



# **The Reputation of Central Bedfordshire Council**

**A presentation of the results from the 2009 Resident and Employee Surveys**

**November 2009**

Ipsos MORI



# Drivers of Local Government Reputation among local residents...

**STRONGER DRIVERS**

*What you can control....*

Perceived quality of services overall

Perceived VFM

Direct communication

Deprivation/diversity/  
Physical Capital

Street cleaning/liveability/ASB

Media coverage/mood

Positive experiences of contact with staff

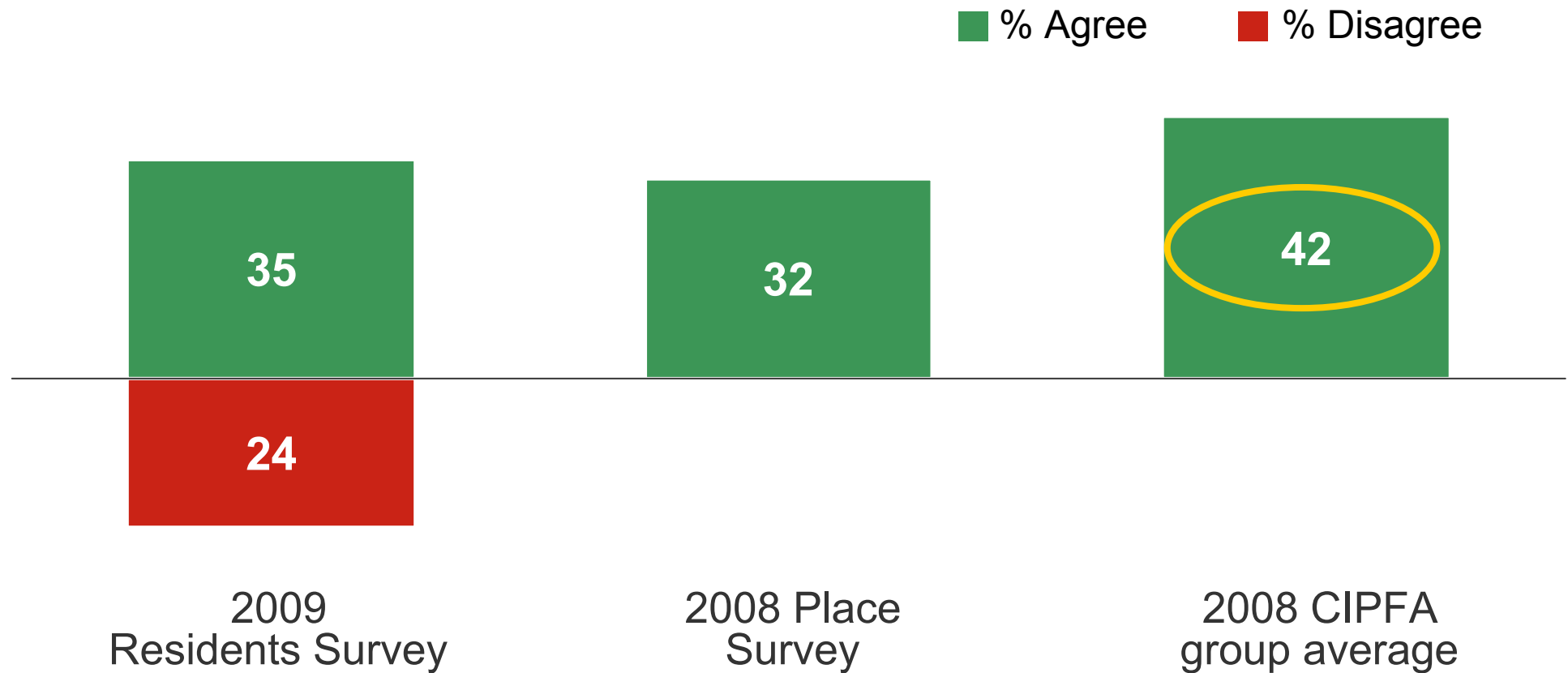
District/County performance

*What you cannot control....*

Ipsos MORI **WEAKER DRIVERS**

# Are we keeping our customers satisfied?

Q Taking everything into account, how satisfied or dissatisfied are you with the way Central Bedfordshire Council runs things?



# What do our advocates feel about us?

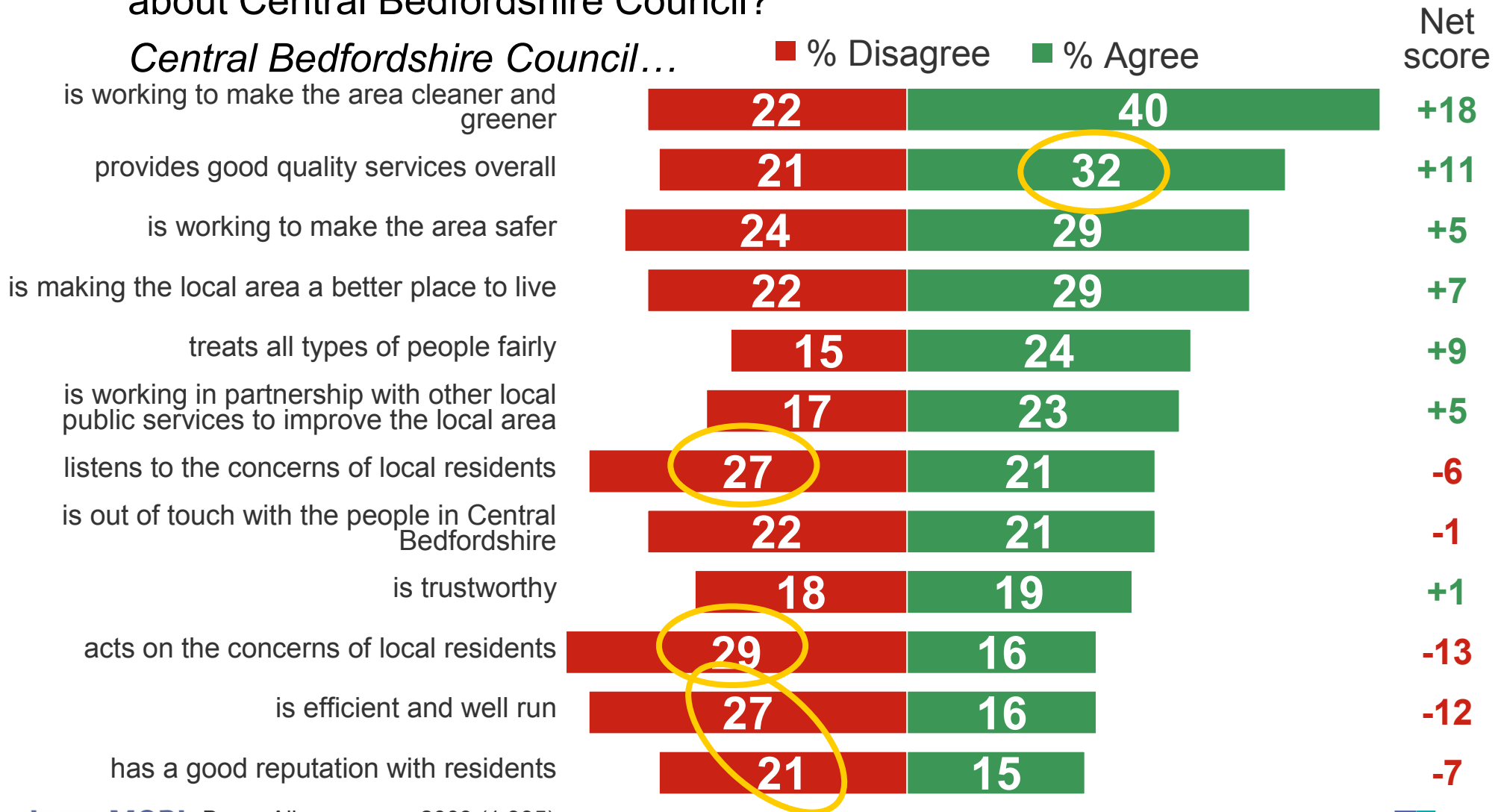


# **How is Central Bedfordshire performing on the key drivers of satisfaction?**

- Perception of services**
- Perception of Value for Money**
- Leadership of Place**
- Anti Social Behaviour**
- Communications**
- Staff experience**

# People think the Council provides good services, but engagement & value for money are problems

Q To what extent do you agree or disagree with the following statement about Central Bedfordshire Council?



