



Customer Satisfaction Index July 2008

RESULTS

Introduction

This report presents the results for the Customer Satisfaction Index survey undertaken in July 2008.

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 over time, focus groups have been held over the last few years. The first part of the discussions 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 named residents off the edited electoral role. 895 questionnaires (2 less than 2006) were returned in the timeframe allowed (52 were undelivered for various reasons). A response rate of 18.1% 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 74.3%, an increase of 1.0% on 2006.
- The highest rated score for a service is 80.4% - refuse and recycling. The lowest rated services are planning (69.4%), then parking and public toilets (both 70.6%).
- Two services have improved their CSI score by more than 3% compared with the last survey – street cleaning and parking. Four service scores went down compared with 2006 – parks & open spaces, council tax, leisure facilities, and play areas.
- Compared against all 97 requirements used, the five highest scoring (with the lowest gap) were: *the friendliness of refuse collectors; the helpfulness of refuse collectors; opening times of SDC offices; the provision of green wheelie bins; and the provision of plastic refuse sacks.*
- The lowest scoring, which are the top priorities for improvement (with the highest gap) were: *the cost of car parking; the amount of car parking in the town centre; the number of public toilets available in the District; free of dogs/dog mess; and the range of items allowed for recycling.*

Summary of Findings (II)

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

- The overall satisfaction score for users of Council services in 2008 is 70.4%, a 0.5% decrease on 2006.
- The highest rated score for users of a service is for council tax (75.4%), with the lowest being planning (62.1%).
- Compared with 2006, the satisfaction of residents rose by 2.7% for those who had used the parking service and environmental health (up 2.4%). Three services saw a decrease in their user CSI score: council tax (-3.0%), play areas (-2.0%) and planning (-1.8%).
- The highest rated service aspects for users were the *opening times of SDC offices, feeling safe using SDC's leisure facilities, the provision of park & ride in the District, the friendliness of leisure staff, and the information provided on SDC's leisure facilities and events.*
- The lowest rated aspects for users were the *cost of car parking, being consulted on the Districts planning policies, the availability of affordable housing across the District, providing a quick response to planning enquiries, and the amount of Council feedback on the future development of the District.*

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 environmental health users was the “noise control within the locality” and “being consulted on the Districts planning policies”): -

| Service | Best Aspect | Worst Aspect |
|--------------------------------------|--|--|
| The Council in General | Opening times of SDC offices | Keeping promises and commitments |
| Council Tax | Professionalism of staff | Accuracy of council tax billing |
| Environmental Health | Atmospheric pollution control | Controlling of health standards in public areas |
| Housing | Knowledge 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 | Amount of seating available | Provision of the same level of service across District |
| Planning | Receiving advice & information from planning staff | Amount of Council feedback on future development of District |
| Play Areas | Variety of equipment available in play areas | Free of dogs / dog mess |
| Public Toilets | Lighting in public toilets | Number of public toilets available in the District |
| 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 using the CSI approach in 2008 is 6.52, 0.10 lower than that achieved in 2006.
- Respondents were asked to make additional comments. The top three mentions are the need for more recycling facilities / better recycling (17%), not enough refuse collections (10%), insufficient car parking/car parks closed (9%), and car park fees too high (9%).

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.

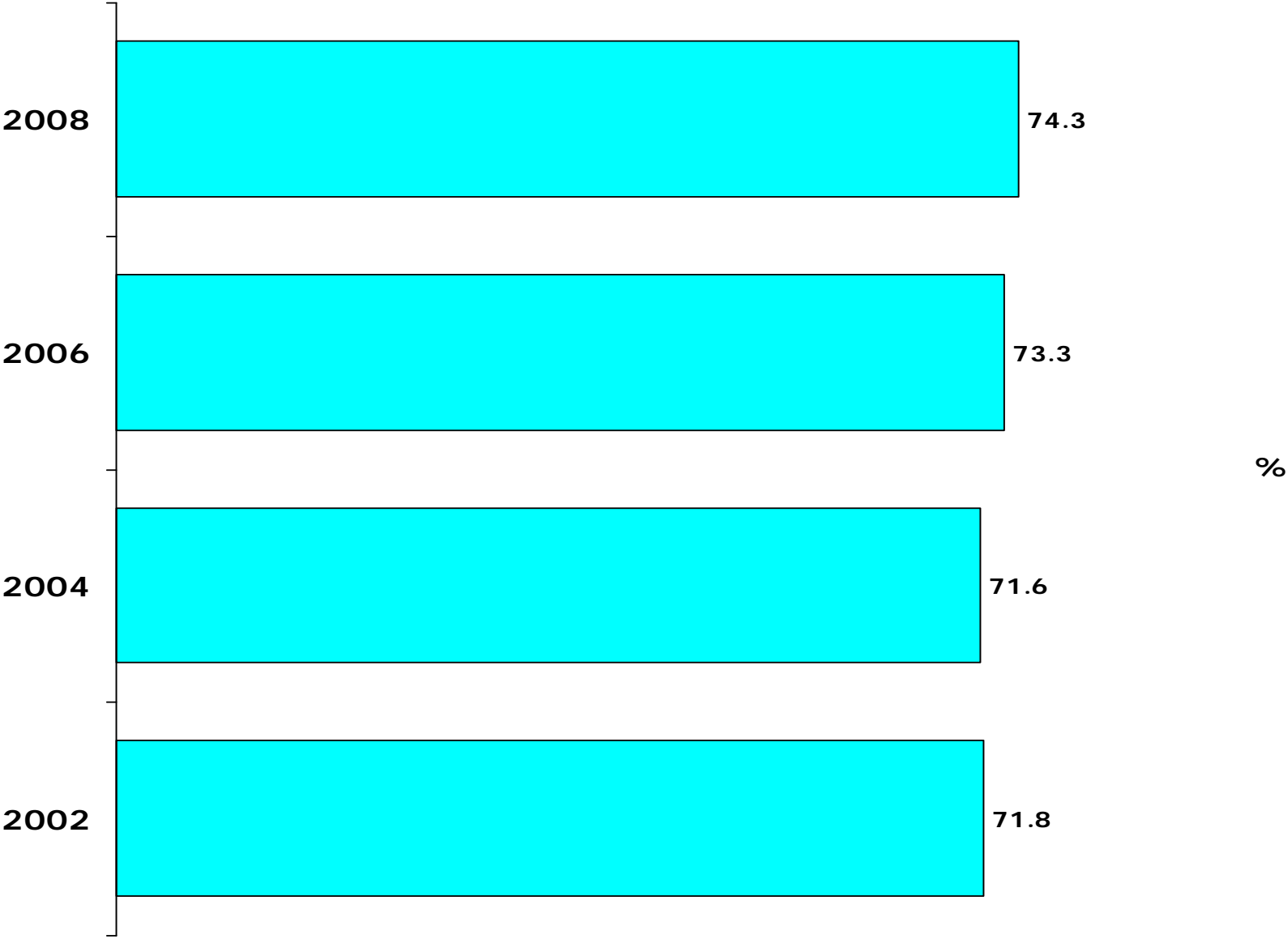
Step 4. Add up the weighted satisfaction scores.

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

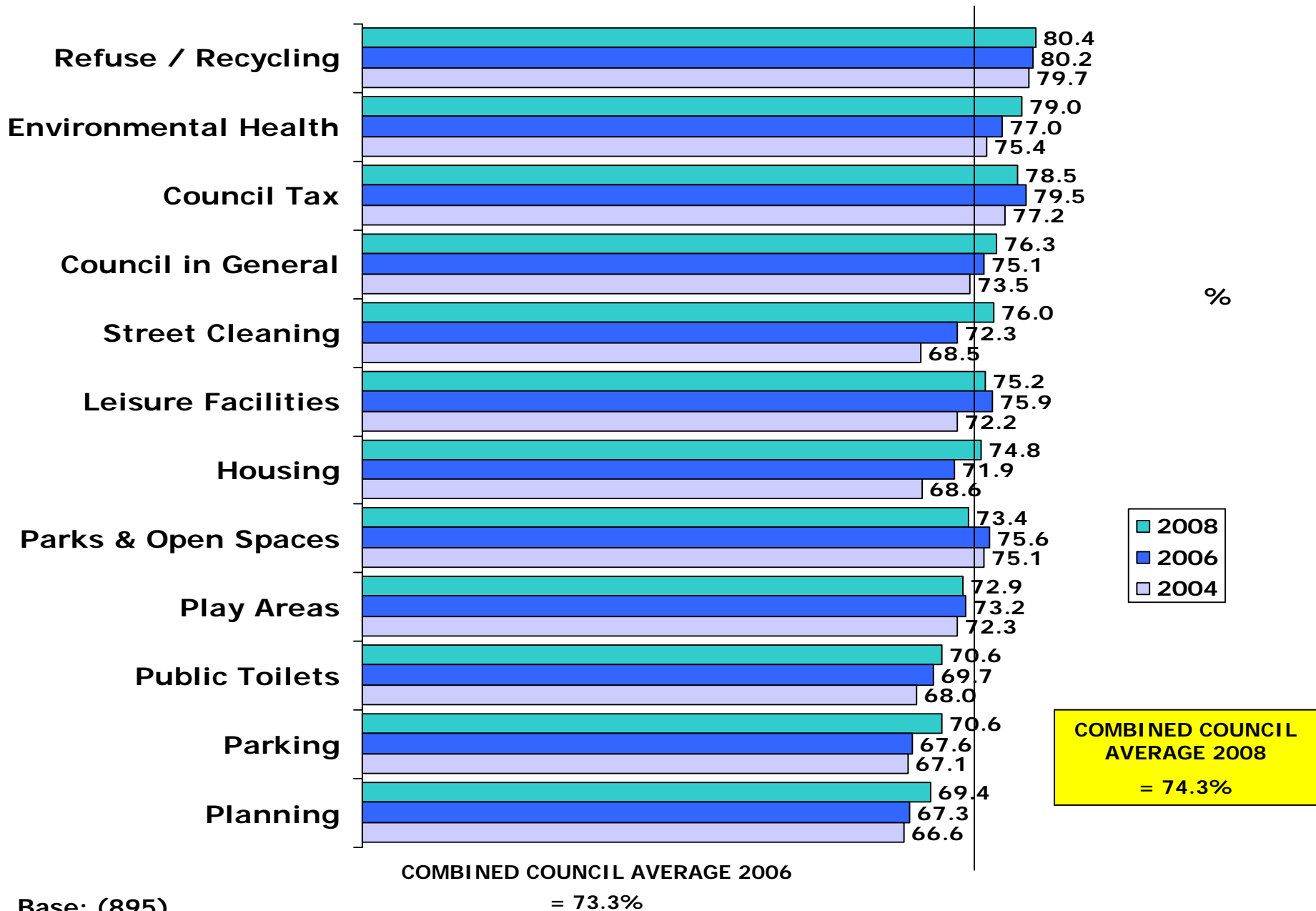
When using the 10 point scale for satisfaction, 7 is regarded as an "acceptable performance", with 8 and above being the target to be achieved in the future.

Overall Results For Each Service

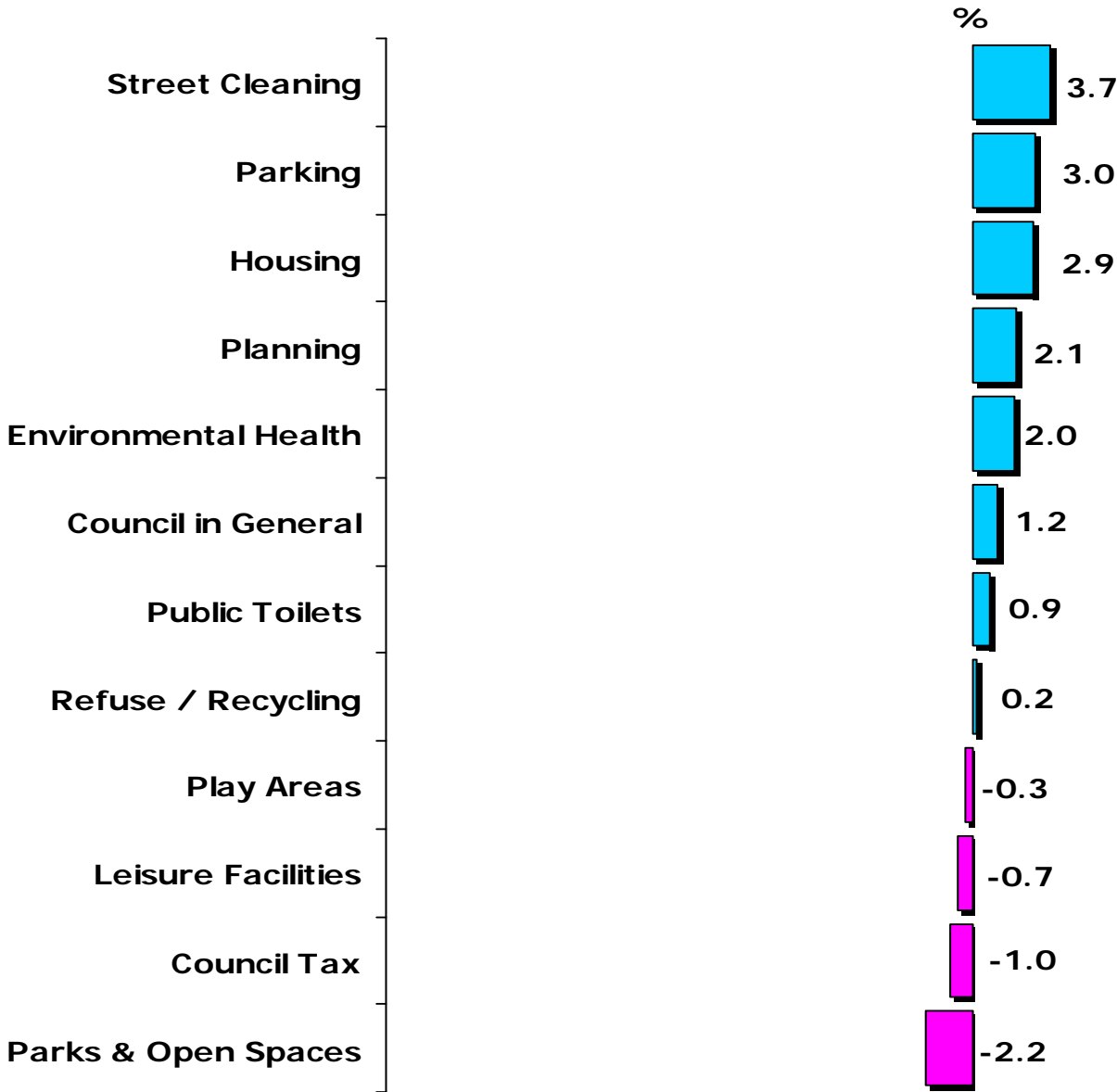
OVERALL CUSTOMER SATISFACTION INDEX SCORES COMBINED COUNCIL AVERAGE - ALL RESPONDENTS (02-08)



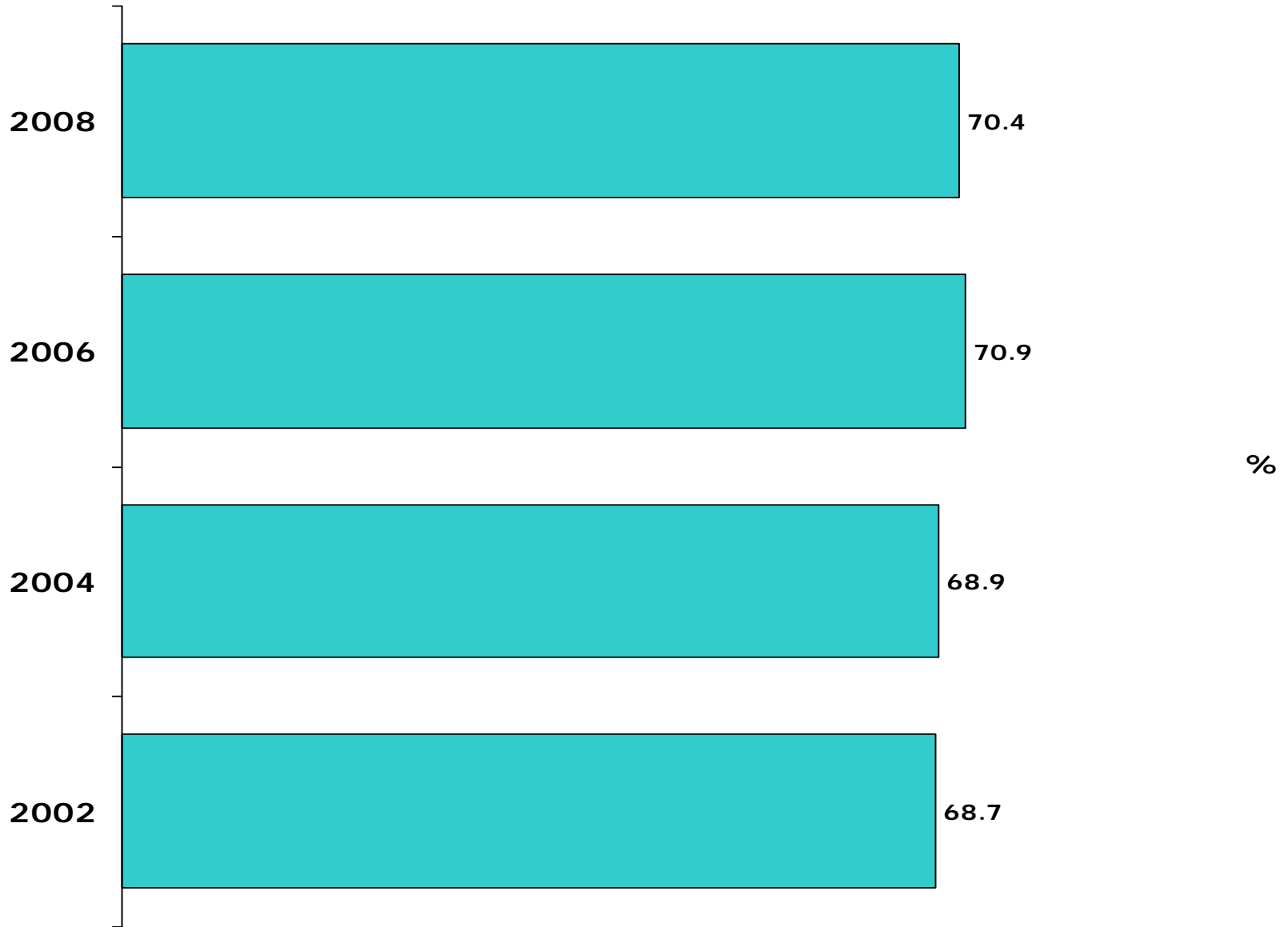
OVERALL CUSTOMER SATISFACTION INDEX SCORES BY SERVICE - ALL RESPONDENTS (JULY 2008)



