

STRATEGIC SENIOR OFFICER GROUP**31 OCTOBER 2007****LEICESTERSHIRE RESIDENTS SATISFACTION – IPSOS MORI
ANALYSIS AND CONCLUSIONS****REPORT OF LEICESTERSHIRE COUNTY COUNCIL****Purpose of report**

1. The purpose of this report is to inform SSOG of the headline findings of work carried out by Ipsos MORI to analyse the drivers of resident satisfaction in Leicestershire, which was presented to the County Council's Cabinet on 2 October. MORI's work is largely based on analysing the results from the Autumn 2006 Council resident survey (which is prescribed by the Government), but also other service satisfaction data.
2. Whilst the 2006 resident survey contains some elements which are specific to County Council services there are many others which are relevant to cross cutting issues such as community safety, anti-social behaviour, sports/leisure, theatres/concert halls, parks/open spaces, housing, planning, community cohesion, cleaner and greener services and overall satisfaction with the area as a place to live.

Background

3. One of the headline indicators for the County survey is satisfaction with the area as a place to live and according to the 2006 survey this puts the County at 67% - in the lowest quartile for counties. In order to help understand and interpret the results it was agreed to ask Ipsos MORI, who are acknowledged leaders in understanding resident satisfaction, to carry out analysis work including:-
 - Looking at how the results compare with other satisfaction data;
 - Key driver statistical analysis and provision of other area comparative research which help interpret the results;
 - Analysis of the hundreds of handwritten comments made by survey respondents and which is a rich source of information to help understand satisfaction.

Ipsos mori conclusions

4. MORI's conclusions from their analysis work are set out in the note attached as Appendix 1. The full report can be made available on request.
5. Key issues emerging from the analysis include:-
 - The need for partners to grasp the place shaping agenda in order to change residents perceptions of quality of life;
 - The importance of getting the most visible public services right – including issues like cleaning and greening services;
 - The level of confusion amongst the local population about which agency is responsible for different services;
 - The importance of influencing the perceptions of non-users of services;
 - The need to tackle a number of issues causing dissatisfaction including anti-social behaviour, some town centre issues and perceptions of problems arising from teenagers hanging around on the streets; and
 - The need for improved communications to ensure that the work of Leicestershire Together and key partnerships to improve quality of life is impacting on public perceptions.

CAA and satisfaction indicators

6. The new performance framework, Comprehensive Area Assessment, looks like placing even more weight on resident satisfaction measures, particularly relating to the effectiveness of partnership work in community leadership and place shaping. The 198 draft performance indicators published as part of the CSR announcement contain a number of satisfaction and perception indicators. Latest indications from CLG suggest that many of these will be collected through a revised area based resident survey probably every two years rather than every three.
7. It is important that Leicestershire Together and partners take proper account of satisfaction information and ensure this informs the new SCS, LAA and development of stronger partnership performance. It is suggested that SARCOG be asked to play a lead role in co-ordinating and interpreting existing satisfaction data to ensure these form a key part of the new performance management framework.

Action points

8. A detailed action plan on how individual County Council services are responding to the individual service satisfaction findings was approved by the Council's Cabinet on 2 October. However it is clear that a number of the other MORI recommendations on tackling drivers of satisfaction can only be tackled through Leicestershire Together. The new LAA and SCS evidence base draws on a number of the satisfaction results.

Recommendations

9. SSOG is recommended to:-

- Note the work carried out to analyse Resident Satisfaction in Leicestershire;
- Note the key messages and that partnership activity will be required to tackle some of the drivers of dissatisfaction and that this needs to be considered as part of the discussions on the new SCS and LAA;
- Agree that CAA is likely to require a stronger focus on public satisfaction with the area and an area based survey, probably every two years, and that there may be benefits in joint working on future satisfaction survey work and that SARCOG should coordinate this.

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