

Appendix 1

# Listening to our Customers

Resident Survey Results

Corporate Resources Overview & Scrutiny

Committee – November 2016

# **We have sought feedback on:**

**The Council** – how are we regarded as an organisation?

**Our services** – what do customers think about the quality of our services overall and specific universal services?

**The area** – how is Central Bedfordshire as a place to live, what matters to residents and what needs to improve?

# Our methods

## Our Resident Survey

- A representative sample of 1,207 residents
- Quota based on demographics
  - Age
  - Gender
  - Ethnicity
  - Disability
  - Urban/Rural
  - North/South
- Telephone interviews conducted between 9<sup>th</sup> September to 30<sup>th</sup> September
- Statistical validity – when comparing results over time, only shifts of 6% or more are statistically significant

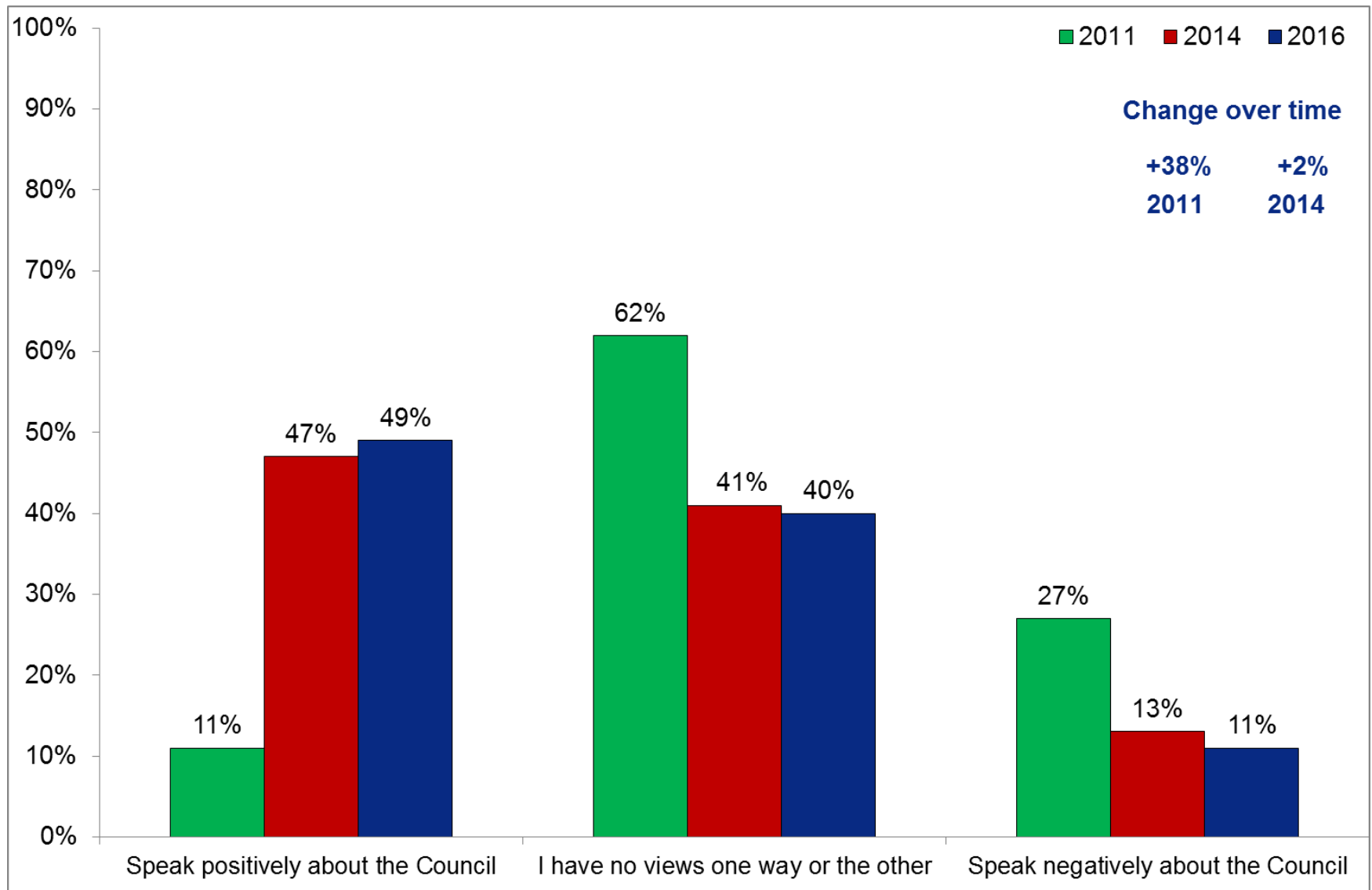
# The headlines:

- Perceptions remain broadly consistent across the majority of indicators.
- The majority of residents are satisfied with their local area as a place to live, with many very satisfied.
- Over two thirds of residents are satisfied with the way the Council runs things. This is above the national average but a slight drop from 2014 responses.
- The majority of residents (58%) remain satisfied with Value for Money and we are continuing to perform higher than the national average of 52%.
- Residents feel that community cohesion and community spirit have improved since 2014.

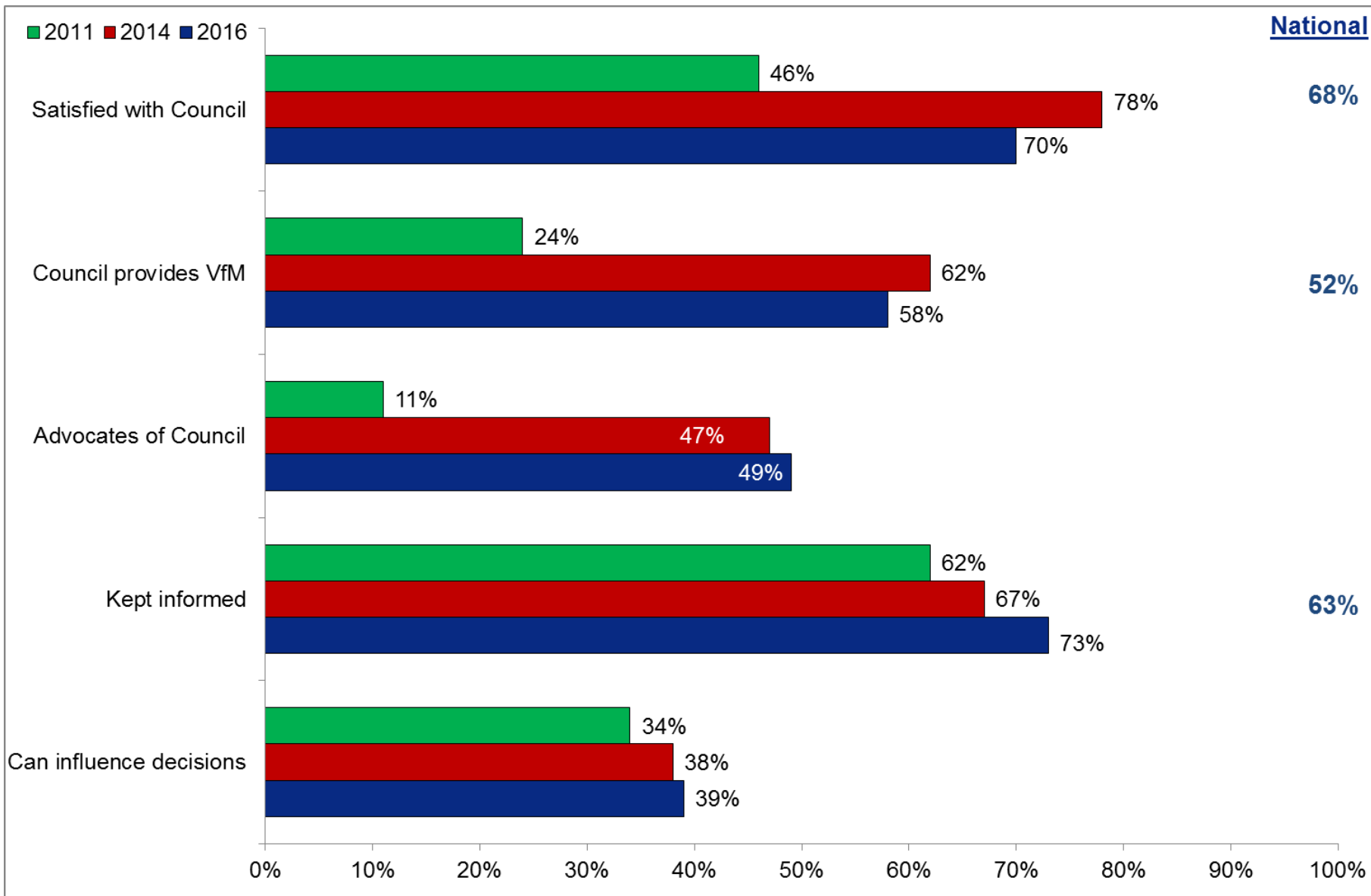
Resident satisfaction with and advocacy of CBC

