Item 1
13th September 2023

Glasgow City Council

Operational Performance and Delivery Scrutiny Committee

Report by Chief Executive

Contact: Michelle McGinty

2023 Glasgow Household Survey: Summary of Findings

Purpose of Report:

The Council has consulted its residents through a Household Survey since 1999. The survey is used to measure and track resident's usage and satisfaction with a number of key services provided directly by the Council and its arm's length organisations. The survey is also used to inform service reform, strategy and policy development, programme evaluation and the implementation of the Council Strategic Plan.

Ipsos will present the main findings from the 2023 survey to this committee. This report summarises the full report.

The Full Survey report and the Executive summary is available at: Glasgow Household Survey 2023 Report

Recommendations:

The Operational Performance and Delivery Scrutiny Committee is asked to:

i) consider this report;
ii) note that the findings will inform Council policy and practice; and
iii) note that the key findings for the next Household Survey will be reported to this committee in September 2024.

Ward No(s):	Citywide: ✓
Local member(s) advised: Yes ☐ No ☐	consulted: Yes ☐ No ☐

PLEASE NOTE THE FOLLOWING:

Any Ordnance Survey mapping included within this Report is provided by Glasgow City Council under licence from the Ordnance Survey in order to fulfil its public function to make available Council-held public domain information. Persons viewing this mapping should contact Ordnance Survey Copyright for advice where they wish to licence Ordnance Survey mapping/map data for their own use. The OS web site can be found at <http://www.ordnancesurvey.co.uk> "

If accessing this Report via the Internet, please note that any mapping is for illustrative purposes only and is not true to any marked scale

1.0 Background

1.1 The Council conducts a Household Survey each year. The survey is undertaken by an independent contractor (currently Ipsos) and is used to measure and track residents usage and satisfaction with a number of key services provided directly by the Council Family. The survey is also used to inform service reform, strategy and policy development, programme evaluation and the implementation of the Council Strategic Plan.

1.2 Throughout this report key service areas will be banded under two headings; universal and non-universal services. For the purpose of this report, universal services include:

- Road Maintenance
- Pavement Maintenance
- Street Cleaning
- Street Lighting
- Refuse Collection
- Recycling Collection

Non-universal services include:

- Museums and Galleries
- Sports and Leisure Centres
- Libraries
- Nursery, Primary and Secondary Schools
- Local Community Centres
- Recycling Centres
- Parks
- Children's Play Parks
- Social Work Services
- Home Care Services

1.3 In addition to the standard usage and satisfaction questions, Services and arms-length organisations (ALEOs) are invited to submit questions which explore respondent's views and opinions towards certain aspects of their Service. They use this information to inform service reform and policy development. This survey included questions relating to:

- Council reputation and communication
- UCI Cycling World Championships
- Travelling into the City Centre
- Flood Management
- Parks and Green Spaces
- Climate Emergency
- Community Sentences
- Hate Crime and Harassment

1.4 Each survey consists of 1,000 interviews, proportionately carried out across the three Sector Community Planning Partnership Areas (North East, North West and South). Ipsos interviewed a representative sample of Glasgow residents that reflects the demographic profile of the city from the latest Office for National Statistics mid-year estimates. Strict quotas were set on age, gender, working status and ethnicity to ensure the sample is representative.

1.5 The survey was largely carried out using face-to-face interviewing, using Computer Assisted Personal Interviewing (CAPI). However, in response to COVID-19, respondents had the opportunity to choose the method of interview that suited them best (either face-to-face in their home, face-to-face on their doorstep, or using a video or telephone interview). All aspects of the study were carried out to the international quality standard for market research, ISO 20252.

1.6 In addition to this committee, the results of each survey are presented to the Corporate Management Team and the full report is given to all Services and ALEOs. Findings from the survey are also included in the Council's Annual Performance report which is the subject of a separate report to a future committee, with Services reporting the findings for their individual services in their Business Plans. A copy of the full report is also placed on the Council's website. [Glasgow Household Survey 2023 Report]

1.7 This report summarises the full report produced by Ipsos on the main findings from the 2023 survey. Additional trend data has been included where available.

