



Summary & Conclusions

Overall satisfaction with the Council and perceptions of value for money are now at their highest recorded levels. This can partly be explained by residents feeling better informed than they have ever felt before.

However, there are notable differences across the District. Bicester residents are now significantly more satisfied, but dissatisfaction among Kidlington residents now stands at 16% - something to closely monitor going forward.

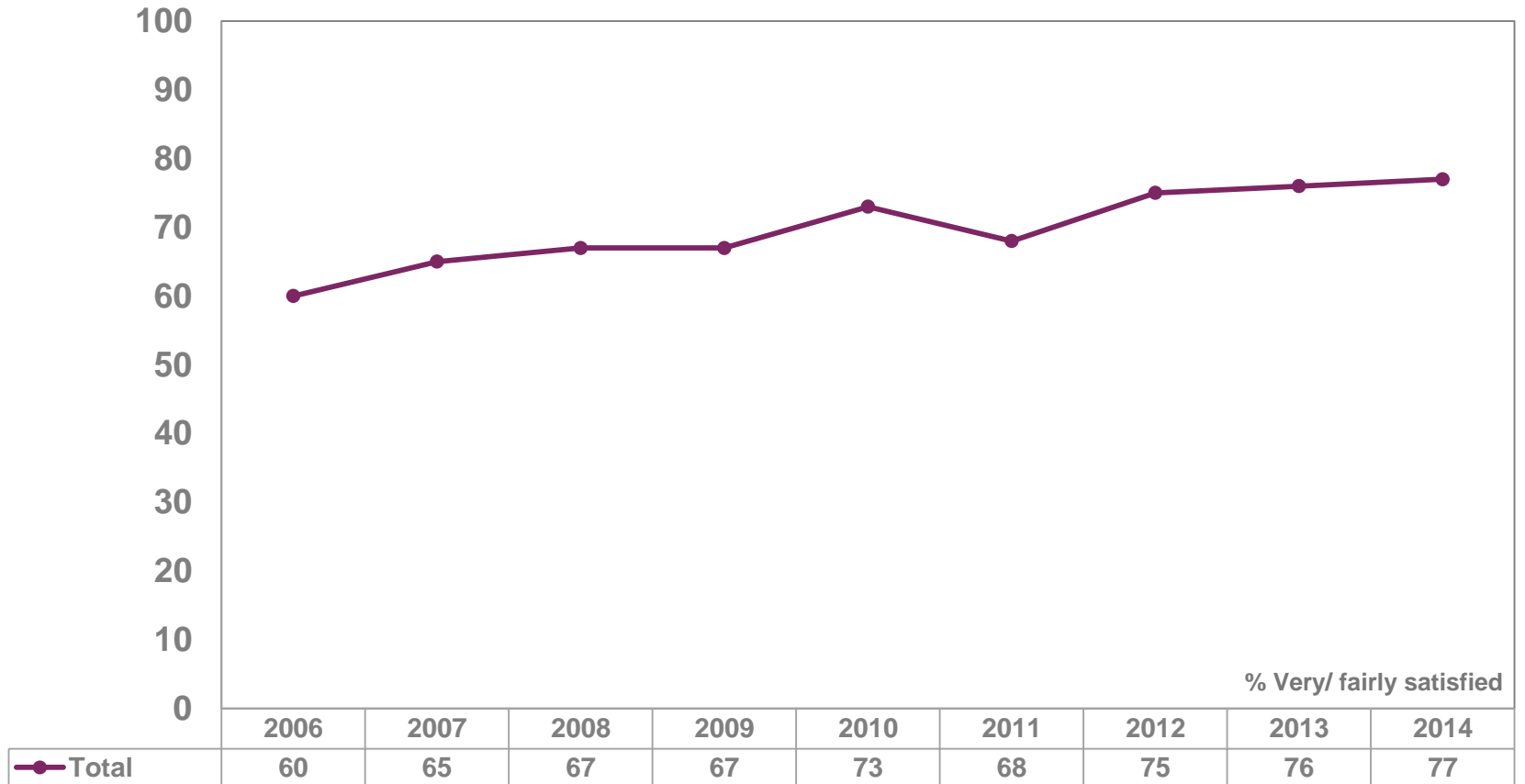
- The provision of leisure facilities is the lead driver of overall satisfaction and partly explains the gulf in satisfaction between areas. Improving the Kidlington & Gosford leisure centre and local play areas would be a step in the right direction towards improving the outlook of the dissatisfied Kidlington residents.
- More generally, it will also be important to ensure the maintenance of grass areas and to monitor the cleanliness of sports venues and the professionalism/ knowledge of staff to prevent overall satisfaction slipping.

