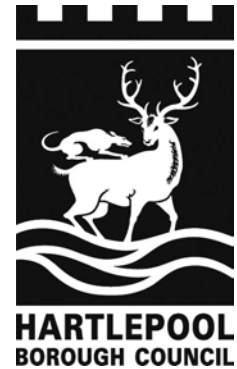


# REPLACEMENT AGENDA

## FINANCE AND CORPORATE SERVICES PORTFOLIO DECISION SCHEDULE



Wednesday 20 June 2012

at 4.00 pm

in Committee Room A, Civic Centre, Hartlepool

Councillor Paul Thompson, Cabinet Member responsible for Finance and Corporate Services will consider the following items.

### 1. KEY DECISIONS

- 1.1 New Deal for Communities (NDC) Trust – Empty Property Purchasing Scheme – *Chief Finance Officer, Director (Regeneration and Neighbourhoods) and Chief Solicitor*

### 2. OTHER ITEMS REQUIRING DECISION

- 2.1 Seaton Carew Coast Protection Works Amendments to Procurement Route – *Assistant Director (Transport and Engineering)*
- 2.2 Integrated Transport Unit (ITU) – *Assistant Director (Resources), Assistant Director (Transport and Engineering) and Chief Finance Officer*
- 2.3 Capital Work Programme 12/13 Amendments to Procurement Route – *Assistant Director (Resources)*

### 3. ITEMS FOR INFORMATION

- 3.1 37<sup>th</sup> Phase of Viewpoint – Citizen's Panel Results – *Assistant Chief Executive*

### 4. REPORTS FROM OVERVIEW OF SCRUTINY FORUMS

No items

# REPLACEMENT AGENDA

## 5. **LOCAL GOVERNMENT (ACCESS TO INFORMATION) (VARIATION) ORDER 2006**

### **EXEMPT ITEMS**

Under Section 100(A)(4) of the Local Government Act 1972, the press and public be excluded from the meeting for the following items of business on the grounds that it involves the likely disclosure of exempt information as defined in the paragraphs referred to below of Part 1 of Schedule 12A of the Local Government Act 1972, as amended by the Local Government (Access to Information) (Variation) Order 2006

## 6. **EXEMPT KEY DECISIONS**

- 6.1 Land at Monmouth Grove – *Assistant Director (Resources)*
- 6.2 Market Hotel – *Assistant Director (Resources)*

# **FINANCE AND CORPORATE SERVICES PORTFOLIO**

Report To Portfolio Holder  
20 June 2012



**Report of:** Chief Finance Officer, Director of Regeneration & Neighbourhoods and Chief Solicitor

**Subject:** NEW DEAL FOR COMMUNITIES (NDC) TRUST –  
EMPTY PROPERTY PURCHASING SCHEME

## **1. TYPE OF DECISION/APPLICABLE CATEGORY**

1.1 Key Decision (test (i)). Forward Plan Reference No: CE51/12

## **2. PURPOSE OF REPORT**

2.1 The purpose of the report are:

- i) To enable the Portfolio Holder to consider a request from the NDC Trust for the Council to provide a 40 year loan of up to £250,000 towards a project to purchase and refurbish empty property for affordable rented accommodation and
- ii) If the Portfolio Holder supports this proposal to seek full Council approval to the proposal.

## **3. BACKGROUND**

- 3.1 The NDC Trust was established as a successor body to continue regeneration activities within the former NDC area. The NDC Trust is a registered charity and a company limited by guarantee and manages three subsidiary trading companies concerned with property management, construction training and social enterprise development.
- 3.2 The Trust owns and manages 7 residential properties, 2 community premises and is approaching the completion of a Hotel renovation, which it will manage as hospitality and catering training facility as well as a commercial hotel.

#### 4. PROPOSED PROJECT

- 4.1 The NDC Trust has developed a business case for a scheme to purchase and refurbish eight empty properties to be let at affordable rents. The business case supports a grant application to the Homes and Communities Agency for capital grant funding. The Homes and Communities grant regime from which the NDC Trust are bidding for funding is a national programme known as the 'Empty Homes Community Grants Programme'. Local Authorities are not eligible to access this funding regime, although they can bid against the 'Clusters of Empty Homes funding' regime and the Council has submitted a bid for funding from this regime.
- 4.2 The Trust will use its existing of training delivery arrangements which engages those furthest from the labour market on the project, which it is anticipated will provide in the region of 16 placements each year for three years. The Trust will be using its own training company, safeguarding local jobs and retaining a competitive renovation cost rather than going out to tender and paying overheads to other suppliers.
- 4.3 The business case follows the same principles which were adopted for the Council's own Empty Property Purchasing Scheme which was approved by Council on 22<sup>nd</sup> March 2012. The NDC business case recognises that this type of scheme cannot be developed without some form of subsidy as rent levels are not sufficient to cover annual loan repayments. The application to the Homes and Communities Agency if successful will provide the necessary subsidy. If this application is not successful the project will not be viable unless alternative grant funding can be obtained.
- 4.4 Assuming the NDC Trust bid for Homes and Communities Agency grant funding is successful the NDC Trust need to borrow up to £250,000 towards this project.
- 4.5 The NDC Trust has explored using private sector funding from a bank or building society for this scheme. However, owing to regulatory requirements on banks and building societies they are not interested in supporting this type of project which they define as "buy to let schemes". The decisions of banks and building societies does not reflect an assessment of the viability of the business case but is a reflection of the banking sectors current approach to restricting their exposure to residential property loans. The current lending approach of banks and building societies is also reflected in the deposits they require individual mortgage applicants to put down to qualify for a mortgage, which are now typically 20% - 25%.
- 4.6 Against this background the NDC Trust has approached the Council to determine if the Council could provide a long term loan for this project if the Homes and Communities Agency grant application is successful.
- 4.7 If the proposal to support the NDC Trust project is approved the NDC Trust will work with the Council to ensure this project compliments the Council's own Empty Property Purchasing Scheme. This will be achieved by targeting

the properties most in need of work, or 'that have been empty the longest, or in the target area as advised by the Council.

## **5. ASSESSMENT OF THE NDC TRUST BUSINESS CASE AND RISK ASSESSMENT**

- 5.1 Officers have undertaken an assessment of the NDC business case and would advise members that provided the grant application is successful, the proposed scheme will be financially viable.
- 5.2 The NDC Trust business case is built on similar planning assumptions to the Council's own recently approved project in terms of:
- Purchase and refurbishment costs
  - Whole life maintenance costs
  - Annual management costs
  - Forecast rental income and void levels
- 5.3 On the basis of this assessment there are no financial reasons why the Council could not provide a long term loan for the NDC Trust for this project.
- 5.4 If Members wish to support this project the Council's Financial position will be protected through a variety of measures:
- A fixed rate loan would be taken out by the Council to underwrite the monies loaned to the NDC Trust; this would remove any interest rate risk to the Council over the lifetime of the loan. This arrangement would also provide certainty for the NDC Trust.
  - In the (unlikely) event of the NDC Trust defaulting on the loan all properties developed under the project would revert to the Council, up to the value of the outstanding loan. The rental income would then cover the annual loan repayments.
  - A Business case based on repayment of the loan over a 40 year period, with agreed annual loan repayments.
  - Loan funding from the Council being drawn down over 3 financial years to match forecast expenditure commitments of the project.

## **6. CONCLUSION**

- 6.1 The NDC Trust is seeking grant funding from the Homes and Communities Agency to purchase and refurbish empty homes to let at affordable rents. The Homes and Communities Agency grant will not cover the full costs of this proposed project. Therefore, the NDC Trust is seeking a 40 year loan from the Council.
- 6.2 An initial assessment of the business case for this proposed project has been completed and on the basis of this assessment there are no financial reasons why the Council could not provide a long term loan to the NDC Trust for this project. The business case will be reviewed when the Homes and Communities Agency makes a decision on grant funding for this project.

Assuming the Homes and Communities Agency grant application is successful this will confirm the business case is financially viable.

- 6.3 The report outlines the arrangements for protecting the Council's financial position if the proposal to provide a loan is approved.
- 6.4 The proposed NDC Trust project will compliment the Council's own Empty Property Purchasing Scheme and enable additional properties to be brought back into use.

## **7. RECOMMENDATIONS**

7.1 It is recommended that:

- i) The Portfolio Holder supports the NDC Trust Empty Property Purchasing Scheme through the provision of a 40 year loan up to a maximum value of £250,000, to be drawn down over 3 financial years.
- ii) If the Portfolio Holder supports this proposal to seek full Council approval to the proposal and Council approve to delegate authority to the Chief Finance Officer and Chief Solicitor to complete the appropriate financial and legal agreement to protect the Council's financial position.

## **8. REASONS FOR RECOMMENDATIONS**

- 8.1 Proposal is outside the approved 2012/13 budget and would compliment the Council's own project to tackle empty properties and provide affordable rental accommodation.
- 8.2 Decision making route is by Portfolio Holder and then Council.

## **9. APPENDICES AVAILABLE ON REQUEST, IN THE MEMBERS LIBRARY AND ON-LINE**

None.

## **10. BACKGROUND PAPERS**

None.

## **11. CONTACT OFFICERS**

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Dave Stubbs  
Director of Regeneration & Neighbourhoods  
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Peter Devlin  
Chief Solicitor  
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# **FINANCE & CORPORATE SERVICES PORTFOLIO**

**20<sup>th</sup> June 2012**



**Report of:** Assistant Director (Transportation and Engineering)

**Subject:** SEATON CAREW COAST PROTECTION WORKS  
AMENDMENTS TO PROCUREMENT ROUTE

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## **1. TYPE OF DECISION/APPLICABLE CATEGORY**

Non Key Decision

## **2. PURPOSE OF REPORT**

- 2.1 To request the Portfolio Holder's approval to amend the relevant procurement route and agree an exception to the Contract Procedure Rules in respect of the procurement of Reinforced Earth elements of the project.

## **3. BACKGROUND**

- 3.1 The Engineering Consultancy recently secured £3.5M Environment Agency grant funding along with £0.3M private sector contribution towards a project to upgrade the sea defences of Seaton Carew against coastal erosion and flooding for the next 100 years. The grant funding is available on the basis of the scheme being delivered during 2012/13 (£2.0M grant) and 2013/14 (£1.5M grant). The anticipated total project cost was estimated for the purpose of project appraisal at £4.3M. The shortfall of £0.5M between external funding and anticipated project cost is currently planned to be met by the Council through Prudential borrowing, as approved by Cabinet and included in the annual budget approved by full Council.
- 3.2 In order to achieve the required project spend profile, and in view of the environmental constraints on the timing of site works, detail designs and contract procurement procedures for a Works Contractor are currently being progressed to very tight timescales.
- 3.3 A range of design solutions has been considered and this design process has identified significant potential benefits, particularly cost, speed of construction and sustainability, of adopting a specialist construction

technique known as “reinforced soil”, in preference to conventional mass or reinforced concrete for the new sea walls.

- 3.5 Research identified two companies who offer the technique under separate trademarks in the UK. Preliminary discussions have been held with both the companies to consider technical aspects and budget costings of adopting a reinforced soil type solution. Following those preliminary discussions one of the companies, the Reinforced Earth Company, has demonstrated successful previous experience of the technique in the coast protection environment and provided preliminary designs and budget costings. The second company has not followed up with any supporting technical information or budget costings.
- 3.6 The research and preliminary discussions held to date have led to the conclusion that only the Reinforced Earth Company have demonstrated the necessary technical capability and financial benefits to warrant further inclusion in the project
- 3.7 The reinforced soil solution would still be constructed by a Civil Engineering contractor procured competitively in accordance Contract Procedure Rules

#### **4. PROPOSALS**

- 4.1 It is proposed that Officers be authorised to enter into a negotiated contract with the Reinforced Earth Company for the provision of the specialist design and the supply of trademark protected reinforced earth material elements for the project. All site construction works will be carried out by a Civil engineering Contractor procured by competitive tender in accordance with Contract Procedure Rules.

#### **5. FINANCIAL CONSIDERATIONS.**

- 5.1 The preliminary Budget costings indicate that the value of the reinforced earth contract ie design and supply of specialist materials, would be of the order of £450k. Incorporating this design solution into the project is anticipated to give an overall saving of the order of £0.5M compared to the conventional structural wall solution. This saving will significantly reduce the Prudential borrowing requirement for the Council contribution to the scheme.

#### **6. RECOMMENDATIONS**

- 6.1 That the Portfolio Holder gives approval to an exception from the Contract Procedure Rules on the basis of urgency and the specialist nature of the reinforced earth element of the works and authorises Officers to enter into a negotiated contract with the Reinforced Earth Company



**7. REASONS FOR RECOMMENDATIONS**

- a) In order for the project to be progressed in accordance with the tight timescales dictated by the Environment Agency Grant award;
- b) Enquiries have indicated that only one suitable company being available for this work in the UK

**8. APPENDICES AVAILABLE ON REQUEST, IN THE MEMBERS LIBRARY AND ON-LINE**

- 8.1 There are no appendices.

**9. BACKGROUND PAPERS**

- 9.1 There are no background papers.

**10. CONTACT OFFICER**

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## **FINANCE AND CORPORATE SERVICES PORTFOLIO**

Report to Portfolio Holder  
20<sup>th</sup> June, 2012



**Report of:** Assistant Director (Resources), Assistant Director,  
(Transportation and Engineering) and Chief Financial  
Officer

**Subject:** INTEGRATED TRANSPORT UNIT (ITU)

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### **1. TYPE OF DECISION/APPLICABLE CATEGORY**

Non key decision.

### **2. PURPOSE OF REPORT**

- 2.1 To inform the Portfolio Holder of arrangements and development proposals to ensure maximum opportunities are achieved in the further development of strategic transport by commissioning the specialist services of PKR Associates and seek approval for an exemption to the contract Procedure Rules in their appointment.

### **3. BACKGROUND**

- 3.1 A study made by the Hartlepool Strategic Transport Group examined a move towards an Integrated Transport Unit during February 2009, to ensure the development of combined procurement arrangements across Children's Services, Adult Services, Transport Services and Transportation Services and ensure clear links with Public Passenger Transport within Hartlepool Borough Council.
- 3.2 PKR Associates are a firm of Specialist Transport Consultants who were commissioned to set up and develop an Integrated Transport Unit for the Council and deliver an ongoing programme of improvement, savings and income generation. The company provide resources to undertake the Council's transport requirements. The arrangement is not with an individual, therefore avoiding any tax or employment implications for the Council. Any individual working for PKR Associates on behalf of the Council will not be an employee of the Council and will not act as such.

- 3.3 PKR Associates are also continuing work with Tees Valley Authorities via legacy work from the Regional Improvement and Efficiency Programme (RIEP).
- 3.4 The Hartlepool Integrated Transport Unit (ITU) has been designed to enable provision to continue to offer efficiencies following recent spending reviews. Hartlepool Borough Council has taken the opportunity to maximise the operation of fleet vehicles in order to provide both core and extended service opportunities to the Community, Schools, Colleges and Educational Sites. The programme offers cost effective transport to a range of establishments. To date the Integrated Transport Unit has generated substantial efficiencies over a five year period in the order of £1.7m via service review and staff restructuring (£1.35m), savings in procurement of vehicles and services such as Home-To-School Transport (£300K) and development of income streams (£50K). The emphasis is now on instigating an Income Generation Strategy in order to support both current and future developments.
- 3.5 The Council has been successful in establishing an integrated transport function which has provided significant opportunities in relation to improved transport policy and service delivery as well as setting out a Tees Valley Transport project Strategy.
- 3.6 Income generation projects are now being developed with external organisations that will contribute to further years' savings required in the MTFS.

#### 4. REVISION OF CURRENT CONTRACT WITH PKR ASSOCIATES

- 4.1 In order to continue the ITU delivery programme, an option appraisal and review has been undertaken and the proposed is to continue the current arrangements with PKR Associates in order to achieve the level of savings/income required.
- 4.2 It is suggested that the new contract is for a fixed period of 2 years. Financial performance targets will be set with regular performance review consultation in order to ensure target achievement.
- 4.3 Services will be provided with no increase to the current fee, for the period of the new contract but with increased targets for savings and income generation outlined in **confidential Appendix 1. This item contains exempt information under Schedule 12A Local Government Act 1972 (as amended by the Local Government (Access to Information) (Variation) Order 2006) namely, (para 3), information relating to the financial or business affairs of any particular person (including the authority holding that information).** This arrangement allows the service to continue to access and lead considerable external initiatives as PKR are also the lead for various Local and Sub National bodies. The fundamental aim of the proposal is to allow the Council's Integrated Transport Unit to continue evolving and ensure

that the most cost effective option is available to the Council. The arrangement with PKR Associates will ensure future development of the Council's Transport Strategy and support significant further income opportunities.

- 4.4 The Contract Procedure Rules allow such an exception on grounds that this proposal relates to a contract with a professional person for the execution of works and the provision of services in which the professional knowledge and skill of the person is of primary importance and where the contract is for the provision of services to children and vulnerable people (linked particularly to transport for children and adults).

4.5 The option appraisal carried out to support the decision to continue arrangements confirms significant value for money for Hartlepool from the Services of PKR Associates through continued service development, further efficiencies, savings and income generation opportunities. Sections 3.4, 3.5 and 3.6 indicate the financial benefits to the Council and **confidential Appendix 1. This item contains exempt information under Schedule 12A Local Government Act 1972 (as amended by the Local Government (Access to Information) (Variation) Order 2006) namely, (para 3), information relating to the financial or business affairs of any particular person (including the authority holding that information) highlights the contributions and savings envisaged from the contract.**

## 5. MARKET ANALYSIS

- 5.1 Transport is clearly an area for collaborative strategies between the Council, other Tees Valley local authorities and public bodies.
- 5.2 Hartlepool Borough Council's Integrated Transport Unit has been instrumental in developing a Tees Valley initiative as well as formulating partnership and potential contract arrangements via PKR towards Health Trust in the Tees Valley area.
- 5.3 The utilisation of PKR Associated on this work enables a low risk approach for the Council and at the same time maximises income generation as a benefit from PKR/Health Trust contract arrangements.

## 6. FINANCIAL CONSIDERATIONS

- 6.1 Details of costs and financial breakdown as well as income targets are described within the **confidential** financial schedule in **confidential Appendix 1. This item contains exempt information under Schedule 12A Local Government Act 1972 (as amended by the Local Government (Access to Information) (Variation) Order 2006) namely, (para 3), information relating to the financial or business affairs of any particular person (including the authority holding that information).**

- 6.2 The agreement to contract PKR Associates for the two year period 12/13 – 13/14 will ensure a more cost effective solution to the Council than that of employing a FTE post at Band 15 with no ongoing employment liability.
- 6.3 The financial targets set as part of the contract financial schedule aim to reduce the cost by over 50% of a FTE arrangement.
- 6.4 Utilising the services of PKR Associates also gives the Council the flexibility to promote and manage the development of an Integrated Transport Strategy during the period of uncertainty and eventual outcome in terms of collaborative working across the Tees Valley.

## **7. LEGAL CONSIDERATIONS**

- 7.1 The Council's legal, procurement, insurance, human resources and finance teams who have all contributed to the detail are content with the contractual documentation.

## **8. RECOMMENDATIONS**

- 8.1 That the Portfolio Holder note's the report and approves the exemption to the Contract Procedures Rules in the appointment of PKR Associates.

## **9. BACKGROUND PAPERS**

- 9.1 There are no background papers to this report.

## **10. BACKGROUND PAPERS**

- 10.1 There are no background papers.

## **11. CONTACT OFFICERS**

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## **FINANCE & CORPORATE SERVICES PORTFOLIO**

**20<sup>th</sup> June 2012**



**Report of:** Assistant Director (Resources)

**Subject:** CAPITAL WORK PROGRAMME 12/13  
AMENDMENTS TO PROCUREMENT ROUTE

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### **1. TYPE OF DECISION/APPLICABLE CATEGORY**

Non Key Decision

### **2. PURPOSE OF REPORT**

- 2.1 To request the Portfolio Holder's approval to amend the relevant procurement route and agree an exception to the Contract Procedure Rules in respect of the procurement of the proposed construction works for a number of projects.

### **3. BACKGROUND**

- 3.1 The Building Consultancy has been working closely with the in-house Facilities Management Team (F.M. Team), client departments and end users to produce this year's capital and corporate planned work programme in such a way that maximises the amount of work that can be carried out by the F.M section where they prove value for money
- 3.2 This year's capital and corporate planned work programme (including the schools capital programme Phase 1- approved and Phase 2 – awaiting approval) has around sixty projects with a combined budget of £5.4 m.
- 3.3 Some of the budgets in Phase 2 will now need to be reviewed as Barnard Grove Primary School and Manor College which had schemes in the phase 2 programme, have been selected to be taken forward in the Government's Priority Schools Building Programme (PSBP). Holy Trinity C of E Primary School was also successful but had no schemes in the programme. The review will be subject to further details from the Government and consultation with the schools concerned.

- 3.4 In addition, the empty homes scheme (phases 1 &2) has now started with a value of £2.6m for around 50 properties. A Homes and Community Agency bid for match funding based on phases 1&2 was submitted and has been successful. This bid will double the budget and the number of properties. This scheme is to be completed over two financial years.
- 3.5 The Council has in place a partnership framework contract agreement with three contractors (including the FM team) to undertake all works under £100k. Occasionally exemptions have been secured for works over £100k to be included where time is of the essence and a full blown tender exercise would not achieve desired outcomes.
- 3.6 An additional scheme is a bid for funding from the Demographic Growth Capital Fund for Catcote School in the sum of £706K. If the bid is successful the works will need to be completed by the end of the financial year. Realistically for this timetable to be achieved the work would need to be carried out by the F.M. Team or by an existing framework partner who have already been through a procurement process. However, to comply with the funders requirements this will need to be procured via a competitive tender process of some nature.
- 3.7 In addition to the works programme (detailed in sections 3.2,3.3 and 3.4 above) the F.M Team has to provide a full reactive maintenance service.
- 3.8 Taking this into account the F.M. Team does not have the resources to deliver all of this work. They have identified all of the schemes they are able to carry out and have the resources available to deliver within programme and to budget. This leaves a shortfall of 18 schemes which need to be delivered this financial year, 14 of which are below the Partnership Contract threshold of £100k and so can be procured in this way. The remainder are in excess of this threshold, and are as follows:-

1. High Tunstall School: Vocational Education Centre	£186K
2. West Park Primary School: Foundation Unit	£402K
3. Catcote School: DGCF (bid submitted)	£706K
4. Golden Flatts Primary Mechanical Works	£133K

Total	£1.427M
	(£1.43M rounded up)

- 3.9 As detailed above, under normal circumstances we would invite tenders for works over £100k in accordance with the Contract Procedure Rules. In this event we would not be able to meet the tight timescales required to achieve the required timescale of completion and financial spend and therefore an exception to the Contract Procedure Rules is requested in this instance.



