

Derbyshire Dales District Council Residents' Satisfaction Survey 2023

Presentation by Marketing Means
19 September 2023

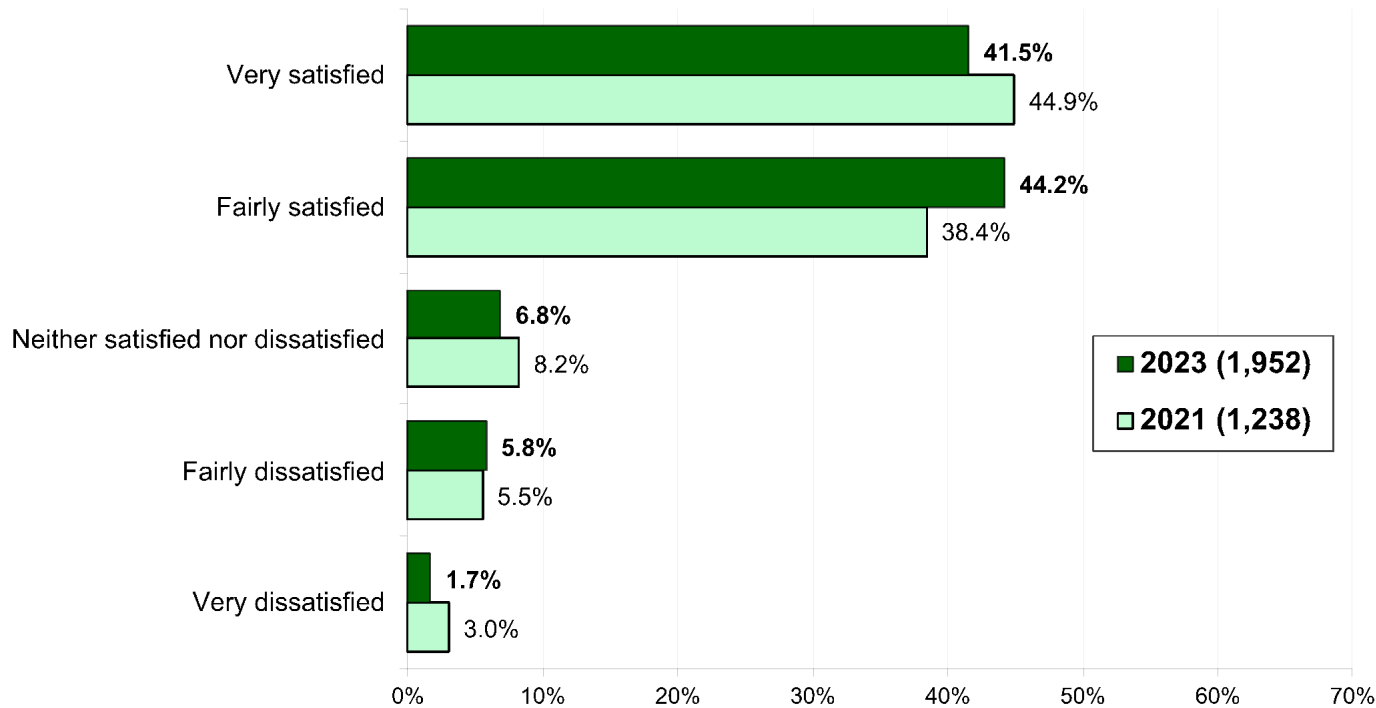


Aims and method

- **Aim:** To gauge residents' satisfaction with the council, its services and the area where they live, as well as to collect opinions on the council's priorities and budget decisions to help develop the Corporate Plan for 2024 to 2028
- **Method:** Letters sent to 6,167 households (representative selection across district), link to online survey, with option to request paper copy. Citizens' online panel also used.
- Postal fieldwork from 14 Feb to 4 April 2023, including one reminder mailing
- Face-to-face fieldwork conducted in mid-March in four towns to boost response from 18-44s
- **Target** was 1,500 completed questionnaires - achieved **1,977** (including 141 by post, 260 from online panel, and 174 face-to-face)
- All data weighted by population stats for analysis

Your local area

Satisfaction with local area as a place to live

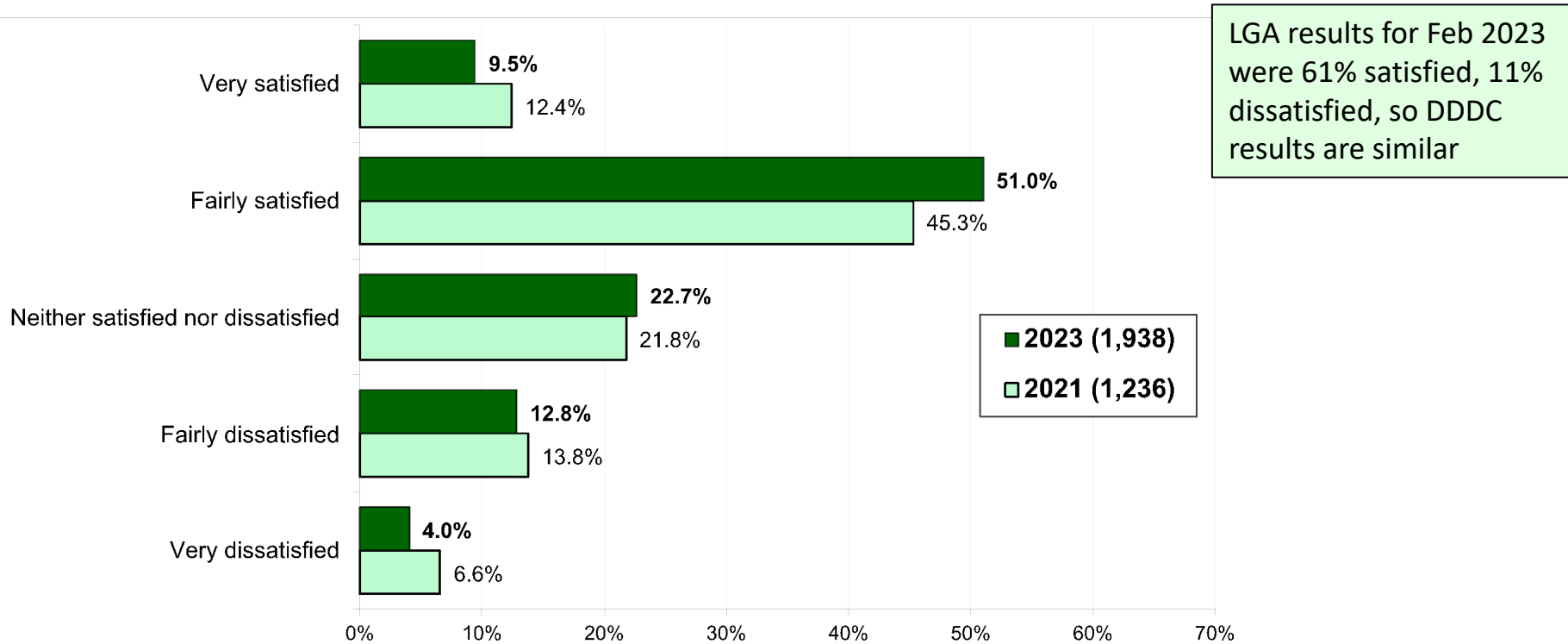


LGA results for Feb 2023 were 76% satisfied, 11% dissatisfied, so DDDC results are more positive

