

**Glasgow City Council
Household Survey (Wave 5)
Final Report
May 2010
PC22169**

Prepared For:



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Executive Summary

In early 2008 Cello **mruk** were commissioned by Glasgow City Council to investigate public attitudes towards the Council and satisfaction with a range of services. This is the spring 2010 wave continuing the Council's twice-yearly tracking study. This Report details findings from the most recent wave of research (Spring 2010) drawing on variations across waves where relevant.

A total of 1,000 in-home interviews were undertaken across Glasgow, with a boost of 200 interviews with Black and Minority Ethnic residents (BMEs).

Council Services

Overall, usage of Council services was consistent with the April 2009 and October 2009 surveys, but this represents a fall from 2008.

Comparisons with the October 2009 survey indicate a decrease in the number of Glasgow residents visiting museums and art galleries, with usage being consistent for all other services. Parks and libraries remain the most used services.

When citizens were asked generally how satisfied or dissatisfied they were with the services provided by Glasgow City Council, satisfaction levels continue to remain high. The only major change in satisfaction levels for individual services occurred for road maintenance, where there was a decrease from October 2009.

Knowledge of Glasgow City Council

Very few residents believed they knew a great deal about the Council. A more common response was that they knew a fair amount or only a little.

One change in the Council in recent years has been to allow many of its services to be delivered by Arms Length External Organisations, but it was clear that the vast majority of residents were unaware of this.

Addiction Services

Only a small number of residents had seen discarded syringes / hypodermic needles in either their local area or city centre. Residents who rented from Glasgow Housing Association or another housing association / housing co-operative were the most likely to have come across discarded syringes / hypodermic needles.

Community Sentencing

There was a strong belief amongst residents that almost all types of unpaid work undertaken as a result of Community Service Orders would result in either a significant or moderate benefit to communities. The level of perceived benefit from the various types of unpaid work varied across the city.

Residents could not suggest alternative types of unpaid work, and even if they did have an idea, they would be unlikely to communicate it to anyone.

Safety at Night

Residents had grown in confidence walking alone after dark since the April 2008 survey. More residents had walked alone after dark, and more had felt safer when doing so. However, it should be noted that particular groups feel more secure than others. Males felt safer than females, younger residents felt safer than older residents, and residents from Drumchapel / Anniesland & Garscadden / Scotstounhill felt safer than those in other areas of the city.

Hate Crime

Very few residents thought that hate crime was a significant issue in their area. However, race, colour, ethnic origin, and nationality, and religion were considered marginal issues. The BME community supported the finding that such issues were marginal rather than a significant or major issue. There were particular areas where these issues were more prominent; these included Drumchapel / Anniesland & Garscadden / Scotstounhill; Maryhill / Kelvin & Canal; Pollokshields East & Southside Central; and East Centre & Calton.

Revenue and Benefits Service

The Council Revenue and Benefits Service offices in local areas were more likely to be contacted than the city centre office, although BMEs were as likely to contact the city centre office. The services most widely recognised by residents were : making Council Tax Payments, making Council Tax applications, and making Housing Benefits applications.

The majority of residents stated that they had not seen or heard any information about the Council Tax and Benefits Service.

In addition, there was low awareness of other services provided by the Council Revenue and Benefits Service such as an online calculator and online claim form.

Housing

Awareness levels of the Council's Housing Options Guide and the Private Rented Housing Panel were both low.

In contrast, there was a higher level of awareness of the right of tenants of private landlords, particularly amongst residents who were currently renting from a private landlord.

Voter Registration and Voting.

The vast majority of residents were registered to vote, but the remainder stated they did not want to register or did not think they were eligible to vote. This applied to BMEs, younger residents, unemployed and students more than any other group. Furthermore, residents who were not registered did not have a clear idea of where to go to find out about how to register.

Similarly, most residents were aware that other methods could be utilised to vote than just going to the Polling Station, with the main alternative being by post. It was also widely understood that to vote for a candidate an 'x' had to be marked on the ballot paper. However, the least knowledgeable residents were again BMEs, younger residents, unemployed and students.

1. Introduction

This report summarises the results of Glasgow City Council's Household Survey, spring 2010, conducted by CELLO **mruk** research. This continues the Council's twice-yearly tracking study to investigate public attitudes towards the Council and satisfaction/dissatisfaction with a range of services. This latest wave included the following topics:

- Usage and Satisfaction with Council Services
- Knowledge of Glasgow City Council
- Addiction Services
- Community Sentencing
- Safety at Night
- Hate Crime
- Revenue and Benefits Service
- Housing
- Electoral Registration and Voting

All interviewing was carried out face-to-face in-home, using Computer Aided Personal Interviewing (CAPI) machines, by Interviewer Quality Control Standard accredited interviewers (IQCS). For completeness a full annotated questionnaire, showing percentage results for all questions, is attached as an Appendix to this report.

2. Methodology

As with previous waves, an in-home face-to-face interviewing approach was considered the most appropriate for conducting this survey, for the following reasons:

- Permits the use of longer questionnaires than telephone or in-street surveys;
- Allows quota-controlled sampling within pre-selected geographical areas e.g. community planning areas;
- Allows interviewers to call-back at a time more suitable to respondents, thereby maximising their opportunity to participate in the research;
- Allows provision to be made for respondents who do not speak English as their first language.

In total, 1,000 interviews were conducted in accordance with a set of pre-determined quota controls that reflected the demographic and economic characteristics of the target population of each area, as derived from available demographic data and discussions with the Council. In addition, an extra 200 interviews were conducted with Black and Minority Ethnic (BME) groups to ensure that their views were adequately represented in the research.

The sample was drawn to provide a representative cross-section of Glasgow's population, with 10 interviews carried out at each of 100 sample points. Each point was a Census Output Area comprising 70-100 addresses. Interviewers selected households at random within each list and then chose respondents using the next birthday rule when more than one was available within the required quota structure. Final data were then weighted by age/gender in accordance with the 2001 census. Please refer to Appendix A for a more comprehensive explanation of the sampling technique employed.

All interviewing was carried out face to face in-home, using CAPI (Computer Aided Personal Interviewing) machines, by IQCS-accredited interviewers.

In order to achieve the desired number of interviews of each quota the following steps were taken:

Interviewing was undertaken between the hours of 10.00am and 8.00pm on weekdays and weekends in order to maximise response from a cross-section of residents;

Interviewers made an initial call and up to three call backs if this was necessary. Call backs were undertaken at different times during weekdays and weekends to maximise responses;

Calling cards which include CELLO **mruk** research's freephone telephone number were left after each visit.

3. Usage and Satisfaction with Council Services

3.1 Introduction

This section concerns residents' usage of, and satisfaction with, a variety of services provided by the Council.

Usage levels were consistent with those found in the April 2009 and October 2009 surveys, but below the levels recorded in both 2008 surveys.

Overall satisfaction with Council services remains high, only showing a slight drop on October 2009 levels. Similarly, satisfaction with individual services has remained fairly consistent over time. The only variation to this was road maintenance where levels of satisfaction have fallen.

3.2 Usage of Council Services

Council services usage (70%) was similar to October 2009 (71%) and April 2009 (71%) surveys. However, this still represents a decline from April 2008 where 79% and September 2008 where 76% of residents stated either they or their family members had used at least one service provided by the Council or its Partners.

The only notable difference between April 2010 and October 2009 was that the usage of *museums and galleries* had fallen from 33% to 24%.

Previous surveys had shown a trend in the decline of using *parks*. This has not been reversed, but usage has remained at the October 2009 level of 39%.

Similar to previous waves, the four services most used by households remain the same, namely *parks* (39%), *libraries* (37%), *sports and leisure centres* (26%) and *museums and galleries* (24%).

Other services were used less by residents generally, but continue to reflect the specific target audience for these services such as *nursery, primary and secondary schools, home help service, local community centres and social work services*.

Table 1: Usage of Council/Partner Services

	September '08 %	April '09 %	October '09 %	April '10 %	BME April '10 %
Parks	49	46	39	39	46
Libraries	48	37	39	37	35
Sports and Leisure Centres	35	26	29	26	18
Museums and Galleries	37	20	33	24	32
Children's Play Parks	19	10	10	11	23
Primary Schools	16	11	12	10	25
Nursery Schools	10	5	6	7	23
Secondary Schools	11	6	6	6	15
Local Community Centres	7	3	6	3	5
Social Work Services	10	3	4	3	4
Home Help Service	4	2	2	2	1
None of these	24	29	29	30	20
Don't know	-	*	-	-	-

* = Less than 1%

Base: Sept '08: 1,002; April '09: 1,010; Oct '09: 1,010; April '10: 1,000; BME April '10: 297 (*All respondents*)

Source: CELLO **mruk** research, April 2010

Usage patterns varied between different areas and age groups:

Usage of *museums and galleries* by residents from Maryhill / Kelvin & Canal (3%) and Springburn & Part of Glasgow NE (4%) was much less than residents from Langside & Linn (33%). This pattern was repeated for usage of *libraries*. The majority of residents from Langside & Linn (56%) used libraries, but only 29% of residents in Maryhill / Kelvin & Canal and 18% in Springburn & Part of Glasgow NE did likewise.

Age groups most likely to have children (25-44) made greatest use of *nurseries, primary and secondary schools and children's play parks*. In addition,, these groups were more likely to use *parks, museums and galleries and sports and leisure centres*. Those aged 65+ used Council services less than any other age group. Usage patterns of BME residents differed from the city average, with 80% stating they had used at least one of the services provided by the Council or its partners. BME residents were more likely to use *parks* (46%) and *museums and galleries* (32%), but less likely to use *sports and leisure centres* (18%). , BME households were much more likely to have used a *nursery school* (23%), *primary school* (25%), or a *secondary school* (15%), and also children's play parks (23%).

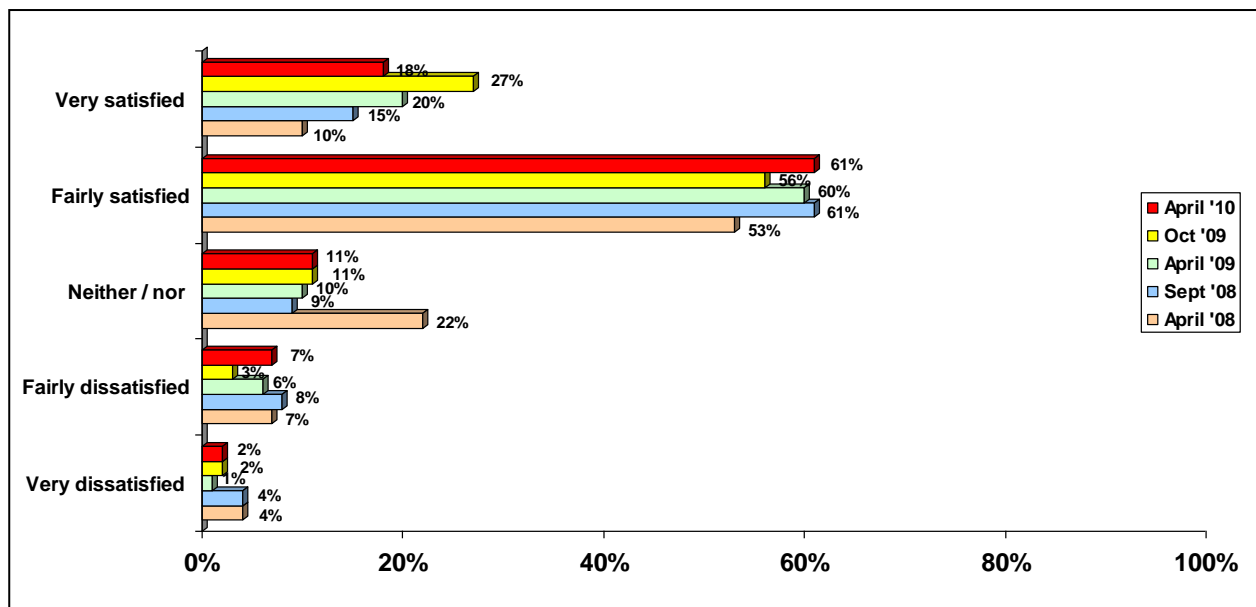
The main reason for this variation was the presence of under 16 year olds in the household. Almost half (44%) of BME households had children under 16 years old compared with the Glasgow average of only 33%, so their usage of schools per household would be greater.

