

Stakeholder Survey Report 2014

1. Introduction

Since 2005 we have carried out an annual consultation process with our Commissioning Stakeholders, issuing a yearly stakeholder questionnaire which measures satisfaction with our service provision against 7 main criteria areas. These criteria focus on: meeting standards; engaging with stakeholders; being fair, accessible and promoting choice; continuous improvement; use of resources; making a positive impact; and the quality of reporting. The following will provide a summary of the results contained within the full report and recommendations for going forward.

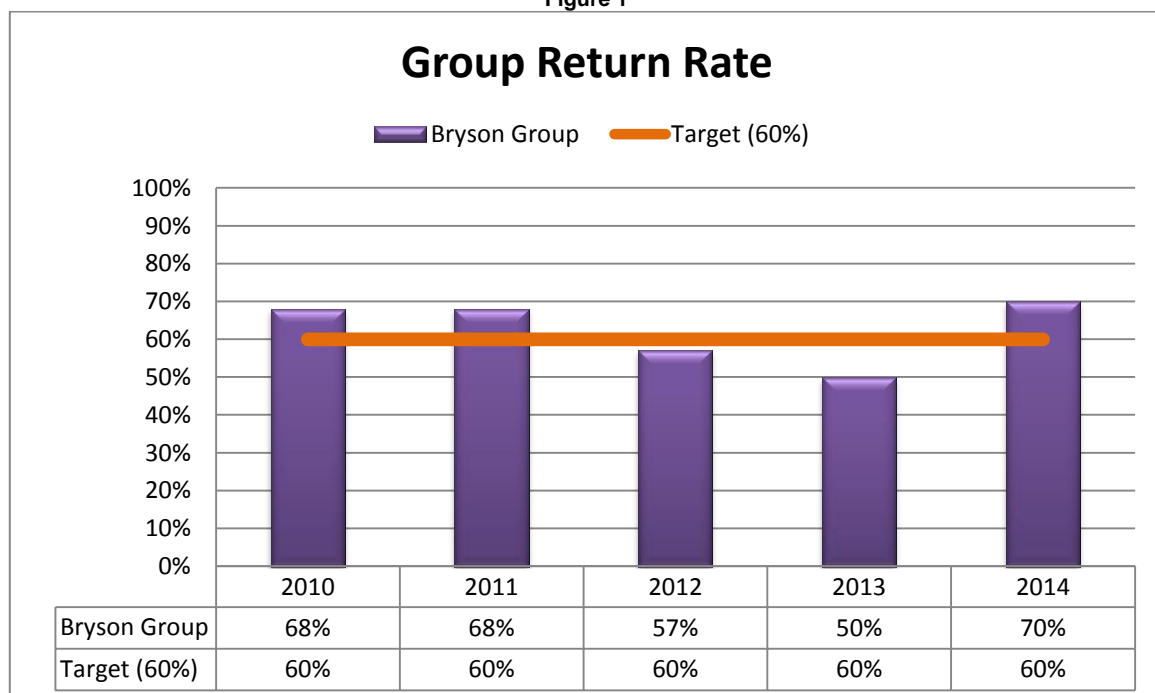
2. Targets

The targets set for this survey are 100% Satisfied or Agree/Seriously Agree for all areas. We constantly strive for excellence in our services and therefore analysis is based on the scale Satisfied, Good and Very Good. The stakeholder survey is reviewed with Directors and Senior Managers every year to ensure it is fit for purpose.