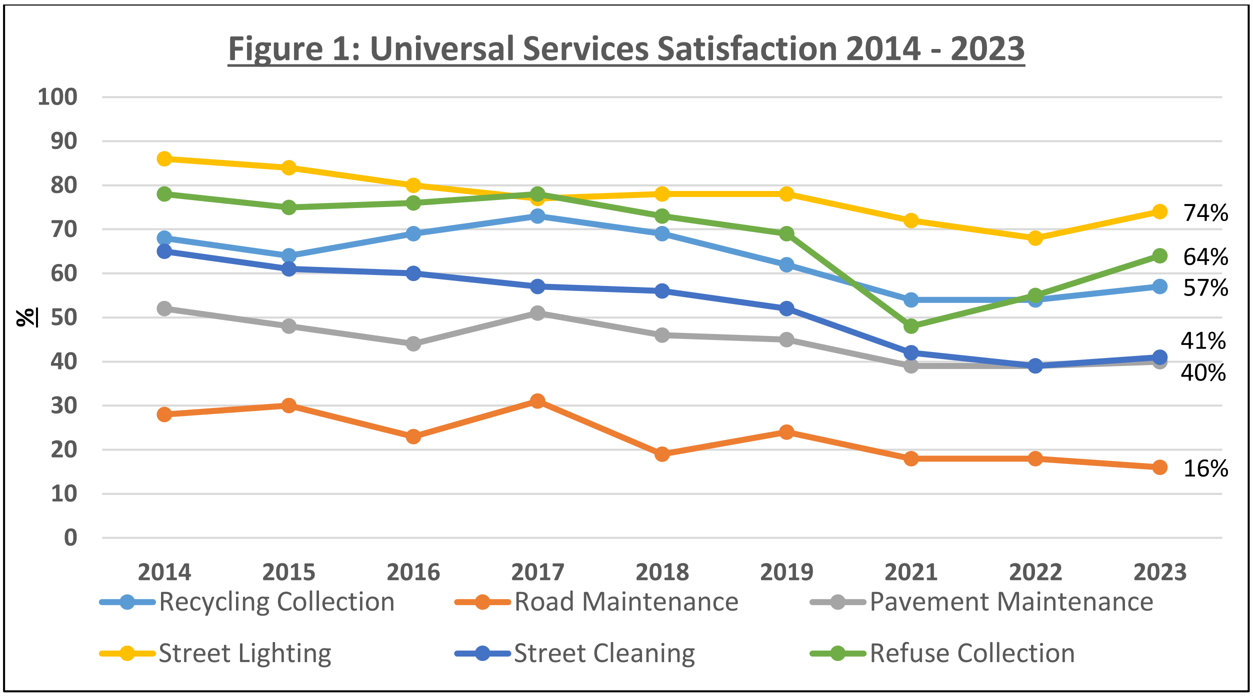
2.0 Household Survey Results: Service Use and Satisfaction

2.1 As with previous waves, the 2023 survey asked about the services provided by Glasgow City Council and its arm's length organisations over the last 12 months. Overall satisfaction with the services provided by the council and its arms' length organisations decreased this year: 48% were satisfied (compared with 49% in 2022), while 32% were dissatisfied (compared to 27%), and 19% were neutral in their opinion (compared to 23%).

2.2 Respondents that were dissatisfied with the services provided were asked, unprompted, their main reasons for feeling this way. The most common answers related to perceived issues with:

- road maintenance (34%)
- general maintenance and cleanliness issues (30%)
- waste, refuse collection and recycling (25%)
- reduction in council services (21%)
- maintenance of parks and green spaces (12%)
- criticism of services being charged for or being unaffordable (11%)
- difficulties communicating with the council (10%)

2.3 In terms of universal services, satisfaction with recycling collection (57%), street cleaning (41%), pavement maintenance (40%) and road maintenance (16%) were each in line with the previous wave. However, satisfaction with street lighting (74%) and refuse collection (64%) both increased (by five and nine percentage points respectively) (Figure 1).

