

INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
OFFICE OF THE CHIEF EXECUTIVE	OPERATIONAL MANAGEMENT COMMITTEE	20 JUNE 2019	9
THE RESIDENTS SURVEY 2018			

PUBLIC ITEM

This item is for consideration in the public part of the meeting.

SUMMARY OF INFORMATION

The report provides details of the background to the Residents Survey along with the latest satisfaction levels from the 2018 data set. Satisfaction with services, the Council and the local community is compared against previous data sets as well as the cumulative outcomes. The report includes any proposal to learn from the process or take action in response to the findings.

SOURCE OF INFORMATION

Resident survey questionnaire:

www.fylde.gov.uk/haveyoursay

LINK TO INFORMATION

www.fylde.gov.uk/haveyoursay

WHY IS THIS INFORMATION BEING GIVEN TO THE COMMITTEE?

The outcome of the Resident Survey is reported to the Operational Management Committee which has the remit for customer services. The information is relevant to almost all council services.

FURTHER INFORMATION

Contact:

Allan Oldfield allan.oldfield@fylde.gov.uk

Alex Scrivens alex.scrivens@fylde.gov.uk

Information

1. The Resident's Survey was introduced in 2012, it is a very simple questionnaire with 10 short questions that can be completed in as little as 30 seconds (Appendix 1). The survey replaced the compulsory Place Survey, which cost approximately £7000 per annum and was abolished in 2009 the current survey is delivered within existing resources. The survey allows customers to have their say on the services they pay for.
2. The questionnaire can be completed online at any time with the results reported annually based on the number of completed questionnaires during the year. The questions focus on the main front end services as well as the residents experience, perception and knowledge of the local authority. Apart from the planning and customer service questions it is possible to provide an informed response to the questions without having had direct contact with the Council e.g. a valued judgment on parks, refuse, street cleansing and value for money from the Council.
3. The objective is to get an overview of satisfaction with services and the Council that can be used to identify areas for improvement and allow comparison over time. In many cases the high level overview that the survey provides supplements service based customer research carried out in a number of areas. The survey is live gathering feedback all the time and it is possible to view at any time the latest results, the data set is automatically updated so cumulative results are live.
4. The table in Appendix 2 includes four years data from 2012 to 2018 and the cumulative results of over 4367 responses to date. The comparable data that is possible from the last compulsory Place Survey in 2008 is included to provide context though it is accepted that the Place Survey was a paper based household postal survey as opposed to a predominantly online survey.
5. The 2018 data set for the questions asked is included in Table 1.

Table: The 2018 Residents Survey Results

QUESTIONS (Percentages figures are of those who rated as satisfied, good or excellent)	2018 Response
How would you rate the refuse collection service at Fylde	94%
How would you the household recycling service at Fylde	89%
How would you the parks and open spaces in Fylde	96%
How would you the cleanliness of the streets in Fylde	78%
How would you the planning service at Fylde*	68%
How would you the customer service at Fylde*	87%
Overall I would rate the Fylde as a place to visit *	97%
Overall I would rate Fylde as a place to live	95%
How would you the value for money I receive from Fylde Council	78%
Overall and taking everything into account , would rate Fylde Council	86%

**Percentage of respondents that had used the service or visited.*

6. The results from the 2018 Residents Survey data set show high levels of satisfaction consistent with the previous two years data and significantly improved on the 2008 Place Survey comparable data. The levels of satisfaction from the Residents Survey are exceptional with many in excess of 80% which is well within the top quartile (top 25%) of results that are achieved in comparable research carried out by other organisations.
7. Survey research indicates there is always a lower level of satisfaction with regulatory and enforcement services because of the nature of the decisions that have to be made, the expectations of the customer and the negative outcome for a number of customers. Two questions refer directly to the Council, about value for money and overall performance. The results from the Residents Survey show 78% of respondents felt that the Council delivered value for money and 86% were satisfied with the Council performance overall.

Attached documents:

- Appendix 1 – The Resident Survey Questionnaire
- Appendix 2 – The Resident Survey Results