- It is encouraging that residents are now feeling safer in their local community and over half have noticed the Council's efforts at dealing with anti-social behaviour and nuisance. This is a particularly positive finding given its importance for driving overall satisfaction.
- Similarly, a significantly higher proportion are aware of FPNs being issued. Over half are also satisfied with the dealing of environmental crime.
- However, satisfaction with the visual presence of community wardens has declined and there are issues with dog fouling in some areas.

- There is an increased optimism among Cherwell residents about the state of the economy.
- Satisfaction with the availability of good quality jobs is now at its highest recorded level and a significantly higher proportion of residents agree that the economic climate in Cherwell is better than it was 12 months ago.
- However, any further cuts to services would need to be communicated carefully, with a significantly higher proportion now agreeing that cuts to services are not required as enough money can be saved through efficiencies.



OVERALL SATISFACTION WITH SERVICE PROVIDED BY CHERWELL DISTRICT COUNCIL

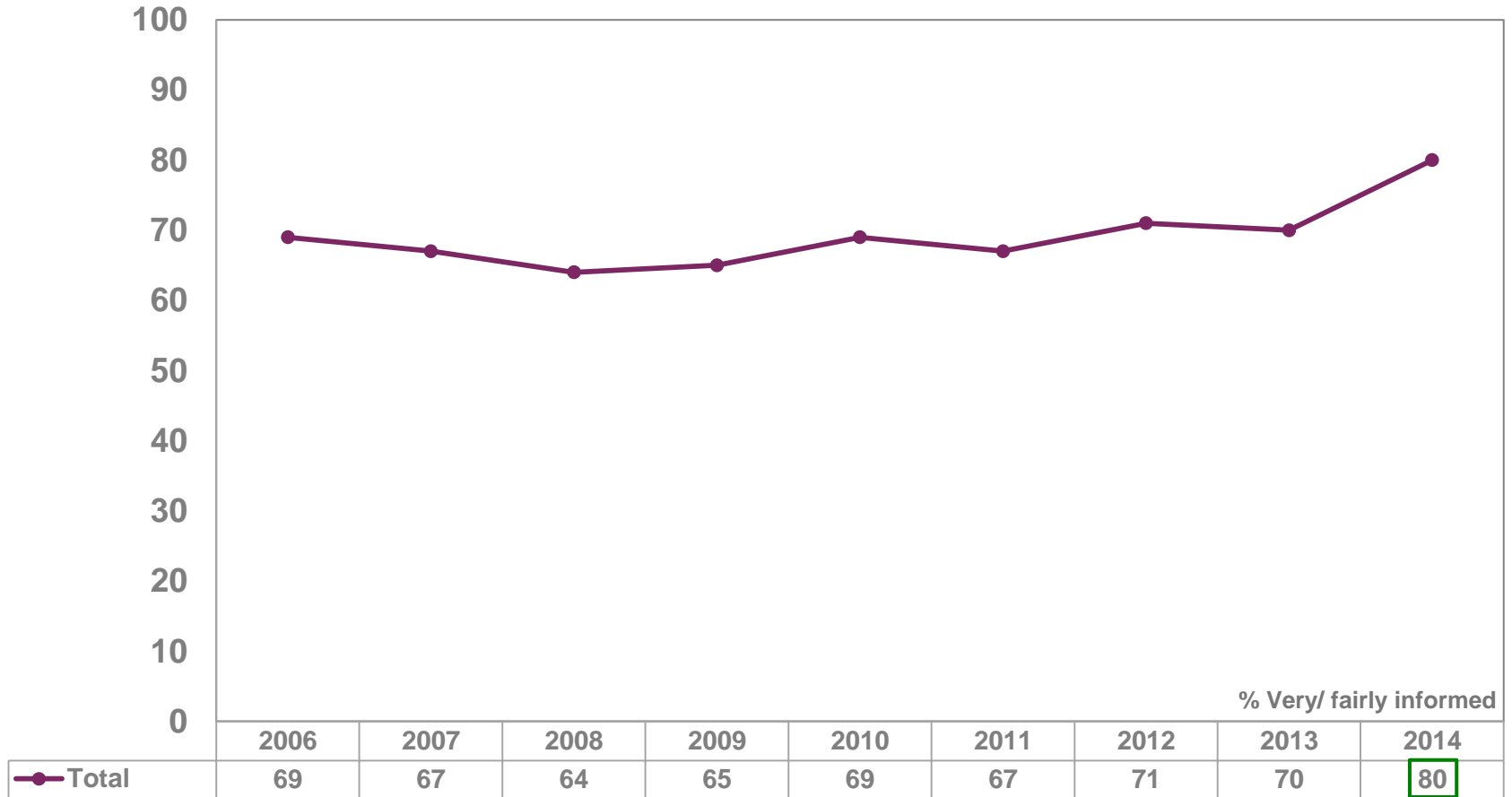


Base: (Those answering: 439)

