

# BVPI GENERAL SURVEY 2003/04

## Summary Report

Research Study Conducted for

The Borough Council of King's Lynn & West Norfolk



February 2004



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# Introduction

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## Background and Objectives

Best Value Performance Indicators (BVPIs) are part of the performance management framework for local authorities introduced by the Government since 1997. As part of the duty of Best Value introduced in the Local Government Act 1999, authorities are required to seek continuous improvement in their services. Best Value Performance Indicators are designed to monitor service improvement with regard to the efficiency, effectiveness and economy of service delivery.

The Government specifies that local authorities (and other best value authorities) collect and report on a number of Best Value Performance Indicators (BVPIs) that explicitly reflect users' perceptions of a range of services provided. These perception-based performance indicators are collected triennially, with 2003/4 marking the second time all local authorities have had to collect perception-based measures of performance. This document contains the findings of a "General Survey" carried out for the Borough Council of King's Lynn & West Norfolk to collect a range of BVPIs. This survey follows from the initial General BVPI Survey MORI carried out in 2000/1.

The Government has prescribed in detail what it believes to be the minimum requirements for the conduct of the survey<sup>1</sup>. This is to ensure comparability of data across authorities, while allowing authorities some flexibility on the method of data collection and on the questionnaire. The minimum requirements are specified in the ODPM publication *Best Value and Audit Commission Performance Indicators for 2003/4: Guidance for undertaking the Best Value Surveys*. We have appended an overview of the guidance and requirements.

This report presents the key findings from the BVPI General Survey conducted by MORI on behalf of the Borough Council of King's Lynn & West Norfolk.

In addition, the report provides technical details relating to the conduct of the survey, a consideration of response rates and respondent profile, plus a guide to reading tables and interpreting the data.

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<sup>1</sup> The full guidance can be downloaded from [www.survey.bvpi.gov.uk](http://www.survey.bvpi.gov.uk).

## Publication of the Findings

As the Borough Council of King's Lynn & West Norfolk has engaged MORI to undertake an objective programme of research, it is important to protect the interests of both organisations by ensuring that it is accurately reflected in any press release or publication of findings. As part of our standard terms and conditions of contract, the publication of the findings of this research is therefore subject to advance approval of MORI. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

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*Checked  
&Approved:*

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# Technical Details

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## Postal Methodology

A postal methodology was used as this was judged to be the most appropriate for the needs of the authority, in terms of its cost effectiveness and ease of administration.

## Sampling

The sampling frame prescribed by ODPM was the small-user Postcode Address File (PAF)<sup>2</sup>. Since the Government wishes to be able to compare results across local authorities, it specified that data on all of the indicators must be collected using the principle of random selection.

A random sample of 5,000 addresses in Norfolk was downloaded from the ODPM website [www.survey.bvpi.gov.uk](http://www.survey.bvpi.gov.uk). As the Borough Council of King's Lynn & West Norfolk wished to mail-out to less than 5,000 addresses, 3,000 addresses were randomly selected from the PAF file, using a random start point and then a '1 in n' approach to selection.

## The questionnaire

To meet the requirements of the Data Protection Act, ODPM specified that a covering letter stating the purpose for which the data is being collected must be sent with each questionnaire. The front page of each questionnaire was branded with the Borough Council of King's Lynn & West Norfolk and MORI logos (with the MORI logo being smaller than the authority logo, as per ODPM requirements) and contained a covering letter from the Chief Executive of the Borough Council, Geoff Chilton. The wording used in the covering letter(s) was derived from ODPM guidance. It was not possible to personally address letters to a named resident of the household as PAF was the sampling frame – letters were addressed to "Dear local resident". As the target population specified is all adult local authority residents (aged 18 and over) the questionnaire asked that only someone aged 18 or over filled it in.

ODPM prescribed that the General Survey questionnaire template should be used in full to collect the data. The questions set in the questionnaire are those which the Government requires each authority to ask in order to measure the performance indicators. Altering the wording of questions or omitting questions was prohibited since it reduces the ability to make comparisons with other authorities using the questionnaire.

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<sup>2</sup> Unlike in 2000/2001 the Electoral Register was not a permitted sampling frame.

The questionnaire was designed using the General Survey questionnaire template provided by ODPM for the collection of the BVPIs. The standardised nature of the questions was maintained in line with the requirements.

Adding questions to collect more detailed information on services and issues which are relevant to the local area was permitted, but authorities were urged to do this with caution.

## Questionnaire reminders

The guidance specified that authorities should take all reasonable steps possible to maximise their response rates and should in no circumstances stop making efforts to boost them. For a postal survey, the Government specified that authorities should aim to maximise the response rate by sending out at least two reminder questionnaires. The covering letter had to be sent with reminders reflecting the fact that it was a reminder, while still meeting data protection requirements. All correspondence (including envelopes) had to include the authority logo.

The Borough Council of King's Lynn & West Norfolk followed these requirements, sending out a first reminder questionnaire and then a second copy of the questionnaire to all non-respondents, together with reply-paid envelopes. A freephone helpline telephone number and email address at MORI were supplied on the questionnaire.

## Fieldwork

ODPM specified that fieldwork must start between September and November 2003.

ODPM guidance *recommended* that the schedule allowed four weeks for the initial fieldwork period, with a three week fieldwork period for each of the reminder fieldwork periods.

The entire fieldwork period for this project was 11 weeks: between 19 September and 5 December 2003. This breaks down into the following key stages:

- **First mailout:** questionnaires posted to all 3,000 addresses in the sample on 19 September 2003, with an instruction asking for all questionnaires to be returned by 10 October;
- **First reminder questionnaire:** posted to individuals in the sample who, at the 'cut off' point for the first mailout, had not returned the questionnaire (2,390);



- **Second reminder questionnaire:** posted to individuals in the sample who, at the 'cut off' point for the first reminder mailing had not returned the questionnaire (2,027). The final 'cut-off' date for all questionnaires to be processed for data-entry was 5 December 2003.

## Booking in

Returned questionnaires were booked in on a daily basis to record the number of valid and void (not completed) returns.

This allowed the response rate to be calculated daily and at all stages leading up to the final deadline for returns and was used to determine when reminders needed to be sent out.

## Response rates

Across the entire fieldwork period – from first mailout to the final 'cut off' date for the second reminder mailout – the overall unadjusted response rate<sup>3</sup> achieved is 46%. The impact of the two reminder mailings is shown in the table below:

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### Unadjusted response rate by project stage

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	Questionnaires returned	Cumulative response rate
Initial mailout	609	21%
First reminder mailout	363	12%
Second reminder mailout	401	13%
Total	1,373	46%

Source: MORI

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## Data Processing

All questionnaires returned by respondents were sent to MORI's Data Processing supplier, Media Conversions Limited. The questionnaires were booked in here and then put through a scanning process to enable the data to be captured electronically.

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<sup>3</sup> This does not allow for invalid addresses, vacant properties etc, which will be an element of any PAF sample.

## Quality control

Quality of the data is checked via the embedded nature of scanning. The scanning software was set up to only accept valid responses. With all tick box information, the confidence of the scanning software was set to a tested level and anything outside this confidence level was sent to a verification process. In the verification process any questionable answers were highlighted and an operator confirmed or corrected the response on the questionnaire. All questionable responses were sent for this verification process. All responses which contain text were also sent for verification.

## Calculating results

In accordance with ODPM guidance, the base for these questions is “valid responses” only, i.e. all those providing an answer (this may or may not be the same as the total sample). The base size may, therefore, vary from question to question depending on the extent of non response.

In MORI’s analysis, reference is sometimes made to “net” figures. This represents the balance of opinion on attitudinal questions, and provides a particularly useful means of comparing the results for a number of variables. In the case of a “net satisfaction” figure, this represents the percentage satisfied on a particular issue less the percentage dissatisfied. For example, if an issue records 40% satisfied and 25% dissatisfied, the “net satisfaction” score is +15 points.

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. Throughout the volume an asterisk (\*) denotes any value of less than half a percent but greater than zero.