Ipsos MORI Base: All responses 2009 (1,335)

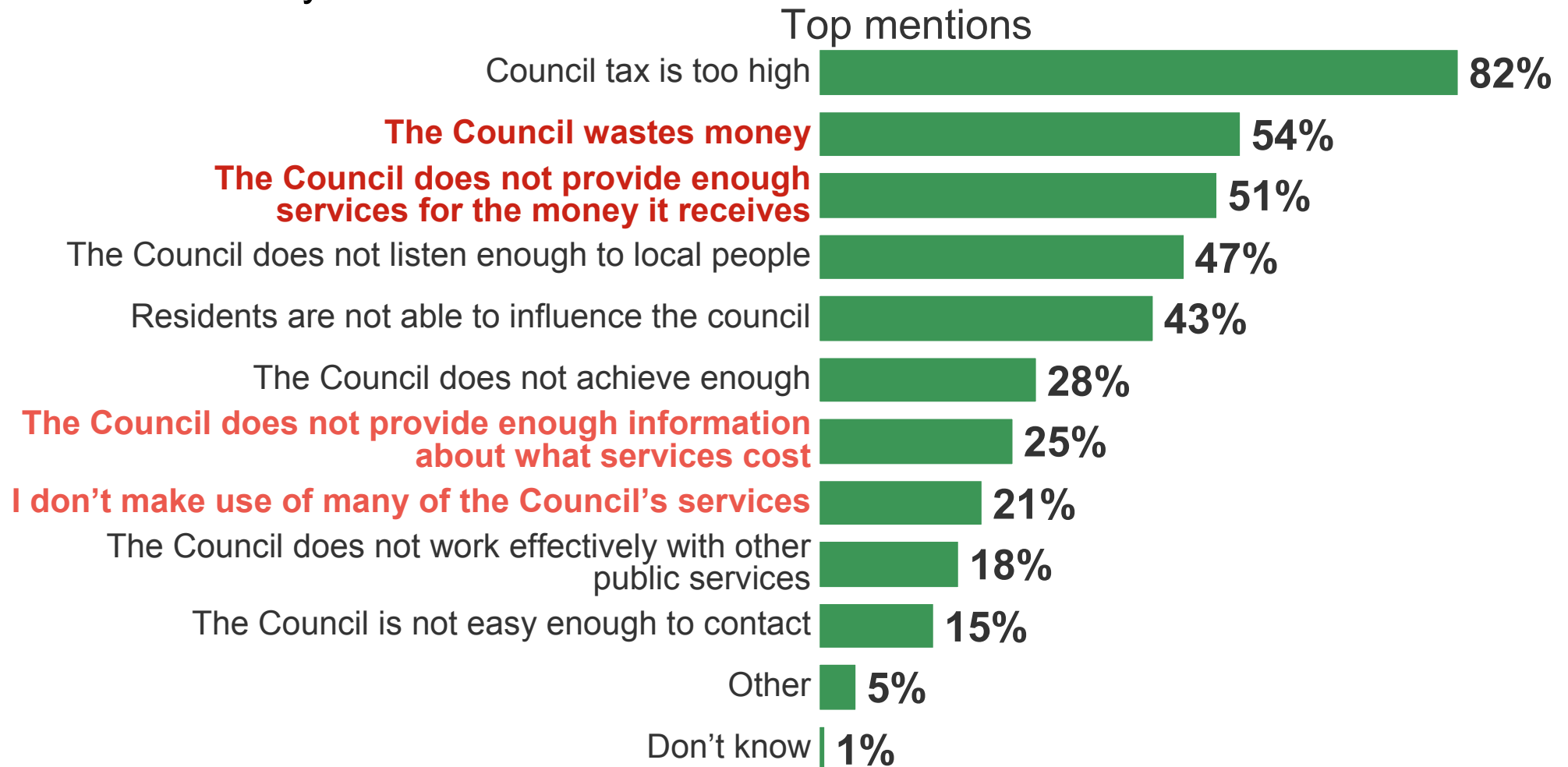
# One fifth agree that the Council provides value for money which is under the CIPFA average

Q To what extent do you agree or disagree that Central Bedfordshire Council provides value for money?



# Engagement and information are key...

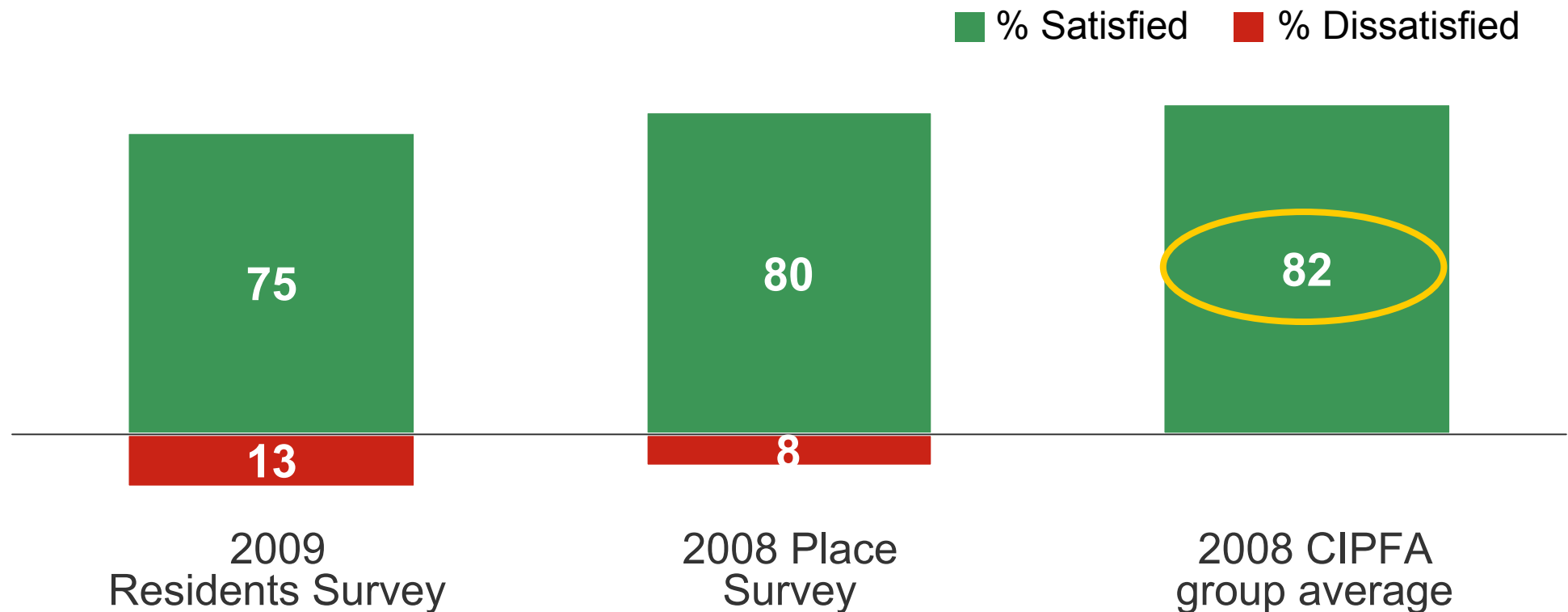
Q Why do you say that Central Bedfordshire Council does not provide 'value for money'?





