Cherwell District Council

Customer Satisfaction Survey 2014

Prepared for: Cherwell District Council | Ref: jn4816/RM/CTW/MDT | Date: September 2014

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Contents

1. Introduction

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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.
- A further qualitative exercise has also been planned and will reported separately.
- This report presents the findings from the 2014 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.
- SPA Future Thinking (formerly The Oxford Research Agency) has worked closely with the Council to ensure that the survey has evolved year on year, whilst continuing to provide key comparative and tracking data. As such, the 2014 survey built on the previous research and included a review of content to ensure it remains relevant and fit for purpose.

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 2013 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, 439 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

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2.1 Summary & Conclusions

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

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

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

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

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

3. Overall Views

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3. Overall Views

3.1 Overall Satisfaction (slides 15 -18)

- Overall satisfaction now peaks at its highest recorded level of 77%. This demonstrates a very positive upward trend since 2006, where 60% were satisfied (representing a notable 17% improvement since we started monitoring resident satisfaction).
- Dissatisfaction remains at a low level, with just 8% very/ fairly dissatisfied.
- However, views do differ considerably by sub-group, with the most dissatisfied groups including:
  - Albeit it based on a very low base size (and should therefore be read with caution), the highest level of dissatisfaction is recorded amongst BMEs, with a third dissatisfied.
  - 16% of Kidlington residents are now dissatisfied compared with 9% in 2013. While this is not statistically significant, it is something to closely monitor going forward.
  - Those not working also stand out again as being dissatisfied, with 17% expressing dissatisfaction (mirroring the 2013 figure). This is probably a reflection of the prolonged economic difficulties facing residents.
  - Reflecting this, C2DE respondents also have a low level of satisfaction overall (70% very/ fairly satisfied vs 79% for their ABC1 counterparts).
- On a more positive note, there has been a significant rise in satisfaction among Bicester residents; a high 85% are now satisfied compared with the lowest level of 70% recorded in 2011. In the qualitative research, Bicester residents waxed lyrical about the area as a place to live (see separate report for further details). The recent improvements in the area are obviously being noticed and appreciated.

3. Overall Views

3.2 Satisfaction with Services (slide 19)

- As in previous years, recycling centres continue to record the highest level of satisfaction, with a strong 89% now satisfied (slightly down on the 91% satisfied recorded in 2013, but not significantly so).
- Two service areas have witnessed significant improvements in their service satisfaction ratings:
  - Household recycling service – is now at an all time high of 88% satisfied, representing a 13% increase in satisfaction from 2008.
  - Food and garden waste collection – now also achieves its highest recorded level, with 86% now satisfied.
- The positive improvement recorded last year for the Council's approach to dealing with anti-social behaviour has remained stable at 56%. However, 1 in 5 still remain dissatisfied, which is a cause for concern given that it is a key driver of overall satisfaction (ranking 2nd).
- The same proportion (20%) are dissatisfied with the local car parking facilities, which is another key driver of overall satisfaction (ranking 4th). Other areas to watch out for, where 1 in 10 or more were dissatisfied are:
  - Waste Collection (10% dissatisfied);
  - Local area as a place to live (11%);
  - Leisure activities (11%) and facilities (13%) (note: leisure activities are the lead driver of overall satisfaction);
  - Street cleaning (16%);
  - Council's approach to dealing with environmental crime (18%).

3. Overall Views

3.3 Key Drivers of Satisfaction (slides 20 & 21)

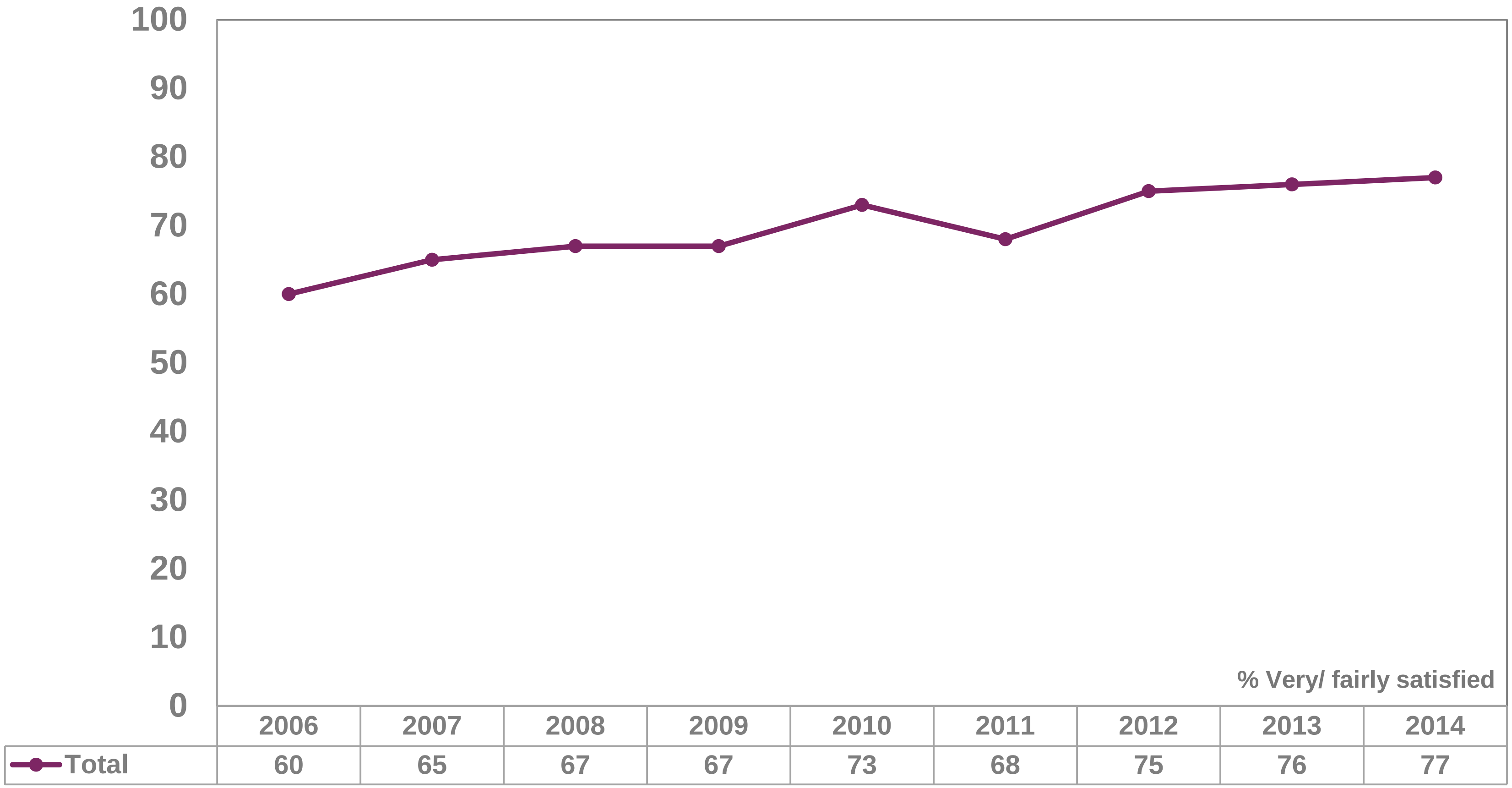
- A correlation analysis was conducted to examine the key drivers of overall satisfaction with Cherwell District Council, which highlights the hygiene factors that are most important for the Council to get right and the causes of any changes in levels of satisfaction.
- The leisure activities provided by Cherwell District Council is the lead driver of overall satisfaction with the Council, followed by the Council's approach to anti-social behaviour.
- There is a second tier of services that drive satisfaction:
  - Local area as a place to live
  - Local car parking facilities
  - Street cleaning service
- In terms of specific aspects of services examined, the provision of Council services in rural areas and information about parking on the Cherwell District Council website are the main key drivers, along with how safe residents feel walking alone in their local community during the day.
- A further key drivers analysis was conducted just with Kidlington residents to help determine why 16% are dissatisfied overall. Dissatisfaction with car parking facilities, leisure facilities/ activities and the household collection services, along with concerns about environmental crime and anti-social behaviour, all appear to be playing a part.
- In contrast, it appears to be the leisure activities/ facilities and how the Council deals with anti-social behaviour which is driving the increased satisfaction among Bicester residents (when a separate key drivers analysis was conducted for this group).

3. Overall Views

3.4 Value for money (slides 22 - 24)

- Half of residents agree that the Council provides value for money, which is the highest level of agreement recorded. This represents a notable 13% increase on the lowest recorded level of 37% in 2011.
- However, 17% disagree that the Council provides value for money. This rises to 1 in 3 Kidlington residents. Younger residents, those not currently in employment, C2DEs, BMEs and disabled residents are also all more likely to disagree.
- The top three key factors that are seen to drive perceptions of value for money are:
  - Leisure activities - specifically the cost of using facilities and the refreshments/ catering at sports venues.
  - The Council's approach to dealing with anti-social behaviour and nuisance – the speed of response to complaints of anti-social behaviour and nuisance stands out as being by far the lead driver of value for money perceptions when the specific aspects of the service were examined. Visual presence of police is also a driver.
  - Local car parking facilities – this often drives value for money perceptions due to the fact the people have to pay for parking. However, information about parking on the Cherwell District Council website is also a driver.

OVERALL SATISFACTION WITH SERVICE PROVIDED BY CHERWELL DISTRICT COUNCIL

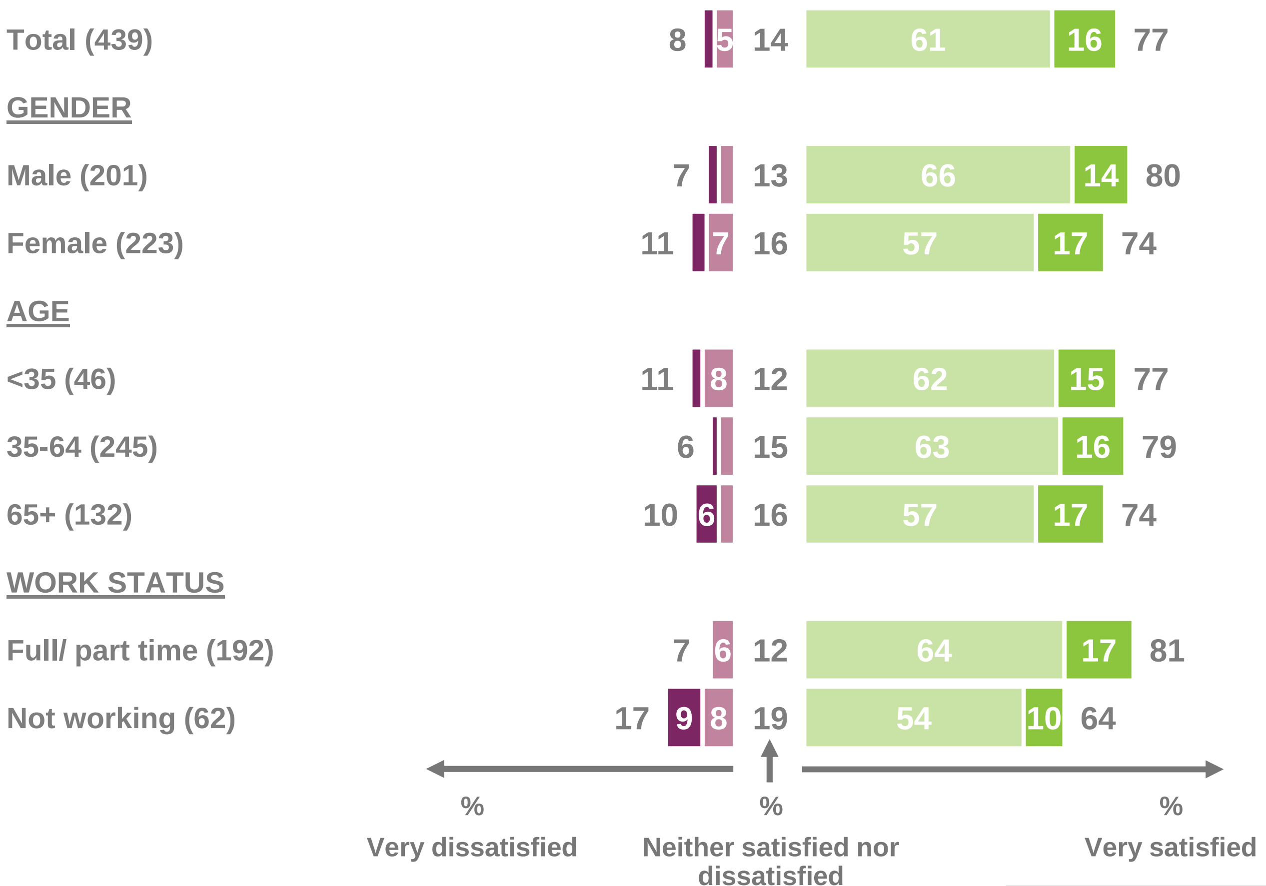


	2006	2007	2008	2009	2010	2011	2012	2013	2014
Total	60	65	67	67	73	68	75	76	77

Base: (Those answering: 439)

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

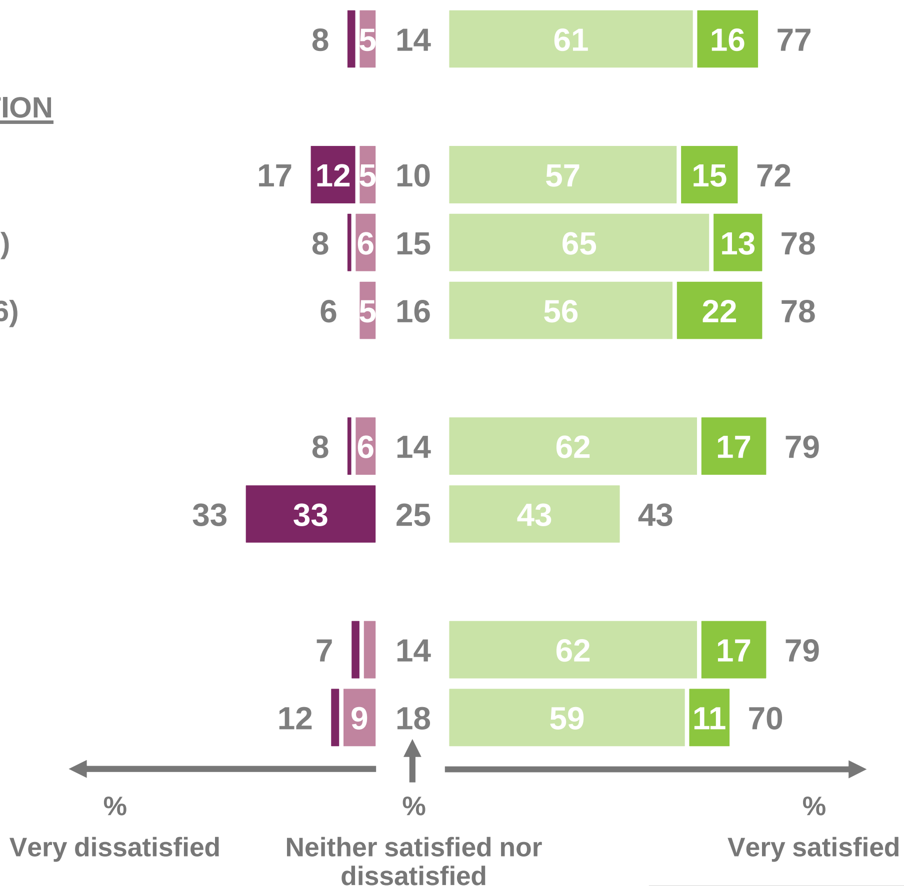
	2013	2012		2011		2010
Total (439)	76	75	*	68	*	73
Male (201)	79	77	*	63	*	72
Female (223)	73	74		73		72
<35 (46)	76	69		66		69
35-64 (245)	75	76	*	65	*	70
65+ (132)	78	82		78		83
Full/ part time (192)	78	78	*	64		68
Not working (62)	64	61	*	76		80

* shows significant difference between years

Base: (Those answering)

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

OVERALL SATISFACTION WITH THE SERVICES PROVIDED BY CHERWELL DISTRICT COUNCIL



% Very/ fairly satisfied

	2013	2012	2011	2010
Total (439)	76	75	* 68	* 73
HOUSEHOLD COMPOSITION				
Single person (77)	74	75	68	* 80
2 adults, no children (271)	79	78	* 68	* 74
Children in household (76)	70	71	69	65
ETHNICITY				
White (417)	76	76	* 68	* 73
BME (8)#	76	73	68	64
STATUS				
+ABC1 (200)	80	78	71	* 79
+C2DE (130)	66	67	72	69

+ = Based only on panel members

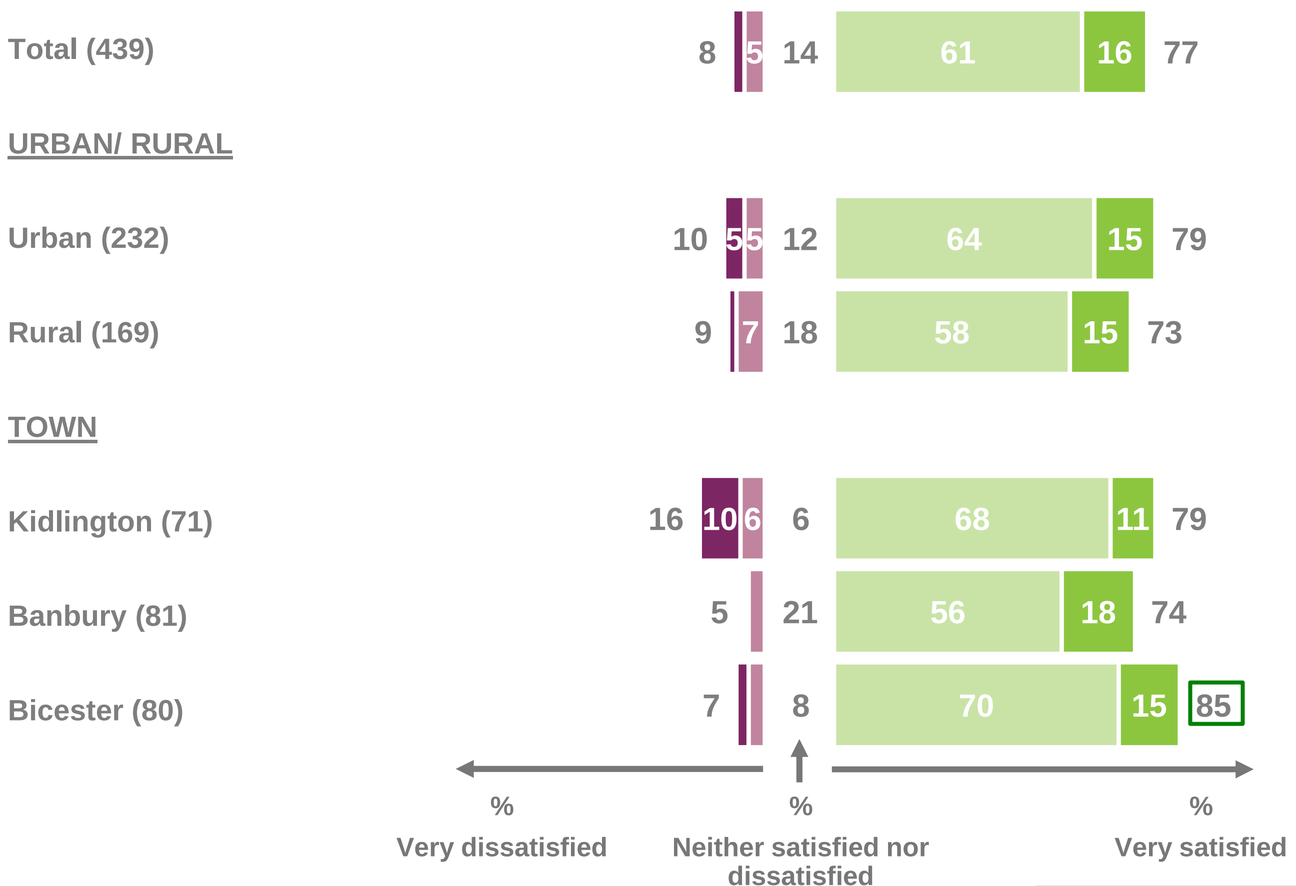
 # Caution: Low base size

* shows significant difference between years

Base: (Those answering)

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

OVERALL SATISFACTION WITH THE SERVICES PROVIDED BY CHERWELL DISTRICT COUNCIL



% Very/ fairly satisfied

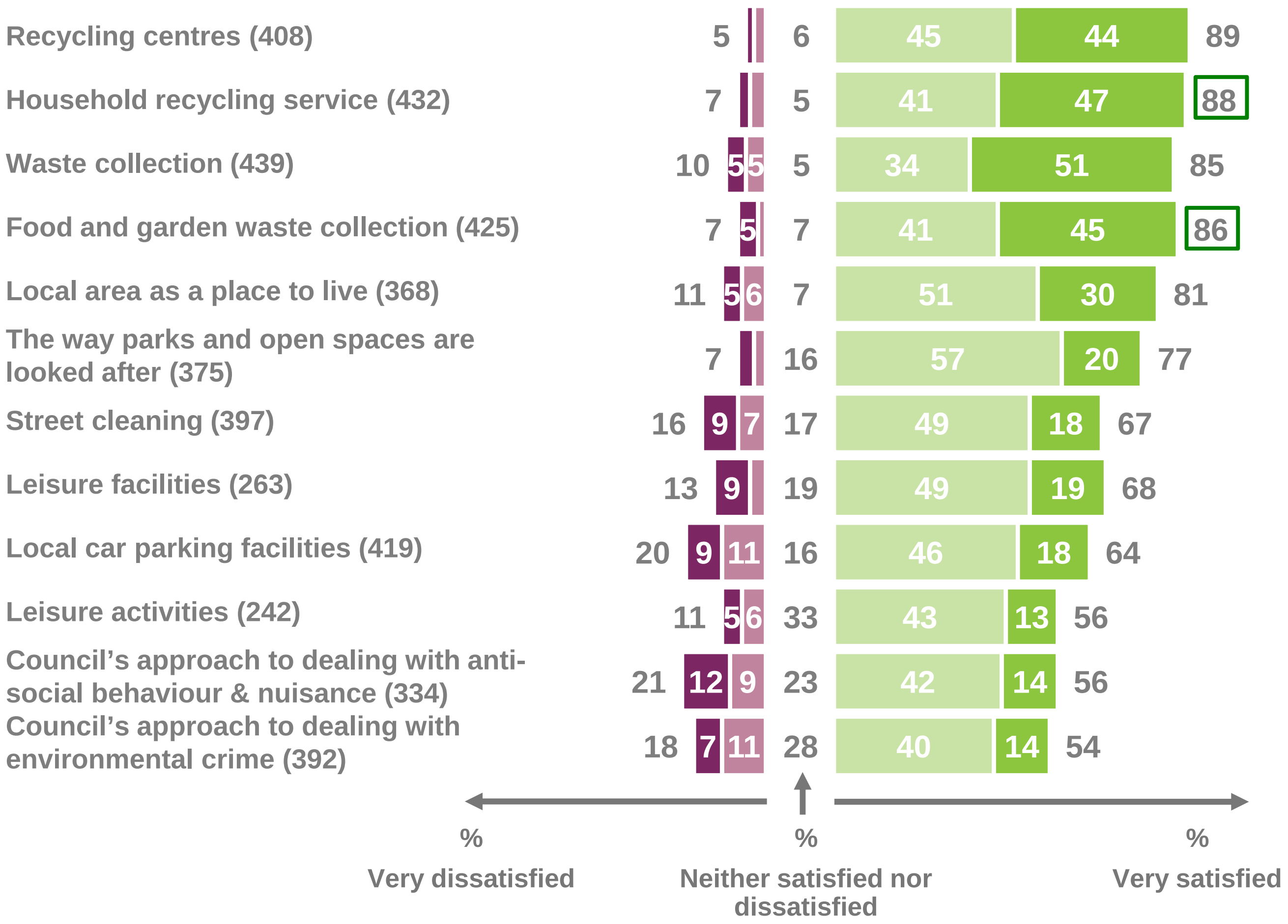
	2013	2012	2011	2010
Total (439)	76	75	* 68	* 73
Urban (232)	73	76	* 66	* 71
Rural (169)	77	74	76	76
Kidlington (71)	74	81	70	80
Banbury (81)	77	75	* 65	70
Bicester (80)	73	75	70	81