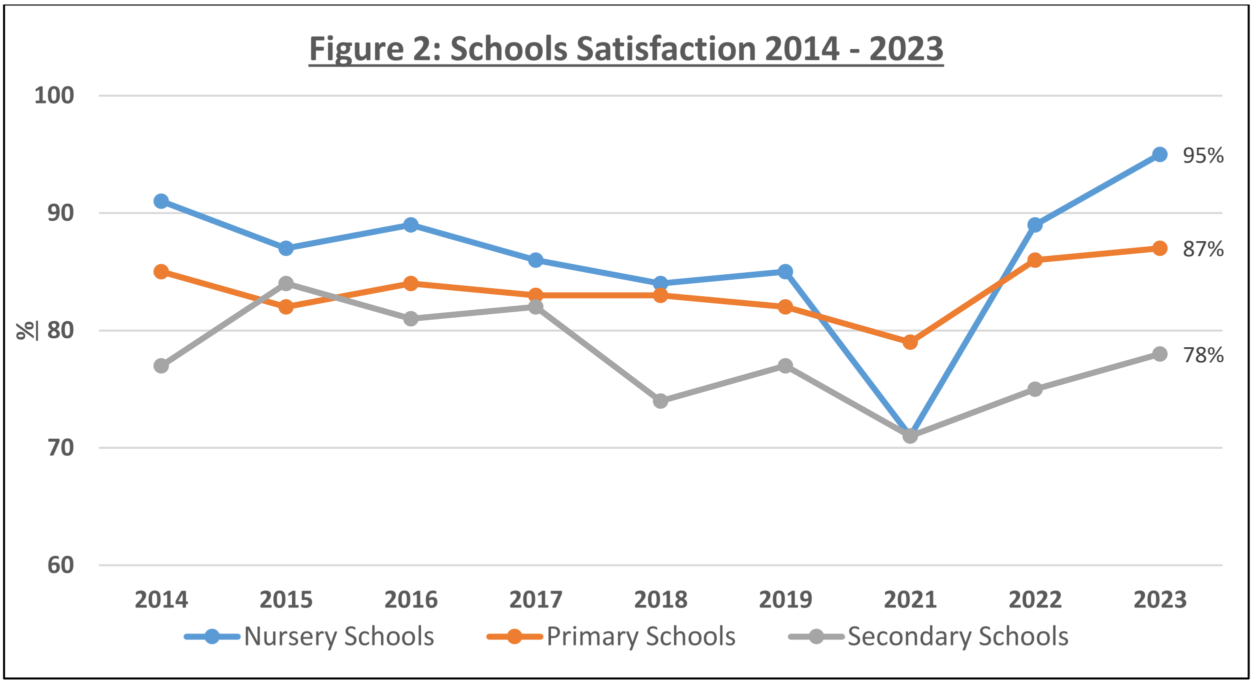


2.4 Self-reported usage of some non-universal services provided by Glasgow City Council and its arm's length organisations changed compared to the previous wave of the survey in 2022. There was an increase in the use of sports and leisure centres (by 7 percentage points) and parks (by 5 percentage points). Use of other services was broadly in line with previous years.