Around one quarter of BME households with residents aged- between 16 and 44 years old had used a *nursery school* (24%) or *primary school* (26%), compared with the city average of 12% and 16% respectively. Usage of *secondary schools* also highlighted this variation, with BME usage (15%) greater than the city average (9%).

3.3 Satisfaction with Council Services

Overall, satisfaction continued to remain high at 79%, down slightly from that achieved in October 2009 (83%). Satisfaction was high amongst all demographic types, including BMEs (78%). Residents in Maryhill / Kelvin & Canal were the least satisfied (59%).

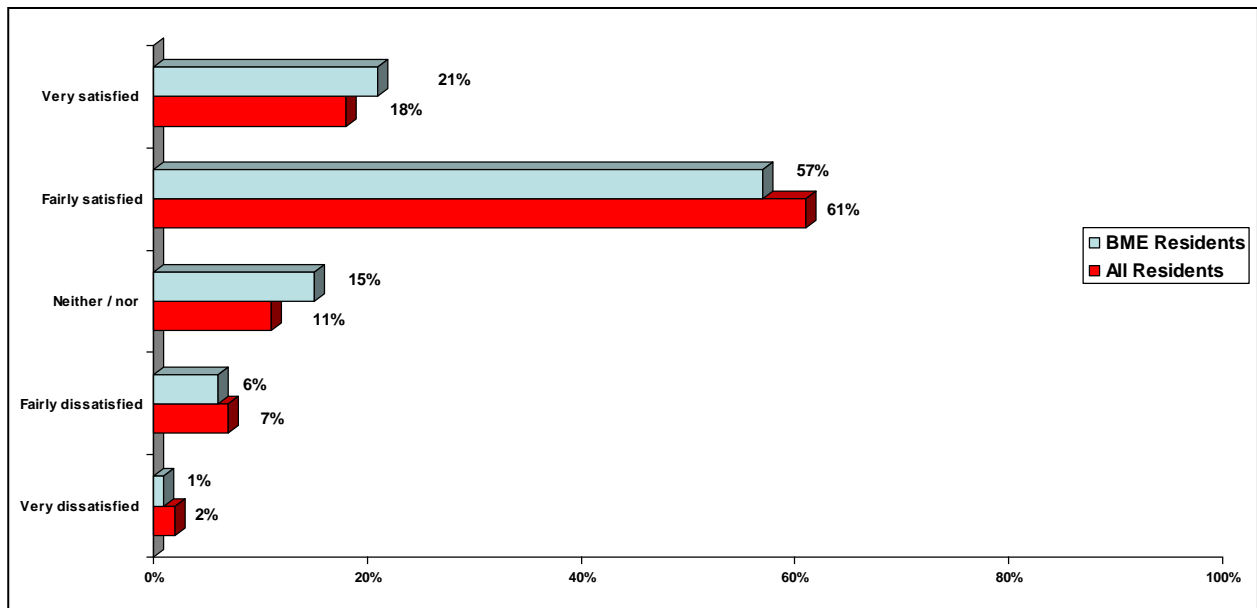
Figure 1: Overall Satisfaction with Council Services



Base: April '08: 1,010; September '08: 1,002; April '09: 1,010; October '09: 1,010, April '10: 1,000
(All respondents)

Source: CELLO **mruk** research, April 2010

Figure 2: Overall Satisfaction with Council Services: Comparing BME residents against all residents



Base: April '10: 1,000 ; BME: 297 (*All respondents*)

Source: CELLO **mruk** research, April 2010

The results also showed high satisfaction levels with the majority of individual Council services. Only *road maintenance* recorded any notable decline in satisfaction levels, falling from 52% to 43%.

The highest levels of satisfaction continue to be recorded for *museums and galleries* (98%), *libraries* (95%), *sports and leisure centres* (94%), and the *home help service* (94%). It must be noted however, the base for those receiving the home help service was low at only 18 users. In addition, more than 90% of users of *nursery schools*, *primary schools* and *parks* were satisfied with the service.

Levels of satisfaction were lowest again for *road maintenance* (43%) and *pavement maintenance* (63%). These were the only two services to receive a satisfaction rating of less than 70%.

With regards to *road maintenance*, there were large differences in the perception of residents depending on where they live. Satisfaction was relatively high in Drumchapel / Anniesland & Garscadden / Scotstounhill (71%), Maryhill / Kelvin & Canal (69%), and Sprinburn & Part of Glasgow NE (60%), but low in East Centre & Calton (14%), Shettleston & Baillieston & Part of Glasgow NE (20%).

There was also a great variation in the satisfaction with *pavement maintenance*. Residents in Langside and Linn (86%) and Pollokshields East & Southside Central (81%) were mostly satisfied, but satisfaction was much lower in East Centre & Calton (41%), Shettleston & Baillieston & Part of Glasgow NE (43%), and Maryhill / Kelvin & Canal (50%).

BME residents were mostly less or as equally satisfied as the city average. Only *street cleaning* (81%), *pavement maintenance* (77%), and *road maintenance* (48%) achieved a considerably higher satisfaction rating amongst BMEs than the city average.

Table 2: Satisfaction with Council Services

	September '08 %	April '09 %	October '09 %	April '10 %	BME April '10 %
Museums and Galleries (241; BME 93)	92	98	97	98	93
Libraries (372; BME 103)	91	95	97	95	96
Sports and Leisure Centres (259; BME 51)	89	94	92	94	87
Home Help Service (18; BME 4)	86	86	92	94	76
Nursery Schools (65; BME 67)	95	95	96	92	94
Primary Schools (104; BME 74)	90	96	94	92	88
Parks (388; BME 135)	85	93	90	92	86
Secondary Schools (64; BME 45)	89	95	89	89	84
Street Lighting (1000; BME 297)	77	79	87	84	86
Local Community Centres (34; BME 16)	69	91	94	84	74
Social Work Services (31; BME 11)	69	81	76	81	72
Children's Play Parks (111; BME 67)	66	86	78	79	72
Refuse Collection (1000; BME 297)	73	80	83	77	76
Street Cleaning (1000; BME 297)	63	75	75	74	81
Pavement Maintenance (1000; BME 297)	52	65	65	63	77
Road Maintenance (1000; BME 297)	42	54	52	43	48

Base: Various and shown in brackets for April '10 (*respondents who have used the services*)

Source: CELLO **mruk** research, April 2010

3.4 Summary

Overall, usage of Council services has remained consistent with the previous two Waves conducted in 2009, but this still represents a decrease from 2008. Usage ratings for individual Council services have also remained consistent. The only exception to this was fewer residents going to museums and art galleries. The services used most often were still parks, libraries, sports and leisure centres, and museums and galleries.

Usage patterns varied throughout the city with residents from Langside & Linn being the most likely to use at least one Council service. More specifically, BME households were the most likely to have used nursery, primary, or secondary schools.

The trend of satisfaction ratings with overall Council services increasing Wave on Wave did not continue, but still remained high. Ratings for individual services only changed slightly, with the exception of road maintenance which fell back to September 2008 levels. The lowest satisfaction ratings were for both road and pavement maintenance.

4. Knowledge of Glasgow City Council

4.1 Introduction

This section gauged how much knowledge residents thought they had of the Council.

Arms Length External Organisations (ALEOs) have been set up in recent years by the Council to help deliver some of its services. These include Culture and Sport Glasgow, Cordia, Glasgow Community Safety Services, City Building, City Parking and City Markets.

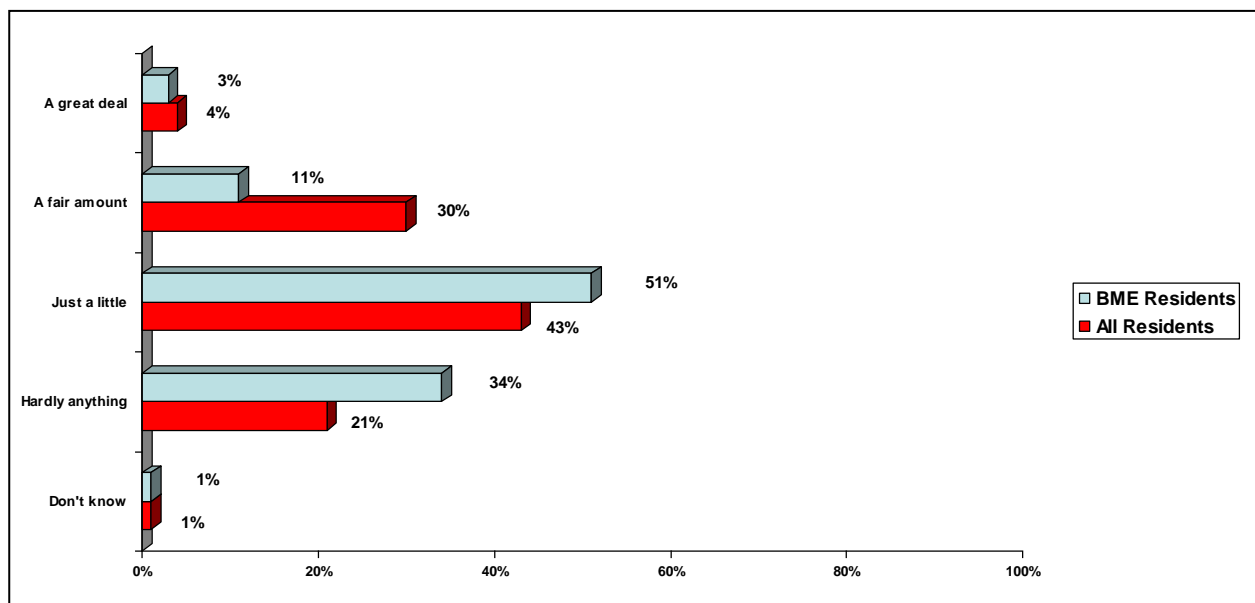
It was, therefore, important to understand whether residents were aware of such changes and who was mainly responsible for providing particular services.

Most residents claimed they knew something about the Council, but when considering which body delivered particular services it was clear that there was a lack of awareness of ALEOs.

4.2 Perceived Knowledge of Council

When asked how much they knew about the Council very few residents (4%) declared they knew *a great deal*. More commonly, residents stated they knew *just a little* (43%), or *a fair amount* (30%) with more than one fifth (21%) saying they knew *hardly anything*.

Figure 3: Perceived Knowledge of the Council



Base: 1,000 (All respondents); 297 (BME Respondents)

Source: CELLO **mruk** research

Those aged 16-24 years old (42%), renting from a private landlord (35%), students (36%), and unemployed (33%) were more liable to perceive themselves as knowing *hardly anything*.

More than a third (34%) of BMEs also stated they knew *hardly anything*. Only 11% of BMEs said they knew *a fair amount*, and half said they knew *just a little*.

4.3 Responsibility for Delivering Services

In order to understand awareness of service providers, a variety of services were listed and residents were asked who was mainly responsible for delivering these services. The options provided were the *Council*, *Scottish Government*, *ALEO*, *Other Public Agency*, or *don't know*.

It was clear from residents' responses that the majority was aware of services provided by the Council, such as street cleaning (89%), road maintenance (83%), social work (83%), nursery schools (81%) and primary and secondary schools (69%). However, there was an indication that residents' awareness of the introduction of ALEOs was low with the majority still believing the Council delivered sports and leisure facilities (88%), local community centres (88%), home help services (86%), graffiti removal (83%), housing for rent (81%) and museums and galleries (80%).

With the exception of the National Health Service, Police Service, and Courts, the majority of residents believed that the Council was mainly responsible for the delivery of all of the other services.