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



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

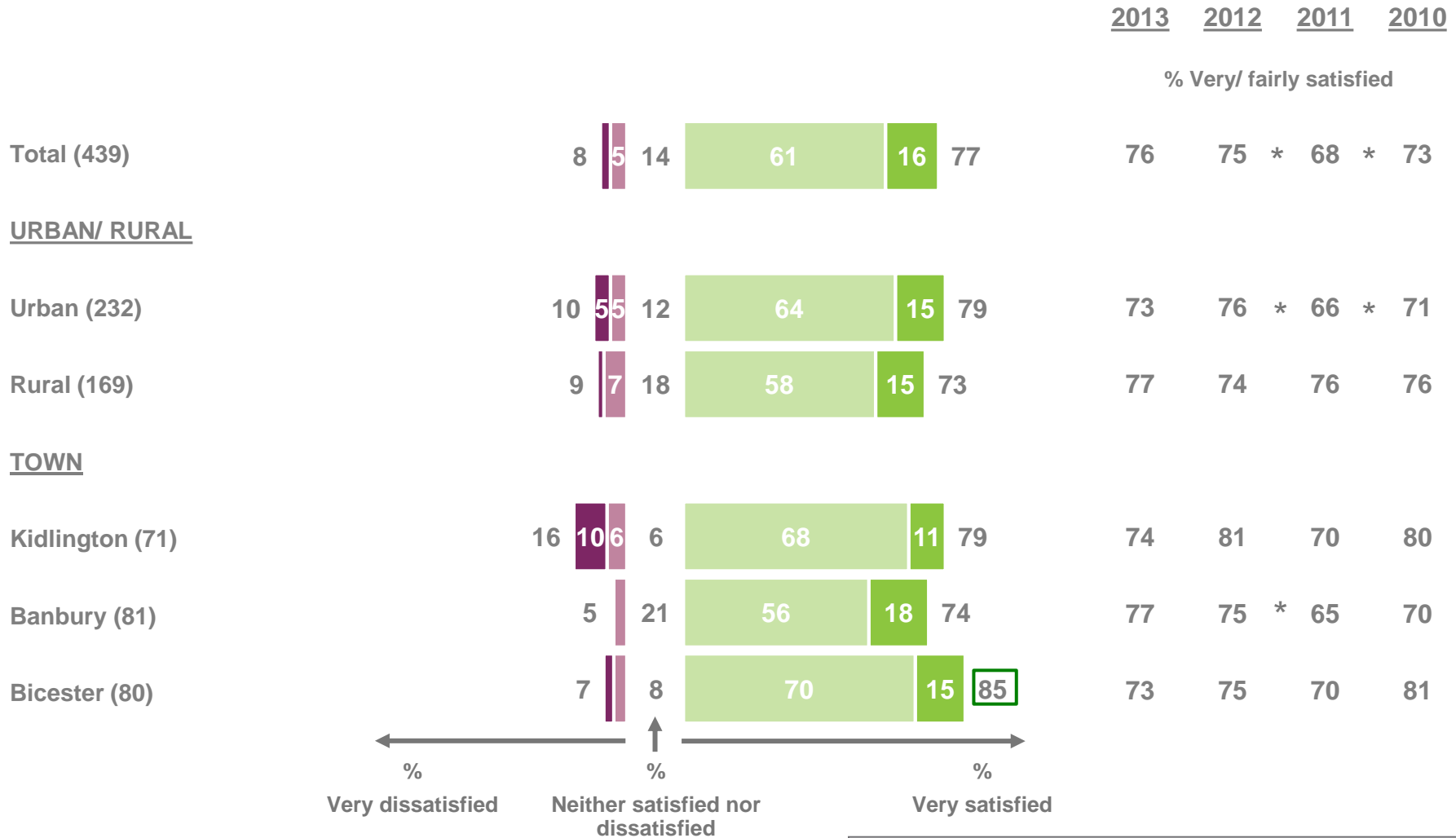


Base: (Those answering: 416)

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



OVERALL SATISFACTION WITH THE SERVICES PROVIDED BY CHERWELL DISTRICT COUNCIL



* shows significant difference between years

Base: (Those answering)

