

## **Report to Cabinet**

**Subject: Residents' Satisfaction Survey Results 2021**

**Date: 27 January 2022**

**Author: Senior Leadership Team**

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### **Wards Affected**

All wards

### **Purpose**

To give feedback to Members on the results of the Residents' Satisfaction Survey 2021 and to ask Cabinet to support recommendations arising from this.

### **Key Decision**

This is not a key decision

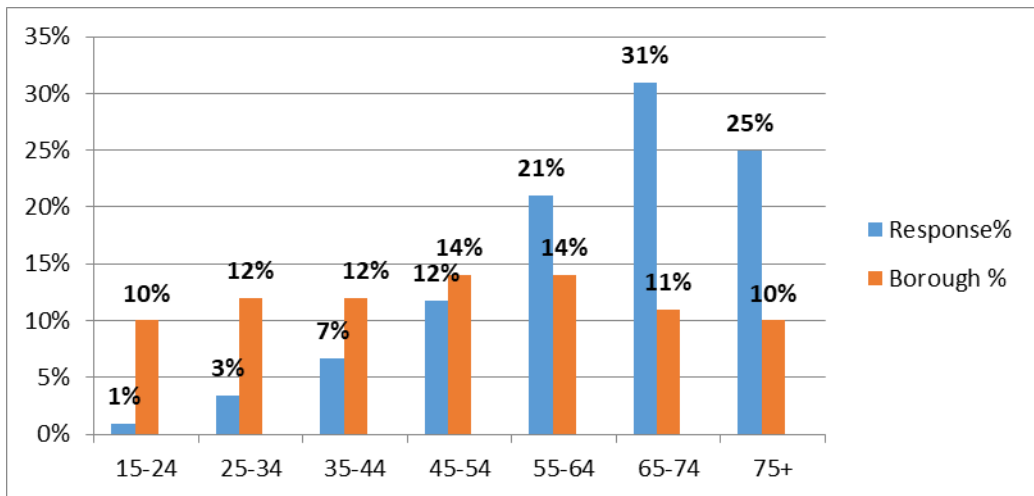
### **Recommendations**

Cabinet is recommended to:

- a) Note the results of the Residents' Satisfaction Survey; and
- b) Approve the action plan to ensure that the use of survey data is optimised to inform the development of our services in the future, to include the following:
  - To develop a programme of further public consultation to support the development of the Gedling Plan 2023-27;
  - To inform the development of service plans for 2022/23;
  - To consider potential service improvements or amendments for consideration as part of the current and future budget process;
  - To review our communication with residents to ensure they are effectively informed about our service provision.

