

REPORT TO: POLICY AND RESOURCES COMMITTEE - 18 FEBRUARY 2019
REPORT ON: ANNUAL CITIZEN SURVEY 2018
REPORT BY: CHIEF EXECUTIVE
REPORT NO: 35-2019

1. PURPOSE OF REPORT

This report summarises the main findings from the 2018 citizen 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 performance management and 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) note that before asking members to approve a re-tendering exercise for the survey when the current contract ends, the opportunity will be taken to review the methods used to gather feedback from the public.

3. FINANCIAL IMPLICATIONS

None.

4. BACKGROUND

4.1 The Dundee Partnership and City Council jointly commission an annual survey to help evaluate progress towards achieving the objectives set out in the City Plan and Council Plan.

4.2 From the Council's point of view, 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, and satisfaction with local facilities, aspects of the local environment and how good neighbourhoods are as places to live. This report largely focuses on those questions in the survey which have been used as Council Plan performance indicators:

- Customer satisfaction with telephone customer service.
- Customer satisfaction with face-to-face customer service.
- Customer satisfaction with the Council's website.
- Percentage of residents who feel their neighbourhood is a safe place to live.
- Percentage of citizens very satisfied and fairly satisfied with refuse collection.
- Percentage of residents very satisfied and fairly satisfied with public transport.

- Percentage of citizens satisfied with the cleanliness of streets.
- Percentage of citizens satisfied with the quality and maintenance of open spaces.
- Percentage of citizens satisfied with the condition of roads, pavements and street lighting.
- Percentage of social rented households who feel the condition of their home is very good or good.

Long-term trends on some of the key questions are set out in Section 5 below and detailed results are given in Appendix Two.

- 4.3 Questions in the survey developed for the Dundee Partnership cover issues such as neighbourhoods, housing, community involvement, health, employment, community safety and money matters. The survey also focuses on Community Regeneration Areas highlighting any variations from the city-wide results. A number of the questions are asked to provide performance indicators on progress with the City Plan. Results on all of these issues will be reported to the Dundee Partnership Management Group, and are included in the full copy of the research report referred to above.

Interesting results from this wider set of questions include:

- length of stay in neighbourhood - 60% of respondents said they have lived in their current neighbourhood more than ten years, increased from 55% in 2017 and 45% in 2016.
- quality of life - 100% of respondents said they were very satisfied or satisfied with the quality of life in their neighbourhood. The proportion of respondents being very satisfied with the quality of life in the neighbourhood has increased from 61% in 2015 to 85% in 2017 and 2018. This trend is also seen in the question which asked respondents about the quality of life in Dundee, with 62% of respondents being very satisfied in 2015, 72% in 2016, 87% in 2017 and 86% in 2018.
- internet access - 84% of respondents said they had access to the internet, similar to last year's figure of 86%. Around 2/3rds of respondents access the internet from mobile phones.
- community activities - 89% of respondents said they were aware of at least one community activity, up from 85% last year. The level of people participating in voluntary activity has increased from 8% in 2015 to 21% in 2018.
- vulnerable people - there was a high level of awareness of who to contact if a vulnerable adult was at risk of harm (87%) or a child at risk of being abused (92%), although the figures are slightly lower than in 2017 (90% and 96% respectively).

Some of the key results are shown graphically in Appendix One.

