

# Resident Satisfaction Survey 2020

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## Executive summary

### 2020 Findings

The first annual satisfaction survey was in 2011 and over the years there has been a change in satisfaction levels of residents.

This year, the council collected responses through an open invitation on the council's website and by promoting the survey through its social media channels with 23 and 714 responses respectively. A total of 737 respondents.

Non random sampling therefore means that the results cannot be considered statistically representative of the borough's population. Nevertheless, the responses provide useful insight that should be considered alongside service performance data and other feedback from residents, to help inform the council's plans.

#### **Satisfaction with services**

1. 64% satisfied with their local area as a place to live
2. 33% satisfied keeping public land clear of litter and refuse (47% dissatisfied)
3. 72% satisfied with household refuse collection
4. 66% satisfied with doorstep recycling
5. 46% satisfied with sport leisure facilities
6. 68% satisfied with museums/galleries, I.e. Towneley Hall
7. 80% satisfied with parks and open spaces

#### **Views on the Council**

1. 45% strongly agree or agree that Burnley Council provides value for money
2. 47% are very or fairly satisfied with the way the council runs things

#### **Customer service**

1. 42% of respondents used the telephone to contact the council
2. 35% used a form on Burnley.gov.uk to contact the council
3. 51% were satisfied with the overall customer service experience

#### **The local area**

1. 61% of residents consider rubbish or litter lying around a very or fairly big problem
2. 49% of residents consider there to be a problem with dirty back yards
3. 48% of residents consider teenagers hanging around the streets a very or fairly big problem
4. 54% of residents consider people using or dealing drugs a very or fairly big problem

## Comparing the findings

The methodology adopted for this 2020 satisfaction survey is the same as in 2019 which will allow for comparison. The citizens' panel (CP), from 2017, no longer exists. However, a survey promoted through social media and the council's website with 653 and 13 responses respectively in 2019 and 23 and 737 responses in 2020 is proving successful. Surveying through social media is also considerably more cost effective.

**Figure 1.1: Level of response**

	2020 (Social media only)	2019 (Social media only)	2017 (CP and social media)	2016 (Panel and social media)	2015 (Citizens' Panel only)
Total number of responses	737	666	585	643	340

**Figure 1.2 key comparisons over time**

	2020	2019	2017 (social media respondents)
Satisfaction with the local area	64%	53%	55%
Satisfaction with the way the Council runs things	47%	35%	33%

## Action update and new recommendations to Management Team

### 2019 action update:

1. Streetscene and Policy and Engagement have worked with Liberata to improve the customer experience for high volume online transactions. Progress has been hampered due to the impact of covid-19. However:
  - a. Actions include: a trial to remove customer account creation for some transactions; chatbot trial; improved navigation and look at feel on Burnley.gov.uk; promoting online through social media
  - b. Result: 42% of respondents contacted using the telephone in 2020, a reduction from 53% in 2019. 35% used an online form, an increase from 27% in 2019. However, it is difficult to assess the impact of external influences, particularly a covid-19 effect on pushing up digital engagement.
2. With street cleanliness identified as a key priority, Streetscene and Policy and Engagement worked on two campaigns: dog fouling and flytipping. Again, the work has been reduced due to covid-19
  - a. Actions: Hotspot work, hotline for reports, additional cleansing on key routes, communications campaigns on dog fouling and fly tipping.
  - b. Results: 66% saying litter is a problem in 2019, down to 61% in 2020.
3. Recycling change: the 2019 survey reported an early finding that suggest that the change has been welcomed.
  - a. Results: There has been a step change in satisfaction with both waste and recycling collections.

### New recommendations:

1. There is very positive trend in channel shift, yet a sizeable minority are opting to contact the council over the phone even for Streetscene environmental services. Online should be the normal preference for the digitally included, being quicker, more convenient and offering greater scope for customer engagement and increased resident satisfaction. A review of the council's digital strategy will take place in 2021.
2. Streetscene should consider the survey results on littering- do the hotspots identified fit with existing knowledge
3. MATAC should review the findings on teenage ASB alongside existing intelligence and consider action/diversionary activity.

