

Stratford-on-Avon
District Council

Customer Satisfaction Index
2002

RESULTS

Introduction

This report presents the results for the Customer Satisfaction Index survey undertaken in May/June 2002.

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

To establish how important or unimportant chosen topic areas were to residents, a series of four focus groups were held. Each group lasted for a duration of ninety minutes and were held in Alcester, Southam, Shipston and Stratford. 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 5,000 randomly selected residents off the electoral role. 1,141 questionnaires were returned in the timeframe allowed - a response rate of 23% was achieved. For the comparatively long length of questionnaire, this is slightly higher than the expected response of 15-20% - the norm for this sort of research. Having a sample of over 1,100 residents, this is also higher in terms of actual numbers than other local authority CSI surveys.

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.

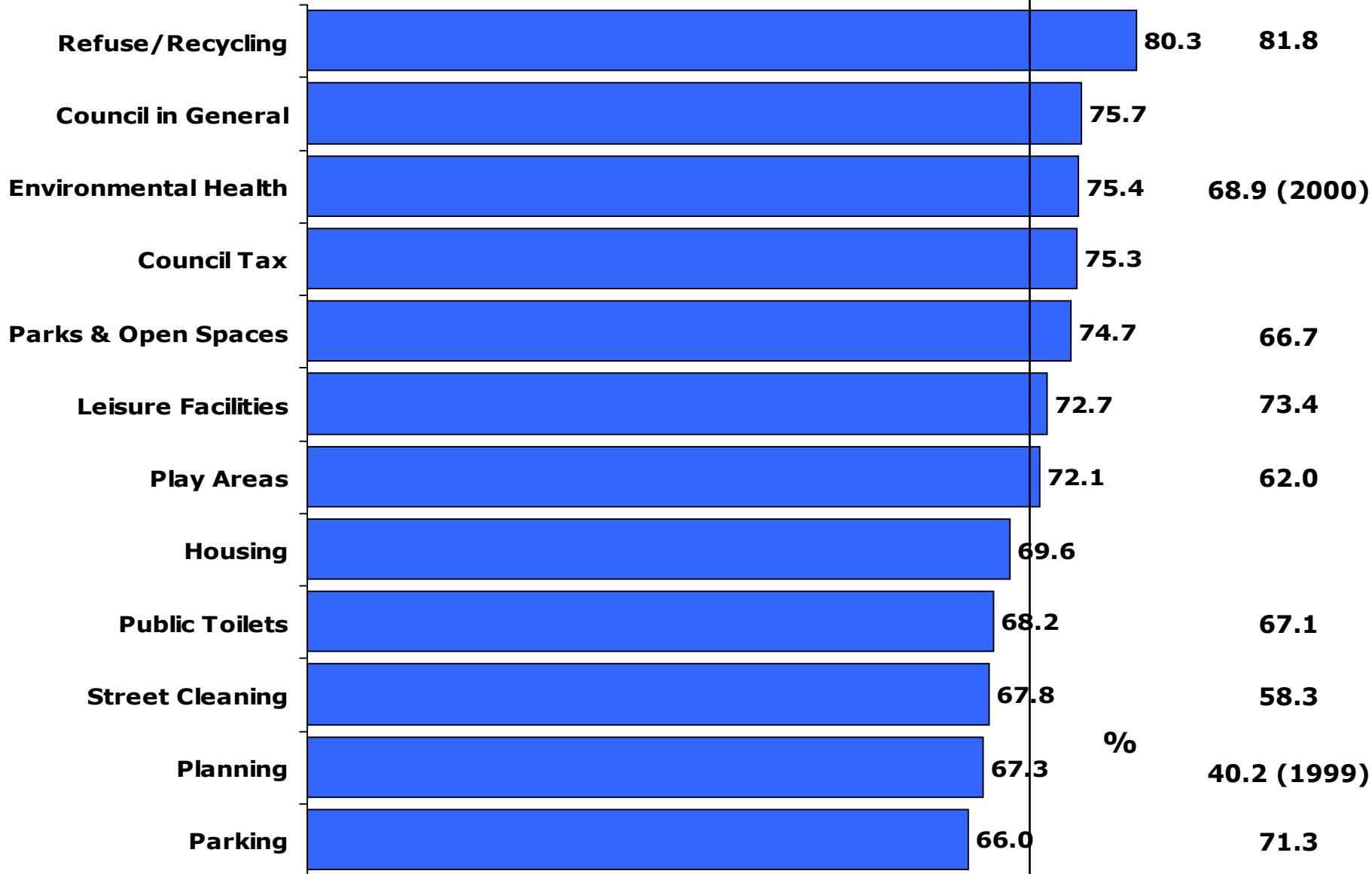
Step 4. Add up the weighted satisfaction scores.

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 (SPRING 2002)

Previous CSI
Results %
1998

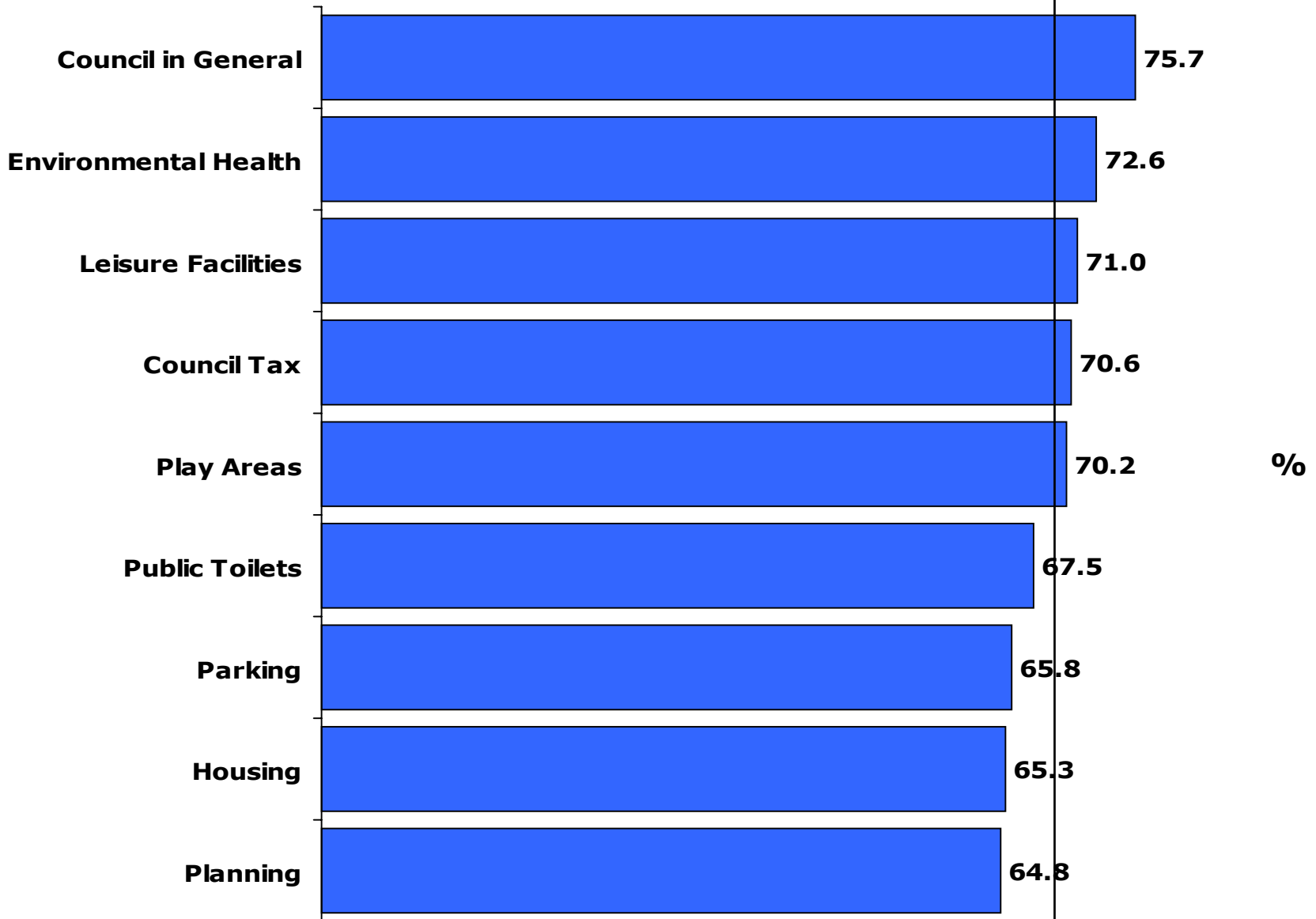


Local Govt. CSI
Average=79.0% (1999)

Combined Council
Average=71.8%

Base: (Those answering)

OVERALL CUSTOMER SATISFACTION INDEX SCORES **BY SERVICE - USERS (SPRING 2002)**



Base: (Those answering question)

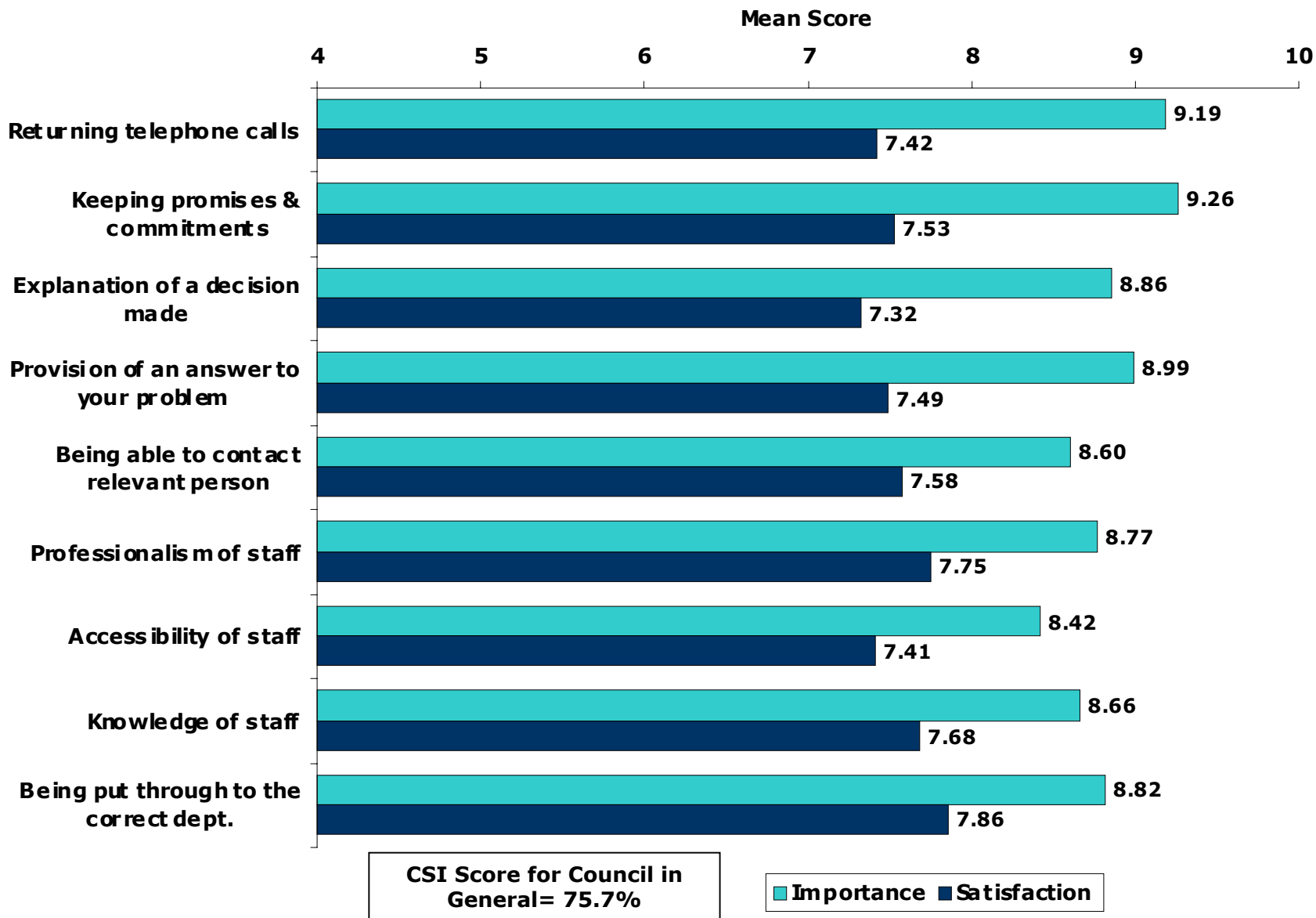
Individual Results By Service (All Respondents)

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

(SPRING 2002)

