

# Bromsgrove District Council

## Residents Survey

July 2008

Draft Report



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**APPENDIX 1: Historical benchmarking**

**APPENDIX 2: Questionnaire**

**APPENDIX 3: Respondents' comments**

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## 1 SUMMARY OF MAIN FINDINGS

### **RESPONDENT PROFILE:**

The majority of respondents (56%) were aged 55 or over, 20% were aged 45-54, 15% were aged 35-44, 9% were aged 25-34 and only 1% (4 individuals), were aged 18-24. 25% of the sample said that they had children under the age of 18. Just over half the sample were female (53%), while the remaining 47% were male.

Around 1 in 4 respondents (26%) said that they had a long standing illness, disability or infirmity. The majority of respondents (95%) described themselves as White British, while 1% described themselves as White Irish, 1% as White Other and 1% as Indian.

Nearly 7 in 10 respondents (69%) had internet access at home or at work (34% at home and work, 32% at home only, and 3% at work only). 7% read a local paper most days, 42% did so once or twice a week, 25% most weeks, and 26% read a local paper less frequently or never.

### **COUNCIL PRIORITIES:**

When asked about satisfaction with the Council's performance towards achieving their priorities, 13% of respondents were satisfied with the regeneration of Bromsgrove town Centre (50% dissatisfied), 18% with increasing the availability of affordable housing (16% dissatisfied), and 26% with developing an increased sense of community (37% dissatisfied). 32% were satisfied with the Council's performance in improving customer services (22% dissatisfied), while 46% were satisfied with improvements to the cleanliness of streets and recycling (38% dissatisfied).

Residents were asked to say which of the Council's priorities they would replace if they could. 38% said that they would replace 'Increasing the availability of affordable housing', 25% said 'Regenerating Bromsgrove Town Centre' and 19% said 'Improving customer service'. Instead, respondents would like the Council to focus on 'Improving the lives of older people' (46%), a 'Greater focus on rural issues' (17%), and 'Redeveloping the Longbridge site' (11%).

### **CUSTOMER ACCESS:**

63% had contacted the Council in the last 12 months - 57% last made contact over the phone and 35% visited an office. The majority who made contact in the last 12 months (61%) said they would prefer to contact the Council over the phone, in person (23%) or via email (10%). The main reasons for contact were; to request information (27%), to register a complaint (24%) or to make an application (16%).

Those who had contact the Council were asked how satisfied or dissatisfied they were with different aspects of their contact. 83% were satisfied with how easy it was to contact the Council (11% dissatisfied), 70% with how easy it was to get hold of the right person (20% dissatisfied), 77% with the helpfulness of staff (14% dissatisfied), 71% with the ability of staff to deal with their enquiry (24% dissatisfied), and 63% with the final outcome of their enquiry (29% dissatisfied).

The majority of respondents (84%) said that their call should be answered within 6 rings or less (35 seconds). 32% of respondents said that they had visited the Customer Service Centre (CSC) in Bromsgrove Town Centre in the last year, while 66% said that they had not and 2% were not sure.

Those who had visited the CSC were asked whether or not they would recommend it to a friend or relative. Nearly three quarters (73%) said that they would, while 11% said they would not. They asked to rate different elements of their experience with the CSC. The most positively rated elements were; the ease of getting through the door (60%), the availability of parking places (53%), the lighting (52%), the height of counters (49%), and the signs and display materials (49%).

Around 1 in 5 respondents (19%) said they were aware of the Council's customer service standards. Respondents were asked to think about their own experience of being in contact with the Council, and how satisfied they were that each of these Standards were met. The responses included a high proportions 'Don't know/ No opinion' responses, but if these are excluded the most positive responses were for; Being polite at all times (78% positive), Answering telephone within 6 rings (64% positive), and Ensuring that services, offices and information are accessible as possible to all customers (62% positive).

The highest proportions of negative responses (once 'Don't know /No opinion' codes are removed) were for: Providing a full response to customer complaints within 10 working days (41% negative), Acknowledging customer complaints within 3 working days (40% negative), Responding to voicemail messages within 2 working days (36% negative), and Responding to emails within 5 working days (35% negative).

When asked about negative experiences when contacting the council, respondents were most likely to say that they had had no reply to a voicemail (29%), no response to a letter (27%) or not got through to the Customer Service Centre (26%).

### **COUNCIL COMMUNICATIONS:**

Very few residents (7%) claimed to visit the Councils' website once a month or more, although a further 19% claimed to visit once or twice a year. The main reason for visiting was to find information on the local area (52%), followed by information about the Council or Council services (51%).

Those who had used the website were asked about their experiences of it. 61% said that they could find the information they were looking for (18% could not), 20% said the information they found was out of date, (36% said that it was not), 67% said that they were able to understand the information on the website (while 11% could not), and 23% said that the layout was confusing, while 42% disagreed. Nearly two thirds of respondents (64%) said that they were satisfied with the website overall, while around 1 in 10 respondents were dissatisfied (9%).

62% of respondents said that they remember receiving Together Bromsgrove in the last four months, 62% of whom said it was useful, and 14% said it was not useful. 4 in 5 respondents (80%) said that they remembered receiving the most recent Council tax leaflet, 55% of whom described it as useful while 13% disagreed.

Respondents were asked the extent to which they feel that the local press influences their views of the Council. 35% said it influenced their views to some extent or to a great extent, 22% said the press influenced their views to a slight extent and 38% said that the local press does not influence their views at all.

#### **STREET SCENE AND WASTE MANAGEMENT SYSTEMS:**

Respondents were asked how satisfied or dissatisfied they are with the cleanliness of their street - 58% were satisfied, while 33% were dissatisfied. 53% were satisfied that areas of public land in the district are clean, while 33% were dissatisfied. Residents were then asked how much of a problem fly tipping is in their local area. 5% of residents said that in their area, fly tipping was a very big or fairly big problem (17%).

Residents were asked how satisfied or dissatisfied they are with the refuse collection service. 71% said they were satisfied, while 24% were dissatisfied. Those who were dissatisfied were asked if they had experienced any problems with their refuse collection service. The main issues were debris left in the street (73%), and that collections were not frequent enough (58%).

Residents were told that Councillors have taken the decision to no longer provide free green waste collection across the District from April 2009. Around 9 in 10 respondents (91%) said that they were against this decision.

#### **BROMSGROVE TOWN CENTRE:**

Overall, 1 in 5 respondents (20%) said that they were satisfied with the retail and leisure facilities on offer in the town centre, while 45% were dissatisfied. 25% said that they were satisfied with transport links to and from the town centre, while the same proportion (25%) said that they were dissatisfied.

Respondents were asked whether they would be in favour of a number of steps to improve traffic safety. 81% were in favour of encouragement to use existing long stay and short stay car parks, 70% in favour of fines for illegal parking, and 68% were in favour of the introduction of designated on-street parking zones.

#### **CULTURAL AND RECREATIONAL ACTIVITIES:**

Respondents were most likely to say that they were satisfied with parks and open spaces (67%), with libraries (61%), with nature trails, with country paths (48%), and with the Christmas lights (35%). They were least satisfied with outdoor sports facilities (22%) and with the range and quality of shops (18%).

37% said that they were satisfied with the range of entertainment offered at the Artrix Centre, while 6% were dissatisfied and 47% did not know.

When asked whether the Council should continue to charge residents to attend the Bonfire night, 34% said that charging should continue, 31% said that it should not continue and 34% had no opinion.

**CORPORATE:**

When asked about the Council, 17% of the sample said that they had a full understanding of the choices that the Council has to make, 70% said that they had some understanding and 13% said that they had no understanding.

Overall, 38% were satisfied with the way that the Council runs things, 23% were neither satisfied nor dissatisfied and 39% were dissatisfied. Just over a quarter of the respondents (28%) agreed that they could influence decisions affecting their local area, while 72% disagreed.



## 2 INTRODUCTION

Bromsgrove District Council commissioned Snap SurveyShop to conduct their 2008 resident survey. This report contains the research findings.

### 2.1 Methodology

A questionnaire was designed by the client and set up in Snap Software. The questionnaire was sent to a stratified random sample of 1,500 residents on 15<sup>th</sup> May 2008, a reminder was sent to all non-respondents on 6<sup>th</sup> June 2008. A total of 611 surveys were returned. This is a response rate of 41% and gives a margin of error of +/- 3.96% at the 95% level.

### 2.2 Sampling

The tenant database provided by the client contained a total of 37,936 records. Snap Surveys invited a stratified random sample of 1,500 residents to take part in the survey; response rates for various sub-groups are shown below:

	Total number of addresses	Number surveyed	Number who responded	Response rate
URBAN 1	23,960	945	396	42%
URBAN 2	4,889	195	79	41%
RURAL 1	5,504	210	69	33%
RURAL 2	3,583	150	56	37%
TOTAL	37,936	1,500	600 (+11)	41%

A total of 11 surveys were returned with the URN obscured or missing which means that we have been unable to link them to a particular area.

### 2.3 Analysis of results

Figures in this report are generally calculated as a proportion of respondents who answered each question. Percentages in a particular chart will not always add up to 100%. This may be due to rounding.

The report often reports on a combination of scores, for example the percentage of respondents who are satisfied with a given element. This involves adding together the number of people who were very satisfied and fairly satisfied and calculating the figure as a percentage of the number of respondents to that question. For this reason, the overall % satisfied score might be slightly different to the score obtained when adding together the % very satisfied and % fairly satisfied as displayed on the chart.

The data has been Z-tested at 95% confidence level. The Z-test is a statistical test which determines if the percentage difference between subgroups is large enough to be statistically significant or whether the difference is likely to have occurred by chance.

The data has been split in to four geographical subgroups, and these are mentioned throughout the report. The areas referred to are as follows:

<b>Classification</b>	<b>Area</b>
Rural 1	Hagley; Furlongs; Uffdown; Woodvale
Rural 2	Alvechurch; Tardebigge
Urban 1	Waseley; Beascon; Hillside; Catshill; Marlbrook; Linthurst; Norton; Sidemoor; St Johns; Whitford; Slideslow; Charford; Stoke Heath; Stoke Prior
Urban 2	Hollywood & Majors Green; Drakes Cross & Walkers Heath; Wythall South

## 2.4 Structure of this report

This report is split into the following sections:

- Respondent profile
- Council priorities
- Customer Access
- Council Communications
- Street Scene and waste management
- Bromsgrove Town Centre
- Cultural & Recreational Activities
- Corporate
- Conclusions

### 3 RESPONDENT PROFILE

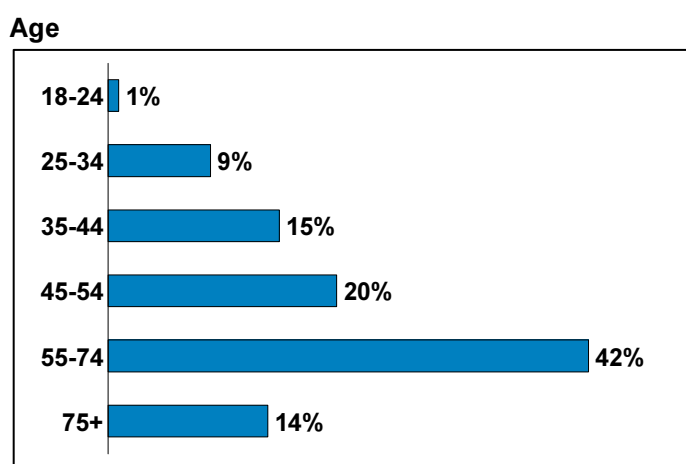
#### 3.1 Introduction

This section of the report profiles respondents by demographics (gender, age, ethnicity and disability). It also looks at internet access, frequency of reading a local paper and whether or not the respondents have children under the age of 18.