## Background

In 2010 it was announced by the government that the bi-annual Place survey would be discontinued, so Burnley Borough Council has continued to monitor the opinions of the local community through a regular resident satisfaction survey. The first survey was in 2011 and the latest in 2020 which forms the basis of this report.

The satisfaction survey information gives an insight on:

- The current preferences of the community
- Satisfaction with council services
- How well-informed residents feel
- Satisfaction with the customer service provided

## Methodology

The methodology adopted for this 2020 satisfaction survey is the same to the one last year in 2019 but different to earlier ones. This is because the Burnley citizens panel no longer exists. This year's survey was via social media and the council's website to encourage residents to complete the survey. This open access approach to delivering the satisfaction survey gives an insight into issues and priorities of local people. But it is less useful for benchmarking statistics given that the responses to the survey are subject to bias and so cannot be considered a random, representative sample.

The survey opened on 14<sup>th</sup> September and was posted via social media and the council's webpage from which 714 and 23 responses were received respectively.

The consultation closed on 30<sup>th</sup> September 2020.

## Response rate

It total, 737 responses were received. 714 via social media and 23 through the Council's webpage.

For each survey question, comparisons have been made between different demographic groups of respondents (gender, age, ethnicity and disability) to look for differences in opinion.

In charts or tables where responses do not add up to 100%, this is due to multiple response questions or statistical rounding.

## Demographics

### Gender

In the 2020 there continues to be more female responses than male responses

**Fig 3.1: Gender (base - 661)**

	2020	2019	Borough actual
Male	34%	35%	49%
Female	65%	64%	51%
Other	1%	1%	

## Age

Responses from age 65+ has increased this year and a high level of respondents are from the 45 – 64 category. However, change in respondent profile does not account for the differences between the 2019 and 2020 surveys.

**Fig 3.2: Age (base – 661)**

	2020	2019	Borough actual
16-44	30%	41%	47%
45-64	47%	44%	33%
65+	23%	14%	20%

**Fig 3.3: Age (base – 661)**

	2020	2019	Borough actual
Under 18	1%	1%	5% (14-19)
18-24	4%	7%	6%
25-34	10%	18%	13%
35-44	15%	16%	12%
45-54	20%	24%	14%
55-64	27%	20%	12%
65+	23%	15%	18%

## Ethnicity

Residents from a BME background were under-represented in the survey responses when compared with the population of Burnley

**Figure 3.4: Ethnicity (base 658)**

	2020	2019	Borough actual
White or white British	93%	92%	87%
Asian or Asian British	2%	3%	11%
Other ethnic group	5%	2%	2%

## Disability

The response from the borough residents with a disability was very slightly less than the borough population.

**Figure 3.5: Disability (base - 660)**

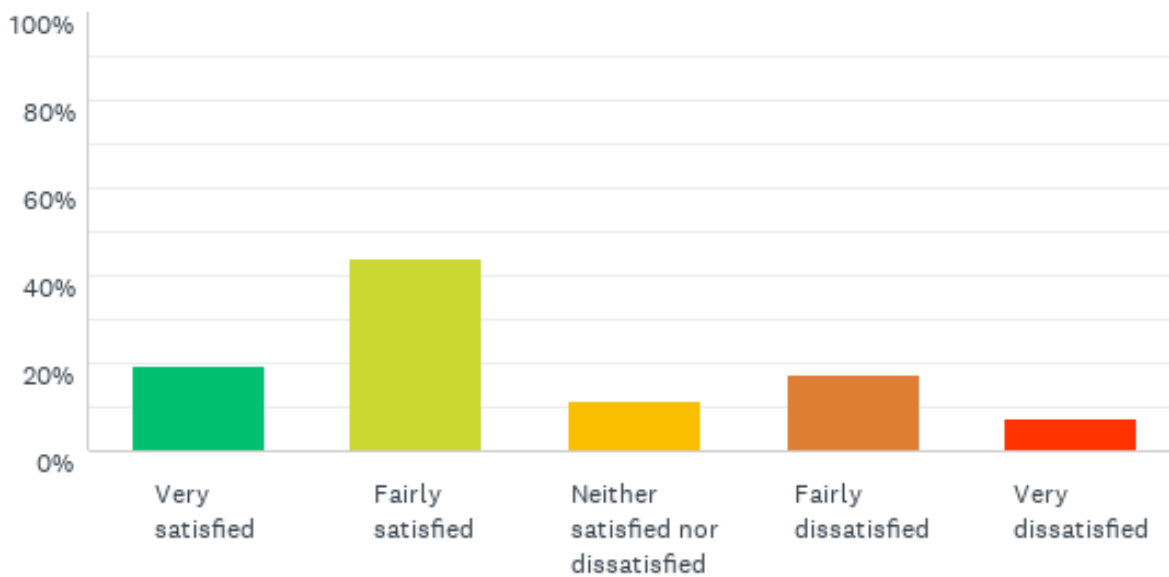
	2020	2019	Borough actual
Yes	21%	17%	23%
No	79%	83%	77%