BMEs appeared to have even less awareness of the role of ALEOs than Glasgow residents as a whole, and were much more likely to say *don't know*. The only services where less than 20% of respondents did not say *don't know* were primary and secondary schools (19%), road maintenance (19%), street cleaning (14%), and housing for rent (10%).

Table 3: Responsible for delivering Council Services

	Glasgow City Council %	Scottish Government %	ALEO – previous Council services now Independent %	Other Public Agency %	Don't know %
A. Water and sewerage services	75	4	8	5	7
B. Fire and Rescue services	51	33	2	5	9
C. Primary and secondary school education	69	23	*	1	6
D. Social work	83	8	*	1	7
E. Street cleaning	89	2	4	2	3
F. National Health Service	31	56	1	4	7
G. Parking tickets	76	5	6	4	9
H. Local community centres	88	3	1	2	6
I. Home help service	86	3	3	2	6
J. Sports and leisure facilities	88	2	3	1	6
K. Graffiti removal	83	2	3	3	9
L. Police service	36	50	2	4	8
M. Road maintenance of city streets	83	3	5	3	6
N. Nursery schools	81	9	1	1	7
O. Museums and galleries	80	10	1	2	7
P. Courts	40	49	1	2	8
Q. Housing for rent	81	3	10	3	4

* = Less than 1%

Base: 1,000 (All respondents)

Source: CELLO mruk research

4.4 Summary

Very few residents believed they knew a great deal about the Council. A more common response was that they knew a fair amount or a little.

It was clear that the vast majority of residents were unaware of the role of ALEOs in the delivery of some specific services.

5. Addiction Services

5.1 Introduction

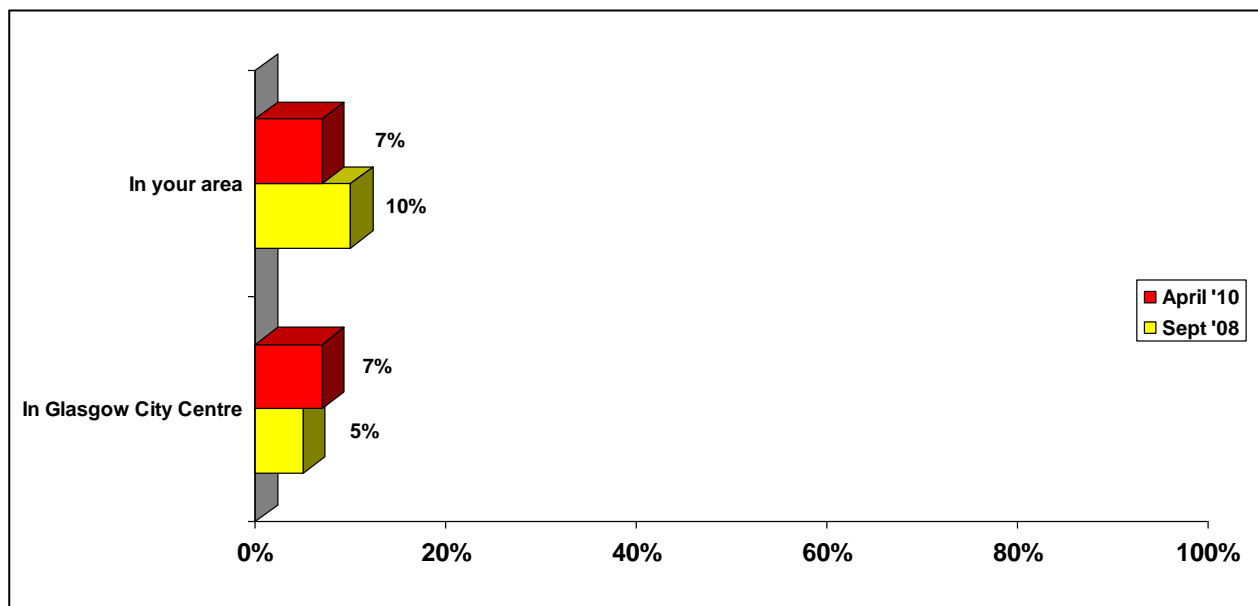
A key objective of the Council is ‘making Glasgow a clean, safer city’ and one aspect of this relates to inappropriately disposed syringes and needles. This section established that it was not common for residents to see discarded needles, but the likelihood of coming across them was dependent on where they live.

Those who did see discarded syringes / hypodermic needles were unlikely to report it.

5.2 Discarded Needles

Only a small number of residents had seen discarded syringes / hypodermic needles in either their area (7%) or Glasgow city centre (7%), with the findings showing little variation from September 2008.

Figure 4: Seen discarded syringes / hypodermic needles



Base: 1,000 (All respondents)

Source: CELLO **mruk** research

Findings were slightly higher amongst BMEs where around 1 in 10 had seen discarded syringes / hypodermic needles in their area (11%) and Glasgow city centre (10%), but the largest variations were dependent on where the resident lives.

Residents who rented from Glasgow Housing Association (11%) or another housing association / housing co-operative (17%) were more likely to see syringes / hypodermic needles. In addition, residents in Springburn & Part of Glasgow NE (14%) were more likely to have seen discarded syringes / hypodermic needles *in their area* than residents from other areas.

Residents in Springburn & Part of Glasgow NE (15%) were also more likely to have seen discarded syringes / hypodermic needles in the city centre than residents from other areas *in the city*.

Also, those who were unemployed (13%) were more likely to have seen discarded syringes / hypodermic needles in their area than those who were employed (6%).

Of those who had seen them, less than one quarter (23%) reported it. This figure dropped even further for BMEs (7% - 40 respondents) but this does have to be treated with caution due to the low base number. Overall, a half of those who reported seeing discarded syringes / hypodermic needles reported it to the Police (50%).

5.3 Summary

A small number of residents had seen discarded syringes / hypodermic needles either in their local area or in the city centre. This represents a small change from September 2008 with residents slightly less likely to have seen discarded syringes / hypodermic needles in their area, but slightly more likely to have seen this in the city centre.

Those who were living in rented accommodation from Glasgow Housing Association or another housing association / housing co-operative were more likely to have seen discarded syringes / hypodermic needles .

Less than one quarter of residents who had seen them reported it, with the Police being the most likely recipient of the report.

6. Community Sentencing

6.1 Introduction

One of the most common sentences for someone found guilty of a crime is a Community Service Order. This means that the offender has to complete a specific number of hours of unpaid work for the benefit of the community. The section established that the perception amongst residents was that almost all types of Community Service Orders would bring benefits to communities.

6.2 Level of Benefit to Communities of Community Service Orders

A list of different types of unpaid work undertaken by people serving Community Service Orders was read out to residents and they were asked to state how much they believed the community benefited from each activity.

More than one third of residents believed that communities would significantly benefit from:

- Environmental improvements, especially in areas affected by vandalism, graffiti, dumping etc. (39%).

The strength of support for this was particularly strong in Springburn & Part of Glasgow NE (75%), Partick West / Hillhead / Anderston & City Centre (58%), Pollokshields East & Southside Central (58%), and Shettleston & Ballieston & Part of Glasgow NE (55%)

- Improvements to community facilities, such as schools, play parks, and community centres (35%).

The strength of support for this was particularly strong in Springburn & Part of Glasgow NE (76%), Partick West / Hillhead / Anderston & City Centre (55%), and Pollokshields East & Southside Central (55%)

- Painting and decorating homes for vulnerable, disabled and older people (34%).

The strength of support for this was greatest in Springburn & Part of Glasgow NE (71%), and Pollokshields East & Southside Central (56%)

There was a strong feeling that each type of work undertaken by people serving Community Service Orders would benefit the community. The only type of work that was not considered a significant or moderate benefit by the majority of residents was unpaid work within places of worship (44%).

Apart from environmental improvements (50%), fewer than half of BME residents believed that there were significant or moderate benefits to communities as a result of criminals undertaking the types of unpaid work listed. However, this was not an indication that there was a negative perception towards them or they thought there were no benefits; but rather that BMEs *don't know*. At least 40% stated *don't know* for each type of unpaid work listed. This contrasted with Glasgow residents as a whole, with just over one in ten saying *don't know*. Only a small minority of BMEs thought there would be no benefits.

Table 4: Benefit of Types of Unpaid Work

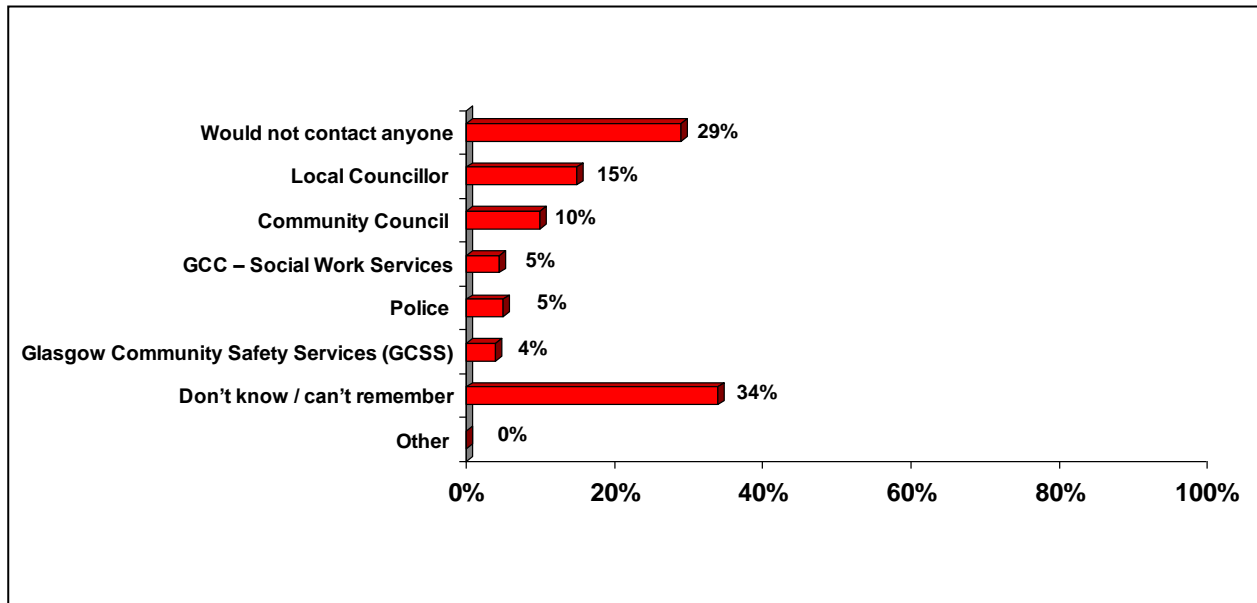
	Significant Benefit %	Moderate Benefit %	Limited Benefit %	No Benefit %	Don't know %
A. Environmental improvements	39	25	13	11	12
B. Improvements to community facilities	35	25	16	11	14
C. Recycling furniture for charities.	29	26	19	11	15
D. Painting and decorating homes for vulnerable, disabled and older people.	34	23	16	13	14
E. Unpaid work with charities / non profit making groups	28	24	20	12	15
F. Unpaid work within places of worship	25	19	22	17	18
G. Unpaid work within Community Groups	28	25	19	13	15

Base: 1,000 (All respondents)

Source: CELLO **mruk** research

When asked what other types of unpaid work people serving Community Service Orders could do, the majority of residents were not able to provide alternative suggestions. When asked who they would consider contacting if they did have any suggestions, the majority would either not contact anyone (29%) or would not know who to contact (34%). A local councillor (15%) would be the most likely person to be contacted.

Figure 5: Consider contacting with ideas about unpaid work



Base: 1,000 (All respondents)

Source: CELLO **mruk** research

Those who said they would contact someone to express their ideas would most likely do so by *telephone* (53%) or *email* (31%).

6.3 Summary

There was a strong belief amongst residents that almost all of the types of unpaid work undertaken as a result of Community Service Orders would result in either a significant or moderate benefit to communities. The level of perceived benefit from the various types of unpaid work varied in the different communities, perhaps reflecting local priorities.

