SPA Future Thinking

Cherwell
DISTRICT COUNCIL
NORTH OXFORDSHIRE

Cherwell District Council

Customer Satisfaction Survey 2013

Prepared for: Cherwell District Council | Ref: jn4816/RM/CTW/MDT | Date: September 2013

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1.1 Research Objectives

- As in previous years, the key research objectives were to examine:
  - Overall satisfaction with Cherwell District Council and with different Council service areas;
  - Perceptions of value for money;
  - Readership of and satisfaction with Council communications;
  - Key drivers of satisfaction.
- In addition to these core research considerations, a trade off exercise was introduced to achieve a budget consultation exercise. This consists of panel members identifying which services are most important to them in the current economic climate and which they would prioritise for maintaining current level of service provision.
- Citizen's Panel members specified at recruitment their preference for survey completion by post or online. This methodology is consistent with ad hoc customer satisfaction surveys undertaken previously:
  - A survey was sent to all panel members
  - In order to boost numbers a questionnaire was also sent to random sample of residents.
  - A self-completion questionnaire along with a covering letter explaining the purpose of the questionnaire and other related details, was sent.
  - Reminder questionnaires were sent to all those who had not completed and returned their questionnaire within two weeks of the initial send out.
  - An online version of the questionnaire was also available for anyone to access via the Cherwell Portal.
  - In total 745 residents completed the survey.

1.2 Analysis

- As certain demographic sub-groups were over-represented, the data was once again weighted, by gender, age and ethnicity to the 2007 mid-year population statistics for the Cherwell District.
- This document contains a summary of the key findings of the survey. A full breakdown of the results is available in the detailed computer tabulations.
- It should be remembered that the survey is based on a sample of residents and not the entire Cherwell District population, and the findings are subject to sampling tolerances. Significance testing has been conducted and where statistical significances are shown/ referred to, these are based on testing at the 95% confidence interval. Unless otherwise stated, significance testing is carried out against 2013 'total' data. A red box on the charts denotes a significantly lower score than the 2013 total and a green box a significantly higher score than the 2013 total. An asterisk (*) signifies a significant difference between previous years – i.e. 2013 to 2012.
- Where results do not sum to 100% this may be due to multiple responses (i.e. where respondents are able to select a number of options rather than just one) or computer rounding.
- Two keys pieces of statistical analysis have also been conducted:
  - **Key Drivers Analysis** has been used to determine the most important drivers of overall satisfaction
  - **Conjoint Analysis** has been conducted to establish a hierarchy of importance in terms of residents' priorities

2. Summary and Conclusions

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2. Summary and Conclusions

Overall the vast majority of areas examined demonstrate continued improvement with almost all ratings at the higher end of ratings they have received historically. There also some very strong long term upward trends noticeable.

It is encouraging that the Council tends to receive it's highest ratings on those factors that residents highlight as being of most importance. Whilst dealing with anti-social behaviour does receive lower actual ratings these are actually showing strong signs over improvement over time.

Whilst general economic factors are likely to still affecting ratings, it is good to see the trust in the Council to do what is best for residents to be increasing and a slight growth in outlook for the local area. There is also an increase in understanding that the economic pressures are likely to impact front line services.

Provision of leisure facilities stands out as a factor that has experienced a significant decrease in ratings this year. However, the individual ratings for this service do not highlight any specific areas of concern and the qualitative research suggests that it is the usage and awareness of events etc that is a concern more than the quality of the facilities themselves.

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3. Overall Views

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3. Overall Views

Satisfaction with Services

- Recycling centres continue to be rated very strongly and have actual increased in satisfaction compared with 2012 (91% rating positively).
- The only other significant improvement compared to last year is for dealing with anti-social behaviour. There is a noticeable upward trend since 2008 on this factor (36% were satisfied in 2008 rising to 56% in 2013). Despite this improvement, over 1 in 5 remain dissatisfied with the approach to this – this is a concern as analysis shows this is a key driver of satisfaction.
- Two factors have seen significant decreases compared to last year: Local area as a place to live and Leisure facilities.
- Parking facilities tends to polarise respondents – whilst 64% rate this positively, 22% say they are dissatisfied.
- The areas where more than 1 in 10 residents were dissatisfied are:
  - Waste Collection (12%)
  - Leisure facilities (11%)
  - Councils approach to dealing with environmental crime (16%)

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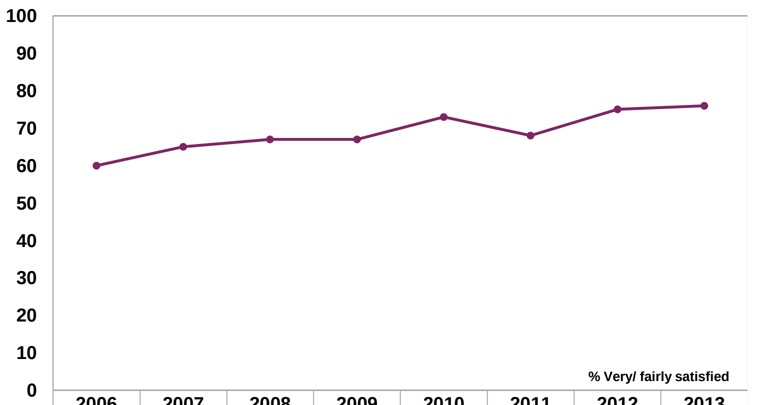
3. Overall Views

Key Drivers of Satisfaction

- A correlation analysis was conducted to examine the key drivers of overall satisfaction with Cherwell District Council, which highlights the hygiene factors that are most important for the Council to get right and the causes of any changes in levels of satisfaction.
- The Council's approach to anti-social behaviour, the local area is like as a place to live and street cleaning services are key drivers of overall satisfaction with Cherwell District Council.
- There is a second tier of services that drive satisfactions:
  - Local car parking facilities
  - Leisure activities
  - The way parks and play areas are looked after
  - The waste collection service
- In terms of specific aspects of services examined, cleanliness of your local area is seen as a main driver, along with information about the length of stay in the car parks, speed of response to complaints concerning anti-social behaviour and the provision of services in rural areas.

OVERALL SATISFACTION WITH SERVICE PROVIDED BY CHERWELL DISTRICT COUNCIL

Cherwell
DISTRICT COUNCIL
NORTH OXFORDSHIRE



	2006	2007	2008	2009	2010	2011	2012	2013
Total	60	65	67	67	73	68	75	76

Base: (Those answering: 710)

Q37. Overall, how satisfied or dissatisfied are you with the services provided by Cherwell District Council?

OVERALL SATISFACTION WITH THE SERVICES PROVIDED BY CHERWELL DISTRICT COUNCIL

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE

	% Very dissatisfied		% Neither satisfied nor dissatisfied			% Very satisfied	2012		2011		2010
							% Very/ fairly satisfied				
Total (710)	7	5	18	59	17	76	75	*	68	*	73
GENDER											
Male (331)	8	5	14	57	22	79	77	*	63	*	72
Female (356)	6	5	22	62	11	73	74		73		72
AGE											
<35 (51)	4		21	59	17	76	69		66		69
35-64 (390)	9	7	16	61	14	75	76	*	65	*	70
65+ (429)	7	6	14	58	20	78	82		78		83
WORK STATUS											
Full/ part time (301)	5		17	62	16	78	78	*	64		68
Not working (79)	16	8 8	19	57	7	64	61	*	76		80

* shows significant difference between years

Base: (Those answering)

Q37. Overall, how satisfied or dissatisfied are you with the services provided by Cherwell District Council?

OVERALL SATISFACTION WITH THE SERVICES PROVIDED BY CHERWELL DISTRICT COUNCIL

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE

	% Very dissatisfied		% Neither satisfied nor dissatisfied			% Very satisfied	2012		2011		2010
							% Very/ fairly satisfied				
Total (710)	7	5	18	59	17	76	75	*	68	*	73
HOUSEHOLD COMPOSITION											
Single person (147)	9	6	18	48	26	74	75		68	*	80
2 adults, no children (417)	7	6	14	63	16	79	78	*	68	*	74
Children in household (122)	5		25	64	6	70	71		69		65
ETHNICITY											
White (666)	6		18	60	16	76	76	*	68	*	73
BME (20)#	16	5 11	8	49	27	76	73		68		64
STATUS											
+ABC1 (203)	2		18	66	14	80	78		71	*	79
+C2DE (120)	10	6	23	55	11	66	67		72		69

\+ = Based only on panel members

 # Caution: Low base size

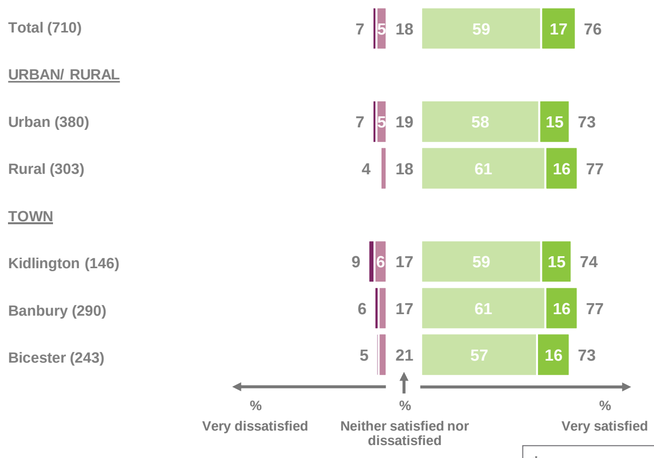
* shows significant difference between years

Base: (Those answering)

Q37. Overall, how satisfied or dissatisfied are you with the services provided by Cherwell District Council?

OVERALL SATISFACTION WITH THE SERVICES PROVIDED BY CHERWELL DISTRICT COUNCIL

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE



% Very/ fairly satisfied

	2012		2011		2010
Total (710)	75	*	68	*	73
URBAN/ RURAL					
Urban (380)	76	*	66	*	71
Rural (303)	74		76		76
TOWN					
Kidlington (146)	81		70		80
Banbury (290)	75	*	65		70
Bicester (243)	75		70		81

* shows significant difference between years

Base: (Those answering)

Q37. Overall, how satisfied or dissatisfied are you with the services provided by Cherwell District Council?

