

## 9.1 **SERVICE USER SURVEY (AN/WA)**

### **Purpose of the report**

This report outlines the history of the service user survey, and summarises action that has been taken in response to feedback received.

### **Key issues**

- The service user survey has 2 purposes:
  1. To gather data for corporate and National Park Family indicators, which are reported annually via the Authority's Performance and Business Plan
  2. To collect data for customer facing services to monitor and improve the service they provide to customers
- Some tailoring of the surveys has provided additional information to meet service needs, but services were constrained in the number of questions that could be asked to support service improvement to limit the length of the survey, which also met cross park and corporate monitoring needs.
- During 2014, the cross-park improvement group (JIG) have significantly reduced the requirements for data
- The Authority's emerging new Corporate Objectives (2015-19) will lead to a change of focus of information required from the survey.

### **Recommendations**

2.
  1. **Receive report on purpose of the Service User Survey and resultant actions**
  2. **Agree interim way forward for future development of the survey**
  3. **Request further report in 2016, or at a suitable point in development of new Corporate Objectives on new information needs.**

### **How does this contribute to our policies and legal obligations?**

The survey data has supported National Park Management Plan theme 'Welcoming and Inspiring Place' - WI1, WI2, WI3, WI4 and 2012-15 Corporate Objectives 7, 8, 10 and 11.

3.

### **Background**

Issue 6 from Appendix 1 to the 2010/11 Annual Governance Statement states 'We will consider how to report user survey data and action taken in response to Audit and Performance Committee.' The action was outstanding in the 2011/12 and 2012/13 Annual Government Statements.

4. Since 2009, the Service User Survey (SUS) has been the Authority's principle tool for monitoring our customer profile and the level of satisfaction and learning from a representative sample of our service users.

During this time the survey has been through a process of development and in 2013 a common survey was carried out in the following services, adapted to meet the different data requirements of each service:

- Cycle Hire
- Guided Walks
- Visitor Centres
- Peak Park Conservation Volunteers
- Education
- Website

5. A key driver for the development of the current format and focus of the SUS was the requirement to report annually across the English National Parks Family. Current and future indicators are listed in **Table 1**. During 2014, JIG reduced the number of indicators used for comparison within the national park family. A new JIG indicator for public understanding has been developed PUO for 2014.

<b>Table 1. Current National Parks Family indicators derived from the Service User Survey 2014-15 and 2015-16 onwards</b>	
	<b>Required for 2014-15 only</b>
<b>PU1</b>	% of users satisfied with ‘promoting understanding’ services (National Park Centres, Events, Education & Website)
<b>PU2</b>	% of users whose learning increased about (the) National Park as a result of using ‘promoting understanding’ services (National Park Centres, Events, Education & Website)
	<b>New for 2015-16 onwards</b>
<b>PUO</b>	Text description of key public understanding activities have been undertaken, key outputs and outcomes linked to strategic objectives.

The data collected annually via the SUS has also served our corporate indicator set since 2009. **Table 2** lists the indicators that are derived from the data. Over the life time of the current Corporate Objectives ( 2012-2015), these indicators have been used to set performance targets and monitor performance. Performance is scrutinised annually by Authority, and by the Audit Resources and Performance Committee. Peak District National Park Authority is currently developing a new set of Corporate Objectives, which is likely to establish new approaches to our ways of working. This will require a better understanding of our customers and other stakeholders’ experiences and requirements. It is therefore highly likely that the new Corporate Objectives will rely on a different set of indicators. Our research and intelligence collection methods will need to adapt to give us this understanding. It is suggested that more information will be brought to ARP during 2015/16 for discussion and approval.

