

Derby Satisfaction Survey 2011

Derby City Council

January 2012

FINAL REPORT

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1) Executive Summary

The Council's annual satisfaction survey was carried out during November and December 2011, following significant reductions in Council funding and associated service reductions and when the Council was consulting on further savings for 2012/13. The survey was done through face to face doorstep interviews with residents living in Derby. Quota sampling was used to ensure a representative sample of respondents by age and gender, and these quotas were interlocked by ward. A total of 1,004 interviews were completed and the results are set out in the rest of this report.

Key results from the research are highlighted in Table 1.1 below. The Council has four KPI targets for 2011/12 and in each case results have exceeded the target. Overall satisfaction with the Council stands at 68% in 2011/12, exceeding the target of 45% and representing an improvement since 2010/11 (41%). Satisfaction with services is also higher than the target set, especially with regards to museums. In 2011/12, 93% of people who have used museums are satisfied with them, exceeding the target of 41%.

Table 1.1: KPI Targets and Results

Indicator Description	2011/12 Result	2011/12 Target	2010/11 Result
Better levels of satisfaction with Council services	68%	45%	41%
More people satisfied with leisure facilities	88%	43%	42%
More people satisfied with libraries	94%	62%	66%
More people satisfied with museums	93%	41%	44%

2) Introduction

2.1 Background

In October 2011 Derby City Council commissioned M·E·L Research to undertake the Council Satisfaction Survey. The survey, which was carried out during November and December 2011, contained key satisfaction questions from the 2010 One Derby Survey and aimed to provide insight into reasons for satisfaction and dissatisfaction with the Council.

2.2 Methodology

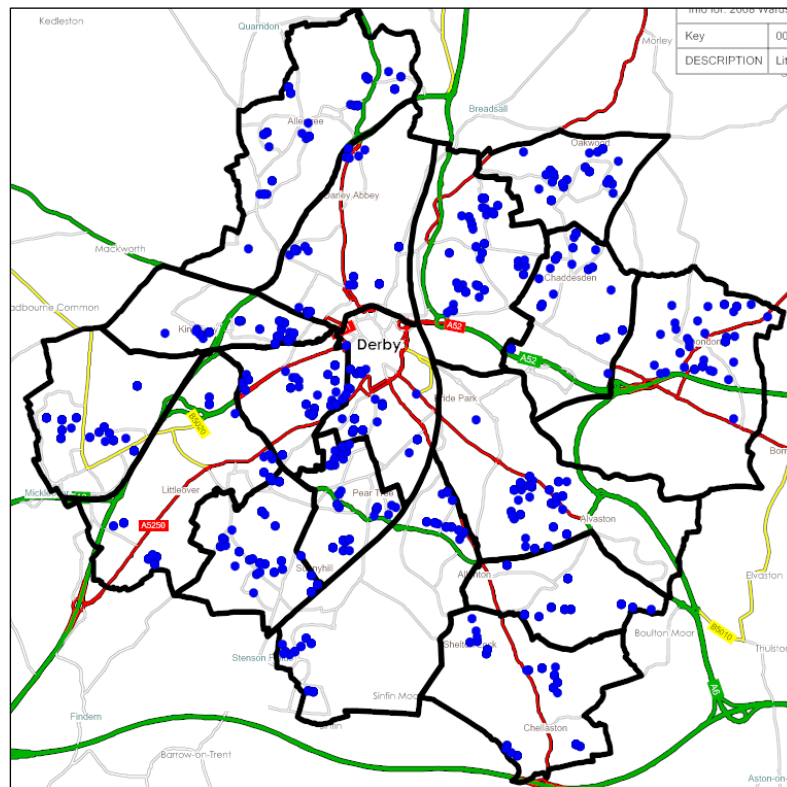
A face to face methodology was selected to ensure a robust and representative method of data collection. Fieldwork took place during the day as well as evenings up to 8pm and weekends. Trained interviewers undertook the fieldwork, always stating they were undertaking a survey on behalf of the Council. Interviewers carried photo ID, a letter of authorisation from the Council and wore high visibility vests. The local police were notified about the research.

Questions in the questionnaire covered usage and satisfaction with council services, information and communication and overall satisfaction with the Council. On average each interview lasted 15 minutes. A copy of the questionnaire can be found in Appendix A.

A total of 1,004 interviews were completed between 14th November and 12th December 2011 across Derby.

The sample was designed in order to provide accurate results at ward level, and the total number of interviews completed per ward calculated to be proportional of the population living there. A set of quotas were developed based on age and gender which were then interlocked by ward. City level quotas for ethnicity, disability and work status were also put in place. The intricate nature of the sample design eliminated the need for any weighting and therefore results in this report are all based on un-weighted data. Ward based quotas set and those achieved are shown in Appendix B (age) and Appendix C (Gender).

Within each ward, interviewers were given a number of randomly selected starting postcodes in which to carry out interviews, ensuring coverage across each ward as well as across the city. The map in Figure 2.1 illustrates the distribution of respondent postcodes across Derby.

Figure 2.1. Distribution of respondent postcodes

2.3 Analysis

The achieved sample size is 1,004 interviews. With 246,900 (Mid 2010 Population Estimates) individuals living in Derby, results are accurate to $\pm 3.09\%$ at the 95% confidence, which is statistically very robust. This means that we can be 95% certain that the results are within $\pm 3.09\%$ of the calculated response, so results could be 3.09% either above or below the figure calculated i.e. a 50% satisfaction response could in reality lie within the range of 46.91% to 53.09%. Where results by sub sample have been included, the confidence intervals around the data will be greater, due to the smaller base size. We have only reported differences in the report where they are significant. Where information is available, comparisons have also been made with data collected in 2003, 2006, 2008 and 2010.

Owing to rounding of numbers, percentages displayed visually on graphs in the report may not always add up to 100% and may differ slightly when compared to the text. The figures reported in the text are correct. For some questions respondents could give more than one response (multi choice). For these questions, the percentage for each response is calculated as a percentage of the total number of respondents and therefore percentages do not add up to 100%. This has been clearly indicated within the report.

2.4 Reporting

The report is structured around the four sections in the questionnaire, but results do not necessarily appear in the order they did in the questionnaire.

3) Findings

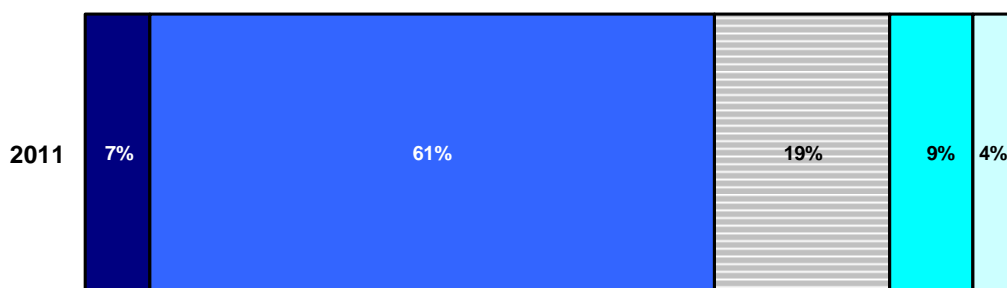
3.1 Overall satisfaction with the Council

In this section we present the results for overall satisfaction with the Council. This question has been asked in previous survey years and therefore comparable results over time are shown.

Overall 68% of respondents are satisfied with the Council, compared to 13% who are dissatisfied. Around one fifth (19%) of respondents answered neither satisfied nor dissatisfied.

Figure 3.1: Overall satisfaction with the Council?

Base: All respondents (excluding don't knows) (n=983)

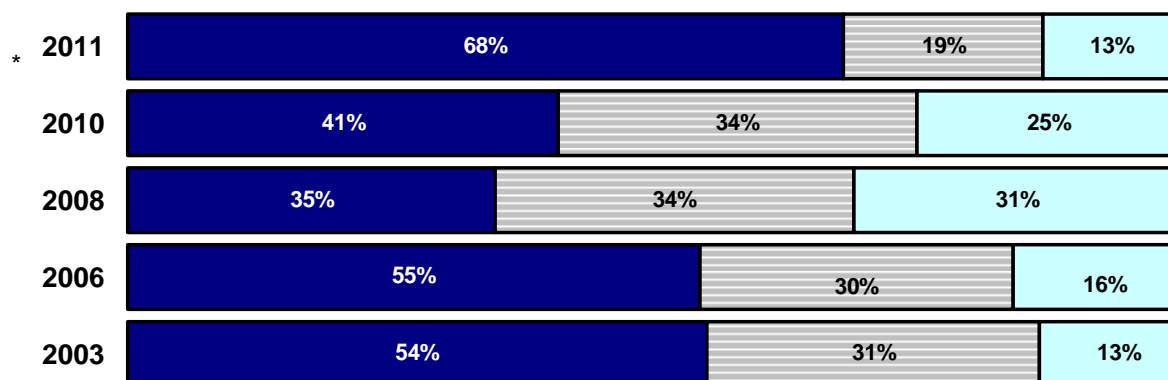


■ Very satisfied ■ Fairly satisfied ■ Neither satisfied nor dissatisfied ■ Fairly dissatisfied ■ Very dissatisfied

Compared to previous years, satisfaction has peaked in 2011 at 68%, following a fall in satisfaction in 2008 to just 35%. In 2011, the proportion of respondents saying they are 'neither satisfied nor dissatisfied' has decreased, and there has been a shift from remaining neutral towards being positive about the Council. The level of dissatisfaction in 2011 is at the same level as it was in 2003 (13%).

Figure 3.2: Overall satisfaction with the Council

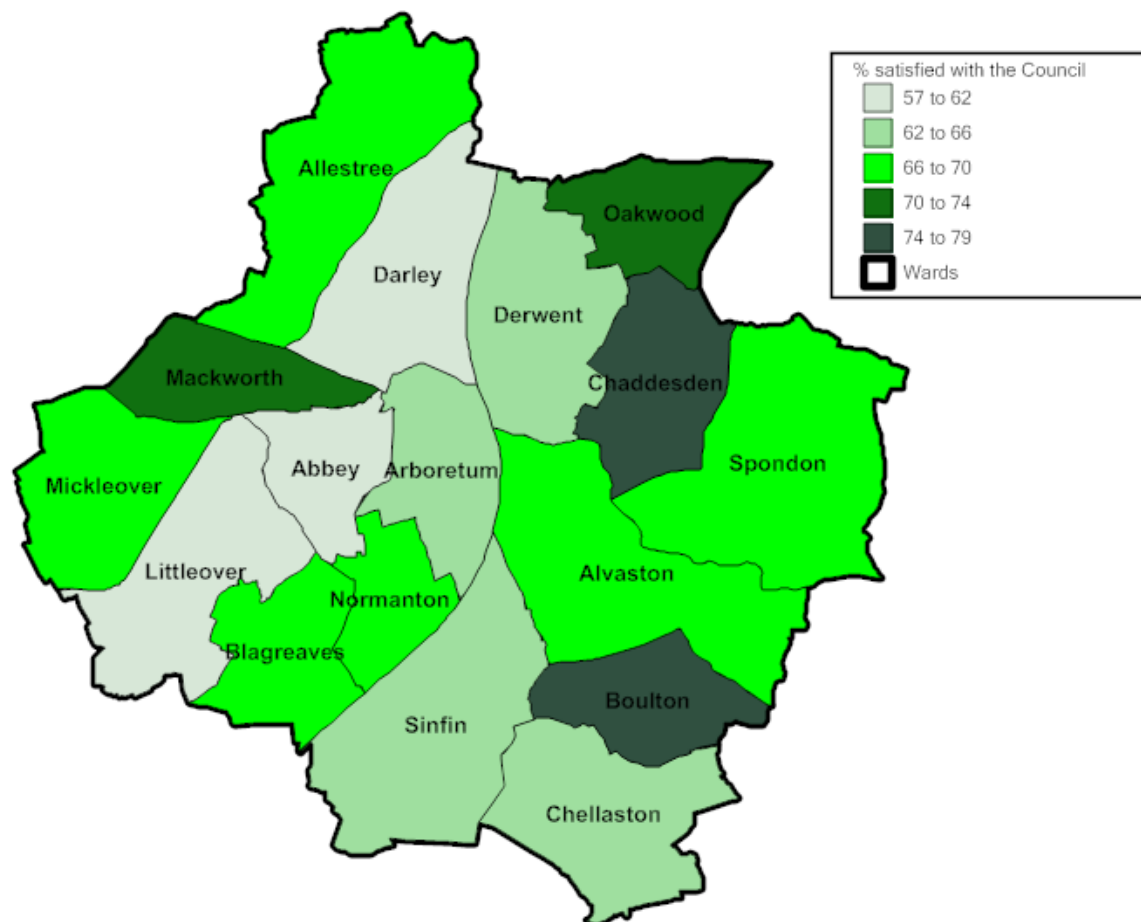
Base: All respondents (excluding don't knows)



■ Satisfied ■ Neither satisfied nor dissatisfied ■ Dissatisfied

Analysis by ward suggests that satisfaction with the Council varies across the city. Respondents living in Abbey are least satisfied overall (57%), followed by those living in Darley and Littleover. Satisfaction increases in the east of the city, especially in Chaddesden and Boulton (78%).

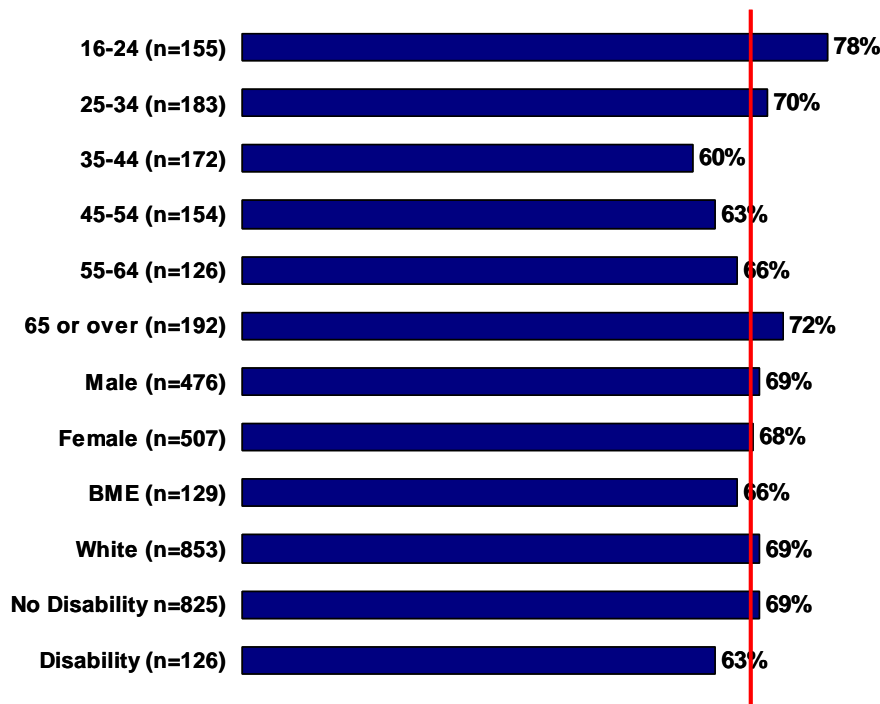
Figure 3.3. Satisfaction with the City Council by ward



Further analysis suggests that satisfaction by demographic group does not vary significantly, as shown in Figure 3.4. By age group, results show a small increase in satisfaction amongst the youngest and oldest age groups. According to analysis by disability, respondents with a disability are slightly less satisfied than those without (69% and 63% respectively), but not significantly.

Figure 3.4: Proportion of respondents who are satisfied with the city council

Base: Various excluding don't knows



Respondents were asked why they were satisfied or dissatisfied with the Council. Responses have been illustrated in Figure 3.5 and 3.6 below, the bigger the word in the diagram the more times it was used.

Figure 3.5: Why are you satisfied with the Council?





