



# Dacorum Borough Council Overview of Reputation and Budget Consultations 2011

February 2012





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# 1. Project Overview

## Methodologies

- 1.1 Opinion Research Services (ORS) carried out a panel consultation regarding reputation and budget with members of the Citizens' Panel. The surveys contained questions designed to help the Council improve and inform their budget setting.
- 1.2 Dacorum Borough Council (DBC) also undertook a number of other surveys on similar themes, although using a range of methodologies. This report aims to summarise and compare findings from these surveys/
- 1.3 In summary, the elements of the consultation were:
  - Citizens' panel survey
  - Listening day survey
  - Opinion survey
  - YouChoose Online Consultation
- 1.4 **Citizens' panel survey:** The panel survey was distributed to 975 members of DBC's panel via two channels. 544 completed questionnaires were completed; 374 by post and 170 online, yielding a response rate of 56%.
- 1.5 **Listening day survey:** this survey was conducted by DBC and consisted of 281 face-to-face interviews with residents of Dacorum at various outdoor events.
- 1.6 **Opinion survey:** DBC distributed this survey via Digest and email subscribers. There were 23 completed responses.
- 1.7 **YouChoose online consultation:** This is was an online budget setting tool which was available to the general public via DBC's website. There were 83 completed responses.
- 1.8 For all surveys undertaken by DBC, *don't knows* have been excluded so that results are comparable with those from the Citizens' panel survey.

*To correct any imbalances in the returned sample the panel survey results were weighted by age, tenure, gender and employment status. However, please note that the data for listening day survey, opinion survey and the results of the YouChoose consultation have not been weighted; as it is not possible to define the population involved*

- 1.9 It is important to remember that while comparisons between the surveys have been made throughout the report, they are indicative only. It is important to note that the surveys with the smaller achieved

sample sizes have wider margins of error associated with the results are also less likely to be representative of the wider Dacorum population. Only the panel survey has been appropriately weighted to make it representative of the wider district; it also has the largest achieved sample size and therefore has been given the greatest emphasis throughout this report.

- <sup>1.10</sup> Please refer to the Dacorum Borough Council Reputation and Budget Survey 2011 report for further details regarding the weighting of the panel survey.

### **Acknowledgements**

- <sup>1.11</sup> ORS would like to thank Claire McKnight at Dacorum Borough Council for her help and assistance in developing the project. We would also like to thank the 931 people who took part in the surveys, without whose valuable input the research would not have been possible.

## 2. Summary of Main Findings

### Perceptions of Dacorum Borough Council

#### Overall Perception

- <sup>2.1</sup> Results from both the panel survey and listening day survey show residents and respondents would be neutral about DBC (43% and 47% consecutively). Just over half of respondents in the opinion survey would be critical about DBC if they were asked (52%).
- <sup>2.2</sup> Residents and respondents were asked to select up to five words (from a pre-determined list) that they think apply most to DBC.
- <sup>2.3</sup> The top five words residents identified with DBC in the various surveys are:
- **Panel survey** - *bureaucratic* (32%); *helpful* (27%); *slow* (26%); *accessible* (25%) and *faceless* (25%)
  - **Listening day survey** – *friendly* (37%); *helpful* (33%); *accessible* (32%); *listens* (22%) and *slow* (18%)
  - **Opinion survey** – *bureaucratic* (48%); *faceless* (35%); *slow* (30%)/poor judgement (30%); *helpful* (26%)/ *inefficient* (26%) and *indecisive* (22%)

#### Reputation within the Community

- <sup>2.4</sup> Around two fifths of residents from the panel survey (41%) agree that DBC *has a good reputation with the local community*. Results from the opinion survey do not mirror this; the highest proportion of respondents are neutral (44%).
- <sup>2.5</sup> Almost half of residents from the panel survey (47%) agree that DBC *works hard to engage local residents*. In contrast to this, the highest proportion of respondents in the opinion survey disagree with this statement and views are split between those who are agree (30%) and those who are neutral (30%).
- <sup>2.6</sup> When asked if they feel DBC *understands the problems faced by its local community*; over two fifths of Dacorum residents in the panel survey agree. This is again in contrast to the results of the opinion survey – only 17% of respondents agree and nearly three fifths disagree (57%).



