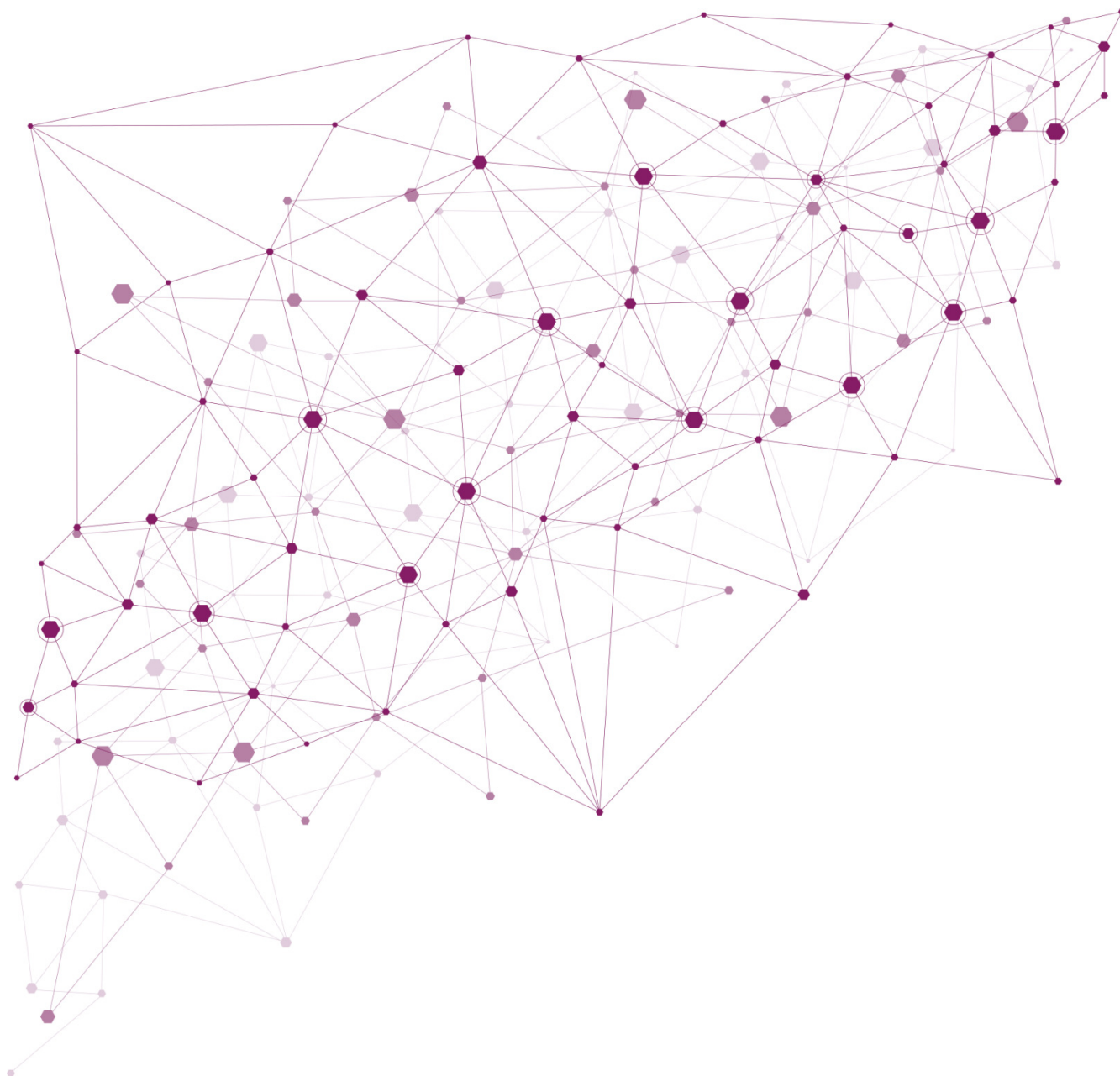


# Burnley Council

## Satisfaction Survey 2017



in:fusion



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# 1 Executive Summary

## 1.1 2017 findings

Since the annual Burnley satisfaction survey began in 2011 satisfaction levels in Burnley have been subject to change. 71% of residents said they were very satisfied or satisfied with their local area as a place to live in 2011.

In 2016 the survey was extended to being posted on various social media platforms, encouraging more residents to take part than in previous surveys. The proportion of 'citizen's panel' members represented in the survey decreased from 94% in 2015 to 49% in 2016 and 46% in 2017. In 2017 75% of panel members were satisfied with their local area as a place to live compared to 55% of non-panel members.

### **Satisfaction levels (very or fairly satisfied)**

1. 64% satisfied with their local area as a place to live
2. 74% satisfied with household refuse collection
3. 66% satisfied with doorstep recycling
4. 84% satisfied with parks and open spaces

### **Views on the Council**

1. 45% strongly agree or agree that Burnley Council provides value for money
2. 45% very or fairly satisfied with the way the Council runs things

### **Customer service**

1. 50% have contacted the Council in the last 6 months
2. Telephone is the preferred contact channel for 58% of residents
3. 57% contacted the Council about waste collection
4. 59% were satisfied with the overall customer service experience

### **The local area**

1. 46% of residents consider rubbish or litter lying around a very or fairly big problem in their area
2. 50% definitely agree or tend to agree that people from different backgrounds get on well together

## 1.2 Comparing the findings

The methodology adopted for the 2017 Satisfaction Survey remained the same as in 2016. The Council promoted and encouraged residents to respond through social media, which has substantially increased the proportion of the sample which is made up of members of the public.

As shown in the comparison tables below, the increased level of response since 2016 has had an impact on the findings and the ability to compare with previous years.

**Figure 1.1: Level of response**

	2017	2016	2015
Total number of responses	585	643	340
% of total responses on Citizens' Panel	46%	49%	94%
% of total responses not on Citizens' Panel	54%	51%	6%

**Figure 1.2: Key comparisons over time**

	2017 Panel	2017 Non-Panel	2017 Overall	2016 Panel	2016 Non-Panel	2016 Overall
Satisfaction with the local area	75%	55%	64%	79%	59%	67%
Satisfaction with the way the Council runs things	60%	33%	45%	54%	35%	44%
Satisfaction with keeping public land clear of litter	56%	43%	49%	60%	44%	51%
Satisfaction with Household refuse collection	84%	66%	74%	84%	65%	74%
Satisfaction with doorstep recycling	75%	58%	66%	79%	59%	68%
Satisfaction with sports and leisure facilities	60%	60%	60%	62%	61%	61%
Satisfaction with museums and galleries	81%	72%	76%	82%	73%	77%
Satisfaction with theatres and concert halls	70%	62%	66%	69%	58%	64%
Satisfaction with parks and open spaces	88%	82%	84%	91%	83%	87%

## 2 Background and Methodology

### 2.1 Background

In 2010 it was announced by the government that the bi-annual Place Survey would be discontinued. This survey was initially created to help councils better understand the areas that they serve and at the same time to provide comparable data with all other authorities throughout England.

Since that decision was made, Burnley Council has continued to monitor the opinions of the local community through an equivalent 'satisfaction survey'. The first release of this survey was in 2011 and the latest wave has just been completed in 2017 (and forms the basis of this report).

The satisfaction survey is used for a number of purposes, in particular to understand:

- The current preferences of the community
- Satisfaction with council services
- How well informed residents feel
- Satisfaction with the customer service provided
- Community safety issues

### 2.2 Methodology

In designing the methodology for the 2017 satisfaction survey, the need for comparability and also the desire for as many responses as possible were two contributing factors. As in 2011, the survey was available to complete either online or by post and the Citizens' Panel members were sent a direct invitation to take part. Since 2016 the consultation was promoted via the Council's website, social media feeds and in the local press to encourage other residents to complete the survey. This open-access approach to delivering the satisfaction survey therefore now lends itself more as a piece of consultation to understand the key issues and priorities of local people. It is less useful for benchmarking statistics year-on-year given that the responses to the survey are subject to bias and so cannot be considered a random, representative sample.

The survey was initially emailed out to 205 Citizens' Panel members, who preferred to receive correspondence via an email address and posted out to 299 Panel members who had not registered an email address on 17 October 2017. On the same date the survey went live on the Council's website with a range of promotional messages. A reminder was issued by post on 16 November 2017 to the 374 Panel members who had not responded, and 144 Panel members received a reminder email.

The consultation period closed on 3 December 2017.

### 2.3 Response rate

In total, 585 completed surveys were returned. 225 responses were received by post and 360 were received electronically. 316 of the 360 online responses were from non-Panel members who completed the open access online survey. The high return from non-Panel members compared to previous surveys should be borne in mind when reviewing the results, as exemplified in the Executive Summary.

For each survey question, comparisons have been made between different demographic groups of respondents (namely gender, age, ethnicity and disability) to look for differences in opinion. Any differences between demographic groups are outlined in the main body of the report. Some demographic groups cannot be included in the analysis as there were too few respondents in order to conduct robust analysis.

Where possible, data has been compared and presented with the previous years' results to give an understanding of direction of travel. The data used in this report is unweighted and will only be compared to unweighted data from previous years. This means that there have been no statistical adjustments applied to weight the results closer to the borough's actual population profile.

In charts or tables where responses do not add up to 100%, this is due to multiple response questions or statistical rounding.

### 3 Demographics

Please note that the tables below refer to unweighted data and will only reflect the views of those who responded to the consultation survey.

