

# Polling on resident satisfaction with Rotherham Metropolitan Borough Council: Wave 4

December 2016





## Acknowledgements

The Local Government Association (LGA) Research and Information team would like to thank Populus Data Solutions for conducting this polling. We would also like to thank all the participants who took part in it.

To view more research from the Local Government Association Research and Information team please visit: <http://www.local.gov.uk/local-government-research>

# Contents

- Introduction..... 5
- Methodology ..... 5
- Key findings ..... 7
  - Headline results:..... 8
- Rotherham’s Polling Results..... 11
  - Satisfaction with local area as a place to live ..... 11
  - Satisfaction with how RMBC runs things ..... 12
  - Provision of value for money by RMBC ..... 12
  - Responsiveness of RMBC..... 13
  - Keeping residents informed..... 14
  - Trust in RMBC..... 15
  - Confidence in RMBC ..... 15
  - Satisfaction with Rotherham as a place to live ..... 16
- Annex A: Polling questions ..... 17
- Annex B: Authority level comparison ..... 19

## Introduction

This report outlines the results of a fourth and final poll of Rotherham residents undertaken in December 2016 (known as Wave 4). The poll asked eight questions about satisfaction with the council, value for money, responsiveness, trust and confidence in the council. Earlier polls were conducted in June 2015 (Wave 1), December 2015 (Wave 2) and June 2016 (Wave 3). This report examines how, if at all, views have changed over this time series.

Throughout the report, we make comparisons to our national poll of British residents, which takes place every four months. Our most recent poll, made up of a representative random sample of 1,001 British adults (aged 18 or over), was carried out by telephone between 13 and 16 October 2016<sup>1</sup>.

Additionally, Annex B, provides an analysis of Rotherham's results against other authorities that have conducted comparable surveys. These data are drawn from councils that have used our *Are You Being Served*<sup>2</sup> questions on resident satisfaction and have uploaded their results to LG Inform (the LGA's free data and benchmarking service).

Comparison with local and national results provides useful context; however, many additional factors will influence resident views of councils at a local level, including local demographics. Therefore, while the results of the polling in Rotherham provides a good high-level indication of residents' views of Rotherham and its council, it is important that these polling results are seen as complementary to a wider approach to understanding and responding to communities at a local level.

## Methodology

Between 13 and 19 December 2016, a statistically representative random sample of 520 Rotherham residents (aged 18 or over) was polled by telephone.<sup>3</sup>

The polling was based on a landline sample. While this means that mobile-only households were not included in the sample, the data has been weighted to the known profile of the area, to ensure it is representative.

The question set is outlined in Annex A for information. These are the key questions that the LGA uses regularly in polling, and were developed and tested by the LGA and Ipsos MORI, and then modified and agreed via consultation with the sector.

---

<sup>1</sup> The results of previous LGA polling can be found here: <http://www.local.gov.uk/research-performance-and-improvement>

<sup>2</sup> <http://lginform.local.gov.uk/about-lg-inform/resident-satisfaction>

<sup>3</sup> Quotas were set on age and gender and the data weighted to the known Rotherham profile of age, gender and social grade. The polling was conducted by Populus Data Solutions.

Where tables and figures report the base, the description refers to the group of people who were asked the question. The number provided refers to the unweighted number of respondents who answered each question.

As mentioned, where questions are the same this report includes comparisons of the national results from October 2016 to Rotherham's results for a similar period. Differences between the national poll and Rotherham's Wave 4 results are only highlighted within the report where they are statistically significant<sup>4</sup>.

Please note the following when reading the report:

- Throughout the report percentages in figures and tables may add to more than 100 due to rounding.
- The following conventions are used in tables: '\*' - less than 0.5 per cent; '0' – no observations; '-' – category not applicable/data not available.
- Social grades are defined as:
  - AB: Higher and intermediate managerial, administrative, professional occupations
  - C1: Supervisory, clerical and junior managerial, administrative, professional occupations
  - C2: Skilled manual occupations
  - DE: Semi-skilled and unskilled manual occupations, unemployed and lowest grade occupations

---

<sup>4</sup> Statistical significance is tested at the 95% level.

## Key findings

The results of this fourth and final Rotherham poll (known as Wave 4) show two statistically significant improvements compared to the first poll in June 2015.

As shown in Figure 1, 50 per cent of respondents in our most recent poll replied ‘a great deal’ or ‘a fair amount’ when asked how much they trust Rotherham Metropolitan Borough Council (RMBC). This is a significantly greater proportion than for the first poll in June 2015 (which stood at 42 per cent), thus representing a meaningful improvement in people’s level of trust.

Similarly, as also shown in Figure 1, 49 per cent of respondents said they have a ‘great’ or ‘moderate’ level of confidence in RMBC, demonstrating a significant upward shift in people’s level of confidence compared to our first poll in June 2015 (which stood at 41 per cent).

