

**Best Value Satisfaction Surveys 2006/07****SUMMARY**

- 1.1 The Council is required by Government to undertake a series of Best Value Satisfaction Surveys every three years. The surveys cover general satisfaction as well as user satisfaction with planning, benefits, housing and libraries. The surveys, which provide data for a number of Best Value Performance Indicators – BVPIs, were undertaken between August 2006 and March 2007.
- 1.2 Overall 'general' satisfaction with Council services has increased marginally since 2003/04 from 54% to 55%. In comparison to all unitary authorities in England, Derby falls in the top quartile of performance for five of the thirteen 'general' BVPIs, including overall satisfaction, transport indicators and parks and open spaces. Derby only falls into the bottom quartile in regards to satisfaction with libraries, despite positive improvements since 2003. Satisfaction with household waste collection has fallen significantly by 7%, although this is consistent with national trends.
- 1.3 The general survey also asked respondents to give views on local area priorities, anti-social behaviour and community cohesion. 'Activities for young people' was highlighted as the top improvement required to local areas, followed by traffic congestion and crime. All aspects of anti-social behaviour were seen to be less of a problem than 2006, with relatively low concern expressed regarding community cohesion.
- 1.4 There has been improvement in every area of benefits user satisfaction, which is extremely positive. The most significant improvement is within the telephone service, indicating the successful impact of Derby Direct. Overall satisfaction increased from 72% in 2003/04 to 75% in 2006/07. Quartile data has not yet been released by the Audit Commission to put this performance into context.
- 1.5 Around two thirds (65%) of respondents were satisfied with the Council's service in processing their planning application. This is a fall on the 72% in 2003/04, but is within the limits of statistical accuracy due to a low sample size, which suggests that the service has generally stayed the same. This does however represent bottom quartile performance.
- 1.6 Satisfaction amongst library users has increased by 4% to 89% since the previous survey in 2003/04. Generally customer satisfaction across a range of library indicators has improved, and although it is not a Best Value indicator it is pleasing to note that 96% of library users were satisfied with staff helpfulness.

- 1.7 Results from the Housing Tenants survey were very positive, with all but one indicator falling in the top quartile. Overall satisfaction with the service has increased from 75% in 2003/04 to 82% in 2005/06.
- 1.8 An action plan to address issues arising from these surveys is shown in **Appendix 2**.
- 1.9 Subject to any issues raised at the meeting, I support the following recommendations.

RECOMMENDATIONS

- 2.1 To review the findings of the Best Value satisfaction surveys and note the action plan to address issues arising.

REASONS FOR RECOMMENDATIONS

- 3.1 It is important the Council works to address any areas of dissatisfaction as identified through methods such as the Best Value satisfaction surveys.

Best Value Satisfaction Surveys 2006/07

SUPPORTING INFORMATION

1. BACKGROUND

- 1.1 The Council is required by Government to undertake a series of Best Value Satisfaction Survey every three years. The surveys are intended to measure the satisfaction of residents and service users with the quality of services delivered by the Council, and their satisfaction more generally with a range of quality of life issues in their local area.
- 1.2 The satisfaction surveys covered the following areas:
 - **General household survey** – overall satisfaction levels with Council services, complaints, waste, recycling, transport, sport and leisure, libraries, museums and arts, parks and open spaces
 - **Benefits users** – overall satisfaction
 - **Planning users** – overall satisfaction
 - **Libraries users** – overall satisfaction
 - **Housing tenants** – overall satisfaction and satisfaction with opportunities for participation in management and decision-making.
- 1.3 Work on the General, Benefits and Planning surveys was contracted out to QA Research Ltd. The surveys were undertaken by post between August 2006 and March 2007. Libraries and housing surveys were undertaken separately.
- 1.4 The satisfaction results provide data for a number of Best Value Performance Indicators, BVPIs, some of which are included in Comprehensive Performance Assessment, CPA, service assessments for Housing, Environment and Culture.

2. GENERAL SURVEY

- 2.1 The General survey was issued by post to 5,000 residents based on a random sample. We received 1,741 completed returns, which represents 35% of the sample. A prize draw was held to encourage residents to complete the survey.
- 2.2 In addition to local public services, the General survey asked questions in relation to a number of quality of life areas; local area priorities, anti-social behaviour and community cohesion. Initial analysis has been undertaken by cross cutting theme – gender, age, ethnicity, disability and location. Further work will be undertaken to analyse these responses and feed them into service provision.

Local public services

- 2.3 A summary of performance against the Best Value Performance Indicator areas is shown below:

Table 1: General survey - summary of comparative scores

Best Value Performance Indicator		Score 2003 %	Score 2006 %	Differ ence %	Direct ion
BV3	Overall satisfaction	54	55	+1	→
BV4	Satisfaction with complaint handling	35	31	-4	→
BV89	Satisfaction with cleanliness	60	66	+6	↑
BV90	A. Satisfaction with waste collection	84	77	-7	↓
	B. Satisfaction with recycling (local facilities)	73	73	0	→
	C. Satisfaction with waste disposal (local tips)	78	82	+4	→
BV103	Satisfaction with transport information	65	61	-4	→
BV104	Satisfaction with bus service	71	72	+1	→
BV119	A. Satisfaction with sports and leisure facilities	60	57	-3	→
	B. Satisfaction with libraries	64	68	+4	→
	C. Satisfaction with museums and galleries	58	58	0	→
	D. Satisfaction with theatres and concert halls	60	58	-2	→
	E. Satisfaction with parks and open spaces	74	79	+5	→

Direction of travel is displayed by the following symbols:

- ↓ Falling (fall since 2003 of 6% or more)
- Stable (non-significant % change since 2003)
- ↑ Rising (rise since 2003 of 6% to 19%)
- ↑↑ Rising strongly (rise since 2003 of 20%).

