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Monitoring customer/public perception

Debbie Johns | APSE Head of Performance Networks



Public Opinion of Council Services in 2024?



Conducted by Survation on behalf of APSE

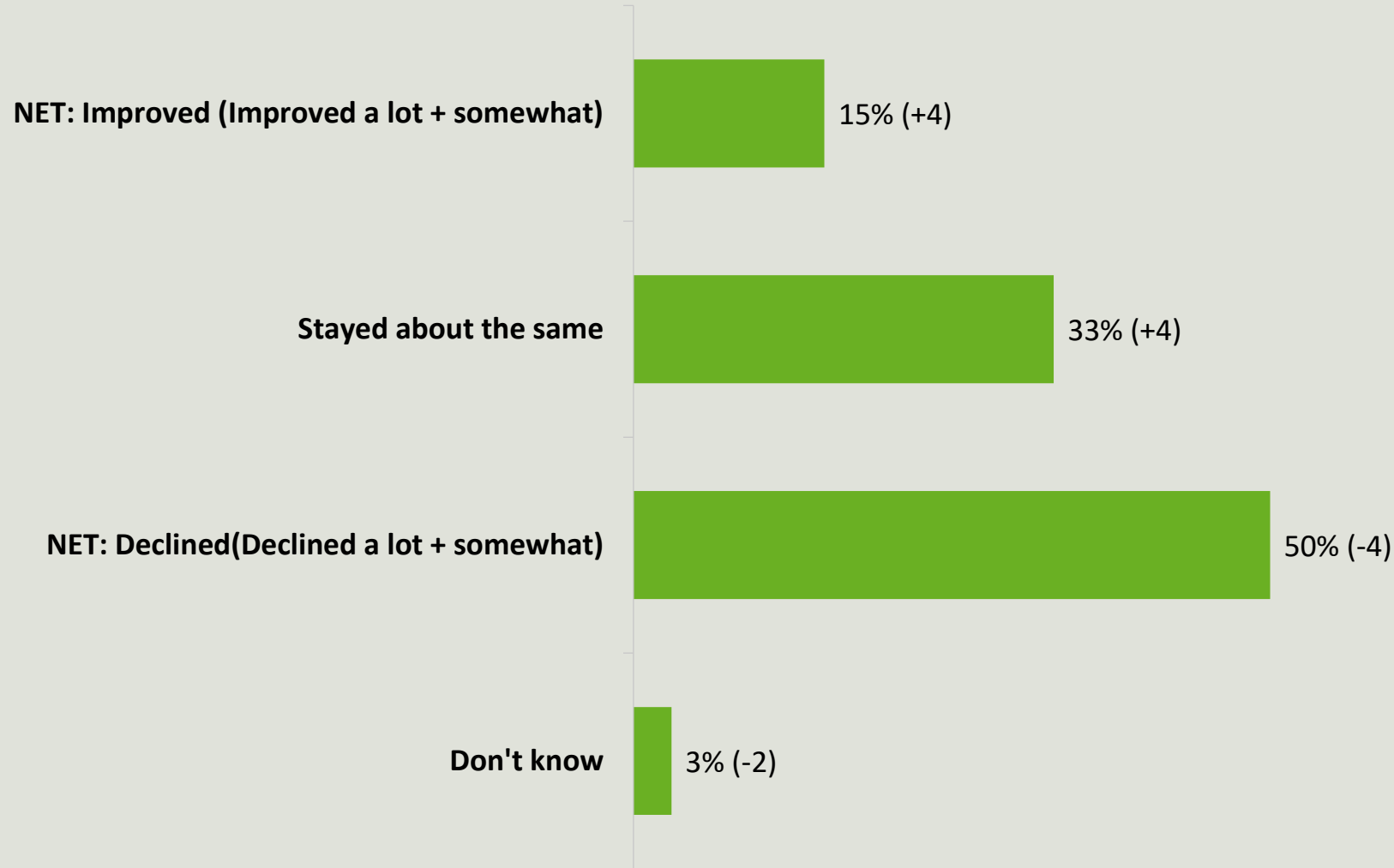
Methodology: Survey was conducted via online panel.

Fieldwork: 18th – 27th November 2024

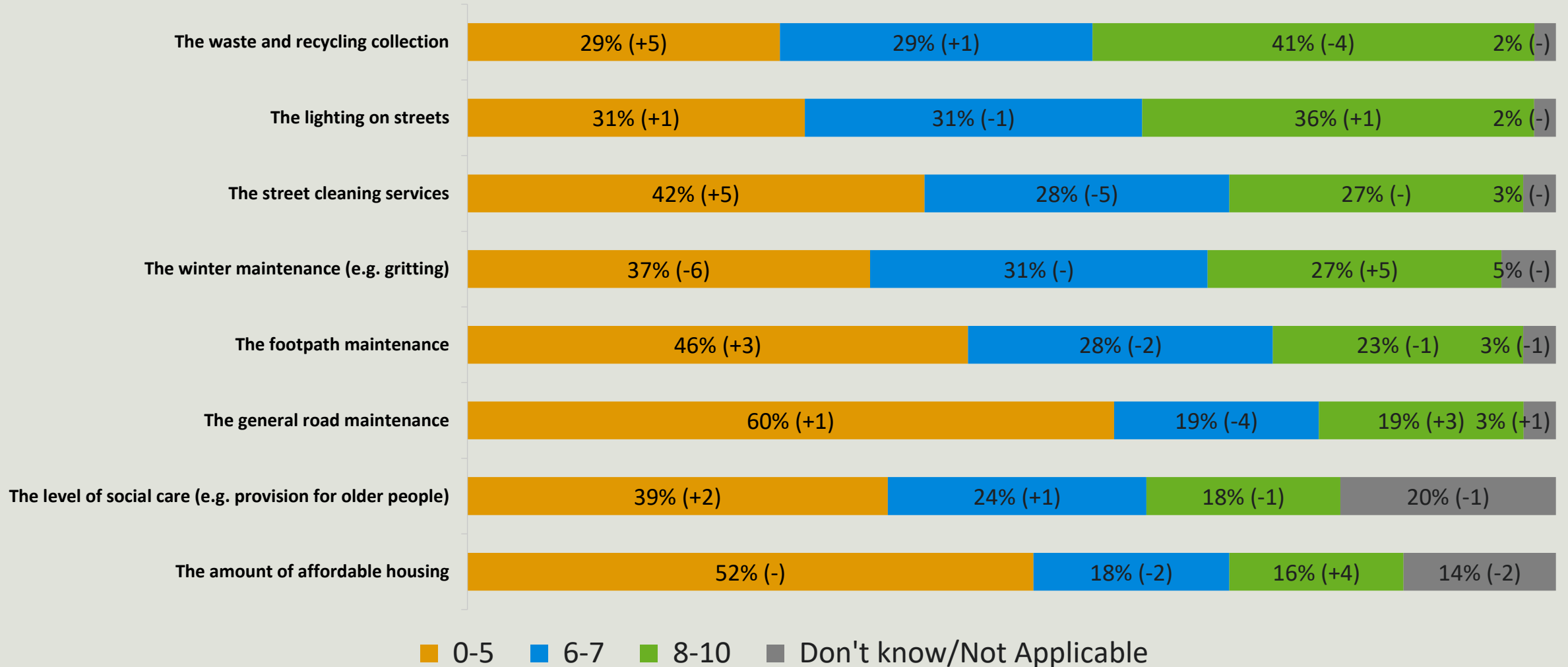
Sample size: 517

Survation.

