





Satisfaction Survey 2007/8

Summary of Research Report for Gedling Borough Council

March 2008









Introduction

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

Technical Details

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

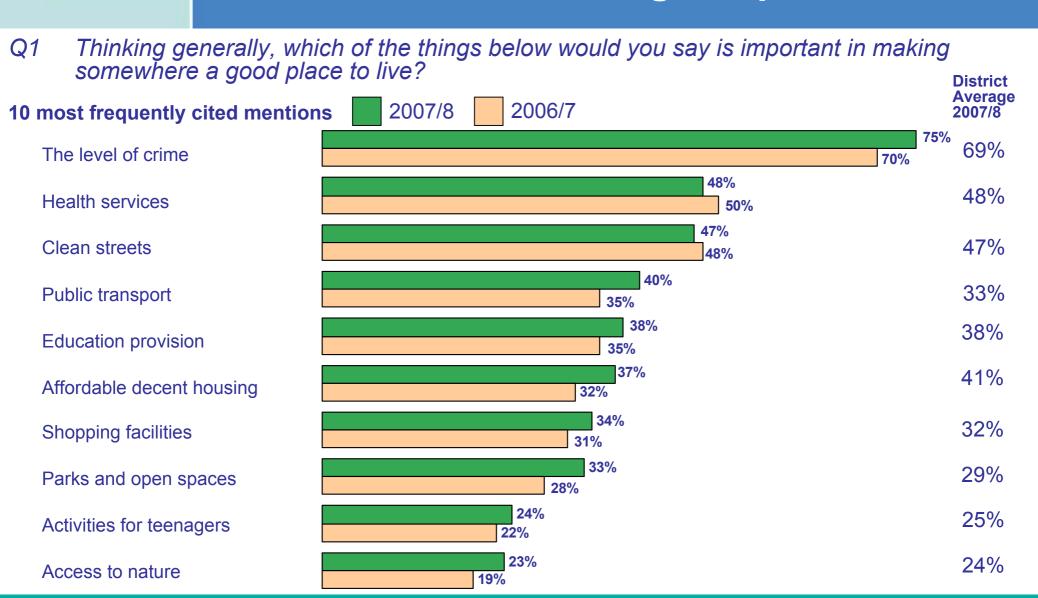
- 1,654 up to 7 January 2008
- 33% response rate
- Lower than previous surveys, but higher numerically as sample was bigger
- Response profile more skewed to older residents

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?

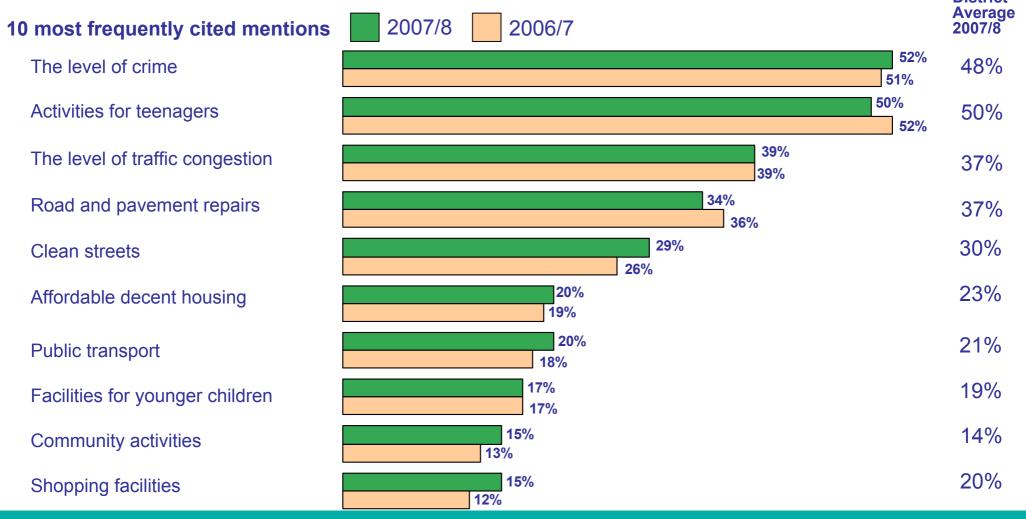


Base: All valid responses (1,603 in 2007 and 1,149 in 2006)

Priorities for improvement locally

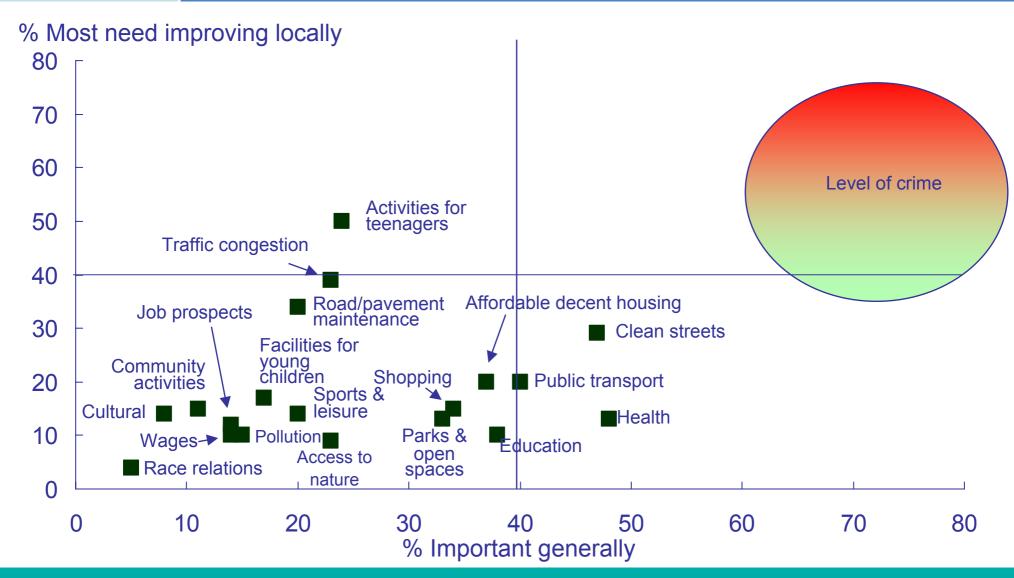
Q2 And thinking about this local area, which of the things below, if any, do you think most need improving?

