

BROMSGROVE DISTRICT COUNCIL

18 SEPTEMBER 2007

PERFORMANCE MANAGEMENT BOARD

BVPI TRIENNIAL SATISFACTION SURVEYS 2006/07

Responsible Portfolio Holder	Councillor Roger Hollingworth Leader of the Council
Responsible Head of Service	Hugh Bennett Assistant Chief Executive

1. SUMMARY

To report to Performance Management Board on the outcome of the triennial best value satisfaction surveys undertaken in 2006/07. The satisfaction surveys are an important analysis because they are statistically sound, but they need to be considered in conjunction with other consultation information such as previous focus groups, 'glad or grumpy', equalities forum. The report highlights the key issues and proposes a strategic response. which can be taken into consideration when looking at the Council Plan part 1.

2. RECOMMENDATIONS

- 2.1 That the Board notes the satisfaction survey results as shown in section 4.2 together with the comparisons and analyses in section 4.3 and appendix 1.
- 2.2 That the Board notes the key messages from the Bromsgrove survey results as highlighted in section 4.4 and appendices 2 through 5.
- 2.3 That the Board notes the summary of key issues arising from these satisfaction surveys and the comments and proposed actions for each, as set out at section 4.5.
- 2.4 That the Board notes the conclusions made by DCLG, summarised at section 4.6

3. BACKGROUND

- 3.1 The satisfaction surveys are undertaken every three years, in accordance with detail guidance on timing, questions and respondents from government departments. The last survey was in 2003/04. The surveys cover the following areas – Corporate Health, Environment, Culture, Planning and Benefits.

4. RESULTS OF THE SATISFACTION SURVEYS

4.1 The overall satisfaction survey results for Bromsgrove are shown at 4.2 overleaf, along with a comparison of results for other neighbouring authorities at section 4.3. Section 4.4 highlights the key messages from the Bromsgrove results. DCLG has done some analysis of the national results and the key points of that are shown at section 4.5.

4.2 Overall satisfaction survey results

Ref	Description	2003/04 Result	2006/07 Result	Quartile
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Corporate Health

BV3	Overall Satisfaction with the way the authority runs things	48%	51%	3
BV4	Satisfaction with complaint handling.	25%	31%	4

Environment

BV89	Satisfaction with street cleanliness	61%	62%	4
BV90a	Satisfaction with waste collection.	83%	76%	3
BV90b	Satisfaction with waste recycling (local facilities)	71%	76%	1

Culture

BV119a	Satisfaction with sports and leisure facilities	45%	53%	4
BV119b	Satisfaction with libraries	n/a	72%	3
BV119c	Satisfaction with museums / galleries	25%	27%	3
BV119d	Satisfaction with theatres / concert halls	n/a	33%	3
BV119e	Satisfaction with parks and open spaces	71%	76%	2

Planning Satisfaction survey

BV111	Satisfaction with planning service by those making a planning application	69%	56%	n/a
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Benefits Satisfaction Survey

BV80a	Satisfaction with contact with the office	78%	79%	n/a
BV80b	Satisfaction with service in the office	78%	83%	n/a
BV80c	Satisfaction with the telephone service	73%	72%	n/a
BV80d	Satisfaction with staff in the office	83%	84%	n/a
BV80e	Satisfaction with forms	62%	61%	n/a
BV80f	Satisfaction with speed of the service	78%	74%	n/a
BV80g	Overall Satisfaction with the service	82%	82%	n/a

4.3 Comparison of satisfaction survey results with other authorities in the county

BVPI No.	Description	Bromsgrove	Malvern Hills	Wychavon	Worcester City	Redditch	Wyre Forest
CORPORATE HEALTH							
3	Overall Satisfaction with the way the authority runs things	51%	57%	65%	61%	54%	50%
4	Satisfaction with complaint handling	31%	36%	45%	42%	35%	37%
ENVIRONMENT							
89	Satisfaction with street cleanliness	62%	74%	77%	69%	72%	62%
90a	Satisfaction with waste collection	76%	87%	84%	79%	87%	67%
90b	Satisfaction with waste recycling (local facilities)	76%	86%	80%	72%	79%	73%
CULTURE							
119a	Satisfaction with sports and leisure facilities	53%	61%	66%	66%	56%	65%
119b	Satisfaction with libraries	72%	-	80%	75%	-	82%
119c	Satisfaction with museums / galleries	27%	49%	37%	60%	33%	42%
119d	Satisfaction with theatres / concert halls	33%	79%	38%	57%	53%	32%
119e	Satisfaction with parks and open spaces	76%	85%	81%	74%	78%	76%

