

Stratford-on-Avon District Council

Customer Satisfaction Index June 2004

RESULTS

Introduction

This report presents the results for the Customer Satisfaction Index survey undertaken in June 2004.

The objectives of the research were:

- For *importance*, find out customers' requirements and their relative importance
- For *satisfaction*, find out our customers' perception of our performance
- To create Priorities for Improvement (improvements to focus resources on for maximum gain in customer satisfaction)
- To create a *Satisfaction Index* (an overall measure of customer satisfaction which can be monitored over time)

Methodology

The first survey of this kind for all public-facing services was undertaken in 2002. By building on this and to establish how important or unimportant chosen topic areas were to residents in 2004, two focus groups were held. Each group lasted for a duration of almost two hours and were held in Alcester and Southam. The first part of the discussion looked at the attendees' feelings of satisfaction and dissatisfaction with the council in various subject areas. The second part of the discussions concentrated on the relative importance of each of the topic areas to those individuals.

A questionnaire was then sent to 4,987 randomly selected residents off the edited electoral role. 957 questionnaires were returned in the timeframe allowed (60 were undelivered). A response rate of 19.4% was achieved. For the comparatively long length of questionnaire, this is an expected response. According to specialists in this field, a return of 15-20% is the norm for this sort of research.

Summary of Findings (I)

The following are based on **all respondents**: -

- The overall satisfaction score for all council services is 72%, the same as that achieved in 2002.
- The highest rated score for a service is 79.7% - refuse and recycling. The lowest rated services are planning (66.6%) and parking (67.1%).
- Two services have improved their CSI score by more than 1% compared with the last survey – council tax and parking. However, two services have seen a lower score by 1% or more – housing and the council in general.
- Compared against all 92 requirements used, the five highest scoring were: *the friendliness of refuse collectors; the helpfulness of refuse collectors; the methods available to the public for making payments; regular weekly refuse collections; and the variety of equipment available in play areas.*
- The lowest scoring, which are the top priorities for improvement were: *the cost of car parking; the availability of affordable housing across the district; the number of public toilets available in the District; the amount of car parking in the town centre; and keeping the streets free from dog fouling.*

Summary of Findings (II)

The following are based on **users** of a service: -

- The overall satisfaction score for all council services is 69%, the same as 2002.
- For every service, the CSI score for users of a service in the last two years is lower compared with the scores of all respondents. For example, the planning score for all respondents is almost 67%, but this falls to 63% for those who have used the service.
- Compared with 2002, the satisfaction of residents rose by 5% for those who had contacted the council tax department. However, there was a decrease in satisfaction for those who had contacted the council in general in the last two years – 76% down to 72%.
- The highest rated service aspects for users were *the methods available to the public for making payment, road signs directing you to car parks and being kept informed of where the council spends its money.*
- The lowest rated aspects for users were *the cost of car parking, being consulted on the Districts planning policies and being kept informed on a regular basis about a planning application.*

Summary of Findings (III)

The following summarises the best and worst aspects for each service surveyed (these are the same for both "all respondents" and "users"):

Service	Best Aspect	Worst Aspect
The Council in General	Being kept informed on where the Council spends its money	Returning telephone calls
Council Tax	Methods available to public for making payments	Returning telephone calls
Environmental Health	Pest control in your locality	Noise control within your locality
Housing	Knowledge of housing staff	Availability of affordable housing across the district
Leisure Facilities	Friendliness of staff	Cleanliness of leisure facilities
Parking	Road signs directing you to car parks	Cost of car parking
Parks & Open Spaces	Clean & tidy appearance of parks & gardens	Personal safety in Stratford parks
Planning	Knowledge of planning staff	Being consulted on the Districts planning policies
Play Areas	Variety of equipment available in play areas	Free of dogs / dog mess
Public Toilets	Lighting in public toilets	Number of public toilets
Refuse Collection / Recycling	Friendliness of refuse collectors	Provision of plastic sacks
Street Cleaning	Removal of abandoned cars	Keeping the streets free from dog fouling

Summary of Findings (IV)

- The overall satisfaction with Council services in 2004 is 64.9%, just 0.1% higher than that achieved in 2002.
- Fewer residents feel the Council offers value for money in 2004 than it did in 2002. In 2002, the mean score was 5.84 out of 10, in 2004 it had fallen to 5.47.
- Respondents were asked to make additional comments. The top three mentions are the need to provide more wheelie bins and refuse bags (16%), the need for more recycling facilities / better recycling (15%) and 13% made comments about council tax, i.e. high levels.

How we calculate the Customer Satisfaction Index

This example contains 10 requirements for a particular service:

Step 1. List all the average importance scores for each requirement and total them up.

Step 2. Calculate the percentage each average importance score is of the total of importance scores. This is the "weighted importance score" and adds up to 100%.

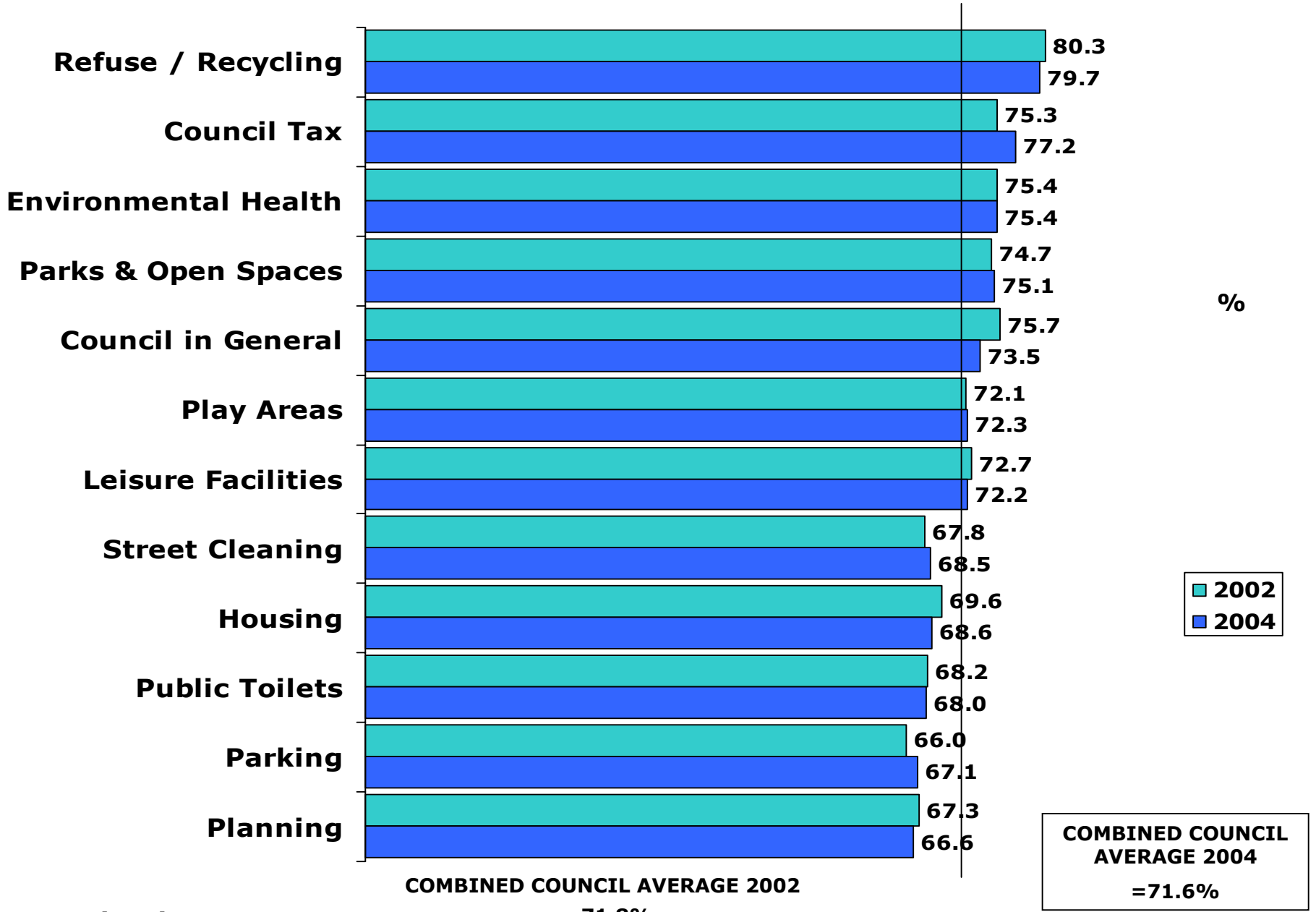
Step 3. Multiply the average satisfaction scores by the weighted importance scores, i.e. average satisfaction score (6.22) multiplied by weighted importance score (11.01%) equals 0.68.

Step 4. Add up the weighted satisfaction scores.

Step 5. Multiply the total of the weighted satisfaction scores by 10 to give us the Satisfaction Index expressed as a percentage.

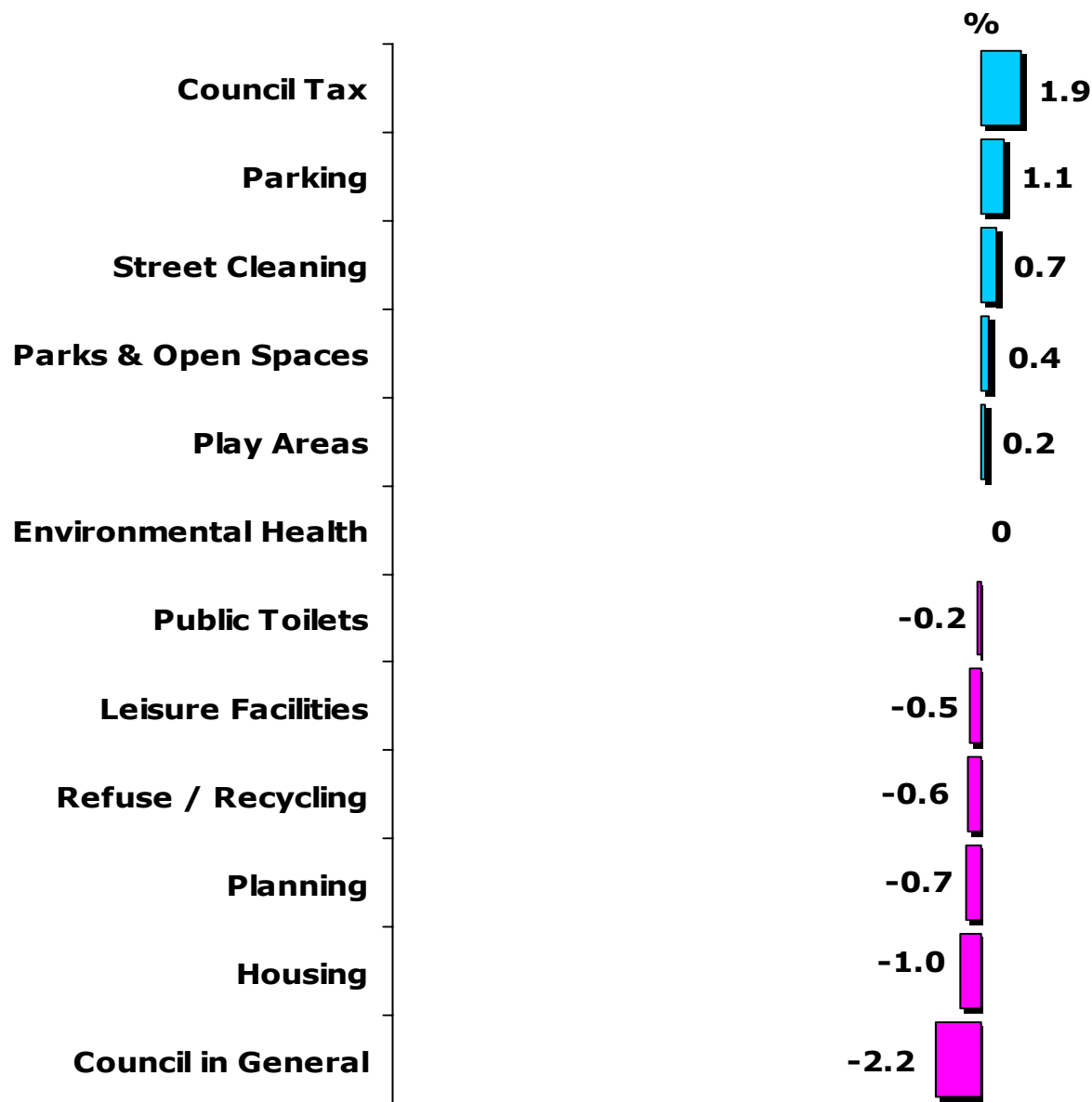
Overall Results For Each Service

OVERALL CUSTOMER SATISFACTION INDEX SCORES BY SERVICE - ALL RESPONDENTS (JUNE 2004)

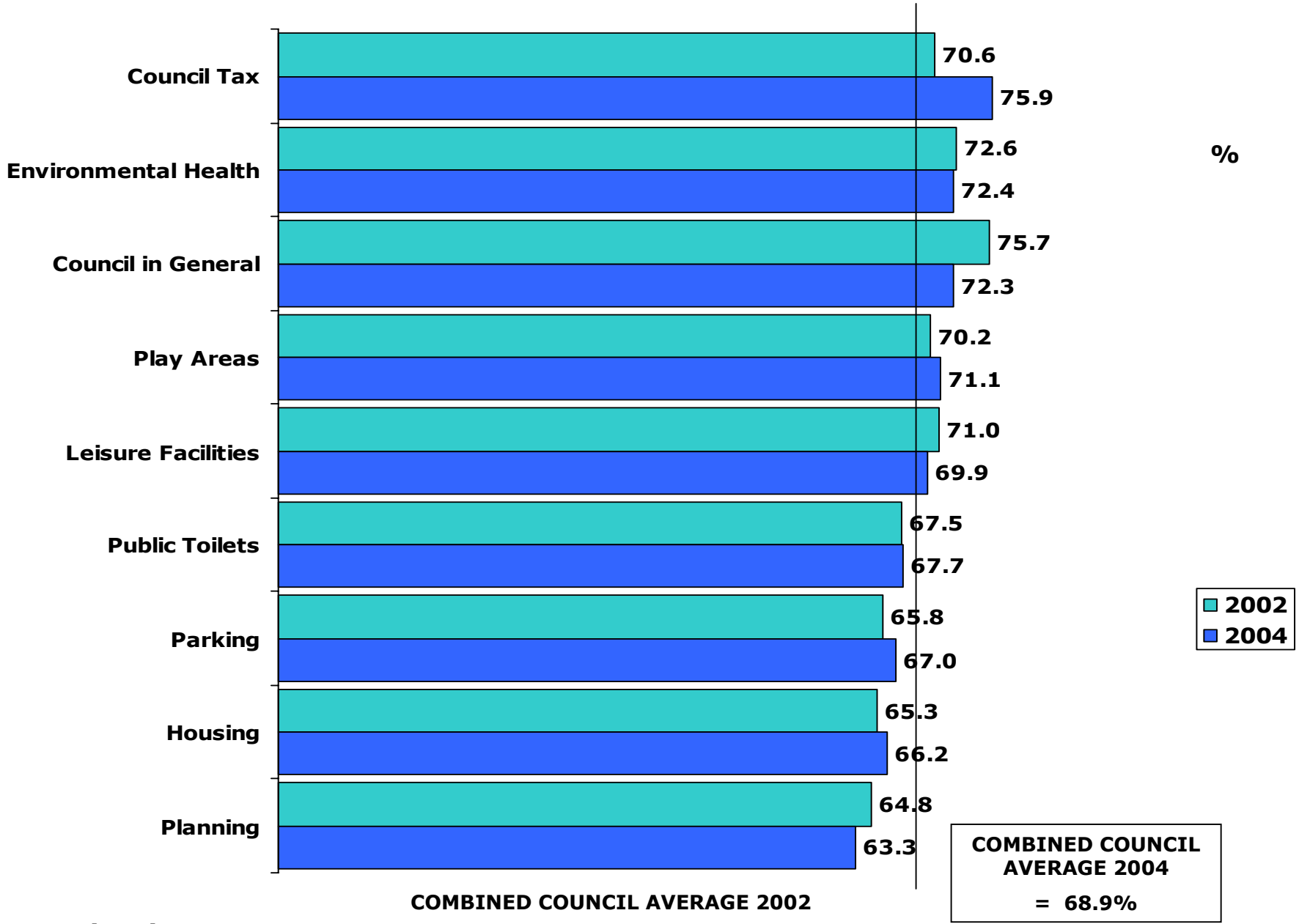


Base: (957)

