

TO: Executive
9 MAY 2017

RESIDENTS' SURVEY 2017 RESULTS
Director of Corporate Services

1 PURPOSE OF REPORT

- 1.1 To brief the Executive on the Residents' Survey 2017 results and seek endorsement of the communications plan.

2 RECOMMENDATIONS

- 2.1 **Note the Residents' Survey 2017 results report at Annex One and the statistical comparison table at Annex Two; and**
- 2.2 **Endorse the communications plan at Annex Three**

3 REASONS FOR RECOMMENDATIONS

- 3.1 To provide the Executive with the results of the Residents' Survey 2017, to ensure that these are communicated effectively and that the Council acts on residents' views to continually improve the way it operates.

4 ALTERNATIVE OPTIONS CONSIDERED

- 4.1 Not applicable.

5 SUPPORTING INFORMATION

Introduction

- 5.1 As an outcome of the 2011 Neighbourhood Engagement Review the Executive agreed that the Council would conduct a regular residents' survey of all households to ensure that adult residents' views continue to shape the Council's strategy and that the Council remains informed of residents' perceptions of its services. Surveys of younger residents are undertaken separately by Children, Young People and Learning with the latest research having been conducted by The Children's Society in 2013. This report outlines the findings of the 2017 Residents' Survey conducted by QA Research, the Council's provider of independent consultation and engagement services. The aim of the survey was to gather the views of a representative number of Bracknell Forest residents on a variety of issues relating to the Council as well as attitudes towards Bracknell Forest as a place to live and work.
- 5.2 The Council has previously conducted a number of residents' surveys. These include neighbourhood surveys undertaken in 2007, 2008 and 2009 in partnership with Thames Valley Police to inform the work of the Neighbourhood Action Groups. The Place Survey was also conducted in 2008, with a central Government designed methodology and set of questions. The Council's 2017 Survey made only minor

changes so as to closely replicate the 2014 Residents' Survey. The 2014 survey was based upon the 2012 Residents' Survey which incorporated some questions from both the Place Survey and the Council's neighbourhood surveys so comparisons could be made and trends tracked over time.

Methodology

- 5.3 The decision was taken in 2014 to change survey methodology from paper to telephone in order to capture feedback from a more representative sample of residents. In 2017, as in 2014, QA Research undertook a sample survey of 1,800 residents carried out as a telephone survey using a CATI (Computer Aided Telephone Interviewing) approach. The interviewing period ran from 3 January to 22 February 2017, and CATI calls were made from QA's in-house contact centre in York. Quotas were set to ensure that around 100 interviews were conducted per ward as well as quotas for age, gender, and ethnicity to ensure that the final sample was representative and reflected the demographic profile of the borough.
- 5.4 Based on the previous experience in 2014 interviewing was also undertaken face-to-face on street in various locations through Bracknell Forest to specifically target younger and Black Minority Ethnic (BME) respondents as they were harder to reach via the telephone survey.
- 5.5 At end of the fieldwork period a total of 1,801 surveys had been completed, of which 1,507 were CATI interviews and 294 were face-to-face interviews. Telephone and face-to-face surveys were combined into a single data set for analysis and all are included in QA's report at Annex One. QA Research have analysed the differences in responses between residents from different demographic groups and wards, as well as understanding the changes in residents' perceptions over time where relevant.

Key findings

- 5.6 A copy of the QA Research results report is attached at Annex One and it includes a copy of the survey as an appendix. Attached at Annex Two is a statistical comparisons table which compares the 2017 Residents' Survey results for key Council performance indicators to those of the 2014 and 2012 surveys. Due to differences in question ordering and overall questions content comparisons between surveys should be taken as indicative only.

The headline results are as follows:

Summarised responses	2008 or 2009	2012	2014	2017
Can influence decisions in their locality	28%	30%	41%	40%
Participate in regular volunteering (monthly)	21%	28%	20%	20%
Satisfied with local area as place to live	83%	85%	87%	90%
Like best – parks, open spaces and countryside	61%	58%	42%	54%
Like best – Council run sports and leisure facilities		23%	16%	14%
Like best - Highways	-	-	-	14%
Believe people from different backgrounds get on well together	82%	87%	94%	96%

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People in the area not treating one another with respect and consideration is a problem	30%	14%	13%	12%
Satisfied with the way the Council runs things	50%	60%	65%	68%
Council offers value for money	35%	55%	59%	62%
Very well or fairly well informed by the Council	39%	64%	64%	67%

Demographic Profile of respondents

- 5.7 The report at Annex One provides a full breakdown of the respondents by demographic profile and ward area in section 5.1. In comparison to the 2011 Census data the respondent profile continues to be more representative of the profile of Bracknell Forest than surveys before the change in methodology in 2014.