#### 3.1 Gender

In the 2017 survey there were more female responses than male responses.

**Figure 3.1: Gender (base – 562)**

	2017	Borough actual
Male	44%	49%
Female	56%	51%

#### 3.2 Age

The response from younger age groups has decreased since 2016 but is still higher than in previous surveys, although they remain one of the lower response categories.

**Figure 3.2: Age (base – 556)**

	2017	Borough actual
16-44	19%	47%
45-64	39%	33%
65+	41%	20%

#### 3.3 Ethnicity

Residents from a BME ethnic background were under represented in the survey responses when compared with the population of Burnley.

**Figure 3.3: Ethnicity (base – 559)**

	2017	Borough actual
White or White British	96%	87%
Asian or Asian British	2%	11%
Other Ethnic Group	2%	2%

### 3.4 Disability

The response from borough residents with a limiting long-term illness or disability was similar to the borough population.

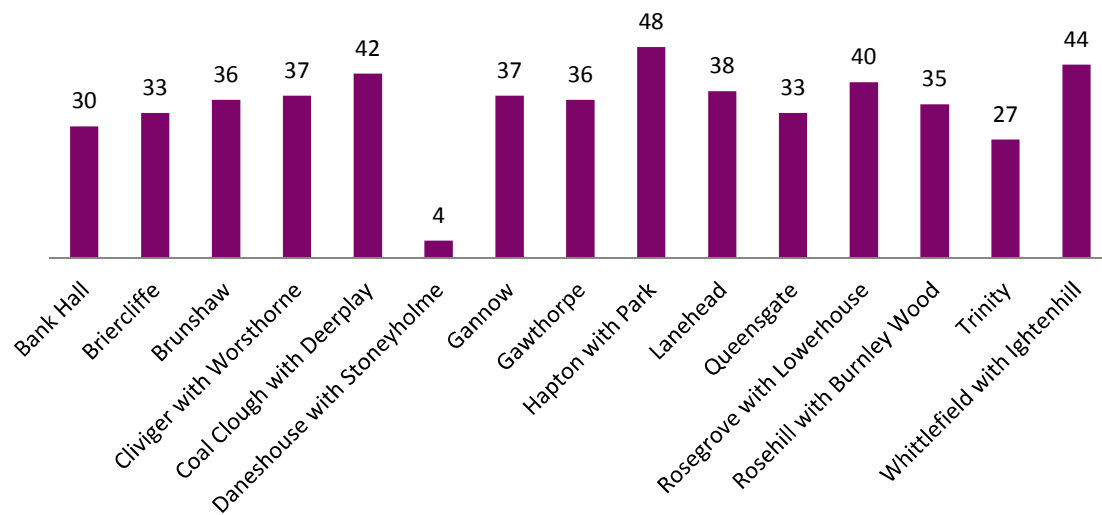
**Figure 3.4: Disability (base – 559)**

	2017	Borough actual
Yes	23%	23%
No	77%	77%

### 3.5 Location

The largest ward representation comes from Hapton with Park residents (48 responses), whilst the lowest number was from residents in Daneshouse with Stoneyholme with 4 responses.

**Figure 3.5: Unweighted number of responses by ward (base – 560)**



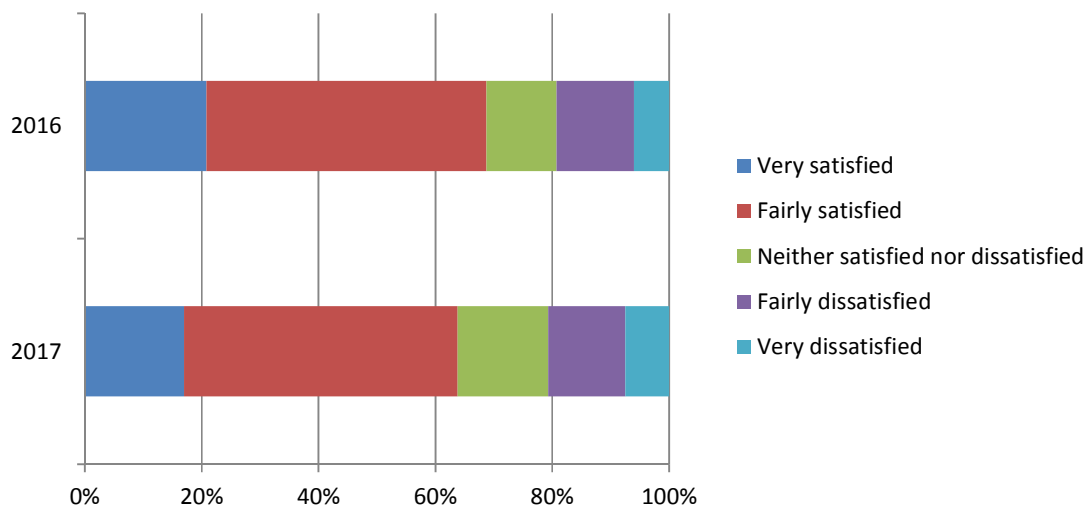


## 4 About The Local Area

Overall satisfaction has seen a dip compared to previous years based on the response to the 2017 survey. 57% of residents aged 65 or over are very satisfied with their local area as a place to live, compared to 9% of 16 to 44 year olds. 16 to 44 year olds are more likely to be dissatisfied than other age groups.

Satisfaction with the local area varies between wards. Caution should be applied because of the low demographic sample sizes, but the proportion of residents who were very or fairly satisfied ranges from 79% in Bank Hall to 36% in Rosehill with Burnley Wood.

**Figure 4.1: Satisfaction with the local area as a place to live (base – 576)**

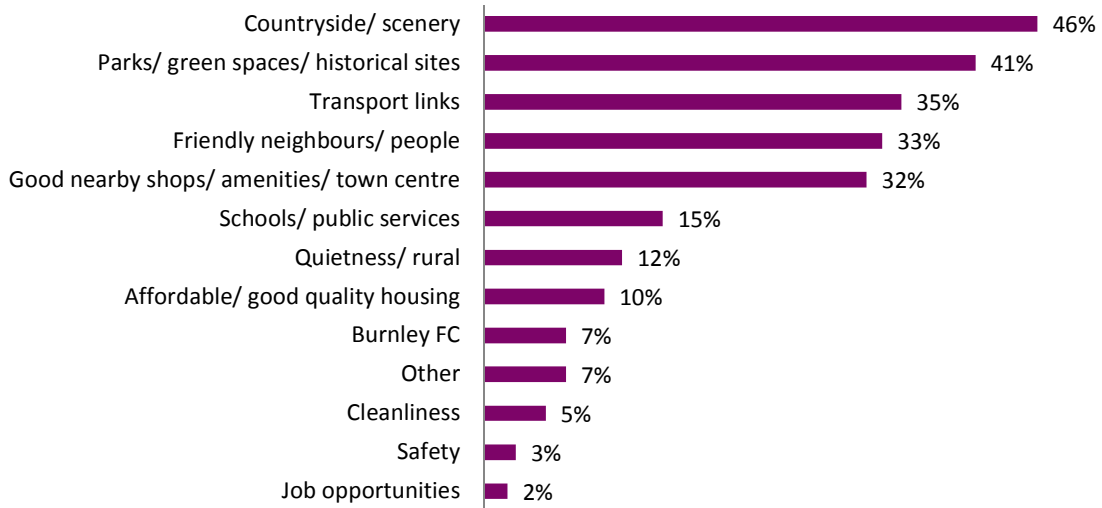


Respondents were asked what the three best things are about living in their local area. This was an open-ended question with the opportunity to list up to three things. Good parks, green spaces and historical sites were the top ranked categories that Burnley residents like best about living where they do. 46% of residents indicated that the countryside in the local area is one of the best things about where they live. Other popular responses related to the parks, green spaces and historical sites in Burnley (41%), transport links (35%) and the friendly people (33%).

Female respondents were more likely to identify the park and green spaces as one of the best things about their area (44%) than male respondents were (37%).

46% of residents aged 65 or over feel public transport is a good thing about where they live and 45% of the 16 to 44 age group noted parks and green spaces as a good thing about their area. The 45 to 64 age group more often mentioned the countryside as a good thing about living in their local area than any other age group.

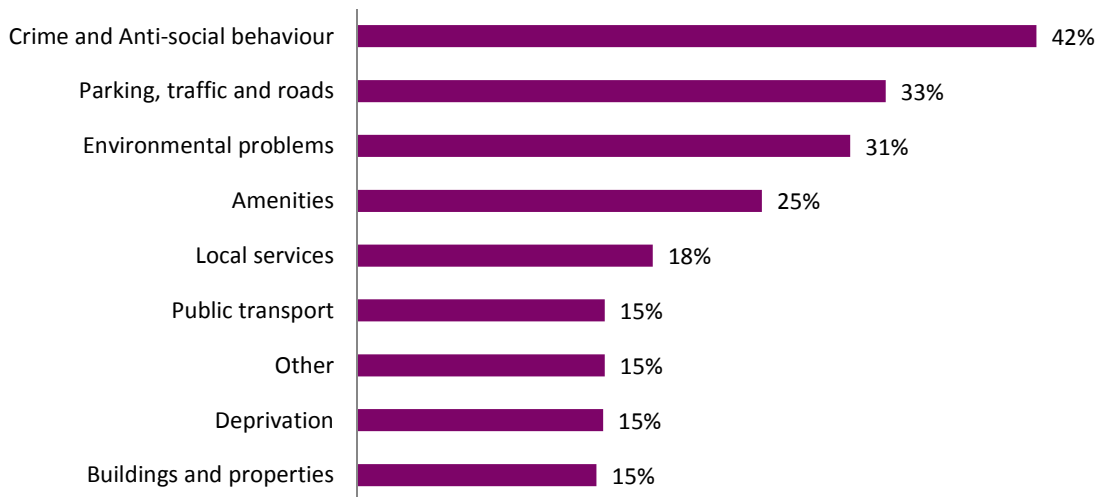
**Figure 4.3: Best things about living in the local area (open ended, up to 3 responses, base – 554)**



Respondents to the survey were asked what the three worst things are about living in their local area. This was an open-ended question with the opportunity to list up to three things. Crime and anti-social behaviour was the biggest issue for residents, with 42% citing this as one of the worst things about their area. This was followed by parking, traffic and roads (33%), environmental problems (31%) and lack of amenities (25%).

