Survey results:

Satisfaction with the Cleanliness of the District and the Council’s front line services Report

April 2017

1. BACKGROUND

1.1 Each spring since 2013, Arun District Council has asked the district’s residents a series of satisfaction questions about the council. These include questions on two corporate performance indicators (CPIs): (ESC020) The level of customer satisfaction with the cleanliness of the District; and (CEP050) The level of customer satisfaction with the quality of the service that the Council provides.

1.2 The surveys for 2013 to 2015 inclusive used the Council’s “Wavelength” residents’ consultation panel. The 2016 and 2017 surveys used sample survey as the panel ceased to exist after June 2015.

1.3 2013 was a benchmark survey, no CPI measurements were recorded. 2014, 2015, 2016 and 2017 CPI scores were recorded on the Council’s “Escendency” electronic performance management system (ePMS).

1.4 Sample sizes were as follows: 510\(^1\) in 2013; 515\(^2\) in 2014; 399\(^3\) in 2015; 574\(^4\) in 2016; and 473\(^5\) in 2017.

2. EXECUTIVE SUMMARY

2.1 Corporate performance indicator ESC020: The level of customer satisfaction with the cleanliness of the District (16/17).

ESC020: Customer satisfaction with the cleanliness of the District

![Graph showing customer satisfaction over years]

2.1.1 Overall satisfaction remained constant between 2013 and 2016.

2.1.2 An increase in overall satisfaction of 3 percentage points between 2016 and 2017.

2.1.3 However, a significant decrease in percentage ‘very satisfied’ between 2016 and 2017 (down 5 percentage points).

\(^1\) Representing a confidence interval of +/-4.43% at the 95% confidence level
\(^2\) Representing a confidence interval of +/-4.30% at the 95% confidence level
\(^3\) Representing a confidence interval of +/-4.89% at the 95% confidence level
\(^4\) Representing a confidence interval of +/-4.07% at the 95% confidence level
\(^5\) Representing a confidence interval of +/-4.50% at the 95% confidence level
2.2 Corporate performance indicator CEP050: The level of customer satisfaction with the quality of the service that the Council provides (16/17).

CEP050: Customer satisfaction with the quality of the service that the Council provides

![Graph showing customer satisfaction levels from 2013 to 2017.]

2.2.1 Overall satisfaction with the services provided by Arun District Council dropped very slightly in 2017, following another slight drop in 2016.

2.2.2 Almost 3 in 4 ‘satisfied’.

2.2.3 The percentage reporting ‘very satisfied’ has fallen significantly between 2016 and 2017; down 26% to 20%.

2.3 Looking in more detail at ESC020 (the level of customer satisfaction with the cleanliness of the District), parks and open spaces received the highest level of satisfaction for each of the four years 2013 to 2016 (at between 73% and 79%). 79% in 2016 is the highest percentage ‘satisfied’ for any location in any year. They also received the highest percentage ‘very satisfied’ (at between 19% and 26%). 26% in 2016 is the highest percentage ‘very satisfied’ for any location in any year. In 2017, overall satisfaction for cleanliness of parks and open spaces dropped to 72% whilst satisfaction for cleanliness of beaches and promenades rose to 75%, knocking parks and open spaces off top spot for the first time.

2.4 At the other end of the scale, satisfaction with the cleanliness of public toilets received the lowest levels of overall satisfaction for any location (at between 34% and 36% to 2016, then a sharp drop to 29% in 2017) and the lowest percentages of ‘very satisfied’ (at between 6% and 8%) in each of the five years.6

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6 The report appendix provides direct comparisons of levels of satisfaction for each of the seven measured locations from 2013 to 2017.
3. KEY FINDINGS

3.1 Figure 1 - Satisfaction with cleanliness (parks and open spaces)

3.1.1 Having risen for the previous three surveys, overall satisfaction with cleanliness in parks and open spaces fell significantly in 2017.

3.1.2 Satisfaction still high with more than 7 in 10 ‘satisfied’.

3.1.3 The percentage ‘very satisfied’, having risen from 18% to 26% in 2016, fell back to 22% in 2017.

3.2 Figure 2 - Satisfaction with cleanliness (town/village centre shopping areas)

3.2.1 Overall satisfaction with cleanliness in town/village centre shopping areas has risen for last four surveys.

3.2.2 More than two thirds ‘satisfied’.

3.2.3 The percentage ‘very satisfied’ has remained constant at 17%.
3.3 **Figure 3 - Satisfaction with cleanliness (out of town shopping areas)**

3.3.1 The overall satisfaction with cleanliness in out of town shopping areas has fallen for 2017, having risen for 2016.

3.3.2 Around three in five are ‘satisfied’.

3.3.3 The percentage ‘very satisfied’ has risen to 17%.

3.4 **Figure 4 - Satisfaction with cleanliness (public toilets)**

3.4.1 The overall satisfaction with cleanliness of public toilets is somewhat lower than for other areas measured (at fewer than one in three ‘satisfied’), however one in five (19%) indicate that they do not know what the level of cleanliness of public toilets is like, the highest of all the places asked about.

3.4.2 The overall satisfaction had been dropping over the three previous years, dropping significantly between 2016 and 2017.

3.4.3 The percentage ‘very satisfied’ has remained constant, but very low at just 8%.
3.5  **Figure 5 - Satisfaction with cleanliness (car parks)**

3.5.1 The overall satisfaction with cleanliness of car parks has fallen for the latest survey; the previous three years had seen similar levels of satisfaction, up from the level in 2013.