Involvement and Influence over local decisions

- 5.8 Residents were asked a question about whether they felt they could influence decisions in their local area. 40% of respondents agreed they could influence decisions in their local area, compared with 41% in 2014, 30% in 2012 and 28% who agreed with this statement in the Place Survey in 2008. White respondents were more likely to disagree that they could influence decision compared to BME respondents. The youngest age group are now the most likely to agree that they can influence decisions which has continued the shift from the position in 2012. In 2012 the older the respondent was the more likely they would agree that they could influence decisions in their local area. The proportion of respondents indicating that they 'don't know' how to influence decisions has remained static at 10% but of these the highest proportion continues to be aged under 34.
- 5.9 Residents were asked to state if they regularly participated in 'formal' volunteering; 20% indicated that they give unpaid help at least once a month, this has not changed since 2014 when a reduction was seen compared to 28% in the 2012 Residents' Survey. The Community of Life Survey found that 27% of respondents undertook formal volunteering in 2014-15 and in 2015-16. Volunteering levels in Bracknell Forest have been maintained since 2012 matching the national trend. Analysis shows that White British respondents were significantly more likely to volunteer (29%) than those from BME backgrounds (17%). Rather than being a measure that BME respondents are not integrated within their community this could perhaps be because BME communities do more for their own family and communities culturally and don't relate this activity to the word 'volunteering'. Variation in the level of volunteering was seen based on the age of respondents. Infrequent volunteering was highest amongst those aged 16 – 24 whilst those volunteering at least once a month continues to be notably higher amongst those aged 35 and over.

Residents' attitudes towards their local area

- 5.10 The majority of residents (90%) indicated they were satisfied with the local area as a place to live, with just 4% indicating they were dissatisfied. Although there is no significant change in the proportion who felt satisfied in their local area since 2014 (87%) it would appear that satisfaction is on a very gradual upward trend since 2012 when the figure was 85%. The degree of satisfaction has increased with the proportion who were 'very satisfied' increasing from 40% in 2012 to 44% in 2017.

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As in 2014 there was a large correlation between satisfaction with the local area as a place to live and with agreement by respondents that:

- they were able to influence decisions
- that their local area was a place where people from different backgrounds get on well together
- the Council provided value for money
- they were satisfied with the way that the Council runs things.

- 5.11 Satisfaction was slightly lower amongst those aged 16 – 24 when compared to other age groups and this age group was more likely to respond that they were ‘neither satisfied nor dissatisfied’ than all other ages which impacted on the results.
- 5.12 Satisfaction with the local area as a place to live was highest among residents in Little Sandhurst and Wellington, College Town, Winkfield and Cranbourne, Crowthorne and Hanworth. It was lowest in Wildridings and Central, Binfield with Warfield and Bullbrook.
- 5.13 When analysed by Parish and Town Council satisfaction with the local area as a place to live was highest among residents in Sandhurst Town, Crowthorne Parish and Winkfield Parish. It was lowest in Bracknell Town and Binfield Parish Councils.
- 5.14 Respondents were asked to state the three things they liked best about living in the borough without being prompted. The most commonly quoted feature was ‘parks, open spaces and countryside’ (54%) which overlapped two categories from the previous 2014 survey. This slight change in wording altered the second most frequently mentioned feature which previously had been ‘access to nature’ in 2014 and 2012. Instead a large number of different things were mentioned including:
- ‘Council run sports and leisure facilities’ (14%)
 - ‘Highways’ (14%)
 - ‘Public transport’ (13%)
 - ‘Cleanliness of the environment’ (12%)
 - ‘Friendly and familiar neighbourhood’ (12%)
 - ‘Accessibility’ (12%)
- 5.15 There are many aspects of living in the borough that residents are pleased with and the full list can be seen at section 5.3.1 of Annex One. However it is clear that access to green spaces continues to be of key importance to Bracknell Forest residents and has consistently been the most frequently mentioned ‘best thing’ in 2017 (54%), 2014 (48%) and in 2012 (58%).
- 5.16 The survey demonstrates that levels of community cohesion remain high in the borough with 96% of respondents feeling that people from different backgrounds got on well together in the borough. There has been an upward trend measured over the last three surveys as this is a sustained increase on 94% in 2014 and 87% in 2012. This is an interesting result in the context of reported reduction in cohesion nationally since the Brexit vote.
- 5.17 Winkfield and Cranbourne had the lowest level of agreement (67%) that your local area is a place where people from different backgrounds get on well together but this was partly due to the high proportion of respondents who said that ‘all the same ethnic background in my area’. The highest level of disagreement was in Wildridings and Central (14%).

