

## Central Bedfordshire Council

### Corporate Resources Overview & Scrutiny Committee

29 November 2016

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## Listening to our Customers

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### Purpose of this report

1. To update the Committee on the latest results from our bi-annual resident survey.

### RECOMMENDATIONS

The Committee is asked to

1. Consider the feedback from customers in relation to their perceptions of the Council, its services and the local area.

### Background

1. As part of the Council's performance regime, regular market research is conducted with local residents.
2. Since 2009 the Council has conducted large scale surveys (with c.1,200 residents) every other year. Smaller scale surveys (with c.500 residents) are conducted in the intervening years to track performance.
3. The methodology used in these exercises reflects the nationally recommended practice that was used by all Local Authorities in their Place Surveys. Whilst the statutory obligation to conduct this research has now been removed, Central Bedfordshire has maintained its commitment to regularly track how local people are feeling about:
  - The Council as an institution
  - Its universal services
  - The local area as a place to live.
4. Following a procurement exercise, the research was conducted by an independent and professional market research company.
5. The survey data was collected via a series of telephone interviews conducted during September 2016.

## **The Results**

Attached at Appendix One is a PowerPoint presentation which includes the following information:

- An overview of our methodology
- Headline results
- More detailed results relating to the Council's general reputation, customer perception of service and communities.

## **Council Priorities**

As an organisation committed to continuous improvement, the intelligence gained from market research provides valuable evidence of the Council's performance against its ambitions to:

- Be an ever more responsive and efficient organisation
- Create stronger communities
- Enhance Central Bedfordshire
- Deliver great services.

## **Corporate Implications**

### **Legal Implications**

6. None

### **Financial Implications**

7. The costs of the market research have been met from existing budgets.

### **Equalities Implications**

8. No decision is required. However, the demographic information collected via the survey enables the Council to monitor the extent to which residents from groups recognised to have protected characteristics under the Equality Act are either over or under represented in the proportions of respondents who are less satisfied with the Council, its services or the area.

## **Conclusion and next Steps**

9. As well as being reported to Corporate Resources Overview and Scrutiny Committee, the results will be fed into the latest performance scorecards, as reported via Executive.

## **Appendix 1 – PowerPoint presentation**

## **Background Papers**

- (i) Central Bedfordshire Council: Resident Survey 2016  
Report: October 2016  
Public Perspectives