SERVICE COMPARISON OF 2004 CSI SCORE VS 2002 CSI SCORE ALL RESPONDENTS (difference in % score)



OVERALL CUSTOMER SATISFACTION INDEX SCORES BY SERVICE - USERS (JUNE 2004)

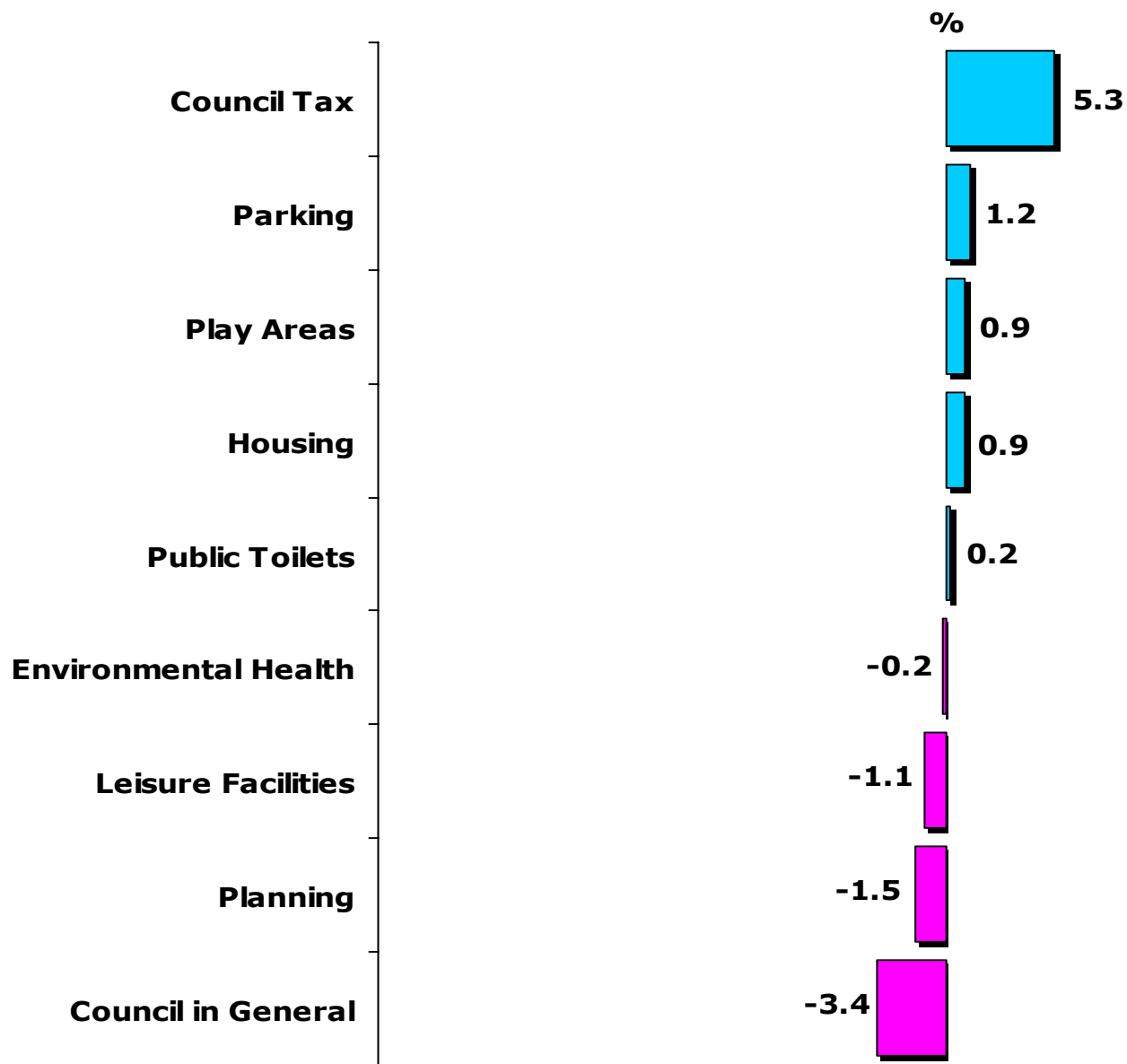


Base: (957)

COMBINED COUNCIL AVERAGE 2002

= 68.7%

SERVICE COMPARISON OF 2004 CSI SCORE VS 2002 CSI SCORE USERS (difference in % score)



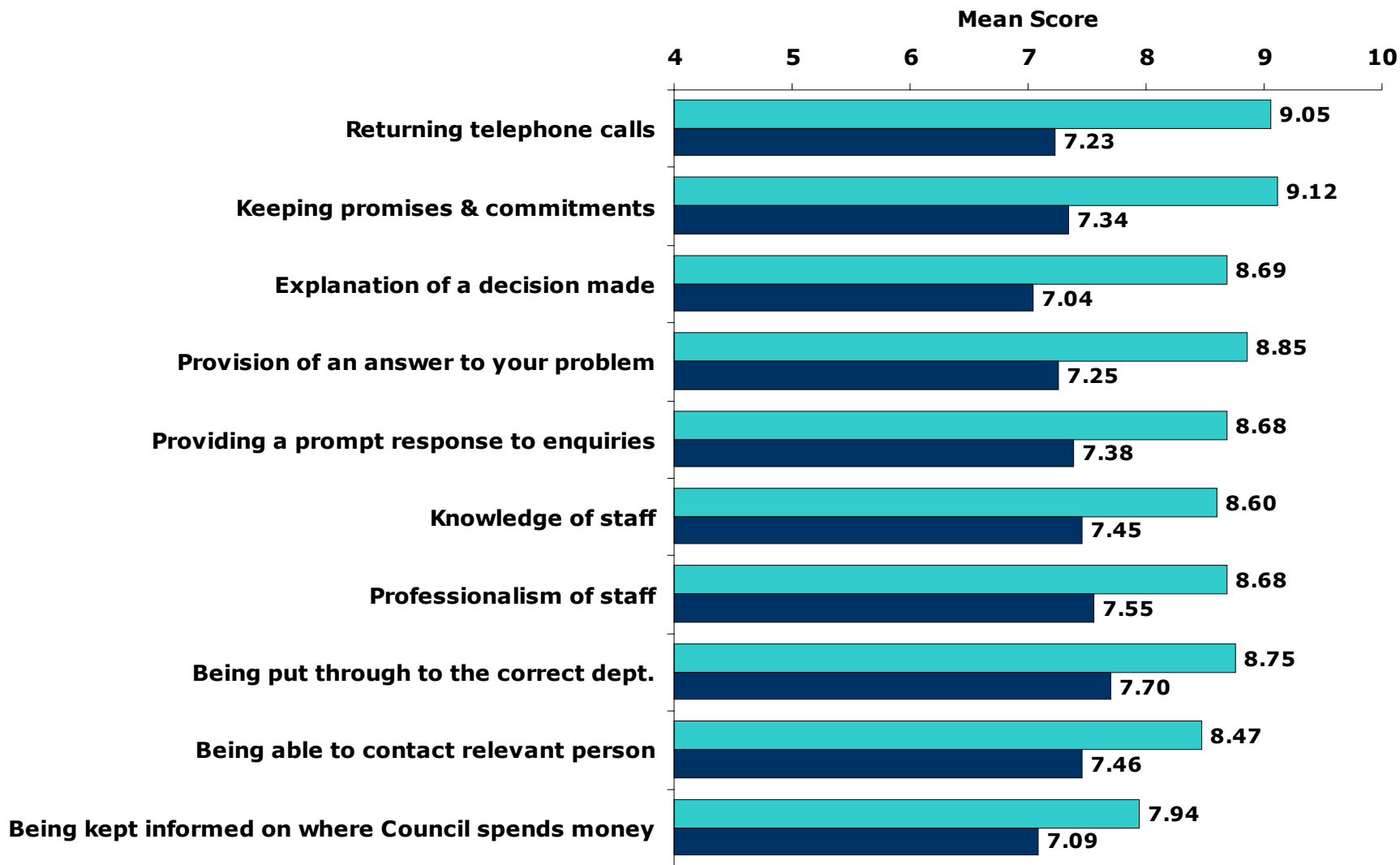
Individual Results By Service (All Respondents)

The results for each service requirement are shown with the worst score first and the best score last. This creates our "Priorities for Improvement".

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

THE COUNCIL IN GENERAL - ALL RESPONDENTS

(JUNE 2004)



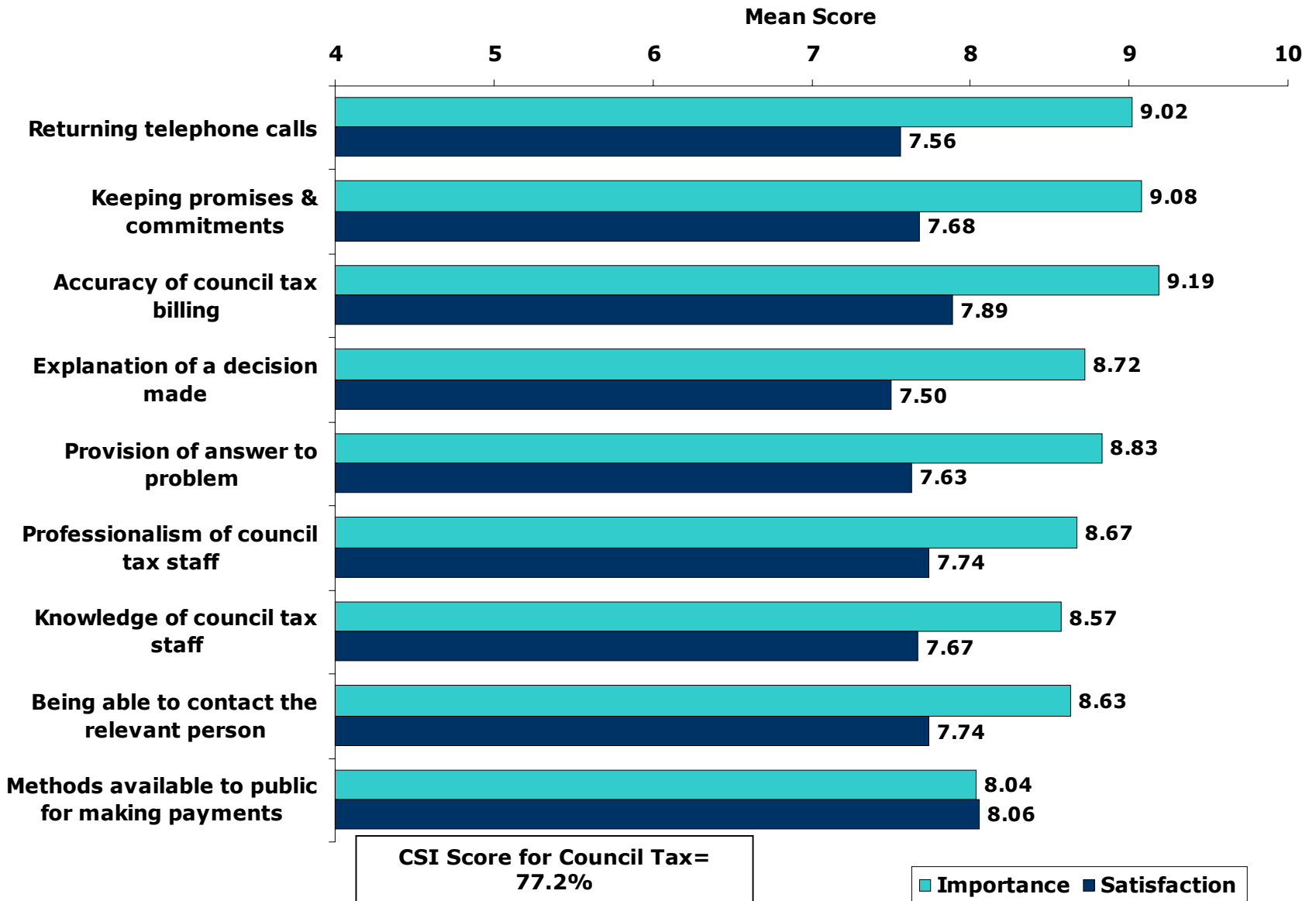
**CSI Score for Council in
General= 73.5%**

■ Importance ■ Satisfaction

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

COUNCIL TAX - ALL RESPONDENTS

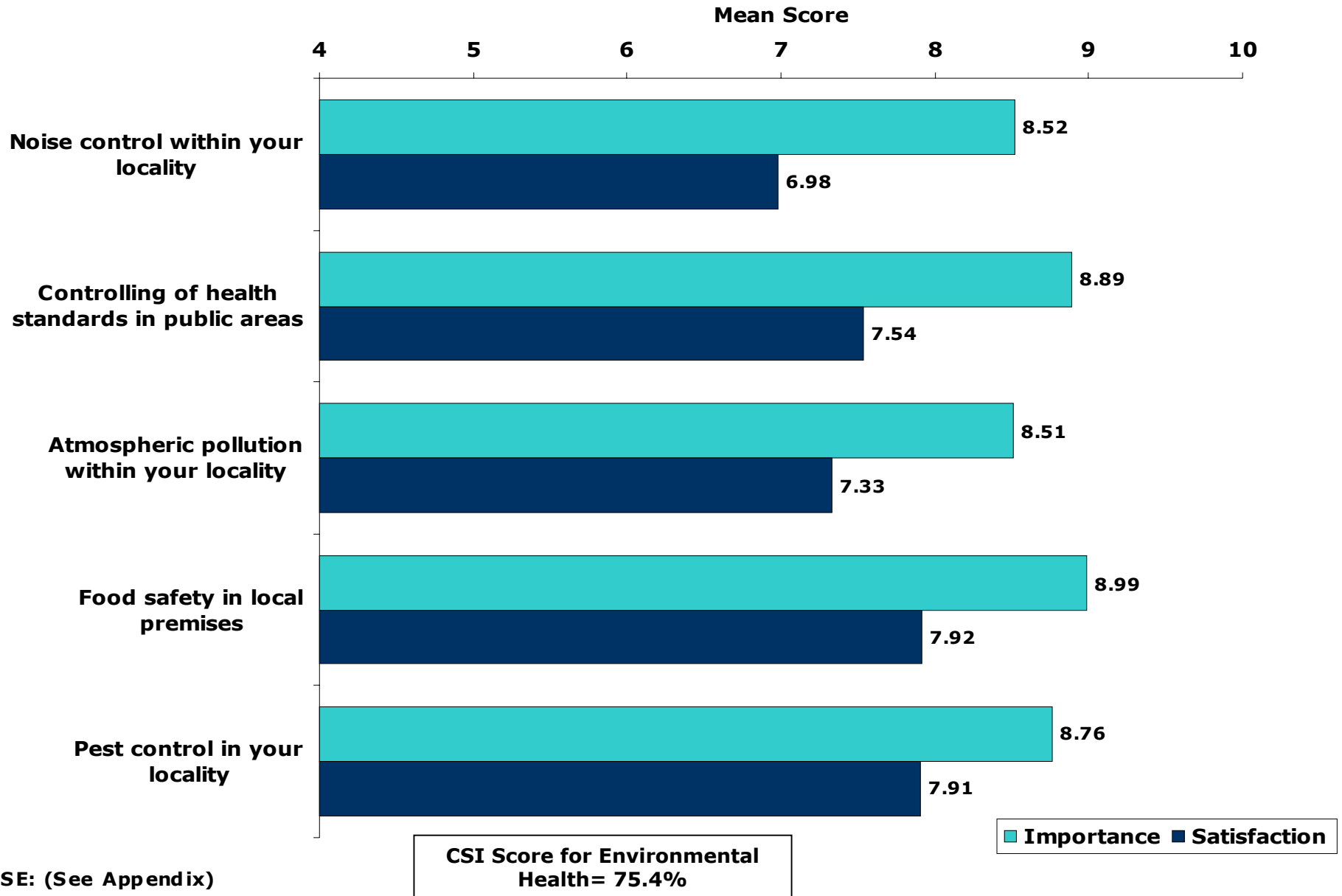
(JUNE 2004)



CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

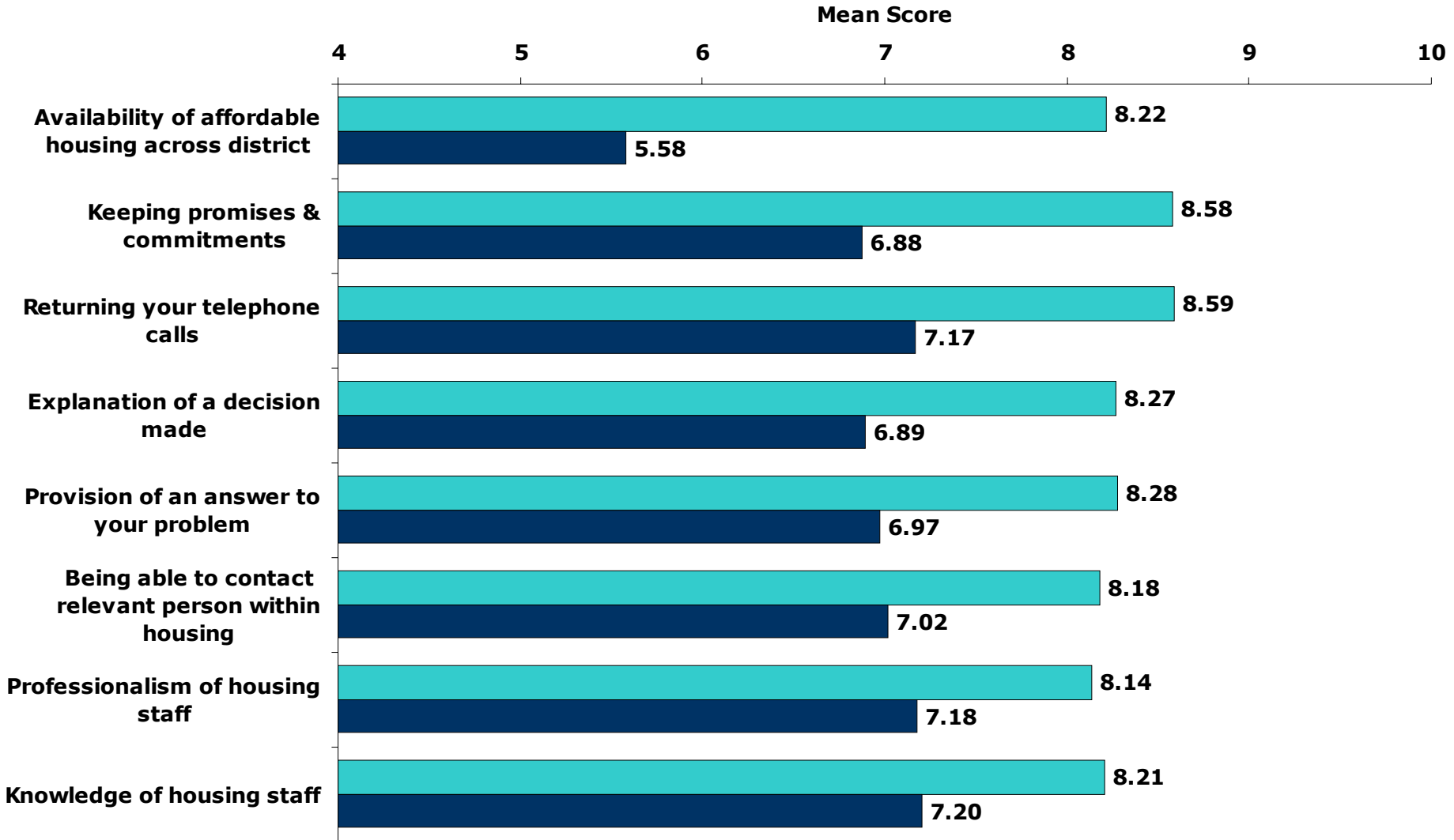
ENVIRONMENTAL HEALTH - ALL RESPONDENTS

(JUNE 2004)



CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

HOUSING - ALL RESPONDENTS (JUNE 2004)



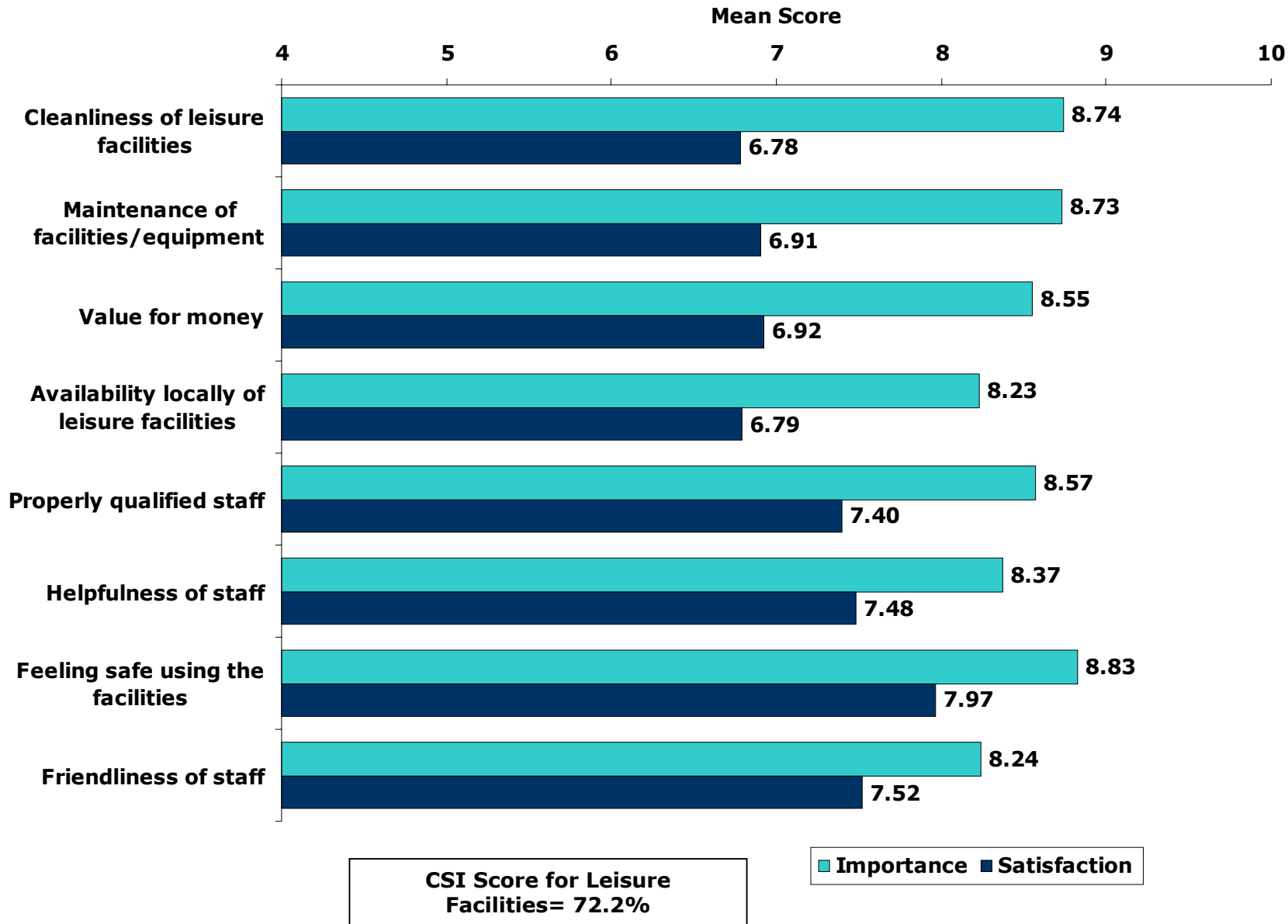
CSI Score for Housing = 68.6%

■ Importance ■ Satisfaction

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

LEISURE FACILITIES - ALL RESPONDENTS

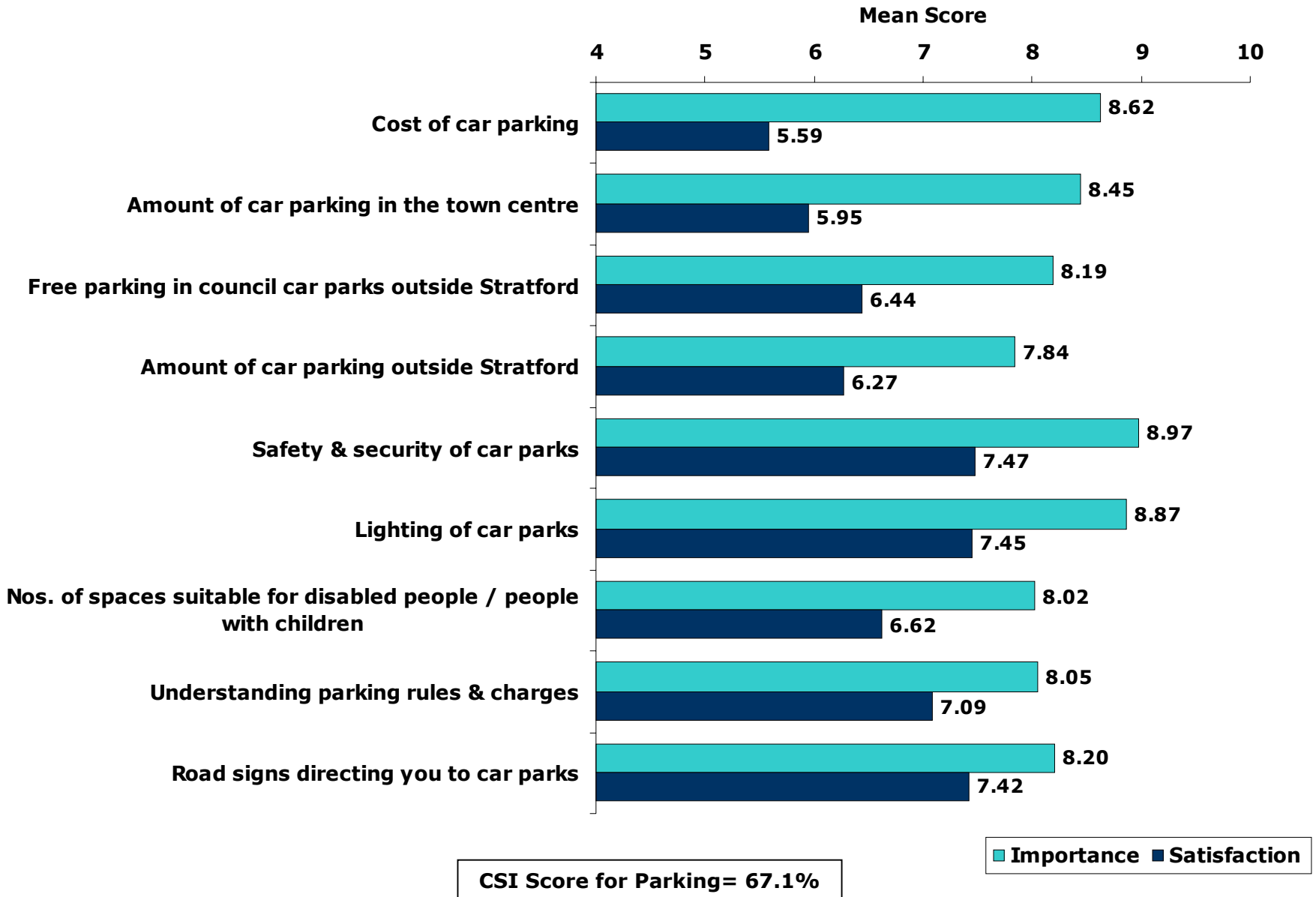
(JUNE 2004)



CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PARKING - ALL RESPONDENTS

(JUNE 2004)



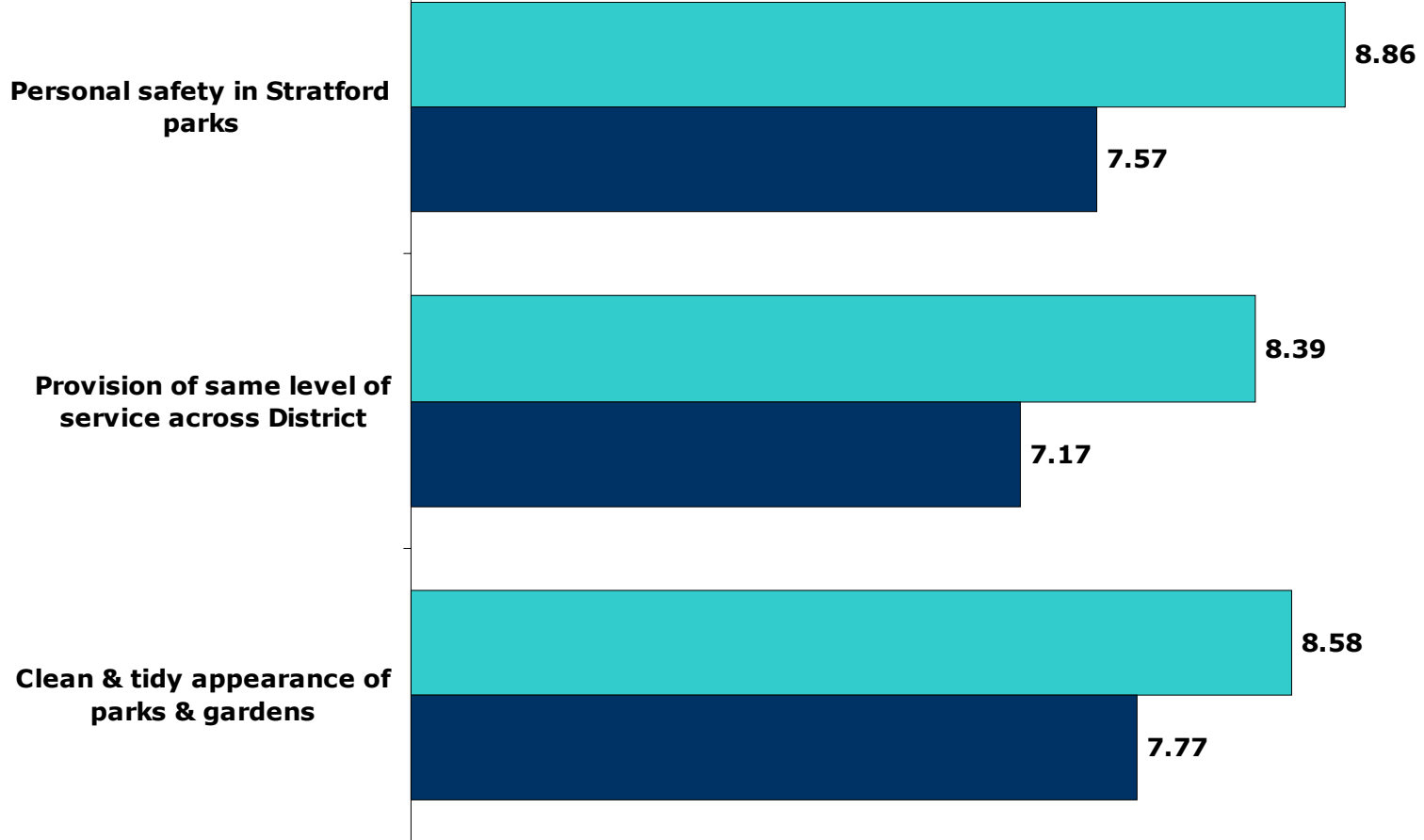
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PARKS & OPEN SPACES - ALL RESPONDENTS