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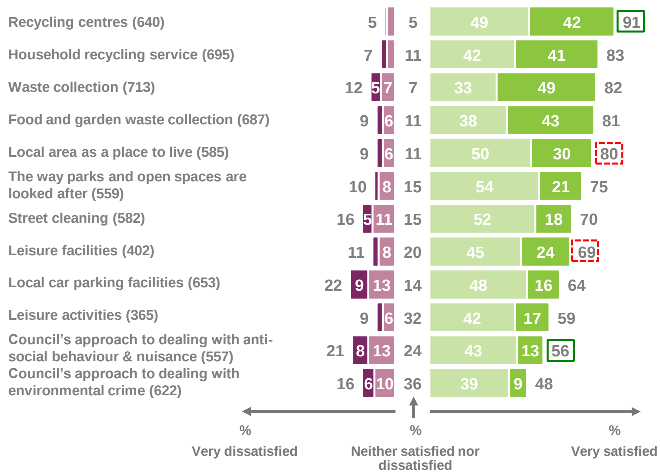
OVERALL SATISFACTION WITH SPECIFIC SERVICES

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE



% Very/ fairly satisfied

	2012		2011		2010		2009	2008
Recycling centres (640)	87		88		87		86	83
Household recycling service (695)	80		82		83	*	78	75
Waste collection (713)	80	*	76		78	*	70	68
Food and garden waste collection (687)	80		80	*	76		N/A	N/A
Local area as a place to live (585)	86	*	78		N/A		N/A	N/A
The way parks and open spaces are looked after (559)	77		72		74		73	70
Street cleaning (582)	69	*	64	*	72		67	66
Leisure facilities (402)	76		74		71		68	63
Local car parking facilities (653)	63	*	49	*	63		64	63
Leisure activities (365)	61		56		N/A		N/A	N/A
Council's approach to dealing with anti-social behaviour & nuisance (557)	49	*	43		44	*	36	36
Council's approach to dealing with environmental crime (622)	47	*	42		N/A		N/A	N/A

Base: (Those answering)

N.B. – Boxes show significant difference against 2012.
* shows significant difference between years

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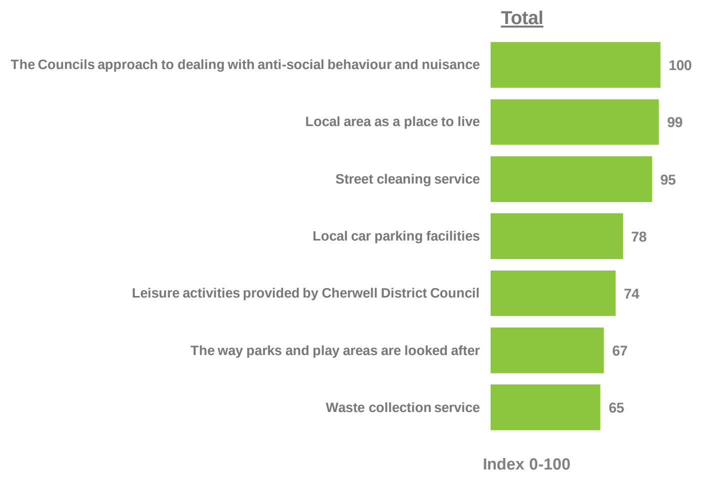
KEY DRIVERS OF OVERALL SATISFACTION – Key Services

Cherwell
DISTRICT COUNCIL
NORTH OXFORDSHIRE



Base: (Those answering)

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KEY DRIVERS OF OVERALL SATISFACTION – Specific Aspects of Services

Cherwell
DISTRICT COUNCIL
NORTH OXFORDSHIRE

Base: (Those answering)

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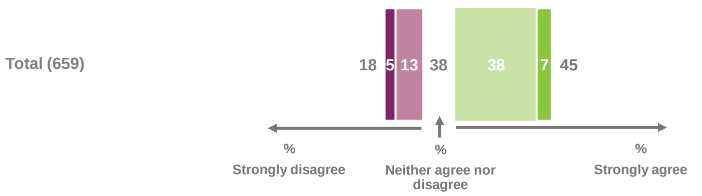
AGREEMENT THAT CHERWELL DISTRICT COUNCIL PROVIDES VALUE FOR MONEY

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE



2012	2011	2010	2009
47 *	37 *	42	38

Base: (Those answering)

Q40. To what extent do you agree or disagree that Cherwell District Council provides value for money?

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KEY DRIVERS OF VALUE FOR MONEY PERCEPTIONS – Key Services

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE

Base: (Those answering)

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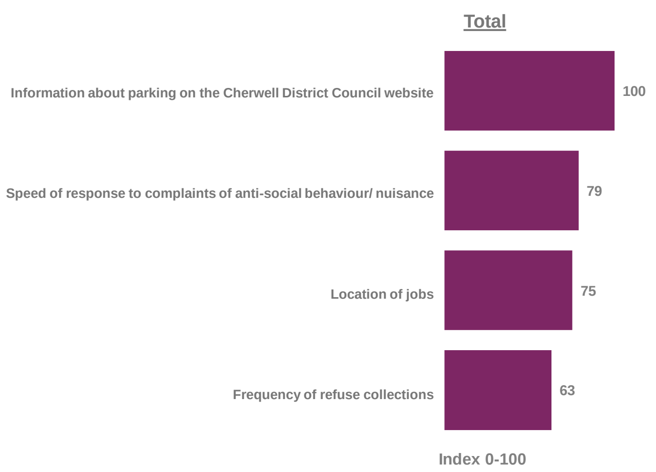
KEY DRIVERS OF VALUE FOR MONEY PERCEPTIONS – Specific Aspects of Services



Base: (Those answering)

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4. Environmental Services

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4. Environmental Services

Street Cleansing

- Street cleansing continues to demonstrate an upward trend over time (and has almost recovered from the 8% decrease in satisfaction seen in 2011).
- In terms of the individual aspects, cleanliness of local area, cleanliness of local town/ urban centre and frequency with which streets are cleaned have the highest levels of satisfaction.
- Two areas demonstrate significant improvements compared with 2012, neighbourhood litter blitzes and litter campaigns/ information regarding littering.
- Over a quarter of people are dissatisfied with the issuing of fines for littering and dog fouling, is there potential to highlight the number of offenders who are fined each year?
- Reflecting the overall concerns over the issuing of fines, only 48% of residents were satisfied with the Council's approach to dealing with environmental crime.
- 80% are not aware of Fixed Penalty Notices being issued in their local area, whilst 93 support a zero tolerance approach to 'on-street' offences.

4. Environmental Services

Household Waste Collection

- Overall satisfaction with the waste collection service continues to demonstrate a very strong upward trend over time, 82% satisfied being the highest level yet seen for this factor (and this is 15% higher than it was in 2006).
- Whilst all of the four individual ratings are at the higher end of the scores seen over the past few years, only frequency of refuse collections (the lowest rated of the four factors) has actually increased significantly compared with 2012.
- 12% of residents remain dissatisfied with bins being returned to the collection point after being emptied.

Household Recycling Collections

- Satisfaction with household recycling remains at a high level (matching it's best ever rating of 83% satisfied – also seen in 2010).
- Three factors demonstrate significant improvements compared with 2012:
  - The range of materials taken for recycling
  - Kerbside battery collection scheme
  - Frequency of recycling collections
- Overall dissatisfaction with recycling collections is low – fewer than 10% being dissatisfied with any of the factors examined.

4. Environmental Services

Recycling Centres

- Recycling Centres receives the highest overall ratings seen, with more than 90% satisfied for the first time.
- There is, however, some variation in terms of the ratings for individual aspects of recycling centres with 83% satisfied by the items you can deposit and only 66% satisfied with how clean and tidy the facilities are.
- Whilst being clean and tidy may receive the lowest level of satisfaction it is important to note that this seems to be acceptable with only 4% actually dissatisfied (and indeed this factor has increased in satisfaction compared to 2012).

Household Food and Garden Waste Collections

- Household Food and Garden Waste collections are rated very similarly to previous years (81% satisfied compared with 80% in 2012 and 2011).
- Qualitative research has highlighted some concerns over the frequency of collecting food waste in the summer months (smell, flies etc.) and this is likely to be reflected with 14% saying they are dissatisfied with the frequency of food and garden waste collection.
- Almost three-quarters think the Council provides enough information on household collection services, in line with the ratings seen over the past few years.

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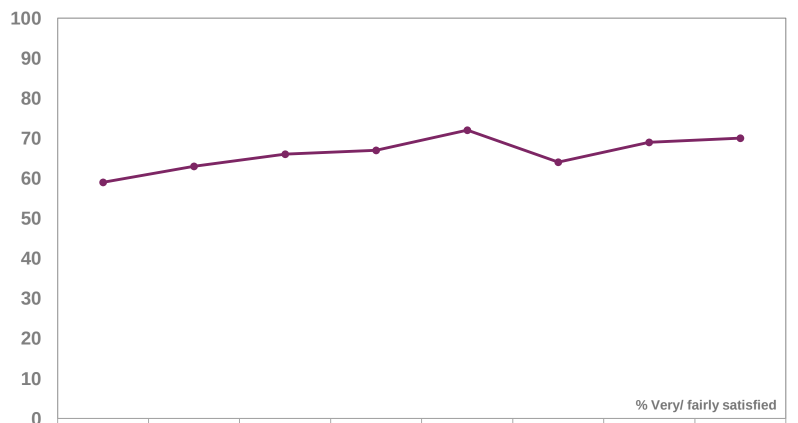
OVERALL SATISFACTION WITH STREET CLEANSING SERVICE

Cherwell
DISTRICT COUNCIL
NORTH OXFORDSHIRE



	2006	2007	2008	2009	2010	2011	2012	2013
Total	59	63	66	67	72	64	69	70

Base: (Those answering: 582)

Q3. Overall, how satisfied or dissatisfied are you with the street cleansing service?

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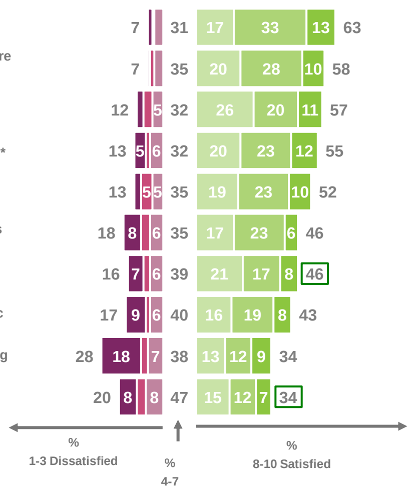
OVERALL SATISFACTION WITH DIFFERENT ASPECTS OF THE STREET CLEANSING SERVICE

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE

** Response added in 2011*



	% 1-3 Dissatisfied	% 4-7	% 8-10 Satisfied	2012		2011		2010		2009		2008
Cleanliness of your local area (710)	7	31	63	63	*	54	*	62	*	58		58
Cleanliness of your local town/ urban centre (Banbury, Bicester or Kidlington) (722)	7	35	58	59	*	45	*	59	*	54		52
Frequency with which the streets are cleaned (620)	12	32	57	52	*	38	*	55	*	50		46
Number of litter bins in public places (709)*	13	32	55	51		49		N/A		N/A		N/A
On-street recycling bins, located in urban areas, next to litter bins (661)	13	35	52	51	*	39	*	51		49	*	35
Number of dog waste bins in public places (603)*	18	35	46	42		46		N/A		N/A		N/A
Neighbourhood litter blitzes (550)	16	39	46	36		N/A		N/A		N/A		N/A
Limiting the amount of dog waste in public places (650)	17	40	43	41		38	*	50		47	*	42
Issuing of fines for littering and dog fouling (497)*	28	38	34	34		32		N/A		N/A		N/A
Litter campaigns/ information regarding littering (587)*	20	47	34	29		28		N/A		N/A		N/A

% Satisfied (8-10)

Base: (Those answering)

Q4. How satisfied or dissatisfied are you with the following aspects of the street cleaning service?