3. Response Rates

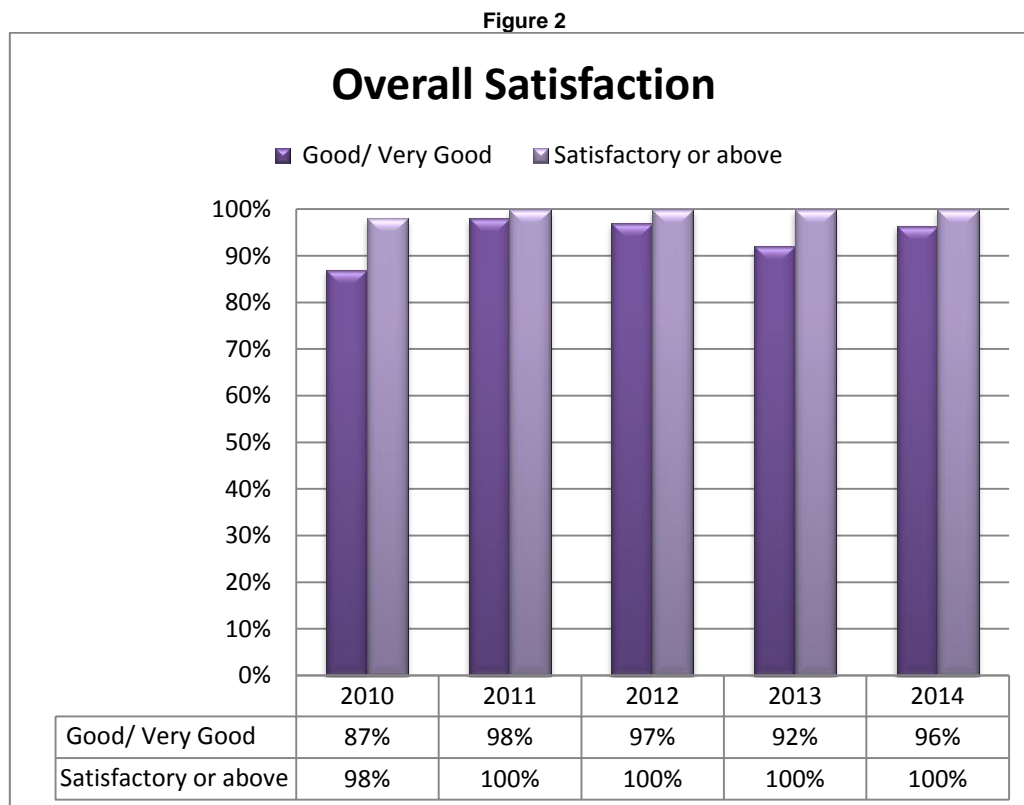
Since 2009, Directors and Senior Managers have taken a more strategic approach to selecting stakeholders for feedback on their service delivery. Since then only key stakeholders have been targeted for feedback. In 2014, 40 stakeholders were contacted from the whole group compared to 58 the previous year. **Figure 1** below shows the percentage returns for the stakeholder survey from 2010 – 2014. Our average return rate is between 50-70%. 2014 shows a return rate of 70%, an increase of 20% compared to 2013.

Figure 1



4. Overall Satisfaction

We specifically ask stakeholders to rate their overall satisfaction with our service. **Figure 2** below shows the percentage of good/ very good ratings and satisfactory ratings or above. Our target for stakeholder satisfaction is 100% satisfied or above and the graph shows, with the exception of 2010, we have consistently met this target. 2014 shows extremely positive results with 100% of stakeholders rating their overall satisfaction as satisfactory or above and 96% rating their overall satisfaction as good / very good.



In 2014, 100% of stakeholders rated their overall satisfaction as satisfactory or above.

5. Summary

Top Results

Although almost all areas of the survey met the target of 100% satisfied, because we strive for excellence in all our services we analyse the Satisfied, Good, Very Good and Agree, Seriously Agree results to identify potential areas for improvement.

The majority of trends across the stakeholder survey have been positive over the past 5 years. Eleven of the comparable fifteen criterion parts show an increase in satisfaction in 2014. Of particular note are:

- We have a clear, well publicised, easy to use complaints procedure, up by **20% to 95% (Agree, Seriously Agree)**.
- We make services easily accessible to everyone who is eligible, up by **12% to 100% (Satisfactory, Good, Very Good)**.
- We learn from / improve as a result on complaints and suggestions, up by **9% to 92% (Agree, Seriously Agree)**.

The following areas show particularly strong results in the 2014 survey:

- We treat all service users fairly and with respect **100%**.
- We talk to service user to find out how we can improve our service delivery **100%**.
- We look for innovative way to improve services and facilities **100%**.
- We aim to make a positive difference to people in society through the services we provide **100%**.

Dips in Performance

There are some areas that have displayed a slight drop in satisfaction from the 2013 to 2014 survey and these are highlighted below:

- How would you rate the level of engagement with your organisation, decreased **4%** to **96% (100% Satisfactory, Good, Very Good)**.
- How would you rate the effectiveness of communication with your organisation, decreased **3%** to **93% (100% Satisfactory, Good, Very Good)**.