(JUNE 2004)

Mean Score

4 5 6 7 8 9 10



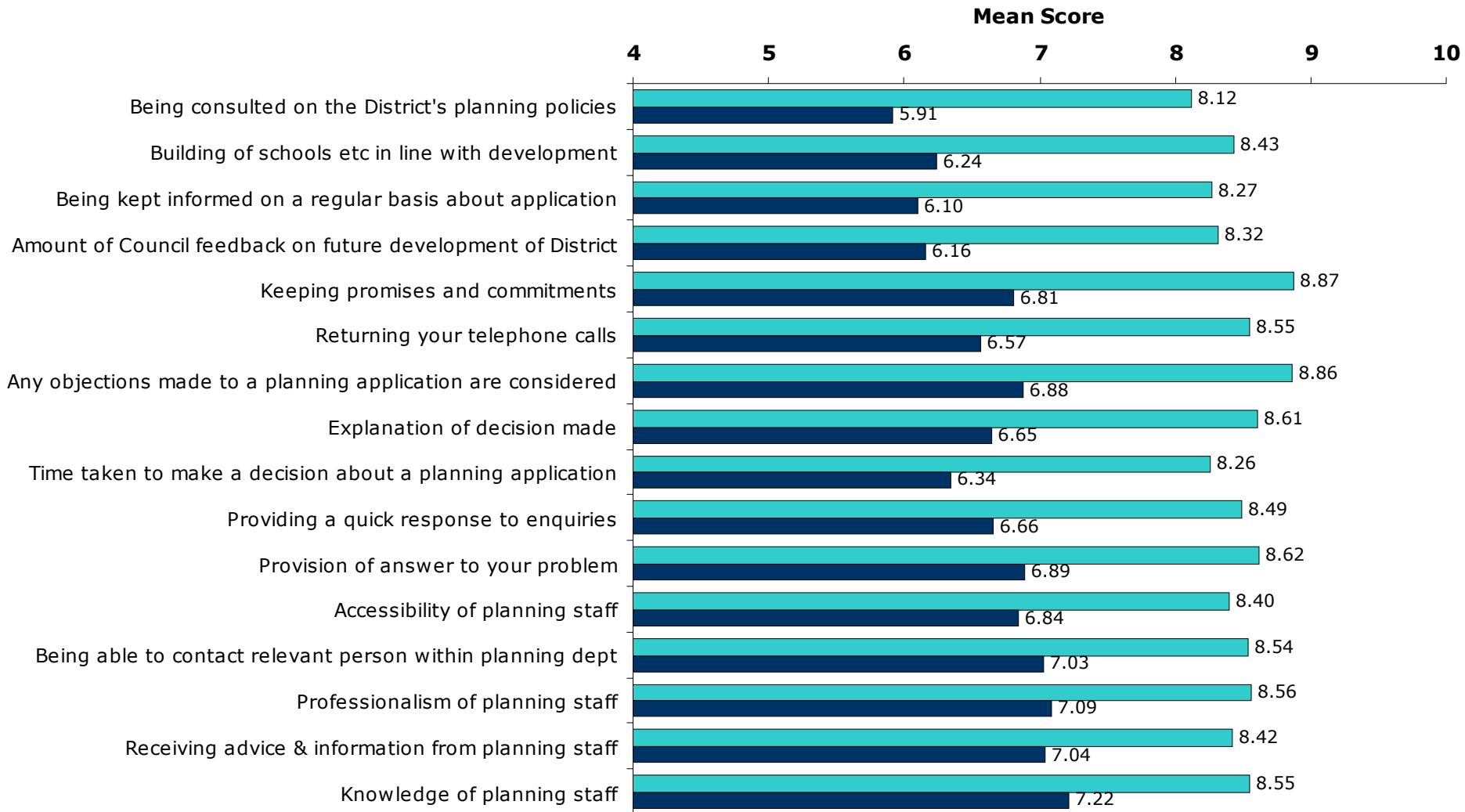
CSI Score for Parks & Open Spaces= 75.1%

■ Importance ■ Satisfaction

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PLANNING - ALL RESPONDENTS

(JUNE 2004)



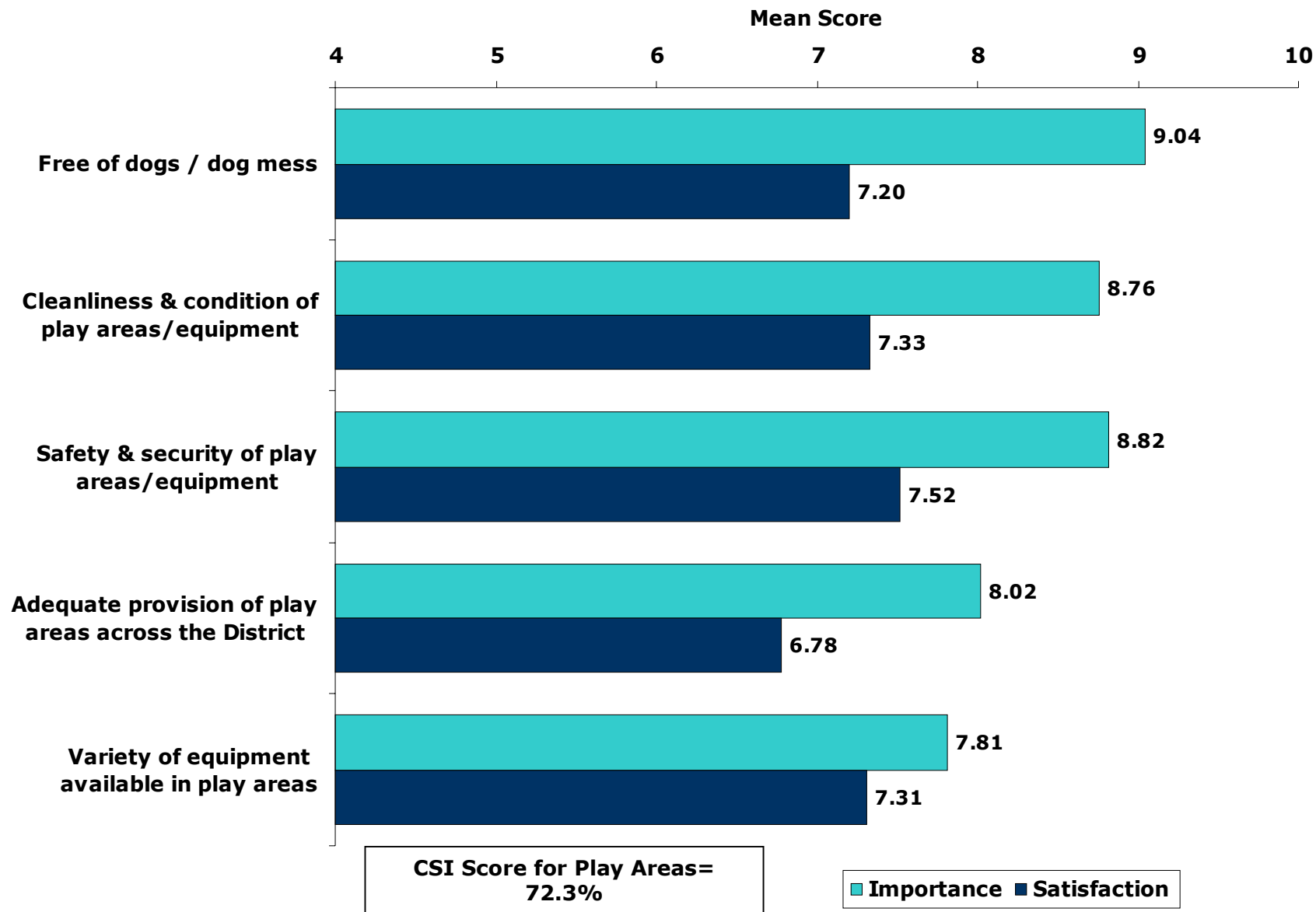
CSI Score for Planning = 66.6%

■ Importance ■ Satisfaction

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PLAY AREAS - ALL RESPONDENTS

(JUNE 2004)

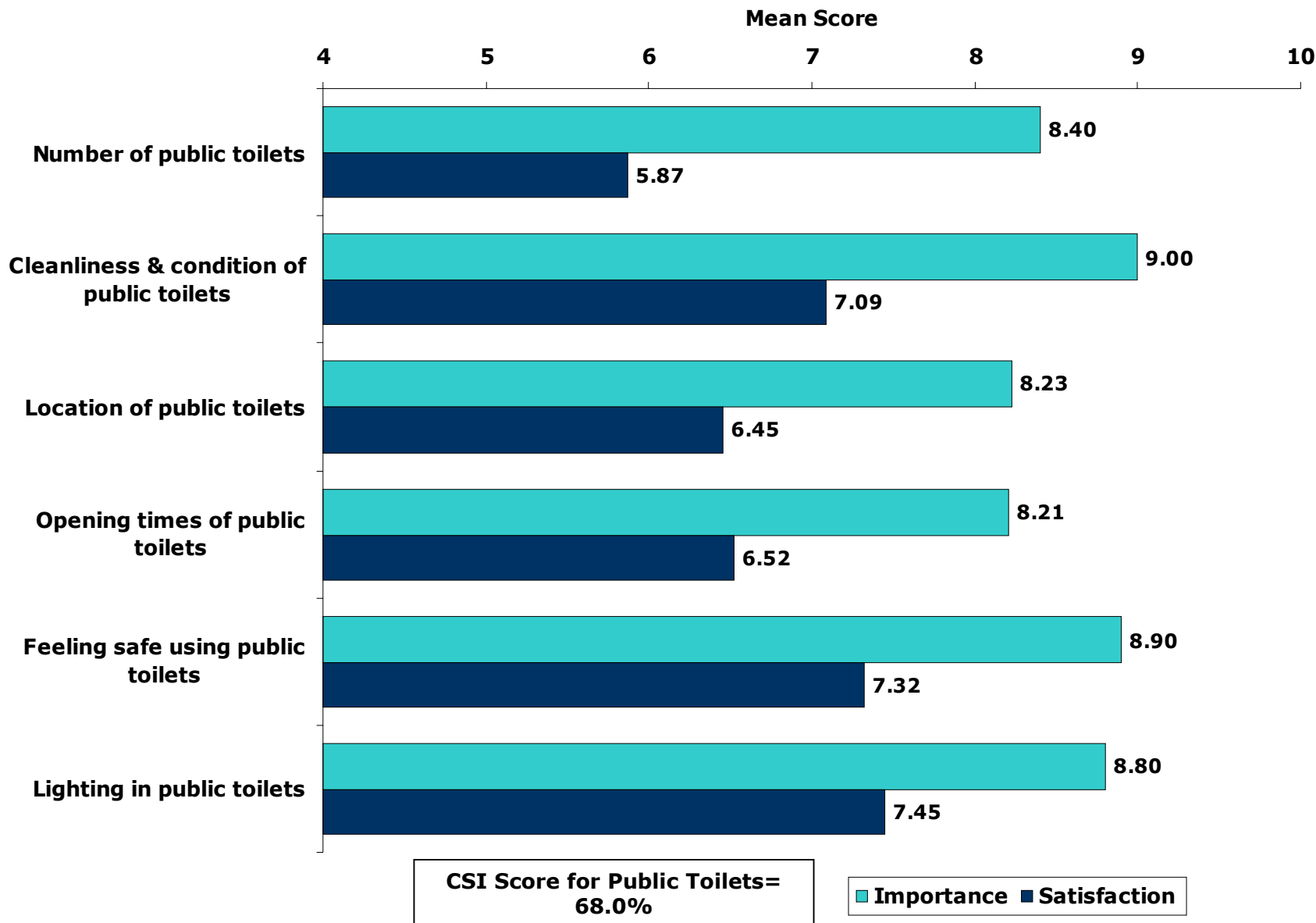


BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PUBLIC TOILETS - ALL RESPONDENTS

(JUNE 2004)