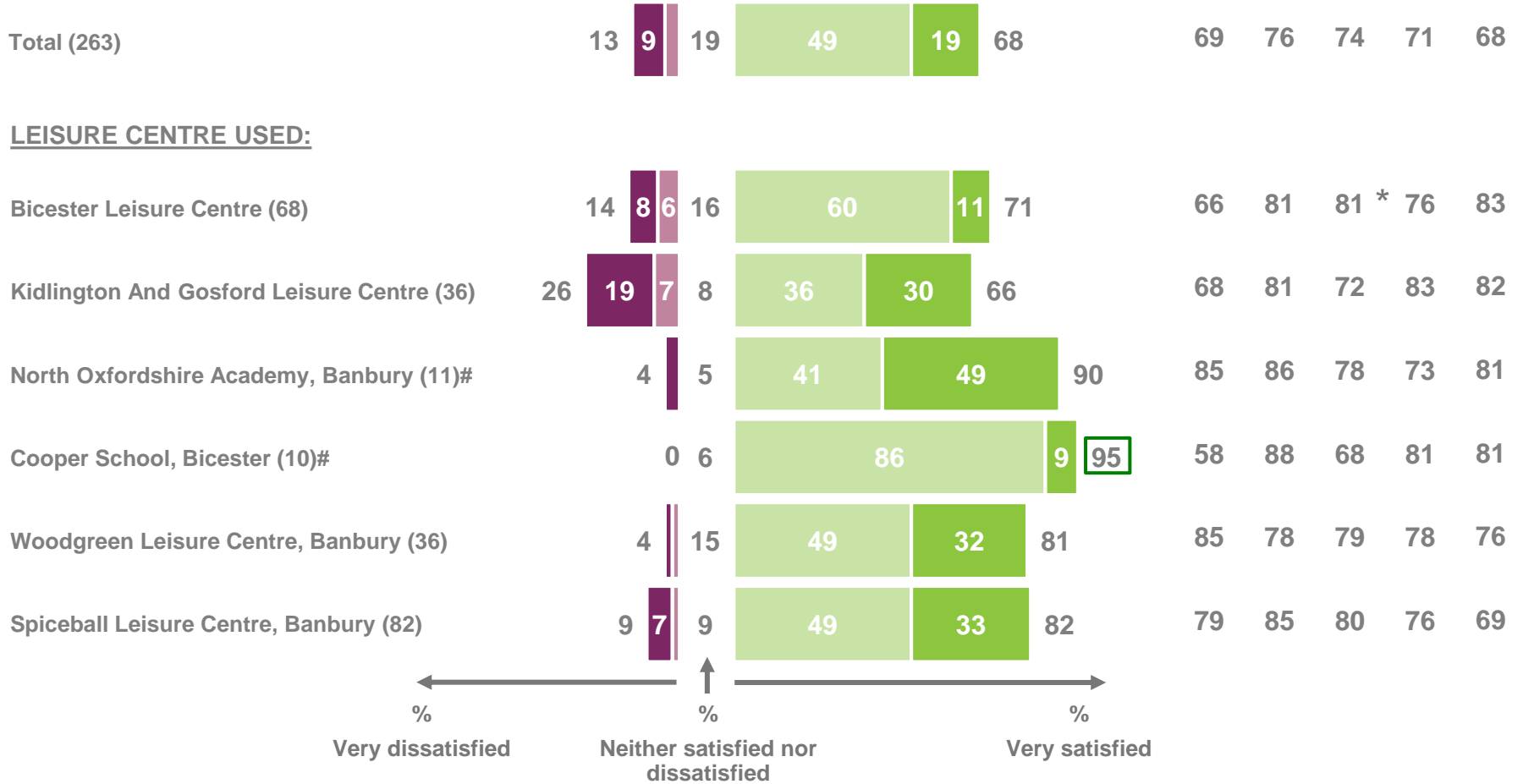
Q37. Overall, how satisfied or dissatisfied are you with the services provided by Cherwell District Council?



OVERALL SATISFACTION WITH THE LEISURE FACILITIES PROVIDED BY THE COUNCIL

2013 2012 2011 2010 2009

% Very/ fairly satisfied



Caution: Low base size

Base: (Those answering)

