Cherwell District Council

Cherwell District Council Residents' Survey 2017 Report_vDRAFT

12th July 2017





Executive Summary

Background and Method

This report represents the findings of a resident survey which was conducted by Marketing Means on behalf of Cherwell District Council during May/June 2017.

The resident survey was sent to a sample of households across the authority area to gauge satisfaction with the Council services and the local area, as well as asking about service priorities.

The survey was sent out to a random sample of **3,500** households and one further reminder mailing was issued to non respondents.

A total of 1,071 valid surveys were returned, giving a response rate of 31%.

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

The final respondent profile was 'weighted' by age and gender in order to be reflective of Cherwell's population as a whole. All charts and data in this report are base on 'weighted' data.

Local area as a place to live

82% were **satisfied** with their local area as a place to live.

Overall views of Cherwell District Council

62% were **satisfied** with the services provided by Cherwell District Council overall a change of -6.5% compared with 2016.

Nearly half of respondent **did not feel very or fairly well informed** about the benefits and services the Council provides (47%) nor what it spends money on (48%).

42% **agreed** Cherwell District Council provides value for money a change of +6.3% compared with 2016.

Environmental services

High levels of **satisfaction** with: the Council's green bin collection service (86%); the Council's household recycling collection service (84%); the Council's household food and garden waste collection service (86%) and recycling centres (82%).

Household recycling collection/food and garden waste and household waste collection services were highlighted as the two main priority areas for the Council to maintain the current level of service provision.

69% were satisfied with the street cleaning service, 19% were dissatisfied.

51% were **satisfied** with the Council's approach to dealing with environmental crime, 26% were **dissatisfied**.

Leisure and recreation

70% were **satisfied** with the way **parks and play areas** are looked after (13% were **dissatisfied**).

Overall satisfaction with leisure facilities provided by the council was 57%, 17% were dissatisfied.

Overall satisfaction with leisure activities provided by the council was 50%, 14% were dissatisfied.

Sports and leisure facilities/activities ranked very low on the priority areas for which the Council should maintain the current level of service provision.

Community safety

37% were **satisfied** with the Council's approach to dealing with anti-social behaviour and nuisance (29% **dissatisfied**).

Car parking

Overall 48% were **satisfied** with local car parking facilities managed by the Council, 32% were **dissatisfied**.

Information

Most common sources of information about the Council were the Cherwell Link magazine and the Council's website, for which 71% of users were **satisfied** with the Cherwell Link magazine and 74% of users were **satisfied** with the Council's website.

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Introduction

Background and objectives

Cherwell District Council commissioned Marketing Means to undertake a second resident survey (following completion of the first in 2016) to gauge satisfaction with the Council's services and the area where they live, as well as asking about service priorities.

Objective was to reach a target of 1,060 responses overall to ensure statistical robustness of the results.

Method

The resident survey was undertaken using a postal survey supported by an online survey.

Cherwell District Council provided a postal address file of all households in the authority area. Marketing Means stratified the file by ward area and randomly selected a sample of **3,500** households.

The reason for stratifying the sample by ward in the first instance was to assist with achieving a geographically representative response to the survey.

Marketing Means sent out a paper questionnaire, along with a covering letter and a C5 freepost reply envelope to all households in the sample. Marketing Means also provided a free phone helpline number facility for residents to use in case of any queries about the survey or requests for different formats.

Each survey carried a unique ID number for identification purposes, to ensure any subsequent reminder mailings were only sent to non-respondents.

All residents in the sample were also provided with the alternative option of completing the survey online if they wished, using their unique login details which were included in the covering letter along with a link to the online survey.

The survey was initially sent to all the households in the sample during the week commencing 1st May 2017. Those who had not responded were sent a full pack reminder during the week commencing 22nd May 2017. The closing date for returns was the 16th June 2017.

Marketing Means inputted all survey data electronically using Confirmit scanning software. 10% of all responses were verified to check the accuracy of the data held.

The analysis contained in this report was conducted using the SPSS statistical software package.

Note: Cherwell District Council also made an additional open online survey available for any resident to complete and this was publicised directly by the Council. The question set was exactly the same; however the results from this open survey have not been incorporated within this report.

Cherwell District Council Residents' Survey

Confidence

A target was set to achieve 1,060 completed surveys in order to meet the recommended confidence level of +/-3%.

A confidence level or interval is a measure of how reliable the results from the sample are in relation to the wider population.

Example: A confidence interval of +/- 3% at a 95% confidence interval, means that any proportion given has a 95% likelihood of being no more than 3% higher or lower in the wider population; e.g. if the satisfaction level with a particular service is 65% for the sample (i.e. all respondents), the true figure for the entire population will be between 62% and 68%. 95% of the time.

The calculation for this is:

$$\sqrt{\frac{\text{(\% Satisfied x \% Dissatisfied)}}{\text{Number who answered the question}}} \times 1.96$$

Weighting data

In order to provide a representative view of the population of Cherwell as a whole the data achieved was weighted with consideration for the following factors: age and gender (using Office for National Statistics 2015 Mid-Year estimates) to reduce any bias of over or under represented groups.

All data in this report is based on weighted data.

Rounding

Figures for charts and tables have been rounded and may not total 100%.

Further notes

• 'Don't knows', 'not applicables' and 'no replies' have been omitted from the data and charts in this report unless stated.

Acknowledgements

Marketing Means would like to thank Nicola Leonard at Cherwell District Council for her help with this project.

Author and publication

Marketing Means wrote this report in July 2017.

Any press release or publication of the findings of this survey requires the approval of the author/Marketing Means. Approval would only be refused if it were felt that the intended use would present inaccurate or misrepresented information.

^{*}Please note the survey was open to any household member who was 18yrs or over.

Response

Overall

Cherwell District Council provided a postal address file, which Marketing Means stratified by ward area before taking a sample using a random sample facility. The size of the sample (3,500) was chosen with the aim of generating a response of 1,060 responses overall (at least a 30% response rate).

A total of **1,071** valid surveys were returned. 10 surveys were returned by Royal Mail as undelivered. To calculate the response rate, the following formula was used:

(Number of questionnaires returned)
(Number of people in the sample *less* undelivered)

The response rate is, therefore, 1,071 / (3,500-10) = 31%.

As a result both targets set of 1,060 responses and at least 30% were exceeded, therefore the response provides an overall confidence level of +/-3% at the 95% level.

Ward analysis

Within this report some reference has been made to data at a ward level, <u>however</u>, <u>caution</u> needs to be given when interpreting the results at this level because of the relatively small base numbers involved. Number of responses achieved at ward level ranged from 46 in Banbury Hardwick to 83 in Deddington.

As a result confidence with data on a Ward level is likely to be **+/- 11-15%** at the 95% level. Although differences at this area level may **not** be significant, it may allow the Council to highlight possible issues in different areas and maybe concentrate resources on further work in these areas to follow them up.

Respondent profiles

The final respondent profile was 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 below show the unweighted and weighted data achieved.

Note: The data and charts in this report are based on weighted data.

Age (Q20) Base: 1,060

Age category	Weighted	Unweighted
18-24yrs	1.4%	0.6%
25-34yrs	17.1%	6.7%
35-44yrs	25.0%	13.6%
45-54yrs	19.1%	16.8%
55-64yrs	14.7%	21.4%
65-74yrs	12.3%	23.3%
75+yrs	10.4%	17.6%

Gender (Q21) Base: 1,056

33::33: (42:) 2 :33: 1,000		
	Weighted	Unweighted
Male	49.0%	41.6%
Female	50.6%	58.0%
Transgender	0.1%	0.1%
Other	0.3%	0.3%

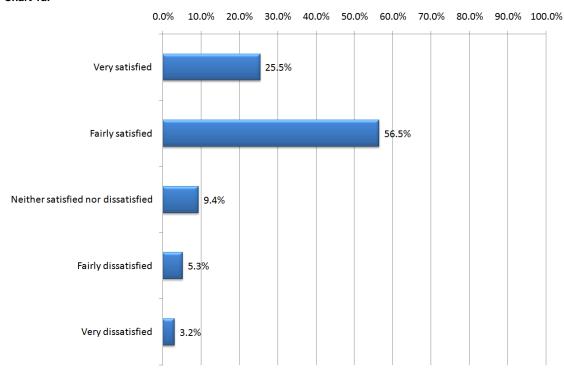
Section 1.0 Your local area as a place to live

1.1 Satisfaction with your local area as a place to live

'Overall, how satisfied or dissatisfied are you with your local area as a place to live?' Base: 1,033

Overall satisfaction with the local area as a place to live was 82% with a confidence interval of +/-2.3% at the 95% level, 9% were dissatisfied.