## Sample Profile

The demographic profile of respondents to the BVPI general survey differs from the profile of the Borough Council of King’s Lynn & West Norfolk (based on the 2001 Census):

- **Gender:** Women are over-represented in the sample of Kings Lynn and West Norfolk residents, whilst men are under-represented.
- **Age:** Younger people (aged 18-34) are under-represented in the sample whilst those aged 55+ are over-represented.
- **Work-status:** Those not working full-time are over-represented in the BVPI survey; full-time workers are under-represented. However, comparisons between BVPI and Census data for working

status should be made with caution, as the “self-employed” category in the BVPI General Survey includes both full-time and part-time workers.

These differences are consistent with the pattern of non-response bias typically found in postal research of the general public.

## Weighting

ODPM guidance outlines weighting as a way of tackling the issue of over-representation and under-representation in the sample. As noted above certain groups in the survey are under-represented; therefore to achieve a representative sample weights need to be applied to correct for this. The results for the sample profile discussed in this report are based on unweighted data only. However, findings from BVPI questions reported in this volume and the computer tabulations are based on weighted data, following the approach specified by ODPM.

Unlike in 2000/2001, weighting was carried out by ODPM's Data Processing supplier, ATP Limited to specifications set by ODPM. The raw unweighted data from the survey was uploaded to them and returned to the Borough Council of King's Lynn & West Norfolk with the appropriate weight for each individual respondent contained in it. The principles of the weighting scheme used were set out on the survey website [www.survey.bvpi.gov.uk](http://www.survey.bvpi.gov.uk). A multi-stage cell-weighting approach was used - in the first stage a weight was applied to correct for any stratification of the sample, in the second stage a weight was applied to correct for household size (only questions in the survey not asking about *household* activities were weighted by this), and lastly weights were applied for ethnicity and gender within age. No weights were applied for working status.

## Reliability of the data

It should be remembered at all times that a *sample* and not the entire population of residents living within Norfolk took part in this survey. Consequently, all results are subject to sampling tolerances, which means that not all differences are statistically significant. (Please refer to Statistical Reliability and Topline in the Appendices for an explanation of statistical significance and an outline of the margin of error for each BVPI question).

It is also worth bearing in mind that the survey deals with residents' *perceptions* at the time of the survey rather than facts; in particular, these perceptions may not accurately reflect the levels or quality of services actually being delivered within the local authority.

## Confidence intervals

On the basis of all respondents who answer each question (as specified by ODPM) – and assuming that the confidence interval is unaffected by the survey response rate - the overall margin of error for this survey ranges from  $\pm 2.7\%$  to  $\pm 6.9\%$ . The specific margin of error for each BVPI is set out in the table below (please refer to the marked up questionnaire for full information on the confidence interval for each question).

<b>BVPI</b>	<b>Service</b>	<b>Indicator</b>	<b>Confidence Interval</b>
BVPI3	Corporate Health	The percentage of citizens satisfied with the overall service provided by their authority.	$\pm 2.7\%$
BVPI4	Corporate Health	The percentage of those making complaints satisfied with the handling of those complaints.	$\pm 6.9\%$
BVPI89	Litter	Percentage of people satisfied with cleanliness standards.	$\pm 2.7\%$
BVPI90	Waste	Percentage of survey respondents expressing satisfaction with: a) Household Waste Collection, b) Recycling Facilities	$\pm 2.7\%$ $\pm 2.8\%$

## BVPI Trends - Summary

<b>BVPI</b>	<b>Indicator</b>	<b>2000/1</b>	<b>2003/4</b>
		<b>%</b>	<b>%</b>
3	Satisfaction with overall service provided by authority	62	51
4	Satisfaction of complainants with complaints handling	40	26
89	Percentage of people satisfied with cleanliness standards	62	57
90	Satisfaction with household waste collection	87	76
90	Satisfaction with recycling facilities	60	66
119	Satisfaction with the local authorities cultural and recreational activities overall:	60	42
119	Satisfaction with Sports/leisure facilities	59	56
119	Satisfaction with Museums/galleries	53	49
119	Satisfaction with Theatres/Concert Halls	65	62
119	Satisfaction with Parks and open spaces	59	69

# Background: Current Themes in Local Government

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The results of this “general” user satisfaction BVPI survey, will help develop authorities’ understanding of public perceptions, both in terms of their local area and in relation to the services provided. As a standard questionnaire template has been used across England, there will be extensive opportunities to conduct comparative analysis, for example looking at authorities in a defined geographical area, or those with particular characteristics.

In order to make the most of the findings, it will be important to link the analysis with other patterns that have been observed both locally (for example in other research carried out by the authority and its partners) and nationally. In this section, we have outlined some of the themes that MORI has observed recently in its work for local government. This may help to highlight areas that can be explored further using the data from this BVPI survey. Please let us know if you would like any further details on any of these themes, or would like copies of any of our reports.

The broad themes we have observed in our work recently include:

## 1. Rising concern about liveability and quality of life issues

Across Britain, we have found local people expressing concern about the same types of issues: cleanliness, activities for children and teenagers, petty crime/vandalism.

MORI’s report, *The Rising Prominence of Liveability*, provides the context for this (for details, see: <http://www.mori.com/pubinfo/liveability.shtml>).

The BVPI survey questions on quality of life, included for the first time this year, provide a framework for identifying the extent to which local concerns chime with patterns being observed in other authorities and nationally. This can be linked in with questions covering specific services, such the extent to which people feel the authority has kept the land clear of litter and refuse (BV89).

## 2. “Local government” is less well regarded than in the past

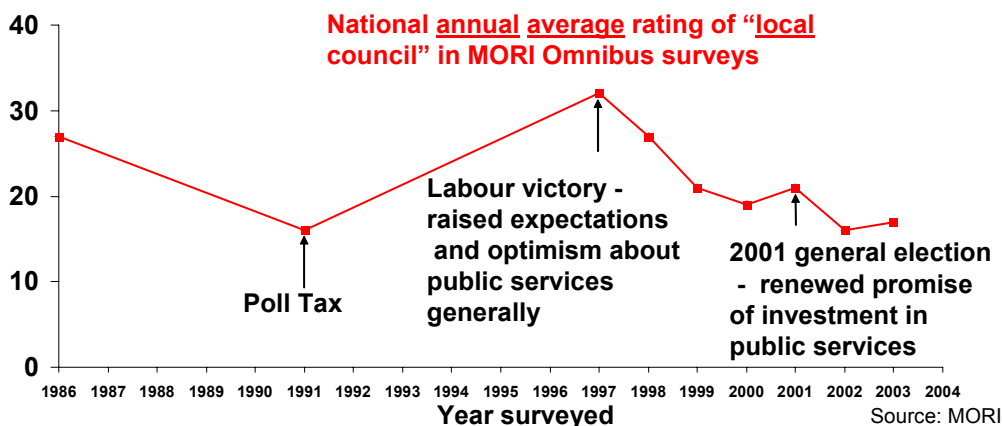
“Corporate health” questions, taking an overview of how well local authorities are regarded, have tended to show a downward trend over

the last few years. The “institution” of local government is now less well regarded than many of the services it provides.

### Local Government - the long term perspective

Q How satisfied or dissatisfied are you with the way.... is running the area/runs things?

Net satisfied ±



At the time of writing, the issue of council tax levels has been a critical one for local government for some time. There is little evidence that concerns about council tax are seen as a major issue for the public, at least when they are thinking about the bigger issues facing Britain. But at the same time, we have found councils across the country struggling to improve their ratings on issues like value for money. Although there are no questions specifically covering council tax/VFM in the core questionnaire, this broader climate – including media coverage locally - is certainly something which will need to be considered by authorities as they think through the implications of the results. The wider question about whether councils are being adversely affected by increased dissatisfaction with “government” and declining trust in politicians and public sector managers also needs to be considered. For downloadable reports covering MORI’s recent research on trust in the public sector, please see: <http://www.mori.com/sri/publications.shtml>.