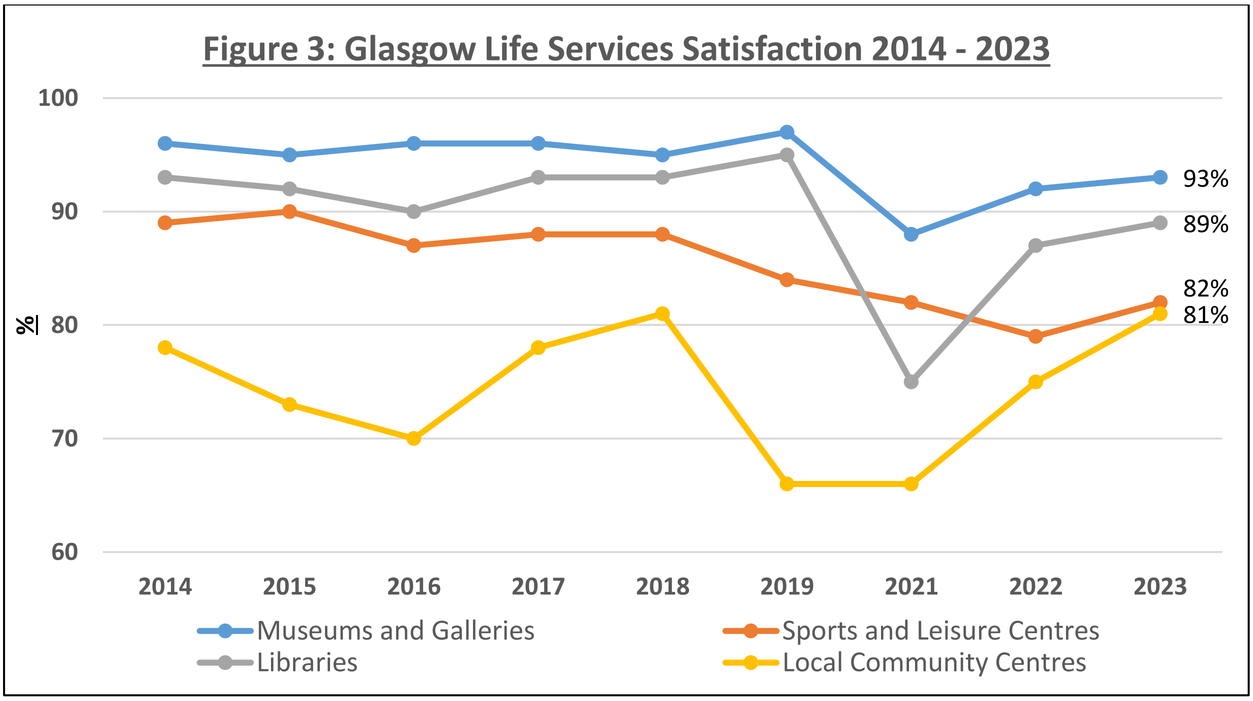
The services most used by households in the last 12 months were:

- parks (69%)
- museums and galleries (47%)
- sports and leisure centres (40%)
- recycling centres (37%)
- libraries (36%)

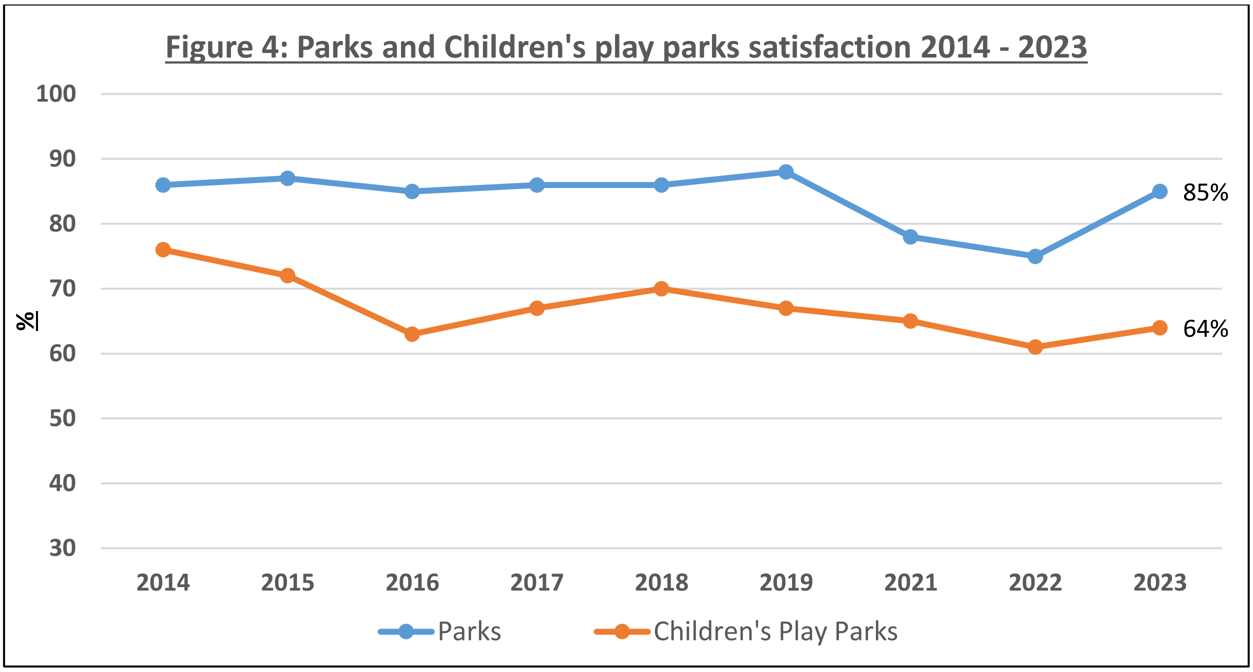
2.5 Satisfaction with education was high, with the majority satisfied with nursery (95%), primary (87%) and secondary (78%) schools. Satisfaction with nursery schools increased (by six percentage points), while satisfaction with primary and secondary schools were similar to the previous wave (Figure 2).



