Research Report

Derby Residents' Satisfaction Survey 2017

Prepared for: Derby City Council

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Prepared for: Derby City Council

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1 Background and methodology

1.1 Survey aims and objectives

This report summarises the results of a bespoke piece of research into the perceptions Derby residents hold in relation to their Council and the local area. A representative sample of 1,001 residents aged 18 and over were interviewed face to face at randomly selected sampling points between 16th January and 12th February 2017 in order to provide fresh data to inform Council decision making.

The objectives of this research were as follows:

- To measure overall perceptions of Derby City Council's performance and the value for money it provides.
- To benchmark the perceptions of Derby residents where possible using national data collected by the Local Government Association.
- To benchmark the perceptions of Derby residents where possible against the findings of previous resident research carried out in 2013.
- To examine public awareness in 2017 of the budget challenges the Council faces and to explore how the Council is perceived to make difficult decisions.
- To record satisfaction with the services available to all residents.
- To quantify the proportion of residents who contact the Council per channel and how this contact is handled.
- To understand how residents receive information about the Council including their use of the new Derby Newsroom resource.
- To establish a baseline level of awareness around city centre regeneration issues.

1.2 Methodology

Within the city, deprivation scores at Super Output Area (SOA) level were ranked from high to low. These were then segmented into quartiles within each ward to ensure that the bands reflected the relative deprivation within Derby. This provided the basis for a stratified random sampling of Census Output Areas (COAs) as sampling points, ensuring that the sampling points selected covered relatively high and relatively low levels of deprivation.

Sampling points (COAs) were selected randomly per ward and all addresses were identified from the postcode address file within each COA to form the sample. Proportional interviewing targets were set per ward, with 5-6 sampling points selected in each of the 17 wards that make up the borough. A target of 8-10 interviews was set per sampling point depending on the overall ward target.

Whilst the interviewers were able to approach any address within a sampling point quotas were set by age, gender and ethnicity within each ward to ensure a representative spread by demographic profile. The survey was administered on a face-to-face basis, using a tablet computer.

Post fieldwork the data was weighted by ward population and by age, gender and ethnicity for the resident population aged 18+. The 2011 census was used as the basis for the demographic weights to provide a sufficient level of granularity.

1.3 Questionnaire

A bespoke questionnaire was used for this survey. Several questions were included to allow perceptions of Derby City Council to be benchmarked against polling conducted nationally by the Local Government Association.

1.4 Report contents

This document contains a concise summary of the key findings to emerge from this survey. It aims to highlight the positive messages in the data, plus any areas of concern that require further consideration.

The data used in this report is rounded up or down to the nearest whole percentage point. It is for this reason that, on occasions, tables or charts may add up to 99% or 101%. Where tables and graphics do not match exactly to the text in the report this is due to the way in which figures are rounded up (or down) when responses are combined. Results that differ in this way should not have a variance that is any larger than 1%.

When a figure is shown in bold and underlined within a table this denotes that this figure is significantly different (determined by the t-test) to one or more opposing figures. The t-test is a statistical method used to evaluate the differences between two opposing groups. Results described as significant in this report will have been identified by this test as substantial variations in opinion.

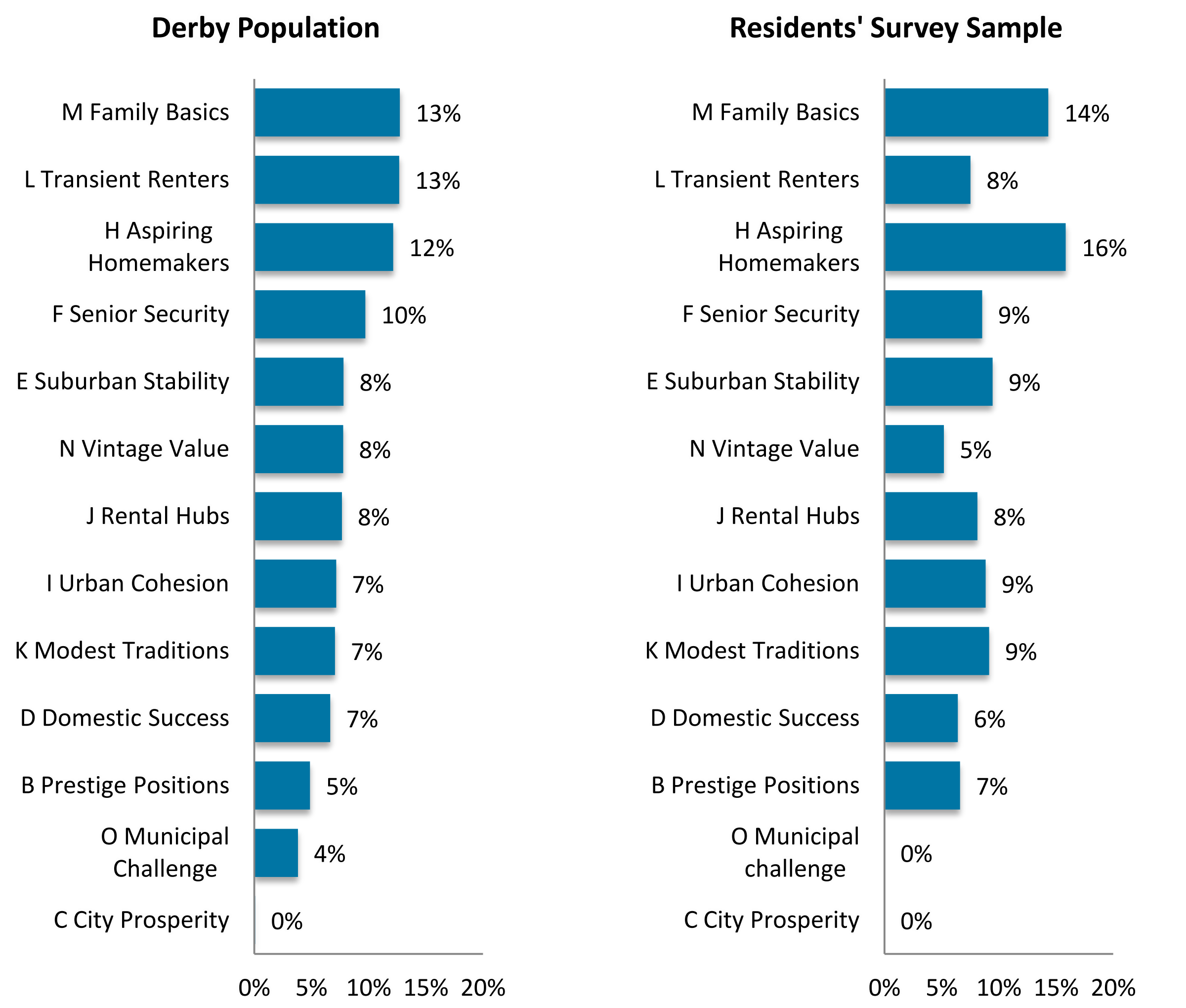
In order to maximise the insight the survey data provides the MOSAIC segmentation dataset held by Derby City Council has been linked to the survey responses given by Derby residents via postcode. This allows the data to be viewed by the MOSAIC groups listed and defined overleaf.

Table 1: MOSAIC groups and definitions

Group/Type	Group/Type Name	One-Line Description
A	Country Living	Well-off owners in rural locations enjoying the benefits of country life
B	Prestige Positions	Established families in large detached homes living upmarket lifestyles
C	City Prosperity	High status city dwellers living in central locations and pursuing careers with high rewards
D	Domestic Success	Thriving families who are busy bringing up children and following careers
E	Suburban Stability	Mature suburban owners living settled lives in mid-range housing
F	Senior Security	Elderly people with assets who are enjoying a comfortable retirement
G	Rural Reality	Householders living in inexpensive homes in village communities
H	Aspiring Homemakers	Younger households settling down in housing priced within their means
I	Urban Cohesion	Residents of settled urban communities with a strong sense of identity
J	Rental Hubs	Educated young people privately renting in urban neighbourhoods
K	Modest Traditions	Mature homeowners of value homes enjoying stable lifestyles
L	Transient Renters	Single people privately renting low cost homes for the short term
M	Family Basics	Families with limited resources who have to budget to make ends meet
N	Vintage Value	Elderly people reliant on support to meet financial or practical needs
O	Municipal Challenge	Urban renters of social housing facing an array of challenges

Using the MOSAIC segmentation allows the analysis to move beyond the use of discrete categories such as gender and working status. Given that Derby Council will be able to identify which groups are most prominent in which areas of the city, this approach also introduces the potential for spatial targeting of actions/communications arising from this analysis. In order to understand the value this approach can offer, the distribution of the sample population by group is shown below, alongside the distribution for the city as a whole. Although this illustrates that there is some underrepresentation of Transient Renters and Municipal Challenge within the sample, this comparison does illustrate that a broad cross section of residents has been included in this research and that MOSAIC segmentation is a suitable analysis approach to use.

Figure 1: Distribution of Derby residents by MOSAIC group within the city and within the survey sample



City data is based on mid Year 2014 Household Estimate

2 Key findings

2.1 Perceptions of Derby City Council

Six in ten residents (59%) are satisfied with the way that Derby City Council runs things. This is 9-percentage points below the latest LGA national benchmark polling (October 2016). This lower than average Council satisfaction is despite levels of satisfaction with the local area (90%) and perceptions of the Council delivering value for money (56%) that are above those seen nationally. Value for money perceptions also compare favourably to the findings of previous research carried out in 2013.

Table 2: Summary of key survey indicators

Question	2017 (%)	LGA Oct 16 national benchmark - (%)
% residents satisfied with the local area	90%	83%
% residents satisfied with the way the Council runs things	59%	68%
% residents agree who agree the Council provides value for money	56%	49%
% residents informed about Council services and benefits	58%	66%

When asked to explain their dissatisfaction with the way Derby City Council run things more than a quarter (27%) of dissatisfied residents mentioned issues to do with the quality of rubbish and recycling collections. A further 19% mentioned street cleaning issues and 12% mentioned budget cuts in general and their impact on services.

Over the last two years the way the Council runs things is perceived to have stayed the same by 62% of residents. Beyond this, only 3% suggest that Council services have improved over this period, but ten times as many feel that they have got worse (30%). Perceptions of the Council on this measure have fallen compared to the 2013 findings, when 10% felt that Council services had improved and 25% felt they had got worse.

The impact of budget related decision making is clearly evident in the reasons given to explain perceptions of a negative direction of travel, with 17% suggesting money is either being wasted or spent in the wrong areas, with a further 16% citing budget cuts or cutbacks. A further 11% mentioned closure or reduction of services, and smaller proportions mentioned charges for services at the point of use that were previously free (3%) and a lack of investment (2%).

Recognition that Derby City Council has had to make significant savings over the past few years is high. The 78% of residents who recognise this fact is 23-percentage points above the GB benchmark provided by BMG omnibus data collected in November 2016 (55%). Going forward approaching two thirds of Derby residents (64%) say that they understand the scale of the savings that the Council still has to make to their budget over the next few years. Again this proportion is notably higher than the national data (41% agree). Although these figures do illustrate that some residents remain disengaged with the Council's narrative around its budget (19% disagree they understand the scale of savings still required), a majority of residents do appear to be judging Council performance through a basic understanding that the Council is needing to deliver services with reduced resources.

Given that financial pressures necessitate difficult decisions, a bank of statements was also included in the survey to examine perceptions of how the Council navigates these decisions. The resulting views on how Derby Council approaches and make decisions appear to be polarised. Equal proportions agree (43%) and disagree (42%) that the Council seeks the views of residents before making decisions. On the issue of whether the Council acts on the concerns of residents, more residents disagree (39%) than agree (32%) that this is the case. An even stronger negative balance of opinion is found in relation to whether the Council explains the decisions it makes. The 44% who disagree that this is the case is 8-percentage points higher than the proportion who agree. This perceived lack of information on decision making should be recognised as the Council continues to make choices that will impact upon the public.

2.2 Derby Newsroom and Council Communications

Almost six in ten (58%) Derby residents feel informed about Council services and benefits, a proportion that is 8-percentage points below the latest LGA benchmark.

Among those who feel very or fairly well informed about Council services and benefits 66% are satisfied with the way Derby City Council runs things overall. This is significantly higher than the 47% who are satisfied among residents who feel less well informed.

There is in insufficient evidence within the data to show any impact of the launch of the Derby Newsroom either on how informed residents feel about the Council or upon wider Council perceptions. When asked which of three statements best describe them, 90% of residents suggested that they had not heard about the Derby Newsroom before being interviewed. This clearly suggests that further promotion of the site is required. Among the remaining 10% of residents aware of Derby Newsroom half (5%) have visited it.

The most commonly mentioned source of information about Derby City Council is the Derby Telegraph (43%) followed by East Midlands Today on the BBC (33%). The Derby City Council website was the joint third most commonly mentioned information source, along with social media, with both being mentioned by 23% of residents. The relatively new Derby Newsroom, information channel was mentioned by 1% of residents at this question. Significant variations in information channel usage are shown by age within the main body of this report.

2.3 Council contact

A third (34%) of residents have contacted Derby City Council directly in the last 12 months. The size of this proportion serves to emphasize the importance of the Council providing high quality customer service when contacted. Residents aged 18-24 (23%) and those aged 65 and over (27%) least commonly contacted the Council in this period. Residents aged 45 to 64 most commonly made contact (40%).

The majority of those contacting the Council did so by telephone (70%) suggesting that the phone is the key channel for customer service. Email was the next most common form of contact (14%).

Encouragingly, when asked to provide feedback on the staff they dealt with when they last made contact with Derby City Council a majority of around seven in ten gave positive responses. In total, 69% suggested that the staff that they dealt with listened to them and cared about what they said. Similarly, 70% suggested that they were provided with information that was clear and easy to understand.

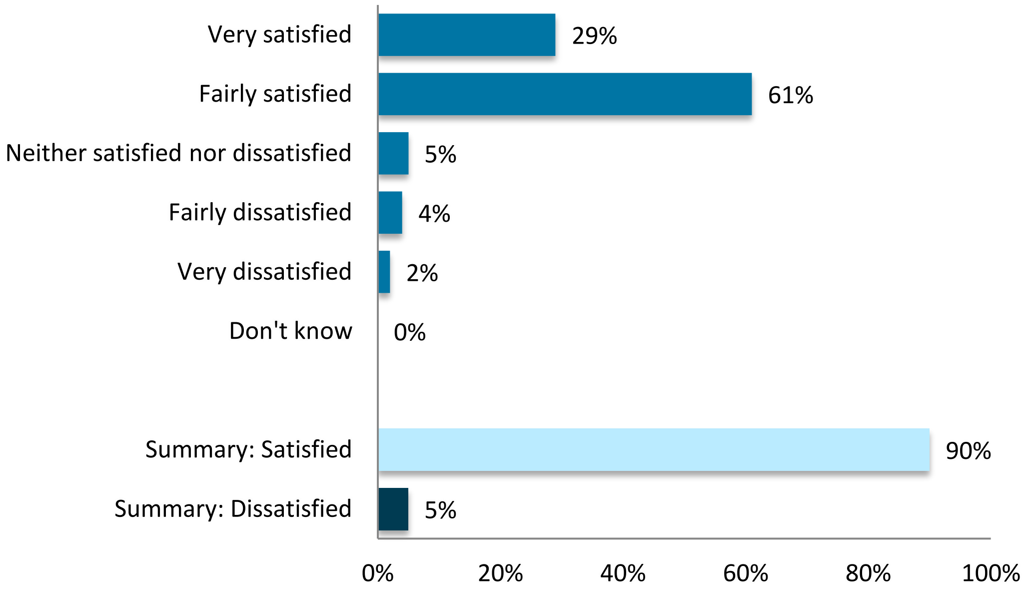
The overall satisfaction evident with the way that Derby City Council handled their last contact, broadly mirrors the feedback given in relation to Council staff. Two thirds (66%) were satisfied overall, including 23% who gave the most positive response possible of very satisfied. A further 8% gave a neutral response of neither satisfied nor dissatisfied, while 26% were dissatisfied to some extent.

3 Perceptions of the local area

3.1 Local area as a place to live

The vast majority of Derby residents are satisfied with their local area as a place to live (90%). Of these, approaching three in ten residents are very satisfied (29%). Just 5% of residents are dissatisfied with their local area as a place to live to any extent.

