



**Vale of Glamorgan
Local Service Board
Unified Needs Assessment**

**Priority Outcome Two –
Customer Focused Services**

December 2013

**Produced by the
Business Intelligence Group**

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Priority Outcome Two

The diverse needs of local people are met through the provision of customer focused, accessible services and information.

Approach

In order to explore the extent to which the needs of local people are met through the provision of customer focused services, and the opportunities of this outcome as a priority, we need to identify suitable indicators upon which to make a judgement.

Indicators

We have considered indicators in the following areas:

- Internet use by area;
- Integrated health and social care line;
- Contact with the Council;
- Awareness of Council services;
- Satisfaction with Council services;
- Contact with the Police;
- Awareness of Police services;
- Satisfaction with Police services;
- Patient experience; and
- Views on the transport system.

Internet use by area

Internet access allows residents to access information and services quickly and conveniently. Internet use is increasing at a national level.

The National Survey for Wales provides household internet access data at local authority level. This allows us to compare the internet access of Vale of Glamorgan residents with that of individuals living in Wales. Results of the National Survey for Wales 2012/13 showed that in the Vale of Glamorgan, 80% of residents aged over 16 live in a household with access to the internet. This is 7% above the national average of 73% and the second highest local authority in Wales.

In 2011/12, results of the Vale of Glamorgan Public Opinion Survey showed that 72% of respondents used the internet although there is a variation in internet use across the Vale of Glamorgan. In Barry, 67% of residents reported using the

internet. In the Central and Western Vale the figure was 75% and in the Eastern Vale the figure was 78%.

Integrated health and social care line

The UHB integrated health and social care line is based at the Council's contact centre and was set up to provide a "one-stop-shop" for the public, patients, carers and health and social care professionals. Services include a 24/7 dental helpline, 24/7 district nurse helpline and an out of hours GP service. During 2012/13, there were 306,638 calls to the integrated health and social care line and additional workspace has now been created at the contact centre for GPs to use at weekends in order to improve the out of hours service offered to customers.

Contact with the Council

During 2012/13, there were 259,947 calls to the Council's Contact 1 Vale contact centre. This was a decrease from 280,553 in 2011/12. During this period there were 1,325,885 visits to the Vale of Glamorgan Council website and there was an average of 110,490 visits each month. Web usage data is only available from November 2011 and during this period web use has remained largely steady with occasional peaks driven by local events (e.g. the local election in 2012).

The Vale of Glamorgan Council Public Opinion Survey¹ is a two yearly survey of 1000 Vale residents. The survey is conducted face-to-face using a broad and representative sample of Vale residents aged over 16.

Results of the 2012 Public Opinion Survey showed that 59% of respondents reported that they had used the Vale of Glamorgan Council website in the last 12 months. This was an increase from 36% of internet users in 2009. By re-basing the results on all residents (including those without internet access) it is estimated that the proportion of Vale residents using the Council website over the past three years has doubled from 21% to 42%. These figures demonstrate that there is a consistently high demand for information online and a growing number of Vale residents accessing information via the Council website.