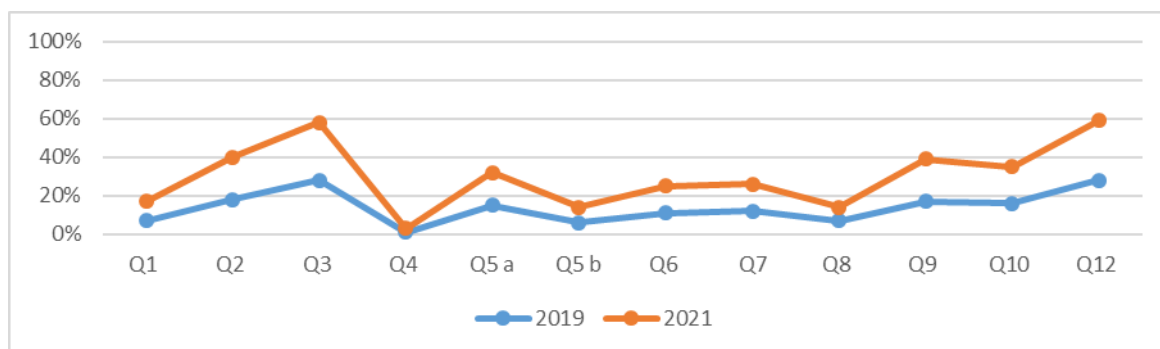
## **1 Background**

- 1.1 On 20 May 2021, Cabinet approved the programme of activities for the Gedling Conversation including the Residents' Satisfaction Survey 2021. It was proposed that the consultation results be used to inform future service planning.
- 1.2 The data received from the Residents' Satisfaction Survey is important for:
  - developing our strategies and understanding of what our residents think and need; and
  - identifying any areas where there might be a need for further improvement whilst acknowledging the budget limitations that the Council faces.
- 1.3 The Residents' Satisfaction Survey was conducted from August to mid-September 2021. This survey is conducted every two years.
- 1.4 A paper copy of the satisfaction survey was delivered to every household in the borough. It was also available to be completed online and publicised extensively through social media including our own "Keep Me Posted".
- 1.5 The survey had a very good response rate of 3,061 responses. This represents about 6% of households, which is a good result for this type of consultation. 2,186 (71%) replies were postal and 875 (29%) were online. In 2019 we received 3,750 replies to the Satisfaction Survey which represented 7% of all households, of which 36% were completed online.
- 1.6 The profile of the survey respondents is detailed in Appendix A and in the main is fairly proportionate to the profile of the borough. As with the 2019 survey, the age profile of respondents, on the other hand, shows that the sample is skewed towards the older population. For ages 55-75+ years old the group of respondents is overrepresented, the 45-55 years old category closely reflects the profile of the Borough and ages 15-44 years remain underrepresented.



- 1.7 This skew towards a higher proportion of older people completing the survey could potentially have a disproportionate impact on the perceptions reflected in the results. However, some analysis of responses related to the services which are most important to people has been completed by age category to determine if any impact is significant. The results are detailed in Appendix B and show that what residents are telling us about what is important does not actually seem to be greatly affected by the age of the respondents. There is some minor variation in the detailed order of the priority services but mainly what appears at the top, middle and bottom of the list is very similar regardless of age.
- 1.8 The profile of the respondents in 2021 seems fairly similar to the profile of the borough in terms of gender. The profile of the respondents in terms of ethnicity is overrepresented by the white British group and underrepresented by the other white and BME groups by 4%, when compared to the borough's profile. The profile of respondent data will be used to inform the future consultation processes.
- 1.9 The results of Satisfaction Survey indicate that the overall satisfaction with the Council and its services is lower when compared to the Satisfaction Survey results in 2019. However, this should be considered both in the context of the impact of the Covid-19 pandemic on the wider public service provision since 2019, and that the services covered by the survey are not restricted to only those services provided by Gedling Borough Council. The period of the survey may also be influenced by the prevailing national economic picture e.g. the increasing cost of living, reductions in universal credit and changes to the state pension triple lock, against a backdrop of above inflation council tax increases in upper tier authorities to fund social care provision. It is not possible for a consultation process of this scale to obtain qualitative or explanatory data to enable the reasons for the reduced satisfaction level to be identified but this data can inform further targeted consultation for development of the future Gedling Plan.

1.10 Analysis also shows that the level of the 'middle ground answers' ('neither satisfied nor dissatisfied') is higher in 2021 than in 2019 for most of the core questions. The lower satisfaction levels in 2021 do not necessarily mean that a substantially higher level of dissatisfaction was expressed but there may also have been travel to the 'middle ground' responses as shown in this graph.



Analysis of this shift to the “middle ground” using five core questions indicates that that the drop in overall satisfaction levels is due at least in part to this movement. The overall responses, including the ‘middle ground’ responses, to the five key indicators is set out below:

Key Indicator	2021 Response	2019 Response
Satisfaction with the local area	85%	89%
Satisfaction with the way the Council runs things	80%	86%
Feeling Informed	90%	94%
Responsiveness of the Council	69%	75%
Perceived value for money	71%	79%

1.11 Although the dip is disappointing, this data is extremely valuable to enable the Council to now better focus its valuable resources both in terms of service planning for next year and also to inform further consultation that will allow us to effectively consult in 2022 on the formulation of the 2023-27 Gedling Plan. These actions are reflected in the proposals and recommendations of this report. This consultation will help the Council to look behind the numbers. For example, as set out in paragraph 1.14, three of the top five services most in need of improvement are not functions of the borough council i.e. maintenance of roads is a Notts County Council function, tackling crime is a Police function and Health Services are an NHS function. We need to understand if the satisfaction levels with the Council is being affected by perceived lower performance in service areas that are not its responsibility.