There is now a considerable body of evidence showing that local councils are often not seen as particularly good communicators. We have found that those authorities who are more effective in putting across a clear message about what they are doing, and how services are being delivered, tend to be better regarded by residents. This year’s core survey does include a question on communications (cf. the question on “how well informed the Council keeps residents about the services and benefits it provides”). The full dataset from the BVPI surveys will provide scope to explore this in more detail. For details of MORI’s work on the *Connecting with Communities* initiative, including a more detailed report on themes emerging from communications



research among residents across Britain, see:  
<http://www.mori.com/localgov/cwc.shtml>.

### 3. High ratings on individual services

If local government is struggling to improve its ratings at the overall level, it is important to bear in mind that some of the individual services delivered by local government are among the best regarded public services in Britain. Examples here include libraries, refuse collection and (among parents) primary schools.

Early signs from these BVPI surveys suggest that high levels of satisfaction with many individual services are also being recorded – a pattern which was also evident in the 2000/1 wave of research.

Our expectation at this stage is that overall satisfaction figures will be down in many areas, but with satisfaction ratings for *individual services* holding up reasonably well. As we underline elsewhere in this report, we need to be careful in making direct trends from the 2000/1 wave of research, but the emerging pattern does appear to link with findings emerging from other recent research in local government.

### 4. Concerns about delivery – but a more positive picture locally?

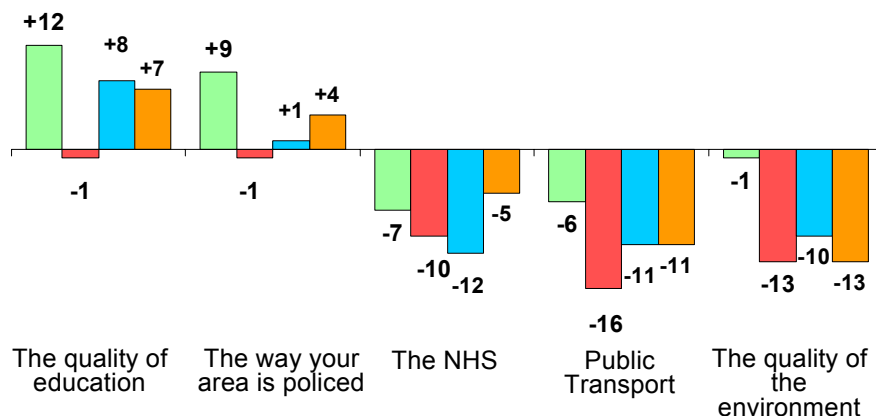
At national level, the public are often cautious about whether they expect to see improvements in key services. They are able to differentiate between key service areas, however, with education generally seen as more of a success than other priority areas.

#### The Big Five in 2003

Q Thinking about... over the next few years, do you expect it to get better/worse?

March June Sept Dec

Net better ±%



Base: c1,000 British adults. Source: MORI Delivery Index

Source: MORI

Our recent work has highlighted the need to think about differences between what the public say when they think about the *national picture* (the state of Britain's schools, what's happening in the NHS, rising crime), and the local situation. Generally we are finding more positive results when we ask people about services in their own area. These BVPI surveys provide the chance to explore this theme in more detail – for example through the service satisfaction questions. In addition, a new section included in the 2003/4 surveys asks for an assessment of whether things have got better or worse over the last few years.

Early signs from a number of BVPI surveys suggest that, on these new questions, the public is often broadly positive when asked about the direction of change in relation to specific local authority services. This is in contrast to assessments on different aspects of quality of life, where in many cases the prevailing mood is that things have got worse rather than better.

We hope that this report helps develop a framework for setting these patterns in a local context.

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Over the next few months, MORI will be conducting further analysis of the data for all councils. We will be building on our recent analysis, looking specifically at issues relating to deprivation, ethnic diversity and social change. For background to this work, please see our "Frontiers of Performance" report (ref <http://www.mori.com/sri/frontiers.shtml>) and Ben Page's recent paper: "*How much can we predict?*" (see <http://www.mori.com/pubinfo/bp/how-much-can-we-predict.shtml>).

MORI Local Government Research Unit ([www.mori.com/localgovt](http://www.mori.com/localgovt))

March 2004

# Executive Summary

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*The trend data (shown on the previous page and throughout this report) should be approached with caution. The data in 2000/2001 was weighted according to sex, age, work status and ethnicity, whereas in 2003/4 a prescribed weighting scheme has been set by DETR and affects household composition, age, sex and ethnicity.*

*Furthermore, other methodological changes in 2003/2004 from 2000/2001 may have impacted on the trends, for example the requirement to use PAF. MORI will produce a document (which can be appended to this report) in the next couple of weeks which will analyse the general trends for various authorities, which will therefore provide some additional context to these results.*

The key headlines for the Borough Council of Kings Lynn & West Norfolk are:

- Overall satisfaction with the Council has dropped since 2000/01
- The majority of residents think the Council's performance has stayed the same in the last three years – but over one in four think it has got worse (15% think it has improved)
- Access to nature, cultural facilities and sports & leisure facilities are seen by more residents as having improved than got worse in the last three years
- The level of traffic congestion, affordable decent housing, wage levels and the local cost of living, and the level of crime are viewed as getting worse by more residents than getting better over the last three years
- Fewer residents are now satisfied with cleanliness than in 2000/01, although active dissatisfaction has not increased. Ratings for specific aspects of household waste collection are mixed, with residents broadly satisfied with the reliability of the service and the place for them to leave waste for collection, but less so for bin provision, collection of bulky household waste and the cleanliness of the street after collection. Ratings are generally good for recycling facilities
- There has been a statistically significant decrease in satisfaction since 2000/01 for environmental, housing and cultural & recreational services. Conversely, fewer residents

than in 2000/01 are now dissatisfied with transport or planning services.

- Around half of residents think that the Council keeps them well informed
- A low level of crime, decent affordable housing, health services and clean streets are priorities for residents, with relatively high proportions thinking they need to be improved

The remainder of the report sets out the findings in more detail.

# Part One: Attitudes to the Council

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## BVPI 3 –Overall Satisfaction with the Authority

Overall, 51% of residents are satisfied with the overall service provided by the Borough Council of King’s Lynn & West Norfolk. This compares with 62% who said they were satisfied in 2000/1, and represents a statistically significant decrease over the last three years.

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### Overall satisfaction with Council

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	2000/2001	2003/2004
<i>Base: All valid BVPI responses</i>	(1,476)	(1,286)
	%	%
Satisfied	62	51
Dissatisfied	11	18
Net satisfied	+52	+33

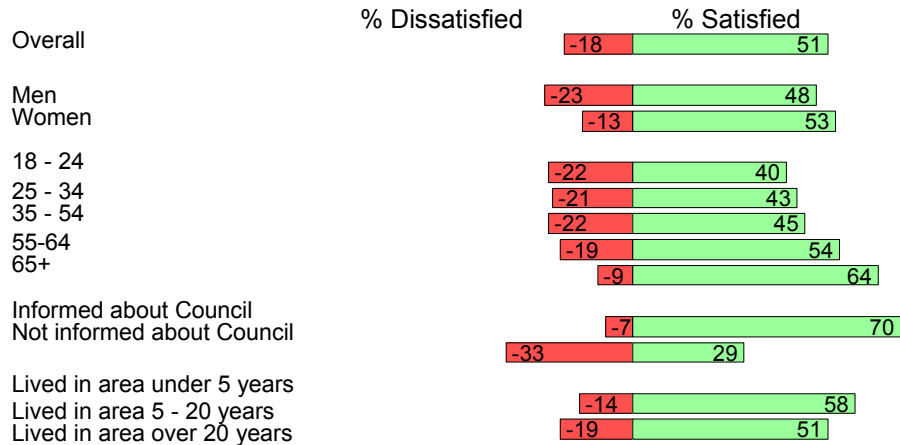
*Source: MORI*

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When we compare the views of different sub-groups of the population we find that respondents aged 65+ are more satisfied than average, as are residents who have lived in the area for five years or less and respondents who live alone. Respondents who work full-time are significantly less satisfied than average. Not surprisingly, respondents who feel informed about the Council and who feel the Council’s performance has improved are more satisfied than average.

