Report to the Executive for Decision
5 March 2012

Portfolio: Policy, Strategy and Finance
Subject: Results of Residents' Satisfaction Survey 2011
Report of: Director of Community and Streetscene Communications and Engagement Strategy
Corporate Objective: To be a dynamic, prudent and progressive Council
Strategy/Policy: Strong and inclusive communities

Purpose:
This report sets out the results of the 2011 Residents' Satisfaction Survey.

Executive summary:
In the Autumn of 2011, the Council carried out a Residents' Satisfaction Survey by sending a self-completion questionnaire through the post to 4020 households selected at random from the Electoral Register. The questionnaire was based around the Council's Corporate Priorities, used plain English and was graphically designed to ensure the maximum number of responses. The Council received 1318 responses in total, which represents a 33% return.

Some questions were repeated from previous Resident's Surveys, the last one taking place in 2009, allowing the comparison of satisfaction over time. Most of the results showed an upward trend in satisfaction since 2009. The majority 96.9% of respondents were happy with their local area as a place to live, 88% thought the Council provided value for money and 91.9% were happy with the way the Council runs things.

The full report containing the results of the survey is attached at Appendix A.

Recommendation:
That the results of the 2011 Residents’ Satisfaction Survey be noted and measure performance and inform future planning.

Reason:
To ensure that the results of public consultation exercises are used to plan future services and measure improvement.

Cost of proposals:
Any costs associated with improvement plans would need to be built into the Council’s service/budget planning cycle.

Appendix A: 2011 Residents’ Survey Report
Background papers: None

Contact: Roy Brown, Customer Engagement Manager
E-mail – rbrown@fareham.gov.uk (Tel: 01329 824409)
INTRODUCTION

1. The Borough Council undertakes regular consultation as part of its commitment to improving service delivery.

2. The Residents' Survey has been running since 2000, changing from an annual survey to a biennial one in 2007. The surveys are designed to allow the monitoring of trends over time and to ask questions about current topics of interest.

3. The 2009 Resident Survey had used the e-panel as part of its sample. It was decided that the e-panel would not be used for the 2011 survey sample. This is because members of the e-panel were self selecting and would therefore impact on the otherwise randomly selected sample.

4. The 2011 Survey was designed to make it more appealing to potential respondents; the amount of text was reduced compared to the 2009 version and images were used to break up the text. It was deliberately designed not to look like a typical Council survey.

Key Results

5. Overall, the results of the 2011 Residents' Survey shows that the high levels of resident satisfaction have been maintained, and in many areas improved, since the 2009 survey. The following key results have been structured around the seven corporate priorities identified in Fareham Borough Council's Corporate Strategy 2011-2017.
COUNCIL PRIORITY 1: PROTECT AND ENHANCE THE ENVIRONMENT

6. According to responses, the majority of residents are happy with the Council services that work towards ensuring Fareham remains a clean and attractive place to live and work. For example:

- 91.6% were happy with their local parks and open spaces;
- 79.8% were happy with their household waste (refuse) collection, 6.1% more than in 2009;
- 89.8% said they were happy with household recycling collection compared to 73.7% in 2009;
- 81.6% were happy that public land is kept clear of litter, 3.7% more than in 2009; and
- 87.5% were happy that all public land is kept clear of fly tipping, compared to 83.9% in 2009.

COUNCIL PRIORITY 2: MAINTAIN AND EXTEND PROSPERITY

7. According to responses, the majority of residents are happy that the Council is developing and improving vibrant town and district centres within the Borough. For example:

- 89.1% were happy with the range of shops in their closest town or district centre, 10.3% more than in 2009;
- 88.5% were happy with the range of shops in Fareham town centre, 11.2% more than in 2009;
- 88.6% where happy with the social and leisure facilities in their local town or district centres, 16.5% more than in 2009;
- 93.5% were happy with the social and leisure facilities in Fareham Town Centre;
- 86.4% were happy with the availability of parking for shoppers in their local town and district centres in 2011; and
- 78.5% were happy with the availability of parking for shoppers in Fareham town centre.
COUNCIL PRIORITY 3: A SAFE AND HEALTHY PLACE TO LIVE AND WORK

8. According to responses, the majority of residents think that Fareham remains a safe and healthy place to live and work. For example:

- 88.5% thought that the police and Fareham Borough Council were successfully dealing with crime, antisocial behaviour and neighbour nuisance, compared to 66.9% in 2009;
- 74.4% thought that teenagers hanging around in public places was not a problem, 8.2% more than in 2009;
- 83.1% did not think there was a problem with people using or dealing drugs; and
- 80.3% did not think there was a problem with vandalism, graffiti and other deliberate damage to property or vehicles.