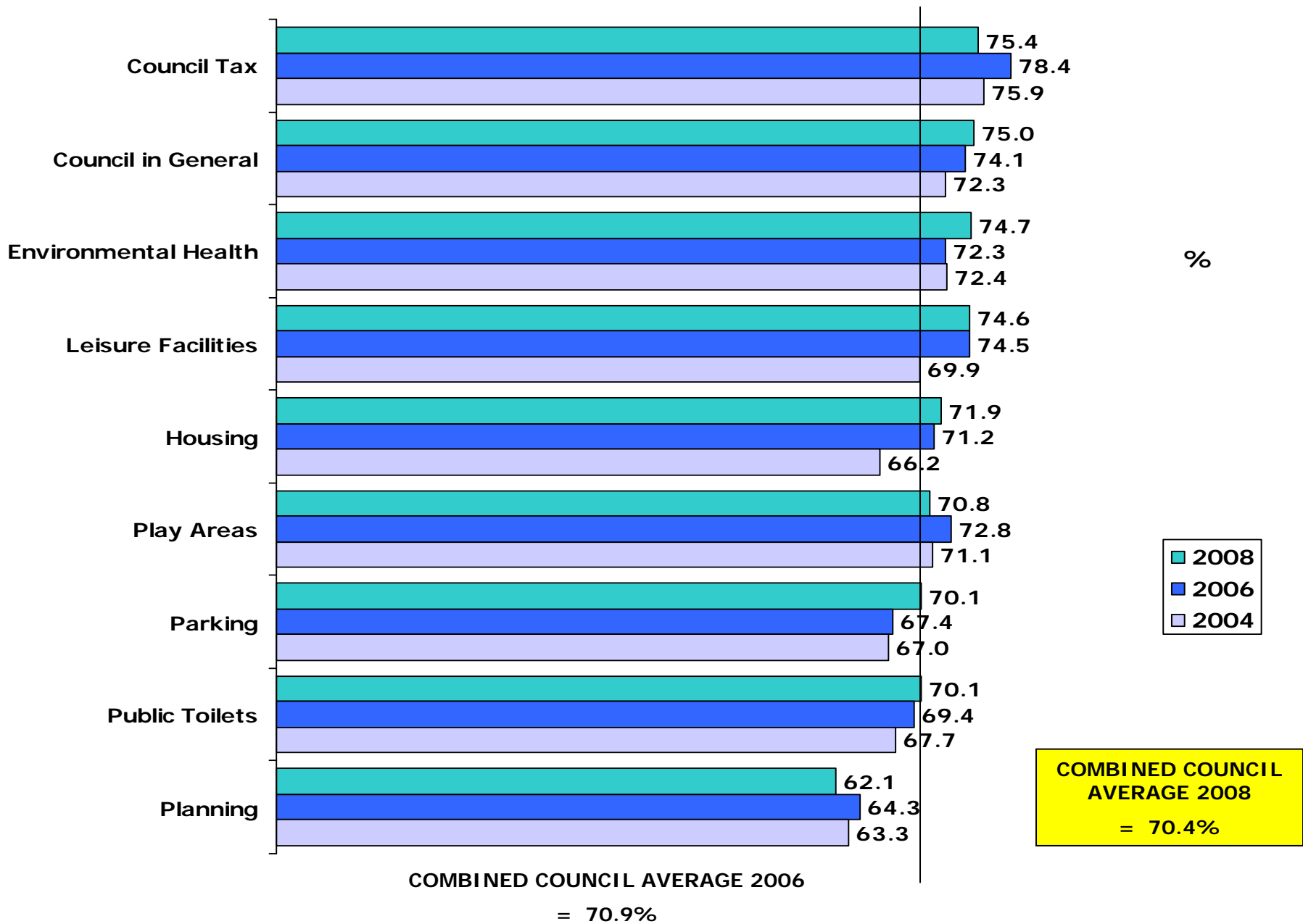
SERVICE COMPARISON OF 2008 CSI SCORE VS 2006 CSI SCORE ALL RESPONDENTS (difference in % score)



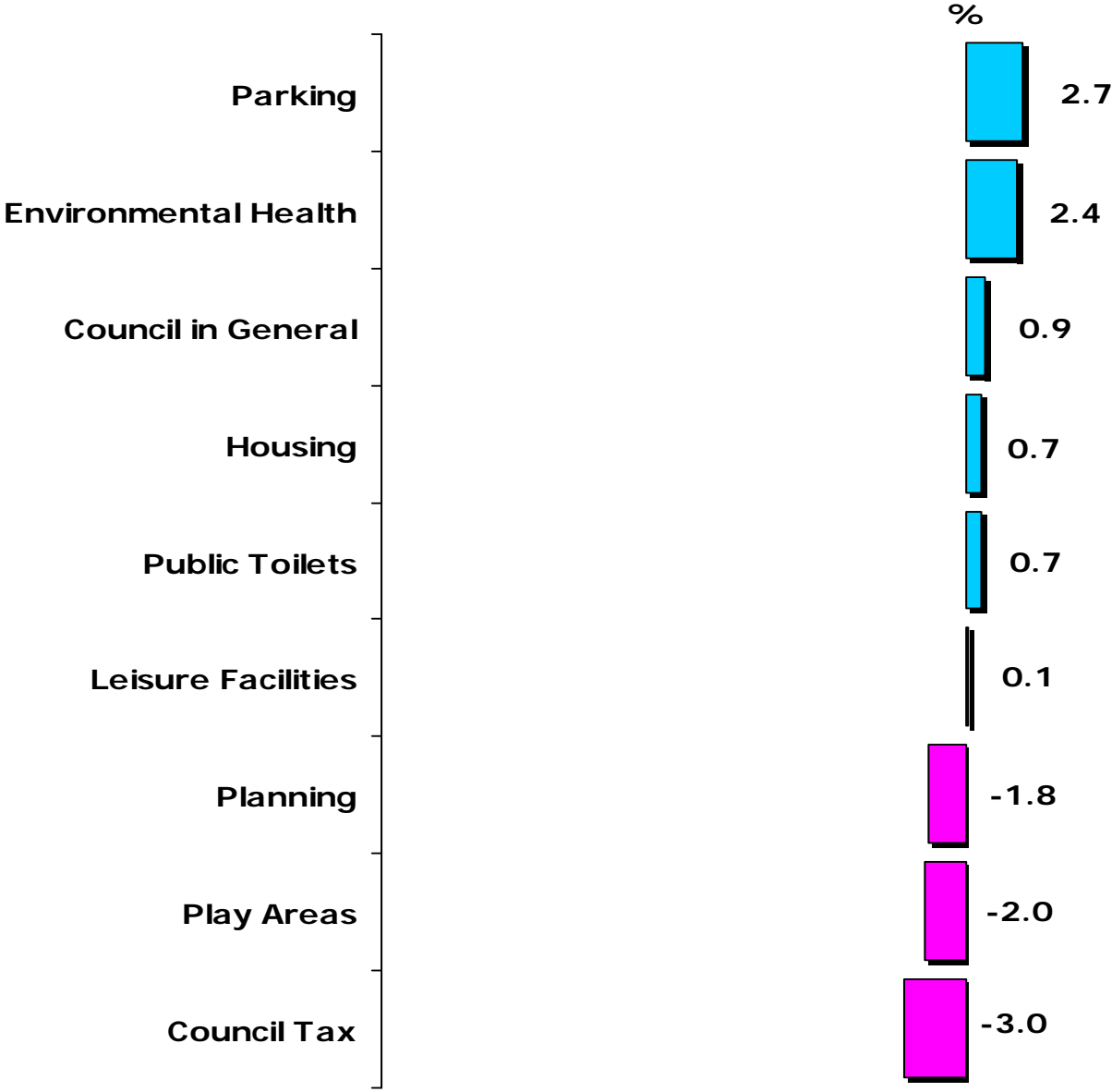
OVERALL CUSTOMER SATISFACTION INDEX SCORES COMBINED COUNCIL AVERAGE - USERS (02-08)



OVERALL CUSTOMER SATISFACTION INDEX SCORES BY SERVICE - USERS (JULY 2008)



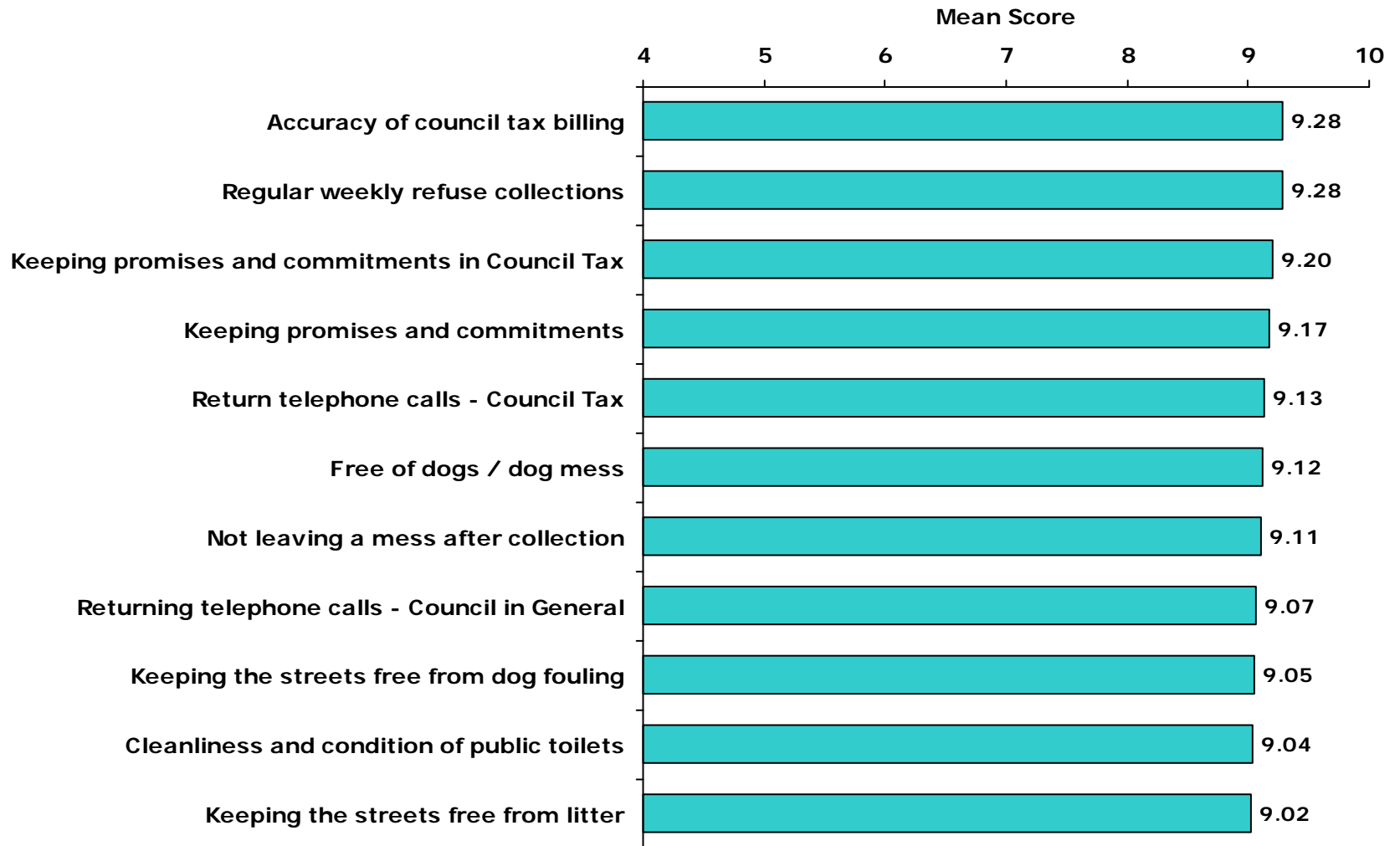
SERVICE COMPARISON OF 2008 CSI SCORE VS 2006 CSI SCORE USERS (difference in % score)



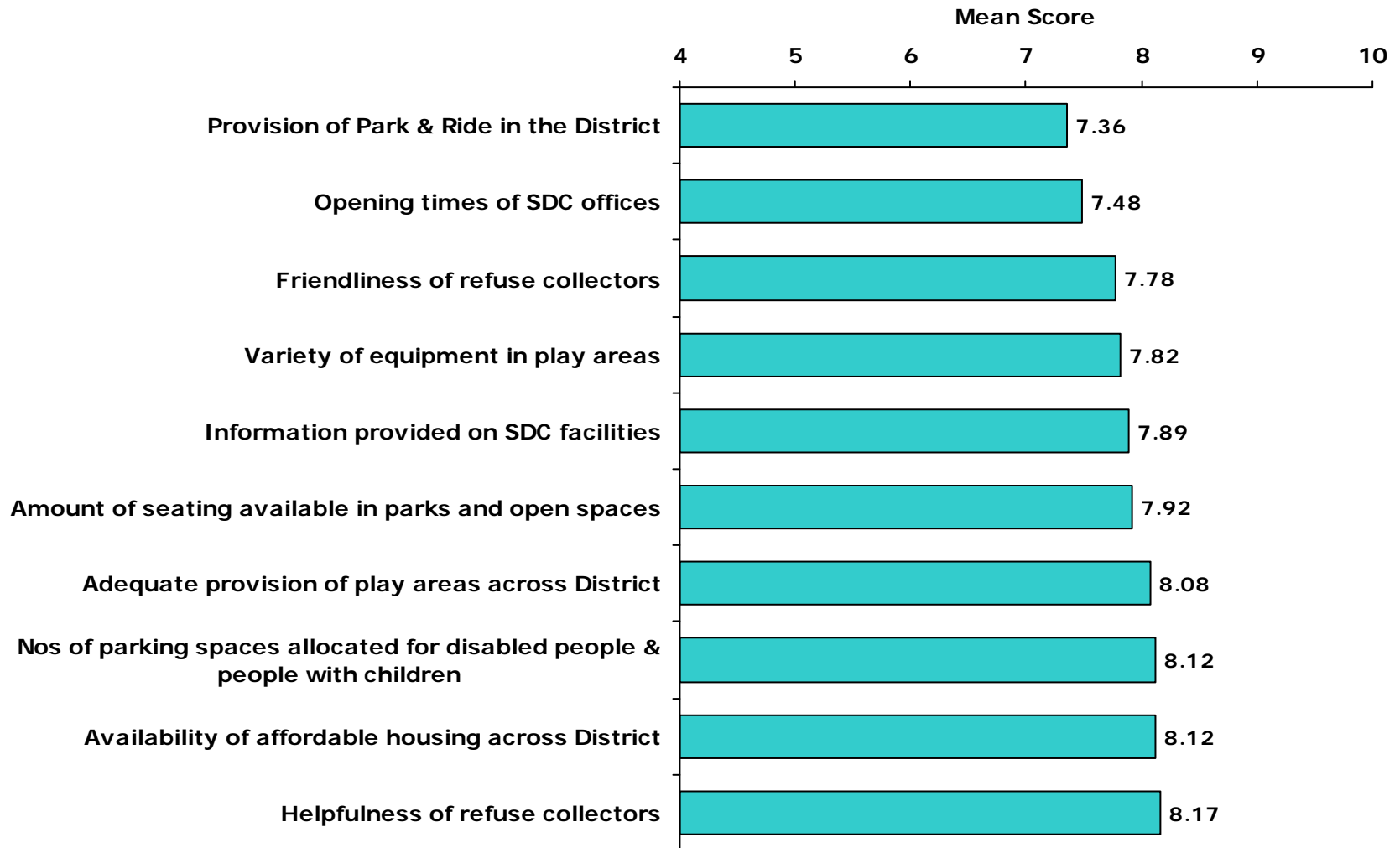
Individual Results By Service (All Respondents)