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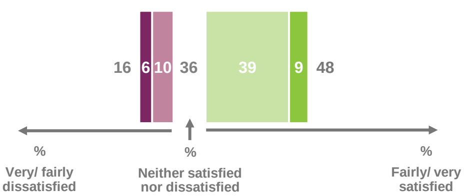
Satisfaction with the Council's Approach to Dealing with Environmental Crime

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE



	% Very/ fairly dissatisfied	% Neither satisfied nor dissatisfied	% Fairly/ very satisfied	2012		2011
Total (622)	16	36	48	47	*	42

% Tend to/ strongly agree

Base: (Those answering)

Q5. Overall, how satisfied or dissatisfied are you with the Councils approach to dealing with environmental crime?

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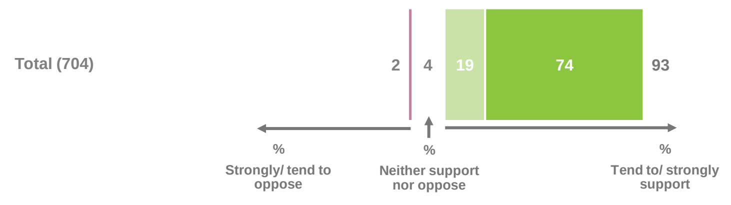
EXTENT OF SUPPORT FOR CHERWELL DISTRICT COUNCIL'S ZERO TOLERANCE APPROACH TO 'ON STREET' OFFENCES

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE



% Tend to/ strongly agree

2012	2011
94	92

Base: (Those answering)

Q7. To what extent do you support or oppose the Council's policy of a zero tolerance approach to 'on street' offences (i.e. giving a fine to those people issued with a Fixed Penalty Notice for littering, dog fouling or abandoned vehicles)?

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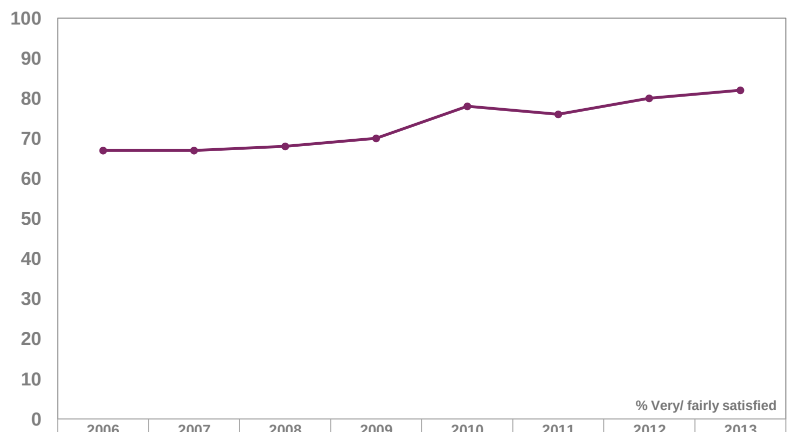
OVERALL SATISFACTION WITH WASTE COLLECTION SERVICE

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE



	2006	2007	2008	2009	2010	2011	2012	2013
Total	67	67	68	70	78	76	80	82

Base: (Those answering: 713)

Q8. Overall, how satisfied or dissatisfied are you with the waste collection service (excluding door step recycling, i.e. blue boxes and bins)?

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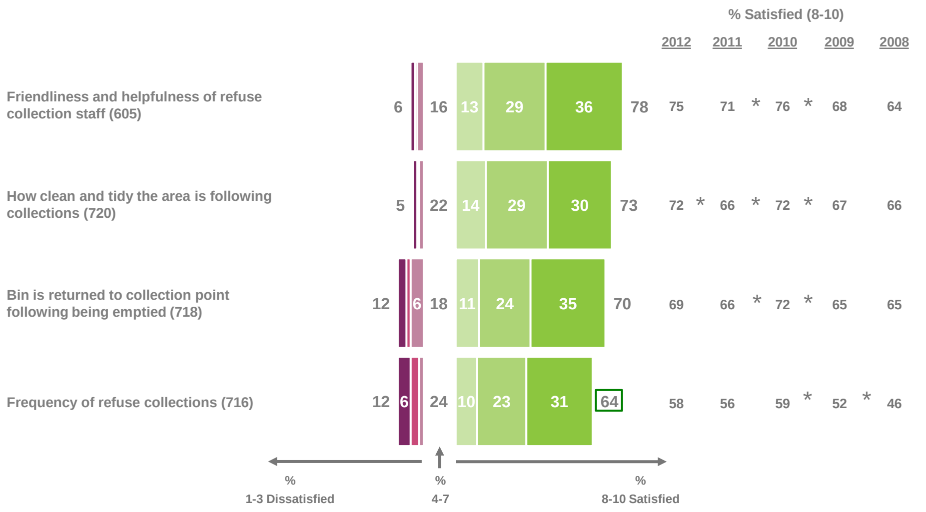
OVERALL SATISFACTION WITH DIFFERENT ASPECTS OF THE WASTE COLLECTION SERVICE

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE



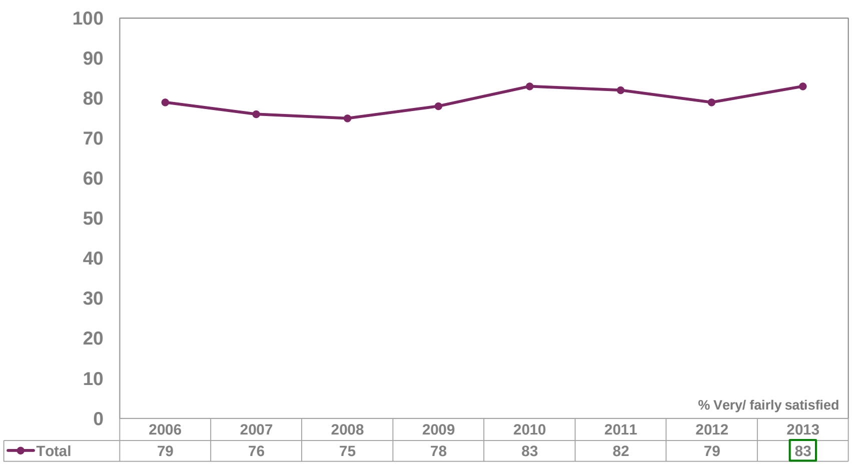
Base: (Those answering)

Q9. And how satisfied or dissatisfied are you with the following aspects of the waste collection service?

29

OVERALL SATISFACTION WITH HOUSEHOLD RECYCLING COLLECTION SERVICE

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE



Base: (Those answering: 695)

Q10. Overall, how satisfied or dissatisfied are you with the household recycling collection service?

30

SATISFACTION WITH DIFFERENT ASPECTS OF THE HOUSEHOLD RECYCLING COLLECTION SERVICE

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE

	% 1-3 Dissatisfied	% 4-7				% 8-10 Satisfied	% Satisfied (8-10) 2012	2011	2010	2009	2008
The range of materials taken for recycling (715)	5	22	17	28	28	73	68 *	64 *	70 *	65	61
Kerbside battery collection scheme (495)	6	21	14	23	36	73	65	N/A	N/A	N/A	N/A
Kerbside small electricals collection scheme (507)	5	21	13	25	35	73	N/A	N/A	N/A	N/A	N/A
How clean and tidy the area is following recycling collections (708)	6	23	12	31	29	72	70	68 *	75 *	68	65
Frequency of recycling collections (709)	8	23	12	26	32	70	65	64	67 *	62 *	55

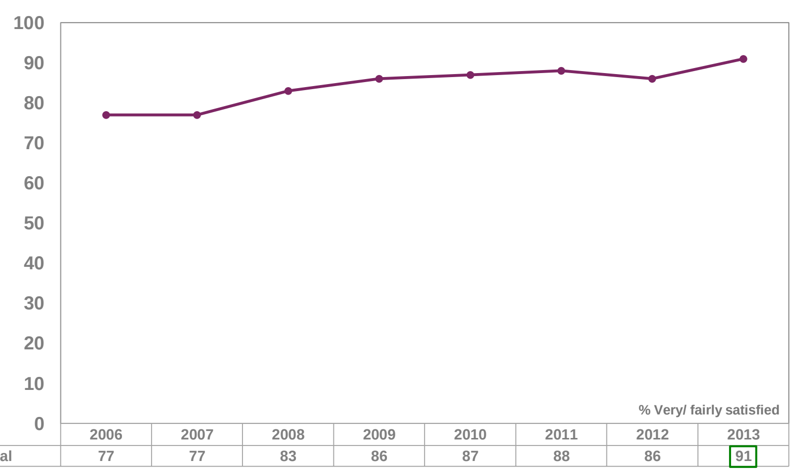
Base: (Those answering)

Q11. And how satisfied or dissatisfied are you with the following aspects of the household recycling collection service?

31

OVERALL SATISFACTION WITH RECYCLING CENTRES

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE



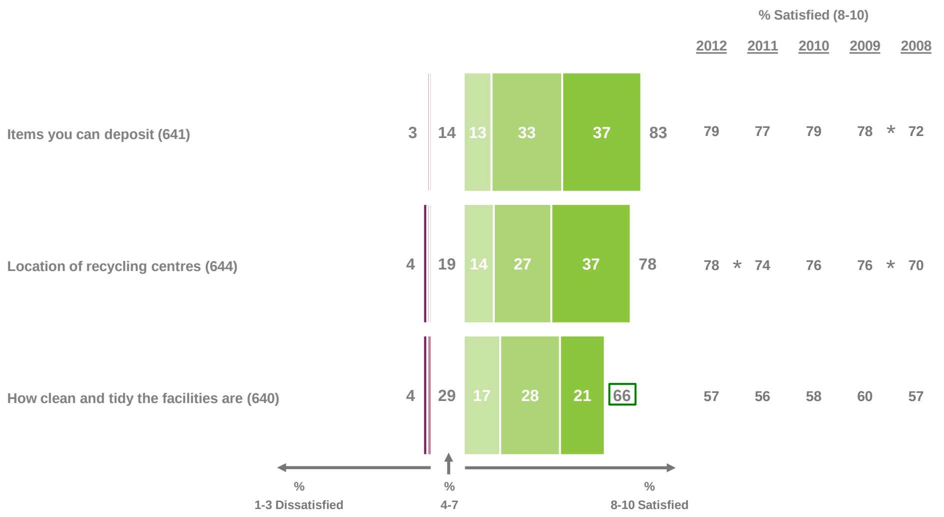
	2006	2007	2008	2009	2010	2011	2012	2013
Total	77	77	83	86	87	88	86	91

Base: (Those answering: 640)

Q16. Overall, how satisfied or dissatisfied are you with the recycling centres (bottles banks etc)?

