Cherwell District Council

Executive

2 October 2017

Results of the Residents' Satisfaction Survey 2017

Report of Director – Strategy & Commissioning

This report is public

Purpose of report

This report provides a summary of the key messages from the Annual Residents' Satisfaction Survey which was undertaken between 8 May and 16 June 2017. Full details from the survey are contained in Appendix 1 which is the full report delivered by the independent company who managed the survey on behalf of Cherwell District Council (CDC).This report also outlines recommended actions to further develop the Annual Residents' Satisfaction Survey as an integral part of CDC's consultation with residents.

1.0 Recommendations

The meeting is recommended to:

1.1 Note the contents of the report and appendices

1.2 Make use of the appropriate results as part of the annual Business Planning objectives and targets setting for 2018/19

1.3 Agree that the 2017 results are used for future target setting and benchmarking

2.0 Introduction

2.1 This is the second year of the joint (with South Northamptonshire) three-year contract with Marketing Means, who manage the annual residents' satisfaction survey for CDC with the Strategic Intelligence & Insight Team (SII team) following a re-tender of the contract in 2015/16.

2.2 The question base was varied (in consultation with service managers) as per the recommendations from last year's survey. High density questions were removed to reduce the volume. However these questions will be captured as part of the 'deeper dive' service specific consultations.

2.3   The survey was sent out to a random sample of 3,500 households across the Cherwell District with a further reminder mailing issued to those respondents who had not replied.

The reason for stratifying the sample by ward in the first instance is to assist with achieving a geographically representative response to the survey. The Land Registry database was cross-referenced with the Council Tax list to ensure (as far as possible) that all the properties delivered to were currently occupied. This was a very successful approach as the number of undelivered surveys reduced from 112 in 2016 to 10 in 2017.

A total of 1,071 surveys were returned - giving a response rate of 31%. This is an increase from 1,034 returned in 2016.

2.4   All households in the sample received a postal survey with an opportunity to complete the survey online. 82 (8%) online surveys were completed (which are included in the response rate above).

2.5   The final respondent profile has been weighted by age and gender in order to be more reflective of Cherwell's population as a whole (using the Office for National Statistics Mid Year population estimates 2015). The respondent profiles within this report illustrate the unweighted and weighted data achieved.

2.6   For key questions, respondents were asked to state whether they were:

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

For the purpose of the key messages below and the full report (Appendix 1), 'Fairly satisfied' and 'Very satisfied' have been combined to 'satisfied' and 'Fairly dissatisfied' and 'Very dissatisfied' have been combined to 'Dissatisfied'.

2.7   More specific questions asked the respondent for a rating between 1 and 10, where 1 is very satisfied and 10 is very dissatisfied.

For the purpose of the key messages below and the full report (Appendix 1), the following groupings have been applied to these ratings:

- Very satisfied (1,2)
- Fairly satisfied (3,4)
- Neither satisfied nor dissatisfied (5,6)
- Fairly dissatisfied (7,8)
- Very dissatisfied (9,10)

Where people have not answered a question, they have not been included in calculating the percentage satisfied/dissatisfied answers.

