

INFORMATION NOTE

The Residents Survey 2015



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 2015 and the cumulative results of over 3500 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. The 2015 data set for the questions asked is included in Table 1.

Table 1: The 2015 Residents Survey Results

QUESTIONS <i>(Percentages figures are of those who rated as satisfied, good or excellent)</i>	2015 Response
How would you rate the refuse collection service at Fylde	97%
How would you the household recycling service at Fylde	93%
How would you the parks and open spaces in Fylde	95%
How would you the cleanliness of the streets in Fylde	85%
How would you the planning service at Fylde*	69%
How would you the customer service at Fylde*	89%
Overall I would rate the Fylde as a place to visit	97%
Overall I would rate Fylde as a place to live	97%
How would you the value for money I receive from Fylde Council	84%
Overall and taking everything into account , would rate Fylde Council	92%

*Percentage of respondents that had used the service

5. The results from the 2015 Residents Survey data set show high levels of satisfaction across all service areas 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.
6. 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 2015 Residents Survey show an outstanding 84% of respondents felt that the Council delivered value for money and 92% were satisfied with the Council overall.

Attached documents

Appendix 1 – The Resident Survey Questionnaire

Appendix 2 – The Resident Survey Results

FURTHER INFORMATION AVAILABLE FROM

Alex Scrivens, alex.scrivens@fylde.gov.uk.

Appendix 1: THE RESIDENT SURVEY QUESTIONNAIRE

At Fylde Council it is important that customers have their chance to rate the services they pay for and provide feedback that helps us to improve. You can have your say and help make a difference to the services you pay for by completing the short questionnaire below. The survey takes no more than two minutes to complete.

I would like to thank you in advance for your support.

Yours sincerely

Allan Oldfield
Chief Executive

SERVICES THE COUNCIL DELIVERS:

1. I would rate the refuse collection service at Fylde as:

- ☐ Excellent
- ☐ Good
- ☐ Satisfactory
- ☐ Poor
- ☐ Very Poor

2. I would rate the household recycling service at Fylde as:

- ☐ Excellent
- ☐ Good
- ☐ Satisfactory
- ☐ Poor
- ☐ Very Poor

3. I would rate the parks and open spaces in Fylde as:

- ☐ Excellent
- ☐ Good
- ☐ Satisfactory
- ☐ Poor
- ☐ Very Poor

4. I would rate the cleanliness of the streets in Fylde as:

- ☐ Excellent
- ☐ Good
- ☐ Satisfactory
- ☐ Poor
- ☐ Very Poor

5. I would rate the planning service at Fylde as:

- ☐ Excellent
- ☐ Good
- ☐ Satisfactory
- ☐ Poor
- ☐ Very Poor
- ☐ N/A

6. I would rate the customer service at Fylde as:

- ☐ Excellent
- ☐ Good
- ☐ Satisfactory
- ☐ Poor
- ☐ Very Poor
- ☐ N/A

7. Overall I would rate the Fylde as a place to visit as:

- ☐ Excellent
- ☐ Good
- ☐ Satisfactory
- ☐ Poor
- ☐ Very Poor

8. Overall I would rate Fylde as a place to live as:

- ☐ Excellent
- ☐ Good
- ☐ Satisfactory
- ☐ Poor
- ☐ Very Poor

9. I would rate the value for money I receive from Fylde Council as:

- ☐ Excellent
- ☐ Good
- ☐ Satisfactory
- ☐ Poor
- ☐ Very Poor

10. Overall and taking everything into account, I would rate Fylde Council as:

- ☐ Excellent
- ☐ Good
- ☐ Satisfactory
- ☐ Poor
- ☐ Very Poor

11. We would like to keep you informed of Fylde Council news, events and for you to have your say on Fylde Council and community matters. If you would like us to keep you updated please enter your email address below, we will never share your email or any other details with anyone else.

Appendix 2: The Resident Survey Results Table

QUESTIONS <i>(Percentages figures are the percentage satisfied, good and excellent)</i>	2015 (461 responses)	2014 (608 responses)	2013 (829 responses)	2012 (1583 responses)	Cumulative (responses 3608)	2008/09 LGA Place Survey (1224 responses)
How would you rate the refuse collection service at Fylde	97%	94%	95%	93%	94%	76%
How would you the household recycling service at Fylde	93%	92%	93%	91%	91%	78%
How would you the parks and open spaces in Fylde	95%	94%	94%	93%	94%	68%
How would you the cleanliness of the streets in Fylde	85%	83%	83%	81%	82%	65%
How would you the planning service at Fylde*	69%	63%	70%	71%	69%	52%
How would you the customer service at Fylde*	89%	89%	88%	90%	88%	n/a
Overall I would rate the Fylde as a place to visit	97%	97%	97%	95%	95%	n/a
Overall I would rate Fylde as a place to live	97%	97%	97%	95%	96%	87%
How would you the value for money I receive from Fylde Council	84%	85%	85%	81%	82%	63%
Overall and taking everything into account , would rate Fylde Council	92%	90%	90%	88%	89%	n/a

*Only includes percentage of the respondents that **have used** the service