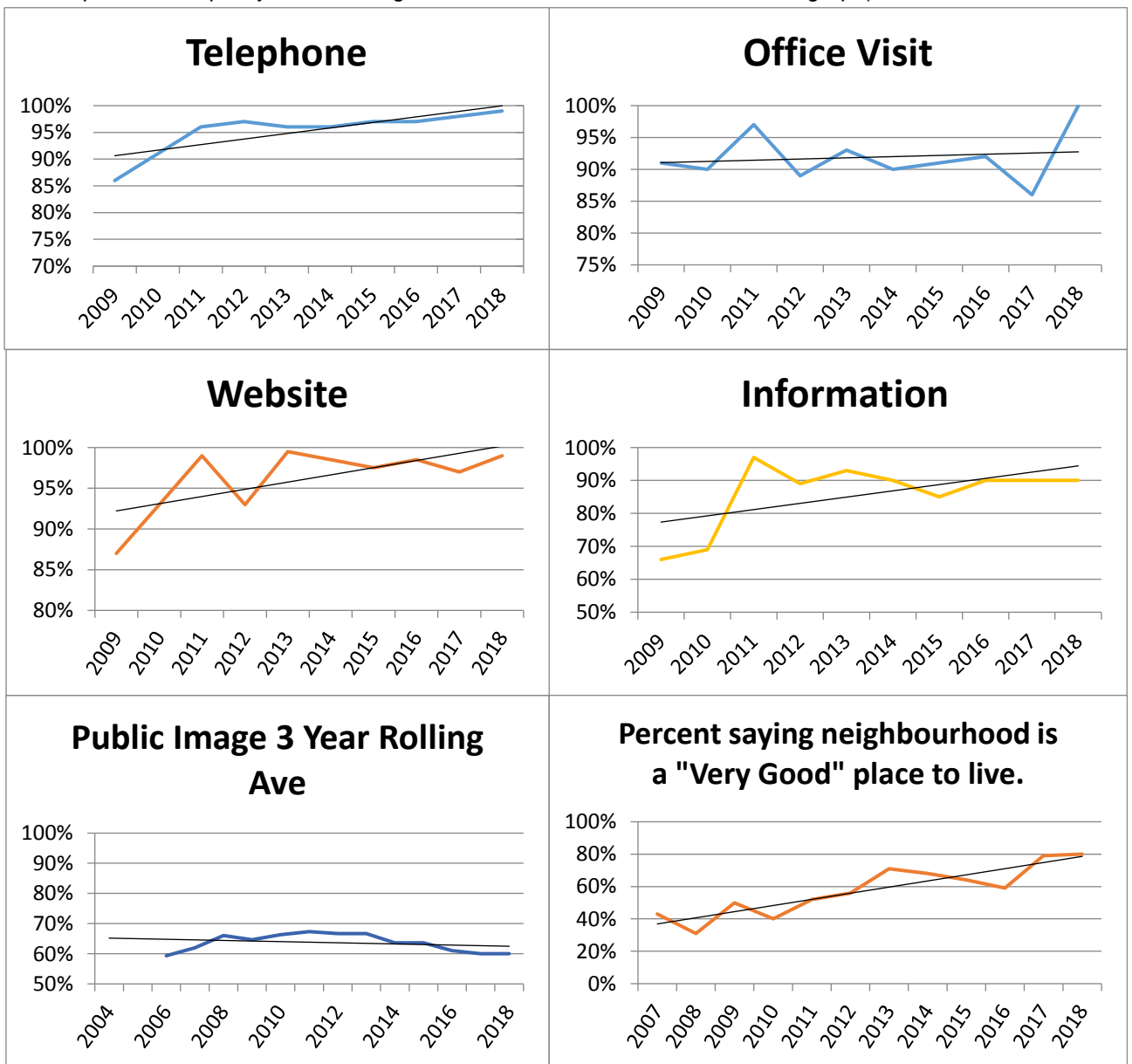
- 4.4 The survey is just one of the ways in which the Council gathers and reports on feedback from its customers, other examples being the annual report on Improving Services Through Listening to Customers and the annual report on Complaints.
- 4.5 The survey is conducted by an independent market research company, currently Research Resource. A total of 1,300 interviews were carried out by them with a representative sample of Dundee residents during October and November 2018. 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. A full copy of the research report has been passed to the Group Leaders and the Lord Provost.
- 4.6 A summary of the 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 and they will be asked to provide feedback on any actions identified. The survey results will also be made available to Community Regeneration Forums to help inform their decisions on funding priorities.