Figure 2: Overall, how satisfied or dissatisfied are you with your local area as a place to live? (All responses)

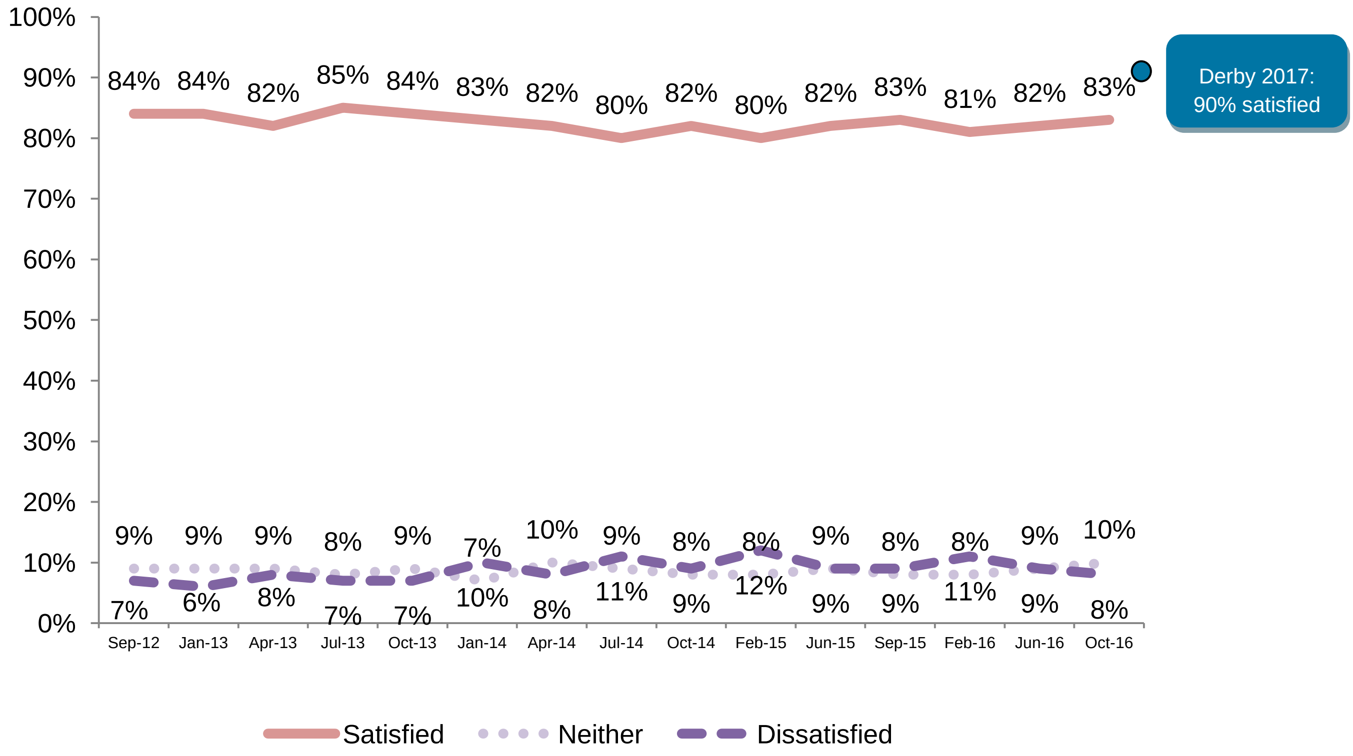


Unweighted sample base: 1001

Please note that although the sample size of 1001 interviews is robust at a city level, it is not large enough to support analysis at a ward level.

The satisfaction that Derby residents express their local area is above the national benchmark for this question. In the most recent wave of national polling completed by the Local Government Association (LGA), in October 2016, 83% were satisfied on this measure and 8% dissatisfied. Local area satisfaction in Derby is therefore 7-percentage points above the latest national benchmark.

Figure 3: National trend in satisfaction with the local area as a place to live– LGA Polling



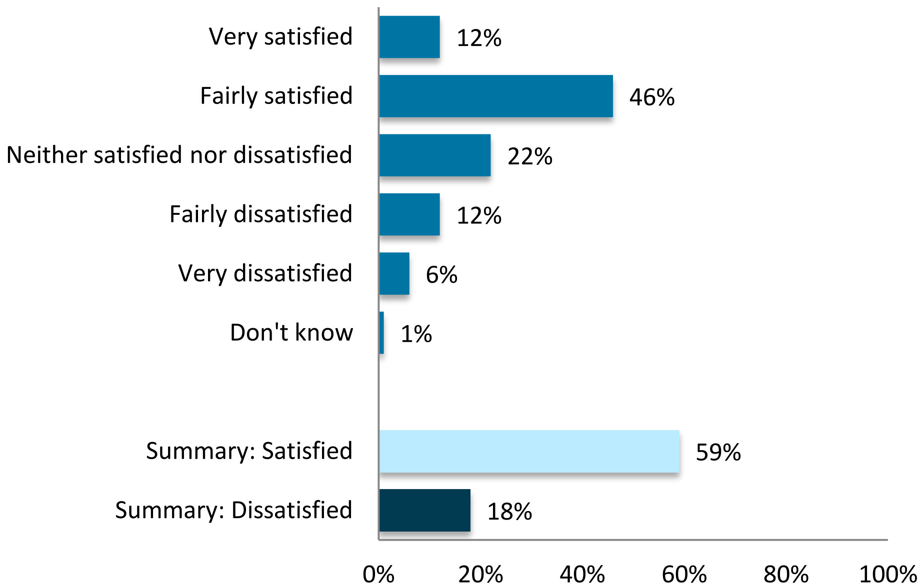
A majority of all MOSAIC groups express satisfaction with their local area as a place to live, but significantly higher dissatisfaction is found among two groups. A total of 17% of Transient Renters and 10% of Family Basics are dissatisfied with their local area as a place to live compared to the survey average of 5%. Using the MOSAIC dataset to identify the exact locations where such groups reside within the city will help to identify the locations that are viewed less positively.

4 Perceptions of Derby City Council

4.1 Overall satisfaction

All residents were asked to rate their satisfaction with Derby City Council on a series of measures. Before this set of questions all respondents were read a brief summary of the services Derby City Council provide. Six in ten (59%) residents are satisfied with the way the Council runs things. This is comprised of 12% who are very satisfied and 46% who are fairly satisfied. Among the remainder of residents the proportion who give a neutral response in relation to Derby City Council (22%) is above the proportion who are dissatisfied (18%).

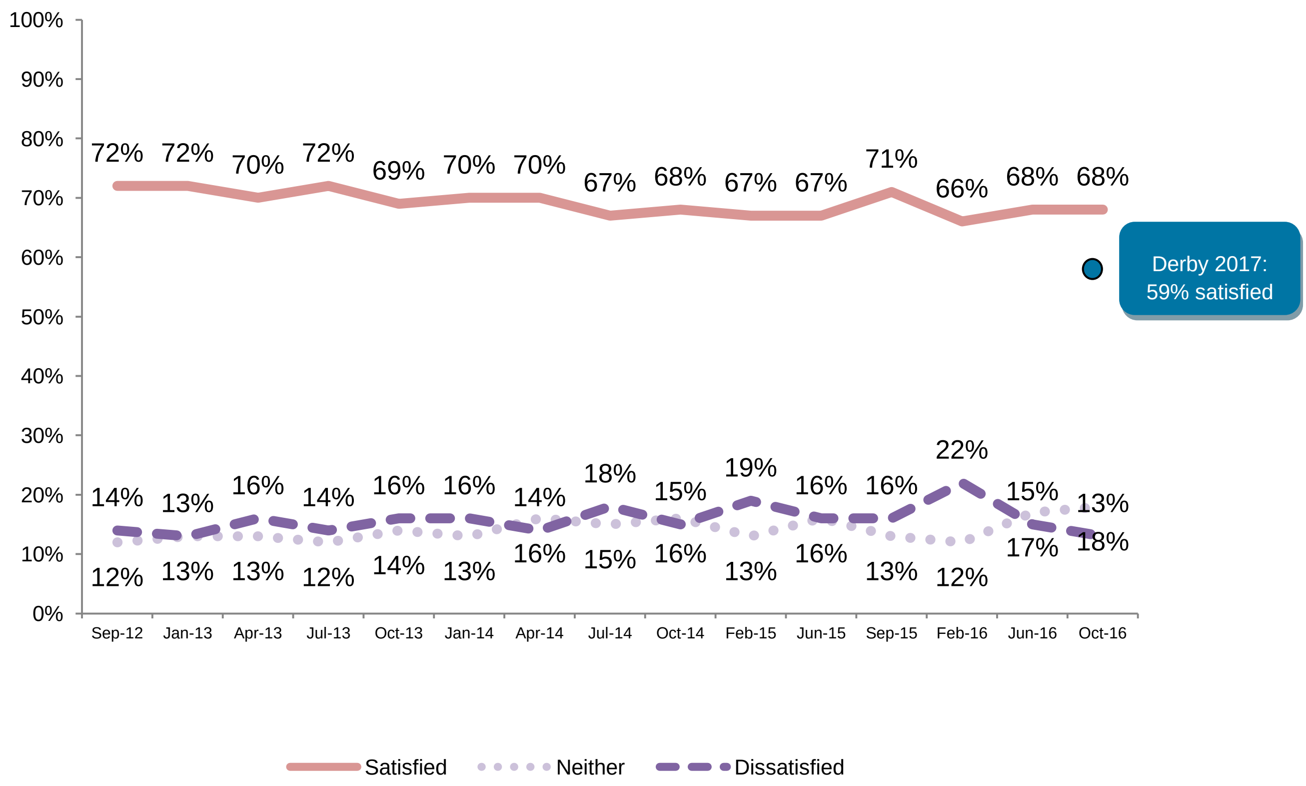
Figure 4: Overall, how satisfied or dissatisfied are you with the way Derby City Council runs things? (All responses)



Unweighted sample base: 1001

The wording of this question is consistent with that used in recent polling undertaken by the Local Government Association (LGA) into perceptions of local authorities. The level of satisfaction with the way Derby City Council runs things seen in this research (59%) is 9-percentage points below the national benchmark of 68% (LGA October 2016). The 18% of Derby residents who are dissatisfied with the way their Council runs things is 5-percentage points above the 13% recorded nationally.

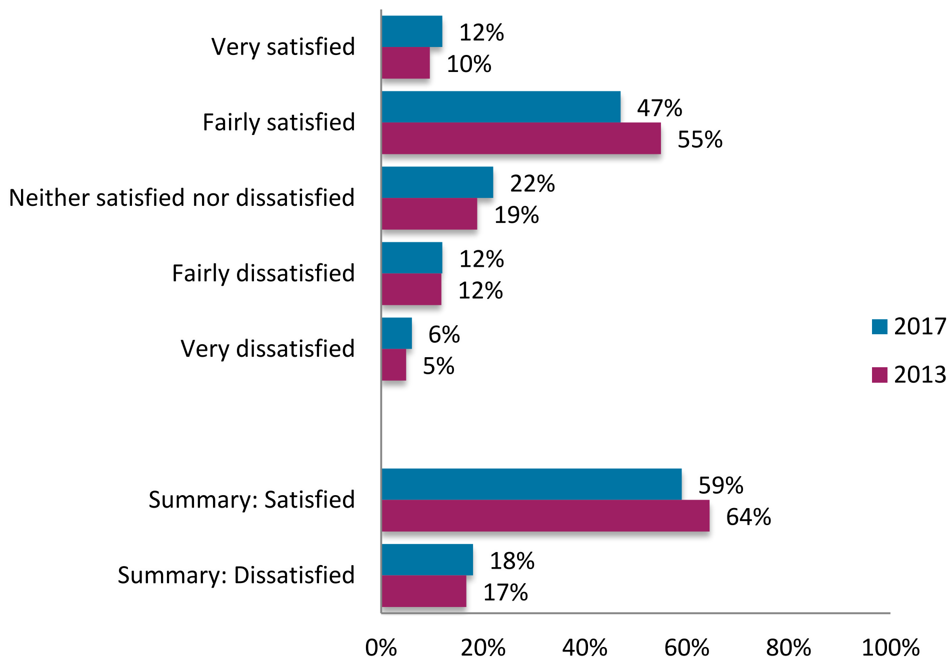
Figure 5: National trend in satisfaction with the way Councils run things – LGA Polling



The findings can also be benchmarked against previous research carried out in 2013. The 2017 figures below have been recalculated to exclude 'don't know' responses, as this was not an option available on the 2013 survey; it should also be noted that the previous wording was "Taking everything into account, how satisfied or dissatisfied are you with Derby City Council?" rather than "Overall, how satisfied or dissatisfied are you with the way Derby City Council runs things?"

On this comparison, satisfaction with the Council has fallen significantly (-5% points) compared to 2013; however the proportion very satisfied has increased marginally and levels of dissatisfaction are almost unchanged, suggesting that there has been no fundamental shift in perceptions of the Council on this measure.

Figure 6: Comparison of overall satisfaction compared to 2013 findings (All responses excluding don't know)



Unweighted sample bases: 2013: 1018, 2017: 987

Looking at responses by age, satisfaction with the Council is higher among younger residents and drops to just over half among those aged 45-64 (52%) and those aged 65+ (58%). Indeed, as shown by the table below, older residents are significantly more likely to be dissatisfied with the way that Derby City Council runs things.

Table 3: Satisfaction with the way Derby City Council runs things - By age (All responses)

	18-24	25-44	45-64	65+
Satisfied	**67%**	**62%**	52%	58%
Neither satisfied nor dissatisfied	23%	24%	19%	21%
Dissatisfied	6%	13%	**28%**	**21%**
Don't know	**4%**	1%	1%	0%
Unweighted sample base	**104**	**410**	**292**	**185**

Views on the Council overall by MOSAIC group do not vary to a statistically significant extent.

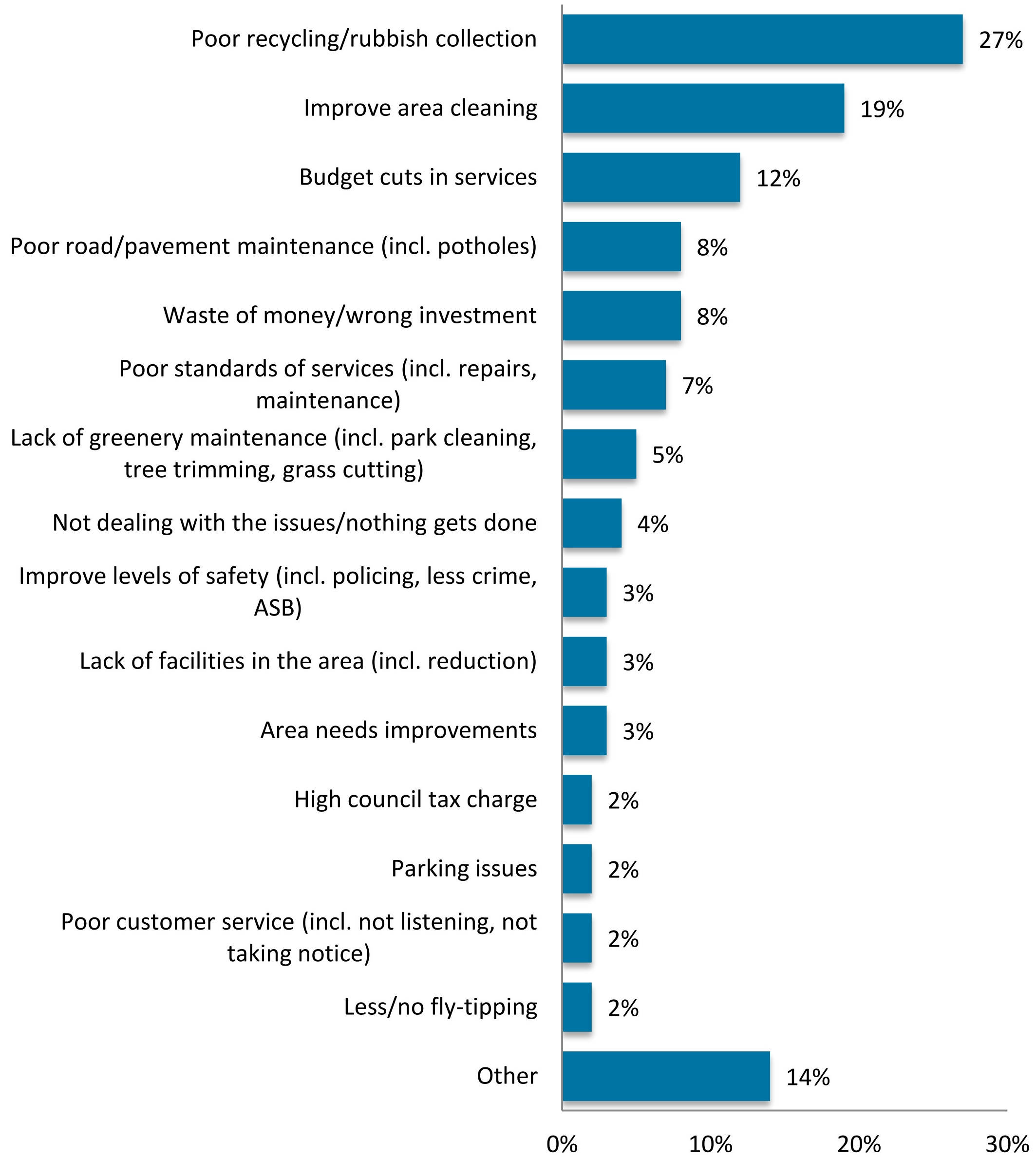
Among those who disagree that Derby City Council provides value for money only 27% are satisfied with the way the Council runs things overall, with 52% dissatisfied in this respect. Value for money perceptions will be examined in detail later in this chapter. It is also notable that those who feel that they are either very or fairly well informed about the Council's services and benefits are significantly more likely to be satisfied with the way Derby City Council run things than those who do not feel well informed (66% cf. 47%).