**COUNCIL**

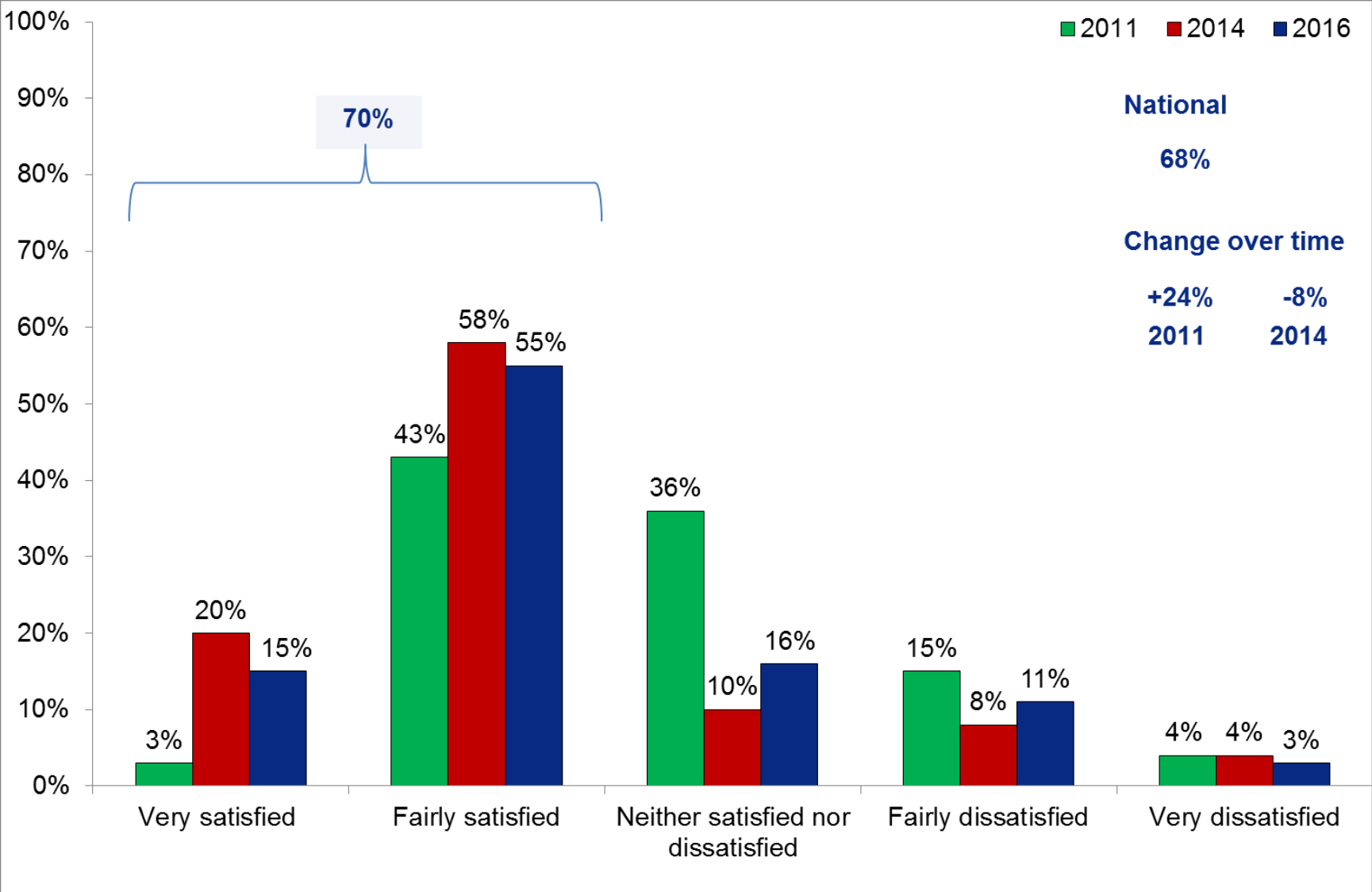
# 49% of residents speak positively about the Council



