

Ipsos MORI



Satisfaction Survey 2007/8

Summary of Research Report for Gedling Borough Council

March 2008





Introduction

- Annual satisfaction survey – tracks progress
- Measures form part of Local Area Agreement
- Carried out by Ipsos MORI
- Jointly with other Notts authorities – but not nationally this time

■ Methodology – postal to be consistent with BVPI surveys

- Self-completion questionnaire

■ Sampling

- 5,000 addresses randomly from Postal address file
- Bigger sample than previous surveys – to recruit Citizen's Panel

■ Fieldwork dates

- Late October/early November 2007
- One reminder

■ Response rate

- 1,654 up to 7 January 2008
- 33% response rate
- Lower than previous surveys, but higher numerically as sample was bigger
- Response profile more skewed to older residents

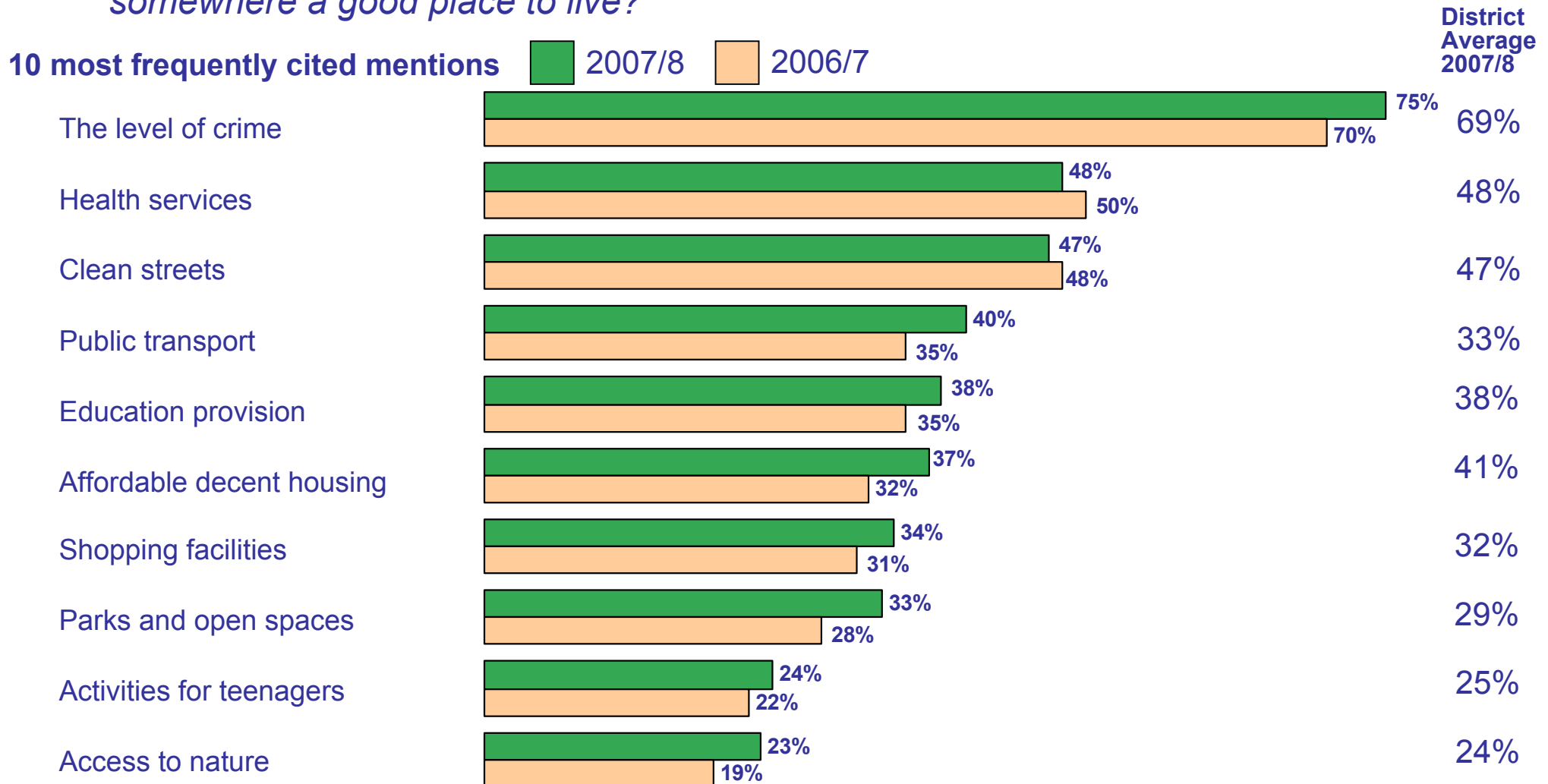
■ The questionnaire

- GBC branded with intro letter from Chief Executive
- Questionnaire based on CLG's BVPI template

Part 1 – Living in Gedling

What makes an area a good place to live?

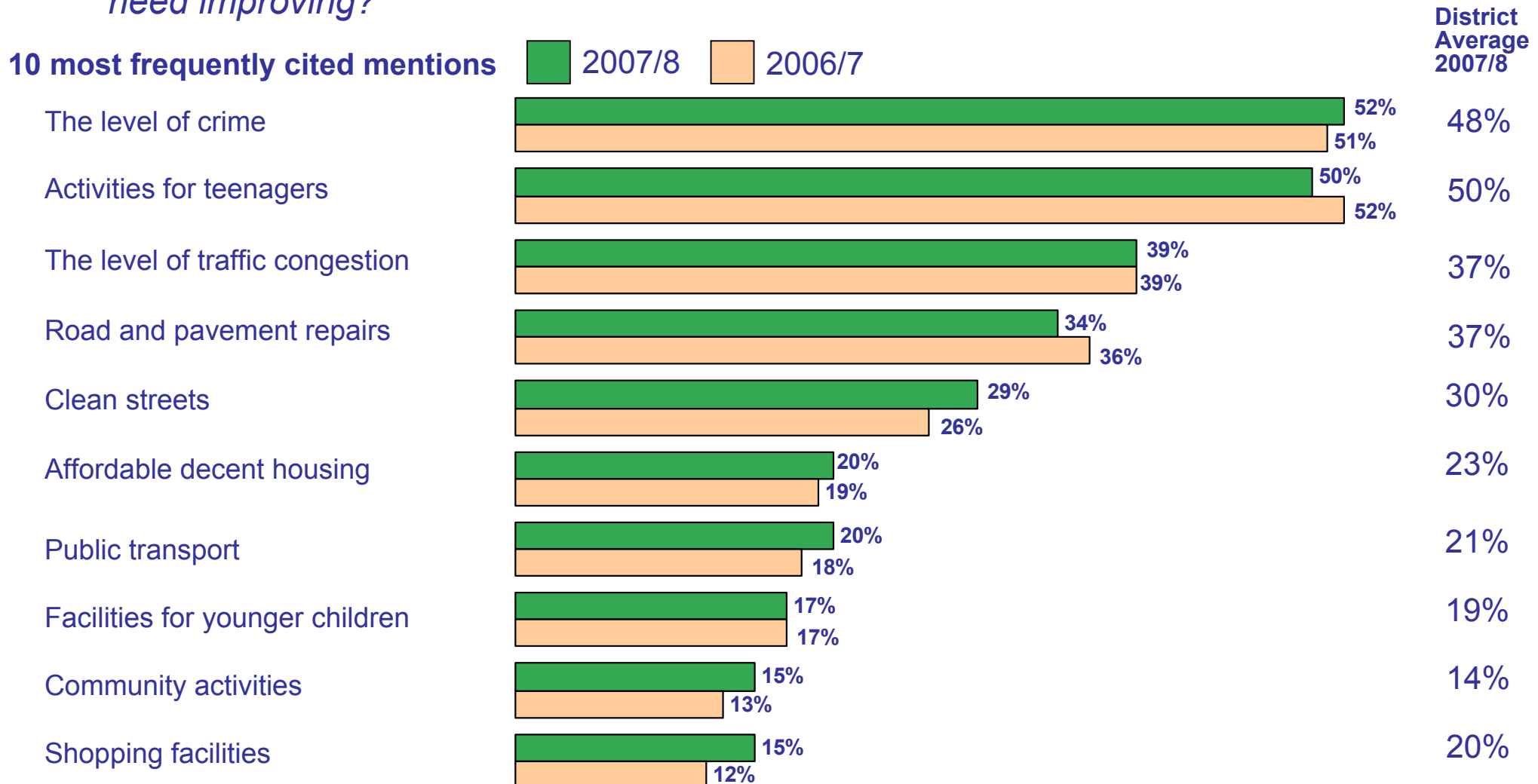
Q1 Thinking generally, which of the things below would you say is important in making somewhere a good place to live?



Base: All valid responses (1,603 in 2007 and 1,149 in 2006)

Priorities for improvement locally

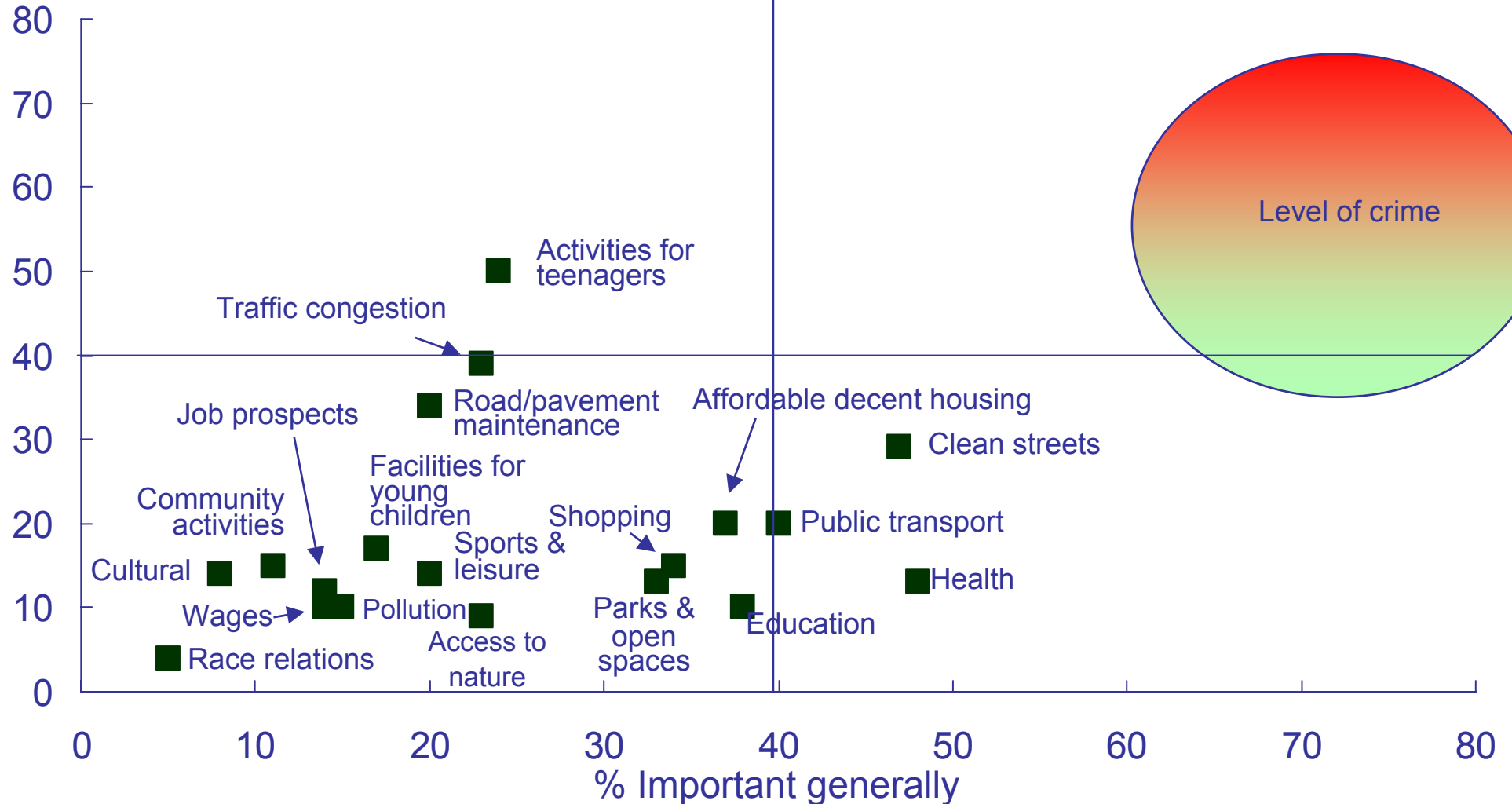
Q2 *And thinking about this local area, which of the things below, if any, do you think most need improving?*



Base: all valid responses (1,540 in 2007 and 1,110 in 2006)

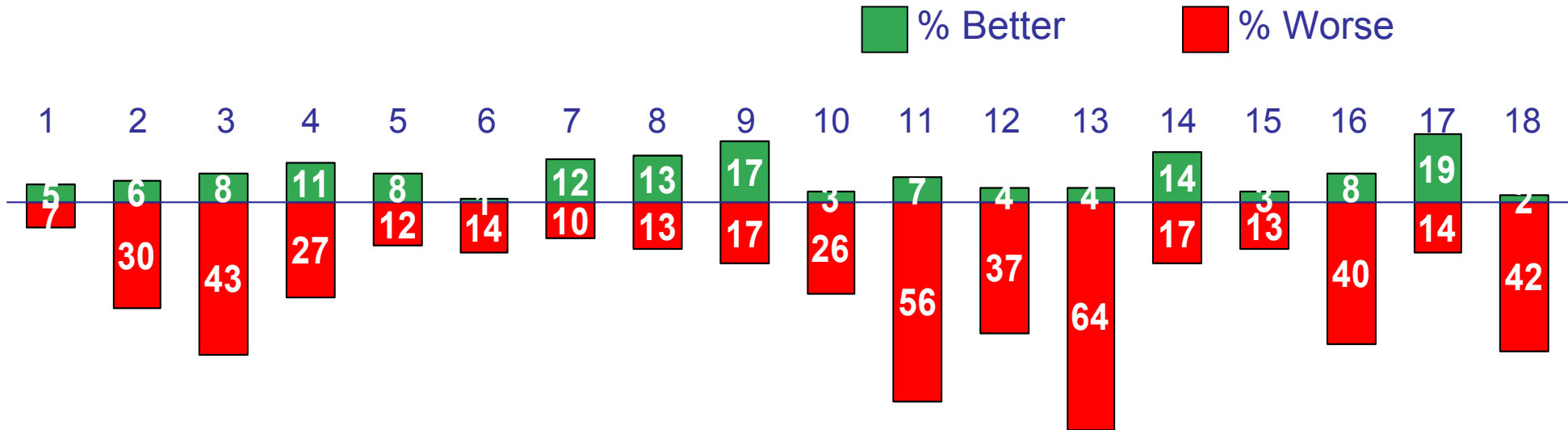
Quality of life – developing priorities

% Most need improving locally



Quality of life issues: Are things getting better or worse?

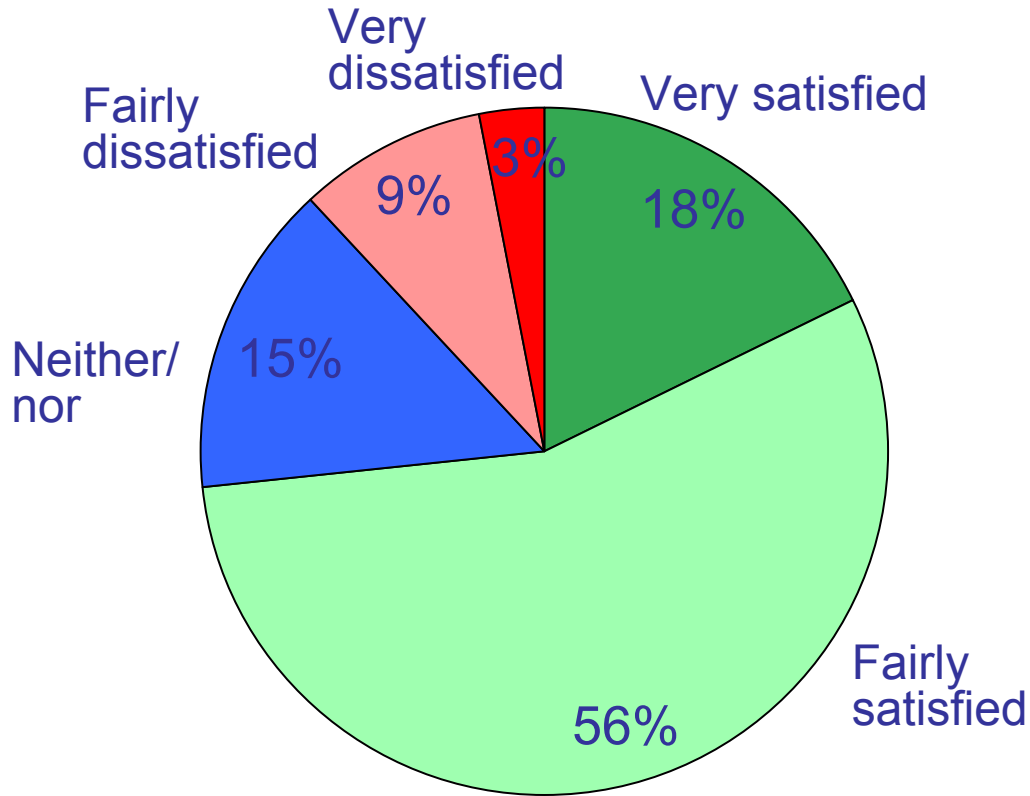
Q3 *Still thinking about your local area, do you think each of the following has got better, stayed the same or got worse in the last year?*



Key		
1. Access to nature	7. Education provision	13. Traffic congestion
2. Activities for teenagers	8. Facilities for young children	14. Public transport
3. Affordable, decent housing	9. Health services	15. Race relations
4. Clean streets	10. Job prospects	16. Road/pavement repairs
5. Community activities	11. Crime levels	17. Shopping facilities
6. Cultural facilities	12. Level of pollution	18. Wage levels/cost of living

Satisfaction with the local area

Q4 Overall, how satisfied or dissatisfied are you with your local area as a place to live?