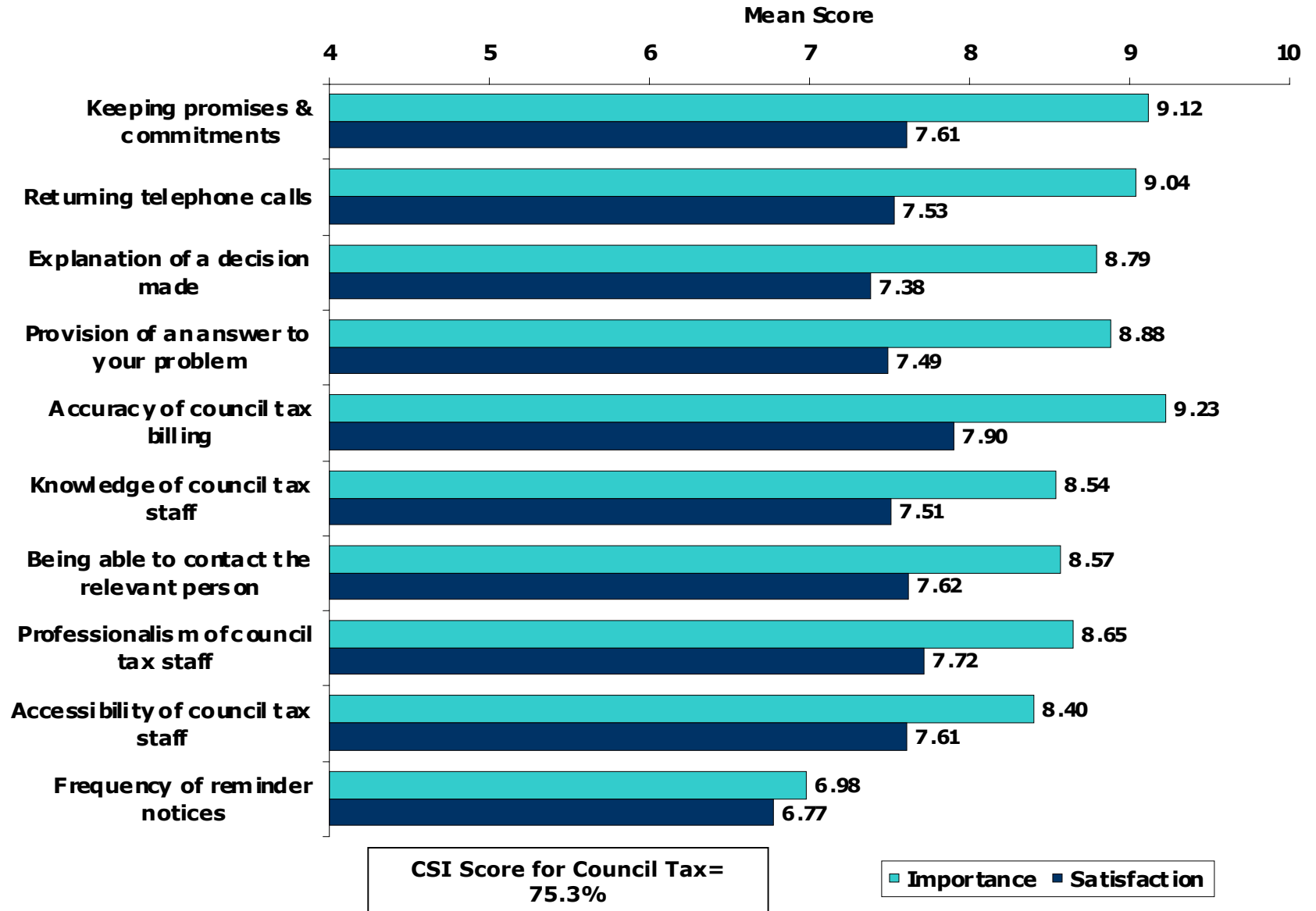


BASE: (Those answering question)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

COUNCIL TAX - ALL RESPONDENTS

(SPRING 2002)

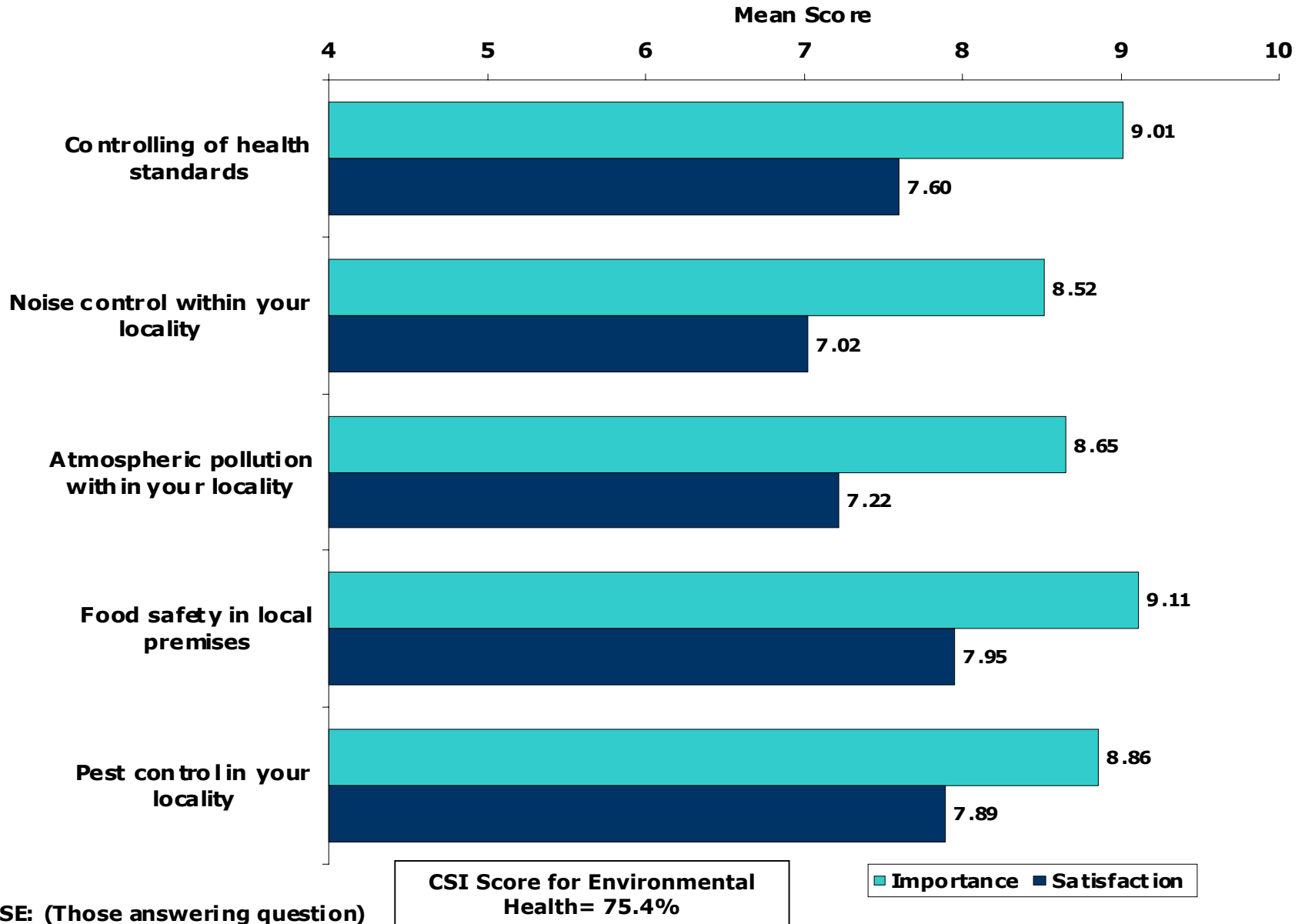


BASE: (Those answering question)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

ENVIRONMENTAL HEALTH - ALL RESPONDENTS

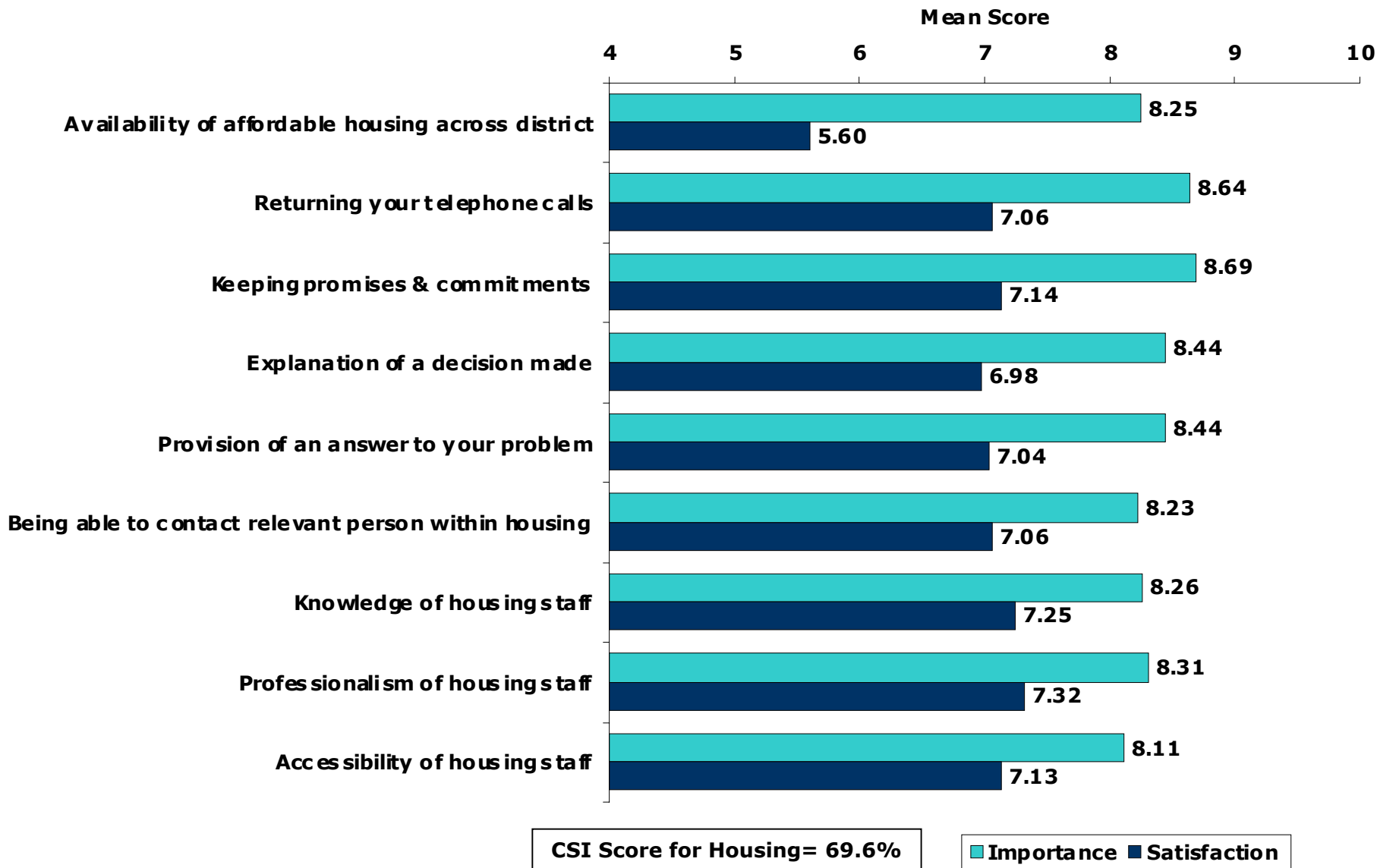
(SPRING 2002)



CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

HOUSING - ALL RESPONDENTS

(SPRING 2002)



BASE: (Those answering question)

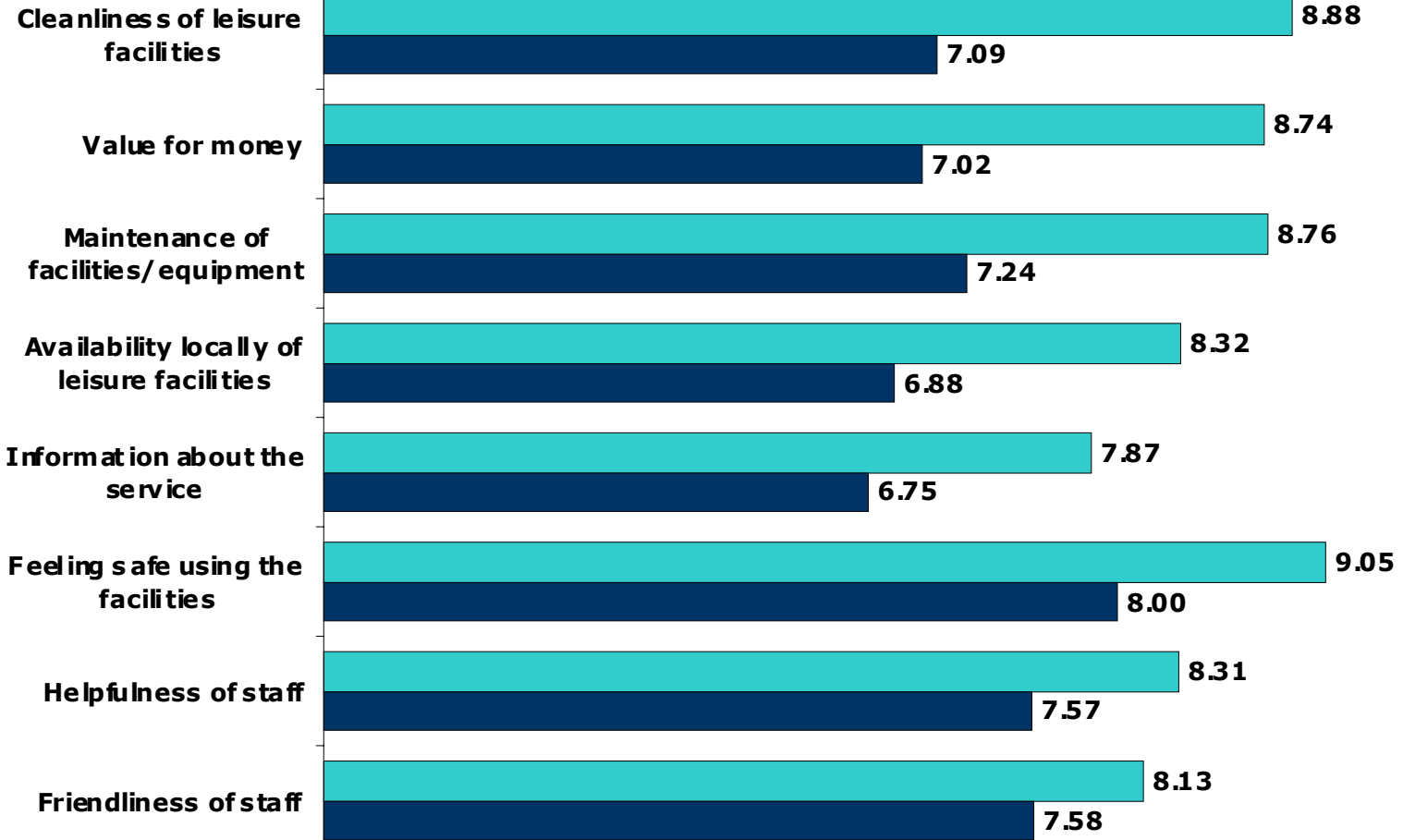
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

LEISURE FACILITIES - ALL RESPONDENTS

(SPRING 2002)