The BME community did not offer the same level of support for Community Service Orders as other residents of Glasgow, but this was mainly due to them being unsure. Only a small minority thought it would have no benefits for communities.

Residents could not suggest alternative types of unpaid work. Even if they did have an idea, they were unlikely to communicate it to anyone.

7. Safety at Night

7.1 Introduction

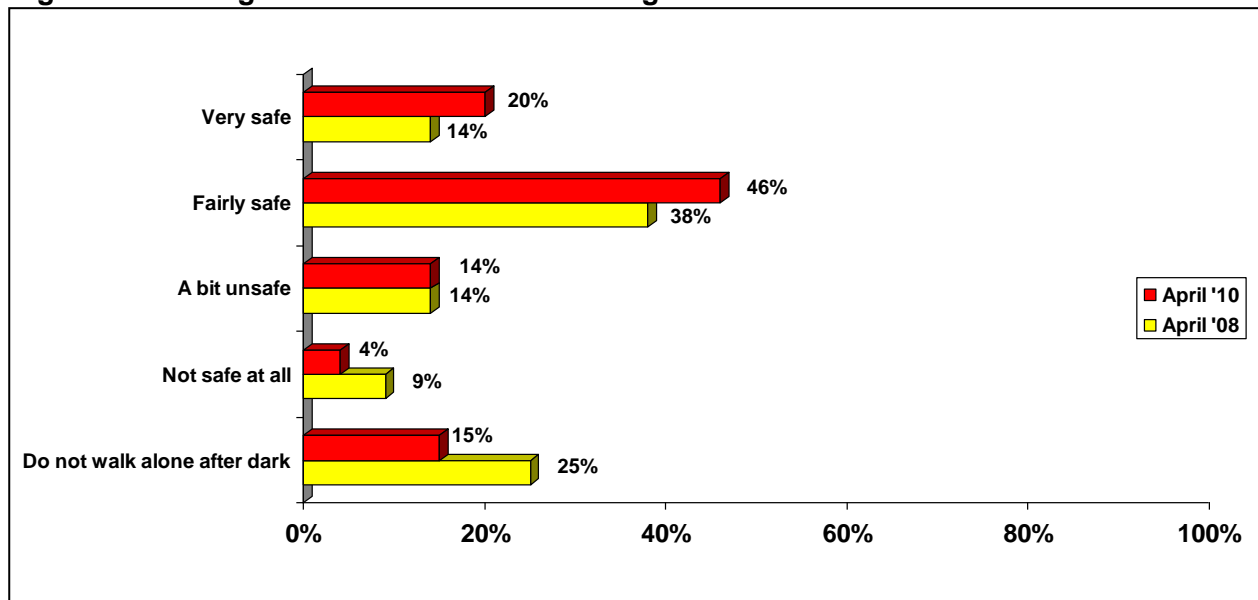
The perception of residents is important in assessing the objective of 'making Glasgow a safer city'. This section focussed on how safe residents feel when walking alone after dark and established that residents have grown in confidence since April 2008.

7.2 Walking Alone after Dark

Sixty-six percent of residents felt safe walking alone in their local neighbourhood after dark, up from 52% in April 2008, when this question was last asked. Almost half (49%) stated they felt safe whilst walking alone in the centre city after dark, up from 34% in April 2008. Also, fewer residents stated that they *do not walk alone after dark*, both in their own neighbourhood and in the city centre.

Perhaps unsurprisingly, residents appear to feel safer in their own neighbourhood.

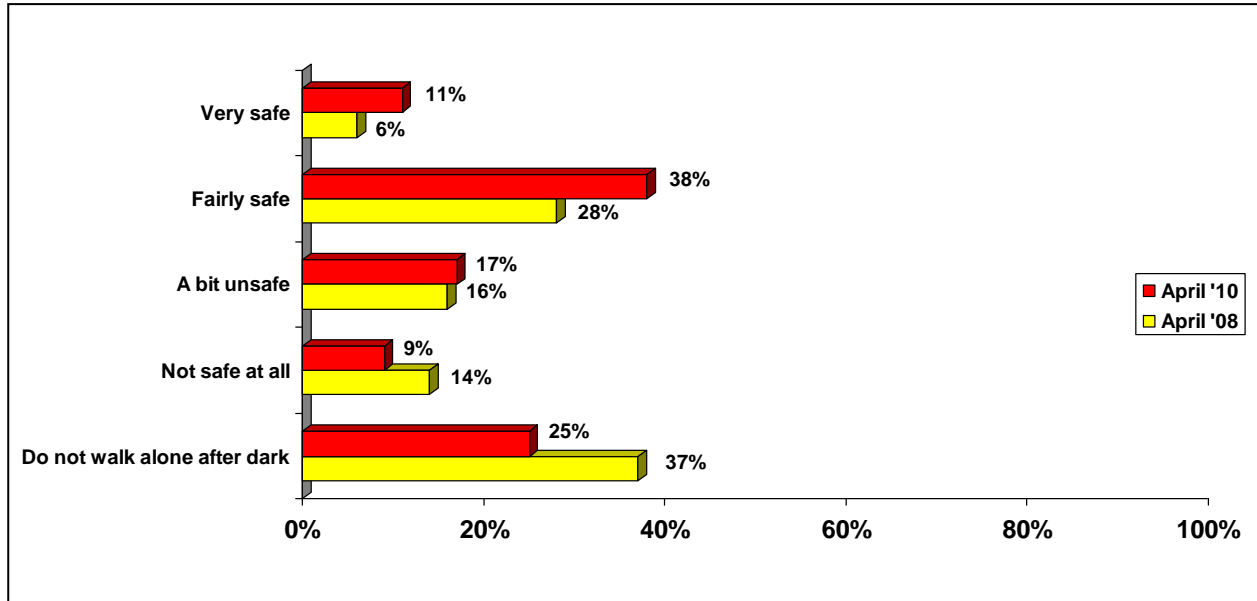
Figure 6: Walking alone after dark in local neighbourhood



Base: April '08: 1,010; April '10: 1,000

Source: CELLO **mruk** research

Figure 7: Walking alone after dark in city centre



Base: April '08: 1,010; April '10: 1,000

Source: CELLO **mruk** research

BME residents' perceptions of safety were not too dissimilar to that of other Glasgow residents, particularly when referring to walking alone in their local neighbourhood after dark, with only slightly fewer than two thirds (64%) stating they felt safe. However, 26% of BMEs stated they felt 'a bit unsafe', in contrast to the city average of 14%.

What did make a difference with regards to safety when walking alone after dark in their local neighbourhood, were gender and age. Within their local area, males (78%) felt safer than females (57%), residents under 54 years old (77%) felt safer than those over 55 years old (45%).

Within the city centre, slightly fewer BMEs felt safe (43%) than the city average (49%), but the main variations were again between the genders and age groups; substantially more males (64%) felt safer than females (36%) and residents under 54 years old (60%) again felt safer than those over 55 years old (28%).

Residents from Drumchapel / Anniesland & Garscadden / Scotstounhill felt safest in both their local area (83%) and the city centre (83%)

7.3 Summary

Residents appear to be more confident walking alone after dark than they did when the April 2008 survey took place. However, it should be noted that certain demographic types felt more secure than others. Males felt safer than females and younger residents felt safer than older residents.

8. Hate Crime

8.1 Introduction

This section continues the theme of looking at safety issues and focuses on the perception of hate crime in residents' local area and the reporting of such crime.

Very few residents perceived hate crime was either a significant or a major issue in their area. The majority of residents believed they would report a hate crime to the Police.

8.2 Hate Crime as a Problem for Local Communities

Hate crime was described to respondents as 'an attack on people, or their property, because of the group to which they belong' and were then asked to state whether or not this was an issue for the following groups:

- Race, colour, ethnic origin, nationality
- Religion
- Gender
- Gay, lesbian, bisexual, and transgender
- Disability

A minority of residents perceived hate crime towards any of these groups to be a major or significant issue. However, a sizeable minority (approximately one fifth) believed that it was a marginal issue for race, colour, ethnic origin, and nationality (21%) and religion (18%).

Table 5: Hate Crime in Local Areas

	Not an Issue %	Marginal Issue %	Significant Issue %	Major Issue %	Don't know %
A. Race, colour, ethnic origin, nationality	61	21	6	1	11
B. Religion	66	18	4	1	11
C. Gender	76	8	2	*	15
D. Gay, lesbian, bisexual and transgender	70	10	2	*	18
E. Disability	78	6	1	*	14

* = Less than 1%

Base: 1,000 (All respondents)

Source: CELLO **mruk** research

When compared with the April 2008 survey findings, each type of hate crime, apart from disability, had become a *marginal issue* for slightly more residents. The largest increase was for religious hate crime where previously only 11% thought it a *marginal issue* compared with 18% in April 2010.

Importantly, the BME community perceived that hate crimes due to race, colour, ethnic origin, and nationality (56%), or religion (80%) were *not an issue* in their area. Perhaps unsurprisingly a higher proportion of BMEs considered race, colour, ethnic origin, and nationality (34%) to be a *marginal issue* compared to other Glasgow residents.

The findings for BME residents mirrored the pattern of Glasgow residents as a whole, with slightly more stating that hates crimes had become a *marginal issue*. The largest variation from the previous findings concerned hate crime about race, colour, ethnic origin, and nationality. Previously, 73% stated this was *not an issue* compared to only 56% in the April 2010 survey, and 20% previously believed it was a *marginal issue* compared with 34% in April 2010.

Furthermore, hate crimes concerning race, colour, ethnic origin, nationality appeared more likely to be considered a marginal issue in the following areas:

- Drumchapel / Anniesland & Garscadden / Scotstounhill (34%)
- Maryhill / Kelvin & Canal (31%)
- Pollokshields East & Southside Central (29%)
- East Centre & Calton (27%)

Three of these areas were also more likely to perceive religion as a marginal issue:

- East Centre & Calton (34%)
- Drumchapel / Anniesland & Garscadden / Scotstounhill (33%)
- Maryhill / Kelvin & Canal (27%)

A substantial proportion of residents (79%) would report hate crime if they or their family were a victim of it. This finding was consistent across most demographics, including BME residents (75%), and all areas, with the exception of Springburn & Part Glasgow NE where only 57% would report it. Almost everyone (98%) would report it to the Police.

8.3 Summary

Very few residents thought that hate crime was a serious issue in their area. However, more residents perceived hate crimes to be a marginal issue than in April 2008. Specifically, race, colour, ethnic origin, and nationality, and religion were considered marginal issues by a sizeable minority. The BME community supported this finding that these were marginal issues, rather than a significant or major issue. There were particular areas where these issues were more prominent and these included Drumchapel / Anniesland & Garscadden / Scotstounhill; Maryhill / Kelvin & Canal; Pollokshields East & Southside Central; and East Centre & Calton.