Chart 1a:

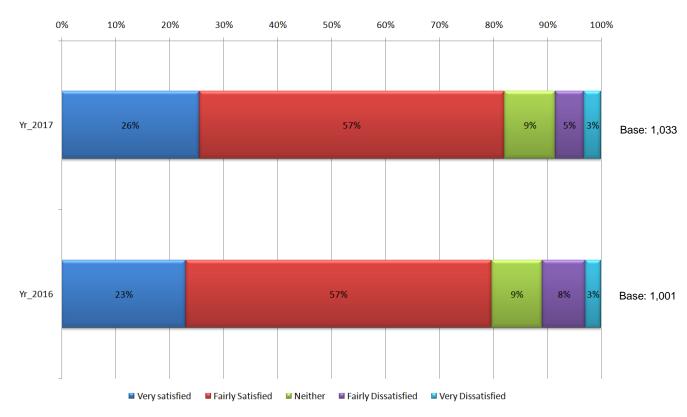


Differences

- 41% of those respondents aged 75yrs+ were very satisfied with their local area as a place to live which was significantly higher than those aged 35-44yrs and 45-54yrs at 22% and 20% respectively.
- No significant difference by gender.
- Satisfaction levels at ward level varied with those very or fairly satisfied significantly higher in Deddington (97%); Fringfords & Heyfords (96%); Bicester North & Caversfield (95%) and Cropredy, Sibfords & Wroxton (87%) compared with Banbury Ruscote (57%).

Overall satisfaction with the local area as a place to live in 2016 was 80% with a confidence interval of +/-2.5% at the 95% level, so no significant difference.

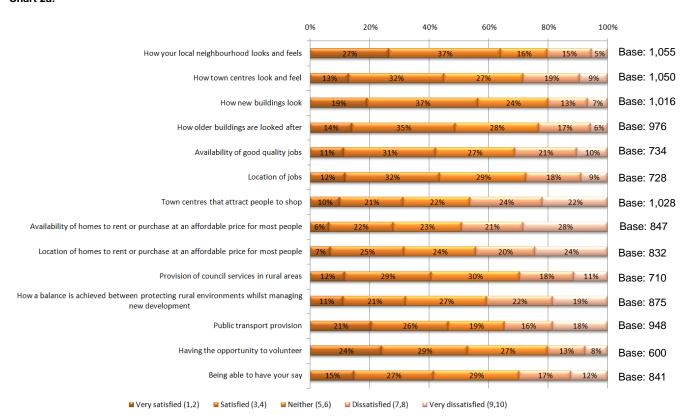
Chart 1b: Comparison 2016 v 2017



1.2 Satisfaction with aspects of the district

'And, how satisfied or dissatisfied are you with the following across the district, where 1 is very satisfied and 10 is very dissatisfied?'

Chart 2a:



Nearly two thirds (64%) were **satisfied** (score 1-4) with the way their neighbourhood looks and feels, a fifth (20%) were **dissatisfied** (score 7-10).

Just under half (45%) were **satisfied** (score 1-4) with the look and feel of town centres, just over a quarter (28%) were **dissatisfied** (score 7-10).

Just over half (56%) were **satisfied** (score 1-4) with how new buildings look, a fifth (20%) were **dissatisfied** (score 7-10).

Just under half (49%) were **satisfied** (score 1-4) with how older buildings are looked after, just under a quarter (23%) were **dissatisfied** (score 7-10).

42% were **satisfied** (score 1-4) with the availability of good quality jobs, 31% were **dissatisfied** (score 7-10).

44% were **satisfied** (score 1-4) with the location of jobs, just over a quarter 27% were **dissatisfied** (score 7-10).

Just under a third (31%) was **satisfied** (score 1-4) that the town centres attract people to shop, 46% were **dissatisfied** (score 7-10).

Just over a quarter (28%) were **satisfied** (score 1-4) with the availability of homes to rent or purchase at an affordable price for most people, nearly half (49%) were **dissatisfied** (score 7-10).

Just under a third (32%) was **satisfied** (score 1-4) with the location of homes to rent or purchase at an affordable price for most people, 44% were **dissatisfied** (score 7-10).

41% were **satisfied** (score 1-4) with the provision of council services in rural areas, 29% were **dissatisfied** (score 7-10).

Just under a third (32%) was **satisfied** (score 1-4) with how a balance is achieved between protecting rural environments whilst managing new development however, 41% were **dissatisfied** (score 7-10).

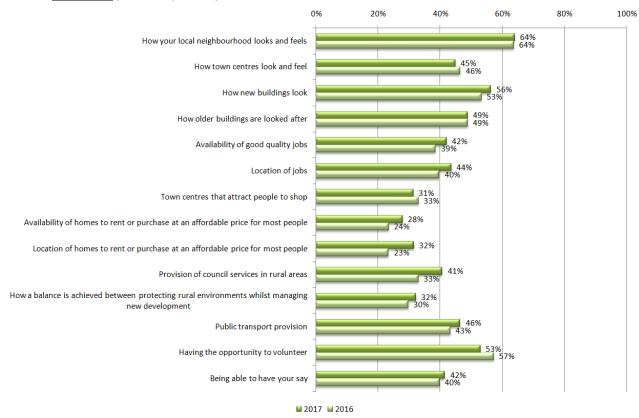
46% were **satisfied** (score 1-4) with public transport provision, 35% were **dissatisfied** (score 7-10).

Over half (53%) were **satisfied** (score 1-4) that they have the opportunity to volunteer, a fifth (20%) were **dissatisfied** (score 7-10).

42% were **satisfied** (score 1-4) that they able to have their say, 30% were **dissatisfied** (score 7-10).

Comparison 2016 v 2017

Chart 2b: Satisfaction (scored 1-4) with aspects of the district



20% 40% 60% 80% 100% How your local neighbourhood looks and feels How town centres look and feel How new buildings look How older buildings are looked after Availability of good quality jobs Location of jobs Town centres that attract people to shop Availability of homes to rent or purchase at an affordable price for most people Location of homes to rent or purchase at an affordable price for most people Provision of council services in rural areas How a balance is achieved between protecting rural environments whilst managing new development Public transport provision Having the opportunity to volunteer Being able to have your say ■ 2017 ■ 2016

Chart 2c: Dissatisfaction (scored 7-10) with aspects of the district

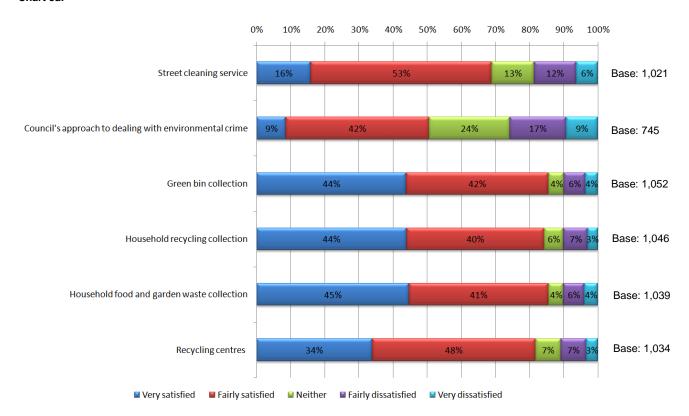
The aspects which have shown the greatest change in satisfaction and dissatisfaction levels occurred in the following areas:

- Provision of council services in rural areas:
 - Satisfaction 33% (2016) to 41% (2017)
 - Dissatisfaction 38% (2016) and 29% (2017)
- Location of homes to rent or purchase at an affordable price for most people:
 - Satisfaction 23% (2016) to 32% (2017)
 - Dissatisfaction 51% (2016) and 44% (2017)

Section 2.0: Environmental Services

'Overall, how satisfied or dissatisfied are you with the following?'

Chart 3a:



Satisfaction with street cleaning service

 Overall satisfaction with the street cleaning service was 69% with a confidence interval of +/-2.8% at the 95% level. 19% dissatisfied.

Differences

No significant differences across age or gender categories.

Satisfaction with Council's approach to dealing with environmental crime

 Overall satisfaction with the council's approach to dealing with environmental crime was 51% with a confidence interval of +/-3.6% at the 95% level, 26% dissatisfied.