## Location

The mapping of the responses by postcode shows a very good spread of responses from different parts of the borough. The map is redacted from this public version to prevent potential identification of households in rural areas.

## About the local area

Figure 4.1: Satisfaction with the local area as a place to live (base – 731)



64% of respondents are satisfied with their local area as a place to live, compared to 53% in 2019.

### Best things, worst things

Respondents were asked what the 3 best things are about living in their local areas. This was an open ended question with the most popular responses being:

- the people and its friendly community spirit;
- the town centre;
- the countryside and walks;
- parks and facilities such as Towneley;
- the football club;
- and transport links with rail, bus and motorways.

Respondents were also asked what the 3 worst things are about living in their local areas. Again, this was an open-ended question with the opportunity to list up to 3 things. The most common responses were:

- crime and anti social behaviour;
- littering and dirty streets;
- lack of local shops,
- poor housing and lack of investment,
- road systems and traffic

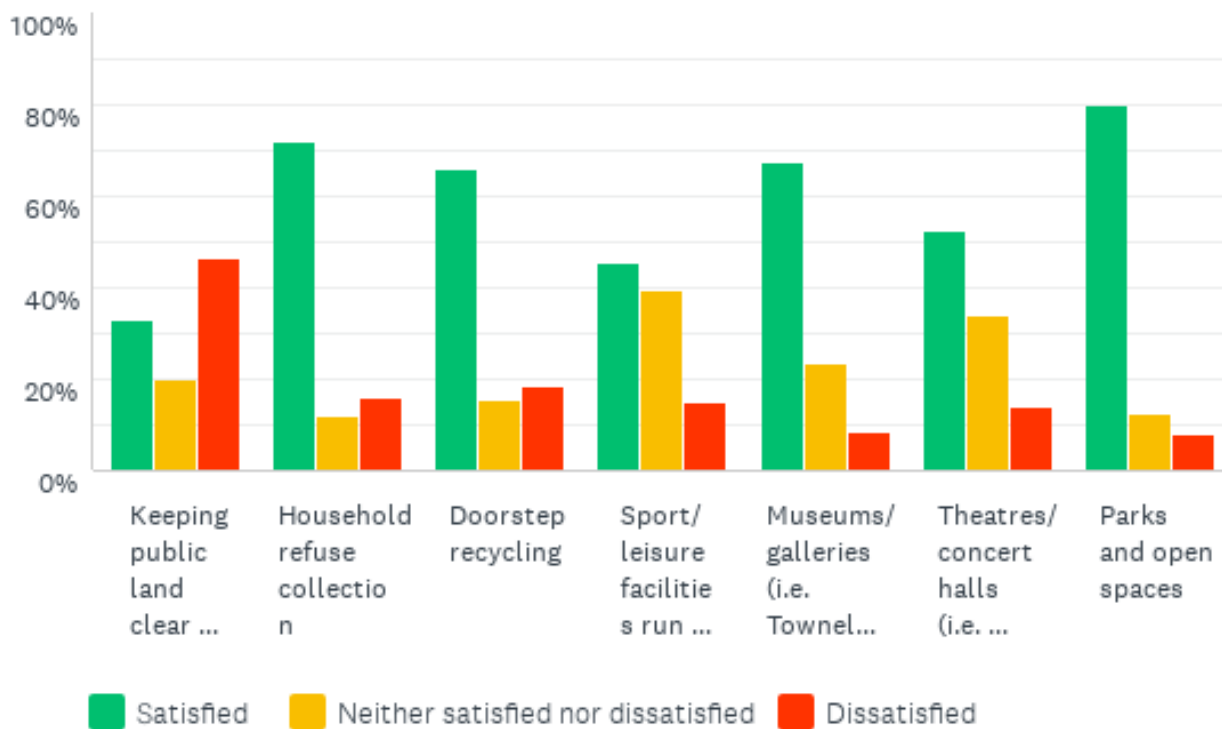
## Local public services

Respondents were asked about their satisfaction with a range of community services provided or supported by Burnley Council. Satisfaction is highest for parks and open spaces with 80% of respondents satisfied, followed by household refuse collection at 72% an increase from 54% in 2019. Doorstep recycling has also seen a significant increase in satisfaction rates to 66% from 47%. This is an outstanding result for the council and Streetscene in particular following the change to recycling collections.

**Figure 5.1**

Satisfaction with	2020	2019
Keeping public land clear of litter and refuse	33%	28%
Household refuse collection	72%	54%
Doorstep recycling	66%	47%
Sports and leisure facilities run by Burnley Leisure	46%	46%
Museums and galleries	68%	50%
Theatres/concert halls	52%	59%
Parks and open spaces	80%	73%

