

EAST HERTS COUNCIL

JOINT MEETING OF SCRUTINY COMMITTEES – 11 FEBRUARY 2014

REPORT BY THE CHIEF EXECUTIVE AND DIRECTOR OF
CUSTOMER AND COMMUNITY SERVICES

6. RESULTS OF THE 2013 RESIDENTS SURVEY

WARD(S) AFFECTED: ALL

Purpose/Summary of Report:

- The purpose of this report is to provide Joint Scrutiny Members with the results of the 2013 Residents Survey.

<u>RECOMMENDATIONS FOR JOINT MEETING OF SCRUTINY COMMITTEES:</u> that	
(A)	The structured focus groups targeted on the areas identified by the public as “most important and most need improving”, be supported.
(B)	The targeted focus on “quick wins” providing opportunity for “you said we did”, be supported.
(C)	The feedback from the 2013 Residents Survey feeding into developing Strategic Plan for 2015/16, be supported.

1.0 Background

1.1 A biennial Residents’ Survey has been undertaken by East Herts Council since 1993. This is the third residents’ survey conducted by Opinion Research Services. The survey has traditionally been used to track customer satisfaction with the Council and individual service areas, and also as a vehicle for more service specific questions relevant at the time.

1.2 For the 2013 Residents Survey, core questions were transferred into the new LGA recommended format and several new questions were added. Comparisons have been made against 2011 where possible i.e. East Herts Council and Council Services, Waste and Recycling, Community Safety, contact with the Council and Complaints.

- 1.3 LGA benchmarking with other local authorities who continue to conduct a Residents Survey and use the newly formatted questions will be undertaken when the content becomes available.
- 1.4 The survey was designed to produce results that are representative of the population of East Herts. 4,000 questionnaires were sent out to residents of East Herts on 2 September 2013. The cut-off date for returned questionnaires was 21 October 2013. 19 were returned as failed mail and 1,317 were returned complete, yielding a response rate of 30%.
- 1.5 The returned sample was checked against Census 2011 data for age, gender, working status and ethnic group and subsequently weighted to present results that are representative of East Herts.

2.0 Report

- 2.1 This cover report introduces Essential Reference Paper 'B' as the final version of the Opinion Research Services (ORS) Summary Report on the 2013 Residents' Survey.
- 2.2 At the outset it is important to stress that the survey results and response levels are for the most part, positive.
- 2.3 Senior Management Group considered the key findings on 22 January 2014 and resolved to offer recommendations a, b and c to Joint Scrutiny Members for consideration.
- 2.4 Prior to the Committee's consideration of the report, Officers will make a short PowerPoint presentation on the key findings, background and options for future action.

3.0 Implications/Consultations

- 3.1 Information on any corporate issues and consultation associated with this report can be found within **Essential Reference Paper 'A'**.

Background Papers

Essential Reference Paper 'B'. East Herts Council Residents Survey 2013 – Opinion Research Services – November 2013.

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