

Appendix 4 - Comparison of results received from random sample and self selecting Equalities and Diversity Forum / Disabled Users Group

NB:

Group A = Those from the Random sample (611 responses in total)

Group B = Those from the E&D Forum and DUG (11 responses in total)

Council priorities

Q1. Those from group A were generally less satisfied than those from group B in terms of the council's performance in delivering on its priorities:

Satisfaction with priorities	% Satisfied	
	GROUP A	GROUP B
Regenerating Bromsgrove town centre	12%	45%
Increased availability of affordable housing	18%	36%
Improving customer service	31%	55%
Sense of community	26%	27%
Clean streets and recycling	46%	55%

Q2. Both Groups were most keen to replace Increased Availability of Housing as a priority.

Priority Replacement	% Keen to replace as a priority	
	GROUP A	GROUP B
Increased Availability of Housing	37%	50%
Regenerating Bromsgrove town centre	26%	10%
Improving customer service	19%	30%
Sense of community	11%	-
Clean streets and recycling	7%	10%

Q3. Both groups were most keen to introduce 'Improving older people's quality of life' as a priority.

Replaced with...	% who would replace it with the following	
	GROUP A	GROUP B
Improving older peoples quality of life	45%	70%
Greater focus on rural issues	17%	-
Redeveloping the Longbridge site	11%	10%
Reducing carbon emission	8%	10%
Encouraging biodiversity/conservation	7%	10%
Other	12%	-

Customer Access

Q4. 62% of people in Group A had contacted the Council in the last 12 months in comparison to 73% of Group B

Q5. Of those who had contacted the Council in the last 12 months, the majority of both Groups had contacted them over the phone, with 57% of people in both groups using this method.

Q6. Reasons for contacting the Council for those who had made contact from Group A and B.

	% of people contacting for this reason	
	GROUP A	GROUP B
To request information	27%	25%
To register a complaint	24%	25%
To make an application	16%	13%
To make a payment	7%	-
To apply for grants or benefits	5%	25%
Other	22%	13%

Q7. Satisfaction with aspects of Council contact fro Groups A and B:

	% Satisfied	
	GROUP A	GROUP B
How easy it was to contact the Council	83%	88%
How easy it was to get hold of the right person	70%	88%
The helpfulness of the staff that dealt enquiry	77%	88%
The ability of staff to deal with enquiry	70%	88%
The final outcome	63%	63%

Q8. Both groups preferred to contact the Council over the phone

Preferred Contact Method	%	
	GROUP A	GROUP B
By phone	63%	40%
In person	19%	30%
By Email	10%	10%
By Letter	3%	20%
Through the website	3%	-
Other	1%	-

Q9. Those from Group A generally thought calls should be answered within 20 seconds whereas those from Group B were less demanding:

Acceptable length of time for calls to be answered	%	
	GROUP A	GROUP B
Should be answered immediately	7%	9%
Answered within 20 seconds	48%	18%
Answered within 35 seconds	28%	45%
Answered within a minute	10%	18%
Don't know/No opinion	7%	9%

Q10. Those from Group A were significantly less likely than those from Group B to have visited the Council's Customer Service Centre in Bromsgrove with 31% of Group A saying they had visited the CSC compared to 91% of Group B.

Q11 Those in Group A and Group B who had visited the Customer Service Centre, were asked to rate the following factors of the CSC:

	% Positive	
	Group A	Group B
Availability of parking	55%	50%
Size of parking spaces	46%	50%
Provision of ramps	37%	56%
Ease of getting up the steps	47%	40%
Lighting	52%	70%
Availability of a hearing loop	20%	20%
Height of counters	48%	60%
Signs and display materials	49%	50%
Ease of getting through the doors	61%	60%

Q12. Of those who had visited the CSC the number of those who would recommend the centre to a friend were similar in both groups, with 73% in Group A saying that they would recommend the CSC and 70% in Group B.

Q13. 19% of respondents in Group A were aware of the Council's customer standards in comparison to 50% of those in Group B

Q14. Of those who were aware of the Council's Customer Standards, the satisfaction for the standards being met is shown below

	% Satisfied	
	GROUP A	GROUP B
Respond to customer letter within 10 working days	18%	55%
Acknowledge customer complaints within 3 working days	13%	64%
Provide a full response to customer complaints within 10 working days	12%	55%
Respond to emails within 5 working days	8%	55%
Answer the telephone within 6 rings	35%	45%
Respond to voicemail messages within 2 days	8%	45%
Be polite at all times customers' needs	51%	91%
Ensure that services/offices/info. are as accessible as possible	33%	64%
Ensure a senior officer attends at least 85% of PACT meetings	12%	45%

Q15. Negative experiences when being contacted by the Council:

	% Experienced	
	GROUP A	GROUP B
No reply to a voicemail	28%	43%
No response to a letter	27%	14%
Not getting through to the CS centre	24%	71%
Receiving a letter you didn't understand	18%	43%
Unable to get to the CS centre	16%	14%
Unable to afford the phone call	7%	14%
Unable to leave a message on the website	7%	14%
Other	26%	14%

Council Communications

Q16. The majority of both groups of respondents had never visited the Council's website

Frequency of visit to website	%	
	GROUP A	GROUP B
Daily	-	9%
At least once a week	1%	-
Once per week	0%	-
Once per fortnight	1%	9%
Once a month	5%	-
Once every 6 months	10%	18%
Once a year	9%	-
Less often	12%	9%
Never	63%	55%

Q17-19. Not enough members of either group had visited the website enough for it to be viable to analyse these three questions.

Q20. 61% of those in Group A had said they had remembered receiving the Together Bromsgrove magazine in comparison to 82% of those in Group B

Q21. Of those who had remembered receiving the magazine, 100% of Group B members gave a positive response towards it and 61% of Group A.

Q22. Of those in Group A, 80% had remembered receiving the Council Tax leaflet and 91% of those in Group B

Q23. A higher proportion of members of Group B than those in Group A gave a positive response in relation to whether or not the Council Tax Leaflet was useful.

- 55% of Group A gave a positive response
- 80% of Group B gave a positive response

Q24. Those in Group A (34%) were less likely than those in Group B (73%) to say that the local press influenced their view of the Council

Street scene and Waste Management Services

Q25. For Group A, 58% were satisfied with the cleanliness of their street this is lower than Group B (73%).

Q26. Of those in Group A, 53% were satisfied with the areas of public open space within the District area are clean and 64% in Group B

Q27. In terms of fly tipping in the local area being a problem, the results from both groups were broadly similar: 22% of Group A had a negative opinion and 27% of Group B had a negative opinion.

Q28. 6% of Group A had a positive view on the promptness of fly-tipping being removed when reported, compared to 18% of Group B

Q29. The majority of both groups were strongly against the idea of paying a fee to continue using the free waste collection service with only 4% positive in group A and 9% positive in group B.

Opinion on waste collection service charges	%	
	GROUP A	GROUP B
Strongly in Favour	1%	-
In favour	3%	9%
No opinion	3%	-
Against	12%	27%
Strongly Against	79%	64%
Don't know	2%	-

Q30. Both groups were satisfied with the refuse collection service in general with 71% of Group A being satisfied and 73% of Group B.

Q31. The number of respondents from Group B that answered this question were not significant enough in order to analyse this question.

Bromsgrove Town Centre

Q32. The number of people satisfied with the leisure facilities on offer in Bromsgrove Town Centre was higher in Group A (20%) than in Group B (9%).

Q33. 25% of Group A and 18% of Group B were satisfied with the transport links to and from the town centre

Q34. The differences in the ways that Group A and B responded to the proposals for parking enforcement are shown below:

	% In favour	
	GROUP A	GROUP B
Greater uniformed warden street presence	42%	55%
Fines for illegal parking	70%	64%
Designated on-street parking zones	68%	82%
Bring in double yellow lines	61%	50%

Encouragement to use car parks	81%	90%
Encouragement to use local transport links	62%	100%
Shorter on-street parking times	53%	50%

Cultural and Recreational Activities

Q35.

	% Satisfied	
	GROUP A	GROUP B
Outdoor sports facilities	22%	9%
Indoor sports facilities	26%	27%
Nature trails/country paths	49%	20%
Parks and open spaces	66%	73%
Libraries	61%	80%
Bonfire night	22%	45%
Street Theatre	29%	36%
Bandstand	33%	45%
Christmas Lights	35%	45%
Range and quality of shops	18%	0%
Cultural and rec. activities	28%	18%

Q36. 55% of Group B and 36% of Group A were satisfied with the overall range of entertainment offered at Bromsgrove's Artrix Centre

Q37. 34% of Group A and 36% of Group B said they would be prepared to see charging continue at the annual bonfire event night.

Finally

Q38. In terms of the respondents understanding of the choices the Council has to make, members of Group B had a marginally better understanding than Group A with 27% against 17%. The majority of both groups had some understanding of the Council's choices.

Q39. Overall, 55% of members of Group B were satisfied with the way the Council runs things, this was less in Group A with 38% being satisfied.

Q40. Those in Group A were less likely than those in Group B to believe that they could influence decisions affecting their local area

- 27% of Group A were positive
- 55% of Group B were positive

Q41. Members of Group A were less likely than those in Group B to know who their Ward Councillor was

- 39% in Group A said they knew
- 55% in Group B said they knew