

**SCRUTINY COMMITTEE**  
**12 MARCH 2018**

**Residents Survey 2017**

**Cabinet Member(s):** Cllr Colin Slade  
**Responsible Officer:** Jane Lewis, Communication & Engagement Manager

**Reason for Report:** To inform the Scrutiny Committee about the findings of the online residents survey carried out in winter 2017. To engage with members about actions to improve satisfaction rates.

**RECOMMENDATION:** The committee to note the findings of the survey and action plan.

**Relationship to Corporate Plan:** Community engagement supports the aims of the Corporate Plan by ensuring we understand the views of our community, which includes residents, businesses and other stakeholders and that we are using this information to provide services that meet our current and future needs.

**Financial Implications:** None associated with the survey so far. Further financial implications would depend on the action plan

**Legal Implications:** None

**Risk Assessment:** None

**Equality Impact Assessment:** None

**1.0 Background**

- 1.1 This survey was launched on Thursday, 23 November 2017 and ran until the end of 2017.
- 1.2 The aim of the survey was to receive a snapshot of residents' feeling about the Council, the area and the services the Council provides.
- 1.3 It is designed to provide a benchmark for future surveys.
- 1.4 The survey was conducted online and was sent to 1,983 residents. It followed a template set by the Local Government Association with the addition of some localised questions.
- 1.5 The survey was publicised on the Council's corporate and News Centre websites, social media and distributed through the Council's email subscription service GovDelivery.

- 1.6 The Council received 703 replies which is a 35.5% response rate. However, although there were more than 700 responses, approximately 200 people chose to skip many of the questions.
- 1.7 The method of survey delivery was designed to have minimal cost implications and does not replicate a full residents' survey where other distribution channels would be used in addition to online resources.
- 1.8 The Council currently has 2,455 people signed up to GovDelivery.
- 1.9 Half of respondents lived in towns of Tiverton (25%), Cullompton (14%) Crediton (11%). The remaining 50% came from rural areas.

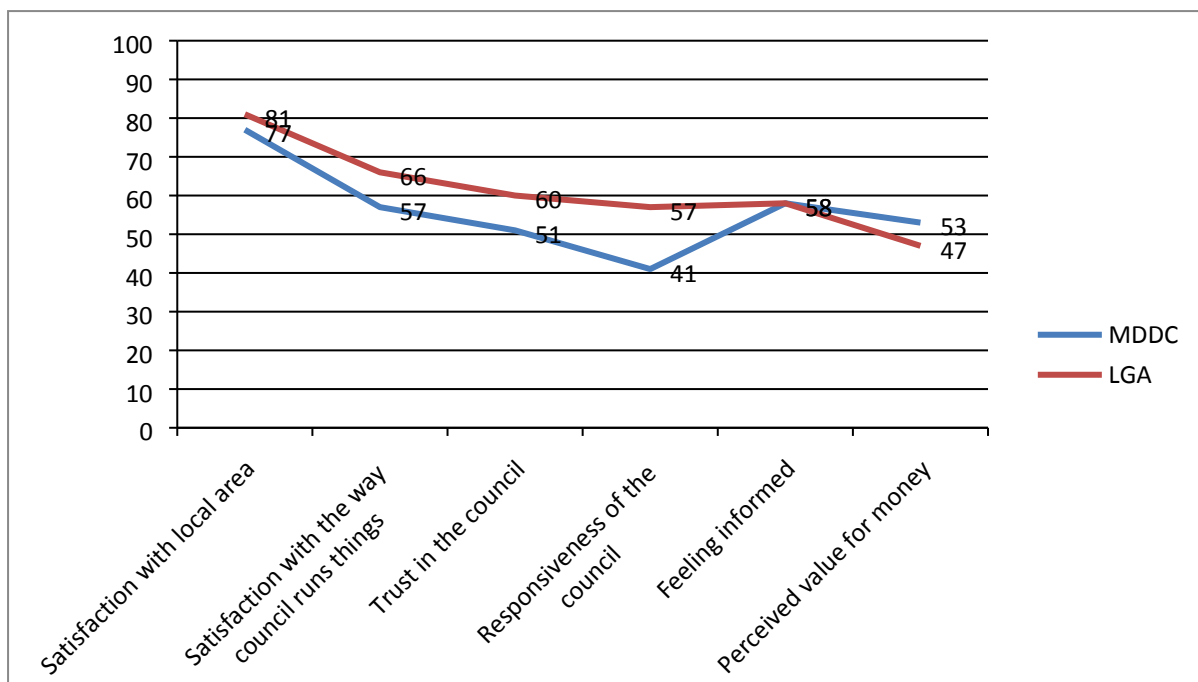
## 2.0 **Key findings**

- 77% overall satisfaction rate regarding the local area
- 57% overall satisfaction rate regarding how the Council is run
- 53% think the Council delivers value for money
- 41% think MDDC acts on concerns of residents
- 58% feel well informed about services and benefits of MDDC
- 73% have a strong sense of belonging to the local area
- 72% feel safe after dark
- 92 % feel safe in the daytime
- 51 % trust the Council

## 3.0 **Comparisons**

- 3.1 The survey used mirrored the Local Government Association poll in order to allow a direct comparison of results. Figure one shows how the residents of Mid Devon responded in comparison to national response in the LGA poll.