3.5.2 Three in five respondents are ‘satisfied’.

3.5.3 The percentage ‘very satisfied’ has fallen from 18% to 15%.

3.6  **Figure 6 - Satisfaction with cleanliness (residential roads)**

3.6.1 The overall satisfaction with cleanliness of residential roads has slipped slightly for each of the past four years; the overall level now matches that in 2013.

3.6.2 Just over half of respondents report being ‘satisfied’.

3.6.3 However the percentage ‘very satisfied’ risen and is at its highest recorded level.
3.7 Figure 7 - Satisfaction with cleanliness (beaches and promenades)

3.7.1 Overall satisfaction with the cleanliness of beaches and promenades has increased significantly in 2017, after having fallen in 2016.

3.7.2 Three in four are ‘satisfied’.

3.7.3 The percentage ‘very satisfied’ up from 21% to 24%, the highest percentage yet recorded.

3.8 Figure 8 - ESC020: Customer satisfaction with the cleanliness of the district

3.8.1 Overall satisfaction remained constant between 2013 and 2016.

3.8.2 An increase in overall satisfaction of 3 percentage points between 2016 and 2017.

3.8.3 However, a significant decrease in percentage ‘very satisfied’ between 2016 and 2017 (down 5 percentage points).
3.9 **Figure 9 - CEP050: Customer satisfaction with the quality of the service that the Council provides**

![Graph showing satisfaction with the quality of the service provided by the Council]

3.9.1 Overall satisfaction with the services provided by Arun District Council dropped very slightly in 2017, following another slight drop in 2016.

3.9.2 Almost 3 in 4 report being ‘satisfied’.

3.9.3 The percentage reporting ‘very satisfied’ has fallen significantly between 2016 and 2017; down 26% to 20%.

3.10 **Figure 10 - Satisfaction with refuse collection**

![Graph showing satisfaction with refuse collection]

3.10.1 Following a sharp drop in satisfaction with refuse collection in 2016, the level has risen again in 2017 but not to the very high results in 2015.

3.10.2 A very high level of satisfaction with nearly 9 in 10 ‘satisfied’ and more than half ‘very satisfied’.

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7 the high results in 2015 may have been influenced by the fear that the level of service was to be reduced leading to respondents showing their approval for the existing level of service.
3.11 Figure 11 - Satisfaction with kerbside recycling

3.11.1 Following a sharp rise in satisfaction with kerbside recycling in 2015, the level dropped back to its lowest level in 2016. 2017 saw a partial bounce back.

3.11.2 Whilst almost 8 in 10 were ‘satisfied’ in 2015, it’s now around 7 in 10.

3.11.3 The percentage ‘very satisfied’ went up from 33% in 2016 to 37% in 2017.

3.12 Figure 12 - Satisfaction with parks and open spaces

3.12.1 Overall satisfaction with parks and open spaces has remained constant for last four surveys.

3.12.2 A gradual rise in the percentage of ‘very satisfied’ respondents. 23% in 2017.

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*the high results in 2015 may have been influenced by the fear that the level of service was to be reduced leading to respondents showing their approval for the existing level of service.*
3.13  Figure 13 - Agreement that Arun District Council provides value for money

3.13.1 Following a rise between 2014 and 2015 in the overall level of agreement that Arun District Council provides value for money went down significantly between 2015 and 2016\(^9\). 2017 saw a partial bounce back.

3.13.2 The percentage of strongly agree also went down in 2016 but didn’t recover in 2017.

3.13.3 A Local Government Association telephone poll using this question (June 2015) showed that nationally 51% of residents agree that their Council provides value for money.

3.14  Figure 14 - Extent that Arun District Council acts on your concerns

3.14.1 In 2017 the overall agreement dropped to 41%, having recovered in 2016 following a drop in 2015.

3.14.2 Only one in twenty five feel that the Council acts on concerns ‘a great deal’.

\(^9\) the 2016 survey was conducted following the announcement of the first rise in Council Tax for four years - this may have influenced the result.
3.15  **Figure 15 - How well Arun District Council keeps you informed about the services it provides**

3.15.1 Between 2013 and 2016 the percentage feeling that Arun District Council keeps residents ‘informed’ about the services it provides has fallen each year, from 67% in 2013 to 57% in 2016. 2017 saw a slight improvement up to 59%.

3.15.2 The percentage feeling ‘very well informed’ has remained at the same level since 2014
Direct comparisons of levels of satisfaction for each of the seven measured locations\textsuperscript{10} from 2013 to 2017

- Parks and open spaces received the highest level of satisfaction between 2013 and 2016, but dropped to second place behind beaches and promenades in 2017.

- For each of the five years, 79\% in 2016 is the highest percentage ‘satisfied’ for any location in any year. 26\% in 2016 is the highest percentage ‘very satisfied’ for any location in any year.

- Satisfaction with the cleanliness of public toilets received the lowest levels of overall satisfaction and percentages ‘very satisfied’ for any location in each of the five years. 29\% in 2017 is the lowest overall percentage ‘satisfied’ for any location in any year.

Figure 16 - Satisfaction with cleanliness (2013)

Figure 17 - Satisfaction with cleanliness (2014)

\textsuperscript{10} Seven locations plus the district overall
Figure 18 - Satisfaction with cleanliness (2015)

Figure 19 - Satisfaction with cleanliness (2016)

Figure 20 - Satisfaction with cleanliness (2017)