



**CHILTERN DISTRICT COUNCIL  
&  
WYCOMBE DISTRICT COUNCIL**

## **Chiltern & Wycombe Joint Waste Collection Committee**

**Thursday, 4th July, 2013  
At  
10.30 am**

**Cabinet Room, King George V House, King George V Road,  
Amersham**

**LATE REPORT:**

**Item 6: Customer Satisfaction Survey**



## Joint Waste Services Update Satisfaction Surveys

Author - Kitran Eastman (28<sup>th</sup> June 2013)

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### 1. Introduction

The purpose of this report is to provide an update to the Joint Waste Collection Committee of the results of the first satisfaction survey for the Joint Waste Service.

As part of the Serco bid, which forms part of the waste contract, Serco included a Customer Satisfaction Tracker Survey. Serco wished to use the latest technology to collate and analyse a multitude of telemetric service data, to identify possible improvements in service performance. This approach will allow both us and Serco to understand the underlying dynamics of the service to address any areas of concern whilst simultaneously providing the ability to drive continuous improvement in key areas

As part of our plans for customer satisfaction monitoring we have a six monthly telephone based customer satisfaction tracker. This time scale allows for the continuous monitoring of service performance, it allows service issues or problems to be identified quickly before they become a problem. It also provides a larger number of local people to have a say and more regular opportunities to provide feedback on how services can be improved and developed.

We are aware that seasonality has a dramatic impact on satisfaction levels and reason for satisfaction and dissatisfaction vary greatly by season. Through more regular continuous monitoring of satisfaction through a regular programme are you able to understand the impact of and deal with any services issues which are particular to the seasonal for example, in Street Cleansing leaf fall, gully flooding are particular drivers of dissatisfaction during the Autumn and winter period and less prevalent in spring/summer periods.

### 2. The Surveying

The first tracker survey took place in May. The telephone survey was carried out by a company based in High Wycombe, “SPA Future Thinking” a specialist market research company.

The sample size used was 200, which is a commercially appropriate sample size and provides a high level of confidence that the results were statistically robust (95% Confidence Interval/Sampling error +/-5%). The sample was drawn at random using telephone codes and numbers in the local area. Those registered with the Telephone Preference Service were screened and removed from the sample.

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Each respondent was asked to confirm that either Wycombe District Council or Chiltern District Council was the Council listed on their council tax bill. The results of the survey were weighted in accordance with the age and characteristics of the local population in order to ensure robustness. All of the interviews were conducted by telephone, in accordance with the Market Research Society Code of Conduct.

In order to ensure that we speak to statistically representative sample of residents the surveys are conducted during the early evening of each week day, and where necessary some interviewing during the Saturday morning of that same week. The interviews will draw from residents at both authorities with 50% of interviews being conducted with residents from Wycombe District and the other 50% from the Chiltern District. The validation question is asked because telephone codes do not map directly to council boundaries and to ensure that residents of neighbouring authorities are not interviewed as part of the programme.

### 3. The Results

Residents were asked about how satisfied they were in a number of areas. The key results of the surveys can be seen below, as the percentage of residents who are satisfied or very satisfied:

	Chiltern	Wycombe	Comments	
<b>Overall Satisfactions</b>	<b>78.7%</b>	<b>86.2%</b>		
<b>Street cleaning</b>	<b>79.0%</b>	<b>86.0%</b>	Satisfied residents are happy that streets and roads are clean / tidy and think there is not much litter around. They also note a visible presence of street cleaners	The main reasons for dissatisfaction were visible litter, perceived infrequency of cleaning and a lack of visible street cleaning presence
<b>Refuse collection</b>	<b>80.0%</b>	<b>87.0%</b>	Satisfied residents are happy with the regularity and reliability of the efficient service, that all rubbish is taken / no mess is left behind, and that collections are made at a reasonable time	Reasons for dissatisfaction include perceived irregularity of the service, bins not always being emptied and bins being too small