#### 3.2 Age, children and Gender

The majority of respondents (56%) were aged 55 or over, 20% were aged 45-54, 15% were aged 35-44, 9% were aged 25-34 and only 1% of respondents (4 individuals), were aged 18-24.

25% of the sample said that they had children under the age of 18. 53% of those aged under 34 had children under 18, compared to 52% of those aged 35-54, and 3% of those aged over 55.



Base: All respondent (577)

Just over half the sample (53%) were female, while the remaining 47% were male.

#### 3.3 Disability and ethnicity

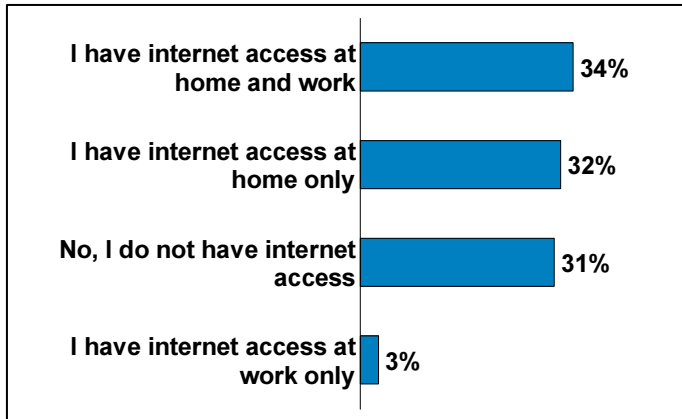
Around 1 in 4 respondents (26%) said that they had a long standing illness, disability or infirmity. As we would expect, there is a strong correlation with age, with older age groups more likely to have a disability; 18-34 (7% disabled), 35-54 (13%), 55-74 (32%), 75+ (54%).

The vast majority of respondents (95%) described themselves as White British, 1% described themselves as White Irish, 1% as White Other and 1% as Indian.

### 3.4 Internet access and the local newspaper

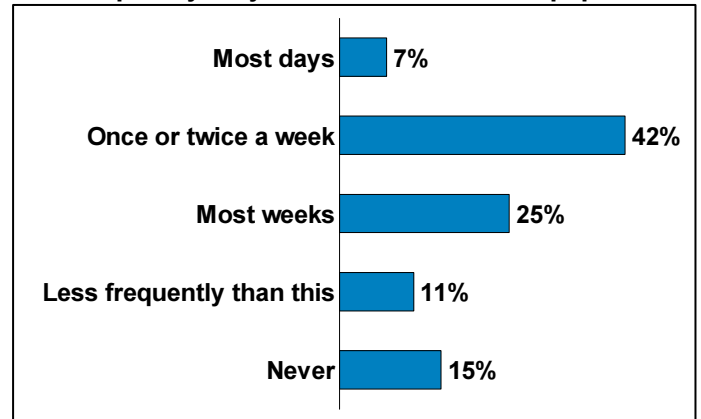
Nearly 7 in 10 respondents (69%) had internet access at home or at work. 34% had access at home and at work, 32% access at home only and 3% had access at work only. Older respondents were significantly less likely to have internet access.

#### Do you have internet access at home or work?



Base: All respondent (595)

#### How frequently do you read the local newspaper?



Base: All respondent (601)

7% read a local paper (such as the Bromsgrove Advertiser, Bromsgrove Messenger and Bromsgrove Standard) most days, 42% read a local paper once or twice a week, 25% read a local paper most weeks, and 26% read a local paper less frequently or never.

Those living in Urban 1 were the most likely to read a local paper.

## 4 COUNCIL PRIORITIES

### 4.1 Introduction

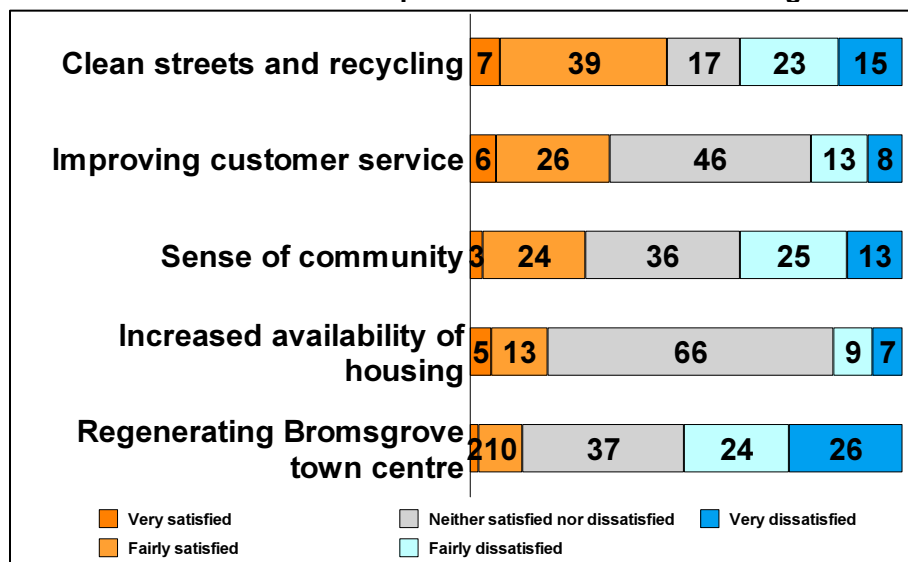
This section looks at satisfaction with the Council's performance towards achieving their priorities, which priority residents would most like to replace, and what they would want to replace it with.

### 4.2 Progress in meeting priorities

Residents were given a list of the Council's 5 priorities and were asked to state how satisfied or dissatisfied they are with the Council's performance towards achieving each one. The results were mixed:

- 13% were satisfied with the Council's performance towards regenerating Bromsgrove town Centre (50% dissatisfied)
- 18% were satisfied with the Council's performance in increasing the availability of affordable housing (16% dissatisfied)
- 26% were satisfied with the Council's performance in developing an increased sense of community (e.g. through reducing crime and antisocial behaviour and promoting services for children and young people). 37% were dissatisfied.
- 32% were satisfied with the Council's performance in improving customer services (22% dissatisfied)
- 46% were satisfied with the Council's performance towards improving the cleanliness of streets and recycling (38% dissatisfied).

**Satisfaction with the Council's performance towards achieving**



Base: All respondents (537~566)

There were relatively high proportions of people saying that they were neither satisfied nor dissatisfied, notably for increasing the availability of affordable housing (66% neither satisfied nor dissatisfied) and improving customer service (46% neither satisfied nor dissatisfied).

Those giving a neutral response, may have done so because these areas are less important to them, or because they have no experience of them; e.g. those who are neither satisfied nor dissatisfied with the Council’s performance in increasing the availability of affordable housing may not feel that it is an issue that is particularly relevant to them, perhaps because they own their own property.

The differences across different areas are shown in the table below. The figures highlighted in red show the area that is most dissatisfied with the Council’s performance, while those in green show the most satisfied area. Urban 1 residents are consistently more dissatisfied than other areas:

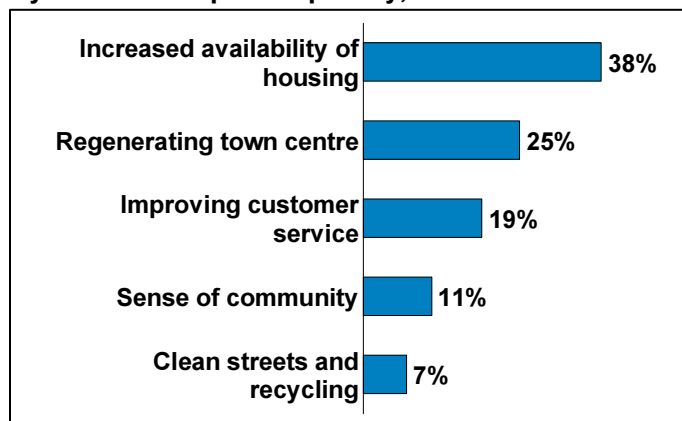
	<b>Urban 1</b>		<b>Urban 2</b>		<b>Rural 1</b>		<b>Rural 2</b>	
	+ve	-ve	+ve	-ve	+ve	-ve	+ve	-ve
Regenerating Bromsgrove Town Centre	9%	66%	18%	2%	19%	21%	23%	17%
Increased availability of affordable housing	15%	19%	15%	9%	30%	10%	23%	10%
Improving customer services	30%	25%	39%	11%	31%	18%	38%	19%
Sense of community	23%	43%	45%	28%	31%	20%	26%	32%
Clean streets and recycling	46%	41%	42%	33%	45%	37%	50%	26%

Interestingly, those people that said that they had no understanding of the choices that the Council has to make, were more likely to say that they were very dissatisfied with the Councils’ performance in delivering on its’ priorities.

### 4.3 Improving the Council's priorities

Residents were asked to say which of the Council's priorities they would replace if they could replace one. 38% said that they would replace Increasing the availability of affordable housing, 25% said that they would replace Regenerating Bromsgrove Town Centre and 19% would replace Improving customer service.

**If you were to replace a priority, which one would it be?**



Base: All respondents (562)

There were few differences of note, but younger respondents were more likely than older respondents to say that they would like to replace increasing the availability of affordable housing; 50% of those aged 18-34 would replace affordable housing compared to 44% of those aged 35-54, 34% of those aged 55-74 and 22% of those aged over 75.

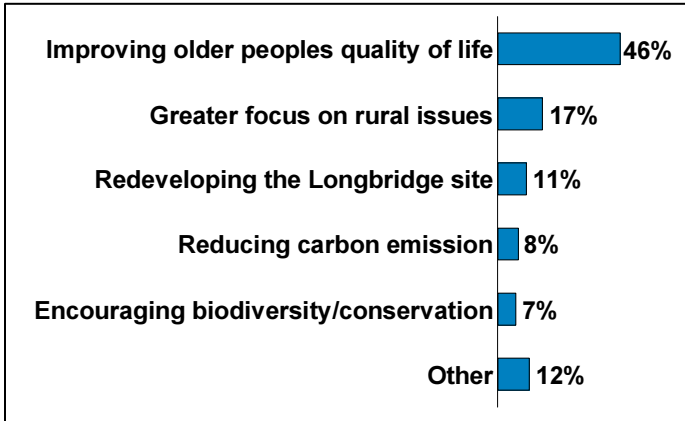
This is a surprising finding given the fact that affordable housing is often considered to be a young persons' issue. It would be interesting to know the motives behind why younger people felt that this was a less important issue for the Council to address, e.g. whether or not it is related to homeownership and fears over the impact that more housing may have on the value of their own property, or whether the motives are more altruistic.

The findings for different areas are shown below:

<b>Which would you replace?</b>	<b>Urban 1</b>	<b>Urban 2</b>	<b>Rural 1</b>	<b>Rural 2</b>
Increased availability of affordable housing	40%	28%	42%	30%
Regenerating Bromsgrove Town Centre	23%	38%	30%	22%
Improving customer services	22%	13%	5%	20%
Sense of community	9%	13%	13%	19%
Clean streets and recycling	6%	9%	10%	9%

Respondents were then asked what priority they would like the Council to focus on instead of the one they wanted to replace, and were given a list of options. 46% chose Improving the lives of older people, 17% chose a Greater focus on rural issues, 11% chose Redeveloping the Longbridge site, 8% chose Reducing carbon emissions and 7% chose Encouraging biodiversity.