* 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



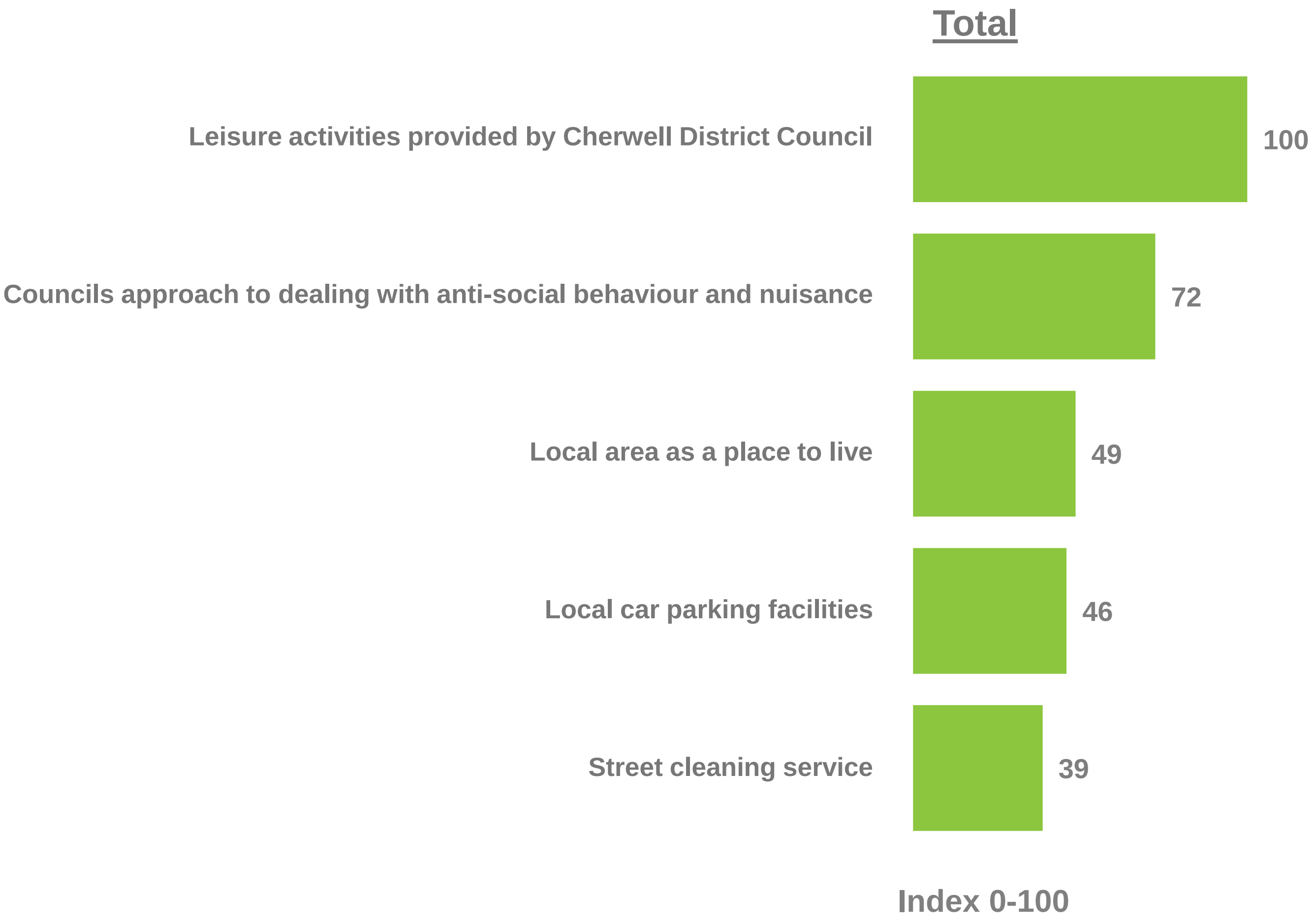
% Very/ fairly satisfied

	2013	2012	2011	2010	2009	2008
Recycling centres (408)	91 *	87	88	87	86	83
Household recycling service (432)	83	80	82	83 *	78	75
Waste collection (439)	82	80 *	76	78 *	70	68
Food and garden waste collection (425)	81	80	80 *	76	N/A	N/A
Local area as a place to live (368)	80 *	86 *	78	N/A	N/A	N/A
The way parks and open spaces are looked after (375)	75	77	72	74	73	70
Street cleaning (397)	70	69 *	64 *	72	67	66
Leisure facilities (263)	69 *	76	74	71	68	63
Local car parking facilities (419)	64	63 *	49 *	63	64	63
Leisure activities (242)	59	61	56	N/A	N/A	N/A
Council's approach to dealing with anti-social behaviour & nuisance (334)	56 *	49 *	43	44 *	36	36
Council's approach to dealing with environmental crime (392)	48	47 *	42	N/A	N/A	N/A

Base: (Those answering)

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

KEY DRIVERS OF OVERALL SATISFACTION – Key Services

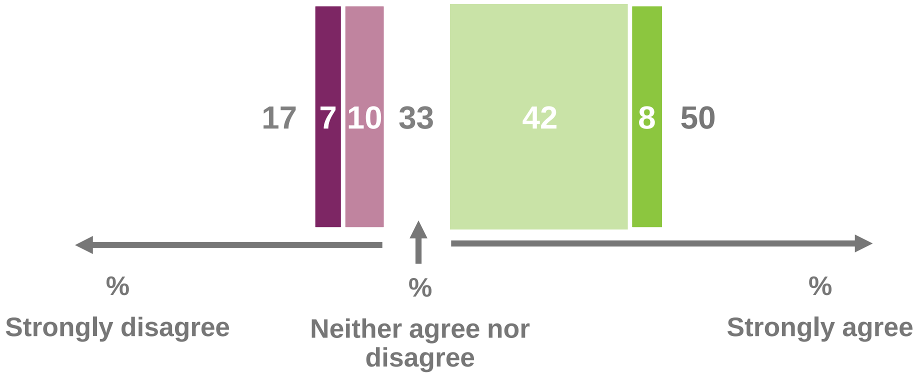


Base: (Those answering)

KEY DRIVERS OF OVERALL SATISFACTION – Specific Aspects of Services

Base: (Those answering)

AGREEMENT THAT CHERWELL DISTRICT COUNCIL PROVIDES VALUE FOR MONEY



	2013	2012	2011	2010	2009
Total (420)	45	47 *	37 *	42	38

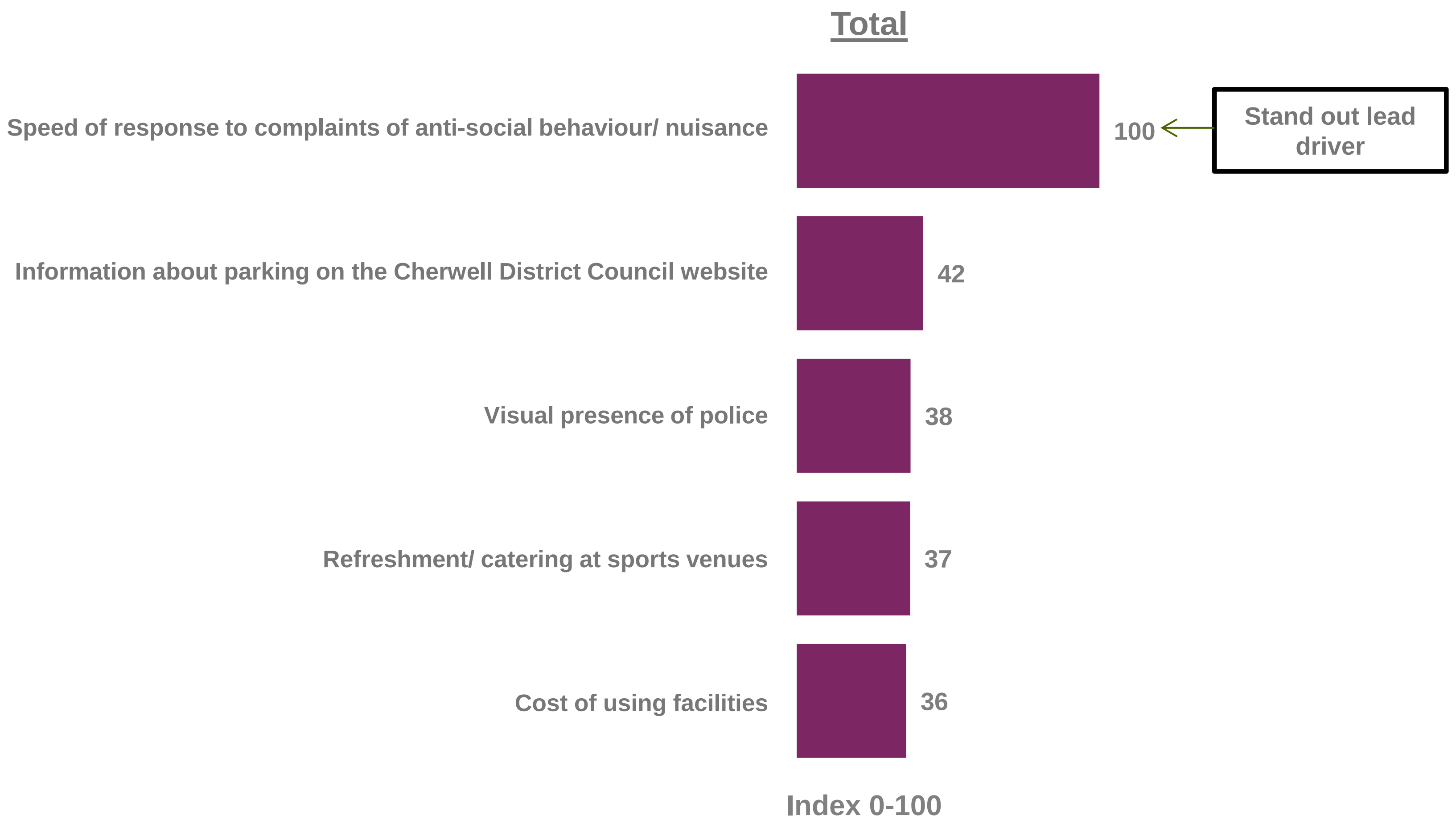
Base: (Those answering)

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)

4. Environmental Services

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4. Environmental Services

4.1 Street Cleansing (slides 31 - 35)

- Two-thirds (67%) of residents express satisfaction with the street cleansing service. This is a slight (3%) decline from 2013. While the decline is not statistically significant, it is something to monitor going forward given that the service was recovering from a severe dip experienced in 2011 and that satisfaction with street cleaning is a key driver of overall satisfaction (ranking 5th).
- In terms of the individual aspects asked about, cleanliness of the local area (60%) and cleanliness of local town/ urban centres (58%) continue to have the highest levels of satisfaction. Over half are also satisfied with the on-street recycling bins (54%), the number of litter bins in public places (53%) and the frequency with which the streets are cleaned (52%).
- There appears to be an issue with dog fouling for a notable minority. Indeed, 3 in 10 express dissatisfaction with the issuing of fines for littering and dog fouling, while 1 in 5 are dissatisfied with limiting the amount of dog waste in public places and just over 1 in 10 have some complaint about the number of dog waste bins in public places.
- Litter blitzes and campaigns are perhaps not as successful as they could be, with over 1 in 5 dissatisfied (22% and 21% dissatisfied respectively).
- On a more positive note, there is some evidence that the Council's efforts to tackle these issues are starting to be noticed. For the first time, over half (54%) of residents are satisfied with the Council's approach to dealing with environmental crime and both awareness and support of Fixed Penalty Notices has increased since 2013. Almost a quarter (23%) are now aware of FPNs vs 18% in 2013 and a very high 97% support a zero tolerance approach compared with 93% last year.

4. Environmental Services

4.3 Household Waste Collection (slides 36 & 37)

- Overall satisfaction with the waste collection service continues to demonstrate a very strong upward trend over time, 85% satisfied being the highest level yet seen for this factor (and this is an impressive 18% higher than it was in 2006, when 67% were satisfied).

- Whilst all of the four individual ratings are at the higher end of the scores seen over the past few years, only frequency of refuse collections has actually increased significantly compared with 2013. 7 in 10 are satisfied with the frequency of collections, which is an impressive 24% higher than in 2008.

- Having said that, 12% of residents are dissatisfied with the frequency of collections. The same percentage are also dissatisfied with bins being returned to the collection point after being emptied.

4. Environmental Services

4.4 Household Recycling Collections (slides 38 & 39)

- Congratulations to the recycling collection service, which has enjoyed a significant increase in satisfaction compared with 2013. Almost 9 in 10 residents (88%) are now satisfied with the household recycling collection service overall. This is 13% higher than the lowest recorded level of 75% in 2008.
- Two factors have demonstrated significant improvements compared with 2013 and now jointly top the satisfaction ratings (both with 78% satisfied):
  - How clean the area is following collections (13% increase from 2008).
  - Frequency of recycling collections (23% increase from 2008).
- Overall dissatisfaction with recycling collections is low – fewer than 10% being dissatisfied with any of the factors examined.

4. Environmental Services

4.5 Recycling Centres (slides 40 & 41)

- Recycling Centres continue to receive the highest overall ratings seen, with 89% now satisfied – a slight, but not significant dip from the 2013 peak of 91%.

- However, the cleanliness of the facilities is of cause of dissatisfaction for 1 in 10 and the percentage of residents who are satisfied with this aspect has dropped considerably from the peak of 66% recorded last year. With 57% now satisfied, this represents a 9% drop from 2013, but is more consistent with the figures recorded in previous years.

- Satisfaction with the items which can be deposited and with the location of recycling centres remains high at 81% and 79% respectively.

4. Environmental Services

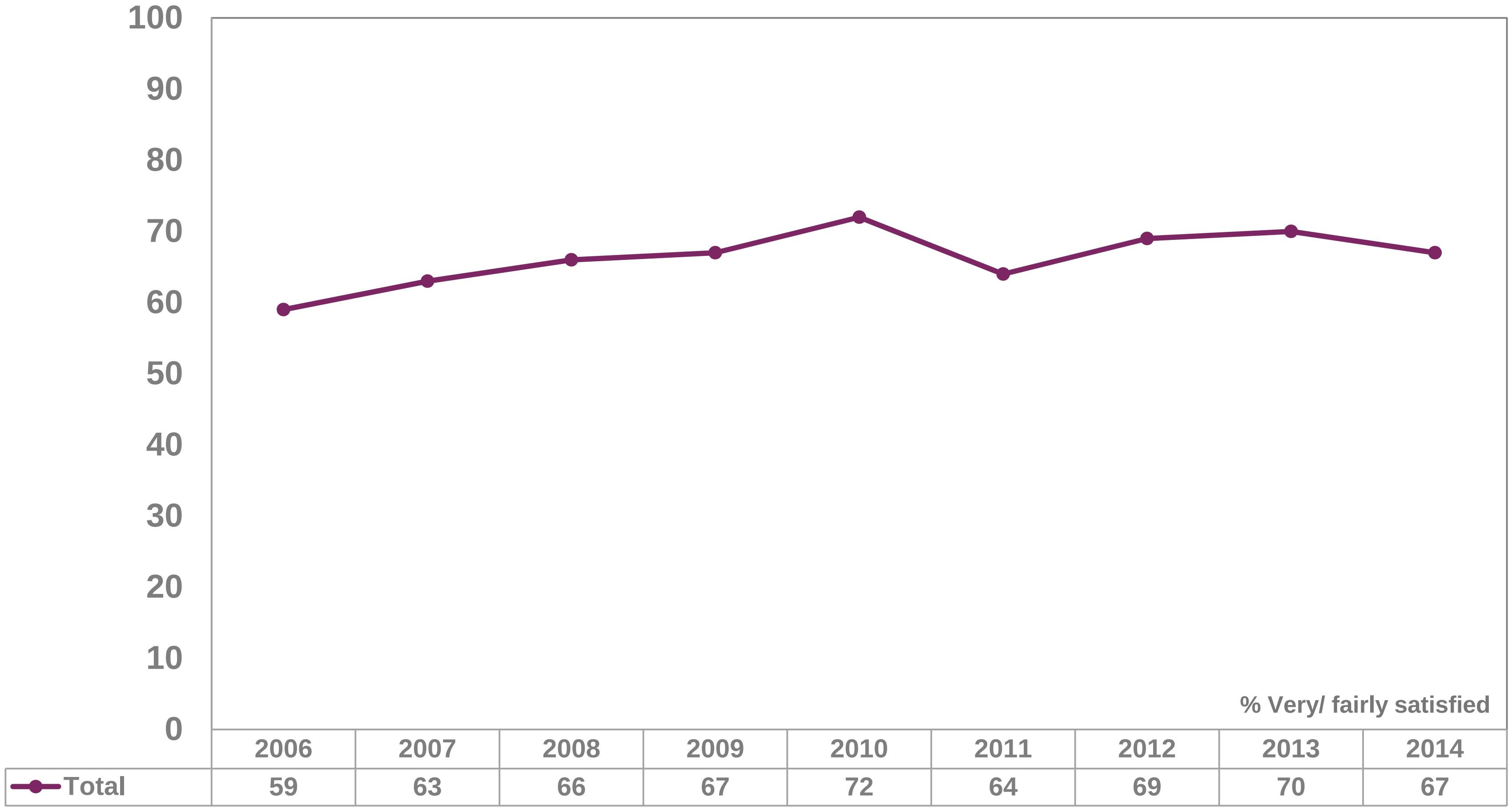
4.6 Household Food and Garden Waste Collections (slides 42 - 44)

- Household Food and Garden Waste collections was one of two service areas this year to enjoy improved satisfaction ratings (the other being the household recycling service). Satisfaction now stands at 86% - a 5% increase from 2013 and 10% from 2010.

- While the vast majority (85%) are satisfied with the range of materials taken for composting, over 1 in 10 (13%) express dissatisfaction with the frequency of collections.

- Over three-quarters (77%) agree that the Council provides enough information on household collection services – 27% strongly agree. This is in line with the ratings seen over the past few years.

OVERALL SATISFACTION WITH STREET CLEANSING SERVICE



	2006	2007	2008	2009	2010	2011	2012	2013	2014
●─ Total	59	63	66	67	72	64	69	70	67

Base: (Those answering: 397)

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*

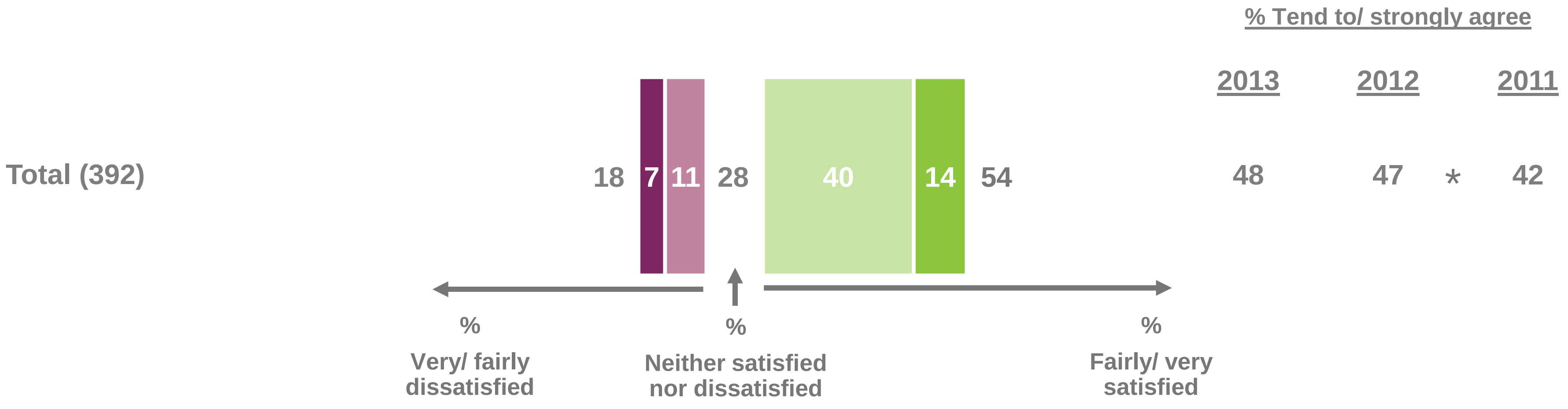
% Satisfied (8-10)

	2013	2012	2011	2010	2009	2008
Cleanliness of your local area (439)	63	63	* 54	* 62	* 58	58
Cleanliness of your local town/ urban centre (Banbury, Bicester or Kidlington) (436)	58	59	* 45	* 59	* 54	52
Frequency with which the streets are cleaned (383)	57	52	* 38	* 55	* 50	46
Number of litter bins in public places (425)*	55	51	49	N/A	N/A	N/A
On-street recycling bins, located in urban areas, next to litter bins (415)	52	51	* 39	* 51	49	* 35
Number of dog waste bins in public places (377)*	46	42	46	N/A	N/A	N/A
Neighbourhood litter blitzes (342)	46	* 36	N/A	N/A	N/A	N/A
Limiting the amount of dog waste in public places (393)	43	41	38	* 50	47	* 42
Issuing of fines for littering and dog fouling (294)*	34	34	32	N/A	N/A	N/A
Litter campaigns/ information regarding littering (370)*	34	* 29	28	N/A	N/A	N/A

Base: (Those answering)

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

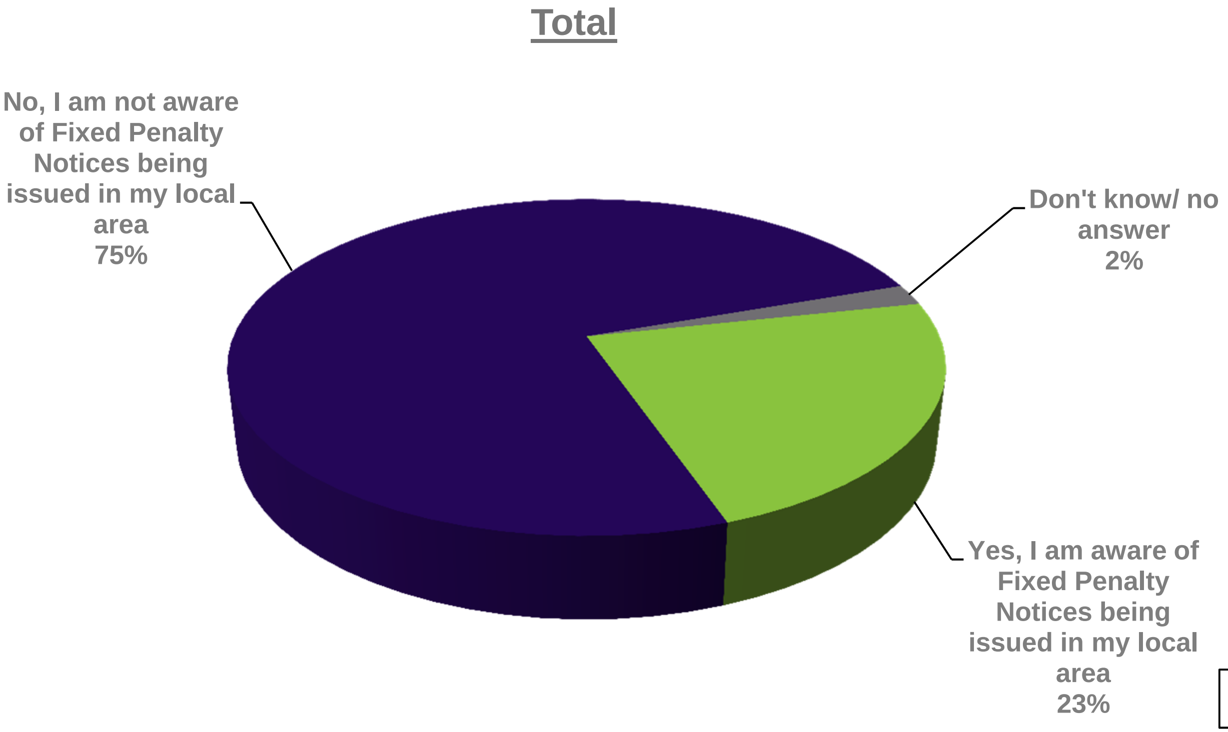
Satisfaction with the Council's Approach to Dealing with Environmental Crime