## Involvement and Improvement

- 2.7 When asked if they feel DBC is *making the local area a better place to live*, results over the three surveys are to some extent similar. The highest proportion of respondents from each survey agrees - panel survey (44%); listening day survey (59%) and opinion survey (38%).
- 2.8 The majority of respondents from each survey also agree that DBC is *working to make the area safer* – panel survey (44%); listening day survey (55%) and opinion survey (48%).
- 2.9 Again the highest proportion of respondents from each survey agree that DBC is *working to make the area cleaner and greener* – panel survey (48%); listening day survey (59%) and opinion survey (50%).
- 2.10 When asked if DBC *acts in the interests of local residents*, opinion is split across the three surveys. Two fifths (40%) of residents in the panel survey are neutral; while over half of respondents in the listening day survey agree (52%) and just under half in the opinion survey disagree (48%).
- 2.11 Over two fifths of residents are neutral regarding whether they agree DBC *treats all people fairly* (42%), while the highest proportion of respondents in the listening day survey and the opinion survey agree (57% and 45% consecutively).
- 2.12 When considering whether DBC *listens to local people before making decisions*, views from the panel survey and opinion survey differ somewhat. Views across the panel survey are fairly split; 37% disagree, 32% are neutral and 31% agree. However, in contrast to this, the majority of respondents in the opinion survey disagree (67%).
- 2.13 The highest proportion of respondents across both the panel survey (56%) and opinion survey (47%) agree that DCB *keeps residents informed about the services it provides*.

## Value and Efficiency

- 2.14 Around two fifths of residents in the panel survey neither agree nor disagree that DBC is *efficient and well run* (38%) and a similar proportion agree (36%). In contrast to this, half of respondents in the opinion survey disagree.
- 2.15 When considering whether DBC *provides value for money*, views across the three surveys are split. The highest proportion of residents in the panel survey neither agree nor disagree (35%); while the majority of respondents in the listening day survey agree (50%) and in the opinion survey disagree (53%).

## Trusting the Council

- 2.16 The highest proportion of residents in the panel survey and respondents in the opinion survey disagree with the statement: *I know what my local Councillor(s) do on my behalf* (46% and 70% consecutively).
- 2.17 Again the highest proportion of residents in the panel survey and respondents in the opinion survey disagree with the statement: *I trust my local council to spend money wisely* (47% and 71% consecutively).

- 2.18 The largest proportion of residents in the panel survey (43%) and respondents in the opinion survey (70%) disagree with the statement: *I know how my local council makes decisions*.
- 2.19 When asked whether they trust their local council, nearly two fifths of residents in the panel survey neither agree nor disagree (38%), while a similar proportion disagree (36%). In contrast to this, the majority of respondents in the opinion survey disagree (64%).

## The Provision of Services

### Increasing Provision

- 2.20 Residents in the panel survey and respondents in the opinion survey both feel that there should be increased provision for *Community Safety*, with this being the top result in both surveys. This is also supported by the YouChoose consultation where a high number of respondents chose to increase spending in this area (by an average of 21%).
- 2.21 It should be noted that, just prior to fieldwork commencing, a tragic incident involving the apparent murder of a 21 year old student took place on 6th November 2011 in Hemel Hempstead town centre. It is likely that this incident may have had some influence on results, with the issue of Community Safety potentially having a greater prominence in people's minds than usual. Given this possibility, it is also worth taking into consideration the services that were selected by the next largest number of respondents e.g. *environmental services* and *availability of affordable housing* – in any assessments of this theme.
- 2.22 Residents and respondents both feel that *Environmental Services* would also benefit from increased provision as well as *Supporting Local Businesses*. A high number of respondents who participated in the YouChoose consultation also selected to increase spending in *Environment and Waste* (by an average of 24%). However many chose to reduce spending in *Planning & Economy* (an average reduction of 16%), which would encompass *Supporting Local Businesses*.

### Maintaining Provision

- 2.23 The results across the two surveys are similar - with the services: *cemeteries; collection of council tax; rubbish collection; licensing* and *planning* amongst the most frequently chosen to have their provision maintained.

