



RESEARCH TO MEASURE RESIDENT SATISFACTION LEVELS IN PORTSMOUTH

Prepared for COLAS Ltd

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Contents

1. Introduction	page 2
2. Objectives	page 2
3. Methodology	page 3
4. Sample	page 4
5. Overall summary	page 8
6. Results	page 9
I. Roads, Pavements, Cycle ways	page 10
II. Street Lighting	page 12
III. Roads and Diversions	page 14
IV. Street cleaning	page 16
V. Landscaping	page 18
VI. Street furniture	page 20
VII. Drainage	page 22
VIII. Extreme weather	page 24
7. Areas of importance	page 26
8. Satisfaction Levels	page 28
9. Frequency of driving, cycling, walking	page 30
10. Focus Group Summary and verbatim	page 31

Introduction

This report provides the results from the 2017 resident satisfaction survey carried out with Portsmouth residents in November. It also includes information from the two small focus groups carried out to ascertain in more depth how residents perceive COLAS and the service they provide in the city.

Objectives

The key objective of the survey is to measure the levels of satisfaction. In previous years these measurements have been tracked.

This year the areas requiring feedback have changed. Benchmarking at certain levels is still available but is limited to top line and key areas. The changes made to the survey allow for more robust benchmarking going forwards.

Methodology

The research primarily consisted of three elements of data collection for the quantitative part of the research. This included online, telephone and in-person data collection.

In previous years, an email database has been purchased for the purpose of this research and has achieved modest ROI, however database lists are expensive and their accuracy can sometimes be lacking given the nature of people's interaction with digital technology.

To reduce this cost we utilised the council's digital email/newsletter platforms to drive completions. Along with the use of social media to drive online self-completion.

Council platforms utilised:

1. Flag it up/Flagship online newsletter - Approx. 1,500 residents
2. Portsmouth Citizens' Panel - 1,150
3. Waste Newsletter - Approx. 6,000 residents

In addition, telephone interviews were carried out with 196 residents. A list was purchased and this response equates to a response rate of 9.8%.

Forty in-person surveys were also carried out and added another dimension to the previous data capture exercise.

Overall, the November 2017 data capture of 1,294 was a % increase of 38.64% on the previous year.

Given that Portsmouth has a population of around 210,000 people, this gives a margin of error of 3% and a confidence level of 95%, this is within acceptable parameters.

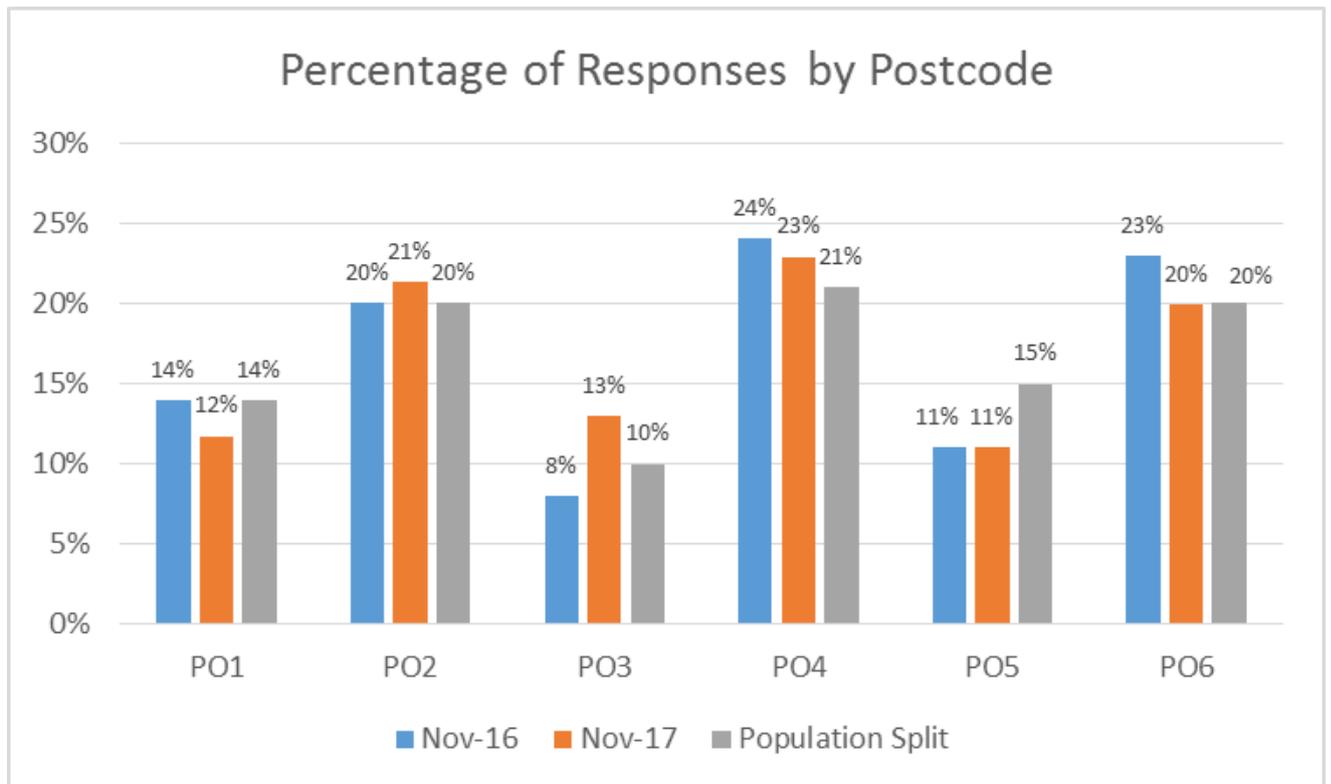
Data Collection technique	Nov-14	Nov-15	Nov-16	Nov-17	% Difference on Previous Year
Online	1562	908	694	1058	34.40%
Telephone	102	100	100	196	48.98%
In-Person	0	0	0	40	100.00%
TOTAL	1664	1008	794	1294	38.64%

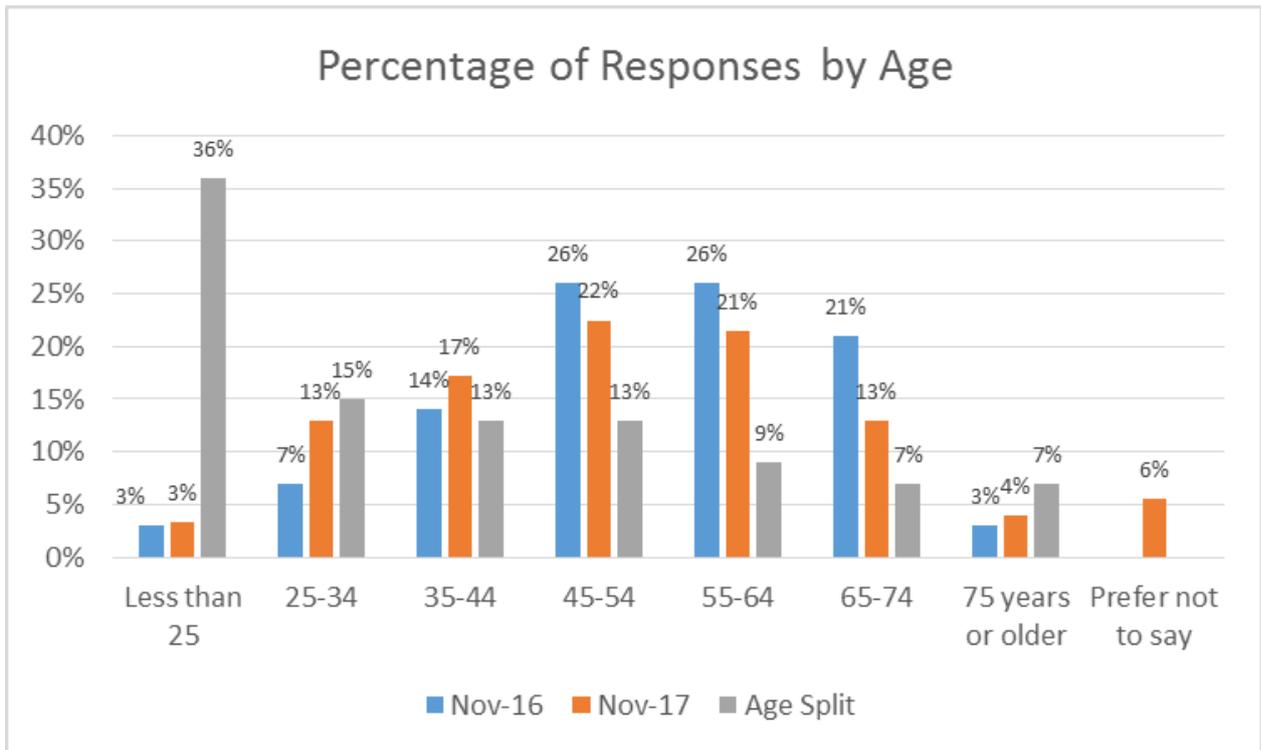
As well as the questionnaire, two focus groups were held. Across the two groups, eight residents participated. This number is fewer than would be usual, however, the groups provided interesting insight none-the-less.

Sample

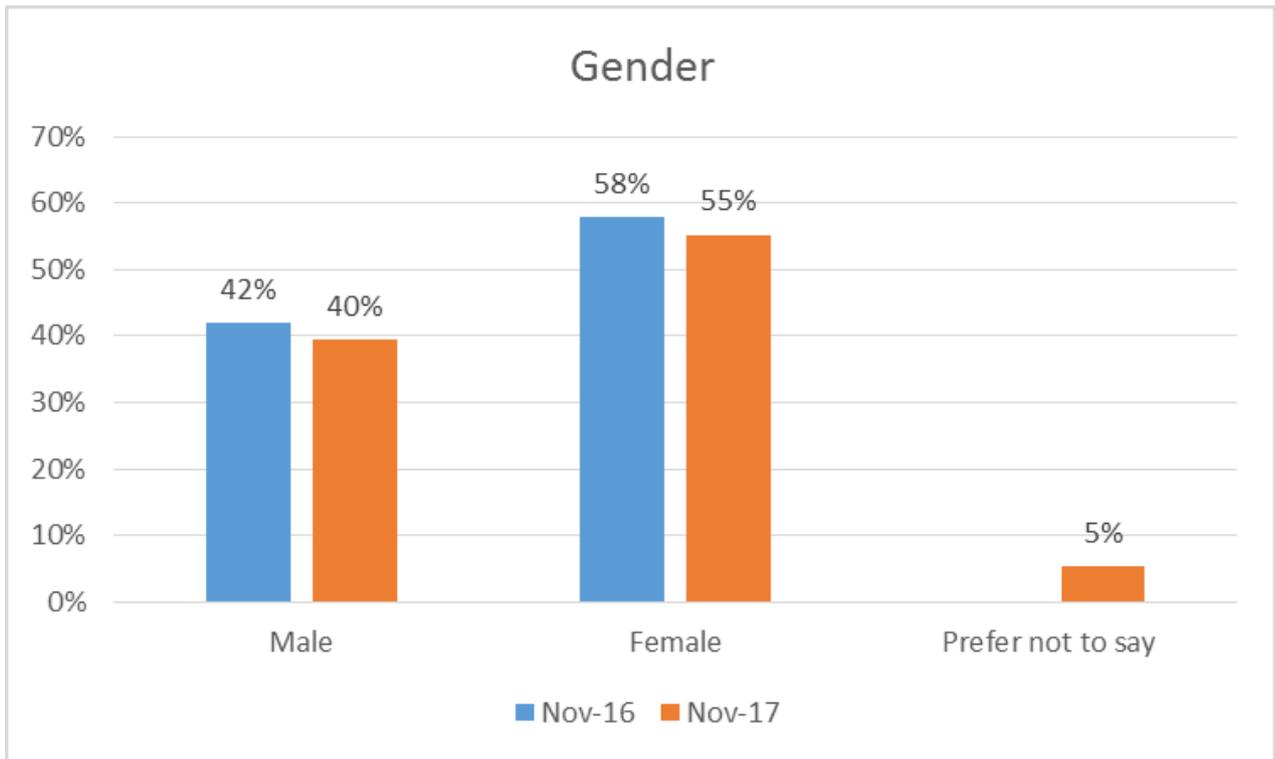
The various methods of data capture achieved a good mix of responses across postcode, age and gender.