Base: (Those answering)

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

AWARENESS OF FIXED PENATLY NOTICES BEING ISSUED BY COUNCIL'S ENVIRONMENTAL ENFORCEMENT OFFICERS

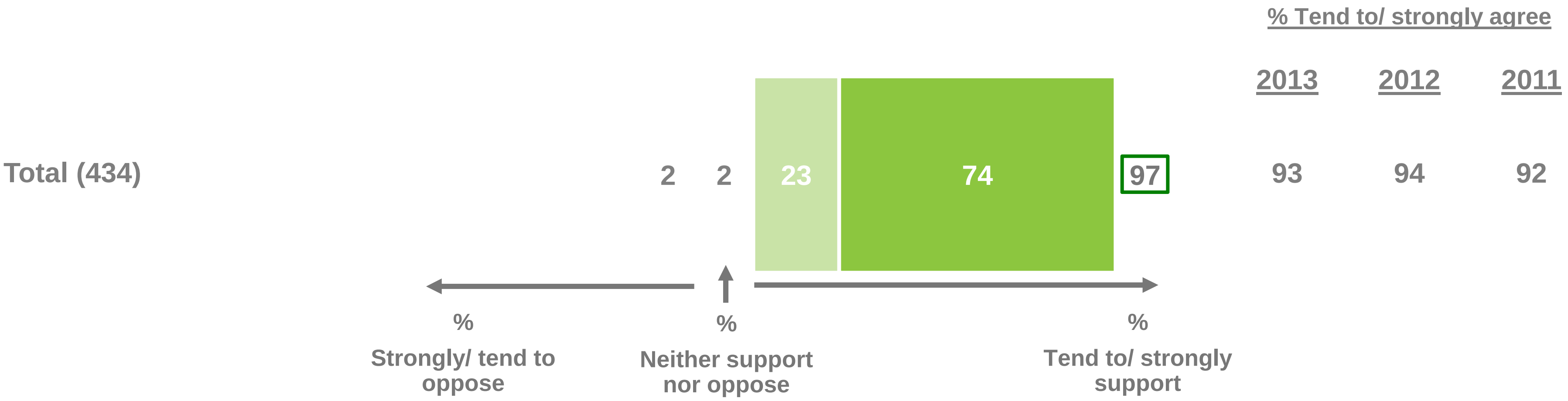


18% in 2013

Base: (All respondents: 445)

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

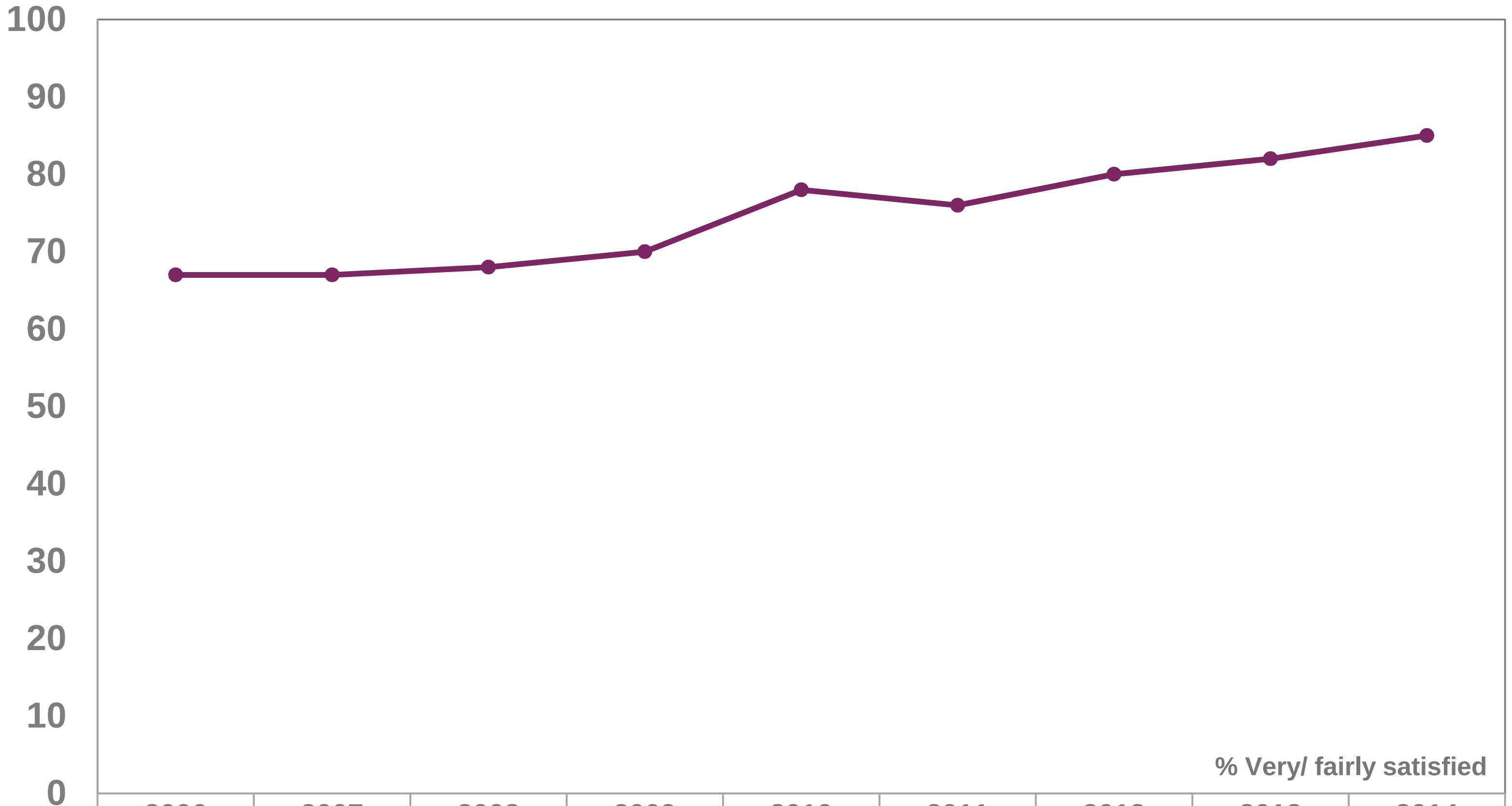
EXTENT OF SUPPORT FOR CHERWELL DISTRICT COUNCIL'S ZERO TOLERANCE APPROACH TO 'ON STREET' OFFENCES



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

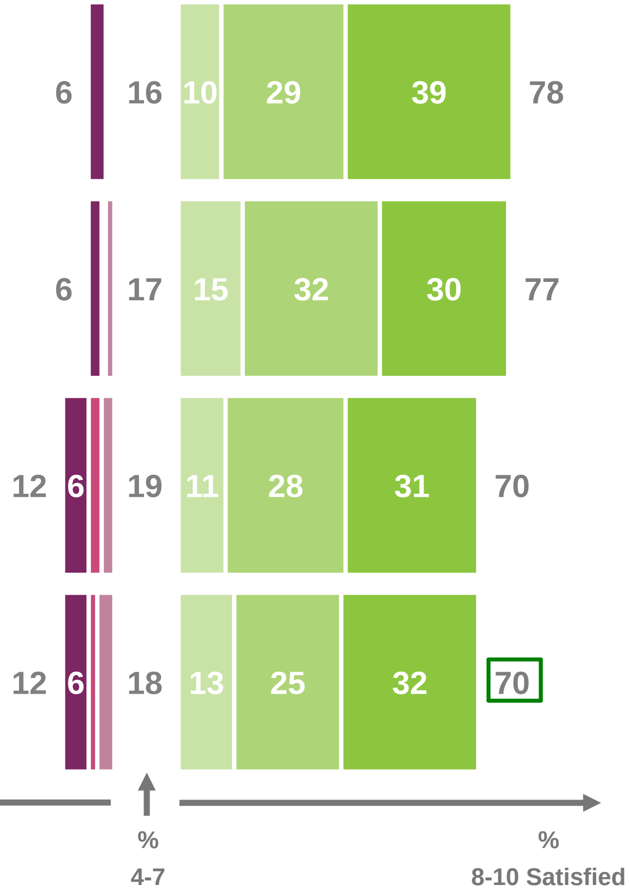


	2006	2007	2008	2009	2010	2011	2012	2013	2014
Total	67	67	68	70	78	76	80	82	85

Base: (Those answering: 439)

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



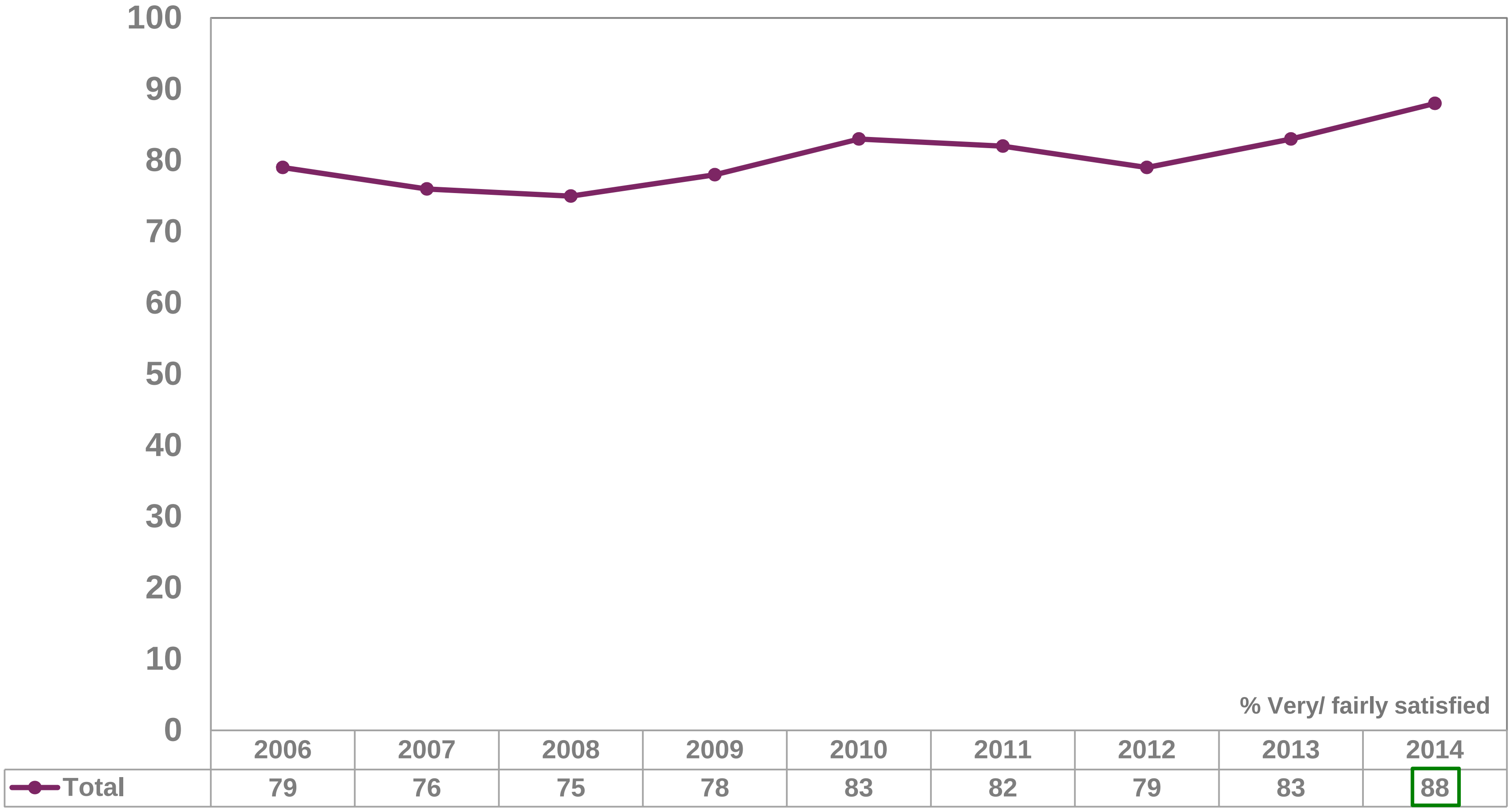
% Satisfied (8-10)

	2013	2012	2011	2010	2009	2008
Friendliness and helpfulness of refuse collection staff (380)	78	75	71	* 76	* 68	64
How clean and tidy the area is following collections (441)	73	72	* 66	* 72	* 67	66
Bin is returned to collection point following being emptied (440)	70	69	66	* 72	* 65	65
Frequency of refuse collections (441)	64	58	56	59	* 52	* 46

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

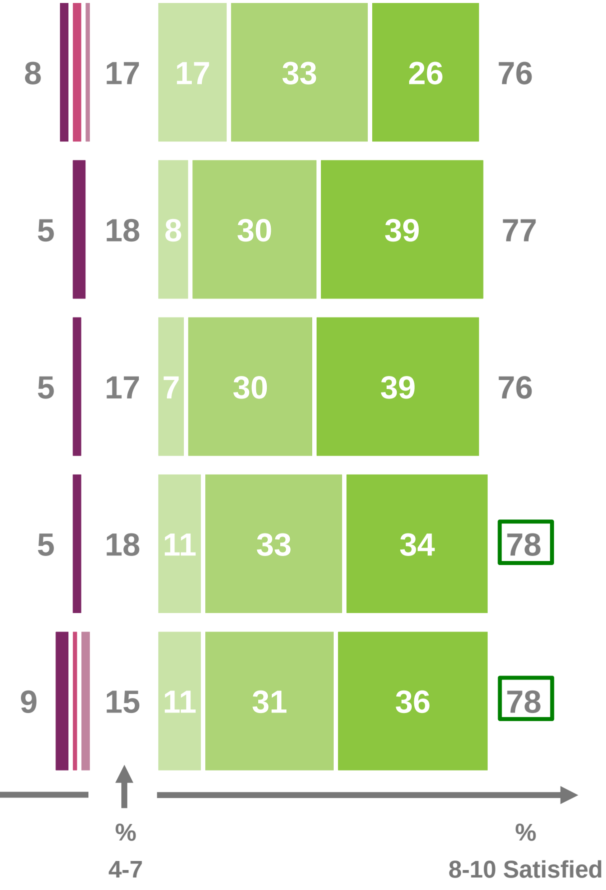


	2006	2007	2008	2009	2010	2011	2012	2013	2014
Total	79	76	75	78	83	82	79	83	88

Base: (Those answering: 432)

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

SATISFACTION WITH DIFFERENT ASPECTS OF THE HOUSEHOLD RECYCLING COLLECTION SERVICE



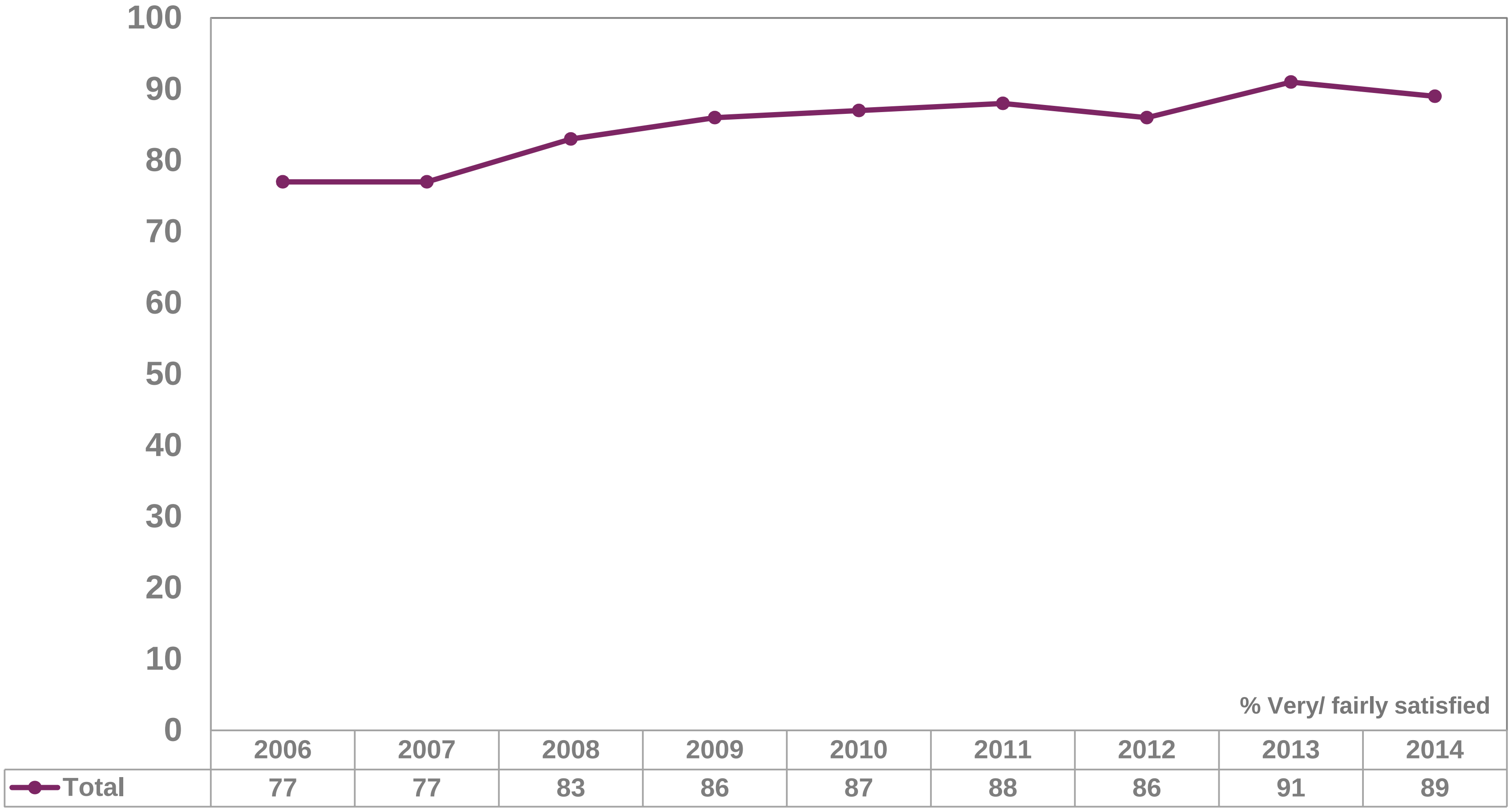
% Satisfied (8-10)

	2013	2012	2011	2010	2009	2008
The range of materials taken for recycling (437)	73 *	68 *	64 *	70 *	65	61
Kerbside battery collection scheme (330)	73 *	65	N/A	N/A	N/A	N/A
Kerbside small electricals collection scheme (332)	73	N/A	N/A	N/A	N/A	N/A
How clean and tidy the area is following recycling collections (441)	72	70	68 *	75 *	68	65
Frequency of recycling collections (438)	70 *	65	64	67 *	62 *	55

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

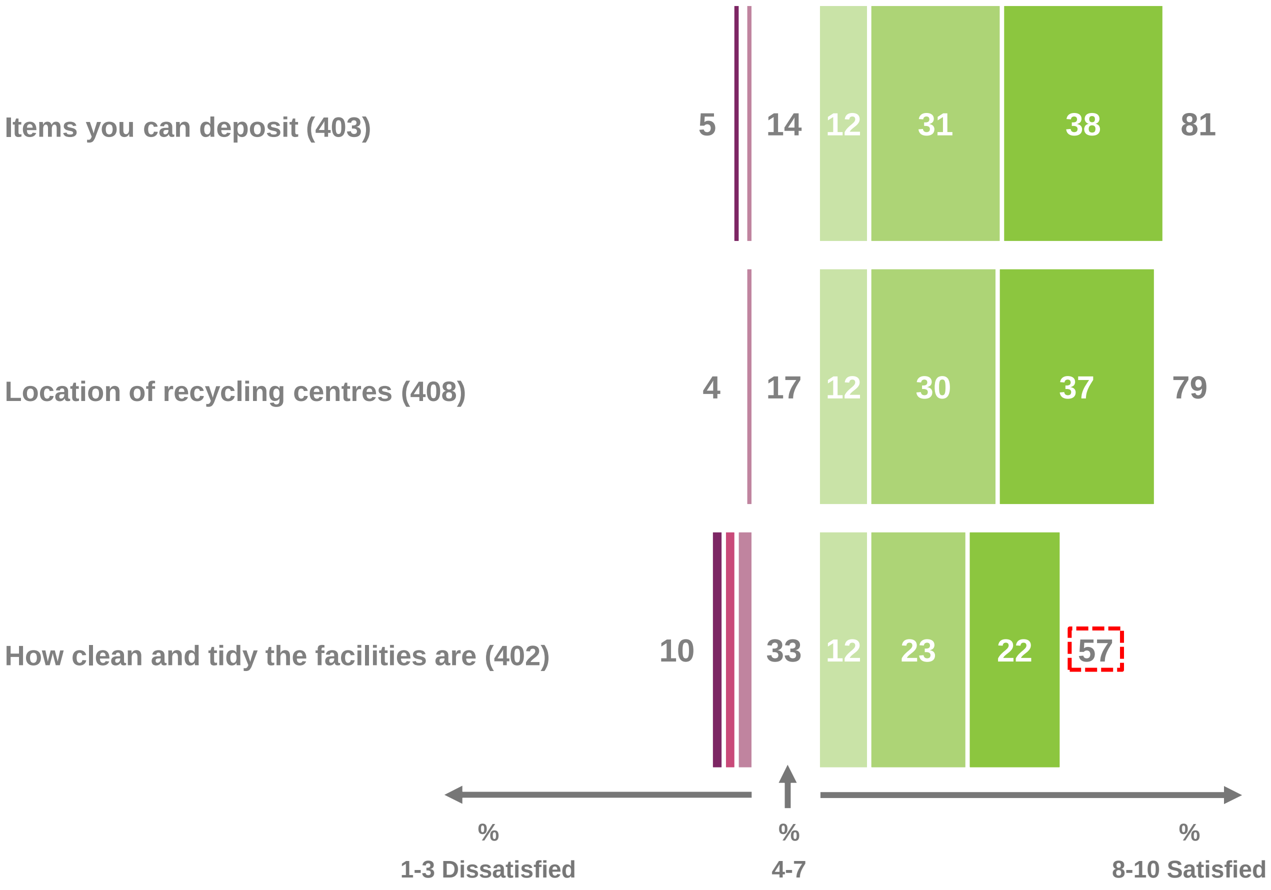


	2006	2007	2008	2009	2010	2011	2012	2013	2014
Total	77	77	83	86	87	88	86	91	89

Base: (Those answering: 408)

