulties identifying the causes of stress (as it depends to a certain extent on the perception of the individual) an action plan has been developed to provide a thorough investigation into the potential

causes of stress. (A copy of the proposed plan is attached as **Appendix A**).

- 2.6 In addition to the action plan and to supplement the work being undertaken to minimise the risk of stress and other mental health related issues, the Council has been invited by the Department of Health to become a “Mindful Employer”. This is a free and voluntary scheme aimed at demonstrating that the Council is a good employer and as such supports people with mental health issues stay in work. (A copy of the details of the scheme is attached as **Appendix B**).

### **3. RECOMMENDATION**

- 3.1 That the Portfolio Holder notes the content of the report and provides their support for the stress risk assessment action plan.
- 3.2 That the Portfolio Holder supports the proposal that the Council becomes a “Mindful Employer”.

## Hartlepool Borough Council – Stress Risk Assessment Action Plan

Stage	Projects	Work Activities	Target Date	Completed Date	Who By
<b>1. Management Commitment</b>	Ensure commitment of senior managers	1. Obtain CMT approval for the proposed action plan for undertaking the stress risk assessment. CMT to allocate adequate resources for undertaking the action plan.	July 08	28 July 2008	Stuart Langston
		2. Set up group to over see the stress risk assessment process. Group to be chaired by member of CMT.	July 08	28 July 2008	Nicola Bailey
		3. Inform the Portfolio Holder of proposals and gain support.	Aug 08		Stuart Langston
		4. Obtain support from TU's and staff representatives to the process.	Aug 08		
<b>2. Data Gathering</b>	Improve data collection for work related stress	5. Revise Safety Incident Report form to ensure that work related ill health is reported by managers.	July 08	30 July 2008	Stuart Langston
		6. Publicise the arrangements for reporting accidents/ill health to staff.	Aug 08		Stuart Langston
	Undertake Employee Survey of all staff.	7. Questionnaire to be developed (using similar questions to previous survey undertaken in 2005 for comparison purposes).	December 08		Consultation Team
		8. Employee survey questionnaire sent out.	February 09		
		9. Specific groups targeted where further detailed investigation is to be undertaken.	February 09		
	Analyse the data and identify priorities for further investigation.	10. Responses received and analysed - report prepared.	April 09		Consultation Team
		11. Workshop held to evaluate the report and prioritise further investigation of issues raised.	May 09		
		12. Focus groups set up to discuss the findings, challenge survey results and suggest solutions.	June 09		
<b>3. Solution</b>	Undertake	13. Analyse results of focus groups to identify the key	July 09		

Stage	Projects	Work Activities	Target Date	Completed Date	Who By
Development	further study to identify potential solutions	issues relevant to specific sections and departments.			
4.Future Improvements	Improvements to be identified and implemented	14. Action plan, including performance measures developed to address the issues raised from the survey and subsequent focus groups. 15. Action plan approved by CMT and publicised to employees.	August 09  September 09		
5. Implementation	Review action plan to establish if all actions have been completed	16. Review action plan to confirm that items have been completed and measure improvements.	May 10		
	Identify mechanisms to evaluate effectiveness	17. Assess performance measures to determine effectiveness of the improvements identified within the action plan. 18. Evaluate the effectiveness of the solutions implemented as part of the action plan. 19. Report the findings of the evaluation to CMT.	September 10  September 10  October 10		
		20. Repeat Employee Survey questionnaire	February 11		
Review					



## MINDFUL EMPLOYER®

MINDFUL EMPLOYER is aimed at increasing awareness of mental health at work and providing ongoing support for employers in the recruitment and retention of staff.

Enabling employers to build on current good practice and put further initiatives in place helps ensure employees and job applicants who declare mental health issues receive the right level of support.

This takes time. Changing attitudes and cultural expectations does not happen quickly and the key principles of MINDFUL EMPLOYER (shown in the right hand column) are ones which employers can *work towards* and implement *within* the normal policies and practices of their company.

Support is available. What form that assistance takes is very individual. It may come from within your own company or from other employers. Health professionals and support organisations can also help. It could, for example, be someone to talk to, advocacy in a meeting, information about mental health, help managing workloads, an alarm call because medication causes drowsiness or assistance in travelling to and from work.

Through its network of employers, health professionals and support organisations, MINDFUL EMPLOYER helps enable employees, job applicants, managers and colleagues access advice, information and practical support.

## MINDFUL EMPLOYER

### Website

[mindfulemployer.net](http://mindfulemployer.net)

- ✓ Information for Employers, Employees, GPs, Health Services & Supporting Organisations
- ✓ Charter for Employers who are Positive About Mental Health
- ✓ Online Discussion Forum
- ✓ Personal Stories & Good Practice
- ✓ Resources & Links, Support & Training, News & Events
- ✓ Contacts & Local Employer Networks

**With the right support,  
people with mental health issues  
can & do stay in work.**

**With the right support,  
you can continue to deliver your business.**

## By Employers, For Employers

MINDFUL EMPLOYER is led by employers and is for employers. It's about increasing awareness of mental health, helping employers deliver their business, providing support networks and information, and making it healthier to talk about mental health.

## Good Practices not 'Great Promises'

MINDFUL EMPLOYER is concerned with helping businesses in recruiting and retaining valued and talented members of staff. It's completely voluntary and will support employers in working towards putting its principles into practice in ways which are sensible, achievable and realistic.

## Adapted and Adopted

Employers are the expert on their business. MINDFUL EMPLOYER will support employers in adapting its principles within their own policies, structure and culture, adopting them for the longer-term benefit of employees.

## Safe People not Scary Places

52% of people with a psychiatric history have concealed this fact from their employer for fear of losing their job. Mental ill health remains an area of fear and stigma for many. Being a MINDFUL EMPLOYER demonstrates a willingness to enable disclosure of mental ill health to take place without fear of rejection or prejudice.



## Being a MINDFUL EMPLOYER ...

- ✓ Shows employees and others that you are a good employer
- ✓ Expresses corporate social responsibility
- ✓ Reduces recruitment and training costs
- ✓ Helps towards complying with legislation (e.g. DDA, Health & Safety)
- ✓ Reduces sickness levels
- ✓ Enhances customer service
- ✓ Improves productivity
- ✓ Makes your company more attractive to people with mental health issues and others
- ✓ Helps retain staff who have experienced discrimination in the past
- ✓ Makes a healthier workplace

**[mindfulemployer.net](http://mindfulemployer.net)**



**[mindfulemployer.net](http://mindfulemployer.net)**  
**01392 208833**

*Stress, Anxiety & Depression:  
The No 1 reason for time off work*



**MINDFUL EMPLOYER**  
**Making it healthier to talk about  
mental health at work**

**[mindfulemployer.net](http://mindfulemployer.net)**

MINDFUL EMPLOYER<sup>®</sup> is open to any employer, small, medium or large, private, public or voluntary sector, anywhere in the UK. There is no cost to being involved.

MINDFUL EMPLOYER is facilitated by WorkWAYS, part of Devon Partnership NHS Trust, and supported by the National Institute for Mental Health England.

MINDFUL EMPLOYER  
WorkWAYS, King Street Business Centre  
7-9 King Street, Exeter EX1 1BQ  
Tel: 01392 208833 Fax: 01392 208828  
e-mail: [info@mindfulemployer.net](mailto:info@mindfulemployer.net)

MINDFUL EMPLOYER is a Registered Trade Mark of Devon Partnership NHS Trust

## **PERFORMANCE PORTFOLIO**

Report to Portfolio Holder

**29<sup>th</sup> August 2008**



**Report of:** Assistant Chief Executive

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

---

### **SUMMARY**

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

- 1.1. To inform the Portfolio Holder of the results of the 24<sup>th</sup> phase of Viewpoint, Hartlepool Borough Council’s Citizen’s Panel that was distributed in February 2008.

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

- 2.1 A report of the results achieved in the latest Viewpoint questionnaire that included Tall Ships Races 2010; Neighbourhood Consultative Forums; Emergency Planning; & Contacting the Council.
- 2.2 Key findings are: Tall ships – most people had heard of the Tall Ships Races and were interested in attending in 2010. Neighbourhood Consultative Forums – Proportion attending meeting slightly increased since 2007 but still very low. Lack of awareness that the meetings take place and of venues, times and agendas. Emergency Planning – small increase in awareness of the Emergency Planning Unit and its work. Contacting the Council – a desire for longer opening hours has led to a trial period of longer opening hours for Hartlepool Connect.

#### **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 29<sup>th</sup> August 2008

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

- 6.1 That the results of the survey be noted.

**Report of:** Assistant Chief Executive

**Subject:** 24<sup>th</sup> PHASE OF VIEWPOINT – CITIZEN'S PANEL RESULTS

---

## **1. PURPOSE OF REPORT**

- 1.1 To inform the Portfolio Holder of the results from the 24<sup>th</sup> phase of Viewpoint that was distributed to panel members in February 2008.

## **2. BACKGROUND**

- 2.1 Viewpoint, 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 Viewpoint 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 Viewpoint covers various topics and within this phase there were questions on:
- Tall Ships Races 2010;
  - Neighbourhood Consultative Forums;
  - Emergency Planning;
  - Contacting the Council.
- 2.4 The results have been reported back to the relevant departments within the council and have been reported back to Viewpoint members via a regular Viewpoint 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 result. Attached as Appendix A is the full results report, and attached as Appendix B is the most recent newsletter sent out to panel members.

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

- 3.1 The latest survey was carried out in February 2008, 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 1180 individuals. A response rate of 69 per cent was achieved with 802 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 802 questionnaires were completed for the 24<sup>th</sup> phase of Viewpoint, the results are weighted to represent up to 1200 members.
- 3.4 A small number of cases (24) were 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 24 was the fifth citizen panel survey where members were given the option to answer on-line using the Council's e-consultation system: Your Town, Your Say. For Viewpoint 24, 300 members expressed an interest in filling out their surveys on-line, and 79 members completed their surveys on-line. This is an increase from 58 completed on-line surveys from Viewpoint 23. 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.

#### **TALL SHIPS RACES 2010**

- 3.6 Viewpoint members were told how the Tall Ships Races are held every summer and in 2010 Hartlepool will host the final leg of the Tall Ships Race. We wanted to find out if Viewpoint members were aware this event was taking place in Hartlepool and what they think about it.
- 3.7 Reassuringly, almost all (96%) Viewpoint members told us they were aware that Hartlepool would be part of the Tall Ships event in 2010, and over three quarters are interested in this event. However, younger Viewpoint members (aged between 17-24) appear to be less interested in this event than respondents from other age groups (53%, compared to between 71% - 85%)

- 3.8 Viewpoint members were told how the Tall Ships Race will be taking place in Hartlepool on 7<sup>th</sup> to 10<sup>th</sup> August 2010 and were asked if they think they are likely to attend this event. Three quarters of Viewpoint members think that they would attend this event in 2010.
- 3.9 Viewpoint members were asked to tell us what information they would like to see about the Tall Ships Race. Viewpoint members said they would like to have more information about entertainment and attractions, where people will park and where ships will be berthed, and how much this event will cost the Council.
- 3.10 Overall, a majority of local people seem to view the Tall Ships event positively, seeing it as something that will be good for local businesses and benefit the town. However, there are some concerns about the levels of traffic that the event will generate. Younger Viewpoint members, members with a disability and Viewpoint members who are not working seem less interested in this event. When asked if Viewpoint members would like to receive any extra information about the Tall Ships event, 395 members said they would, and 106 members said they would be interested in helping out with this event.

### **NEIGHBOURHOOD CONSULTATIVE FORUMS**

- 3.11 In 2007 (Viewpoint 21) we asked some questions about Neighbourhood Consultative Forums. In 2007 we found out that two thirds of Viewpoint members had not heard about Neighbourhood Consultative Forums before, and only four per cent had attended one of these meetings in the previous year. We wanted to find out why people do not attend Neighbourhood Consultative Forums and what Viewpoint members think would encourage more people to attend. The operation of the forums is currently being reviewed by the Neighbourhood Services Department and this information has been fed into the review.
- 3.12 In 2008, six per cent of Viewpoint members said they had attended a Neighbourhood Consultative Forum in the last year (compared to 4% in 2007). The Viewpoint members who told us they had not attended a Neighbourhood Consultative Forum meeting in the past year were asked to say why this is. Viewpoint members were most likely to say they do not know when and where the meeting is on, they do not know what is being covered at each meeting, and they did not know these meetings took place at all. The detailed results show that respondents with children were more likely to say they are too busy or do not have the time to attend Neighbourhood Consultative Forum meetings, as are respondents who are working.
- 3.13 Viewpoint members were asked to tell us what they think would encourage more people to attend Neighbourhood Consultative Forums. Members thought that more information about these meetings would help to encourage people to attend, and more information about

what would be covered at each meeting would help. Viewpoint members who are working thought we should hold meetings on evenings and weekends to encourage people to attend.

- 3.14 Members were then asked to tell us how they would like to find out about Neighbourhood Consultative Forums in the future, and the vast majority said they would like to find out about these forums through local newspapers and Council magazines. Respondents who are working suggested electronic methods such as Your Town, Your Say, the Council's website, or email to find out about Neighbourhood Consultative Forums.
- 3.15 Finally, Viewpoint members were asked to tell us what information they think people would like to know about each Neighbourhood Consultative Forum meeting. Viewpoint members said they would want to know what topics will be discussed at each meeting, when the meeting is going to be held, and where the meeting will be held.