Source: Marketing Means 2023 Base: All who gave a valid response

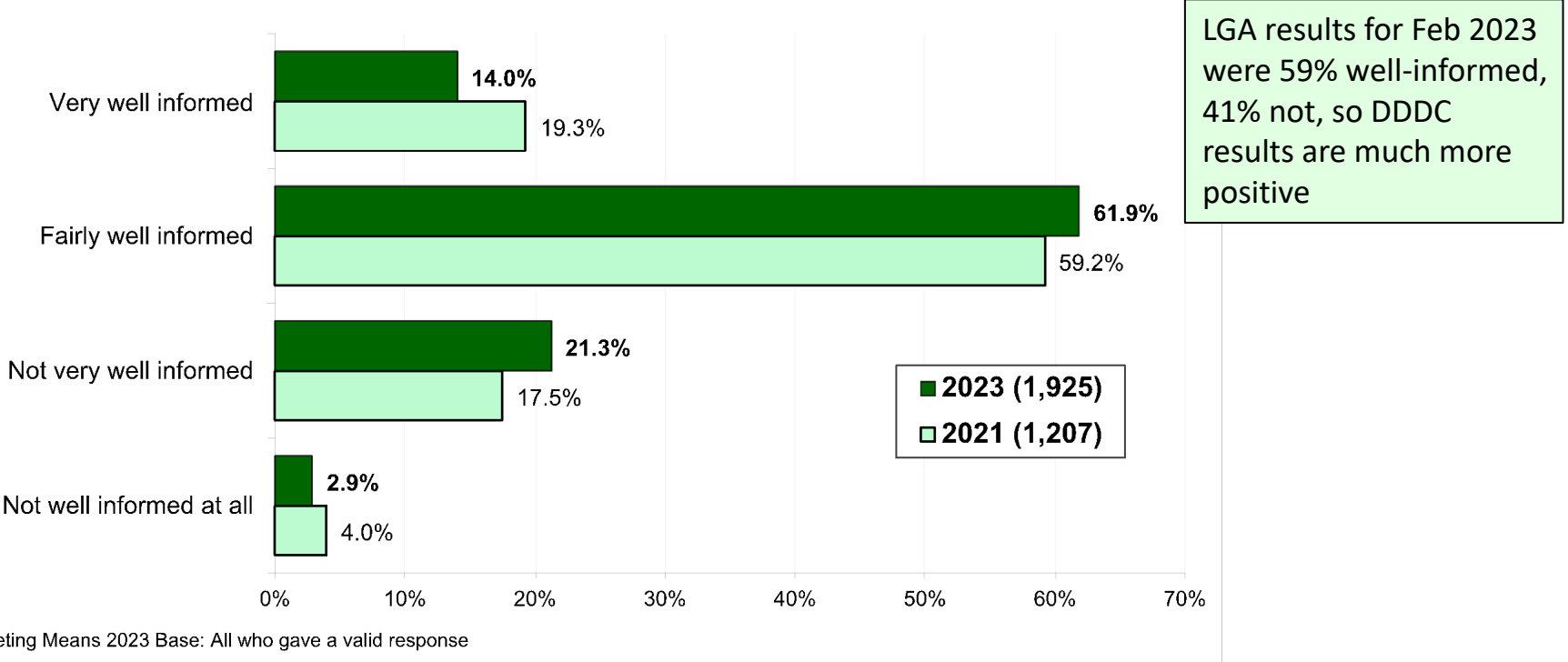
Your Council

Satisfaction with the way the council runs things



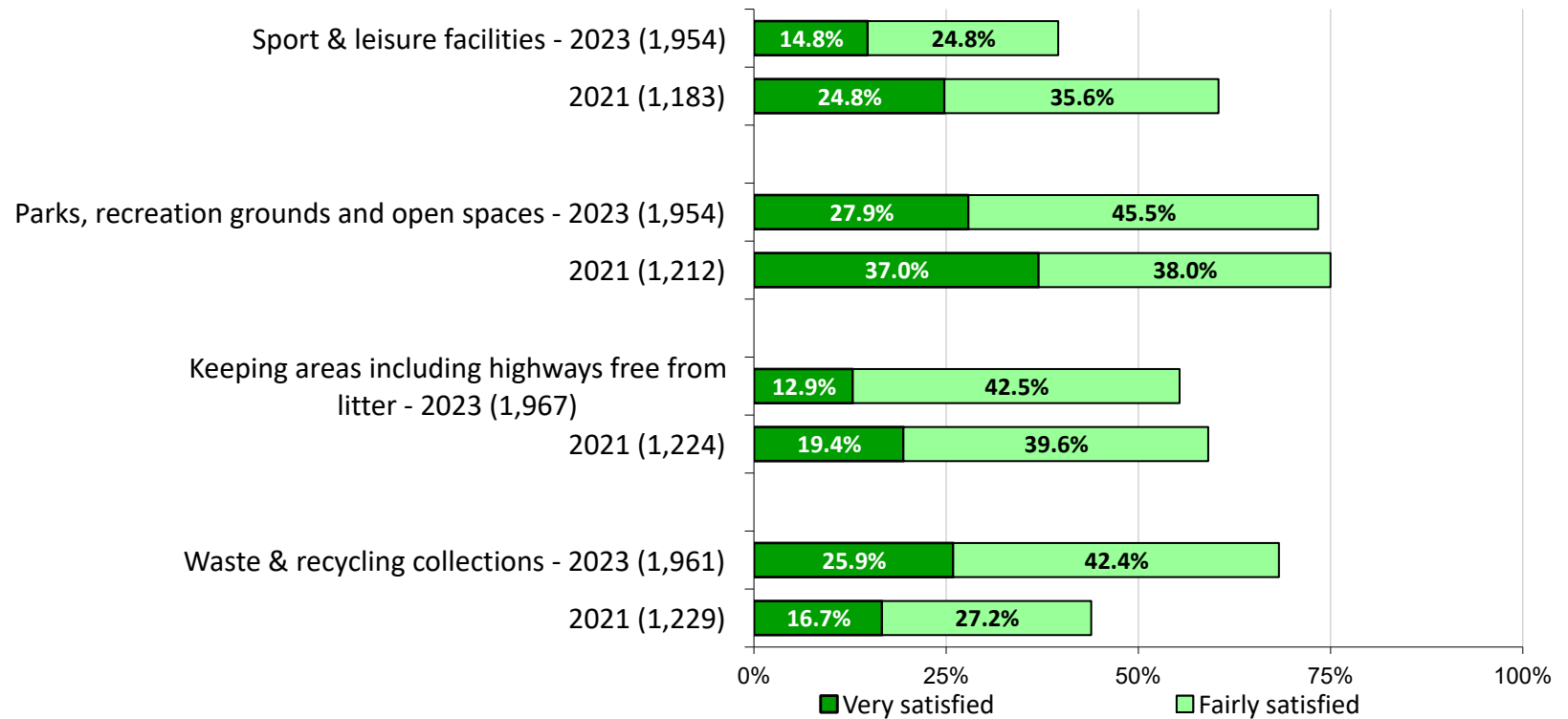
Source: Marketing Means 2023 Base: All who gave a valid response

