REPORT TO: **POLICY AND RESOURCES COMMITTEE – 8 FEBRUARY 2016**

REPORT ON: **ANNUAL CONSUMER SURVEY 2015**

REPORT BY: **CHIEF EXECUTIVE**

REPORT NO: **26-2016**

1. PURPOSE OF REPORT

This report summarises the main findings from the 2015 consumer survey and explains their use.

2. RECOMMENDATIONS

It is recommended that members:

(i) note the results contained in this report and note that any issues raised will continue to be addressed as part of the Council's commitment to continuous improvement using the Public Sector Improvement Framework model

(ii) note that the key results for each Local Community Planning Partnership area will be sent to Chairs and Communities Officers of each LCPP so they can discuss any particular issues for their localities

(iii) note the increasing figures on use of the Council's website and access to the internet, which will be taken into account in the Council's 'changing for the future' strategy

(iv) authorise officers to publish the full survey report on the Council's website and make copies available on request as part of the Council's commitment to Public Performance Reporting

3. FINANCIAL IMPLICATIONS

None.

4. INTRODUCTION

4.1 The Council commissions an annual consumer survey to help evaluate progress towards achieving the objectives set out in the Council Plan. The main purpose of the survey is to track over time a core set of questions relating to customer satisfaction and the public's overall perception of the Council as an organisation. In addition, the survey asks about community safety; satisfaction with information provided by the Council, including on its website; and satisfaction with local facilities, aspects of the local environment and how good neighbourhoods are as places to live.

4.2 The survey is conducted by an independent market research company, currently Research Resource. A total of 1,817 interviews were carried out by them with a representative sample of Dundee residents, replicating the sampling methodology and structure used in the previous surveys. This sample size is designed to allow analysis for each Local Community Planning Partnership and Community Regeneration Area. At the city-wide level, it provides a highly robust level of confidence.

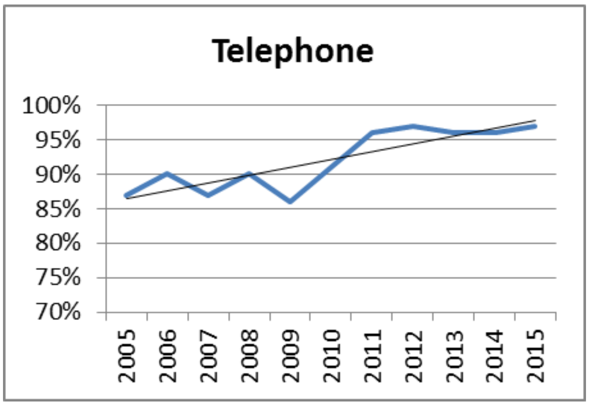
4.3 A full copy of the research report has been passed to the Group Leaders and the Conservative, Liberal Democrat and Independent members. There is significantly more detail in the full report than can be summarised here and this report focusses on those questions which have been used as Council Plan performance indicators.

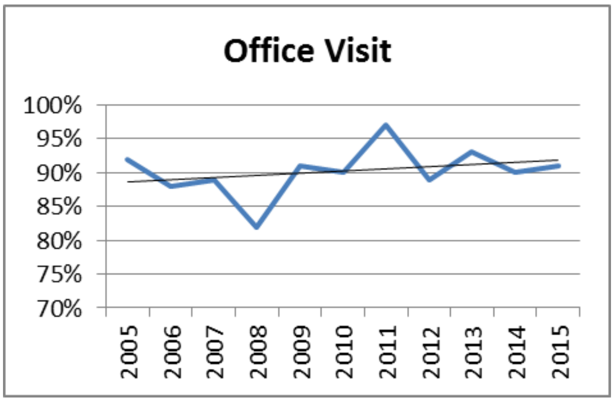
4.4 To achieve efficiency savings through economies of scale, the annual consumer survey was again carried out in conjunction with a wider Citizen Survey on behalf of the Dundee Partnership, which covers issues such as neighbourhoods, housing, community involvement, health, employment, community safety and money matters, and focuses in particular on Community Regeneration Areas, although city-wide results are also analysed for comparative purposes. Results on these issues will be reported through the Dundee Partnership, and are included in the full copy of the research report referred to above. A summary of key results for each ward will be sent to the Chair and Communities Officer for each Local Community Planning Partnership so that any local issues can be discussed.