### **EMERGENCY PLANNING**

- 3.16 In 2006 (Viewpoint 19) Viewpoint members were asked some questions on behalf of the Emergency Planning Unit to find out if members were aware of the unit. Over the past two years, the Emergency Planning Unit has been working hard to raise awareness about itself, and therefore we have repeated these questions to see whether residents are more aware of the unit as a result of this work. We also asked Viewpoint members for their thoughts on the 'Prepare for Emergencies' leaflet that was distributed in January 2008, and to see what they think are the main hazards and risks for Hartlepool.
- 3.17 First of all, Viewpoint members were asked to tell us if they had heard of the Emergency Planning Unit before receiving the Viewpoint survey. This question was repeated from 2006. In 2008 four out of ten members said they had heard of the Emergency Planning Unit. This is an increase from three out of ten in 2006. Members were then asked if they were aware that local authorities have Emergency Planning Units and that they produce this type of information, and in 2008 forty-four per cent said they were aware of this (compared to 34% in 2006).
- 3.18 In 2006 and in 2008, the Cleveland Emergency Planning Unit delivered a 'Prepare for Emergencies' leaflet to every home in Cleveland. This leaflet provided information about what to do in the event of a serious emergency. Viewpoint members were asked whether they think it is a good idea to produce this type of leaflet and nearly all (95%) thought it was. Next, Viewpoint members were asked to tell us how often they think this type of leaflet should be circulated, and two thirds of members thought it should be circulated every year.
- 3.19 We presented Viewpoint members with six potential areas of risk for Hartlepool and asked them to say which areas they feel are more of a

high, medium or low risk for Hartlepool. Overall, the two areas of risk for Hartlepool that Viewpoint members felt are high risks are 'Chemical Pollution / Accident' and 'Nuclear Pollution / Accident'. Medium risks are 'Terrorist Attack' and 'Human Disease' and low risks are 'Flooding' and 'Animal Disease'.

### **CONTACTING THE COUNCIL**

- 3.20 We wanted to know if Viewpoint members had contacted the Council about any Council service in the past year, and if so, how and why they contacted the Council. We also wanted to know if people would contact the Council outside the current opening hours and if Viewpoint members had used any of the Council's on-line services. Viewpoint members were asked these questions as Hartlepool Connect were considering introducing longer opening hours and so wanted to know when, how and why people would want to contact the Council.
- 3.21 First of all, Viewpoint members were asked if they had contacted the Council for any reason in the past twelve months, and six out of ten members said they had. When asked how they contacted the Council on their most recent contact, two thirds said they contacted the Council by phone. Viewpoint members were then asked to tell us why they contacted the Council and six out of ten members said they contacted the Council to report an issue or problem, and a third said they wanted to ask for advice or information.
- 3.22 Viewpoint members were told how currently the Council can be contacted from 8.30am – 5pm Monday to Thursday and 8.30am – 4.30pm on Fridays. The Council is thinking about extending these opening hours, and asked Viewpoint members if they would contact the Council by phone or face to face between 8am – 8.30am on weekdays, between 4.30pm/5pm – 6pm on weekdays or on Saturday mornings. Overall, people were more likely to say they would contact the Council in the proposed weekday opening hours by phone.
- 3.23 As a result of the responses to these Viewpoint questions, the Council's Contact Centre, Hartlepool Connect, is to stay open longer for phone calls each day, for a trial period. From 1<sup>st</sup> July 2008, staff will take phone calls from 8am until 6pm Monday to Friday for a trial period of six months. If it proves successful then the Council will look at introducing it permanently.
- 3.24 Viewpoint members were told how the Council has a range of on-line services on their internet site ([www.hartlepool.gov.uk](http://www.hartlepool.gov.uk)), including the ability to report wheelie bins as lost, stolen or damaged, paying Council Tax or parking fines on-line, or reporting a faulty street light or damaged pavements. We wanted to know if Viewpoint members had used these on-line services in the past twelve months, and fifteen per cent of Viewpoint members told us they had. Men were more likely to



use on-line services, as were younger people (aged between 17-24), and those who are working.

#### **4. FEEDBACK FROM PREVIOUS VIEWPOINT SURVEYS**

- 4.1 One of the main aims of the Viewpoint panel is to provide service departments with useable information to assist in service development and delivery. The Corporate Strategy Division has been collecting feedback from departments on how Viewpoint results have been used and how they have influenced service provision. This information will be fed back to Viewpoint members to keep them up to date on how their contribution is being used.
- 4.2 As well as the feedback provided about the Contact Centre opening hours (see paragraph 3.23), the feedback provided in this report is from consultation topics covered in Viewpoint 19 (May 2006) and Viewpoint 22 (July 2007). This feedback has been included in the newsletter which accompanies the questionnaire for Viewpoint 26 which was mailed out in July 2008. The newsletter has been attached as Appendix B.

##### **The Internet & You, Viewpoint 19, May 2006**

- 4.3 In May 2006, members were asked some questions about the Council's website to find out whether they had seen the new website and how they would like to use it to contact the Council. The Council launched its new website in the spring of 2006, and unsurprisingly nearly two thirds of respondents told us they did not know about the new website. Since then, the Council's website has been extensively advertised in Hartbeat, the Hartlepool Mail, and also in the annual Council Tax information leaflets. In 2006, a fifth of Viewpoint members told us that they did not know they could access the Internet through the Libraries, and since then the Council have included a dedicated section on the Council's website detailing the ICT facilities and Internet availability at each of Hartlepool's seven libraries.
- 4.4 Some Viewpoint members told us they had trouble finding the information they were looking for on the Council's website. Since then the Council has improved the website's search engine and A-Z listing to make it easier for people to search the Council's website for the information they want. There is now even a link on the Council's homepage taking people to various on-line services (e.g. to pay a parking ticket or Council Tax, or to report wheelie bins as stolen) as nearly nine out of ten Viewpoint members told us they wanted to use the Council's website to get information about Council Services.
- 4.5 Also, the E-Government Team is planning to carry out some focus groups in October using Viewpoint members. The aim of these focus groups are to find out how easy it is to find information on the Council's webpage, to see how easy it is to make a transaction (such as paying

a parking fine or a Council Tax bill), and to find out what members of the public would like to see online.

### **Kerbside Collections - Viewpoint 22, July 2007**

- 4.6 In July 2007 we asked Viewpoint members some questions about kerbside collections as we wanted to know if people were happy with the bags, boxes and bins provided for the different kerbside collections. Viewpoint members were most likely to be dissatisfied with the white bag recycling container provided to recycle cardboard and plastic. Members also said they thought an addition of a lid to the blue box recycling container for glass and tin would improve this recycling container. The Council has since made some improvements to both the white bag and blue box recycling containers. The white bag is now wider, deeper and heavier so they won't blow away after collection and the Velcro strips are bigger and stronger so they will stay fastened before kerbside collections. Both of these improvements should help make this kerbside collection easier to use and keep the street cleaner after collection. Also, the Council are currently piloting a new 'shower cap' style lid for the blue boxes to improve this recycling container. If the trial proves successful, then everyone will be provided with a lid for their blue boxes.

### **An Annual Report for the Council - Viewpoint 22, July 2007**

- 4.7 In July 2007, we explained how every year the Council publishes a range of documents which provides the public with information about what the Council has achieved over the past year, what the Council hopes to achieve over the following year, where the Council obtained funding from and what the Council has spent this on. We asked Viewpoint members if they thought it would be a good idea to have an additional document that includes all of this information in one place, which would be produced in addition to how the information is currently provided. Overall, a third of Viewpoint members thought that it would be useful for the Council to produce an Annual Report in addition to how the information is currently provided, and two thirds said they thought it would not be useful for the Council to produce an Annual Report or they had no strong feelings about this issue. The information which would form the basis of any Annual Report is available on the Council's website and the summary of performance and finance which is included in Hartbeat annually.

## **5. RECOMMENDATIONS**

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

# **CORPORATE STRATEGY**



**HARTLEPOOL**  
BOROUGH COUNCIL

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

**Lisa Anderson**

**July 2008**

# CONTENTS

<b>1. INTRODUCTION.....</b>	<b>3</b>
BACKGROUND .....	3
AIMS OF VIEWPOINT .....	3
<b>2. METHODOLOGY.....</b>	<b>4</b>
THE SAMPLE .....	5
RESPONSE RATES .....	5
THE REPORT .....	6
<b>3. TALL SHIPS RACES 2010.....</b>	<b>7</b>
KNOWLEDGE ABOUT THE TALL SHIPS RACES.....	7
INTEREST IN THE TALL SHIPS RACES 2010 .....	8
ATTENDING THE TALL SHIPS RACES 2010.....	8
WHY PEOPLE WOULD NOT WANT TO ATTEND THE TALL SHIPS RACES 2010.....	9
FRIENDS & RELATIVES ATTENDING THE TALL SHIPS RACES 2010.....	9
INFORMATION ABOUT THE TALL SHIPS RACES 2010.....	10
STATEMENTS ABOUT THE TALL SHIPS RACES 2010 .....	10
OTHER THOUGHTS AND COMMENTS ABOUT THE TALL SHIPS RACES 2010 .....	13
<b>4. NEIGHBOURHOOD CONSULTATIVE FORUMS .....</b>	<b>14</b>
ATTENDING NEIGHBOURHOOD CONSULTATIVE FORUMS .....	14
WHY PEOPLE DO NOT ATTEND NEIGHBOURHOOD CONSULTATIVE FORUMS .....	15
ENCOURAGING PEOPLE TO ATTEND NEIGHBOURHOOD CONSULTATIVE FORUMS .....	15
DISCUSSION TOPICS AT NEIGHBOURHOOD CONSULTATIVE FORUMS .....	16
SEEING INFORMATION ABOUT NEIGHBOURHOOD CONSULTATIVE FORUMS .....	17
FUTURE INFORMATION ABOUT NEIGHBOURHOOD CONSULTATIVE FORUMS .....	18
<b>5. EMERGENCY PLANNING .....</b>	<b>20</b>
AWARENESS ABOUT THE EMERGENCY PLANNING UNIT .....	20
AWARENESS THAT LOCAL AUTHORITIES HAVE EMERGENCY PLANNING UNITS .....	21
THE EMERGENCY PLANNING UNIT WEBSITE.....	22
PREPARE FOR EMERGENCIES LEAFLET .....	23
RISKS FOR HARTLEPOOL .....	24
OVERALL SCORE METHODOLOGY FOR ‘RISKS FOR HARTLEPOOL’ .....	24
AREAS OF RISKS FOR HARTLEPOOL – OVERALL SCORE .....	24
AREAS OF RISKS FOR HARTLEPOOL – INDIVIDUAL ANALYSIS.....	25
<i>Human Disease (N=1080)</i> .....	25
<i>Animal Disease (N=1085)</i> .....	26
<i>Flooding (N=1094)</i> .....	26
<i>Nuclear Pollution / Accident (N=1146)</i> .....	26
<i>Terrorist Attack (N=1094)</i> .....	27
<i>Chemical Pollution / Accident (N=1146)</i> .....	27
BEING KEPT INFORMED ABOUT EMERGENCIES .....	28

<b>6. CONTACTING THE COUNCIL .....</b>	<b>29</b>
CONTACTING THE COUNCIL.....	29
HOW RESPONDENTS CONTACTED THE COUNCIL .....	30
WHY RESPONDENTS CONTACTED THE COUNCIL .....	30
EXTENDED OPENING HOURS TO CONTACT THE COUNCIL.....	31
<i>Between 8am – 8.30am (N=926).....</i>	<i>32</i>
<i>Between 4.30pm/5pm until 6pm (N=943) .....</i>	<i>32</i>
<i>Saturday Mornings (9am-12pm) (N=898).....</i>	<i>32</i>
EXTENDED OPENING HOURS SERVICES .....	33
ON-LINE SERVICES .....	33
 <b>APPENDIX 1: BACKGROUND INFORMATION ON RESPONDENTS .....</b>	 <b>35</b>
<b>APPENDIX 2: CATEGORY DEFINITIONS .....</b>	<b>38</b>
<b>APPENDIX 3: FULL RESULTS .....</b>	<b>39</b>

# 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 February 2008.

## 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:
    - Tall Ships Races 2010;
    - Neighbourhood Consultative Forums;
    - Emergency Planning;
    - Contacting the Council.

## 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. When the Best Value Performance Indicator (BVPI) survey was carried out 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 Viewpoint 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 February 2008, 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 1180 individuals.

### **Response Rates**

- 2.8 A response rate of 69.4 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 1156 with a total of 802 questionnaires being returned.

**Table 2.1      Response Rates**

	<b>Number of Cases</b>
Total Sample	1180
Unsuitable/Ineligible Cases	24
Total Possible Sample	1156
<b>Completed Questionnaires</b>	<b>802</b>
No Response	354
<b>Response Rate</b>	<b>69.4%</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 802 questionnaires were returned, the weighted data will show a response value up to 1200 participants.
- 2.11 For some questions, respondents who did not reply to certain questions, or answered “Don’t know” were excluded from the analysis reported upon here.

### 3. Tall Ships Races 2010

#### KEY FINDINGS

- The majority of Viewpoint members had heard of the Tall Ships Race prior to receiving the latest Viewpoint survey, and were aware that Hartlepool would be part of this event in 2010.
- Over three quarters of respondents were either very or fairly interested in the Tall Ships Race.
- Nine out of ten Viewpoint members said they think they would attend this event in 2010. When asked why members think they would not attend this event over half said they are not interested in this type of event, and a third said they do not like crowds.
- Over three quarters of members with friends or relatives from outside the town thought they would travel to Hartlepool to attend this event.
- Three quarters of Viewpoint members would like more information about entertainment & attractions.
- Nine out of ten Viewpoint members thought that 'this event will be good for local businesses'.

- 3.1 Viewpoint members were told how the Tall Ships Races are held every summer and in 2010 Hartlepool will host the final leg of the Tall Ships Race. Hartlepool Borough Council wanted to find out if Viewpoint members were aware this event was taking place in Hartlepool and what they think about it.

#### Knowledge About The Tall Ships Races

- 3.2 First of all, Viewpoint members were asked to tell us if they had heard of the Tall Ships Race prior to receiving this Viewpoint survey, and reassuringly the majority (98%) of respondents told us they had heard about the Tall Ships Race.
- 3.3 Out of the respondents who told us they had heard of the Tall Ships Race, ninety-six per cent said they were aware that Hartlepool would be part of this event in 2010. See Table 3.1 for more information.

**Table 3.1 Knowledge About The Tall Ships Races**

	Yes %	No %	(No.)
Before receiving this survey, had you heard of the Tall Ships Race?	98	2	(1188)
Did you know that Hartlepool would be part of this event in 2010?	96	4	(1154)

### Interest In The Tall Ships Races 2010

- 3.4 We asked Viewpoint members to tell us how interested they are in the Tall Ships Race, and over three quarters (77%) told us they are either very or fairly interested. See Table 3.2 for more information.

**Table 3.2 How interested are you in the Tall Ships Race?**

	<b>%</b>	<b>(No.)</b>
Very interested	34	(399)
Fairly interested	43	(507)
Neither interested nor uninterested	14	(163)
Fairly uninterested	4	(46)
Not interested at all	6	(65)
<b>(N=1180)</b>		

- 3.5 The detailed results show that Viewpoint members aged between seventeen and twenty-four were less likely to say they are very or fairly interested in this event (53%, compared to between 71% - 85% for respondents from other age groups).

