

Satisfaction Survey 2012

Results and Next Steps

Cabinet - 7 February 2013

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Corporate Director

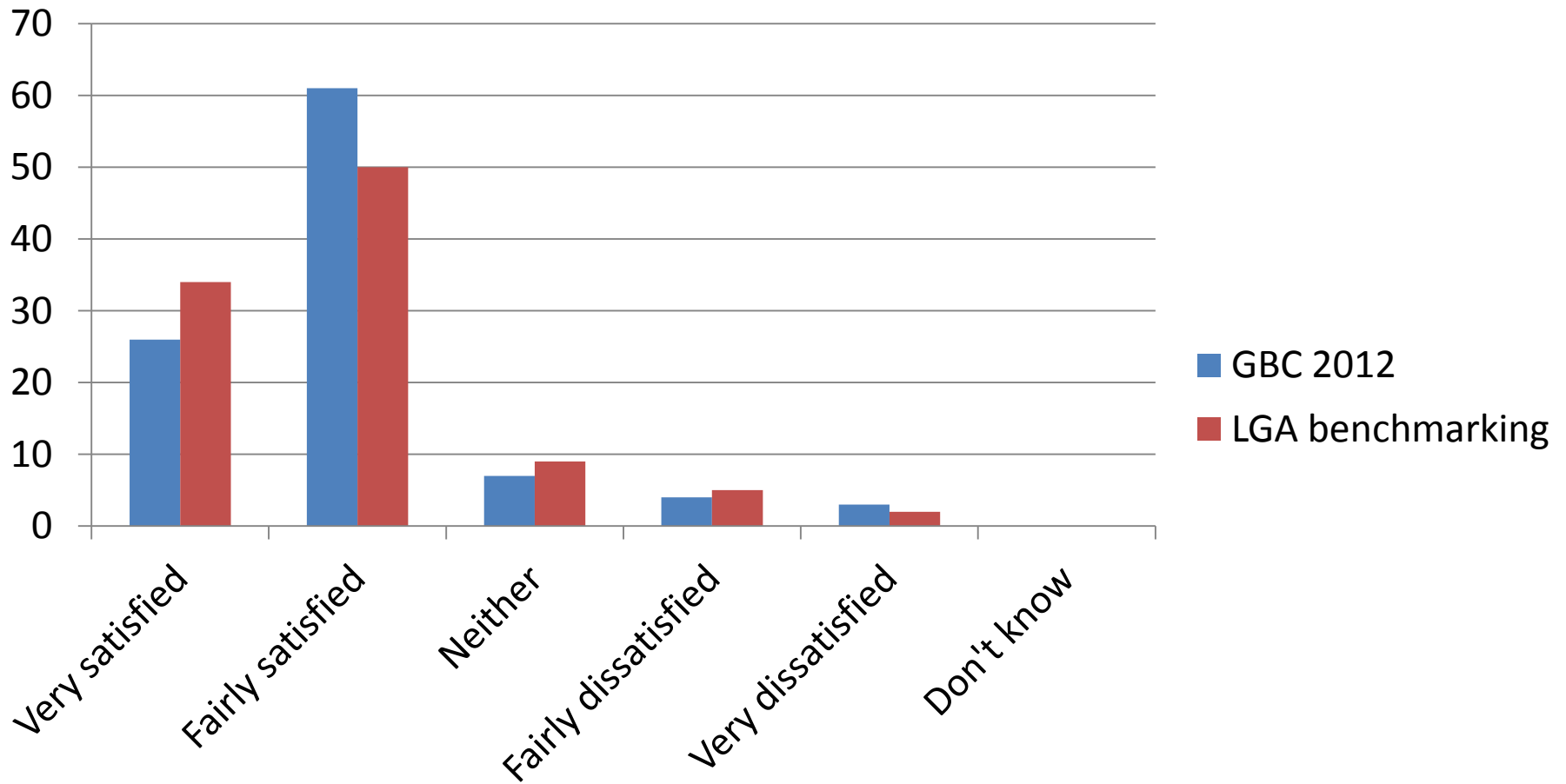
Satisfaction Survey 2012 – Approach

- New approach for 2012
- On-line survey
 - Promoted in special edition of “Contacts”
- Mix of questions from: -
 - Previous Place Survey
 - Previous Gedling Borough Council questionnaires
 - LGA standard questionnaires
 - New questions
- Part of wider Gedling Conversation exercise
- Good value-for-money
 - all delivered from Satisfaction Survey budget
- 391 replies
 - 337 online; rest off-line

