

# Moray Citizens' Panel

## Survey 1: Getting in Touch with Local Agencies

Final Report

by

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## EXECUTIVE SUMMARY

The Moray Citizens' Panel was established by the Moray Community Planning Partnership (MCPP) during April and May 2005, and the MCPP are also responsible for the ongoing management of the Panel. A total of 1329 Moray residents joined the Panel as a result of the recruitment process, although a small number of members had requested that they be removed from the Panel by the time of this, the first survey.

The survey was developed in consultation with the MCPP partners, and was issued to all 1319 Panel members. A total of 1043 questionnaires were returned, representing an overall response rate of 79%

The aim of the survey was to gauge Panel members' level of contact with local agencies involved in the MCPP, and to gauge members' views on their contact with Council services, health services, emergency services and voluntary organisations. In particular, the following issues were explored:

- The extent and frequency of contact with local agencies;
- The reason for and urgency of contact;
- How contact was made; and
- Views on the service received.

A summary of the key findings for each survey topic is set out below.

### Extent of Contact with Local Agencies

The extent to which survey respondents had contacted MCPP agencies varied considerably. Contact was most common, and most frequent, for NHS services (in particular GP surgeries) and the Council: around 9 in 10 respondents had contacted these services, and most had done so 2 or more times within the past 2 years.

Use of MCPP member agency websites also varied considerably, although none of the websites had been visited by more than half of respondents. The Moray Council website was by far the most commonly visited, followed by the Moray College. Respondents were generally very positive in their **overall** rating of the websites: the NHS Grampian website was rated highest (+88%).

### Contact with The Moray Council

Respondents' most recent contact with The Moray Council typically involved a request for a service/ something to be done or for information (more than 4 in 5 respondents). Enquiries related to Environmental Services were most common: nearly 1 in 3 respondents indicated that their most recent contact with the Council was in relation to an environmental/cleansing matter.

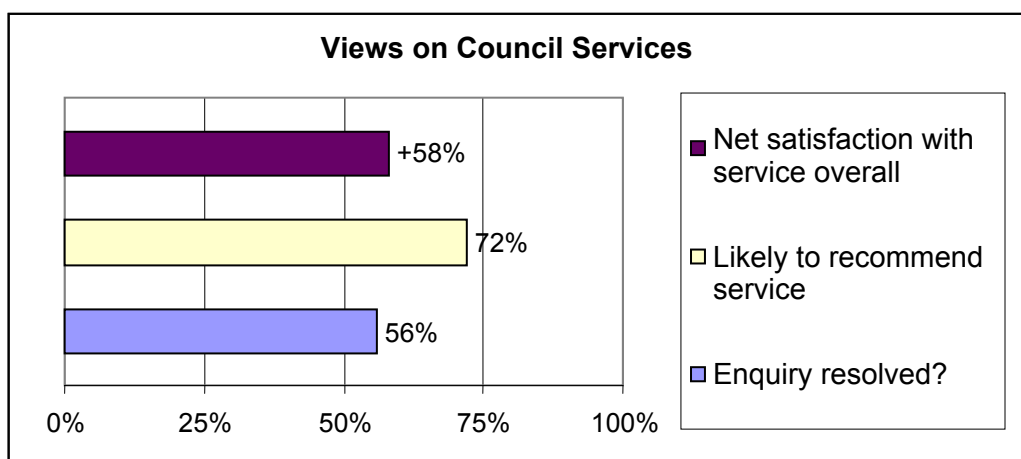
In terms of **methods of access**, the Council headquarters in Elgin was by far the most common point of contact for respondents (more than 2 in 3), although nearly 1 in 5 had contacted their local Council office. Telephone was the most common method of contact, used by more than 2 in 3 respondents - around 1 in 5 had made their most recent contact with the Council in person.

Most of those making contact by telephone indicated that they had got through to the Council at their first attempt, and the majority of those visiting in person were seen at their appointment time. However, a minority of respondents reported **access issues** in relation to their most recent contact with the Council:

- Nearly 1 in 4 respondents were unable to get through on the phone at their first attempt, including 1 in 10 who had to try 3 or more times. Those contacting the Council regarding an environmental matter were most likely to have difficulty getting through on the telephone.
- More than 1 in 4 of those visiting the Council in person had to wait to be seen, although very few had to wait for longer than 15 minutes - those visiting the Council headquarters were more likely to have to wait than those visiting their local Council office.

The chart below sets out the respondents' views on their most recent contact with the Council. The main points of note were:

- Satisfaction with the service overall was high, with a net rating of +58%. More than 7 in 10 respondents indicated that they were satisfied with the service received, including 1 in 3 who were very satisfied.
- Respondents whose most recent contact was through their local office tended to be more satisfied overall than those contacting the Council headquarters.
- Respondents were most positive about the ease of contacting the right person, staff friendliness and staff helpfulness. They were less positive about the ability of staff to handle their enquiry effectively, and particularly the extent to which the Council kept respondents' informed of the progress of their enquiry.
- More than 7 in 10 indicated that their enquiry, request or complaint had been resolved. Satisfaction with the service received was much higher amongst respondents who felt that their enquiry had been resolved.
- Around 3 in 4 respondents indicated that they would be likely to recommend the service to others.



## Contact with Health Services in Moray

Around half of respondents indicated that their most recent contact with health services in Moray was in relation to a wholly non-urgent matter. Around 1 in 7 respondents indicated that their contact was “very urgent”.

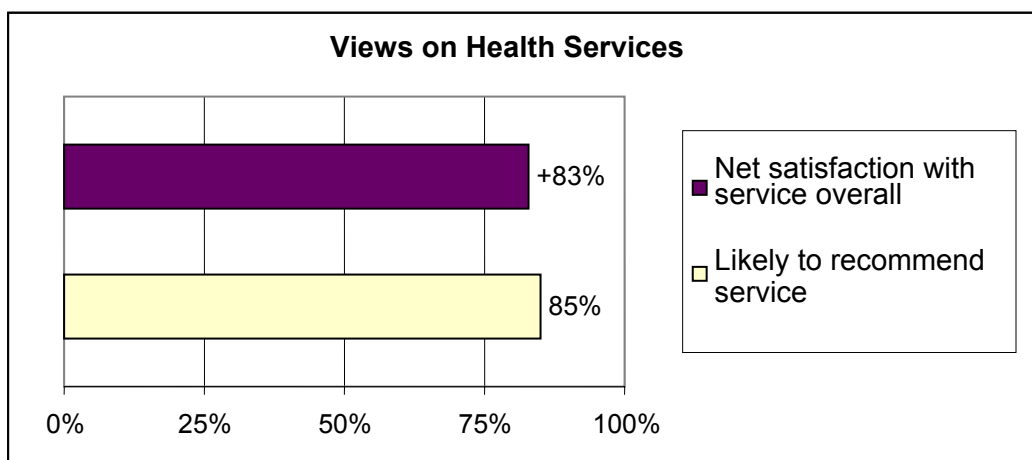
Looking first at **methods of access**, nearly 3 in 4 respondents indicated that their most recent contact had been with a GP-related service (including practice nurse and out-of-hours GP); just over 1 in 10 had contacted Accident & Emergency or other hospital department. The great majority of respondents indicated that their most recent contact involved a consultation at a hospital, practice or clinic (nearly 9 in 10).

In terms of **access issues**, the main points were:

- Most of those who made an appointment were given an appointment within 1 week (2 in 3). Nevertheless, there remained more than 1 in 10 who had to wait for more than a month for an appointment, although most of these were regarding a “non-urgent” matter.
- Only around 1 in 3 respondents were seen as soon as they arrived or by their appointment time, and more than 1 in 5 had to wait for longer than 15 minutes. Those visiting Accident & Emergency had to wait longest, with nearly 1 in 3 having to wait for more than 30 minutes.
- Nearly 1 in 3 had to wait longer than they would have liked, although only 1 in 20 felt that the wait was a “major inconvenience”.

The chart below sets out the respondents’ views on their most recent contact with health services in Moray. The main points of note were:

- Satisfaction with the service overall was very high, with a net rating of +83%. Nearly 9 in 10 respondents indicated that they were satisfied with the service received, including well over half who were very satisfied.
- Although satisfaction was high for all aspects of the service received, ratings were somewhat lower for ease of contacting the service and efficiency of arranging an appointment.
- The great majority of respondents indicated that they would be likely to recommend the service to others (more than 4 in 5).



