`REPORT TO: POLICY AND RESOURCES COMMITTEE – 12 JUNE 2017

REPORT ON: ANNUAL CONSUMER SURVEY 2016

REPORT BY: CHIEF EXECUTIVE

REPORT NO: 56-2017

1. PURPOSE OF REPORT

This report summarises the main findings from the 2016 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 the Chairs and Communities Officers for each LCPP so they can discuss any particular issues for their localities and follow up with actions as necessary.

(iii) 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

(iv) remit officers to invite tenders from market research companies to conduct the survey for the next three years.

3. FINANCIAL IMPLICATIONS

Tenders to conduct the survey for the next three years will be reported to Committee for approval. Provision has been made for this in the Chief Executive's Service Revenue Budget.

4. BACKGROUND

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 just one of the ways in which the Council gathers and reports on feedback from its customers, other examples being the annual report on Improving Services Through Listening, which was considered by Committee in April, and the annual report on complaints, which will go to Scrutiny Committee later this month. Recently, we also had 'Engage Dundee'; an extensive process to seek the views of local people about the ways in which the quality of life could be improved in their area, carried out to inform the development of the new Local Community Plans.

4.3 The survey is conducted by an independent market research company, currently Research Resource. A total of 1,807 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.

4.4 A full copy of the research report has been passed to the Group Leaders and the Lord Provost. 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.

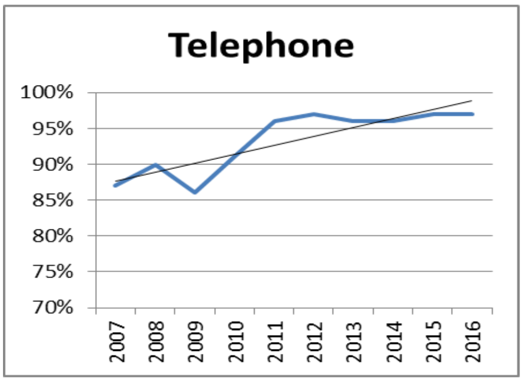
4.5 To achieve efficiency savings through economies of scale, the annual consumer survey was again carried out in conjunction with a wider Citizen Survey on behalf of the Dundee Partnership, which covers issues such as neighbourhoods, housing, community involvement, health, employment, community safety 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.

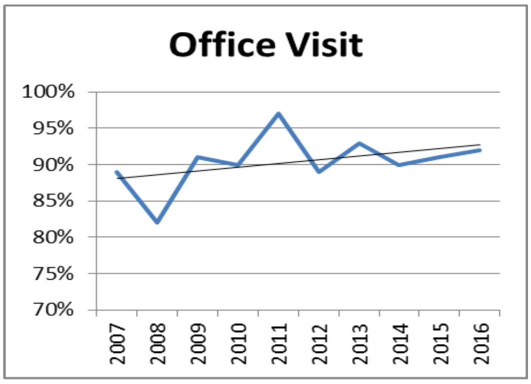
4.6 This survey is the last covered by the current contract with Research Resource, and it is recommended that tenders are invited from market research companies to carry out the survey in 2017, 2018 and 2019.

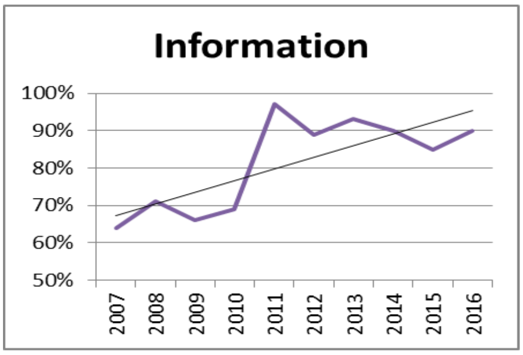
5 TEN YEAR TREND ANALYSIS

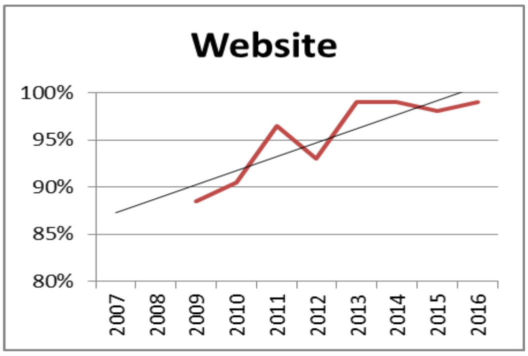
5.1 The key purpose of the annual survey is to provide a longitudinal measure related to residents' perception of the Council as delivering good customer service to those who contact the Council, good communication with citizens and their overall perception of the organisation. Questions about the website 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.