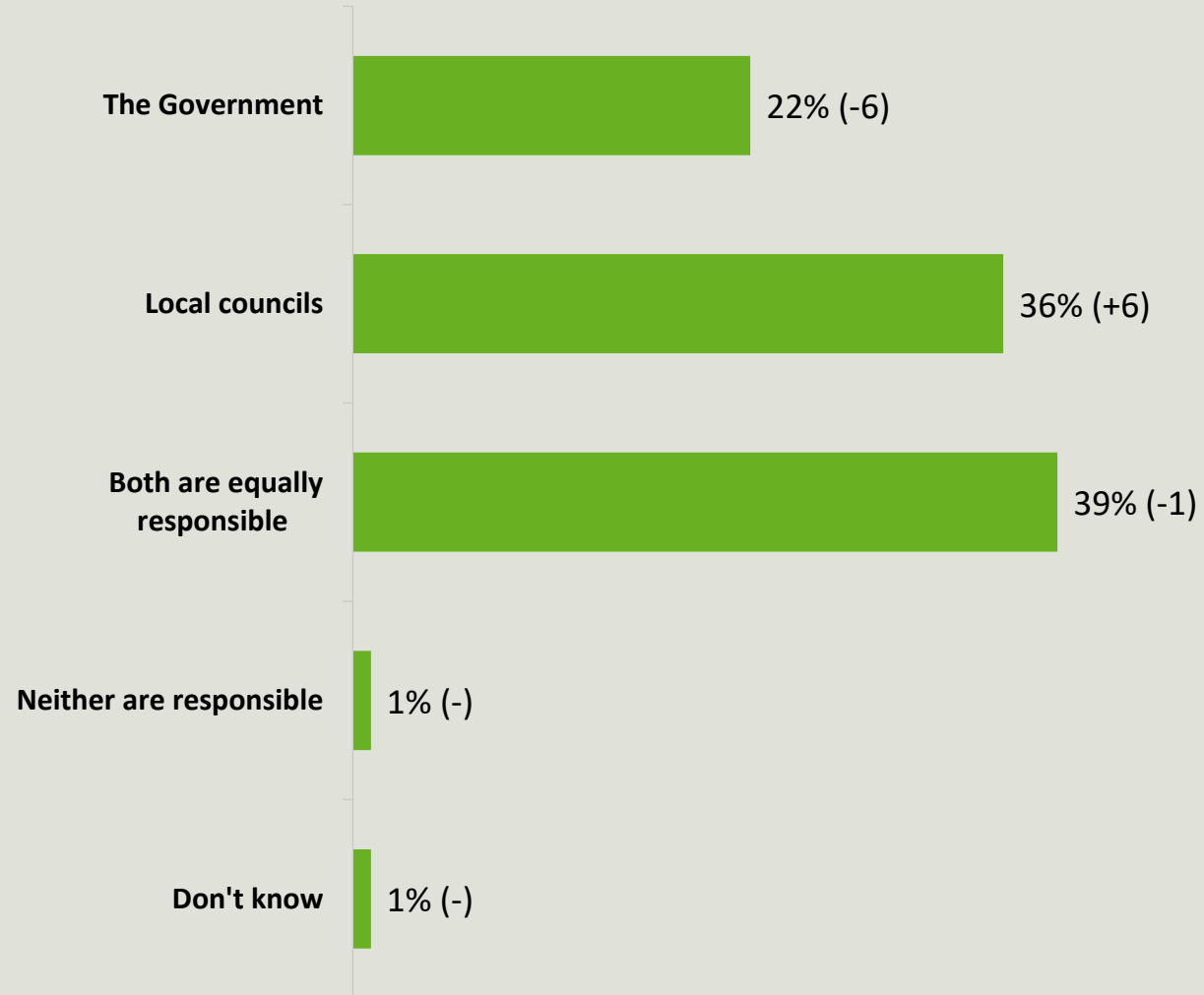
Q17. Do you think that local services have declined or improved in your local area in recent years?



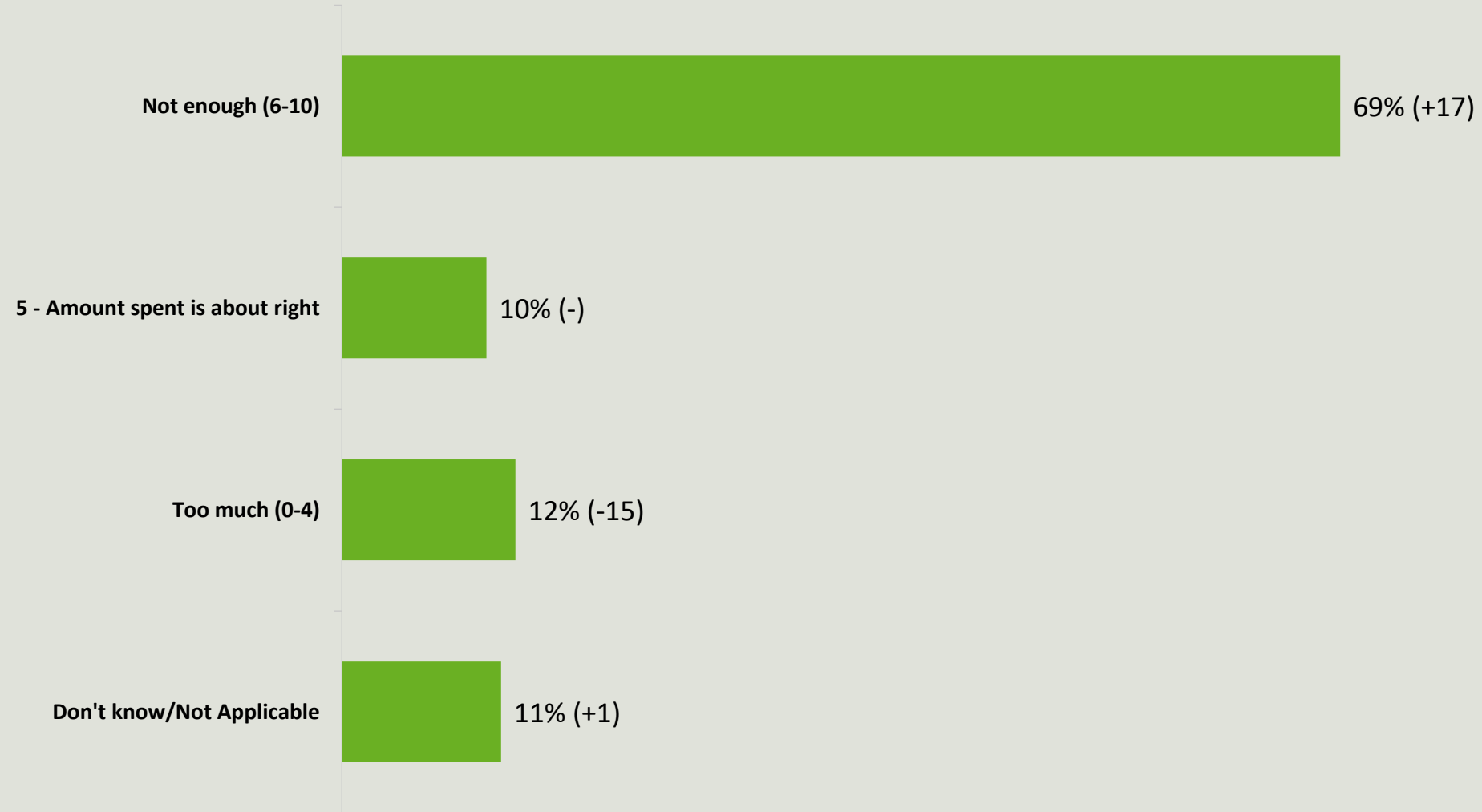
Q9_Q16_Summary. On a scale from 0 to 10, with 0 meaning very dissatisfied and 10 meaning very satisfied, how satisfied or dissatisfied are you with the following services in your local area?



Q18. You said that local services have declined in your local area in recent years. Who do you think is the most responsible for this?