#### **4. PROPOSALS**

- 4.1 It is proposed that works detailed in 3.8 are procured through the Council's Partnership Framework Contract to speed up the procurement process and therefore achieve the financial spend and completion deadlines. The Partners have the resources to deliver these schemes in the timescale available. A mini competition between the partners can be carried out if adequate time is available. This route will provide work for local contractors. In respect of the High Tunstall scheme the school has requested that we use Gus Robinson Developments from the Partnership as they have done a significant amount of work at the school in recent years providing good value and have a good working relationship. The contractor will be undertaking the work at competitive rates submitted under the framework contract.
- 4.2 Another option however would be to use the proposed NEPO Construction Framework however there has been a delay in awarding the contract and it may be a further two months before it is in place.
- 4.3 It is envisaged that any new schemes that come about because of the reallocation of budgets (due to Priority Schools Building Programme) will be tendered in accordance with the Contract Procedure Rules via Tender and/or the NEPO Construction Framework if it is in place.

#### **5. FINANCIAL CONSIDERATIONS.**

- 5.1 The total value of work for 2012/13 is £6.34m this includes the Council's corporate and schools' capital and planned maintenance budgets, phases 1&2 (year one) of the empty homes scheme and the Catcote School DGCF bid.
- 5.2 The F.M section will carry out £4.09m of the above total value of work, leaving a balance of £2.25m. £0.82m of this balance of work can be carried out using existing arrangements (via the Council's Partnership Contract) as these schemes are below the £100k threshold. The remainder of the schemes in the sum of £1.43m need to be procured in line with proposals included in section 4.1.

#### **6. RECOMMENDATIONS**

- 6.1 That the Portfolio Holder gives approval to amend the relevant procurement route and agree an exception to the Contract Procedure Rules in respect of the procurement of the proposed construction works for a number of projects above the £100k threshold that the in-house F.M. team do not have the resources to deliver.

**7. REASONS FOR RECOMMENDATIONS**

- 7.1 Under normal circumstances we would invite tenders for works over £100k in accordance with the Contract Procedure Rules. In this event we would not be able to meet the tight timescales required to achieve the required financial spend.

**8. APPENDICES AVAILABLE ON REQUEST, IN THE MEMBERS LIBRARY AND ON-LINE**

- 8.1 There are no appendices.

**9. BACKGROUND PAPERS**

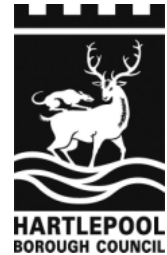
- 9.1 There are no background papers.

**10. CONTACT OFFICER**

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# **FINANCE AND CORPORATE SERVICES PORTFOLIO**

Report To Portfolio Holder  
20<sup>th</sup> June 2012



**Report of:** Assistant Chief Executive

**Subject:** 37<sup>TH</sup> PHASE OF VIEWPOINT – CITIZEN'S PANEL RESULTS

## **1. TYPE OF DECISION**

1.1 None – for information only

## **2. PURPOSE OF REPORT**

2.1 To provide an explanation of why the topics included in Viewpoint 37 were included, and what departments plan to do with the results.

2.2 To inform the Portfolio Holder of the results from the 37<sup>th</sup> phase of Viewpoint that was distributed to panel members in December 2011.

## **3. BACKGROUND**

3.1 Viewpoint, Hartlepool Borough Council's citizen's panel, is one of the ways 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.

3.2 Each phase of Viewpoint covers various topics and within this phase there were questions on:

- Healthy Hartlepool
- Satisfaction with Council Services
- Illegal tobacco sales
- Hartlepool Safeguarding Children Board

3.3 Viewpoint 37 was sent in December 2011 to all 1,397 active members of the panel. A response rate of 68 per cent was achieved with 922 questionnaires being returned.

- 3.4 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 panel members complete the questionnaire at each phase.
- 3.5 The results have been reported back to the relevant departments within the council and will be reported back to Viewpoint members via a regular newsletter. A copy of the overall report will also be placed in the members' library, in all public libraries across the Borough for public access and has been placed on the council's website.
- 3.6 Since Viewpoint was launched in August 1999, the council has asked Viewpoint members to let us know their thoughts and opinions on 156 topics (up to and including VP37). Some of these topics have been repeated in order to monitor change over time; however, as a rule topics will only be repeated in Viewpoint after three years. As we try to refresh a third of our panel annually, theoretically we should have a new panel every three years, and therefore Viewpoint members will not be answering questions they have already answered.
- 3.7 The Regeneration and Neighbourhoods Department is the most frequent user of Viewpoint; however all departments have used Viewpoint at some point since it was launched. Cleveland Police Authority, Cleveland Fire Brigade, and Radio Hartlepool have also asked questions through Viewpoint as external agencies. See table 1 for the breakdown of departmental use of Viewpoint.

**Table 1: Use of Viewpoint by departments – number of topics covered up to and including Viewpoint 37**

	%	(No.)
Regeneration & Neighbourhoods	52	(81)
Child & Adult Services	25	(39)
Chief Executive's Department	20	(31)
External agencies	3	(5)
<b>(N=156)</b>		

#### 4. VIEWPOINT – MOVING FORWARD IN 2012

- 4.1 The Viewpoint panel is currently undergoing a refresh, and will be ready to use with Viewpoint 38; this survey will be in the field for June/July 2012 time.
- 4.2 With the refreshed panel, we will be converting from the three old neighbourhoods: North, South, and Central, to the two new neighbourhoods: North & Coastal and South & Central. The panel will also be weighted on these two new neighbourhoods. There will also be more of a focus on the difference between deprived and non-deprived areas of Hartlepool.
- 4.3 For Viewpoint 37, and for future Viewpoint surveys, we have changed the age ranges that we report on and weight data by. The new age groups are in line with those used by other Tees Valley citizen panels, which will aid future partnership working and income generation opportunities. They also make more sense, for example, in representing younger Viewpoint members (18 – 24, rather than 18 – 34)
- 4.4 In line with these changes, we will be speaking with departments about the level of data they would expect to receive with their results in future, and will analyse data and prepare reports accordingly.
- 4.5 We will also be reviewing the information we collect and hold on Viewpoint members in accordance with ethical guidelines, and will tailor recruitment questions to fit the current needs of the panel.
- 4.6 As a cost saving mechanism, we will be moving forward with a rolling recruitment programme, allowing Hartlepool residents to join the panel throughout the year via recruitment mechanisms such as leaflets and posters left in public buildings, online recruitment, regular Hartbeat articles, and the use of QR codes on publications. A QR code (abbreviated from 'Quick Response' code) is a small square barcode which holds a URL (weblink) behind it. This code can be scanned with Smartphones and Tablet PCs to open up the webpage behind it.
- 4.7 This form of self-selection for the Viewpoint panel is free, allowing us to regularly top up the panel, and extend the gap between full postal refreshes. It is also in line with how other Councils in the Tees valley are moving forward with their panel recruitment.
- 4.8 So far, half of those who have completed an online recruitment questionnaire have done so through using a QR code (about 10 out of 20). We first trialled QR codes with Viewpoint 37, and although no-one completed their survey using this method, the response to the online recruitment questionnaire is encouraging. We will continue to monitor the use of QR codes with Viewpoint, and with other surveys, where appropriate.

**5. WHY TOPICS WERE INCLUDED IN VIEWPOINT 37**

- 5.1 Healthy Hartlepool - Contact Officer: Carole Johnson, Head of Health Improvement, Health Improvement, Child and Adults Department
- 5.2 Hartlepool Borough Council is keen to support people towards leading a healthy lifestyle and maintaining a healthy weight. We included questions in Viewpoint to better understand Hartlepool residents' current perception of their health and weight, what would encourage people to live healthier lifestyles, and how we can support them to do this. We also wanted to explore whether there was support from Viewpoint members for nutritional information to be displayed beside food when eating out.
- 5.3 The results will be shared with the local Hartlepool Healthy Weight, Healthy Lives Steering Group to identify areas which need to be addressed in terms of people's knowledge and attitudes. Where they would prefer to access services is also a useful indicator when planning. They will also be shared with the Teeswide Obesity group as it is likely that other localities in the Tees area would respond in the same way. The results will be reported in the JSNA for Diet and Nutrition.
- 5.4 Satisfaction with Council Services - Contact Officer: Leigh Keeble, Development Officer, Support Services - Development, Child and Adults Department
- 5.5 The questions in relation to satisfaction levels were those previously asked in the MORI survey and the results will be used to update PIs on satisfaction levels with museums, libraries and sports services that are monitored in Covalent.
- 5.6 Results from questions on satisfaction levels with specific services and activities will assist with future planning of events and activities and results from the question on public information will help us target information more effectively. The results will also be used for accreditation information such as Quest at the sport centres.
- 5.7 Illicit Tobacco Sales - Contact Officer: Carole Johnson, Head of Health Improvement, Health Improvement, Child and Adults Department.
- 5.8 We wanted to find out what Hartlepool residents thoughts were about illegal tobacco sales so that we could plan how best to support Trading Standards and Her Majesty's Revenue and Customs in tackling the problem. We also wanted to understand how likely Viewpoint members would be to report the issue. The questions also provided us with information to estimate the proportion of Hartlepool residents who currently smoke.
- 5.9 The results will be shared with the local Smoke Free Hartlepool tobacco alliance which includes HBC's Trading Standards Department. They will be interested in knowledge and attitudes to this issue and could inform future practice in promoting initiatives around illicit and illegal sales. The results will

also be shared with the Tees-wide Smoking Commissioning Group for information and interest and with Fresh North East who frequently conduct such surveys on this topic themselves. This data will provide Hartlepool specific information.

- 5.10 Hartlepool Safeguarding Children Board - Contact Officer: Jacqui Rogers, Safeguarding Support Officer (Child and Adults), Prevention, Safeguarding and Specialists Services, Child and Adults Department
- 5.11 It is important the Hartlepool Safeguarding Children Board (HSCB) has a high and trustworthy profile within the community. This communication with the community will act as an audit and help the HSCB improve their work in keeping children safe in Hartlepool. The Board used the questions to:
- To find out what the community know about the HSCB,
  - to ask how the community would like to receive information with regard to Safeguarding from the HSCB
- 5.12 The responses to the Viewpoint survey have been reported to the Hartlepool Safeguarding Board with the recommendation that the findings from the survey are used to inform the work of the HSCB Communication Group and help plan their approach in the forthcoming year.

## **6. KEY FINDINGS FROM VIEWPOINT 37**

### **6.1 Hartlepool and Healthy Eating**

The majority of Viewpoint members (41%) said they did not know or were not sure if they have a healthy diet. Only 28% of Viewpoint members felt they ate a healthy diet most of the time or some of the time.

- 6.2 Just over four out of ten (42%) Viewpoint members eat four or more portions of fruit and vegetables on average a day. A similar proportion (45%) eat two to three portions a day.
- 6.3 A third of Viewpoint members (36%) do 30 minutes of moderate intensity of physical activity four or more times a week, and a similar proportion do 30 minutes of moderate intensity physical activity two to three times a week.
- 6.4 The majority of Viewpoint members feel that they try to live a healthy lifestyle (93%). However, seven out of ten (72%) of these members feel they could still do more. Seven per cent of Viewpoint members feel they do very little or none at all exercise or healthy eating.
- 6.5 We asked Viewpoint members what would encourage them to become healthier, and three quarters said just to feel better (75%). Over half said to live longer (55%) and four out of ten (44%) said to look good.
- 6.6 Eighty-five percent of Viewpoint members said they know what a healthy weight is for them. However, only 57% of Viewpoint members know what their

- BMI is. Four out of ten (38%) Viewpoint members said they did not know what their BMI was.
- 6.7 When asked how important it is to Viewpoint members to be a healthy weight, nine out of ten (89%) Viewpoint members said it was either very or fairly important to them. Only two percent of Viewpoint members said it wasn't important to them to be a healthy weight.
- 6.8 The majority of Viewpoint members consider themselves to be overweight (45%), with almost a fifth (17%) considering themselves to be considerably overweight. Just under four out of ten (37%) Viewpoint members think they are a healthy weight and two percent of members consider themselves to be underweight.
- 6.9 Next, Viewpoint members were asked to tell us if they are happy with their weight and their body shape. Results were almost identical with half of Viewpoint members saying they are happy with their weight, and just under half saying they are happy with their body shape.
- 6.10 However, when asked if Viewpoint members would like to lose weight, two thirds (65%) of members said yes, they would.
- 6.11 Viewpoint members were asked to tell us where they would go for help if they wanted to lose weight, and two thirds (64%) of people said they would go nowhere, that they would lose weight by themselves. A fifth of Viewpoint members would go to a gym or personal trainer (21%) and a similar proportion (19%) would go to a weight management class.
- 6.12 Viewpoint members were more likely to say they feel the main obstacles to losing weight are a lack of motivation (43%), and work commitments (30%).
- 6.13 The vast majority of Viewpoint members consider the nutritional information when shopping for food or when eating out sometimes (59% and 50% respectively). Viewpoint members were less likely to consider the nutritional information when eating out (40%).
- 6.14 Viewpoint members were more likely to know what the healthy recommended number of calories is (65%), followed by the recommended limits for salt (52%). Members were more likely to say they do not know the healthy recommended limits are for protein or carbohydrates (41%).
- 6.15 Around half (between 48% and 54%) of Viewpoint members said nutritional information displayed at cafes, restaurants, and other food outlets would influence what food they ordered. A third (between 33% and 38%) said it wouldn't.
- 6.16 Next, Viewpoint members were asked to tell us what type of information they would like to see connected to nutritional information in restaurants, cafes or other food outlets. Three quarters of Viewpoint members would like to see a



'traffic light' system saying whether things like calories, fat and salt or good or not.

- 6.17 Viewpoint members were asked to tell us if they had heard of the Golden Apple award, and nine out of ten (89%) members said they hadn't.

6.18 **Satisfaction with Council Services (Community Services)**

Viewpoint members were told how they can search for books from the library catalogue, order books and review books from the library online.

- 6.19 We wanted to know if Viewpoint members had used this service in the past and a quarter (24%) said they had. However, over four out of ten (43%) of members said they would use this service in the future.
- 6.20 Over nine out of ten (92%) Viewpoint members had heard of Mill House Leisure Centre, and the same proportion of people had used this facility in the past 12 months.
- 6.21 This is compared to seven out of ten Viewpoint members who had heard of Headland Sports Hall, and only three out of ten (27%) members who have used Headland Sports Hall in the past year.
- 6.22 Viewpoint members were more likely to say they have visited either Mill House Leisure Centre or Headland Sports Hall between two and ten times in the last 12 months (53% and 58% respectively).
- 6.23 Viewpoint members were asked to tell us what they thought could be improved at Mill House Leisure Centre or at Headland Sports Hall. Viewpoint members were more likely to think Mill House Leisure centre needed longer opening times (46%), and improved cleanliness (40%). However, they thought the Headland Sports Hall needed more specific targeted sessions (43%) and improved café facilities (37%).
- 6.24 We wanted to know what stops Viewpoint members from visiting Mill House Leisure Centre and Headland Sports Hall. Viewpoint members were most likely to say that work or family commitments stop them from visiting either centre (58% and 37% respectively). They also found Mill House Leisure Centre too expensive (37%), and thought that Headland Sports Hall had poor transport, or it was too far to travel to (37%).
- 6.25 When asked how Viewpoint members would like to hear about activities or events at Mill House Leisure Centre or Headland Sports Hall, Viewpoint members were more likely to say through Hartbeat (58%), through the Hartlepool Mail (50%) or through a leaflet through their door (45%).
- 6.26 We wanted to know which of the following Council services Viewpoint members had used in the last 12 months. Viewpoint members were more likely to say they had used libraries (55%) and Hartlepool museum (49%). Members were least likely to have used youth and community centres (10%), and adult education (11%).

- 6.27 When asked how satisfied or dissatisfied Viewpoint members are with various Council services, Viewpoint members were more likely to say they were satisfied with libraries (56%), and the Hartlepool Museum (54%). Viewpoint members were least likely to be satisfied with Adult Education (13%) and Youth and Community Centres (14%). However, it must be noted here that a large proportion of Viewpoint members (between 30% and 76%) have responded that they don't know how satisfied they are with this Council service, or they haven't used it.
- 6.28 When just looking at satisfaction rates from service users, (therefore, by removing the proportion of people who say they don't know how satisfied they are with the Council service, or that they don't use the Council services), we can see that Viewpoint members are most satisfied with the Hartlepool Museum (82%) and the Art Gallery (81%). However, satisfaction with Adult Education and the Youth and Community Centres from service users, still remain at the bottom of the graph (50% and 57% respectively).
- 6.29 **Illegal Tobacco Sales**  
Forty-three percent of Viewpoint members have smoked cigarettes or other tobacco products in the past. However, this has more than halved to 20% of Viewpoint members who currently smoke.
- 6.30 Next, Viewpoint members were asked to tell us if they were aware that illegal tobacco sales takes place within Hartlepool, and over three quarters (77%) of members said yes, they were.
- 6.31 Viewpoint members were asked to tell us how likely they are to report someone if they suspected them of selling cheap illegal cigarettes or tobacco. They were then asked to say how likely they would be if they suspected someone of selling these products specifically to children.
- 6.32 Only a third of Viewpoint members said they would be likely to report someone if they suspected them of selling illegal tobacco products in general. However, this rose to seven out of ten (71%) Viewpoint members if they suspected someone of selling illegal tobacco products specifically to children. Viewpoint members were also less likely to say they don't know if they would report someone for selling illegal tobacco products when children were involved (11%, compared to 19% for general sales).
- 6.33 When asked if Viewpoint members know who to report illegal tobacco sales to, only a third said yes. Almost half (48%) said no, and one in five (19%) said they were not sure who to report illegal tobacco sales to.
- 6.34 Viewpoint members were presented with a list of statements connected to illegal tobacco sales, and were asked to say how much they agreed or disagreed with them. Viewpoint members were more likely to agree or strongly agree with the statement that children are in danger because they can buy them easily (83%) and that billions of pounds of tax a year is lost

which should go to hospitals and schools (73%). Members were most likely to disagree or strongly disagree that they don't do anyone any harm (80%).

**6.35 Hartlepool Safeguarding Children Board**

Viewpoint members were asked to tell us if they had heard of the Hartlepool safeguarding Children Board before receiving the latest Viewpoint survey, and seven out of ten (71%) said no.

- 6.36 Next, Viewpoint members were asked to tell us how they think people would like to receive information about the Hartlepool Safeguarding Children Board, and members said through schools (69%), through Hartbeat (66%), and through the Hartlepool Mail (64%).

**7. FEEDBACK FROM PREVIOUS VIEWPOINT SURVEYS**

- 7.1 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 collected 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.

- 7.2 The feedback provided in this report is from topics covered in:

- Hartlepool and the 2012 Olympics
- Trees in Hartlepool
- Hartlepool Beaches
- Radio Hartlepool
- Alcohol consumption in Hartlepool
- Culture & Leisure activities in Hartlepool
- Climate Change

- 7.3 All feedback is included in the newsletter that will accompany Viewpoint 38, which will be mailed out in June/July 2012, and has also been uploaded on the Council's website.

**7.4 Hartlepool and the 2012 Olympics, Viewpoint 35, January 2011**

The Sports and Recreation team requested an Olympic themed Viewpoint topic to gauge public opinion on the London 2012 Olympics and to find out how residents wanted to see the Local Authority act upon the up and coming games. Being so far away from the games itself, the Sport and Recreation service felt a duty to ensure residents of Hartlepool felt part of the Olympics, which will act as a platform to engage new audiences into sport within Hartlepool.

- 7.5 The Sports and Recreation team wanted to feed back to Viewpoint members how Hartlepool was one of the few local authorities to have a lunch time stop of the Olympic torch.

- 7.6 Viewpoint members indicated that the 2012 Olympic event would not encourage them to adopt a healthier lifestyle. As a result, the Council re-launched its Active Workplaces 2012 scheme, to encourage people to become more active during work hours making use of lunch breaks and specifically targeting activities to start before and after work hours. They also launched the INSPIRE programme which highlights talented sports women from Hartlepool who are excelling in their sport to 'Inspire' people to become more active. The INSPIRE exhibition will be in the Hartlepool art gallery from July 7<sup>th</sup> to September 1<sup>st</sup> 2012.
- 7.7 Viewpoint members told us they would be interested in attending various Olympic themed events, but only if they were free, or there was a small charge for them. As a result, the Sports and Recreation team ran a 'Celebration Village...Let the Games Begin' event at Summerhill, which was free as they were able to secure external funding for this. This marked the one year anniversary to the Olympic Games, and they had an estimated 3,000 people attend this event. They also started to run taster sessions at the Hartlepool Yacht Club for water based activities. The INSPIRE exhibition will also be free to the public. Active Workplaces and Sailing has a small charge in order to sustain activities.
- 7.8 Viewpoint members suggested the Council do something through schools as part of our Olympic Legacy. Up until the Olympic Games the Sports and Recreation team are running a 'Ready, Steady, Walk' programme in schools, which challenges pupils to choose a past host Olympic city and walk the equivalent amount of miles to London 2012. The programme has curriculum based material which teachers can use to tap into various different subjects.
- 7.9 **Trees in Hartlepool, Viewpoint 34, October 2010**  
Questions were included in Viewpoint about Trees in Hartlepool to inform future reports on progress in implementing the recently adopted Hartlepool Tree Strategy 2011 – 2016, a commitment to which is included within the action plan contained within the strategy document.
- 7.10 The Viewpoint results were used in a tree strategy for Hartlepool, which sets out the Council's guiding principles on tree related matters, and results influenced a number of key actions contained in the tree strategy's action plan.
- 7.11 Viewpoint members told us that they thought more trees should be planted in Hartlepool. We fed back to Viewpoint members how the Council have planted new trees on public land and secured tree planting on private land through the use of planning conditions.
- 7.12 Members also told us that they would like to see more trees planted in residential areas, parks and open spaces. We were able to tell Viewpoint members how we have planted new trees at many places including Wiltshire Way, Merlin Way, Elwick Road, Easington Road/Woodstock Way, Wharton Terrace, North Cemetery, Ward Jackson Park, Burn Valley Gardens, Grayfields, Summerhill, and a new community woodland on land next to the

Phoenix Centre. We also told members how we have also secured new tree planting at Easington Road, Raby Road/Chester Road, Kendal Road, and Hartlepool College of Further Education.