4.1.1 Reasons for current view of Derby City Council

Whilst 59% of residents are currently satisfied with the way Derby City Council run things, there clearly remains scope to raise this proportion further. To understand how this might best be achieved, those expressing dissatisfaction with the Council were asked to indicate in their own words why this is. The responses given were grouped into themes after the completion of fieldwork so that responses could be quantified.

More than a quarter (27%) of dissatisfied residents mentioned issues to do with the quality of rubbish and recycling collections. A further 19% mentioned street cleaning issues and 12% mentioned budget cuts in general and their impact on services. Poor road and pavement maintenance were mentioned by 8% of dissatisfied residents as were poor choices of investment and waste of resources, despite the wider consultation the Council has undertaken regarding responding to budget challenges. The full range of responses from dissatisfied residents are shown by the figure overleaf.

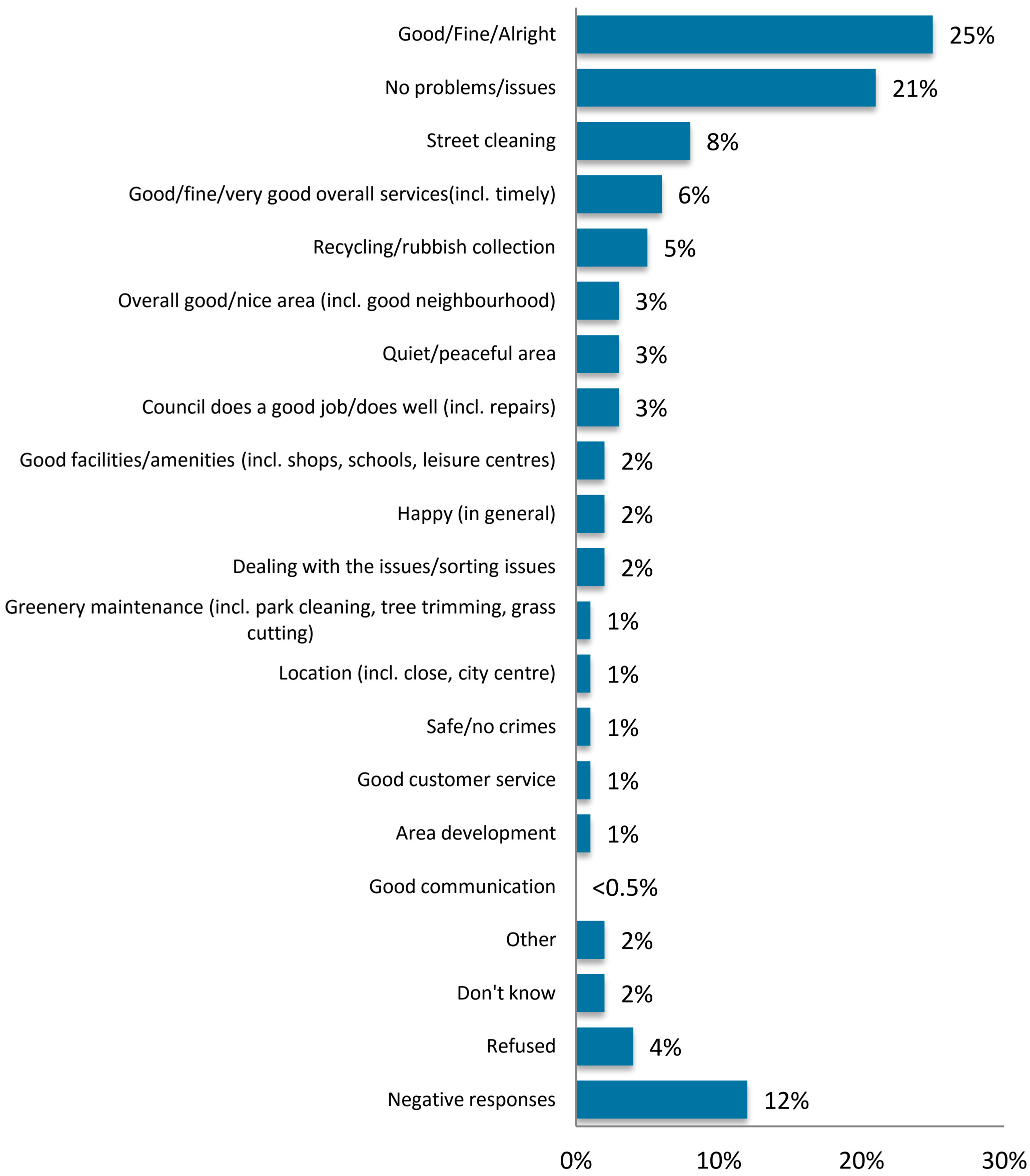
Figure 7: Reasons given for being dissatisfied with Derby City Council (All those who are dissatisfied)



Unweighted sample base: 182

While identifying sources of dissatisfaction is important for Derby City Council in order to shape both service delivery and public communications, it is also important to understand the perceived strengths of the authority. When satisfied residents were probed on this the most common responses were general/generic, i.e. good / fine (25%) and that no problems or issues have been encountered (21%). The specific issues more commonly mentioned are street cleaning (8%) and recycling/rubbish collection (5%), i.e. the issues that also most commonly provoke Council dissatisfaction.

Figure 8: Reasons given for being satisfied with Derby City Council (All those who are satisfied)



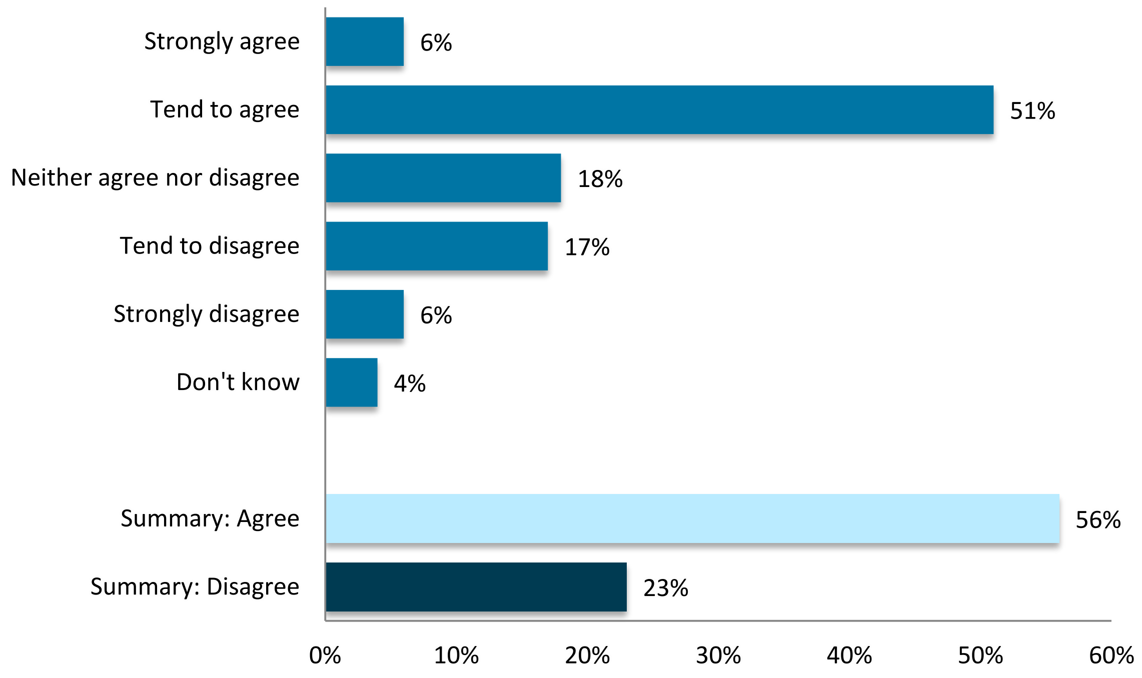
Unweighted sample base: 585

Despite being satisfied overall, at this question 12% of respondents still gave comments that were negative in tone.

4.2 Value for money

Residents were also asked to comment on the value for money Derby City Council provides. In response, 56% of Derby residents agree that their Council provides good value for money, whilst 23% disagree. This means that value for money perceptions are marginally below the overall Council satisfaction measure reported above. Just under one in five residents (18%) gave a neutral response on this question suggesting that they do not feel sufficiently able to judge the value for money Derby City Council provides.

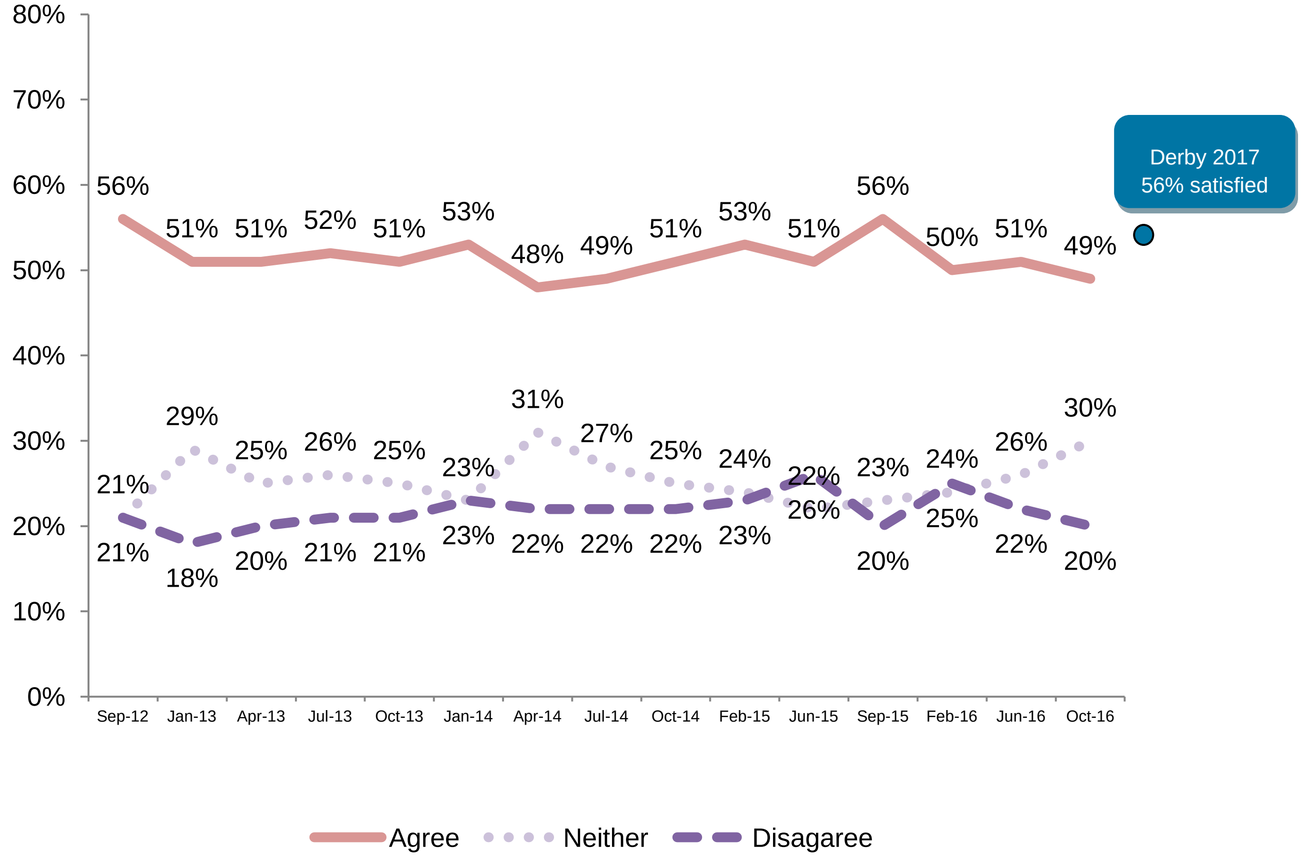
Figure 9: To what extent do you agree or disagree that Derby City Council provides good value for money? (All responses)



Unweighted sample base: 1001

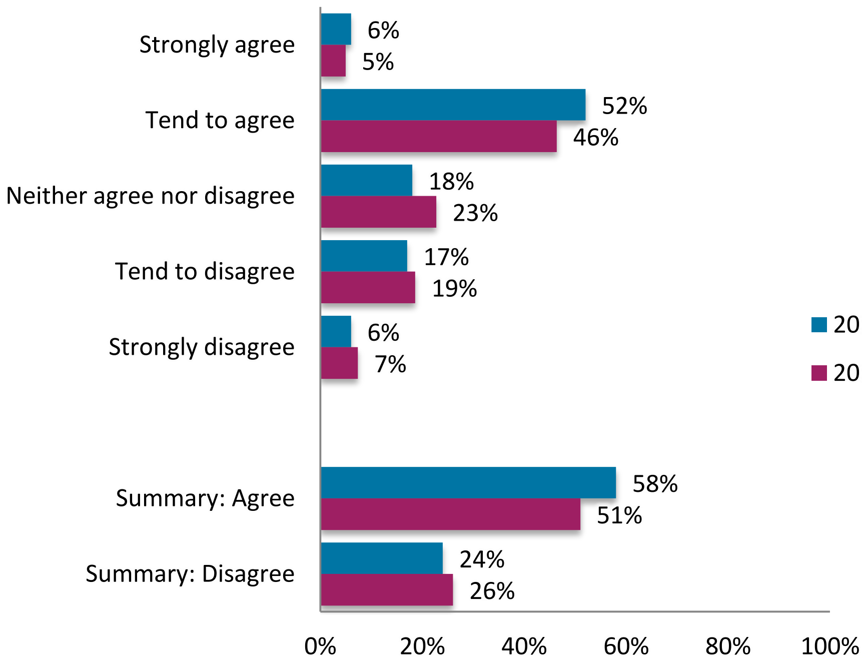
Agreement that Derby City Council provides value for money is 7-percentage points above the latest national benchmark for value for money despite the lower than average overall Council satisfaction described above.

Figure 10: National trends in perceptions of Councils providing value for money– LGA Polling



Perceptions of the Council delivering value for money also compare favourably against the 2013 findings, with agreement up significantly over this period (+7% points). The 2017 findings below have, again, been recalculated to exclude don't know responses and bring the answer scale in line with the 2013 survey.

Figure 11: To what extent do you agree or disagree that Derby City Council provides good value for money? (All responses excluding don't know)



Unweighted sample bases: 2013: 951, 2017: 967

Analysis by ages shows that 18-24 year olds are significantly more likely to say that they don't know (14%) if their Council provides value for money. Despite this, this age group are also most likely to agree (66%) that value for money is provided. While agreement is most common in all age groups, residents aged 45-64 (31%) and 65+ (26%) in particular, are more likely to express dissatisfaction on this indicator.

Table 4: Agreement with whether Derby City Council provides good value for money - By age (All responses)

	18 to 24	25 to 44	45 to 64	65+
Agree	**66%**	57%	51%	55%
Neither agree nor disagree	15%	20%	17%	16%
Disagree	6%	**19%**	**31%**	**26%**
Don't know	**14%**	3%	1%	3%
Unweighted sample base	104	410	292	185

In findings that are likely to be interlinked with age, significantly higher levels of dissatisfaction can be found in the Suburban Stability (31%) and Senior Security (35%) MOSAIC groups. The descriptions of these groups refer to 'mature' and 'elderly' residents respectively.

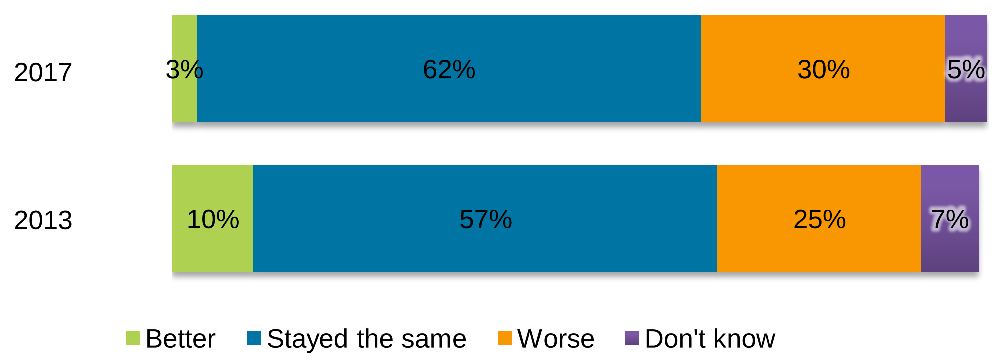
In line with the results relating to satisfaction with the way the Council runs things, informed residents have more positive views on Council value for money than the uniformed. Seven in ten (69%) of those who feel informed about the Council's services and benefits agree that the Council provides value for money, compare to 38% among those who do not feel so well informed.