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

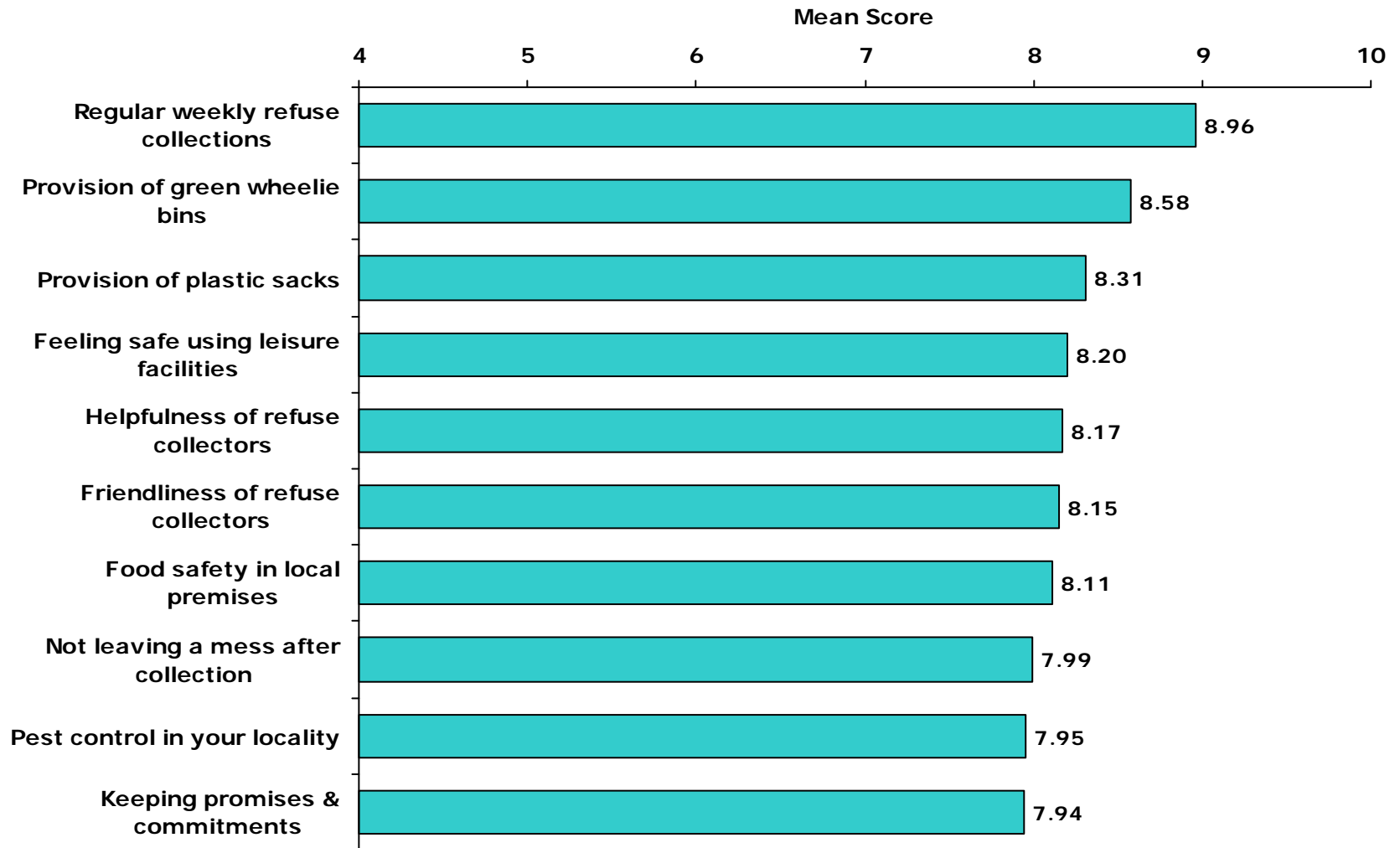
TOP 10 MOST IMPORTANT INDIVIDUAL PRIORITIES ACROSS ALL SERVICES 2008 (ALL RESPONDENTS)



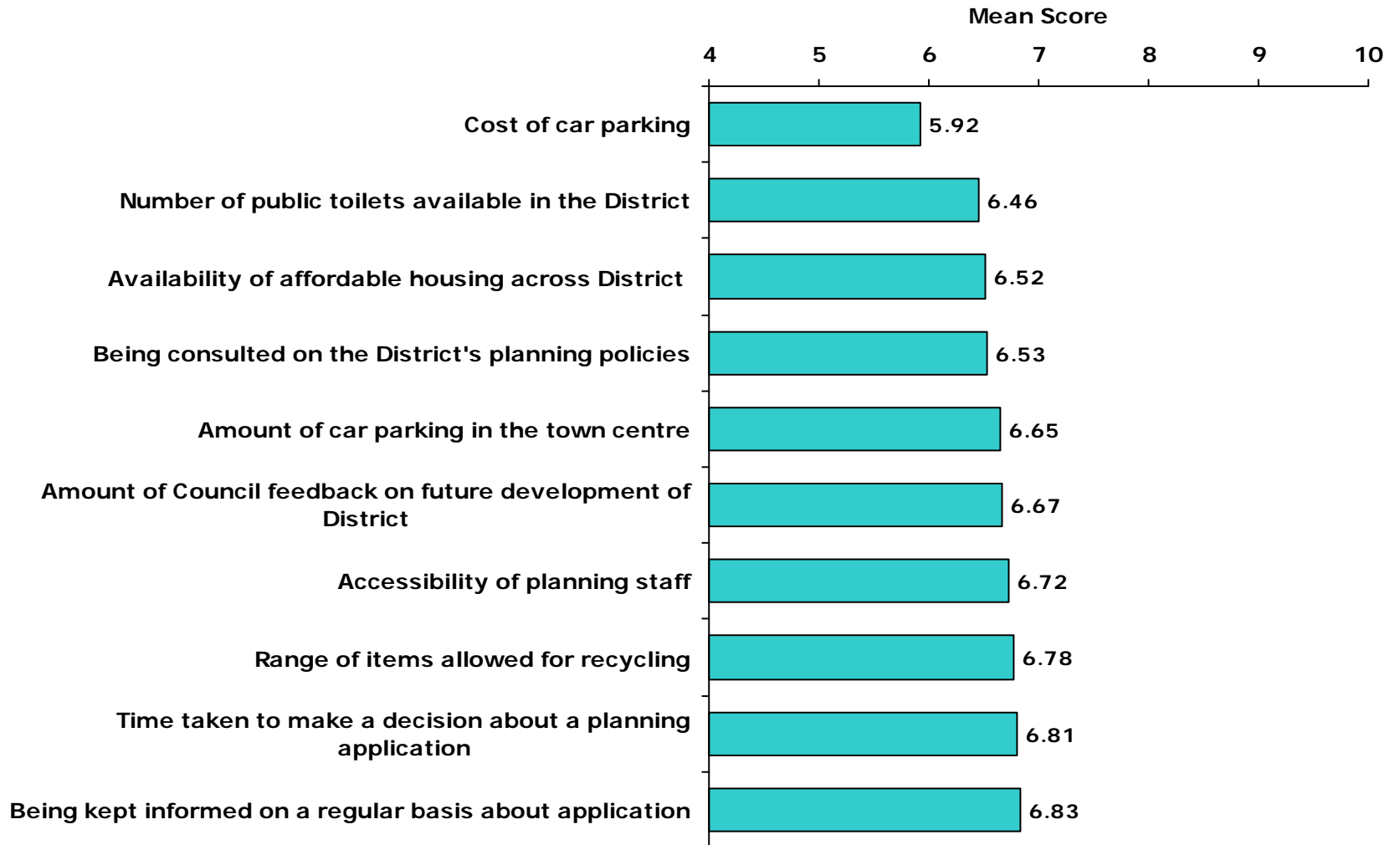
TOP 10 LEAST IMPORTANT INDIVIDUAL PRIORITIES ACROSS ALL SERVICES 2008 (ALL RESPONDENTS)



TOP 10 PRIORITIES RESIDENTS MOST SATISFIED WITH - ACROSS ALL SERVICES 2008 (ALL RESPONDENTS)



TOP 10 PRIORITIES RESIDENTS LEAST SATISFIED WITH - ACROSS ALL SERVICES 2008 (ALL RESPONDENTS)



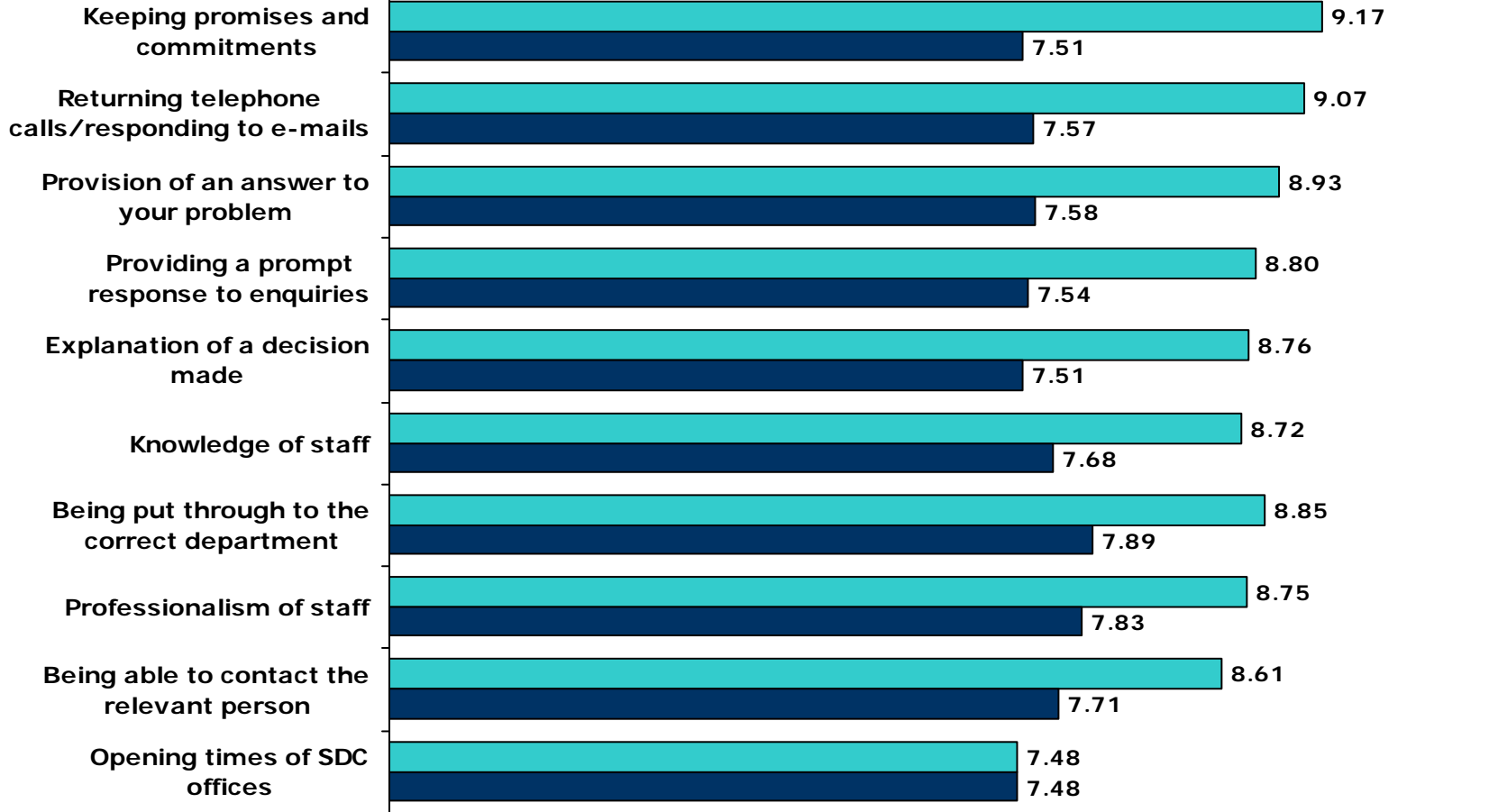
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

THE COUNCIL IN GENERAL - ALL RESPONDENTS

(JULY 2008)

Mean Score

4 5 6 7 8 9 10



CSI Score for Council in General = 76.3%

■ Importance ■ Satisfaction

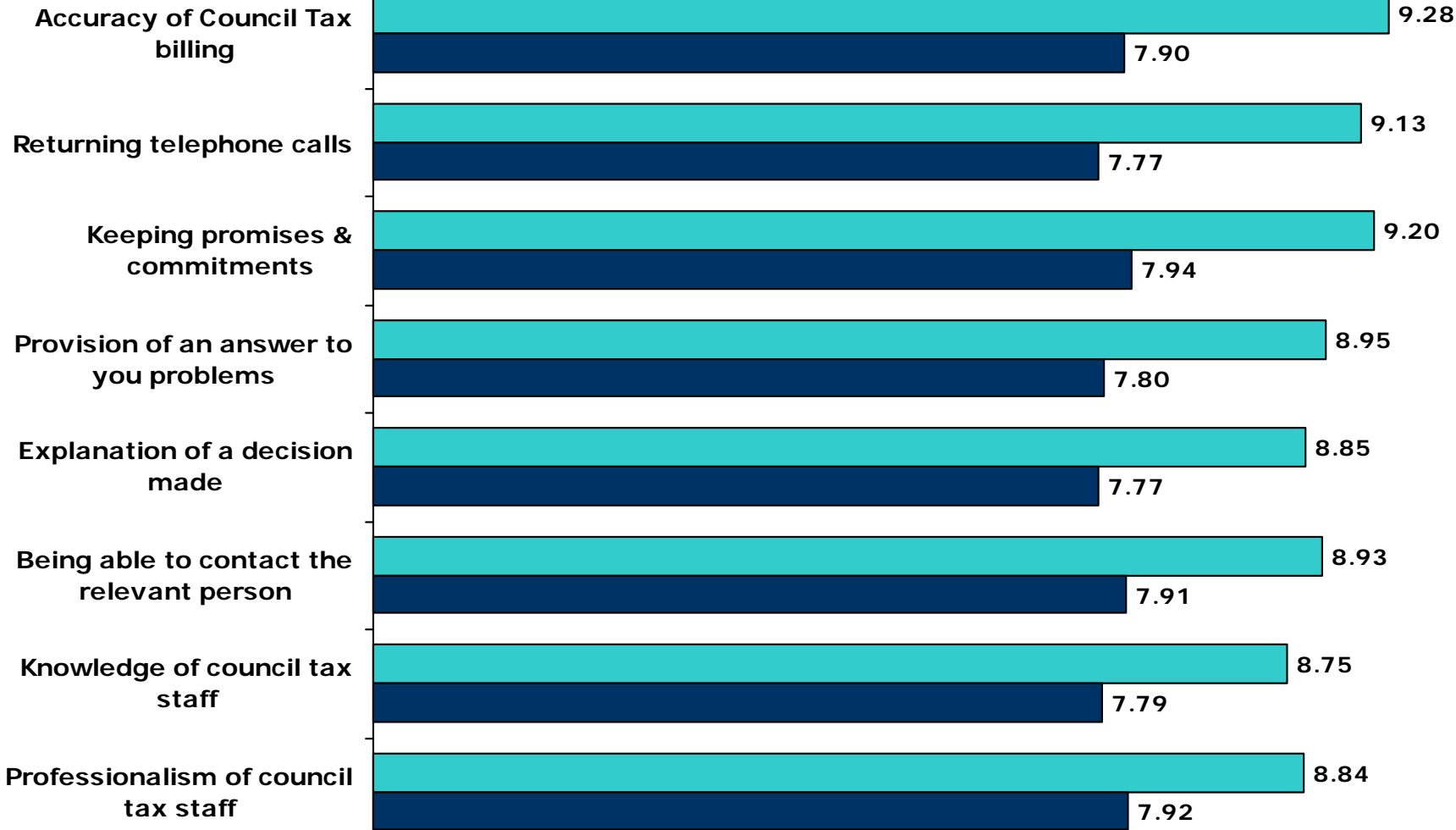
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

COUNCIL TAX - ALL RESPONDENTS

(JULY 2008)

Mean Score

4 5 6 7 8 9 10

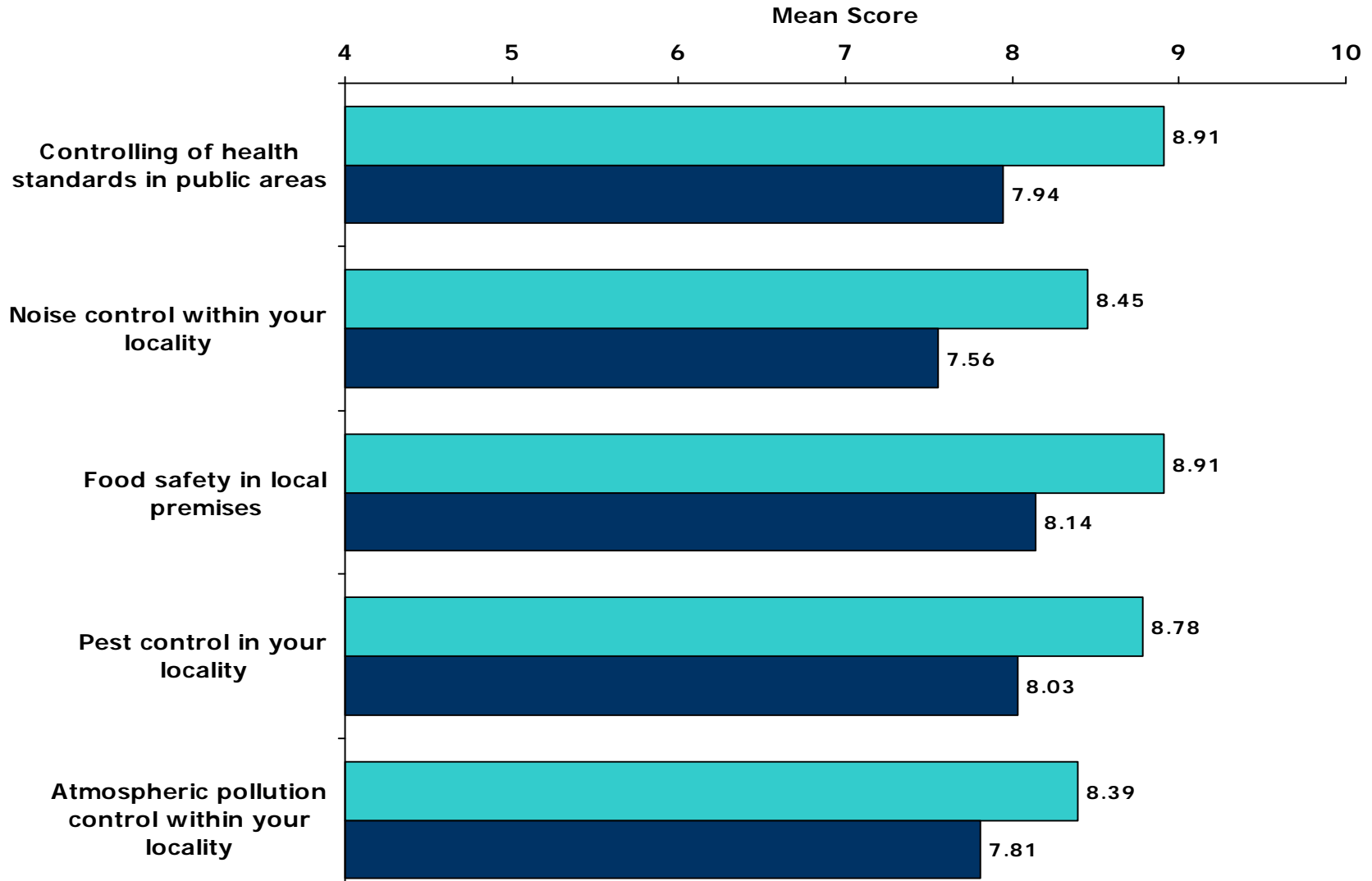


BASE: (See Appendix)