# Key Council indicators between 2011 and 2016

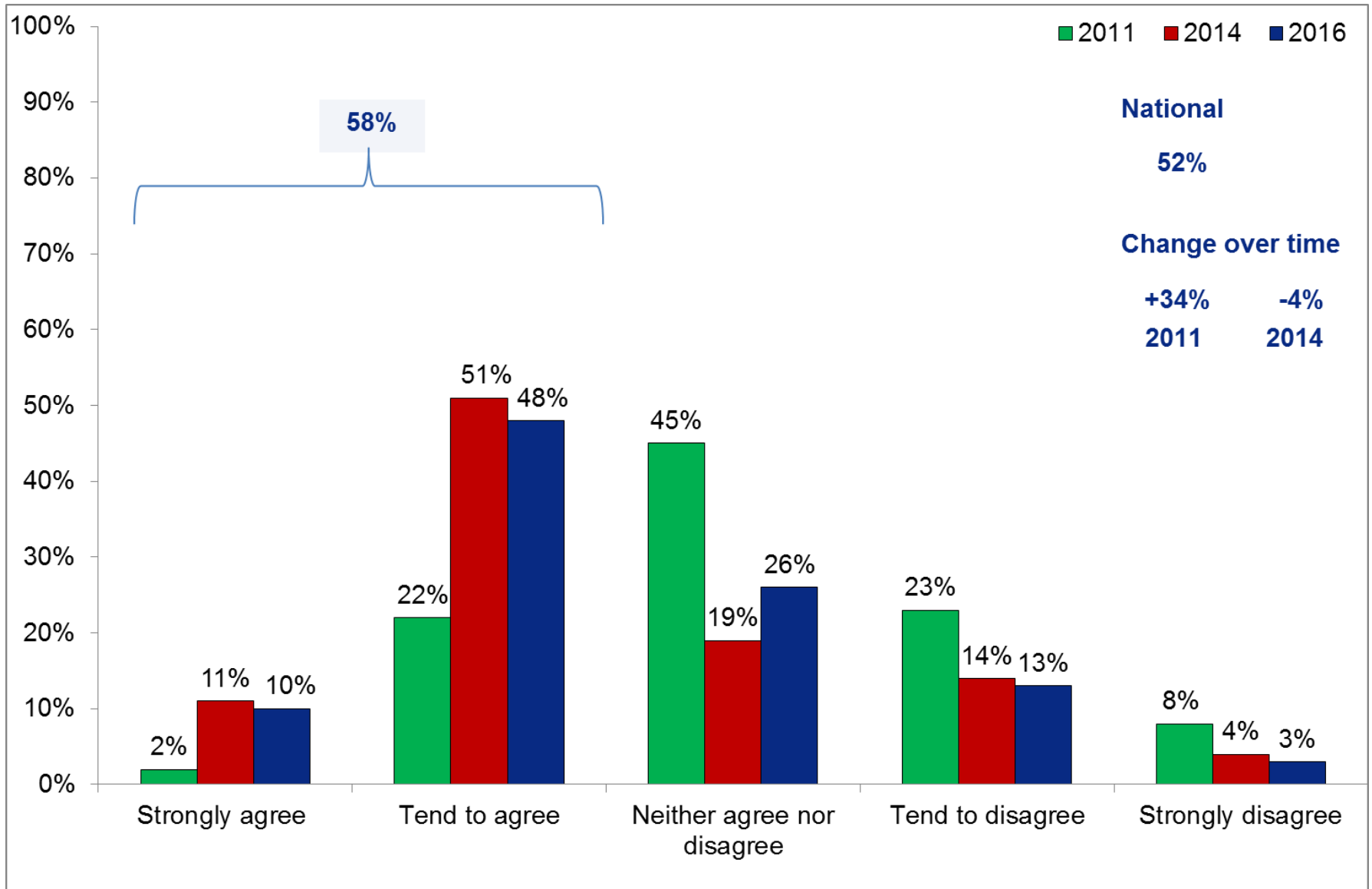


# 70% of residents are satisfied with the way the Council runs things, compared to the national average rating of 68%

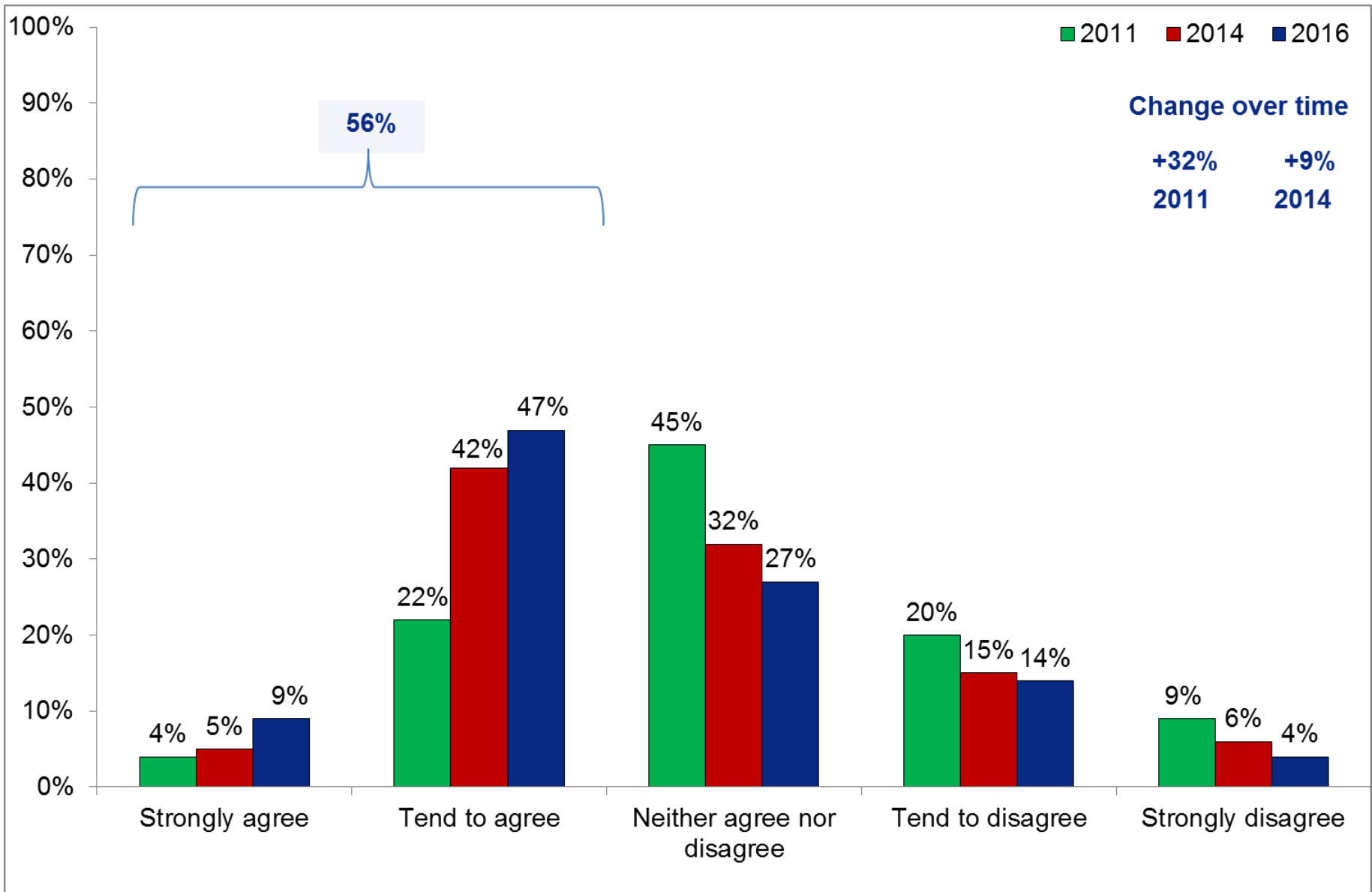




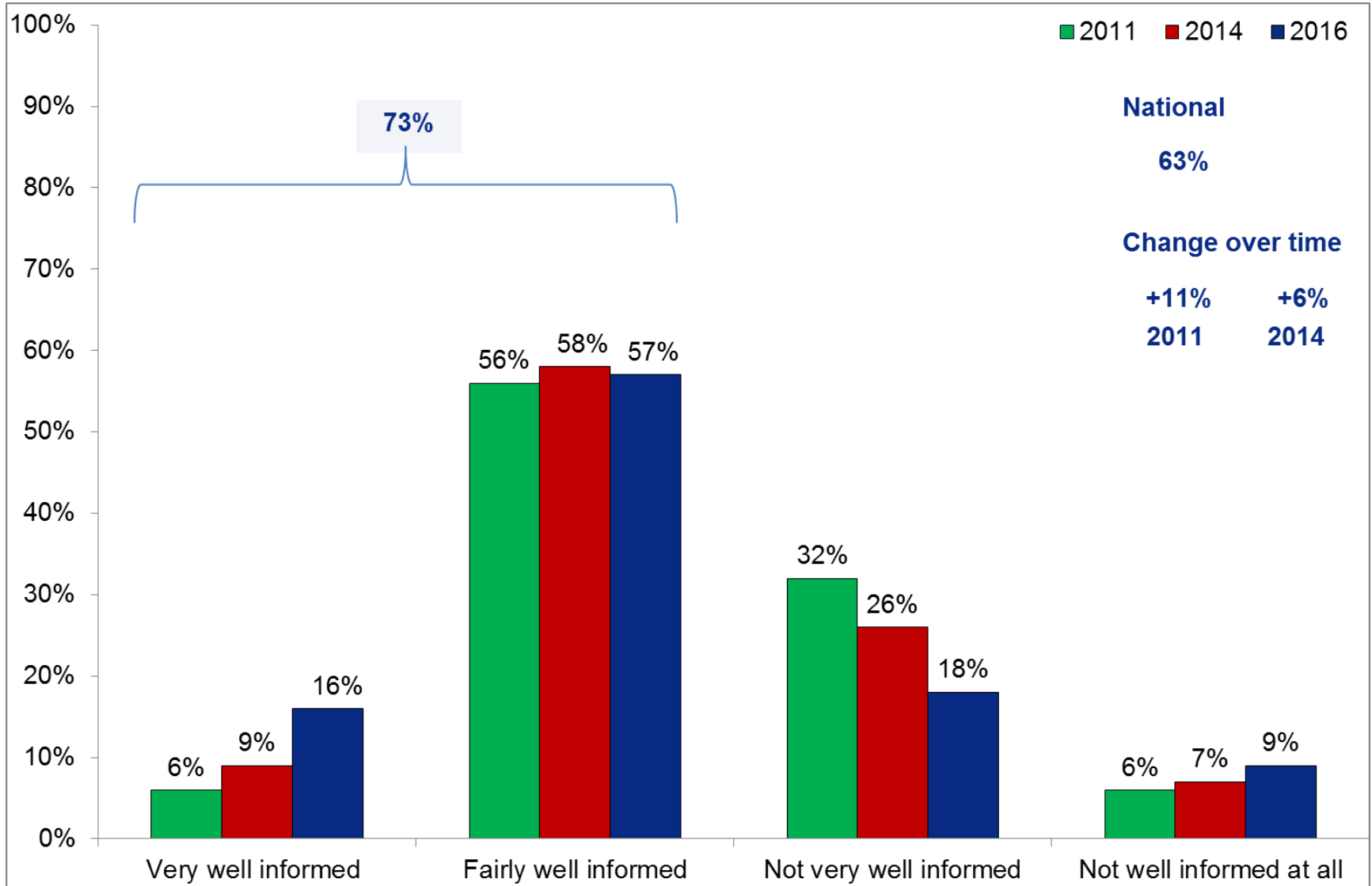
# 58% residents agree that Central Bedfordshire provides value for money, compared to the national average of 52%