5. LONG-TERM TREND ANALYSIS

- 5.1 From the Council's point of view, the key purpose of the annual survey has been 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 were added as this became more important, and the survey also provides evidence to help evaluate the impact of strategies to improve satisfaction with neighbourhoods.
- 5.2 The graphs below show the ten year 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 Two. Some of the trends have begun to dip slightly or flatten out, but most results do show a significant improvement compared to ten years ago.

Ten Year Trends on Key Indicators

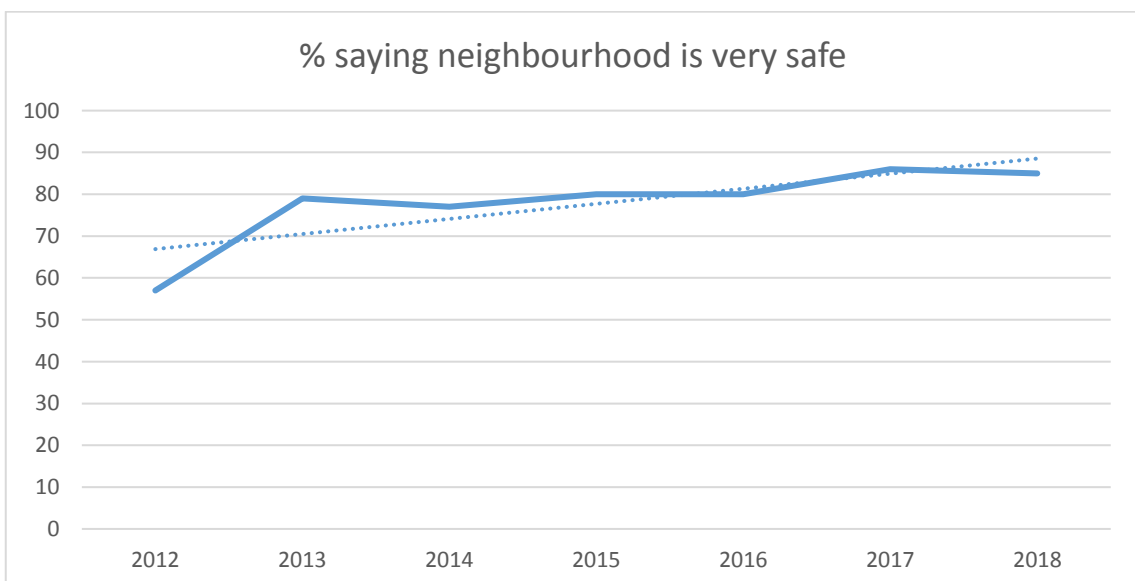
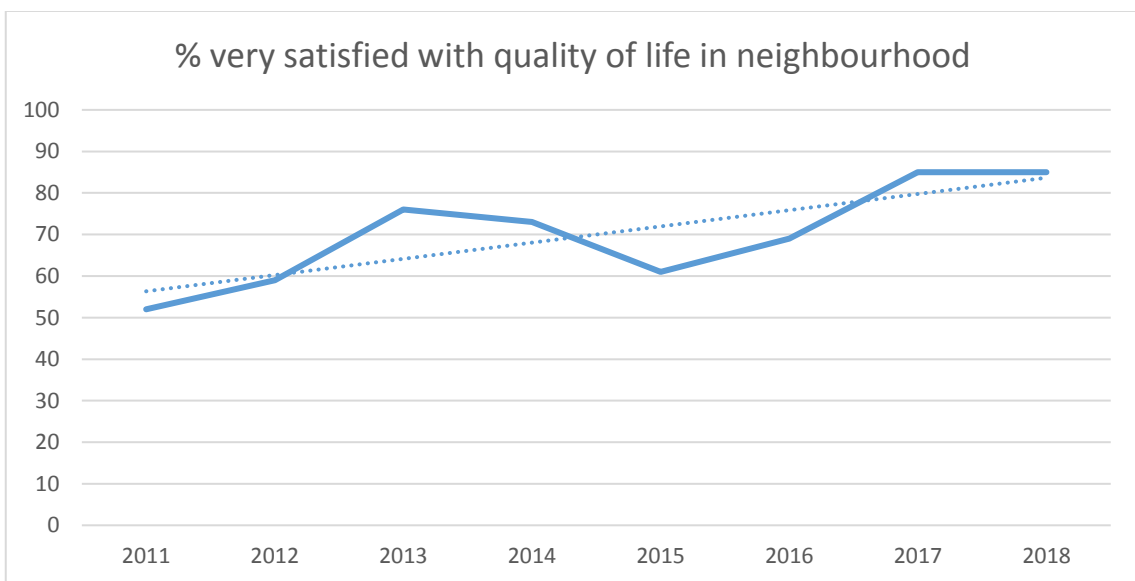
(Note: the detailed wording of the neighbourhood question was changed in 2011 but results from the previous question on quality of life in neighbourhoods have been included in the graph).

