



Cherwell

DISTRICT COUNCIL
NORTH OXFORDSHIRE

Cherwell District Council

Customer Satisfaction Survey 2015 Key Points

Summary

Overall satisfaction and perceptions of value for money continue to rise . Better perception of Council operatives/ initiatives attending to the local environment is helping, along with access to leisure facilities/ activities

The Cherwell District as a place to live is at its highest level to-date and trust that Cherwell District Council 'will do what is best for residents' has increased.

Measures for dealing with anti-social behaviour must be monitored after a small decrease in satisfaction overall

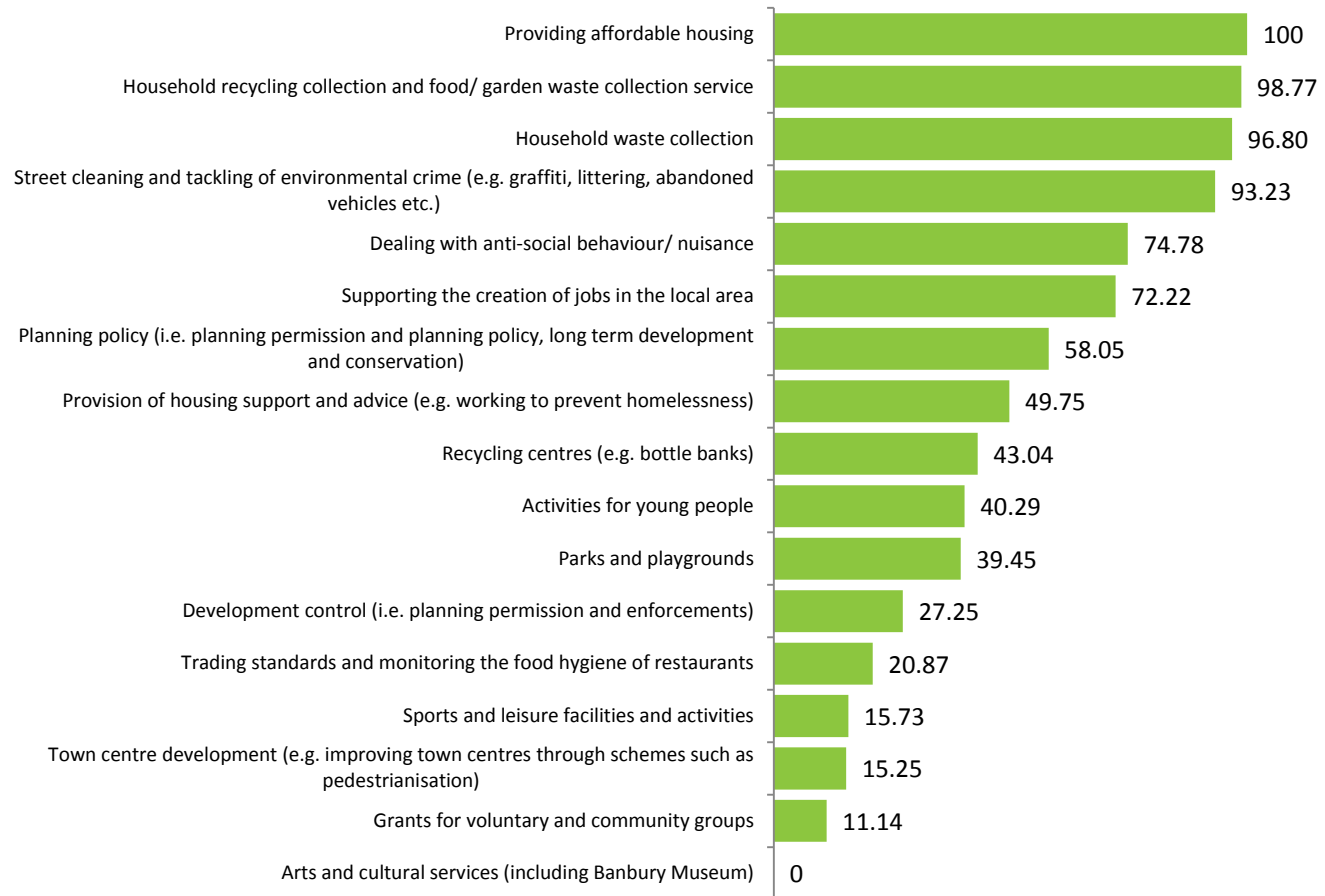
- Residents have noticed improvements to the cleanliness of their local area (town/ parks etc.) which is helping drive positive perceptions of the Council.
- Consistently high levels delivering the Council's core 'hygiene' services such as refuse/ recycling etc. is encouraging a level of trust among residents that they are receiving value for money.
- The cleanliness/ upkeep of parks and recreational areas must be monitored and the condition of some sports/ play areas need to have declines in ratings addressed.