Broadly speaking responses across postcode area were representative of the city. Postcode PO3 and PO4 were slightly over-represented, while PO1 and PO5 were under-represented. However, the splits on the whole have reduced.



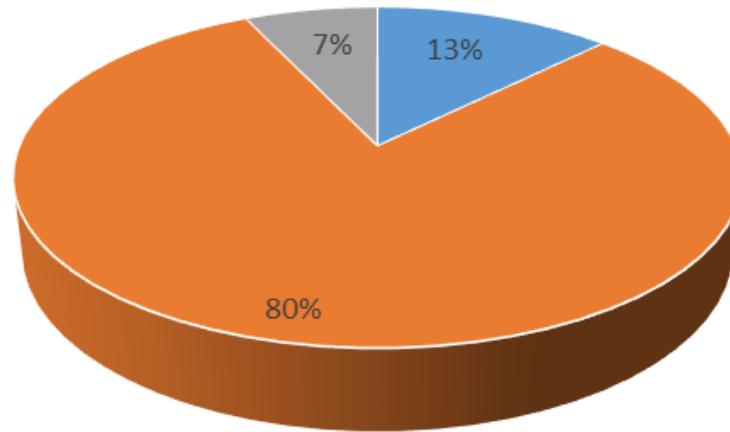


It should be noted that while the under 25s seems grossly under-represented, this dataset includes all under 18s in the city. So for the purposes of this analysis, a 3% response rate should not raise concerns. More 25-44 year olds responded to the survey in 2017 and this is reflective of the increased use of social media to drive responses to the survey online.



Gender representation remains similar year on year. It should be noted that in normal circumstances, female participants usually account for 55%-60% of responses in similar surveys in the city.

Percentage of those who have a disability



■ Yes ■ No ■ Prefer not to say

This year was the first year we asked about disability, this was to understand if the experience of those with a disability was significantly different. Results demonstrate that those indicating they had a disability scored in similar ways to those who did not.

Overall Summary

Headline Areas	Nov-14	Nov-15	Nov-16	Nov-17
Roads, Pavements, Cycleways	na	na	na	3.1
Street Lighting	na	na	na	4
Roadworks and Diversions	na	na	na	3.4
Street Cleansing	na	na	na	3.2
Landscaping	na	na	na	3.3
Street Furniture	na	na	na	3.5
Drainage	na	na	na	3.3
Extreme Weather	na	na	na	3.5
Overall Score (avg.)	3.2	3.4	3.3	3.4

Headline categories changed in the 2017 survey, however average scoring was still available for comparison.

It should also be noted that categories within the headline areas have remained the same and are available for comparison throughout the results section of the report.

Overall the average score for 2017 was 3.4 - so between a neutral and fairly satisfied score. This was a marginal increase on the 2016 result.

Scoring

Participants were asked to rate their satisfaction across various areas on a scale of 1-5.

- 1 - Very dissatisfied
- 2 - Fairly dissatisfied
- 3 - Neutral
- 4 - Fairly satisfied
- 5 - Very satisfied

Results

Overall, 'the number of street lights working' received the highest score out of all the areas, scoring an average of 4.2 out of 5. With 87.29% of residents indicating that they were 'very satisfied' or 'fairly satisfied'.

'Speed of repair to damaged roads and pavements' was again the lowest scoring area, with an average rating of 2.9 out of 5 compared with 2.6 out of 5 in 2016. Only 27.59% of participants indicated that they were 'very satisfied' or 'fairly satisfied.'

The following table shows the difference between those who scored 'fairly satisfied' and 'very satisfied' in 2016 and 2017 across all comparable areas.

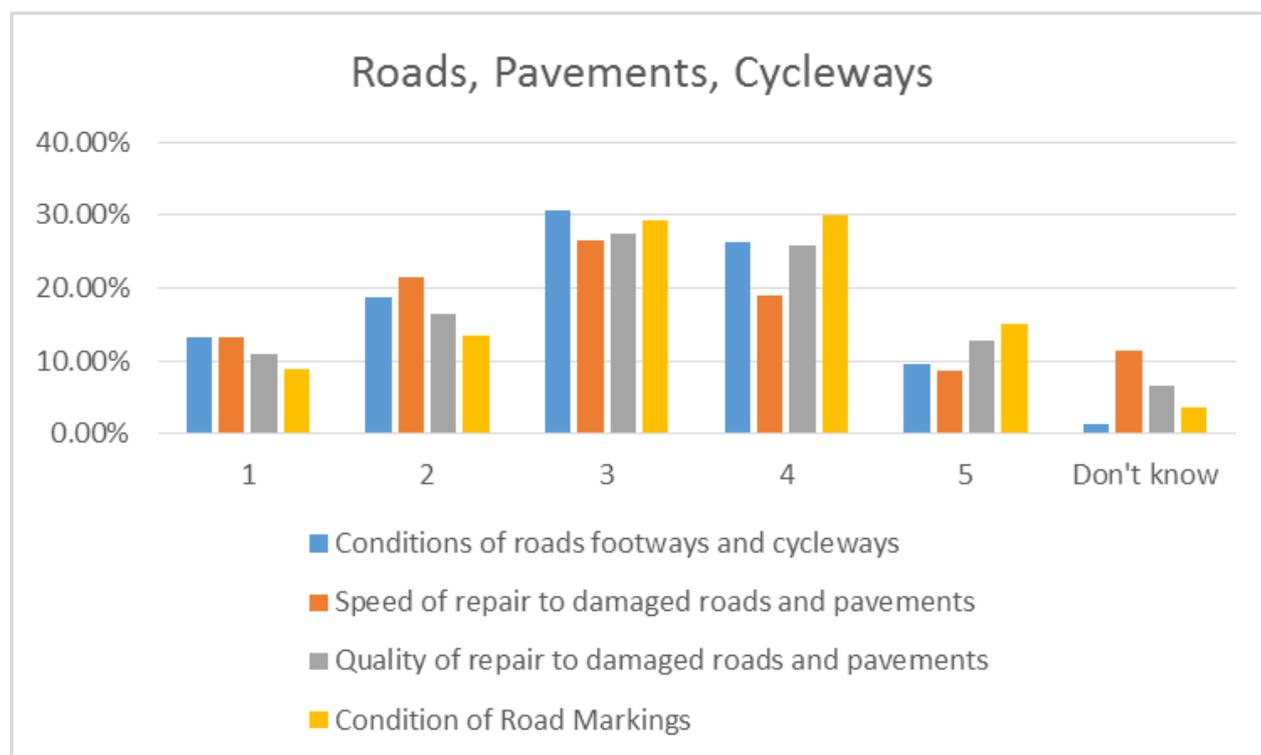
Roads, Pavements, Cycleways	2016	2017	Point difference
Speed of repair to damaged roads and pavements	26%	28%	2
Quality of repair to damaged roads and pavements	39%	39%	no chge
Condition of Road Markings	52%	45%	-7
Street Lighting	2016	2017	Point difference
Number of street lights working	70%	77%	7
Speed of repairs to street lights	38%	45%	7
Roadworks and Diversions	2016	2017	Point difference
Advanced warnings of roadworks	53%	56%	3
Signposting of road diversions	51%	52%	1
Efforts to minimise nuisance to residents (noise, dust, vehicle access)	41%	44%	3
Street Cleansing	2016	2017	Point difference
Cleanliness of roads & Cycle ways	45%	52%	7
Cleanliness of pavements		44%	na
Cleanliness of grassed areas and verges	58%	46%	-6
Cleanliness of subways		19%	na
Landscaping	2016	2017	Point difference
Maintaining trees		52%	na
Weed killing on pavements and roads	48%	45%	-3
Maintaining shrubs and hedges and verges	48%	46%	-2
Street Furniture	2016	2017	Point difference
Condition of road signs	58%	65%	7
Condition of dog bins	37%	38%	1
Condition of litter bins	33%	50%	17
Drainage	2016	2017	Point difference
Responding to customer reports of blocked drains/gullies		25%	na
Regular drain/gully cleanses		39%	na
Extreme Weather	2016	2017	Point difference
Dealing with obstructions on roads and pavements (fallen trees)	55%	44%	-9
Gritting of roads during cold weather gritting	55%	60%	5
Providing information on gritting	29%	31%	2

Please note some questions changed and therefore some comparisons were not possible. Further information relating to each area follows.

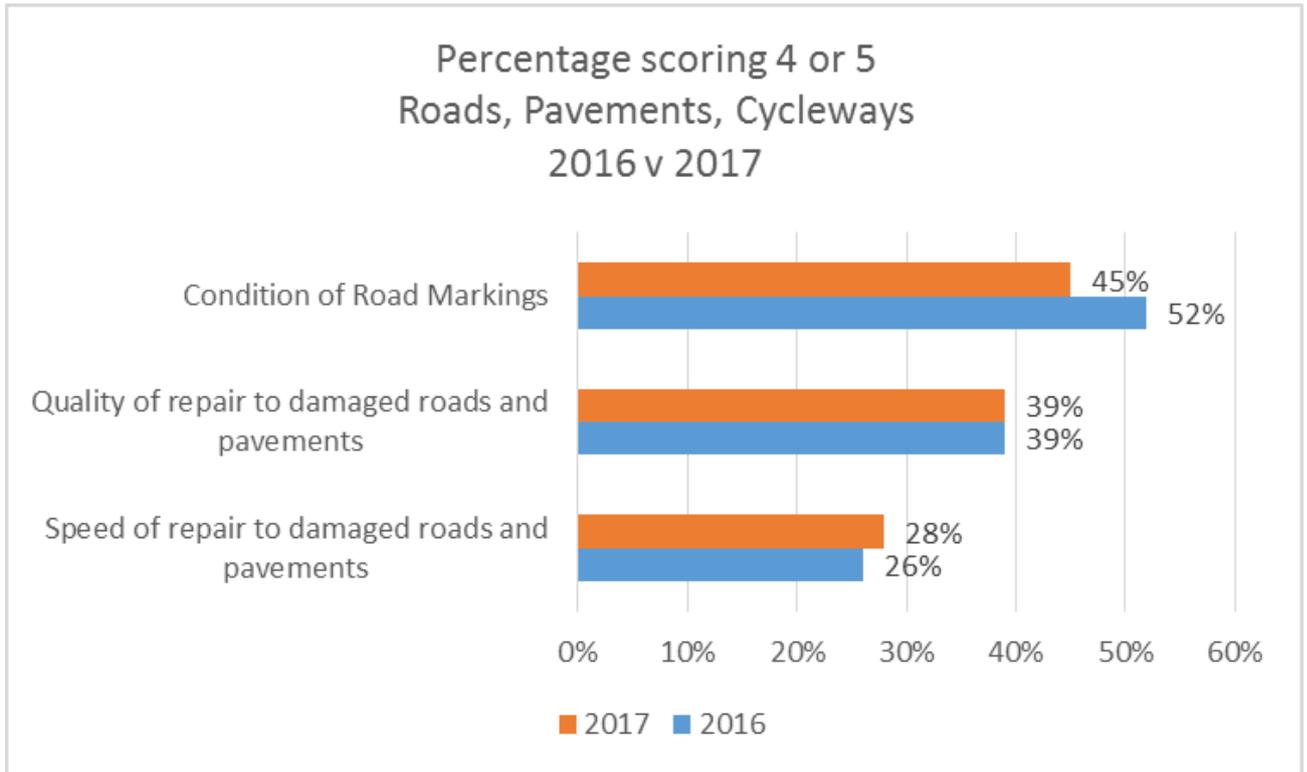
Roads, Pavements, Cycle ways

The following areas were covered in this section:

- Conditions of roads, footways and cycle ways
- Speed of repair to damaged roads and pavements
- Quality of repair to damaged roads and pavements
- Conditions of road markings



Roads, Pavements, Cycleways	1	2	3	4	5	Don't know	Average Score
Conditions of roads footways and cycleways	13.18%	18.80%	30.73%	26.21%	9.67%	1.40%	3.0
Speed of repair to damaged roads and pavements	13.17%	21.39%	26.49%	18.89%	8.70%	11.36%	2.9
Quality of repair to damaged roads and pavements	10.94%	16.44%	27.38%	25.81%	12.75%	6.69%	3.1
Condition of Road Markings	8.80%	13.43%	29.22%	30.01%	15.00%	3.53%	3.3

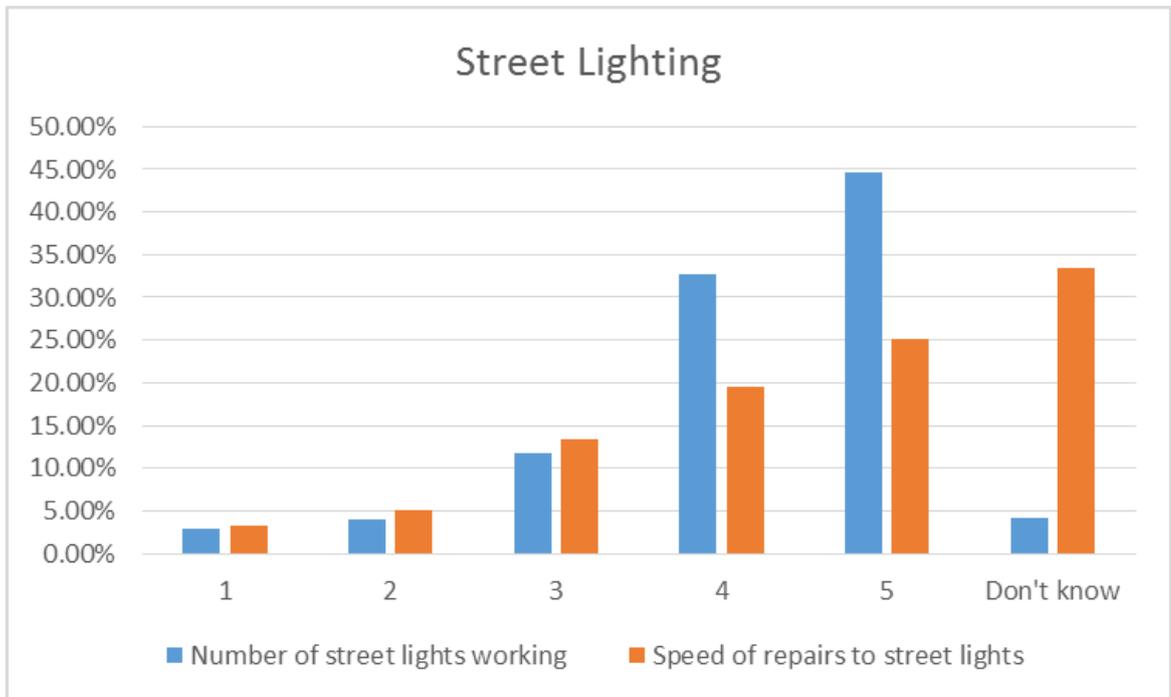


Respondents indicated that they were less happy with the quality of road markings with only 45% indicating they were very or fairly satisfied with them in 2017, compared with 52% in 2016. Quality of repairs and speed of repairs remain as or very close to last year's results. Although the level of satisfaction for speed remains low - even though marginally improved.

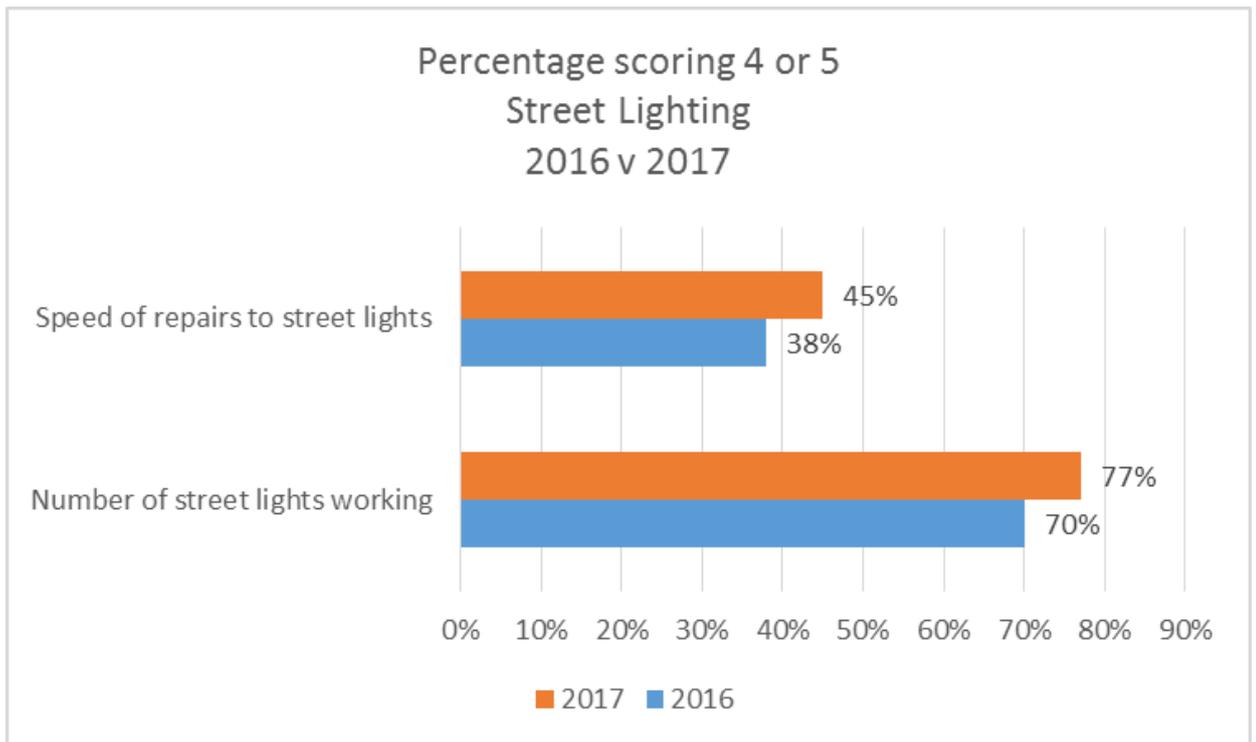
Street Lighting

The following areas were covered in this section:

- Number of street light working
- Speed of repairs to street lights



Street Lighting	1	2	3	4	5	Don't know	Average Score
Number of street lights working	2.88%	4.00%	11.75%	32.69%	44.60%	4.08%	4.2
Speed of repairs to street lights	3.26%	5.09%	13.44%	19.57%	25.14%	33.49%	3.9

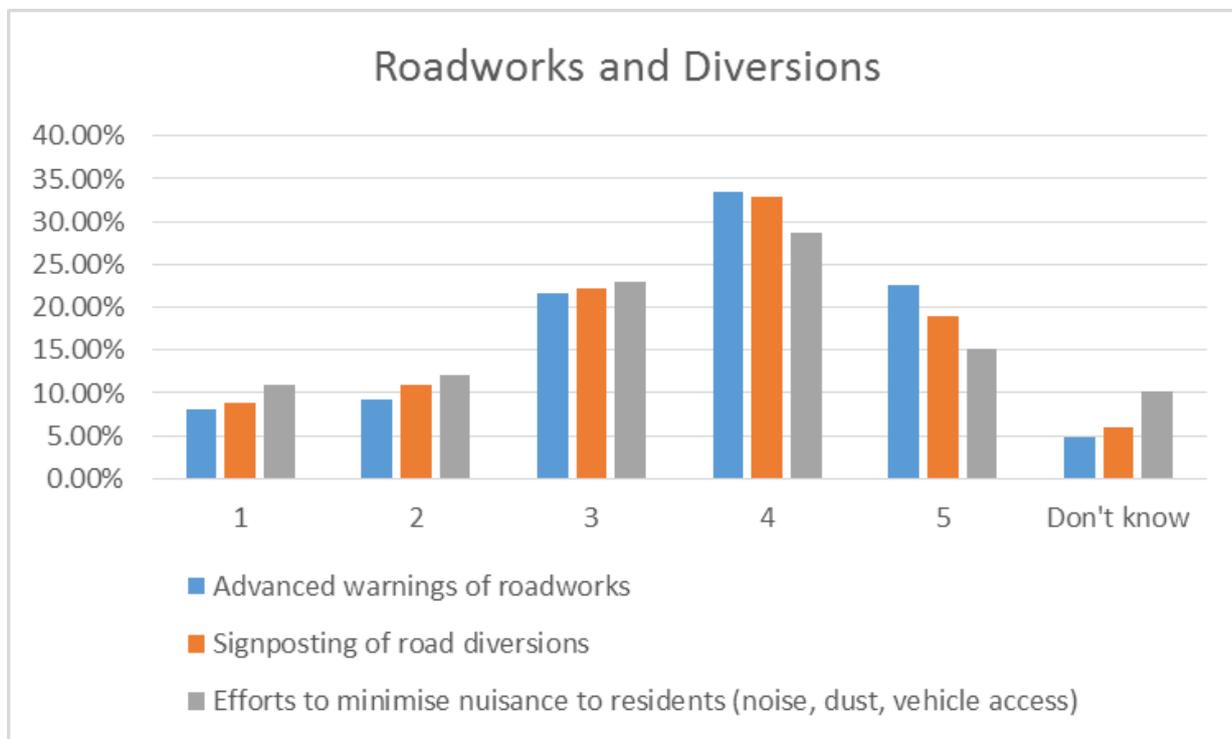


Street lighting satisfaction remains high. It should be noted that although only 45% indicated that they were 'very satisfied' or 'fairly satisfied', many indicated that they didn't really know how quickly this type of repair was carried out - 33.49%.