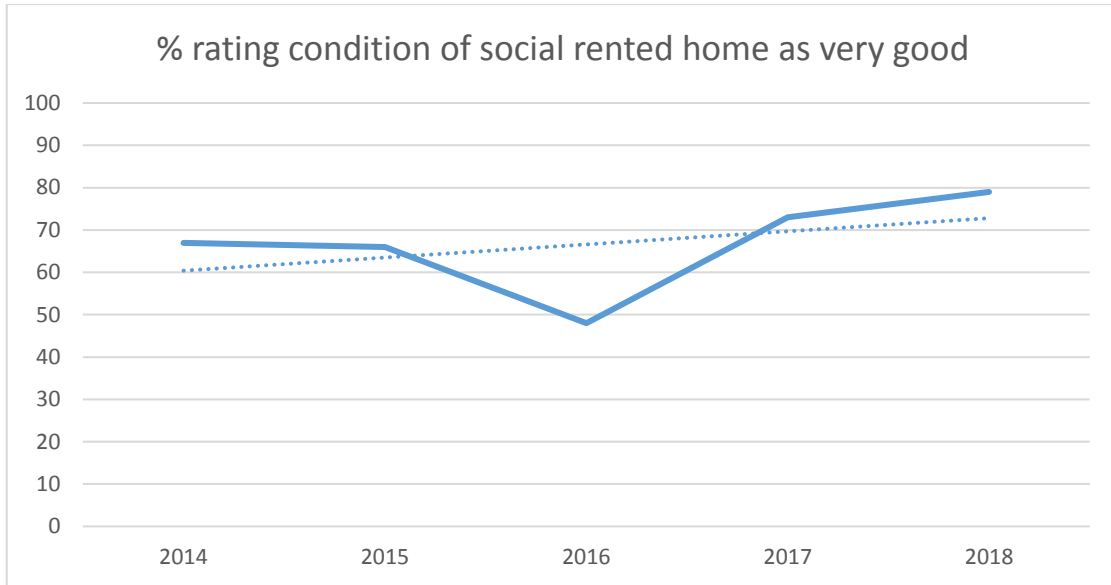


5.3 The Council has now been conducting this survey for 21 years and it is interesting to note how some of the results have changed over those years eg:

- in 1997, the average satisfaction rating for telephone contacts was 76% compared to 99% in 2018.
- in 1997, the average 'public image profile' was 46% compared to 59% in 2018.
- in 1997, the rating for the Council providing 'value for money' was 39%, compared to 59% in 2018.

5.4 In addition to the long-term trends showing positive growth in citizen perception of the Council as a service provider, analysis of results relating to satisfaction with homes and neighbourhoods also shows the positive results of the Council's investment over the years in housing improvements, community safety and community regeneration. The graphs below show trends over the period for which results on these questions are available.





