

## **Report to the Harrow Strategic Partnership Board**

Wednesday 6 April 2005

### **Quality of Life Survey**

#### **1 Introduction**

In the past, Harrow Council has carried out the nationally prescribed three yearly customer satisfaction survey with MORI. This is a rich source of information but is not frequent enough to guide our priorities and action to address residents' issues. This survey also focuses on council services rather than residents' perceptions of quality of life more broadly.

In order to facilitate the planning of partnership activities aimed at increasing the quality of life in Harrow, broader information on residents' views is needed.

In November 2004 the council contracted with MORI to provide two surveys. The first to inform the budget process (which has been successful delivered). The second survey to look at quality of life locally to inform the work of the Harrow Strategic Partnership (HSP).

#### **2 The HSP Board is asked to:**

- Agree the timing of the survey and consultation process;
- Comment on the draft questionnaire and methodology.

#### **3 Purpose of Survey**

The survey aims to:

- Inform the council and HSP's priorities and planning;
- Collect perception of residents quality of life and understand what drives these perceptions;
- Refresh our understanding of residents' satisfaction with the Council; and
- Understand more fully what drives this satisfaction

The results of this survey will assist the HSP in its intention to focus on delivery and addressing improvements in quality of life locally.

#### **4**     **Timing**

The proposal is to carry out the survey during April and have preliminary results available for the HSP Summit on 18 May. Other issues which could impact on residents' perceptions in this period include:

- Council Tax – residents will recently have received their Council tax bills for 2005/6
- General Election – it may be that the field work will be happening during the General Election Campaign
- Seasonal factors – the time of year can have an impact on residents satisfaction

Whenever the survey is carried out it is likely that there would be some factors influencing people's response, beyond partners' control. It is suggested that the importance of generating results for planning and policy purposes means that we should go ahead with the survey during April.

#### **5**     **Consultation**

After consideration by the HSP Board, the draft questionnaire will be sent to the HSP Reference Groups and the Voluntary and Community Sector Forum.

#### **6**     **Summary of Methodology**

A detailed draft of the survey is attached. Essentially, we will use the same postal survey approach as the council's recent budget questionnaire, which worked successfully. On this occasion we propose to issue the survey to 8,000 households so we maximise our ability to get significant numbers of returns from each area of the borough.

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