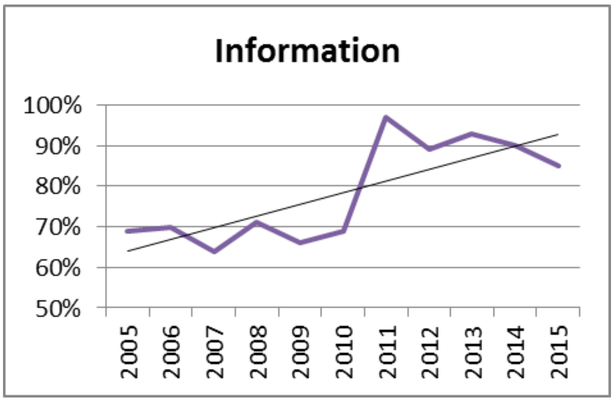
5 **TEN YEAR TREND ANALYSIS**

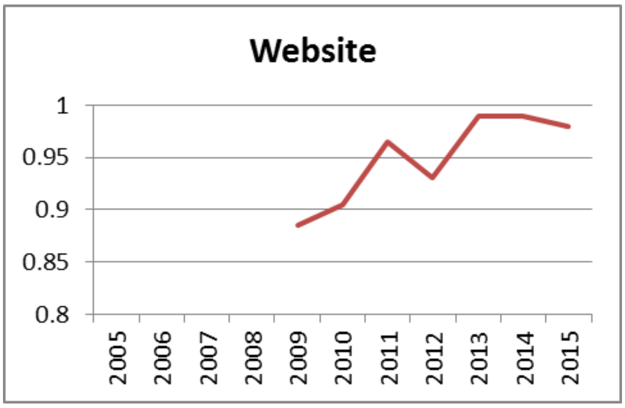
5.1 The key purpose of the annual consumer survey is to provide a longitudinal measure related to residents' perception of the Council as delivering good customer service to those who contact the Council, good communication with citizens and their overall perception of the organisation. Questions about the website have been added as this has become more important, and the survey also provides support to the Local Community Planning Partnerships' strategy to improve satisfaction with neighbourhoods.

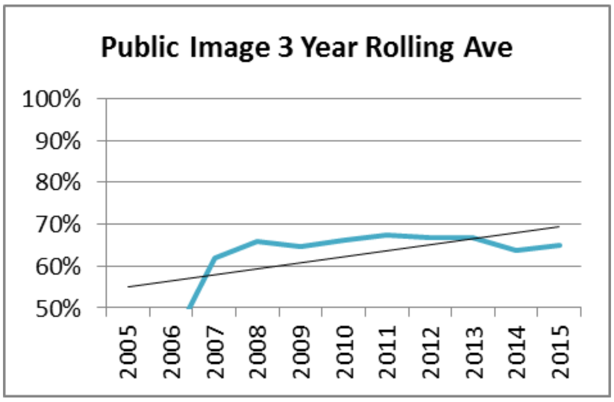
5.2 The graphs below show the long term improving trend in these main corporate performance areas at the same time as financial and efficiency savings have been delivered. The detailed figures on each topic are set out in Appendix One.

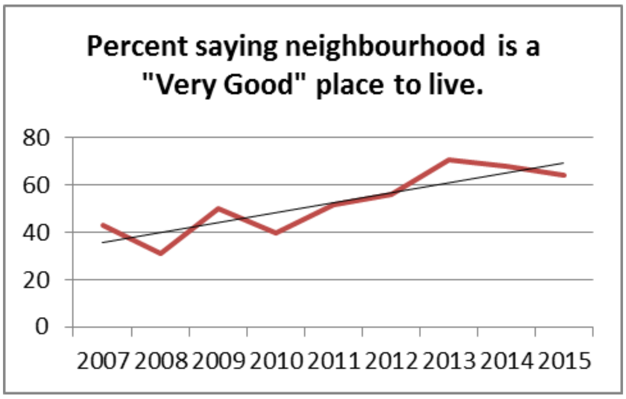












(note: the wording of the neighbourhood question was changed in 2011 but results from the previous question on quality of life in neighbourhoods have been included in the graph).