9. Council Revenue and Benefits Service

9.1 Introduction

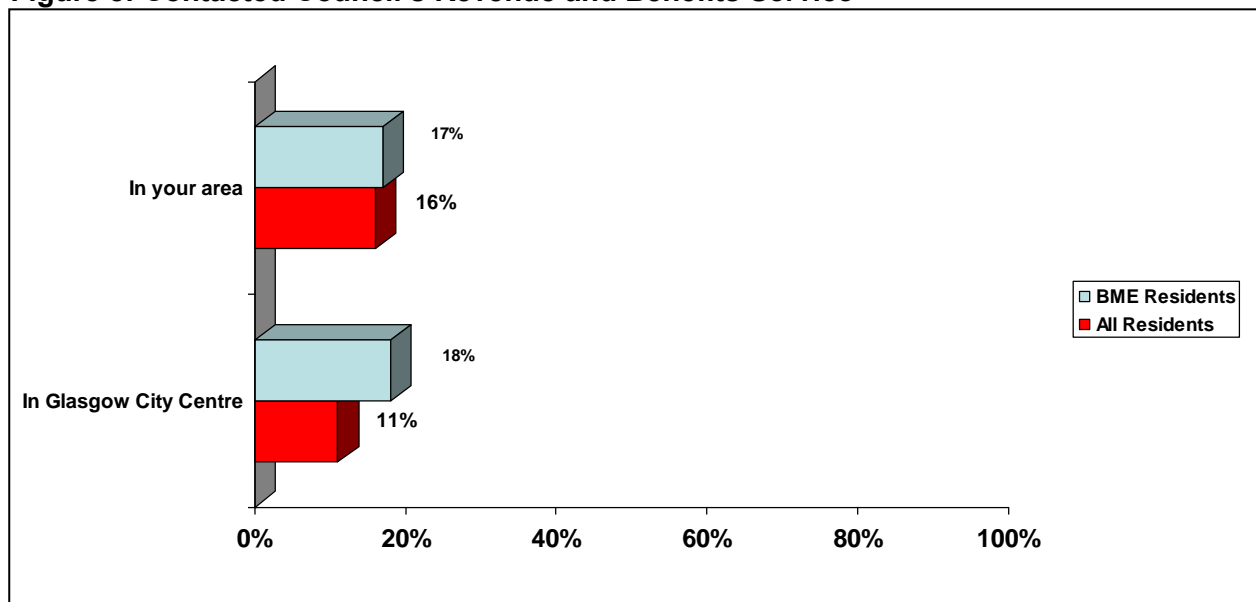
This section established how many residents have contacted a local or city centre Council Tax and Housing Benefit Service office, what residents knew about the service and how they have sourced information about it.

It was more common for residents to contact a local office than one in the city centre. The services provided by the Council Tax and Housing Benefit Service were recognised by the majority of residents; however a large proportion of residents had not seen or heard any information about the service. Unsurprisingly therefore, residents were unlikely to have been aware of the online calculator, online claim form, or the ‘Beat the crunch’ service.

9.2 Contact with the Revenue and Benefits Service

Residents were more likely to have contacted the Council Tax and Housing Benefit Service in their local area (16%) than in the city centre (11%). BME residents did not follow this pattern with 17% having contacted the office in their local area and 18% having contacted the city centre office over the past year.

Figure 8: Contacted Council’s Revenue and Benefits Service



Base: 1,000 (All respondents); 297 (BME Respondents)

Source: CELLO **mruk** research

Residents from Partick West / Hillhead / Anderston & city centre, were more likely than residents from other areas to have contacted the Council Tax and Housing Benefit Service.

There were however, particular preferences for certain groups of residents between visiting either a local office or a city centre office.

Residents from East Centre & Calton (24% city centre office; 12% local office) and Govan & Craigton (17% city centre office; 11% local office) were more likely to have visited a city centre office.

However, residents from Partick West / Hillhead / Anderston & city centre (28% local office; 20% city centre office), Langside & Linn (27% local office; 8% city centre office), Maryhill / Kelvin & Canal (15% local office; 1% city centre office), Greater Pollok & Newlands / Auldburn (14% local office; 7% city centre office), Drumchapel / Anniesland & Garscadden / Scotstounhill (12% local office; 4% city centre office), and Springburn & Part of Glasgow NE (11% local office; 4% city centre office) were more likely to have contacted their local office.

Unemployed residents (26% local office; 10% city centre office) and Socio Economic Groups DE (20% local office; 11% city centre office) were also more likely to have contacted their local office.

9.3 Services Available from the Revenue and Benefits Service

To establish the awareness of the services available from the Council Tax and Housing Benefit Service, residents were spontaneously asked what services they thought were available at such centres before being prompted. They were then shown a list of services offered and asked if they were aware that these were available.

Spontaneously the three services that had the largest awareness levels were:

- Making Council Tax payments (44%)
- Making Council Tax applications (40%)
- Making Housing Benefits applications (36%)

Almost one quarter (24%) stated they *don't know*.

After being prompted these services maintained this position:

- Making Council Tax payments (75%)
- Making Council Tax applications (70%)
- Making Housing Benefits applications (69%)

The number of residents who said they did not know dropped to 4%

The majority of residents were also aware that *notifying a change in personal circumstances* (60%), *notifying a change of address* (58%), *making an application for Council Tax discount or exemption* (50%) could be done at a Revenue and Benefits Office.

Table 6: Spontaneous and Prompted Awareness

	Spontaneous Awareness		Prompted Awareness	
	All Respondents %	BME Respondents %	All Respondents %	BME Respondents %
Making Council Tax payments	44	29	75	62
Making Council Tax applications	40	43	70	65
Making Housing Benefits applications	36	29	69	59
Notifying a change in personal circumstances	21	11	60	32
Notifying a change of address	21	12	58	33
Making an application for Council Tax discount or exemption	16	11	50	30
Setting up direct debit to pay Council Tax	22	11	49	26
Dealing with arrears	13	10	42	21
Rearrange payment dates	12	8	38	19
Dealing with benefit overpayments	9	8	29	16
Don't know	24	34	4	9
Other	1	*	1	*

* = Less than 1%

Base: 1,000 (All respondents); 297 (BME Respondents)

Source: CELLO mruk research

BME residents were not as aware of any of the services as other residents in Glasgow, although, when prompted, they did follow a similar pattern, with the highest awareness levels being for *making Council Tax applications* (65%), *making Council Tax payments* (62%), and *making Housing Benefits applications* (59%). , Less than a third of BME residents were aware of any of the other services.

9.4 Council Tax and Housing Benefits Service's Marketing

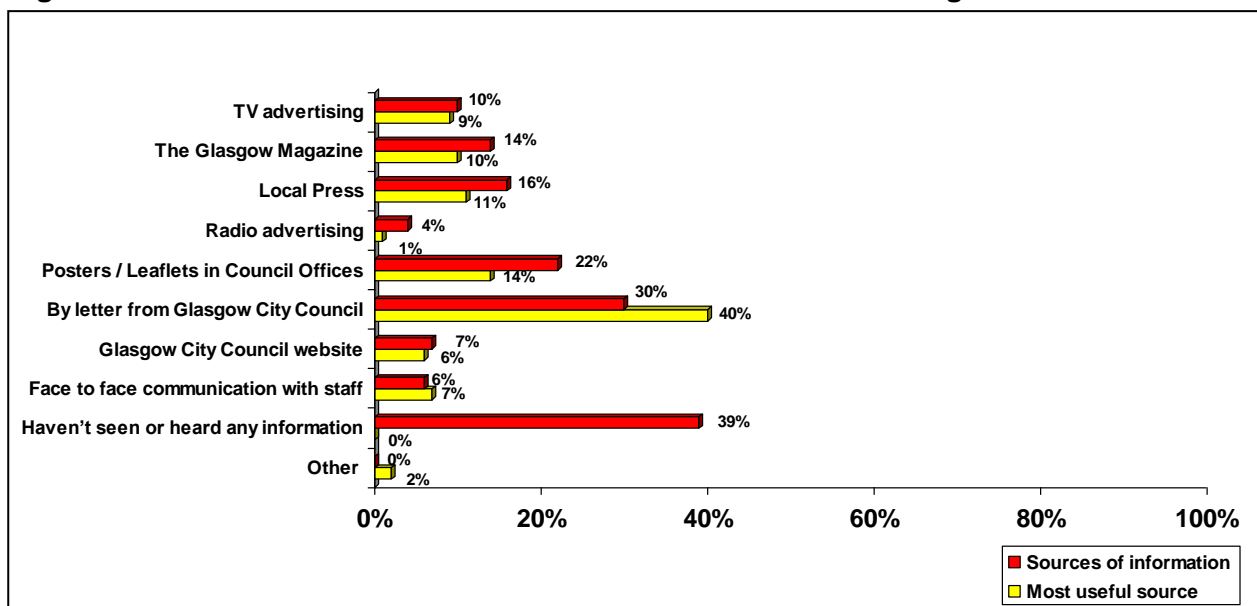
The Council communicates with residents about the Council Tax and Housing Benefit Service through various means, including Council publications and the media. However, the largest proportion (39%) of residents stated that they *haven't seen or heard any information*. The main sources of information was *by letter from Glasgow City Council* (30%) and *posters / leaflets in Council offices* (22%). The number of residents receiving information *by letter from Glasgow City Council* varied from area to area. In Maryhill /

Kelvin & Canal no residents recalled receiving information this way, but 70% of residents from Pollokshields East & Southside Central did recall receiving such a letter.

However, *by letter from Glasgow City Council* (22%) was not the main source of information for BME residents; *posters / leaflets in Council Offices* (30%) was the main source. The other main source of information was *TV advertising* (16%) which was greater than the city average (10%).

The most useful source of obtaining information, according to those residents who had received such information, was *by letter from Glasgow City Council* (40%). BME residents believed the most useful source was *posters / leaflets in Council Offices* (33%).

Figure 9: Sources of information about the Council Tax and Housing Benefits Centre



Base: sources of information: 1,000 (All respondents), most useful source: 610 (Respondents who had heard/seen information the Centre)

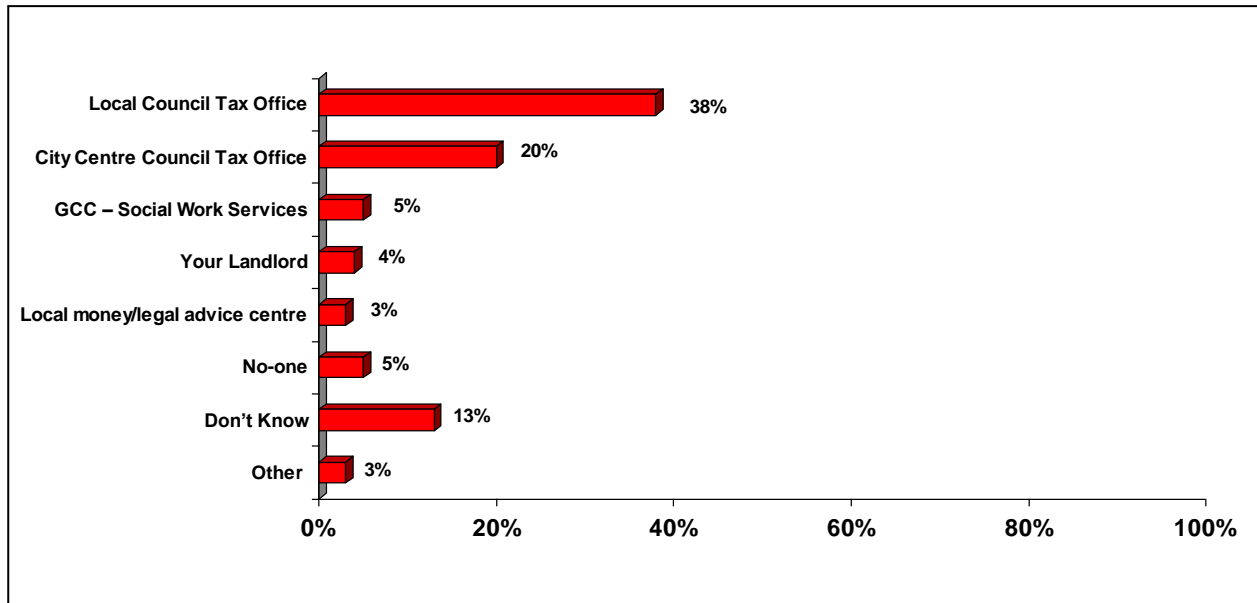
Source: CELLO **mruk** research

9.5 Difficulties in Making Payments

Residents were asked who they would contact for advice if they were to experience any difficulties in making Council Tax payments. Council Tax Offices were most likely to be contacted. Almost one in four (38%) residents stated they would contact the *Local Council Tax Office* if they wanted advice and 20% said they would contact the *City Centre Council Tax Office*.

This opinion was generally supported by all the communities in Glasgow including BME residents who stated they would contact the *Local Council Tax Office* (46%) or the *City Centre Council Tax Office* (20%) if they wanted advice.