**Which one of the following would you replace it with?**



Base: All respondents (553)

As we would expect, older respondents were more likely than younger respondents to think that the Council should make Improving older peoples’ quality of life a priority: 72% of those aged over 75 chose this option, compared to 58% of those aged 55-74, 28% of those aged 35-54 and 20% of those aged 18-34.

The figures for different areas are shown below:

<b><i>What would you replace it with?</i></b>	<b>Urban 1</b>	<b>Urban 2</b>	<b>Rural 1</b>	<b>Rural 2</b>
Improving older people’ quality of life	46%	42%	39%	54%
Greater focus on rural issues	11%	27%	40%	22%
Longbridge site	14%	7%	6%	4%
Reducing carbon emission	9%	6%	6%	2%
Encouraging biodiversity	7%	4%	5%	9%

Respondents were given the opportunity of suggesting other things that the Council should focus in instead of the existing priorities. A selection of these is shown below, and a full list can be found in the appendix.

- "Condition of streets."*
- "Encouraging business and employment opportunity."*
- "Improve public transport, including parking at train station."*
- "Making recycling more user friendly and more bin collections."*
- "Providing activities/supervision centres, etc for local youths."*



## 5 CUSTOMER ACCESS

### 5.1 Introduction

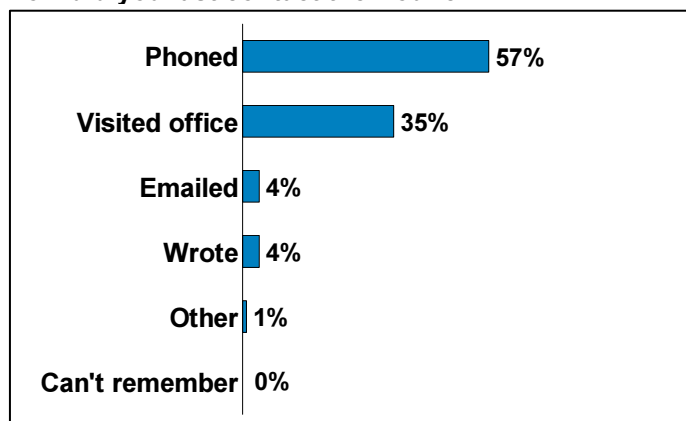
This section looks at whether or not respondents have contacted the Council in the last 12 months, how they have contacted the Council, what they contacted the Council about, the quality of service received when contacting the Council, Bromsgrove Customer Service Centre (CSC) and the Council's Customer Service Standards.

### 5.2 Method of contact

Almost two thirds of the sample (63%) had contacted the Council in the last 12 months. Of those that had been in contact with the Council, 57% last made contact over the phone and 35% visited an office.

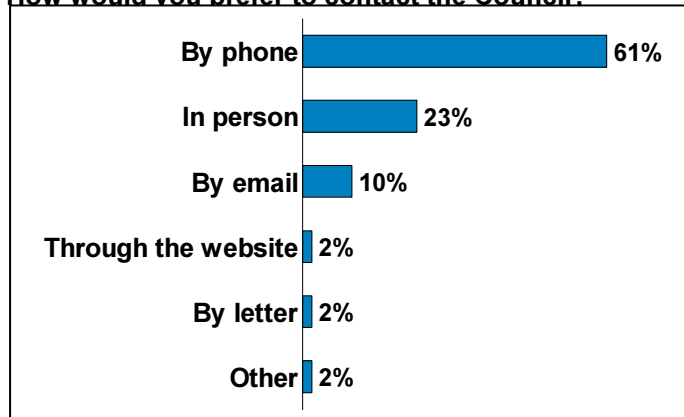
Females (63%) were more likely than males (49%) to have phoned, while males (42%) were more likely than females (29%) to have visited an office. Older respondents were also more likely to have visited an office in person than younger respondents, while younger respondents were more likely to have phoned.

**How did you last contact the Council?**



Base: All respondents who have contacted the Council in the last 12 months (353)

**How would you prefer to contact the Council?**



Base: All respondents who have contacted the Council in the last 12 months (357)

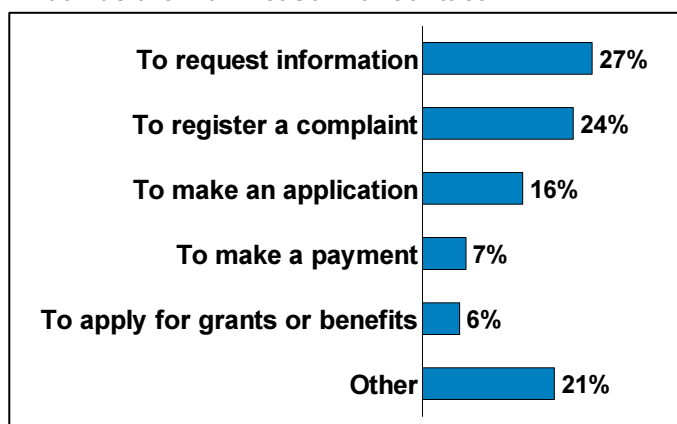
Later on in the survey, respondents were asked how they would prefer to contact the Council. The response pattern is similar to that for the most recent contact, with the majority of respondents who made contact in the last 12 months (61%) saying they would prefer to contact the Council over the phone, followed by contacting the Council in person (23%) and emailing (10%).

However, 23% said that they would prefer to contact the Council in person, compared to 35% whose last contact with the Council was in person at an office. This may suggest, that some of the people who last visited an office would have preferred to have phoned, but did not. This may be due to the nature of their enquiry, to do with the phone system itself or the range of calls that telephone staff can handle.

### 5.3 Reason for contact

All those who had contacted the Council in the last 12 months were asked to state the main reason for their contact. The main reasons for contact were as follows: 27% had contacted the Council to request information, 24% to register a complaint and 16% to make an application.

**What was the main reason for contact?**



Base: All respondents who have contacted the Council in the last 12 months (361)

Those who were dissatisfied with the Council overall were more likely to have made contact to make a complaint (33%, compared to 17% of those who are satisfied).

The table below shows the main reason for contact broken down by the method of contact:

<b>Method of contact/ reason for contact</b>	Request info	Complaint	Apply for grant	Payment	Application	Other
Phone	68%	72%	27%	27%	33%	64%
Visit	25%	13%	68%	69%	62%	28%
Email	4%	7%	-	4%	-	3%
Letter	1%	6%	5%	-	4%	5%
Other	1%	1%	-	-	2%	-

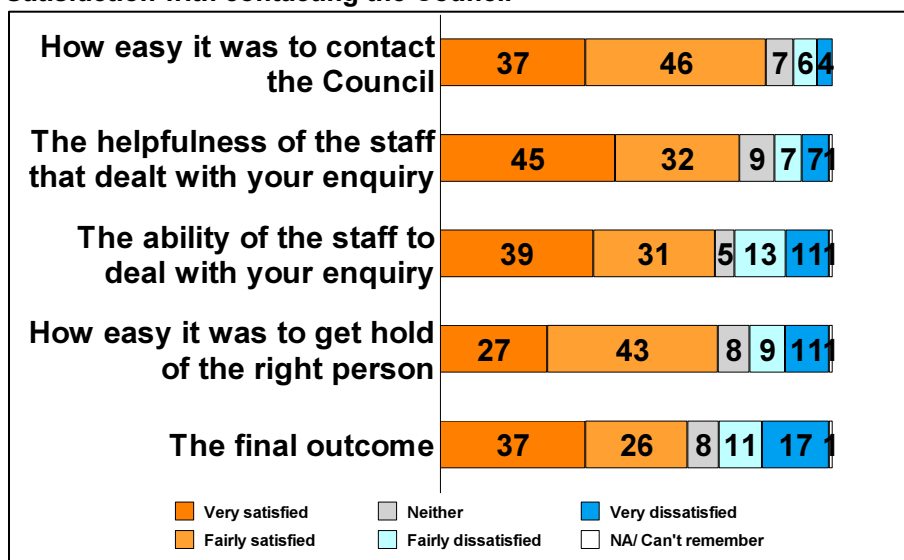
Those who requested information or registered a complaint were significantly more likely to have done so over the phone rather than via other means, whilst those who applied for a grant, made a payment or made an application were more likely to have done so through visiting an office than using a phone.

## 5.4 Experience contacting the Council

Those who had contact were asked how satisfied or dissatisfied they were with different aspects of their contact. Generally, the results were positive, although a relatively high proportion were dissatisfied with the ease of getting hold of the right person (20% dissatisfied), the ability of staff to deal with the problem (24%) and the final outcome (28%).

- 83% were satisfied with how easy it was to contact the Council (11% dissatisfied)
- 70% were satisfied with how easy it was to get hold of the right person (20% dissatisfied)
- 77% were satisfied with the helpfulness of staff (14% dissatisfied)
- 71% were satisfied with the ability of staff to deal with their enquiry (24% dissatisfied)
- 63% were satisfied with the final outcome of their enquiry (29% dissatisfied)

**Satisfaction with contacting the Council**



Base: All respondents who have contacted the Council in the last 12 months (342~360)

Those who made a visit to the Council offices, and those who wrote, were generally less satisfied than those who emailed or phoned, (below).

	Phoned	Visit	Email	Wrote
Ease of contacting Council	83%	77%	85%	70%
Ease of getting hold of the right person	70%	62%	75%	70%
The helpfulness of staff	75%	54%	88%	40%
The ability of staff to deal with the problem	67%	50%	85%	55%
The final outcome	57%	50%	80%	55%

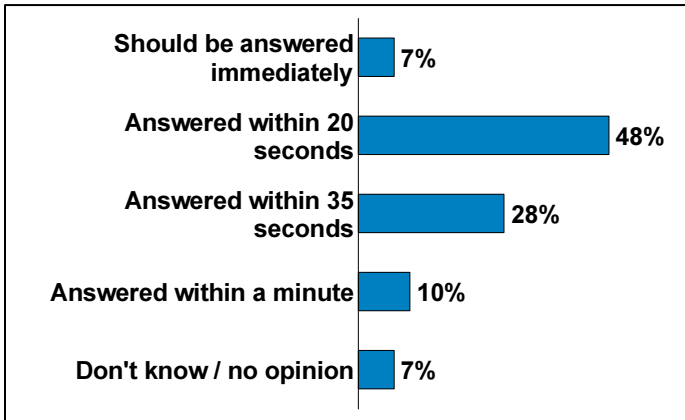
The table below shows the proportion of people who were satisfied with each element, broken down by the reason that they contacted the Council. Those who contacted the Council to register a complaint were generally less satisfied than other respondents, whilst those who submitted an application tended to be more satisfied.

<b>Method of contact/ reason for contact</b>	Request info	Complaint	Apply for grant	Payment	Application	Other
Ease of contacting Council	82%	81%	80%	83%	83%	85%
Ease of getting hold of the right person	73%	57%	72%	67%	83%	73%
The helpfulness of staff	82%	58%	82%	79%	87%	81%
The ability of staff to deal with the problem	75%	42%	80%	83%	83%	79%
The final outcome	70%	29%	68%	83%	88%	65%

**5.5 Length of time waiting when calling the Council**

Respondents were asked what they felt was an acceptable length of time to wait before having their call answered when calling the Council. The majority (84%) said it should be answered within 6 rings or less (35 seconds).

**What do you feel is an acceptable of time to wait before your call is answered?**



Base: All respondents (589)

There were no significant differences between subgroups.

