

### **Note re Growth Item: Public Satisfaction Survey**

#### **Background to the Proposal**

The Budget and Planning Process Report to Cabinet in September 2014 made reference to the need for a new survey to be undertaken, which would be used to inform the corporate planning and budgeting process for 2016/17 onwards. Whilst ad hoc consultation takes place to help inform specific council decisions the last council wide questionnaire was actually in 2008.

A district wide residents' survey would provide the council with an opportunity to gain representative perception data to help inform the corporate planning and budget process, and help to understand the needs of our communities and provide equality of access to our services. The proposal is that the next survey takes place early in 2015/16 and then appropriate intervals thereafter, say every three years.

#### **Purpose of the Survey**

In line with the Consultation Strategy, the purpose aims to:

- Inform future prioritisation and budget decisions
- Inform design of future service provision (test potential options)
- Identify service improvements (important to manage expectations)
- Monitor service provision/manage performance (measure satisfaction)

Officers would determine the exact details of the survey.

#### **Survey Options**

There are various options available to undertake the survey:

- Online
- Postal
- Face to Face
- Telephone

After due consideration, the chosen method is Face to Face based on a 10 minute survey aiming at 1,100 responses.

The cost of the survey would be in the region of £10K and this has formed the basis of the annual growth item shown in Appendix A.