### **Figure 1**

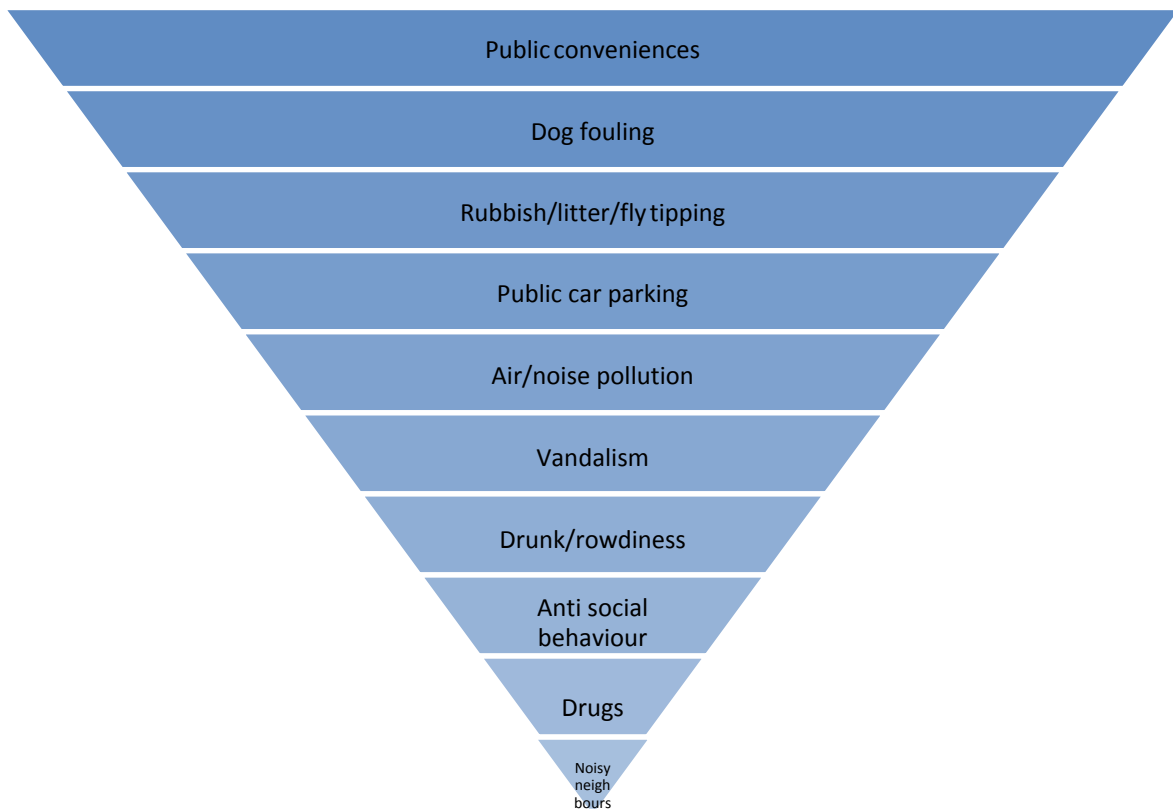


	MDDC %	LGA %
<b>Satisfaction with the local area</b>	77	81
<b>Satisfaction with the way the Council runs things</b>	57	66
<b>Trust in the Council</b>	51	60
<b>Responsiveness of the Council</b>	41	57
<b>Feeling informed</b>	58	58
<b>Perceived value for money</b>	53	47

#### 4.0 Problems ranked in order of biggest issue

- 4.1 Of ten problems listed residents said their biggest concern was the availability of public conveniences with 54% saying this was a very big, or fairly big problem.
- 4.2 48% thought dog fouling was a very big or fairly big problem.
- 4.3 40 % said rubbish/litter and fly tipping is a big problem.
- 4.4 37 % feel there are not enough public car parks
- 4.5 Figure two shows the ranking results to the question;  
“In this local area how much of a problem do you think each of the following are?”