### Reducing Provision

- 2.24 Results for both surveys differ slightly - *housing benefit* was the service chosen most frequently by residents in the panel survey to have provision reduced. This is supported in the opinion survey, with this service being chosen second. However, *council tax benefit* was chosen second by residents in the panel survey, whereas it does not feature in the top 10 for the opinion survey at all.

<sup>2.25</sup> These results are also broadly supported by the YouChoose consultation where the highest proportion of respondents chose to reduce spending for *council support & public engagement* by an average of 18% (which would incorporate housing benefit and council tax benefit).

### Services Used

<sup>2.26</sup> *Rubbish collection* is the most frequently used service for both the panel and opinion surveys, with *recycling, car parking and control* and *parks and green spaces* also being amongst the most frequently used services.

### Services with Highest Satisfaction

<sup>2.27</sup> Residents in the panel survey and respondents in the opinion survey are most satisfied with *arts*. Satisfaction for services then differs between the surveys – residents in the panel survey are then most satisfied with *housing benefit* and *council tax benefit* while respondents in the opinion survey have higher satisfaction with *allotments* and the *collection of council tax*.

### Services with Highest Dissatisfaction

<sup>2.28</sup> Results for dissatisfaction with services differ across both surveys. Residents in the panel survey are most dissatisfied with *homelessness advice and support* and *planning* while respondents in the opinion survey are most dissatisfied with *housing advice*. It is noticeable that many of the services with highest dissatisfaction are within Housing and Homelessness sector; although, it is also worth bearing in mind that few respondents actually have experience of these.

# 3. Perceptions of Dacorum Borough Council

## Results

### Overall Perception

<sup>3.1</sup> Just over two-fifths of residents from the panel survey (43%) would be neutral about DBC, while over a fifth would speak highly if they were asked (23%). Results from the listening day survey reflect this (47% and 22% consecutively), while just over half of respondents in the opinion survey would be critical about DBC if they were asked (52%).

Table 1: Overall, which phrase best describes the way you would usually speak about Dacorum Borough Council?

Opinions about the Council	Panel Survey	Listening Day Survey	Opinion Survey
I would speak highly without being asked	5%	7%	4%
I would speak highly if I am asked	23%	22%	9%
I would be neutral	<b>43%</b>	<b>47%</b>	26%
I would be critical if I am asked	15%	21%	<b>52%</b>
I would be critical without being asked	9%	4%	9%
I would not speak about Dacorum Borough Council	5%	NA	0%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

<sup>3.2</sup> The table shows the top five words associated with DBC from each of the surveys. Results from the panel survey and opinion survey are similar, while results from the listening day are more positive.

Table 2: Top 5 words that apply most to Dacorum Borough Council

Top 5 words that apply most to DBC	Panel Survey	Listening Day Survey	Opinion Survey
1	Bureaucratic	Friendly	Bureaucratic
2	Helpful	Helpful	Faceless
3	Slow	Accessible	Slow
4	Accessible	Listens	Poor judgement
5	Faceless	Slow	Helpful/inefficient

## Reputation within the Community

- 3.3 Respondents were asked to what extent they feel a series of different statements about community relations applied to DBC.
- 3.4 Around two fifths of residents from the panel survey (41%) agree that DBC *has a good reputation with the local community*. Just under two fifths neither agree nor disagree (37%), and a fifth disagree. Results from the opinion survey do not mirror this; the highest proportion of respondents are neutral (44%), while over a third disagree (35%). The smallest proportion of respondents agree – 22%.

Table 3: To what extent do you agree or disagree that these statements apply to Dacorum Borough Council...? *Has a good reputation with the local community*

Has a good reputation with the local community	Panel Survey	Listening Day Survey	Opinion Survey
<b>Agree</b>	<b>41%</b>	-	22%
<b>Neither Agree nor disagree</b>	<b>37%</b>	-	44%
<b>Disagree</b>	<b>21%</b>	-	35%
Strongly agree	2%	-	<b>0%</b>
Tend to agree	39%	-	<b>22%</b>
Tend to disagree	17%	-	<b>26%</b>
Strongly disagree	4%	-	<b>9%</b>

- 3.5 Almost half of residents from the panel survey (47%) agree that DBC *works hard to engage local residents*, while a third are neutral. In contrast to this, the highest proportion of respondents in the opinion survey disagree with this statement and views are split between those who are agree (30%) and those who are neutral (30%).