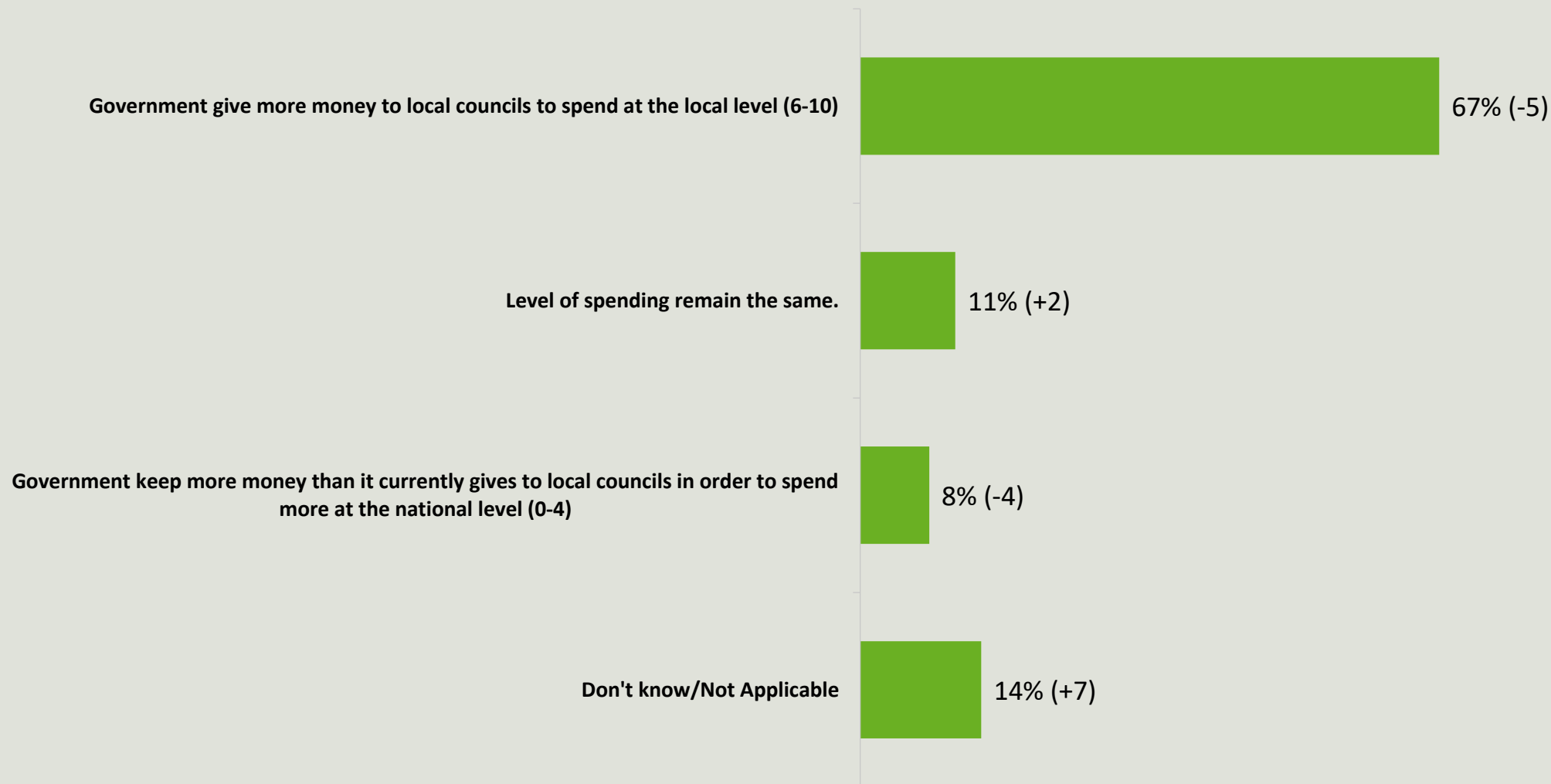


Q19. On a scale from 0 to 10, do you think that enough of your tax is spent on services in your local area?

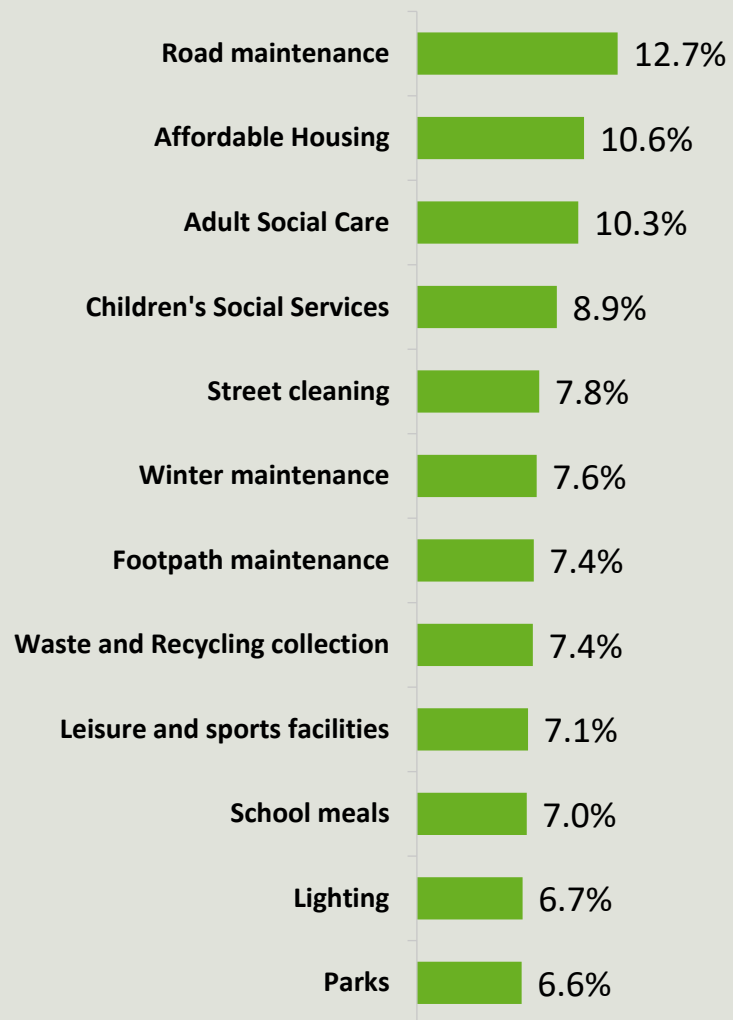


BASE: All respondents. Unweighted total: 1734

Table_Q20. Please place yourself on the 0-10 scale below with respect to your opinion on spending in your local area. 0 means that you would like to see the government keep more money than it currently gives to local councils in order to spend more at the national level and 10 means that you would like to see the government give more money to local councils to spend at the local level. 5 means that you would like to see the level of spending remain the same.



Table_Q21_Q32_Summary. You stated that you would like to see MORE money given to local councils than is done so currently. If you had the choice, what percentage of the extra money would be spent on each of the 12 services below?



APSE Public Opinion Survey – Trust in Local Councils?



Conducted by Survation on behalf of APSE

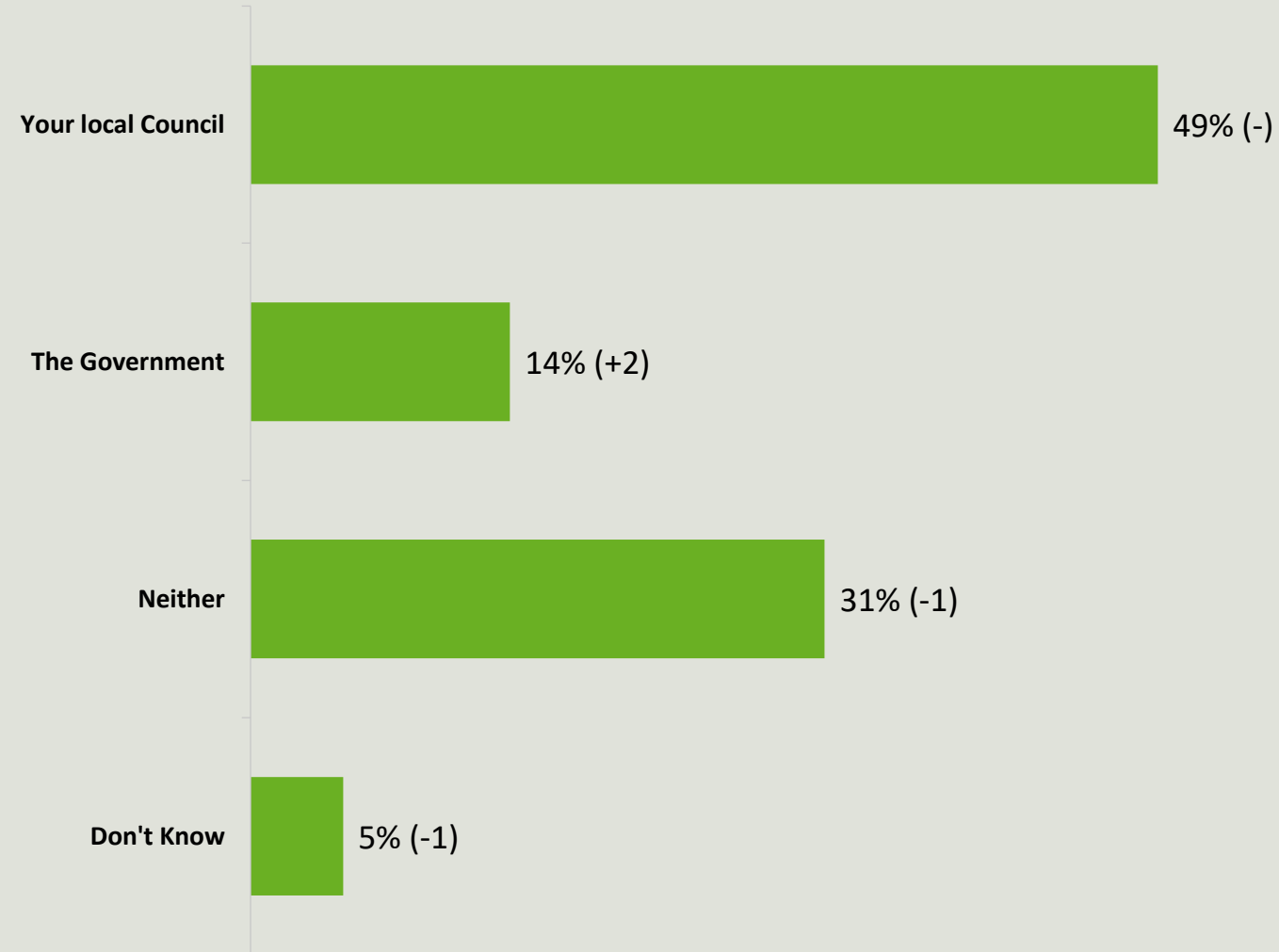
Methodology: Survey was conducted via online panel.