**Figure 1: Key improvements (Wave 4)**

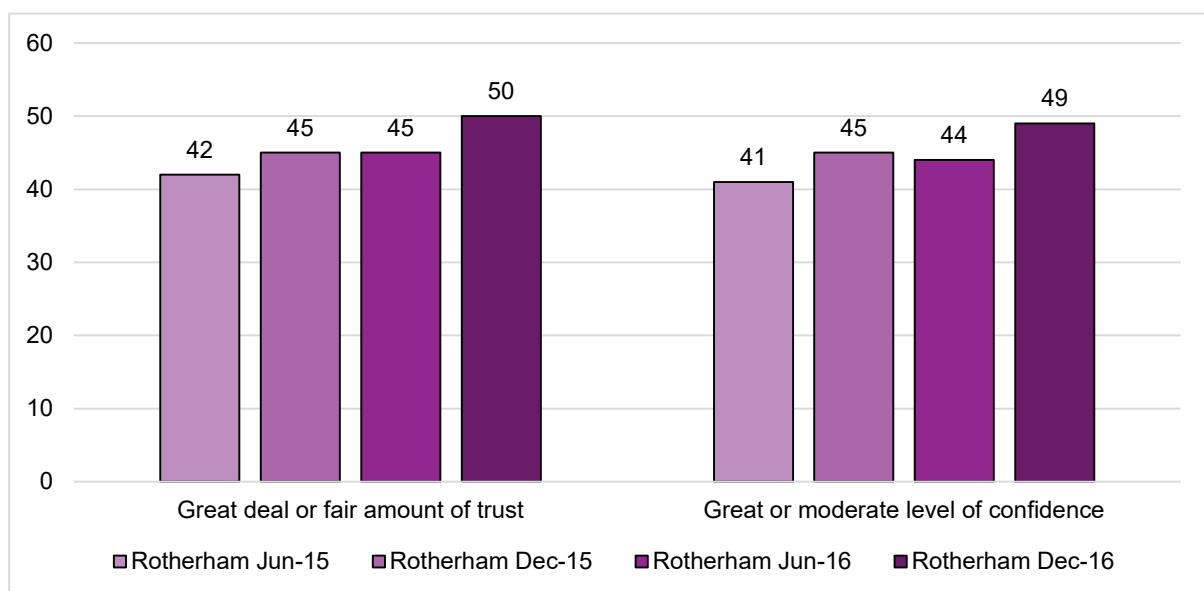


Figure 2 summarises the polling results for key indicators, combining the positive results achieved for each question (e.g. ‘a great amount’ and ‘a fair amount’). Whereas, in the last poll, there was a significant drop in the proportion of respondents who said, overall, RMBC keeps residents informed, this figure improved in Wave 4 (but not enough to indicate a meaningful change).

For the remaining measures, opinions given in Wave 4 are fairly consistent with the previous three polls. There are no significant changes in respondents’ overall satisfaction with the area as a place to live, with how the council runs things, the extent RMBC acts on the concerns of local residents or the provision of value for money (although the latter did receive its highest positive rating across all four polls).

**Figure 2: Polling results for key indicators (Rotherham and GB)**



Base (all respondents): June 2015 Rotherham: 531; Dec 2015 Rotherham: 528; June 2016 Rotherham: 520; Dec 2016 Rotherham: 520; June 2015 GB: 1008; Sept 2015 GB: 1009; June 2016 GB: 1001; Oct 2016 GB: 1002

One further question from the Rotherham poll (which did not feature in our GB poll) asked respondents, all things considered, how satisfied or dissatisfied they are with Rotherham as a place to live. Whereas there was a significant drop in overall satisfaction in Waves 2 and 3, the 66 per cent achieved in Wave 4 is closer to the figure achieved for the first poll (which stood at 69 per cent, but not high enough to indicate a meaningful change).

**Headline results:**

**Trust in RMBC**

- There was a significant increase in overall trust in RMBC in Wave 4 compared to Wave 1.
- Fifty per cent of respondents stated that they trust RMBC ‘a great deal’ or ‘a fair amount’, which is significantly higher than the 42 per cent achieved in the first poll in June 2015.
- Respondents in latest poll were significantly more likely than those in Wave 3 to select ‘a great deal’ to describe their level of trust (nine per cent compared to five per cent).
- Nationally, overall levels of trust stands at 63 per cent, which is significantly higher than achieved in any of the Rotherham polls.



## **Confidence in RMBC**

- There was a significant increase in overall confidence in RMBC in Wave 4 compared to Wave 1.
- Whereas 41 per cent of respondents in June 2015 said they had 'a great amount' or 'a moderate amount' of confidence in RMBC, the proportion has risen significantly to 49 per cent in Wave 4.

## **Satisfaction with local area as a place to live**

- There was no significant change in overall satisfaction between polls.
- At 81 per cent, the proportion of respondents in Wave 4 who are 'very satisfied' or 'fairly satisfied' with their local area as a place to live is similar to the national result of 83 per cent.

## **Satisfaction with how RMBC runs things**

- Although there was no significant change in overall satisfaction across the four polls, Wave 4 saw a five percentage point increase compared to Wave 3.
- Fifty five per cent of respondents were 'very satisfied' or 'fairly satisfied' with the way RMBC runs things – significantly lower than the national figure of 68 per cent (when asked about respective councils).

## **Provision of value for money by RMBC**

- There was no significant change in overall agreement between polls.
- Forty one per cent of respondents 'strongly agreed' or 'tended to agree' that RMBC provides value for money. This is the highest positive result achieved for this measure across the polls, but is significantly lower than the 49 per cent achieved nationally.

## **Responsiveness of RMBC**

- Forty eight per cent of respondents said, overall, RMBC acts on the concerns of local residents. Overall agreement among Rotherham respondents sits significantly behind the national result (62 per cent).

## **Keeping residents informed**

- Whereas Wave 3 saw a significant decrease in proportion of respondents who said, overall, RMBC keeps residents well informed (down from 49 per cent to 43 per cent), this increased to 48 per cent in the latest poll (but not enough to indicate a meaningful change).
- Nationally, 66 per cent of respondents said their local council keeps residents 'very well informed' or 'fairly well informed' about the services and benefits it provides, which is significantly higher than for RMBC.

## **Satisfaction with Rotherham as a place to live, all things considered**

- Whereas Waves 2 and 3 saw significant drops in overall satisfaction with Rotherham as a place to live, all things considered, compared to Wave 1, the figure in Wave 4 increased (but not enough to indicate a meaningful change).
- Sixty six per cent of respondents in Wave 4 said that overall, all things considered, they were 'very satisfied' or 'fairly satisfied' with RMBC as a place to live, whereas the highest figure achieved was 69 per cent in Wave 1 (dropping to 61 and 62 per cents respectively in Waves 2 and 3).

