



Customer Satisfaction Index July 2006

RESULTS

Introduction

This report presents the results for the Customer Satisfaction Index survey undertaken in July 2006.

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* (to deliver resident satisfaction and build loyalty organisations must match their performance with residents' priorities and these PFIs are an indication of whether this is happening or not). Therefore, PFIs are extremely useful in deciding where best to focus resources on making the improvements that will contribute most to increasing resident satisfaction.
- To create a *Satisfaction Index* (an overall measure of customer satisfaction which can be monitored over time)

A standard satisfaction survey just measures residents' satisfaction with the services an organisation provides. However, a Satisfaction Index survey measures whether it is 'doing best what matters most to their residents'.

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 2006, two focus groups were held. Each group lasted for a duration of two hours and were held in Stratford-upon-Avon 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. It must be recognised that all the topics within the survey are important and in their own right should be priorities for the Council. However, the survey gives the Council a way of ranking these priorities and it is these which the Council must look to improve. In this instance, a 10 point scale has been recommended as good practice.

A questionnaire was sent to 5000 randomly selected residents off the electoral role. 897 questionnaires were returned in the timeframe allowed (5 were undelivered). A response rate of 18% 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. On an observed statistic of 50%, the standard error of +/-3% was achieved in this survey.

Summary of Findings (I)

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

- The overall satisfaction score for all Council services is 73.3%, an increase of 1.7% on 2004.
- The highest rated score for a service is 80.2% - refuse and recycling. The lowest rated services are planning (67.3%) and parking (67.6%).
- Three services have improved their CSI score by more than 3% compared with the last survey – street cleaning, leisure facilities and housing. No service score went down compared with 2004.
- Compared against all 97 requirements used, the five highest scoring were: *the friendliness of refuse collectors; opening times of SDC offices; the helpfulness of refuse collectors; the provision of green wheelie bins; 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; being consulted on the District's planning policies; the building of schools, roads, etc in line with housing developments; the amount of information the Council provides on the future development of the District; and the availability of affordable housing across the District.*

Summary of Findings (II)

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

- The overall satisfaction score for users of Council services is 70.9%, a 2% increase on 2004.
- 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 67%, but this falls to 64% for those who have used the service.
- Compared with 2004, the satisfaction of residents rose by 5% for those who had used the Housing service and used the Council's leisure facilities. Those contacting Council Tax were more satisfied, with their CSI score increasing 2.5%. All services saw an increase in their user CSI score, except for a negligible decrease of 0.1% in Environmental Health.
- The highest rated service aspects for users were the *opening times of SDC offices, feeling safe using SDC's leisure facilities, the information provided on SDC's leisure facilities and events, and the variety of equipment available at play areas.*
- The lowest rated aspects for users were the *cost of car parking, the availability of affordable housing across the District, being consulted on the Districts planning policies and the building of schools etc in line with housing development.*

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", except for the following: Best aspect for leisure facilities users was "feeling safe using the facilities" and the worst aspect for council tax users was the "accuracy of council tax billing"): -

Service	Best Aspect	Worst Aspect
The Council in General	Opening times of SDC offices	Returning telephone calls
Council Tax	Being able to contact the relevant person	Keeping promises and commitments
Environmental Health	Pest control in your locality	Noise control within your locality
Housing	Professionalism of housing staff	Availability of affordable housing across the district
Leisure Facilities	Information provided on SDC facilities/events	Cleanliness of leisure facilities
Parking	Provision of Park & Ride in the District	Cost of car parking
Parks & Open Spaces	Clean & tidy appearance of parks & gardens	Personal safety in Stratford parks
Planning	Professionalism 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	Range of items allowed for recycling
Street Cleaning	Removal of abandoned cars	Keeping the streets free from dog fouling

Summary of Findings (IV)

- The overall mean score for satisfaction with Council services in 2006 is 6.62, 0.13 higher than that achieved in 2004.
- More residents agree that the Council offers value for money in 2006 than it did in 2004. In 2004, the mean score was 5.47 out of 10; in 2006 it had risen to 5.68.
- Respondents were asked to make additional comments. The top three mentions are the need for more recycling facilities / better recycling (23%), the need to provide more wheelie bins and refuse bags (15%), and one in ten made comments that car park fees were too high. 9% asked to see a review of council tax bandings.

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.

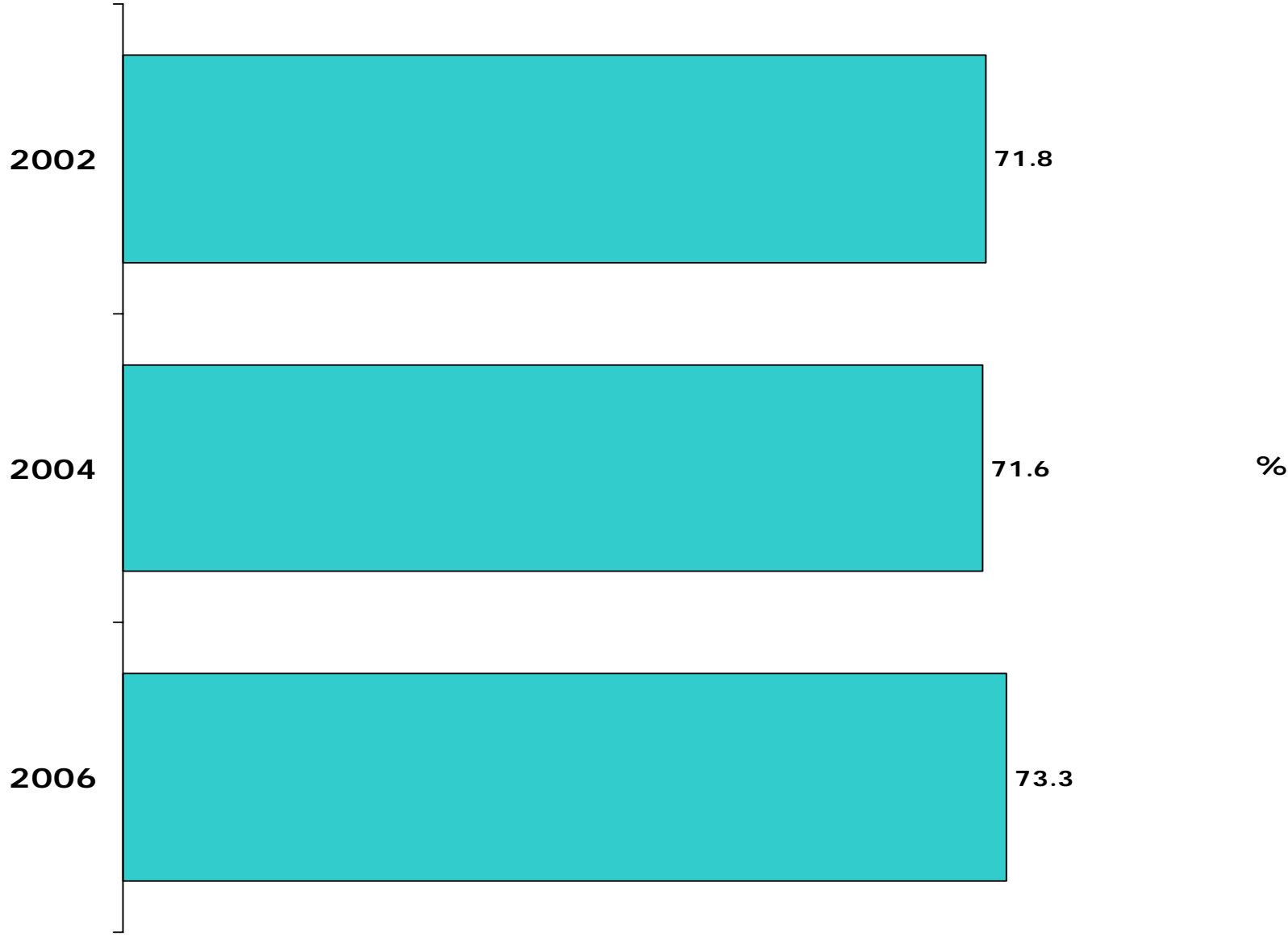
Step 4. Add up the weighted satisfaction scores.

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

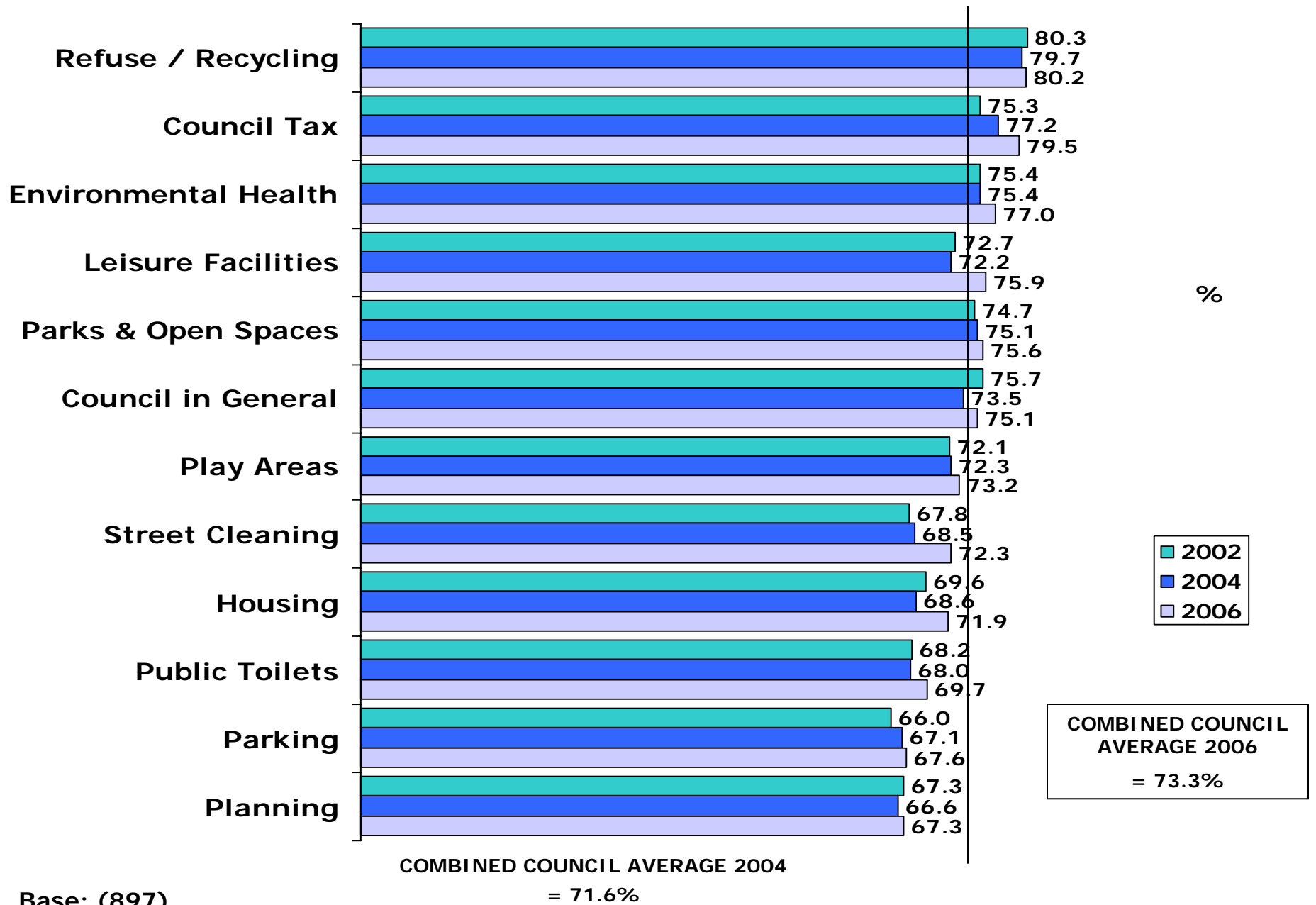
When using the 10 point scale for satisfaction, 7 is regarded as an "acceptable performance", with 8 and above being the target to be achieved in the future.

Overall Results For Each Service

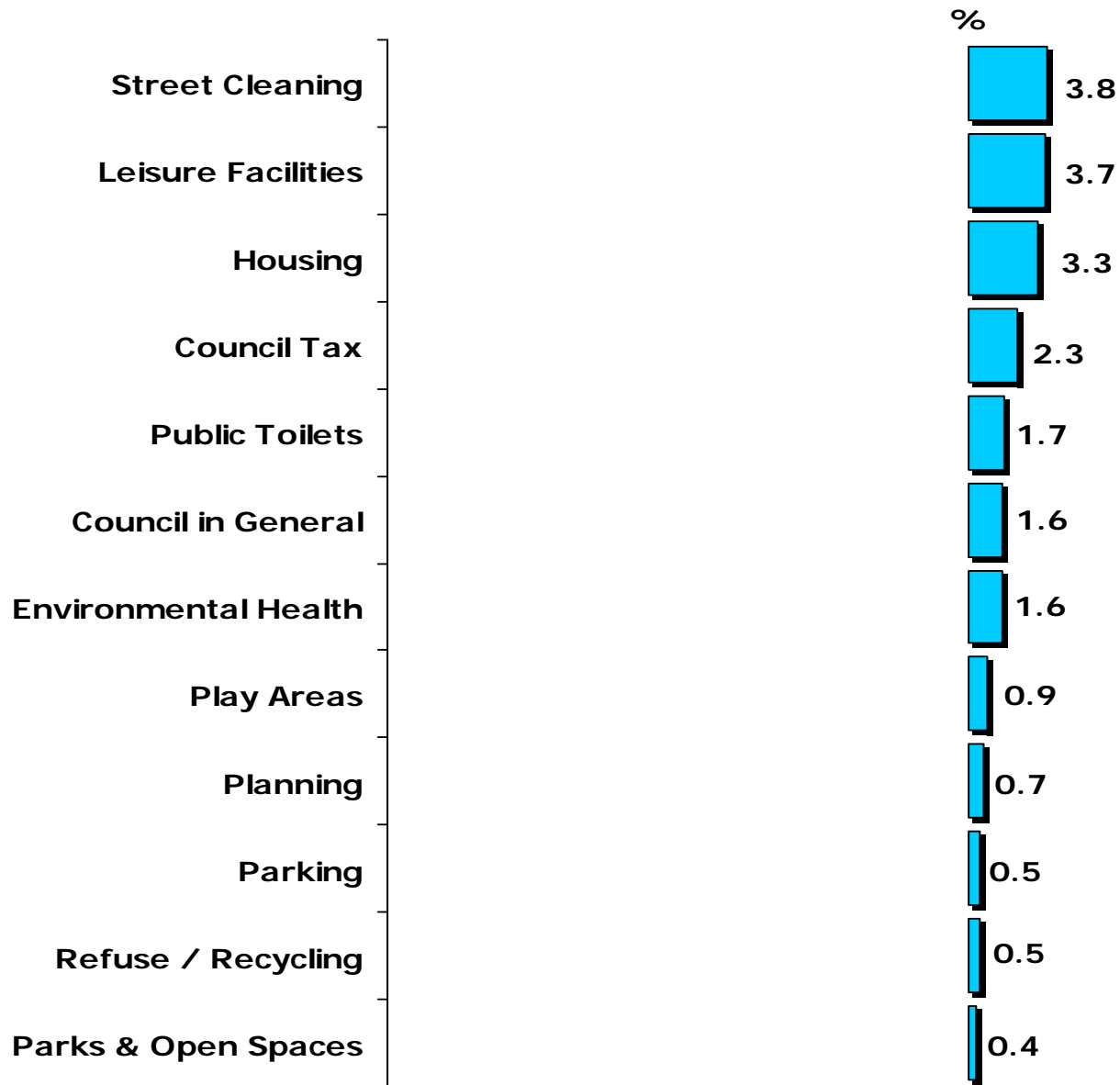
**OVERALL CUSTOMER SATISFACTION INDEX SCORES
COMBINED COUNCIL AVERAGE - ALL RESPONDENTS (02-06)**