- 7.13 Viewpoint members also said they thought trees and woodland should be protected during new developments. We were able to inform Viewpoint members how we have made a number of new tree preservation orders, and through the use of planning conditions have required tree protection measures to be taken at sites when there is nearby construction activity.
- 7.14 **Hartlepool Beaches, Viewpoint 35, January 2011**  
In September 2010, the Foreshore Management team went through an Internal Audit review, and one of the issues raised was that of customer satisfaction surveys had not been issued to residents to gauge public views on the services provided. Therefore, Viewpoint was used as a means of gauging public opinion on Hartlepool beaches. The Foreshore Management team plan to use the Viewpoint results to determine satisfaction with current services and to improve services where needed, and also to encourage more people to attend beach side events.
- 7.15 Viewpoint members told us they were less likely to use the Headland beaches. However, we were able to feed back to Viewpoint members how the Headland beaches are more suited to the local community and are used in this way, where as Seaton Carew is a seaside resort with designated bathing beaches and have the infrastructure and amenities which attracts many visitors. We told Viewpoint members how we are looking into applying for a Quality Coast Award for one of the Headland beaches. Award beaches are advertised nationally so if successful this may attract more visitors.
- 7.16 Viewpoint members told us how they would like to see improvements to the beach information signage, and we were able to tell them how the Council had updated the beach signage maps at Seaton Carew due to changes to amenities after regeneration projects, e.g. the removal of the Rocket House Toilets. We were also able to say how they now include special protected areas of the beach, cycle route and bathing water sampling point. In addition, we fed back how the Beach Lifeguards (when in operation) has new portable signage to give information such as the tide times, wind direction, water temperature and the number of lifeguards on duty. Also, we fed back to Viewpoint members how three new signs regarding the bathing water quality are to be installed in May 2012 at Seaton Carew.
- 7.17 Viewpoint members told us how they would like to see improvements to the paddling pools. We told Viewpoint members how we have replaced the circulation pump at the Block Sands Paddling Pool in order to increase the circulation rate and improve water quality in the pool, and how refurbishment of the Seaton Carew Paddling Pool is included as part of a long term regeneration plan for Seaton Carew.
- 7.18 Viewpoint members said they would like to see more activities or events at the beaches. We told Viewpoint members how we have increased the number of

mobile children's rides at the Seaton Carew Paddling area, from two to four attractions, and how we are also considering a further increase in the number of attractions and children's rides at other beach locations. We also said how the Countryside Wardens were involved with a number of activities at the beaches, including a family fun day, and how a beach touch rugby event which was planned in 2011 but unfortunately cancelled due to a lack of interest, has been re-scheduled for May 23<sup>rd</sup> 2012. Finally, we told members that we moved the kite festival from May Bank weekend to the August Bank Holiday weekend; the change was made to attract more people during the Summer Holidays.

**7.19 Radio Hartlepool, Viewpoint 34, October 2010**

Radio Hartlepool approached the Council with a grant application in 2010. Unfortunately, at the time, they were unable to provide information about their listenership. In order to obtain this information, questions were included in Viewpoint. Any questions included in Viewpoint from outside of the Council incur a charge, which covers the production costs for the number of pages used. This charge was met by Radio Hartlepool.

- 7.20 The Viewpoint information helped to find out Radio Hartlepool's level of listenership within the town to support their grant application for funding from the Community Pool. Radio Hartlepool was unsuccessful with this bid. However, they have been able to use the information collected to attract a number of local and national businesses to advertise with them. Radio Hartlepool is also currently working toward achieving the PQASSO quality standard, which along with the information gained through Viewpoint, will help with securing funding from external funders.

**7.22 Alcohol consumption in Hartlepool, Viewpoint 34, October 2010**

Viewpoint members told us how they don't keep track of how many units they drink at any one time. We told Viewpoint members how we have raised awareness about keeping track of alcohol units at all public campaigns about alcohol throughout the year through:

- Knowledgeable staff being on hand at events;
- Promotional materials being distributed;
- Beakers with measures highlighting units etc and safe levels;
- Alcohol Wheels showing individual units for a number of alcoholic drinks;
- Signposting to treatment services that can provide help and support as well as structured treatment services focussing on recovery to meet individual need.

- 7.23 Viewpoint members also told us that they thought excessive alcohol consumption was related to a number of social problems in Hartlepool. We were able to feed back how work is ongoing with the Quality Innovation Productivity Prevention (QIPP) Programme within NHS. This is an 'invest to save' programme to reduce Alcohol related Hospital admissions and Accident and Emergency attendances. This is one year programme that started in

August 2011 and aims to bring together work from hospital, GPs and Social Care settings to prevent alcohol clients reaching hospital. This could be extreme alcohol cases down to accidents and minor injuries as a result of alcohol intake.

**7.24 Culture and Leisure Activities in Hartlepool, Viewpoint 35, January 2011**

Questions were included in Viewpoint to help formulate a marketing plan to increase the proportion of people visiting the various culture and leisure venues in Hartlepool, including Hartlepool's Maritime Experience, The Museum of Hartlepool, Hartlepool Art Gallery, and Hartlepool Town Hall Theatre.

7.25 Viewpoint members told us they hadn't visited any of Hartlepool's culture and leisure activities that much in the past year. The Cultural Services team purchased poster frames and displayed these in each venue, ensuring cross promotion and awareness of what each of the other venues offer. A great amount of time has been invested in the What's Happening Hartlepool brand, including website development, concentrating on cross promotion – almost like Amazon's: 'if you liked this, you'll also like this.'

7.26 Viewpoint members told us they hadn't seen the latest 'What's On' publication. The Cultural Services team told Viewpoint members how the 'What's On' brochure and the Tourism's mini guide was brought together in January 2012, as 'What's Happening Hartlepool'. This allowed the Council to increase the number of brochures printed and distributed, and has also become a one stop shop for both residents and visitors outside of the area.

7.27 Viewpoint members told us they were not aware of a reduced rate for Hartlepool residents to attend events and activities at Hartlepool Maritime Experience. As a result, the Cultural Services team have spoken to staff about becoming more proactive and asking visitors if they live in Hartlepool. They have also promoted the reduced rate on Radio Hartlepool and in the Hartlepool Mail.

7.28 Viewpoint members told us they wanted to see more drama shows, comedy, and children's theatre. As a result, the Cultural Services team programmed more drama, comedy and children's theatre. They had also programmed two Shakespeare plays (one at Summerhill). Programming is continually being assessed on its successes and less successful attendances.

7.29 Viewpoint members told us that they didn't see events at Hartlepool Town Hall Theatre or see events more often because they didn't know what was on. The Cultural Services team ran a six week radio campaign with Radio Hartlepool, and made improvements to the website, including with navigation. They had also increased their use of social media through Facebook and twitter.

**7.30 Climate Change, Viewpoint 34, October 2010**

Following the Neighbourhood Services Scrutiny Forum investigation into climate change in 2009/10, it was recommended that work was undertaken to

increase knowledge and understanding of climate change amongst residents of the town.

- 7.31 The climate change questions were included in Viewpoint to establish a baseline of knowledge and understanding of climate change. The questions were also included as a requirement of the Council's adoption of the Tees Valley Climate Change Strategy in 2010. Each of the other Tees Valley authorities did a similar exercise.
- 7.32 Viewpoint members told us that they don't like energy saving light bulbs because they were not bright enough. Waste and Environmental Services fed back to Viewpoint members that energy savings bulbs have improved a lot since their early days. They added that many people were put off by the early designs, but wanted to let Viewpoint members know that modern energy saving bulbs now come in a variety of styles, sizes and brightness's. They also informed Viewpoint members that an average energy saving light bulb will save them over £20 during its lifetime.
- 7.33 Viewpoint members told us they would look at the internet for information and support about how to best achieve energy efficiency and to tackle climate change. As a result, Waste and Environmental Services have uploaded more information onto the Council webpages to help Hartlepool residents to learn more about how they can reduce their carbon footprint. They have also put information out through the radio, the Hartlepool Mail and the Central Library.
- 7.34 Loft and cavity wall insulation was a popular action amongst Viewpoint members to help reduce climate change. Waste and Environmental Services wanted to let Viewpoint members know that they will continue to provide information about free and reduced cost cavity wall and loft insulation.

## **8. RECOMMENDATIONS**

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

## **9. REASONS FOR RECOMMENDATIONS**

- 9.1 The report is for information only therefore the Portfolio Holder is only requested to note the results of Viewpoint 37 and the feedback from previous surveys.



**10. APPENDICES AVAILABLE ON REQUEST, IN THE MEMBERS LIBRARY AND ON-LINE**

Appendix 1 – Viewpoint 37 Headline Results  
Appendix 2 – Viewpoint 37 Newsletter  
Appendix 3 – Viewpoint 37 Full Results Report

**11. CONTACT OFFICER**

Lisa Anderson, Information & Consultation Officer  
Chief Executive's Department, Corporate Strategy Division  
Hartlepool Borough Council

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# Viewpoint



VP37, February 2012

**68%** response rate, **922** completed questionnaires.  
All results are weighted.

# = less than 0.5%

- = no response

\* = excluded from calculations

## Your views are important

This latest Viewpoint questionnaire should only take about 10 to 15 minutes to complete and seeks your views on:

- **Healthy Hartlepool**
- **Satisfaction with Council Services**
- **Illegal tobacco sales**
- **Hartlepool Safeguarding Children Board**

**Remember, you can fill out this survey online.**

To fill out this survey online please call Lisa Anderson on 01429 523041 or email [lisa.anderson@hartlepool.gov.uk](mailto:lisa.anderson@hartlepool.gov.uk). Alternatively, you can use the space below to let me know your email address, or your new email address if you have recently changed it.

If you do not manage to complete your online questionnaire within a week from receiving your email invite, I will send you out a paper survey in the post.

To have a look around our online consultation site, go to: [www.hartlepool.gov.uk](http://www.hartlepool.gov.uk) and click on 'Your town, your say' in the right hand menu.

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

## Hartlepool and Healthy Eating

It is important for all of us to maintain a healthy lifestyle, which can help us to maintain a healthy weight. Being a healthy weight means making sure that we are not too heavy or too light, this is important to help us keep healthy. Healthy eating, alongside physical activity is an important part of maintaining a healthy weight and lifestyle. Hartlepool Borough Council is keen to support people towards leading a healthy lifestyle and maintaining a healthy weight. We would like to find out what people already know and how best to support people with their healthy lifestyle.

**If you would like any further information on this topic please contact:**  
**Carole Johnson on (01429 523668) or via e-mail [carole.johnson2@nhs.net](mailto:carole.johnson2@nhs.net)**

### Leading a healthy lifestyle

#### 1. Do you think you have a healthy diet? (Please tick one box) (N=900)

Yes – I eat healthily **most** of the time 7%  
 Yes, my diet is healthy **some** of the time 21%  
 No, I consider my diet to be poor 32%  
 Don't know/not sure 41%

		0-1	2-3	4-5	More than 5
2.	How many portions of fruit and vegetables do you eat, on average, a day? (Please tick one box) (N=886)	13%	45%	34%	8%
3.	How many days per week do you do 30 minutes of moderate intensity physical activity (e.g. brisk walking, jogging, swimming, cycling, dancing, badminton, tennis, etc). (Please tick one box) (N=873)	28%	36%	17%	19%

Being healthy is not just about being a certain weight. It is about eating right and doing a reasonable amount of exercise.

#### 4. Do you try to lead a healthy lifestyle? (Please tick one box) (N=874)

Yes – all the time 21%  
 Yes – but I could do more 72%  
 I do very little exercise or healthy eating 5%  
 No – I don't eat healthily or exercise 2%  
 Don't know/not sure \*

**5. Which of the following, if any, would encourage you to become healthier? (Please tick all that apply) (N=877)**

To look good	44%
To increase my confidence	27%
Just to feel better	75%
Because of a friend/family members health problems	13%
Because of your health problems	29%
To be able to keep up with my children / grandchildren	25%
To live longer	55%
Other (please specify below)	3%

28 comments

**You and your weight**

	Yes	No	Don't know
<b>6. Do you know what a healthy weight is for you?(N=891)</b>	85%	11%	4%

	Yes	No	Don't know
<b>7. Do you know what your BMI (Body Mass Index) is? (N=891)</b>	57%	38%	5%

**8. How important is it to you to be a healthy weight? (Please tick one box) (N=886)**

Very important	47%
Fairly important	42%
Neither important nor unimportant	9%
Fairly unimportant	1%
Very unimportant	1%
Don't know	*

Very/fairly important	89%
Very/fairly unimportant	1.5%

**9. Do you think you are a healthy weight? (Please tick one box) (N=885)**

<b>Yes</b> – I consider myself to be a healthy weight	37%
<b>No</b> – I consider myself to be <b>underweight</b>	2%
<b>No</b> – I consider myself to be a <b>bit overweight</b>	45%
<b>No</b> – I consider myself to be <b>considerably overweight</b>	17%
Don't know/not sure	*

Some people can be physically underweight or overweight, but still be happy with their current weight and body shape. We would like to know if you are happy with yours.

**10.Are you happy with your weight and your body shape?** (Please tick one box on each row)

	Yes	No
Weight (N=886)	50%	50%
Body shape (N=849)	47%	53%

**11.Would you like to lose weight?** (N=874)

Yes	65%	Go to Q12
No	35%	Go to Q13

**12.If you wanted to lose weight, which of the following places (if any) would you be likely to go to for help?** (Please tick all that apply) (N=679)

	To my doctors	15%
To a weight management class (e.g. weight watchers or slimming world)		19%
	To a gym/personal trainer	21%
NHS free health trainer (to provide detailed one to one support)		15%
	To friends/family	7%
	Nowhere – I would do it by myself	64%

**13.Thinking about diet and exercise, what do you feel are the main obstacles to losing weight?** (Please tick all that apply) (N=802)

	Lack of childcare to be able to exercise	5%
	It costs too much to exercise	22%
	It costs too much to eat healthily	20%
	I can't afford to attend a weight management classes	15%
	Work commitments stop me from exercising/eating healthily	30%
	I have no time to exercise	20%
	I have no time to prepare healthy meals	7%
	Unhelpful family	4%
	Illness/injury	23%
	Lack of motivation	43%
	Lack of confidence	13%
Lack of equipment to exercise (e.g. shoes, clothing or sports equipment)		8%
	No-one to exercise with	12%
	Don't know how to lose weight	3%
	Don't like healthy food	5%
	Don't like exercise	6%
	Other (please specify below)	16%

149 Comments

## Your shopping habits

We would like to know if you consider the nutritional information when food shopping or when eating out.

### 14. Do you consider the nutritional information...

(Please tick one box on each row)

	Yes, always	Yes, sometimes	No, never	Don't know
...When shopping for food (N=873)	28%	59%	13%	*
...When eating out (N=852)	10%	50%	40%	*

### 15. Do you know what the healthy recommended limits are for any of the following?

(Please tick all that apply)

	Yes	No	Not sure
Calories (N=869)	65%	21%	14%
Salt (N=875)	52%	30%	18%
Sugar (N=867)	41%	35%	24%
Saturated fat (N=868)	38%	34%	28%
Carbohydrates (N=853)	30%	41%	29%
Fats (N=870)	41%	33%	26%
Protein (N=860)	29%	41%	30%

### 16. If nutritional information was displayed beside food in restaurants, cafes or other food outlets, would it influence what food you ordered? (Please tick one box on each row)

	Yes	No	Not sure
Cafes (N=880)	51%	35%	14%
Restaurants (N=874)	48%	38%	14%
Other food outlets (fast food venues, etc) (847)	54%	33%	13%

**17.If nutritional information was displayed beside food in restaurants, cafes or other food outlets, what information would you like to see? (Please tick all that apply)**  
(N=846)

Just the number of calories included	36%
Detailed information, including calories, salt, and fat	43%
A 'traffic light' system, saying whether things like calories, fat and salt are good or not	66%
Other (please specify below)	7%

48 comments

**18. Have you heard of the Golden Apple award? (N=861)**

Yes 11%  
No 89%

## Satisfaction with Council Services

We would like to ask you some questions about Council services, including the library, leisure centres, and other community services. We would like to know which of these services you have used, and what your thoughts are about them.

### Libraries

You can search for books from the library catalogue, order books and review books from the library online.

	Yes	No	Don't know
<b>19. Have you used this service? (N=872)</b>	24%	76%	---
<b>20. Would you use this service in the future? (N=853)</b>	43%	26%	32%

### Leisure Centres

We would like to know if you have heard of, or used either Mill House Leisure Centre or Headland Sports hall.

**21. For each of the following Council facilities, can you tell us which**

- a) you have heard of
- b) you have visited in the last 12 months

(Please tick all that apply on each line)

	a) Have heard of (N=851)	b) Have visited (N=479)
Mill House Leisure Centre	92%	92%
Headland Sports Hall	68%	27%

If you have not visited **both** the Mill House Leisure Centre **AND** the Headland Sports Hall in the last 12 months, please go to **Question 24**.

**22.If you have visited Mill House Leisure Centre or Headland Sports Centre in the last 12 months, how often have you visited?** (Please tick one box in each column)

	Mill House		Headland	
	(N=424)	(N=248)	(N=304)	(N=96)
Have not visited this venue in last 12 months	42%	*	67%	*
More than 10 times	18%	30%	6%	20%
Between 2 and 10 times	31%	53%	18%	58%
Once	10%	17%	7%	22%
Don't know	*	*	*	*

**23.If you have visited Mill House Leisure Centre or Headland Sports Centre in the last 12 months, what, if anything, do you think could be improved?**  
(Please tick all that apply in each column)

	Mill House		Headland	
	(N=311)	(N=183)	(N=233)	(N=84)
Have not visited this venue in last 12 months	43%	*	81%	*
Café facilities	21%	35%	8%	37%
Cleanliness	23%	40%	6%	27%
Traffic / road signage	4%	6%	3%	15%
Longer opening times	27%	46%	7%	34%
Marketing material	10%	16%	4%	17%
Specific targeted sessions	17%	29%	9%	43%

Other - 84 comments



**24.What stops you from visiting these facilities, or from visiting them more often?**  
(Please tick all that apply in each column)

	Mill House		Headland	
	(N=647)	(N=562)	(N=602)	(N=470)
Have not visited this venue in last 12 months	59%	*	64%	*
Did not know the centre was there	5%	7%	19%	31%
Too far to travel / transport links are not adequate from where I live	9%	15%	22%	37%
Price (too expensive)	24%	37%	12%	21%
Opening times are not good	12%	18%	3%	5%
Work / family commitments stops me from going	37%	58%	22%	37%
I prefer to use a different facility (please specify) 229 comments				

**25.How would you like to hear about activities or events at Mill House Leisure Centre or Headland Sports Hall? (Please tick all that apply) (N=823)**

Leaflet through my front door	45%
Leaflets in designated areas such as libraries, civic centre, tourist information	18%
Hartlepool Mail	50%
Hartbeat	58%
From your child's school	8%
Hartlepool Borough Council Website	21%
Hartlepool Borough Council Facebook page	6%
Local Radio	16%
Email	16%
Other (please specify below)	3%

32 comments

## Community Services

**26. Which of the following services, if any, have you or a member of your household used in the last 12 months?** (Please tick all that apply) (N=740)

Art Gallery	38%
Hartlepool Museum	49%
Hartlepool Maritime Experience	37%
Events Programme e.g. Spoo-quay, Christmas Crackers, annual fireworks display etc.	37%
Libraries	55%
Sports clubs/facilities	36%
Youth and Community Centres	10%
Adult Education	11%

**27. Please tell us how satisfied or dissatisfied you are with the quality of each of the following services: (Please tick one box on each line)**

		Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't Know / not used
Art Gallery	(N=727)	23%	21%	9%	#	1%	45%
	(N=396)	42%	39%	16%	1%	2%	*
Hartlepool Museum	(N=745)	27%	27%	82%	2%	2%	35%
	(N=488)	41%	41%	13%	3%	3%	*
Hartlepool Maritime Experience	(N=728)	27%	21%	10%	1%	2%	39%
	(N=447)	44%	34%	16%	2%	4%	*
Events Programme – e.g. Spoo-quay, Christmas Crackers, annual fireworks display	(N=686)	13%	18%	13%	3%	1%	51%
	(N=339)	27%	37%	27%	7%	3%	*
Libraries	(N=753)	30%	26%	11%	2%	1%	30%
	(N=526)	43%	37%	16%	3%	2%	*
Sports clubs/facilities * Not all Viewpoint members answered this question, as the tick boxes were missing from the final print document	(N=187)	13%	22%	11%	0	2%	52%
	(N=89)	27%	46%	24%	0	4%	*
Youth and Community Centres	(N=600)	4%	10%	7%	2%	1%	76%
	(N=147)	17%	40%	30%	8%	5%	*
Adult Education	(N=604)	5%	8%	9%	2%	2%	75%
	(N=154)	19%	31%	35%	7%	8%	*

## Illegal Tobacco Sales

In the last five years the North East has seen the biggest drop in England in smoking, although smoking rates remain high compared with the rest of the UK. The prevalence of illegal tobacco is also particularly high in the North. Illegal tobacco is sold at about half the price of legal tobacco and in certain communities across the North of England, the purchase and supply of illegal tobacco is a deeply ingrained and socially accepted form of behaviour. We would like to find out what Hartlepool residents' thoughts are about illegal tobacco sales to enable us to plan how best we can support our colleagues in Trading Standards and Her Majesty's Revenue and Customs in tackling the problem.

**If you would like any further information on this topic please contact:  
Carole Johnson on (01429 523668) or via e-mail [carole.johnson2@nhs.net](mailto:carole.johnson2@nhs.net)**

**28. Have you ever smoked cigarettes (pack or roll your own) or used other tobacco products? (N=880)**

Yes	43%	Go to Q29
No	57%	Go to Q30

**29. Do you smoke cigarettes/tobacco at all nowadays? (N=492)**

Yes	20%
No	81%

Cheap illicit cigarettes or loose tobacco can be bought in the UK and they can be either counterfeit (that is fake/illicit) or genuine which have been smuggled into the UK without having duty paid (sometimes known as duty free).

**30. Are you aware that illegal tobacco sales takes place within Hartlepool? (N=877)**

Yes	No
77%	23%

**31. How likely are you to report someone if you suspected them of selling cheap illegal cigarettes or tobacco? (N=884)**

Very likely	Quite likely	Quite unlikely	Very unlikely	Don't know
15%	18%	18%	31%	19%

**32. How likely would you be to report someone if you suspected someone of selling these illegal products specifically to children? (N=879)**

Very likely	Quite likely	Quite unlikely	Very unlikely	Don't know
46%	25%	8%	10%	11%

**33. Would you know who to report illegal tobacco sales to? (N=876)**

Yes	No	Not sure
33%	48%	19%

**34. Thinking about illegal tobacco products, please tell us how much you agree or disagree with the following statements. (Please tick one box on each line)**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
They don't do anyone any harm (N=857)	4%	5%	12%	24%	56%	*
Children are in danger because they can buy them cheaply and easily (N=853)	53%	30%	6%	5%	6%	*
Buying them is no big deal (N=836)	6%	9%	21%	24%	41%	*
They bring crime to the local community (N=808)	31%	29%	24%	9%	7%	*
Billions of pounds of tax a year is lost which should go to hospitals and schools (N=832)	45%	29%	16%	5%	6%	*

## Hartlepool Safeguarding Children Board (HSCB)

Hartlepool Safeguarding Children Board (HSCB) has been established by the government to ensure that all agencies across Hartlepool who have contact and dealings with children and young people work together to safeguard children and promote their welfare.

The main aim of the HSCB is to co-ordinate what is done by individual agencies to safeguard children and young people from harm and to ensure their continued effectiveness in safeguarding when working in partnership with each other.