District



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

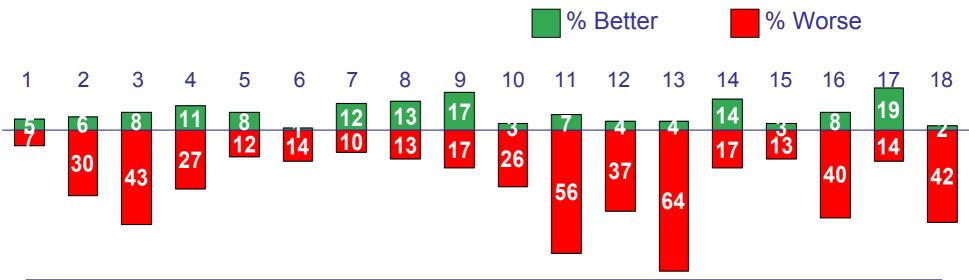
Quality of life – developing priorities



Base: 1,603 answering Q1 and 1,540 answering Q2: 2007

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

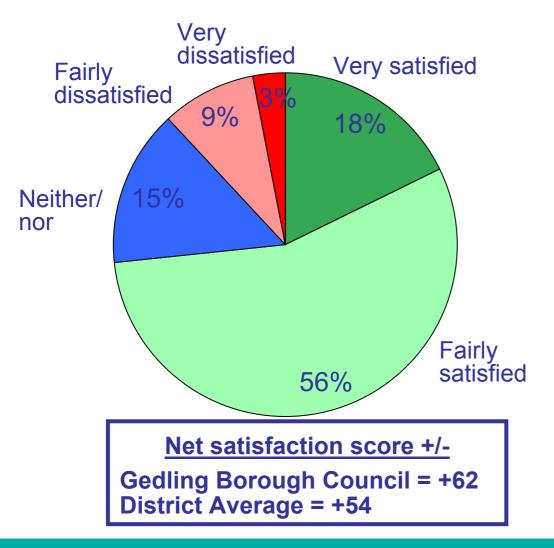
Q3 Still thinking about your local area, do you think each of the following has got better, stayed the same or got worse in the last year?





Satisfaction with the local area

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

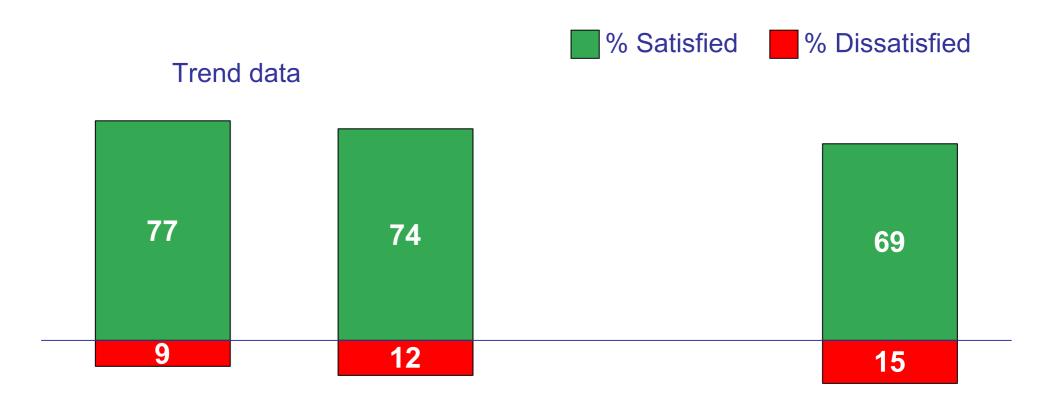


	Sat. %	Dis. %
<u>Gender</u>		
Men	71	13
Women	75	10
Age		
18-34	72	12
35-54	72	13
55+	77	9
Decidence		
Residence		
Up to 5 years	78	8
6 to 20 years	72	15
21+ years	72	12

Base: all valid responses (1,616)

Satisfaction with the local area: contextual data

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



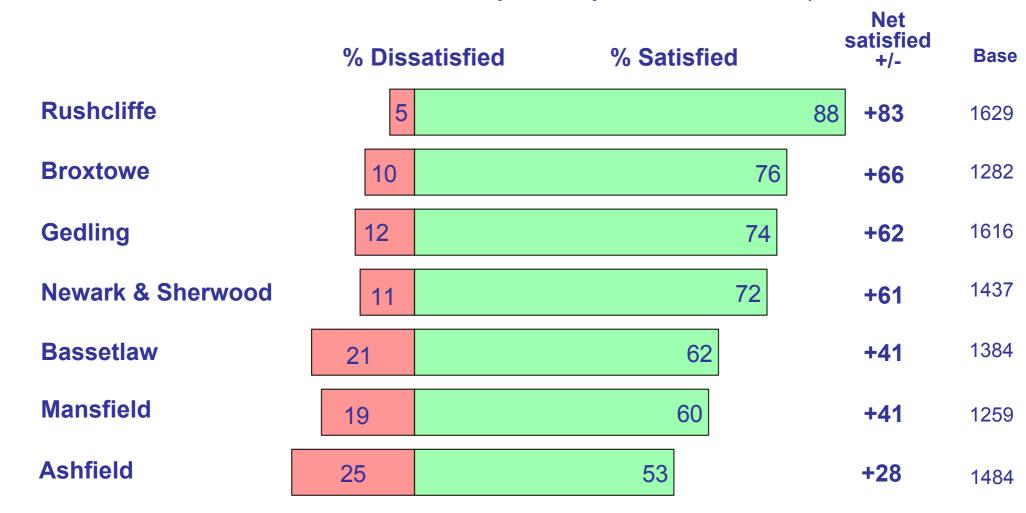
2006/7

2007/8

2007/8 District Average

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?