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

SATISFACTION WITH DIFFERENT ASPECTS OF THE LOCAL RECYCLING CENTRES



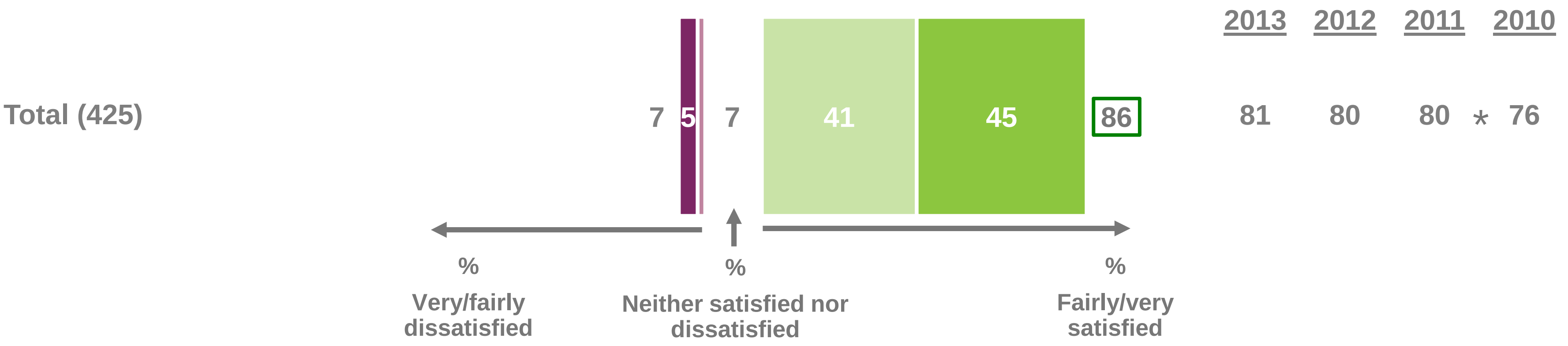
% Satisfied (8-10)

	2013	2012	2011	2010	2009	2008
Items you can deposit (403)	83	79	77	79	78	* 72
Location of recycling centres (408)	78	78	* 74	76	76	* 70
How clean and tidy the facilities are (402)	66	* 57	56	58	60	57

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



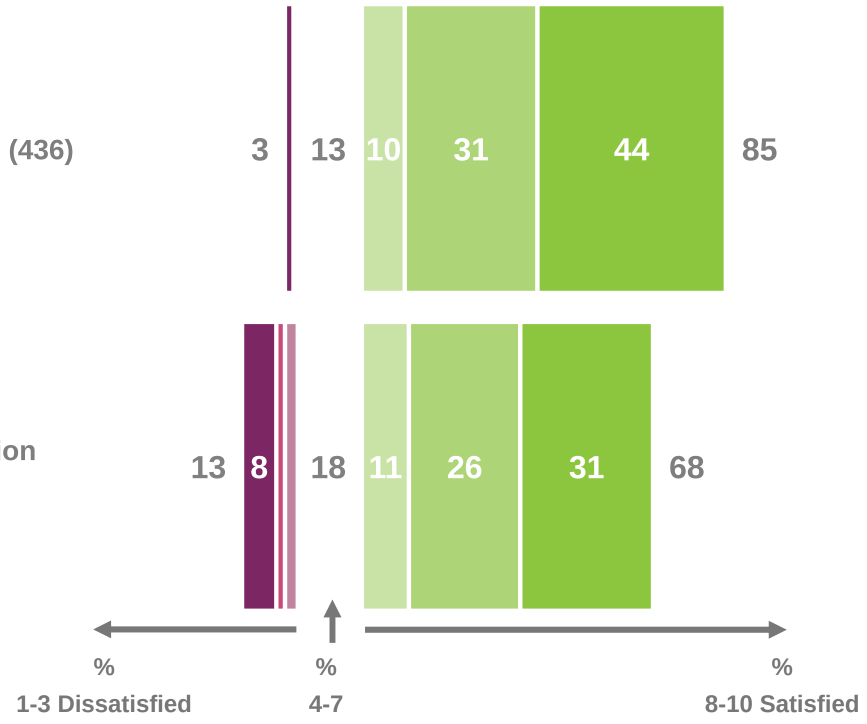
2013	2012	2011		2010
81	80	80	*	76

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



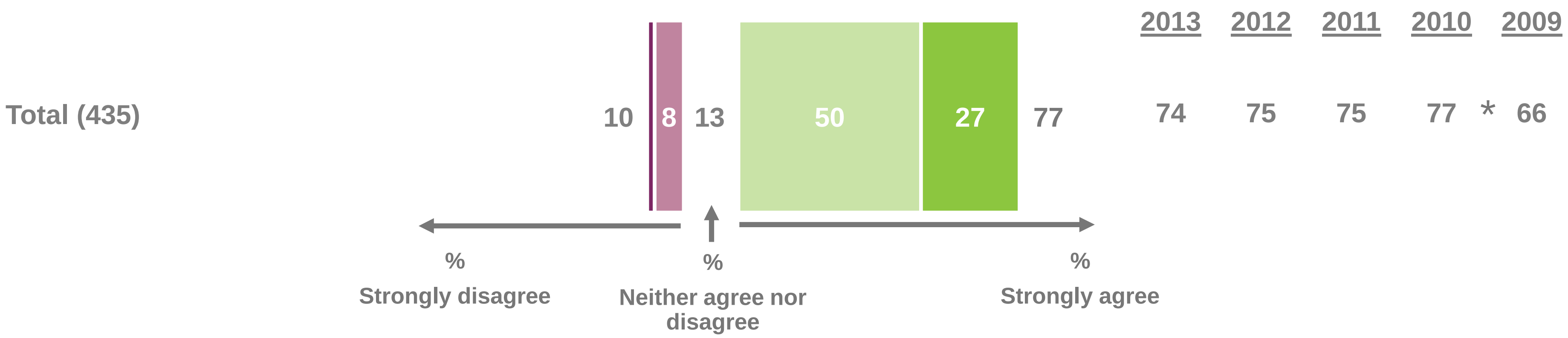
% Satisfied (8-10)

	2013	2012	2011	2010
The range of materials taken for composting (436)	87	84	* 80	* 84
Frequency of food and garden waste collection (425)	68	64	63	61

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

innovation intelligence inspiration

5. Leisure & Recreation

5.1 Parks and Play areas (I) (slides 50 - 53)

- Compared with 2013, there has been a slight (but not statistically significant) decline in the proportion of residents visiting the play areas in Banbury.
- There has also been a significant decline in the frequency with which play areas are being visited across the district; 44% were visiting at least weekly in 2013 compared with 35% now.
- After a rise in satisfaction last year, satisfaction with the maintenance of grass and meadow areas is now back at its 2012 level, with 71% of residents satisfied. This represents a significant 6% drop in satisfaction compared with last year.
- On a more positive note, satisfaction with the play areas in Bicester has significantly improved compared with previous years, with a notable 16% increase in satisfaction compared with last year. 9 in 10 (89%) are now satisfied with the play areas in Bicester – 26% are very satisfied. The aspect which Bicester residents are most satisfied with is the maintenance of outdoor sports pitches (84% of Bicester residents satisfied).
- In contrast, there is some dissatisfaction with the play areas in Kidlington and Banbury among 21% and 17% respectively. Of the specific service areas measured, over 1 in 10 Kidlington residents are dissatisfied with each of the aspects asked about, with the highest level of dissatisfaction recorded for the maintenance of outdoor sports pitches (19% of Kidlington residents dissatisfied).
- Around 3 in 10 think that there are too few park/ open spaces (28%) and play areas (30%), which is in line with previous years.

5. Leisure & Recreation

5.2 Leisure Facilities I (slides 54 - 56)

- 2013 saw a significant decline in satisfaction with the leisure facilities provided by the Council (with a 7% fall in satisfaction from 2012 to 2013). This year, ratings have remained stable; 68% are satisfied with the leisure facilities provided by the Council overall vs 69% in 2013.

- After a dip in performance last year, Cooper School Bicester has received a significantly improved rating this year, with an impressive 95% now satisfied, making it the highest rated of the leisure facilities in Cherwell (nb only 10 residents rated this centre and data should therefore be read with caution).
  - Staff knowledge and professionalism is the aspect which Cooper School users are the most satisfied with (all ten respondents were satisfied with this aspect).

- In stark contrast, a quarter (26%) of Kidlington and Gosford Leisure Centre users are dissatisfied.
  - Over 1 in 5 users are dissatisfied with all of the aspects asked about, with cost and range of facilities the aspects which respondents are most dissatisfied with (26% and 27% dissatisfied respectively).
  - The specific key drivers analysis with Kidlington residents showed the important part played by leisure facilities in driving their overall satisfaction and will partly explain the 16% dissatisfied. While this was not statistically significant, it will be important to closely monitor this going forward. Therefore, making improvements to the Kidlington and Gosford leisure centre may win dividends.

5. Leisure & Recreation

5.2 Leisure Facilities I (slides 54 - 56)

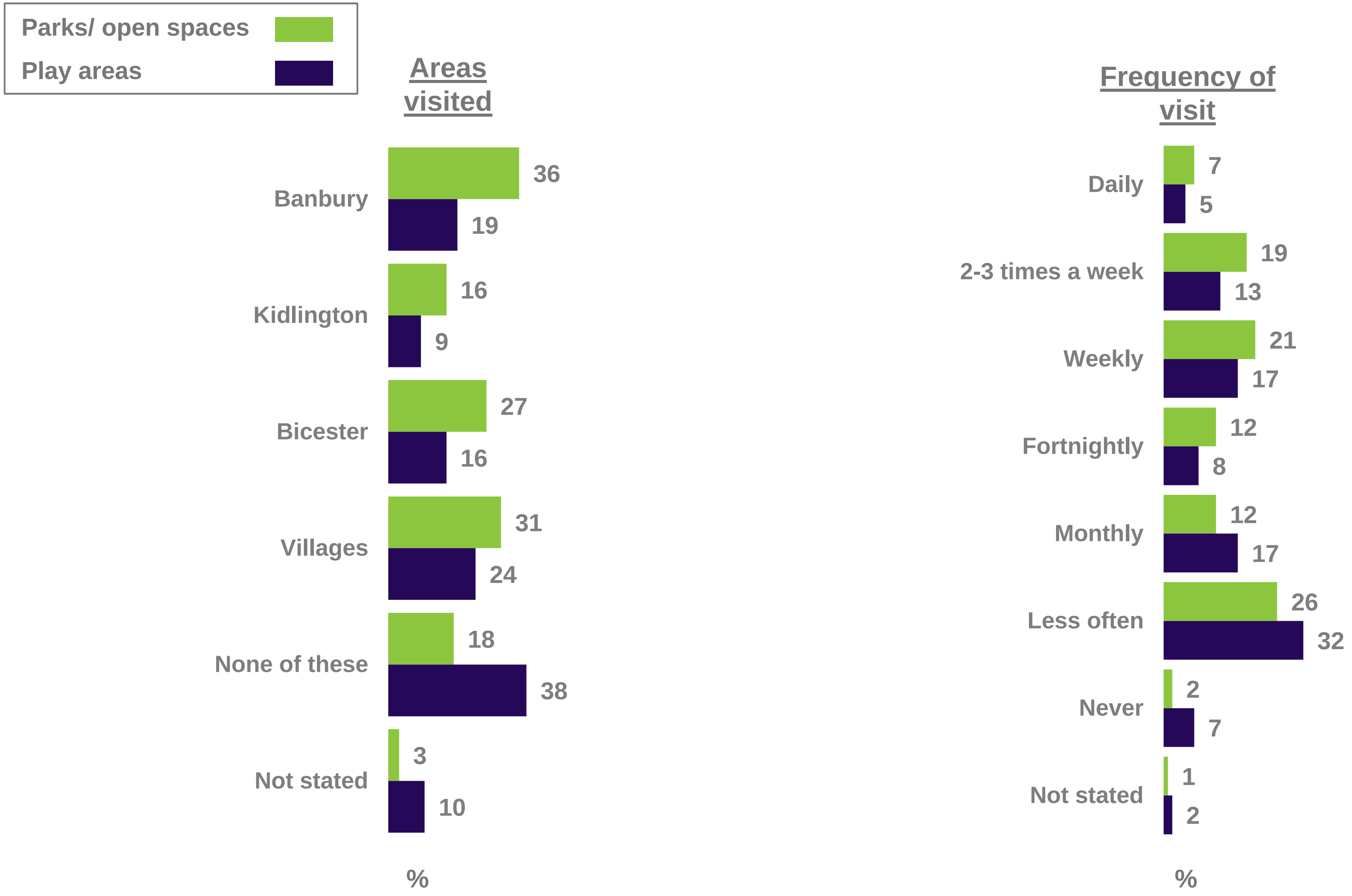
- Of the five different aspects of leisure facilities assessed, two have seen declines since last year:
  - Staff knowledge/ professionalism – 62% satisfied (10% drop from 2013).
  - Cleanliness and condition of the venue – 57% satisfied (a notable 13% drop from 2013).
- Unsurprisingly, the cost of using the facilities is the lowest rated aspect, with 18% of users dissatisfied.
- A similar proportion (16%) are dissatisfied with the catering and refreshments at sports venues.

5. Leisure & Recreation

5.3 Leisure Activities (slides 57 & 58)

- A significantly higher proportion of residents are now aware of the leisure activities provided by Cherwell District Council; 3 in 5 (61%) are now aware of the activities provided vs just over half in 2013 and only 45% in 2011.
- However, this is not necessarily translating into increased participation. 1 in 5 (19%) said that they had used/ participated in leisure activities provided by Cherwell District Council in the past 12 months – the same proportion as in the previous few years.
- Just under 1 in 10 (8%) say that they are unaware of the leisure activities provided by Cherwell District Council and would like to find out more – a significantly lower proportion than in 2013, partly due to increased awareness.
- Overall satisfaction with leisure activities provided by Cherwell District Council remains in line with previous years, with 56% satisfied with their provision and 11% dissatisfied. The leisure activities provided by the Council is the lead driver of overall satisfaction and as such, it is important to maintain satisfaction levels in this area.

PARKS/ OPEN SPACES AND PLAY AREAS VISITED AND FREQUENCY OF VISITING



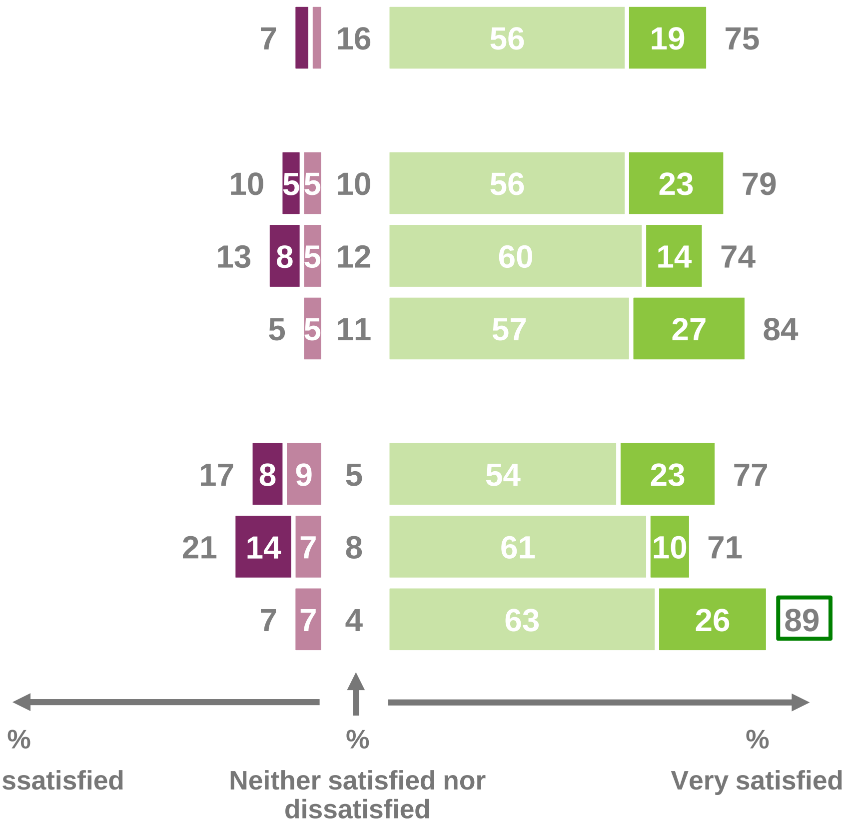
Base: (Those answering: Parks/ open spaces 445; Play areas 445)

Base: (Those answering: Parks/ open spaces 338; Play areas 204)

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



								2013	2012		2011		2010
									%				
Total (380)	7			16	56	19	75	75	77	*	72		74
PARK LOCATIONS VISITED:													
Banbury (137)	10	5	5	10	56	23	79	81	78	*	68	*	77
Kidlington (64)	13	8	5	12	60	14	74	82	77		67	*	79
Bicester (106)	5		5	11	57	27	84	79	84		81		79
PLAY AREA LOCATIONS VISITED:													
Banbury (68)	17	8	9	5	54	23	77	75	79	*	64	*	73
Kidlington (26)#	21	14	7	8	61	10	71	71	77		73		69
Bicester (65)	7		7	4	63	26	$\boxed{89}$	73	83		86	*	73

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

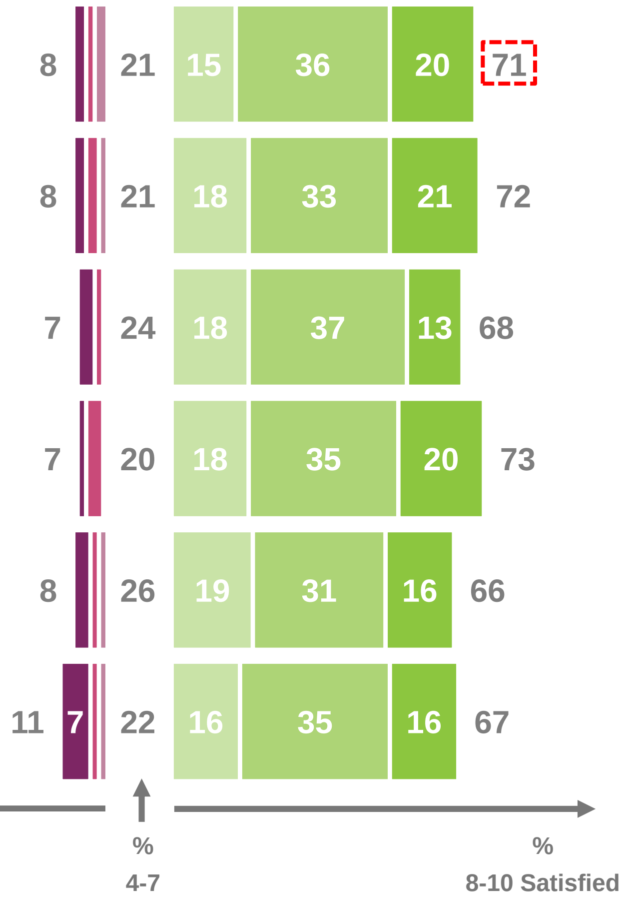
 # Caution: Low base size

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?

SATISFACTION WITH DIFFERENT ASPECTS OF THE LOCAL PARKS AND PLAY AREAS

Question and response wording changed



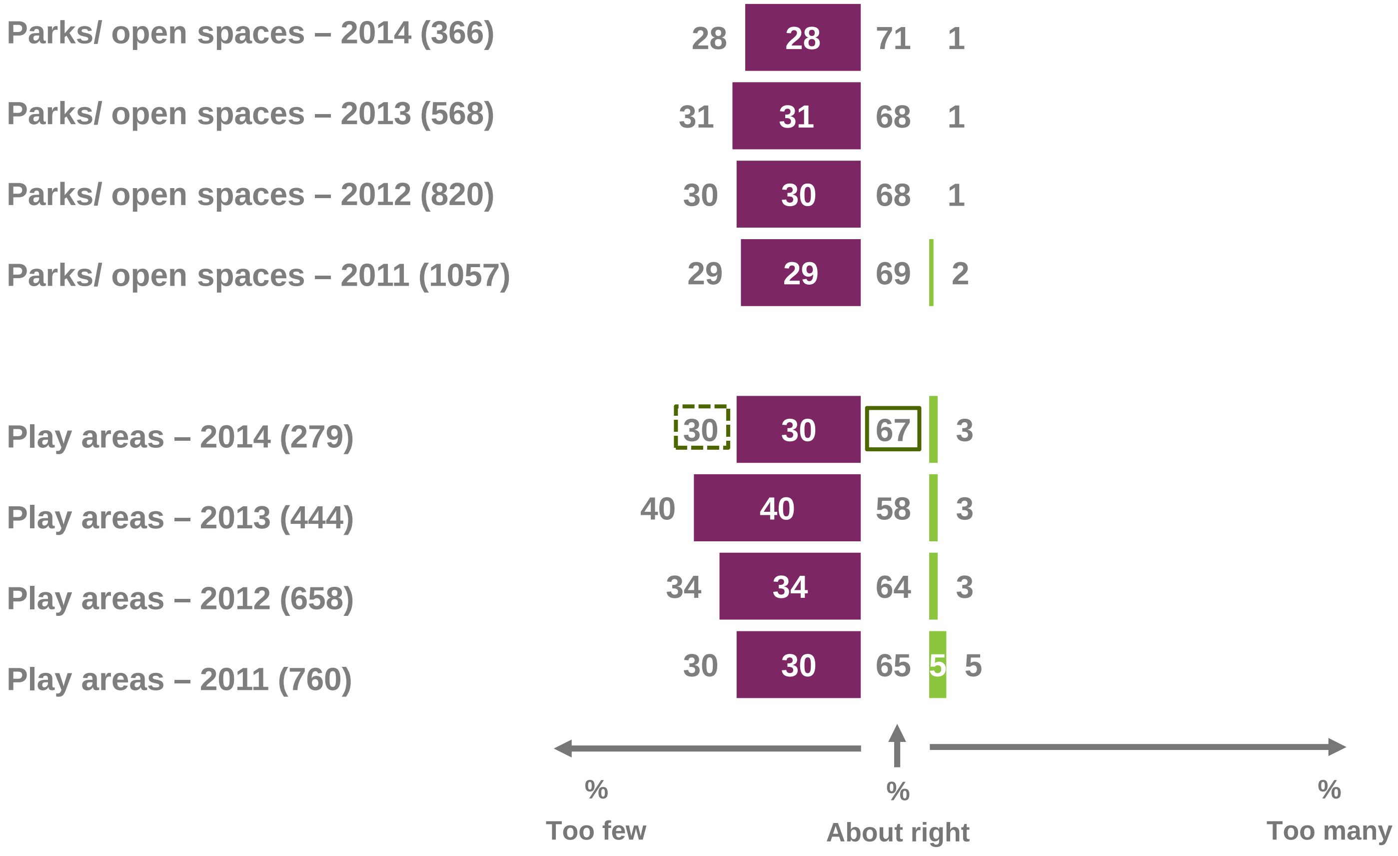
% Satisfied (8-10)

	2013	2012	2011	2010	2009	2008
Maintenance of grass and meadow areas (365)	77 *	71 *	66	69	67 *	60
Maintenance of trees, shrubs and bedding plants (368)	75 *	70 *	65 *	73	75	72
Maintenance of outdoor sports pitches (225)	75 *	61 *	57	57	57 *	51
How safe you feel using the parks/ open spaces and play areas (350)	71	67 *	55	56	55	51
Cleanliness (361)	69	68 *	58 *	63	61	58
Maintenance of play areas and play equipment (275)	67 *	61 *	53	53	56 *	50

Base: (Those answering)