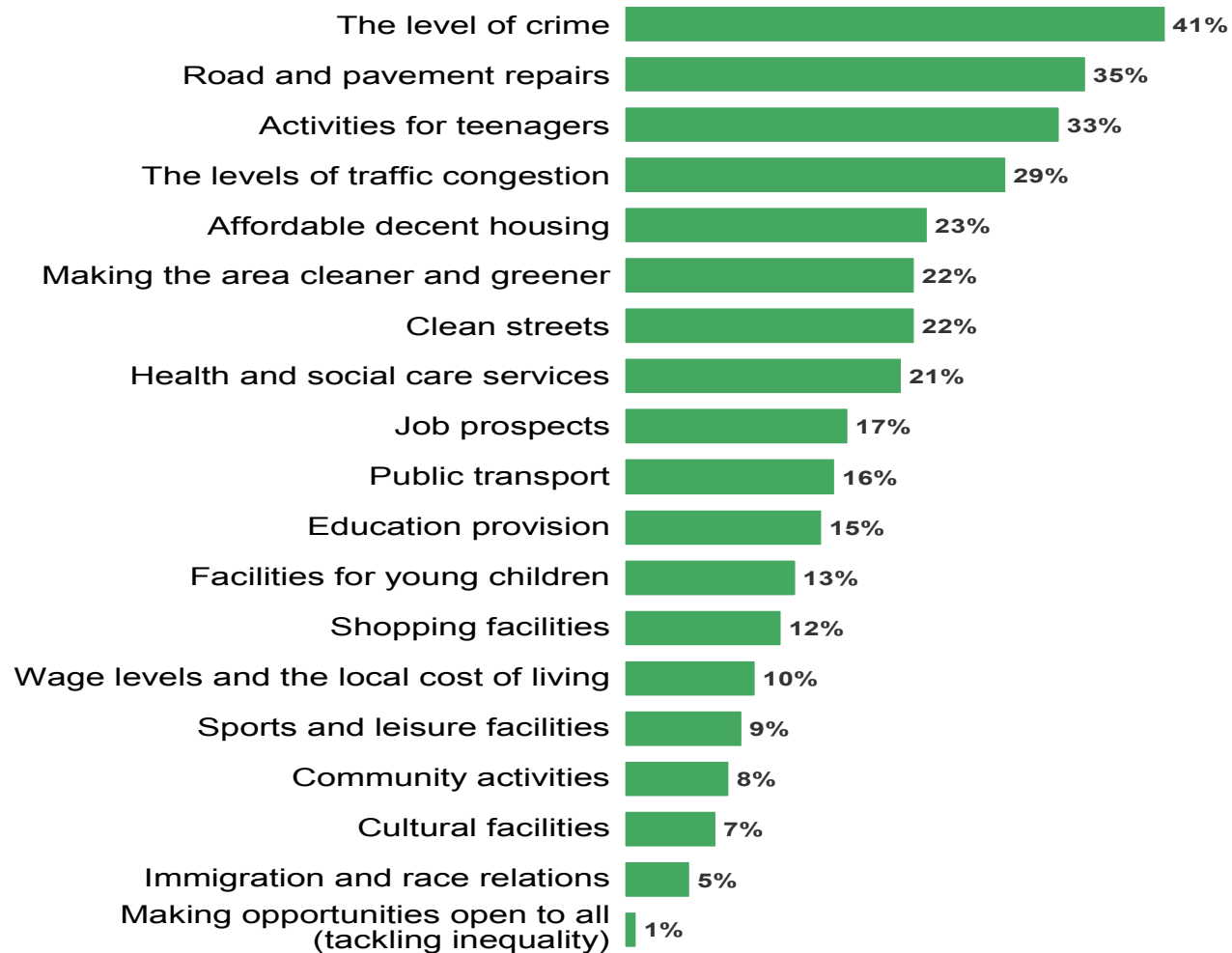
# Place matters

Q Overall, how satisfied or dissatisfied are you with your local area as a place to live?



# What residents want from Central Bedfordshire

Q Which three of following, if any, do you think should be priorities for the Council to focus on over the next five years?



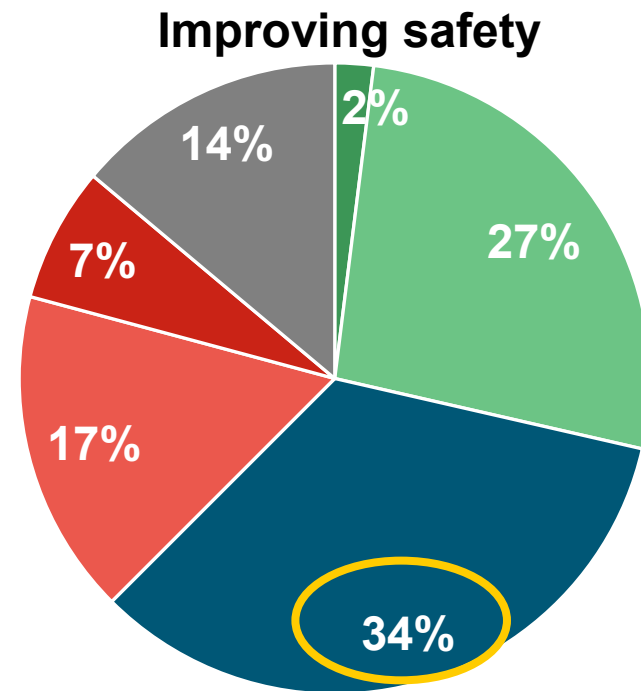
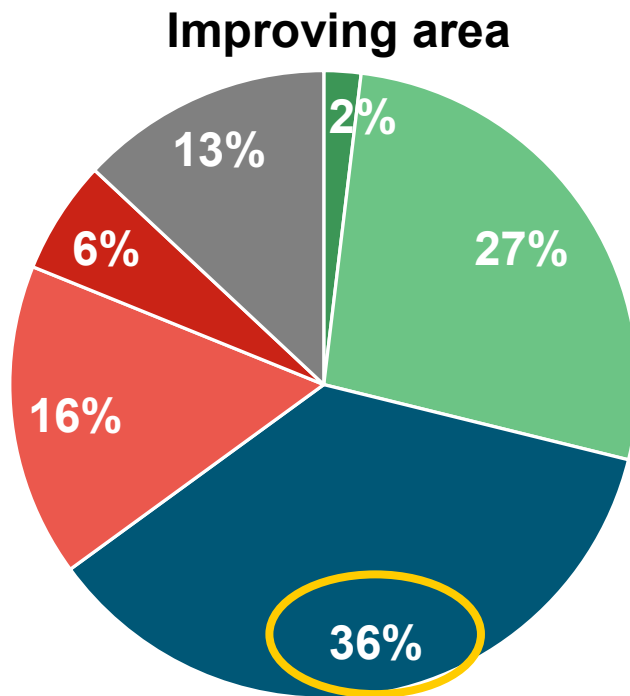
# Three in ten think the Council is improving the area/safety, but a third need convincing

Q To what extent do you agree or disagree with the following statement about Central Bedfordshire Council?