Awareness of Council services

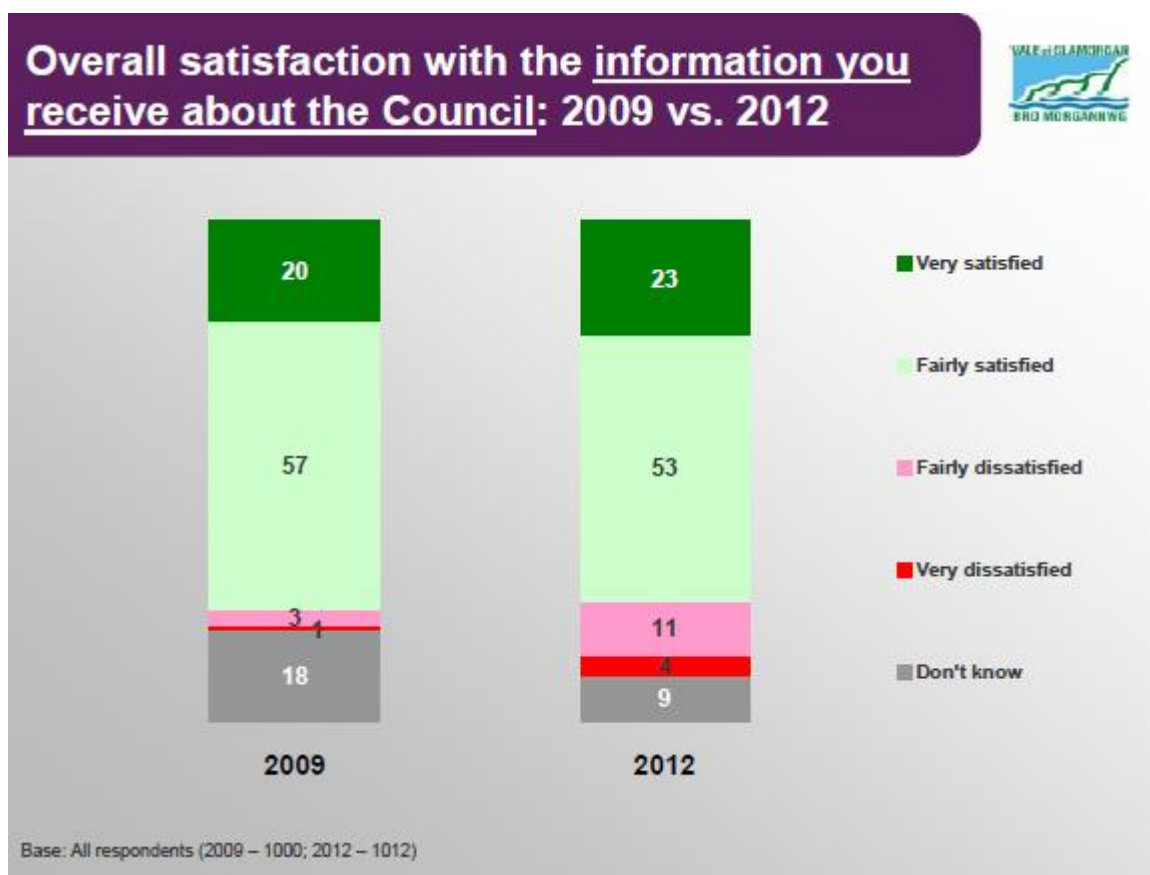
The Vale of Glamorgan Council Public Opinion Survey asks a series of questions to determine how much respondents know about the work of Council. This provides an indicator of how well the Council is communicating with local residents. 44% of residents surveyed, answered that they felt they knew either 'a great deal' or 'a fair amount' about what the Council does. 41% felt they knew 'just a little'.

¹ The full report on the 2012 Vale of Glamorgan Council Public Opinion Survey is available on the Vale of Glamorgan Council website (http://www.valeofglamorgan.gov.uk/en/our_council/achieving_our_vision/consultation/public_opinion_survey/public_opinion_survey_2012.aspx)

Satisfaction with Council services

Satisfaction with the information provided by the Council is also measured in the Public Opinion Survey. This provides another indicator to assess how well the Council communicates with Vale residents. Overall satisfaction with the information received from the Council has remained fairly consistent over the past few years, with 76% saying they were satisfied overall in 2012, compared to 77% in 2009.

