



# Cherwell District Council

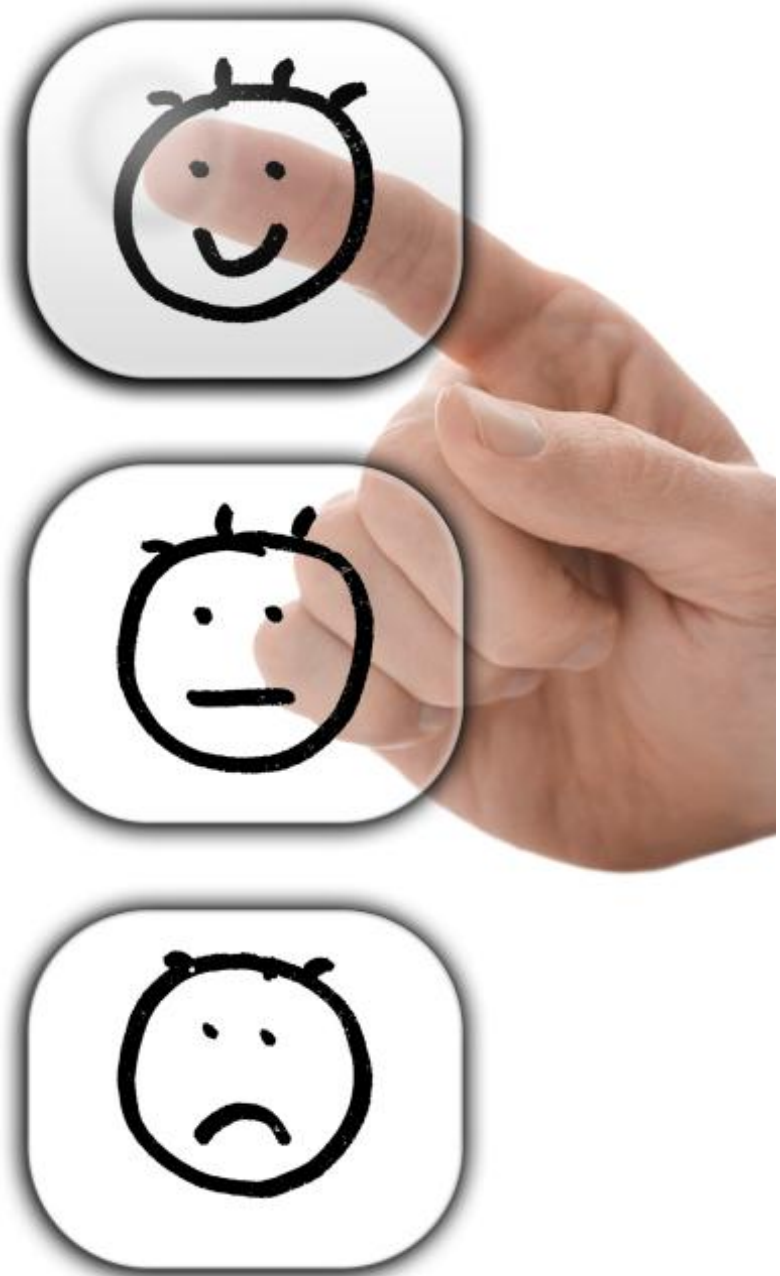
## Customer Satisfaction Survey 2015



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Ref: T.Darke  
Date: August 2015



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# 1. Introduction

# 1.1 Background

- Cherwell District Council established a new Citizen's Panel in 2012 (Cherwell Views) to enable continuous consultation with residents and the extension of customer satisfaction tracking. A budget consultation has also been undertaken in previous years and in 2012, the first panel wave (focussed on customer satisfaction) incorporated a trade off exercise resulting in conjoint analysis to determine resident priorities for services.
- This report presents the findings from the 2015 wave of postal and online interviewing, comprising the customer satisfaction survey and trade off exercise.
- The first ever Customer Satisfaction Survey was set up by 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.

# 1.2 Research Objectives

- As in previous years, 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;
  - 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.
- The fundamental objective was once again to provide robust and comparable tracking data on key performance indicators to enable the Council to measure it's performance and track progress with ongoing improvements to the service it provides.

# 1.3 Methodology

## Quantitative

- 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.
  - A self-completion questionnaire, along with a newsletter giving feedback from the previous 2014 environmental survey, was sent.
  - A prize draw in the form of a local produce hamper was provided in order to boost response rates.
  - Reminder questionnaires were also sent to all those who had not completed and returned their questionnaire within three 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, 431 residents completed the survey.
- As certain demographic sub-groups were over-represented, the data was once again weighted, by gender, age and ethnicity to the 2011 mid-year population statistics for the Cherwell District.



# 1.4 Analysis

- 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 2014 'total' data. A red box on the charts denotes a significantly lower score than the 2014 total and a green box a significantly higher score than the 2014 total. An asterisk (\*) signifies a significant difference between previous years – i.e. 2014 to 2013.
- 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
- Please see the appendix for a more detailed description of these techniques.



## 2. Summary & Conclusions



# 2.1 Summary & Conclusions

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.



# 3. Overall Views

# 3. Overall Views

## 3.1 Overall Satisfaction (slides 15 -18)

- A three-year trend of growing satisfaction overall with Cherwell District Council continues into a fourth year as scores reach 79% in 2015, with just 5% expressing that they are 'fairly dissatisfied'
- Key areas in the 2015 survey which have helped this trend are:
  - Female participants and C2DE status respondents are more satisfied overall than at any previous point in the survey's history at 77% each. ABC1s' score of 81% also edges their highest levels of satisfaction overall to-date
  - Rural inhabitants registered 81% overall satisfaction in 2015, an all-time survey high among this group
  - Further all-time high overall satisfaction scores are recorded among residents of Kidlington (88%) and from households with 2 adults, no children (81%)
- Households with children have largely consolidated an improvement (to 78%) in 2014 with 77% in 2015. An improvement recorded among urban dwellers in 2014 has also largely been maintained in 2015 with 78%
- Although constituting smaller proportions of the sample overall, those not in employment and those aged 35 or under also report their highest satisfaction levels so far in the survey, awarding 78% and 83% respectively for this measure
- Areas of least satisfaction appear to be focussed on those living in Banbury and Bicester with 74% apiece in 2015

# 3. Overall Views

## 3.2 Satisfaction with Services (slide 19)

- Only 'local area as a place to live' scores show a statistically significant movement in 2015 from 81 to 88%
- This movement is a likely reflection of some all-time best satisfaction ratings for the way parks and open spaces are looked after (79%), local car parking facilities (66%) and leisure activities (64%)
- Although there is still room for improvement, these are factors by which residents can measure both visually and interactively a level to which the Council can be seen to be supporting the community
- Car parking is seen as a key driver of overall satisfaction so improvements here will be welcomed and there is also room to improve satisfaction levels with 'street cleaning' which has shown little movement for around four years
- Although higher proportions (around a third) answer questions surrounding the Council's approach to anti-social behaviour/ dealing with environmental crime with a neither/ nor response, positive answers over time show that perceptions can be influenced. Although not by significant margins, these two measures see their first down-turns for a number of years

# 3. Overall Views

## 3.3 Key Drivers of Satisfaction (slides 20 & 21)

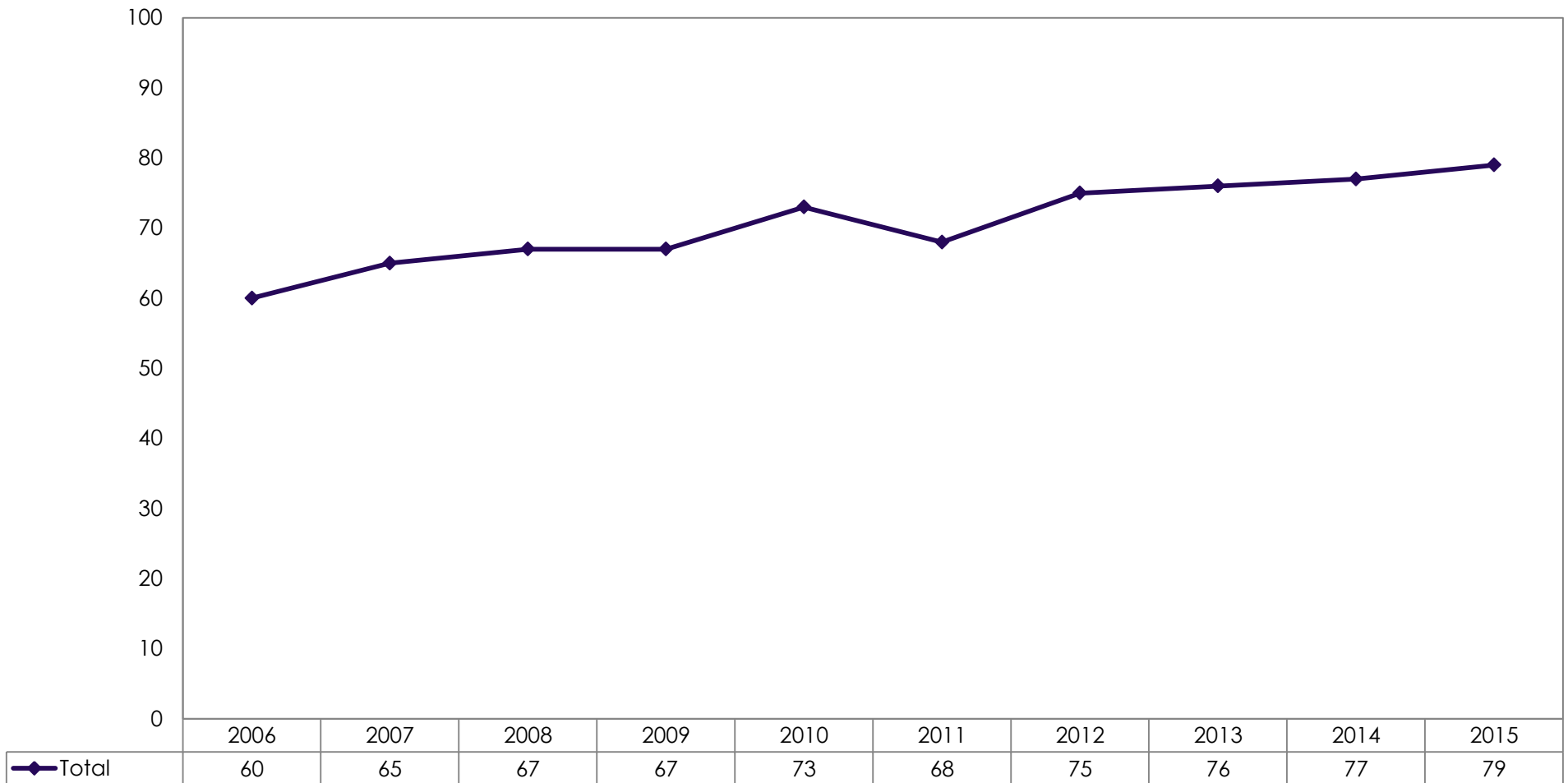
- Particular environmental aspects in terms of community cleanliness and upkeep, along with car parking lead the Key Drivers of overall satisfaction indexes in 2015
- Local car parking facilities top the index for key services driving satisfaction in 2015, a difficult measure to influence quickly due to numerous constraints including land acquirement, planning implications/ consultations etc. but it is positive to see that a marginal increase in satisfaction has been recorded to 66% for this measure
- Street cleaning services follows closely behind parking as a driver of satisfaction so it is encouraging to see that this aspect of Council responsibility is given 69% in 2015 which equals the best score for this measure to date
- Examination of drivers according to specific aspects of services reinforces the priority currently placed upon the upkeep of environments with 'frequency with which streets are being cleaned' topping the index. 'How town centres look and feel' also enters the top three drivers
- The provision of council services in rural areas moves into fourth place in the index. The overall satisfaction rating of 81% from those living in rural areas is evidence that Cherwell District Council activities are having a positive impact
- Drivers analysis additionally shows that positive gains could be made by enhancing/ promoting its leisure facilities/ activities

# 3. Overall Views

## 3.4 Value for money (slides 22 - 24)

- Positive perceptions of the value for money offered by Cherwell District Council reaches 55% in 2015, its highest to-date
- Positive perceptions are driven by consistently high delivery of core hygiene duties which the Council is expected to undertake as a matter of course (such as waste collections). Access to and availability of leisure facilities/ activities is also seen as a visible commitment to residents beyond the Councils other important but perhaps more routine services
- Aligned with these more visible and interactive initiatives, local car parking facilities is also a factor driving perceptions of value for money
- A sense of safety and security when 'walking alone' in town centres also appears as a relatively important aspect driving perceptions of value for money. Commitments to keeping areas tidy and litter-free is likely to be feeding in here

# Overall satisfaction with service provided by Cherwell District Council



Base: (Those answering: 426)

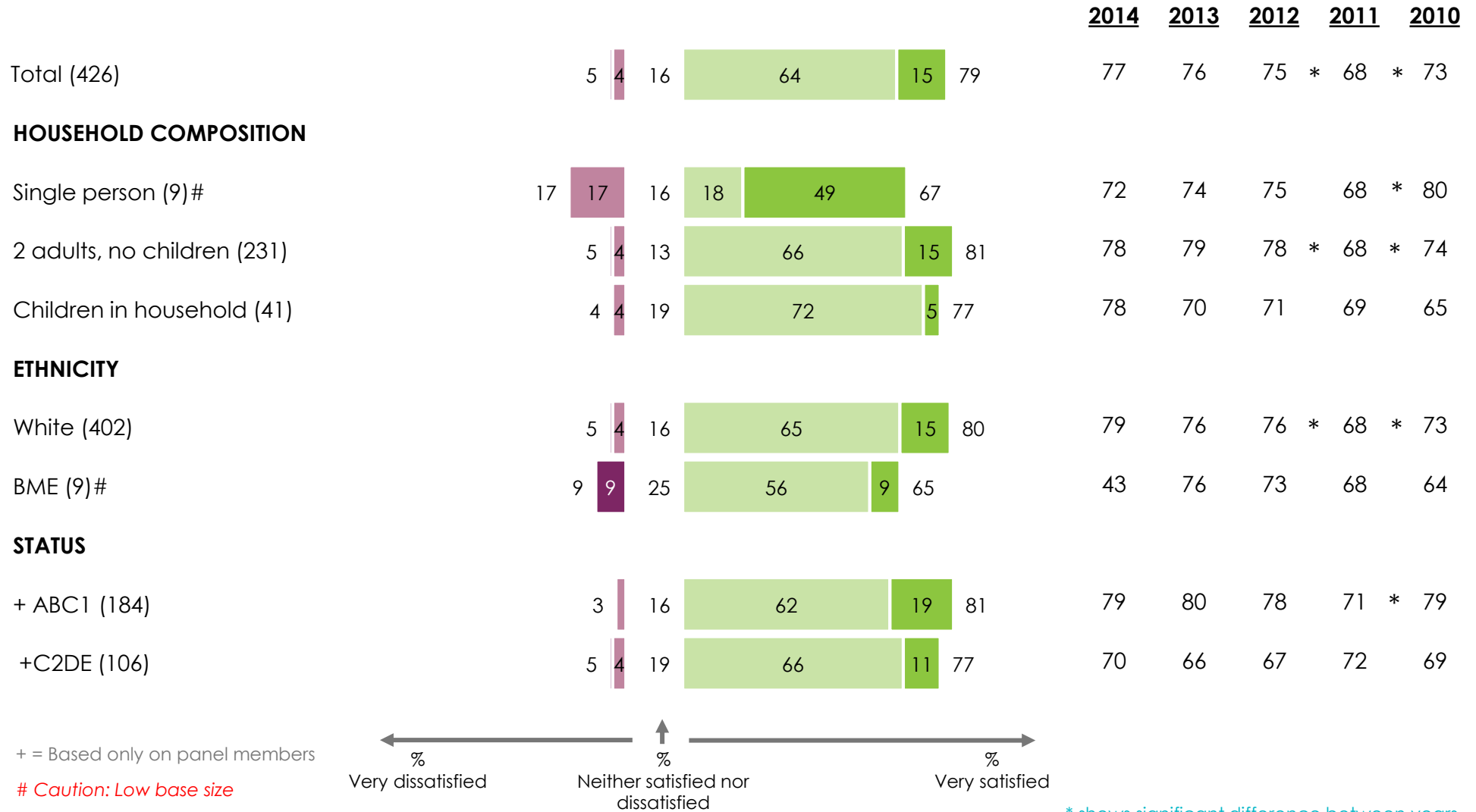
Q37. Overall, how satisfied or dissatisfied are you with the services provided by Cherwell District Council?





# Overall satisfaction with the services provided by Cherwell District Council

% Very/ fairly satisfied



+ = Based only on panel members

# Caution: Low base size

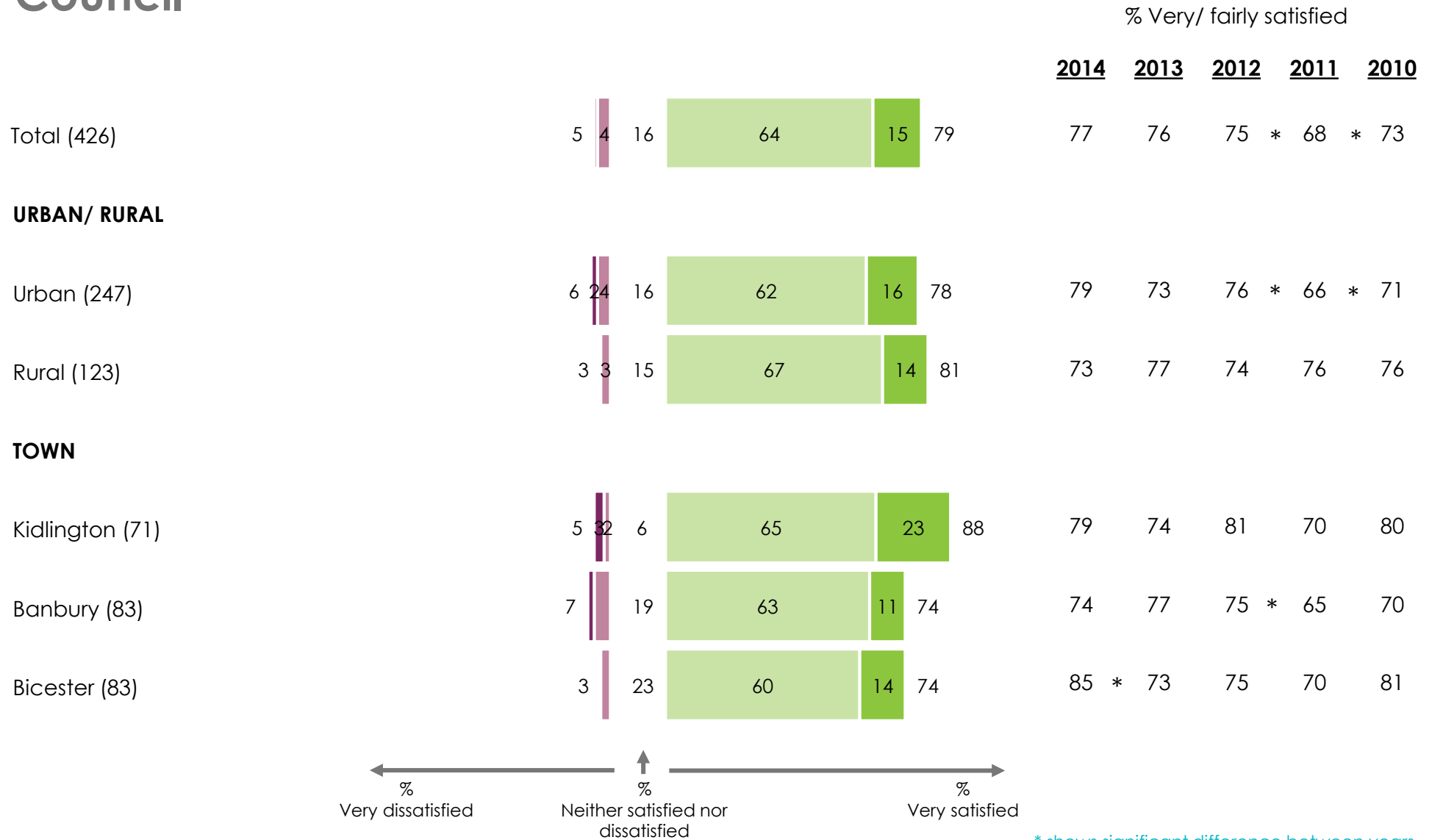
Base: (Those answering)

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



\* shows significant difference between years

# Overall satisfaction with the services provided by Cherwell District Council

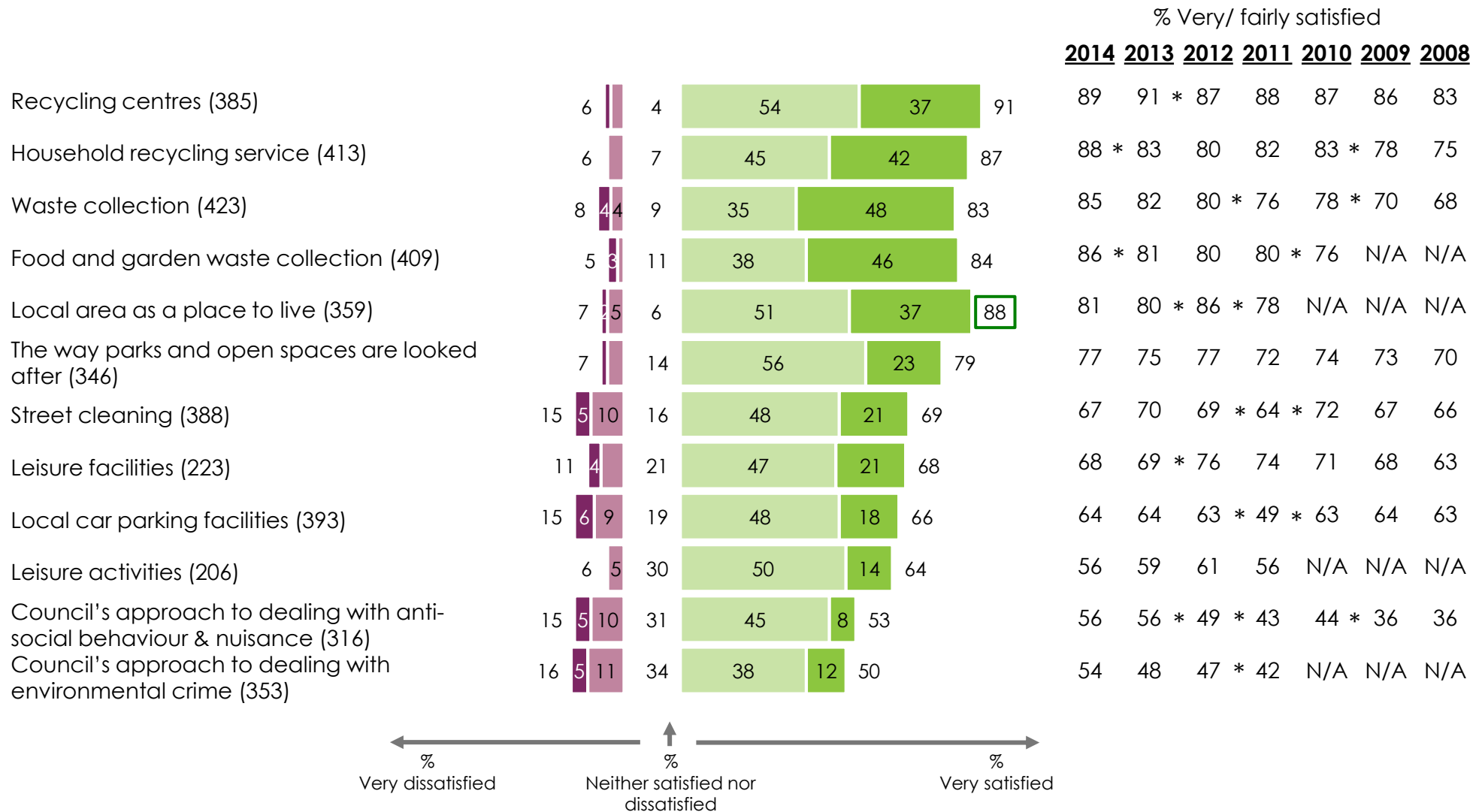


\* shows significant difference between years

Base: (Those answering)