## 5.6 The Customer Service Centre

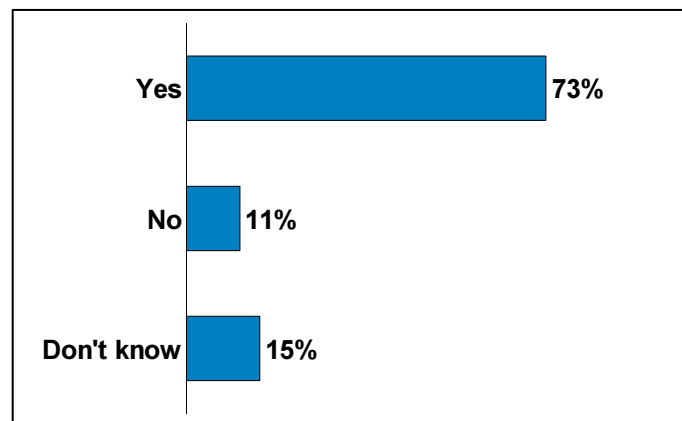
Respondents were asked whether or not they had visited the Customer Service Centre (CSC) in Bromsgrove Town Centre in the last year. 32% said that they had, while 66% said that they had not and 2% were not sure. Older respondents were more likely than younger respondents to have visited the centre (22% of those aged 18-54 had visited the CSC, compared to 41% of those aged 55 or over).

Those who live in Urban 1 were more likely (36%) than those who live in Urban 2 (23%), Rural 1 (24%) or Rural 2 (21%) to have visited the CSC.

Those who had visited the CSC were asked whether or not they would recommend it to a friend or relative. Nearly three quarters (73%) said that they would, while 11% said they would not.

Most of those who said that they would not recommend the CSC were also dissatisfied with BDC and the way that it runs things. In addition, of the 22 people who said they would not recommend the CSC 20 lived in Urban 1.

### Would you recommend the Customer Service Centre to a friend?



Base: All respondents who have visited the CSC (202)

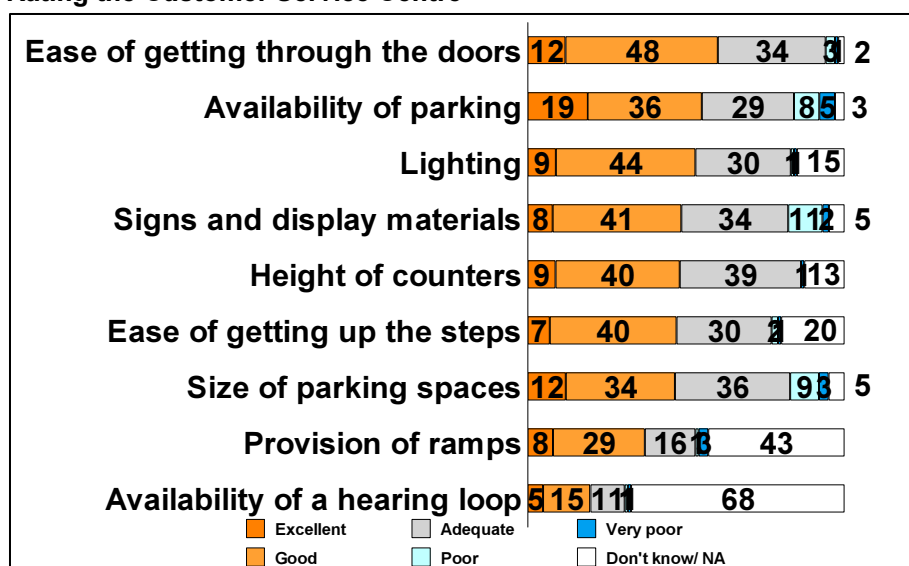
## 5.7 Experience of the Customer Service Centre

All those who had been to the CSC were asked to rate different elements of it as excellent, good, adequate, poor or very poor. Whilst proportions rating these elements as poor were generally low, there were relatively high proportions of 'adequate' ratings and high proportions as 'don't know':

- 53% rated the availability of parking places positively, (13% poor)
- 45% rated the size of parking places positively, (13% poor)
- 37% rated provision of ramps positively, (4% poor)
- 46% rated the ease of getting up the steps positively, (3% poor)
- 52% rated the lighting positively, (2% poor)
- 21% rated the availability of a hearing loop positively, (2% as poor)
- 49% rated the height of counters positively, (1% poor)
- 49% rated the signs and display materials positively, (12% poor)
- 60% rated the ease of getting through the door positively, (3% as poor)

There were no significant differences between subgroups.

**Rating the Customer Service Centre**



Base: All respondents (175~195)

The areas attracting the highest proportions of 'don't know' responses were those that were particularly focused towards accessibility for disabled people, in particular the availability of a hearing loop (68% don't know), the provision of ramps (43% don't know) and the ease of getting up the steps (20% don't know). For these factors the differences between disabled and non-disabled respondents were as follows:

- 36% of disabled respondents rated the ease of getting up the steps positively, compared to 52% of non-disabled respondents
- 26% of disabled respondents rated the availability of a hearing loop positively, compared to 18% of non-disabled respondents

- 35% of disabled respondents rated the provision of ramps positively, compared to 36% of non-disabled respondents.

### 5.8 Customer standards

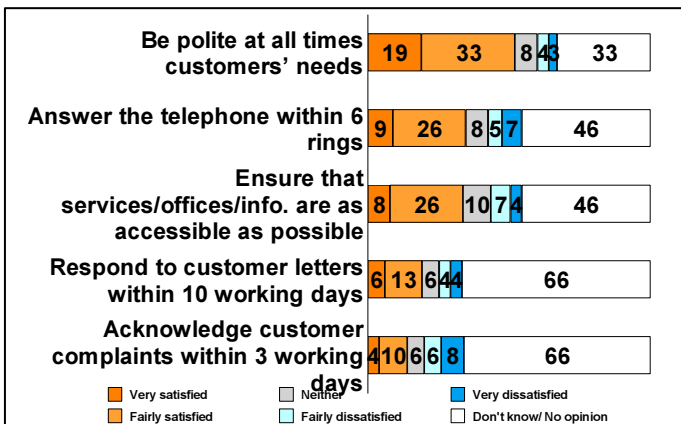
Respondents were asked whether or not they were aware of the Council’s customer service standards. Around 1 in 5 respondents (19%) said that they were. Those who regularly read a local paper were more likely to be aware of the standards; 34% of those who read a local paper most days were familiar with the standards, compared to 25% of those who read a local paper once or twice a week, 15% of those who read a local paper most weeks and 11% of those who read a local paper less regularly.

29% of respondents who claimed to have a full understanding of the choices that the Council has to make were familiar with the Standards, compared to 19% of those who have some understanding and 9% of those who have no understanding of the choices that the Council has to make.

Respondents were then told what the Customer Standards are, and were asked to think about their own experience of being in contact with the Council by phone, letter, email or in person, and how satisfied they were that each of these Standards were met.

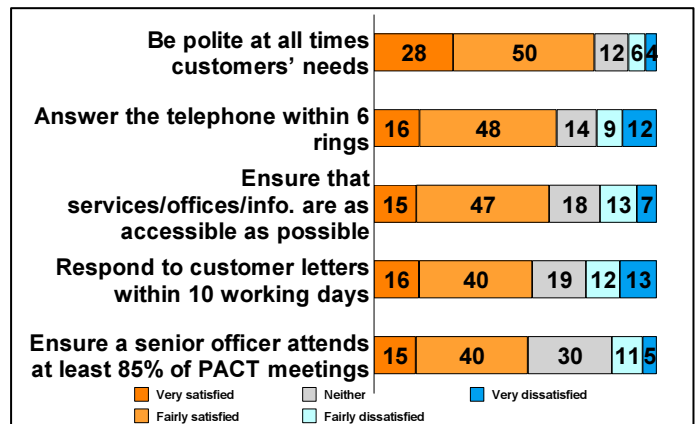
The responses included a high proportions ‘Don’t know/ No opinion’ responses, so the charts below show the results including and excluding these results.

**Attitudes towards the Customer Standards**



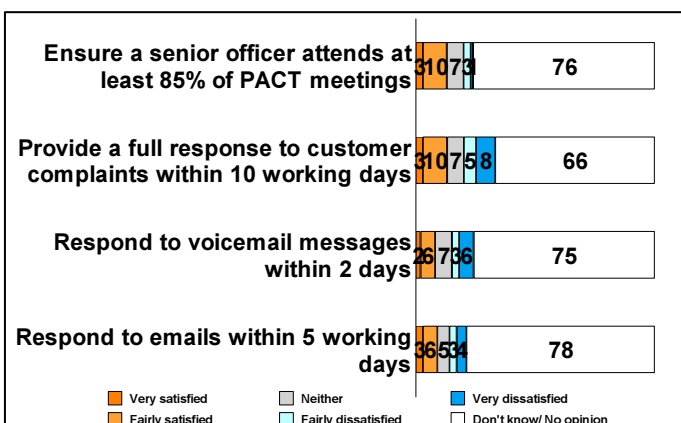
Base: All respondents (565~546)

**Attitudes towards the Customer Standards**



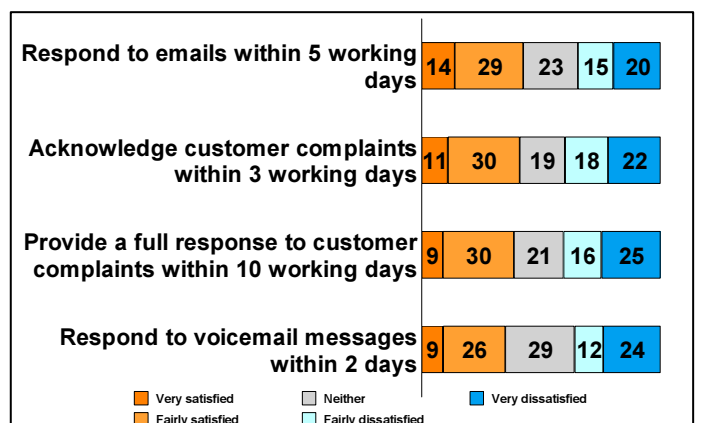
Base: All respondents – excluding ‘no opinion’ (296~378)

**Attitudes towards the Customer Standards**



Base: All respondents (532~529)

**Attitudes towards the Customer Standards**



Base: All respondents – excluding ‘no opinion’ (117~131)

As can be seen from the charts, interpretation of the data is complicated by the high proportions of respondents saying that they did not know/had no opinion. If these responses are excluded, the most positive responses are for:

- Being polite at all times, listen and understand customer needs: 78% positive
- Answer telephone within 6 rings: 64% positive
- Ensure that services, offices and information are accessible as possible to all customers: 62% positive

The highest proportions of negative responses (once 'Don't know /No opinion' codes are removed) were for:

- Provide a full response to customer complaints within 10 working days: 41% negative
- Acknowledge customer complaints within 3 working days: 40% negative
- Respond to voicemail messages within 2 working days: 36% negative
- Respond to emails within 5 working days: 35% negative

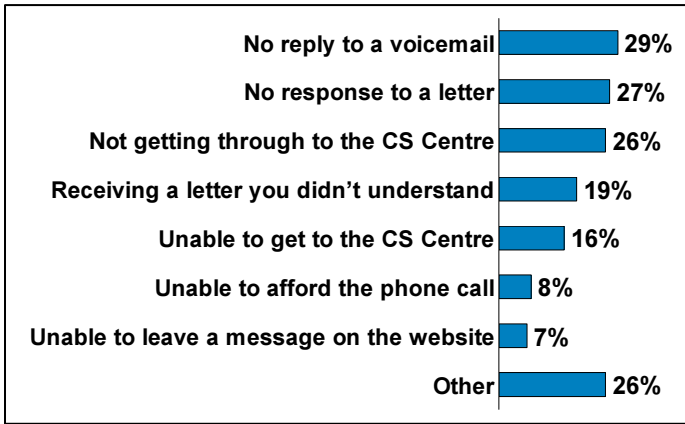
Those respondents who said that they were aware of the customer Standards were more likely to say whether or not they were satisfied that the Council was meeting the Standards, while those who were not aware of the Standards were more likely to tick the 'Don't know/ No opinion' code.

