

Area Committee Well-being Fund – Project Proposal
Inner West Area Committee

Appendix 5

Project Name: Local Area Management Plan Area Baseline Perceptions Studies

Lead Organisations: Commissioned through regeneration Partnerships Team using a Market Research organisation

Project Delivery - How will the project be delivered? (list any partners involved in the project):

QA Research have been appointed to conduct a baseline survey in all Intensive Neighbourhood management Areas in the city. This will include the Fairfield/Rossefield SSCF area. It is proposed that a similar survey of our other 3 Inner West LAMP areas (New Wortley, Wythers and Broadleas) would enable us to obtain a baseline against which subsequent actions can be measured.

The survey would be carried out through face to face interviews to enable close control of the representative nature of respondents, completion of surveys and access to younger and “hard to engage” groups.

Final quotas per area would have to be agreed with QA to tie in to the wider survey and ensure results are statistically reliable but there would be between 44 and 137 surveys per area.

Project Summary (include a brief description of the main activities, why the project is needed and links to key priorities):

We wish to create a statistically sound baseline in each of our LAMP areas establishing the level of public satisfaction in living in that area. Whilst our fora give a useful indication of feelings / pressures and need we can not hold them to be truly representative of the wider community they serve. An independent survey would target those groups not engaged within a forum. QA have been involved in the gathering of the Leeds Annual Survey of 2005. There is likely to be a further survey in 2007 and the results of these more localised surveys would act as a bridge between these dates.

If we are to achieve our targets of:

- Improving resident satisfaction with the delivery of local services
- Reduce the percentage of residents who feel ASB / crime is a significant problem in their area
- Increase the percentage of people who feel able to influence decision making

We need a sound statistical base against which to measure as our baseline as we develop actions.

Outcomes (summarise the main outcome/output/benefit the project will achieve):

- Provision of a baseline of public perceptions at this stage
- Provision of a sound, statistically dependable survey that can be contrasted with other areas as a benchmark
- Involvement of a broader cross section of local people in making their views heard about local services / conditions
- Survey closely related to the annual survey and thus relevant to other previous / future research

Identify which geographic areas will benefit:

**Wythers estate
Broadleas Estate
New Wortley**

Project Cost . Please indicate how much the project will cost. (please list all partners and their contributions)

The cost for this research would be £4000 across all three areas.

How much Well Being Funding is sought and breakdown between capital and revenue)

£4000 revenue is sought to meet project costs

Who will be in receipt of the financial order. (name of the organisation and contact details)

LCC Regeneration department to contract QA Research