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- 5.18 The majority of residents (86%) felt that there was little problem with people not treating each other with respect within their local area; a minority of residents (12%) considering this to be a problem. There has been no significant change to this measure since 2014 when the response was 85% and 13% respectively.

Use of and satisfaction with specific council services

- 5.19 The most frequently used Council services by respondents were 'Parks, open spaces and countryside' (83%), 'Car parks such as High Street and Charles Square' (66%) and 'Local recycling sites' (66%). Age, and linked to this, life stage were important determinants of the services used by respondents. There were a number of differences in the services used by gender and age. There were minor variations between wards although the top three services used at least monthly for all wards came from just four service areas including those listed above and 'sport / leisure facilities'; see section 5.4.1 of Annex One.
- 5.20 A slight wording change in the survey has had a significant impact on the figures recorded for 'local recycling sites' reducing it from that with the highest proportion of respondents in 2014 (86%) when it was referred to as 'recycling facilities' to the third highest in 2017 (66%). 'Longshot Lane household recycling centre' was also added in 2017 which may have impacted on the statistics.
- 5.21 Respondents were asked to give their satisfaction levels with the services provided by the Council:
- 'parks, open spaces and the countryside' (92%)
 - 'refuse collection' (78%)
 - 'kerbside recycling' (76%)
 - 'the standard of maintenance of public land' (74%)
 - 'Longshot Lane household waste recycling centre' (73%)
- 5.22 The high proportions of 'don't knows' relate to targeted services with relatively low usage figures such as:
- 'childcare services' (70%)
 - 'housing advice' (69%)
 - 'youth services' (68%)

This suggests that where people do not use a service they generally do not form an opinion of it. As previously highlighted by the affected directorates, the measure of being 'satisfied' does not neatly fit with the nature of these services. Providing a good service and delivering satisfactory outcomes does not necessarily correlate to satisfied residents.

- 5.23 Figure 23 in section 5.4.2 of Annex One illustrates the satisfaction levels with services once the 'don't knows' are excluded. 39% of respondents expressed a dissatisfaction rating for 'road maintenance', 16% were dissatisfied with local bus service' and 15% were dissatisfied with the 'planning service'. Positively the level of satisfaction (excluding 'don't know') is very much greater than the level of dissatisfaction.
- 5.24 Satisfaction with three services 'sports and leisure facilities', 'the standard of maintenance of public land' and 'road maintenance' have shown significant increases with each survey so appear to be on an upward trend. 'Road maintenance' is interesting as while it continues to be the service which attracts the highest degree of dissatisfaction this area has continually improved its satisfaction level since 2012.

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- 5.25 Section 5.4.2 shows interesting variations in satisfaction levels by gender, age, ethnicity, religion and ward.

Perceptions of the Council overall

- 5.26 The satisfaction of residents with the Council was measured by a number of questions including overall satisfaction with the Council, perceptions of value for money offered by the Council and improvements the Council could make with the services it provides.
- 5.27 Just under seven-in-ten respondents (68%) were satisfied with the way in which the Council is running things, with 14% indicating they were 'very satisfied. One-in-ten (10%) indicated they were dissatisfied with things but the majority were 'fairly' rather than 'very' dissatisfied. The variation since 2014 is not statistically significant across any of the responses and satisfaction remains significantly higher than in 2012 when 60% of respondents were satisfied and 14% were dissatisfied.
- 5.28 Levels of satisfaction with the Council were linked with other key indicators such as satisfaction with local area as a place to live, whether they believed their local area was a place where people from different backgrounds get on well together and that the Council provides value for money. Feeling well informed about services and benefits also had a significant influence on how satisfied respondents were with the Council.
- 5.29 Respondents from BME backgrounds were more likely to be satisfied with the Council than those from White British backgrounds (77% vs. 69%). As observed in 2014 respondents aged 65 and over were more likely to be 'very satisfied' than other age groups.
- 5.30 With regard to the value for money offered by the Council:
- 62% of residents indicated that they thought the Council offers value for money
 - 10% disagree
 - 25% neither agreed nor disagreed

Although this is an upward variation there is no significant difference with the results in 2014 when 59% agreed and 10% disagreed but confirms the increase since 2012 when this was at 52% of respondents.