32

SATISFACTION WITH DIFFERENT ASPECTS OF THE LOCAL RECYCLING CENTRES

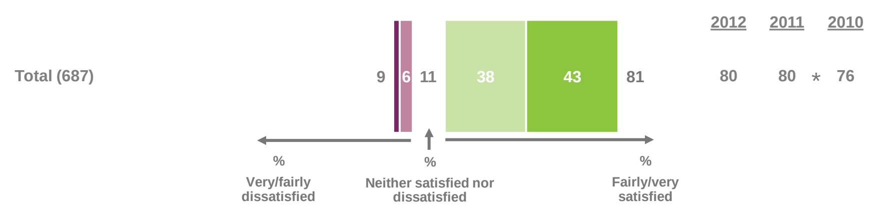


Base: (Those answering)

Q17. And how satisfied or dissatisfied are you with the following aspects of the local recycling centres?

33

OVERALL SATISFACTION WITH HOUSEHOLD FOOD AND GARDEN WASTE COLLECTION SERVICE



Base: (Those answering)

Q12. Overall, how satisfied or dissatisfied are you with the household food and garden waste collection service?

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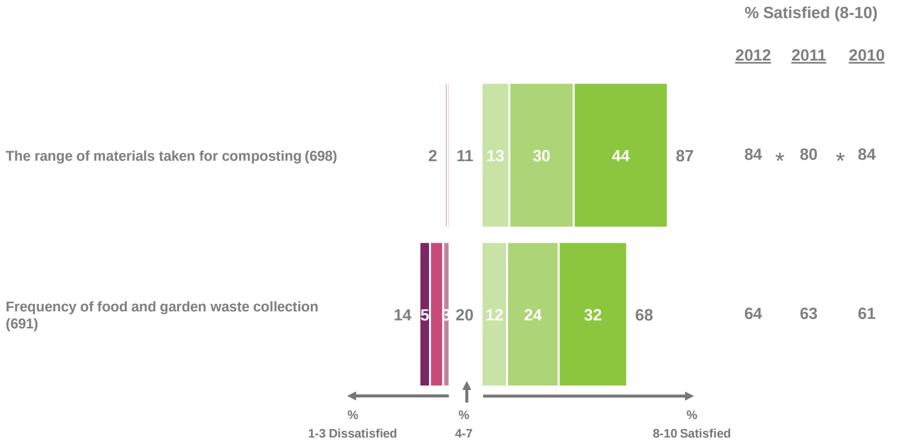
SATISFACTION WITH ASPECTS OF THE FOOD AND GARDEN WASTE COLLECTION

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE

Question wording changed



Base: (Those answering)

Q13. And how satisfied or dissatisfied are you with the following aspects of the food and garden waste collection service?

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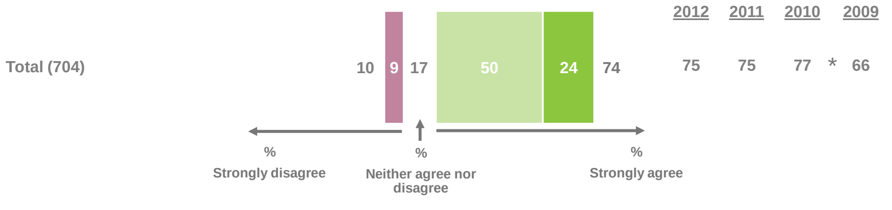
AGREEMENT THAT CHERWELL DISTRICT COUNCIL PROVIDES ENOUGH INFORMATION ON THE WASTE, RECYCLING AND FOOD AND GARDEN WASTE COLLECTION SERVICE

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE



Base: (Those answering)

Q14. To what extent do you agree or disagree that Cherwell District Council provides you with enough information on the waste, recycling and food and garden waste collection service?

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5. Leisure and Recreation

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5. Leisure and Recreation

Parks and Play areas

- As has been noted in previous years the parks/ open spaces and play areas in Kidlington are used by a smaller proportion of respondents to the survey than those located elsewhere – Banbury has the highest usage levels.
- Frequency of use amongst those visiting remains fairly high with over half of those visiting parks and open spaces at least weekly (this is around a third of all residents) and 44% of those visiting play areas doing so at least weekly (a fifth of all residents).
- Whilst usage levels of parks/ open spaces in Kidlington are lower than elsewhere, satisfaction amongst those who do use remains in-line with the other locations. There is, however, a higher level dissatisfaction with play areas amongst those using in Kidlington than Banbury or Bicester.
- All four of the maintenance aspects examined for parks/ open spaces and play areas receive the highest ratings yet seen – all of them increasing significantly since 2012.
- Whilst the number of parks and open spaces receives similar ratings to 2012 and 2011, just under a third thinking there are not enough of these, play areas is worse rated. 40% of respondents did not think there were enough play areas in 2013, compared with 34% in 2012 and 30% in 2011.

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5. Leisure and Recreation

Leisure Facilities

- Whilst overall satisfaction with the leisure facilities provided by the Council had been demonstrating a strong upward trend between 2007 and 2012, there is a significant decrease in satisfaction scores this year (the score falling by 7% to 69% satisfied).
- Three of the leisure centres rated by those who have used received significantly lower ratings in 2013 than in 2012:
  - Bicester Leisure Centre (81% satisfied in 2012; 66% in 2013)
  - Kidlington and Gosford Leisure Centre (81% satisfied in 2012, 68% in 2013)
  - Cooper School Bicester (88% satsified in 2012, 58% in 2013 – nb only 13 users rated this centre).
- Whilst the movement isn't significant, only 79% of those using the Spiceball Leisure Centre in Banbury were satisfied in 2013 compared with 85% in 2012. The converse is true for Woodgreen Leisure Centre where 85% are satisfied compared with 78% last year.

39

5. Leisure and Recreation

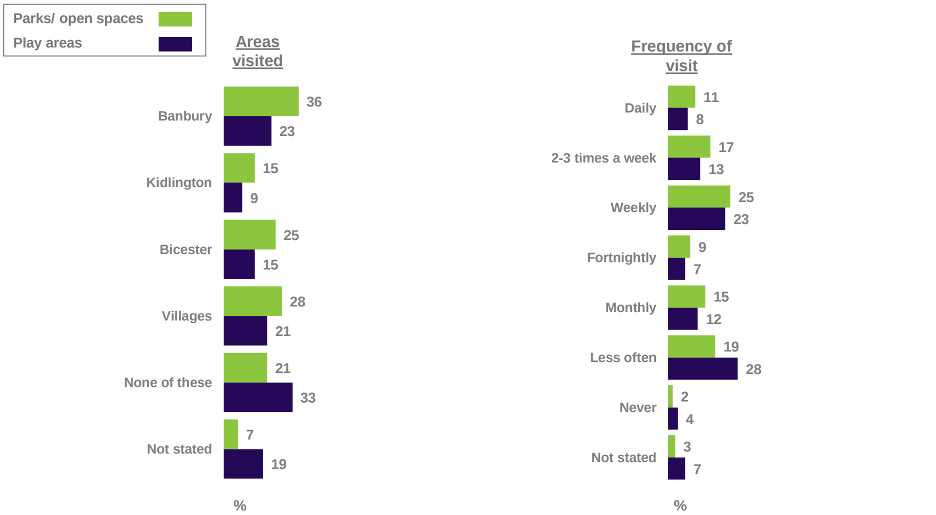
Leisure Facilities

- There is some suggestion that these decreases in satisfaction could be caused by external circumstances rather than the actual performance of the leisure centres themselves as three of the five individual ratings examined have actually increased significantly since last year and are at historically high levels:
  - Staff knowledge/ professionalism (72% satisfied compared with 61% in 2012 and 55% in 2008)
  - Cleanliness and condition of venue (70% satisfied compared with 61% in 2012 and 44% in 2008)
  - Cost of using facilities (48% satisfied compared with 38% in 2012 and 30% in 2008).
- Initial reaction from the focus groups (particularly in Banbury) suggested that whilst there were excellent facilities, these facilities were under utilised and that the council could do more to encourage 'events' within them and also to better publicise what was actually going on.

40

PARKS/ OPEN SPACES AND PLAY AREAS VISITED AND FREQUENCY OF VISITING

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE



Base: (Those answering: Parks/ open spaces 730; Play areas 729)

Base: (Those answering: Parks/ open spaces 474; Play areas 289)

Q18a. In which, if any, of the following locations have you visited/ used the parks/ open spaces in the past 12 months?
Q18b. In which, if any, of the following locations have you visited/ used the play areas in the past 12 months?
Q19a. Roughly, how often do you visit the parks/ open spaces?
Q19b. And, roughly how often do you visit the play areas?

41

OVERALL SATISFACTION WITH THE WAY PARKS AND PLAY AREAS ARE LOOKED AFTER

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE

Question wording changed

	% Very dissatisfied		% Neither satisfied nor dissatisfied			% Very satisfied	2012		2011 %		2010
Total (559)	10	8	15	54	21	75	77	*	72		74
PARK LOCATIONS VISITED:											
Banbury (206)	12	9	8	56	25	81	78	*	68	*	77
Kidlington (90)	9	5	9	57	25	82	77		67	*	79
Bicester (153)	5		17	57	22	79	84		81		79
PLAY AREA LOCATIONS VISITED:											
Banbury (114)	13	10	11	54	21	75	79	*	64	*	73
Kidlington (51)	23	21	7	52	19	71	77		73		69
Bicester (88)	11	9	17	59	14	73	83		86	*	73

N.B. – Boxes show significant difference against 2010.
* shows significant difference against total

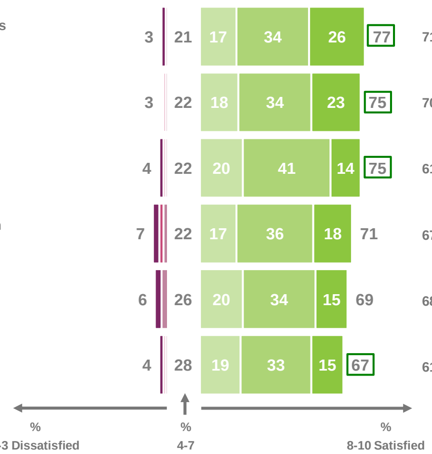
Base: (Those answering)

Q20. Overall, how satisfied or dissatisfied are you with the way parks and play areas are looked after?