### Attending the Tall Ships Races 2010

- 3.6 Viewpoint members were told how the Tall Ships Race will be taking place in Hartlepool on 7<sup>th</sup> to 10<sup>th</sup> August 2010. We asked Viewpoint members to tell us if they think they are likely to attend this event. Overall, the majority (72%) of Viewpoint members think that they would attend this event in 2010, and seventeen per cent did not know if they would attend this event. See Table 3.3 for more information.

**Table 3.3 Do you think you are likely to attend this event?**

	<b>%</b>	<b>(No.)</b>
Yes	72	(863)
No	10	(122)
Don't know	17	(206)
No answer	1	(9)
<b>(N=1200)</b>		

- 3.7 The detailed results show that members who are working were more likely to think they would attend this event in 2010 (81%) than respondents who are not working (60%) (see Appendix 2 for definition of 'working' and 'not working' categories). Also, Viewpoint members with a disability were less likely to think they would attend this event (56%) than respondents without a disability (75%).

### Why People Would Not Want To Attend the Tall Ships Races 2010

- 3.8 The 122 Viewpoint members who did not think they would attend the Tall Ships Race in Hartlepool in August 2010 were asked to tell us why this is. Over half (53%) said they are not interested in this type of event and a third (34%) said they do not like crowds. See Table 3.4 for more information.

**Table 3.4 If no, why do you think you would not want to attend the Tall Ships event?**

	%	(No.)
Not interested in this type of event	53	(64)
Don't like crowds	34	(42)
It will cost me too much	19	(23)
It will be difficult to get to	18	(22)
Old age / poor health (suggested in the 'Other' category)	7	(8)
I am likely to be on my holidays	4	(5)
Don't know	4	(5)
Other	3	(4)
<b>(N=122)</b>		

### Friends & Relatives Attending the Tall Ships Races 2010

- 3.9 Viewpoint members were asked to tell us if they think their friends or relatives from outside the town would travel to Hartlepool to attend the Tall Ships Race. Sixty per cent of members with friends or relatives from outside the town thought they would travel to Hartlepool to attend the Tall Ships Races in 2010. See Table 3.5 for more information.

**Table 3.5 Do you think your friends/relatives from outside the town would travel to Hartlepool to attend the Tall Ships Races?**

	%	(No.)
Yes	60	(724)
No	18	(218)
Don't know / does not apply to me	20	(237)
No answer	2	(21)
<b>(N=1200)</b>		

- 3.10 The detailed results show that respondents who are working were more likely to think their friends and relatives from outside the town would travel to Hartlepool to attend this event (66%) than Viewpoint members who are not working (54%).

### Information About the Tall Ships Races 2010

- 3.11 Viewpoint members were asked to tell us what information they would like to see about the Tall Ships Race. Three quarters (76%) said they would like to have more information about entertainment and attractions. Viewpoint members also said they would like to see information about where people will park (59%) and where ships will be berthed (56%). Also, over half (52%) said they would like to know how much this event will cost the Council. See Table 3.6 for more information.

**Table 3.6 What information would you like to see about the Tall Ships Race?**

	%	(No.)
More information about entertainment & attractions	76	(911)
Where people will park	59	(710)
Where the ships will be berthed	56	(675)
How much this event will cost the Council	52	(623)
Information on how the town will accommodate so many visitors	42	(509)
How businesses will benefit from the event	36	(435)
How to get involved in the event	16	(195)
Don't know	4	(45)
No answer	2	(21)
Other	1	(16)
Better toilets (suggested in the 'Other' category)	1	(6)
<b>(N=1200)</b>		

- 3.12 Viewpoint members who are working were more likely to say they would like to see more information about entertainment and attractions (84%) than respondents who are not working (66%).

### Statements About the Tall Ships Races 2010

- 3.13 Viewpoint members were presented with a list of statements about the Tall Ships event and were asked to tell us how much they agree or disagree with them. Viewpoint members were more likely to think that 'this event will be good for local businesses' (87%) and least likely to think they 'don't know enough about the Tall Ships event' (27%). Overall, a majority of local people seem to view the Tall Ships event positively, seeing it as something that will be good for local businesses and benefit the town. However, there are some concerns about the levels of traffic that the event will generate.

The Tall Ships event will benefit the town (N=1153)

- 3.14 Overall, eight out of ten (82%) Viewpoint members thought that ‘the Tall Ships event will benefit the town’ and four per cent thought that this event would not benefit the town.

• Strongly agree	-	58 per cent	(665 respondents)
• Agree	-	25 per cent	(283 respondents)
• Neither agree nor disagree	-	14 per cent	(163 respondents)
• Disagree	-	3 per cent	(35 respondents)
• Strongly disagree	-	1 per cent	(7 respondents)

- 3.15 Viewpoint members who are working were more likely to think that the Tall Ships event would benefit the town (89%) than respondents who are not working (73%). However, Viewpoint members with a disability were less likely to think this (66%) than respondents without a disability (85%).

This event will be important in attracting investors and developers to Hartlepool (N=1120)

- 3.16 Three quarters (75%) of Viewpoint members thought that ‘this event will be important in attracting investors and developers to Hartlepool’ and eight per cent did not think this.

• Strongly agree	-	47 per cent	(530 respondents)
• Agree	-	27 per cent	(306 respondents)
• Neither agree nor disagree	-	17 per cent	(193 respondents)
• Disagree	-	7 per cent	(81 respondents)
• Strongly disagree	-	1 per cent	(9 respondents)

- 3.17 The detailed results show that younger Viewpoint members are more likely to think this event will be important in attracting investors and developers to Hartlepool than older Viewpoint members (86% for respondents aged between 17-24 compared to 61% for respondents aged 65 years and over). However, Viewpoint members with a disability were less likely to think this (59%) than respondents without a disability (77%).

Tall Ships will put Hartlepool on the map (N=1162)

- 3.18 Eight out of ten (80%) Viewpoint members thought that ‘Tall Ships will put Hartlepool on the map’.

• Strongly agree	-	50 per cent	(586 respondents)
• Agree	-	30 per cent	(353 respondents)
• Neither agree nor disagree	-	13 per cent	(156 respondents)
• Disagree	-	5 per cent	(59 respondents)
• Strongly disagree	-	1 per cent	(8 respondents)

- 3.19 Again, respondents with a disability were less likely to agree or strongly agree with this statement (70%) than respondents without a disability (80%).

This event will be good for local businesses (N=1134)

- 3.20 Nearly nine out of ten (87%) Viewpoint members thought that ‘this event will be good for local businesses.

• Strongly agree	-	55 per cent	(625 respondents)
• Agree	-	32 per cent	(360 respondents)
• Neither agree nor disagree	-	11 per cent	(125 respondents)
• Disagree	-	2 per cent	(22 respondents)
• Strongly disagree	-	#	(#)

# = Less than 0.5%

- 3.21 Respondents with a disability were less likely to agree or strongly agree with this statement (79%) than respondents without a disability (89%).

I am concerned about the level of traffic that Tall Ships will attract (N=1125)

- 3.22 Six out of ten (57%) Viewpoint members said they are ‘concerned about the level of traffic that Tall Ships will attract’.

• Strongly agree	-	38 per cent	(431 respondents)
• Agree	-	19 per cent	(212 respondents)
• Neither agree nor disagree	-	29 per cent	(325 respondents)
• Disagree	-	12 per cent	(138 respondents)
• Strongly disagree	-	2 per cent	(18 respondents)

- 3.23 Older Viewpoint members were more concerned about the level of traffic this event will attract than younger members (70% for respondents aged 65 years and over, compared to 46% for respondents aged between 17 – 24), as were members with a disability (68%, compared to 56% for members without a disability).

I don’t know enough about the Tall Ships event (N=995)

- 3.24 The majority (41%) of respondents neither agreed nor disagreed with this statement, a third (32%) agreed or strongly agreed, and a similar number (27%) disagreed or strongly disagreed with this statement.

• Strongly agree	-	10 per cent	(102 respondents)
• Agree	-	22 per cent	(217 respondents)
• Neither agree nor disagree	-	41 per cent	(411 respondents)
• Disagree	-	21 per cent	(213 respondents)
• Strongly disagree	-	5 per cent	(51 respondents)

- 3.25 Respondents from the South area of Hartlepool were more likely to tell us they don't know enough about the Tall Ships event (37%, compared to 31% for Central and 29% for North areas of Hartlepool) as were respondents with a disability (43%, compared to 31% for respondents without a disability).

### **Other Thoughts And Comments About the Tall Ships Races 2010**

- 3.26 Members were asked if they had any other thoughts or comments about the Tall Ships event. Forty-eight comments were received about ensuring the event is beneficial to Hartlepool and forty comments wanted to voice their concern over how much this event will cost, or cost the tax payer. See Table 3.7 for full results.

**Table 3.7 Do you have any other thoughts or comments you would like to tell us about the Tall Ships Race?**

	<b>Number of Comments</b>
Ensure that it is of benefit to Hartlepool	48
Worried about how much it will cost / cost to tax payer	40
Looking forward to it / will visit	28
Provide enough public toilets	24
Hartlepool is not equipped for event of this size	21
Improve public transport	17
Provide enough car parking	17
Lack of accommodation for visitors	16
Ensure no traffic problems	16
A waste of money	9
Ensure good advertising / more information	7
Clean up Hartlepool	5
Other	60
<b>(N=308)</b>	



#### 4. NEIGHBOURHOOD CONSULTATIVE FORUMS

##### KEY FINDINGS

- Six per cent of Viewpoint members have attended a Neighbourhood Consultative Forum in the last year.
- The main reason given for not attending a Neighbourhood Consultative Forum meeting is that Viewpoint members do not know when and where the meetings are held.
- Viewpoint members said they would be encouraged to attend these meetings if there was more information about them.
- Only fifteen per cent of Viewpoint members remember seeing any information about Neighbourhood Consultative Forums in the last year.
- The majority of Viewpoint members would like to find out about Neighbourhood Consultative Forums through local newspapers or Council magazines.
- When asked what information Viewpoint members would like to know about each Neighbourhood Consultative Forum, the majority said they would like to know what topics will be discussed at each meeting.

- 4.1 We reminded Viewpoint members that we asked some questions about Neighbourhood Consultative Forums in 2007 (Viewpoint 21). In 2007 we found out that two thirds of Viewpoint members had not heard about Neighbourhood Consultative Forums before, and only four per cent had attended one of these meetings in the previous year. We wanted to find out why people do not attend Neighbourhood Consultative Forums and what Viewpoint members think would encourage more people to attend.

##### Attending Neighbourhood Consultative Forums

- 4.2 Viewpoint members were asked if they had attended a Neighbourhood Consultative Forum in the last year. In 2008, only six per cent of Viewpoint members said they had attended a Neighbourhood Consultative Forum in the last year (compared to 4% in 2007). See Table 4.1 for more information.

**Table 4.1 Have you attended a Neighbourhood Consultative Forum in the last year?**

	2008 %	2007 %
Yes	6	4
No	94	96
	(N=1176)	(N=1164)

### Why People Do Not Attend Neighbourhood Consultative Forums

- 4.3 The Viewpoint members who told us they had not attended a Neighbourhood Consultative Forum meeting in the past year were asked to tell us why this is. Viewpoint members were most likely to say they had not attended a Neighbourhood Consultative Forum meeting in the past year because they do not know when and where the meeting is on (46%). A third (32%) said they do not know what is being covered at each meeting, and a similar number (31%) said they did not know these meetings took place. See Table 4.2 for more information.

**Table 4.2 If you have not attended a Neighbourhood Consultative Meeting in the last year, why is this?**

	%	(No.)
Do not know when and where the meeting is on	46	(503)
I do not know what is being covered at each meeting	32	(352)
Did not know these meetings took place	31	(340)
Too busy / do not have time	25	(278)
I'm at work / school when the meeting is on	22	(242)
Not interested in attending	15	(161)
To old / poor health (suggested in the 'other' category)	2	(25)
Other	1	(14)
No answer	1	(14)
<b>(N=1106)</b>		

- 4.4 The detailed results show that respondents with children were more likely to say they are too busy or do not have the time to attend Neighbourhood Consultative Forum meetings (37%, compared to 18% for respondents without children) (see Appendix 2 for definition of 'respondents with children'). Also, respondents who are working were more likely to say they were too busy or do not have time (30%) than respondents who are not working (19%) (see Appendix 2 for definition of 'working' and 'not working' categories).

### Encouraging People To Attend Neighbourhood Consultative Forums

- 4.5 Viewpoint members were asked to tell us what they think would encourage more people to attend Neighbourhood Consultative Forums. Two thirds (64%) of Viewpoint members thought that more information about these meetings would help to encourage people to attend, and six out of ten (57%) thought that more information about what would be covered at each meeting would help. See Table 4.3 for more information.

**Table 4.3 What do you think would encourage more people to attend Neighbourhood Consultative forums?**

	<b>%</b>	<b>(No.)</b>
More information about these meetings	64	(762)
More information about what will be covered at each meeting	57	(689)
Hold meetings at weekends or evenings	38	(454)
If they cover issues that affected me	37	(447)
I don't think anything could encourage people to attend	9	(106)
No answer	5	(63)
Other	2	(18)
<b>(N=1200)</b>		

- 4.6 Viewpoint members who are working were more likely to think we should hold meetings on evenings and weekends to encourage people to attend (49%, compared to 24% for respondents who are not working).

#### **Discussion Topics At Neighbourhood Consultative Forums**

- 4.7 Viewpoint members were asked to tell us what sorts of things they would like to see discussed at Neighbourhood Consultative Forum meetings. In total, 447 comments were received. Overall, respondents were more likely to think any local issues (114 comments) and anti-social behaviour (71 comments) should be discussed at these meetings. See Table 4.4 for more information.