Differences

- Significantly greater proportion of those aged 25-34yrs and 35-44yrs (57%) were satisfied compared with those aged 45-54yrs (38%).
- Significantly greater proportion of those aged 45-54yrs and 55-64yrs (31% and 33% respectively) were dissatisfied compared with those aged 25-34yrs (15%).

• Significantly greater proportion of Males (31%) was **dissatisfied** compared with Females (21%).

Satisfaction with Green Bin Collection

 Overall satisfaction with the green bin collection service was 86% with a confidence interval of +/-2.1% at the 95% level, 10% dissatisfied.

Differences

- Significantly greater proportion of those aged 75+yrs (95%) were **satisfied** compared with those aged 35-44yrs (82%) and 45-54yrs (81%).
- Significantly greater proportion of those aged 45-54yrs (16%) was **dissatisfied** compared with those aged 75+yrs (2%).

Satisfaction with Household Recycling Collection

• Overall satisfaction with the household recycling collection service was 84% with a confidence interval of +/-2.2% at the 95% level, 10% dissatisfied.

Differences

- Significantly greater proportion of those aged 75+yrs (94%) were **satisfied** compared with those aged 25-34yrs (80%).
- Significantly greater proportion of those aged 25-34yrs and 45-54yrs (14%) were dissatisfied compared with those aged 75+yrs (3%).

Satisfaction with Household Food and Garden Waste Collection

 Overall satisfaction with the household food and garden waste collection service was 86% with a confidence interval of +/-2.1% at the 95% level, 10% dissatisfied.

Differences

- Significantly greater proportion of those aged 75+yrs (93%) were **satisfied** compared with those aged 18-24yrs (67%).
- Significantly greater proportion of those aged 18-24yrs (33%) were **dissatisfied** compared with those aged 75+yrs (3%).

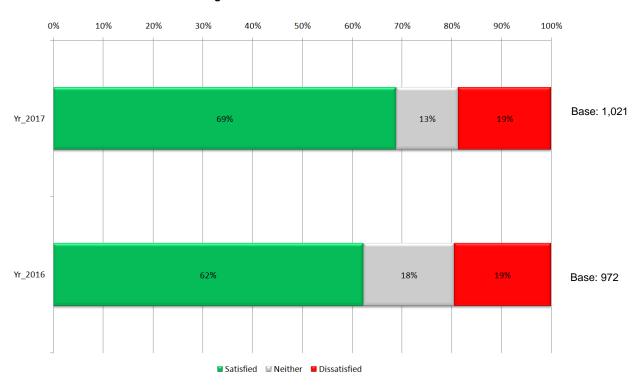
Satisfaction with Recycling Centres e.g. bottle banks

 Overall satisfaction with the recycling centres was 82% with a confidence interval of +/-2.3% at the 95% level, 11% dissatisfied.

Differences

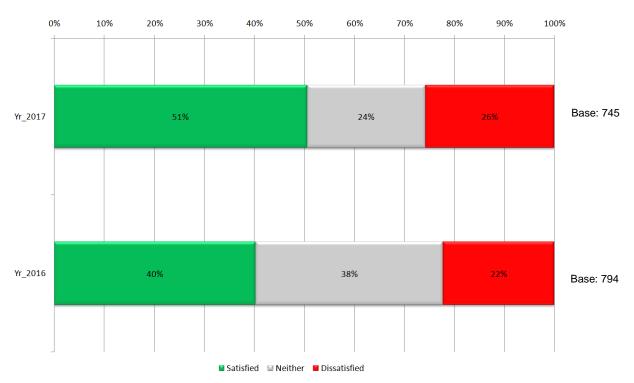
• Significantly greater proportion of those aged 25-34yrs and 45-54yrs (15% and 14% respectively) were **dissatisfied** compared with those aged 75+yrs (3%).

Chart 3b: Satisfaction with street cleaning service



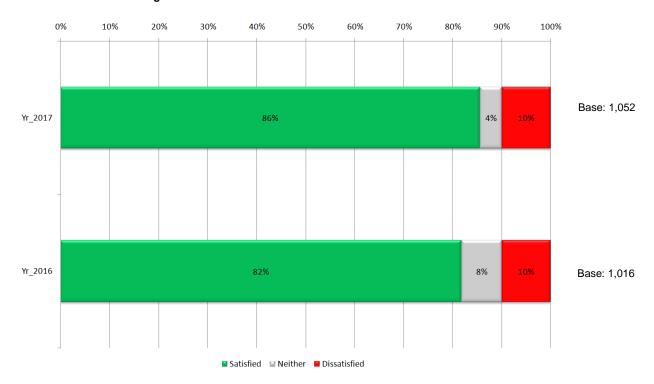
Satisfaction levels with the street cleaning service have seen a +6.6% change from 62% in 2016 to 69% in 2017.

Chart 3c: Satisfaction with council's approach to dealing with environmental crime



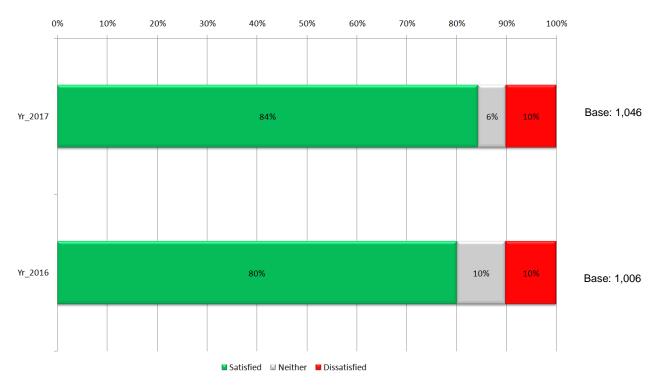
Satisfaction levels with the council's approach to dealing with environmental crime have seen a +10.3% change from 40% in 2016 to 51% in 2017.

Chart 3d: Satisfaction with green bin collection service



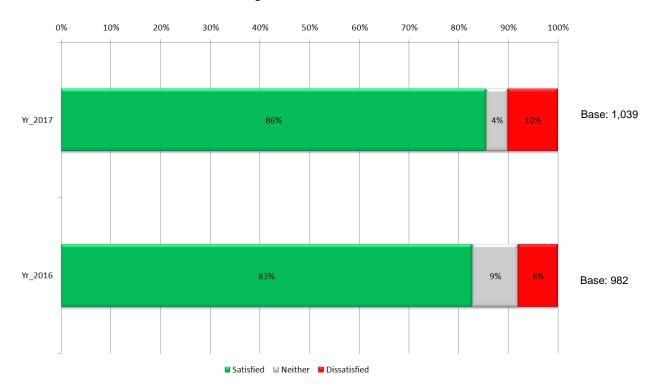
Satisfaction levels with the green bin collection service have seen a +3.8% change from 82% in 2016 to 86% in 2017.

Chart 3e: Satisfaction with household recycling collection service



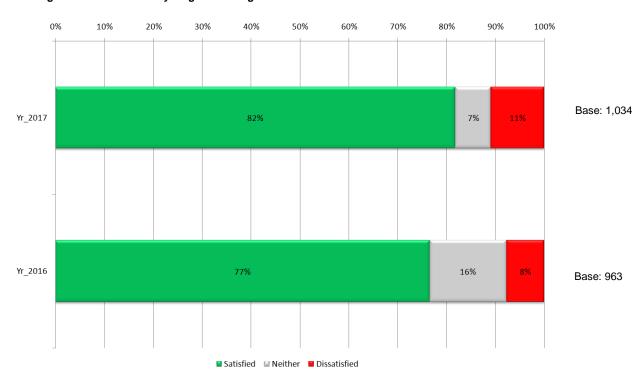
Satisfaction levels with the household recycling collection service have seen a +4.2% change from 80% in 2016 to 84% in 2017.

Chart 3f: Satisfaction with household food and garden waste service



Satisfaction levels with the household food and garden waste collection service have seen a +2.8% change from 83% in 2016 to 86% in 2017.