## Contact with Emergency Services in Moray

Around 3 in 4 respondents indicated that their most recent contact with the emergency services had been with the Police, 1 in 5 with the Ambulance Service and 1 in 20 with Fire & Rescue.

Respondents typically contacted the emergency services to request a service or something to be done (3 in 5), and most indicated that the contact was regarding a “very urgent” or “worrying” matter (c4 in 5). Contact with the Police was most commonly regarding a crime which had been committed, anti-social behaviour or a road traffic matter. Contact with the Ambulance Service was typically regarding an urgent transfer to hospital or an accident or emergency matter.<sup>1</sup>

Telephone was by far the most common **method of access** used during respondents’ most recent contact - more than 3 in 4 made contact by telephone, around 1 in 3 of whom had dialled “999”. More than 4 in 5 of those answering the question indicated that they had requested a visit from the emergency services.<sup>2</sup>

In terms of **access issues**, the main points were:

- Around 2 in 5 indicated that their enquiry was resolved over the phone, and a further half of respondents indicated that the matter was resolved after in person contact with the service. Only around 1 in 14 indicated that the matter was not yet resolved.
- Nearly half of those requesting a visit from the service indicated that the service arrived within 30 minutes, and 7 in 10 that the service arrived within the hour. Waiting times varied significantly by service and perceived urgency of contact:
  - Just over 1 in 4 of those contacting the Ambulance service were seen within 15 minutes, and nearly 9 in 10 within an hour. By contrast, just under half of those contacting the Police were seen within an hour.
  - Nearly 2 in 3 of those reporting a “very urgent” matter were seen within 30 minutes.
- Most felt that their waiting time was not a problem, although nearly 1 in 10 felt that it was “far too long” (primarily those whose contact was “very urgent”).

The chart over the page sets out respondents’ views on their most recent contact with the emergency services. The main points of note were:

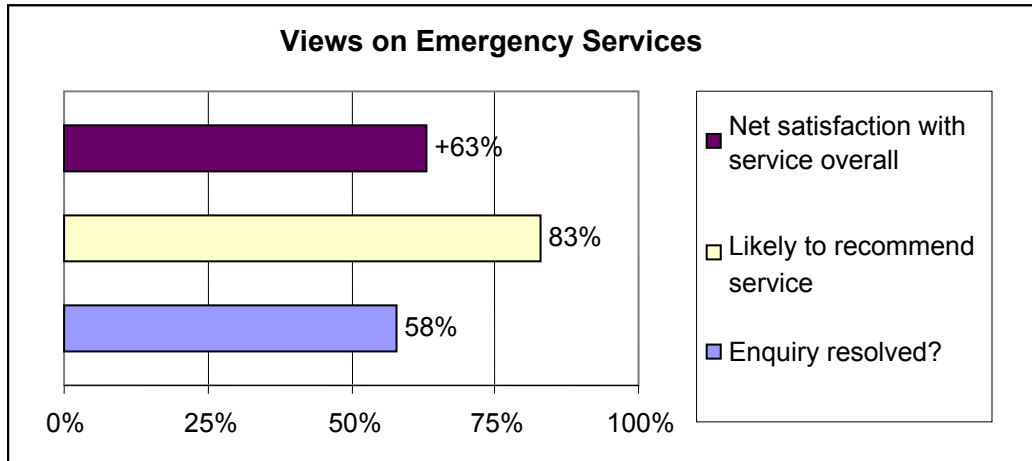
- Satisfaction with the service received overall was high, with a net rating of +63% and nearly half of respondents “very satisfied”.
- Satisfaction levels varied significantly across the three services, although all were given positive ratings. Net satisfaction with the Ambulance service (+90%) was much higher than for the Police (+53%).

<sup>1</sup> Numbers of respondents making contact with the Fire & Rescue service were insufficient to permit meaningful analysis of the reason for most recent contact.

<sup>2</sup> However, more than half of respondents who had been in recent contact with the emergency services did not answer this question - those who did request a visit may be in the minority.



- Respondents were most positive about the manner/ attitude of service staff, the ease of contacting the right person, and staff knowledge/ understanding. Respondents were least positive about the ability of staff to deal with their request and the extent to which the service kept respondents' informed of the progress of their enquiry.
- Although most respondents indicated that their enquiry had been resolved, there remained nearly 1 in 4 who indicated that they were awaiting resolution.
- The great majority of respondents indicated that they would recommend to others, and this was the case across all three services.



### Contact with Voluntary Organisations in Moray

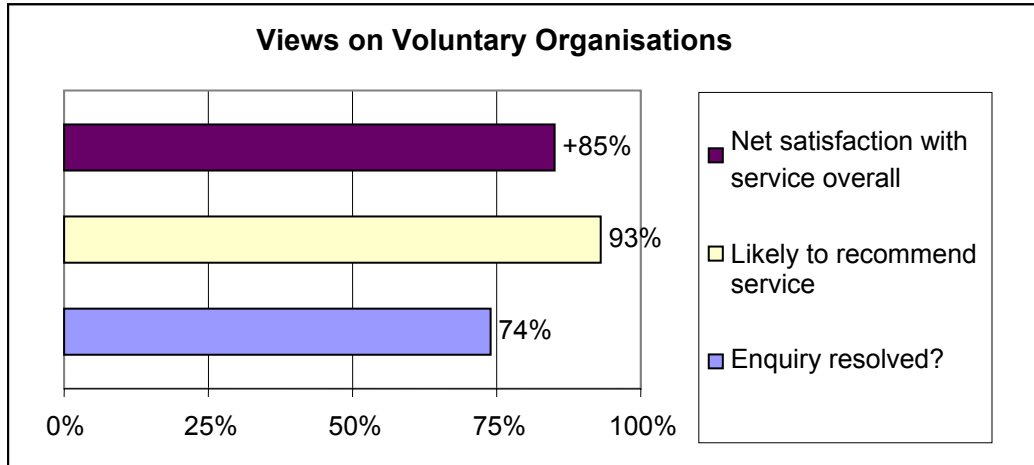
Although respondents awareness of specific voluntary organisations operating within Moray was fairly high, relatively few respondents had made contact with those organisations. All but two of the organisations were known to at least half of respondents, with awareness generally higher for national organisations. In contrast, the most contacted organisations were only contacted by between 1 in 4 and 1 in 3 respondents. - again these tended to be organisations which operated across Scotland/ the UK as a whole.

The main reason for respondents' most recent contact with a voluntary organisation was most commonly to ask for information. Unlike other local agencies, the majority of respondents indicated that their most recent contact with a voluntary organisation was through a visit to the service. Relatively few respondents had made an appointment with the service (just over 1 in 3), but the great majority were seen upon their arrival or by their appointment time.

The chart below sets out the respondents' views on their most recent contact with voluntary organisations. The main points of note were:

- Satisfaction with the service overall was very high, with a net rating of +85%. Indeed, more than 3 in 5 respondents indicated that they were "very satisfied" with the service received.
- Although respondents were again less positive about the ability of staff to deal with their request and extent to which they were kept informed of the progress of their enquiry than other aspects of service, these were still given very positive ratings.

- Most respondents indicated that their enquiry had been resolved - just over 1 in 10 indicated that this was not the case.
- Reflecting the high satisfaction ratings, more than 9 in 10 respondents indicated that they would be likely to recommend the organisation to others with a similar requirement.



Finally, the survey also sought respondents' views on the significance of potential barriers to volunteering in Moray. Work and family commitments were seen as by far the most significant barriers: nearly 3 in 5 identified work commitments, and nearly half family commitments, as a "very significant" barrier.