6. **BENCHMARKING**

6.1 The latest results from the Scottish Household Survey were produced in August 2015, covering the results of surveys carried out in 2013 and 2014. This is an entirely separate survey, commissioned by the Scottish Government, and none of the questions used are directly comparable to the Council's own survey. However, there are a number of questions which cover similar areas to those covered in our own survey and provide an opportunity to benchmark the

Scottish Household Survey results for Dundee with the average for Scotland as a whole. Tables 8, 9, 10 and 11 in Appendix Two show results from the sections on 'perception of local authority services' and 'neighbourhoods'.

6.2 The results on perception of the Council are very positive, with increases in the % of respondents agreeing that the Council provides high quality services, does the best it can with the money available and is addressing the key issues affecting quality of life in neighbourhoods. On 'neighbourhood as a place to live', there has been a decrease, although 88% still say their neighbourhood is very or fairly good.

7. CONCLUSIONS

7.1 The annual survey continues to provide information on residents' perception of the Council and satisfaction with local facilities and neighbourhoods, as well as the way people access our services, while the Scottish Household Survey results give us some benchmarking data. As in previous years, the issues raised by the survey results will continue to be addressed as part of the Council's commitment to continuous improvement through consultation with service users.

7.2 The survey provides information on trends for self-assessment under the Public Sector Improvement Framework, which is part of the Council's performance management arrangements to ensure Best Value. The results will be distributed amongst officers and used in training courses in relevant areas.

7.3 The survey also assists the Council in planning for the future. In that regard, it is significant to note the high and increasing availability of access to the internet. This information will be taken into account in implementing the Council's strategy of 'changing for the future' in the delivery of services. Consideration will also be given to using the 2016 survey to help ascertain the public's views on strategic priorities to inform discussion on development of the new Council Plan.

8 POLICY IMPLICATIONS

This report has been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management. There are no major issues.

9 CONSULTATIONS

The Executive Director of Corporate Services and Head of Democratic and Legal Services have been consulted on this report.

10 BACKGROUND PAPERS

The following background paper was relied upon in the preparation of this report:

Citizen Survey 2015 – report prepared for Dundee City Council and the Dundee Partnership by Research Resource.

David R Martin
Chief Executive 29/01/2016

APPENDIX ONE – DETAILED RESULTS

1 **<u>Customer Contact</u>**

1.1 A key objective of the survey is to gauge the levels of customer satisfaction perceived by citizens who contact a Council service, either by phone or by visit to an office. Tables 1 and 2 below show the results on a range of satisfaction indicators in 2015 compared to previous years. The % figures shown represent those who said they were very or fairly satisfied.

Table 1 Satisfaction with Telephone Contacts

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Overall Friendliness/Courtesy of Staff	93%	87%	93%	86%	95%	97%	98%	96%	96%	99%
How Quickly Phone Was Answered	91%	94%	94%	98%	99%	99%	99%	98%	98%	94%
How Well Staff Understood What Was Wanted	93%	92%	91%	83%	89%	97%	97%	96%	96%	98%
Overall Helpfulness of Staff	93%	87%	93%	86%	95%	97%	98%	96%	96%	99%
Ease of Getting Someone Who Could Help	89%	88%	93%	93%	97%	98%	98%	96%	98%	98%
Outcome of Contact	82%	72%	77%	71%	72%	88%	91%	92%	91%	94%
Average	90%	87%	90%	86%	91%	96%	97%	96%	96%	97%

Table 2 Satisfaction with Office Visits

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Ease Of Getting To Office	100 %	94%	96%	98%	98%	99%	97%	100%	96%	100%
Suitability of Office	97%	91%	89%	93%	94%	99%	96%	100%	100 %	87%
Overall Friendliness/Courtesy Of Staff	81%	89%	82%	93%	91%	99%	91%	96%	95%	96%
Overall Helpfulness Of Staff	81%	89%	82%	93%	91%	99%	91%	96%	95%	96%
How Well Staff Understood What Was Wanted	87%	94%	86%	91%	89%	99%	89%	94%	88%	92%
Outcome of Contact	80%	76%	56%	77%	75%	90%	71%	75%	67%	78%
Average	88%	89%	82%	91%	90%	97%	89%	93%	90%	91%

1.2 Satisfaction with telephone contacts remains very high. Satisfaction with office visits is broadly similar to 2014 but there is a drop in the % satisfied with the suitability of offices and an increase in the % satisfied with the outcome of the contact.

1.3 Of those who had recently contacted the Council, 61% of respondents said that their last contact was to request a service and 97% of these were satisfied, up from 95% in 2014. 31% said the contact was to seek information and 89% of these were satisfied, up from 84% in 2014.

