

**WYRE FOREST DISTRICT COUNCIL**

**CABINET MEETING**  
**26<sup>TH</sup> APRIL 2007**

**General Best Value User Satisfaction Survey 2006/07**

<b>OPEN</b>	
<b>COMMUNITY STRATEGY THEME</b>	
<b>CORPORATE PLAN THEME:</b>	Delivering Quality Services
<b>KEY PRIORITY:</b>	Communication and Consultation
<b>CABINET MEMBER:</b>	Cllr. John-Paul Campion
<b>RESPONSIBLE OFFICER:</b>	Chief Executive
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<b>APPENDICES</b>	The Appendix to this report has been circulated electronically and a public inspection copy is available on request. (See front cover for details)

**1. PURPOSE OF REPORT**

- 1.1 To report the results of the 2006/07 General Best Value User Satisfaction Survey.

**2. RECOMMENDATION**

The Cabinet is asked to **DECIDE** that:

- 2.1 **The results of the 2006/07 General Best Value User Satisfaction Survey, as set out in Appendix A be noted, and used to inform the Council's service and improvement planning for 2007/08.**

**3. BACKGROUND**

- 3.1 Best Value Performance Indicators (BVPs) are part of the performance management framework for local authorities and are designed to monitor service improvement with regard to efficiency, effectiveness and economy of service delivery.
- 3.2 The Government specifies that local authorities collect and report on a number of BVPs that explicitly reflect users' perceptions of a range of services provided. These perception based performance indicators are collected every three years, with 2006/07 marking the third time all authorities have had to collect these measures of performance.
- 3.3 Due to the research expertise, data collation and analysis required, the Council contracted the external market researcher MORI to undertake the 2006/07 General Best Value User Satisfaction Survey on its behalf.

#### 4. **KEY RESULTS**

- 4.1 The overall response rate to the 2006/07 BVPI General Best Value User Satisfaction Survey was 35%. This represented 1,264 returned and valid surveys from an effective sample of 3,648 addresses.
- 4.2 Table 1 shows trend data for the core BVPI performance indicators contained in the General Best Value User Satisfaction Survey. **However some of the data needs to be treated with caution.**
- 4.3 The published data in 2000/01 remained unweighted because there was no prescribed weighting scheme set by the Department of Environment, Transport and Regions. Data collected in 2003/04 was weighted centrally to achieve a representative sample in each authority, and the 2006/07 data has been weighted the same way.

**Table 1**

<b>BVPI</b>	<b>Title</b>	<b>2000/1 (%)</b>	<b>2003/4 (%)</b>	<b>2006/7 (%)</b>	
BV3	Overall satisfaction	66	53	50	↓
BV4	Satisfaction with complaint handling	39	41	37	↓
BV89	Satisfaction with cleanliness	52	56	62	↑
BV90A	Waste collection	87	79	66	↓
BV90B	Waste recycling (local facilities)	63	62	74	↑
BV119A	Sports/leisure facilities	57	52	65	↑
BV119B	Libraries <small>· Worcestershire County Council function</small>	42		82	↑
BV119C	Museums/galleries		42	42	■
BV119D	Theatres/concert halls	43	39	32	↓
BV119E	Parks and open spaces	65	71	75	↑

4.4 The main points to note are as follows:

4.4.1 Satisfaction with the authority as a whole has levelled out to a position marginally below satisfaction levels in 2003/04, after a significant drop in satisfaction between 2000/01 and 2003/04.

4.4.2 The greatest improvements in satisfaction have been seen for cleanliness (keeping land clear of litter and refuse) – up six percentage points from 56% to 62%, waste recycling – up 12 percentage points from 62% to 74%, and sport and leisure facilities – up 13 percentage points from 52% to 65%.

- 4.4.3 Satisfaction levels have shown the greatest decline for waste collection services overall (66% satisfied, compared with 79% in 2003/04) and theatres and concert halls (32% satisfied compared with 39% in 2003/04).
- 4.4.4 Nearly three quarters (73%) of Wyre Forest residents are satisfied with their local area as a place to live, and one in nine (11%) are dissatisfied.
- 4.4.5 Residents' top priorities for improvement are the level of congestion (49%), road and pavement repairs (44%), and activities for teenagers (43%). Issues that are less of a priority now than they were in 2003/04 include, health services – down 16 percentage points from 56% to 40%, the level of crime – down 13 percentage points from 46% to 33%, public transport – down 10 percentage points from 35% to 25% and cultural facilities – down 23 percentage points from 38% to 15%.
- 4.5 The above summary is a snapshot of the key findings. A copy of the full report is attached in **Appendix A**.
- 4.6 It should be noted, that in general, this Council's satisfaction ratings appear to be comparable and in line with national averages for District authorities.
- 4.7 Over the next month, further analysis of the 2006/07 General Best Value User Satisfaction Survey results will be undertaken in order to identify key areas for improvement which will inform service design, planning and delivery for 2007/08.

## **5. FINANCIAL IMPLICATIONS**

- 5.1 There are no direct financial implications arising from this report.

## **6. LEGAL AND POLICY IMPLICATIONS**

- 6.1 The 2006/07 General Best Value User Satisfaction Survey is a statutory requirement of the Council and has been undertaken in accordance with the prescribed Audit Commission guidance.

## **7. RISK MANAGEMENT**

- 7.1 Effective improvement planning and further communication and engagement with our residents will be instrumental in maintaining and improving the current satisfaction ratings of services.

## **8. CONCLUSION**

- 8.1 The results of the survey provide a robust framework for the future design, development and delivery of services which meet the needs and expectations of our residents and improve the social, economic, health and environmental well-being of the District.

## **9. CONSULTEES**

- 9.1
- Chief Executive
  - Cabinet Member for Finance and Corporate Affairs

## 10. **BACKGROUND PAPERS**

- 10.1 • Audit Commission Guidance for General Best Value User Satisfaction Survey 2006/07 – February 2006
- Report to Cabinet on 29<sup>th</sup> June 2006 – General Best Value User Satisfaction Survey 2006/07
  
- MORI Best Value User Satisfaction Surveys 2000/01 and 2003/04