Table 4: To what extent do you agree or disagree that these statements apply to Dacorum Borough Council...? *Works hard to engage local residents*

Works hard to engage local residents	Panel Survey	Listening Day Survey	Opinion Survey
<b>Agree</b>	<b>47%</b>	-	<b>30%</b>
<b>Neither Agree nor disagree</b>	<b>33%</b>	-	<b>30%</b>
<b>Disagree</b>	<b>19%</b>	-	<b>39%</b>
Strongly agree	6%	-	0%
Tend to agree	41%	-	30%
Tend to disagree	15%	-	30%
Strongly disagree	<b>4%</b>	-	9%

- 3.6 When asked if they feel DBC *understands the problems faced by its local community*; over two fifths of Dacorum residents in the panel survey agree. This is in contrast to the results of the opinion survey – only 17% of respondents agree and nearly three fifths disagree (57%).

Table 5: To what extent do you agree or disagree that these statements apply to Dacorum Borough Council...? *Understands the problems faced by its local community*

Understands the problems faced by its local community	Panel Survey	Listening Day Survey	Opinion Survey
<b>Agree</b>	<b>41%</b>	-	17%
<b>Neither Agree nor disagree</b>	<b>30%</b>	-	26%
<b>Disagree</b>	<b>28%</b>	-	57%
Strongly agree	6%	-	<b>0%</b>
Tend to agree	35%	-	<b>17%</b>
Tend to disagree	21%	-	<b>44%</b>
Strongly disagree	7%	-	<b>13%</b>

## Involvement and Improvement

- 3.7 When asked if they feel DBC *is making the local area a better place to live*, results over the three surveys are to some extent similar. The highest proportion of respondents from each survey agrees - panel survey (44%); listening day survey (59%) and opinion survey (38%).

Table 6: To what extent do you agree or disagree with each of the following statements about Dacorum Borough Council? *Is making the local area a better place to live*

Is making the local area a better place to live	Panel Survey	Listening Day Survey	Opinion Survey
<b>Agree</b>	<b>44%</b>	<b>59%</b>	<b>38%</b>
<b>Neither agree nor disagree</b>	<b>33%</b>	<b>19%</b>	<b>29%</b>
<b>Disagree</b>	<b>22%</b>	<b>22%</b>	<b>33%</b>
Strongly agree	4%	5%	5%
Tend to agree	40%	54%	33%
Tend to disagree	17%	16%	33%
Strongly disagree	5%	7%	0%

- 3.8 The majority of respondents from each survey agree that DBC *is working to make the area safer* – panel survey (44%); listening day survey (55%) and opinion survey (48%). A third of residents in the panel survey and a quarter of respondents in the listening day survey are neutral, while almost two fifths of respondents from the opinion survey disagree (38%).

Table 7: To what extent do you agree or disagree with each of the following statements about Dacorum Borough Council? *Is working to make the area safer*

Is working to make the area safer	Panel Survey	Listening Day Survey	Opinion Survey
<b>Agree</b>	<b>44%</b>	<b>55%</b>	<b>48%</b>
<b>Neither agree nor disagree</b>	<b>33%</b>	<b>25%</b>	<b>14%</b>
<b>Disagree</b>	<b>24%</b>	<b>20%</b>	<b>38%</b>
Strongly agree	4%	6%	10%
Tend to agree	40%	49%	38%
Tend to disagree	19%	17%	33%
Strongly disagree	5%	3%	5%

- 3.9 Again this highest proportion of respondents from each survey agree that DBC *is working to make the area cleaner and greener* – panel survey (48%); listening day survey (59%) and opinion survey (50%). Over a quarter of residents in the panel survey are neutral (27%), while over a fifth and a third of respondents in the listening day survey and opinion survey disagree (22% and 35% consecutively).