### BVPI 3 - Overall Satisfaction with Authority

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



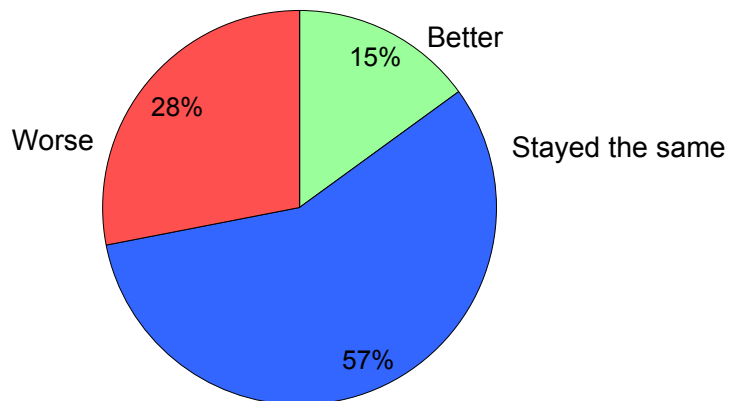
Base: All valid BVPI responses (1,286)

Source: MORI

Twenty-eight percent of residents believe the authority’s overall performance has got worse over the last three years, whilst 15% think it has improved, and 57% that it has stayed about the same.

### Overall Performance - Better or Worse?

Q Thinking about the way the authority runs things, do you think this has got better or worse over the last three years, or has it stayed the same?



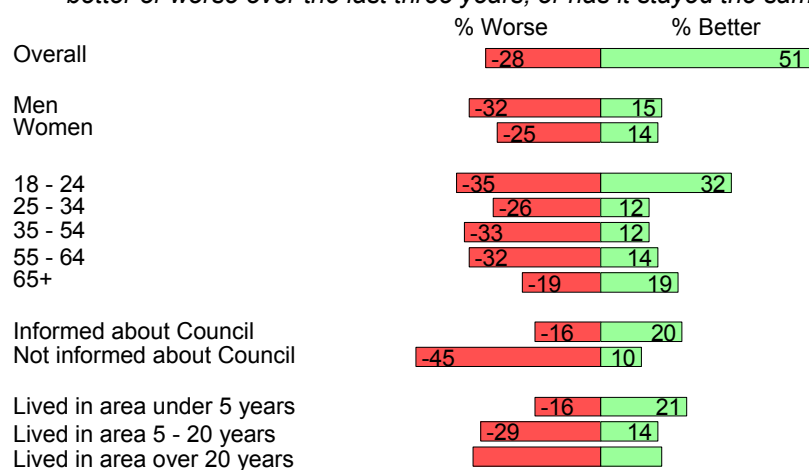
Base: All valid BVPI responses (1,096)

Source: MORI

Looking at the sub-groups, we find that some residents are more positive about the Council's performance over time than others. Council tenants (as opposed to owner-occupier and Housing Association tenants), those who have lived in the area less than five years, and those who feel satisfied with and informed about the Council are more likely to feel that the way the Council runs things has got better over the last three years. Males, full-time workers, owner-occupiers and those who have lived in the area for 21 years or more are more likely to say that things have got worse in the last three years.

## Overall Performance - Better or Worse?

Q Thinking about the way the authority runs things, do you think this has got better or worse over the last three years, or has it stayed the same?



Base: All valid BVPI responses (1,096)

Source: MORI

## Service Departments

There has been a statistically significant decrease in satisfaction with:

- Environmental services
- Cultural and recreational services
- Housing services

Although active satisfaction with planning services has declined since 2000/01, so too has dissatisfaction, with the result that the net scores are broadly comparable (see table overleaf).

Transport services now show a higher net satisfaction score than three years ago, due to a decrease in dissatisfaction.



### Satisfaction with Service Departments

		Satisfied	Dissatisfied	Net satisfied
<i>Base:</i>	<i>All valid BVPI responses</i>	%	%	
Transport services		44	19	+25
	2000/01	43	27	+16
Environmental services		43	12	+30
	2000/01	59	13	+46
Planning services		27	11	+16
	2000/01	33	15	+18
Housing services		25	12	+13
	2000/01	29	9	+20
Cultural & recreational services		42	6	+36
	2000/01	60	6	+54

Source: MORI

As is typical, we find users of specific services are more satisfied than non-users.

### Proportion satisfied with Service Departments

		Users	Non-users	All
<i>Base:</i>	<i>All valid BVPI responses</i>	%	%	%
Transport services		63	28	44
Environmental services		61	35	43
Planning services		58	21	27
Housing services		60	18	25

Source: MORI

## BVPI 4 – Satisfaction with Complaints Handling

Overall, 19% of respondents claim to have contacted the authority with a complaint over the past twelve months. Among complainants, 26% are satisfied with the way the complaint was handled.

<b>Satisfaction with complaints handling</b>		
	<b>2000/2001</b>	<b>2003/2004</b>
<i>Base: All valid BVPI complainants</i>	(199) %	(198) %
Satisfied	40	26
Dissatisfied	49	63
Net satisfied	-8	-37

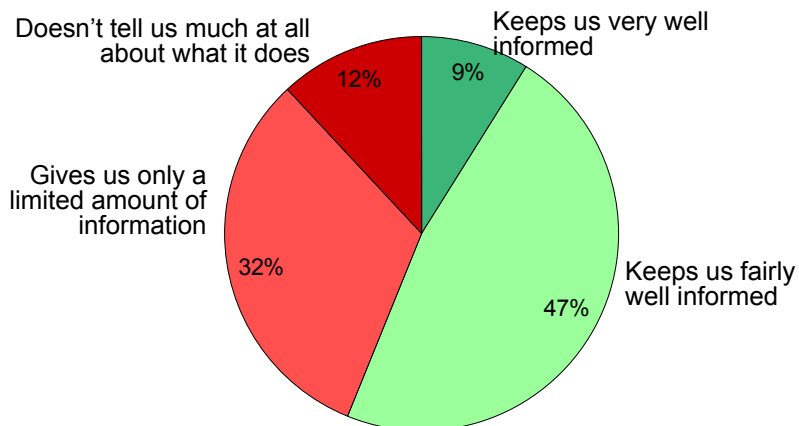
*Source: MORI*

## Communications

Reflecting the importance of effective communications to residents concerning Council services and the decisions it makes, the 2003/4 BVPI survey included a question to elicit how well informed residents feel kept by their authority. In the Borough Council of King's Lynn & West Norfolk, 56% of residents feel they are kept informed by the Council about the services and benefits it provides, and 9% feel very well informed.

## How Well Informed Do You Keep Your Residents?

Q How well informed do you think King's Lynn & West Norfolk Council keeps residents about the services and benefits it provides?



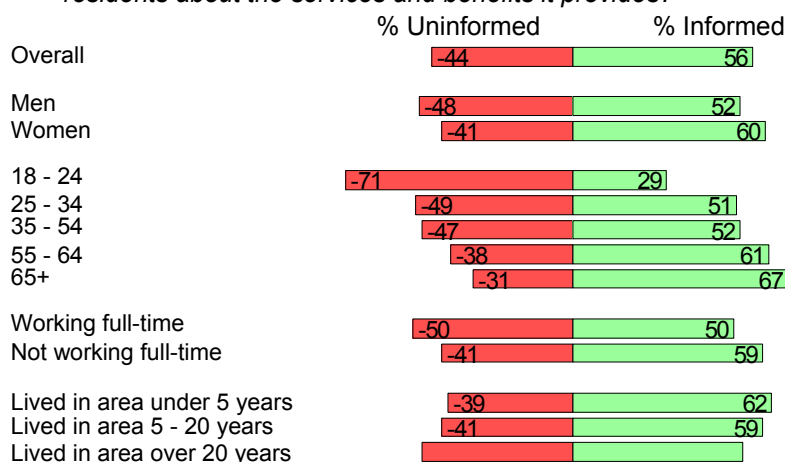
Base: All valid BVPI responses (1,220)

Source: MORI

The extent to which different types of people feel informed varies considerably, although this will reflect to some extent different *expectations* among different groups as well as the amount and content of information received. Previous research by MORI has found that older people and women typically feel more informed than other residents<sup>4</sup>. As can be seen from the chart below, this pattern is also found in this survey.