Net

	% Dissatisfied	% Satisfied	satisfied +/-
Gedling	21	35	+14 1401
Rushcliffe	19	32	+13 1418
Mansfield	25	33	+8 1082
Broxtowe	24	29	+5 1099
Newark & Sherwood	29	27	-2 1245
Bassetlaw	29	24	-5 1188
Ashfield	29	23	-6 1261

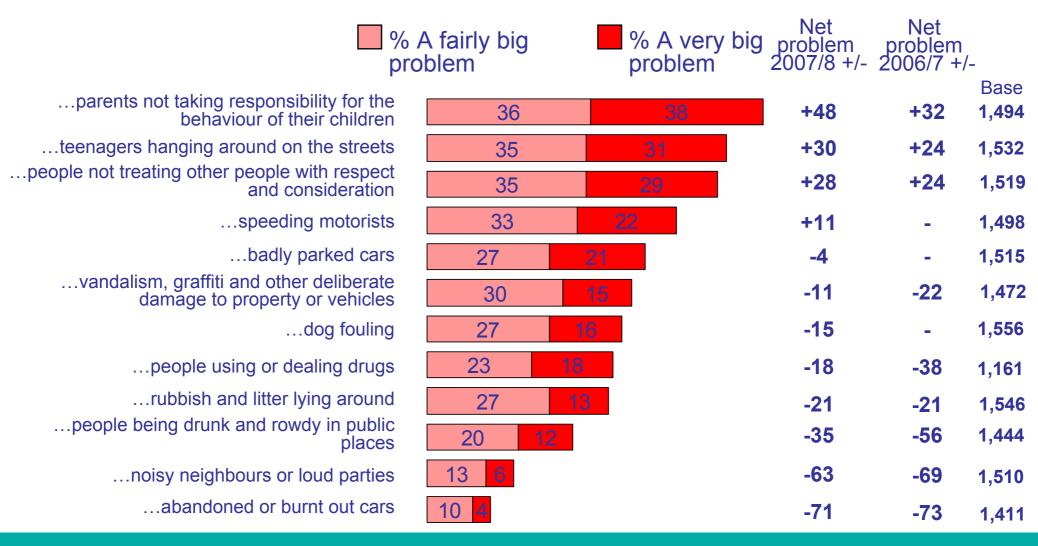
Influencing local decisions: district comparisons

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

	% Disagree %	% Agree	Net agree +/-	Base
Rushcliffe	67	33	-34	1418
Gedling	69	31	-38	1401
Mansfield	70	30	-40	1082
Broxtowe	70	30	-40	1099
Ashfield	71	29	-42	1261
Newark and Sherwood	74	26	-48	1245
Bassetlaw	75	25	-50	1188

Anti-social behaviour

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



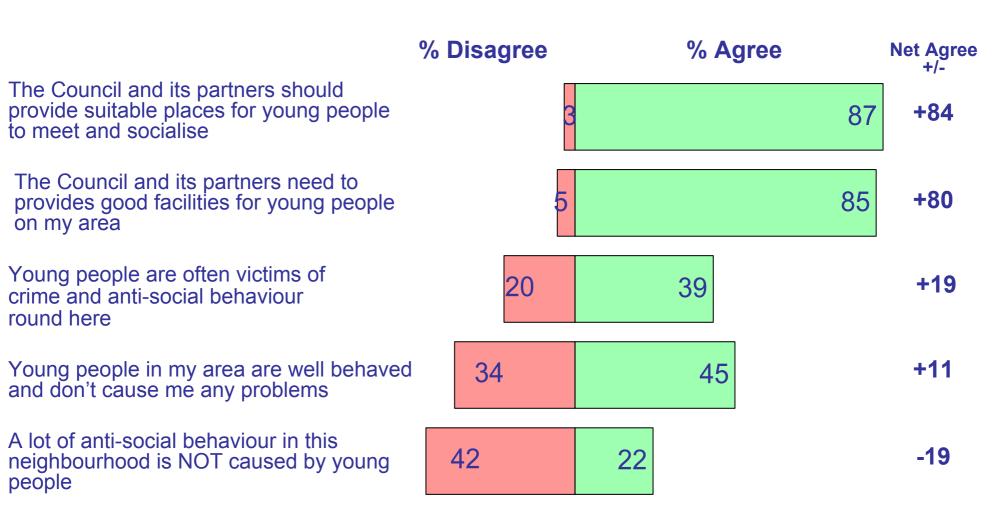
Anti-social behaviour during the past 12 months

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

year?	% Worse	% Better	Net +/-	Base
abandoned or burnt out cars		6 2	+14	1,102
dog fouling	20	14	-7	1,407
rubbish and litter lying around	21	14	-7	1,435
vandalism, graffiti and other deliberate damage to property or vehicles	25	10	-15	1,258
noisy neighbours or loud parties		9 8	-2	1,248
people being drunk and rowdy in public place	16	8	-9	1,212
speeding motorists	34	8	-26	1,366
people using or dealing drugs	27	6	-21	932
teenagers hanging around on the streets	38	6	-32	1,402
badly parked cars	29	5	-24	1,355
people not treating other people with respect and consideration	32	3	-30	1,398
parents not taking responsibility for the behaviour of their children	36	2	-33	1,391

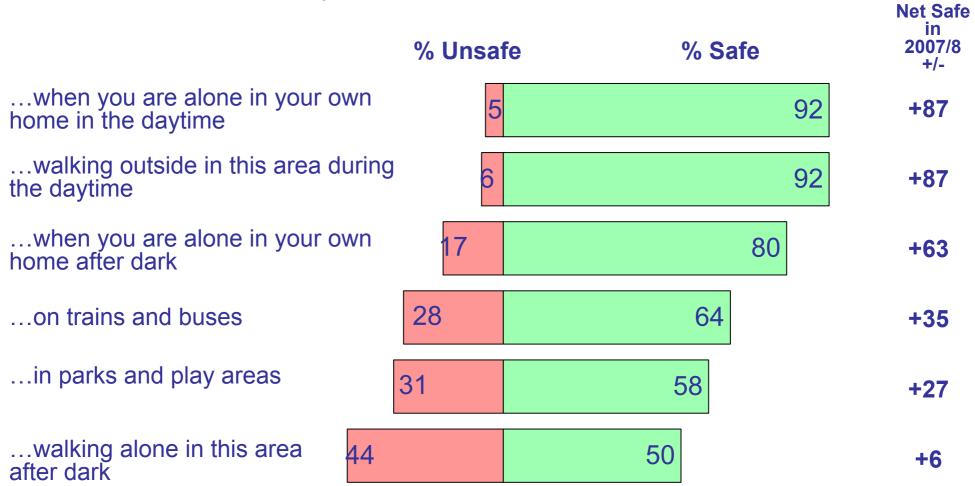
Anti-social behaviour and young people

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...