How well informed the council keeps residents on the benefits and services it provides



Satisfaction with services provided by the council (i)

- This summary shows only those very or fairly satisfied with each service

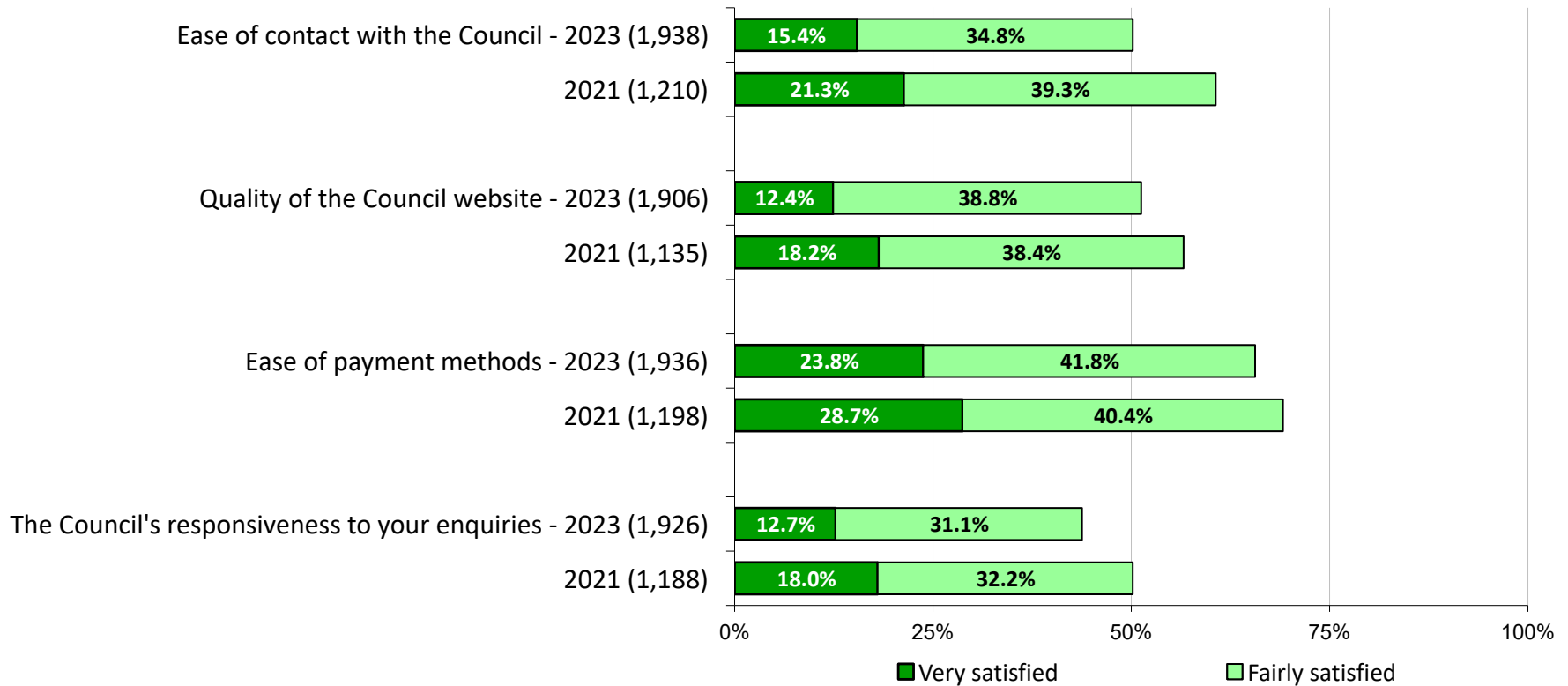


Source: Marketing Means 2023

Base: All who expressed an opinion ("Don't know" excluded)

Satisfaction with services provided by the council (ii)

- Again, this summary shows only those very or fairly satisfied with each service