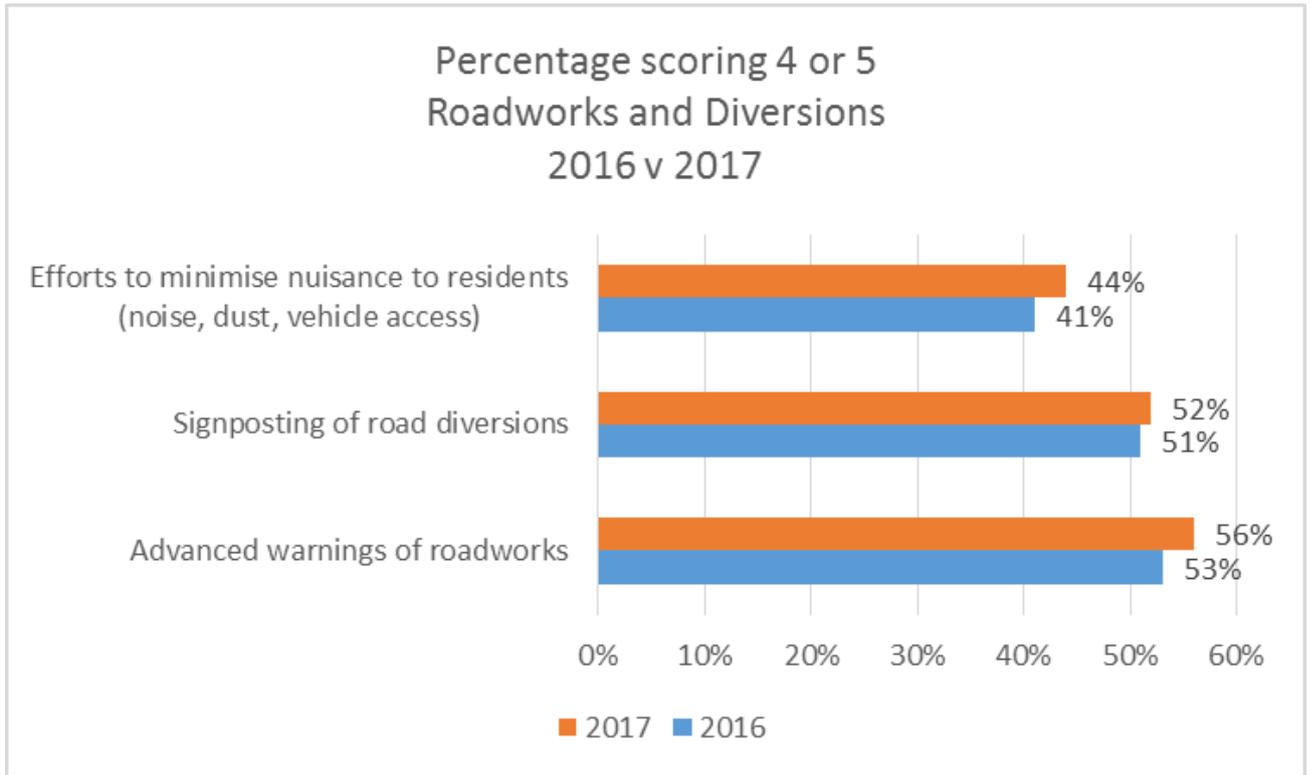
Roads and Diversions

In this section the following areas were covered:

- Advanced warnings of roadworks
- Signposting of road diversions
- Efforts to minimise nuisance to residents (noise, dust vehicle access)



Roadworks and Diversions	1	2	3	4	5	Don't know	Average Score
Advanced warnings of roadworks	8.08%	9.31%	21.63%	33.55%	22.53%	4.90%	3.6
Signposting of road diversions	8.90%	11.02%	22.20%	32.82%	19.02%	6.04%	3.4
Efforts to minimise nuisance to residents (noise, dust, vehicle access)	10.96%	12.10%	22.98%	28.62%	15.21%	10.14%	3.3

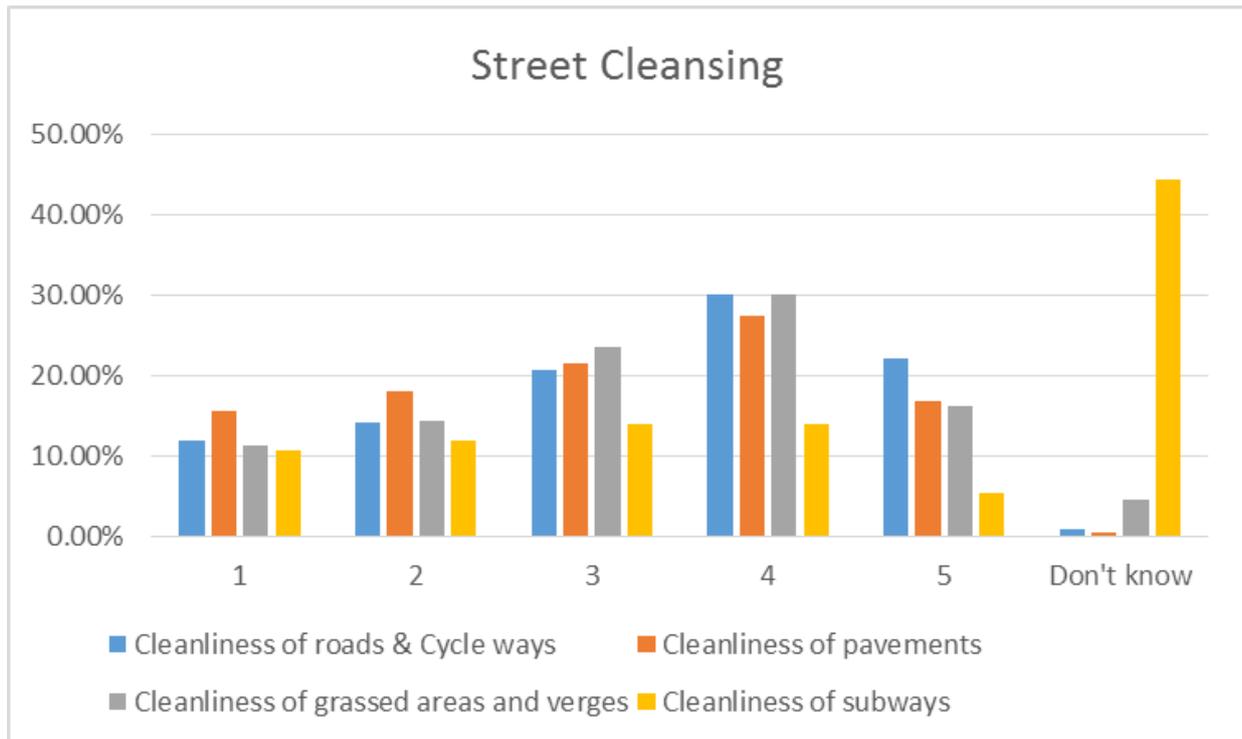


There have been minor improvements in satisfaction across all areas of 'Roadworks and Diversions' since 2016.

Street Cleansing

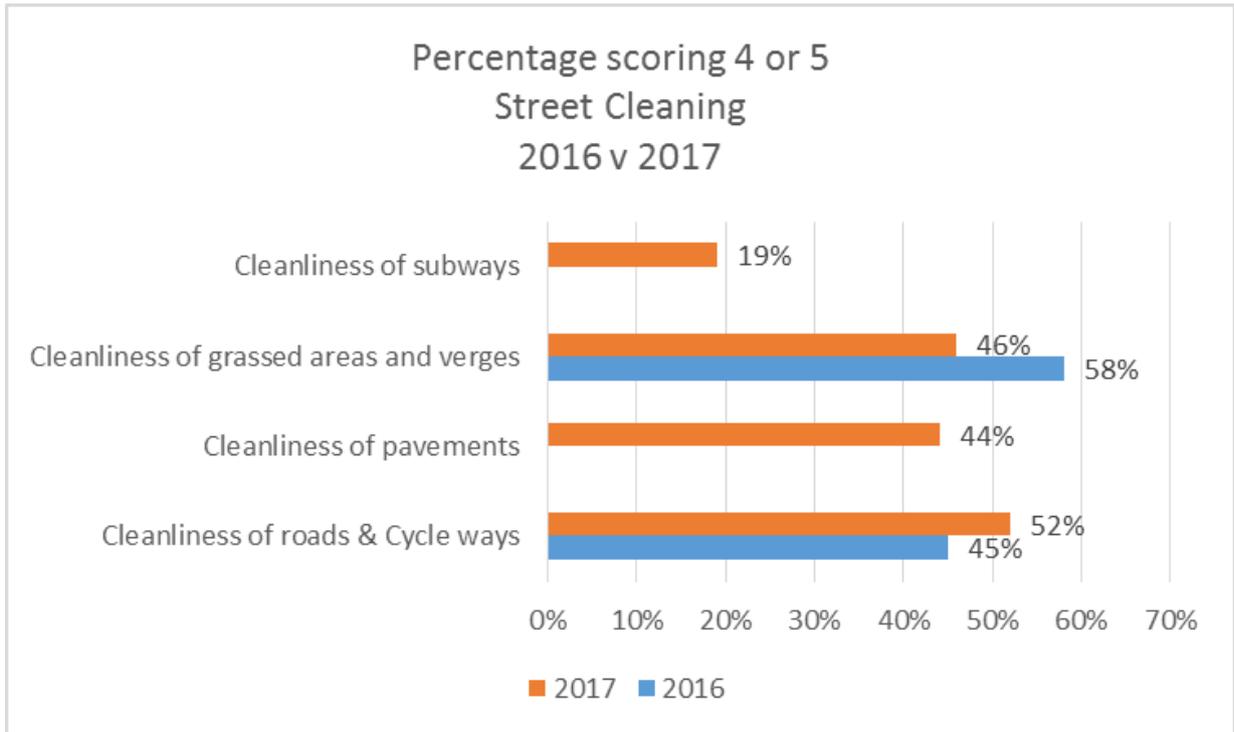
The following areas were covered:

- Cleanliness of roads and cycle ways
- Cleanliness of pavements
- Cleanliness of grassed areas and verges
- Cleanliness of subways



Street Cleansing	1	2	3	4	5	Don't know	Average Score
Cleanliness of roads & Cycle ways	11.94%	14.17%	20.76%	30.15%	22.08%	0.91%	3.4
Cleanliness of pavements	15.58%	17.97%	21.52%	27.54%	16.90%	0.49%	3.1
Cleanliness of grassed areas and verges	11.39%	14.27%	23.60%	30.03%	16.17%	4.54%	3.3
Cleanliness of subways	10.65%	11.81%	13.87%	13.87%	5.45%	44.34%	2.9

It should be noted that regarding the cleanliness of subways, 44.34% indicated that they didn't know. This is probably in the most part due to the fact that many do not use subways. However, those who do, do not score the cleanliness of them well.

