



Hinckley & Bosworth  
Borough Council

*A Borough to be proud of*

FORWARD TIMETABLE OF CONSULTATION AND DECISION MAKING

SCRUTINY COMMISSION: 10 AUGUST 2017

WARDS AFFECTED: ALL WARDS

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## RESIDENT SATISFACTION WITH COUNCIL SERVICES SURVEY - WINTER 2016

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### Report of Director (Corporate Services)

#### 1. PURPOSE OF REPORT

1.1 To inform members of the findings from the survey.

#### 2. RECOMMENDATION

2.1 That members consider the findings of the survey to help inform any improvements required in service delivery.

#### 3. BACKGROUND TO THE REPORT

3.1 The resident satisfaction survey is undertaken on an annual basis. It is intended to measure the satisfaction of residents and service users with the quality of services delivered by Hinckley & Bosworth Borough Council. Resident satisfaction surveys are an integral part of the local government performance framework. They play a vital role in understanding what people think about local services – what's working and what's not. They also provide valuable data about how views of local services change over time, including people's preferences and expectations. Crucially, satisfaction surveys provide information which can help Hinckley & Bosworth Borough Council shape, deliver, and improve local services around the needs and wishes of local people.

3.2 The survey this year consisted of twenty three separate questions to gauge resident satisfaction with council services on:

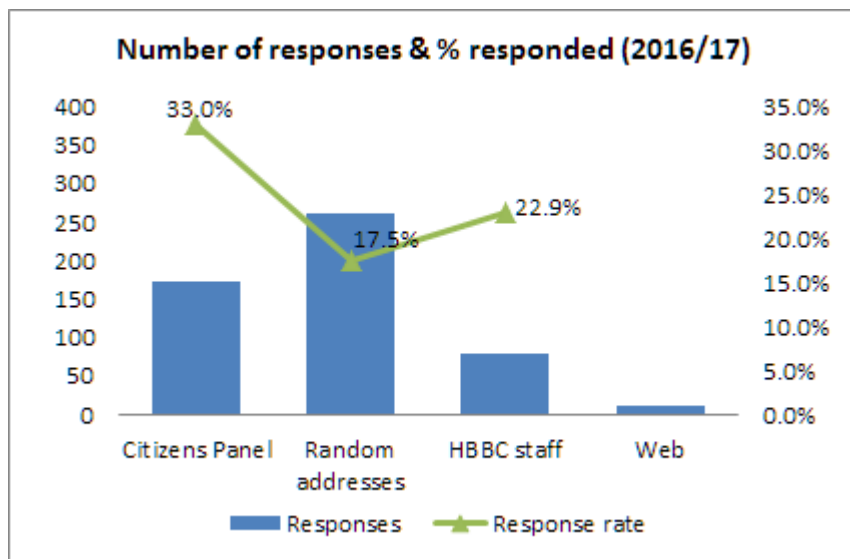
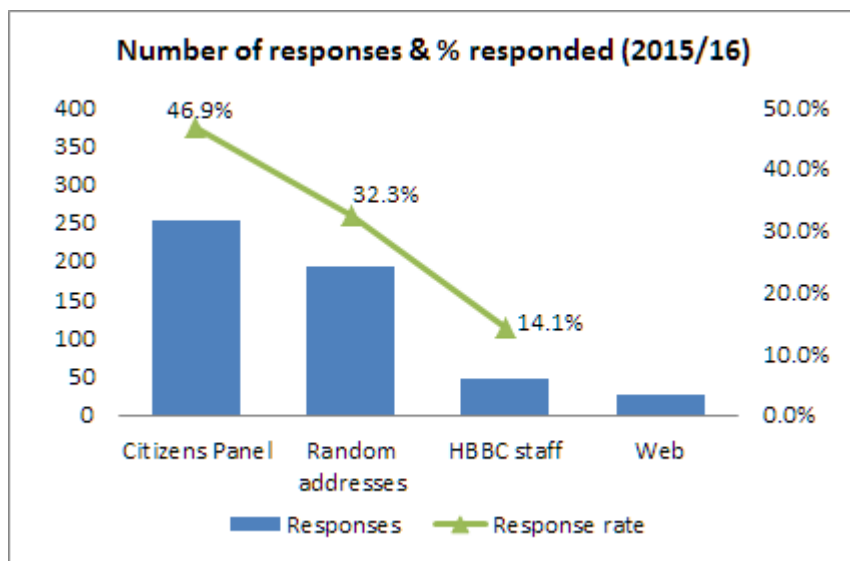
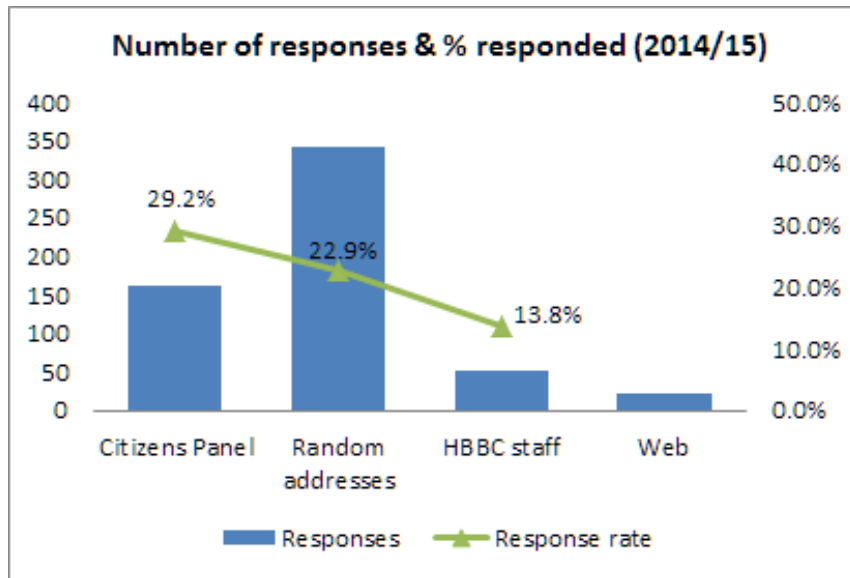
- Overall satisfaction with Hinckley & Bosworth Borough Council
- Council responsiveness to residents concerns
- How well informed residents are about the services provided by the council
- How residents find out about council activities
- How much residents trust the council