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

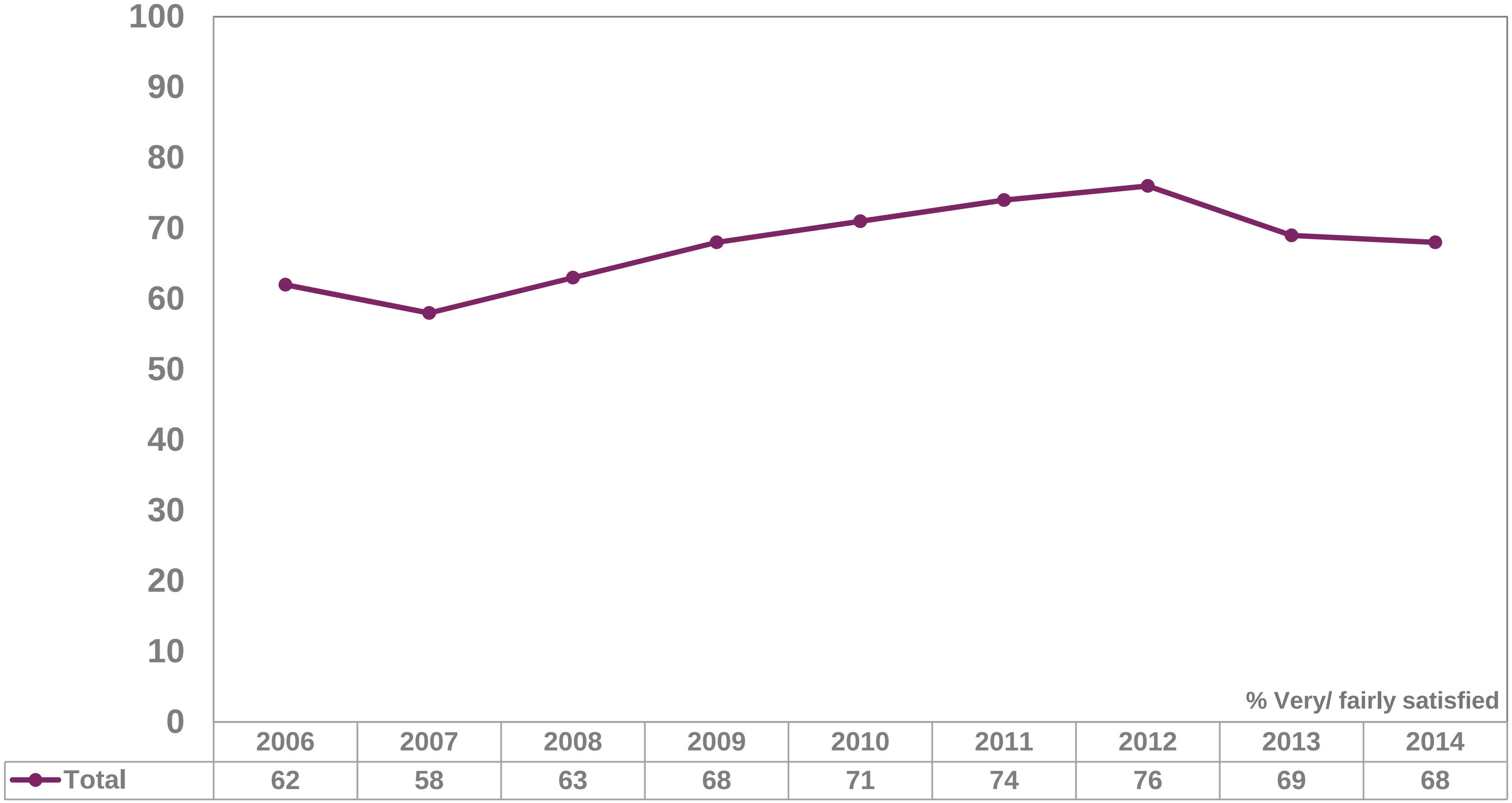
OPINION ON THE NUMBER OF PARKS/ OPEN SPACES AND PLAY AREAS



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

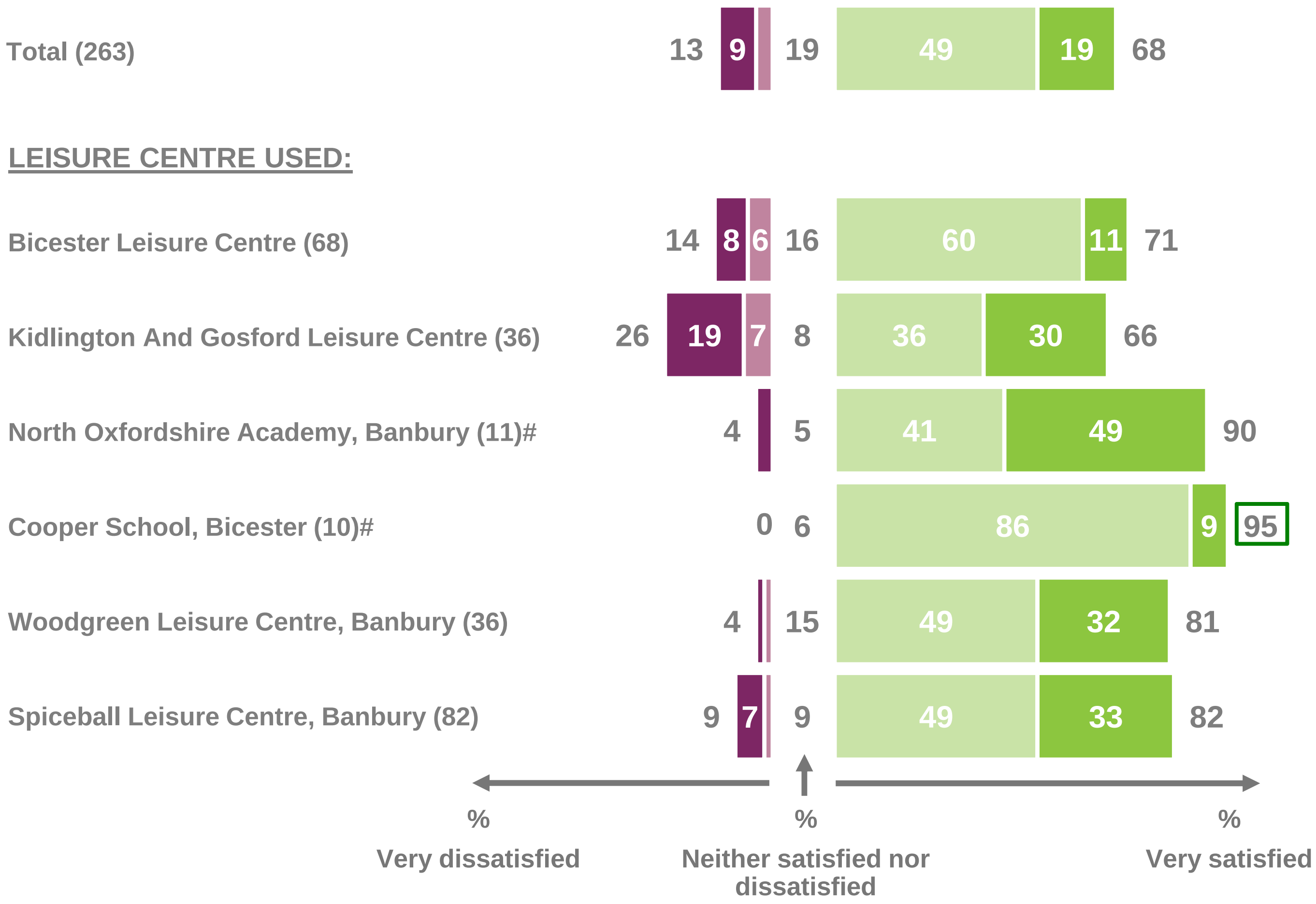


	2006	2007	2008	2009	2010	2011	2012	2013	2014
●Total	62	58	63	68	71	74	76	69	68

Base: (Those answering: 263)

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



% Very/ fairly satisfied

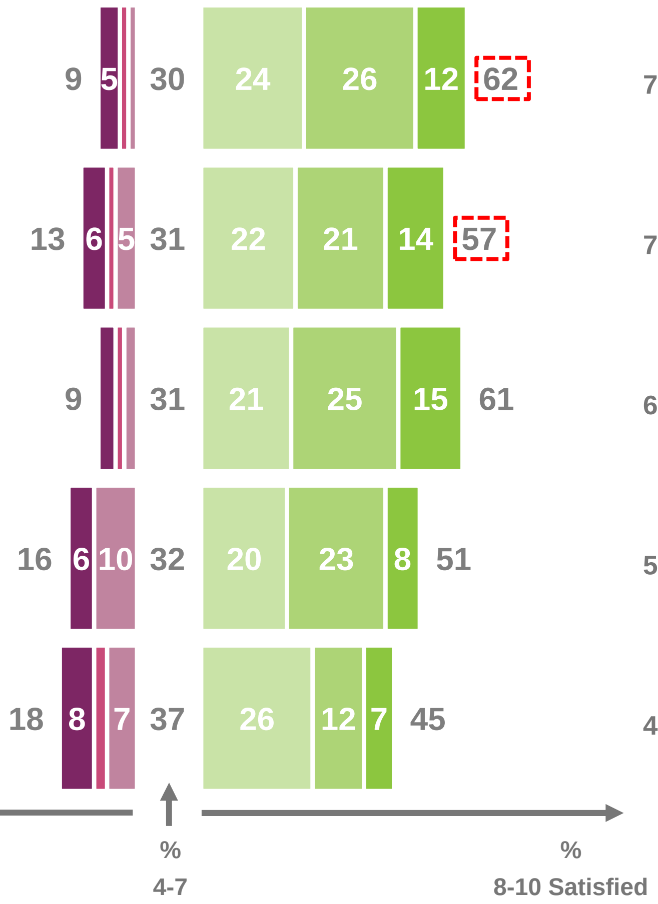
	2013	2012	2011	2010	2009
Total (263)	69	76	74	71	68
Bicester Leisure Centre (68)	66	81	81 *	76	83
Kidlington And Gosford Leisure Centre (36)	68	81	72	83	82
North Oxfordshire Academy, Banbury (11)#	85	86	78	73	81
Cooper School, Bicester (10)#	58	88	68	81	81
Woodgreen Leisure Centre, Banbury (36)	85	78	79	78	76
Spiceball Leisure Centre, Banbury (82)	79	85	80	76	69

 # 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



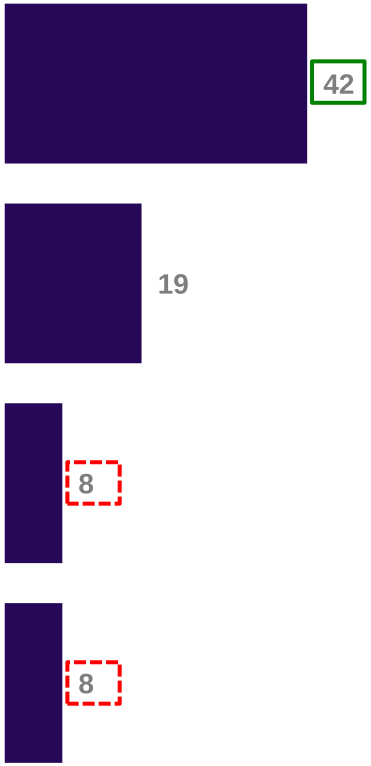
% Satisfied (8-10)

	2013	2012	2011	2010	2009	2008
Staff knowledge/ professionalism (225)	72 *	61 *	54 *	63 *	56	55
Cleanliness and condition of venue (243)	70 *	61 *	54 *	66 *	56 *	44
Range of leisure facilities available (263)	64	64 *	56 *	65 *	57 *	50
Refreshment/ catering at sports venues (211)	58	51	49	53 *	44 *	33
Cost of using facilities (252)	48 *	38 *	32 *	42	43 *	30

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



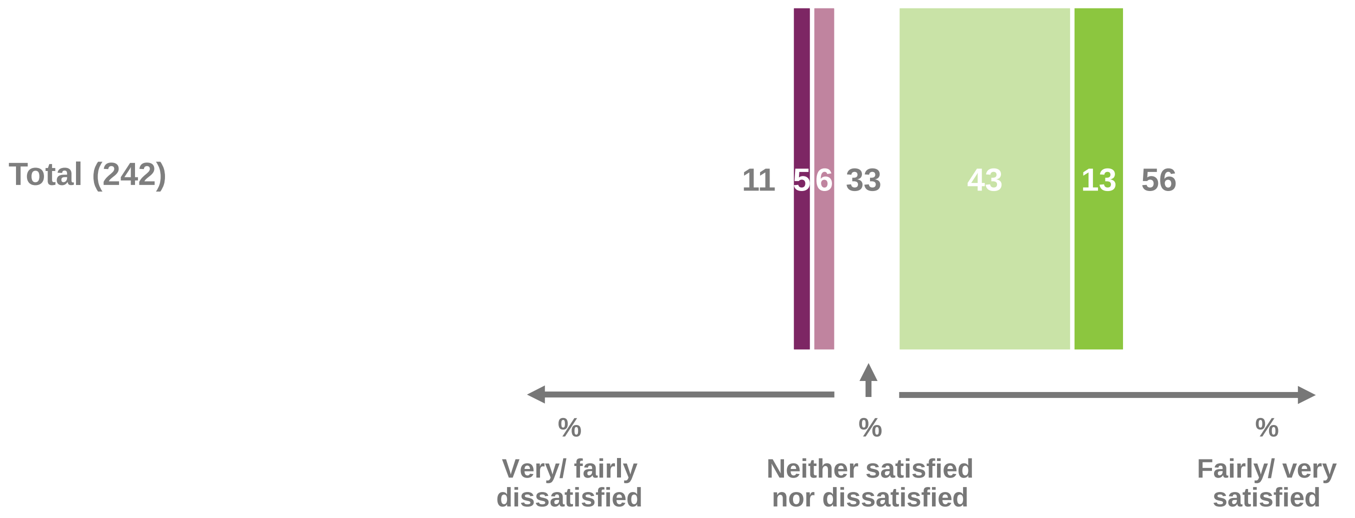
	Total	2013	2012	2011
I am aware of the leisure activities provided by Cherwell District Council, but have not used/ participated in any	42	34	37 *	28
I have used/ participated in leisure activites provided by Cherwell District Council in the past 12 months	19	21	20	17
I am unaware of the leisure activities provided by Cherwell District Council, but I would like to find out more	8	16 *	10 *	13
I am unaware of the leisure activities provided by Cherwell District Council and I am not interested in finding out more	8	13	13	14
	%	(726)	(1018)	(1324)

Don't know: 19%
Not stated: 4%

Base: (All respondents: 445)

Q26. Which of the following statements best describes you?

OVERALL SATISFACTION WITH THE LEISURE ACTIVITIES PROVIDED BY CHERWELL DISTRICT COUNCIL



2013	2012	2011
59	61	56

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 63 - 66)

- The positive increase in satisfaction with the Council's approach to dealing with anti-social behaviour and nuisance recorded last year has been maintained in 2014, with 56% satisfied. This is notably higher than the lowest recorded level of 30% in 2007.

- As noted earlier, dealing with anti-social behaviour/ nuisance is a priority service for residents, ranking 2nd in residents' list of priorities in the conjoint analysis. It is an encouraging finding therefore, that for the first time, over half agree that the Police and Local Council are dealing with anti-social behaviour and nuisance in the area.

- The best rated aspects are speed of response to complaints of anti-social behaviour/ nuisance and noise control/ dealing with noise pollution (both 46%).

6. Community Safety

6.1 Dealing with Anti-Social Behaviour and Nuisance (II) (slides 63 - 66)

- With just a quarter (24%) satisfied, visual presence of community wardens is the lowest rated aspect. This represents a significant decline on 2013, bringing the figure back to its 2011 level.

- More are also dissatisfied than satisfied with the visual presence of police (34% dissatisfied) and with dealing with youths hanging around on the streets (36%).

- Overall, the proportion of residents experiencing anti-social behaviour first hand was slightly up on 2013, but down on previous years. 15% had reported incidents of anti-social behaviour or nuisance in the past twelve months.

- The proportion reporting to the Police had significantly increased from 2013 (13% now vs 9% in 2013), but is in line with previous years. The proportion not reporting the incident had also increased, but not significantly so.

6. Community Safety

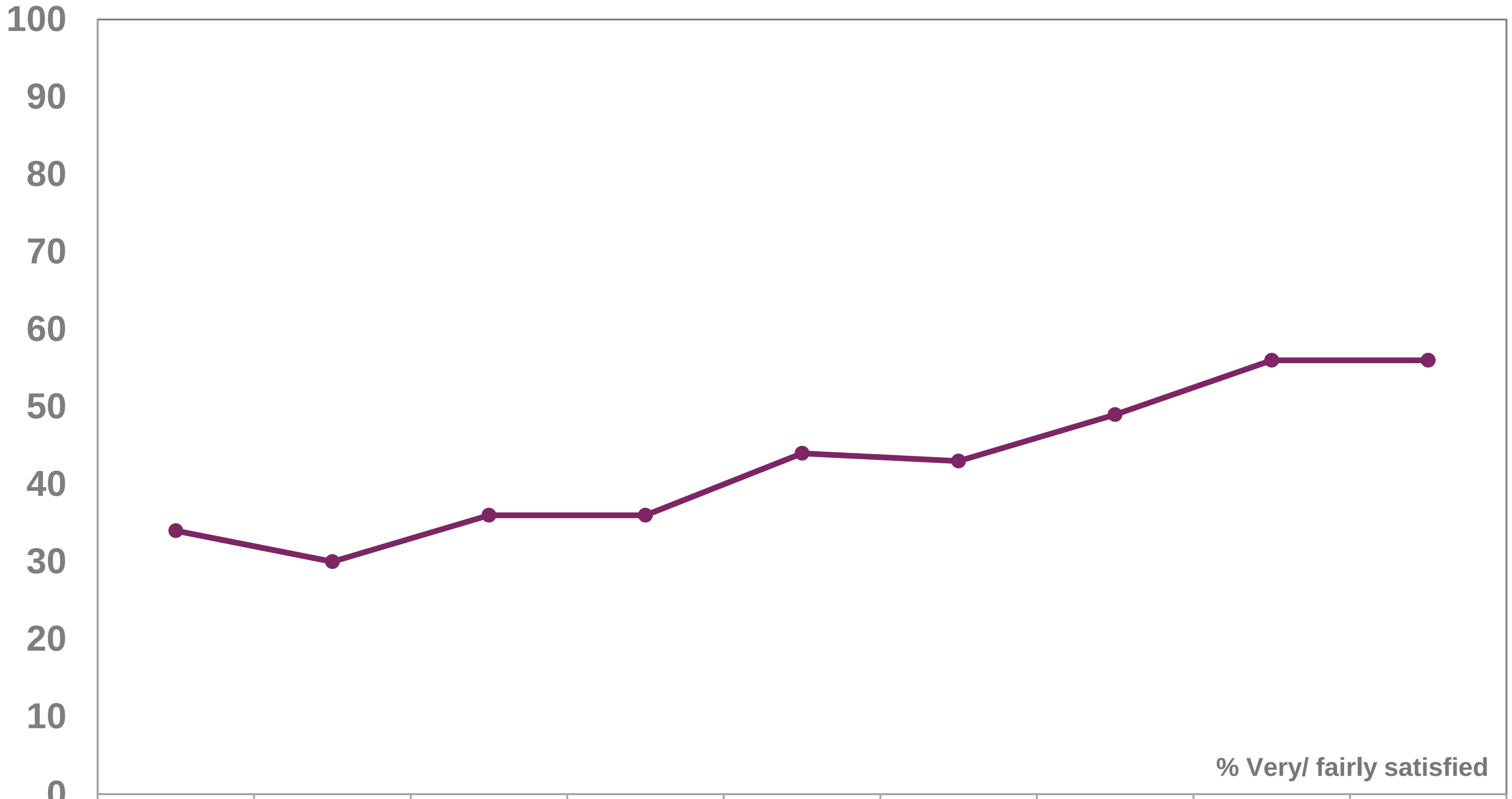
6.2 Fear of Crime (slide 67)

- Residents now feel much safer walking alone in their local community:
  - A high 97% report feeling safe walking alone in their local community during daylight – a 3% improvement on 2013. This is a very positive finding given that walking alone in the local community during daylight ranks 3rd in the key drivers analysis examining the specific service aspects.
  - 8 in 10 also feel safe walking alone in their local community after dark – the highest level recorded for this factor and a significant 6% improvement on 2013.

- Despite the positive improvements in the proportion feeling safe walking alone in their local community after dark, 19% do not feel safe. For a notable 41%, there is also concern about walking in their local town centre after dark. In their own home, 94% feel safe being alone after dark while just 5% feel unsafe.

- Residents generally feel safe during daylight hours, with 96% saying that they feel safe walking alone in their local town centre during daylight. At home during the day, 98% feel safe.

OVERALL SATISFACTION WITH THE COUNCIL’S APPROACH TO DEALING WITH ANTI-SOCIAL BEHAVIOUR AND NUISANCE



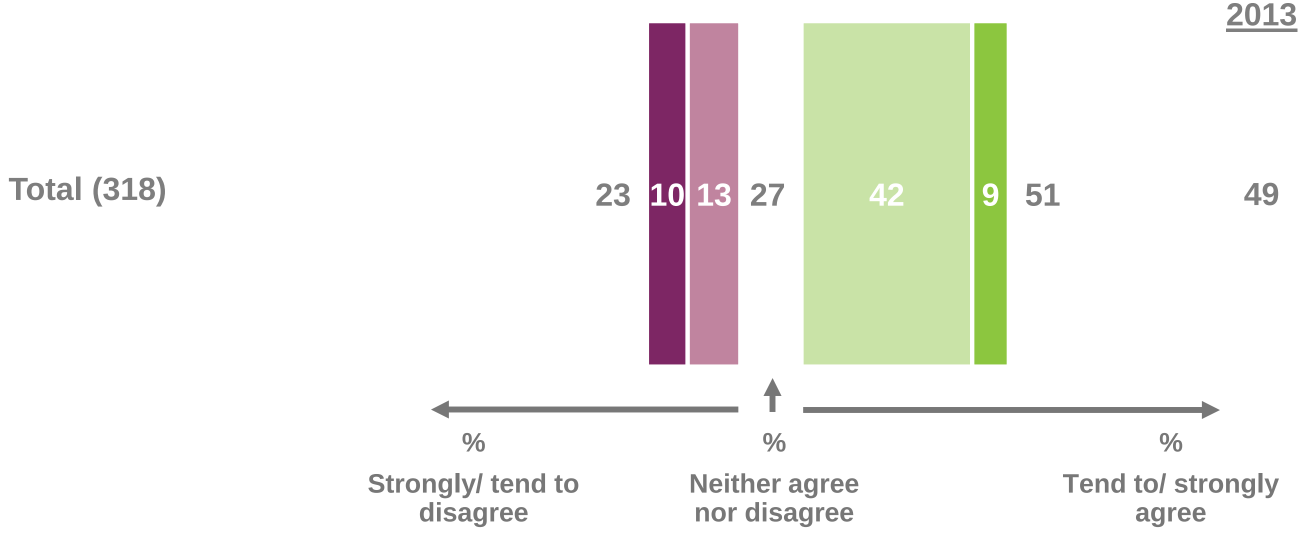
	2006	2007	2008	2009	2010	2011	2012	2013	2014
—●— Total	34	30	36	36	44	43	49	56	56

Base: (Those answering: 334)

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

Total (318)



% Strongly/ tend to agree

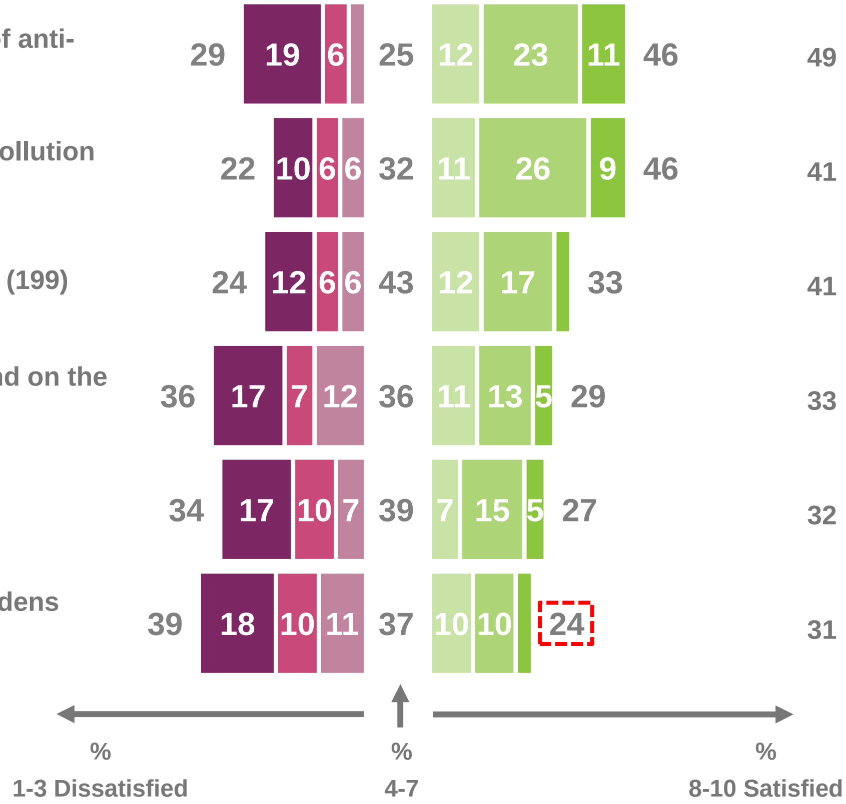
2013	2012	2011	2010	2009
49	46 *	39	37	35