*Central Bedfordshire Council is making the local area a better place to live*

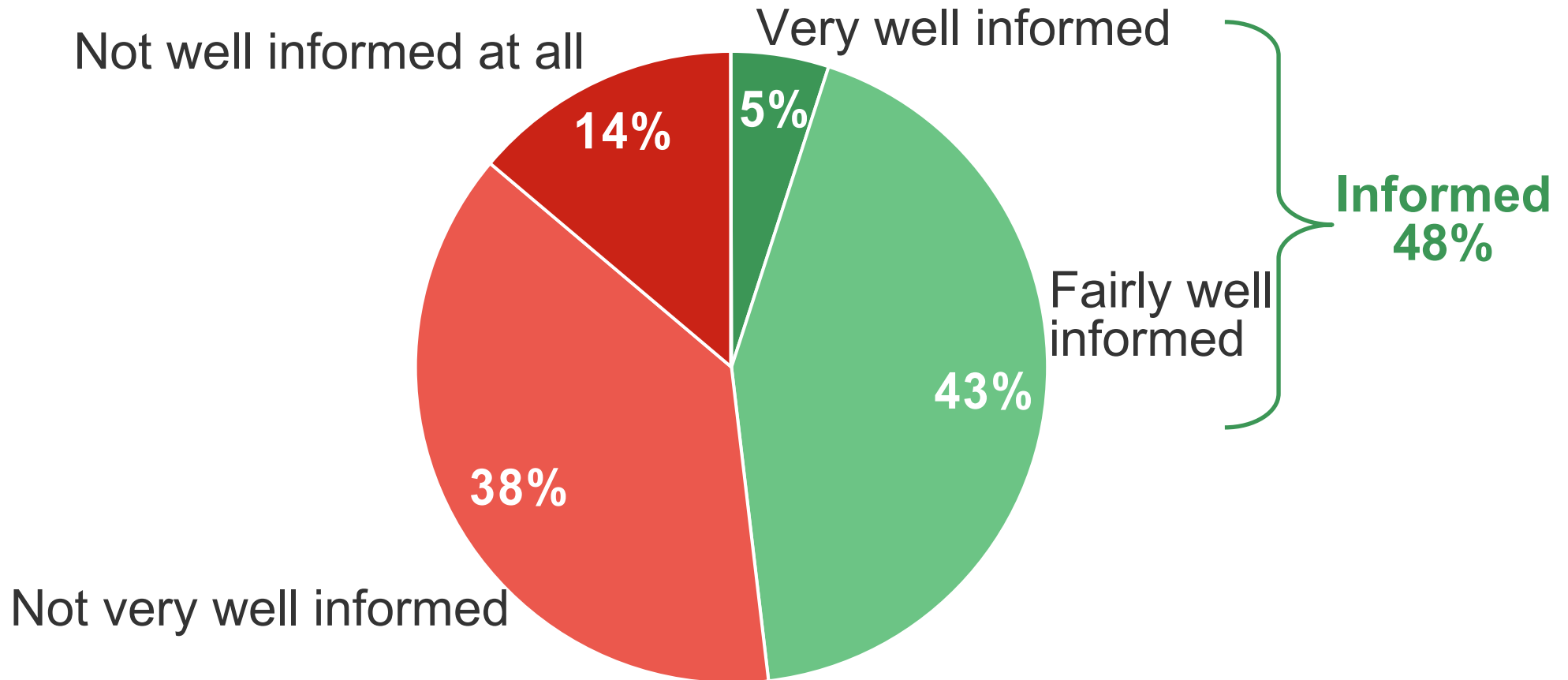
*Central Bedfordshire Council is working to make the area safer*

■ % Strongly agree      ■ % Tend to agree      ■ % Neither / nor  
■ % Tend to disagree      ■ % Strongly disagree      ■ % Don't know/not stated



# Communications is key to satisfaction

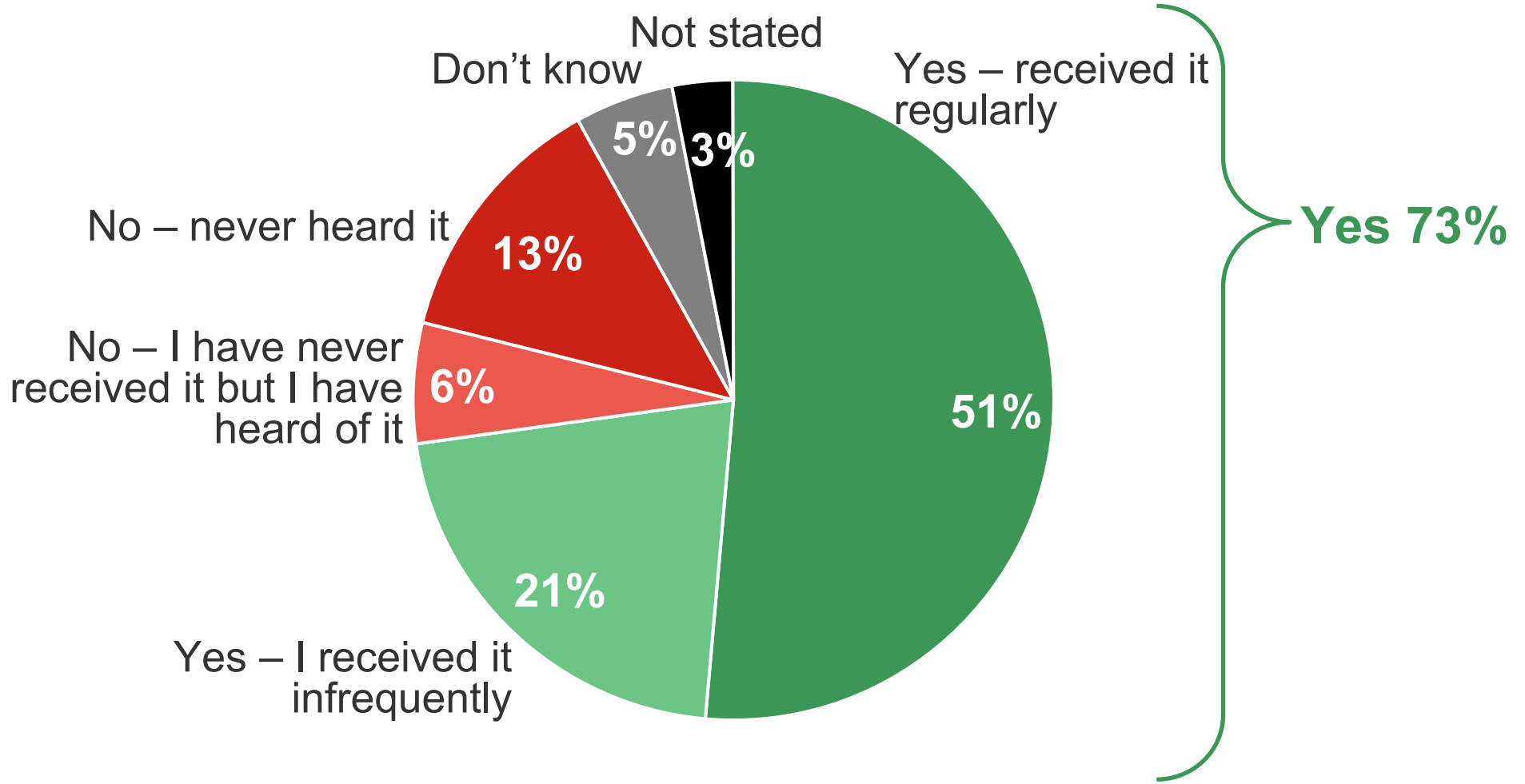
Q Overall, how well informed do you feel about Council?