6. BENCHMARKING

- 6.1 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 2019, so will be included in the report on our own 2019 survey which will come to Committee early in 2020.

7. FUTURE RESEARCH PRIORITIES

- 7.1 When the Council began carrying out an annual citizen survey the priorities were improving customer care, building stronger communities and improving community safety. The survey has provided evidence over the years that public perception of their neighbourhood and the Council on these policy areas has improved. The Council now has a modern customer care approach to providing services and, for the past few years, the percentage of respondents who are satisfied and even very satisfied with aspects of customer care has been consistently high. Over a twenty year period, communities have been transformed with new housing, facilities and regeneration activity.
- 7.2 Our current City Plan and Council Plan, responding to public feedback, now focus on new challenges around Children and Families and integrating Health and Care. Commitments such as giving children and young people the best start in life, closing the attainment gap and making Dundee the best place to grow up are now the priorities. As well as more integrated care services in the community, the City Plan makes prevention a key priority, focusing on promoting healthy lifestyles that prolong healthy life such as mental health and wellbeing, healthy diet and activity.
- 7.3 The survey to be carried out towards the end of 2019 will be the last in the current contract with the market research company. Before asking members to approve a re-tendering exercise for further surveys, it is proposed to take the opportunity to review all the methods used by the Council to gather feedback from the public and consider the best ways to do this in the coming years, bearing in mind new technologies, cost-effectiveness and the need to measure progress on achieving the Council's current priorities.

8. CONCLUSIONS

- 8.1 The citizen survey provides information on actual satisfaction with local facilities and neighbourhoods, as well as the way people access Council services and their perception of the Council. As in previous years, the issues raised by the survey results will be addressed as part of the Council's commitment to performance management and continuous improvement through consultation with service users.

- 8.2 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, and the results are used in Council-wide and service specific performance monitoring. The results will be distributed amongst officers and used in performance reporting and training courses in relevant areas.
- 8.3 A review of the survey will be carried out as explained in paragraph 7.3 above, as part of a wider consideration of the ways in which the Council listens to feedback from the public.

9. POLICY IMPLICATIONS

This report has been screened for any impacts on Equality and Diversity, Fairness and Poverty, Environment and Corporate Risk. There are no major issues.

10. CONSULTATIONS

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

11. BACKGROUND PAPERS

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

Citizen Survey 2018 - report prepared for Dundee City Council and the Dundee Partnership by Research Resource.

David R Martin
Chief Executive

23 January 2019

APPENDIX ONE - KEY RESULTS FROM OVERALL SURVEY



Dundee City Council/ Dundee Partnership Citizens' Survey 2018

What did we do?

1300

INTERVIEWS

We spoke to 1300 Dundee residents to find out how satisfied they were with their neighbourhood, health and public services. Interviews were done on a face to face basis, with respondents being selected at random. The results from the survey allow Dundee City Council and the Dundee Partnership to improve their services for customers.

What did you tell us?



97%

were satisfied with **public transport** in their area



97%

of social rented tenants said the **condition of their home** was good



97%

were satisfied with the **cleanliness of streets**



90%

were satisfied with the condition of **roads, pavements** and **street lighting**



85%

were satisfied with **areas for children to play outside**



54%

agreed people in their community **can influence decisions** affecting the area



99%

said their neighbourhood was a **safe place to live**



100%

were satisfied with the **natural environment** in the neighbourhood



99%

were satisfied with the **quality and maintenance of open spaces**



99%



felt their neighbourhood was a **good place to live**

THANK YOU

Research Resource is an independent research agency. All our work is carried out in line with the Market Research Society Code of Conduct.

All data is confidential and anonymous. It is held in accordance with the General Data Protection Regulations.

APPENDIX TWO - DETAILED RESULTS ON COUNCIL PLAN INDICATORS

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 2018 compared to previous years. The % figures shown represent those who said they were very or fairly satisfied.