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

# Overall satisfaction with specific services

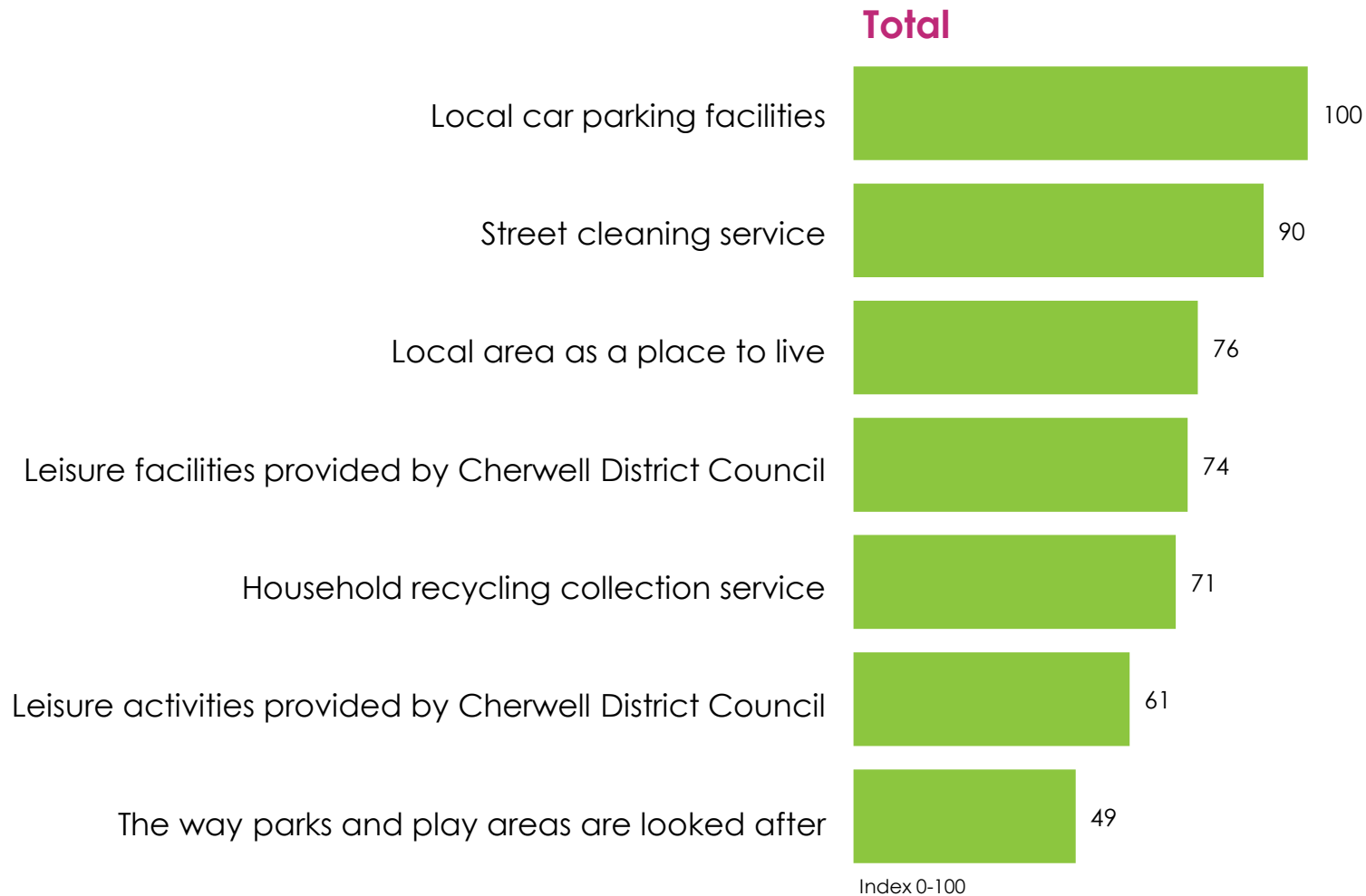


N.B. – Boxes show significant difference against 2012.  
 \* shows significant difference between years

Base: (Those answering)

# Key drivers of overall satisfaction

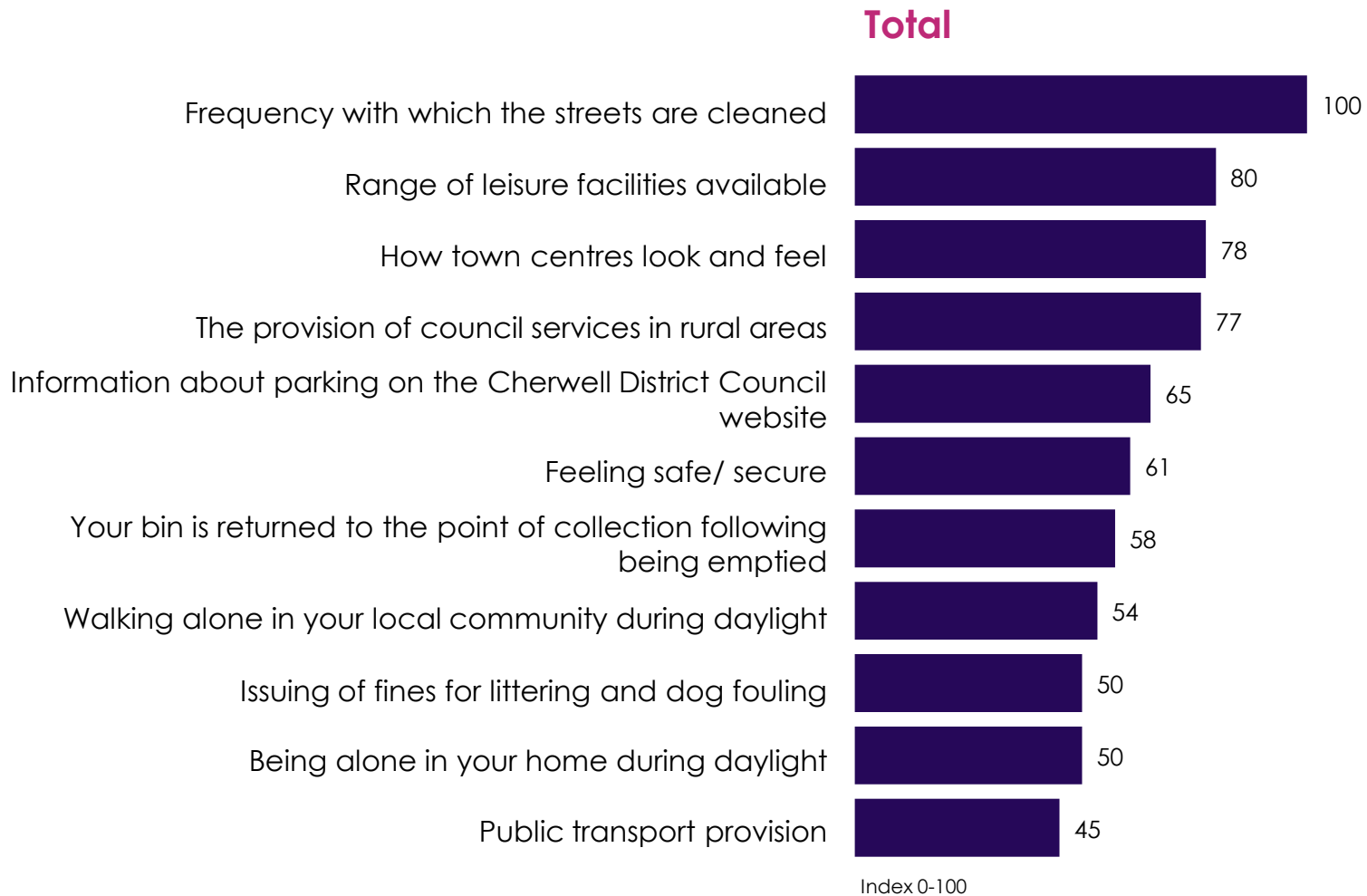
## Key services



Base: (Those answering)

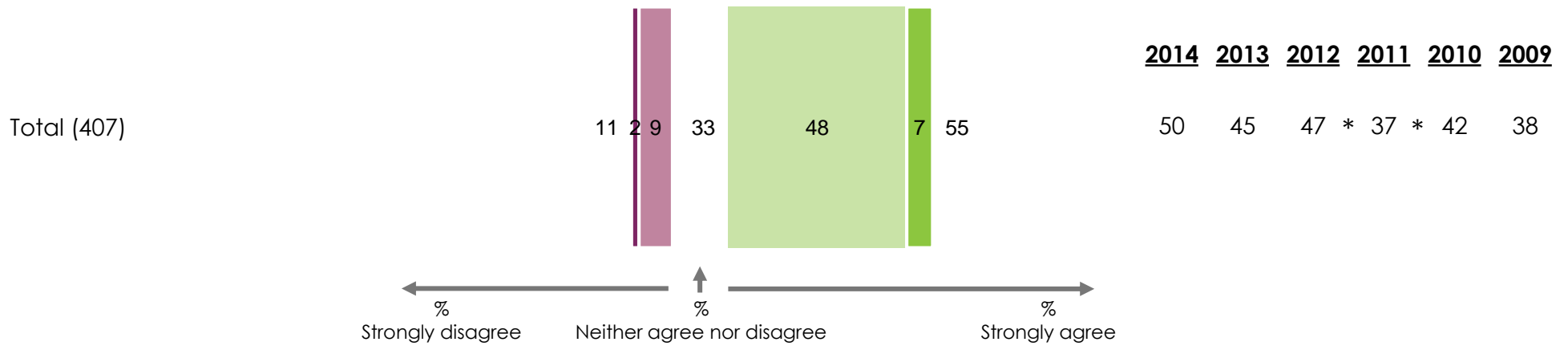
# Key drivers of overall satisfaction

## Specific aspects of services



Base: (Those answering)

# Agreement that Cherwell District Council provides value for money



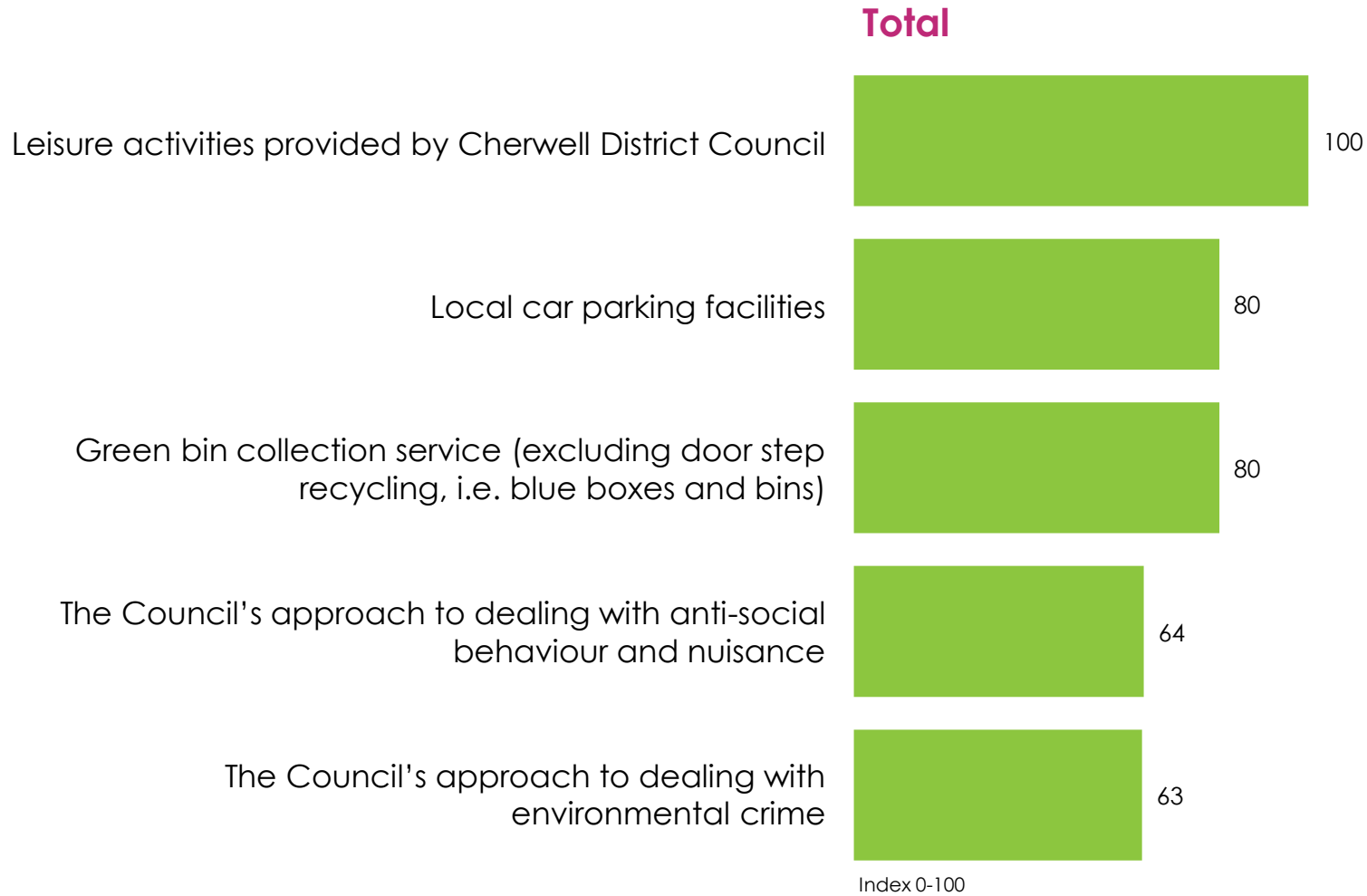
Base: (Those answering)

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



# Key drivers of value for money perceptions

## Key Services



Base: (Those answering)

# Key drivers of value for money perceptions

## Specific Aspects of Services



Base: (Those answering)



The image features a solid teal background. At the top, there are white geometric shapes: a triangle pointing right on the left, and a larger shape on the right that resembles a stylized 'X' or a diamond with a horizontal bar through its center.

# 4. Environmental Services

# 4. Environmental Services

## 4.1 Street Cleansing (slides 31 - 35)

- Positive scores overall for the street cleansing service operated by Cherwell District Council have shown relatively little change over recent years with only marginal positive or negative fluctuations in ratings. Currently the service overall is rated at 69%
- However, behind the overall rating the theme of local area cleanliness/ upkeep mentioned earlier in this report comes to the fore when examining results for environmental services. Satisfaction ratings for 'cleanliness of your local area' and 'cleanliness of your local town/ urban centre (Banbury, Bicester or Kidlington)' are both awarded their best ratings yet with 65% and 64% respectively
- That residents have noticed Cherwell District Council taking a more active role in keeping areas well-kept is shown with a survey-high score of 59% for 'frequency with which the streets are cleaned' and while satisfaction levels are still relatively low, it is encouraging that a significant increase to 39% satisfaction for 'issuing of fines for littering and dog fouling' has been awarded
- The only area of potential concern is that a significant decrease has occurred for 'on-street recycling bins, located in urban areas, next to litter bins' to 43%. The Council should examine these facilities to ensure that they have not deteriorated e.g. are overflowing or facilities being abused

# 4. Environmental Services

## 4.3 Household Waste Collection (slides 36 & 37)

- The noticeable upward trend of satisfaction levels overall for Cherwell District Council's waste collection service since 2012 levels-off in 2015 with a rating of 84%, one percentage point beneath 2014
- Despite overall scores plateauing in 2015 it is noteworthy that nearly half (46%) of participants awarded the 'friendliness and helpfulness of refuse collection staff' a score of 10, a score for which the personnel involved should be commended. 81% rated the same staff 8-10 in 2015
- The attitude of public facing staff goes a long way to forging positive relationships between the public and any service provider. Although the friendliness and helpfulness of refuse collection staff is to be commended, they must be mindful that small gestures such as returning the bin to its collection point once emptied remain consistently intact

# 4. Environmental Services

## 4.4 Household Recycling Collections (slides 38 & 39)

- Although 'overall satisfaction with household recycling collection service' reduces by 2% in 2015 from the high 88% of 2014 it is positive that much of the gains made remain intact
- Examination of the individual measures relating to the recycling collection service shows that only satisfaction with the 'frequency of recycling collections' has shown any significant movement compared with 2014, negatively so to 72% in 2015 from 78%. Positive scores for this measure have a tendency to fluctuate over recent years, but it is a positive sign that a little over a third (35%) still rate their satisfaction as 10 in 2015 results
- Kerbside collection schemes become increasingly popular with battery collection and small electricals reaching 83% and 81% satisfied respectively

# 4. Environmental Services

## 4.5 Recycling Centres (slides 40 & 41)

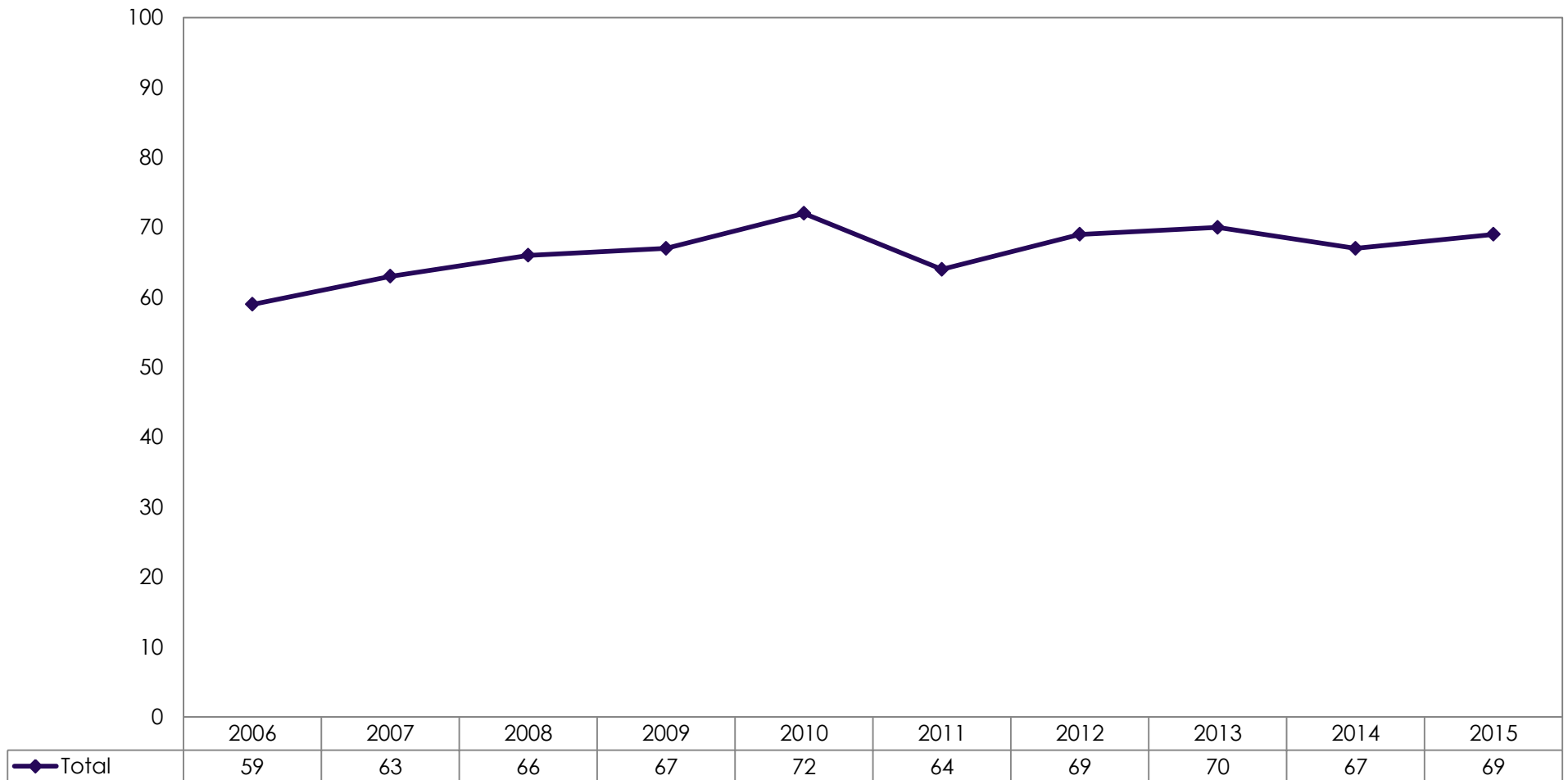
- Recycling centres continue to be a source of particular satisfaction among residents living within the Cherwell District Council area. Satisfaction overall with these facilities edges above 90% again in 2015 with 91%
- These facilities are a further example of how accessibility and ease with which needs are accommodated help promote positive sentiment towards the council overall. Residents appreciate the range of items they are able to deposit (82% positive in 2015, 36% rating '10') and satisfaction with the location of recycling centres is showing incremental, but measurable, improvement to satisfaction scores which reach 80% in 2015
- Because of their nature and purpose, perceptions of cleanliness/ tidiness of these facilities might always be difficult to improve, however, more than half (58%) rated this aspect positively in 2015 with a third (32%) inclined to remain impartial by rating 4 – 7

# 4. Environmental Services

## 4.6 Household Food and Garden Waste Collections (slides 42 - 44)

- Very little movement takes place among measures relating to household food and garden waste collections in 2015
- An overall satisfaction score of 84% remains in-line with figures achieved in 2014
- Similarly to the recycling centre findings, survey participants particularly appreciate the range of materials taken for composting – 45% rating this aspect with a 10
- Negativity towards the 'frequency of food and garden waste collection' is fairly minimal at 11% in 2015 but a further positive note is struck with those rating collections 8 – 10 nudging over 70% for the first time with 71% (34% giving a score of 10)

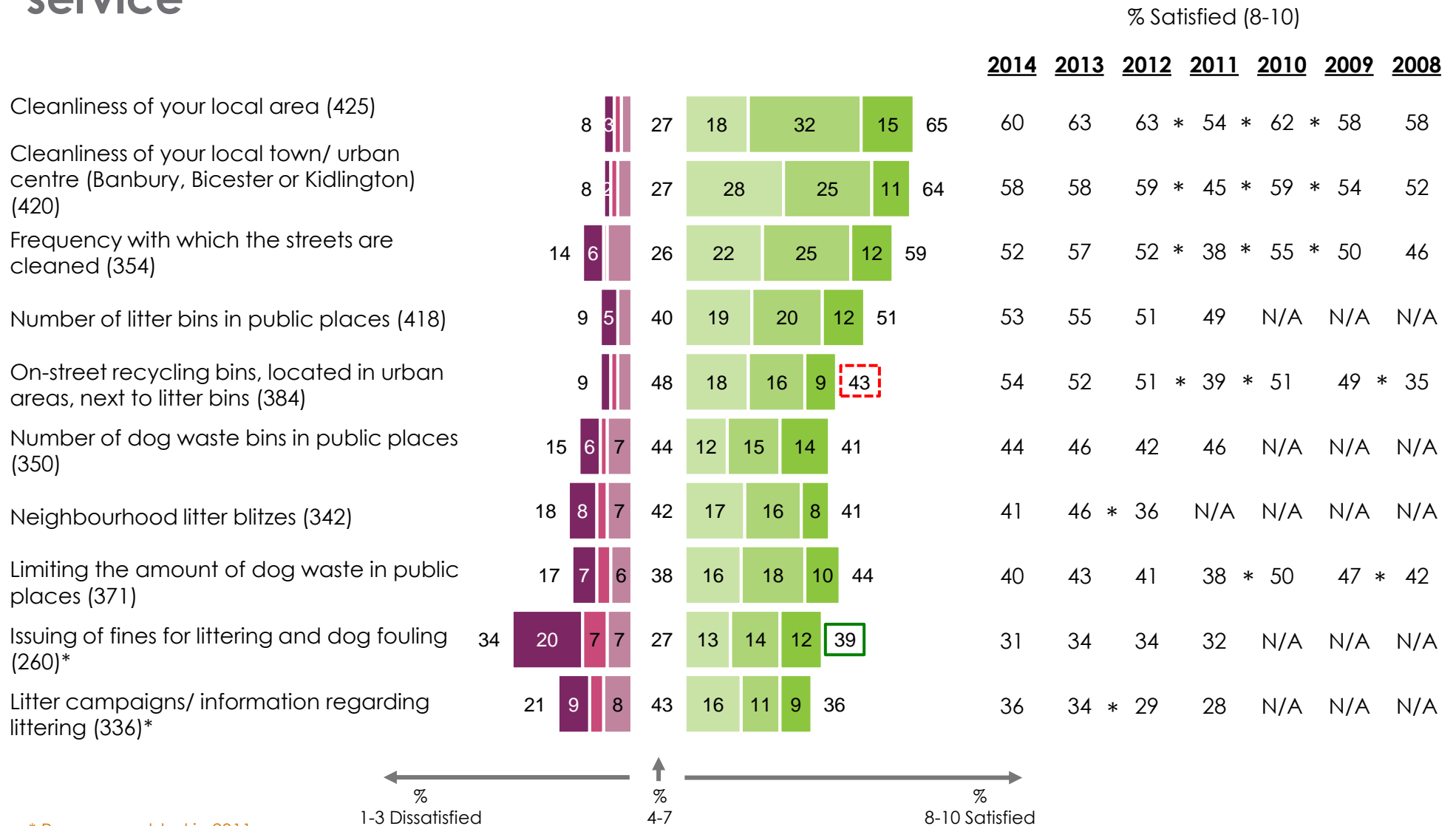
# Overall satisfaction with street cleansing service



