Appendix 5 - Residents’ Survey 2019 Report

Background

The Council has previously used a ‘tracker’ survey to gauge resident satisfaction as one measure of the effectiveness of Council services. Survey or perception data is subject to individual bias and issues prevalent at the time of the survey that might obscure a more objective overall view, but over time and with robust methodology, such data can be useful to the Council.

The Council carried out a residents’ survey in January and February 2019. 1,426 people responded, significantly more than previous surveys, and enough responses to give a margin of error of 3% using a 95% confidence level. The survey was completed mainly online with paper copies sent to libraries and parish/town council offices. The sample of respondents was self-selecting and not proportionately representative of the Council’s profile e.g. there was a disproportionate number of responses from older age groups.

The survey used broadly the same questions as the LGA resident satisfaction poll conducted every 4 months. The survey also asked questions about recycling to test success of previous communications to residents, and physical activity to supplement the limited sample size of national Active Lives surveying.

Survey results

<table>
<thead>
<tr>
<th>Combined ‘Very’ and ‘Fairly Satisfied, or ‘Strongly’ and ‘Tend to Agree’ scores %</th>
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<tbody>
<tr>
<td>Satisfaction with the local area</td>
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<td>Satisfaction with Streetcleaning</td>
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<td>Satisfaction with how EBC runs things</td>
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<td>EBC value for money</td>
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<td>EBC acts on resident concerns</td>
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<td>EBC keeps residents well informed</td>
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<td>Trust in EBC</td>
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*Average across hedge- and grass-cutting, graffiti, litter, flytip and dogmess removal.

For most measures the results show that a majority of respondents were very or fairly satisfied.

While half of respondents were satisfied/very satisfied with Streetcleaning services, this result is not in line with the traditionally higher levels of our award-winning Streetscene services, nor actual performance which shows consistently that nearly 95% of areas are being maintained to standard or above standard. Flytips are cleared well within target timescales (within 5 working days).
Disaggregated scores showed that respondents were most satisfied with grass-cutting and least satisfied with flytipping.

Perception of value-for-money may relate to statutory and universal services (e.g. council tax collection and waste/recycling) and current council tax levels, or the Council's level of fees and charges for discretionary services. The 49% figure is typical for local authorities generally. Garden waste revenues are high as is attendances and income at IVCP, which may indicate satisfaction with value for money for these services. Quarter 2 attendance at EBC theatres is below target. Conclusions should not necessarily be drawn about value for money without understanding how people were responding to the question.

Similarly the perception of how well the Council acts on concerns may reflect an overall sense of the Council meeting or not meeting resident expectations, or a view about specific customer interactions. It is possible that opposition of some to the Council's Local Plan has contributed to this score. The main Q2 performance report and KPI appendix provides a picture of customer care and responsiveness issues, with performance in Council Tax administration, and corporate complaints handling needing to be addressed.

Residents feeling informed tallies with positive performance by the Council's Corporate Communications team in achieving increasing social media followers and subscribers to ENews and MyEastleigh channels.

Relatively lower levels of trust are typical of similar surveys of local government services.

The survey also collected the following data:

- 43% of respondents felt their area has a fairly or very strong sense of community. 30% of people agree that people pull together to improve their local area.
- 57% of respondents said that they use food waste recycling and 3% were unaware of the service. (The Council's recent campaign has significantly improved these survey responses.)
- Over 80% of people correctly identified the range of plastic bottles that can be recycled. Between 11% and 30% incorrectly identified other plastics that they believed could be recycled. (This indicates that only marginal improvements to plastics recycling and contamination are now feasible, without widening the range of plastics that can be recycled.)
- 20% reported themselves as physically inactive, 45% as fairly active and 34% as active.¹

**Implications and recommendations**

While this particular set of data may not provide sufficiently robust evidence of levels of satisfaction, it does indicate that with a more robust methodology and with appropriate comparisons (other councils, data from this survey year on year), this information can be used to drive improvements for residents.

To survey more robustly (proportionately) would require resourcing (e.g. of a professional polling company); the Council is currently exploring the costs for this work.

¹ Inactive = <30mins moderate or vigorous activity in last 7 days. Fairly = 30-150 mins, Active = >150 mins