



**ARTICLE NO: 2B**

**CORPORATE AND  
ENVIRONMENTAL OVERVIEW &  
SCRUTINY COMMITTEE:**

**MEMBERS UPDATE 2015/16  
ISSUE: 2**

---

**Article of: Transformation Manager**

**Relevant Managing Director: Managing Director (Transformation)**

**Contact for further information: Ms A. Cleary (Extn. 5380)**

**Email: [alice.cleary@westlancs.gov.uk](mailto:alice.cleary@westlancs.gov.uk)**

---

**SUBJECT: RESULTS OF CITIZEN SURVEY AND STAKEHOLDER SURVEY 2015**

---

Wards affected: Borough wide

## **1.0 PURPOSE OF ARTICLE**

1.1 To bring to the attention of Members the results of the above surveys.

---

## **2.0 BACKGROUND**

- 2.1 The Council agreed to carry out a postal survey of residents in order to gather views about priority areas for maintaining / reducing spending; data about use of certain services and facilities; and information about satisfaction with various Council services. In order to enable maximum participation from individuals, an online version was also published on the Council website.
- 2.2 The Citizen Survey was posted to 4,500 residents on 19<sup>th</sup> January 2015 and the fieldwork ended on 8<sup>th</sup> March 2015. In addition, an online version of the questionnaire was made available on the Council website to ensure that no resident was excluded from giving their views.
- 2.3 An annual survey for stakeholders was also agreed, however due to the low response rate to the Stakeholder Survey in 2014, it was agreed that this year the Stakeholder Survey would be sent out to local groups and organisations via an email with a link to the Council website where they could complete the survey on behalf of their organisation. Email invitations were sent out to approximately 1,000 stakeholders.
- 2.4 The Citizen and Stakeholder surveys have been carried out every year for the past few years.

### **3.0 CITIZEN SURVEY 2015**

3.1 In total 1,208 postal questionnaires were returned and 56 responses were received online. This is an overall response rate of 27% which is slightly higher than the 26% response to the 2014 survey. The report on the survey results can be found on the Council website [www.westlancs.gov.uk/yourviews](http://www.westlancs.gov.uk/yourviews).

3.2 Some key findings in relation to council spending are:

- The top five services where respondents most think spending could be reduced are: culture and heritage; dealing with planning applications; grants to external organisations; customer services and conservation and heritage.
- The top five services where respondents most think spending reductions should not be made are: refuse and recycling; recreation and sport; leisure centres and swimming pools; community safety and funding for PCSOs.

3.3 Some of the main findings in relation to satisfaction are:

- 82% are satisfied with their local area as a place to live (81% in 2014)
- 68% are satisfied with the way the Council runs things (same in 2014)
- 43% feel that the Council provides value for money (same in 2014)
- 49% definitely or tend to agree that people from different ethnic backgrounds get on well together (up from 45% in 2014)
- 71% feel safe in their local area after dark (same in 2014)
- 44% strongly or tend to agree that CCTV is reducing the fear of crime (48% in 2014)

3.4 In relation to community safety, 78% agree that West Lancashire is a safe and secure place to live (79% in 2014).

3.5 The survey also invited respondents to answer two open questions: whether they had any suggestions on how the Council could reduce its spending and if there were any services they would be willing to pay more for, or services where new charges should be introduced in order to minimise reductions to other services. A wide variety of comments were given and these have been analysed in categories within the report.

3.6 The postal survey was carried out in line with guidance from the LG Inform benchmarking project, which aims to establish a consistent methodology for local authorities carrying out resident satisfaction surveys. The results from the postal survey of residents will be uploaded to the LG Inform website for benchmarking purposes in due course.

### **4.0 STAKEHOLDER SURVEY**

4.1 Email invitations were sent out, mainly via CVS contact networks, to around 1,000 stakeholders (including local community groups, businesses and public sector organisations) on 19<sup>th</sup> January 2015 inviting them to complete an online survey, with a final closing date of 8<sup>th</sup> March 2015. Stakeholders could also request a paper version of the survey if they preferred. The online survey was

available via the Council website for any organisation to complete, whether or not they had received an invitation by email.

- 4.2 The survey was similar to the Citizen Survey undertaken, with respondents being invited to give views as a spokesperson for their particular organisation. Pre publicity for the survey was conducted via One West Lancs and CVS so that groups and organisations knew they were going to be invited to give their views. West Lancashire Borough Council representatives also attended a networking event held by the CVS to invite local organisations to take part.
- 4.3 The invitation sent to stakeholders stated that only one response from their organisation could be accepted and respondents were invited to reply as a spokesperson for their group or organisation. In total 95 questionnaires were returned, 79 via the online survey and 16 paper returns.
- 4.4 The main findings in relation to Council spending were:
- In relation to services where spending should be reduced, the top responses were: customer services; grass cutting & grounds maintenance and dealing with planning applications.
  - When asked to select services where spending should not be reduced, the top responses were: culture and heritage; recreation & sport and leisure centres & pools.
- 4.5 The 2015 Stakeholder Survey results can be found on the Council website [www.westlancs.gov.uk/yourviews](http://www.westlancs.gov.uk/yourviews).

## **5.0 SUSTAINABILITY IMPLICATIONS/COMMUNITY STRATEGY**

- 5.1 There are no direct implications for sustainability or the community strategy. However the information gathered through the survey will help the council make plans and measure progress.

## **6.0 FINANCIAL AND RESOURCE IMPLICATIONS**

- 6.1 There are no direct implications for finance or resources

## **7.0 RISK ASSESSMENT**

- 7.1 There are no direct risks in relation to the surveys.

---

---

### **Background Documents**

There are no background documents (as defined in Section 100D(5) of the Local Government Act 1972) to this Article.

## **Equality Impact Assessment**

The decision does not have any direct impact on members of the public, employees, elected members and / or stakeholders. Therefore no Equality Impact Assessment is required.

## **Appendices**

None