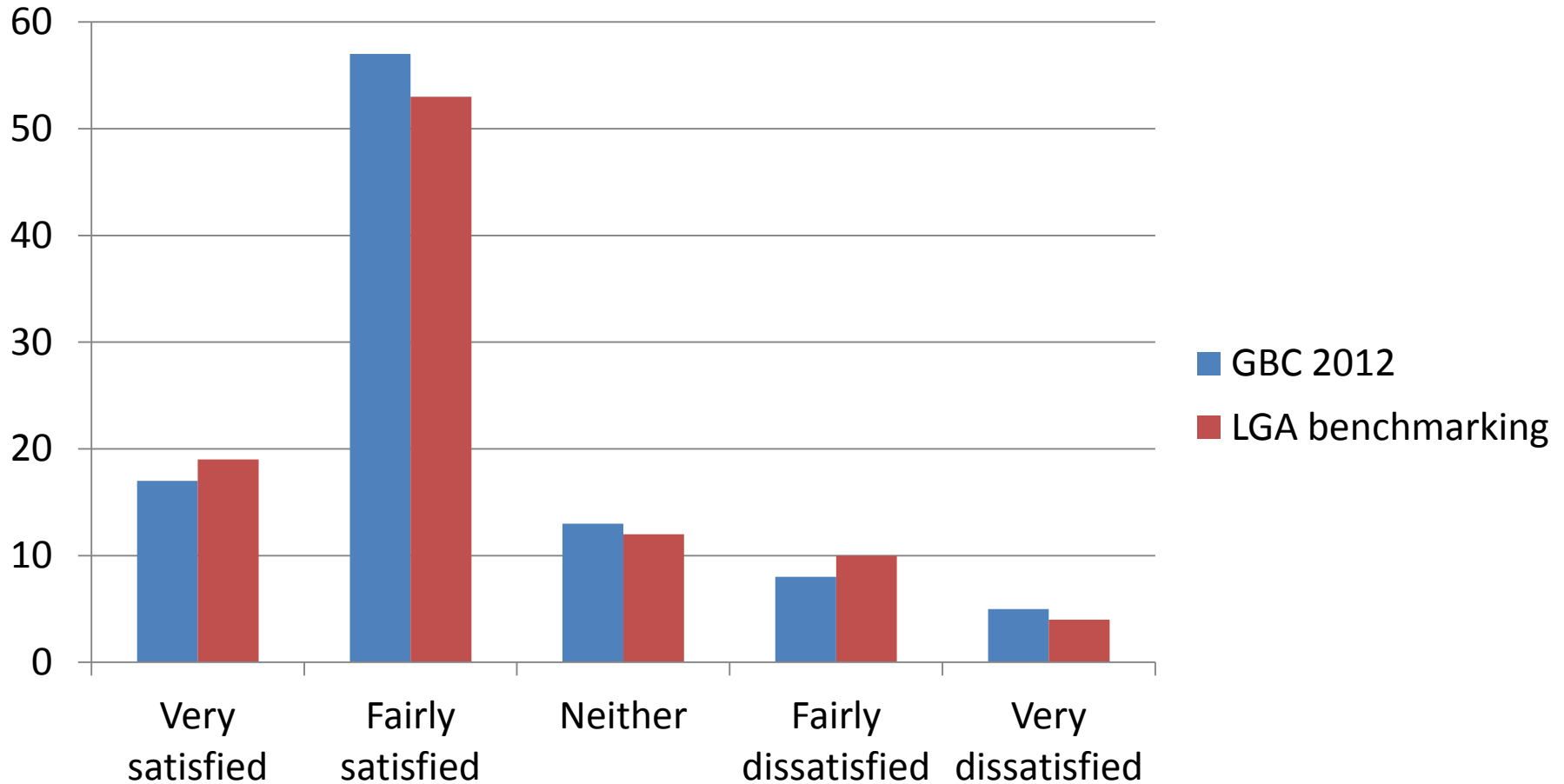
Headline indicators

- Satisfaction with area as a place to live
- Satisfaction with way GBC runs things
- Council provides good value-for-money
- Council keeps us well informed
- Satisfaction with various services
- Image of the Council
- Priority Services
- LGA benchmarking

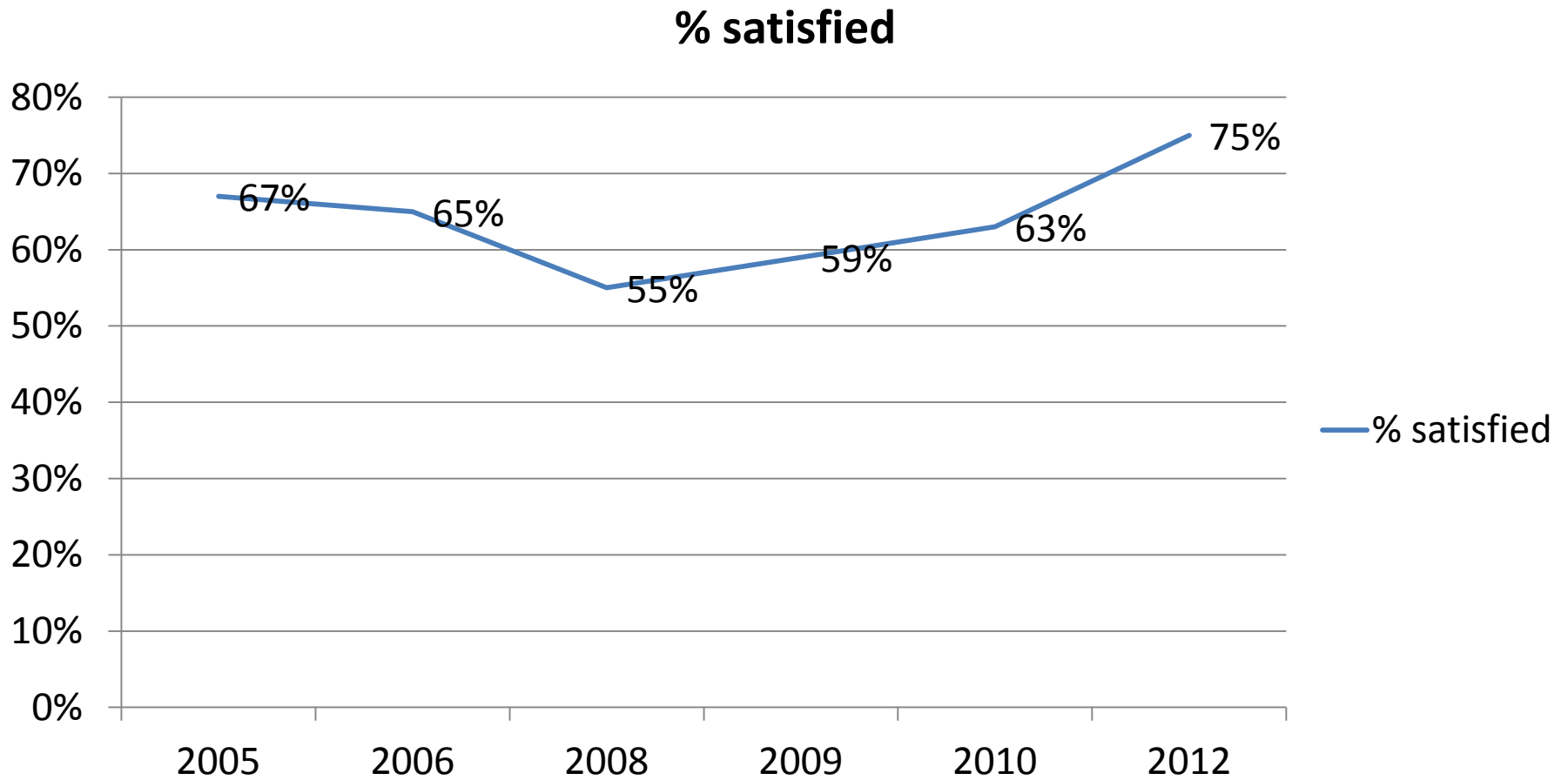
Satisfaction with local area as a place to live