Mean Score

4 5 6 7 8 9 10



CSI Score for Leisure Facilities= 72.7%

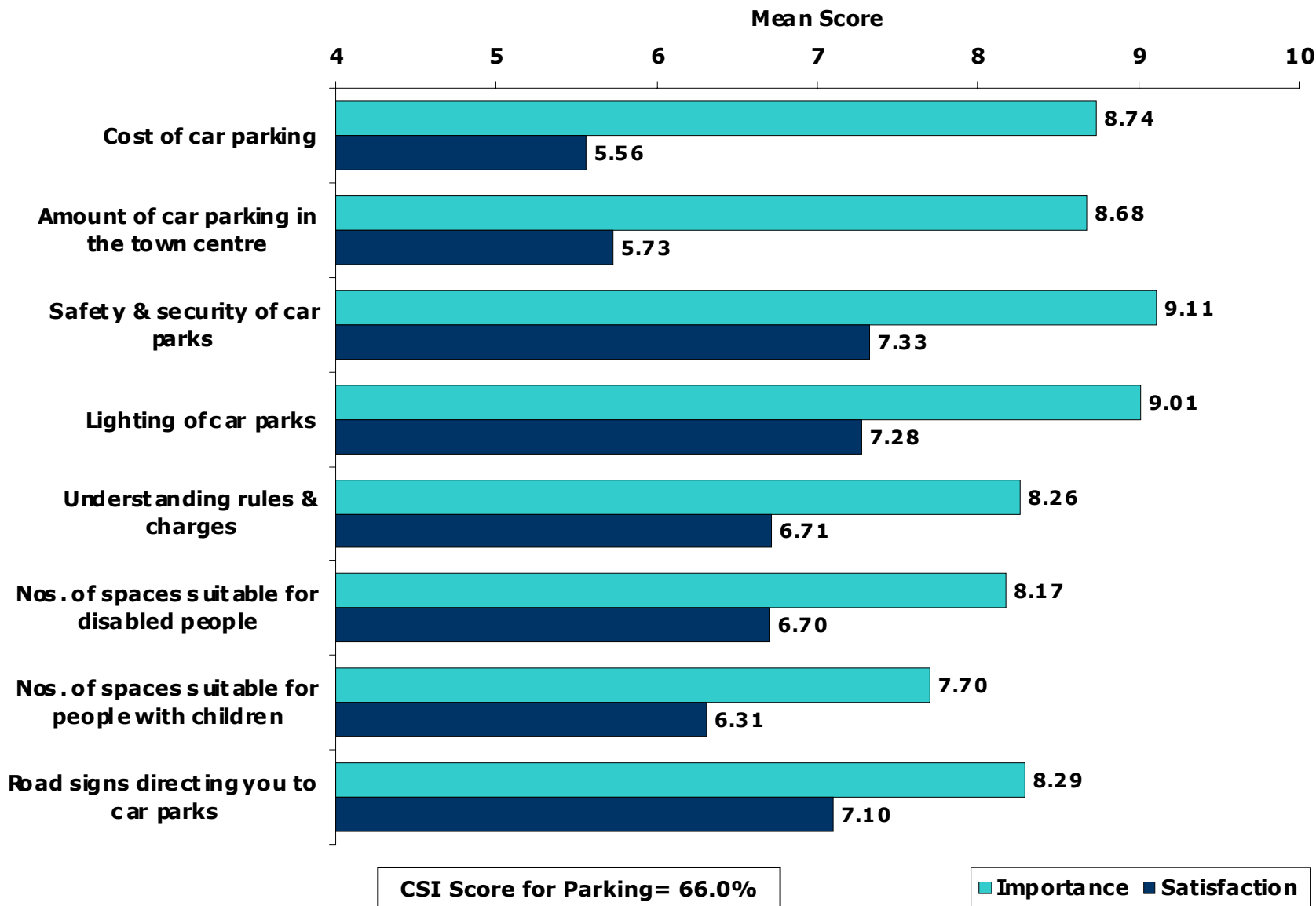
Importance Satisfaction

BASE: (Those answering question)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PARKING - ALL RESPONDENTS

(SPRING 2002)



BASE: (Those answering question)

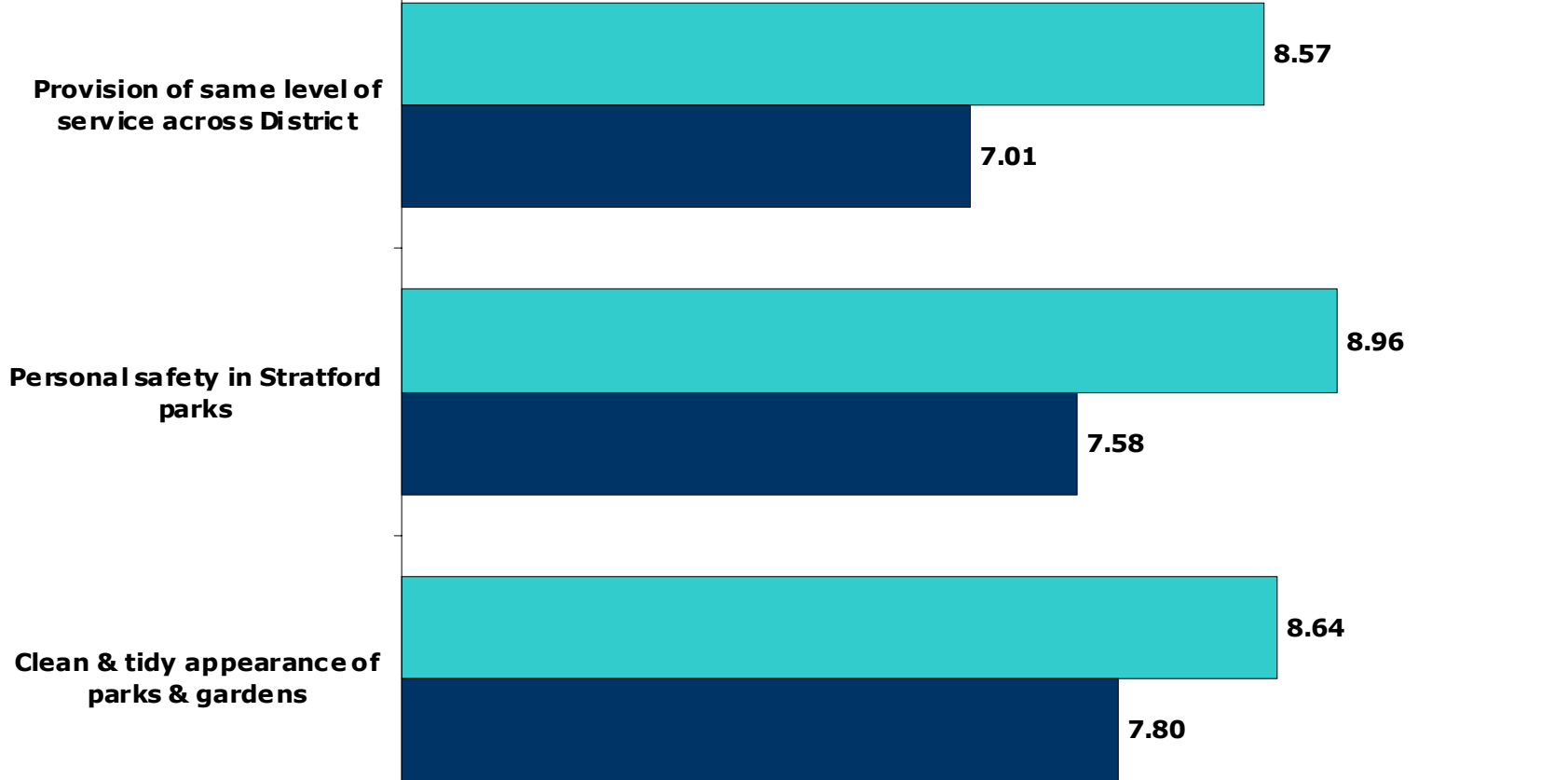
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PARKS & OPEN SPACES - ALL RESPONDENTS

(SPRING 2002)

Mean Score

4 5 6 7 8 9 10



CSI Score for Parks & Open Spaces= 74.7%

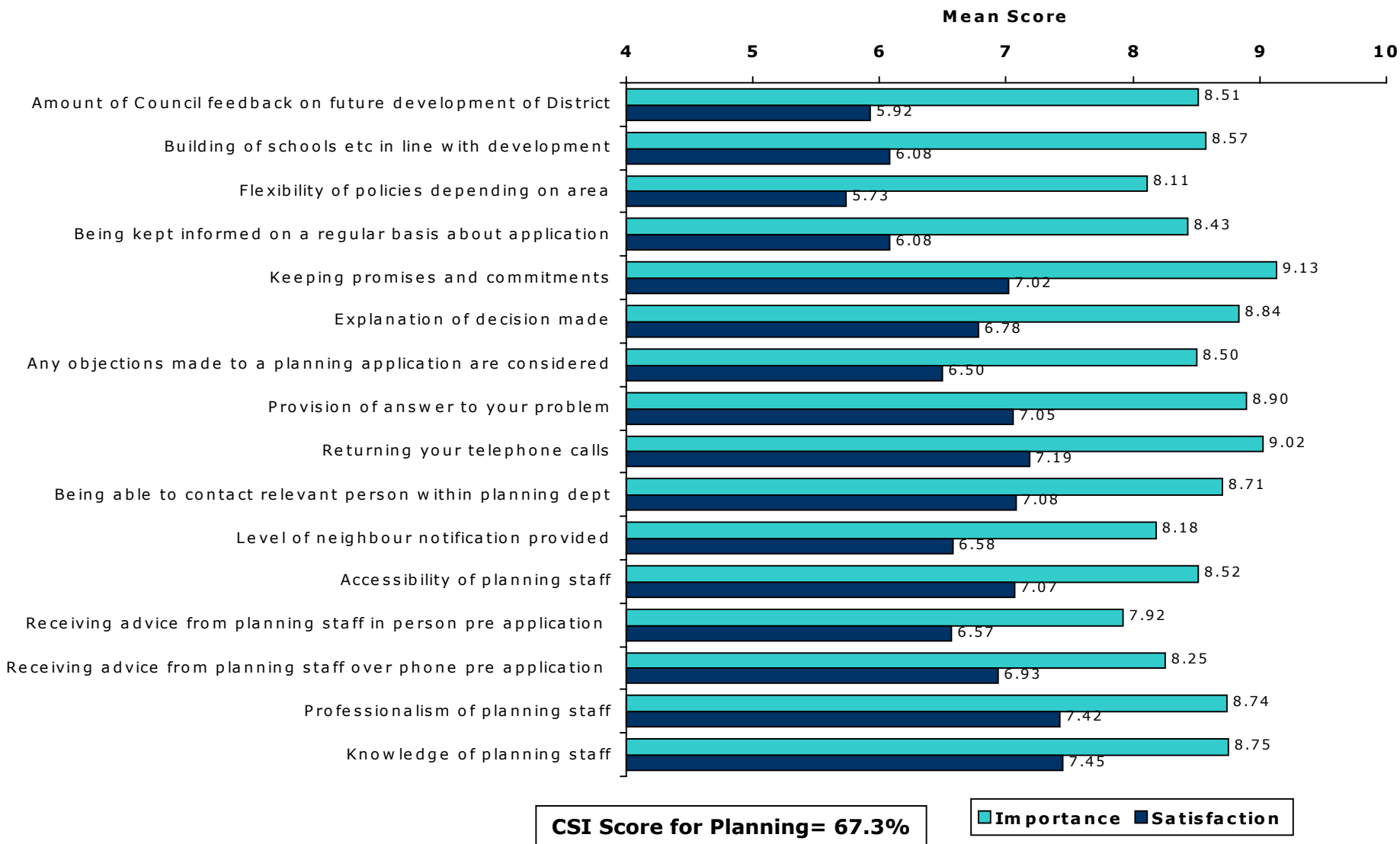
■ Importance ■ Satisfaction

BASE: (Those answering question)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PLANNING - ALL RESPONDENTS

(SPRING 2002)

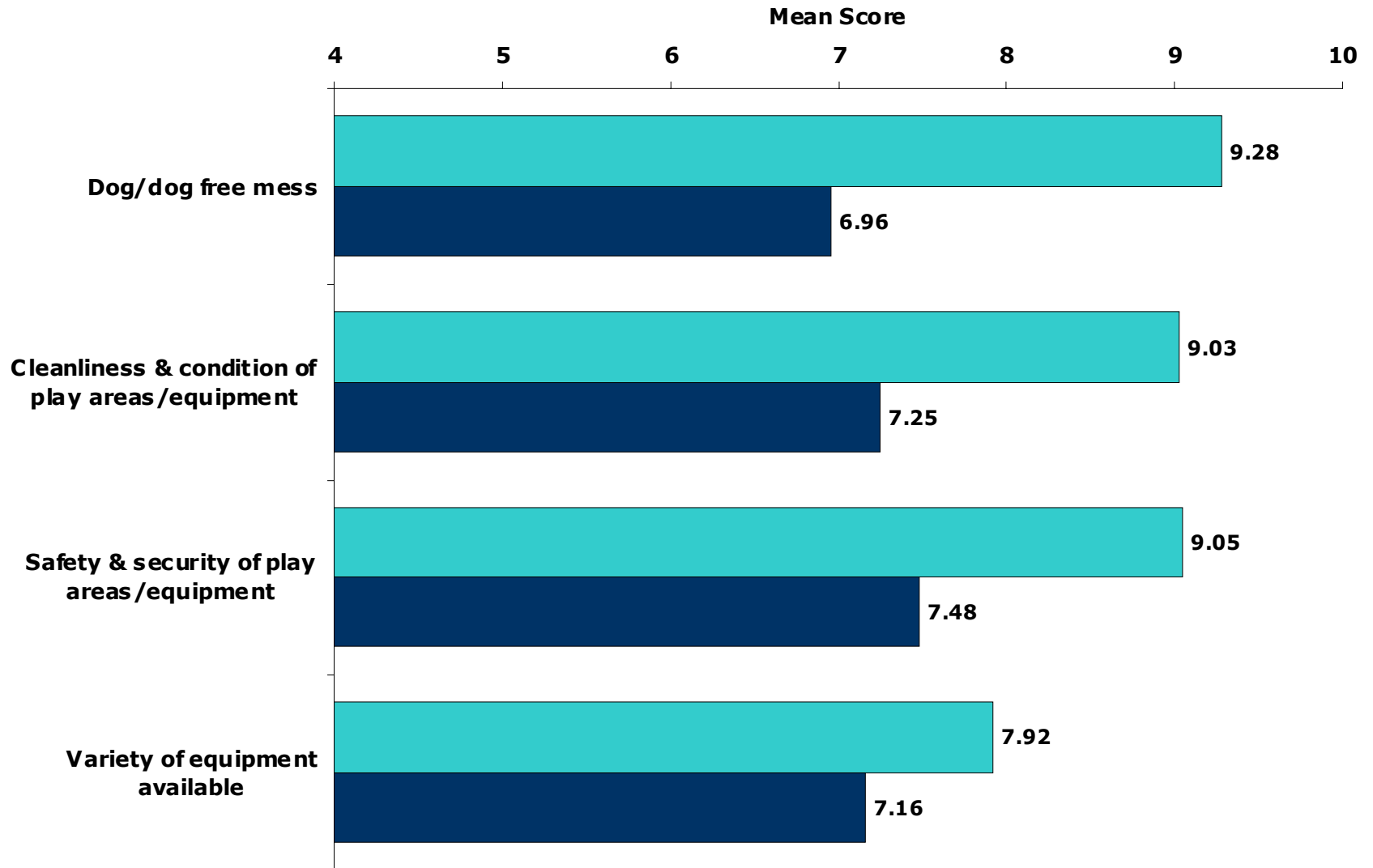


BASE: (Those answering question)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PLAY AREAS - ALL RESPONDENTS