## How Well Informed Do You Keep Your Residents?

Q How well informed do you think King's Lynn & West Norfolk Council keeps residents about the services and benefits it provides?



Base: All valid BVPI responses (1,220)

Source: MORI

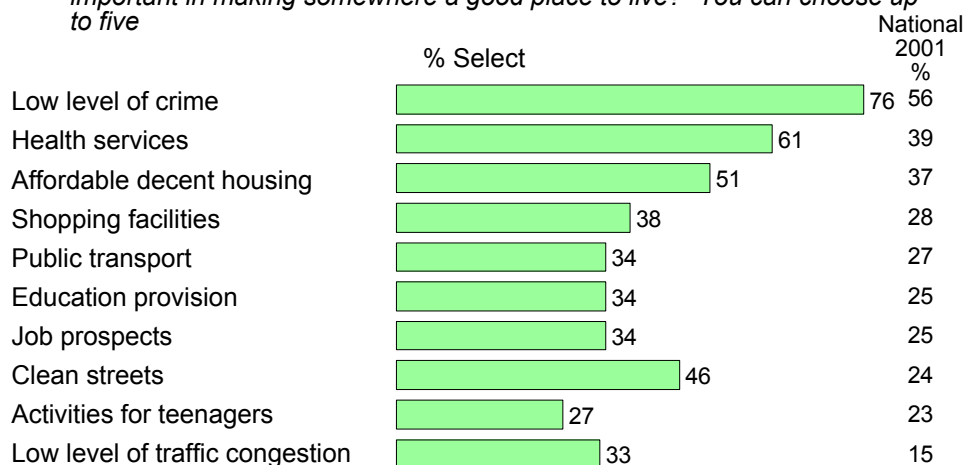
<sup>4</sup> *Five Years of Communications: A review of local authority communications* (MORI, 2002) at [www.idea.gov.uk/knowledge](http://www.idea.gov.uk/knowledge).

## Part Two: Quality of Life in King's Lynn & West Norfolk

Prescribed questions about "quality of life" issues were included in the BVPI questionnaire for the first time in 2003/4. In the Borough Council of King's Lynn & West Norfolk, the top five things residents say are most important in making somewhere a good place to live are low levels of crime, health services, affordable decent housing, clean streets and shopping facilities. The top ten responses are shown in the chart below, together with comparative data from a nationally representative face-to-face survey<sup>5</sup>.

### What Makes Somewhere a Good Place to Live?

Q Thinking generally, which of the items on this list would you say are most important in making somewhere a good place to live? You can choose up to five



Base: All valid BVPI responses (1,323)

Source: MORI

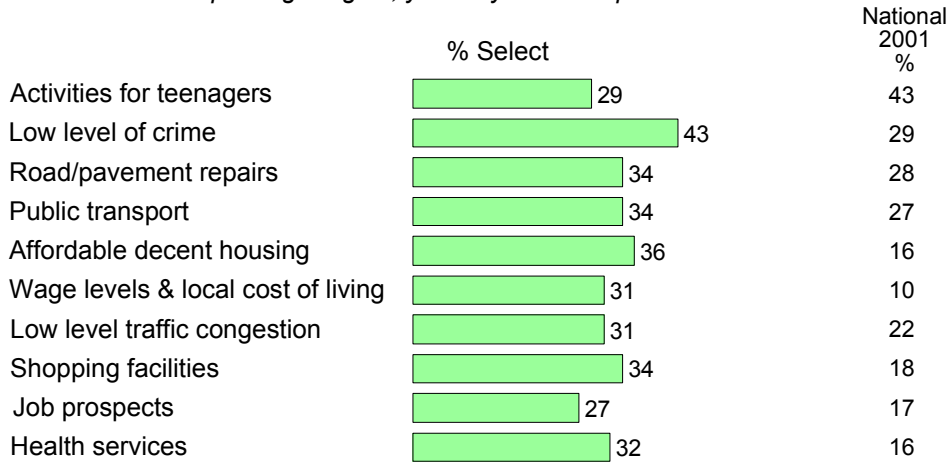
Similarly the views of older people differ from those of younger people. The main differences in views about what makes somewhere a good place to live are health services and job prospects. Older respondents rank health services very important, at 74%, while younger people ranked it much lower, at 27%. Conversely, 63% of respondents aged 18-24 ranked job prospects as important, where only 19% of those aged 65+ did so.

Residents' top ten priorities for improvement are shown below. Crime, housing, road repairs, transport and shopping are seen as key issues for the Council and the Local Strategic Partnership to address.

<sup>5</sup> Survey conducted for the Audit Commission in October 2001. These comparisons should be seen as indicative given that this was based on a face-to-face survey.

## Most Need Improving in this Local Area

Q Thinking about this local area, which of these things, if any, do you think most need improving? Again, you may choose up to five



Base: All valid BVPI responses (1,312)

Source: MORI

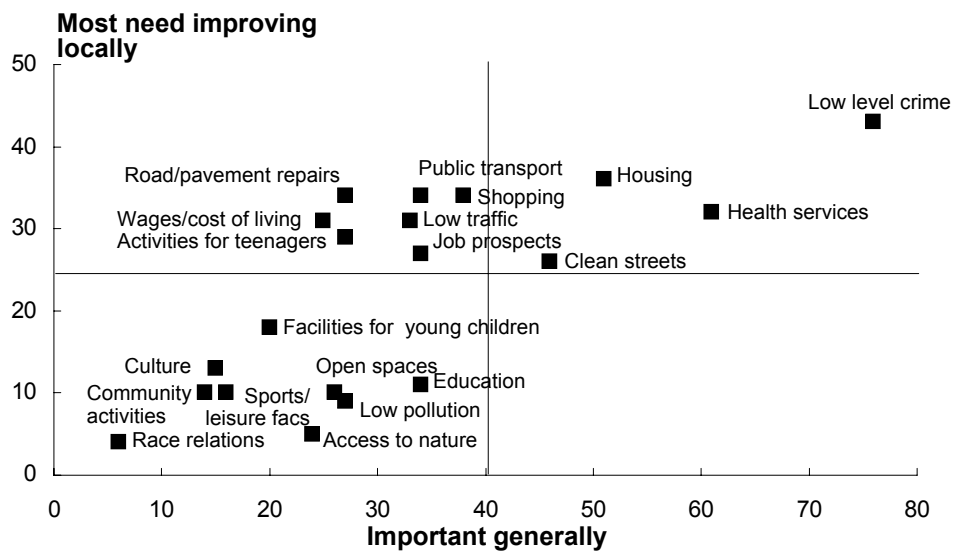
## Developing Priorities

A quadrant analysis bringing together the results for the two questions, is shown below. The percentage of people saying what is most important in making somewhere a good place to live on the x-axis, and the percentage of people saying what most needs improving locally on the y-axis.

The quality of life issues that are in the top right hand corner of the chart are the ones the authority and LSP may wish to concentrate on. Those are the issues that are both most important to residents in making somewhere a good place to live, and those that residents think are most in need of improvement.

Those in the top left corner are identified as needing improvements, but are of lower salience to residents. Those in the bottom right corner residents feel are salient, but few say they need improving.

### Quality of Life - Ideal vs Needs Improving



Base: All valid BVPI responses

Source: MORI

Though some aspects of quality of life are perceived to have improved, more are considered to have deteriorated within the last three years.