3.0   Report Details

Headline key results
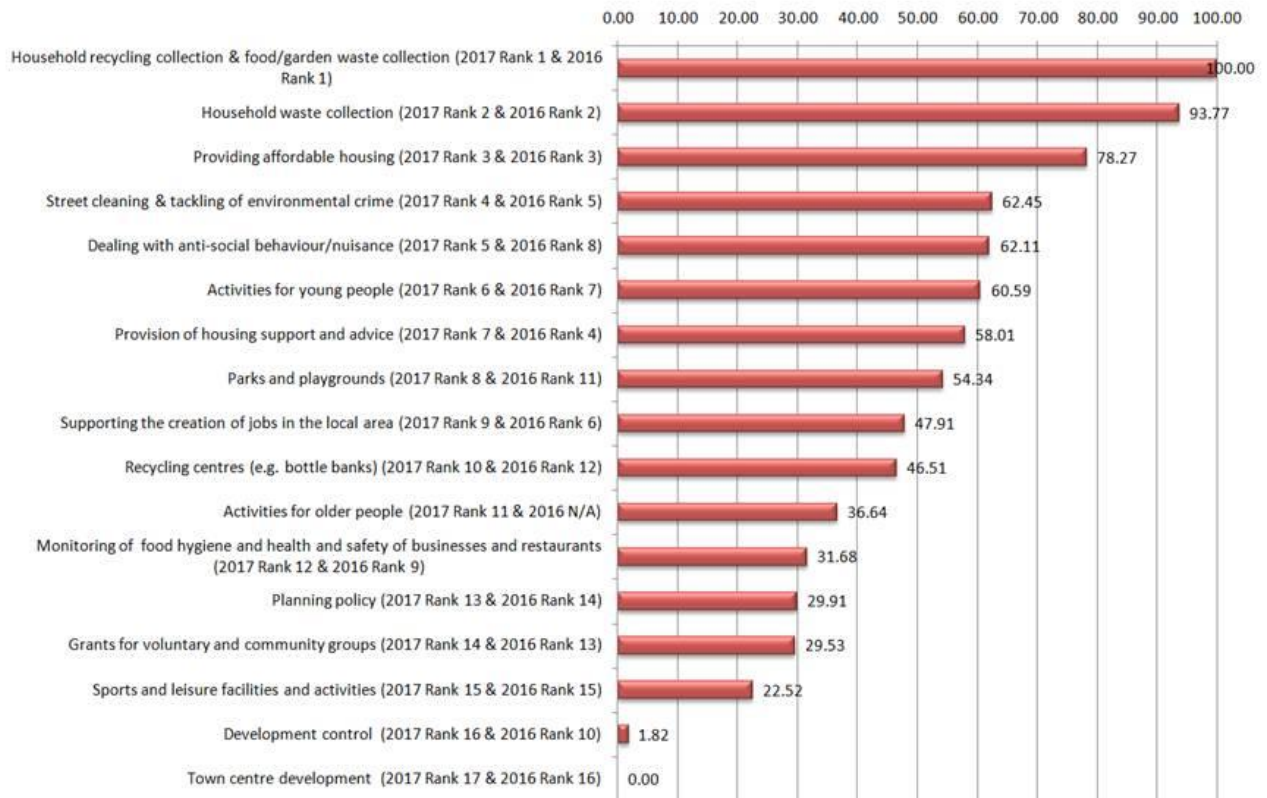
3.1   Satisfaction with the local area as a place to live has increased from 80% in 2016 to 82% this year. See Appendix 2 – map

3.2   Satisfaction with the services provided by Cherwell District Council overall is 62%, a fall from 69% in 2016. However, there is not an increase in dissatisfaction, this remains exactly the same at 12%. The number of people who answered 'neither satisfied nor dissatisfied' has increased from 19% last year to 25% this year.

3.3   Table 1. A high level overview of the overarching questions compared to last year's results, including respondent numbers. *% has been rounded where applicable.* (the number of respondents per question is in brackets)

	Overarching Questions (completed by 1071 residents)	2017	2016	Change
Overall Satisfaction	Satisfaction with local area as a place to live	**82% (1033)**	80% (1001)	**2%**
	Satisfaction with services provided by CDC	**62% (1016)**	69% (1001)	**-7%**
Value for Money	Agree that CDC provides value for money	**42% (930)**	35% (907)	**7%**
	Did **not** feel informed about the benefits and services the Council provides	**47% (969)**	40% (935)	**7% (negative)**
	Did **not** feel informed about what the Council spends money on	**48% (955)**	51% (922)	**-3% (positive)**
Environmental Services	Satisfaction with Green bin collection service	**86% (1052)**	82% (1016)	**4%**
	Satisfaction with household recycling collection service	**84% (1046)**	80% (1006)	**4%**
	Satisfaction with food and waste collection service	**86% (1039)**	83% (982)	**3%**
	Satisfaction with recycling centres	**82% (1034)**	77% (963)	**5%**
	Satisfaction with street cleaning service	**69% (1021)**	62% (972)	**7%**
Leisure Services	Satisfaction with way parks and play areas are looked after	**70% (896)**	69% (825)	**1%**
	Satisfaction with leisure facilities provided by the Council	**57% (866)**	63% (686)	**-6%**
	Satisfaction with leisure activities provided by the Council	**50% (597)**	54% (604)	**-4%**
Community Safety	Satisfaction with Council's approach to dealing with ASB and nuisance	**37% (766)**	42% (730)	**-5%**
Car Parking	Satisfaction with local car parking facilities managed by CDC	**48% (998)**	62% (939)	**-14%**