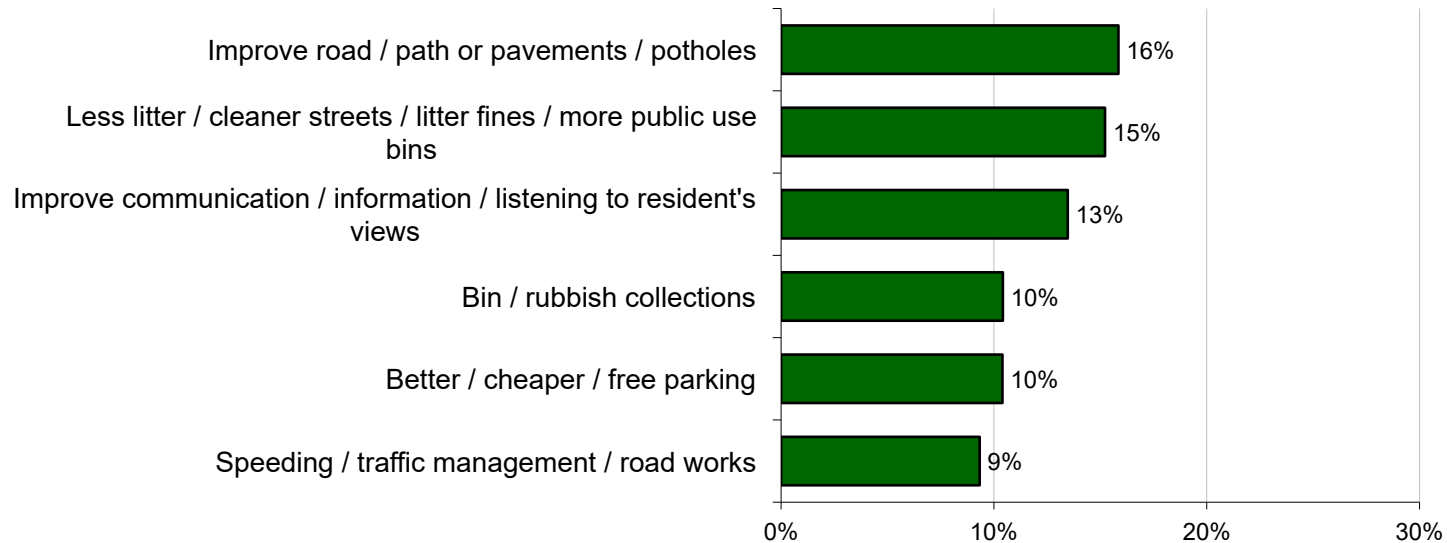


Source: Marketing Means 2023

Base: All who expressed an opinion ("Don't know" excluded)

Respondents' suggestions for improvements to services provided by DDDC

- Just over half of respondents suggested an improvement of some sort, answering in their own words. The % values shown below are based on that group.

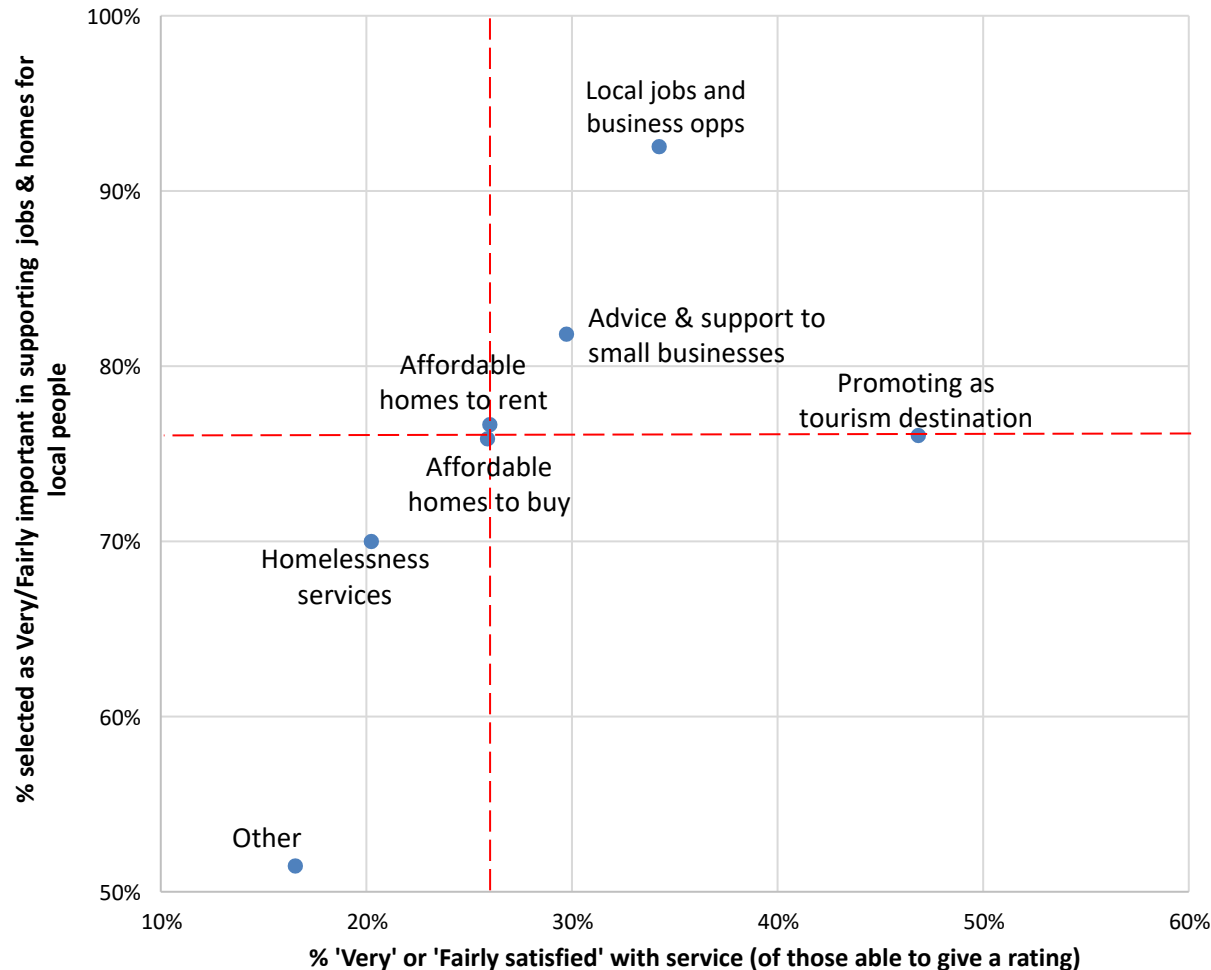


Source: Marketing Means 2023

Base: All who made a comment (996)

