



INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
OFFICE OF THE CHIEF EXECUTIVE	OPERATIONAL MANAGEMENT COMMITTEE	8 SEPTEMBER 2020	9
THE RESIDENTS SURVEY 2019			

PUBLIC ITEM

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

SUMMARY OF INFORMATION

This information item provides details of the annual update from the ongoing resident's survey, reporting the latest satisfaction levels from the 2019 responses, the update is normally reported to committee earlier in the year but had been delayed due to COVID 19 priorities. Satisfaction with services, the council and the local community is compared against previous years as well as the cumulative findings. The update includes any proposal to learn from the process or act 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 latest findings from the resident's survey are reported to the Operational Management Committee every year which has the remit for customer services. The information is relevant to the front facing council services as well as overall value for money.

FURTHER INFORMATION

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Information

1. The Resident's Survey was introduced in 2012, it deliberately a simple questionnaire with 10 short questions that can be completed in as little as 30 seconds (Appendix 1). The survey provides a high-level overview of satisfaction with services that is used as a barometer to indicate whether more detailed consultation or research into a service is required based on satisfaction levels over several years.
2. The questionnaire can be completed online at any time with findings reported annually. The questions focus on 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 based on comparison over time. In many cases the high-level overview that the survey provides supplements service-based customer feedback. The survey is live, 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 data from 2012 to 2019 and shows the cumulative findings from 5,125 responses to date. The 2019 data set for the questions asked is included in Table 1.

Table 1: The 2019 Residents Survey Results

QUESTIONS (% figures are those who responded satisfied, good or excellent)	2019 Response
How would you rate the refuse collection service at Fylde	97%
How would you the household recycling service at Fylde	92%
How would you the parks and open spaces in Fylde	95%
How would you the cleanliness of the streets in Fylde	79%
How would you the planning service at Fylde*	72%
How would you the customer service at Fylde*	90%
Overall, I would rate the Fylde as a place to visit *	98%
Overall, I would rate Fylde as a place to live	96%
How would you the value for money I receive from Fylde Council	81%
Overall and taking everything into account , I would rate Fylde Council	90%

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

5. The survey has an optional open-ended question to provide any other comment about the services or the council which is analysed to inform possible service improvements. Respondents can provide an email if they wish to be kept informed of Fylde Council news, an additional 362 email addresses have been added to the newsletter circulation from the 2019 responses.

6. The results from the 2019 survey show high levels of satisfaction consistent with the previous years with many in excess of 80% which would be top quartile (top 25%) of results achieved in comparable research carried out by other organisations.
7. Survey research supports that lower levels of satisfaction are reported against regulatory and enforcement services because decisions that must be made have a negative outcome for some customers i.e. a fine, refusal or court action.
8. Two questions refer directly to the council, about value for money and overall performance. The results from 2019 **show 81% of respondents felt that the Council delivered value for money and 90% were satisfied with the Council performance overall.**

Attached documents:

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