Base: (Those answering: 388)

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

# Overall satisfaction with different aspects of the street cleansing service



\* Response added in 2011

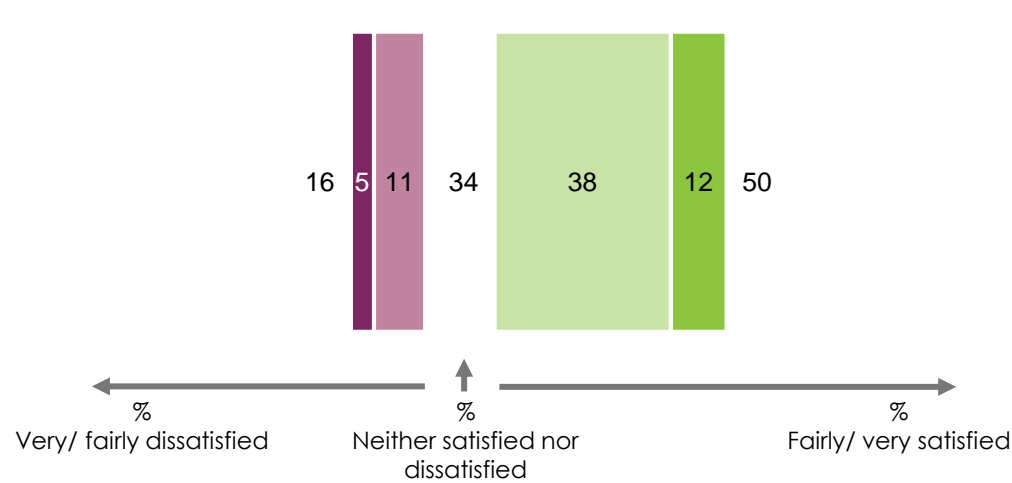
Base: (Those answering)

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



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

Total (353)



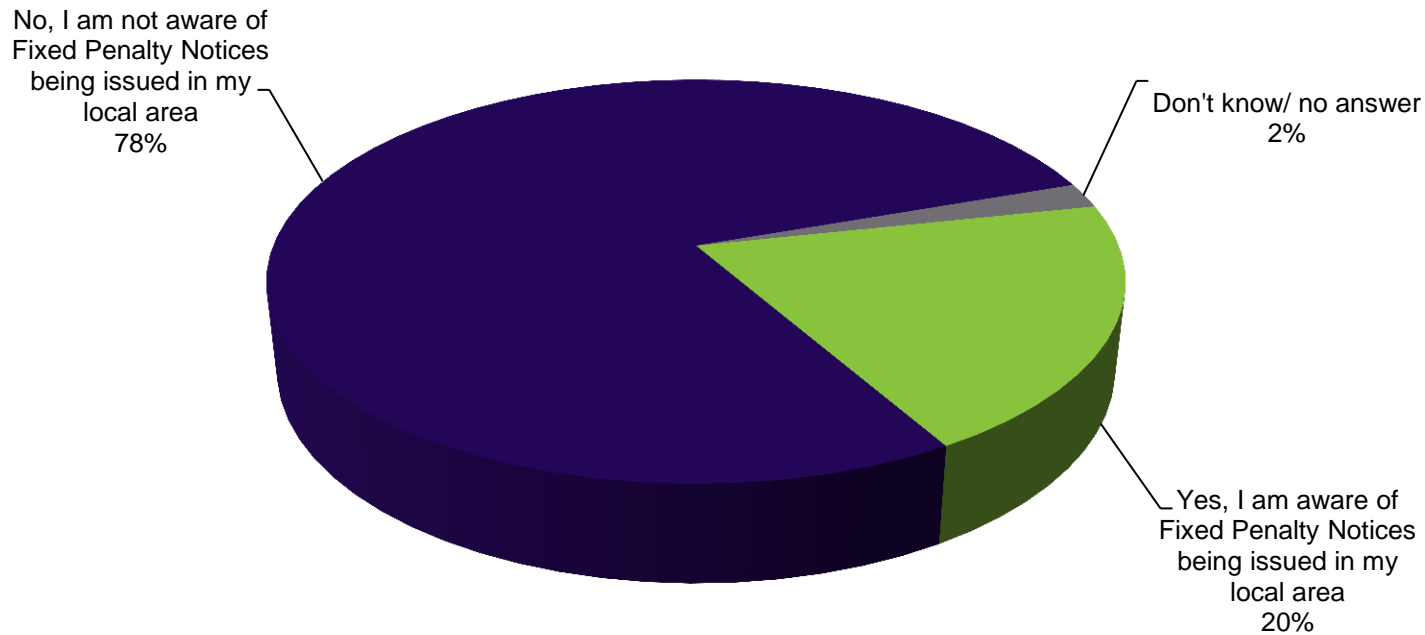
| % Tend to/ strongly agree |             |             |             |    |
|---------------------------|-------------|-------------|-------------|----|
| <u>2014</u>               | <u>2013</u> | <u>2012</u> | <u>2011</u> |    |
| 54                        | 48          | 47          | *           | 42 |

Base: (Those answering)

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

# Awareness of fixed penalty notices being issued by council's environmental enforcement officers

Total

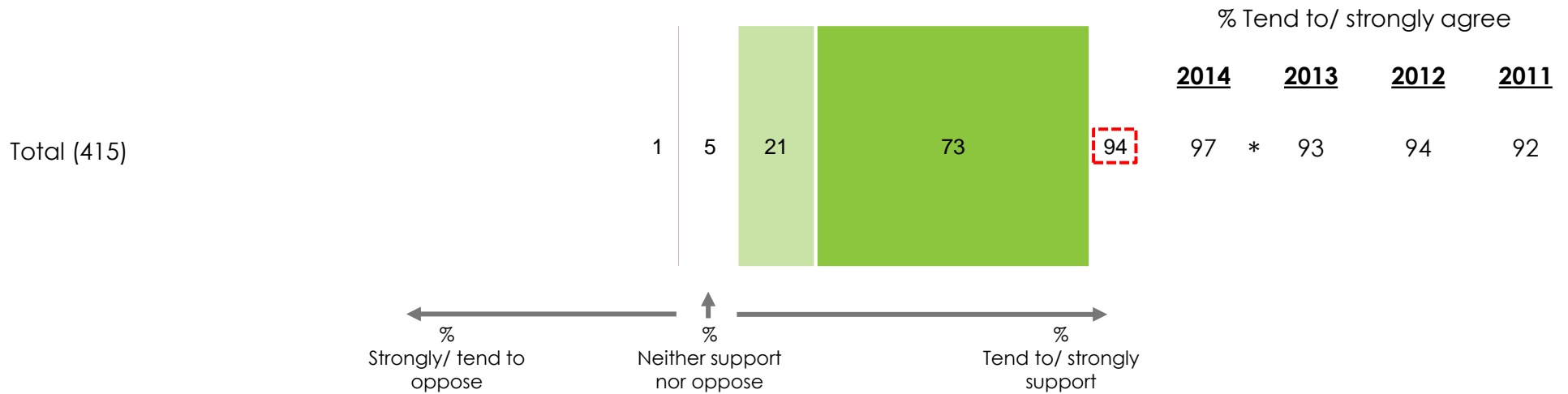


23% in  
2014

Base: (All respondents: 431)

Q6. Are you aware of any Fixed Penalty Notices being issued by Cherwell District Council Environmental Enforcement Officers in your local area?

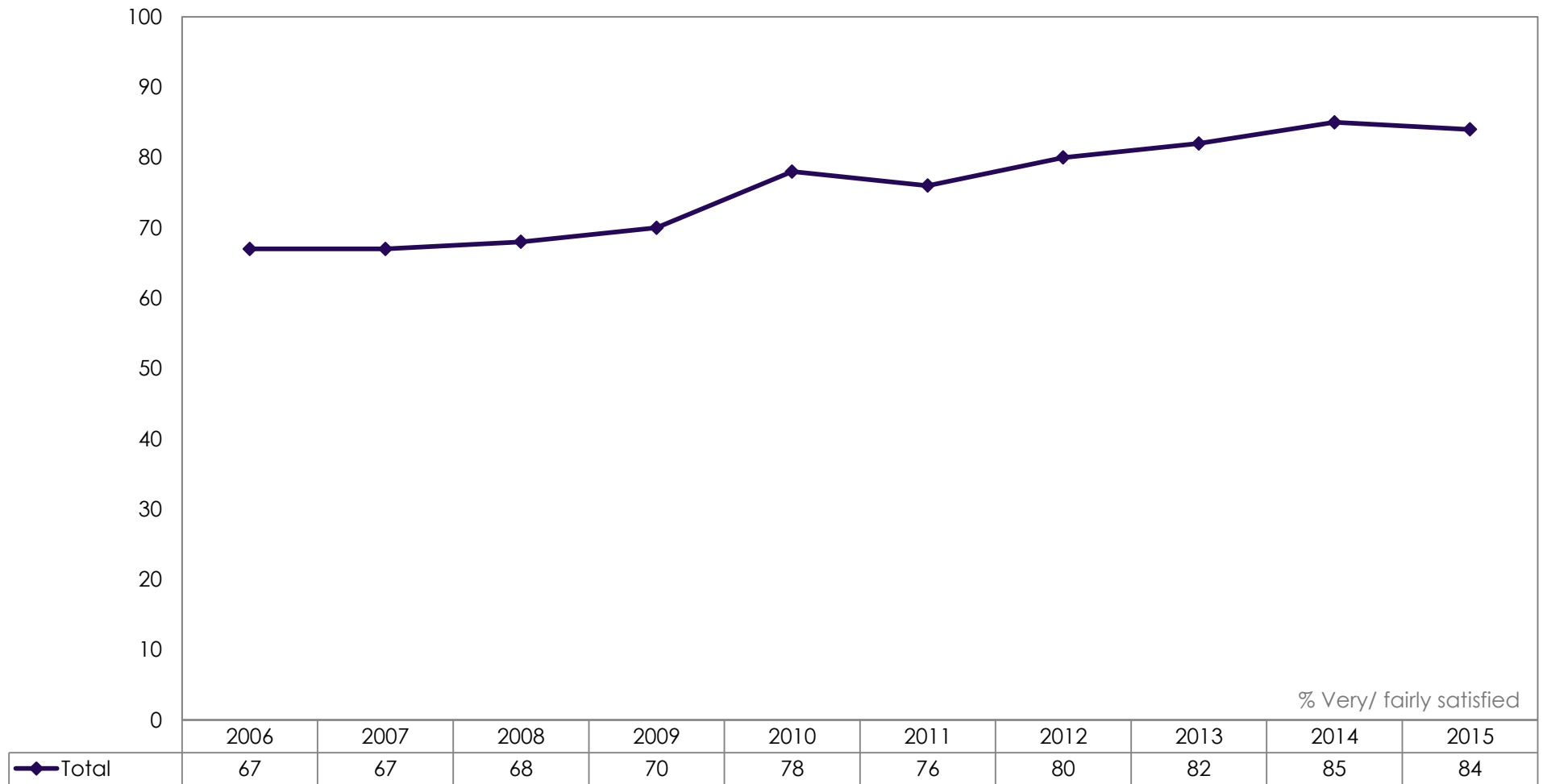
# Extent of support for Cherwell District Council's zero tolerance approach to 'on street' offences



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)?

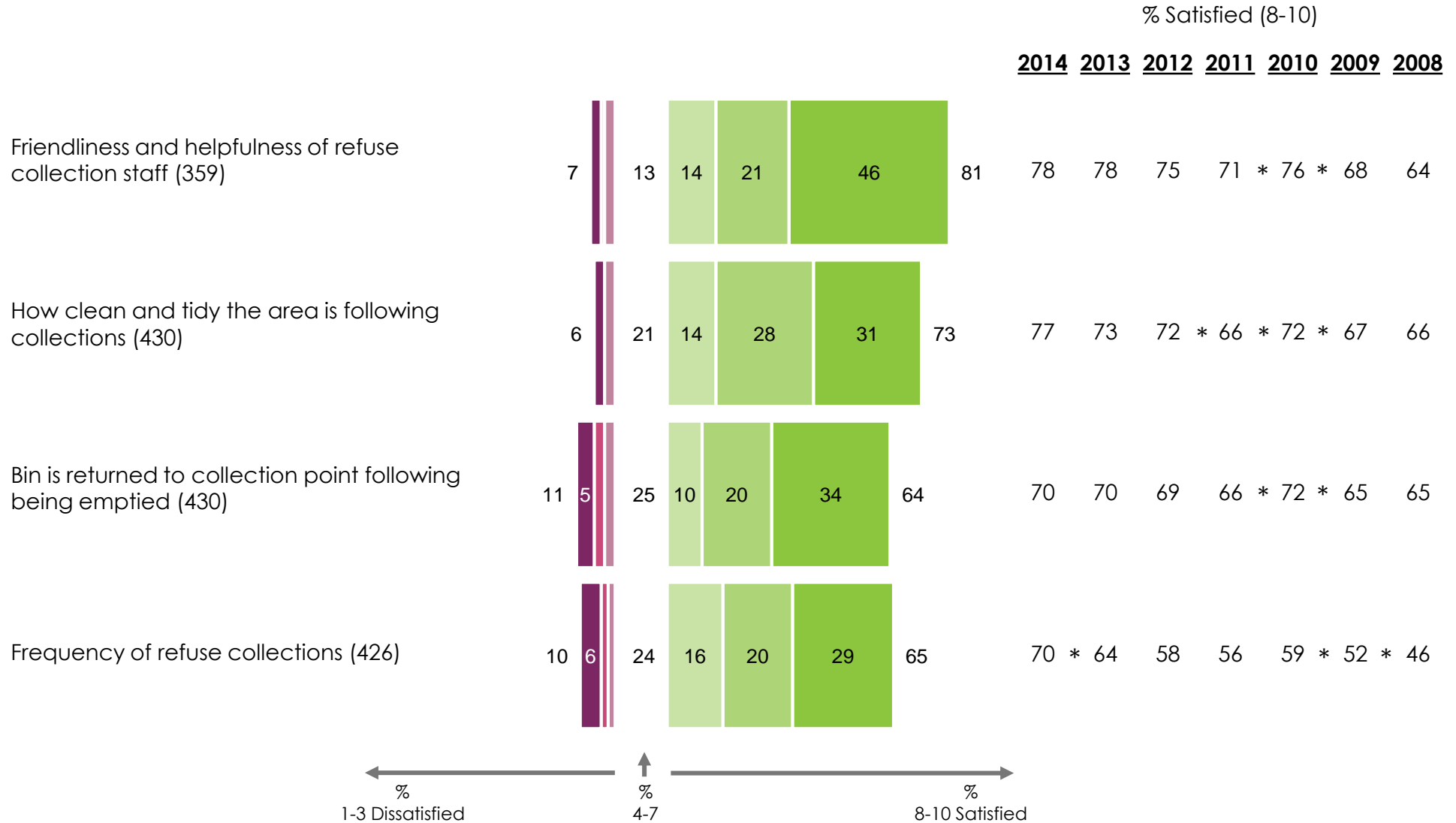
# Overall satisfaction with waste collection service



Base: (Those answering: 423)

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

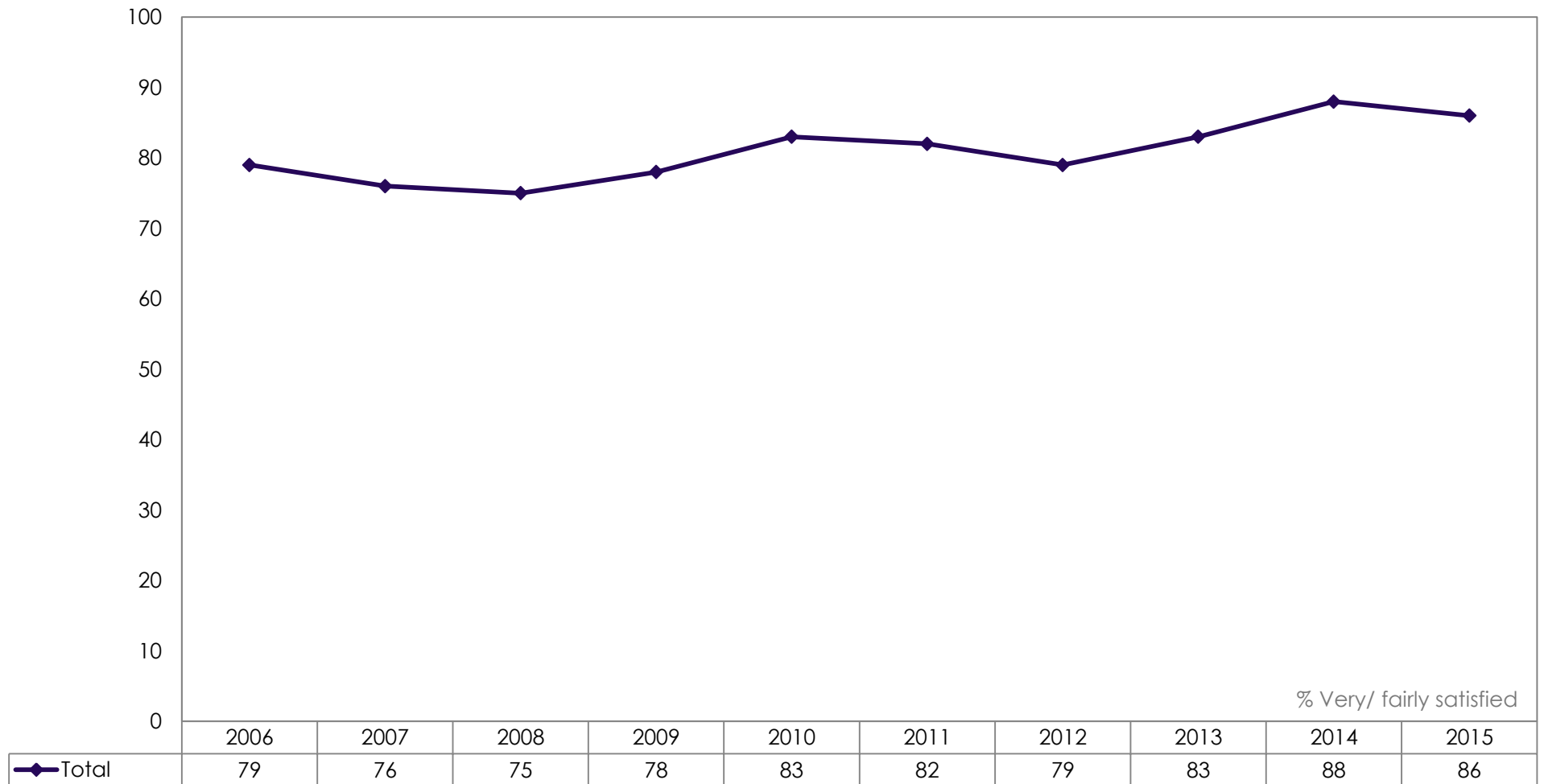
# Overall satisfaction with different aspects of the waste collection service



Base: (Those answering)

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

# Overall satisfaction with household recycling collection service



Base: (Those answering: 413)

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

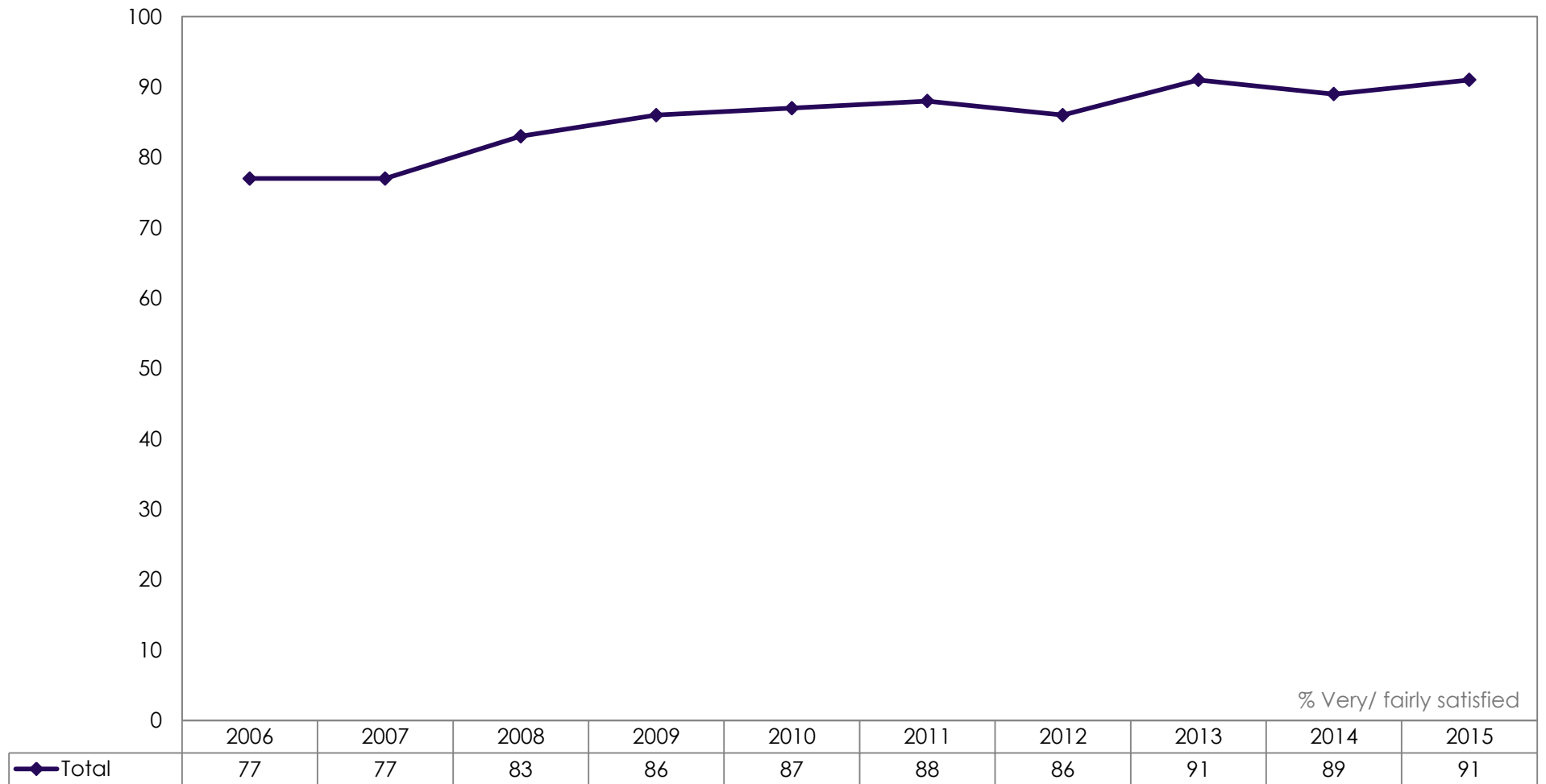
# Satisfaction with different aspects of the household recycling collection service



Base: (Those answering)