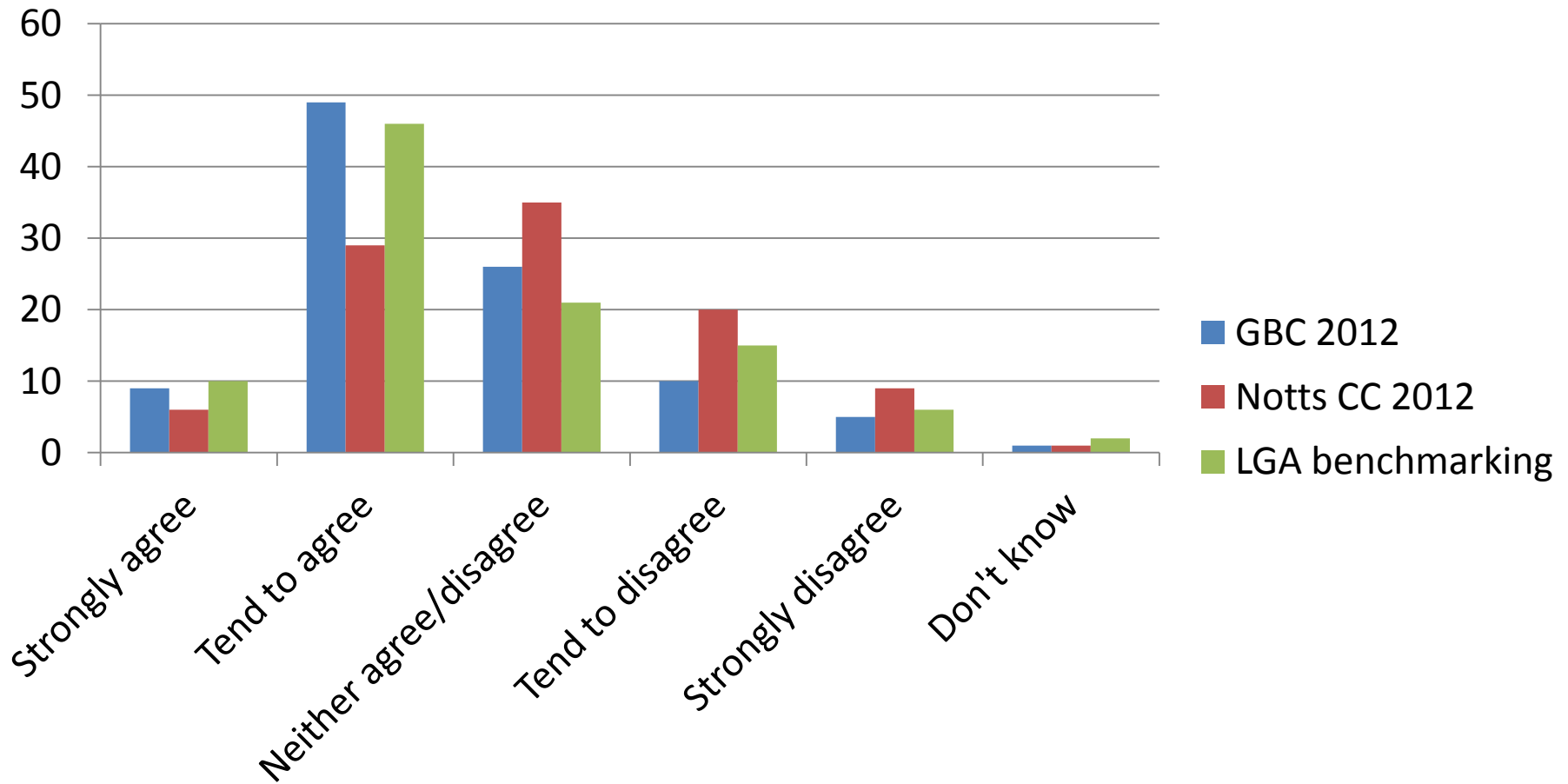
Satisfaction with the way Gedling Borough Council runs things