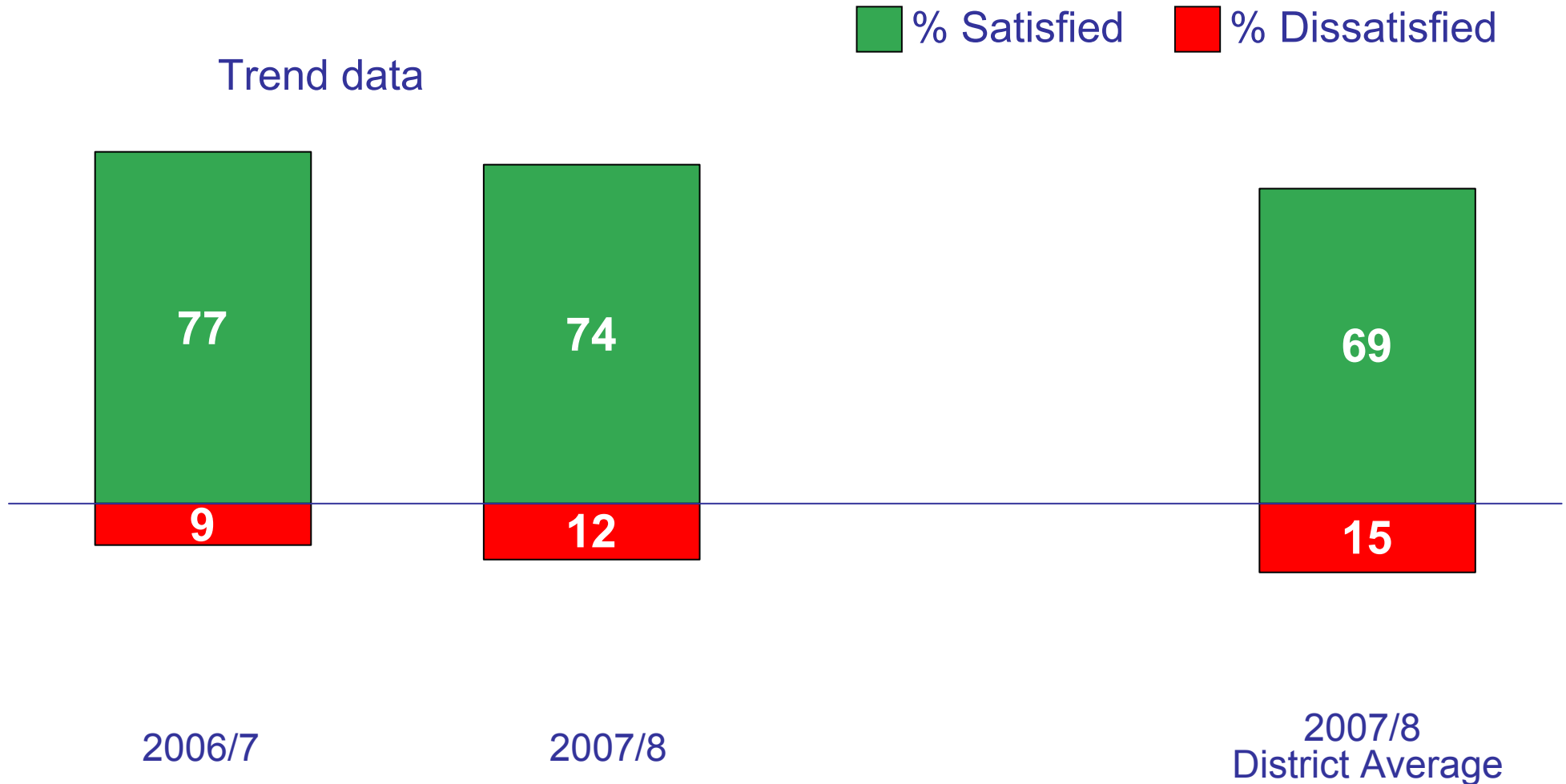


Net satisfaction score +/-
Gedling Borough Council = +62
District Average = +54

	Sat. %	Dis. %
Gender		
Men	71	13
Women	75	10
Age		
18-34	72	12
35-54	72	13
55+	77	9
Residence		
Up to 5 years	78	8
6 to 20 years	72	15
21+ years	72	12

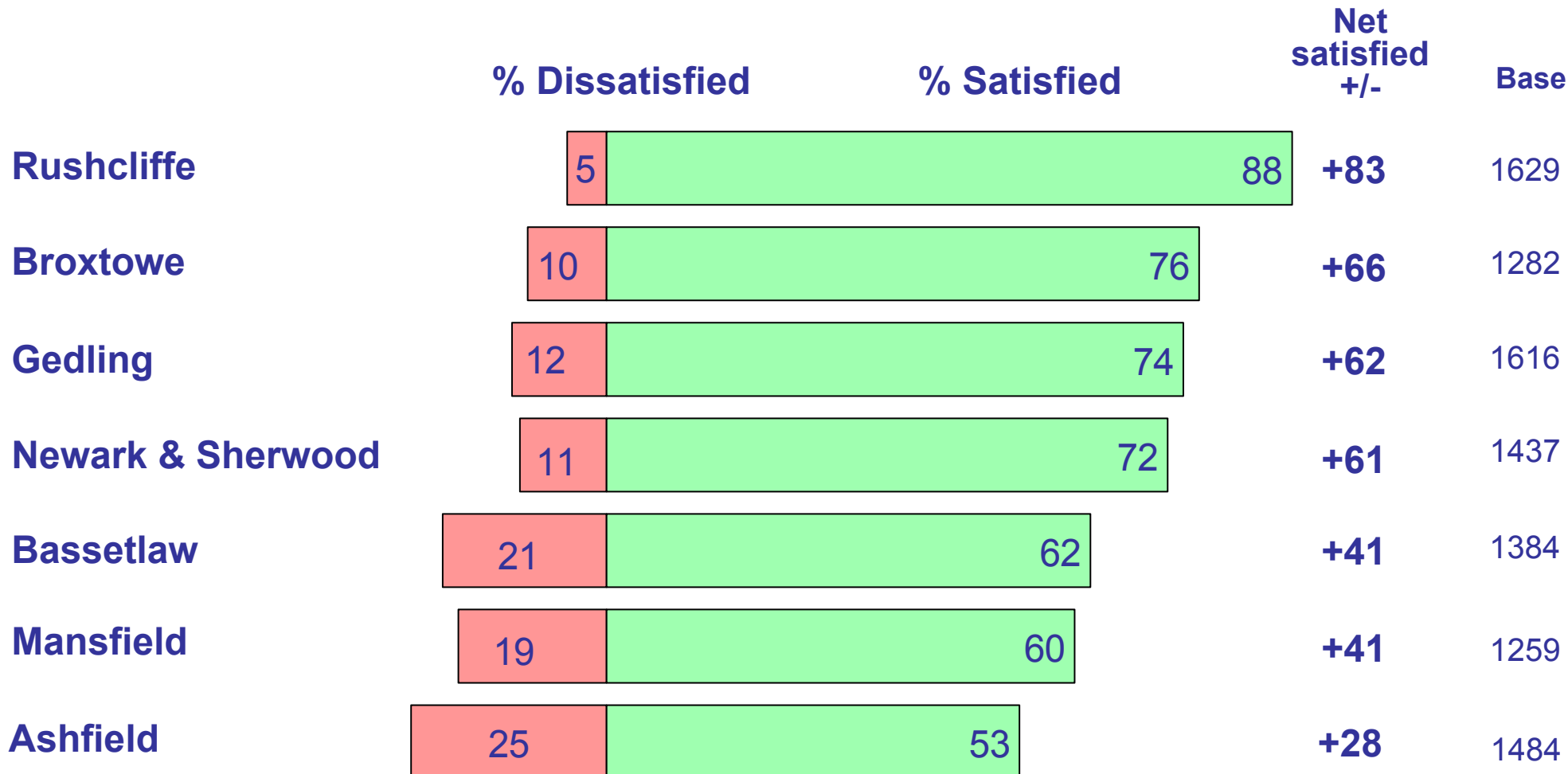
Satisfaction with the local area: contextual data

Q4 Overall, how satisfied or dissatisfied are you with your local area as a place to live?



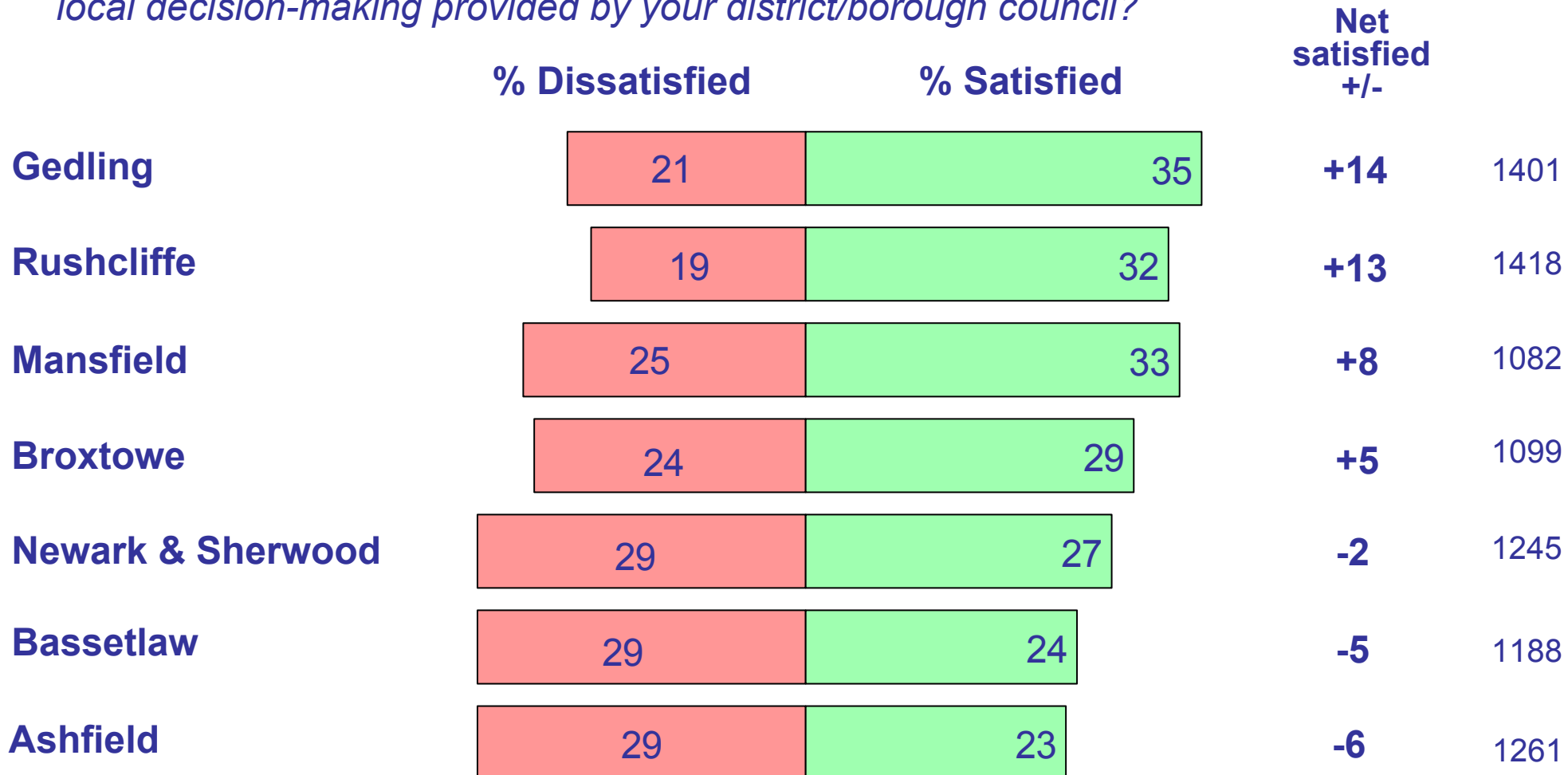
Satisfaction with the local area: district comparisons

Q4 Overall, how satisfied or dissatisfied are you with your local area as a place to live?



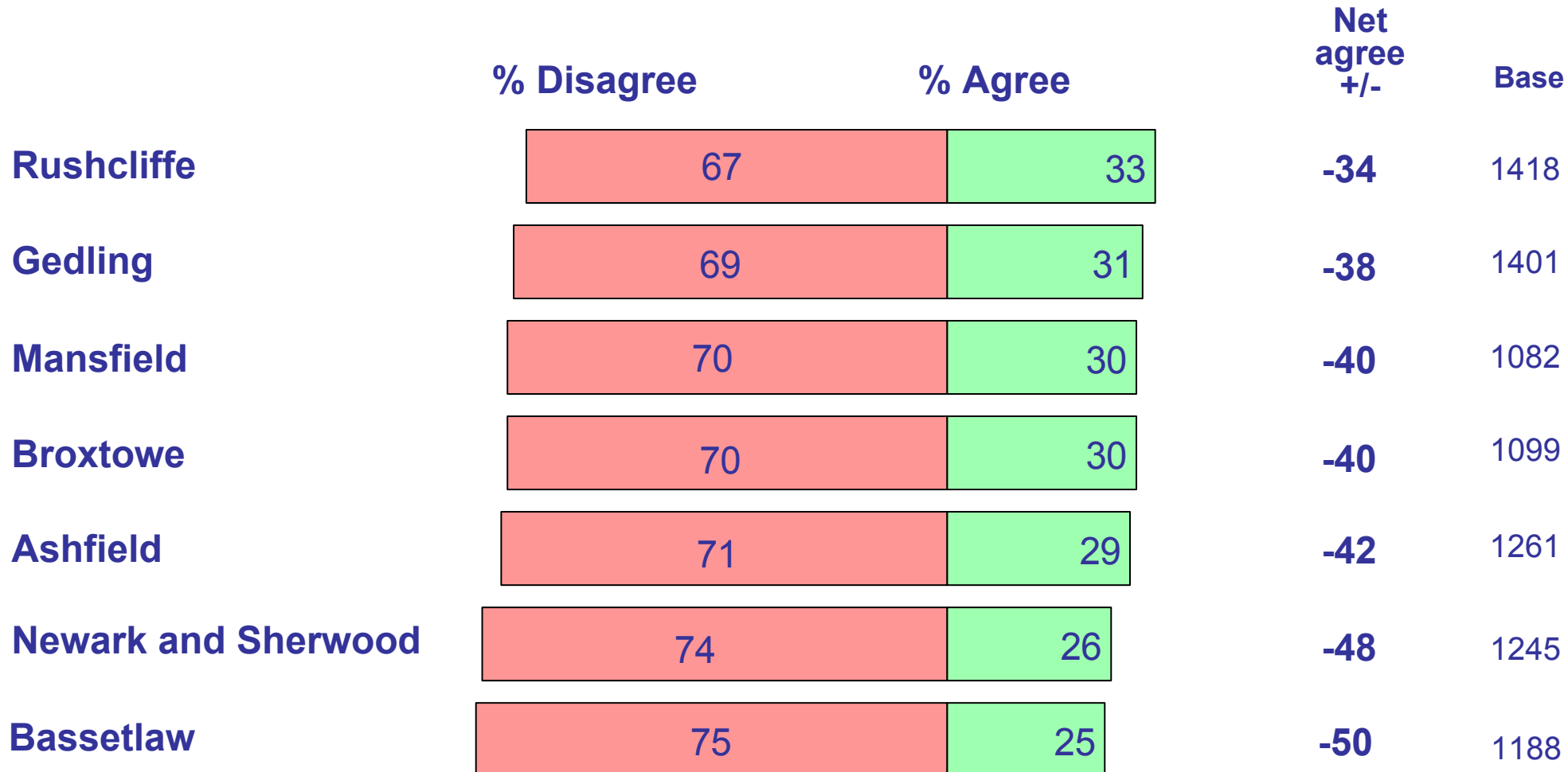
Local decision-making: district comparisons

Q17 Overall, how satisfied or dissatisfied are you with the opportunities for participation in local decision-making provided by your district/borough council?



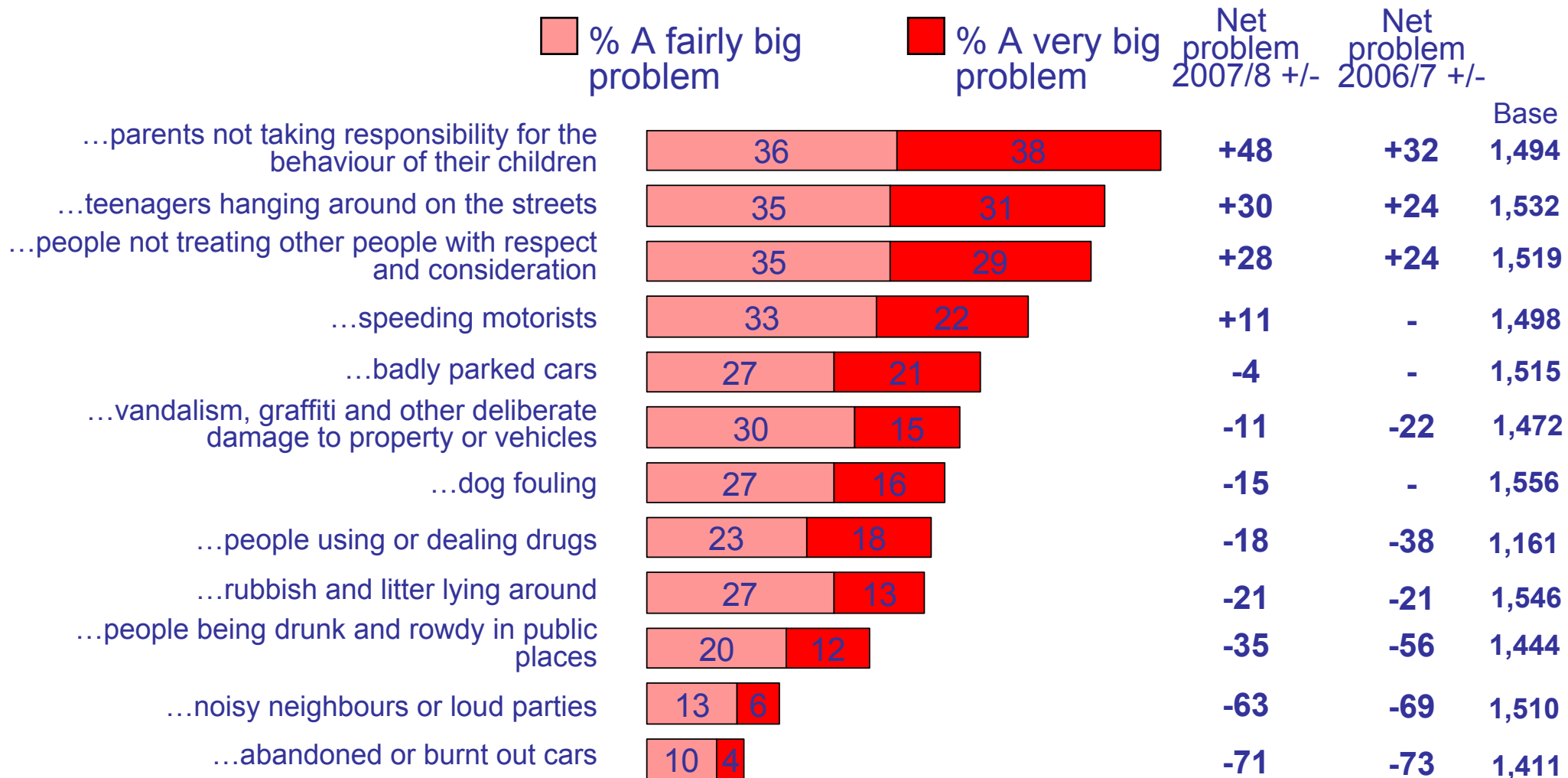
Influencing local decisions: district comparisons

Q18 Do you agree or disagree that you can influence decisions affecting your local area?