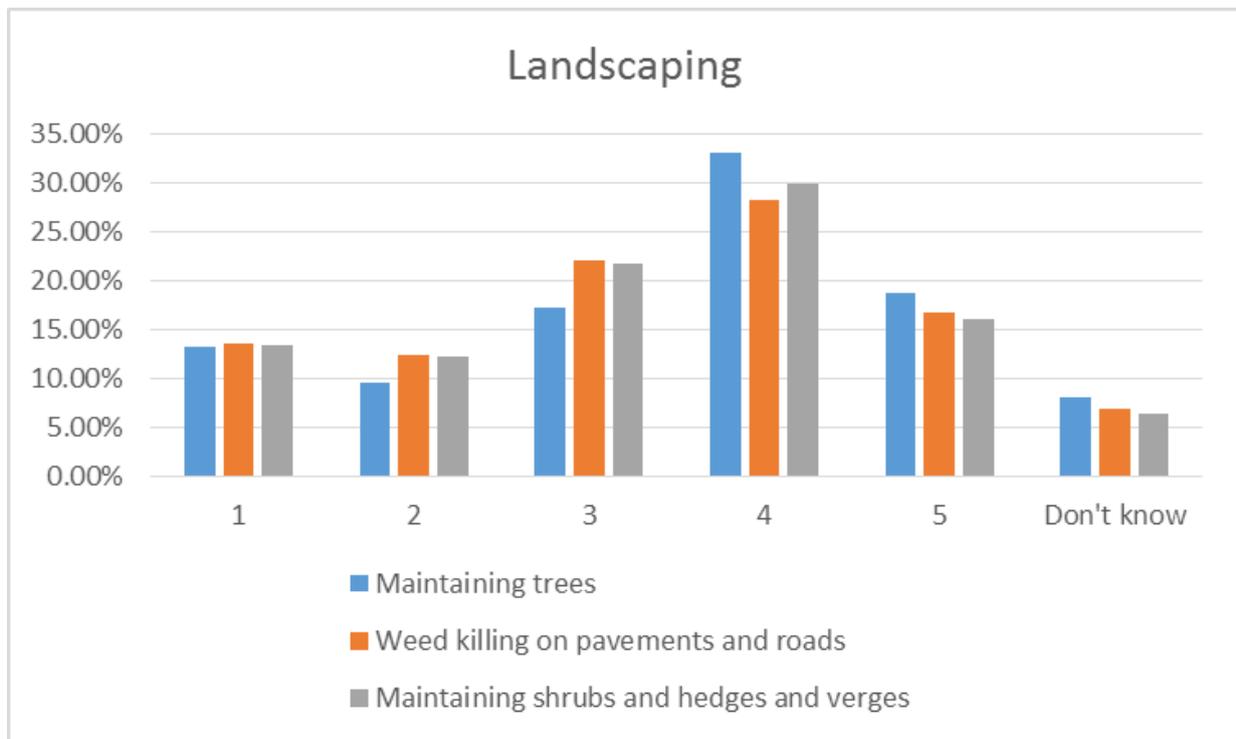


It should be noted that this is not a like for like comparison. In 2016, the question was 'Cleanliness of roads, footways, cycle routes and subways' and 'Cleanliness of parks and grassed areas'. Therefore with these considerations, it seems to explain the increase in satisfaction of 'cleanliness of grassed areas and verges' and 'cleanliness of roads & cycle ways.'

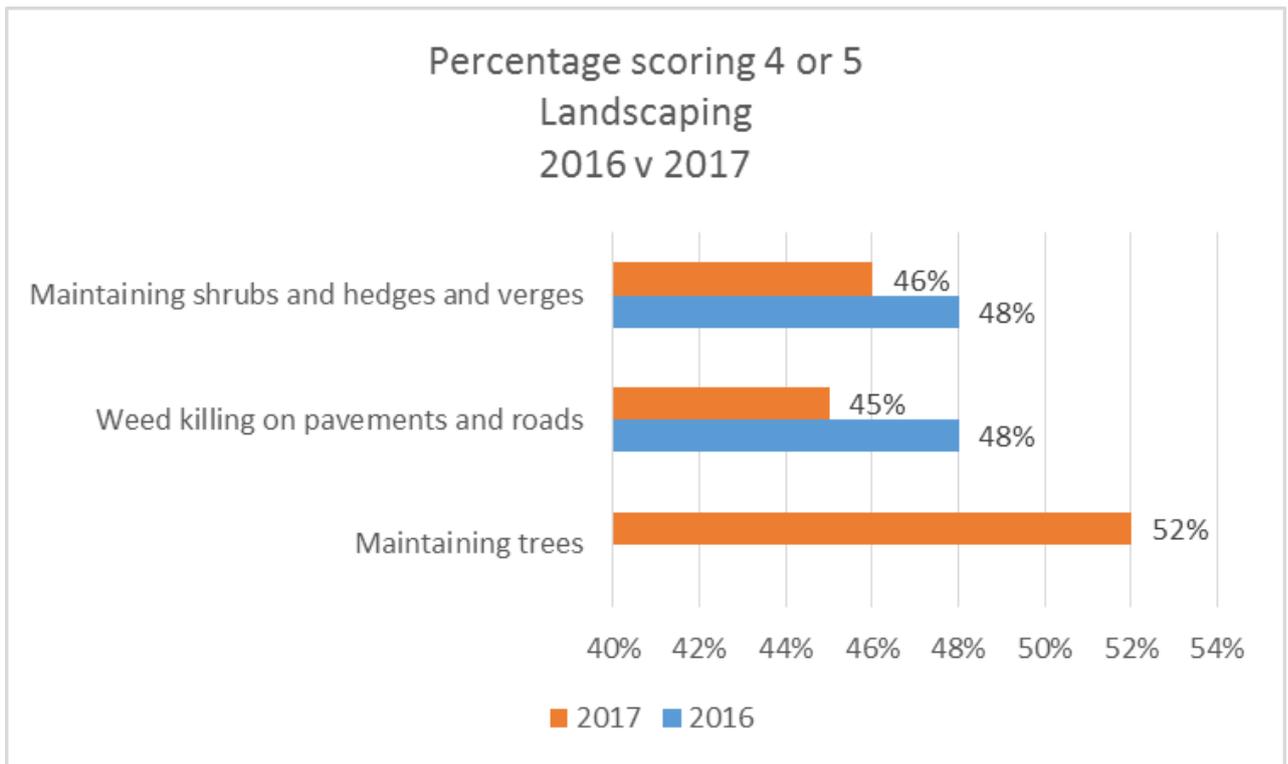
Landscaping

The following areas were covered in this section:

- Maintaining trees
- Weed killing on pavements and roads
- Maintaining shrubs and hedges and verges



Landscaping	1	2	3	4	5	Don't know	Average Score
Maintaining trees	13.19%	9.52%	17.25%	33.10%	18.81%	8.12%	3.4
Weed killing on pavements and roads	13.60%	12.39%	22.04%	28.32%	16.81%	6.84%	3.2
Maintaining shrubs and hedges and verges	13.42%	12.23%	21.84%	29.94%	16.12%	6.43%	3.2

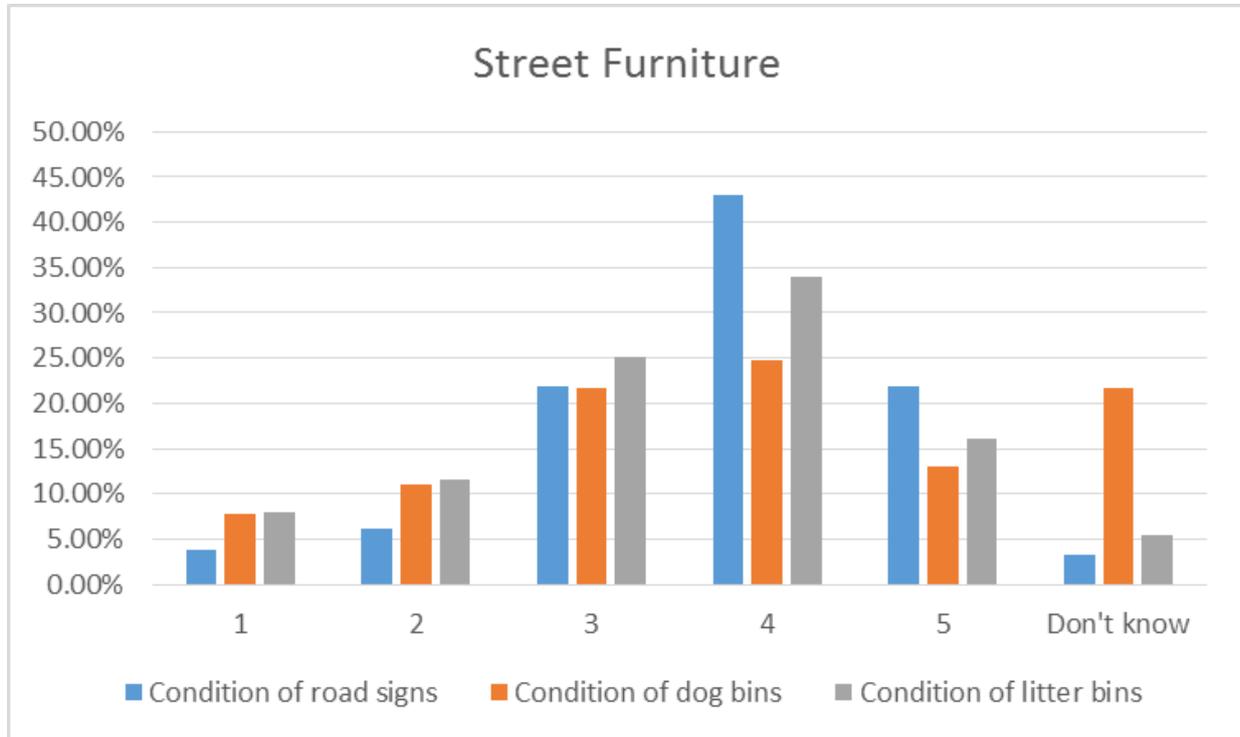


Please note 'maintaining trees' was combined with 'maintaining shrubs and hedges and verges' in 2016. Again this allows us to understand why the scores in 'maintaining shrubs and hedges and verges' have decreased. Satisfaction for 'Maintaining trees' is high with 52% of respondents indicating they were 'fairly satisfied' or 'very satisfied' - if this had remained as in 2016 - it would have lifted the overall score in this area.