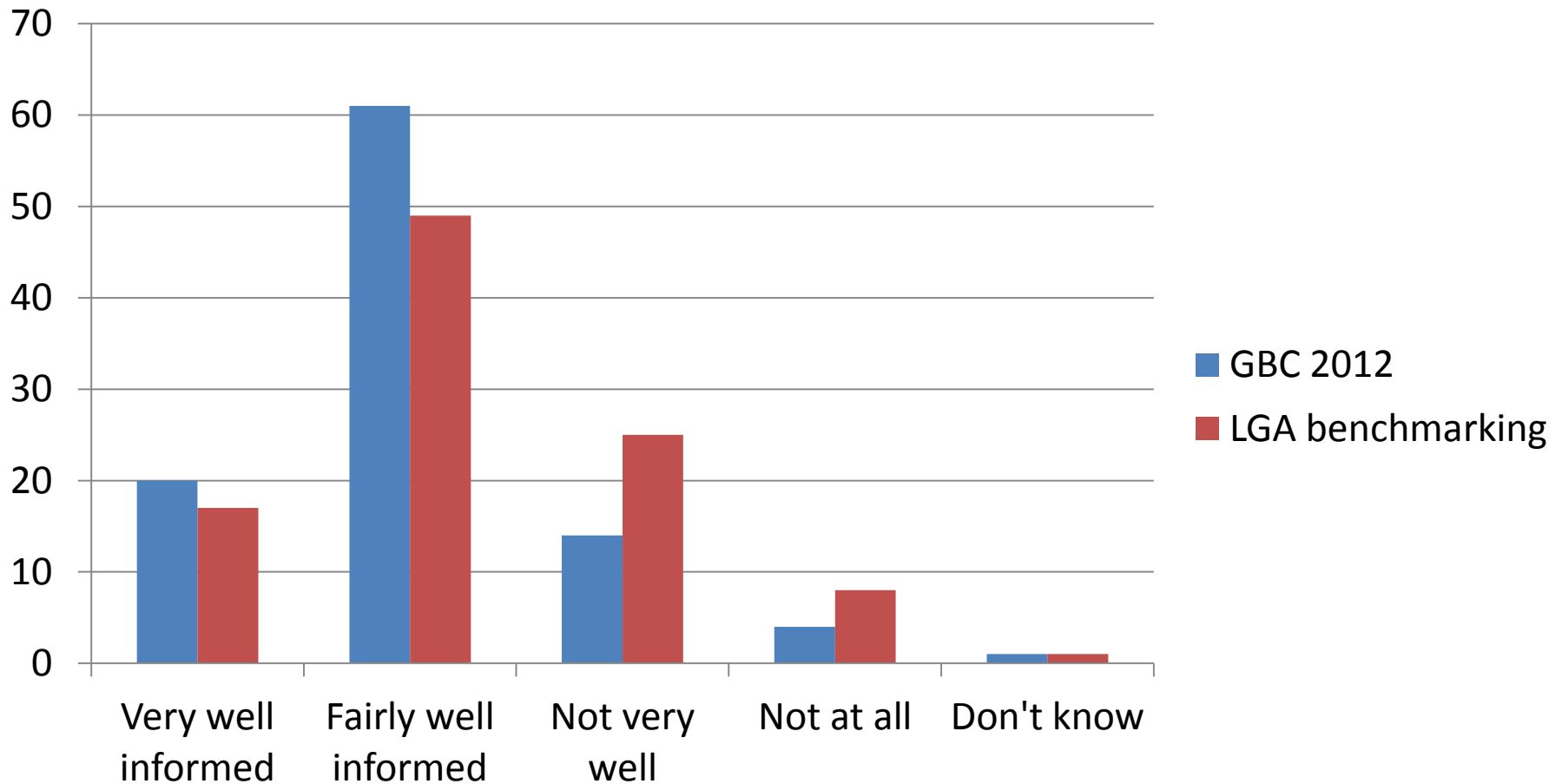
Satisfaction with Gedling BC – Trends over time