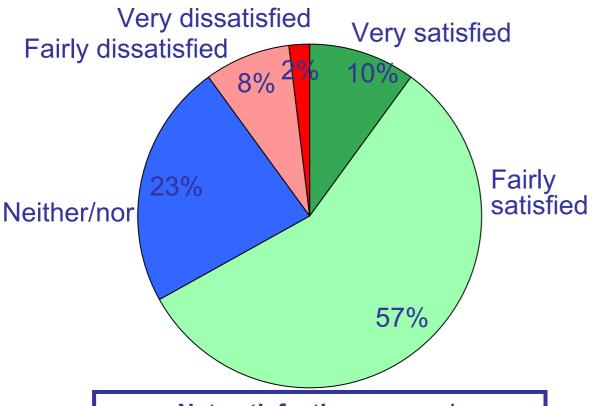


Base: All respondents (1,654)

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?



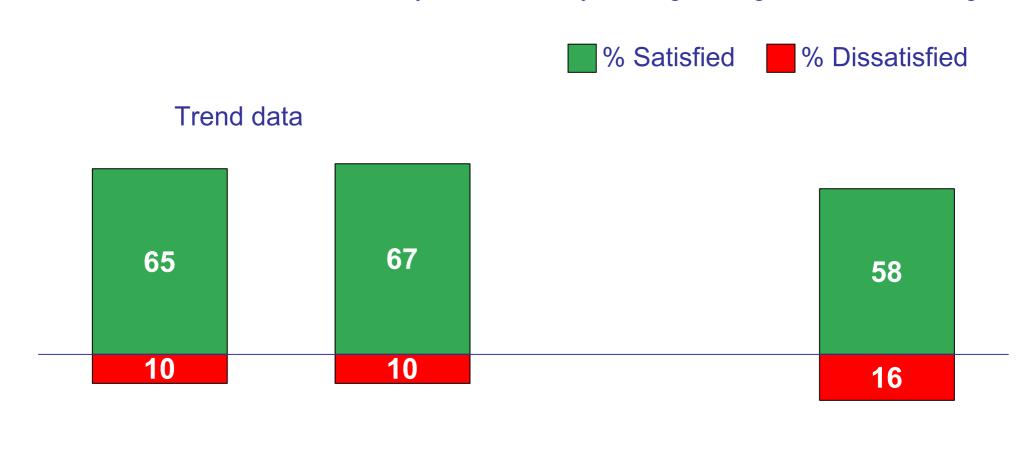
Net satisfaction score +/-
Gedling Borough Council = +57
District average = +41

	Agree	Dis.
	%	%
<u>Gender</u>		
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

Base: all valid responses (1,623)

Satisfaction with Council: contextual data

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



2006/7

2007/8

2007/8 District Average

Base: all valid responses (1,623 in 2007 and 1,218 in 2006)

Satisfaction with the Council: district comparisons

Not

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

	% Dissatisfied	% Satisfied	satisfied +/-	Base
Rushcliffe	8	74	+66	1641
Gedling	10	67	+57	1623
Broxtowe	11	64	+53	1294
Mansfield	18	53	+35	1248
Newark and Sherwood	21	50	+29	1445
Ashfield	23	50	+27	1468
Bassetlaw	24	43	+19	1390

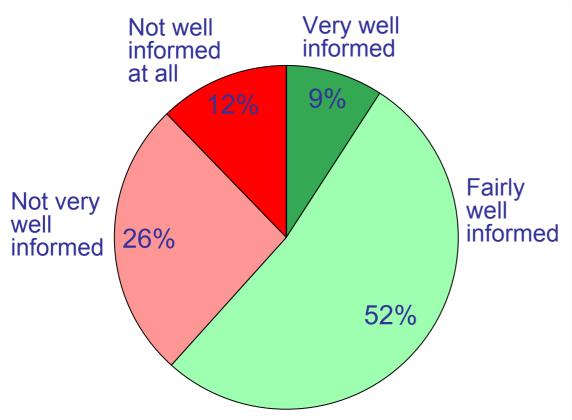
Attitudes towards the Council

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

Green = above NDC average Red = below NDC average	% Not v	very much/ at all	% A great deal/to some extent	Net +/-	Net +/- District Average	Bass
treats all types of people fairly		22	78	+55	+44	Base 1,083
is making the local area a better place to	live	26	74	+48	+34	1,508
is working to make the area cleaner and g	greener	26	74	+48	+36	1,477
is efficient and well run		31	69	+37	+14	1,236
is trustworthy		32	68	+36	+18	1,150
promotes the interests of local residents	38	8	62	+23	+4	1,279
is working to make the area safer	40)	60	+21	+10	1,451
acts on the concerns of local residents	43		57	+15	-2	1,274
provides good value for money	43		57	+15	-9	1,301
is remote and impersonal	49		51	+3	+16	1,270

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 Women	56 66	44 34
Age 18-34 35-54 55+	50 61 70	50 39 30
Residence Up to 5 year 6 to 20 years 21+ years	s 56 62 64	44 38 36
Sat. with Co Satisfied Dissatisfied	ouncil 74 22	26 78

Base: All valid responses(1,503)

Keeping residents informed: contextual data

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



Base: all valid responses (1,503)

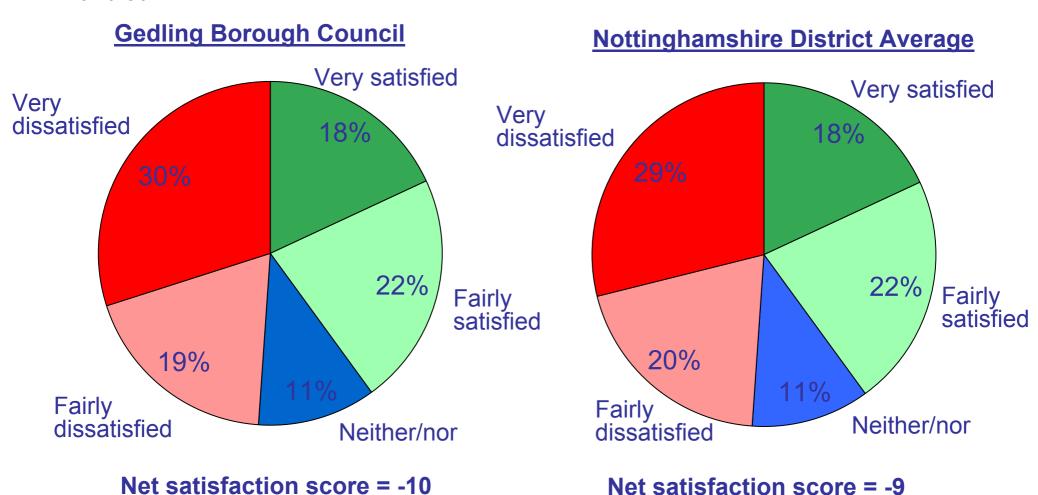
Keeping residents informed: district comparisons