**5.9 Problems when contacting the Council**

Respondents were then given a list of potential issues that they may have had when contacting/being contacted by the Council and were asked whether or not they had experienced any of them.

Only 210 people (34% of the sample) chose to respond to the question, which may imply that approximately two thirds of the sample had not experienced any of these issues. Of those who did respond, the main issues were; No reply to a voicemail (29%), No response to a letter (27%) and Not getting through the Customer Service Centre (26%).

**Did you experience any of the following problems when contacting or being contacted by the Council?**



Base: All respondents (210)



Respondents were given the option of writing down other problems that they may have had when contacting/being contacted by the Council. A selection of these are shown below, and a full list of responses is contained in the appendix.

*"About Council Tax."*

*"Bus pass."*

*"Condition of roads in Hagley."*

*"No reply to letter."*

*"Pest control."*

*"Repair work to drains."*

*"To request additional recycling bins."*

## 6 COUNCIL COMMUNICATIONS

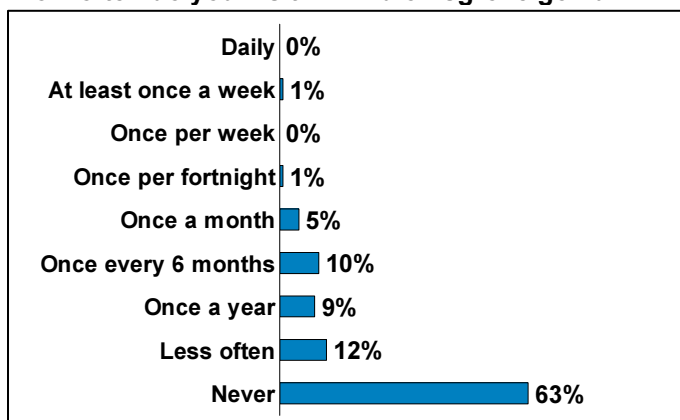
### 6.1 Introduction

This section looks at the Council website, the Council magazine (Together Bromsgrove), the Council Tax leaflet and the whether or not respondents feel that the local press influences their views of the Council.

### 6.2 www.bromsgrove.gov.uk

Very few residents (7%) claimed to visit the Councils' website once a month or more, although a further 19% claimed to visit once or twice a year. Those who have the internet at home and at work were more likely to have visited the website.

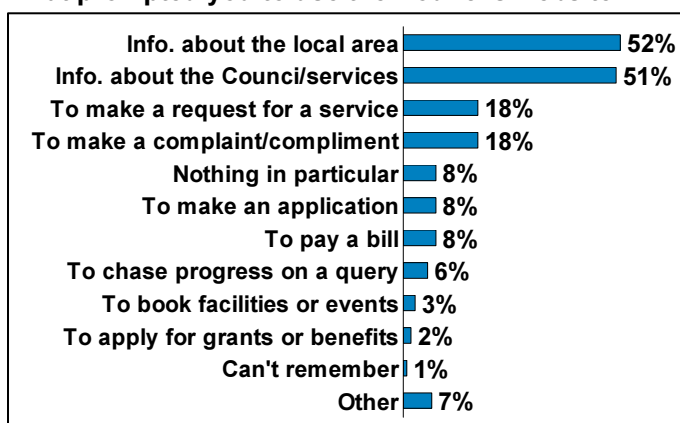
#### How often do you visit www.bromsgrove.gov.uk?



Base: All respondents (588)

Those who had visited in the last year were asked what prompted them to use the website. The main reason for visiting was to find information on the local area (52%), this was followed by looking for information about the Council or Council services (51%).

#### What prompted you to use the Councils website?



Base: All respondents who have visited the website in the last year (143)

7% of respondents said that there were other reasons for visiting the website. A selection of these reasons is shown below, and a full list is available in the appendix.

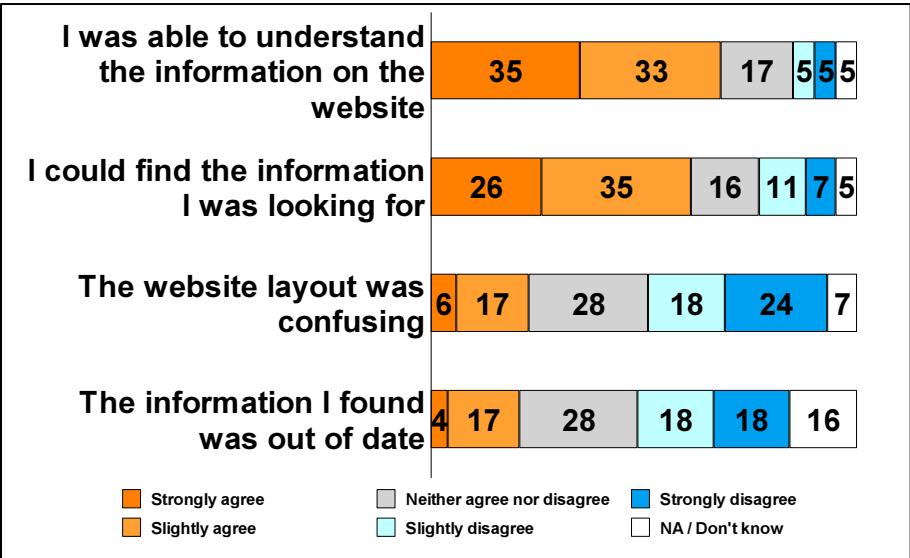
- "Check progress of planning application."*
- "Jobs."*
- "Planning issues and the Council's meeting minutes."*
- "Response to Council survey on recycling."*
- "To view jobs."*

**6.3 Attitudes towards the website**

Those who had used the website were asked about their experiences of it. Generally speaking the results were positive:

- 61% said that they could find the information they were looking for (18% could not)
- 20% said the information they found was out of date, while 36% said that it was not
- 67% said that they were able to understand the information on the website, while 11% could not
- 23% said that the layout was confusing, while 42% said it was not confusing.

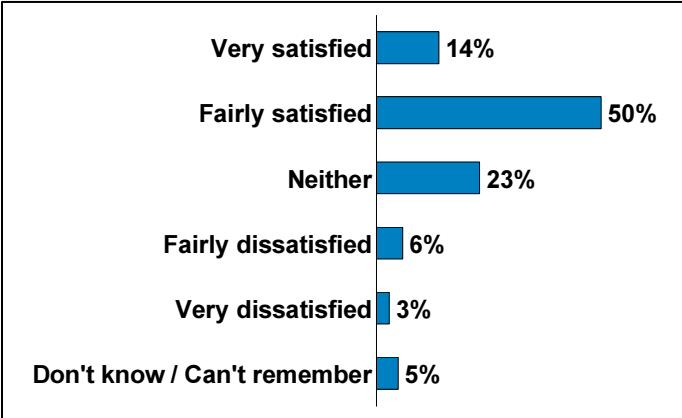
**Experience of the website**



Base: All respondents who have visited the website in the last year (127~137)

Those who had used the website in the last year were asked whether they were satisfied or dissatisfied with it overall. Nearly two thirds of respondents (64%) said that they were satisfied, while around 1 in 10 respondents said that they were dissatisfied (9%).

**Satisfaction with the Council’s website**



Base: All respondents who had used the website in the last 12 months (140)

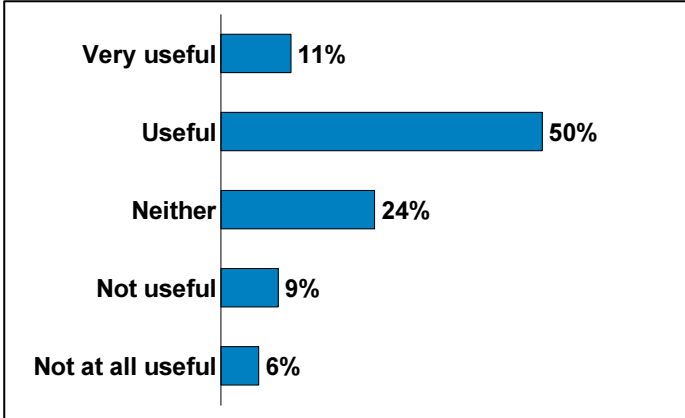
**6.4 'Together Bromsgrove'**

Around 6 in 10 (62%) respondents said that they remember receiving Together Bromsgrove (TB) in the last four months. Older respondents were more likely than younger respondents to remember receiving TB (76% of those aged over 75, 65% of those aged 55-74, 57% of those aged 35-54, 48% of those aged 18-34).

Those who read a local paper regularly were also more likely than those who do not regularly read a local paper to remember receiving TB.

Those who remembered receiving TB in the last 4 months were asked how useful they found the publication. 62% said it was useful, while 14% said it was not useful.

**How useful did you find the magazine?**

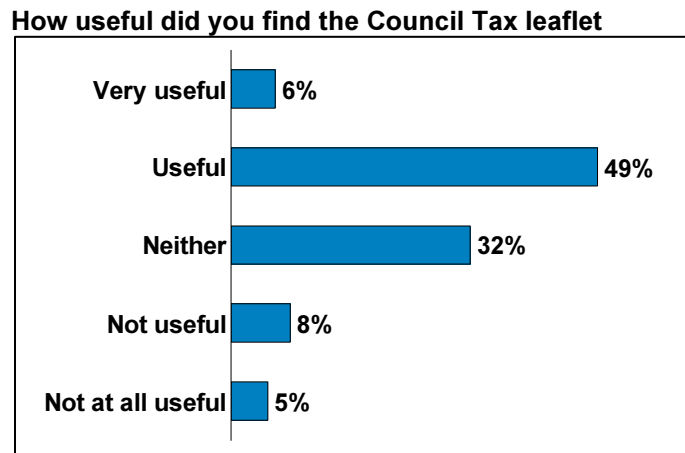


Base: All respondents who received the magazine (361)

Those who said that they had no understanding of the choices that the Council has to make (37%) were less likely than those who had some understanding (65%) or a full understanding (also 65%) to say that TB was useful.

## 6.5 The Council Tax leaflet

4 in 5 respondents (80%) said that they remembered receiving the most recent Council tax leaflet. Those that did remember receiving it were asked how useful it was; 55% described it as useful while 13% described it as not useful. There were no significant differences between subgroups.

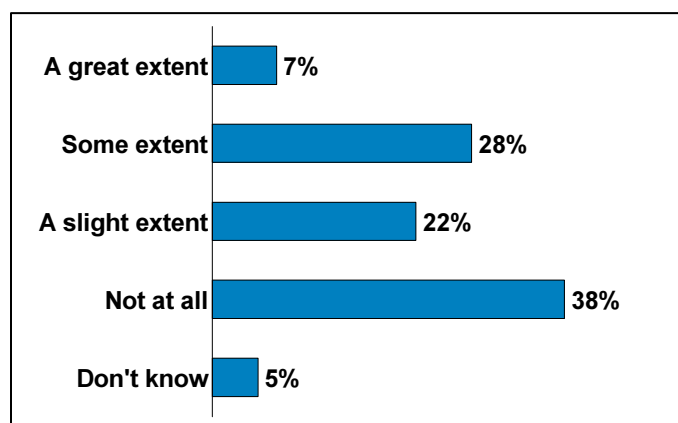


Base: All respondents who received the leaflet (472)

## 6.6 The influence of the local press

As a final question in this section, respondents were asked the extent to which they feel that the local press influences their views of the Council. 35% said it influenced their views to some extent or to a great extent, while 22% said the press influenced their views to a slight extent and 38% said that the local press does not influence their views at all.

