

## HILLINGDON RESIDENTS' SURVEY

<b>Cabinet Member</b>	Councillor Ray Puddifoot
<b>Cabinet Portfolio</b>	Leader of the Council
<b>Officer Contact</b>	David Holdstock, Deputy Chief Executive's Office
<b>Papers with report</b>	Appendix A - Summary of Survey findings

### HEADLINE INFORMATION

<b>Purpose of report</b>	To report on the headline findings of the Hillingdon Residents' Survey completed September – November 2009 by Ipsos MORI.
<b>Contribution to our plans and strategies</b>	The survey supports our understanding of residents' needs and levels of satisfaction and is key to delivery of the Council Plan (Fast Forward to 2010) and the borough's Sustainable Community Strategy 2008-2018.
<b>Financial Cost</b>	No direct costs as a result of this report.
<b>Relevant Policy Overview Committee</b>	All are relevant.
<b>Ward(s) affected</b>	All

### RECOMMENDATION

**That Cabinet note the findings of the report setting out the views of residents and their satisfaction and feedback on council services.**

#### Reasons for recommendation

For the Cabinet to be informed about the results, share the result findings and their publication.

#### Alternative options considered / risk management

None

## **Comments of Policy Overview Committees**

None at this stage

## **INFORMATION**

Each year, the council commissions an independent survey of residents to find out their views and track satisfaction with council services. This report sets out the main findings of the Hillingdon Residents' Survey, which was undertaken between September and November 2009 by Ipsos MORI. The survey was undertaken using a random sample of addresses of residents in the borough.

The research will allow the council to understand residents' views about its image and performance across a range of issues. It will also enable the council to track changes in residents' opinions over time.

The research explored the following specific areas:

- advocacy of and image of Hillingdon Council;
- views on council services (including usage of services)
- Council communications and information provision;
- contact with the council.

### Methodology

A postal methodology was used to be comparable with the approach for the 2008 residents' survey (which was based on the BVPI methodology). The survey was sent to a random sample of addresses selected from the small-user Postal Address File (PAF). To meet the requirements of the Data Protection Act, a covering letter stating the purpose for which the data was being collected was sent with each questionnaire.

Fieldwork took place between 14 September and 13 November 2009.

Across the fieldwork period 933 completed questionnaires were returned, an overall unadjusted response rate of 27%.

A summary of survey findings is attached as Appendix A.

## **Financial Implications**

None directly, as this is an information only report.

## **EFFECT ON RESIDENTS, SERVICE USERS & COMMUNITIES**

### **What will be the effect of the recommendation?**

It will strengthen the evidence base to support our vision of being a modern well managed council delivering excellent services.

### **Consultation Carried Out or Required**

Ipsos Mori was commissioned following competitive tender to carry out the survey on behalf of the council.

## **CORPORATE IMPLICATIONS**

### **Corporate Finance**

None

### **Legal**

None

### **Relevant Service Groups**

The findings demonstrate the improvements to services being driven by the Council and its service groups.

## **BACKGROUND PAPERS**

This report presents a summary of the main findings from the survey. Fuller version of the findings will be published on the council's website.

## APPENDIX A

### Overall findings

Overall, the findings from this survey paint a very positive picture for Hillingdon Council. This is against very difficult and changing national circumstances. In most areas, results are consistent with or an improvement on those from the 2008 survey, which itself showed good improvements across a range of council services. There have been small but significant improvements on several key issues, such as whether the council provides value for money, takes account of the views of local residents and does enough for 'people like me'.

#### ***A clean and attractive borough***

- Household waste collection – 90% (93% in 2008)
- Door step recycling – 85% (83% in 2008)
- Recycling facilities – 76% (the same as in 2008)
- Civic amenities – 71% (79% in 2008)
- Street cleaning – 65% (not asked in 2008)
- The Planning Service – 47% (up from 44% in 2008)

#### **Customer care**

- 77% satisfied with contact with council (76% in 2008)
- 77% of staff were helpful (the same as in 2008)
- On complaints 52% satisfied (the same as in 2008)

#### **A Safe Borough**

- 52% feel safer that CCTV cameras are monitoring the borough (61% in 2008)
- 41% satisfied with improving road safety measures (52% in 2008)
- 47% satisfied with safer neighbourhood teams, street/estate champions (48% in 2008)

#### **A borough of learning and culture**

- Libraries - 83% (up from 77% in 2008)
- Theatres - 69% (up from 67% in 2008)
- Sport/Leisure facilities - 59% (up from 45% in 2008)
- Parks and open spaces – 76% (up from 67% in 2008)
- Adult Education facilities – 56% (up from 45% in 2008)

#### **A borough where children and young people are healthy, safe and supported**

- Satisfaction with play and childcare – 74% (up from 69% in 2008)
- Primary school education – 81% (85% in 2008)
- Secondary school education – 68% (77% in 2008)

### **(i) Image of the Council**

Levels of advocacy of the council are largely consistent with last year and encouragingly more residents still say that they would speak highly of the authority than would be critical of it. Around a third of residents (32%) say they would speak highly of the council.

As in 2008, residents are particularly positive about the council's helpfulness when they contact it and about its efforts to protect the environment. Positively, there has also been a small increase in the number of people who believe the council offers value for money (41%), that it takes account of residents' views (35%) and that it does enough for 'people like me' (35%).

### **(ii) Council services**

As in 2008, satisfaction remains particularly high regarding household waste collection (90%), doorstep recycling (85%), libraries (83%) and parks and open spaces (76%). Libraries and parks have both seen a rise in satisfaction since 2008, as have adult education facilities and sports/leisure facilities and events.

However, there has been a dip in satisfaction with civic amenity sites (which has dropped eight percentage points, though satisfaction with the service remains high at 71%).

Levels of satisfaction with measures implemented by the council to make Hillingdon safer remain broadly consistent with 2008: around half of residents are satisfied with the introduction of safer neighbourhood teams (47%) and the level of CCTV in the borough (45%). However, there are lower levels of satisfaction with measures to reduce traffic congestion.

Encouragingly, residents' views on the impact of CCTV remain positive. Significantly more residents think that CCTV cameras have reduced the amount of crime and disorder in town centres in the borough.

### **(iii) Information and communications**

Positively, around three quarters of residents (77%) continue to believe that the council keeps residents well informed about its services and benefits, sustaining the significant improvements made in this area. This is particularly encouraging as the findings show that residents who feel more informed tend to be more positive in their views on a range of other aspects of the council's performance.

As in 2008, the source of information about the Council which residents are most likely to say they find useful is 'Hillingdon People' magazine, which is rated as helpful by three quarters (75%) of residents. Positively, 'Hillingdon People' magazine is also the channel through which the highest proportion of residents says they would prefer to receive information about the Council (55%), followed by the Council's website (41%). However, there are significant differences in attitudes to useful and preferred information sources across different age groups.

The telephone continues to be the preferred option for people to contact the council, with 73% stating it as their first choice (70% in 2008). The number of respondents who felt that the information they were given when they contacted the council was good and continues to improve: 71%. (70% in 2008).

Satisfaction with complaints handling is largely consistent with last year's findings, with around half (52%) of complainants describing themselves as satisfied with the handling of their complaint. Positively, as in 2008, satisfaction levels with other aspects of contact with the council are high, with over seven in ten residents who have been in touch with the Council reporting themselves satisfied with the ease of getting hold of the right person to deal with their query (77%), the helpfulness of the staff (77%) and the quality of the information provided (71%)

A full version of the residents' survey will be published on the council's website – [www.hillingdon.gov.uk](http://www.hillingdon.gov.uk)