

# ***Information/Discussion Paper***

## **Overview & Scrutiny – 31<sup>st</sup> January 2023**

### **2022 Independent Resident Satisfaction Survey**

#### **1. Why has this come to scrutiny:**

- 1.1 Residents' surveys are frequently carried out by local Councils in order to collect statistically robust views from a representative sample of residents.
- 1.2 Cheltenham Residents Survey 2022 provides a range of resident insight that can help inform current and future decision making, as well as providing a baseline against which future improvements can be measured.
- 1.3 Residents' surveys are frequently carried out by local Councils in order to collect statistically robust views from a representative sample of residents. The last resident survey was undertaken in 2019.
- 1.4 In 2022, the Leader of the Council requested an independent resident satisfaction survey to gain insights from a statistically representative sample of the borough's population to help inform the development of the new Corporate Plan, which will be taken to full Council in February 2023.
- 1.5 The benefits of undertaking such a survey allows the Council to:
  - Compare the views of residents to national data sets;
  - Explore priorities at a local level;
  - Set baselines/track perceptions of service quality;
  - Collect insight to inform strategy - e.g. channel shift and communications plans;

- Collect data on new or emerging issues
- Provide a set of baseline measures for the Council's Corporate Plan and Place Vision

**1.6** Following a competitive procurement process, Enventure Research were commissioned to undertake the survey on behalf of the Council. Enventure Research are members of the Market Research Society and comply with industry standards for research, insight and analytics and have significant experience of undertaking resident satisfaction surveys on behalf of local authorities

## **2. Survey Methodology and Response Rate**

**2.1** A questionnaire was co-designed by Cheltenham Borough Council and Enventure Research and included questions designed to understand:

- How the Council could improve residents' experience as a Cheltenham resident
- Satisfaction with the local area
- Whether residents' local area has changed in the past year
- Perceptions of living in Cheltenham
- Satisfaction with the town centre amenities
- Behaviour changes related to climate change
- Perceptions of housing in Cheltenham
- Awareness and perceptions of the Golden Valley Development
- The impact of the Covid-19 pandemic on residents' places of work
- Views on how the Council runs things
- Opinions on whether the Council provides value for money
- The rate at which residents feel council tax should be raised
- Satisfaction with Council services
- How well informed the Council keeps its residents
- Whether residents can influence decisions affecting their local area
- How residents obtain information from and about the Council

**2.2** To allow comparisons to be made against previous survey findings, some questions from the 2019 Resident Survey were included, as well as questions from the LGA 'Are You Being Served?' national polling survey to allow for benchmarking on a national scale.

**2.3 A representative telephone survey:** This was conducted with residents of

Cheltenham aged 16 and above by a team of telephone interviewers using a CATI methodology (Computer Aided Telephone Interviewing), whereby respondents' answers to questions are directly input into survey software.

**2.4** In addition, some interviews were undertaken face-to-face at various locations across Cheltenham town centre to ensure hard to reach residents were included, such as those from ethnic minority backgrounds and younger residents.

**2.5** Interviews took approximately 12 minutes for an interviewer to complete with a respondent. Interviewer shifts took place at different times, on both weekdays and weekends (including at peak times). Before launching the survey, the questionnaire was tested with a small number of residents who were asked to take part and provide feedback on their experience. This helped ensure that the questionnaire was easy to understand, would elicit useful responses, was of a suitable length and that the questions were asked in a non-biased manner to collect valid and reliable data.

**2.6** In total, **1,100** telephone interviews were completed, with research taking place from 7 September to 6 October 2022. Quotas for the survey were set on age, gender and area of Cheltenham based on mid-year population estimates in 2020, to provide a sample that was broadly representative of Cheltenham residents.

**2.7** **Online survey:** This provided all residents with the opportunity to take part in the survey, an online version of the same questionnaire used in the representative telephone and face-to-face survey was made available for residents to complete.

**2.8** The online survey was hosted and managed online by Enventure Research between 20 September and 5 October 2022. The survey was open to people aged 16 and above who lived in the borough. The online survey was promoted via the Council's website and social media channels, such as the Council's official Facebook (boosted

post), Twitter and LinkedIn pages. The online survey received **246** responses.

**2.9** In total, **1,346** responses were received to the survey.

### **3. Statistical confidence**

**3.1** As the survey was undertaken by a sample of people who live in Cheltenham, all results are subject to sampling tolerances. Based on ONS mid-2020 estimates, the Cheltenham population of those aged 16 and above is 95,371, meaning that the 1,100 representative sample size will provide an accuracy of +/-2.9% at the 95% confidence interval. This means with a result of 50%, we can be 95% sure that if we interviewed all residents then the result would be between 47.1% and 52.9%.

### **4. Benchmarking**

**4.1** Some of the questions asked in the Cheltenham Resident Survey are also asked by the Local Government Association (LGA) in a national tracker survey, which is administered to a representative sample of 1,000 British adults using a telephone survey methodology.

**4.2** Results from the Cheltenham Resident Survey have been compared where the same question has been asked in the national survey. The survey that the results have been compared with was undertaken in June 2022.

**4.3** Where questions have been repeated from the previous Cheltenham Resident Survey conducted in 2019 the results have been included for comparison. It should be noted that the methodology of this year's survey is different to that in 2019, which utilised a postal methodology, so results are not necessarily directly comparable, but will give a good indication of trends in attitudes and perceptions

## 5. The Results

5.1 The full detailed report, results and analysis is set out in Appendix 1.

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<b>Background Papers</b>	Appendix 1 – Independent Resident Survey Results
<b>Contact Officer</b>	Darren Knight, Executive Director Place and Communities
<b>Accountability</b>	CLlr Rowena Hay, Leader of the Council