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

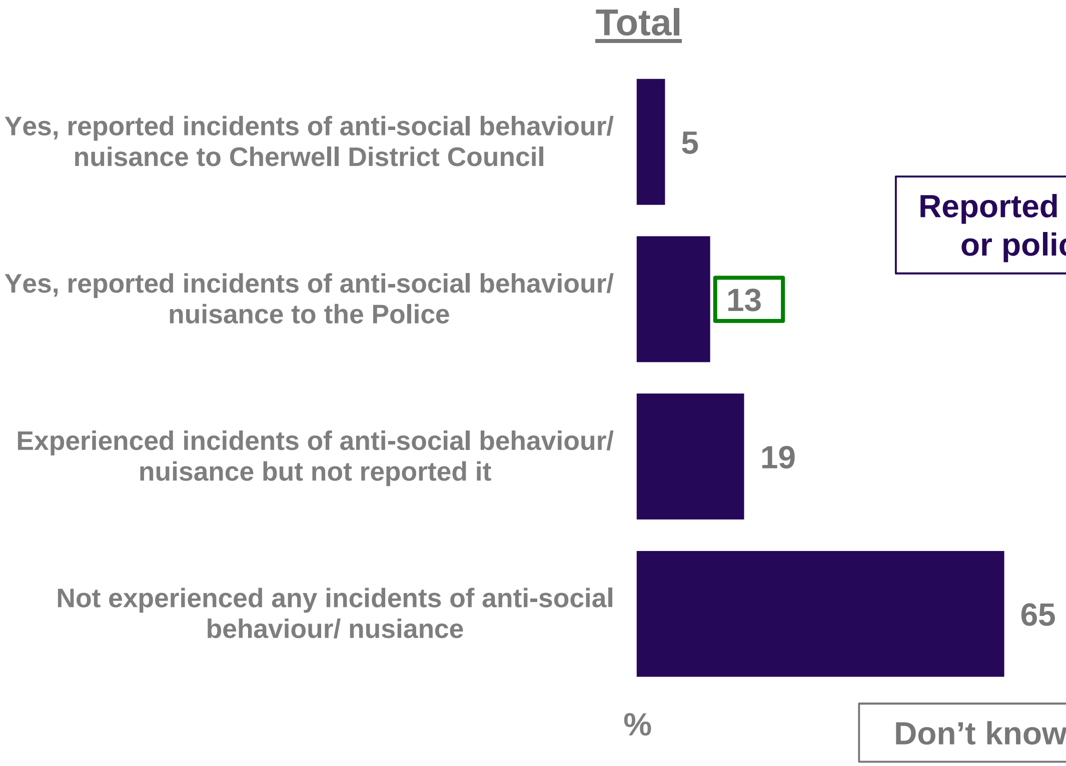


	% Satisfied (8-10)					
	2013	2012	2011	2010	2009	2008
Speed of response to complaints of anti-social behaviour/ nuisance (128)	49	41	35	37	33	* 27
Noise control/ dealing with noise pollution (131)	41	34	28	* 36	34	* 28
Dealing with vandalism and graffiti (199)	41	* 28	25	28	25	25
Dealing with youths hanging around on the streets (195)	33	* 26	* 21	23	19	17
Visual presence of police (341)	32	31	* 26	28	26	23+
Visual presence of community wardens (293)	31	27	24	* 29	25	23+

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



Reported to council or police: 15%

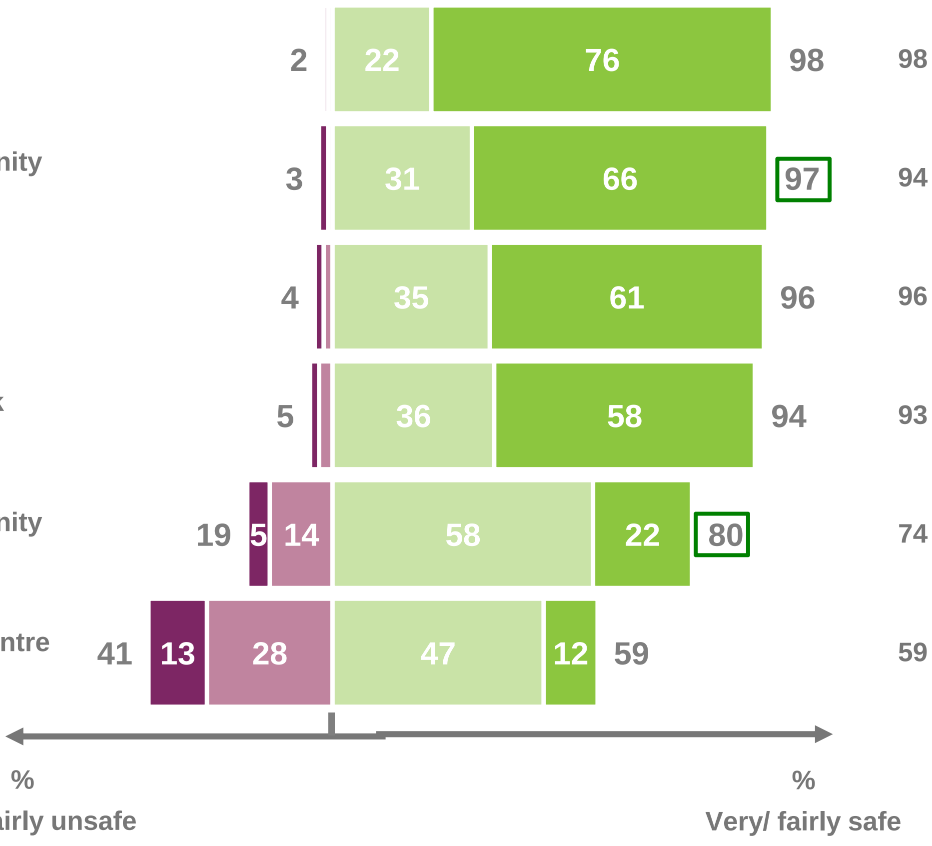
Don't know: 3%

	2013		2012		2011		2010
				%			
Yes, reported incidents of anti-social behaviour/ nuisance to Cherwell District Council	5		6		6		5
Yes, reported incidents of anti-social behaviour/ nuisance to the Police	9		11		13		13
Experienced incidents of anti-social behaviour/ nuisance but not reported it	16	*	22		25		25
Not experienced any incidents of anti-social behaviour/ nusiance	67	*	62	*	58	*	62

Base: (All respondents: 445)

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



% Very/ fairly safe

	2013	2012	2011	2010	2009
Being alone in your home during daylight (437)	98	99 *	97	97	96
Walking alone in your local community during daylight (434)	94 *	98 *	93 *	95 *	92
Walking alone in your town centre during daylight (433)	96	97 *	95	94	N/A
Being alone in your home after dark (433)	93	95 *	90	91 *	87
Walking alone in your local community after dark (410)	74	77 *	62 *	66 *	56
Walking alone in your local town centre after dark (366)	59	59 *	46	44	N/A

Base: (Those answering)

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

7. Car Parking

innovation intelligence inspiration

7. Car Parking

7.1 Car Parking Usage (slide 71)

- 9 in 10 residents had used a pay and display car park operated by Cherwell District Council in the past twelve months – significantly more than in 2013.
- Bicester car parks had seen the biggest increase in usage (51% vs 39% in 2013), probably due to the recent work done to Bicester town centre over the past months.
- However, Banbury continues to have the highest car park usage, with 62% having used one here in the last twelve months.
- Just under 1 in 10 (8%) own a season ticket or blue badge (identical proportions to 2013, 2012 and 2011).

7. Car Parking

7.2 Satisfaction with Car Parking (slides 72 - 73)

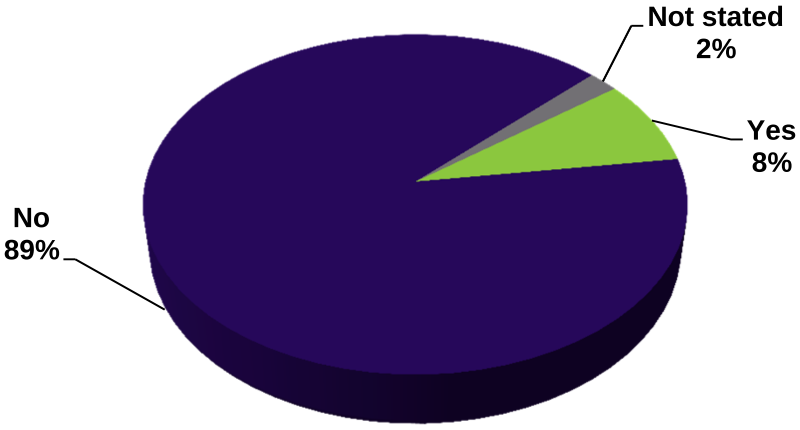
- The car parking facilities rank 4th as a key driver of overall satisfaction with the Council. After experiencing a sharp decrease in 2011, the proportion satisfied with car parking facilities has remained stable with 2013 (64%). Satisfaction has been consistently at 63/64% every year since 2008, with the exception of the blip in 2011.
- Reflecting the much reported changes to the number and location of pay and display machines, satisfaction with this aspect has been variable year on year and is now significantly lower than in 2013. Two-thirds are satisfied now compared with over 7 in 10 in 2013.
- As always, the cost of parking is the aspect which residents are most dissatisfied with (36%). 1 in 5 also express dissatisfaction with the ease of payment using the mobile telephone payment system, while 16% are dissatisfied with the information about price.
- Among disabled residents, 19% are dissatisfied with the disabled parking facilities (15% of all respondents).
- Feeling safe and secure within the car parks and ease of finding them remain the two highest rated factors relating to car parking (8 in 10 satisfied with both).

PAY AND DISPLAY CAR PARKS USED IN THE PAST 12 MONTHS AND OWNERSHIP OF A SEASON TICKET OR BLUE BADGE

Car parks used

	2013	2012	2011
Banbury	60	62	* 67
Bicester	39	* 50	* 40
Kidlington	26	28	* 7
None of these	14	13	* 18
Not stated	1	N/A	N/A
	(725)	(1018)	(1324)

Own a season ticket or blue badge

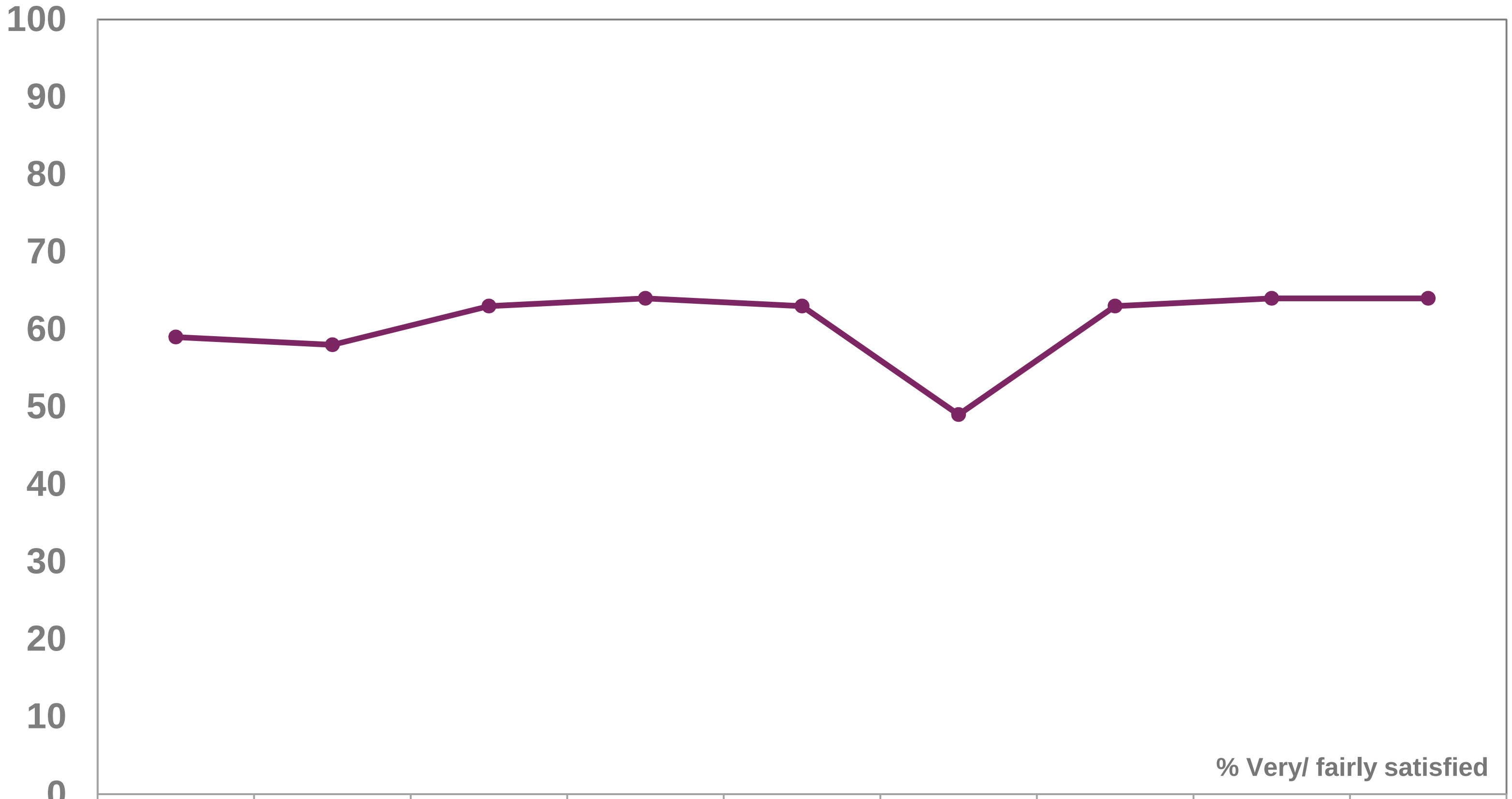


	2013	2012	2011
Yes	8	8	8
No	90	92	89
Don’t know	0	0	3
Not stated	2	0	0

Base: (Those answering: 445)

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



	2006	2007	2008	2009	2010	2011	2012	2013	2014
●Total	59	58	63	64	63	49	63	64	64

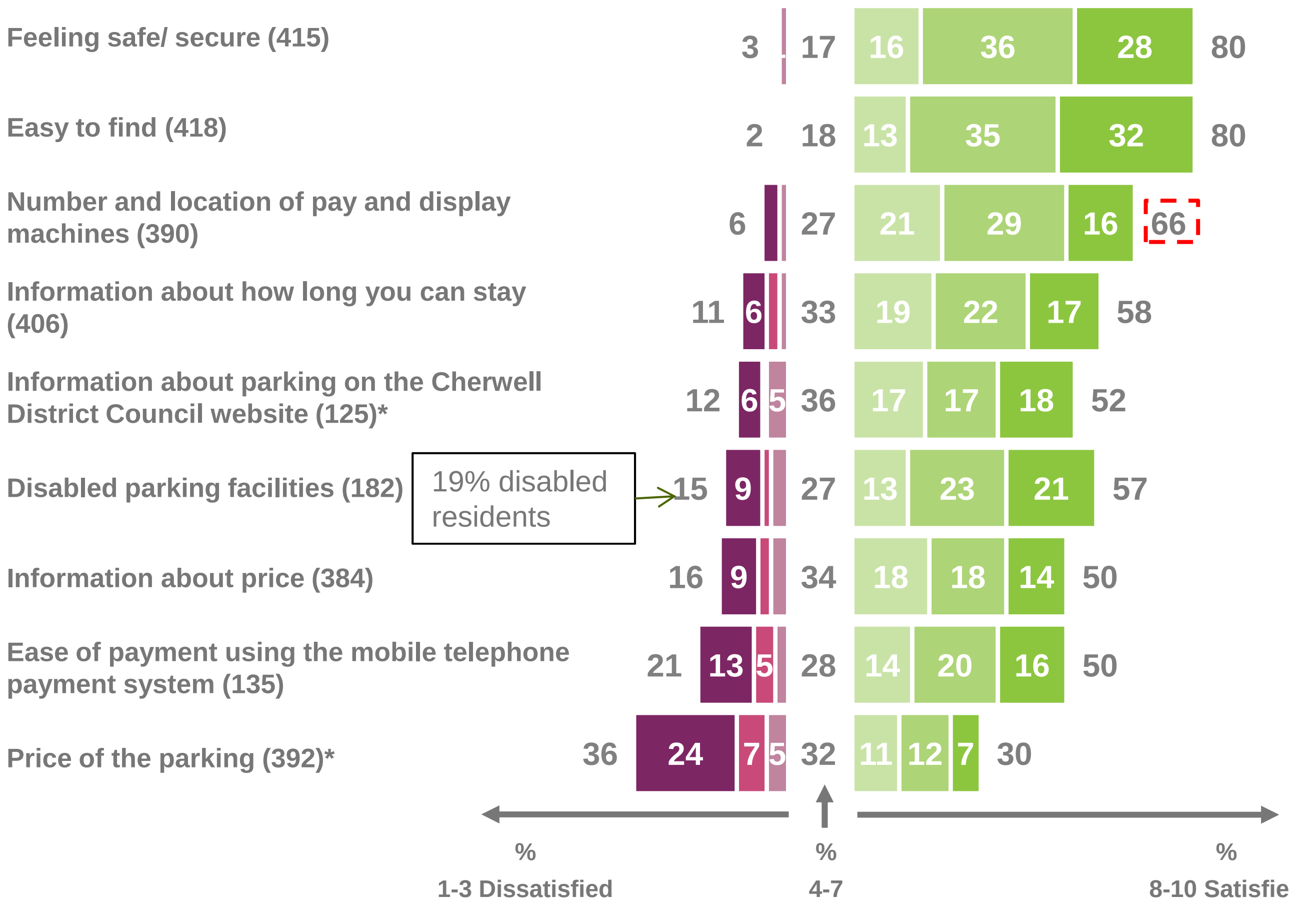
Base: (Those answering: 419)

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

SATISFACTION WITH DIFFERENT ASPECTS OF THE LOCAL CAR PARKING FACILITIES

+ Information about how long you can stay & price

** Response added in 2011*



19% disabled residents

% Satisfied (8-10)

	2013		2012		2011		2010		2009	2008
Feeling safe/ secure (415)	81		79	*	69	*	75		72	70
Easy to find (418)	81		78		76	*	81		78	78
Number and location of pay and display machines (390)	72	*	65	*	59	*	65		63	61
Information about how long you can stay (406)	62	*	54	*	44	*	68	*	62+	59+
Information about parking on the Cherwell District Council website (125)*	59		51	*	36		N/A		N/A	N/A
Disabled parking facilities (182)	56		57	*	43	*	59		62	N/A
Information about price (384)	52		47	*	34	*	65		62+	59+
Ease of payment using the mobile telephone payment system (135)	52	*	42		35	*	50	*	57	43
Price of the parking (392)*	30		27	*	18		N/A		N/A	N/A

Base: (Those answering)

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

8. Cherwell as a place to live

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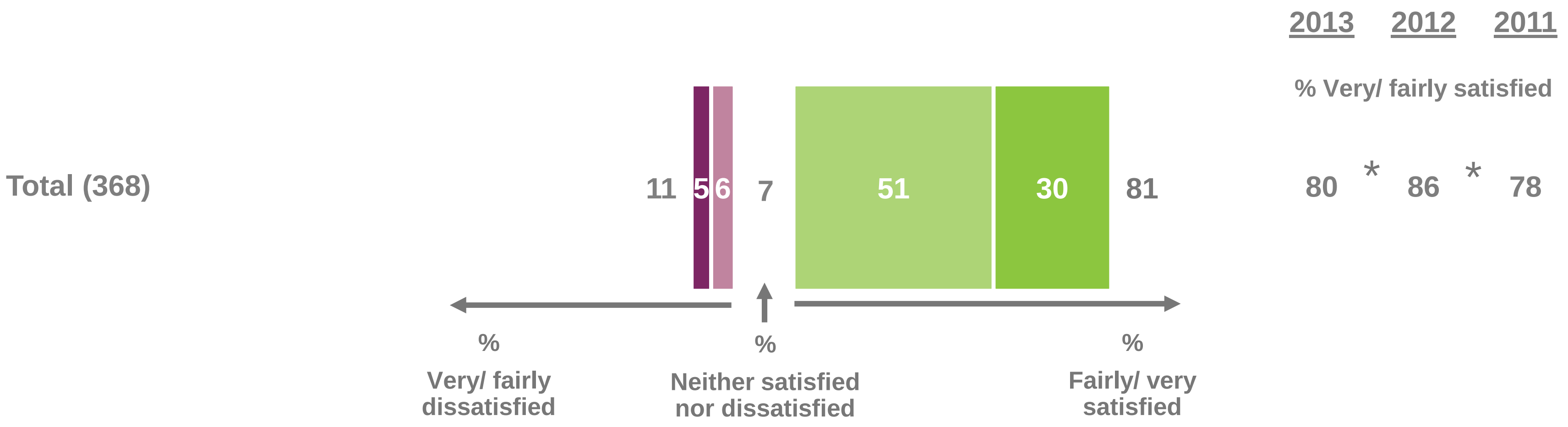
8. Cherwell as a place to live

8.1 Cherwell as a place to live (slides 76 & 77)

- Satisfaction with the local area as a place to live is a key driver of overall satisfaction with the Council (ranking 3rd). With 81% of residents satisfied with the local area as a place to live, findings are consistent with 2013. Previous years have seen a variability in satisfaction with this aspect, ranging from 78% in 2011 to a peak of 86% in 2012.
- Positively, a significantly higher proportion of residents are satisfied with the availability of good quality jobs. With 3 in 10 satisfied with this aspect, it is now at its highest reported level, which is 15% higher than in 2011 (where just 15% were satisfied with this aspect). This reflects a generally more positive outlook regarding the economic climate in Cherwell (see later).
- The provision of affordable housing remains the aspect which residents are most dissatisfied with. A third are dissatisfied with the availability of homes to rent or purchase at an affordable price (there has been a significant decline in satisfaction with this aspect since 2013) and 3 in 10 are dissatisfied with the location of affordable homes. At the same time, there has also been a significant decline in satisfaction with how a balance is achieved between protecting rural environments whilst maintaining new developments (just 27% satisfied vs 34% in 2013).
- Two other areas have experienced a drop in satisfaction since 2013, namely: how new buildings look and the provision of public transport (both 46% and identical to their 2012 level).