1.4 The proportion saying that their contact was to make a complaint was 7%. Of those, 70% said they were satisfied or very satisfied that the Council responded reasonably to the complaint, compared to 42% in 2011, 40% in 2012, 65% in 2013 and 70% in 2014, maintaining the positive trend in satisfaction with responses to complaints. We also carry out quarterly surveys of everyone who has made a complaint in the previous three months, and report in detail to Scrutiny Committee on the results on questions about the information on how to make a complaint, treatment by staff, time taken, clarity of information etc. The latest report to Scrutiny Committee also showed a positive overall trends in these results.

1.5 Respondents were asked if they got what they needed in one contact. The percentage saying that they did so, in 2015 and each of the previous years in which this question has been asked, was:

Customer received what they needed in one contact						
2009	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**
65%	66%	85%	91%	90%	85%	91%

1.6 The survey asks respondents whether they receive enough information about the Council and the services it provides. Results for 2015 and the previous years in which this question has been asked are:

Received enough information about the Council and the services it provides											
2004	**2005**	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**
64%	69%	70%	64%	71%	66%	69%	97%	89%	93%	90%	85%

1.7 The survey asks about use of, and satisfaction with, the Council's website. Results for 2015 and the previous years in which these questions have been asked are:

	2009	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**
Used website	31%	27%	18%	18%	28%	24%	42%
Satisfied with how easily you managed to find information wanted	87%	93%	99%	94%	99%	99%	98%
Satisfied with amount of information provided on the website	87%	93%	99%	92%	100%	98%	97%

92% of people in the age group 55-59 now say they have access to the internet, with even higher figures than this for all younger age groups. Although access to the internet decreases with older age groups, 24% of respondents aged 75+ said they had access, up from 6% in 2014. This information will be taken into account in implementing the Council's 'changing for the future' strategy.

2 Community Safety

2.1 In 2012, a new community safety question was introduced - 'Taking everything into account, how safe do you feel your neighbourhood is as a place to live?'. The results since are:

	2012	**2013**	**2014**	**2015**
Very safe	57%	79%	77%	80%
Fairly safe	41%	19%	21%	19%
A bit unsafe	1%	1%	1%	1%

2.2 The survey also includes a question first used in 2011, which asks respondents if they feel the crime rate in their local area has changed in the last 2 years. Results were:

	2011	**2012**	**2013**	**2014**	**2015**
More crime	6%	8%	5%	5%	3%
About the same	70%	73%	73%	78%	70%
Less crime	9%	2%	2%	2%	3%
Don't know	15%	16%	20%	15%	24%

Asked about the factors which contribute most to the level of crime in their neighbourhood, the only sizable response was Alcohol/Drugs at 34%. 34% of respondents said 'don't know'.

3 Public Image Profile

3.1 The survey includes a list of ten factors which seek to assess respondents' overall impression of the Council. The statement 'Has sufficient resources' was dropped two years ago as it was felt this was not a measure of the Council's own performance. The full list of factors is shown in Table 3 below, along with the percentage of interviewees who responded positively in 2015 and previous years. Some other factors have changed over time but the main aim is to use the overall index number of the average of all of the factors. This is shown also as a three year rolling average to smooth out blips potentially caused by timing and change of factors.

Table 3 Public Image Profile

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Good Range of Services	81%	72%	77%	74%	77%	85%	77%	84%	69%	77%
Friendly Employees	76%	73%	77%	77%	80%	82%	63%	69%	63%	64%
Good Quality Services	72%	66%	74%	67%	74%	81%	73%	79%	66%	67%
Efficient Services	66%	62%	70%	65%	67%	81%	66%	81%	66%	67%
Communicates Well	61%	57%	67%	55%	61%	66%	52%	61%	59%	60%
Promotes Services Well	58%	54%	70%	58%	61%	71%	55%	60%	60%	52%
Value For Money	56%	51%	65%	48%	58%	74%	57%	72%	62%	56%
Listens to Complaints	64%	61%	68%	64%	68%	63%	46%	58%	57%	49%
Has Sufficient Resources	68%	60%	69%	64%	71%	66%	57%	-	-	-
Tackles Important Issues for the Future of the City	55%	55%	65%	53%	54%	68%	55%	61%	62%	55%
Ensures Sustainable Use of Resources and Care for the Environment	N/A	N/A	66%	59%	63%	65%	56%	60%	62%	51%
Average	66%	62%	70%	62%	67%	73%	60%	68%	63%	60%
Three year rolling average		**62%**	**66%**	**65%**	**66%**	**67%**	**67%**	**67%**	**64%**	**64%**

3.2 The average score for the public image of the Council across all indicators in 2015 was down compared to 2014. The biggest % falls relate to the factors in the second half of the list above, while there are small increases in the scores for all factors in the top half of the list.