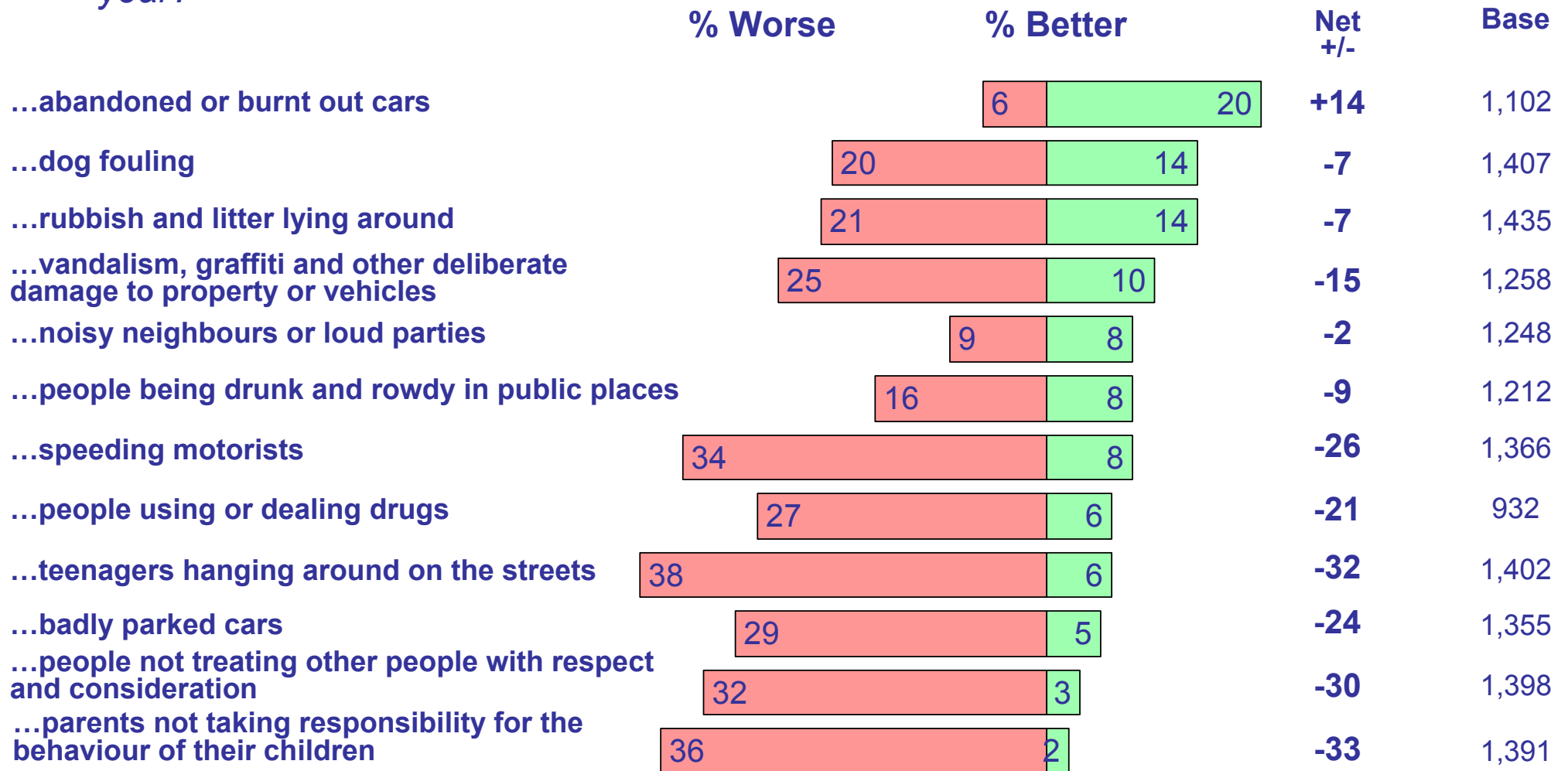
Anti-social behaviour

Q24 Thinking about this local area, how much of a problem do you think are...



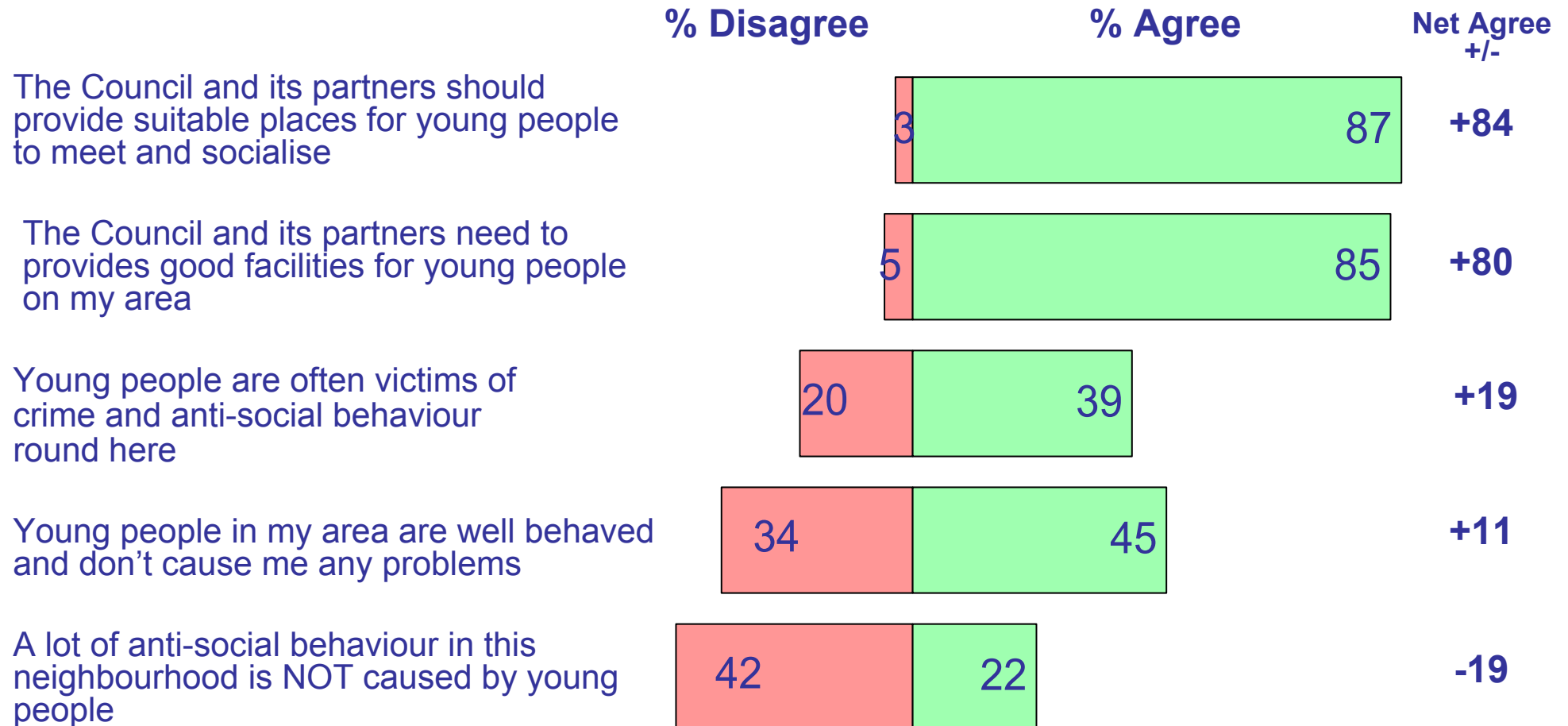
Anti-social behaviour during the past 12 months

Q25 Would you say that each of these has got better, stayed the same or got worse in the last year?



Anti-social behaviour and young people

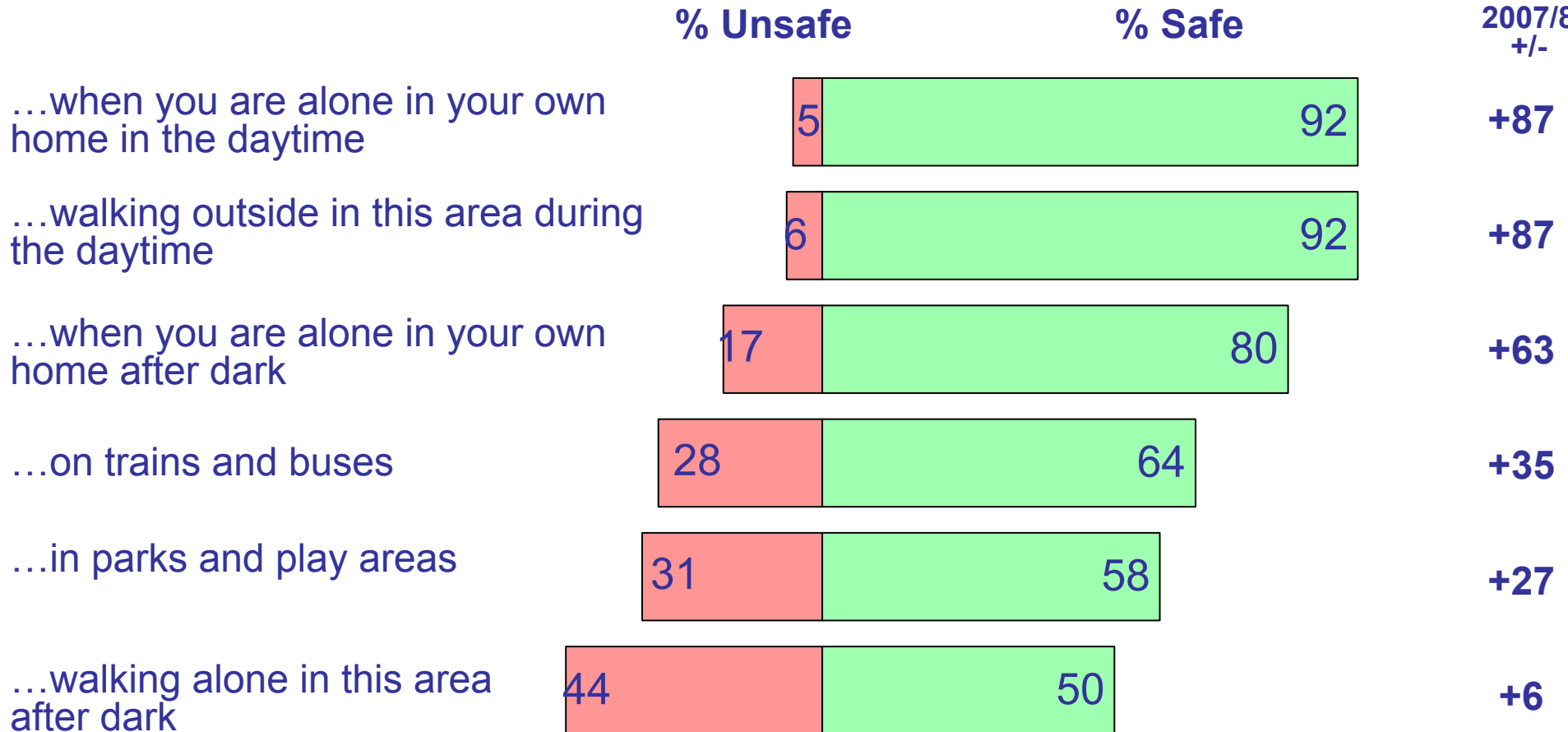
Q26 To what extent do you agree or disagree with each of the following statements?



Perceptions of safety

Q27 How safe or unsafe do you feel...

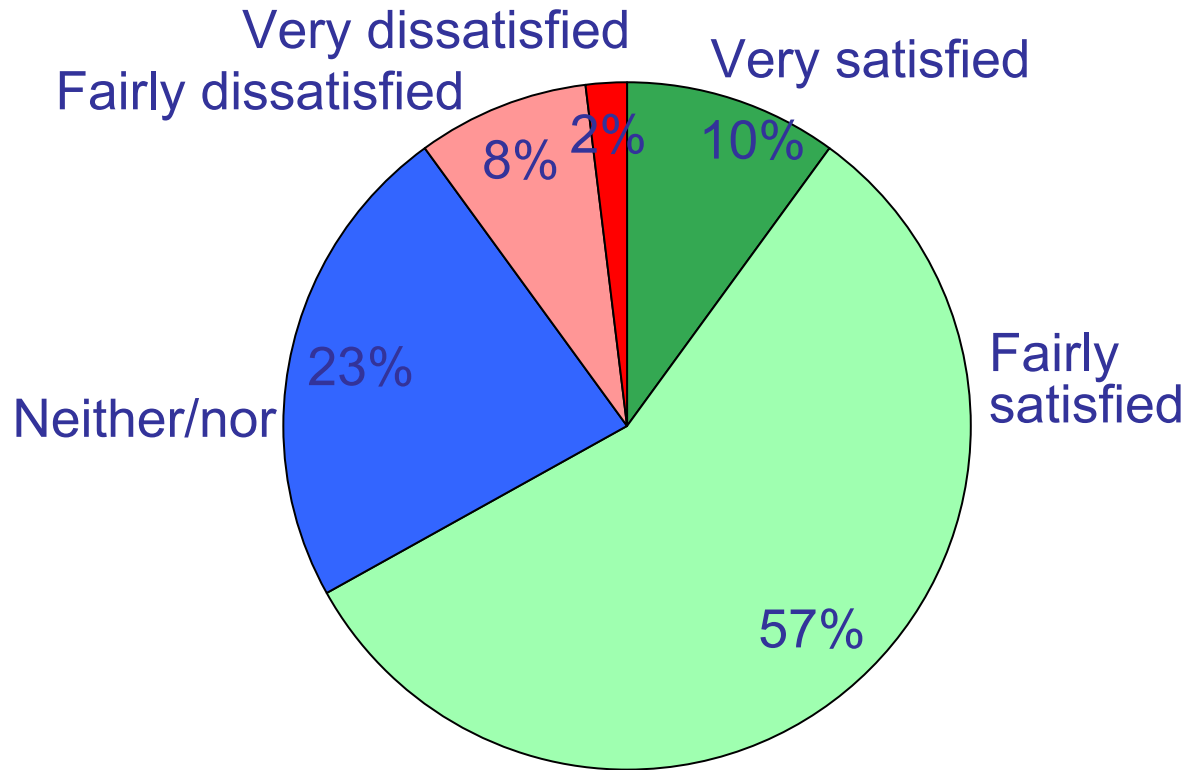
Net Safe
in
2007/8
+/-



Part 2 – Attitudes towards the Council

Overall satisfaction (BV3)

Q14 Taking everything into account, how satisfied or dissatisfied are you with the way the Gedling Borough Council runs things?



Net satisfaction score +/-
Gedling Borough Council = +57
District average = +41

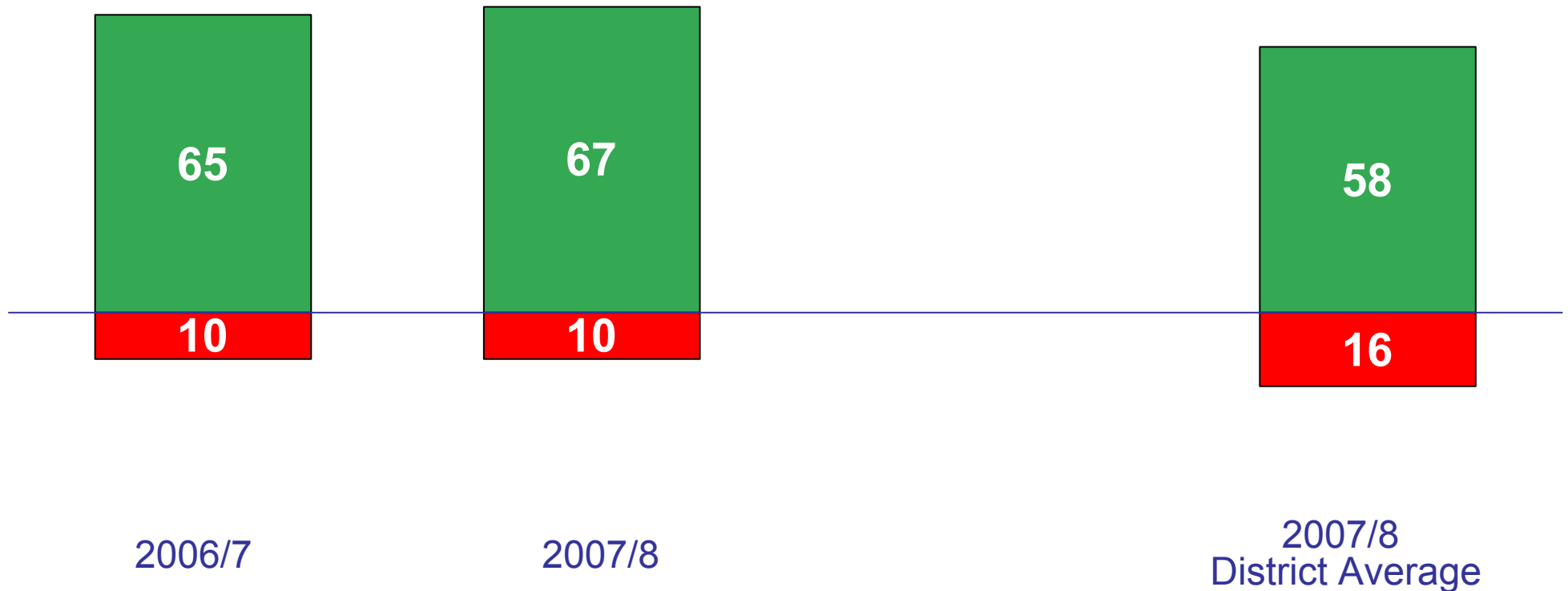
	Agree %	Dis. %
Gender		
Men	63	13
Women	71	8
Age		
18-34	64	10
35-54	65	11
55+	70	9
Residence		
Up to 5 years	72	7
6 to 20 years	65	11
21+ years	65	12

Satisfaction with Council: contextual data

Q14 How satisfied or dissatisfied are you with the way Gedling Borough Council runs things?

