

Report to: Cabinet, 11th June 2013

Report of: Cabinet Member for Customer Service and Communications

Subject: VIEWPOINT SURVEY - NOVEMBER 2012

1. Decision Required

- 1.1 Cabinet are asked to note the results of the Viewpoint Survey conducted in November 2012 as set out in the attached report which was considered at Performance Management & Budget Scrutiny Committee on 4 June 2013.

2. Background

- 2.1 The Worcestershire Viewpoint is a customer perception survey conducted across the County in partnership with Worcestershire County Council, the District Councils, NHS Worcestershire and Hereford and Worcester Fire and Rescue Service.
- 2.2 Two surveys are completed each year. One is distributed in November to include questions covering satisfaction with the area, local services and the council. A second survey in May provides an opportunity to ask more tailored questions usually developed around a theme or specific purpose.
- 2.3 The last survey was conducted between 2nd November and the 30th November 2012. The survey measures many National Indicators (NI), Best Value Performance Indicators (BVPI), and covers a number of different local public services, including questions on the local economy and business. Several questions are derived from the Place Survey conducted in 2008/09 and allow us to examine trends over time.
- 2.4 The survey was conducted via a postal and online self-completion approach. This included a boosted sample in the Areas of Highest Need (AoHN), where all households received a survey.
- 2.5 For the general Worcester City survey, a total of 619 questionnaires were mailed out to panel members. 272 valid responses were received from panel members representing a response rate of 45% a reduction from 57% in 2011. An additional 58 responses were received from new joiners to the panel to make a total of 330 responses. For the Areas of Highest Needs boosted sample, 205 valid responses were received from panel members and AoHN residents representing a response rate of 12%, a slight increase from 11% in 2011.
- 2.6 The responses received to the Viewpoint Survey came from a sample of residents and therefore all the results are subject to sampling tolerances. Hence, not all the differences between results are statistically significant. The confidence level is typically +/- 4 to 7 percentage points. These confidence intervals assume a perfectly random sample has been achieved, whereas in practice this isn't the case and therefore margins of error may be slightly larger.

2.7 Topline results for Worcester City Council have been provided and summarised in this report.

3. Policy, Legal, Financial, Equalities and Risk Management Implications

3.1 See PMBS report attached.

4. Comments of Performance, Improvement and Efficiency Service Manager

4.1 See PMBS report attached.

5. THE CABINET MEMBER FOR CUSTOMER SERVICE AND COMMUNICATIONS, COUNCILLOR LYNN DENHAM RECOMMENDS:

1. That the Cabinet note the results of the Viewpoint Survey conducted in November 2012.

Ward(s): All
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Background Papers: 'Building on Success' Corporate Plan 2011 – 2015
Performance Management Framework