

INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
OFFICE OF THE CHIEF EXECUTIVE	OPERATIONAL MANAGEMENT COMMITTEE	6 MARCH 2018	8
THE RESIDENTS SURVEY 2017			

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 2017 data set. Satisfaction with services, the Council and the local community is compared against previous data sets as well as the cumulative outcome.

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

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Information

1. The Resident's Survey was introduced in 2012, it is deliberately a very simple questionnaire with 10 short questions that can be completed in as little as 30 seconds (Appendix 1) and 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 obtain an overview of satisfaction with services and the Council that can be used to identify areas for improvement and allow comparison over time. 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 online, the data set is automatically updated so cumulative results are live.
4. The table in Appendix 2 includes six years of comparable data from 2012 to 2017 and the cumulative results from 4367 responses to date. The 2017 data set for the questions asked is included in Table 1.

Table: The 2017 Residents Survey Results

QUESTIONS <i>(Percentage satisfied is those who rated as 'satisfied', 'good' or 'excellent')</i>	% Satisfied
How would you rate the refuse collection service at Fylde	90%
How would you rate the household recycling service at Fylde	86%
How would you rate the parks and open spaces in Fylde	93%
How would you rate the cleanliness of the streets in Fylde	73%
How would you rate the planning service at Fylde*	60%
How would you rate the customer service at Fylde*	74%
Overall I would rate the Fylde as a place to visit	95%
Overall I would rate Fylde as a place to live	94%
How would you rate the value for money I receive from Fylde Council	70%
Overall and taking everything into account , how would rate Fylde Council's performance	76%

**Percentage of respondents that had used the service*

5. The results from the 2017 Residents Survey data set show high levels of satisfaction, whilst they are consistent with the previous five years data in most areas several are lower than 2016 and the cumulative data. Officers will be working with the Reputation Management Group to investigate the reasons behind the difference in satisfaction levels and the significantly increased in year participation which is the highest in four years.
6. Overall 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 industry standard 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 decisions that have to be made, the expectations of the customer and the negative outcome for a number of customers. Two of the questions refer directly to the Council, one is about value for money and the other is overall satisfaction. The cumulative results from the six year data set show 81% of respondents felt that the Council delivered value for money and 87% were satisfied with the Council performance overall.

Attached documents:

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