- 2.4 The arrows indicate where changes are statistically significant. This analysis has been undertaken by QA Ltd.
- 2.5 Performance against the targets set for 2006 has been variable with five of the thirteen indicators meeting target, whilst eight did not. Those indicators that failed to meet target included overall satisfaction (BV3), satisfaction with complaints (BV4), transport indicators and the sports and leisure facilities, museums and galleries and theatres and concert halls indicators.
- 2.6 In comparison to all unitary authorities in England, Derby falls in the top quartile of performance for five of the thirteen indicators, including overall satisfaction (BV 3), transport indicators and the parks and open spaces indicator. Derby only falls into the bottom quartile in regards to satisfaction with libraries, despite positive improvements being recorded since 2003.
- 2.7 A number of the BVPI satisfaction results are included in CPA service assessments and therefore contribute towards our overall score for CPA. In the most recent assessment in February 2007, Derby met the required thresholds for all indicators with the exception of satisfaction with waste collection (actual of 77% compared to the required 81%). This means it will not be possible to raise the Environment service assessment score to a four due to this indicator falling below the lower threshold (until the next survey or unless the scoring mechanism changes). This fall

in satisfaction from 84% in 2003/04 may relate to the recent introduction of the 'twin bin' collection system.

- 2.8 The 4% fall in satisfaction with complaints, whilst not statistically significant, is inconsistent with national trends that have seen an overall increase of 1%. Improvements were made to the corporate complaints process during 2006, but would not have had time to impact on survey responses.
- 2.9 Satisfaction with how well the Council keeps the land clear of litter and refuse has risen significantly since 2003. Satisfaction with waste disposal has also increased, although improvement is not as strong as some unitary authorities. The household waste centres were viewed in positive terms, in part due to better perceptions of customer service and ease of use of the sites.
- 2.10 Satisfaction with the overall information on public transport has fallen slightly, whilst still remaining in the top quartile. Information is less likely to be seen as accurate, clear and available in the right amount. Overall satisfaction with the bus service is similar to 2003 in all aspects. Generally, the most frequent users were actually amongst the most dissatisfied with the service.
- 2.11 The increasing level of satisfaction with parks and open spaces is positive, with nearly half the respondents using the parks and open spaces at least once a week. Other cultural services have maintained similar levels of satisfaction to 2003, except for libraries, where a small increase took place. Regular users of all facilities were more likely to be satisfied than average respondents, showing that their experience is more positive than the general perception of the facilities held by the community.
- 2.12 There has been a decline in the level of satisfaction with sports and leisure from 60% in 2003/04 to 57% in 2006/07. Whilst the 3% decline in 2006 is not statistically significant, this has dropped from 67% in the 2000/01 survey, which could be attributable to the age and condition of sports centres although more work is required to substantiate this. Despite the decline in the satisfaction with sport and leisure facilities, the results of the largest survey undertaken of its kind by Sport England in 2006, the Active People Survey, is favourable for Derby. The survey has revealed that 70.2% of adults are satisfied with local sports provision, compared to the national average of 69.5%.

Council performance and communication

- 2.13 Overall 41% of people feel that the Council keeps residents informed about services and benefits it provides. This is consistent with national levels but obviously an area for further work. Respondents felt they were more informed on areas such as where to pay bills and how to register to vote.
- 2.14 People feel they need more information on other areas such as what the Council spends its money on and whether it is keeping its promises. In particular people feel ill informed about what is being done about anti-social behaviour locally, a key contributing factor in determining how they feel about the local area, which in turn affects their overall satisfaction with the Council.
- 2.15 Respondents were generally satisfied with direct contact with the Council – 64% were satisfied with their most recent contact, with 16% neither satisfied nor

dissatisfied. The most common method of contacting us is by telephone, with 73% of respondents making use of this media.

Local area priorities

- 2.16 Low levels of crime and having clean streets are both of significant importance to residents when deciding if somewhere is a good place to live. It is of interest that both these factors also appear in the top five areas that need the most improvement in local neighbourhoods. However, in terms of improvement, activities for teenagers and traffic related issues are perceived as the most pressing needs. Access to nature and race relations are seen as the areas that least needed improvement; the former could relate to the high levels of satisfaction respondents reported with the parks and open spaces.