- Agreement that the police and local council were dealing with anti-social behaviour and nuisance had been increasing and reached 51% in 2014. However, 2015 sees this reduce to 44%. The District Council must ensure that any initiatives in place up until 2015 to tackle these issues are retained.
- A presence of authority, particularly at night, would help residents' feeling of security.
- There has been a decline in the numbers using car parks in Banbury & Kidlington.
- Paying by mobile phone and cost are still the main sources of dissatisfaction for car parking.

- Concerns persist about the availability of affordable housing and how a balance will be struck between rural preservation and housing development.
- Indicating a more buoyant economy, there is greater satisfaction with the location of jobs.
- However, despite fewer people saying they are affected by spending cuts, any sense of confidence is precarious - the economy and national budget deficit remains a cause of concern.
- It is positive that trust and transparency in the Council in this climate is recorded.

Budget consultation - key services to be maintained

Conjoint Analysis



Base: (Those answering: 327)

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?

Budget consultation - key services to be maintained

Conjoint Analysis – Positioning Comparison

	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>
Providing affordable housing	1 st	4 th	5 th	5 th
Household recycling collection and food/ garden waste collection service	2 nd	2 nd	2 nd	3 rd
Household waste collection	3 rd	1 st	1 st	1 st
Street cleaning and tackling of environmental crime	4 th	5 th	4 th	4 th
Dealing with anti-social behaviour/ nuisance	5 th	3 rd	6 th	6 th
Supporting the creation of jobs in the local area	6 th	6 th	3 rd	2 nd
Planning policy	7 th	8 th	9 th	10 th
Provision of housing support and advice	8 th	7 th	7 th	8 th
Recycling centres	9 th	13 th	12 th	13 th
Activities for young people	10 th	9 th	8 th	7 th
Parks and playgrounds	11 th	10 th	10 th	9 th
Development control	12 th	11 th	11 th	15 th
Trading standards and monitoring the food hygiene of restaurants	13 th	12 th	13 th	11 th
Sports and leisure facilities and activities	14 th	14 th	14 th	12 th
Town centre development	15 th	15 th	15 th	16 th
Grants for voluntary and community groups	16 th	16 th	16 th	14 th
Arts and cultural services	17 th	17 th	17 th	17 th
Base:	(327)	(445)	(724)	(1018)

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?

Information Provision

Most popular source of information about Cherwell District Council

		%					
		<u>2014</u>	<u>2013</u>	<u>2012</u>	<u>2011</u>	<u>2010</u>	<u>2009</u>
Cherwell link	67	74	65	66	57	57	56
Cherwell district council website	25	37	25	22	19	25	21
Parish news newsletter	31	30	26	25	18	25	24
Cherwell district council leaflets	26	24	24	22	23	32	32
Cherwell district council magazines	23	24	20	20	20	22	24
Friends/ family and neighbours	23	18	24	23	22	21	23
Local groups and committees	8	11	5	3	4	4	5
Contact with council staff	4	10	6	6	5	6	7
Cherwell district council posters	7	9	9	6	5	5	7
Contact with elected councillors	10	9	7	6	3	4	5
Information from other organisations	11	9	7	9	7	9	12
Twitter or Facebook	10	9	7	9	7	9	12
Public meetings	6	9	N/A	N/A	N/A	N/A	N/A
Local newspapers	0	6	2	3	2	2	4
Local tv news	0	2	34	31	30	32	52
Local radio	0	2	11	10	9	9	14
Other	0	1	13	11	10	13	16
None of these	1	2	1	1	1	2	2
		1	1	1	2	2	2