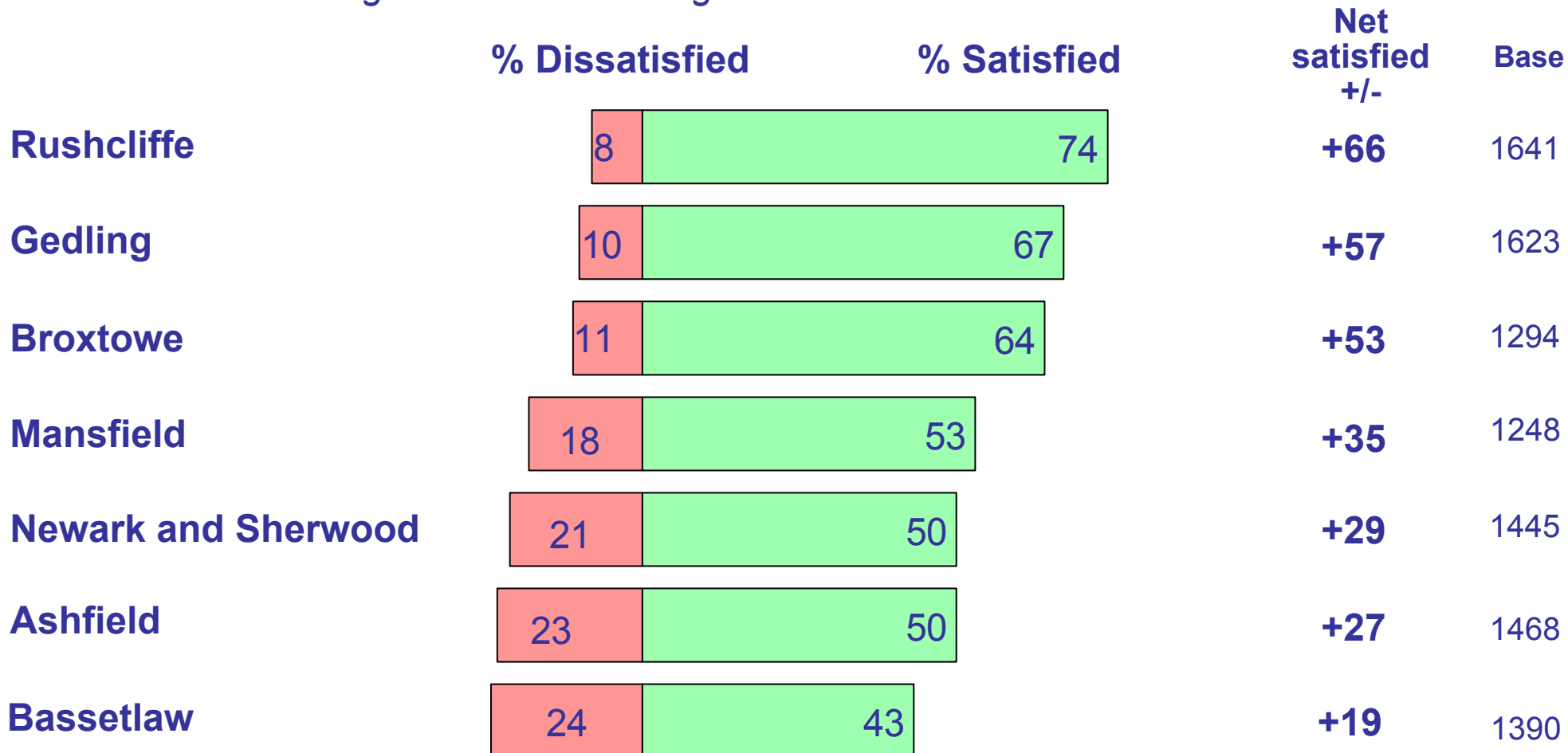
■ % Satisfied ■ % Dissatisfied

Trend data



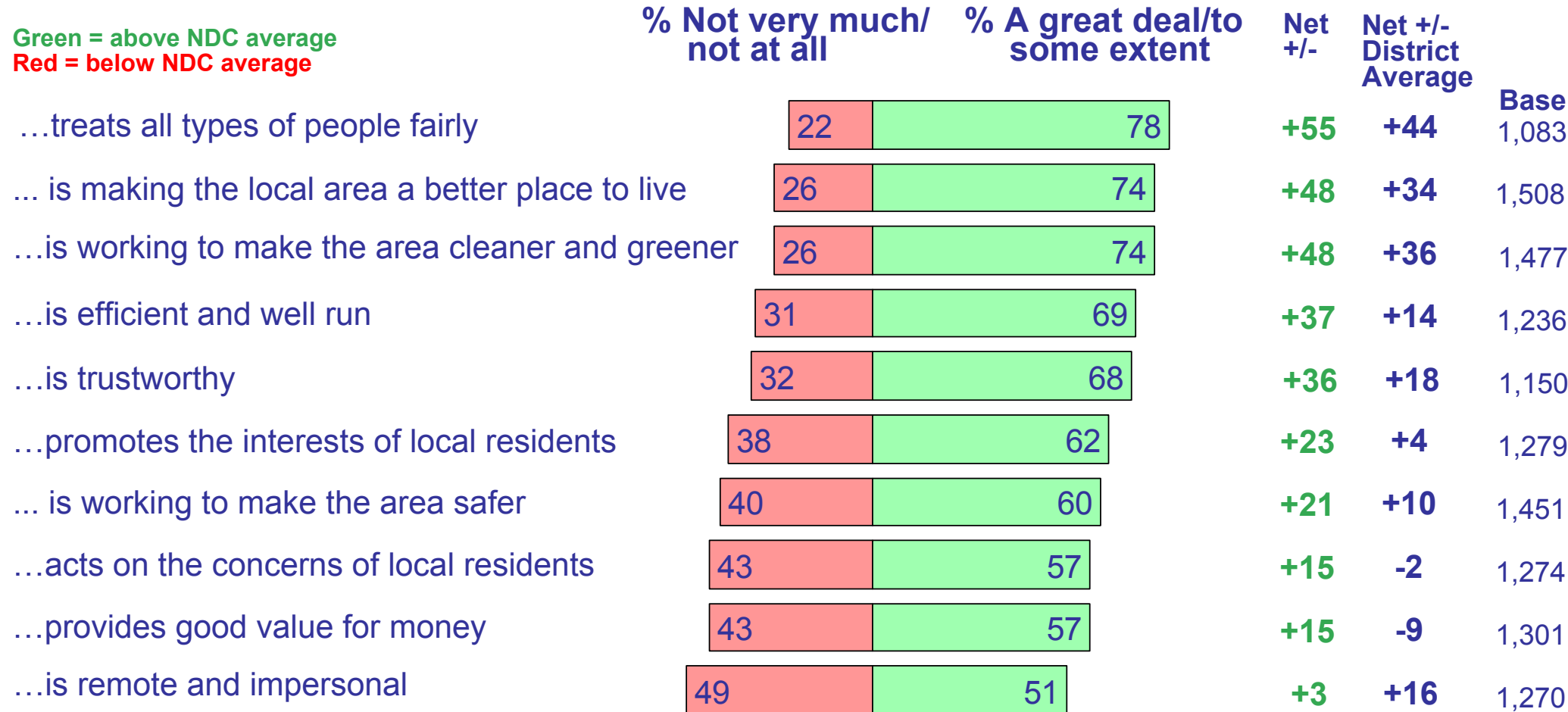
Satisfaction with the Council: district comparisons

Q13 Taking everything into account, how satisfied or dissatisfied are you with the way your local district/borough council runs things?



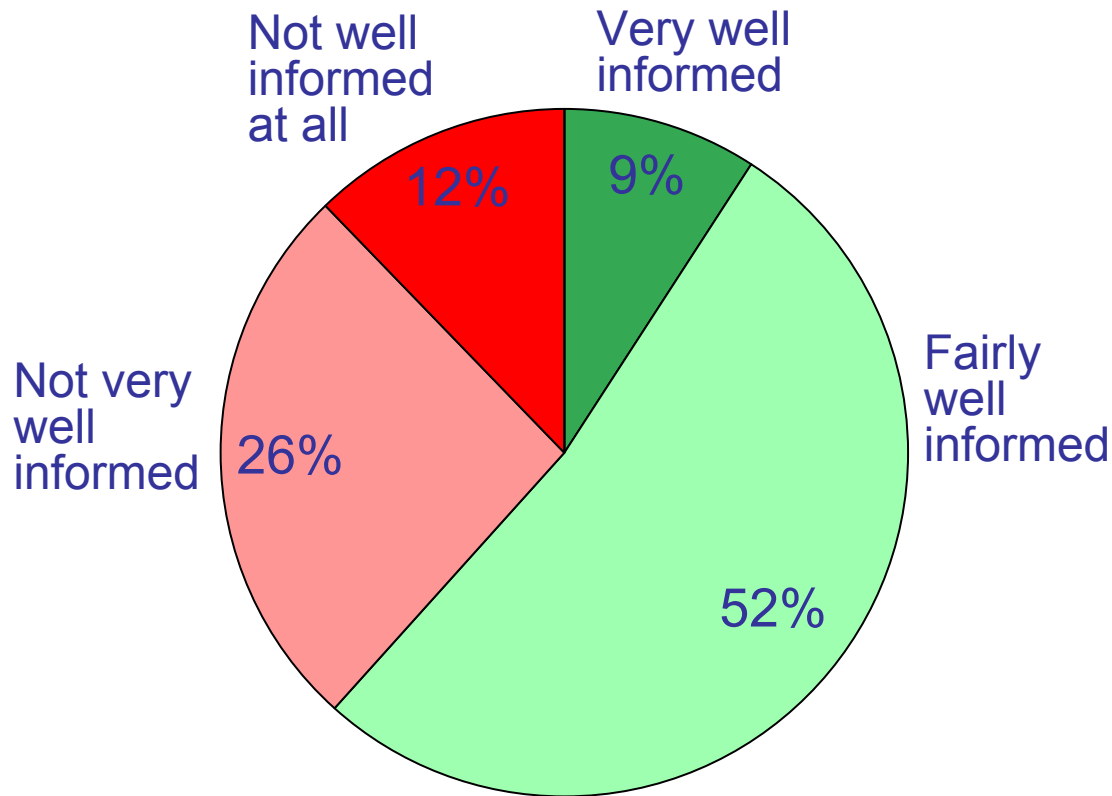
Attitudes towards the Council

Q20 Here are some things that other people have said about their Council. To what extent do you think that these statements apply to Gedling Borough Council



Keeping residents informed overall

Q15 Overall, how well informed do you think Gedling Borough Council keeps residents about the services and benefits it provides?



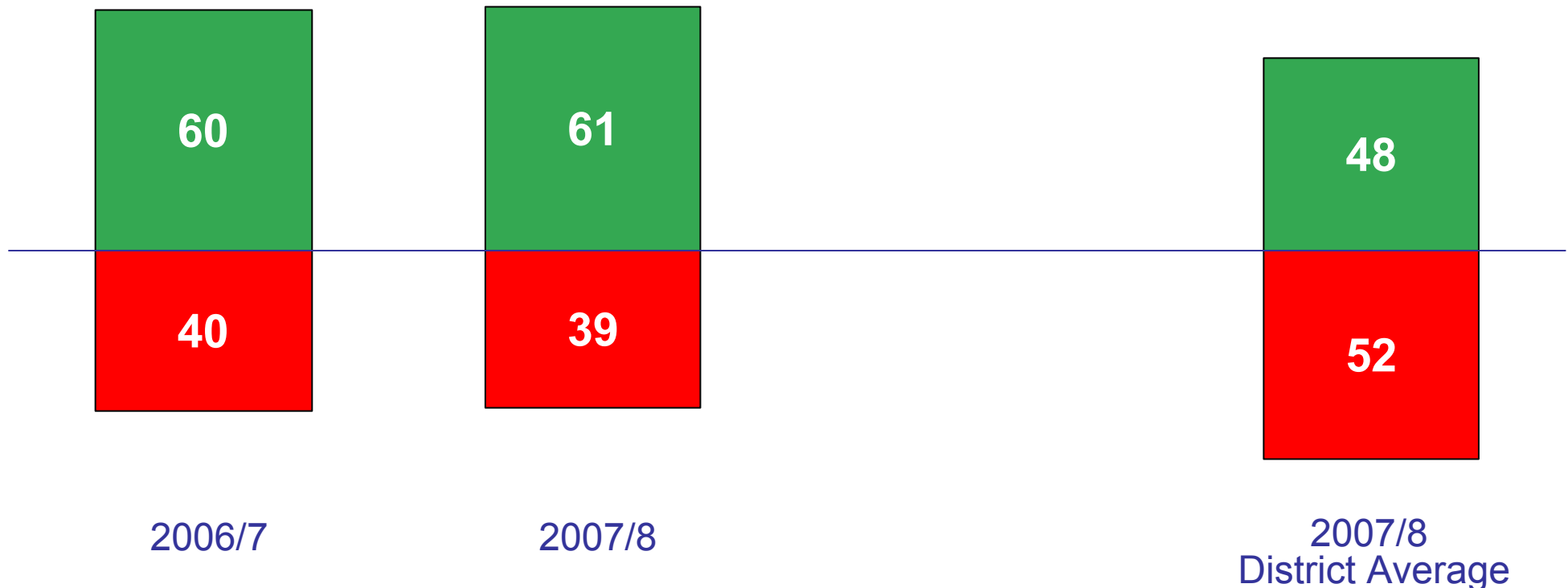
	Informed	Uninformed
	%	%
Gender		
Men	56	44
Women	66	34
Age		
18-34	50	50
35-54	61	39
55+	70	30
Residence		
Up to 5 years	56	44
6 to 20 years	62	38
21+ years	64	36
Sat. with Council		
Satisfied	74	26
Dissatisfied	22	78

Keeping residents informed: contextual data

Q14 Overall, how well informed do you think your Council keeps residents about the services and benefits it provides?

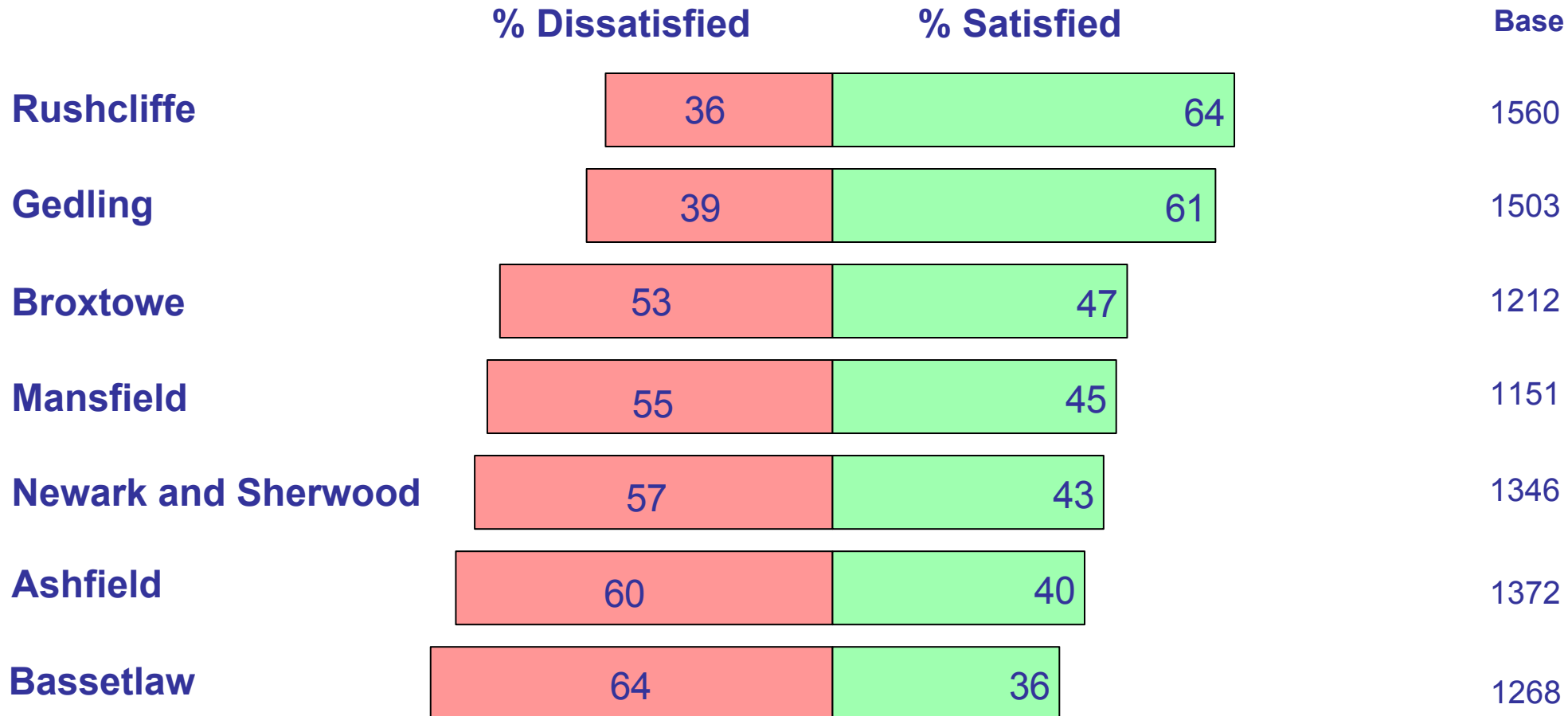
- % Very/fairly well informed
- % Not very well/not at all informed

Trend data



Keeping residents informed: district comparisons

Q14 Overall, how well informed do you think your Council keeps residents about the services and benefits it provides?