**Figure 5.2 Satisfaction with local services (base – 686)**

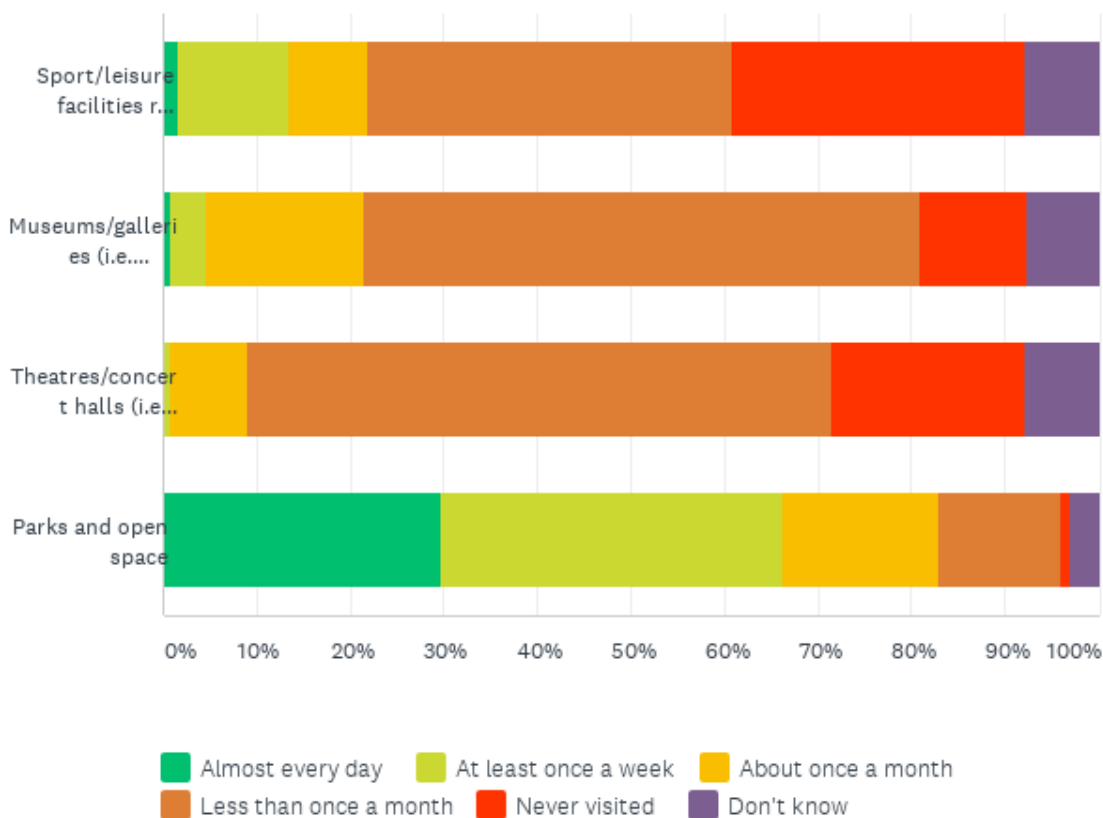


47% were dissatisfied with keeping public land clear of litter and refuse. Those most dissatisfied are aged 25-34, with 56% in this age bracket expressing dissatisfaction. Satisfaction was highest for parks and open spaces at 80%.

It is highly likely that covid restrictions will have impacted on satisfaction with leisure and cultural facilities.



**Figure 5.3 How frequently services are used (base 686)**



Parks and open spaces were the most frequently used services with 66% of residents using them at least weekly. Only 1% of residents had never visited.

31% of residents have never used Burnley Leisure facilities and 21% of residents have never visited the Mechanics.

Regular users of the services (i.e. at least weekly users) are only marginally more satisfied than the average as shown in the table below. **Figure 5.4**

Facility	% of all respondents satisfied	% of regular user satisfaction