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



SATISFACTION WITH DIFFERENT ASPECTS OF THE LOCAL PARKS AND PLAY AREAS

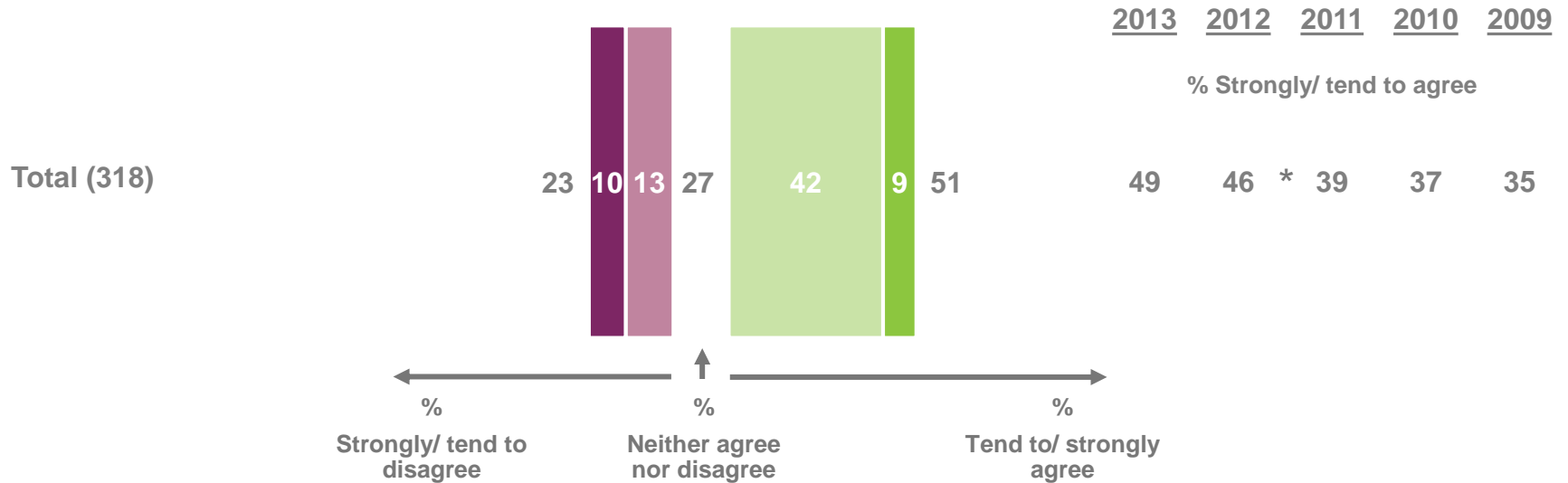


Base: (Those answering)

