

Report to Cabinet

Subject: Gedling Conversation 2017

Date: 7 December 2017

Author: Director of Organisational Development & Democratic Services

Wards Affected

Borough-wide.

Purpose

To give feedback to Members on the Gedling Conversation 2017.

Key Decision

This is not a key Decision.

Background

- 1.1 In June 2017 the Council began the fourth annual Gedling Conversation. The Gedling Conversation represents a set of consultations aiming to seek the views of our community about how our performance has been over the previous years and what our priorities should be over the coming year.

The approach in 2017 was slightly different to previous years and a combined consultation exercise was organised, using the following methods:

- Roadshows
- Residents Satisfaction Survey
- Focus groups for those residents whose responses are under represented

- 1.2 In order to make the Council visible to as many residents as possible, the roadshows were held in every ward in the borough. Representatives from Senior Leadership Team and service managers were present at each of the roadshows and ward councillors were invited to attend the roadshow held in their ward.

- 1.3 The main theme for talking to residents was 'Life in Gedling Borough' and 2 roadshows were held each day over a 2 week period in July 2017.
- 1.4 The majority of feedback from the roadshows was positive about the Council and living in the borough. On the whole, residents were satisfied and made many positive comments about the place. Specific comments were made about individual wards, however there are several common themes in the feedback:
- Poor condition of roads
 - Speeding traffic
 - Availability of public transport
 - Anti-social behaviour.

These issues are also reflected in the feedback received in the Satisfaction Survey results.

- 1.5 A copy of the satisfaction survey was delivered to each household in the borough. It was also available to be completed online. The survey had a very good response rate of 3,422 responses. This represents 6.7% of households, which is a good result for this type of consultation. By way of comparison, in 2015 the Council received 2,271 responses representing 4.2% of households. In addition the residents' satisfaction surveys carried out by the County Council in 2015 and 2016 both had 1,069 responses across the county.
- 1.6 Members will recall that social media was actively used this year to promote the survey; share information to a wider audience and target under-represented groups. Although the majority of replies were returned by post, 26.3% of replies were completed online, which is an increase on the 7% completed online in 2015.
- 1.7 The profile of the respondents in terms of ethnicity and gender seems fairly proportionate to the profile of the borough. As with previous surveys the age profile of the respondents, on the other hand, suggests that the sample is skewed towards the older population. However, for the first time, the responses from 35-54 year olds are fairly proportionate to the profile of the borough. In view of the fact that the younger population is under-represented in the responses, the Youth Council is being consulted to seek views of young people about life in the borough.
- 1.8 The results of the satisfaction survey will be reported to Cabinet in the form of a presentation at the meeting.

Proposal

- 2 It is proposed that Cabinet notes the feedback on the Gedling Conversation 2017.

Alternative Options

- 3 Not to note the feedback on the Gedling Conversation.

Financial Implications

- 4 None directly arising from this report.

Appendices

- 5 None.

Background Papers

- 6 Satisfaction Survey results.

Recommendation

THAT: the feedback on the Gedling Conversation 2017 is noted.

Reasons for Recommendations

- 7 To ensure Members are informed about the views of our community obtained through the Gedling Conversation 2017.