Sport and Leisure facilities	46%	49%
Parks	80%	82%
Museums/galleries	68%	70%

## Customer service

46% of respondents had contacted the council in the last 6 months. The majority of contacts (52%) were Streetscene service requests relating to refuse collection or recycling (31%) and street cleansing (21%). 24% of respondents selected “Other” but these predominantly related to street cleansing issues.

42% of respondents made contact using the telephone, a reduction from 53% in 2019. 35% used an online form, an increase from 27% in 2019. Those most likely to use the telephone were aged 65+ (54%) and those most likely to an online form were aged 25-34 (48%).

49% agreed that they did not have to wait long before the telephone was answered compared to 43% in 2019, whilst 26% disagreed (33% in 2019).

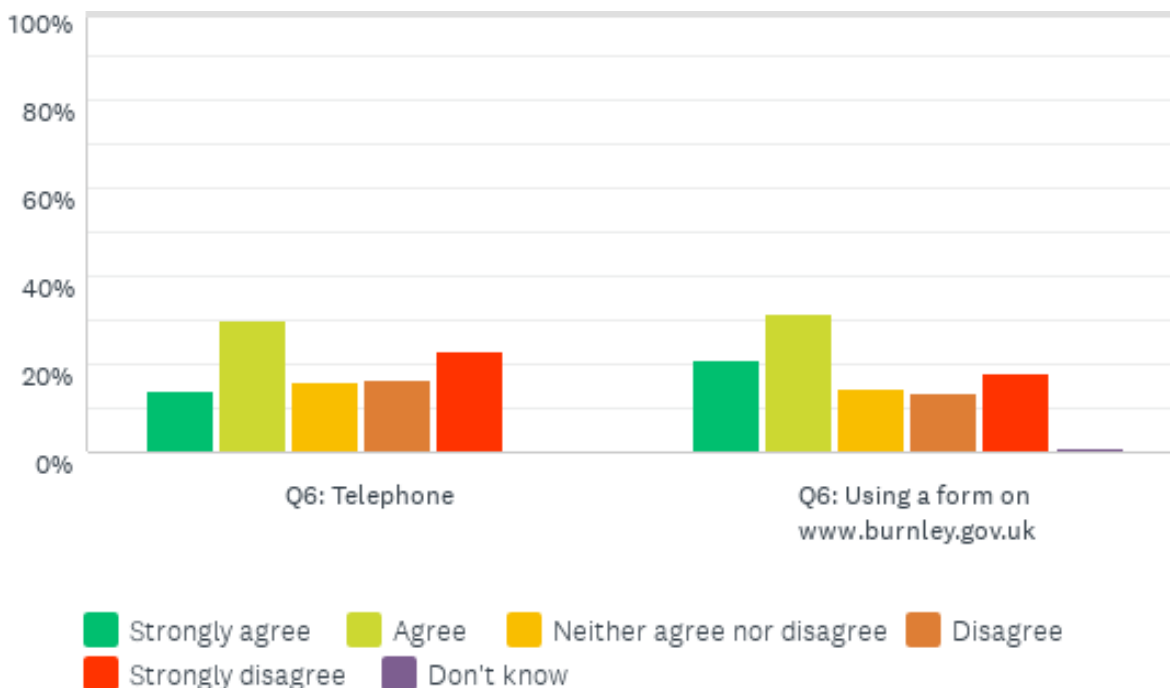
52% were satisfied with their experience with contacting the council, an increase of 10% since 2019, whilst 30% were not (42% in 2019).