(SPRING 2002)



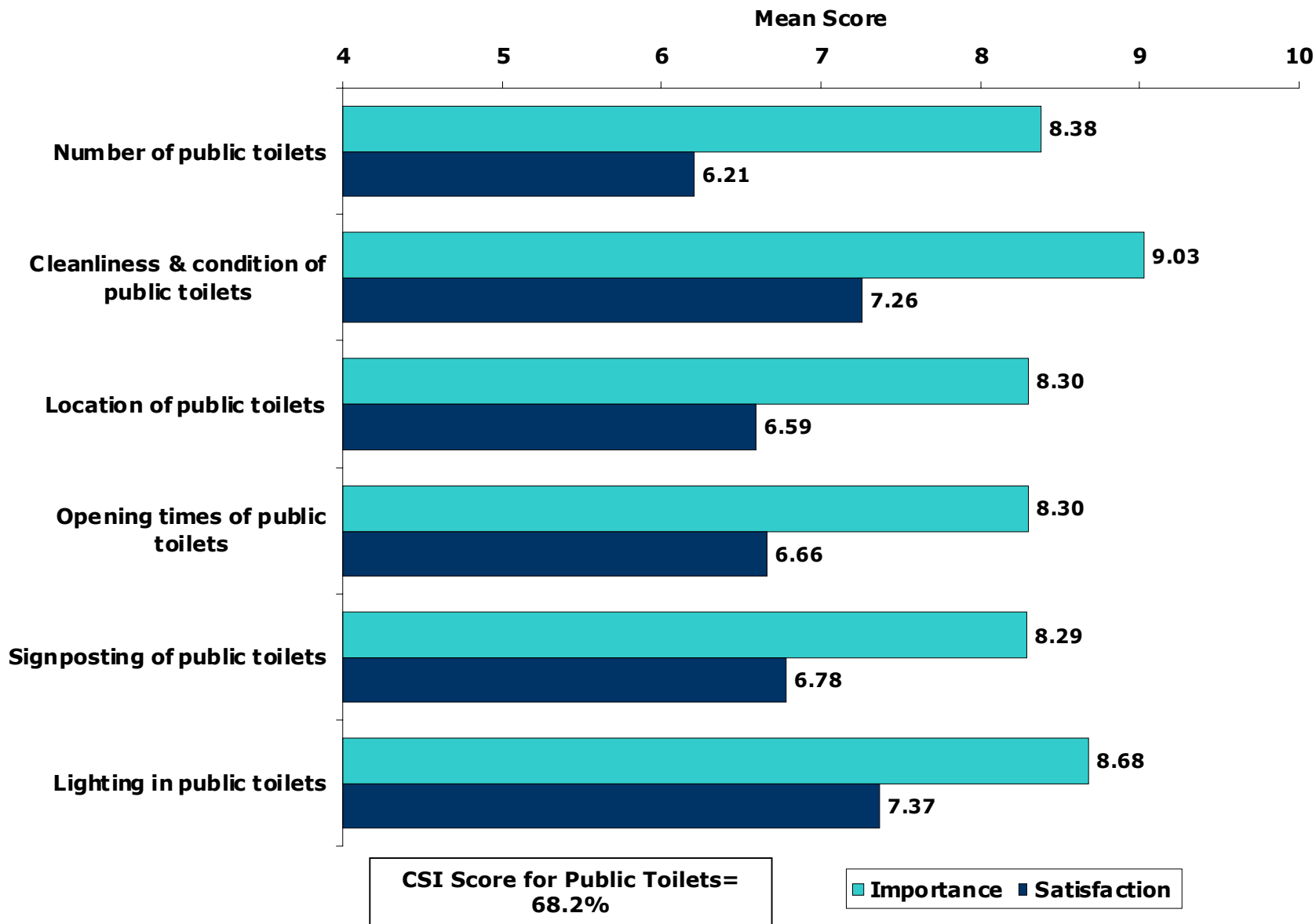
**CSI Score for Play Areas=
72.1%**

■ Importance ■ Satisfaction

BASE: (Those answering question)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PUBLIC TOILETS - ALL RESPONDENTS (SPRING 2002)

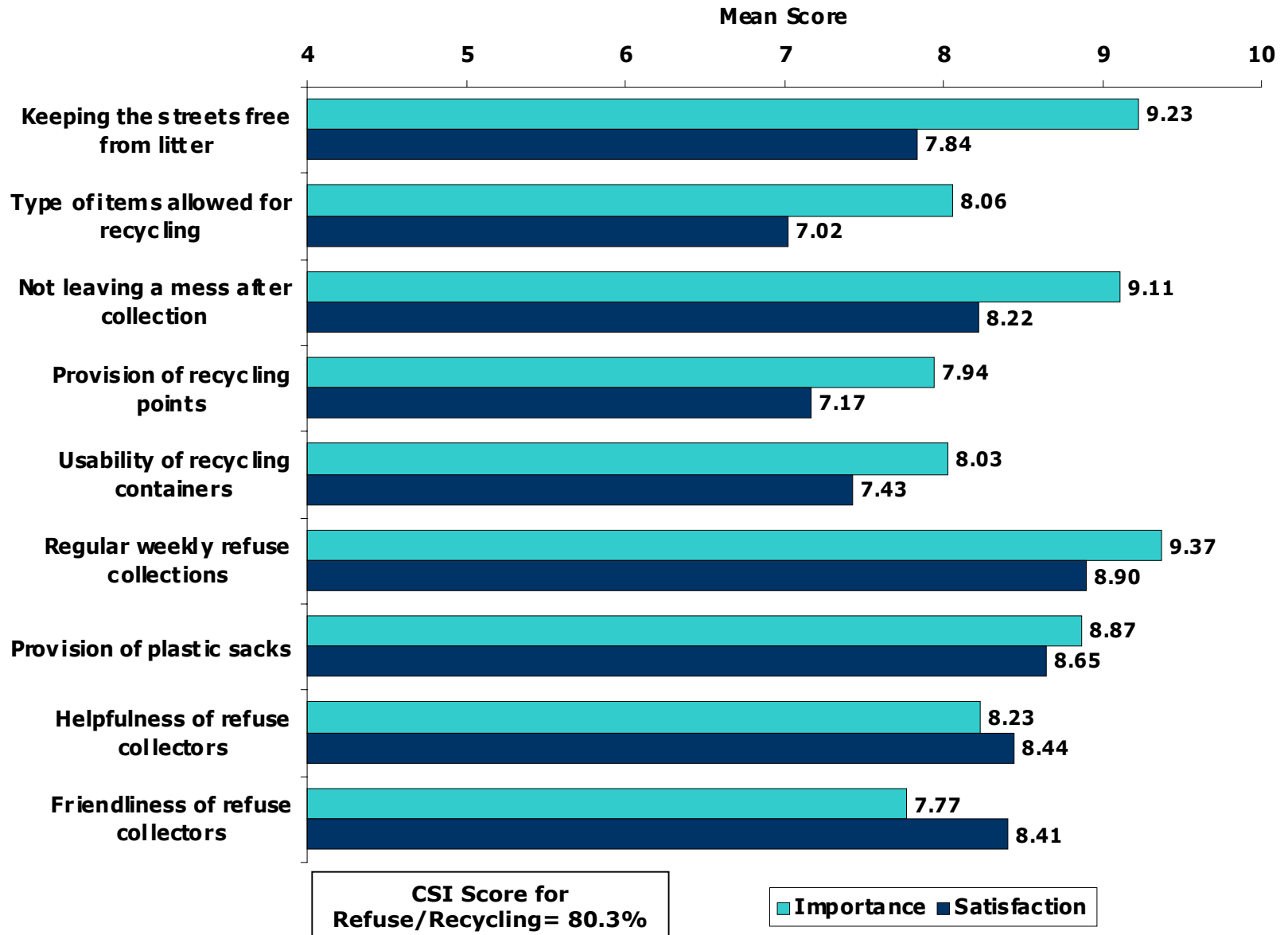


BASE: (Those answering question)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

REFUSE COLLECTION/RECYCLING - ALL RESPONDENTS

(SPRING 2002)

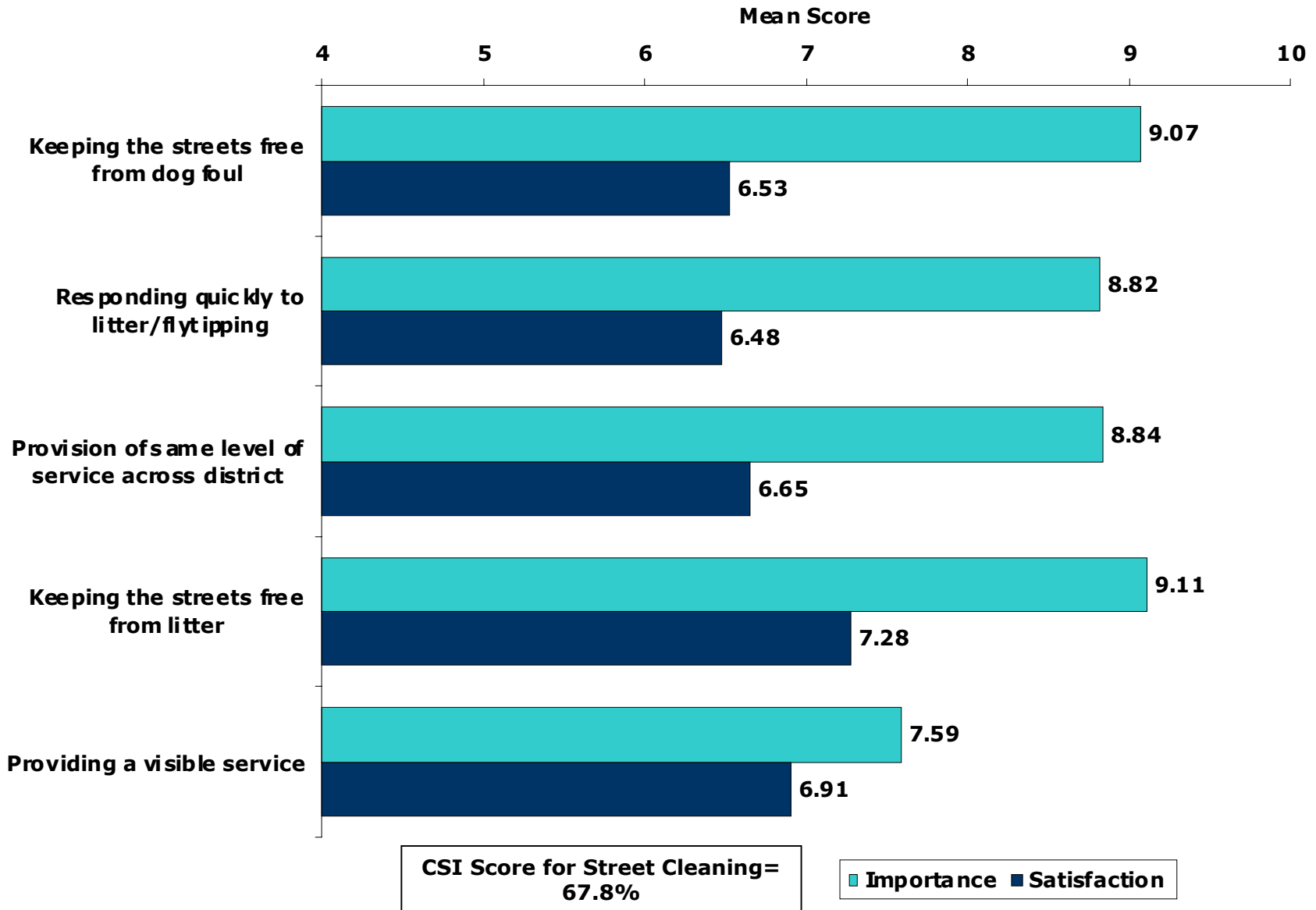


BASE: (Those answering question)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

STREET CLEANING - ALL RESPONDENTS

(SPRING 2002)



BASE: (Those answering question)