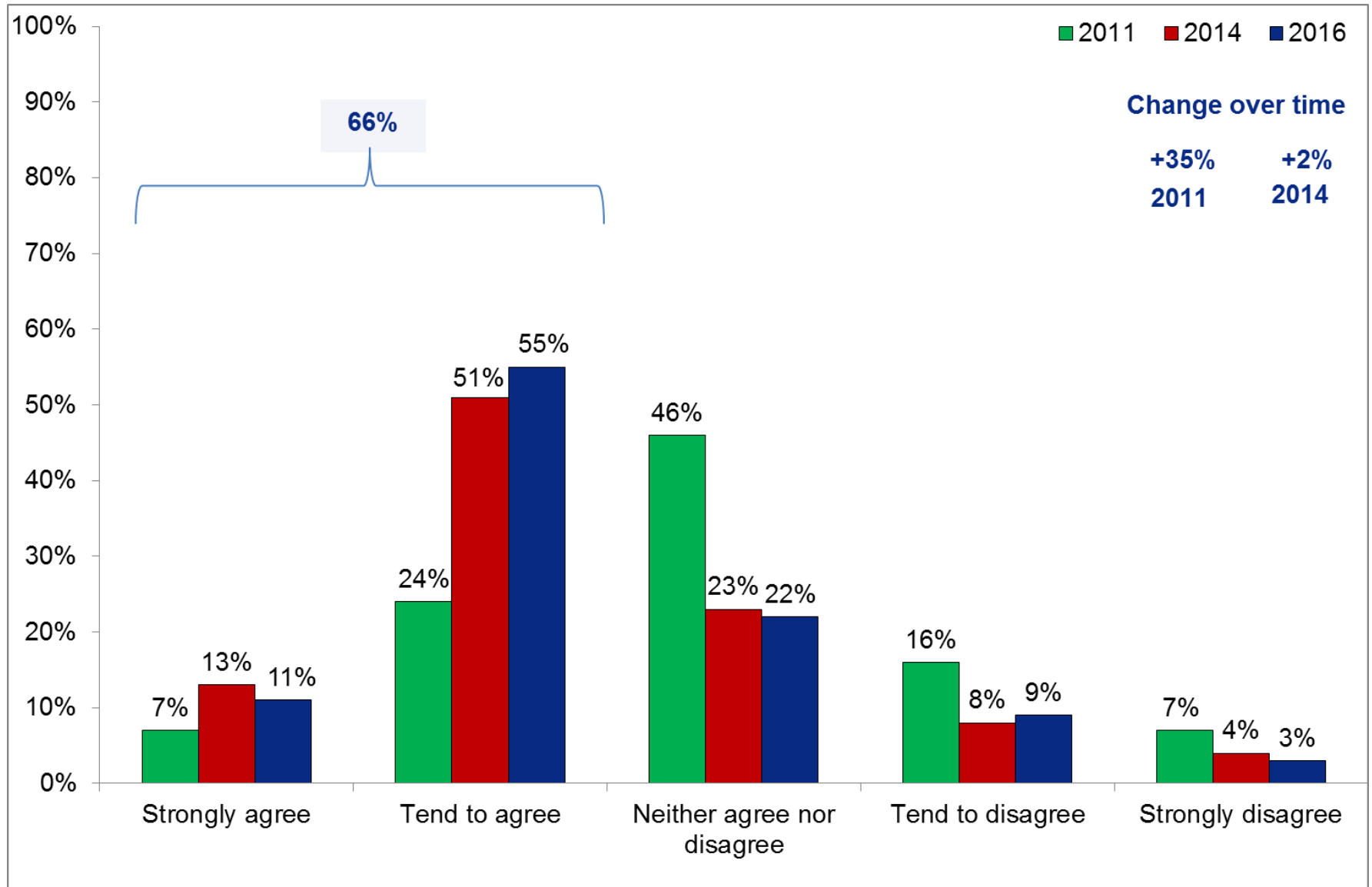
# 56% of residents believe that the Council is efficient and well run



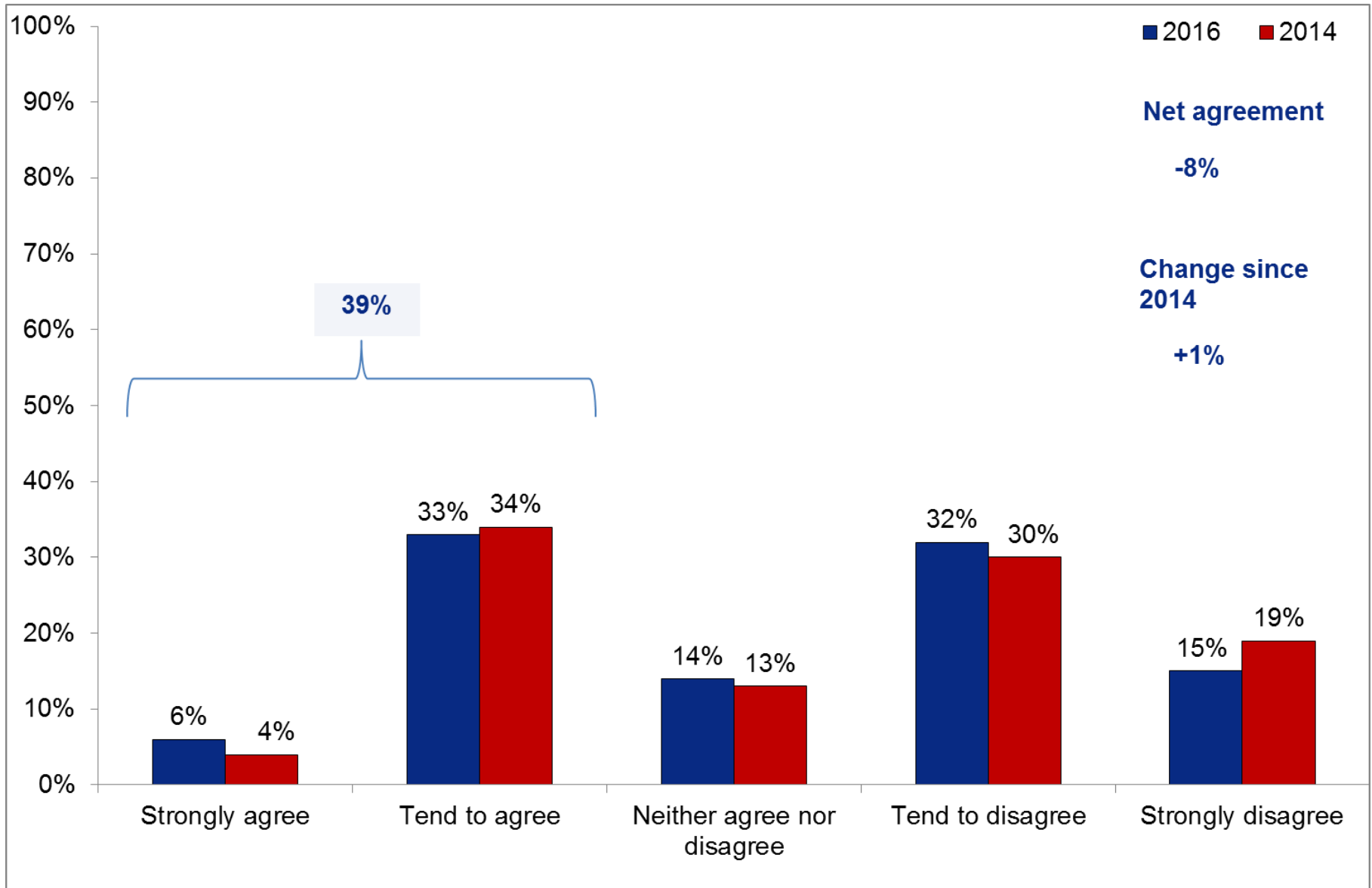
# 73% of residents feel informed about the services and benefits provided by the council, compared to the national average rating of 63%