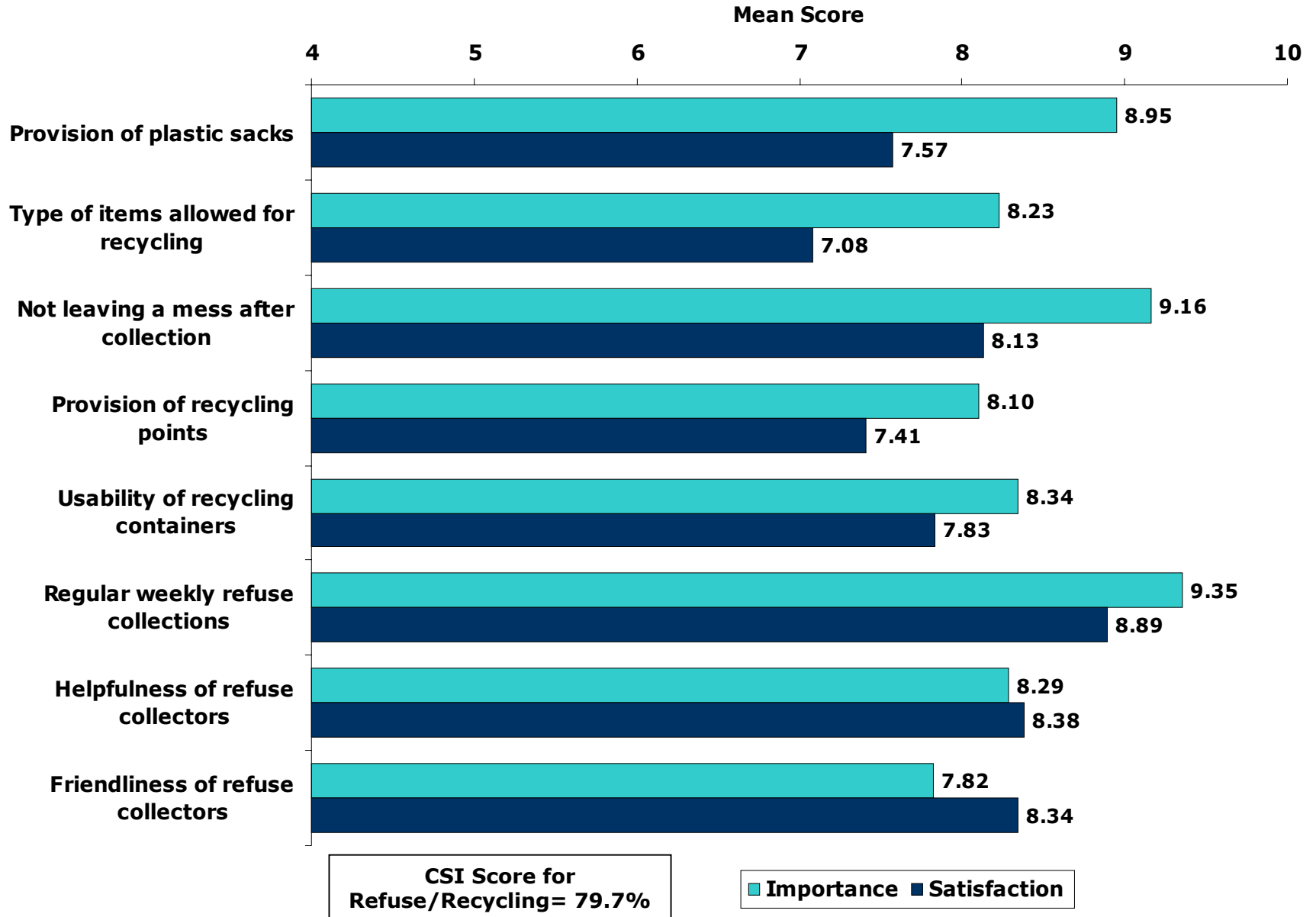


BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

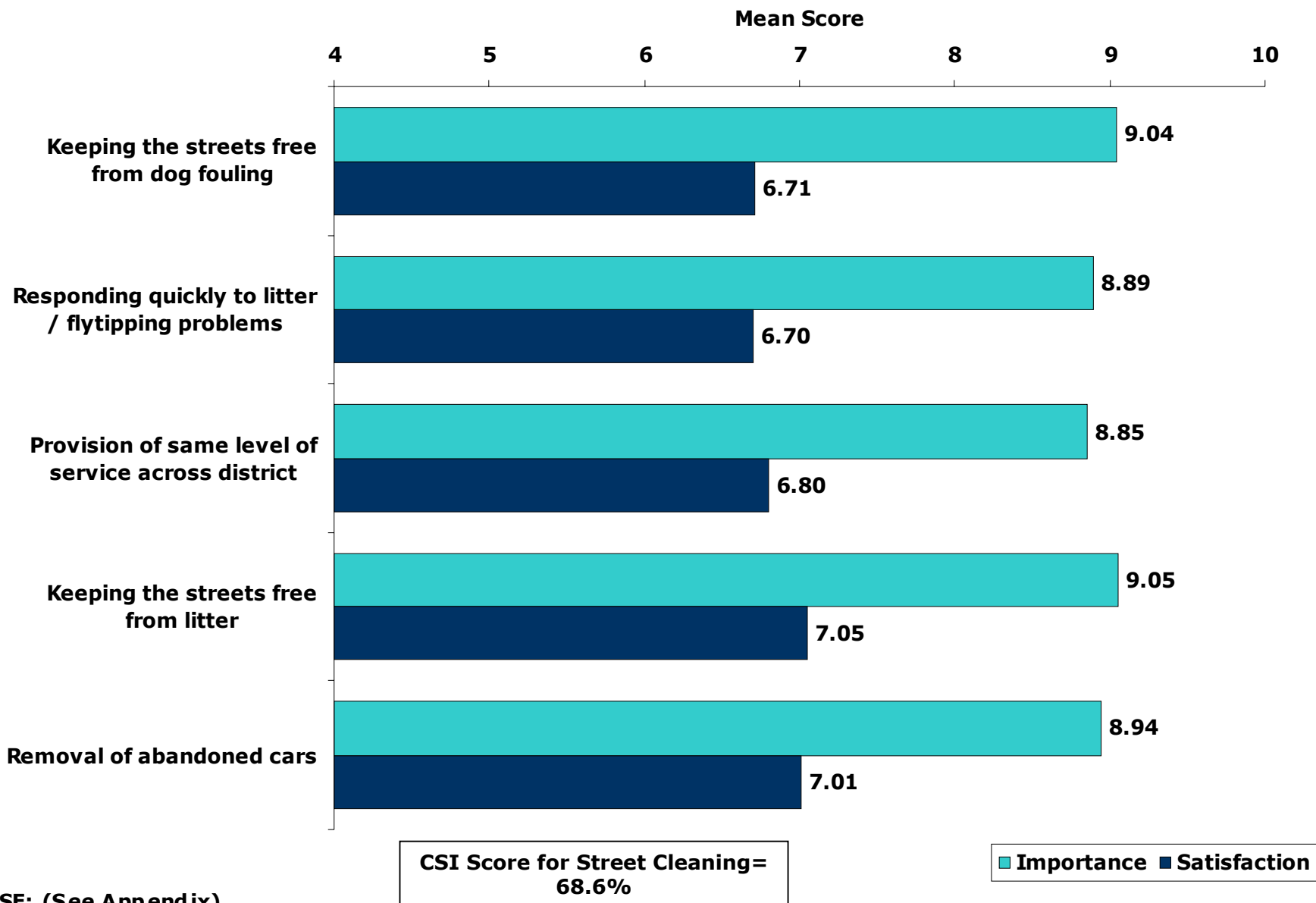
REFUSE COLLECTION/RECYCLING - ALL RESPONDENTS

(JUNE 2004)



CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

STREET CLEANING - ALL RESPONDENTS (JUNE 2004)



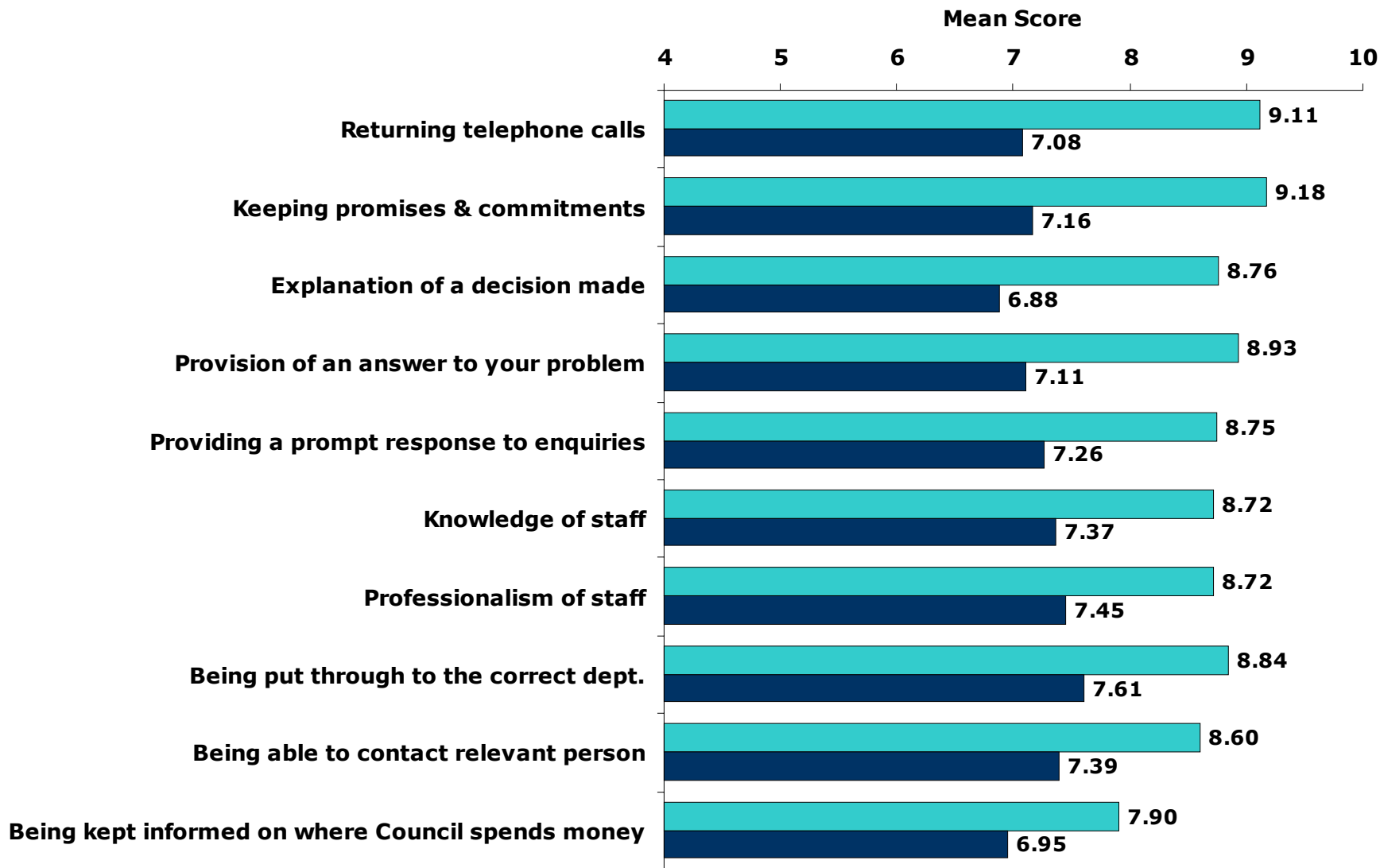
Individual Results By Service

(Users of a Service in Last 2
Years)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

THE COUNCIL IN GENERAL - USERS

(JUNE 2004)



■ Importance ■ Satisfaction

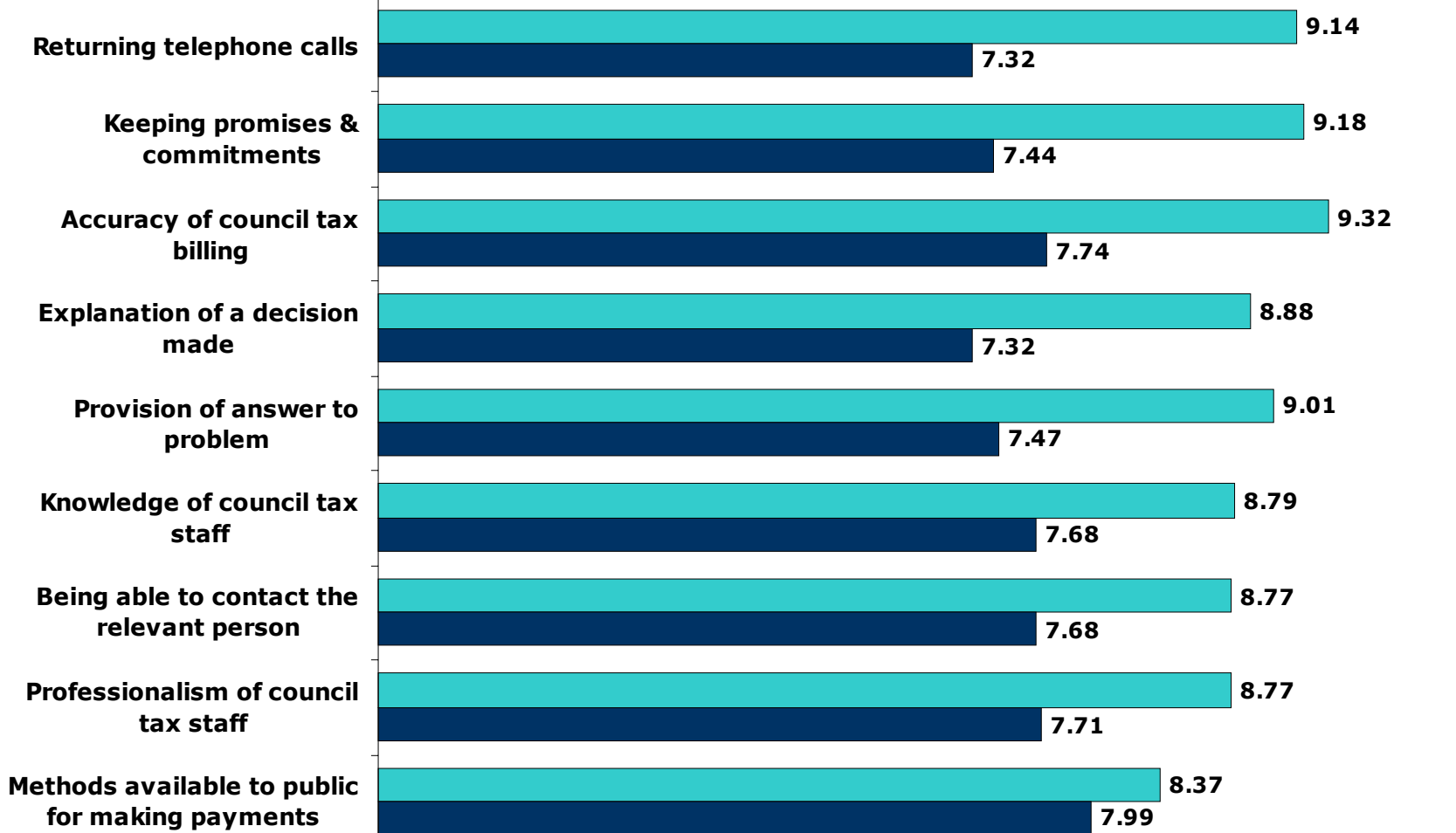
CSI Score for Council in
General= 72.3%

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

COUNCIL TAX - USERS (JUNE 2004)