The 16 to 44 age group were more likely than others to consider crime and anti-social behaviour to be one of the worst things about their area. The 65+ age group consider parking, traffic and roads to be the worst thing about their area.

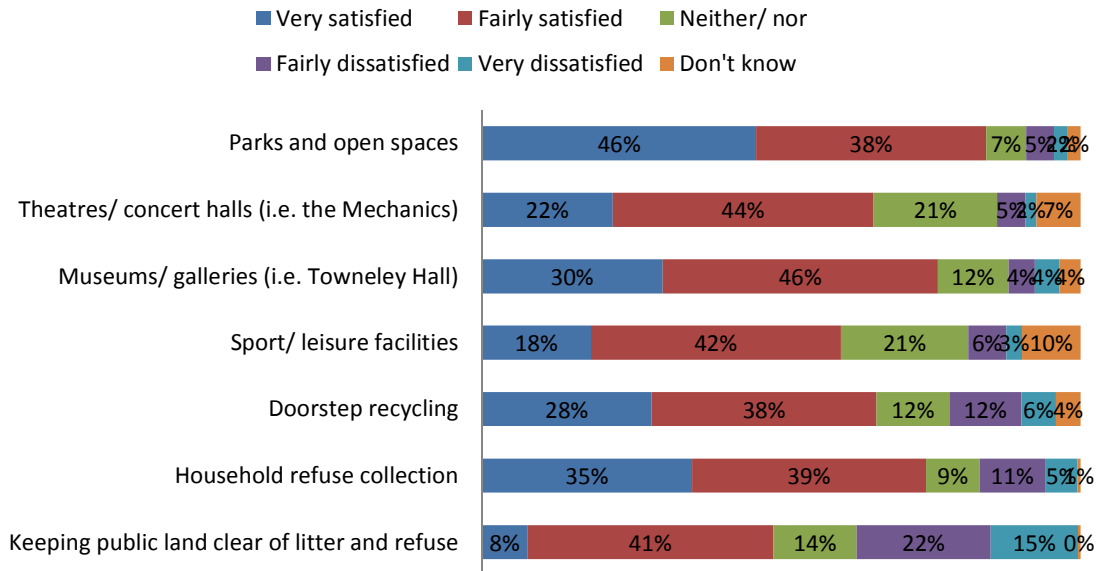
**Figure 4.2: Worst things about living in the area (open ended, up to 3 responses, base – 544)**



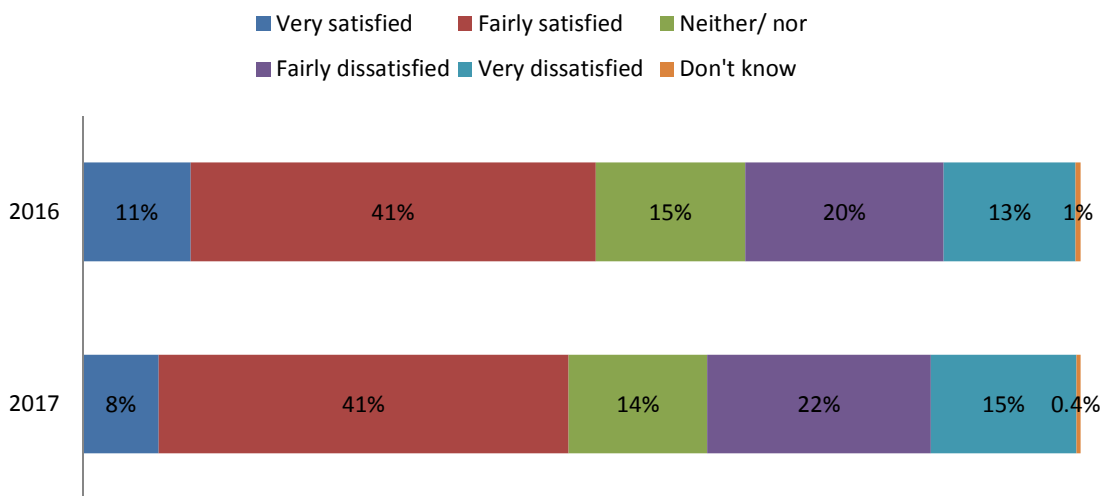
## 5 Local Public Services

Satisfaction (very or fairly) returned the highest response rate with parks and open spaces (84%) and household refuse collection (74%). 60% of residents are fairly or very satisfied with sports and leisure facilities, compared to 61% in 2016.

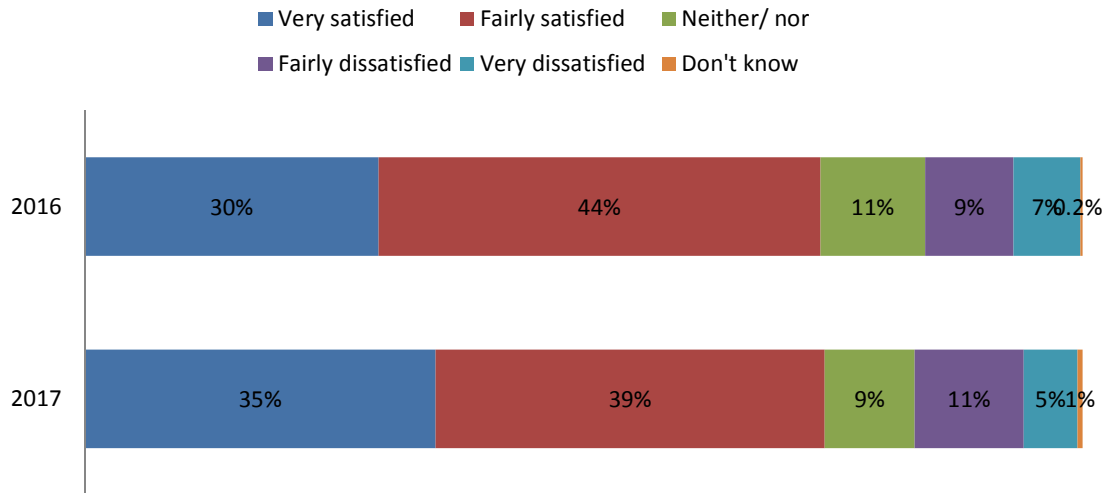
**Figure 5.1: Satisfaction with local services (base – 571)**



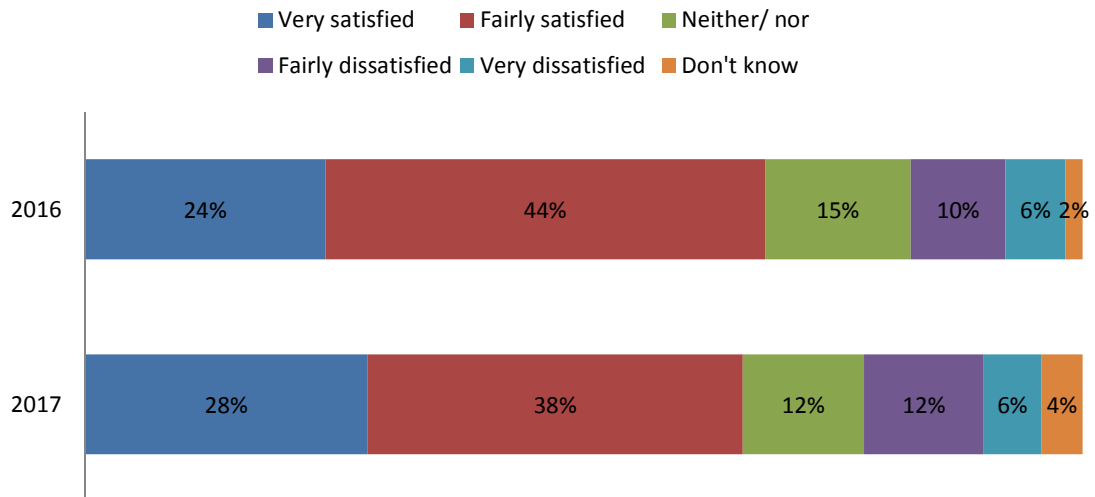
**Figure 5.2: Keeping public land clear of litter (base – 567)**



