



CUSTOMER SATISFACTION INDEX NOVEMBER/DECEMBER 2018 RESULTS

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1.0 INTRODUCTION

This report presents the results for the Customer Satisfaction Index survey undertaken in November/December 2018.

The objectives of the research were:

- For *importance*, find out our customers' requirements and their relative importance
- For *satisfaction*, find out our customers' perception of our performance
- To create *Priorities for Improvement* (to deliver residents' satisfaction and build loyalty, organisations must match their performance with residents' priorities and these PFIs are an indication of whether this is happening or not). Therefore, PFIs are extremely useful in deciding where best to focus resources on making the improvements that will contribute most to increasing residents' satisfaction.
- To create a *Satisfaction Index* (an overall measure of customer satisfaction which can be monitored over time)

A standard satisfaction survey just measures residents' satisfaction with the services an organisation provides. However, a Satisfaction Index survey measures whether it is 'doing best what matters most to their residents'.

2.0 METHODOLOGY

The first survey of this kind for all public-facing services was undertaken in 2002. Focus groups were held to establish how important or unimportant chosen topic areas were to residents over time.

The first part of the discussions looked at the attendees' feelings of satisfaction and dissatisfaction with the Council in various subject areas. The second part of the discussions concentrated on the relative importance of each of the topic areas to those individuals. Subsequently using knowledge of what is becoming more or less important in services and using a follow up focus group, amendments to the original survey have taken place over time.

It must be recognised that all the topics within the survey are important and in their own right should be priorities for the Council. However, the survey gives the Council a way of ranking these priorities and it is these which the Council must look to improve. In this instance, a 10 point scale has been recommended as good practice for this type of "gap analysis" research.

In November 2018, a questionnaire was sent to 5000 randomly selected named residents off the edited electoral role. They were given three weeks to complete the survey. 754 questionnaires were returned in the timeframe allowed, in addition 11 were returned to sender. A response rate of 15.1% was achieved.

For the comparatively long length of questionnaire, this is an expected response. According to specialists in this field, a return of 15-20% is the norm for this sort of research. With a probability of 50% and a confidence level of 95%, the standard error of +/- 3.29% was achieved in this survey.

3.0 HOW THE CUSTOMER SATISFACTION INDEX IS CALCULATED

This example contains 10 requirements for a particular service:

- Step 1. List all the average importance scores for each requirement and total them up.
- Step 2. Calculate the percentage each average importance score is of the total of importance scores. This is the “weighted importance score” and adds up to 100%.
- Step 3. Multiply the average satisfaction scores by the weighted importance scores, i.e. average satisfaction score (6.22) multiplied by weighted importance score (11.01%) equals 0.68.
- Step 4. Add up the weighted satisfaction scores.
- Step 5. Multiply the total of the weighted satisfaction scores by 10 to give us the Satisfaction Index expressed as a percentage.

When using the 10 point scale for satisfaction, 7 is regarded as an “acceptable performance”, with 8 and above being the target to be achieved in the future.

4.0 SUMMARY OF RESULTS

4.1 All Respondents

The following results are based on **all respondents**: -

- The overall satisfaction score for all Council services is 79.9%, an increase of 0.8 percentage points on 2016. This is the **highest score** since the survey began in 2002.
- The highest rated score for a service is 87.7% - Refuse and Recycling, followed by Council Tax with 84.8%. The lowest rated services are Planning Applications (71.9%), then Housing (75.5%).
- In 2018, most services have seen an increase in their overall score, notably Leisure Centres (+2.6%) and Planning Applications (+2.1%). Housing fell by 3%.
- Compared against all 80 requirements used, the five highest scoring (with the lowest gap) were: *collection of food waste in green bins, ease of moving wheelie bins around, the availability locally of leisure centres, the opening times of SDC offices and the provision of a garden waste service.*
- The lowest scoring, which are the top priorities for improvement (with the highest gap) were: *the cost of car parking, keeping promises and commitments (planning), explanation of a decision made (planning), any objections made to a planning application are considered, and being able to contact the relevant person who can resolve my query on first contact in planning.*

The following summarises the best and worst aspects for each service surveyed for "**all respondents**".

Service	Best Aspect	Worst Aspect
The Council in General	Opening time of SDC offices	Returning your telephone calls/Responding to emails
Council Tax	Being able to contact relevant person who can resolve my query on first contact	Keeping promises and commitments
Environmental Health	Pest control in your area	Atmospheric pollution control within your area
Housing	Being able to contact relevant person who can resolve my query on first contact	Returning your telephone calls
Leisure Centres	Availability locally of leisure centres	Cleanliness of leisure centres
Parking	Road signs directing you to car parks	Cost of car parking
Parks & Open Spaces	Facilities available in parks and open spaces	Provision of same level of service across district
Planning Applications	Time taken to make a decision about a planning application	Keeping promises and commitments
SDC Owned Play Areas	Variety of equipment available in play areas	Free from dogs/Dog fouling
Public Toilets	Lighting in public toilets	Number of public toilets available in the District
Refuse Collection / Recycling	Collection of food waste in green bin	Range of items allowed for recycling
Street Cleaning	Removal of abandoned cars	Keeping the streets free from dog fouling

4.2 Service Users

For the purposes of the survey refuse collection/recycling, street cleaning and parks/open spaces are not included in this section.

The following are based on **users** of a service: -

- The overall satisfaction score for users of Council services in 2018 is 75.3%, a small 0.4% decrease on 2016, the second highest recorded score since the survey began in 2002.
- The highest rated scores for users of a service is for Council Tax (82.1%) and Leisure Centres (81.3), with the lowest being for Planning Applications (66.1%) and Housing (66.9%).
- Compared with 2016, the satisfaction of residents rose by 1.8 percentage points for those who had used Public Toilets; Leisure Centres were up 1.4 points and Planning Application was up 1.0 points. Four areas fell with Housing (-7.0%) and Environmental Health (-2.6%) were the two areas with the highest decreases. Caution must be given for the scores for Housing and Environmental Health as the base sizes were only 62 and 48 respectively.
- The highest rated service aspects for users (with the lowest gap) were the *opening times of SDC offices, the availability locally of leisure centres, feeling safe using the leisure facilities/equipment, road signs directing you to car parks and the variety of equipment available in play areas.*
- The lowest rated aspects for users (with the highest gap) were *any objections made to a planning application are considered, keeping promises and commitments in planning, explanation of a decision made (planning), returning your telephone calls (planning) and the atmospheric pollution control within your area.*

The following summarises the best and worst aspects for each service surveyed for **“users”**.

Service	Best Aspect	Worst Aspect
The Council in General	Opening times of SDC offices	Returning your telephone calls/responding to emails
Council Tax	Knowledge of staff	Returning your telephone calls
Environmental Health	Pest control in your area	Atmospheric pollution control within your area
Housing	Being able to contact the relevant person who can resolve my query of first contact	Returning your telephone calls
Leisure Centres	Availability locally of leisure centres	Cleanliness of leisure centres
Parking	Road signs directing you to car parks	Cost of car parking
Planning Applications	Time taken to make a decision about a planning application	Any objections made to a planning application are considered
SDC Owned Play Areas	Variety of equipment available in play areas	Free from dogs / dog fouling
Public Toilets	Lighting in public toilets	Number of public toilets available in the District

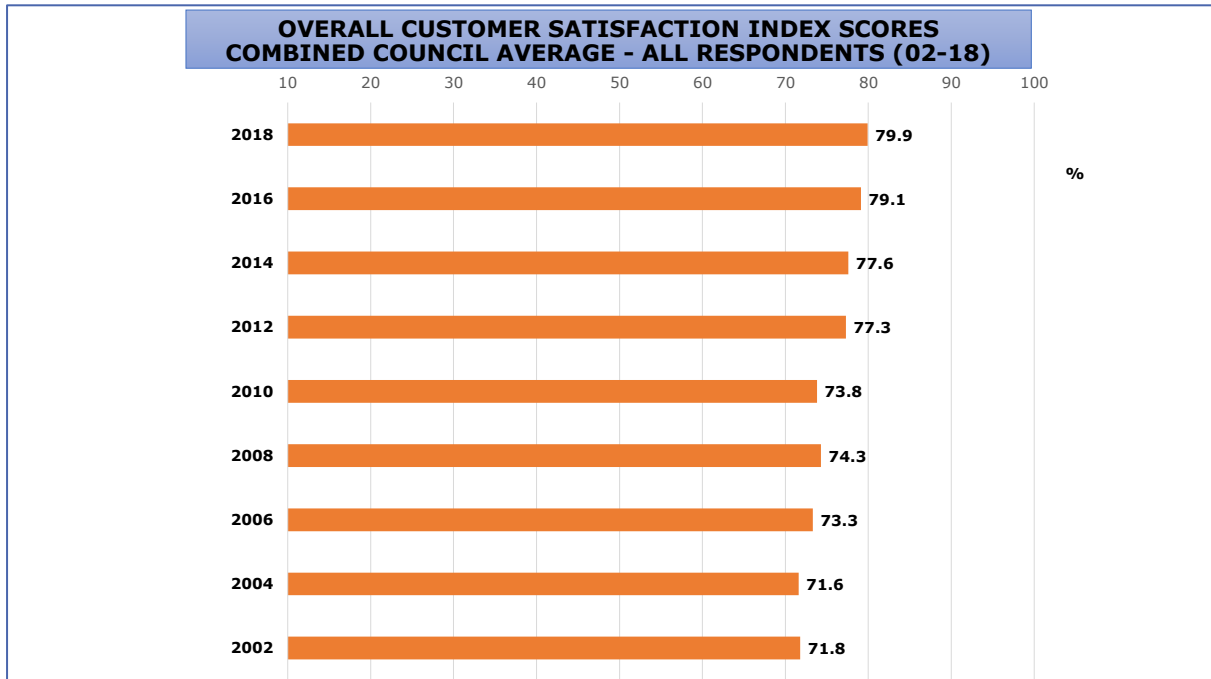
4.3 Overall

- Asked to rate their overall satisfaction with Council services, the mean score was 7.52 out of 10, up from the 7.45 recorded in 2016 and the highest score recorded since 2002.
- Respondents were asked to make additional comments. 299 were made. These are included in a separate document and has been passed on to the services.

5.0 RESULTS IN DETAIL

5.1 Overall Results – All Respondents

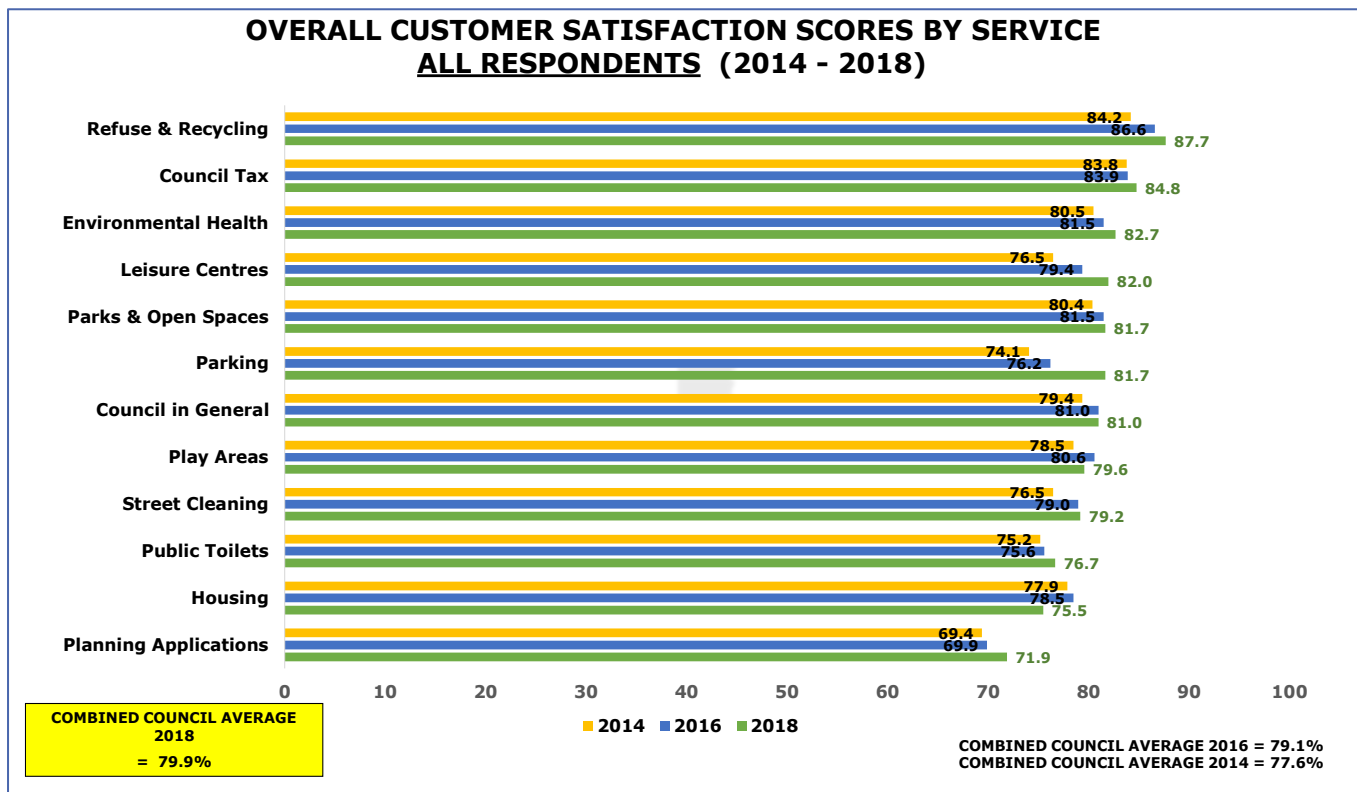
The overall satisfaction score for all Council services is 79.9%, an increase of 0.8 percentage points on 2016. This is the **highest score** since the survey began in 2002.