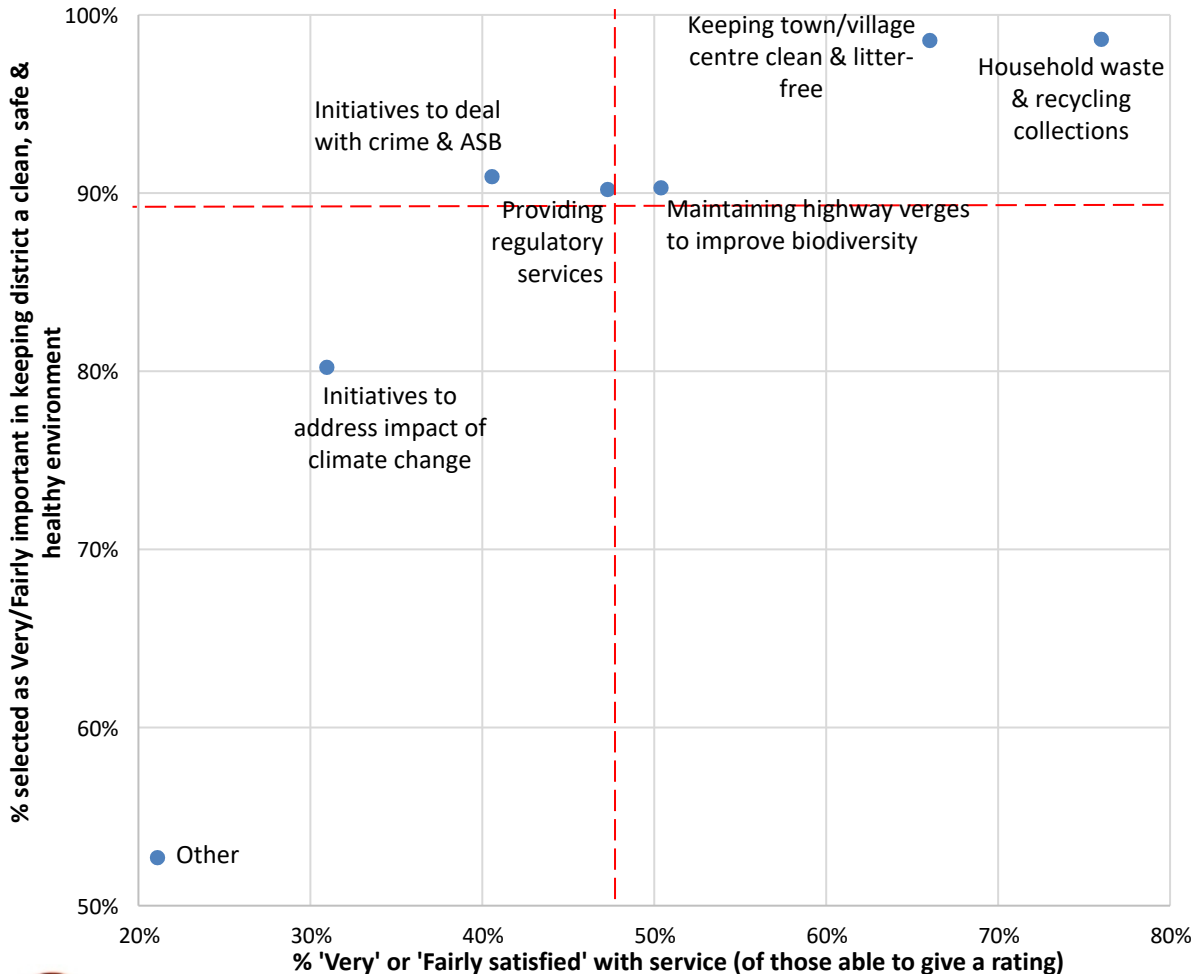
Opinions of Council Services

Services related to supporting the provision of permanent jobs and homes for local people: Importance vs Satisfaction



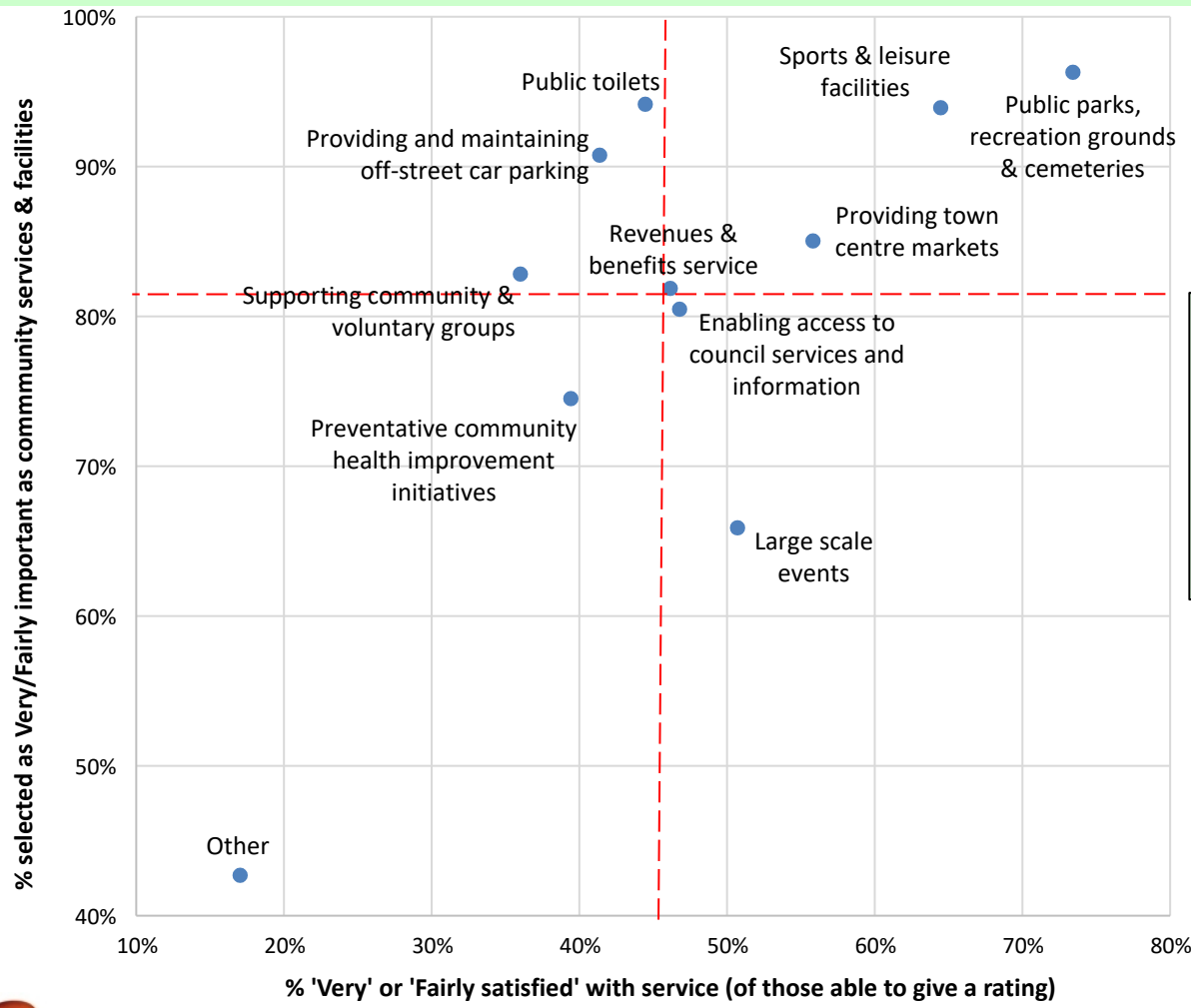
- Chart shows % rating each as very/fairly important vs % very/fairly satisfied
- Priority areas = those with high importance but low levels of satisfaction, i.e. top-left quadrant of chart