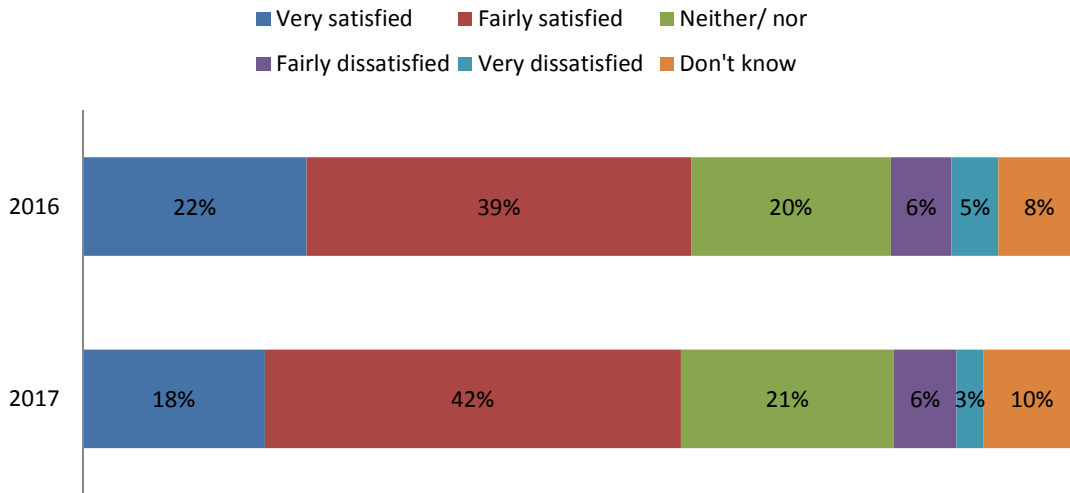
**Figure 5.3: Household refuse collection (base – 569)**



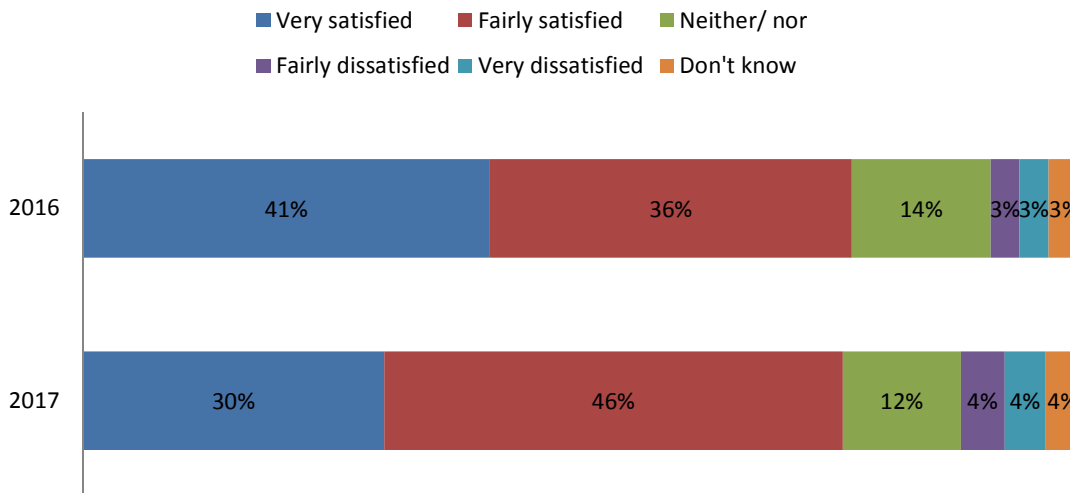
**Figure 5.4: Doorstep recycling (base – 567)**



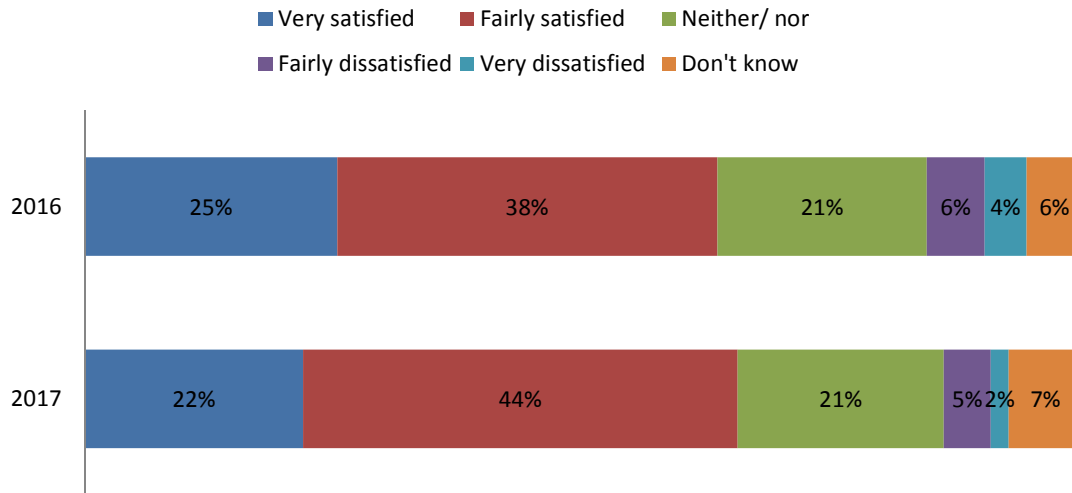
**Figure 5.5: Sports and leisure facilities (base – 554)**



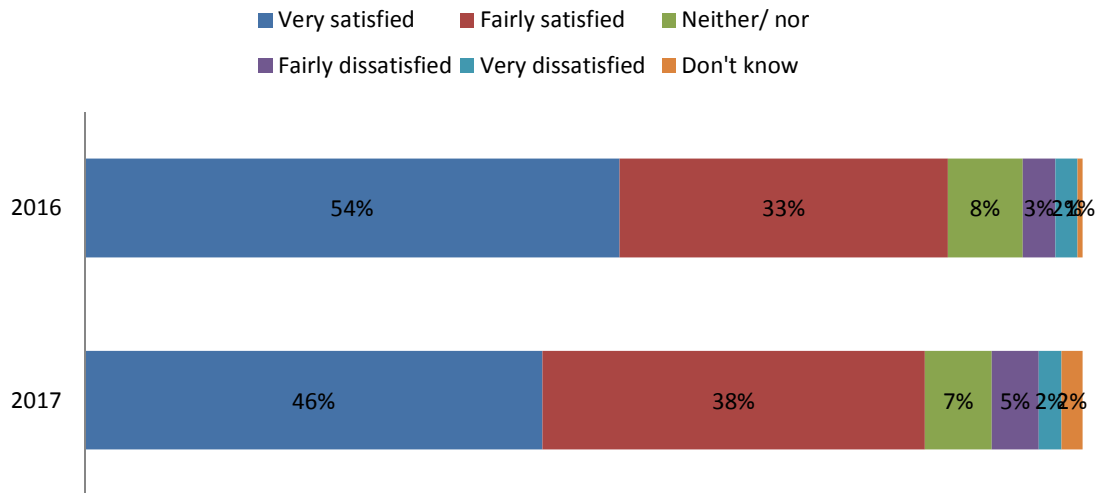
**Figure 5.6: Museums and galleries (base – 567)**