**Figure 5.1 satisfaction with contacting the council**

	2020	2019
Agreed that they did not have to wait long before the telephone was answered	49%	43%
Satisfied with their experience with contacting the council	52%	42%

Comparing overall satisfaction with the experience of contacting the council by method of contact shows that online customers were more satisfied (53%) compared with telephone customers (44%).

**Figure 5.2 % satisfied with overall experience of contacting the Council by method**



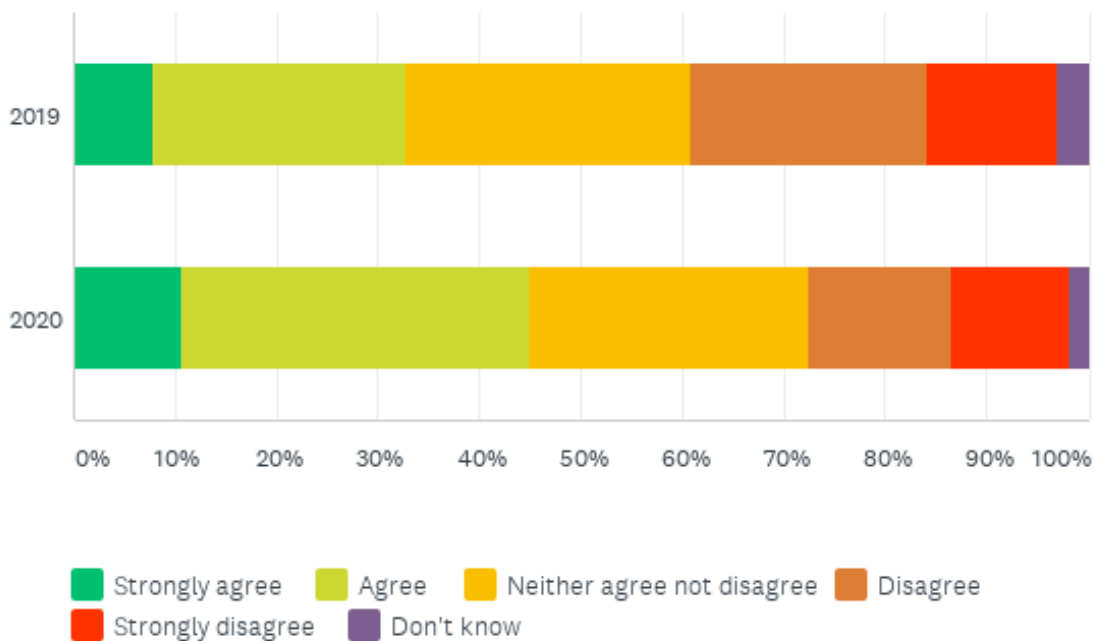
**Recommendation:** while this data, alongside actual transaction data, points to a very positive trend in channel shift, all the respondents to the survey are “digitally included,” yet a sizeable minority are opting to contact the council over the phone even for Streetscene environmental services. Online should be the normal preference for the digitally included, being quicker, more convenient and offering greater scope for customer engagement and increased resident satisfaction. A review of the council’s digital strategy will take place in 2021.

## Satisfaction with the Council

Respondents were told that: “For every £1 in council tax you pay, Burnley Council gets about 17p. The rest goes to the county council, police, and fire service.” Respondents were then asked: to what extent do you agree or disagree that Burnley Borough Council provides value for money?