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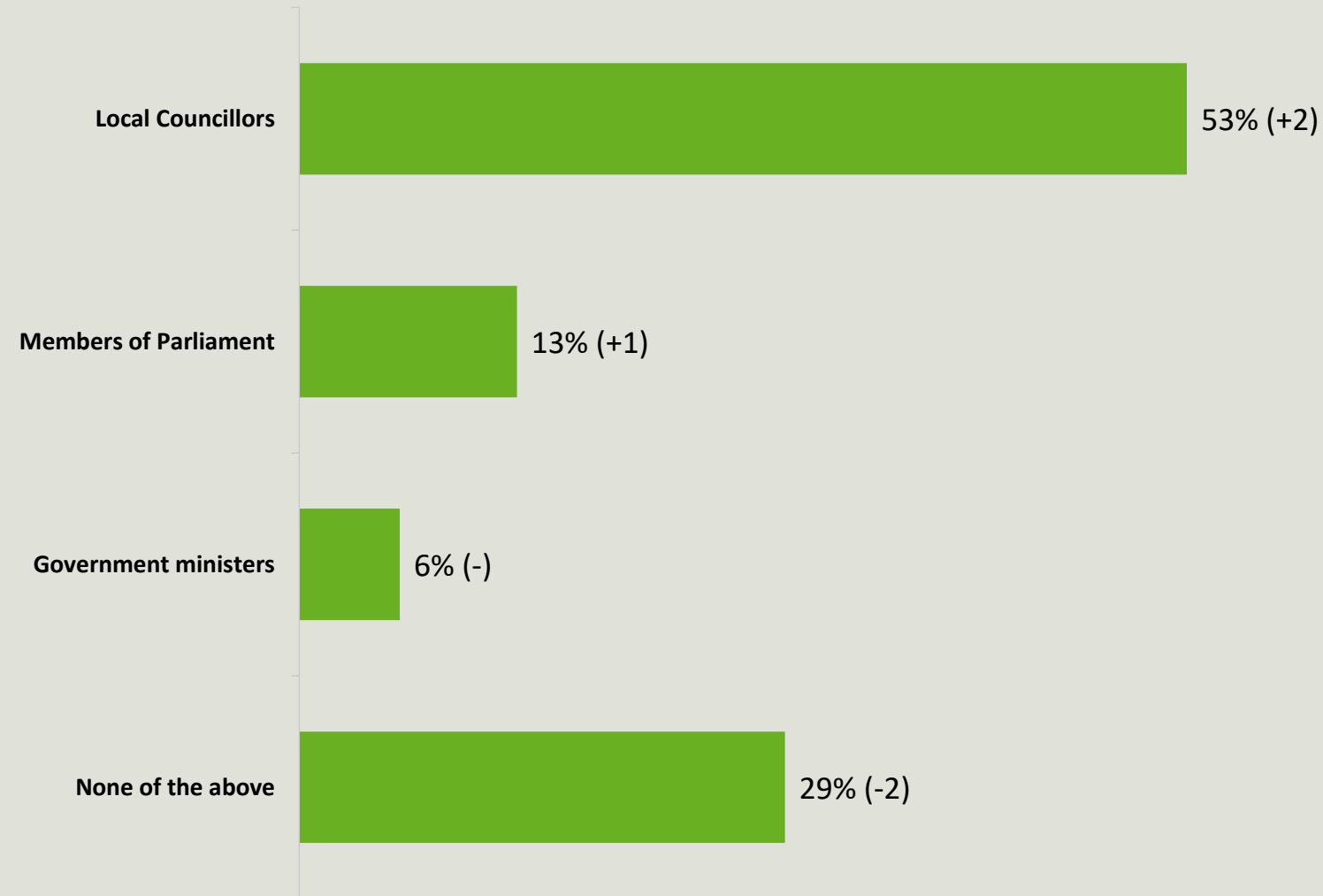
Sample size: 517

Survation.

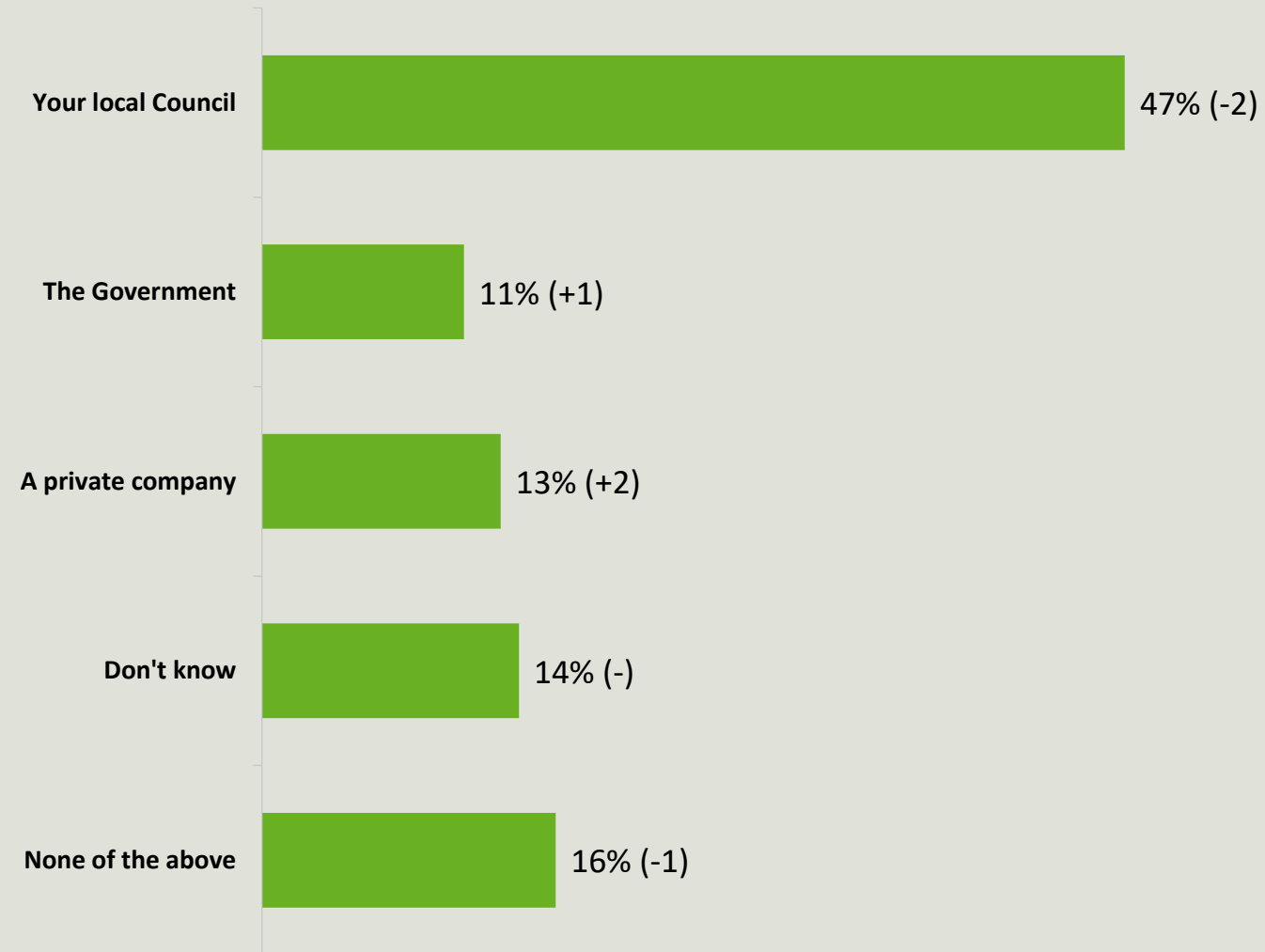
Q57. Who do you trust the most to make decisions about how services are delivered in your local area?



Q58. Who do you trust the most to make decisions about how services are provided in your local area?



Q59. Who do you trust the most to deliver services to your local area?



Why measure perception?