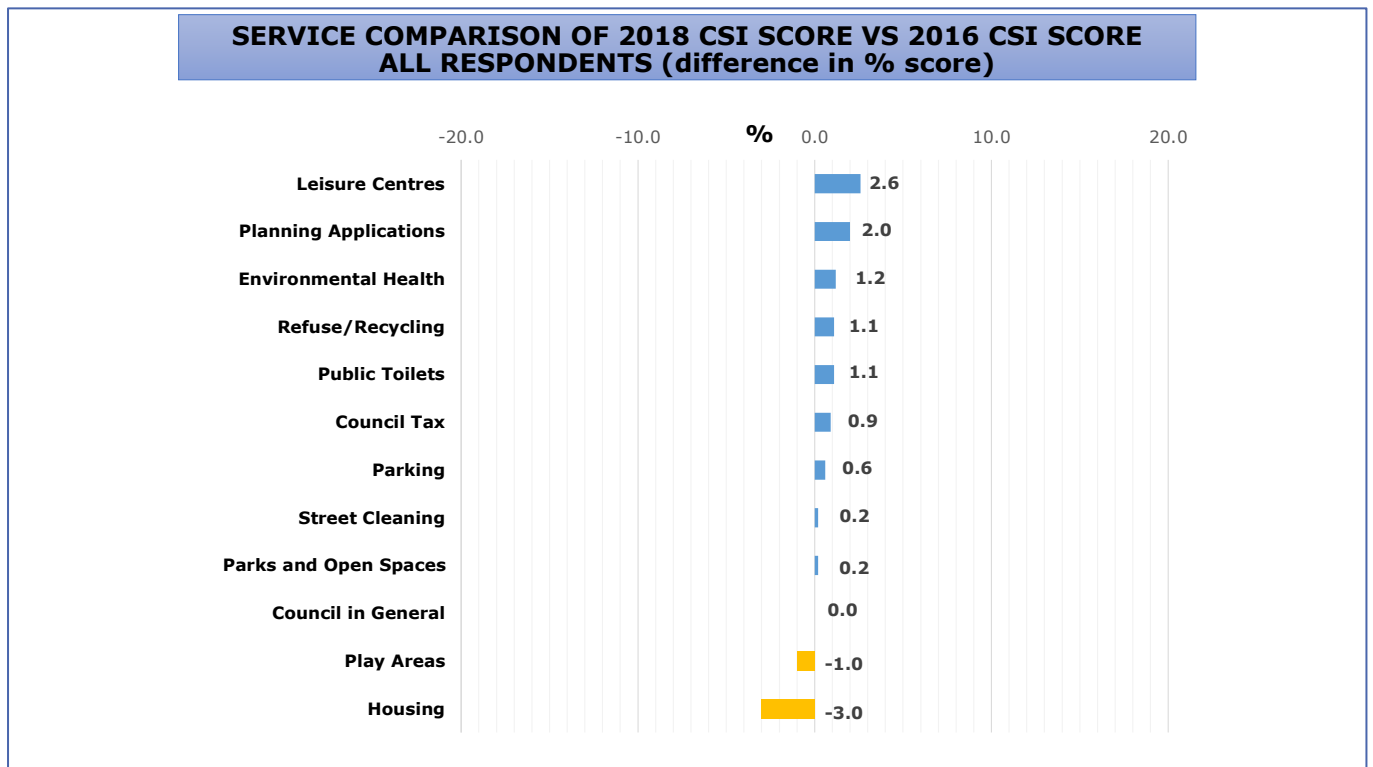
The top rated service for all respondents is Refuse and Recycling with a CSI score of 87.7%, a rise of 1.1 points on 2016 and 3.5 points on 2014. Council Tax is the second highest at 84.8% and Environmental Health at 82.7% is third highest.

Parking has seen a rise of 7.6 points since 2014, the largest in that timescale.

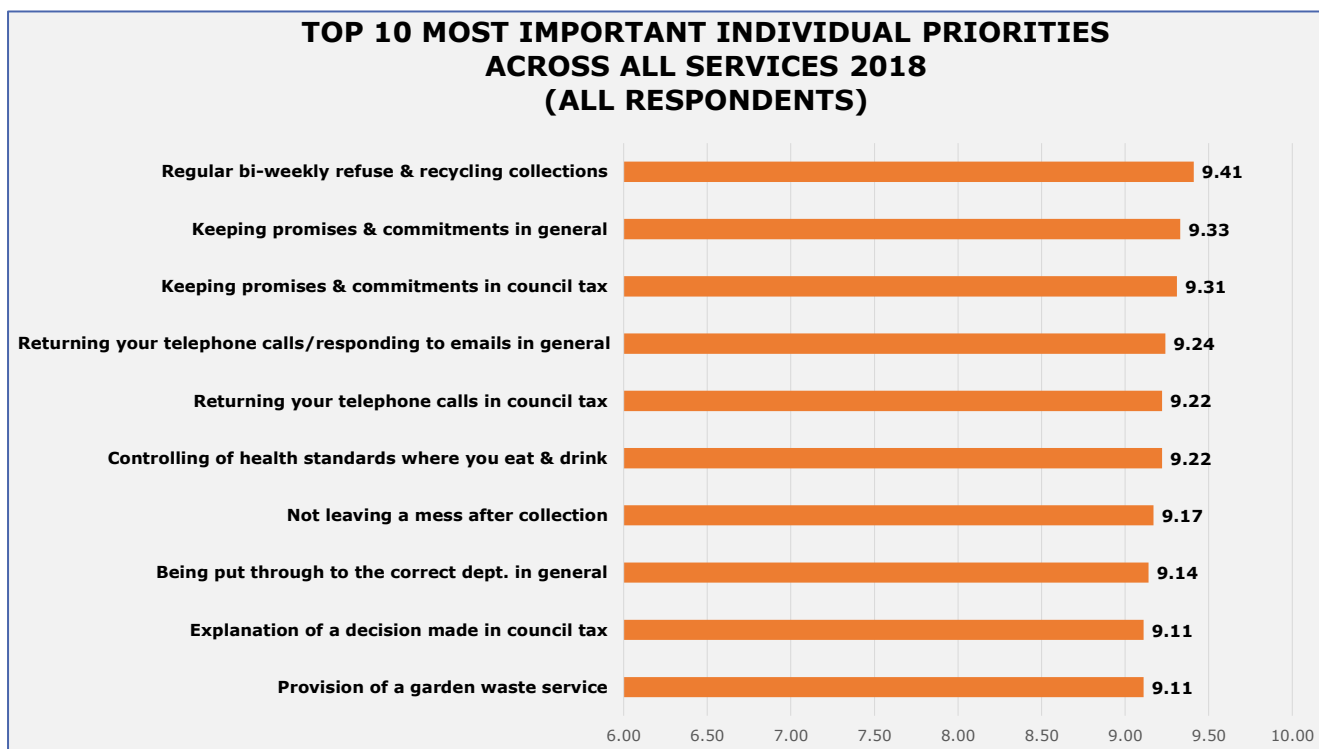
The lowest rated services are Planning Applications (71.9%), then Housing (75.5%).



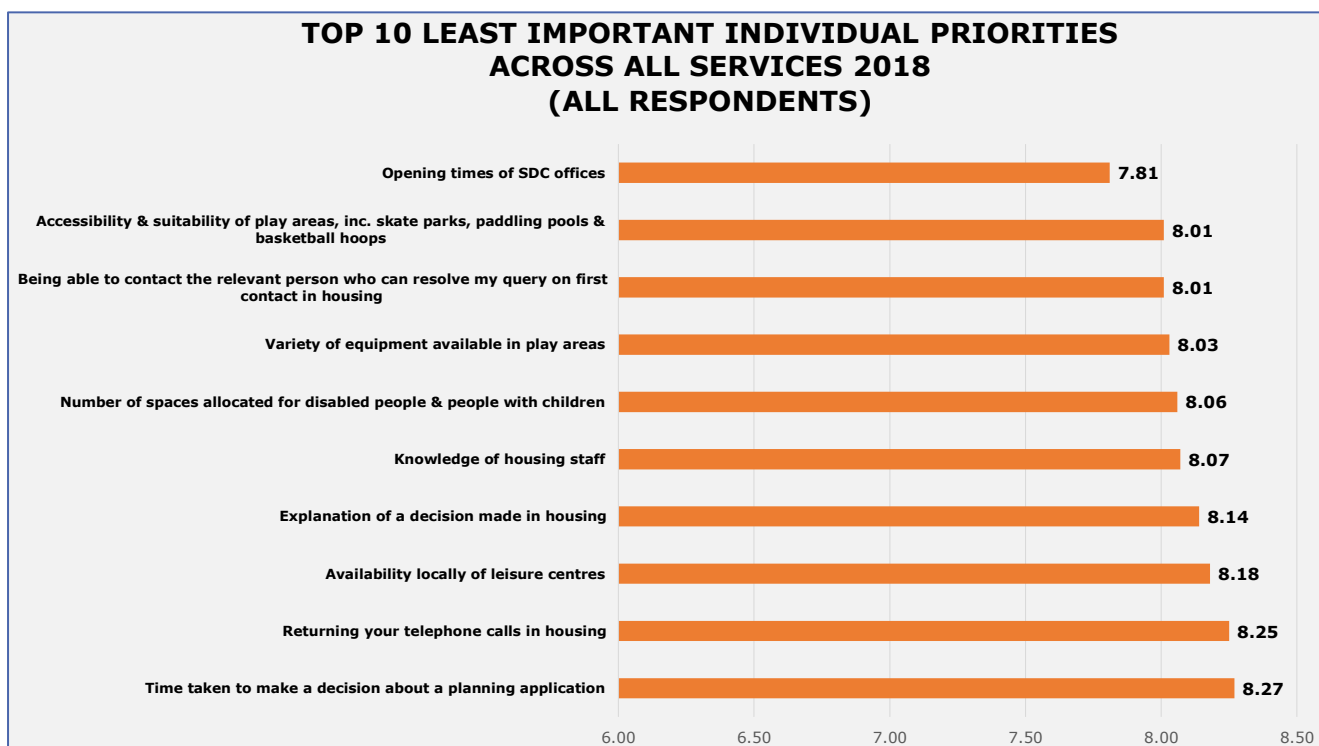
Looking back since the last survey in 2016, Leisure Centres has seen an increase of 2.6 percentage points and Planning Applications went up exactly two points. Housing saw a decrease of 3 percentage points.



Comparing all individual priorities across all services against each other, the three most important were *regular bi-weekly refuse & recycling collections, keeping promises and commitments in general, and keeping promises and commitments in council tax.*



The three least important priorities for all respondents were the *cost of car parking, the accessibility and suitability of play areas, and being able to contact the relevant person who can resolve the query on first contact with Housing.*



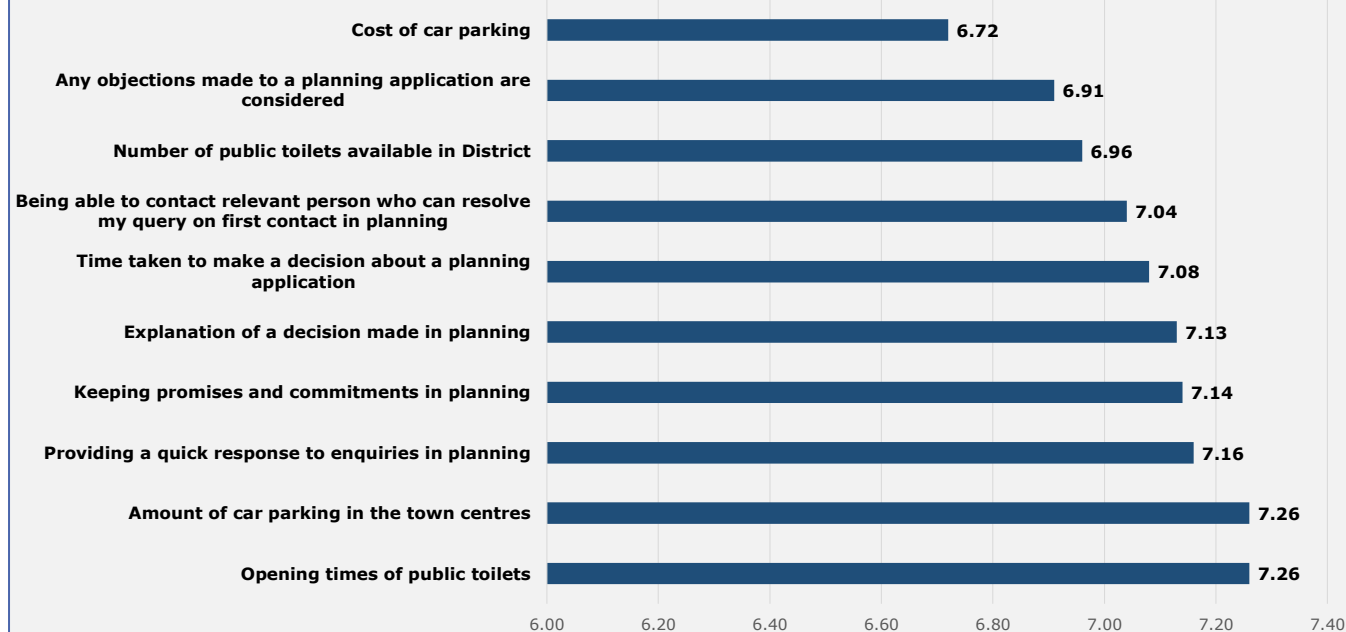
Looking at the top three priorities residents are most satisfied with compared with each other, they were the *provision of a garden waste service, the regular bi-weekly refuse and recycling collections and the collection of food waste in the green bin.*

TOP 10 PRIORITIES RESIDENTS MOST SATISFIED WITH ACROSS ALL SERVICES 2018 (ALL RESPONDENTS)