- 5.31 The perception that the Council provides value for money is linked to other measures such as satisfaction with how the Council runs things, whether they felt they could influence decisions, feeling well-informed and satisfaction with their local area as a place to live. Respondents aged 25-35 were less likely to agree than all other age groups. The strongest correlation is logically between satisfaction with the way the Council runs things and agreement that the Council provides value for money.
- 5.32 Residents were asked what if anything the Council could do differently that would have a positive impact within Bracknell Forest. The single issue mentioned most frequently by respondents was the need to focus on improving or changing road maintenance or infrastructure. This was mentioned by 19% and had been raised by 14% of respondents in the 2014 survey. Improving or changing mechanisms for communicating with residents and acting on residents concerns was mentioned by 12% in 2017 and by 15% of respondents previously in 2014. A wide range of disparate responses were captured and these can be seen in figure 32 in section

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5.5.3 of Annex one. This suggests that there are a variety of areas that need improvements but not one major problem that the majority of residents have an issue with.

Communication with the Council

- 5.33 Residents were asked to indicate the extent to which they felt informed about the Council and the services and benefits it provides. Two thirds (67%) of respondents felt well informed by the Council although the majority felt 'fairly well informed' (51%) rather than 'very well informed' (16%).

This is not a statistically significant change since 2014 and 2012 when 64% of respondents felt well informed. Just under a third (29%) felt not well informed with only one-in-ten respondents feeling 'not well informed at all' (9%).

- 5.34 As previously indicated this measure clearly links to a better overall perception of the Council and those who felt well informed were more likely to be satisfied with how the Council runs things, agree that the Council provides value for money and feel that they could influence local decisions.
- 5.35 There is a distinct separation in feeling informed by age with those aged 16-44 being significantly less likely to be well informed than those aged 45 and over. White British respondents were also significantly more likely to feel well informed than those from BME backgrounds (68% vs. 59%).
- 5.36 The most commonly used method for accessing information about the Council and its partners were
- leaflets and partnership publications through the post (58%),
 - the Town and Country newspaper (52%) and Online (36%).
 - Email's popularity as a method of communication with the Council outstrips its current usage (32% vs. 10%) which indicates there is a demand for this service which is not being met.

As in 2014 both usage and preference for 'Town and Country newspaper' increased with age with the inverse the case for 'social media'.

- 5.37 White British respondents were shown to access significantly more sources of information on average than BME respondents. BME respondents were significantly more likely to answer 'don't know' for their current usage than White British respondents (13% vs. 3%). BME respondents current usage is highest with paper based sources delivered to residents but the BME respondents' preferred sources for information e.g. 'Online', 'At Community Centres / Office' and 'Face-to-face' exceeded usage. This indicates that there may be barriers to BMEs accessing information using these methods.
- 5.38 Residents were asked to indicate whether they had access to broadband internet at their home. The vast majority (97%) indicated that they did and a negligible proportion (3%) did not. At the current rate of increase, broadband internet should shortly reach saturation in Bracknell Forest. Whilst those aged 65 continue to be the least likely to have a broadband internet connection the proportion connected has increased significantly since the 2014 survey (78%) rising to the current level of 91%.
- 5.39 Access analysed by Ward shows that whilst the vast majority of residents now have broadband access the lowest proportion is seen in Priestwood and Garth and

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Wildridings and Central at 93% in both. Respondents in Priestwood and Garth reported the lowest connectivity in the last two surveys but there has been a significant increase since 2012 when this was at 85% of respondents.