2.6 The vast majority of users were satisfied with culture and leisure services: 93% with museums and galleries, 89% with libraries and 82% with sports and leisure centres. These findings were similar to those seen in the 2022 survey. Overall, 81% of users were satisfied with local community centres, up from 75% in 2022. However, this figure should be treated as indicative due to the small base size (Figure 3).



2.7 A majority of respondents were satisfied with parks (85%, up from 75% in 2022). Almost two thirds (64%) were satisfied with children's play parks, similar to the previous wave of the survey (Figure 4).



2.8 As in previous waves, small base sizes preclude robust analysis of trends in satisfaction with social work and home care services. However, 84% of users were satisfied with home care services (up from 74% in 2022) and 65% were satisfied with social work services, similar to the previous wave.

3.0 Council Reputation and Communications

3.1 Seventy percent (70%) of respondents agreed that the council had an important impact on the quality of local life in Glasgow, while 12% disagreed. The proportion agreeing was higher than in 2022 (by nine percentage points). Three in ten (30%) agreed that the council was addressing the key issues affecting the quality of life in their local area, while 39% disagreed, in line with the previous wave.

3.2 In terms of local service standards, 38% agreed that the council designed services around the needs of people who used them, 36% that it did the best it could with the money available and 34% that it provided high quality services. The proportion agreeing with each of these statements was higher than in 2022. A further 28% agreed that the council gave residents good value for money, in line with the previous wave.

3.3 There were mixed views about the council’s information provision and engagement with citizens. Just over a third (35%) agreed that the council was good at letting residents know about its services (up four percentage points since 2022), and a similar proportion (34%) said they trusted the council. A quarter (25%) felt the council was good at letting people know how well it performed.

3.4 For those respondents who stated that they trust Glasgow City Council, the main reasons cited for feeling this way were:

- Good experience / no issues / no complaints (14%)
- Good public services / good services / facilities (12%)
- Doing their best with limited resources (7%)
- No reason not to trust them (7%)
- Reliable / keep promises / do what they say (5%)

3.5 For those respondents who stated that they do not trust Glasgow City Council, the main reasons cited for feeling this way were:

- Lack of public services / service cuts (20%)
- Poor communication / do not listen / never update (14%)
- Unreliable / don't do what they say (12%)
- Lack of / poor road maintenance (10%)
- Slow to fix / resolve issues (8%)
- Lack of investment / poorly managed funds (7%)
- They are not transparent / open / honest (7%)

3.6 Just over half (51%) said the council was too remote and impersonal (up from 47% in 2022) and 41% said it rarely considered residents' views when making decisions that affected them. Forty five percent (45%) said they would like to get more involved in decisions affecting their own area (down from 50%).