There have also been some significant changes within the general trends that are explored in more detail within the report.

## Rotherham's Polling Results

This section outlines the full set of polling results for our fourth and final Rotherham poll which took place in December 2016 (Wave 4). Three previous polls have been conducted, one in June 2015 (Wave 1) to establish a baseline picture of residents' views of Rotherham and its council, a second in December 2015 (Wave 2) and a third in June 2016 (Wave 3).

### Satisfaction with local area as a place to live

Eight out of ten respondents said, overall, they were satisfied with their local area as a place to live – with 81 per cent of respondents in Rotherham selecting 'very satisfied' or 'fairly satisfied', similar to the proportion nationally (83 per cent). The proportion of respondents who are generally satisfied has remained stable across the four polls. There were no significant differences in opinion in Wave 4 compared to the previous three polls.

Notable differences within Wave 4:

- Those in the 55-64 and the 65 and over age groups were significantly more likely to be 'very satisfied' with their local area as a place to live than average.
- Respondents in the 45-54 age group were more likely to be 'fairly satisfied' with their local area as a place to live than average.
- Those in the 'AB' group of managerial and professional workers were more likely than average to report a high level of overall satisfaction.

**Table 1: Overall, how satisfied or dissatisfied are you with your local area as a place to live?<sup>5</sup>**

	June 2015	Dec 2015	June 2016	Dec 2016	Oct 2016
	Wave 1 %	Wave 2 %	Wave 3 %	Wave 4 %	GB %
<b>Very or fairly satisfied</b>	<b>79</b>	<b>82</b>	<b>80</b>	<b>81</b>	<b>83</b>
Very satisfied	35	31	35	35	33
Fairly satisfied	44	51	45	45	50
Neither satisfied nor dissatisfied	9	6	9	8	10
Fairly dissatisfied	7	6	6	7	5
Very dissatisfied	5	6	5	4	3
Don't know	-	-	*	*	-

Base (all respondents): June 2015 Rotherham: 531; Dec 2015 Rotherham: 528; June 2016 Rotherham: 520; Dec 2016 Rotherham: 520; Oct 2016 GB: 1002

<sup>5</sup> Local area was defined as "the area within 15 – 20 minutes walking distance from your home".

## Satisfaction with how RMBC runs things

The majority of respondents in Wave 4 (55 per cent) were ‘very satisfied’ or ‘fairly satisfied’ with how RMBC runs things, compared to 68 per cent nationally. The figure for Rotherham is significantly lower than the national result. There were no significant increases/decreases in satisfaction across the four polls.

Notable differences within Wave 4:

- Respondents in the ‘DE’ group of semi-skilled and unskilled manual occupations were significantly more likely than average to report a high level of satisfaction.

**Table 2: Overall, how satisfied or dissatisfied are you with the way Rotherham Metropolitan Borough Council runs things?<sup>6</sup>**

	June 2015	Dec 2015	June 2016	Dec 2016	Oct 2016
	Wave 1 %	Wave 2 %	Wave 3 %	Wave 4 %	GB %
<b>Very or fairly satisfied</b>	<b>55</b>	<b>54</b>	<b>50</b>	<b>55</b>	<b>68</b>
Very satisfied	12	15	12	14	15
Fairly satisfied	42	39	38	41	53
Neither satisfied nor dissatisfied	14	16	17	13	18
Fairly dissatisfied	16	18	20	19	8
Very dissatisfied	14	12	13	11	5
Don't know	*	*	*	1	*

Base (all respondents): June 2015 Rotherham: 531; Dec 2015 Rotherham: 528; June 2016 Rotherham: 520; Dec 2016 Rotherham: 520; Oct 2016 GB: 1002

## Provision of value for money by RMBC

The proportion of respondents who ‘tend to agree’ or ‘strongly agree’ that RMBC provides value for money stood at 41 per cent. This is the highest result for this question across the four polls, although opinion did not vary enough from the polls to indicate a meaningful change. The result is significantly lower than 49 per cent reported nationally.

Notable differences between polls were:

- In the two June polls, respondents were more likely to strongly disagree that Rotherham provides value for money when compared to the December polls.

<sup>6</sup> The GB polling asked about ‘your local council’ rather than naming an individual council.

Notable differences within Wave 4 were:

- Those in the ‘DE’ group of semi-skilled and unskilled manual occupations were more likely than all other social grades to agree that RMBC provides value for money.

**Table 3: To what extent do you agree or disagree that Rotherham Metropolitan Borough Council provides value for money?<sup>7</sup>**

	June 2015	Dec 2015	June 2016	Dec 2016	Oct 2016
	Rotherham Wave 1	Rotherham Wave 2	Rotherham Wave 3	Rotherham Wave 4	GB (National)
	%	%	%	%	%
<b>Strongly or tend to agree</b>	<b>39</b>	<b>40</b>	<b>38</b>	<b>41</b>	<b>49</b>
Strongly agree	8	10	7	7	11
Tend to agree	31	31	31	34	39
Neither agree nor disagree	28	33	29	30	30
Tend to disagree	19	17	19	19	13
Strongly disagree	13	8	13	9	7
Don't know	1	1	*	2	1

Base (all respondents): June 2015 Rotherham: 531; Dec 2015 Rotherham: 528; June 2016 Rotherham: 520; Dec 2016 Rotherham: 520; Oct 2016 GB: 1002

**Responsiveness of RMBC**

Council responsiveness is an important measure of local accountability as it looks at whether councils are perceived to be receptive to local issues and problems. The proportion of respondents who answered positively as to whether RMBC acts on the concerns of local residents (i.e. ‘a great deal’ or ‘a fair amount’) was significantly lower than the national results (48 per cent for Rotherham, 62 per cent nationally).