Table 3.1: Reasons for satisfaction or dissatisfied with the Council

Satisfied	Neutral	Dissatisfied
<p>They are doing a good job/I've got no complaints (n>250)</p> <p><i>'Despite the financial problem they are doing the best with what they have got'</i></p>	<p>I don't use any services/I have nothing to do with them (n=80)</p>	<p>Services need improving (roads/rubbish collection/condition of pavements) (n=29)</p>
<p>I'm happy with the services provided (n=40)</p> <p><i>'Bin collections are very good. Improvement in street lighting'</i></p>	<p>There is always room for improvement (n=18)</p> <p><i>'In last 5 years it has improved, but there is still room for improvement'</i></p>	<p>They waste money and are inefficient (n=26)</p> <p><i>'Money is wasted on things such as the recycling plant which never got used and now they are demolishing it'</i></p> <p><i>'They focus too much on trying to be like other cities instead of being derby which has a most fantastic history'</i></p>
<p>Helpful when I've needed them/Provided what I wanted (n=28)</p>		<p>They are difficult to contact (n=16)</p> <p><i>'Councillors should come round at weekends and be more visible'</i></p>
<p>Always there when I need them (n=16)</p> <p><i>'They are always at the end of the phone'</i></p>		<p>Services are being cut (n=13)</p>
<p>Things are improving (n=12)</p>		<p>They never get anything done/slow to respond (n=11)</p>
<p>It's a nice and safe place to live (n=8)</p>		<p>Lack of information and transparency (n=10)</p>
<p>It's better than other places (n=6)</p>		<p>Lack of facilities especially arts (n=4)</p>

Thinking about how the Council runs things, respondents were asked to consider whether this had got better or worse over the last two years. Results show that most respondents (51%) think that things have stayed the same, compared to 17% who say things have improved and 13% who say things have got worse.

Further analysis suggests there is a significant difference in perceptions by ethnicity, whilst 18% of white respondents think the Council has got better at running things in the last two years, just 10% of BME respondents say the same. This is not to say that BME respondents necessarily think things have got worse, but simply that they don't know enough to have an opinion. This is evident in the proportion of respondents answering don't know which is 16% amongst white respondents and 35% amongst BME respondents.

Figure 3.7: Council performance over time

Base: All respondents (2011: n=1004)



Respondents were asked to explain why things are getting better or worse, to which the majority of respondents said that there has been no change. The words people used to describe their reasons are illustrated in Figure 3.8 below, and results have been grouped into common themes in Table 3.2.

Figure 3.8: Why are things getting better or worse?



Table 3.2: Why are things getting better or worse?

Things are getting better	Count
Improvements and regeneration taking place	35
Better quality services	10
Things have stayed the same	
There has been no change	340
Things are getting worse	
Services are being cut	47

And finally in this section, respondents were asked how the Council can improve the services it provides. A summary of the words used to describe improvements is illustrated in Figure 3.9 below. The results have then been grouped into common themes which are shown in Table 3.3.

Figure 3.9: What can the Council do to improve?



Table 3.3: Summary of improvements for the Council

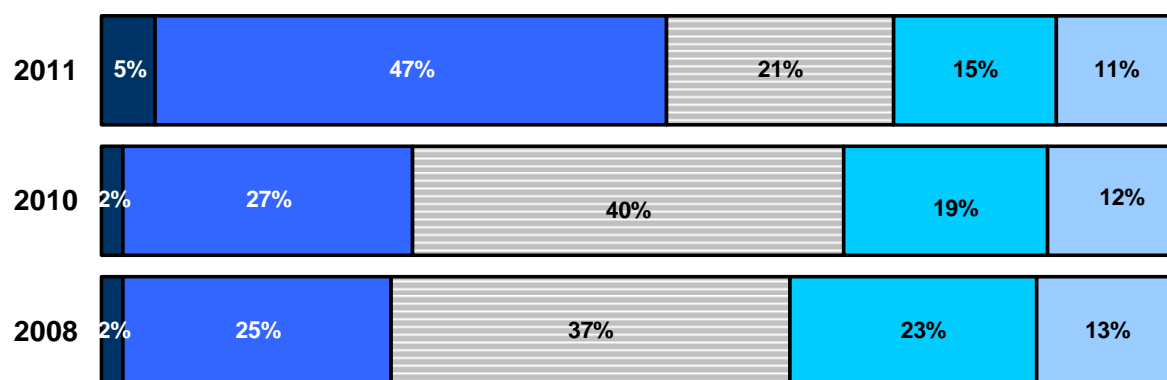
Suggested improvements	Count
Ask residents what they want/more consultation	65
Improve road and pavements maintenance	52
Improve street cleanliness and bin collections	42
Be more efficient and less wasteful	23
Answer the telephone in person (remove automated service)	21
Improve communications with residents	19
Increase community facilities (libraries, activities for young people and parks/open spaces)	17
Better policing, improve safety	16
Create jobs	15

3.2 Value for money

Just over half (53%) of respondents agreed that the Council provides value for money (5% strongly agree, 47% tend to agree) compared to just over one quarter (26%) who disagreed. The results represent an improvement since 2008 and 2010 when fewer respondents agreed (27% and 29% respectively) and more respondents disagreed (36% and 31% respectively). Net agreement (agree minus disagree) over the three survey years is positive for the first time in 2011 indicating an improvement (-9% 2008, -2% 2010, 27% 2011).

Figure 3.10: To what extent do you agree or disagree that the Council provides value for money?

Base: All respondents (excluding don't knows) (n=897, 2011)

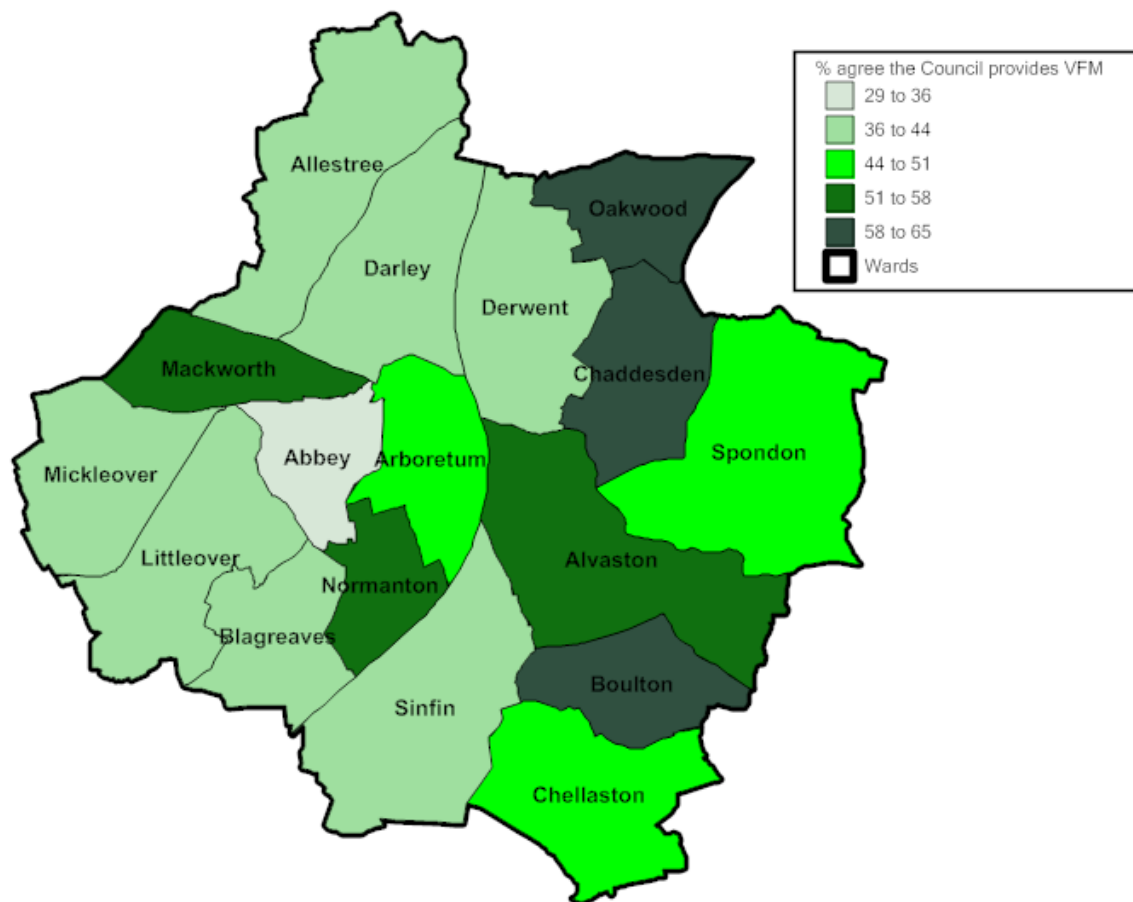


■ Strongly agree ■ Tend to agree ■ Neither agree nor disagree ■ Tend to disagree ■ Strongly disagree

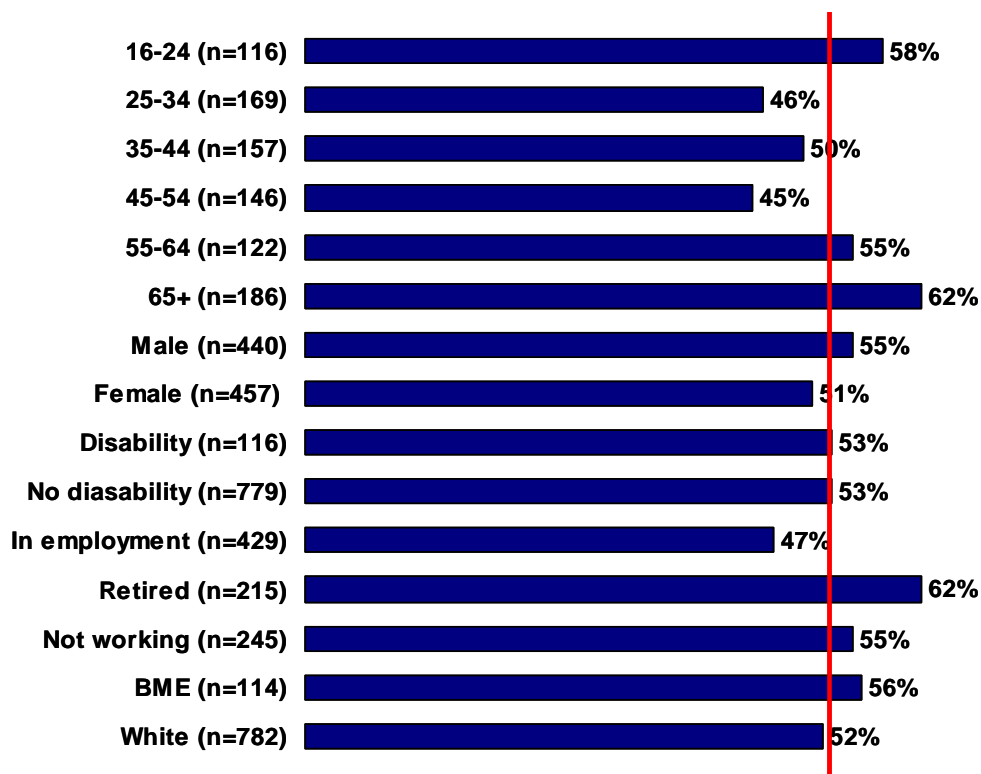
Results vary considerably by ward, with just 29% of respondents agreeing that the Council provides value for money in Abbey in the centre of Derby increasing up to 62% in Boulton and 65% in Chaddesden.

Figure 3.11: Proportion of respondents who agree the Council provides value for money by ward

Base: All respondents



Further analysis suggests a polarisation in agreement by age, so whilst the youngest and oldest age groups are most likely to agree that the Council provide value for money, respondents in the middle age groups (25-34 and 45-54) are less likely to agree. It would be worthwhile demonstrating to these residents how they benefit from council services in order to illustrate value for money.

Figure 3.12: Proportion of respondents who agree the Council provides value for money by demographic group**Base: Various (excluding don't knows)**

Respondents who agree that the Council provides value for money are more positive about the other things the Council is doing, for example making Derby a better place to live, regenerating the city, acting on behalf of your interests and doing a good job. In fact, 98% of respondents who strongly agree the Council provides value for money agree that the Council is doing a good job compared to just 13% of respondents who strongly disagree that the Council provides value for money. This highlights the importance of demonstrating value for money to local residents, and the knock on impact it can have on overall satisfaction.

3.3 Satisfaction with council services

The results in this section are based on usage of and satisfaction with council services. Unless otherwise stated, satisfaction is based on all users of the service rather than all respondents. Services have been grouped into a number of different themes for analysis purposes.

Waste and Recycling

Firstly, respondents were asked how often they use local tips and household waste recycling centres (HWRCs). Just over half (52%) of respondent have used a tip or a HWRC within the last year, and 37% have used one within the last 6 months. Usage of the local tip peaks amongst respondents aged 45-64 and is also higher amongst males in comparison to females (66% and 60% respectively). Around two fifths (37%) of respondents have never used a local tip or HWRC.

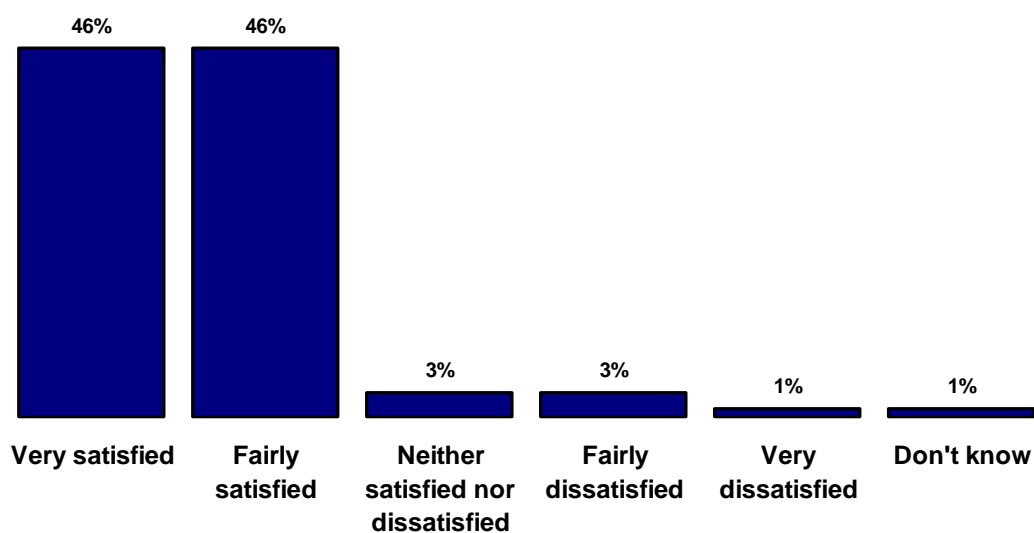
Table 3.4: Frequency of use of local tips and household waste recycling centres

Frequency of use	Count	%
Almost everyday	2	0%
At least once a week	15	1%
About once a month	88	9%
Within the last 6 months	265	26%
Within the last year	150	15%
Longer ago	112	11%
Never used	371	37%
Doesn't apply/Don't know	1	0%
Total	1004	100%

Respondents were asked how satisfied they were with local tips and household waste recycling centres, the results presented in Figure 3.13 below are based on all respondents who have used this service. The majority of users were satisfied with tips and HWRCs, 92% compared to 4% who were dissatisfied.

Figure 3.13: Satisfaction with local tips and household waste recycling centres

Base: All users of the service n=631



Children and Young People

Under the children and young people theme, respondents were asked if they had used education services, children's centres, youth services and children's social care. The majority of respondents in all cases have not used these services. Looking at respondents who have used the services though, education is most likely to have been used, 25% have used the service and 13% have used it within the last year. Just over one in ten respondents (13%) have used Children's centres and 9% have used them within the last year. Less than 5% of respondents have used youth services or children's social care.