1.12 The Satisfaction Survey 2021 contains questions relating to what is important to our residents in their local area. One question asked respondents to select from

16 available options, the five **most important** things to them in their local area. The top choices are:

- Health services **(NHS)**
- Maintaining roads and pavements **(Notts County Council)**
- Refuse collection **(Gedling Borough Council)**
- Keeping the place clean (fly tipping, graffiti) **(Gedling Borough Council)**
- Tackling crime and anti-social behaviour **(Police/Gedling Borough Council)**

1.13 The next question asked the respondents to choose from the same set of 16 options, five things in their local area that are **least important** to them. The top choices are:

- Providing community and local events **(Gedling Borough Council)**
- Helping people get a job **(Gedling Borough Council)**
- Services and activities for children and young people (youth groups and projects) **(Gedling Borough Council /Notts County Council)**
- Leisure Centres and sports facilities **(Gedling Borough Council)**
- Local schools and education **(Notts County Council)**

1.14 The same set of 16 options was used to ask the respondents to select five things that are most in **need of improvement**. The top choices selected are:

- Maintaining roads and pavements **(Notts County Council)**
- Tackling crime and anti-social behaviour **(Police/Gedling Borough Council)**
- Keeping the place clean **(Gedling Borough Council)**
- Health services **(NHS)**
- Revitalising local shopping areas **(Gedling Borough Council)**

1.15 Respondents were also asked to select their top three descriptions of the Council from a list of nine attributes. The top three most selected attributes are:

- Accessible
- Responsive
- Professional.

1.16 For the first time additional questions were asked in the survey relating to the Covid-19 pandemic. Of the respondents, 42% said that this had, to some degree, affected them in a negative way in terms of their mental health.

The top three services that the respondents would like to see prioritised to

support the future recovery in the borough as we emerge from the pandemic are:

- tackling anti-social behaviour
- mental health and wellbeing related services
- revitalising local high street and local shopping areas

1.17 The survey also allows analysis of the perceptions of residents in different parts of the borough. In terms of how satisfied people are with the Council generally, the overall satisfaction levels are:

highest in:

- Woodthorpe, North Arnold, Redhill, Daybrook and Arnold South.

lowest in:

- Calverton, Woodborough, Burton Joyce, Netherfield and Colwick and Bestwood Village.

For the same question rural wards on average show lower satisfaction level (56%) when compared with the urban wards (61%).<sup>1</sup>

## 2 Proposal

2.1 The data in the survey provides valuable information to help us understand what our residents think and need, to inform the development of our future plans and help to secure service improvement and it is proposed that the results summarised in Section 1 of the report be noted.

2.2 It is also proposed that the following action plan be approved to ensure that the use of survey data is optimised to inform the development of our services in the future, to include the following:

- To develop a programme of further public consultation to support the development of the Gedling Plan 2023-2027;
- To consider potential service improvements or amendments for consideration as part of the current or future budget process;
- To inform the development of service plans for 2022/23;

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<sup>1</sup> **Rural wards:** Bestwood St Albans, Calverton, Newstead Abbey, Trent Valley, Dumbles ; **Urban wards:** Carlton, Carlton Hill, Cavendish, Colwick, Coppice, Daybrook, Ernehale, Gedling, Netherfield, Phoenix, Plains, Porchester, Redhill, Woodthorpe

- To review our communication with residents to ensure they are effectively informed about service provision. This strand of work is yet to be developed but could provide our residents with further information, for example about:
  - how the Council provides good value for money;
  - how we respond to concerns raised by local residents;
  - Clarity on which organisation has primary responsibility for the delivery of public services (particularly where problems are identified for service delivery that is not our responsibility).

Work already underway, and which as such is not put forward as a new proposal, is to carry out a more detailed and rigorous analysis of complaints and compliments received and which are reported to Senior Leadership Team on a quarterly basis. The aim of this work is to identify areas of commonality that may be better addressed to help improve services and residents' perceptions of contact with the Council.

### **3 Alternative Options**

- 3.1 Not to note the feedback on the Gedling Satisfaction Survey or to use the data collected from the survey to inform our business planning processes.

### **4 Financial Implications**

- 4.1 None directly arising from this report.

### **5 Legal Implications**

- 5.1 None directly arising from this report.

### **6 Equality Implications**

- 6.1 As in the previous years' surveys the profile of the respondents to the Residents' Satisfaction Survey 2021 was overrepresented by the older age groups and slightly underrepresented by the ethnic minority groups, when compared to the borough's demographics. In terms of age, the analysis of the questions suggests that age does not materially affect the responses in terms of their general prioritisation; so, much of what seems to be important for older people is broadly similar to what is important for younger people.
- 6.2 In order to mitigate this potential overrepresentation by the older age groups, as Cabinet will be aware, a separate consultation exercise to seek the views of young people, led by the Portfolio Holder for Young People and Equalities, has been conducted and the outcome from these exercises will also contribute to our business planning processes.