Table 1: Satisfaction with Telephone Contacts

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Overall Friendliness/ Courtesy of Staff	93%	86%	95%	97%	98%	96%	96%	99%	97%	99%	98%
How Quickly Phone Was Answered	94%	98%	99%	99%	99%	98%	98%	94%	98%	99%	100%
How Well Staff Understood What Was Wanted	91%	83%	89%	97%	97%	96%	96%	98%	97%	99%	99%
Overall Helpfulness of Staff	93%	86%	95%	97%	98%	96%	96%	99%	97%	99%	100%
Ease of Getting Someone Who Could Help	93%	93%	97%	98%	98%	96%	98%	98%	98%	99%	100%
Outcome of Contact	77%	71%	72%	88%	91%	92%	91%	94%	94%	96%	96%
Average	90%	86%	91%	96%	97%	96%	96%	97%	97%	98%	99%

Table 2: Satisfaction with Office Visits

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Ease of Getting To Office	96%	98%	98%	99%	97%	100%	96%	100%	100%	100%	100%
Suitability of Office	89%	93%	94%	99%	96%	100%	100%	87%	100%	98%	100%
Overall Helpfulness of Staff	82%	93%	91%	99%	91%	96%	95%	96%	93%	87%	100%
How Well Staff Understood What Was Wanted	86%	91%	89%	99%	89%	94%	88%	92%	93%	86%	100%
Outcome of Contact	56%	77%	75%	90%	71%	75%	67%	78%	72%	59%	100%
Average	82%	91%	90%	97%	89%	93%	90%	91%	92%	86%	100%

- 1.2 Satisfaction with contacts remains very high. The survey again included this year a question asked last year about how easy it was to find the right number to call. 98% of respondents were satisfied with this, compared to 99% in 2017.
- 1.3 Of those who had recently contacted the Council, 52% of respondents said that their last contact was to request a service and 88% of these were very satisfied, compared to 92% in 2017, 74% in 2016 and 54% in 2015. 42% said their contact was to seek information and 77% of these were very satisfied, compared to 86% in 2017, 79% in 2016 and 26% in 2015.

- 1.4 The proportion saying that their contact was to make a complaint was 6%. Of those, 67% said they were very satisfied that the Council responded reasonably to the complaint, up from 51% in 2017, 39% in 2016 and 24% in 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 who had contacted the Council were asked if they got what they needed in one contact. The percentage saying that they did so, in 2018 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	2017	2018
65%	66%	85%	91%	90%	85%	91%	94%	98%	93%

- 1.6 The survey asks respondents if they receive enough information about the Council and the services it provides. Results for 2018 and the previous years in which this question has been asked are:-

Received enough information about the Council and the services it provides												
2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
70%	64%	71%	66%	69%	97%	89%	93%	90%	85%	90%	90%	90%

- 1.7 The survey asks about use of, and satisfaction with, the Council's website. Results for 2018 and the previous years in which these questions have been asked are:-

Website	2011	2012	2013	2014	2015	2016	2017	2018
Used website	18%	18%	28%	24%	42%	44%	48%	40%
Satisfied with how easily you managed to find information wanted	99%	94%	99%	99%	98%	98%	97%	99%
Satisfied with amount of information provided on the website	99%	92%	100%	98%	97%	99%	97%	99%

88.7% of people in the age group 55-59 say they have access to the internet, with even higher figures than this for all younger age groups (including 98.5% in the 35-44 and 95.3% in the 45-54 age groups). Although access to the internet decreases with older age groups, 56% of respondents aged 65-74 and 19.7% of respondents aged 75+ said they had access. This information will be taken into account when implementing the Council's 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	2017	2018
Very safe	57%	79%	77%	80%	80%	86%	85%
Fairly safe	41%	19%	21%	19%	19%	13%	14%
A bit unsafe	1%	1%	1%	1%	1%	1%	0%

- 2.2 The survey also asks respondents if they feel the crime rate in their local area has changed in the last two years. Results are:-

	2012	2013	2014	2015	2016	2017	2018
More crime	8%	5%	5%	3%	4%	4%	3%
About the same	73%	73%	78%	70%	68%	70%	70%
Less crime	2%	2%	2%	3%	0%	1%	2%
Don't know	16%	20%	15%	24%	28%	25%	24%

Asked about the factors which contribute most to the level of crime in their neighbourhood, the only sizable response was Alcohol/Drugs at 24%. 41% of respondents said 'don't know', while 15% said there were no issues.