4.3 Perceived direction of travel

In order to put the views of Derby City Council in 2017 into context, residents were asked to consider the direction of travel for Council services over the last two years. As shown by the figure below, the most common response was that over the last two years the way the Council runs things has stayed the same (62%). Only 3% suggest that Council services have improved over this period, with ten times as many feeling that they have got worse (30%). Subtracting those with a positive view from those with a negative one produces a negative net balance of -27-percentage points. A further 6% answered don't know to this question.

Compared against the 2013 findings, perceptions of the direction of travel for Council services have deteriorated, as the figure below indicates.

Figure 12: Thinking about the way in which Derby City Council runs things in Derby, do you think this has got better or worse over the last two years or has it stayed the same? (All responses)



Unweighted sample bases: 2013: 1022, 2017: 1001

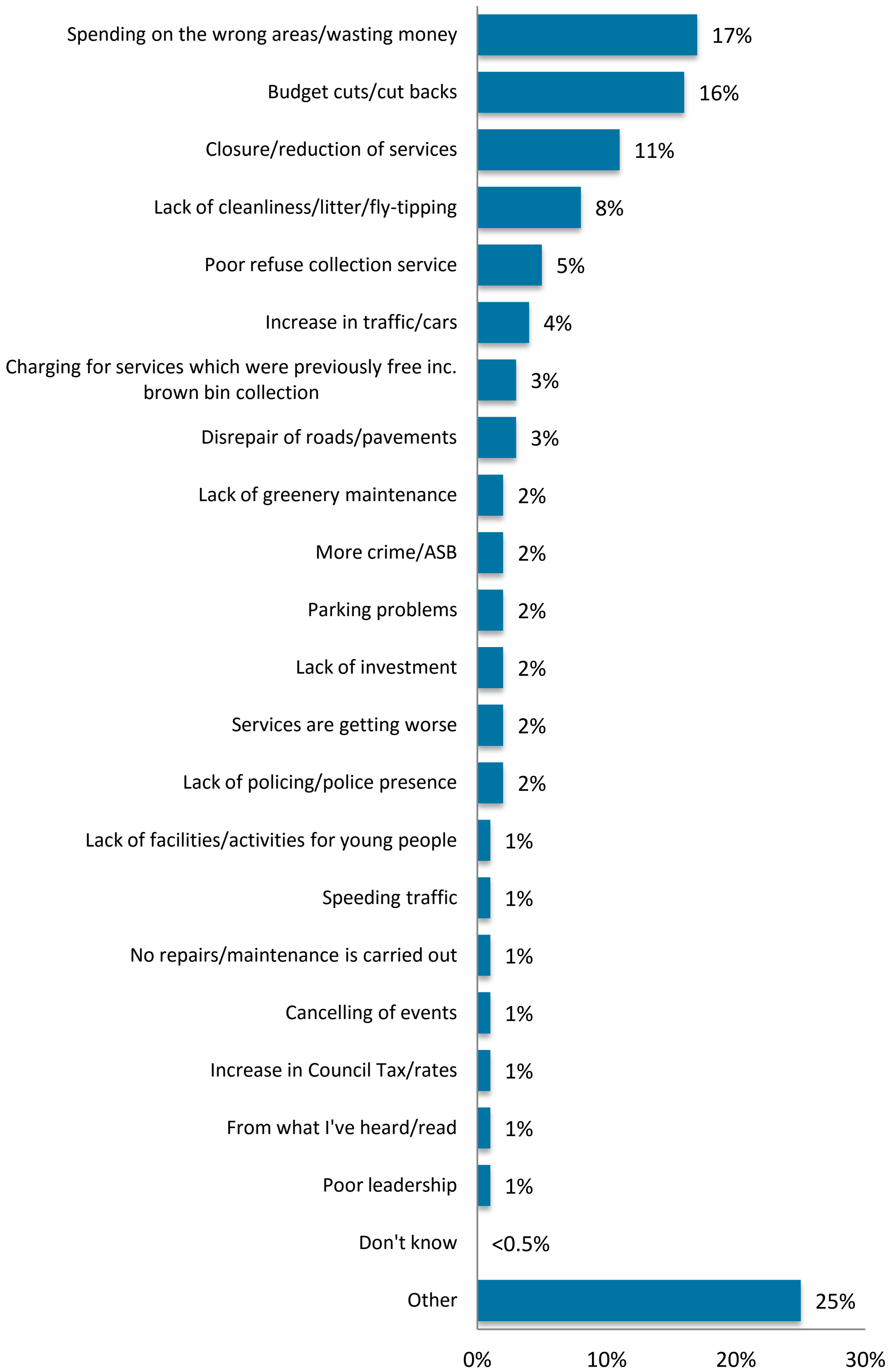
Resident groups who more commonly suggest that the way Derby City Council runs things has got worse in the last two years include:

- Those aged 45-64 (38%) and 65+ (36%);
- Owner occupiers (33%) relative to social renters (27%) and private renters (21%);
- The Senior Security (42%), Suburban Stability (37%) and Vintage Value MOSAIC groups (35%); and,
- Those who do not feel well informed about Council services and benefits (44%).

Notably, among those who are dissatisfied overall with the way Derby City Council run things, 66% suggest that over the last two years the Council has got worse and 31% feel it has stayed the same. Among those who are satisfied overall with Derby City Council this balance of opinion is reversed, with 71% believing that delivery has stayed the same and 18% suggesting that it has got worse.

The key reasons for residents feeling that the way Derby City Council runs things has got worse are shown by the figure overleaf. The impact of budget related decision making is clearly evident in these responses, with 17% suggesting money is either being wasted or spent in the wrong areas, and a further 16% citing budget cuts or cutbacks. A further 11% mentioned closure or reduction of services, and smaller proportions mention charges for services at the point of use that were previously free (3%) and a lack of investment (2%). On this basis, the impacts of budget pressures are being recognised by some residents, although in viewing these responses it should be recalled that a majority of 62% continue to consider the Council's delivery as unchanged.

Figure 13: Reasons given for Derby City Council having got worse over the past two years (All holding this view)



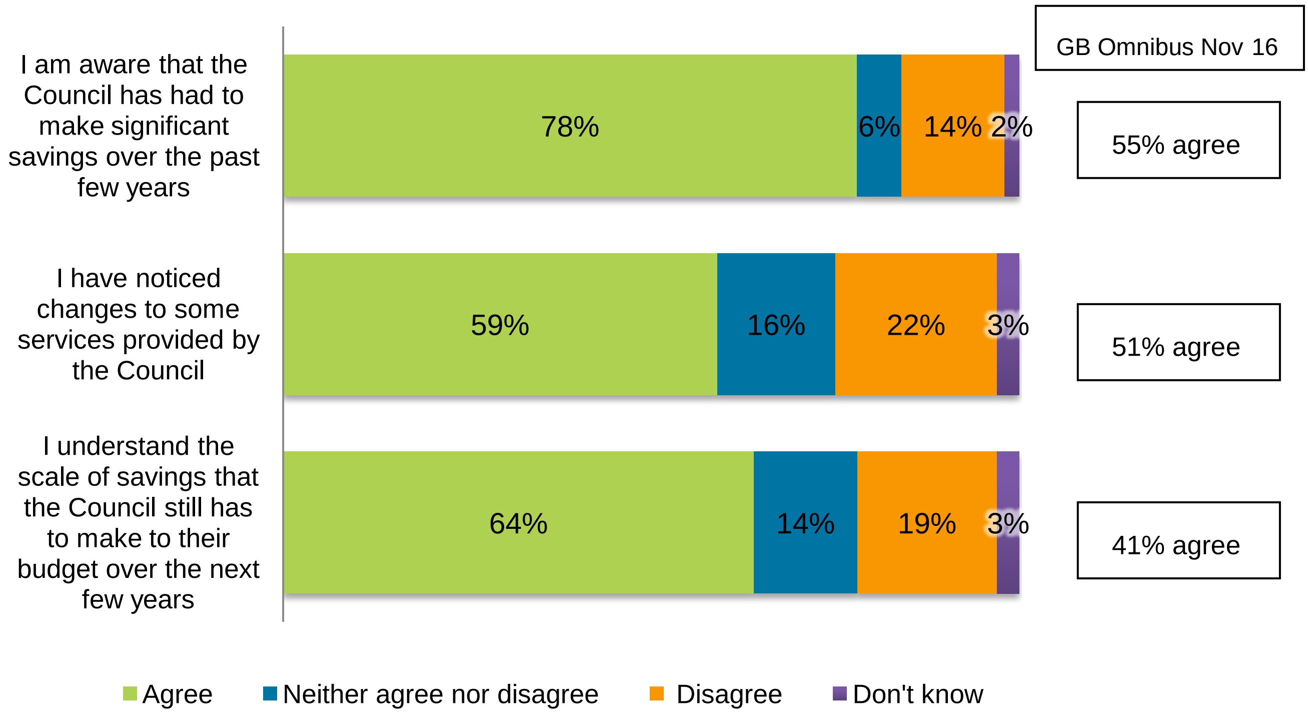
Unweighted sample base: 298

Clearly the impact of ongoing austerity is a key factor in Council decision making and service delivery choices. Although the period of local government austerity commenced in 2010 the efficiency savings that Councils were initially able to make generally meant that the impact of budget reductions were not immediately visible to the public. However, with finances in local government becoming ever more acute, a set of questions were included in this survey of Derby residents to ascertain the current levels of understanding the public have of budget pressures. This question set was used on BMG's monthly online omnibus poll of 1,500 GB residents in November 2016, allowing the views of Derby residents to be placed against those nationally (albeit recognising the different survey approaches used).

Recognition that Derby City Council has had to make significant savings over the past few years is high. The 78% of residents who recognise this fact is 23-percentage points above the GB benchmark provided by our omnibus data (55%).

Alongside this recognition, 59% of Derby residents state that they have noticed changes to services provided by the Council, compared to the GB average of 51%. Going forward, approaching two thirds of Derby residents (64%) say that they understand the scale of the savings that the Council still has to make to their budget over the next few years. Again this proportion is notably higher than the national data (41% agree). Although these figures do illustrate that some residents remain disengaged with the Council's narrative around its budget (19% disagree they understand the scale of savings still required), a majority of residents do appear to be judging Council performance through a basic understanding that the Council is needing to deliver services with reduced resources.

Figure 14: Awareness around Council budget issues (All responses)

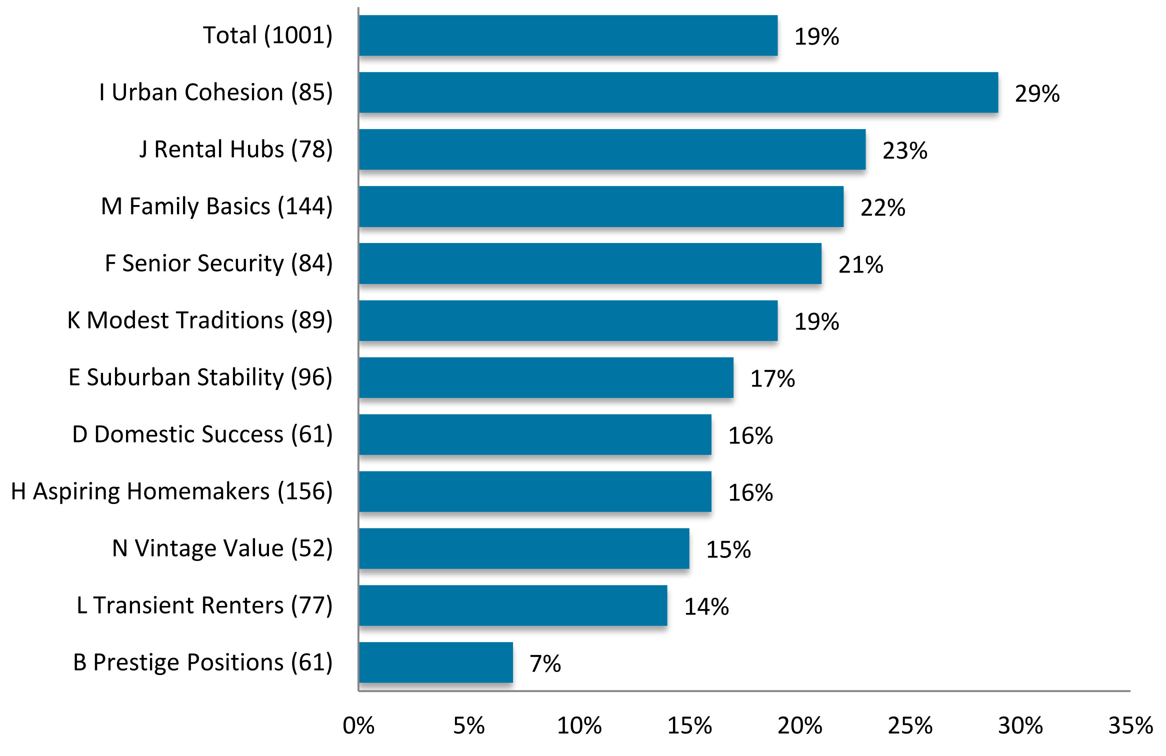


Unweighted sample management: 1001

This insight into awareness and understanding of the Council's budget pressures can be used as a means by which to analyse more general perceptions of the Council. Interestingly, those who state that they understand the scale of the savings required over the next few years are just as likely to be satisfied with the way the Council runs things (59%) than those who lack this awareness (61%). However, there is a clear difference in opinion between these two resident groups in terms of whether the Council delivers value for money. Among those who understand the scale of savings required 61% agree that the Council provides value for money, significantly higher than the 39% seen among those who disagree they understand the level of savings required.

In order inform any future communications around budget issues the figure below shows the proportion of each MOSAIC group who disagree that they understand the required scale of future cuts. These proportions are significantly higher than the survey average among the Urban Cohesion, Rental Hubs, Family Basics, Senior Security and Modest Traditions groups.

Figure 15: The proportion of each MOSAIC who disagree that they understand the scale of the savings the Council still has to make over the next few years (All responses)

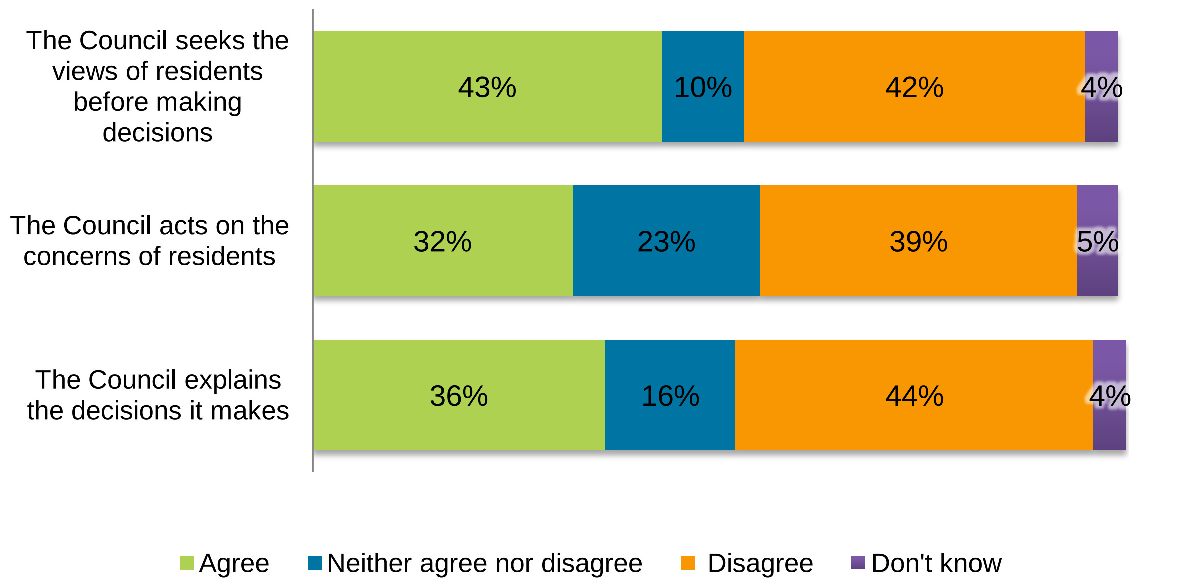


Unweighted sample bases in parentheses

Given that financial pressures necessitate difficult decisions, a bank of statements was also included in the survey to examine perceptions of how the Council navigates these decisions. The views on how Derby Council approaches and make decisions appear to be polarised. Equal proportions agree (43%) and disagree (42%) that the Council seeks the views of residents before making decisions. Residents within the 45 to 64 (48%) and 65+ (43%) age groups are significantly more likely to disagree that the Council seeks their views before making decisions.