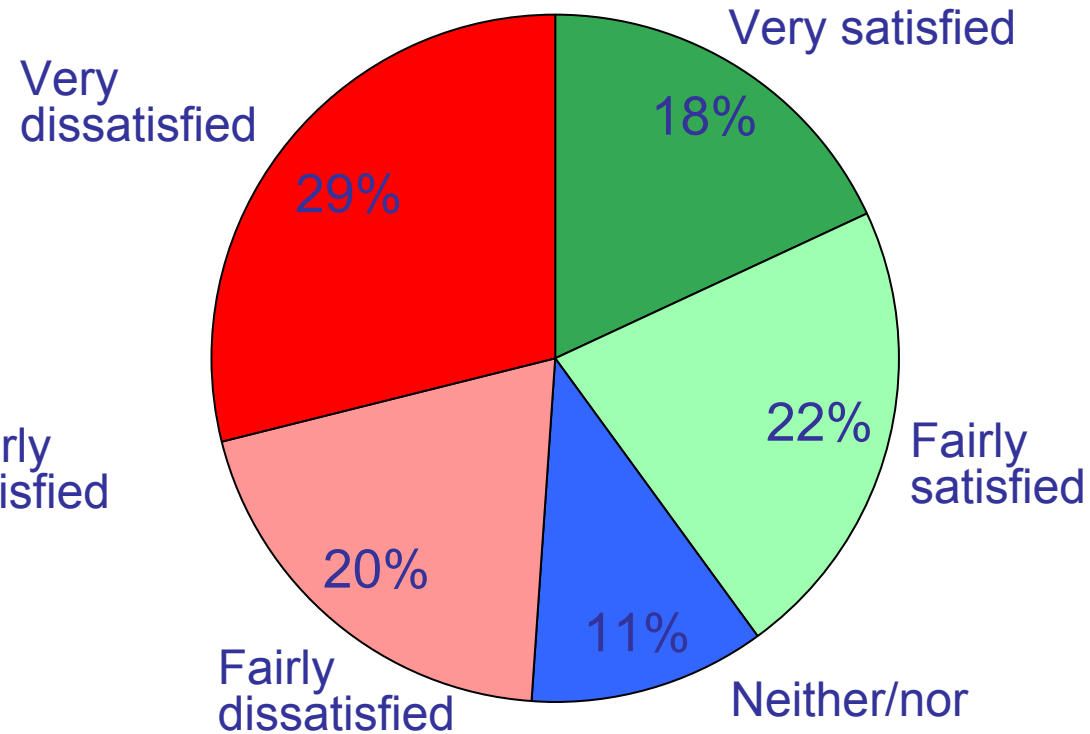
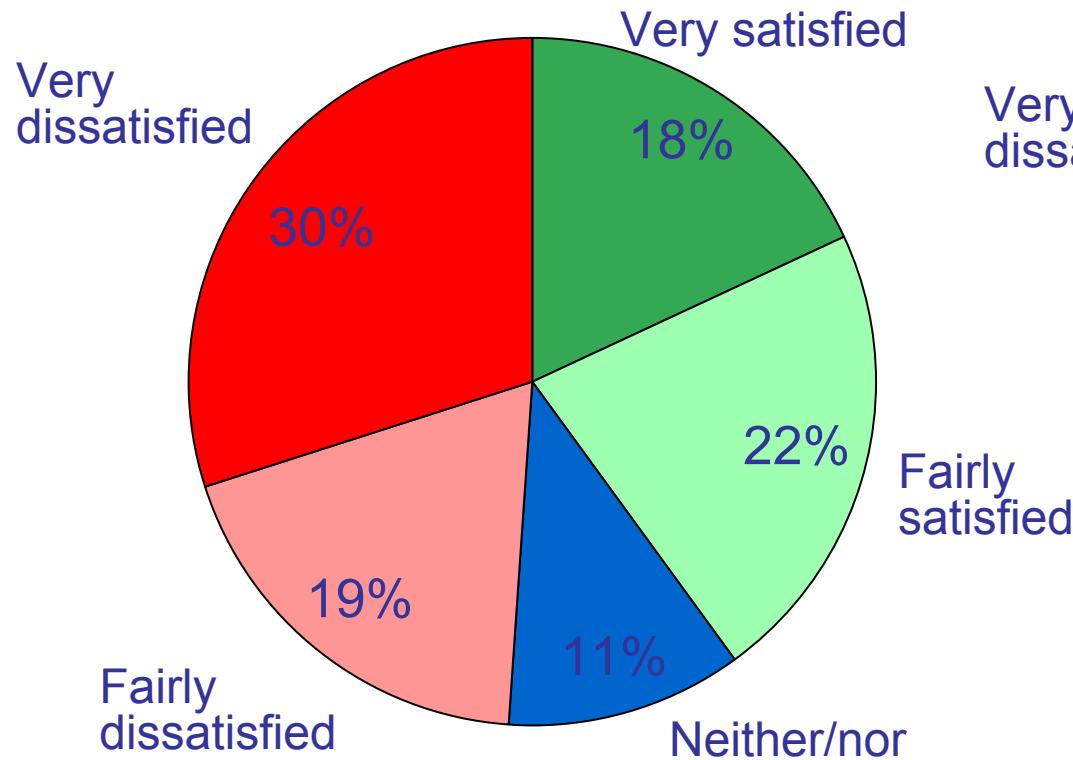


Satisfaction with complaints handling

Q17 How satisfied or dissatisfied are you with the way in which your complaint was/were handled?

Gedling Borough Council

Nottinghamshire District Average



Net satisfaction score = -10

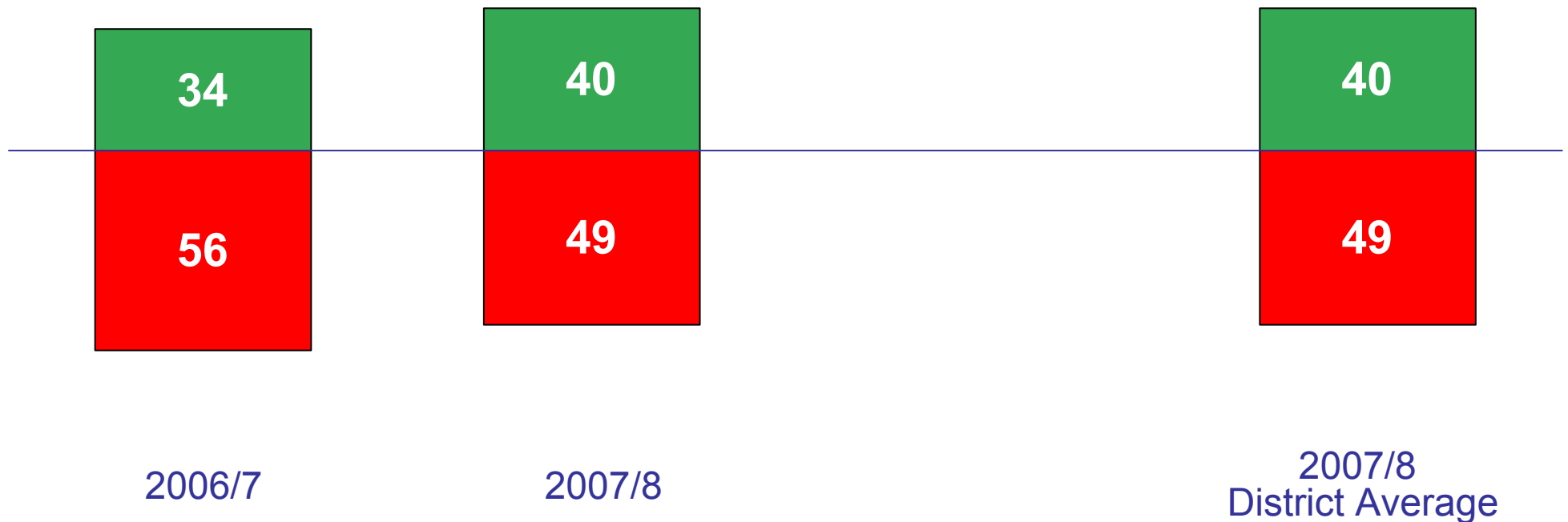
Net satisfaction score = -9

Satisfaction with complaint handling: contextual data

Q16 *How satisfied or dissatisfied are you with the way in which your complaint was/were handled?*

■ % Satisfied ■ % Dissatisfied

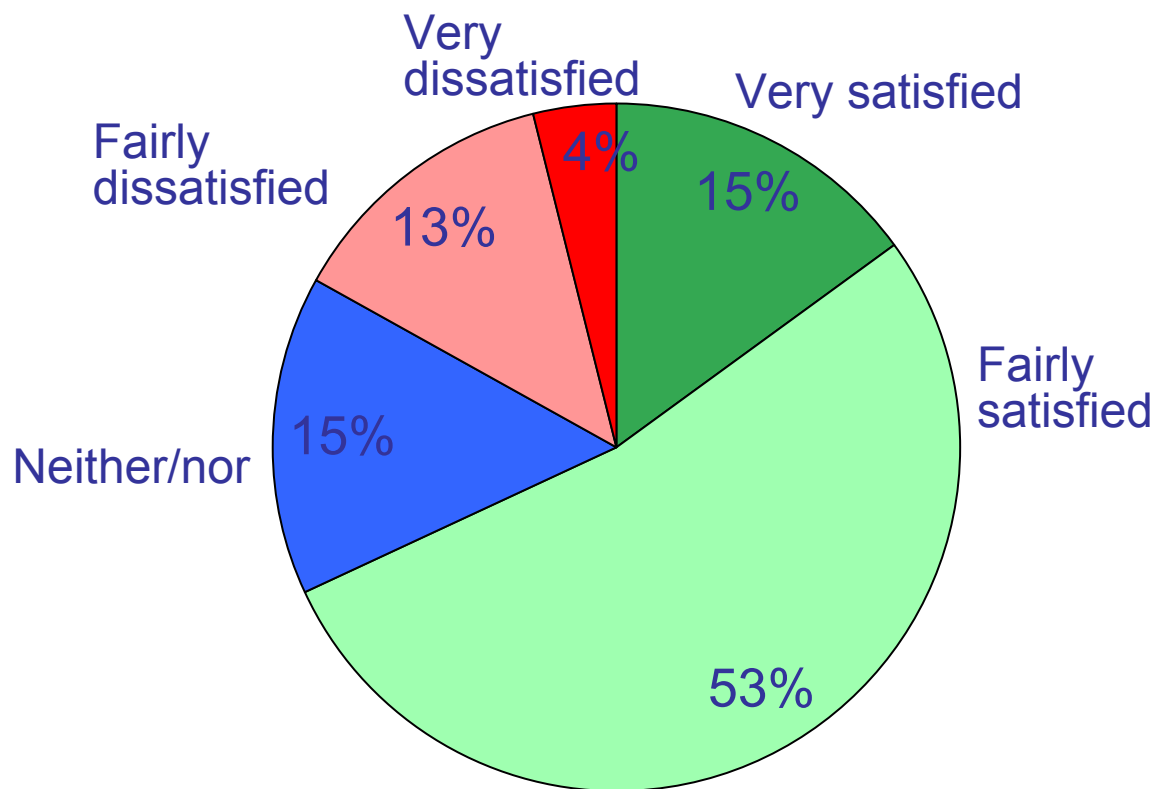
Trend data



Part 3 – Local Services

Keeping local area clear of litter & refuse (BV89)

Q6 How satisfied or dissatisfied are you that Gedling Borough Council has kept this land clear of litter and refuse?



Net satisfaction score +/-
Gedling Borough Council = +51
District average = +38

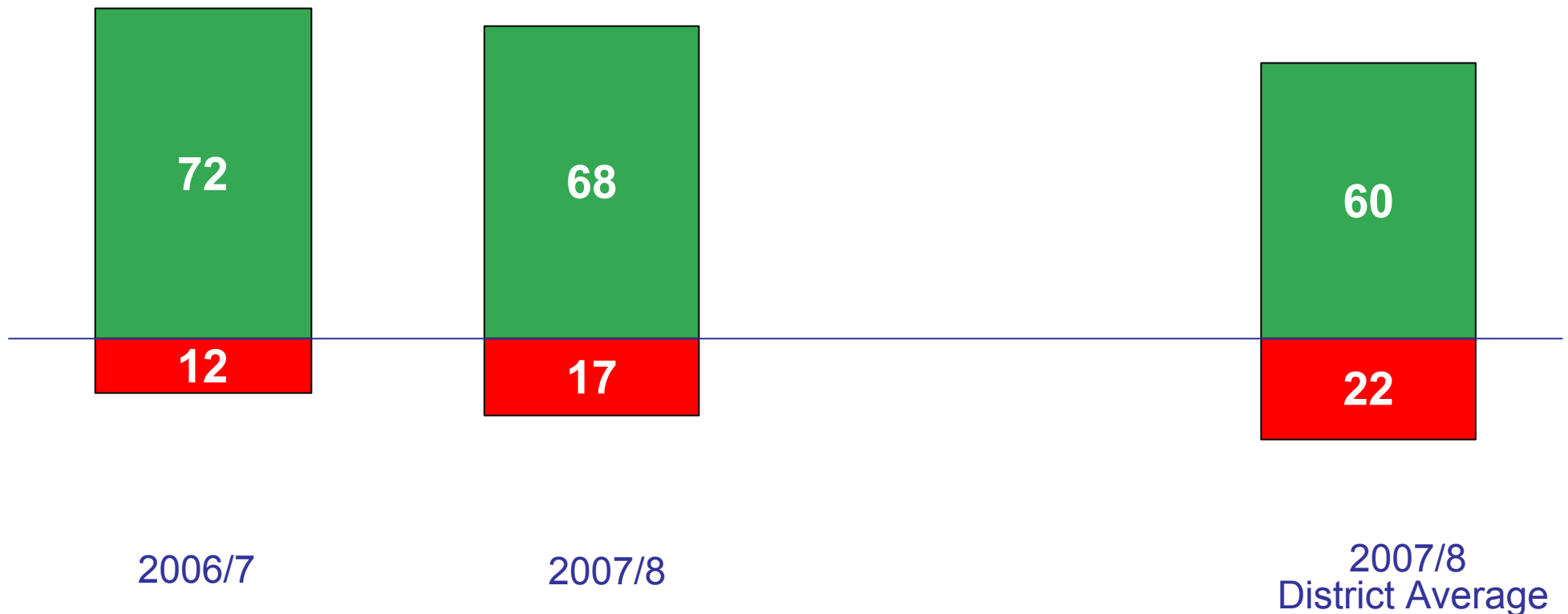
	Sat %	Dis. %
Gender		
Men	65	18
Women	70	16
Age		
18-34	67	20
35-54	65	18
55+	72	13
Residence		
Up to 5 years	70	18
6 to 20 years	68	17
21+ years	66	16

Keeping land clear of litter & refuse: contextual data

Q6 *How satisfied or dissatisfied are you that Gedling Borough Council has kept this land clear of litter and refuse.?*