42

SATISFACTION WITH DIFFERENT ASPECTS OF THE LOCAL PARKS AND PLAY AREAS

Question and response wording changed



	% 1-3 Dissatisfied	% 4-7	% 8-10 Satisfied			Total	2012		2011		2010	2009		2008
Maintenance of grass and meadow areas (590)	3	21	17	34	26	77	71	*	66		69	67	*	60
Maintenance of trees, shrubs and bedding plants (593)	3	22	18	34	23	75	70	*	65	*	73	75		72
Maintenance of outdoor sports pitches (390)	4	22	20	41	14	75	61	*	57		57	57	*	51
How safe you feel using the parks/ open spaces and play areas (550)	7	22	17	36	18	71	67	*	55		56	55		51
Cleanliness (527)	6	26	20	34	15	69	68	*	58	*	63	61		58
Maintenance of play areas and play equipment (464)	4	28	19	33	15	67	61	*	53		53	56	*	50

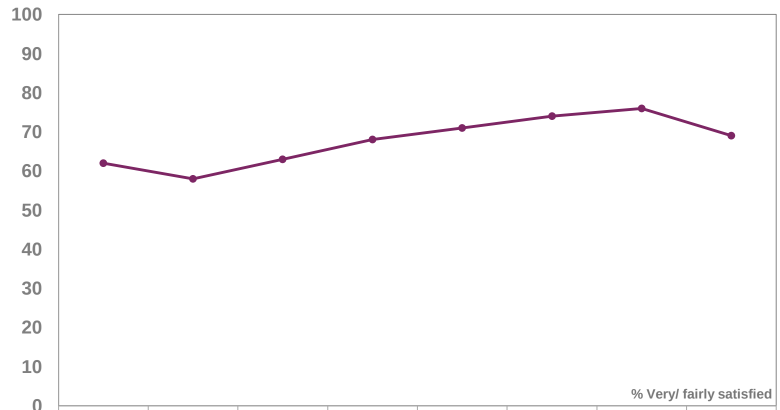
% Satisfied (8-10)

Base: (Those answering)

Q21. And how satisfied or dissatisfied are you with the following aspects of the local parks/ open spaces and play areas?

43

OVERALL SATISFACTION WITH THE LEISURE FACILITIES PROVIDED BY THE COUNCIL



	2006	2007	2008	2009	2010	2011	2012	2013
Total	62	58	63	68	71	74	76	69

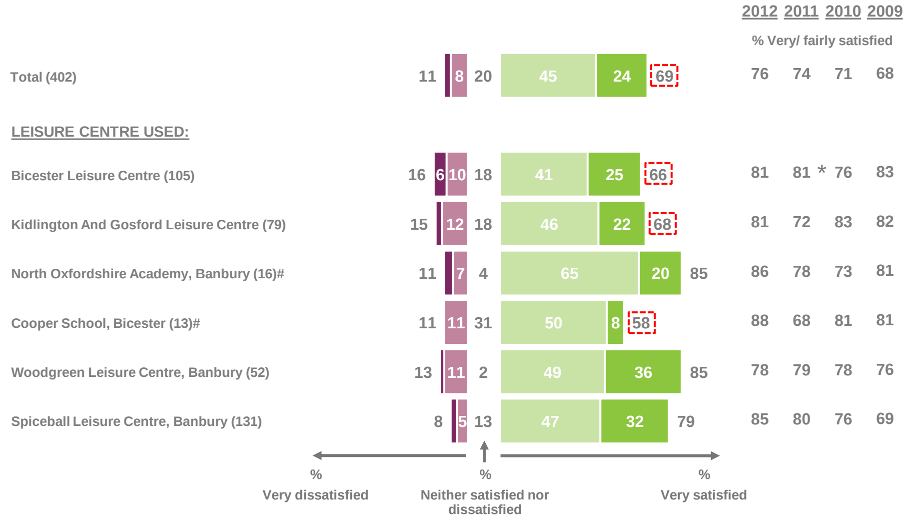
Base: (Those answering: 402)

Q24. Overall, how satisfied or dissatisfied are you with the leisure facilities provided by Cherwell District Council?

44

OVERALL SATISFACTION WITH THE LEISURE FACILITIES PROVIDED BY THE COUNCIL

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE



 # Caution: Low base size

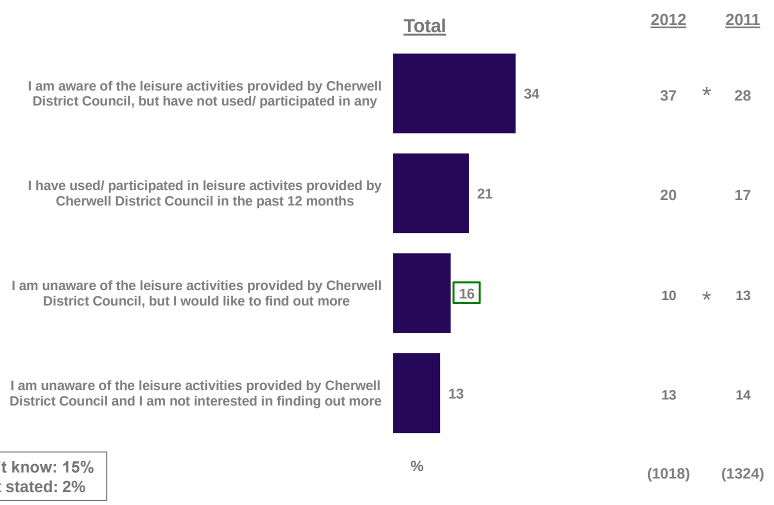
Base: (Those answering)

Q24. Overall, how satisfied or dissatisfied are you with the leisure facilities provided by Cherwell District Council?

45

USAGE/ AWARENESS OF LEISURE ACTIVITIES PROVIDED BY THE COUNCIL AND INTEREST IN THEM

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE



Don't know: 15%
Not stated: 2%

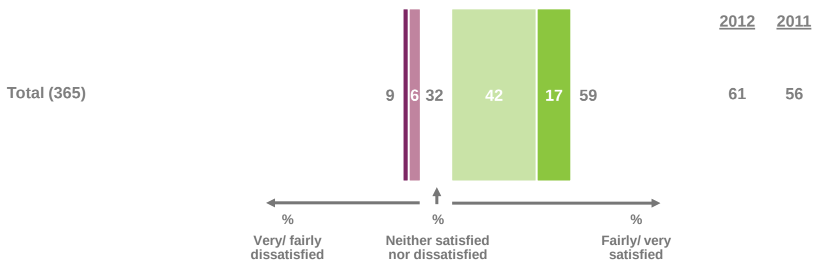
Base: (All respondents: 726)

Q26. Which of the following statements best describes you?

46

OVERALL SATISFACTION WITH THE LEISURE ACTIVITIES PROVIDED BY CHERWELL DISTRICT COUNCIL

Cherwell
DISTRICT COUNCIL
NORTH OXFORDSHIRE



Base: (Those answering)

Q27. Overall, how satisfied or dissatisfied are you with the leisure activities provided by Cherwell District Council?

47

6. Community Safety

innovation intelligence inspiration

6. Community Safety

Dealing with Anti-Social Behaviour and Nuisance

- Dealing with Anti-Social behaviour has been identified as one of the key priorities for residents. It is very encouraging therefore to see the strong upward trend in this area continue. In 2013, 56% of residents were satisfied with the Council's approach in this area, a significant improvement on 2012 and 22% higher than the rating achieved in 2006.
- Whilst these improvements are to be applauded, almost one in five respondents continue to disagree with the statement *"the police and local council are dealing with anti-social behaviour and nuisance".*
- Again, whilst there remains room for improvement, the satisfaction ratings for individual aspects of dealing with anti-social behaviour are at high levels compared to those seen historically. Two of the six factors show significant improvements and are at least 10% higher than seen in any previous year:
  - Dealing with vandalism and graffiti (41% satisfied in 2013, 28% in 2012)
  - Dealing with youths hanging around on the streets (33% satisfied in 2013, 26% in 2012)

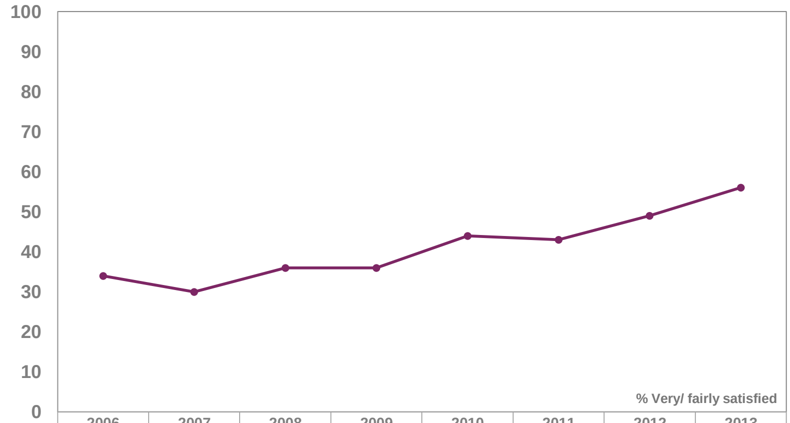
6. Community Safety

Fear of Crime

- The proportion of residents who feel safe at home or out and about in daylight remains very high (for all four of the ratings examined more than 90% feel very/ fairly safe, well over half feeling very safe).
- Despite a strong rating overall there is a significant decrease in feeling safe whilst walking alone in your local community during daylight (falling from 98% in 2012 to 94% in 2013). We would suggest that there is little other evidence to suggest there is a decreasing performance in this area and, as such, would recommend this is unlikely to be a major issue but that it should be monitored on-going to ensure that it does not become one).
- The highest levels of feeling unsafe relate to walking alone after dark. With a quarter of residents feeling unsafe when alone after dark in their local community and two-fifths in their local town centre.

OVERALL SATISFACTION WITH THE COUNCIL'S APPROACH TO DEALING WITH ANTI-SOCIAL BEHAVIOUR AND NUISANCE

Cherwell
DISTRICT COUNCIL
NORTH OXFORDSHIRE



	2006	2007	2008	2009	2010	2011	2012	2013
Total	34	30	36	36	44	43	49	56

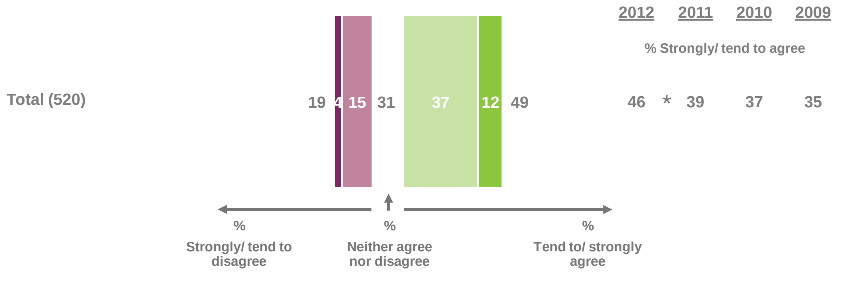
Base: (Those answering: 557)

Q28. Overall, how satisfied or dissatisfied are you with the Council's approach to dealing with anti-social behaviour and nuisance?