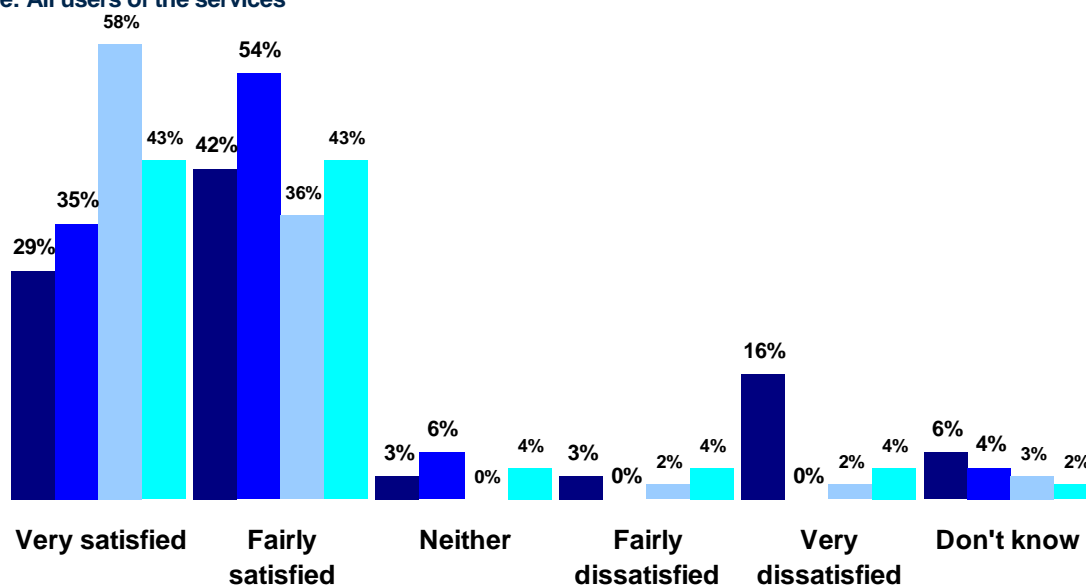
Table 3.5: Frequency of use of Children and Young Peoples Services

Frequency of use	Education services		Children's centres		Youth services		Children's social care	
	Count	%	Count	%	Count	%	Count	%
Almost everyday	34	3%	5	1%	0	0%	1	0%
At least once a week	9	1%	32	3%	7	1%	6	1%
About once a month	10	1%	24	2%	7	1%	5	1%
Within the last 6 months	43	4%	14	1%	12	1%	3	0%
Within the last year	38	4%	13	1%	6	1%	3	0%
Longer ago	112	11%	41	4%	15	2%	14	1%
Never used	754	75%	869	87%	952	95%	965	96%
Don't know	3	0%	5	1%	4	0%	6	1%
Total	1003	100%	1003	100%	1003	100%	1003	100%

To provide a more accurate picture of satisfaction, the results shown in Figure 3.14 are based on those respondents who have used the services rather than all respondents. In all cases the majority of respondents are satisfied with the services falling under the children and young people theme, ranging from 94% for children's centres to 71% for children's social care (although please note low base size of just 31 respondents).

Figure 3.14: Satisfaction with Children and Young People Services

Base: All users of the services



■ Children's social care (n=31) ■ Youth services (n=48) ■ Children's centres (n=132) ■ Education services (n=245)

Adult Social Care

This section covers services for adults of working age and older people and around one in ten respondents have used these services.

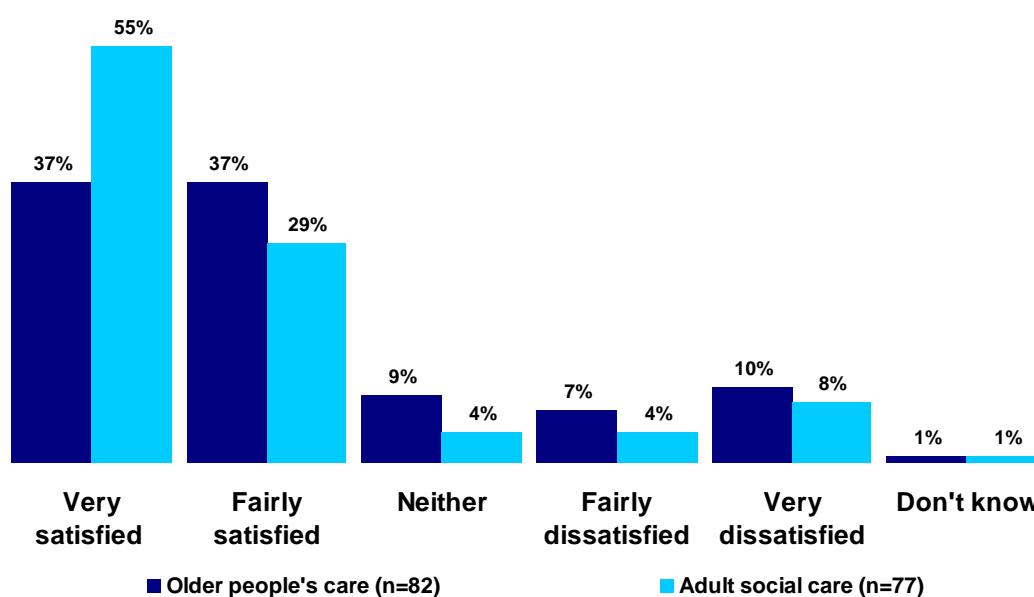
Table 3.6: Frequency of use of Adult Social Care Services

Frequency of use	Adult social care		Older people's services	
	Count	%	Count	%
Almost everyday	1	0%	8	1%
At least once a week	9	1%	12	1%
About once a month	4	0%	6	1%
Within the last 6 months	25	3%	18	2%
Within the last year	13	1%	9	1%
Longer ago	26	3%	28	3%
Never used	923	92%	918	92%
Don't know	1	0%	1	0%
Total	1002	100%	1000	100%

Around 8 out of 10 (83%) respondents who have used adult social care are satisfied with the service, compared to 73% of users of older people's care. Results are based on a sample of just 77 and 82 respondents respectively.

Figure 3.15: Satisfaction with Adult and Social Care Services

Base: All users of the services



Planning Services

16% of respondents have used planning services, although only 3% have used them within the last year. The majority of respondents (84%) have not used this service. People who have used planning control are more likely to be in the age range 35-64.

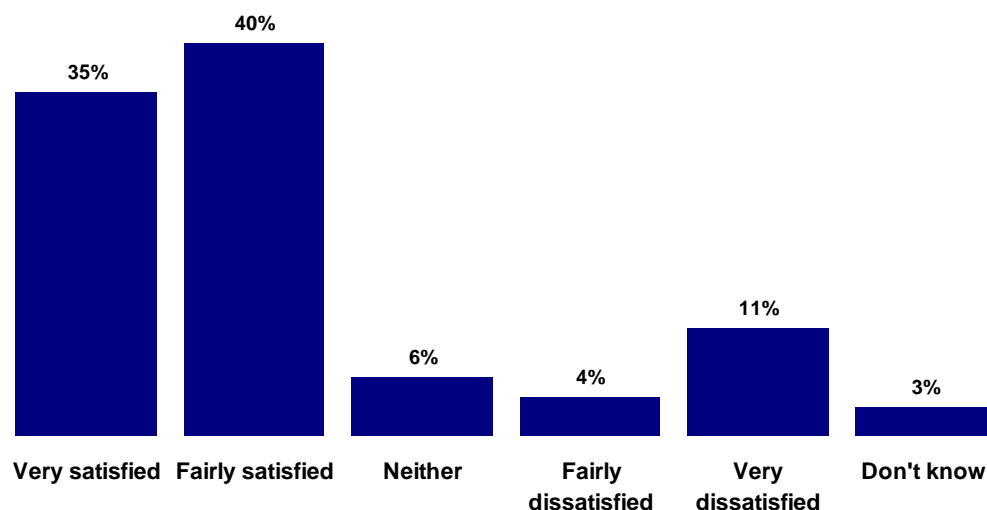
Table 3.7: Frequency of use of planning services, including development control, building control and planning policy

Frequency of use	Count	%
Almost everyday	0	0%
At least once a week	0	0%
About once a month	0	0%
Within the last 6 months	10	1%
Within the last year	17	2%
Longer ago	130	13%
Never used	844	84%
Doesn't apply/Don't know	3	0%
Total	1004	100%

Three quarters of respondents who have used planning services are satisfied with the service they received compared to 16% who were dissatisfied. Satisfaction is much higher amongst users of the service.

Figure 3.16: Satisfaction with planning services

Base: All users of the planning service n=159



Leisure and Cultural Services

Under this theme, parks and open spaces are the most well used service. 88% of all respondents have used parks and open spaces in Derby, with 81% having used them in the last year and 77% having used them within the last six months. Libraries are the second most used service, with over half (59%) of respondents having used libraries, and 45% having used them in the last year. Half (52%) of respondents use sports and leisure facilities, with one third (36%) using them in the last six months. Theatres/concert halls and museums/galleries are slightly less well used, 47% of respondents have each used these services, with 32% and 24% of respondents respectively using them with the last year.

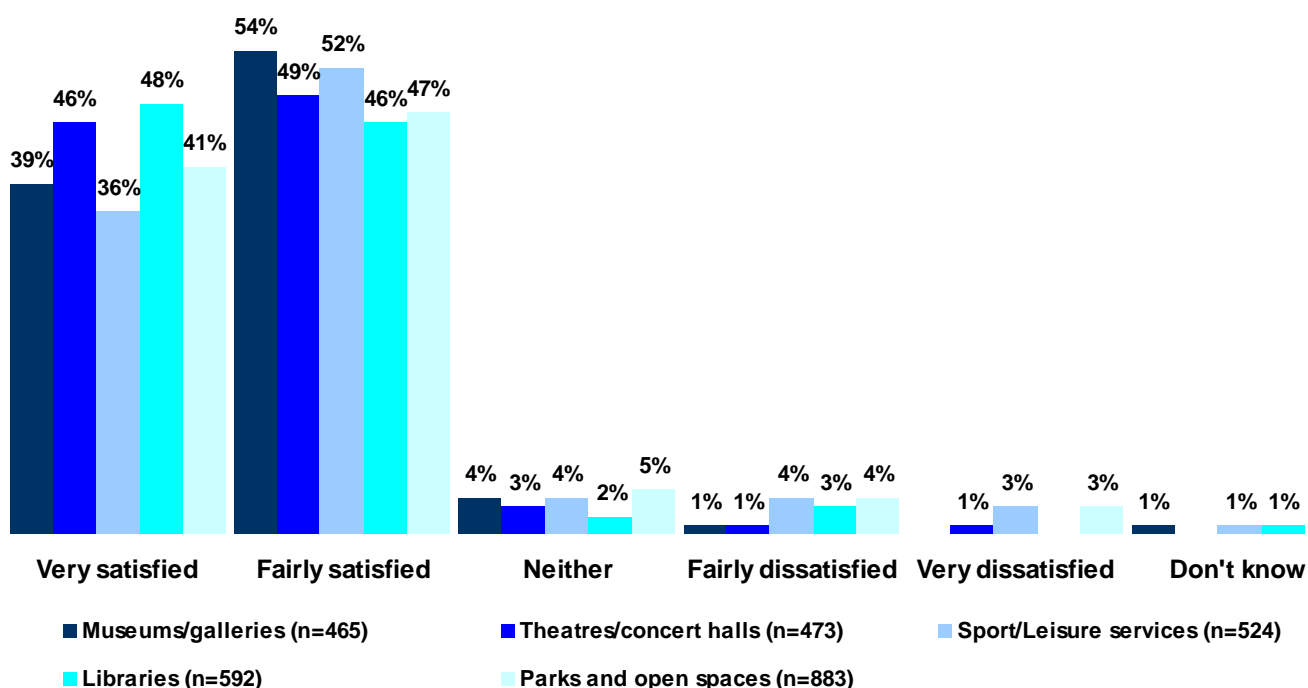
Table 3.8: Frequency of use of leisure and cultural services

	Parks and open spaces		Libraries		Sport/leisure facilities		Theatres/concert halls		Museums/galleries	
Frequency of use	Count	%	Count	%	Count	%	Count	%	Count	%
Almost everyday	121	12%	4	0%	6	1%	0	0%	0	0%
At least once a week	296	30%	86	9%	117	12%	8	1%	5	1%
About once a month	224	22%	203	20%	92	9%	42	4%	40	4%
Within the last 6 months	135	13%	105	10%	94	9%	129	13%	90	9%
Within the last year	41	4%	49	5%	52	5%	139	14%	109	11%
Longer ago	65	6%	147	15%	163	16%	156	16%	224	22%
Never used	121	12%	407	41%	478	48%	529	53%	536	53%
Don't know	0	0%	0	0%	2	0%	0	0%	0	0%
Total	1003	100%	1001	100%	1004	100%	1003	100%	1004	100%

Respondents who use leisure and cultural services in Derby are particularly satisfied with them, in fact over 85% of users are satisfied (very and fairly satisfied) with all aspects of cultural and leisure services.

Figure 3.17: Satisfaction with leisure and cultural services

Base: All users of the services

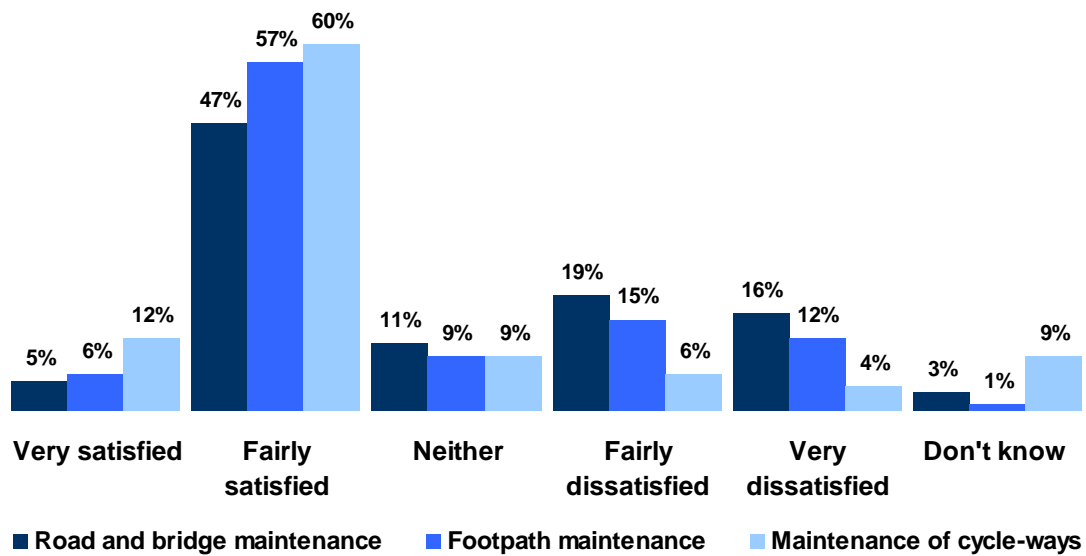


Roads and footpaths

Over half of all respondents were satisfied with roads and footpaths ranging from 72% for maintenance of cycle ways to 63% for footpath maintenance and 52% for road and bridge maintenance. Some improvements are needed to reduce the level of dissatisfaction with footpath maintenance (27%) and road and bridge maintenance (34%). Dissatisfaction levels for both footpath and road/bridge maintenance are considerably higher amongst respondents aged 45+. With regards to footpath maintenance, respondents with a disability are much less satisfied than those without (50% and 65% respectively).

Figure 3.18: Satisfaction with roads and footpaths

Base: All respondents



Transport services

Around one quarter (28%) of respondents have used concessionary travel services, and 26% have used them within the last year. Fewer (9%) have used transport services for education and adult services, with 7% having used them within the last year.

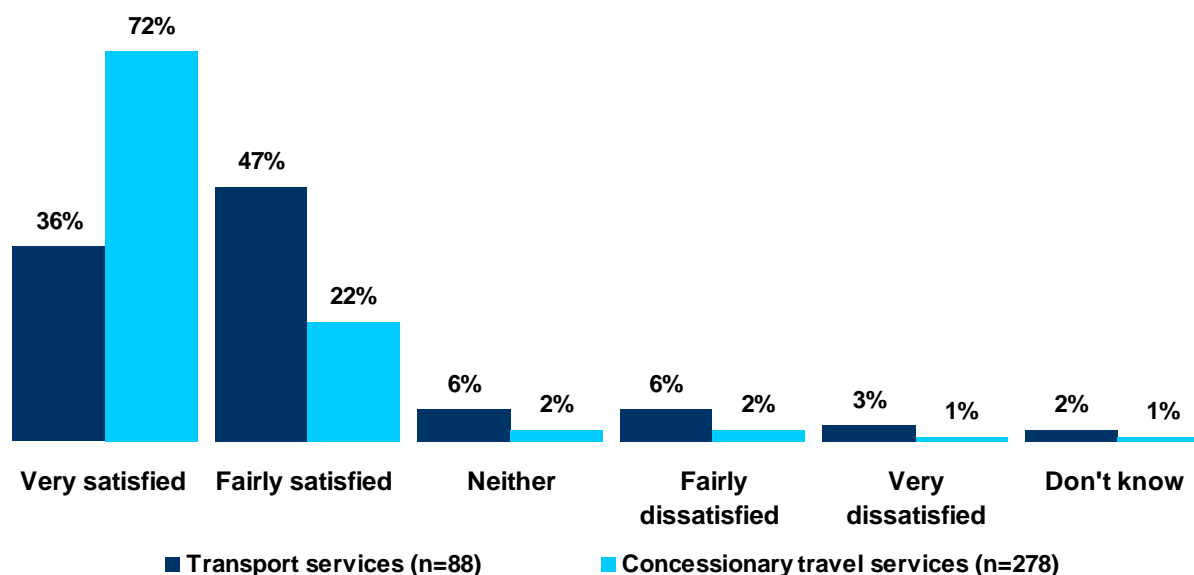
Table 3.9: Usage of transport services

	Concessionary travel services		Transport services	
Frequency of use	Count	%	Count	%
Almost everyday	58	6%	31	3%
At least once a week	120	12%	23	2%
About once a month	40	4%	6	1%
Within the last 6 months	32	3%	8	1%
Within the last year	8	1%	1	0%
Longer ago	21	2%	18	2%
Never used	723	72%	910	91%
Don't know	2	0%	7	1%
Total	1004	100%	1004	100%

More than 9 out of 10 respondents (94%) who have used concessionary travel services are satisfied with them, and just 3% are dissatisfied. Satisfaction is also high (83%) amongst respondents who use transport services for education and adult services.