**If you would like any further information on this topic please contact:**  
Jacqui Rogers on 07881671977 or via e-mail [jacqui.rogers@hartlepool.gov.uk](mailto:jacqui.rogers@hartlepool.gov.uk)

**35. Before receiving this survey had you heard about the Hartlepool Safeguarding Children Board? (N=877)**

Yes	29%
No	71%

**36. How do you think people would like to receive information from the Hartlepool Safeguarding Children Board? (Please tick all that apply) (N=865)**

Through Schools	69%
Through their website ( <a href="http://www.lscbhartlepool.org/">http://www.lscbhartlepool.org/</a> )	32%
Through posters and leaflets	47%
Through Hartbeat	66%
Through the Hartlepool Mail	64%
Via Radio Hartlepool (102.4fm)	31%
Other (please specify below)	7%

52 comments

**Thank you for completing this round of Viewpoint. Please return the questionnaire in the reply paid envelope by 27<sup>th</sup> January 2012**

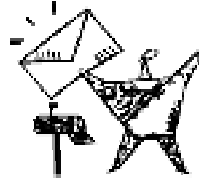
By completing this questionnaire you give Hartlepool Borough Council the authority to collect and retain information about you. The information collected about you will be held securely and will be processed to produce statistical reports. No personal data will be disclosed. Hartlepool Borough Council is the Data Controller for the purposes of the Data Protection Act.



# Viewpoint

## Welcome to the June 2012 Viewpoint newsletter

I would like to say a big thank you for making the time and effort to complete and return the latest survey, and a big welcome to all our new Viewpoint panel members.



### ***This newsletter includes...***

#### **... a summary of results from Viewpoint 37**

- ✓ Sent out: December 2011
- ✓ Response rate: 68%
- ✓ Questionnaires returned: 922

#### **This survey asked you about:**

- ✓ Illegal tobacco sales
- ✓ Hartlepool Safeguarding  
Children Board
- ✓ Healthy Hartlepool
- ✓ Satisfaction with Council  
Services

#### **... and feedback from the following past Viewpoint topics:**

- ✓ Hartlepool and the 2012  
Olympics
- ✓ Trees in Hartlepool
- ✓ Hartlepool Beaches
- ✓ Radio Hartlepool
- ✓ Alcohol consumption in  
Hartlepool
- ✓ Culture & Leisure activities  
in Hartlepool
- ✓ Climate Change

**Please consider filling out your surveys online and save the Council money**

I would like to say a big thank you to all my Viewpoint members who regularly complete their Viewpoint surveys online. For every Viewpoint survey completed online, it saves us **£1.50**.

For **Viewpoint 37, 168** Viewpoint members completed their survey online, saving us **£252**

Hartlepool currently has one of the most cost efficient Citizen Panels in the North East; we also have one of the best response rates! None of this would be possible without you.

We are committed to hearing your views, and will continue deliver Viewpoint successfully, and within our very tight budget, with your help.

If you would like to try filling out your surveys online, please email me [lisa.anderson@hartlepool.gov.uk](mailto:lisa.anderson@hartlepool.gov.uk) or call me on 01429 523041.

Don't worry! If you don't get around to completing your survey online within the first couple of weeks, we will send you out a paper survey to complete.

**My contact information is...**

Name: Lisa Anderson  
Phone: 01429 523041  
Email: [lisa.anderson@hartlepool.gov.uk](mailto:lisa.anderson@hartlepool.gov.uk)



For more information about Viewpoint, please go to:

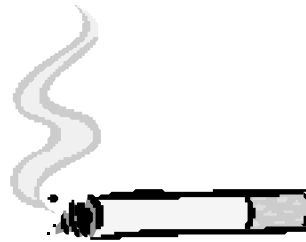
**[www.hartlepool.gov.uk/info/10056/citizen\\_panels/258/viewpoint-citizens\\_panel](http://www.hartlepool.gov.uk/info/10056/citizen_panels/258/viewpoint-citizens_panel)**



## You said...

In **Viewpoint 37** we asked you about: Illegal tobacco sales; Hartlepool Safeguarding Children Board; Healthy Hartlepool; and Satisfaction with Council Services. What will follow will be a summary of what you said.

### Illegal Tobacco Sales



- ✓ Over four out of ten of you said you have smoked tobacco products in the past. This has halved to two out of ten saying you currently smoke.
- ✓ Over three quarters of you said you are aware that illegal tobacco sales take place within Hartlepool.
- ✓ A third of Viewpoint members said they would be likely to report someone if they suspected them of selling cheap illegal tobacco products. This rises to seven out of ten Viewpoint members if they suspected someone of selling illegal tobacco products to children.
- ✓ However, only a third of you said you would know who to report illegal tobacco sales to.
- ✓ Viewpoint members were more likely to agree that:
  - Children are in danger from illegal tobacco products because they can buy them cheaply and easily;
  - Billions of pounds of tax a year is lost which should go to hospitals and schools;
  - They bring crime to the local community.

## Hartlepool Safeguarding Children Board

- ✓ Only three out of ten Viewpoint members had heard of the Hartlepool Safeguarding Children Board before receiving the last Viewpoint survey.
- ✓ You thought people would like to receive information from the Hartlepool Safeguarding Children Board through schools, Hartbeat, or through the Hartlepool Mail.

## Healthy Hartlepool

### You and your weight



- ✓ Eighty-five percent of Viewpoint members said they know what a healthy weight is for them. However, only 57% of Viewpoint members know what their BMI is.
- ✓ Nine out of ten Viewpoint members thought it is important to be a healthy weight, however, only four out of ten of you feel that you are a healthy weight.
- ✓ Even though half of you said you are happy with your current weight, two thirds of you said you would like to lose weight. When asked where you would most likely go for help, you were more likely to say you would do it by yourself rather than go to your doctors or a weight management class.

✓ You felt the main obstacles to losing weight were:

- Lack of motivation
- Work commitments
- Illness or injury
- It costs too much to exercise
- It costs too much to eat healthily
- You have no time to exercise



#### Your shopping habits

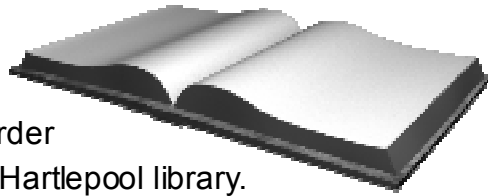
- ✓ Nearly nine out of ten of you said you consider the nutritional information when shopping for food. However, only six out of ten of you consider the nutritional information of food when you eat out.
- ✓ Half of you said that nutritional information displayed beside food in restaurants, cafes or other food outlets would influence what food you ordered.
- ✓ When asked what type of information you would like to see displayed beside your food, you said a traffic light system, saying whether things like calories, fat and salt are good or not.

#### Leading a healthy lifestyle

- ✓ Four out of ten Viewpoint members eat four or more portions of fruit and vegetables, on average, a day, and a third of you do 30 minutes of moderate intensity physical activity four or more days a week.
- ✓ You said the things that encouraged you to become healthier were: to feel better, to live longer, and to look good.

## Satisfaction with Council Services

- ✓ Only a quarter of Viewpoint members had used the internet to search for books, order books and review books from Hartlepool library.
- ✓ However, four out of ten Viewpoint members said they would use this online library service in the future.
- ✓ Nine out of ten Viewpoint members had heard of Mill House Leisure Centre, and a similar number had used this centre in the last year.
- ✓ This is compared to seven out of ten members saying they had heard of the Headland Sports Hall and only a quarter saying they had used this centre in the past year.
- ✓ Viewpoint members were more likely to say they would like to hear about activities or events at Mill House Leisure Centre or Headland Sports Hall through:
  - Hartbeat
  - Hartlepool Mail
  - Leaflets delivered to homes
- ✓ Viewpoint members were most likely to be satisfied with:
  - Libraries
  - Hartlepool Museum
  - Hartlepool Maritime Experience
  - Art Gallery



## You said... We did...

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 us. The following section is to give you some feedback about how the council has used some of the Viewpoint findings.

### Hartlepool and the 2012 Olympics

Hartlepool Borough Council has worked hard to invite the Olympic Torch to Hartlepool which will be here on the **17<sup>th</sup> June**. We are one of the few local authorities to have the lunch time stop which will be at the Historic Quay.



You said...	We did...
The 2012 Olympics would not encourage you to adopt a healthier lifestyle.	The Council has re-launched Active Workplaces 2012. This is a way of encouraging people to become more active during work hours making use of their lunch breaks and specifically targeting activities to start before and after work hours. We have also launched the INSPIRE programme which highlights talented sports women from Hartlepool who are excelling in their sport to 'Inspire' people to become more active. The INSPIRE exhibition will be in the Hartlepool art gallery from July 7 <sup>th</sup> to September 1 <sup>st</sup> .

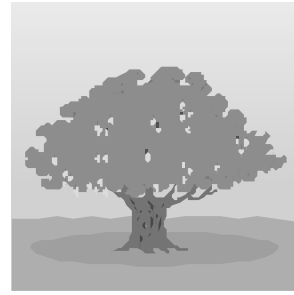
<b>You said...</b>	<b>We did...</b>
You would be interested in attending various Olympic themed events.	We ran a 'Celebration Village...Let the Games Begin' event at Summerhill, which marked the one year anniversary to the Olympic Games. We had an estimated 3,000 people attend this event. We have also started to run taster sessions at the Hartlepool Yacht Club for water based activities. Finally, the Arts exhibition INSPIRE will feature talented sports women from across a range of sports, all from Hartlepool, in the Art Gallery from 7 <sup>th</sup> July to 1 <sup>st</sup> September.

<b>You said...</b>	<b>We did...</b>
You would only attend Olympic themed events if they were free or if there was a small charge.	Celebration Village...Let the Games Begin' event was free to the public as we were able to secure external funding for this. The INSPIRE exhibition will also be free to the public. Active Workplaces and Sailing has a small charge in order to sustain activities.

<b>You said...</b>	<b>We did...</b>
The Council should do something through Schools as part of our Olympic Legacy.	Up until the Olympic Games we are running a 'Ready, Steady, Walk' programme in schools which challenges pupils to choose a past host Olympic city and walk the equivalent amount of miles to London 2012. The programme has curriculum based material which teachers can use to tap into various different subjects.

## Trees in Hartlepool

The information was used in a tree strategy for Hartlepool, which sets out the Council's guiding principles on tree related matters. Your views influenced a number of key actions contained in the tree strategy's action plan.



You said...	We did...
That more trees should be planted in the borough.	We have planted new trees on public land and secured tree planting on private land through the use of planning conditions.

You said...	We did...
You would like to see more trees planted in residential areas, parks and open spaces, and countryside areas.	We have planted new trees at many places including Wiltshire Way, Merlin Way, Elwick Road, Easington Road/Woodstock Way, Wharton Terrace, North Cemetery, Ward Jackson Park, Burn Valley Gardens, Grayfields, Summerhill, and a new community woodland on land next to the Phoenix Centre. We have also secured new tree planting at Easington Road, Raby Road/Chester Road, Kendal Road, and Hartlepool College of Further Education.

You said...	We did...
That trees and woodland should be protected during new development.	We have made a number of new tree preservation orders, and through the use of planning conditions have required tree protection measures to be taken at sites when there is nearby construction activity.

## Hartlepool Beaches

You said...	We did...
You are more likely to visit Seaton Carew beach than the Headland beaches.	<p>The Headland beaches are more suited to the local community and are used in this way, where as Seaton Carew is a seaside resort with designated bathing beaches and have the infrastructure and amenities which attracts many visitors.</p> <p>We are looking into applying for a Quality Coast Award for one of the Headland beaches. Award beaches are advertised nationally so if successful this may attract more visitors.</p>

You said...	We did...
You would like to see improvements to the beach information signage.	<p>Up date the beach signage maps at Seaton Carew due to changes to amenities after regeneration projects, e.g. the removal of the Rocket House Toilets. Also, they now include special protected areas of the beach, cycle route and bathing water sampling point.</p> <p>The Beach Lifeguards when in operation has new portable signage to give information such as the tide times, wind direction, water temperature and the number of lifeguards on duty.</p> <p>Three new signs regarding the bathing water quality were installed in May 2012 at Seaton Carew.</p>



You said...	We did...
You would like to see improvements to the paddling pools.	<p>Replace the circulation pump at the Block Sands Paddling Pool in order to increase the circulation rate and improve water quality in the pool.</p> <p>Refurbishment of the Seaton Carew Paddling Pool is included as part of a long term regeneration plan for Seaton Carew.</p>

You said...	We did...
You would like to see more activities or events at the beaches.	<p>Increase the number of mobile children's rides at the Seaton Carew Paddling area, from two to four attractions. We are also considering a further increase in the number of attractions and children's rides at other beach locations.</p> <p>The Countryside Wardens were involved with a number of activities at the beaches, including a family fun day.</p> <p>A beach touch rugby event was planned in 2011 but unfortunately the event was cancelled due to a lack of interest. However, the event was re-scheduled to go ahead on May 23<sup>rd</sup> 2012.</p> <p>The kite festival was moved from the May Bank Holiday weekend to the August Bank Holiday weekend; the change was made to attract more people during the Summer Holidays.</p>

## Radio Hartlepool

Radio Hartlepool approached Hartlepool Borough Council with a grant application in 2010. Unfortunately, at the time, they were unable to provide information about their listenership. In order to obtain this information, questions were included in Viewpoint. Any questions included in Viewpoint from outside of the Council incur a charge, which covers the production costs for the number of pages used. This charge was met by Radio Hartlepool.



The Viewpoint information helped to find out Radio Hartlepool's level of listenership within the town to support their grant application for funding from the Community Pool. Unfortunately, Radio Hartlepool was unsuccessful with this bid. However, they have been able to use the information collected to attract a number of local and national businesses to advertise with them. Radio Hartlepool is also currently working toward achieving the PQASSO quality standard, which along with the information gained through Viewpoint, will help with securing funding from external funders.

Radio Hartlepool added:

*"The survey illustrates the fantastic amount of listeners that we have in our town. All who have been presented with the survey findings were amazed with the uptake of listeners within Hartlepool and a positive consequence of that was the majority of those businesses being issued the figures taking an advertising campaign out with ourselves in one way or another."*

## Alcohol consumption in Hartlepool

You said...	We did...
You don't keep track of how many units you drink at any one time	<p>Raise awareness about keeping track of alcohol units at all public campaigns about alcohol throughout the year through:</p> <ul style="list-style-type: none"> <li>• Knowledgeable staff being on hand at events;</li> <li>• Promotional materials being distributed;</li> <li>• Beakers with measures highlighting units etc and safe levels;</li> <li>• Alcohol Wheels showing individual units for a number of alcoholic drinks;</li> <li>• Signposting to treatment services that can provide help and support as well as structured treatment services focussing on recovery to meet individual need.</li> </ul>

You said...	We did...
You thought excessive alcohol consumption was related to a number of social problems in Hartlepool	<p>Work is ongoing at the moment with the Quality Innovation Productivity Prevention (QIPP) Programme within NHS. This is an 'invest to save' programme to reduce Alcohol related Hospital admissions and Accident and Emergency attendances. This is one year programme that started in August 2011 and aims to bring together work from hospital, GPs and Social Care settings to prevent alcohol clients reaching hospital. This could be extreme alcohol cases down to accidents and minor injuries as a result of alcohol intake.</p>

## Culture and Leisure Activities in Hartlepool

You said...	We did...
You hadn't visited any of Hartlepool's culture and leisure activities that much in the past year.	Purchase poster frames and displayed these in each venue, ensuring cross promotion and awareness of what each of the other venues offer. A great amount of time has been invested in the What's Happening Hartlepool brand, including website development, concentrating on cross promotion – almost like Amazon's: 'if you liked this, you'll also like this.'

You said...	We did...
You hadn't seen the latest 'What's On' publication	Bring together the 'What's On' brochure and Tourism's mini guide in January 2012 as 'What's Happening Hartlepool.' This allowed us to increase the number of brochures we print run and improve distribution. This publication has become a one stop shop for both residents and visitors outside of the area.


You said...	We did...
You were not aware of a reduced rate for Hartlepool residents to attend events and activities at the Hartlepool maritime Experience.	Speak to staff about becoming more pro-active and asking visitors if they live in Hartlepool before payment is made. We have also promoted the reduced rate on Radio Hartlepool and in the Hartlepool Mail.

You said...	We did...
You wanted to see more drama shows, comedy and children's theatre.	Program more drama, comedy and children's theatre. Plus two of Shakespeare's plays (one at Summerhill). Programming is continually being assessed on its successes and less successful attendances.

You said...	We did...
<p>You didn't see events at Hartlepool Town Hall Theatre or see events more often because you didn't know what was on.</p> <p><a href="http://www.whatshappeninghartlepool.com">www.whatshappeninghartlepool.com</a></p> 	<p>Run a six week radio campaign with Radio Hartlepool, and have made improvements to the website, including with navigation. We have also increased our use of social media through facebook and twitter.</p>

## Climate Change

You said...	We did...
That energy saving light bulbs were not bright enough.	<p>Want to tell you that energy savings bulbs have improved a lot since their early days. Many people were put off by the early designs, however, modern energy saving bulbs now come in a variety of styles, sizes and brightness's. An average energy saving light bulb will save you over £20 during its lifetime. Imagine how much you could save if you replaced all inefficient lights in your house! You could make even bigger savings by replacing energy intensive halogen bulbs with LEDs. Consider your options next time you buy a bulb!</p>

You said...	We did...
<p>You would look at the internet for information and support about how to best achieve energy efficiency and to tackle climate change.</p>	<p>Upload more information onto our Council webpages to help you learn more about how you can reduce your carbon footprint. Why not visit our Smarter Living webpages by going to <a href="http://www.hartlepool.gov.uk">www.hartlepool.gov.uk</a> and typing in 'Smarter Living' in the search box. (Alternatively, scan the QR code with your smartphone).</p>
 <p><a href="http://www.hartlepool.gov.uk/info/100006/environment_and_planning/1477/smarter_living/1">http://www.hartlepool.gov.uk/info/100006/environment_and_planning/1477/smarter_living/1</a></p>	<p>You will also find links to a wide range of other websites. We have also put information out via the radio, the Hartlepool Mail and the Central Library.</p>

You said...	We did...
<p>That loft and cavity wall insulation was a popular action to help reduce climate change.</p>	<p>Continue to provide information about free and reduced cost cavity wall and loft insulation, as this seemed a very popular action to help tackle climate change. Cavity wall and loft insulation reduce your energy use significantly, and will help reduce your carbon footprint.</p> <p>For independent information on home insulation contact the energy saving trust on 0300 123 1234 (local rates apply).</p>

**And finally... A big thank you for being part of the Viewpoint panel! Please complete and return your survey by 13<sup>th</sup> July 2012**

## **Corporate Strategy**



### **37<sup>th</sup> Viewpoint Survey Results Report**

**Lisa Anderson  
May 2012**





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## 1. Introduction

- 1.1 This report details results from the January 2012 survey. The specific topic areas covered in this survey were:
- Healthy Hartlepool
  - Satisfaction with Council Services
  - Illegal tobacco sales
  - Hartlepool Safeguarding Children Board
- 1.2 In January 2012, a questionnaire was distributed by post and via the council's e-consultation system to all 1,397 active members of the panel. Viewpoint members were given approximately four weeks to complete and return the questionnaire, after which time a reminder email and/or letter was sent out to those members who had not responded.
- 1.3 This report will comment on the key findings from the recent Viewpoint survey.

### Response rates

- 1.4 The response rate was 68% (922 returns). A small number of cases were excluded from the sample (including Viewpoint members who had moved out of the area or those who requested to be removed from the panel) (Table 1.1).

**Table 1.1 Response rates**

	Number of cases
Total sample	1397
Excluded cases	39
Total possible sample	1358
<b>Completed questionnaires</b>	<b>922</b>
No response	436
<b>Response rate</b>	<b>68%</b>

### Viewpoint – Moving forward in 2012

- 1.5 The Viewpoint panel is currently undergoing a refresh, and will be ready to use with Viewpoint 38; this survey will be in the field for June/July 2012 time.
- 1.6 With the refreshed panel, we will be converting from the three old neighbourhoods: North, South, and Central, to the two new neighbourhoods: North & Coastal and South & Central. The panel will also be weighted on these two new neighbourhoods. There will also be more of a focus on the difference between deprived and non-deprived areas of Hartlepool.
- 1.7 For Viewpoint 37, and for future Viewpoint surveys, we have changed the age ranges that we report on and weight data by. The new age groups are in line with those used by other Tees Valley citizen panels, which will aid future partnership working and

income generation opportunities. They also make more sense, for example, in representing younger Viewpoint members (18 – 24, rather than 18 – 34)

- 1.8 In line with these changes, we will be speaking with departments about the level of data they would expect to receive with their results in future, and will analyse data and prepare reports in accordance.
- 1.9 We will also be reviewing the information we collect and hold on Viewpoint members in accordance with ethical guidelines, and will tailor recruitment questions to fit the current needs of the panel.
- 1.10 As a cost saving mechanism, we will be moving forward with a rolling recruitment programme, allowing Hartlepool residents to join the panel throughout the year via recruitment mechanisms such as leaflets and posters left in public buildings, online recruitment, regular Hartbeat articles, and the use of QR codes on publications.
- 1.11 This form of self-selection for the Viewpoint panel is free, allowing us to regularly top up the panel, and extend the gap between full postal refreshes. It is also in line with how other Councils in the Tees valley are moving forward with their panel recruitment.
- 1.12 So far, half of those who have completed an online recruitment questionnaire have done so through using a QR code (about ten out of 20). We first trialed QR codes with Viewpoint 37, and although no-one completed their survey using this method, the response to the online recruitment questionnaire is encouraging. We will continue to monitor the use of QR codes with Viewpoint, and with other surveys, where appropriate.