# 66% of residents believe that the Council is trustworthy



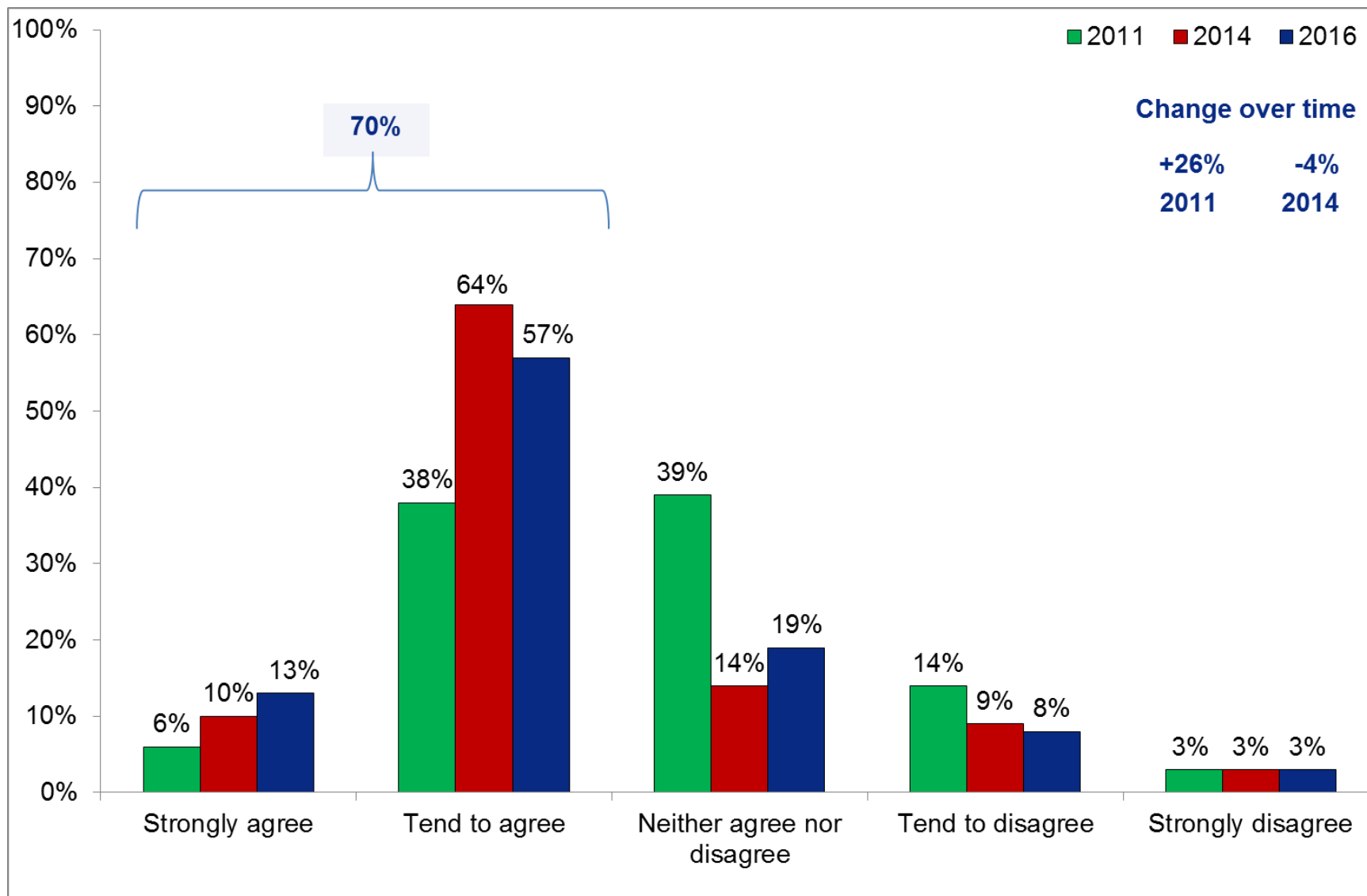
# 39% of residents agree that they can influence decisions in their local area