**Net informed score: -4**

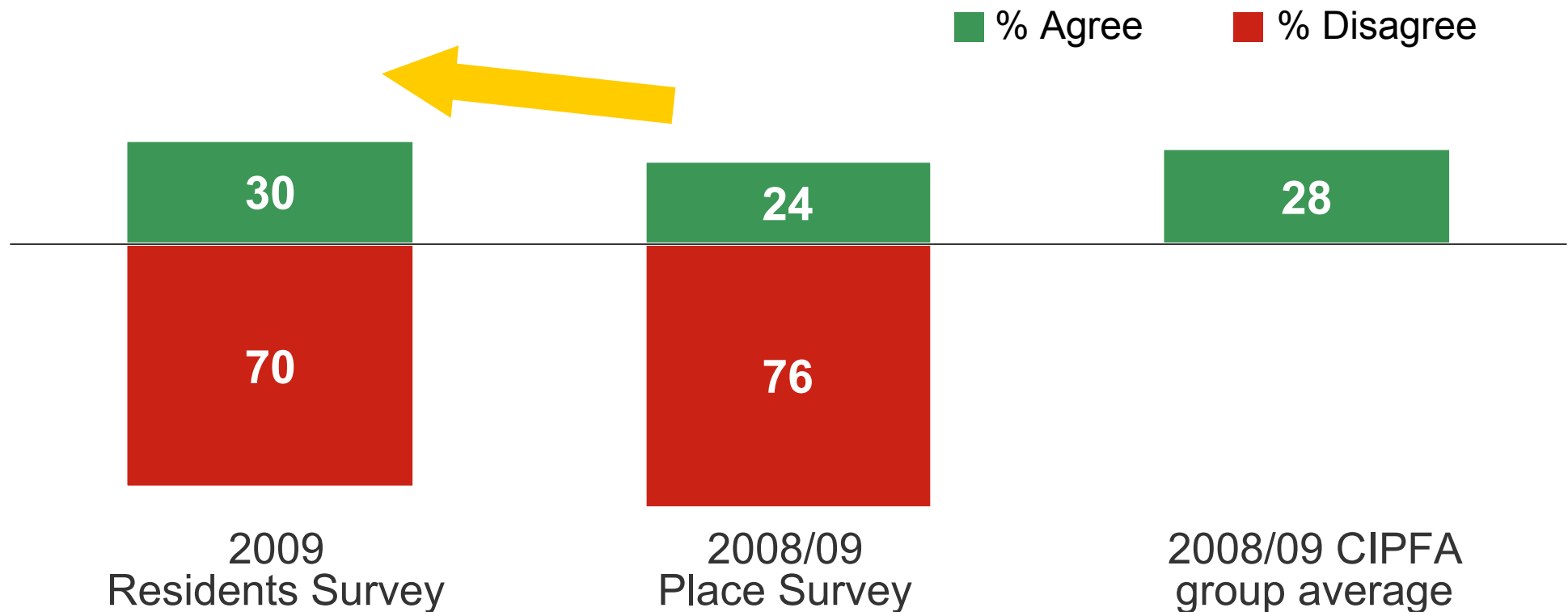
# Core channels are recognised and trusted

Q Central Bedfordshire Council published a monthly magazine for residents called News Central?



# But do they feel listened to?

Q Do you agree or disagree that you can influence decisions affecting your local area?



# A third are waiting to be convinced that the Council listens to/acts on residents' concerns

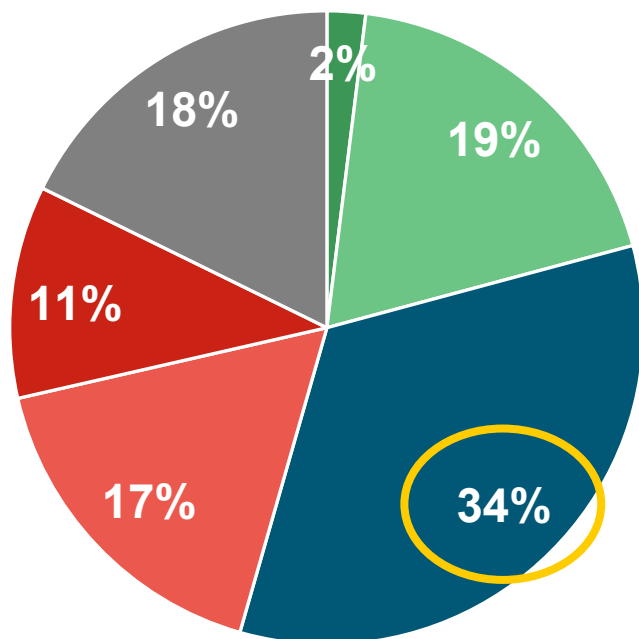
Q To what extent do you agree or disagree with the following statement about Central Bedfordshire Council?

*Central Bedfordshire Council listens to the concerns of local residents*

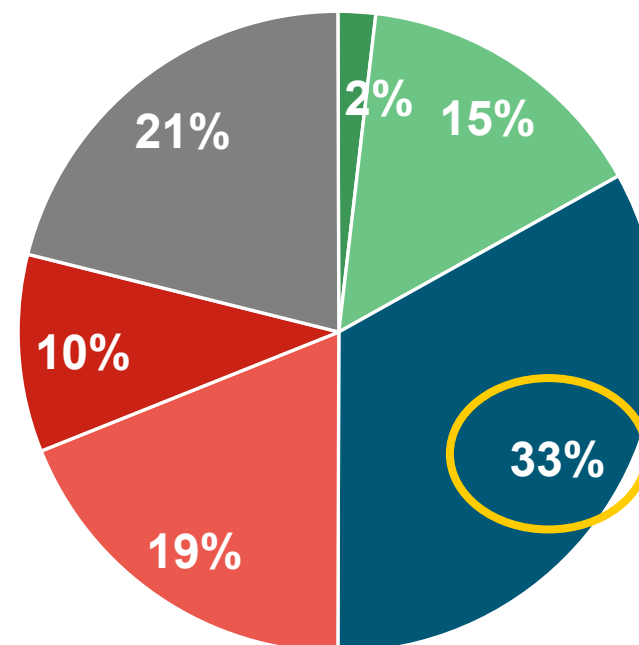
*Central Bedfordshire Council acts on the concerns of local residents*

■ % Strongly agree      ■ % Tend to agree      ■ % Neither / nor  
■ % Tend to disagree      ■ % Strongly disagree      ■ % Don't know/not stated