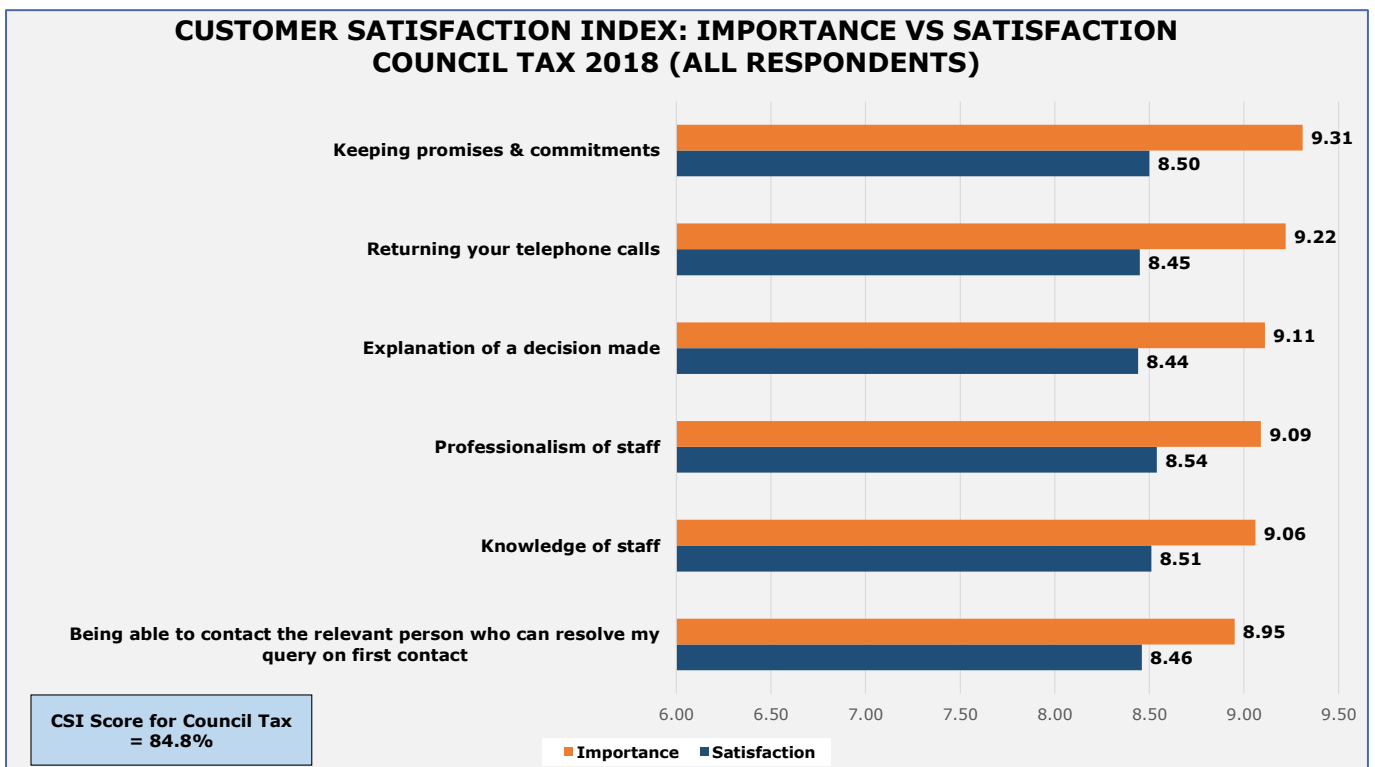
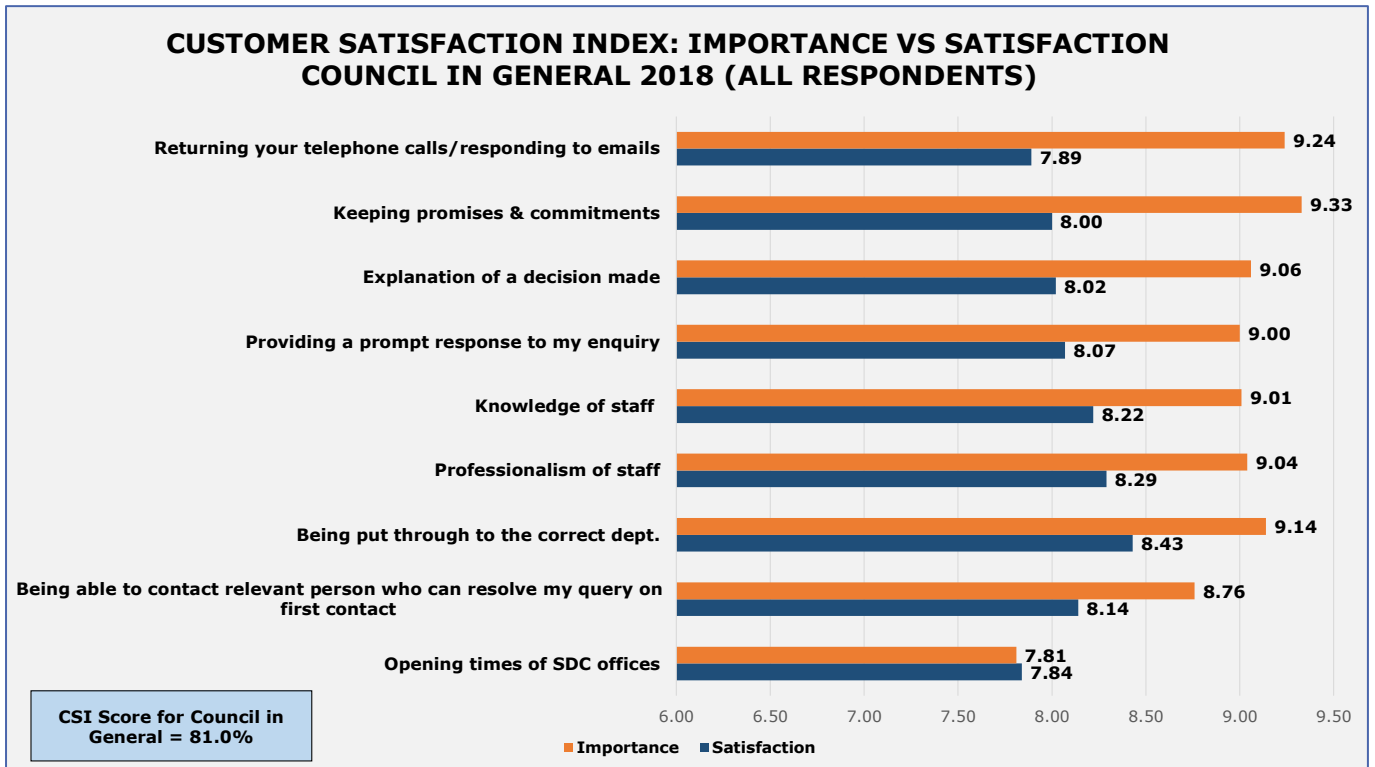
The top three priorities across all service areas that residents were least satisfied with were the *cost of car parking, any objections made to a planning application are considered and the number of public toilets available in the District.*

TOP 10 PRIORITIES RESIDENTS LEAST SATISFIED WITH ACROSS ALL SERVICES 2018 (ALL RESPONDENTS)

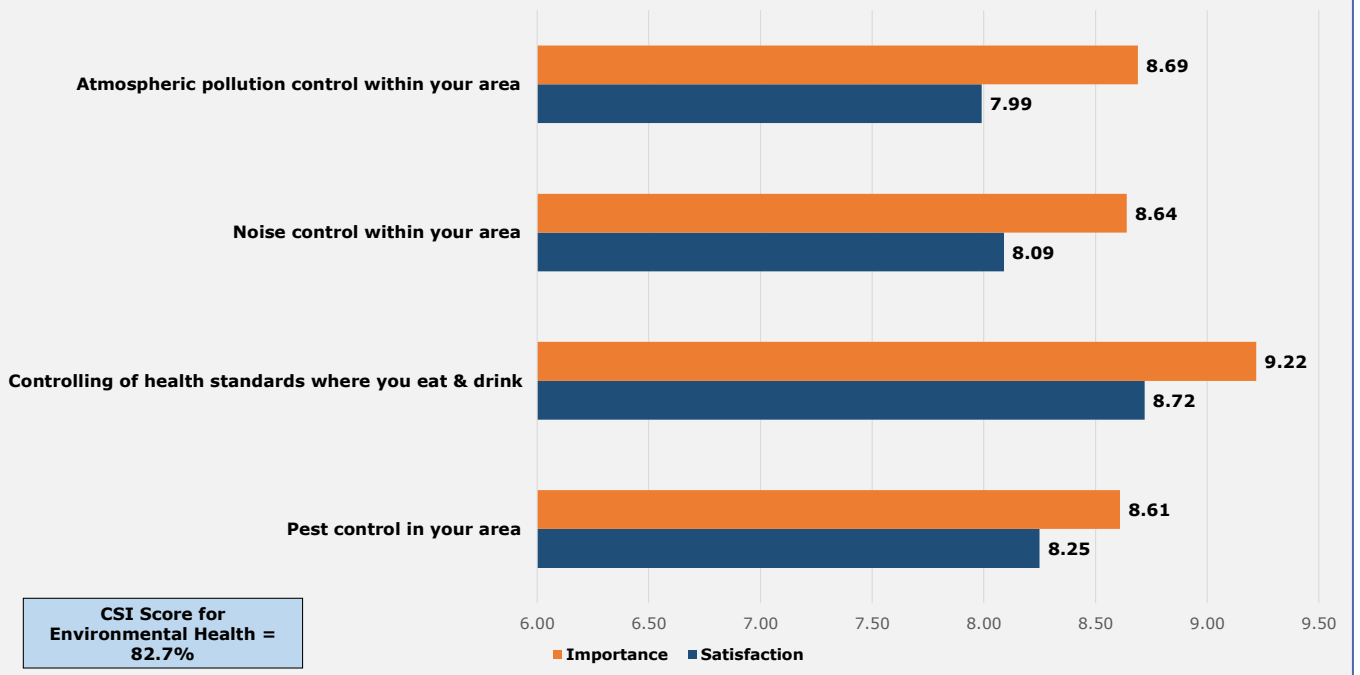


5.2 Results by Service – All Respondents

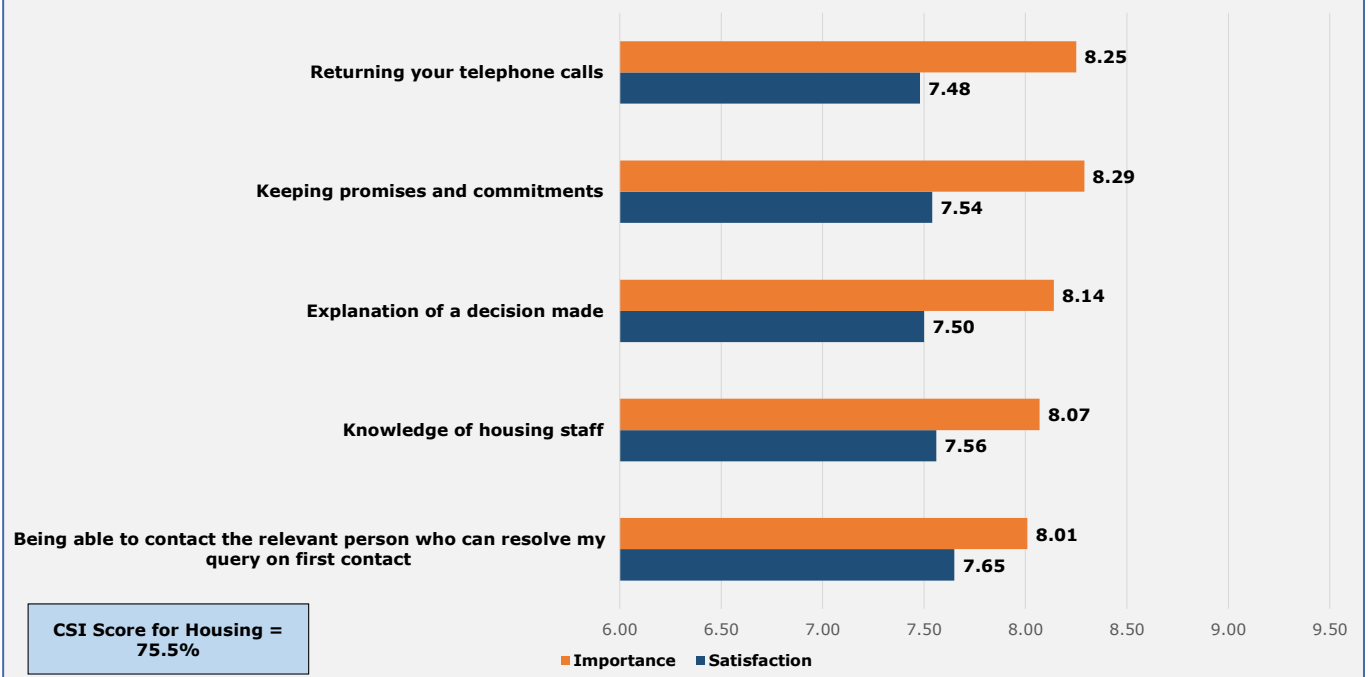
The results for each service requirement are shown with the worst score first and the best score last (highest gap). This creates our "Priorities for Improvement".