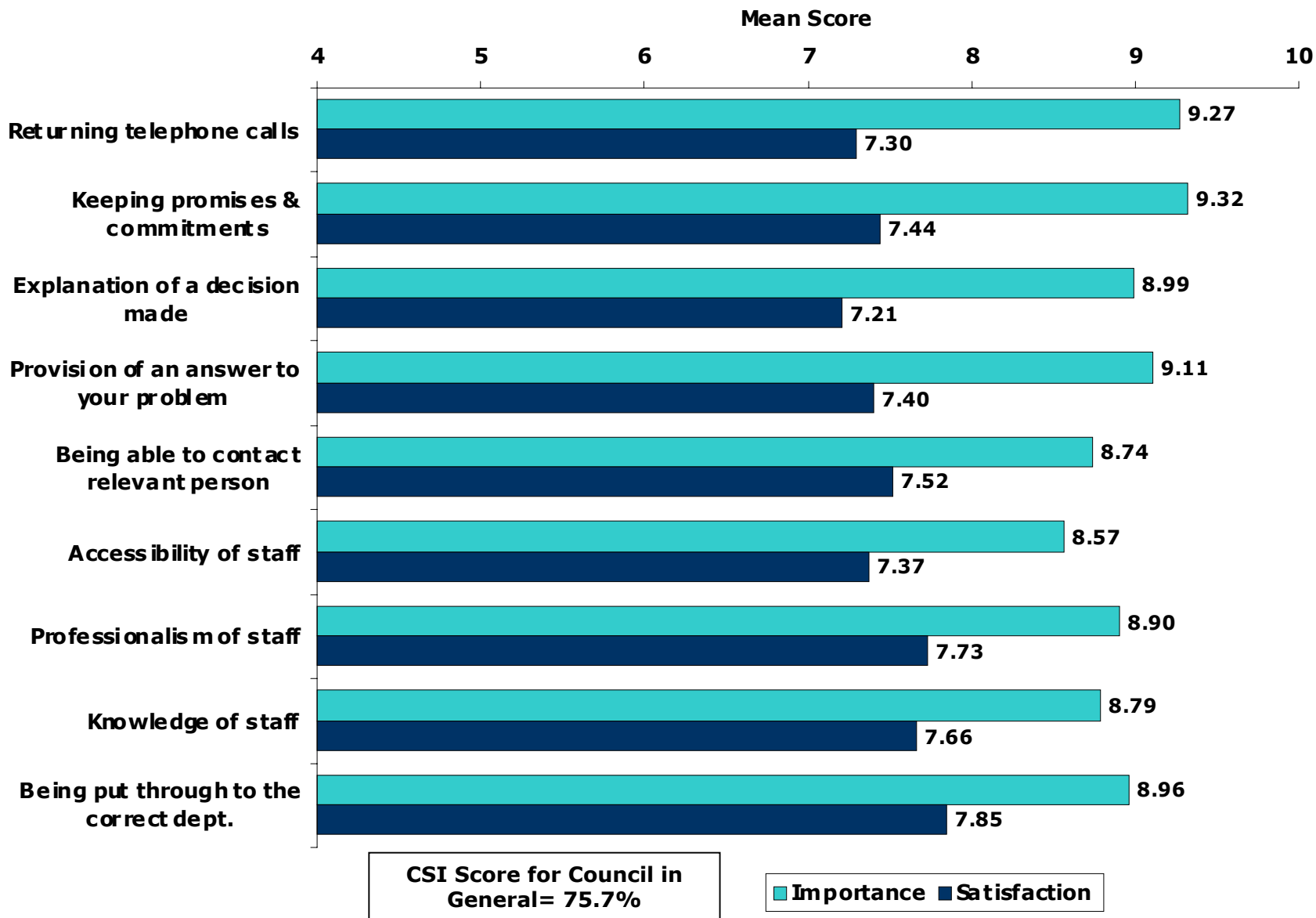
Individual Results By Service

(Users Of A Service In Last 2
Years)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

THE COUNCIL IN GENERAL - USERS

(SPRING 2002)

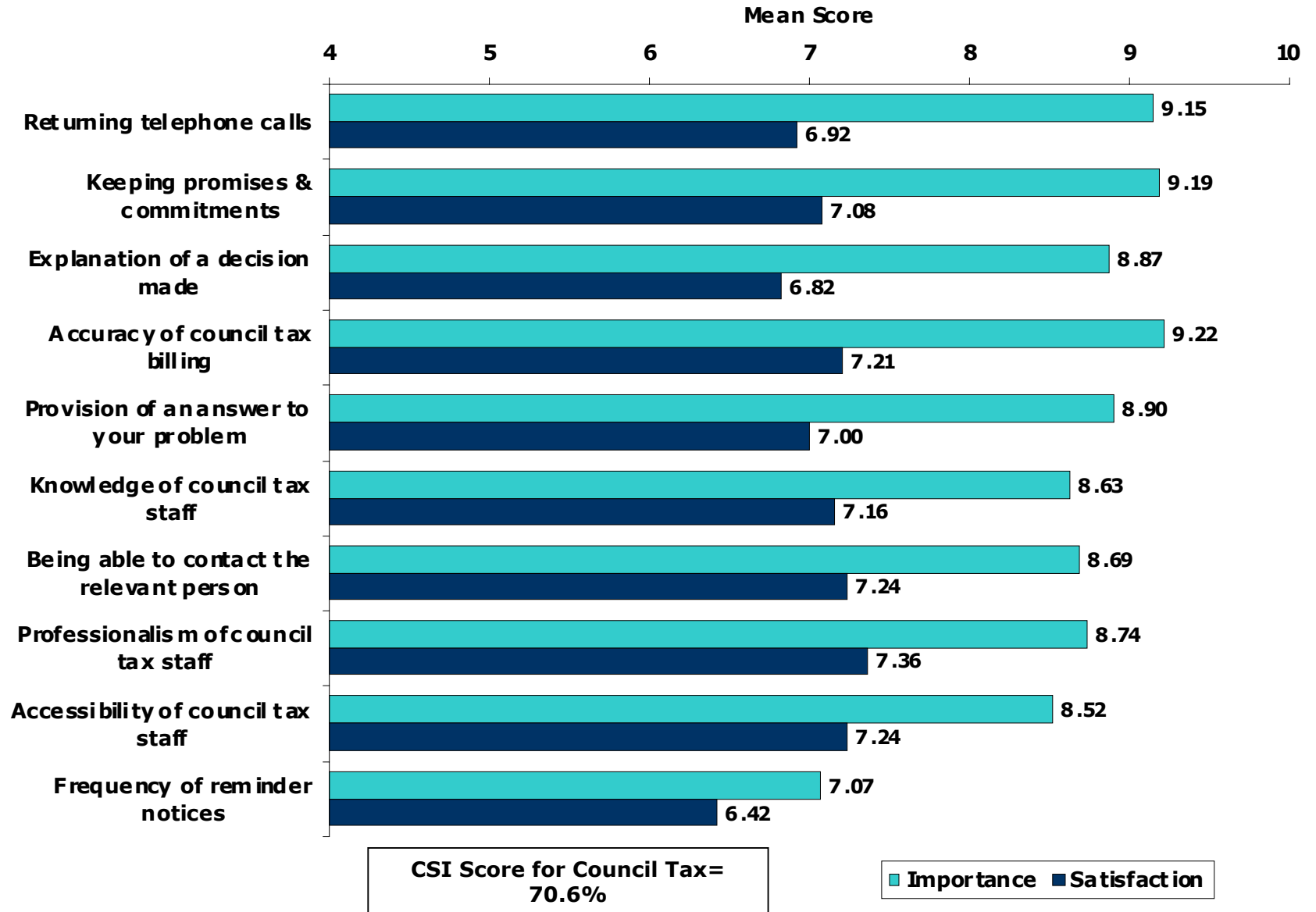


BASE: (Those answering question)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

COUNCIL TAX - USERS

(SPRING 2002)

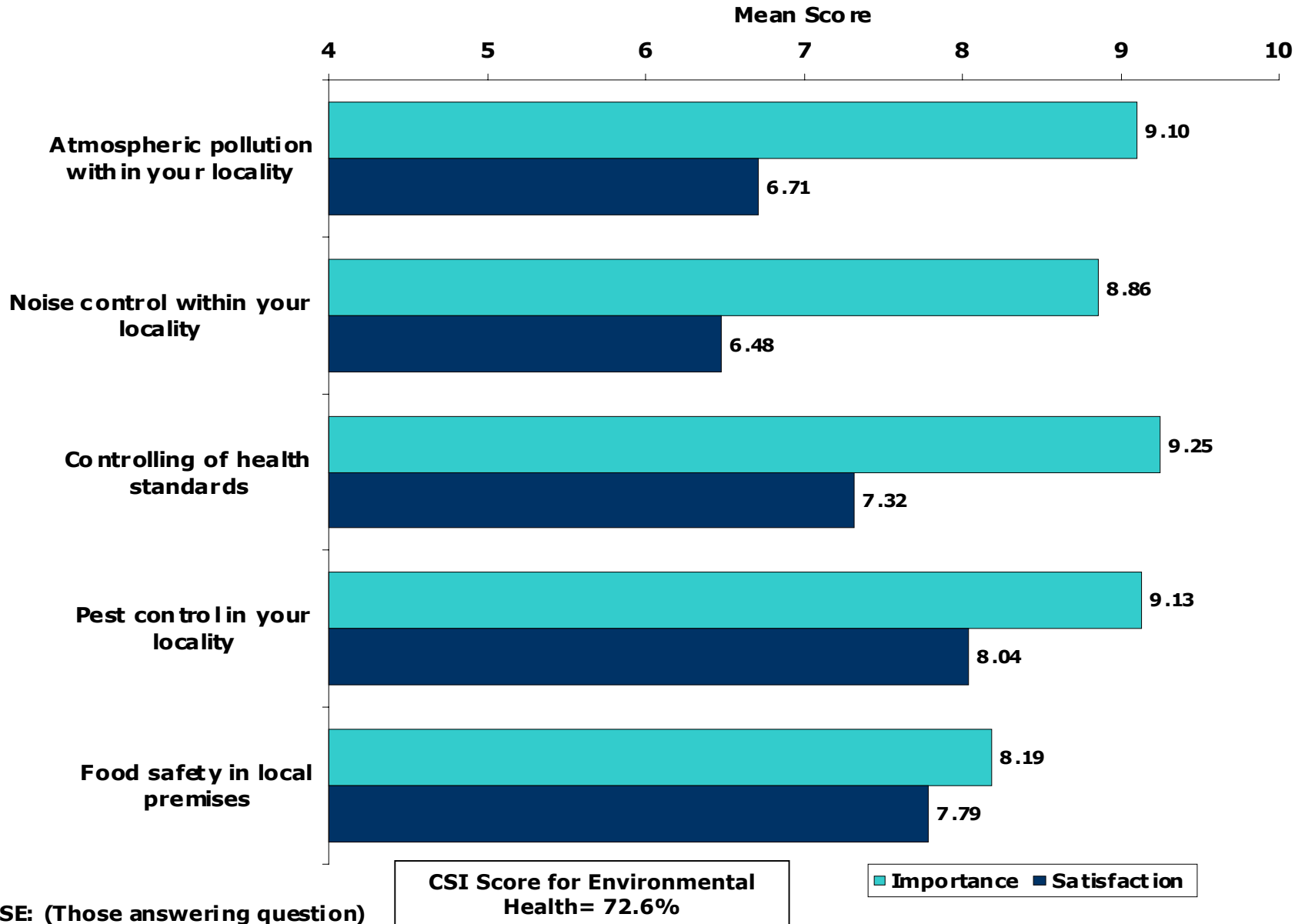


BASE: (Those answering question)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

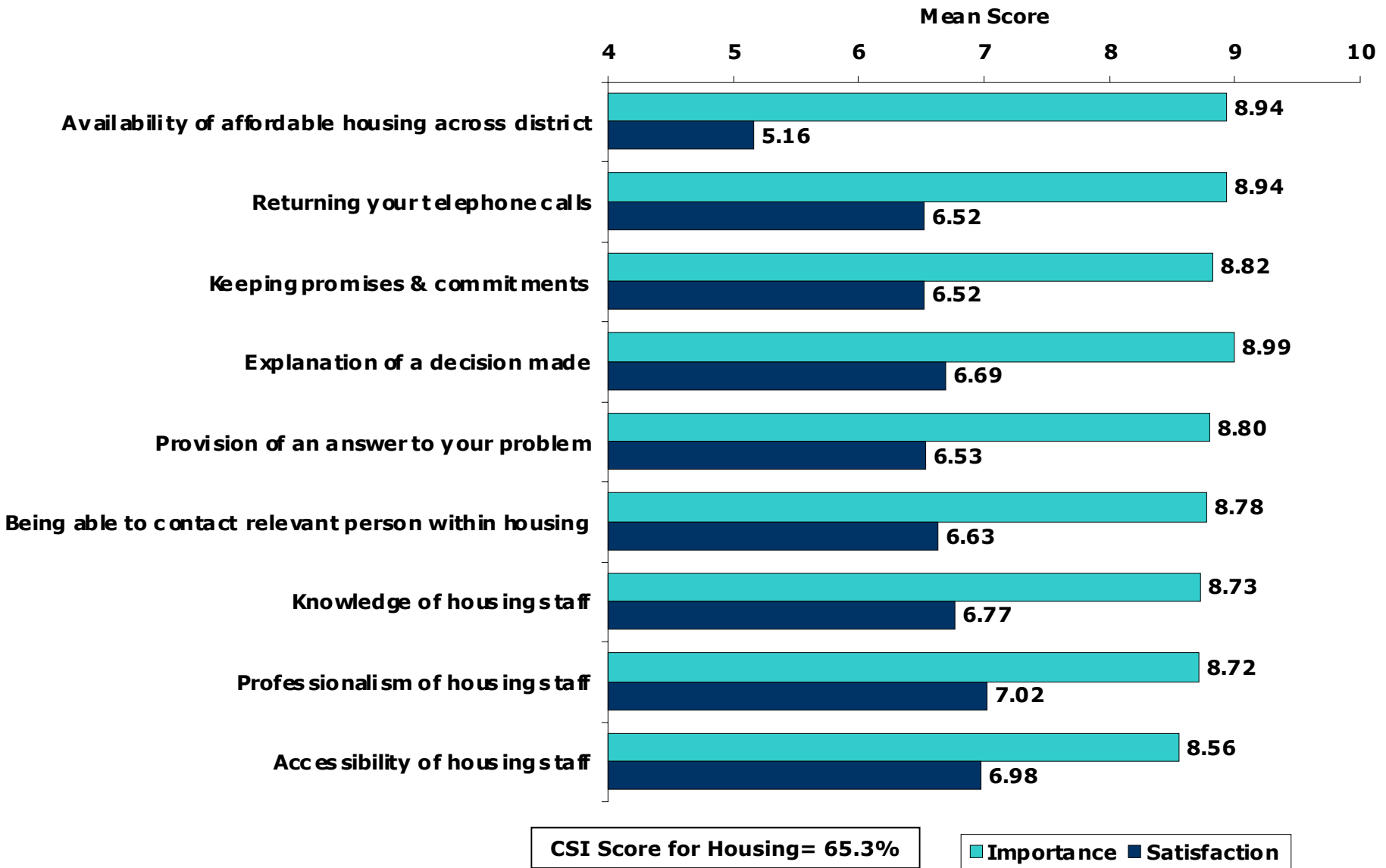
ENVIRONMENTAL HEALTH - USERS

(SPRING 2002)



CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

HOUSING - USERS (SPRING 2002)



BASE: (Those answering question)

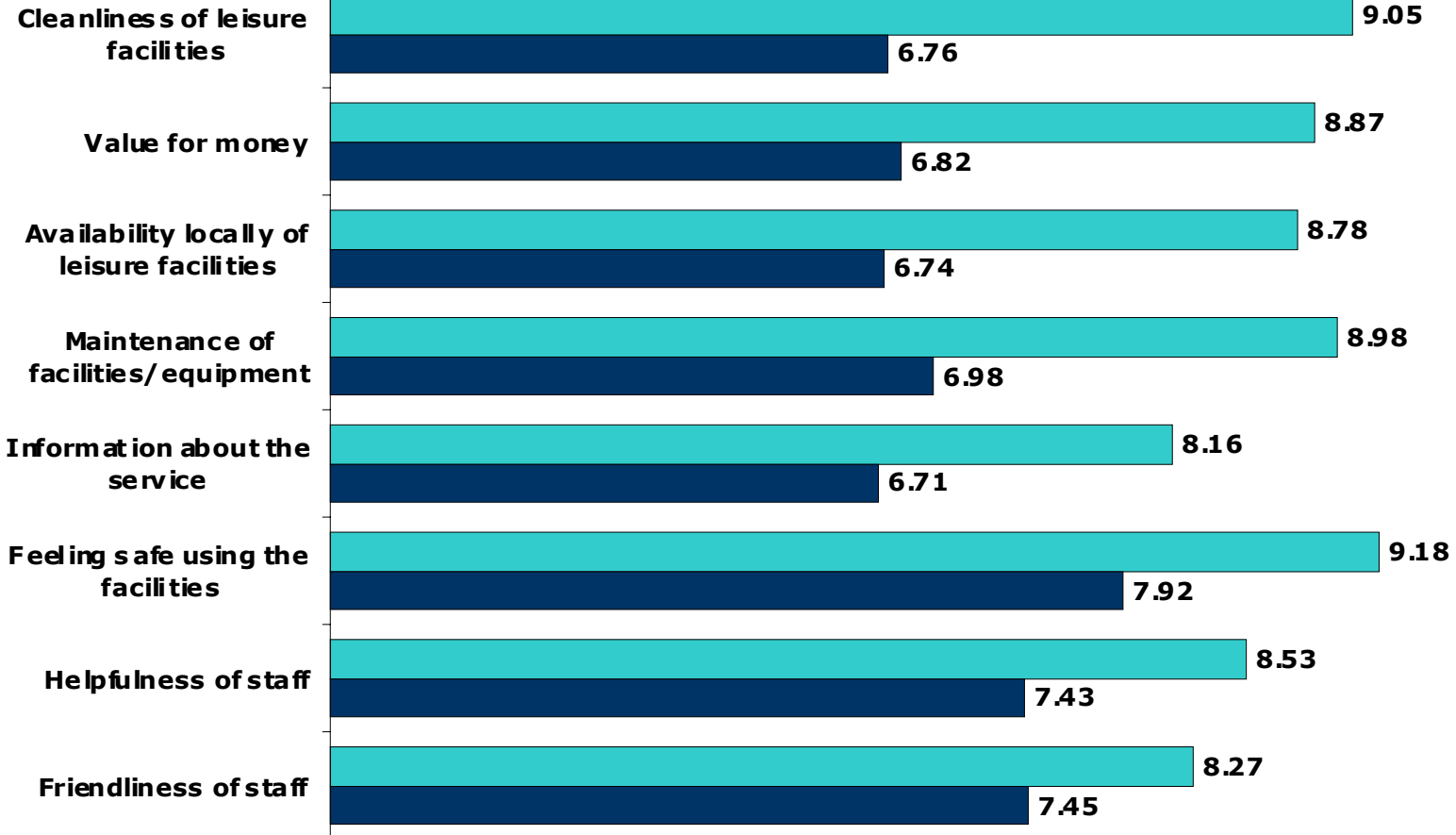
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

LEISURE FACILITIES - USERS

(SPRING 2002)

Mean Score

4 5 6 7 8 9 10



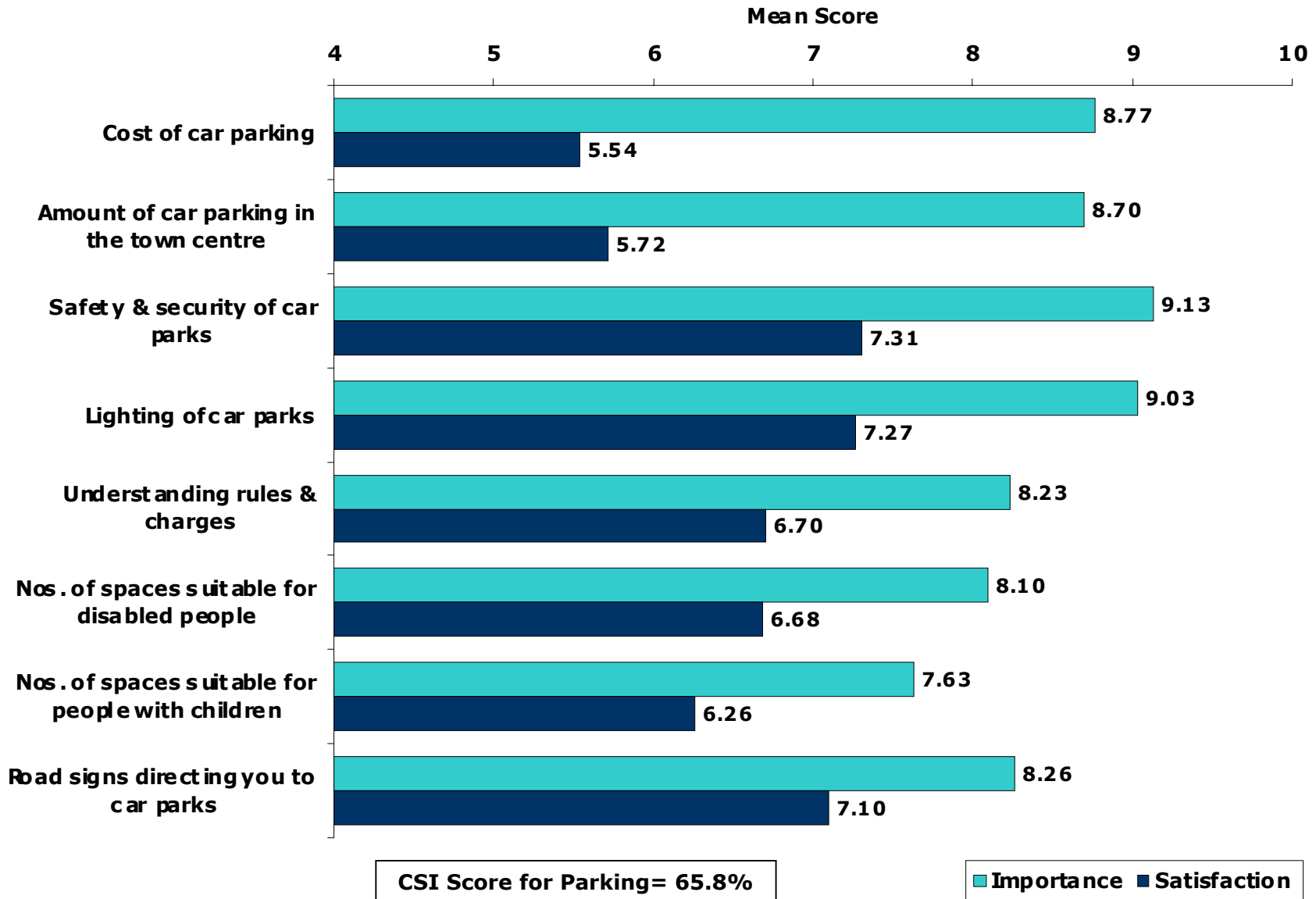
CSI Score for Leisure Facilities= 71.0%

Importance Satisfaction

BASE: (Those answering question)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

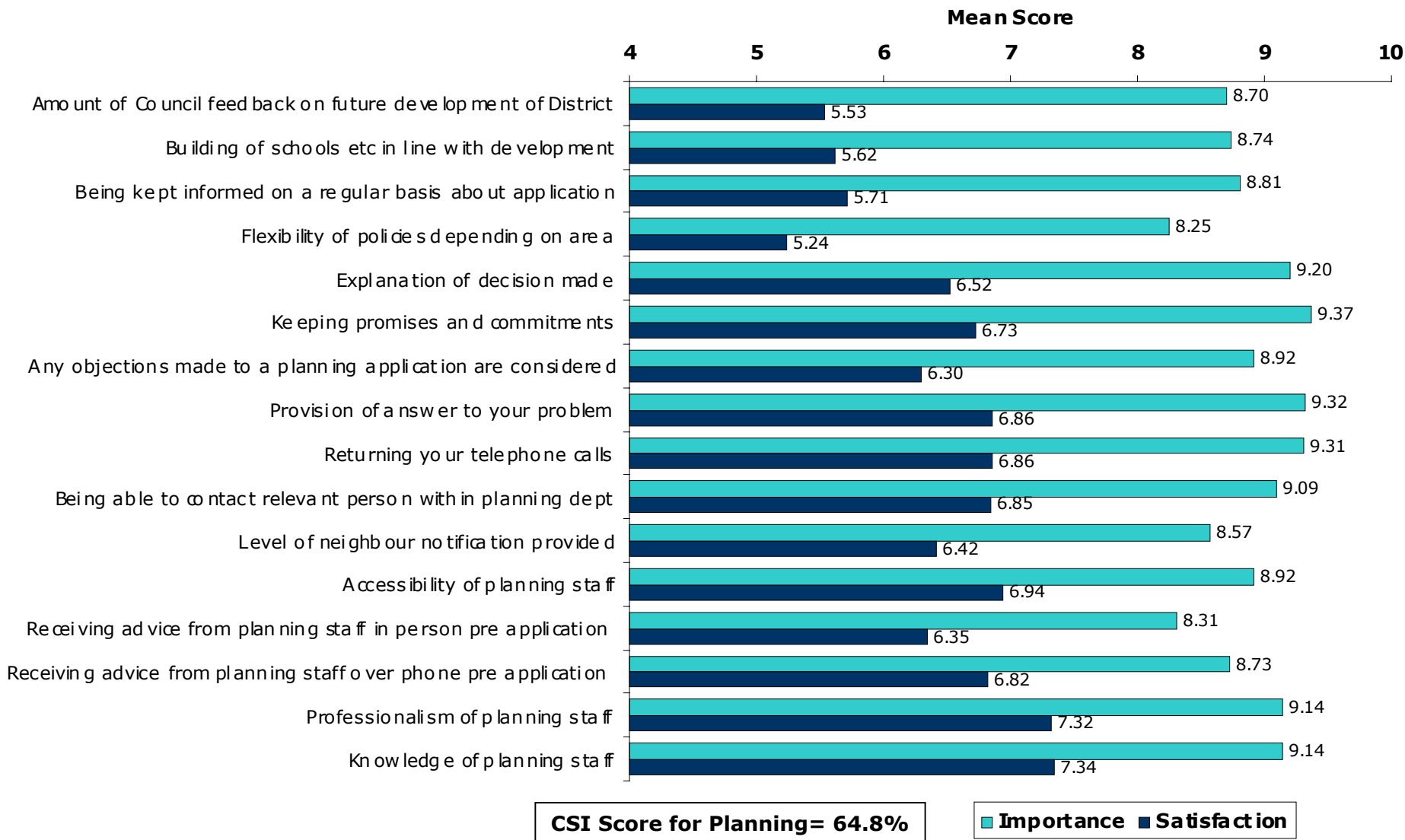
PARKING - USERS (SPRING 2002)



BASE: (Those answering question)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