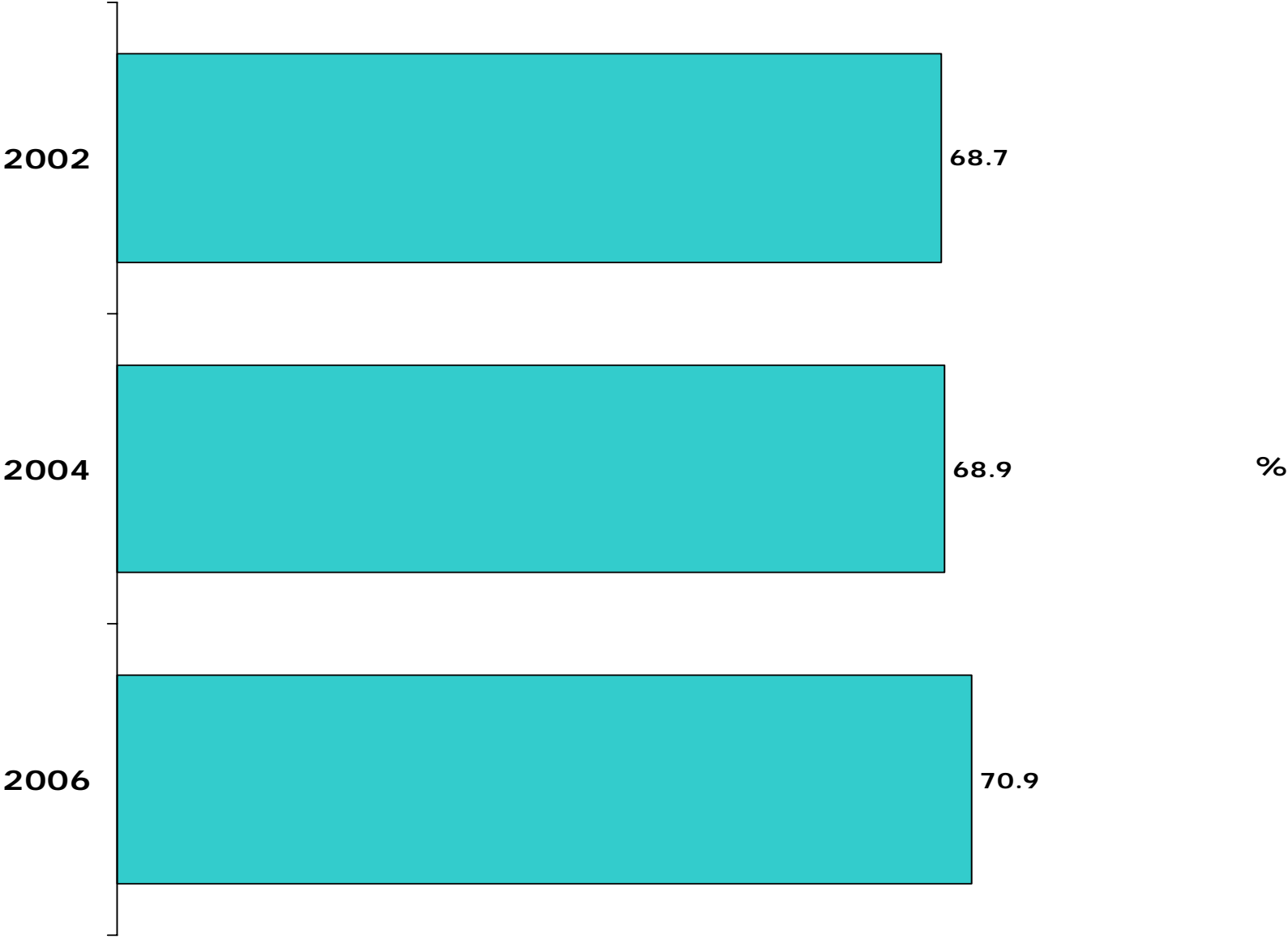
OVERALL CUSTOMER SATISFACTION INDEX SCORES BY SERVICE - ALL RESPONDENTS (JULY 2006)



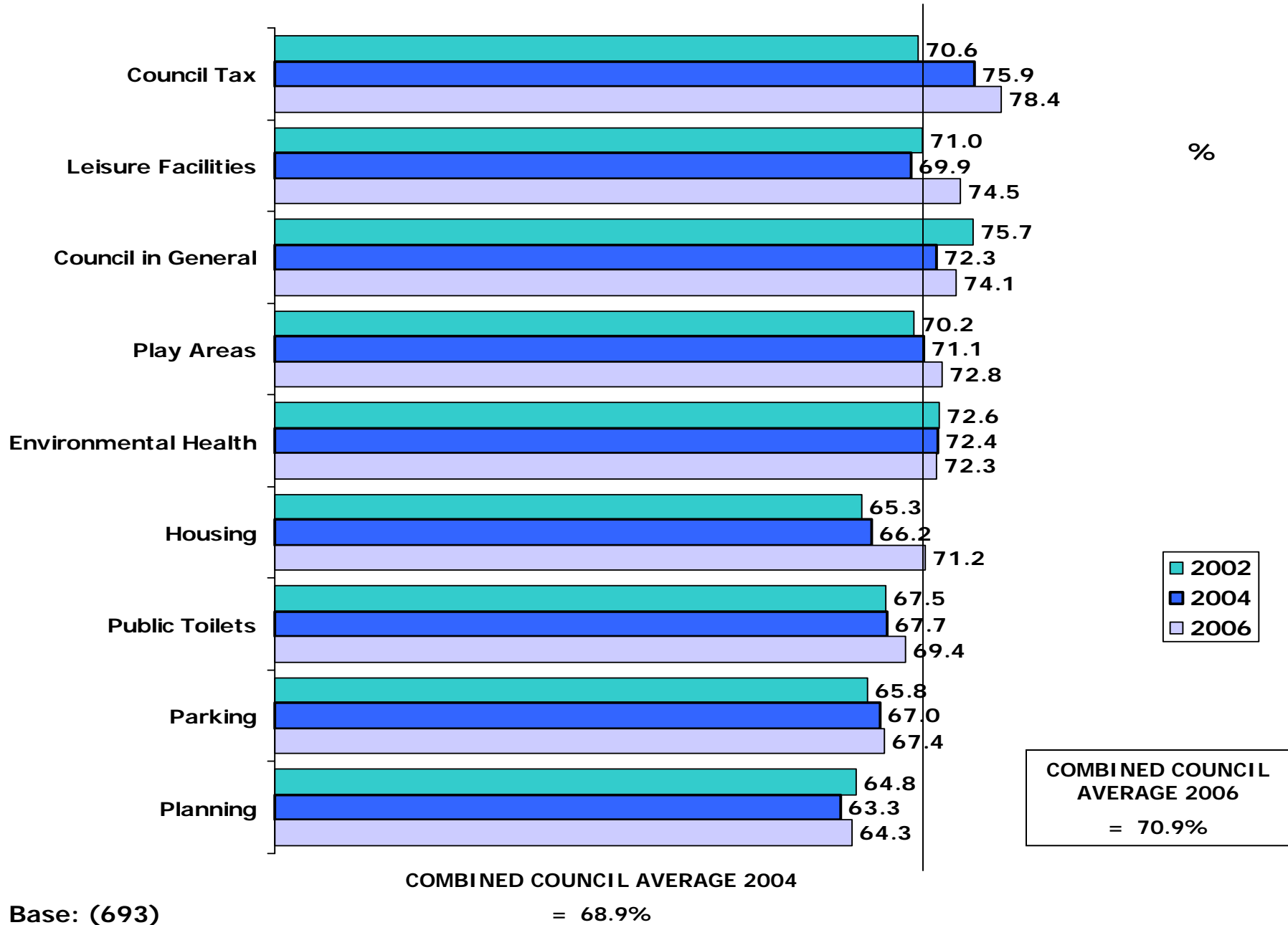
SERVICE COMPARISON OF 2006 CSI SCORE VS 2004 CSI SCORE ALL RESPONDENTS (difference in % score)



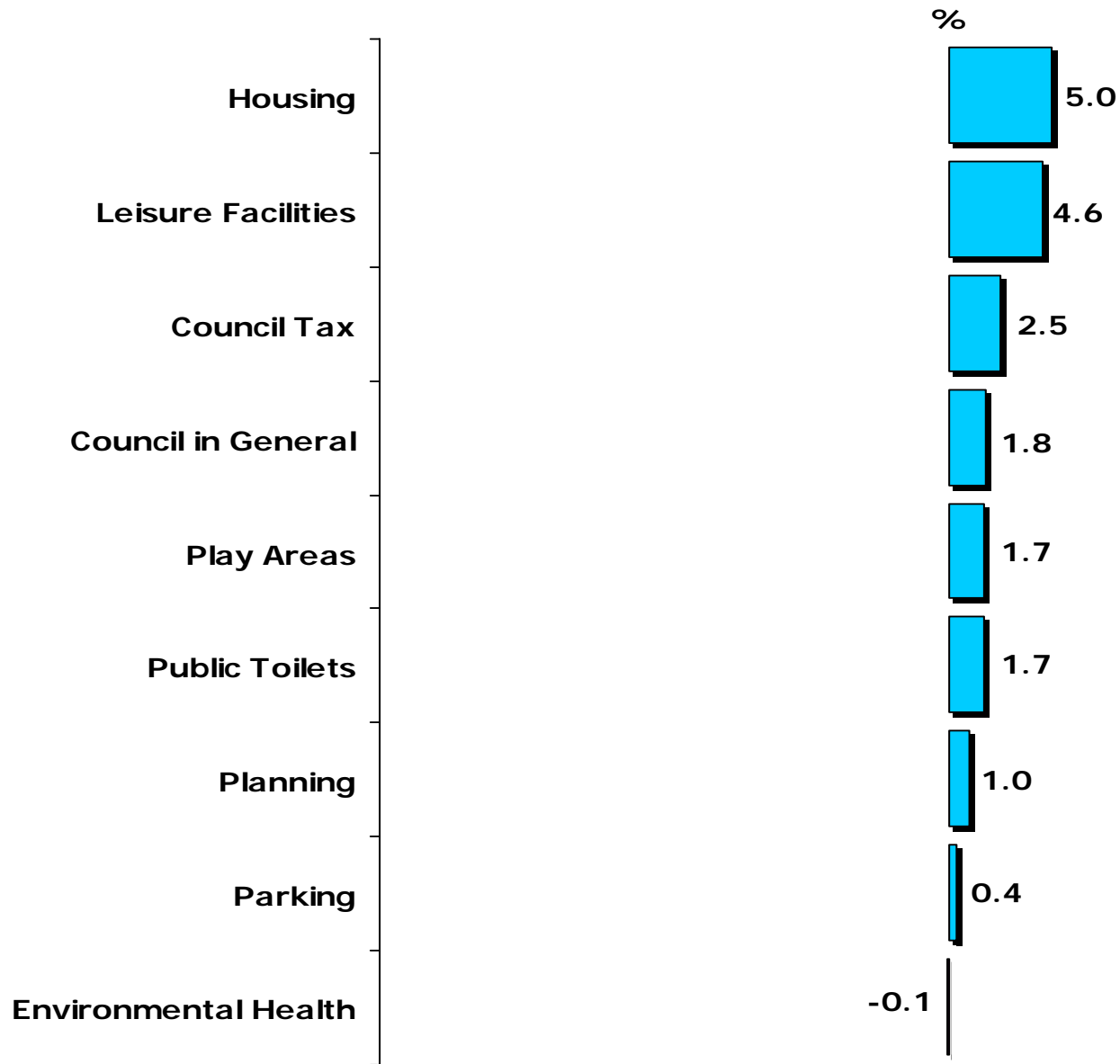
OVERALL CUSTOMER SATISFACTION INDEX SCORES COMBINED COUNCIL AVERAGE - USERS (02-06)



OVERALL CUSTOMER SATISFACTION INDEX SCORES BY SERVICE - USERS (JULY 2006)



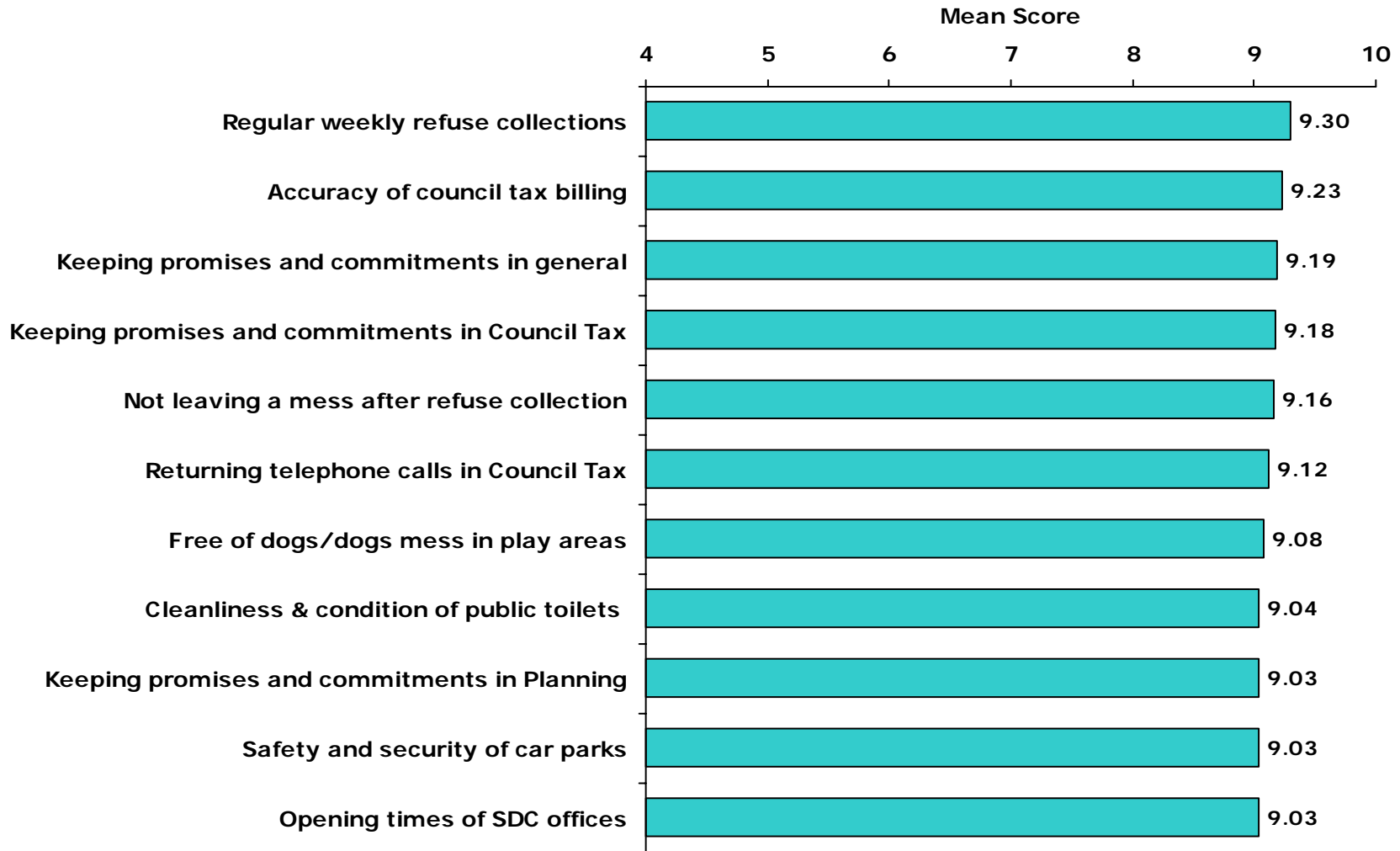
SERVICE COMPARISON OF 2006 CSI SCORE VS 2004 CSI SCORE USERS (difference in % score)



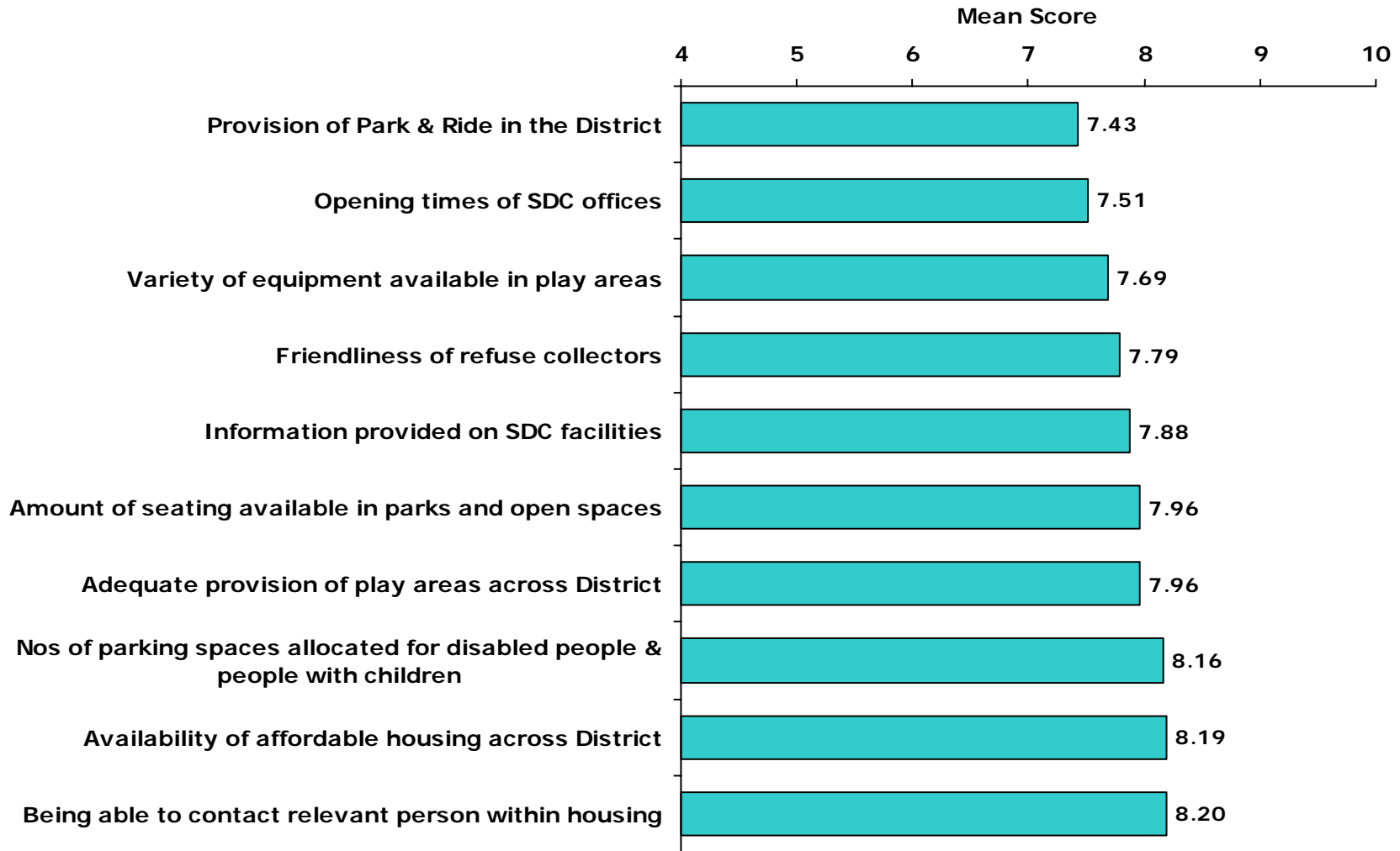
Individual Results By Service (All Respondents)