45% of respondents strongly agree or agree that Burnley Council provides value for money; 26% disagreed. This is an improvement from 2019 where 33% agreed and 36% disagreed.

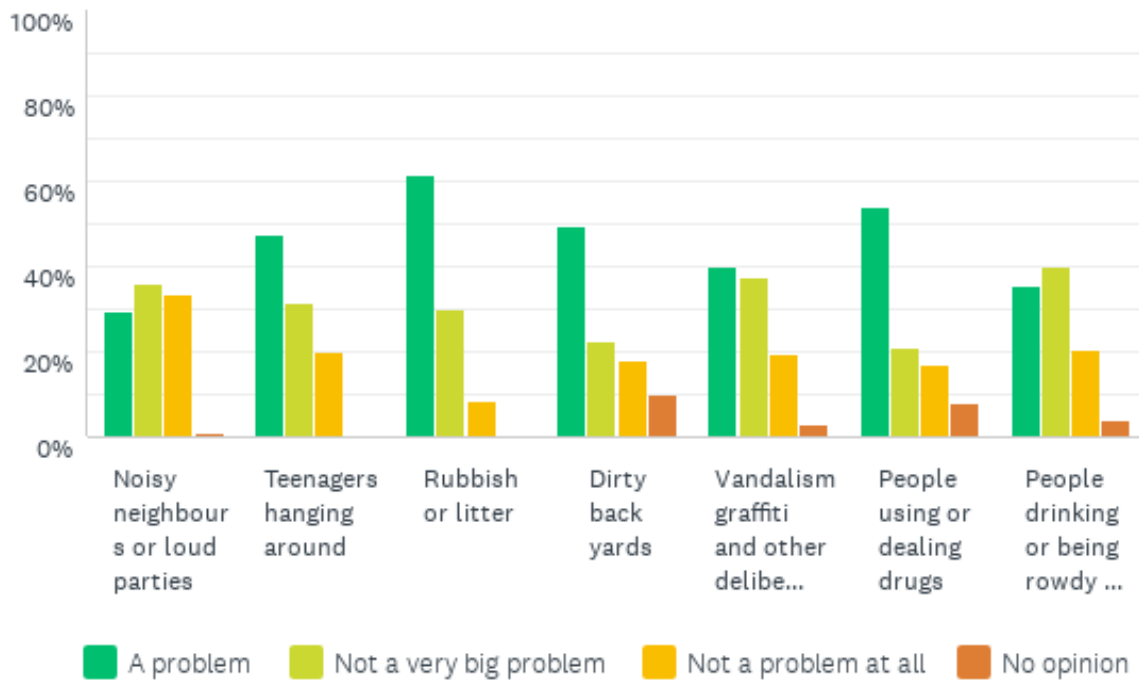
**Figure 6.1 Agreement with value for money statement**



Also, 47% of respondents were satisfied with the council overall an increase from 35% in 2019.

## Local Community

Figure 8.1 Anti-social behaviour issues (base – 682)



Residents in the borough consider rubbish or litter lying around to be the biggest anti-social behaviour problem with 61% of residents seeing it as a very or fairly big problem. This is slightly less than in 2019 at 66%.

Figure 8.2 anti social behaviour issues

Problem with...	2020	2019
rubbish or litter	61%	66%
dirty back yards	49%	49%
teenagers hanging around	48%	58%
people using or dealing drugs	54%	62%

Though a widespread perception, mapping of the data shows that there are concentrations of residents saying litter is a problem in Rosehill and Burnley Wood, Padiham, Ightenhill and Bank Hall.

**Recommendation:** Streetscene to consider alongside operational data.

54% of residents consider people using or dealing drugs a very or fairly big problem a reduction from 62% in 2019.

Whilst 48% of residents consider teenagers hanging around the streets a very or fairly big problem, a reduction from 58% last year.

Mapping of the data suggests concentrations of residents saying this is a problem around certain postcodes in Padiham, Ightenhill, and Coalclough.

The map is redacted from this public version to prevent potential identification of households in rural areas.

**Recommendation:** MATAc to review this finding alongside operational data and consider action/diversionary.