### To what extent does the local press influence your view of the Council?



Base: All respondents (589)

Those who regularly read a local paper were more likely to say that the local press influences their views:

- 53% of those who read a local paper most days said that the local press influences their views of the Council to a great or some extent

- 46% of those that read a local paper once or twice a week said that the local press influences their views to a great extent or to some extent
- 32% of those that read a local paper most weeks said that the local press influences their views of the Council to a great extent or to some extent
- 15% of those that read a local paper less frequently said that the local press influences their views of the Council to a great extent or to some extent.

## 7 STREET SCENE AND WASTE MANAGEMENT SYSTEMS

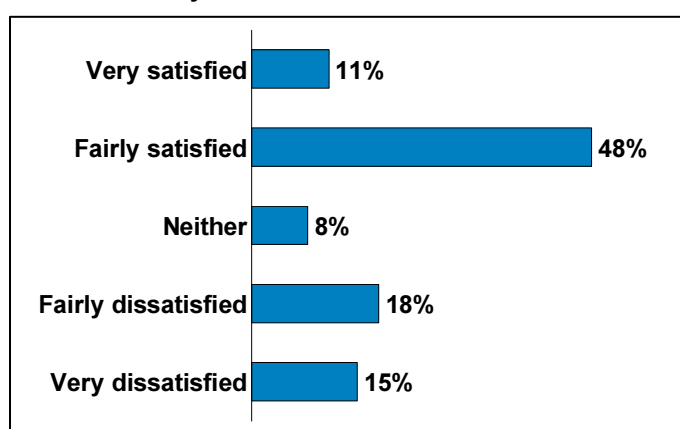
### 7.1 Introduction

This section looks at how satisfied or dissatisfied residents were with the cleanliness of their street, public open spaces and the refuse collection service. It also looks at fly tipping and charging for green waste collection.

### 7.2 Satisfaction with street cleanliness

Respondents were asked how satisfied or dissatisfied they are with the cleanliness of their street. 58% were satisfied, while 33% were dissatisfied.

#### How satisfied or dissatisfied are you with the cleanliness of your street?



Base: All respondents (607)

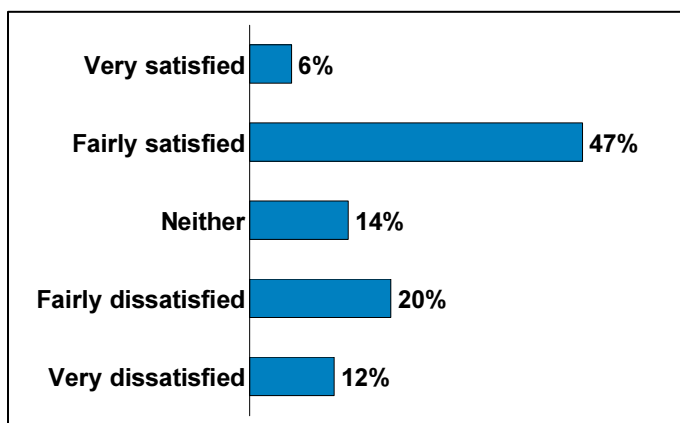
There were few differences between subgroups. The data for the different areas is shown in the table below.

<b><i>Satisfaction with cleanliness of your street</i></b>	<b>Urban 1</b>	<b>Urban 2</b>	<b>Rural 1</b>	<b>Rural 2</b>
Very satisfied	8%	17%	13%	15%
Fairly satisfied	49%	44%	39%	49%
Neither	8%	9%	10%	7%
Fairly dissatisfied	19%	19%	14%	20%
Very dissatisfied	15%	12%	23%	9%

### 7.3 Fly tipping and public open space

Respondents were asked how satisfied or dissatisfied they are that areas of public land in the district are clean. 53% said that they were satisfied, while 33% were dissatisfied.

#### How satisfied or dissatisfied are you that the areas of public open space within the District are clean?



Base: All respondents (597)

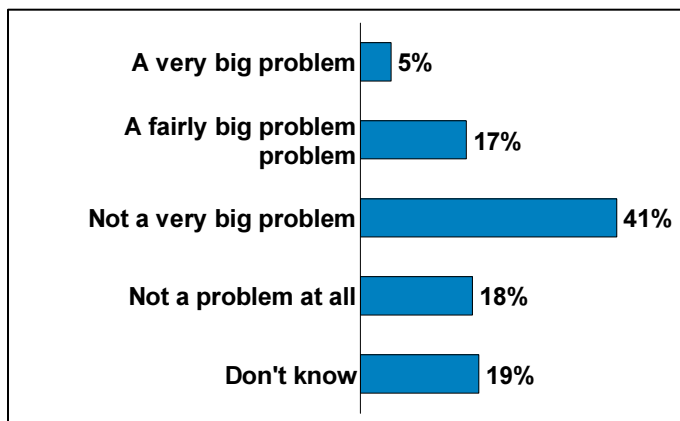
There were few differences between subgroups. The data for different areas is shown below.

<b><i>Satisfaction with cleanliness of public land</i></b>	<b>Urban 1</b>	<b>Urban 2</b>	<b>Rural 1</b>	<b>Rural 2</b>
Very satisfied	5%	11%	3%	7%
Fairly satisfied	47%	43%	53%	49%
Neither	13%	19%	13%	16%
Fairly dissatisfied	21%	19%	21%	18%
Very dissatisfied	14%	7%	10%	9%



Residents were then asked how much of a problem fly tipping is in their local area. 5% said it was a very big problem and 17% said it was a fairly big problem. There were few significant differences of note between subgroups.

**How much of a problem is fly tipping in your local area?**



Base: All respondents (604)

The findings for different areas are shown in the table below. Generally speaking, respondents who live in Rural 1 and Rural 2 were more likely than those living in urban areas to say that fly tipping was a problem in their area.

	<b>Urban 1</b>	<b>Urban 2</b>	<b>Rural 1</b>	<b>Rural 2</b>
Very big problem	4%	5%	9%	9%
Fairly big problem	15%	17%	25%	21%
Not a very big problem	40%	44%	40%	48%
Not a problem at all	21%	9%	13%	13%
Don't know	20%	26%	13%	9%

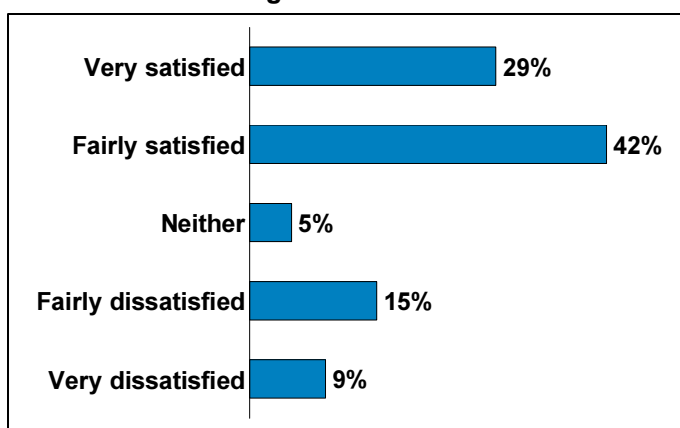
Respondents were asked how promptly fly-tipping is removed when reported to the Council. The majority of respondents (75%) said that they did not know, as they had never reported it, while 6% said it was removed promptly, 11% said it was removed after a short delay, 5% said it was removed after a long delay and 2% said it was never removed.

#### 7.4 The refuse collection service

Residents were asked how satisfied or dissatisfied they are with the refuse collection service. 71% said they were satisfied, while 24% were dissatisfied. Older respondents tended to be more satisfied than younger respondents:

- 60% of 18-34 year olds were satisfied
- 61% of 35-54 year olds were satisfied
- 75% of 55-74 year olds were satisfied
- 92% of those aged 75 or over were satisfied.

#### How satisfied or dissatisfied are you with the refuse collection service in general?



Base: All respondents (603)

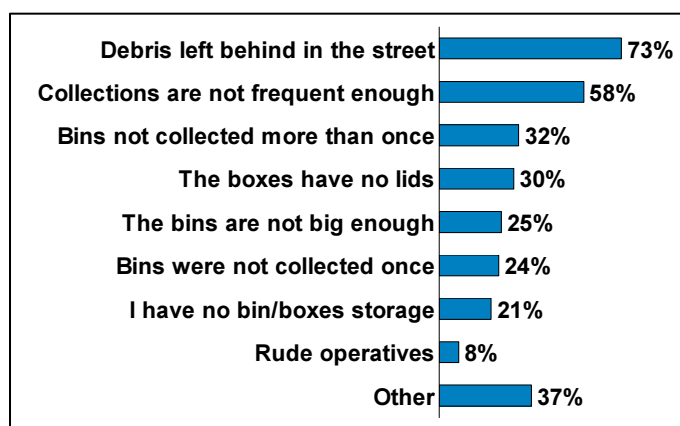
The findings for different areas are shown in the table below. The differences are not statistically significant.

<b><i>Satisfaction with refuse collection service</i></b>	<b>Urban 1</b>	<b>Urban 2</b>	<b>Rural 1</b>	<b>Rural 2</b>
Very satisfied	27%	34%	25%	36%
Fairly satisfied	44%	37%	43%	34%
Neither	5%	4%	6%	7%
Fairly dissatisfied	16%	19%	10%	14%
Very dissatisfied	8%	6%	15%	9%

Respondents who were dissatisfied with the refuse collection service were asked if they had experienced any problems with their refuse collection service, and were given a list of possible issues to choose from.

The main issue was debris left in the street (73%), although 58% felt that collections were not frequent enough. There were few differences between subgroups, with the exception of respondents in Urban 1 being significantly more likely than residents in Urban 2 to say that they have had debris left behind in the street (82% of Urban 1 compared to 47% of Urban 2).

**Have you ever experienced any of the following issues with your refuse collection service?**



Base: All respondents who are dissatisfied with the refuse collection service (142)

Respondents were given the opportunity to list other problems that they may have experienced with the refuse collection service. A selection of these are shown below, and a full list can be found in the appendix.

*"7 a.m. on Saturdays!"*

*"Bins and boxes left blocking pavement and driveways."*

*"Bins missed on more than 15 occasions - we give up! My husband takes waste to commercial bins himself. Any chance of reduction in Council Tax?"*

*"Insufficient recycling, no cardboard, metal, etc."*

*"Other people's wheelie bins left in my drive."*

*"Recycling should be weekly."*

*"Recycling boxes not big enough."*

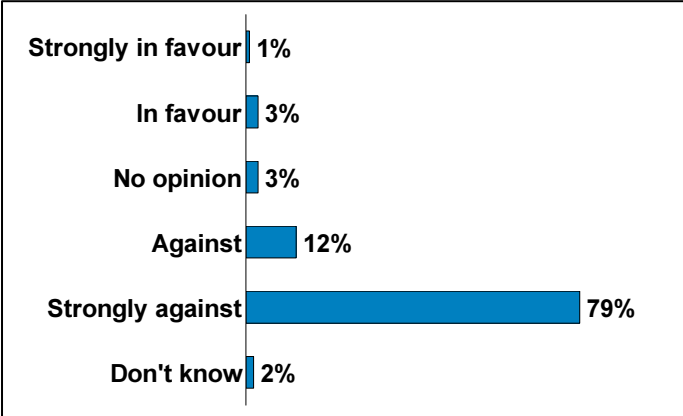
*"The bins advertise that they take textiles, but textiles left behind."*

*"This service is generally very poor, it needs dynamic improvement."*

Residents were told that Councillors have taken the decision to no longer provide free green waste collection across the District from April 2009. And that residents wishing to continue this service will be asked to pay a fee of around £30 for 8 collections. They were then asked whether or not they were in favour of this decision.