Mean Score

4 5 6 7 8 9 10



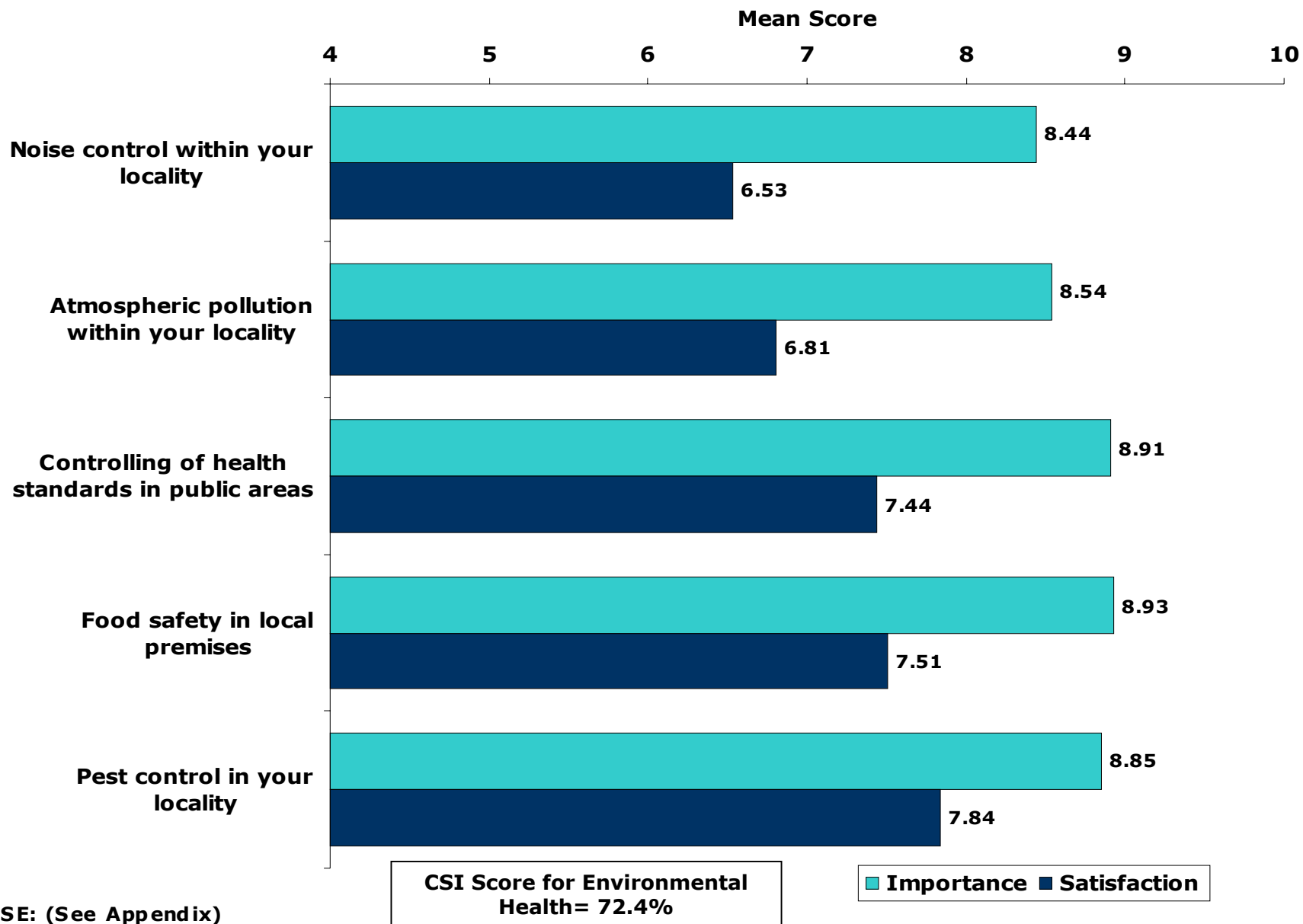
**CSI Score for Council Tax=
75.9%**

■ Importance ■ Satisfaction

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

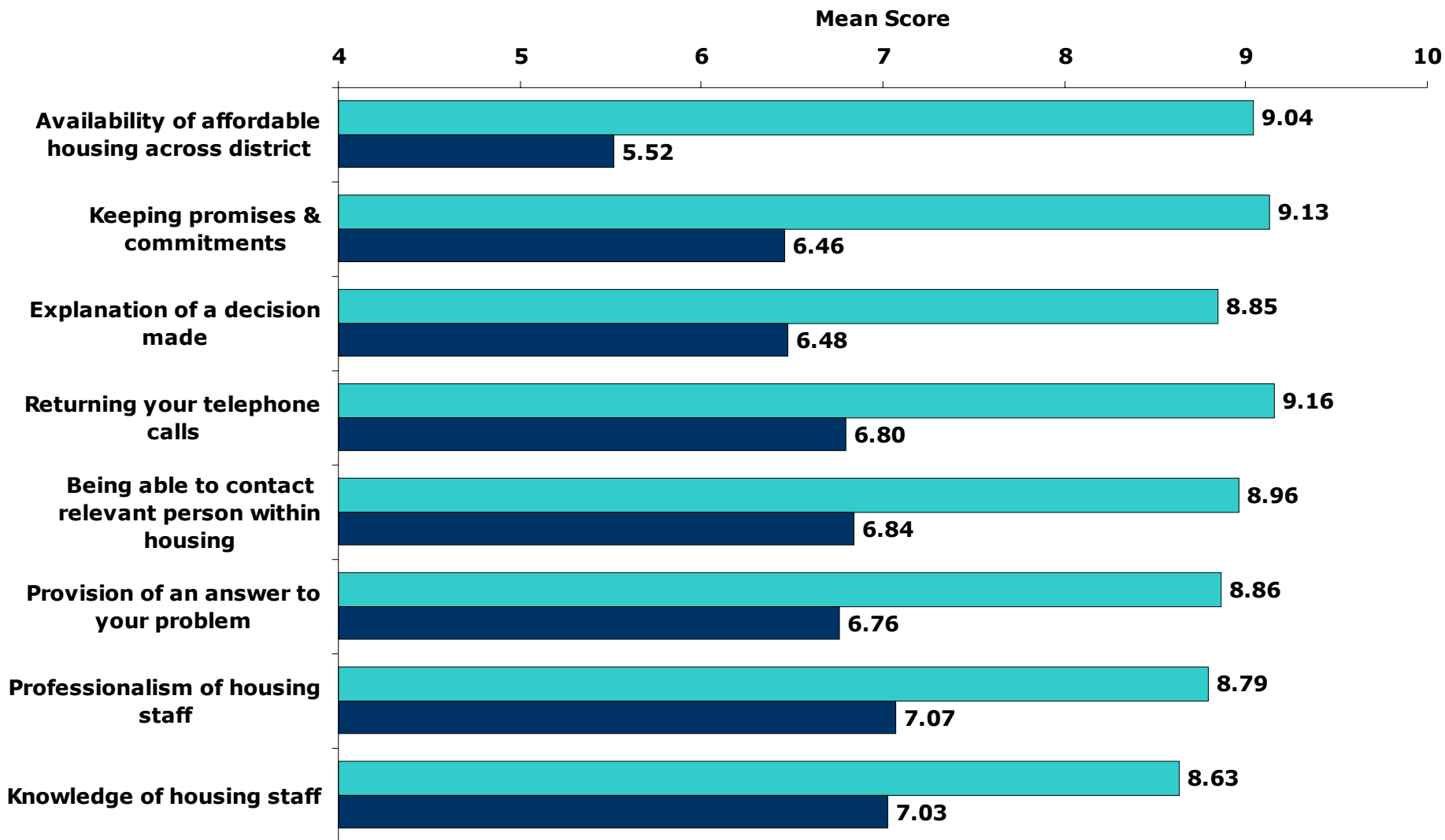
ENVIRONMENTAL HEALTH - USERS

(JUNE 2004)



CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

HOUSING - USERS (JUNE 2004)



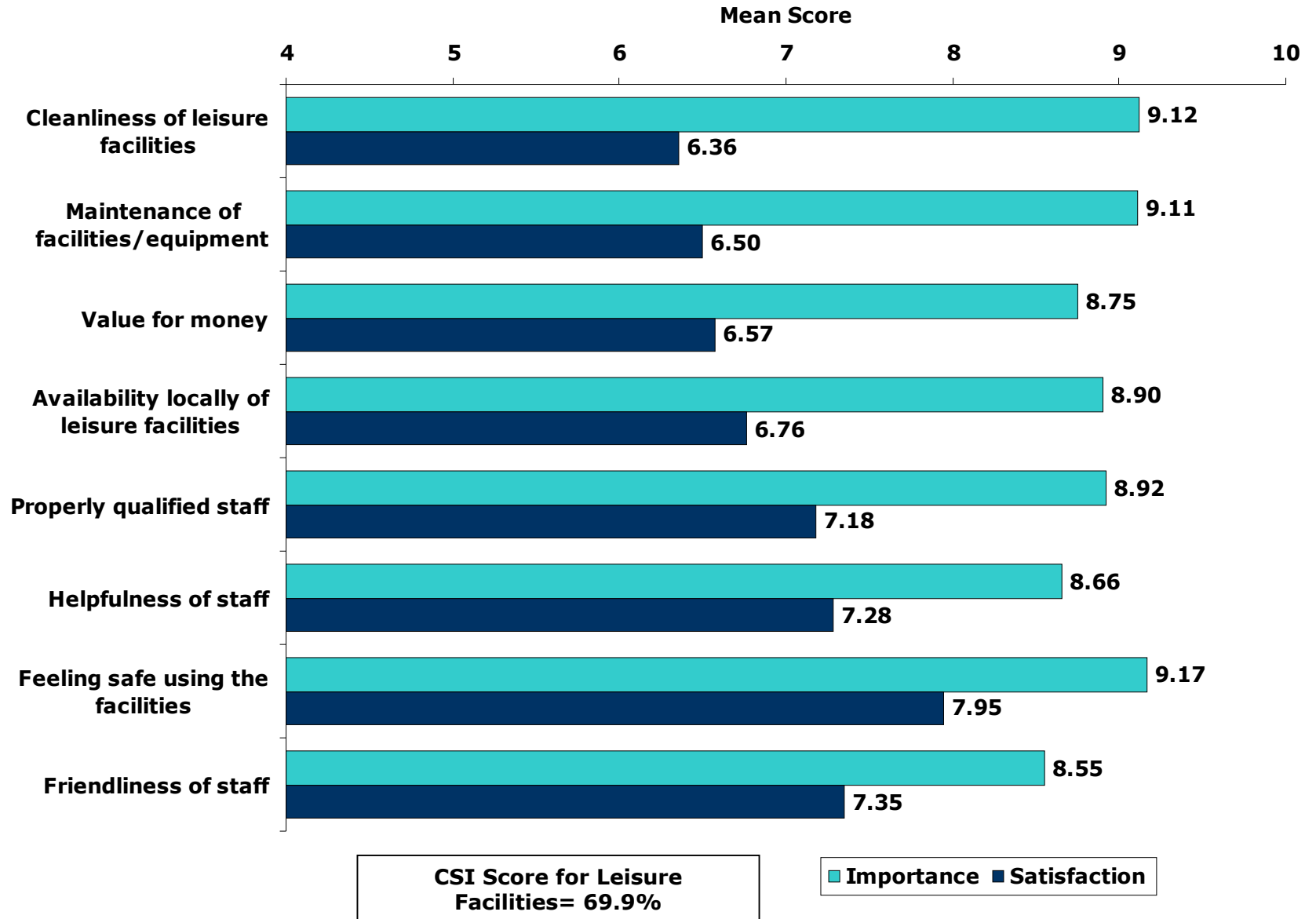
CSI Score for Housing = 66.2%

■ Importance ■ Satisfaction

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

LEISURE FACILITIES - USERS

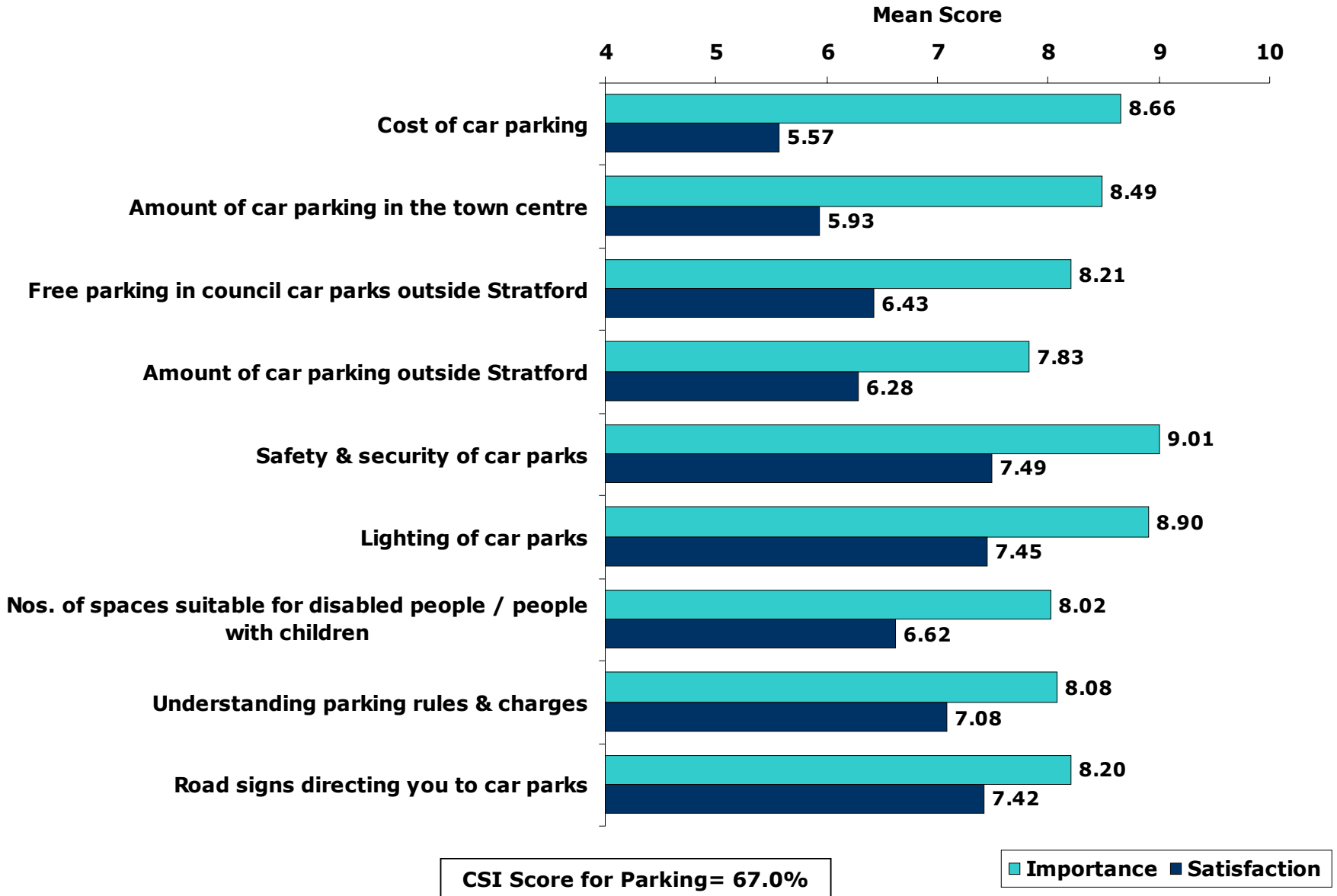
(JUNE 2004)



BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

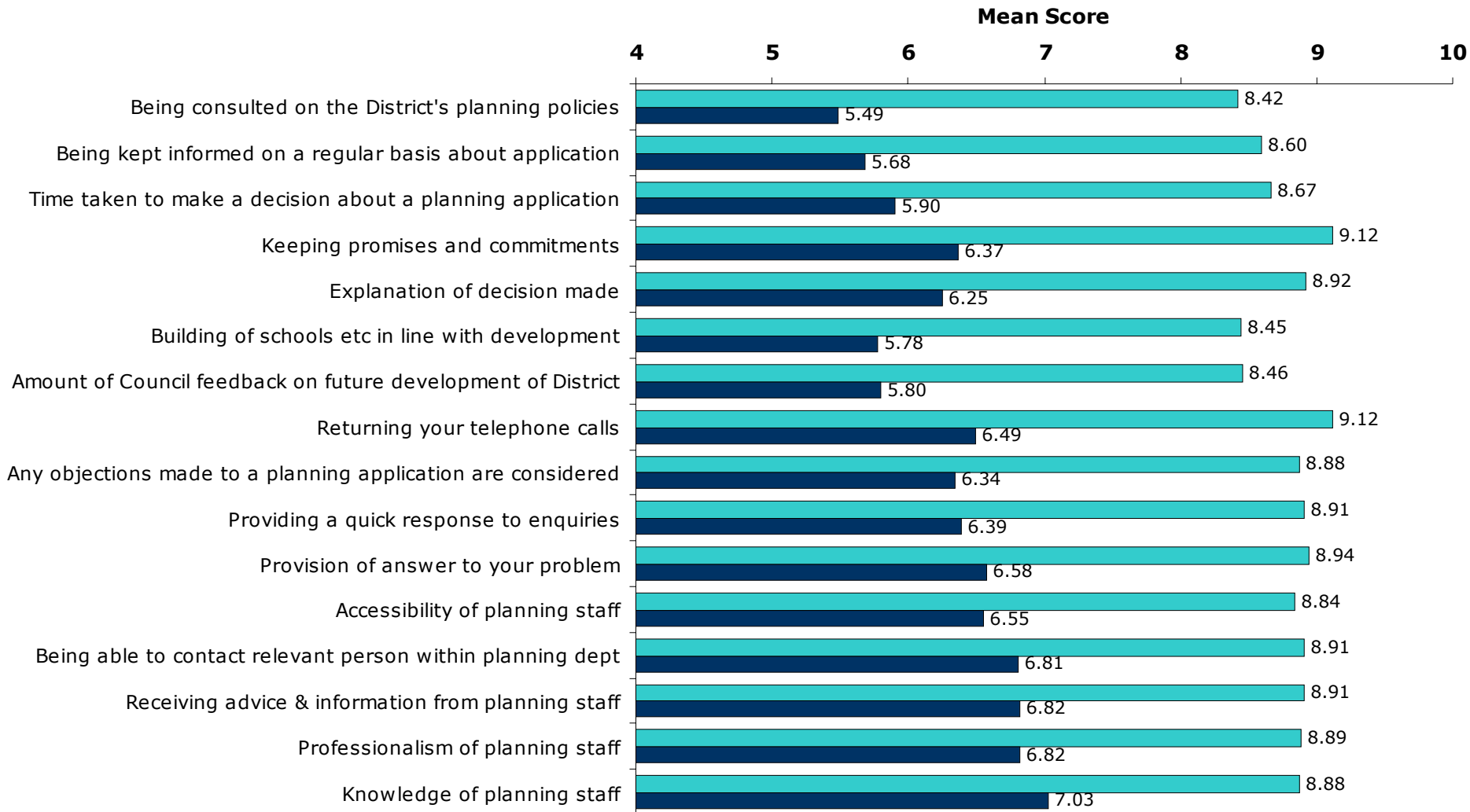
PARKING - USERS (JUNE 2004)



CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PLANNING - USERS

(JUNE 2004)



CSI Score for Planning= 63.3%

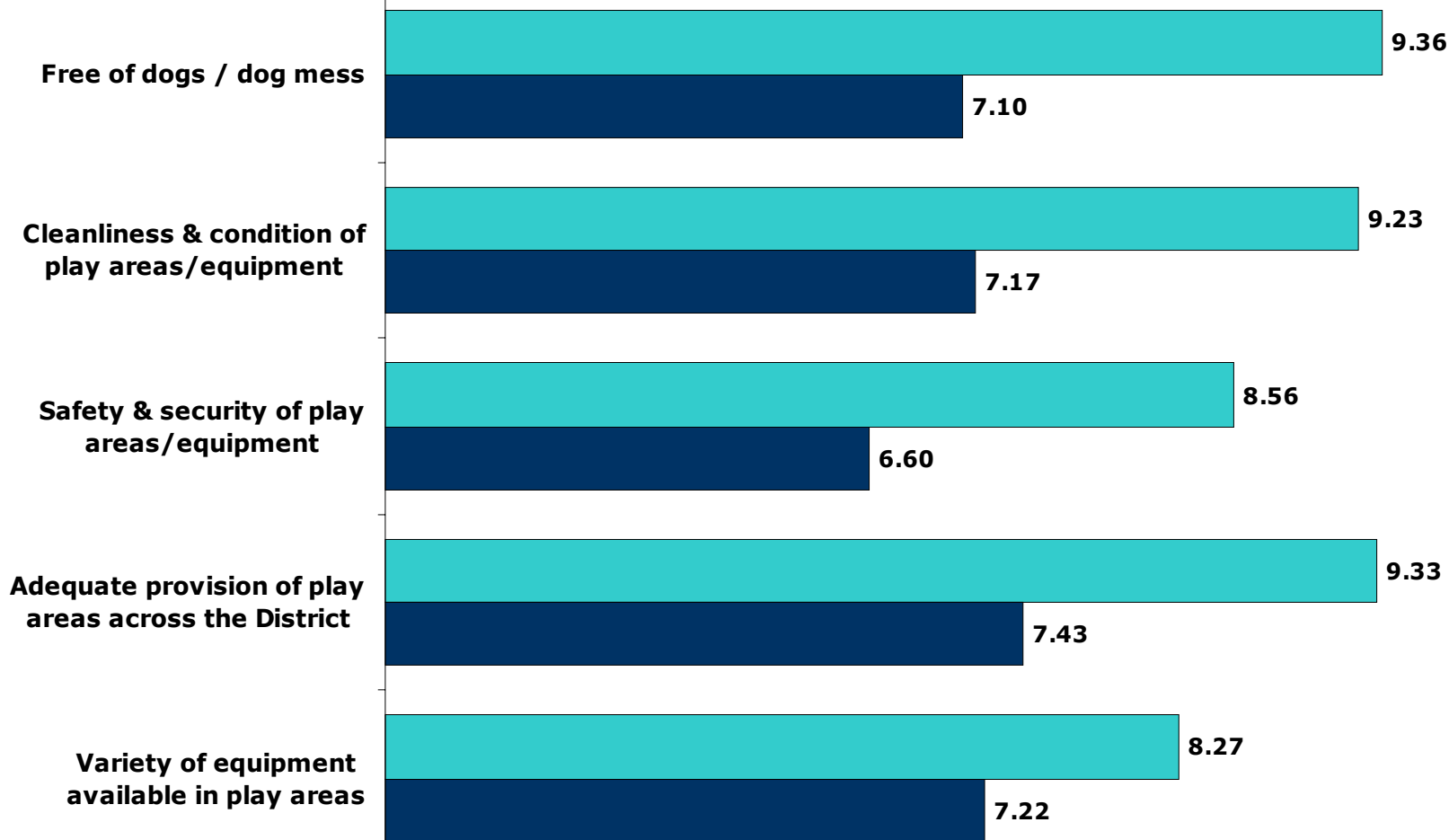
■ Importance ■ Satisfaction

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PLAY AREAS - USERS (JUNE 2004)

Mean Score

4 5 6 7 8 9 10



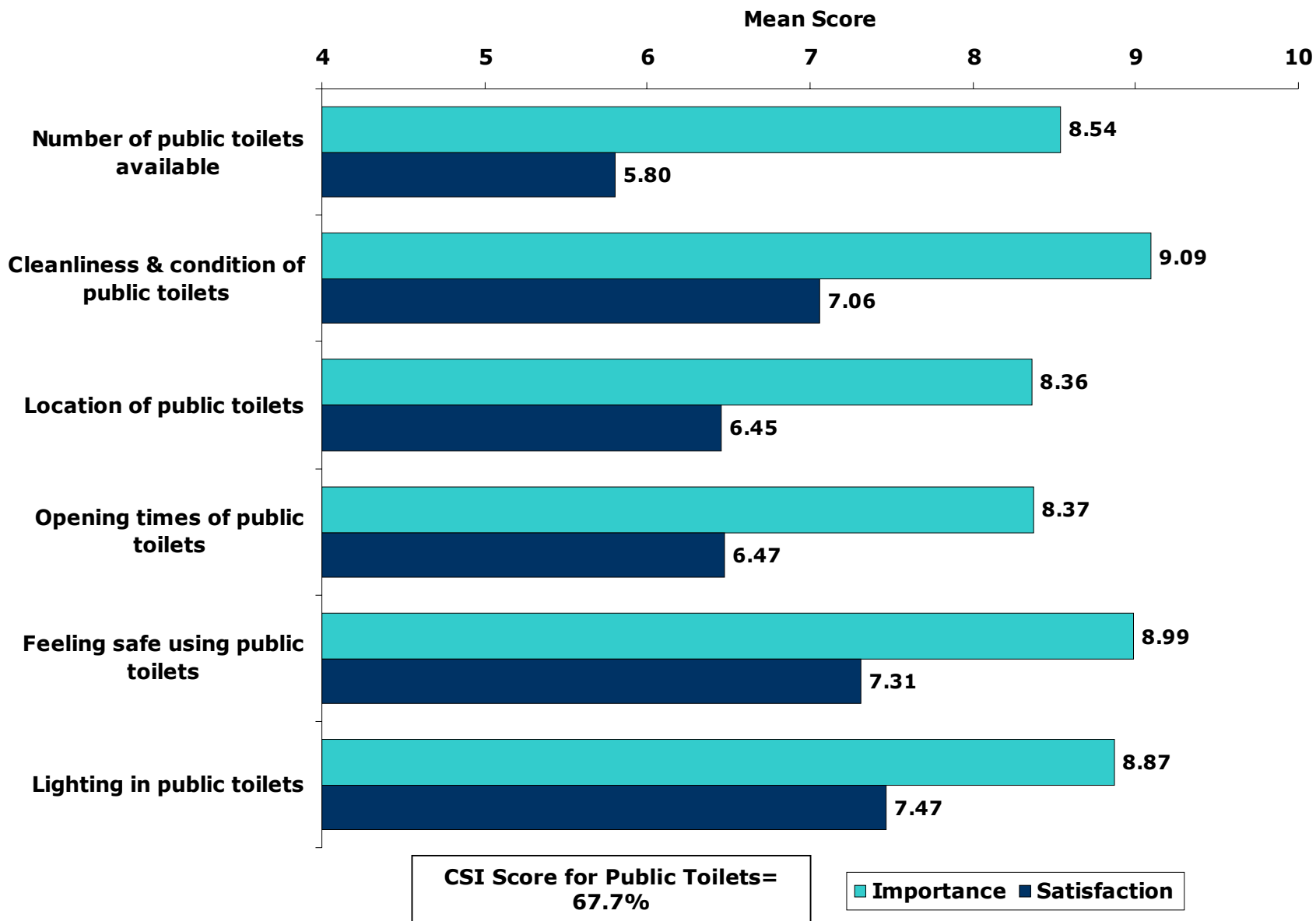
CSI Score for Play Areas=
71.1%

■ Importance ■ Satisfaction

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PUBLIC TOILETS - USERS

(JUNE 2004)



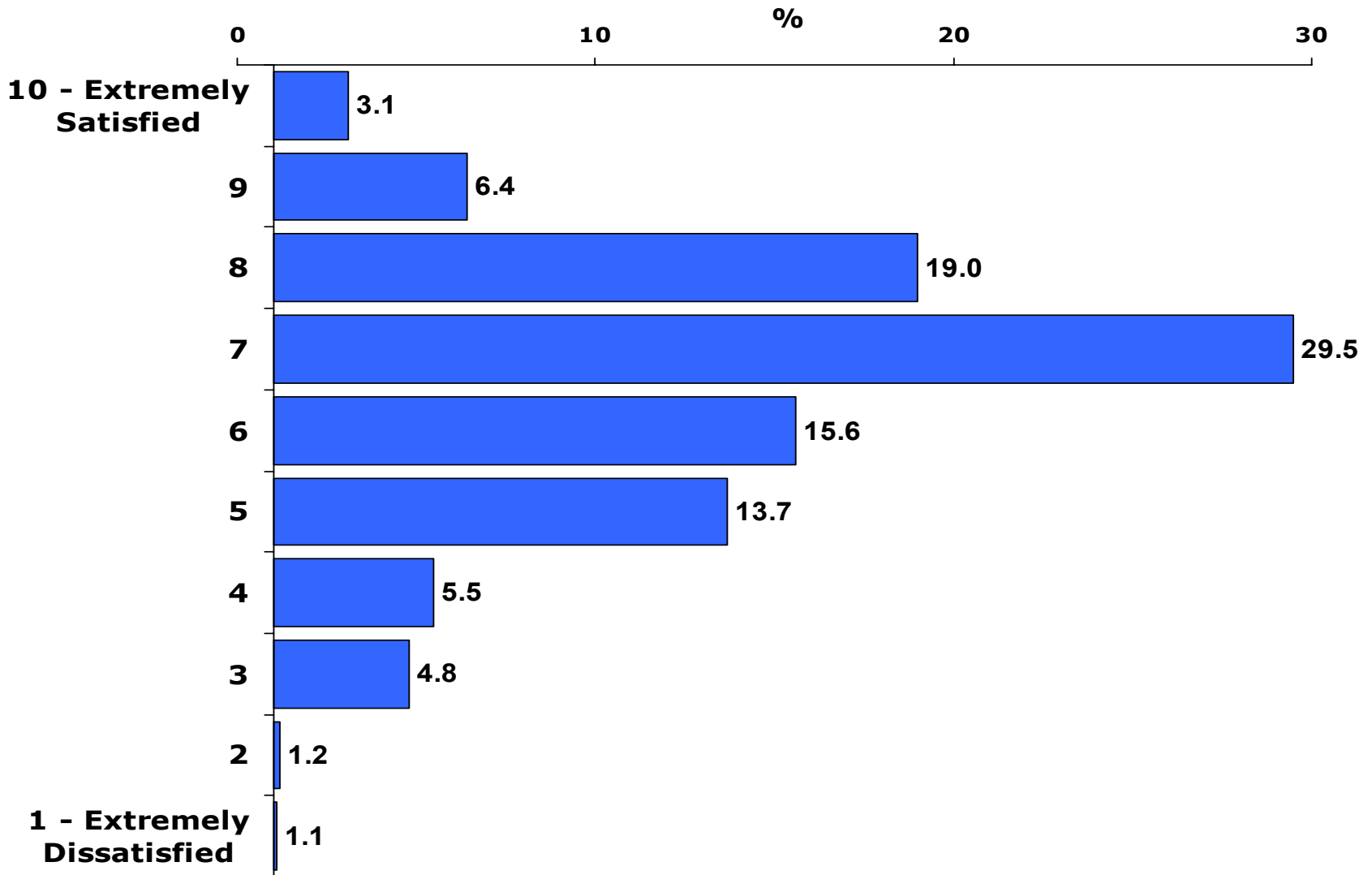
BASE: (See Appendix)

Overall Views of Council Services (All Respondents)

CUSTOMER SATISFACTION INDEX

OVERALL SATISFACTION WITH COUNCIL SERVICES

ALL RESPONDENTS (JUNE 2004)

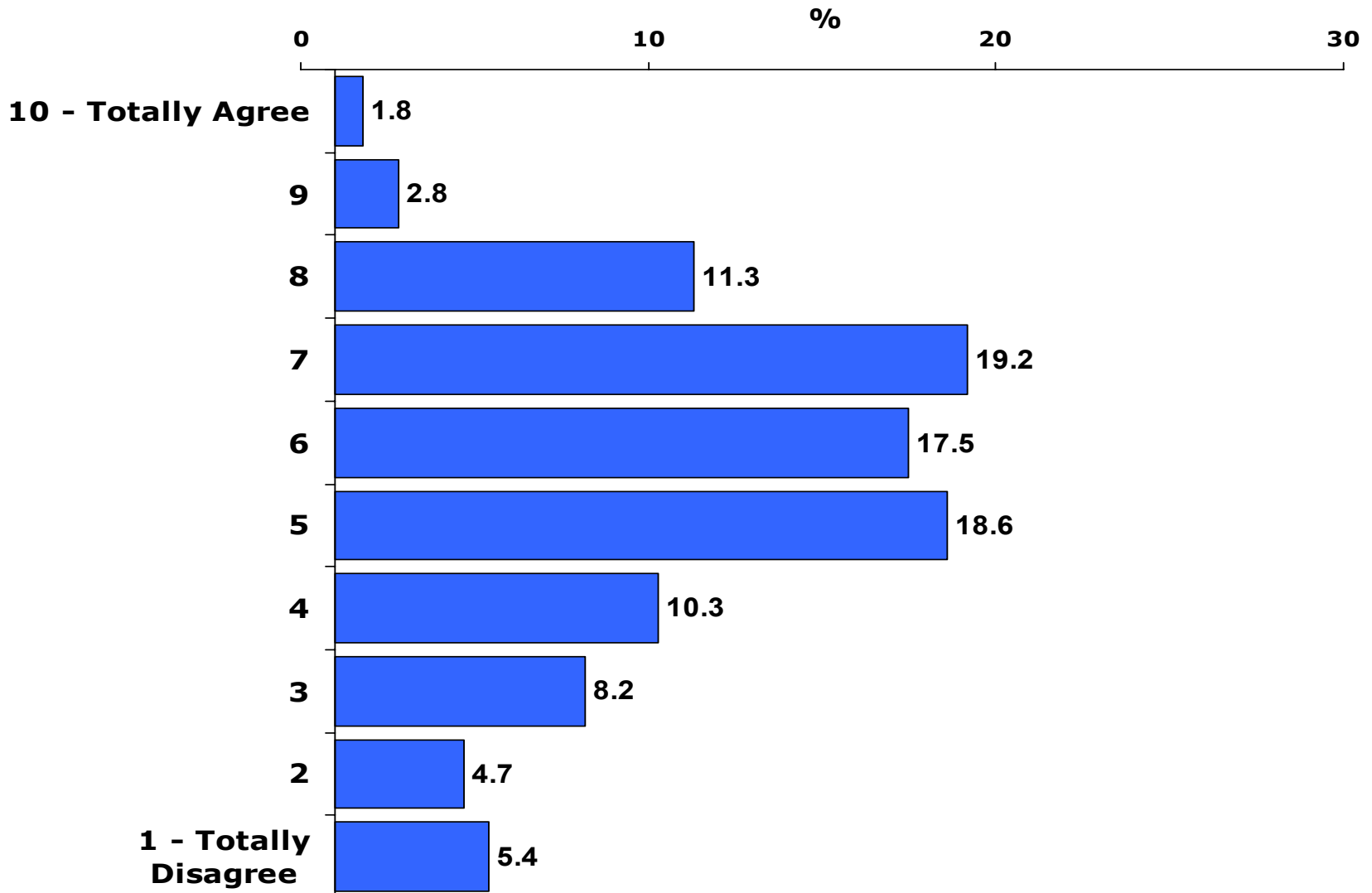


Base: (895)