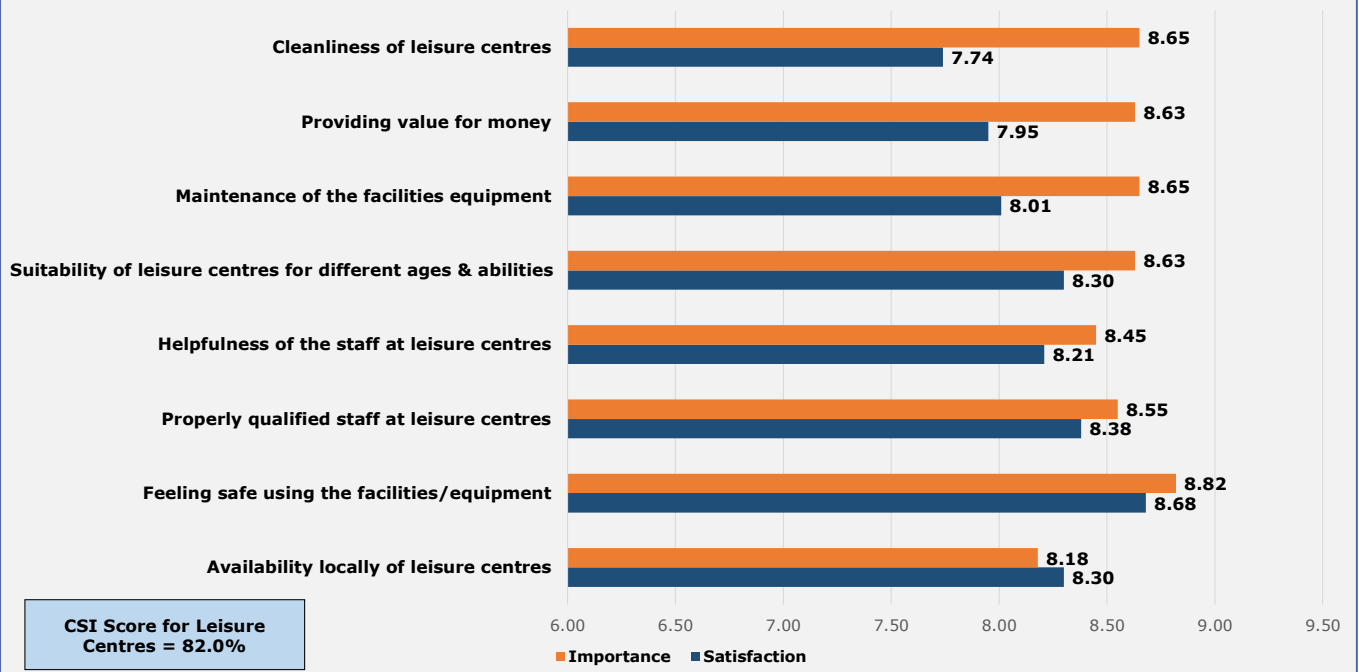
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION ENVIRONMENTAL HEALTH 2018 (ALL RESPONDENTS)



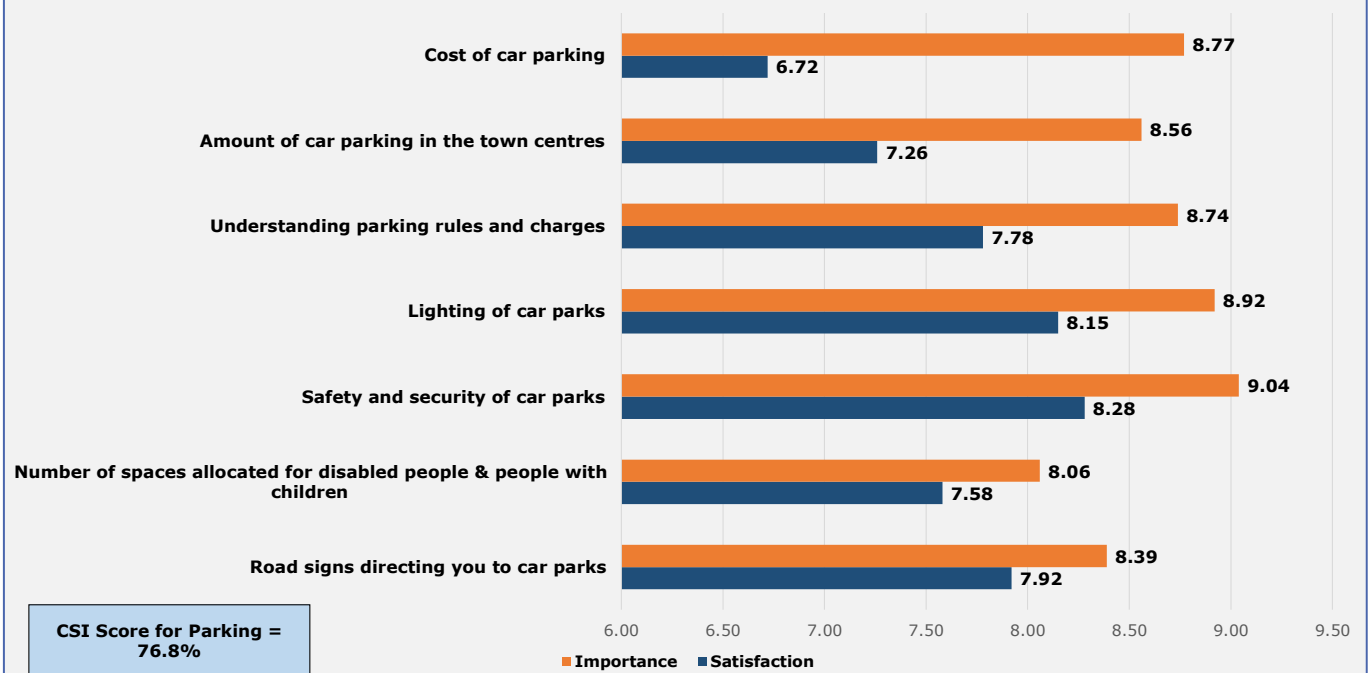
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION HOUSING 2018 (ALL RESPONDENTS)



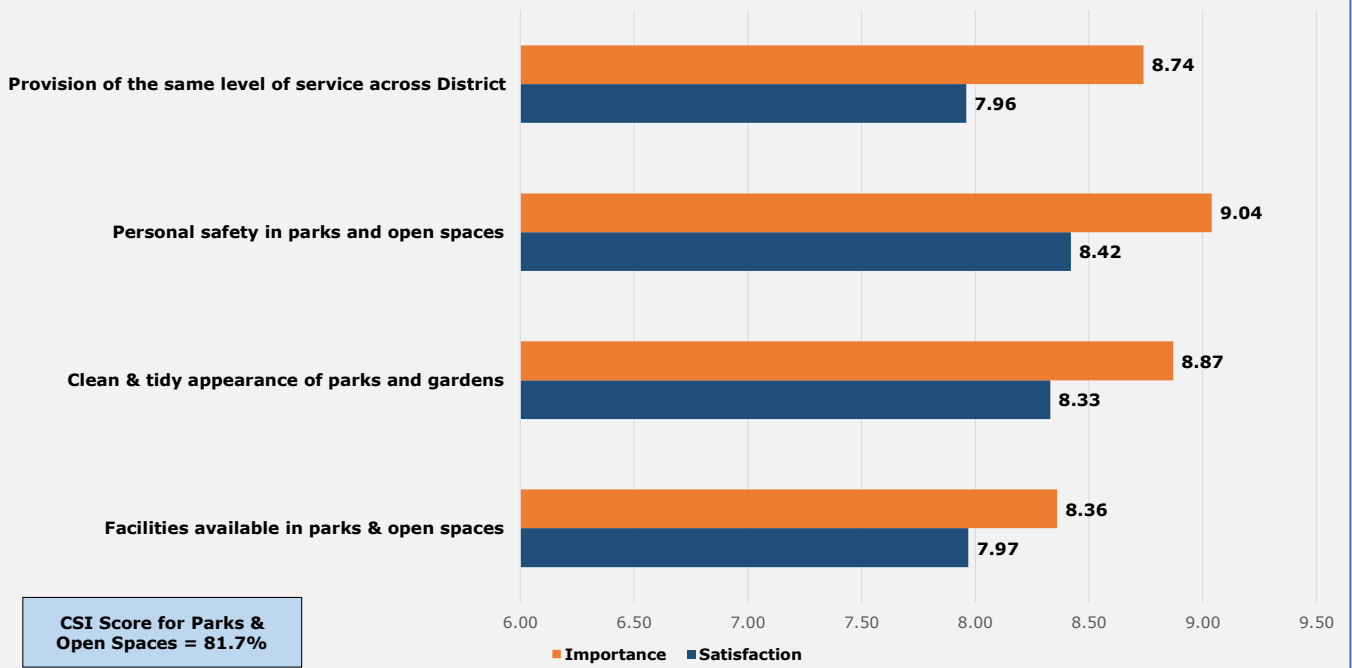
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION LEISURE CENTRES 2018 (ALL RESPONDENTS)



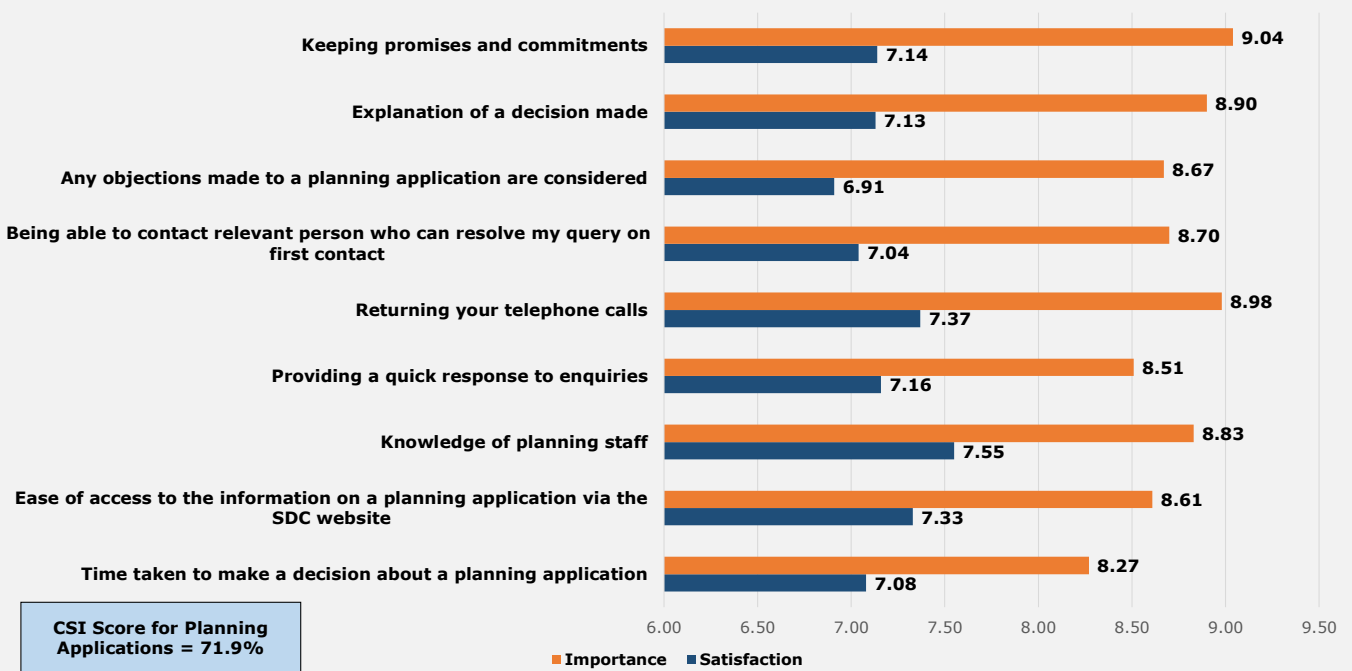
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION PARKING 2018 (ALL RESPONDENTS)



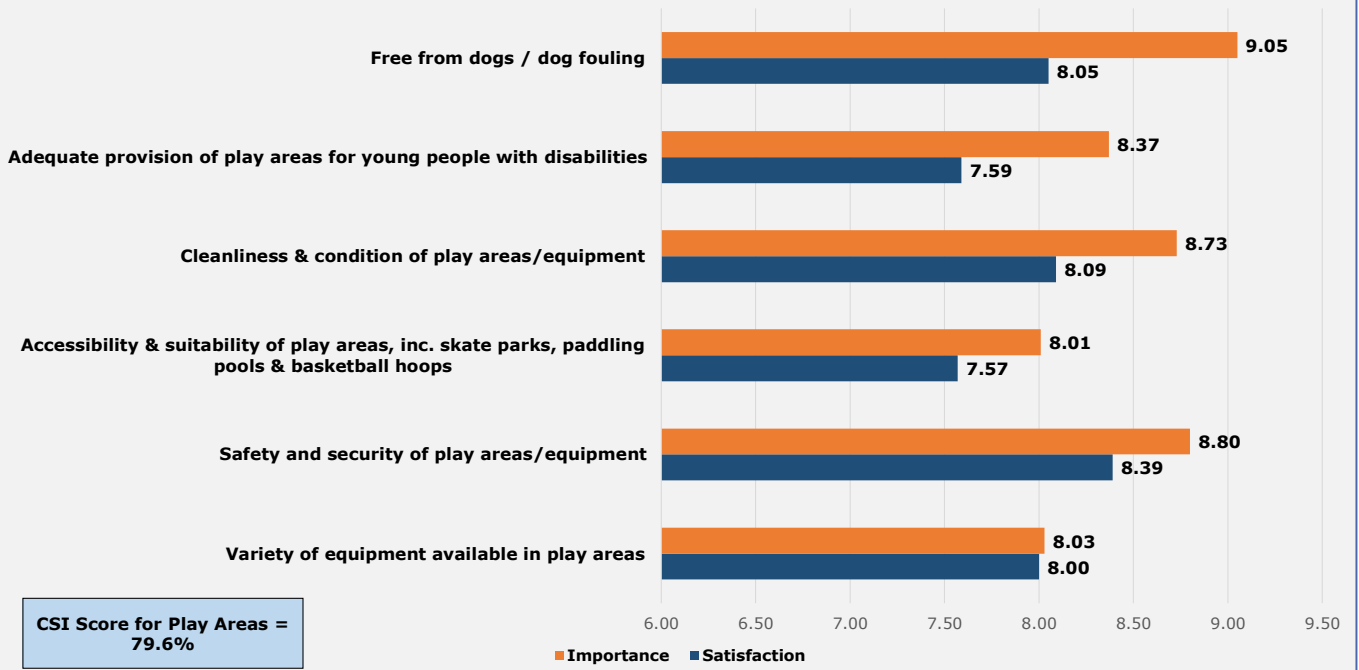
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION PARKS & OPEN SPACES 2018 (ALL RESPONDENTS)