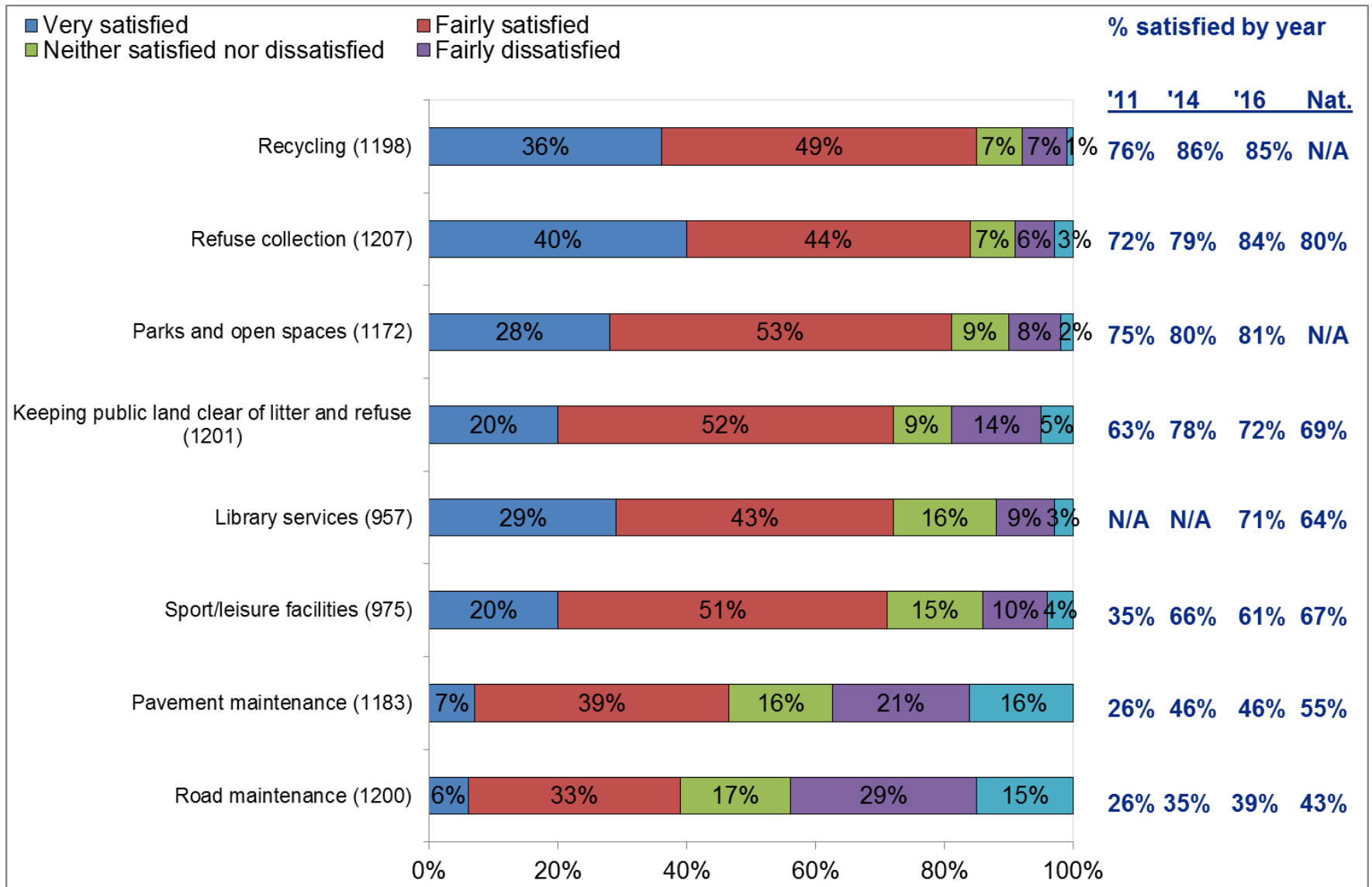
Satisfaction and perceptions of Council services

# **SERVICES**

# 70% of residents believe that the Council provides good quality services



# Proportion satisfied with universal services 2011 - 2016

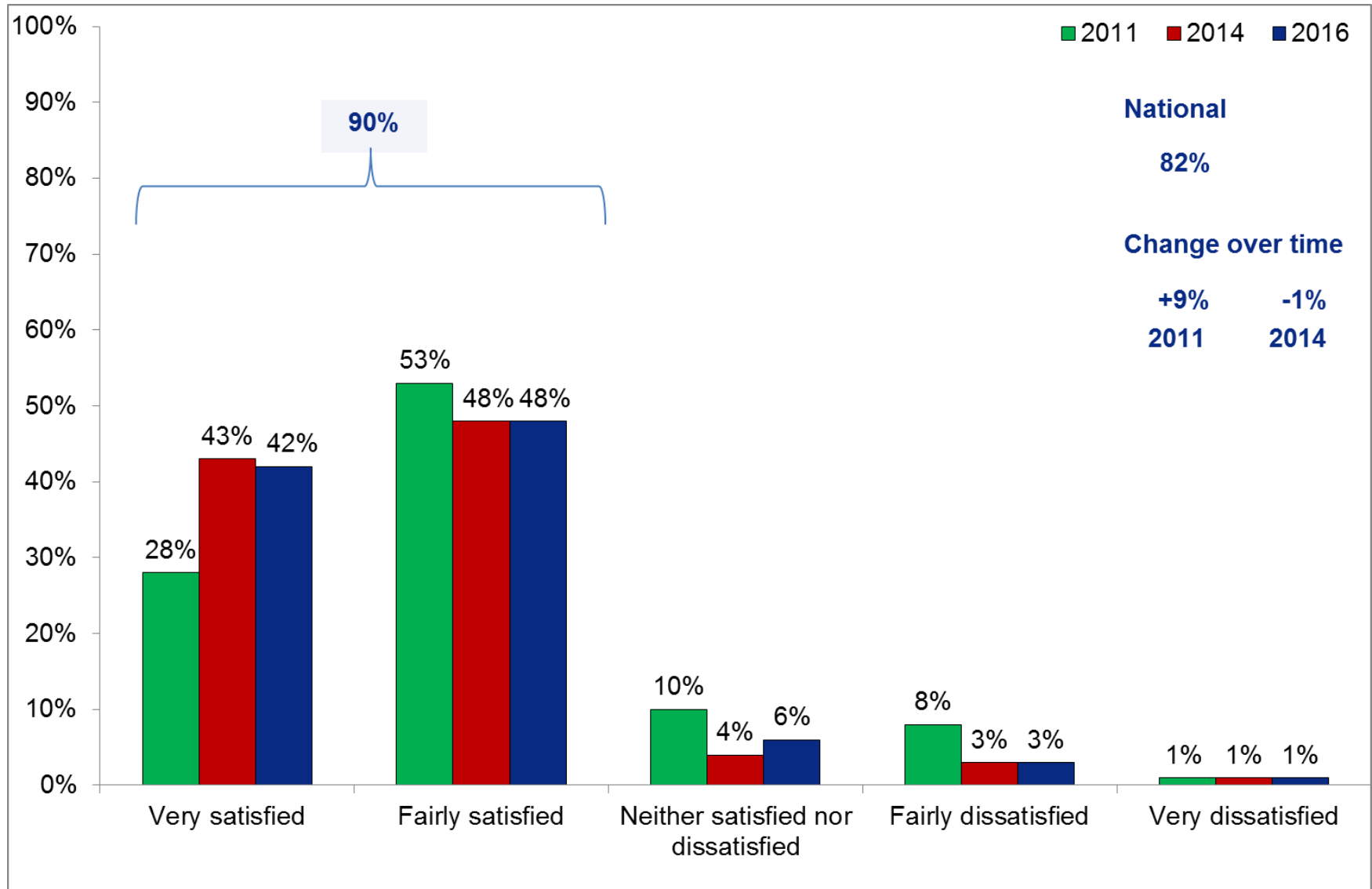




Satisfaction with and perceptions of Central Bedfordshire

# **AREA AND LOCALITY**

# 90% of residents are satisfied with their local area as a place to live, compared to the national average rating of 82%