Around 9 in 10 respondents (91%) said that they were against the decision. There were no notable differences between subgroups.

**How do you feel about the decision to pay a fee for the green waste collection?**



Base: All respondents (602)

## 8 BROMSGROVE TOWN CENTRE

### 8.1 Introduction

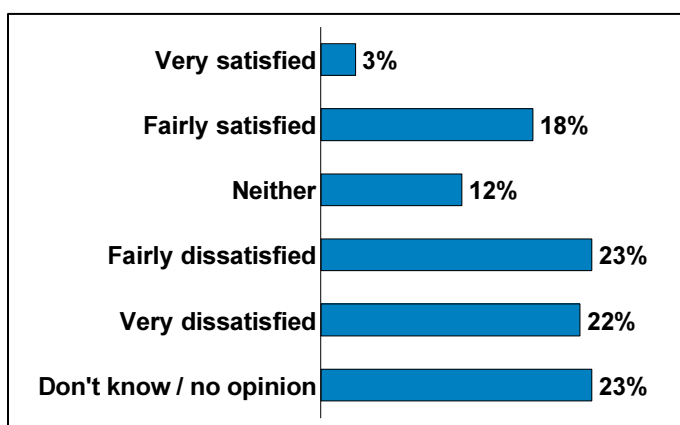
This section looks at attitudes towards Bromsgrove Town Centre in terms of the leisure and recreational facilities that are available and transport links. It also reviews attitudes towards the Councils review of parking restrictions in the District.

### 8.2 Attitudes towards the services in Bromsgrove town centre

Residents were asked how satisfied or dissatisfied they are with the retail and leisure facilities on offer in the town centre. Overall, 1 in 5 respondents (20%) said that they were satisfied, while 45% were dissatisfied. 23% gave no opinion and 12% were neither satisfied nor dissatisfied.

Males (15%) were less likely to be satisfied than females (24%).

**Satisfaction with the retail and leisure facilities in Bromsgrove town centre**



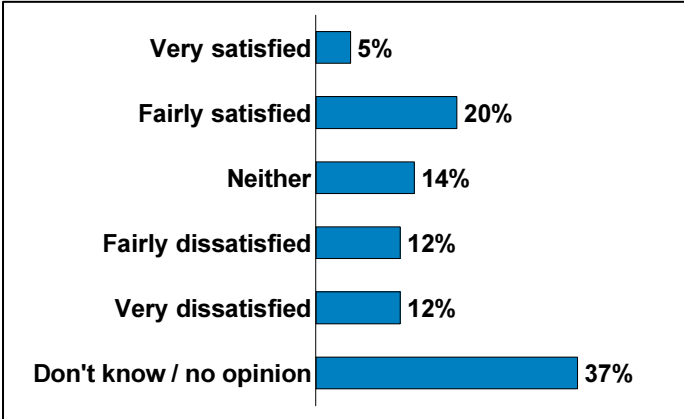
Base: All respondents (588)

The findings for different areas are shown below. Those living in rural areas were more satisfied than those living in urban areas, those living in Urban 2 were the least satisfied overall.

<b><i>Satisfaction retail and leisure in Bromsgrove</i></b>	<b>Urban 1</b>	<b>Urban 2</b>	<b>Rural 1</b>	<b>Rural 2</b>
Very satisfied	2%	4%	3%	4%
Fairly satisfied	18%	6%	25%	25%
Neither	13%	13%	11%	11%
Fairly dissatisfied	30%	6%	9%	11%
Very dissatisfied	29%	-	8%	11%
Don't know/ No opinion	9%	72%	45%	38%

Residents were then asked how satisfied or dissatisfied they are with transport links to and from the town centre. In total 25% said that they were satisfied while the same proportion (25%) said that they were dissatisfied.

**Satisfaction with the transport links to and from Bromsgrove town centre**



Base: All respondents (593)

There were few significant differences between subgroups, although those aged over 55 were more likely to be satisfied (31%) than those aged 18-54 (17%). The findings for different areas are shown below. Residents who live in Urban 1 and Rural 2 were the most positive:

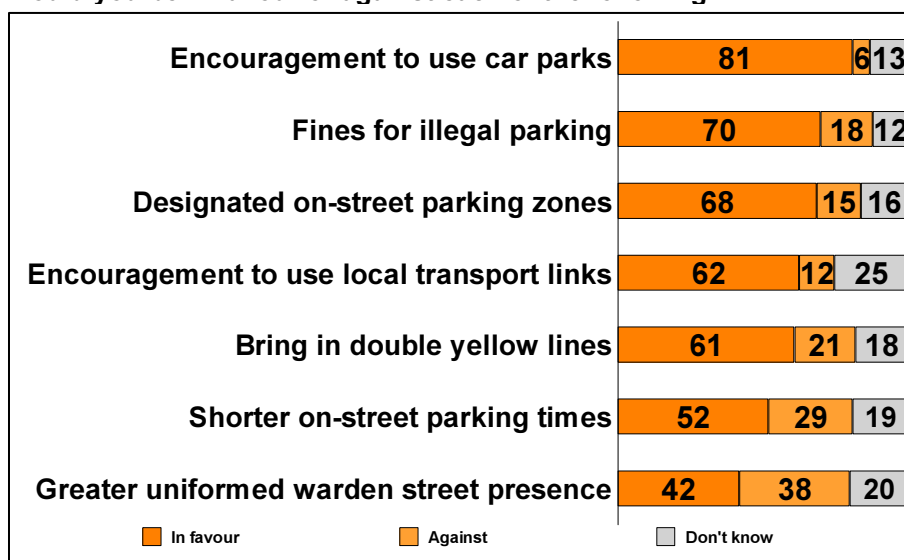
<b><i>Satisfaction transport links to and from town centre</i></b>	<b>Urban 1</b>	<b>Urban 2</b>	<b>Rural 1</b>	<b>Rural 2</b>
Very satisfied	6%	-	5%	2%
Fairly satisfied	24%	11%	8%	20%
Neither	16%	4%	14%	12%
Fairly dissatisfied	13%	10%	9%	13%
Very dissatisfied	10%	13%	18%	16%
Don't know/ No opinion	30%	63%	47%	38%

### 8.3 Improving traffic safety and keeping streets clearer of traffic

The Council is considering a number of steps to improve traffic safety and to keep the streets in Bromsgrove town centre clearer of traffic. A number of these were shown to respondents, and they were asked whether they would be in favour or against each of them.

- 81% were in favour of encouragement to use existing long stay and short stay car parks
- 70% were in favour of fines for illegal parking
- 68% were in favour of the introduction of designated on-street parking zones
- 62% were in favour of encouragement to use local transport links
- 61% were in favour of the introduction of double yellow lines in some areas
- 52% were in favour of shorter on-street parking times to improve parking flow
- 42% were in favour of a greater uniformed warden presence in the street.

#### Would you be in favour or against each of the following?



Base: All respondents (525~542)

The main differences were observed when comparing the proportions of respondents who are against the initiatives in different areas, in particular when comparing Urban 1 residents with other residents:

- Urban 1 (43%) and Rural 1 residents (42%) were significantly more likely than Urban 2 residents (14%) to be against a greater uniformed warden presence
- Urban 1 residents (21%) were significantly more likely than Urban 2 residents (3%) to be against fines for illegal parking
- Urban 1 residents (18%) were significantly more likely than Urban 2 residents (3%) to be against designated on-street parking zones

The data is shown on the following table:

% Against	Urban 1	Urban 2	Rural 1	Rural 2
Encouragement to use existing car parks	8%	-	2%	6%
Fines for illegal parking	21%	3%	18%	10%
Introduction of on-street parking zones	18%	3%	12%	12%
Encouragement to use local transport	12%	10%	16%	18%
Double yellow lines in some areas	23%	9%	18%	22%
Shorter on-street parking times	30%	24%	24%	29%
Uniformed warden presence in the street	43%	14%	42%	26%



## 9 CULTURAL AND RECREATIONAL ACTIVITIES

### 9.1 Introduction

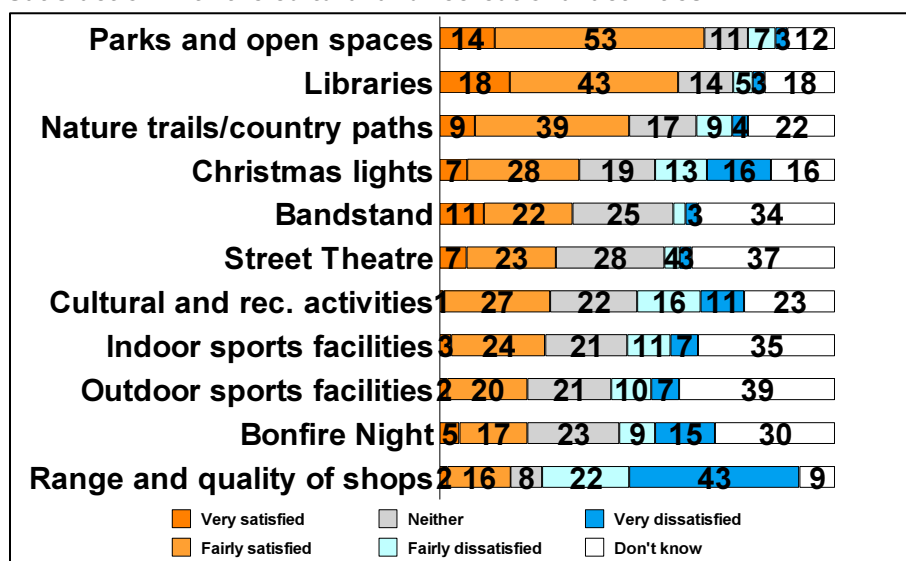
This section looks at satisfaction with cultural and recreational activities, facilities and events on offer in the District. It also looks at satisfaction with the range of entertainment offered at the Artrix Centre and charging for the Bonfire Night.

### 9.2 Attitudes towards the cultural and recreational activities in the District

Residents were asked how satisfied or dissatisfied they are with some of the cultural and recreational activities, facilities and events. The findings were mixed:

- 67% were satisfied with parks and open spaces (11% dissatisfied)
- 61% were satisfied with the libraries (7% dissatisfied)
- 48% were satisfied with nature trails and country paths (13% dissatisfied)
- 35% were satisfied with the Christmas lights (30% dissatisfied)
- 34% were satisfied with the bandstand (7% dissatisfied)
- 29% were satisfied with street theatre (6% dissatisfied)
- 26% were satisfied with indoor sports facilities (17% dissatisfied)
- 23% were satisfied with the bonfire night (24% dissatisfied)
- 22% were satisfied with outdoor sports facilities (17% dissatisfied)
- 18% were satisfied with the range and quality of shops (65% dissatisfied)
- 28% were satisfied with cultural and recreational facilities overall (27% dissatisfied).