51

AGREEMENT THAT THE POLICE AND LOCAL COUNCIL ARE DEALING WITH ANTI-SOCIAL BEHAVIOUR AND NUISANCE

Cherwell
DISTRICT COUNCIL
NORTH OXFORDSHIRE



Base: (Those answering)

Q31. How much would you agree or disagree that the Police and Local Council are dealing with anti-social behaviour and nuisance in this area?

52

SATISFACTION WITH DIFFERENT ASPECTS OF THE WAY THE COUNCIL AND ITS PARTNERS DEAL WITH ANTI-SOCIAL BEHAVIOUR AND NUISANCE

Cherwell
DISTRICT COUNCIL
NORTH OXFORDSHIRE

+ Visual presence of police and community wardens

	% 1-3 Dissatisfied	Dissatisfied breakdown	% 4-7	Satisfied breakdown	% 8-10 Satisfied	2012	2011	2010	2009	2008
Speed of response to complaints of anti-social behaviour/ nuisance (245)	10		40	16, 23, 10	49	41	35	37	33	* 27
Noise control/ dealing with noise pollution (246)	20	8, 6, 6	40	16, 18, 7	41	34	28	* 36	34	* 28
Dealing with vandalism and graffiti (323)	16	6, 6	43	19, 15, 7	41	28	25	28	25	25
Dealing with youths hanging around on the streets (340)	26	11, 6, 9	40	16, 13	33	26	* 21	23	19	17
Visual presence of police (519)	24	8, 6, 10	46	14, 13, 5	32	31	* 26	28	26	23+
Visual presence of community wardens (450)	30	13, 6, 11	39	11, 15, 5	31	27	24	* 29	25	23+

% Satisfied (8-10) by year.

Base: (Those answering)

Q30. And how satisfied or dissatisfied are you with the following aspects of the way the Council and its partners deal with anti-social behaviour and nuisance?

53

WHETHER REPORTED ANY INCIDENTS OF ANTI-SOCIAL BEHAVIOUR OR NUISANCE IN THE PAST 12 MONTHS

Cherwell
DISTRICT COUNCIL
NORTH OXFORDSHIRE

	Total %	2012 %	2011 %	2010 %
Yes, reported incidents of anti-social behaviour/ nuisance to Cherwell District Council	5	6	6	5
Yes, reported incidents of anti-social behaviour/ nuisance to the Police	9	11	13	13
Experienced incidents of anti-social behaviour/ nuisance but not reported it	16	22	25	25
Not experienced any incidents of anti-social behaviour/ nusiance	67	62 *	58 *	62

Reported to council or police: 13%

Don't know: 6%

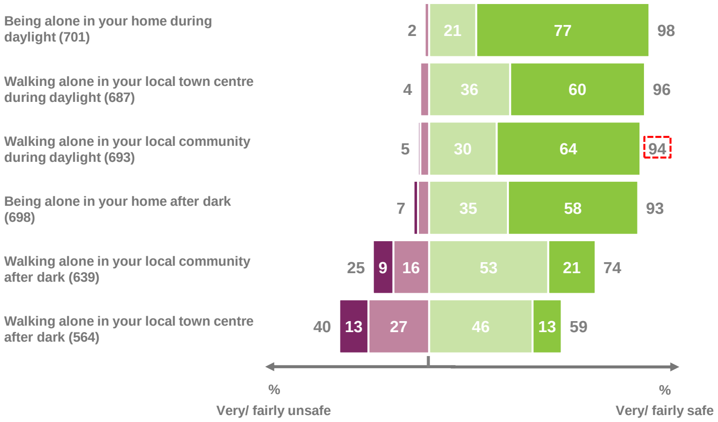
Base: (All respondents: 745)

Q29. Have you reported any incidents of anti-social behaviour/ nuisance in your local area to either of the following in the past 12 months?

54

OPINION OF HOW SAFE YOU FEEL IN THE FOLLOWING SITUATIONS

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE



% Very/ fairly safe

	2012		2011		2010		2009
Being alone in your home during daylight (701)	99	*	97		97		96
Walking alone in your local town centre during daylight (687)	97	*	95		94		N/A
Walking alone in your local community during daylight (693)	98	*	93	*	95	*	92
Being alone in your home after dark (698)	95	*	90		91	*	87
Walking alone in your local community after dark (639)	77	*	62	*	66	*	56
Walking alone in your local town centre after dark (564)	59	*	46		44		N/A

Base: (Those answering)

Q32. How safe or unsafe do you feel in each of the following situations?

55

7. Car Parking

innovation intelligence inspiration

7. Car Parking

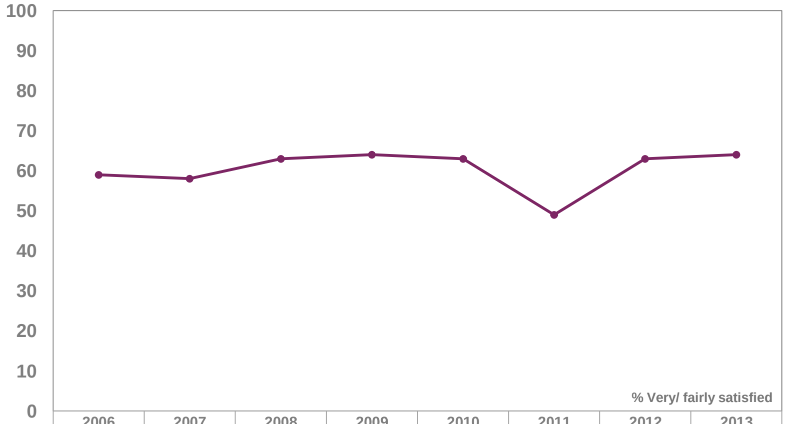
Satisfaction with Car Parking

- Satisfaction with parking has stabilised after experiencing a sharp decrease in 2011. The proportion satisfied has been at 63/64% every year since 2008 with the exception of this blip in 2011.
- Feeling safe and secure within the car parks and ease of finding them remain the two highest rated factors relating to car parking (81% satisfied with both).
- Three areas demonstrate significant improvements since last year:
  - Number and location of pay and display machines (72% satisfied in 2013, 65% in 2012)
  - Information about how long you can stay (62% satisfied in 2013, 54% in 2012)
  - Ease of payment using the mobile telephone payment system (52% satisfied in 2013, 42% in 2012)
- The qualitative research again highlighted residents dissatisfaction with having to pay to park (Witney again used as an example of a local town where parking is free and their belief that this drives footfall). This is back up by the quantitative results with 36% dissatisfied with the price of parking compared to only 30% being satisfied.

57

OVERALL SATISFACTION WITH LOCAL CAR PARKING FACILITIES

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE



	2006	2007	2008	2009	2010	2011	2012	2013
Total	59	58	63	64	63	49	63	64

Base: (Those answering: 653)

Q35. Overall, how satisfied or dissatisfied are you with the local car parking facilities?

58

SATISFACTION WITH DIFFERENT ASPECTS OF THE LOCAL CAR PARKING FACILITIES

Cherwell
DISTRICT COUNCIL
NORTH OXFORDSHIRE

+ Information about how long you can stay & price

** Response added in 2011*

	% 1-3 Dissatisfied	% 4-7	8	9	10	% 8-10 Satisfied	2012		2011		2010		2009	2008
Feeling safe/ secure (654)	2	18	18	37	26	81	79	*	69	*	75		72	70
Easy to find (654)	5	13	16	32	33	81	78		76	*	81		78	78
Number and location of pay and display machines (609)	2	25	19	34	19	72	65	*	59	*	65		63	61
Information about how long you can stay (637)	10	28	20	26	16	62	54	*	44	*	68	*	62+	59+
Information about parking on the Cherwell District Council website (222)*	8	33	22	23	14	59	51	*	36		N/A		N/A	N/A
Disabled parking facilities (299)	15	28	10	21	25	56	57	*	43	*	59		62	N/A
Information about price (603)	17	31	17	24	11	52	47	*	34	*	65		62+	59+
Ease of payment using the mobile telephone payment system (225)	15	35	17	24	11	52	42		35	*	50	*	57	43
Price of the parking (616)*	36	36	10	12	8	30	27	*	18		N/A		N/A	N/A

Base: (Those answering)

Q36. And how satisfied or dissatisfied are you with the following aspects of the local car parking facilities?

59

8. Cherwell as a place to live

innovation intelligence inspiration

8. Cherwell as a place to live

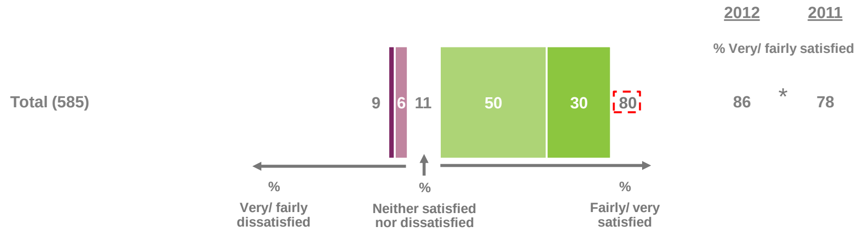
Cherwell as a place to live

- There has been a significant decrease in the overall satisfaction with respondents' local area as a place to live. Only 80% were satisfied compared with 86% in 2012. However, this is still slightly above the 78% satisfied in 2011.
- It is difficult to find any reasons for this decrease (either from this research or from the qualitative focus groups conducted). Indeed eight of the fourteen individual aspects of living in the area examined received significantly higher ratings than last year, none were lower than twelve months ago:
  - Having the opportunity to volunteer (56% satisfied in 2013, 46% in 2012)
  - How new buildings look (55% satisfied in 2013, 46% in 2012)
  - Public transport provision (53% satisfied in 2013, 46 in 2012)
  - How town centres look and feel (50% satisfied in 2013, 45% in 2012)
  - Being able to have your say (45% satisfied in 2013, 37% in 2012)
  - Town centres that attract people to shop (33% satisfied in 2013, 28% in 2012)
  - Availability of homes to rent or purchase at affordable prices (23% satisfied in 2013, 18% in 2012)
  - Availability of good quality jobs (21% satisfied in 2013, 16% in 2012)

61

SATISFACTION WITH LOCAL AREA AS A PLACE TO LIVE

Cherwell
DISTRICT COUNCIL
NORTH OXFORDSHIRE



Base: (Those answering)

Q1. Overall, how satisfied or dissatisfied are you with your local area as a place to live?