**Figure 5.7: Theatres and concert halls (base – 571)**

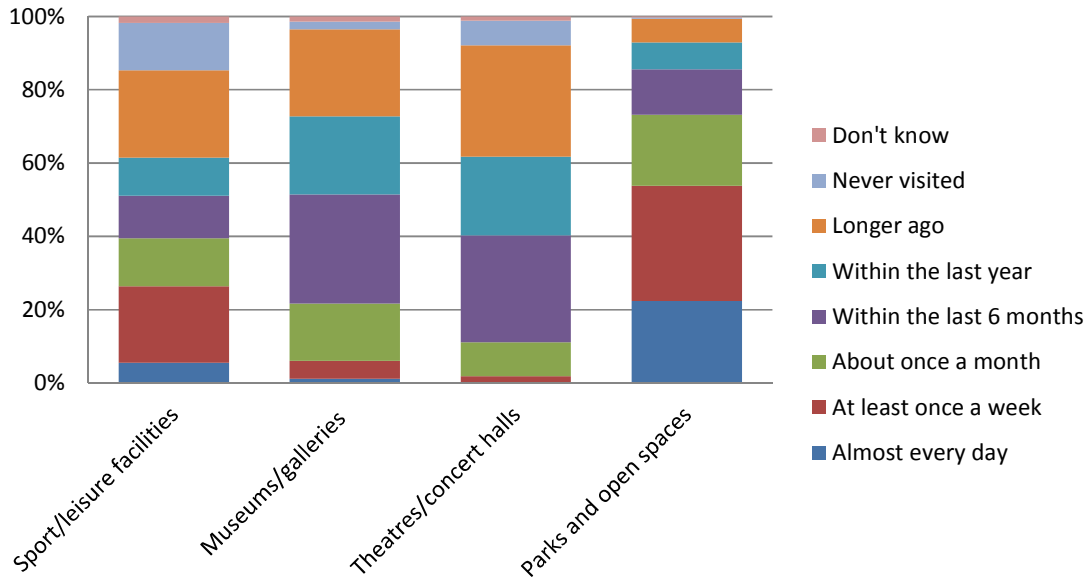


**Figure 5.8: Parks and open spaces (base – 571)**



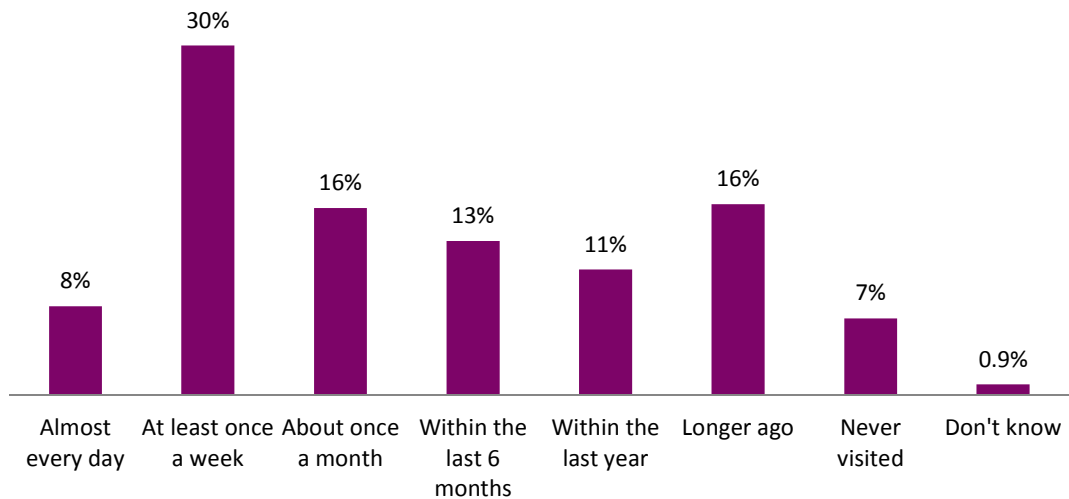
Parks and open spaces are the most frequently used service with more than half of residents using them at least weekly (53%).

**Figure 5.9: How frequently services are used (base – 573)**

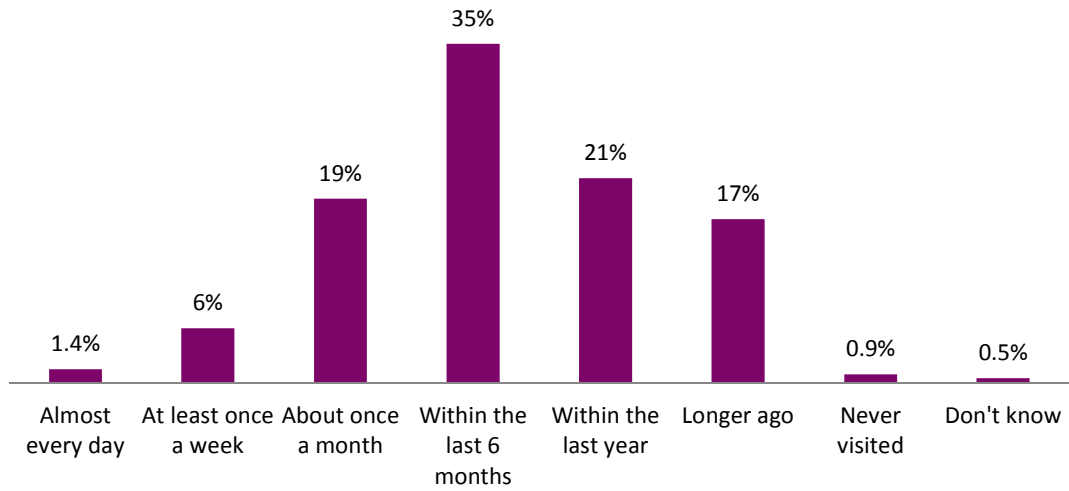


On the whole, regular users of a service (at least monthly) are more satisfied with that service. Residents who use sports and leisure facilities almost every day are more satisfied than those who use them less frequently. Users of local parks are also more likely to be satisfied if they use them almost every day.

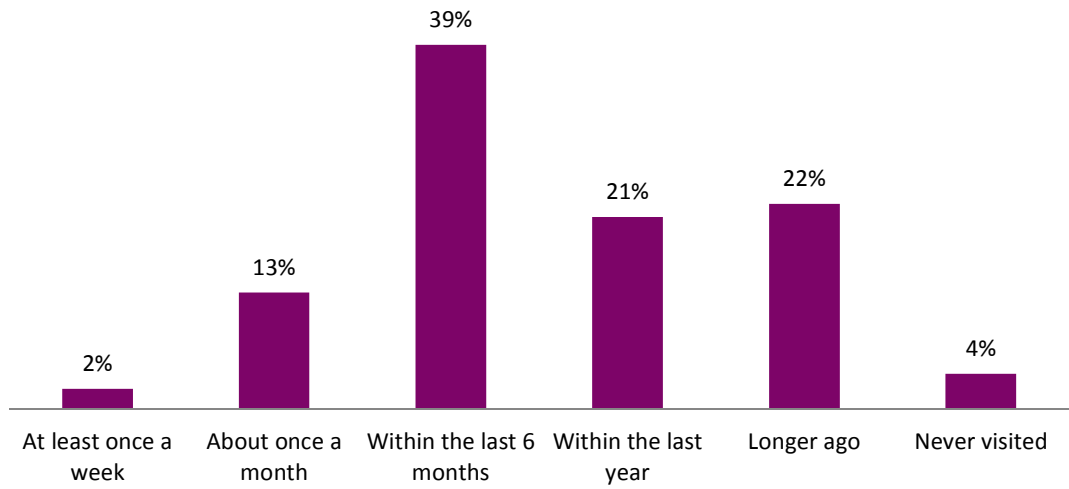
**Figure 5.10: Very or fairly satisfied with sport and leisure facilities by usage (base – 322)**



**Figure 5.11: Very or fairly satisfied with museums and galleries by usage (base – 428)**

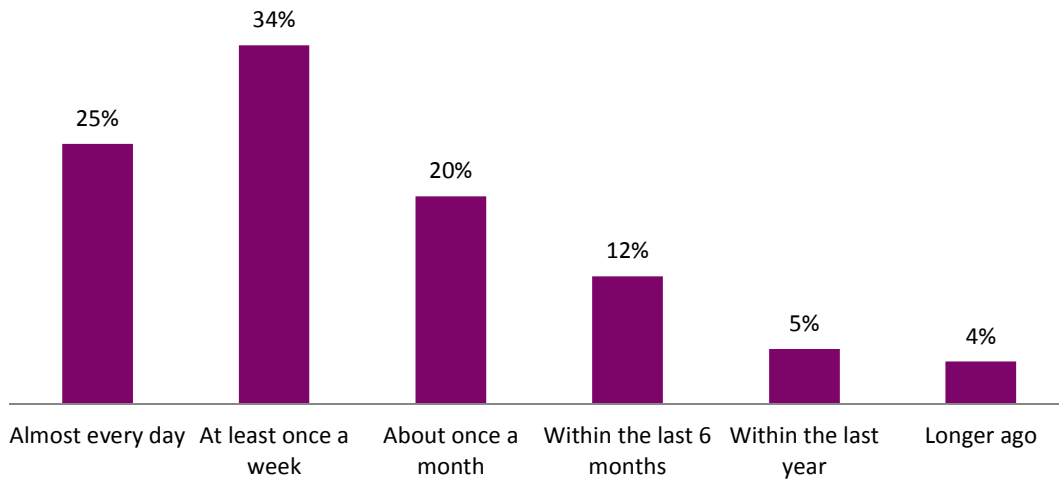


**Figure 5.12: Very or fairly satisfied with theatres and concert halls by usage (base – 369)**



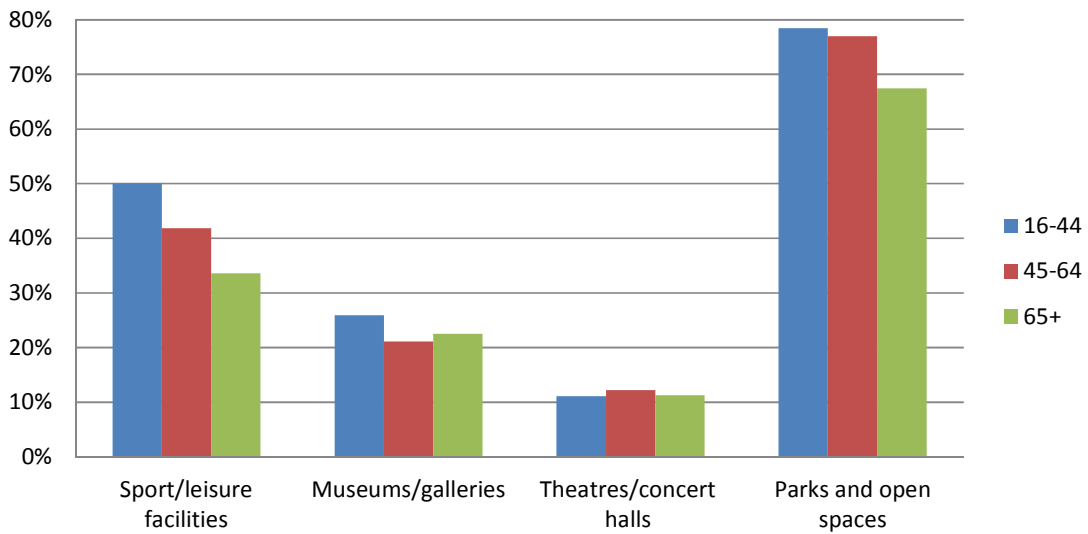


**Figure 5.13: Very or fairly satisfied with parks and open spaces by usage (base – 478)**



79% of 16-44 year olds visit parks and open spaces at least once a month, compared to 67% of residents aged 65 or over.