6.3 This profile of responder data detailed at Appendix A will inform the development of the future public consultation processes.

## **7 Carbon Reduction/Environmental Sustainability Implications**

7.1 Printing and distributing 45,000 copies of the survey will have some carbon production impact or environmental sustainability implication but at the same time this method offers the local residents an equal opportunity to complete the survey and does still appear to be the preferred method of responding

## **8 Appendices**

8.1 Appendix A – Profile of responders

Appendix B – Top 5 Most Important Public Services Analysed by Age

## **9 Background Papers**

9.1 Satisfaction Survey Results

## **10 Reasons for Recommendations**

10.1 To use Residents' Satisfaction Survey 2021 results in order to develop the council's business plans in order to align our activity with the views of our residents.

### **Statutory Officer approval**

**Approved by the Chief Financial Officer**  
**Date: 19 January 2022**

**Approved by the Monitoring**  
**Date: 19 January 2022**



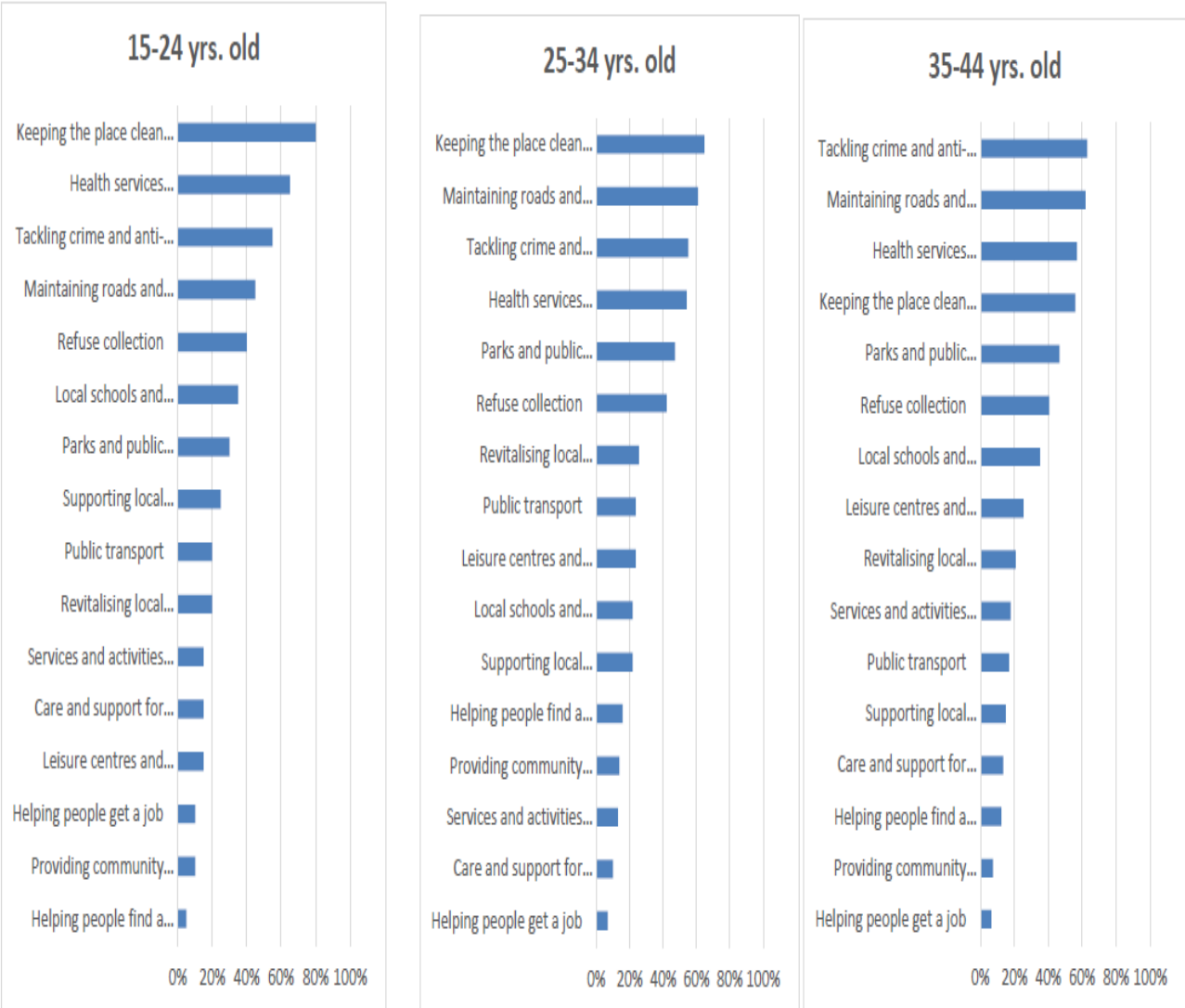
### Residents' Survey 2021 - Profile of Responders