- Community Safety
  - How safe residents feel outside in their local area during the day and after dark
- How satisfied residents are with:
  - The waste collection service
  - The street cleaning service
  - The recycling service
  - The garden waste service
  - Sport and leisure services
  - Services and support for older people
  - Services and support for children and young people
  - The housing advice service
  - The environmental protection service
  - The planning and building control service
  - The community safety service
  - The licences, permits and permissions service
  - The benefits advice service
- How positive or negative media reporting has been on
  - The government in general
  - Local councils in general
  - Hinckley & Bosworth Borough Council

The questions this year have been based on the latest (February 2017) national poll conducted by the “Local Government Association” in which a representative random sample of approximately one thousand British adults (aged 18 or over) are polled by telephone every four months. This will allow us to benchmark our own local results against a national average. Recycling and garden waste however, were not asked in the national poll but were included in the survey to allow monitoring of trends year on year as these are key services provided by the council.

#### 4. SURVEY RESPONSE RATES

- 4.1 Responses to the survey were received by direct mail, electronic mail and on line by inviting residents of the borough to participate in the following ways:
- Direct mail out to 322 members of the Citizens Panel
  - Email invite to 200 members of the Citizens Panel
  - Direct mail out to 1,500 residents of the borough selected using a random generating formula to select addresses
  - Open invitation to employees
  - On line by open invitation in the ‘have your say’ section of the HBBC web site
- 4.2 Response rates:
- Citizens Panel: 172 returned (33%)
  - Random addresses: 261 returned (17.5%)
  - Employees: 78 returned (23%)
  - Online by open invitation: 10 completed



## 5. ANALYSIS OF RESPONSES

### 5.1 Responses have been profiled by:

- Overall responses to each question
- Responses by parish and non parished areas of the borough

### 5.2 There are two appendices attached with this report:

- Appendix 1 shows overall results including summary charts showing how many comments and what type of comments were included
- Appendix 2 shows charts as stated above but for each parish and non parished

