

**Report to:** Communities Scrutiny Committee

**Date of Meeting:** 8 September 2016

**Lead Member:** Lead Member for Customers and Libraries

**Report Author:** Corporate Research and Intelligence Co-ordinator

**Title:** Residents Survey

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**1. What is the report about?**

This Report is about the findings of the 2015 Residents Survey and the methods used to conduct the survey.

**2. What is the reason for making this report?**

This report informs Scrutiny Members of the findings of the resident's survey, additional background information and steps already taken by services to respond to the key findings of the survey.

This is an opportunity for Scrutiny Members to comment on the survey results, subsequent developments and our plans for a more comprehensive survey in 2017.

**3. What are the Recommendations?**

- 3.1 That Scrutiny Members provide any comments they have on the survey results, subsequent developments and our plans for a more comprehensive survey in 2017.

**4. Report details**

The key points for consideration are:

- 4.1 In order to dramatically reduce costs the 2015 survey collection was wholly electronic with the exception of some schools' participation.
- 4.2 The planned sample for the 2015 survey was 1000 responses a lower number than the 3000 we have aimed at in previous surveys. The final number of responses was approximately 711, which is lower than the intended sample. Consequentially we have some concerns about how representative the responses were compared to previous surveys. A more comprehensive survey will take place in 2017.
- 4.3 Nevertheless, council departments have considered the key messages from the survey alongside other evidence and where appropriate have introduced improvements, most notably in the area of customer care and communications.

**5. How does the decision contribute to the Corporate Priorities?**

The data for several Corporate Plan Indicators is collected through the survey. Furthermore insights from the surveys over these years may inform discussion around new priorities in the future.

**6. What will it cost and how will it affect other services?**

This report relates to a completed piece of work and there are no further cost implications.

**7. What are the main conclusions of the Equality Impact Assessment (EqIA) undertaken on the decision? The completed EqIA template should be attached as an appendix to the report**

The survey method was equality impact assessed. The main conclusions were that previous surveys had failed to provide statistically valid samples for equality cross matching for most protected characteristics. The exceptions were age, sex, disability and carer status. Consequently questions relating to other protected characteristics were not asked in the 2015 survey. Instead a separate email was circulated to all the representative and community groups on the North Wales Public Sector Equality Network email list.

**8. What consultations have been carried out with Scrutiny and others?**

Prior to the commencement of the survey a paper outlining a range of options for the method for conducting the survey was considered by CET.

Since the survey results have been available the report has been considered by SLT and was presented to Cabinet Briefing.

**9. Chief Finance Officer Statement**

Not required

**10. What risks are there and is there anything we can do to reduce them?**

We have outlined in the attached report that the survey did not go as well as we had hoped. There is then a risk that the survey results would not be well received by the public. To mitigate this we have explained in the attached report the steps we are taking to respond to the issues raised and have explained that a more comprehensive survey will take place in 2017. The report states:

‘Although the sample size and the distribution of responses has raised some questions about the validity of the survey, the Council has accepted its key messages as one indicator of how our residents are feeling about Denbighshire as a place and

the Council. In addition to the specific improvement to customers, communication and marketing services, every other service of the Council is considering these messages, along with intelligence from other sources, as they develop their new service plans. The Council is also raising these issues for further discussion and clarification at the 'county conversations' the outcome of which will help to determine the key priorities for the council and its partners over the next few years.'

## **11. Power to make the Decision**

This operational matter it is not covered by any specific legislative requirements.

Scrutiny's powers with respect to policy development is outlined in Section 7.4.1 of the Council's Constitution.

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