4.0 Analysis of 2017 results

4.1 The Priorities Question 7 asks 'Which council services would you prioritise for maintaining the current level of service provision'.

This was responded to by 1057 compared to 1012 residents in 2016.

Service	Value
Household recycling collection & food/garden waste collection (2017 Rank 1 & 2016 Rank 1)	100.00
Household waste collection (2017 Rank 2 & 2016 Rank 2)	93.77
Providing affordable housing (2017 Rank 3 & 2016 Rank 3)	78.27
Street cleaning & tackling of environmental crime (2017 Rank 4 & 2016 Rank 5)	62.45
Dealing with anti-social behaviour/nuisance (2017 Rank 5 & 2016 Rank 8)	62.11
Activities for young people (2017 Rank 6 & 2016 Rank 7)	60.59
Provision of housing support and advice (2017 Rank 7 & 2016 Rank 4)	58.01
Parks and playgrounds (2017 Rank 8 & 2016 Rank 11)	54.34
Supporting the creation of jobs in the local area (2017 Rank 9 & 2016 Rank 6)	47.91
Recycling centres (e.g. bottle banks) (2017 Rank 10 & 2016 Rank 12)	46.51
Activities for older people (2017 Rank 11 & 2016 N/A)	36.64
Monitoring of food hygiene and health and safety of businesses and restaurants (2017 Rank 12 & 2016 Rank 9)	31.68
Planning policy (2017 Rank 13 & 2016 Rank 14)	29.91
Grants for voluntary and community groups (2017 Rank 14 & 2016 Rank 13)	29.53
Sports and leisure facilities and activities (2017 Rank 15 & 2016 Rank 15)	22.52
Development control (2017 Rank 16 & 2016 Rank 10)	1.82
Town centre development (2017 Rank 17 & 2016 Rank 16)	0.00

Key services to be maintained by the Council were identified as:
- Household recycling collection and food/garden waste collections
- Household waste collection
- Providing affordable housing