The chart below shows which aspects of life residents feel are getting better in their area, and which are getting worse. Aspects which more residents think are getting better than worse are:

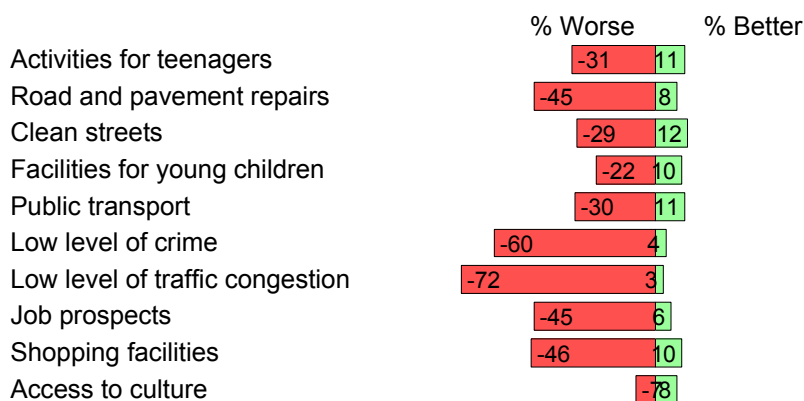
- Access to nature
- Cultural facilities
- Sports and leisure facilities

Aspects which more residents think are getting worse than better are:

- The level of traffic congestions
- Affordable decent housing
- The level of crime
- Wage levels and local cost of living

### Is Quality of Life Getting Better or Worse (1)?

Q Thinking about your local area, for each of the following things below, do you think each has got better or worse over the last three years, or has it stayed the same?

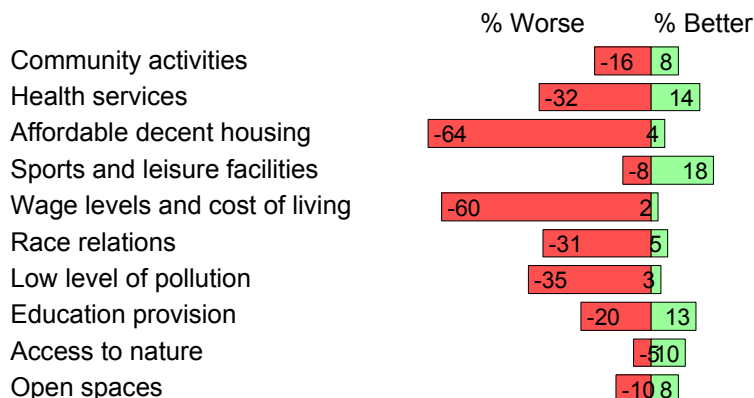


Base: All valid BVPI responses

Source: MORI

### Is Quality of Life Getting Better or Worse (2)?

Q Thinking about your local area, for each of the following things below, do you think each has got better or worse over the last three years, or has it stayed the same?



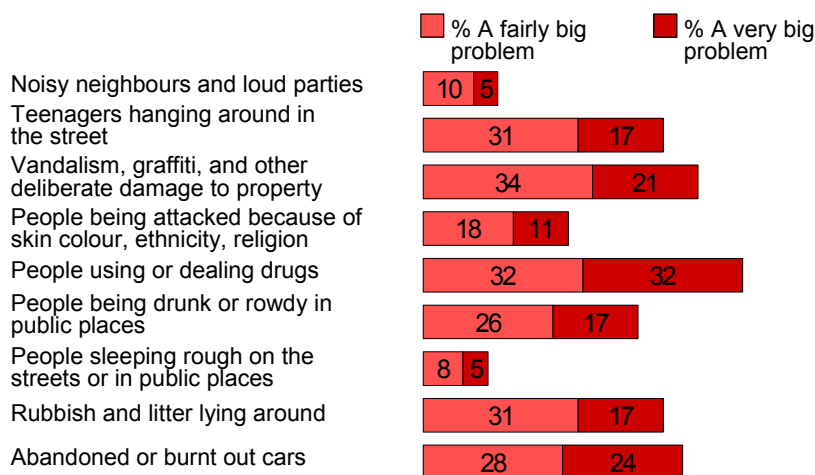
Base: All valid BVPI responses

Source: MORI

Reflecting the growing awareness that anti-social behaviour can have a serious impact on the quality of people’s lives, questions on the extent of anti-social behaviour in the area were included in the survey for the first time this year. As can be seen below, in Norfolk, the top three issues in King’s Lynn & West Norfolk are people using or dealing drugs, vandalism, graffiti and other deliberate damage to property or vehicles and abandoned or burnt out cars.

### Anti-Social Behaviour in King’s Lynn & West Norfolk

Q Thinking about this local area, how much of a problem do you think are...



Base: All valid BVPI responses

Source: MORI



## Part Three: Local services

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### Waste Services

The BVPI questionnaire contained an extensive section on waste services – specifically satisfaction with cleanliness standards, waste collection, recycling, doorstep recycling and tips. The next section looks at attitudes towards these services.

#### BVPI 89 –Satisfaction with Cleanliness Standards

Overall, 57% of residents are satisfied that the Borough Council of King’s Lynn & West Norfolk has kept land clear of litter and refuse. This compares with 62% who said they were satisfied in 2000/1.

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#### Satisfaction with cleanliness standards

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	2000/2001	2003/2004
<i>Base: All valid BVPI responses</i>	(1,410) %	(1,298) %
Satisfied	62	57
Dissatisfied	22	22
Net satisfied	+40	+35

Source: MORI

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Groups that are most dissatisfied with cleanliness standards in the Borough Council of King’s Lynn & West Norfolk are males, respondents aged 25-34 and those who are dissatisfied with and uninformed about the Council.

## BVPI 90 –Satisfaction with Waste Collection, Recycling Facilities, Doorstep Recycling and Local Tips

### Waste Collection

76% are satisfied with household waste collection, compared with 87% in 2000/1. This represents a statistically significant decrease over the last three years.

There has been a statistically significant increase in satisfaction with:

- The bin provided for general household waste
- The place you have to leave your waste for collection

and a statistically significant fall in satisfaction with:

- The reliability of waste collection
- How ‘clean and tidy’ the street is following the waste collection
- The collection of bulky household waste

### Satisfaction with aspects of household waste collection

				Satisfied	Dissatisfied	Net satisfied
<i>Base:</i>	<i>All</i>	<i>valid</i>	<i>BVPI</i>	%	%	
<i>responses</i>						
	The bin provided for your general household waste			72	24	+48
	The place you have to leave your waste for collection			85	8	+77
	The reliability of the waste collection			84	10	+74
	How “clean and tidy” the street is following the waste collection			74	18	+55
	The collection of bulky household waste			41	37	+4

Source: MORI

## Recycling

66% are satisfied with local recycling facilities, comparable with the 60% who expressed satisfaction in 2000/1.

There has been a statistically significant increase in satisfaction with all aspects of recycling facilities.

### Satisfaction with aspects of recycling facilities

	Satisfied	Dissatisfied	Net satisfied
<i>Base: All valid BVPI responses</i>	%	%	
The location of the recycling facilities	72	17	+55
The items you can deposit for recycling	71	18	+54
How "clean and tidy" the site is	71	14	+57

Source: MORI

## Doorstep recycling

Questions on doorstep recycling were included for the first time in 2003/4 as prescribed questions in the BVPI questionnaire. The doorstep recycling service in the Borough Council of King's Lynn & West Norfolk operates a fortnightly collection of waste for recycling. Overall, 70% are satisfied with the doorstep recycling service.

### Satisfaction with aspects of doorstep recycling

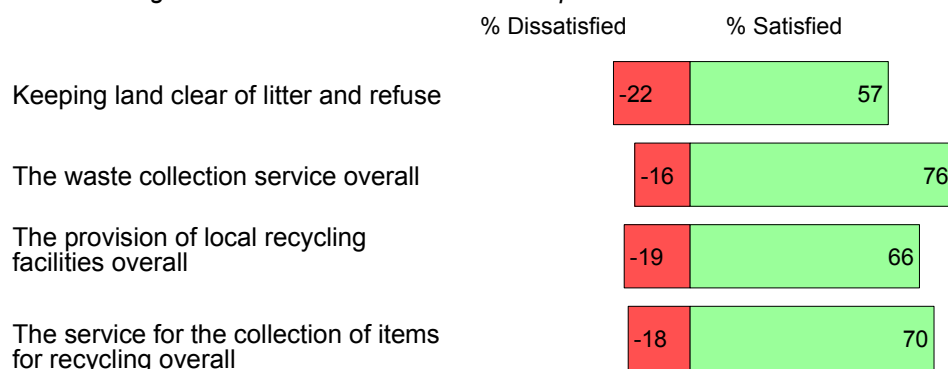
	Satisfied	Dissatisfied	Net satisfied
<i>Base: All valid BVPI responses</i>	%	%	
The container provided for items of recycling	53	41	+12
The place you have to leave your items for recycling awaiting collection	80	10	+69
The reliability of the collection for items of recycling	77	13	+63
How "clean and tidy" the street is following the collection of items for recycling	69	21	+49

Source: MORI

The chart below gives a summary of public satisfaction with waste services in the Borough Council of King’s Lynn & West Norfolk.