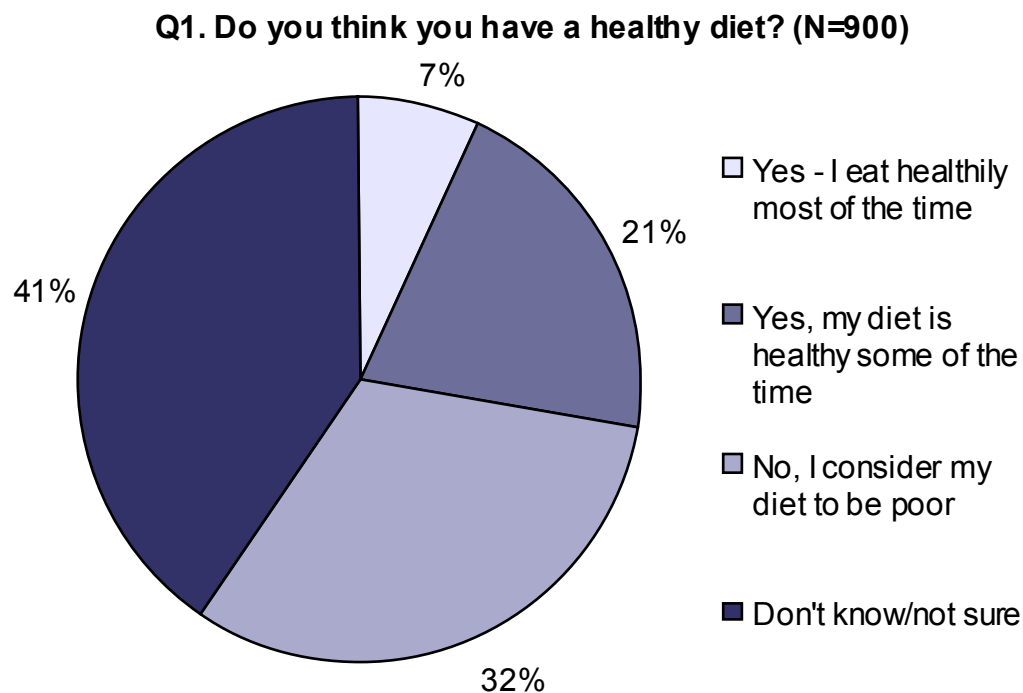
## 2. Key findings

### Hartlepool and Healthy Eating

#### Leading a healthy lifestyle

#### Q1. Do you think you have a healthy diet?

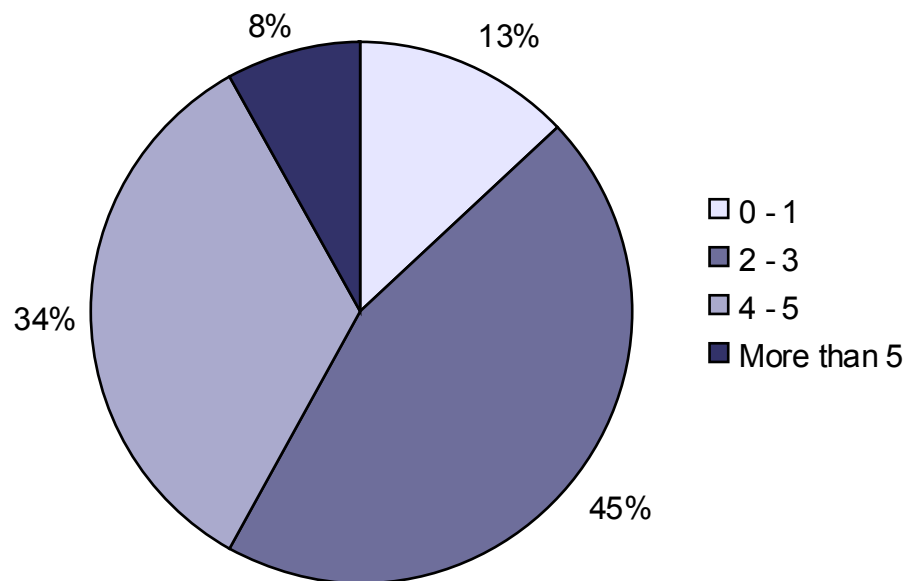
- 2.1 The majority of Viewpoint members (41%) said they did not know or were not sure if they have a healthy diet. Only 28% of Viewpoint members felt they ate a healthy diet most of the time or some of the time.



Q2. How many portions of fruit and vegetables do you eat on average a day?

- 2.2 Just over four out of ten (42%) Viewpoint members eat four or more portions of fruit and vegetables on average a day. A similar proportion (45%) eat two to three portions a day.

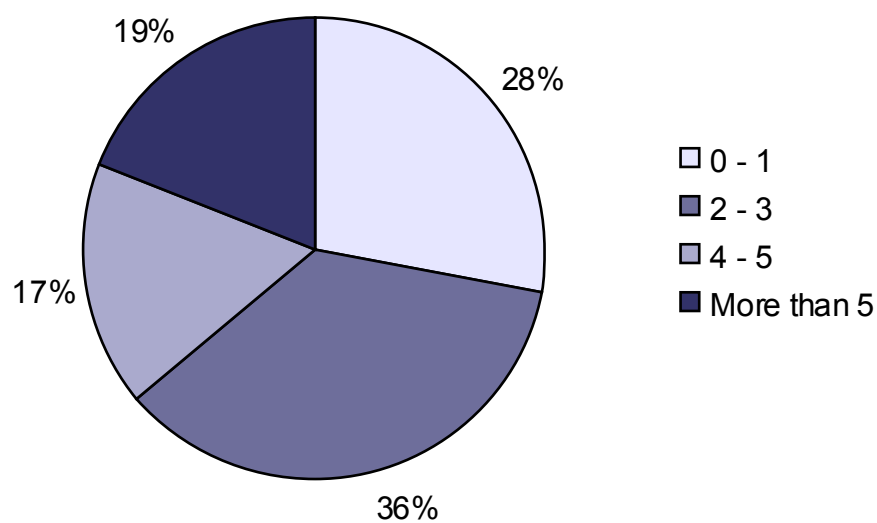
**Q2. How many portions of fruit and vegetables do you eat on average a day? (N=886)**



Q3. How many days per week do you do 30 minutes of moderate intensity physical activity?

- 2.3 A third of Viewpoint members (36%) do 30 minutes of moderate intensity of physical activity four or more times a week, and a similar proportion do 30 minutes of moderate intensity physical activity two to three times a week.

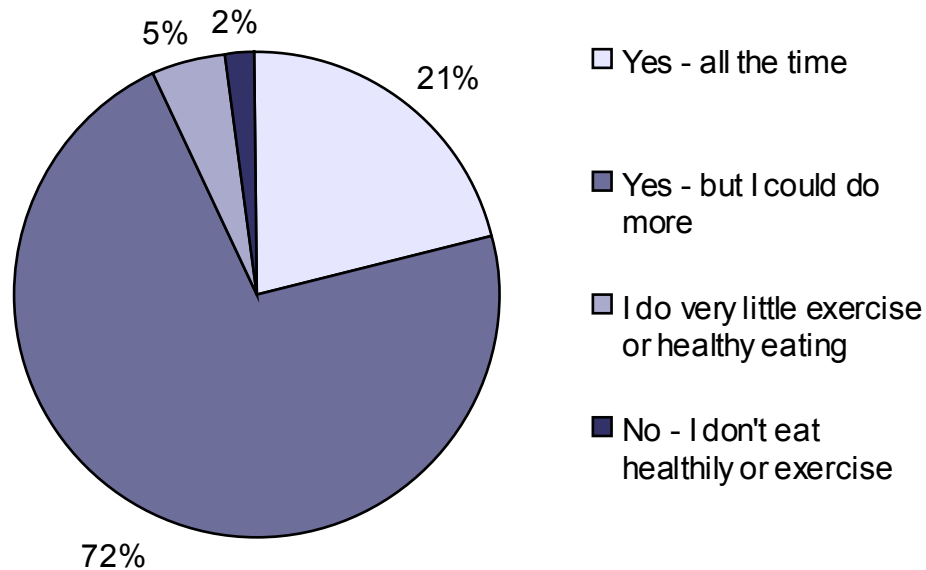
**Q3. How many days per week do you do 30 minutes of moderate intensity physical activity? (N=873)**





Q4. Do you try to lead a healthy lifestyle?

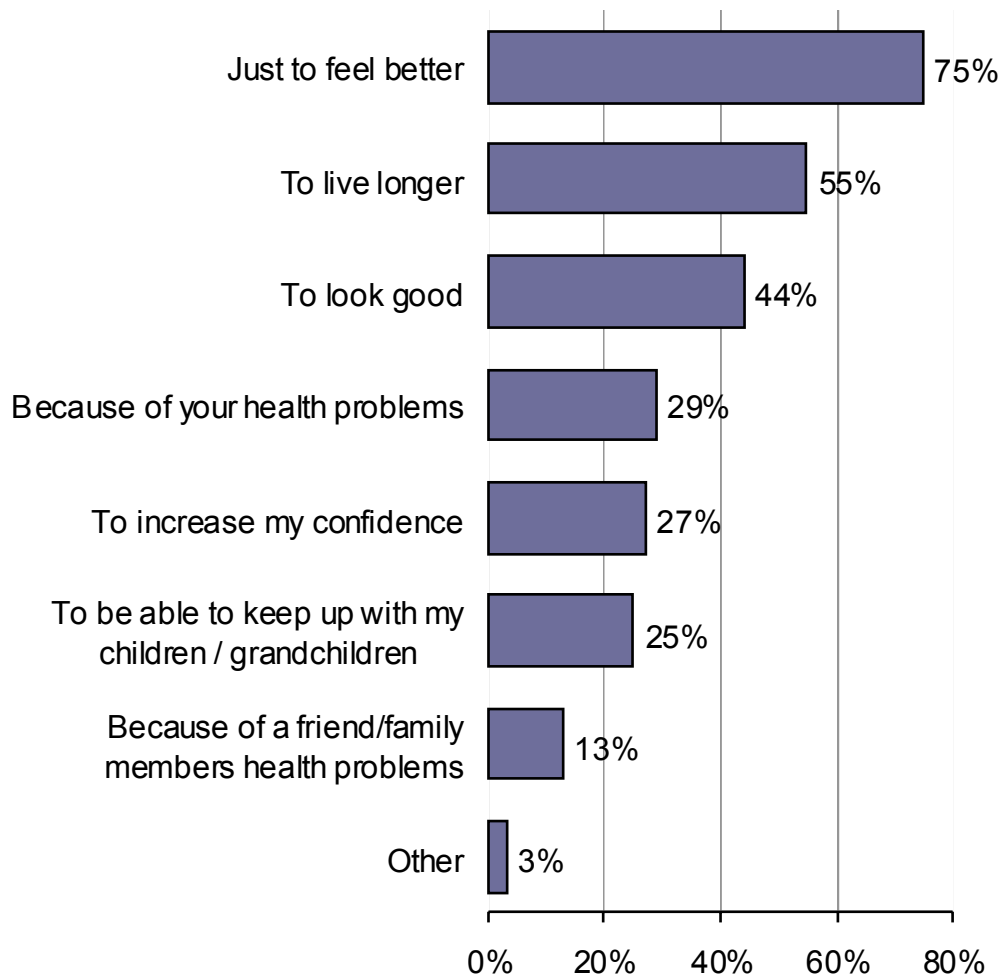
- 2.4 The majority of Viewpoint members feel that they try to live a healthy lifestyle (93%). However, seven out of ten (72%) of these members feel they could still do more. Seven per cent of Viewpoint members feel they do very little or non at all exercise or healthy eating.

**Q4. Do you try to lead a healthy lifestyle? (N=874)**

Q5. Which of the following, if any, would encourage you to become healthier?

- 2.5 We asked Viewpoint members what would encourage them to become healthier, and three quarters said just to feel better (75%). Over half said to live longer (55%) and four out of ten (44%) said to look good.

**Q5. Which of the following, if any, would encourage you to become healthier? (N=877)**



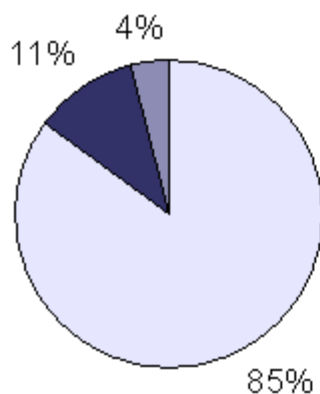
You and your weightQ6. Do you know what a healthy weight is for you?

AND

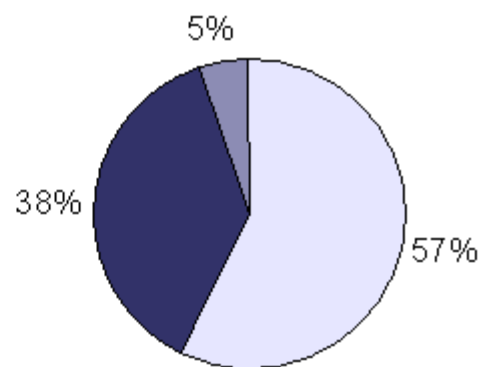
Q7. Do you know what your BMI is?

- 2.6 Eighty-five percent of Viewpoint members said they know what a healthy weight is for them. However, only 57% of Viewpoint members know what their BMI is. Four out of ten (38%) Viewpoint members said they did not know what their BMI was.

**Q6. Do you know what a healthy weight is for you? (N=891)**



**Q7. Do you know what your BMI is? (N=891)**

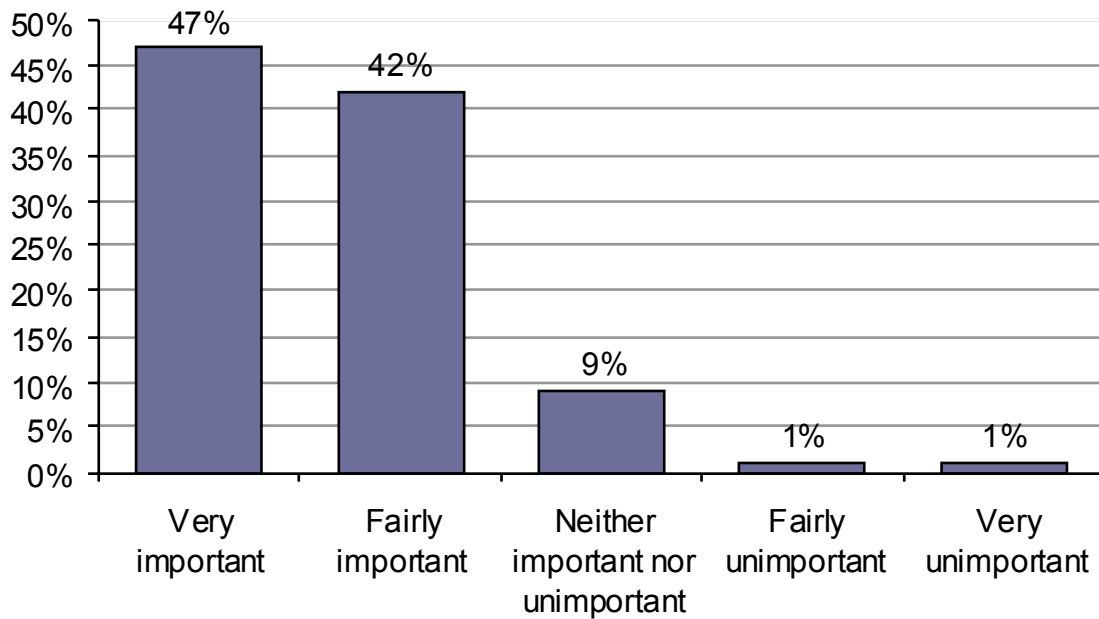


☐ Yes  
☐ No  
☐ Don't know

Q8. How important is it to you to be a healthy weight?

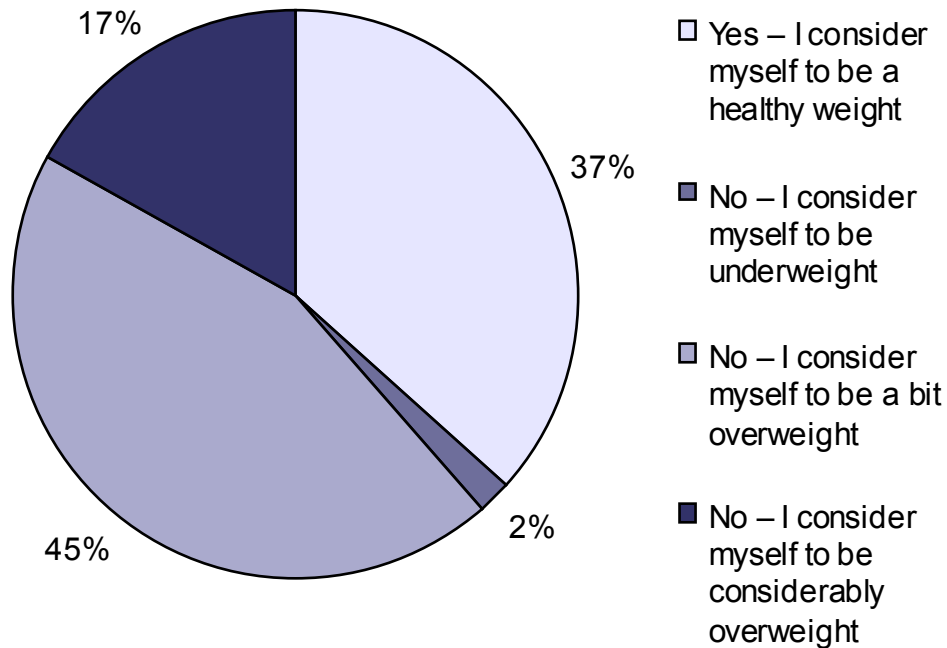
- 2.7 When asked how important it is to Viewpoint members to be a healthy weight, nine out of ten (89%) Viewpoint members said it was either very or fairly important to them. Only two percent of Viewpoint members said it wasn't important to them to be a healthy weight.

**Q8. How important is it to you to be a healthy weight?**  
**(N=886)**



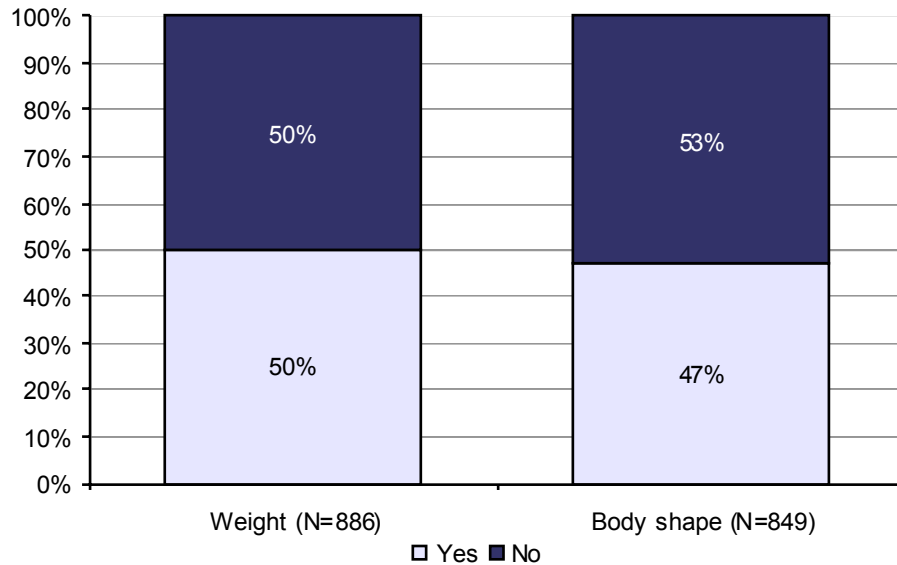
Q9. Do you think you are a healthy weight?

- 2.8 The majority of Viewpoint members consider themselves to be overweight (45%), with almost a fifth (17%) considering themselves to be considerably overweight. Just under four out of ten (37%) Viewpoint members think they are a healthy weight and two percent of members consider themselves to be underweight.

**Q9. Do you think you are a healthy weight? (N=885)**

Q10. Are you happy with your weight and body shape?

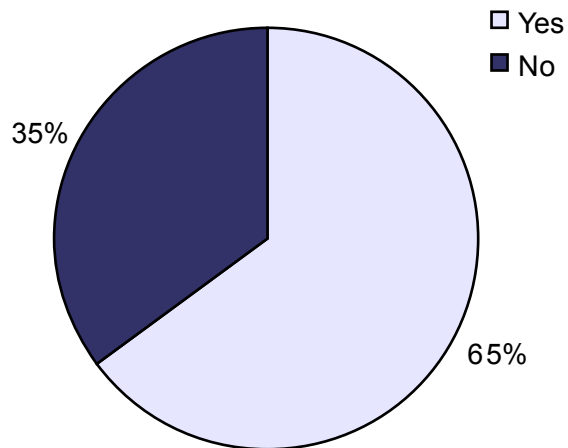
- 2.9 Next, Viewpoint members were asked to tell us if they are happy with their weight and their body shape. Results were almost identical with half of Viewpoint members saying they are happy with their weight, and just under half saying they are happy with their body shape.

**Q10. Are you happy with your weight and your body shape?**

Q11. Would you like to lose weight?

- 2.10 However, when asked if Viewpoint members would like to lose weight, two thirds (65%) of members said yes, they would.

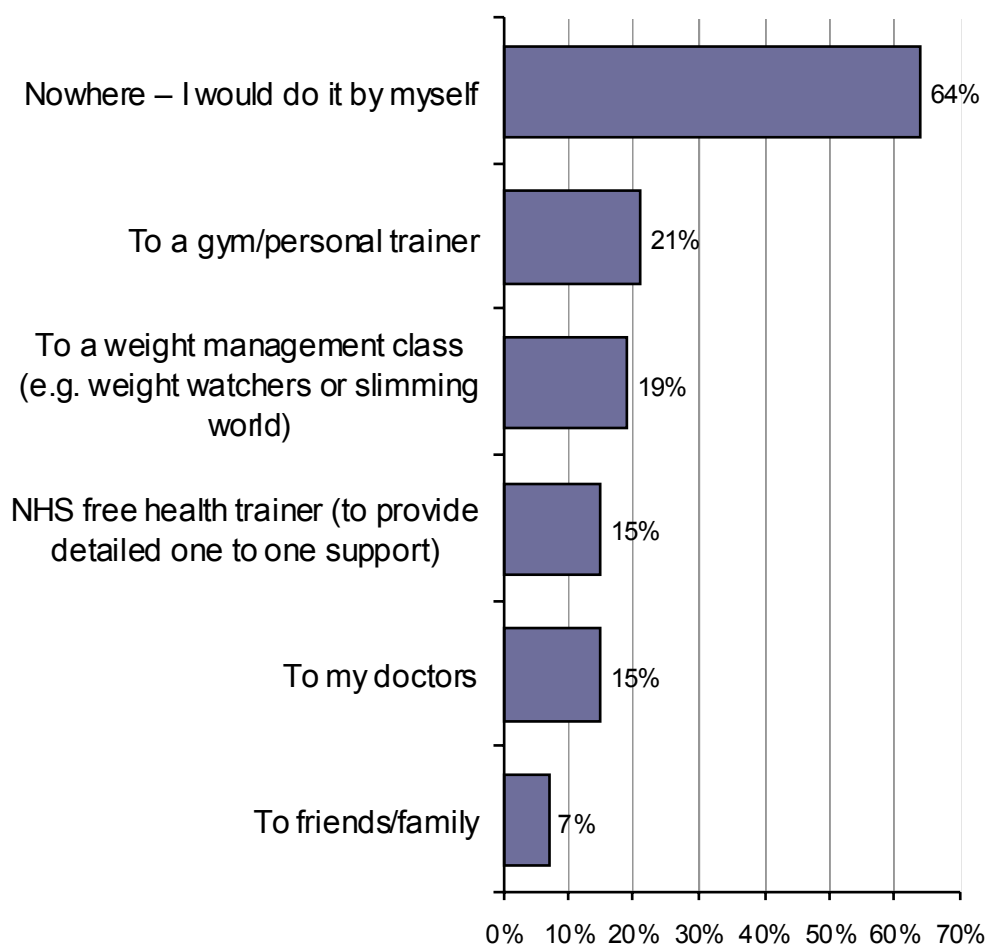
**Q11. Would you like to lose weight? (N=874)**



Q12. If you wanted to lose weight, which of the following places (if any) would you be likely to go to for help?

- 2.11 Viewpoint members were asked to tell us where they would go for help if they wanted to lose weight, and two thirds (64%) of people said they would go nowhere, that they would lose weight by themselves. A fifth of Viewpoint members would go to a gym or personal trainer (21%) and a similar proportion (19%) would go to a weight management class.

