

**REPORT OF THE LEADER****NOTTINGHAMSHIRE ANNUAL RESIDENTS' SATISFACTION SURVEY 2015  
FINDINGS****Purpose of the Report**

1. To present the findings from the 2015 Nottinghamshire Annual Residents' Satisfaction Survey, consider the results and actions required as well as considering future arrangements for the survey.

**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. Whilst the methodology has remained the same, there have been changes in the economic and social climate both at local and national level that inevitably influence residents' opinions.
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 and this was the final year of the current commissioned arrangements. As in the previous three years the 2015 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. The survey, as in previous years, took place during the month of October.
5. 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.
6. 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 1,081 was achieved. This response rate has

achieved a 95% confidence interval meaning the results are accurate to approximately +/- 3%.

7. This survey costs £13,796, with the County Council contributing £9,796 and the balance funded by the Nottinghamshire's Police and Crime Commissioner (NPCC). The survey also contained additional bespoke questions as requested from the NPCC.

### **Summary of key findings from the 2015 annual residents' satisfaction survey**

8. 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. The survey is conducted during October through on-street interviews with residents. October is often a cold month and may not be conducive to community engagement. It is therefore proposed that the 2016 survey is conducted at a different time of the year.
9. In order to understand how levels of satisfaction and perceptions have changed, comparisons have been made with the 2013 and 2014 survey results, the most recent baseline data for performance reporting, that also used the same methodology. It must be emphasized that resident's responses and opinions are often influenced by local, national and international media.
10. In overall terms the results, when compared to last year, indicate that residents:
  - would speak more positively about the County Council
  - are more satisfied with their local area
  - feel very well or fairly well informed by the County Council

The results for: satisfaction with the County Council; value for money provided by the County Council; and ability to influence decision making are in line with the 2013 levels.

#### **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). 82% of respondents indicated that they were satisfied with their local area. This is an increase of 2 points from 2014, and 4 points from 2013.

#### **Satisfaction with the local area as a place to live**

Respondents were asked how much of a problem certain types of anti-social behaviour were in their local area. The table below summarises the 2015 results together with the previous two years. The majority of respondents felt that each of type of anti-social behaviour is not a problem, and overall people are more satisfied with their local areas as seen in the table below:

Anti-social behaviour type	Problem in 2013	Problem in 2014	Problem in 2015	Net Change 2014 to 2015
Vandalism, graffiti and deliberate damage to property or vehicles	13%	16%	10%	-6%
Rubbish or litter lying around	24%	26%	22%	-4%
Noisy neighbours or loud parties	14%	11%	14%	+3%
Abandoned or burnt out cars	3%	2%	2%	=
Groups of people hanging around the streets	19%	18%	18%	=
People being drunk or rowdy in public places	17%	17%	16%	-1%
People using or dealing drugs	20%	20%	18%	-2%
People being attacked/harassed because of their skin colour/ethnic origin/religion	5%	5%	4%	-1%

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

Perceptions of crime and safety are often central to whether residents see an area as a good place to live or not. In Nottinghamshire, 95% of respondents *feel safe during the day* (one percentage point increase from 2014), and just under three-quarters (74%) feel safe outside at night (constant with the 2014 rating of 74%).

From the table above, only 4% of respondents felt that “People being attacked/harassed because of their skin colour/ethnic origin/religion” was a problem, and the majority feel safe in the local area. However 48% agree that people from different ethnic backgrounds get on well together in their local area.

### **Advocacy**

Respondents were asked to indicate which one of a number of statements came the closest to how they felt about Nottinghamshire County Council. Four in ten (39%) stated that they speak positively about the Council, either without being asked, or if they are asked. This represents an increase of 4 and 6 points respectively since 2014 and 2013 surveys.

### **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, 54% of respondents feel informed about the services and benefits provided by the Council. This represents an increase of 1 percentage point since 2014 and 4 points since 2013.

### **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 decreased by 2 percentage points since 2014 from 61% to 59%, but remains above the 2013 level of 58%. The decrease is within +/-3% confidence range which does not necessarily mean that performance has changed.

### **Value for money**

A major influence of satisfaction with the County Council is feeling that it provides value for money. 43% of respondents agree that the County Council provides good value for money, compared 22% that disagree. The “agree” results are in line with the 2013 results but 4 percentage points below 2014.

### **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 28% agree they can influence decisions affecting their local area. This is the same level as level in 2013.

### **Helping out and getting involved**

The proportion of respondents who volunteer regularly in Nottinghamshire (participate in voluntary unpaid activities in a typical week) has remained consistently around 16%.

## **Response to findings**

11. There are some areas of work that need to be progressed based on changes in the level of satisfaction. This work would include mapping of activity that may have contributed to changes in the level of satisfaction with the Council, value for money, people’s perception of being able to influence local decision making, and community cohesion. These areas will be further considered by the Corporate Leadership Team and a further report presented to this Committee.
12. Tracking changes in satisfaction alongside questions on other related issues about residents’ local areas can provide valuable information on what is driving resident perceptions and therefore what the Council can do to better serve their local communities. Many additional factors will influence resident views of councils at a local level, including local demographics, and significant changes in services across the public sector resulting from budgetary pressures. It is important therefore that these results are seen as part of a wider approach to understanding and responding to local communities at a local level.
13. The next annual satisfaction survey will be undertaken this year. The service provided by the current research company has been delivered to agreed timescales and costs. However, in order to meet the County Council’s procurement requirements, it is necessary to undertake a further procurement exercise. The future cost for the survey will be met from the Communications and Marketing budget, with contributions from NPCC and possibly other statutory service partners that may want participate in future surveys. The outcome of the procurement will be presented to this Committee.

## **Other Options Considered**

18. The survey cost of £13,796 was met by the County Council contributing £9,796 and NPCC £4,000. This is considered to be good value for money when compared to other similar surveys which would, as established through the tender process in 2012, cost in excess of £20,000. The survey provides important information on residents’ views about the Council, services and the local area.

## **Reasons for Recommendations**

19. 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. The current commissioning arrangements from Enventure Research ended in 2015 and a new procurement exercise is therefore required.

## **Statutory and Policy Implications**

20. 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 2015 Nottinghamshire Annual Residents' Satisfaction Survey.
- 2) Agree that the results are used to inform development of the Council's service and delivery plans.
- 3) Approve that a procurement exercise is undertaken to commission the residents' survey for future years, and to present the outcome at a future meeting of this Committee.

**Councillor Alan Rhodes**  
**Leader of the County Council**

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## **Constitutional Comments (SLB 07/01/2016)**

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

## **Financial Comments (SES 07/01/16)**

The financial implications are set out in the report.

## **Background Papers and Published Documents**

Final report

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

All