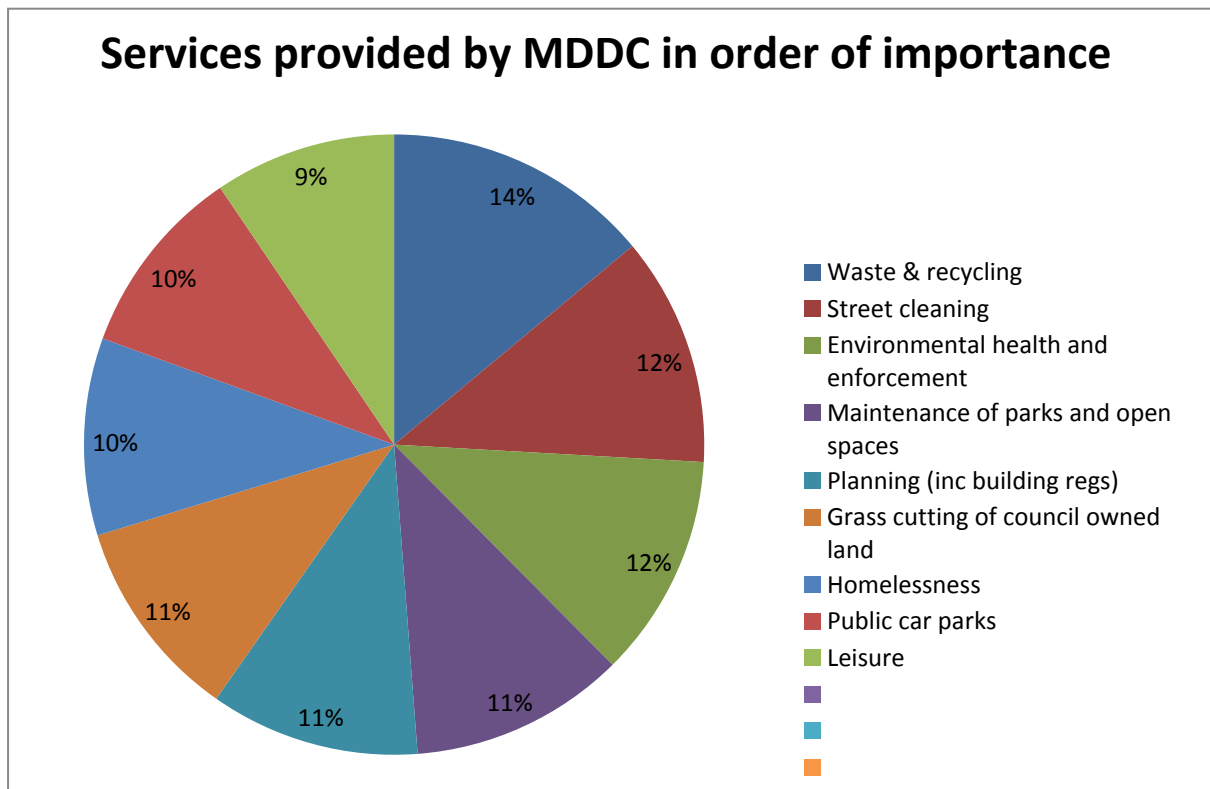
**Figure 2**



## **5.0 Order of importance of services provided**

- 5.1 Figure 3 shows the nine services listed and their importance, as judged by the survey respondents. While waste and recycling was the most important, all services were highly ranked with no huge difference between each of the services provided.

**Figure 3**



## 6.0 Negative aspects

- 25 % speak negatively of the Council if asked
- 41 % think MDDC does not act on residents' concerns very well
- 39% do not feel well informed about the Council

## 7.0 Profile of respondents

- 7.1 The method of this snapshot survey did not allow for a respondent profile to be generated.

## 8.0 How the results will be used

- 8.1 The results of the survey will be used to improve community engagement and service delivery. It will also be used as a benchmark for future surveys. These results will also be used, in conjunction with other engagement and Council strategies, to put together an action plan for the future.

## 9.0 Improving satisfaction through engagement

AIM	ACTION
To inform residents and continue engagement	Publicise results of this survey through Gov Delivery, local media, Parish and Town Councils Increase GovDelivery sign up Consider use of e newsletters/newsletters
To improve the overall satisfaction rate of the Council	Increase the number of proactive press releases publicising the work of the Council
To show value for money	Increase press releases regarding new developments and improvements
To improve value for money satisfaction	Show where the Council's money is spent through graphics at events such as Mid Devon Show Consider use of infographics on existing Council publications
To improve how the Council responds to residents' concerns	Publicise the petition function on the Council website more widely Respond to letters in local media
To reach a wider audience and improve engagement	Link to Parish and Town Councils to disseminate future surveys Consider creating new focus groups (stakeholders/residents/businesses)

## 10.0 Improving satisfaction through service deliver

- 10.1 Work with Members and Group Managers to understand the issues raised from the survey. To create an action plan to improve areas of concern and also to improve the perception of the issues highlighted from the survey. To work with Members and Group Managers on delivering service improvements in a time of financial austerity.

**Contact for more Information:** Jane Lewis, Communication & Engagement Manager, 01884 234953, [jlewis@middevon.gov.uk](mailto:jlewis@middevon.gov.uk)

**Circulation of the Report:** Cllr Slade, Leadership Team

**List of Background Papers:** Members can view the full survey in the Members' room or request a copy to be emailed to them.