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

**TOP 10 MOST IMPORTANT INDIVIDUAL PRIORITIES
ACROSS ALL SERVICES 2006
(ALL RESPONDENTS)**



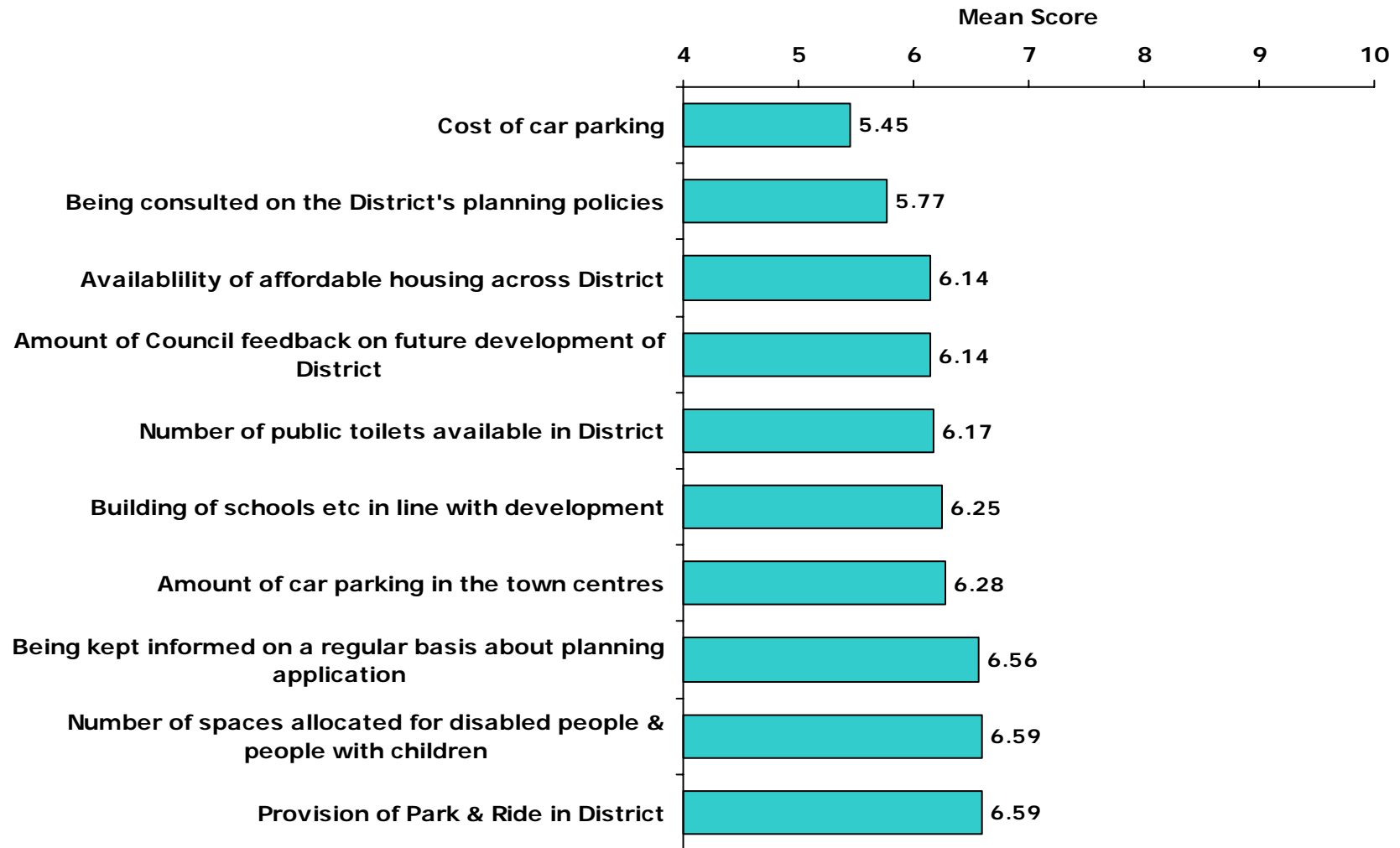
TOP 10 LEAST IMPORTANT INDIVIDUAL PRIORITIES ACROSS ALL SERVICES 2006 (ALL RESPONDENTS)



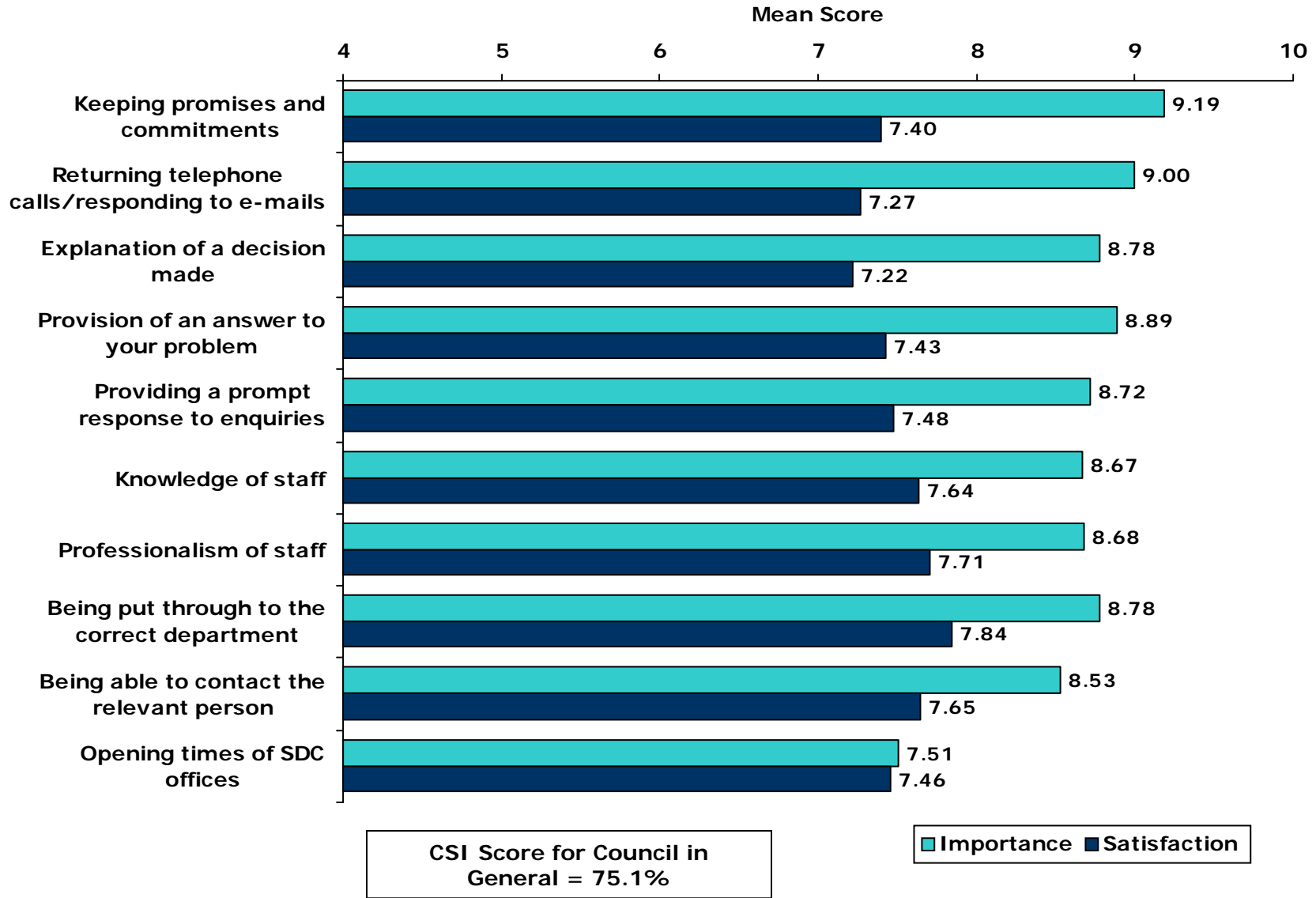
**TOP 10 PRIORITIES RESIDENTS SATISFIED WITH -
ACROSS ALL SERVICES 2006
(ALL RESPONDENTS)**



TOP 10 PRIORITIES RESIDENTS LEAST SATISFIED WITH - ACROSS ALL SERVICES 2006 (ALL RESPONDENTS)



CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
THE COUNCIL IN GENERAL - ALL RESPONDENTS
(JULY 2006)



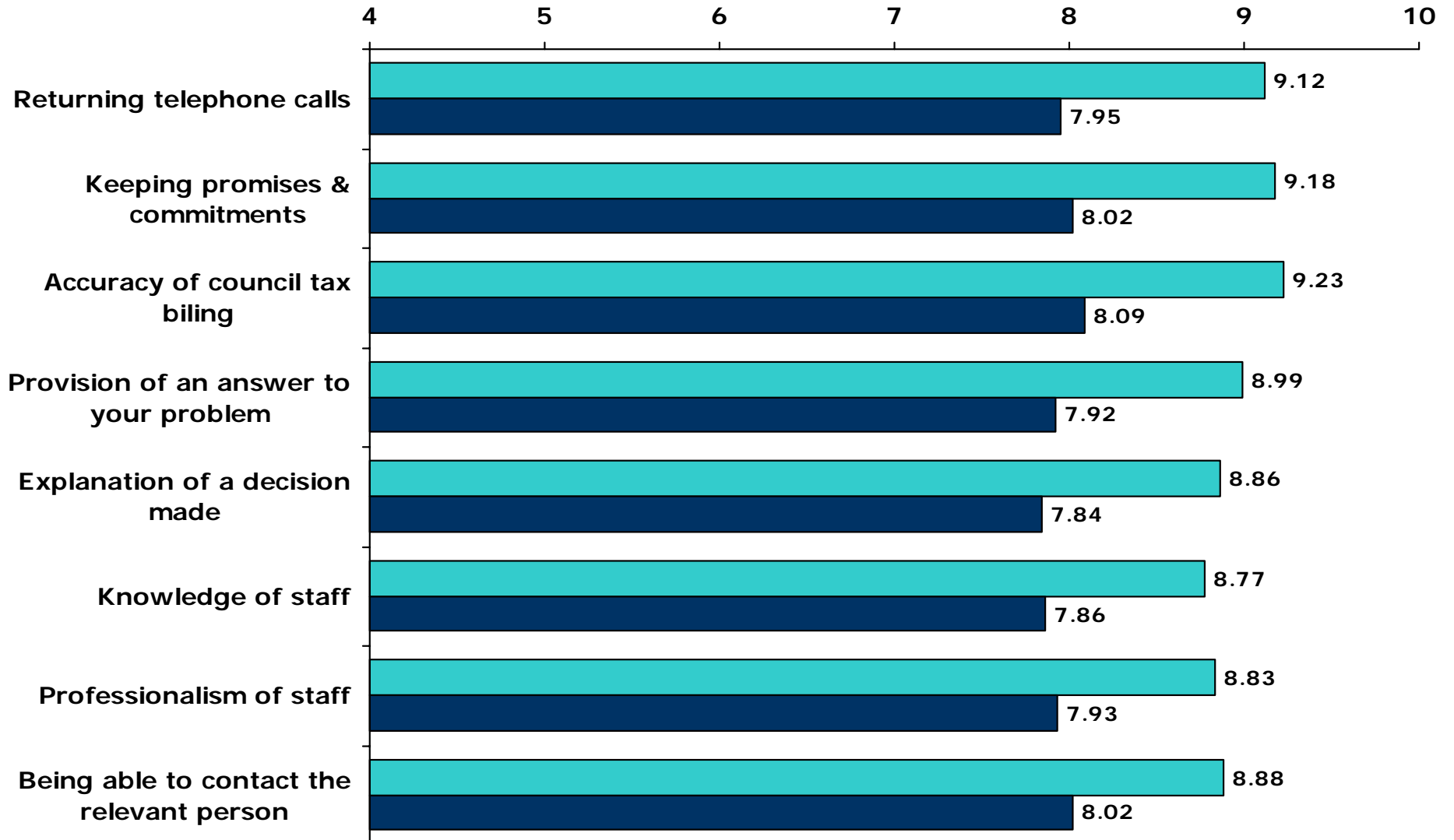
BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

COUNCIL TAX - ALL RESPONDENTS

(JULY 2006)

Mean Score



CSI Score for Council Tax
= 79.5%

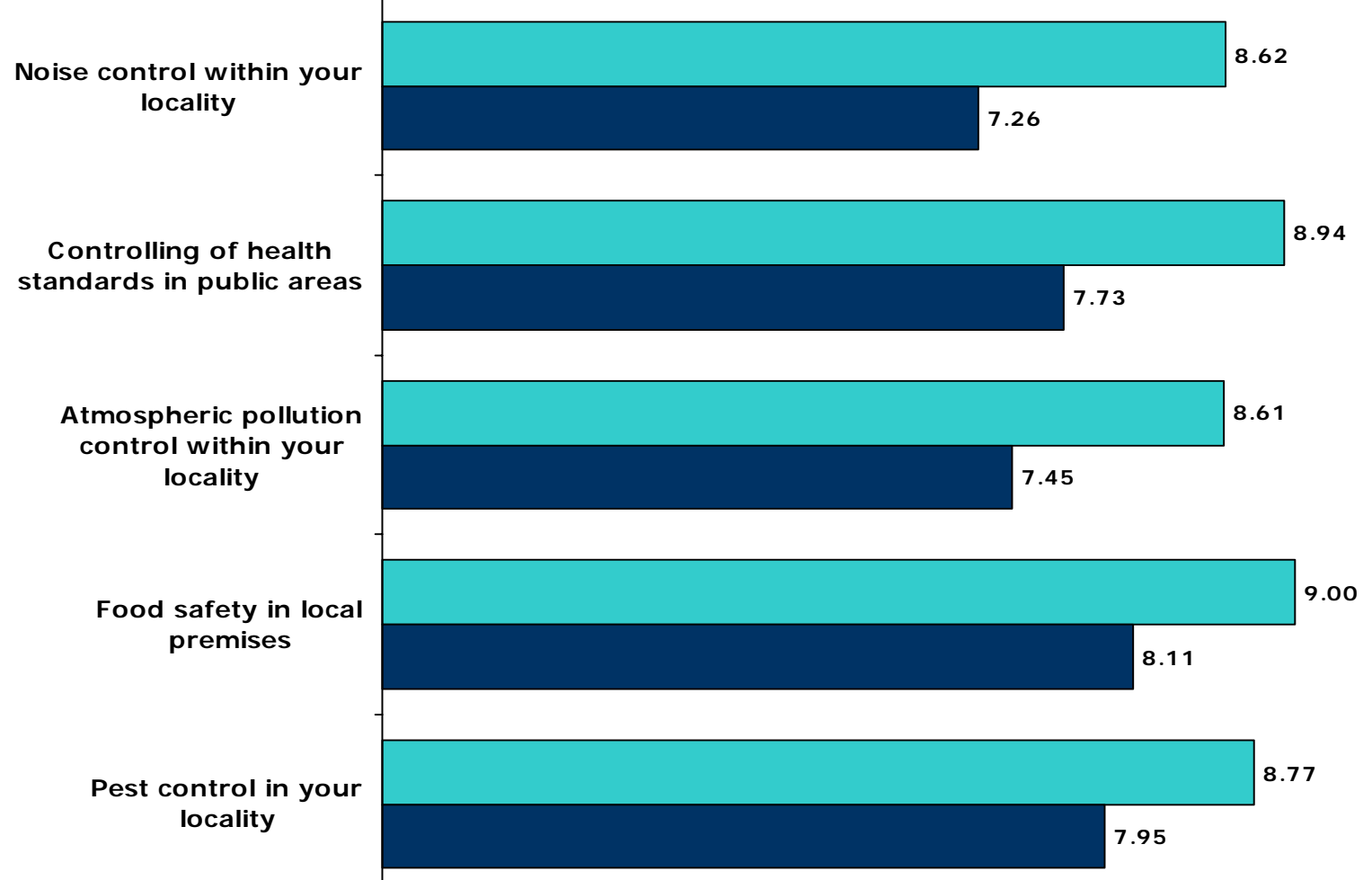
■ Importance ■ Satisfaction

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
ENVIRONMENTAL HEALTH – ALL RESPONDENTS
(JULY 2006)