Table 2 – Top five things most needing improving

	Most needs improving 2006	Most needs improving 2003
Activities for Teenagers	52%	32%
The Level of Crime	42%	52%
The Level of Traffic Congestion	42%	23%
Road and Pavement Repairs	42%	35%
Clean Streets	27%	31%

- 2.17 Only one in ten respondents is unhappy to some degree with the area they live in. However this needs to be weighted against the finding that a third feels their local area has got worse over time. However, nearly three quarters of respondents were satisfied overall with their area as a place to live.

Anti-social behaviour

- 2.18 All potential aspects of antisocial behaviour were seen to be less of a problem in 2006 compared with 2003. Areas such as vandalism/damage to vehicles, abandoned cars and people sleeping rough were less likely to be perceived as a problem, reflecting improved performance by the Council in addressing these issues. However, over half of respondents still believe that teenagers hanging around on street corners are a problem. Linked to this may be the finding that the most commonly chosen problem was a lack of parental control.
- 2.19 Respondents are less likely than in 2003 to state that rubbish and litter lying around is a problem. This could explain the rise in satisfaction with how the Council has kept the land clear of litter and refuse between 2006 and 2003 – a trend that is also reflected in the annual performance for street cleanliness indicators.

Community cohesion

- 2.20 58% of respondents felt that people from different backgrounds in their local area get on well together, with low concern about race relations. This compares favourably to results from other unitary councils (58.8% is top quartile).

3. BENEFITS SURVEY

- 3.1 The survey period was split over two periods: August 2006 and January 2007, in order to survey two separate sets of claimants from different claim 'window' periods. All research was completed in March 2007 to comply with DCLG/Audit Commission deadlines for submitting results. Overall we received 604 responses to a postal survey in which 1,800 questionnaires were issued, a response rate of nearly 34%.

Table 3 – Benefits survey – summary of comparative scores

Best Value Performance Indicator		Score 2003 %	Score 2006 %	Difference %	Direction
BV80a	Contact with the office	66	74	+8	↑
BV80b	Service in the office	71	76	+5	→
BV80c	Telephone service	45	69	+24	↑↑
BV80d	Staff in the office	76	80	+4	→
BV80e	Forms	54	58	+4	→
BV80f	Speed of service	62	67	+5	→
BV80g	Overall satisfaction	72	75	+3	→

Direction of travel is displayed by the following symbols:

- ↓ Falling (fall since 2003 of 6% or more)
- Stable (non-significant % change since 2003)
- ↑ Rising (rise since 2003 of 6%)
- ↑↑ Rising strongly (rise since 2003 of 20% +)

- 3.2 As Table 3 illustrates there has been overall improvement in every area of the benefits service. Additionally, five of the seven indicators met the targets that were set for 2006/07. Quartile data has not yet been released by the Audit Commission to compare this performance with other councils.
- 3.3 The most significant improvement by 24% is within the telephone service (BV 80c), indicating the successful impact of Derby Direct. Satisfaction with, staff in the office (BV 80d), currently has the highest level of satisfaction. However satisfaction with the forms (BV 80e) is the lowest area of satisfaction. This seems to be a common finding in other local authorities.
- 3.4 The main area of dissatisfaction is with the time it takes for respondents to be told if their claim has been successful. In order to address this, it would be necessary to establish if claimants are informed about how long the process takes and what information they receive in relation to the benefits process and the time involved. Further research is needed to assess the length of time it is taking to inform claimants of the success of their claim to establish what an acceptable period of time is both for the Benefits Service and for the claimants.
- 3.5 Between the first and the second consultation window the benefits service changed their software supplier. The sample for the first window was taken before the change and when looked at in isolation the results from this window are excellent. As expected the second window results were not as good. Despite this the overall results are very good.

- 3.6 The computer conversion took place in June and was a major disruption to the service. There was a three week period when there was no computer system available as data was converted from the old system. Staff resources had to be diverted into testing the new systems, checking the converted data and training staff. When the Benefits Service went live with the new system it took longer to process Housing and Council Tax Benefit claims as staff became familiar with the new software.
- 3.7 All these issues had an effect on the service and will have affected the perceptions of the customers especially for those surveyed in the second window. The table below shows the results for both windows separately and clearly shows higher levels of satisfaction for the period prior to our computer conversion.

Table 4 – Benefits survey – Results from first and second windows

Best Value Performance Indicator		2006 first window %	2006 second window %
BV80a	Contact with the office	77	71
BV80b	Service in the office	82	67
BV80c	Telephone service	74	64
BV80d	Staff in the office	84	74
BV80e	Forms	62	52
BV80f	Speed of service	75	55
BV80g	Overall satisfaction	80	66

- 3.8 There is a clear divide in levels of satisfaction between younger and older respondents with regard to overall satisfaction and also satisfaction with individual areas of services provided by Derby Benefits Office. Older respondents are more likely to be satisfied with the overall service provided by Derby Benefits Office. More research would be needed to establish the key reasons for dissatisfaction among younger respondents.
- 3.9 Respondents whose claims have been successful are more likely to be satisfied with specific aspects of the Benefits Service than respondents whose claims have not been successful. Therefore there is evidence to suggest that the result of the claim will have an impact on the views of the respondents to the Benefits Service as a whole.
- 3.10 Overall, staff are seen as friendly by the majority of respondents. However there is a need to improve the confidence that respondents have that what the staff are saying is correct. One way this could be achieved would be to offer more help with the filling in of the forms, which has been identified as particularly difficult for younger respondents. Further training of staff may be needed to do this.