## 1. INTRODUCTION

### Background and Study Objectives

- 1.1. The Moray Citizens' Panel was established by the Moray Community Planning Partnership (MCP) during April and May 2005, and the MCP are also responsible for the ongoing management of the Panel. Current MCP members are:
- The Moray Council;
  - Communities Scotland;
  - Grampian Fire and Rescue;
  - Grampian Police;
  - NHS Grampian;
  - Highlands and Islands Moray (formerly Moray Badenoch and Strathspey Enterprise);
  - Joint Community Councils;
  - Moray Citizens Advice Bureau;
  - Moray Chamber of Commerce;
  - Moray College;
  - Moray Volunteer Service Organisation;
  - Royal Air Force; and
  - The Volunteer Centre Moray.
- 1.2. A total of 1329 Moray residents joined the Panel as a result of the recruitment process, although a small number of members had requested that they be removed from the Panel by the time of this, the first survey.
- 1.3. At the time of the survey, the total Panel membership stood at 1319, spread across each of the seven main administrative areas:
- Buckie;
  - Elgin;
  - Fochabers;
  - Forres;
  - Keith;
  - Lossiemouth; and
  - Speyside.
- 1.4. As a result of responses to this survey, current Panel membership has reduced slightly to 1303 (16 deletions).

### Methodology

- 1.5. Craigforth Consultancy and Research undertook this survey on behalf of Moray Community Planning Partnership in August 2005. The survey was issued to the full sample of Panel members; postal self-completion questionnaires were issued to all 1319 members in the week beginning the 15<sup>th</sup> August 2005. Reminder letters were sent to all non-respondents in the week beginning the 5<sup>th</sup> September 2005.

- 1.6. The aim of the survey was to gauge Panel members' level of contact with local agencies involved in the MCPP, and also to gauge members' views on that contact. Panel members were asked about their experience in contacting and dealing with Council services, health services, emergency services and voluntary organisations. In particular, the following issues were explored:
- The extent and frequency of contact with local agencies;
  - The reason for and urgency of contact;
  - How contact was made; and
  - Views on the service received.
- 1.7. A copy of the questionnaire used in the survey is provided at Appendix 1 to this report.

### Response

- 1.8. A total of 1043 returns were received by the end of September 2005, representing an overall survey response rate of 79%<sup>3</sup>. This is a very good level of response to the first survey, particularly given that the survey focused on Panel members' specific contact with services rather than their views/attitudes more generally. In addition, the response rate compares extremely favourably with other postal survey exercises.
- 1.9. Response rates are displayed by administrative area in Table 1. While there was some limited variation in response rates by area, there was a consistently high response across all areas; rates were highest in the Fochabers and Keith areas (83%) and lowest in the Lossiemouth area (75%).

**Table 1: Response Rate by Area**

Area	Panel Members	Number Responses	% Response rate
Fochabers	175	145	83%
Keith	167	138	83%
Elgin	144	116	81%
Buckie	142	111	78%
<b>ALL</b>	<b>1319</b>	<b>1029</b>	<b>78%</b>
Forres	208	161	77%
Speyside	231	179	77%
Lossiemouth	157	118	75%

↑  
Higher  
Lower  
↓

Note: based on **analysable** responses. "ALL" includes Panel members and respondents where area unknown.

- 1.10. The aim of the Panel recruitment exercise was to achieve a relatively even distribution of Panel members across the seven areas, rather than a distribution which was necessarily representative of the wider population. This was to ensure that Panel survey data, and any other future consultation exercises, could be analysed at a local area level; i.e. that numbers in each area were sufficient to produce robust data.

<sup>3</sup> Analysis presented in this report is based on 1029 analysable responses received by the survey cut-off date, representing a response rate of 78%.

- 1.11. However, as the recruitment report set out, a high response in some areas meant that the Panel membership was not spread evenly across the seven areas; in particular, the Speyside area was over-represented. It was suggested that there may have been a case for not accepting all Speyside area respondents to the recruitment exercise, in order to achieve a better geographical balance within the Panel.
- 1.12. The Community Planning Partnership were unwilling to reject any potential Panel members in the early stages of the Panel, and it was agreed that the issue would be considered again in the light of response to the first Panel survey.
- 1.13. While the rate of response from Speyside area Panel members was slightly lower than in some areas, the difference is not sufficient to achieve the desired geographical balance in respondents to the first survey. We would therefore recommend implementing one of the following measures for future Panel surveys:
  - To issue future surveys to a random sample of Panel members in areas where Panel membership is too high (eg Speyside). This would effectively reduce the size of the Panel membership in these areas without the need to retire any Panel members.
  - To accept only a “sample” of survey responses from over-represented areas; for example, issuing survey forms to all Speyside area Panel members, but discarding a small number of responses to achieve the desired geographical balance.

### **Profile of Respondents**

- 1.14. The profile of survey respondents in terms of gender, age, housing tenure and administrative area is provided in Table 2 below.
- 1.15. The achieved sample was broadly representative of the Panel as a whole in terms of the five main indicators presented. However, differences in the profile of the current Panel and the broader Moray population mean that survey respondents under or over represent specific sectors of the Moray population. In particular:
  - There was a small (+6%) over-representation of females in the achieved sample, and corresponding under-representation of males (-6%);
  - Survey respondents also over-represented those in the middle and older age groups, especially those aged 45-59 (+16%). In contrast, there was a significant under-representation of those aged under 30 (-28%);
  - There was also significant variation in housing tenure. The achieved sample considerably over represents owners (by +16%), and correspondingly under represents households in social rented and private rented/other accommodation (by -10% and -6% respectively); and

- In terms of geographic area, there was a substantial over-representation of Speyside area residents (+9%), and an even more striking under-representation of Elgin residents (-12%). However, as is noted at 1.10 this is in part a reflection of the initial Panel recruitment methodology.

**Table 2: Profile of Survey Respondents, Panel Members and Moray overall**

	Survey Respondents (Total 1029)		Panel Members (Total 1329)		Moray <sup>4</sup>
	Num	%	Num	%	%
<b>GENDER</b>					
Male	456	44%	603	45%	50%
Female	572	56%	726	55%	50%
<b>Base</b>	<b>1028</b>		<b>1329</b>		<b>-</b>
<b>AGE</b>					
Under 30	61	6%	110	8%	34%
30-44	294	29%	389	29%	23%
45-59	367	36%	459	35%	20%
60+	304	30%	365	28%	23%
<b>Base</b>	<b>1026</b>		<b>1323</b>		<b>-</b>
<b>HOUSING TENURE</b>					
Owner occupied	828	81%	1035	78%	65%
Social rented	116	11%	166	13%	21%
Private rented/ Other	79	8%	120	9%	14%
<b>Base</b>	<b>1023</b>		<b>1321</b>		<b>-</b>
<b>GEOGRAPHIC AREA</b>					
Buckie	111	11%	144	12%	16%
Elgin	116	12%	147	12%	24%
Fochabers	145	15%	179	14%	11%
Forres	161	17%	213	17%	18%
Keith	138	14%	169	14%	8%
Lossiemouth	118	12%	160	13%	14%
Speyside	179	18%	237	19%	9%
<b>Base</b>	<b>968</b>		<b>1249</b>		<b>-</b>

### Reporting Conventions

- 1.16. In the analysis we have focused on the questions asked in the survey form. Overall frequency counts and percentages are presented for each question, with the exception of open-ended questions where the main issues and suggestions are highlighted in the text of the report. Additional tables with data on questions not presented in tabulated form within the main report are included at Appendix 2.
- 1.17. Where appropriate “net” figures are presented; these are produced by subtracting the percentage of “negative” responses (e.g. fairly/very dissatisfied) from the percentage of “positive” responses (e.g. fairly/very satisfied). The result is presented as a positive or negative percentage rating.

<sup>4</sup> Gender and age based on GRO(S) population estimates as at 30 June 2004; housing tenure based on the 2001 Census; geographic area based on the 2004 Moray Community Health Index (therefore not directly comparable to 2001 Census or GRO(S) population estimates).

- 1.18. We also conducted crosstabulations of some questions by key demographic indicators, including gender, age and the residential location of respondents (based on the seven geographical areas in Moray). These variables offer helpful ways of understanding the survey data in greater detail and where significant differences between these groups were evident, these are highlighted in the report text.
- 1.19. However, because of the relatively low sample numbers in some of the categories being used, we must be cautious about generalising from some of the crosstabulated data. Overall numbers of respondents are sufficiently high to provide reliable analysis, and crosstabulations are only presented and reported on where numbers are high enough to ensure that results are reasonably robust.
- 1.20. Similarly, where the base number of responses is less than 30, percentage values are not provided. Where appropriate, the missing value is replaced by “\*” throughout the report. Where presented, percentage values are rounded up or down to the nearest whole number. Consequently, for some questions this means that percentages may not sum to 100%.