Table 8: To what extent do you agree or disagree with each of the following statements about Dacorum Borough Council? *Is working to make the area cleaner and greener*

Is working to make the area cleaner and greener	Panel Survey	Listening Day Survey	Opinion Survey
<b>Agree</b>	<b>48%</b>	<b>59%</b>	<b>50%</b>
<b>Neither agree nor disagree</b>	<b>27%</b>	<b>20%</b>	<b>15%</b>
<b>Disagree</b>	<b>25%</b>	<b>22%</b>	<b>35%</b>
Strongly agree	5%	6%	10%
Tend to agree	43%	53%	40%
Tend to disagree	21%	16%	30%
Strongly disagree	4%	6%	5%

3.10 When asked if DBC *acts in the interests of local residents*, opinion is split across the three surveys. Two fifths of residents in the panel survey are neutral; while over half of respondents in the listening day survey agree (52%) and just under half in the opinion survey disagree (48%).

Table 9: To what extent do you agree or disagree with each of the following statements about Dacorum Borough Council? *Acts in the interests of local residents*

Acts in the interests of local residents	Panel Survey	Listening Day Survey	Opinion Survey
<b>Agree</b>	<b>33%</b>	<b>52%</b>	<b>29%</b>
<b>Neither agree nor disagree</b>	<b>40%</b>	<b>22%</b>	<b>24%</b>
<b>Disagree</b>	<b>28%</b>	<b>26%</b>	<b>48%</b>
Strongly agree	4%	3%	5%
Tend to agree	29%	49%	24%
Tend to disagree	21%	21%	43%
Strongly disagree	7%	5%	5%

3.11 Over two fifths of residents are neutral regarding whether they agree DBC *treats all people fairly* (42%), while the highest proportion of respondents in the listening day survey and the opinion survey agree (57% and 45% consecutively).

Table 10: To what extent do you agree or disagree with each of the following statements about Dacorum Borough Council? *Treats all types of people fairly*

Treats all types of people fairly	Panel Survey	Listening Day Survey	Opinion Survey
<b>Agree</b>	<b>36%</b>	<b>57%</b>	<b>45%</b>
<b>Neither agree nor disagree</b>	<b>42%</b>	<b>24%</b>	<b>20%</b>
<b>Disagree</b>	<b>22%</b>	<b>19%</b>	<b>35%</b>
Strongly agree	9%	9%	10%
Tend to agree	27%	48%	35%
Tend to disagree	16%	14%	25%
Strongly disagree	6%	6%	10%



3.12 When considering whether DBC *listens to local people before making decisions*, views from the panel survey and opinion survey differ somewhat. Opinion across the panel survey is fairly split; 37% disagree, 32% are neutral and 31% agree. However, in contrast to this, the majority of respondents in the opinion survey disagree (67%).

Table 11: To what extent do you agree or disagree with each of the following statements about Dacorum Borough Council?  
*Listens to local people before making decisions*

Listens to local people before making decisions	Panel Survey	Listening Day Survey	Opinion Survey
<b>Agree</b>	<b>31%</b>	-	<b>19%</b>
<b>Neither agree nor disagree</b>	<b>32%</b>	-	<b>14%</b>
<b>Disagree</b>	<b>37%</b>	-	<b>67%</b>
Strongly agree	5%	-	5%
Tend to agree	26%	-	14%
Tend to disagree	21%	-	48%
Strongly disagree	16%	-	19%

3.13 The highest proportion of respondents across both the panel survey (56%) and opinion survey (47%) agree DCB *keeps residents informed about the services it provides*.

Table 12: To what extent do you agree or disagree with each of the following statements about Dacorum Borough Council?  
*Keeps residents informed about the services it provides*

Keeps residents informed about the services it provides	Panel Survey	Listening Day Survey	Opinion Survey
<b>Agree</b>	<b>56%</b>	-	<b>47%</b>
<b>Neither agree nor disagree</b>	<b>25%</b>	-	<b>16%</b>
<b>Disagree</b>	<b>18%</b>	-	<b>37%</b>
Strongly agree	9%	-	11%
Tend to agree	47%	-	37%
Tend to disagree	14%	-	26%
Strongly disagree	4%	-	11%

## Value and Efficiency

<sup>3.14</sup> Around two fifths of residents in the panel survey neither agree nor disagree that DBC is *efficient and well run* (38%) and a similar proportion agree (36%). In contrast to this, half of respondents in the opinion survey disagree, while 3 in 10 agree.