Expenditure

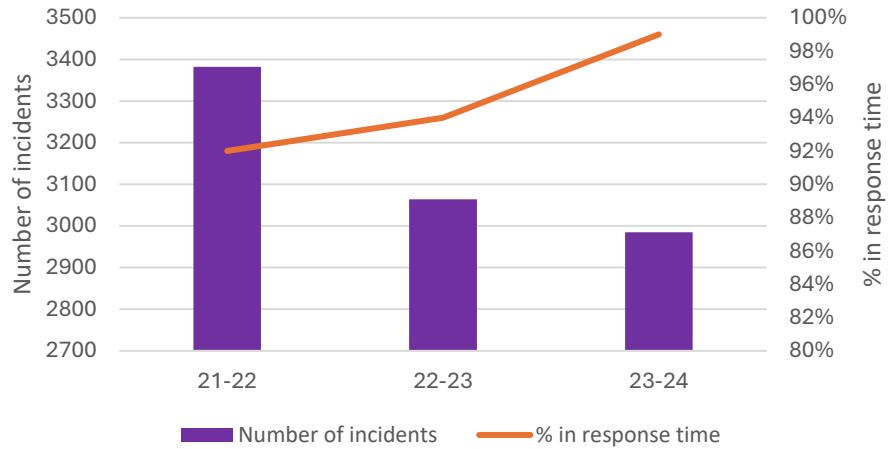
Since 21-22

Building maintenance	Total annual expenditure	+22%
Street cleansing	Cost of street cleansing service per household	+19%
Refuse collection	Cost of refuse collection service per household	+18%
Parks	Maintenance investment per hectare of maintained land	+15%
Catering	Total cost per lunchtime meal - primary schools	+13%
Building cleaning	Cost per scheduled input hour	+11%
Street lighting	Cost per streetlight	-7%

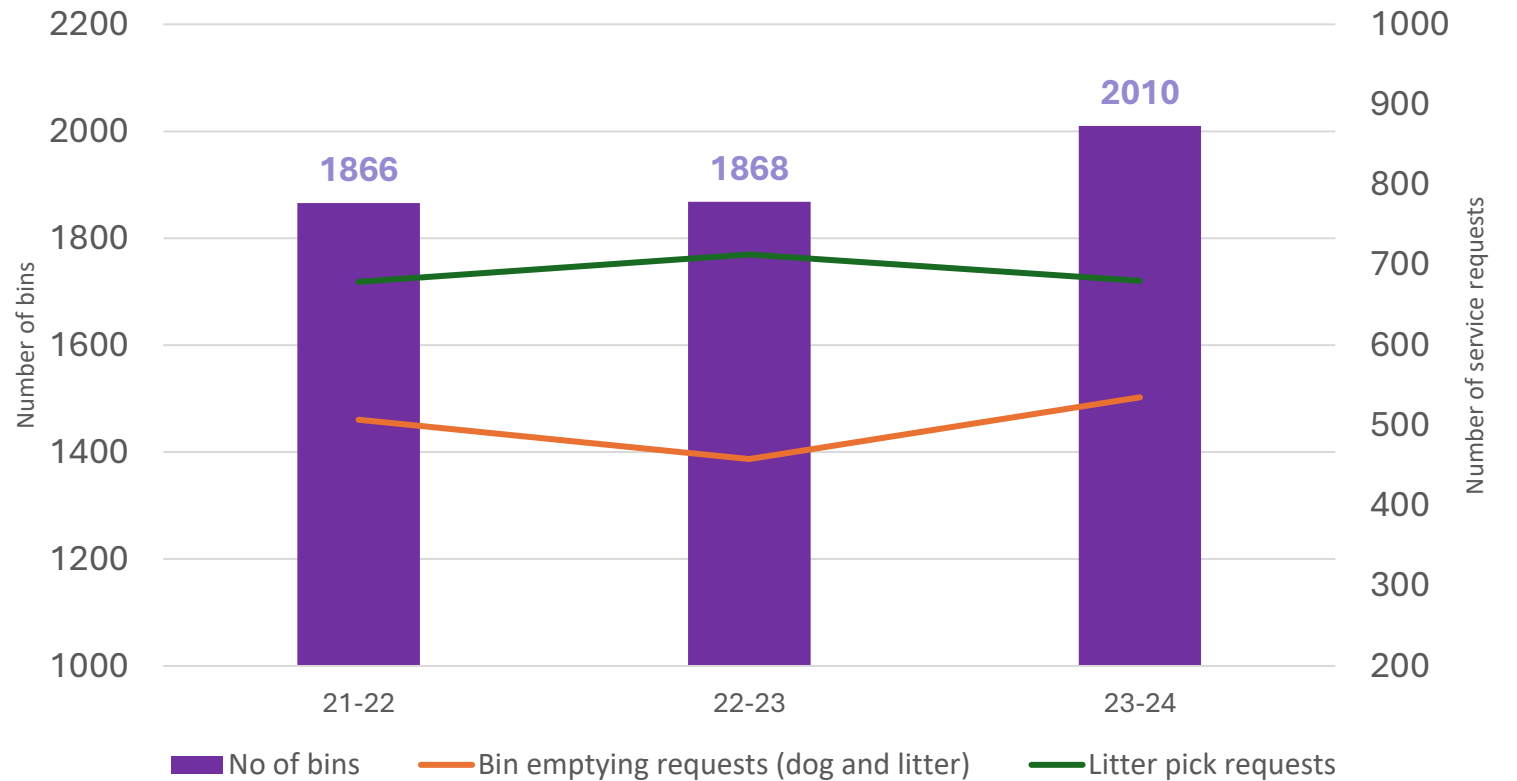


Street cleansing continuing demands on service

Fly-tipping



Dealing with litter and dog waste

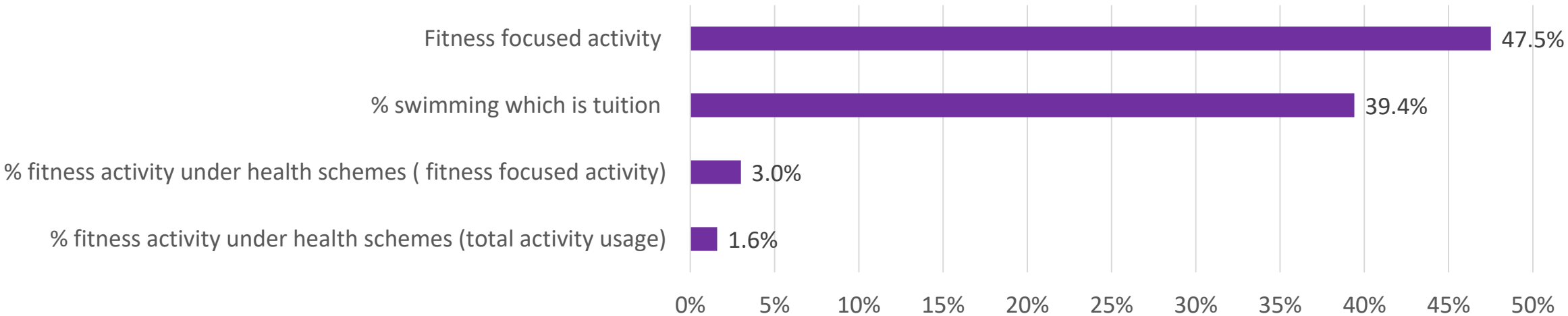




The changing face of leisure



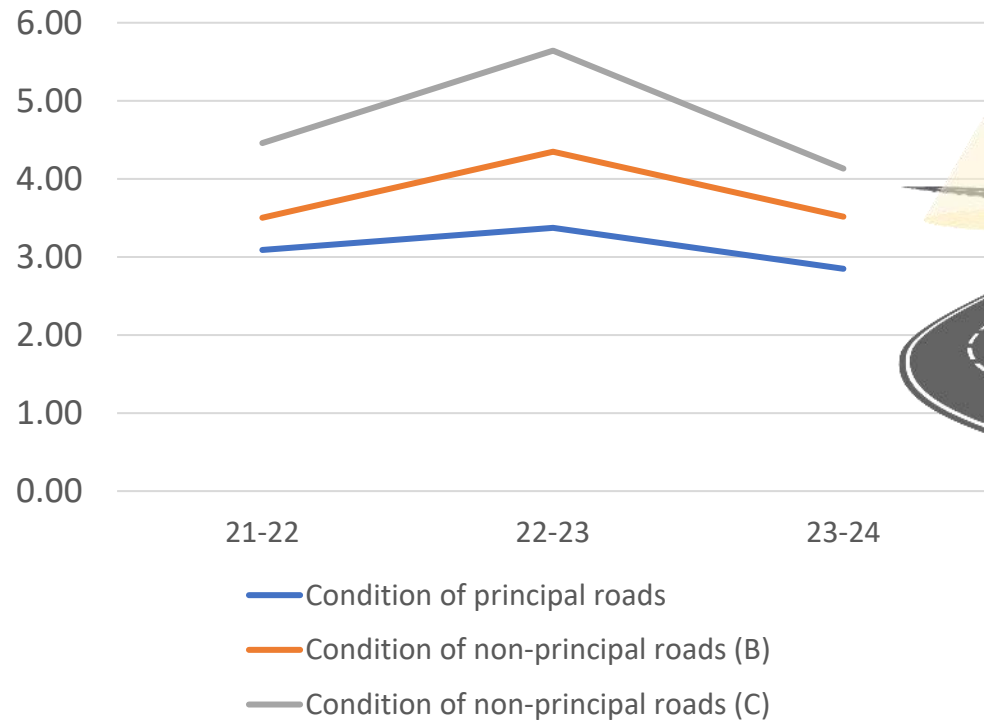
	21-22	22-23	23-24
Expenditure increase			7.80%
Energy cost	£131,471	£270,921	£271,344
Usage recovery	223,841	302,633	332,139
Income recovery	£772,568	£1,048,570	£1,231,020
Opening hours	4,700	4,738	4,711
Staffing hours	37,230	38,507	37,911