### BV90 – Waste Indicators

Q Please indicate whether you are satisfied or dissatisfied with each of the following elements of the service which we provide



Base: All valid BVPI responses

Source: MORI

## Cultural and Recreational Services

The next section looks at public attitudes towards the authority’s cultural and recreational services – libraries, museums and galleries, sports and leisure facilities, theatres and concert halls and parks and open spaces.

### BVPI 119 –Satisfaction with Cultural and Recreational Activities

Levels of satisfaction with the cultural and recreational activities asked about are as follows:

- 56% are satisfied with sports and leisure facilities;
- 49% are satisfied with museums and galleries;
- 62% are satisfied with theatres and concert halls;
- 69% are satisfied with parks and open spaces.

There has been a statistically significant increase in satisfaction with:

- Parks and open spaces (up 10 points from 59% to 69%)

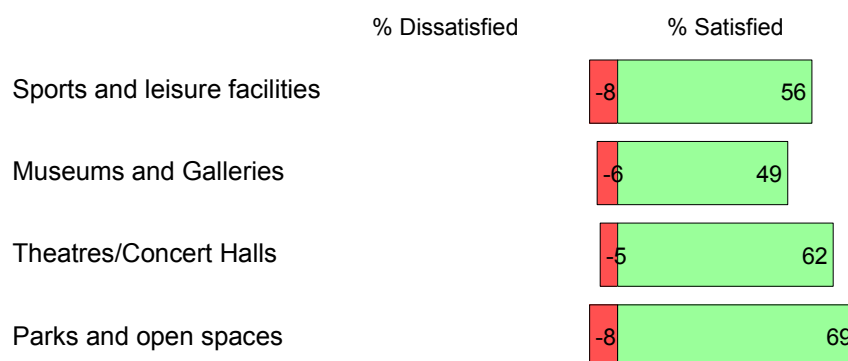
and a statistically significant fall in satisfaction with:

- Theatres and concert halls (down three points from 65% to 62%)
- Museums and galleries (down four points from 53% to 49%)

There has been no significant change in satisfaction with sports/leisure facilities and events since 2000/1.

### BVPI 119 - Cultural and Recreational Services

Q Please indicate whether you are satisfied or dissatisfied with each of the following elements of the service which we provide



Base: All valid BVPI responses

Source: MORI

Users of the various cultural and recreational services provided in King's Lynn & West Norfolk are more satisfied than non-users.

Having been asked about specific cultural services, respondents were also asked to rate "cultural and recreational services overall". In total, 43% are satisfied. This represents a statistically significant decrease over the last three years.

## The Council's performance in the last three years

In contrast to the overall rating of the Council, most people feel the Council's specific services have got better. Services that residents on balance consider to be getting better are:

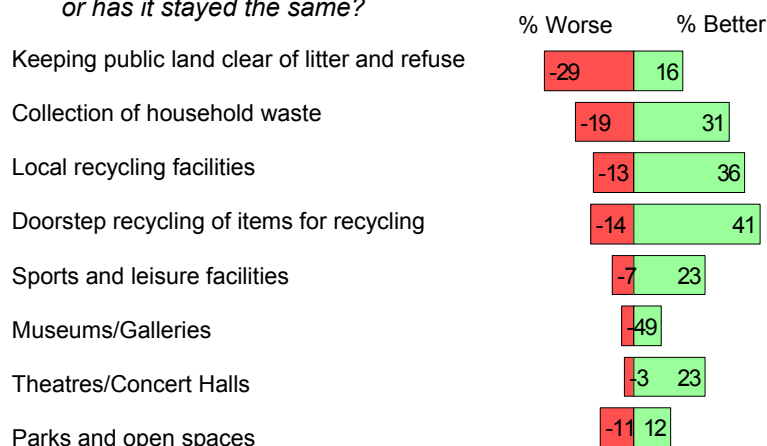
- Collection of household waste
- Local recycling facilities
- Doorstep recycling of items for recycling
- Sports/leisure facilities
- Theatre and concert halls
- Museums/ galleries
- Parks and open spaces

Services that residents perceive on balance to be getting worse are:

- Keeping public land clear of litter and refuse

### Services - Better or Worse?

Q For each of the services provided by King's Lynn & West Norfolk Council, do you think the service has got better or worse over the last three years, or has it stayed the same?



Base: All valid BVPI responses

Source: MORI

We can build on the analysis of this question by bringing in the questions on satisfaction. The table below provides a summary, using “net” scores.

Clearly, keeping the land clear of litter and refuse is an area where perceptions need to be addressed. This service is both low on satisfaction and is seen as having got worse over the last three years. Household waste collection and recycling services are among the strongest service areas for the Council, with both high satisfaction scores and high improvement scores.

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**Satisfaction vs. Perceptions of Improvement**

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	<b>Net satisfaction</b>	<b>Net better</b>
<i>Base: All valid BVPI responses</i>	<i>%</i>	<i>%</i>
Keeping land clear of litter and refuse	+35	-13
Collection of household waste	+60	+12
Local recycling facilities	+47	+23
Doorstep recycling of items for recycling	+52	+27
Sports and leisure facilities	+48	+17
Museums and galleries	+44	+5
Theatres and concert halls	+57	+20
Parks and open spaces	+61	+1

*Source: MORI*

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# Appendices

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# Overview of ODPM Guidance and Requirements

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Guidance prepared by ODPM stipulates the following requirements for the BVPI General Survey:

## Indicator Collection

The specific BVPIs that need to be collected by each local authority in the General Survey are set out in the table below:

<b>BVPI</b>	<b>Service</b>	<b>Indicator</b>	<b>Authority</b>
BVPI3	Corporate Health	The percentage of citizens satisfied with the overall service provided by their authority.	M, LB, U, CC, DC
BVPI4	Corporate Health	The percentage of those making complaints satisfied with the handling of those complaints.	M, LB, U, CC, DC
BVPI89	Litter	Percentage of people satisfied with cleanliness standards.	M, LB, U, CC, DC
BVPI90	Waste	Percentage of survey respondents expressing satisfaction with: c) Household Waste Collection, d) Recycling Facilities, and e) Civic Amenity Sites	(a) & (b) M, LB, U, DC (c) M, LB, U, CC

**Authority**

M = Metropolitan authorities  
 LB = London Boroughs  
 U = English Unitaries  
 DC = District Councils  
 CC = County Councils

## Target Population

The target population is the group of people from which the sample was drawn. In the case of the general survey the target population specified is all adult local authority residents (aged 18 and over).

## Sampling Frame

The sampling frame specified is the small user Postcode Address File (PAF).

## Confidence Interval

The sample for each of the target populations will be drawn to ensure that the estimated satisfaction for each of the indicators has a maximum of  $\pm 3\%$  confidence interval (margin of error) around it at the 95% confidence level. The confidence interval to be reported is based on the total number of respondents to the specified headline indicator questions. The maximum confidence interval for each of the user satisfaction performance indicators is specified in each of the tables for the general survey.

## Achieved Sample

To achieve results that are reliable to  $\pm 3$  percentage points at the 95% confidence level, the Government has required authorities to achieve a sample size of no smaller than 1,100 valid responses.

## Data Protection

To meet the requirements of the Data Protection Act, a covering letter stating the purpose for which the data is being collected must be sent with each questionnaire. Authorities should use the covering letter template specified by ODPM.