4.0 UCI Cycling World Championships

4.1 Around four in ten (43%) respondents were aware that Glasgow was hosting the UCI Cycling World Championships in August 2023, while 56% were unaware.

4.2 Fewer than one-in-five respondents (18%) said they planned to visit the venues where sport competition was taking place, either through free to attend or ticketed sessions. Three quarters (75%) said they did not intend to do so.

4.3 Respondents were generally positive about the anticipated impact of the championships on the city. Almost three quarters (74%) thought there would be a positive effect on Glasgow generally, while 5% expected a negative effect and 6% felt it would have no effect at all.

4.4 Respondents were less certain about the impacts on their local area and on themselves and their families: 43% expected a positive effect on their local area (while 27% anticipated no effect at all) and 33% expected a positive effect on themselves and their families (40% said no effect at all).

5.0 Travelling into the City Centre

5.1 The majority of respondents indicated that they travelled into Glasgow city centre during the day (before 7pm), or in the evening (after 7pm) at some point during their everyday lives (Table 1).

Table 1: How often, if at all, do you travel into Glasgow City Centre during…….		
	During the day (Before 7 pm)	**In the evening (After 7pm)**
3 times a week or more	21%	6%
1 – 2 times a week	26%	14%
2 – 3 times a month	14%	13%
Once a month or less	24%	25%
Never	14%	41%
Don't know	-	-

5.2 The main reasons for travelling into the city centre during the day and in the evening are listed below (Table 1).

Table 2: Main reasons for travelling into the city centre during the day and at night.		
	During the day (Before 7 pm)	**In the evening (After 7pm)**
Non-food shopping	56%	9%
Restaurants	36%	62%
Visiting / meeting friends or relatives	34%	28%
Work or business	27%	10%
Pubs	22%	53%
Leisure	19%	26%
Food shopping	19%	4%
Education	8%	2%
Health services (e.g. optician, dentist, doctor)	7%	1%
Other services (e.g. bank / post office)	7%	1%
Tourism visit / sightseeing	6%	1%
Library	4%	1%

5.3 The most common method of transport used to travel into the city centre was a public bus (52%), followed by train (29%), driving (22%), walking (19%), subway (19%), taxi (13%), passenger of a car/van (9%) and by bicycle (6%).

5.4 When asked about their level of satisfaction with different aspects of public transport available in their local area for travelling into the city centre, satisfaction was highest in relation to the safety of public transport during the day (82%), the level of comfort on board (78%), journey length (76%), and level of cleanliness

(70%). Around two thirds were satisfied with the frequency (67%) and reliability (64%) of services, while 59% were satisfied with levels of safety in the evening.

6.0 Flood Management

6.1 The vast majority (95%) of respondents said that, as far as they were aware, the property they currently lived in had never been affected by flooding. A small proportion (3%) said their properties had been affected by flooding.

6.2 For those respondents that had not been affected by flooding, the majority (93%) had never checked if their property was at risk. Of the 5% of respondents that had checked, 14% had discovered that their properties were at risk of flooding.

7.0 Parks and Green Spaces

7.1 Over a quarter (27%) of respondents visited parks or green spaces three or more times a week, while 31% visited one or two times a week. A further 13% visited them two or three times a month, 15% did so once a month or less, and 14% never visited.

7.2 The main reasons provided for visiting parks and green spaces included:

- Fresh air (62%)
- Relaxation (59%)
- Sport or exercise (37%)
- Children’s play or activities (28%)
- Socialising (25%)
- Walking pets (20%)
- Nature watching / conservation (14%)

8.0 Climate Emergency

8.1 When presented with a range of actions aimed at protecting them from heat in the summer the majority of respondents felt each was effective. The actions considered most effective were drinking cool fluids (94%), staying in the shade while outdoors (87%), opening windows at night or in cooler parts of the day (87%), covering skin or wearing a hat (84%), staying out of the sun between 11am and 3pm (83%) and limiting strenuous physical activity to cooler parts of the day (83%).