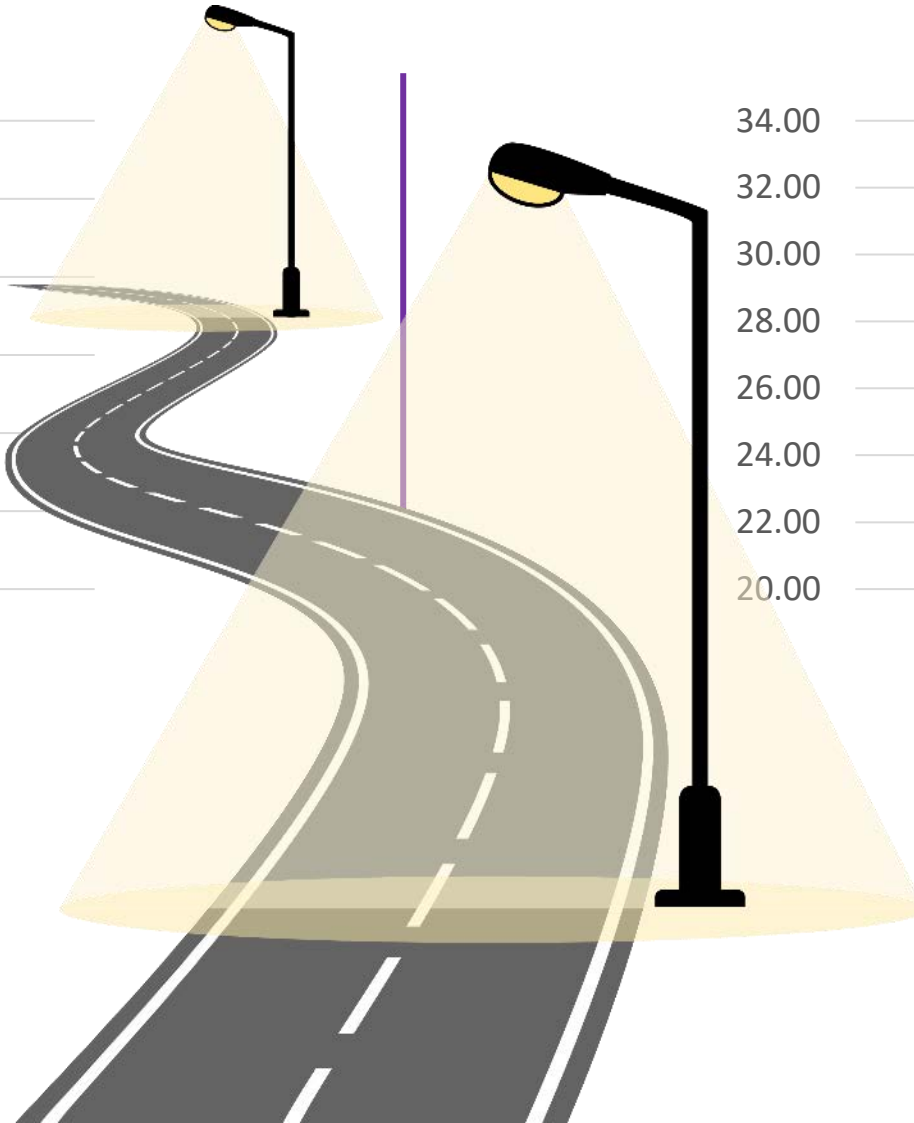
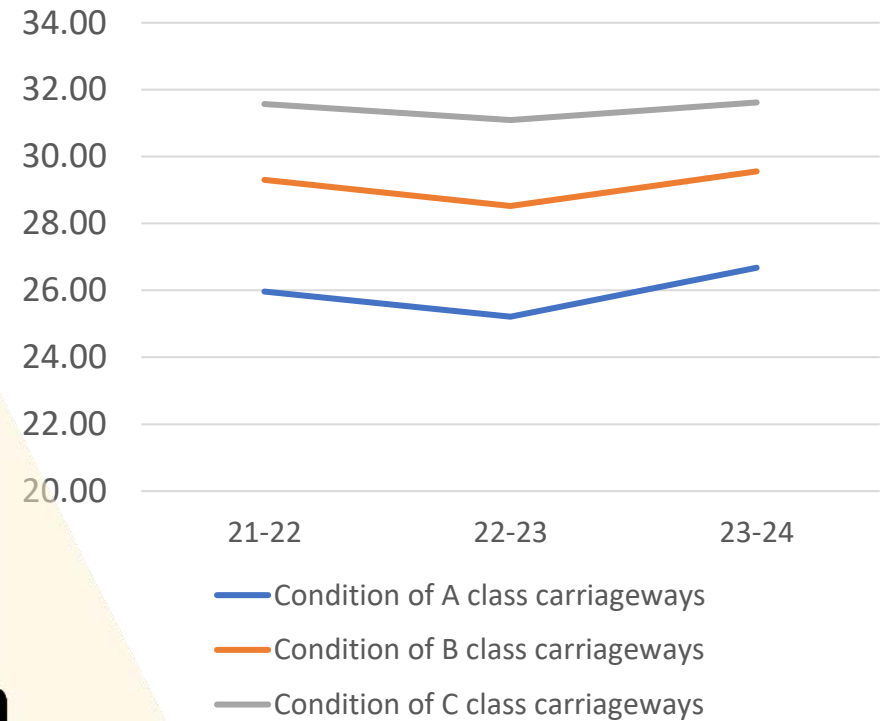


Road condition

Road condition: England and Wales



Road condition: Scotland





Productivity

		21-22	22-23	23-24
Building cleaning	Total square metres cleaned per FTE employee	1417	1603	1673
Building maintenance	All jobs completed per full time operational employee	211	239	264
Catering	Primary and special school lunchtime meals served per staff hour	8.3	9.3	9.8
Roads/highways	Number of cat 1 defects (carriageways and footpaths)	23,220	27,581	29,853
	Number of the above dealt with in target time	21,827	25,357	26,055
Street lighting	Percentage of lamps restored to working condition within target time		82	84
Sports and leisure	Usage per staff hour	6.0	7.4	8.8

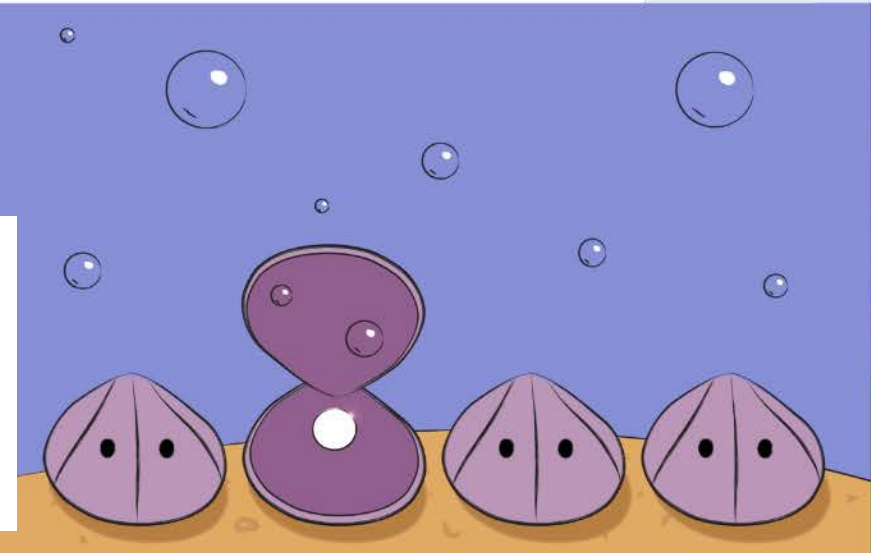




Inspection Apps



bit.ly/APSECLAMS



bit.ly/40Cjptr



bit.ly/APSELAMs



bit.ly/3ZIOJMj



Recruitment and retention

	% vacancies	% filled	% stayed beyond probation, % stayed at induction and training	% stayed at least 12 weeks	% leavers
Parks	12%	*96%	97%		6%
Refuse drivers	11%	71%			
Refuse loaders	12%	63%			
Street cleansing	16%	63%	98%		12%
Cemetery and crematorium	5%	63%	100%		7%
Leisure recreation assistants	31%	83%	86%		
Building cleaning	5%			85%	13%
Building maintenance	7%	55%	55%		