Mean Score

4 5 6 7 8 9 10



CSI Score for Environmental Health= 77.0%

■ Importance ■ Satisfaction

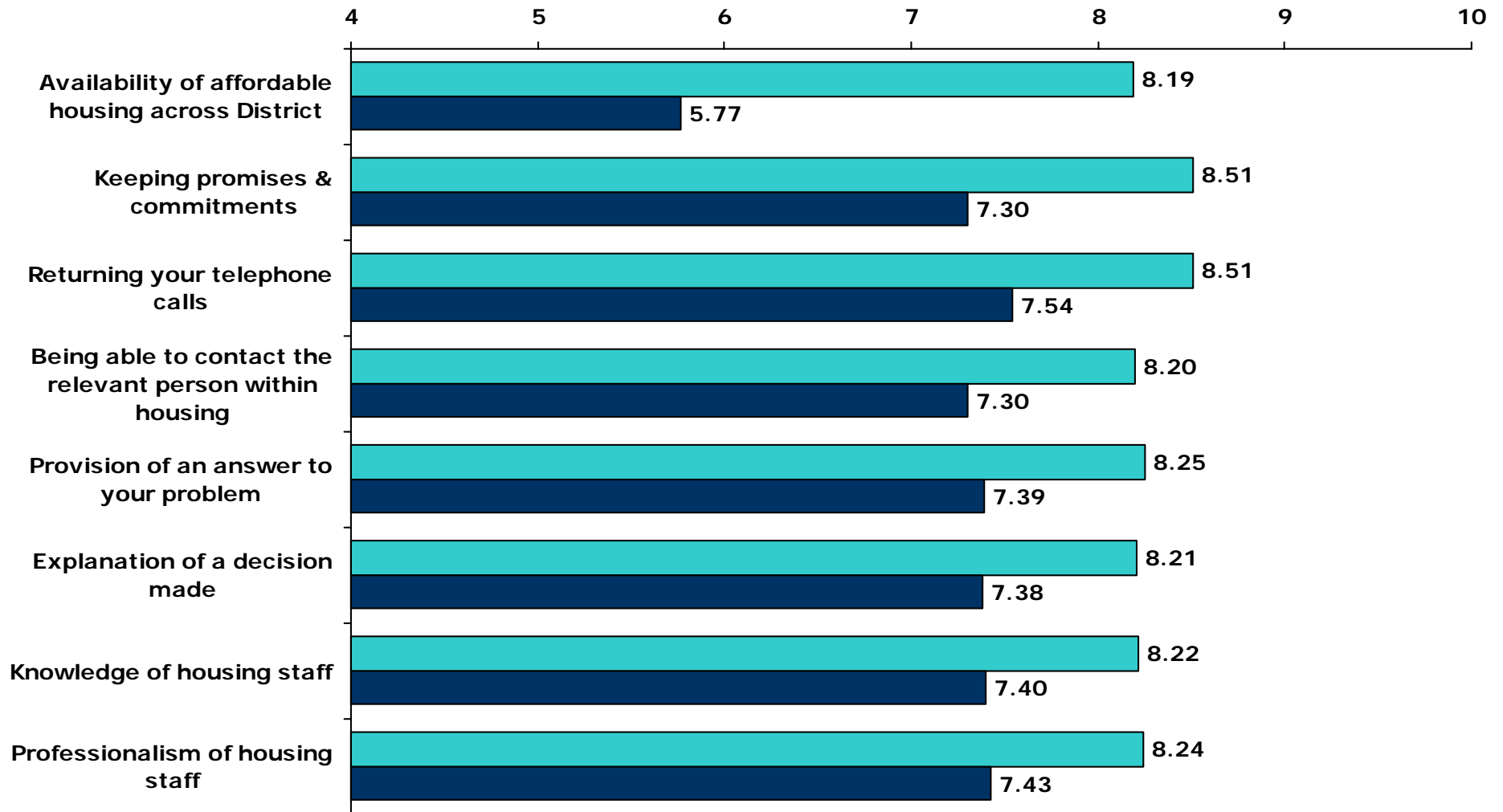
BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

HOUSING - ALL RESPONDENTS

(JULY 2006)

Mean Score

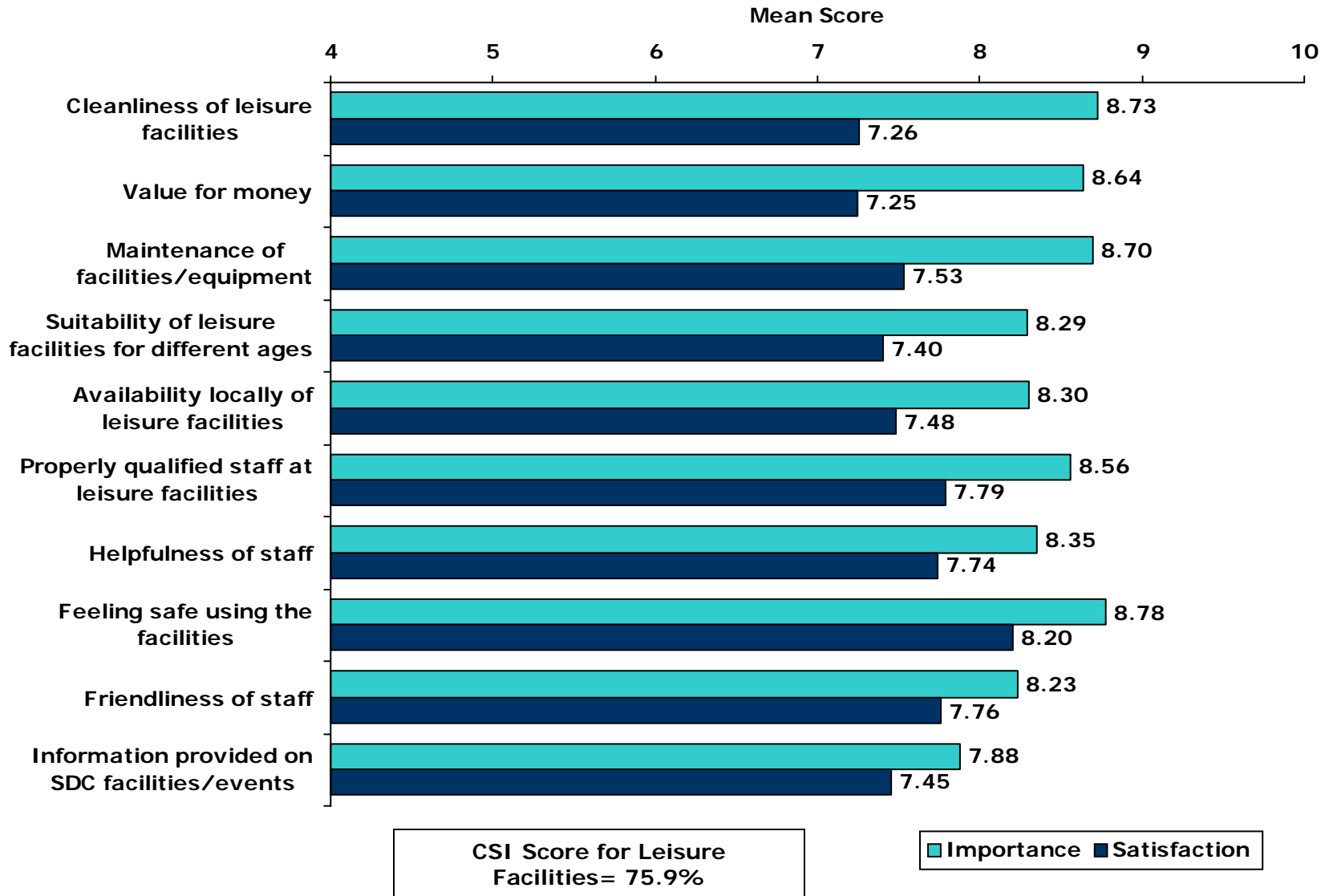


CSI Score for Housing= 71.9%

■ Importance ■ Satisfaction

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
LEISURE FACILITIES - ALL RESPONDENTS
(JULY 2006)

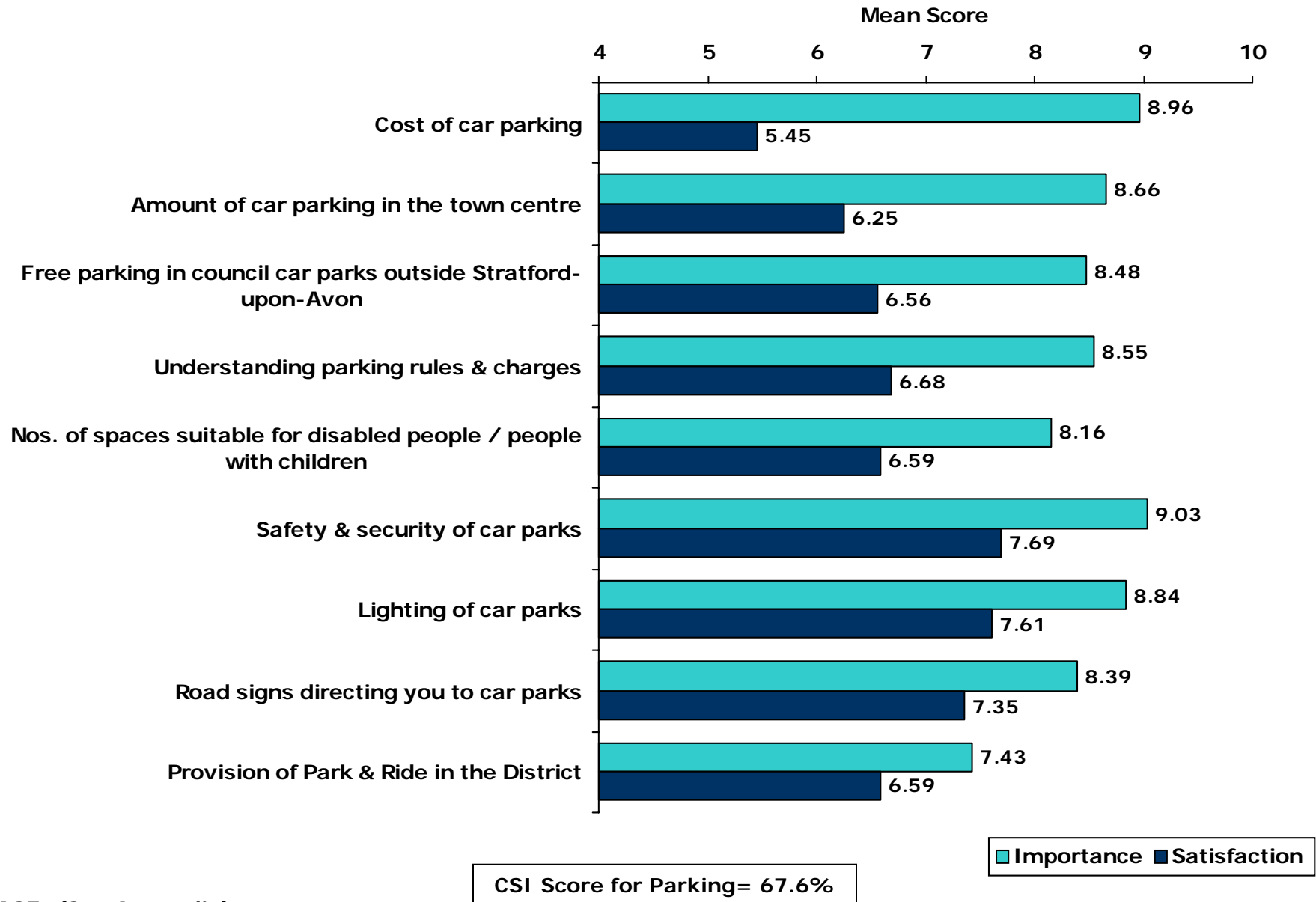


BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

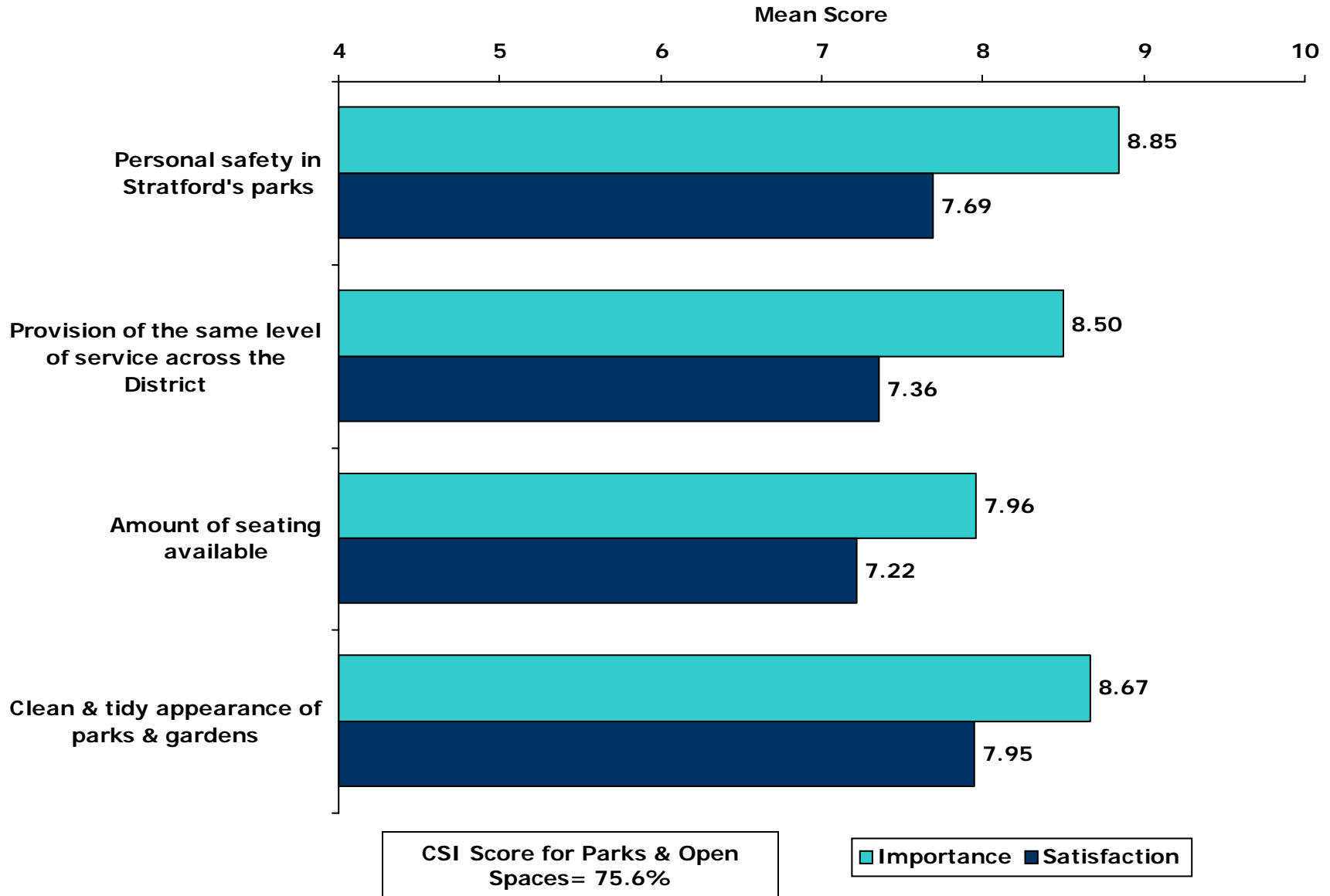
PARKING - ALL RESPONDENTS

(JULY 2006)



BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
PARKS & OPEN SPACES - ALL RESPONDENTS
(JULY 2006)