On the issue of whether the Council acts on the concerns of residents, more residents disagree (39%) than agree (32%) that this is the case. An even stronger negative balance of opinion is found in relation to whether the Council explains the decisions it makes. The 44% who disagree that this is the case is 8-percentage points higher than the proportion who agree. This perceived lack of information on decision making should be recognised as the Council continues to make the choices that will impact upon the public.

Figure 16: The budget savings Derby City Council has had to make means that it will be faced with tough decisions in the future. In this context do you agree or disagree that...? (All responses)



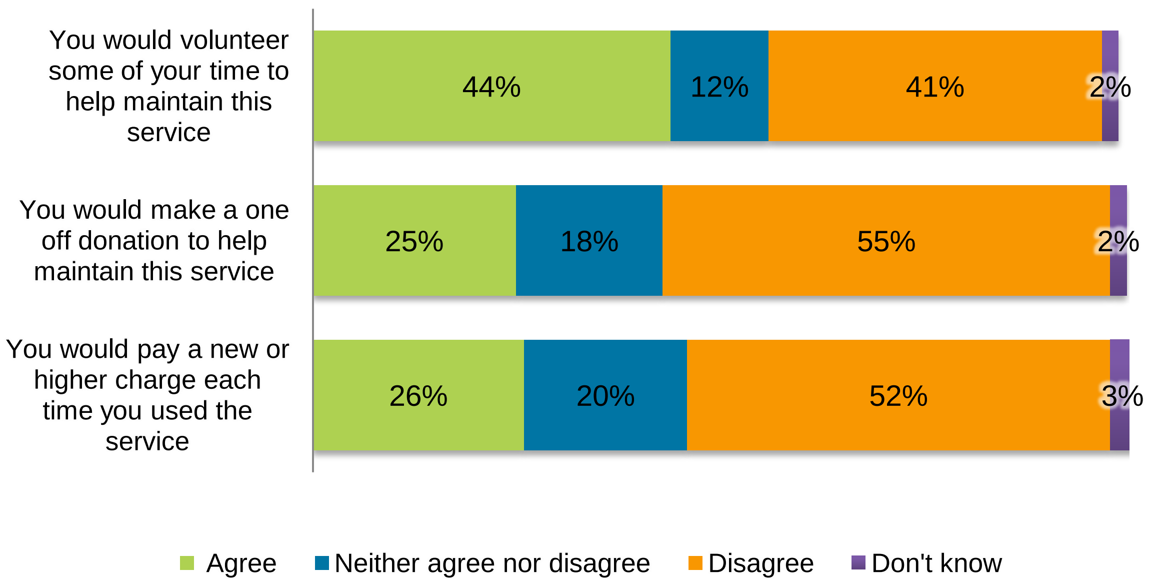
Unweighted sample base: 1001

Particular groups that more commonly disagree that the Council explains decisions include those aged 45 to 64 (49%), those aged 65+ (47%), owner occupiers (45%) and the Senior Security MOSAIC group (54%). These findings are likely to be inter-linked.

The design of this survey deliberately did not touch on the specifics of budget numbers, nor the services that have been affected previously or might be in the future. However, a question was asked in which residents were asked for their potential response if a service they cared about was at risk of being cut. In this scenario, residents suggest that they are most likely to volunteer their time in order to help maintain the service. The 44% who agree that they might take this approach is marginally above the 41% who disagree. While this proportion may suggest some potential for co-delivery, it must be recognised that this question was asked in the most general of terms without any reference to the practicalities of what such voluntary activity would entail.

In response to a service that residents care about being cut one quarter agree that they would make a one off donation to help maintain it (25%) or that they would pay a higher charge at the point of service use (26%). However, as is shown by the figure below, twice as many residents oppose offering financial support for a service in these ways. These results clearly illustrate that the scope Council has for finding models of service delivery that are uncontroversial remains limited.

Figure 17: If a service you cared about in your local area was at risk of being cut, how strongly do you agree or disagree that...? (All responses)



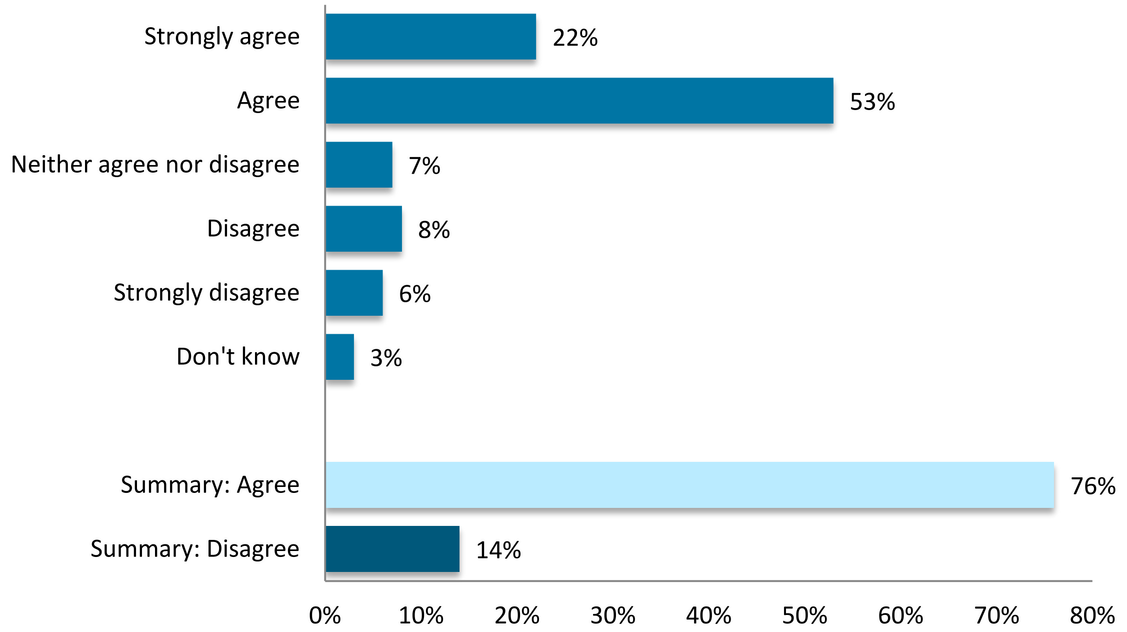
Unweighted sample base: 1001

Probing these responses further shows that those who indicate that they understand the scale of the savings that the Council still has to make to their budget over the next few years are significantly more likely than those who are not to volunteer for a service they care about (48% cf. 34%), to make a one off donation (30% cf. 12%) and to pay more at the point of service use (31% cf. 13%).

Probing the potential for volunteers to assist with service delivery it is notable that this approach is more commonly mentioned by those aged 25-44 (49%) and 45-64 (also 49%) and those in the Domestic Success MOSAIC group (60%). The latter are summarised as thriving families who are busy bringing up children and following careers.

In the final question on this subject, all residents were informed that more Councils are ensuring that services are delivered by commissioning them with other organisations or through working in partnership with others. In this context residents were asked to respond to the statement 'I do not care if it is the Council or another organisation that carries out local services, as long as they are of a good standard.' As shown by the figure below, three quarters (76%) of Derby residents agree with this statement, including 22% who strongly agree. On this basis, in principle at least, there is public support for Derby City Council exploring different models of delivery, whether this is sub-contracting or co-delivery.

Figure 18: Thinking about commissioning or sharing services, to what extent do you agree or disagree with the following statement? : I do not care if it is the Council or another organisation that carries out local services, as long as they are of a good standard (All responses)



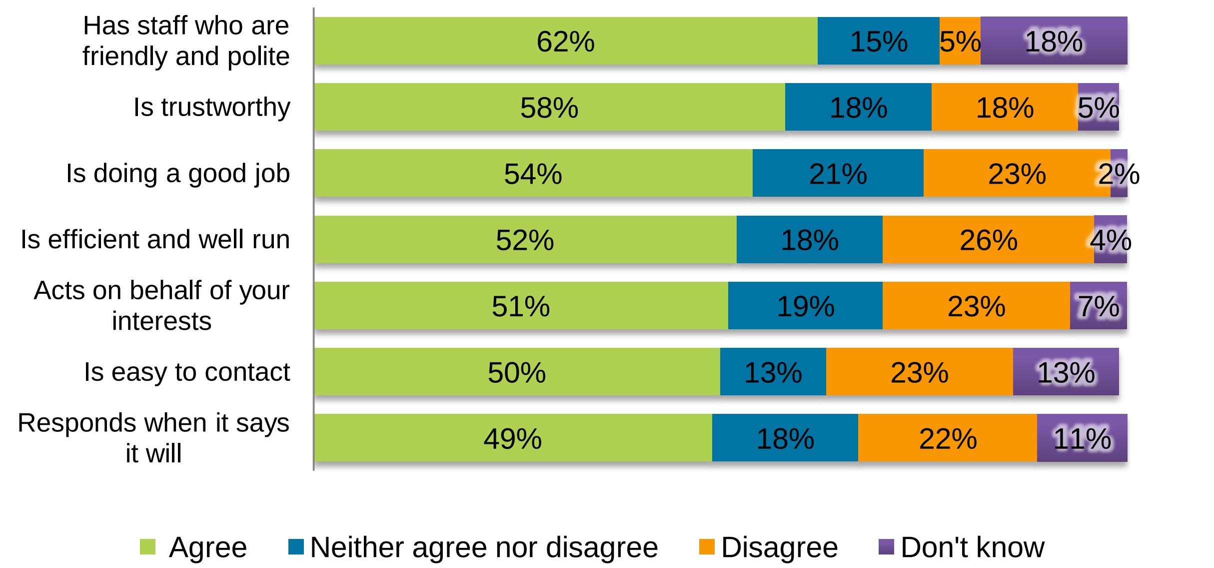
Unweighted sample base: 1001

5 Perception of the Council and its services

5.1 Wider perceptions of Derby City Council

When presented with a list of seven statements that could be used to describe Derby City Council, more residents agree than disagree that these statements are applicable. Residents most commonly agree that Derby City Council has staff who are friendly and polite (62%), that it is trustworthy (58%) and that it is doing a good job (54%). As shown by the figure below, for most of these statements around one in five or one in six residents give the neutral response of 'neither agree nor disagree' hinting at some uncertainty around these more specific aspects of the Council's performance and delivery. The proportion answering don't know is also influential around the conduct of staff and the handling of contact.

Figure 19: How much do you agree or disagree that Derby City Council...? (All Responses)



Unweighted sample base: 1001

The figure below compares changes in wider perceptions of the Council compared to the 2013 findings (apart from "Acts on behalf of your interests", which was not covered previously). For example, the proportion agreeing that the Council has staff who are friendly and polite has fallen by 5% points compared to 2013 whilst the proportion disagreeing that this is the case has increased by 1% point. The balance of opinion on all measures is more negative compared to 2013.

Figure 20: Change in perceptions compared to 2013 (All responses)

Table 5 below breaks the responses at this question down between those who have contacted Derby City Council during the last 12 months and those who have not. Among those who have made contact with Derby City Council in this period, the proportion who agree that Council staff are friendly and polite rises to 70%. However, those residents with recent contact experience are significantly more likely to disagree that their Council is easy to contact and that it responds when it says it will. However, alongside this, it should be noted that on both these measures agreement is consistent between those who have contacted Derby City Council and those who have not.

Table 5: Perceptions of Derby City Council by recent Council contact experience (All valid responses)

	Contacted Council in last 12 months	No Council contact
Is doing a good job		
Agree	46%	**58%**
Disagree	**32%**	18%
Is easy to contact		
Agree	52%	49%
Disagree	**37%**	17%
Responds when it says it will		
Agree	46%	50%
Disagree	**34%**	16%
Has staff who are friendly and polite		
Agree	**70%**	58%
Disagree	7%	4%
Is efficient and well run		
Agree	44%	**55%**
Disagree	**35%**	22%
Is trustworthy		
Agree	56%	60%
Disagree	21%	16%
Acts on behalf of your interests		
Agree	45%	**53%**
Disagree	**30%**	20%

5.2 Views on specific areas of Council delivery

A question was also included in the survey to assess satisfaction with some of the universal services Derby City Council provides. As shown overleaf, a majority express satisfaction with street cleaning (67%), footpath maintenance (62%), grass verge maintenance (61%) and road and bridge maintenance (54%). Street cleaning perceptions can be benchmarked against LGA polling. The October 2016 benchmark for street cleaning is 71%, so perceptions of Derby residents are only 4-percentage points below this level.

For the services where only a minority express satisfaction this is in part due to the number of don't know responses given. In relation to cycleway maintenance 27% of residents answered don't know rather than giving a response on the five-point satisfaction scale. This is uncertainty is also evident in relation to Derby Live performance events or festivals and Council sport and leisure facilities.

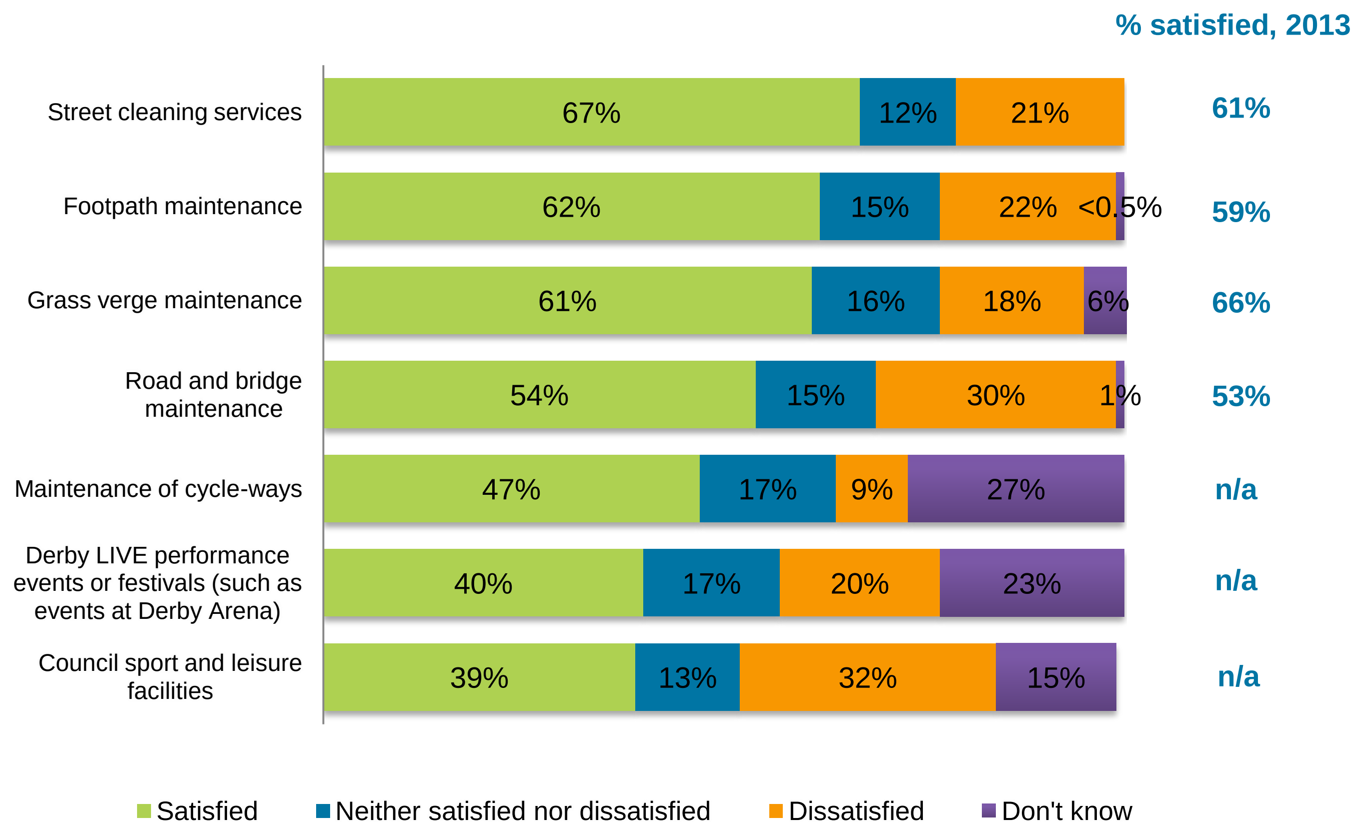
If these don't know responses are removed from the sample bases and the proportions are recalculated accordingly, this shows that:

- 65% of those giving a view are satisfied with the maintenance of cycleways;
- 52% of those giving a view are satisfied with Derby Live performance events;
- 46% of those giving a view are satisfied with Council sport and leisure facilities.

