

WEST DUNBARTONSHIRE COUNCIL

Report by the Chief Executive

Corporate and Efficient Governance Committee: 21 March 2012

Subject: 2011 Corporate Communications Satisfaction Survey

1. Purpose

- 1.1** This report details the results of the annual Corporate Communications Customer Satisfaction Survey which is undertaken to evaluate how the service is performing and what areas require improvement.

2. Background

- 2.1** The Corporate Communications team has been working with reduced capacity in the past 17 months with two staff on maternity leave and only the Corporate Communications Manager, Press Officer and Graphic Designer available to respond to requests for a period of five months. To cope with this temporary reduction in staffing numbers the service altered its strategy to focus on performing a reduced number of functions to a high standard so that its resources are maximised.
- 2.2** The 2009 Communications survey results were based on only 20 staff responses from a controlled group which significantly undermined their value. The new Manager chose a different approach for 2010 in which several attractive prizes were offered free to staff who filled in the survey. These were donated for free by businesses after being approached by the team. We also chose to use the quick online Survey Monkey tool, rather than hard copy forms. The response was a great improvement with 347 staff filling in the survey. The findings were positive but there was a clear requirement to deliver a better staff intranet and improve the staff magazine. We were also keen to see an improvement in staff satisfaction with the advice offered on reactive press statements.
- 2.3** We built on the success of the 2010 survey by offering improved prizes in the 2011 survey such as 2-for-1 golf vouchers and free child tickets to the Glasgow Science Centre – again donated for free – and were successful in attracting 470 staff to respond. This is approximately one in three of those Council staff with access to a computer.

3. Main Issues

- 3.1** A summary of the results are listed below:

3.2 Press Office

- 84% rated the advice given on press releases as excellent or good (redesigned question)
- 81% very satisfied or satisfied with the timescale press releases were produced (new question)
- 74% thought the resulting coverage was excellent or good
- 67% believed that there had been a rise in positive coverage (new question)
- 93% of staff were happy with the advice and assistance received on press statements (up from 69%)
- 85% of staff rated the overall support and advice from the Press Office as excellent or good (new question)
- Selected additional comments: Very satisfied and impressed with the service...Excellent service with a calming influence in what can be challenging times...A lot of deadlines are unrealistic

3.3 Marketing and Design

- 86% of staff thought the graphic design services was excellent or good (up from 78%)
- 91% said the service had met their deadline (up from 84.6%)
- Selected additional comments: Very impressed with the quality and efficiency of the service...Great work...The staff have always been very helpful but the reduction in staff has now meant we have to take our regular publication to external designers incurring additional cost

3.4 Intranet

- 95% of staff agreed the new intranet was an improvement
- 61% of staff visited the intranet at least once a day (up from 33%)
- 81% thought the current look of the intranet was excellent or good (up from 24%)
- 79% thought the accuracy of the site was excellent or good (up from 40%)
- Most popular uses for the intranet were:
 - Keep up with the latest Council news (87%)
 - To find out HR information (81%)
 - To access the telephone directory (69%)
- Selected additional comments: Excellent source of information...A big improvement...Try to make it available to all staff...Find it confusing and not user friendly

3.5 Talk magazine

- 72% agreed that the new Talk magazine was an improvement on Westlife
- 59% were very satisfied or satisfied with Talk with a further 35% neutral (up from 47%)
- 59% read every or most issues (up from 57%)
- 65% read all or most of the magazine (up from 55%)
- 68% strongly agreed or agreed that Talk kept them informed of important Council news (up from 49%)
- 53% of staff agreed that the annual £4,000 cost of Talk was good value for money
- Selected additional comments: I have been at the Council a number of years and have never seen it...Don't see it very often and don't have time to read it...Save the £4,000 by putting it on the intranet...I feel that the four issues per year are good value

3.6 Corporate Communications

- 72% rated the services provided by Corporate Communications as excellent or good – with an additional 26% saying okay (up from 52%)

3.7 Text Messaging

- 68% of staff said they would not be happy to receive text messages from the Council about staff news

3.8 Council news

- 77% of staff said they would like to receive staff news by email
- 68% via the intranet
- 28% by staff newspaper
- 6% by Chief Executive web videos

3.9 Analysis

The overall results are positive with improvements in almost every single area of work. The dramatic improvements to our targeted areas of press enquiry support (up 24%) and the staff intranet (up 57%) were very encouraging as was the overall satisfaction rating for Corporate Communications (up 20%). The most disappointing area was Talk magazine where significant effort on the part of the team improved satisfaction by 12% but still left it lagging at a disappointing 60% mark.

- 3.10** We believe a staff magazine is an essential tool to inform staff, make them feel valued, highlight achievement and create a sense of togetherness. The redesigned magazine appears to tick many of these boxes and we believe the problem may now lie in distribution with many staff never seeing the product. Over the next year we will be reviewing distribution to determine if we are reaching staff effectively – particularly those not based at Garshake and Rosebury. The level of success will be measured in future Communications surveys.
- 3.11** The Communications Manager would also like to see an improvement in staff satisfaction with regard to the advice offered on proactive press releases to bring it into line with the reactive side. We would hope that with the improved capacity now in the Press Office that this was certainly achievable in the coming year.

4. People Implications

- 4.1** There are no personnel issues.

5. Financial Implications

- 5.1** There are no financial implications.

6. Risk Analysis

- 6.1** There is a risk that services do not fulfil their clients' needs if they do not conduct satisfaction surveys.

7. Equalities Impact Assessment (EIA)

- 7.1** No significant issues were identified in a screening for potential equality impact of this report.

8. Strategic Assessment

- 8.1** The report updates on the performance of Corporate Communications in 2011 and identifies where improvements are required. The Council has identified a strategic priority for 2011/12, namely Fit for Purpose Services, to which this contributes.

9. Conclusions and Recommendations

- 9.1** Findings from the survey showed that:-

- The Corporate Communications survey continues to improve and attract a wider group of staff to respond and this greatly helps the team plan future priorities;

- There has been improvement in nearly every area of Corporate Communications in the previous 12 months; and
- Corporate Communications needs to focus on improving satisfaction with the staff magazine in the coming year, and satisfaction with support on press releases.

9.2 The Committee is asked to note this report.

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Chief Executive
Date: 9 February 2012

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Appendix: Nil

Background Papers: Nil

Wards Affected: No wards affected.