Notable differences between polls were:

- Overall satisfaction with council responsiveness increased significantly between Wave 1 and Wave 2 (from 44 per cent to 51 per cent). It dropped in Wave 3 to 46 per cent and rose to 48 per cent this time around. However, opinion did not vary enough between Waves 3 and 4 to indicate a meaningful change.
- Across all four polls, respondents were significantly more likely than those in the national poll to reply ‘not very much’ when asked about the extent to which RMBC acts on the concerns of local residents.

<sup>7</sup> The following preamble was used: “In considering the next question, please think about the range of services [Rotherham Metropolitan Borough Council/your council] provides to the community as a whole, as well as the services your household uses. It does not matter if you do not know all of the services [Rotherham Metropolitan Borough Council/your council] provides to the community. We would like your general opinion. ”

Notable differences within Wave 4 were:

- Those in the 'AB' group of managerial and professional workers were more significantly likely to reply 'a fair amount' when compared to all other social groups.

**Table 4: To what extent do you think Rotherham Metropolitan Borough Council acts on the concerns of local residents?**

	June 2015	Dec 2015	June 2016	Dec 2016	Oct 2016
	Rotherham Wave 1	Rotherham Wave 2	Rotherham Wave 3	Rotherham Wave 4	GB (National)
	%	%	%	%	%
<b>A great deal or fair amount</b>	<b>44</b>	<b>51</b>	<b>46</b>	<b>48</b>	<b>62</b>
A great deal	5	7	6	6	10
A fair amount	39	44	40	42	52
Not very much	37	36	37	36	28
Not at all	12	9	13	11	7
Don't know	7	4	4	5	3

Base (all respondents): June 2015 Rotherham: 531; Dec 2015 Rotherham: 528; June 2016 Rotherham: 520; Dec 2016 Rotherham: 520; Oct 2016 GB: 1002

### Keeping residents informed

Forty eight per cent of Rotherham respondents in Wave 4 said that RMBC keeps residents 'very well' or 'fairly well' informed about the services and benefits it provides. This is significantly lower than the most recent national result (66 per cent), but is similar to the figure achieved for RMBC in December 2015 (which stood at 49 per cent).

**Table 5: Overall, how well informed do you think Rotherham Metropolitan Borough Council keeps residents about the services and benefits it provides?**

	June 2015	Dec 2015	June 2016	Dec 2015	Oct 2016
	Rotherham Wave 1	Rotherham Wave 2	Rotherham Wave 3	Rotherham Wave 4	GB (National)
	%	%	%	%	%
<b>Very or fairly well informed</b>	<b>44</b>	<b>49</b>	<b>43</b>	<b>48</b>	<b>66</b>
Very well informed	6	8	7	8	13
Fairly well informed	38	42	36	40	53
Not very well informed	37	35	38	34	24
Not well informed at all	15	14	18	17	9
Don't know	3	2	*	1	1

Base (all respondents): June 2015 Rotherham: 531; Dec 2015 Rotherham: 528; June 2016 Rotherham: 520; Dec 2016 Rotherham: 520; Oct 2016 GB: 1002

## Trust in RMBC

Fifty per cent of Rotherham respondents stated that they trust their council ‘a great deal’ or ‘a fair amount’; a significantly higher proportion than for Wave 1 which stood at 42 per cent. The national figure is significantly higher than the result for Wave 4, standing at 63 per cent. Nevertheless, Rotherham’s most recent result signifies a significant improvement in trust compared to the first poll.

In particular, there were a significant rises in those selecting ‘a great deal’ (five per cent in Wave 3 to nine per cent in Wave 4) and ‘a fair amount’ (35 per cent in Wave 1 and 42 per cent in Wave 4).

<b>Table 6: How much do you trust Rotherham Metropolitan Borough Council?</b>					
	<b>June 2015</b>	<b>Dec 2015</b>	<b>June 2016</b>	<b>Dec 2015</b>	<b>Oct 2016</b>
	<b>Rotherham Wave 1</b>	<b>Rotherham Wave 2</b>	<b>Rotherham Wave 3</b>	<b>Rotherham Wave 4</b>	<b>GB (National)</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>A great deal or fair amount</b>	<b>42</b>	<b>45</b>	<b>45</b>	<b>50</b>	<b>63</b>
A great deal	6	7	5	9	10
A fair amount	35	38	40	42	52
Not very much	34	39	32	32	25
Not at all	22	15	22	15	11
Don't know	2	1	1	2	1

Base (all respondents): June 2015 Rotherham: 531; Dec 2015 Rotherham: 528; June 2016 Rotherham: 520; Dec 2016 Rotherham: 520; Oct 2016 GB: 1002

## Confidence in RMBC

As Table 7 shows, 49 per cent of respondents in Wave 4 stated that they have a great or moderate amount of confidence in RMBC; a significantly higher proportion than for Wave 1 which stood at 41 per cent. Indeed, this is the highest level of agreement given for this question across the four polls. This indicates a significant improvement in confidence since the first poll. There is no national comparison for this question.

**Table 7: To what extent would you say that you have confidence in Rotherham Metropolitan Borough Council?**

	June 2015	Dec 2015	June 2016	Dec 2016
	Rotherham Wave 1	Rotherham Wave 2	Rotherham Wave 3	Rotherham Wave 4
	%	%	%	%
<b>To a great or moderate extent</b>	<b>41</b>	<b>45</b>	<b>44</b>	<b>49</b>
To a great extent	6	7	4	7
To a moderate extent	35	38	39	42
To a small extent	33	37	32	31
Not at all	25	18	23	19
Don't know	1	*	1	1

Base (all respondents): June 2015 Rotherham: 531; Dec 2015 Rotherham: 528; June 2016 Rotherham: 520; Dec 2016 Rotherham: 520

### Satisfaction with Rotherham as a place to live

Finally, respondents were asked, all things considered, how satisfied or dissatisfied they were with Rotherham as a place to live. Sixty six per cent of respondents said, overall, that they were satisfied. Whereas Waves 2 and 3 saw significant drops in overall satisfaction with Rotherham as a place to live, all things considered, compared to Wave 1, the figure in Wave 4 increased (but not enough to indicate a meaningful change).