CSI Score for Council Tax = 78.5%

■ Importance ■ Satisfaction

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
ENVIRONMENTAL HEALTH – ALL RESPONDENTS
(JULY 2008)



CSI Score for Environmental Health= 79.0%

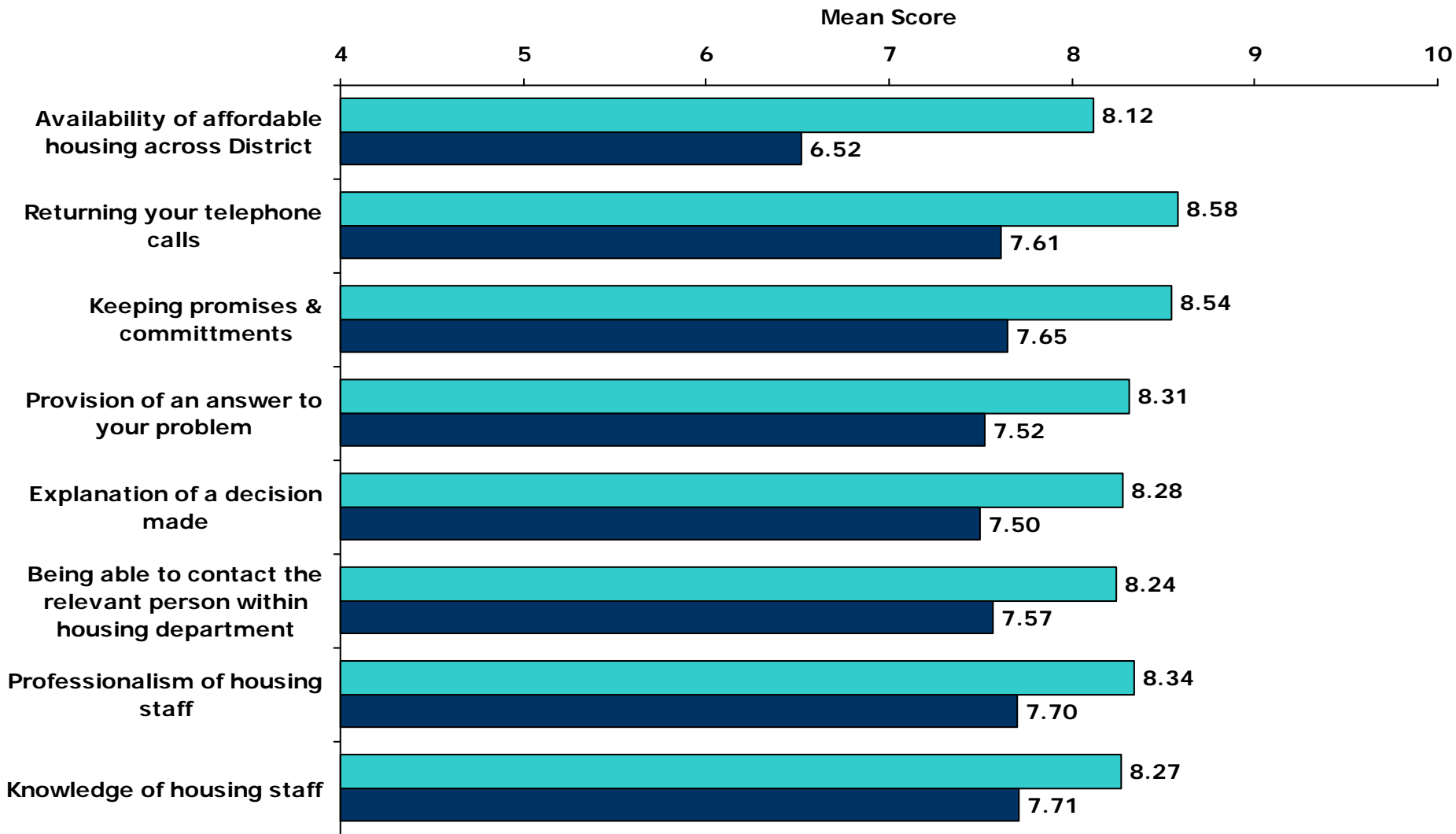
Importance Satisfaction

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

HOUSING - ALL RESPONDENTS

(JULY 2008)



CSI Score for Housing= 74.8%

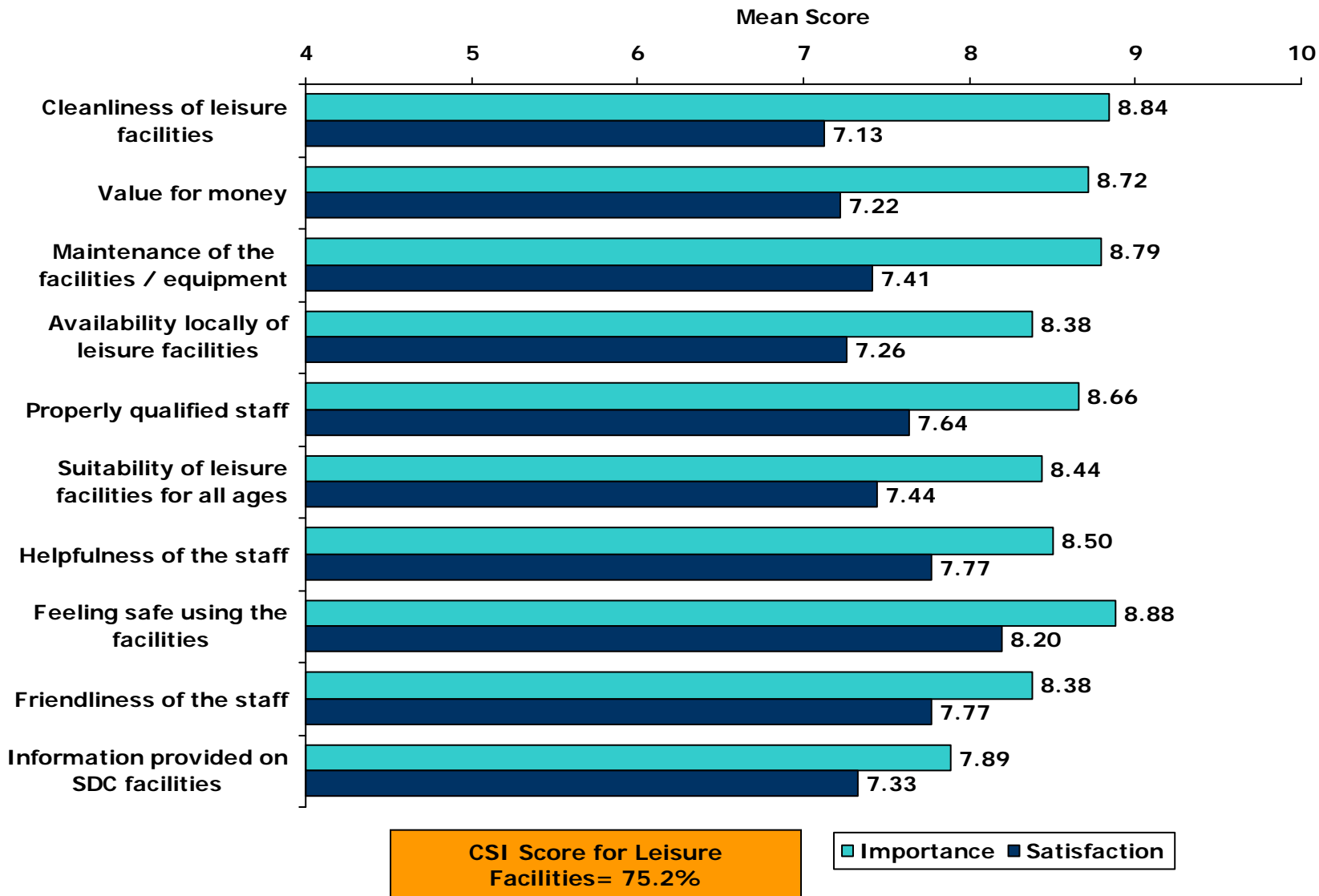
■ Importance ■ Satisfaction

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

LEISURE FACILITIES - ALL RESPONDENTS

(JULY 2008)

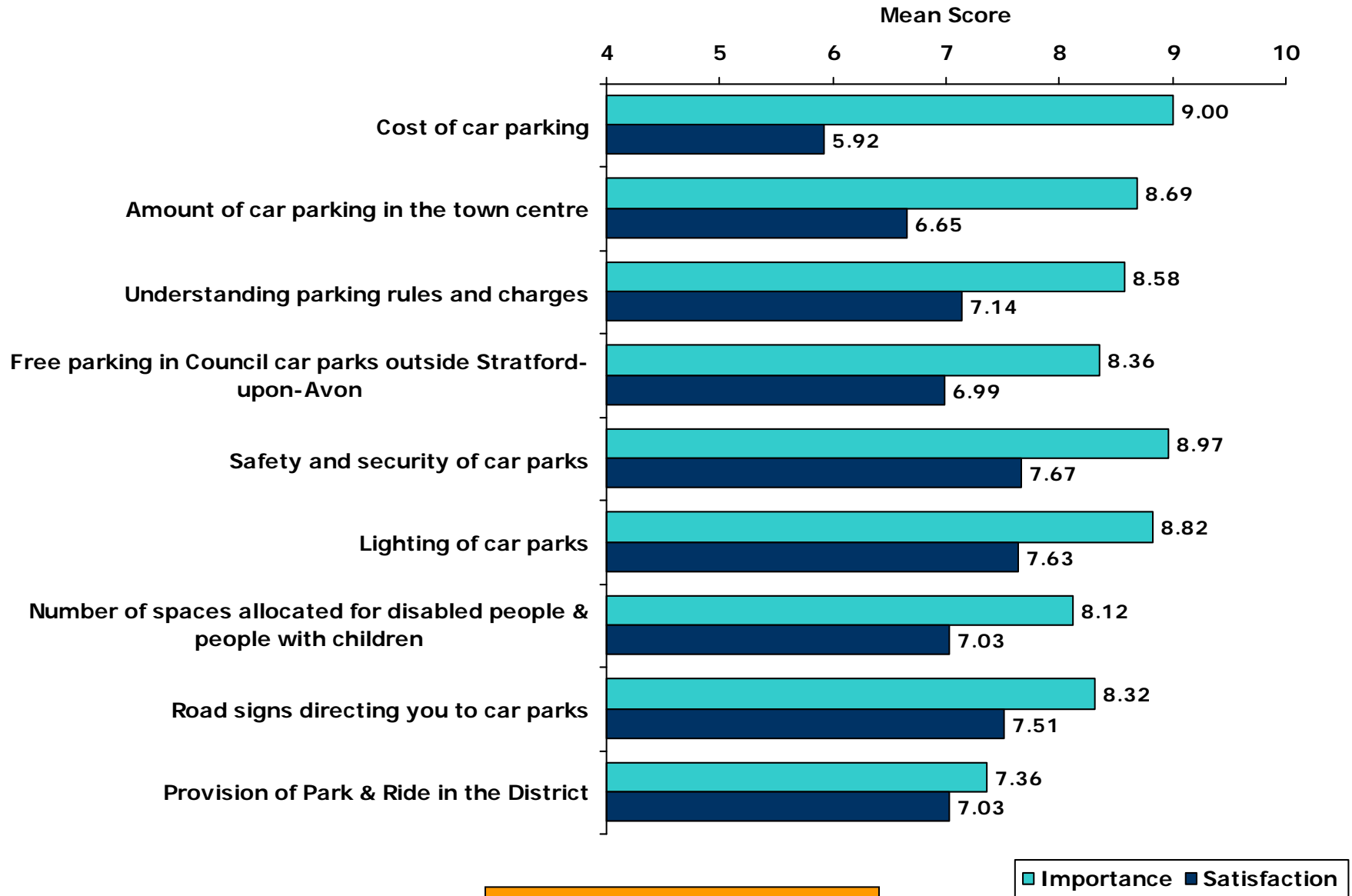


BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PARKING - ALL RESPONDENTS

(JULY 2008)



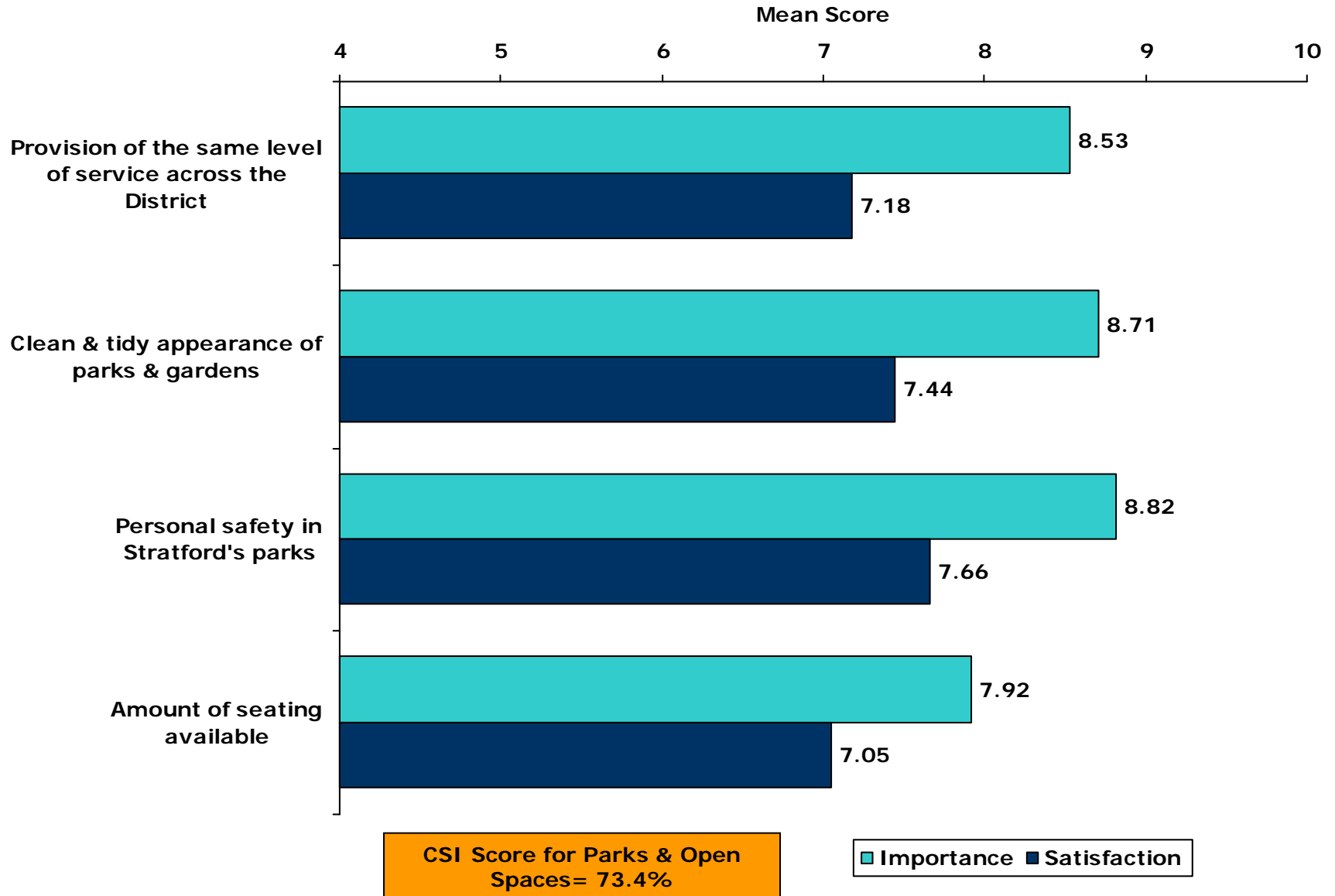
CSI Score for Parking = 70.6%

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PARKS & OPEN SPACES - ALL RESPONDENTS

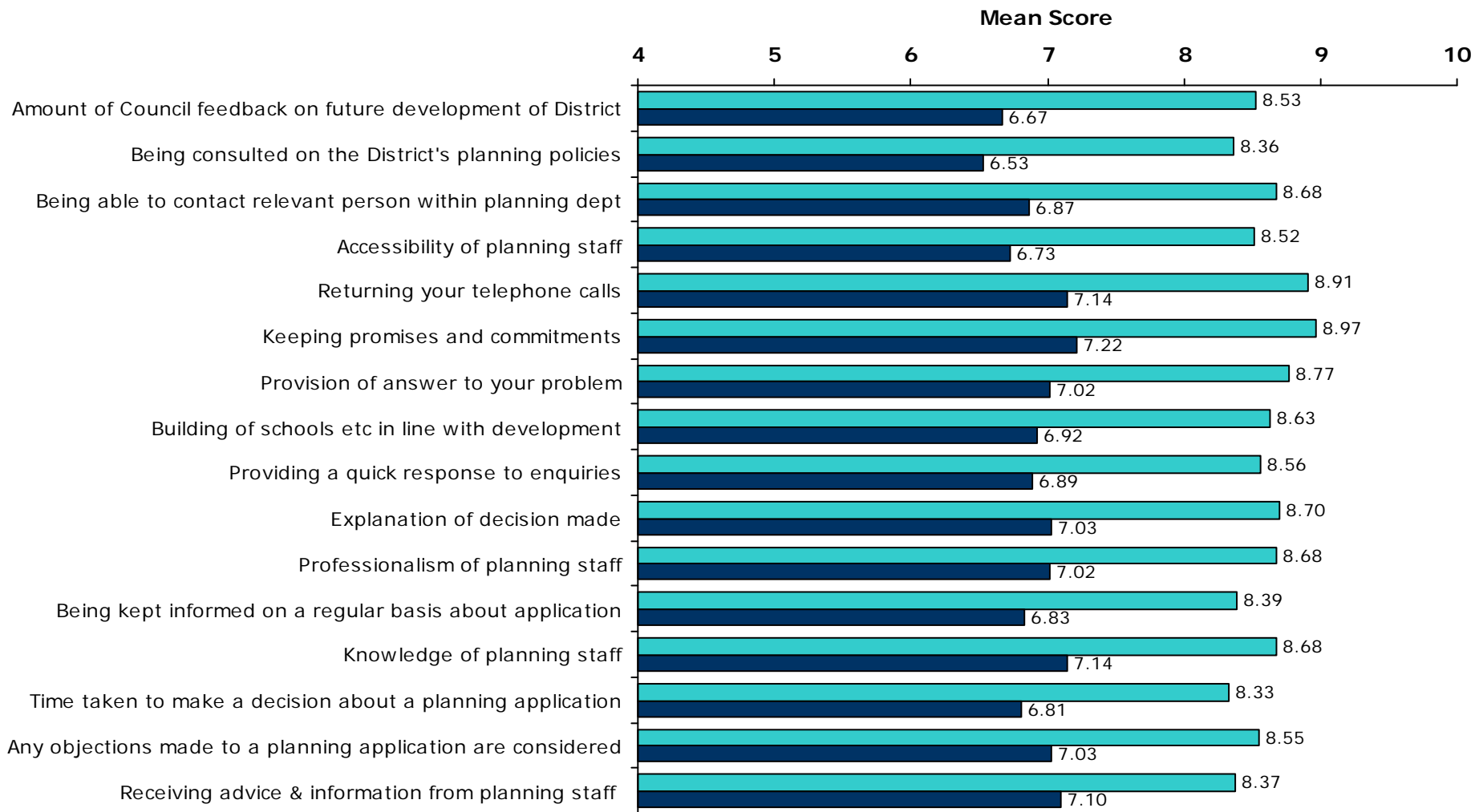
(JULY 2008)



CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PLANNING – ALL RESPONDENTS

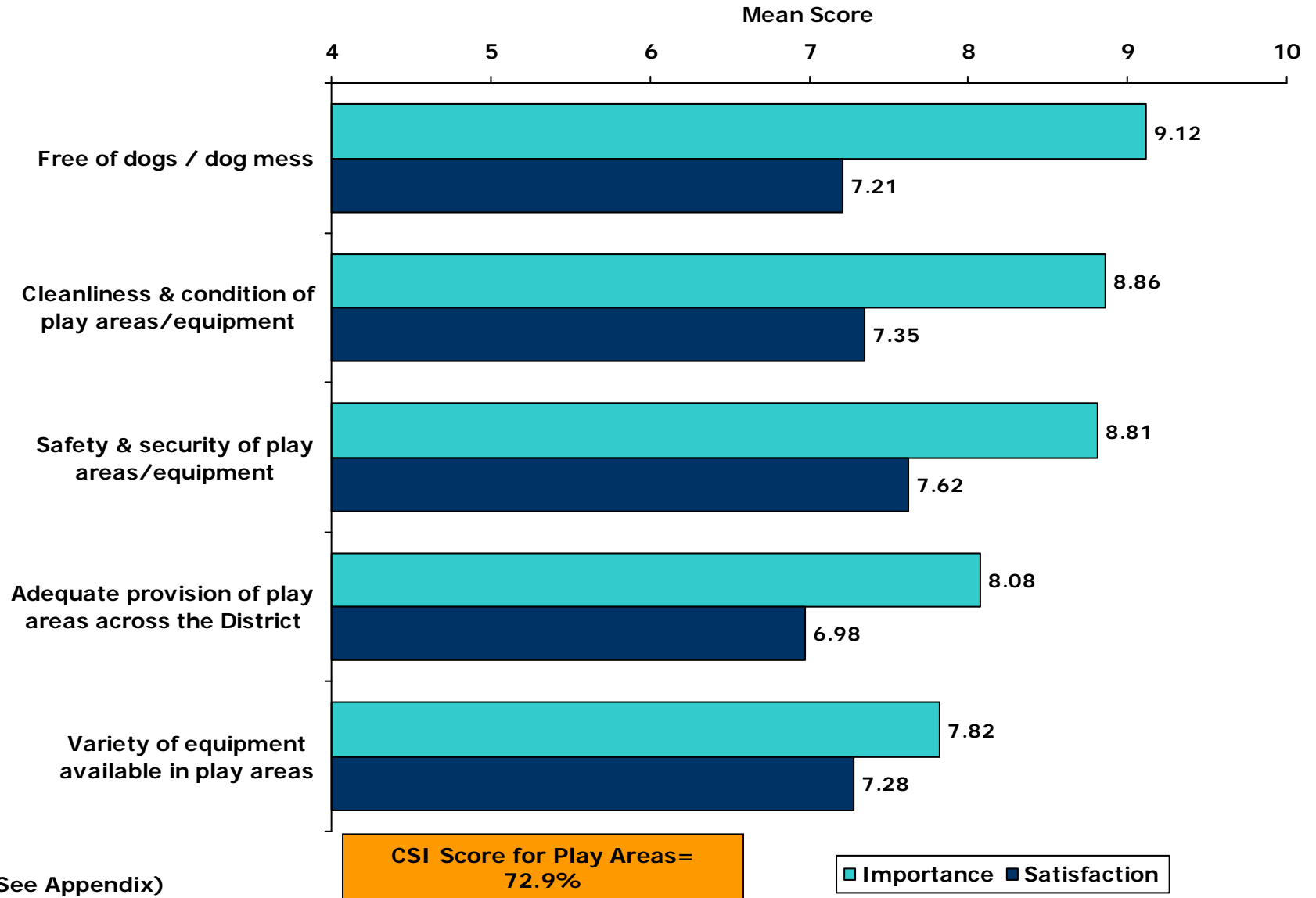
(JULY 2008)



CSI Score for Planning= 69.4% ■ Importance ■ Satisfaction

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
PLAY AREAS – ALL RESPONDENTS
(JULY 2008)

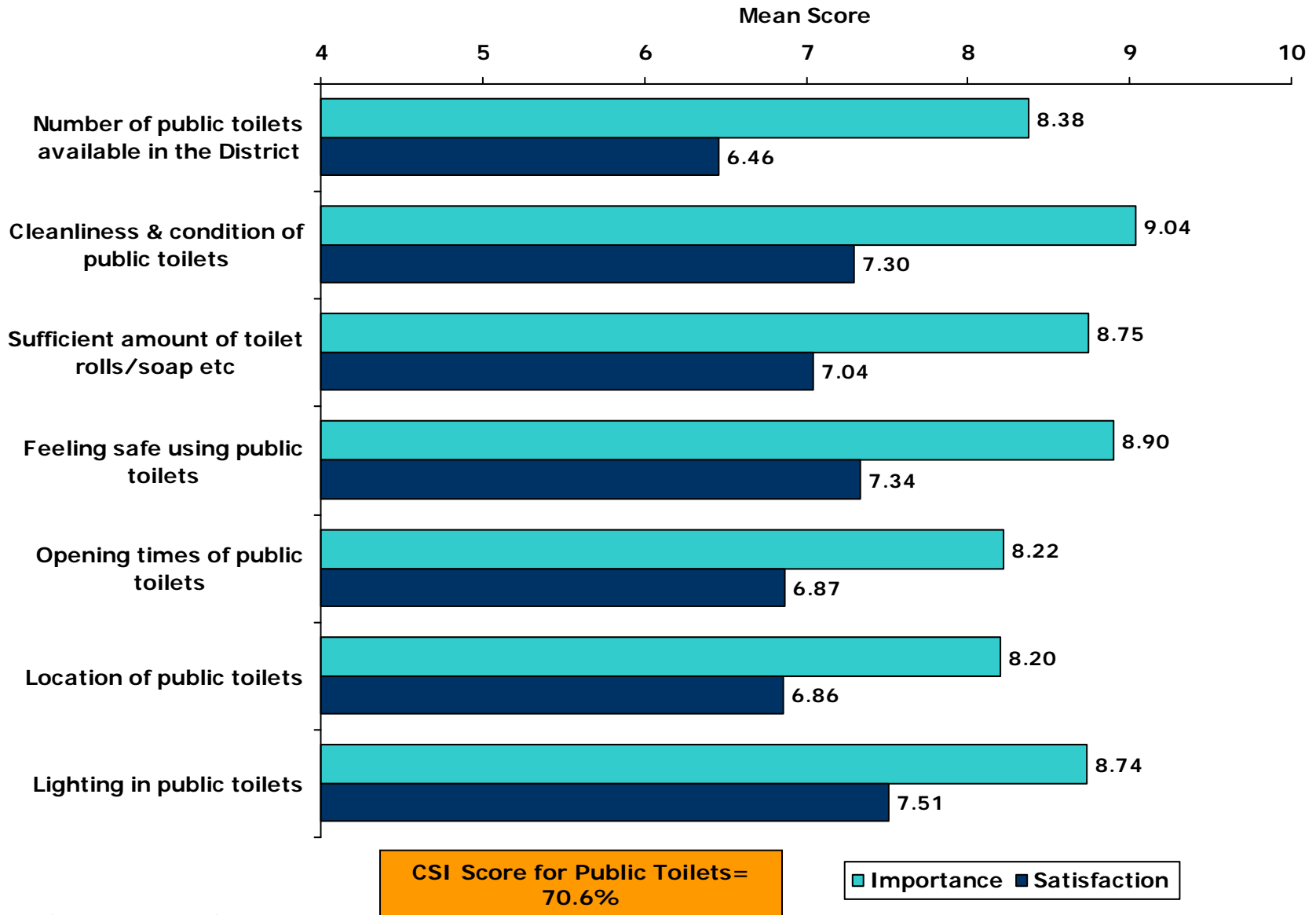


BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PUBLIC TOILETS – ALL RESPONDENTS

(JULY 2008)

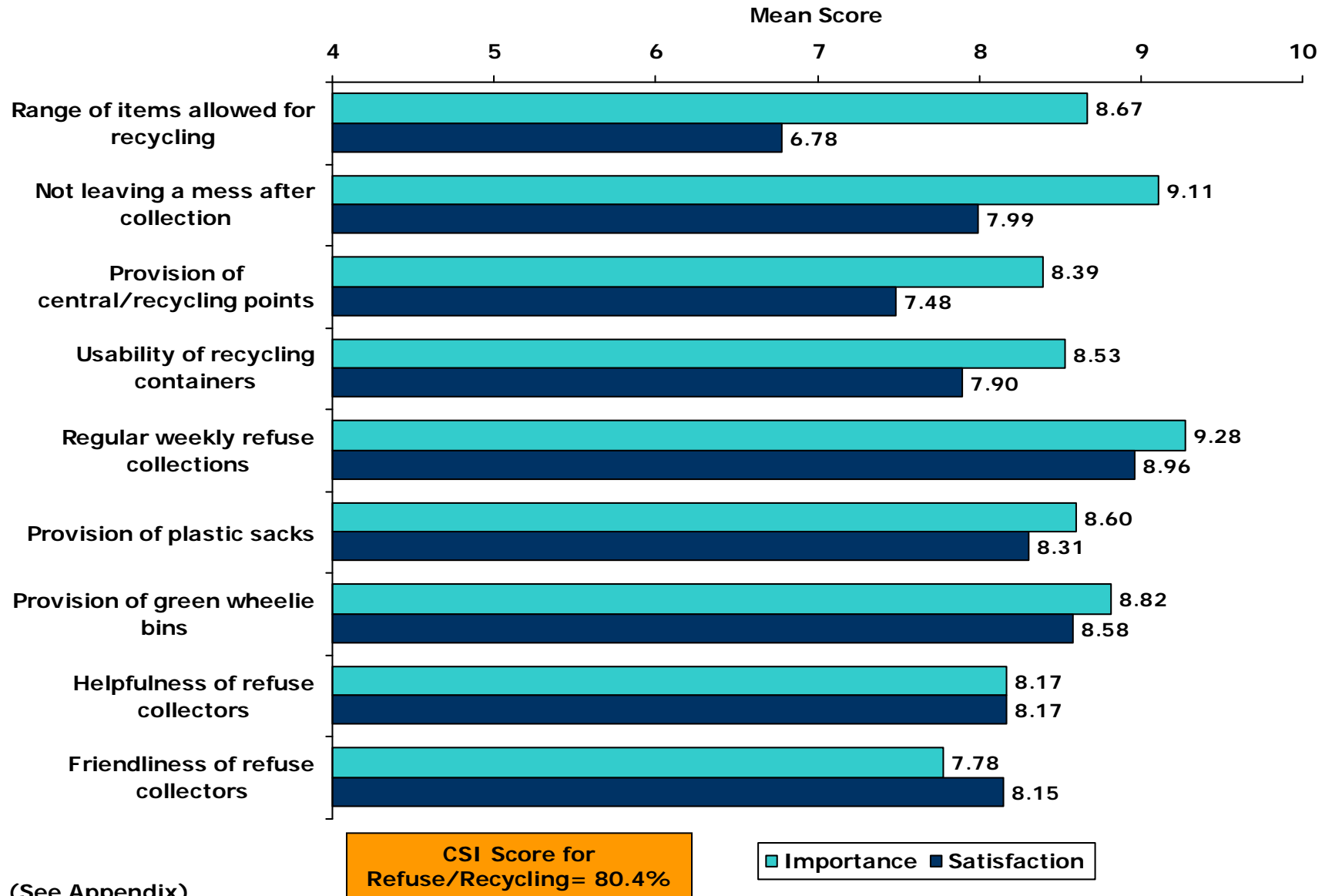


BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

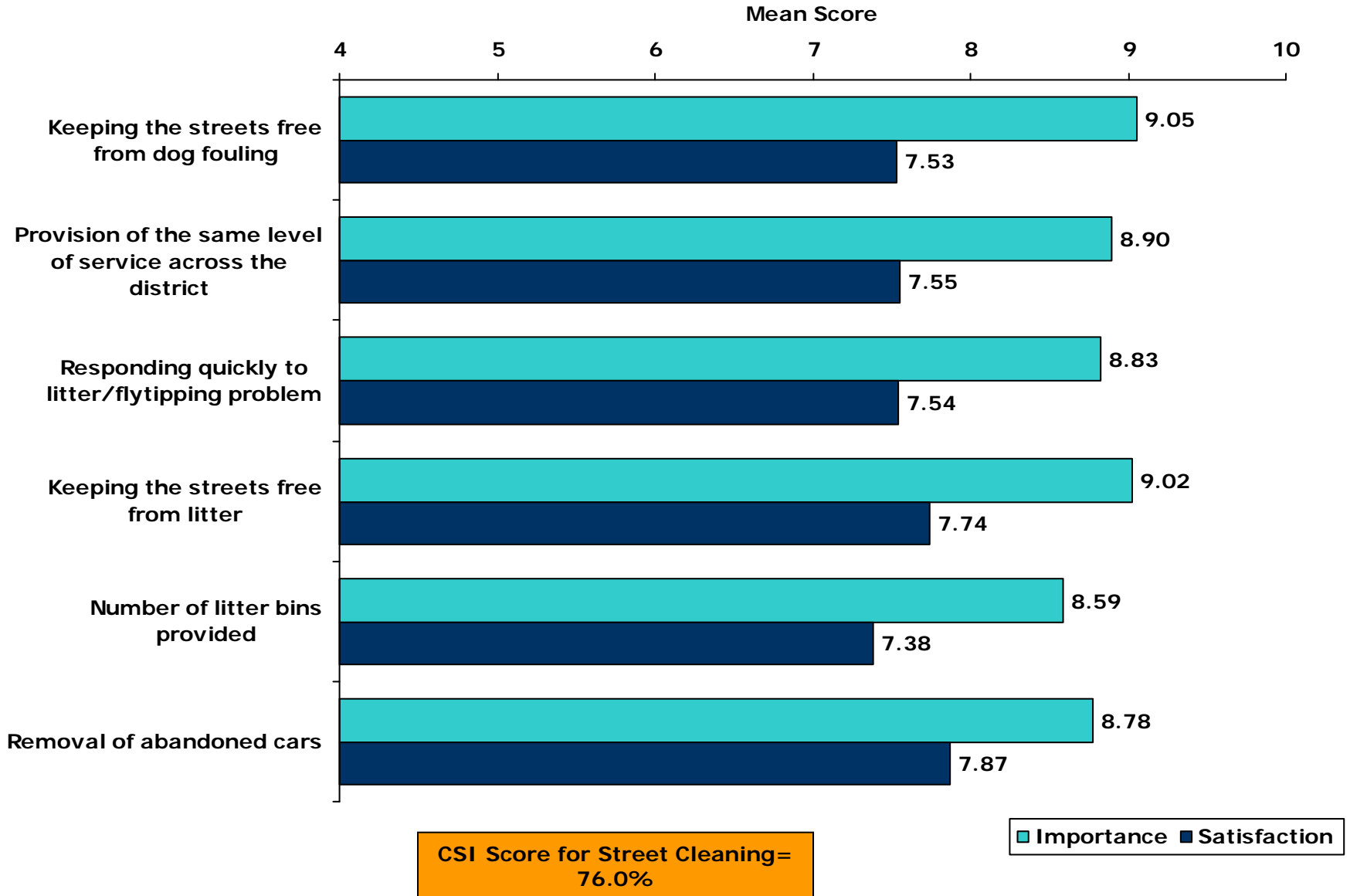
REFUSE COLLECTION/RECYCLING - ALL RESPONDENTS

(JULY 2008)



BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
STREET CLEANING - ALL RESPONDENTS
(JULY 2008)