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

# Overall satisfaction with recycling centres

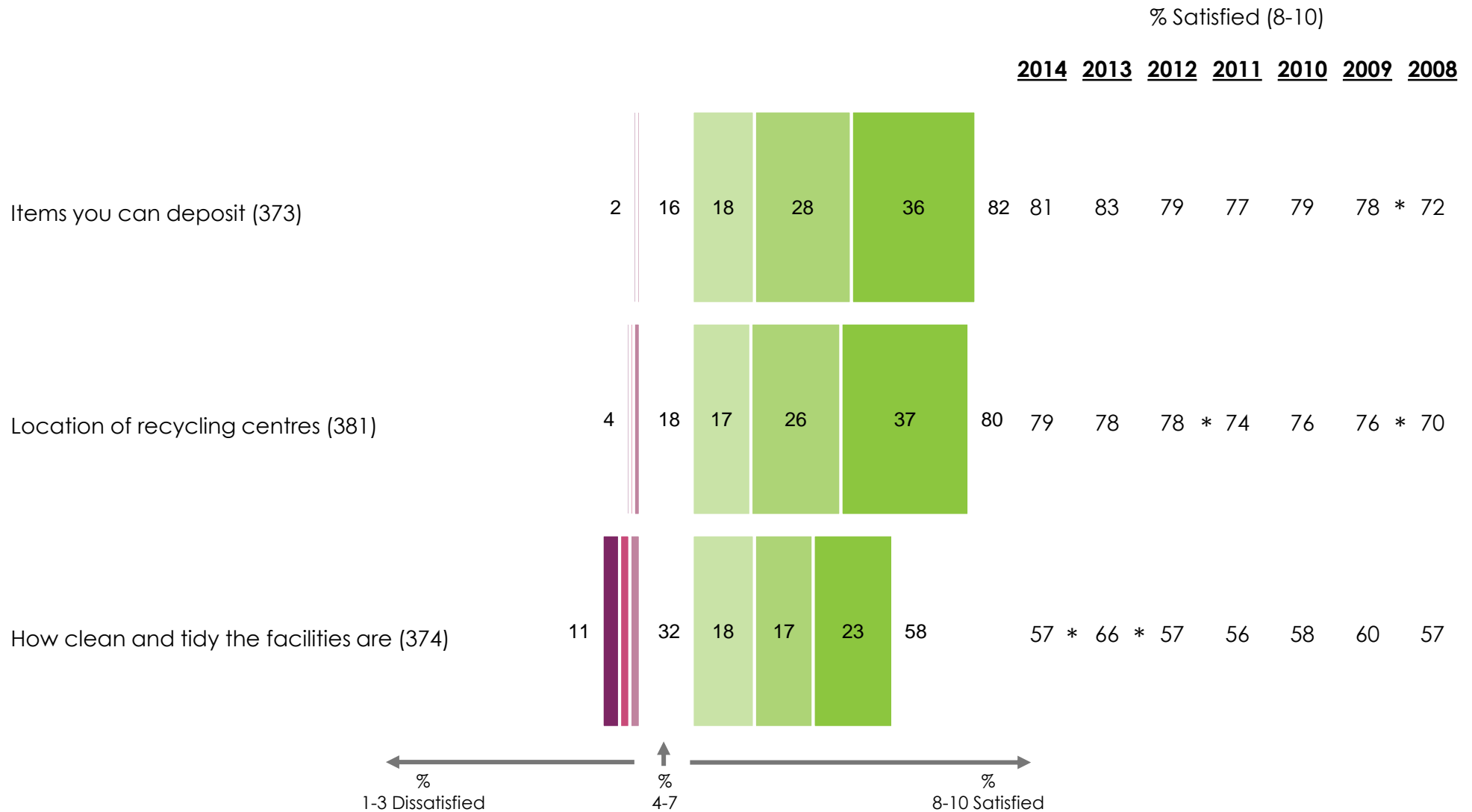


Base: (Those answering: 385)

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



# Satisfaction with different aspects of the local recycling centres

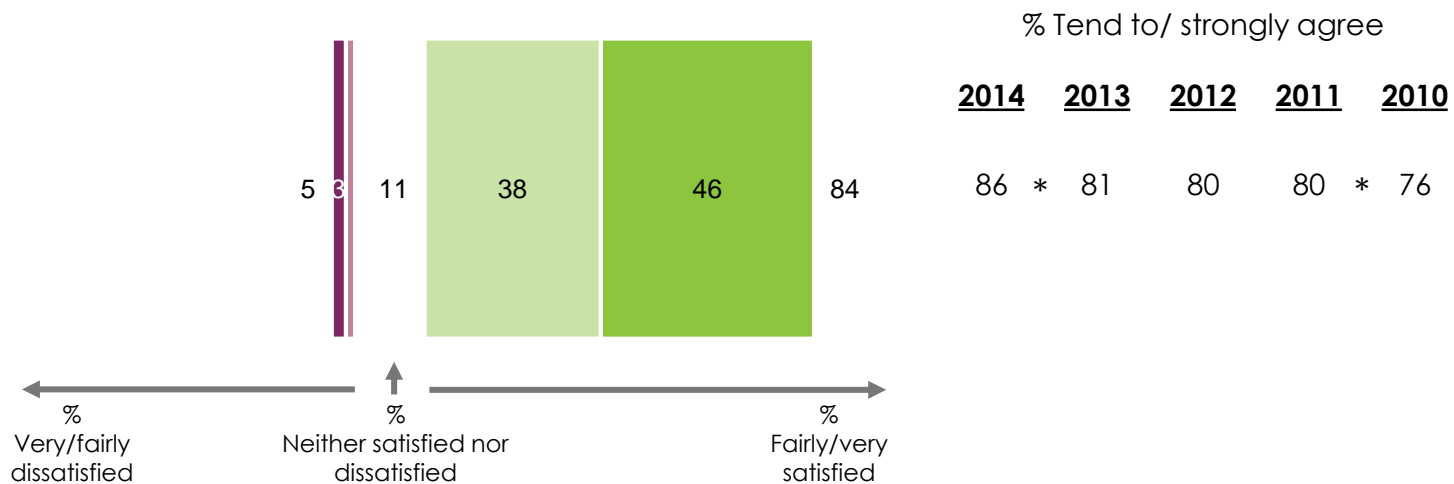


Base: (Those answering)

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

# Overall satisfaction with household food and garden waste collection service

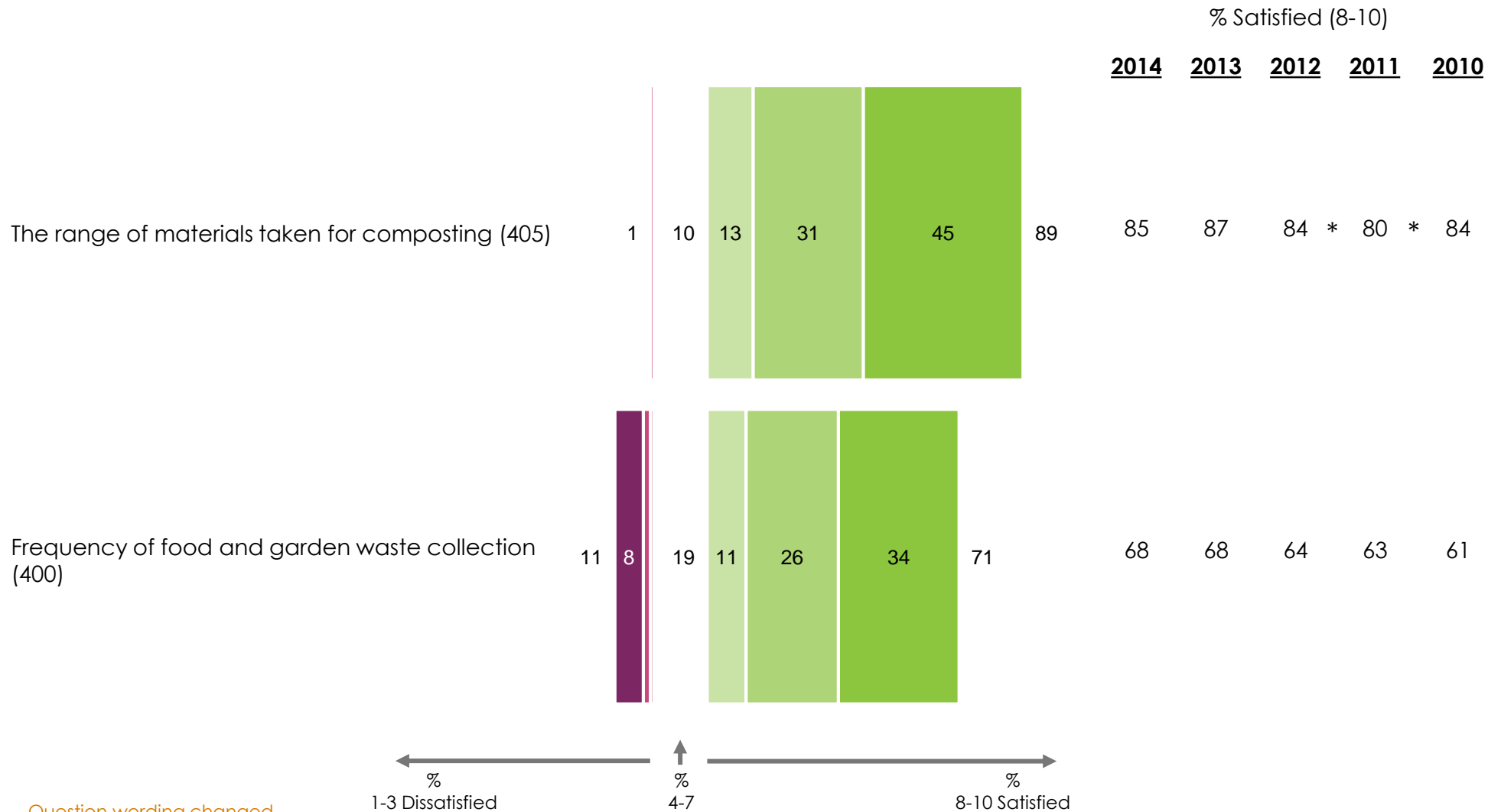
Total (409)



Base: (Those answering)

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

# Satisfaction with aspects of the food and garden waste collection

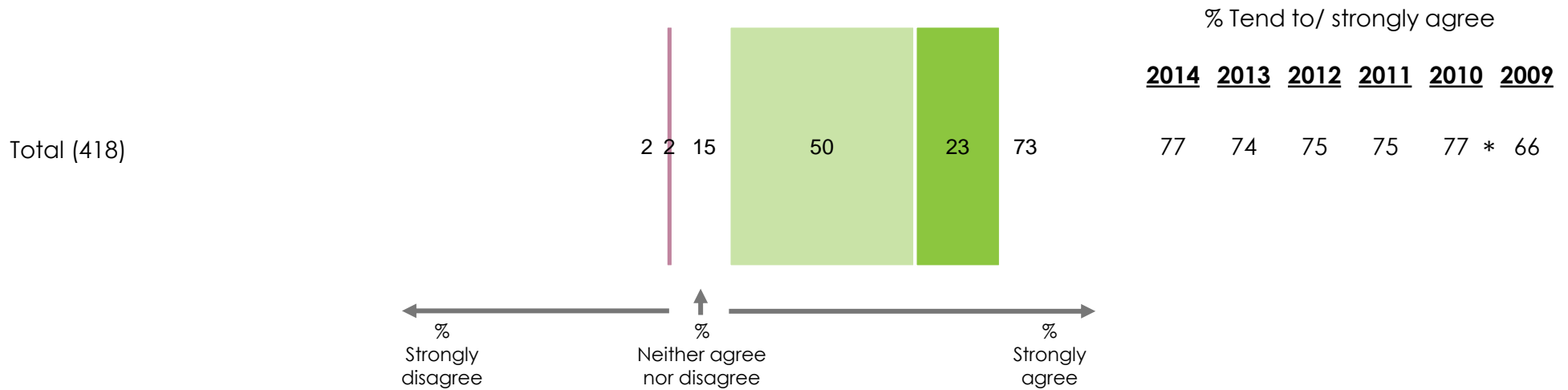


Question wording changed

Base: (Those answering)

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

# Agreement that Cherwell District Council provides enough information on the waste, recycling and food and garden waste collection service



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?



## 5. Leisure & Recreation

# 5. Leisure & Recreation

## 5.1 Parks and Play areas (I) (slides 49 - 52)

- Satisfaction overall with parks and play areas remains at the same level as it has since 2013; 75%
- Ratings from those who have visited park locations in Banbury, Kidlington and Bicester return to levels similar to those recorded in 2013 with 81%, 83% and 76% respectively
- Although drawn from smaller base sizes (31 people), 24% of residents visiting play areas in Kidlington during 2015 expressed dissatisfaction with their experience
- In comparison to more urban areas, the maintenance/ upkeep of certain aspects of local parks and play areas is noticed to have been lacking compared with the last three years. Satisfaction with the 'maintenance of trees, shrubs and bedding plants' has significantly reduced since 2014 to 65% and although 'cleanliness' remains at 66% satisfied, there is a directional decrease from 67% satisfied to 60% for the maintenance of play areas and equipment
- Recalling the importance of access to leisure facilities highlighted earlier by key driver analysis, the reduction to 56% satisfaction for the 'maintenance of outdoor sports pitches' is an area to prioritise. Feelings of safety while using these public spaces also decreases significantly to 65%
- Although negativity is not high for any measure, the District Council must ensure that maintenance issues are addressed before perceptions shift into negativity

# 5. Leisure & Recreation

## 5.2 Leisure Facilities I (slides 53 - 55)

- Satisfaction overall with leisure facilities has yet to recover from the 7% decrease encountered in 2013, a rating of 69% given in 2015
- Kidlington & Gosford Leisure Centre with 67% satisfaction among those using it in 2015 remains a fairly substantial margin away from attaining the 80% + satisfaction levels regularly achieved up to 2012
- Behind the overall satisfaction levels, perceptions of the cost of using facilities have demonstrated some gradual improvement over the last three years. 50% rate this aspect positively in 2015 and this is likely to be a key factor in encouraging people to use leisure facilities in the district. 15% dissatisfied with perceptions of cost is an improvement upon the 18% expressing dissatisfaction in 2014
- It is also encouraging that an increasing number of residents are noticing a wider range of leisure facilities available to them, 69% currently satisfied with this. The range of facilities available is the top-rated factor in this section and is likely to positively impact perceptions of value for money of the District Council

# 5. Leisure & Recreation

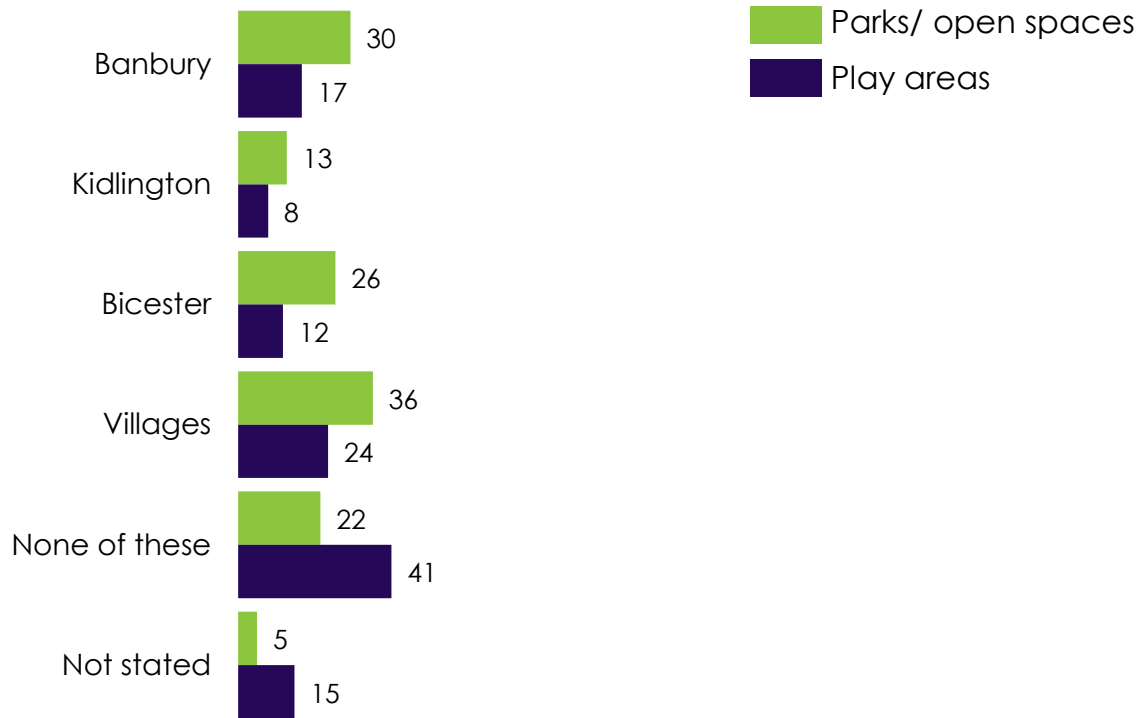
## 5.3 Leisure Activities (slides 56 & 57)

- There is no change among those who are aware of leisure activities provided by Cherwell District Council, but have yet to use/ participate in any activity in 2015; still 42%
- An incrementally small but visible downward trend is emerging among those who say that they have used/ participated in leisure activities provided by the District Council in the last 12 months. From 21% in 2013, it has reduced to 19% in 2014 and currently stands at 18%
- As more people are aware of leisure facilities being available to them, and leisure facilities/ activities being a key driver of value for money, are there any initiatives that Cherwell District Council can devise to encourage more participation?



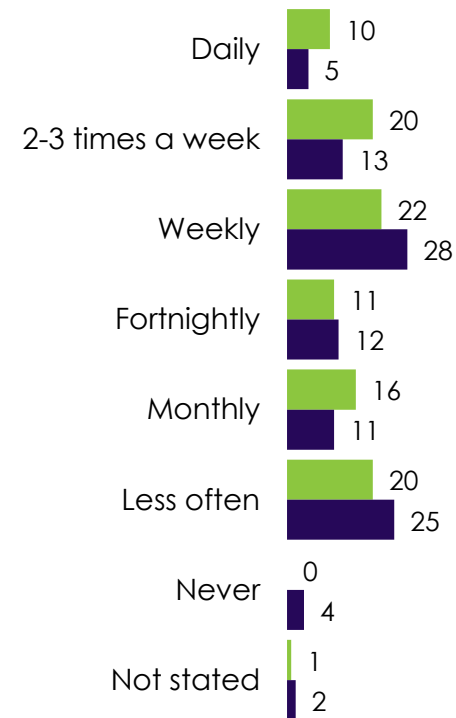
# Parks/ open spaces and play areas visited and frequency of visiting

## Areas visited (%)



Base: Those answering: Parks/ open spaces (431);  
Play areas (431)

## Frequency of visit (%)



Base: Those answering: Parks/ open spaces (297);  
Play areas (175)

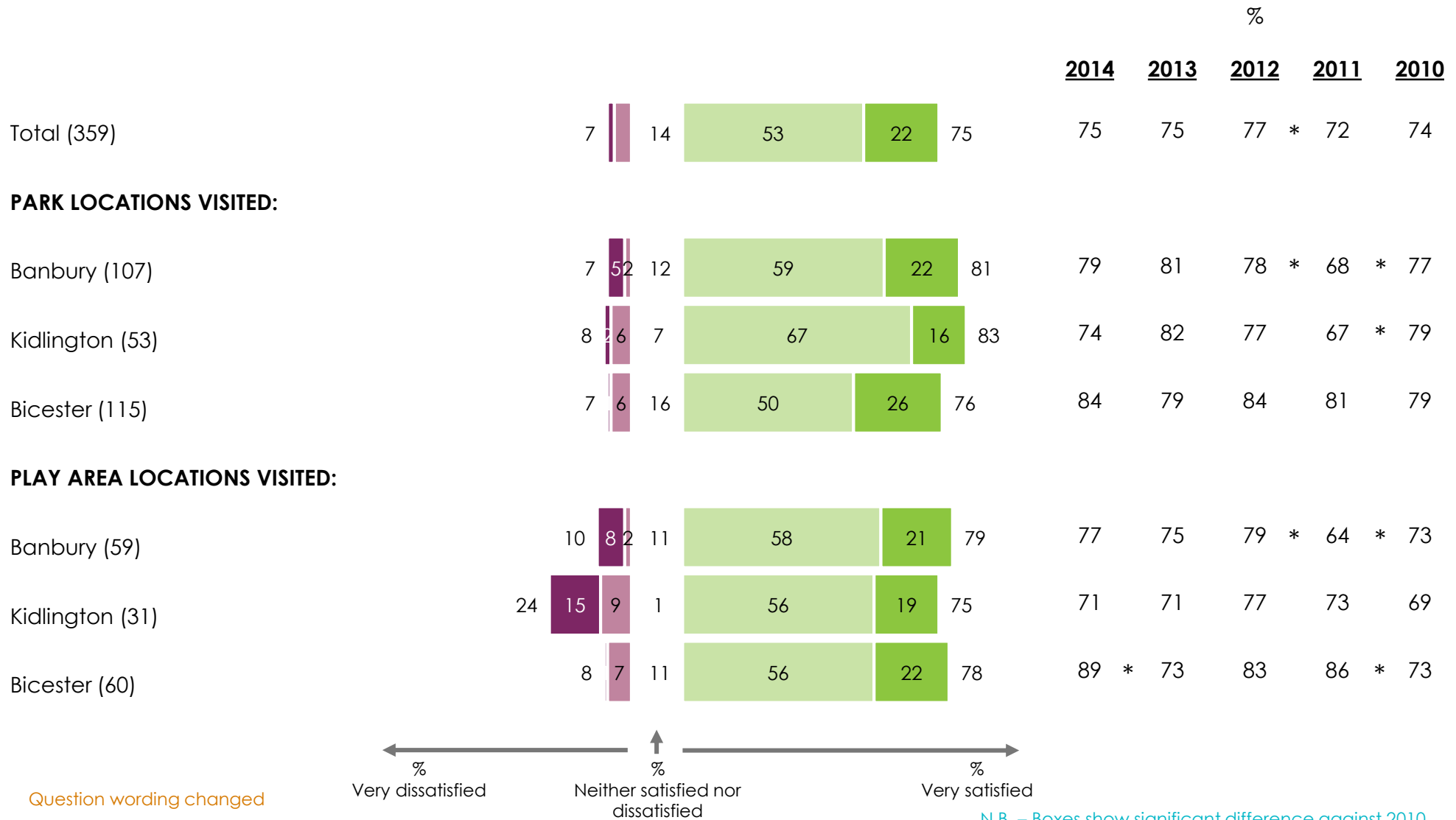
Q18a. In which, if any, of the following locations have you visited/ used the parks/ open spaces in the past 12 months?

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?