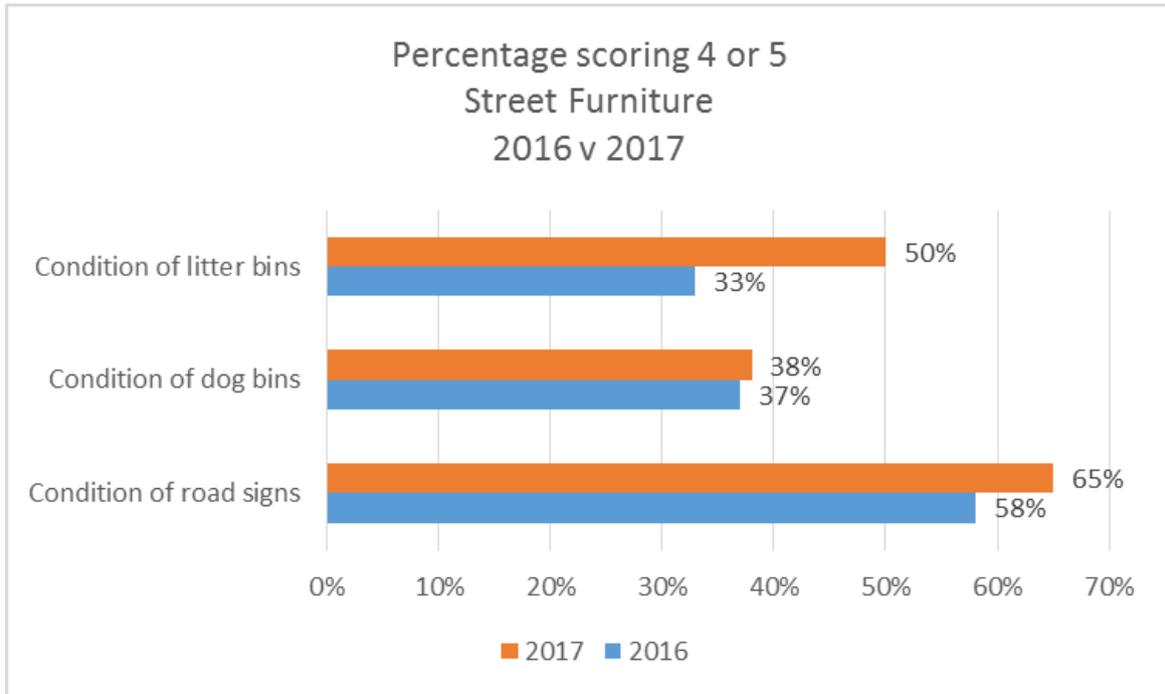
Street Furniture

The following areas were covered:

- Condition of road signs
- Condition of dog bins
- Condition of litter bins



Street Furniture	1	2	3	4	5	Don't know	Average Score
Condition of road signs	3.86%	6.09%	21.87%	42.97%	21.96%	3.26%	3.8
Condition of dog bins	7.78%	10.95%	21.74%	24.83%	13.04%	21.66%	3.3
Condition of litter bins	7.91%	11.52%	25.06%	34.06%	16.06%	5.38%	3.4

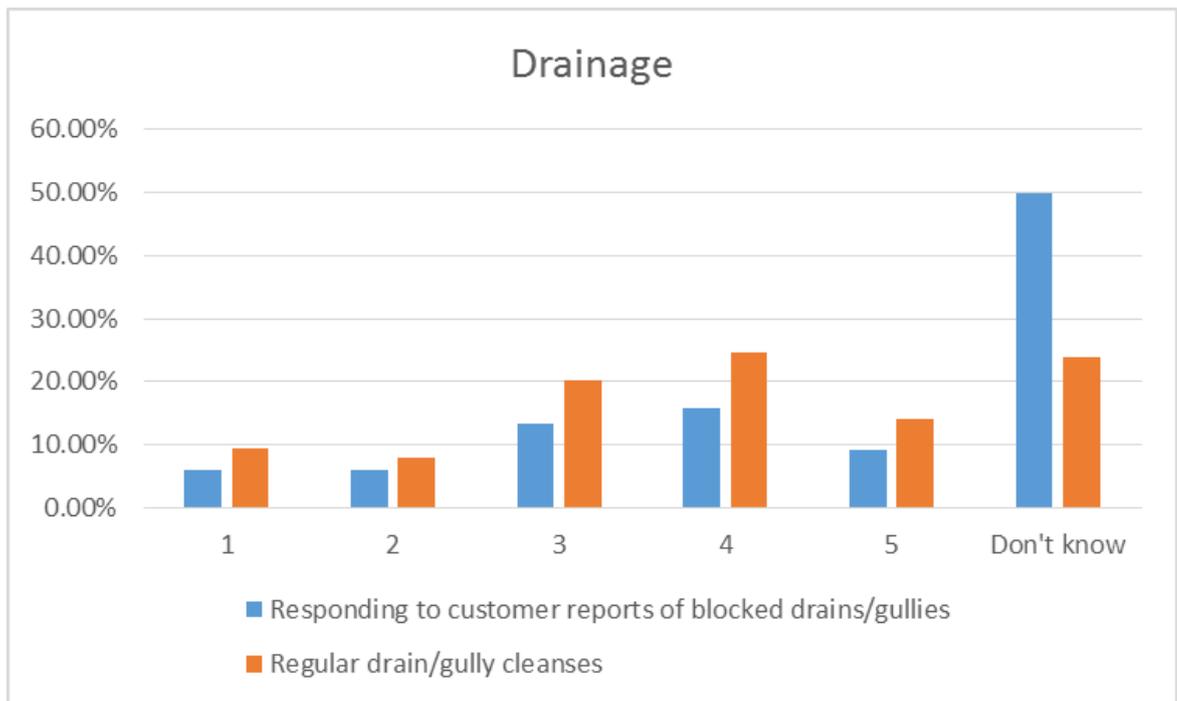


Please note the 2016 figures relate to distribution and condition again this is not a like for like comparison. However, satisfaction levels can be said to have broadly improved in the past year.

Drainage

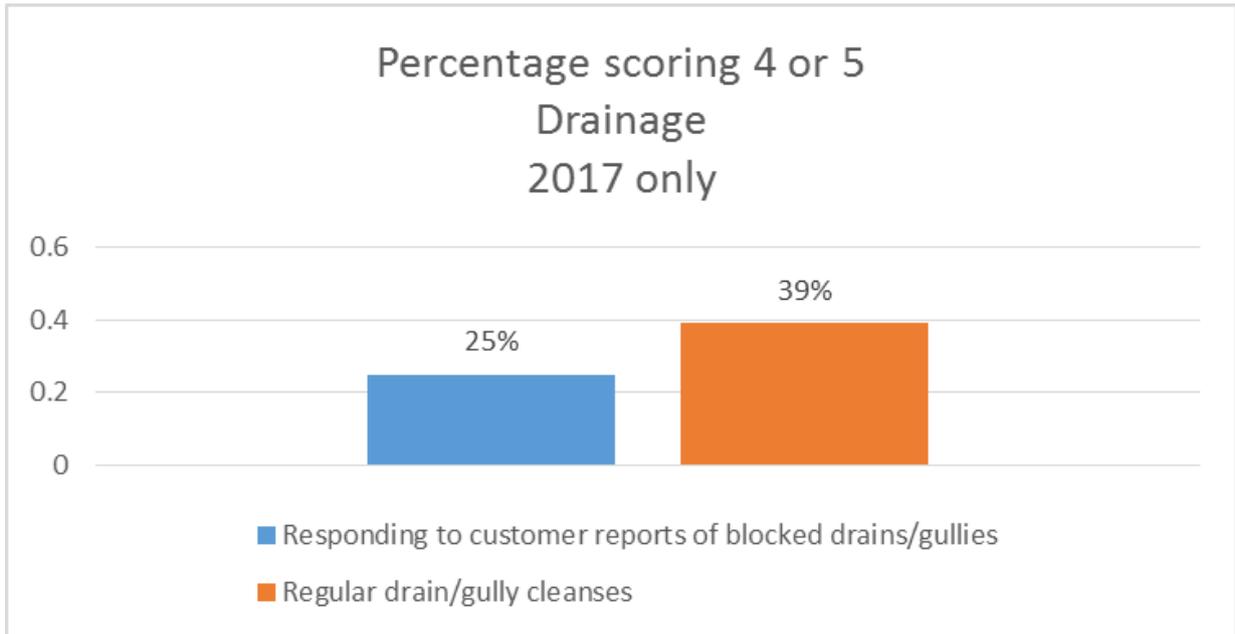
The following areas are covered in this section:

- Responding to customer reports of blocked drains/gullies
- Regular drain/gully cleanse



Drainage	1	2	3	4	5	Don't know	Average Score
Responding to customer reports of blocked drains/gullies	5.88%	5.88%	13.36%	15.71%	9.24%	49.92%	3.3
Regular drain/gully cleanses	9.38%	7.85%	20.10%	24.58%	14.10%	23.99%	3.3

Nearly half of respondents indicated that they did not know how to score regarding 'responding to customer reports to blocked drains/gullies' with 49.92% scoring in this way.



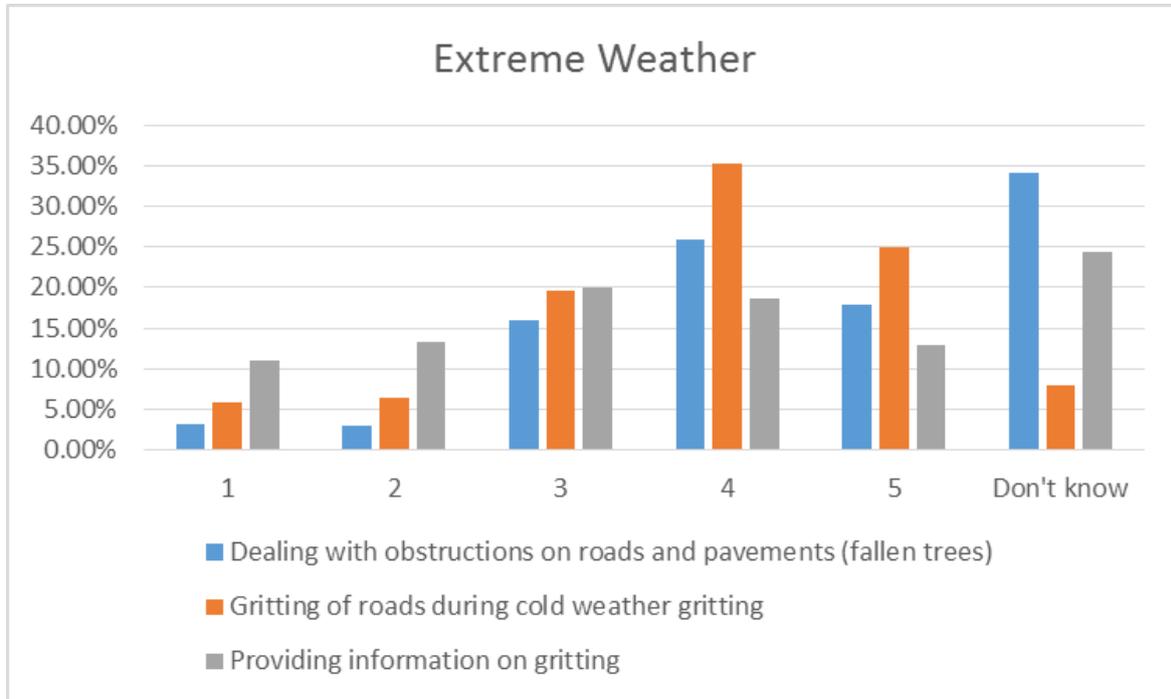
It should be noted that there wasn't a similar comparison measurement in 2016. In 2016, participants were asked to score satisfaction relating to 'Street drainage of the roads, cycle ways, footways and subways' and 45% scored 'fairly satisfied' or 'very satisfied.'

Although the satisfaction scores seem low for this area, the fact that many indicated 'don't know' should be taken into account when considering these results.