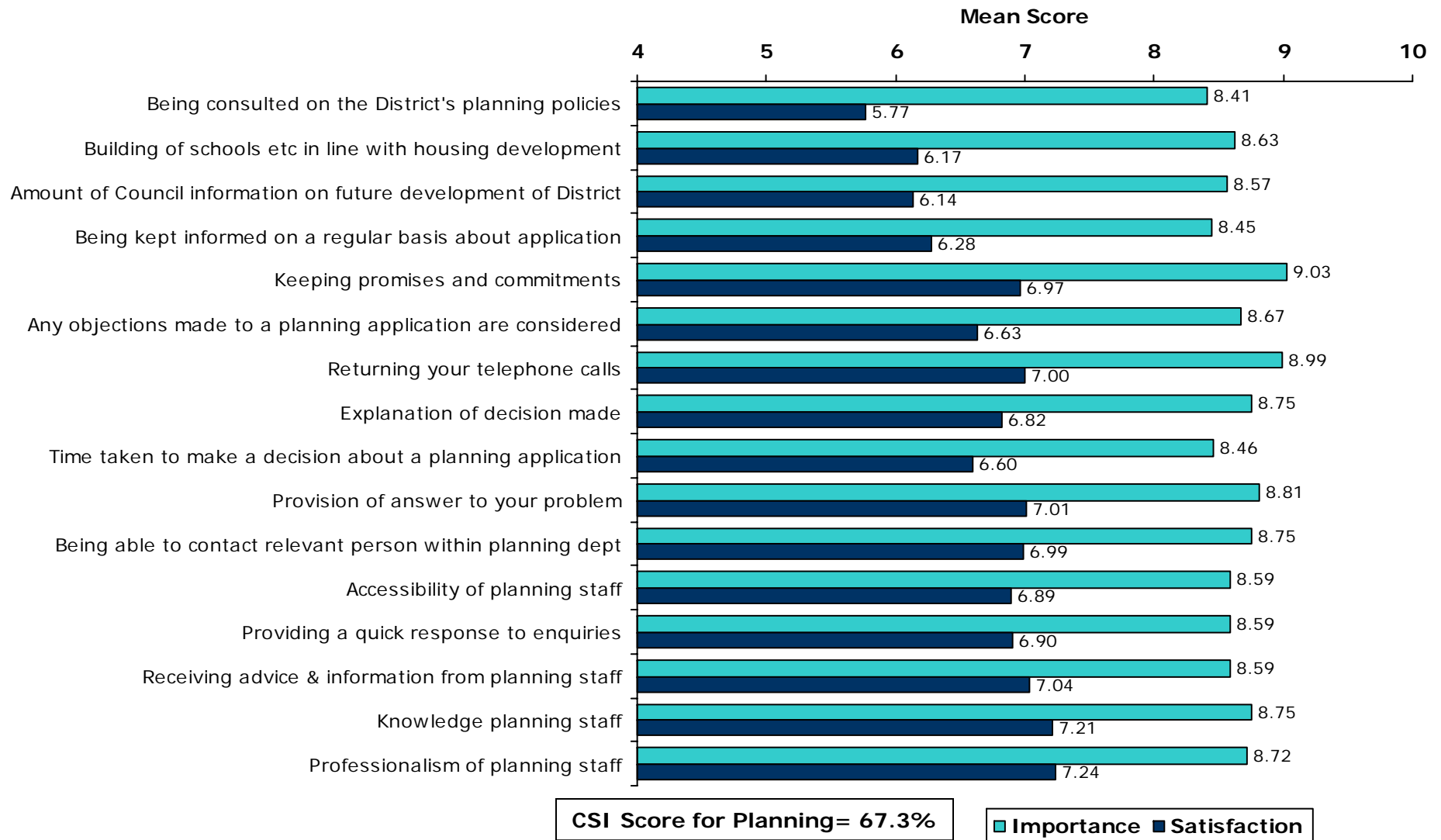


BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

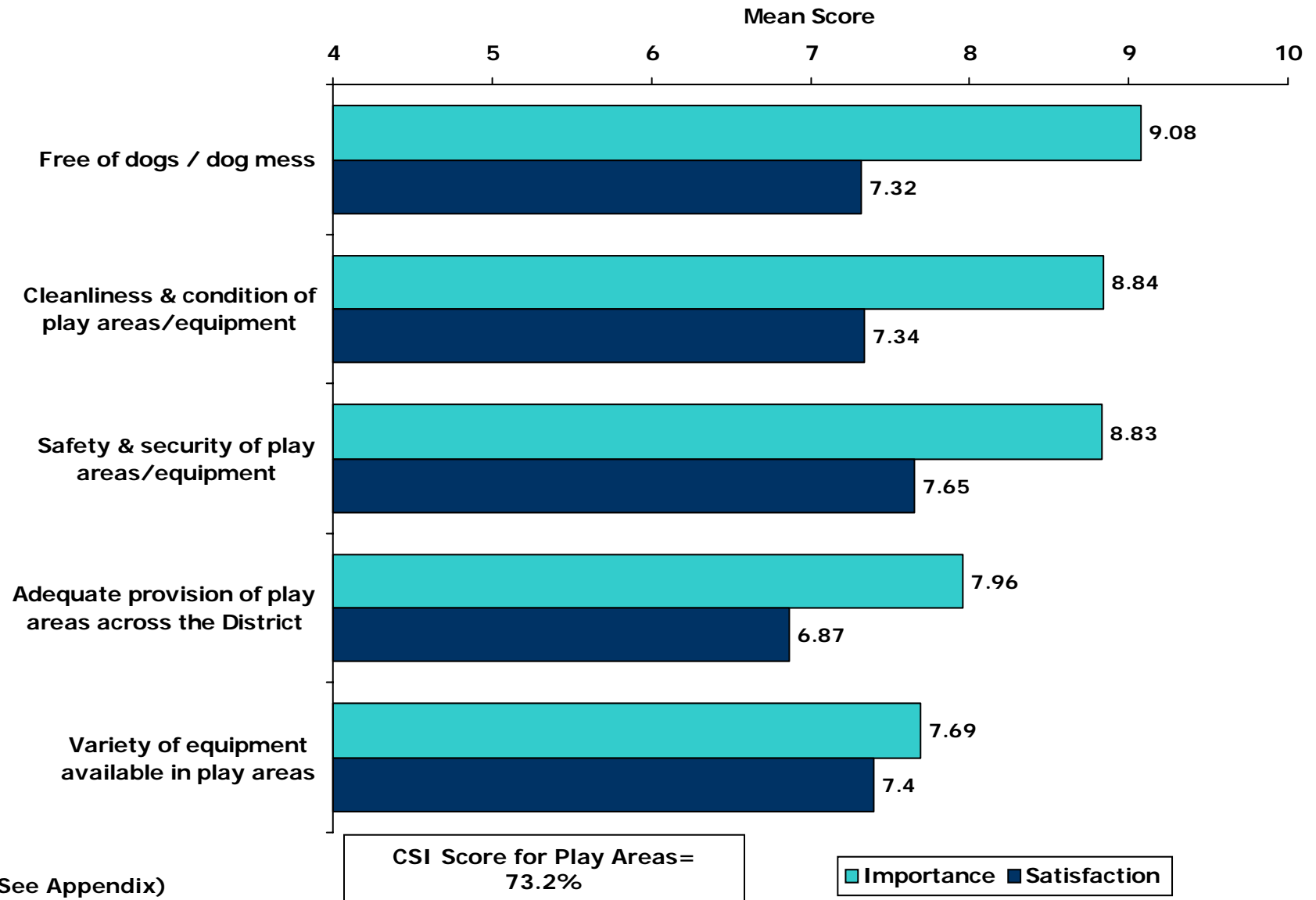
PLANNING – ALL RESPONDENTS

(JULY 2006)



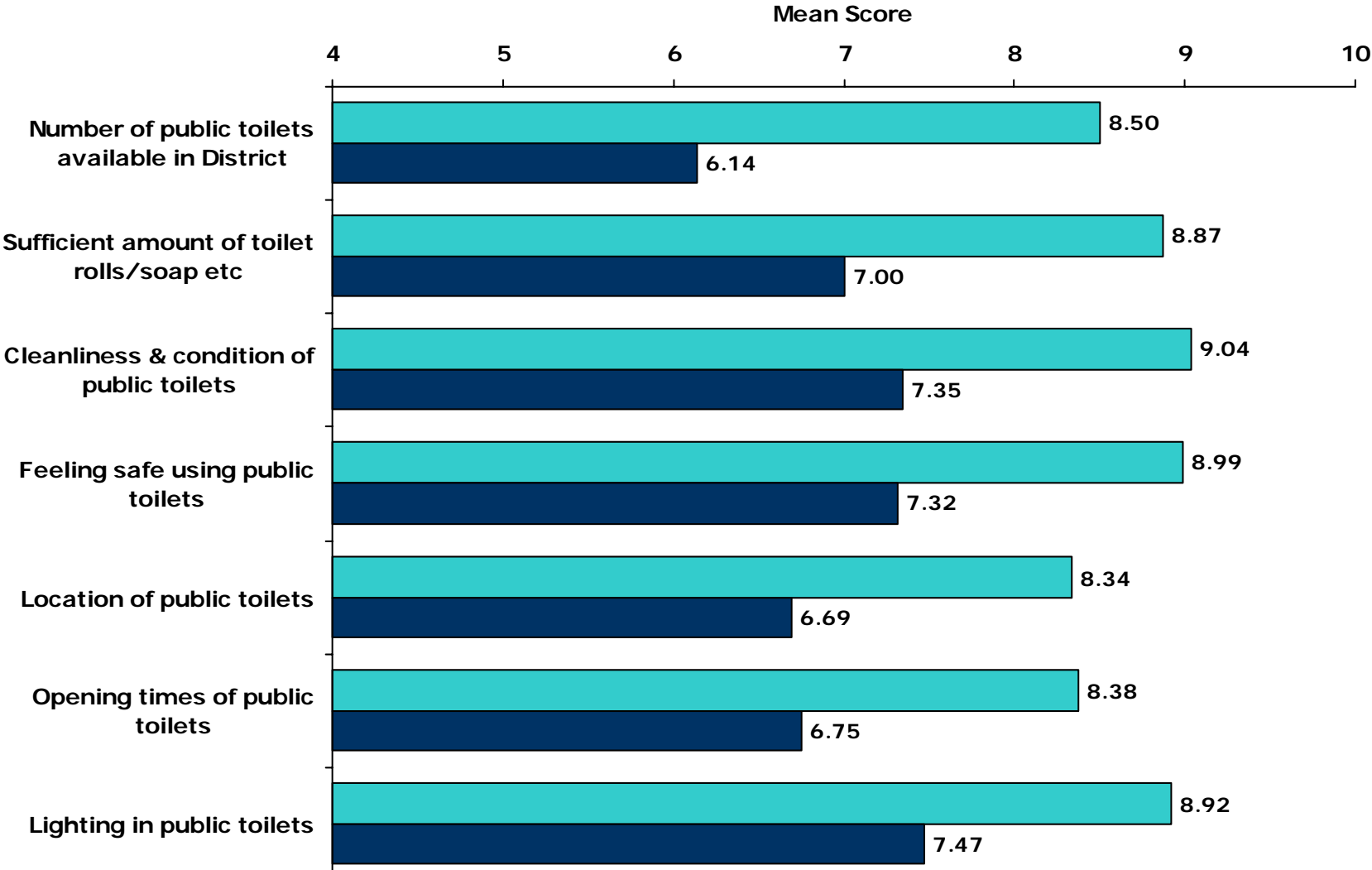
BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
PLAY AREAS – ALL RESPONDENTS
(JULY 2006)



BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
PUBLIC TOILETS – ALL RESPONDENTS
(JULY 2006)

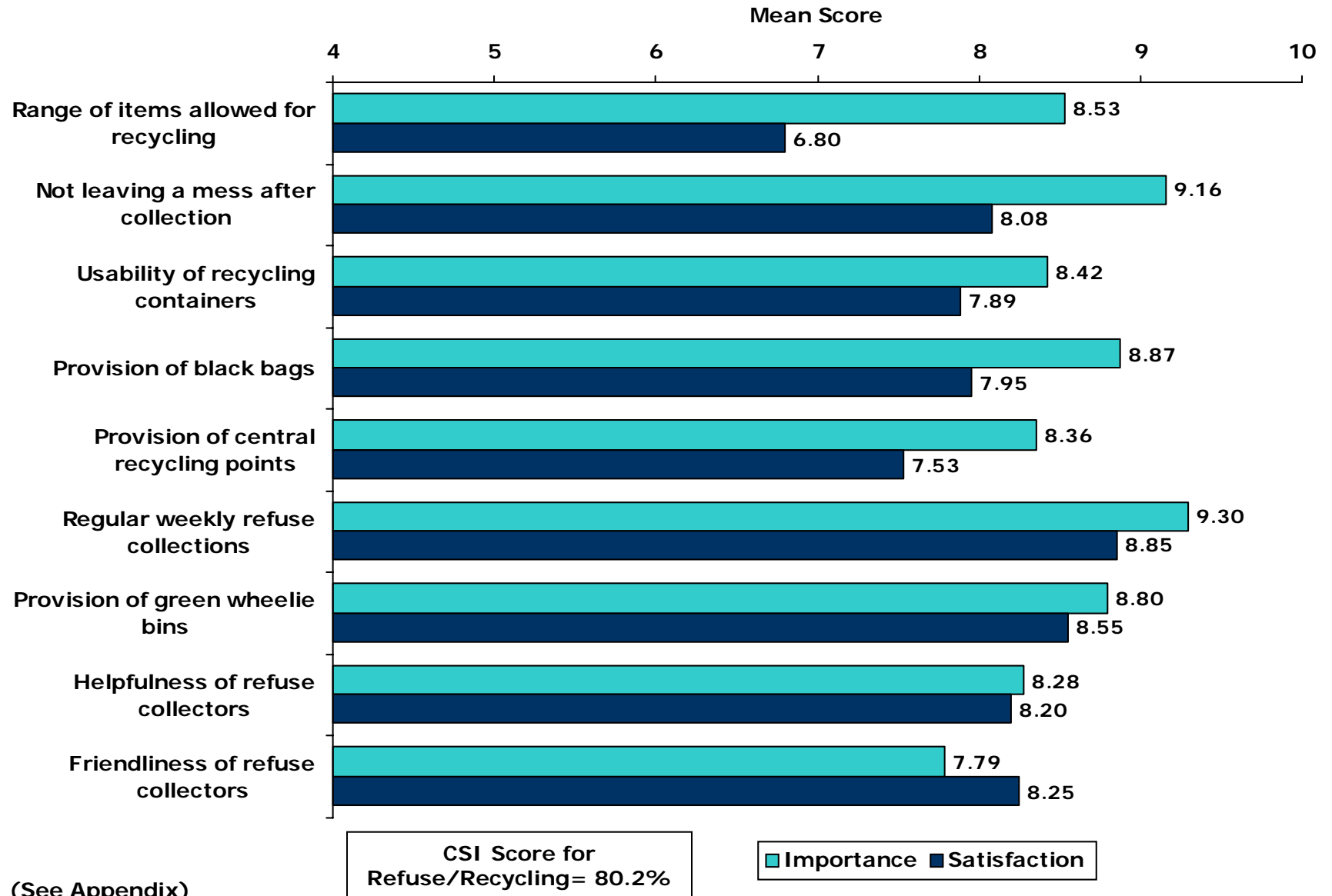


CSI Score for Public Toilets=
69.7%

■ Importance ■ Satisfaction

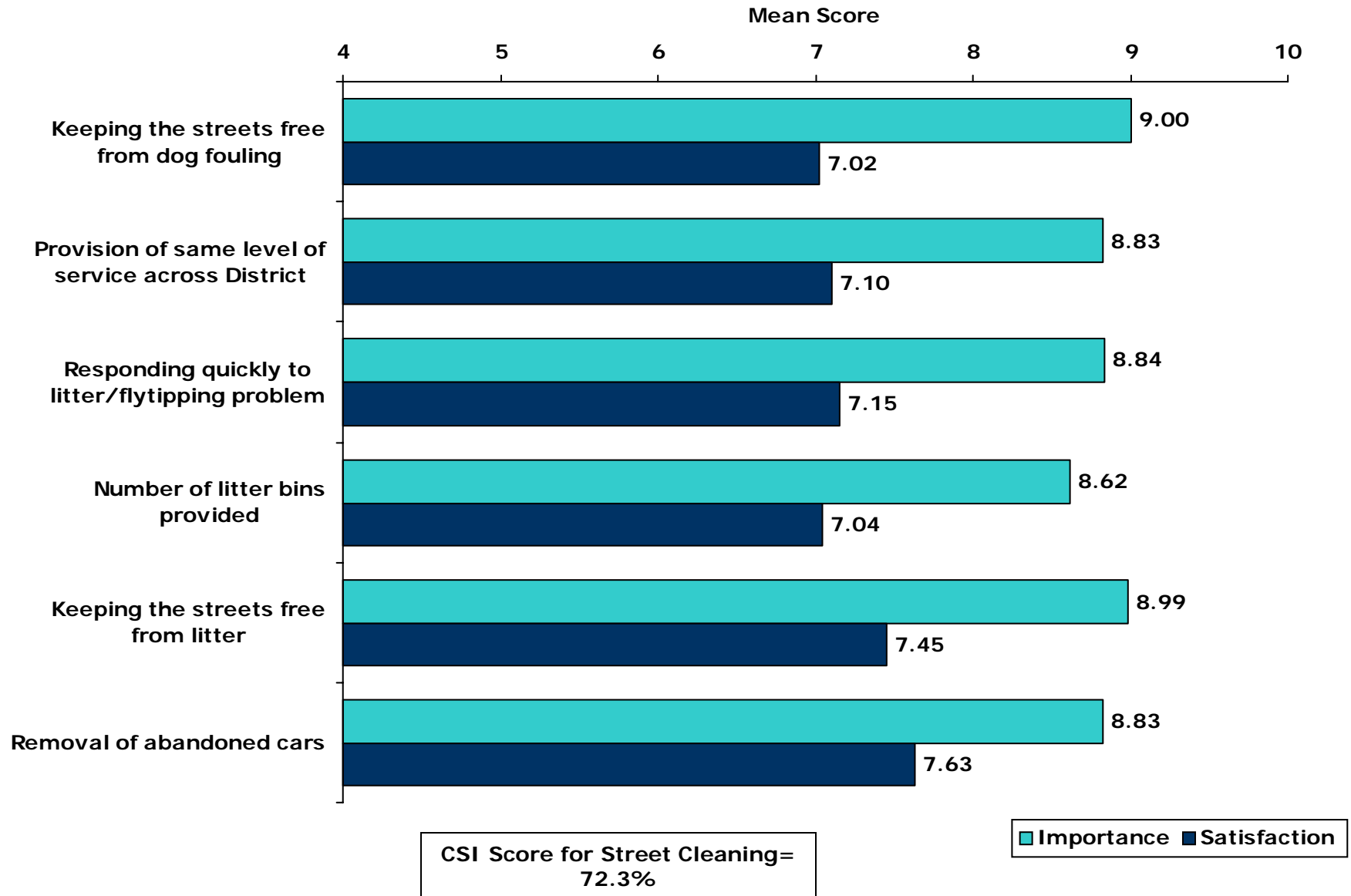
BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
REFUSE COLLECTION/RECYCLING - ALL RESPONDENTS
(JULY 2006)



BASE: (See Appendix)

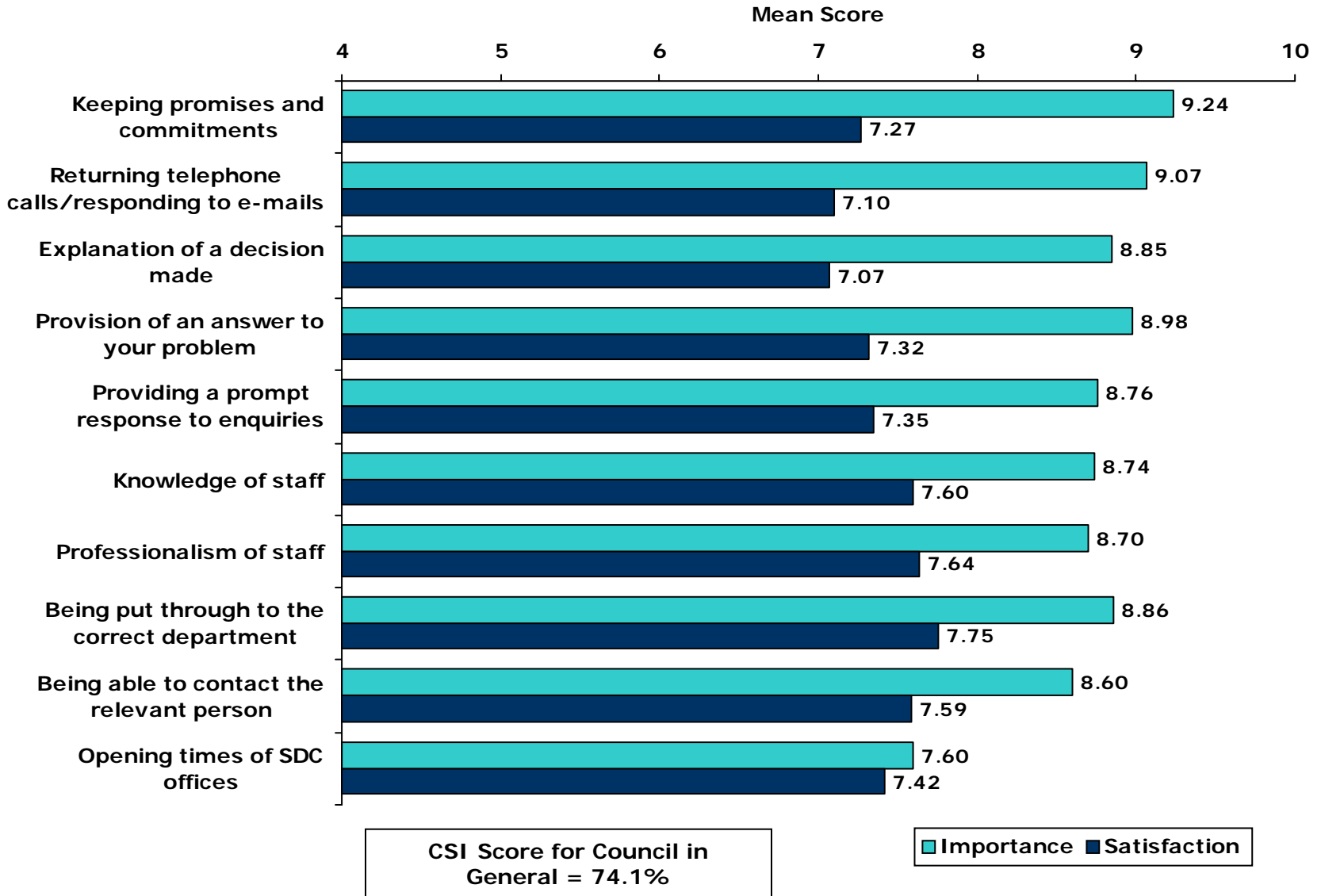
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
STREET CLEANING - ALL RESPONDENTS
(JULY 2006)



