

Regeneration, Culture and Environment Overview and Scrutiny Committee

BRIEFING NOTE – No. 11/17

Date: 13 June 2017

Briefing paper to: All Members of the Regeneration, Culture and Environment
Overview & Scrutiny Committee

Purpose:

This briefing note sets out the reasons why the survey methodology for measures of public satisfaction have changed from a monthly tracker to use of the Citizens' Panel and why the levels for street cleaning are below the satisfaction target in 2015/16.

Background

On 25 February 2016, Council agreed the projects, performance measures and targets for the Council Plan 2016/17. This included the measure for satisfaction with street cleaning. In 2016/17, the methodology for gathering satisfaction on street cleaning changed, but the target was retained at the same level.

Tracker and Citizen Panel methodologies

- Tracker Survey

The Tracker was a telephone based survey that took the views of a representative sample of approximately 400 Medway adults aged 18 and over living within the Medway Council area.

Although the tracker provided a representative sample for the residents in the whole of Medway, due to the smaller sample size it could not be used to provide a statistically significant understanding of the perspectives of specific residents by other characteristics beyond age and gender.

As an efficiency measure in 2015/16 it was agreed to terminate the use of the Tracker survey and instead gather Council Plan satisfaction measures wherever possible using the Citizens' Panel.

- Citizens' Panel – Council Plan Monitoring

The Citizens' Panel is a representative sample of local residents who have volunteered to participate regularly in local consultation. The panel is managed by the Corporate Performance and Intelligence Hub and is contacted approximately four times a year via postal/email surveys.

The Citizens' Panel was refreshed in 2014, increasing the number of panel members to approximately 2,000 with a specific focus on targeting hard to reach groups such as younger residents (16 and over) and BME residents. This was

intended to improve the accuracy of the survey's findings as a representative sample of the views held by our residents. The Citizens' Panel is due for its next refresh of its membership during 2017-18. Active participation runs at on average just over 800.

Satisfaction with street cleaning

For three years street cleaning satisfaction was collected using both the Tracker survey and Citizens' Panel. Table 1 shows that higher levels of satisfaction were reported consistently through the Tracker. The methodology used can make a difference to results.

In 2015/16 street cleaning satisfaction via the Citizens' Panel was 58%. The 2016/17 result from the Citizens' Panel was 56% - a small decrease but not one that is statistically significant.

It is misleading to compare the results across the two methodologies and conclude that performance has dropped.

Officers should have proposed an amended target to Members for street cleaning satisfaction to reflect maintenance of satisfaction results from the Citizens' Panel.

Maintaining 2015/16 performance would suggest a target of 58% with a suggested stretch target of 60%.

TABLE 1

Contract Year		Tracker			Citizen Panel		
		Panel Date	Satisfied	Contract Year Average	Panel Date	Satisfied	Contract Year Average
Oct 12- Sept 13	3	Sep-13	71%	72%	Aug-13	66%	66%
Oct 13- Sept 14	4	Jan-14	75%	72%	Apr-14	55%	53%
		Apr-14	69%		Jun-14	51%	
		Sep-14	70%		Aug-14	53%	
Oct 14 - Sept 15	5	Apr-15	72%	71%	Nov-14	55%	55%
		Sep-15	71%		Feb-15	54%	
					May-15	52%	
					Sep-15	60%	
Oct 15 - Sept 16	6				Jan-16	63%	58%
					Mar-16	56%	
					May-16	56%	
					Aug-16	58%	

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