



Harrow Strategic Partnership Board

5 April 2006

Quality of Life Survey 2006

The HSP Board is requested to agree:

1. The re-commissioning of MORI to conduct the Quality of Life Survey in May 2006.
2. The survey should be funded from the Local Area Agreement (LAA) pump priming grant to be paid following the signing of the LAA in March 2006.

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Background

In April 2005 the HSP undertook its first quality of life survey. This survey has subsequently been a crucial evidence base for the work of all local agencies and has been important in the negotiation of the Local Area Agreement (LAA). It is also an important part of our community engagement work.

It is important that we refresh the survey annually to get an up to date picture of our residents concerns. We will also be required to refresh it annually to help us monitor our LAA.

The Proposed Approach

It is important that the survey is not substantially changed between years so that it can serve for comparative purposes. We will, however, need to make some small adjustments to reflect our targets in the LAA. MORI have advised that we should avoid undertaking the survey during the local election campaign as this inhibits the comparability of the results. Our suggestion is therefore to carry out the Survey towards the end of May 2006. With final written report of the results in early August 2006. This will allow us to use the results to inform our self assessment for the Joint Area Review and Corporate Assessment. It will also allow us to provide information in the first report back to GOL on the achievement of the targets in the LAA.

The key components of the approach are summarised below:

- Postal survey including a 'booster' in wards with a high proportion of Black and Minority Ethnic residents (ie Kenton East, Kenton West, Queensbury, and Edgware)
- 9,000 questionnaires despatched to households randomly selected using the Postcode Address File – 7,000 distributed evenly across all wards and an additional 500 in each of the 'booster' wards. We will also ensure that none of the households sent a questionnaire in last year's survey are included in the sample.
- The questionnaire will be in the form of a booklet and include 16 pages of A4 in length (4 x A3 folded).
- Each questionnaire booklet will incorporate, on the front page, a covering letter, which will include a "confidentiality statement." The covering letter will be edited for the reminder mailout.

- In addition, each questionnaire will include instructions on the second page for residents who wish to request a translation of the survey. The Council would be responsible for providing this translation if requested (as per last year).
- Provision of questionnaires in large print format on demand from respondents.
- Printing and posting the questionnaires
- Reply paid envelopes for all mailouts – to be returned directly to MORI
- An initial mailout and one full reminder, including questionnaires and reply paid envelopes re-sent to non-respondents. The costs make provision for:
 - mailout to the full sample
 - first reminder mailout to approximately 80% original sample
- Prize draw of £100 gift voucher to encourage participation
- Envelope stuffing and despatch
- All postage (Second class)
- Booking in and data processing of returns. MORI data processing team would use the same coding frame used in the previous survey
- Weekly email updates on the progress of the survey
- Marked-up questionnaire giving topline figures. The results of the previous survey will also be included in this to track how residents' views have changed.
- Computer tables containing full results cross-tabulated by key variables
- Analysis by demographic sub-groups, including ethnicity and nine areas (as in 2005)
- Final report

Commissioning the Work

It is proposed that MORI be asked again to carry out the work in 2006. This will save money on questionnaire design and specifying the work and we will get comparative analysis from year to year.

The cost of the survey will be £31k. A £4k saving on conducting the 2005 survey.

The HSP Executive considered an earlier draft of this report at its 9 February



meeting and agreed the Quality of Life Survey be re-commissioned from MORI in May 2006.

The HSP Executive also agreed that the survey should be funded from the Local Area Agreement pump priming grant to be paid following the signing of the LAA in March 2006.

Paul Najsarek
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