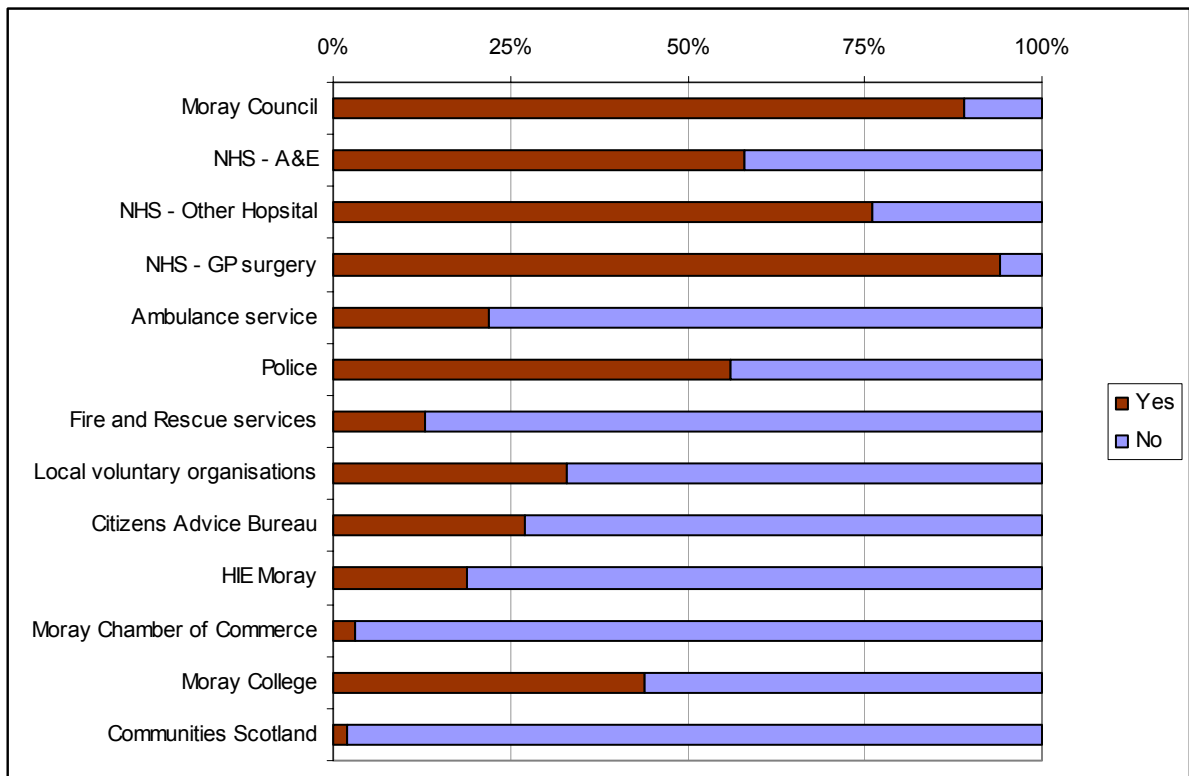
## **2. EXTENT OF CONTACT WITH LOCAL AGENCIES**

- 2.1. First, Panel members were asked which of the Moray Community Planning Partnership (MCP) member agencies they had been in contact with, and the frequency of that contact. Panel members were also asked the extent to which they had visited any of the MCP member agencies' websites, and their views on those websites.

### **Extent of Contact with Agencies**

- 2.2. The extent to which survey respondents had contacted MCP agencies varied considerably (see Figure 1 and Table A2.1), with contact most common for NHS services - in particular GP surgeries - and the Council; around 9 in 10 respondents had contacted these services, 94% and 89% respectively.
- 2.3. Although not as commonly contacted as GP surgeries, a substantial proportion of respondents had contacted other NHS services - nearly 3 in 5 had contacted Accident & Emergency (58%) and more than 3 in 4 mentioned contact with other hospital services (76%).
- 2.4. The Police was the only other agency contacted by more than half of survey respondents (56%). As may be expected, respondents were much more likely to have contacted the Police than other emergency services; just over 1 in 5 had contacted the Ambulance service (22%) and only around 1 in 8 had been in contact with the Fire and Rescue services (13%).
- 2.5. More than 2 in 5 respondents mentioned contacting Moray College (44%), while around 1 in 3 had contacted local voluntary organisations (33%) and more than 1 in 4 the Citizens' Advice Bureau (27%).
- 2.6. Just under 1 in 5 respondents had been in contact with HIE Moray (19%) and very few members had contact with Moray Chamber of Commerce (3%) or Communities Scotland (2%).



**Figure 1: Extent of Contact with Local Agencies****Frequency of Contact**

- 2.7. Those who had been in contact with any of the MCPP agencies were also asked how frequently they had made contact with each (Table 3).
- 2.8. While there was significant variation in the extent to which respondents had made **recent** contact with agencies, there was only one service for which respondents making contact within the past two years were in the minority; for the Fire and Rescue services, only 46% of those mentioning some contact had been in touch with the service in the last two years.
- 2.9. Similarly, only just over half of those mentioning contact with HIE Moray, the Citizens' Advice Bureau and the Ambulance service had done so in the past 2 years - 51%, 55% and 56% respectively.
- 2.10. By contrast, more than 9 in 10 of respondents mentioning contact with their GP surgery and The Moray Council had made contact within the past two years.
- 2.11. In terms of the frequency of contact within the past two years, GP surgeries were again most commonly contacted with more than 3 in 5 respondents (61%) having made contact three or more times in the past two years.
- 2.12. Respondents tended to be in much more frequent contact with GP surgeries than any other service; the next most frequently contacted services were The Moray Council and other (non-A&E) hospital services, where only around 1 in 3 respondents had made contact three or more times in the past two years (37% and 31% respectively).

- 2.13. It is also interesting to note that, while only around 1 in 3 respondents had made **any** contact with local voluntary organisations, those who had made some contact tended to have done so a number of times. For example, nearly 3 in 10 of those making contact had done so three or more times in the past two years, and more than half had made contact at least twice in the past two years.

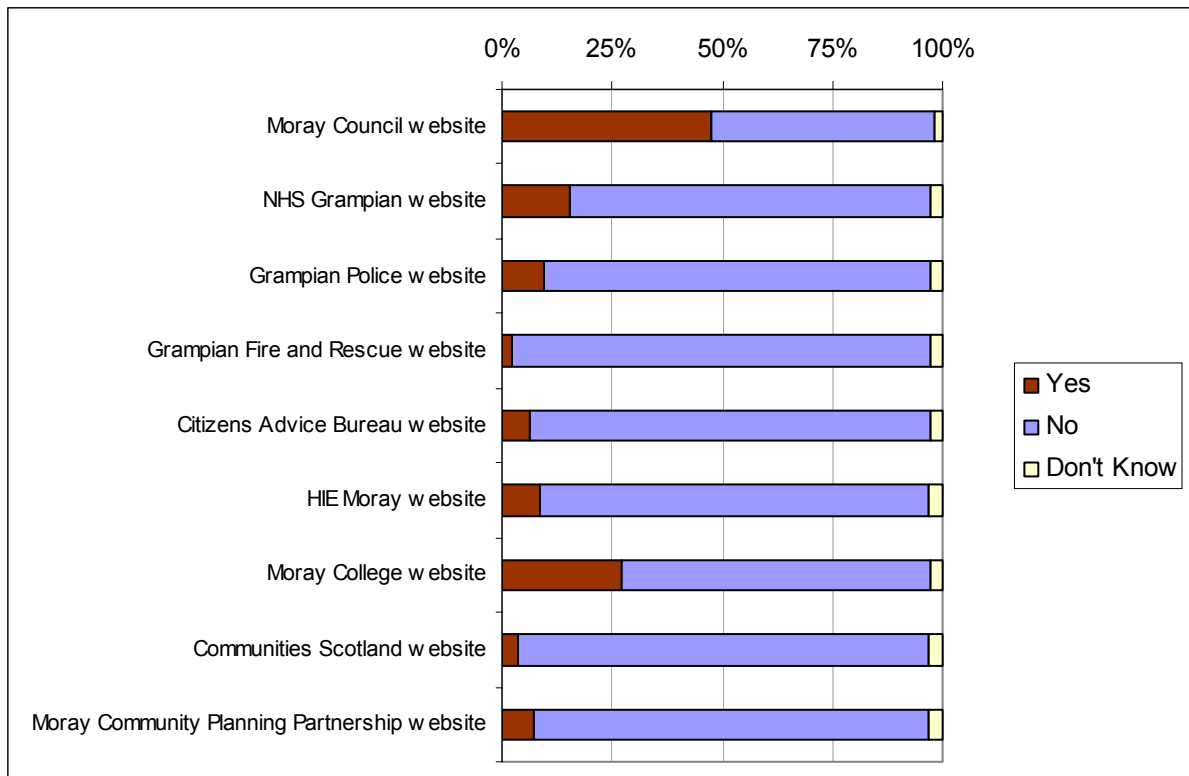
**Table 3: Frequency of Contact With Local Agencies**