8.2 When asked how often they took actions that could reduce harm to their health in hot weather the most common actions were those that respondents thought were most effective at protecting from the heat: drinking cold fluids (85% always or often did this), opening windows at night or in cooler parts of the day (72%) and staying in the shade (65%). Over half said they covered up skin with clothing or wore a hat (61%), limited strenuous physical activity to cooler parts of the day

(61%), kept curtains on windows exposed to direct sunlight closed (56%) and stayed out of the sun during 11am and 3pm.

8.3 In terms of keeping rooms in their home cool, the majority of respondents said they were able to keep their living room (83%) and their bedroom (82%) cool during hot summer weather. Just over half (52%) said they could keep their working area cool if they ever worked from home.

8.4 To help keep their homes cool, 29% of respondents had roof or loft insultation, while 19% had cavity wall insulation and 17% had shaded areas outside their home, such as awnings or trees. Fewer than one-in-ten said they had white external walls (8%), ceiling fans (5%), or external shutters on windows (3%).

8.5 A number of respondents did indicate that they had experienced health impacts as a result of hot weather or heat in the last few years. The most common impacts were sunburn (32%), dehydration or intense thirst (20%) and headaches (15%). Around one-in-ten had experienced a heat rash or red and dry skin (10%) and irritability (9%).

9.0 Community Sentences

9.1 When asked about their awareness and understanding of the term “community sentences” over half (59%) of respondents were aware of the term, while 38% were not. Among those that were aware of the term, three quarters (75%) said they understood it either very well (26%) or fairly well (49%). Eighteen percent (18%) said not that well, and 7% not at all.

9.2 In terms of whether they agreed or disagreed with number of statements specifically relating to community sentences, respondents most strongly agreed with two statements: “people who commit offences should be made to give something back to the communities they have harmed” (78%) and “people who commit offences should be supported with services which aim to reduce further offending” (77%).

9.3 Almost two thirds (62%) agreed with the statement “rehabilitation is more important than punishment in stopping people committing further offences”. Around half (49%) agreed that “people’s background and opportunities growing up should be considered when sentencing decisions are being made”.

9.4 A further 40% of respondents agreed that “the cost of delivering a sentence should be considered when sentencing decisions are made”. While a third (34%) agreed that “punishment is the only way to stop people committing further offences”, and that “community sentences are a ‘soft’ option” (33%).

9.5 Around one in four (24%) agreed that “prison is effective at stopping further offending” and that they were “aware of work undertaken in my community by people undertaking unpaid work as part of a community sentence” (23%).

10.0 Hate Crime and Harassment

10.1 Overall, 17% of respondents worried about being insulted, pestered or intimidated based on their protected characteristics. This was lower than the levels seen in 2019 (22%) and 2017 (25%) – but comparisons with previous years should be treated with caution, due to changes in the way the question was asked[1].

10.2 In terms of specific characteristics, 8% worried being insulted, pestered or intimidated in relation to their sex, 7% in relation to their ethnic origin, race or nationality, 5% in relation to their religion or their disability, and 4% in relation to their age, their sexual orientation, or their gender identity. Levels of concern about hate crime and harassment have remained similar to those seen in 2019. Comparison with previous years is not possible in relation to sex and gender identity, as these were asked about differently in this wave (Table 2).

Table 3: Worry about being insulted, pestered or intimidated 2015-2023

	2015	2017	2019	2023
Your sex	-	-	-	8%
Your ethnic origin, race or nationality	5%	9%	6%	7%
A disability or condition you have including learning disabilities or mental health conditions	5%	8%	6%	5%
Your religion	5%	8%	6%	5%
Your age	4%	6%	4%	4%
Your sexual orientation	2%	5%	3%	4%
Your gender identity, including transgender or non-binary identities	-	-	-	4%
Base: All respondents	1,021	1,045	1,065	1,023

10.3 Overall, 12% of respondents had been insulted, pestered or intimidated, by someone who was not a member of their household, on the basis of one of the characteristics outlined above. This was in line with the national-level figure of 13% reported in the Scottish Crime and Justice Survey (SCJS) in 2019/2020. The proportion experiencing hate crime and harassment this year was lower than in the 2019 (15%) and 2017 (15%) Glasgow Household Surveys, but those comparisons should again be treated with caution due to changes in the way the question was asked.