## Postcodes

The full postcode of each respondent must be supplied with the data set.

## Questionnaire Design

The General Survey questionnaire template prescribed by ODPM should be used in full to collect the data. The questions set in the questionnaire are those which the Government requires each authority to ask in order to measure the performance indicators.

Altering the wording of questions or omitting questions is prohibited since it will have removed any ability to make comparisons with other authorities using the questionnaire.

Adding questions to collect more detailed information on services and issues which are relevant to the local area is permitted, but authorities are urged to do this with caution. Adding questions can change the emphasis of the questionnaire, alter the length of the questionnaire (completion time and/or number of pages), and may influence how a respondent answers the remaining questions, but these can be added after each block of user satisfaction performance indicator questions and before the social groups questions. It is further suggested that questionnaires should remain non-political.

## Coding of Survey Data

All survey data relating to the survey must be supplied to LRGRU using the variable codes specified in the coding frame template.

## Method of Sample Selection

Since the Government wishes to be able to compare results across local authorities, it has specified that data on all of the indicators must be collected using the principle of random selection.

## Response Rate

Authorities should take all reasonable steps possible to maximise their response rates and should in no circumstances stop making efforts to boost them.

The success of the survey depends on a good response since the better the rate, the more representative the survey will be of the population. For a postal survey, the Government suggested that authorities should aim to maximise the response rate by sending out at least two reminder questionnaires.

The covering letter sent with reminders must be adjusted to reflect the fact that it is a reminder while still meeting data protection requirements. All correspondence (including envelopes) should include the authority logo.

## Weighting

All survey results will be weighted by LRGRU. Authorities are required to submit unweighted data only to LRGRU.

## Timing of Fieldwork

Fieldwork must start between September and November 2003.

## Timing of the survey

The minimum requirement is to undertake the survey every three years. The first surveys were undertaken in 2000/1, the present survey in 2003/4 and the next round of surveys is scheduled for 2006/7.

## Submission of data

The results of the survey and all data relating to the way the survey was undertaken should be submitted to LRGRU using the website [www.survey.bvpi.gov.uk](http://www.survey.bvpi.gov.uk). Data may be submitted from 1 December 2003 and the final date for submission is 29 February 2004.

## Calculating the BVPI

For the nationally set indicators the ODPM guidance document specifies how to calculate the final rating for each indicator and the specifications are included in each of the tables.

The final rating should be based on the total number of respondents who answered the question appropriately. For each question there will be people who forget to tick the box (item non-response) or who use a new category which is not in the original question asked such as 'I don't know', these will be treated as 'missing values' and will not be used. Therefore, all of these responses are excluded from the calculation of the final rating.

# Guide to Reading Computer Tabulations

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## Basic Table Structure

The purpose of this set of tables is to report the responses to each question in the General BVPI survey for your authority, and any additional questions you may have included. They present the number of respondents, expressed as percentages, who gave each response to the question and are analysed against a breakdown of other key questions to show which types of people have given each response. There are several frequencies and cross tabulations that are needed to satisfy the requirements of the user satisfaction BVPIs and these are all contained within this set of tables.

Each table contains:

- The wording of the question, the question number and the BVPI number
- Headings for the downbreak categories
- Headings for the crossbreak categories
- A description of who answered each question (e.g. all those expressing a view)
- The number of respondents in each crossbreak that answered the question (the base)
- Weighted totals (“Total”)
- Unweighted totals
- Confidence interval

## The Downbreaks

The downbreaks are listed down the left hand side of each table and include the range of all possible responses to a particular question. This will include all the precoded responses that were available to the respondent.

All tables also include combination scores. These are literally combined responses to two or more response categories on the same “side” of a scale. For example, 'very satisfied' and 'fairly satisfied' gives a combination score of 'satisfaction'.

Net scores are also provided. This reduces the findings for each question to a single figure in every column. The net score is calculated by subtracting the negative score from the positive score. For example, if 65% are satisfied and 20% dissatisfied, then the 'net satisfaction' score is +45%.

## The Crossbreaks

The crossbreaks are found across the top of the table as column headings. The standard crossbreaks are the demographic sub groups: gender, age and ethnicity. Viewing the results in this way can highlight any notable differences in the responses of these different types of respondent. Your tables may also include additional subgroups based on area or other relevant categories. Cross tabs can also be used to show relationships to different questions. For example, there may be a relationship between satisfaction with public transport information and whether respondents have seen it or not (a table is provided for this).

## Weighted and Unweighted Totals

The tables show weighted and unweighted totals. The unweighted results are based on the 'raw' data. However, if there is some bias in the response – for example if some types of residents were more (or less) likely to respond than others, their views will be over (or under) represented. To correct for this, responses are weighted. Weighting is the application of correction factors to the analysis of data to make it more representative of the target population as a whole.

The tables provided show results weighted.

## Bases

The 'base' is the number of respondents overall, and for each crossbreak, the number that answered the question. The tables exclude missing values and 'don't know' or 'it does not apply' responses i.e. they have been taken out of the percentage. Thus 100% is formed only by the first five categories (i.e. all those expressing a view). ODPM has specified this as the standard base for calculating the final BVPI ratings.

Ideally, every subgroup base will be at least 100 to allow *apparent* differences between subgroups to be taken as *real*. Where the base number is very low (<50) it is not advisable to make any inferences about that sub-group.

## Confidence Interval

The respondents to the questionnaire are only a sample of the total 'population'. We cannot therefore be certain that the figures obtained are exactly those we would have if everybody had been interviewed (the 'true' values). However, we can predict the variation between the sample results and the 'true' values from a knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given.

The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 19 in 20 that the 'true' value will fall within a specified range. The table below illustrates the predicted ranges for different sample sizes and percentages results at the '95% confidence interval', based on a random sample.

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	±	±	±
100 interviews	6	9	10
200 interviews	4	6	7
300 interviews	3	5	6
500 interviews	3	4	4
1,000 interviews	2	3	3
1,400 interviews	2	2	3

Thus, the confidence interval (or margin of error) is by how much the survey result could increase or decrease and still be considered to reflect the 'true' result that would have been recorded if everyone in the population had been surveyed. This is in accordance with OPDM guidance, and does not take account of any effect on confidence interval of weighting the data to account for differential response rates.

## Statistical reliability – Sub-groups

When the results are compared between separate sub-groups within a sample, different results may be obtained. The difference may be "real," or it may occur by chance (because not everyone in the population has been surveyed). To test if the difference is a real one - i.e. if it is "statistically significant" - it is again necessary to know the total population, the size of the samples, the percentage giving a certain answer, and the degree of confidence chosen. Assuming



“95% confidence interval”, the differences between the two sub-sample results must be greater than the values given in the table below:

---

<b>Differences required for significance</b>			
<b>Sample sizes at or near these percentage levels</b>			
	10% or 90%	30% or 70%	50%
	$\pm$	$\pm$	$\pm$
100 and 100	7	13	14
100 and 900	6	9	10
250 and 250	5	8	9
250 and 750	4	7	7
500 and 500	4	6	6
1,000 and 1,000	3	4	4

---

### Statistical reliability – Trend data

The same principle also applies to comparing results over time. The table below shows differences between the two sample results needed for change to be statistically significant at the 95% confidence level.

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<b>Differences required for significance</b>			
<b>Sample sizes at or near these percentage levels</b>			
	10% or 90%	30% or 70%	50%
	$\pm$	$\pm$	$\pm$
1,100 and 600	3	5	5
1,100 and 800	3	4	5
1,100 and 900	3	4	4
1,100 and 1,100	3	4	4
1,200 and 1,100	3	4	4
1,300 and 1,100	2	4	4
1,400 and 1,100	2	4	4

---

### Interpreting the Data

Develop a method which works for you. A sensible approach is to start with the overall picture and then look at specific details. Look first at the total column, absorb it, decide whether there appears to be anything particularly interesting and look to see whether anything is different to what you had expected. Then look at the rest of the table. Are there any major differences between subgroups? Are things similar where you expected to find differences?

MORI