**Satisfaction with the cultural and recreational activities**



Base: All respondents (548~571)

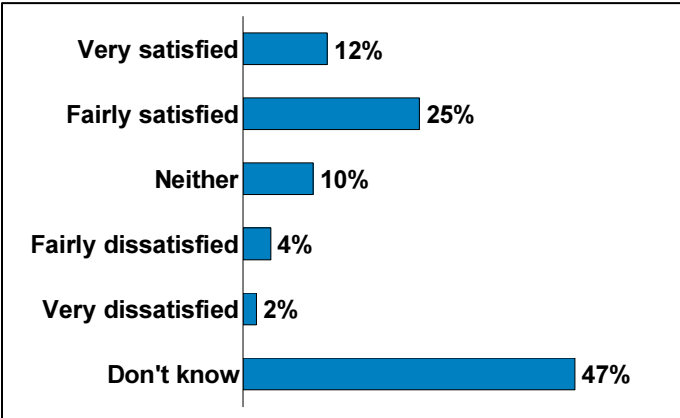
The table below shows the proportion of people satisfied with each element split by area. We have colour coded the area with the highest satisfaction (green) and the lowest satisfaction (red). As the table shows, those in Urban 2 were generally less positive about cultural and recreational facilities activities and events than those who live in other areas.

<b>% Satisfied</b>	<b>Urban 1</b>	<b>Urban 2</b>	<b>Rural 1</b>	<b>Rural 2</b>
Parks and open spaces	73%	43%	61%	60%
Libraries	62%	52%	59%	66%
Nature trails and country paths	50%	35%	61%	43%
Christmas lights	36%	16%	41%	43%
Bandstand	39%	8%	22%	32%
Street theatre	36%	7%	18%	21%
Indoor sports facilities	27%	16%	29%	34%
Bonfire night	22%	30%	18%	21%
Outdoor sports facilities	21%	27%	21%	27%
Range and quality of shops	11%	23%	41%	38%
Cultural and recreational facilities overall	27%	21%	34%	35%

9.3 The entertainment available at the Artrix Centre

Respondents were then asked specifically whether they were satisfied or dissatisfied with the range of entertainment offered at the Artrix Centre. 37% said that they were satisfied, while 6% were dissatisfied and 47% did not know.

**Satisfaction with the entertainment offered at Bromsgrove’s Artrix Centre**



Base: All respondents (593)

Responses were most positive from Urban 1 residents (47%), while 84% of Urban 2 residents chose the 'Don't know' option.

#### 9.4 The Bonfire Night in Bromsgrove

Residents were told that the Council took the decision to charge residents to attend the Bonfire night as a result of feedback, and were asked whether or not charging should continue. The results were very mixed; 34% said that charging should continue, 31% said that charging should not continue and 34% had no opinion.

## 10 CORPORATE

### 10.1 Introduction

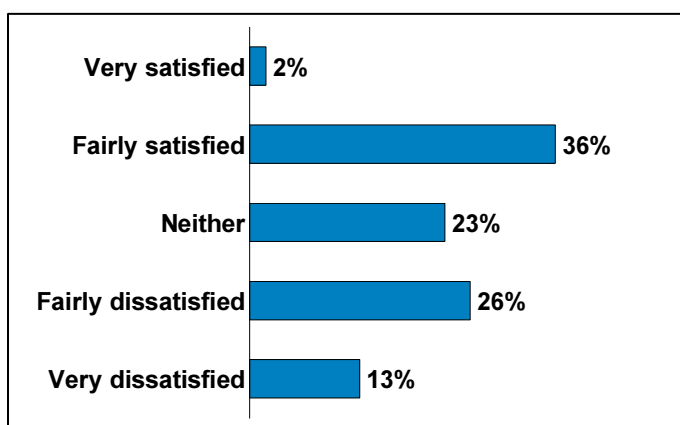
At the end of the survey, a number of general questions relating to corporate issues were included. This section of the report looks at the findings to these questions on how much understanding the respondents have of the choices that the Council has to make, overall satisfaction with the Council, the extent to which residents feel that they can influence decision making and whether or not they know who their ward Councillor is.

### 10.2 The Council

17% of the sample said that they had a full understanding of the choices that the Council has to make, 70% said that they had some understanding and 13% said that they had no understanding.

Overall, 38% were satisfied with the way that the Council runs things, 23% were neither satisfied nor dissatisfied and 39% were dissatisfied.

**Satisfaction with the way the Council runs things**



Base: All respondents (602)

Generally speaking, those people who live in Urban 1 were less likely to be satisfied (31%) than those who live in Urban 2 (50%), Rural 1 (50%) or Rural 2 (54%). The data is shown in the table below.

<b>% Satisfied</b>	<b>Urban 1</b>	<b>Urban 2</b>	<b>Rural 1</b>	<b>Rural 2</b>
Very satisfied	1%	8%	3%	5%
Fairly satisfied	30%	42%	47%	48%
Neither	22%	28%	19%	25%
Fairly dissatisfied	30%	13%	28%	16%
Very dissatisfied	16%	9%	3%	5%

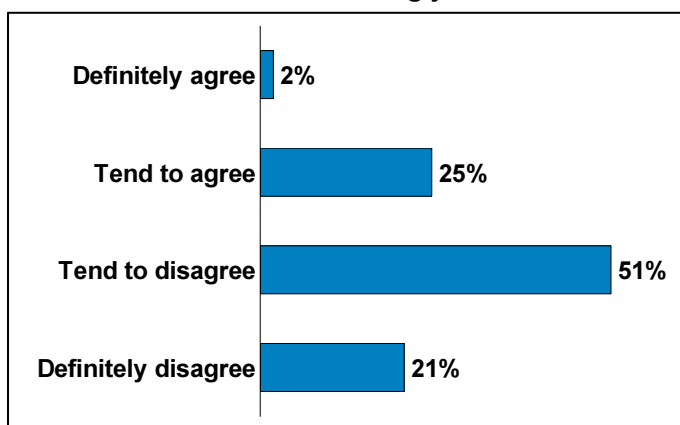
There was also some indication that those who read a local paper are less likely to be satisfied with the Council overall than those who do not. 47% of those who read a local paper less frequently than most weeks were satisfied with the Council overall. This

compares to 36% of those who read a local paper most days being satisfied, 35% of those who read a local paper once or twice a week and 34% of those who read a paper most weeks.

### 10.3 Local democracy

Just over a quarter of the sample (28%) agreed that they could influence decisions affecting their local area, while 72% disagreed. Those who were dissatisfied with the Council overall were significantly more likely to disagree (92%) than those who were satisfied with the Council overall (48%).

**To what extent do you agree or disagree that you can influence decisions affecting your local area?**



Base: All respondents (578)

The findings for the different areas are shown below, and suggest that those in Rural 2 (40%) and Urban 2 (38%) are more likely than those in Rural 1 (28%) and Urban 1 (23%) to agree that they can influence decisions affecting their local area.

<b>Influence decisions affecting your local area</b>	<b>Urban 1</b>	<b>Urban 2</b>	<b>Rural 1</b>	<b>Rural 2</b>
Definitely agree	3%	1%	1%	4%
Tend to agree	21%	36%	26%	36%
Tend to disagree	55%	41%	49%	44%
Definitely disagree	22%	22%	24%	16%

4 in 10 respondents knew who their Ward Councillor was. The main differences between subgroups were observed when comparing age groups, with 18% of 18-34 year olds, 29% of 35-54 year olds, 49% of 55-74 year olds and 53% of those aged 75 or over knowing who their ward Councillor is.

## 11 CONCLUSIONS

### 11.1 Introduction

The client will have their own interpretation of the data and will be able to put it in the context of other anecdotal, operation and performance indicator to help give a broader picture of the findings. We have identified a number of thoughts below.

### 11.2 Priorities

There were high proportions of respondents saying that they did not know how satisfied or dissatisfied they are with the Council's performance in meeting their priorities. Whilst we might expect this to be the case (as they are strategic in nature, and many residents may not be familiar with them), the Council should look towards increasing awareness of the smaller 'tactical' or operational schemes that are being implemented to make improvements.

Also, there were high proportions of dissatisfaction with the Council's performance in meeting these priorities. Again, this is to be expected- the Council should be focussing on areas that are weaker- but it is important to note that this survey sets a benchmark, and that the Council should look for improved results in future waves.

The Council has selected the priorities for good reason. The fact that 38% of respondents said that if they could replace one of the priorities, it would be Increasing the availability of affordable housing, is not necessarily sufficient justification for doing so. Some of the Council's priorities and responsibilities are focussed towards smaller, more vulnerable groups of the population, and so a populist approach to setting priorities is not necessarily a sensible one.

Instead the Council should communicate the reasons why increasing affordable housing is important and also focus less public attention on what it is doing in this area- instead communications should focus on the issues that resident think are more important or relevant to them; such as the work that is being undertaken to improve the quality of life of older people.

### 11.3 Contact with the Council

Those contacting the Council to register a complaint were less satisfied than those who contacted the Council for other reasons. This may be due to the outcome as opposed to the way that the complaint was handled. It is important that staff who handle complaints are fully trained and able to clearly communicate how complaints are being dealt with, when they will be resolved and how the complaints process works. If deemed appropriate the Council may wish to review the complaints policy to enable more complaints to be escalated so that those making a complaint feel that it is being dealt with and can expect some sort of outcome.

The main problems that people experience when contacting or being contacted by the Council were; No reply to a voicemail (29%) and no response to a letter (27%). Again, staff training should focus on the importance of responding to contact from residents; this should be implemented in all teams- not just those that work in call centres or in other frontline roles

The Council has scheduled a series of focus groups on customer access, and the findings from the customer access questions in this survey could be further explored when these are undertaken.

#### 11.4 Council communications

Outward communications in the form of the Council Tax leaflet and Together Bromsgrove were received by the majority, and were generally considered useful. The website, as a more passive form of communication did not reach as many respondents- although it should be noted that the sample was predominantly made up of older respondents who may not turn to the internet as their first point of call for information. Despite this, the majority of those that had used the website were satisfied with it.

#### 11.5 Street scene and waste management

Appendix 1 contains the data from the previous survey, and shows a slight improvement in satisfaction with the waste collection service.

The findings here were generally positive, however, residents typically feel that waste services are a core responsibility of a Council, and improvements are normally welcomed. In particular, attention should be paid to ensuring that debris is not left on the street, and also communicating the reason behind the frequency of collections.

The decision to charge for green waste collection appears to be an unpopular one- however, it is worth noting that the question was asked outside of the context of other budget decisions that the council makes. It is important that those who do use the green waste collection service are clearly explained the reasons for the decisions to introduce charging.

#### 11.6 Bromsgrove Town Centre

This section of the survey included questions on a very particular area of the District, and it was unsurprising to find a high proportion of 'Don't know / No opinion' responses, and that views of residents varied depending on where they live.

Generally speaking respondents appeared supportive of the plans to improve traffic safety- but again there were significant differences between residents from different areas that should be taken into account before making any final decisions. Even if 95% of residents were in favour of, for example, on-street parking zones, there may still be 5% against, whose views need to be carefully considered.

#### 11.7 Cultural and recreational activities

The findings suggested low satisfaction ratings among residents in the Urban 2 area. It is possible that some activities could tour the area, and that more could be done to improve access to or awareness of the activities that are available in the area.

#### 11.8 Corporate

Overall satisfaction with the authority is low at 38%, but shows a slight improvement compared to 2007, (Appendix 1). The survey found that those who were dissatisfied with the authority overall were consistently less satisfied and less positive about elements of the service provided. However, further analysis of the data is possible to try

to explore where the differences are the greatest. This will help to identify some of the key drivers of satisfaction.

The new Place Survey will be focusing more on satisfaction with the area as opposed to satisfaction with the local authority, however it will be interesting to continue asking this question in future waves to track how perceptions of the authority are changing.