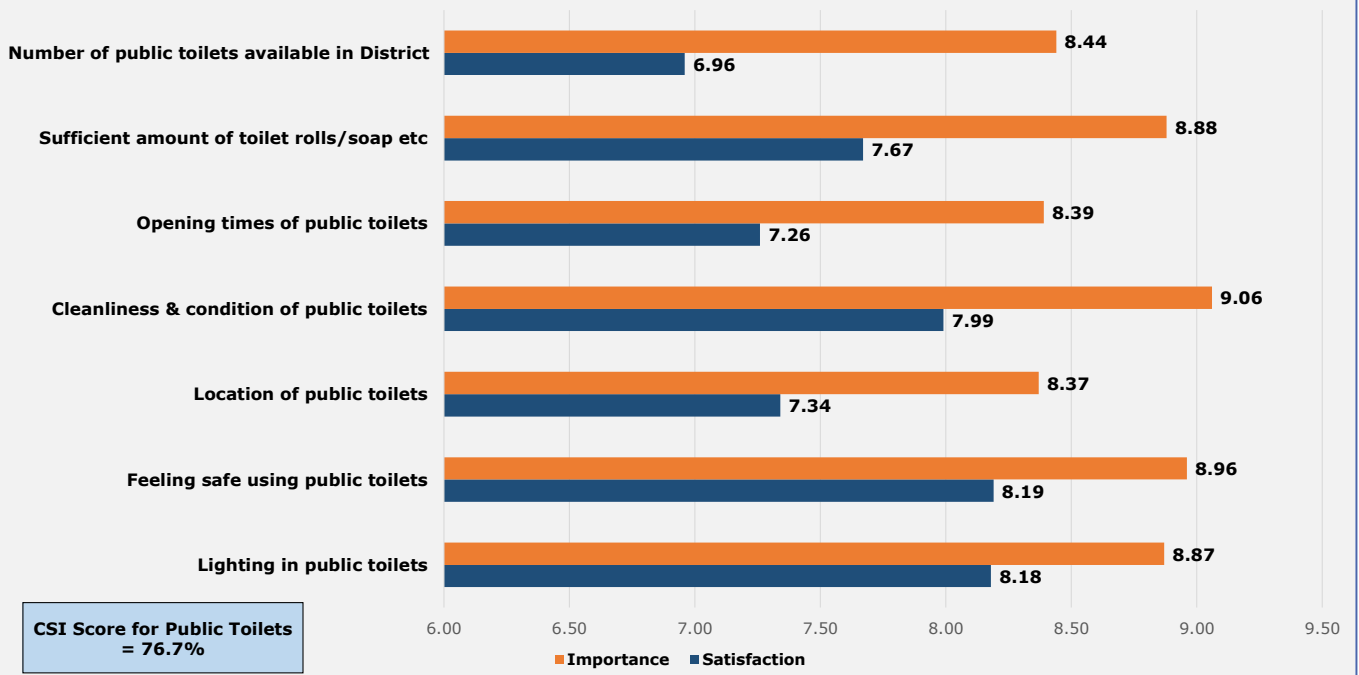
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION PLANNING APPLICATIONS 2018 (ALL RESPONDENTS)



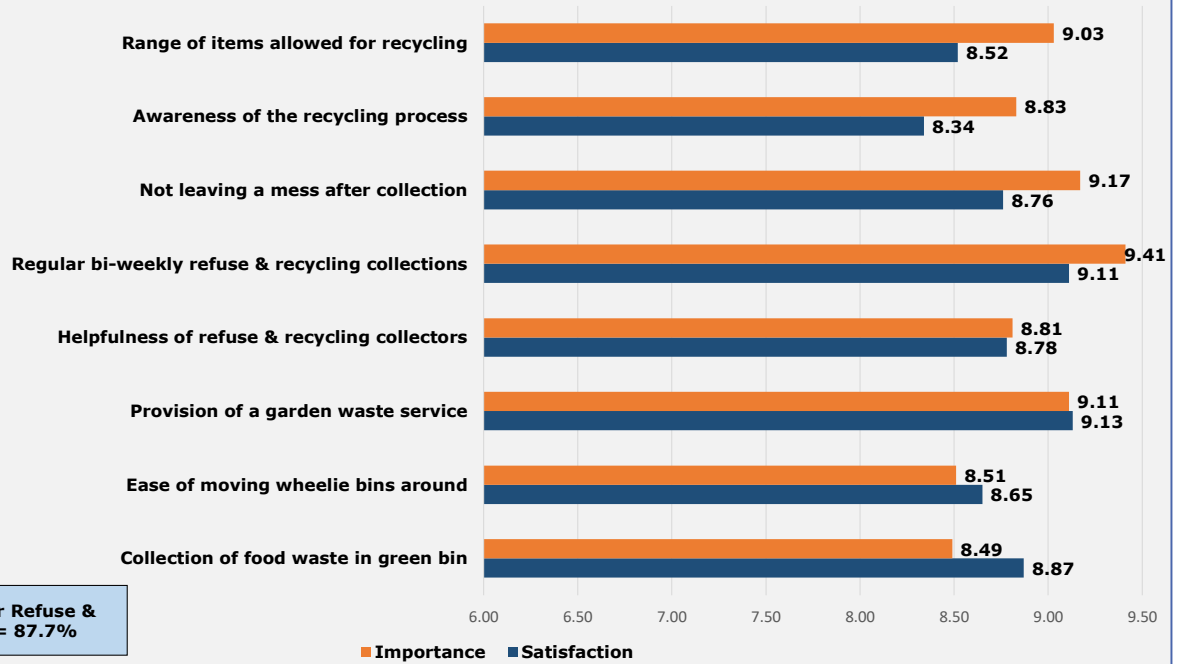
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION PLAY AREAS 2018 (ALL RESPONDENTS)



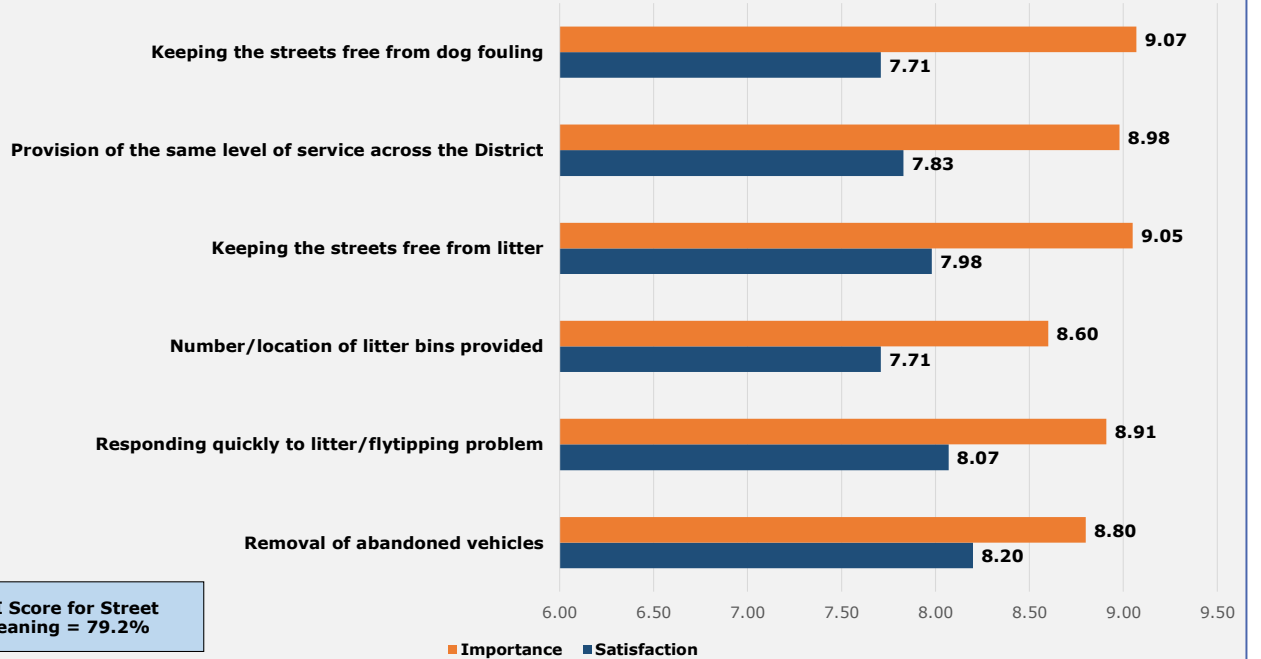
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION PUBLIC TOILETS 2018 (ALL RESPONDENTS)



CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION REFUSE & RECYCLING 2018 (ALL RESPONDENTS)



CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION STREET CLEANING 2018 (ALL RESPONDENTS)



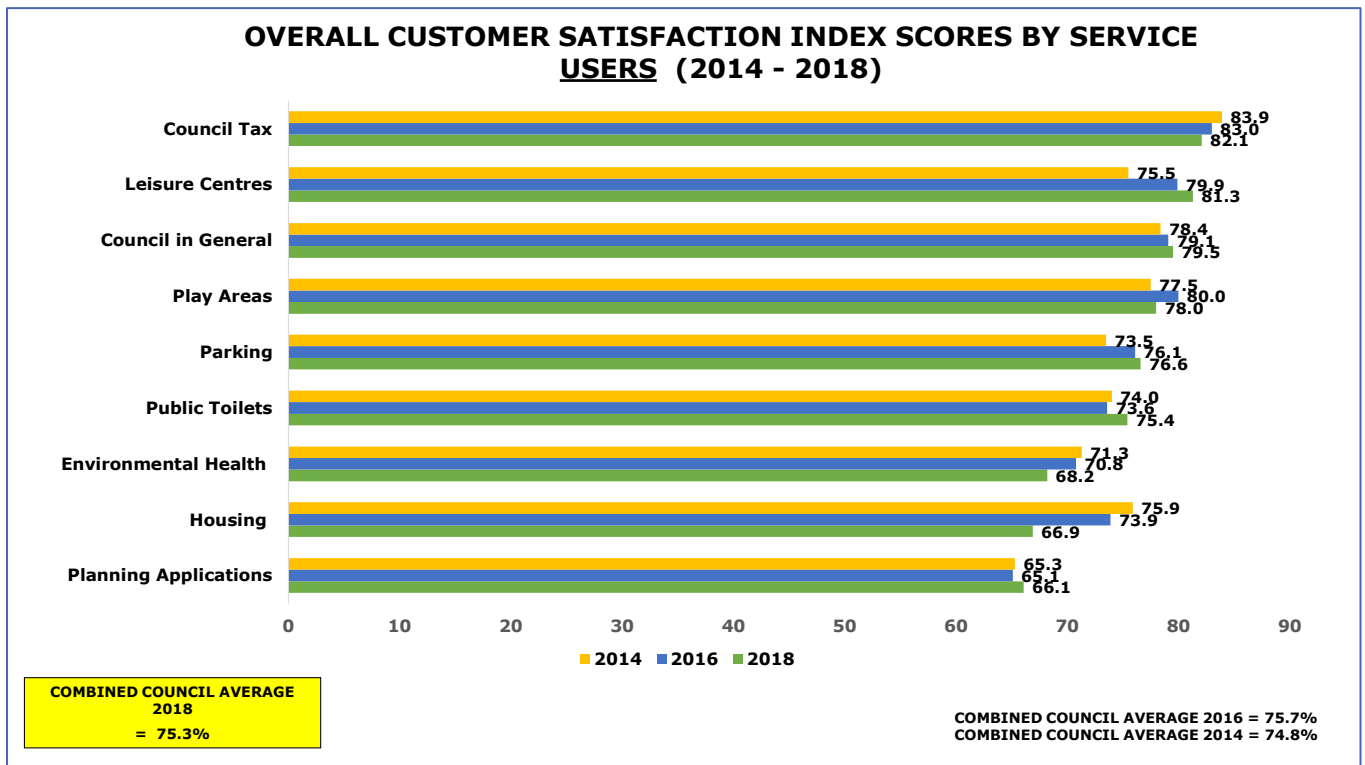
5.3 Overall Results – Users of a Service in Last Two Years

For the purposes of the survey refuse collection/recycling, street cleaning and parks/open spaces are not included in this section as everyone is a user of these services.