**Table 4.4 What sort of things would you like to see discussed at these meetings?**

	<b>Number of Comments</b>
Anything / any local issues	114
Anti-social behaviour	71
Crime / policing	49
Cleaning up the area	40
Local car parking	36
Facilities for children	25
Condition of the roads	10
Regeneration of the areas	10
Volume of traffic	8
Council spending	7
Street lighting	6
Other	71
<b>(N=447)</b>	

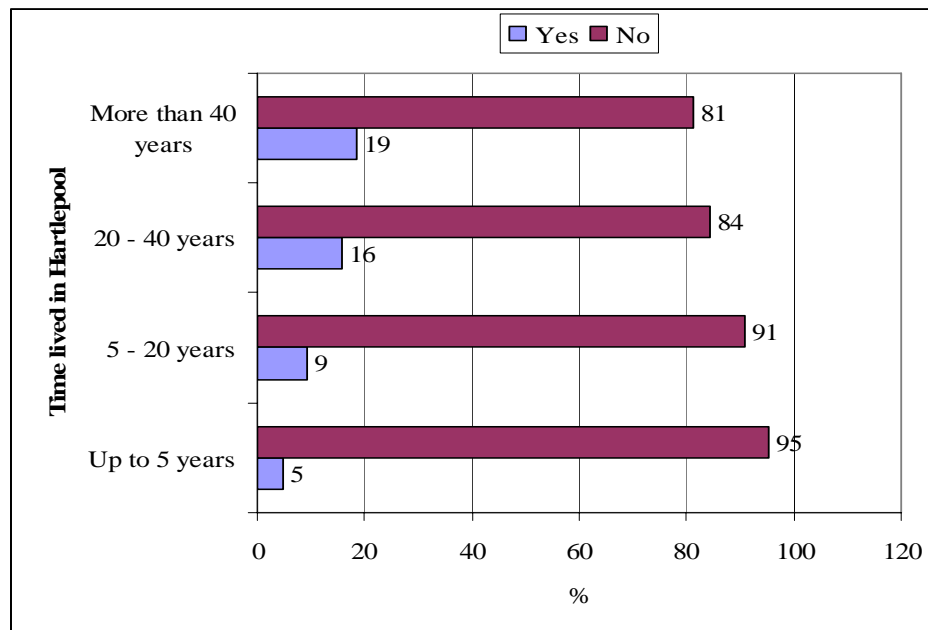
### Seeing Information About Neighbourhood Consultative Forums

- 4.8 Viewpoint members were asked to tell us if they remember seeing any information about Neighbourhood Consultative Forums in the last 12 months, and fifteen per cent of Viewpoint members said yes, they do remember seeing some information about Neighbourhood Consultative Forums in the past 12 months.

- Yes - 15 per cent (166 respondents)
- No - 85 per cent (920 respondents)

- 4.9 The longer Viewpoint members have lived in Hartlepool, the more likely they are to say they have seen information about Neighbourhood Consultative Forums. This might suggest that Hartlepool residents become accustomed to where certain events are advertised, and a need to reach out to new Hartlepool residents. See Chart 4.1 for more information.

**Chart 4.1 Do you remember seeing any information about Neighbourhood Consultative Forums in the last 12 months? [by Time Lived in Hartlepool]**



- 4.10 If Viewpoint members had seen information about Neighbourhood Consultative Forums in the past twelve months, they were asked to tell us where they had seen this information. Viewpoint members were most likely to say they have seen information about Neighbourhood Consultative Forums in the past twelve months in the Hartlepool Mail or other local papers (55 comments). Thirty-three respondents said they had received leaflets through the door. See Table 4.5 for more information.

**Table 4.5      What sort of things would you like to see discussed at these meetings?**

	<b>Number of Comments</b>
Hartlepool Mail / local paper	55
Leaflets through the door	33
Hartbeat / Council magazine	18
At Council offices	12
Council / website	10
Through Viewpoint	6
Intranet	3
Other	21
<b>(N=166)</b>	

**Future Information About Neighbourhood Consultative Forums**

- 4.11 Viewpoint members were then asked to tell us how they would like to find out about Neighbourhood Consultative Forums in the future, and the vast majority (71%) said they would like to find out about this forum through local newspapers and Council magazines. See Table 4.6 for more information.

**Table 4.6      How would you like to find out about your local Neighbourhood Consultative Forum meetings?**

	<b>%</b>	<b>(No.)</b>
Information in local newspapers / Council magazines	71	(857)
Leaflets / posters left at Council buildings and libraries	30	(365)
Through email	22	(269)
Council website	14	(167)
Through my Ward Councillor	13	(149)
Your Town, Your Say (e-consultation system)	10	(121)
No answer	6	(77)
Leaflets through the door (suggested in the 'other' category)	3	(34)
Other	1	(10)
<b>(N=1200)</b>		

- 4.12 Respondents who are working were more likely suggest electronic methods such as Your Town, Your Say (12%, compared to 8% for respondents not working), the Councils website (18% and 9% respectively), or email (29% and 14% respectively) to find out about Neighbourhood Consultative Forums. Respondents who are not working were more likely to want to find out this information in local newspapers / Council magazines (75% and 69% respectively).

- 4.13 Finally, Viewpoint members were asked to tell us what information they think people would like to know about each Neighbourhood Consultative Forum meeting. Viewpoint members told us they would want to know what topics will be discussed at each meeting (86%), when the meeting is going to be held (79%), and where the meeting will be held (77%). See Table 4.7 for more information.

**Table 4.7      And what information do you think people would like to know about each Neighbourhood Consultative Forum meeting?**

	<b>%</b>	<b>(No.)</b>
What topics will be discussed at each meeting	86	(1032)
When the meeting is going to be held	79	(949)
Where the meeting will be held	77	(927)
What has happened as a result of past meetings	60	(723)
Which Councillors and Council staff will be attending	45	(534)
Who to contact for more information about this meeting	41	(492)
No answer	7	(80)
Other	1	(8)
<b>(N=1200)</b>		

- 4.14 Viewpoint members who are working were more likely to say they would like to know what topics will be discussed at each meeting (91%, compared to 80% for members who are not working), when the meeting will be held (86% and 71% respectively), where the meeting will be held (83% and 70% respectively) and finally, what has happened as a result of past meetings (64% and 55% respectively).

## 5. EMERGENCY PLANNING

### KEY FINDINGS

- Four out of ten Viewpoint members have heard of the Emergency Planning Unit, and a similar number were aware that all Local Authorities have Emergency Planning Units.
- Only two per cent of Viewpoint members have visited the Cleveland Emergency Planning Unit website and twelve per cent told us they did not know the site existed.
- The vast majority of Viewpoint members thought it was a good idea to circulate a Prepare for Emergencies leaflet, and two thirds think this leaflet should be circulated every year.
- The two areas of risk for Hartlepool that members feel are more of a high risk are 'Chemical Pollution / Accident' and 'Nuclear Pollution / Accident'.
- Viewpoint members were most likely to say that if there was an emergency which affected their area they would expect to be kept informed through the television or radio.

5.1 Viewpoint members were given a brief explanation of how the Cleveland Emergency Planning Unit provides an emergency planning service to the four local authorities in the former Cleveland area. They were also told that the role of this unit is to ensure local authorities are prepared to respond to emergencies and to support the emergency services community. Viewpoint members were asked some questions about the Emergency Planning Unit to find out if they are aware of the unit and to see what they think are the main hazards and risks for Hartlepool.

5.2 In 2006 (Viewpoint 19) Viewpoint members were asked some questions on behalf of the Emergency Planning Unit. The first three questions in this section have been repeated from 2006 and therefore comparisons will be drawn between the two sets of results. Over the past two years, the Emergency Planning Unit has been working hard to raise awareness about the Unit, and these comparisons will provide an indication of whether residents are more aware of the unit as a result of this work.

### Awareness About The Emergency Planning Unit

5.3 Viewpoint members were asked to tell us if they had heard of the Emergency Planning Unit before receiving the Viewpoint survey. This question was repeated from 2006. In 2008 four out of ten (43%) members said they had heard of the Emergency Planning Unit. This is an increase from a third (32%) in 2006. See Table 5.1 for more information.



**Table 5.1 Before receiving this survey, had you heard of the Emergency Planning Unit?**

	2008 %	2006 %
Yes	43	32
No	57	68
	(N=1162)	(N=1154)

- 5.4 The detailed results show that Viewpoint members living in the North area of Hartlepool were less likely to say they had heard of the Emergency Planning Unit (32%) than respondents living in South (48%) or Central (49%) areas of Hartlepool. Also, women were less likely to say they had heard of the Emergency Planning Unit than men (36% & 51% respectively). Respondents who are working were more likely to say they had heard of the Emergency Planning Unit (52%) than respondents who are not working (32%) (see Appendix 2 for definition of 'working' and 'not working' categories).

#### **Awareness That Local Authorities Have Emergency Planning Units**

- 5.5 Participants were then asked if they were aware that local authorities have Emergency Planning Units and that they produce this type of information. Again, this question was repeated from 2006. In 2008, four out of five (44%) Viewpoint members told us they were aware that local authorities have Emergency Planning Units which produce this type of information. This is an increase from a third (34%) in 2006. See Table 5.2 for more information.

**Table 5.2 Were you aware that Local Authorities have Emergency Planning Units?**

	2008 %	2006 %
Yes	44	34
No	56	66
	(N=1142)	(N=1151)

- 5.6 The detailed results show that respondents from the North area of Hartlepool were less likely to say they were aware that Local Authorities have Emergency Planning Units (35%) than respondents from Central (47%) or South (52%) areas of Hartlepool. Again, men were more likely to say they were aware that Local Authorities have Emergency Planning Units (54%) than women (36%). Finally, Viewpoint members who are working were more likely to say they were aware that Local Authorities have Emergency Planning Units (52%) than respondents who are not working (35%).

### The Emergency Planning Unit Website

- 5.7 Next, Viewpoint members were asked to tell us if they have ever visited the Cleveland Emergency Planning Unit Website ([www.clevelandemergencyplanning.info](http://www.clevelandemergencyplanning.info)). In 2008 twelve per cent of Viewpoint members told us that they did not know the website existed and only two per cent of Viewpoint members told us they had visited the Cleveland Emergency Planning Unit website. Results are largely similar to those obtained in 2006. See Table 5.3 for more information.

**Table 5.3 Have you ever visited the Cleveland Emergency Planning Unit website - [www.clevelandemergencyplanning.info](http://www.clevelandemergencyplanning.info)?**

	2008 %	2006 %
Yes	2	1
No	84	83
Don't know	1	#
Did not know it existed	12	15
No answer	1	2
	(N=1200)	(N=1200)

# = Less than 0.5%

- 5.8 Viewpoint members with children were more likely to say they did not know the website existed (15%) than respondents without children (9%) (see Appendix 2 for definition of 'respondents with children').
- 5.9 In total, twenty-six participants said they had visited the Cleveland Emergency Planning Unit website, and we asked them to tell us what they thought of the website. The majority of respondents (14 comments) thought that the site was ok or good. See Table 5.4 for more information.

**Table 5.4 If yes, what did you think of it?**

	Number of Comments
It was ok / good	14
Difficult to navigate	3
Other	3
No answer	6
	(N=26)

### Prepare For Emergencies Leaflet

- 5.10 In March 2006 and in January 2008, the Cleveland Emergency Planning Unit delivered a 'Prepare for Emergencies' leaflet to every home in Cleveland. This leaflet provided information about what to do in the event of a serious emergency.
- 5.11 Viewpoint members were asked to tell us if they think it is a good idea to produce this type of leaflet and the vast majority (95%) said yes, they thought it was a good idea to produce this type of leaflet.
- Yes - 95 per cent (1043 respondents)
  - No - 5 per cent (61 respondents)
- 5.12 Next, Viewpoint members were asked to tell us how often they think this type of leaflet should be circulated. Two thirds (65%) of Viewpoint members thought the Prepare for Emergencies leaflet should be circulated every year. See Table 5.5 for more information.

**Table 5.5 And what information do you think people would like to know about each Neighbourhood Consultative Forum meeting?**

	%	(No.)
Every year	65	(702)
Every two years	21	(231)
Every three years	8	(91)
It should not be circulated again	6	(61)
<b>(N=1085)</b>		

- 5.13 The detailed results show that Viewpoint members who are not working were more likely to think that the leaflet should be circulated every year (73%) than Viewpoint members who are working (58%). Also, Viewpoint members with a disability were more likely to think this leaflet should be circulated every year (72%) than members without a disability (64%).
- 5.14 Viewpoint members were then asked to tell us what type of information they would like to see included in the leaflet, and in total 283 comments were made. The majority of respondents (81 comments) said they would like to see contact numbers included in the leaflet. See Table 5.6 for more information.

**Table 5.6      What type of information would you like to see included in the leaflet?**

	<b>Number of Comments</b>
Contact numbers	81
Any relevant information	70
Current leaflet is good	63
Nuclear emergency procedures	15
Gas leak / chemical emergency procedures	14
First aid information	9
Other	31
	<b>(N=283)</b>

**Risks For Hartlepool**

- 5.15 Viewpoint members were presented with a list of potential areas of risk for Hartlepool and were asked to tell us what they thought was a high, medium, or low risk for Hartlepool.
- 5.16 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 'high' or 'low' risks is that the final figure takes into consideration all the responses, including those received for 'medium' risks.

**Overall Score Methodology For 'Risks For Hartlepool'**

- 5.17 First of all, an average score was calculated for each priority where a 'high risk' was given a weighting of 3, a 'medium risk' was given a weighting of 2, and a 'low risk' was given a weighting of 1.
- 5.18 This average score was then expressed as a percentage of the maximum average score that could be obtained. Therefore, if everyone thought a certain area of risk was a high risk for Hartlepool, this risk would have a score of 100% and if everyone thought a area of risk was a low risk for Hartlepool, it would have a score of 0%.

**Areas of Risks For Hartlepool – Overall Score**

- 5.19 The two areas of risk for Hartlepool that Viewpoint members feel are more of a high risk are 'Chemical Pollution / Accident' (overall score: 74%) and 'Nuclear Pollution / Accident' (overall score: 72%).