Services related to keeping the district a clean, safe and healthy environment: Importance vs Satisfaction



- Chart shows % rating each as very/fairly important vs % very/fairly satisfied
- Priority areas = those with high importance but low levels of satisfaction, i.e. top-left quadrant of chart

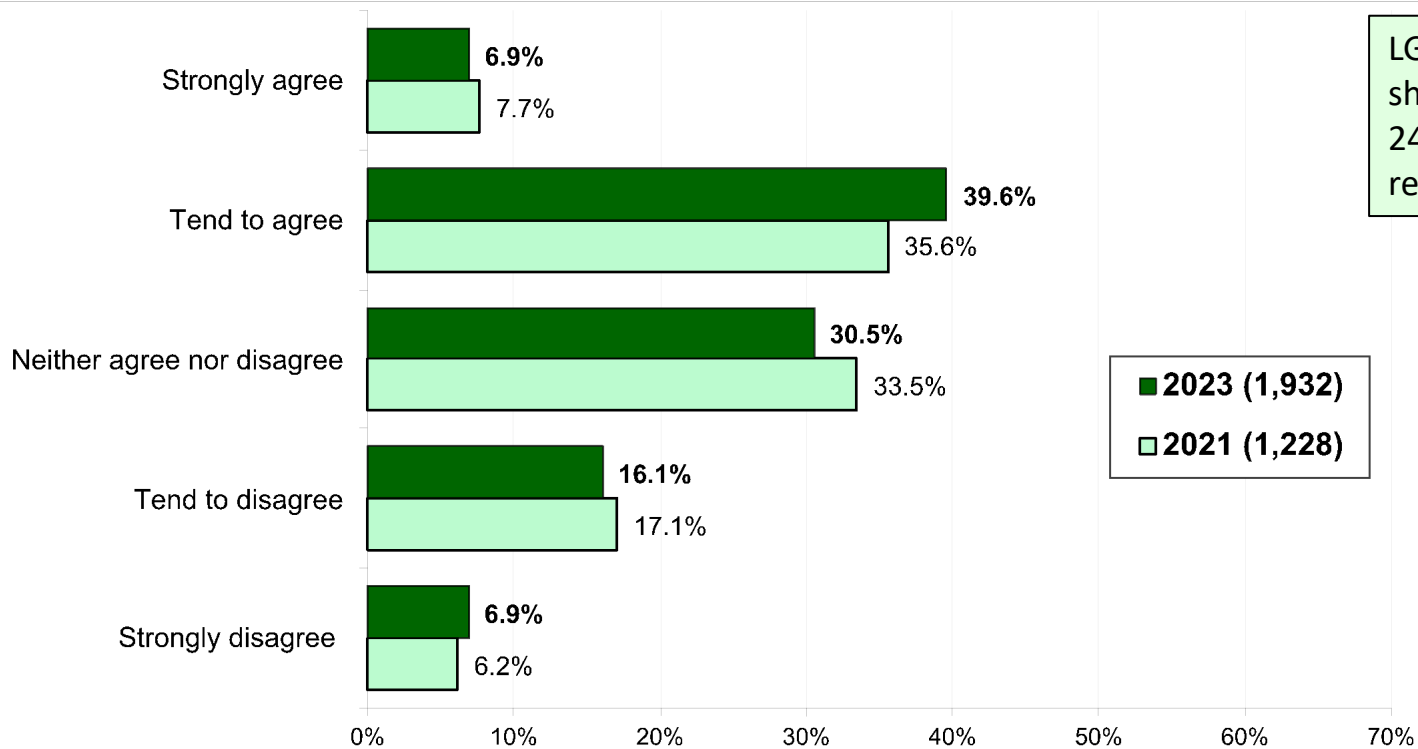
Community services and facilities in the Derbyshire Dales : Importance vs Satisfaction



- Chart shows % rating each as very/fairly important vs % very/fairly satisfied
- Priority areas = those with high importance but low levels of satisfaction, i.e. top-left quadrant of chart