### 5.3 Overall summary of responses:

- Overall very positive results, for example
  - 86 % of respondents are satisfied with the council operates
  - 72% feel we provide value for money
  - 97% of respondents feel safe (during the day)
- Overall satisfaction levels compare favourably with the levels of satisfaction nationally as captured by the national poll apart from:
  - feeling safe when out in local area after dark - HBBC (79%) Poll (88%)
  - services and support for older people - HBBC (64%) Poll (73%)
  - media has viewed local councils positively - HBBC (15%) Poll (42%)
  - media has viewed HBBC positively - HBBC (48%) Poll (61%)
- Areas of service delivery that have improved significantly from last year:
  - How well informed respondents were about council services (8% improvement)
  - Satisfaction with the community safety service (13% improvement)
- Areas of service delivery that have fallen significantly from last year:
  - Satisfaction with the garden waste service (17% drop)
    - possibly due to a new service charge introduced in 2016
  - Satisfaction with the housing advice service (13% drop)
    - low response rate (47 responded last year compared to 73 this year) so difficult to ascertain satisfaction without capturing some detail around why users were dissatisfied. Need to review question in detail prior to next survey
  - Satisfaction with the benefits service (11% drop)
    - low response rate (51 responded last year compared to 77 this year) so difficult to ascertain satisfaction without capturing some detail around why users were dissatisfied. Need to review question in detail prior to next survey
- The Borough Bulletin remains the top method of finding about the council followed by the media and leaflets
- Main reasons for feeling unsafe outside is:
  - Lack of street lights
  - Lack of police presence

- 5.4 Previous surveys have shown that differences tend to be best analysed mostly by geographical boundaries and while previous surveys have been analysed at ward levels, this year the geographical boundaries have been summarised by parish and non-parished areas to help improve demographic profiling of the borough. It should be noted however that when viewing at a parish level, some areas attracted few responses so differences may not be that meaningful.
- 5.5 In addition to the comparisons between the national poll and last year's survey, appendix 1 shows results by rural and urban areas, and highlights the fact that responses from residents in rural areas were mostly more satisfied than those from urban areas with service delivery apart from:
- The street cleaning service - urban (78%) rural (75%)
  - Sports and leisure services - urban (85%) rural (70%)
  - Services and support for children and young people - urban (75%) rural (66%)
- 5.6 One observation of the lower satisfaction levels from rural areas affecting the three service delivery areas stated at 5.5 is that responses from Leicestershire postcodes in rural areas are significantly less satisfied than those with Warwickshire postcodes.
- The street cleaning service - Warwickshire (78%) Leicestershire (71%)
  - Sports and leisure services - Warwickshire (79%) Leicestershire (59%)
  - Services and support for children and young people - Warwickshire (72%) Leicestershire (60%)

## 6. EXEMPTIONS IN ACCORDANCE WITH THE ACCESS TO INFORMATION PROCEDURE RULES

6.1 In open session.

## 7. FINANCIAL IMPLICATIONS (DW)

7.1 None

## 8. LEGAL IMPLICATIONS (AR)

8.1 None

## 9. CORPORATE PLAN IMPLICATIONS

9.1 This report supports all of the elements of the Corporate Plan

## 10. CONSULTATION

10.1 Contained within the body of the report

## 11. RISK IMPLICATIONS

11.1 It is the Council's policy to proactively identify and manage significant risks which may prevent delivery of business objectives.

11.2 It is not possible to eliminate or manage all risks all of the time and risks will remain which have not been identified. However, it is the officer's opinion based on the information available, that the significant risks associated with this decision / project have been identified, assessed and that controls are in place to manage them effectively.

11.3 The following significant risks associated with this report / decisions were identified from this assessment:

Management of significant (Net Red) Risks			
Risk	Risk failure leads to:	Mitigating actions	Owner
CPS.33 - Resident engagement	Ill informed decisions and failure to comply with Public Sector Equality Duty	Communication and Consultation strategy in place. Resident satisfaction survey conducted annually	Jacqueline Puffet

12. KNOWING YOUR COMMUNITY – EQUALITY AND RURAL IMPLICATIONS

The consultation was undertaken with respondents from across the whole borough. using the council’s Citizens’ Panel database and residents selected from a ‘Public Address’ file using a random selection formula while ensuring that the demographics of invitees was proportionally in line with the demographics of the borough.

13. CORPORATE IMPLICATIONS

13.1 By submitting this report, the report author has taken the following into account:

- Community Safety implications
- Environmental implications
- ICT implications
- Asset Management implications
- Procurement implications
- Human Resources implications
- Planning implications
- Data Protection implications
- Voluntary Sector

Background papers: None

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