Chart 3g: Satisfaction with recycling centres e.g. bottle banks



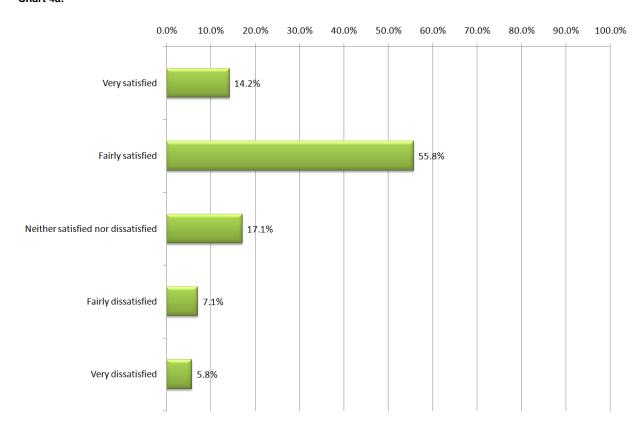
Satisfaction levels with recycling services have seen a +5.2% change from 77% in 2016 to 82% in 2017.

Section 3.0 Leisure and Recreation

3.1 Satisfaction with parks and play areas

'Overall, how satisfied or dissatisfied are you with the way parks and play areas are managed by Cherwell District Council are looked after?' Base: 896

Chart 4a:



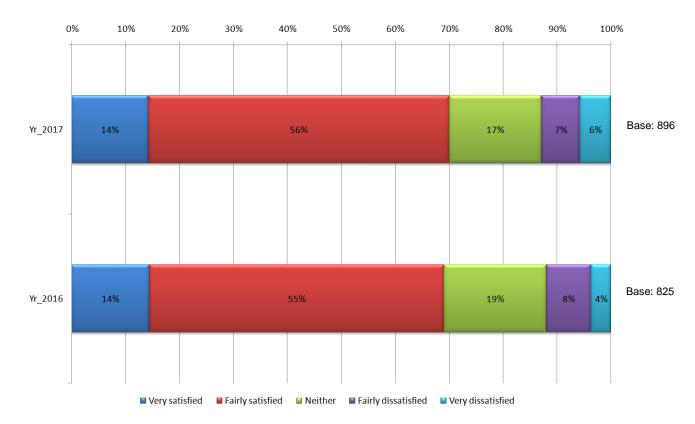
Overall 70% were **satisfied** with the way parks and play areas managed by the council are looked after, 13% were **dissatisfied**.

Differences

No significant differences across age or gender categories.

Overall satisfaction with the way parks and play areas are looked after in 2016 was 69%, so no significant difference.

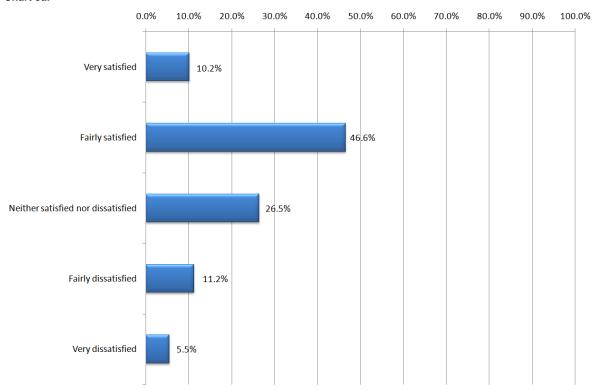
Chart 4b:



3.2 Satisfaction with leisure facilities provided by Cherwell District Council

'Overall, how satisfied or dissatisfied are you with the leisure facilities provided by Cherwell District Council?' Base: 866

Chart 5a:



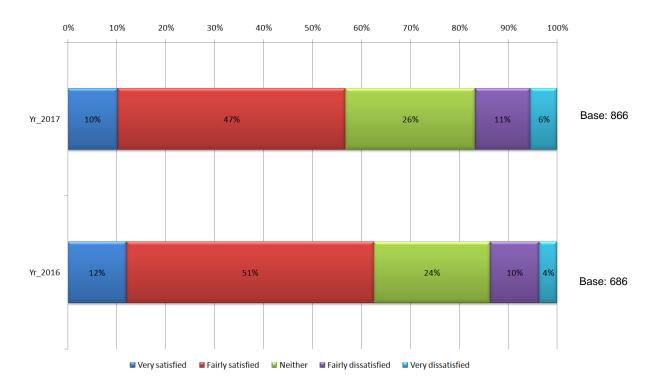
Overall 57% were **satisfied** with the leisure facilities provided by the Council, 17% were **dissatisfied**.

Differences

No significant differences across age or gender categories.

Satisfaction levels with the leisure facilities provided by the Council have seen a -5.8% change from 63% in 2016 to 57% in 2017.

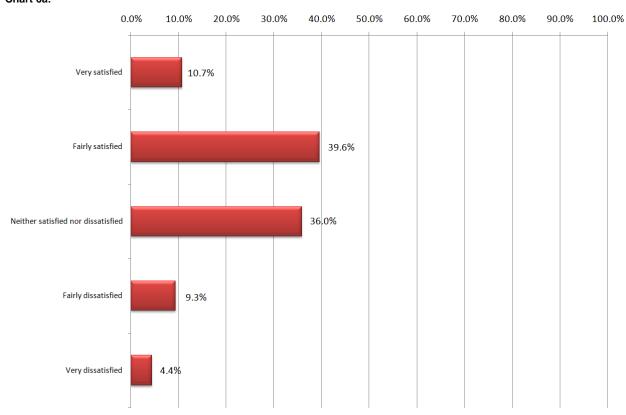
Chart 5b:



3.3.2 Satisfaction with Leisure Activities

'Overall, how satisfied or dissatisfied are you with the leisure activities provided by Cherwell District Council?' Base: 597

Chart 6a:



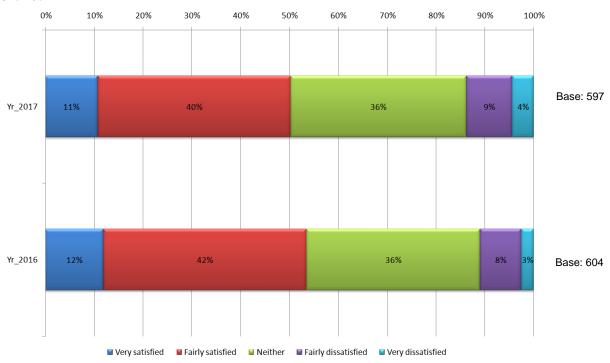
Overall 50% were **satisfied** with the leisure activities provided by Cherwell Council, 14% were **dissatisfied**.

Differences

• No significant differences across age or gender categories.

Satisfaction levels with the leisure activities provided by the Council have seen a -3.2% change from 54% in 2016 to 50% in 2017.

Chart 6b:

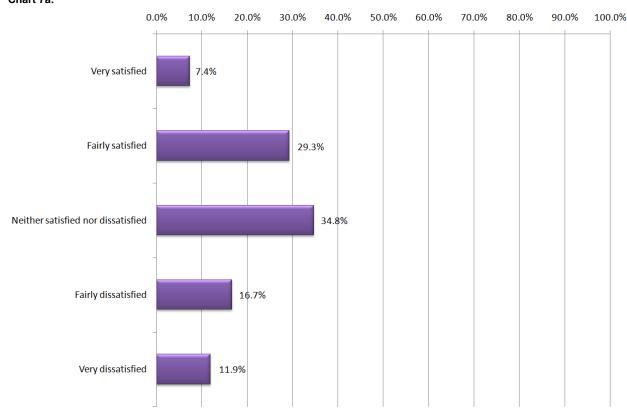


Section 4.0 Community Safety

4.1 Satisfaction with Council's approach to dealing with antisocial behaviour and nuisance

'Overall, how satisfied or dissatisfied are you with the Council's approach to dealing with anti-social behaviour and nuisance?' Base: 766

Chart 7a:



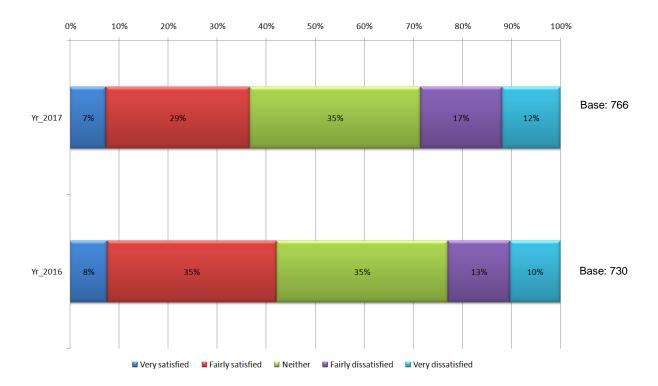
Overall 37% were **satisfied** with the Council's approach to dealing with anti-social behaviour and nuisance, 29% were **dissatisfied**.