Figure 3.19: Satisfaction with transport services

Base: All users of the service



Other council services

Two fifths (41%) of respondents have used registration services in Derby, although only 6% have used them in the last year. Whilst slightly fewer respondents overall have used Derby Direct (34%), more respondents have used it in the last year (27%). With regards to benefit services, around one third (30%) of respondents have used them in Derby with 24% having used them in the last year. Usage of benefits services increases amongst 25-34 and 35-44 year olds, 37% of both age groups have used benefits services with 31% and 29% respectively having used them in the last year.

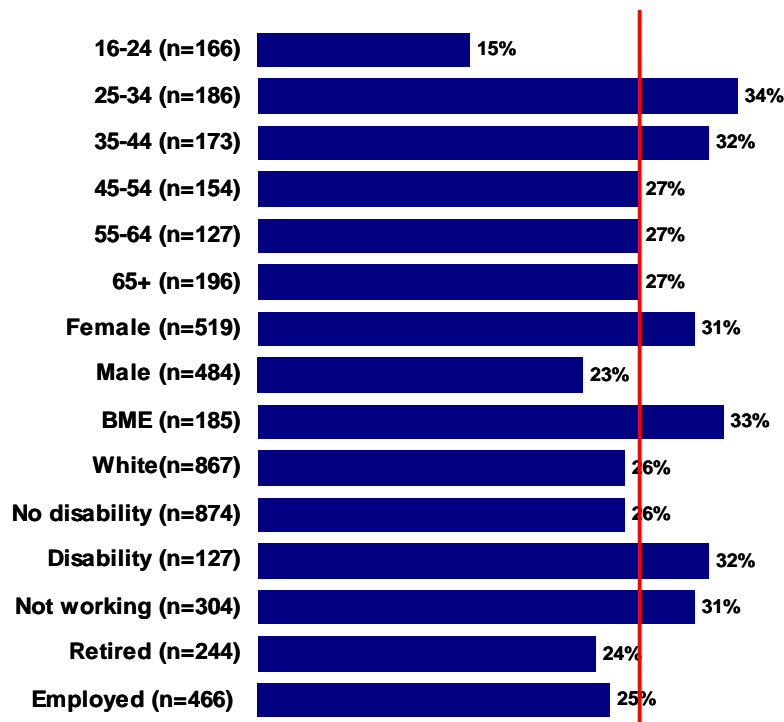
Table 3.10: Usage of other council services

Base: All respondents

Frequency of use	Registration/ registrar services		Derby Direct		Benefits services	
	Count	%	Count	%		
Almost everyday	0	0%	1	0%	27	3%
At least once a week	0	0%	6	1%	51	5%
About once a month	2	0%	24	2%	57	6%
Within the last 6 months	23	2%	138	14%	68	7%
Within the last year	36	4%	102	10%	38	4%
Longer ago	348	35%	70	7%	58	6%
Never used	592	59%	656	65%	700	70%
Don't know	3	0%	6	1%	4	0%
Total	1004	100%	1003	100%	1003	100%

The demographic profile of respondents who have used Derby Direct within the last 12 months is illustrated in Figure 3.20. As you might expect, respondents aged 16-24 are significantly less likely to have used Derby direct (15%) compared to other respondents, and although usage appears to increase amongst 25-44 years old this is not statistically significant. Females are significantly more likely to have used Derby Direct than males (31% and 23% respectively), as are those respondents who are not working (31%) as opposed to those who are retired (24%) or working (25%).

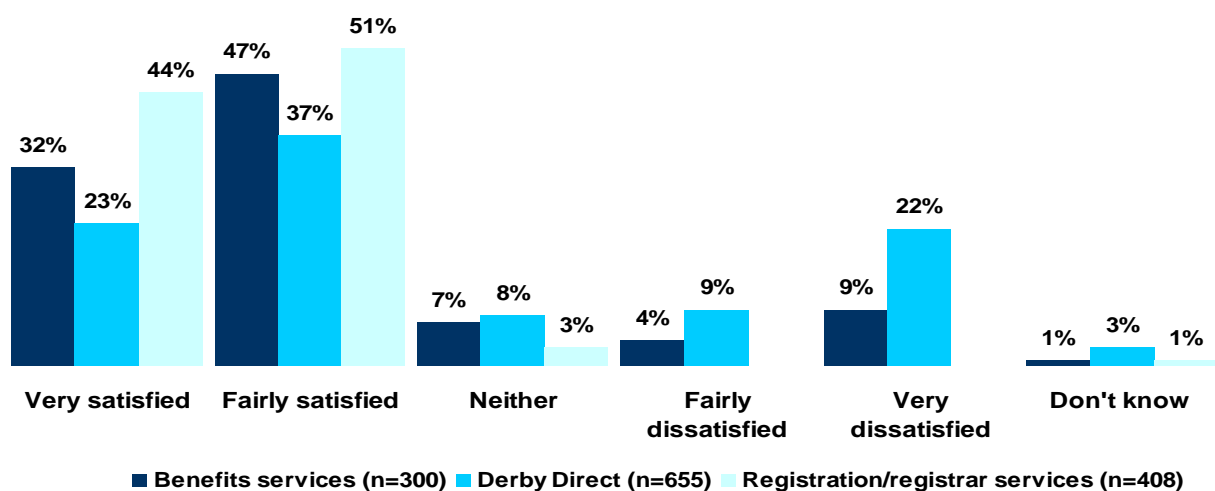
Figure 3.20: Demographic profile of Derby Direct consumers (% of respondents who have used Derby Direct in last 12 months)



Whilst satisfaction with registration services and benefits services is high amongst users of the services (95% and 79% respectively), satisfaction dips to 59% amongst people who have used Derby Direct.

Figure 3.21: Satisfaction with other council services

Base: All users of the services

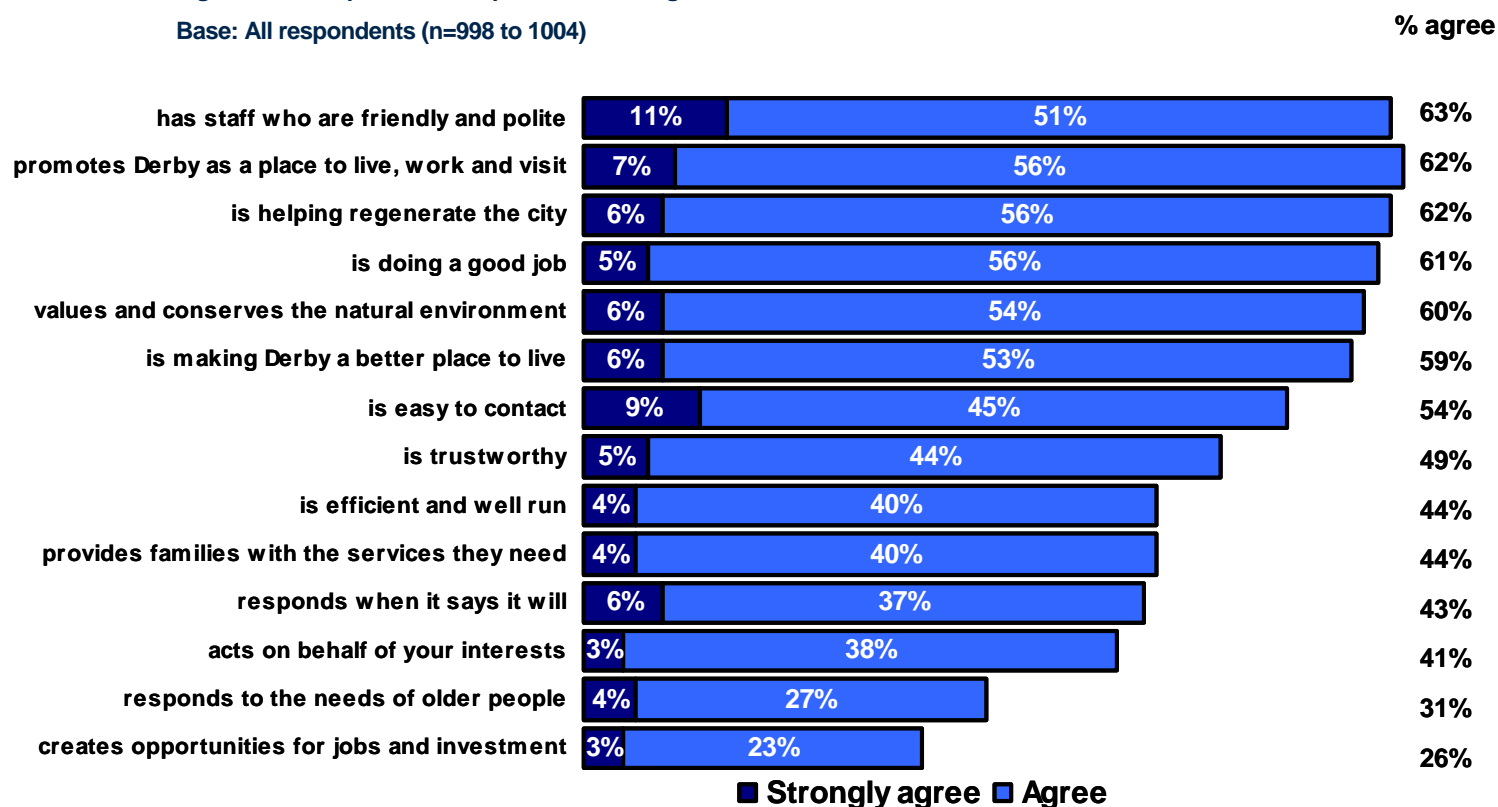


3.4 Views about the Council

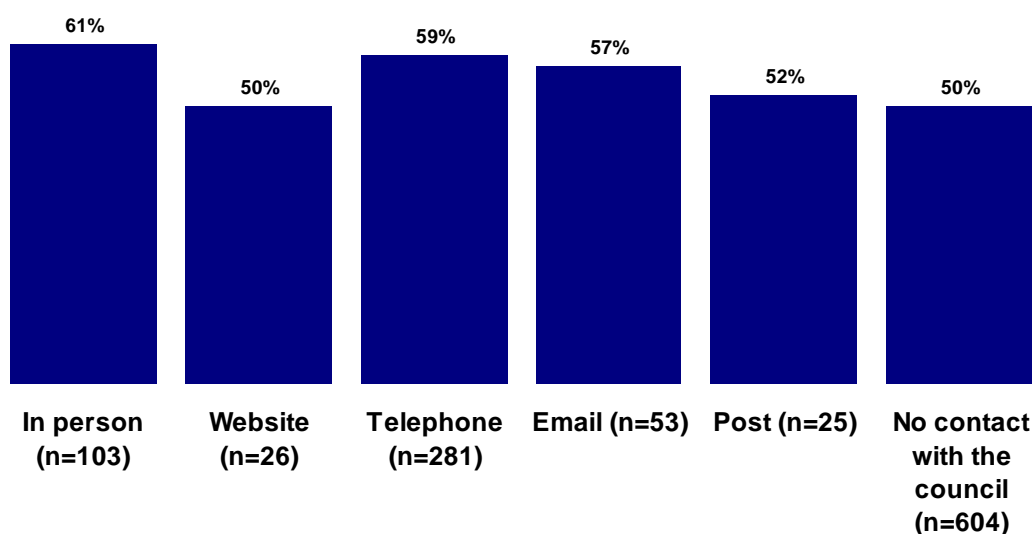
Respondents were asked to read a number of statements about the Council and then asked to state how much they agreed or disagreed with each statement. Results are illustrated in Figure 3.22.

Figure 3.22: Proportion of respondents who agree the Council.....

Base: All respondents (n=998 to 1004)



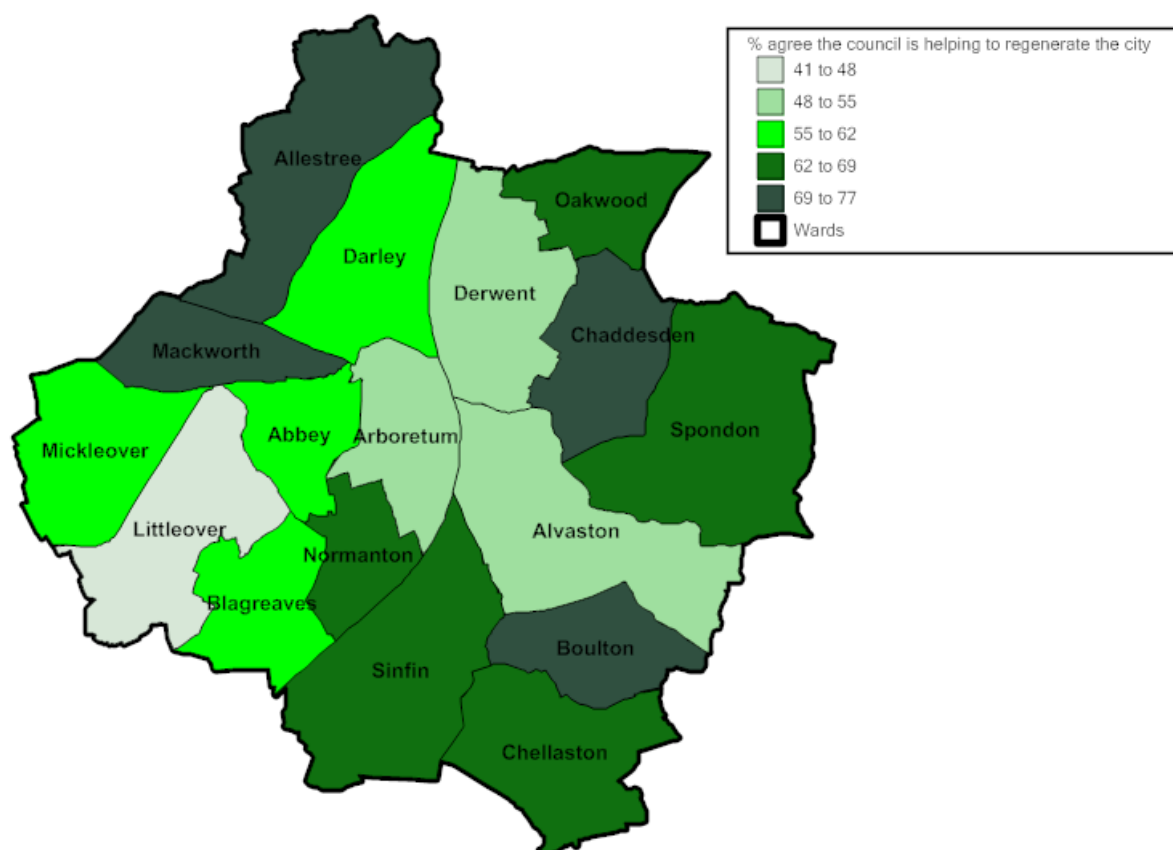
Respondents were particularly positive about the staff working for the Council, with 63% of respondents agreeing staff are friendly and polite. Respondents who are satisfied with the Council are much more likely to agree its staff are friendly and polite (91% of respondents who are very satisfied with the Council agree staff are friendly and polite, as do 71% of respondents who are fairly satisfied with the Council). However, agreement fell to 54% when asked if the Council was easy to contact. Further analysis suggests that respondents who have actually contacted the Council within the 12 months are more likely to agree they are easy to contact in comparison to those who have not contacted the Council (60% and 50% respectively), with those respondents contacting the Council in person or by telephone most likely to say they are easy to contact (61% and 59% respectively) (See Figure 3.23).

Figure 3.23: Level of agreement that the Council is easy to contact by method of contacting the Council in the last 12 months

In addition, respondents aged 25-34 appear to find it easiest to contact the Council, 61% agreed the Council was easy to contact, reducing to 42% amongst 16-24 year olds and 49% amongst 55-64 year olds. Further analysis also indicates respondents who have a disability are more likely to have contacted the Council in the last 12 months (42%), and are also more likely to agree the Council is easy to contact than those without a disability (61% and 53% respectively). Disabled respondents appear more likely than their counterparts to contact the Council either in person or by telephone, the two channels with the highest ease of contact score.