These three key services remain unchanged from 2016

The three services rated lowest in terms of maintaining current level of service provision:
- Sports and leisure facilities and activities
- Development control (e.g. planning permission and enforcements)
- Town centre development (e.g. improving town centres through schemes such as pedestrianisation)
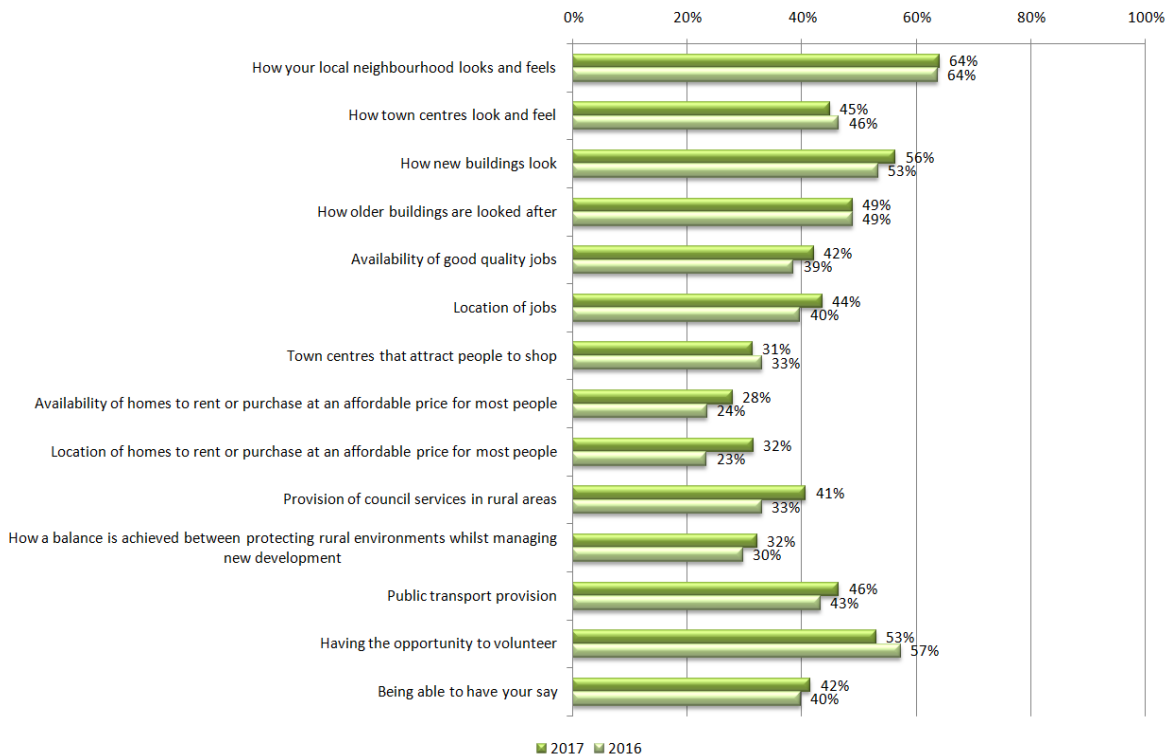
The top three key services to be maintained remain unchanged from 2016

Through consultation with services around the questions the 'Arts & Culture' service was replaced with 'Activities for older people'. Hence there isn't any data to compare with 2016 results.
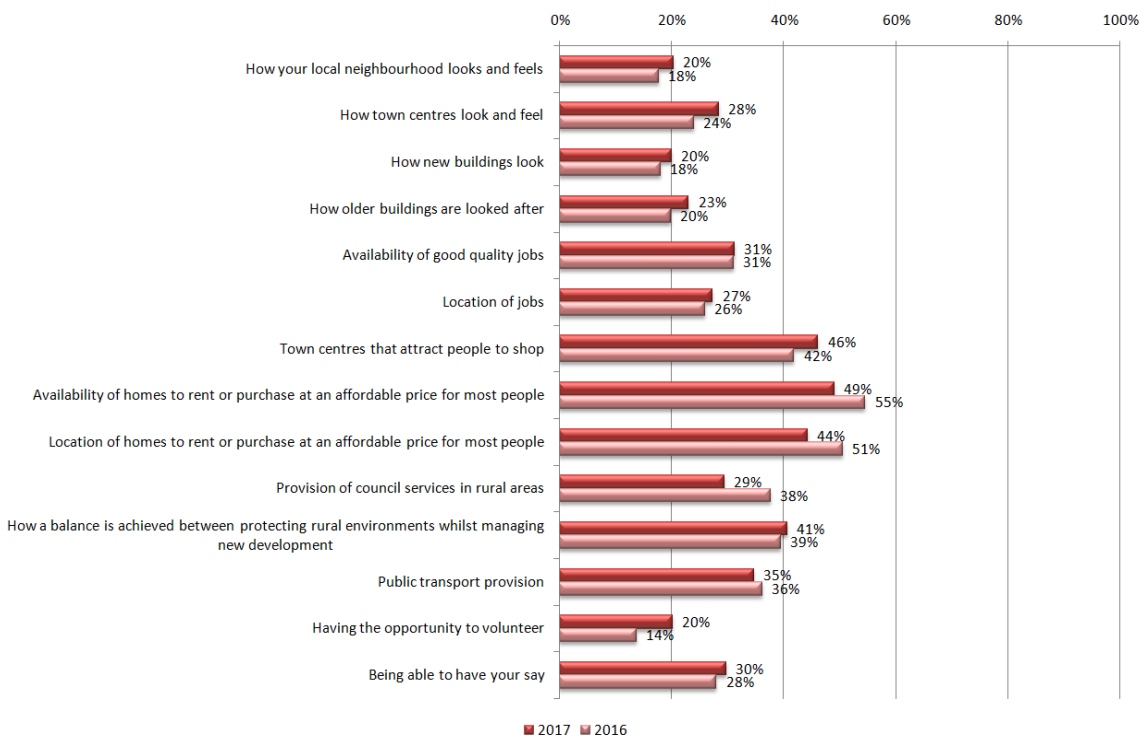
4.2   Aspects of the District. 'How satisfied or dissatisfied are you with the following across the district, where 1 is very satisfied and 10 is very dissatisfied?'