Budgets

Level of agreement that the council provides value for money



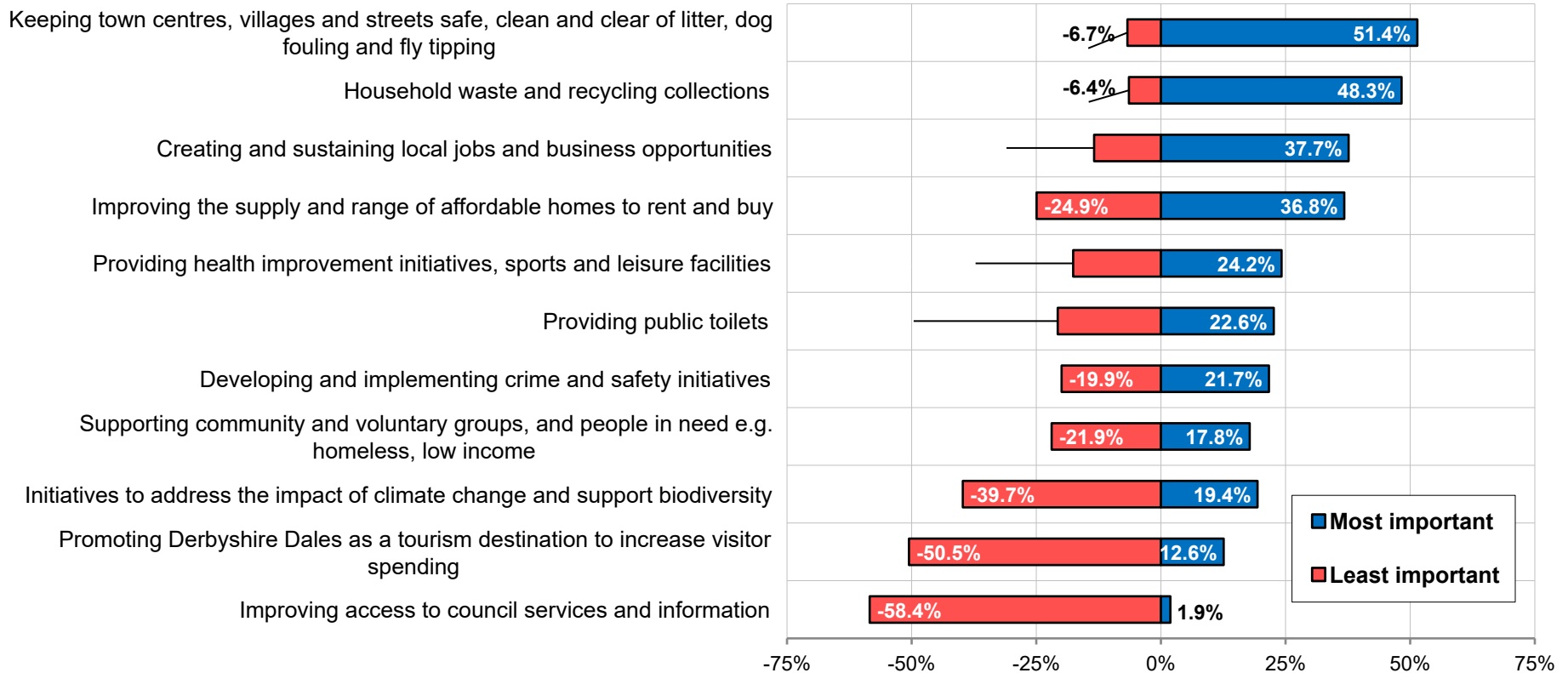
LGA results for Feb 2023 showed 47% agreed, 24% disagreed, so DDDC results are very similar

■ 2023 (1,932)
□ 2021 (1,228)

Source: Marketing Means 2023 Base: All who gave a valid response

Services' likelihood to be most/least important on which to prioritise spending budget of 60p per day

- Negative values = % selected as least important , positive = % selected as most important

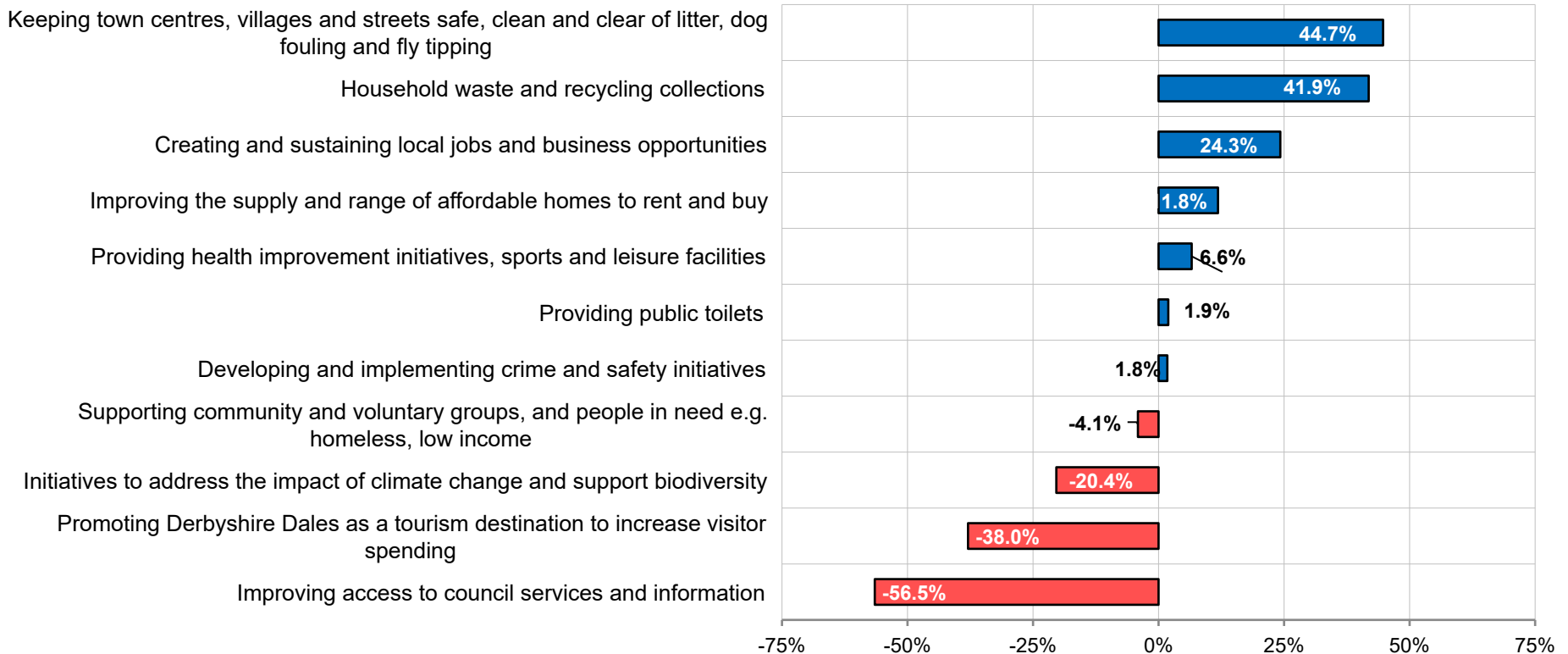


Source: Marketing Means 2023

Base: All who gave a valid response

Net likelihood to be most/least important on which to prioritise spending budget of 60p per day

- Net values shown are the % selected as most important minus % selected as least important



