

Report for:  
ACTION



<b>Contains Confidential or Exempt Information</b>	No - Part 1
<b>Title</b>	Residents Survey
<b>Responsible Officer(s)</b>	Russell O'Keefe, Strategic Director of Corporate and Community Services. Tel: 01628 796521
<b>Contact officer, job title and phone number</b>	Louisa Dean, Communications and Marketing Manager
<b>Member reporting</b>	TBC
<b>For Consideration By</b>	Cabinet
<b>Date to be Considered</b>	26 May 2016
<b>Implementation Date if Not Called In</b>	Immediately
<b>Affected Wards</b>	All

#### REPORT SUMMARY

1. The council carries out an annual Residents Survey through a specialist company called BMG.
2. The survey tests residents' satisfaction with the area and the council and its services. As such, the survey provides essential information to inform council forward planning and service improvement in line with the key council priority to always put residents first.
3. Two thousand randomly selected residents were sent the survey in October and November 2015 to complete by 16 December 2015. In total 774 responses were received equating to approximately a 39% response rate.
4. Overall 81% of residents are very or fairly satisfied with Windsor and Maidenhead as a place to live and 61% are satisfied with how the Council runs things.

#### If recommendations are adopted, how will residents benefit?

Benefits to residents and reasons why they will benefit	Dates by which residents can expect to notice a difference
1. Ensures resident's views inform how the council plans and improves services.	Immediately

## **1. DETAILS OF RECOMMENDATIONS**

### **RECOMMENDATION: That Cabinet:**

- I. Notes the results of the resident's survey.**
- II. Approves the planned actions in paragraph 2.17 to ensure the information will inform the council's strategic plan, service planning and improvement.**

## **2. REASON FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED**

### **Background**

- 2.1 Each year the Council carries out an annual Residents Survey through a specialist company called BMG. The survey tests residents' satisfaction with the area and the council and its services.
- 2.2 The survey provides an important snapshot of residents' views. It, therefore, provides essential information to inform the council's forward planning and service improvement in line with the key priority to always put residents first.
- 2.3 In October and November 2015 two thousand, randomly selected residents, were sent a copy of the survey by BMG to be completed by 16 December 2015.
- 2.4 The results were then analysed by BMG and a copy of their full report can be found on the website.

### **Response rates**

- 2.5 In total 774 responses were received and 149 online (this was implemented for the first time this year). This equates to an overall response rate of approximately 39%.
- 2.6 All data has been weighted by BMG to correspond with the overall population of the borough. However, the raw data shows respondent profile by age range as follows:
  - 18-24 years: 2
  - 25-44 years: 129
  - 45-64 years: 300
  - 65 years plus: 304
  - Refused to say: 39.
- 2.7 Raw data also shows the following respondent profile for tenure type:
  - 579 - own house outright
  - 59 – mortgage
  - 14 – rent from council
  - 44 – rent from Housing Association/Trust
  - 11 - Other
  - 14 – Not provided.

## Summary of results

- 2.8 Overall, 81% of residents are very or fairly satisfied with Windsor and Maidenhead as a place to live. However, this is a fall on the previous year with 88% in 2014 and 85% in 2013. 8% of residents were dissatisfied with the area as a place to live. This is an increase on the previous year with 4% in 2014 and 7% in 2013.
- 2.9 The three most important factors for residents living in the borough were as follows:
- Health services
  - Level of crime and anti-social behaviour
  - Education provision.
- 2.10 These were the same factors for residents shown in the previous surveys in 2014, 2013, 2012 and 2011.
- 2.11 As with the survey in 2014 the three most important factors most in need of improvement were as follows:
- Level of traffic congestion
  - Road and pavement repairs
  - Parking provision.
- 2.12 In terms of satisfaction with council services the highest levels were as follows:
- Refuse collection – 93%
  - Doorstep recycling – 90%
  - Local tips – 79%
  - Parks and open spaces – 78%.
- 2.13 The lowest levels of satisfaction with council services were as follows:
- Road maintenance – 40%. Although this was an improvement from 2014 (29%)
  - Museums and galleries – 47%
- 2.14 In terms of overall satisfaction with how the council runs things:
- 61% are satisfied with how the council run things. This is lower than the 65% in 2014
  - 23% - neither satisfied nor dissatisfied
  - 16% are dissatisfied.
- 2.15 One particular area to highlight is the very high percentage of residents who volunteer and help others with 44% of residents having given unpaid help in the last 12 months and 17% having given help at least once a week. This is a very high rate of residents volunteering.
- 2.16 Some particular areas to highlight in need of improvement would be as follows:

- Residents prefer to receive information via the website – 31% and residents preferred method of contacting the council or accessing services – 27% website. This suggests the council’s website needs further improvement as part of the ongoing development work on the website
- Satisfaction with road and pavement repairs – 39%
- Satisfaction with parking provision – 33%.