**Q12. If you wanted to lose weight, which of the following places (if any) would you be likely to go to for help? (N=679)**

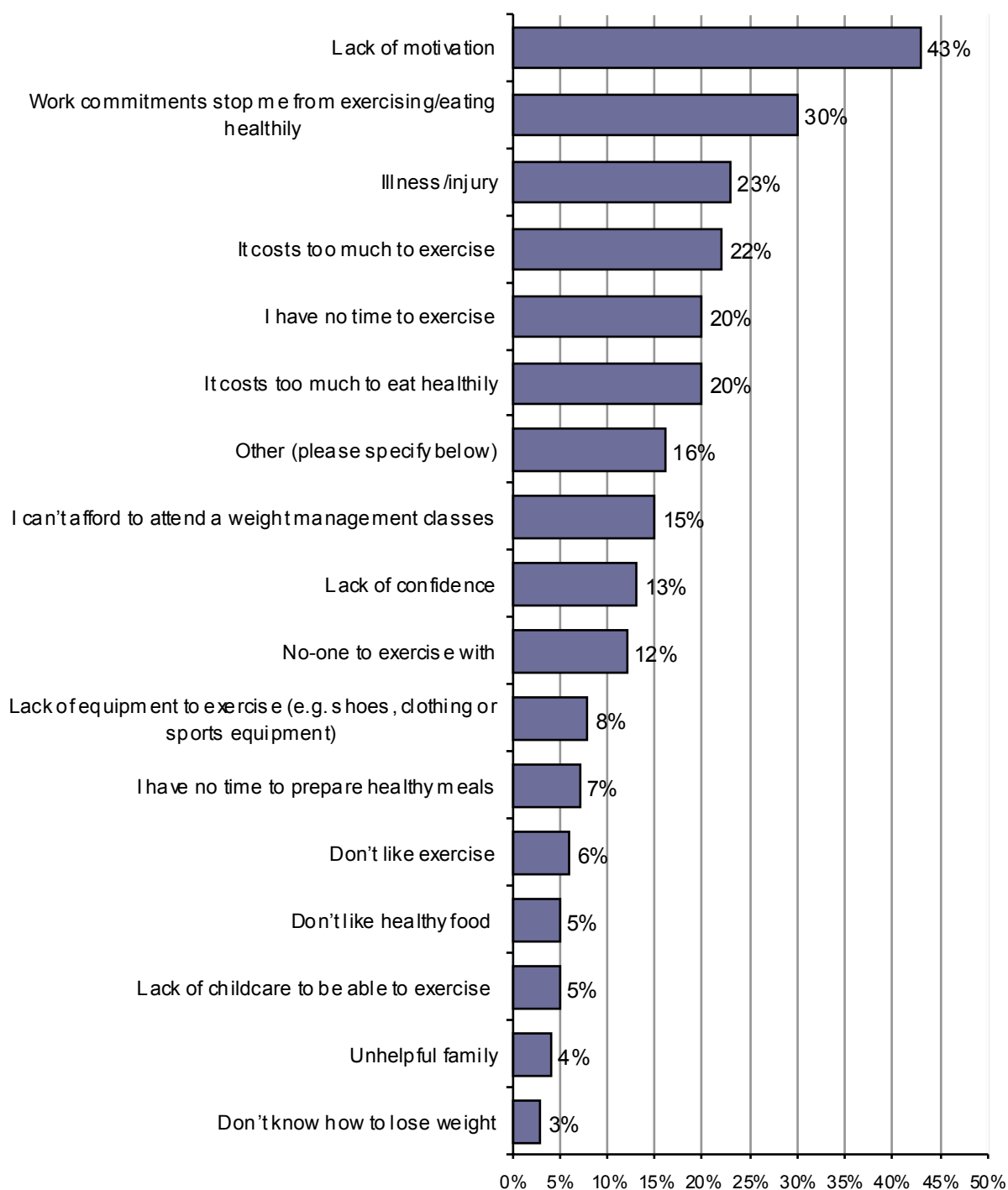




**Q13. Thinking about diet and exercise, what do you feel are the main obstacles to losing weight?**

2.12 Viewpoint members were more likely to say they feel the main obstacles to losing weight are a lack of motivation (43%), and work commitments (30%).

**Q13. Thinking about diet and exercise, what do you feel are the main obstacles to losing weight? (N=802)**

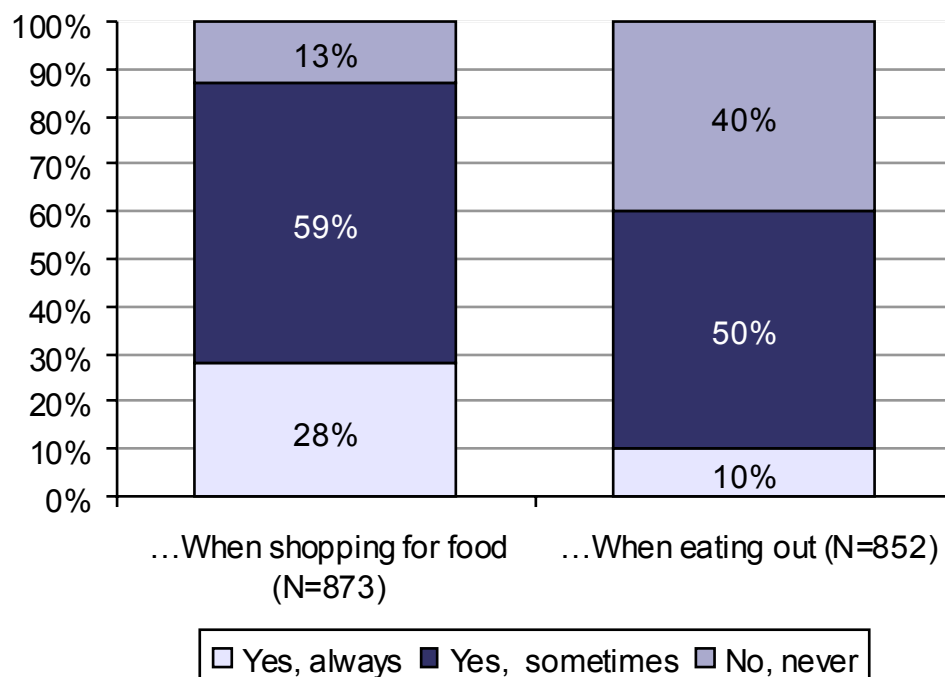


### Your shopping habits

#### Q14. Do you consider the nutritional information when shopping for food or when eating out?

- 2.13 The vast majority of Viewpoint members consider the nutritional information when shopping for food or when eating out sometimes (59% and 50% respectively). Viewpoint members were less likely to consider the nutritional information when eating out (40%).

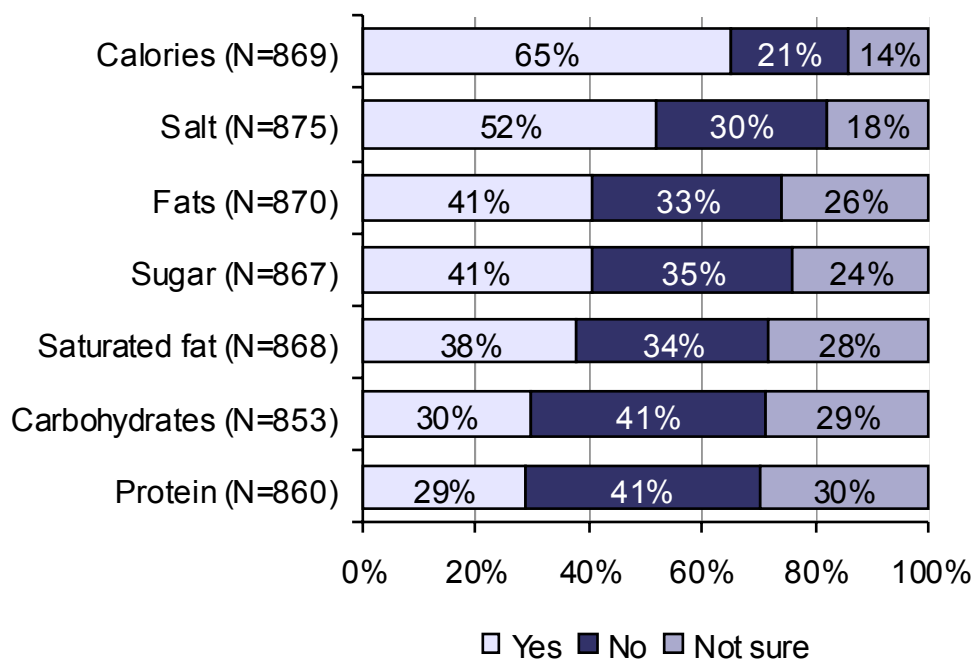
#### **Q14. Do you consider the nutritional information...**



Q15. Do you know what the healthy recommended limits are for any of the following?

- 2.14 Viewpoint members were more likely to know what the healthy recommended number of calories is (65%), followed by the recommended limits for salt (52%). Members were more likely to say they do not know the healthy recommended limits are for protein or carbohydrates (41%).

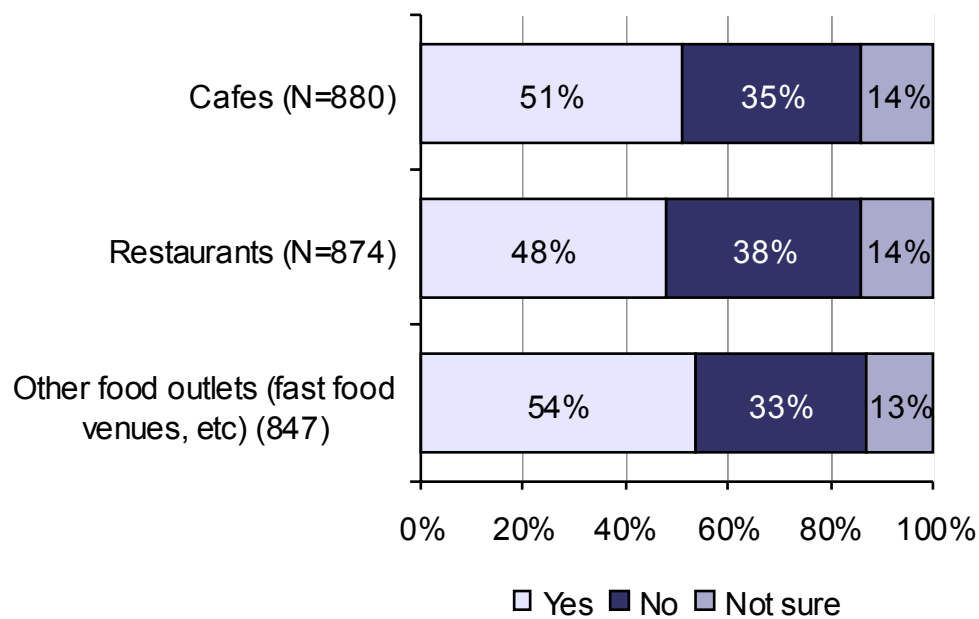
**Q15. Do you know what the healthy recommended limits are for any of the following?**



Q16. If nutritional information was displayed beside food in restaurants, cafes or other food outlets, would it influence what food you ordered?

- 2.15 Around half (between 48% and 54%) of Viewpoint members said nutritional information displayed at cafes, restaurants, and other food outlets would influence what food they ordered. A third (between 33% and 38%) said it wouldn't.

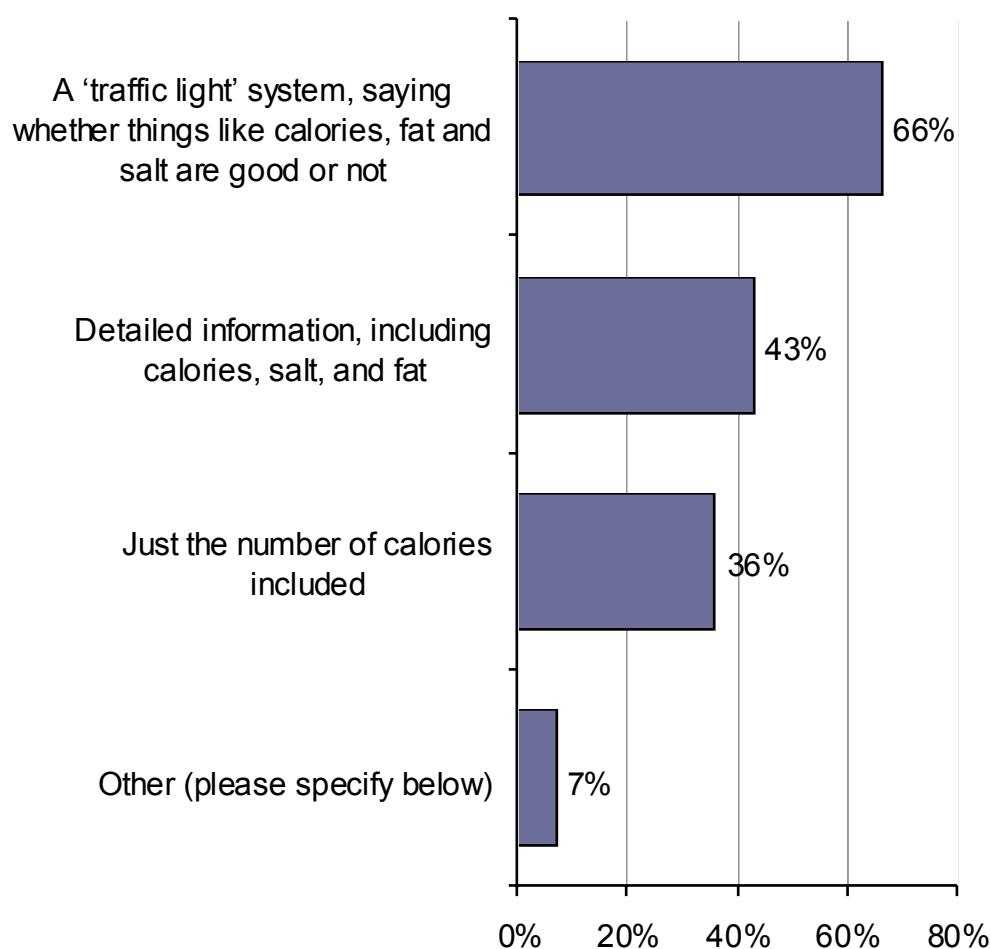
**Q16. If nutritional information was displayed beside food in restaurants, cafes or other food outlets, would it influence what food you ordered?**



Q17. If nutritional information was displayed beside food in restaurants, cafes or other food outlets, what information would you like to see?

- 2.16 Next, Viewpoint members were asked to tell us what type of information they would like to see connected to nutritional information in restaurants, cafes or other food outlets. Three quarters of Viewpoint members would like to see a 'traffic light' system saying whether things like calories, fat and salt or good or not.

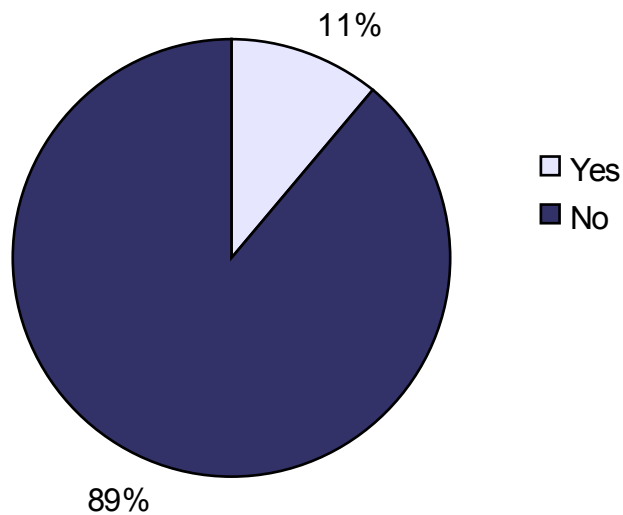
**Q17. If nutritional information was displayed beside food in restaurants, cafes or other food outlets, what information would you like to see? (N=846)**



Q18. Have you heard of the Golden Apple award?

- 2.17 Viewpoint members were asked to tell us if they had heard of the Golden Apple award, and nine out of ten (89%) members said they hadn't.

**Q18. Have you heard of the Golden Apple award?**  
**(N=861)**



## Satisfaction with Council Services

### Libraries

- 2.18 Viewpoint members were told how they can search for books from the library catalogue, order books and review books from the library online.

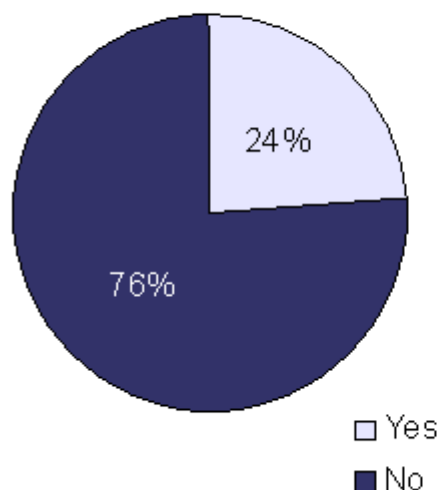
#### Q19. Have you used this service?

AND

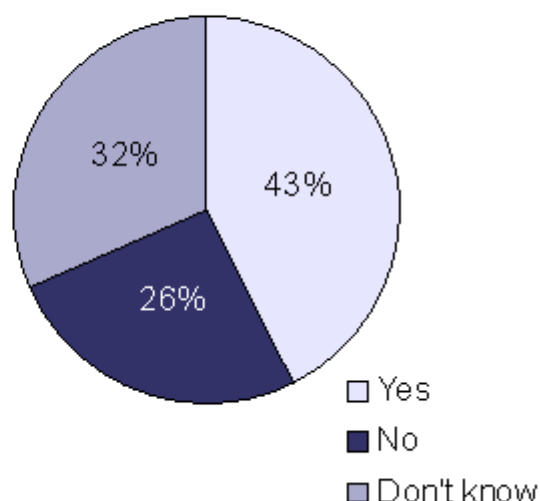
#### Q20. Would you use this service in the future?

- 2.19 We wanted to know if Viewpoint members had used this service in the past and a quarter (24%) said they had. However, over four out of ten (43%) of members said they would use this service in the future.

**Q19. Have you used this service?**  
(N=872)



**Q20. Would you use this service in the future?**  
(N=853)

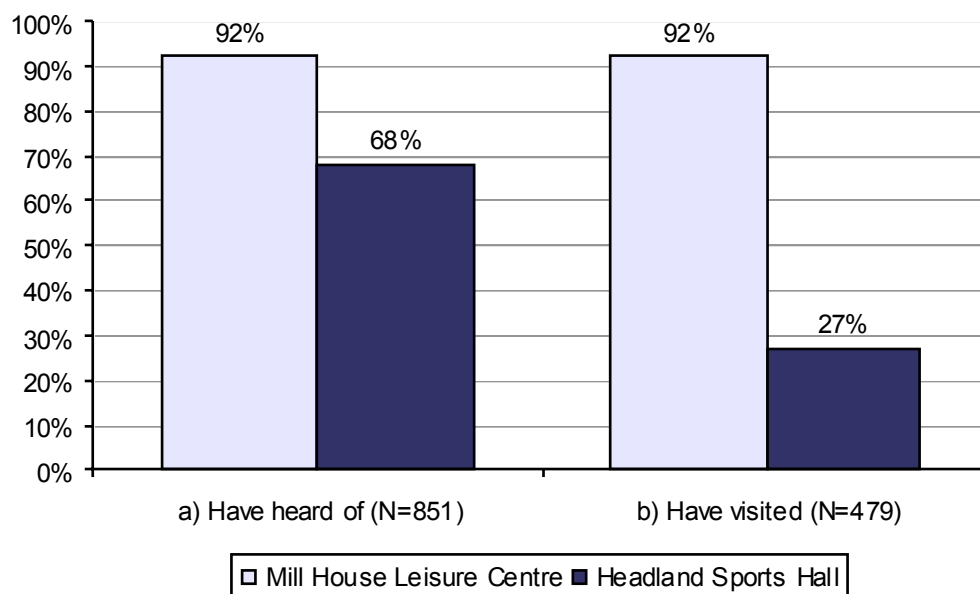


## Leisure Centres

Q21. For each of the following Council facilities, can you tell us which you have a) heard of and b) visited in the last 12 months.

- 2.20 Over nine out of ten (92%) Viewpoint members had heard of Mill House Leisure Centre, and the same proportion of people had used this facility in the past 12 months.
- 2.21 This is compared to seven out of ten Viewpoint members who had heard of Headland Sports Hall, and only three out of ten (27%) members who have used Headland Sports Hall in the past year.

**Q21. For each of the following Council facilities, can you tell us which ones you have heard of, and which you have visited in the last 12 months?**

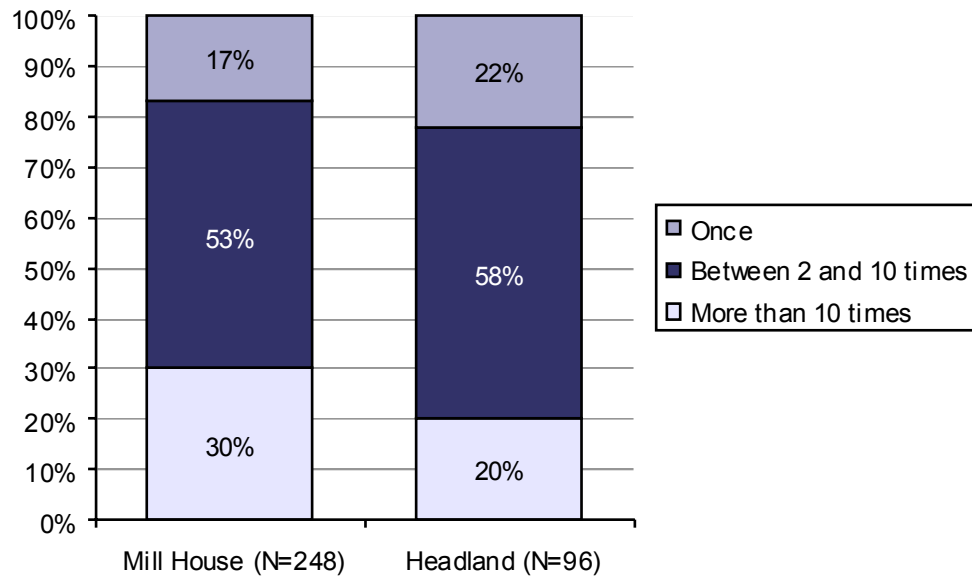




**Q22. If you have visited Mill House Leisure Centre or Headland Sports Centre in the last 12 months, how often have you visited?**

- 2.22 Viewpoint members were more likely to say they have visited either Mill House Leisure Centre or Headland Sports Hall between two and ten times in the last 12 months (53% and 58% respectively).