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



Satisfaction with complaints handling

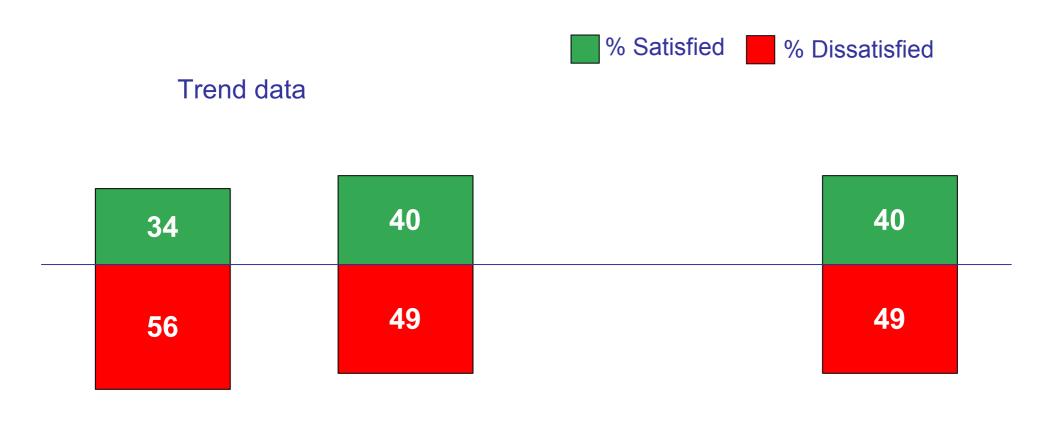
Q17 How satisfied or dissatisfied are you with the way in which your complaint was/were handled?



Base: All valid complainants (317)

Satisfaction with complaint handling: contextual data

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



2006/7

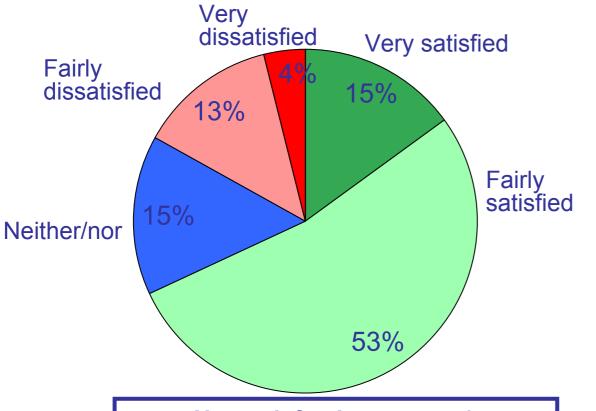
2007/8

2007/8 District Average

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?



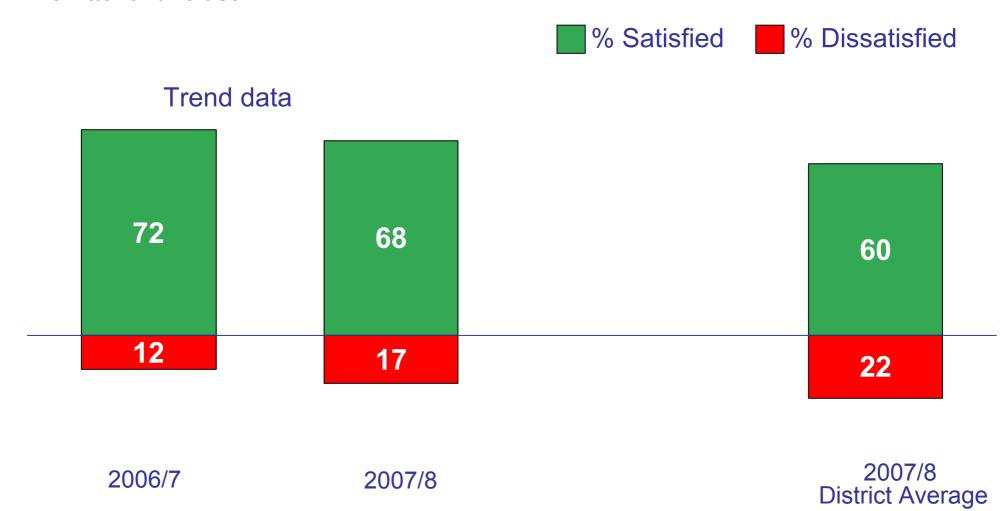
Net satisfaction score +/-
Gedling Borough Council = +51
District average = +38

	Sat	Dis.
	%	%
<u>Gender</u>		
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

Base: all valid responses (1,616)

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.?



Base: all valid responses (1,616 in 2007 and 1,234 in 2006)

Keeping land clear of litter: district comparisons

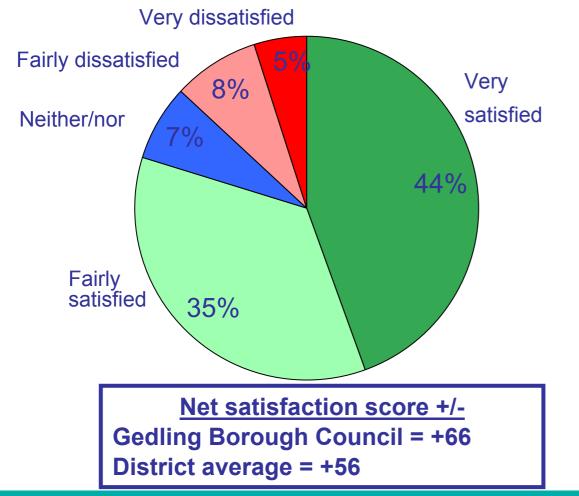
NIA

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

	% Dissatisfied	% Satisfied	Net satisfied +/-	Base
Rushcliffe	12	74	+62	1634
Gedling	17	68	+51	1616
Broxtowe	15	67	+52	1289
Newark & Sherwood	23	56	+33	1439
Mansfield	26	54	+28	1250
Bassetlaw	29	51	+22	1385
Ashfield	31	51	+20	1473

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?