Differences

- Those aged 35-44yrs were significantly more dissatisfied (39%) compared with some of the other age groups: 25-34yrs (19%) and 75+ yrs (18%).
- A third of Males were dissatisfied (33%) which was significantly greater than Females (23%).

Satisfaction levels with the council's approach to dealing with anti-social behaviour and nuisance has seen a -5.4% change from 42% in 2016 to 37% in 2017.

Chart 7b:

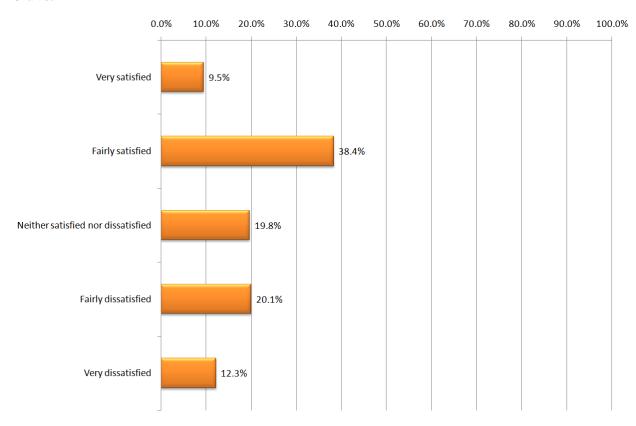


Section 5.0 Car Parks

5.1 Satisfaction with local car parking facilities

'Overall how satisfied or dissatisfied are you with the local car parking facilities managed by Cherwell District Council' Base: 998

Chart 8a:



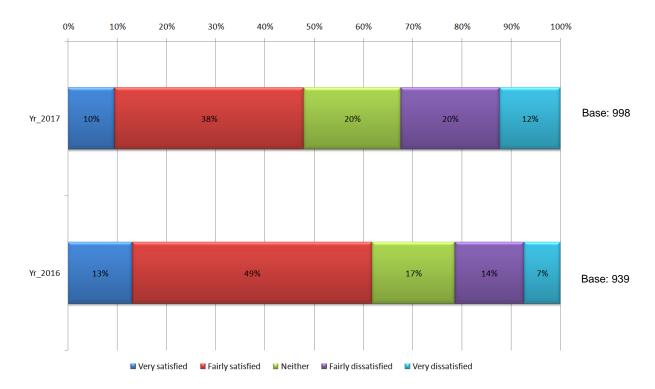
Overall 48% were **satisfied** with the local car parking facilities managed by the council, 32% were **dissatisfied**.

Differences

No significant differences across age and gender categories.

Satisfaction levels with the local car parking facilities managed by Cherwell District Council has seen a -13.9% change from 62% in 2016 to 48% in 2017.

Chart 8b:



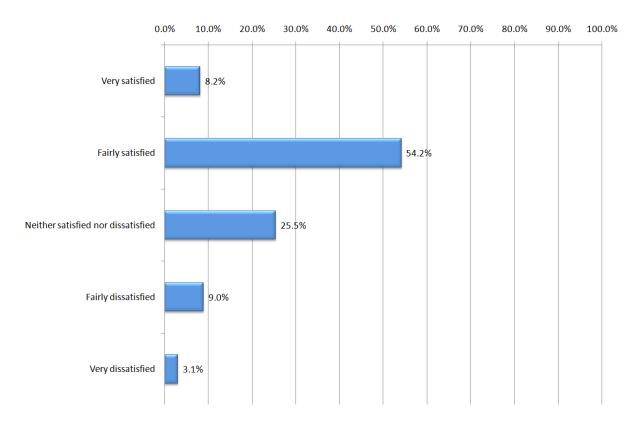
Section 6.0 Overall views of Cherwell District Council

6.1 Satisfaction with services provided by Cherwell Council

'Overall, how satisfied or dissatisfied are you with the services provided by Cherwell District Council?' Base: 1,016

Overall satisfaction with the services provided by Cherwell District Council was 62% with a confidence interval of +/-3.0% at the 95% level, 12% were dissatisfied.

Chart 9a:

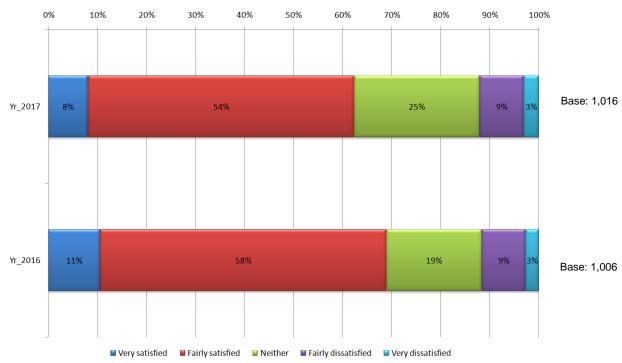


Differences

• Those aged 75+yrs were significantly more satisfied with the services provided by the Council (74%) compared with those aged 45-54yrs (52%).

Overall satisfaction levels with the services provided by Cherwell District Council have seen a -6.5% change from 69% in 2016 to 62% in 2017.

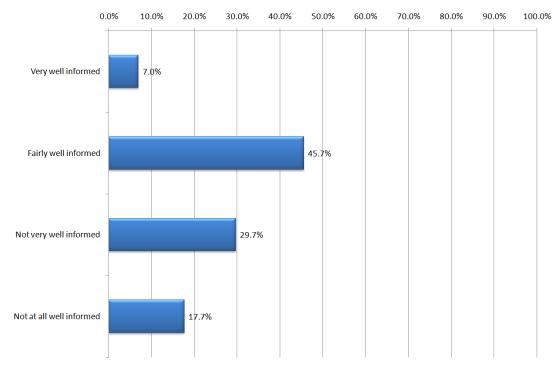
Chart 9b:



6.2 Informed about benefits and services

'How well informed, if at all, does Cherwell District Council keep residents about the benefits and services it provides?' Base: 969

Chart 10a:



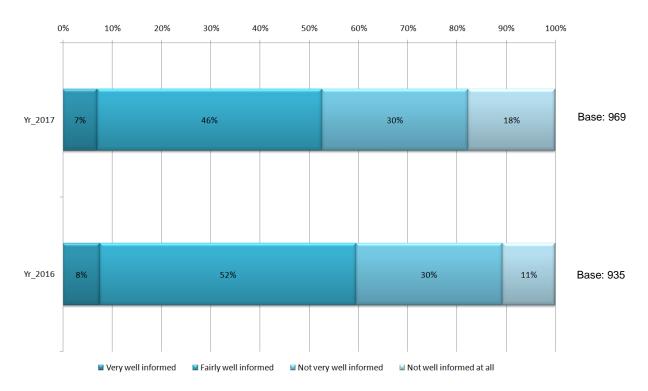
53% felt **very or fairly well informed** by the Council about the benefits and services it provides, 47% felt **not very well informed or not informed at all**.

Differences

• Those aged 55-64yrs (63%), 65-74yrs (63%) and 75+yrs (64%) felt significantly more informed than those aged 25-34yrs (38%).

The proportion of those feeling very or fairly well informed by Cherwell District Council has seen a -6.9% change from 60% in 2016 to 53% in 2017.

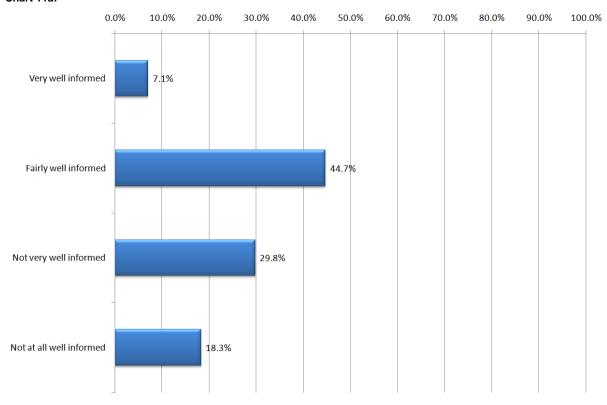
Chart 10b:



6.3 Informed about what the Council spends money on

'How well informed, if at all, does Cherwell District Council keep residents about what the Council spends money on?' Base: 955

Chart 11a:



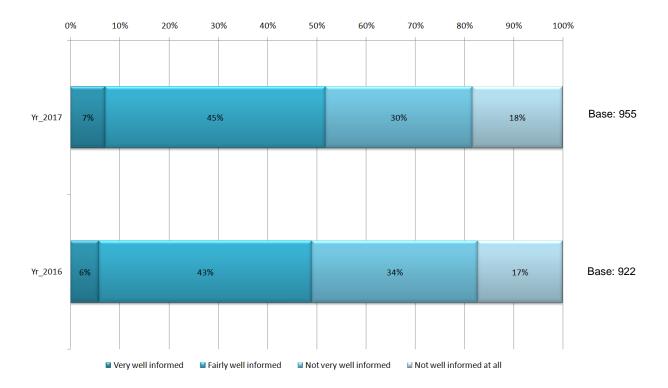
52% felt **very or fairly well informed** by the Council about what the Council spends money on, 48% felt **not very well informed or not informed at all**.