# Overall satisfaction with the way parks and play areas are looked after



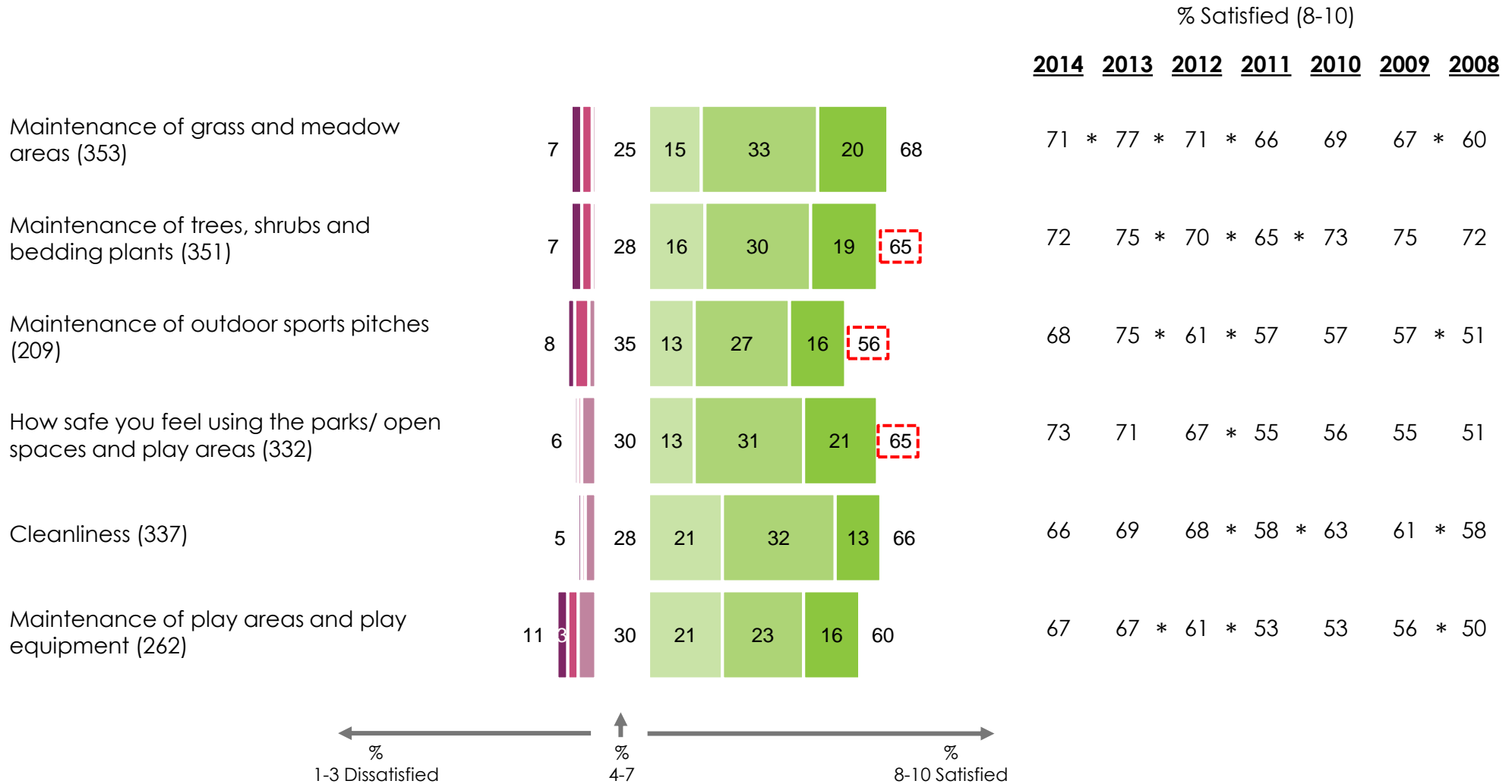
Question wording changed

Base: (Those who visited parks/play areas)

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

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

# Satisfaction with different aspects of the local parks and play areas

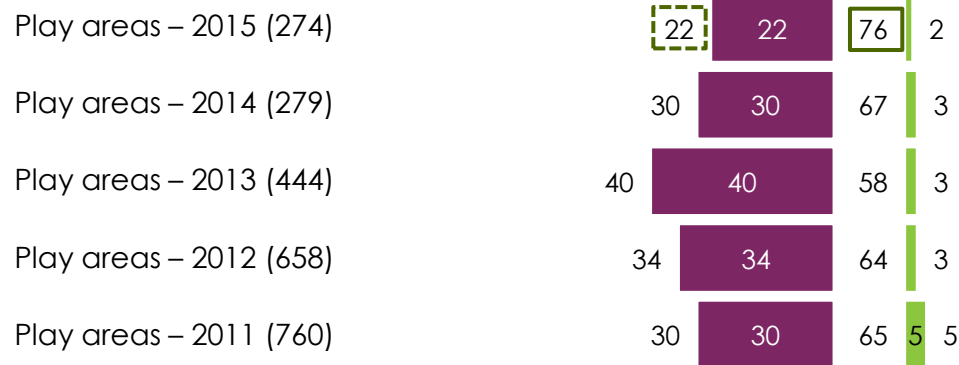


Question and response wording changed

Base: (Those answering)

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

# Opinion on the number of parks/ open spaces and play areas

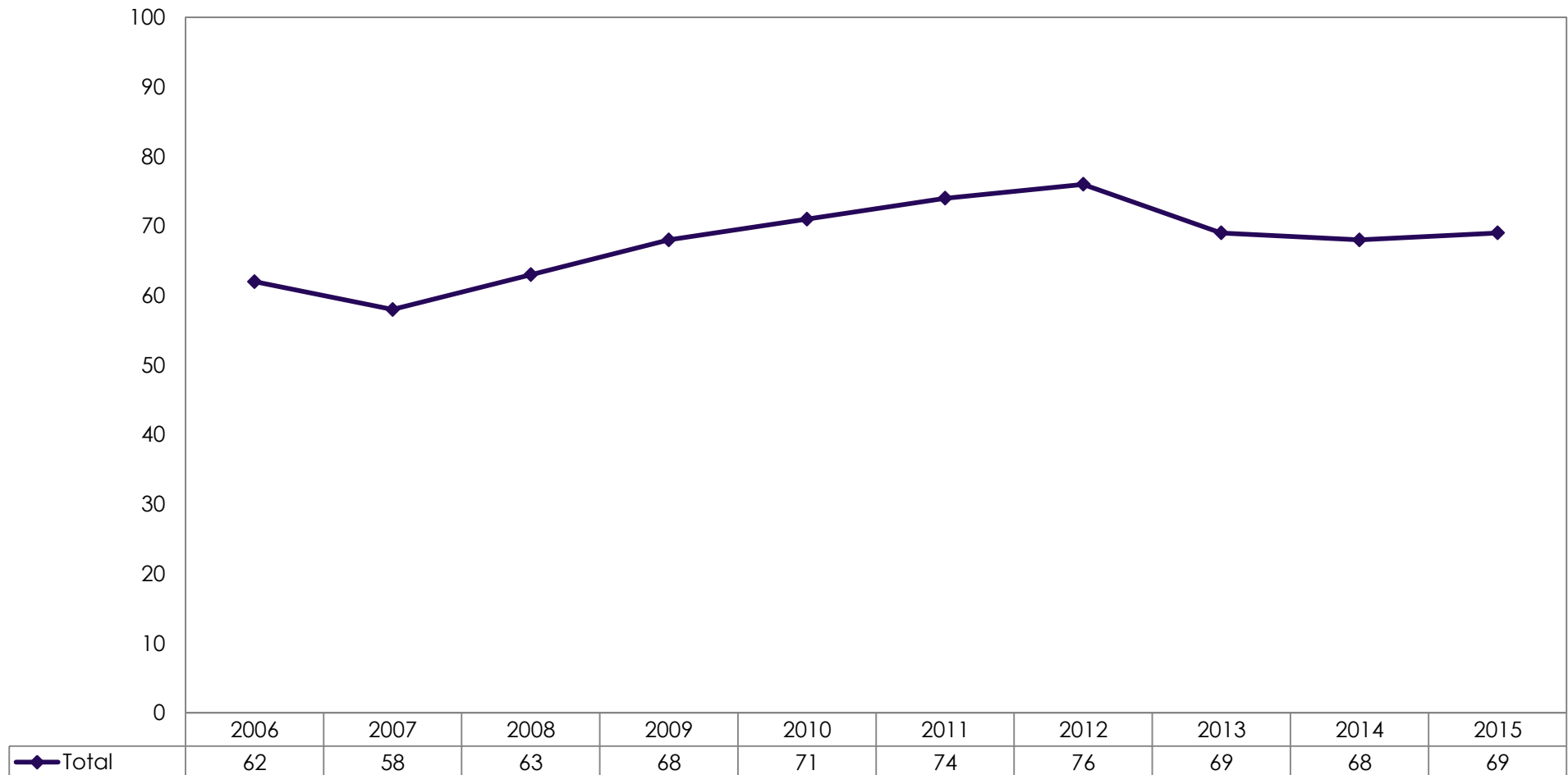


Base: (Those answering)

Q22a. Do you think that the number of parks/ open spaces available is about right, too few or too many?

Q22b. And, do you think that the number of play areas available is about right, too few or too many?

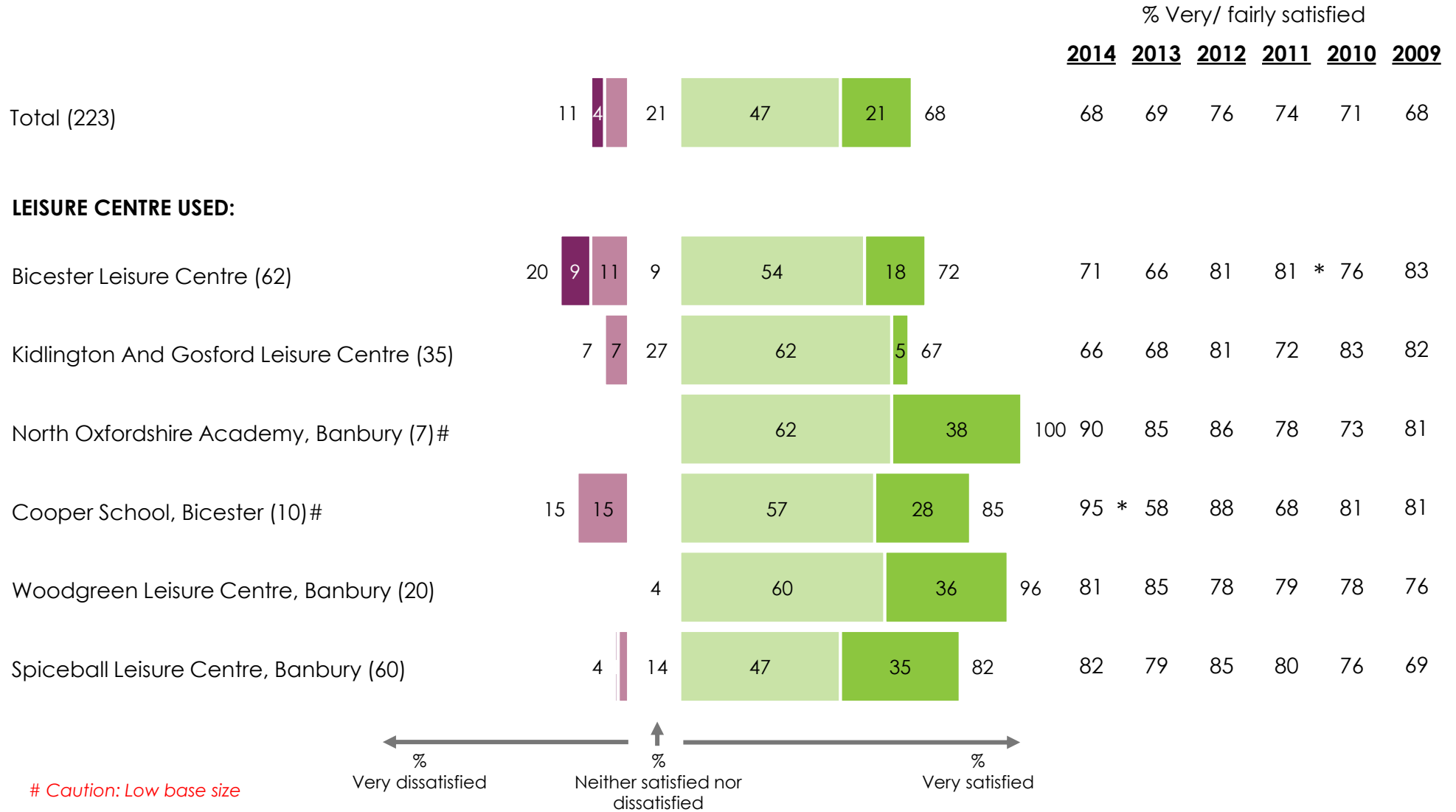
# Overall satisfaction with the leisure facilities provided by the council



Base: (Those answering: 223)

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

# Overall satisfaction with the leisure facilities provided by the council



# 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 leisure facilities



Base: (Those answering)

Q25. And how satisfied or dissatisfied are you with the following aspects of the local leisure facilities?

# Usage/ awareness of leisure activities provided by the council and interest in them

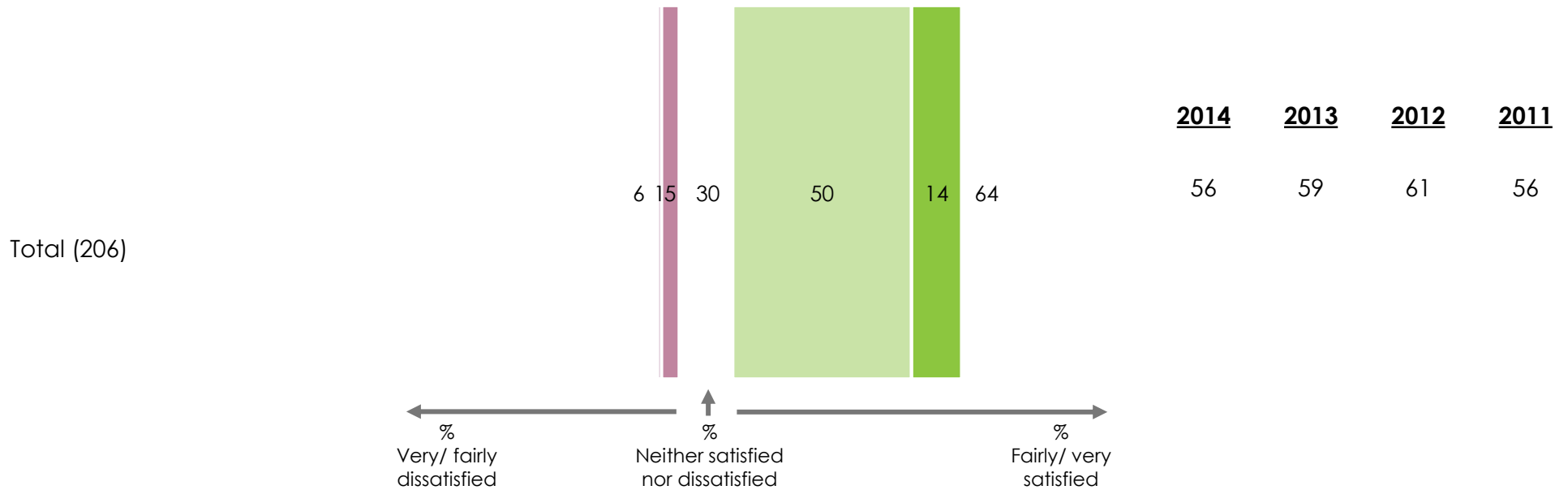


Base: (All respondents: 431)

Q26. Which of the following statements best describes you?



# Overall satisfaction with the leisure activities provided by Cherwell District Council



Base: (Those answering)

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



# 6. Community Safety

# 6. Community Safety

## 6.1 Dealing with Anti-Social Behaviour and Nuisance (I) (slides 61 - 64)

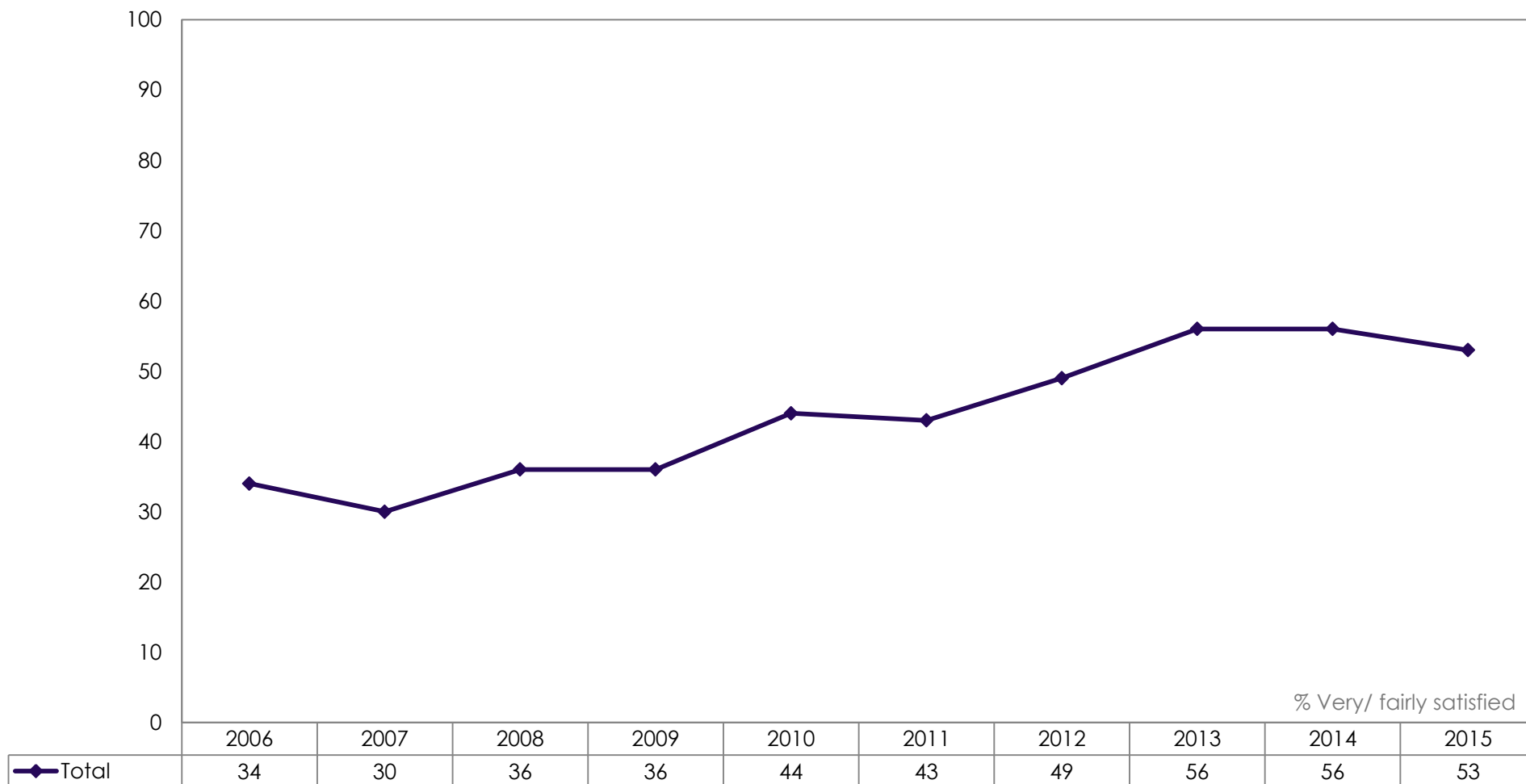
- Agreement that the police and local council were dealing with anti-social behaviour and nuisance had been increasing and reached 51% in 2014. However, 2015 sees this reduce to 44%. The District Council must ensure that any initiatives in place up until 2015 to tackle these issues are retained
- Although it is positive to note that a significantly higher proportion had not experienced any incidents of anti-social behaviour/ nuisance in 2015 (72% vs 65% 2014) and fewer reported instances of disorder to the police or Council than in 2014 in general, some concerns regarding public order remain
- Examination of the levels to which residents are satisfied with the way the council and its partners deal with anti-social behaviour and nuisance shows that dealing with vandalism and graffiti (26% dissatisfied), dealing with youths hanging around on the streets (31% dissatisfied), a visual presence of police (29% dissatisfied) and visual presence of community wardens (33% dissatisfied) would be beneficial towards reassuring residents of their safety

# 6. Community Safety

## 6.2 Fear of Crime (slide 65)

- People report high levels of personal safety while going about their business alone in the local community and in town centres during daylight hours
- Being alone at home either during daylight or after dark is also reported as causing little concern
- More concern relates to peoples' personal safety when alone outside the confines of their home after darkness falls. It is encouraging to note that the sense of personal safety when alone in the local town centre after dark improves to an all-time high 63% satisfied in 2015
- Although reporting a marginal decline since 2014 by 2% to 78% in 2015, the decrease in safety when out after dark within their 'local community' is not statistically significant

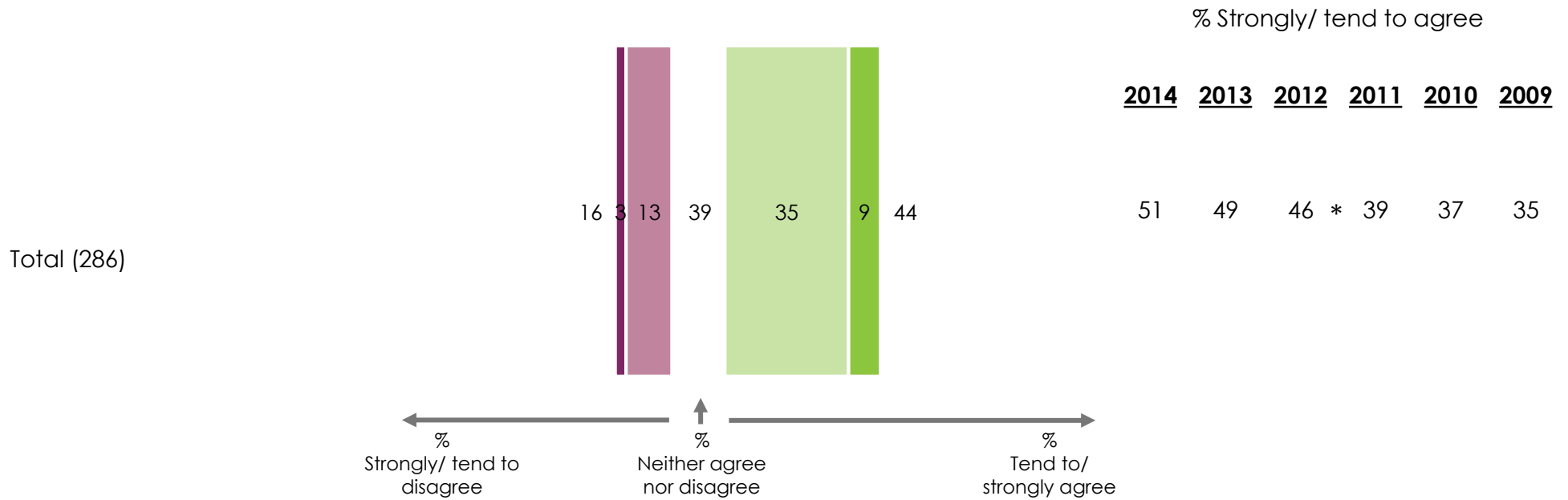
# Overall satisfaction with the council's approach to dealing with anti-social behaviour and nuisance



Base: (Those answering: 316)

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

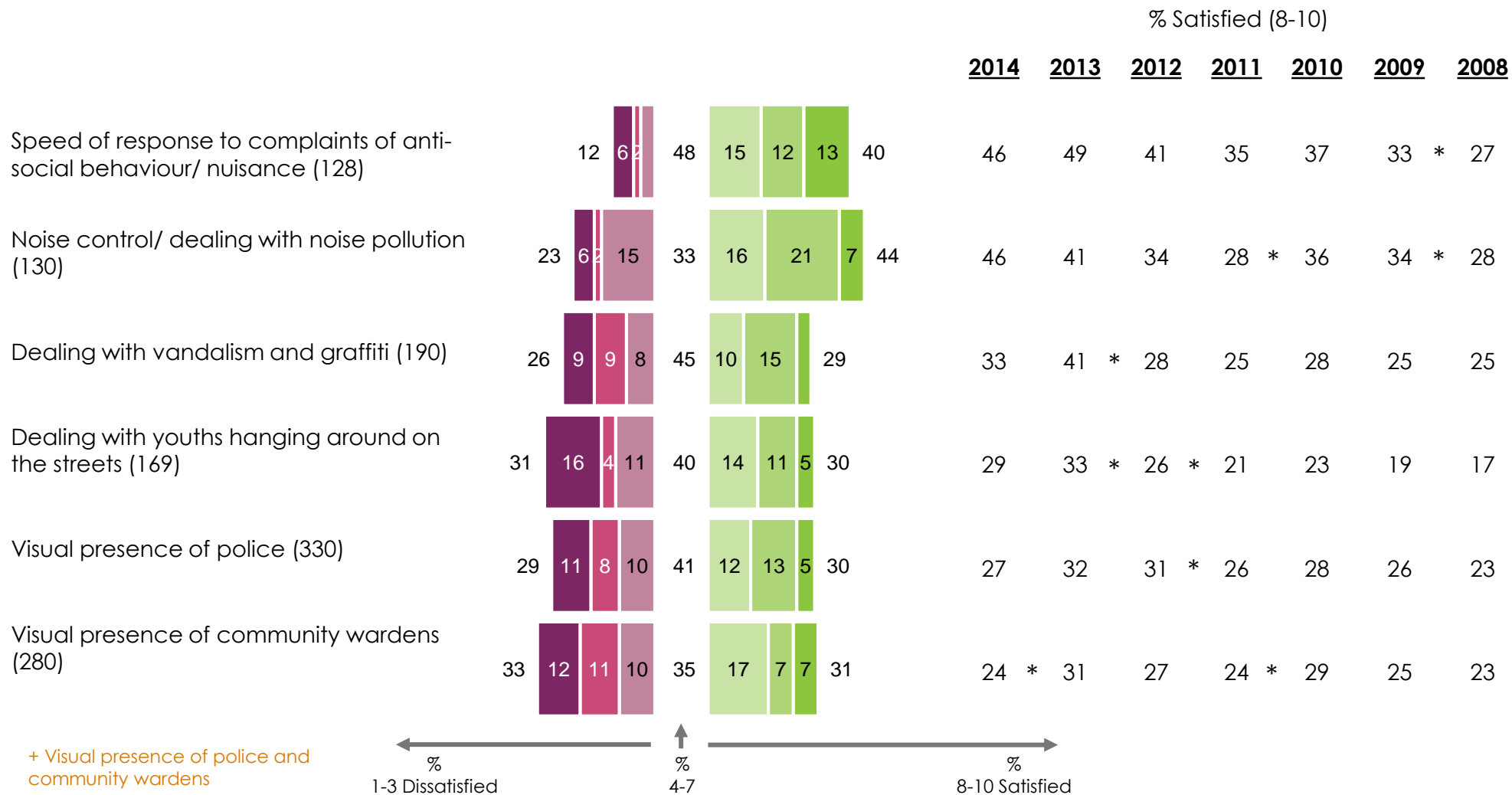
# Agreement that the police and local council are dealing with anti-social behaviour and nuisance



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?

