

**POLICY & PERFORMANCE ADVISORY COMMITTEE**  
**01 March 2016 at 7.00 pm**

At the above stated meeting the following presentation was shown:

6. **Residents Survey 2015**

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# Residents' survey 2015

# Summary of results

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Communications & Consultation Manager

## Purpose

To evaluate how residents view the Council's overall performance

To evaluate the effectiveness of the Council's communications

To seek views on future budget priorities

# Methodology

- Telephone survey carried out by an independent research company
- 201 responses from a broadly representative sample of the District
- Included a number of questions that may be benchmarked through the LGA
- Research took place between 24 October and 2 November 2015

# Council performance



	2015 Result	2015 LGA Result	2013 Result	2010 Result	% change
Satisfaction with the way Sevenoaks District Council runs things	79%	67%	88%	70%	-9%
Trust in the Council	74%	58%	80%	N/A	-6%
The Council acts on the concerns of local residents	67%	59%	72%	N/A	-5%
Respondents who would speak positively of the Council	53%	N/A	42%	31%	+9%



# Value for money and budget



	2015 Result	2015 LGA Result	2013 Result	2010 Result	% change
<b>Sevenoaks District Council provides value for money</b>	<b>59%</b>	51%	58%	50%	+1%
New opportunities to work with others to reduce costs (partnership)	<b>87%</b>	N/A	91%	Not available	-4%
Invest money and resources to generate income to help fund services	<b>87%</b>	N/A	85%	Not available	+2%
Continue to look for efficiency savings	<b>91%</b>	N/A	84%	Not available	+7%
Charges for services should at least cover costs	<b>45%</b>	N/A	79%	Not available	-34%

# Local area



	2015 Result	2015 LGA Result	2013 Result	2010 Result	% change
Satisfaction with the local area as a place to live	88%	N/A	89%	93%	-1%
Satisfaction with the refuse and recycling service	93%	77%	93%	N/A	No change

## Perceived problems in the local area:

	2015 Result	2013 Result	% change
Rubbish or litter	40%	30%	+10%
Vandalism or graffiti	22%	25%	-3%
Groups hanging out	19%	22%	-3%
People using or dealing drugs	12%	16%	-4%
Noisy neighbours / loud parties	11%	11%	No change
Drunk or rowdy people	4%	13%	-9%



# Communications



	2015 Result	2015 LGA Result	2013 Result	2010 Result	% change
The Council keeps residents informed about services	70%	61%	71%	64%	-1%

## Communications produced by the Council seen in the last 6 months

	2015 Result	2013 Result	2010 Result	% change
In Shape magazine	72%	73%	69%	-1%
Council website	42%	44%	36%	-2%
Social media	4%	4%	N/A	No change
Leaflets	0%	1%	N/A	-1%

# Sources of information



Residents find out information about Sevenoaks District Council from:

	2015 Result	2013 Result	2010 Result	% Change
Council website	52%	44%	35%	+8%
In Shape	72%	41%	67%	+31%
Local newspapers	47%	24%	68%	+23%
Leaflets	48%	23%	53%	+25%
Friends & neighbours	48%	22%	47%	+26%
Town & parish council newsletters	53%	20%	Not available	+33%

Residents' first choice communication channel

	2015 Result	2013 Result	2010 Result	Change
Council website	34%	42%	37%	-8%
In Shape	28%	22%	35%	+6%
Contact with Council staff	4%	10%	11%	-6%

# In Shape magazine



In Shape...	2015 Result	2013 Result	% change
... is easy to read	98%	97%	+1%
... is well produced	92%	96%	-4%
... keeps me informed about the Council's work and local services	89%	91%	-2%
... informs me of Council activities I had not previously heard about	90%	88%	+2%
... tells me about the Council's future plans	86%	88%	-2%
... is good value for money	85%	86%	-1%

# Local & social media



Local newspapers read in the last month:

	2015 Result	2013 Result	% change
Sevenoaks Chronicle	36%	38%	-2%
News Shopper	10%	17%	-7%
Kent and Sussex Courier	9%	7%	+2%

Popular social media platforms:

	2015 Result	2013 Result	% change
YouTube	66%	57%	+9%
Facebook	58%	48%	+10%
Google +	15%	32%	-17%
LinkedIn	29%	22%	+7%
Twitter	16%	16%	No change

# How the media has viewed us



	2015 Result	LGA 2015 Result	2013 Result	2010 Result	% change
Positively	40%	23%	44%	34%	-4%
Negatively	11%	30%	7%	13%	+4%
Neither positively nor negatively	49%	43%	48%	54%	+1%

# Summary



	2015 Result	LGA 2015 Result	2013 Result
Satisfaction with the way Sevenoaks District Council runs things	79%	67%	88%
Trust in the Council	74%	58%	80%
The Council keeps residents informed about services	70%	61%	71%
Agreement that Sevenoaks District Council provides value for money	59%	51%	58%

Thank you for your time

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