Differences

• Those aged 55-64yrs (63%) and 65-74yrs (61%) felt significantly more informed than those aged 25-34yrs (41%).

The proportion of those feeling very or fairly well informed about what the council spends money on has seen a +2.7% change from 49% in 2016 to 52% in 2017.

Chart 11b:

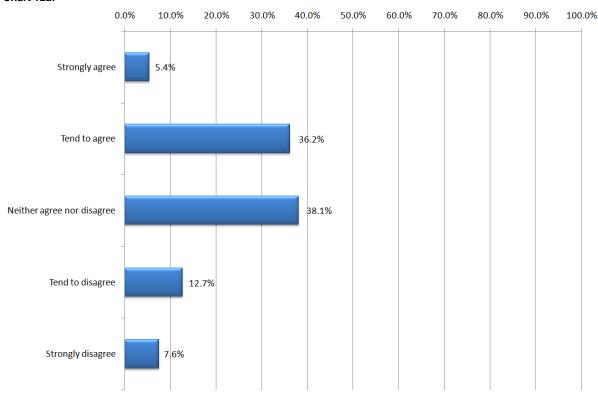


6.4 Value for money

'To what extent do you agree or disagree that Cherwell District Council provides value for money?' Base: 930

Overall 42% agreed that Cherwell District Council provides value for money with a confidence interval of +/-3.2% at the 95% level, 20% disagreed.

Chart 12a:



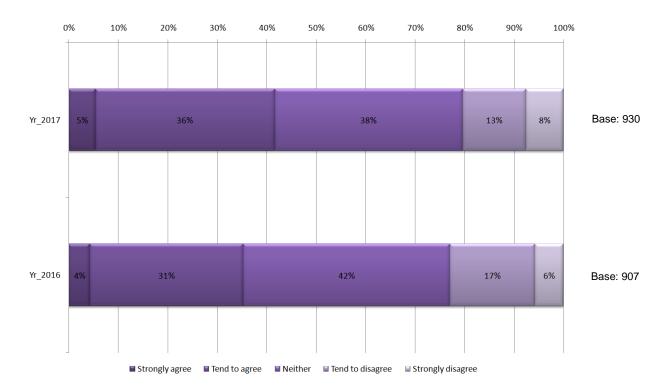
Differences

No significant differences across age or gender categories

Comparison 2016 v 2017

The proportion of those agreeing that the council provides value for money has seen a +6.3% change from 35% in 2016 to 42% in 2017.

Chart 11b:

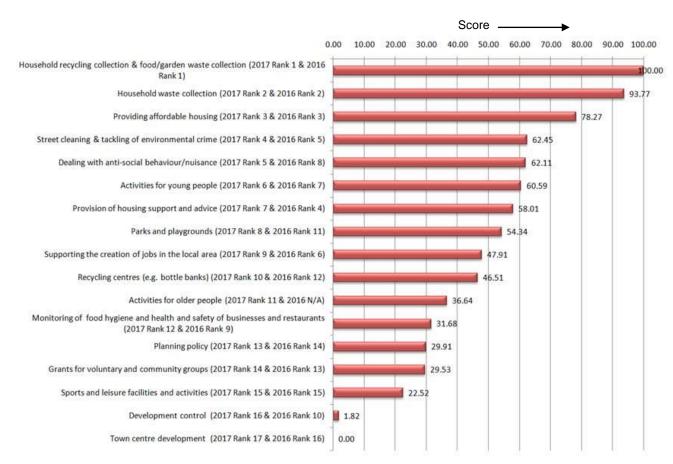


Section 7.0 Council budget priorities

7.1 Priorities

'Which Council Services would you prioritise for maintaining the current level of service provision?' Base: 1,057

Chart 12:



Analysis

The key services to be maintained by the Council were identified as:

- 1. Household recycling collection and food/garden waste collections
- 2. Household waste collection
- 3. Providing affordable housing

Comparison 2016 v 2017

The three key services to be maintained remain unchanged from 2016

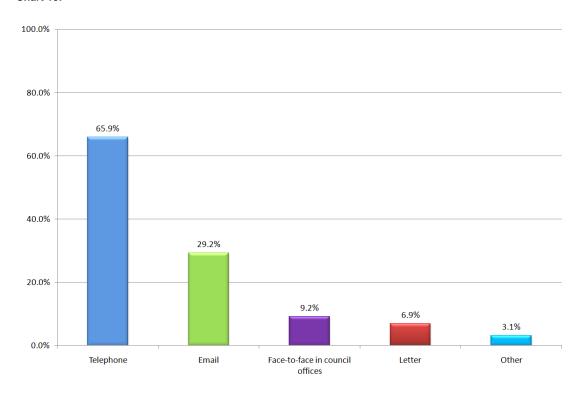
Council Service	RANK 2017	RANK 2016	Shift 2016- 2017
Household recycling collection and food/garden			
waste collection service	1	1	0
Household waste collection	2	2	0
Providing affordable housing	3	3	0
Street cleaning & tackling of environmental crime	4	5	1
Dealing with anti-social behaviour/nuisance	5	8	3
Activities for young people	6	7	1
Provision of housing support and advice (e.g.			
working to prevent homelessness)	7	4	-3
Parks and playgrounds	8	11	3
Supporting the creation of jobs in the local area	9	6	-3
Recycling centres (e.g. bottle banks)	10	12	2
Activities for older people	11	Not included	N/A
Monitoring of food hygiene and health and safety of	12	0	2
businesses and restaurants	12	9	-3
Planning policy (i.e. long term development and conservation)	13	14	1
Grants for voluntary and community groups	14	13	-1
Sports and leisure facilities and activities	15	15	0
Development control (i.e. planning permission and			
enforcements)	16	10	-6
Town centre development (e.g. improving town			
centres through schemes such as pedestrianisation)	17	16	-1
Arts and culture	Not included	17	N/A

Section 8.0 Contacting the Council

8.1 Last contact

'How did you last contact the Council?' Base: 846 - MULTI

Chart 13:



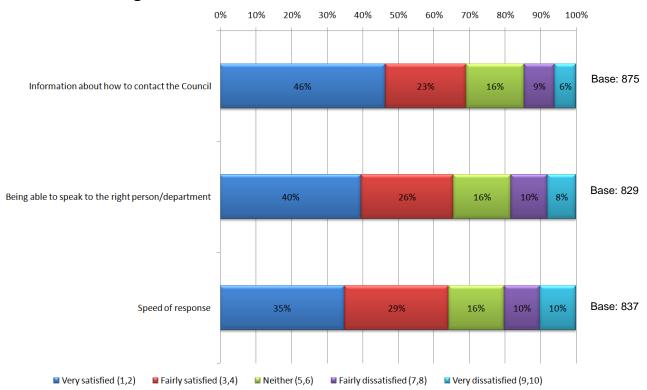
Of those who have contacted the Council, two thirds (66%) did so by telephone.

8.2 Satisfaction when contacting the Council

'And, how satisfied or dissatisfied are you with the following when contacting Cherwell District Council, where 1 is very satisfied and 10 is very dissatisfied?'

Chart 14a:

Ease of contacting the Council:



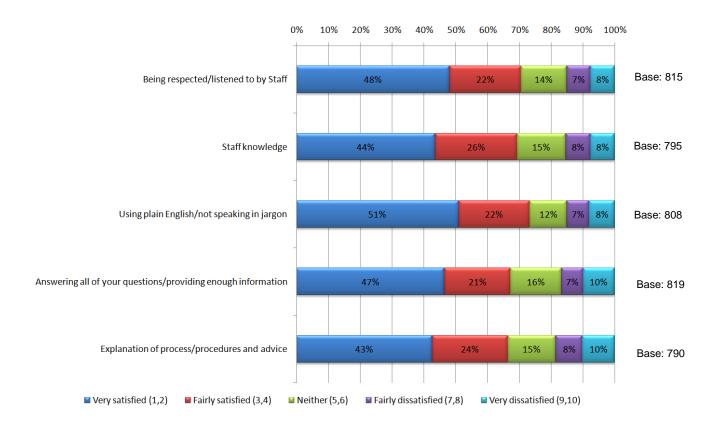
69% were **satisfied** (score 1-4) with information about how to contact the council, 15% were **dissatisfied** (score 7-10).