3.3 The figure for 'listens to complaints' is lower than that given in paragraph 1.4 above which reflects the actual experience of those who have made a complaint rather than a general public perception. This type of difference is commonly found in research on public services, with users generally rating services more highly than non-users.

4 Local Facilities and Quality of Life

4.1 The survey asks about satisfaction with a range of local facilities, ease of accessing those facilities, satisfaction with aspects of the local environment and how good the neighbourhood is as a place to live. Overall results are set out in Tables 4, 5, 6 and 7 below. Some facilities were only added to the list of services in 2012 – social housing, access to free cash machine/auto teller and employment and advice services – so 2011 figures are not available for these.

4.2 Satisfaction with local facilities is shown in the table below.

Table 4 Satisfaction with local facilities

	% satisfied 2011	**% satisfied 2012**	**% satisfied 2013**	**% satisfied 2014**	**% satisfied 2015**
Fire Service	100%	100%	100%	100%	100%
Local schools	99%	99%	100%	100%	100%
Local health services	99%	96%	98%	99%	98%
Refuse collection	99%	98%	100%	98%	99%
Libraries and community centres	98%	99% libraries 97% centres	100% libraries 99% centres	99% libraries 97% centres	98%
Police service	98%	99%	100%	99%	98%
Social care/social work	98%	97%	99%	99%	100%
Social Housing	N/A	94%	90%	93%	93%
Street cleaning	97%	96%	95%	97%	97%
Parks and open spaces	97%	95%	96%	97%	97%
Public transport	96%	97%	98%	95%	95%
Local shops	96%	98%	98%	99%	97%
Sport and leisure facilities	97%	97%	98%	95%	96%
Community warden service	99%	99%	98%	93%	93%
Local youth facilities	85%	93%	87%	84%	83%
Local phone boxes	95%	94%	97%	96%	95%
Access to free cash machine/auto teller	N/A	99%	97%	99%	99%
Employment and advice services	N/A	89%	93%	92%	93%

Compared to 2014, none of the results vary by more than 2 percentage points.

4.3 The % of respondents saying that access to the same facilities is very or fairly easy is shown in the table below. These figures include those who said the facility or service 'doesn't exist' or they never use it which explains why the figures are generally lower than for satisfaction.

Table 5 Ease of accessing local facilities

	% very or fairly easy 2011	**% very or fairly easy 2012**	**% very or fairly easy 2013**	**% very or fairly easy 2014**	**% very or fairly easy 2015**
Fire service	94%	89%	97%	98%	98%
Local schools	86%	96%	70%	82%	67%
Local health services	98%	95%	97%	98%	99%
Refuse collection	99%	98%	96%	98%	99%
Libraries and community centres	99%	92% libraries 83% centres	82% libraries 67% centres	80% libraries 54% centres	92%
Police service	95%	89%	97%	98%	98%
Social care/social work	58%	46%	30%	44%	33%
Social Housing	N/A	50%	41%	48%	47%
Street cleaning	98%	96%	89%	97%	98%
Parks and open spaces	94%	95%	95%	95%	94%
Public transport	93%	94%	93%	95%	94%
Local shops	97%	96%	96%	98%	98%
Sport and leisure facilities	82%	81%	70%	78%	77%
Community warden service	42%	44%	43%	35%	32%
Local youth facilities	55%	58%	42%	46%	35%
Local phone boxes	62%	54%	38%	49%	37%
Access to free cash machine/auto teller	N/A	89%	83%	97%	92%
Employment and advice services	N/A	53%	35%	48%	43%

As last year, the services regarded as easy to access by less than 50% of respondents are community warden service, social care and social work, local youth facilities, social housing, employment and advice services and phone boxes, with the scores for ease of access to these services falling this year.