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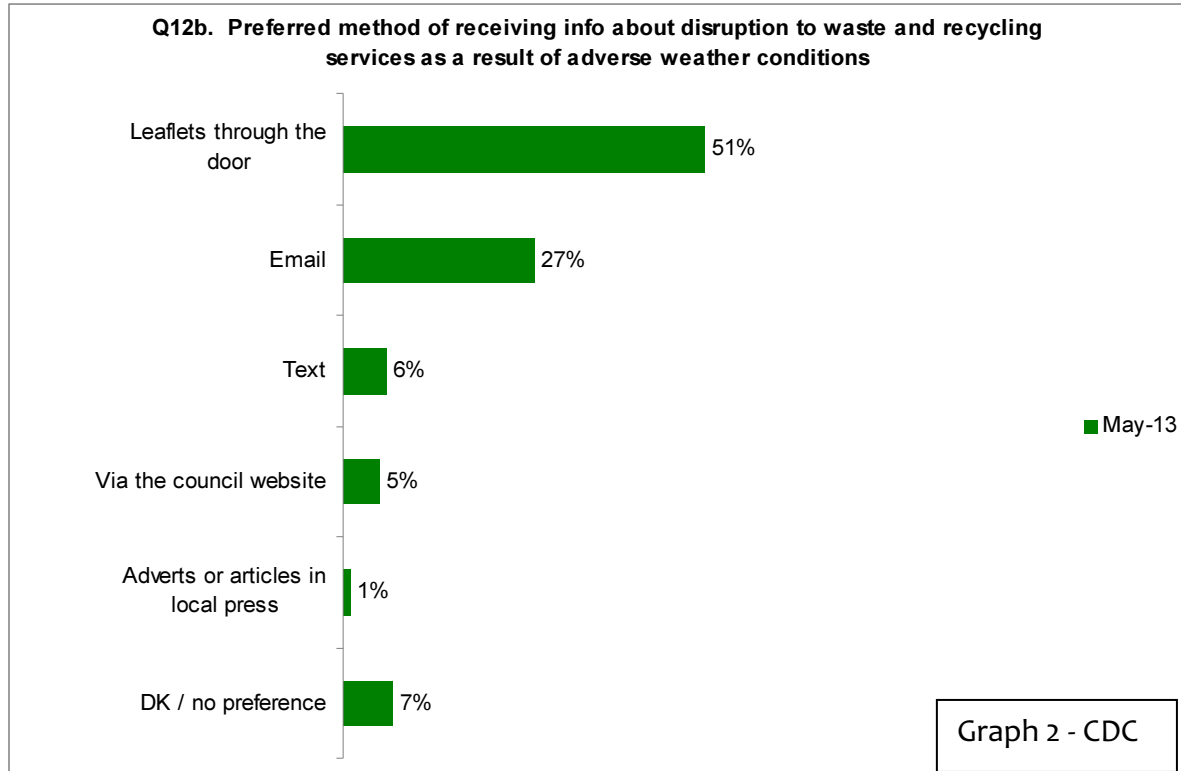
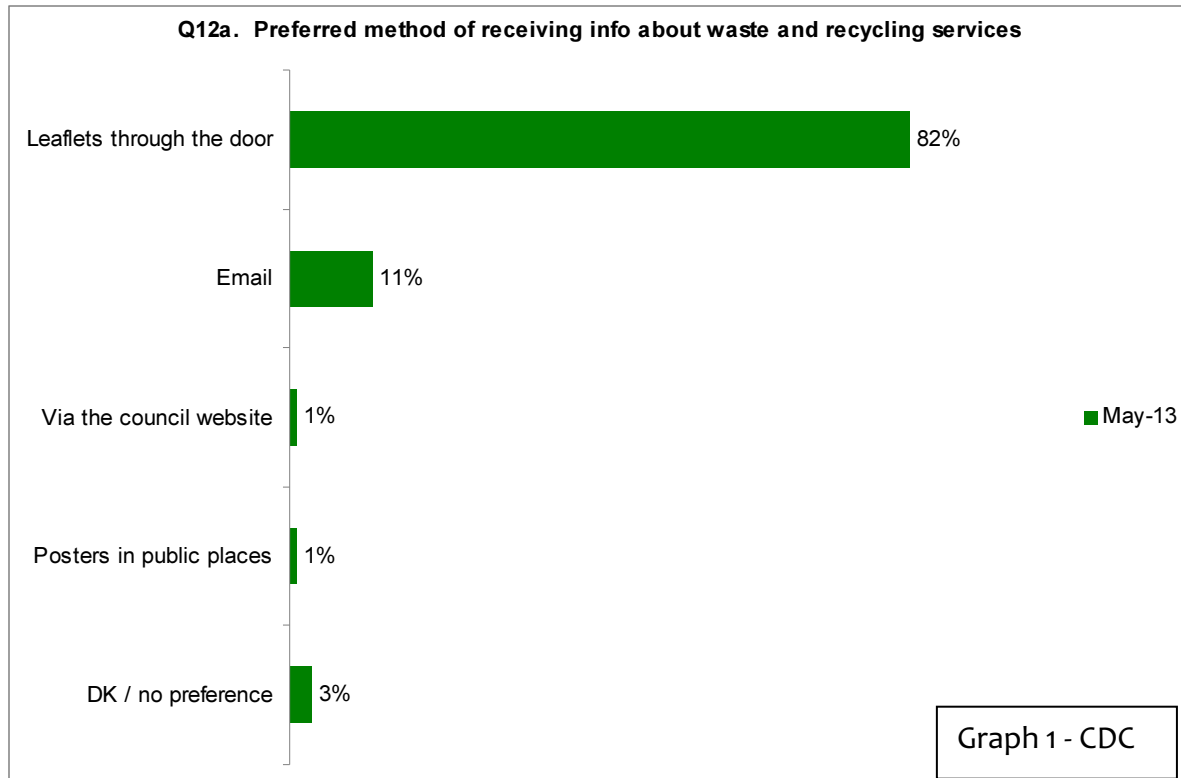
	Chiltern	Wycombe	Comments	
<b>Recycling collection</b>	<b>75.6%</b>	<b>85.2%</b>	Satisfied residents are happy with the reliability and the frequency of the efficient service, that everything is taken away with no mess left behind, and that recycling is good for the environment	Residents are dissatisfied with the service because they believe the bin is too small, the materials collected as part of the service are limited, and the service is not frequent enough
<b>Food and garden waste collection</b>	<b>80.0%</b>	<b>86.6%</b>	Satisfied residents are generally happy with the regular and timely collections, and mention that the collection team does not leave a mess	Just 9 residents are dissatisfied with the service, with these residents suggesting the service is too infrequent, the bin gets dirty / is difficult to clean, and that there is a lack of information about the service / collection dates
<b>Return of containers</b>	<b>60%</b>	<b>88%</b>	In general across all areas 74% of residents are happy with the way their containers are put back after collection. Wycombe residents are significantly happier than Chiltern residents	

