

Barking & Dagenham Partnership

NI 5 – Overall / general satisfaction with the area

Responsible Owner

Glynis Rogers - Head of Community Safety and Neighbourhood Services

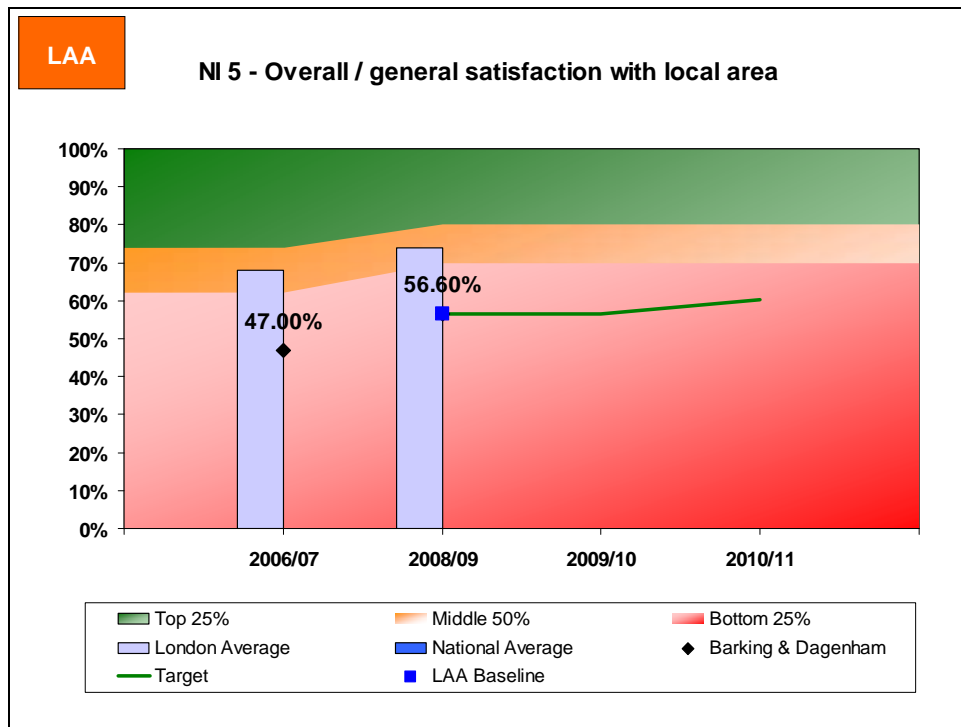
National Indicator Rationale

The Government recognises that the quality of place remains a priority to residents and drives how satisfied people are with their local area as a place to live. There is strong correlation between this satisfaction and the perceptions of crime and fear of crime in the area that a resident lives and work. There are a number of high profile projects within Community Safety that aim to improve public confidence in crime and anti social behaviour.

Current Performance

Performance against Target

n/a for 09/10



Current Performance Commentary

Unpublished comparable data indicates that performance across the country is:

London 75%

Inner 79%

Outer 72%

National 86%

Key Issues:***Specific reasons for underperformance, including equalities / area issues where relevant***

1.	Of the 26% who are dissatisfied with the local area as a place to live, negative opinion increases significantly among white residents, those aged between 25-34 and 55-64, and among owner occupiers and people living in social housing.												
2.	Those that dissatisfied are also more likely to feel unsafe, both in the day and at night, and disagree that local services are dealing with anti social behaviour and crime successfully.												
3.	When focusing on improving satisfaction levels, it is important to understand what improvements our residents want to see and what they believe is important to making an area a good place to live. The Place Survey analysis found the top 5 issues for our residents are: <table border="1" data-bbox="203 583 1523 1039"> <thead> <tr> <th>Important to making somewhere a good place to live?</th> <th>What needs improving most in the local area?</th> </tr> </thead> <tbody> <tr> <td>1. Levels of crime</td> <td>1. Activities for teenagers</td> </tr> <tr> <td>2. Clean streets</td> <td>2. Levels of crime</td> </tr> <tr> <td>3. Health Services</td> <td>3. Road / pavement maintenance</td> </tr> <tr> <td>4. Affordable decent housing</td> <td>4. Clean streets</td> </tr> <tr> <td>5. Public transport</td> <td>5. Job prospects</td> </tr> </tbody> </table>	Important to making somewhere a good place to live?	What needs improving most in the local area?	1. Levels of crime	1. Activities for teenagers	2. Clean streets	2. Levels of crime	3. Health Services	3. Road / pavement maintenance	4. Affordable decent housing	4. Clean streets	5. Public transport	5. Job prospects
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Key Projects:***Areas of current /planned projects should focus on reasons for underperformance and link to the Key Issues listed above***

