

Report to Cabinet

Subject: Gedling Conversation 2021

Date: 20 May 2021

Author: Senior Leadership Team

Wards Affected: All

Purpose: To seek agreement for the programme of activities for the Gedling Conversation 2021.

Key Decision: This is not a key decision

Recommendation(s)

THAT: The programme of activities for the Gedling Conversation and Satisfaction Survey 2021 is approved.

1 Background

1.1 In 2019 we conducted the seventh annual Gedling Conversation. Gedling Conversation comprises a set of consultations aiming to seek the views of local residents, businesses and partner organisations about how our performance has been over the previous years and what our priorities should be over the coming year.

The following consultation methods have been used during the Gedling Conversation campaigns so far :

- Residents' Satisfaction Survey – organised biennially
- Face to face consultations - organised annually from 2013 to 2018.

1.2 Residents' satisfaction survey

1.2.1 Since 2013 the Residents' Satisfaction Survey has been conducted using the following two main methods:

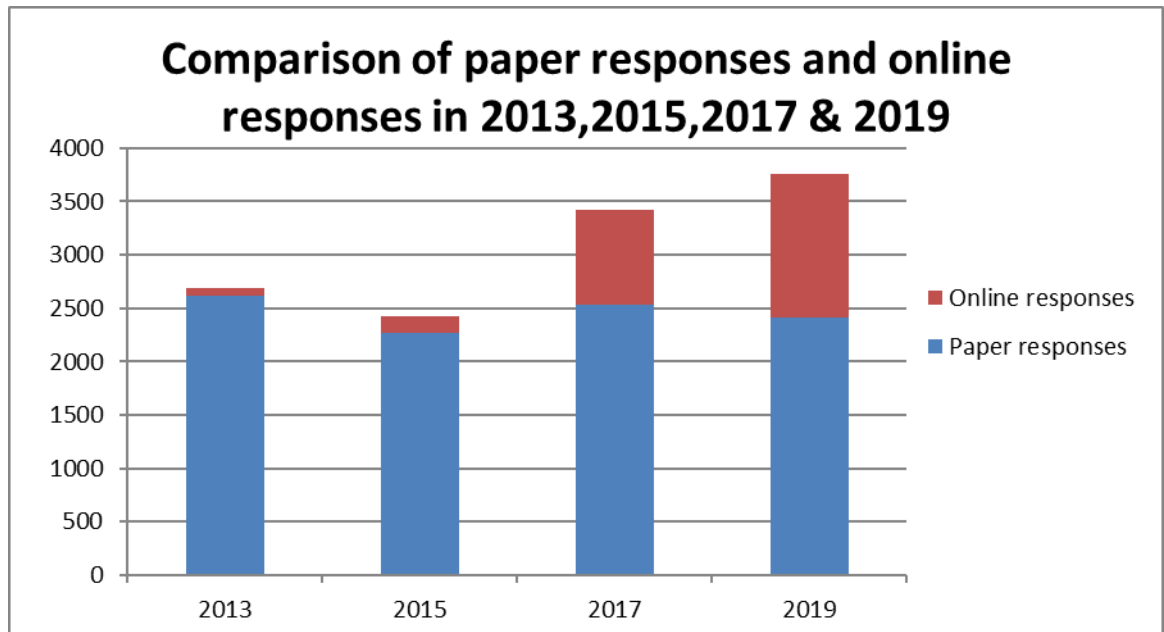
- a paper survey delivered to each household in the borough; and
- available to be completed online.

1.2.2 It was apparent that the proportion of the online respondents to the survey significantly increased in 2019, when compared with previous years.

1.2.3 In 2019 the survey generated a response rate of 3,760 responses, representing 7% of households. By comparison, in 2013 we received 2,694 replies which represented 5.2% of all households.

In 2019, out of total of 3,760 replies received, 36% replies were online, which is a significant increase from 2013 when only 3% of all replies were online.

1.2.4 This is mainly due to the usage of social media and 'Gov Delivery' to promote the survey.



It is expected that the number of the online respondents will increase further in 2020 because the most recent figures show 35,016 subscribers to 'Gov delivery' and 36,700 of social media followers.