<b>Table 2. Current Peak District National Park Corporate indicators derived from the Service User Survey – 2013-14</b>	
<i>Nº</i>	<i>Title</i>
<b>7.a.29*</b>	Number of volunteer days organised or supported by the Authority
<b>7.a.30*</b>	Number of those days attended by ‘under represented’ groups
<b>8.b.34</b>	Number of contacts through Authority recreational facilities/ activities (cycle hire, guided walks/ events, campsites)
<b>8.c.35</b>	Percentage of contacts who have used sustainable travel to access recreational activities.
<b>8.e.37</b>	Percentage of users of recreational facilities/activities that are satisfied with their experience (the same data as PU1 above).
<b>8.f.38</b>	Percentages of Authority customers using recreational facilities that are from our specific target audiences: <ul style="list-style-type: none"> <li>a. Children &amp; young people</li> <li>b. Minority ethnic groups</li> <li>c. People with a limiting illness or disability</li> <li>d. People form deprived target areas)</li> </ul>
<b>10.a.43</b>	Number of contacts through learning opportunities provided by the Authority : <ul style="list-style-type: none"> <li>a. Information (visitor centres)</li> <li>b. Face to Face (guided walks/education)</li> <li>c. Participation and engagement</li> <li>d. Website</li> </ul>
<b>10.a.44</b>	Percentages of Authority customers on learning activities who are from specific target audiences.
<b>10.b.45</b>	Percentage of customers on Authority learning activities who believe their understanding of what is special about the national park has increased.
<b>11.a.47</b>	We have shown progress against all 9 actions to the satisfaction of the external ( <i>customer service excellence</i> ) assessor. (the SUS provides only part of these data)

\*the SUS data is one of the

sources for these figures

6. In addition to reporting and scrutiny as discussed in section 5 above, usage of the SUS data since 2009 includes:

- Benchmarking by senior management team to understand performance against our peers.
- Setting of performance targets over the lifetime of the current Corporate Objectives which are reflected in service plans and individual staff performance plans via the ‘golden thread’.
- Cycle Hire have used the service user survey to analyse statistics about their customer base, with a focus on improving awareness of the service and participation in cycling with target audiences. Additionally, analysis of postcode data has provided a better understanding of the proportion of visitors with a high level of deprivation.
- Visitor Centres have used the service user data in a similar way to understand the customer profile. This has helped demonstrate that the centres serve an audience which is representative of the nation as a whole in socio-economic terms.
- Learning & Discovery have used the data provided by the survey to confirm information provided to them by schools on student profiles. However, it is felt that some of the language agreed at a national level, for example in relation to understanding and contributing to special qualities, was not immediately accessible even to teachers who often fill out the surveys on behalf of groups. These service users therefore may not easily see the link between the experience with the National Park Authority, and the desired outcome of a better understanding and contribution to the special qualities.
- The Ranger Service have used service user survey data to profile their customer base, which fed into the review of payments for Guided Walks in 2013.
- The recent Customer Insight research used information from the service user survey to inform the work. There will also be a requirement for ongoing collection of information to establish trend against the benchmark provided by the research, and provide commercial information to inform future income strategy.
- The emerging People and Park Connected Strategy (formerly Working with People and Communities) used data extracted from the Service User Survey as part of the selection criteria for a target communities database.
- Work on the National Park Authority brand and the forthcoming Volunteering review will also have information requirements.

## 7. **Proposals**

### **Way forward for 2015/16**

Collection of the information required to support cross-park comparison, individual service needs and corporate monitoring will continue for 2015/16.

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**Way forward 2016/17 onwards**

As the emerging Authority Corporate Objectives are confirmed, appropriate monitoring will also be developed. A corresponding User Survey will be developed as necessary to support this monitoring.

8. **Are there any corporate implications members should be concerned about?**

9 **Financial:** No additional financial implications.

10 **Risk Management:** Risks have been considered and appropriate actions put in place to reduce impact to an acceptable level.

11 **Sustainability:** New monitoring methods, for example electronic surveys will be considered for future data collection.

12 **Background papers** None

13 **Appendices** – None

**Report Author, Job Title and Publication Date**

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