Figure 10: Most likely to be Contacted when experience difficulty in making Council Tax payments



Base: 1,000 (All respondents)

Source: CELLO **mruk** research

9.6 Claiming Council Tax or Housing Benefit

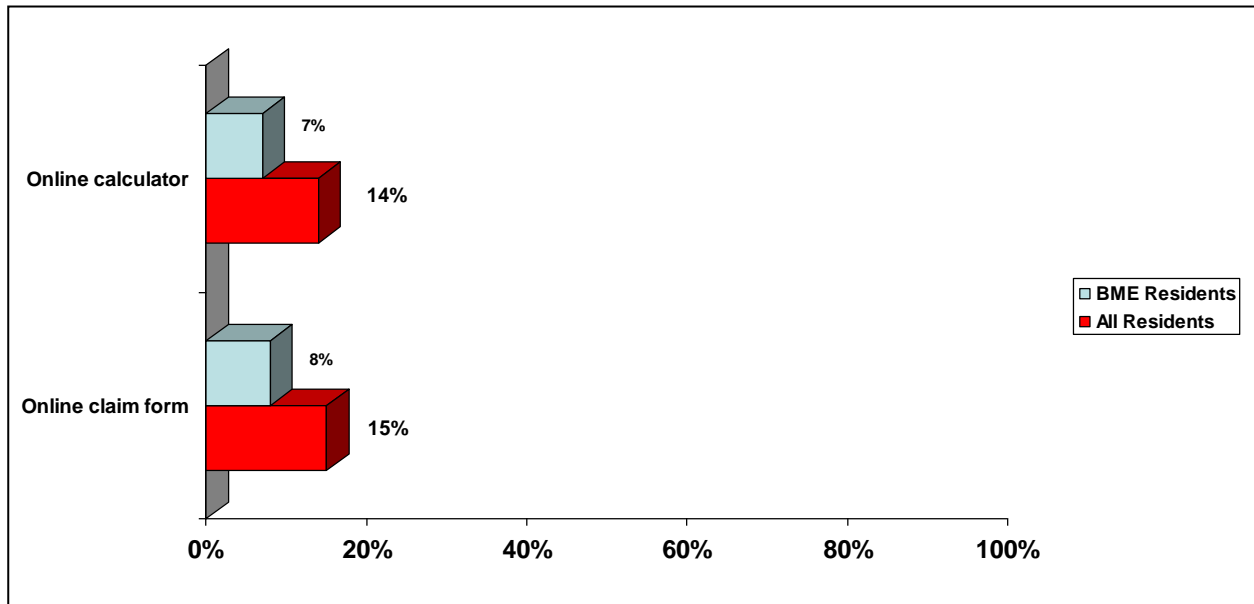
The Council's website has an online calculator and claim form with the aim of making the process of claiming Council Tax and Housing Benefits simpler and quicker.

Overall, around 1 in 7 were aware of the online calculator (14%) and online claim form (15%). Amongst BME residents this was even lower, with only 7% being aware of the online calculator and 8% aware of the online claim form.

Low awareness of both online features was consistent throughout the various communities across Glasgow, apart from Langside & Linn where awareness was higher than average (24% for both). Furthermore, those with internet access (online calculator: 21%; and online claim form: 22%), those who have income from employment (online calculator: 20%; and online claim form: 21%), and under 55 year olds (online calculator: 18%; and online claim form: 19%), were more aware of these features.

The least aware were those who rely on pensions / social security (online calculator: 8%; and online claim form: 8%) and Socio Economic Group E (online calculator: 8%; and online claim form: 9%).

Figure 11: Awareness of Online Calculator and Online Claim Form



Base: 1,000 (All respondents) 297 (BME Respondents)

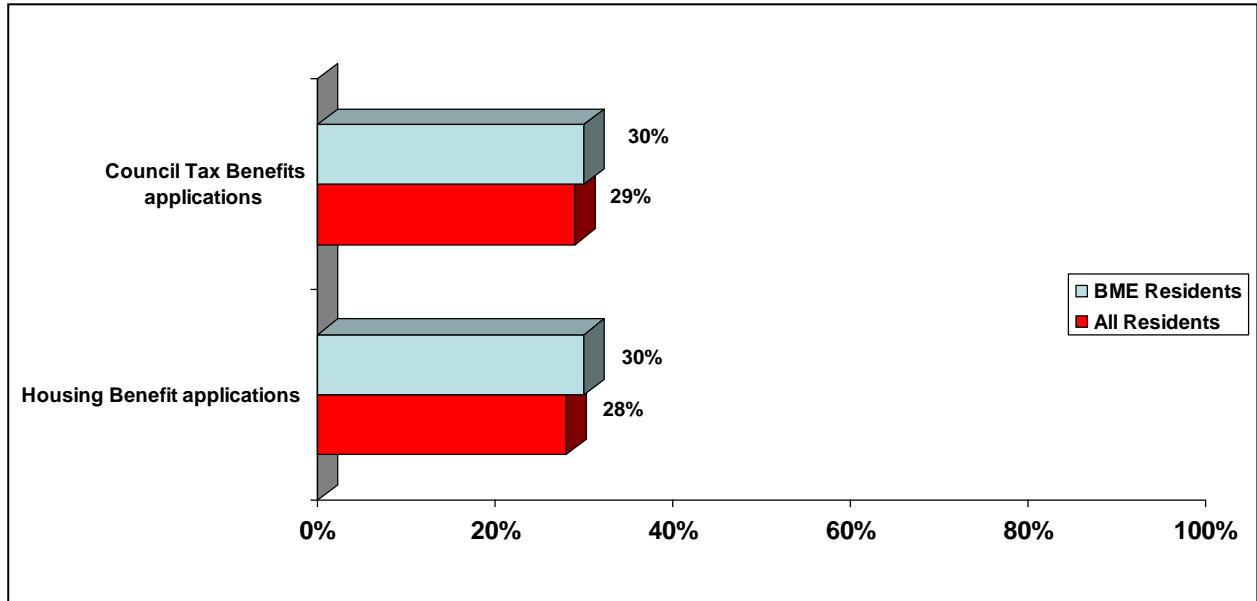
Source: CELLO **mruk** research

Residents were asked if they would consider using the online claim form for either Council Tax or Housing Benefit applications. Less than one third, (29% and 28%), said they would use the form for Council Tax Benefits and Housing Benefit Applications respectively. BME residents (30%) were just as likely to use both these claim forms. However, for Glasgow residents with internet access, this rises to 48% (Council Tax Benefits Applications) and 46% (Housing Benefit Applications); for BME residents with internet access it rises to 36%, for both Council Tax Benefits Applications and Housing Benefit Applications.

Unsurprisingly for an online service, younger age groups would be more likely to use it (Council Tax Benefits Applications, 40%; Housing Benefit Applications, 39%). Inevitably, this means more students (Council Tax Benefits Applications, 50%; Housing Benefit Applications, 50%) and those who have income from employment (Council Tax Benefits Applications, 42%; Housing Benefit Applications, 40%) would be likely to use it than the city average.

In addition, other residents that would be most likely to use these features in the future include those buying a home on a mortgage (Council Tax Benefits Applications, 48%; Housing Benefit Applications, 44%), Socio Economic Group ABC1 (Council Tax Benefits Applications, 44%; Housing Benefit Applications, 42%), and those renting from private landlords (Council Tax Benefits Applications, 42%; Housing Benefit Applications, 40%).

Figure 12: Potential usage of Online Claim Forms



Base: 1,000 (All respondents); 297 (BME Respondents)
Source: CELLO **mruk** research

9.7 Help when claiming Council Tax or Housing Benefit

In response to the current economic conditions the Council introduced a new service called 'Beat the Crunch' in 2009 to help those claiming Housing or Council Tax Benefit for the first time. Only 11% of residents were aware of this and even fewer BME residents (4%) were aware of it.

When asked what other services Financial Services could provide to help during the current economic recession, 67% said they *don't know* and 27% said *none*.

9.8 Summary

The Council Tax and Housing Benefit Service offices in local areas were more likely to be contacted than the city centre office, although BME residents were as likely to contact the city centre office. The services most widely recognised were making Council Tax Payments, making Council Tax applications, and making Housing Benefits applications.

While BME residents were not as aware of these services as other Glasgow residents, their awareness levels followed a similar pattern with the same three services being recognised most.

The largest proportion of residents stated that they had not seen or heard any information about the Council Tax and Housing Benefits Service, but more recalled receiving a letter than seeing or hearing other information.

Other services provided by the Council Revenue and Benefits Service included an online calculator, an online claim form and a 'Beat the Crunch' service. Awareness levels for such services were low.

10. Housing

10.1 Introduction

This section established awareness of the Council's Housing Options Guide, the rights of tenants of private landlords and the services on offer through the Private Rented Housing Panel.

Awareness of both the Council's Housing Options Guide and the Private Rented Housing Panel were low; awareness of the rights of tenants of private landlords was higher.

10.2 Tenants' Information

The Council's Housing Options Guide provides information on many housing-related issues including housing associations and co-operatives, housing benefit, private renting, buying a home, other ownership options, housing repairs and improvements, and homelessness.

Although likely to be relevant to many residents in Glasgow, only 13% were aware of it. Awareness was low amongst all groups including BME residents (11%). Unsurprisingly, those residents who owned their home outright had the lowest awareness levels at 4%, while those who rented from either Glasgow Housing Association (16%) or another housing association / housing co-operative (14%) had the highest levels of awareness.

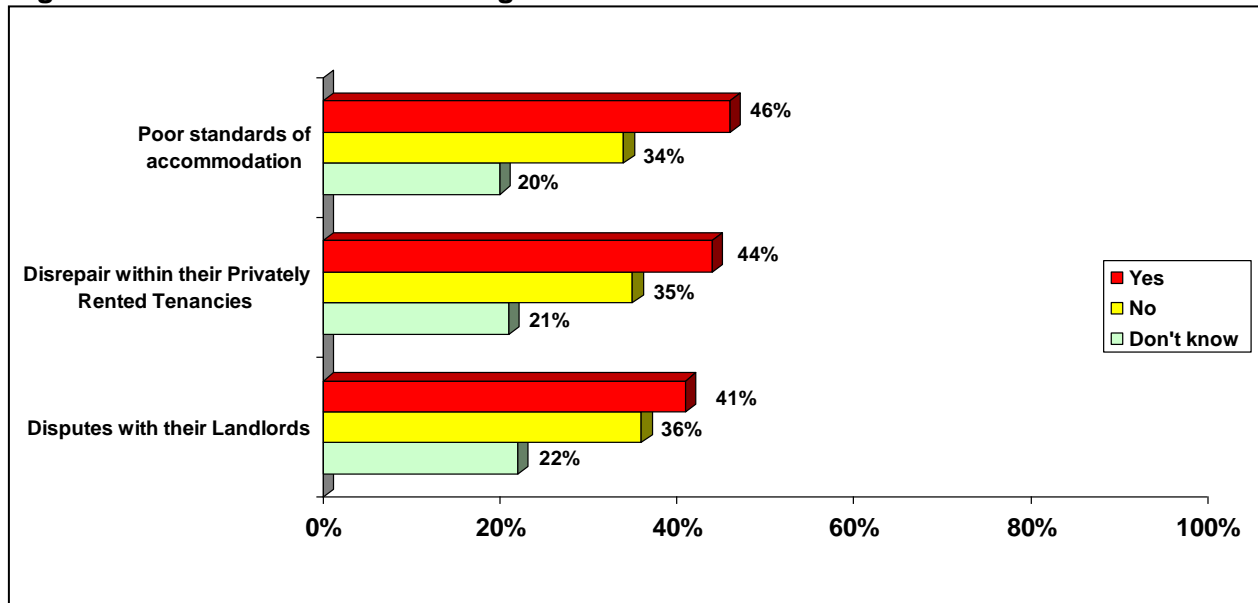
10.3 Tenants' Rights

In contrast to the low awareness levels of the Housing Options Guide, residents were far more aware that tenants of private landlords had the right to report poor standards of accommodation (46%), disrepair within their privately rented tenancies (44%), and disputes with their landlord (41%).