Agency	Contact in Past 2 Years			Not in past 2 years, but previously	Base
	Once	2-3 times	3+ times		
The Moray Council	20%	36%	37%	7%	877
NHS - A&E	43%	21%	9%	27%	522
NHS - Other Hospital	23%	27%	31%	18%	698
NHS – GP surgery	9%	27%	61%	3%	927
Ambulance service	38%	11%	7%	44%	196
Police	37%	24%	13%	25%	513
Fire and Rescue services	32%	8%	6%	54%	114
Local voluntary organisations	25%	24%	28%	23%	293
Citizens Advice Bureau	40%	13%	2%	45%	243
HIE Moray	26%	12%	13%	49%	166
Moray Chamber of Commerce	*	*	*	*	23
Moray College	28%	17%	19%	36%	398
Communities Scotland	*	*	*	*	19

### Internet Contact

#### *Extent and Frequency of Contact*

- 2.14. Panel members were also asked the extent to which they had used the internet to make contact and/or to find out about local agencies over the past two years (Figure 2 and table A2.2).
- 2.15. The extent to which respondents had visited the websites varied considerably by agency, although none had been visited by more than half of respondents:
- The Moray Council's was the most commonly visited website, with almost half (47%) of respondents indicating that they have visited the website in the past two years;
  - Interestingly, a substantial proportion of respondents had visited the Moray College website - more than 1 in 4 respondents (27%); and
  - The only other website visited by more than 1 in 10 respondents was the NHS Grampian site, with around 1 in 7 respondents having visited the website in the past two years (15%).

**Figure 2: Visited Local Agency Websites in past 2 years**

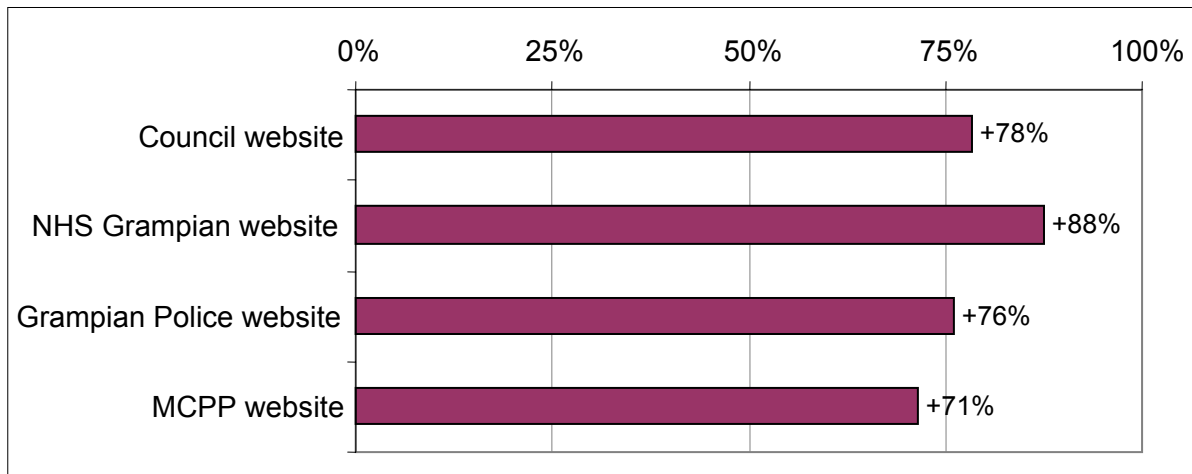
- 2.16. Those Panel members who had used the internet to contact or find out about local agencies in the past two years were also asked to indicate the frequency of this contact (Table 4).
- 2.17. Due to the relatively small numbers of respondents having visited agency websites, the survey results are only significant for The Moray Council, Moray College and NHS Grampian websites. For these agencies, the frequency of visits to websites was generally low, with relatively few respondents indicating that they visited the websites regularly:
- Around half had only visited these websites once or twice in the past 2 years - 50% for the Moray College, and 46% for The Moray Council and NHS Grampian websites.
  - Nevertheless, around 1 in 5 respondents indicated that they had visited the Council and NHS Grampian websites regularly in the past 2 years (22% and 19% respectively), with around 1 in 8 indicating this for the Moray College website (13%).

**Table 4: Frequency of Visits to Local Agency Websites in Past 2 years**

<b>Agency website</b>	<b>Once or twice</b>	<b>Occasionally</b>	<b>Regularly</b>	<b>Base</b>
The Moray Council website	46%	32%	22%	444
NHS Grampian website	46%	36%	19%	138
Grampian Police website	55%	33%	13%	86
Grampian Fire and Rescue website	*	*	*	22
Citizens Advice Bureau website	55%	38%	7%	56
HIE Moray website	55%	34%	11%	76
Moray College website	50%	38%	12%	249
Communities Scotland website	32%	52%	16%	31
Moray Community Planning Partnership website	52%	40%	8%	65