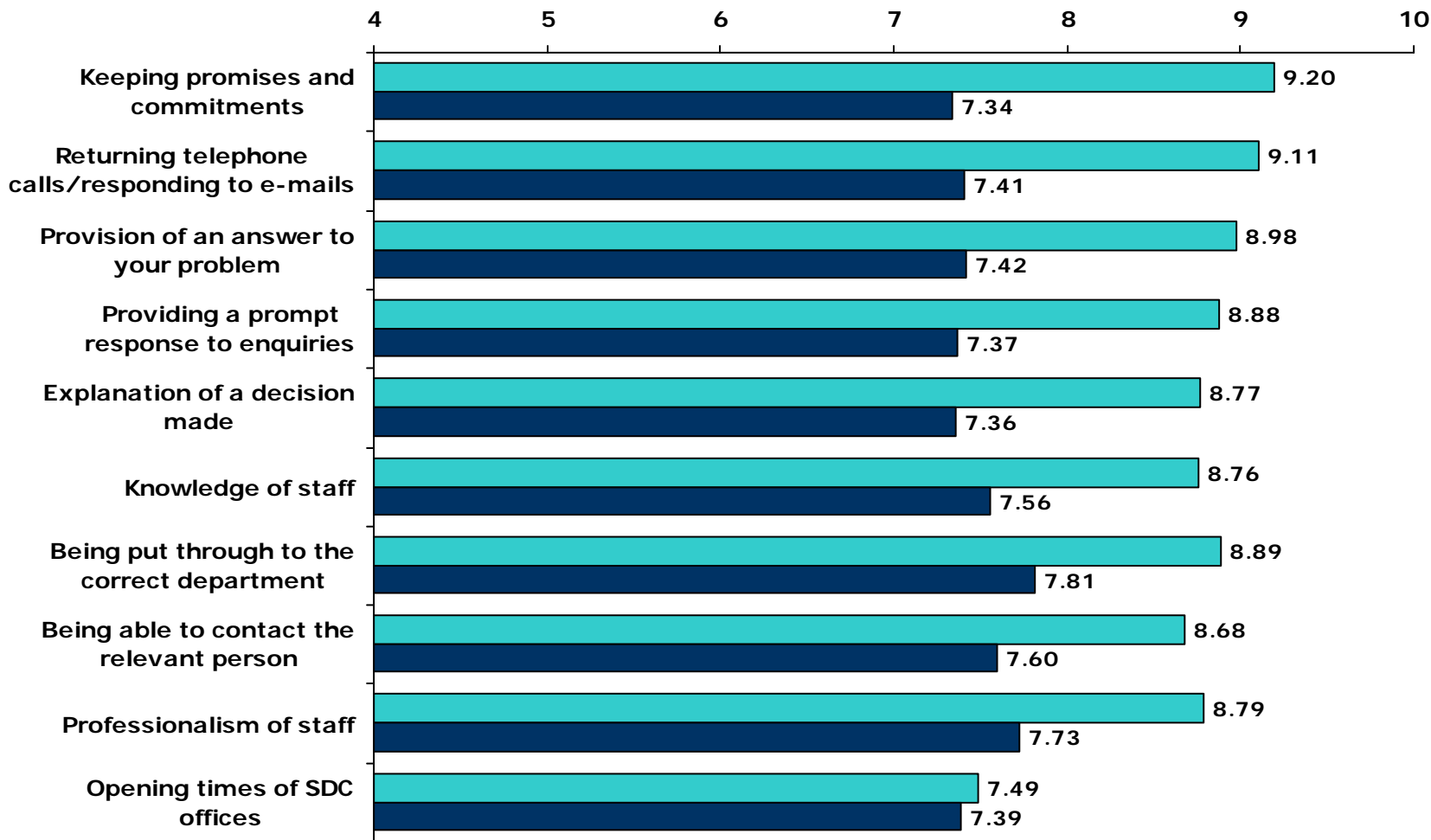
Individual Results
By Service
(Users of a Service in
Last 2 Years)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

THE COUNCIL IN GENERAL - USERS

(JULY 2008)

Mean Score



CSI Score for Council in General = 75.0%

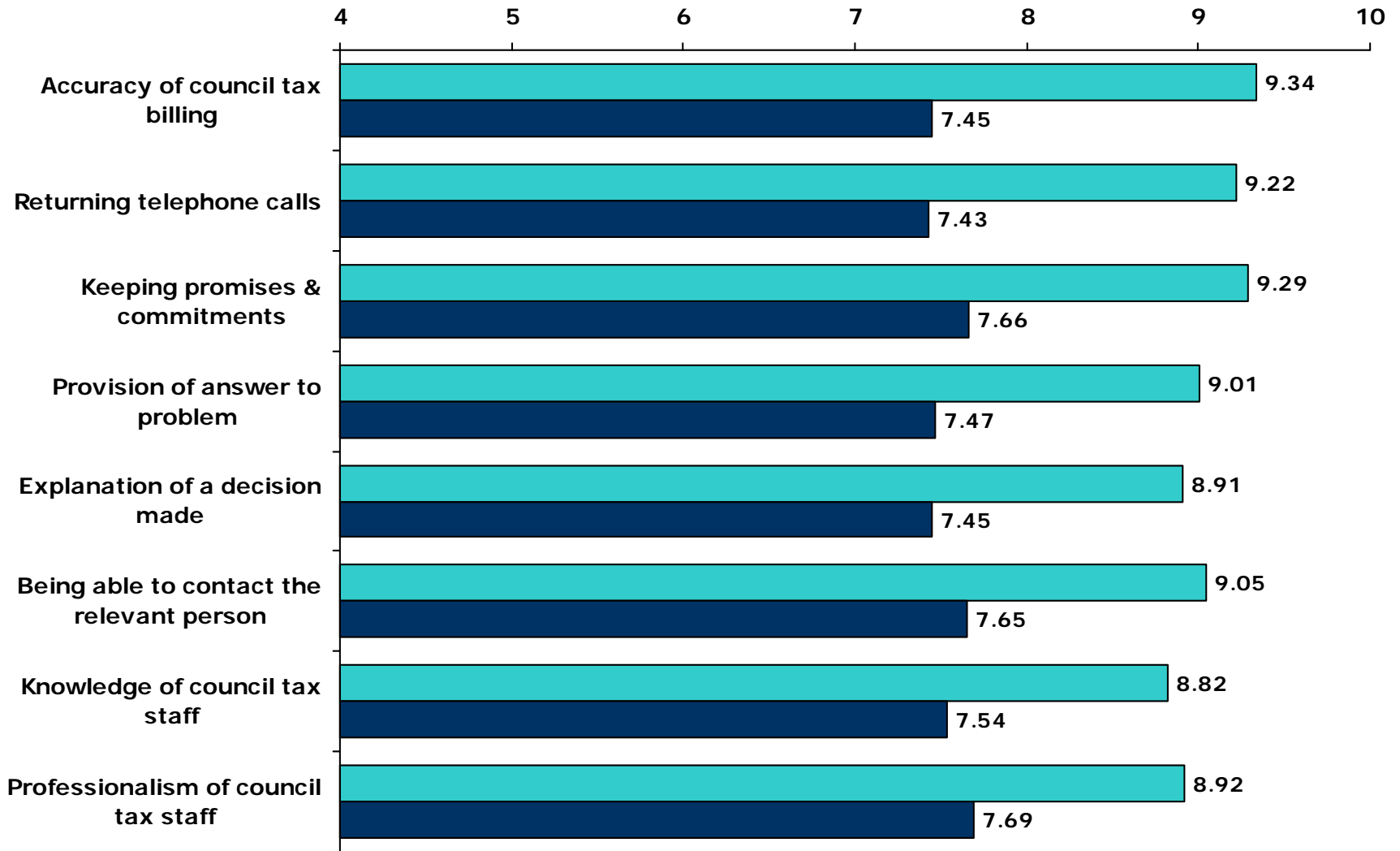
Importance Satisfaction

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

COUNCIL TAX - USERS

(JULY 2008)

Mean Score



**CSI Score for Council Tax =
75.4%**

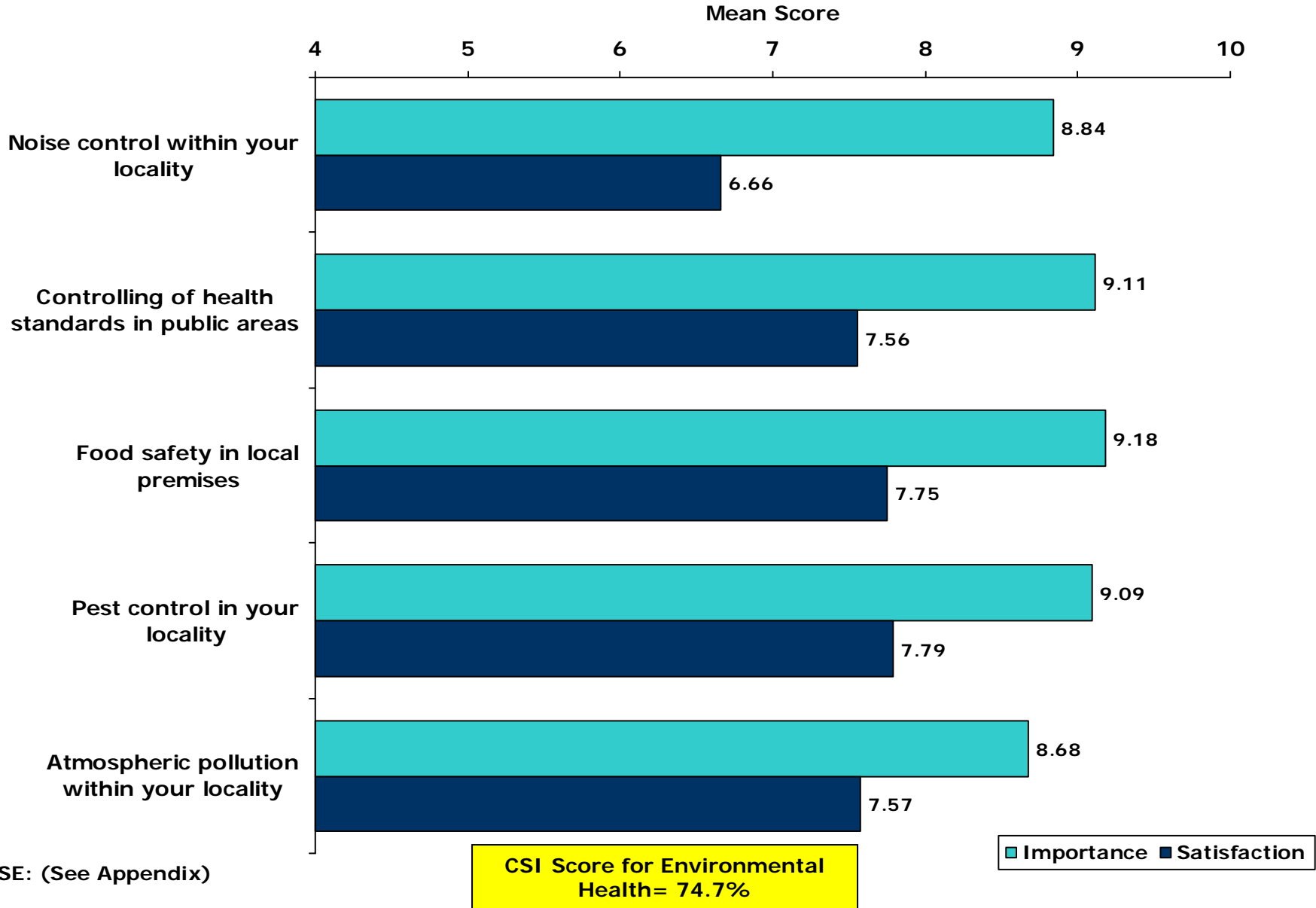
Importance Satisfaction

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

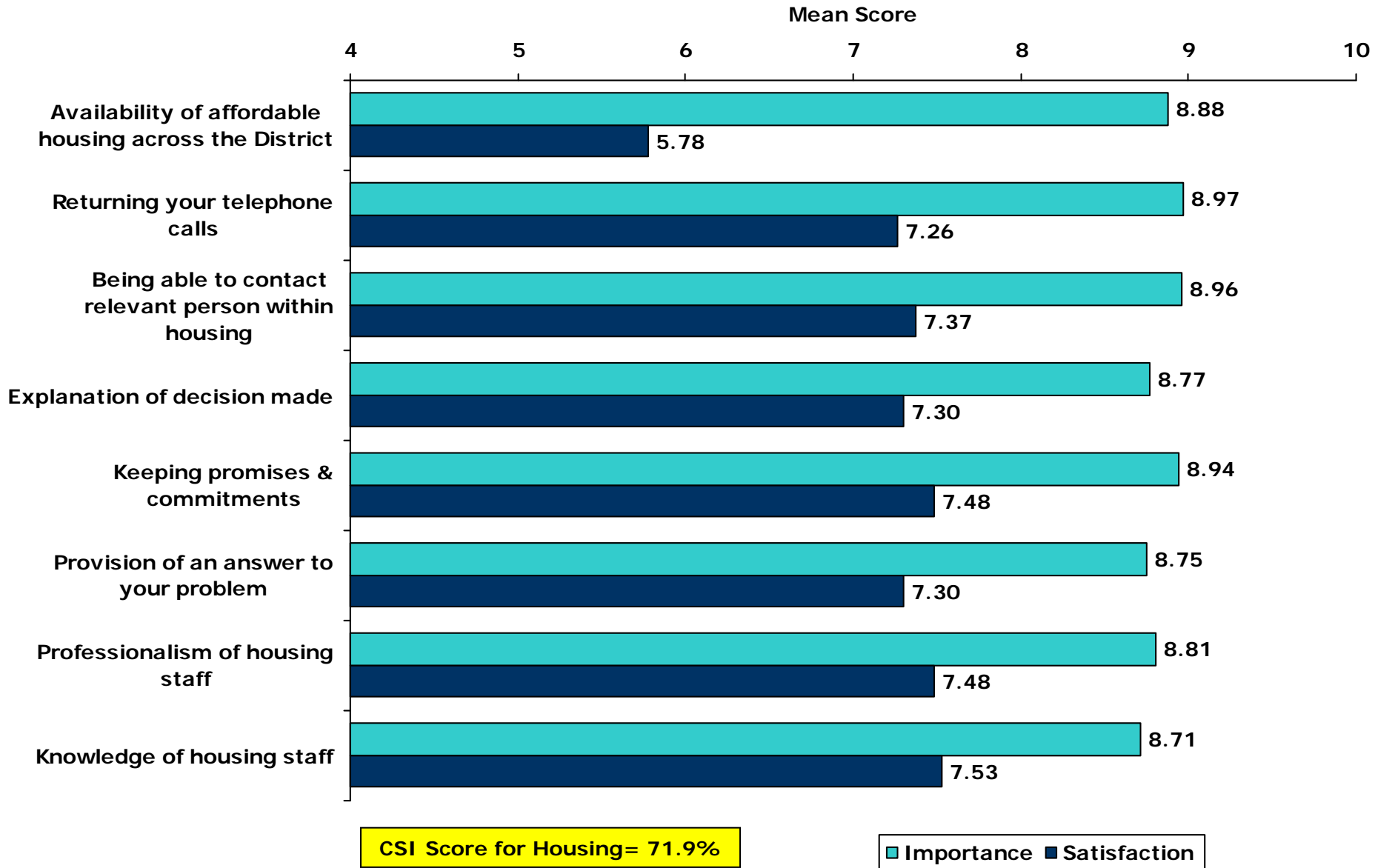
ENVIRONMENTAL HEALTH - USERS

(JULY 2008)



CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

HOUSING - USERS *(JULY 2008)*

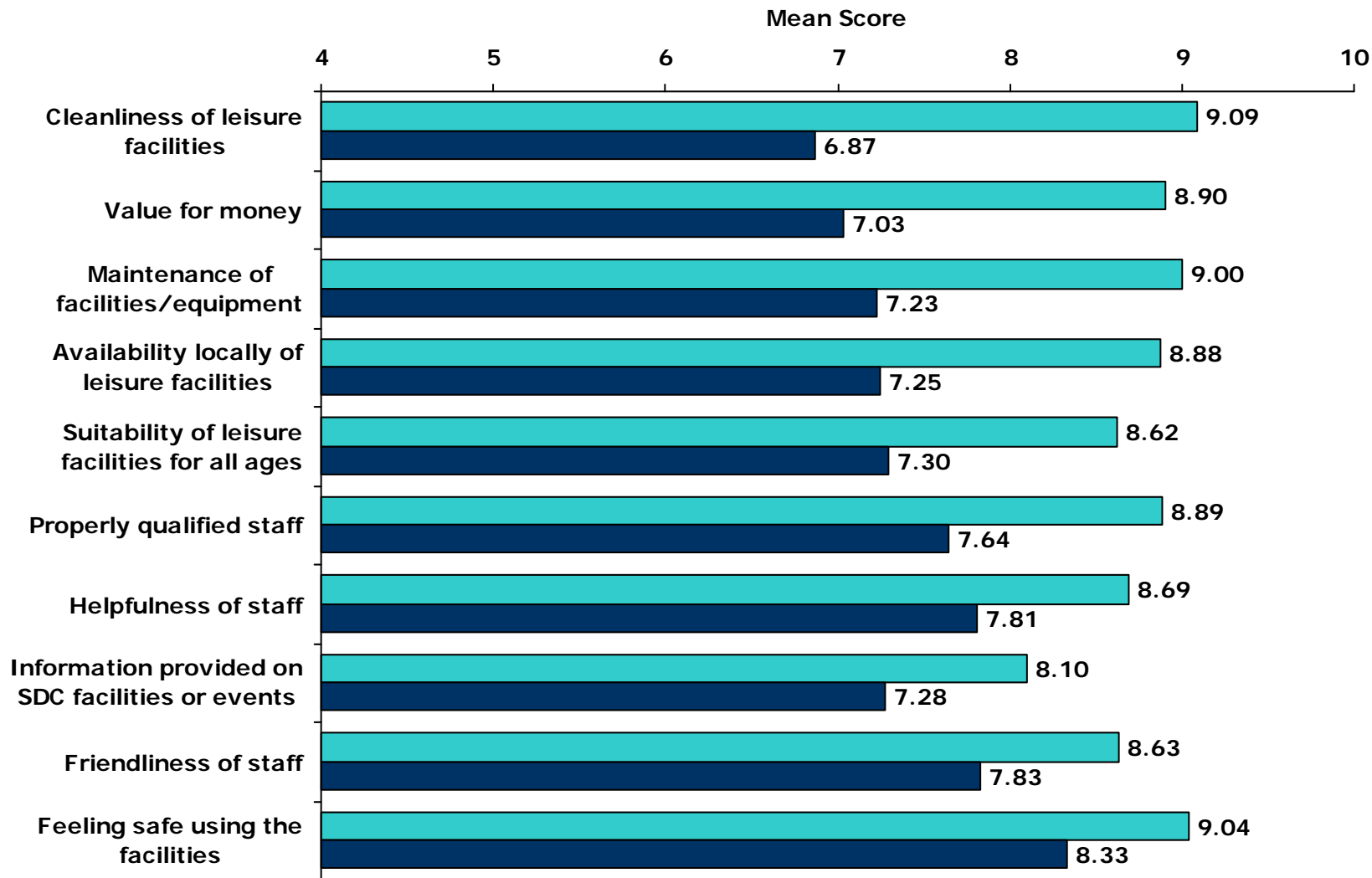


BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

LEISURE FACILITIES - USERS

(JULY 2008)