BME residents had low awareness levels compared with Glasgow overall, with 27% being aware that tenants of private landlords had the right to report poor standards of accommodation; 27% were aware tenants had the right to report disrepair within their privately rented tenancies, and 26% were aware of the right to report disputes with their landlord (41%).

Perhaps unsurprisingly, for each of these three issues, tenants of private landlords had the highest awareness levels regarding their right to report poor standards of accommodation (57%), disrepair within their privately rented tenancies (56%), and disputes with their landlord (53%).

Figure 13: Awareness of tenants' rights

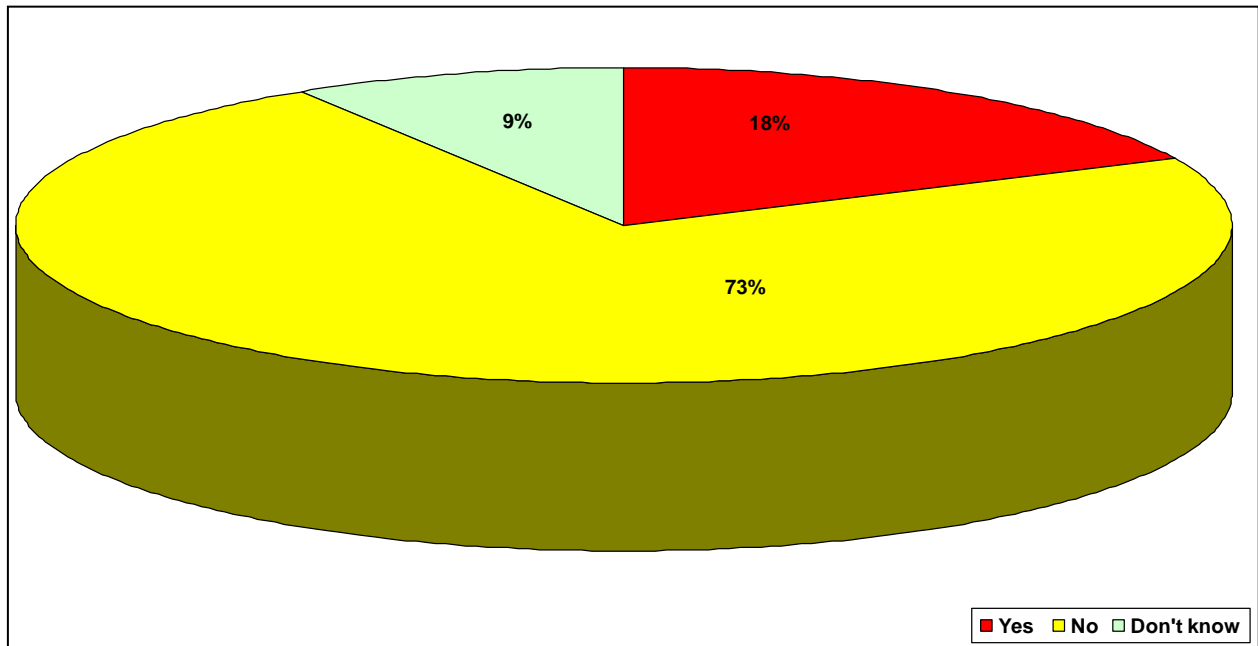


Base: 1,000 (all respondents)
Source: CELLO **mruk** research

10.4 Private Rented Housing Panel

Only 18% of residents had heard of the Private Rented Housing Panel; 7% of BME residents were aware of it. Surprisingly, the awareness of those who rented from private landlords (22%) was only marginally greater than the overall average.

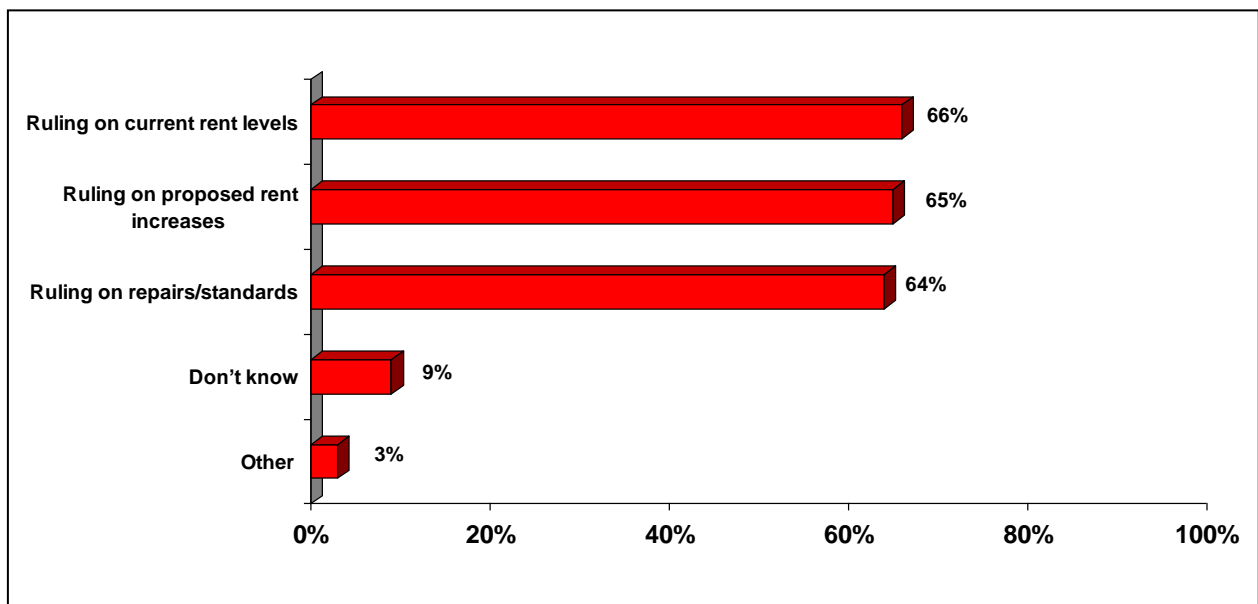
Figure 14: Awareness of the Private Rented Housing Panel



Base: 1,000 (all respondents)
Source: CELLO **mruk** research

Around two thirds of the residents who had heard of the Private Rented Housing Panel were aware that it provided rulings on current rent levels (66%), rulings on proposed rent increases (65%) and rulings on repairs/standards (64%).

Figure 15: Services provided by the Private Rented Housing Panel



Base: 177 (respondents who had heard of the Private Rented Housing Panel)
Source: CELLO **mruk** research

Slightly more than one third (34%) of residents would consider approaching the Private Rented Housing Panel for assistance, but only 16% of BME residents would do likewise.

10.5 Summary

Awareness of the Council's Housing Options Guide, although generally low, was highest amongst those who rented from either Glasgow Housing Association or another housing association / housing co-operative. As expected, there was also a high level of awareness of the right of tenants of private landlords, amongst residents who were currently renting from a private landlord.

The Private Rented Housing Panel was not widely known, but among those who were aware of it, there was a good knowledge of the services provided.

11. Voter Registration and Voting

11.1 Introduction

This final section of the report concentrates on the knowledge residents had about electoral registration and the process of voting prior to the May 6th 2010 UK General Election.

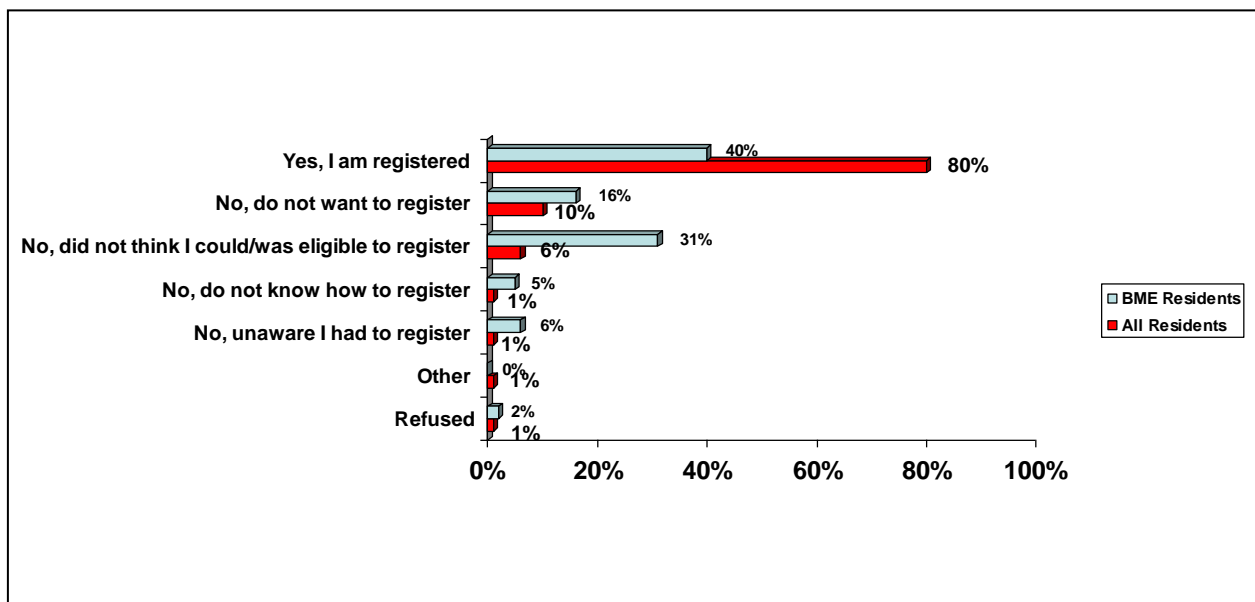
The largest proportion of those who were not registered did not want to register. This applied to BME residents, younger residents, the unemployed and students more than any other groups of residents. Most residents were aware of the processes involved in voting but those least knowledgeable were BME residents, younger residents, the unemployed and students.

11.2 Voter Registration

In total, 80% of residents stated they were registered to vote in time for the upcoming General Election (6th May 2010). In comparison, only 40% of BME residents were registered. Almost one third (31%) of BME residents *did not think I could/was eligible to vote*. This reason was also prominent amongst students (21%) and younger residents (13%).

Glasgow wide, the reason provided by the largest proportion for not being registered was they *do not want to register* (10%). Furthermore, 22% of unemployed residents, 22% of 16-24 year olds, and 21% of students said they did *not want to register*.

Figure 16: Registered to vote in May 6th General Election



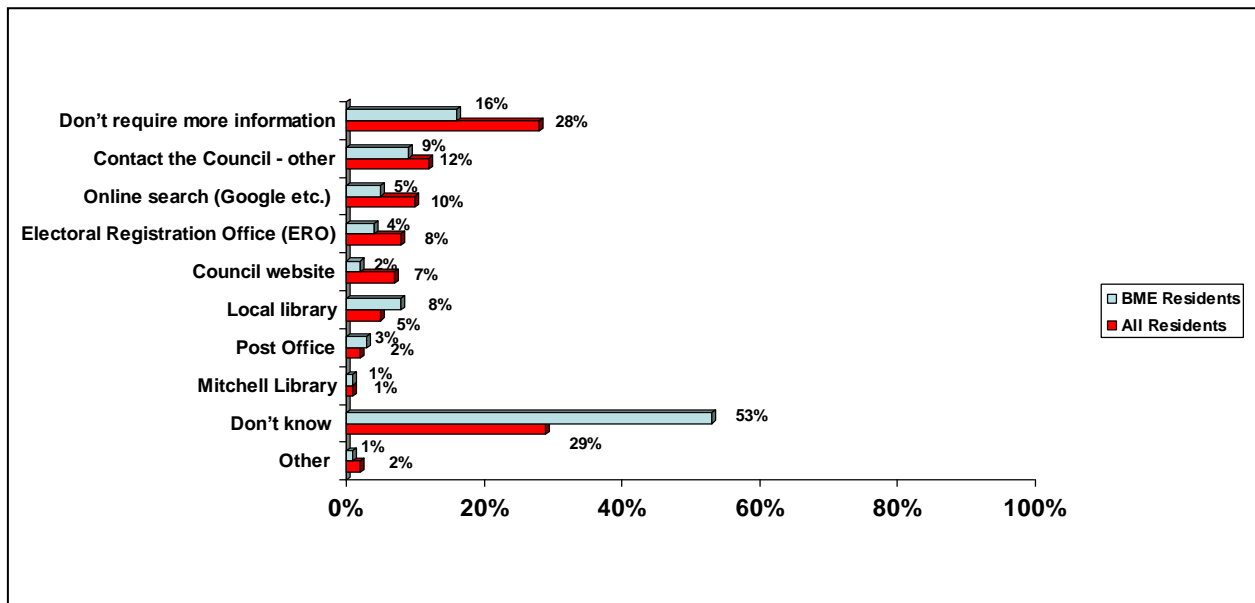
Base: 1,000 (All respondents); 297 (BME Respondents)

Source: CELLO **mr**uk research

Those who were not registered to vote were asked where they would go for more information about registering to vote. The majority either stated they *don't know* (29%) or they *don't require more information* (28%). The majority (53%) of BME residents simply stated *don't know*.