Generally, respondents agreed that the Council is doing a good job (61%), is working to regenerate the city (62%) and linked to this that they are promoting Derby as a place to live, work and visit (62%). However fewer respondents agree (26%) that the Council is helping to create jobs and investment, although interestingly agreement is lowest amongst older people and those who are retired. Younger people have a more positive view that the Council is helping to create jobs and investment (30% 16-24 year olds, 28% 25-34 year olds), as do males compared to females (30% and 22% respectively) but further improvement is still required.

With regards to the regeneration of the city, Figure 3.24 illustrates the proportion of respondents who agree the Council is working to regenerate the city by ward. The map shows the variation in levels of agreement, respondents living in Arboretum and Littleover are much less likely to agree the Council is helping to regenerate the city (49% and 41% respectively) in comparison to Allestree and Mackworth in the north west of the city (72% each) and Chaddesden and Boulton in the east (76% and 75% respectively). Respondents aged 25-34 are most positive about the regeneration of the city, 71% agree the Council is helping to regenerate the city falling to 52% amongst 55-64 year olds, as are those in employment (65%).

Figure 3.24: Proportion of respondents who agree the city council is helping to regenerate the city by ward

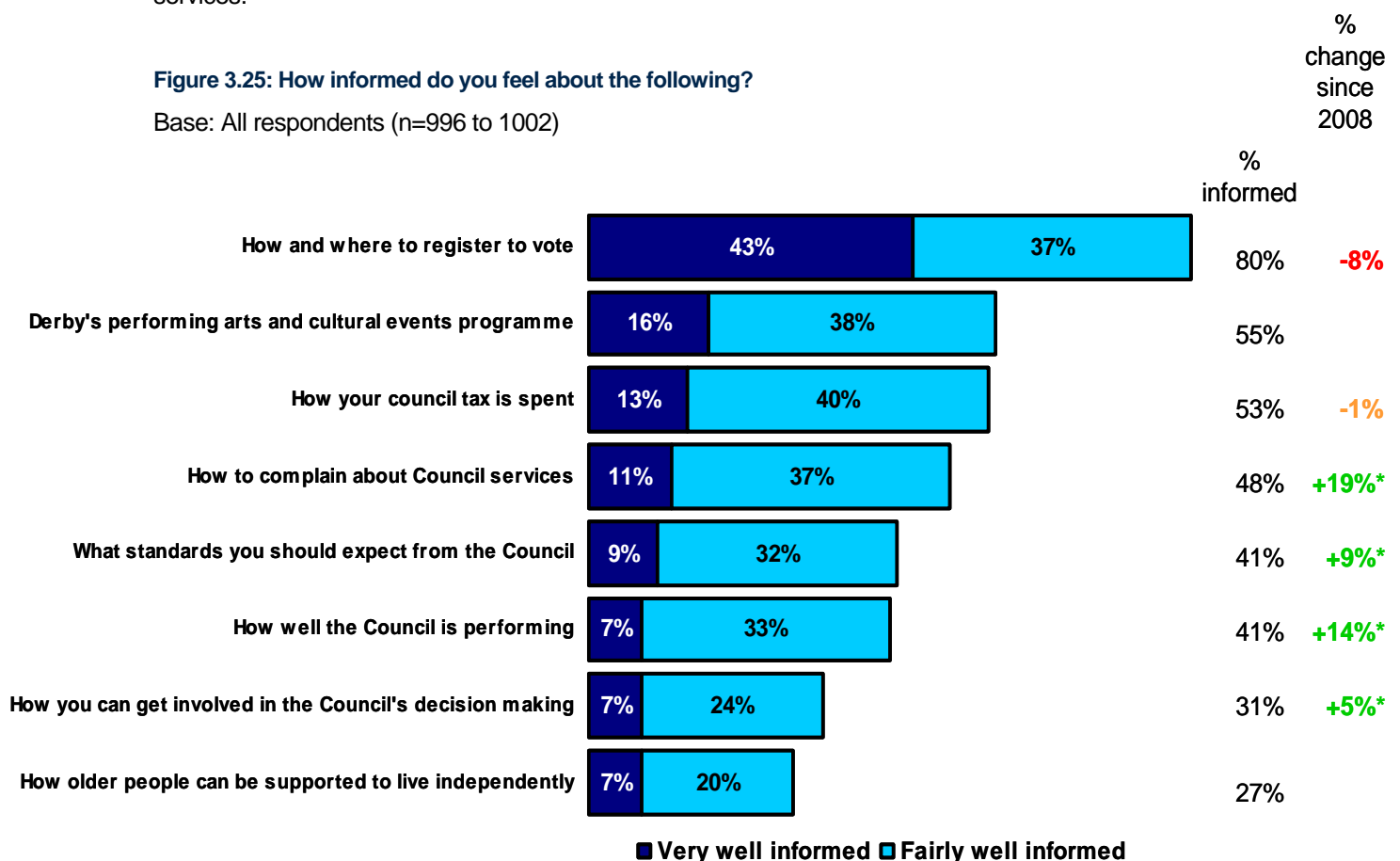
Just less than half of respondents agreed that the Council is trustworthy (49%) and efficient and well run (44%). These questions were also asked in the 2006 resident survey and whilst the proportion of respondents agreeing that the Council is efficient and well run has remained the same, there has been an improvement with regards to the proportion of respondents agreeing that the Council is trustworthy from 42% in 2006 to 49% in 2011. There is some improvement required in order to increase agreement that the Council responds when it says it will (43% agree), and to prove how the Council is acting on behalf of residents (41% agree), and linked to this to show how the Council acts on behalf of older people (31%).

3.5 Feeling informed

Thinking about local services, respondents were asked how informed they feel about a number of different services.

Figure 3.25: How informed do you feel about the following?

Base: All respondents (n=996 to 1002)



Most respondents (80%) feel informed about how and where to register to vote, of which 43% feel very informed and 37% feel fairly informed. Since 2008 there has been a fall of 8% points in the proportion of respondents who feel informed about voting. Respondents aged 16-24 are least informed about how and where to register to vote (57%).

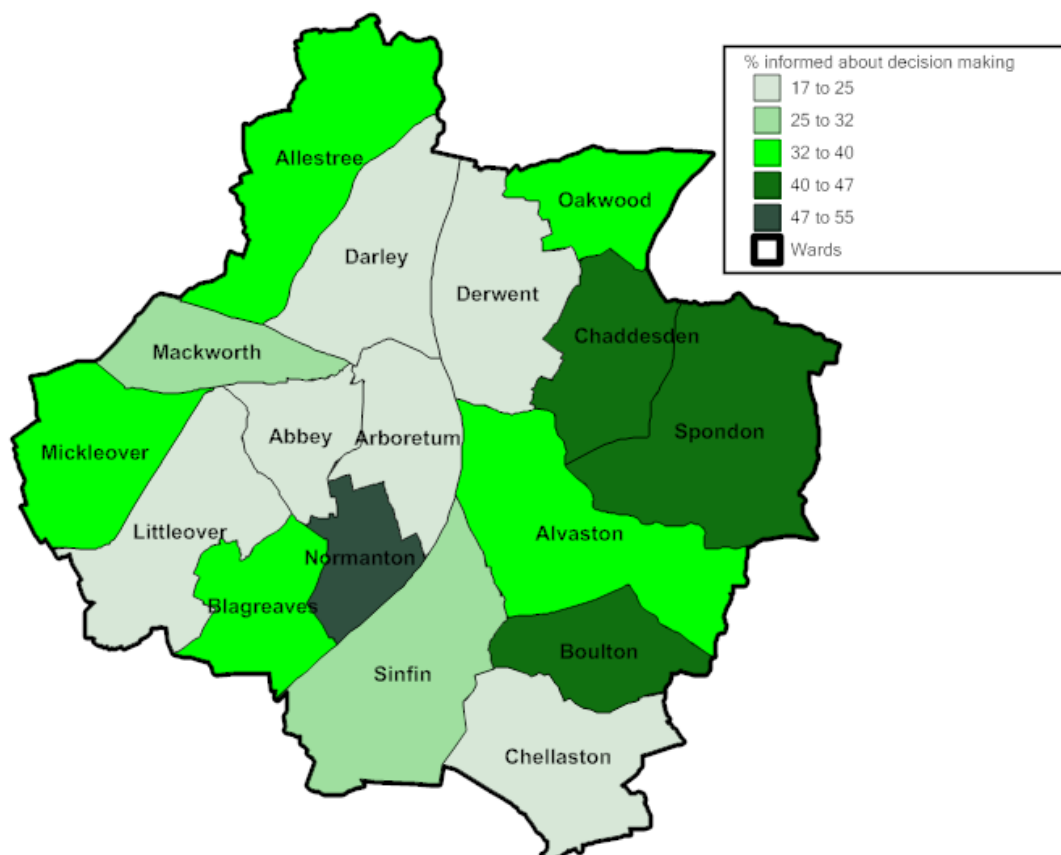
Around half of respondents feel informed about the arts and cultural events programme in Derby (55%), how council tax is spent (53%) and how to complain about council services (48%). There has been little change in the proportion of respondents feeling informed about how their council tax is spent since the previous survey in 2008, however the proportion of respondents who know how to complain about council services appears to have increased significantly. However, please note the slight variation in question wording from feeling informed about how to complain about local public services in 2008 to feeling informed about how to complain about council services in 2011. The proportion of respondents who feel well informed about how council tax is spent increases with age, from just 24% of 16-24 year olds to 71% of 55-64 year olds. Giving the younger age group more information about how council tax is spent may increase their understanding of value for money.

There also appears to have been an improvement with regards to feeling informed about the standards you expect from the Council, and how well the Council is performing between 2008 and 2011, and now around two fifths (41% each) of respondents feel informed about these things, increasing with age. However, please note the slight wording change between 2008 and 2011 from 'local public services' to 'the Council'.

Less than one third of respondents respectively feel informed about how to get involved in council decision making (31%) and how older people can be supported to live independently (27%). The proportion of respondents who know how to get involved in council decision making varies from just 19% of 16-24 year olds to 40% of 65+ year olds, which also explains the higher proportion of informed retired residents (42%).

Analysis by ward suggests that respondents living in Normanton feel most informed about how to get involved in council decision making (55%), followed by those respondents living in Chaddesden, Spondon and Boulton. There are much lower informed levels in a cluster of wards in the centre of Derby, including Abbey, Arboretum, Derwent, Darley and Littleover. Derwent ward has the lowest proportion of respondents who feel informed about getting involved in council decision making (18%).

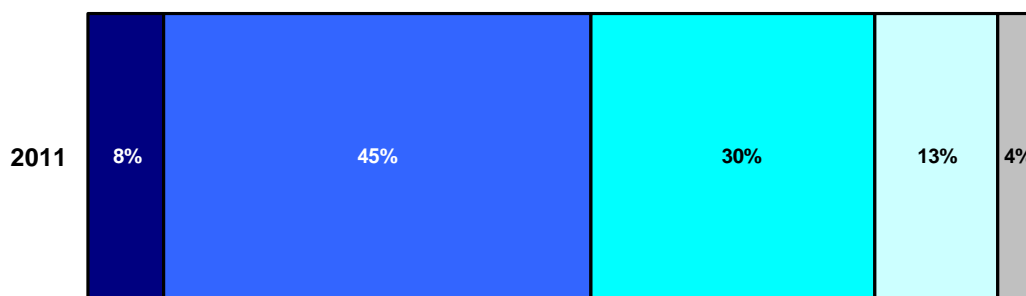
Figure 3.26: Proportion of respondents who feel informed about how to get involved in council decision making?



Overall, respondents were asked how well informed they feel about council services. Just over half (53%) feel informed about council services and most of these respondents feel fairly rather than very well informed. Just over two fifths (43%) of respondents do not feel well informed, with 30% saying they are not very well informed and 13% feeling not very well informed at all.

Figure 3.27: Overall how well informed do you feel about council services?

Base: All respondents (n=1,002)

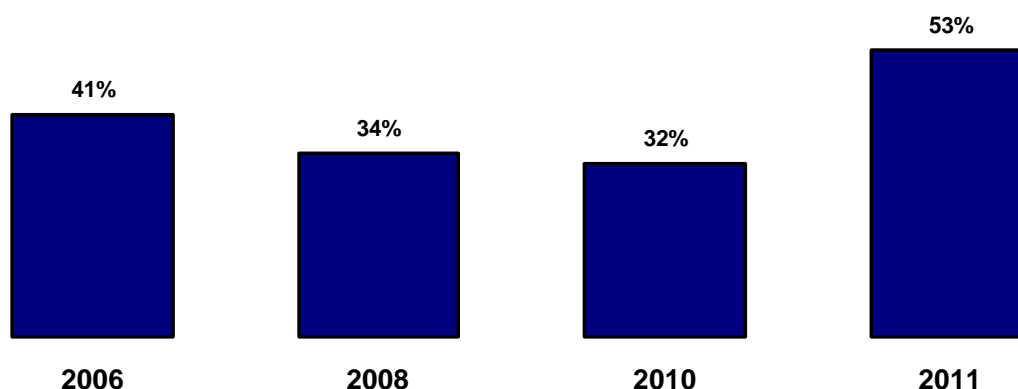


■ Very well informed ■ Fairly well informed ■ Not very well informed ■ Not well informed at all ■ Don't know

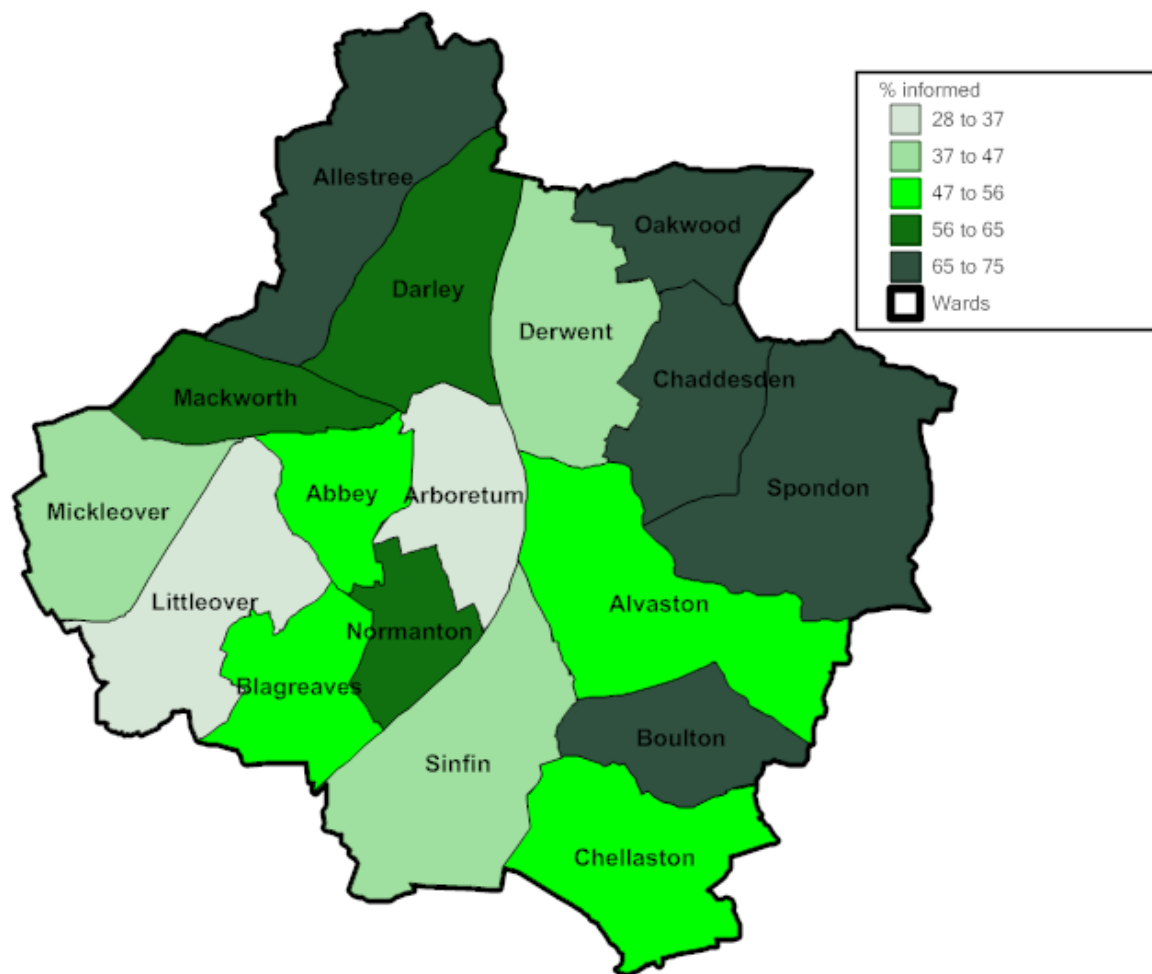
Comparisons over time suggest that the proportion of people who feel informed about council services is at its highest level in 2011 at 53%. It is worth noting however that unlike in 2006 and 2011, in 2008 and 2010 respondents were asked how well informed they felt about **local public services**, which may account for the lower informed rating in these years, and suggests that respondents are more informed about Council services than other public services.