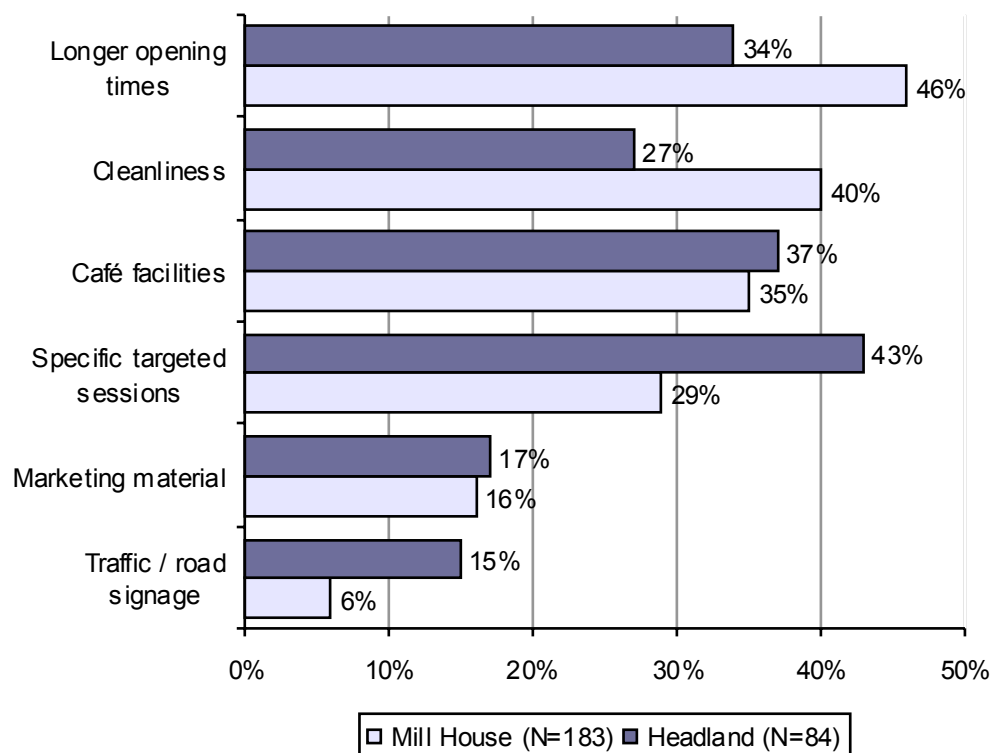
**Q22. If you have visited Mill House Leisure Centre or Headland Sports Centre in the last 12 months, how often have you visited?**



Q23. If you have visited Mill House Leisure Centre or Headland Sports Centre in the last 12 months, what, if anything, do you think could be improved?

- 2.23 Viewpoint members were asked to tell us what they thought could be improved at Mill House Leisure Centre or at Headland Sports Hall. Viewpoint members were more likely to think Mill House Leisure centre needed longer opening times (46%), and improved cleanliness (40%). However, they thought the Headland Sports Hall needed more specific targeted sessions (43%) and improved café facilities (37%).

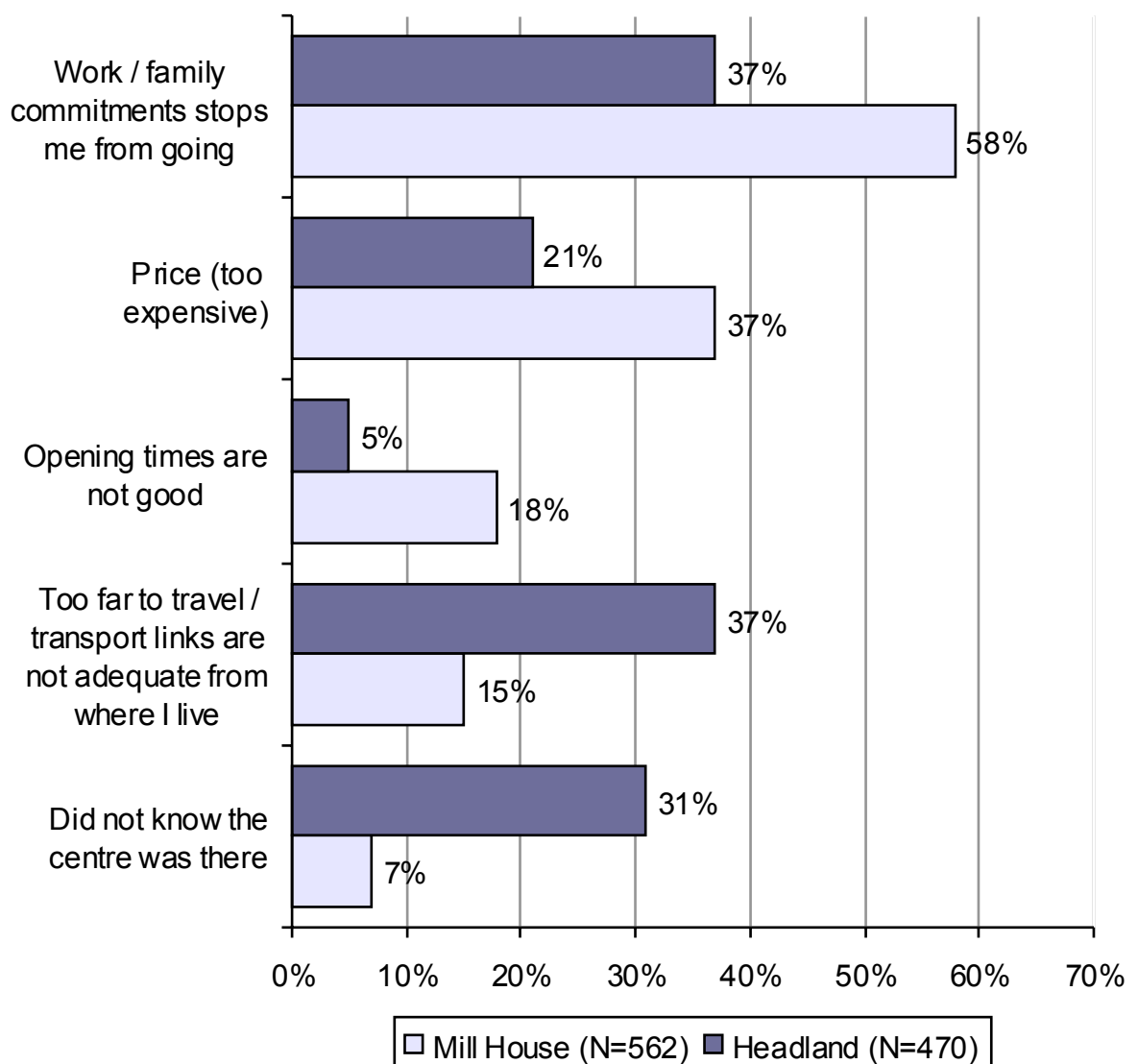
**Q23. If you have visited Mill House Leisure Centre or Headland Sports Centre in the last 12 months, what, if anything, do you think could be improved?**



Q24. What stops you from visiting these facilities, or from visiting them more often?

- 2.24 We wanted to know what stops Viewpoint members from visiting Mill House Leisure Centre and Headland Sports Hall. Viewpoint members were most likely to say that work or family commitments stop them from visiting either centre (58% and 37% respectively). They also found Mill House Leisure Centre too expensive (37%), and thought that Headland Sports Hall had poor transport, or it was too far to travel to (37%).

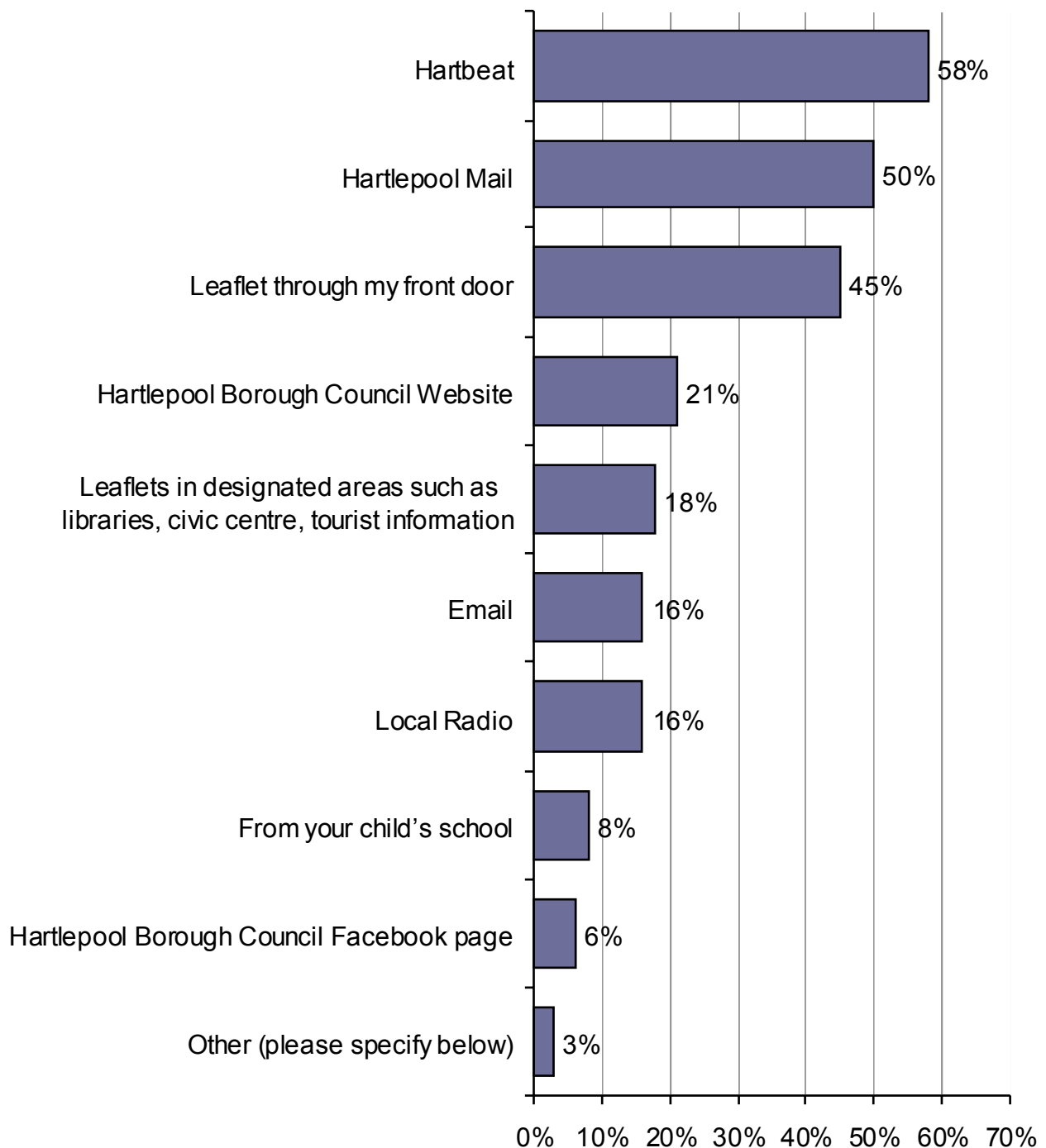
**Q24. What stops you from visiting these facilities, or from visiting them more often?**



Q25. How would you like to hear about activities or events at Mill House Leisure Centre or Headland Sports Hall?

- 2.25 When asked how Viewpoint members would like to hear about activities or events at Mill House Leisure Centre or Headland Sports Hall, Viewpoint members were more likely to say through Hartbeat (58%), through the Hartlepool Mail (50%) or through a leaflet through their door (45%).

**Q25. How would you like to hear about activities or events at Mill House Leisure Centre or Headland Sports Hall? (N=823)**

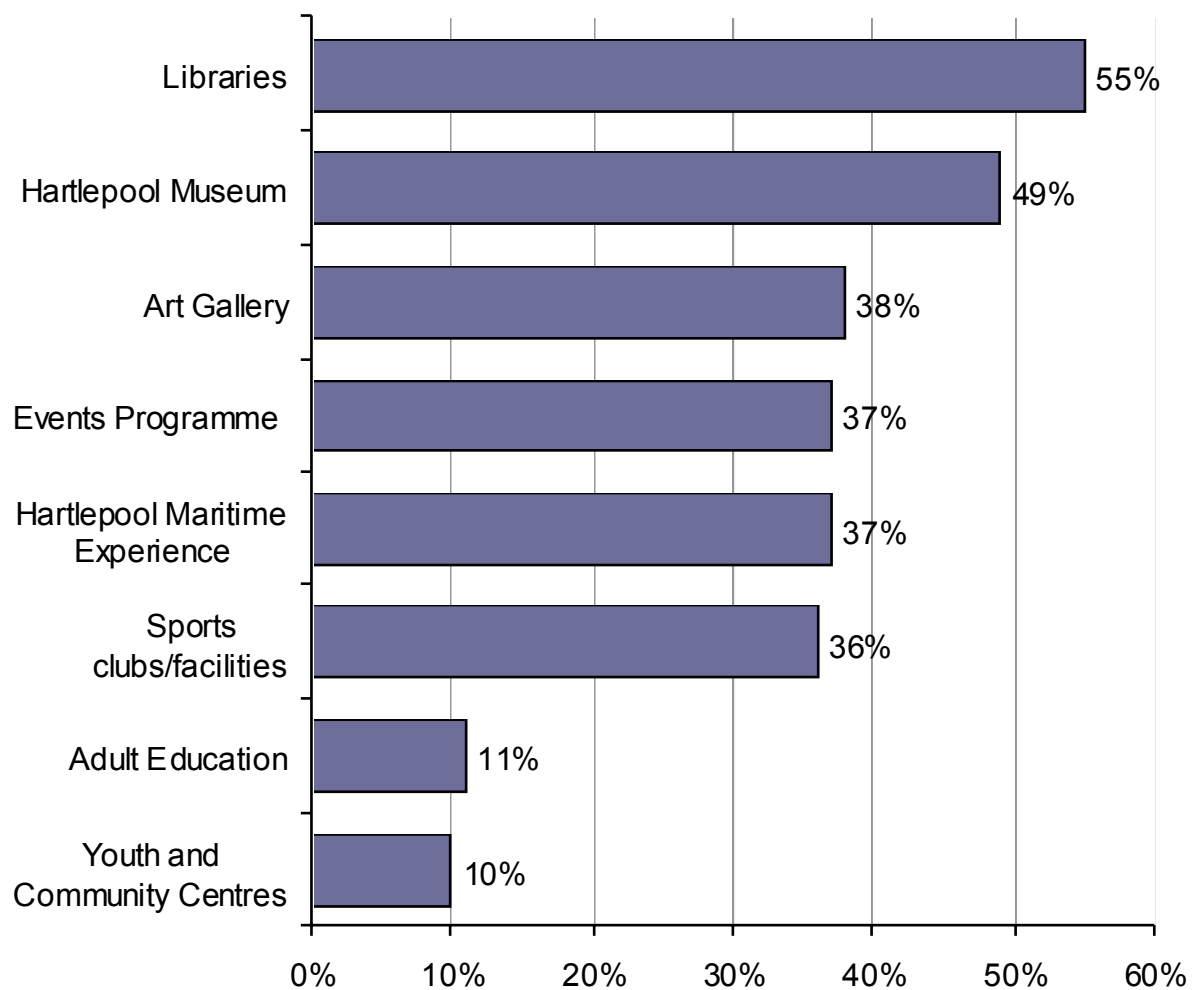


## Community Services

Q26. Which of the following services, if any, have you or a member of your household used in the last 12 months?

- 2.26 We wanted to know which of the following Council services Viewpoint members had used in the last 12 months. Viewpoint members were more likely to say they had used libraries (55%) and Hartlepool museum (49%). Members were least likely to have used youth and community centres (10%), and adult education (11%).

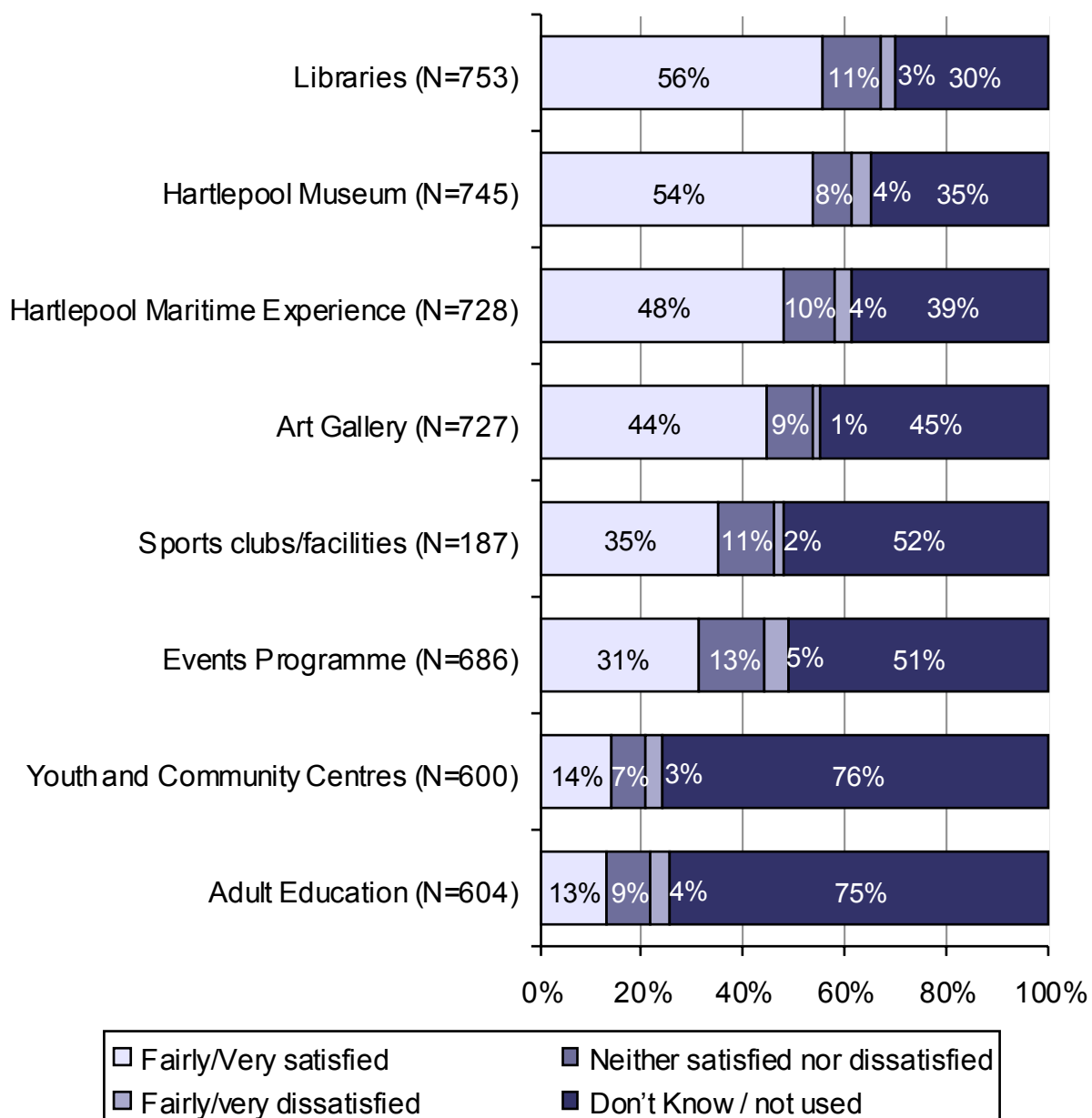
**Q26. Which of the following services, if any, have you or a member of your household used in the last 12 months? (N=740)**



Q27. Please tell us how satisfied or dissatisfied you are with the quality of each of the following services

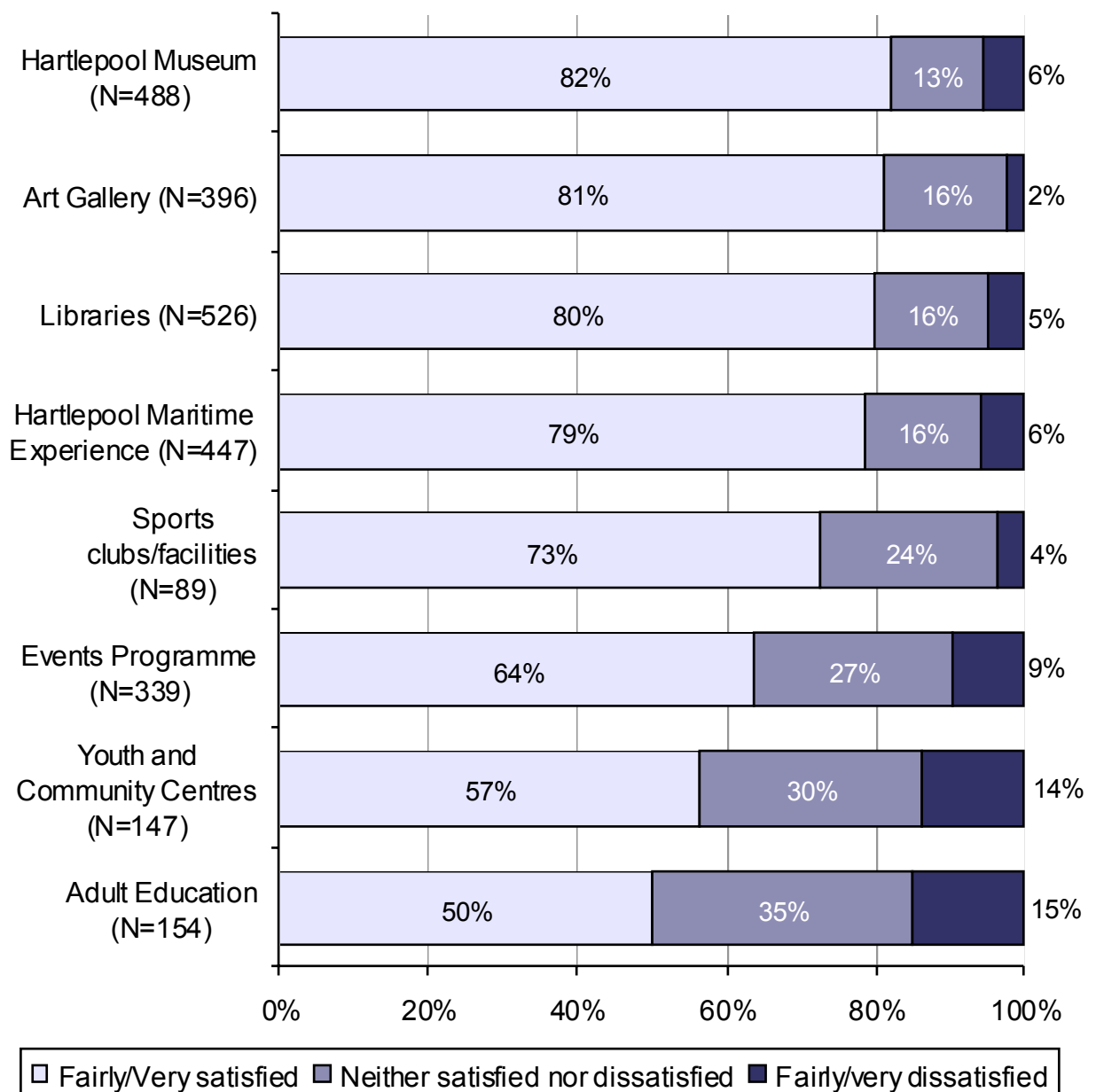
- 2.27 When asked how satisfied or dissatisfied Viewpoint members are with various Council services, Viewpoint members were more likely to say they were satisfied with libraries (56%), and the Hartlepool Museum (54%). Viewpoint members were least likely to be satisfied with Adult Education (13%) and Youth and Community Centres (14%). However, it must be noted here that a large proportion of Viewpoint members (between 30% and 76%) have responded that they don't know how satisfied they are with this Council service, or they haven't used it.