**Listens to concerns**

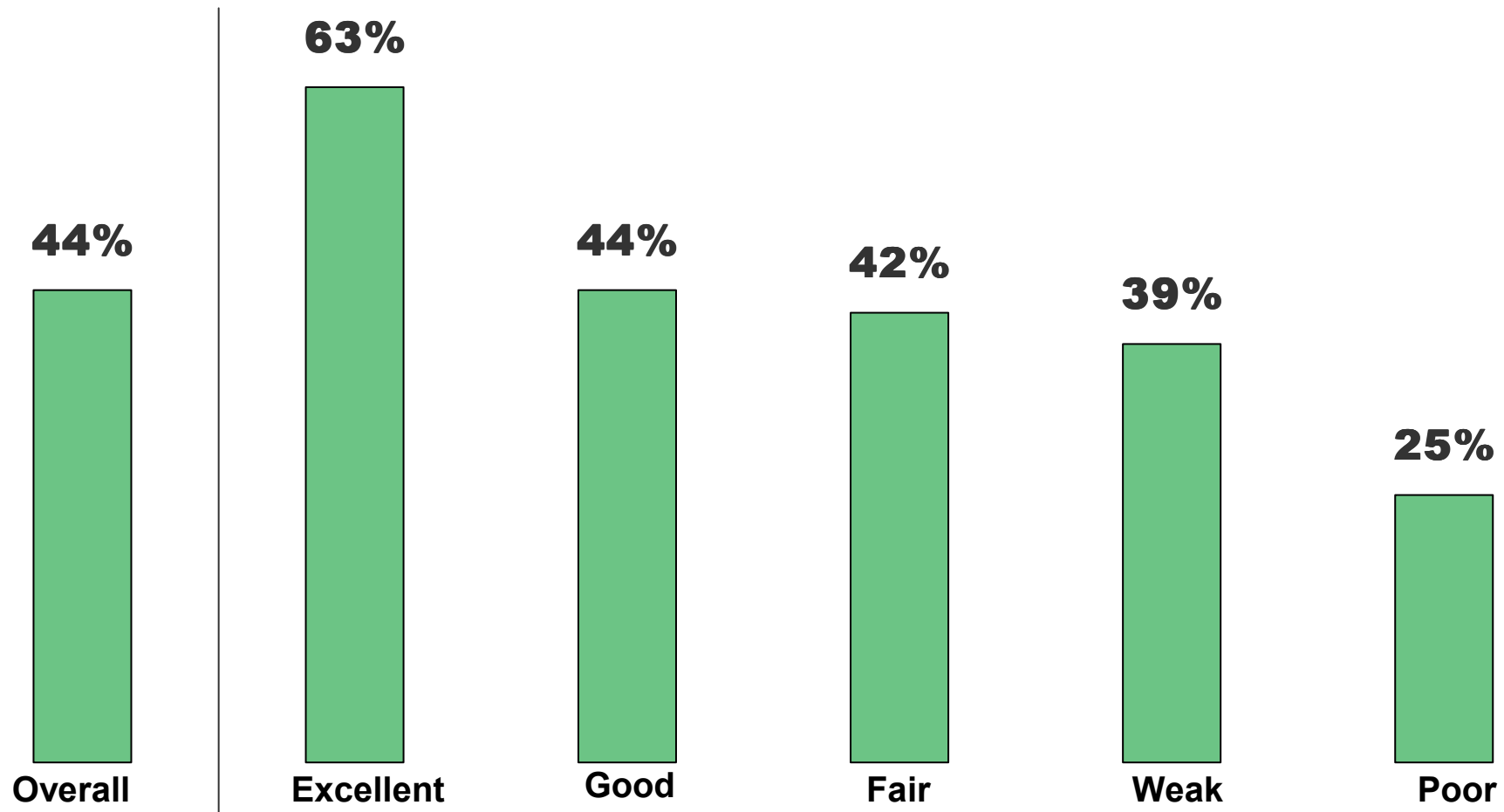


**Acts on concerns**



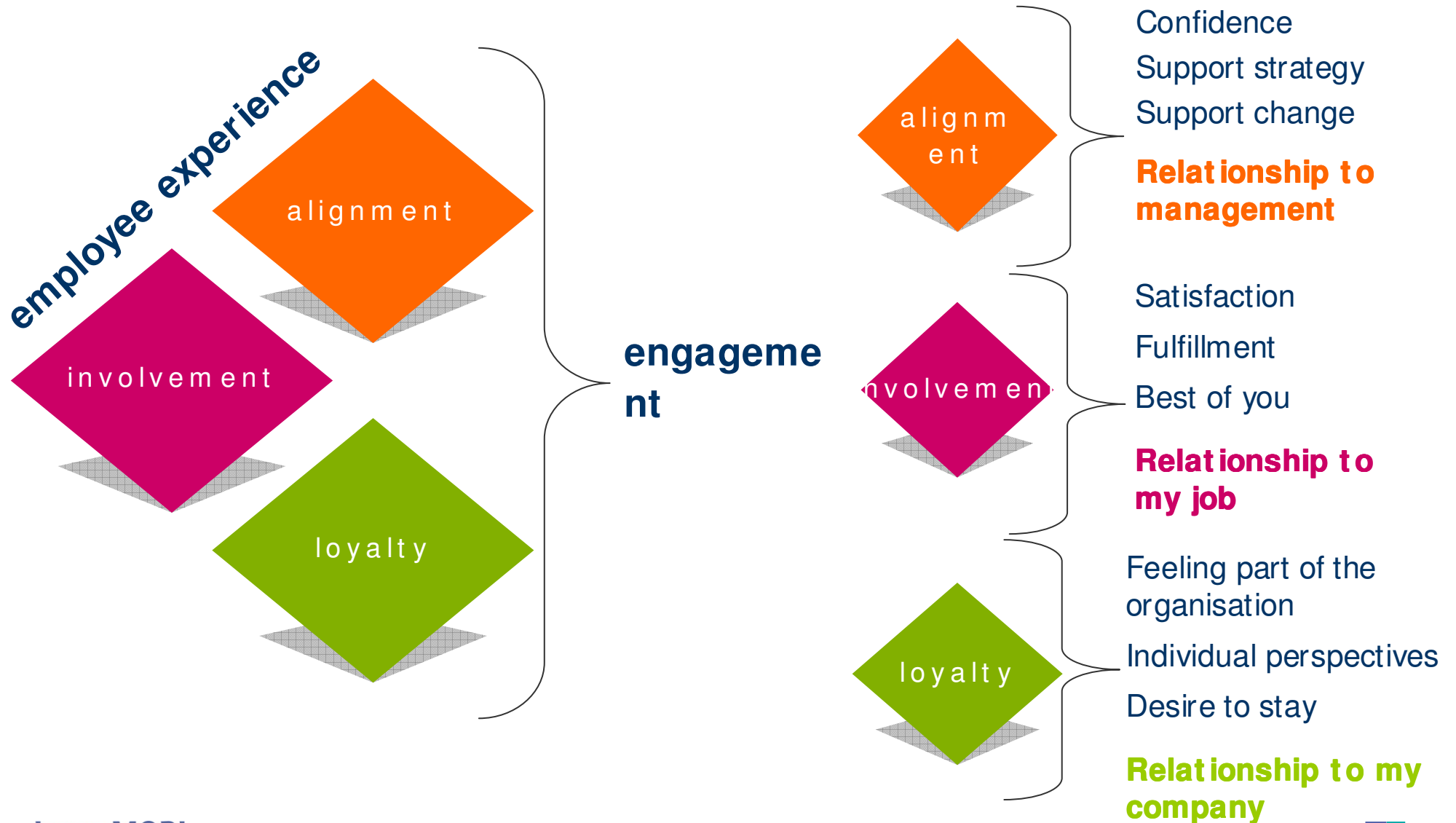
# Positive staff - successful councils

*% who strongly agree that they would speak highly of the authority to others outside the organisation*