Two thirds (66%) were **satisfied** (score 1-4) with being able to speak with the right person/department, 18% were **dissatisfied** (score 7-10).

64% were **satisfied** (score 1-4) with the speed of response, 20% were **dissatisfied** (score 7-10).

Chart 14b:

Staff:



Just under three quarters (71%) were **satisfied** (score 1-4) with being respected/listened to by staff, 15% were **dissatisfied** (score 7-10).

69% were **satisfied** (score 1-4) with staff knowledge, 15% were **dissatisfied** (score 7-10).

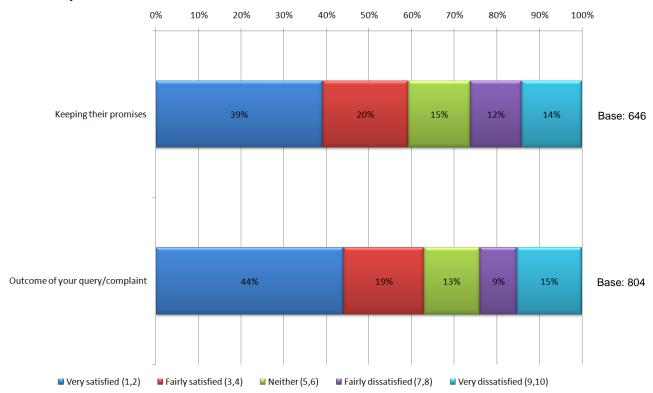
73% were **satisfied** (score 1-4) staff used plain English and did not speak in jargon, 15% were **dissatisfied** (score 7-10).

67% were **satisfied** (score 1-4) staff answered all questions/provided enough information, 17% were **dissatisfied** (score 7-10).

Two thirds (66%) were **satisfied** (score 1-4) with staff explanation of process/procedures and advice, 18% were **dissatisfied** (score 7-10).

Chart 14c:

Follow-up:



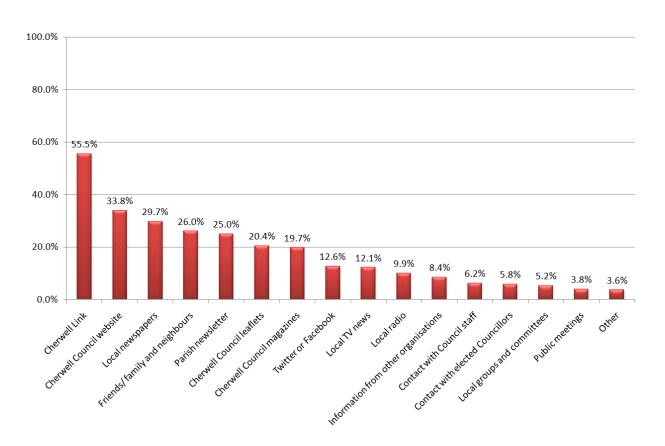
59% were **satisfied** (score 1-4) the Council kept to their promises, 26% were **dissatisfied** (score 7-10).

63% were **satisfied** (score 1-4) with the outcome of their query/complaint, 24% were **dissatisfied** (score 7-10).

8.3 Information from Cherwell Council

'From which of the following do you obtain most of your information about Cherwell District Council?' Base: 1,063 - MULTI

Chart 15:

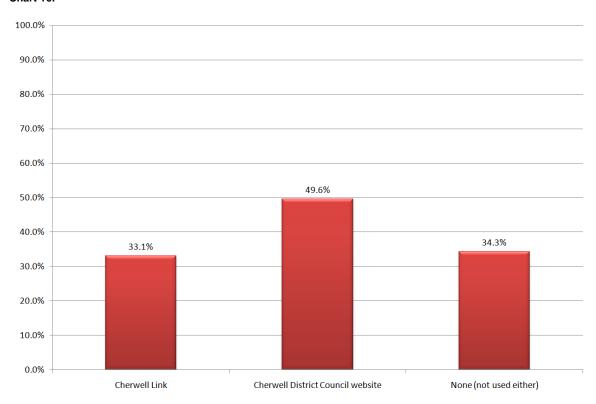


Over half (55%) of those who responded outlined they obtained most of their information about the Council through the Cherwell Link Council magazine, 34% outlined they obtained information from the Cherwell Council's website.

8.4 Information sources

'Have you used any of the following information sources in the past 12 months?' Base: 1,004 - MULTI





50% outlined they had used Cherwell Council's website in the past 12 months (compared with 49% in 2016).

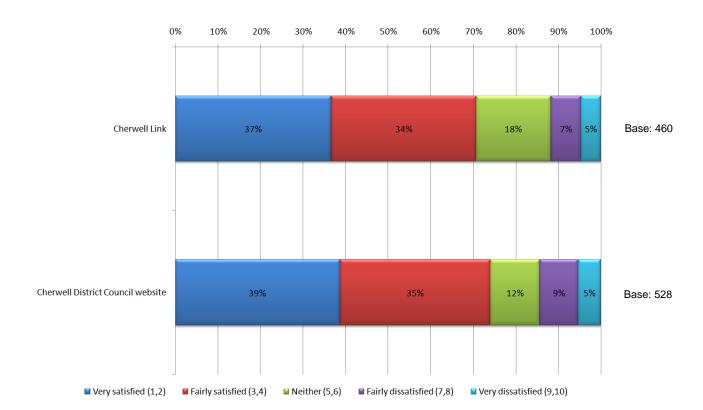
A third (33%) outlined they had used the Cherwell Link Council magazine in the past 12 months (compared with 43% in 2016).

34% outlined they had used neither in the past 12 months (compared with 29% in 2016).

8.5 Satisfaction with information sources

'And, how satisfied or dissatisfied are you with the following, where 1 is very satisfied and 10 is very dissatisfied?' – Only those who have used the information source in the past 12 months.

Chart 17:



Of those who responded 71% were **satisfied** (score 1-4) with the Cherwell Link (the Council Magazine), 12% were **dissatisfied** (score 7-10).

Of those who responded 74% were **satisfied** (score 1-4) with the Cherwell District Council website, 14% were **dissatisfied** (score 7-10).

Appendix 1:

Cherwell District Council Residents Survey



Cherwell District Council Residents' Satisfaction Survey

Your reference: 2859 /

HELP FOR COMPLETING THE ANNUAL RESIDENTS' SATISFACTION SURVEY

Thank you for taking the time to complete this residents' satisfaction survey. It should take no more than 15 minutes to complete. All of the information you give will be kept confidential. It will only be used by the Council to assess its performance and compare it with others. The questionnaire should be completed by any household member **aged 18 or over**.

Please return the completed questionnaire in the envelope provided by **16th June 2017**. Alternatively you can complete the survey online at **www.marketingmeans.co.uk/cherwell17** by entering your unique code:

Cherwell District Council has kept its share of the Council Tax for 2017/18 the same for the eighth year running. The average sized house pays £2.37 per week to cover local services such as waste and recycling, street cleaning, planning, housing, economic growth, leisure services, the environment, licensing and elections.

