

STRATEGY AND PERFORMANCE ADVISORY COMMITTEE
03 December 2013 at 7.00 pm

At the above stated meeting the attached documents were tabled for the following items:

- a) Presentation on the Residents Survey Results (Pages 1 - 10)

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Resident Survey 2013

Summary of Results

Daniel Whitmarsh
Communications & Consultation Manager

Purpose

- **To evaluate how residents view the Council's overall performance;**
- **To evaluate the effectiveness of the Council's communications; and**
- **To ask residents about the Council's 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 16 and 30 October 2013**

Council Performance

	2013 Result	2010 Result	Improvement
Satisfaction with the way Sevenoaks District Council runs things	88%	70%	+ 18%
Helpfulness the last time you contacted the Council	80%	66%	+ 14%
Trust in the Council	80%	Not available	-
The Council acts on the concerns of local residents	72%	Not available	-
Respondents who would speak positively of the Council	42%	31%	+ 11%

Value for Money & Budget

	2013 Result	2010 Result	Improvement
Agreement that Sevenoaks District Council provides value for money	58%	50%	+ 8%
New opportunities to work in partnership	91%	Not available	-
Invest money and resources to generate income to help fund services	85%	Not available	-
Continue to look for efficiency savings	84%	Not available	-
Charges for services should at least cover costs	79%	Not available	-
Council tax should increase to protect services	27%	Not available	-

Communications

	2013 Result	2010 Result	Improvement
The Council keeps residents informed about services	71%	64%	+ 7%

Communications produced by the Council seen in the last 6 months

	2013 Result	2010 Result	Improvement
In Shape magazine	73%	69%	+ 4%
Council website	44%	36%	+ 8%
Social Media	4%	Not available	-
Leaflets	1%	Not available	-

In Shape Magazine

In Shape...	2013 Result
... is easy to read	97%
... is well produced	96%
... keeps me informed about the Council's work and local services	91%
... informs me of Council activities I had not previously heard about	88%
... tells me about the Council's future plans	88%
... is good value for money	86%

Of those that have read In Shape in the last 6 months:

- **91% said they were satisfied with the way the Council run things (3% higher than the overall result); and**
- **67% feel the Council provides good value for money (9% higher than the overall result).**

Sources of Information

Residents find out information about Sevenoaks District Council from:

	2013 Result	2010 Result	Change
Council website	44%	35%	+ 9%
In Shape	41%	67%	- 26%
Local Newspapers	24%	68%	- 44%
Leaflets	23%	53%	- 30%
Friends & Neighbours	22%	47%	- 25%
Town & Parish Council newsletters	20%	Not available	-

Residents first preference for finding out about the Council:

	2013 Result	2010 Result	Change
Council website	42%	37%	+ 5%
In Shape	22%	35%	- 13%
Contact with Council staff	10%	11%	- 1%

Local & Social Media

Local Newspapers read in the last month:

	2013 Result
Sevenoaks Chronicle	38%
The Vine Magazine	19%
News Shopper	17%

Popular Social Media platforms:

	2013 Result
YouTube	57%
Facebook	48%
Google +	32%
LinkedIn	22%
Twitter	16%

Summary

	2013 Result	2010 Result	Improvement
The Council keeps residents informed about services	71%	64%	+ 7%
Agreement that Sevenoaks District Council provides value for money	58%	50%	+ 8%
Satisfaction with the way Sevenoaks District Council runs things	88%	70%	+ 18%
Trust in the Council	80%	Not available	-