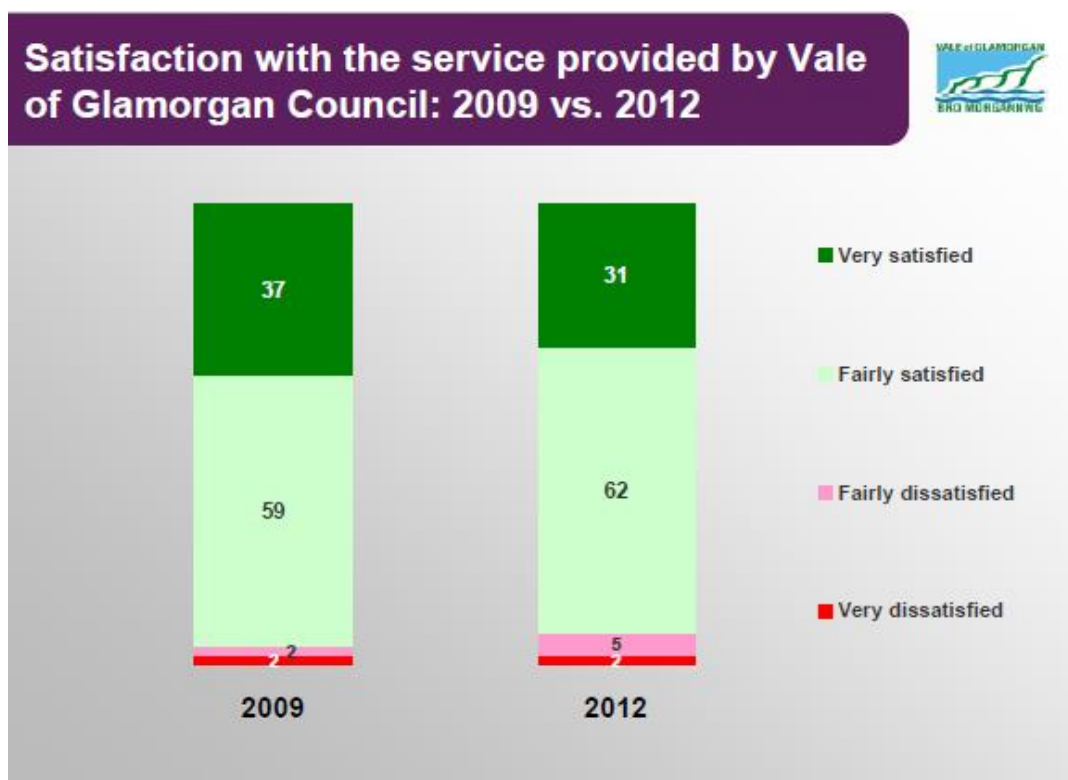
Figure 1: Overall satisfaction with the information residents receive about the Council, 2009 and 2012



Source: Vale of Glamorgan Council

As well as satisfaction with the information received about the Council, the survey also measures residents' satisfaction with a wide range of Council services as well as with the Council overall. In 2012, overall satisfaction with services provided amongst residents was high, with 9 in 10 (93%) stating they were satisfied ('Very' or 'Fairly'). Only 7% said they were dissatisfied overall. This was similar to satisfaction levels in 2009, when a slightly higher number (96%) of residents were satisfied.

Figure 2: Overall satisfaction with the service provided by the Council, 2009 and 2012



Source: Vale of Glamorgan Council

While satisfaction with the Council remained fairly high those stating they are 'very' satisfied with the services provided in 2012 was lower than in 2009, with just under a third (31%) saying this, compared to almost 4 in 10 (37%) saying they were 'very' satisfied in 2009. The fact that satisfaction levels vary only very slightly from 2009 to 2012 despite the increase in the number of contacts in this period is very encouraging.

The following table provides a further breakdown of satisfaction with the Council.

Table 1: Overall satisfaction with the Council, 2009 and 2012

	Overall satisfaction 2009	Overall satisfaction 2012
<i>Base size</i>	(346)	(471)
	%	
Easily understood	99	99
Politeness of staff	98	98
Opening hours	99	97
Attitude of staff	96	96
Helpfulness of staff	95	95
The quality of information supplied	92	90
Initial response time to query	91	87
Overall response time to query	88	86
The outcome of your enquiry	85	81

Source: Vale of Glamorgan Council

Contact with the Police

In 2012, there were 306,877 unique site visitors to the South Wales Police website. In November 2012 the site was updated and re-launched with integrated social media activities. Following this there have been 221,699 unique site visits in the first half of 2013.