1.	Overall, how satisfied or dissatisfied are you Please tick one box only	with y	our lo	cal a	rea as	s a pl	ace to	live	?			
	Very Fairly Neither sat satisfied satisfied nor dissati		di	Fairli issatis	•			ery tisfied			't kno applic	2000 M
2.	And, how satisfied or dissatisfied are you wit 1 to 10, where 1 is very satisfied and 10 is ve			_				250				se
		1	2	3	4	5	6	7	8	9	10	Don's
	How your local neighbourhood looks and feels											
	How town centres look and feel											
	How new buildings look											
	How older buildings are looked after											
	Availability of good quality jobs											
	Location of jobs											
	Town centres that attract people to shop											
	Availability of homes to rent or purchase at an affordable price for most people											
	Location of homes to rent or purchase at an affordabl price for most people	е										
	The provision of council services in rural areas											
	How a balance is achieved between protecting rural environments whilst managing new development											
	Public transport provision											
	Having the opportunity to volunteer											
	Being able to have your say											

SEC	TION 2: ENVIRONMENTAL SERVICE	S					
3.	Overall, how satisfied or dissatisfied Please tick one box only for each	and the second s	h the follo	wing?			
		Very satisfied	Fairly satisfied	Neither —	Fairly dissatisfied	Very dissatisfied	Don't know / Not applicable
	Street cleaning service	Ш	Ш			Ш	
	Council's approach to dealing with environmental crime						
	Green bin collection service						
	Household recycling collection service						
	Household food and garden waste collection service						
	Recycling centres (e.g. bottle banks etc.)						
SEC	TION 3: LEISURE AND RECREATION						
4.	Overall, how satisfied or dissatisfied District Council are looked after?			parks and	play areas n	nanaged by	Cherwell
	Very Fairly satisfied	Neither satisfi nor dissatisfie		airly atisfied	Very dissatisfie		n't know / applicable
5.	Overall, how satisfied or dissatisfied		h the leisu	re facilities	provided b	y Cherwell	District
	Very Fairly satisfied satisfied	Neither satisfi nor dissatisfie		airly atisfied	Very dissatisfie		n't know / applicable
6.	Overall, how satisfied or dissatisfied Council (eg GO Active, Health Wall Sportivate programmes etc)? Plea	ks, Active Wo	men progra				
	Very Fairly satisfied	Neither satisfie nor dissatisfie		airly atisfied	Very dissatisfie		n't know / applicable
SEC	TION 4: COMMUNITY SAFETY						8
7.	Overall, how satisfied or dissatisfied behaviour and nuisance? Please ti			ncil's appro	ach to deali	ing with an	ti-social
	Very Fairly satisfied satisfied	Neither satisfie		airly atisfied	Very dissatisfie		n't know / applicable

SEC	TION 5: CA	R PARKS									
8.		ow satisfied ouncil? Ple a v		ne box o	,		al car par Fairly	king faci	lities mana		y Cherwell
	satisfi	ied]	satisfied	no	r dissatisfie	ed d	issatisfied	di	ssatisfied	Not	t applicable
SEC	TION 6: OV	/ERALL VIE\	NS OF CH	ERWELL	. DISTRIC	T COUNC	IL				
9.	National Control of the Control of t	ow satisfied k one box o		isfied ar	e you wit	h the ser	vices pro	vided by	Cherwell [District	t Council?
	Ver satisfi	o base	Fairly satisfied		ither satisfi r dissatisfie		Fairly issatisfied	di	Very ssatisfied		on't know / t applicable
10.		informed, i provides?				ict Coun	cil keep re	esidents	about the	benefi	ts and
30		ery Iformed		iirly formed		ot very wel informed		Not we informed		Don	't know
11.		informed, i oney on? P				ict Coun	cil keep re	esidents	about wha	t the C	Council
		ery Iformed		irly formed		ot very wel informed		Not we informed		Don	't know
12.		xtent do yo k one box o		r disagre	ee that Ch	nerwell D	istrcit Co	uncil pro	vides value	e for m	ioney?
	Stron agre		Tend to agree		either agre or disagree		Tend to disagree		Strongly disagree		Don't know
SEC	TION 7: CO	UNCIL BUD	GET PRIC	ORITIES							
The leve	question o	for Cherwel verleaf ther provision t	efore ask	s you to	prioritise	the Cou	ncil Servi	ces wher	re you wou	ld like	the current
		kample, if you 'providing af									
		4000110	Much more important to maintain current level of service	Slightly more important to maintain current level of service	Equally important	Slightly less important to maintain current level of service	Much less important to maintain current level of service	Don't know			
		ing with anti- Il behaviour/							Providing affordable he	ousing	

	Much more important to maintain current level of service	Slightly more important to maintain current level of service	Equally important	to maintain current level of	Much less important to maintain current level of service	Don't know	
Household recycling collection and food/garden waste collection service							Activities for older people
Providing affordable housing							Dealing with anti-social behaviour/nuisance
Parks and playgrounds							Town centre development (e.g. improving town centres through schemes such as pedestrianisation)
Dealing with anti-social behaviour/nuisance							Planning policy (i.e. long term development and conservation)
Household recycling collection and food/garden waste collection service							Town centre development (e.g. improving town centres through schemes such as pedestrianisation)
Activities for young people							Monitoring of food hygiene and health and safety of businesses and restaurants
Planning policy (i.e. long term development and conservation)							Activities for young people
Grants for voluntary and community groups							Monitoring of food hygiene and health and safety of businesses and restaurants
Sports and leisure facilities and activities							Provision of housing support and advice (e.g. working to prevent homelessness)
Household waste collection							Street cleaning & tackling of environmental crime
Parks and playgrounds							Supporting the creation of jobs in the local area
Street cleaning & tackling of environmental crime							Development control (i.e. planning permission and enforcements)
Providing affordable housing							Sports and leisure facilities and activities
Provision of housing support and advice (e.g., working to prevent homelessness)							Supporting the creation of jobs in the local area
Activities for older people							Development control (i.e. planning permission and enforcements)
Recycling centres (e.g. bottle banks)							Grants for voluntary and community groups
Household waste collection							Recycling centres (e.g. bottle banks)

SEC	TION 8: CONTACTING THE COUNCIL	
14.	How did you last contact Cherwell District Cor Please tick all that apply	ıncil?
	By telephone	
	By letter	
	Via email	
	Face-to-face in council offices	
	Other (please write in space below)	
	Have not contacted Cherwell District Council	
L5.	And, how satisfied or dissatisfied are you with Council, on a scale of 1 to 10, where 1 is very Please tick one box for each response	Don't
		1 2 3 4 5 6 7 8 9 10 know
	Information about how to contact the council	
	Being able to speak to the right person/department	
	Speed of response (e.g. speed of answering the telephone/speed of replying to emails/letters)	
	Being respected/listened to by staff	
	Staff knowledge	
	Using plain English/not speaking in jargon	
	Answering all of your questions/providing enough information	
	Explanation of process/procedures and advice	
	Keeping their promises (e.g. calling back when they said they would etc)	
	Outcome of your query/complaint	

SECTION 9: INFORMATION FROM CHERWELL DISTRICT COUNCIL

16.	From which, if any of the following do you obtain most of your info Council? Please tick all that apply	rmation about Cherwell District
	Friends/family and neighbours	
	Parish Newsletter	
	Cherwell Link	
	Local groups and committees	
	Local newspapers	
	Local radio	
	Local TV news	
	Cherwell District Council magazines	
	Cherwell District Council leaflets	
	Cherwell District Council website	
	Public meetings	
	Contact with elected Councillors	
	Contact with Council staff	
	Information from other organisations (e.g. County Council, schools, doctors)	
	Twitter or Facebook	
	Other	
	None of these	
	Don't know	
17.	Now thinking specifically about the information provided by Cherwany of the following information sources in the past 12 months? Place Cherwell Link Cherwell District Council website None (not used either)	
18.	And, how satisfied or dissatisfied are you with the following, on a s satisfied and 10 is very dissatisfied? Please tick one box for each re	
	1 2 3 4	Don't 5 6 7 8 9 10 know
	Cherwell Link	
	Cherwell District Council website	
19.	Finally, please use the space below to write in any further comme District Council and the services it provides.	nts that you have about Cherwell

SEC	TION 10: ABOUT YOU						
20.	Which age band are you in? Please tick on	a hay anly					
20.		e box only					
	18-24yrs	님					
	25-34yrs	님					
	35-44yrs	님					
	45-54yrs	님					
	55-64yrs	님					
	65-74yrs	님					
	75+yrs	Ц					
21.	What is your gender? Please tick one box	only					
	Male						
	Female						
	Transgender						
	Other						
		_					
SEC	TION 11: FUTURE CONSULTATIONS						
22.	Would you be happy to be involved in futu	re consultations with Cherwell District Council?					
	Please tick one box only						
	Yes	Go to Q23					
	No	End of survey					
-							
23.	District Council for the purpose of contacti	s below (any details provided will only be used by Cherwell ng you for future consultations and will be sent back					
	separately to your responses to this survey	/). 					
	Name:						
	Telephone number:						
	Email address:						

THANK YOU FOR TAKING PART IN THIS SURVEY.
PLEASE RETURN YOUR COMPLETED FORM IN THE ENVELOPE PROVIDED BY 16TH JUNE 2017.