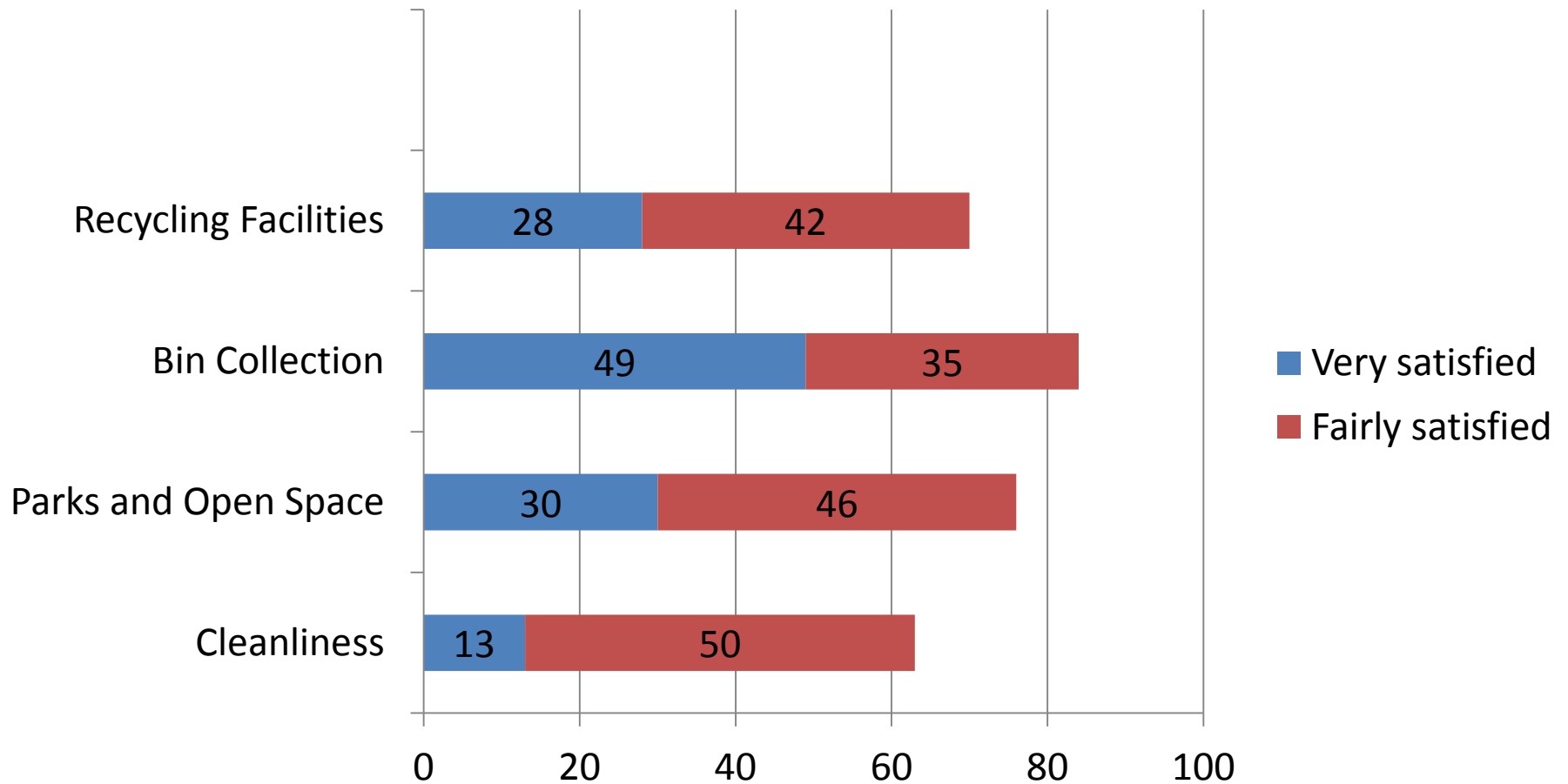
Does the Council provide good value-for-money?



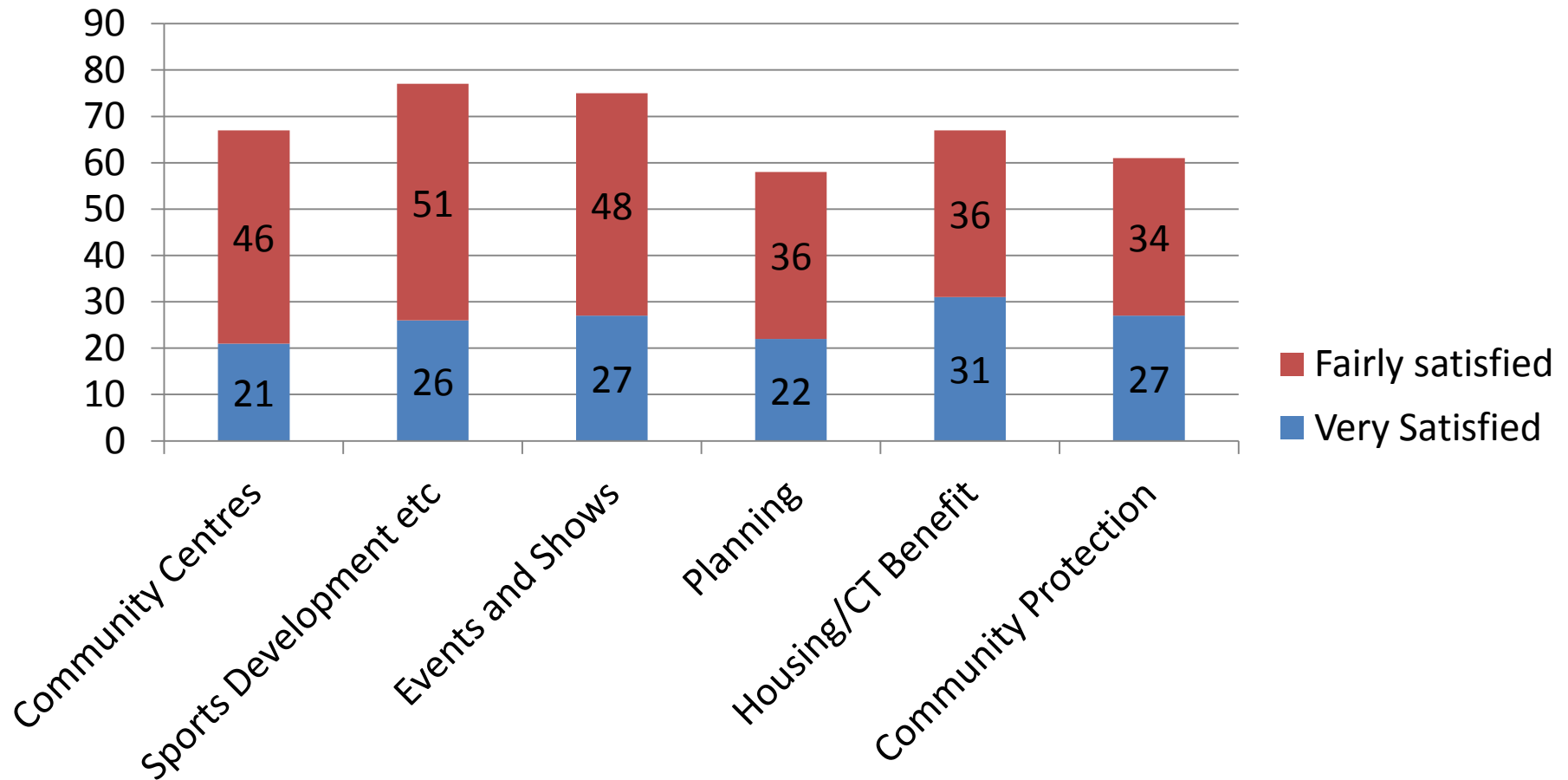
How well does Gedling BC keep residents informed?