Table 2: Use of South Wales Police website

Date	Unique site visitors	Page views
1 Jan 2013 - 30 Jun 2013	221,699	1,240,395
1 Jan 2012 - 31 Dec 2012	306,877	1,779,085
1 Jan 2011 - 31 Dec 2011	244,031	1,367,665
1 Jan 2010 - 31 Dec 2010	224,493	1,541,041

Source: South Wales Police

Awareness of Police Services

South Wales is policed by four territorial divisions or Basic Command Units (BCUs) each commanded by a Police Chief Superintendent. The Vale of Glamorgan falls within the Central BCU which also covers Bridgend.

The South Wales Police Community Satisfaction Survey 2012/13 (conducted across the Central BCU) asked a number of questions that offer an understanding of how aware residents are of the additional policing services on offer locally. There was a slight increase in awareness of 101² services in 2012/13 in comparison to the previous year and just over half of respondents in the Vale of Glamorgan (57.4%) were aware of 101. However, the level of awareness of PACT³ is much lower as only 32.2% of respondents in the Vale were aware of PACT and notably, awareness of PACT was 14.8% higher in Bridgend. More analysis may be needed to establish why there is a disparity as there may be a number of reasons why awareness of PACT is lower in the Vale of Glamorgan. Awareness of PCSOs⁴ in the local area was also low as only 29% of respondents in the Vale of Glamorgan were aware of their local PCSO.

The South Wales Police Compass Survey (previously called the Community Satisfaction Survey) asks respondents how high they perceive levels of crime in their area to be. Responses to this survey were lowest in the ward of Court with only a 9.2% response rate. This emphasises the findings shown earlier under electoral participation rates that those in the most deprived wards are least likely to engage.

Satisfaction with Police Services

The South Wales Police Community Satisfaction Survey 2012/13 (conducted across the Central BCU) also asked a number of questions to gather an understanding of residents' satisfaction with the police and their perceptions of local policing.

Within the Vale of Glamorgan, 60.5% of respondents felt that the police in their area 'understand the issues that affect the community'. 50.9% felt that the police are 'dealing with things that matter in their community' and 56.9% of respondents thought that the police do a 'good or excellent job'.

However, the Vale of Glamorgan has seen significant reductions in residents' satisfaction with policing in 2012/13 compared to the previous survey. The number of respondents who felt the police 'understand the issues that affect the community' has fallen by 10.7% compared to the previous survey and the number of respondents that feel the police are 'dealing with issues that matter to the community' has fallen by 12%. The number of respondents who feel that the police do a 'good or excellent job' has fallen by 12.3%.