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



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

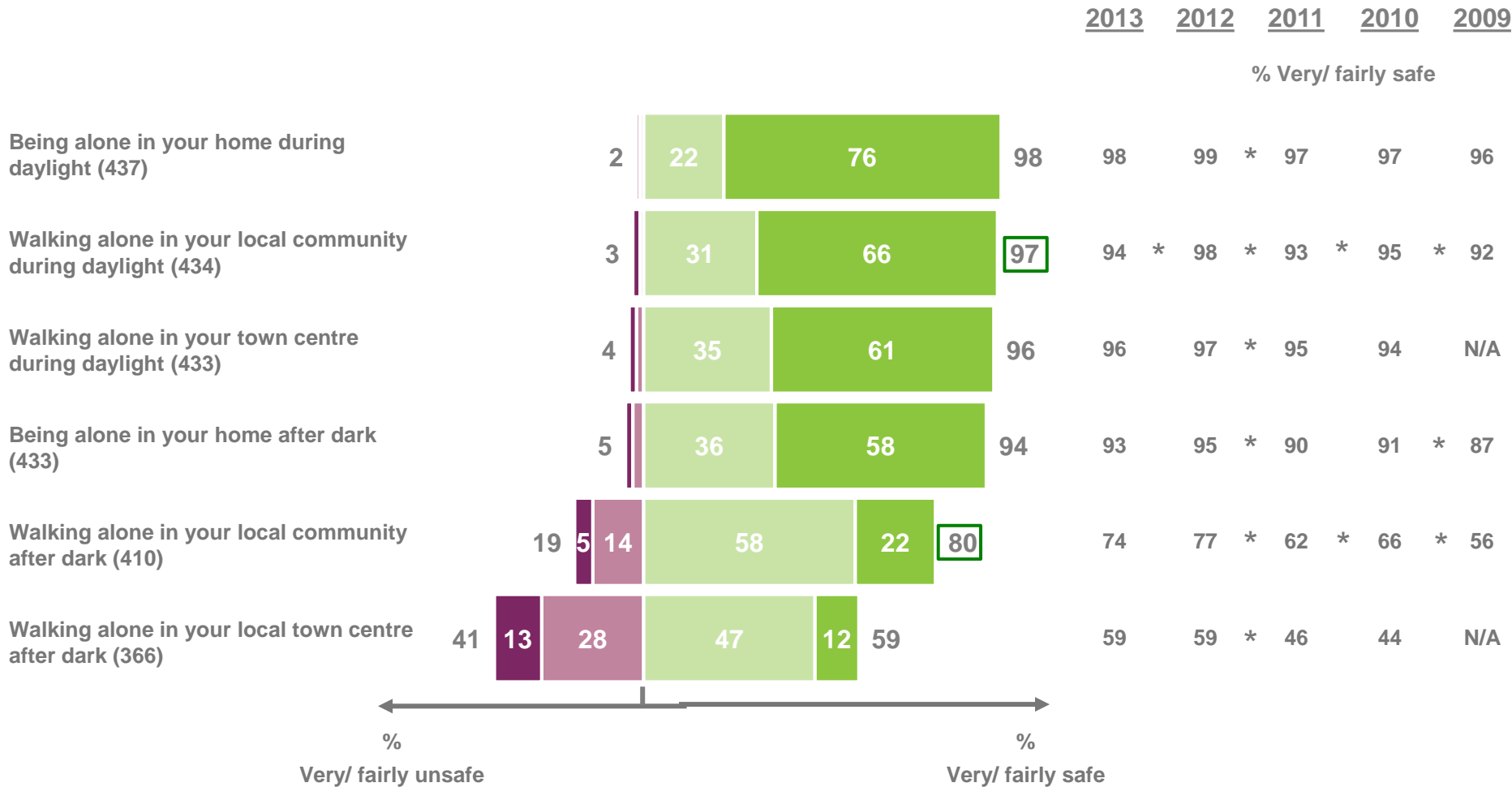


Base: (Those answering)

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?



OPINION OF HOW SAFE YOU FEEL IN THE FOLLOWING SITUATIONS



Base: (Those answering)