Within Wave 4, respondents in the age group 65 and above were more likely than all other age groups to say they were, overall, satisfied with Rotherham as a place to live.

There is no national comparison for this question.

**Table 8: Overall, all things considered, how satisfied or dissatisfied are you with Rotherham Borough as a place to live?**

	June 2015	Dec 2015	June 2016	Dec 2016
	Rotherham Wave 1	Rotherham Wave 2	Rotherham Wave 3	Rotherham Wave 4
	%	%	%	%
<b>Very or fairly satisfied</b>	<b>69</b>	<b>61</b>	<b>62</b>	<b>66</b>
Very satisfied	19	18	18	19
Fairly satisfied	50	43	44	47
Neither satisfied nor dissatisfied	15	20	17	15
Fairly dissatisfied	9	11	13	12
Very dissatisfied	7	7	8	7
Don't know	*	*	*	*

Base (all respondents): June 2015 Rotherham: 531; Dec 2015 Rotherham: 528; June 2016 Rotherham: 520; Dec 2016 Rotherham: 520



## Annex A: Polling questions

1. Overall, how satisfied or dissatisfied are you with your local area as a place to live?

*Please consider your local area to be the area within 15 – 20 minutes walking distance from your home*

Very satisfied  
Fairly satisfied  
Neither satisfied nor dissatisfied  
Fairly dissatisfied  
Very dissatisfied  
Don't know

Your local area receives services from Rotherham Metropolitan Borough Council. Rotherham Metropolitan Borough Council is responsible for a range of services such as refuse collection, street cleaning, planning, education, social care services and road maintenance.

2. Overall, how satisfied or dissatisfied are you with the way Rotherham Metropolitan Borough Council runs things?

Very satisfied  
Fairly satisfied  
Neither satisfied nor dissatisfied  
Fairly dissatisfied  
Very dissatisfied  
Don't know

3. In considering the next question, please think about the range of services Rotherham Metropolitan Borough Council provides to the community as a whole, as well as the services your household uses. It does not matter if you do not know all of the services Rotherham Metropolitan Borough Council provides to the community. We would like your general opinion.

To what extent do you agree or disagree that Rotherham Metropolitan Borough Council provides value for money?

Strongly agree  
Tend to agree  
Neither agree nor disagree  
Tend to disagree  
Strongly disagree  
Don't know

4. To what extent do you think Rotherham Metropolitan Borough Council acts on the concerns of local residents?

- A great deal
- A fair amount
- Not very much
- Not at all
- Don't know

5. Overall, how well informed do you think Rotherham Metropolitan Borough Council keeps residents about the services and benefits it provides?

- Very well informed
- Fairly well informed
- Not very well informed
- Not well informed at all
- Don't know

6. How much do you trust Rotherham Metropolitan Borough Council?

- A great deal
- A fair amount
- Not very much
- Not at all
- Don't know

7. To what extent would you say that you have confidence in Rotherham Metropolitan Borough Council?

- To a great extent
- To a moderate extent
- To a small extent
- Not at all
- Don't know

8. Overall, all things considered, how satisfied or dissatisfied are you with Rotherham Borough as a place to live?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

## Annex B: Authority level comparison

This section outlines Rotherham's results against the results of other councils that have used the same method and set of questions. These councils have all complied with the LGA's 'Are You Being Served' guidance<sup>8</sup>, which allows councils to upload their data to LG Inform (the LGA's free data and benchmarking service), to benchmark their results against other councils.

This annex outlines results for those councils that have uploaded surveys conducted, like Rotherham, by telephone. To date, just a small number of forward-thinking councils have begun to participate in this benchmarking and upload their results to LG Inform, both to put their own results into context and provide a resource for the benefit of the whole sector. As more councils upload data, the analysis in this section can be updated. Other authorities have submitted data collected postally or face-to-face; these have not been included here as survey results collected via these different methods are not directly comparable to the results of telephone surveys. However, for interest, these further results, as well as more information about the guidance, can be found here: <http://lginform.local.gov.uk/about-lg-inform/resident-satisfaction>.

