

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 6 January 2014

Portfolio: Policy and Resources
Subject: **2013 Residents' Survey Feedback**
Report of: Chief Executive Officer
Strategy/Policy: Communications and Engagement Strategy

Corporate Objective:

- To be a dynamic, prudent and progressive Council
- Strong and inclusive communities

Purpose:

This report sets out the results of the 2013 Residents' Satisfaction Survey.

Executive summary:

In the Autumn of 2013, 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 1291 responses in total, which represents a 32% return, which is good for this type of survey.

Some questions were repeated from previous Resident's Surveys, the last one taking place in 2011, allowing the comparison of satisfaction over time. Most of the results showed an upward trend in satisfaction since 2011. The majority, 97% of respondents were happy with their local area as a place to live, 89% thought the Council provided value for money and 91% were happy with the way the Council runs things. Collecting household waste, working with the police to reduce crime and keeping the streets clean were the most important services to respondents.

74% of people thought that planning for a new community at Welborne was the right approach to take to help meet Fareham's future housing needs and help stop piecemeal development in the countryside that separates the different communities in the Borough.

The results of the survey indicate that a review of Community Action Team (CAT) meetings may be needed.

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

Recommendation

That the results of the 2013 Residents' Satisfaction Survey be noted and used to 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: 2013 Residents' Survey Report

Background papers: None

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Executive Briefing Paper

Date: 6 January 2014

Subject: 2013 Residents' Survey Feedback

Briefing by: Chief Executive Officer

Portfolio: Policy and Resources

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 2013 Survey was designed to be appealing to potential respondents; with simple text and images used to break up the text. It was deliberately designed not to look like a typical Council survey.

Key Results

4. Overall, the results of the 2013 Residents' Survey shows that the high levels of resident satisfaction have been maintained, and in many areas improved, since the 2011 survey. The following key results have been structured around the seven corporate priorities identified in Fareham Borough Council's Corporate Strategy.

COUNCIL PRIORITY 1: PROTECT AND ENHANCE THE ENVIRONMENT

5. 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:
 - 93% were happy with their local parks and open spaces, 2% more than in 2011.
 - 83% were happy with their household waste (refuse) collection, 3% more than in 2011.
 - 91% said they were happy with household recycling collection compared to 90% in 2011.
 - 85% said they were happy with the garden waste collection, 5% more than in 2011.

- 84% were happy with recycling sites e.g. bottle banks this year.
- 90% of respondents were happy with clothing and textile recycling in the Borough.
- 82% were happy that public land is kept clear of litter, 1% more than in 2011.
- 90% were happy that public land is kept clear of fly tipping, compared to 87% in 2011.
- 70% of people were happy that public land is kept clear of dog fouling.

COUNCIL PRIORITY 2: MAINTAIN AND EXTEND PROSPERITY

6. According to responses, the residents visit a number of shopping centres to satisfy their shopping and leisure needs. For example:
- Fareham town centre and Whiteley are the shopping centres with the broadest appeal to residents.
 - Only 42% of those that live near there use the town centre for their main food shopping.
 - Only 34% of those that live near there use the Locks Heath Shopping Village for their main food shopping.
 - More variety of shops, better quality of shops and easier parking would make residents use their local shopping centre more often.

COUNCIL PRIORITY 3: A SAFE AND HEALTHY PLACE TO LIVE AND WORK

- According to responses, the majority of residents think that Fareham remains a safe and healthy place to live and work. For example:
- 90% thought that the police and Fareham Borough Council were successfully dealing with crime, antisocial behaviour and neighbour nuisance, compared to 88% in 2011.
- 84% thought that teenagers hanging around in public places was not a problem, 10% more than in 2011.
- 92% did not think there was a problem with people using or dealing drugs, 9% more than in 2011.
- 89% thought that people being drunk or rowdy in public places was not a problem, 9% more than in 2011.
- 86% of people did not think that feeling unsafe on a night out was a problem in Fareham.
- 99% of people thought there was no problem with abandoned or burnt out cars, compared to 95% in 2011.
- 91% did not think there was a problem with vandalism, graffiti and other deliberate damage to property or vehicles, 11% more than in 2011.

COUNCIL PRIORITY 4 - LEISURE OPPORTUNITIES FOR HEALTH AND FUN

7. 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:
- 90% were happy with the children's play areas in the Borough, 5% more than in 2011.
 - 91% were happy with the Borough's community centres, compared to 87% in 2011.

- 83% were happy with their local sports facilities including pitches, tennis courts and bowling greens, 2% more than in 2011.
- 93% of people were happy with Fareham Leisure Centre.
- 95% of people were happy with Westbury Manor Museum.
- 94% of respondents were happy with Ferneham Hall.
- 58% of people went to Ferneham Hall at least once a year.
- Musicals, comedians, shows for children and musical tribute acts were the types of show people would most like to see at Ferneham Hall.
- 75% of people have never used Fareham Tourist Information Centre.

COUNCIL PRIORITY 5: A BALANCED HOUSING MARKET

8. 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. They also strongly supported in principle the building of a new community at Welborne. For example:
- 54% did not think there were enough opportunities for young people to buy and rent locally.
 - 50% did not think there were enough opportunities for young families to rent or buy a home in Fareham.
 - 69% thought there were enough opportunities for older people to rent or buy a home in Fareham.
 - 68% believed that the Council should be doing more to build new affordable homes for local people.
 - 74% of people thought that planning for Welborne was the right approach to take to help meet Fareham's future housing needs and help stop piecemeal development in the countryside that separates the different communities in the Borough.

COUNCIL PRIORITY 6 - STRONG AND INCLUSIVE COMMUNITIES

9. According to responses, the majority of residents think they have easy and affordable access to information and services provided by the Council. For example:
- 82% felt well informed about events going on in Fareham.
 - 77% felt well informed about Fareham Borough Council Services overall, 7% more than in 2011.
 - Fareham Today, the Council's website and the local press are the most preferred way to find out what the Council is doing.
 - 90% had either never heard of or been to a Community Action Team (CAT) Meeting.
 - 91% found the Council welcoming, 2% more than in 2011.
 - 90% found the Council easy to contact.
 - 95% agreed that they were treated with respect when contacting the Council, 1% more than in 2011.
 - Using the phone, followed by email and face-to-face contact were the most preferred ways to get in touch with the Council.

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

10. 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:
- 89% thought the Council provides value for money, 1% more than in 2011 and 7% more than 2009.
 - 97% were happy with their local area as a place to live, the same as in 2011.
 - 91% were happy with the way Fareham Borough Council runs things.
 - Collecting household waste, working with the police to reduce crime and keeping the streets clean were the most important services to respondents.
 - The Tourist Information Centre, the provision of allotments and Westbury Manor Museum were the least important.
 - 57% of residents wanted a balance between increasing charges to service users and small increases in Council Tax

KEY MESSAGES

11. The large majority of results in the 2013 Resident's Survey were positive when compared to the 2011 and 2009 surveys. Overall, there has been a clear improvement in the levels of residents' satisfaction with the services that the Council provides since 2009. The majority of residents have also expressed support for the Council's approach to planning for Welborne. Most residents don't go to Community Action Team (CAT) meetings and a review of them may be needed. The information given about the services that are the most and least important to respondents, will be a useful tool in helping to inform future decision making.

RISK ASSESSMENT

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

FINANCIAL IMPLICATIONS

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

CONCLUSION

14. 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 2011
Results of Residents' Satisfaction Survey 2009