

Derby City Council Satisfaction Survey 2011

SUMMARY

- 1.1 The Council's satisfaction survey was conducted during November and December 2011, via face to face doorstep interviews with residents. A total of 1,004 interviews were completed and the sample is representative of the demography of the city.
- 1.2 Despite being conducted at a time of a significant reduction in Council funding and budgets for services, the survey shows that overall satisfaction with the Council was 68%, exceeding the target of 45% and a significant improvement from 2010/11 (41%). Satisfaction across a range of services is also high.
- 1.3 The findings of the survey should be communicated to residents and employees to demonstrate that improvements in services over the last twelve months have lead to a significant increase in satisfaction with the Council.
- 1.4 It should also be stressed that despite the current funding pressures, the Council aspires to continue to make improvements to services in the future.

RECOMMENDATIONS

- 2.1 To note the results of the 2011 Derby City Council Satisfaction Survey and in particular the areas of significant improvement.
- 2.2 To approve the proposed Communication Plan for the results.
- 2.3 To develop an Action Plan to improve areas of low satisfaction as part of the business planning process.

REASONS FOR RECOMMENDATIONS

- 3.1 To demonstrate that improvements in Council services over the last twelve months have lead to a significant increase in satisfaction with the Council.
- 3.2 To ensure that data from the 2011 satisfaction survey are used proactively to continue to provide services that meet local needs.

Survey Methodology

- 4.1 The Council carried out surveys to measure satisfaction in 2003, 2006 (statutory Best Value Survey), 2008 (statutory Place Survey) and 2010 (One Derby Survey). The 2011 survey was carried out during November and December 2011 and contained key satisfaction questions from the 2010 survey. It also explored reasons for satisfaction and dissatisfaction with the Council to provide a greater insight into resident's perceptions and how these can be improved.
- 4.2 The fieldwork for the survey and reporting were undertaken by M.E.L Research. A total of 1,004 interviews were completed and the sample was designed to be representative at ward level. Ward level quotas for age and gender and city level quotas for ethnicity, disability and work status were also put in place. The intricate nature of the sample design eliminates the need for any weighting and therefore all results reported are based on un-weighted data.
- 4.3 Results are accurate to +/-3.09% at a 95% confidence level, which means that we can be 95% certain that the results are within +/-3.09% of the calculated response. For sub samples, the confidence intervals are greater due to the smaller base size.

Results Summary

- 4.4 The results are presented in full in Appendix 2. The key results are as follows...
- Overall 68% of respondents are satisfied with the Council, compared to 13% who are dissatisfied.
 - 53% of respondents agreed that the Council provides value for money compared to just over one quarter (26%) who disagreed. This is an improvement from 2008 and 2010 when fewer respondents agreed (27% and 29% respectively) and more respondents disagreed (36% and 31% respectively).
 - The vast majority of users (92%) are satisfied with local tips and household waste recycling centres.
 - Over 85% of residents who use leisure and cultural services are satisfied with them.
 - 72% of respondents are satisfied with the maintenance of cycle ways, 63% with footpaths and 52% with bridge maintenance.
 - 63% of respondents agree that Council staff are friendly and polite.
 - 61% of respondents agree that the Council is doing a good job.
 - 62% of respondents agree the Council is working to regenerate the city and promoting Derby as a place to live, work and visit (62%).
 - Around a half of respondents agree that the Council is trustworthy (49%), which is an improvement from 42% in 2006.

- 53% of respondents feel informed about Council services.
- Respondents rate the Council's website as the most useful way of contacting the Council (74%) and over two thirds (67%) consider the telephone/Derby Direct to be useful.
- 37% of respondents agree the Council responds when it says it will.
- 31% of respondents agree the Council responds to the needs of older people.
- 27% of respondents feel informed about how older people can be supported to live independently.

- 4.5 The survey report in Appendix 2 highlights any significant variations in responses from different socio-economic groups, including BME groups.

Communications Plan

- 4.6 The Communications Plan in Appendix 3 is divided into two parts. Part 1 will concentrate on pushing out the messages of Council improvement using not only the media but wider promotional tools, such as outdoor advertising and digital channels. This will be carried out before the end of the financial year, supported by key messages and a targeted approach to increase reach to all wards of the city.
- 4.7 Part 2 of the plan will concentrate on addressing the weaker aspects of the survey's results, to address the more negative perceptions and lower percentage scores, especially those relating to our BME communities. This work will take place from April 2012 and will be a key driver of the Communication Division's Action Plan for 2012/13. This work will be supported by additional demographic analysis of those areas where scores are lower to ensure the right channels are used with the right messages reflecting how services are currently being delivered to influence positive perceptions.

Action Plan

- 4.8 Results of the survey have been circulated to all Service Directors for review. Each Departmental Business Plan is expected to incorporate key performance indicators on customer satisfaction. Any areas for improvement will be addressed as part of the refresh of business plans for 2012/13, with specific actions included to address the survey findings.
- 4.9 The Council's satisfaction survey will be conducted annually using the same methodology.