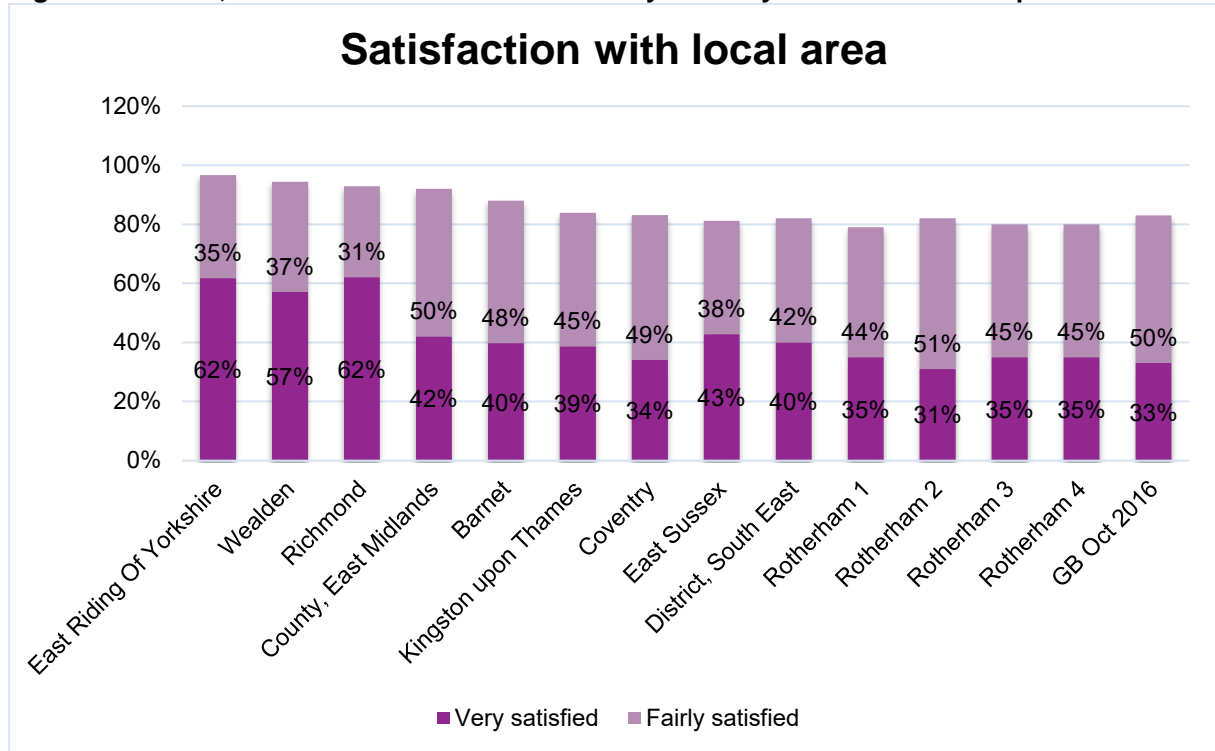
The table below provides details about the councils that have provided results. Note that not every council included every question in their survey, therefore, the number of comparators differs by question.

<b>Council</b>	<b>Council type</b>	<b>Council region</b>	<b>Year survey conducted</b>	<b>Base</b>
Barnet	London Borough	Greater London	2012/13	1,602
Richmond	London Borough	Greater London	2012/13	1,428
Coventry	Metropolitan District	West Midlands	2013/14	1,111
East Riding of Yorkshire	Unitary Authority	Yorkshire and Humber	2013/14	1,067
East Sussex	County	South East	2013/14	1,006
Kingston upon Thames	London Borough	Greater London	2013/14	999
Wealden	District	South East	2014/15	1,001
Anonymised	District	South East	2014/15	557
Anonymised	County	East Midlands	2014/15	1,157

The charts below outline, for each question, Rotherham's results against the results of the councils listed in the table above.

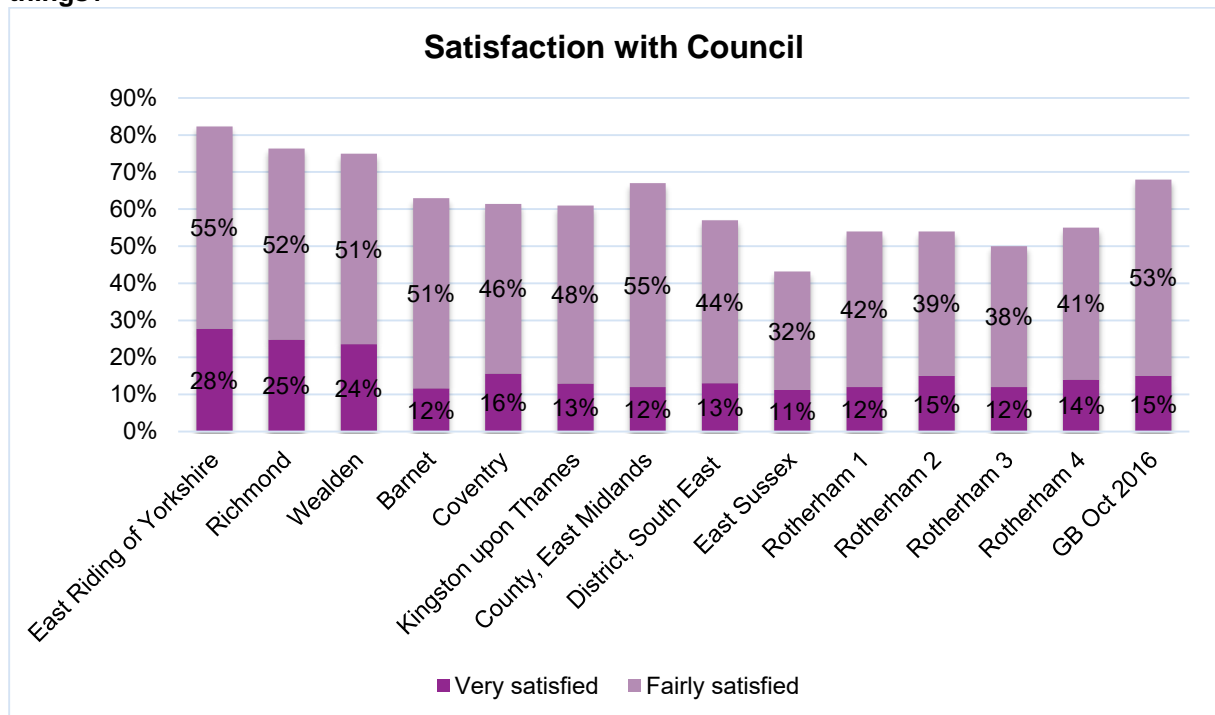
<sup>8</sup> This comprises a set of resident satisfaction questions that councils can include in their local surveys and guidance on quality criteria which, when followed, allows them to make comparisons with other councils' results.