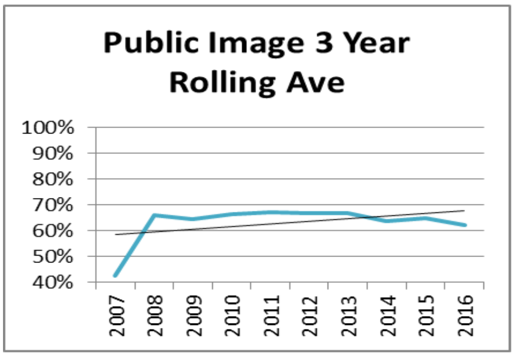
5.2 The graphs below show the long term improving trends in these main corporate performance areas at the same time as financial and efficiency savings have been delivered. The detailed figures on each topic are set out in Appendix One.

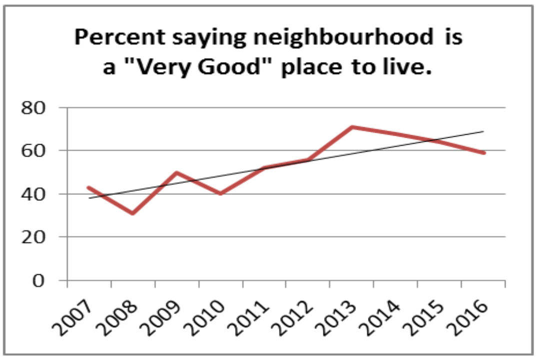












(note: the wording of the neighbourhood question was changed in 2011 but results from the previous question on quality of life in neighbourhoods have been included in the graph).

6. BENCHMARKING

Every two years, this report contains results from the Scottish Household Survey on questions which cover similar topics to those in the Council's own survey. The next Scottish Household Survey results at a Dundee level will not be published until late 2017, so will be included in next year's report on the 2017 survey.

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. 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.

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 Council Management Team has been consulted in the preparation of this report and agrees with its content.

10 BACKGROUND PAPERS

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

Citizen Survey 2016 – report prepared for Dundee City Council and the Dundee Partnership by Research Resource.

David R Martin
Chief Executive 15/06/2017

APPENDIX ONE – DETAILED RESULTS

1 **Customer Contact**

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 2016 compared to previous years. The % figures shown represent those who said they were very or fairly satisfied.

Table 1 Satisfaction with Telephone Contacts

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Overall Friendliness/Courtesy of Staff	87%	93%	86%	95%	97%	98%	96%	96%	99%	97%
How Quickly Phone Was Answered	94%	94%	98%	99%	99%	99%	98%	98%	94%	98%
How Well Staff Understood What Was Wanted	92%	91%	83%	89%	97%	97%	96%	96%	98%	97%
Overall Helpfulness of Staff	87%	93%	86%	95%	97%	98%	96%	96%	99%	97%
Ease of Getting Someone Who Could Help	88%	93%	93%	97%	98%	98%	96%	98%	98%	98%
Outcome of Contact	72%	77%	71%	72%	88%	91%	92%	91%	94%	94%
Average	87%	90%	86%	91%	96%	97%	96%	96%	97%	97%

Table 2 Satisfaction with Office Visits

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Ease Of Getting To Office	94%	96%	98%	98%	99%	97%	100%	96%	100%	100%
Suitability of Office	91%	89%	93%	94%	99%	96%	100%	100 %	87%	100%
Overall Friendliness/Courtesy Of Staff	89%	82%	93%	91%	99%	91%	96%	95%	96%	93%
Overall Helpfulness Of Staff	89%	82%	93%	91%	99%	91%	96%	95%	96%	93%
How Well Staff Understood What Was Wanted	94%	86%	91%	89%	99%	89%	94%	88%	92%	93%
Outcome of Contact	76%	56%	77%	75%	90%	71%	75%	67%	78%	72%
Average	89%	82%	91%	90%	97%	89%	93%	90%	91%	92%

1.2 Satisfaction with telephone contacts remains very high. Satisfaction with office visits shows an increase in the % satisfied with the suitability of offices and a decrease in the % satisfied with the outcome of the contact.