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 2018 and previous years. The overall index number, which averages all of the factors, is shown also as a three year rolling average to smooth out blips potentially caused by timing of the survey.

Table 3: Public Image Profile

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Good Range of Services	77%	74%	77%	85%	77%	84%	69%	77%	75%	76%	75%
Friendly Employees	77%	77%	80%	82%	63%	69%	63%	64%	54%	56%	58%
Good Quality Services	74%	67%	74%	81%	73%	79%	66%	67%	67%	70%	67%
Efficient Services	70%	65%	67%	81%	66%	81%	66%	67%	71%	72%	68%
Communicates Well	67%	55%	61%	66%	52%	61%	59%	60%	52%	53%	53%
Promotes Services Well	70%	58%	61%	71%	55%	60%	60%	52%	52%	54%	54%
Value For Money	65%	48%	58%	74%	57%	72%	62%	56%	59%	60%	59%
Listens to Complaints	68%	64%	68%	63%	46%	58%	57%	49%	46%	48%	50%
Tackles Important Issues for the future of the city	65%	53%	54%	68%	55%	61%	62%	55%	53%	58%	54%
Ensures Sustainable Use of Resources and Care for the Environment	66%	59%	63%	65%	56%	60%	62%	51%	60%	63%	53%
Overall Index	70%	62%	66%	74%	60%	68%	63%	60%	59%	61%	59%
Three year rolling average	66%	64%	66%	67%	67%	67%	64%	64%	61%	60%	60%

- 3.2 The average score for the public image of the Council across all indicators in 2018 was similar to the figures for the last 3 years. It should be noted that there is very low disagreement with any of the statements (at most 2%). The vast majority of people who do not say positively 'agree' choose the 'neither agree nor disagree' option.
- 3.3 The figures on employees and listening to complaints may appear to be at variance with those in Section 1 above. However the results reported earlier 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%), so we now take the view that it is more useful to present a more detailed breakdown of responses. The levels of satisfaction with the local services asked about in 2018, along with data from the last four years for comparison, are shown below. The results are based on those who expressed an opinion, excluding those who say they have never used the service.

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
	2017	50	49	1	0
	2018	71	25	4	0
Fire service	2014	77	23	0	0
	2015	52	48	0	0
	2016	25	75	0	0
	2017	56	44	0	0
	2018	77	23	0	0
Police service	2014	76	24	0	0
	2015	52	46	2	0
	2016	26	73	1	0
	2017	55	44	1	0
	2018	73	24	3	0
Sports and leisure facilities	2014	58	37	4	1
	2015	49	46	4	1
	2016	65	34	1	1
	2017	75	24	1	0
	2018	80	19	1	0
Public transport	2014	76	19	4	1
	2015	52	43	4	1
	2016	64	33	3	0
	2017	70	27	3	0
	2018	75	22	3	0

Employment and advice services	2014	35	57	6	2
	2015	23	70	5	2
	2016	12	87	1	0
	2017	30	64	5	0
	2018	58	36	4	2
Community warden service	2014	36	58	5	2
	2015	32	61	4	3
	2016	8	90	2	0
	2017	27	60	12	2
	2018	57	38	5	0
Local youth facilities	2014	50	34	10	6
	2015	23	59	14	4
	2016	35	58	6	1
	2017	24	65	9	1
	2018	61	22	14	6
Community centre/ library	2015	50	48	2	0
	2016	63	37	1	0
	2017	68	31	1	0
	2018	73	25	2	0

The % of residents who are very satisfied has increased for all services since 2015.

