

**REPORT OF THE LEADER OF THE COUNTY COUNCIL****RESULTS FROM 2017 NOTTINGHAMSHIRE RESIDENTS' SURVEY****Purpose of the Report**

1. To present the findings from the 2017 Nottinghamshire Residents' Survey, consider the results and actions required.

**Information and Advice**

2. This annual satisfaction survey for the County Council has been undertaken since 2012 and aims to measure headline satisfaction and residents' views about the Council, its services and the local area.
3. The information gained from the annual satisfaction survey helps the Council to understand the views and priorities of local residents and provides monitoring data for key performance indicators.
4. This survey has been undertaken by an independent research company, Enventure Research since 2012. Following a rigorous tender process in 2016, a reduced annual cost of £13,425 has been secured for the period of the four year contract. In 2017 the cost of the survey to the Council was further reduced to £9,425 with a contribution of £4,000 from the Nottinghamshire's Police and Crime Commissioner (NPCC) for the inclusion of some bespoke questions.
5. As in the previous years the 2017 Nottinghamshire Annual Residents' Satisfaction Survey used face-to-face interviews with residents, who are representative of the Nottinghamshire population. Face-to-face interviews are considered to be the best methodology as this allows people to fully express their real views in a direct way. This technique is also acknowledged for producing robust population based samples which stand up to scrutiny.
6. Local based quota sampling techniques were used to achieve a representative sample of the Nottinghamshire population (circa 785,000 based on the Census 2011 data). Quotas were set based on district, gender, age, working status and ethnicity as well as disability and ward classification.
7. The brief was to undertake a minimum of 150 face-to-face interviews in each of the seven districts, making a total county sample size of 1,050; in practice more interviews

were conducted and a sample size of 1,058 was achieved. This response rate has achieved a 95% confidence interval meaning the results are accurate to approximately +/- 3%. This means with a result of 50%, we can be 95% sure that if we interviewed all residents then the result would be between 47% and 53%.

8. In addition to the questions around levels of satisfaction the 2017 survey included questions to measure public opinion on areas of the Council's business which are discretionary and therefore need to be carefully considered in regards to the degree of provision being aligned to public opinion. Additional questions also measured public perception of the state of the county in regard to the Council Plan's four vision statements that contribute to make Nottinghamshire 'a great place'. These results will help inform the planning of proposals for future years and where appropriate further consultation will be carried out on specific budget/service proposals with the relevant stakeholders. Results from the representative sample are shown in the final report and key findings summarised below.
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9. In 2017 the survey was made available to all residents to complete. From 19 October till the 24 November the survey was available on the Council's website and printed copies available at all Nottinghamshire libraries. In total this received 1,281 online responses and 112 written responses. These results are not from the controlled and representative sample but the additional sample size provides the opportunity to further test the credibility of the representative survey, which it successfully did this year with both sets of results corroborating the main trends.

### **Summary of key findings from the 2017 survey relating to customer satisfaction**

10. The research report captures local people's views, experiences and perceptions and includes tables and charts broken down by geographical areas, and demographic subgroups including age, gender and working status. The report which also contains the data requested by the NPCC is available as a background paper.
11. In order to understand how levels of satisfaction and perceptions have changed, comparisons have been made with the 2015 and 2016 survey results, the most recent baseline data for performance reporting, that also used the same methodology. It must be emphasised that residents' responses and opinions are often influenced by local, national and international media.
12. In overall terms the results, when compared to last year there has been an increase in residents:
  - Satisfaction with how the Council runs things
  - Satisfaction with their local area

### **Council satisfaction**

This indicator gauges overall attitudes and is generally considered to be a key perceptual indicator of how well regarded the Council is by its residents. The satisfaction rating (fairly to very satisfied) has increased to 64% from 59% in 2016. This is an increase of 5 percentage points from 2016 and 2015.

### **Satisfaction with the local area**

Understanding how people feel about where they live provides important context to help Nottinghamshire County Council understand attitudes on other local issues. Respondents were asked how satisfied or dissatisfied they were with their local area as a place to live (their local area was defined as the area within 15-20 minutes' walking distance from their home). 83% of respondents indicated that they were satisfied with their local area. This is an increase of 4 percentage points from 2016, and 2 percentage points from 2015.