4. PLANNING SURVEY

- 4.1 The planning survey was again a postal survey issued to all 538 available planning applicants and agents. We received 186 completed returns representing 35% of the sample.
- 4.2 Respondents were asked how satisfied they were with the service provided by the Council in processing their application, regardless of whether or not their individual application was successful.

Table 5: Level of satisfaction with the Council's service by type of application

PI	Type of Application	2003 satisfied overall %	2006 satisfied overall %	Neither satisfied nor dissatisfied (%)	Dissatisfied Overall (%)
	Householder	-	65	8	28
	Listed Building or Conservation Area	-	53	20	27
	Residential Development	-	73	10	17
	Business or Industry Development	-	58	27	15
	Other	-	72	12	16
BV109	Overall satisfaction	72	65	-	-

- 4.3 The table below compares the level of satisfaction provided by Derby City Council against the outcome of the planning application.

Table 6 - Level of satisfaction by outcome of application

Level of Satisfaction	Approved %	Refused %
Satisfied	68	43
Neither/Nor	11	14
Dissatisfied	21%	43

- 4.4 Overall, nearly two thirds (65%) of respondents were either fairly or very satisfied with the service provided by the Council. Just under a quarter (22%) of respondents were either fairly or very dissatisfied overall. In 2003, 72% of respondents were satisfied, although the fall to the 2006 score is not statistically significant.
- 4.5 When compared to results from other unitary and single tier authorities, Derby falls in the bottom quartile (top quartile is 80%). However this is based on a small sample of returns.
- 4.6 This is supported by the overall similarity of all results to those recorded in 2003, and the fact that respondents who had previously submitted planning applications generally felt that the level of service provided by the Council had stayed the same over the last three years.
- 4.7 The majority of applications submitted were approved. Not unexpectedly, those that were refused were more likely to be dissatisfied with the overall service.

- 4.8 It should however be noted that all groups of respondents generally understood the reasons for the decision made on their application, felt that they were treated fairly, felt that their viewpoint was listened to and that they were given the advice and help that they needed to submit their application correctly.

5. LIBRARIES SURVEY

- 5.1 Almost 3,900 library users participated in a satisfaction survey in September 2006.
- 5.2 The library satisfaction survey tests users reaction to various facilities and services, which respondents were asked to rate as very good, good, adequate, poor or very poor. Although it provides information to feed BV 118, the range of subjects service areas covered is much broader.
- 5.3 Although comparisons are rather difficult because the wording of some questions has changed since the previous survey in 2003/04, satisfaction levels have generally improved with all targets set for the survey being achieved.

Table 7: Summary of Library user survey

Best Value Performance Indicator		Score 2003 %	Score 2006 %	Difference %	Direction
BV 118a	Satisfaction with lending books ("found something to borrow")	70	84	+14	↑
BV 118b	Satisfaction with information service ("found information being sought")	63	74	+11	↑
BV 118c	Satisfaction with library service overall	85	89	+4	➔

Direction of travel is displayed by the following symbols:

- ↓ Falling (fall since 2003 of 6% or more)
- ➔ Stable (non-significant % change since 2003)
- ↑ Rising (rise since 2003 of 6% to 19%)
- ↑↑ Rising strongly (rise since 2003 of 20%).

- 5.4 The table below summarises user responses to some of the most significant questions:

Table 8: Summary of Library user survey

Facility or service area	Respondents rating it "good" or "very good" %	Respondents rating it "adequate" %	Respondents rating it "poor" or "very poor" %
Staff helpfulness	96	4	1
Choice of books	73	22	5
Physical condition of books	85	13	1
Computer facilities	70	25	4
Overall satisfaction (BV 118c)	89	9	2

- 5.5 It is highly encouraging to note that two libraries – Spondon and Allestree – achieved a 100% satisfaction rating for staff helpfulness.

6. HOUSING SURVEY

- 6.1 The Housing Tenant Survey was issued to 1,670 housing tenants. Completed questionnaires were received from 617, representing a response rate of 37%.
- 6.2 There are generally high levels of satisfaction with most aspects of Derby Homes, as shown in Table 9. Significant increases have been seen in all areas. It should however be noted that only three of the six indicators achieved the targets that were set for the survey.

Table 9 – Summary of Tenant User survey results

Best Value Performance Indicator		Score 2003 %	Score 2006 %	Differ ence %	Direct ion
BV74a	Overall satisfaction with service	75	82	+7	↑
BV74b	Overall service – BME groups	61	85	+24	↑↑
BV74c	Overall service – non BME groups	76	82	+6	↑
BV75a	Participation opportunities in decision making	59	69	+10	↑
BV75b	Participation opportunities in decision making – BME groups	42	46	+4	→
BV75c	Participation opportunities in decision making – non BME groups	60	70	+10	↑

Direction of travel is displayed by the following symbols:

- ↓ Falling (fall since 2003 of 6% or more)
- Stable (non-significant % change since 2003)
- ↑ Rising (rise since 2003 of 6% to 19%)
- ↑↑ Rising strongly (rise since 2003 of 20%).