These findings can also be compared against the results of previous research. The 2013 figures below are calculated to exclude those coding the 'Not used' option available on that survey; for the services where a 2013 benchmark is provided the proportion giving this response was no more than 3%. For the other three services, the proportion responding 'Not used' was either too high to enable a direct comparison or the service was not included in the 2013 survey.

Compared to 2013, satisfaction with street cleaning services has improved significantly (+ 6% points), whilst satisfaction with grass verge maintenance has fallen significantly (- 5% points). Perceptions of footpath maintenance and road / bridge maintenance are similar to those recorded in 2013. Trends in dissatisfaction with these services are similar to those seen for satisfaction.

Figure 21: Thinking about the services that Derby City Council provides, how satisfied or dissatisfied are you with...? (All responses)

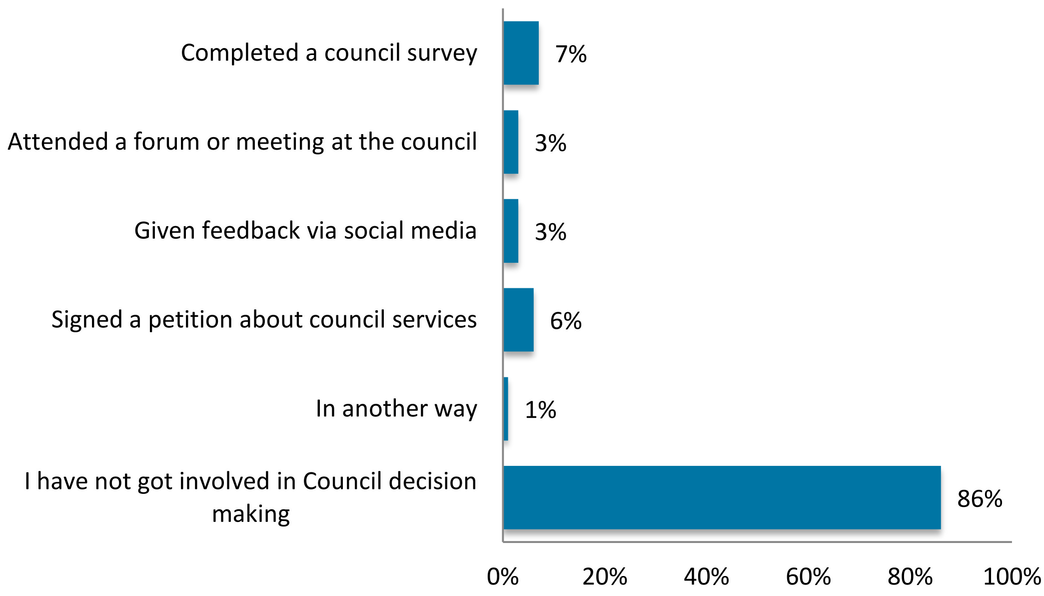


Unweighted sample base: 1001

6 Resident Involvement in Council Decision Making

All residents completing this survey were presented with a list of four possible ways they might have got involved in Council decision making in the last 12 months. All were asked which of these they had got involved with, whether they had taken part in Council decision making in another way, or if they had had no such involvement. As shown by the figure below more than four in five residents (86%) indicate that they have not got involved in Council decision making during the last 12 months. Among those that had, the most common form of engagement was completing a Council survey (7%) followed by signing a petition about Council services (6%). Please note that more than one answer was possible at this question.

Figure 22: In the last 12 months have you got involved with Council decision making in any of these ways? (All responses)

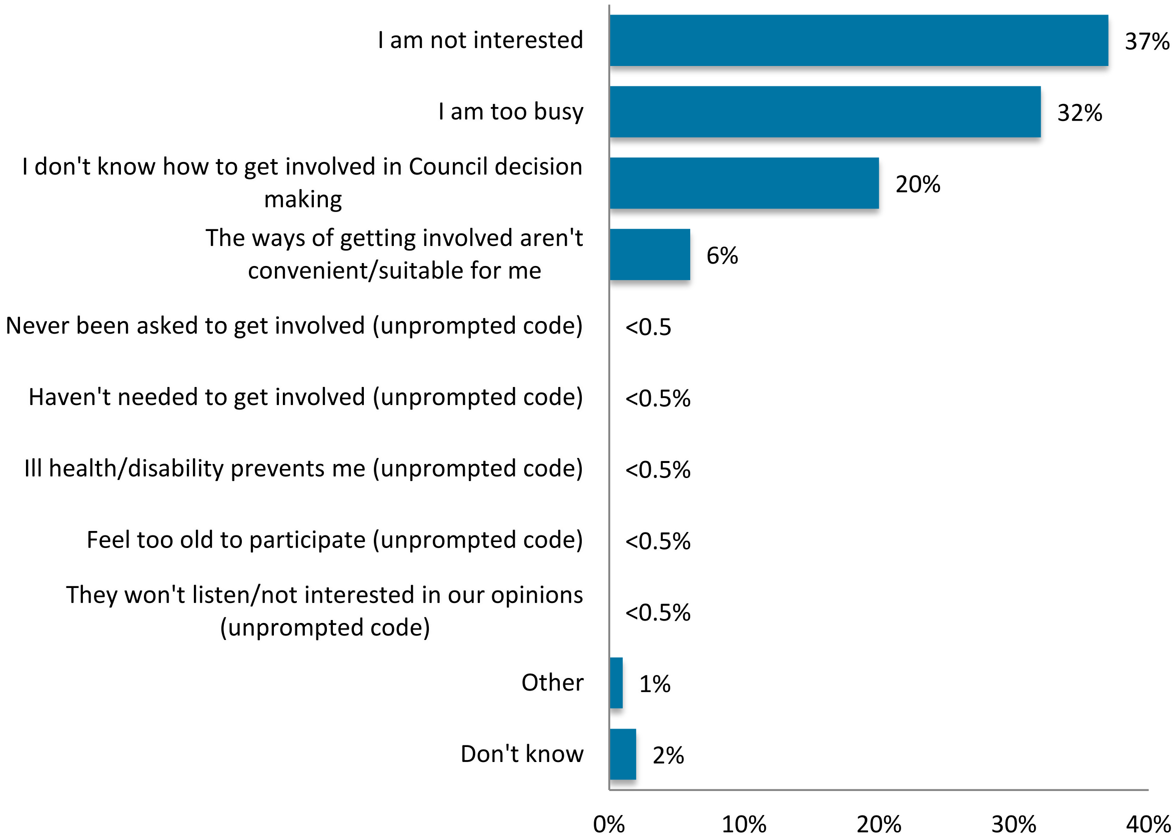


Unweighted sample base: 1001

Residents aged 45-64 are those who have most commonly got involved in Council decision making in the last 12 months (21% of this age group have and 79% have not). The level of involvement among this age group is significantly higher than in all other age groups. No significant variations are evident by MOSAIC group.

Probing this issue further shows that the most common reasons for not participating in Council decision making are disinterest (37%) and residents being too busy (32%). A further one in five (20%) of those who have not got involved in Council decision making suggest that they do not know how to get involved. This proportion is highest among 18-24 year old non-participants (30%), so some awareness raising among this age group in particular may be beneficial.

Figure 23: Which of these reasons best describes why you have not got involved in Council decision making? (All who have not got involved)

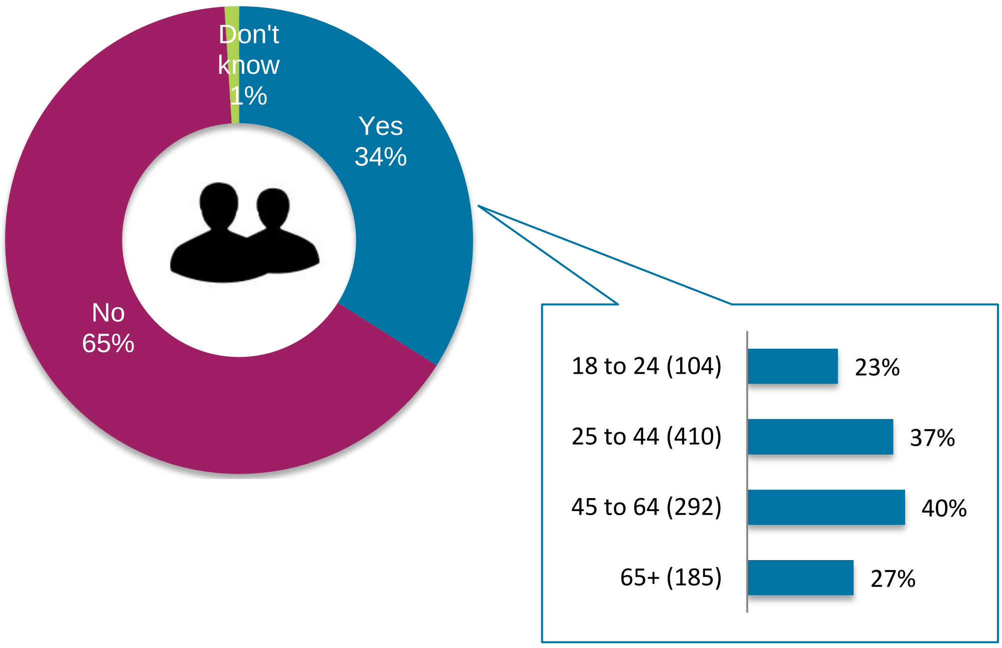


Unweighted sample base: 866

7 Contact with the Council

A third (34%) of residents have contacted Derby City Council directly in the last 12 months. The size of this proportion serves to emphasize the importance of the Council providing high quality customer service when contacted. Residents aged 18-24 (23%) and those aged 65 and over (27%) least commonly contacted the Council in this period. Residents aged 45 to 64 most commonly made contact (40%).

Figure 24: Have you contacted Derby City Council in the last 12 months? (All responses)



Unweighted sample base: 1,001

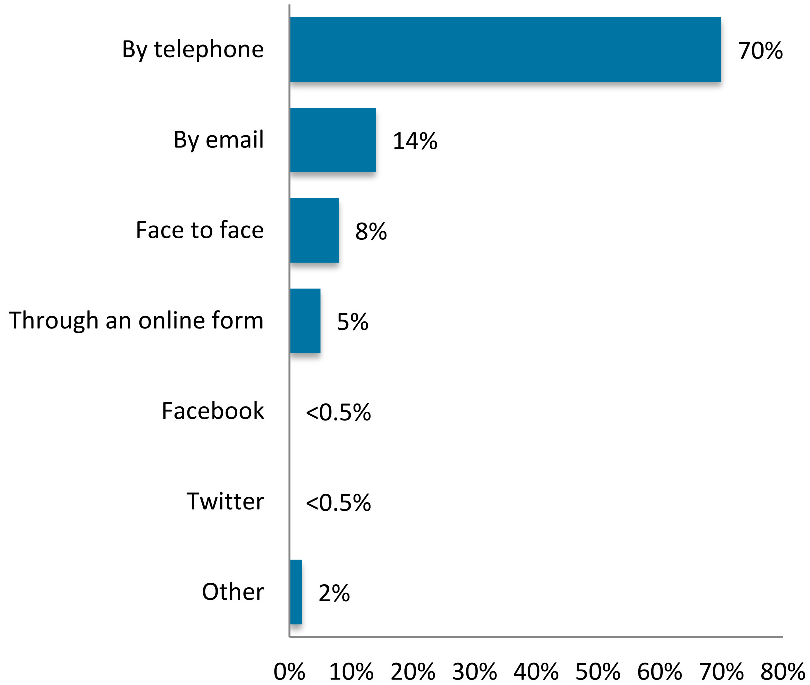
Looking at the same data by MOSAIC group shows that the following groups have most commonly contacted the Council during the last 12 months:

- Vintage Value (51%);
- Family Basics (42%);
- Domestic Success (43%).

Given that these groups encompass the elderly, families with limited resources and households with children, the higher contact levels evident would, in simple terms, appear to tally with more prevalent service use and need.

The majority of those contacting the Council did so by telephone (70%) suggesting that the phone is the key channel for customer service. Email was the next most common form of contact (14%) and electronic contact was also made by 5% using an online form. The full range of channels used is shown by the figure below.

Figure 25: When you last needed to contact the Council, how did you do this initially? (All contacting the Council in the last 12 months)



Unweighted sample base: 341

Beneath these headline variations it is important to recognise the variations evident by age. While telephone contact with the Council is most common among all age groups, beneath this there are notable differences in the contact choices used by the young and old. Among those aged 18-24 the proportion making contact by email rises to 23%, while among those aged 65 and over 18% last made contact with Derby City Council face to face compared to the survey average of 8%.

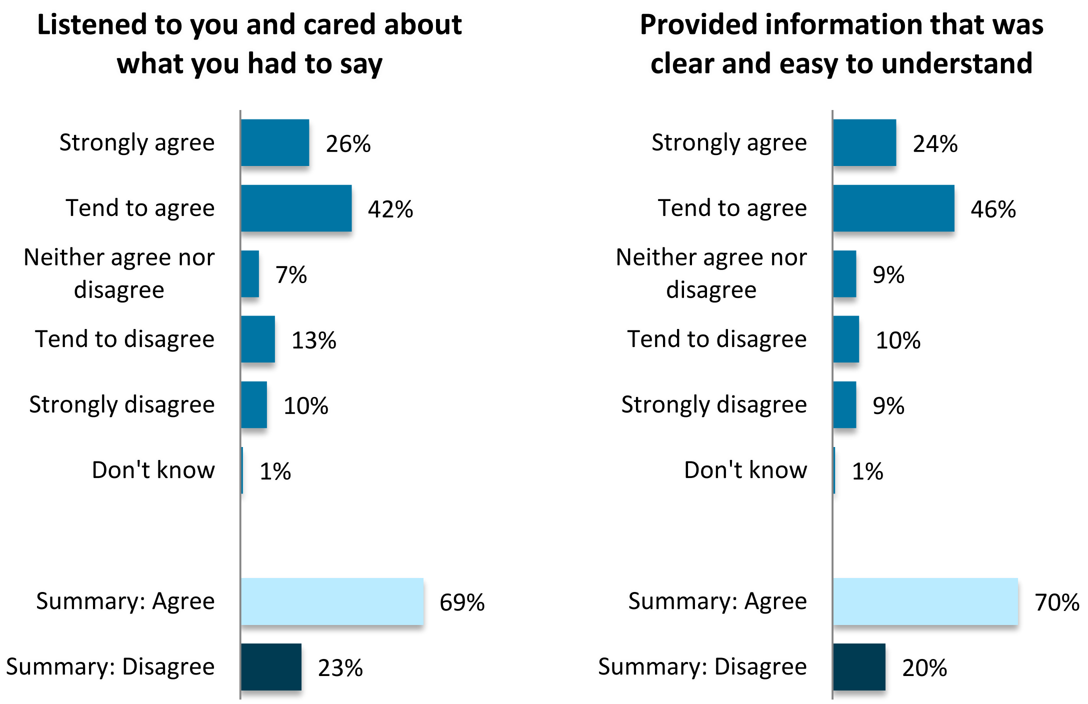
Table 6: Chosen contact channel by age (All contacting the Council in the last 12 months)

Contact Channel	Total	18 to 24	25 to 44	45 to 64	65+
By telephone	70%	65%	**76%**	68%	58%
By email	14%	23%	10%	18%	14%
Face to face	8%	11%	5%	8%	**18%**
Through an online form	5%	0%	7%	5%	2%
Facebook	*%	0%	1%	0%	0%
Twitter	*%	0%	1%	0%	0%
Other	2%	0%	1%	1%	**8%**
Unweighted Bases	**341**	**26**	**149**	**116**	**50**

Encouragingly, when asked to provide feedback on the staff they dealt with when they last made contact with Derby City Council a majority of around seven in ten gave positive responses. As shown below, 69% suggested that the staff that they dealt with listened to them and cared about what they said. Similarly, 70% suggested that they were provided with information that was clear and easy to understand.

The proportion that gave neutral responses in relation to these aspects of customer service is below one in ten, meaning that at least one in five residents who made contact with the Council expressed dissatisfaction with the staff they dealt with. Interpreting such a finding is difficult without accompanying detail on the specifics of the issue individuals made contact about and the outcome it was possible to achieve. However, there may well be scope to improve customer service levels upon contact yet further.