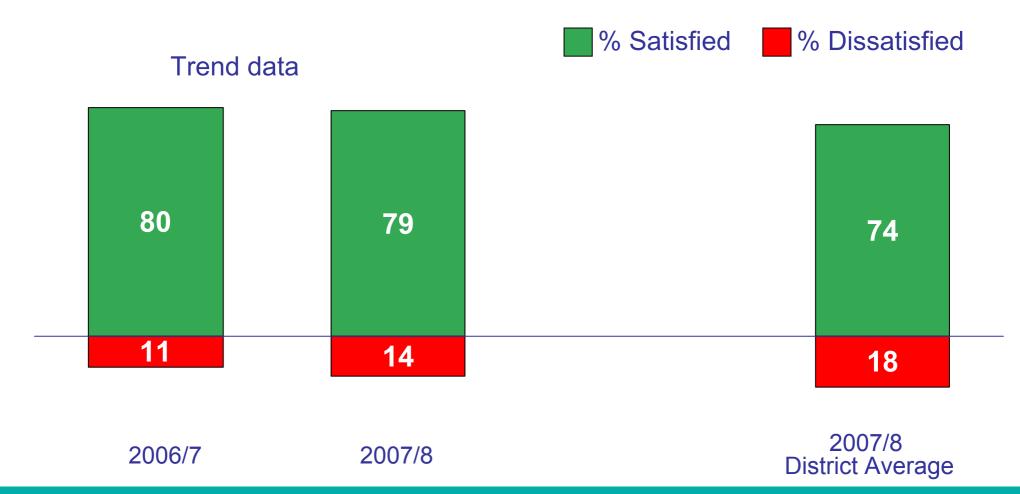


	Sat	Dis.
	%	%
Gender		
Men	79	13
Women	79	15
Age		
18-34	72	18
35-54	78	15
55+	86	9
Residence		
Up to 5 years	76	15
6 to 20 years	81	12
21+ years	80	14

Base: all valid responses (1,626 in 2007)

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?



Base: all valid responses (1,626 in 2007 and 1,215 in 2006)

Household waste collection: district comparisons

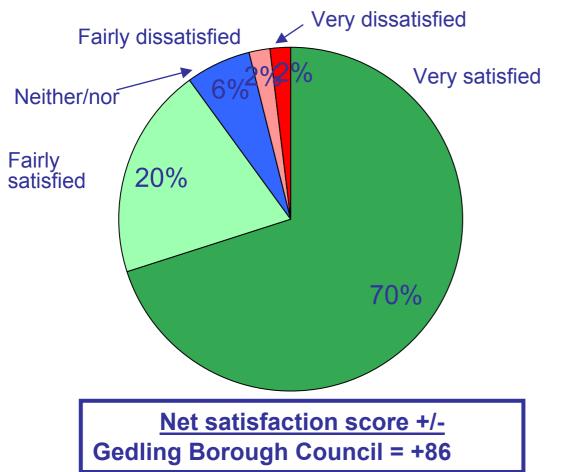
Q7 Your local district/borough council undertakes a collection of household waste, alternating between recyclable and non-recyclable waste each week. How satisfied or dissatisfied are you with the waste collection service?

Net

	% Dissatisfied	% Satisfied	satisfied +/-	Base
Rushcliffe	14	79	+65	1640
Gedling	14	79	+65	1626
Newark & Sherwood	18	75	+57	1444
Broxtowe	18	75	+57	1296
Ashfield	20	72	+52	1492
Bassetlaw	21	71	+50	1394
Mansfield	25	67	+42	1253

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?

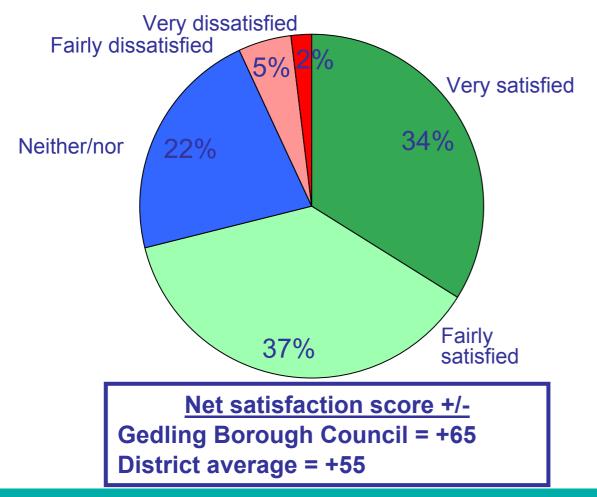


	Sat	Dis.
	%	%
<u>Gender</u>		
Men	86	5
Women	93	3
Age		
18-34	86	4
35-54	91	4
55+	90	4
Residence		
Up to 5 years	85	4
6 to 20 years	90	4
21+ years	92	4

Base: all valid responses (1,621)

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?

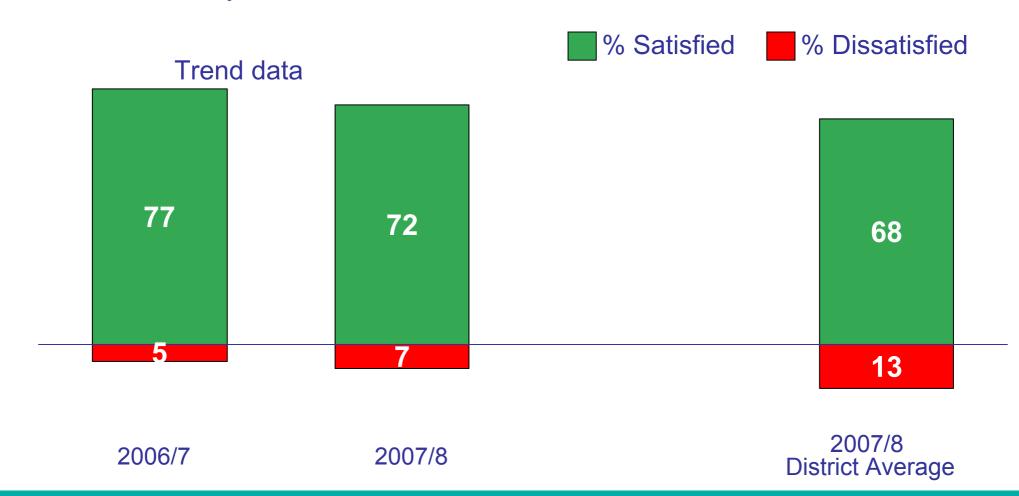


	Sat %	Dis. %
<u>Gender</u>		
Men	74	8
Women	70	5
Age		
18-34	68	9
35-54	71	6
55+	75	6
Residence		
Up to 5 years	69	9
6 to 20 years	74	6
21+ years	72	6

