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Residents Survey Executive Summary Findings

Quarter 4 (Period 2) 2019-20

Survey Undertaken by



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Summary of Main Findings

1. NWA Social Research were commissioned by the Council to conduct a postal and on-line residents' satisfaction survey in February and March 2020. There were 1,722 responses overall.

About your local area

- 1.1 Four-fifths (82%) of respondents said that overall they are 'satisfied' with their local area as a place to live, whilst 6% were 'neither satisfied nor dissatisfied', and 12% were dissatisfied.
- 1.2 Respondents were asked to what extent they think that the Council acts on the concerns of local residents, and more than half (54%) of those that expressed an opinion felt that the Council do this 'a great deal' (9%) or 'a fair amount' (46%), whilst 36% felt that they do this 'not very much', and 9% 'not at all'.
- 1.3 Over two-thirds (69%) of respondents feel that they belong 'very strongly' (24%) or 'fairly strongly' (45%) to their local area, whilst 23% feel that they belong 'not very strongly', and 8% 'not at all strongly'.
- 1.4 When asked to what extent they agree or disagree that they can 'influence decisions' made about their local area, half (50%) of respondents disagreed: 18% 'strongly disagree' and 32% 'tend to disagree'. Less than a fifth (18%) of respondents agreed they can influence such decisions, and 32% 'neither agree nor disagree'.
- 1.5 Respondents were asked about their perceptions of personal safety when outside in their local area 'after dark' and 'during the day'. After dark, 61% of respondents reported feeling 'very safe' (13%) or 'fairly safe' (48%), whilst 15% feel 'neither safe nor unsafe', and 24% feel 'unsafe'.
- 1.6 During the day, the great majority (88%) of respondents said that they feel 'safe' (47% 'very safe' and 41% 'fairly safe'), whilst 7% feel 'neither safe nor unsafe', and one-in-twenty (5%) feel 'unsafe'.
- 1.7 Thinking about their local area, the principal aspect that respondents considered to be 'most in need of improvement' was 'road and pavement repairs' (81%), with the 'level of traffic congestion' (51%) being the only other aspect mentioned by over half of respondents. Next most-mentioned was 'activities for teenagers' (45%), whilst a third referred to 'street cleanliness' (34%) and the 'level of crime' (33%), 30% to 'health services', and 29% each to 'public transport' and 'parks and open spaces'.
- 1.8 Around a quarter of respondents thought that 'facilities for young children' (27%), the 'level of pollution' (25%), 'sports and leisure facilities' (24%) and 'shopping facilities' (23%) were among the aspects that most need improving in their local area, whilst 22% referred to 'community activities', 20% to 'access to nature', and 19% to the 'affordable housing offer'.

General Satisfaction

- 1.9 Two-thirds of respondents (67%) were 'satisfied' overall with 'the way the Council runs things' (15% 'very satisfied' and 52% 'fairly satisfied'), whilst 15% were 'neither

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satisfied nor dissatisfied', and 18% were 'dissatisfied' (5% 'very dissatisfied' and 13% 'fairly dissatisfied').

- 1.10 Nearly half (46%) of respondents agreed that the Council 'provides value for money' (6% 'strongly agree' and 41% 'tend to agree'), whilst a quarter (24%) disagreed (7% 'strongly disagree' and 17% 'tend to disagree'), and 29% 'neither agree nor disagree'.

Satisfaction with Services Provided

- 1.11 Respondents were queried about their satisfaction with four different services provided or supported by the Council. The majority of respondents expressed satisfaction with each of the services, with more than three-quarters being satisfied with the 'waste and recycling collection' (81%) and 'parks and green open spaces in your local area' (77%).
- 1.12 Satisfaction was somewhat lower with 'keeping public land clear of litter and refuse' (62%), and 'sport/ leisure facilities' (53%); and substantial minorities of respondents were dissatisfied with these services: 26% and 20%, respectively.
- 1.13 When asked to indicate which 'leisure and sporting activities are most important' to them, more than three-quarters of respondents referred to 'visiting parks or green spaces' (82%), and 'walking' (77%), and 67% referred to 'socialising (e.g. at cafes, shopping, eating out)'. Smaller numbers said that 'using leisure centres' (35%), 'cycling' (30%), and 'access to learning' (17%) are among their most important leisure and sporting activities. [Note: multiple responses allowed, so answers total over 100%.]

Information and Accessibility

- 1.14 Half (51%) of respondents were of the view that the Council keeps them 'well informed' about the 'services and benefits it provides' (7% 'very well informed' and 44% 'fairly well informed'), whilst 35% think that they are 'not very well informed', and one-in-seven (14%) that they are 'not well informed at all'.
- 1.15 When respondents were asked how they like to be kept informed about the Council services in their local area, the three main responses were by 'letters' (45%), via 'email' (44%), and by 'community magazines' (41%). Over a third referred to 'Facebook or Twitter' (36%), 27% to 'website', 15% to 'posters', and 9% to 'texts'. [Multiple responses allowed so answers total over 100%.]
- 1.16 Respondents were asked to rate three digital methods of accessing Council services on a five point scale from 'very good' to 'very poor'. (Analysis here excludes 'don't know/ not used' responses). Nearly half (45%) of those respondents who expressed an opinion rated the Council's '(current) website' as a very or fairly good way of accessing services, whilst 36% gave 'average' ratings, and 19% rated it as 'poor'.
- 1.17 Whilst over a third (38%) of those who expressed a view felt that 'social media channels (Facebook, Twitter, LinkedIn)' are a 'good' way of accessing Council services, most respondents (45%) gave this method an 'average' rating, and one-in-six (17%) gave 'poor' ratings.

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- 1.18 A third (33%) of respondents (those who expressed an opinion) rated the 'automated phone service' as a 'good' way of accessing Council services, whilst 40% rated it as 'average', and 27% rated this method as 'poor'.

The Council Logo

- 1.19 Respondents were asked to consider the Council logo (pictured on the questionnaire) and then indicate, (through their level of agreement or disagreement with four statements), what impression the logo and brand colours give of South Ribble Borough Council. Overall 44% of respondents agreed with the statement that 'the logo gives no impression' of the Council, whilst 19% disagreed, and 38% gave neutral responses.
- 1.20 Almost the same percentage agreed as disagreed that the logo gives the impression that 'the Council is a modern organisation': 28% 'agree' and 27% 'disagree' – the major response being neutral, 'neither agree nor disagree' (45%).
- 1.21 Two-fifths (42%) of respondents agreed that the logo gives the impression that 'the Council is professional', whilst a similar number (45%) gave neutral responses, and 14% disagreed.
- 1.22 The majority of respondents neither agreed nor disagreed (56%) when asked if the logo gives the impression that 'the Council is trustworthy'; however, more respondents agreed than disagreed with the statement: 27% 'agree' and 17% 'disagree'.