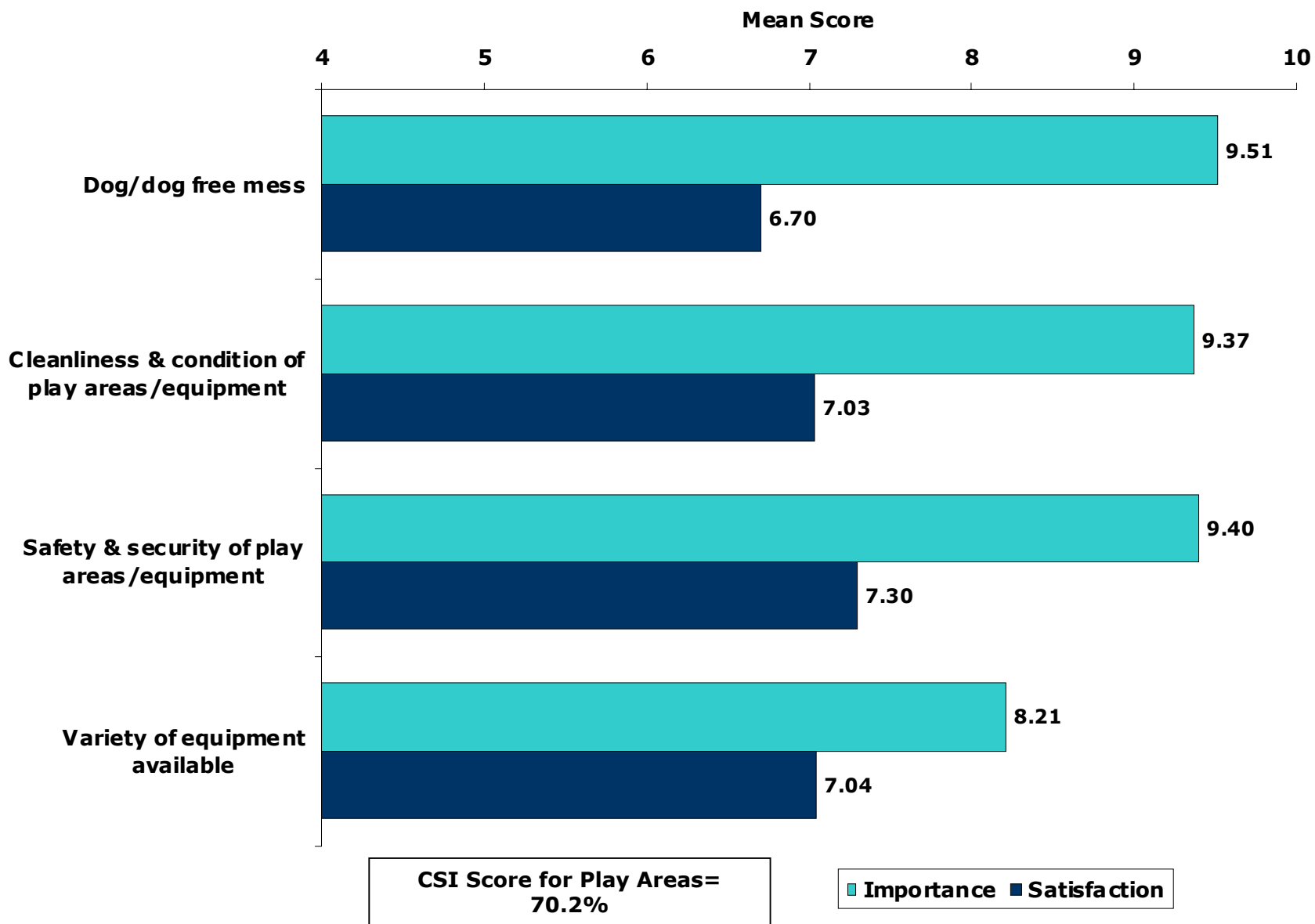
PLANNING - USERS (SPRING 2002)



BASE: (Those answering question)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

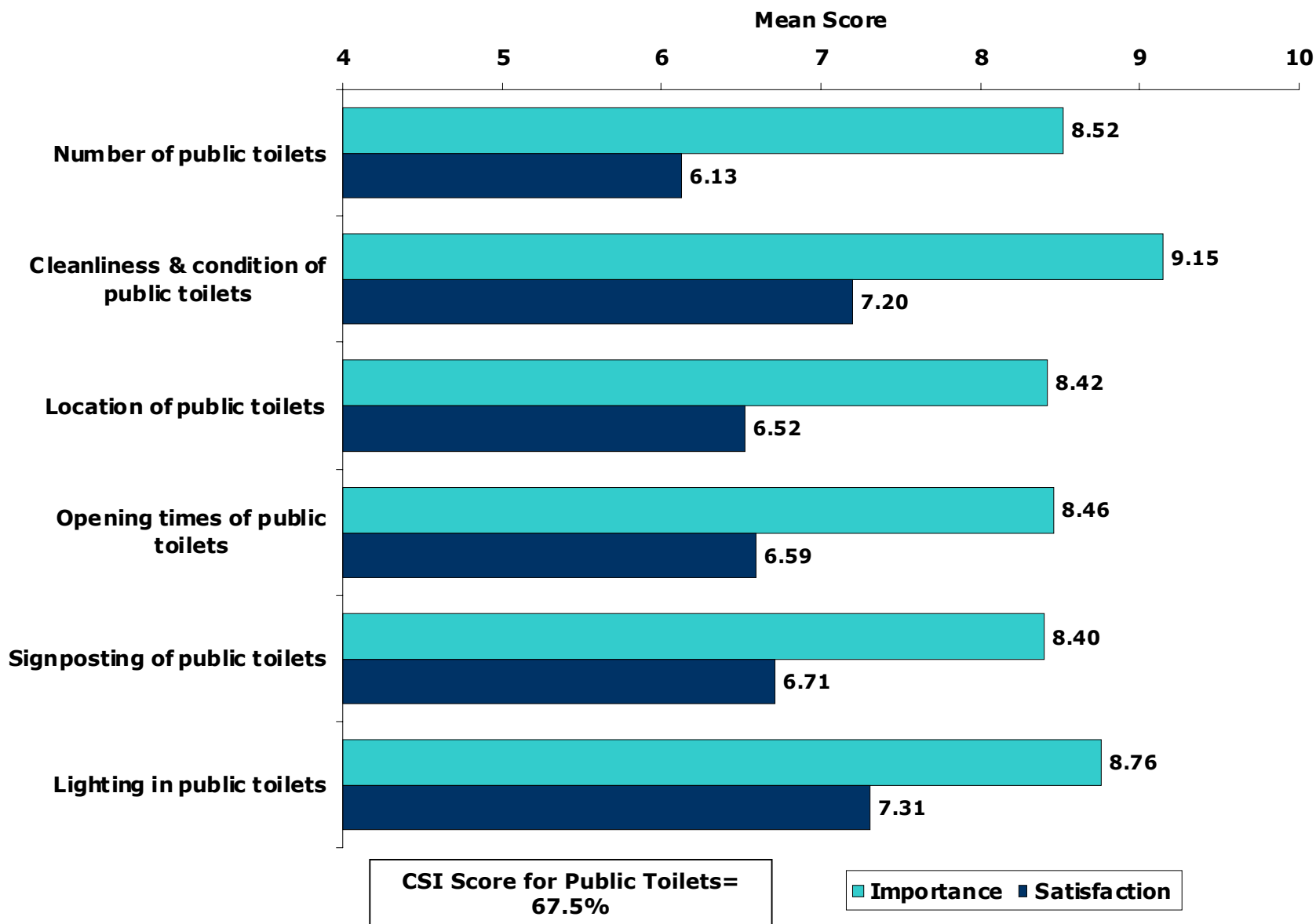
PLAY AREAS - USERS (SPRING 2002)



BASE: (Those answering question)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PUBLIC TOILETS - USERS (SPRING 2002)



BASE: (Those answering question)

Overall Views of Council Services (All Respondents)

CUSTOMER SATISFACTION INDEX
OVERALL SATISFACTION WITH COUNCIL SERVICES
ALL RESPONDENTS (SPRING 2002)

%

0 10 20 30

10 - Extremely Satisfied



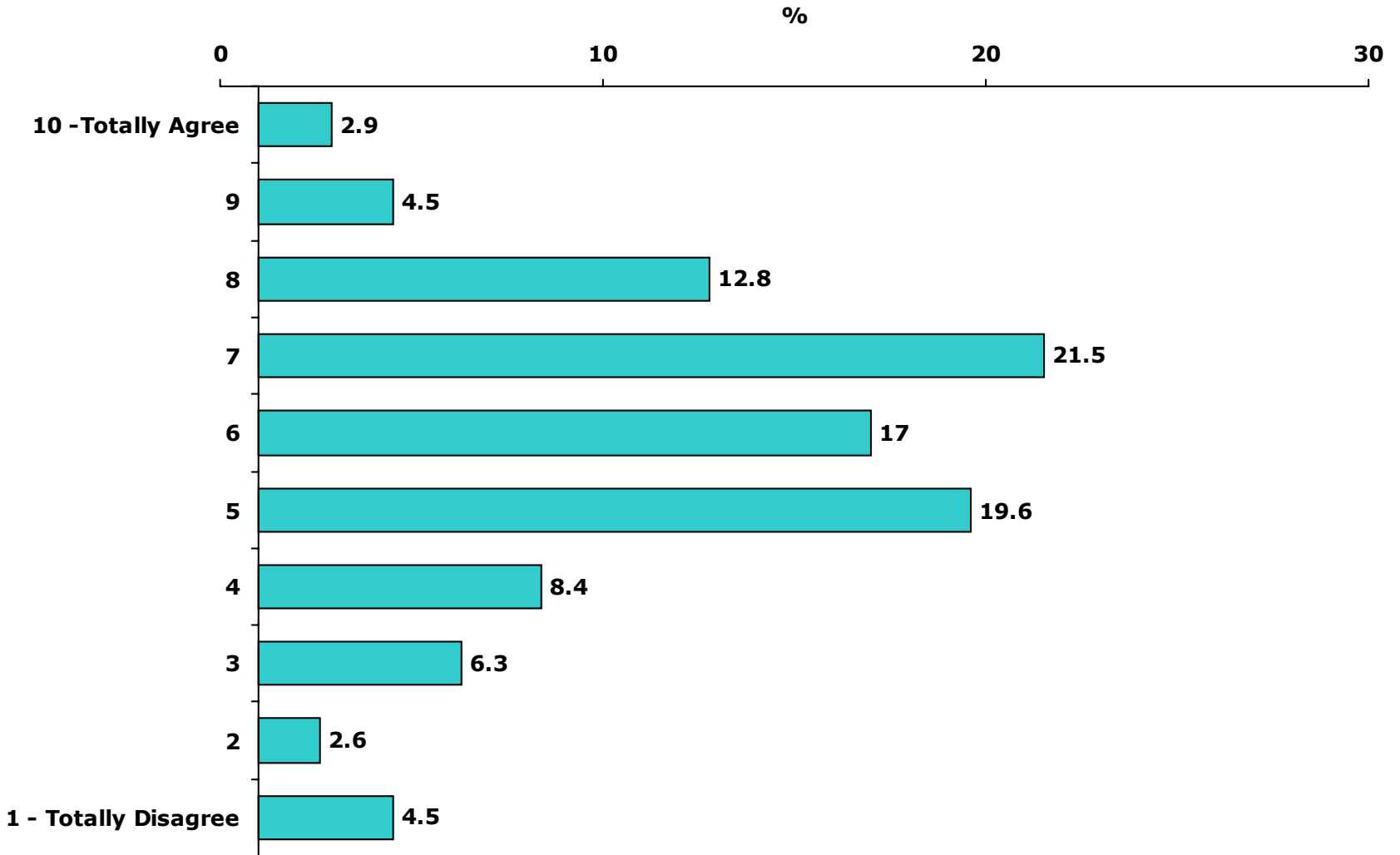
1 - Extremely Dissatisfied



MEAN SCORE = 6.48

BASE: (Those answering question) (1079)

CUSTOMER SATISFACTION INDEX
AGREE/DISAGREE THAT COUNCIL OFFERS VALUE FOR MONEY
ALL RESPONDENTS (SPRING 2002)



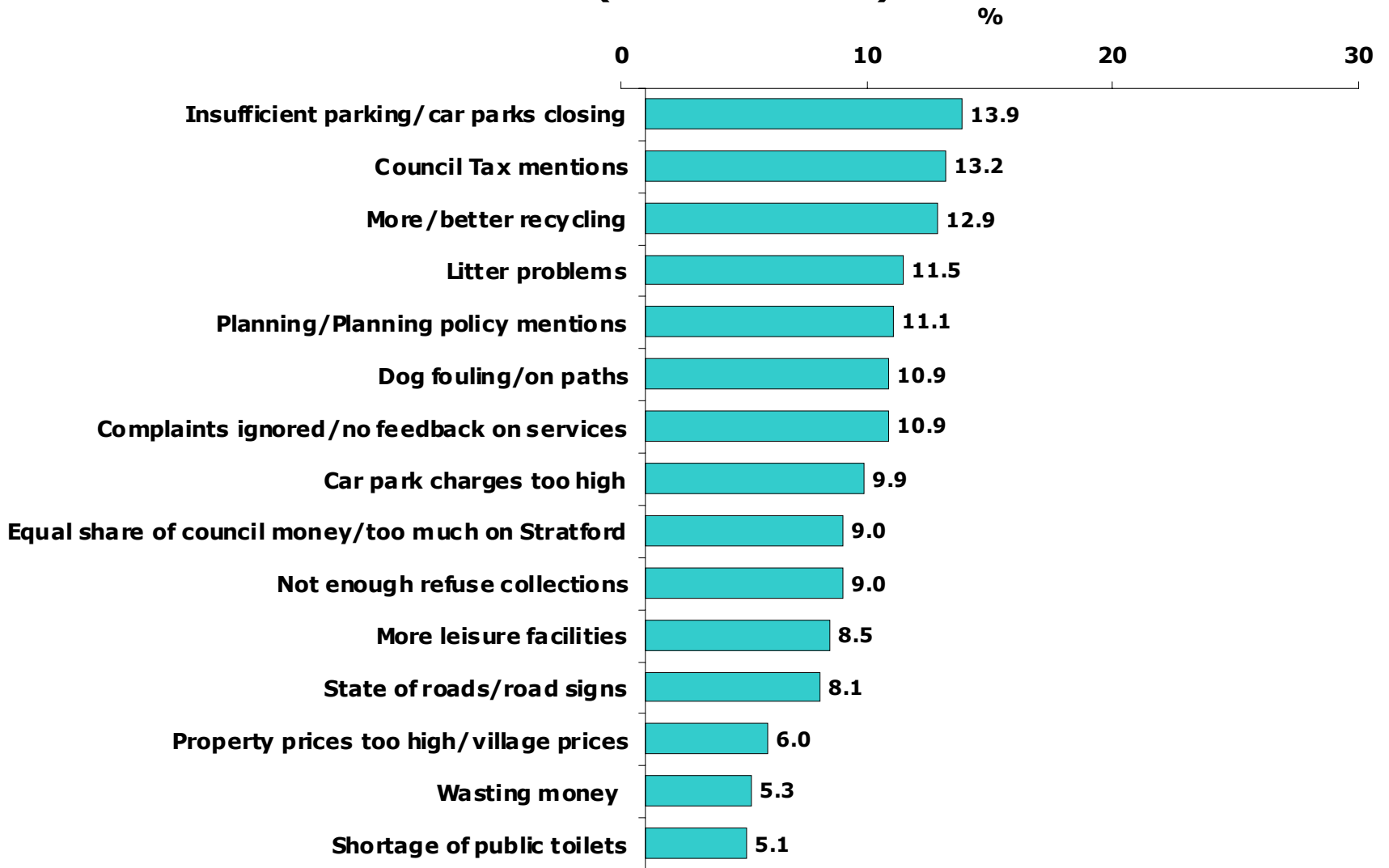
MEAN SCORE = 5.84

BASE: (Those answering question) (1078)