Base: all valid responses (1,620)

Recycling facilities: contextual data

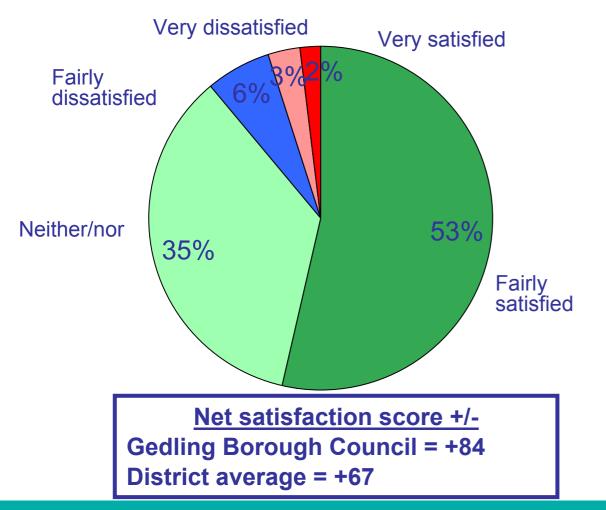
Q9 Gedling Borough Council provides a range of recycling facilities such as banks based in car parks in the local area for the collection of recyclable items. How satisfied or dissatisfied are you with these facilities?



Base: all valid responses (1,620 in 2007 and 1,073 in 2006)

Recycling collection

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

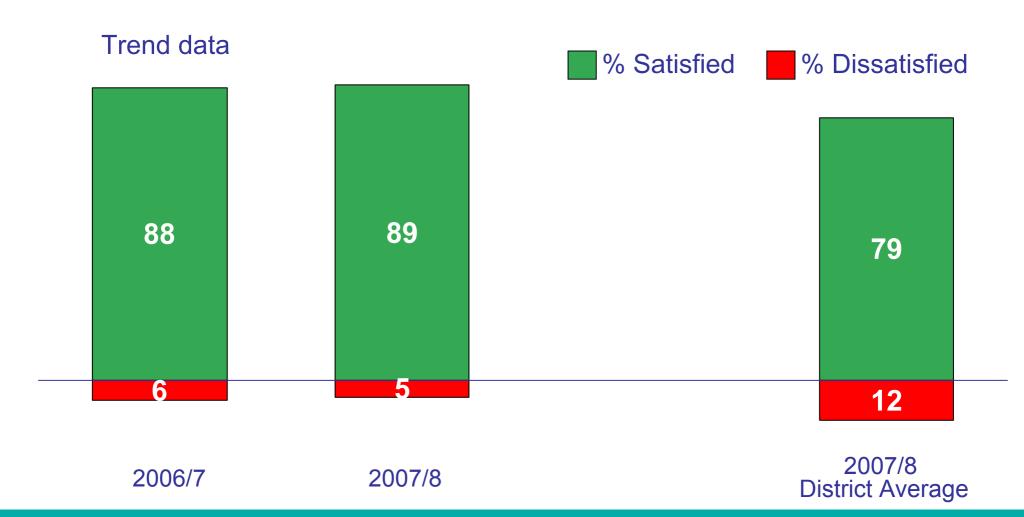


	Sat %	Dis.
<u>Gender</u>		
Men	86	6
Women	92	5
Age		
18-34	86	6
35-54	88	6
55+	92	4
Residence		
Up to 5 years	84	8
6 to 20 years	91	5
21+ years	90	4

Base: all valid responses (1,627)

Recycling collection: contextual data

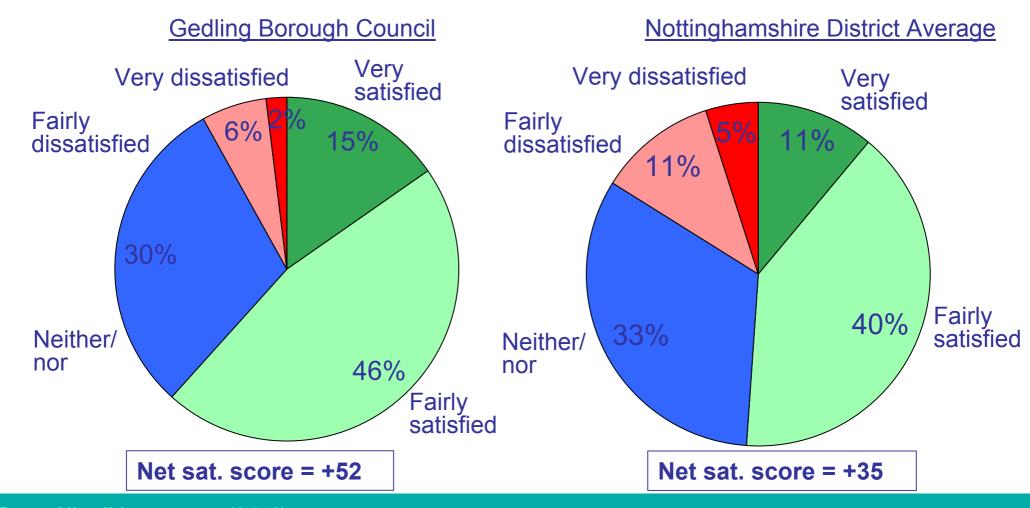
Q10 Gedling Borough Council undertakes a fortnightly collection of waste for recycling. How satisfied or dissatisfied are you with this service?