Table 13: Do you agree or disagree that Dacorum Borough Council...? *Is efficient and well run*

Is efficient and well run	Panel Survey	Listening Day Survey	Opinion Survey
<b>Agree</b>	<b>36%</b>	-	<b>30%</b>
<b>Neither agree nor disagree</b>	<b>38%</b>	-	<b>20%</b>
<b>Disagree</b>	<b>27%</b>	-	<b>50%</b>
Strongly agree	4%	-	5%
Tend to agree	32%	-	25%
Tend to disagree	20%	-	25%
Strongly disagree	7%	-	25%

<sup>3.15</sup> When considering whether DBC *provides value for money*, views across the three surveys are split. The highest proportion of residents in the panel survey neither agree nor disagree (35%); while the majority of respondents in the listening day survey agree (50%) and in the opinion survey disagree (53%).

Table 14: Do you agree or disagree that Dacorum Borough Council...? *Provides value for money*

Provides value for money	Panel Survey	Listening Day Survey	Opinion Survey
<b>Agree</b>	<b>30%</b>	<b>50%</b>	<b>21%</b>
<b>Neither agree nor disagree</b>	<b>35%</b>	<b>21%</b>	<b>26%</b>
<b>Disagree</b>	<b>34%</b>	<b>30%</b>	<b>53%</b>
Strongly agree	3%	6%	5%
Tend to agree	27%	44%	16%
Tend to disagree	25%	21%	47%
Strongly disagree	9%	9%	5%

## Trusting the Council

<sup>3.16</sup> The highest proportion of residents in the panel survey and respondents in the opinion survey disagree with the statement: *I know what my local Councillor(s) do on my behalf* (46% and 70% consecutively).

Table 15: To what extent do you agree or disagree that...? *I know what my local Councillor(s) do on my behalf*

I know what my local Councillor(s) do on my behalf	Panel Survey	Listening Day Survey	Opinion Survey
<b>Agree</b>	<b>31%</b>	-	<b>15%</b>
<b>Neither agree nor disagree</b>	<b>23%</b>	-	<b>15%</b>
<b>Disagree</b>	<b>46%</b>	-	<b>70%</b>
Strongly agree	5%	-	5%
Tend to agree	26%	-	10%
Tend to disagree	25%	-	40%
Strongly disagree	21%	-	30%

<sup>3.17</sup> Again the highest proportion of residents in the panel survey and respondents in the opinion survey disagree with the statement: *I trust my local council to spend money wisely* (47% and 71% consecutively).

Table 16: To what extent do you agree or disagree that...? *I trust my local council to spend money wisely*

I trust my local council to spend money wisely	Panel Survey	Listening Day Survey	Opinion Survey
<b>Agree</b>	<b>27%</b>	-	<b>14%</b>
<b>Neither agree nor disagree</b>	<b>26%</b>	-	<b>14%</b>
<b>Disagree</b>	<b>47%</b>	-	<b>71%</b>
Strongly agree	3%	-	0%
Tend to agree	24%	-	14%
Tend to disagree	33%	-	48%
Strongly disagree	14%	-	24%

3.18 While the largest proportion of residents in the panel survey (43%) and respondents in the opinion survey (70%) disagree with the statement: *I know how my local council makes decisions*.

Table 17: To what extent do you agree or disagree that...? *I know how my local council makes decisions*

I know how my local council makes decisions	Panel Survey	Listening Day Survey	Opinion Survey
<b>Agree</b>	<b>29%</b>	-	<b>10%</b>
<b>Neither agree nor disagree</b>	<b>28%</b>	-	<b>20%</b>
<b>Disagree</b>	<b>43%</b>	-	<b>70%</b>
Strongly agree	4%	-	10%
Tend to agree	25%	-	0%
Tend to disagree	28%	-	35%
Strongly disagree	15%	-	35%

3.19 When asked whether they trust their local council, nearly two fifths of residents in the panel survey neither agree nor disagree (38%), while a similar proportion disagree (36%). In contrast to this, the majority of respondents in the opinion survey disagree (64%).