SATISFACTION WITH LOCAL AREA AS A PLACE TO LIVE

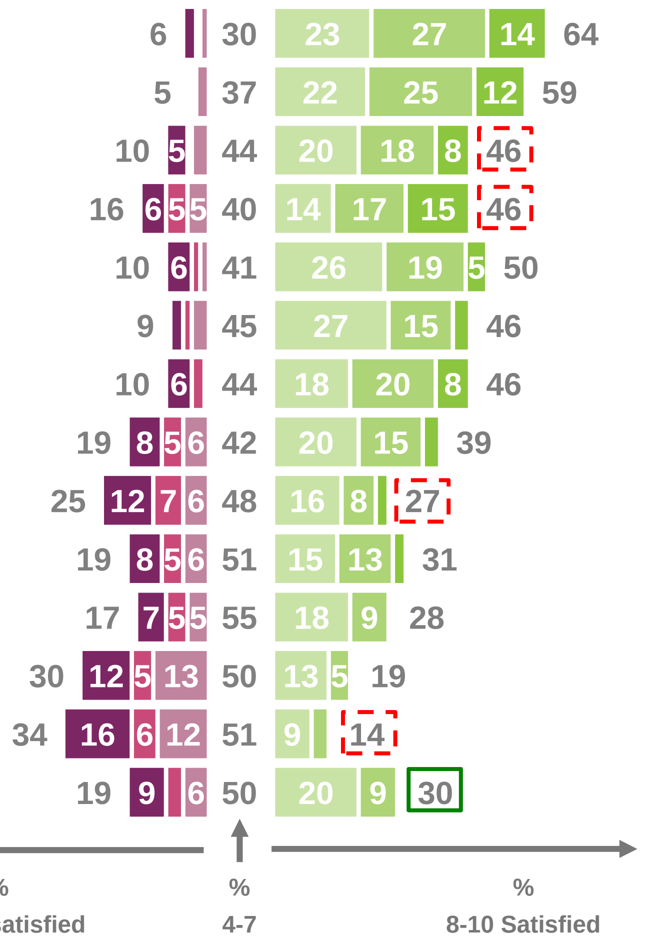


Base: (Those answering)

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

** Response added in 2011*



% Satisfied (8-10)

	2013	2012	2011	2010	2009	2008
How your local neighbourhood looks and feels (436)	65	64	* 55	* 61	* 56	54
Having the opportunity to volunteer (300)*	56	* 46	44	N/A	N/A	N/A
How new buildings look (428)	55	* 46	46	* 52	49	45
Public transport provision (413)*	53	* 46	44	N/A	N/A	N/A
How town centres look and feel (443)	50	* 45	42	* 53	* 48	44
How older buildings are looked after (423)	47	45	* 37	* 46	42	40
Being able have your say (414)*	45	* 37	34	N/A	N/A	N/A
The provision of Council services in rural areas (325)	40	38	* 30	35	31	N/A
How a balance is achieved between protecting rural environments whilst managing new development (397)	34	32	28	30	27	N/A
Town centres that attract people to shop (433)	33	* 28	27	* 37	* 31	35
Location of jobs (273)	27	24	20	* 24	24	25
Location of homes to rent or purchase at an affordable price for most people (317)	23	19	18	* 22	* 16	17
Availability of homes to rent or purchase at an affordable price for most people (320)	23	* 18	17	* 21	* 16	14
Availability of good quality jobs (273)	21	* 16	15	* 21	20	* 25

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

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9. The Local Economy and Council Budget Priorities

9.1 Perceptions of economy (slides 81 & 82)

- Concern about the nations budget deficit has been steadily declining since 2012. Under 8 in 10 (78%) now say that they feel concerned about the nation's budget deficit and the need to rein in public spending. This compares with 80% in 2013 and 82% in 2012.

- Further evidence for an increased optimism about the state of the economy comes from the finding that the proportion agreeing that the economic climate in Cherwell is better than it was 12 months ago has significantly increased. 2 in 5 now agree that the economic climate is better in Cherwell, which is a notable 19% increase from 2012.

- Despite this, however, 43% agree that they have personally been affected by the public spending cuts, which is significantly higher than the proportion recorded in 2013.

- A significantly higher proportion would now be prepared to pay more council tax to maintain services (27% vs 18% in both 2012 and 2013). However, half disagree with this.

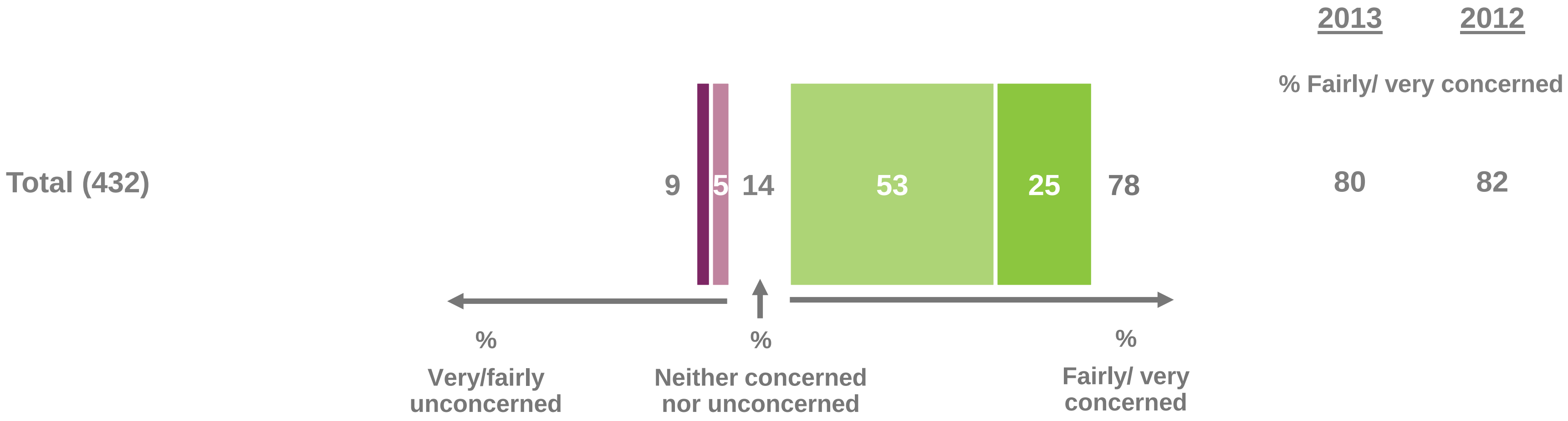
- While residents generally trust Cherwell District Council to do what's right for residents in the current economic climate, the proportion agreeing that Council's don't need to cut services as enough money can be saved through efficiency savings is at its highest recorded level. Almost 3 in 5 agree with this, which is significantly higher than in 2013 (59% now vs 50% in 2013).

9. The Local Economy and Council Budget Priorities

9.2 Service priorities (slide 83)

- There is a very clear ‘top six’ group of key services that it is seen as vital for the Council to maintain:
  - Household waste collection
  - Household recycling collection and food/ garden waste collection service
  - Dealing with anti-social behaviour/ nuisance
  - Providing affordable housing
  - Street cleaning and tackling environmental crime
  - Supporting the creation of jobs in the local area
- While the same top six were identified last year, they do rank in a slightly different order this year.
- The qualitative research largely confirmed these as key areas, with waste and recycling spontaneously identified as areas of particular importance. It is also worth noting that the Bicester focus group were also concerned about the rapid pace of growth and the impact that this would have on local infrastructure, with planning, road configuration and parking all identified as top priorities here (see separate report).

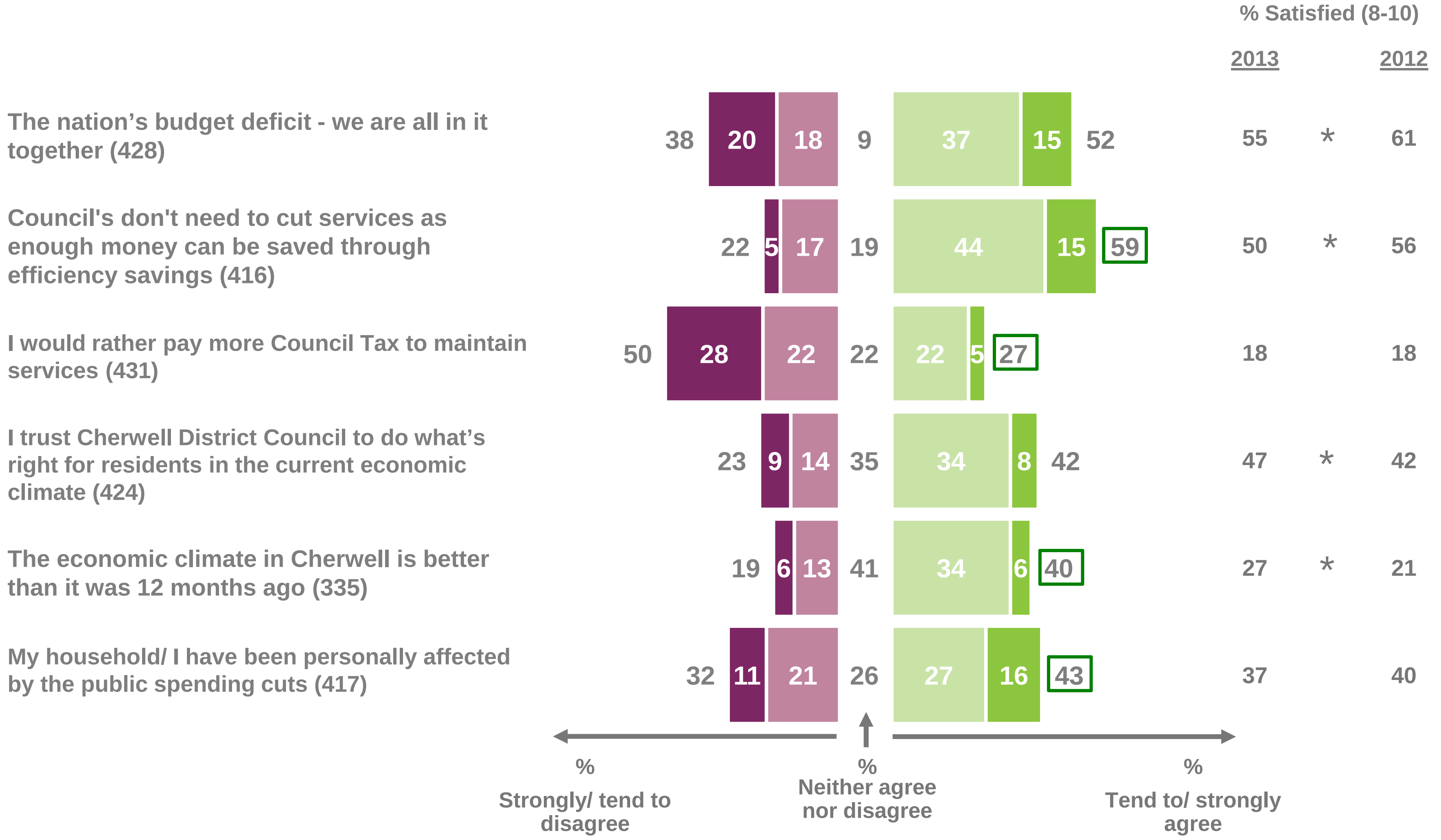
CONCERN REGARDING THE NATION'S BUDGET DEFICIT



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?

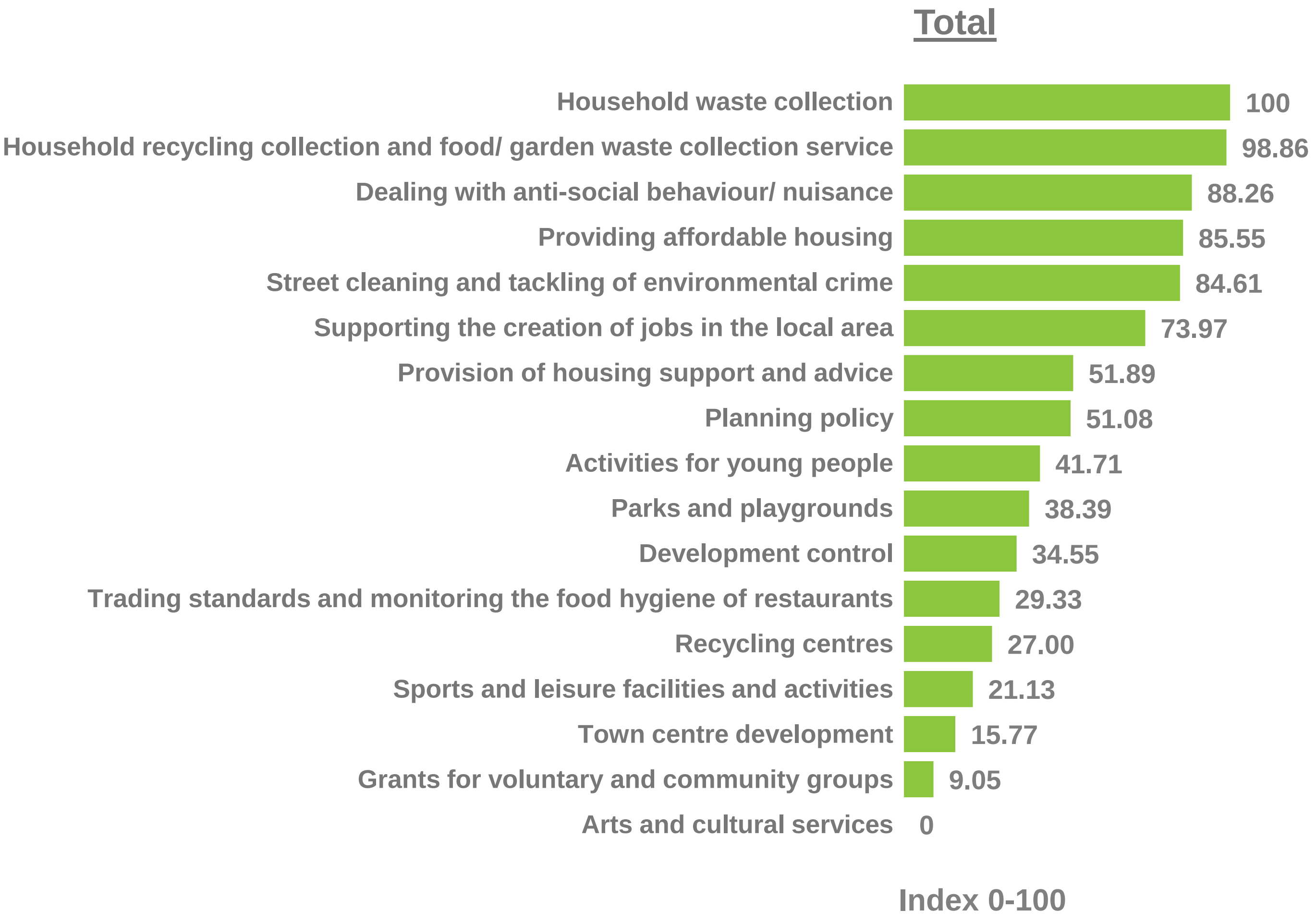
AGREEMENT WITH STATEMENTS REGARDING THE NATION'S BUDGET DEFICIT



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: 445)

Q43. It is important for Cherwell District Council to understand which services are most important to residents in the current economic climate. From the following pairs of Council Services, which would you prioritise for maintaining the current level of service provision?

BUDGET CONSULTATION - KEY SERVICES TO BE MAINTAINED
Conjoint Analysis – Positioning Comparison 2014, 2013 and 2012

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

Q43. It is important for Cherwell District Council to understand which services are most important to residents in the current economic climate. From the following pairs of Council Services, which would you prioritise for maintaining the current level of service provision?

10. Information Provision

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10. Information Provision

10.1 Obtaining Information about Cherwell District Council (slide 87)

- Residents are now significantly more likely to obtain most of their information about Cherwell District Council from official Council sources and less likely to obtain it from the local media than they were in 2013, which might partly explain the more positive ratings recorded this year.

- Cherwell Link remains the most popular source of information about Cherwell District Council. Three-quarters (74%) of residents say that they obtain most of their information about Cherwell District Council from Cherwell Link. This is a significantly higher proportion than in 2013 (65%) and the highest level recorded to date.

- Similarly, the proportion using the Council website to obtain most of their information about the Council has risen significantly since 2013 (34% now vs 25% in 2013), as has contact with Council staff, which now stands at 1 in 10 (10% vs 6% in 2013). The figure mentioning local groups/ committees has also increased from 5% in 2013 to 11% now.

- There has been a corresponding decline in the proportions using the media and word of mouth:
  - Local newspapers (2% vs 34% in 2013)
  - Family/ friends and neighbours (18% vs 24% in 2013)
  - Local radio (1% vs 13% in 2013)
  - Local TV news (2% vs 11% in 2013)

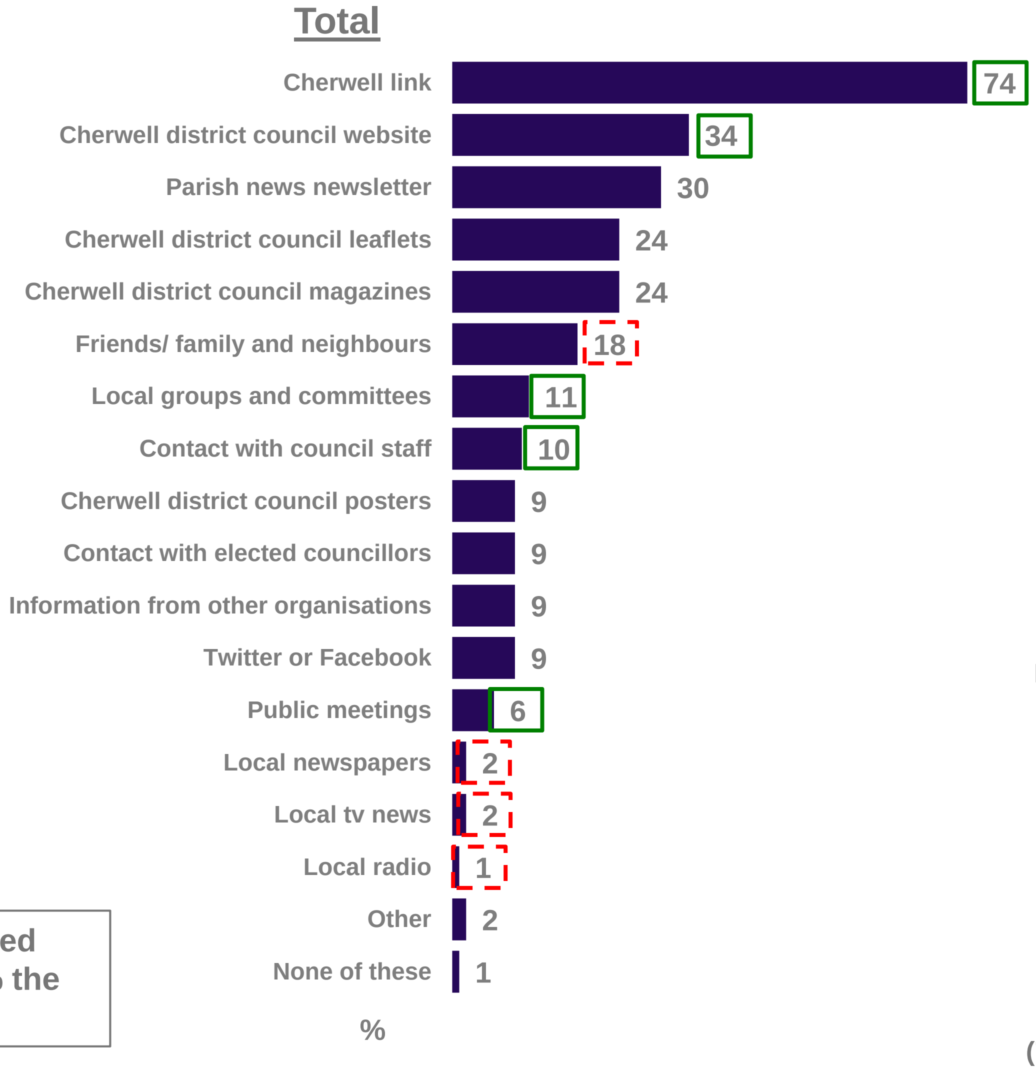
- Social media is not something to be ignored, with 1 in 10 using Twitter/ Facebook to obtain most of their information about the Council.

10. Information Provision

10.2 Information Provision (slides 88 -92)

- The proportion of respondents who feel very/ fairly well informed about the benefits and services provided by Cherwell District Council is at its highest recorded level. 4 in 5 feel very/ fairly well informed, representing a 10% increase since 2013.
- Residents are now also feeling the most informed they have ever felt about Council spending (although this is not significantly higher than 2013). Indeed, 7 in 10 (68%) now say that Cherwell District Council keeps residents well informed about what the Council spends money on vs 64% in 2013 and just 57% in 2009. However, a notable third still feel uniformed.
- Satisfaction with both Cherwell Link and the Council's website remain consistent with 2013, with 7 in 10 and three-quarters of residents satisfied respectively.
- There continues to be evidence that those who feel well informed in general and those who use either Cherwell Link or the Council's website tend to be more satisfied with the Council overall and think it provides value for money.