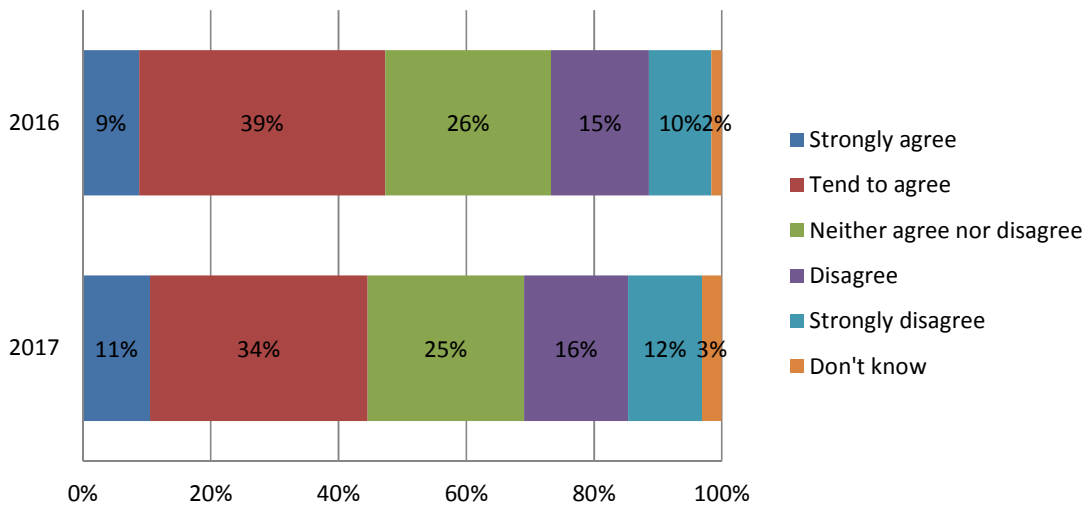
**Figure 5.14: At least monthly service usage by age (base – 573)**



The level of agreement that Burnley Council provides value for money has slightly decreased in 2017 when compared to 2016, however the percentage of residents who strongly agree that Burnley Council provides value for money has increased since 2016.

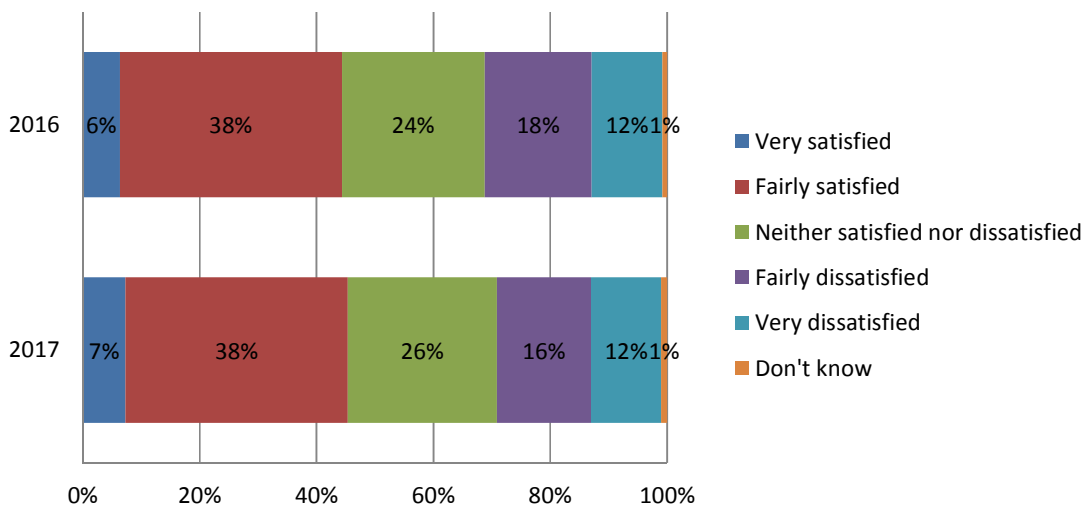
45% of residents strongly agree or tend to agree that Burnley Council provides value for money (47% in 2016). Residents aged 65 or over are more likely to agree that Burnley Council provides value for money (54%).

**Figure 5.15: Agreement that the Council provides value for money (base – 577)**



45% of residents are very or fairly satisfied with the way the Council runs things (44% in 2016).

**Figure 5.16: Satisfaction with the way the Council runs things (base – 576)**



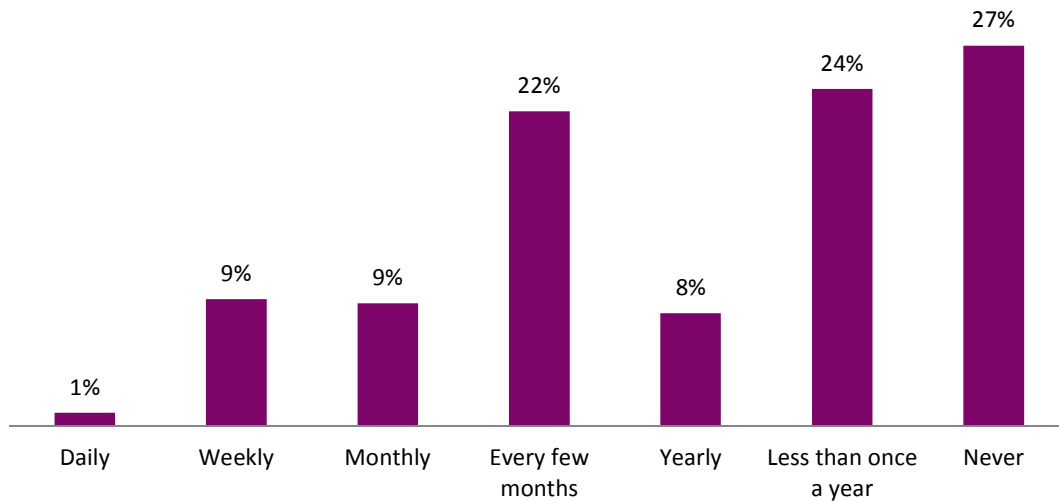
## 6 Thompson Park

Residents were asked about their opinions on Thompson Park this year, including what improvements could be made in order to encourage them to visit more.

59% of respondents travel to Thompson Park by car, followed by 40% who walk to the park, 7% who take the bus and 3% who cycle.

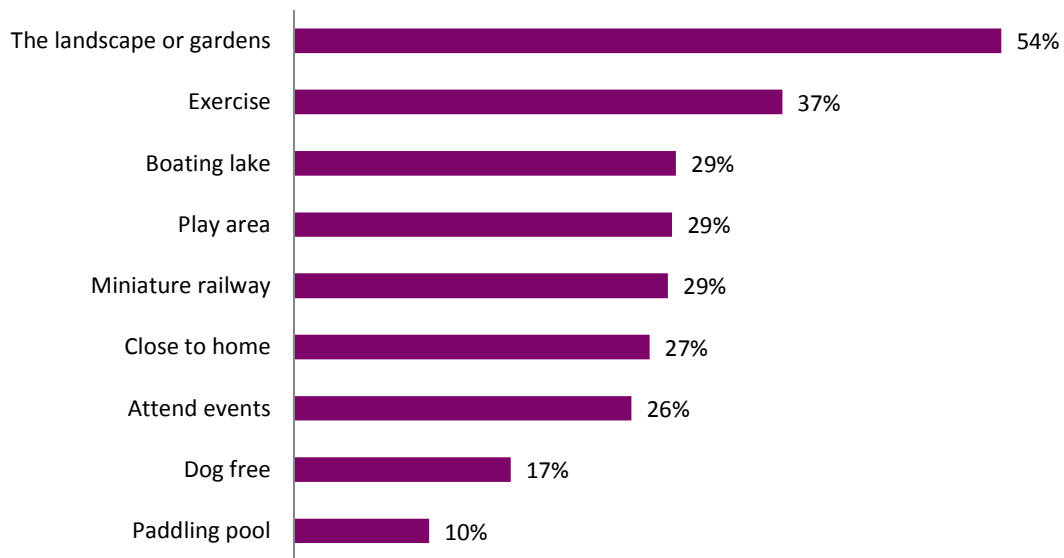
Almost three-quarters of residents said that they have visited the park (73%) and 41% do so every few months or more often. Younger residents appear more likely to visit Thompson Park. Residents of Rosehill with Burnley Wood appear to be most likely to visit the park monthly or more often (29%), compared to residents of Briercliffe who were least likely (9%).

**Figure 6.1: Frequency of visits to Thompson Park (base – 576)**



More than half of respondents who indicated they visit Thompson Park said they do so to visit the landscape or gardens (54%). 37% of respondents said they visit Thompson Park to exercise and 29% who go to visit the boating lake.