- 5.20 The two areas of risk for Hartlepool that Viewpoint members feel are more of a medium risk are ‘Terrorist Attack’ (overall score: 44%) and ‘Human Disease’ (overall score: 41%).
- 5.21 Finally, the two areas of risk for Hartlepool that Viewpoint members feel are more of a low risk are ‘Flooding’ (overall score: 29%) and ‘Animal Disease’ (overall score: 19%). See Table 5.7 for full results

**Table 5.7** Listed below are a number of areas of risk. We would like to know which of these you feel are high risks for Hartlepool and which you think are low risks. OVERALL SCORE RESULTS

	Overall Score %
Chemical Pollution / Accident	74
Nuclear Pollution / Accident	72
Terrorist Attack	44
Human Disease	41
Flooding	29
Animal Disease	19

### Areas of Risks For Hartlepool – Individual Analysis

- 5.22 The discussion above looked at the overall score calculated for each of the six potential areas of risk for Hartlepool. What will follow will be a discussion of each of the six areas of risk for Hartlepool in detail.
- 5.23 Overall, as with the ‘overall score’ calculations, the two areas of risk for Hartlepool that Viewpoint members felt are a high risk are ‘Chemical Pollution / Accident’ (58%) and ‘Nuclear Pollution / Accident’ (58%) and the two risks that members thought were a low risk for Hartlepool are Animal Disease (69%) and Flooding (54%). See Table 5.8 (page 27) for more information.

#### Human Disease (N=1080)

- 5.24 The majority (46%) of Viewpoint members thought that ‘Human Disease’ was a medium risk for Hartlepool. Over a third (37%) thought that this was a low risk.
- High risk - 18 per cent (189 respondents)
  - Medium risk - 46 per cent (496 respondents)
  - Low risk - 37 per cent (395 respondents)

- 5.25 The detailed results show that respondents from the South area of Hartlepool were less likely to think 'Human Disease' was a high risk for Hartlepool (12%) than respondents from North (18%) or Central (21%) areas of Hartlepool.

Animal Disease (N=1085)

- 5.26 The majority (69%) of respondents thought that 'Animal Disease' was a low risk for Hartlepool and a quarter (24%) thought that this was a medium risk.

- High risk - 7 per cent (76 respondents)
- Medium risk - 24 per cent (255 respondents)
- Low risk - 69 per cent (753 respondents)

- 5.27 The detailed results show that respondents with a disability were less likely to think this area of risk was a low risk for Hartlepool (61%) than respondents without a disability (71%).

Flooding (N=1094)

- 5.28 Over half (54%) of Viewpoint members thought that 'Flooding' was a low risk for Hartlepool, and a third (34%) thought that this was a medium risk.

- High risk - 12 per cent (136 respondents)
- Medium risk - 34 per cent (368 respondents)
- Low risk - 54 per cent (590 respondents)

- 5.29 Respondents from the North area of Hartlepool were more likely to think flooding was a high risk for Hartlepool (15%) than respondents from Central (12%) or South (10%) areas of Hartlepool.

Nuclear Pollution / Accident (N=1146)

- 5.30 Nearly six out of ten (58%) Viewpoint members thought that 'Nuclear Pollution / Accidents' was a high risk for Hartlepool and a quarter (26%) thought it was a medium risk.

- High risk - 58 per cent (664 respondents)
- Medium risk - 26 per cent (296 respondents)
- Low risk - 16 per cent (186 respondents)

- 5.31 Respondents from the South area of Hartlepool were more likely to think that this area of risk is a high risk for Hartlepool (63%) than respondents from North (57%) or Central (54%) areas of Hartlepool. Also, women were more likely to think this is a high risk than men (68% & 47% respectfully).

Terrorist Attack (N=1094)

- 5.32 Four out of ten (41%) Viewpoint members thought that ‘Terrorist Attacks’ was a low risk for Hartlepool. Three out of ten (31%) thought it was a medium risk and a similar number (29%) thought it was a high risk for Hartlepool.

- High risk - 29 per cent (312 respondents)
- Medium risk - 31 per cent (337 respondents)
- Low risk - 41 per cent (445 respondents)

Chemical Pollution / Accident (N=1146)

- 5.33 Nearly six out of ten (58%) Viewpoint members thought that ‘Chemical Pollution / Accidents’ was a high risk for Hartlepool and three out of ten (31%) thought it was a medium risk.

- High risk - 58 per cent (662 respondents)
- Medium risk - 31 per cent (354 respondents)
- Low risk - 11 per cent (129 respondents)

- 5.34 The detailed results show that respondents from the South area of Hartlepool were more likely to think that this area of risk is a high risk for Hartlepool (63%) than respondents from North (56%) or Central (55%) areas of Hartlepool. Also, women were more likely than men to think that this area of risk was a high risk for Hartlepool (65% & 51% respectfully).

**Table 5.8** Listed below are a number of areas of risk. We would like to know which of these you feel are high risks for Hartlepool and which you think are low risks. INDIVIDUAL SCORE RESULTS

	High risk %	Medium risk %	Low risk %
Chemical Pollution / Accident	58	31	11
Nuclear Pollution / Accident	58	26	16
Terrorist Attack	29	31	41
Human Disease	18	46	37
Flooding	12	34	54
Animal Disease	7	24	69

### Being Kept Informed About Emergencies

- 5.35 Viewpoint members were asked to tell us how they would expect to be kept informed if there was an emergency which affects their area. The majority of Viewpoint members said they would expect to be kept informed via television (92%) or radio (85%). See Table 5.9 for more information.

**Table 5.9 If there was an emergency which affects your area, how would you expect to be kept informed?**

	<b>%</b>	<b>(No.)</b>
Television	92	(1099)
Radio	85	(1014)
Newspaper	62	(740)
Hartlepool Borough Council Website	27	(321)
Emergency Planning Website	26	(311)
Loudhailers / tannoy announcements in the streets (suggested in the 'other' category)	4	(48)
Other	3	(26)
No answer	2	(34)
Police (suggested in the 'other' category)	2	(28)
<b>(N=1200)</b>		

- 5.36 Viewpoint members who are working were more likely to say they would like to be kept informed through websites, such as the Emergency Planning Website (33%, compared to 17% for respondents who are not working) or Hartlepool Borough Council's website (32% & 20% respectfully).



## 6. CONTACTING THE COUNCIL

### KEY FINDINGS

- Six out of ten Viewpoint members have contacted the Council in the past twelve months, and two thirds of these members contacted the Council by phone on their most recent contact.
- Six out of ten members contacted the Council to report an issue or problem and three quarters of members thought they would contact the Council in the additional opening hours to report an issue or problem.
- The majority of Viewpoint members said they would use the phone to contact the Council in the additional opening hours (8am – 8.30am: 72%; 4.30pm – 6pm: 71%; and Saturday mornings: 66%).
- Fifteen per cent of Viewpoint members have used the Council's on-line services in the past twelve months, of which eight out of ten said they found this very or fairly easy to use.

- 6.1 We wanted to know if Viewpoint members had contacted the Council about any Council service in the past year, and if so, how and why they contacted the Council. We also wanted to know if people would contact the Council outside the current opening hours and if Viewpoint members had used any of the Council's on-line services.

### Contacting the Council

- 6.2 First of all, Viewpoint members were asked if they had contacted the Council for any reason in the past twelve months, and six out of ten (57%) Viewpoint members told us they had.

- Yes - 57 per cent (669 respondents)
- No - 43 per cent (502 respondents)

- 6.3 The detailed results show that members aged between seventeen and twenty-four were least likely to say they had contacted the Council in the past twelve months than respondents from any other age group (30%, compared to between 55% - 69% for other age groups). Also, Viewpoint members with a disability were more likely to say they had contacted the Council in the past twelve months than respondents without a disability (64% & 56% respectfully).

### How Respondents Contacted the Council

- 6.4 Viewpoint members were then asked to tell us how they contacted the Council on their most recent contact, and two thirds said they contacted the Council by phone. See Table 6.1 for more information.

**Table 6.1      Thinking about your most recent contact, how did you contact us?**

	<b>%</b>	<b>(No.)</b>
Visited Civic Centre	9	(59)
Visited Bryan Hanson House	3	(19)
Visited other Council building	1	(7)
By phone	64	(430)
By e-mail	6	(37)
Through Council's website (on-line services)	2	(10)
Through Councillor	2	(11)
Not contacted / don't use	-	-
Other	1	(4)
By letter	1	(6)
No answer	13	(88)
<b>(N=669)</b>		

- = No Response

- 6.5 The detailed results show that women were more likely to say they used the phone to contact the Council in the past 12 months than men (72% & 55% respectfully).

### Why Respondents Contacted the Council

- 6.6 Viewpoint members were then asked to tell us why they contacted the Council. Six out of ten (60%) members said they contacted the Council to report an issue or problem, and a third (34%) said they wanted to ask for advice or information. See Table 6.2 for more information.

**Table 6.2 Why did you contact us? Was it to...**

	<b>%</b>	<b>(No.)</b>
Report an issue or problem	60	(339)
Ask for advice or information	34	(229)
To pay a bill	13	(87)
Apply to use a service	10	(70)
Other	5	(31)
Don't know / can't remember	#	#
No answer	1	(8)
<b>(N=669)</b>		

# = Less than 0.5%

- 6.7 The detailed results show that respondents with a disability were more likely to contact the Council to ask for advice or information (48%) than respondents without a disability (31%).

### **Extended Opening Hours to Contact the Council**

- 6.8 Viewpoint members were told how currently the Council can be contacted from 8.30am – 5pm Monday to Thursday and 8.30am – 4.30pm on Fridays. The Council is thinking about extending these hours. We wanted to know if people would use the Council services outside of the current opening hours and if so, how they would contact the Council.
- 6.9 Overall, Viewpoint members were more likely to say they would contact the Council for all proposed opening hours by phone. See Table 6.3 for more information.

**Table 6.3 Do you think you would contact the Council by phone or face to face at a Council building at any of the following hours? Please select the main method you would use.**

	<b>By phone %</b>	<b>Face to face %</b>	<b>Will not contact the Council %</b>
Between 8am – 8.30am	72	7	21
Between 4.30pm/5pm until 6pm	71	17	13
Saturday mornings (9am-12pm)	66	19	15

Between 8am – 8.30am (N=926)

- 6.10 Seven out of ten (72%) Viewpoint members said they would contact the Council between 8am and 8.30am by phone, and two out of ten (21%) said they would not contact the Council at this time.

- By phone - 72 per cent (663 respondents)
- Face to face - 7 per cent (67 respondents)
- Will not contact the Council - 21 per cent (195 respondents)

- 6.11 Younger Viewpoint members (aged between 17-24) were more likely to say they would not contact the Council at this time (41%) than respondents from other age groups (between 12%-28%), as were respondents with children (26%, compared to 18% for respondents without children) (see Appendix 2 for definition of 'respondents with children').

Between 4.30pm/5pm until 6pm (N=943)

- 6.12 Seven out of ten (71%) Viewpoint members said they would contact the Council between 4.30pm/5pm – 6pm by phone, and two out of ten (17%) said they would contact the Council at this time face to face.

- By phone - 71 per cent (668 respondents)
- Face to face - 17 per cent (156 respondents)
- Will not contact the Council - 13 per cent (119 respondents)

- 6.13 The detailed results show that women were more likely than men to say they would contact the Council by phone at this time (75% & 66% respectfully) and less likely to say they would contact the Council face to face (13% & 21% respectfully).

Saturday Mornings (9am-12pm) (N=898)

- 6.14 Two thirds (66%) of Viewpoint members said they would contact the Council on Saturday mornings (between 9am-12pm) by phone, and two out of ten (19%) said they would contact the Council at this time face to face.

- By phone - 66 per cent (595 respondents)
- Face to face - 19 per cent (167 respondents)
- Will not contact the Council - 15 per cent (137 respondents)

- 6.15 The detailed results show respondents who are working were more likely to say they would contact the Council face to face (21%) than respondents who are not working (15%).

## Extended Opening Hours Services

- 6.16 Next, Viewpoint members were asked to tell us what kinds of services they think they would use in these extended hours. Three quarters (76%) of Viewpoint members thought they would contact the Council in these extended opening hours to report an issue or problem, and half (53%) said it would be to ask for advice or information. See Table 6.4 for more information.

**Table 6.4      What kind of service do you think you might use in these extended hours? Would it be to...**

	<b>%</b>	<b>(No.)</b>
Report an issue or problem	76	(910)
Ask for advice or information	53	(641)
Apply to use a service	15	(176)
To pay a bill	19	(223)
Don't know	7	(88)
Other	1	(6)
No answer	8	(93)
<b>(N=1200)</b>		

## On-line Services

- 6.17 Viewpoint members were told how the Council has a range of on-line services on their internet site ([www.hartlepool.gov.uk](http://www.hartlepool.gov.uk)), including the ability to report wheelie bins as lost, stolen or damaged, paying Council Tax or parking fines on-line, or reporting a faulty street light or damaged pavements. We wanted to know if Viewpoint members had used these on-line services in the past twelve months.
- 6.18 First of all Viewpoint members were asked to tell us if they had used any on-line service in the last twelve months, and fifteen per cent of Viewpoint members told us they had.
- Yes                      -        15 per cent      (164 respondents)
  - No                        -        85 per cent      (924 respondents)
- 6.19 The detailed results show that men were more likely to say they had used an on-line service in the past twelve months than women (20% & 11% respectfully). Also, Viewpoint members aged between twenty-five and thirty-four were more likely to say they had used on-line services in the past twelve months (28%) than respondents from any other age group (between 5% - 18%). Viewpoint members who are working were also more likely to say they had used an on-line service in the past year (20%) than respondents who are not working (9%).

6.20 In total, 164 members had used an online service in the past twelve months. We asked these Viewpoint members how easy they found the online services to use. Eight out of ten (83%) members thought it was either very or fairly easy to use.

- Very easy - 40 per cent (63 respondents)
- Fairly easy - 43 per cent (70 respondents)
- Neither easy nor difficult - 7 per cent (11 respondents)
- Fairly difficult - 6 per cent (9 respondents)
- Very difficult - 5 per cent (7 respondents)

6.21 The detailed results show that respondents from the South area of Hartlepool were more likely to think that Hartlepool's on-line services were very or fairly easy to use (95%) than respondents from North or Central areas of Hartlepool (78%). However, Viewpoint members with a disability were more likely to think that the on-line services were fairly or very difficult to use (22%) than respondents without a disability (9%).

6.22 Finally, Viewpoint members were asked to tell us which on-line services they have used in the last twelve months. Thirty-eight participants told us they have used the on-line services to make Council Tax payments and twenty-nine participants said they used the on-line services to view planning applications. See Table 6.5 for more information.

