

REPORT OF THE CHIEF EXECUTIVE**NOTTINGHAMSHIRE RESIDENTS' SURVEY 2016 FINDINGS FOR
SATISFACTION AND BUDGET PROPOSALS****Purpose of the Report**

1. To present the findings from the 2016 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, Enventure were awarded the contract for a further 1 year with optional extensions for up to 4 years. The tender process also resulted in a saving of £371 (in 2016 the cost of the survey was £13,425 compared to previous years when the annual cost was £13,796). 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 2016 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. This year the survey took place in August to benefit from the warmer weather and to provide results earlier.
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 1,069 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 2016 survey included questions to measure public satisfaction with specific services and public opinion on where future savings could be best made by the Council. These results will help inform the planning of proposals for future years. Results to these questions from the representative sample are shown in the final report and key findings summarised below. This part of the survey replaces the work that has previously been carried out in autumn as the first stage of the budget consultation, benefits of this revised approach include:
 - Reduced costs with just one survey carried out (approx £4,000)
 - Reduced consultation fatigue with residents only having to complete one survey
 - Delivers results at an earlier stage to enable better planning
 - Delivers results that are representative of the county's demography.

Summary of key findings from the 2016 survey relating to customer satisfaction

9. 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.
10. In order to understand how levels of satisfaction and perceptions have changed, comparisons have been made with the 2014 and 2015 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.
11. In overall terms the results, when compared to last year there has been an increase in residents agreeing that:
 - the County Council provides value for money
 - they can influence decisions affecting their local area.

Levels of satisfaction with how the Council run things has remained at the same level, whilst a new question regarding cuts to local council services showed that 72% of residents are concerned.

Value for money

A major influence of satisfaction with the County Council is feeling that it provides value for money. 45% of respondents agree that the County Council provides good value for money. This is an increase of 2 percentage points from 2015.

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 30% agree they can influence decisions affecting their local area. This is an increase of 2 percentage points from 2015.

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 stayed the same since 2015 at 59%.

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). 79% of respondents indicated that they were satisfied with their local area. This is a decrease of 3 percentage points from 2015, and 1 percentage point from 2014.

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, 52% of respondents feel informed about the services and benefits provided by the Council. This represents a decrease of 2 percentage points since 2015 and 1 percentage point since 2014.

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 48% of residents agreed with this statement which is unchanged from last year's result.

Respondents were asked how safe they felt in their local area and in their homes. 93% of respondents *felt safe when home alone* (4 percentage point increase from 2015). 93% *felt safe outside their local area during the day* (2 percentage point decrease from 2015). 60% *felt safe outside in their local area after dark* (14 percentage point decrease from 2015), this is a significant decrease and the Community Safety team will be undertaking a review to discover what has accounted for this result.

Cuts to local council services

In 2016 the survey included a new question from the Local Government Association to enable national benchmarking on how worried people are about the effect of cuts on local council services. 72% of respondents said they were fairly or very concerned.

Summary of key findings from the 2016 survey relating to future budget proposals

12. 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 budget proposals.
13. Respondents were asked how satisfied they were with different areas of the councils business. The following table shows the overall results:

	Satisfied (%)	Dissatisfied (%)	Neither (%)	Don't know (%)
Library services	66	6	10	18
Waste disposal	61	16	14	8
Information about Council and services	40	31	25	4
Services & support for older people	34	26	11	28
Services & support for children & young people	32	20	11	37
Services & support for adults with disabilities or mental health needs	25	28	11	37
Maintenance of county's roads and verges	25	58	14	3

14. Set in the context of the Council's budget pressures respondents were asked whether they thought funding for a range of Council services should be kept the same as the previous year, reduced, or the service stopped. The table below shows the key results:

	Keep the same (%)	Reduce or stop (%)
Maintaining the county's roads and verges	92	6
Developing local economy and jobs	89	6
Winter gritting	87	10
Community safety	83	12
Prevention work around domestic abuse, antisocial behaviour and substance misuse	83	11
Road safety work	81	14
Public Transport	77	17
Library services	69	20
Support for voluntary organisations	67	19

Other Options Considered

15. None.

Reasons for Recommendations

16. 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

17. This report has been compiled after consideration of implications in respect of finance, the public sector equality duty, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service 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) Note the results of the 2016 Nottinghamshire Residents' Survey.
- 2) Agree that the results are used to inform development of the Council's service delivery plans and budget setting.

Councillor Alan Rhodes
Leader of the County Council

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Constitutional Comments (SLB 16/11/16)

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

Financial Comments (SES 16/11/16)

The financial implications are set out in the report.

Background Papers and Published Documents

Final report

Electoral Division(s) and Member(s) Affected

All