## **Actions**

2.17 The following eight overall actions are planned:

- To actively promote the results of the survey this year through:
  - Press releases
  - Around the Royal Borough article
  - Residents’ email newsletter
  - Snapshot of stats through Twitter/Facebook
- A focus will be maintained on reducing traffic congestion using a range of opportunities to deliver improvements. These will include better management of roadworks through the ‘Permit’ scheme (recently approved by Cabinet); investment in engineering measures (for example: removal of unnecessary traffic signals); offering choice to car use through public transport, walking and cycling and planning policy.
- Significant investment (£1.65m in 2016/17) in the maintenance and improvement of our roads and pavements will continue which has delivered improvements in recent years and is a key performance target to improve further
- Development of a parking strategy is in progress which will understand current and future demand which will be assessed against available capacity both now and in the future. Issues and options will be identified, approved and delivered to ensure that high quality parking is available
- The Council’s three directorates in liaison with their lead members to use the detailed information to inform their directorate business plans and fundamental service reviews and transformation projects to support future improvements of services
- To utilise the results to inform the next review and refresh of the council’s strategic plan.
- The Council to carry out a pilot of the customer contact team carrying out a resident satisfaction survey with residents who are willing, who have contacted the council, for one week during a quarter. This would potentially provide a way to test the views of a wider range of residents, potentially from different age and tenure groups, and may provide an opportunity for a more ongoing model of resident engagement to inform Council improvement.
- Next year the Council to test out producing a streamlined paper version of the survey to increase response rates from different group and a web version (similar to this year).

Option	Comments
Not utilise this is information to inform service planning and improvement <b>Not recommended</b>	This will fail to meet the council priority to put residents first.
Pursue all the key actions proposed <b>Recommended</b>	This will best meet the council priority to put residents first.

### 3. KEY IMPLICATIONS

Defined Outcomes	Unmet	Met	Exceeded	Significantly Exceeded	Date they should be delivered by
Overall resident satisfaction with the council increased	Less than 70%	70%	75%	over 80%	January 2017

### 4. FINANCIAL DETAILS

4.1 The actions within this report would be delivered within existing budgets.

	2015/16	2016/17	2017/18
	Revenue £'000	Revenue £'000	Revenue £'000
Addition	£0	£0,000	£0
Reduction	£0	£0	£0

	2015/16	2016/17	2017/18
	Capital £'000	Capital £'000	Capital £'000
Addition	£0	£'000	£0
Reduction	£0	£0	£0

### 5. LEGAL IMPLICATIONS

5.1 None

### 6. VALUE FOR MONEY

6.1 The actions support meeting resident's expectations as efficiently as possible.

### 7. SUSTAINABILITY IMPACT APPRAISAL

7.1 None

### 8. RISK MANAGEMENT

<b>Risks</b>	<b>Uncontrolled Risk</b>	<b>Controls</b>	<b>Controlled Risk</b>
Results not utilised to inform the strategic plan, service planning and improvement	High	Implementation of the planned actions	Low

## **9. LINKS TO STRATEGIC OBJECTIVES**

9.1 The report supports all strategic objectives of the council.

## **10. EQUALITIES, HUMAN RIGHTS AND COMMUNITY COHESION**

10.1 None

## **11. STAFFING/WORKFORCE AND ACCOMMODATION IMPLICATIONS**

11.1 None

## **12. PROPERTY AND ASSETS**

12.1 None

## **13. ANY OTHER IMPLICATIONS**

13.1 None.

## **14. CONSULTATION**

14.1 None.

## **15. TIMETABLE FOR IMPLEMENTATION**

<b>Date</b>	<b>Details</b>
May – 31 July 2016	Promotion of the survey results
To be confirmed	Review and refresh of the council's strategic plan
Ongoing throughout 2016	The Council's three directorates, in liaison with their lead members, to use the detailed information to inform their directorate business plans and fundamental service reviews and transformation projects to support future improvements of services.
Quarter 2 – 1 July – 30 September 2016	The Council to carry out a pilot of the customer contact team carrying out a resident satisfaction survey with residents.
30 September 2016	Testing out producing a streamlined paper version of the survey to increase response rates from different group and a web version.

## 16. APPENDICES

- Appendix A – BMG Report will be published on the website/available electronically.

## 17. BACKGROUND INFORMATION

## 18. CONSULTATION (MANDATORY)

Name of consultee	Post held and Department	Date sent	Date received	See comments in paragraph:
<b>Internal</b>				
Alison Alexander	Managing Director/ Strategic Director Adults, Children and Health	24.4.16		Comments included
Simon Fletcher	Strategic Director Operations and Customer Services	24.4.16		
Russell O'Keefe	Strategic Director Corporate and Community Services	24.4.16	24.4.16	Comments included throughout
Chris Targowski	Cabinet Policy Manager	24.4.16		
Anna Trott	Cabinet Secretary	24.4.16		
<b>External</b>				

## 19. REPORT HISTORY

<b>Decision type:</b>	<b>Urgency item?</b>	
Key	No	
Full name of report author	Job title	Full contact no:
Louisa Dean	Communications and Marketing Mgr	