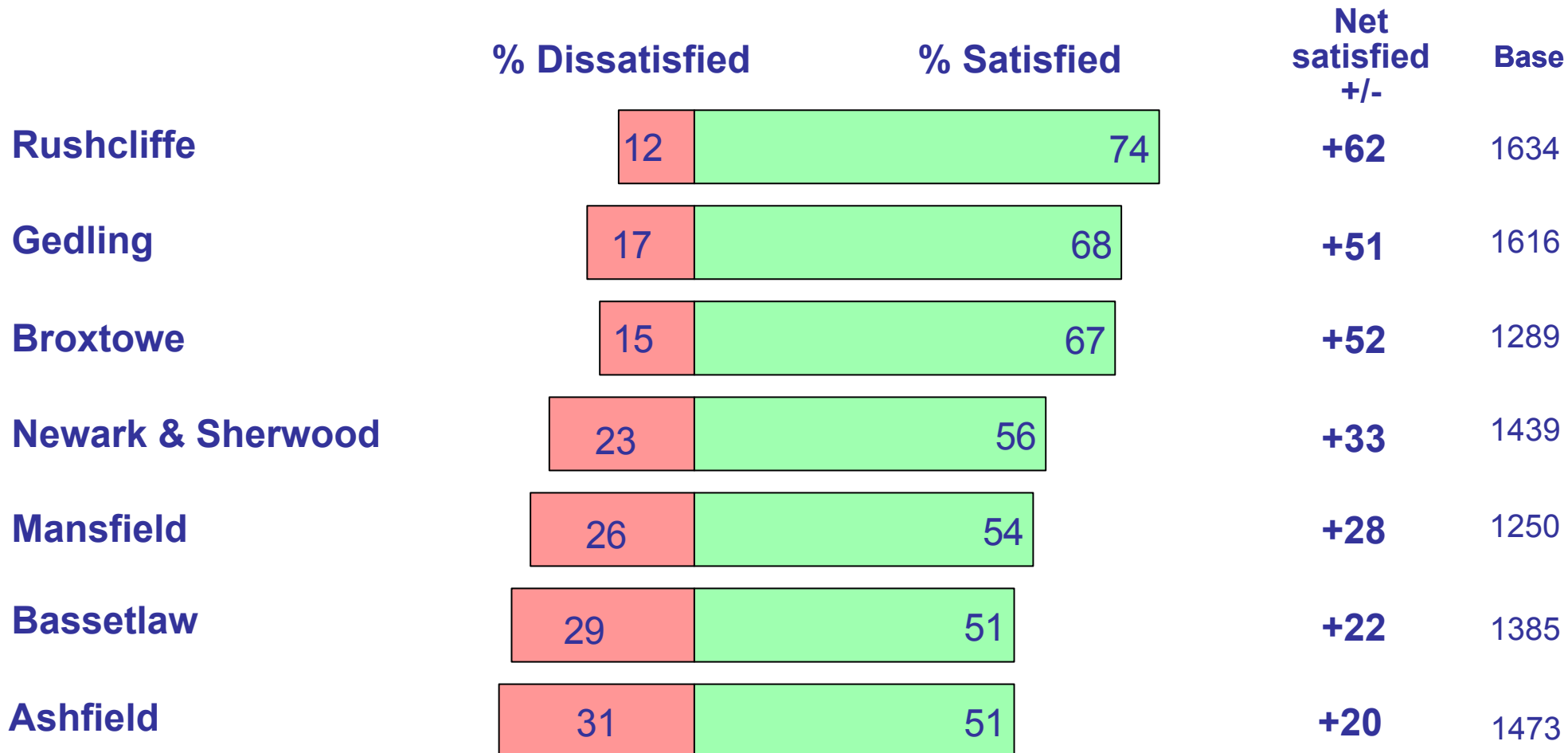
■ % Satisfied ■ % Dissatisfied

Trend data



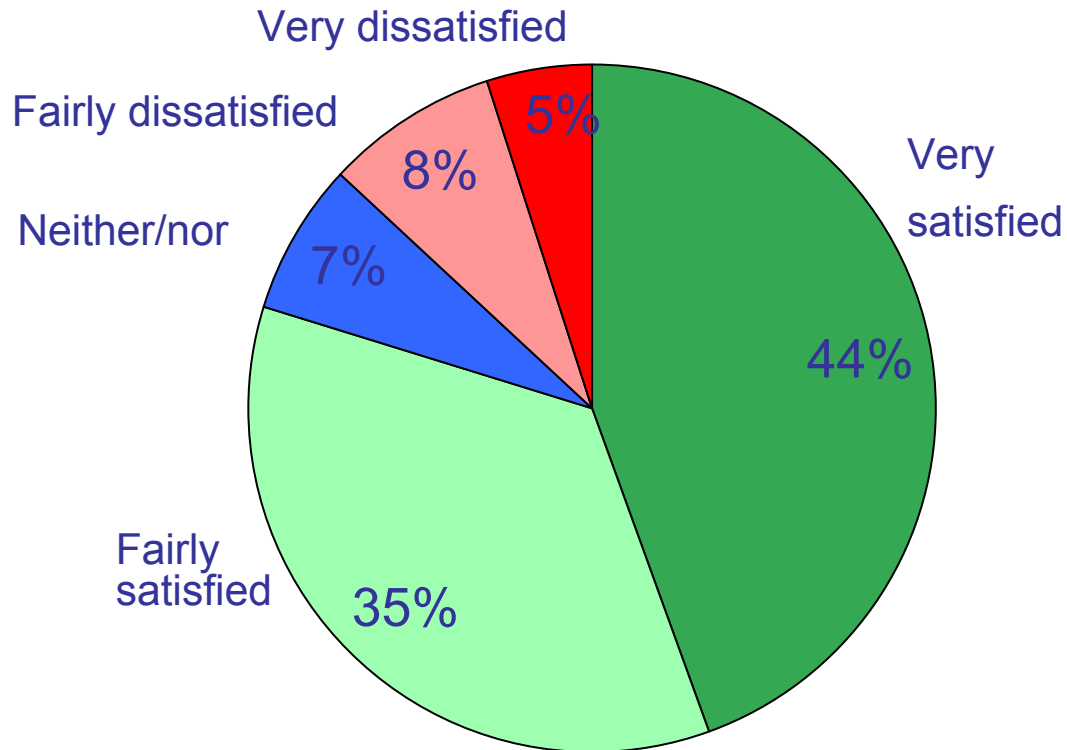
Keeping land clear of litter: district comparisons

Q6 *How satisfied or dissatisfied are you that your district/borough council has kept this land clear of litter and refuse?*



Household waste collection (BV90a)

Q7 *Gedling Borough Council undertakes a collection of household waste, alternating between recyclable and non-recyclable waste each week. How satisfied or dissatisfied are you with the waste collection service?*

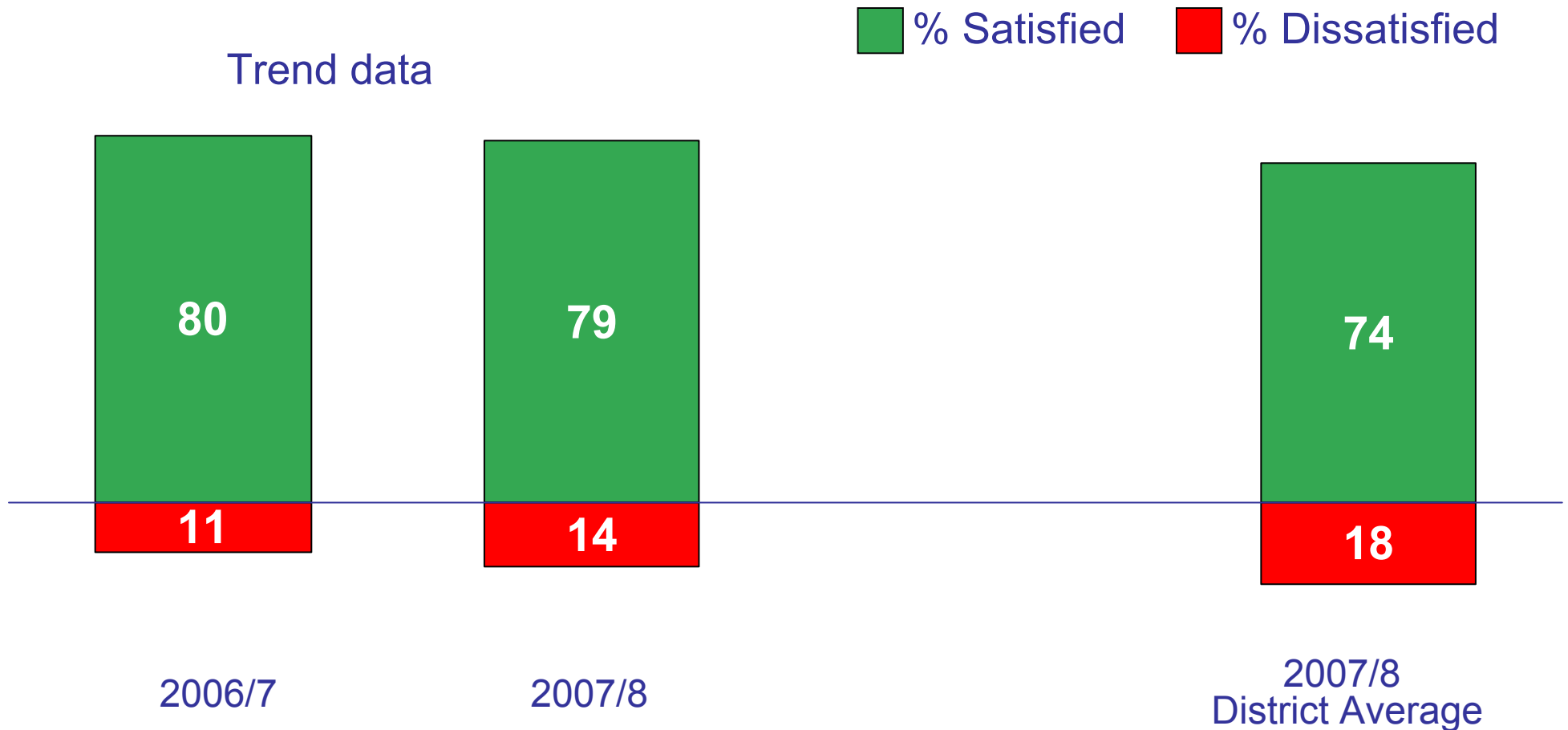


Net satisfaction score +/-
Gedling Borough Council = +66
District average = +56

	Sat %	Dis. %
<u>Gender</u>		
Men	79	13
Women	79	15
<u>Age</u>		
18-34	72	18
35-54	78	15
55+	86	9
<u>Residence</u>		
Up to 5 years	76	15
6 to 20 years	81	12
21+ years	80	14

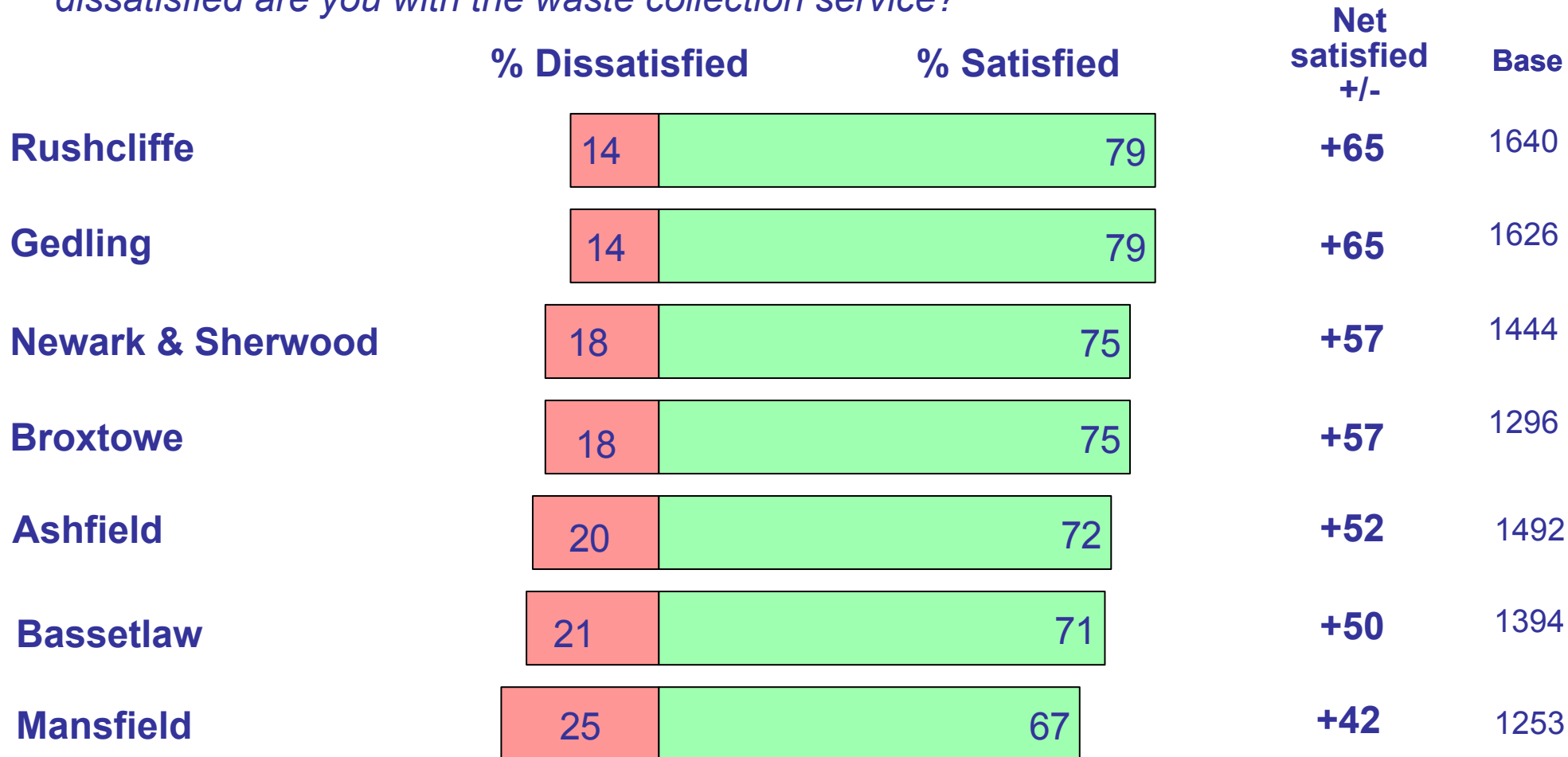
Household waste collection: contextual data

Q7 *Gedling Borough Council undertakes a collection of household waste, alternating between recyclable and non-recyclable waste each week. How satisfied or dissatisfied are you with the waste collection service?*



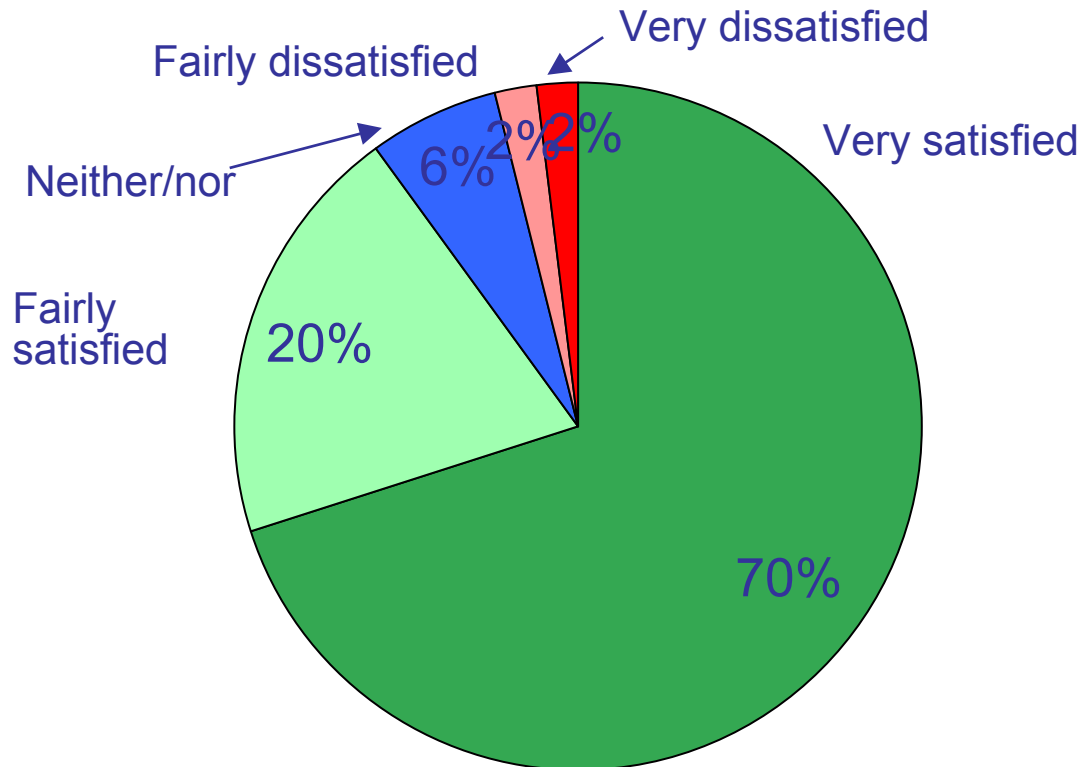
Household waste collection: district comparisons

Q7 *Your local district/borough council undertakes a collection of household waste, alternating between recyclable and non-recyclable waste each week. How satisfied or dissatisfied are you with the waste collection service?*



Waste collection in the Summer

Q8 During the summer months Gedling Borough council collected non-recyclable waste every week on a trial basis with recyclable waste still collected every fortnight. How satisfied or dissatisfied with your with the waste collection service during the summer period?

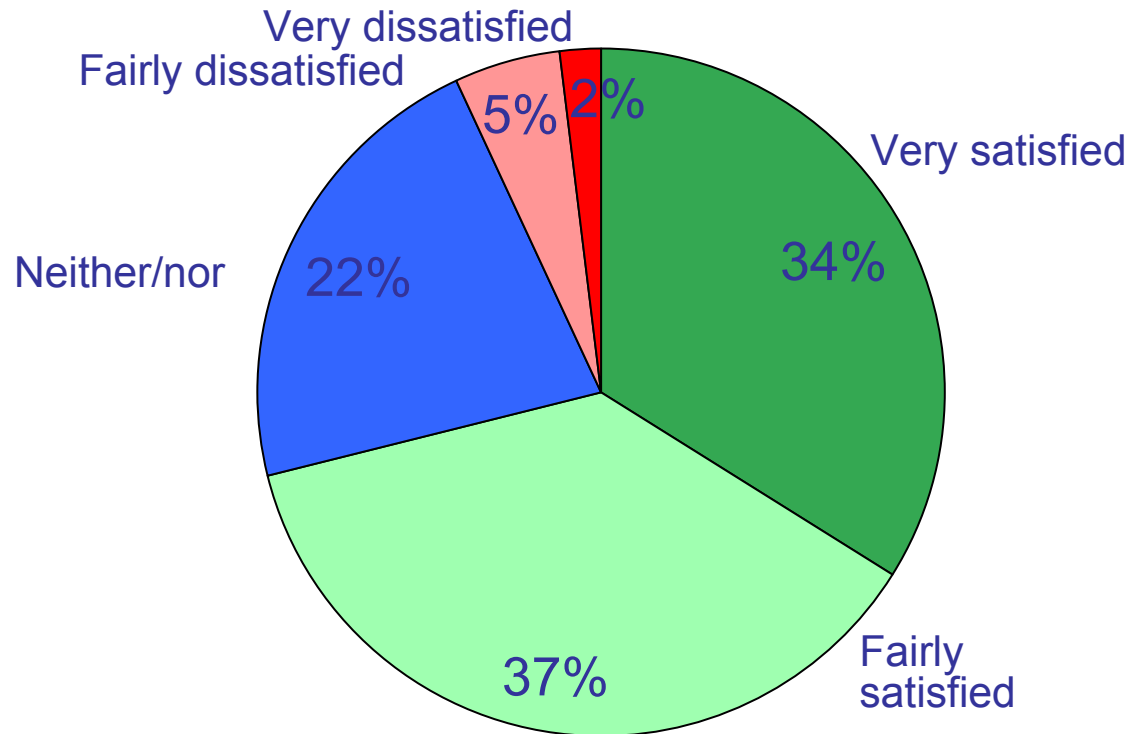


**Net satisfaction score +/-
Gedling Borough Council = +86**

	Sat %	Dis. %
Gender		
Men	86	5
Women	93	3
Age		
18-34	86	4
35-54	91	4
55+	90	4
Residence		
Up to 5 years	85	4
6 to 20 years	90	4
21+ years	92	4

Recycling facilities (BV90b)

Q9 *Gedling Borough Council provides a range of recycling facilities such as banks based in car parks in the local area for the collection of recyclable items. How satisfied or dissatisfied are you with these facilities?*