# Satisfaction with different aspects of the way the council and its partners deal with anti-social behaviour and nuisance

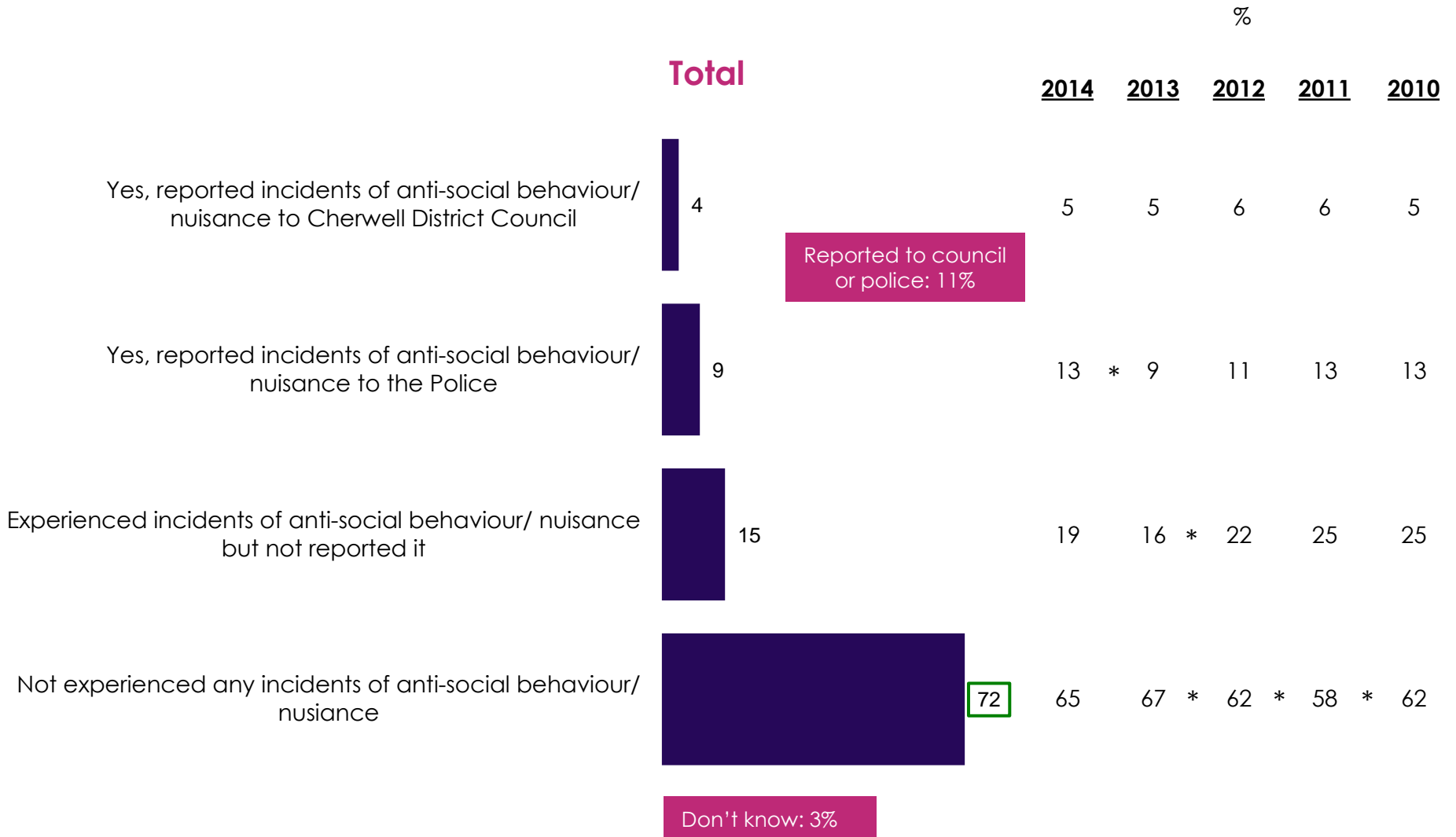


+ Visual presence of police and community wardens

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?

# Whether reported any incidents of anti-social behaviour or nuisance in the past 12 months

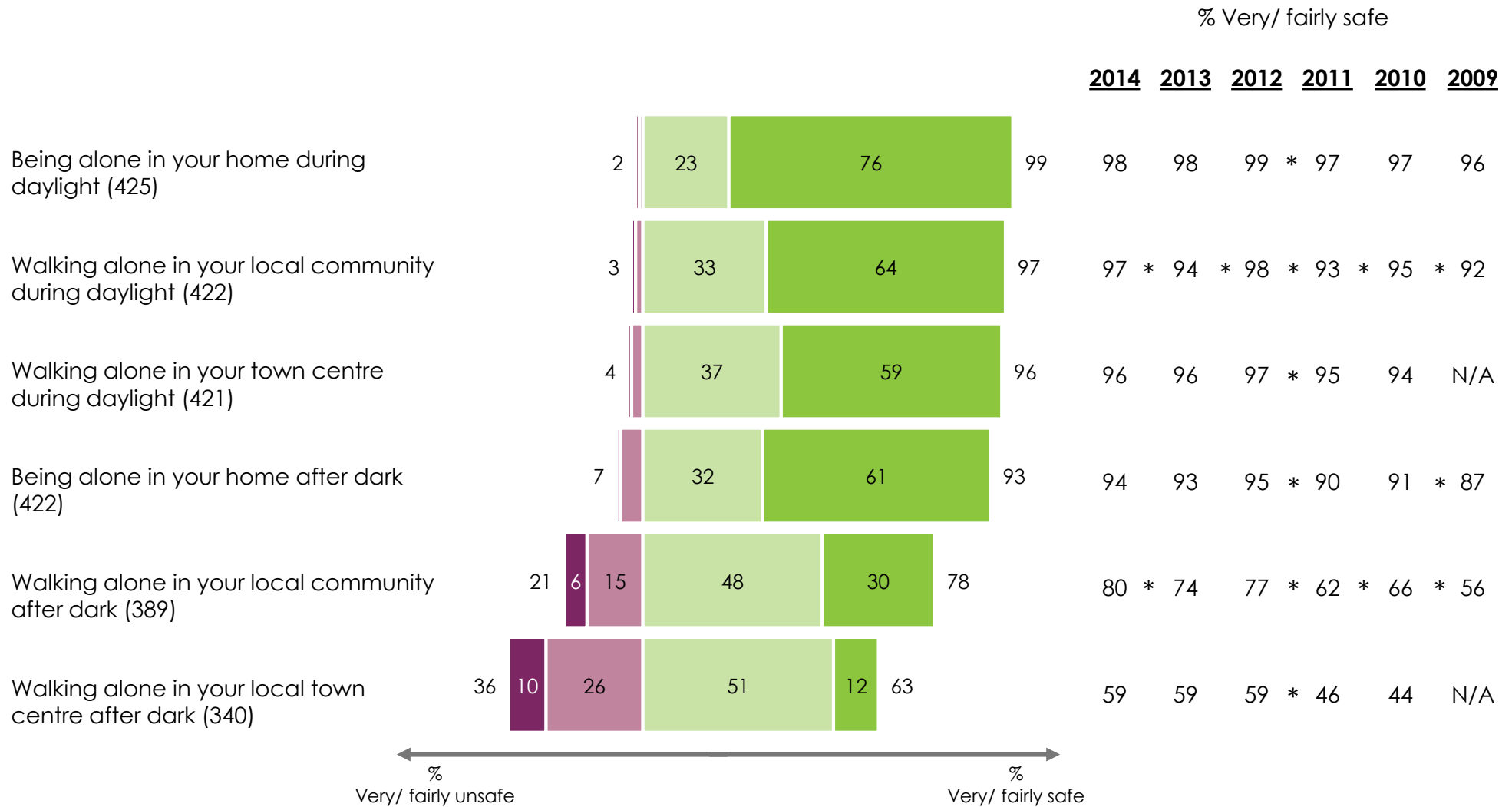


Base: (All respondents: 431)

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?



# 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?



# 7. Car Parking

# 7. Car Parking

## 7.1 Car Parking Usage (slide 68)

- Although a similar number of respondents overall (52%) said they had used Bicester car parks in 2015 compared with 2014 there are significant declines in usage for Banbury and Kidlington car parks (to 54% and 25% respectively)
- It will be interesting to monitor these locations ongoing to see if a trend emerges illustrating a change in behaviour

## 7.2 Satisfaction with Car Parking (slides 69 - 70)

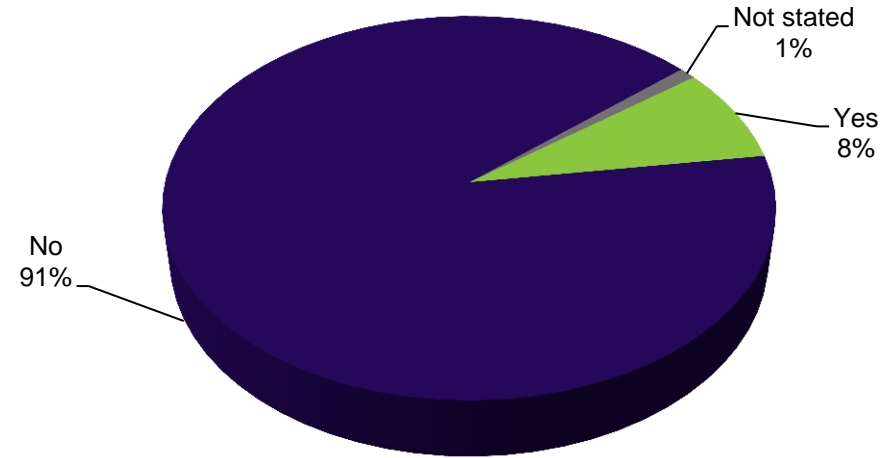
- This downturn in usage might account for the slight improvement to ratings for car parking facilities overall (to 66%) through there being more space available
- 1 in 5 expressed dissatisfaction with payment via mobile devices in 2014 and this increases to nearly a quarter (24%) in 2015. Although the cost of parking remains the greatest cause of dissatisfaction, slightly fewer (33%) reported dissatisfaction in 2015 (compared with 36% in 2014)
- Is the cost/ method of paying affecting the decision to use the car parks in Kidlington and Banbury?

# Pay and display car parks used in the past 12 months and ownership of a season ticket or blue badge

## Car parks used

|               |    | <u>2014</u> | <u>2013</u> | <u>2012</u> | <u>2011</u> |
|---------------|----|-------------|-------------|-------------|-------------|
| Banbury       | 54 | 62          | 60          | 62 *        | 67          |
| Bicester      | 52 | 51 *        | 39 *        | 50 *        | 40          |
| Kidlington    | 25 | 31          | 26          | 28 *        | 7           |
| None of these | 12 | 8 *         | 14          | 13 *        | 18          |
| Not stated    | 0  | 2           | 1           | N/A         | N/A         |
|               | %  | (445)       | (725)       | (1018)      | (1324)      |

## Own a season ticket or blue badge



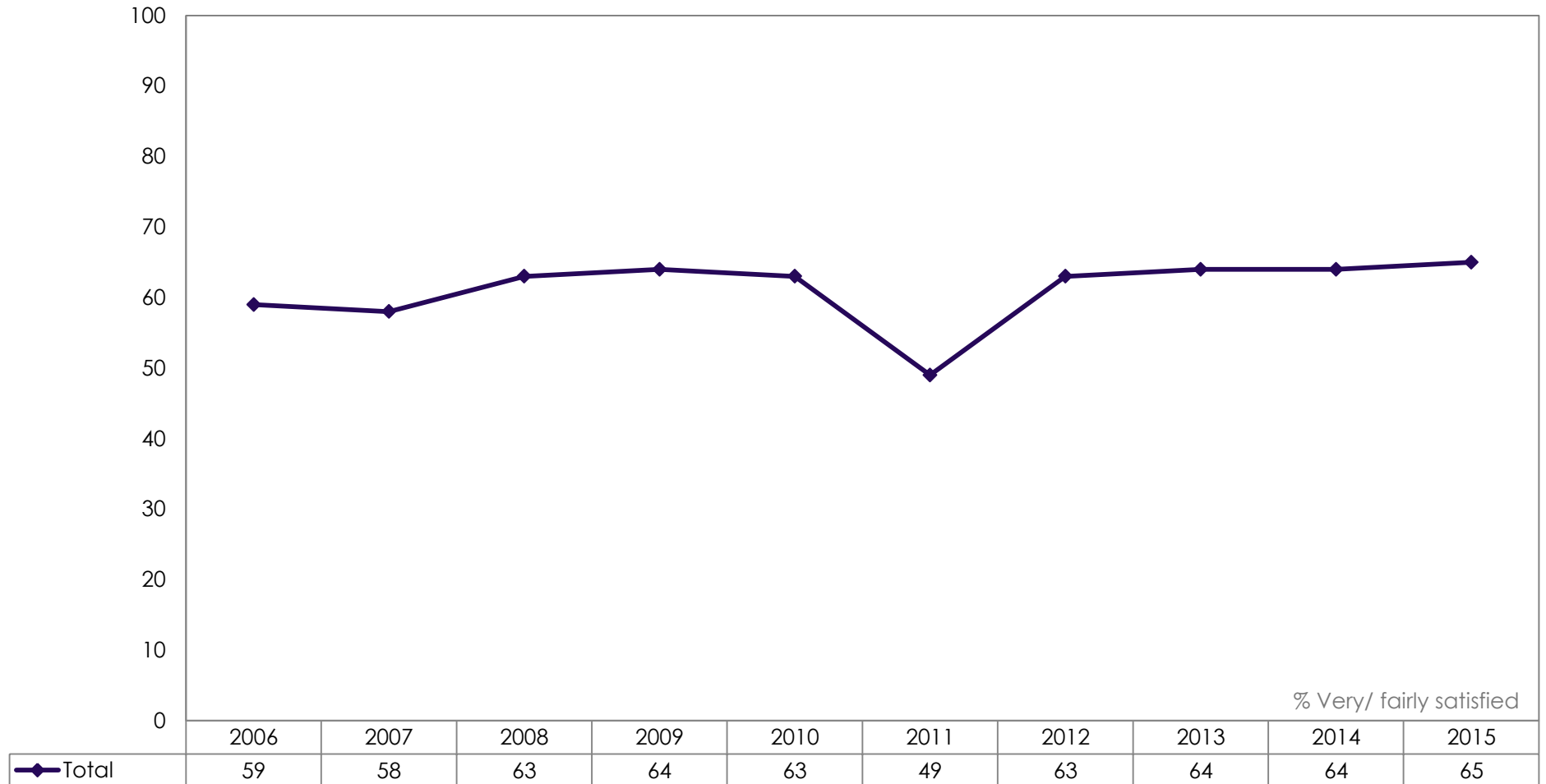
|            | <u>2014</u> | <u>2013</u> | <u>2012</u> | <u>2011</u> |
|------------|-------------|-------------|-------------|-------------|
| Yes        | 8           | 8           | 8           | 8           |
| No         | 89          | 90          | 92          | 89          |
| Don't know | 0           | 0           | 0           | 3           |
| Not stated | 2           | 2           | 0           | 0           |

Base: (Those answering: 431)

Q33. In which, if any, of the following locations have you used the car parks operated by Cherwell District Council in the past 12 months?

Q34. Do you hold a season ticket or a blue badge for parking in Cherwell?

# Overall satisfaction with local car parking facilities

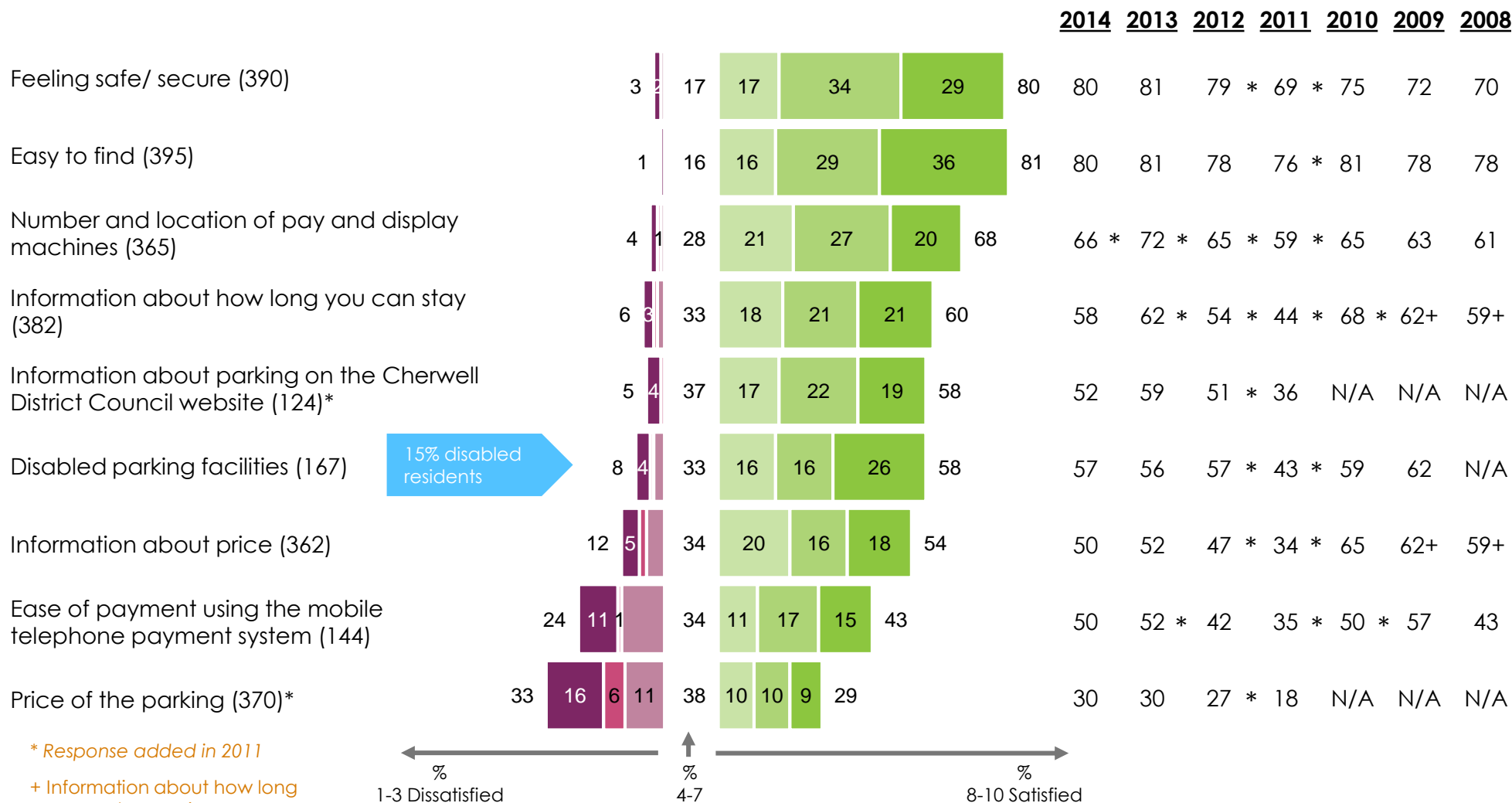


Base: (Those answering: 393)

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

# Satisfaction with different aspects of the local car parking facilities

% Satisfied (8-10)



\* Response added in 2011

+ Information about how long you can stay & price

Base: (Those answering)

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

The background is a solid teal color. At the top, there are white geometric shapes: a triangle pointing right on the left, and a larger shape on the right that is a square with a diagonal line from the top-left to the bottom-right, creating two triangles.

## 8. Cherwell as a place to live

# 8. Cherwell as a place to live

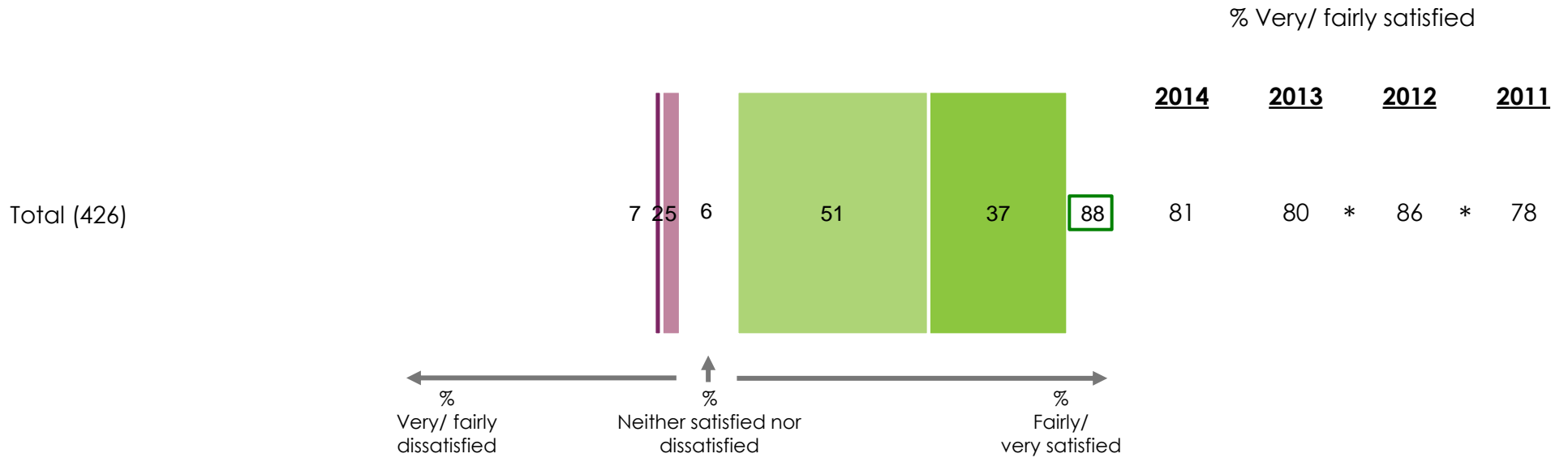
## 8.1 Cherwell as a place to live (slides 73 & 74)

- Satisfaction overall with the local area as a place to live currently stands at 88%, its highest point to-date
- Cherwell District Council has made significant gains in improving its satisfaction ratings among rural dwellers in 2015; 49% are satisfied compared with 39% in 2014
- Potentially influenced by improvements to the economy and there being more jobs available, there is also a significant movement among those rating location of jobs positively, from 28% in 2014 to 40% in 2015
- Housing remains a core concern among residents of the Cherwell district and there is some growing concern over how a balance will be struck between 'protecting rural environments and managing new development'. Satisfaction for this aspect of living in the region is just 22%, its lowest level to-date, while 24% report dissatisfaction here
- The location of housing to buy or rent at an affordable price is rated at its lowest level since 2008 (17%) in 2015, with 38% expressing concerns. The availability of homes to rent or purchase at an affordable price for most people is of concern for 37% of residents. However, it is worth noting that about half (45% and 49% respectively) of those answering these two measures chose to rate 4 – 7





