

## **Report to Cabinet**

**Subject:** Gedling Conversation 2015

**Date:** 11 February 2016

**Author:** Director of Organisational Development & Democratic Services

---

### **Wards Affected**

Borough-wide.

### **Purpose**

To give feedback to Members on the Gedling Conversation 2015.

### **Key Decision**

This is not a Key Decision.

### **Background**

- 1.1 In September 2015 the Council began the third 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 2015 was slightly different to previous years and a combined consultation exercise was organised, using the following methods:

- Roadshows
- Rural focus groups event
- Satisfaction Survey

- 1.2 The roadshows were held in Carlton, Arnold, Mapperley and Netherfield on two Saturday mornings. Representatives from Cabinet and the Senior Leadership Team were present at each of the roadshows and ward councillors were invited to attend the roadshow held in their ward. Council staff including the Communications Manager, Customer Services Manager, Customer Services Advisor and Customer Insight Officer gave support to different areas. Each

roadshow gave residents the opportunity to meet the Council's representatives and express their opinion about the Council, give suggestions or raise queries about different issues. Residents could also complete a satisfaction survey on a tablet device at the roadshows.

- 1.3 All of the roadshows were well attended and the overall reaction from residents was very positive that the Council had made itself 'visible'. 92 queries were raised; 80% of which relate to the Borough Council services and the rest to Nottinghamshire County Council services. The queries relating to our services were sent to relevant managers who dealt with the queries and contacted the residents in person if that was required. 20% of all queries were sent to Nottinghamshire County Council.
- 1.4 As the Satisfaction Survey in 2013 showed comparatively lower satisfaction levels in rural areas, residents from rural areas were invited to come to our rural focus group event and share their more detailed views with us. The Rural Focus Groups event took place on 15 September at the Civic Centre and 8 people attended a workshop type event. There were representatives from Ravenshead, Calverton, Lambley and Woodborough, along with facilitators from Gedling Borough Council, Gedling Homes and Rural Community Action Nottinghamshire (RCAN).
- 1.5 The event was useful for getting more in-depth views from people who attended it. Some of the attendees said that they were happy with the council and its services in general. Bin collection service received positive comments. Much of the discussion was related to matters of planning and housing growth in our villages. All attendees agreed that the Council should put more effort in engaging with residents from rural areas.
- 1.6 A copy of the satisfaction survey was delivered to each household in the borough. It was also available to be completed online and on a tablet device at the roadshows. The survey had a very good response rate of 2,271 responses. This represents 4.2% of households, which is a good result for this type of consultation. By way of comparison, the recent Nottinghamshire Annual Satisfaction Survey 2015 carried out by the County Council and Police & Crime Commissioner was based on 1,081 respondents across the county.
- 1.7 The distribution method used for the survey proved to be the most effective one for getting a good response rate. In spite of the well organised and planned promotion and encouragement for people to fill in the survey online, the majority of replies were returned by post. Just 7% of replies were completed online.
- 1.8 The profile of the respondents in terms of ethnicity and gender seems fairly proportionate to the profile of the borough. The age profile of the respondents, on the other hand, suggests that the sample is skewed

towards the older population.

- 1.9 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 2015.

### **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 2015 is noted.

### **Reasons for Recommendations**

- 7 To ensure Members are informed about the views of our community obtained through the Gedling Conversation 2015.