- 6.3 Over four fifths of tenants are satisfied with their accommodation and the overall service from their landlord. Four fifths regard their rent as being good value - with 40% not seeing any improvement being necessary.
- 6.4 At least seven out of ten tenants were content with the condition of their home, neighbourhood and the size of their property.
- 6.5 Service and Maintenance is the most important aspect of housing for tenants and 71% are content with their landlords' handling of repairs and maintenance. All aspects of the service are rated as at least 'good'.
- 6.6 The majority of those who contacted Derby Homes found it easy to reach the right person and found the staff to be both helpful and competent.
- 6.7 Over three quarters of tenants regard Derby Homes as being good at keeping them informed and two thirds feel their views are taken into account in decision making. Involving tenants in the management of housing is their lowest priority.
- 6.8 Just 45% of tenants are aware of Tenants Participation Compacts and of them, over three fifths are satisfied with their locally agreed Tenants Participation Compact. When compared to other unitary and single tier authorities, Derby meets top quartile performance for all areas with the exception of participation opportunities for BME groups. Further work is required to investigate this.

7. Actions to address issues identified

7.1 The BV Surveys have highlighted a number of areas for further work, including...

- Waste collection
- Complaints
- Activities for young people
- Customer service
- Communication around services and benefits provided by the Council.

7.2 An action plan is shown in **Appendix 2** to address these highlighted areas.

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Background papers:

List of appendices: Appendix 1 – Implications
Appendix 2 – Action Plan

IMPLICATIONS

Financial

1. The costs of the surveys were covered through existing budget provision.

Legal

2. The Council is required by Government to undertake a series Best Value surveys every three years.

Personnel

3. None directly arising from the report.

Equalities impact

4. The survey results will feed into equality impact assessments for the particular areas, so departments, can where necessary, set up equality objectives to reduce any inequalities identified.

Corporate priorities

5. The survey data contains resident views on local needs and priorities, which will inform the review of corporate priorities in future years.

BEST VALUE SATISFACTION SURVEY 2006/07 ACTION PLAN

Area/ PI ref	Recommendation / Issue	Lead officer	Response with proposed actions	Responsibility & Timescale
BV89 and 90 - Cleanliness and waste services	<p>Issue 1</p> <p>Respondents are less likely than in 2003 to state that rubbish and litter lying around is a problem. Linked to this, satisfaction with how well the council keeps the land clear of litter and refuse has risen since 2003. With the importance residents place on having clean streets it is necessary for this score to keep rising in order to keep residents satisfied with the council overall.</p> <p>Recommendation - There needs to be a high-profile and sustainable emphasis placed on street-scene and cleanliness. The good progress should be highlighted in communication.</p>	Malcolm Price	<p>There is a NEAT effect, if resources are removed this could have an adverse impact on satisfaction.</p> <p>We are introducing an events programme to raise awareness of litter issues which could have a positive effect on satisfaction.</p> <p>Additionally we intend to pilot joint technical surveys with community reps to improve understanding on what is being measured (technically) in the first place.</p> <p>An events programme to be held which will include schools and other community activities.</p>	<p>10 events to be held by the end of March 2008, with 5 by end of October 2007.</p> <p>Pilot to be completed by the end of October 2007.</p> <p>12 events to be held by the end of March 2008.</p>
BV89 and 90 - Cleanliness and waste services	<p>Issue 2</p> <p>Overall the household waste collection produces a lower satisfaction score than in 2003. The most likely reason for this is a fall in satisfaction in the bin provided. This may relate to the recent introduction of the 'twin bin' collection system.</p> <p>Recommendation - The trend should be monitored through other consultation exercises between BV rounds. The collection of waste should be reviewed in terms of expectations of residents, awareness of information available to residents, the quality of this information, and the actual process of collection.</p>	Malcolm Price	<p>Further consultation with those dissatisfied at the last Pointer Survey have given an initial indication the majority of those who responded cite alternate weekly collections (AWC) as the cause of that dissatisfaction. Research nationally shows that the best authorities are getting 79% satisfaction rates on AWC's.</p>	<p>Review to highlight key concerns to be completed by the end of June 2007.</p> <p>Actions to address key concerns to be implemented from November 2007 onwards.</p>