BASE: (See Appendix)

Individual Results
By Service
(Users of a Service in
Last 2 Years)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
THE COUNCIL IN GENERAL - USERS
(JULY 2006)



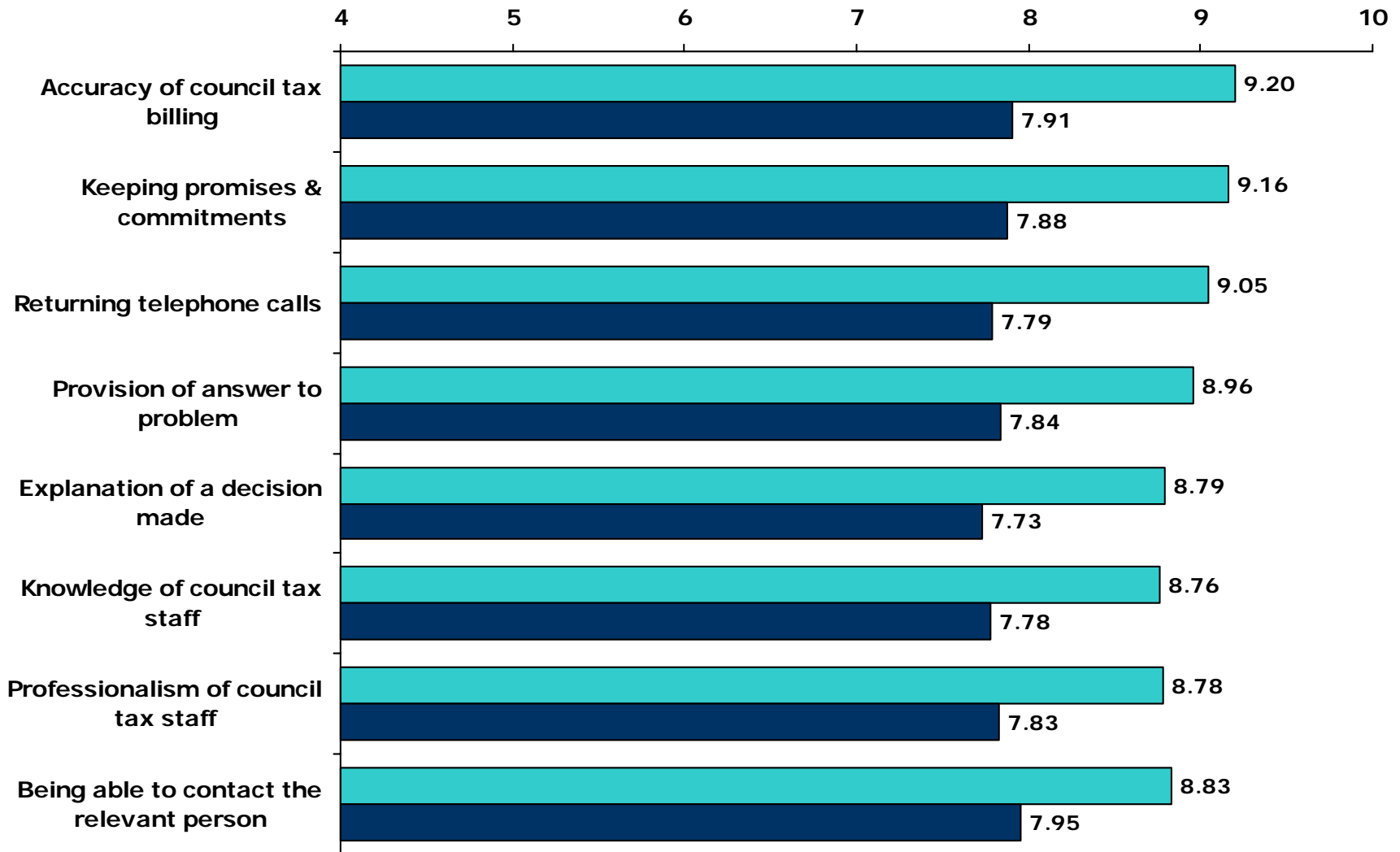
BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

COUNCIL TAX - USERS

(JULY 2006)

Mean Score



CSI Score for Council Tax=
78.4%

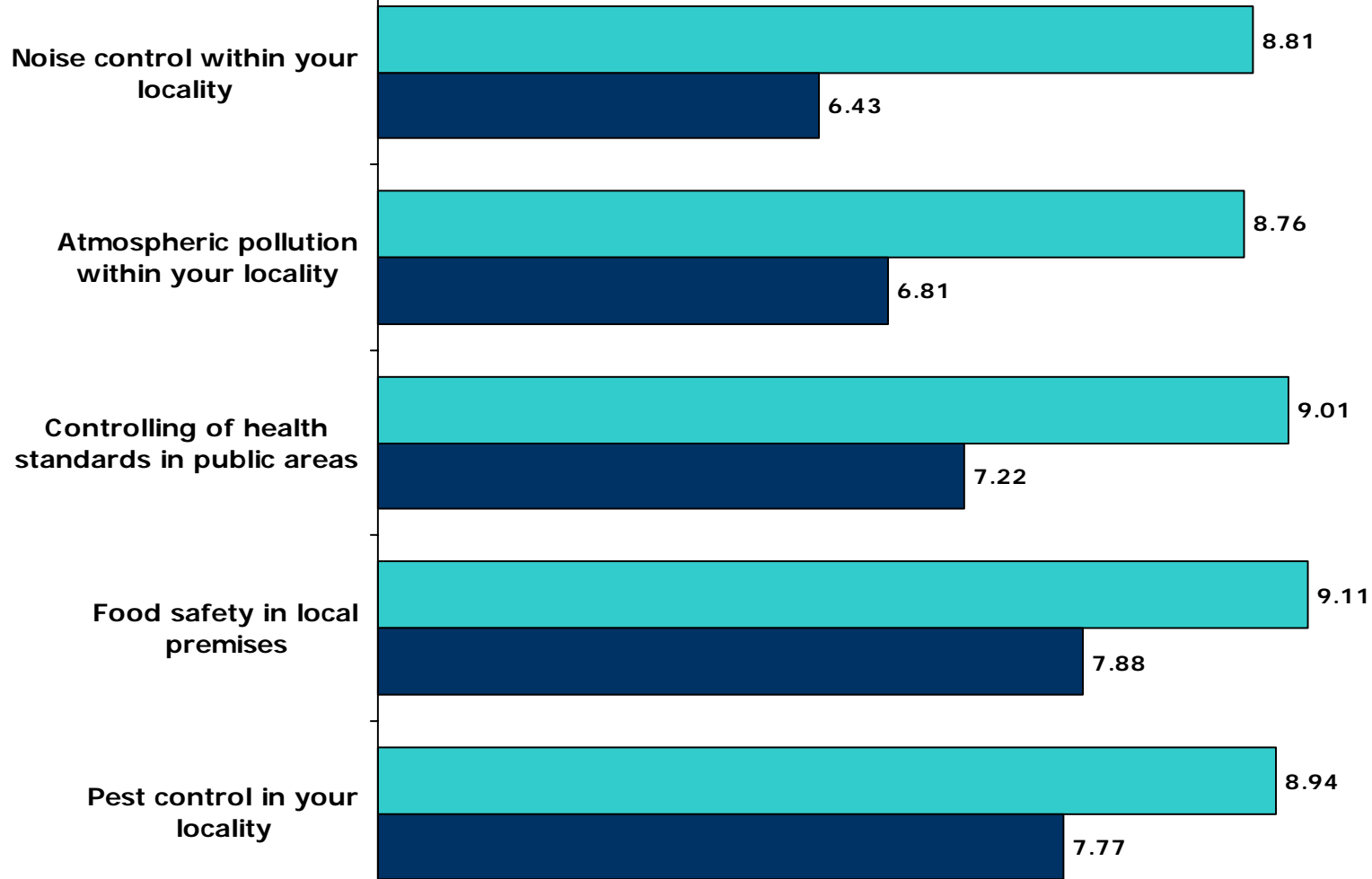
■ Importance ■ Satisfaction

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
ENVIRONMENTAL HEALTH - USERS
(JULY 2006)

Mean Score

4 5 6 7 8 9 10



BASE: (See Appendix)

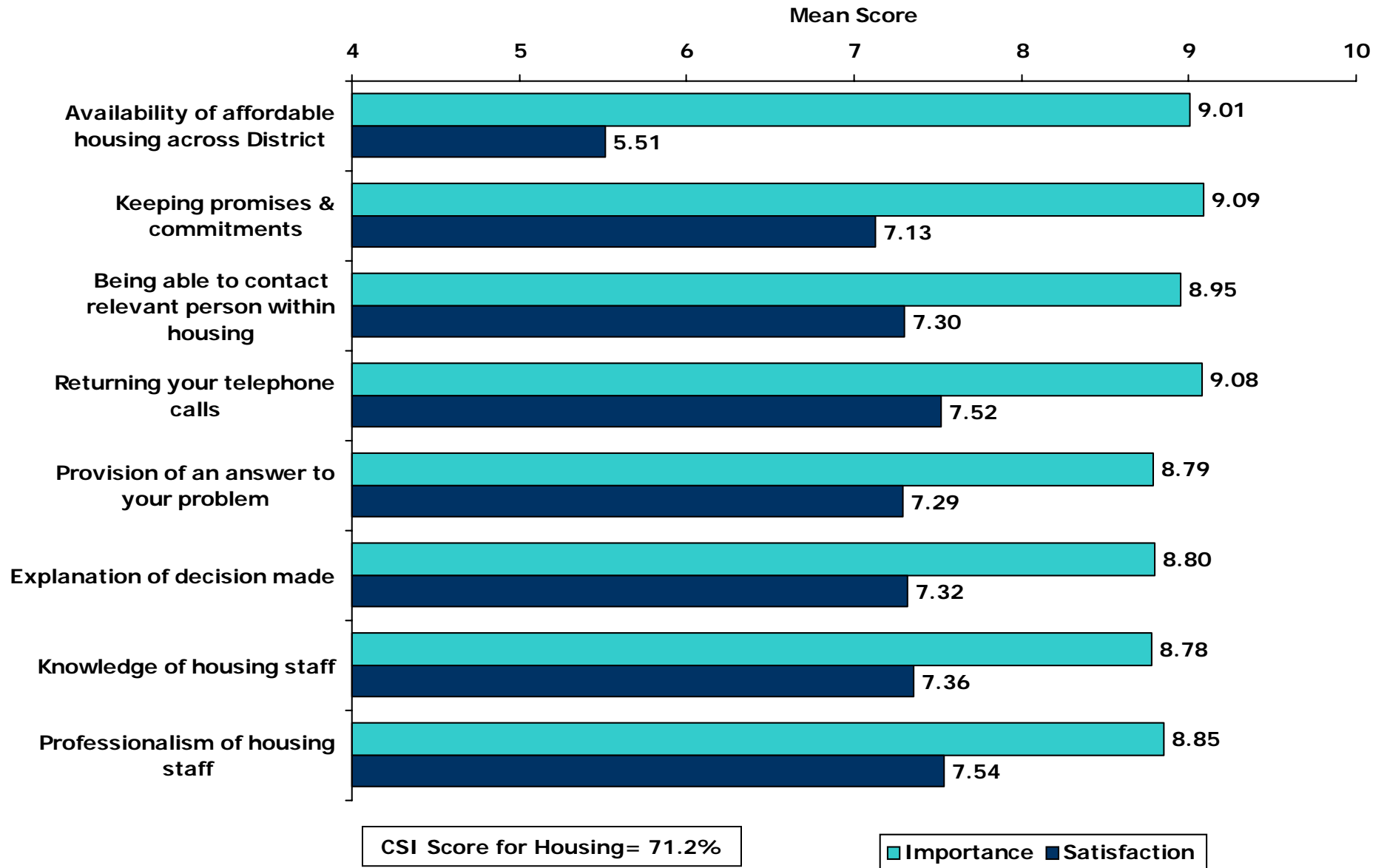
CSI Score for Environmental Health = 72.3%

■ Importance ■ Satisfaction

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

HOUSING - USERS

(JULY 2006)

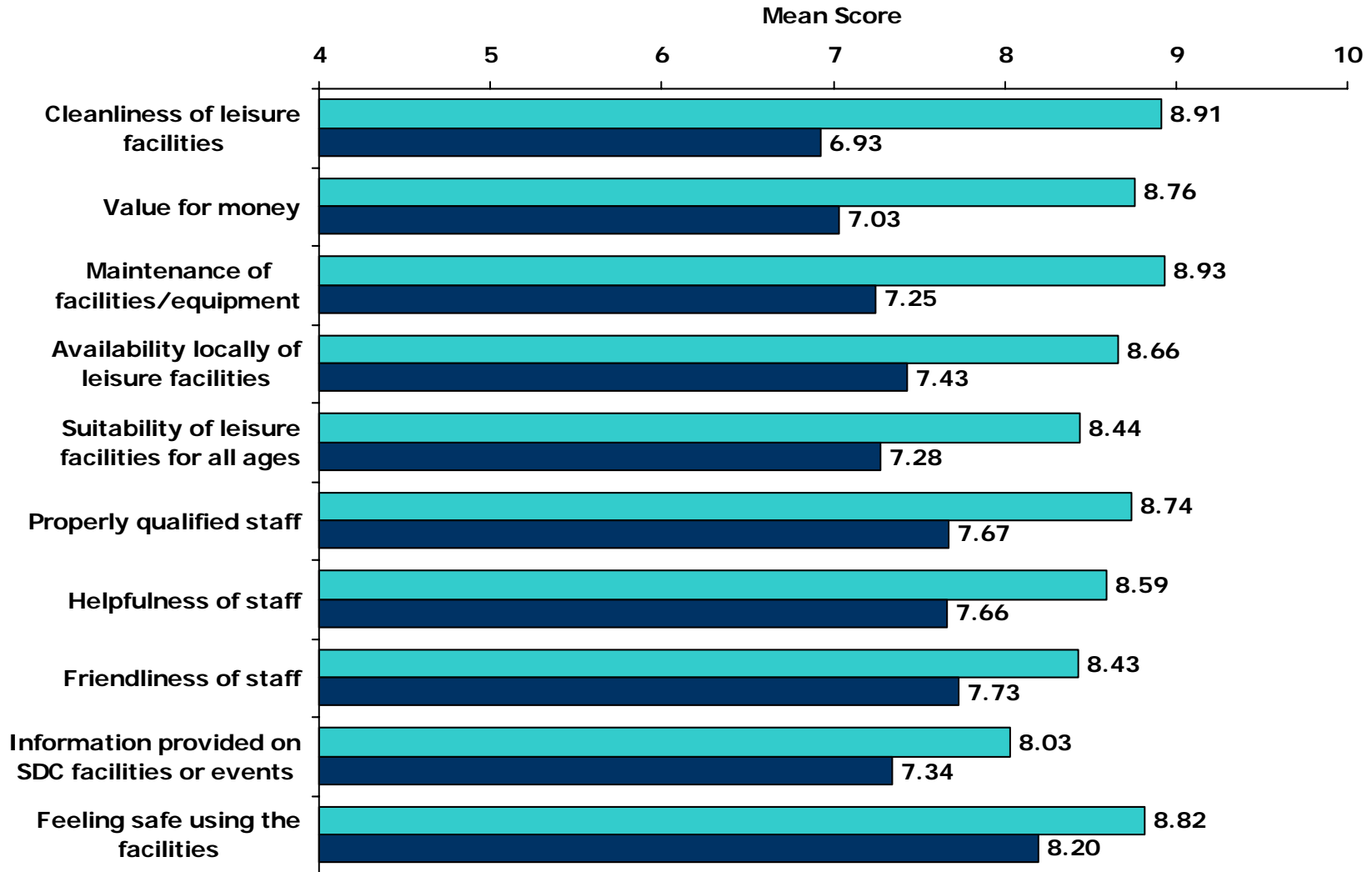


BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

LEISURE FACILITIES - USERS

(JULY 2006)



CSI Score for Leisure Facilities = 74.5%

■ Importance ■ Satisfaction

BASE: (See Appendix)