# Satisfaction with local area as a place to live

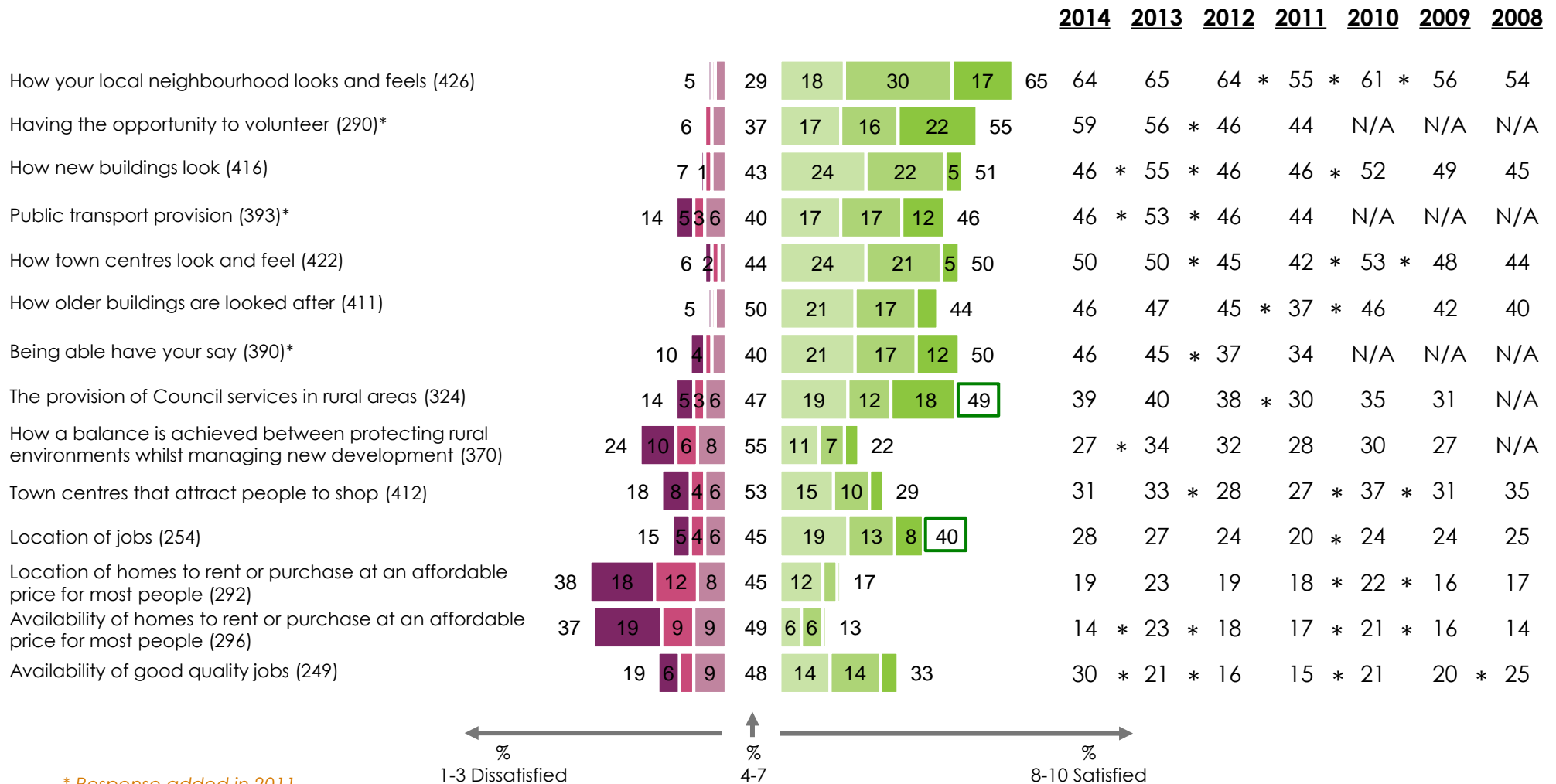


Base: (Those answering)

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

# Satisfaction with different aspects of living in Cherwell

% Satisfied (8-10)



\* Response added in 2011

Base: (Those answering)

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



## 9. The Local Economy and Council Budget Priorities

# 9. The Local Economy and Council Budget Priorities

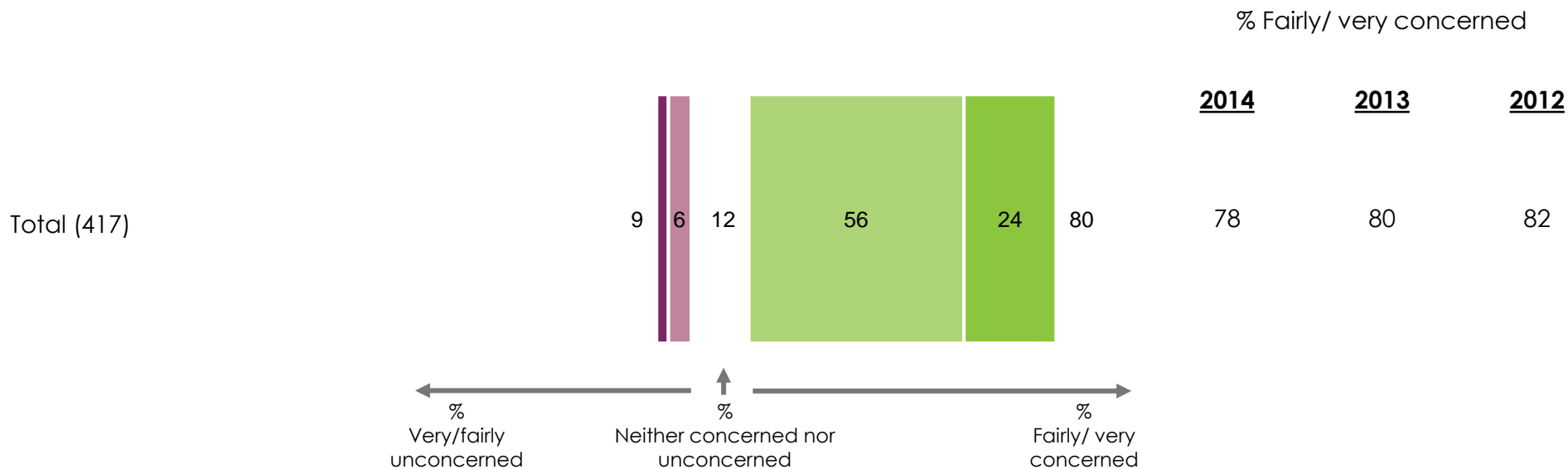
## 9.1 Perceptions of economy (slides 77 & 78)

- In most areas, the post general election climate surrounding the budget deficit remains similar to that of 2014. The nation's budget deficit remains a strong cause of concern in the District with 80% saying they are fairly/ very concerned
- Despite these concerns, it is positive to note that 55% trust that Cherwell District Council will do what's right for residents in the current economic climate, a significant improvement on the 42% of 2014 and perhaps an indication of a more settled post-election confidence in the District Council
- Although agreement changes little since 2014 that the 'economic climate in Cherwell is better than it was 12 months ago' (41% agreeing in 2015 vs. 40% in 2014), results show that a significant decrease in numbers agreeing that their household has been affected by the public spending cuts has occurred, 28% agreeing in 2015 compared with 43% in 2014. However, 38% of participants continue to say that spending cuts have affected them in 2015

## 9.2 Service priorities (slides 79 & 80)

- Whilst Conjoint analysis results demonstrate the same top five key services to safeguard as in 2014; there has been some movement in the position of these five factors.
- Specifically; providing affordable housing was rated as the most important service to maintain in 2015 (having been 4<sup>th</sup> last year). Scores for the top four factors are very close (Household waste collection, Household recycling and Street Cleaning are the other three factors in the top four).
- Dealing with anti-social behaviour/ nuisance drops from 3<sup>rd</sup> most important in 2014 to 5<sup>th</sup> in 2015 but there is now a clear 'gap' between this and the top four factors in terms of overall importance.

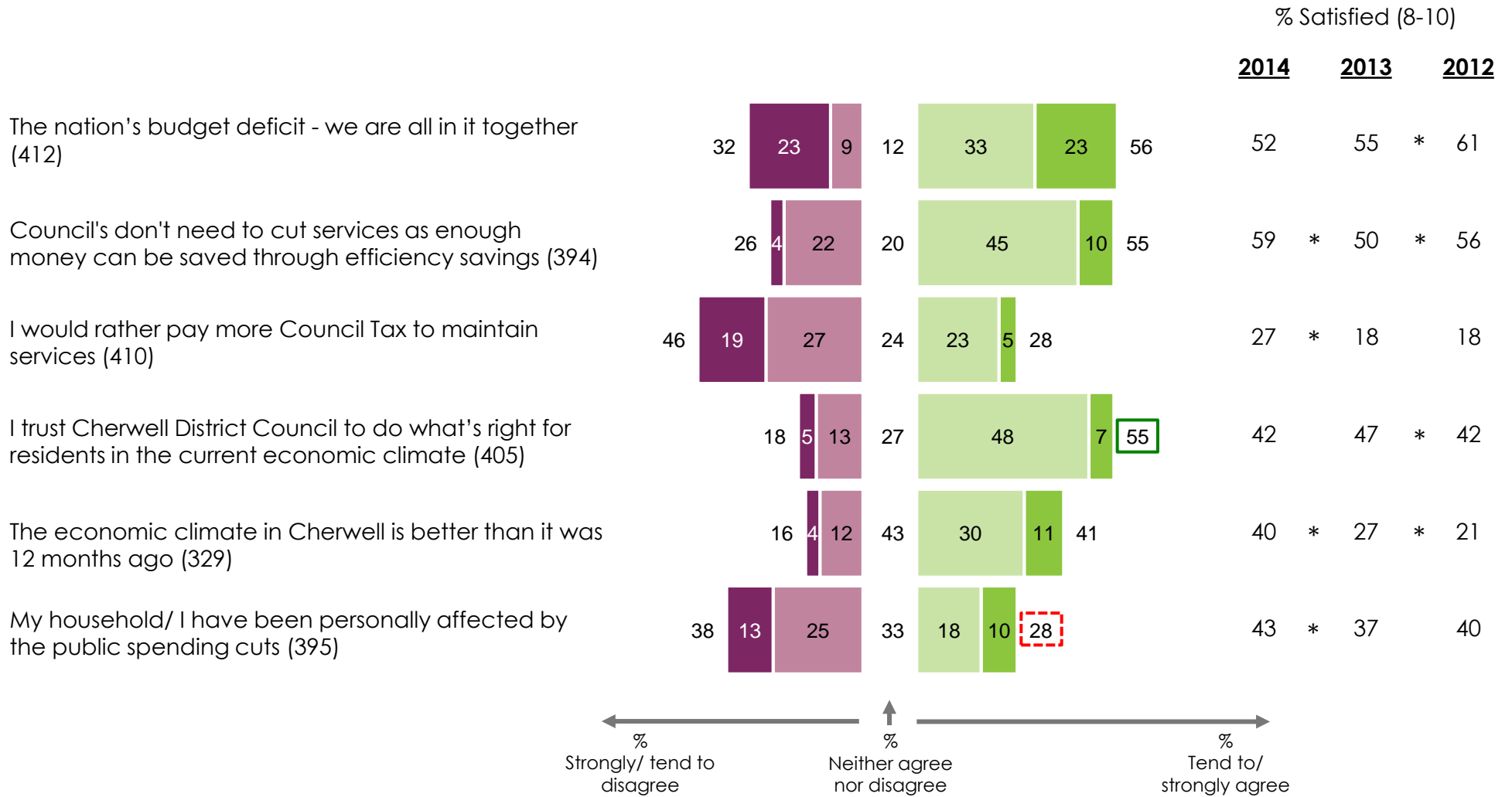
# Concern regarding the nation's budget deficit



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?

# Agreement with statements regarding the nation's budget deficit

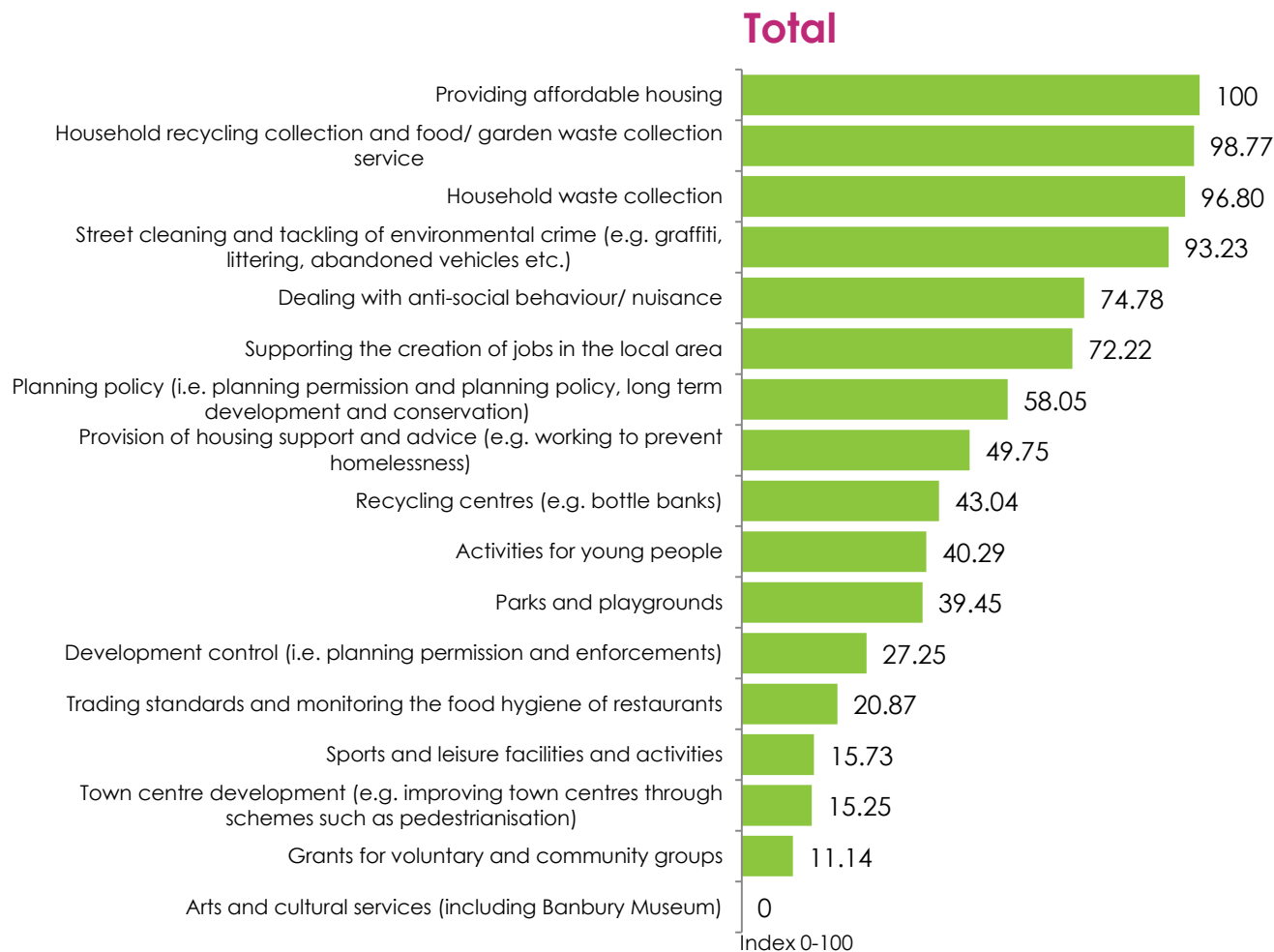


Base: (Those answering)

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?

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

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?





# 10. Information Provision

# 10. Information Provision

## 10.1 Obtaining Information about Cherwell District Council (slide 83)

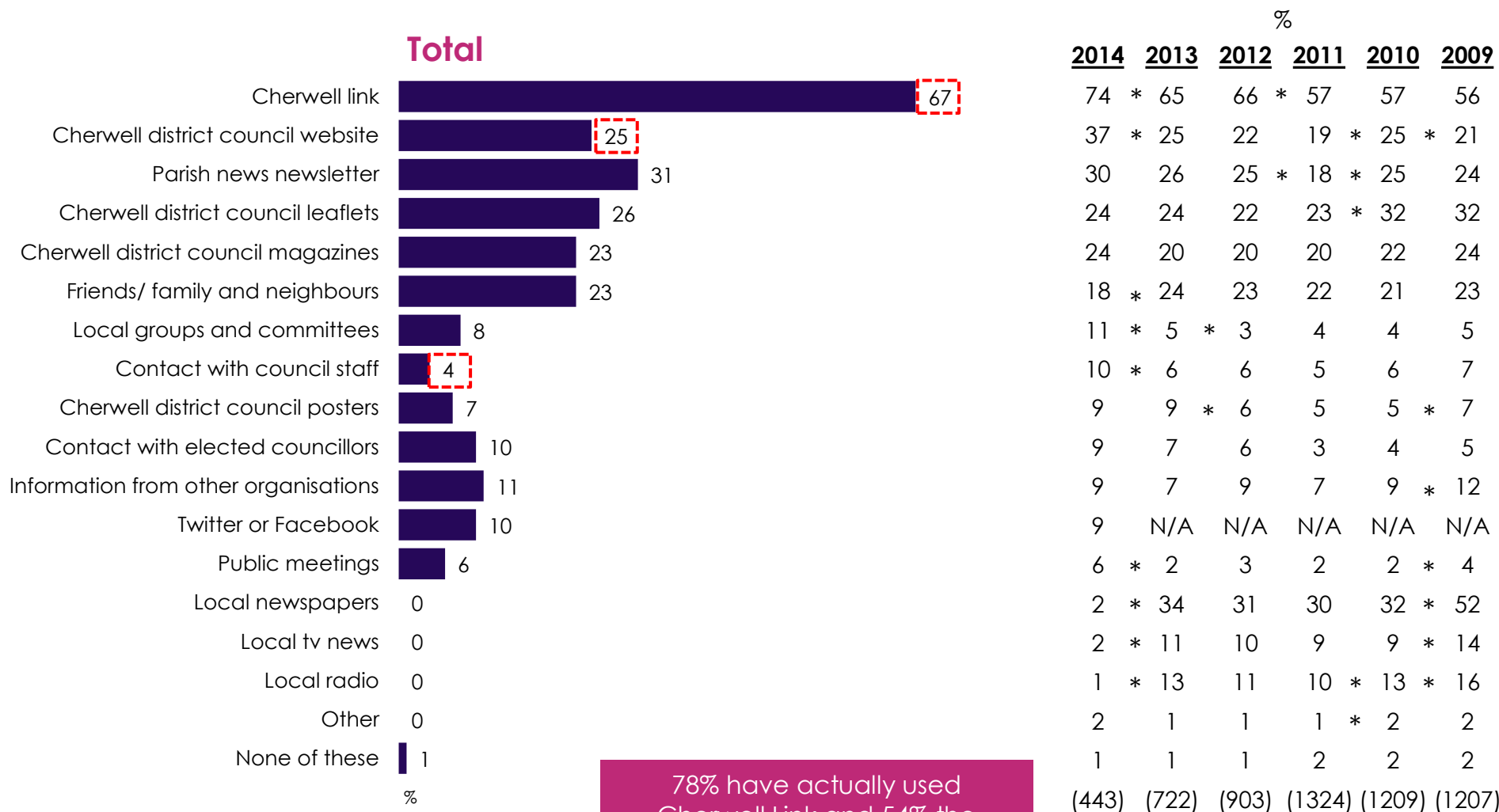
- Residents obtaining most of their information about Cherwell District Council from official Council sources falls slightly since 2014 and are even less likely to obtain it from local media than they were in 2014
- Cherwell Link remains the most popular source of information about Cherwell District Council. About two-thirds (67%) of residents say that they obtain most of their information about Cherwell District Council using this source. This is a higher proportion than in 2009 (56%) and the second highest level recorded to-date
- Similarly, the proportion using the Council website to obtain most of their information about the Council has fallen back to levels seen prior to a high in 2014 (25% currently vs 37% in 2014), however, it is worth noting that 54% of participants had actually used the Council website so it remains an important information source
- There has been a decline in the proportions using local media and word of mouth:
  - Local newspapers (0% vs 34% in 2013)
  - Local radio (0% vs 13% in 2013)
  - Local TV news (0% vs 11% in 2013)
- Social media is not something to be ignored, with 1 in 10 using Twitter/ Facebook to obtain most of their information about the Council

# 10. Information Provision

## 10.2 Information Provision (slides 84 - 88)

- In a climate where budgets and public spending is under heavy scrutiny it is important that information is easy to access in order to retain transparency, particularly as trust in the Council to do what's right for residents has improved in 2015. A decrease in satisfaction in how well informed Cherwell District Council keeps residents about the benefits and services it provides is noted. From a high of 80% in 2014 it reduces to 72% in 2015; still above any rating prior to 2014 but a movement to monitor so it does not become a negative trend
- Decreases in the numbers satisfied with the Cherwell Link/ District Council website appear to be a result of more residents choosing to remain impartial on these two measures
- The benefit of keeping people informed about council activities is demonstrated with 90% of those who consider themselves very/ fairly well informed saying they are satisfied with the services provided by Cherwell District Council in 2015
- Transparency and information also has considerable benefits in forming positive associations with value for money among residents. An all-time high 68% of those who feel they are 'very/ fairly well informed' agreed that Cherwell District Council offered value for money in 2015

# Most popular source of information about Cherwell District Council

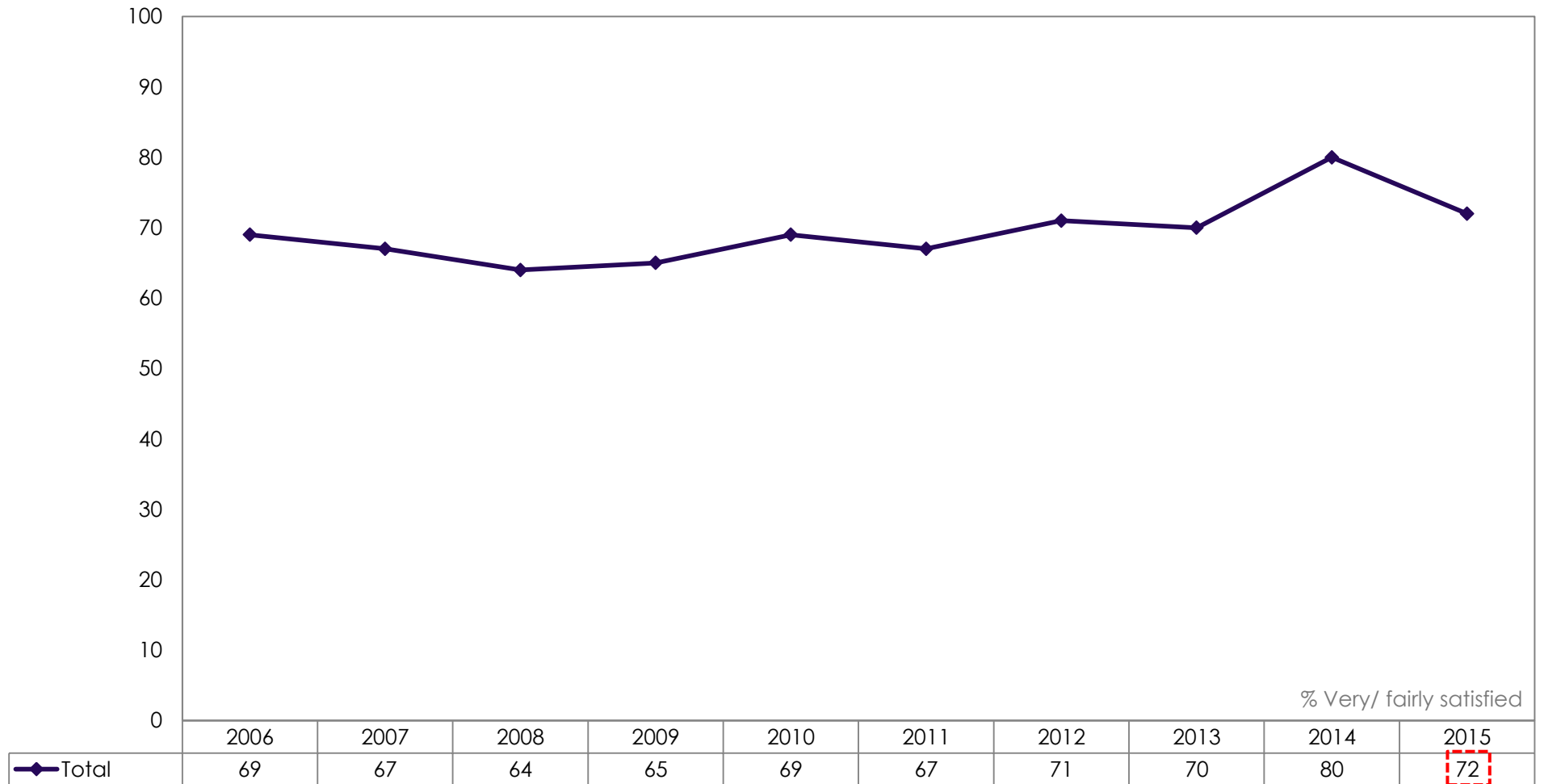


78% have actually used Cherwell Link and 54% the Council website

Base: (Those answering: 424)