Figure 3.28: Proportion of respondents who feel very or fairly well informed about council services (public services in 2008)

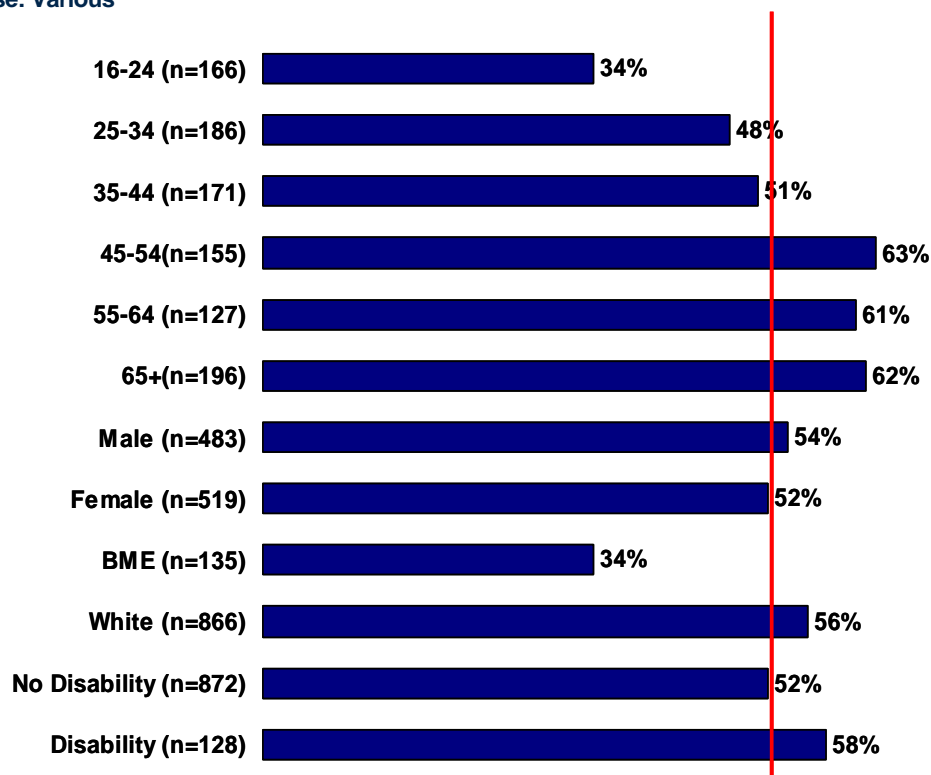
Base: All respondents



Whilst respondents living on the north and eastern edges of the city feel more informed about council services, respondents living in Arboretum are much less informed (28%) as shown in Figure 3.29 below.

Figure 3.29: Proportion of respondents who feel very or fairly well informed about council services

The extent to which respondents feel informed increases with age, respondents aged 16-24 are the least informed about council services (34%). In addition, analysis suggests that respondents from a BME background are significantly less well informed than respondents from a white ethnic background (34% and 56%). This may warrant further investigation to understand if BME residents have different communication preferences which the Council should use in order to keep them informed more effectively.

Figure 3.30: Proportion of respondents who feel very or fairly well informed about council services by demographic group**Base: Various**

Following on from this, respondents were asked how the Council could communicate with residents more effectively. A range of ideas were put forward, although the most popular appeared to be communication via letters in the post, leaflets and regular newsletters tailored to local areas.

Table 3.11: How can we communicate with you more effectively?

How can we communicate with you more effectively?	Count of responses	Quotes
Letters through the post	106	<i>They should send more letters on a regular basis, a booklet diary on what's going on'</i>
Leaflets	85	
Newsletters	64	<i>Quarterly newsletters should be sent out by email. Costs would be saved i.e. postage, paper and distribution costs - peoples email address could be collected when they register to vote to save doing a separate exercise'</i>
Emails	42	<i>Something like monthly emailed newsletter'</i>
Your Derby magazine	41	<i>We would like the magazine delivered - Not seen it before'</i>
Website/Internet	30	<i>Website should be clearer and easier to use, not very easy to read'</i>
Local newspapers	30	
Magazines	25	
Telephone	23	

3.6 Contacting the Council

Thinking about a number of different ways of contacting the Council, respondents were asked about the usefulness of different ways of contacting the Council. Results are based on those respondents who had used the service and are presented in Figure 3.31 below.

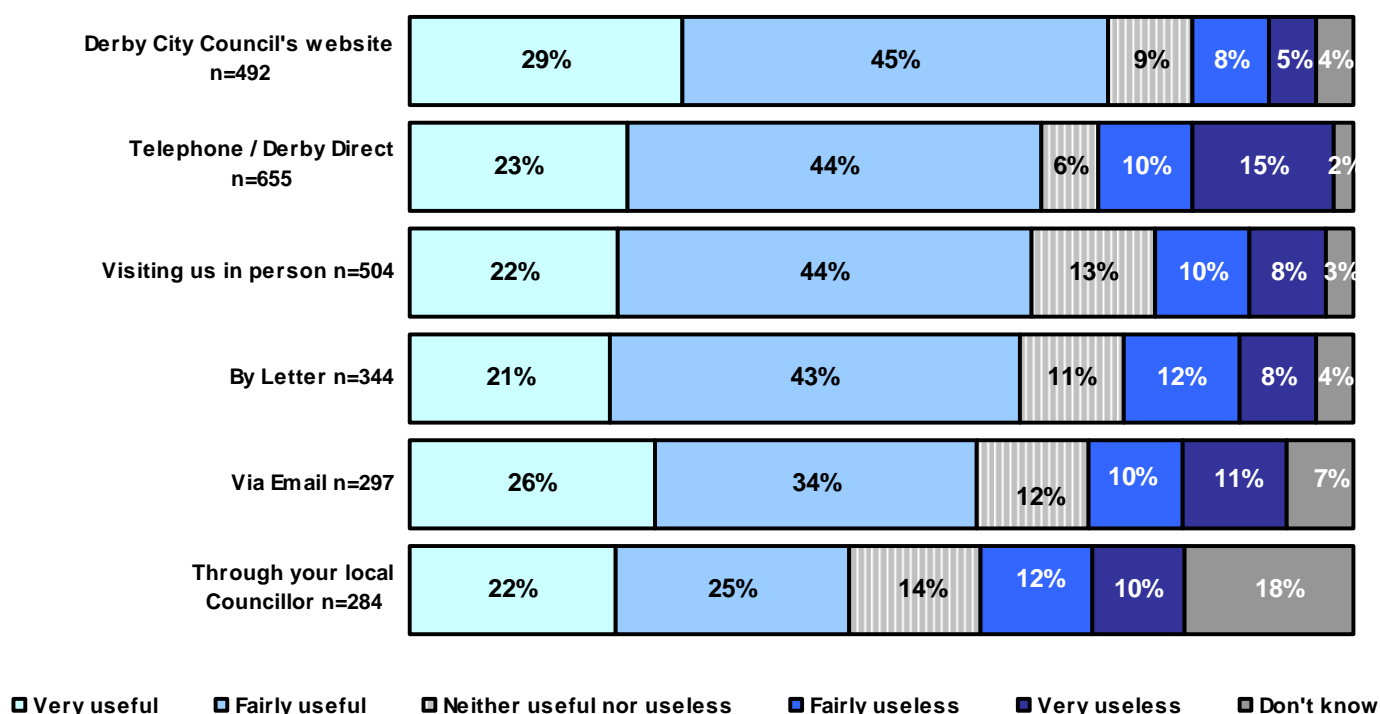
Interestingly respondents rate the city council website as the most useful way of contacting the Council, just under three quarters (74%) of the 492 respondents who had used the Council website think it is a very or fairly useful way of contacting the Council, in contrast to 14% who think it is not very useful. Respondents who are in employment find the website more useful than those not working, possibly because they can contact the Council out of hours via the website (77% compared to 61% of retired respondents and 73% of other respondents who are not working). A similar proportion of respondents aged 16-64 rate the website as useful (ranging between 73% and 77%), falling to 61% amongst 65+ year olds.

The usefulness of contacting the Council by telephone, in person and by letter was rated as 'useful' by around three fifths of respondents who had used each of these methods. One quarter (25%) of respondents contacting the Council by telephone/Derby Direct rated it as fairly or very useless, as did 20% of respondents contacting the Council by letter and 18% contacting the Council by letter.

Fewer respondents (47%) who had contacted their local councillor thought the method was useful (very + fairly) in contrast to 22% who rated it as useless (fairly+ very).

Figure 3.31: How useful do you think the following ways of contacting the Council are?

Base: All respondents who have used the method



Overall, 39% of respondents had made contact with the Council in the last 12 months, with contact being higher amongst respondents aged 25-54 (46%), and females as opposed to males (45% and 33% respectively).

Telephone is by far the most common form of communication with the Council, with 72% of respondents having used this channel of communication when contacting the Council in the last 12 months. Around one quarter (26%) of respondents visited the Council in person. Electronic forms of contact were less popular overall, 14% of respondents had emailed the Council and 7% had contacted the Council via the website. Postal communication is the least common form of contacting the Council (6%).

Table 3.12: How did you contact the Council? (multi code)

Base: All respondents who had contacted the Council

Contact method	Count	%
By telephone	281	72%
In person	103	26%
By e-mail	53	14%
By council website	26	7%
By post	25	6%
Other	5	1%

Across all demographic groups the most common way of contacting the Council is by telephone, and is most popular amongst BME respondents (80% contacted the Council by telephone). Between one quarter and one third of respondents have contacted the Council in person, and is highest amongst respondents who are not working (excluding those who are retired (33%). Whilst electronic communication is less popular overall, it is more common amongst people in employment. 11% of those in employment who had contacted the Council in the last year, contacted them via the website and 19% contacted them by email.

Table 3.13: Method of contacting the Council by demographic group? (multi code)**Base: All respondents who had contacted the Council**

Demographic Group	Channel preference				
	In person	Council website	Telephone	Email	By post
16-24 (n=47)	38%	6%	70%	11%	4%
25-34 (n=88)	25%	9%	78%	15%	5%
35-44 (n=78)	24%	6%	71%	17%	5%
45-54 (n=67)	24%	7%	69%	15%	10%
55-64 (n=47)	23%	9%	70%	15%	4%
65 or over (n=62)	27%	2%	73%	8%	10%
In employment (n=169)	22%	11%	70%	19%	7%
Retired (n=66)	24%	2%	74%	9%	6%
Not working (excluding retired) (n=150)	33%	4%	74%	10%	5%
Disability (n=54)	31%	2%	78%	9%	9%
No disability (n=333)	26%	8%	71%	14%	6%
White (n=337)	27%	6%	71%	15%	7%
BME (n=51)	24%	10%	80%	4%	4%

Thinking about when they contacted the Council, respondents were asked how satisfied or dissatisfied they were with a number of different elements of customer service from the time taken to deal with the enquiry to how helpful staff were. Results are presented in Figure 3.32 below.

The three elements of customer service respondents were most satisfied with was helpfulness of staff (71% satisfied), competency of staff (68% satisfied) and information provided (66% satisfied). Respondents who contacted the Council in person are more satisfied with the both the helpfulness of staff and the competency of staff when compared to respondents who contacted the Council via other channels. For example, 76% of respondents who contacted the Council in person were satisfied with the helpfulness of staff compared to 68% of respondents who contacted the Council by telephone. There was no difference in satisfaction levels with regards to the information provided.

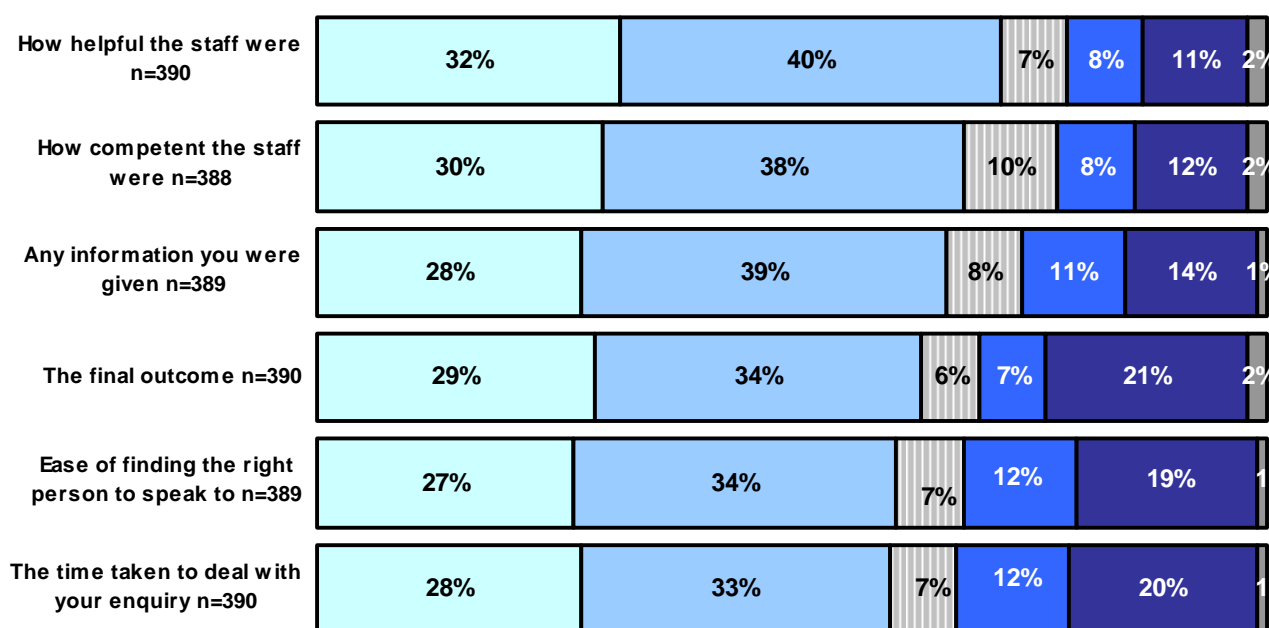
Lower levels of satisfaction are evident with regards to the taken to deal with the enquiry (61%) and ease of finding the right person to speak to (61%), with around one fifth (20% and 19% respectively)) of respondents being dissatisfied with these elements of customer service. Respondents aged 35-44 had much lower levels of satisfaction than other respondents when it came to the time taken to respond to their enquiry (44%) and finding the right person to speak to (51%).

Overall when asked how satisfied they were with the final outcome of their enquiry, 63% of respondents were satisfied (29% very satisfied, 34% fairly satisfied) and 28% were dissatisfied (7% fairly dissatisfied, 21% very dissatisfied).

Interestingly, analysis shows that working respondents are less satisfied on all aspects of customer service and contacting the Council compared to their non working counterparts. Providing a service to these respondents who are likely to be time poor should be a priority for the Council, possibly via 24 hour access channels.

Figure 3.33: Satisfaction with customer service

Base: All respondents who had contacted the Council in the last 12 months



☐ Very satisfied
 ☐ Fairly satisfied
 ☐ Neither satisfied nor dissatisfied
 ☐ Fairly dissatisfied
 ☐ Very dissatisfied
 ☐ Don't know

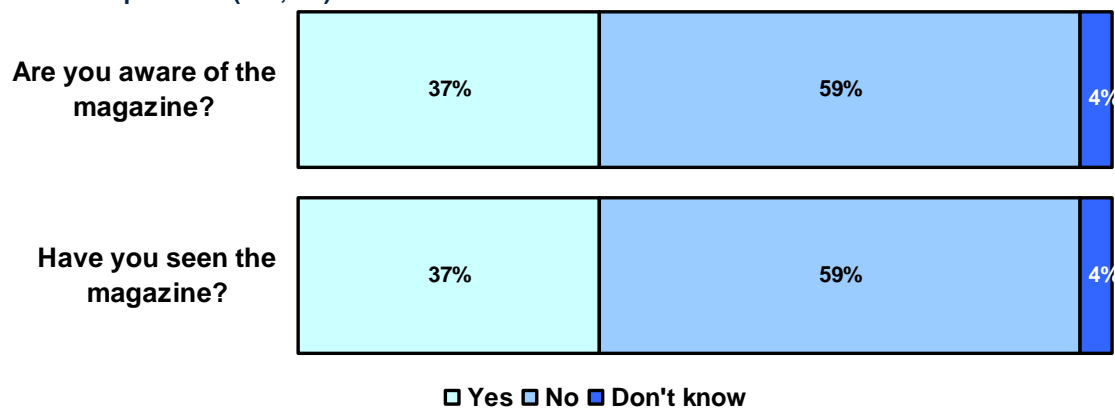
3.7 The Council magazine

Survey respondents were asked if they were aware of the magazine, if they had seen it before and how useful it is at providing information about the Council. Respondents who weren't aware of the magazine were shown a copy by the interviewer.