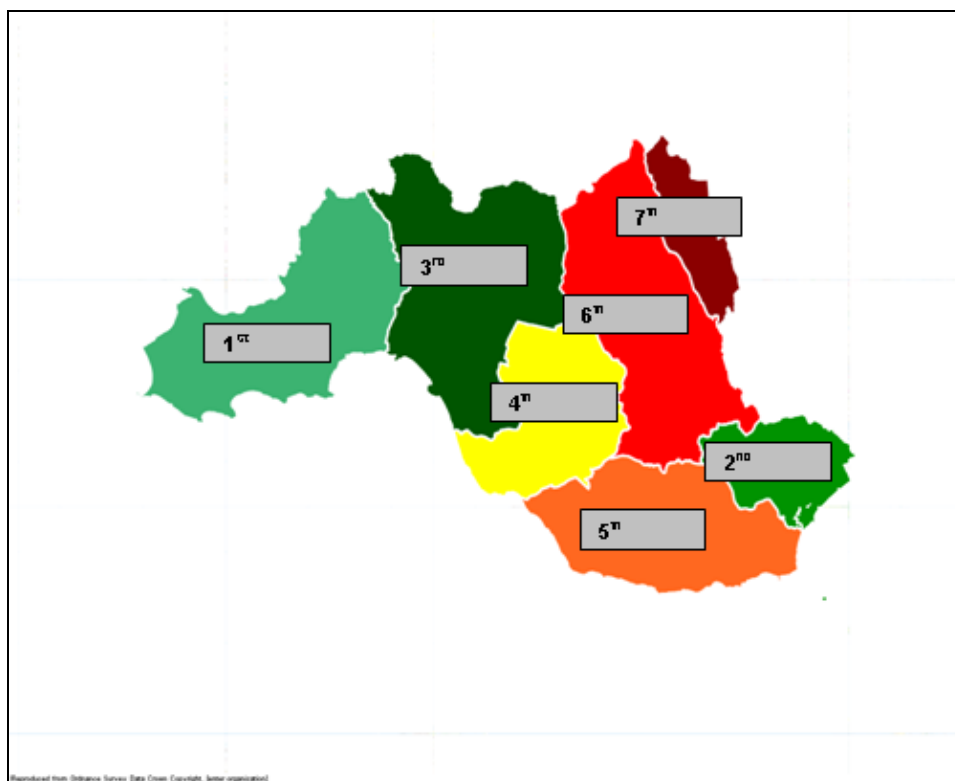
These reductions are mirrored in the neighbouring area of Bridgend but are not as drastic with average falls of around 5% in each category. The Vale now ranks 5th out of the local authority areas covered by the Central division for residents' satisfaction.

² 101 is the Police non emergency telephone number.

³ Partnership and Communities Together Partnership established to consult members of the community on priorities

⁴ Civilian member of the Police employed as a uniformed non-warranted officer

Figure 3: Ranked satisfaction with South Wales Police, by local authority area



Source: South Wales Police

Further analysis of satisfaction with Police services can be found under priority outcome 9.

Patient experience

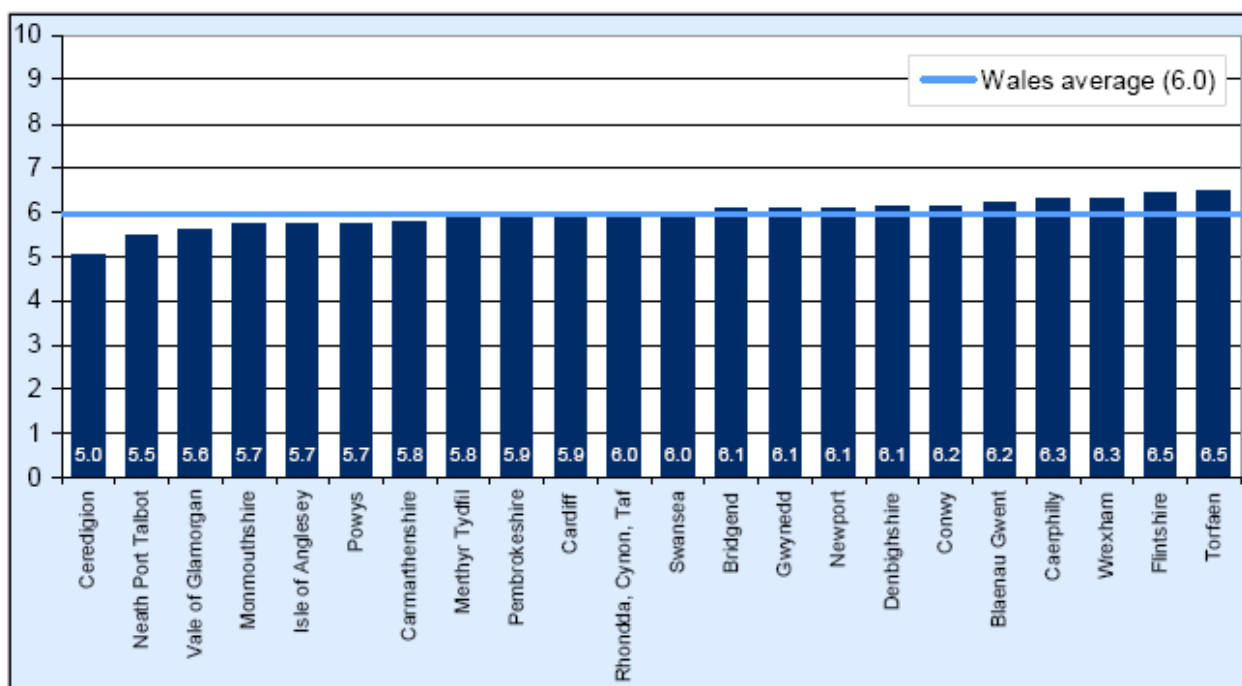
The patient experience team at Barry Hospital compile data on patient feedback. In 2012, 82% of patients surveyed reported that their overall experience when visiting Barry Hospital was either 'excellent' or 'good'.