### **Views on Websites**

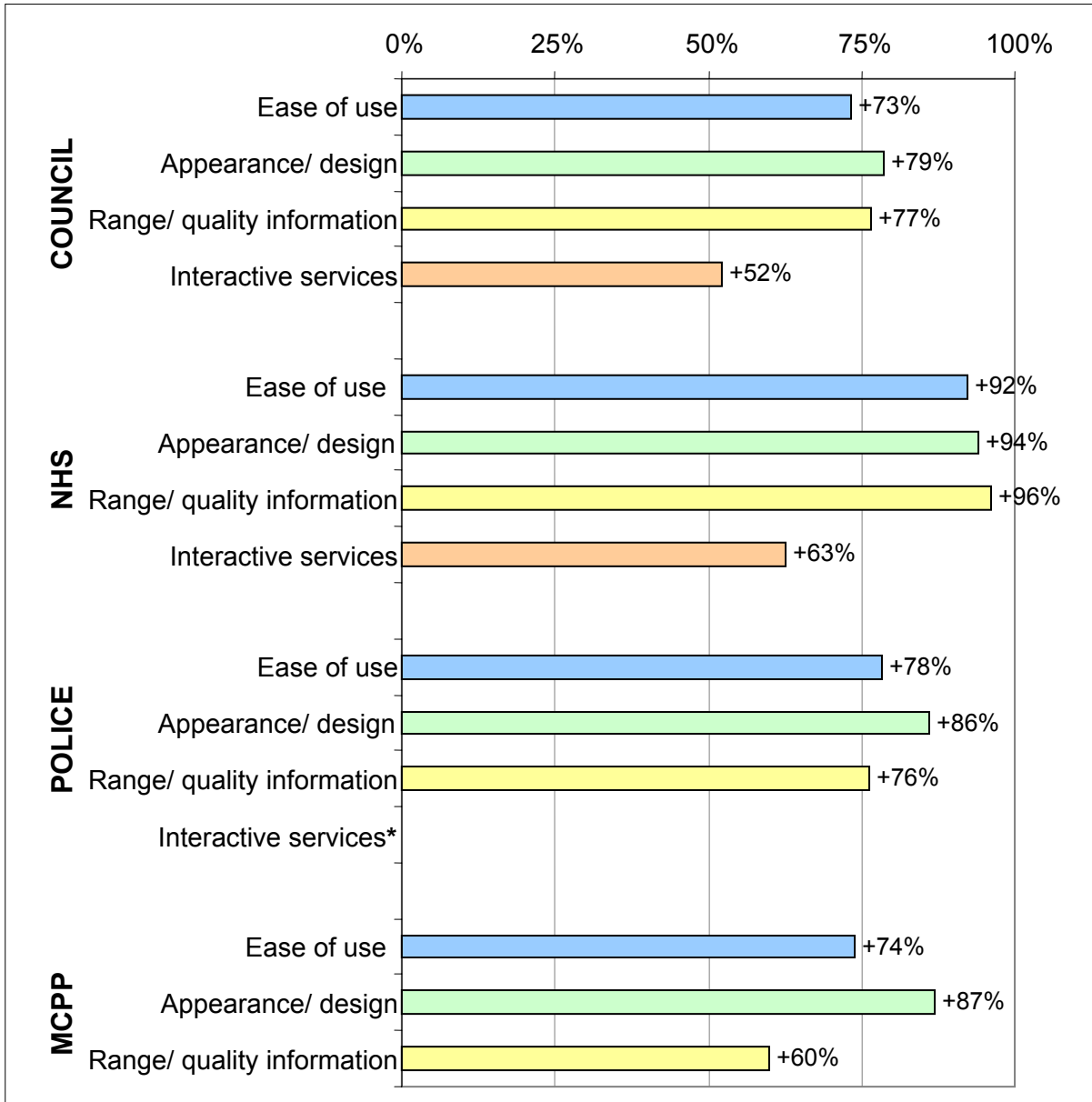
- 2.18. Respondents who had visited the website of the Council, NHS, Police or MCPP were subsequently asked to rate the sites overall, and in terms of ease of use, appearance/design, range and quality of information and the availability of interactive services (Figures 3 and 4 and Table A2.3).
- 2.19. A number of respondents ticked the option “don’t know/can’t say” for each website; these responses have been excluded from the analysis presented in Figures 3 and 4 and Table A2.3. As a consequence, figures for Moray Community Planning Partnership (MCP), and to a lesser extent Grampian Police, were reduced and the results should therefore be treated with some caution. Moreover, relatively few respondents offered views on interactive services, and this was the case for The Moray Council, NHS Grampian and Grampian Police websites (this question wasn’t asked in relation to the MCP website).
- 2.20. It should also be noted that for most questions on specific aspects of the websites a large proportion of respondents did not offer a clear (positive or negative) opinion; for most aspects of the websites at least one in four respondents indicated that the aspect was “neither good nor poor”. This is likely to include some respondents who did not make use of this aspect of the website, or who felt unable to offer a considered opinion. The “net” rating figures presented in Figures 3 and 4 exclude “neither/ nor” and “don’t know” answers from the base.
- 2.21. In terms of ratings for the websites **overall** each of the websites was given a very positive net rating, with the NHS Grampian website rated highest (net rating of +88%). The Council website was given a rating of +78%, and the Grampian Police website +76%. Ratings were not quite as positive for the MCP website, although respondents describing the website as very or fairly good outnumbered those giving a negative rating by +71%.

**Figure 3: “Net” Good/Poor Rating Websites Overall**

2.22. Looking at respondent views on the specific aspects of the websites, it is evident that respondents tended to be more positive about the appearance/ design and range/ quality of information provided than about ease of use and interactive services:

- The appearance/ design of the website was given the highest rating for the Council (+79%), Police (+86%) and MCPP (+87%) websites. For the NHS Grampian website, the range and quality of information was given a slightly higher rating than the website's design (+96% and +94% respectively).
- It is notable that the range and quality of information provided by the MCPP website was given a somewhat lower rating than for other websites; +60% with around 1 in 6 indicating that the range and information provided was fairly or very poor.
- All of the websites were given high ratings on ease of use, ranging from +73% (Council) to +92% (NHS Grampian).
- While interactive services were given a relatively low net rating for Council and NHS Grampian websites (+52% and +63% respectively), it should be noted that this is based on a relatively small number of respondents offering a clear (positive or negative) opinion.

**Figure 4: “Net” Good/Poor Rating of Key Aspects of Websites**



\* Note net rating excluded due to small base (<30).

### **3. CONTACT WITH COUNCIL SERVICES**

- 3.1. The questionnaire asked a series of questions about respondents' **most recent** contact with key agencies, looking at
- The reason for and urgency of contact;
  - How contact was made; and
  - Views on the service received.
- 3.2. These questions were asked in relation to contact with The Moray Council services, health services, the emergency services and voluntary organisations in turn.
- 3.3. In this section we look at respondents experience of and views on contact with Council services. Sections 4 to 6 look at respondents' contact with health services, emergency services and voluntary organisations respectively.

#### **Reason for Contact**

- 3.4. Respondents were first asked to indicate what their most recent contact with the Council was regarding (Table 5).
- 3.5. While respondents identified a variety of reasons for their contact with the Council, refuse/ bin collection was the most common reason for making contact, mentioned by just over 1 in 4 respondents (26%). Furthermore, when including street cleaning/dog fouling and environmental health, nearly 1 in 3 respondents (32%) indicated that their most recent contact with the Council was related to an environmental/ cleansing matter.
- 3.6. The only other specific reasons for contact mentioned by more than 1 in 10 respondents were planning/building control (1 in 8 respondents, 13%) and Council Tax or Housing Benefit (just over 1 in 10 respondents, 11%).
- 3.7. It is also worth noting that nearly 1 in 10 respondents had contacted the Council with a housing-related enquiry, either as a current or as a prospective tenant (9%). Including Council Tax and Housing Benefit, nearly 1 in 5 respondents (19%) had contacted the Council regarding an issue directly related to their housing circumstances.

**Table 5: Main reason for most recent contact with Council service**

	Num	%
Environmental/ cleansing	287	32%
<i>Refuse/ bin collection</i>	233	26%
<i>Street cleaning/ dog fouling</i>	12	1%
<i>Environmental health</i>	42	5%
Roads	72	8%
<i>Road repairs</i>	40	4%
<i>Street lighting</i>	19	2%
<i>Pavements</i>	4	0%
<i>Winter maintenance (e.g. gritting)</i>	9	1%
Housing	174	19%
<i>Council tax or housing benefit</i>	98	11%
<i>Housing (tenants enquiries e.g. repairs, rents)</i>	52	6%
<i>Housing application enquiries</i>	24	3%
Social services or community care	25	3%
Education, including further/higher education and careers service	53	6%
Planning/ building control	116	13%
Trading standards/ consumer protection	10	1%
Registration of births, deaths or marriages	16	2%
Leisure	63	7%
<i>Leisure services</i>	19	2%
<i>Libraries</i>	44	5%
Don't know/ can't say	7	1%
Other	78	9%
BASE	901	

- 3.8. There were some notable variations in reasons for contact with Council services by geographic area:
- Lossiemouth area respondents were most likely to contact the Council about refuse and bin collection; more than 2 in 5 respondents (44%) compared to only 1 in 5 (20%) in the Keith area.
  - Respondents from the Elgin area were less likely than others to have made contact regarding planning and building control; just 1 in 20 (5%) compared to 1 in 6 Forres area respondents (17%).
- 3.9. Panel members were also asked to indicate the motivation behind their most recent contact (Table 6). Asking for a service or something to be done was the most common purpose for respondents' contact; nearly half of respondents indicated this (47%). In addition, a significant proportion of respondents (37%) got in touch with the Council to request information.
- 3.10. Fewer than 1 in 10 respondents had been giving information (9%), and a similar proportion were making a complaint (7%). It is notable that nearly half of the 65 respondents making a complaint were contacting the Council regarding refuse or bin collection.



**Table 6: Purpose of Most Recent Contact with The Moray Council**

	Num	%
Asking for information	329	37%
Giving information	77	9%
Asking for a service or something to be done	421	47%
Making a complaint about a service	65	7%
BASE	892	

**Method of Contact**

- 3.11. Nearly 7 in 10 survey respondents (69%) indicated that the main point of contact during their most recent contact with the Council was someone at the Council Headquarters in Elgin (Table 7). Around a further 1 in 6 (18%) respondents indicated that their main point of contact was someone at a local Council office; nearly 9 in 10 of all survey respondents' main point of contact was with someone at a Council office.
- 3.12. Fewer than 1 in 10 respondents indicated that they had contacted someone at other Council premises such as a library or leisure centre (7%), a local community centre (1%) or an educational/ careers service facility (1%). Just 1% of respondents indicated that their main point of contact had been with a local Councillor.