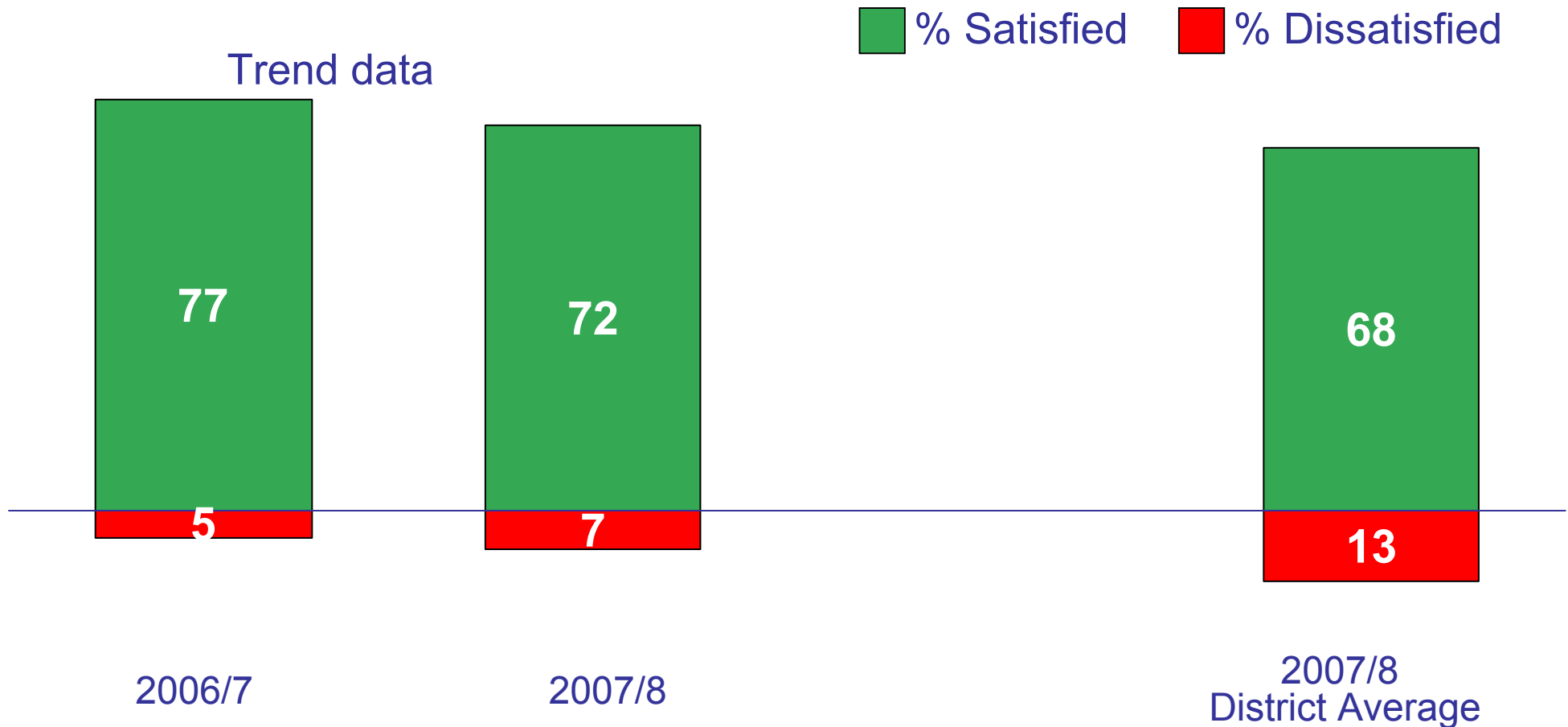


Net satisfaction score +/-
Gedling Borough Council = +65
District average = +55

	Sat %	Dis. %
<u>Gender</u>		
Men	74	8
Women	70	5
<u>Age</u>		
18-34	68	9
35-54	71	6
55+	75	6
<u>Residence</u>		
Up to 5 years	69	9
6 to 20 years	74	6
21+ years	72	6

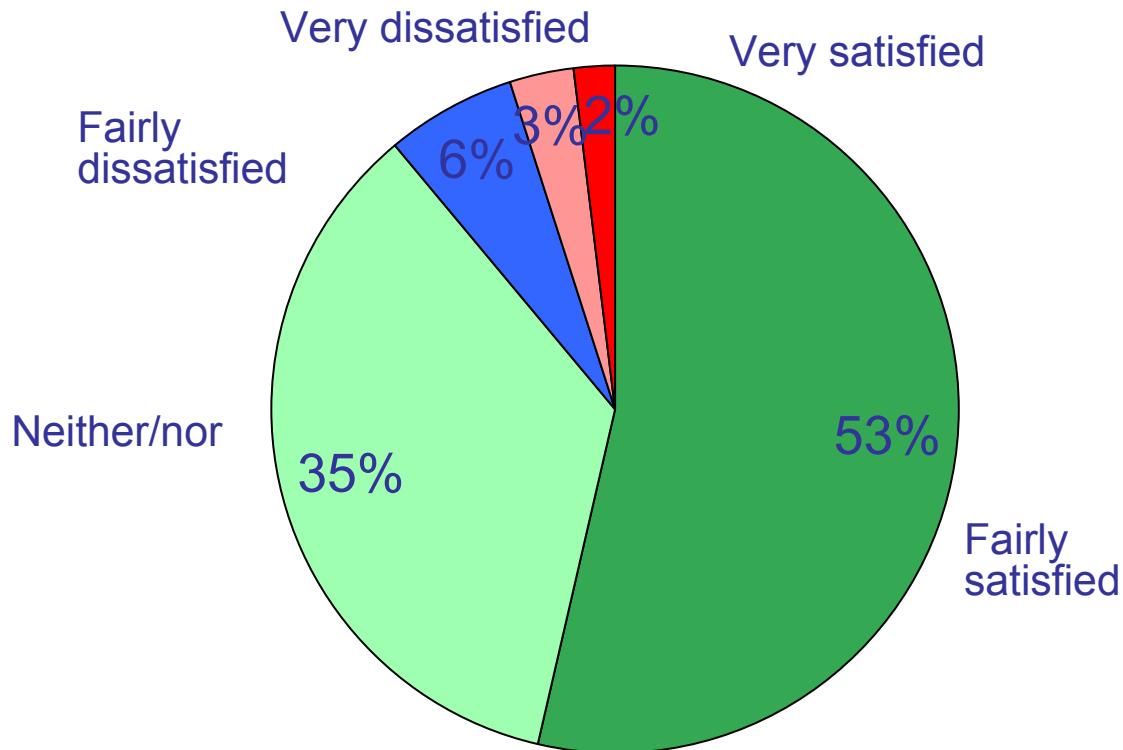
Recycling facilities: contextual data

Q9 *Gedling Borough Council provides a range of recycling facilities such as banks based in car parks in the local area for the collection of recyclable items. How satisfied or dissatisfied are you with these facilities?*



Recycling collection

Q10 Gedling Borough Council undertakes a fortnightly collection of waste for recycling. How satisfied or dissatisfied are you with this service?



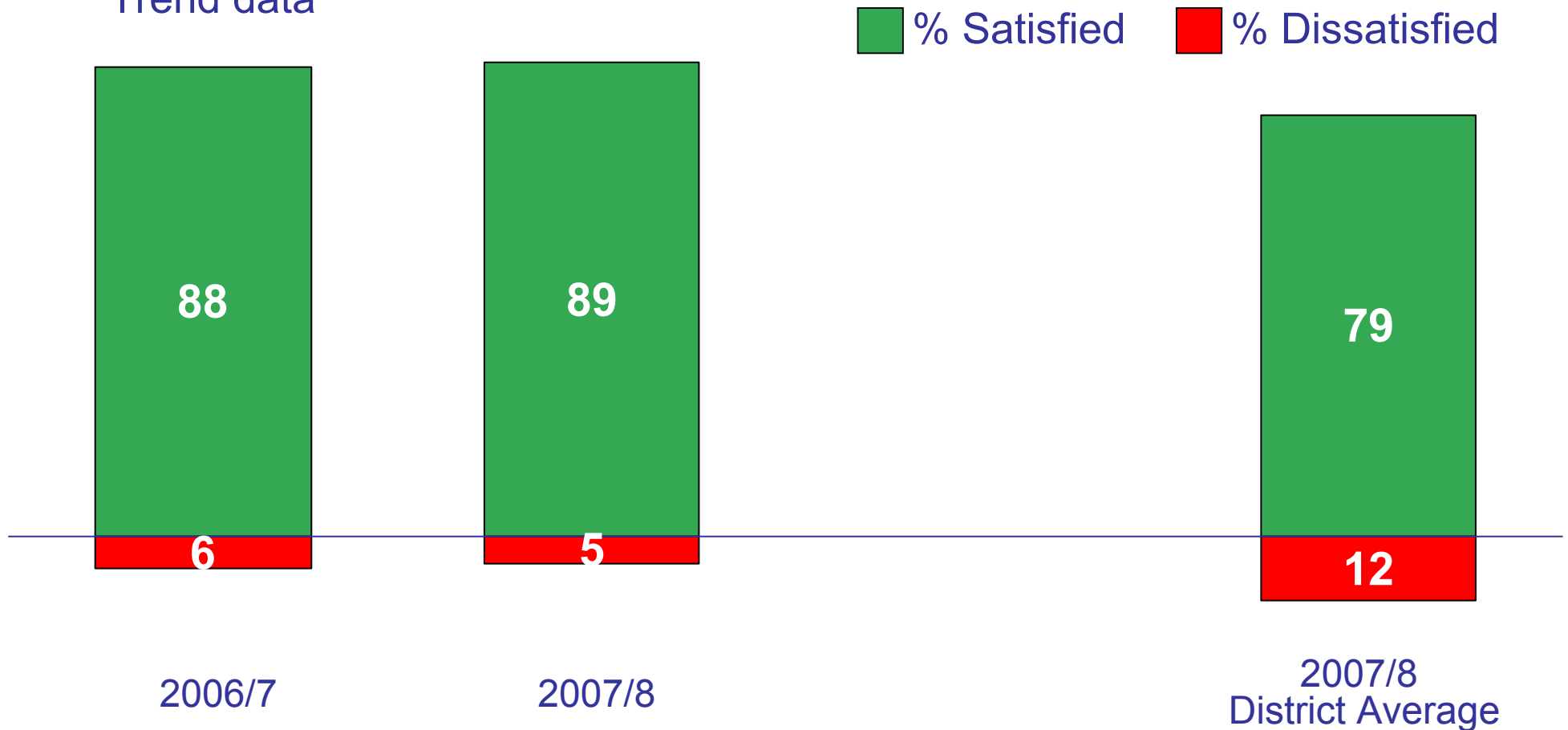
Net satisfaction score +/-
Gedling Borough Council = +84
District average = +67

	Sat %	Dis. %
Gender		
Men	86	6
Women	92	5
Age		
18-34	86	6
35-54	88	6
55+	92	4
Residence		
Up to 5 years	84	8
6 to 20 years	91	5
21+ years	90	4

Recycling collection: contextual data

Q10 *Gedling Borough Council undertakes a fortnightly collection of waste for recycling. How satisfied or dissatisfied are you with this service?*

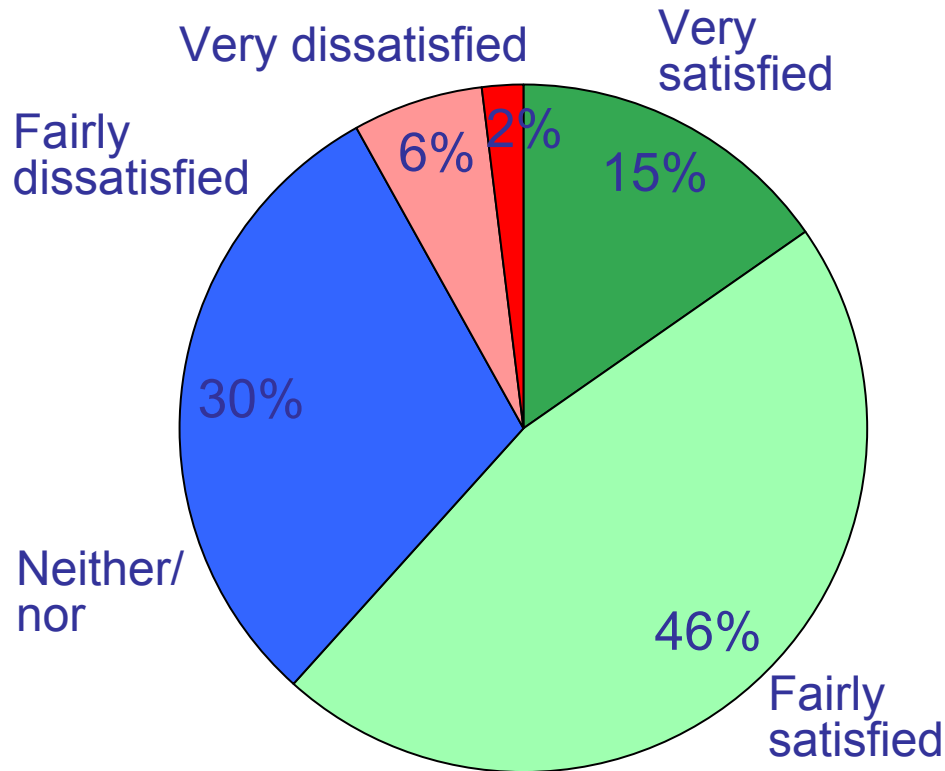
Trend data



Sports/leisure facilities (BV119a)

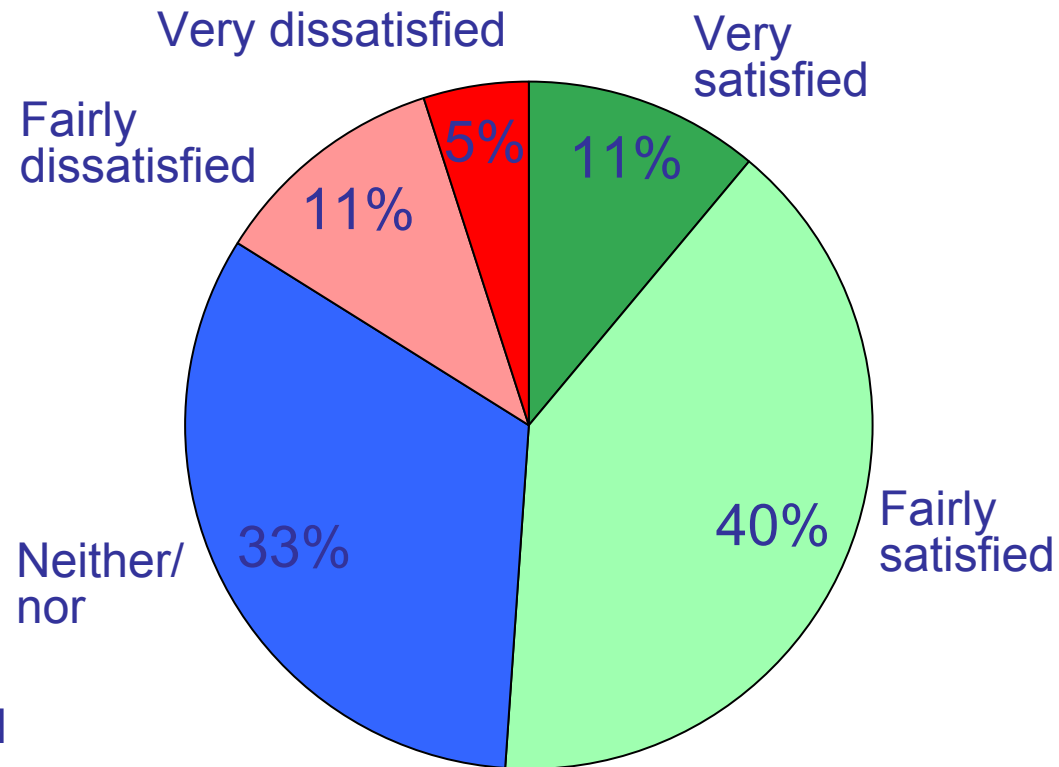
Q11a Please indicate how satisfied or dissatisfied you are with each of the following services provided or supported by Gedling Borough Council: **'Sports/leisure facilities and events'**

Gedling Borough Council



Net sat. score = +52

Nottinghamshire District Average



Net sat. score = +35

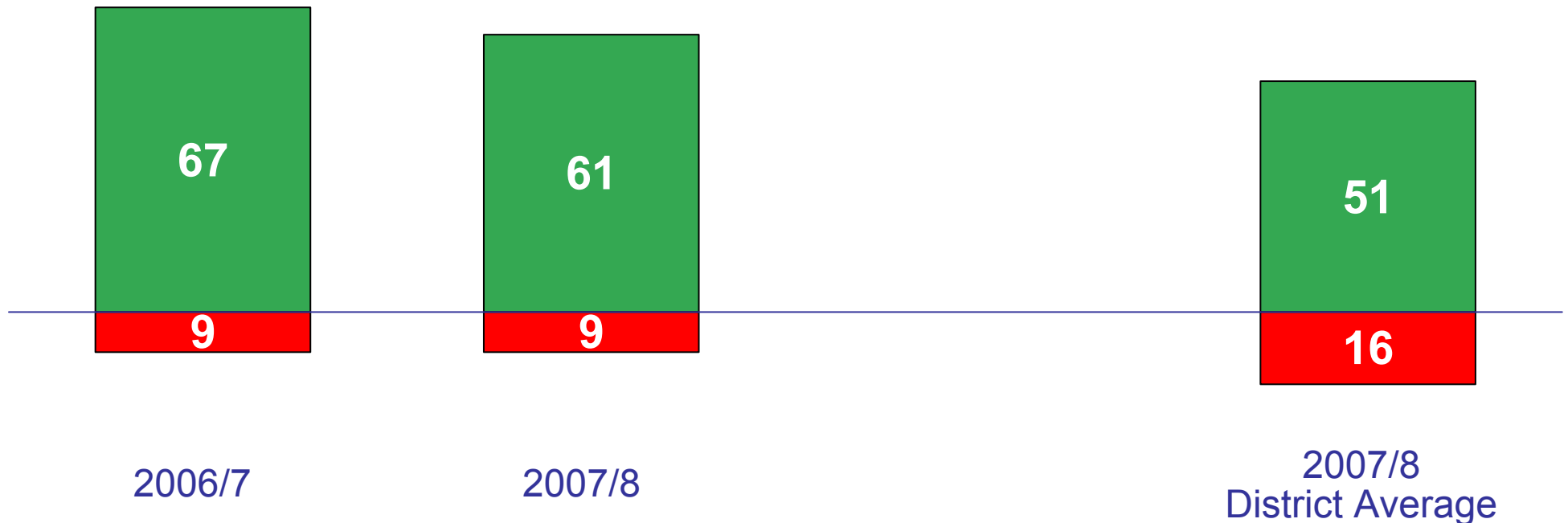
BV119a: contextual data

Q11a Please indicate how satisfied or dissatisfied you are with each of the following services provided or supported by Gedling Borough Council:
'Sports/leisure facilities and events'