**Figure 1: Overall, how satisfied or dissatisfied are you with your local area as a place to live?<sup>9</sup>**



Source: LGA polling (GB and Rotherham) and councils' own surveys

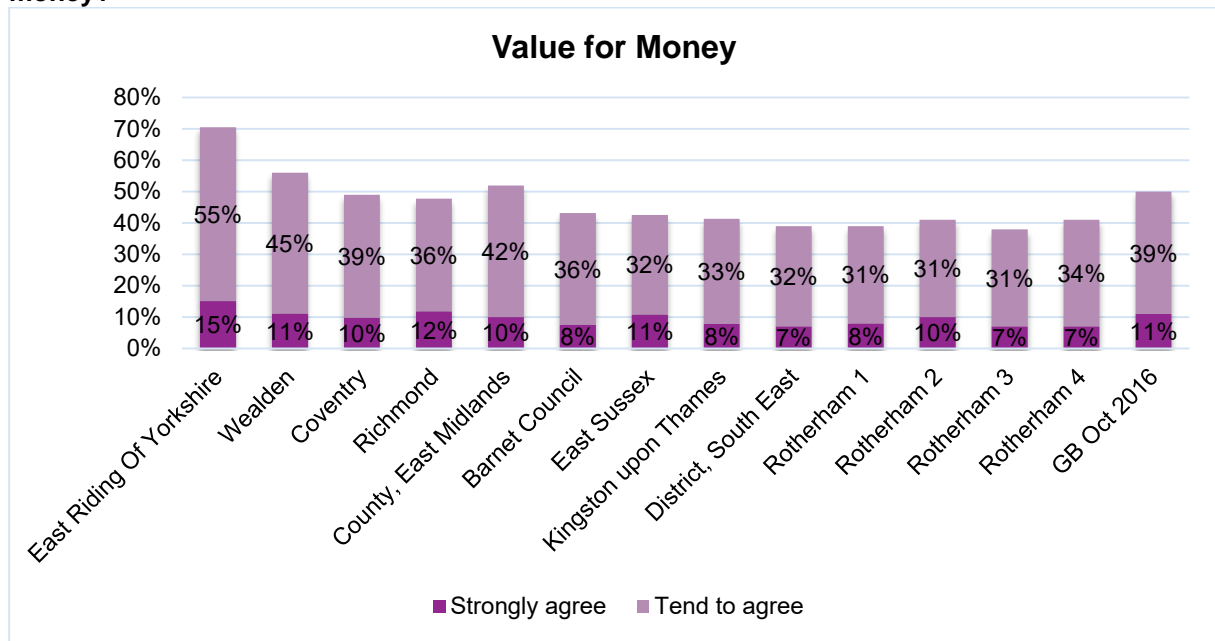
**Figure 2: Overall, how satisfied or dissatisfied are you with the way [name of council] runs things?**



Source: LGA polling (GB and Rotherham) and councils' own surveys

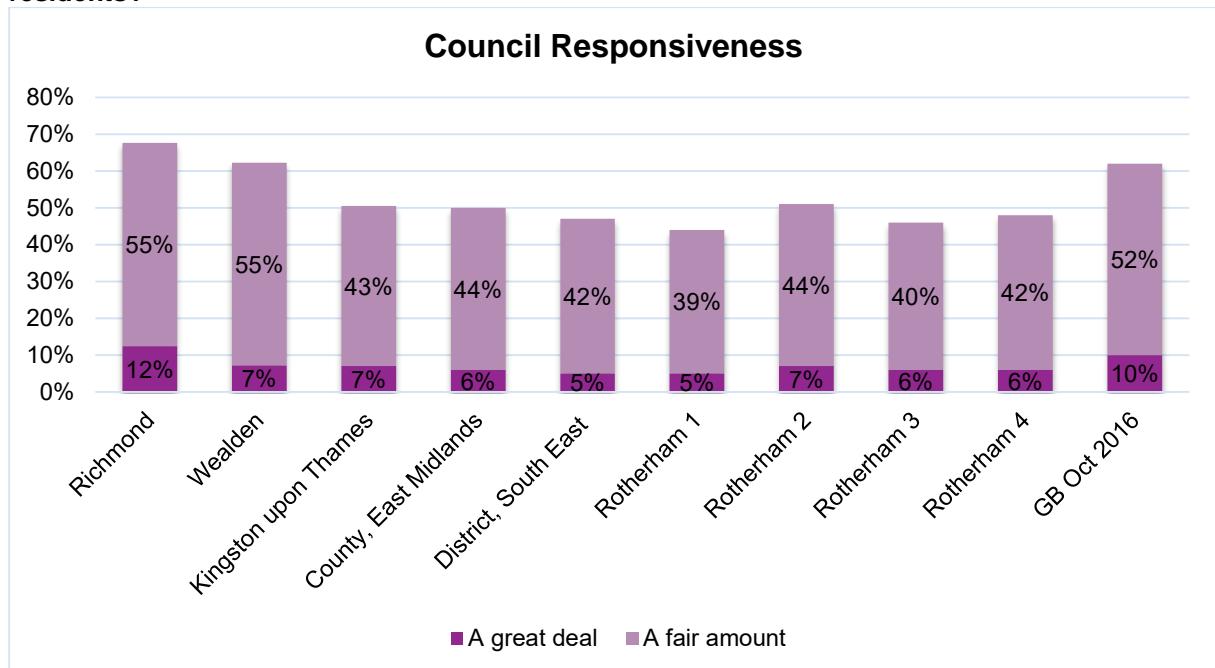
<sup>9</sup> Local area was defined as “the area within 15 – 20 minutes walking distance from your home”