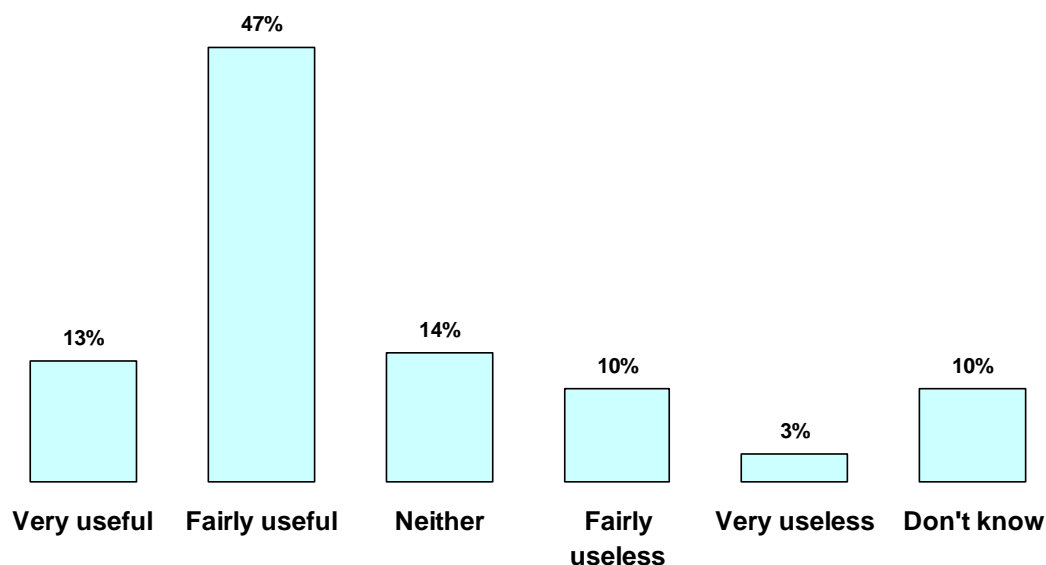
Around two fifths (37%) of respondents were aware of the your derby magazine, the same proportion (37%) had seen the magazine in the past. Awareness and visibility of the magazine increased significantly in line with age, whilst just 26% of 16-24 year olds were aware and had seen the magazine, this increased to a peak of 47% and 48% respectively amongst respondents aged 55-64. Your derby magazine also appears to be more widely recognised amongst white respondents, of whom two fifths (41%) were aware and had seen the magazine in contrast to 22% of BME respondents.

Figure 3.34: Awareness and visibility of the Council magazine your derby

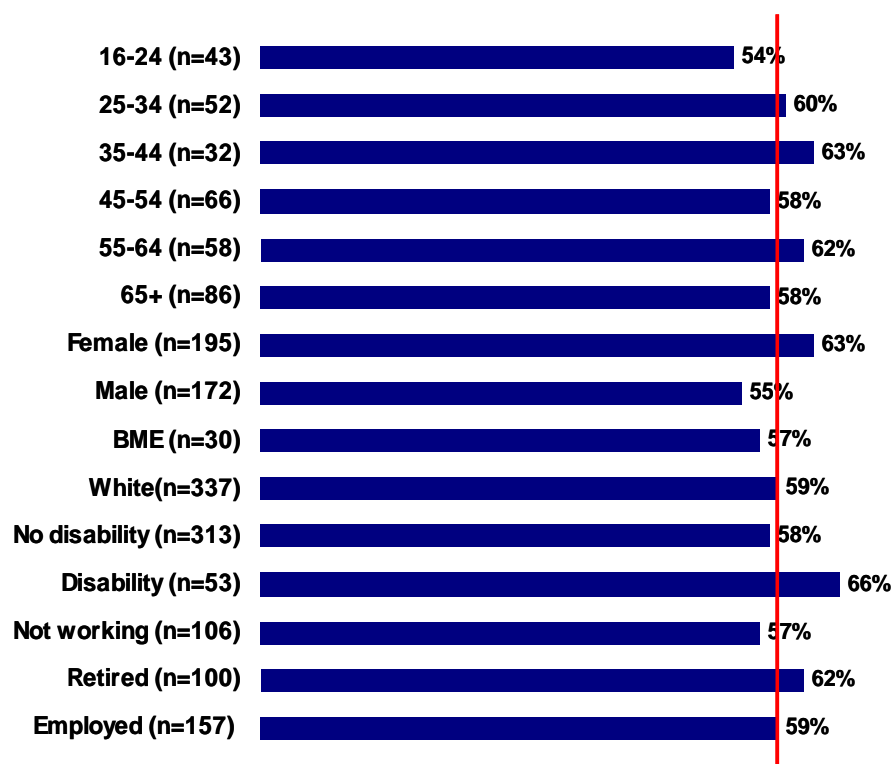
Base: All respondents (n=1,004)



Respondents who were aware and/or had seen a copy of the your derby magazine were asked how useful it is in providing information about the Council. Encouragingly, the majority (59%) think the magazine is useful (13% very useful, 47% fairly useful), compared to 13% who think it is not useful (10% fairly useless, 3% very useless).

Figure 3.35. How useful is the your derby magazine in providing you with information about the Council**Base: All respondents who were aware and/or had seen a copy of the your derby magazine (n=367)**

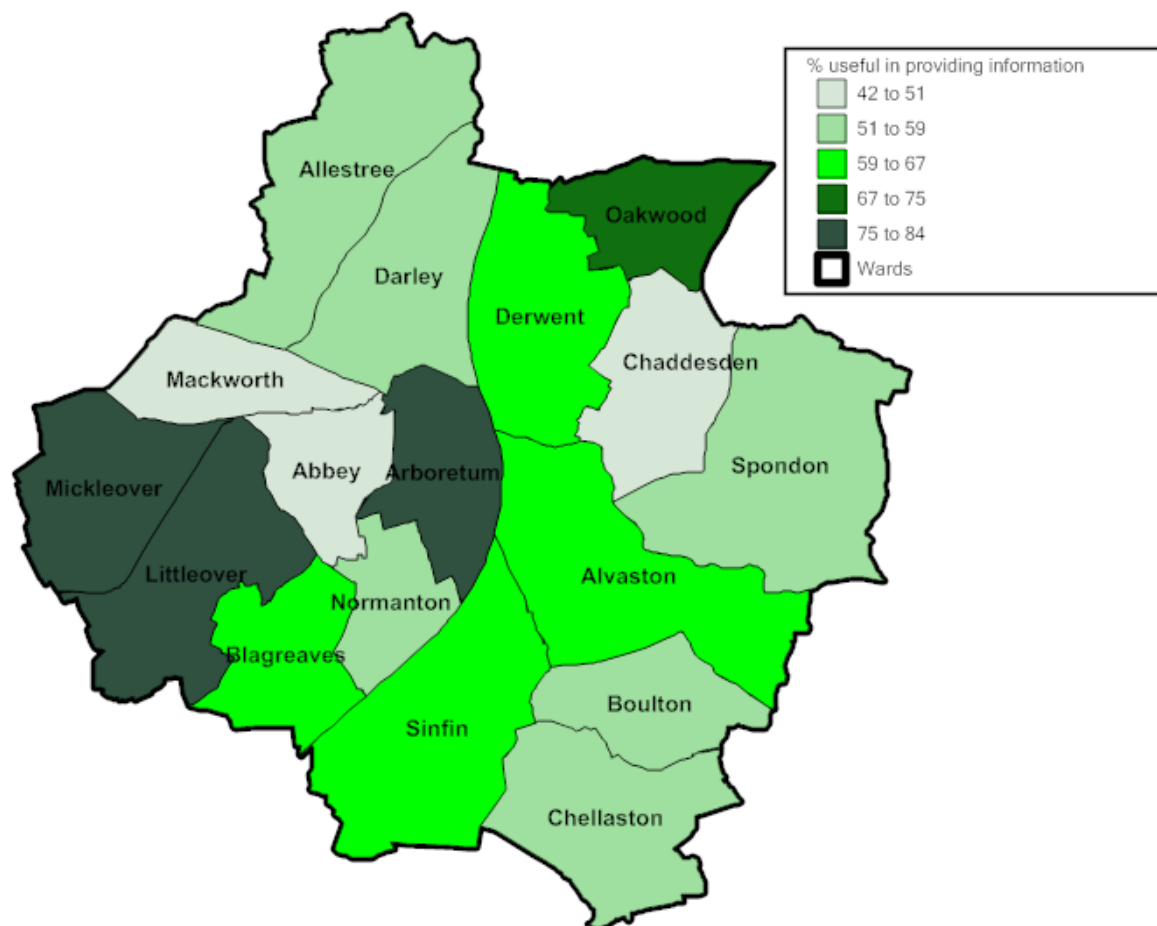
Interestingly analysis by demographic group shows minimal variation in the proportion of respondents who think the magazine is useful amongst different demographic groups. However, females do rate the magazine as more useful than males (63% and 55% respectively), as do respondents with a disability compared to those without a disability (66% and 58% respectively).

Figure 3.36: Proportion of respondents who think the magazine is useful**Base: All respondents who were aware and/or had seen a copy of your derby magazine**

The proportion of respondents who agree the magazine is useful in providing them with information about the Council varies by ward. Respondents living in Arboretum, Mickleover and Littleover consider the magazine to be most useful (over 75% say it is useful).

Figure 3.37: Proportion of respondents who think the magazine is useful by ward

Base: All respondents who were aware and/or had seen a copy of your derby magazine



4) Conclusions

Overall the results appear to show an improvement over time.

Over two thirds (68%) of respondents were satisfied with the Council, a figure which has improved over time. **Understanding further why residents in Abbey are less satisfied with the Council would help improve things in the future.** Generally most respondents think the Council is running things about the same as before, but around one fifth think the Council is running things better now. When asked how to improve things in the future, the top three suggestions from respondents were **more information/consultation, road maintenance and keeping streets clean/bins collected.**

Over half (53%) of respondents agree that the Council provides value for money, a figure which increases in Boulton and Chaddesden but which dips in Abbey (29%). Linked to this respondents were asked if they felt informed about how council tax is spent, around 50% of respondents felt informed – a figure which has not changed since 2008 when the question was last asked. Older people feel more informed about how council tax is spent, **trying to inform younger people about council tax may help further improve understanding of value for money amongst this demographic.**

There is a **positive response amongst respondents with regards to the improvements the Council is making to the city**, through regeneration and improving the place as someone to live, work and visit. Younger respondents in particular are more positive about the changes, which may encourage this generation to stay in the local area to work and live rather than move on thus having a positive impact on the local economy. Fewer respondents overall tended to agree that the Council is helping to create jobs in the local area, although it was the older generation and those who are already retired who tended not to agree with this statement rather than the younger and working age population.

Over time there has been improvement in the extent to which respondents agree the Council is **trustworthy** from 42% agreement in 2006 to 49% in 2011. There hasn't however been a comparable increase in those saying the Council are efficient which has remained at 44% in 2011. Overall, around 60% of respondents think the Council is doing a good job.

One very **strong asset the Council has is its staff**, respondents were very much in agreement that the Council has staff who are friendly and polite. In terms of customer service, the helpfulness of staff also comes out on top, followed by the competency of staff and the information staff give out in response to an enquiry. Areas to concentrate in terms of improvement should focus on the ease of contacting the Council in the first place and responding when it says it will. 72% of respondents who had contacted the Council in the last 12 months contacted them by telephone, however satisfaction with Derby Direct is lower than satisfaction with other council services (59%), and when asked to rate the usefulness of different communication channels, Derby Direct has the highest proportion of respondents saying it is **not useful**

(25%). In the literal responses, many respondents also commented on the difficulty of contacting the Council via its automated service.

Service user satisfaction is high in Derby. Whilst usage of some services such as Children's services or Adult and Older People's services is relatively low, those who do use the services are very satisfied with them. Cultural and leisure services are also highly rated by users in Derby, taking parks and open spaces as an example 88% of respondents have used parks and open spaces of which over 85% are satisfied. Fewer respondents are satisfied when it comes to road, bridge and footpath maintenance.

Over half (53%) of respondents feel informed about council services, a figure which appears to have increased over time. Results indicate **inconsistencies in the proportion of respondents who feel informed across the city**, for example those living in Arboretum are much less well informed, as are younger people and respondents from BME communities. **Understanding how these respondents would prefer to receive information from the Council will be key in improving the extent to which they feel informed.** When respondents were asked how the Council could communicate with them more effectively, **regular information** seemed to be key – whether this be by email, local newsletter or via leaflet. Your Derby magazine had been seen by two fifths of respondents, and readership increased amongst older respondents and those from a White ethnic background.

Appendices

Appendix A: Questionnaire

Appendix B: Age Quotas by Ward

Appendix C: Gender Quotas by Ward

Appendix A: Questionnaire

11164 Derby City Council Satisfaction Questionnaire

Good morning, afternoon, evening. My name is from M-E-L Research, an independent market research organisation. We're conducting an important survey about your views on the services provided by Derby City Council.

Can you spare some time to take part? It will take about 15 minutes.

I would like to assure you that all information provided will be treated in accordance with the Data Protection Act 1998. The results of this survey may be published or shared with other organisations but will not identify individual respondents.

Interviewed by: _____

Date: _____

Time: _____

Section 1: Council Magazine

Q1. Are you aware of the Council Magazine 'Your Derby'?

Yes ☐ 1 No ☐ 2 Don't know ☐ 3

If the respondent answered no, please provide a copy of the magazine

Q2. Have you seen the magazine before?

Yes ☐ 1 No ☐ 2 Don't know ☐ 3

If respondents answer no to both Questions 1 and 2, go to Question 4

Q3. If yes, to what extent do you feel it is useful in providing you with information about the Council?

Very useful Fairly useful Neither useful nor useless Fairly useless Very useless Don't know

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6

Section 2: Satisfaction with services

Council services

Q4. Derby City Council is a key provider of services locally, so we would like your views on some of the services it provides.

A) First of all, how frequently have you used the [local tips / household waste recycling centres](#) provided or supported by Derby City Council?

Almost everyday	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	Doesn't apply/Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

And how satisfied or dissatisfied are you with these services?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

B) How frequently have you used the [youth services including advice and support](#)?

Almost everyday	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	Doesn't apply / Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

And how satisfied or dissatisfied are you with these services?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

C) How frequently have you used the [children's centres and the services they provide](#)?

Almost everyday	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	Doesn't apply / Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

And how satisfied or dissatisfied are you with these services?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

D) How frequently have you used the services for [children's social care and child protection services](#)?

Almost everyday	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	Doesn't apply / Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

And how satisfied or dissatisfied are you with these services?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

E) How frequently have you used the [local authority education services](#), which include school admission, special educational needs, educational psychology and education welfare services?

Almost everyday	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	Doesn't apply / Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

And how satisfied or dissatisfied are you with these services?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

F) How frequently have you used [adult social care assessment services](#)?

Almost everyday	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	Doesn't apply / Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

And how satisfied or dissatisfied are you with these services?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

G) How frequently have you used [older people's care homes and home care services](#)?

Almost everyday	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	Doesn't apply / Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

And how satisfied or dissatisfied are you with these services?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

H) How frequently have you used [planning services, which include development control, building control and planning policy services](#)?

Almost everyday	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	Doesn't apply / Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

And how satisfied or dissatisfied are you with these services?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

I) How frequently have you used [sport / leisure facilities](#)?

Almost everyday	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	Doesn't apply / Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

And how satisfied or dissatisfied are you with these facilities?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

J) How frequently have you used [libraries](#)?

Almost everyday	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	Doesn't apply / Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

And how satisfied or dissatisfied are you with this service?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

K) How frequently have you used [museums/galleries](#)?