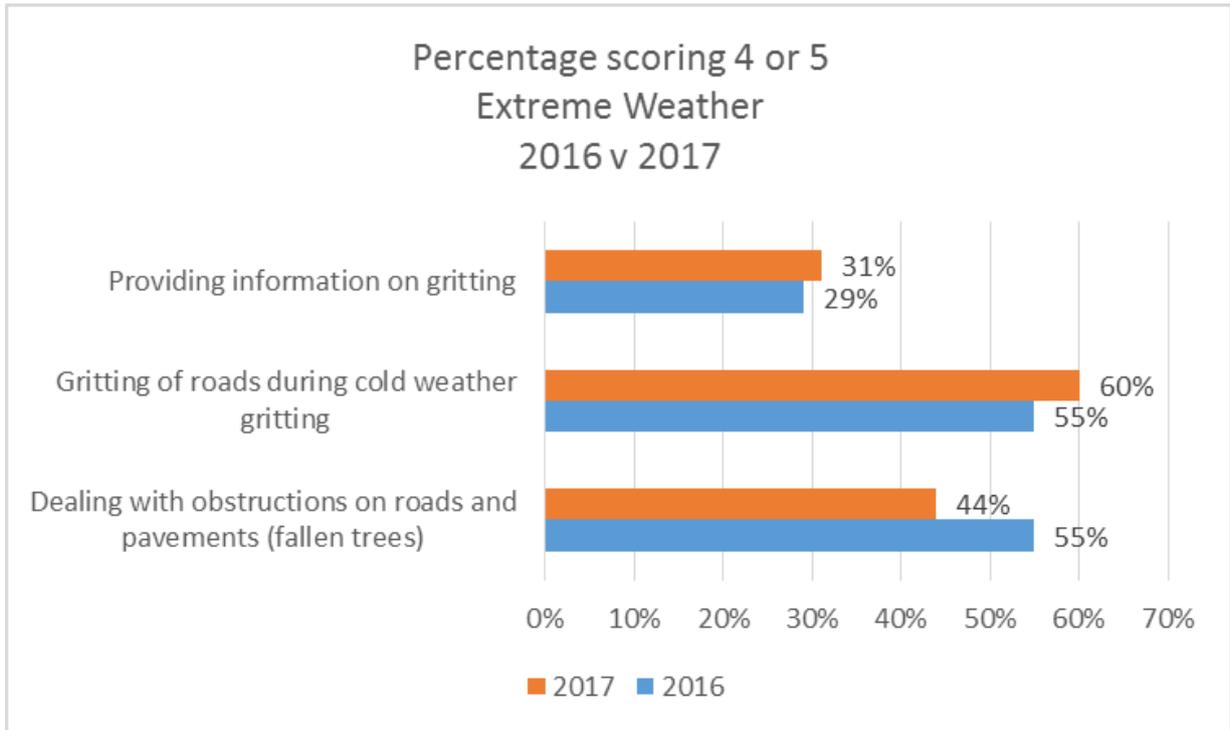
Extreme Weather

The following areas are covered in this section:

- Dealing with obstructions on roads and pavements (fallen trees)
- Gritting of roads during cold weather gritting
- Providing information on gritting

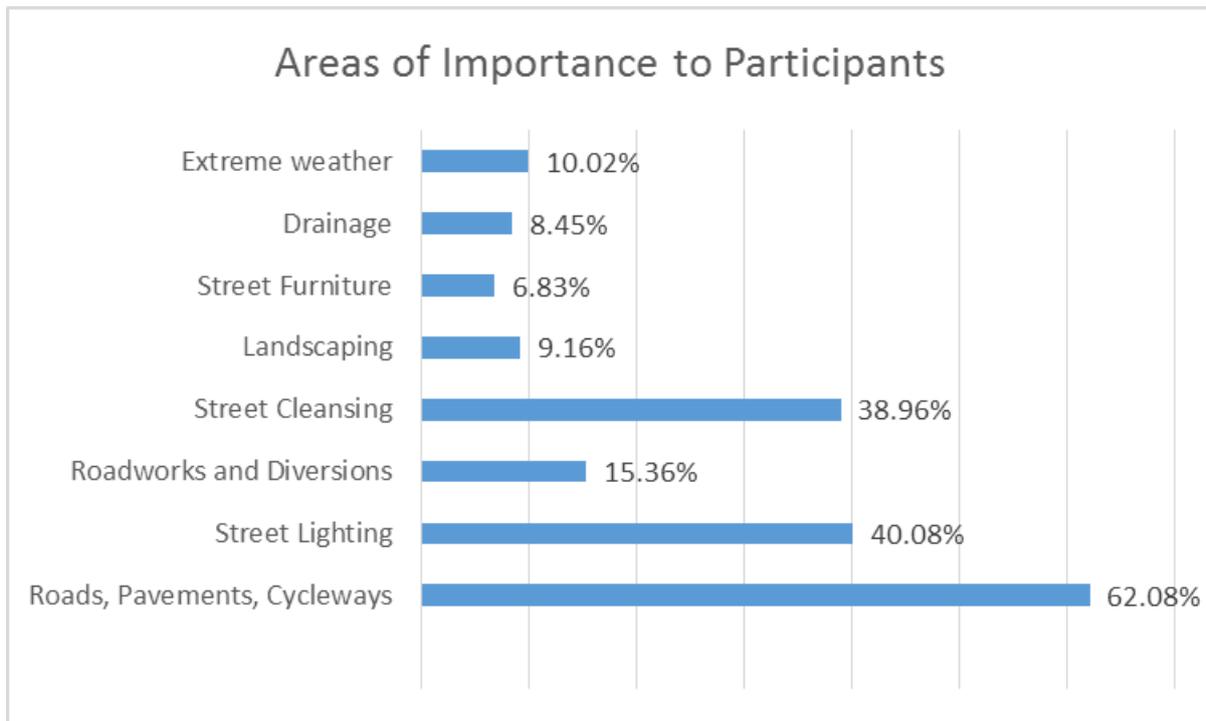


Extreme Weather	1	2	3	4	5	Don't know	Average Score
Dealing with obstructions on roads and pavements (fallen trees)	3.21%	2.96%	15.98%	25.87%	17.92%	34.07%	3.8
Gritting of roads during cold weather gritting	5.92%	6.42%	19.61%	35.25%	24.85%	7.95%	3.7
Providing information on gritting	11.04%	13.24%	20.03%	18.59%	12.82%	24.28%	3.1



Note that although dealing with obstructions has decreased - those who noted they were unsure/don't know scored 34%. Again this gives a more realistic view and when considering year-on-year comparison allows us to understand the overall impact in a more rounded way.

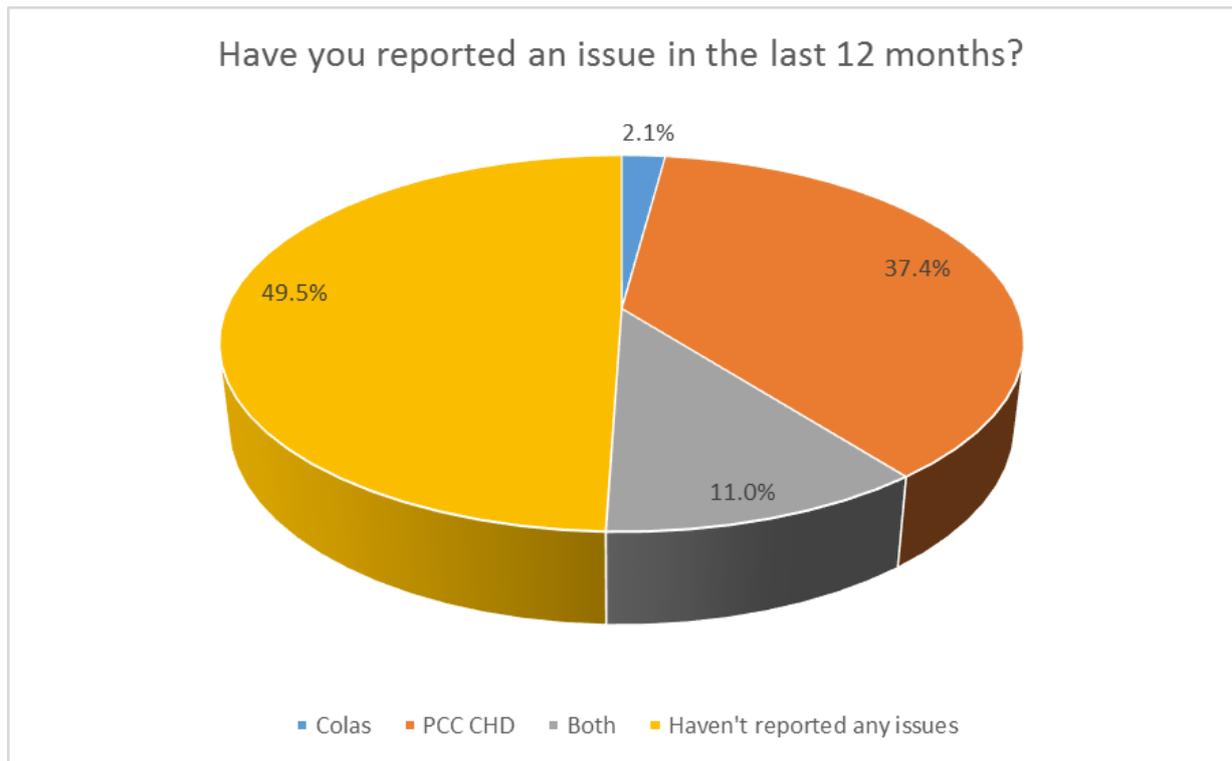
Areas of Importance



'Roads, Pavements, Cycle ways' (62.08%) and 'Street lighting' (40.08%) were considered to be the most important areas that COLAS support, closely followed by 'Street Cleansing' (38.96%).

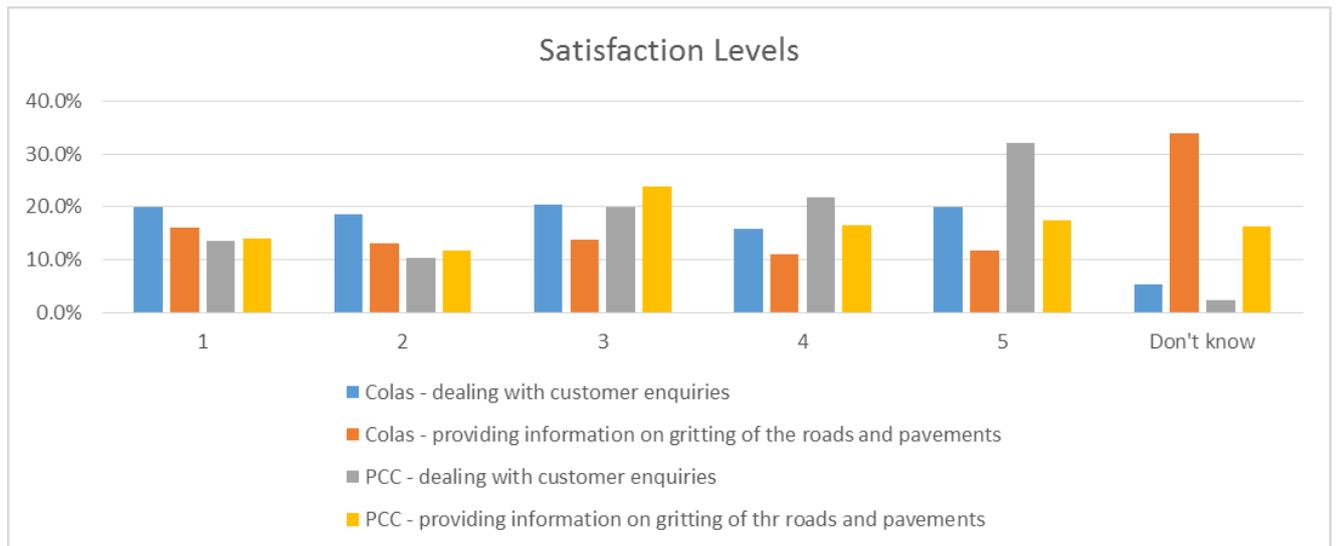
The least important areas were considered to be 'Street Furniture' (6.83%) and 'Drainage' (8.45%).

Have you reported an issue before?



