



INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
CORPORATE SERVICES	FINANCE AND DEMOCRACY COMMITTEE	28 MARCH 2022	9
THE RESIDENTS SURVEY 2020-21			

PUBLIC ITEM

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

SUMMARY OF INFORMATION

The report provides details of the latest outcomes from the Residents Survey for both the 2020 and 2021 responses because the report was not produced last year for 2020. Satisfaction level with services, the Council and the local community is compared against previous data sets as well as the cumulative outcomes. The report includes any recommendation to develop and improve the process or carry out further research in any given area in response to the findings.

SOURCE OF INFORMATION

Resident survey questionnaire: 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 and has been deliberately designed to be a simple questionnaire with short questions that can be completed by any resident in a short time (Appendix 1). Feedback and research have proven that shorter focused questionnaires will receive a good response rate. There is however the added option for open narrative to allow the respondent to comment on any issue at any length. The survey replaced the compulsory Place Survey, which cost approximately £7,000 per annum when abolished in 2009 the current survey is delivered within existing resources.
2. The survey has had additional questions added in November 2021 after a request from the leading group, it will not be possible to provide comparison over previous years against these questions until they have been available for sufficient time.
3. The questionnaire can be completed online at any time with results reported annually based on the number of completed questionnaires during the calendar year. The questions focus on the main front-end services as well as the residents experience, perception, and knowledge of the local authority. Several of the questions can be responded to without having to engage with the council for example, parks, refuse, recycling, and cleanliness.
4. The objective of the survey is to obtain an overview of satisfaction levels 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 the survey provides supplements service-based customer research carried out in several 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 on the website.
5. The table in Appendix 2 includes data from 2012 to 2021 and the cumulative results of over 5846 responses to during that period. 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 different formats and questions will elicit different responses.
6. The 2020-21 data set for the resident survey is included in Table 1.

Table 1: The 2020 and 2021 Residents Survey Results

QUESTIONS (Percentages figures are of those who rated as satisfied, good, or excellent)	2020-21 Response
How would you rate the refuse collection service at Fylde	97%
How would you the household recycling service at Fylde	89%
How would you the parks and open spaces in Fylde	95%
How would you the cleanliness of the streets in Fylde	80%
How would you the planning service at Fylde*	73%
How would you the building control service at Fylde*	75%
How would you the Environmental Protection Control service at Fylde*	71%
How would you the benefits service at Fylde*	82%
How would you the Cemetery and Crematorium service at Fylde*	99%
How would you the housing service at Fylde*	85%
How would you the customer service at Fylde*	90%
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	80%
Overall and taking everything into account , would rate Fylde Council	89%

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

7. The survey includes two optional questions firstly, an open-ended question providing the respondent to include any other desired comments about the services provided, the information is analysed and used to drive service

improvement. Secondly, respondents are given the opportunity to provide an email addresses to be kept informed of Fylde Council news.

8. The results from the 2020 and 2021 Residents Survey data set show high levels of satisfaction consistent with previous data and significant improvement when compared against the 2008 Place Survey. The levels of satisfaction from the Residents Survey are exceptional with many more than 80% which is well within the top quartile (top 25%) of results that are achieved in comparable research carried out by other organisations.
9. The pattern of results shows there is always lower levels 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 i.e. enforcement or not getting permission. Two questions refer directly to the Council, which are about value for money and overall performance. The results from the **recent Residents Survey show that 80% of respondents felt that the Council delivered value for money and 89% were satisfied with the Council performance overall.**
10. Most respondents do not include any additional comment in the open narrative however, the main feedback provided are comments that reinforce the high levels of satisfaction expressed along with highways, drainage / flooding, fly tipping, car parking and town centre shopping.

Attached documents:

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