Satisfaction with universal services



Satisfaction with other services



Contacting the Council

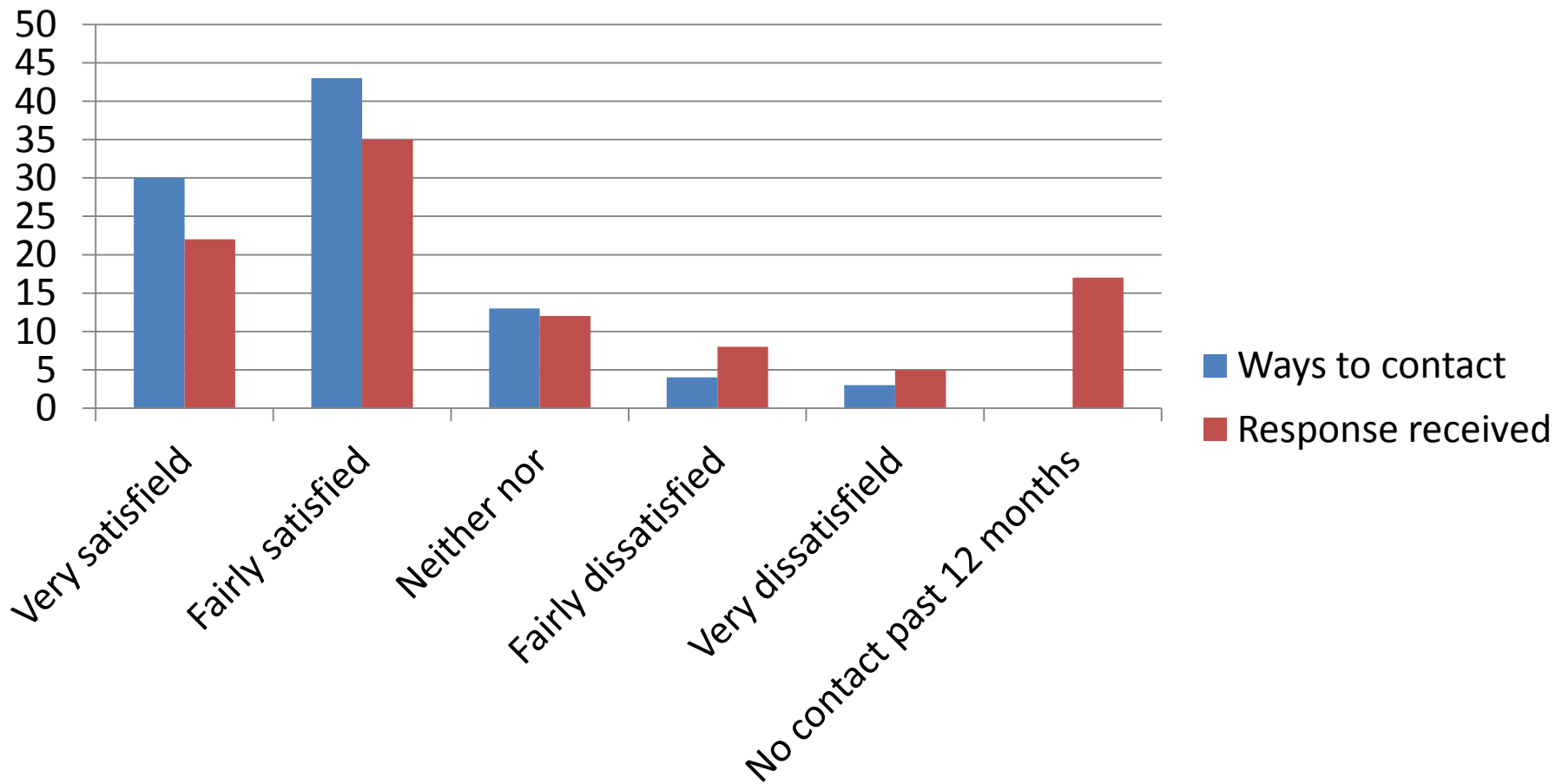
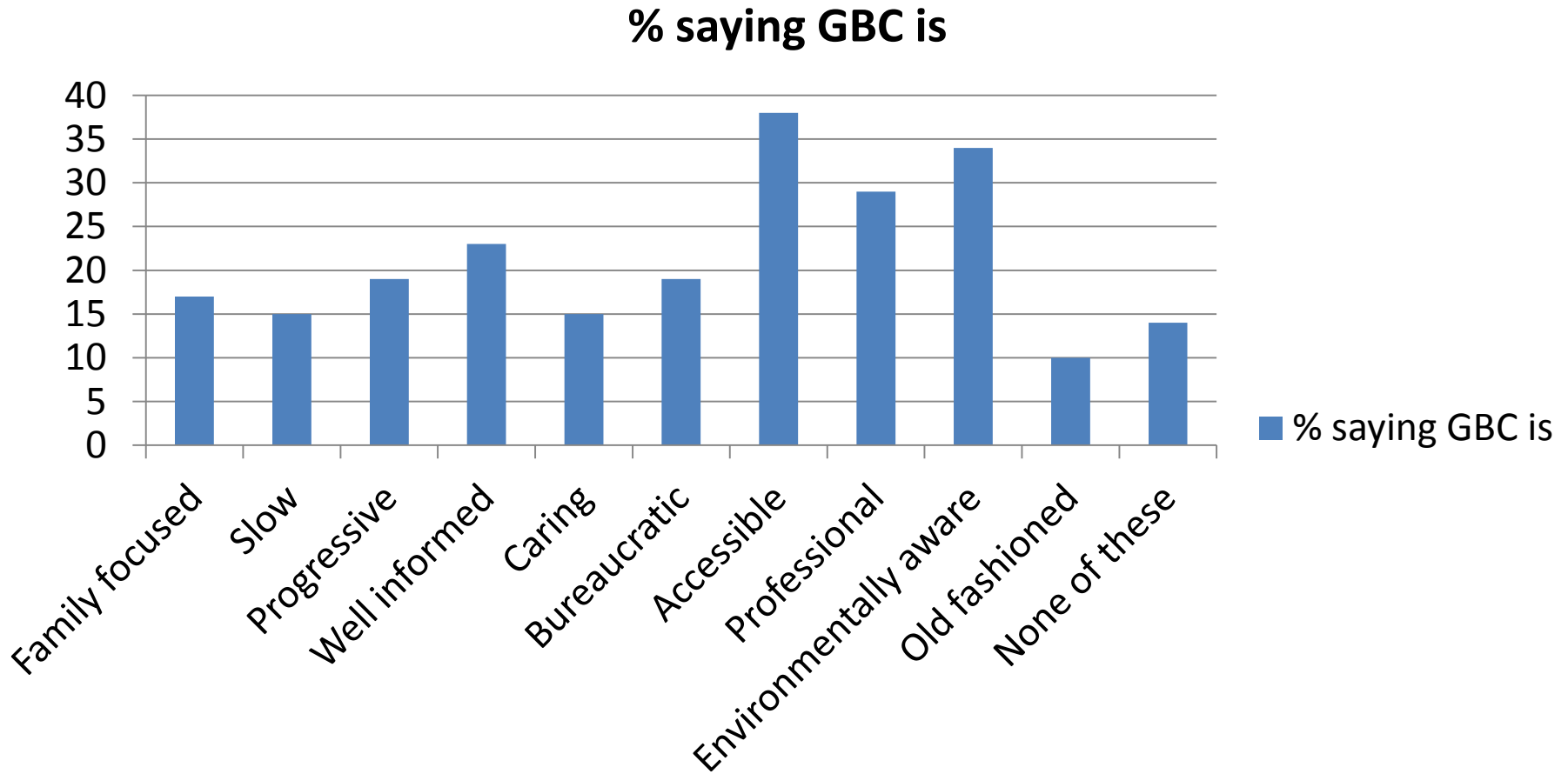
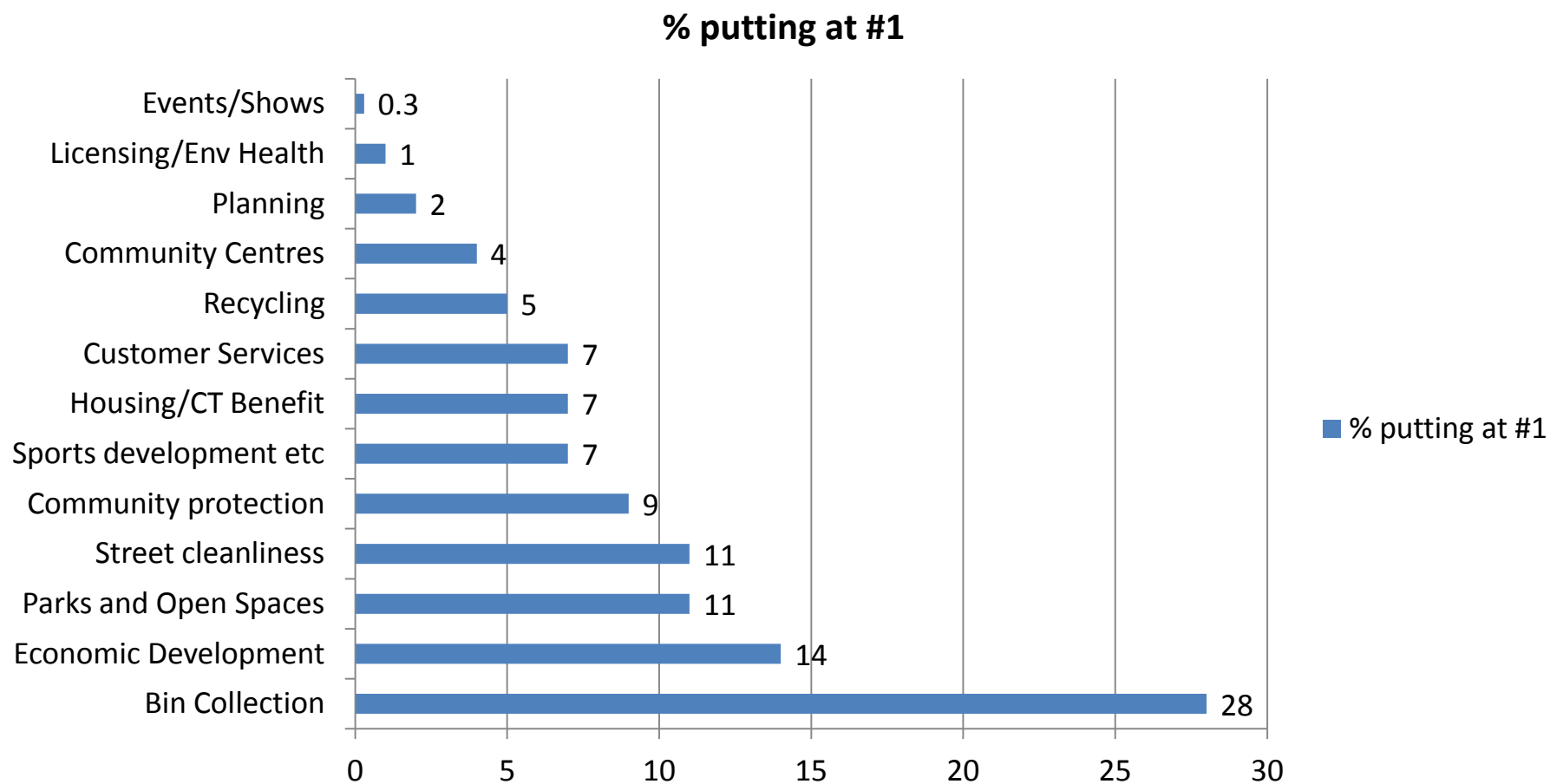