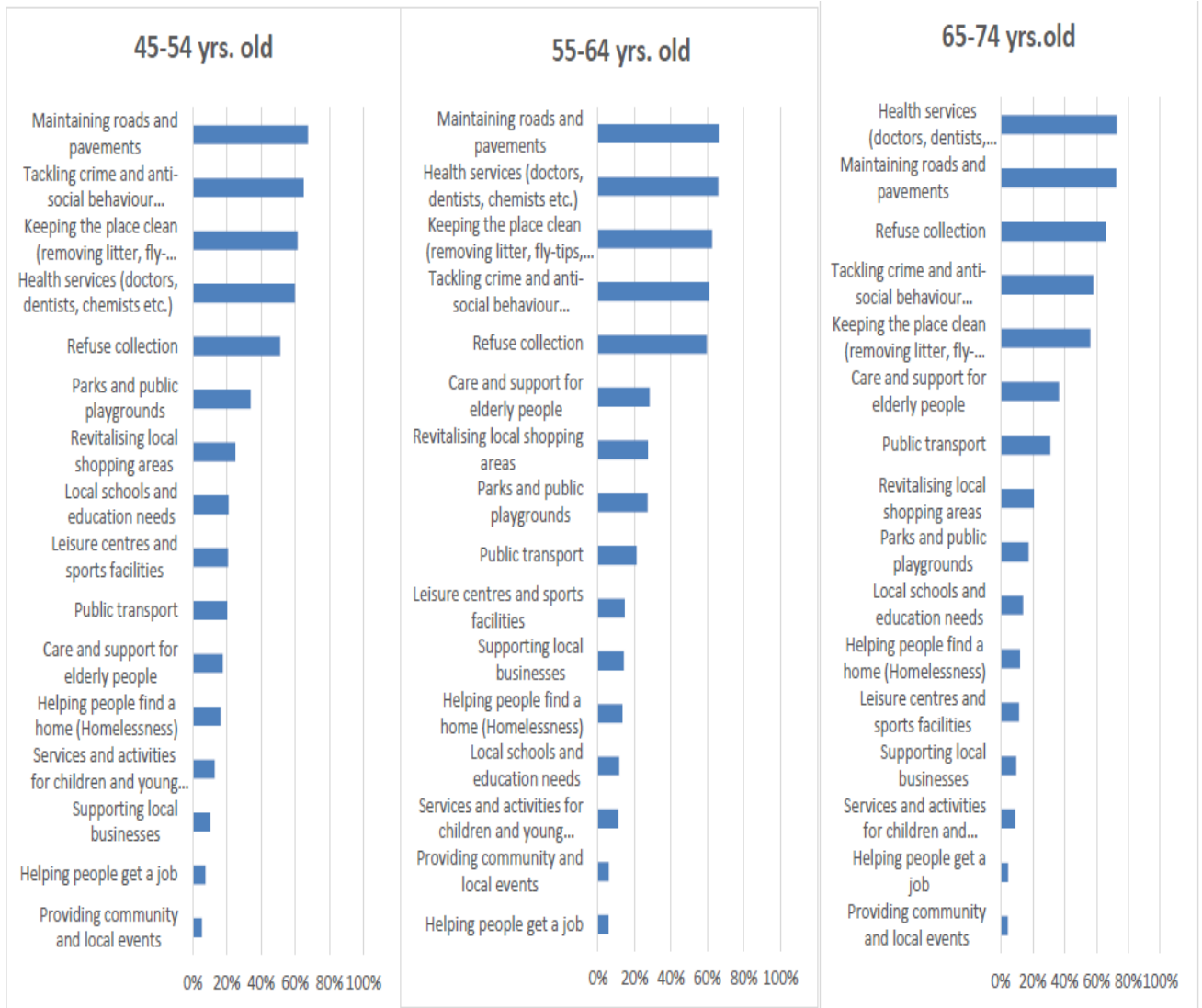
<b>Summary comparison table of the profile of responders to the Resident Survey 2021 against statistics for the whole of Gedling Borough Council</b>						
	GBC Resident Survey responders		Difference in Survey responders vs. whole of GBC	Whole of Gedling Borough Council		
	%	Number of people		%	Number of people	
<b>1 Sex</b>						
Male	42.0%	1,289	↓ 6.7%	48.7%	57,550	
Female	55.0%	1,679	↑ 3.7%	51.3%	60,689	
Prefer not to say/other/non-conforming	2.0%	59	↑ 2.0%	0.0%	0	
<b>2 Gender Reassignment</b>						
Gender reassignment (male & female)	1.0%	6		<i>No data</i>		
<b>3 Sexual Orientation</b>						
Straight/Heterosexual	96.0%	2,776		<i>No data</i>		
Gay/Lesbian	2.0%	66		<i>No data</i>		
Bisexual	1.5%	30		<i>No data</i>		
Other sexual orientation	0.5%	14		<i>No data</i>		
<b>4 Age groups</b>						
15 - 24	1.0%	21	↓ 8.7%	9.7%	11,526	
25 - 34	3.0%	102	↓ 9.4%	12.4%	14,618	
35 - 44	7.0%	203	↓ 5.4%	12.4%	14,716	
45 - 54	12.0%	356	↓ 2.1%	14.1%	16,690	
55 - 64	21.0%	649	↑ 7.5%	13.5%	15,945	
65 - 74	31.0%	929	↑ 19.6%	11.4%	13,528	
75+	25.0%	768	↑ 15.3%	9.7%	11,428	
<b>5 Ethnicity</b>						
White British	94.0%	2,815	↑ 3.7%	90.3%	102,551	
White Irish	1.0%	40	↑ 0.2%	0.8%	891	