Key Issue No.	Project Title	Key Milestones / Date	Project Lead	Project Details
2.	<i>Community Reparation</i>		David Horne, Group Manager, Youth Offending Team	The YOT runs a Community Reparation scheme with a portfolio of projects aimed at community restitution by young offenders.
2.	<i>Business Crime</i>		MPS Charmaine Laurencin	To better support and improve confidence with the business community within the borough. This includes targeted initiatives at identified hotspot locations and retail areas. Intelligent gathering on business crime issues.

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3.	<i>Safer Homes Project</i>		Shelley Hart, Manager, Victim Support Barking and Dagenham Teresa Munro, Community Safety LBBD	The scheme will see victims of residential burglary offered a free lock changing service to their homes. This service is also available to people who are vulnerable, or who live in areas that have a high level of crime, or are neighbours to people who have been the victims of crime.
3.	<i>Designated Public Places Order</i>		Katherine Gilcreest, LBBD Community Safety	Designated Public Places Order put in place to tackle alcohol related disorder in Rainham Road South. This cuts across 3 wards (Eastbrook, Village and Heath) and gives the police additional powers to confiscate alcohol being consumed (or about to be consumed) in the area of the zone. Extension of scheme in 2009/10 to tackle alcohol related disorder in the Heathway and Chadwell Heath.
3.	<i>Community Payback</i>		Monique Anderson, LBBD Neighbourhood Crime and Justice Co-ordinator	Agreement reached with National Offender Management Scheme that B&D will receive approximately 3,000 Community Payback hours to "own" and deliver in a highly visible way. The aim is to demonstrate to the public that community sentences are not soft options.
3.	<i>Pilot containerisation Scheme</i>		Ruth Du-lieu, LBBD Project Leader, Environmental & Enforcement Services	Waste reduction project , rolling out use of wheelie bins across the borough.
3.	<i>Local Housing Company</i>		Ken Jones	Establishment of Local Housing Company as a finance model to provide additional and improved housing within the borough.

Key Risks:

Risks may relate to specific projects or to performance in general

- Satisfaction levels are particularly hard to influence and also rely on changing perceptions, which can sometimes be deep-rooted.

- The Place Survey is conducted every two years. Without an interim survey / consultation exercise, it will be difficult to measure the effectiveness of projects / actions for improvement.

Actions for Improvement (To be used for Quarterly Reporting):

Plans for further interventions must be robust and show clear prospects for improving performance

- Given the broadness of this indicator there are a number of factors that ultimately influence the performance. There needs to be a coordinated approach across the council to influence the improvement of this NI. Input from Adult and Community Services, Customer Services and aspects of Resources and Children's department will be channelled into a themed working group which will map out actions/ projects that will contribute to improved performance.

The working group will focus on the following areas:

- street cleanliness
- graffiti removal
- abandoned car removal
- burnt out cars
- environmental issues
- provision for young people
- levels of reported asb
- local authority housing estate management services

A number of place indicators have been batched into themes and staff have been tasked with investigating underlying performance and comparison with statutory family members to identify good performance. Research will then be done to identify what successful neighbours are doing to influence this indicator and to identify key communication themes etc. The outcomes of this research will be available in October.