**Table 6.5 Finally, could you please use the space below to tell us what on-line services you have used in the last 12 months?**

	<b>Number of Comments</b>
Council tax payments	38
To view planning application	29
Job vacancy search	9
Library services	9
To pay a parking fine	7
School application	7
View refuse collection dates	5
Other	25
	129

## APPENDIX 1: BACKGROUND INFORMATION ON RESPONDENTS

**Table A1 Age of respondent**

	Weighted		Unweighted	
	%	(No.)	%	(No)
17 to 24	11	(134)	6	(45)
25 to 34	16	(197)	9	(73)
35 to 44	20	(238)	19	(156)
45 to 54	18	(211)	21	(168)
55 to 64	14	(165)	19	(152)
65 to 74	12	(148)	16	(131)
75+	9	(107)	9	(75)
No answer	-	-	#	(2)
<b>Total</b>	<b>100</b>	<b>(1200)</b>	<b>100</b>	<b>(802)</b>

# = Less than 0.5%

- = No Response

**Table A2 Sex of respondent**

	Weighted		Unweighted	
	%	(No.)	%	(No)
Female	53	(634)	55	(445)
Male	47	(566)	45	(357)
<b>Total</b>	<b>100</b>	<b>(1200)</b>	<b>100</b>	<b>(802)</b>

**Table A3      Location of respondent**

	Weighted		Unweighted	
	%	(No.)	%	(No)
North	32	(382)	29	(234)
Central	38	(457)	41	(327)
South	30	(361)	30	(241)
<b>Total</b>	<b>100</b>	<b>(1200)</b>	<b>100</b>	<b>(802)</b>

**Table A4      Economic activity of respondent**

	Weighted		Unweighted	
	%	(No.)	%	(No)
Employed full-time	43	(518)	40	(318)
Employed part-time	9	(109)	10	(78)
Self employed	3	(43)	4	(29)
Full-time education	7	(85)	4	(32)
Unemployed	4	(43)	3	(26)
Permanently sick or disabled	4	(47)	5	(38)
Retired	23	(272)	28	(222)
Other (inc. housewife/husband)	7	(82)	7	(59)
<b>Total</b>	<b>100</b>	<b>(1200)</b>	<b>100</b>	<b>(802)</b>

**Table A5      Car ownership of respondent**

	Weighted		Unweighted	
	%	(No.)	%	(No)
No car	20	(235)	17	(137)
One car	56	(674)	58	(463)
Two or more cars	24	(287)	25	(199)
No answer	#	(4)	#	(3)
<b>Total</b>	<b>100</b>	<b>(1200)</b>	<b>100</b>	<b>(802)</b>

# = Less than 0.5%



**Table A6      Disability of respondent**

	<b>Weighted</b>		<b>Unweighted</b>	
	<b>%</b>	<b>(No.)</b>	<b>%</b>	<b>(No)</b>
Yes – disabled	16	(189)	18	(141)
No – not disabled	84	(1005)	82	(656)
No answer	#	(6)	1	(5)
<b>Total</b>	<b>100</b>	<b>(1200)</b>	<b>100</b>	<b>(802)</b>

# = Less than 0.5%

**Table A8      Socio Economic Group of respondent**

	<b>Weighted</b>		<b>Unweighted</b>	
	<b>%</b>	<b>(No.)</b>	<b>%</b>	<b>(No)</b>
AB	23	(274)	23	(187)
C1	29	(343)	28	(222)
C2	24	(292)	25	(199)
DE	18	(211)	18	(147)
Don't Know / No Answer	7	(80)	6	(47)
<b>Total</b>	<b>100</b>	<b>(1200)</b>	<b>100</b>	<b>(802)</b>

## APPENDIX 2: CATEGORY DEFINITIONS

### Social Economic Group Definitions:

<i>Social group</i>		<i>Occupation of Chief wage earner</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

### Working & Not Working Definitions:

Working	Full or part time or self employed
Not working	Full time education, unemployed, sick or disabled, retired or looking after the home

### Respondents with Children Definition:

Respondents with Children	Children under the age of eighteen living in the household
---------------------------	--

## APPENDIX 3: 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:

**Tall Ships Races 2010  
Neighbourhood Consultative Forums  
Emergency Planning  
Contacting the Council**

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 **7th March 2008**

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)

**VP24, 69% response rate, 802 completed questionnaires (results are weighted up to 1200)**

**# = Less than 0.5%; - = No responses; \* excluded from calculations**

## Tall Ships Races 2010

The Tall Ships Races are held every summer and in 2010 Hartlepool will host the final leg of the Tall Ships Race. Up to 120 ships will arrive in Hartlepool between 7<sup>th</sup> and 10<sup>th</sup> August 2010, although some could stay longer as it is the end of the race. Hartlepool Borough Council would like to find out if you were aware this event was taking place in Hartlepool, and what you think about it.

If you would like any further information on this topic please call (01429) 523420 or e-mail [tallships@hartlepool.gov.uk](mailto:tallships@hartlepool.gov.uk).

You can also visit the website: [www.hartlepooltallships2010.com](http://www.hartlepooltallships2010.com)

**1. Before receiving this survey, had you heard of the Tall Ships Race?**

Yes	98%	Go to Q2
No	2%	Go to Q3
Don't know	*	Go to Q3

**2. And, did you know that Hartlepool would be part of this event in 2010? (N = 1154)**

Yes	96%
No	4%
Don't know	*

**3. How interested are you in the Tall Ships Race? (PLEASE TICK ONE BOX ONLY)**

Very interested	34%
Fairly interested	43%
Neither interested nor uninterested	14%
Fairly uninterested	4%
Not interested at all	6%
Don't know/have no opinion	*

**4. The Tall Ships Race will be taking place in Hartlepool on 7<sup>th</sup> to 10<sup>th</sup> August 2010. As well as the ships coming in there will be a programme of entertainment and other attractions. I know it is a long way away but do you think you are likely to attend this event?**

Yes	72%	Go to Q6
No	10%	Go to Q5
Don't know	17%	Go to Q6
No answer	1%	

CEX1257P

# Viewpoint

5. If no, why do you think you would not want to attend the Tall Ships event?  
(PLEASE TICK ALL THAT APPLY) (N = 122)

Not interested in this type of event	53%
Don't like crowds	34%
It will cost me too much	19%
It will be difficult to get to	18%
I am likely to be on my holidays	4%
Don't know	4%
Other (please specify_____)	3%
Old age/poor health	7%

6. Do you think your friends/relatives from outside the town would travel to Hartlepool to attend the Tall Ships Races?

Yes	60%
No	18%
Don't know / does not apply to me	20%
No answer	2%

7. What information would you like to see about the Tall Ships Race?  
(PLEASE TICK ALL THAT APPLY)

More information about entertainment & attractions	76%
Information on how the town will accommodate so many visitors	42%
Where the ships will be berthed	56%
How much this event will cost the Council	52%
How businesses will benefit from the event	36%
Where people will park	59%
* How to get involved in the event	16%
Don't know	4%
Other (please specify_____)	1%
Better toilets	1%
No answer	2%

- \* The race organisers are looking for volunteers to help assist with the Tall Ships Race 2010. If you would be interested in helping with this event, please tick this box. 14%

If you would like to be kept informed about Tall Ships generally, please tick this box. (Please note we will need to pass your details onto the Tall Ships Team within Hartlepool Borough Council. Your details will not be shared outside the Council.) 50%

CEX1257P



8. Please say whether you agree or disagree with the following statements.  
(PLEASE TICK ONE BOX ON EACH LINE)

	Strongly agree	Agree disagree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
	%	%	%	%	%	%
The Tall Ships event will benefit the town	58	25	14	3	1	*
This event will be important in attracting investors and developers to Hartlepool	47	27	17	7	1	*
Tall Ships will put Hartlepool on the map	50	30	13	5	1	*
This event will be good for local businesses	55	32	11	2	#	*
I am concerned about the level of traffic that Tall Ships will attract	38	19	29	12	2	*
I don't know enough about the Tall Ships event	10	22	41	21	5	*

9. Do you have any other thoughts or comments you would like to tell us about the Tall Ships Race? If so, please use the space below to let us know: (No. of comments)

Ensure that it is of benefit to Hartlepool	(48)
Worried about how much it will cost/cost to tax payer	(40)
Looking forward to it/will visit	(28)
Provide enough public toilets	(24)
Hartlepool is not equipped for event of this size	(21)
Improve public transport	(17)
Provide enough car parking	(17)
Lack of accommodation for visitors	(16)
Ensure no traffic problems	(13)
A waste of money	(9)
Ensure good advertising/more information	(7)
Clean up Hartlepool	(5)
Other	(60)

CEX1257P

# Viewpoint

## Neighbourhood Consultative Forums

Last year, we asked you some questions about Neighbourhood Consultative Forums. Neighbourhood Consultative Forums are held every 8 weeks within each of the three neighbourhood areas across the Borough (North, Central and South). They are used to discuss local issues and concerns and to provide information about what is happening in the area. Each Forum has a Councillor as chair and a locally elected Resident Representative as vice chair, who work on behalf of their areas to bring forward issues from their local communities.

In 2007, two thirds of Viewpoint members had not heard about Neighbourhood Consultative Forums before and only four per cent had attended one of these meetings in the previous year. We would now like to find out why you think people do not attend Neighbourhood Consultative Forums and what you think would encourage more people to attend.

If you would like any further information on this topic please contact Karen Oliver on (01642) 523680 or via e-mail [karen.oliver@hartlepool.gov.uk](mailto:karen.oliver@hartlepool.gov.uk)

**10. Have you attended a Neighbourhood Consultative Forum in the last year?**

Yes	6%	Go to Q12
No	94%	Go to Q11
Don't know	*	Go to Q11

**11. As mentioned above, last year only four per cent of Viewpoint members told us that they had attended a Neighbourhood Consultative Forum in 2006. If you have not attended this meeting in the last year, why is this? (PLEASE TICK ALL THAT APPLY) (N = 1106)**

Too busy / do not have time	25%
I'm at work / school when the meeting is on	22%
Do not know when and where the meetings are held	46%
I do not know what is being covered at each meeting	32%
Did not know these meetings took place	31%
Not interested in attending	15%
Other (please specify _____)	1%
Too old/poor health	2%
No answer	1%

**12. What do you think would encourage more people to attend Neighbourhood Consultative Forums? (PLEASE TICK ALL THAT APPLY)**

Hold meetings at weekends or evenings	38%
More information about these meetings	64%
More information about what will be covered at each meeting	57%
If they covered issues that affected me	37%
I don't think anything could encourage people to attend	9%
Other (please specify _____)	2%
No answer	5%

CEX1257P



# Viewpoint

13. What sort of things would you like to see discussed at these meetings? (No of comments)

Anything/any local issues	(114)	Condition of the roads	(10)
Anti-social behaviour	(71)	Regeneration of the areas	(10)
Crime/policing	(49)	Volume of traffic	(8)
Cleaning the area up	(40)	Council spending	(7)
Local car parking	(36)	Street lighting	(6)
Facilities for children	(25)	Other	(71)

14. Do you remember seeing any information about Neighbourhood Consultative Forums in the last 12 months?

Yes	15%	Go to Q15
No	85%	Go to Q16
Don't know	*	Go to Q16

15. If yes, can you tell us where you saw some information about Neighbourhood Consultative Forum? (No. of comments) (N = 166)

Hartlepool Mail / local paper	(55)	Council / website	(10)
Leaflets through the door	(33)	Through Viewpoint	(6)
Hartbeat / Council magazine	(18)	Intranet	(3)
At Council offices	(12)	Other	(21)

16. How would you like to find out about your local Neighbourhood Consultative Forum meetings? (PLEASE TICK ALL THAT APPLY)

Information in local newspapers / Council magazine	71%
Leaflets / posters left at Council buildings and libraries	30%
Through my Ward Councillor	13%
Your Town, Your Say (e-consultation system)	10%
Council website	14%
Through email	22%
Other (please specify _____)	1%
Leaflets through the door	3%
No answer	6%

17. And what information do you think people would like to know about each Neighbourhood Consultative Forum meeting? (PLEASE TICK ALL THAT APPLY)

What topics will be discussed at each meeting	86%
Which Councillors and Council staff will be attending	45%
When the meeting is going to be held	79%
Where the meeting will be held	77%
Who to contact for more information about this meeting	41%
What has happened as a result of past meetings	60%
Other (please specify _____)	1%
No answer	7%

CEX1257P





## Emergency Planning

The Cleveland Emergency Planning Unit provides an emergency planning service to the four local authorities in the former Cleveland area. Their role is to ensure that local authorities are prepared to respond to emergencies and to support the emergency services and the community. We would like to find out if you are aware of Emergency Planning Units and what you think are the main hazards and risks for Hartlepool.

If you would like any further information on this topic please contact Hayley Leighton on (01642) 221121 or via e-mail [hayley.leighton@hartlepool.gov.uk](mailto:hayley.leighton@hartlepool.gov.uk)

**18. Before receiving this survey, had you heard of the Emergency Planning Unit?**

Yes	43%
No	57%
Don't know	*

**19. Were you aware that all Local Authorities have Emergency Planning Units?**

Yes	44%
No	56%
Don't know	*

**20. Have you ever visited the Cleveland Emergency Planning Unit website – [www.clevelandemergencyplanning.info](http://www.clevelandemergencyplanning.info)?**

Yes	2%	Go to Q21
No	84%	Go to Q22
Don't know	1%	Go to Q22
Did not know it existed	12%	Go to Q22
No answer	1%	

**21. If yes, what did you think of it? (No. of comments ) (N = 26)**

It was ok / good	(14)
Difficult to navigate	(3)
Other	(3)

CEX1257P

# Viewpoint

In March 2006 and in January 2008, a 'Prepare for Emergencies' leaflet was delivered to every home in Cleveland which provided useful information about what to do in the event of a serious emergency and useful contact numbers, including police, fire and ambulance services and the Environmental Agency floodline.