62

SATISFACTION WITH DIFFERENT ASPECTS OF LIVING IN CHERWELL

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE

** Response added in 2011*

	% 1-3 Dissatisfied		% 4-7	% 8-10 Satisfied		% Satisfied (8-10) 2012		2011		2010		2009		2008
How your local neighbourhood looks and feels (691)	5		30	22, 28, 15	65	64	*	55	*	61	*	56		54
Having the opportunity to volunteer (496)*	4		39	22, 20, 14	56	46		44		N/A		N/A		N/A
How new buildings look (705)	6		39	22, 20, 13	55	46		46	*	52		49		45
Public transport provision (684)*	12		36	17, 20, 16	53	46		44		N/A		N/A		N/A
How town centres look and feel (720)	6		44	20, 24, 6	50	45		42	*	53	*	48		44
How older buildings are looked after (704)	8		45	23, 19, 5	47	45	*	37	*	46		42		40
Being able have your say (646)*	10	5	44	17, 19, 9	45	37		34		N/A		N/A		N/A
The provision of Council services in rural areas (550)	11		50	21, 14, 5	40	38	*	30		35		31		N/A
How a balance is achieved between protecting rural environments whilst managing new development (621)	14	5, 5	52	17, 13	34	32		28		30		27		N/A
Town centres that attract people to shop (723)	18	6, 5, 7	49	15, 14	33	28		27	*	37	*	31		35
Location of jobs (482)	20	4, 8, 8	53	14, 9	27	24		20	*	24		24		25
Location of homes to rent or purchase at an affordable price for most people (534)	28	13, 6, 9	48	13, 7	23	19		18	*	22	*	16		17
Availability of homes to rent or purchase at an affordable price for most people (535)	30	14, 7, 9	48	12, 7	23	18		17	*	21	*	16		14
Availability of good quality jobs (490)	26	9, 7, 10	53	13, 6	21	16		15	*	21		20	*	25

Base: (Those answering)

Q2. And how satisfied or dissatisfied are you with the following across the District?

63

9. The Local Economy and Council Budget Priorities

innovation intelligence inspiration

9. The Local Economy and Council Budget Priorities

Perceptions of economy

- Overall, 80% of respondents remain concerned over the Nations Budget deficit, this is only slightly down on the 82% concerned last year.
- However, there are some significant improvements in relation to the District Council itself:
  - 47% agree that they trust Cherwell District Council to do what's right for residents in the current economic climate (42% agreed with this in 2012(
  - 27% agree that the economic climate in Cherwell is better than it was twelve months ago (only 21% felt this in 2012). The proportion agreeing is now also slightly higher than the proportion disagreeing (27% vs 22%).
- There would also appear to be a greater sympathy towards the Council's position, significantly fewer agreed that Council's don't need to cut services as enough money can be saved through efficiency savings (50% agree with this in 2013, 56% in 2012).
- There is also a decrease in the proportion of residents who think that, in regards to the nation's budget deficit, "we are all in it together" – 61% agreed with this twelve months ago, 55% this year.

65

9. The Local Economy and Council Budget Priorities

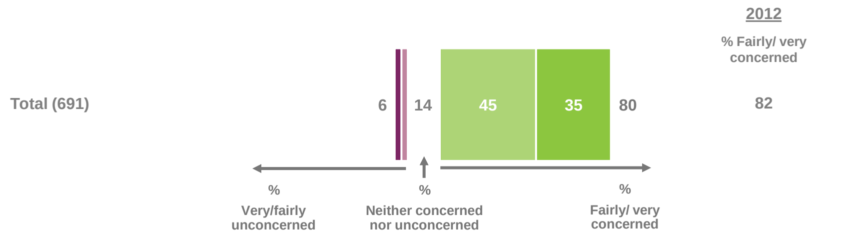
Service priorities

- There is a very clear 'top six' group of key services that it is seen as vital for the Council to maintain:
  - Household waste collection
  - Household recycling collection and food/ garden waste collection service
  - Supporting the creation of jobs in the local area
  - Street cleaning and tackling environmental crime
  - Providing affordable housing
  - Dealing with anti-social behaviour/ nuisance
- The qualitative research largely confirmed these as key areas and suggested that those that fell outside of this top group were nice to haves (however, this did not suggest that they were unimportant or that efforts in these areas were not expected/ appreciated).

66

CONCERN REGARDING THE NATION'S BUDGET DEFICIT

Cherwell District Council North Oxfordshire



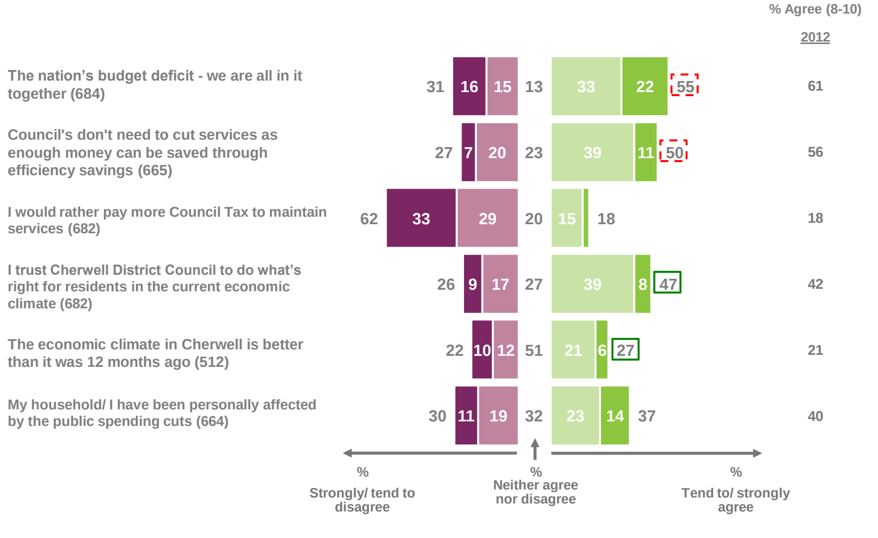
Base: (Those answering)

Q41. The nation's budget deficit and the need to rein in public spending are being discussed extensively. Overall, how concerned, if at all, are you about the nation's budget deficit?

67

AGREEMENT WITH STATEMENTS REGARDING THE NATION'S BUDGET DEFICIT

Cherwell District Council North Oxfordshire



Base: (Those answering)

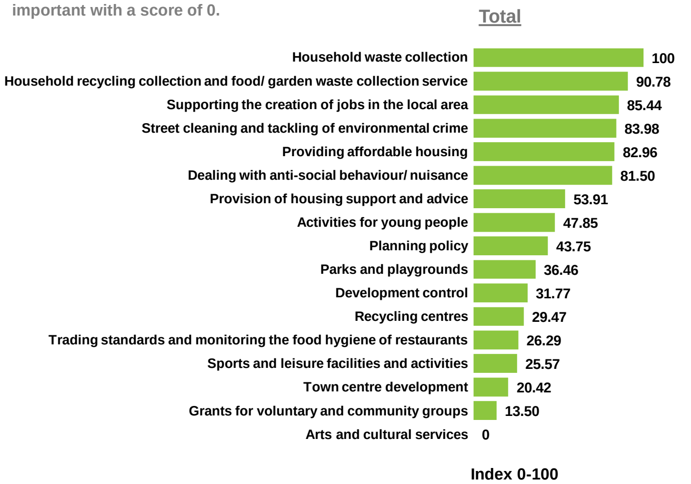
Q42. Below is a list of statements that people have made about the nation's budget deficit. To what extent do you agree or disagree with each of the following statements?

68

KEY SERVICES TO BE MAINTAINED – CONJOINT ANALYSIS

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE

The following chart provides an index of relative importance. The service area perceived as most important to residents receives a score of 100 with descending scores to the service perceived as least important with a score of 0.



Base: (Those answering)

Q43. It is important for Cherwell District Council to understand which services are most important to residents in the current economic climate. From the following pairs of Council Services, which would you prioritise for maintaining the current level of service provision?

69

10. Information Provision

innovation intelligence inspiration

10. Information Provision

Information Provision

- The proportion of respondents who feel very/ fairly well informed about benefits and services remains fairly consistent over time – 70% saying this in 2013, 71% in 2012 and 69% in 2006.
- There is a similar consistency in ratings for being informed about what the Council spends its money on – two-thirds feels well informed, a third not well informed.
- Three-quarters tend to be satisfied with Cherwell Link and the Council's website.
- There continues to be evidence that those who feel well informed in general and those who use either Cherwell Link or the Council's website tend to be more satisfied with the Council overall and think it provides value for money.
- There was some suggestion in the qualitative research that residents would like to see more about activities provided within the area and less on the Council's internal news, e.g. appointments/ promotions etc.

71

MOST POPULAR SOURCE OF INFORMATION ABOUT CHERWELL DISTRICT COUNCIL

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE

	Total %	2012 %	2011 %	2010 %	2009 %
Cherwell link	65	66	* 57	57	56
Local newspapers	34	31	30	32	* 52
Parish news newsletter	26	25	* 18	* 25	24
Cherwell district council website	25	22	19	* 25	* 21
Cherwell district council leaflets	24	22	23	* 32	32
Friends/ family and neighbours	24	23	22	21	23
Cherwell district council magazines	20	20	20	22	24
Local radio	13	11	10	* 13	* 16
Local tv news	11	10	9	9	* 14
Cherwell district council posters	9	6	5	5	* 7
Contact with elected councillors	7	6	3	4	5
Information from other organisations (e.g. county council, schools, doctors etc.)	7	9	7	9	* 12
Contact with council staff	6	6	5	6	7
Local groups and committees (e.g tenant's or residents' associations, voluntary or community groups)	5	3	4	4	5
Public meetings	2	3	2	2	* 4
Other	1	1	1	* 2	2
None of these	1	1	2	2	2
		(903)	(1324)	(1209)	(1207)

79% have actually used Cherwell Link and 52% the Council website

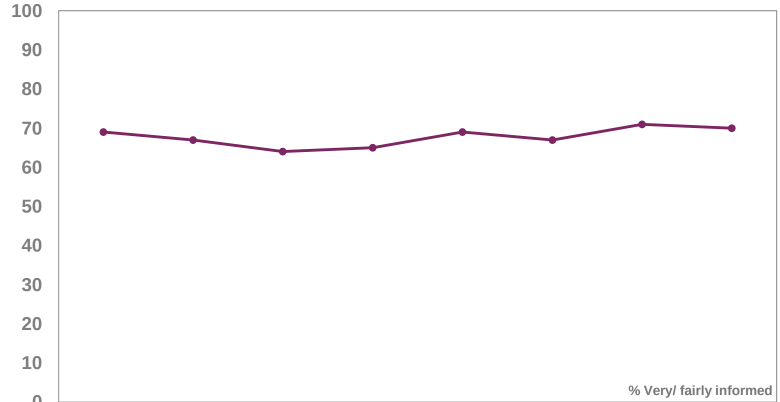
Base: (Those answering: 722)

Q46. From which, if any, of the following do you obtain most of your information about Cherwell District Council?