1.3 Of those who had recently contacted the Council, 59% of respondents said that their last contact was to request a service and 97% of these were satisfied, the same as in 2015. 37% said the contact was to seek information and 97% of these were satisfied, up from 84% in 2014 and 89% in 2015.

1.4 The proportion saying that their contact was to make a complaint was 4%. Of those, 64% 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 and 2015. 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 responses to questions about the information on how to make a complaint, treatment by staff, time taken, clarity of information etc.

1.5 Respondents were asked if they got what they needed in one contact. The percentage saying that they did so, in 2016 and in 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**	**2016**
65%	66%	85%	91%	90%	85%	91%	94%

1.6 The survey asks respondents whether they receive enough information about the Council and the services it provides. Results for 2016 and the previous years in which this question has been asked are:

Received enough information about the Council and the services it provides											
2005	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**
69%	70%	64%	71%	66%	69%	97%	89%	93%	90%	85%	90%

1.7 The survey asks about use of, and satisfaction with, the Council's website. Results for 2016 and the previous years in which these questions have been asked are:

	2010	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**
Used website	27%	18%	18%	28%	24%	42%	44%
Satisfied with how easily you managed to find information wanted	93%	99%	94%	99%	99%	98%	98%
Satisfied with amount of information provided on the website	93%	99%	92%	100%	98%	97%	99%

91% 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, 20% of respondents aged 75+ said they had access, down slightly on 2015 but still higher than in previous years. This information will be taken into account when developing the new Council website and implementing our digital 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**	**2016**
Very safe	57%	79%	77%	80%	80%
Fairly safe	41%	19%	21%	19%	19%
A bit unsafe	1%	1%	1%	1%	1%

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

	2012	**2013**	**2014**	**2015**	**2016**
More crime	8%	5%	5%	3%	4%
About the same	73%	73%	78%	70%	68%
Less crime	2%	2%	2%	3%	0%
Don't know	16%	20%	15%	24%	28%

Asked about the factors which contribute most to the level of crime in their neighbourhood, the only sizable response was Alcohol/Drugs at 37%. 36% 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 full list of factors is shown in Table 3 below, along with the percentage of interviewees who responded positively in 2016 and previous years. Some of the 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 of the survey and change of factors included in the profile.

Table 3 Public Image Profile

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Good Range of Services	72%	77%	74%	77%	85%	77%	84%	69%	77%	75%
Friendly Employees	73%	77%	77%	80%	82%	63%	69%	63%	64%	54%
Good Quality Services	66%	74%	67%	74%	81%	73%	79%	66%	67%	67%
Efficient Services	62%	70%	65%	67%	81%	66%	81%	66%	67%	71%
Communicates Well	57%	67%	55%	61%	66%	52%	61%	59%	60%	52%
Promotes Services Well	54%	70%	58%	61%	71%	55%	60%	60%	52%	52%
Value For Money	51%	65%	48%	58%	74%	57%	72%	62%	56%	59%
Listens to Complaints	61%	68%	64%	68%	63%	46%	58%	57%	49%	46%
Tackles Important Issues for the Future of the City	55%	65%	53%	54%	68%	55%	61%	62%	55%	53%
Ensures Sustainable Use of Resources and Care for the Environment	N/A	66%	59%	63%	65%	56%	60%	62%	51%	60%
Average	61%	70%	62%	66%	74%	60%	68%	63%	60%	59%
Three year rolling average	**61%**	**66%**	**64%**	**66%**	**67%**	**67%**	**67%**	**64%**	**64%**	**61%**

3.2 The average score for the public image of the Council across all indicators in 2016 was down by 1% compared to 2015, although there were increases in two of the factors which the respondents to the survey said were among the most important to them – providing efficient services and value for money.

3.3 The figures on employees and listening to complaints may appear to be at variance with those in section 1 above. However the earlier results reflect the actual experience of those who have made a complaint or contacted the Council rather than a general public perception. This type of difference is commonly found in research on public services, with those who use services generally rating them 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.