**22. Do you think it is a good idea to circulate this type of leaflet ?**

Yes	No	Don't know
95%	5%	*

**23. How often do you think this type of leaflet should be circulated? (PLEASE TICK ONE BOX ONLY)**

Every year	Every two years	Every three years	It should not be circulated again	Don't know
65%	21%	8%	6%	*

**24. What type of information would you like to see included in the leaflet? (No. of responses)**

Contact numbers	(81)	Gas leak/chemical emergency procedures	(14)
Any relevant information	(70)	First aid information	(9)
Current leaflet is good	(63)	Other	(31)
Nuclear emergency procedures	(15)		

**25. Listed below are a number of areas of risk. We would like to know which of these you feel are high risks for Hartlepool and which you think are low risks. (PLEASE TICK ONE BOX ON EACH LINE)**

	High risk %	Medium risk %	Low risk %	Don't know %
a) Human Disease (e.g. Pandemic Flu)	18	46	37	*
b) Animal Disease (e.g. foot & mouth)	7	24	69	*
c) Flooding	12	34	54	*
d) Nuclear Pollution / Accident	58	26	16	*
e) Terrorist Attack	29	31	41	*
f) Chemical Pollution / Accident	58	31	11	*

**26. If there was an emergency which affects your area, how would you expect to be kept informed? (PLEASE TICK ALL THAT APPLY)**

Television	92%
Radio	85%
Newspaper	62%
Emergency Planning Website ( <a href="http://www.clevelandemergencyplanning.info">www.clevelandemergencyplanning.info</a> )	26%
Hartlepool Borough Council Website ( <a href="http://www.hartlepool.gov.uk">www.hartlepool.gov.uk</a> )	27%
Other (please specify _____)	3%
Loudhailers / tannoy announcements in the streets	4%
Police	2%
No answer	2%

CEX1257P



## Contacting the Council

Some of you may remember that in July 2007 we asked you if you had contacted the Council about Environmental Services. We would now like to ask you some questions about contacting the Council for any Council service. You can currently contact the Council by telephone, email, by visiting a Council building, or through the on-line services on the Council's Internet site - [www.hartlepool.gov.uk](http://www.hartlepool.gov.uk).

We would like to find out if you have contacted the Council in the last twelve months and if so how and why you contacted the Council.

If you would like any further information on this topic please contact Christine Armstrong on (01642) 523016 or via e-mail [Christine.Armstrong@hartlepool.gov.uk](mailto:Christine.Armstrong@hartlepool.gov.uk)

### 27. Firstly, have you contacted the Council for any reason in the past 12 months?

Yes	57%	Go to Q28
No	43%	Go to Q30
Don't know	*	Go to Q30

### 28. Thinking about your most recent contact, how did you contact us?

(PLEASE TICK ONE BOX ONLY) (N = 669)

Visited Civic Centre	9%
Visited Bryan Hanson House	3%
Visited other Council building	1%
By Phone	64%
By e-mail	6%
Through Council's website (on-line services)	2%
Through Councillor	2%
Not contacted / don't use	-
Other (please specify _____)	1%
By letter	1%
No answer	13%

### 29. Why did you contact us? Was it to... (PLEASE TICK ALL THAT APPLY) (N = 669)

Report an issue or problem	60%
Ask for advice or information	34%
Apply to use a service e.g. benefits / school place	10%
To pay a bill e.g. Council tax / parking fine	13%
Don't know / can't remember	#
Other (please specify _____)	5%
No answer	1%

CEX1257P

# Viewpoint

Currently, the Council can be contacted from 8.30am – 5pm Monday to Thursday and 8.30 – 4.30 on Fridays. The Council is thinking about extending these hours. We would like to know if people would use the Council services outside the current opening hours by phone or face to face at a Council building.

30. Do you think you would contact the Council by phone or face to face at a Council building at any of the following hours? Please select the main method you would use. (PLEASE TICK ONE BOX ON EACH LINE)

	By phone %	Face to face %	Will not contact the Council %	Don't know
Between 8am – 8.30am	72	7	21	*
Between 4.30pm/5pm until 6pm	71	17	13	*
Saturday Mornings (9-12pm)	66	19	15	*

31. What kind of service do you think you might use in these extended hours? Would it be to... (PLEASE TICK ALL THAT APPLY)

Report an issue or problem	76%
Ask for advice or information	53%
Apply to use a service e.g. benefits / school place	15%
To pay a bill e.g. Council tax / parking fine	19%
Don't know	7%
Other (please specify _____)	1%
No answer	8%

On the Council's Internet site ([www.hartlepool.gov.uk](http://www.hartlepool.gov.uk)) there are a range of on-line services you can use – for example, you can report your wheelie bin as lost, stolen or damaged, you can pay your Council Tax or parking fines on-line, or report a faulty street light or damaged pavements. There are many more on-line services – too many to list here! We would like to know if any Viewpoint members have used these online services in the last 12 months and if so, which online services they have used.

32. Have you used any on-line services in the last 12 months? (PLEASE TICK ONE BOX ONLY)

Yes	No	Don't know / can't remember	Don't have Internet access
15%	85%	*	*
Go to Q33	Go to Q35	Go to Q35	Go to Q35

33. If you used any on-line services in the last 12 months, how easy did you find it to use? (PLEASE TICK ONE BOX ONLY) (N = 160)

Very easy	Fairly easy	Neither easy nor difficult	Fairly difficult	Very difficult	Don't know
40%	43%	7%	6%	5%	*

CEX1257P

# Viewpoint

34. Finally, could you please use the space below to tell us what on-line services have you used in the last 12 months? (No. of comments)

Council tax payments	(38)	To pay a parking fine	(7)
To view planning application	(29)	School application	(7)
Job vacancy search	(9)	View refuse collection dates	(5)
Library services	(9)	Other	(25)

## And finally.....

35. 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. of comments)

Litter/street cleaning	(35)	Anti-social behaviour	(16)
Condition of roads	(32)	Councillors pay / expenses	(13)
Recycling	(24)	Viewpoint is good	(12)
Regeneration of the area	(22)	Level of Council Tax	(11)
Refuse collection	(20)	Future of hospital	(11)
Dog fouling	(18)	Facilities for teenagers	(9)
Car parking	(18)	Volume of traffic	(8)
Leisure facilities	(16)	Drugs / excess drinking	(7)
Environmental issues	(16)	Other	(126)

## 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: - \_\_\_\_\_

**Thank you for completing this round of Viewpoint please return the questionnaire in the post-paid envelope by 7<sup>th</sup> March 2008.**

*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.

CEX1257P

# 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 अनुवाद-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، فمجرد 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，或展作另一格式，如有此需要，或需要傳譯員的協助，請與我們聯絡。

(Cantonese)

تەنھەرىكەتچى ئاممەلەكەتتە بەزىلەرنىڭ كەيپا ياكى قۇرۇلمىسى كەمسى، ياكى پېرسىستە بە مۇتەرجىم ھەب: كىتابە پەنھەرىكەتچى پەنھەرىكەتچى

(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 دتاویج اگر آپ کو کسی دیگر زبان یا دیگر شکل میں دیکھنا ہو، یا اگر آپ کو ترجمان کی خدمات یا فائیکس توپرا کے میرپالی ہم سے رابطہ کیجئے۔

(Tajik)

CEX1257P



# Viewpoint



## In this issue:-

**Tall Ships Races 2010**

**Neighbourhood  
Consultative Forums**

**Emergency Planning**

**Contacting the  
Council**

**What has happened  
because of Viewpoint**

**E-Consultation - Your  
Town, Your Say**

This latest newsletter describes the outcomes of Viewpoint 24, which was sent out in February 2008. This survey asked you about the Tall Ships Races 2010, Neighbourhood Consultative Forums, Emergency Planning, and Contacting the Council.

Also, I am happy to be able to provide some feedback from the E-Government team who included questions about the Councils Internet site in June 2006, from the Waste Management Team who included questions about kerbside collections in July 2007, from the Chief Executives Department who asked you if you thought the Council should produce an Annual Report in July 2007, and from Hartlepool Connect who included questions about contacting the Council in February 2008.

## Viewpoint 24 Survey Results ....

**Date:** February 2008  
**Response Rate:** 69% (802 questionnaires returned)

I would like to take this opportunity to say a big thank you for making the time and effort to complete and return this survey. As you can see, we had a response rate of 69% with 802 Viewpoint members returning their surveys.

### Tall Ships Races 2010

Viewpoint members were told how the Tall Ships Races are held every summer and in 2010

Hartlepool will host the final leg of the Tall Ships Race. We wanted to find out if you were aware this event was taking place in Hartlepool and what you thought about it.

Reassuringly, the majority (96%) of you said you knew Hartlepool would be part of this event in 2010. Nine out of ten Viewpoint members said they thought they would attend the event in August 2010, and eight out of



ten said they thought their friends and relatives from outside the town would travel to Hartlepool to attend the Tall Ships Races.

We asked you to tell us what information you would like to see about the Tall Ships Race. Three quarters of you said you would like to see more information about entertainment and attractions; six out of ten said they would like to know where people will park and where ships will be berthed; and half of Viewpoint members said they would like to know how much this event will cost the Council.

## Neighbourhood Consultative Forums

We wanted to find out why people do not attend Neighbourhood Consultative Forums and what you thought would encourage more people to attend. We found out that only six per cent of Viewpoint members had attended a Neighbourhood Consultative Forum in the last year. Just under half of Viewpoint members said they had not attended a Neighbourhood Consultative Forum meeting in the past year because they did not know where and when the meetings are held. Two thirds of Viewpoint members thought that more information about these meetings would help to encourage more people to attend, information such as what topics will be discussed at each meeting, when the meetings are going to be held, and where the meetings will be held. Finally, seven out of ten members said they would like to find out about this forum through local newspapers and Council magazines.



## Emergency Planning

We asked you some questions on behalf of the Cleveland Emergency Planning Unit who provide an emergency planning service to the four local authorities in the former Cleveland area. We told you how the Cleveland Emergency Planning Unit produce and distribute a 'Prepare for Emergencies' leaflet to every home in Cleveland which provides useful information about what to do in the event of a serious emergency and useful contact numbers. The majority of you said you thought it is a good idea to circulate this type of leaflet and two thirds of you thought this leaflet should be circulated every year.

Next, we presented you with a list of potential areas of risk for Hartlepool and asked you to tell us what you thought was a high, medium or low risk for Hartlepool. Overall, the two areas of risk for Hartlepool

that Viewpoint members felt were more of a high risk was 'Chemical Pollution / Accident' & 'Nuclear Pollution / Accident'. The two areas of risk for Hartlepool that Viewpoint members felt were more of a medium risk was 'Terrorist Attack' & 'Human Disease'. And finally, the two areas of risk for Hartlepool that Viewpoint members felt were more of a low risk was 'Flooding' & 'Animal Disease'.

Finally, we asked you how you would expect to be kept informed if there was an emergency that affects your area and the vast majority of you said you would like to be kept informed via television or radio.

## Contacting the Council



We wanted to know if Viewpoint members had contacted the Council in the past year and we also wanted to know if people would contact the Council outside the current opening hours. Overall, nearly six out of ten Viewpoint members told us they had contacted the Council in the past 12 months, and two thirds of these respondents contacted the Council by phone.



Currently, the Council can be contacted from 8.30am to 5pm Monday-Thursday and 8.30 to 4.30pm on Fridays. We wanted to know if people would contact the Council by phone or face to face at a Council building outside of the current opening hours. Overall, Viewpoint members were more likely to say they would contact the Council outside the current opening hours by phone rather than face to face at a Council building. Seven out of ten Viewpoint members said they would contact the Council between 8am and 8.30am, and a similar number said they would contact the Council by phone between 4.30/5pm until 6pm Mondays to Fridays. Two thirds of respondents said they would contact the Council by phone on Saturday mornings.



### **You Said... We Did!**

As a result of your responses to these Viewpoint questions, the Council's Contact Centre, Hartlepool Connect, is to stay open longer for a trial period, each day for phone calls. From 1<sup>st</sup> July 2008, staff will take phone calls from 8am until 6pm Monday to Friday for a trial period of six months. If it proves successful then the Council will look at introducing it permanently.

Finally, Viewpoint members were told how the Council has a range of on-line services on their internet site ([www.hartlepool.gov.uk](http://www.hartlepool.gov.uk)), including the ability to report wheelie bins as lost, stolen or damaged, paying Council Tax or parking fines on-line, or reporting faulty street lights or damaged pavements. We wanted to know if Viewpoint members had used these on-line services in the past twelve months. Overall, fifteen per cent of Viewpoint members told us they had used a Council on-line service in the past twelve months, of which eight out of ten said they found the online services either very or fairly easy to use. The online services most used by Viewpoint members were for Council Tax payments or to view planning applications online.

---

## **What has happened because of Viewpoint**

We've asked you questions about a lot of topics over the past couple of years and you may sometimes wonder what happens to the information you give. We have already told you what has happened as a result of your responses to the 'Contacting the Council' questions that were included in Viewpoint in February 2008. The following section is to give you some more feedback about how the Council has used some of the Viewpoint findings.

### The Internet & You, Viewpoint 19, May 2006

In May 2006 we asked you some questions about Hartlepool Borough Council's website to find out whether you had seen the Council's new website and how you would like to use it

to contact the Council. The Council launched its new website in the spring of 2006, and unsurprisingly nearly two thirds of respondents told us they did not know about the new website. Since then, the Council's website has been extensively advertised in Hartbeat, the Hartlepool Mail, and also in the annual Council Tax information leaflets. Currently over 200,000 people visit the Council's website every year!

In 2006, a fifth of Viewpoint members also told us that they did not know they could access the Internet through the Libraries. Since then, we have included a dedicated section on the Council's website detailing the ICT facilities and Internet availability at each of Hartlepool's seven libraries. You can see more information about this by going to <http://www.hartlepool.gov.uk/site/scripts/documents.php?categoryID=1102>

Some Viewpoint members told us they had trouble finding the information they were looking for on the Council's website. Since then the Council has improved the website's search engine and A-Z listing to make it easier for people to search the Council's website for the information they want. There is now even a link on the Council's homepage taking people to various on-line services (e.g. to pay a parking ticket or Council Tax, or to report your wheelie bin stolen) as nearly nine out of ten Viewpoint members told us they wanted to use the Council's website to get information about Council Services. You can also use the online services to report a broken streetlight or a blocked drain.

To use the Council's on-line services go to: [www.hartlepool.gov.uk/online-services](http://www.hartlepool.gov.uk/online-services).

For more information about the Council's website you can contact Paul Diaz on (01429) 284280 or via email [EGov.team@hartlepool.gov.uk](mailto:EGov.team@hartlepool.gov.uk).

## Kerbside Collections - Viewpoint 22, July 2007

In July 2007 we asked you some questions about Kerbside collections. We wanted to know if people were happy with the bags, boxes and bins provided for the different kerbside collections.