	White Other	2.0%	59	↑ 0.1%	1.9%	2,182
	Black or Black British, Caribbean	1.0%	20	= 0.0%	1.0%	1,118
	Black or Black British, African	0.0%	6	↓ 0.3%	0.3%	370
	Asian or Asian British, Indian	0.0%	12	↓ 1.2%	1.2%	1,366
	Asian or Asian British, Pakistani	0.0%	10	↓ 0.9%	0.9%	962
	Asian or Asian British, Bangladeshi	0.0%	1	↓ 0.1%	0.1%	67
	Mixed, White and Black, Caribbean	0.0%	1	↓ 1.3%	1.3%	1,500
	Mixed, White and Black, African	0.0%	3	↓ 0.2%	0.2%	240
	Mixed, White and Asian	0.0%	10	↓ 0.5%	0.5%	521
	Chinese	0.0%	2	↓ 0.4%	0.4%	411
	Gypsy/Traveller	0.0%	2	= 0.0%	0.0%	32
	Other mixed ethnic groups	1.0%	22	↑ 0.2%	0.8%	795
<b>6 Religion</b>						
	Christian	63.0%	1,896	↑ 5.9%	57.1%	64,830
	Buddhist	0.0%	14	↓ 0.3%	0.3%	308
	Hindu	0.0%	7	↓ 0.5%	0.5%	531
	Jewish	0.0%	6	↓ 0.1%	0.1%	92
	Muslim	0.0%	14	↓ 1.4%	1.4%	1,535
	Sikh	0.0%	5	↓ 0.6%	0.6%	724
	Other religion	1.0%	44	↑ 0.7%	0.3%	381
	No religion	34.0%	1,005	↑ 1.3%	32.7%	37,123
	Religion not stated	No data		□	7.1%	8,019
<b>7 Long-term activity-limiting illness or disability</b>						
	Yes	24.0%	732	↑ 4.7%	19.3%	21,956
	No	76.0%	2,275	↓ 4.7%	80.7%	91,587

*Note: It is not possible to compare all categories relating to gender in the survey to the borough's profile. The Census 2011 is still used for the borough's profile and this set of data does not include categories, such as transgender, gender variant/non-conforming etc.*

**Top 5 Most Important Public Services Analysed by Age**





### 75+ yrs.old