CUSTOMER SATISFACTION INDEX

ADDITIONAL COMMENTS

(SPRING 2002)



BASE: (Those answering question) (4 33)

APPENDIX A

(Respondent Profile)

PROFILE

	%		%
AGE:		ETHNICITY:	
16 – 25	4.4	British	98.1
26 – 35	10.5	Irish	0.6
36 – 44	17.0	White Other	0.6
46 – 55	18.9	White & Black Caribbean	0.3
56 – 65	21.1	Mixed Other	0.1
Over 65	28.1	Black/ Black British African	0.1
	(1103)	Chinese	0.3
SEX:		Other Ethnic Group	0.1
Male	41.7	All Other Groups	0.0
Female	58.3		(1084)
	(1063)		

APPENDIX B

(Base Sizes)

BASE SIZES - IMPORTANCE (I)

Council in General	<i>All</i>	<i>Users</i>	Council Tax (Cont.)	<i>All</i>	<i>Users</i>
Being able to contact relevant person	<i>1075</i>	<i>681</i>	Provision of answer to your problem	<i>1024</i>	<i>294</i>
Being put through to the correct dept	<i>1074</i>	<i>682</i>	Explanation of a decision made	<i>1015</i>	<i>294</i>
Accessibility of staff	<i>1056</i>	<i>671</i>	Keeping promises & commitments	<i>1024</i>	<i>294</i>
Professionalism of staff	<i>1056</i>	<i>670</i>	Returning your telephone calls	<i>1025</i>	<i>294</i>
Knowledge of staff	<i>1052</i>	<i>670</i>	Refuse Collection / Recycling		
Provision of answer to problem	<i>1069</i>	<i>679</i>	Usability of recycling containers	<i>1096</i>	<i>N/A</i>
Explanation of a decision made	<i>1057</i>	<i>669</i>	Provision of central recycling points	<i>1085</i>	<i>N/A</i>
Keeping promises & commitments	<i>1062</i>	<i>674</i>	Type of items allowed for recycling points	<i>1066</i>	<i>N/A</i>
Returning your telephone calls	<i>1061</i>	<i>672</i>	Regular weekly refuse collections	<i>1116</i>	<i>N/A</i>
Council Tax			Friendliness of refuse collectors	<i>1093</i>	<i>N/A</i>
Accuracy of council tax billing	<i>1063</i>	<i>294</i>	Helpfulness of refuse collections	<i>1099</i>	<i>N/A</i>
Frequency of reminder notices	<i>969</i>	<i>293</i>	Not leaving a mess after collection	<i>1113</i>	<i>N/A</i>
Being able to contact the relevant person	<i>1029</i>	<i>294</i>	Provision of plastic sacks	<i>1110</i>	<i>N/A</i>
Accessibility of staff	<i>1007</i>	<i>294</i>	Keeping the streets free from litter	<i>1118</i>	<i>N/A</i>
Professionalism of staff	<i>1007</i>	<i>294</i>			
Knowledge of staff	<i>1004</i>	<i>294</i>			

BASE SIZES - SATISFACTION (II)

Council in General	<i>All</i>	<i>Users</i>	Council Tax (Cont.)	<i>All</i>	<i>Users</i>
Being able to contact relevant person	<i>1141</i>	<i>700</i>	Provision of answer to your problem	<i>1140</i>	<i>294</i>
Being put through to the correct dept	<i>1141</i>	<i>700</i>	Explanation of a decision made	<i>1140</i>	<i>294</i>
Accessibility of staff	<i>1141</i>	<i>700</i>	Keeping promises & commitments	<i>1140</i>	<i>294</i>
Professionalism of staff	<i>1141</i>	<i>700</i>	Returning your telephone calls	<i>1139</i>	<i>294</i>
Knowledge of staff	<i>1141</i>	<i>700</i>	Refuse Collection / Recycling		
Provision of answer to problem	<i>1141</i>	<i>700</i>	Usability of recycling containers	<i>1140</i>	<i>N/A</i>
Explanation of a decision made	<i>1141</i>	<i>700</i>	Provision of central recycling points	<i>1139</i>	<i>N/A</i>
Keeping promises & commitments	<i>1141</i>	<i>700</i>	Type of items allowed for recycling points	<i>1137</i>	<i>N/A</i>
Returning your telephone calls	<i>1141</i>	<i>700</i>	Regular weekly refuse collections	<i>1141</i>	<i>N/A</i>
Council Tax			Friendliness of refuse collectors	<i>1140</i>	<i>N/A</i>
Accuracy of council tax billing	<i>1141</i>	<i>294</i>	Helpfulness of refuse collections	<i>1139</i>	<i>N/A</i>
Frequency of reminder notices	<i>1140</i>	<i>293</i>	Not leaving a mess after collection	<i>1140</i>	<i>N/A</i>
Being able to contact the relevant person	<i>1141</i>	<i>294</i>	Provision of plastic sacks	<i>1140</i>	<i>N/A</i>
Accessibility of staff	<i>1141</i>	<i>294</i>	Keeping the streets free from litter	<i>1139</i>	<i>N/A</i>
Professionalism of staff	<i>1141</i>	<i>294</i>			
Knowledge of staff	<i>1139</i>	<i>294</i>			

BASE SIZES - IMPORTANCE (III)

Street Cleaning	<i>All</i>	<i>Users</i>	Public Toilets (Cont)	<i>All</i>	<i>Users</i>
Keeping the streets free from litter	<i>1100</i>	<i>N/A</i>	Signposting of public toilets	<i>1083</i>	<i>738</i>
Providing a service	<i>1073</i>	<i>N/A</i>	Lighting in public toilets	<i>1082</i>	<i>736</i>
Keeping the streets free from dog fouling	<i>1102</i>	<i>N/A</i>	Leisure Facilities		
Provision same level of service across district	<i>1079</i>	<i>N/A</i>	Cleanliness of leisure facilities	<i>1038</i>	<i>336</i>
Responding quickly to litter/flytipping problem	<i>1087</i>	<i>N/A</i>	Availability locally of leisure facilities	<i>1030</i>	<i>335</i>
Environmental Health			Information about the service	<i>1028</i>	<i>333</i>
Controlling of health standards in public areas	<i>1081</i>	<i>189</i>	Friendliness of the staff	<i>1025</i>	<i>335</i>
Noise control within your locality	<i>1091</i>	<i>195</i>	Helpfulness of the staff	<i>1020</i>	<i>333</i>
Atmospheric pollution within your locality	<i>1077</i>	<i>192</i>	Maintenance of the facilities/equipment	<i>1025</i>	<i>334</i>
Food safety in local premises	<i>1086</i>	<i>191</i>	Value for money	<i>1026</i>	<i>335</i>
Pest control in your locality	<i>1086</i>	<i>192</i>	Feeling safe using the facilities	<i>1034</i>	<i>334</i>
Public Toilets			Play Areas		
Cleanliness & condition of public toilets	<i>1096</i>	<i>744</i>	Safety & security of play areas/equipment	<i>1036</i>	<i>459</i>
Number of public toilets	<i>1077</i>	<i>729</i>	Cleanliness & condition of play areas/equipment	<i>1034</i>	<i>457</i>
Opening times of public toilets	<i>1076</i>	<i>730</i>	Dog/dog mess free	<i>1048</i>	<i>459</i>
Location of public toilets	<i>1077</i>	<i>732</i>	Variety of equipment	<i>1026</i>	<i>454</i>

BASE SIZES - SATISFACTION(IV)

Street Cleaning	<i>All</i>	<i>Users</i>	Public Toilets (Cont)	<i>All</i>	<i>Users</i>
Keeping the streets free from litter	1139	N/A	Signposting of public toilets	1139	756
Providing a service	1139	N/A	Lighting in public toilets	1139	756
Keeping the streets free from dog fouling	1140	N/A	Leisure Facilities		
Provision same level of service across district	1138	N/A	Cleanliness of leisure facilities	1138	338
Responding quickly to litter/flytipping problem	1138	N/A	Availability locally of leisure facilities	1139	338
Environmental Health			Information about the service	1139	338
Controlling of health standards in public areas	1137	196	Friendliness of the staff	1139	338
Noise control within your locality	1137	197	Helpfulness of the staff	1139	338
Atmospheric pollution within your locality	1135	197	Maintenance of the facilities/equipment	1138	337
Food safety in local premises	1138	197	Value for money	1139	338
Pest control in your locality	1139	197	Feeling safe using the facilities	1139	338
Public Toilets			Play Areas		
Cleanliness & condition of public toilets	1138	756	Safety & security of play areas/equipment	1140	468
Number of public toilets	1138	756	Cleanliness & condition of play areas/equipment	1140	468
Opening times of public toilets	1137	756	Dog/dog mess free	1140	468
Location of public toilets	1136	756	Variety of equipment	1139	468

BASE SIZES - IMPORTANCE (V)

Parks & Open Spaces	<i>All</i>	<i>Users</i>	Planning (Cont)	<i>All</i>	<i>Users</i>
Clean & tidy appearance of parks & gardens	1092	N/A	Provision of answer to your problem	930	292
Provision same level of service across district	1080	N/A	Explanation of decision made	933	290
Personal safety in Stratford's parks	1074	N/A	Keeping promises & commitments	933	290
			Returning your telephone calls	938	292
Planning			Housing		
Receiving advice from plan. staff over t'phone	911	285	Availability of affordable housing across District	1015	113
Receiving advice from plan. staff in person	910	285	Being able to contact relevant person in housing	948	108
Level of neighbour notification that is provided	937	291	Accessibility of housing staff	925	104
Any objections made to a planning application	933	291	Professionalism of housing staff	924	105
Being kept informed on a regular basis	942	292	Knowledge of housing staff	922	104
Building of schools etc in line with housing dev.	968	292	Provision of answer to problem	923	105
Amount of Council feedback on future dev.	962	294	Explanation of a decision made	921	107
Flexibility of policies depending on area	926	288	Keeping promises & commitments	933	108
Being able to contact relevant person in plan.	933	292	Returning your telephone calls	929	105
Accessibility of planning staff	923	295			
Professionalism of planning staff	923	291			
Knowledge of planning staff	923	289			

BASE SIZES - SATISFACTION (VI)

Parks & Open Spaces	<i>All</i>	<i>Users</i>	Planning (Cont)	<i>All</i>	<i>Users</i>
Clean & tidy appearance of parks & gardens	<i>1140</i>	<i>N/A</i>	Provision of answer to your problem	<i>1139</i>	<i>306</i>
Provision same level of service across district	<i>1140</i>	<i>N/A</i>	Explanation of decision made	<i>1140</i>	<i>307</i>
Personal safety in Stratford's parks	<i>1140</i>	<i>N/A</i>	Keeping promises & commitments	<i>1140</i>	<i>307</i>
			Returning your telephone calls	<i>1140</i>	<i>307</i>
Planning			Housing		
Receiving advice from plan. staff over t'phone	<i>1140</i>	<i>307</i>	Availability of affordable housing across District	<i>1139</i>	<i>113</i>
Receiving advice from plan. staff in person	<i>1140</i>	<i>307</i>	Being able to contact relevant person in housing	<i>1139</i>	<i>113</i>
Level of neighbour notification that is provided	<i>1140</i>	<i>307</i>	Accessibility of housing staff	<i>1139</i>	<i>113</i>
Any objections made to a planning application	<i>1140</i>	<i>307</i>	Professionalism of housing staff	<i>1139</i>	<i>113</i>
Being kept informed on a regular basis	<i>1140</i>	<i>307</i>	Knowledge of housing staff	<i>1139</i>	<i>113</i>
Building of schools etc in line with housing dev.	<i>1140</i>	<i>307</i>	Provision of answer to problem	<i>1138</i>	<i>113</i>
Amount of Council feedback on future dev.	<i>1140</i>	<i>307</i>	Explanation of a decision made	<i>1138</i>	<i>113</i>
Flexibility of policies depending on area	<i>1139</i>	<i>307</i>	Keeping promises & commitments	<i>1138</i>	<i>113</i>
Being able to contact relevant person in plan.	<i>1140</i>	<i>307</i>	Returning your telephone calls	<i>1138</i>	<i>113</i>
Accessibility of planning staff	<i>1140</i>	<i>307</i>			
Professionalism of planning staff	<i>1139</i>	<i>306</i>			
Knowledge of planning staff	<i>1139</i>	<i>306</i>			

BASE SIZES - IMPORTANCE (VII)

Parking	<i>All</i>	<i>Users</i>
Safety and security of car parks	<i>1082</i>	<i>919</i>
Lighting of car parks	<i>1075</i>	<i>914</i>
Cost of car parking	<i>1074</i>	<i>918</i>
Road signs directing you to car parks	<i>1061</i>	<i>905</i>
Amount of car parking in the town centre	<i>1066</i>	<i>908</i>
Understanding rules & charges	<i>1043</i>	<i>892</i>
Nos. of spaces suitable for disabled people	<i>1055</i>	<i>895</i>
Nos. of spaces suitable for people with children	<i>1047</i>	<i>888</i>

BASE SIZES - SATISFACTION (VIII)

Parking	<i>All</i>	<i>Users</i>
Safety and security of car parks	<i>1138</i>	<i>942</i>
Lighting of car parks	<i>1138</i>	<i>942</i>
Cost of car parking	<i>1138</i>	<i>942</i>
Road signs directing you to car parks	<i>1138</i>	<i>942</i>
Amount of car parking in the town centre	<i>1138</i>	<i>942</i>
Understanding rules & charges	<i>1137</i>	<i>941</i>
Nos. of spaces suitable for disabled people	<i>1134</i>	<i>938</i>
Nos. of spaces suitable for people with children	<i>1134</i>	<i>938</i>