**Figure 6.3: Reasons for visiting Thompson Park (base – 411)**

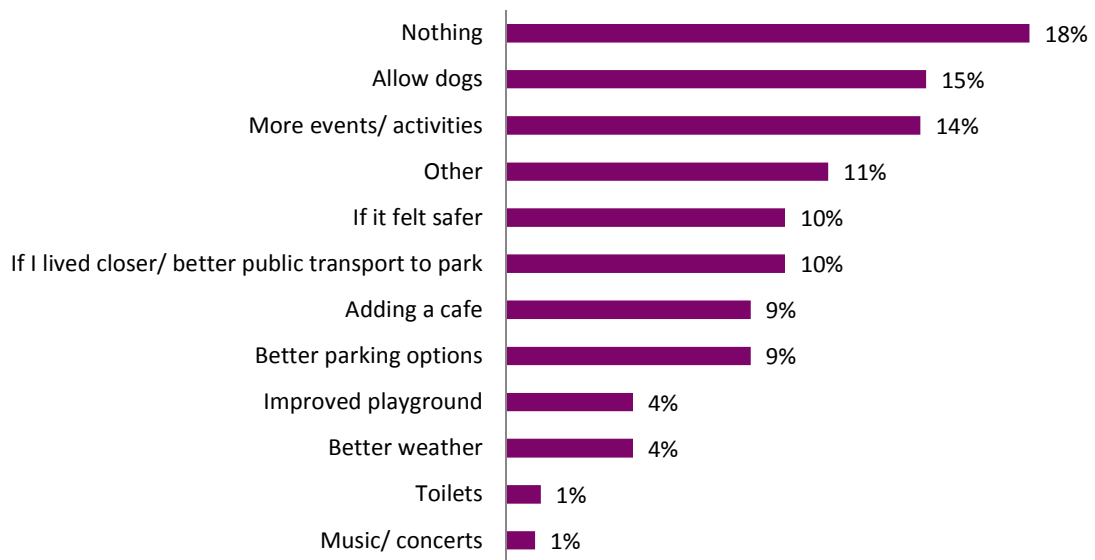


Respondents to the survey were asked to indicate what would encourage them to visit Thompson Park more often. 18% of respondents said nothing would encourage them to visit the park more often. Comments in this category suggested they were already happy with the park and visit frequently or had another park nearby (such as Townley Park) they would visit and had no need to travel to Thompson Park.

Another 15% of respondents to this question suggested that allowing dogs in the park or in designated areas of the park would encourage them to visit. 14% felt that if there were more events or activities taking place at the park, it would encourage them to visit.

15% of those visitors who indicated they travel by car suggested better parking options would encourage them to visit more often, compared to 7% of those who walk

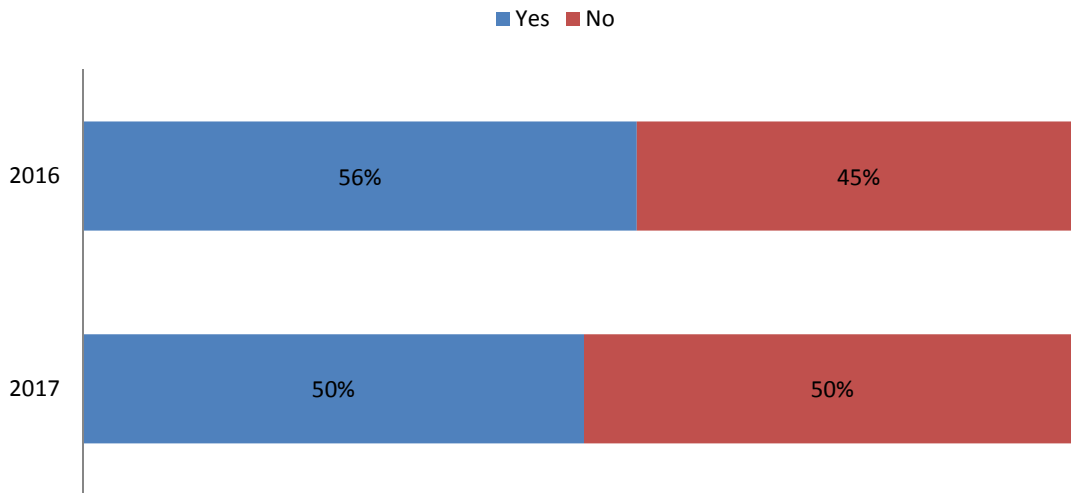
**Figure 6.2: what would encourage people to visit Thompson Park more often (base – 411)**



## 7 Information and Customer Service

2017 has seen a decrease in people saying they have contacted the Council. 50% of residents said they have contacted the Council in the last 6 months compared to 56% in 2016.

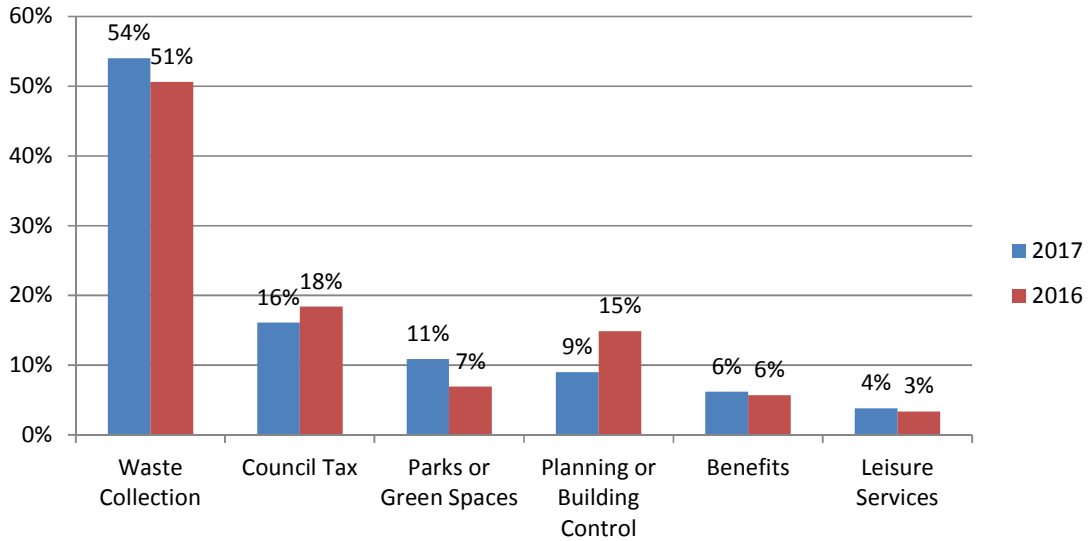
**Figure 7.1: Contact within the last 6 months (base – 568)**



The following base totals which explain the contact with the Council are lower than anticipated due to online routing on the survey, however the sample sizes are still in line with comparisons in previous years.

In line with previous years, waste collection queries remain the most common reason for contacting the Council. 54% contacted the Council regarding waste collection followed by 16% who contacted about council tax.

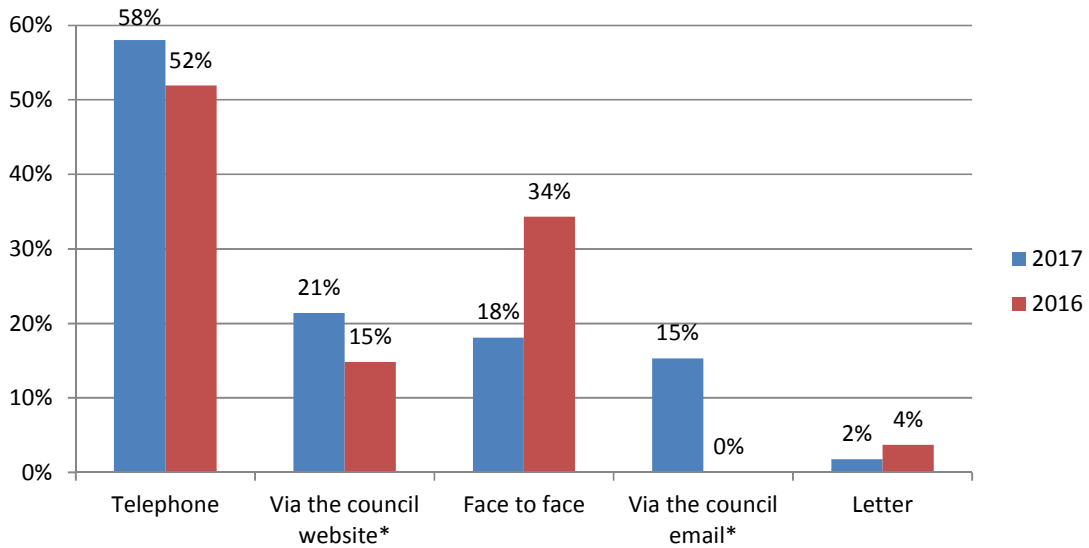
**Figure 7.2: Reasons for contacting the Council (base – 211)**



Contacting the Council by telephone is still the main way of contacting the Council (58%), although this has fallen when compared with recent years. Contact with the Council via the website has risen 6% in the past year (21% in 2017, 15% in 2016). Face to face contact with the Council has decreased from 34% in 2016 to 18% in 2017 whilst contact with the Council via telephone, website and email has increased.

\*The 2017 survey split the option of contacting the Council ‘by email or through the website’ which had been asked in previous years into two separate responses. An option was also added for ‘social media’. 21% indicated they contacted the Council through the website while 15% contacted via email. 1.1% of respondents indicated they contacted via social media. The option for ‘Via the Council website/ email’ below only includes ‘via the Council website’ for 2017 data.