### **Value for money**

A major influence of satisfaction with the County Council is feeling that it provides value for money. 46% of respondents agree that the County Council provides good value for money. This is 1 percentage point increase from 2016.

### **Local decision making**

Respondents in Nottinghamshire were asked the extent to which they agree/disagree that they can influence decisions affecting their local area. A total of 31% agree they can influence decisions affecting their local area. This is an increase of 1 percentage point from 2016, and 3 percentage point from 2015.

### **Information provision**

Generally, people's attitudes to various aspects of the local area and local public services are influenced by how well they feel informed. In Nottinghamshire, 51% of respondents feel informed about the services and benefits provided by the Council. This is 1 percentage point decrease from 2016.

### **Community safety and community cohesion**

A recognised measure of community cohesion is achieved by asking people about the degree that their local area is one where people from different backgrounds get on well together. Overall 47% of residents agreed with this statement which represents a 1 percentage point decrease from last year's result.

Respondents were asked how safe they felt in their local area and in their homes. 95% of respondents *felt safe when home alone at night* (2 percentage point increase from 2016). 97% *felt safe outside their local area during the day* (4 percentage point increase from 2016). 57% *felt safe outside in their local area after dark* (3 percentage point decrease from 2016).

## **Summary of key findings from the 2017 survey relating to future budget proposals.**

13. In line with best practice from the Consultation Institute these survey questions were designed to measure and understand residents' opinions on the broad direction that they believe the council should follow and to help inform the development of future budget proposals.
14. Residents were asked specific questions relating to how the Council could increase its income/budget.

### **Council Tax**

In response to the question 'Faced with the difficult decision of increasing Council Tax or further reducing or cutting public services, do you think Council Tax should be increased?' nearly two thirds responded 'no' (62%) with 26% responding 'yes' and 12% 'don't know'.

### **Operating Commercially**

In response to the question 'Would you be in favour of the Council operating more commercially to generate more of its own income?' 78% responded 'yes definitely' or 'yes, to some extent' and just 15% responded 'no'.

15. Residents were asked specific questions relating to the Council's allocation of provision to service areas:

### **Care and Support for Independent Living**

In response to the question 'Are you in favour of the Council supporting people who need care and support to stay independent for as long as possible?' Almost all residents (96%) responded 'yes definitely' or 'yes, to some extent' and just 2% responded 'no'.

### **Traffic Calming Measures**

In response to the question 'Do you think reducing air pollution should be given more of a priority when planning traffic calming measures?' 77% responded 'yes definitely' or 'yes, to some extent' and just 15% responded 'no'.

### **Home to School Transport**

In response to the question 'Do you think the Council should limit free or subsidised travel in respect of home to school transport?' nearly two thirds responded 'no' (61%) with 24% responding 'yes' and 16% 'don't know'.

### **Information Provision for Health and Wellbeing**

In response to the question 'Do you think the Council should provide more information about the ways that people can improve their health and wellbeing?' 49% responded 'yes' with 40% responding 'no' and 11% 'don't know'.

### **Residents' Publication County Life**

In response to the question 'Would you be in favour of the Council's printed resident publication 'County Life' being replaced by email or online versions?' the majority (42%) responded 'Yes, but with some printed versions made available' with 27% responding 'no' and 17% 'yes, completely'.

16. Residents were asked to what extent they would recommend Nottinghamshire against the four visions which are at the heart of the Council Plan and overarch its business objectives the next four years.

### **A place to bring up your family**

In response to the question 'Would you recommend Nottinghamshire as a place to bring up your family?' 93% responded 'a great deal' or 'to some extent' and 6% responded 'not very much' or 'not at all'.

### **A place to fulfil your ambition**

In response to the question 'Would you recommend Nottinghamshire as a place to fulfil your ambition?' 78% responded 'a great deal' or 'to some extent' and 20% responded 'not very much' or 'not at all'.