# Top issues that influence residents perceptions of an area

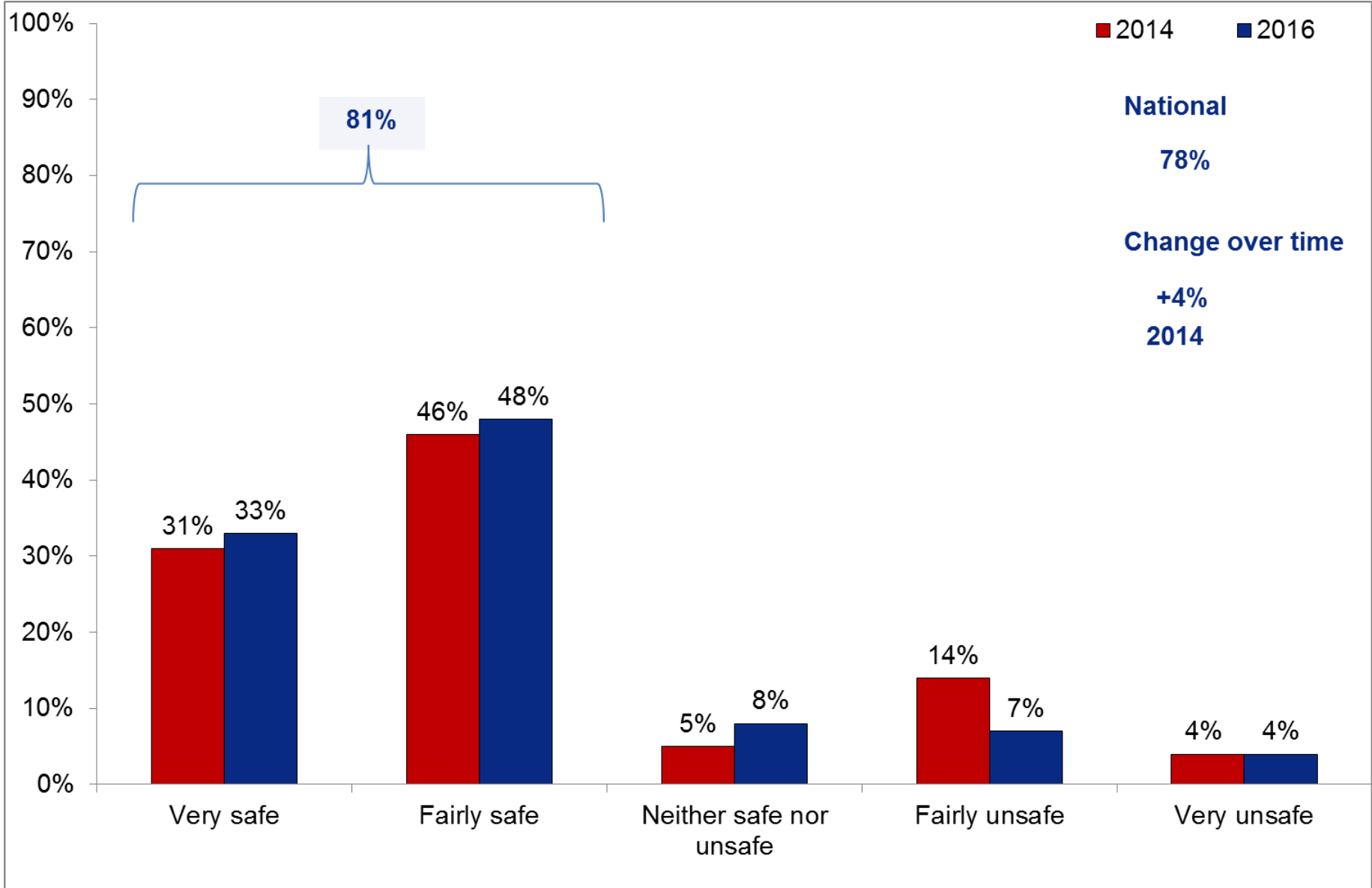
## Great Place

- Clean Streets
- The level of Crime and ASB
- Country Parks and open spaces
- Shopping facilities
- Public transport
- Education provision

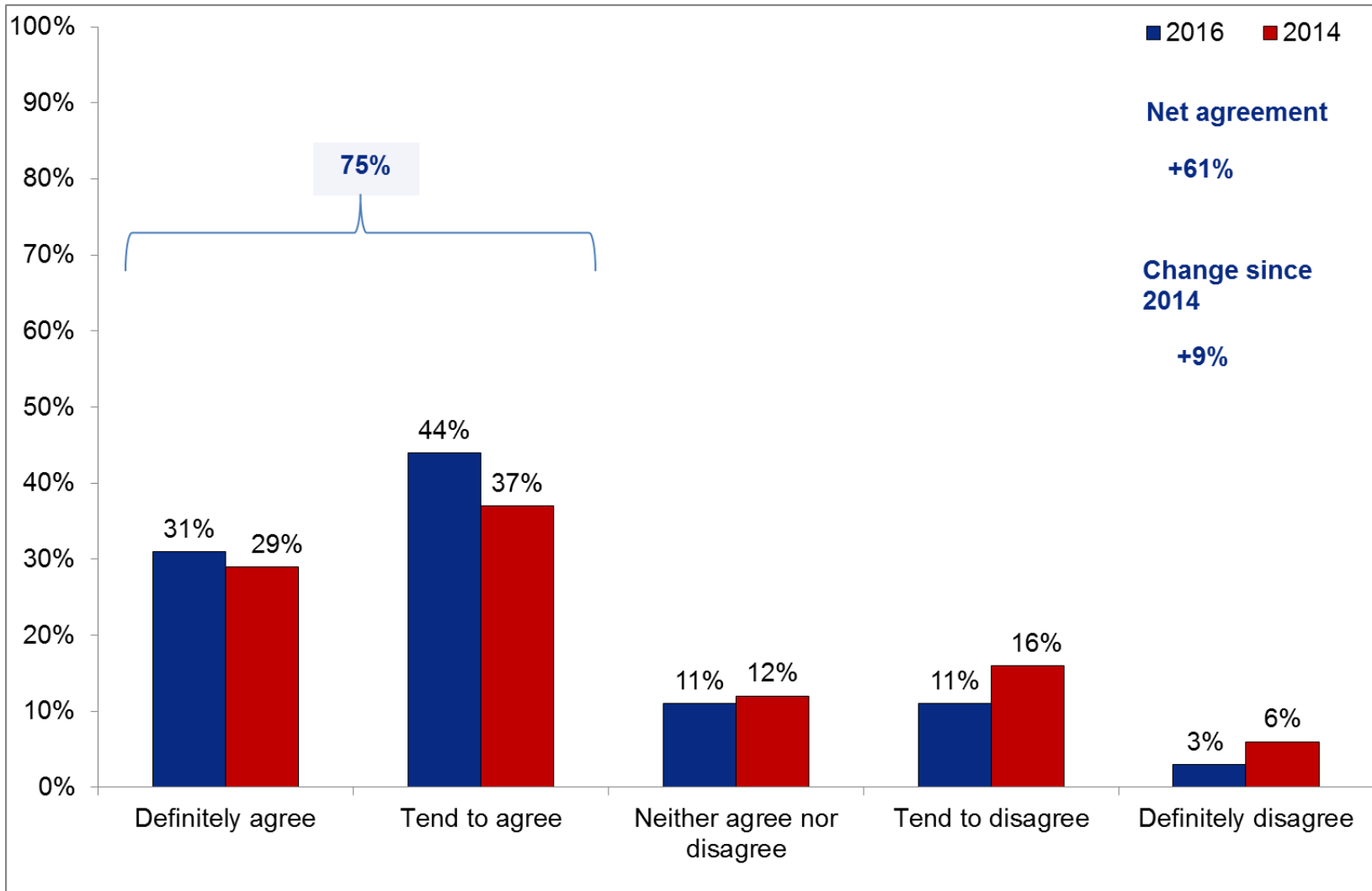
## Needs Improving

- Road and pavement repairs
- Nothing!
- The level of Crime and ASB
- Clean streets
- Traffic congestion
- Shopping facilities
- Health Services