Contact with and awareness of Parish and Town Councils

- 5.40 Residents were asked if they had contacted their Town and Parish Council during the past year and if they were aware of the services provided by their Town and Parish Council. 23% of respondents had contacted their Parish or Town Council in the last year which is a significant increase from 2014 when only 18% reported contact. Only a negligible proportion (2%) did not know what the Parish or Town Council was and is therefore not a contributing factor to the lack of communication.
- 5.41 A wide range of differing reasons were offered for contacting a Town or Parish Council with the the most popular responses being:
- 'about planning' (18%)
 - 'Trees, gardens & outdoors enquires' (12%)
 - 'Bin, waste & recycling' (10%)
 - 'Housing issue or changes' (10%)
- 5.42 69% of respondents indicated that their enquiry had been dealt with adequately which is an increase from 2014 (63%). 28% of respondents considered their enquires had not been dealt with adequately with the range of reasons given by the respondent detailed in figure 41 in section 5.7 of Annex One.
- 5.43 When asked if they were aware of the local services being provided by their Parish or Town Council 60% of respondents were not. Of those that were aware of the services provided by Parish or Town Councils the majority (90%) were satisfied which has increased from 84% of respondents in the 2014 Residents' survey.
- 5.45 Of those that were aware of the services provided by Parish and Town Councils, when asked about satisfaction with those services 'parks and open spaces' (32%) and 'environmental maintenance'(16%) were particularly good or valued services.
- 5.46 There continues to be confusion amongst respondents about who is providing services as responses included services that were the responsibility of the borough whether in terms of satisfaction or areas for improvement. Over half of respondents (51%) did not name any Parish or Town Council services that required improvement when asked. This was fairly consistent across the Parish and Town Council areas with no notable significant differences. The list of suggestions can be found at Figure 47 in section 5.7 of Annex One.
- 5.47 Respondents from everywhere but Binfield Parish Council were asked about their interest in contributing to a Neighbourhood Plan and if so, what they felt they could offer. One third (33%) indicated they would be interested in participating and there seems to be a genuine increase in interest since the 2014 survey. There was no statistically significant differences in interest between the parish and town Councils. The most common means of contributing was a 'keenness to share views and opinions' (38%), 'as a resident, good knowledge and experience of the area' (25%) and that they could 'give general ideas and feedback' (16%).
- 5.48 Respondents from Binfield Parish Council were asked whether they were aware that a Neighbourhood Plan was in place and the majority (65%) were, a third (33%) were not and a negligible proportion (2%) replied they didn't know.

Conclusions

5.49 As explained in more detail above the 2017 survey has resulted in relatively 'static' data, where variation between waves of the survey is minimal. This is typical of tracking surveys and is not something to be concerned about especially where measures are recording a high proportion of positive findings. The findings continue to confirm that residents generally view Bracknell Forest as a good place to live and this view has strengthened slightly over time. The key messages to be taken from the survey are:

- **The results of this survey provide a robust and representative sample and findings that can be generalised to the borough as a whole.**
- **Residents continue to feel that Bracknell Forest is a good place.** The majority of respondents (90%) continue to be satisfied with their local area as a place to live, with access to green space and the countryside once again being cited as a key part of the appeal of Bracknell Forest.
- Respondents also continued to agree that there was strong community cohesion in their local area, with the majority (96%) agreeing that people from different backgrounds get on well together. This appears to be on an upward trend, having increased significantly in both 2014 (vs. 2012) and again in the current survey (vs. 2014). In addition, there remains a low level of disagreement that there are issues with the way people in the respondents' local area treat each other with respect and consideration (12%).
- Despite satisfaction with the local area remaining high, many still feel that are unable to influence decisions that affect it (50% disagree that they can) and there has been no improvement in this since 2014. Only two fifths of respondents felt that they could influence decisions, so there is clearly scope for improvement here as this is a key satisfaction measure.
- **The majority of respondents continue to express satisfaction with Bracknell Forest Council and the majority consider it provides value for money.** Two thirds of respondents (68%) were at least fairly satisfied with the way that Bracknell Forest Council runs things and only one-in-ten continues to be dissatisfied with the Council. Just under two thirds (62%) agreed that the Council provides value for money.
- Ensuring that residents feel informed about the services and benefits the Council provides will help maintain or improve satisfaction levels, as those who did feel informed were significantly more likely than those that didn't to express satisfaction with the Council. The fact that respondents feel no more informed than they did in 2014 is therefore a likely contributing factor to the lack of movement in satisfaction with the Council.
- **The services provided or supported by Bracknell Forest Council generate high levels of satisfaction overall, although there is the potential for improvement in some areas.** The most frequently used services are also those that report the highest levels of satisfaction. Park, open spaces, & the countryside, waste & recycling services, leisure, sports & arts facilities, libraries and schools all have high levels of satisfaction amongst those who use them; however, planning, local bus services, and in particular road maintenance were all areas that reported relatively

high degrees of dissatisfaction and also did so 2014. These represent services that could be improved; however the results do suggest that whilst road maintenance continues to be a source of dissatisfaction it is actually improving with significant increases in satisfaction in both 2014 and 2017.

