

RESULTS OF 2003/04 BVPI SATISFACTION SURVEY

PROGRAMME AREA RESPONSIBILITY: AUDIT AND PERFORMANCE MANAGEMENT

CABINET

17TH JUNE, 2004

Wards Affected

County-wide

Purpose

To inform Members of the outcome of the BVPI Satisfaction Survey 2003/04.

Key Decision

This is not a Key Decision

Recommendation

THAT (a) Members note the content of the report.

and

(b) Officers are asked to bring back a further report detailing how satisfaction levels can be measured on a year on year basis rather than awaiting the outcome of the three year satisfaction survey.

Reasons

In 2000/01, *User Satisfaction Best Value Performance Indicators* (BVPI) were introduced to the BVPI set for measurement on a 3 yearly basis.

Considerations

1. These indicators were specifically intended to reflect users experience of council services and there is clear guidance which clarifies which questions councils are required to ask and how the surveys should be carried out.
2. The objective of the survey is to investigate how satisfied Herefordshire residents are with the following Performance Indicators: -

BVPI No	Service Area	Indicator
BVPI 3	Corporate Health	The percentage of citizens satisfied with the overall service provided by their authority

Further information on the subject of this report is available from
Jane Jones, Director Of Policy And Community on (01432) 260042 or Kevin Lloyd, Policy Officer
(01432) 383401

BVPI 4		The percentage of those making complaints satisfied with the handling of those complaints
BVPI 89	Litter	Percentage of people satisfied with cleanliness standards
BVPI 90a	Waste	Percentage of people expressing satisfaction with: Household Waste Collection
BVPI 90b		Percentage of people expressing satisfaction with: Recycling Facilities
BVPI 90c		Percentage of people expressing satisfaction with: Waste Disposal
BVPI 119	Culture and Recreation	Percentage of residents by targeted group satisfied with the local authority's cultural and recreational activities

3. Methodology

The target population for the survey was the adult population (18+) of Herefordshire. The survey consisted of a postal questionnaire to a random sample of 3200 residents, drawn randomly from a list of 5000 addresses drawn from the Postcode Address File (PAF) that was provided to Herefordshire Council by the ODPM.

BMG Research was commissioned by the council to undertake its survey. The initial mailing of 3200 Herefordshire residents took place in the week commencing 2nd September 2003, with a cut-off date of 26th September 2003. Following the first mailing, those respondents that had not returned a completed questionnaire were re-mailed. The second re-mailing took place in the week commencing 3rd October, with a cut-off date of 23rd October 2003. The third re-mailing took place week commencing 7th November, with a cut-off date of 21st November.

In total 1373 usable completed questionnaires were returned, representing a response rate of 43%. Assuming 10% "deadwood" in the original contacts (e.g. dwellings unoccupied or non-residential addresses), a sample of 1373 represents a response rate of 48%. This achieved the prescribed minimum sample size of 1,100.

4. Results

It should be noted that direct comparisons between 2000/01 and 2003/04 need to be treated with caution. The results for 2000/01 were not weighted but the 2003/04 results have been weighted in accordance with guidance from the ODPM. In addition, the survey results are not required to be published until 30th June as part of each authority's Best Value Performance Plan. Therefore, any comparisons with other authorities in the analysis of these results have been made with those unitary authorities that BMG were commissioned to undertake the survey for. **Appendix 1 provides detail and analysis of the results.**

5. Connecting with Communities

In early 2002 Herefordshire Council was one of 14 authorities selected to participate in the "Connecting with Communities Project" supported by the then DTLR, LGA, IDEA and Audit Commission. Following on from an initial survey and case study Herefordshire Council was one of six authority's with "scope for clear improvement" chosen to participate in further work. This included support from an external

consultant to advise on how best to promote the authorities work locally. The key outcomes of this were the pilot editions of Herefordshire Matters, the “five P’s” and an authority wide communication network.

As part of the initial research Mori was commissioned to undertake a residents communications survey and this was repeated early in 2004. To date only the top line results have been received. In summary as with the other five case study authorities overall satisfaction with the Council is down slightly reflecting the national trend over the same period. Encouragingly however ratings of the level of information provision are up as are the recall of the magazine and awareness of the website. A further report will be brought forward once the detailed results have been received and analysed.

Alternative Options

There are no alternative options

Consultees

None identified

Background Papers

None identified