72

HOW WELL INFORMED CHERWELL DISTRICT COUNCIL KEEPS RESIDENTS ABOUT THE BENEFITS AND SERVICES IT PROVIDES

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE



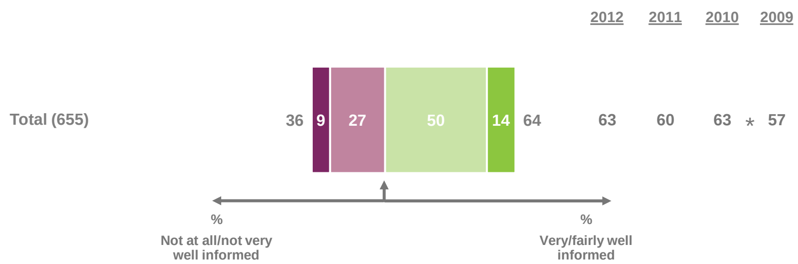
	2006	2007	2008	2009	2010	2011	2012	2013
Total	69	67	64	65	69	67	71	70

Base: (Those answering: 666)

Q38. How well informed, if at all, does Cherwell District Council keep residents about the benefits and services it provides?

HOW WELL INFORMED CHERWELL DISTRICT COUNCIL KEEPS RESIDENTS ABOUT WHAT THE COUNCIL SPENDS MONEY ON

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE



Base: (Those answering)

Q39. How well informed, if at all, does Cherwell District Council keep residents about what the Council spends money on?

SATISFACTION WITH CHERWELL LINK/ CHERWELL DISTRICT COUNCIL WEBSITE

Cherwell
DISTRICT COUNCIL
NORTH OXFORDSHIRE

	% 1-3 Dissatisfied	% 4-7				% 8-10 Satisfied	2012		2011	2010	2009	2008
Cherwell Link (the Council magazine) (377)	1	24	16	34	24	74	76	*	67	70	67	68
Cherwell District Council website (215)	1	23	17	33	25	75	68		61	64	63	62

% Satisfied (8-10): 2012, 2011, 2010, 2009, 2008

Base: (Those answering)

Q48. And how satisfied or dissatisfied are you with the following?

75

11. Contacting the Council

innovation intelligence inspiration

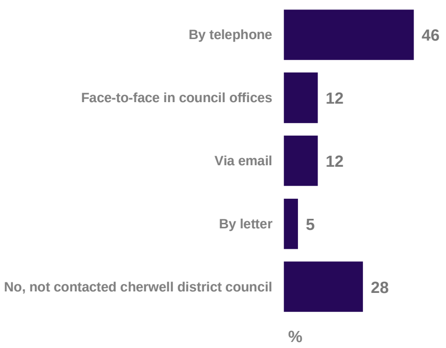
11. Contacting the Council

Satisfaction with Contact

- Around a quarter of respondents said they had not ever had any contact with the Council.
- Almost a half last contacted by phone, 12% went to the Council's offices and 12% via email. Only 5% wrote a letter.
- There is a significant increase in satisfaction with:
  - Being able to speak to the right person (74% satisfied in 2013, 65% in 2012)
  - Speed of response (68% satisfied in 2013, 62% in 2012)
- Staff also received significantly improved ratings in two areas:
  - Using plain English/ not speaking in Jargon (86% satisfied in 2013, 81% in 2012)
  - Making people feel respected/ listened to (81% satisfied in 2012, 75% in 2012)

METHOD OF CONTACTING THE COUNCIL

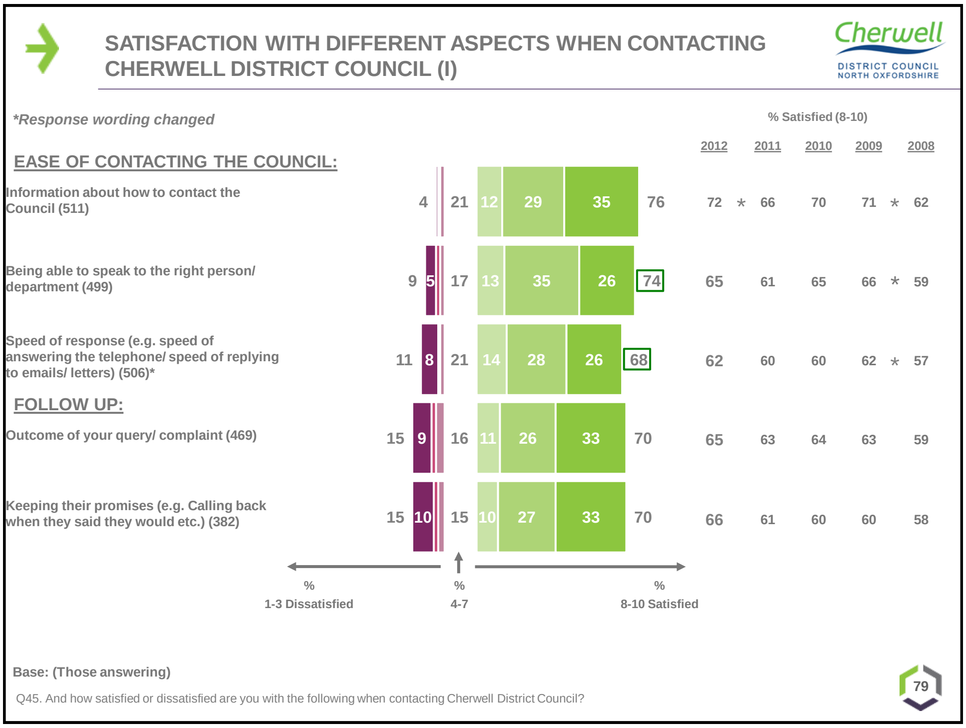
Cherwell
DISTRICT COUNCIL
NORTH OXFORDSHIRE

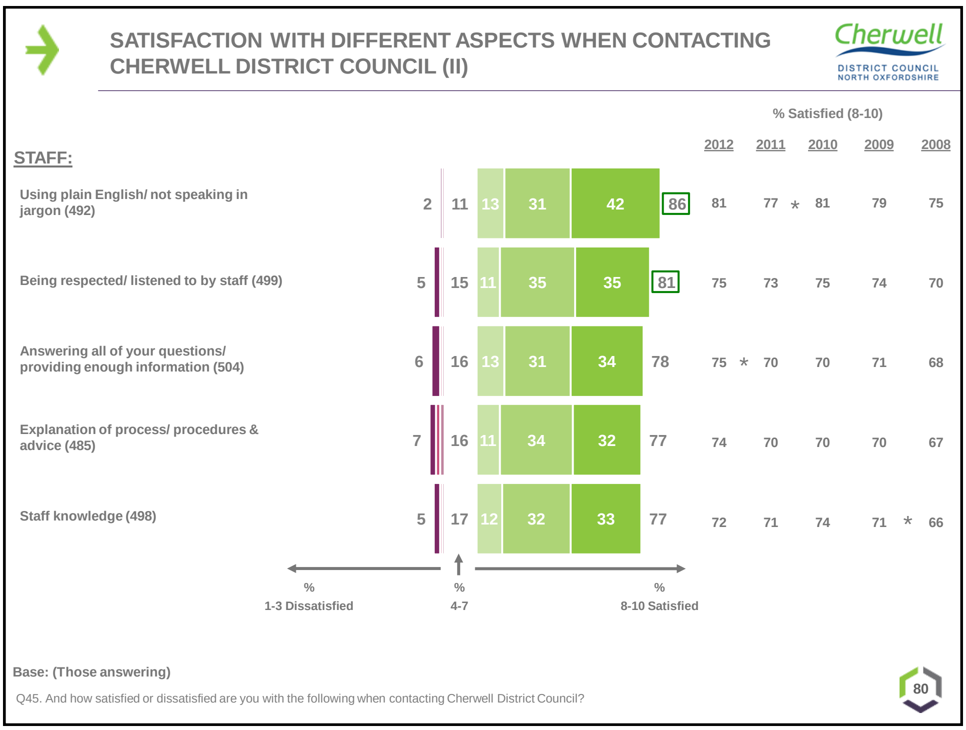


	2012	2011	2010	2009	2008
			%		
By telephone	50	48	* 56	* 52	54
Face-to-face in council offices	10	12	11	* 14	* 10
Via email	12	10	10	* 6	5
By letter	6	* 4	5	6	8
No, not contacted cherwell district council	25	27	* 22	25	22
	(901)	(1324)	(1210)	(1260)	(1049)

Base: (All respondents: 722)

Q44. Have you ever contacted Cherwell District Council? If so, how did you last contact the Council?


SATISFACTION WITH DIFFERENT ASPECTS WHEN CONTACTING CHERWELL DISTRICT COUNCIL (I)
Cherwell
DISTRICT COUNCIL
NORTH OXFORDSHIRE
*Response wording changed
% Satisfied (8-10)
2012 2011 2010 2009 2008
EASE OF CONTACTING THE COUNCIL:
Information about how to contact the Council (511) 4 21 12 29 35 76 72 * 66 70 71 * 62
Being able to speak to the right person/ department (499) 9 5 17 13 35 26 74 65 61 65 66 * 59
Speed of response (e.g. speed of answering the telephone/ speed of replying to emails/ letters) (506)* 11 8 21 14 28 26 68 62 60 60 62 * 57
FOLLOW UP:
Outcome of your query/ complaint (469) 15 9 16 11 26 33 70 65 63 64 63 59
Keeping their promises (e.g. Calling back when they said they would etc.) (382) 15 10 15 10 27 33 70 66 61 60 60 58
%
1-3 Dissatisfied
%
4-7
%
8-10 Satisfied
Base: (Those answering)
Q45. And how satisfied or dissatisfied are you with the following when contacting Cherwell District Council?
79


SATISFACTION WITH DIFFERENT ASPECTS WHEN CONTACTING CHERWELL DISTRICT COUNCIL (II)
Cherwell
DISTRICT COUNCIL
NORTH OXFORDSHIRE
% Satisfied (8-10)
2012 2011 2010 2009 2008
STAFF:
Using plain English/ not speaking in jargon (492) 2 11 13 31 42 86 81 77 * 81 79 75
Being respected/ listened to by staff (499) 5 15 11 35 35 81 75 73 75 74 70
Answering all of your questions/ providing enough information (504) 6 16 13 31 34 78 75 * 70 70 71 68
Explanation of process/ procedures & advice (485) 7 16 11 34 32 77 74 70 70 70 67
Staff knowledge (498) 5 17 12 32 33 77 72 71 74 71 * 66
%
1-3 Dissatisfied
%
4-7
%
8-10 Satisfied
Base: (Those answering)
Q45. And how satisfied or dissatisfied are you with the following when contacting Cherwell District Council?
80