10.4 Of those that had experienced hate crime or harassment, 28% said this was on account of their sex, and 28% said it was because of their ethnic origin, race or nationality. A further 15% said it was motivated by their religion, 11% their sexual

[1] In 2019, the list of possible characteristics that respondents might be worried about included “sectarianism”, “gender”, and “trans status including non-binary identities”. In 2023, the question did not include “sectarianism”, and included the options of “sex” and gender identity including and trans or non-binary status” which differed from 2019.

orientation, 11% their disability, 10% their age and 5% their gender identity (Table 3).

Table 4: Experience of being insulted, pestered or intimidated 2015-2023				
	2015	**2017**	**2019**	**2023**
Your sex	-	-	-	28%
Your ethnic origin, race or nationality	33%	27%	22%	28%
Your religion	15%	23%	13%	15%
Your sexual orientation	10%	6%	9%	11%
A disability or condition you have including learning disabilities or mental health conditions	15%	18%	13%	11%
Your age	19%	17%	7%	10%
Your gender identity, including transgender or non-binary identities	-	-	-	5%
Base: All who had been insulted, pestered or intimidated in the past 12 months	124	155	155	127

10.5 When asked where the most recent incident had taken place, respondents indicated the following:

- In a public place such as a park or a shopping centre (30%)
- In your local neighbourhood (16%)
- On public transport (15%)
- At your place of work (13%)
- Directly outside your own home (10%)
- In or around a pub, bar or other licensed premise (7%)
- In your own home (3%)
- Online / social media (3%)

10.6 Most incidents (78%) involved verbal abuse. Around one in ten (12%) had experienced threats of physical violence, while 6% had experienced harassment online, being obstructed, and other forms of physical violence.

10.7 Among those that had been insulted, pestered or intimidated, 17% had reported the most recent incident – 12% had reported it to the police, and 5% somewhere else. Most (79%) had not reported the incident. This was similar to the findings in 2019 (when 76% did not report).

10.8 The main reason for not reporting hate crime and harassment was a perception that the incident was not serious enough to report (53%). One in five (21%) did not feel confident that the police would take action, while 10% said they did not have time and 7% did not realise they could report that type of incident.

11.0 Policy and Resource Implications

Resource Implications:

Financial:	None
Legal:	None
Personnel:	None
Procurement:	None
Council Strategic Plan:	Enable staff to deliver essential services in a sustainable, innovative and efficient way for our communities. Fight the climate emergency in a just transition to a net zero Glasgow.

Equality and Socio-Economic Impacts:

Does the proposal support the Council's Equality Outcomes 2021-25? Please specify.	Yes, by gathering residents' views and opinions about equalities issues this report seeks to assist in increasing knowledge and providing data about Equality and Fairness which supports the Equality Outcomes.
What are the potential equality impacts as a result of this report?	No EQIA carried out as the report does not relate to a new service, policy, strategy plan or significant change to a review of a service, policy strategy or plan. However, the equality results and profile will inform future policies and support.
Please highlight if the policy/proposal will help address socio-economic disadvantage.	N/A

Climate Impacts:

Does the proposal support any Climate Plan actions? Please specify:	No
What are the potential climate impacts as a result of this proposal?	None

Will the proposal contribute to Glasgow's net zero carbon target?	No
Privacy and Data Protection Impacts:	Data collated with be handled in accordance with the General Data Protection Regulation.

Recommendations

The committee is asked to note this report and to:

i) consider this report;
ii) note that the findings will inform Council policy and practice; and
iii) note that the key findings for the next Household Survey will be reported to this committee in September 2024.