4.4 Satisfaction levels with aspects of the local environment are shown in the table below:

Table 6 Local Environment

	% Satisfied								
	2007	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**
Shopping Facilities	85%	80%	87%	94%	97%	98%	98%	98%	97%
Cleanliness of area around home	83%	79%	91%	93%	97%	98%	95%	97%	98%
Cleanliness of streets	71%	78%	91%	94%	97%	97%	96%	99%	97%
Quality and maintenance of open spaces	70%	80%	88%	91%	97%	97%	95%	96%	97%
Condition of roads, pavements and streetlighting	49%	61%	80%	88%	89%	84%	72%	76%	81%
Children's play areas	57%	52%	68%	55%	88%	88%	86%	89%	92%

The results in Table 6 remain positive, showing high levels of satisfaction with aspects of the local environment.

4.5 As in the previous 3 years, the 2015 survey asked respondents to rate how good their neighbourhood is as a place to live. Results are shown in the table below.

Table 7 How good is your neighbourhood

	% 2012	**% 2013**	**% 2014**	**% 2015**
Very good	56%	71%	68%	64%
Fairly good	43%	26%	28%	33%
Fairly poor	1%	2%	3%	2%
Very poor	1%	1%	1%	-

APPENDIX TWO – SCOTTISH HOUSEHOLD SURVEY RESULTS

Table 8 – Agreement with statement 'My Council provides high quality services'

	Dundee					Scotland as a whole				
	2007	**2009**	**2011**	**2013**	**2015**	**2007**	**2009**	**2011**	**2013**	**2015**
Strongly agree	7%	6%	7%	5%	9%	5%	5%	6%	6%	6%
Tend to agree	39%	37%	37%	34%	42%	38%	35%	37%	38%	41%
Neither agree or disagree	16%	25%	21%	33%	21%	19%	23%	20%	21%	22%
Tend to disagree	20%	16%	15%	14%	13%	20%	19%	18%	17%	16%
Strongly disagree	12%	9%	11%	6%	8%	13%	11%	11%	10%	9%
No opinion	8%	6%	9%	7%	7%	5%	7%	9%	8%	7%

Table 9 – Agreement with statement 'My Council does the best it can with the money available'

	Dundee					Scotland as a whole				
	2007	**2009**	**2011**	**2013**	**2015**	**2007**	**2009**	**2011**	**2013**	**2015**
Strongly agree	6%	5%	4%	6%	7%	5%	5%	5%	6%	6%
Tend to agree	29%	33%	33%	27%	37%	34%	32%	32%	35%	35%
Neither agree or disagree	15%	21%	21%	36%	22%	17%	20%	17%	17%	18%
Tend to disagree	23%	18%	22%	14%	17%	21%	20%	18%	18%	18%
Strongly disagree	16%	12%	10%	9%	12%	15%	13%	14%	12%	11%
No opinion	11%	11%	11%	8%	6%	9%	11%	13%	12%	12%

Table 10 – Agreement with statement 'My Council is addressing the key issues affecting the quality of life in my neighbourhood'

	Dundee					Scotland as a whole				
	2007	**2009**	**2011**	**2013**	**2015**	**2007**	**2009**	**2011**	**2013**	**2015**
Strongly agree	7%	5%	5%	4%	6%	4%	4%	4%	4%	4%
Tend to agree	33%	32%	31%	26%	33%	34%	30%	30%	31%	33%
Neither agree or disagree	18%	25%	24%	38%	20%	20%	23%	21%	23%	23%
Tend to disagree	19%	23%	18%	16%	22%	19%	20%	17%	18%	19%
Strongly disagree	13%	6%	12%	7%	10%	13%	12%	13%	11%	9%
No opinion	11%	8%	11%	9%	9%	9%	11%	15%	13%	12%

Table 11 – Rating of neighbourhood as a place to live

	Dundee					Scotland as a whole				
	2007	**2009**	**2011**	**2013**	**2015**	**2007**	**2009**	**2011**	**2013**	**2015**
Very good	47%	46%	43%	49%	38%	51%	52%	55%	55%	56%
Fairly good	44%	43%	48%	45%	50%	41%	40%	38%	38%	38%
Fairly poor	6%	7%	7%	3%	7%	5%	5%	4%	4%	4%
Very poor	2%	4%	2%	2%	4%	2%	2%	2%	2%	2%
No opinion	1%	4%	0%	0%	1%	2%	2%	0%	0%	0%