MOST POPULAR SOURCE OF INFORMATION ABOUT CHERWELL DISTRICT COUNCIL



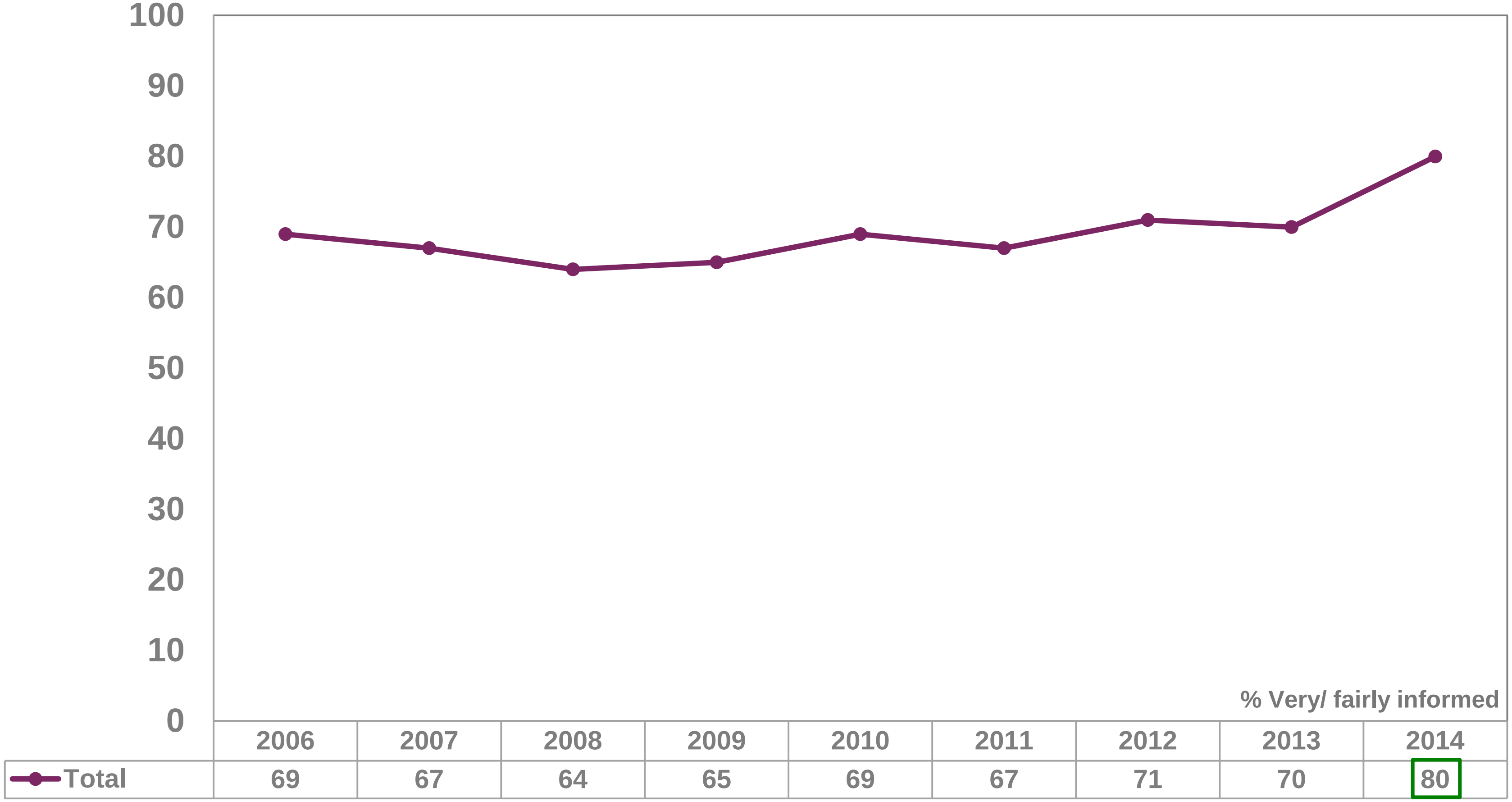
	2013		2012		2011		2010		2009
%									
Cherwell link	65		66	*	57		57		56
Cherwell district council website	25		22		19	*	25	*	21
Parish news newsletter	26		25	*	18	*	25		24
Cherwell district council leaflets	24		22		23	*	32		32
Cherwell district council magazines	20		20		20		22		24
Friends/ family and neighbours	24		23		22		21		23
Local groups and committees	5	*	3		4		4		5
Contact with council staff	6		6		5		6		7
Cherwell district council posters	9	*	6		5		5	*	7
Contact with elected councillors	7		6		3		4		5
Information from other organisations	7		9		7		9	*	12
Twitter or Facebook	N/A		N/A		N/A		N/A		N/A
Public meetings	2		3		2		2	*	4
Local newspapers	34		31		30		32	*	52
Local tv news	11		10		9		9	*	14
Local radio	13		11		10	*	13	*	16
Other	1		1		1	*	2		2
None of these	1		1		2		2		2
	(722)		(903)		(1324)		(1209)		(1207)

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

Base: (Those answering: 443)

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

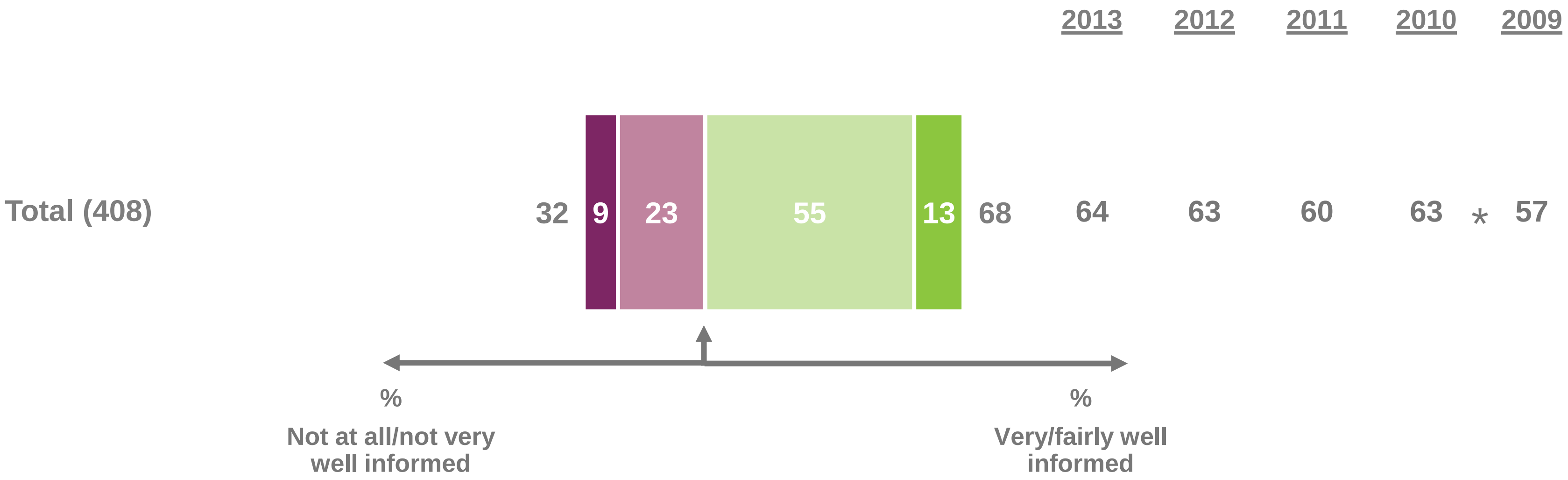


	2006	2007	2008	2009	2010	2011	2012	2013	2014
Total	69	67	64	65	69	67	71	70	80

Base: (Those answering: 416)

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

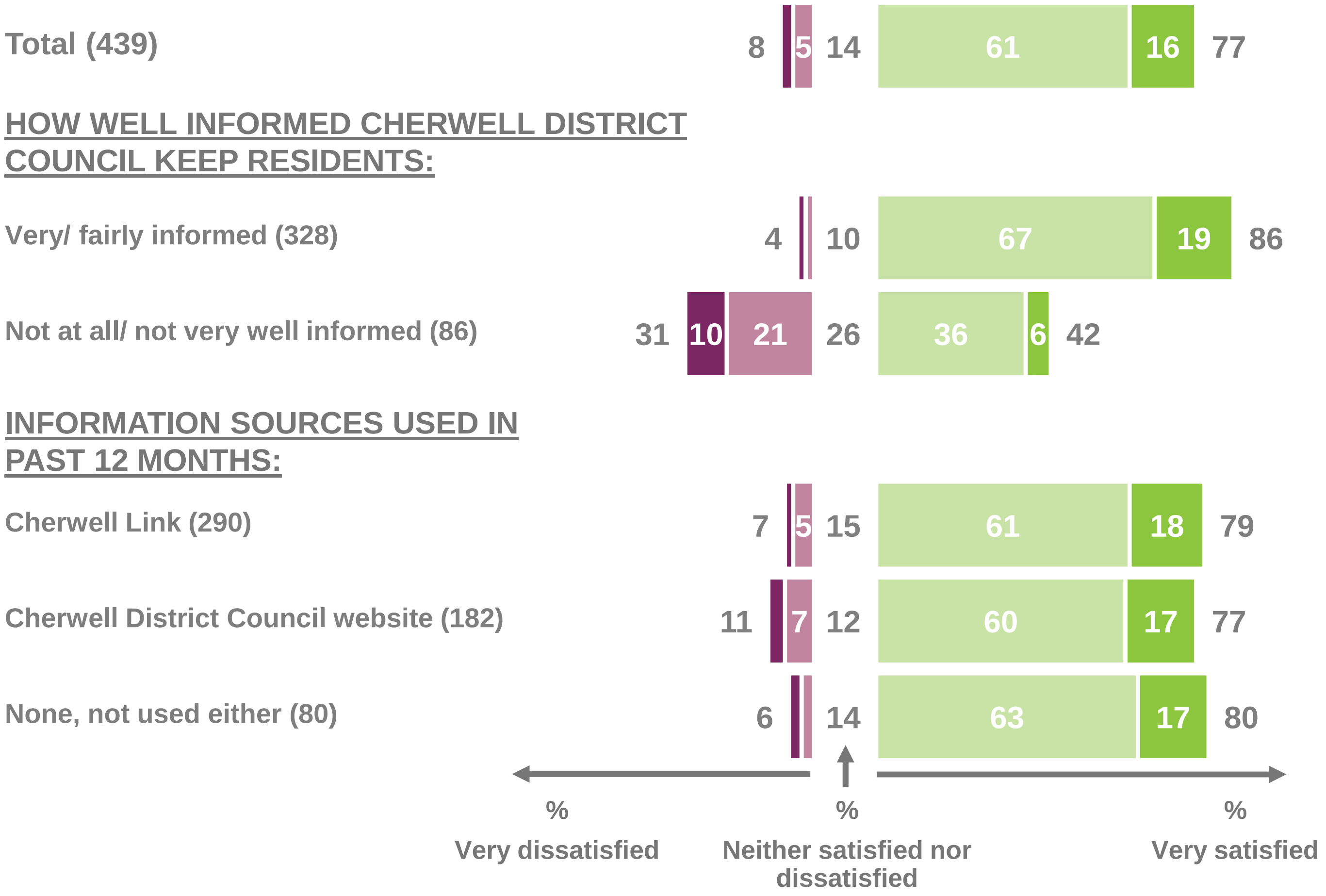
% Satisfied (8-10)

2013	2012	2011	2010	2009	2008
74	76 *	67	70	67	68
75	68	61	64	63	62

Base: (Those answering)

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

OVERALL SATISFACTION WITH THE SERVICES PROVIDED BY CHERWELL DISTRICT COUNCIL



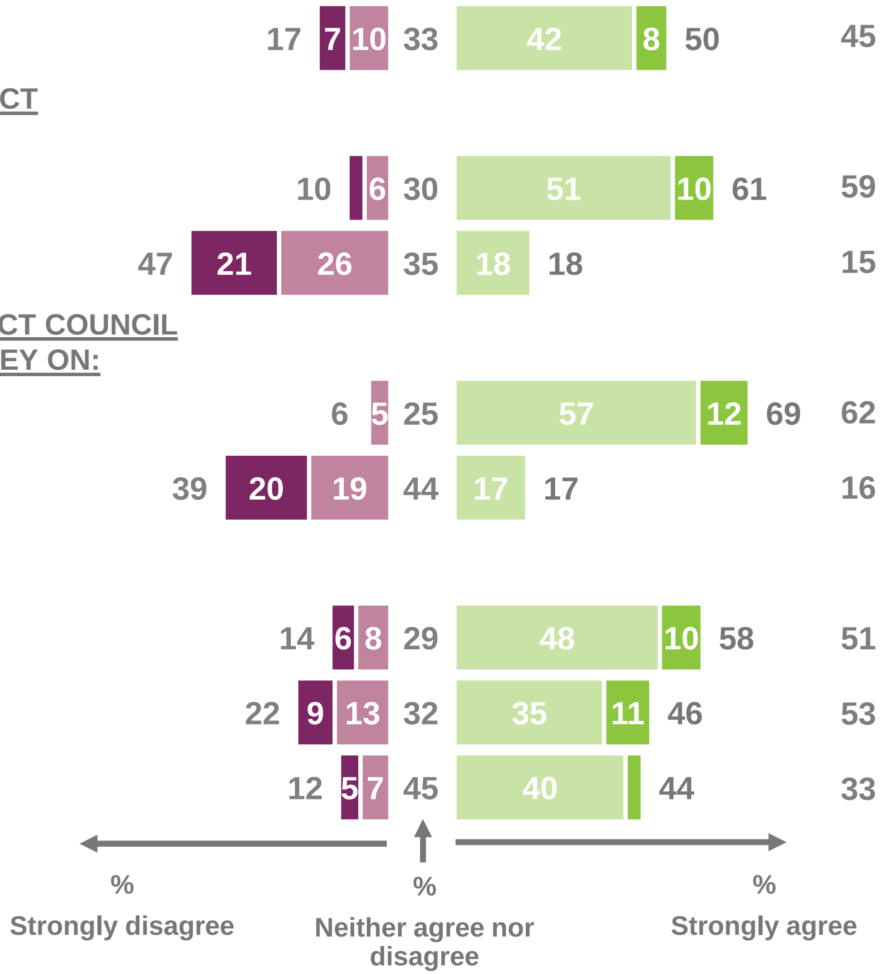
	2013	2012	2011	2010
			%	
Total (439)	76	75	* 68	* 73
Very/ fairly informed (328)	87	88	* 81	* 85
Not at all/ not very well informed (86)	51	47	46	45
Cherwell Link (290)	78	81	* 75	78
Cherwell District Council website (182)	79	77	73	72
None, not used either (80)	71	67	* 59	* 68

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”



								2013	2012	2011 %	2010	2009
Total (420)	17	7	10	33	42	8	50	45	47	* 37	* 42	38
HOW WELL INFORMED CHERWELL DISTRICT COUNCIL KEEP RESIDENTS:												
Very/ fairly informed (321)	10		6	30	51	10	61	59	62	* 51	* 57	52
Not at all/ not very well informed (81)	47	21	26	35	18		18	15	13	10	10	13
HOW WELL INFORMED CHERWELL DISTRICT COUNCIL KEEP RESIDENTS ABOUT IT SPENDS MONEY ON:												
Very/ fairly informed (279)	6		5	25	57	12	69	62	66	* 53	56	57
Not at all/ not very well informed (121)	39	20	19	44	17		17	16	15	14	13	13
INFORMATION SOURCES USED IN PAST 12 MONTHS:												
Cherwell Link (282)	14	6	8	29	48	10	58	51	* 59	* 45	* 53	47
Cherwell District Council website (176)	22	9	13	32	35	11	46	53	56	* 37	44	42
None, not used either (74)	12	5	7	45	40		44	33	34	31	31	29

Base: (Those answering)

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

11. Contacting the Council

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11. Contacting the Council

11.1 Satisfaction with Contact (slides 95 - 97)

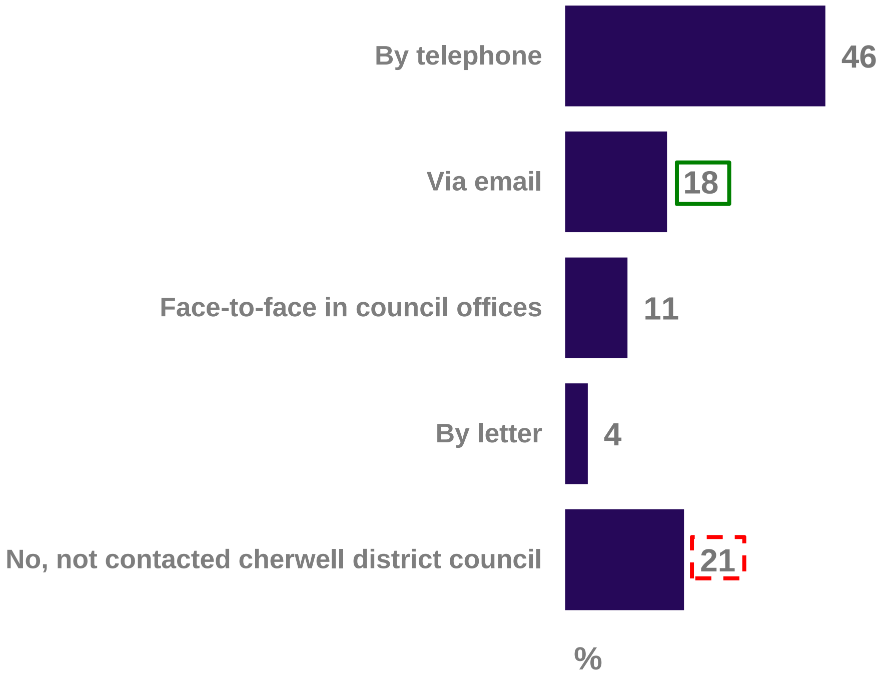
- 1 in 5 respondents said that they had not ever had any contact with the Council – a significantly lower proportion than previously recorded (21% compared with 28% in 2013).

- There has been a significant increase in the proportion contacting by email, which is now at its highest recorded level (18%). This has been steadily increasing since 2008, where just 5% were using this medium to contact the Council.

- However, telephone remains the main means of communication, with 46% contacting the Council by phone (which is identical to the figure recorded in 2013).

- While there have been no significant changes in perceptions regarding the ease of contacting the Council and with the follow-up, a number of staff ratings have declined significantly since 2013:
  - Using plain English/ not speaking in jargon (78% now vs 86% in 2013).
  - Answering all of your questions/ providing enough information (71% vs 78% in 2013).
  - Staff knowledge (69% vs 77% in 2013).

METHOD OF CONTACTING THE COUNCIL



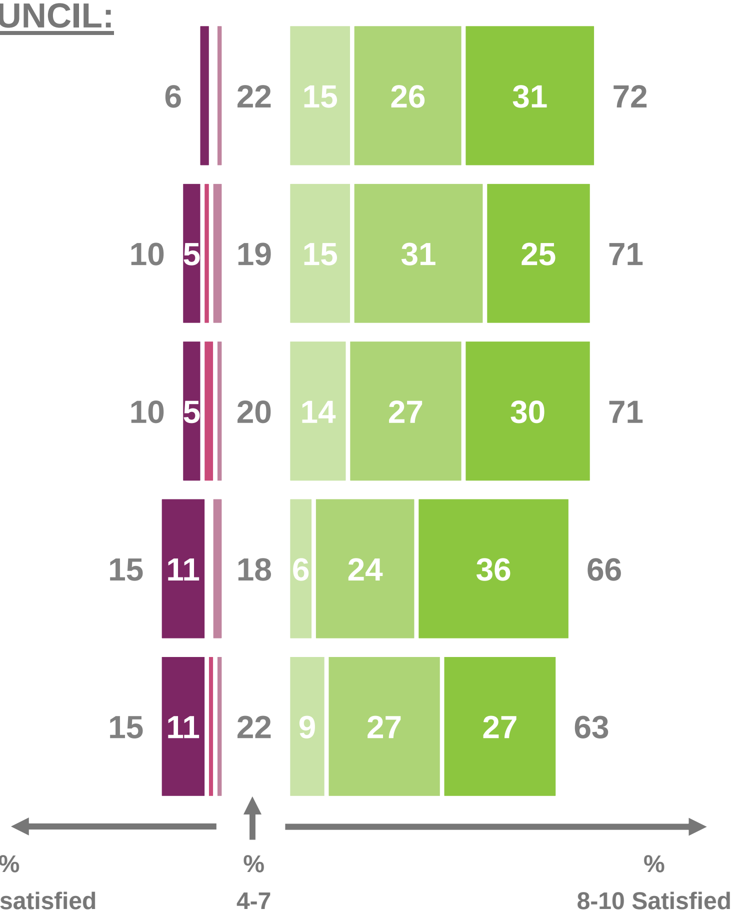
2013	2012		2011		2010		2009		2008
					%				
46	50		48	*	56	*	52		54
12	12		10		10	*	6		5
12	10		12		11	*	14	*	10
5	6	*	4		5		6		8
28	25		27	*	22		25		22
(722)	(901)		(1324)		(1210)		(1260)		(1049)

Base: (All respondents: 445)

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)

**Response wording changed*



% Satisfied (8-10)

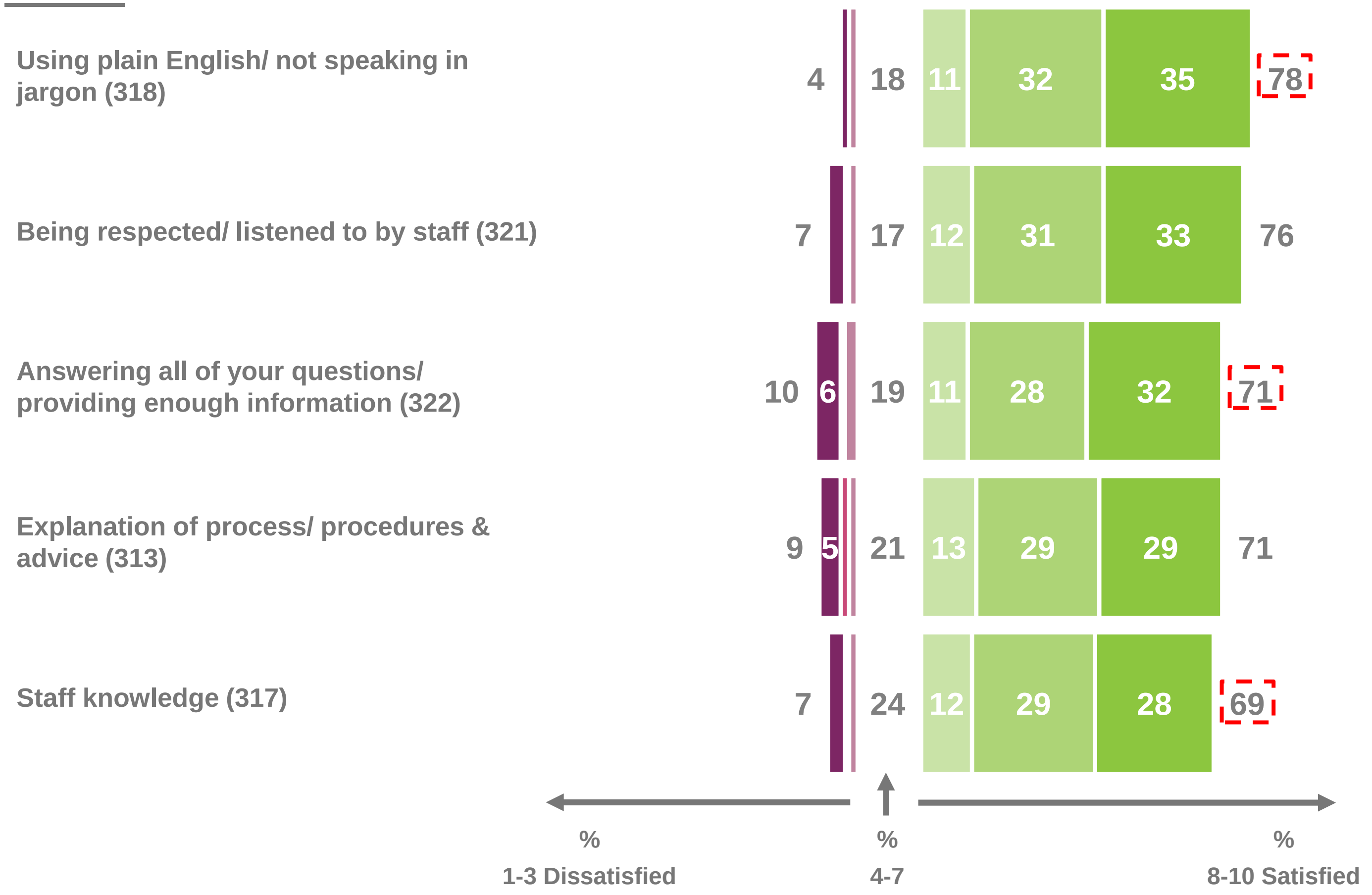
	2013	2012	2011	2010	2009	2008
Information about how to contact the Council (327)	76	72 *	66	70	71 *	62
Being able to speak to the right person/ department (323)	74 *	65	61	65	66 *	59
Speed of response (e.g. speed of answering the telephone/ speed of replying to emails/ letters) (319)*	68 *	62	60	60	62 *	57
Outcome of your query/ complaint (309)	70	65	63	64	63	59
Keeping their promises (e.g. Calling back when they said they would etc.) (252)	70	66	61	60	60	58

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)

STAFF:



% Satisfied (8-10)

	2013	2012	2011	2010	2009	2008
Using plain English/ not speaking in jargon (318)	86 *	81	77 *	81	79	75
Being respected/ listened to by staff (321)	81 *	75	73	75	74	70
Answering all of your questions/ providing enough information (322)	78	75 *	70	70	71	68
Explanation of process/ procedures & advice (313)	77	74	70	70	70	67
Staff knowledge (317)	77	72	71	74	71*	66

Base: (Those answering)

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

12. Appendix

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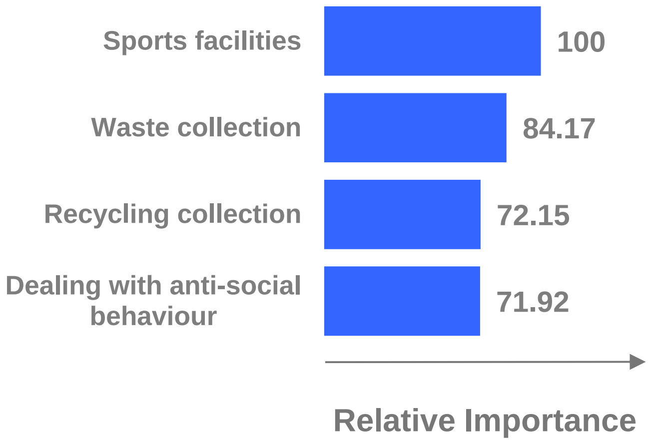
EXPLANATION OF KEY DRIVERS ANALYSIS

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 in 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.:

	Much more important to maintain current level of service	**Slightly more important to maintain current level of service**	**Equally important**	**Slightly more important to maintain current level of service**	**Much more important to maintain current level of service**	**Don't know**	
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.