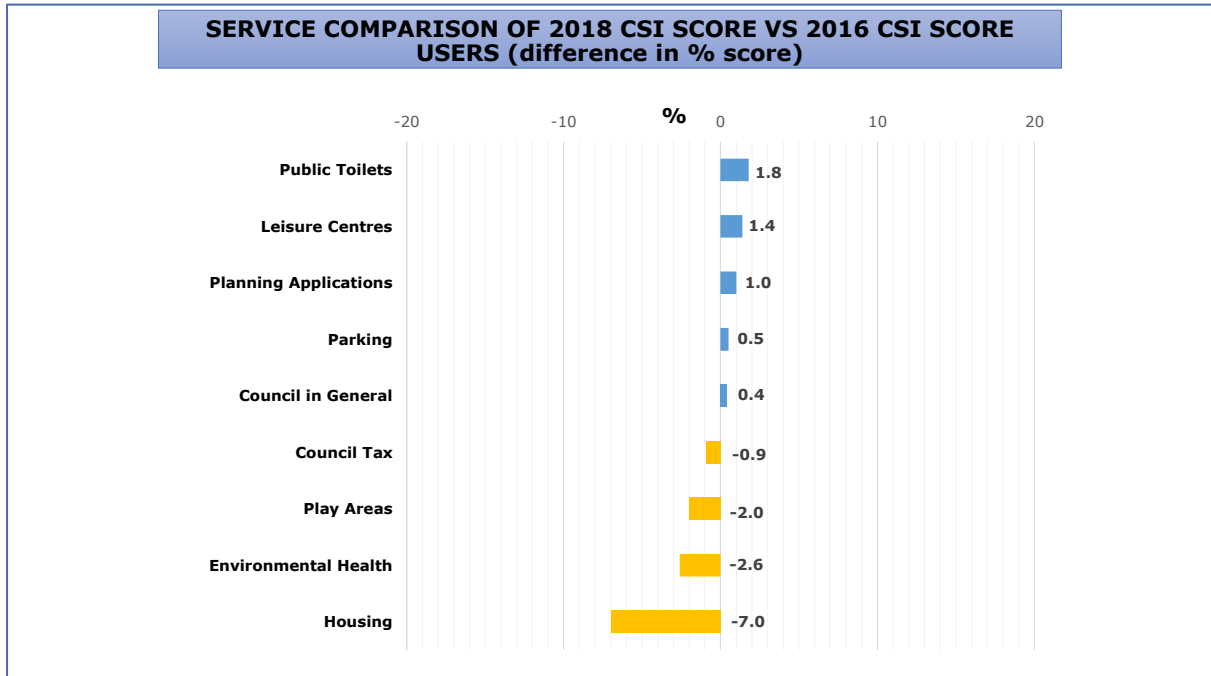
The overall satisfaction score combined for users of Council services is 75.3%, a small 0.4% decrease on 2016, the second highest recorded score since the survey began in 2002.



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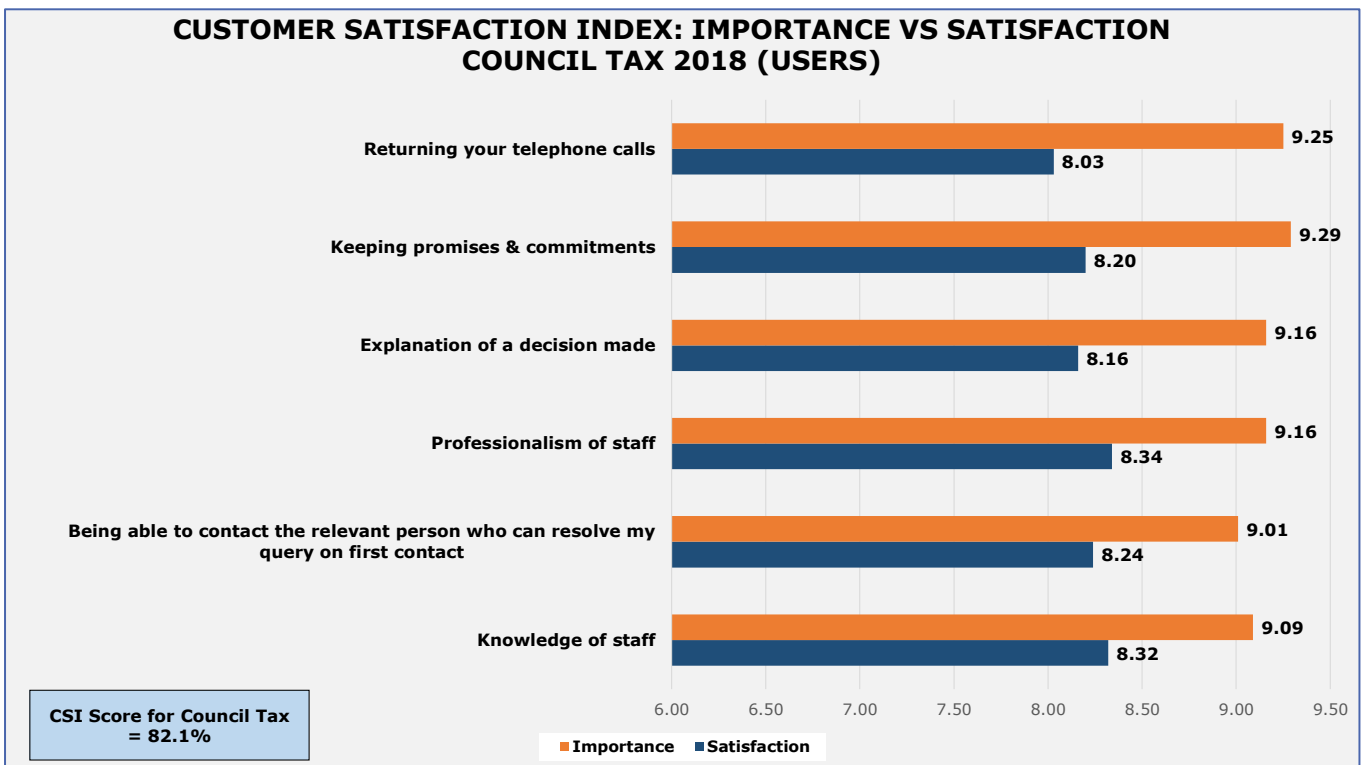
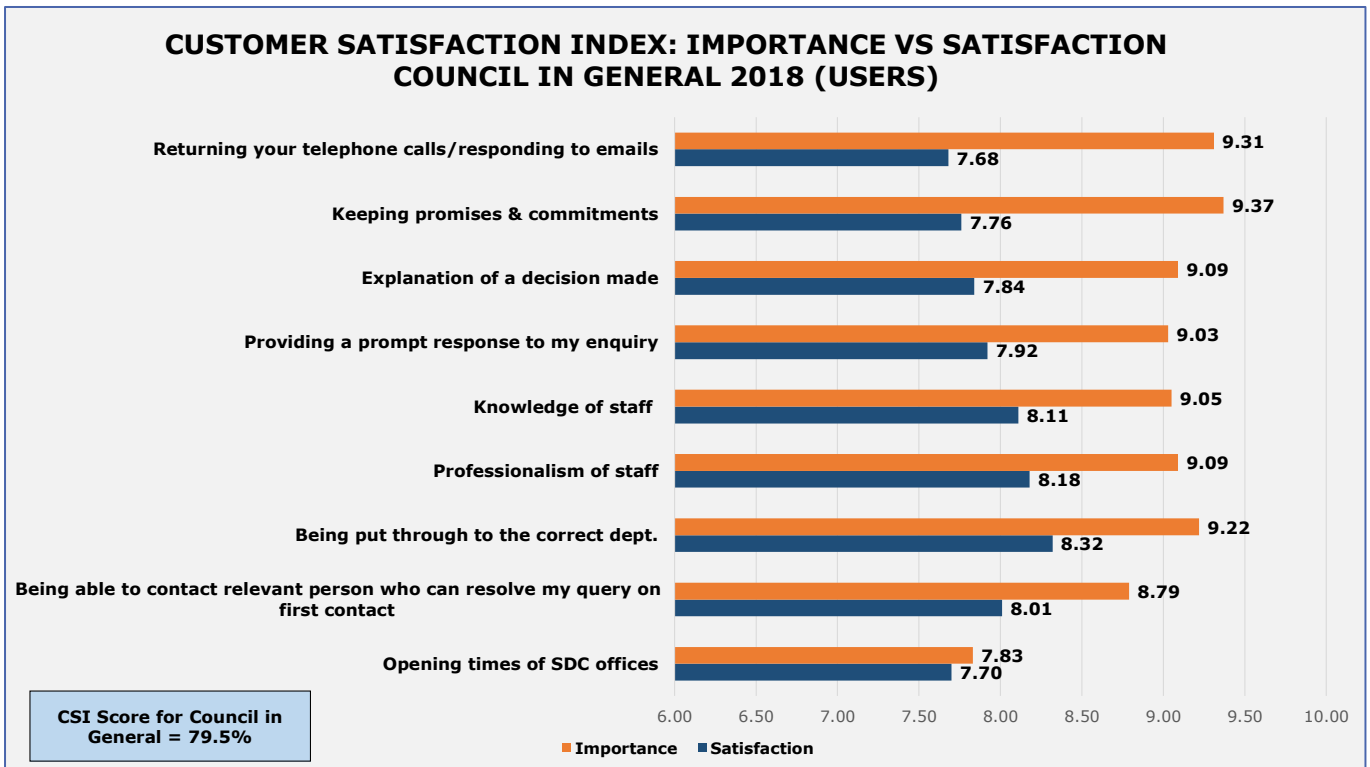


Compared with 2016, the satisfaction of residents rose by 1.8 percentage points for those who had used Public Toilets; Leisure Centres were up 1.4 points and Planning Applications was up 1.0 points. Four areas fell with Housing (-7.0%) and Environmental Health (-2.6%) were the two areas with the highest decreases. Caution must be given for the scores for Housing and Environmental Health, as the base sizes were only 62 and 48 respectively.



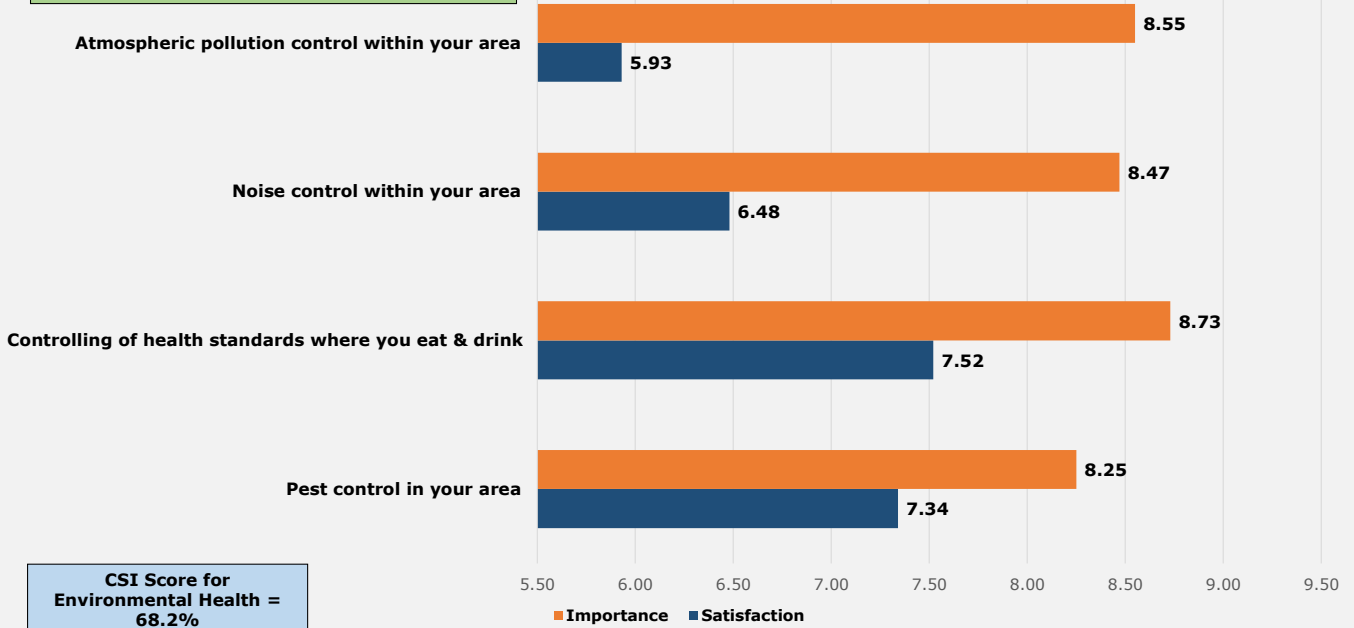
5.4 Results by Service – Users of a Service in Last Two Years

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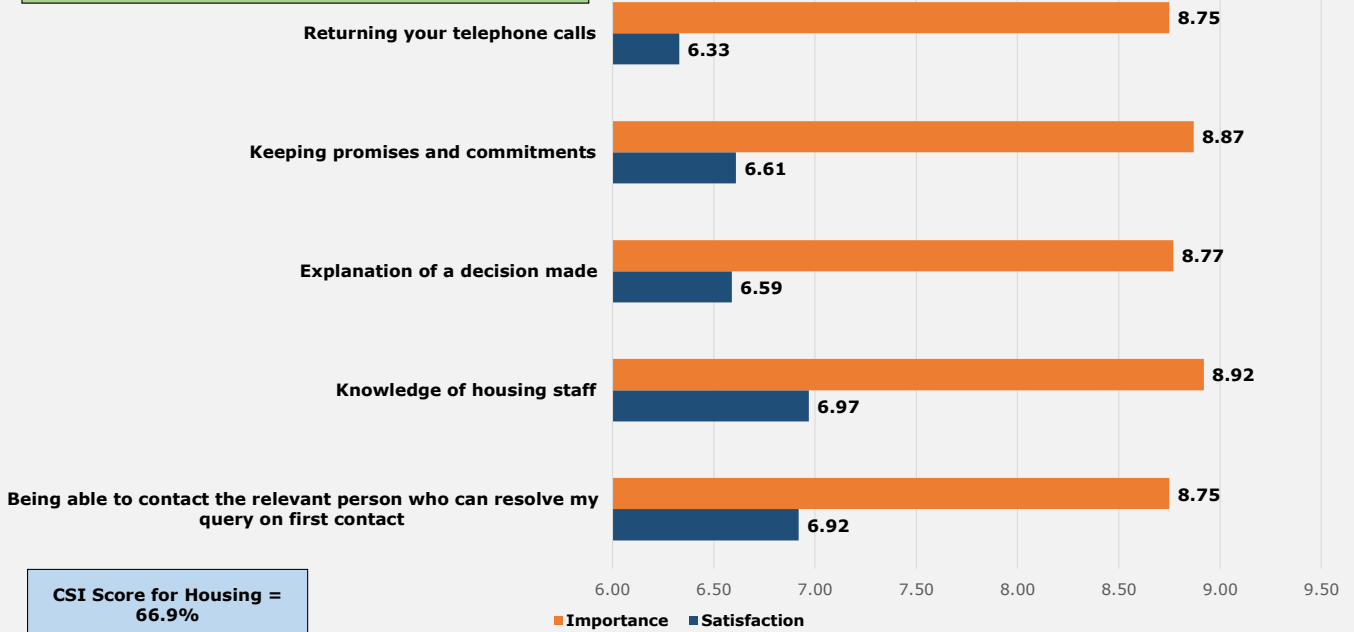
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION ENVIRONMENTAL HEALTH 2018 (USERS)