Almost everyday	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	Doesn't apply / Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

And how satisfied or dissatisfied are you with these services?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

L) How frequently have you used [theatres/concert halls](#)?

Almost everyday	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	Doesn't apply / Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

And how satisfied or dissatisfied are you with these services?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

M) How frequently have you used [parks and open spaces](#)?

Almost everyday	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	Doesn't apply / Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

And how satisfied or dissatisfied are you with these services?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

N) How frequently have you used [Derby Direct \(the City Council's call centre/helpline\)](#)?

Almost everyday	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	Doesn't apply / Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

And how satisfied or dissatisfied are you with this service?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

O) And how satisfied or dissatisfied are you with [road and bridge maintenance](#)?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

P) And how satisfied or dissatisfied are you with [footpath maintenance](#)?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

Q) And how satisfied or dissatisfied are you with the [maintenance of cycle-ways](#)?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

R) How frequently have you used [transport services for education and adult services](#)?

Almost everyday	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	Doesn't apply / Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

And how satisfied or dissatisfied are you with these services?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

S) How frequently have you used the [concessionary travel services \(e.g. bus passes\)](#)?

Almost everyday	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	Doesn't apply / Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

And how satisfied or dissatisfied are you with these services?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

T) How frequently have you used the [benefits service](#)?

Almost everyday	At least once a week	About once a month	Within the last 6 months	Within the last year	Longer ago	Never used	Doesn't apply / Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

And how satisfied or dissatisfied are you with this service?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

U) How frequently have you used the [registration/registrar services](#)?

Almost everyday At least once a week About once a month Within the last 6 months Within the last year Longer ago Never used Doesn't apply / Don't know

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8

And how satisfied or dissatisfied are you with these services?

Very satisfied Fairly satisfied Neither satisfied nor dissatisfied Fairly dissatisfied Very dissatisfied Don't know Not used

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

Q5. How much do you agree / disagree with the following? Derby City Council...

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
a) is doing a good job	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
b) is easy to contact	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
c) responds when it says it will	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
d) has staff who are friendly and polite	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
e) is making Derby a better place to live	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
f) is efficient and well run	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
g) is trustworthy	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
h) creates opportunities for jobs and investment	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
i) acts on behalf of your interests	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
j) is helping regenerate the city	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
k) promotes Derby as a place to live, work and visit	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
l) responds to the needs of older people	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
m) provides families with the services they need	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
n) values and conserves the natural environment	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

Value for money and overall satisfaction**Q6. Taking everything into account, how satisfied or dissatisfied are you with Derby City Council?**

Very satisfied Fairly satisfied Neither satisfied nor dissatisfied Fairly dissatisfied Very dissatisfied Don't know (DO NOT PROMPT)

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6

Why did you say this?**Q7. To what extent do you agree or disagree that Derby City Council provides value for money?**

Strongly agree Tend to agree Neither agree nor disagree Tend to disagree Strongly disagree Don't know (DO NOT PROMPT)

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6

Why did you say this?**Q8. Thinking of the way in which Derby City Council runs things in Derby, do you think this has got better or worse over the last two years or has it stayed the same?**

Better Stayed the same Worse Don't know

☐ 1 ☐ 2 ☐ 3 ☐ 4

Why did you say this?**Q9. How do you think Derby City Council can improve the services it provides?**

Q10. [ASK WHERE EXPERIENCES ARE POSITIVE ONLY] Would you be happy to be involved in any marketing or case studies to promote council services?

(REMEMBER TO COLLECT CONTACT DETAILS AT THE END OF THE SURVEY)

Yes ☐ 1 No ☐ 2

Section 3: Information about local services

Q11. How well informed, if at all, do you feel about each of the following?

	Very well informed	Fairly well informed	Not very well informed	Not well informed at all	Don't know
a) How and where to register to vote	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) Derby's performing arts and cultural events programme	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) How older people can be supported to live independently	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d) How your council tax is spent	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e) How you can get involved in the Council's decision making	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
f) What standards you should expect from the Council	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
g) How well the Council is performing	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
h) How to complain about council services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
i) Overall, how well informed do you feel about Council services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Q12. How can we communicate to you more effectively?

Section 4: Contacting us

Q13. How useful do you think the following ways of contacting the Council are?

	Very useful	Fairly useful	Neither useful nor useless	Fairly useless	Very useless	Don't know	Not used
a) Derby City Council's website	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
b) Telephone / Derby Direct	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
c) Visiting us in person	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
d) Via Email	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
e) By Letter	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
f) Through your local Councillor	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

Q14. Have you contacted Derby City Council in the last 12 months?

Yes ☐ 1 No ☐ 2 Don't know ☐ 3

Q15. If yes, how did you contact the Council? Please tick all that apply.

In person ☐ 1 By council website ☐ 2 By telephone ☐ 3 By e-mail ☐ 4 By post ☐ 5 Other (specify) ☐ 6

Q16. If you have made contact, how satisfied were you with the following?

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Not used
a) Ease of finding the right person to speak to	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
b) The time taken to deal with your enquiry	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
c) Any information you were given	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
d) How competent the staff were	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
e) How helpful the staff were	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
f) The final outcome	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

Section 4: About you**Q17. Interviewer to record gender**Male ☐ 1 Female ☐ 2**Q18. How old were you on your last birthday?** _____**Q19. Is your home owned or rented?**

- | | | | |
|--|----------------------------|--|----------------------------|
| Owned completely freehold or leasehold | <input type="checkbox"/> 1 | Rented privately (furnished) | <input type="checkbox"/> 5 |
| Owned with a freehold or leasehold mortgage | <input type="checkbox"/> 2 | Rent is free or tied to employment of one of the occupiers | <input type="checkbox"/> 6 |
| Rented from the Council or Housing Association/Trust | <input type="checkbox"/> 3 | Other | <input type="checkbox"/> 7 |
| Rented privately (unfurnished) | <input type="checkbox"/> 4 | | |

Q20. How would you describe your household?

- | | | | |
|-------------------------------------|----------------------------|--|----------------------------|
| One adult under 60 | <input type="checkbox"/> 1 | Three or more adults, 16 or over | <input type="checkbox"/> 5 |
| One adult aged 60 or over | <input type="checkbox"/> 2 | 1-parent family with child/ren at least one under 16 | <input type="checkbox"/> 6 |
| Two adults both under 60 | <input type="checkbox"/> 3 | 2-parent family with child/ren at least one under 16 | <input type="checkbox"/> 7 |
| Two adults, at least one 60 or over | <input type="checkbox"/> 4 | Other | <input type="checkbox"/> 8 |

Q21. Which of these activities best describes what you are doing at present?

- | | | | |
|--|----------------------------|--|-----------------------------|
| Employee in full-time job (30 hours plus per week) | <input type="checkbox"/> 1 | Unemployed and available for work | <input type="checkbox"/> 6 |
| Employee in part-time job (Under 30 hours per week) | <input type="checkbox"/> 2 | Permanently sick/disabled | <input type="checkbox"/> 7 |
| Self employed - full or part time | <input type="checkbox"/> 3 | Wholly retired from work | <input type="checkbox"/> 8 |
| On a government supported training programme, e.g Modern apprentice. | <input type="checkbox"/> 4 | Looking after the home | <input type="checkbox"/> 9 |
| Full-time education at school, college or university | <input type="checkbox"/> 5 | Doing something else, <i>please state below.</i> | <input type="checkbox"/> 10 |

Q22. Do you consider yourself to be a disabled person?Yes ☐ 1
No ☐ 2**Q23. To which group do you consider you belong?**

- | | | | |
|---|----------------------------|---|-----------------------------|
| Asian or Asian British - Indian | <input type="checkbox"/> 1 | Dual Heritage - White and Black Caribbean | <input type="checkbox"/> 9 |
| Asian or Asian British - Pakistani | <input type="checkbox"/> 2 | Dual Heritage - White and Black African | <input type="checkbox"/> 10 |
| Asian or Asian British - Bangladeshi | <input type="checkbox"/> 3 | Dual Heritage - White and Asian | <input type="checkbox"/> 11 |
| Any other Asian background (Please specify) | <input type="checkbox"/> 4 | Any other Dual Heritage background (Please specify) | <input type="checkbox"/> 12 |
| Black or Black British - Caribbean | <input type="checkbox"/> 5 | White - British | <input type="checkbox"/> 13 |
| Black or Black British - African | <input type="checkbox"/> 6 | White - Irish | <input type="checkbox"/> 14 |
| Any other Black (Please specify) | <input type="checkbox"/> 7 | Any other White background (Please specify) | <input type="checkbox"/> 15 |
| Chinese | <input type="checkbox"/> 8 | Any other background (Please specify) | <input type="checkbox"/> 16 |

Q24. What is your religion?

- | | | | |
|---|----------------------------|------------------------------|----------------------------|
| None | <input type="checkbox"/> 1 | Jewish | <input type="checkbox"/> 5 |
| Christian (including Church of England, Catholic, Protestant and all other Christian denominations) | <input type="checkbox"/> 2 | Muslim | <input type="checkbox"/> 6 |
| Buddhist | <input type="checkbox"/> 3 | Sikh | <input type="checkbox"/> 7 |
| Hindu | <input type="checkbox"/> 4 | Any other religion (specify) | <input type="checkbox"/> 8 |
-

Q25. Do you consider yourself to be?

- | | | | | | |
|--------------------------|----------------------------|-------------------|----------------------------|-------------------|----------------------------|
| Heterosexual or straight | <input type="checkbox"/> 1 | Gay woman/lesbian | <input type="checkbox"/> 3 | Other | <input type="checkbox"/> 5 |
| Gay man | <input type="checkbox"/> 2 | Bisexual | <input type="checkbox"/> 4 | Prefer not to say | <input type="checkbox"/> 6 |

Can I have your postcode please? (mandatory)

Someone from my office may need to contact you to make sure that this survey was carried out satisfactorily. Would you mind giving me your name, address and telephone number, in case they need to contact you?

Name

Address

Telephone number

Getting more involved

We would like you to shape and improve local services. By joining Reach Out, our resident's panel, you will be able to tell us your opinions about local services and local issues. Would you like more information on how to join the Reach Out panel?

This information will remain confidential and will not be passed onto any other organisation.

- ☐ Yes (please provide contact details)
☐ No

Are you also happy to be involved in marketing or case studies?

- ☐ Yes (please provide contact details)
☐ No

Name:

Telephone number(*):

Email(*):

****We only need this information if you are happy for us to contact you in this way**

All information provided will be treated in accordance with the Data Protection Act 1998. The results of this survey may be published or shared with other organisations but will not identify individual respondents.

Thank you very much for taking part in this survey.

Appendix B: Age Quotas by Ward

Ward Name	Age 16-24	%	No of int's	No. achieved	Age 25-34	%	No of int's	No. achieved	Age 35-44	%	No of int's	No. achieved	Age 45-54	%	No of int's	No. achieved
Abbey	2761	0.08	14	15	3096	0.08	16	14	2048	0.06	10	12	1588	0.05	8	10
Allestree	1195	0.04	6	6	1012	0.03	5	5	1787	0.05	9	9	1910	0.06	10	11
Alvaston	2109	0.06	11	11	2574	0.07	13	14	2113	0.06	11	11	2000	0.06	10	10
Arboretum	3078	0.09	15	16	4215	0.12	21	20	2667	0.08	13	16	1828	0.06	9	3
Blagreaves	1508	0.04	8	10	1618	0.04	8	6	1843	0.05	9	7	1732	0.06	9	10
Boulton	1809	0.05	9	7	1620	0.04	8	10	1907	0.05	10	7	1860	0.06	9	11
Chaddesden	1573	0.05	8	8	1509	0.04	8	8	1930	0.06	10	7	1776	0.06	9	8
Chellaston	1474	0.04	7	8	1844	0.05	9	9	2440	0.07	12	12	1962	0.06	10	9
Darley	2964	0.09	15	13	2397	0.07	12	14	1814	0.05	9	9	1605	0.05	8	5
Derwent	1956	0.06	10	10	2124	0.06	11	12	2047	0.06	10	13	1837	0.06	9	11
Littleover	1577	0.05	8	7	1690	0.05	8	14	2403	0.07	12	10	1985	0.06	10	7
Mackworth	2598	0.08	13	14	2231	0.06	11	10	1769	0.05	9	9	1570	0.05	8	8
Mickleover	1403	0.04	7	6	1445	0.04	7	7	1816	0.05	9	8	1978	0.06	10	11
Normanton	2469	0.07	12	11	3237	0.09	16	17	2476	0.07	12	12	1707	0.06	9	10
Oakwood	1729	0.05	9	6	2019	0.06	10	8	2178	0.06	11	8	2146	0.07	11	15
Sinfin	2123	0.06	11	11	2596	0.07	13	11	2056	0.06	10	11	1718	0.06	9	9
Spondon	1406	0.04	7	7	1280	0.04	6	7	1712	0.05	9	11	1657	0.05	8	7
Total	33732				36507				35006				30859			
Proportion (age groups)	0.17				0.18				0.18				0.15			
Number of interviews (age group)	169			166	183			186	175			172	155			155

Ward Name	Age 55-64	%	No of int's	No. achieved	Age 65+	%	No of int's	No. achieved	Total	%	No of int's	No. achieved
Abbey	1073	0.04	5	9	1752	0.05	9	8	12318	0.06	62	68
Allestree	1774	0.07	9	8	3646	0.09	18	18	11324	0.06	57	57
Alvaston	1484	0.06	7	8	2204	0.06	11	11	12484	0.06	63	65
Arboretum	1226	0.05	6	3	1689	0.04	8	13	14703	0.07	74	71
Blagreaves	1503	0.06	8	9	2557	0.07	13	13	10761	0.05	54	55
Boulton	1536	0.06	8	8	2473	0.06	12	12	11205	0.06	56	55
Chaddesden	1618	0.06	8	7	2448	0.06	12	12	10854	0.05	54	50
Chellaston	1502	0.06	8	8	2401	0.06	12	12	11623	0.06	58	58
Darley	1349	0.05	7	4	2033	0.05	10	8	12162	0.06	61	53
Derwent	1281	0.05	6	6	2035	0.05	10	10	11280	0.06	56	62
Littleover	1692	0.07	8	11	2083	0.05	10	9	11430	0.06	57	58
Mackworth	1231	0.05	6	6	2125	0.06	11	13	11524	0.06	58	60
Mickleover	2034	0.08	10	10	3155	0.08	16	17	11831	0.06	59	59
Normanton	1104	0.04	6	5	1912	0.05	10	11	12905	0.06	65	66
Oakwood	1498	0.06	7	10	1701	0.04	9	8	11271	0.06	56	55
Sinfin	1476	0.06	7	7	1540	0.04	8	8	11509	0.06	58	57
Spondon	1647	0.07	8	8	2829	0.07	14	13	10531	0.05	53	53
Total	25028				38583				199715		1000	1002
Proportion (age groups)	0.13				0.19							
Number of interviews (age group)	125			127	193			196				

Appendix C: Gender Quotas by Ward

Ward Name	Male	Proportion	Number of interviews	Achieved	Female	Proportion	Number of interviews	Achieved	Total	Proportion
Abbey	4866	0.06	28	33	5467	0.06	31	35	10333	0.06
Allestree	5212	0.06	30	29	5621	0.06	32	28	10833	0.06
Alvaston	5162	0.06	29	31	5474	0.06	31	34	10636	0.06
Arboretum	5484	0.07	31	37	5140	0.06	29	34	10624	0.06
Blagreaves	4758	0.06	27	24	5206	0.06	30	31	9964	0.06
Boulton	4974	0.06	28	24	5579	0.06	32	31	10553	0.06
Chaddesden	5021	0.06	29	24	5375	0.06	31	27	10396	0.06
Chellaston	4601	0.05	26	28	5048	0.06	29	30	9649	0.06
Darley	5185	0.06	30	25	5324	0.06	30	28	10509	0.06
Derwent	4839	0.06	28	28	5426	0.06	31	34	10265	0.06
Littleover	4576	0.05	26	27	4982	0.05	28	31	9558	0.05
Mackworth	4981	0.06	28	28	5570	0.06	32	32	10551	0.06
Mickleover	5293	0.06	30	32	5804	0.06	33	27	11097	0.06
Normanton	4926	0.06	28	32	5132	0.06	29	34	10058	0.06
Oakwood	5044	0.06	29	28	5315	0.06	30	27	10359	0.06
Sinfin	4656	0.06	27	28	5218	0.06	30	30	9874	0.06
Spondon	4772	0.06	27	26	5010	0.06	29	27	9782	0.06
Total	84350				90691				175041	
Proportion (gender groups)	0.48				0.52					
Number of interviews (gender group)	482			484	518			520		