Levels of dissatisfaction remain low but there are increases this year for refuse collection, police services and youth facilities.

4.3 Drilling down into the results shows there is significant variation between the results for different wards. The full results will be sent to the Chairs and Communities Officers for each Local Community Planning Partnership so that they can consider issues for their localities and the Chief Executive's service will collate feedback on action taken.

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
	2017	60	39	1	0
	2018	79	21	0	0
Fire service	2014	77	23	0	0
	2015	48	52	0	0
	2016	34	66	0	0
	2017	64	36	0	0
	2018	81	19	0	0

Police service	2014	77	23	0	0
	2015	48	52	0	0
	2016	34	66	0	0
	2017	64	36	0	0
	2018	81	18	1	0
Sports and leisure facilities	2014	62	34	3	1
	2015	44	53	3	0
	2016	45	53	2	0
	2017	73	27	0	0
	2018	83	17	0	0
Public transport	2014	80	19	1	0
	2015	52	47	1	0
	2016	59	39	1	1
	2017	72	28	0	0
	2018	86	14	0	0
Employment and advice services	2014	58	41	1	0
	2015	45	54	1	0
	2016	22	78	0	0
	2017	69	31	0	0
	2018	76	24	0	0
Community warden service	2014	49	46	4	1
	2015	43	51	3	3
	2016	19	78	3	0
	2017	85	12	1	2
	2018	74	23	3	0
Local youth facilities	2014	71	25	3	1
	2015	41	49	8	2
	2016	42	52	5	1
	2017	84	14	2	0
	2018	78	22	0	0
Community centre/ library	2015	46	52	2	0
	2016	40	58	1	0
	2017	70	30	0	0
	2018	80	20	0	0

There are very low levels of dissatisfaction with ease of access to all of the services listed.

- 4.5 Satisfaction levels with aspects of the local environment remain high, as shown in the table below:-

Table 6: Local Environment

	% Satisfied									
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Shopping Facilities	87%	94%	97%	98%	98%	98%	97%	98%	99%	99%
Cleanliness of area around home	91%	93%	97%	98%	95%	97%	98%	96%	98%	98%
Cleanliness of streets	91%	94%	97%	97%	96%	99%	97%	94%	98%	96%
Quality and maintenance of open spaces	88%	91%	97%	97%	95%	96%	97%	98%	98%	98%
Condition of roads, pavements and streetlighting	80%	88%	89%	84%	72%	76%	81%	73%	77%	90%
Areas for children to play	68%	55%	88%	88%	86%	89%	92%	87%	94%	85%

The results in Table 6 remain positive, showing high levels of satisfaction with aspects of the local environment. Satisfaction with play areas appears to have fallen from the high score in 2017 but there are significant local variations so this may be an issue for the Local Community Planning Partnership to consider.

- 4.6 As in the previous six years, the 2018 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	% 2017	% 2018
Very good	56%	71%	68%	64%	59%	79%	80%
Fairly good	43%	26%	28%	33%	36%	19%	18%
Fairly poor	1%	2%	3%	2%	3%	1%	1%
Very poor	1%	1%	1%	0%	1%	0%	1%

The low % of respondents saying 'very poor' have mostly lived in their neighbourhood for less than a year.

- 4.7 For the last few years, the survey has asked respondents how they rate the general condition of their homes. Results for the social rented sector are shown in the table below:-

Table 8: General condition of home

	% 2014	% 2015	% 2016	% 2017	% 2018
Very good	67%	66%	48%	73%	79%
Fairly good	28%	31%	50%	24%	16%
Average	4%	3%	2%	3%	4%
Fairly poor	0%	0%	0%	0%	0%
Very poor	0%	0%	0%	0%	1%

The very low % of respondents saying 'very poor' all live in different areas.