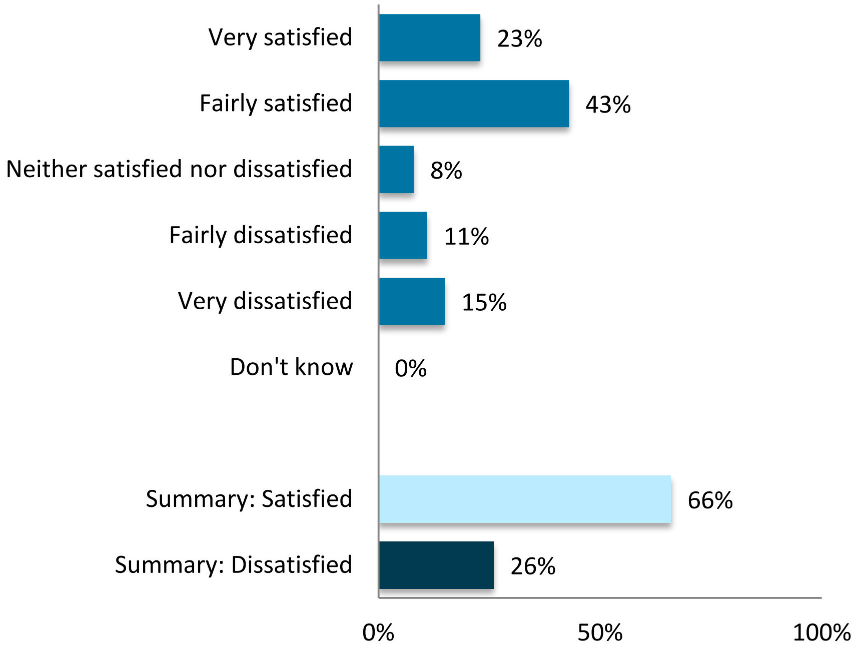
Figure 26: Views on Council staff when contacted (All contacting the Council in the last 12 months)



Unweighted sample base: 341

The overall resident satisfaction with the way that Derby City Council handled their last contact, broadly mirrors the feedback given in relation to Council staff. Two thirds (66%) were satisfied overall, including 23% who gave the most positive response possible of very satisfied. A further 8% gave a neutral response of neither satisfied nor dissatisfied, while 26% were dissatisfied to some extent.

Figure 27: How satisfied or dissatisfied were you with the way the Council handled your last query? (All contacting the Council in the last 12 months)



Unweighted sample base: 341

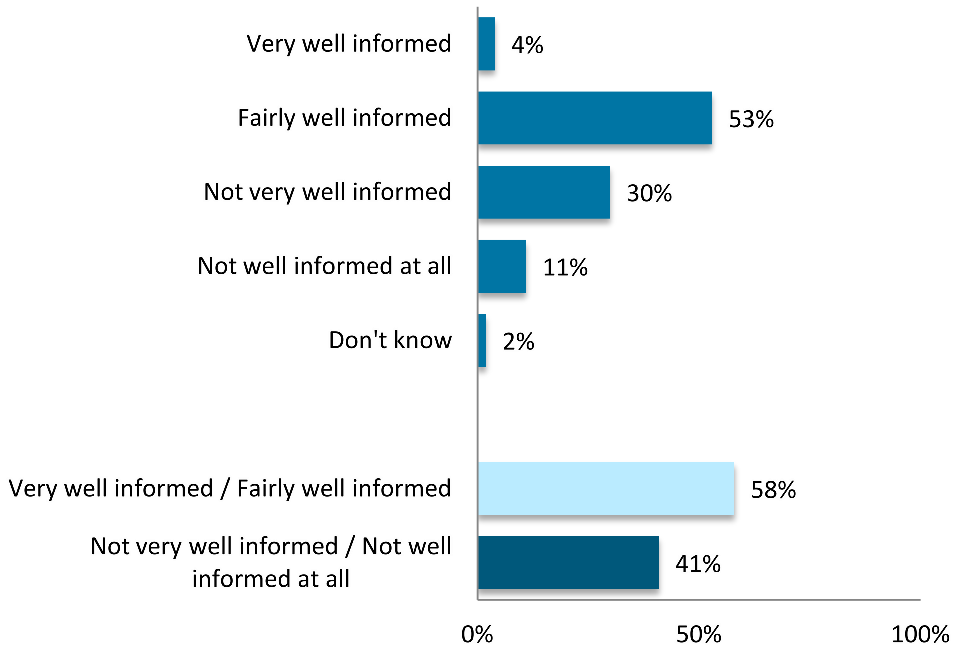
The sample bases of respondents at this question mean that detailed analysis of contact handling by contact channel is not possible.

8 Communications and information

8.1 Feeling informed

The extent of which residents receive and understand the messages that Councils provide can have a key influence on how they perceive that authority. On this basis a question about how well Councils keep residents informed is included in the standard LGA question set. Approaching six in ten Derby residents (58%) currently feel well informed about Derby City Council's services and benefits. This is comprised of 53% who feel fairly well informed and 4% who feel very well informed. A further three in ten (30%) indicate that they do not feel very well informed about Council services and benefits, while 11% do not feel well informed at all.

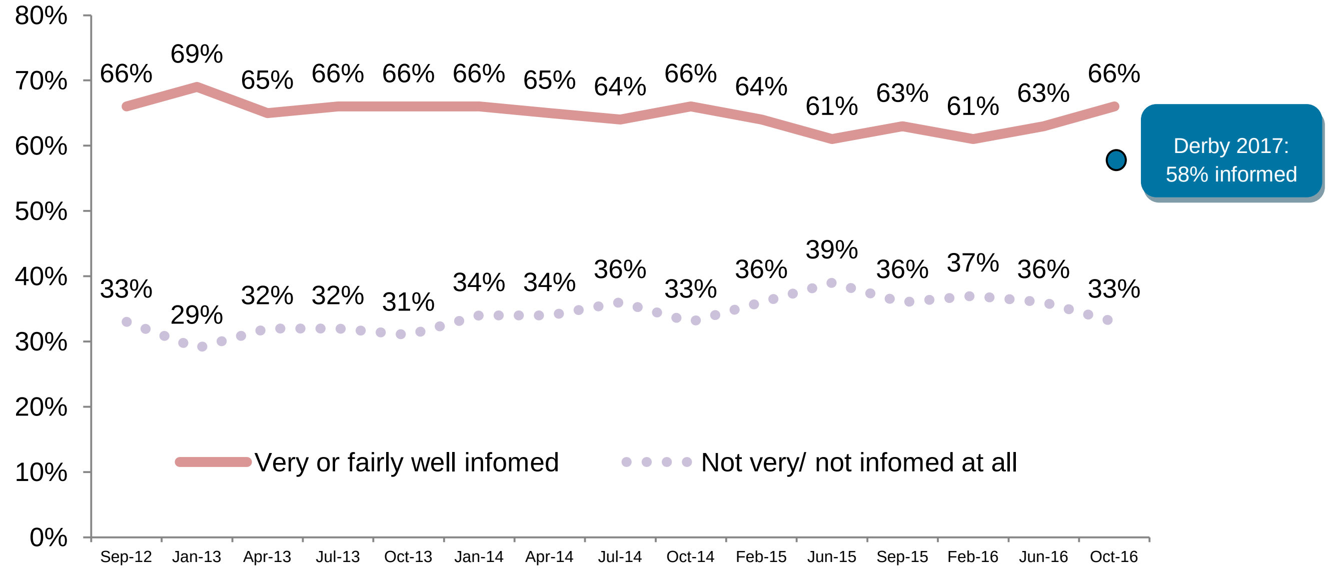
Figure 28: Overall, how well informed do you think Derby City Council keeps residents about the services and benefits it provides? (All responses)



Unweighted sample base: 1001

The proportion of residents who feel informed about Derby City Council's services and benefits is below the latest benchmark of 66% derived from LGA polling by 8-percentage points.

Figure 29: National trends in being kept informed about Council service and benefits – LGA Polling



Analysis by age shows that while the proportion who feel informed does not vary significantly, the proportion who feel uniformed is significantly higher among those aged 25-44 (41%) and 45-64 (45%). Using MOSAIC group analysis shows that Family Basics are more likely to feel well informed about the services and benefits available (65%), while Vintage Value residents are most likely to feel that they are not very well informed or not informed at all (53%).

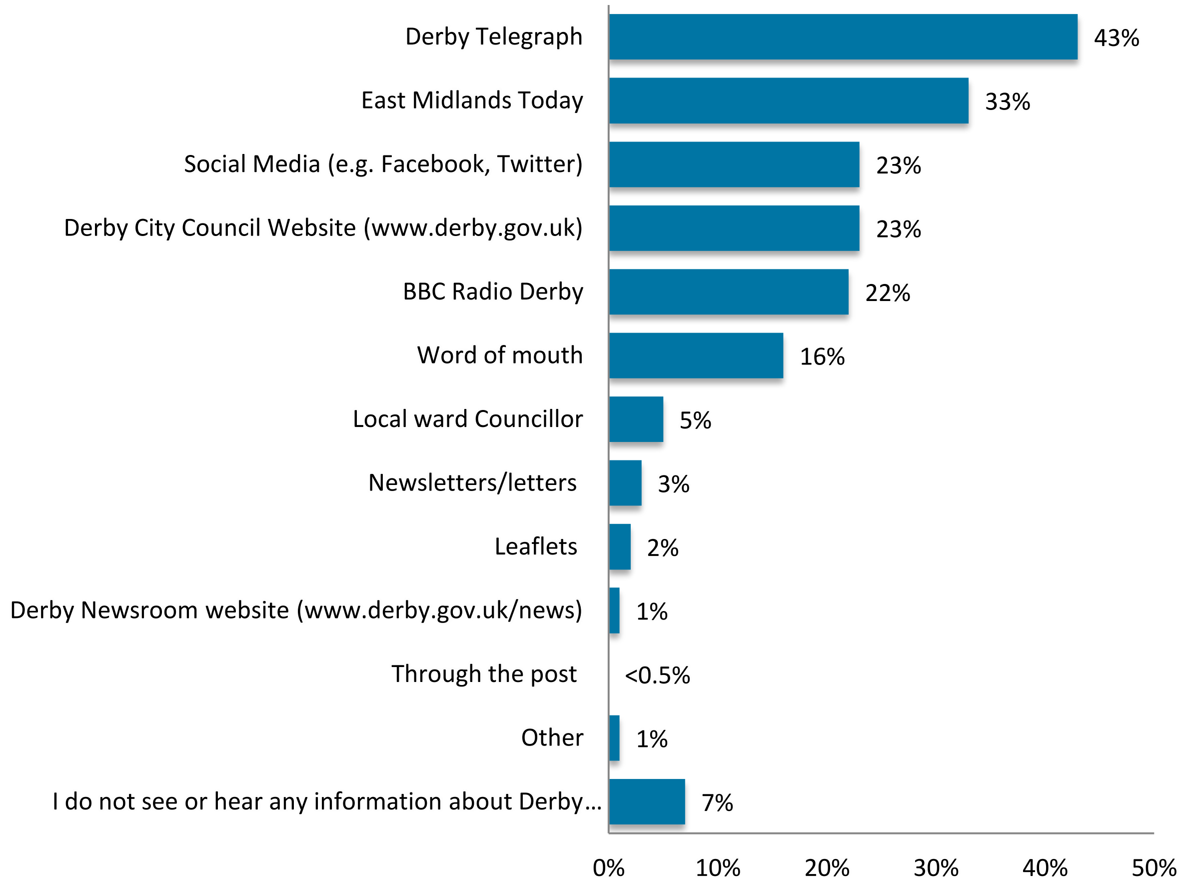
Looking at the interaction between residents feeling informed and overall satisfaction with the Council shows a positive association. Among those who feel very or fairly well informed about Council services and benefits 66% are satisfied with the way Derby City Council runs things. This is significantly higher than the 47% who are satisfied among residents who feel less well informed.

8.2 Key sources of information about the activities of Derby Council

Residents were presented with a list of local information sources and were asked which of them currently provide them with the most information about the activities of Derby City Council. More than one response was possible at this question. From this list the most commonly mentioned information source was the Derby Telegraph (43%) followed by East Midlands Today on the BBC (33%). It is common in surveys of this type for local print media to be ascribed a level of influence by residents that is somewhat disproportionate to current levels of print circulation. The current circulation of the Derby Telegraph is approximately 20,000 units, but it is also available online.

The Derby City Council website was the joint third most common response along with social media, with both being mentioned by 23% of residents. Derby Newsroom, a relatively new channel was mentioned by a further 1%. Awareness of this online information resource will be examined in more detail later in this report chapter.

Figure 30: From which of these sources do you currently receive the most information about the activities of Derby Council? (All responses)



Unweighted sample base: 1,001

Comparing the channels mentioned by those who state they feel well informed about Council services and benefits to those mentioned by those who do not feel well informed, shows no major differences. Therefore there is no immediate evidence of a particular channel cutting through to drive understanding among the former group.

Further analysis of responses to this question by age show the following notable variations:

- Those aged 65 and over are most likely to state that they receive most of their information about Derby City Council via traditional media, i.e. the Derby Telegraph (62%), East Midlands Today (42%) and Radio Derby (31%).
- The proportion of 18-24 year olds who mention the Derby Telegraph as an information source about the Council (31%) is exactly half that seen among those aged 65 and over. Social media is the most commonly mentioned source of Council information for those aged 18-24, although it cannot be ascertained the extent to which these messages originate from the Council itself.
- With the exception of those aged 65 and over the proportion of residents who state that they receive most of their information about Derby City Council via its website is consistent at around a quarter (23% to 27%).

Table 7: Sources of information about Derby City Council by age group (All responses)

	Total	18 to 24	25 to 44	45 to 64	65+
Derby Telegraph	43%	31%	35%	**<u>45%</u>**	**<u>62%</u>**
East Midlands Today	33%	24%	28%	**<u>37%</u>**	**<u>42%</u>**
Social Media (e.g. Facebook, Twitter)	23%	**<u>35%</u>**	**<u>33%</u>**	**<u>18%</u>**	6%
Derby City Council Website (www.derby.gov.uk)	23%	**<u>24%</u>**	**<u>27%</u>**	**<u>23%</u>**	10%
BBC Radio Derby	22%	11%	18%	**<u>24%</u>**	**<u>31%</u>**
Word of mouth	16%	16%	16%	17%	15%
Local ward Councillor	5%	0%	2%	**<u>9%</u>**	4%
Newsletters/letters (unprompted code)	3%	2%	3%	3%	2%
Leaflets (unprompted code)	2%	3%	2%	2%	1%
Derby Newsroom website (www.derby.gov.uk/news)	1%	0%	1%	2%	1%
Through the post (unprompted code)	*%	0%	*%	1%	0%
Other	1%	0%	2%	2%	1%
I do not see or hear any information about Derby City Council	7%	8%	8%	4%	6%
Unweighted Bases	**1001**	**104**	**410**	**292**	**185**

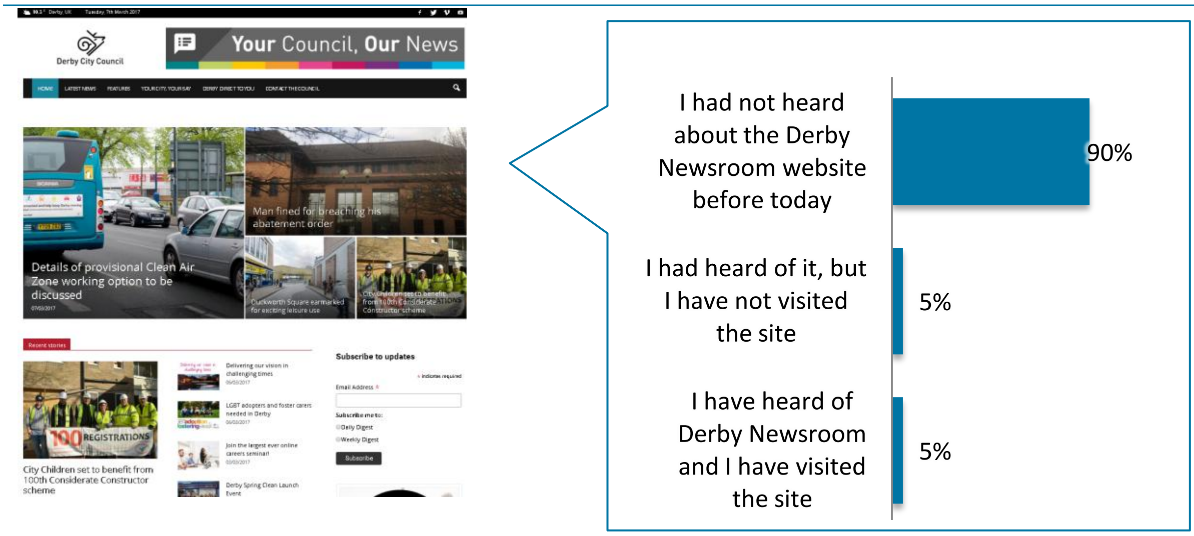
Although there are differences by age in the relative influence of media channels in relation to Derby City Council, the proportion of residents who state that they do not see or hear any information about Derby City Council is consistently low.

8.3 Derby Newsroom

The Derby Newsroom website launched in October 2016 to provide a single source of news and information about Council activities and local services. With this residents' survey commencing in January 2017, it provides an early opportunity to quantify the level of awareness this designated source of Council messages has generated thus far.