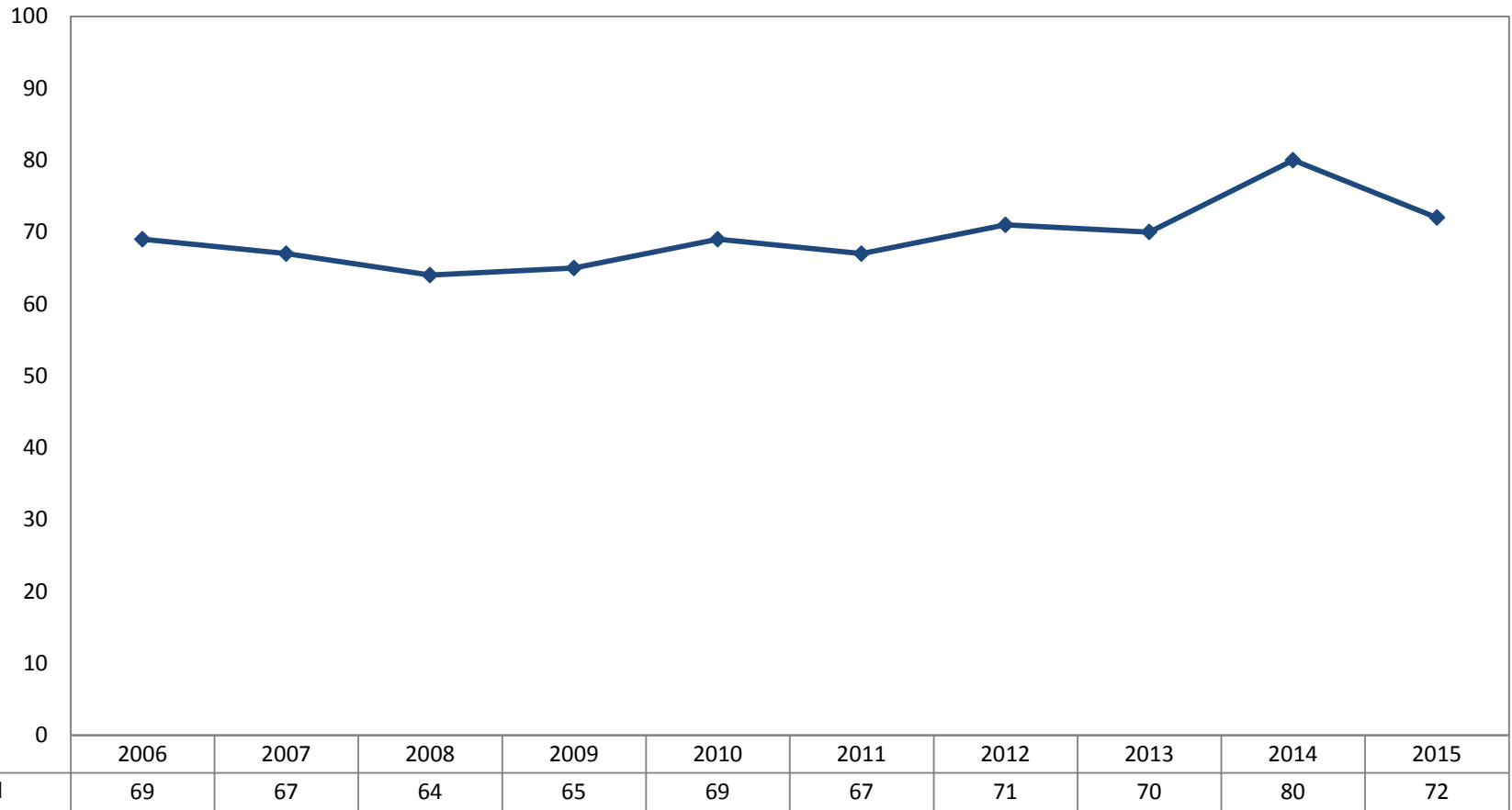
78% have actually used Cherwell Link and 54% the Council website

(443) (722) (903) (1324) (1209) (1207)

Base: (Those answering: 424)

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

How well informed Cherwell District Council keeps residents about the benefits and services it provides



Base: (Those answering: 404)

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