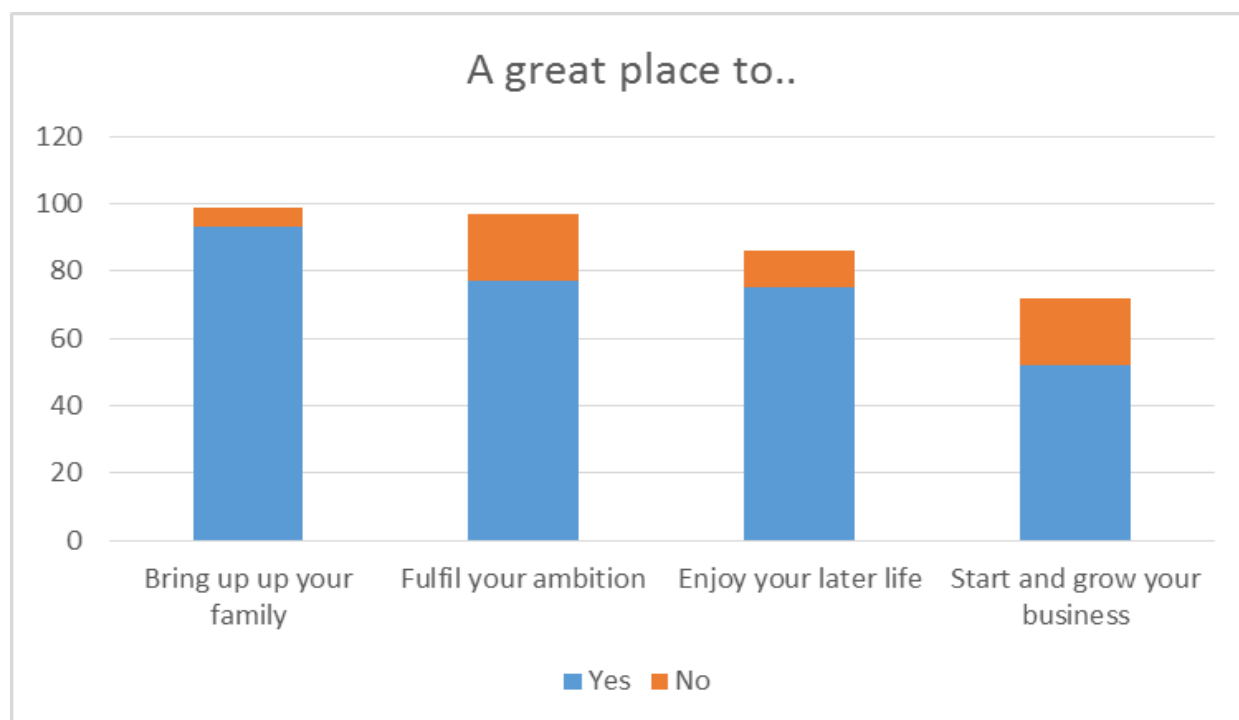
### **A place to enjoy your later life**

In response to the question 'Would you recommend Nottinghamshire as a place to enjoy your later life?' 75% responded 'a great deal' or 'to some extent' and 11% responded 'Not very much' or 'not at all'.

### **A place to start and grow your business**

In response to the question 'Would you recommend Nottinghamshire as a place to start and grow your business?' 52% responded 'a great deal' or 'to some extent', 20% responded 'not very much' or 'not at all' and 28 responded 'don't know'.

The following graph illustrates these results.



### **Other Options Considered**

17. None.

### **Reasons for Recommendations**

18. The reasons are to: inform Members about the findings of the latest survey; develop the Council's service and delivery plans in line with residents' views and priorities.

### **Statutory and Policy Implications**

19. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

## **RECOMMENDATIONS**

It is recommended that elected members:

- 1) Agree that the results are used to inform development of the Council's service delivery plans and budget setting.
- 2) Approve the residents' survey to be carried out in 2018 using the same approach and methodology.

**Councillor Mrs Kay Cutts MBE**  
**Leader of the County Council**

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### **Constitutional Comments (SLB 11/12/17)**

Policy Committee is the appropriate body to consider the content of this report.

### **Financial Comments (SES 12/12/17)**

The financial implications are set out in the report.

### **Background Papers and Published Documents**

Final report

### **Electoral Division(s) and Member(s) Affected**

All