The tables below show how residents felt about aspects of the district comparing 2016 and 2017.

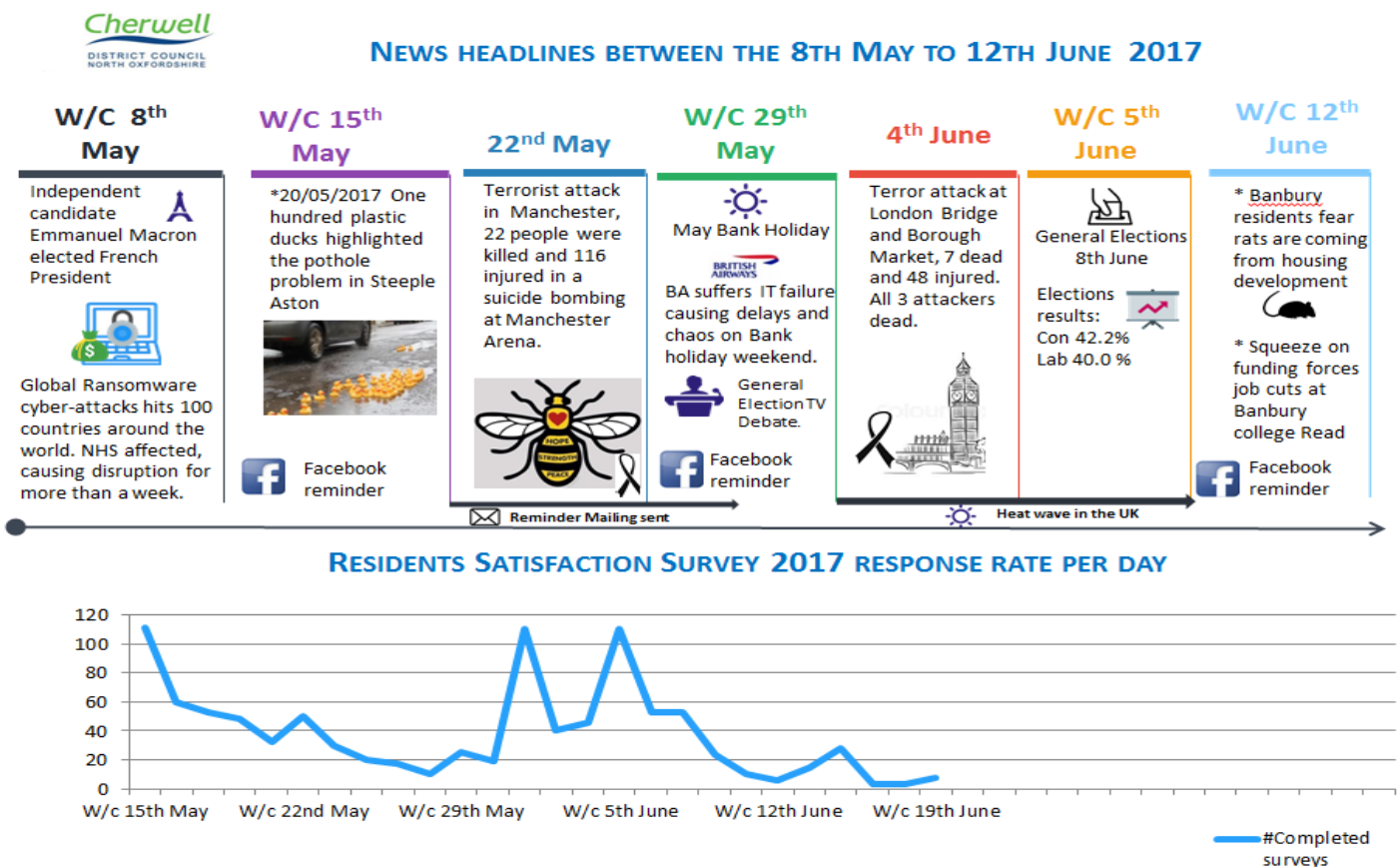**Satisfaction (scored 1-4) with aspects of the district**