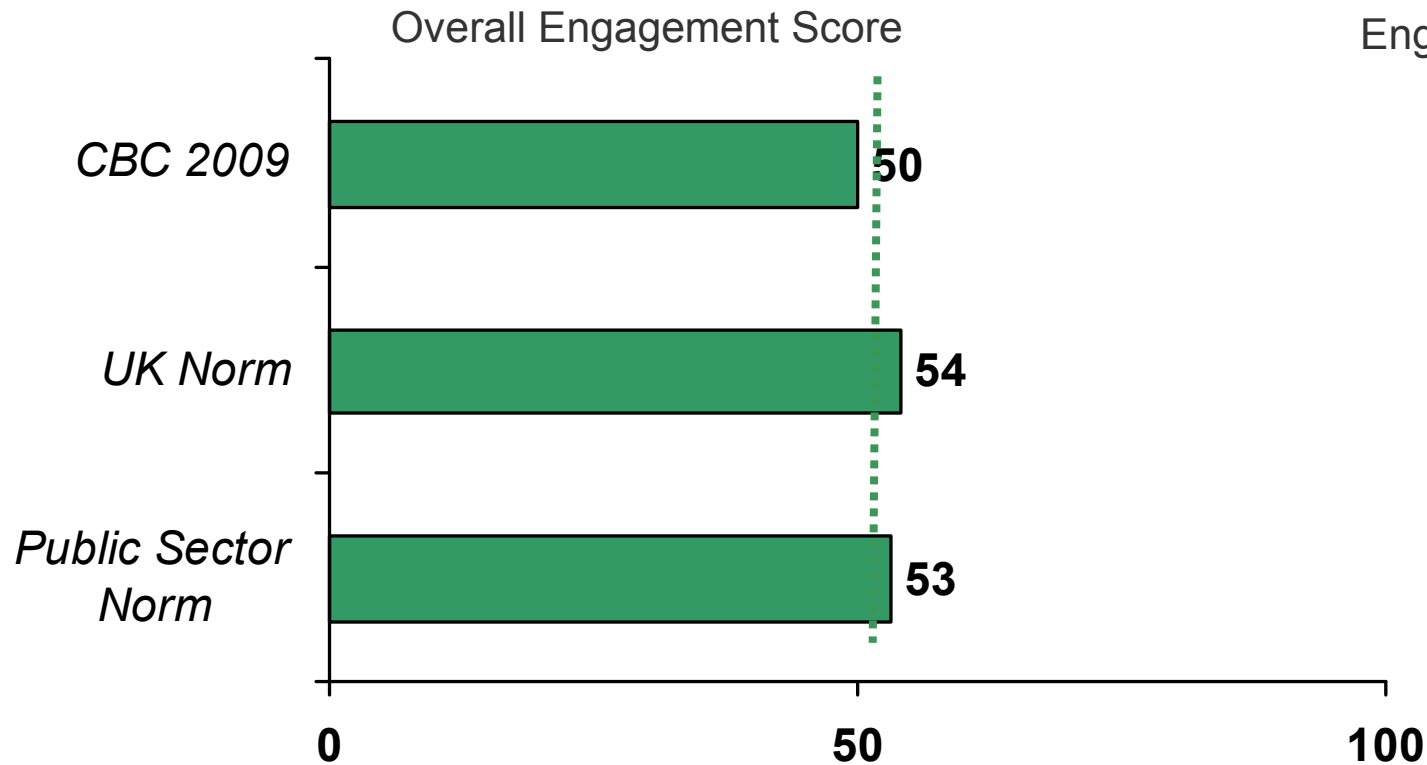




# How we are measuring engagement in the Council



# Engagement levels are reasonable but there is room for improvement



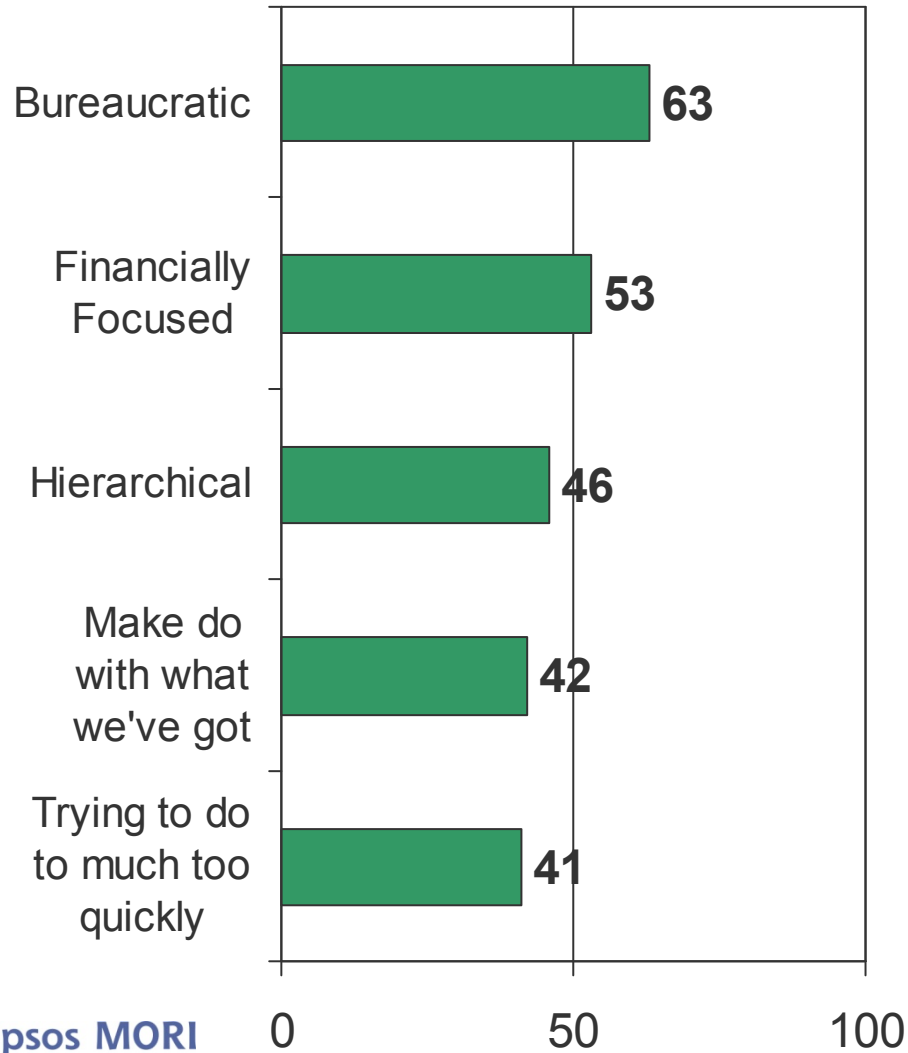
Engagement component scores



Engagement is currently localised. Employees have a strong affinity to their work, local teams and managers. The relationship with senior management and the Council overall is not as strong