Area/ PI ref	Recommendation / Issue	Lead officer	Response with proposed actions	Responsibility & Timescale
BV89 and 90 - Cleanliness and waste services	<p>Issue 3</p> <p>Satisfaction with waste disposal is increasing. That for the local recycling facilities is stable, set against a national trend of mild improvement.</p> <p>Recommendation -There may be a need to review residents' expectations for local recycling facilities to explore the lack of increased satisfaction.</p>	Malcolm Price	<p>Recycle for Derby continues to be "rolled out" and difficult areas that we missed in earlier times are expected to come on stream after November 2007.</p> <p>We will be reviewing all local recycling centres and intend to improve clearance of these during 2007/08. Hopefully this will impact positively on overall satisfaction.</p>	Review to be completed by June 2007 and actions to be implemented from November 2007 onwards.
BV103 and 104 – Transport information and bus services	<p>Issue 4</p> <p>Satisfaction with public transport information has dipped slightly since 2003. The survey also highlighted the most frequent users of public transport were actually amongst the most dissatisfied with the service.</p> <p>Recommendation - While the relative dissatisfaction of regular users may be part and parcel of being able to observe a service every day and therefore notice more flaws, it is worth establishing exactly what improvements frequent users need.</p>	Chris Hegarty	<p>BV103 Transport Information</p> <p>Most of the roadside bus service information is provided by the bus operators themselves however the Council's Public Transport Unit, PTU, does provide some information. For example the information at the bus stops which form the temporary bus station is provided by the PTU. We also paid for an information cabin to be installed next to bus operator accommodation on the temporary bus station which is staffed by Trent buses 6 days a week. Other information is provided in the council house reception and the tourist information office. Until the final bus station is complete there is not a great deal more than can be accomplished.</p> <p>Other projects have included delivering a copy of the Council's latest bus network map guide to every household in the city. This was done in September 2006 and will be repeated again in September 2007. We have also started a project to put bus maps into bus shelters in district centres starting with Allenton.</p> <p>The on going programme of providing Real Time Information, RTI, displays at key bus stops</p>	<p>Bus operators have an ongoing programme to update roadside information.</p> <p>CH/MO updates information in temporary bus station when required.</p> <p>CH/ZJ to repeat distribution of update version of bus network map guide in September 2007.</p>

Area/ PI ref	Recommendation / Issue	Lead officer	Response with proposed actions	Responsibility & Timescale
			<p>also continues. Stops on London Rd between Alvaston and the city centre have just been completed and 25 stops on the Mickelover bus route will also get rti in June of this year. More signs will be installed on bus routes in Chaddesden / Derwent/ Oakwood later in 2007/08.</p> <p>BV104 Satisfaction with local bus services Recent surveys carried out on our Quality Partnership routes have made it clear that bus passenger are becoming increasing dissatisfied with bus services because of their unreliability due to traffic congestion and the closure of the bus station.</p> <p>In the short term some measures to improve bus reliability have either just been introduced (Duffield Rd bus lane) or will be introduced during 2007/08 as part of the capital (Siddals Rd bus plug, the 1st part of the Osmaston Roads SITS, Allestree Lane/Kedleston Road signals. In the longer term a more comprehensive programme will be required on more routes if bus reliability is to be improved city wide</p> <p>The construction of the new bus station is dependent on the developer of Riverlights. It now seems it will not be delivered until late 2008 or early 2009 which will be over 3 years since the closure of the old bus station.</p>	<p>CH District centre maps ongoing</p> <p>CH/ZJ - RTi on London Rd March 2007 Mickelover June 2007 and additional signs in Chaddesden /Derwent/Oakwood by March 2008</p> <p>CH/AS/TG March 2008</p> <p>Riverlights developer</p>

Area/ PI ref	Recommendation / Issue	Lead officer	Response with proposed actions	Responsibility & Timescale
BV119 – Culture and recreational activities	<p>Issue 5</p> <p>Cultural services have maintained similar levels of satisfaction to 2003, except for libraries, where a small increase took place. Regular users of <i>all</i> facilities were more likely to be satisfied than average, showing that their experience is more positive than the general perception of the facilities held by the community.</p> <p>Recommendation</p> <p>Given the finding that users are more satisfied, the Council needs to check that enough potential users are aware of what Derby offers in terms of culture and leisure.</p>	<p>Sport and leisure facilities – Andrew Beddow/John Brown</p> <p>Libraries – David Potton</p> <p>Museum and galleries - Anneke Bambery</p> <p>Theatres and concert halls – Peter Ireson</p> <p>Parks and open spaces – Steve Medlock</p>	<p>Sport and Leisure</p> <p>There has been a 10% decline in the level of satisfaction with sports and leisure facilities since 2000. This could be due to the age and condition of sports centres and the need for a substantial investment to modernise and improve facilities. Over the past two years work has been undertaken to quantify the cost of this and a number of options are currently being explored.</p> <p>A range of marketing activities that are planned and evaluated take place to promote the sports centres, community centres and the work of the Getting Derby Active team. Activities planned for the next six months include</p> <ul style="list-style-type: none"> • b-active summer what's on leaflet distributed to every school child in Derby • b-active event on June 30 in city centre as part of DCP week • further development of the dedicated Sport and Leisure web site pages on DCC website • b-active campaigns running periodically throughout the year linking in with local media including RAM FM and the Derby Evening Telegraph to encourage people in Derby to be more active • development of an e-newsletter for Sport and Leisure • articles in Your Derby magazine <p>Libraries</p> <p>The Libraries Service is planning to set up a new marketing group comprising a range of</p>	<p>Amanda Sharman by June 18 2007</p> <p>Martyn Rothwell</p> <p>Amanda Sharman – by 30 June</p> <p>Amanda Sharman – first campaign 25 June to 22 July 2007-04-12</p> <p>Amanda Sharman by 30 September 07</p> <p>Amanda Sharman</p> <p>DP</p>