Aspect	2017	2016
How your local neighbourhood looks and feels	64%	64%
How town centres look and feel	45%	46%
How new buildings look	56%	53%
How older buildings are looked after	49%	49%
Availability of good quality jobs	42%	39%
Location of jobs	44%	40%
Town centres that attract people to shop	31%	33%
Availability of homes to rent or purchase at an affordable price for most people	28%	24%
Location of homes to rent or purchase at an affordable price for most people	32%	23%
Provision of council services in rural areas	41%	33%
How a balance is achieved between protecting rural environments whilst managing new development	32%	30%
Public transport provision	46%	43%
Having the opportunity to volunteer	53%	57%
Being able to have your say	42%	40%

■ 2017 ■ 2016

Dissatisfaction (scored 7-10) with aspects of the district

Aspect	2017	2016
How your local neighbourhood looks and feels	20%	18%
How town centres look and feel	28%	24%
How new buildings look	20%	18%
How older buildings are looked after	23%	20%
Availability of good quality jobs	31%	31%
Location of jobs	27%	26%
Town centres that attract people to shop	46%	42%
Availability of homes to rent or purchase at an affordable price for most people	49%	55%
Location of homes to rent or purchase at an affordable price for most people	44%	51%
Provision of council services in rural areas	29%	38%
How a balance is achieved between protecting rural environments whilst managing new development	41%	39%
Public transport provision	35%	36%
Having the opportunity to volunteer	20%	14%
Being able to have your say	30%	28%

■ 2017 ■ 2016

5.0   Context during the consultation period 8 May to 16 June

This year's survey was launched on 8 May. The illustration below shows some of the headlines featuring in the news, weather and when survey reminders were sent out to residents via social media. The second part of the image illustrates response rates per day. Whilst we cannot say evidentially if any of the news events triggered responses, this is useful information from a local, national/international contextual point of view.

Within the first five weeks, a global cyber-attack occurred; two terrorist attacks in the UK and a general election were amongst the news, along with a heat wave. The illustration below shows a peak from the go-live launch and as a result of social media communications/reminders.

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE

NEWS HEADLINES BETWEEN THE 8TH MAY TO 12TH JUNE 2017

W/C 8th May
Independent candidate Emmanuel Macron elected French President

Global Ransomware cyber-attacks hits 100 countries around the world. NHS affected, causing disruption for more than a week.

W/C 15th May
*20/05/2017 One hundred plastic ducks highlighted the pothole problem in Steeple Aston

Facebook reminder

22nd May
Terrorist attack in Manchester, 22 people were killed and 116 injured in a suicide bombing at Manchester Arena.

Reminder Mailing sent

W/C 29th May
May Bank Holiday

BA suffers IT failure causing delays and chaos on Bank holiday weekend.

General Election TV Debate.