**Figure 7.3: How people contacted the Council (base – 281)**



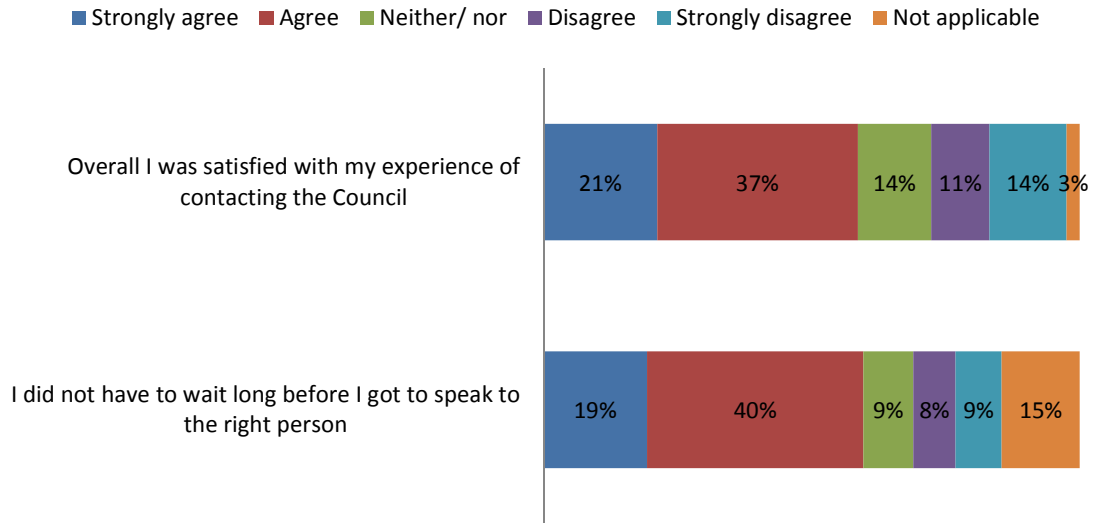
The highest levels of satisfaction were from residents who said they had contacted the Council regarding benefits (75%) and regarding waste collection (69%).

The lowest level of satisfaction was from residents who said they had contacted planning or building control (37% satisfied or highly satisfied, 32% dissatisfied or highly dissatisfied). Very few residents said they had contacted the Council in regards to planning or building control (9%), benefits (6%) or leisure services (4%).

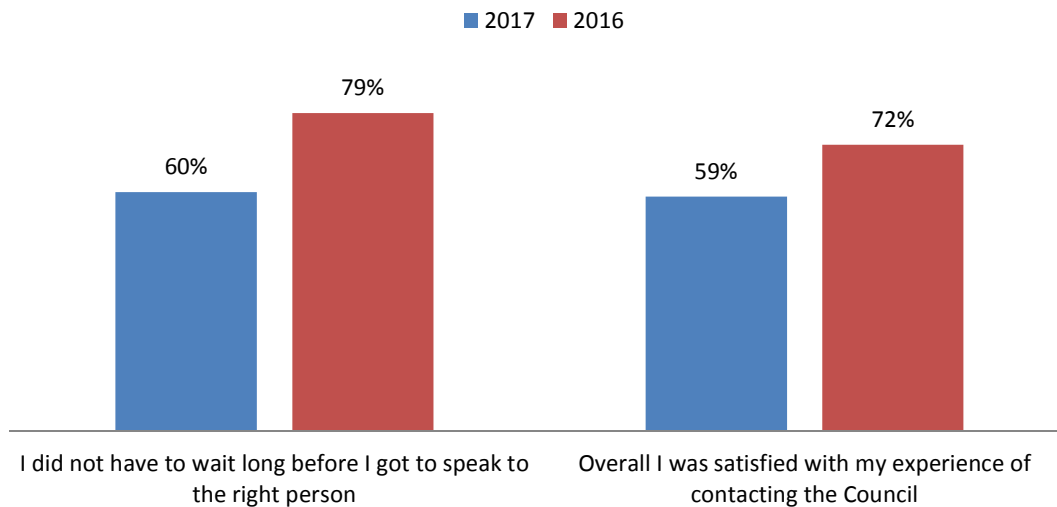
60% of residents who made contact with the Council strongly agree or agree that they did not have to wait long before they got to speak to the right person. Overall satisfaction with the customer service experience has fallen with 73% satisfied with their experience contacting the Council in 2016 to 59% satisfied in 2017.

**Figure 7.4: Agreement with customer service statements (base – 280)**





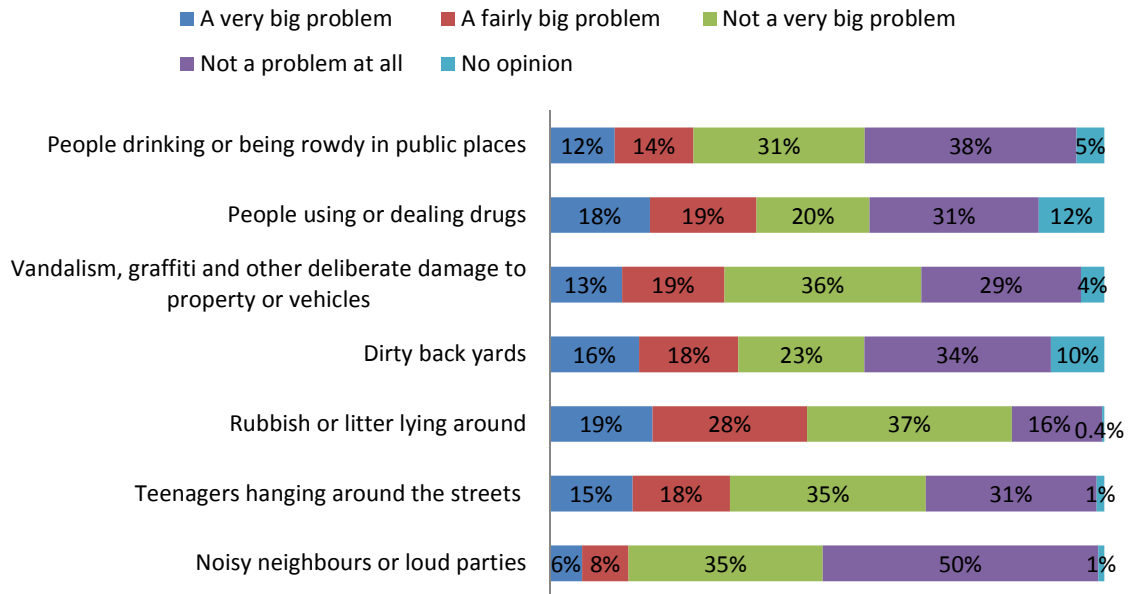
**Figure 7.5: Agreement (strongly agree or agree) with customer service statements over time (base – 280)**



## 8 The Local Community

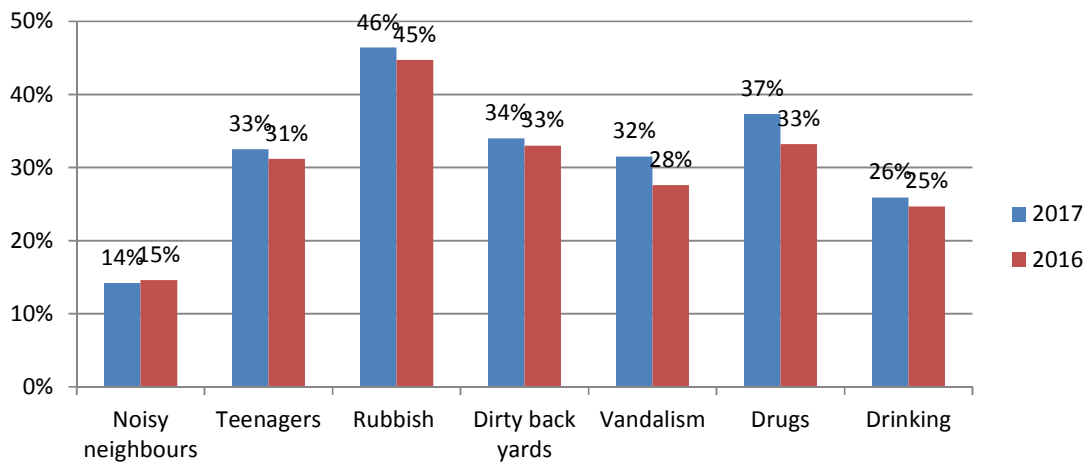
Residents in the borough consider rubbish or litter lying around to be the biggest anti-social behaviour issue in their local area. 46% of residents consider it a fairly or very big problem (45% in 2016).

**Figure 8.1: Anti-social behaviour issues (base – 563)**



People using or dealing drugs being regarded as a problem in the area has risen over the last 12 months (33% to 37%), as has vandalism (33% to 37%).

**Figure 8.2: Anti-social behaviour issues (very or fairly big problem) over time (base – 563)**



83% of respondents agree with the proposal to employ an enforcement agency in order to fine more people caught littering and dog fouling. Older respondents were more likely to agree with this proposal (92%).

**Figure 8.3: Agreement with reducing littering and dog fouling by employing an enforcement agency (base – 570)**

■ Strongly agree      ■ Agree      ■ Neither agree not disagree  
■ Disagree      ■ Strongly disagree      ■ Don't know



Half of all residents definitely or tend to agree that people from different backgrounds get on well together in their local area. The 65 and over age group are most likely to agree that people from different backgrounds get on well together in their local area (57%).

**Figure 8.4: Extent to which different backgrounds get on well together (base – 569)**

