

Executive

Annual Customer Satisfaction Survey

3 December 2012

Report of Head of Transformation

PURPOSE OF REPORT

To provide an overview of the results of the 2012 Annual Customer Satisfaction Survey undertaken with residents of Cherwell district.

This report is public

Recommendations

The Executive is recommended to:

- (1) Note the results of the 2012 Annual Customer Satisfaction Survey, and in particular the increase in customer satisfaction.
- (2) Agree that the findings should be used to inform the service business planning process.
- (3) Agree that all results to be published on the Cherwell District Council website.
- (4) Agree that results are included in the Joint Management Team Away days or additional workshops for managers.
- (5) Congratulate staff for maintaining very high levels of satisfaction during this period of transformation.

Executive Summary

Introduction

- 1.1 This report provides an overview of the results of the Annual Customer Satisfaction Survey undertaken between June and August 2012.
- 1.2 Cherwell District Council established a new Citizen's Panel in June 2012 (Cherwell Views) to enable continuous consultation with residents and the extension of customer satisfaction tracking. There are 1240 members on the panel.
- 1.3 The first ever Annual Customer Satisfaction Survey was set up in 2006 with

the aim of understanding how residents felt about the services they received and to use that information to improve performance. The Customer Satisfaction Survey has put in place a system of regular data collection, which provides the Council with a standard source of satisfaction data and crucial business information, which enables informed decision making with regard to service provision within the District. As in previous years the Council worked with SPA Future Thinking, who were responsible for collecting the data and analysing the results.

- 1.4 To ensure that we adopted a consistent approach to the survey , the key research objectives were to examine:
 - Overall satisfaction with Cherwell District Council;
 - Overall satisfaction with different Council service areas;
 - Perceptions of value for money;
 - Leadership of, and satisfaction with, Council communications;
 - Key drivers of satisfaction.
- 1.5 The survey was sent to all 1240 members of the Citizen's Panel as well as to residents who previously participated and agreed to take part in future consultations (a combined total of 2626). In 2012 we received 1018 complete questionnaires (902 postal returns and 116 online completions).
- 1.6 This year's survey shows that more residents than ever are satisfied with Cherwell's performance. The overall message from this year's survey is very positive; we have improved satisfaction levels in the majority of areas. We are continuing to deliver services along with improving satisfaction levels despite the current economic climate. The headline message is that 86% of residents are satisfied with the local area as a place to live, and the highest ever satisfaction with the council services. It highlights the efforts of staff across all services within their day to day duties. Despite many changes, and in many cases, increased workloads, staff have continued to maintain and often improve service delivery to our customers.
- 1.7 The top findings from the report are:
 - The percentage of people satisfied with the services' provided by Cherwell District Council has risen significantly this year to 75%, from 68% in 2011. This is the highest rating of satisfaction recorded since the survey began.
 - The percentage of people who feel 'well informed about services' Cherwell District Council provides has also risen this year, with 7 in 10 scoring highly.
 - After a small drop last year in the number of people who feel 'informed about what the Council spends money on', this has now risen again in 2012 to 63%, back in line with the 2010 survey results.
 - Only 15% of residents don't think that that Cherwell District Council 'provides value for money'.
 - 77% of people are satisfied with the way parks and open spaces are looked after.
 - 80% of residents are satisfied with the Waste Collection service
 - 86% of residents are satisfied with local area as a place to live
 - 63% of residents are satisfied with local Car Parking Facilities an increase in satisfaction as in 2010
- 1.8 - These excellent results have been published internally via In Brief and also on the staff intranet. Communications submitted the press release on the 19.11.2012 and an article will be included in Cherwell Link magazine.

- 1.9 - The report also identified areas of focus; these include Anti Social Behaviour, Environmental Crime and Car Parking Facilities. However these three areas all recorded a rise in customer satisfaction with Car Parking having a 14% increase.

Key Issues for Consideration/Reasons for Decision and Options

- 3.1 The results of the 2012 Annual Customer Satisfaction Survey are presented to Executive for information.

The following options have been identified. The approach in the recommendations is believed to be the best way forward

- Option One** Agree the recommendations as set out
- Option Two** Not to agree the recommendations as set out

Consultations

- Citizen's Panel** As detailed in the report

Implications

- Financial:** The costs of conducting the consultation were contained within existing budgets. There are no direct financial implications arising from this report.
Comments checked by Beth Baines, Strategic Finance Accountant 01295 2201327
- Legal:** There are no legal implications arising from this report.
Comments checked by James Doble, Democratic & Elections Manager 01295 221587
- Risk Management:** There are no risk implications associated with this report.
Comments checked by Louise Tustian, Senior Improvement & Performance Officer 01295 221786

Wards Affected

All

Corporate Plan Themes

An Accessible, Value for Money Council
A Cleaner, Greener District
A Safe, Healthy and Thriving District
A District of Opportunity

Lead Member

Councillor Nicholas Turner
Lead Member for Performance and Customers

Councillor Barry Wood
Leader of the Council

Document Information

Appendix No	Title
Appendix 1	Top line results of the 2012 Annual Satisfaction Survey including the previous year's satisfaction levels.
Background Papers	
None	
Report Author	Michal Gogut, Consultation and Engagement Officer
Contact Information	01295 221575 Michal.gogut michal.gogut@cherwellandsouthnorthants.gov.uk