Viewpoint members were most likely to tell us they were dissatisfied with the white bag recycling container provided to recycle cardboard and plastic. You also told us that you thought an addition of a lid to the blue box recycling container for glass and tin would improve this recycling container.

The Council has listened to your comments, and have made some improvements to both the white bag and blue box recycling containers. The white bag is now wider, deeper and heavier so they won't blow away after collection and the Velcro strips are bigger and stronger so they will stay fastened. Both of these improvements should help make this kerbside collection easier to use and keep the street cleaner after collection. Also, the Council are currently piloting a new 'shower cap' style lid for the blue boxes to improve this recycling container. If the trial proves successful, then everyone will be provided with a lid for their blue boxes.

## An Annual Report for the Council - Viewpoint 22, July 2007

In July 2007, we explained how every year the Council publishes a range of documents which provides the public with information about what the Council has achieved over the past year, what the Council hopes to achieve over the following year, where the Council obtained funding from and what the Council has spent this on. We asked you if you thought it would be a good idea to have an additional document that includes all of this information

in one place, which would be produced in addition to how the information is currently provided. Overall, a third (34%) of you thought that it would be useful for the Council to produce an Annual Report in addition to how the information is currently provided, and two thirds (66%) said they thought it would not be useful for the Council to produce an Annual Report or they had no strong feelings about this issue.

The Council has listened to the views of Viewpoint members and has decided not to produce an Annual Report which pulls together all of this information, but will continue to provide this information in a range of documents. For more information about these documents you can contact David Hunt on (01429) 284073 or via email [david.hunt@hartlepool.gov.uk](mailto:david.hunt@hartlepool.gov.uk).

## **E-Consultation - Your Town, Your Say**

I would like to say a big thank you to everyone who answered the last survey on-line. I hope you found the process easy and enjoyed this new way of letting us know your views! If you think you would like to try filling in your surveys online, please contact me to let me know your email address, which you will need to log onto the system. If you have already given us your email address, but have changed it, please let us know your new one. You will still receive your paper questionnaires, but will have the option of filling them out on paper or online! Even if you don't want to fill out your surveys online - why not have a look around the website <http://consultation.hartlepool.gov.uk> to see the results, reports and newsletters from past Viewpoints! You can also take part in other Council led consultations, comment on council documents, and see the results of past Council consultations.



### **And finally .....**

Please take the time to complete the latest questionnaire and return it by 15<sup>th</sup> August 2008, as your views are important. If you require any further information about this newsletter or have any questions about Viewpoint or the Council's e-consultation system, then please do not hesitate to contact me on 01429 523584 or via email: [lisa.anderson@hartlepool.gov.uk](mailto:lisa.anderson@hartlepool.gov.uk). If you would like more detailed results from any of the previous phases of Viewpoint, full copies are available online, at all local libraries or you can contact me.

## PERFORMANCE PORTFOLIO

Report to Portfolio Holder  
29 August 2008



**Report of:** Chief Personnel Officer

**Subject:** EMPLOYEE ATTENDANCE 2008/9 –  
1<sup>st</sup> QUARTER

---

### SUMMARY

**1. PURPOSE OF REPORT**

To update the Portfolio Holder on performance up to the first quarter of 2008/9 and actions taken in relation to employee sickness absence.

**2. SUMMARY OF CONTENTS**

The report provides details of employee sickness absence for the first quarter of 2008/9 and actions taken across the Council.

**3. RELEVANCE TO PORTFOLIO MEMBER**

Corporate issues.

**4. TYPE OF DECISION**

Non-key decision.

**5. DECISION MAKING ROUTE**

Portfolio Holder only.

**6. DECISION(S) REQUIRED**

Note the report.

**Report of:** Chief Personnel Officer

**Subject:** EMPLOYEE ATTENDANCE 2008/9 –  
1<sup>st</sup> QUARTER

## 1.0 PURPOSE OF REPORT

- 1.1 To update the Portfolio Holder on performance up to the first quarter of 2008/9 and actions taken in relation to employee absence.

## 2.0 BACKGROUND

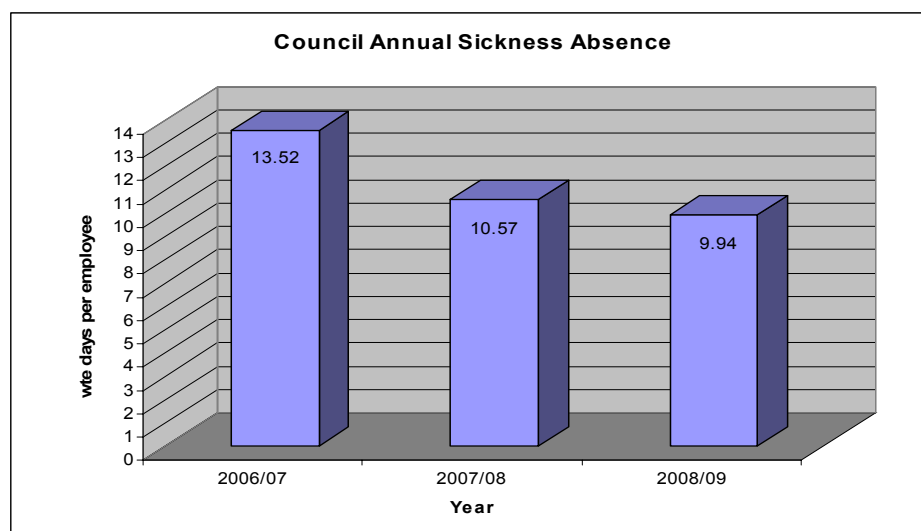
- 2.1 The extent to which employees are absent from work due to illness has a direct impact on the quality, level and cost of the provision of services. As such the Government has included BVPI12 – The number of working days/shifts lost due to sickness absence in its group of Corporate Health Performance Indicators.

## 3.0 THE COUNCIL'S PERFORMANCE FOR THE 1<sup>st</sup> QUARTER OF 2008/9

- 3.1 The target figure for 2008/9 for the Council is 9.80 days absence per wte employee (whole time equivalent). The end of year prediction at the end of the 1<sup>st</sup> quarter shows we are on track to achieve this target as illustrated in Figure 1 below. The effect of job evaluation on sickness absence rates appears to have been minimal.

Figure 1 shows a continued steady improvement from the last quarter. The Council continues to focus on sickness absence management to enable the Council to achieve, and improve on, its target.

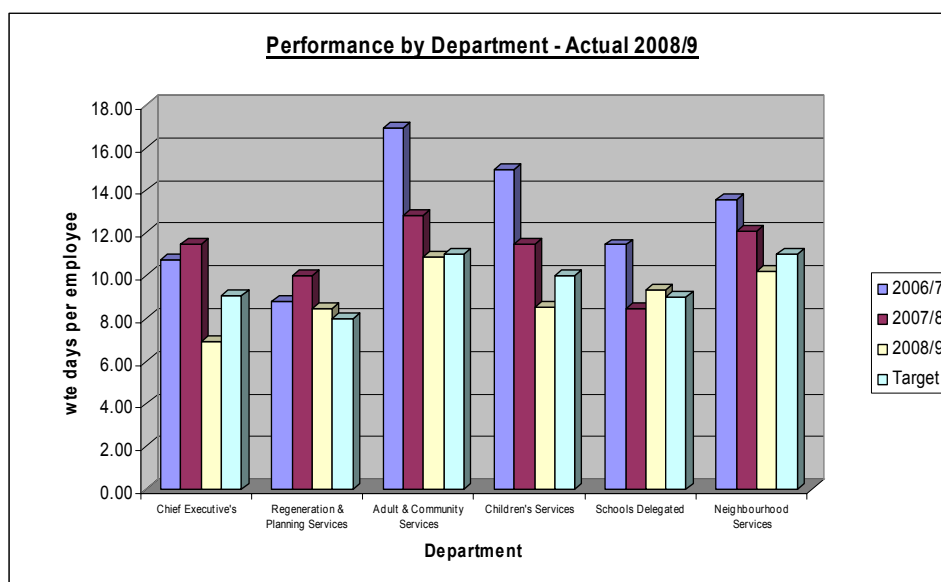
Figure 1



- 3.2 Figure 2 below illustrates the actual performance for each Department and Schools as at 30 June 2008. This can be compared to performance over the last two years. The final column shows the 2008/9 annual target set by each Department and Schools.

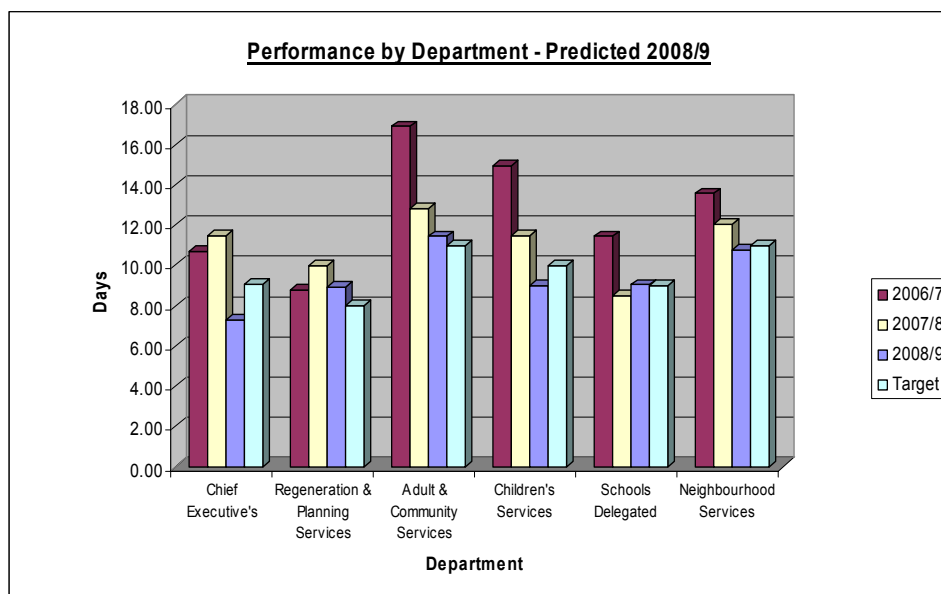
The table identifies that there is an overall downward trend in sickness absence rates across all Departments and Schools as compared with the last two years

Figure 2



- 3.3 Figure 3 below identifies the end of year predicted figures for each Department and all Schools as at 30 June 2008 and forecasts the performance as at 31 March 2009. This can be compared to the actual performance over the last two years. The final column shows the 2008/9 annual target set by each Department and Schools.

These figures illustrate an improvement for all Departments which is a positive start to 2008/9.

Figure 3

3.4 Table 1 below illustrates the actual **1<sup>st</sup> quarter** (April to June) average sickness absence days per wte employee for the whole Council and a comparison of performance at the 1<sup>st</sup> quarter in the last 2 years. The results in 2008/9 continue to show an encouraging decline in sickness compared to the first quarters of the previous years.

Table 1

Sickness Rate	2006/7	2007/8	2008/9
1 <sup>st</sup> Quarter	12.17	11.16	9.39

### 3.5 Actions Underway

- Review of the terms of reference for the current Sickness Champions Group.
- A Wellbeing Strategy to promote the health, safety and general wellbeing of the Council's employees.
- Review of sickness absence management arrangements in light of the Single Status Agreement.
- Implementation of a Stress Risk Assessments action plan across the Council.

- Departments are recognising the high rates and the need to manage sickness absence so awareness of the issues is far greater. Departments are reviewing communication methods to ensure sickness absence management maintains a high profile.

#### Actions Planned

A number of actions are planned for 2008/9 that is expected to help in achieving sickness targets in the future. These are set out below.

- Review of statistics and monitoring information as a result of the plans for the implementation of an integrated HR/Payroll computerised system.
- A closer partnership with trade unions to work together to manage sickness absence in the Council as part of the Single Status programme.
- The new Occupational Health Service to proactively promote and market employee support initiatives to positively increase the options for employees who become ill and in turn, impact on the sickness absence rates. This has been delayed due to contract review and unavoidable employee structure changes within the service.
- Continued review of flexible working measures, including home working, may impact on the rates in the future.

#### **4. RECOMMENDATIONS**

That employee absence up to and including the first quarter of 2008/9 and actions taken or planned, be noted.

#### **5. BACKGROUND PAPERS**

None

#### **6. CONTACT OFFICER**

Rachel Clark,  
Human Resources Adviser  
Tel: 01429 284346  
Email: [rachel.clark@hartlepool.gov.uk](mailto:rachel.clark@hartlepool.gov.uk)

## **PERFORMANCE PORTFOLIO**

Report to Portfolio Holder

29 August 2008



**Report of:** Chief Personnel Officer

**Subject:** OCCUPATIONAL HEALTH SERVICES

---

### **SUMMARY**

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

To inform Portfolio Holder of the outcome of the procurement exercise to obtain a provider of occupational health services.

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

The report provides a summary of the outcome of the procurement exercise and provides confirmation of the successful contractor.

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

The Portfolio Holder has responsibility for Performance.

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

Non key.

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

Portfolio Holder only.

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

To note the report



**Report of:** Chief Personnel Officer

**Subject:** OCCUPATIONAL HEALTH SERVICES

---

**1. PURPOSE OF REPORT**

- 1.1 To inform Portfolio Holder of the outcome of the procurement exercise to obtain a provider of occupational health services.

**2. BACKGROUND**

- 2.1 In your meeting of 20<sup>th</sup> March 2008 you agreed to allow a procurement exercise to obtain a provider of Occupational Health Services on a 50% price 50% quality basis.
- 2.2 The tender was advertised in the relevant trade magazine, Occupational Health and on the Council's and Supply 2 websites.
- 2.3 Following the advert twelve companies expressed an interest and four submitted formal bids to the Contract Scrutiny Panel on 30<sup>th</sup> June 2008. Each bid was evaluated and National Britannia was found to have scored the highest and as a result their proposal was recommended to the members of the Contract Scrutiny Panel on 11<sup>th</sup> August 2008 who then approved the decision.
- 2.4 The new contract commences on 1 September 2008 for three years with a provision to extend by a further two years. Contract performance will be monitored by the Wellbeing Team on a routine basis and through the Sickness Champions Group regarding departmental feedback and effectiveness.

**3. RECOMMENDATION**

- 3.1 That the Portfolio Holder notes the content of the report