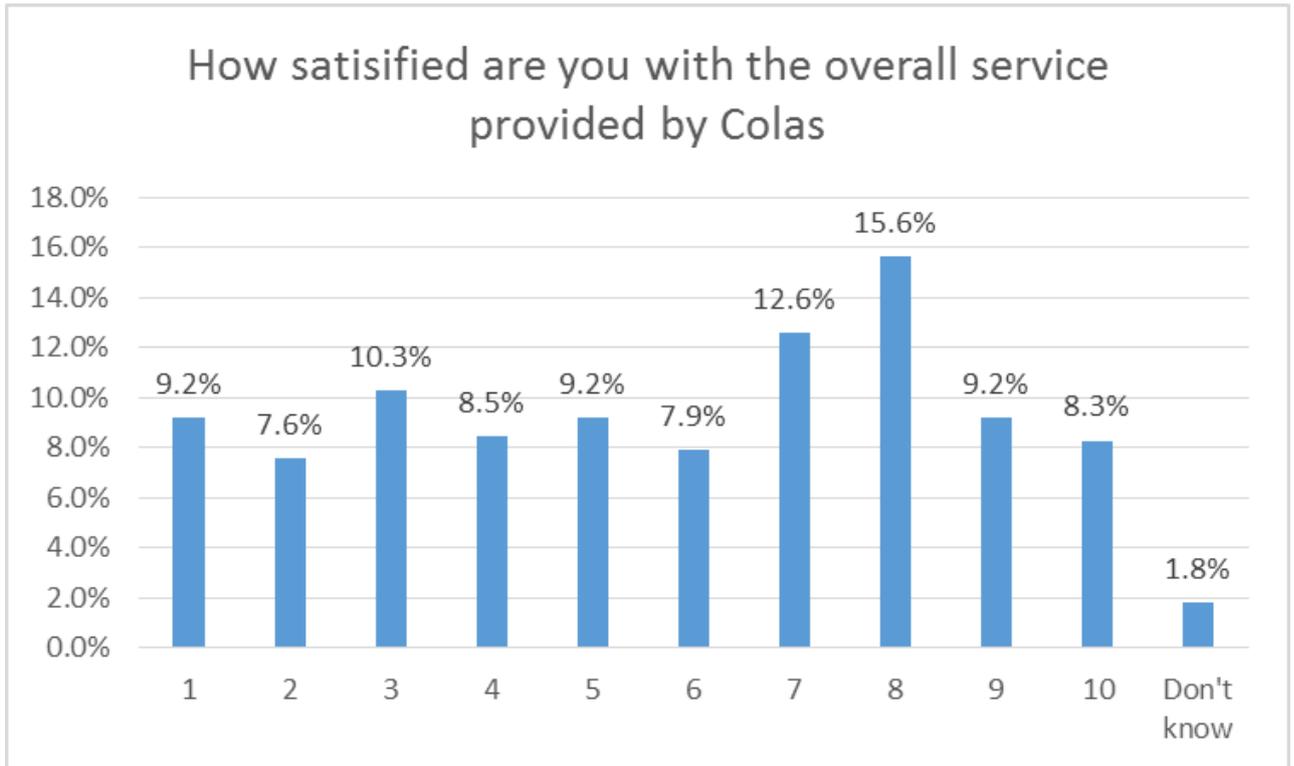
The majority of participants (49.5%) had not reported any issues in the last 12 months and only 13.1% had reported anything to COLAS.

Satisfaction Levels



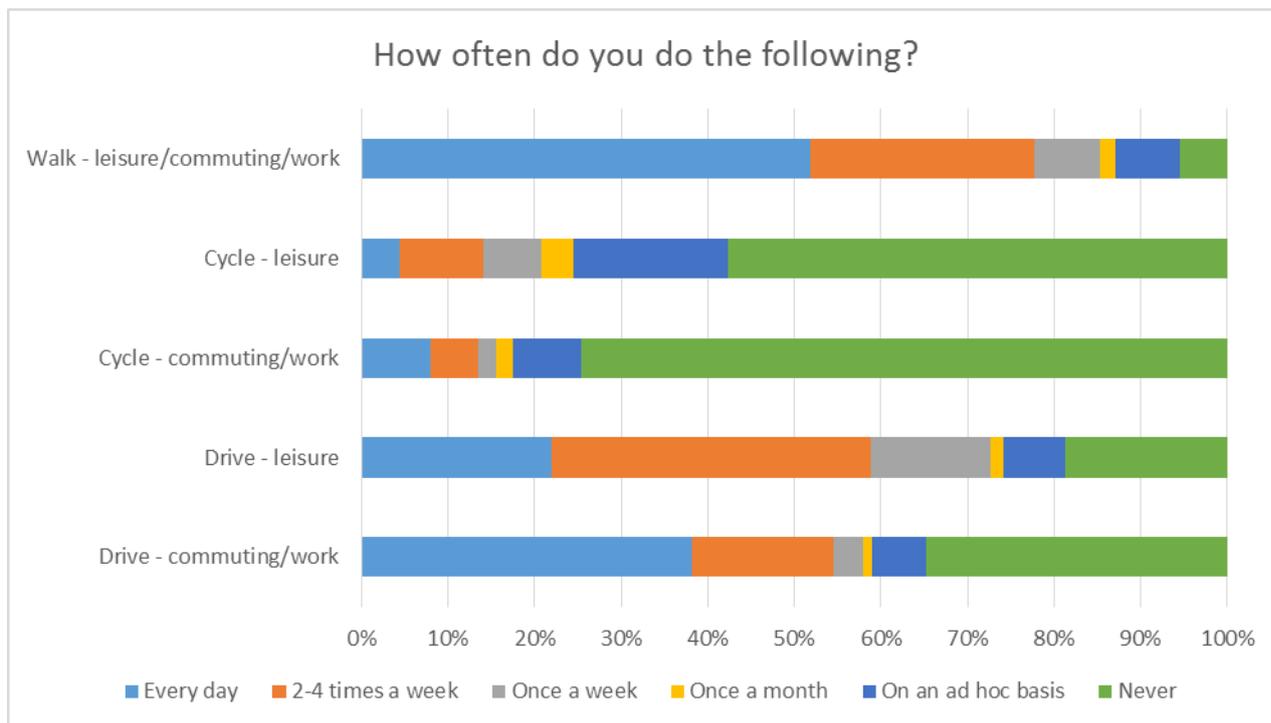
Satisfaction with the communication	1	2	3	4	5	Don't know
Colas - dealing with customer enquiries	19.9%	18.5%	20.5%	15.9%	19.9%	5.3%
Colas - providing information on gritting of the roads and pavements	16.0%	13.2%	13.9%	11.1%	11.8%	34.0%
PCC - dealing with customer enquiries	13.6%	10.3%	19.9%	21.9%	32.0%	2.2%
PCC - providing information on gritting of the roads and pavements	14.0%	11.7%	23.8%	16.6%	17.5%	16.3%

Respondent satisfaction when dealing directly with COLAS (35.8%) in regards to 'dealing with customer enquiries' is lower than it is for PCC CHD (53.9%). However, fewer people indicated they had contacted Colas directly and this would have had an impact of the overall margin error of this subset.



Almost half of respondents (54.7%) scored 7 or above when asked to rate the overall service provided by COLAS.

How often do you do the following?



How do you use roads/pavements	Every day	2-4 times a week	Once a week	Once a month	On an ad hoc basis	Never
Drive - commuting/work	38.2%	16.3%	3.5%	1.1%	6.1%	34.8%
Drive - leisure	22.0%	36.9%	13.8%	1.5%	7.1%	18.7%
Cycle - commuting/work	8.0%	5.4%	2.1%	2.1%	7.9%	74.6%
Cycle - leisure	4.4%	9.6%	6.7%	3.7%	17.8%	57.7%
Walk - leisure/commuting/work	51.8%	25.9%	7.6%	1.8%	7.4%	5.5%

Only 18.7% of all respondents indicated that they 'Never' drove in the city. However, over half indicated that they never cycled. This group of individuals, were more likely to score favourably around areas relating to cycle ways.

Very few people 'Never' walk - accounting for a mere 5.5% of residents. Therefore those not noticing the impact of verges, litter bins, for example are insignificant in the overall results of this survey.

Focus Group Summaries

Two groups took place and were held at lunchtime and early evening to encourage participation. In total eight residents took part.

Key findings:

- COLAS do a difficult job as they need to respond to things as they happen with little notice
- There is a lack of visibility of COLAS as an organisation
- Some confusion over how COLAS operate - i.e. does COLAS decide on priorities or PCC?
- More information relating to bad weather gritting
- Residents consider COLAS to offer a fair - good standard of customer service/satisfaction

Verbatim Comments:

- What is the gritting rationale? I live down a road where one half is gritted and other isn't - could we have more information about how this should work?
- New junction near Coach and Horses was a mess when you were doing it.
- More information about what COLAS do would help - I didn't know you could report these things to COLAS or PCC.
- What is the rationale for the things you do?
- Sometimes there is a lack of clarity why changes have even been made to things like cycle lanes and junctions.
- Who decides on drop curbs?
- Need more early morning street cleans - students often leave the streets in Southsea a mess and you find you are tripping over their junk to get to work.
- Authority, with the help of COLAS, need to enforce things more - so things like flytipping.
- More bins that offer recycling options in city centre and Southsea please.
- Would be good if cycle lane installation made more sense.
- No problem at all with street lighting - if one is ever out - its never for long.
- Sometimes the signage for diversions seems incomplete - so you see an end of diversion but didn't see anything previously but cones.
- I am not so bothered about advance warning - I often just happen on them anyway.
- Advance notice on street cleans would be good - not too early but needs to be more than 2 weeks.
- Too many traffic light poles and signs on extra poles next to others.
- It must be difficult plan for extreme weather - so they have a hard job to do in some respects.
- Is it COLAS or the PCC who set priorities?
- Really COLAS should be left to get on with it - don't you think? They are the ones with the experience.
- Some of the road markings down the Eastern Road need a clean/repaint.
- How about putting some of those rumble bars between cars and cycle lanes?
- Poor line markings around St Mary's Hospital, Copnor Bridge and Eastern road.
- Should consider extra street cleaning when it's really bad post football in Goldsmith Avenue.
- Pedestrians and cyclists seem to be lower priority.

- It would be useful to know the priority of gritting in the city - it doesn't always make much sense.
- COLAS could be less invisible.
- Some of the drop curbs are not fit for purpose, so its difficult if you are pushing a wheelchair.
- Dog poo bins are often filled with general rubbish and they aren't well maintained.
- Some of the cycle lane layouts are awful - the ones by Canoe Lake.
- Why do some cycle lanes just stop and start - they are often narrow and dangerous.
- I have reported 2 pot holes using the App - they were dealt with quickly - 48 hrs - excellent.
- Lots of dust blowing off pavement on Goldsmith Avenue due to building works - needs cleaning up and some advance warning would have been good.
- There are trees around Prior school that need dealing with.
- The bins for dog poo in parks are covered in bird droppings and don't work.
- COLAS must be fixing the drains, as there was a smell down a nearby road one day and a few days later it was fixed and the smell had gone.
- Night works are better to stop gridlock, we know it has to happen.
- You should consider your diversions - an extra mile in a car is nothing but on a bike...please bear in mind the cyclist when you do these things.
- Do you incinerate leaves? It would be better if you could compost them (Linzi confirmed that they were incinerated)
- North part of Fresham Road - there is a dark mess over the pavement, the trees and the pavement make it a very unpleasant place to walk.