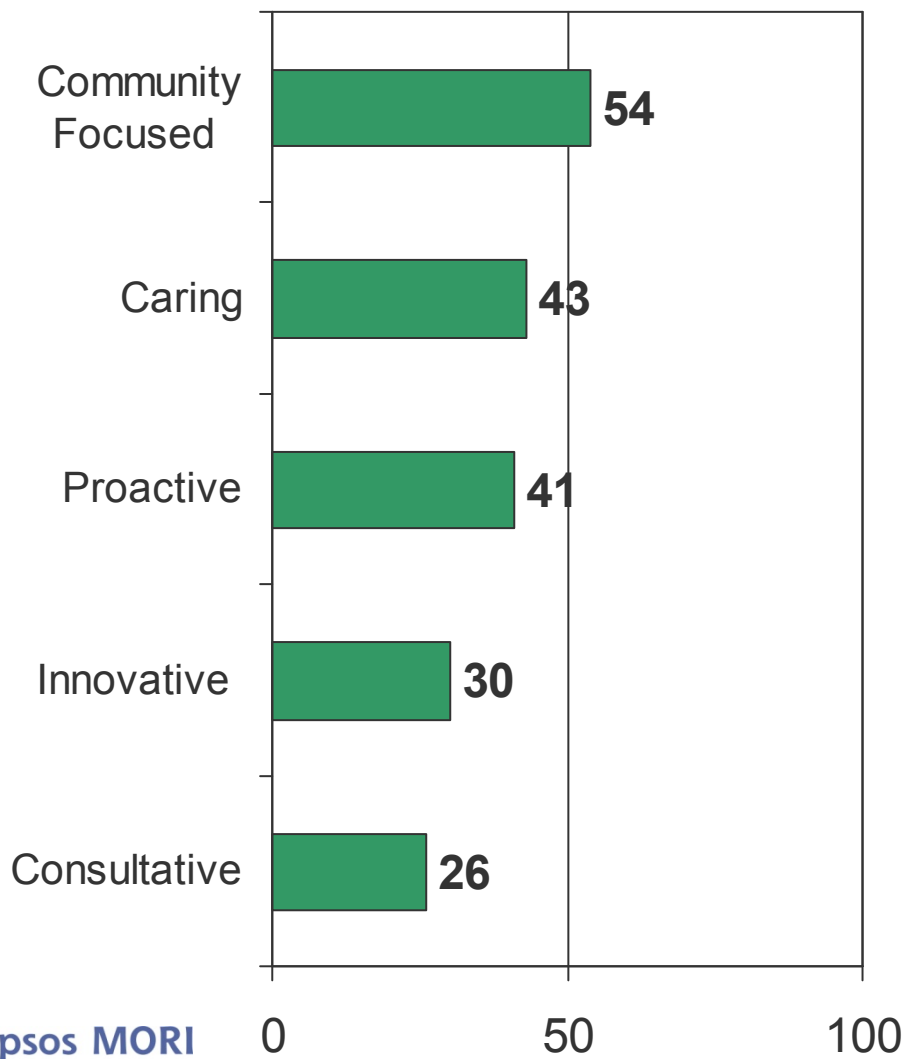
# Developing our organisational culture

## Perceptions of current culture ....

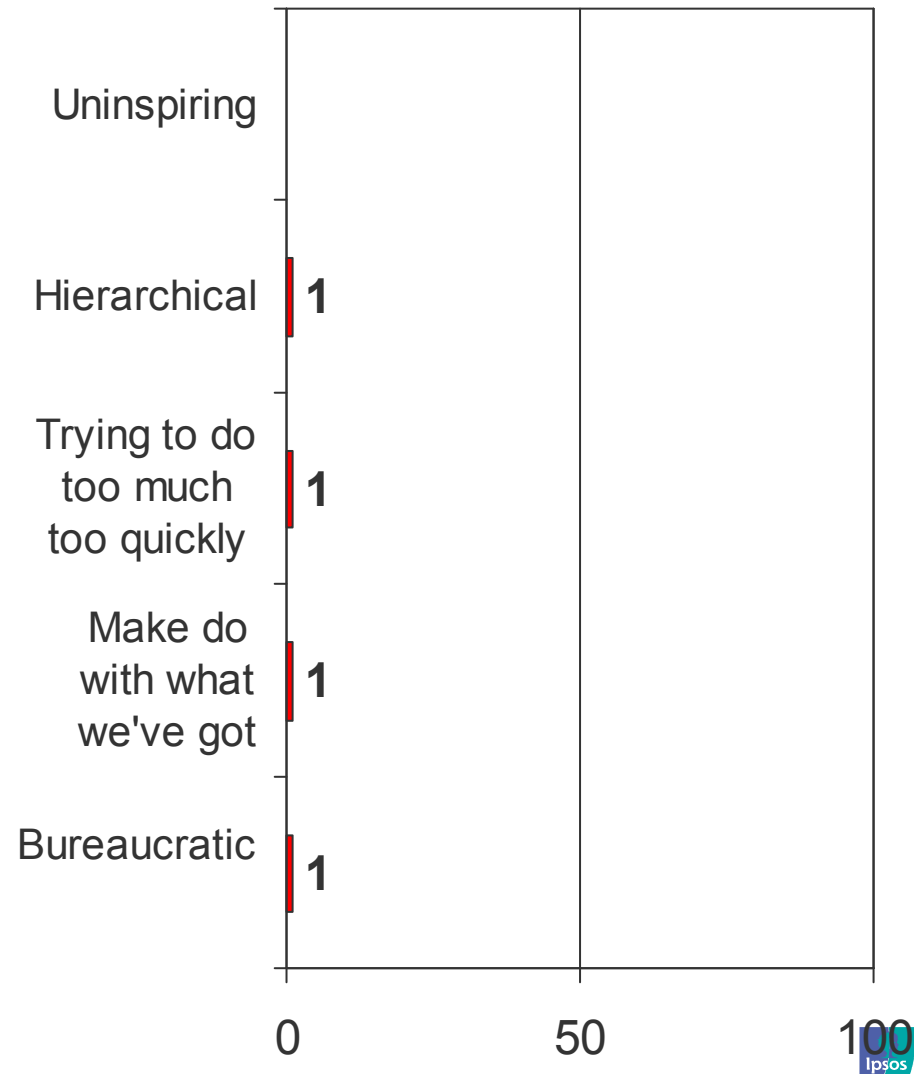


# Where colleagues want us to be

## Desired culture



## It must not be...



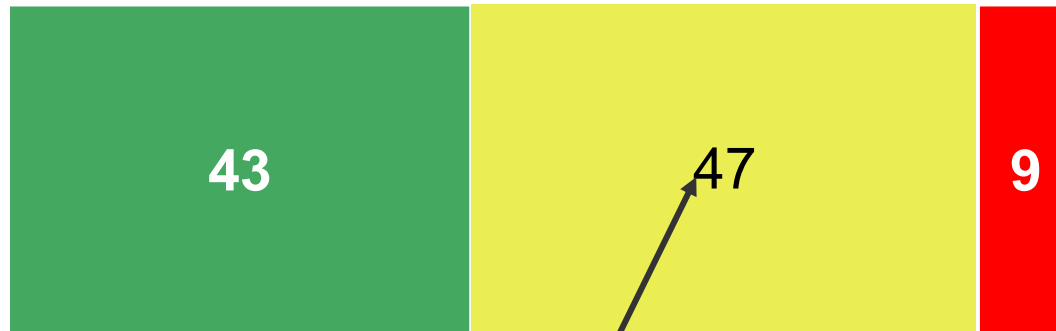
## **Creating an environment where colleagues:**

- Understand our direction**
- Feel able to contribute**
- Have faith in leadership**
- Have a sense or organisational pride**
- Experience transparent, honest and relevant communications.**

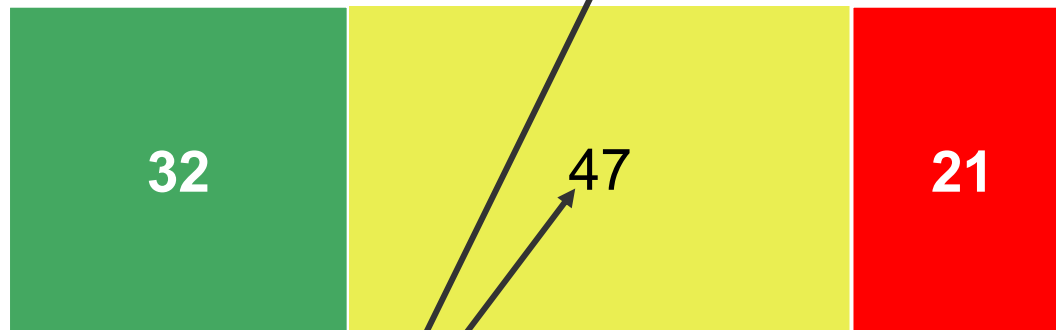
# Employees are more positive about service quality than residents

■ % Positive   ■ % Neutral/Don't Know   ■ % Negative

EMPLOYEES feeling that CBC provides good quality services overall



RESIDENTS believing that CBC provides good quality services overall

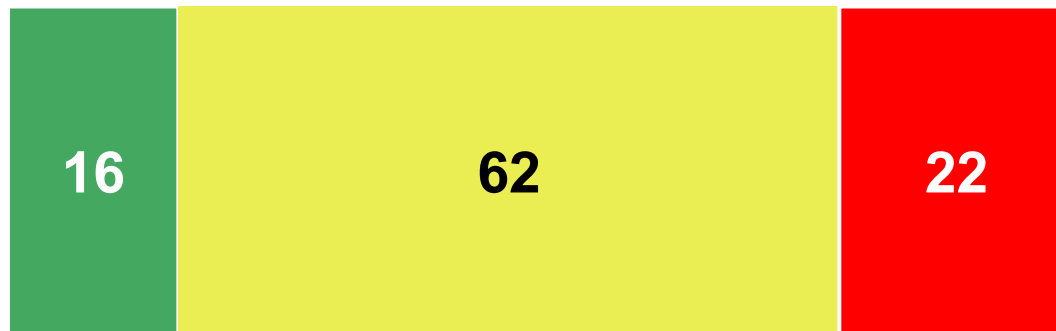


...and around half are undecided and ripe for conversion

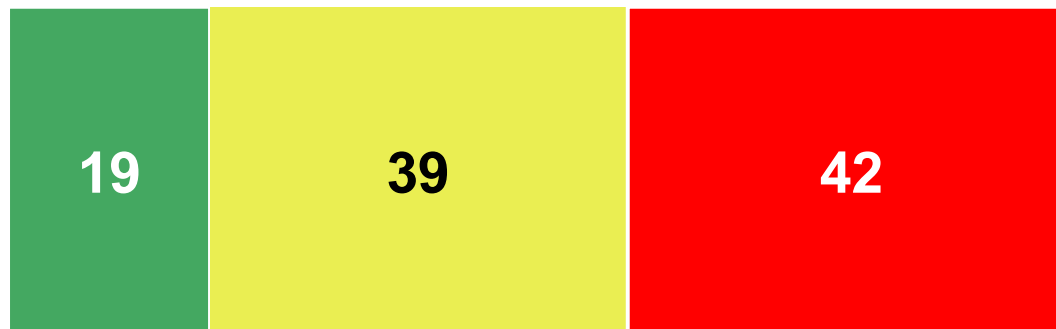
# ...but the really sit on the fence when it comes to views on efficiency & value for money

■ % Positive   ■ % Neutral/Don't Know   ■ % Negative

EMPLOYEES feeling that  
CBC is efficient and  
provides good value for  
money



RESIDENTS believing  
that CBC provides good  
value for money



## **Key recommendations:**

- Campaign to demonstrate VfM and efficiency**
- Raise the profile of place shaping**
- Communicate that we are listening and responding**
- Seize the opportunity – everything to play for!**