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



SATISFACTION WITH DIFFERENT ASPECTS OF LIVING IN CHERWELL

* Response added in 2011

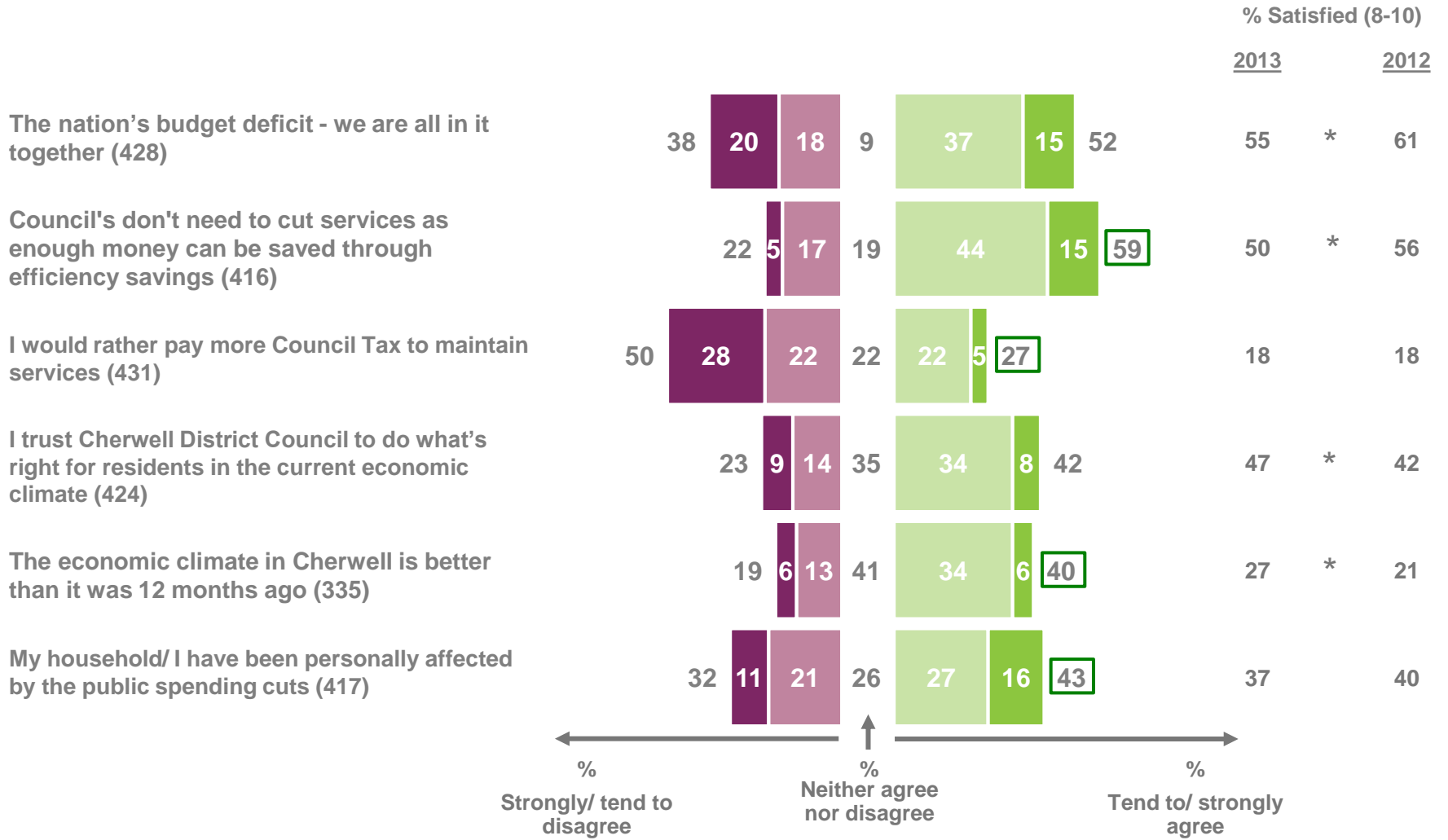


Base: (Those answering)

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



AGREEMENT WITH STATEMENTS REGARDING THE NATION'S BUDGET DEFICIT

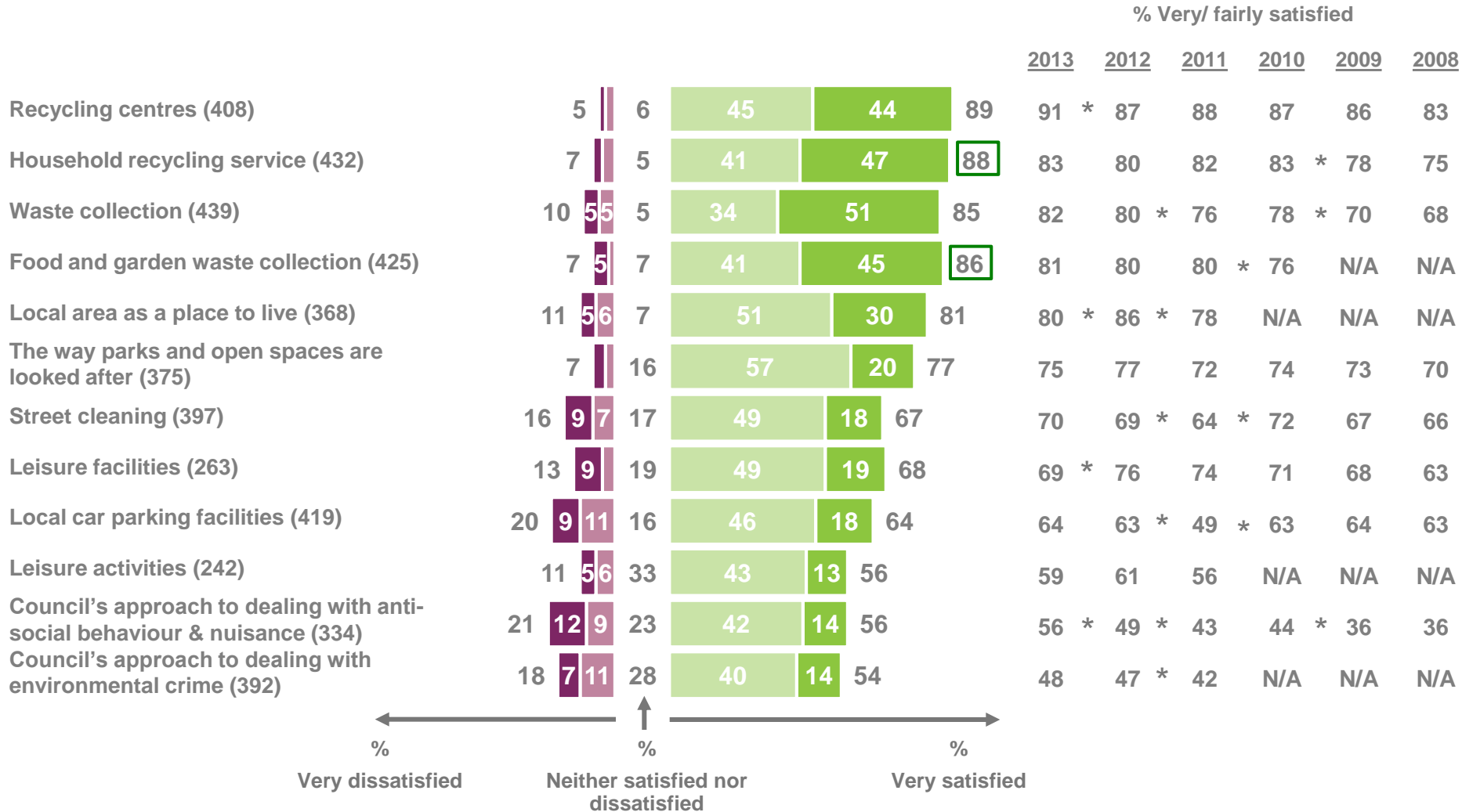


Base: (Those answering)

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?