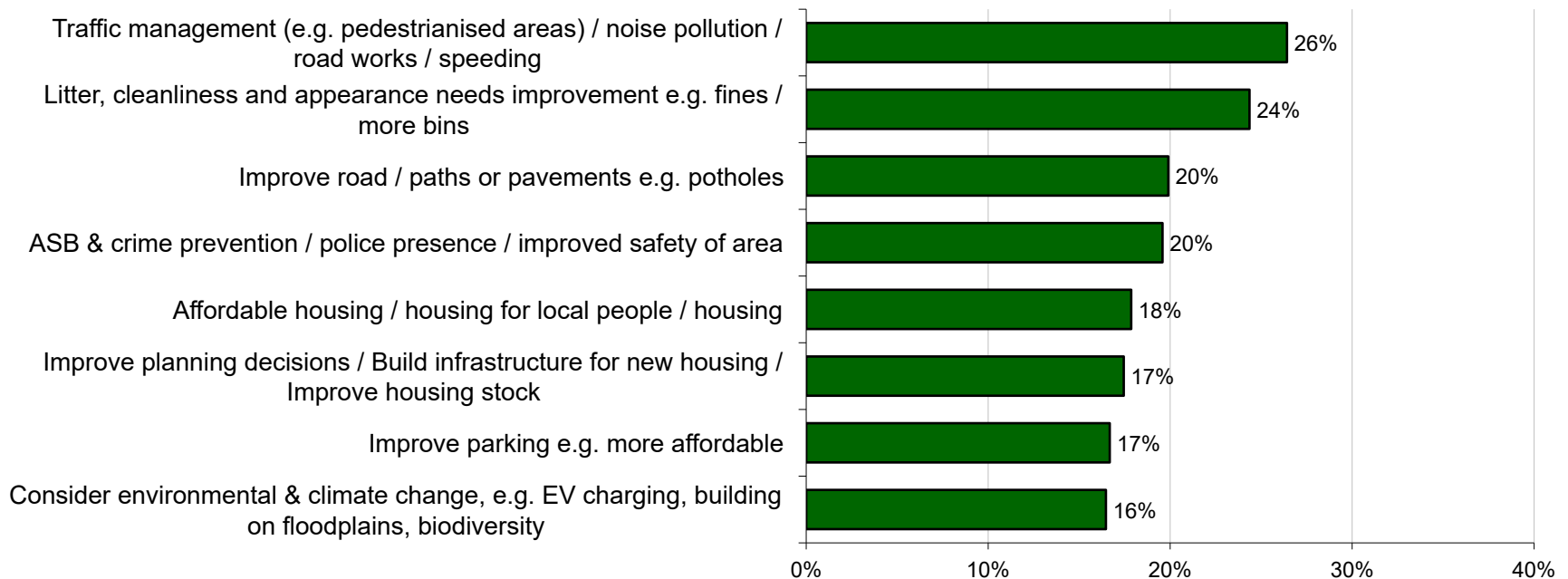
Source: Marketing Means 2023

Base: All who gave a valid response

Have your say

Most important issues/concerns locally

- Respondents were asked to suggest up to three different issues/concerns, and could answer in their own words. Only those mentioned most frequently are shown below.
- Just over two-thirds responded, and the % values shown below are based on those who did.



Source: Marketing Means 2023

Base: All who made a comment (1,355)

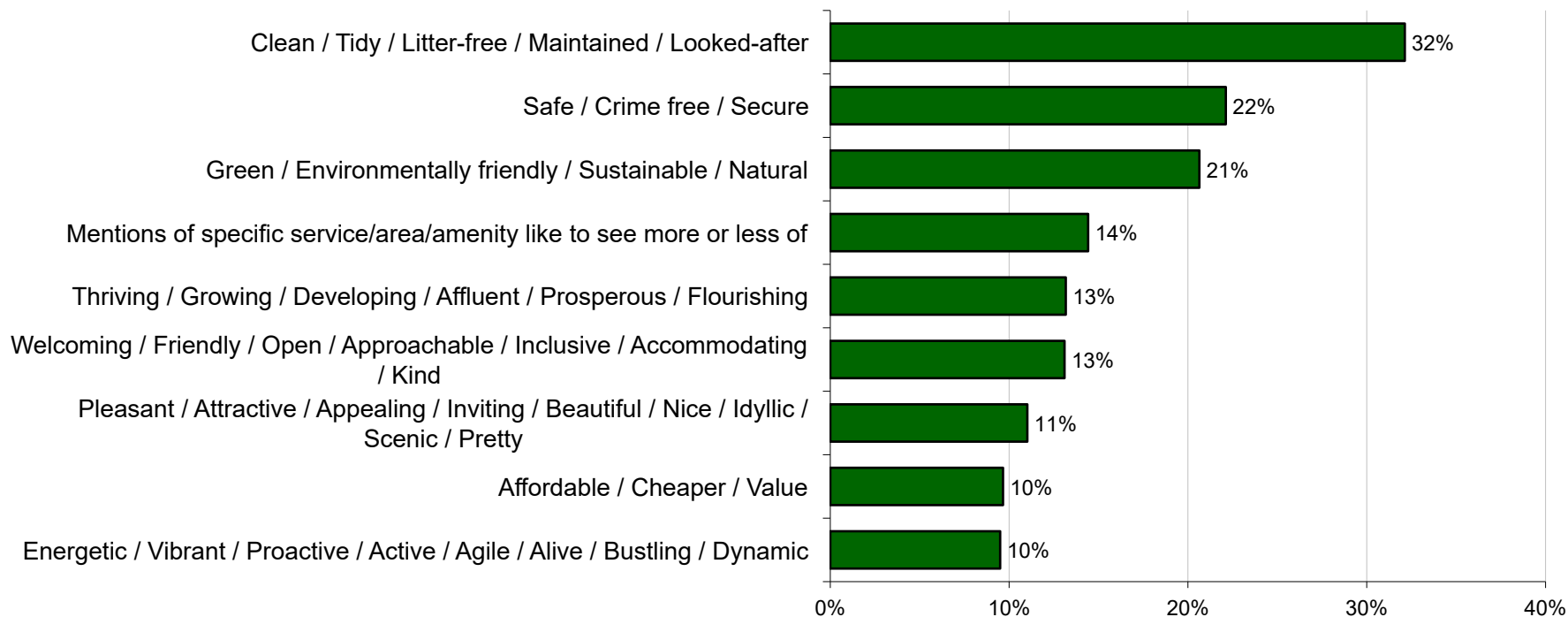
Three words to describe what they want the Derbyshire Dales to be like in four years (i)

- Respondents could suggest up to three different words, the 10 most frequent shown in this word cloud.



Three words to describe what they want the Derbyshire Dales to be like in four years (iii)

- Only those themes occurring most frequently among the words given are shown below.
- Again, just over two-thirds responded, and the % values shown below are based on those who did.



Source: Marketing Means 2023

Base: All who made a comment (1,405)

Thank you for your time

Any questions?

NOTE: Marketing Means' quality management system has been externally audited and registered as accredited for both the international quality management standard ISO9001:2015 and the market research industry-specific standard ISO20252:2012. Our work on this project complied with those standards.

www.marketingmeans.co.uk

Telephone: 01364 654485

E-mail: chris@marketingmeans.co.uk / kay@marketingmeans.co.uk