**Table 7: Main Council Contact During Most Recent Contact**

	Num	%
Someone at the Council Headquarters in Elgin	613	69%
Someone at a local Council office	157	18%
<i>Council offices in Buckie</i>	42	5%
<i>Council offices in Dufftown</i>	4	<0.5%
<i>Council offices in Forres</i>	36	4%
<i>Council offices in Keith</i>	51	6%
<i>Council offices in Lossiemouth</i>	8	1%
<i>Another local Council office</i>	16	2%
Someone at a local Community Centre	6	1%
Someone at other Council premises (eg library, leisure centre)	60	7%
Someone at a school, college, university or careers service	13	1%
A local Councillor	12	1%
Other	25	3%
BASE	886	

- 3.13. While the Council headquarters was the main point of contact for the majority of respondents across all administrative areas, it is interesting to note that the extent to which respondents' contacted their respective local Council offices varied somewhat:
- Buckie, Keith and Forres area respondents were most likely to have contacted their local offices, with between 1 in 4 and 1 in 3 respondents from each area indicating this.

- By contrast, only around 1 in 10 respondents from the Speyside and Lossiemouth areas indicated that their main point of contact was with their local Council office.
- 3.14. Panel members were also asked how they obtained the contact details for the relevant Council service at the time of their most recent contact. As Table 8 shows, the Phone Book was by some margin the most commonly used single source of contact information with almost 2 in 5 respondents (38%) using this.
- 3.15. Around 1 in 6 respondents found the relevant contact details on prior correspondence from the Council (17%), while a further 1 in 10 (10%) used a Council leaflet or bulletin and 1 in 20 the Council website (5%). In total, nearly 1 in 3 respondents found the relevant contact details in material published by the Council.
- 3.16. However, it is also worth noting that around 1 in 7 respondents (15%) used their own list of telephone numbers and addresses. This source was more common amongst older respondents; more than 1 in 5 over 60s (21%) using this, compared to only around 1 in 8 younger respondents (13%).

**Table 8: Source of contact details for Council**

	<b>Num</b>	<b>%</b>
The Phone Book	331	38%
Yellow Pages or Thomson Local Directory	24	3%
Directory enquiries	4	0%
Council leaflet or bulletin	84	10%
A letter, bill or other correspondence sent by the Council	149	17%
The Moray Council website	43	5%
Other website	6	1%
Local newspaper/radio	10	1%
Friend, colleague or relative	31	4%
My own list of numbers and addresses	133	15%
Somewhere else	56	6%
Don't know/ can't remember	8	1%
<b>BASE</b>	<b>879</b>	

- 3.17. In terms of how respondents made their most recent contact with the Council, the telephone was by far the most common method, used by nearly 7 in 10 (69%) respondents (Table 9). Just over 1 in 5 respondents made contact in person (21%), while 1 in 10 contacted the Council in writing - 10% by letter, fax or email.
- 3.18. As may be expected, respondents whose main point of contact had been at the Council headquarters were more likely than others to have made contact by telephone or writing; for example, 3 in 4 (75%) of those contacting the headquarters had done so by telephone, compared to just over 2 in 3 (61%) of those contacting local offices. By contrast, respondents contacting their local Council offices were more than twice as likely to have made contact in person (31%) than those contacting the headquarters (13%).

**Table 9: How was contact made with the Council?**

	<b>Num</b>	<b>%</b>
By phone	607	69%
In person	184	21%
By letter or fax	74	8%
By email	21	2%
BASE	886	

- 3.19. There were some significant variations in the method of contact with the Council by geographical area:
- Those living in Fochabers were most likely to have contacted the Council by phone; more than 4 in 5 (81%) used this method compared to just over 3 in 5 in the Keith (62%) and Elgin (63%) areas;
  - Elgin respondents were most likely to have contacted the Council in person, unsurprising given the location of the Council headquarters; more than 1 in 3 (34%) used this method compared to only around 1 in 6 Fochabers and Forres respondents (15% and 16% respectively).

#### **Contact by telephone**

- 3.20. Respondents who had got in touch with the Council by telephone at the point of their most recent contact were also asked how their call was handled (Table 10). The main points to note are:
- The great majority of respondents indicated that they got through to the Council at their first attempt (more than 7 in 10, 71%), although it took three or more attempts for as many as 1 in 10 respondents (10%).
  - Numbers of respondents are insufficient for detailed analysis of all service groups, but suggest that those contacting the Council regarding an environmental/ cleansing matter were most likely to have difficulty getting through on the telephone.
  - Amongst the 154 respondents who did not get through at their first attempt, the most common reasons were that the line was engaged or that there was no reply (both around 1 in 3, 32%). A further 1 in 5 (20%) indicated that their call was answered by an answering machine.
  - When respondents did get through on the telephone, just over half were dealt with straight away (55%). Of those who were not dealt with immediately, the majority were transferred to another person or asked to call an alternative number (more than 1 in 3 of all respondents, 36%). Fewer than 1 in 10 respondents were asked to call back or told that they would be telephoned later (9%).

**Table 10: Experience of telephone contact**

	Num	%
<b>If you telephoned, how quickly did you get through?</b>		
First time I rang	433	71%
Second time I rang	81	13%
After three or more attempts	59	10%
Can't remember/ don't know	38	6%
BASE	611	
<b>If you did not get through first time, why was this?</b>		
The line was engaged	50	32%
There was no reply - the phone 'rang out'	50	32%
There was an answering machine on	31	20%
Can't remember/ don't know	23	15%
BASE	154	
<b>Once you got through on the telephone, were you:</b>		
dealt with straight away	335	55%
transferred to somebody else or asked to call another number	219	36%
asked to telephone back later	16	3%
told you would be telephoned later	37	6%
BASE	607	

**Contact in Person**

- 3.21. Table 11 sets out respondents' experience of getting in touch with the Council in person at the point of their most recent contact.
- 3.22. By far the most common form of transport used by respondents was private car, mentioned by nearly 2 in 3 respondents (65%). This option was particularly common for those visiting the Council headquarters; around 7 in 10 of these respondents travelled by car compared to fewer than half of those visiting their local Council office.
- 3.23. Travelling on foot was also relatively common with more than 1 in 4 respondents (26%) doing this, rising to more than 2 in 5 of those who visited their local Council office. In contrast, only 1 in 20 respondents made the journey by public transport (5%).

**Table 11: Experience of visit in person**

	Num	%
<b>How did you complete the main part of your journey?</b>		
On foot	88	26%
By bicycle	3	1%
By bus or train	17	5%
By taxi	1	0%
In your own car	208	62%
Driven by someone else	11	3%
Other	8	2%
BASE	336	
<b>Had you made an appointment?</b>		
Yes	212	40%
No	306	57%
Can't remember/ can't say	15	3%
BASE	533	
<b>How quickly were you seen once you had arrived?</b>		
As soon as I arrived, or at my appointment time	206	66%
After waiting up to 15 minutes	71	23%
After waiting between 15 and 30 minutes	5	2%
After waiting over 30 minutes	4	1%
Can't remember/ don't know	26	8%
BASE	312	
<b>And would you say this was:</b>		
far too long, a major inconvenience	9	3%
longer than I would have liked, but not a major inconvenience	27	10%
not a problem	240	87%
BASE	276	

- 3.24. It is interesting to note that most of those respondents who had visited the Council in person did not have an appointment; only 2 in 5 respondents (40%) indicated that they had made an appointment prior to their visit.
- 3.25. The majority of respondents indicated that they were dealt with promptly during their most recent Council visit; around 2 in 3 (66%) were seen on arrival or at their appointment time. More than 1 in 4 respondents (26%) indicated that they had to wait to be seen, although nearly all were seen within 15 minutes of arrival (only 9 had to wait longer than 15 minutes). Respondents visiting the Council headquarters were more likely to have to wait than those visiting their local Council office: 31% and 22% respectively having to wait.
- 3.26. It is therefore unsurprising that the great majority of respondents indicated that their waiting time was not a problem (nearly 9 in 10, 87%). Only around 1 in 8 respondents indicated that they had to wait longer than they would have liked (13%).

### **Contact in Writing**

- 3.27. Respondents who had got in touch with the Council by letter, fax or email during their most recent contact were asked whether they had received a response to their enquiry.