**Figure 3: To what extent do you agree or disagree that [name of council] provides value for money?<sup>10</sup>**



Source: LGA polling (GB and Rotherham) and councils' own surveys

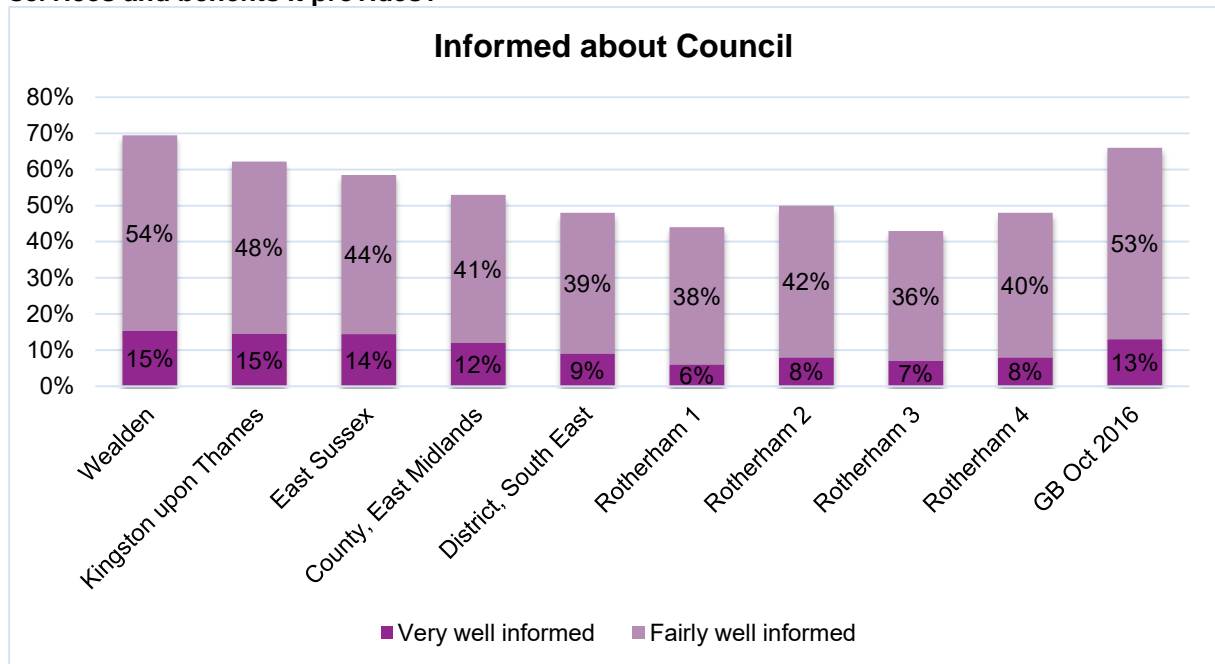
**Figure 4: To what extent do you think [name of council] acts on the concerns of local residents?**



Source: LGA polling (GB and Rotherham) and councils' own surveys

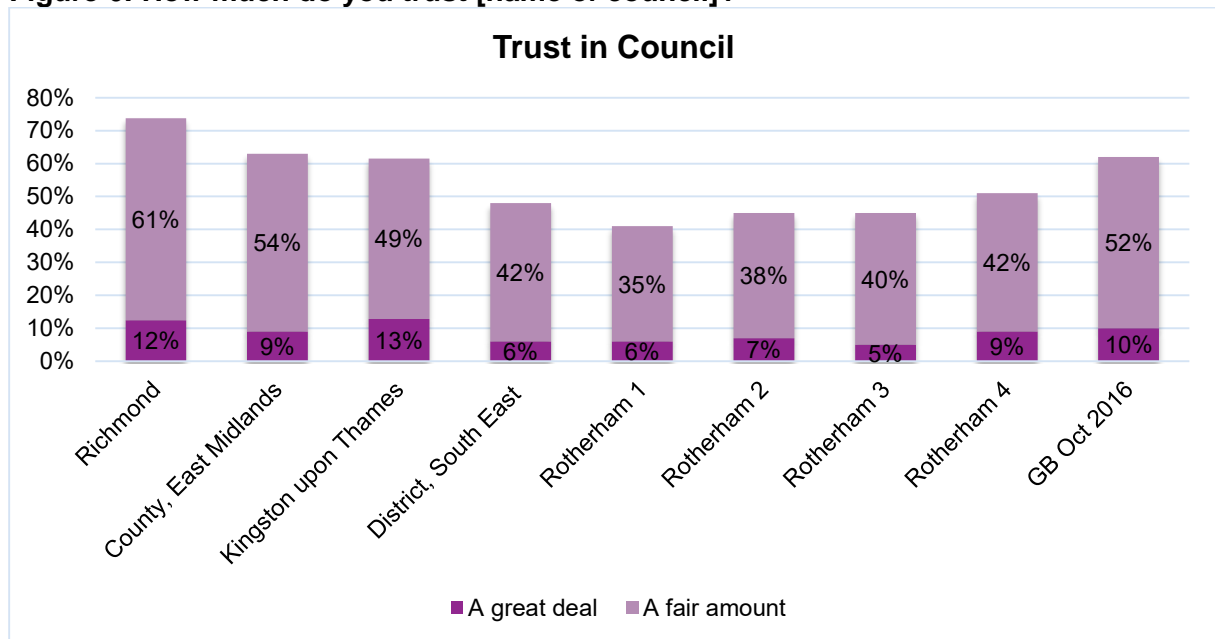
<sup>10</sup> The following preamble was used: 'In considering the next question, please think about the range of services [name of council] provides to the community as a whole, as well as the services your household uses. It does not matter if you do not know all of the services [name of council] provides to the community. We would like your general opinion.'

**Figure 5: Overall, how well informed do you think [name of council] keeps residents about the services and benefits it provides?**



Source: LGA polling (GB and Rotherham) and councils' own surveys

**Figure 6: How much do you trust [name of council]?**



Source: LGA polling (GB and Rotherham) and councils' own surveys



**Local Government Association**

Local Government House  
Smith Square  
London SW1P 3HZ

Telephone 020 7664 3000  
Fax 020 7664 3030  
Email [info@local.gov.uk](mailto:info@local.gov.uk)  
[www.local.gov.uk](http://www.local.gov.uk)

© Local Government Association, January 2016

For a copy in Braille, larger print or audio, please contact us on 020 7664 3000.

We consider requests on an individual basis.