CSI Score for Leisure Facilities = 74.6%

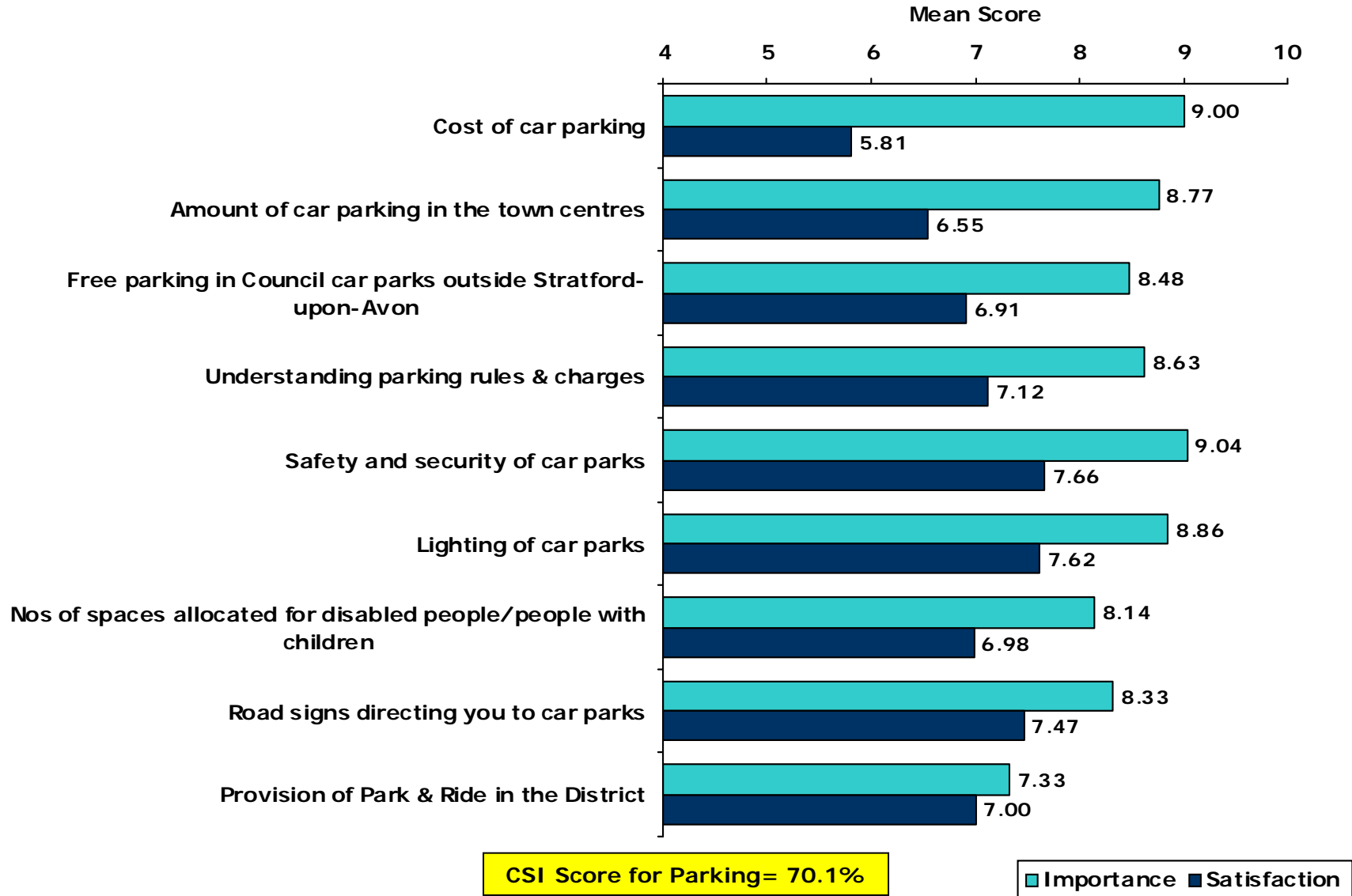
■ Importance ■ Satisfaction

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PARKING - USERS

(JULY 2008)



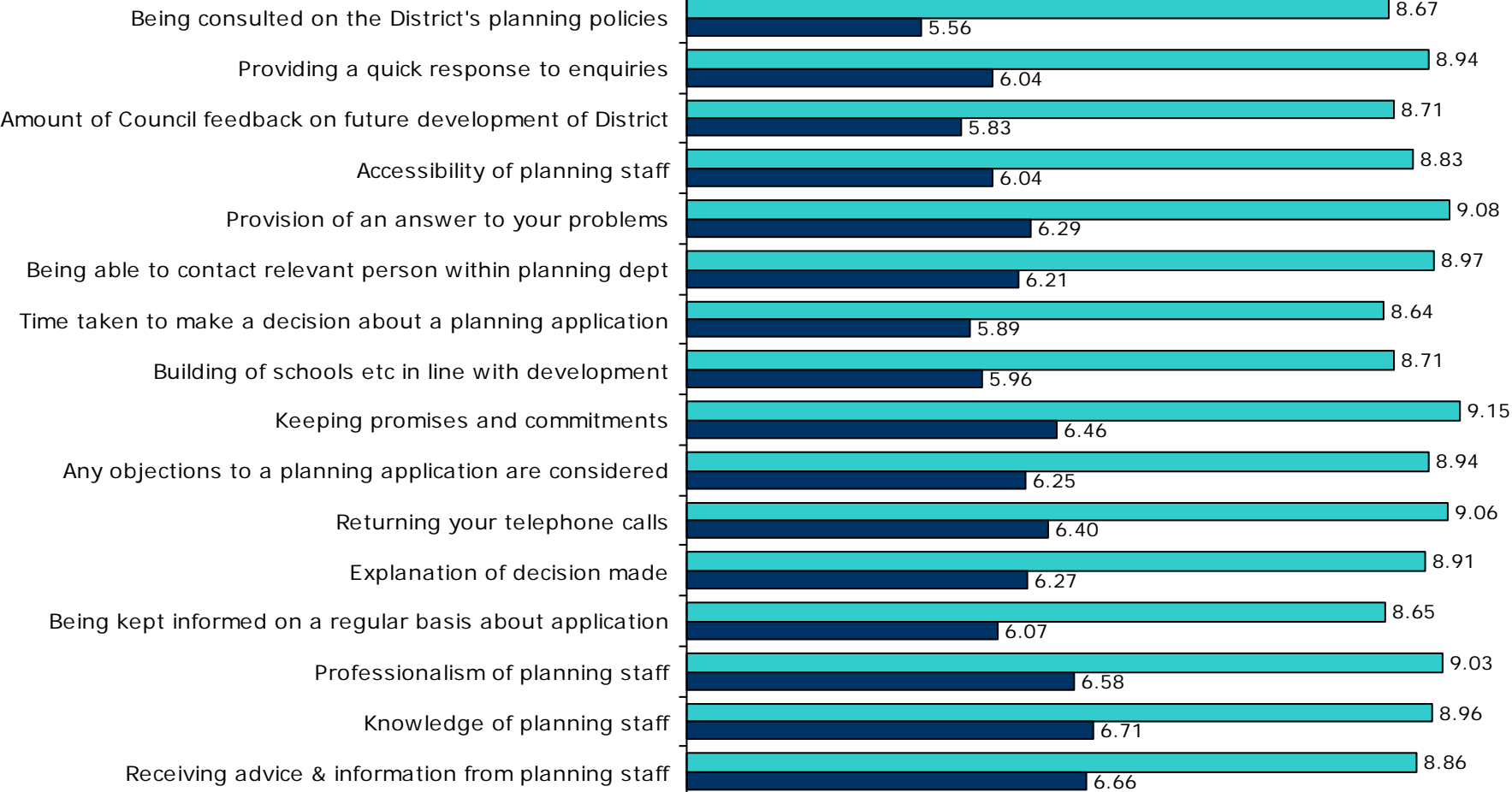
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PLANNING - USERS

(JULY 2008)

Mean Score

4 5 6 7 8 9 10



CSI Score for Planning = 62.1%

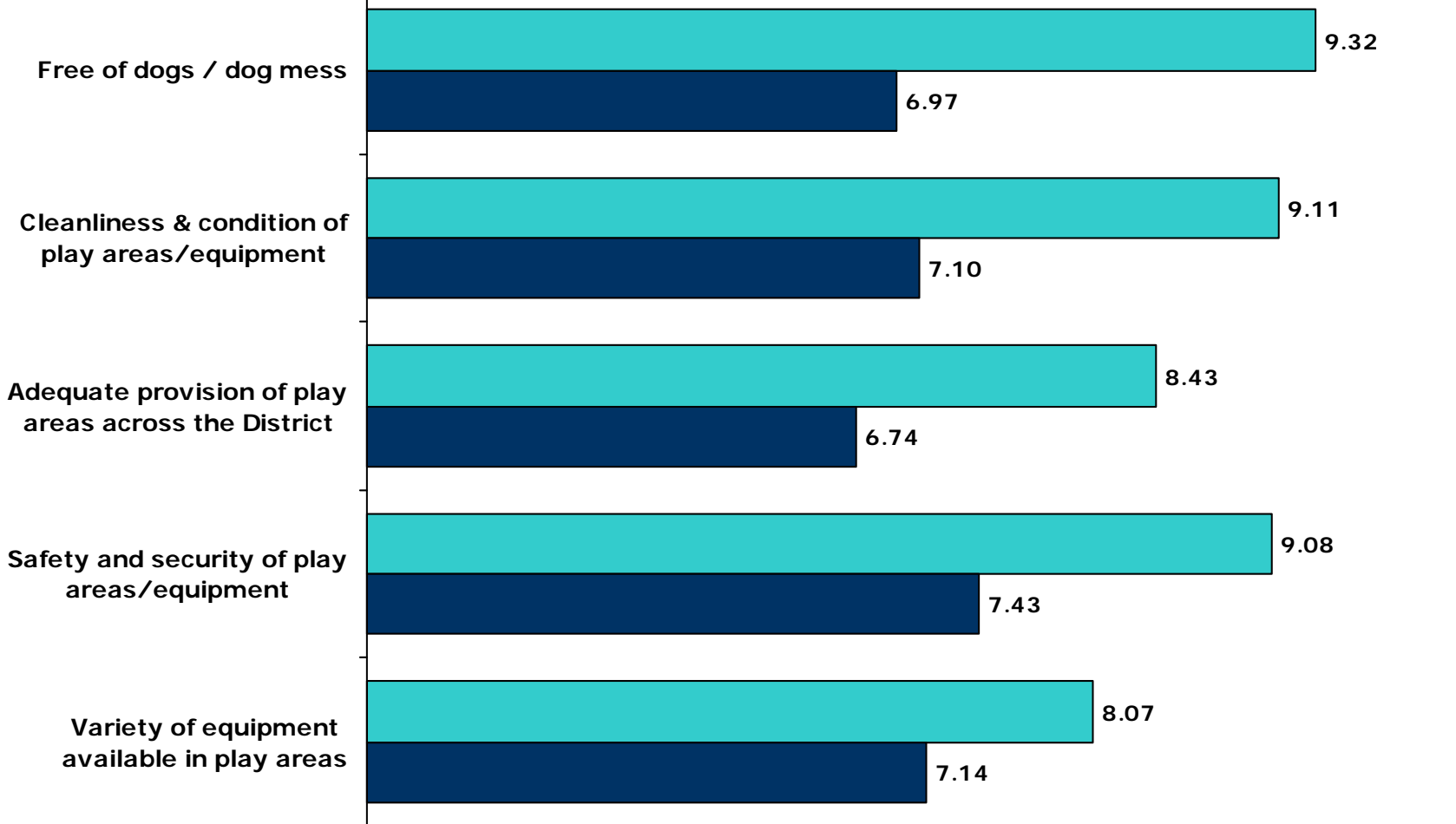
■ Importance ■ Satisfaction

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PLAY AREAS - USERS (JULY 2008)

Mean Score

4 5 6 7 8 9 10



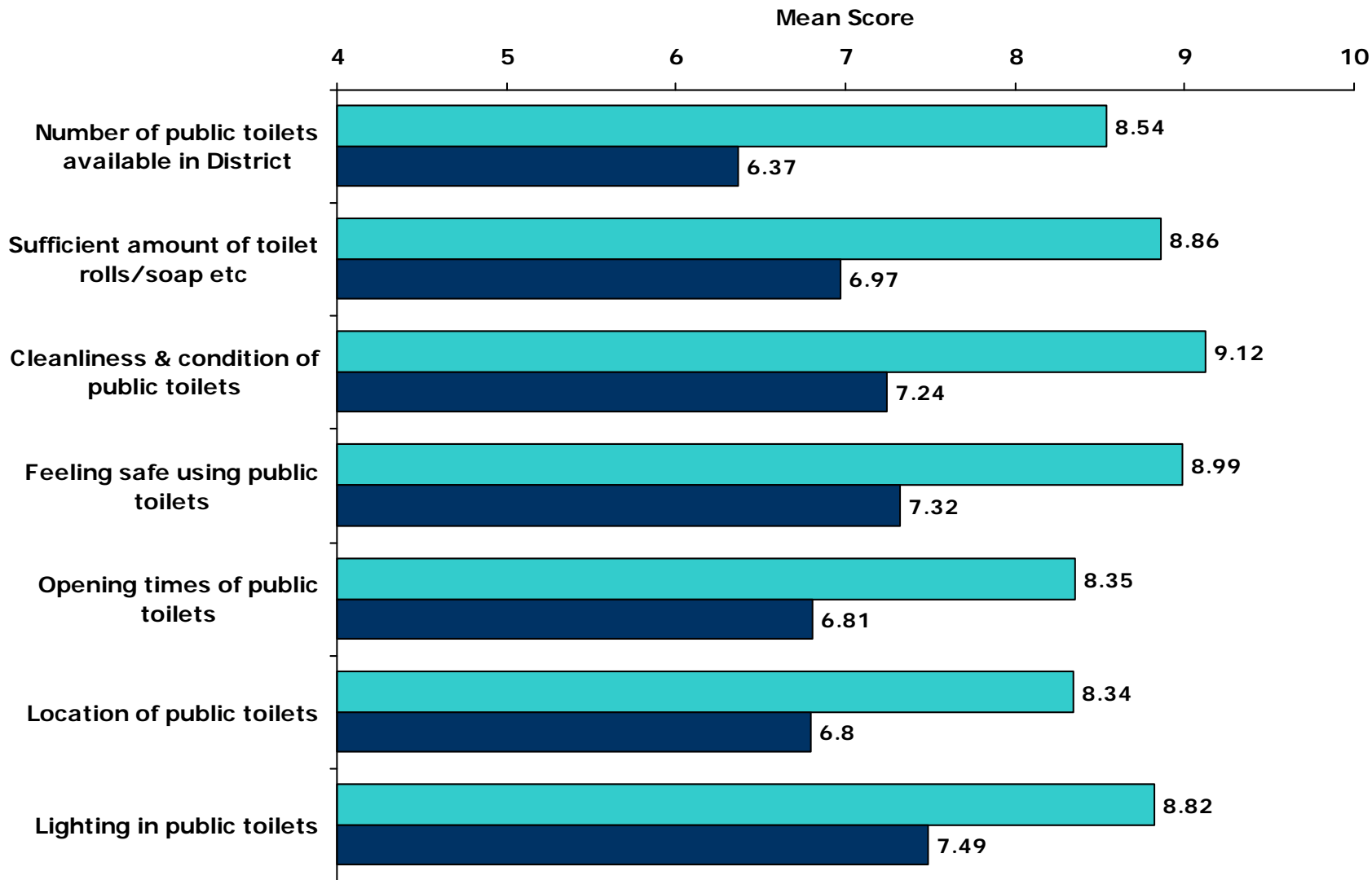
CSI Score for Play Areas=
70.8%

■ Importance ■ Satisfaction

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PUBLIC TOILETS - USERS

(JULY 2008)