Table 18: To what extent do you agree or disagree that...? *I trust my local council*

I trust my local council	Panel Survey	Listening Day Survey	Opinion Survey
<b>Agree</b>	<b>26%</b>	-	<b>9%</b>
<b>Neither agree nor disagree</b>	<b>38%</b>	-	<b>27%</b>
<b>Disagree</b>	<b>36%</b>	-	<b>64%</b>
Strongly agree	3%	-	0%
Tend to agree	23%	-	9%
Tend to disagree	23%	-	41%
Strongly disagree	13%	-	23%

## 4. The Provision of Services

### Results

#### Increasing Provision

- 4.1 Residents and respondents were asked for which services they feel provision should be increased. The table below summarises responses from the panel survey and the opinion survey.
- 4.2 Residents in the panel survey and respondents in the opinion survey both feel that there should be increased provision for community Safety, with this being the top result in both surveys. This is also supported by the YouChoose consultation where a high number of respondents chose to increase spending in community safety (by an average of 21%).
- 4.3 It should be noted that, just prior to fieldwork commencing, a tragic incident involving the apparent murder of a 21 year old student took place on 6th November 2011 in Hemel Hempstead town centre. It is likely that this incident may have had some influence on results, with the issue of Community Safety potentially having a greater prominence in people's minds than usual. Given this possibility, it is also worth taking into consideration the services that were selected by the next largest number of respondents e.g. *environmental services* and *availability of affordable housing* – in any assessments of this theme.
- 4.4 Residents and respondents both feel that *Environmental Services* would also benefit from increased provision as well as *Supporting Local Businesses*. A high number of respondents who participated in the YouChoose consultation also selected to increase spending in *Environment and Waste* (by an average of 24%). However many chose to reduce spending in *Planning & Economy* (an average reduction of 16%), which would encompass *Supporting Local Businesses*.

Table 19: Top 10 services for increased provision

Top 10 services for increased provision	Panel Survey	Listening Day Survey	Opinion Survey
1	Community Safety	-	Community Safety
2	Availability of affordable housing	-	Environmental services
3	Environmental Services	-	Supporting neighbourhoods, community projects and events
4	PCSOs	-	Supporting local businesses
5	Supporting Local Businesses	-	Availability of affordable housing
6	Environmental health	-	Adventure playgrounds

Top 10 services for increased provision	Panel Survey	Listening Day Survey	Opinion Survey
7	Housing development for future generations	-	Housing development for future generations
8	Parks and open spaces	-	Parks and green spaces
9	Supporting neighbourhoods, community projects and events	-	Play areas
10	Allotments	-	Council housing

## Maintaining Provision

4.5 Residents and respondents were asked for which services they feel provision should be maintained. The table below summarises responses from the panel survey and the opinion survey.

4.6 The results across the two surveys are similar - with the services: *cemeteries; collection of council tax; rubbish collection; licensing and planning* amongst the most frequently chosen to have their provision maintained.

Table 20: Top 10 services for provision to remain the same

Top 10 services for provision to remain the same	Panel Survey	Listening Day Survey	Opinion Survey
1	Cemeteries	-	Cemeteries
2	Collection of Council tax	-	Collection of council tax
3	Rubbish collection	-	Outdoor sports pitches
4	Planning	-	Licensing
5	Licensing	-	Rubbish collection
6	Building regulations/control	-	Planning
7	Adventure playgrounds	-	Homelessness advice and support
8	Homelessness advice and support	-	Council housing
9	Housing advice	-	Recycling
10	Outdoor sports pitches	-	Regeneration projects

## Reducing Provision

- 4.7 Residents and respondents were asked for which services they feel provision should be reduced. The table below summarises responses from the panel survey and the opinion survey.
- 4.8 Results for both surveys differ slightly - *housing benefit* was the service chosen most frequently by residents in the panel survey to have provision reduced. This is supported in the opinion survey, with this service being chosen second. However, *council tax benefit* was chosen second by residents in the panel survey, whereas it does not feature in the top 10 for the opinion survey at all.
- 4.9 The results in the table below are also broadly supported by the YouChoose consultation where the highest proportion of respondents chose to reduce spending for council support & public engagement by an average of 18% (which would cover *housing benefit* and *council tax benefit*).