Base: all valid responses (1,627 in 2007 and 1,203 in 2006)

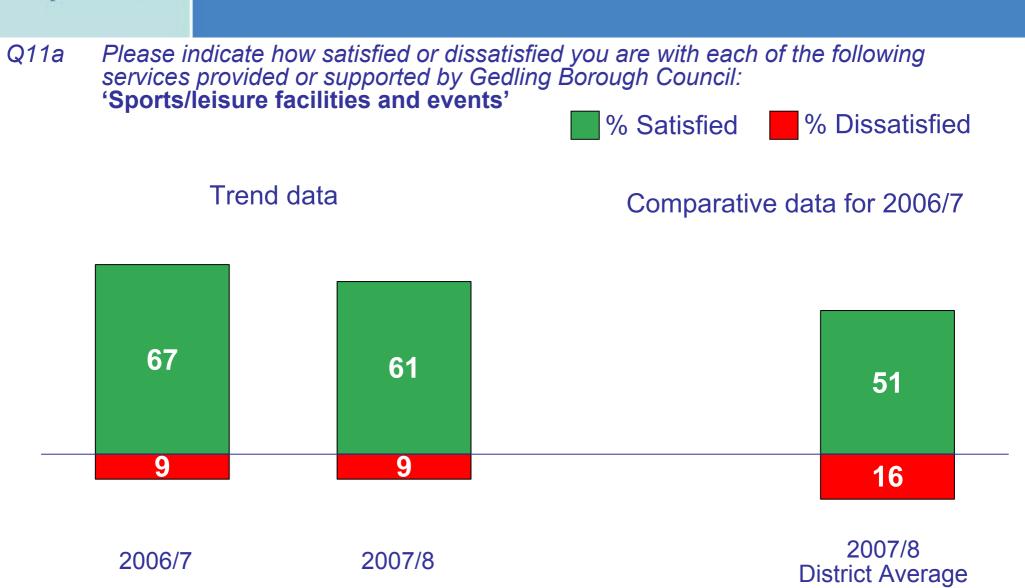
Sports/leisure facilities (BV119a)

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'



Base: All valid responses (1,541)

BV119a: contextual data



Base: All valid responses (1,541)

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:

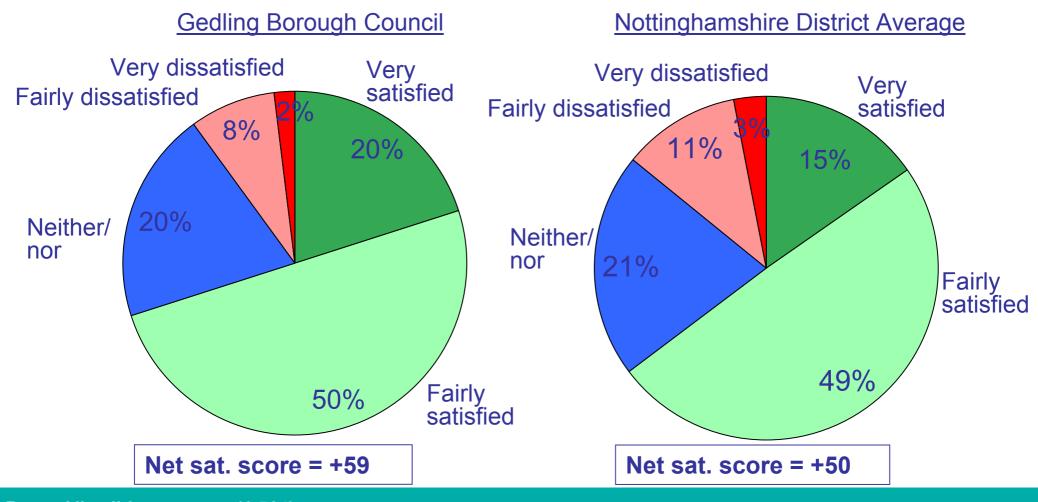
'Sports/loisure facilities and events'

'Sports/leisure facilities and events'			Net	
	% Dissatisfied	% Satisfied	satisfied +/-	Base
Rushcliffe	8	63	+55	1595
Gedling	9	61	+52	1541
Mansfield	15	51	+36	1210
Ashfield	16	51	+35	1428
Broxtowe	13	50	+37	1249
Newark & Sherwood	21	46	+25	1396
Bassetlaw	28	38	+10	1346

Base: all valid responses

Parks and open spaces (BV119e)

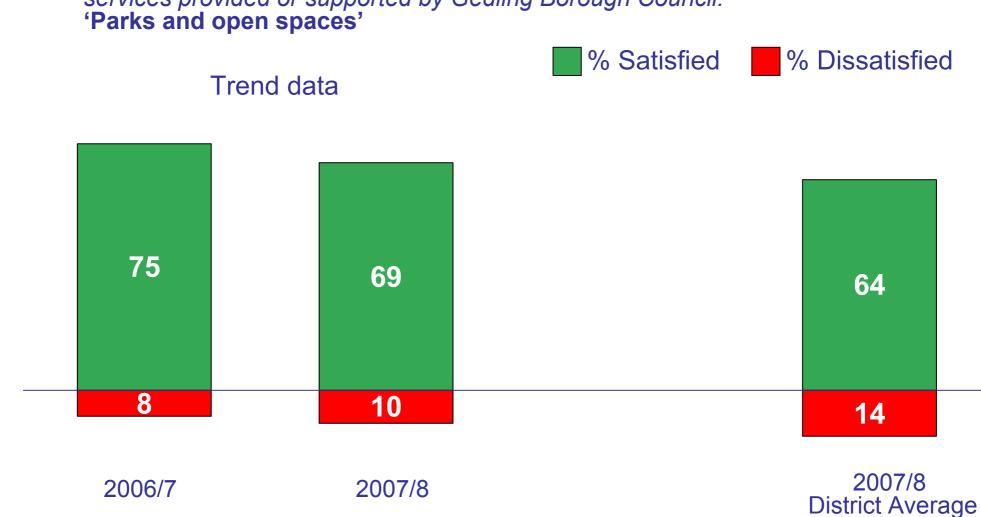
Q11d Please indicate how satisfied or dissatisfied you are with each of the following services provided or supported by Gedling Borough Council:
'Parks and Open Spaces'



Base: All valid responses (1,564)

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:



Base: All valid responses (1,564 in 2007)

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'

	% Dissatisfied	% Satisfied	Net satisfied +/-	Base
Rushcliffe	7	76	+69	1592
Broxtowe	9	72	+63	1257
Gedling	10	69	+59	1564
Mansfield	14	65	+51	1225
Newark & Sherwood	17	58	+41	1404
Ashfield	19	58	+39	1443
Bassetlaw	22	54	+32	1348

Base: All valid responses

Summary and Implications

Summary

- 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