COMBINED COUNCIL AVERAGE 2004 = 6.49 (Mean Score)

COMBINED COUNCIL AVERAGE 2002 = 6.48 (Mean Score)

CUSTOMER SATISFACTION INDEX ***AGREE/DISAGREE THAT COUNCIL OFFERS VALUE FOR MONEY*** ***ALL RESPONDENTS (JUNE 2004)***

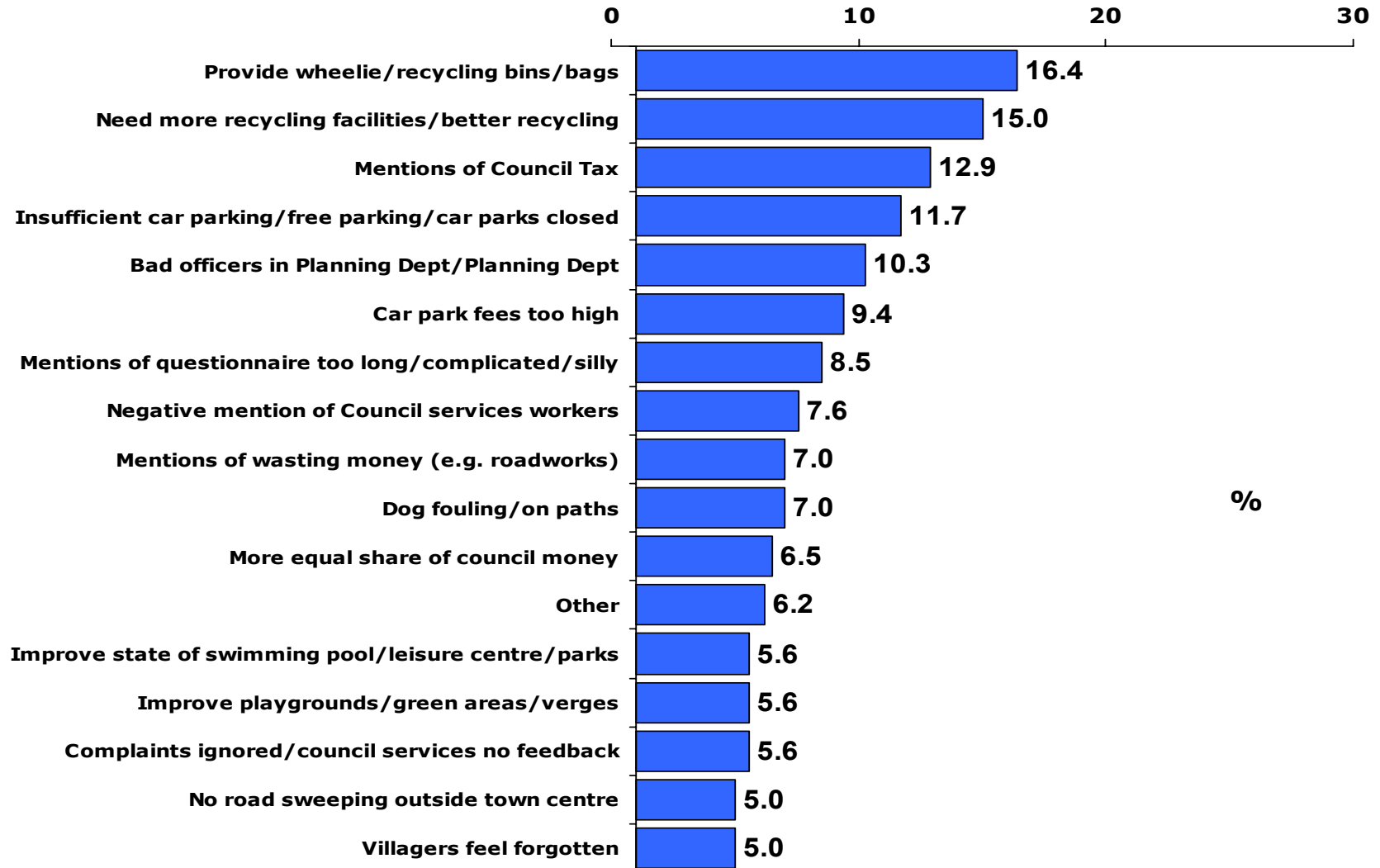


COMBINED COUNCIL AVERAGE 2004 = 5.47 (Mean Score)

COMBINED COUNCIL AVERAGE 2002 = 5.84 (Mean Score)

Base: (885)

CUSTOMER SATISFACTION INDEX ***ADDITIONAL COMMENTS (JUNE 2004)***



%

Mentions 5% or more

Base: (341)

APPENDIX A

(Respondent Profile)

PROFILE

AGE:	%
16 – 25	4.5
26 – 35	9.3
36 – 45	14.6
46 – 54	19.7
56 – 65	21.9
Over 65	30.1
	(914)

SEX:	%
Male	42.7
Female	57.3
	(885)

ETHNICITY:	%
British	98.3
Irish	0.4
White Other	0.8
Chinese	0.2
Indian	0.1
White & Black Caribbean	0.1
	(905)

APPENDIX B

(Base Sizes)

BASE SIZES - IMPORTANCE (I)

<i>Council in General</i>	<i>All</i>	<i>Users</i>	<i>Council Tax (Continued)</i>	<i>All</i>	<i>Users</i>
Being able to contact relevant person	925	590	Provision of answer to your problem	902	251
Being put through to the correct dept	926	590	Explanation of a decision made	894	248
Providing a prompt response to enquires	924	588	Keeping promises & commitments	891	245
Professionalism of staff	908	582	Returning your telephone calls	895	248
Knowledge of staff	899	578	<i>Refuse Collection / Recycling</i>		
Provision of answer to problem	915	587	Usability of recycling containers	925	N/A
Explanation of a decision made	903	579	Provision of central recycling points	917	N/A
Keeping promises & commitments	913	585	Type of items allowed for recycling points	914	N/A
Returning your telephone calls	907	581	Regular weekly refuse collections	936	N/A
Being kept informed on where money goes	913	583	Friendliness of refuse collectors	923	N/A
<i>Council Tax</i>			Helpfulness of refuse collectors	929	N/A
Accuracy of council tax billing	916	252	Not leaving a mess after collection	930	N/A
Methods available for making payment	905	251	Provision of plastic sacks	935	N/A
Being able to contact the relevant person	909	253			
Professionalism of staff	892	249			
Knowledge of staff	882	246			

BASE SIZES - SATISFACTION(II)

<i>Council in General</i>	<i>All</i>	<i>Users</i>	<i>Council Tax (Continued)</i>	<i>All</i>	<i>Users</i>
Being able to contact relevant person	843	582	Provision of answer to your problem	738	244
Being put through to the correct dept	838	585	Explanation of a decision made	738	245
Accessibility of staff	837	585	Keeping promises & commitments	733	241
Professionalism of staff	828	577	Returning your telephone calls	737	243
Knowledge of staff	821	572	<i>Refuse Collection / Recycling</i>		
Provision of answer to problem	829	579	Usability of recycling containers	910	N/A
Explanation of a decision made	817	569	Provision of central recycling points	898	N/A
Keeping promises & commitments	818	570	Type of items allowed for recycling points	892	N/A
Returning your telephone calls	809	562	Regular weekly refuse collections	919	N/A
Being kept informed on where money goes	913	569	Friendliness of refuse collectors	887	N/A
<i>Council Tax</i>			Helpfulness of refuse collectors	895	N/A
Accuracy of council tax billing	776	249	Not leaving a mess after collection	913	N/A
Methods available for making payment	772	250	Provision of plastic sacks	912	N/A
Being able to contact the relevant person	742	246			
Professionalism of staff	740	244			
Knowledge of staff	734	244			

BASE SIZES - IMPORTANCE (III)

<i>Street Cleaning</i>	<i>All</i>	<i>Users</i>	<i>Public Toilets (Continued)</i>	<i>All</i>	<i>Users</i>
Keeping the streets free from litter	926	N/A	Feeling safe using public toilets	892	601
Removal of abandoned cars	910	N/A	Lighting in public toilets	892	603
Keeping the streets free from dog fouling	925	N/A	<i>Leisure Facilities</i>		
Provision same level of service across district	908	N/A	Cleanliness of leisure facilities	868	238
Responding quickly to litter/flytipping problem	911	N/A	Availability locally of leisure facilities	860	237
<i>Environmental Health</i>			Properly qualified staff	863	238
Controlling of health standards in public areas	899	108	Friendliness of the staff	857	238
Noise control within your locality	909	109	Helpfulness of the staff	860	238
Atmospheric pollution within your locality	901	109	Maintenance of the facilities/equipment	861	238
Food safety in local premises	911	108	Value for money	860	238
Pest control in your locality	909	108	Feeling safe using the facilities	867	238
<i>Public Toilets</i>			<i>Play Areas</i>		
Cleanliness & condition of public toilets	908	611	Safety & security of play areas/ equipment	858	355
Number of public toilets	895	605	Cleanliness & condition of play areas/ equipment	854	355
Opening times of public toilets	886	599	Free of dogs/dog mess	862	354
Location of public toilets	890	601	Variety of equipment	850	354
			Adequate provision across the District	853	356

BASE SIZES - SATISFACTION (IV)

<i>Street Cleaning</i>	<i>All</i>	<i>Users</i>	<i>Public Toilets (Continued)</i>	<i>All</i>	<i>Users</i>
Keeping the Streets free from litter	914	N/A	Feeling safe using public toilets	795	600
Removal of abandoned cars	878	N/A	Lighting in public toilets	791	598
Keeping the streets free from dog fouling	899	N/A	<i>Leisure Facilities</i>		
Provision same level of service across district	852	N/A	Cleanliness of leisure facilities	689	238
Responding quickly to litter/flytipping problem	854	N/A	Availability locally of leisure facilities	686	240
<i>Environmental Health</i>			Properly qualified staff	679	233
Controlling of health standards in public areas	677	107	Friendliness of the staff	685	239
Noise control within your locality	690	107	Helpfulness of the staff	683	238
Atmospheric pollution within your locality	675	105	Maintenance of the facilities/equipment	678	235
Food safety in local premises	679	105	Value for money	679	236
Pest control in your locality	679	106	Feeling safe using the facilities	681	235
<i>Public Toilets</i>			<i>Play Areas</i>		
Cleanliness & condition of public toilets	816	626	Safety & security of play areas/ equipment	699	366
Number of public toilets	798	597	Cleanliness & condition of play areas/ equipment	695	365
Opening times of public toilets	780	590	Dog/dog mess free	698	367
Location of public toilets	790	593	Variety of equipment	692	364
			Adequate provision across the District	689	358

BASE SIZES - IMPORTANCE (V)

<i>Parks & Open Spaces</i>	<i>All</i>	<i>Users</i>	<i>Planning (Cont)</i>	<i>All</i>	<i>Users</i>
Clean & tidy appearance of parks & gardens	915	N/A	Provision of answer to your problem	813	243
Provision same level of service across district	902	N/A	Explanation of decision made	816	244
Personal safety in Stratford's parks	902	N/A	Keeping promises & commitments	820	243
<i>Planning</i>			Returning your telephone calls	823	245
Receiving advice from planning staff pre application	820	241	<i>Housing</i>		
Time taken to make decision on an application	819	241	Availability of affordable housing across the District	862	93
Providing a quick response to enquiries	825	246	Being able to contact relevant person in housing	823	92
Any objections made to planning application	811	246	Professionalism of housing staff	811	92
Being kept informed on a regular basis	815	245	Knowledge of housing staff	802	92
Building of schools in line with housing developments	837	242	Provision of answer to problem	811	90
Amount of council feedback on future development	841	243	Explanation of a decision made	816	93
Consultation on Planning policies	824	242	Keeping promises & commitments	812	95
Being able to contact relevant person in planning	827	246	Returning your telephone calls	812	92
Accesibility of planning staff	813	246			
Professionalism of planning staff	812	243			
Knowledge of planning staff	813	246			

BASE SIZES - SATISFACTION (VI)

<i>Parks & Open Spaces</i>	<i>All</i>	<i>Users</i>	<i>Planning (Cont)</i>	<i>All</i>	<i>Users</i>
Clean & tidy appearance of parks & gardens	875	N/A	Provision of answer to your problem	662	251
Provision same level of service across district	845	N/A	Explanation of decision made	654	245
Personal safety in Stratford's parks	855	N/A	Keeping promises & commitments	655	243
<i>Planning</i>			Returning your telephone calls	654	243
Receiving advice from planning staff over the telephone	674	250	<i>Housing</i>		
Time taken to make a planning decision	669	250	Availability of affordable housing across the District	627	88
Providing a quick response to enquiries	666	252	Being able to contact relevant person in housing	623	96
Any objections made to planning application are considered	656	244	Professionalism of housing staff	619	92
Being kept informed on a regular basis	661	250	Knowledge of housing staff	617	92
Building of schools in line with housing developments	658	243	Provision of answer to problem	620	93
Amount of council feedback on future development	663	250	Explanation of a decision made	616	89
Being consulted on the Districts planning policies	658	245	Keeping promises & commitments	618	90
Being able to contact relevant person in planning	658	247	Returning your telephone calls	618	91
Accessibility of planning staff	657	250			
Professionalism of planning staff	657	247			
Knowledge of planning staff	654	247			

BASE SIZES - IMPORTANCE (VII)

<i>Parking</i>	<i>All</i>	<i>Users</i>
Safety and security of car parks	909	793
Lighting of car parks	903	791
Cost of car parking	902	794
Road signs directing you to car parks	899	786
Amount of car parking in the town centre	902	794
Amount of parking outside Stratford-upon-Avon	859	760
Understanding rules & charges	891	787
Numbers of spaces for disabled people	883	778
Free parking in Council car parks outside Stratford-upon-Avon	896	790

BASE SIZES - SATISFACTION (VIII)

<i>Parking</i>	<i>All</i>	<i>Users</i>
Safety and security of car parks	876	805
Lighting of car parks	869	800
Cost of car parking	874	806
Road signs directing you to car parks	872	803
Amount of car parking in the town centre	849	776
Amount of car parking outside Stratford-upon-Avon	828	754
Understanding parking rules & charges	841	767
Number of spaces allocated for disabled people & people with children	823	750
Free parking in Council car parks outside Stratford-upon-Avon	824	750