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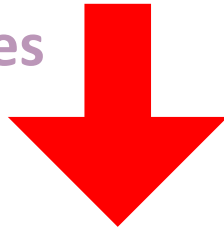
*from those advertised



Customer complaints and enquiries

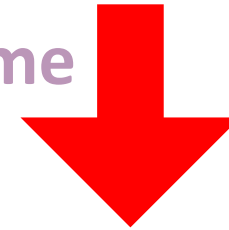
Dealing with complaints scores

Building cleaning 65% to 55%
Refuse collection 26.5% to 26.3%



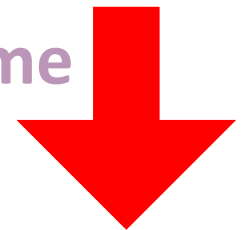
Complaints dealt with in target time

Street cleansing 94% to 93%



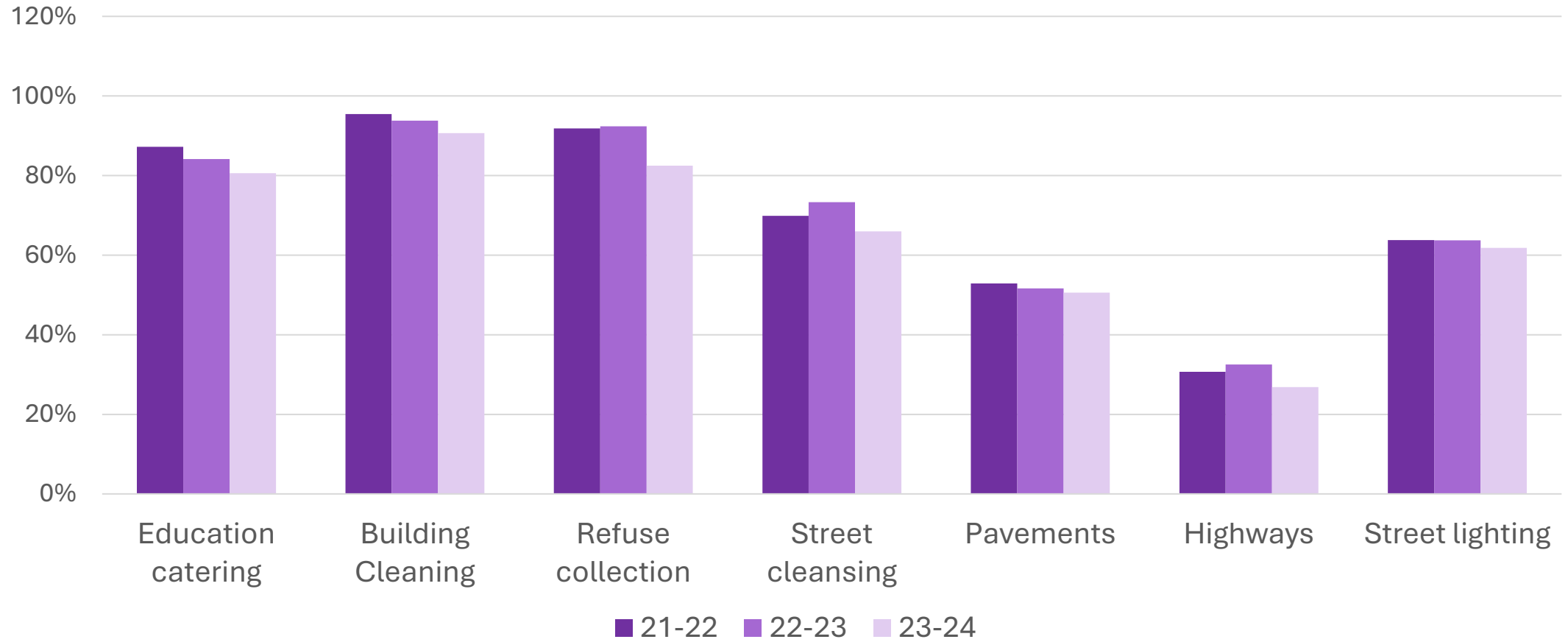
Enquiries dealt with in target time

Roads/highways 82% to 77%





Customer satisfaction





Roads, street lighting and winter maintenance Customer satisfaction survey report 2024/25

Name of authority **Sample authority**
PIN **8999**

Period covered by survey **08/07/24** to **30/09/24**

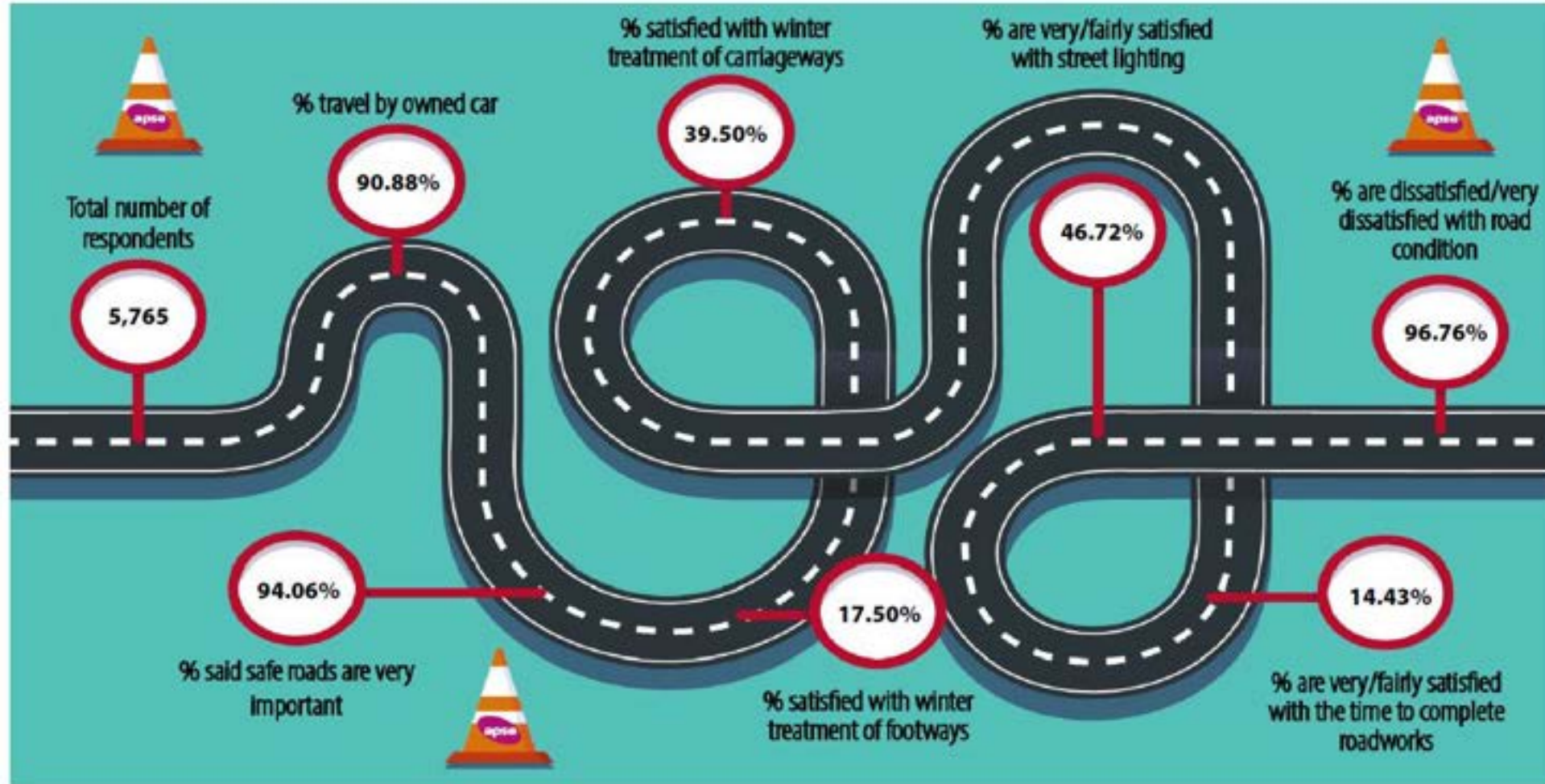
Respondents

Number of survey respondents **5,765**

Respondents who:	Percentage (all survey respondents)	Percentage of those respondents who gave an answer to the question	Respondents who are:		
Both live and work within the authority area	2,625	45.53%	Male	2,583	44.80%
Live within the authority area but not work	2,706	46.94%	Female	2,679	46.47%
Only work within the authority area	73	1.27%	Neither of these	9	0.16%
Neither live nor work within the authority area	45	0.78%	Prefer not to say	182	3.16%
Not stated	316	5.48%			
When travelling within the local authority area, respondents who travel as (multiple choice):			Age range:		
Driver	5,239	90.88%	16-24	86	1.49%
Passenger in a private vehicle	2,572	44.61%	25-34	367	6.37%
Passenger in a public service vehicle	697	12.09%	35-44	765	13.27%
Taxi passenger	826	14.33%	45-54	1,148	19.91%
Motorcyclist / scooter rider	265	4.60%	55-64	1,524	26.44%
Disability scooter rider	58	1.01%	65 or over	1,543	26.76%
Cyclist	1,074	18.63%	Not stated	140	2.43%
Pedestrian	2,913	50.53%			
Respondents who:			Preferred communication method:		
Have a long term illness, disability, or infirmity which limits daily activities	529	9.18%	Social media	1,194	20.71%
Are Blue Badge Holders	395	6.85%	Email	3,119	54.10%
Are neither of the above	4,422	76.70%	Council Website	353	6.12%
Prefer not to say	339	5.88%	Newsletter etc	330	5.72%
			Other	168	2.91%
			Not stated	601	10.42%