- **The majority of residents continue to feel they are at least fairly well informed about Council services, although there has been no improvement since 2014.** The most common methods of receiving information from the Council continue to be physical media such as leaflets or partnership publications by post, the Town and Country newspaper, and local newspapers or radio. There is a preference for email communication for around a third of residents that is not currently being met and this is an opportunity for the Council to explore in more depth.
 - **Contact with Parish or Town Councils continues to be minimal but has actually increased slightly since 2014.** Just less than one quarter of respondents had contacted their Parish or Town Council in the past 12 months (23%), and whilst this is still a minority it represents a slight, but statistically significant, increase since the 2014 results. Reasons for making contact were varied, and although environmental maintenance and planning continue to be the most common prompts there was once again no single issue that dominated. Where enquiries were made, just over one third felt that their enquiry was dealt with adequately and this has increased slightly but significantly since the previous survey. Where enquiries were not dealt with adequately, this was generally due to the perception that the Council did not act to deal with the cause of the enquiry.
 - **Although those who were aware of the services provided by Parish and Town Councils were satisfied with them, awareness continues to be low overall.** It is important to note that only one third (36%) of all respondents indicated that they were aware of what these services actually were. This result is essentially unchanged since the 2014 survey and whilst there has been no decrease in awareness there has also been no improvement. As in 2014, and also at a borough-wide level, parks & open spaces were perceived as the most valued service provided by Parish and Town Councils, which is in line with them being seen as one of the key features of Bracknell Forest. When prompted for what services provided by Parish or Town Councils should be improved there was no single answer that emerged dominant, and in fact half of those asked did not give any suggestions.
- 5.50 A communications plan has been developed at Annex Three to feed back the results of the survey to residents, partners and the Council's elected members and staff. The Executive is asked to endorse the communications plan. Feeding back to residents using the strap line 'you said: we did' will help demonstrate the Council's commitment to acting on the results of the survey and increase the likelihood of maintaining a good participation rate in future surveys.
- 5.51 The survey results data will be summarised at ward level and circulated to Elected Members.
- 5.52 The results of the survey will inform the Council's service planning and the delivery of the transformation programme. The Council has committed to review all its services over the next three years and these reviews provide the opportunity to identify cost effective ways of increasing resident satisfaction. The Citizen and Customer Contact review has already identified how it could meet resident's preference for receiving more information by email and social media while making efficiency savings in

customer contact for example. The results of this survey provides valuable information to inform the current and future service reviews.

6 ADVICE RECEIVED FROM STATUTORY AND OTHER OFFICERS

Borough Solicitor

6.1 Nothing to add to the report.

Borough Treasurer

6.2 There are no financial implications arising directly from the recommendations in this report.

Equalities Impact Assessment

6.3 The change in methodology from a self-selecting postal survey to a sample survey of 1,800 representative respondents conducted over the telephone and face-to-face continues to provide a more representative sample and findings that are more reflective of all the views of the borough's residents.

Strategic Risk Management Issues

6.4 Conducting a biennial resident survey enables the Council to manage risk 1 in the Council's Strategic Risk Register 'Maintaining satisfactory service standards within a balanced budget' and this data enables Members and senior management to make the best informed decisions based on full knowledge of all known threats and opportunities.