OVERALL SATISFACTION WITH SPECIFIC SERVICES



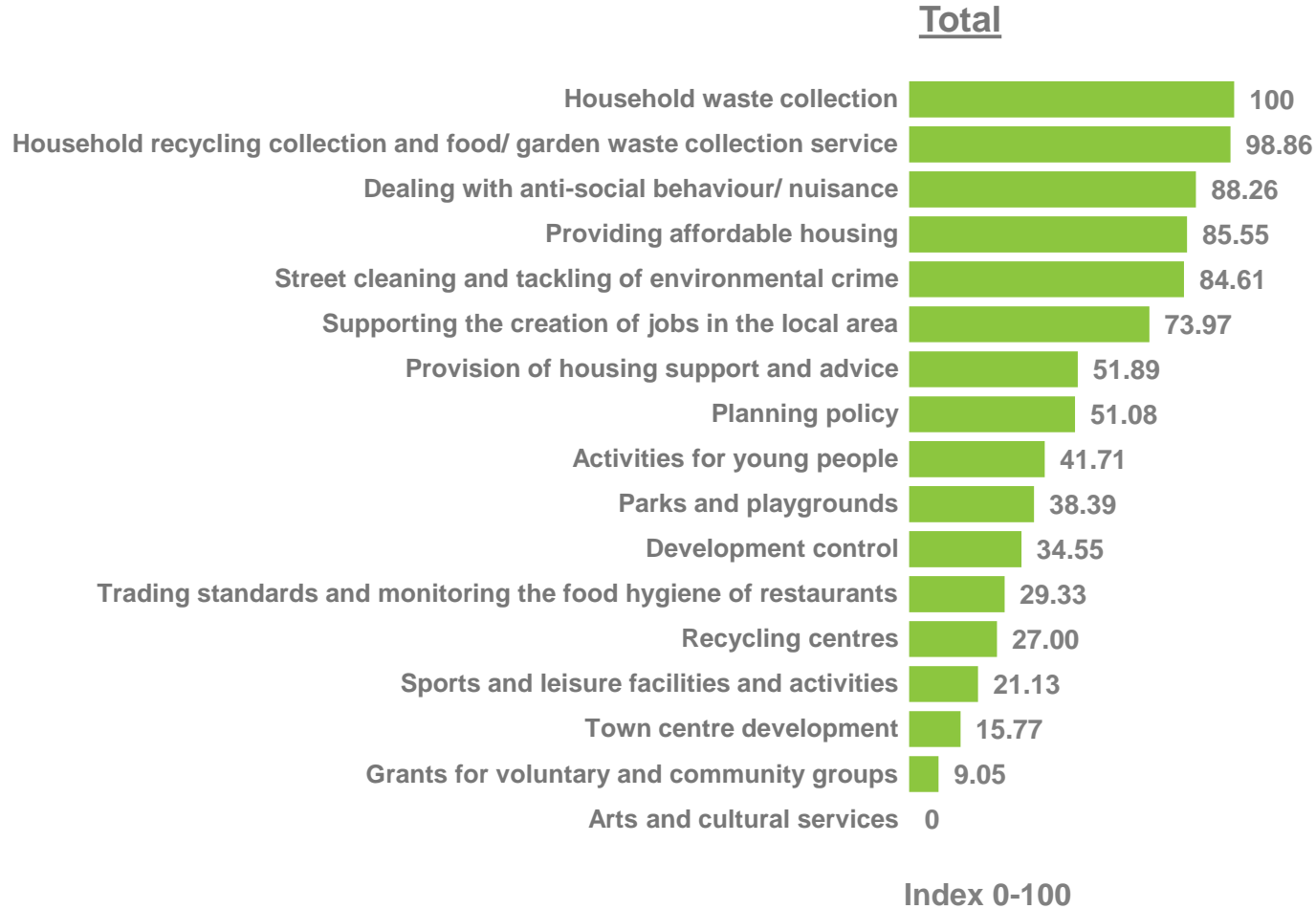
N.B. – Boxes show significant difference against 2012.
* shows significant difference between years

Base: (Those answering)



BUDGET CONSULTATION - KEY SERVICES TO BE MAINTAINED

Conjoint Analysis



Base: (Those answering: 445)

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?