

Report to Cabinet

Subject: Gedling Satisfaction Survey 2019

Date: 30 January 2020

Author: Director of Organisational Development & Democratic Services

Wards Affected

Borough-wide.

Purpose

To give feedback to Members on the results of the Gedling Satisfaction Survey 2019.

Key Decision

This is not a key Decision.

Recommendations

THAT:

- (a) the feedback on the Gedling Satisfaction Survey 2019 is noted; and
- (b) the survey results be referred to the Overview and Scrutiny Committee so that the data can be considered when determining its work programme for the forthcoming year.

1 Background

- 1.1 On 27 June 2019, Cabinet considered the programme of activities for the Gedling Conversation and Satisfaction Survey 2019. It was agreed that the Council would distribute a hard copy Satisfaction Survey to all households in the borough. The results of the survey would be analysed to ascertain whether there is a need for more in depth, targeted face to face consultation on a borough wide basis; in certain areas or with specific groups.
- 1.2 The data received from the Residents' Satisfaction Survey is important for:
 - developing our strategies and understanding what our residents think and need; and

- identifying any areas where there might be a need for further improvement.

- 1.3 A copy of the Satisfaction Survey was delivered to each household in the borough and was also available to be completed online. The survey had a very good response rate of 3,750 responses. This represents 7% of households, which is a good result for this type of consultation. By way of comparison, in 2017 the Council received 3,422 responses representing 6.5% of households. Putting this into context, LGA Guidance suggests that a sample of 500 respondents to a residents' satisfaction survey for a local authority the size of Gedling would be sufficient.
- 1.4 Social media and Keep Me Posted were again actively used this year to promote the survey and although the majority of replies were returned by post, 36% of replies were completed online, which is a 10% increase on the 26% completed online in 2017.
- 1.5 The profile of the respondents in terms of ethnicity and gender seems fairly proportionate to the profile of the borough. As with the 2017 survey the age profile of the respondents, on the other hand, show that the sample is skewed towards the older population. However the responses from 35-54 year olds remain fairly proportionate to the profile of the borough. As before the younger population is under-represented in the responses, but Cabinet will be aware that a separate consultation exercise to seek the views of young people, led by the Portfolio Holder for Young People and Equalities, is being progressed.
- 1.6 The overall responses show that satisfaction with the Council and its services is very positive compared to the results in 2017. The majority of the response are the same or the change is not statistically significant being less than 5%. A summary of the key indicators is set out below and the detailed results of the satisfaction survey will be reported to Cabinet in the form of a presentation at the meeting.

Key Indicator	2019 response	2017 response
Satisfaction with the local area	82%	83%
Satisfaction with the way the Council runs things	68%	66%
Feeling Informed	73%	71%
Responsiveness of the Council	47%	60%
Perceived value for money	51%	50%

- 1.7 The only question which shows a significant difference to the 2017 survey is: I think that Gedling Borough Council responds to the concerns of local residents. Further detailed data analysis is needed to ascertain whether there is an explanation for this decrease or there is a need for more in depth, targeted, face to face consultation.

2 Proposal

- 2.1 It is proposed that Cabinet notes the feedback on the Gedling Satisfaction Survey 2019.
- 2.2 The detailed results have been shared with Senior Leadership Team and Service Managers to assist in the development of service plans and to identify whether targeted service delivery or intervention is required.
- 2.3 It is also proposed that the survey results be referred to the Overview and Scrutiny Committee so that the data, particularly the views of our residents about what public services are most important and most in need of improvement, can be considered when determining its work programme for the forthcoming year.

3 Alternative Options

- 3.1 Not to note the feedback on the Gedling Satisfaction Survey.

4 Financial Implications

- 4.1 None directly arising from this report.

5 Appendices

- 5.1 None.

6 Background Papers

- 6.1 Satisfaction Survey results.

7 Reasons for Recommendations

- 7.1 To ensure Cabinet is informed about the views of our community obtained through the Gedling Satisfaction Survey 2019.
- 7.2 To ensure the survey results are used to develop our plans and strategies and identify any areas where there might be a need for further improvement.