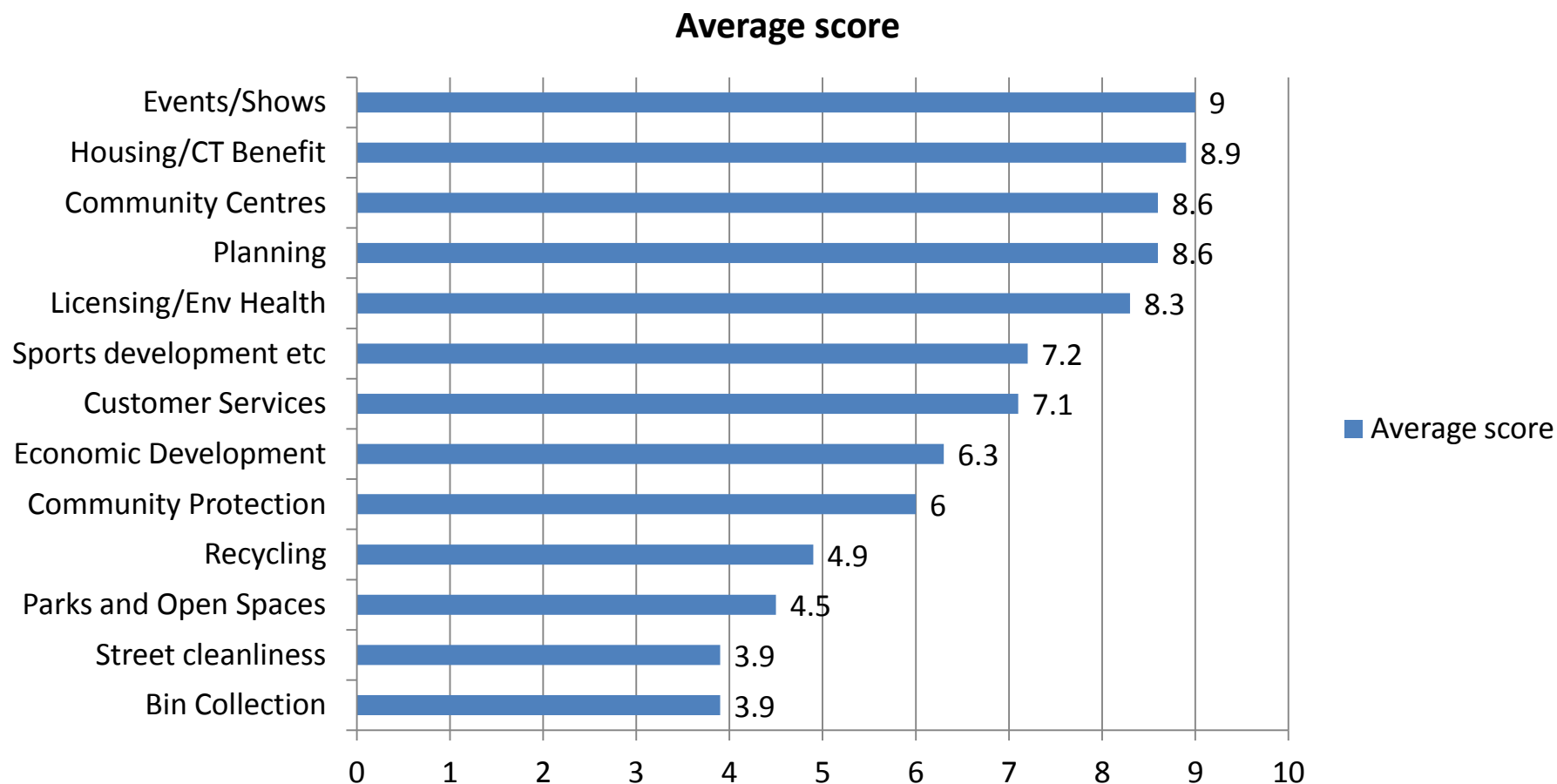
Image of the Council



Priority Services – Services in order of importance



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What next?

- Service Managers probe deeper
 - An introduction; not the final answer
 - Look behind the figures; probe more deeply
 - Build into ongoing customer feedback
 - What drives satisfaction; drives dissatisfaction
 - Look at alongside Mystery Shopper results
- Feed into current and future service planning