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			<p>senior staff who will be charged with developing and overseeing implementation of an effective marketing plan for the service. Lapsed borrowers will be one of their first targets for action.</p> <p>Libraries are actively engaged with the Derby Youth Forum, looking for ways to make services more attractive to young people.</p> <p>Libraries plan to use members of User Groups to help “spread the word” to potential users. Two User Groups are already in existence, and more are planned. A bid to the Reaching Communities programme of the Big Lottery fund will, if successful, speed up the implementation of this initiative</p> <p>Museums</p> <p>Museums are about to commission an audience development strategy as part of the Stage 1 Heritage Lottery Fund bid for the Museums’ Capital programme. This strategy will inform our future approach to audience development. In addition, the Museums service continues to undertake groundbreaking project work with new audiences (such as the Linking Landscapes Project) – much of this work is funded by Renaissance East Midlands</p>	<p>AB, JW, RS, EL By March 2008 and ongoing.</p>

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BV4 – Complaints	<p>Issue 6</p> <p>The lack of improvement in the proportion of respondents satisfied with the outcome of their complaint may indicate a need to address how complaints are managed but could also indicate a core level of dissatisfaction due to issues not within the Council's power to control. Much will rely on the reasonable (or otherwise) nature of the complaint.</p> <p>Recommendation - Given the link between dissatisfaction with the complaint outcome and overall satisfaction, the Council should review all aspects of the complaints 'experience' to ensure everything is being done to minimise dissatisfaction. Mystery shopping work may be one way to explore whether dissatisfaction is due to the process or the outcome. If there is evidence it is the process, the Council can intervene.</p>	Pauline Campbell	<p>The new corporate leaflet and revised procedure was introduced and publicised towards the end of 2006 and therefore would not have had much impact on the respondents experience. We will continue to review and revise our procedures and publicity to improve the complaints process.</p> <p>An in depth complainant survey to locate evidence of dissatisfaction with our processes. An action plan will be developed from the findings.</p>	<p>Pauline Campbell/ Annually</p> <p>Pauline Campbell/ September 2007</p>
BV4 – Complaints	<p>Issue 7</p> <p>Asian respondents were more likely to have been dissatisfied with the outcome of a complaint than average, although the numbers involved are low and care needs to be taken to monitor this over time.</p> <p>Recommendation -The Council needs to understand if this is a one-off finding unrelated to ethnic or cultural differences or if there are real unaddressed issues relating to this group.</p>	Pauline Campbell/ Ann Webster	<p>The complainants survey will request equalities monitoring information.</p> <p>The performance of an equality impact assessment on the corporate complaints procedure.</p>	Pauline Campbell/ June 2007

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BV 80 - Benefits	<p>Issue 8</p> <p>The main area of dissatisfaction is with the time it takes for respondents to be told if their claim has been successful. In order to address this, it would be necessary to establish if customers are informed about how long the process takes and what information they receive in relation to the benefits process and the time involved.</p> <p>Recommendation</p> <p>Further work is needed to bring the time taken to successfully process customer claims in line with national standards.</p>	<p>Bernard Fenton</p> <p>Mark Holmes</p> <p>Kath Kennedy</p>	<p>Identify methods to inform customers of the length of time it currently takes to process Housing and Council Tax Benefit claims.</p> <p>To improve the publicity available to customers to help them to provide all the information needed to process Housing and Council Tax Benefit claims.</p> <p>To improve the time it takes to process Housing and Council Tax Benefit claims.</p>	<p>Bernard Fenton September 2007</p> <p>Mark Holmes September 2007</p> <p>Kath Kennedy September 2007</p>
BV 80 – Benefits	<p>Issue 9</p> <p>Older residents were more likely than younger residents to be satisfied with the benefits service provided. In addition, there is a need to improve the level of confidence that respondents in both groups feel that what staff are saying is correct.</p> <p>Recommendation</p> <p>Further analysis is undertaken to establish the expectations of different types of customers and whether staff training is required to address these needs more fully.</p>	Bernard Fenton	We will carry out research into the expectations of customers and establish ways we can match those expectations.	Bernard Fenton December 2007
BV 75 Opportunities to participate in decision making	<p>Issue 10</p> <p>Satisfaction with opportunities for decision making is considerably lower amongst BME groups. Derby's figure also appears to fall into the bottom quartile when compared to other unitary authorities.</p> <p>Recommendation</p> <p>Further analysis is undertaken to establish the expectations of different types of customers and whether staff training is required to address these needs more fully.</p>	Ian Fullagar	Investigative action in relation to BV 75b is being included within the Derby Homes draft Race Equality scheme. Specific actions to address this issue are likely to follow once the underlying reasons are better understood as part of this process'.	Julie Murphy, Derby Homes