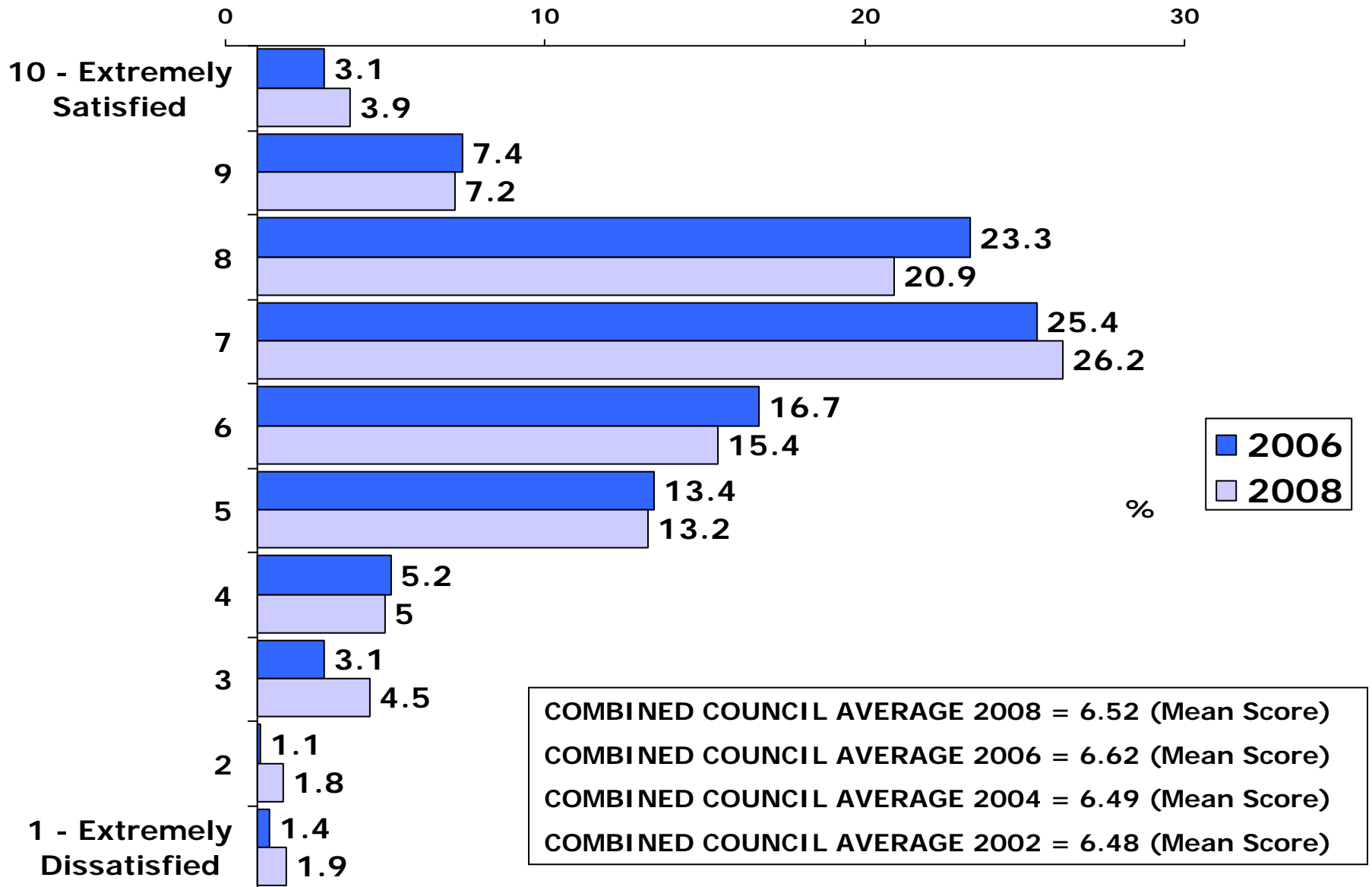
CSI Score for Public Toilets=
70.1%

■ Importance ■ Satisfaction

Overall Views of Council Services (All Respondents)

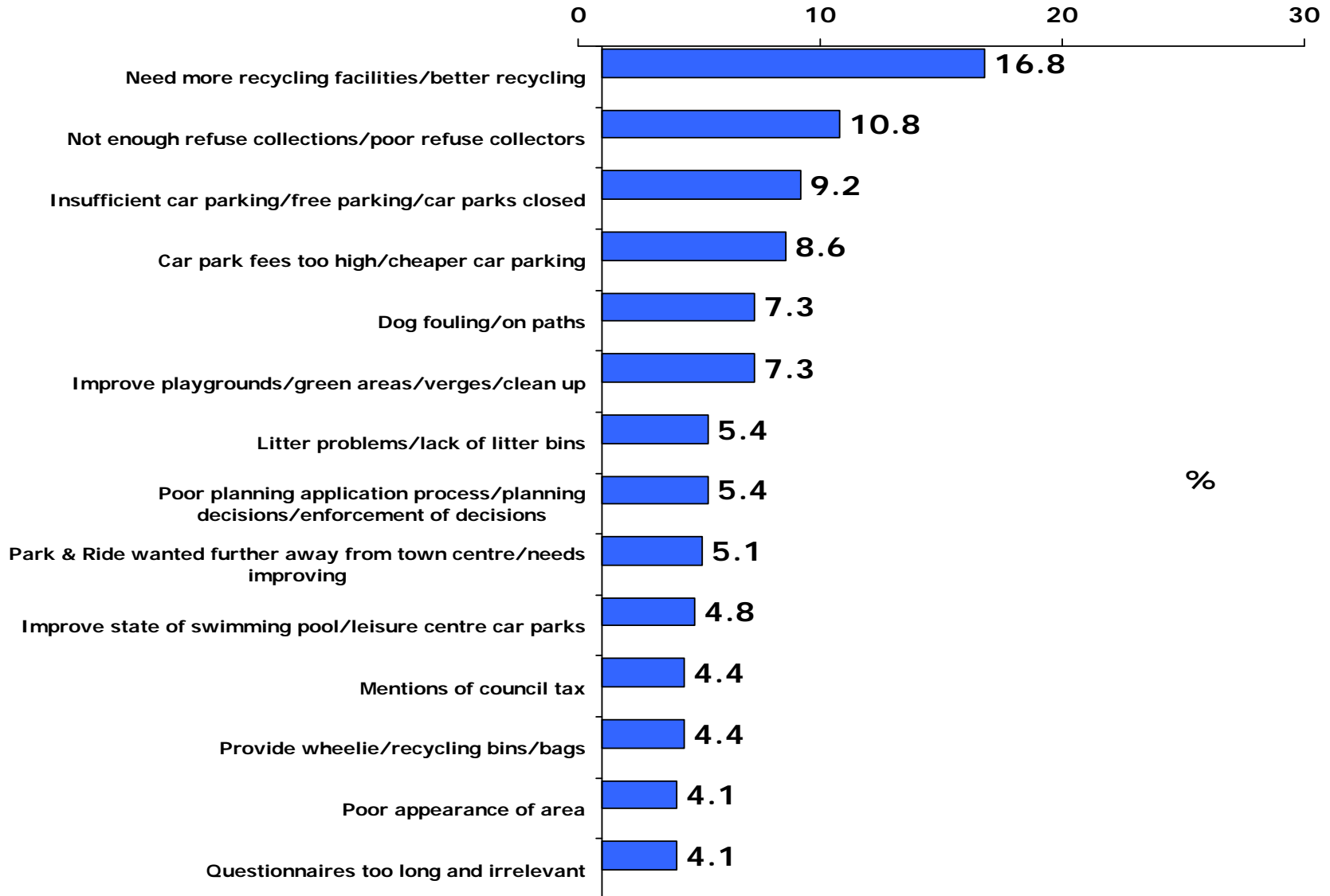
CUSTOMER SATISFACTION INDEX

OVERALL SATISFACTION WITH COUNCIL SERVICES ALL RESPONDENTS (JULY 2006/2008)



Base: (846)

CUSTOMER SATISFACTION INDEX *ADDITIONAL COMMENTS (JULY 2008)*



Mentions 4% or more

APPENDIX A

(Respondent Profile)

RESPONDENT PROFILE 2008

| | | | |
|----------------|----------|-------------------------|----------|
| AGE: | % | ETHNICITY: | % |
| 16 – 25 | 3.2 | British | 97.7 |
| 26 – 35 | 6.7 | White Other | 1.5 |
| 36 – 45 | 13.1 | Indian | 0.3 |
| 46 – 54 | 18.3 | Irish | 0.1 |
| 56 – 65 | 23.2 | White & Black Caribbean | 0.1 |
| Over 65 | 35.6 | White & Black African | 0.1 |
| | (880) | White & Asian | 0.1 |
| | | | (870) |
| GENDER: | % | | |
| Male | 41.6 | | |
| Female | 58.4 | | |
| | (849) | | |

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 | 862 | 571 | Provision of answer to your problem | 849 | 229 |
| Being put through to the correct dept | 867 | 576 | Explanation of a decision made | 846 | 229 |
| Providing a prompt response to enquires | 869 | 577 | Keeping promises & commitments | 848 | 226 |
| Professionalism of staff | 864 | 572 | Returning your telephone calls | 849 | 227 |
| Knowledge of staff | 858 | 570 | <i>Refuse Collection / Recycling</i> | | |
| Provision of answer to problem | 859 | 569 | Usability of recycling containers | 863 | N/A |
| Explanation of a decision made | 851 | 567 | Provision of central recycling points | 859 | N/A |
| Keeping promises & commitments | 857 | 570 | Range of items allowed for recycling | 870 | N/A |
| Returning your telephone calls | 844 | 557 | Regular weekly refuse collections | 878 | N/A |
| Opening times of SDC offices | 819 | 648 | Friendliness of refuse collectors | 864 | N/A |
| <i>Council Tax</i> | | | Helpfulness of refuse collectors | 870 | N/A |
| Accuracy of council tax billing | 871 | 232 | Not leaving a mess after collection | 876 | N/A |
| Being able to contact the relevant person | 853 | 229 | Provision of black bags | 866 | N/A |
| Professionalism of staff | 851 | 230 | Provision of green wheelie bins | 871 | N/A |
| Knowledge of staff | 845 | 230 | | | |

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 | 800 | 568 | Provision of answer to your problem | 648 | 226 |
| Being put through to the correct dept | 802 | 571 | Explanation of a decision made | 648 | 225 |
| Prompt response to enquiries | 801 | 571 | Keeping promises & commitments | 648 | 223 |
| Professionalism of staff | 801 | 571 | Returning your telephone calls | 651 | 226 |
| Knowledge of staff | 795 | 567 | <i>Refuse Collection / Recycling</i> | | |
| Provision of answer to problem | 793 | 563 | Usability of recycling containers | 832 | N/A |
| Explanation of a decision made | 784 | 557 | Provision of central recycling points | 822 | N/A |
| Keeping promises & commitments | 783 | 553 | Range of items allowed for recycling | 834 | N/A |
| Returning your telephone calls | 783 | 556 | Regular weekly refuse collections | 842 | N/A |
| Opening times for SDC offices | 789 | 560 | Friendliness of refuse collectors | 820 | N/A |
| <i>Council Tax</i> | | | Helpfulness of refuse collectors | 822 | N/A |
| Accuracy of council tax billing | 674 | 226 | Not leaving a mess after collection | 840 | N/A |
| Being able to contact the relevant person | 648 | 225 | Provision of black bags | 839 | N/A |
| Professionalism of staff | 649 | 226 | Provision of green wheelie bins | 833 | N/A |
| Knowledge of staff | 646 | 225 | | | |

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 | 886 | N/A | Sufficient amount of toilet rolls/soap etc | 854 | 546 |
| Removal of abandoned cars | 873 | N/A | <i>Leisure Facilities</i> | | |
| Keeping the streets free from dog fouling | 877 | N/A | Cleanliness of leisure facilities | 825 | 235 |
| Provision same level of service across district | 857 | N/A | Availability locally of leisure facilities | 815 | 232 |
| Responding quickly to litter/flytipping | 867 | N/A | Properly qualified staff | 818 | 234 |
| No of litter bins provided | 871 | N/A | Friendliness of the staff | 817 | 235 |
| <i>Environmental Health</i> | | | Helpfulness of the staff | 514 | 235 |
| Controlling of health standards in public areas | 860 | 112 | Maintenance of the facilities/equipment | 817 | 233 |
| Noise control within your locality | 861 | 112 | Value for money | 820 | 234 |
| Atmospheric pollution within your locality | 855 | 111 | Feeling safe using the facilities | 815 | 232 |
| Food safety in local premises | 868 | 112 | Information provided on SDC facilities or events | 810 | 234 |
| Pest control in your locality | 868 | 113 | Suitability of leisure facilities for different ages | 814 | 234 |
| <i>Public Toilets</i> | | | <i>Play Areas</i> | | |
| Cleanliness & condition of public toilets | 868 | 555 | Safety & security of play areas/equipment | 808 | 342 |
| Number of public toilets | 853 | 546 | Cleanliness & condition of play areas/equipment | 809 | 342 |
| Opening times of public toilets | 847 | 544 | Free of dogs/dog mess | 816 | 342 |
| Location of public toilets | 844 | 542 | Variety of equipment | 793 | 340 |
| Feeling safe using public toilets | 851 | 546 | Adequate provision across the District | 802 | 343 |
| Lighting in public toilets | 849 | 544 | | | |

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 | 718 | 541 |
| Removal of abandoned cars | 801 | N/A | <i>Leisure Facilities</i> | | |
| Keeping the streets free from dog fouling | 827 | N/A | Cleanliness of leisure facilities | 606 | 236 |
| Provision same level of service across district | 792 | N/A | Availability locally of leisure facilities | 600 | 235 |
| Responding quickly to litter/flytipping | 784 | N/A | Properly qualified staff | 600 | 234 |
| No of litter bins provided | 814 | N/A | Friendliness of the staff | 601 | 236 |
| <i>Environmental Health</i> | | | Helpfulness of the staff | 598 | 236 |
| Controlling of health standards in public areas | 632 | 106 | Maintenance of the facilities/equipment | 599 | 235 |
| Noise control within your locality | 635 | 107 | Value for money | 599 | 235 |
| Atmospheric pollution within your locality | 619 | 104 | Feeling safe using the facilities | 596 | 234 |
| Food safety in local premises | 630 | 102 | Information provided on SDC facilities or events | 596 | 233 |
| Pest control in your locality | 635 | 104 | Suitability of leisure facilities for different ages | 584 | 233 |
| <i>Public Toilets</i> | | | <i>Play Areas</i> | | |
| Cleanliness & condition of public toilets | 729 | 553 | Safety & security of play areas/equipment | 636 | 346 |
| Number of public toilets | 711 | 534 | Cleanliness & condition of play areas/equipment | 633 | 348 |
| Opening times of public toilets | 713 | 537 | Free of dogs/dog mess | 635 | 348 |
| Location of public toilets | 721 | 542 | Variety of equipment | 632 | 348 |
| Feeling safe using public toilets | 721 | 543 | Adequate provision across the District | 630 | 343 |
| Lighting in public toilets | 715 | 538 | | | |

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 | 866 | N/A | Provision of answer to your problem | 757 | 206 |
| Provision same level of service across district | 853 | N/A | Explanation of decision made | 753 | 205 |
| Personal safety in Stratford's parks | 856 | N/A | Keeping promises & commitments | 765 | 204 |
| Amount of seating available | 857 | N/A | Returning your telephone calls | 765 | 208 |
| <i>Planning</i> | | | <i>Housing</i> | | |
| Receiving advice from planning staff pre application | 768 | 205 | Availability of affordable housing across the District | 814 | 108 |
| Time taken to make decision on an application | 763 | 506 | Being able to contact relevant person in housing | 785 | 108 |
| Providing a quick response to enquiries | 766 | 207 | Professionalism of housing staff | 785 | 109 |
| Any objections made to planning application | 753 | 205 | Knowledge of housing staff | 778 | 106 |
| Being kept informed on a regular basis | 759 | 206 | Provision of answer to problem | 767 | 106 |
| Building of schools in line with housing developments | 777 | 204 | Explanation of a decision made | 765 | 106 |
| Amount of information the Council provides on the future development of District | 781 | 207 | Keeping promises & commitments | 768 | 105 |
| Consultation on planning policies | 773 | 206 | Returning your telephone calls | 769 | 105 |
| Being able to contact relevant person in planning | 763 | 208 | | | |
| Accessibility of planning staff | 753 | 206 | | | |
| Professionalism of planning staff | 757 | 205 | | | |
| Knowledge of planning staff | 755 | 205 | | | |

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 | 754 | N/A | Provision of answer to your problem | 580 | 209 |
| Provision same level of service across district | 733 | N/A | Explanation of decision made | 579 | 208 |
| Personal safety in Stratford's parks | 742 | N/A | Keeping promises & commitments | 580 | 208 |
| Amount of seating available | 744 | N/A | Returning your telephone calls | 583 | 210 |
| <i>Planning</i> | | | <i>Housing</i> | | |
| Receiving advice from planning staff over the telephone | 588 | 210 | Availability of affordable housing across the District | 547 | 104 |
| Time taken to make a planning decision | 585 | 211 | Being able to contact relevant person in housing | 529 | 406 |
| Providing a quick response to enquiries | 589 | 214 | Professionalism of housing staff | 528 | 107 |
| Any objections made to planning application are considered | 579 | 208 | Knowledge of housing staff | 528 | 106 |
| Being kept informed on a regular basis | 582 | 210 | Provision of answer to problem | 527 | 104 |
| Building of schools in line with housing developments | 571 | 197 | Explanation of a decision made | 525 | 105 |
| Amount of information the Council provides on the future development of District | 583 | 207 | Keeping promises & commitments | 527 | 106 |
| Being consulted on the Districts planning policies | 577 | 205 | Returning your telephone calls | 527 | 105 |
| Being able to contact relevant person in planning | 585 | 211 | | | |
| Accessibility of planning staff | 580 | 210 | | | |
| Professionalism of planning staff | 579 | 208 | | | |
| Knowledge of planning staff | 580 | 210 | | | |

BASE SIZES - IMPORTANCE (VII)

| <i>Parking</i> | <i>All</i> | <i>Users</i> |
|---|------------|--------------|
| Safety and security of car parks | 853 | 709 |
| Lighting of car parks | 850 | 707 |
| Cost of car parking | 852 | 709 |
| Road signs directing you to car parks | 844 | 703 |
| Amount of car parking in the town centre | 846 | 703 |
| Understanding rules & charges | 834 | 694 |
| Numbers of spaces for disabled people/people with children | 838 | 692 |
| Free parking in Council car parks outside Stratford-upon-Avon | 844 | 701 |
| Provision of Park & Ride in the District | 830 | 693 |

BASE SIZES - SATISFACTION (VIII)

| <i>Parking</i> | <i>All</i> | <i>Users</i> |
|---|------------|--------------|
| Safety and security of car parks | 786 | 702 |
| Lighting of car parks | 776 | 695 |
| Cost of car parking | 780 | 699 |
| Road signs directing you to car parks | 777 | 697 |
| Amount of car parking in the town centre | 782 | 701 |
| Understanding rules & charges | 772 | 692 |
| Numbers of spaces for disabled people/people with children | 769 | 689 |
| Free parking in Council car parks outside Stratford-upon-Avon | 760 | 681 |
| Provision of Park & Ride in the District | 757 | 677 |