In addition to these standard questions we also Chiltern Residents about the new information pack that had just gone out. 81% of Chiltern residents recall receiving an information pack advising of new services to be introduced this summer. Of these, 62% were satisfied with the information pack. 30% were neither satisfied nor dissatisfied, or did not give a satisfaction rating most likely as they had not yet read it.

Residents in both area were also asked about there preference for receiving information on waste and recycling. The results of these questions can be seen on the next page.

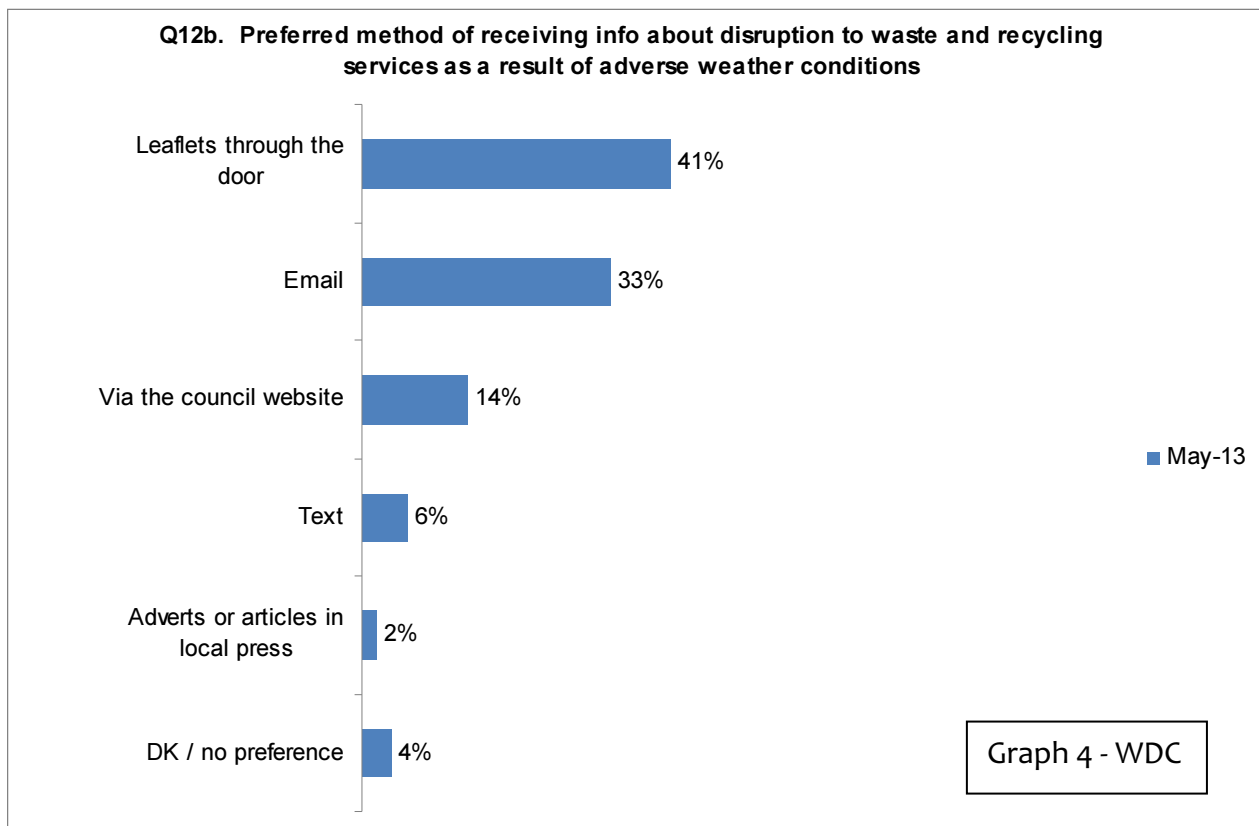
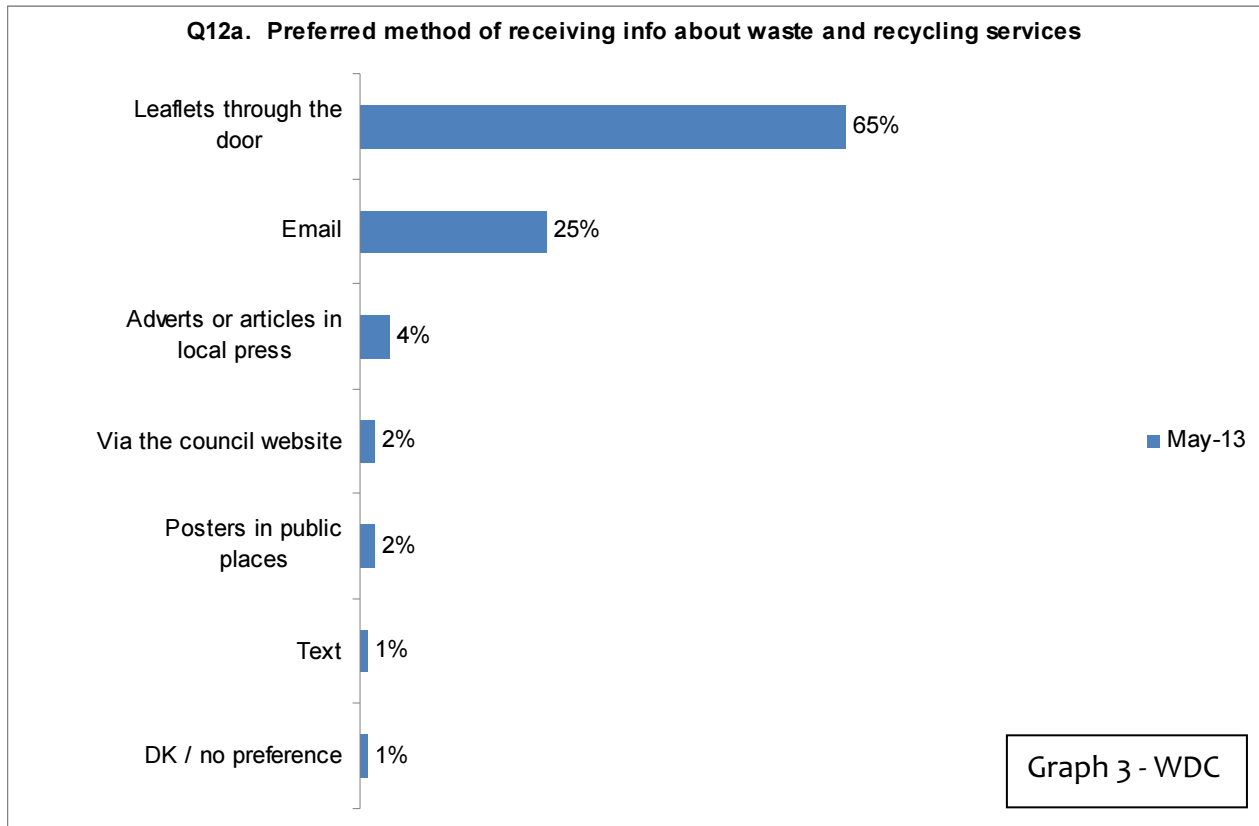
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#### 4. Conclusion

This tracker survey offered by Serco has already proven to be a very useful tool, and will continue to give us very good data and information through the contract. Some of the key areas to note are:

- Overall levels of satisfaction with waste services are good.
- Satisfaction in the WDC area is great on all counts that in the CDC area. This may be due to the great roll out of recycling to date in WDC, as well as the better performance by the out going contractor.
- Many CDC residents are unhappy with the way the containers are returned. This is something the Serco have been following up with the crews, and is a hand over from the Biffa contract.
- Satisfaction with those who are believed to have read the leaflets in the CDC area was high with only 8% being un satisfied.
- The vast majority of residents still like to receive information through their door about services, but a significant number in the WDC area also like emails.