7 CONSULTATION

Principal Groups Consulted

7.1 The Corporate Management Team and Portfolio Review Groups.

Method of Consultation

7.2 Meetings.

Representations Received

7.3 Incorporated into this paper.

Contact for further information

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Annex One – QA Research Survey Report including survey questions

Annex Two – Performance indicator chart

Annex Three – Communications Plan

Annex Two - Performance Indicator Table

Ind Ref	Short Description	Previous Figure 2012/2013	Previous Figure 2014/15	Current Figure 2017	Current Target	Current Status	Trend
Performance indicators - these are measures (previous national indicators or best value indicators) where the Council has set targets							
NI001	Percentage of people who believe people from different backgrounds get on well together in their local area (Biennially (every two years))	87%	94%	96%	94%		
NI004	Percentage of people who feel they can influence decisions in their locality (Biennially (every two years))	30%	41%	40%	41%%		
NI006	Participation in regular volunteering (Biennially (every two years))	28%	20%	20%	25%		
NI023	People in the area not treating one another with respect and consideration is a problem (Biennially (every two years))	14%	13%	12%	13%		
Responses to other questions – these are measures where the Council has not set targets preferring to monitor trends over time							
Percentage of people who are satisfied with their local area as a place to live		85%	87%	90%	N/A	N/A	


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Overall satisfaction with the way the Council runs things	60%	65%	68%	N/A	N/A	↑
Percentage that strongly agree or tend to agree that the Council provides value for money	52%	59%	62%	N/A	N/A	↑
Percentage that think the Council keeps residents informed very well or fairly well	64%	64%	67%	N/A	N/A	↑
Satisfaction with specific Council services – with comparative data where available						
Parks and open spaces	86%	86%	92%	N/A	N/A	↑
Longshot Lane recycling centre (defined as 'local tips / household waste recycling centres' in 2012)	82%	73%	73%	N/A	N/A	→
Refuse collection (defined as 'refuse collection / recycling' in 2012)	78%	73%	78%	N/A	N/A	↑
Kerbside recycling (referred to as 'doorstep recycling' in 2012)	68%	74%	76%	N/A	N/A	↑
Standard of maintenance of public land e.g. grass cutting, litter, graffiti (defined as 'Keeping land clear of litter/refuse' in 2012)	56%	71%	74%	N/A	N/A	↑
Libraries	56% (25% don't know)	53% (35% don't know)	50% (36% don't know)	N/A	N/A	↓
Sport/Leisure facilities	52% (24% don't know)	64% (22% don't know)	66% (22% don't know)	N/A	N/A	↑

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Road maintenance	36%	40%	45%	N/A	N/A	↑
South Hill Park Arts facility (referred to as 'Arts facilities' in 2012)	33% (45% don't know)	59% (30% don't know)	61% (29% don't know)	N/A	N/A	↑
Local bus services	32% (33% don't know)	32% (43% don't know)	35% (40% don't know)	N/A	N/A	↑
Local transport information	29% (31% don't know)	37% (36% don't know)	40% (34% don't know)	N/A	N/A	↑
Schools	27% (56% don't know)	44% (45% don't know)	41% (44% don't know)	N/A	N/A	↓
Community centres	24% (52% don't know)	29% (57% don't know)	33% (48% don't know)	N/A	N/A	↑
Planning	15% (43% don't know)	15% (67% don't know)	18% (57% don't know)	N/A	N/A	↑
Social care services	11% (69% don't know)	12% (77% don't know)	12% (67% don't know)	N/A	N/A	→
Childcare services	7% (76% don't know)	10% (82% don't know)	9% (70% don't know)	N/A	N/A	→
Youth Services	5% (78% don't know)	11% (78% don't know)	10% (68% don't know)	N/A	N/A	→

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Benefit Services	-	12% (77% don't know)	10% (67% don't know)	N/A	N/A	
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Traffic Lights		Performance Trend	
Compares current performance to target		Identifies direction of travel compared to previous survey results	
On, above or within 2.5% of target		Performance has improved by 2% or more	
Between 2.5% and 7.5% of target		Performance Sustained within 0% - 1.99%	
More than 7.5% from target		Performance has declined by 2% or more	

Annex Three – Communications Plan

Date	Action	Target audience	Further information
May 2017	PR	Residents	Highlights of results to local media
	Holding statements	Residents	To offer explanations of results
	Social media mentions	Residents	Highlights of results
	Overview and Scrutiny Commission	Members	To review the satisfaction results against service performance.
May/June 2017	BORIS/Forest Views	Staff	As above
	Departmental Management Teams	Managers	To review the satisfaction results against service performance and agree actions.
July 2017	Town & Country	Residents	Highlights of results
	Parish and Town Council Liaison Group	Parish and Town Councils	Highlights of results
Autumn 2017	Member Development Session	Members	Discussion on ward level variations