Sample authority

Infographics chart - Roads & Lighting Customer Satisfaction Survey 2024-25



Customer satisfaction survey report 2024/25

Name of authority Sample authority
PIN 8999

Respondents who :



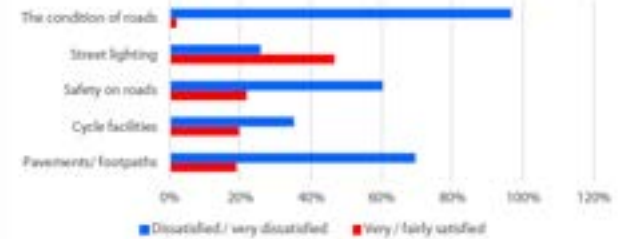
- Both live and work within the authority area
- Live within the authority area but not work
- Only work within the authority area
- Neither live nor work within the authority area

When travelling within the local authority area, respondents who travel as

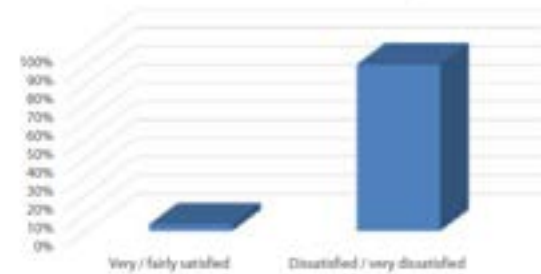


NB. Respondents can answer "Y" to more than one road user type.

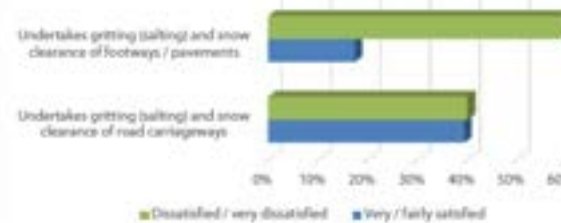
Regarding roads locally, how satisfied or dissatisfied are respondents with these services



Overall satisfaction with the service provided



How satisfied or dissatisfied are respondents with the way the Council

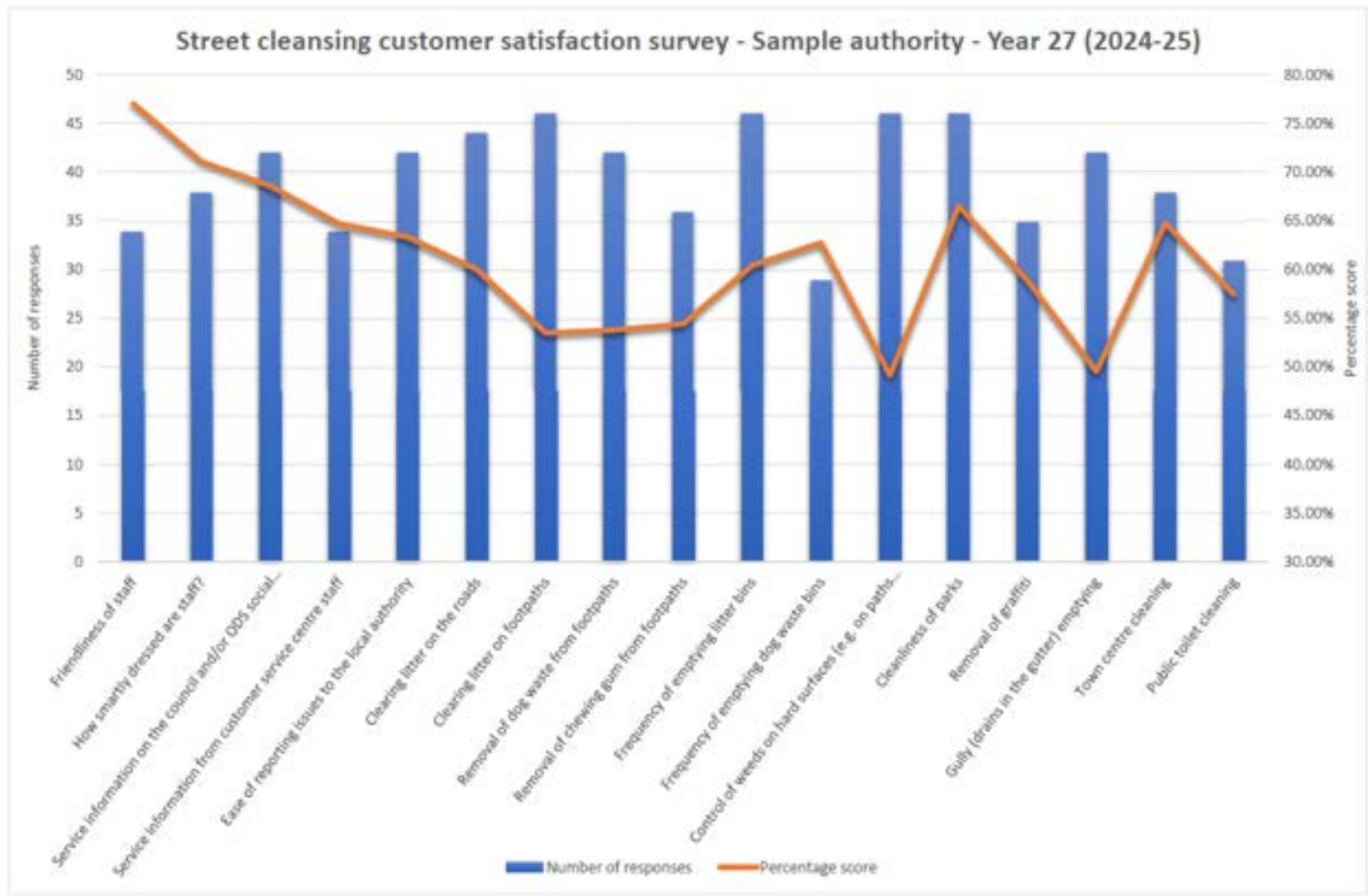


Street cleansing customer satisfaction survey - Sample authority - Year 27 (2024-25)

PIN 40999

	No of responses	Performance rating	
		Average score	Percentage score
Staff and information			
Friendliness of staff	34	3.85	77.06%
How smartly dressed are staff?	38	3.55	71.05%
Service information on the council and/or ODS social media	42	3.43	68.57%
Service information from customer service centre staff	34	3.24	64.71%
Ease of reporting issues to the local authority	42	3.17	63.33%
Staff and information sectional score			68.74%
Services provided			
Clearing litter on the roads	44	3.00	60.00%
Clearing litter on footpaths	46	2.67	53.48%
Removal of dog waste from footpaths	42	2.69	53.81%
Removal of chewing gum from footpaths	36	2.72	54.44%
Frequency of emptying litter bins	46	3.02	60.43%
Frequency of emptying dog waste bins	29	3.14	62.76%
Control of weeds on hard surfaces (e.g. on paths or footways)	46	2.46	49.13%
Cleanliness of parks	46	3.33	66.52%
Removal of graffiti	35	2.94	58.86%
Gully (drains in the gutter) emptying	42	2.48	49.52%
Town centre cleaning	38	3.24	64.74%
Public toilet cleaning	31	2.87	57.42%
Services provided sectional score			57.42%
APSE Customer Satisfaction performance score	PI 20b		60.63%

	Number of responses	Number of "Yes" responses	Percentage satisfied
Overall are you happy with the street cleaning services that you experience in your local authority area?	46	22	47.83%



NEW MUNICIPALISM

Delivering for local people and local economies

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