COUNCIL PRIORITY 4 - LEISURE OPPORTUNITIES FOR HEALTH AND FUN

9. According to responses, the majority of residents thought that there was a reasonable range of leisure opportunities for health and fun in the Borough. For example:

- 84.8% were happy with the children's play areas in the Borough;
- 87% were happy with the Borough's community centres;
- 80.4% were happy with their local sports facilities including pitches, tennis courts and bowling greens;
- 94.3% of people were happy with Fareham Leisure Centre; and
- 95.1% of respondents were either very or fairly happy with Ferneham Hall, 6% more than in 2009.

COUNCIL PRIORITY 5: A BALANCED HOUSING MARKET

10. According to responses, the majority of residents think more should be done to ensure that the residents of Fareham have access to good quality housing that is affordable, within their means and offers a choice of tenures. For example:

- 61% did not think there were enough opportunities for young people to buy and rent locally;
- 57.6% did not think there were enough opportunities for young families to rent or buy a home in Fareham;
- 61.6% thought there were enough opportunities for older people to rent or buy a home in Fareham; and

Contact: Roy Brown, Customer Engagement Manager
E-mail – rbrown@fareham.gov.uk (Tel: 01329 824409 ) xps-120305-r05-rbr.doc
• 70.1% believed that the Council should be doing more to build new affordable homes for local people.

COUNCIL PRIORITY 6 - STRONG AND INCLUSIVE COMMUNITIES

11. According to responses, the majority of residents think they have easy and affordable access to information and services provided by the Council. For example:

• 81.7% felt well informed about how their Council tax was spent;
• 70.1% felt well informed about Fareham Borough Council Services overall;
• 89% found the Council welcoming;
• 90.4% found the Council easy to contact; and
• 93.3% agreed that they were treated with respect when contacting the Council.

COUNCIL PRIORITY 7: TO BE A DYNAMIC, PRUDENT AND PROGRESSIVE COUNCIL

12. According to responses, the majority of residents think that the Council offers good value for money by providing high quality services and maintaining high levels of resident satisfaction, whilst keeping council tax levels low when compared to other district councils. For example:

• 88% thought the Council provides value for money, 6.1% more than in 2009 and 35% more than national figures;
• 96.9% were happy with their local area as a place to live; and
• 91.9% were happy with the way Fareham Borough Council runs things, 1.4% more than in 2009 and 21.9% more than national figures.

COMMUNICATIONS

13. The majority of results in the 2011 Resident's Survey were positive when compared to the 2009 Residents' Survey. However, there were some questions (21a - 21f, see pages 35-39) linked to communications, where although the majority of respondents were still happy, they were less so than in 2009.

14. New initiatives are being planned to improve communications. The Council's website is being redesigned to be more customer friendly, and social media pages have just been launched (e.g. Facebook, Twitter). An information kiosk, called 'Council Connect', is due to be installed in Fareham Shopping Centre, further work is being undertaken on the content and style of Fareham Today and the Communications and Engagement Strategy is also being reviewed. Hopefully, these initiatives will result in improved customer satisfaction rates for communications activity.

Contact: Roy Brown, Customer Engagement Manager
E-mail – rbrown@fareham.gov.uk (Tel: 01329 824409)
RISK ASSESSMENT

15. There are no significant risk considerations in relation to this report.

FINANCIAL IMPLICATIONS

16. The results of the Residents' Satisfaction Survey can be used to identify where to focus resources in the future.

CONCLUSION

17. The survey results will be analysed by officers and any lessons learnt will be used to measure performance and inform future planning.

Reference Papers: Results of Residents' Satisfaction Survey 2009