Views on the transport system

When considering access to and satisfaction with services, the transport system can be viewed as a service provided to residents in the Vale of Glamorgan.

The National Survey for Wales 2012/13 asked respondents what they thought about the state of the transport system in Wales. Respondents were asked to consider roads, rail and bus services as well as cycling and walking. Answers were given on a scale of nought (extremely bad) to ten (extremely good). The following chart shows the results by local authority and shows that respondents in the Vale of Glamorgan rated the transport system as 5.6. This was below the Welsh average of 6.0 and was the 3rd lowest ranking in Wales with only Ceredigion and Neath Port Talbot scoring lower. The highest ranking was given by respondents in Torfaen (6.5). However, it is important to remember that these results are based on residents' opinions, and expectations for the transport system may differ between residents of different local authorities.

Figure 4: Views on the transport system by local authority, National Survey for Wales 2012/13



(a) Answers were given on a scale of nought (extremely bad) to ten (extremely good)

Source: National Survey for Wales

Conclusions

The Vale of Glamorgan Council Public Opinion Survey 2012 measured residents' satisfaction with a wide range of Council services as well as with the Council overall. Overall satisfaction with services was high with 93% stating they were either very satisfied or fairly satisfied. Only 7% said they were dissatisfied overall.

Another finding from the Public Opinion Survey 2012 was that there was a consistently high demand for information online and a growing number of Vale residents who access information via the Council website. 72% of residents reported that they had access to the internet in 2012; however, there is geographical variation across the Vale of Glamorgan in the number of people who actually use the internet.

Satisfaction with the information provided by the Council is also measured in the Public Opinion Survey. Overall satisfaction with the information received from the Council has remained fairly consistent over the past few years, with 76% saying they were satisfied overall compared to 77% in 2009.

In 2012, there were 306,877 unique site visitors to the South Wales Police website. Following the re-launch of the site in November 2012 with integrated social media activities, there have been 221,699 visitors in the first half of 2013.

In terms of public satisfaction with Police services in the Vale of Glamorgan 60.5% of respondents to the South Wales Police Community Satisfaction Survey 2012/2013 felt that the Police in their area; understood the issues that affect the community'. 50.9% felt that the police are 'dealing with things that matter in their community' and 56.9% of respondents thought that the police do a 'good or excellent job'.

The level of awareness of PACT is much lower than the neighbouring authority of Bridgend. 32.2% of Vale residents are aware of PACT whereas the figure for Bridgend is 14.8% higher. Awareness of PCSOs in the local area is also low. Only 29% of respondents in the Vale of Glamorgan were aware of their local PCSO. However it is not clear what the level of awareness is elsewhere.

In order to more effectively measure the progress in achieving this outcome, in future there is a need for each of the LSB partners to work more closely together to create jointly commissioned engagement consultation exercises under the umbrella of the LSB, with consideration given to regional collaborative models of working.