***TREAT DATA WITH CAUTION AS BASE SIZE LOW AT 48 RESPONSES ***

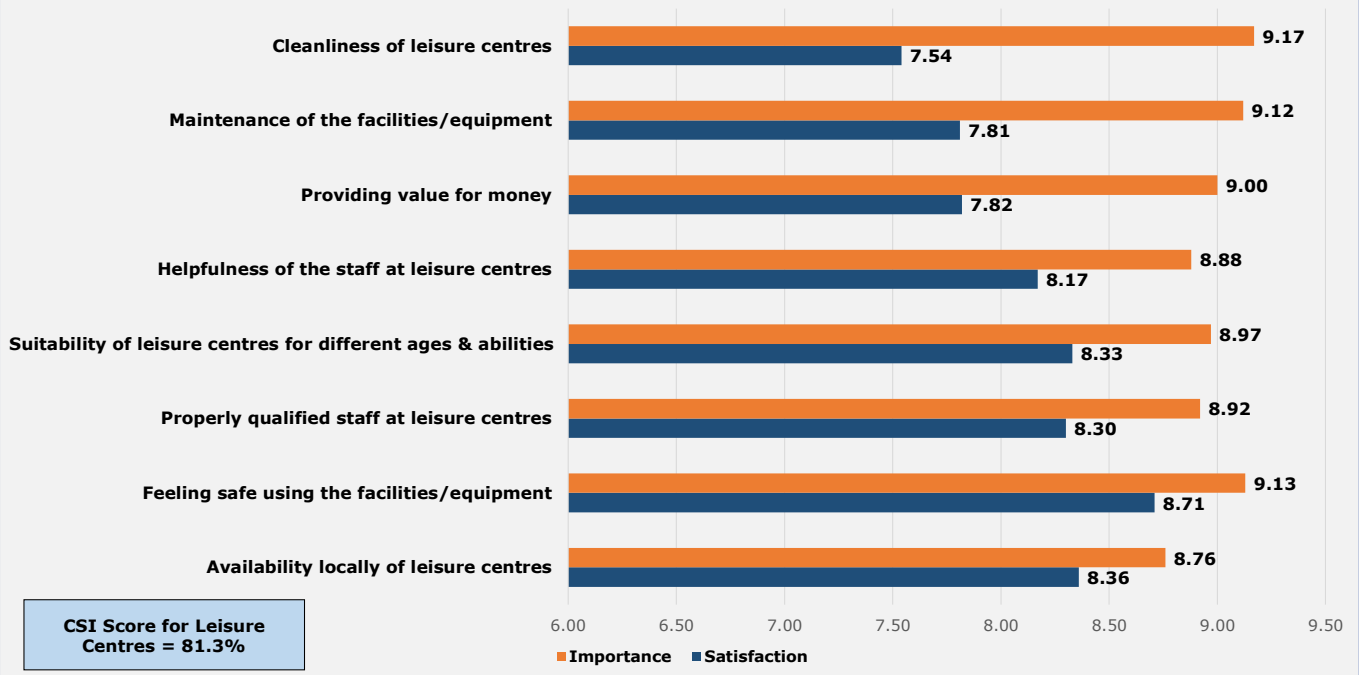


CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION HOUSING 2018 (USERS)

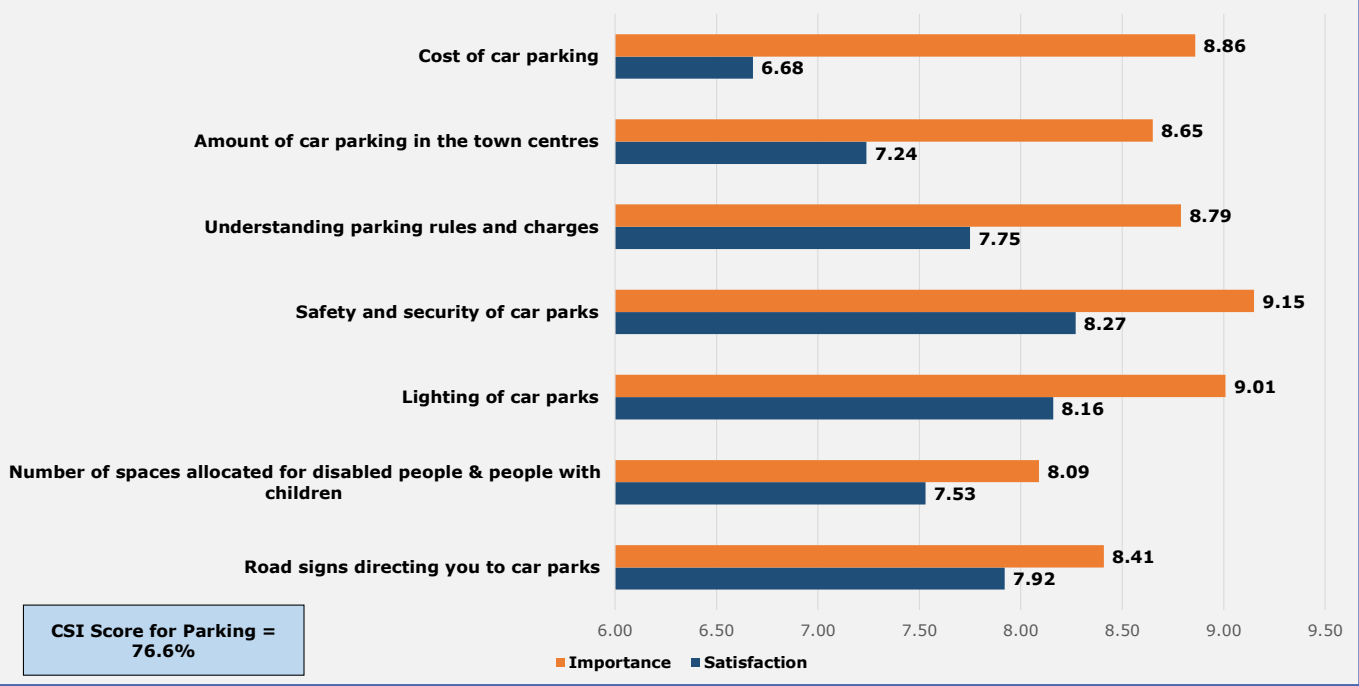
***TREAT DATA WITH CAUTION AS BASE SIZE LOW AT 62 RESPONSES ***



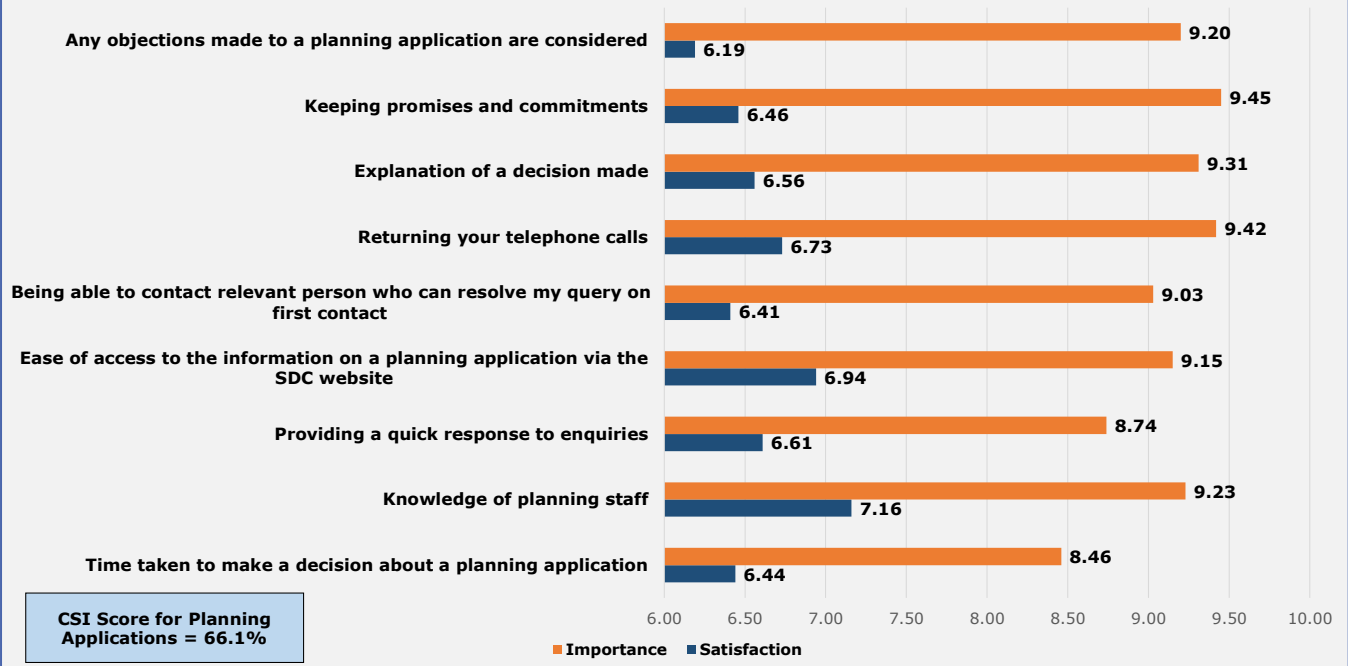
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION LEISURE CENTRES 2018 (USERS)



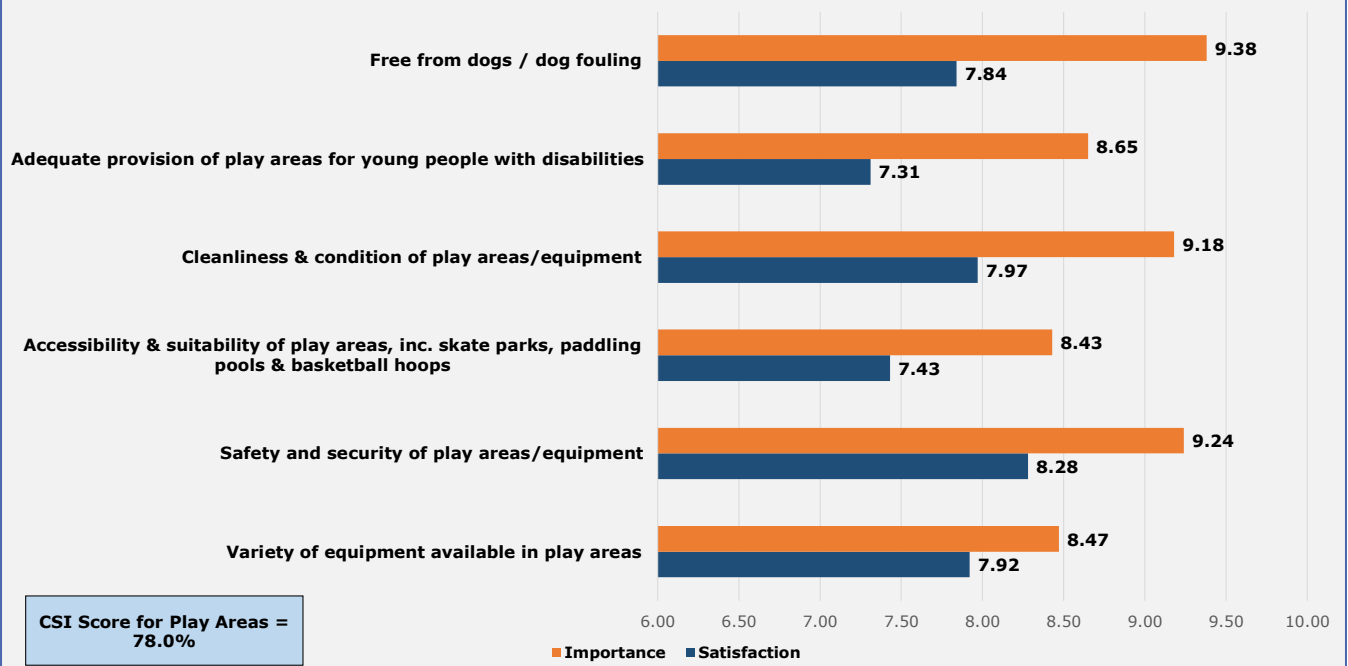
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION PARKING 2018 (USERS)