■ % Satisfied ■ % Dissatisfied

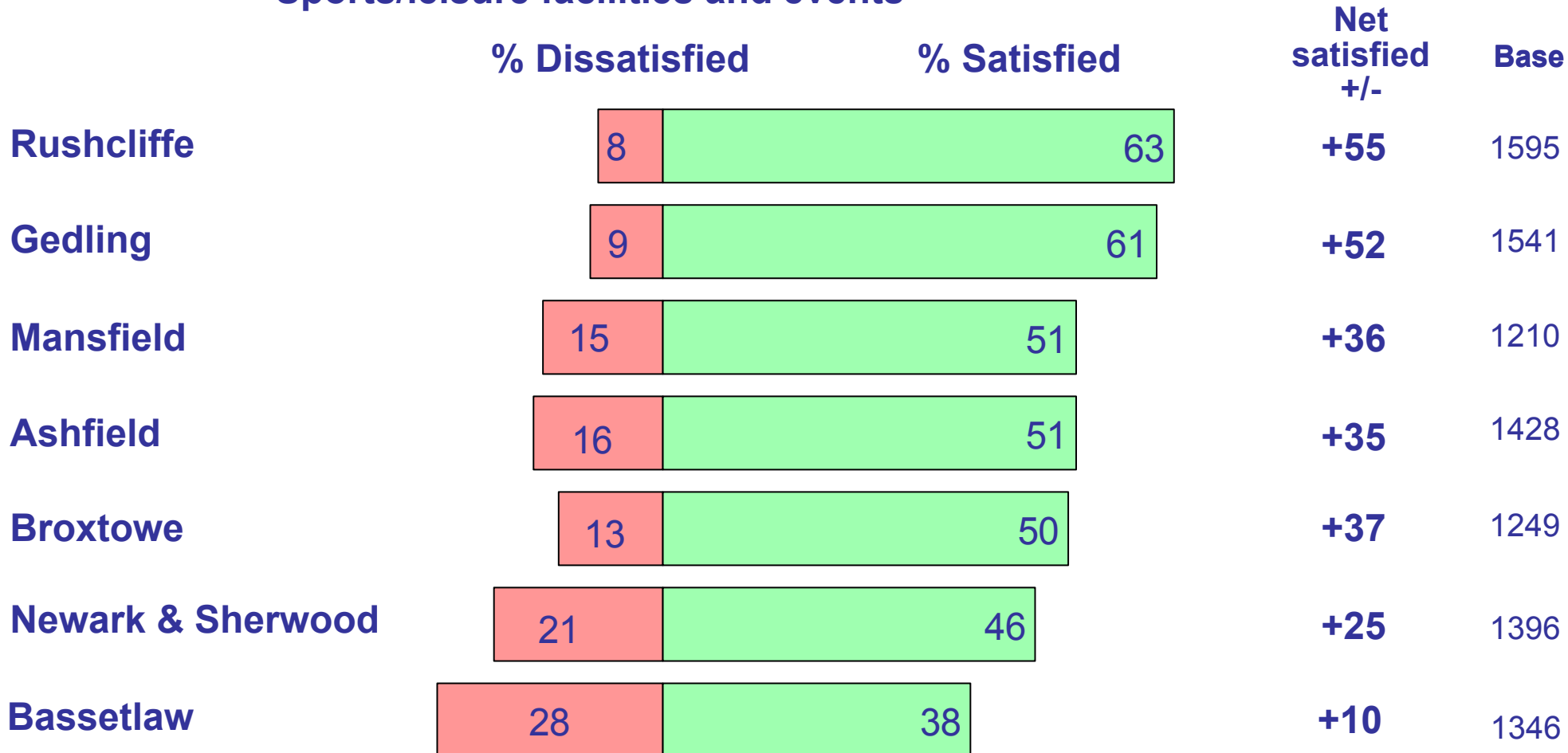
Trend data

Comparative data for 2006/7



Sports & leisure facilities: district comparisons

Q10a Please indicate how satisfied or dissatisfied you are with each of the following services provided or supported by your local district/borough council:
'Sports/leisure facilities and events'

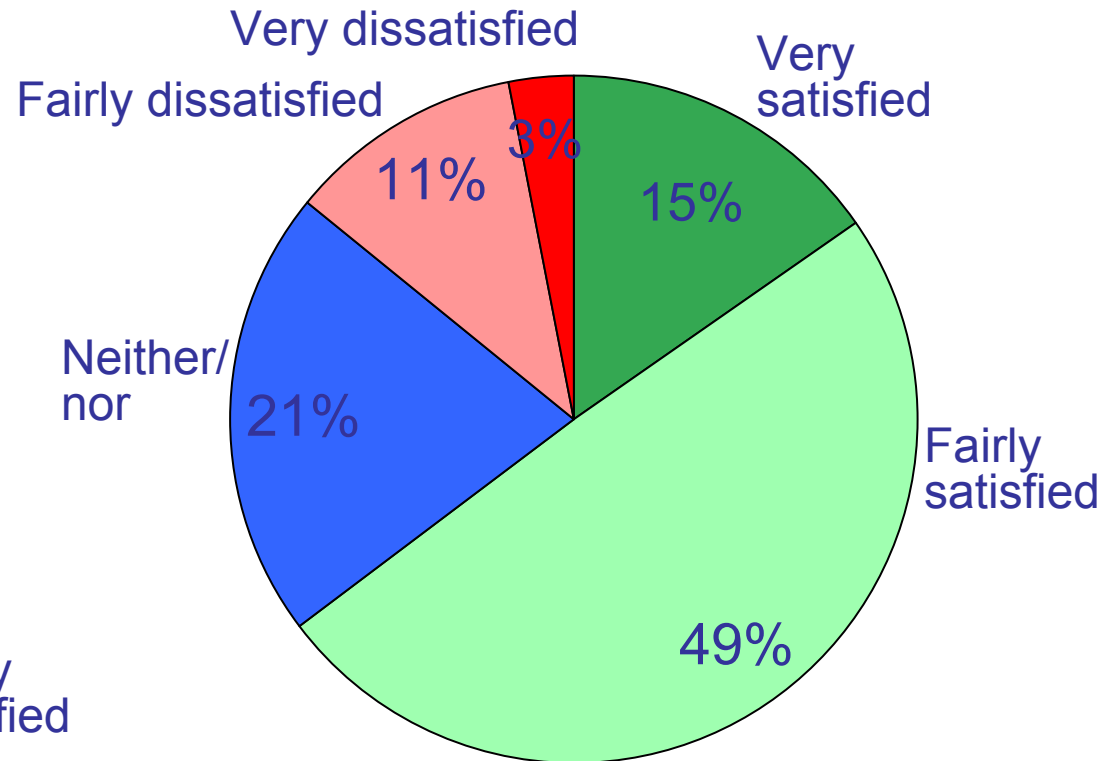
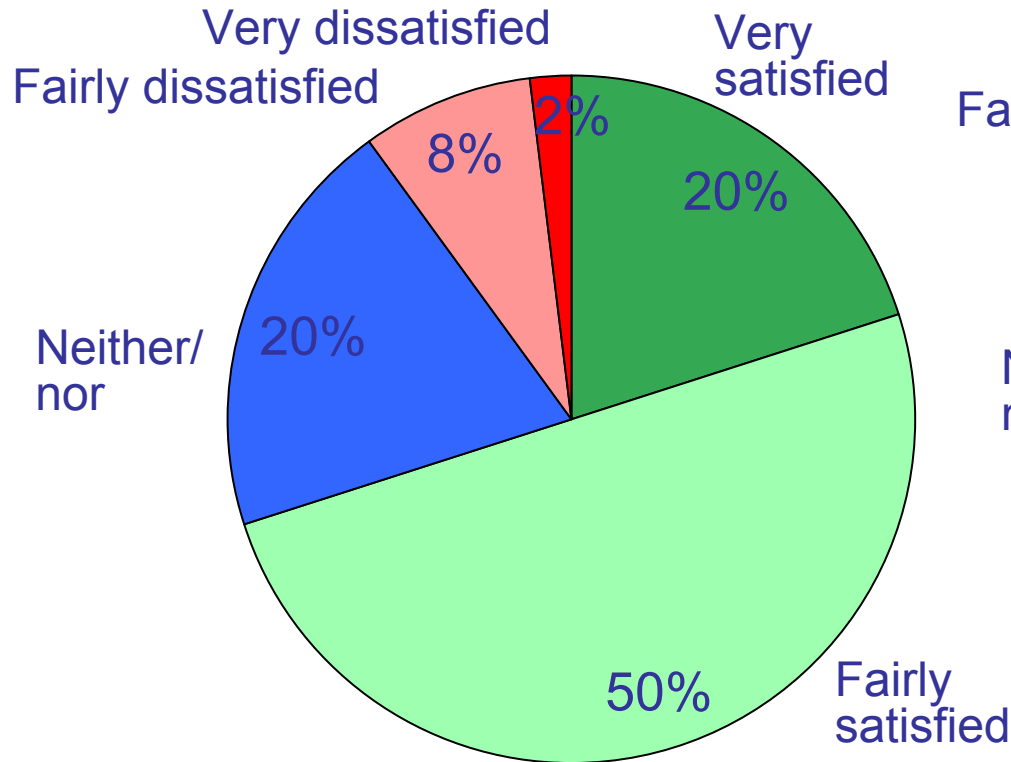


Parks and open spaces (BV119e)

Q11d Please indicate how satisfied or dissatisfied you are with each of the following services provided or supported by Gedling Borough Council: **'Parks and Open Spaces'**

Gedling Borough Council

Nottinghamshire District Average

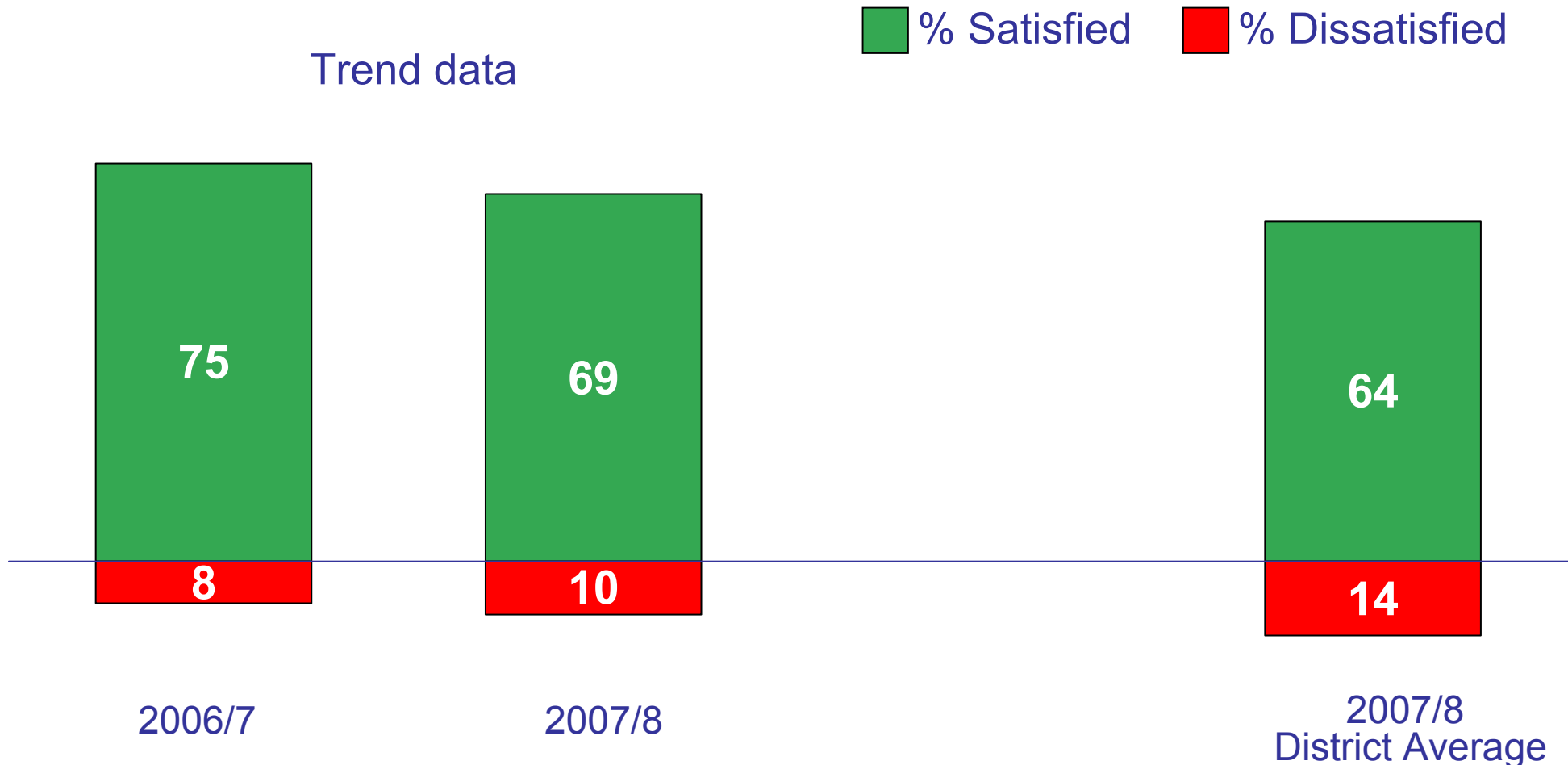


Net sat. score = +59

Net sat. score = +50

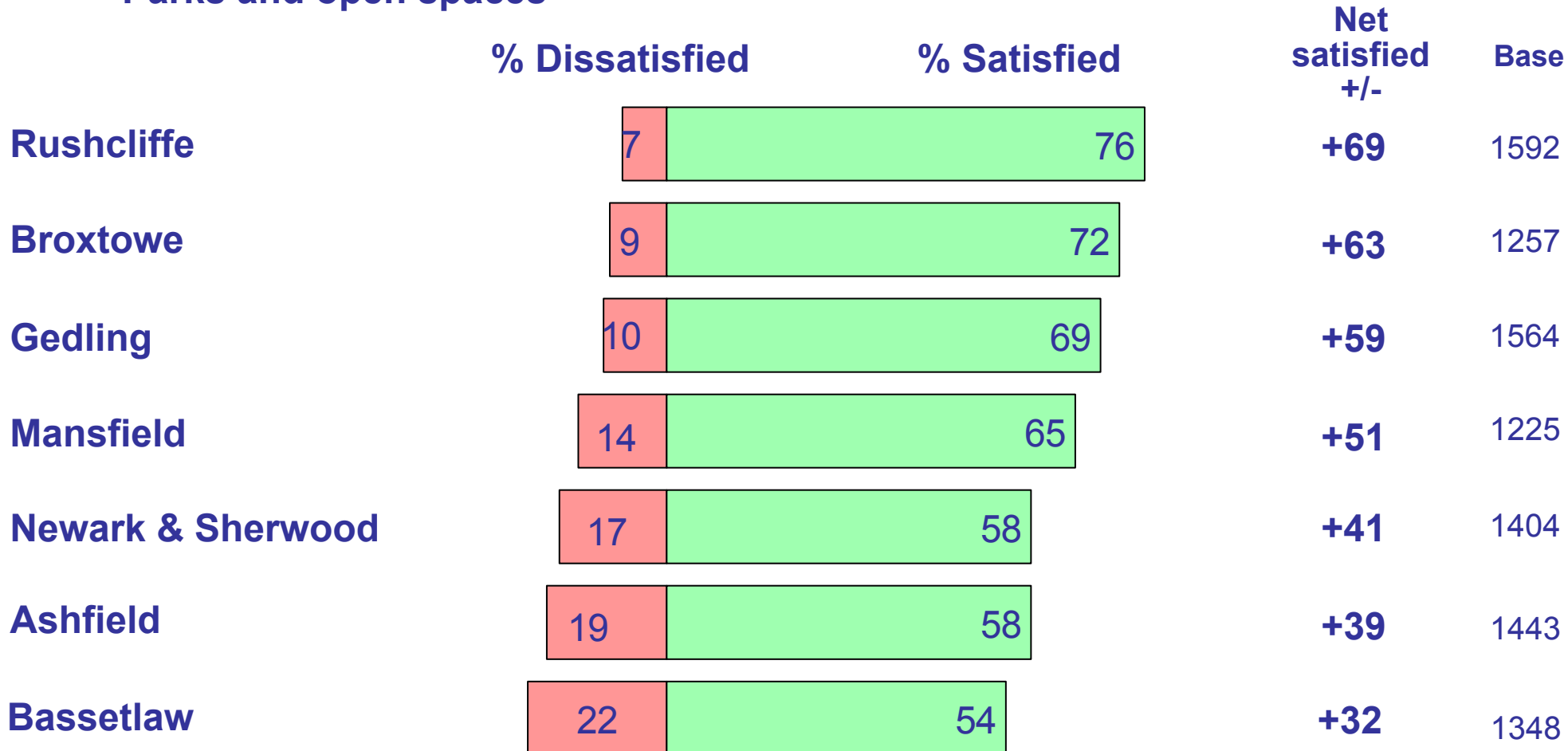
BV119e: contextual data

Q10d Please indicate how satisfied or dissatisfied you are with each of the following services provided or supported by Gedling Borough Council:
'Parks and open spaces'



Parks & open spaces: district comparisons

Q10d Please indicate how satisfied or dissatisfied you are with each of the following services provided or supported by your local district/borough council:
'Parks and open spaces'



Summary and Implications

- Generally positive
 - Consistently better than most Notts councils, though seldom the best
 - Overall satisfaction above expected vs deprivation
 - Good place to live overall, but regular concerns re crime, traffic, teenagers remain
- Place survey replaces – probably from 2008
 - Every two years
 - Unlikely to measure satisfaction with Council services
- Looking at alternating Place Survey/Satisfaction survey every other year
- For future discussion and agreement