4.4 Key messages from the Bromsgrove satisfaction survey results

4.4.1 Appendix 1 provides more detail for each satisfaction indicator, showing trends (both for Bromsgrove and the national trend), quartile positions and movements a summary of the national position and Bromsgrove in context.

4.4.2 For most of the satisfaction indicators the trend for Bromsgrove has been favourable, overall satisfaction increased, compared to an average decrease nationally. Where the national trend increased Bromsgrove results, in most cases, increased by a bigger margin. Likewise, where the national trend was a decrease then Bromsgrove results usually decreased by a lesser amount. The only two indicators where Bromsgrove trend was worse than the national trend was BV 89 – street cleanliness and BV90a – waste collection. However, celebrations about Bromsgrove results bettering the national trend need to be tempered by the fact that for most of the satisfaction indicators Bromsgrove was starting from a very low base, two exceptions being BV90b – recycling (top quartile) and BV119e – parks and open spaces (2nd quartile).

4.4.3 In addition to the comparisons of satisfaction indicators described above, some work has been done on analysing elements of the detailed survey responses which go towards the overall satisfaction indicator BV3. These are summarised in the following paragraphs, with more detail provided in Appendices 2 through 5.

4.4.4 In terms of quality of life, social cohesion, respect and anti-social behaviour satisfaction levels amongst Bromsgrove respondents are slightly better than the average for all Districts, apart from 'rubbish and litter lying around' where the Council is 2 percentage points worse than the average for all Districts, see Appendix 2 for details.

4.4.5 In terms of information provision, participation and local decision making Bromsgrove councils' results are somewhat lower than the national average, only 39% of respondents in Bromsgrove feel very or fairly well informed about the services provided, compared to an average of all District councils of 49% and an average for all types of council of 47%. Also Bromsgrove respondents are less satisfied with the opportunities for participation in decision making and ability to influence decisions than the average for all Districts, albeit by a smaller margin, on the other hand only 20% of respondents would like to be more involved in decision making, compared to an average for all Districts of 24%. See appendix 3 for details

4.4.6 Appendix 4 shows the priorities for areas for improvement as expressed by the respondents. The way in which the survey was conducted was that respondents were given the 'closed' list of potential candidates for improvement as shown in the appendix, which explains why local issues such Longbrige do not appear on the list.

4.4.7 In terms of perception a significant proportion of people think that there have been improvements over the last three years in waste and recycling services provided. In three areas a significant minority of respondents think that service has worsened – keeping public land clear of litter (19%), overall how the council runs things (22%) and, perversely (given that 50% perceive an improvement), collection of household waste (20%). An overall majority of respondents think that the Council is making the local area a better place to live; working to make the area safer; working to make the area cleaner and greener; is trustworthy and treats all types of people fairly. On the other hand the majority of respondents believe that the Council does **not** provide good value for money; does **not** act on the concerns of local residents and is remote and impersonal. Respondents are split 50/50 as to whether the council promotes the interests of local residents or not and whether it is well run and efficient or not. See appendix 5 for details.

4.4.8 The Benefits survey covers all aspects of the Benefit Service but specifically focuses on Customer Service issues. Consideration is being given to carrying out an ongoing survey which would highlight any dips in service that could be rectified quickly and would also ensure ongoing consultation with customers. The results of the survey for Bromsgrove are very positive. The two main areas which require some attention are the telephone service, and the standard of information provided which includes benefit application forms and also the notification letters. This area is always a difficulty due to the complex nature of Housing and Council Tax benefit legislation. Some preliminary discussions have taken place with the Customer Service Centre regarding the survey and some suggestions have been made for improvement, see Appendix 6 for details.

4.5 Summary of issues

Issue	Comment
Satisfaction with complaint handling is bottom quartile	New Complaints handling system being introduced in January 2008.