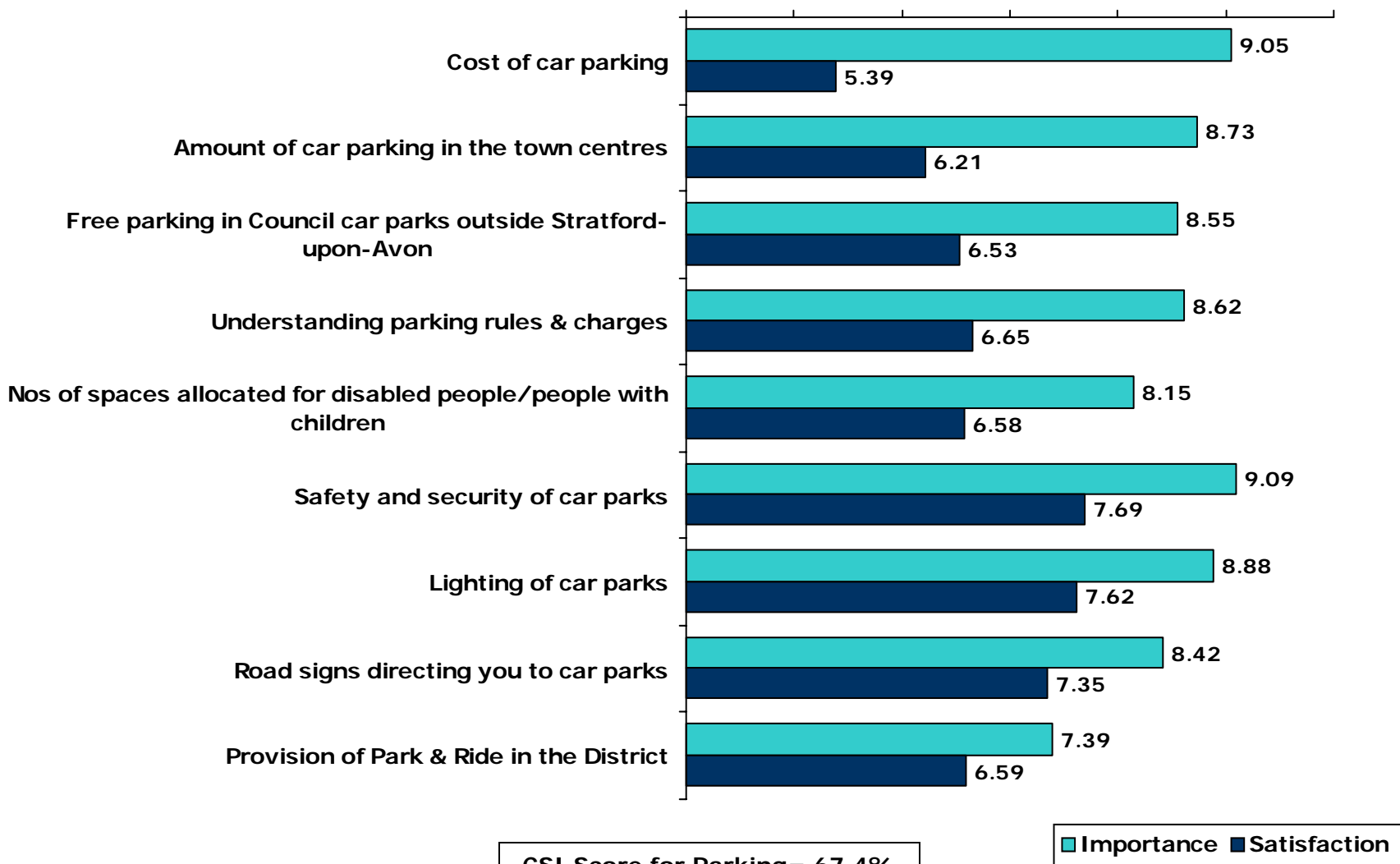
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PARKING - USERS

(JULY 2006)

Mean Score

4 5 6 7 8 9 10

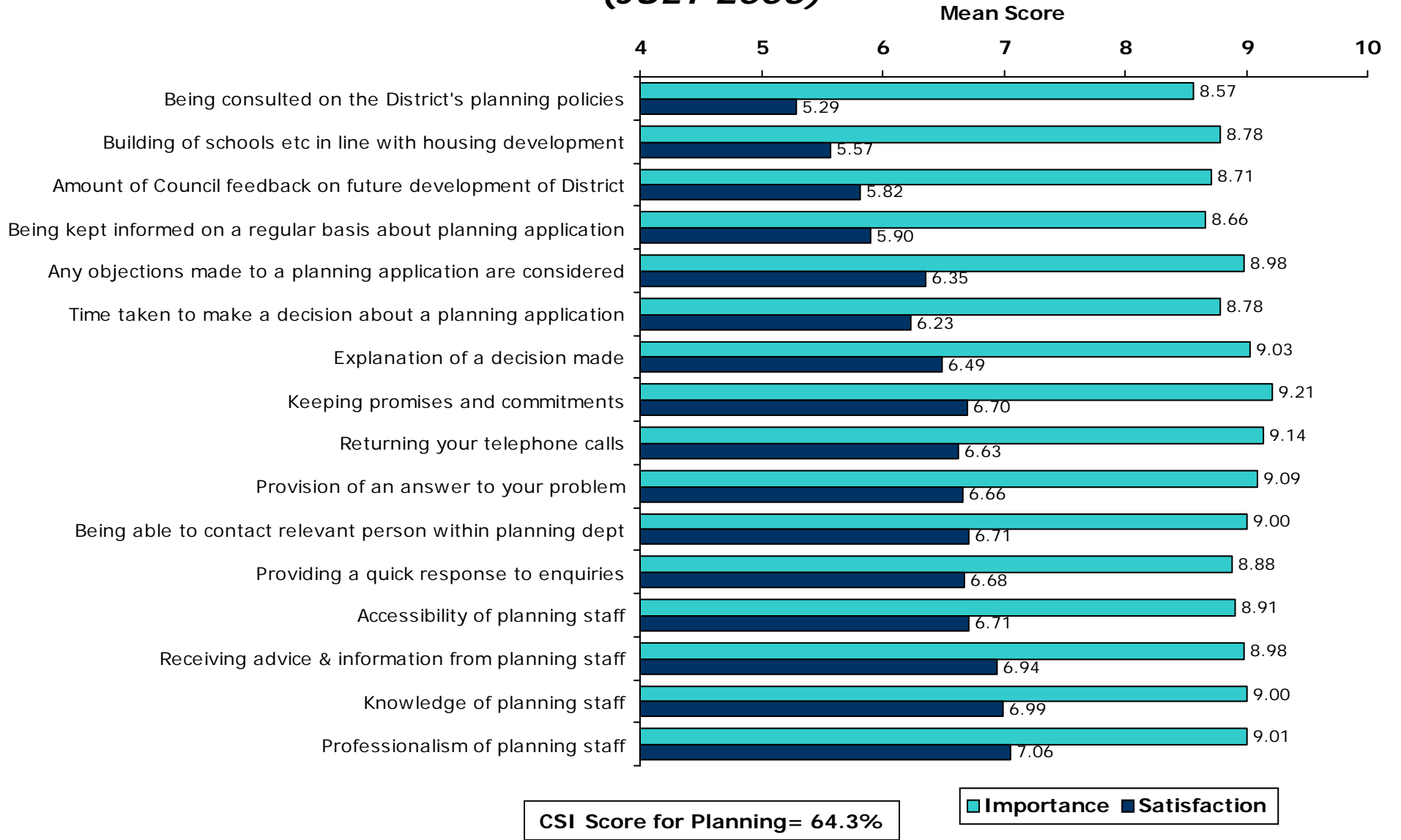


BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PLANNING - USERS

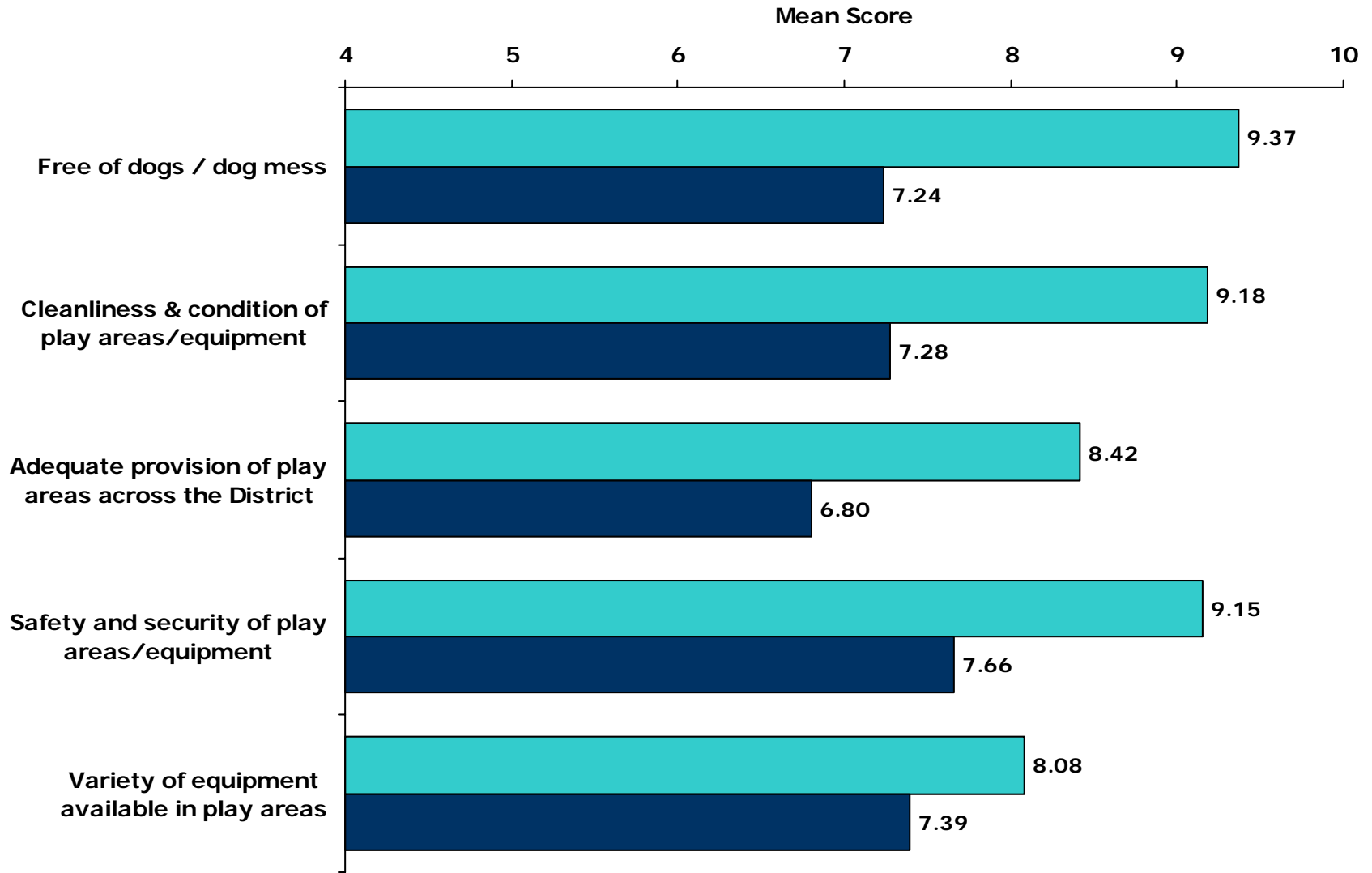
(JULY 2006)



BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PLAY AREAS - USERS (JULY 2006)



CSI Score for Play Areas=
72.8%

■ Importance ■ Satisfaction

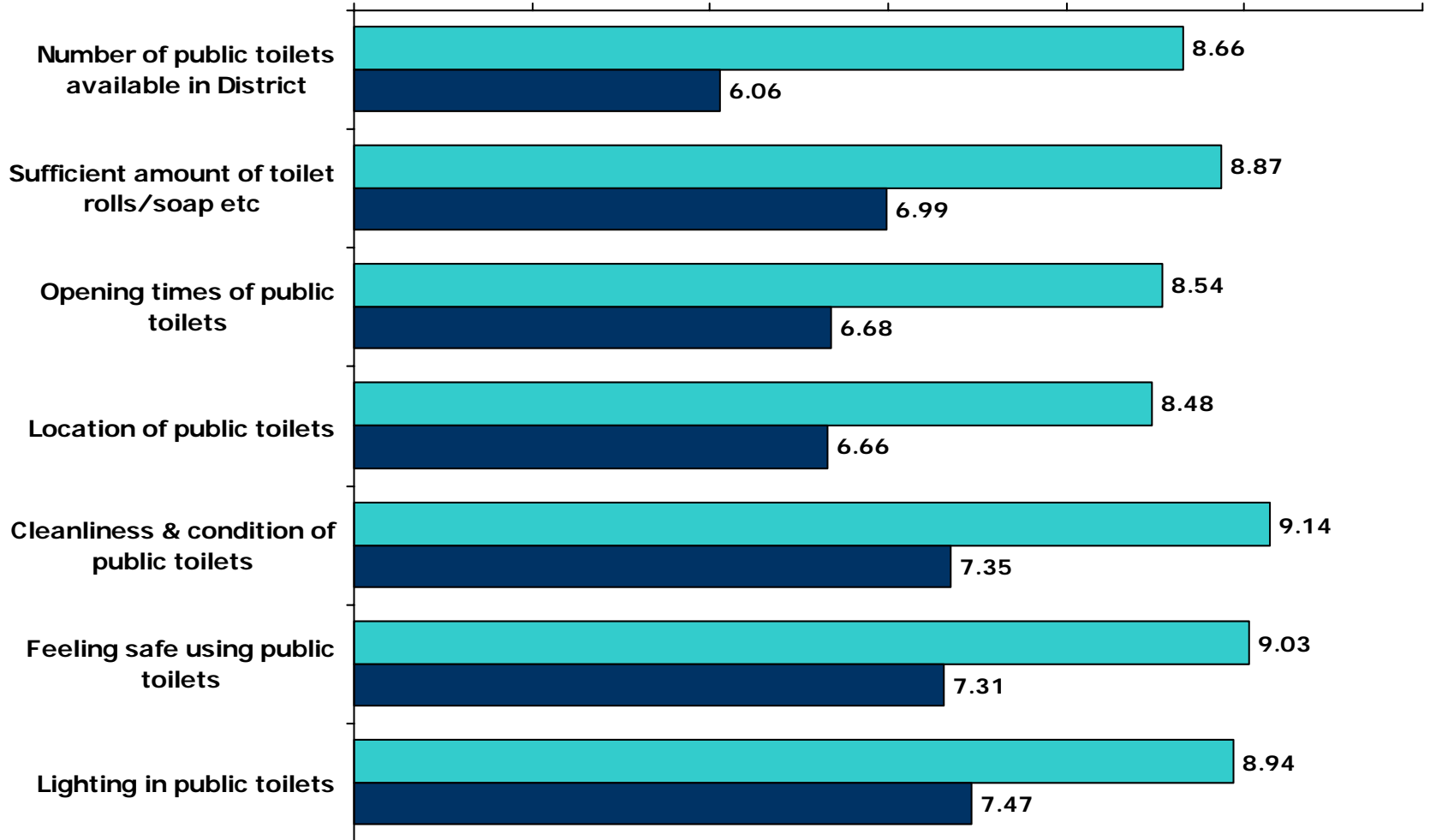
BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PUBLIC TOILETS - USERS (JULY 2006)

Mean Score

4 5 6 7 8 9 10



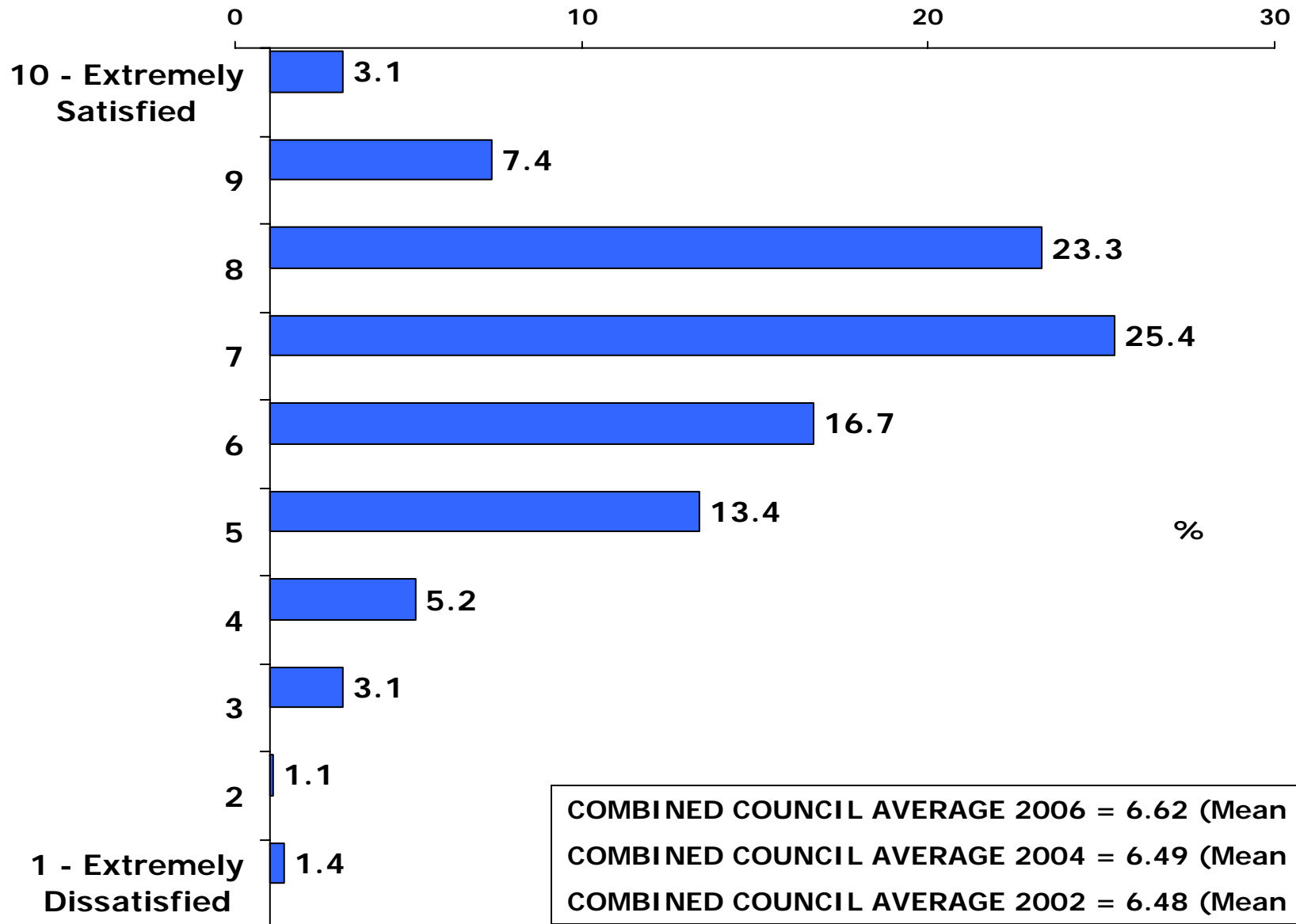
CSI Score for Public Toilets=
69.4%

■ Importance ■ Satisfaction

BASE: (See Appendix)