When asked which of three statements best described them, 90% of residents suggested that they had not heard about the Derby Newsroom before today. This clearly suggests that further promotion of the site is required. Among the remaining 10% of residents aware of Derby Newsroom half (5%) have visited it.

Figure 31: Derby Newsroom awareness (All responses)



Unweighted sample base: 1001

Table 8 below suggests that a lack of awareness of Derby Newsroom is prevalent in all MOSAIC groups. A maximum of 8% of each group have visited the site.

Table 8: Awareness and use of Derby Newsroom by MOSAIC group (All responses)

	I had not heard about the Derby Newsroom website before today	I had heard of it, but I have not visited the site	I have heard of Derby Newsroom and I have visited the site
B Prestige Positions (61)	92%	2%	6%
D Domestic Success (61)	91%	2%	7%
E Suburban Stability (96)	87%	10%	3%
F Senior Security (84)	87%	7%	6%
H Aspiring Homemakers (156)	87%	6%	8%
I Urban Cohesion (85)	93%	5%	1%
J Rental Hubs (78)	87%	5%	8%
K Modest Traditions (89)	93%	6%	1%
L Transient Renters (77)	83%	9%	8%
M Family Basics (144)	95%	4%	1%
N Vintage Value (52)	90%	2%	8%

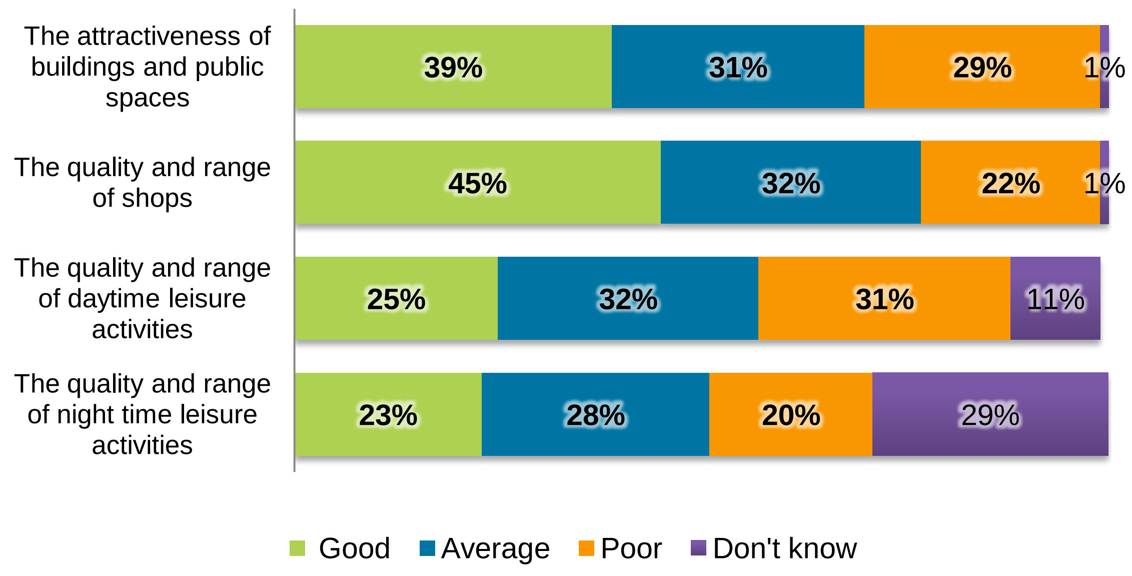
The low proportion of residents who can be defined as users of the Derby Newsroom site means that the sample size of users is too small to reliably ascertain whether Newsroom use is in any way impacting on other indicators such as overall Council satisfaction, value for money perceptions and how informed residents area about Council services and benefits. Views on how the Council runs things and the value it offers are currently consistent irrespective of Derby Newsroom awareness/use.

9 Derby City Centre and Regeneration

In order to provide some baseline perceptions of Derby City Centre ahead of future regeneration activity all residents were asked to give their feedback on four aspects of the city centre. This feedback was invited on a five point scale from 'very good' through to 'very poor'. Figure 33 below summarises the responses given. Around three in ten residents give the response of 'average' to the city centre aspects they were asked to comment upon. The quality and range of shops in Derby City Centre is most commonly described as good. The 45% who give a positive view on this retail offer is twice as large as the proportion who feel that it is poor (22%). The attractiveness of buildings and public spaces is most commonly described as good (39%). However, this proportion is only 10-percentage points above the proportion who feel the city entre environment is poor.

When considering the quality and range of daytime leisure activities more residents give a poor rating (31%), than a good rating (25%). The rating of quality of night time leisure activities is significantly influenced by the 29% who answered don't know. This is likely to reflect a lack of interaction with the night time economy among a section of residents. Removing these don't know responses and reworking the proportions shows that among those able to provide a view 32% rate the quality and range of night time leisure activities as good and 28% feel that they are poor.

Figure 32: Thinking about the city centre, how would you describe...? (All responses)



Analysis by the time the resident has lived in Derby shows that there is a tendency for the most established residents to be less positive about the attractiveness of buildings and public spaces, city centre retail and daytime leisure activities.

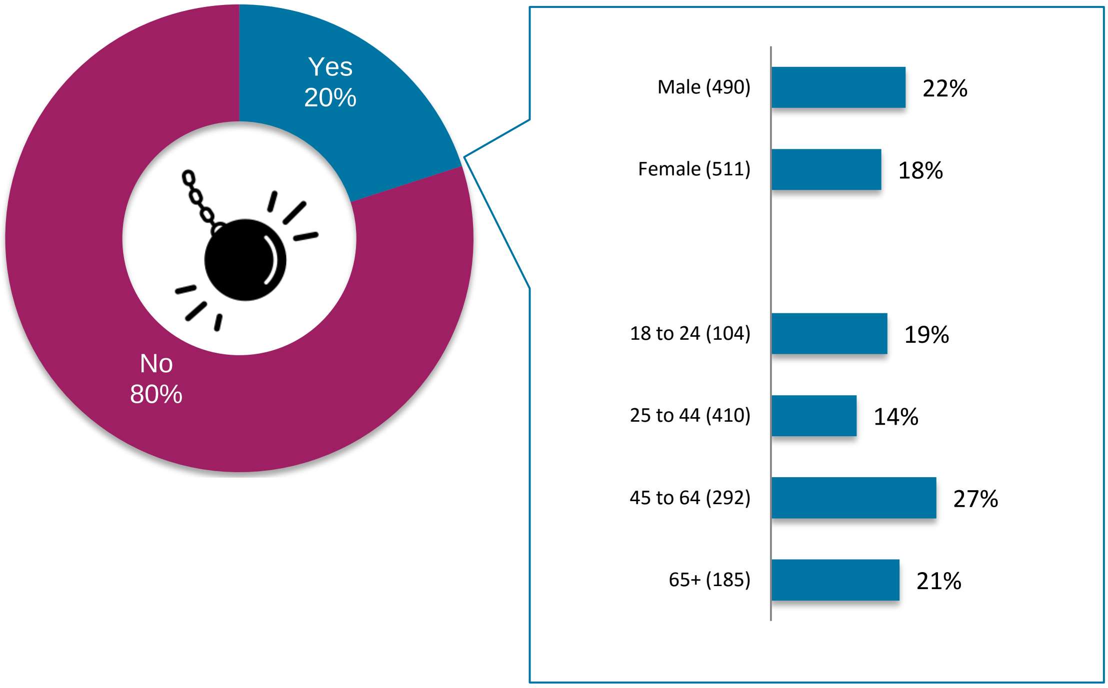
Table 9: Ratings of Derby City Centre by time in city (All responses)

% good	6 months to 1 year	1 to 5 years	5 to 10 years	10 or more years / whole life
The attractiveness of buildings and public spaces	58%	49%	54%	34%
The quality and range of shops	51%	53%	61%	41%
The quality and range of daytime leisure activities	32%	27%	43%	22%
The quality and range of night time leisure activities	13%	23%	30%	22%
Unweighted sample base	**29**	**122**	**84**	**761**

The interviewer did not provide the respondent with any specific examples of city centre regeneration ambitions, but instead asked a general question on recall of regeneration plans.

One in five (20%) residents have heard something in the last 12 months about plans to regenerate the city centre. The remaining 80% do not recall any messages on this topic. Recall of regeneration messages peak at 27% among those aged 45 to 64.

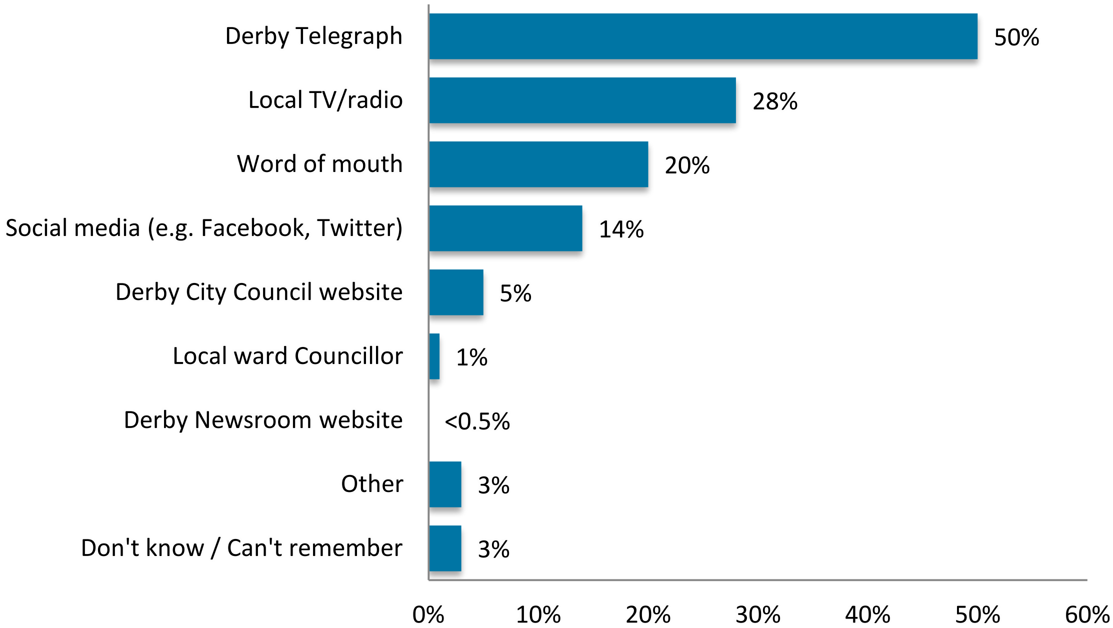
Figure 33: In the last 12 months have you heard anything about plans to regenerate the city centre? (All responses)



Unweighted sample base: 1001

The most commonly cited source of messages about regeneration plans for the city centre are the Derby Telegraph (50%), followed by local TV/radio (28%) and word of mouth (20%). The Council source that features most prominently in regeneration communications is the Derby City Council website. However, only 5% of those who recall regeneration messages in the last 12 months mention the Council website.

Figure 34: Where have you heard about these regeneration plans? (those who have heard about city centre regeneration in the last 12 months)



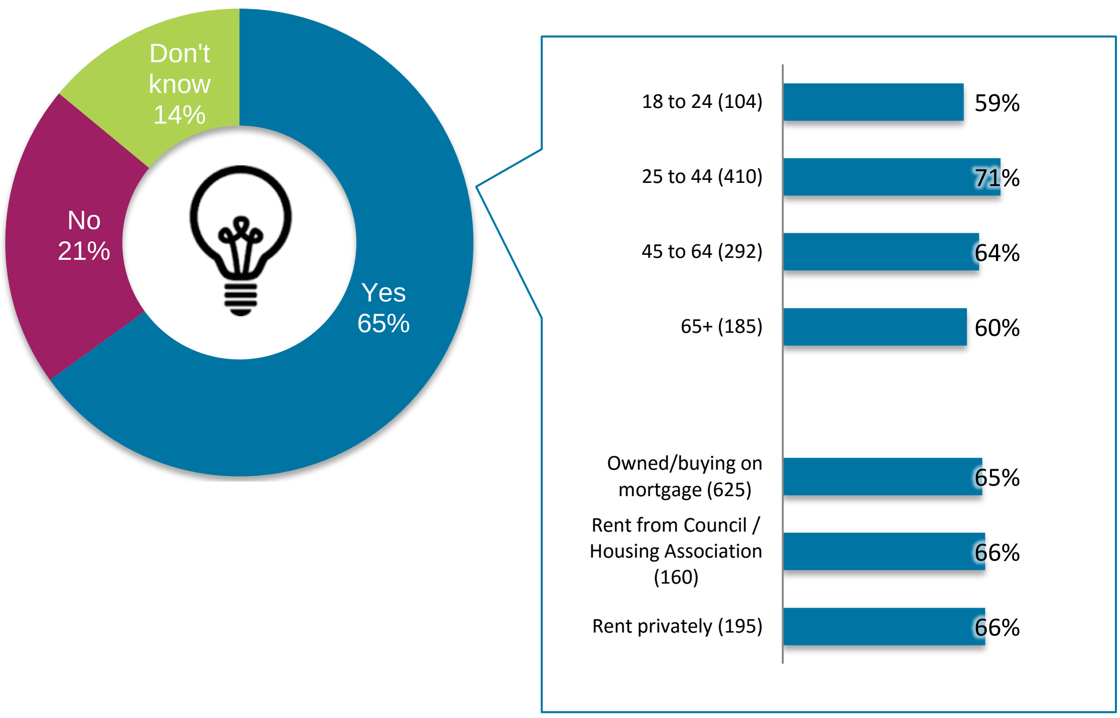
Unweighted sample base: 204

10 Energy provision

In the final question of the survey all residents were informed that in the future, Derby City Council may consider starting up an energy company for the supply of gas and electricity to local residents.

If the Council could provide gas and electricity cheaper than the biggest 6 energy suppliers almost two thirds of residents (65%) would consider switching to a Council run energy company. Among the reminder 21% indicated that they would not, while 14% answered don't know. As shown by the figure below those aged 25 to 44 most commonly suggest that a cheaper product could lead them to switching to the Council as an energy supplier.

Figure 35: If the Council could provide you with cheaper gas and electricity than the biggest 6 energy suppliers would you consider switching to a council run energy company? (All responses)



Unweighted sample base: 1001

While the above findings would seem to suggest that a Council entering the domestic energy supply market would be supported, data on the prevalence of switching behaviours in this sector provides more caution. In quarter 3 2016 the proportion of all customers who switched supplier increased from quarter 3 of 2015 for both electricity and gas. For electricity, 3.4 per cent of customers switched, up from 2.8 per cent. For gas, 3.2 per cent of customers switched, also up from 2.8 per cent. (*Source: ONS December 2016*). These figures includes people who may have switched more than once within a quarter.

11 Respondent profile

The table below shows the composition of the survey sample prior to the application of weights.

Demographic	Proportion (Unweighted %)	Sample base (Unweighted)
Gender		
Male	49%	490
Female	51%	511
18 – 24	10%	104
25 – 34	22%	218
35 – 44	19%	192
45 – 54	16%	163
55 – 64	13%	129
65 – 74	12%	124
75 – 84	5%	46
85 +	1%	15
Refused	1%	10
Tenure		
Owned completely freehold or leasehold	33%	328
Owned with a freehold or leasehold mortgage	30%	297
Rented from the Council or Housing Association/Trust	16%	160
Rented privately (unfurnished)	15%	148
Rented privately (furnished)	5%	47
Rent is free or tied to employment of one of the occupiers	<0.5%	1
Other	<0.5%	3
Prefer not to say	2%	17
Time in city		
6-12 months	3%	29
1 to 2 years	4%	39
2 to 5 years	8%	83
5 to 10 years	8%	84
More than ten years	76%	761
Don’t know	<0.5%	5

Ethnicity		
British	78%	780
Irish	<0.5%	4
Any other white background	5%	48
White and Black Caribbean	<0.5%	5
White and Black African	<0.5%	1
White and Asian	<0.5%	2
Other Mixed /multiple ethnic background	<0.5%	3
Indian	4%	45
Pakistani	6%	63
Bangladeshi	1%	7
Chinese	<0.5%	2
Other Asian	<0.5%	5
Caribbean	1%	14
African	1%	11
Other Black background	<0.5%	1
Other ethnic group	<0.5%	3
Refused	1%	7
Consider self disabled		
Yes	7%	73
No	91%	912
Prefer not to say	2%	16

Appendix: Statement of Terms

Compliance with International Standards

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2008) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012) and The International Standard for Information Security Management ISO 27001:2013.

Interpretation and publication of results

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not be publish any part of these results without the written and informed consent of the client.

Ethical practice

BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects' participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.

With more than 25 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the public and the private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most up to date technologies and information systems to ensure that market and customer intelligence is widely shared.