Satisfaction with street cleanliness is bottom quartile, 19% of respondents think this has worsened in the past three years and is seen as a priority for improvement	Possible area for additional funding in future years. See Council Plan part 1 report.
The top five items identified by respondents as priorities for improvement are in areas which are not the responsibility of the Council	Road & Pavements is a problem that County are beginning to recognise. Crime levels and activities for teenagers may well be a future priority for the Council (see Council Plan part 1 report). The Council has recently established a scrutiny task group on public transport and established a Transport LSP theme group
The proportion of respondents who feel very or fairly well informed about the services provided by the council is, at 39%, ten percentage points below the average for District Councils	The Council has recently invested in a new Communications and Customer First manager
A majority of respondents believe that the Council does not provide good value for money	The Council needs to make visible improvements to help drive perception and continue to improve communications
Respondents were split 50/50 as to whether the Council is well run and efficient or not	Given the "Poor" rating this is surprisingly good. We need to move to Fair and onto Excellent
A majority of respondents believe that the Council does not act on the concerns of local residents	Increase co-ordinated consultation and ensure feedback
Respondents were split 50/50 as to whether the council promotes the interests of local residents or not	Continue with improved press coverage and deliver large projects – Town Centre, Longbridge and Train Station
A majority of respondents believe the Council is remote and impersonal	Review Customer First strategy and incorporate new access strategy. Improve Customer Service Centre and links to the back office. Improve communications on how to contact the Council

4.6 DCLG Summary

The DCLG summary concludes that the relationship between satisfaction and service performance, as measured by objective performance indicators and assessments is complex. Looking across councils, satisfaction correlates with measures of performance such as Comprehensive Performance Assessment (CPA) – better councils achieve higher levels of public satisfaction. Over time however, whilst objective measures show significant improvement from 2000-01¹, this has not been reflected in the public's view of local government. There are a wide range of factors that may affect how people feel about their local authority and its services. Some of these, such as demographic characteristics, how informed people are, and views on participation and local decision making have been initially explored in this report. Other factors may include:

- Service use & direct experience
- Perceived value for money
- Expectations in relation to other public and private services
- Characteristics of the area – for example deprivation or ethnic diversity
- Performance on particular issues – for example liveability

DCLG is conducting further analysis to establish what the most important factors are in determining the public’s views of local government and their local area, and why some people are more satisfied than others. This work will contribute to understanding about how councils and their partners can respond to public views and concerns, and how to improve reputations in line with services.

5. FINANCIAL IMPLICATIONS

5.1 No financial implications

6. LEGAL IMPLICATIONS

6.1 No Legal Implications

7. CORPORATE OBJECTIVES

7.1 Performance reporting and performance management contribute to achieving the objective of improving service performance.

8. RISK MANAGEMENT

8.1 There are no risk management issues

9. CUSTOMER IMPLICATIONS

9.1 None

10. OTHER IMPLICATIONS

Procurement Issues: None.
Personnel Implications: None
Governance/Performance Management: see 7.1 above
Community Safety including Section 17 of Crime and Disorder Act 1998: None
Policy: None
Environmental: None
Equalities and Diversity: None

11. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	No
Chief Executive	at CMT
Corporate Director (Services)	at CMT
Assistant Chief Executive	Yes
Head of Service	Yes
Head of Financial Services	at CMT
Head of Legal & Democratic Services	at CMT
Head of Organisational Development & HR	at CMT
Corporate Procurement Team	No

12. APPENDICES

- Appendix 1 Detail satisfaction survey results for Bromsgrove.
- Appendix 2 Quality of life, social cohesion, respect and anti-social behaviour results
- Appendix 3 Information provision, participation and local decision making
- Appendix 4 Priorities for Improvement
- Appendix 5 Perceptions of the Council
- Appendix 6 Benefits service proposed actions.

13. BACKGROUND PAPERS

DCLG Best Value User satisfaction surveys 2006-07 General Survey National Report
Audit Commission spreadsheet with satisfaction survey PI results
(both of the above available on respective websites)
Detailed results of the SNAP survey which support the overall survey results (available from John Outhwaite)

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