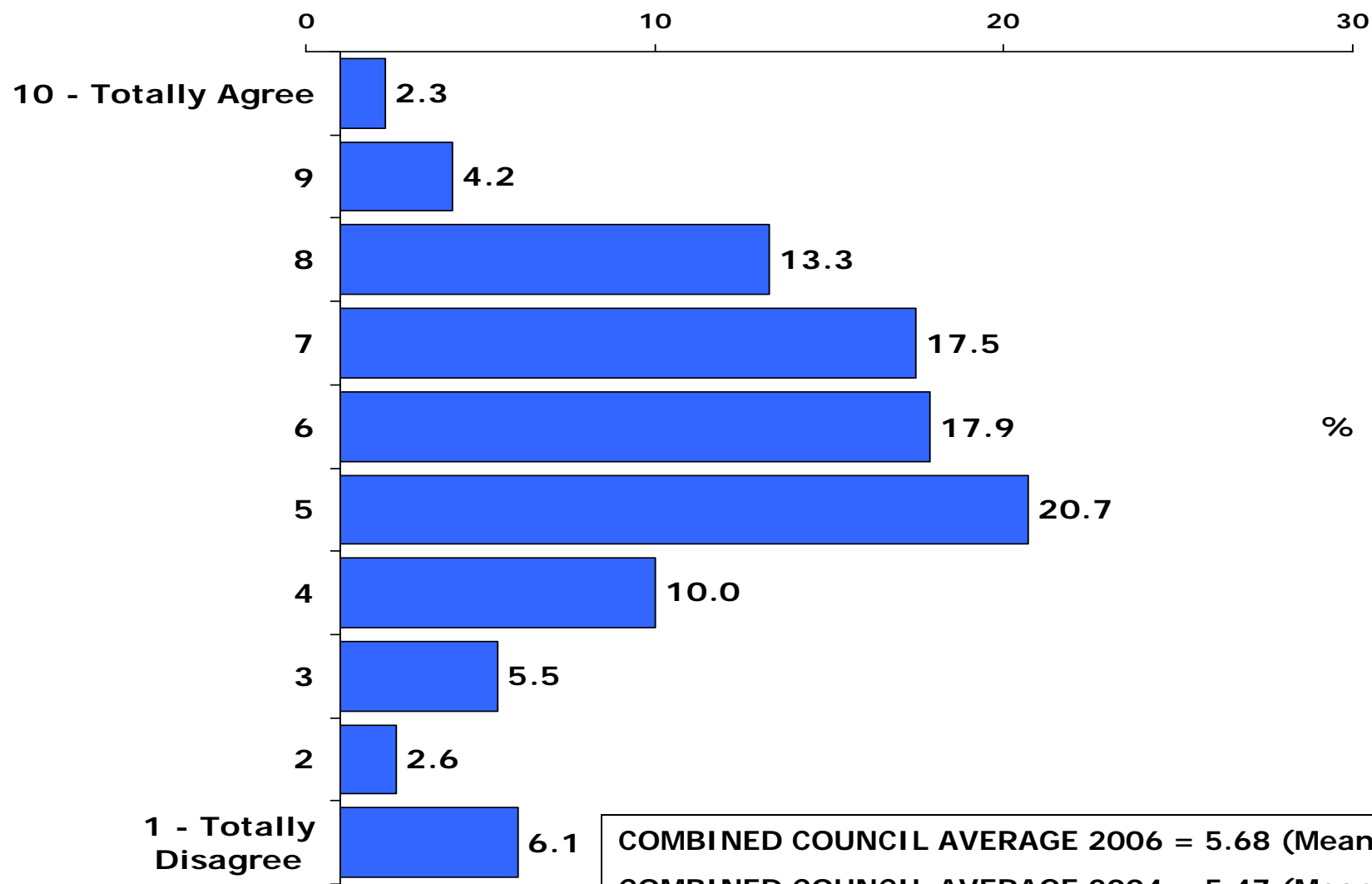
Overall Views of Council Services (All Respondents)

CUSTOMER SATISFACTION INDEX
OVERALL SATISFACTION WITH COUNCIL SERVICES
ALL RESPONDENTS (JULY 2006)



Base: (843)

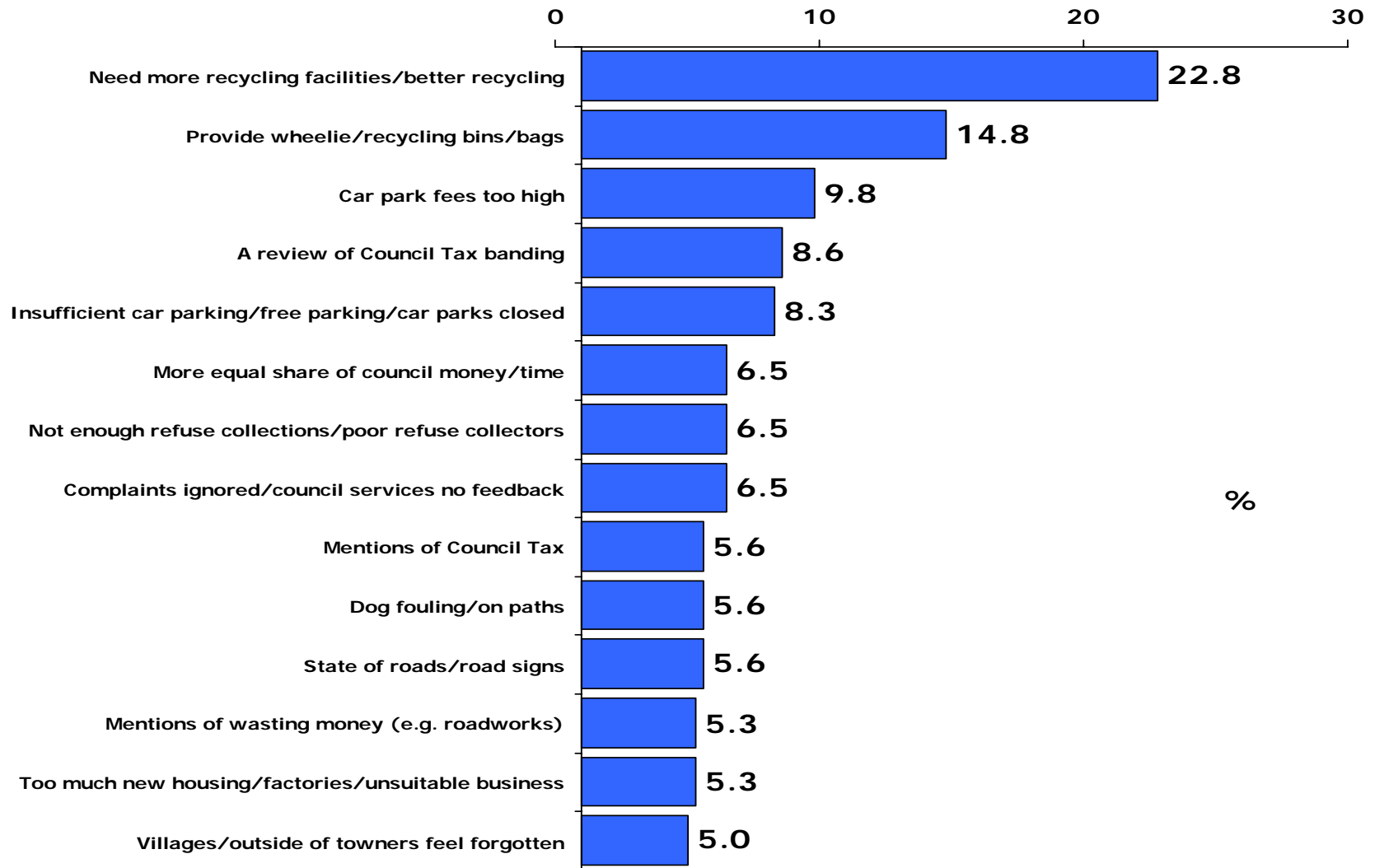
CUSTOMER SATISFACTION INDEX
AGREE/DISAGREE THAT COUNCIL OFFERS VALUE FOR MONEY
ALL RESPONDENTS (JULY 2006)



COMBINED COUNCIL AVERAGE 2006 = 5.68 (Mean Score)
 COMBINED COUNCIL AVERAGE 2004 = 5.47 (Mean Score)
 COMBINED COUNCIL AVERAGE 2002 = 5.84 (Mean Score)

Base: (840)

CUSTOMER SATISFACTION INDEX *ADDITIONAL COMMENTS (JULY 2006)*



%

Mentions 5% or more

Base: (337)

APPENDIX A

(Respondent Profile)

PROFILE

AGE:	%
16 – 25	4.3
26 – 35	8.9
36 – 45	13.6
46 – 54	13.9
56 – 65	26.0
Over 65	33.4
	(870)

SEX:	%
Male	39.9
Female	60.1
	(837)

ETHNICITY:	%
British	98.7
Irish	0.4
White Other	0.4
Black & Black British African	0.2
Indian	0.2
White & Black African	0.1
	(848)

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	849	547	Provision of answer to your problem	821	241
Being put through to the correct dept	850	548	Explanation of a decision made	817	236
Providing a prompt response to enquires	844	542	Keeping promises & commitments	820	235
Professionalism of staff	841	541	Returning your telephone calls	821	234
Knowledge of staff	831	532	<i>Refuse Collection / Recycling</i>		
Provision of answer to problem	838	538	Usability of recycling containers	863	N/A
Explanation of a decision made	830	529	Provision of central recycling points	857	N/A
Keeping promises & commitments	834	529	Range of items allowed for recycling	856	N/A
Returning your telephone calls	823	523	Regular weekly refuse collections	870	N/A
Opening times of SDC offices	797	527	Friendliness of refuse collectors	861	N/A
<i>Council Tax</i>			Helpfulness of refuse collectors	860	N/A
Accuracy of council tax billing	839	239	Not leaving a mess after collection	870	N/A
Being able to contact the relevant person	830	245	Provision of black bags	865	N/A
Professionalism of staff	816	243	Provision of green wheelie bins	859	N/A
Knowledge of staff	809	237			

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	775	543	Provision of answer to your problem	657	242
Being put through to the correct dept	778	545	Explanation of a decision made	651	242
Prompt response to enquiries	772	543	Keeping promises & commitments	648	241
Professionalism of staff	768	543	Returning your telephone calls	647	238
Knowledge of staff	760	537	<i>Refuse Collection / Recycling</i>		
Provision of answer to problem	767	540	Usability of recycling containers	839	N/A
Explanation of a decision made	756	537	Provision of central recycling points	820	N/A
Keeping promises & commitments	756	539	Range of items allowed for recycling	831	N/A
Returning your telephone calls	751	529	Regular weekly refuse collections	850	N/A
Opening times for SDC offices	749	516	Friendliness of refuse collectors	829	N/A
<i>Council Tax</i>			Helpfulness of refuse collectors	828	N/A
Accuracy of council tax billing	677	247	Not leaving a mess after collection	842	N/A
Being able to contact the relevant person	656	246	Provision of black bags	848	N/A
Professionalism of staff	656	244	Provision of green wheelie bins	837	N/A
Knowledge of staff	649	241			

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	867	N/A	Sufficient amount of toilet rolls/soap etc	834	521
Removal of abandoned cars	842	N/A	<i>Leisure Facilities</i>		
Keeping the streets free from dog fouling	865	N/A	Cleanliness of leisure facilities	787	215
Provision same level of service across district	846	N/A	Availability locally of leisure facilities	782	215
Responding quickly to litter/flytipping	845	N/A	Properly qualified staff	783	215
No of litter bins provided	852	N/A	Friendliness of the staff	779	215
<i>Environmental Health</i>			Helpfulness of the staff	782	214
Controlling of health standards in public areas	843	125	Maintenance of the facilities/equipment	782	215
Noise control within your locality	854	125	Value for money	781	215
Atmospheric pollution within your locality	838	124	Feeling safe using the facilities	777	214
Food safety in local premises	850	125	Information provided on SDC facilities or events	774	214
Pest control in your locality	850	126	Suitability of leisure facilities for different ages	777	215
<i>Public Toilets</i>			<i>Play Areas</i>		
Cleanliness & condition of public toilets	842	525	Safety & security of play areas/ equipment	858	340
Number of public toilets	838	524	Cleanliness & condition of play areas/ equipment	854	342
Opening times of public toilets	831	518	Free of dogs/dog mess	862	342
Location of public toilets	830	519	Variety of equipment	850	339
Feeling safe using public toilets	832	519	Adequate provision across the District	853	337
Lighting in public toilets	833	520			

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	839	N/A	Sufficient amount of toilet rolls/soap etc	698	513
Removal of abandoned cars	790	N/A	<i>Leisure Facilities</i>		
Keeping the streets free from dog fouling	825	N/A	Cleanliness of leisure facilities	585	215
Provision same level of service across district	786	N/A	Availability locally of leisure facilities	584	216
Responding quickly to litter/flytipping	776	N/A	Properly qualified staff	583	216
No of litter bins provided	814	N/A	Friendliness of the staff	580	215
<i>Environmental Health</i>			Helpfulness of the staff	581	216
Controlling of health standards in public areas	619	115	Maintenance of the facilities/equipment	580	216
Noise control within your locality	632	115	Value for money	581	216
Atmospheric pollution within your locality	622	117	Feeling safe using the facilities	583	217
Food safety in local premises	626	114	Information provided on SDC facilities or events	577	213
Pest control in your locality	631	121	Suitability of leisure facilities for different ages	557	216
<i>Public Toilets</i>			<i>Play Areas</i>		
Cleanliness & condition of public toilets	709	526	Safety & security of play areas/ equipment	621	346
Number of public toilets	688	506	Cleanliness & condition of play areas/ equipment	620	346
Opening times of public toilets	688	504	Free of dogs/dog mess	619	344
Location of public toilets	694	511	Variety of equipment	618	344
Feeling safe using public toilets	696	512	Adequate provision across the District	609	332
Lighting in public toilets	698	513			

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	763	N/A	Provision of answer to your problem	546	208
Provision same level of service across district	733	N/A	Explanation of decision made	546	209
Personal safety in Stratford's parks	747	N/A	Keeping promises & commitments	543	206
Amount of seating available	751	N/A	Returning your telephone calls	544	206
<i>Planning</i>			<i>Housing</i>		
Receiving advice from planning staff pre application	550	209	Availability of affordable housing across the District	531	98
Time taken to make decision on an application	545	208	Being able to contact relevant person in housing	517	99
Providing a quick response to enquiries	550	212	Professionalism of housing staff	515	98
Any objections made to planning application	541	202	Knowledge of housing staff	510	96
Being kept informed on a regular basis	550	211	Provision of answer to problem	512	99
Building of schools in line with housing developments	545	203	Explanation of a decision made	513	98
Amount of information the Council provides on the future development of District	550	205	Keeping promises & commitments	510	97
Consultation on planning policies	546	205	Returning your telephone calls	511	98
Being able to contact relevant person in planning	544	207			
Accessibility of planning staff	543	208			
Professionalism of planning staff	544	207			
Knowledge of planning staff	541	204			

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	214
Provision same level of service across district	845	N/A	Explanation of decision made	654	213
Personal safety in Stratford's parks	855	N/A	Keeping promises & commitments	655	215
Amount of seating available	837	N/A	Returning your telephone calls	654	215
<i>Planning</i>			<i>Housing</i>		
Receiving advice from planning staff over the telephone	674	217	Availability of affordable housing across the District	627	101
Time taken to make a planning decision	669	216	Being able to contact relevant person in housing	623	100
Providing a quick response to enquiries	666	216	Professionalism of housing staff	619	99
Any objections made to planning application are considered	656	215	Knowledge of housing staff	617	98
Being kept informed on a regular basis	661	217	Provision of answer to problem	620	98
Building of schools in line with housing developments	658	215	Explanation of a decision made	616	98
Amount of information the Council provides on the future development of District	663	216	Keeping promises & commitments	618	98
Being consulted on the Districts planning policies	658	216	Returning your telephone calls	618	98
Being able to contact relevant person in planning	658	215			
Accessibility of planning staff	657	216			
Professionalism of planning staff	657	216			
Knowledge of planning staff	654	215			

BASE SIZES - IMPORTANCE (VII)

<i>Parking</i>	<i>All</i>	<i>Users</i>
Safety and security of car parks	826	692
Lighting of car parks	823	692
Cost of car parking	826	691
Road signs directing you to car parks	814	684
Amount of car parking in the town centre	819	688
Understanding rules & charges	814	686
Numbers of spaces for disabled people/people with children	803	668
Free parking in Council car parks outside Stratford-upon-Avon	812	678
Provision of Park & Ride in the District	810	678

BASE SIZES - SATISFACTION (VIII)

<i>Parking</i>	<i>All</i>	<i>Users</i>
Safety and security of car parks	826	693
Lighting of car parks	823	690
Cost of car parking	826	691
Road signs directing you to car parks	814	690
Amount of car parking in the town centre	819	694
Understanding rules & charges	814	683
Numbers of spaces for disabled people/people with children	803	671
Free parking in Council car parks outside Stratford-upon-Avon	812	676
Provision of Park & Ride in the District	810	668