**Q27. Please tell us how satisfied or dissatisfied you are with the quality of each of the following services.**



2.28 When just looking at satisfaction rates from service users, (therefore, by removing the proportion of people who say they don't know how satisfied they are with the Council service, or that they don't use the Council services), we can see that Viewpoint members are most satisfied with the Hartlepool Museum (82%) and the Art Gallery (81%). However, satisfaction with Adult Education and the Youth and Community Centres from service users, still remain at the bottom of the graph (50% and 57% respectively).

**Q27. Please tell us how satisfied or dissatisfied you are with the quality of each of the following services. \* Service users.**



## Illegal Tobacco Sales

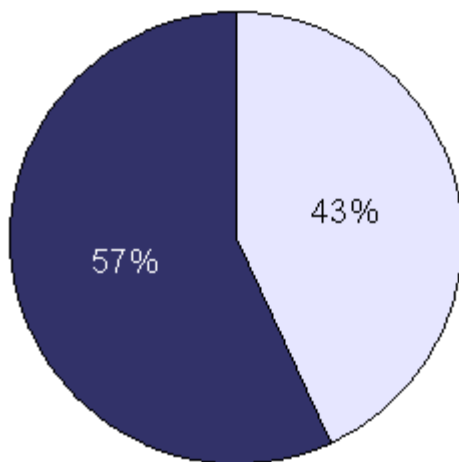
Q28. Have you ever smoked cigarettes (pack or roll your own) or used other tobacco products?

AND

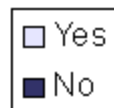
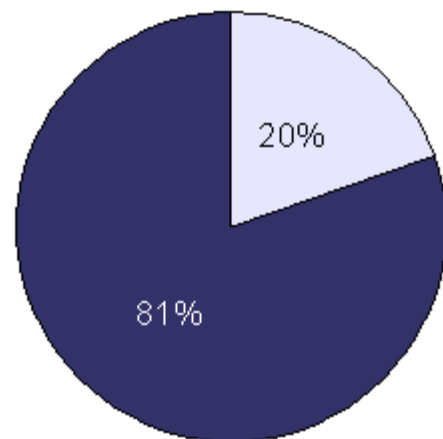
Q29. Do you smoke cigarettes/tobacco at all nowadays?

- 2.29 Forty-three percent of Viewpoint members have smoked cigarettes or other tobacco products in the past. However, this has more than halved to 20% of Viewpoint members who currently smoke.

**Q28. Have you ever smoked cigarettes or used other tobacco products? (N=880)**



**Q29. Do you smoke cigarettes/tobacco at all nowadays? (N=492)**

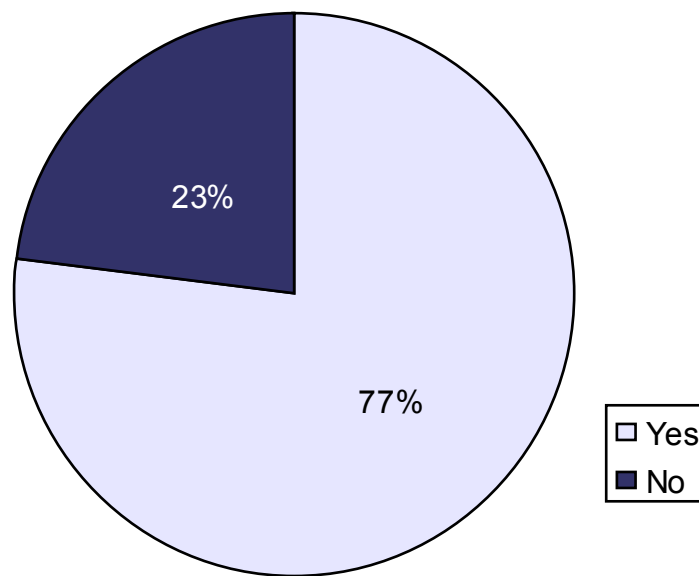




Q30. Are you aware that illegal tobacco sales takes place within Hartlepool?

- 2.30 Next, Viewpoint members were asked to tell us if they were aware that illegal tobacco sales takes place within Hartlepool, and over three quarters (77%) of members said yes, they were.

**Q30. Are you aware that illegal tobacco sales takes place within Hartlepool? (N=877)**



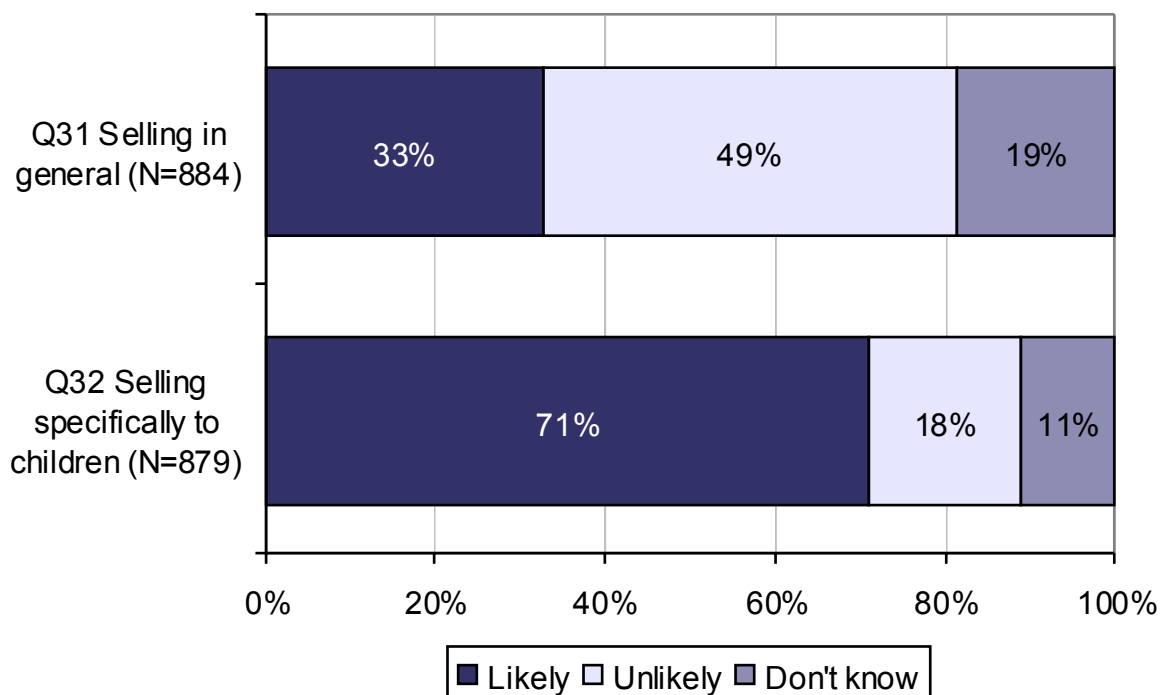
Q31. How likely are you to report someone if you suspected them of selling cheap illegal cigarettes or tobacco?

And

Q32. How likely would you be to report someone if you suspected them of selling these illegal products specifically to children?

- 2.31 Viewpoint members were asked to tell us how likely they are to report someone if they suspected them of selling cheap illegal cigarettes or tobacco. They were then asked to say how likely they would be if they suspected someone of selling these products specifically to children.
- 2.32 Only a third of Viewpoint members said they would be likely to report someone if they suspected them of selling illegal tobacco products in general. However, this raises to seven out of ten (71%) Viewpoint members if they suspected someone of selling illegal tobacco products specifically to children. Viewpoint members were also less likely to say they don't know if they would report someone for selling illegal tobacco products when children were involved (11%, compared to 19% for general sales).

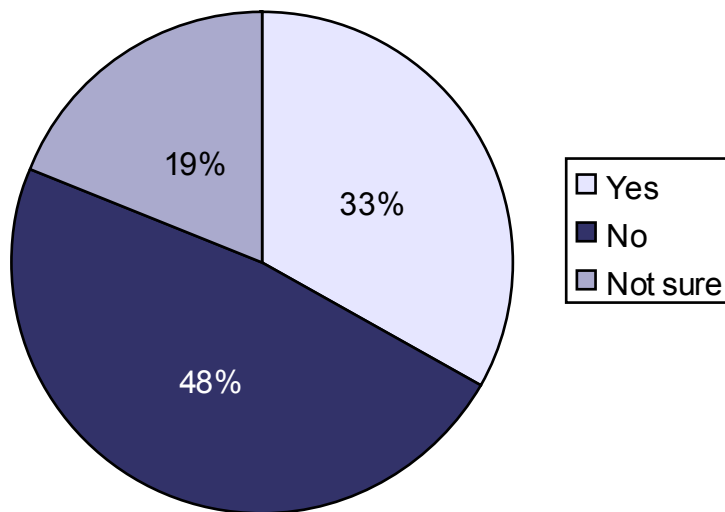
**Q31 & Q32 - Reporting suspected illegal tobacco sales**



Q33. Would you know who to report illegal tobacco sales to?

- 2.33 When asked if Viewpoint members know who to report illegal tobacco sales to, only a third said yes. Almost half (48%) said no, and one in five (19%) said they were not sure who to report illegal tobacco sales to.

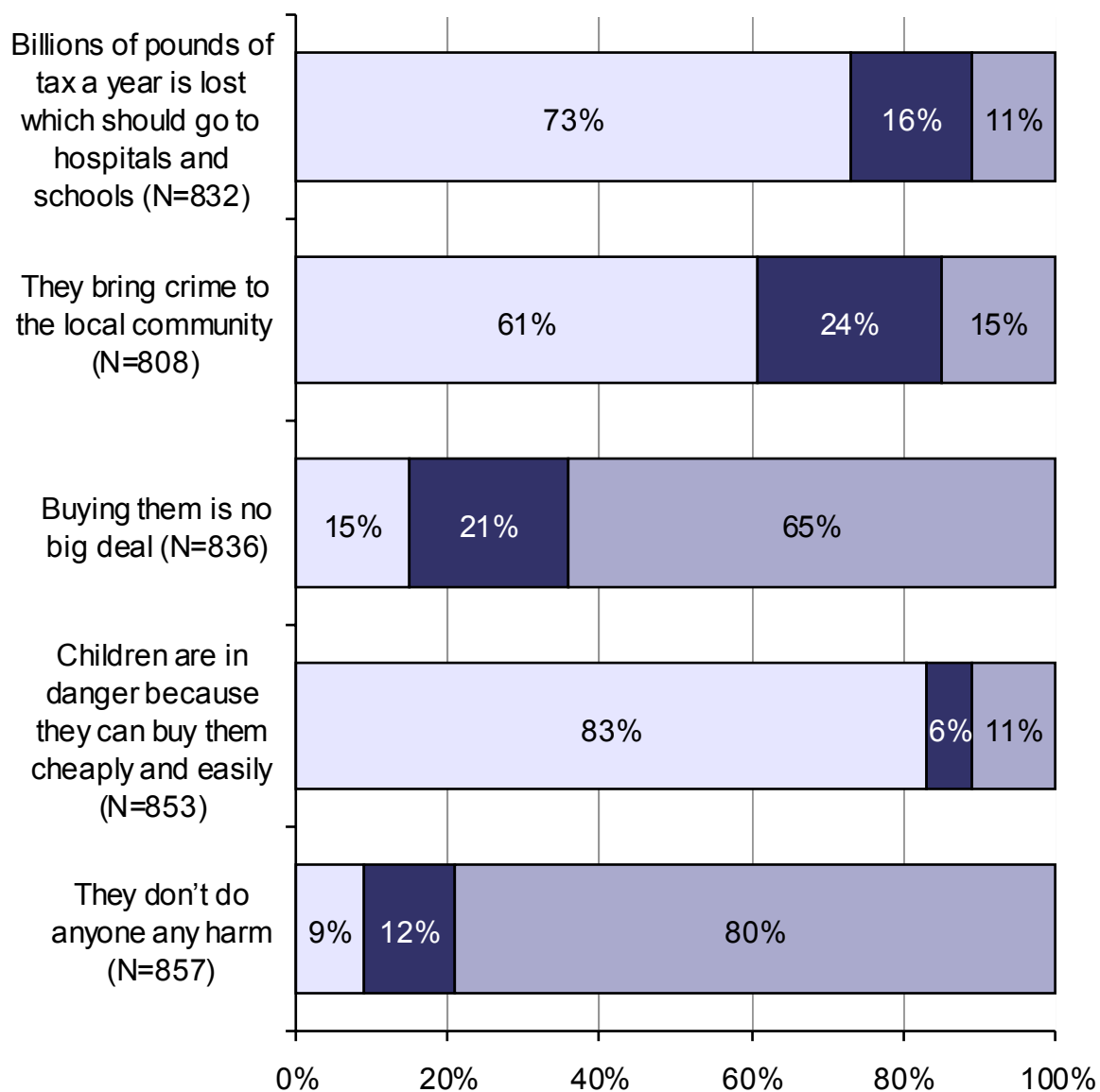
**Q33. Would you know who to report illegal tobacco sales to? (N=876)**



Q34. Thinking about illegal tobacco products, please tell us how much you agree or disagree with the following statements

- 2.34 Viewpoint members were presented with a list of statements connected to illegal tobacco sales, and were asked to say how much they agreed or disagreed with them. Viewpoint members were more likely to agree or strongly agree with the statement that children are in danger because they can buy them easily (83%) and that billions of pounds of tax a year is lost which should go to hospitals and schools (73%). Members were most likely to disagree or strongly disagree that they don't do anyone any harm (80%).

**Q34. Thinking about illegal tobacco products, please tell us how much you agree or disagree with the following statements.**



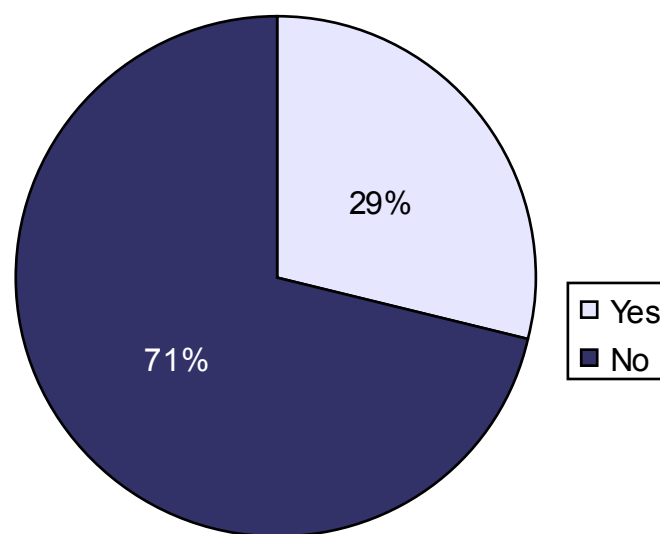
□ Agree / strongly agree ■ Neither agree nor disagree ▒ Disagree / strongly disagree

**Hartlepool Safeguarding Children Board**

Q35. Before receiving this survey, had you heard about the Hartlepool Safeguarding Children Board?

- 2.35 Viewpoint members were asked to tell us if they had heard of the Hartlepool safeguarding Children Board before receiving the latest Viewpoint survey, and seven out of ten (71%) said no.

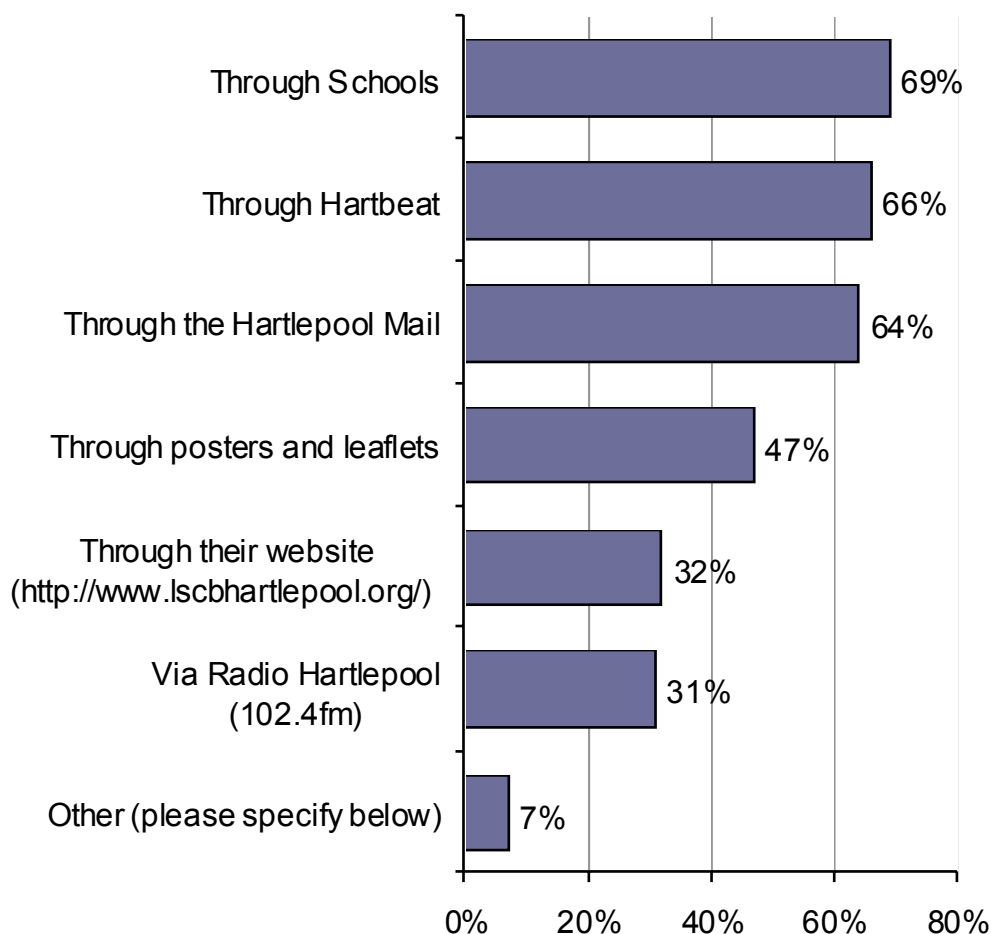
**Q35. Before receiving this survey had you heard  
about the Hartlepool Safeguarding Children Board?  
(N=877)**



Q36. How do you think people would like to receive information from the Hartlepool Safeguarding Children Board?

- 2.36 Next, Viewpoint members were asked to tell us how they think people would like to receive information about the Hartlepool Safeguarding Children Board, and members said through schools (69%), through Hartbeat (66%), and through the Hartlepool Mail (64%).

**Q36. How do you think people would like to receive information from the Hartlepool Safeguarding Children Board? (N=865)**



## **Appendix 1: Background Information on Viewpoint**

### **Background**

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.

The panel was refreshed in 2010 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 1,350 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.

### **Aims of Viewpoint**

The Viewpoint panel aims to:

- Listen to the community
- Involve local people in the council's decisions and in its policy planning and reviews
- Consult the panel regularly on important local issues
- Discover what the community priorities are for future council activities

### **Methodology**

Viewpoint was launched in August 1999. Under its original name, Viewpoint 1000, a random sample of 10,000 residents was selected from the electoral register and each was sent a self-completion recruitment questionnaire. This provided all the necessary background information needed to obtain a statistically balanced sample of the total population.

Just less than 2,500 people from the 10,000 sample volunteered to take part and from this group a panel of 1,000 was selected to mirror the Hartlepool community as closely as possible. A range of variables was used to balance the sample, including gender, age and geographical location.

The panel is refreshed at regular intervals, a third of members having been replaced in 2010. Recruitment questionnaires were sent to 4,650 people selected at random from the edited electoral register. Refreshing the panel in this way helps avoid the problems of drop-outs, consultation fatigue and respondents becoming local government "experts".

The Viewpoint panel gives the authority the advantage of access to a large group of people from across the community willing to be involved in consultation exercises. The principal disadvantage 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 membership is in line with the demographic make up of the area and includes all sectors of the community.

As with most surveys there is a tendency for certain groups to respond less than others, for example, young male respondents. To address this, the data have been weighted slightly by age, gender and geographical location. However, when the weighted and unweighted results are compared there is very little difference in the overall results. The weighting has most effect when small minority groups are examined.

## **The report**

All percentages in tables are rounded to the nearest whole number. 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. Also, because data are weighted, the total number of respondents shown in tables may not match the total number of surveys returned. Finally, in some questions, respondents who did not reply or answered “don’t know” were excluded from the analysis reported here.



**Appendix 2: Background information on respondents**

		Total		Unweighted	
		%	(No.)	%	(No.)
Region of Hartlepool	North	33	(296)	29	(269)
	Central	36	(328)	40	(366)
	South	31	(277)	31	(280)
Gender of respondent	Male	48	(433)	46	(421)
	Female	52	(468)	54	(495)
Age of respondent	18 - 24	21	(190)	20	(178)
	25 - 44	31	(280)	32	(289)
	45 - 64	22	(202)	25	(220)
	Total 65+	21	(189)	22	(199)
Employment status	Total Working	54	(483)	47	(435)
	Total Not Working	47	(419)	53	(481)
Socio-Economic Group of respondent	AB	21	(190)	20	(178)
	C1	31	(280)	32	(289)
	C2	22	(202)	25	(220)
	DE	21	(189)	22	(199)
Whether respondent has a disability	No	86	(778)	83	(755)
	Yes	13	(118)	17	(155)
Cars in household	None	22	(195)	17	(157)
	One or more	78	(707)	82	(754)
Children (0-18) in household	Yes	76	(685)	81	(746)
	No	24	(216)	19	(175)
House Tenure	Own your home	75	(673)	82	(746)
	Total Rent	8	(69)	9	(78)
	Live with relatives / Other	17	(157)	10	(87)
<b>Total</b>		<b>100</b>	<b>(901)</b>	<b>100</b>	<b>(916)</b>

## Appendix 3: Category definitions

### Social Economic Group Definitions :

Social group		Occupation of Chief wage earner
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 plus months), State pensioners, etc. with no earnings, Casual workers and those without a regular income

### Children in household definition:

Children in household	Children under the age of 18 living in the household
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### Working and 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

### Older and younger definitions :

Younger	17 to 24 year olds
Older	65 years and over

### Rented accommodation definition:

Rented accommodation	Rent from a private landlord or from a housing association
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## **Appendix 4: Crosstabulation by age, gender and location**

\* All values below 5 have been shaded for data protection issues