OTHER OPTIONS CONSIDERED

5.1 None

This report has been approved by the following officers:

Legal officer Financial officer Human Resources officer Service Director(s) Other(s)	Director of Legal and Democratic Services Director of Finance and Procurement Director of Strategic Services and Transformation Head of Communications Head of Performance and Improvement Head of Customer Service
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For more information contact: Background papers: List of appendices:	Name Dr. Gavin Thompson 01332 643477 e-mail gavin.thompson@derby.gov.uk None Appendix 1 – Implications Appendix 2 – Derby City Council Satisfaction 2011 Survey Report Appendix 3 – Communications Plan
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IMPLICATIONS

Financial and Value for Money

- 1.1 The 2011 Satisfaction Survey provides the Council with a valuable insight into residents' perceptions of the quality of Council services and whether the Council provides value for money overall.

Legal

- 2.1 None arising directly from the report.

Personnel

- 3.1 The results of the survey show high levels of satisfaction with Council services and the Council overall. The role that employees in delivering high quality services and should be communicated.

Equalities Impact

- 4.1 Where satisfaction with Council services is significantly different amongst a particular demographic group, services should review and identify any reasons for this and wherever appropriate take action through the business planning process.

Health and Safety

- 5.1 None arising directly from the report.

Environmental Sustainability

- 6.1 None arising directly from the report.

Asset Management

- 7.1 None arising directly from the report.

Risk Management

- 8.1 Where satisfaction with a service is low, action should be taken through the business planning process to protect the reputation of the Council.

Corporate objectives and priorities for change

- 9.1 The findings of the 2011 satisfaction survey enable the Council to measure how successfully it is providing good quality services that meet local people's and identify potential areas for improvement.

Appendix 3 - Communications Action Plan

Part 1 – communicate the positive aspects of the One Derby survey 2011

Key drivers:

1. Satisfaction with the Council
2. Satisfaction with key services
3. Trust
4. Value for money
5. Regenerating the city

Ref	Objective	Activity	Outcome	Measure	Timescale	Responsibility
1-5	To ensure as many residents as possible are aware that satisfaction with the Council and its key services has increased.	Gather evidence to support the results.	To ensure that if challenged there is evidence of service improvement.	Evidence supports the results and builds trust.	Feb/March 2012	YW/All directorates
	To ensure as many residents as possible are aware that perceptions of trust and value for money has increased.	Develop and deliver a promotional plan to push out the messages about Council and service satisfaction.	Reach as many residents as possible to further influence positive perceptions.	% residents satisfied with the Council increases when surveyed again.	Feb-April 2012	YW
	To ensure as many residents as possible are aware that perceptions of the Council regenerating the city has increased.	Develop and deliver a media plan to push out the messages about the Council and improved perceptions.	Balanced reporting of results supported by evidence.	% neutral/positive media coverage.	As above	YW
				Number of releases issued and used.	As above	YW
				Influence of social media channels.	As above	YW

Part 2 – addressing areas of weakness to improve perceptions

Key drivers:

1. Trust
2. Creating jobs and investment
3. Low satisfaction in certain wards
4. Feeling informed about Council services
5. Getting involved in decision-making

Ref	Objective	Activity	Outcome	Measure	Timescale	Responsibility
1.	To increase trust in the Council.	Identify areas where trust is lowest.	To enable further investigation.	Focus group provides evidence of why trust is low	April 2012	YW/GT
		Deliver a campaign addressing the issues to influence perceptions.	Perceptions of trust are influenced positively.	Levels of trust increase when surveyed again	2012	YW
2.	To increase the perception that the Council is creating jobs and investment.	Identify where perceptions are lowest.	To enable targeting of messages.	Increase in positive perceptions.	April 2012	YW/GT
		Identify key messages and channels to target audience.	To ensure messages are received .	As above	2012	YW
3.	To increase satisfaction with the Council in those wards with reported lowest satisfaction	Identify key demographics and aspects of service that influence low satisfaction	To enable planning of targeted messages to address low satisfaction.	Satisfaction increases when surveyed again.	April 2012	YW/GT
		Identify key messages and channels for targeted campaign.	To ensure messages are received.	As above	2012	YW

Ref	Objective	Activity	Outcome	Measure	Timescale	Responsibility
4.	To increase % residents feeling informed about Council services.	Identify ward where responses are lowest .	To enable targeted campaign	Messages are received by the relevant audience	April 2012	YW/GT
	To increase % residents who feel informed about how to get involved in decision-making.	Identify key demographics that may influence negative perceptions.	As above		April 2012	YW/GT
		Identify key messages to target audiences.	To enable messages to be received	% residents feeling informed has increased when surveyed again	2012	YW