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Non BVPI - Anti-Social Behaviour & Community Safety	<p>Issue 11</p> <p>Respondents were asked to indicate the five factors they thought were most in need of improvement in their local area. 'Activities for teenagers' was highlighted as the element most needing improvement.</p> <p>Linked to this, teenagers hanging around the streets was the top concern in relation to anti-social behaviour.</p> <p>Recommendation - to consider what work is currently underway in this area to address this concern.</p>	David Finn	<p>Introduction of Youth Opportunities Fund is increasing range of activities for young people across the city.</p> <p>Launch of new Outdoor Education Centre in Darley Abbey will increase opportunities for young people in adventurous activities.</p> <p>Youth Service linked to neighbourhood teams to address issues of ASB and divert young people into positive activities.</p> <p>Review of activities for young people aged 13 to 19 and development of new publicity to increase take up in line with new legislation in the Education Act.</p> <p>Recent budget reductions limit the capacity of the Youth Service to respond to the demands for increased activities for young people.</p>	<p>On-going to March 2008</p> <p>September 2008</p> <p>On-going</p> <p>March 2008</p>
Non BVPI – sources of information about the Council	<p>Issue 12</p> <p>Over half of respondents felt they are not kept well informed by the Council about the services and benefits it provides, what the Council spend its money on and whether it is keeping its promises. In particular people feel ill informed about what is being done about anti-social behaviour locally, a key concern in what they feel about the local area, which in turn affects their overall satisfaction with the Council.</p> <p>Recommendation - The Council needs to respond to these key communication needs, in particular giving better (or better promoting existing) information on what is being done with partners such as the police to address local ASB issues. It is important that the Council continues to actively engage with the local population considering the largest proportion of respondents are passive in how they gain their information (either relying on information provided by the Council or through local</p>	Andrew Auld	<p>The survey was just before the first edition of Your Derby which now goes out on a quarterly basis to all residents. This is intended to improve the general feeling of how well informed people feel.</p> <p>The communications strategy will highlight other potential channels to develop and improve including the relationship with the local media (demonstrated as improving in the recent Derby Big Spring Clean campaign).</p> <p>The work being done in Neighbourhood teams on community engagement is particularly focused on anti-social behaviour and the local environment so should improve this score. Needs wider roll-out across city.</p>	<p>Ongoing, Andrew Auld</p> <p>May 2007 Andrew Auld</p> <p>Ongoing, Andy Thomas, Alison Wynn, Andrew Auld</p> <p>By March 2008, Andy Thomas</p>

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	media sources) rather than actively trying to find the information for themselves.		A separate Pointer Panel survey has been commissioned to ask residents what performance information they would find most useful. The findings will be used to develop more effective ways of communicating performance information of the Council.	Heather Greenan July 2007
Non BVPI – Other contact with the Council	<p>Issue 13</p> <p>E-communication methods are not being utilised by respondents to any great extent, with the majority of respondents using more traditional forms of communication to contact the Council.</p> <p>Recommendation - The Council needs to understand if this is due to a lack of awareness surrounding these forms of communication which needs to be addressed, or a genuine preference for other means. There will be a need to avoid the assumption that e-government is the 'way forward' in all cases.</p>	Kath Kennedy	An in-depth customer survey to establish awareness of e-communication methods will be undertaken by December 2007. This will be led by the Council's Customer Service Champions. An action plan will be developed following this based on findings.	Bernard Fenton December 2007
Non BVPI – Other contact with the Council	<p>Issue 14</p> <p>Given that most contact with the Council is via the telephone and in person, it is pleasing that 'people' aspects of the service such as competency and helpfulness scored slightly better than 'process' aspects such as the actual information given.</p> <p>Recommendation - To better understand if and where further improvements to processes and staff skills can be made, the Council should consider performing mystery shopping (or maintaining the programme if it already does) and link results closely to training and planning.</p>	Kath Kennedy	The Council is committed to providing access to services via our customer's preferred method. The Derby Direct programme includes actions that will deliver more front end services from the contact centre. Derby Direct will be extended by another 28 workstations in Spring 2007. Customer Services continues to promote achievement of ICS awards across all levels of employees to ensure our customer services staff are highly skilled. Derby City Council is a member of the Derbyshire Partnership through which we receive quarterly Mystery Shopping programmes. Workshops have been delivered to inform employees of the results of these and actions for improvement are developed and monitored. Plans to develop a Derby City Council Mystery Shopping programme have	Bernard Fenton August 2007

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			been developed and this will be put in place when the Partnership arrangements cease in May 2007. Work is in progress to enhance the Customer Service Performance Indicators reported on Performance Eye with results from Mystery Shopping.	
Non BVPI – Local decision making and opportunities to get involved	<p>Issue 15</p> <p>Overall, most (79%) respondents would like more involvement in the decisions the Council makes, although most of these say it would depend on the issue at hand. This can be seen both as a comment on the current perceived lack of involvement, and a positive desire to play a role in the community.</p> <p>Recommendation - A clear message arising is that there is a desire to 'take part' which may just need better information to translate into satisfaction with involvement. It needs to be understood if this also applies to how people feel they can access the local decision-making process, and if it is the elected side of the Council that people see as remote, the officer side, or both.</p>	Andrew Auld	We are working currently on a community engagement strategy which will articulate the flow from communication through consultation and participation to involvement and empowered decision-making. The outcome of this will be more tools and processes to involve a greater proportion of people in decision-making. Includes neighbourhood forums, Your City, Your Say web application, more use of engaging technology like Quizdom in consultation events and technology to involve particular segments like text messaging online consultation for young people.	Strategy by October 2007 with 3-year action plan, Andrew Auld, Alison Wynn