Survey results:

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

April 2016

THIS REPORT SUMMARISES THE 2013, 2014, 2015, AND 2016 RESULTS
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 included questions on two corporate performance indicators: satisfaction with the cleanliness of the district (CPI2); and satisfaction with the Council’s front line services (CPI5).

1.2 The surveys for 2013 to 2015 inclusive used the Council’s “Wavelength” residents’ consultation panel. The 2016 used a 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, and 2016 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; and 574\(^4\) in 2016.

2. EXECUTIVE SUMMARY

2.1 Corporate performance indicator on the satisfaction with the cleanliness of the district (CPI2):

**ESC020: Satisfaction with cleanliness (the district overall)**

- overall satisfaction has remained constant since the first survey in 2013
- a very slight increase in overall satisfaction from 68% in 2015 to 69% in 2016
- the percentage ‘very satisfied’ has risen for the last three years and was up from 14% to 16% between 2015 and 2016

2.2 Corporate performance indicator on the satisfaction with the Council’s front line services (CPI5):

---

\(^1\) 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
CEP050: Satisfaction with the services provided by Arun District Council

- almost 3 in 4 satisfied
- overall satisfaction dropped very slightly in 2016
- however the percentage reporting 'very satisfied' has risen each year, and was up from 22% to 26% between 2015 and 2016

2.3 Parks and open spaces have received the highest level of satisfaction (at between 73% and 79%) for each of the four years. 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.

2.4 At the other extreme, satisfaction with the cleanliness of public toilets received the lowest levels of overall satisfaction (at between 34% and 36%) and percentages 'very satisfied' (at between 6% and 8%) for any location in each of the four years.
3. KEY FINDINGS

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

- Overall satisfaction with cleanliness in parks and open spaces has risen for last three surveys
- Almost 4 in 5 satisfied
- Percentage very satisfied up from 18% to 26%

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

- Overall satisfaction with cleanliness in town/village centre shopping areas has risen for last three surveys
- More than two thirds satisfied
- Percentage very satisfied has remained constant at 17%
3.3 Figure 3 - Satisfaction with cleanliness (Out of town shopping areas)

- Overall satisfaction with cleanliness in out of town shopping areas has risen for last survey, having remained similar for the first three years
- Around two thirds satisfied
- Percentage very satisfied has risen to 15%

3.4 Figure 4 - Satisfaction with cleanliness (Public toilets)

- Overall satisfaction with cleanliness of public toilets is somewhat lower than for other areas measured (at around 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
- Overall satisfaction has dipped slightly over the last three years
- Percentage very satisfied has slightly over the last three years to 8%
3.5 **Figure 5 - Satisfaction with cleanliness (Car parks)**

- Overall satisfaction with cleanliness of car parks has risen slightly for the latest survey; the past three years have seen similar levels of satisfaction, up from the level in 2013.
- Just under two thirds of respondents are satisfied.
- Percentage very satisfied has risen from 12% to 18%.

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

- Overall satisfaction with cleanliness of residential roads has slipped slightly for each of the past three years, however the level is still higher than for 2013.
- Just over half of respondents are satisfied.
- Percentage very satisfied has remained constant for all four surveys.
3.7 **Figure 7 - Satisfaction with cleanliness (Beaches and promenades)**

- overall satisfaction with the cleanliness of beaches and promenades has dropped slightly in 2016, after having risen for the previous three surveys
- more than two in three satisfied
- percentage very satisfied up from 18% to 21%, the highest percentage yet recorded

3.8 **Figure 8 - ESC020: Satisfaction with cleanliness (the district overall)**

- satisfaction with cleanliness of the district overall has remained constant since the first survey in 2013.
- A very slight increase in overall satisfaction from 68% in 2015 to 69% in 2016
- percentage very satisfied up from 14% to 16%
3.9 Figure 9 - CEP050: Satisfaction with the services provided by Arun District Council

- overall satisfaction with the services provided by Arun District Council dropped very slightly in 2016
- almost 3 in 4 satisfied
- however the percentage very satisfied was up from 22% to 26%

3.10 Figure 10 - Satisfaction with refuse collection

- following a sharp rise in satisfaction with refuse collection in 2015, the level has dropped back a little in 2016 to a similar level to 2013 and 2014
- still a very high level of satisfaction with 6 in 7 satisfied and more than half very satisfied
- 2015 results 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. The service has not been cut, making the 2016 result perplexing. Perhaps a level of complacency has set in?
3.11 **Figure 11 - Satisfaction with kerbside recycling**

- following a sharp rise in satisfaction with kerbside recycling in 2015, the level has dropped back to its lowest overall satisfaction with cleanliness in parks and open spaces has risen for last three surveys
- whilst almost 4 in 5 satisfied in 2015, it’s now around two in three
- proportion very satisfied has dropped from 2 in 5 to 1 in 3
- 2015 results 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. The service has not been cut, making the 2016 result perplexing. Perhaps a level of complacency regarding this service has set in?

3.12 **Figure 12 - Satisfaction with parks and open spaces**

- overall satisfaction with parks and open spaces has remained constant for last three surveys
- more than two on three satisfied
- proportion very satisfied constant at one in five
3.13 **Figure 13 - Agreement that Arun District Council provides value for money**

- following a rise between 2014 and 2015 in the overall level of agreement that Arun District Council provides value for money, it went down significantly between 2015 and 2016
- percentage of strongly agree also went down in 2016
- it’s worth noting that the 2016 survey was conducted following the announcement of the first rise in Council Tax for four years - this may have influenced the result
- the most recent 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**

- in 2016 the overall agreement recovered to the 2014 level, having fallen in 2015
- less than half agree it’s ‘a great deal’ or ‘a fair amount’
• only one in twenty report ‘a great deal’
3.15 **Figure 15 - How well Arun District Council keeps you informed about the services it provides**

- overall agreement that Arun District Council keeps residents informed about the services it provides has fallen each year, from 67% in 2013 to 57% in 2016
- the percentage very well informed has remained at the same level since 2014
APPENDIX

Direct comparisons of levels of satisfaction for each of the eight measured locations from 2013 to 2016

- Parks and open spaces have received the highest level of satisfaction for each of the four 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.

- At the other extreme, 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 four years.

Figure 16 - Satisfaction with cleanliness (2013)

Figure 17 - Satisfaction with cleanliness (2014)
Figure 18 - Satisfaction with cleanliness (2015)

Figure 19 - Satisfaction with cleanliness (2016)