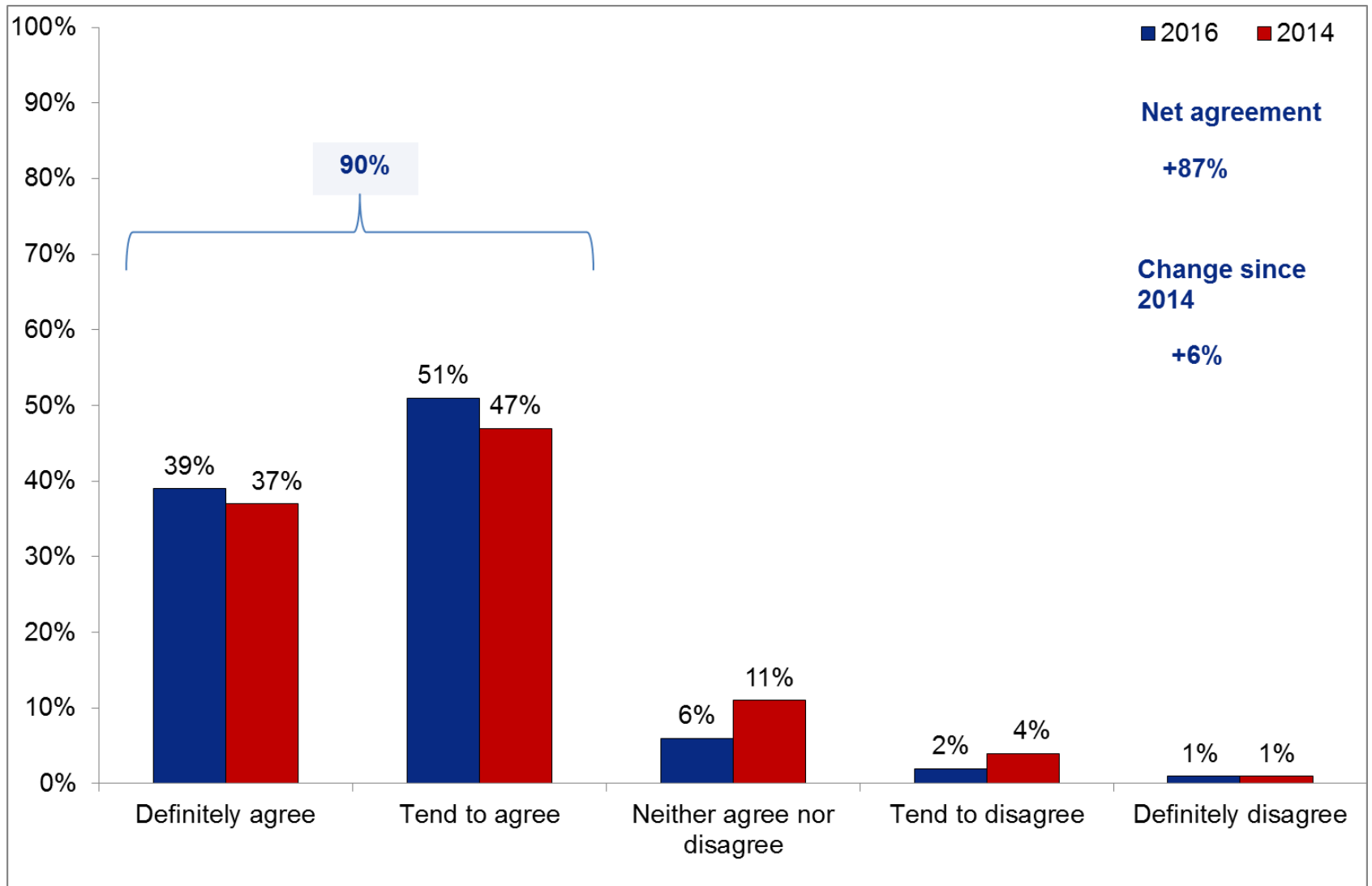
# Community Safety: Perceptions of safety after dark



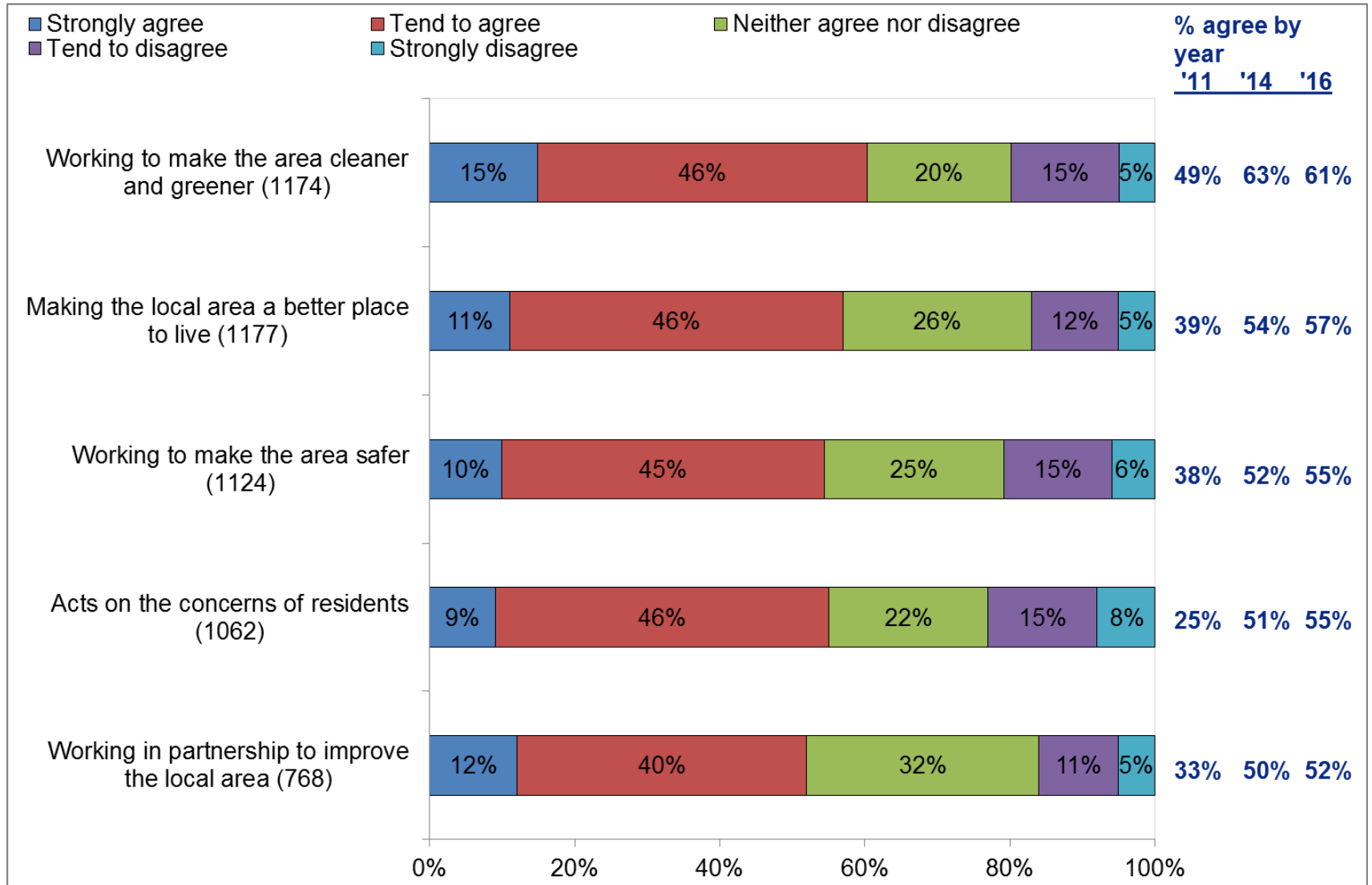
# 75% of residents that agree that people in the local area pull together to improve the local area



# 90% of residents agree that the area is a place where people from different backgrounds get on well together



# How residents perceive the role of the Council in addressing community issues



# Noticing difference

## Satisfaction with the area:

- Rural residents are slightly more satisfied than those living in urban areas (5% difference) and those who live in the north are more satisfied than those in the south (9% difference).
- Non white British residents are also less satisfied than Whit British residents (9% difference).



# Noticing difference

## **Advocacy:**

- Older residents are more likely to advocate positively on behalf of the Council than younger residents (12% difference).

## **Feeling informed:**

- Older residents are more likely to feel informed than younger residents (9% difference)

But ....

14% of residents overall do not have access to the internet - but older residents are less likely to have access 29% and disabled residents area also less likely to have access (26%).

# Questions?

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