

Report to Cabinet

Subject: Gedling Conversation and Satisfaction Survey 2017

Date: 9 March 2017

Author: Director of Organisational Development and Democratic Services

Wards Affected

Borough wide.

Purpose

To seek agreement for the programme of activities for the Gedling Conversation and Satisfaction Survey 2017.

Key Decision

This is not a key decision.

Background

- 1.1 The third and latest Gedling Conversation took place in September 2015. We organised roadshows in Carlton, Arnold, Mapperley and Netherfield attended by representatives from Cabinet and the Senior Leadership Team, as well as ward councillors who attended in their wards. Each roadshow gave residents the opportunity to meet the Council's representatives and express their opinion about the Council, give suggestions or make queries about different issues. Approximately 80% of the queries we received at the roadshows were related to the Council's services and the rest concerned the services of its partners, such as Nottinghamshire County Council, Police and Health. In addition, Rural Focus Groups were held in Ravenshead, Calverton, Lambley and Woodborough.
- 1.2 The corporate Satisfaction Survey was conducted in the same year as a part of the Gedling Conversation. A paper survey was delivered to each household in the borough and it could also be completed online. This method of distribution proved to be an effective one for getting a good response rate as the majority of replies were posted, just under 3% were completed online. The small number of online replies received suggests that online replies need to be encouraged more through social media and

other promotional activities. Although we received a very good response rate of 2,271 returns, the age profile of the respondents suggests that the sample is largely represented by older age groups.

1.3 Based on the previous experience with the Gedling Conversation/Satisfaction Survey a challenge for the Council remains to organise promotional and consultative tools that would enable:

- The Council to have a conversation with the local residents from both urban and rural areas
- Better engagement with young people
- Better engagement with middle aged groups (25 to 50 years old)

Proposal

2.1 It is proposed that the next wave of Gedling Conversation to be themed 'Life in Gedling Borough' and to include three main parts:

- Roadshows
- Satisfaction Survey 2017
- Focus group for those residents whose responses or participation is expected to be underrepresented

2.2 Roadshows

In order to make the Council 'visible' to as many residents as possible the proposals for the next wave of roadshows are:

- To organise a roadshow in each ward
- Senior Management Team and Service Managers to attend
- Ward Members to be invited to attend roadshows if they wish
- To run two roadshows in a day
- 'Life in Gedling Borough' to be the main theme for talking to residents

Some possible topics for conversation with the local residents during the roadshows might include whether people think that their local area has got better or worse to live in over the past two years; how satisfied are they with the local services and amenities in the local area; is there enough suitable housing in the borough; is it easy to find out about jobs

available locally?

It is proposed that the roadshows are held toward the end of May/beginning of June 2017.

2.3 **Satisfaction Survey**

Based on previous experience of what went well, for the next satisfaction survey, it is proposed that we:

- use predominantly the same questions as in the previous year, so that we can compare the results
- print and distribute hard copies of the survey to each household in the borough
- use social media in order to promote the survey and share information to a wide audience that will capture both urban and rural area and target the underrepresented age groups in the previous consultation events
- use 'SNAP mobile', an app that can allow completion of surveys on a tablet device during the roadshows even when there is no network connection available
- employ a research agency to manage the response handling and data input of the surveys, plus produce initial calculation tables. This will enable the Customer Insight Officer to use already collated data for analysis, and produce a summary report soon after all feedback is received and present it together with other findings from Gedling Conversation

The Satisfaction Survey will be promoted and hard copies distributed the week commencing 8 May 2017. A copy of the survey questions are attached at Appendix 1 for Members' information. It is to be noted that the survey will be properly designed prior to issue. The Survey will close on 5 June with an initial analysis report expected mid-July.

2.4 **Focus Groups**

As young people are less likely to engage in the above events the 'Youth Council' will be consulted to seek views about life in the Borough from young people.

2.5 **Closed Facebook debate**

Should there be any results of the Satisfaction Survey which require further enquiry, consideration will be given to live debate via social media. This will

enable officers to probe a specific issue further with local residents who have registered for a closed Facebook or Twitter debate.

Alternative Options

- 3.1 The Council could decide not to carry out a further Gedling Conversation or Satisfaction Survey exercise but, given the importance residents clearly attach to the Council listening to their concerns, such an approach would not fit with residents' expectations. In addition the Survey results provide useful information to the Council about how it is performing in the eyes of its residents.
- 3.2 Various techniques and initiatives could be included in the Conversation programme but on balance it is felt that the proposals set out above represent the best balance between need and available resource at the present time

Financial Implications

- 4.1 The cost of the events and activities as outlined above can be accommodated from existing agreed budgets.

Appendices

- 5.1 Appendix 1 – copy of the satisfaction survey questions.

Background Papers

- 6.1 None.

Recommendation

THAT.

Reasons for Recommendations

To enable the Council to continue important and effective communication with, and seek the views of, the residents of the Borough.