

INFORMATION NOTE

The Residents Survey 2016



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 obtain 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 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 five years data from 2012 to 2016 and the cumulative results of over 3700 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 2016 data set is included in Table 1.

Table 1: The 2016 Residents Survey Results

<i>(Percentages figures are of those who rated as satisfied, good or excellent)</i>	2016 % Satisfied
How would you rate the refuse collection service at Fylde	92%
How would you the household recycling service at Fylde	87%
How would you the parks and open spaces in Fylde	98%
How would you the cleanliness of the streets in Fylde	83%
How would you the planning service at Fylde*	79%
How would you the customer service at Fylde*	89%
Overall I would rate the Fylde as a place to visit	90%
Overall I would rate Fylde as a place to live	99%
How would you the value for money I receive from Fylde Council	82%
Overall and taking everything into account , would rate Fylde Council	87%

*Percentage of respondents that had used the service

5. The results from the 2016 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 covering value for money and overall performance. The results from the 2016 Residents Survey show 82% of respondents felt that the Council delivered value for money and 87% were satisfied with the Council performance overall.
7. Looking at the latest research <https://doteveryone.org.uk>, statistics show within Fylde only 15.5% of adults have never been online and 77% of adults in Fylde have all five Basic Digital Skills. This supports the need for the council to become more digitally focused and enable more services to be accessible online. Statistics show the stigma that older people do not use the internet is decreasing year on year. For 2017/18 we plan to use social media more to increase the response rate of the annual survey. Such as Facebook campaigns which will reach over followers 40,000 and 10,000 Twitter impressions all within Fylde District.

Appendix 1: The Resident Survey Results Table

FURTHER INFORMATION AVAILABLE FROM

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