

Central Bedfordshire Council

Corporate Resources Overview and Scrutiny
Committee

29 November 2018

Listening to our Customers – 2018 Resident Survey

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This report relates to a decision that is Key

Purpose of this presentation

1. The purpose of the report is to update the committee on the Council's latest market research exercise with residents on various aspects of community life and service experience.

RECOMMENDATIONS

The Committee is asked to:

1. **Consider and discuss the findings of the latest residents' survey.**

Issues

2. The presentation sets out the methodology and results for this year's survey with more than 1,200 residents.
3. The survey included a range of questions relating to:
Community Living: satisfaction with the area as a place to live, outdoor space, cohesion, community spirit, living standards and perception of local problems.

The Council: satisfaction with the way it runs things and specifically its key services and activities. Alignment with policy priorities and attitudes to value for money, feeling informed and being influential.

The Future: hopes for the area in 15 to 20 years time.

Council Priorities

4. Understanding the public's perceptions of community and organisational issues supports the Council's priority to be a more efficient and responsive Council. By better understanding how our customers regard our services, policies and priorities, the Council is able to take well informed decisions.

Corporate Implications

Legal Implications

5. There are no direct or immediate legal implications arising from this report.

Financial and Risk Implications

6. The market research is conducted via a third party professional organisation and the costs of the work are met from existing budgets within the communications team.

Equalities Implications

7. Central Bedfordshire Council has a statutory duty to promote equality of opportunity, eliminate unlawful discrimination, harassment and victimisation and foster good relations in respect of nine protected characteristics; age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.
8. The presentation highlights where there are significant differences in findings by factors such as age, disability and ethnicity.

Conclusion and next Steps

9. The presentation sets out the results in the context of national trends in local government data on resident satisfaction. On many issues Central Bedfordshire results are either in line with or exceed national averages, but there are also some indicators which show statistically significant reductions in satisfaction and emerging community concerns.

Appendices

None

Background Papers

Central Bedfordshire Council: Residents' Survey 2018 – Public Perspectives Report

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