Figure 17: Where to go to find information about registering to vote

Base: 187 (Respondents who were not registered to vote); 172 (BME Respondents who were not



registered to vote)

Source: CELLO **mr**uk research

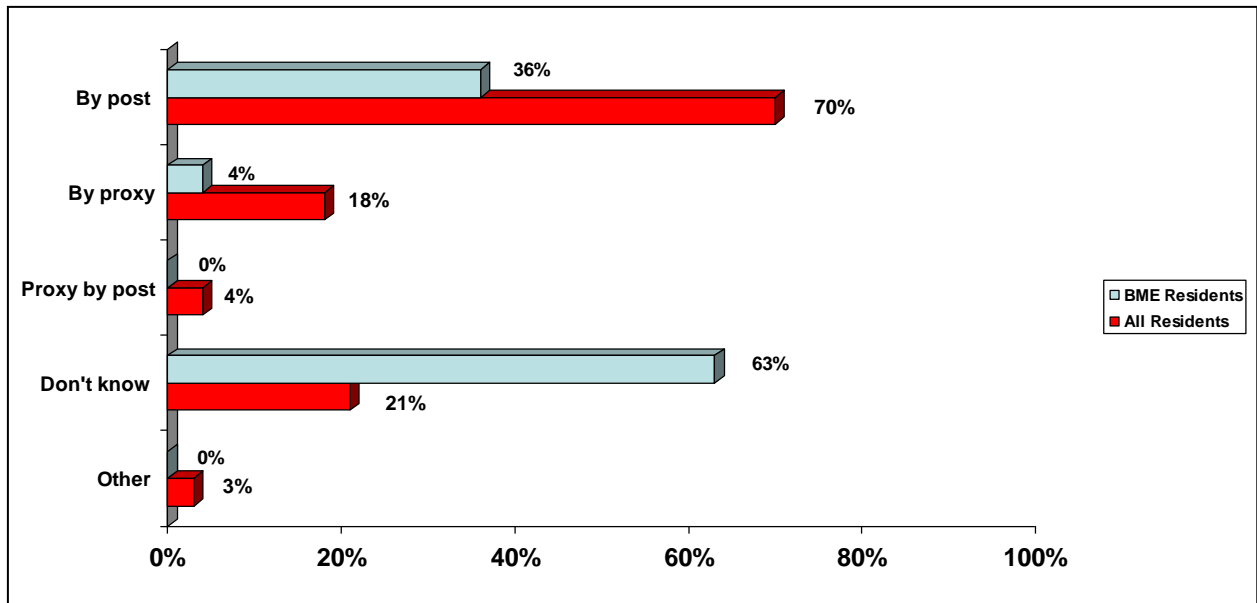
11.3 Voting

Other than going to the Polling Station to vote, the main method that residents were aware of was voting *by post* (70%). Almost one fifth stated *by proxy* (18%), and a further 21% replied *don't know*. Levels of uncertainty were highest amongst:

- BME residents (63%)
- 16-24 year olds (48%)
- Students (45%)
- 25-34 year olds (31%)
- Unemployed (36%)

These residents were also the most likely not to be registered to vote because they did not want to register or did not believe they could. This lack of knowledge in the processes of voting might be a consequence of a low interest level in voting.

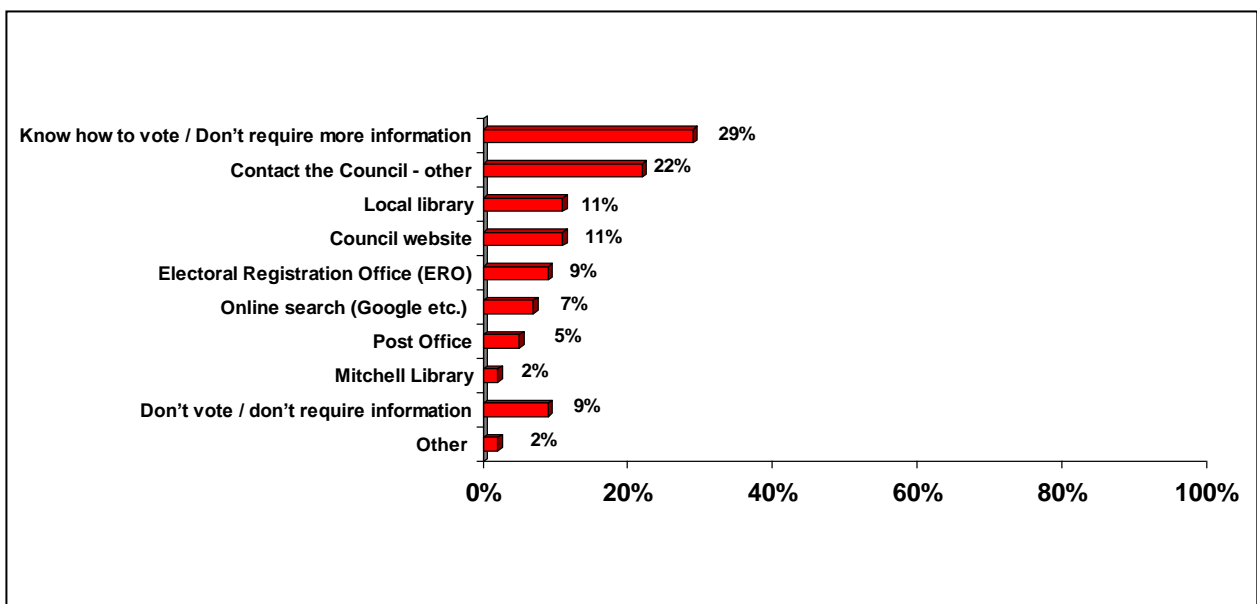
Figure 18: Awareness of the alternative options for voting



Base: 1,000 (All respondents); 297 (BME Respondents)
Source: CELLO **mruk** research

Apart from those who stated they *don't require more information* (29%), the largest proportion of residents would *contact the council* (22%) to obtain more information. Younger voters between 16-34 years old (16%) and students (26%) would be more likely to conduct an *online search* than use other methods. Only 8% of BME residents indicated they would *contact the council*, and a further 9% said they would go to the *Post Office* to obtain more information.

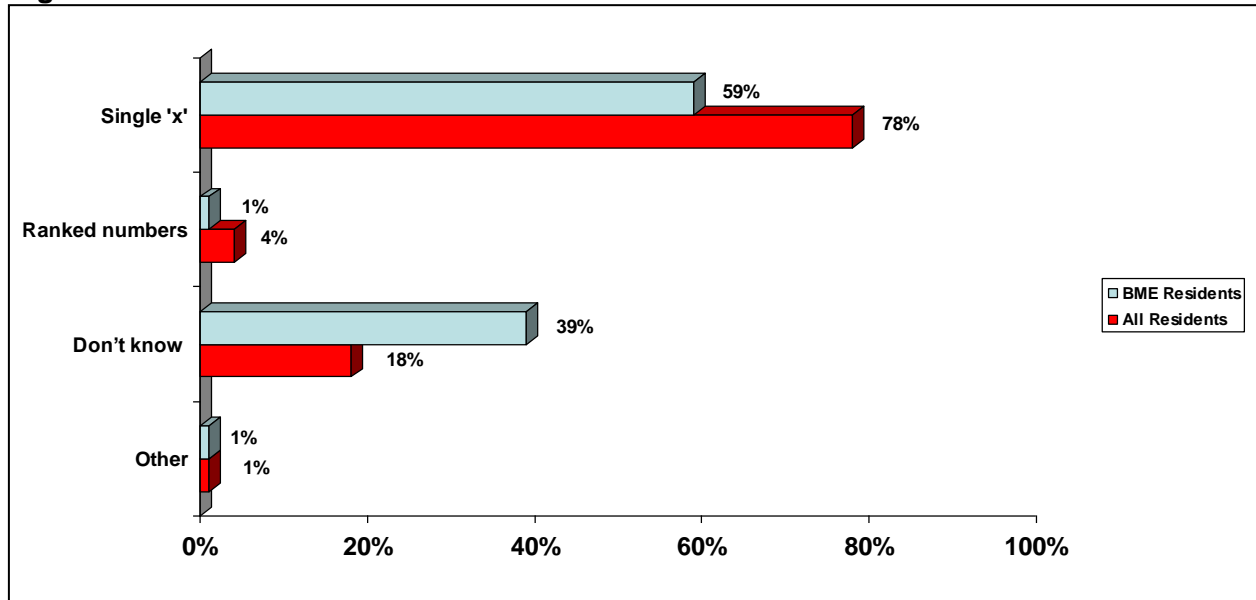
Figure 19: Where to go to find information about how to vote



Base: 187 (All respondents)
Source: CELLO **mruk** research

The substantial majority (78%) understood that they would have to mark a *single 'x'* to select their preferred candidate at the General Election. A high proportion (18%) indicated that they *don't know*, including young residents between 16-34 year olds (28%) and students (33%).

Figure 20: How to vote for a candidate



Base: 1,000 (All respondents); 297 (BME Respondents)

Source: CELLO **mruk** research

11.4 Summary

The vast majority of residents were registered to vote, but the remainder stated they did not want to register or did not think they were eligible to vote. This applied to BME residents, younger residents, unemployed and students more than any other groups. Furthermore, residents who were not registered did not have a clear idea of where to go to find out about how to register.

Most residents were aware that other methods could be utilised to vote than just going to the Polling Station, with the main alternative being voting by post. It was also widely understood that to vote for a candidate an 'x' had to be marked on the ballot paper. However, the least knowledgeable were again BME residents, younger residents, unemployed and students.

Appendix A Sampling Technique

Different techniques were utilised for interviewing the general population in Glasgow and for conducting booster interviews with Black and Minority Ethnic (BME) residents.

For the general population study, the sampling technique used a mix of cluster sampling and stratified sampling. In total 100 clusters (sample points) – 10 for each Community Planning Area – were selected. Each sample point was a Census Output Area comprising of 70-100 addresses.

A total of 10 interviews were conducted within each sample point resulting in a general population study of 1,000 interviews. Quotas for each sample point were structured to match the sample point population with regards to gender, age, and working status. This was to provide a representative cross-section of Glasgow's population.

Interviewers selected households at random within each list and then chose respondents using the next birthday rule when more than one was available within the required quota structure.

To ensure the final data was representative of the population of Glasgow it was weighted by age/gender in accordance with the 2001 census. For example, if only 40% of respondents interviewed were male, their responses would be weighted so they would make up 48% of the data. This would ensure that the data was not biased due to males being under represented.

In addition, an extra 200 interviews were conducted with BME groups to ensure that their views were adequately represented in the research. This was to ensure that a sufficient number of interviews were conducted with BME residents so their views could be reported.

Post codes were selected that were likely to contain a high proportion of BME residents. Interviewers selected households at random within each post code area.

Data collected from the BME boost interviews was not weighted or added to the general population study. The data referred to in the report was from the weighted data from the general population study. However, where the report refers to findings from BME residents it refers to the 200 boost interviews, as well as the interviews conducted with BME residents in the general population study.