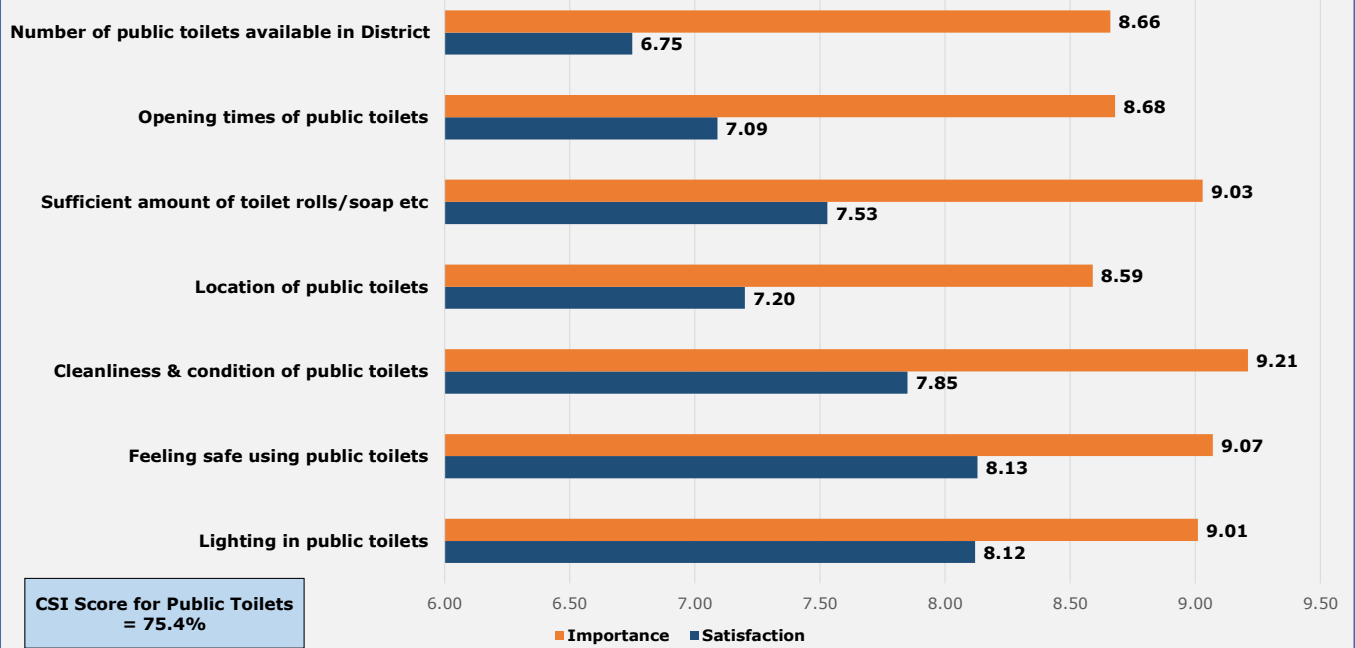
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION PLANNING APPLICATIONS 2018 (USERS)



CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION PLAY AREAS 2018 (USERS)

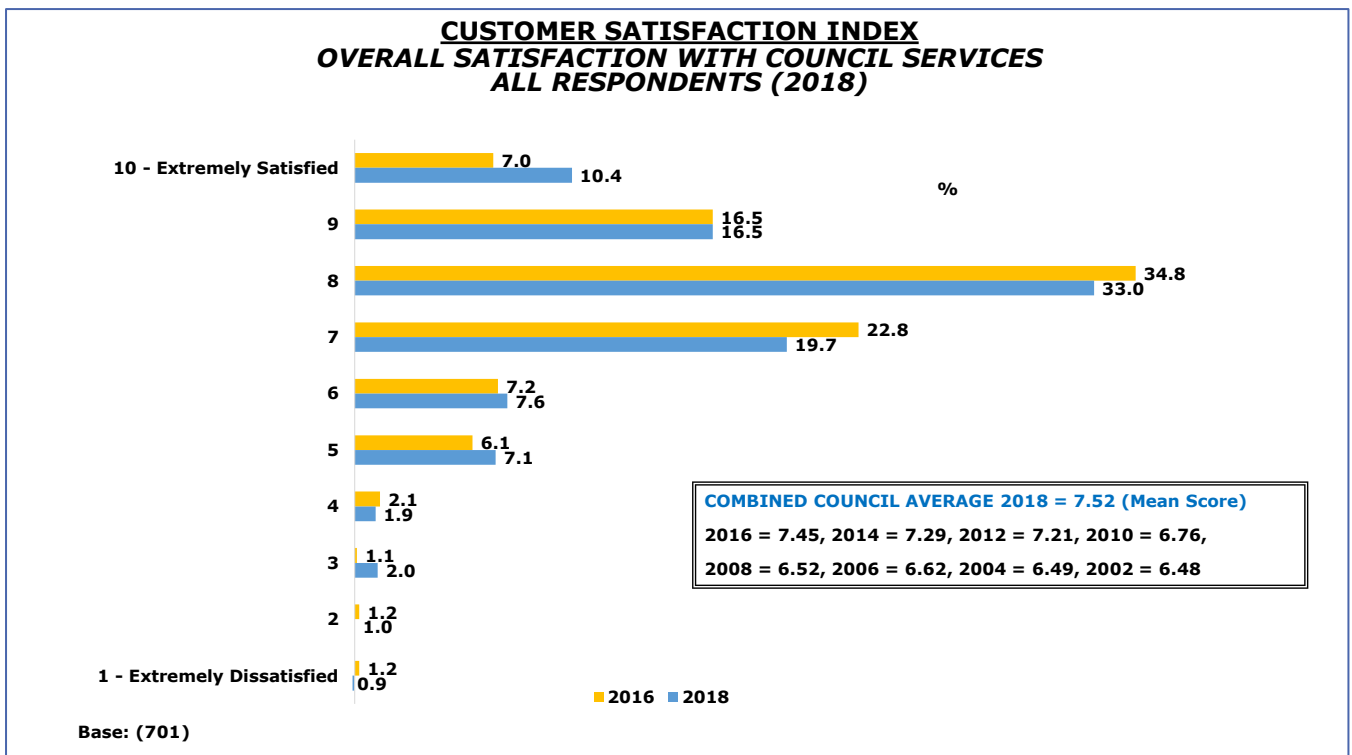


CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION PUBLIC TOILETS 2018 (USERS)



5.5 Overall Views of Council Services (All Respondents)

Asked to rate their overall satisfaction with Council services, the mean score was 7.52 out of 10, up from the 7.45 recorded in 2016 and the highest score recorded since 2002.



5.6 Respondent Profile

GENDER:	%
Male	43.9
Female	56.1
BASE:	(738)

AGE:	%
18 – 29	1.4
30 – 44	10.2
45 – 54	13.5
55 – 64	17.5
65 – 74	27.0
75 or over	29.9
BASE:	(742)

ETHNICITY:	%
White	98.1
Mixed	0.4
Asian or Asian British	1.0
Black or Black British	0.1
Chinese	0.0
Other Ethnic Background	0.4
BASE:	(732)

5.7 Base Sizes

BASE SIZES - IMPORTANCE

COUNCIL IN GENERAL	All	Users
Being able to contact relevant person who can resolve query on first contact	725	414
Being put through to the correct department	726	414
Providing a prompt response to my enquiry	722	414
Professionalism of staff	719	413
Knowledge of staff	710	408
Explanation of a decision made	708	407
Keeping promises & commitments	717	411
Returning your telephone calls / responding to emails	710	407
Opening times of SDC offices	707	404

COUNCIL TAX	All	Users
Being able to contact the relevant person who can resolve query on first contact	706	191
Professionalism of staff	703	192
Knowledge of staff	700	192
Explanation of a decision made	705	191
Keeping promises & commitments	702	192
Returning your telephone calls	699	190

ENVIRONMENTAL HEALTH	All	Users
Controlling of health standards where you eat & drink	720	48
Noise control within your area	719	47
Atmospheric pollution control within your area	712	47
Pest control in your area	720	48

HOUSING	All	Users
Being able to contact the relevant person who can resolve my query on first contact	581	60
Knowledge of housing staff	579	60
Explanation of a decision made	581	60
Keeping promises and commitments	584	60
Returning your telephone calls	582	60

LEISURE FACILITIES	All	Users
Cleanliness of leisure centres	636	216
Availability locally of leisure centres	635	216
Properly qualified staff at leisure centres	634	216
Helpfulness of the staff at leisure centres	634	216
Maintenance of the facilities/equipment	634	216
Providing value for money	635	215
Feeling safe using the facilities/equipment	631	215
Suitability of leisure centres for different ages & abilities	632	215

PARKING	All	Users
Safety and security of car parks	713	564
Lighting of car parks	707	561
Cost of car parking	705	560
Road signs directing you to car parks	698	555
Amount of car parking in the town centres	702	557
Understanding parking rules and charges	697	557
Number of spaces allocated for disabled people & people with children	705	561

PARKS AND OPEN SPACES	All	Users
Clean & tidy appearance of parks & open spaces	709	N/A
Provision of the same level of service across the District	699	N/A
Personal safety in parks and open spaces	705	N/A
Facilities available in parks and open spaces	700	N/A

PLANNING	All	Users
Time taken to make a decision about a planning application	645	172
Providing a quick response to enquiries	646	172
Any objections made to a planning application are considered	643	171
Ease of access to the information on a planning application via the SDC website	639	171
Being able to contact the relevant person who can resolve my query on first contact	643	171
Knowledge of planning staff	641	171
Explanation of a decision made	640	170
Keeping promises and commitments	643	170
Returning your telephone calls	643	168

PLAY AREAS	All	Users
Safety & security of play areas/ equipment	648	242
Cleanliness & condition of play areas/ equipment	651	244
Free from dogs/dog fouling	650	242
Variety of equipment available in play areas	644	243
Adequate provision of play areas for young people with disabilities	647	242
Accessibility & suitability of play areas inc. skate parks, paddling pools & basketball hoops	642	242

PUBLIC TOILETS	All	Users
Cleanliness & condition of public toilets	713	368
Number of public toilets available in District	705	366
Opening times of public toilets	700	362
Location of public toilets	700	365
Feeling safe using public toilets	704	365
Lighting in public toilets	705	365
Sufficient amount of toilet rolls/soap etc.	705	364

REFUSE COLLECTION/RECYCLING	All	Users
Ease of moving wheelie bins around	722	N/A
Collection of food waste in green bin	724	N/A
Range of items collected for recycling	735	N/A
Awareness of the recycling process	731	N/A
Regular bi-weekly refuse & recycling collections	736	N/A
Helpfulness of refuse & recycling collectors	729	N/A
Not leaving a spillage after collection	736	N/A
Provision of a garden waste service	731	N/A

STREET CLEANING	All	Users
Keeping the streets free from litter	729	N/A
Removal of abandoned vehicles	712	N/A
Keeping the streets free from dog fouling	732	N/A
Provision of the same level of service across the District	717	N/A
Responding quickly to a report of litter/fly tipping	714	N/A
Number/location of litter bins provided	723	N/A

BASE SIZES - SATISFACTION

COUNCIL IN GENERAL	All	Users
Being able to contact relevant person who can resolve query on first contact	632	403
Being put through to the correct department	635	408
Providing a prompt response to my enquiry	631	404
Professionalism of staff	633	405
Knowledge of staff	629	403
Explanation of a decision made	629	402
Keeping promises & commitments	625	399
Returning your telephone calls / responding to emails	627	399
Opening times of SDC offices	626	400

COUNCIL TAX	All	Users
Being able to contact the relevant person who can resolve query on first contact	559	189
Professionalism of staff	558	190
Knowledge of staff	555	189
Explanation of a decision made	558	191
Keeping promises & commitments	555	188
Returning your telephone calls	554	186

ENVIRONMENTAL HEALTH	All	Users
Controlling of health standards where you eat & drink	532	41
Noise control within your area	530	43
Atmospheric pollution control within your area	523	42
Pest control in your area	527	44

HOUSING	All	Users
Being able to contact the relevant person who can resolve my query on first contact	475	62
Knowledge of housing staff	468	60
Explanation of a decision made	470	60
Keeping promises and commitments	469	60
Returning your telephone calls	470	61

LEISURE FACILITIES	All	Users
Cleanliness of leisure centres	518	216
Availability locally of leisure centres	515	217
Properly qualified staff at leisure centres	510	213
Helpfulness of the staff at leisure centres	513	217
Maintenance of the facilities/equipment	513	214
Providing value for money	512	216
Feeling safe using the facilities/equipment	512	216
Suitability of leisure centres for different ages & abilities	510	215

PARKING	All	Users
Safety and security of car parks	628	560
Lighting of car parks	628	560
Cost of car parking	631	561
Road signs directing you to car parks	620	552
Amount of car parking in the town centres	628	559
Understanding parking rules and charges	624	556
Number of spaces allocated for disabled people & people with children	624	557

PARKS AND OPEN SPACES	All	Users
Clean & tidy appearance of parks & open spaces	634	N/A
Provision of the same level of service across the District	618	N/A
Personal safety in parks and open spaces	630	N/A
Facilities available in parks and open spaces	626	N/A

PLANNING	All	Users
Time taken to make a decision about a planning application	502	170
Providing a quick response to enquiries	502	170
Any objections made to a planning application are considered	499	168
Ease of access to the information on a planning application via the SDC website	501	168
Being able to contact the relevant person who can resolve my query on first contact	501	168
Knowledge of planning staff	500	167
Explanation of a decision made	499	167
Keeping promises and commitments	499	166
Returning your telephone calls	498	165

PLAY AREAS	All	Users
Safety & security of play areas/ equipment	514	247
Cleanliness & condition of play areas/ equipment	513	246
Free from dogs/dog fouling	512	244
Variety of equipment available in play areas	511	244
Adequate provision of play areas for young people with disabilities	508	241
Accessibility & suitability of play areas inc. skate parks, paddling pools & basketball hoops	507	245

PUBLIC TOILETS	All	Users
Cleanliness & condition of public toilets	584	369
Number of public toilets available in District	576	365
Opening times of public toilets	578	367
Location of public toilets	578	366
Feeling safe using public toilets	579	368
Lighting in public toilets	574	364
Sufficient amount of toilet rolls/soap etc	576	366

REFUSE COLLECTION/RECYCLING	All	Users
Ease of moving wheelie bins around	667	N/A
Collection of food waste in green bin	661	N/A
Range of items collected for recycling	663	N/A
Awareness of the recycling process	659	N/A
Regular bi-weekly refuse & recycling collections	662	N/A
Helpfulness of refuse & recycling collectors	657	N/A
Not leaving a spillage after collection	668	N/A
Provision of a garden waste service	661	N/A

STREET CLEANING	All	Users
Keeping the streets free from litter	668	N/A
Removal of abandoned vehicles	640	N/A
Keeping the streets free from dog fouling	665	N/A
Provision of the same level of service across the District	640	N/A
Responding quickly to a report of litter/fly tipping	641	N/A
Number/location of litter bins provided	654	N/A