Facebook reminder

4th June
Terror attack at London Bridge and Borough Market, 7 dead and 48 injured. All 3 attackers dead.

W/C 5th June
General Elections 8th June

Elections results:
Con 42.2%
Lab 40.0 %

Heat wave in the UK

W/C 12th June
* Banbury residents fear rats are coming from housing development

* Squeeze on funding forces job cuts at Banbury college Read

Facebook reminder

RESIDENTS SATISFACTION SURVEY 2017 RESPONSE RATE PER DAY

#Completed surveys

* Cherwell local news

6.0   Conclusion and Reasons for Recommendations

6.1   While key results have shown a dip in some areas of performance when compared to the performance last year, it is critical to consider the improvement in the number and range of respondents we are now using. It should also be noted that overall satisfaction with the area as a place to live has risen from 80% to 82%.

Instead of asking a very small sample of people who have volunteered to respond,

we are posing the questions to a far broader set of respondents and getting a more representative view of satisfaction from Cherwell residents.

6.2 The annual residents' satisfaction survey is a core method of getting feedback from our residents. By reviewing the question base to align it with key service requirements for customer opinion and also the aims and priorities of the Corporate Business Plan, we will improve the quality of information we receive and the decisions that are made based on feedback and satisfaction data. A more concise survey may also improve response rates.

6.3 The service specific deep dives, coordinated by the SII team, will enrich the council with more detailed customer feedback and insight enabling evidence-based decision making within the business planning process.

6.4 The SII team, having analysed results with services, will start to communicate feedback to our residents as to the results and whilst working with the Communications team ensure a 'You said, we did' element is taken to all feedback whether satisfied or dissatisfied. The services and members value the opinions of our residents and currently make use of these results through business planning. This year we will be doing much more with results and engaging with our customers through the service specific deeper dive approach, targeting customer-focused residents for each and every service area.

6.5 This year's results will be discussed with all services but not in isolation. The SII team will be collating all relevant intelligence surrounding the service by ward area and slicing the data to look at the demographic breakdown of the respondents per question. This will enable a richer approach to who the services' customers are and then enable a more targeted approach of service delivery resulting in satisfaction improvement.

7.0 Consultation

7.1 Consultation will take place with officers and services before the service deep dives take place ensuring services are an integral part of understanding who their customer is currently and who they might be in the future.

8.0 Alternative Options and Reasons for Rejection

8.1 Not linking into the approved Consultation strategy and not following the actions would result in less information/feedback about our customers.

8.2 The improved respondent base has illustrated improvement in some areas and areas that require further delving into which is part of the SII team remit. Reverting to a more select group of respondents could potentially mask issues.

9.0 Implications

Financial and Resource Implications

9.1   There are no financial implications arising from this report

        Comments checked by:
        Paul Sutton – Chief Finance Officer, 0300 003 0106
        Paul.Sutton@cherwellandsouthnorthants.gov.uk

        Legal Implications

9.2   There are no legal issues arising from this report.

        Comments checked by:
        Richard Hawtin – Law & Governance, 01295 221695
        Richard.hawtin@cherwellandsouthnorthants.gov.uk

        Risk Implications

9.3   There are no risk implications arising from this report

        Comments checked by:
        Julie Miles – Strategic Intelligence & Insight Team Assistant, 01295 221553
        Julie.miles@cherwellandsouthnorthants.gov.uk

10.0   Decision Information

Key Decision

Financial Threshold Met: No

Community Impact Threshold Met: No

Wards Affected

All

Links to Corporate Plan and Policy Framework

The satisfaction survey results link to many different services, contributing to all corporate aims. In future, there is an opportunity to align these links more strongly so that the satisfaction survey can both help provide evidence that local priorities are being addressed and also highlight issues which may need more in depth consideration.

Lead Councillor

Councillor Richard Mould, Lead Member for Performance Management

Document Information

Appendix No	Title
1	Full residents report from Marketing Means
2	Map 1 - Satisfaction with the local area as a place to live
Background Papers	
None	
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