Table 21: Top 10 services for reduced provision

Top 10 services for reduced provision	Panel Survey	Listening Day Survey	Opinion Survey
1	Housing benefit	-	Arts
2	Council tax benefit	-	Housing benefit
3	Regeneration projects	-	Housing development for future generations
4	Arts	-	Housing advice
5	Car parking and parking control	-	Car parking and parking control
6	Community cohesion	-	Building regulations/control
7	Housing advice	-	CCTV provision
8	Licensing	-	Regeneration projects
9	Involving young people in decision making	-	Licensing
10	CCTV provision	-	PCSOs

## Services Used

<sup>4.10</sup> Residents and respondents were asked for which services they have used in the last 2 years. The table below shows the top 10 most frequently used services for both surveys.

<sup>4.11</sup> *Rubbish collection* is the most frequently used service for both surveys, with *recycling*, *car parking and control* and *parks and green spaces* also being amongst the most frequently used services.

Table 22: **Top 10 services used**

Top 10 services used	Panel Survey	Listening Day Survey	Opinion Survey
1	Rubbish collection	-	Rubbish collection
2	Recycling	-	Parks and green spaces
3	Car Parking and control	-	Recycling
4	Parks and green spaces	-	Car parking and control
5	Collection of council tax	-	Collection of council tax
6	Play areas	-	Play areas
7	Outdoor sports pitches	-	Cemeteries
8	Adventure playgrounds	-	Council Housing
9	Arts	-	Outdoor sports pitches
10	Cemeteries/Council housing	-	Adventure playgrounds/council tax benefit/environmental health/housing advice



## Services with Highest Satisfaction

- 4.12 Residents and respondents were asked their satisfaction with the services they have used in the last 2 years. The table below shows the top 10 services with the highest satisfaction for both surveys.
- 4.13 Residents in the panel survey and respondents in the opinion survey are most satisfied with *arts*. Satisfaction for services then differs between the surveys – residents in the panel survey are then most satisfied with *housing benefit* and *council tax benefit* while respondents in the opinion survey have higher satisfaction with *allotments* and the *collection of council tax*.

Table 23: Top 10 services with the highest satisfaction

Top 10 services with the highest satisfaction	Panel Survey	Listening Day Survey	Opinion Survey
1	Arts	-	Arts
2	Housing benefit	-	Allotments
3	Council tax benefit	-	Collection of council tax
4	Recycling	-	Adventure playgrounds
5	Cemeteries	-	Cemeteries
6	Rubbish collection	-	Housing benefit
7	Parks and green spaces	-	Planning
8	Housing advice	-	Parks and green spaces
9	Collection of council tax	-	Recycling
10	Allotments	-	Council Tax Benefit

## Services with Highest Dissatisfaction

- 4.14 Residents and respondents were asked their satisfaction with the services they have used in the last 2 years. The table below shows the top 10 services with the highest dissatisfaction for both surveys.
- 4.15 Results for dissatisfaction with services differ across both surveys. Residents in the panel survey are most dissatisfied with *homelessness advice and support* and *planning* while respondents in the opinion survey are most dissatisfied with *housing advice*. It is noticeable that many of the services with the highest dissatisfaction are within Housing and Homelessness sector.

Table 24: Top 10 services with the highest dissatisfaction

Top 10 services with the highest dissatisfaction	Panel Survey	Listening Day Survey	Opinion Survey
1	Homelessness advice and support	-	Housing advice
2	Planning	-	Council Housing
3	Car parking and control	-	Environmental Health
4	Environmental health	-	Housing benefit
5	Play areas	-	Outdoor sports pitches
6	Housing advice	-	Recycling
7	Allotments	-	Rubbish collection
8	Council housing	-	Car parking
9	Outdoor sports pitches	-	Play areas
10	Council tax benefit	-	Adventure playgrounds

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