1.3 Face to face consultation

1.3.1 Face to face consultations were also organised annually during the Gedling

Conversation campaigns from 2013 to 2018.

- 1.3.2 For a few years this work focused on bringing a 'Gedling Conversation' branded tent to a number of central points across the borough and staffing it with employees from across our service areas, our senior leadership team and members. While the tent was up residents had the opportunity to speak directly to officers and members about life in Gedling - with no issues off limits. Where it was possible to answer questions immediately we did, and where we needed to find out more information to help address the concern or question we took people's details and forwarded it to the correct departments – following up to ensure that it had been done.

Although this type of consultation helped the council make itself visible to the public it was difficult to draw any significant conclusions from the roadshows because only about 30% of queries were related to GBC services and the rest mainly to Nottinghamshire County Council (NCC) services.

2. Proposal

- 2.1 Along with the council's ambition to further promote and strengthen our equality and diversity agenda, it is proposed that the next wave of Gedling Conversation comprises the following actions:
- 2.1.1 Residents' Satisfaction Survey 2021 to include distribution of paper copies and also to be available online in order to obtain a large sample of respondents;
- 2.1.2 The council's Communities team to liaise with the local community groups and encourage their members to complete the survey;
- 2.1.3 The ongoing consultation for the Young People's Survey should be promoted on the hard copies of the Residents' Survey and a link to that separate consultation should be included on the on-line survey. The consultation results of the Residents' Survey together with the results of the Young People's Survey will be used to inform service planning that will take place in autumn 2021;
- 2.1.4 Not to include face to face consultation method during this wave of Gedling Conversation. The method has proven not to yield a large amount of meaningful information in normal circumstances. Additionally the COVID 19 pandemic that involves social distancing is further likely to restrict any confidential face to face conversation resulting in a loss of privacy that is crucial for this type of consultation. This type of consultation therefore will not be appropriate for this wave of the Gedling Conversation.

2.2 Table below outlines main activities in 2021 :

Activity	Time
Residents' Satisfaction Survey report presented to SLT	31 March
Satisfaction Survey report presented to Cabinet	20 May
Satisfaction Survey design, print and distribution	24 May to 20 July
Satisfaction survey available online; promotion	29 June to 19 July
Data Analysis	26 July to 9 August
Initial analysis report	10 August to 23 August
Results presented to SLT	20 September
Results presented to Cabinet	8 October

2.3 **Satisfaction Survey expenses:**

	Cost (£ excl. VAT)
Print 54,000 paper surveys	£4,800
Distribute 53,000 surveys to all households in the borough	£3,800
Questionnaire design /set-up & project management (inc. online/ SNAP mobile format)	£900
Return postage and mail handling (based on 2,000 returned)	£1,200
Data processing/ cleaning (based on 2,000 postal and online) responses	£1,000
Initial data calculation	£500
Total	£12,200

3 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 and also informs data-led service planning.
- 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.

4 Financial Implications

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

5 Legal Implications

- 5.1 There are no legal implications.

6 Equalities Implications

- 6.1 In the previous years the profile of the respondents to the Residents' survey was overrepresented by the older age groups and slightly underrepresented by BAME groups, when compared to the borough's demographics.
- 6.2 In order to mitigate the potential disproportion of the respondents' profile, the following is outlined in this report: to consider the Young People Survey results in the overall Gedling Conversation findings and to engage the council's Communities teams to promote Residents' Satisfaction survey to the local community groups.

7 Carbon Reduction/Environmental Sustainability Implications

- 7.1 Printing and distributing 45 000 copies of the survey will have some carbon reduction/environmental sustainability implication but at the same time this method offers the local residents an equal opportunity to complete the survey.

8 Appendices

- 8.1 Appendix A: Residents' survey questionnaire

9 Background Papers

9.1 None

10 Reasons for Recommendations

10.1 To enable the Council to continue important and effective communication with, and seek the views of, the residents of the Borough in order to inform service planning.

Statutory Officer approval

Approved by:

Chief Financial Officer

Date:

07 April 2021

Approved by:

Monitoring Officer

Date:

07 April 2021