4.2 Regarding satisfaction with local services, in previous years we have aggregated together the percentages of respondents who were very satisfied and fairly satisfied. On this basis, satisfaction levels were always extremely high (at or near 100%, as they are again for 2016), so it was felt to be more useful to present a more detailed breakdown of responses. The levels of satisfaction with the local services asked about in 2016, along with data from the last two years for comparison, are shown below.

Table 4 Satisfaction with Local Services

Service	Year	Very Satisfied	Fairly Satisfied	Fairly Dissatisfied	Very Dissatisfied
Refuse collection	2014	70	27	2	1
	2015	50	49	1	0
	2016	33	67	1	0
Fire service	2014	77	23	0	0
	2015	52	48	0	0
	2016	25	75	0	0
Police service	2014	76	24	0	0
	2015	52	46	2	0
	2016	26	73	1	0
Sports and leisure facilities	2014	58	37	4	1
	2015	49	46	4	1
	2016	65	34	1	1
Public transport	2014	76	19	4	1
	2015	52	43	4	1
	2016	64	33	3	0
Employment and advice services	2014	35	57	6	2
	2015	23	70	5	2
	2016	12	87	1	0
Community warden service	2014	36	58	5	2
	2015	32	61	4	3
	2016	8	90	2	0
Local youth facilities	2014	50	34	10	6
	2015	23	59	14	4
	2016	35	58	6	1
Community centre/ library	2015	50	48	2	0
	2016	63	37	1	0

The % of respondents saying they were ‘very’ satisfied has increased from 2015 to 2016 for:

- Sports and leisure facilities
- Public transport
- Local youth facilities
- Community centre/library.

Levels of dissatisfaction remain low.

4.3 Drilling down into the results shows there is significant variation between the results for different wards, which may to some extent reflect the targeting of services (e.g. the deployment of community wardens to areas where they are most needed; the phased geographical roll-out of the new recycling arrangements). The full results will be sent to the Chairs and Communities Officers for each Local Community Planning Partnership so that they can consider any action required.

4.4 Results for ease of access to services are set out in the table below:

Table 5 Ease of access to services

Service	Year	Very easy	Fairly easy	Fairly difficult	Very difficult
Refuse collection	2014	75	25	0	0
	2015	46	53	0	0
	2016	34	66	0	0
Fire service	2014	77	23	0	0
	2015	48	52	0	0
	2016	34	66	0	0
Police service	2014	77	23	0	0
	2015	48	52	0	0
	2016	34	66	0	0
Sports and leisure facilities	2014	62	34	3	1
	2015	44	53	3	0
	2016	45	53	2	0
Public transport	2014	80	19	1	0
	2015	52	47	1	0
	2016	59	39	1	1
Employment and advice services	2014	58	41	1	0
	2015	45	54	1	0
	2016	22	78	0	0
Community warden service	2014	49	46	4	1
	2015	43	51	3	3
	2016	19	78	3	0
Local youth facilities	2014	71	25	3	1
	2015	41	49	8	2
	2016	42	52	5	1
Community centre/ library	2015	46	52	2	0
	2016	40	58	1	0

The % of respondents saying that access to these services was 'very' easy has increased from 2015 to 2016 for:

- Sports and leisure facilities
- Public transport
- Youth facilities.

Again, there remain very low levels of dissatisfaction with ease of access to services.

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

Table 6 Local Environment

	% Satisfied								
	2008	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**
Shopping Facilities	80%	87%	94%	97%	98%	98%	98%	97%	98%
Cleanliness of area around home	79%	91%	93%	97%	98%	95%	97%	98%	96%
Cleanliness of streets	78%	91%	94%	97%	97%	96%	99%	97%	94%
Quality and maintenance of open spaces	80%	88%	91%	97%	97%	95%	96%	97%	98%
Condition of roads, pavements and streetlighting	61%	80%	88%	89%	84%	72%	76%	81%	73%
Children's play areas	52%	68%	55%	88%	88%	86%	89%	92%	87%

The results in Table 6 remain positive, showing high levels of satisfaction with aspects of the local environment, although the last two figures have dropped back after high scores in 2015.

4.6 As in the previous 4 years, the 2016 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**	**% 2016**
Very good	56%	71%	68%	64%	59%
Fairly good	43%	26%	28%	33%	36%
Fairly poor	1%	2%	3%	2%	3%
Very poor	1%	1%	1%	-	1%