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

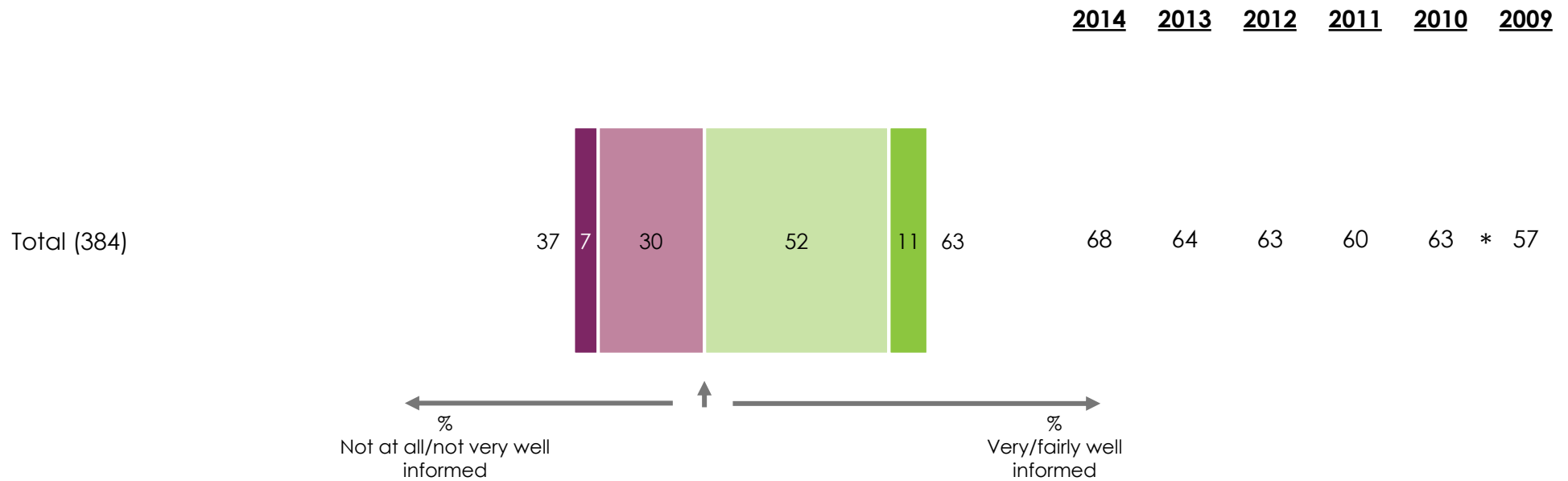
# How well informed Cherwell District Council keeps residents about the benefits and services it provides



Base: (Those answering: 404)

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

# How well informed Cherwell District Council keeps residents about what the council spends money on



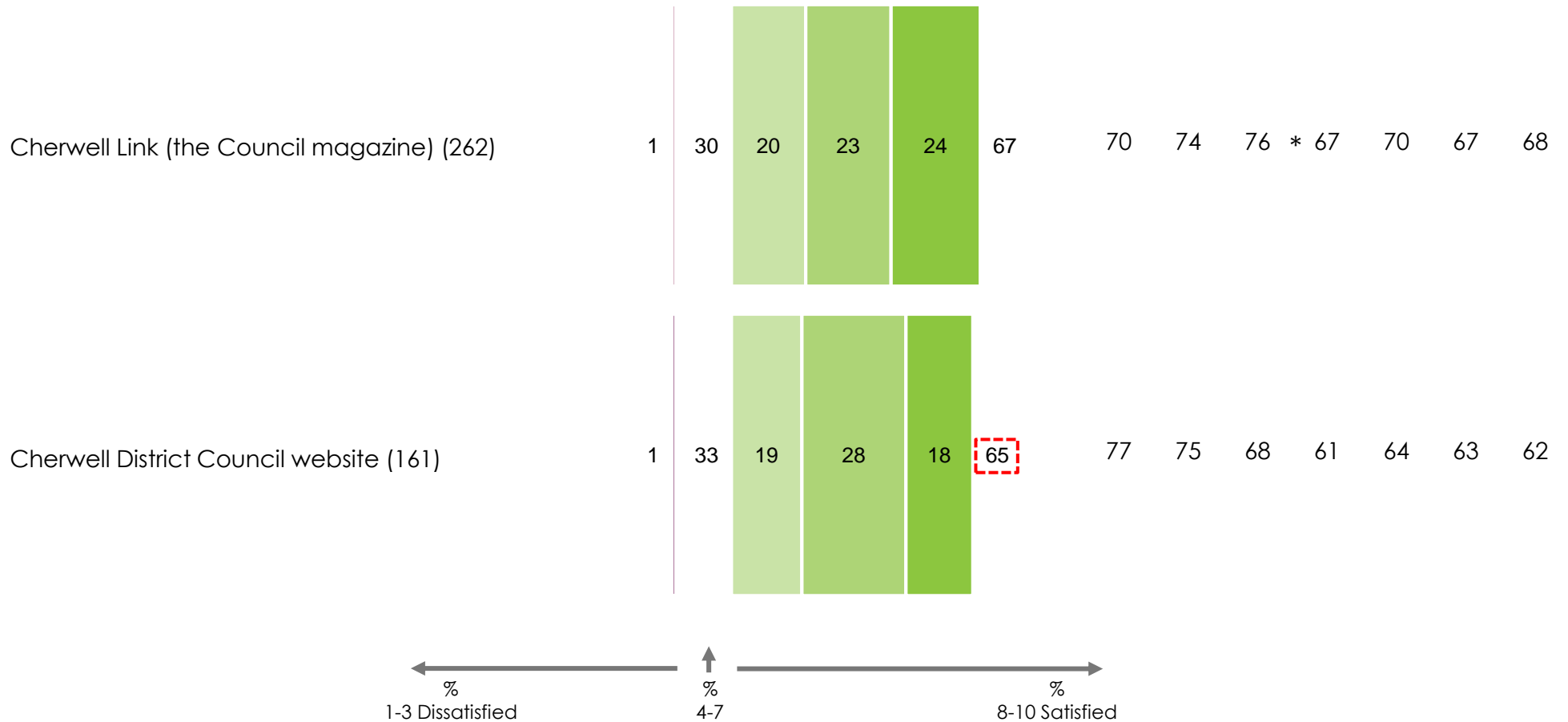
Base: (Those answering)

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

% Satisfied (8-10)

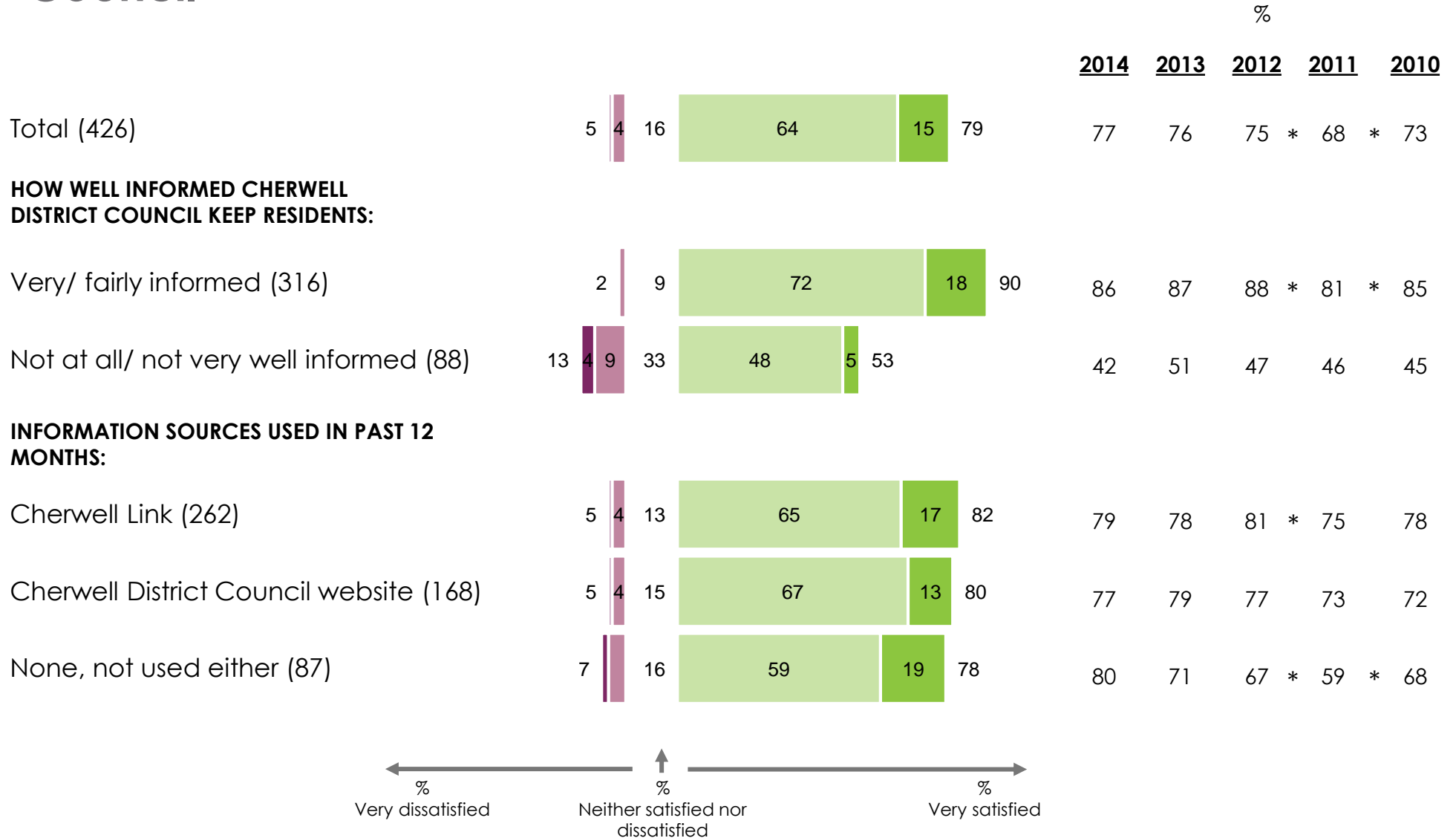
2014 2013 2012 2011 2010 2009 2008



Base: (Those answering)

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

# Overall satisfaction with the services provided by Cherwell District Council



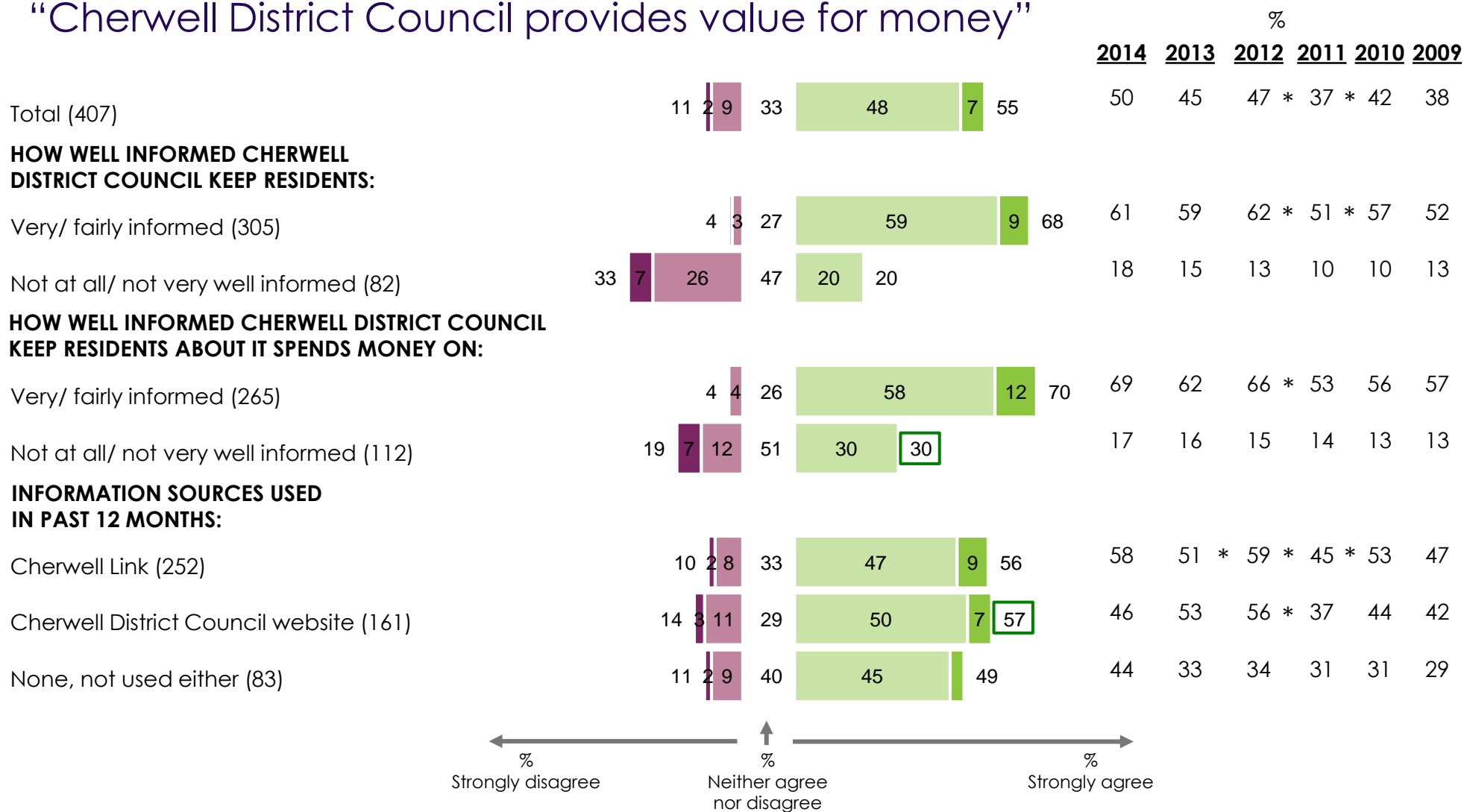
Base: (Those answering)

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



# Agreement with statement:

“Cherwell District Council provides value for money”



Base: (Those answering)

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



# 11. Contacting the Council

# 11. Contacting the Council

## 11.1 Satisfaction with Contact (slides 91 - 93)

- An all-time low number of residents participating in the survey had contacted the District Council in 2015 (32%). This is coupled to a fairly substantial, and statistically significant, decrease in the number contacting the Council by telephone (to 38%)
- It is positive to see that ratings for the Council 'Keeping their promises (e.g. Calling back when they said they would)' is rated at a high of 78% in 2015, a factor likely to enhance perceptions of trust and care among residents
- Key areas of service are being maintained during Council staff interactions. The only area which perhaps might need some attention is 'staff knowledge' which has yet to recover from a decrease in 2014

# Method of contacting the council



Base: (All respondents: 431)

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

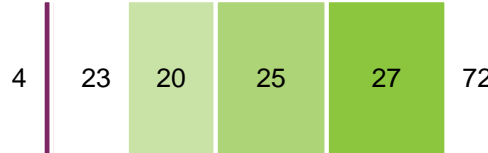
# Satisfaction with different aspects when contacting Cherwell District Council (i)

% Satisfied (8-10)

## EASE OF CONTACTING THE COUNCIL:

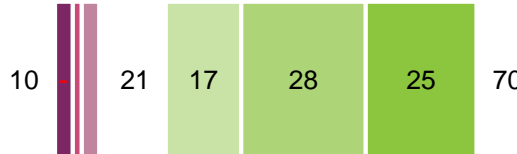
**2014** **2013** **2012** **2011** **2010** **2009** **2008**

Information about how to contact the Council (291)



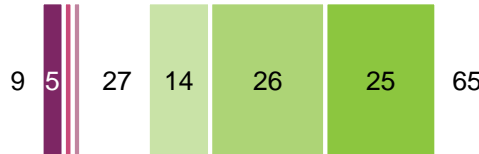
72 72 76 72 \* 66 70 71 \* 62

Being able to speak to the right person/ department (283)



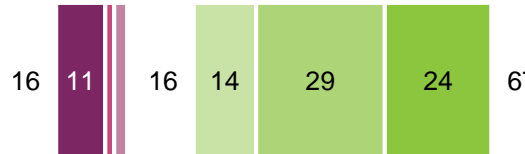
71 74 \* 65 61 65 66 \* 59

Speed of response (e.g. speed of answering the telephone/ speed of replying to emails/ letters) (287)\*



71 68 \* 62 60 60 62 \* 57

Outcome of your query/ complaint (269)



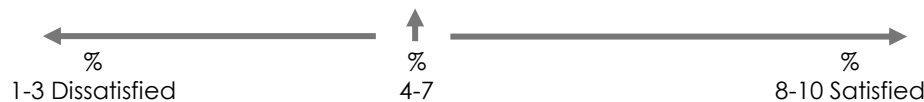
66 70 65 63 64 63 59

## FOLLOW UP:

Keeping their promises (e.g. Calling back when they said they would etc.) (211)



63 70 66 61 60 60 58



\*Response wording changed

Base: (Those answering)

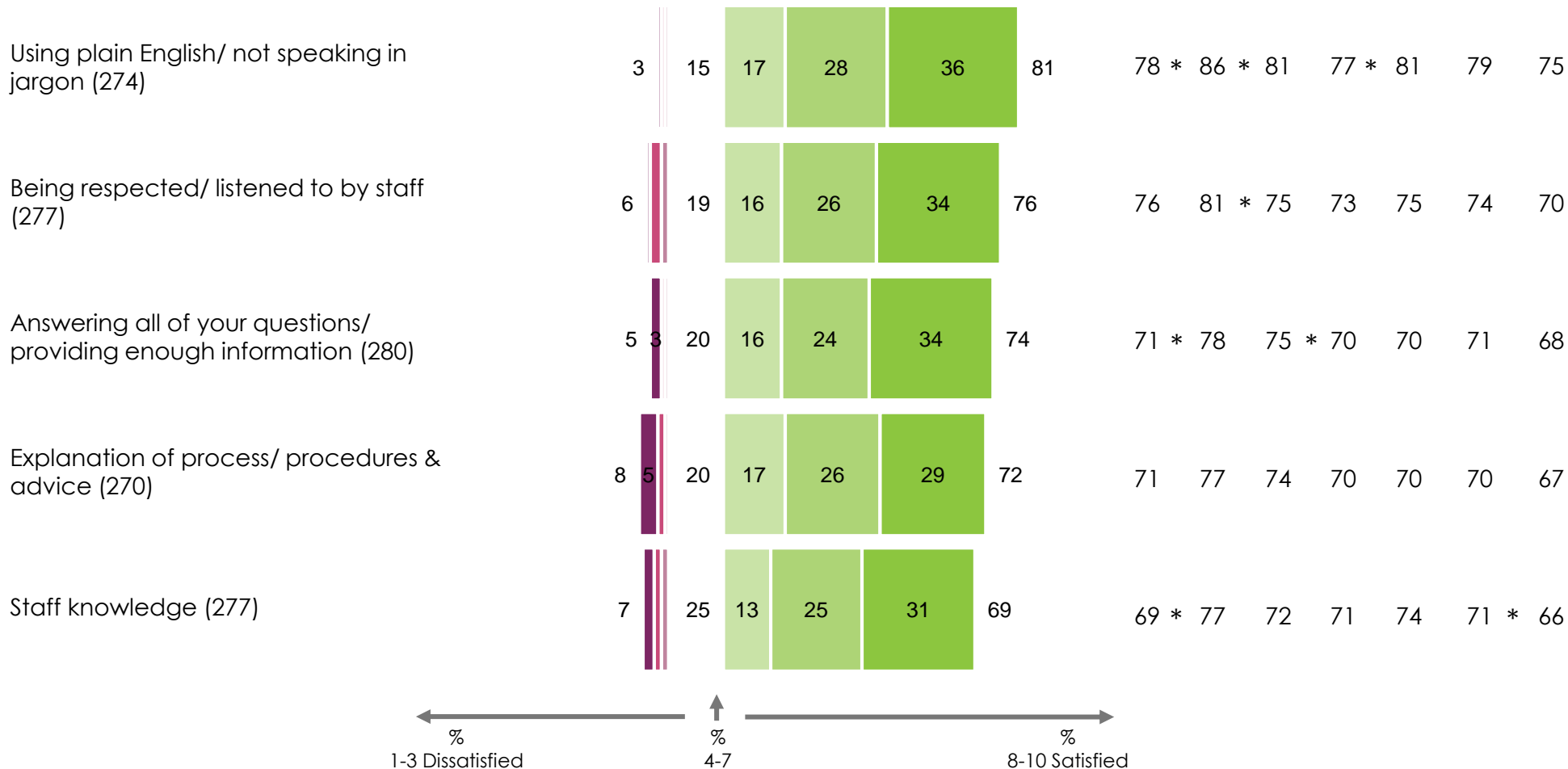
Q45. And how satisfied or dissatisfied are you with the following when contacting Cherwell District Council?

# Satisfaction with different aspects when contacting Cherwell District Council (ii)

% Satisfied (8-10)

## STAFF:

**2014** **2013** **2012** **2011** **2010** **2009** **2008**



Base: (Those answering)

Q45. And how satisfied or dissatisfied are you with the following when contacting Cherwell District Council?

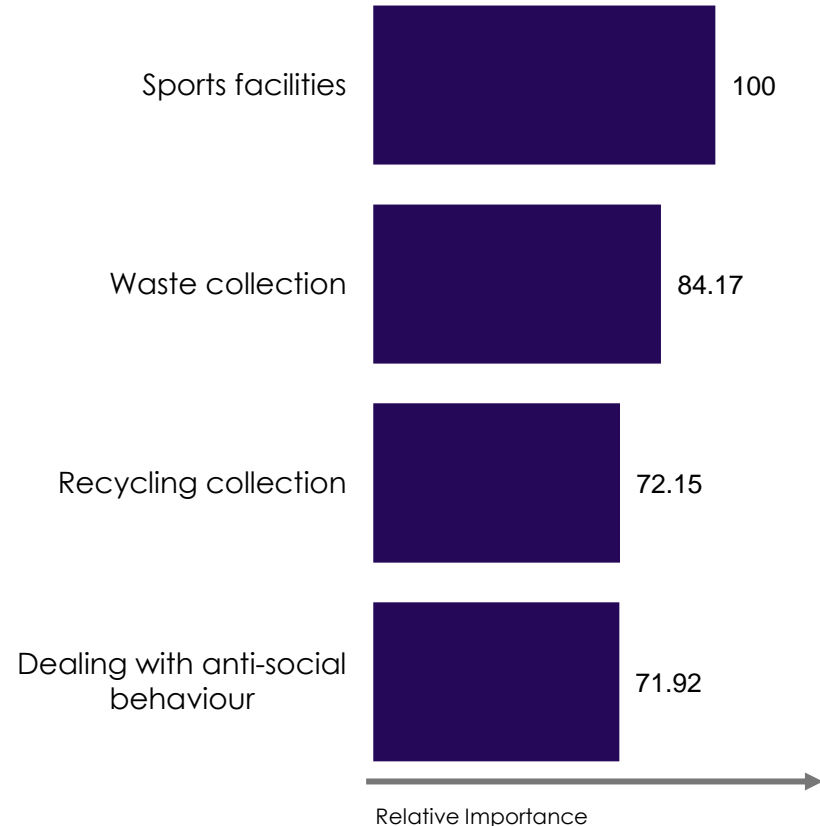


# 12. Appendix

# Explanation of key drivers analysis

- Key Drivers Analysis is a statistical technique for examining the relative importance of factors in relation to an overall Key Performance Indicator, such as overall satisfaction with the Council, without the need for additional questions.
- This analysis is used to highlight the importance of individual services or factors in driving overall satisfaction.
- As with conjoint analysis, a relative importance hierarchy is produced, demonstrating the relative influence of factors driving overall satisfaction, which is indexed on the most important factor:

## Hierarchy of Importance



CAUTION : DUMMY DATA



# Explanation of conjoint analysis

Q43 in the questionnaire is the conjoint question. Each respondent is asked a series of questions related to Council services where they choose which, out of a pair of factors, would be most important for Cherwell District Council to maintain at its current standard e.g.:

|   | <b>Much more important to maintain current level of service</b> | <b>Slightly more important to maintain current level of service</b> | <b>Equally important</b> | <b>Slightly more important to maintain current level of service</b> | <b>Much more important to maintain current level of service</b> | <b>Don't know</b> |   |
|---|---|---|--------------------------|---|---|-------------------|---|
| Household recycling collection and food/garden waste collection service | 1   | 2   | 3                        | 4   | 5   | 6                 | Arts and cultural services (including Banbury Museum) |
| Providing affordable housing  | 1   | 2   | 3                        | 4   | 5   | 6                 | Dealing with anti-social behaviour/nuisance           |

Data collected from this type of question allows us to perform a complicated trade-off analysis. In its simplest terms, conjoint analysis allows you to examine the relative 'importance' a number of factors have relative to each other.

The output from conjoint analysis is a hierarchy of importance, giving a clear indication of the relative importance of individual factors to respondents.