- 3.28. However, a large proportion of those respondents who indicated that their most recent contact had been by telephone or in person also answered the question, indicating that they may have been giving their experience of writing to the Council at another time. Responses from those who indicated that their **most recent** contact was in writing are presented separately in Table 12.
- 3.29. The great majority of those who indicated that their most recent contact was in writing had already, or were expecting to receive a response from the Council; more than 4 in 5 (85%). Around 1 in 7 (14%) indicated that they had not yet received, and did not expect to receive a response from the Council.
- 3.30. A less positive experience was reported by those whose most recent contact had been by phone or in person, and whose written contact with the Council had presumably been at another time. Only just over 3 in 5 (63%) of these respondents indicated that they had already received, or were expecting a response from the Council and as many as 1 in 4 (25%) did not expect to receive any reply.

**Table 12: Response to contact in writing**

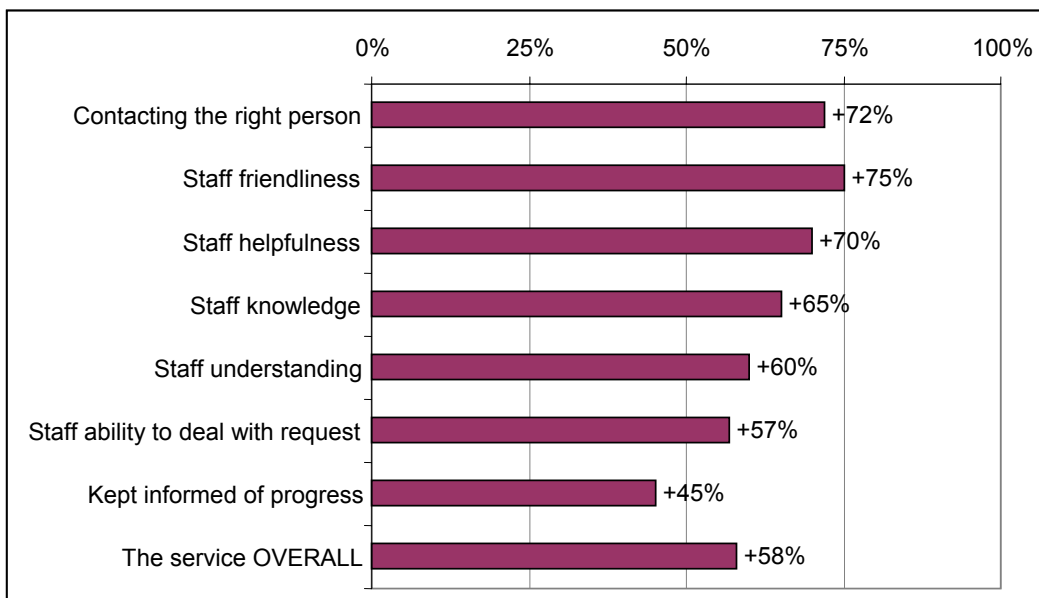
	Most recent contact by phone/ in person		Most recent contact in writing	
	Num	%	Num	%
Yes	84	55%	74	80%
No, but I am expecting to receive a reply	12	8%	5	5%
No, and I am not expecting to receive a reply	39	25%	13	14%
Can't remember/ don't know	18	12%	0	0%
BASE	153		92	

**Views on Service Received**

- 3.31. Finally, on contact with the Council, respondents were asked a series of questions on what they thought of the service received during their most recent contact. This included satisfaction with aspects of the service received, the extent to which their enquiry had been resolved and whether they would recommend the service to others.
- 3.32. Figure 5 presents “net” satisfaction levels with various aspects of the Council service received during most recent contact. In addition, Table A2.4 provides further detail on satisfaction with aspects of the Council service.
- 3.33. Satisfaction with the service overall was high, with more than 7 in 10 respondents (72%) indicating that they were satisfied with the service received from the Council, including 1 in 3 (33%) who were very satisfied. Around 1 in 7 respondents (14%) indicated that they were dissatisfied with the service overall, giving an overall net satisfaction rating of +58%.
- 3.34. In terms of specific aspects of the service received, all achieved strong positive net ratings. However, there were some significant variations in satisfaction levels. In particular:

- Respondents reported high levels of satisfaction with the ease with which they were able to contact the right person, with an overall satisfaction rating of +72%. Indeed, nearly 2 in 5 respondents (38%) were very satisfied with this aspect of the service.
- Respondents were also generally positive about the staff that dealt with their most recent contact with the Council. In particular the great majority of respondents were satisfied with the attitude of staff; staff friendliness and helpfulness were both given high satisfaction ratings (+75% and +70% respectively), and more than 2 in 5 respondents were very satisfied with each of these aspects.
- However, respondents were somewhat less positive about the extent to which staff were able to handle with their enquiry effectively. Satisfaction ratings for staff knowledge, understanding of respondents' situation, and their ability to deal with the request were all somewhat lower than, for example, staff attitude; ratings of +65%, +60% and +57% respectively. Indeed, more than 1 in 10 respondents were dissatisfied with each of staff understanding (11%) and ability to handle their request (16%).
- Satisfaction levels were lowest in relation to how well the Council kept respondents informed of what was happening with their enquiry; a net satisfaction level of +45%. While more than 1 in 4 respondents (27%) indicated that they were very satisfied with this aspect of the service, as many as 1 in 10 were very dissatisfied.

**Figure 5: Net Satisfaction with Aspects of Council Service**



- 3.35. While satisfaction with the overall Council service was generally high across all seven geographical areas and demographic groups, some significant variations were evident:

- Overall satisfaction was highest in the Buckie area with a net rating of +69%, and lowest in the Forres area (+51%).
  - Older respondents tended to report somewhat higher satisfaction levels than others. In particular, more than 2 in 5 over 60s were very satisfied (42%), compared to just 1 in 4 under 40s (25%).
  - Satisfaction levels also varied by where respondents made their first contact with the Council. Net satisfaction levels amongst those contacting their local office were significantly higher than those contacting the Council headquarters; +73% compared to +50%.
  - Looking at the most commonly contacted Council services, significant variations in overall satisfaction levels are also evident. Satisfaction was highest amongst respondents whose contact was regarding leisure services (net rating of +82%). In contrast, net satisfaction ratings were lowest where contact was regarding planning/building control (+41%), education (+42%) and roads/ pavements (+44%).
  - Respondents who had been contacting the Council to provide information reported the highest satisfaction levels, with a net of +72%. This compares to an overall rating of just +56% amongst those asking for a service or something to be done. Perhaps unsurprisingly, the net satisfaction rating amongst respondents making a complaint was far lower than for others (just +6% with more than 1 in 5 very dissatisfied).
- 3.36. Panel members were also asked whether they felt that their enquiry, request or complaint had been resolved, and if it had been resolved how long this had taken (Table 13).
- 3.37. The majority of respondents reported that their enquiry, request or complaint had been resolved; more than 7 in 10 (71%). However, there remained nearly 1 in 4 respondents who felt that their enquiry, request or complaint had not yet been resolved (23%). Indeed, more than half of those whose reason for contact had not been resolved, indicated that they did not expect the Council to resolve the issue (12% of all respondents).
- 3.38. A substantial proportion of those who felt that their enquiry had been resolved indicated that this had happened within 24 hours of their contact with the Council (more than 3 in 10 of all respondents, 31%). A further 1 in 4 of all respondents (25%) indicated that resolution was achieved within two weeks of their contact. Fewer than 1 in 10 of all respondents indicated that their enquiry, request or complaint had taken a month or longer to resolve (7%).



**Table 13: Resolution of enquiry, request or complaint**

	Num	%
Yes, it was resolved	625	71%
<i>immediately/within 24 hours of my contact</i>	276	31%
<i>within 2 weeks of my contact</i>	217	25%
<i>two weeks to a month after my contact</i>	70	8%
<i>a month or longer after my contact</i>	62	7%
No, it has not been resolved yet	200	23%
<i>...but it will be</i>	93	11%
<i>...and I do not expect it to be</i>	107	12%
Don't know/ can't say	52	6%
BASE	877	

- 3.39. The length of time taken to resolve a respondents' enquiry, request or complaint had a significant impact on their satisfaction with the service received. For example, around 9 in 10 of those who experienced a quick resolution (i.e. under two weeks) indicated that they were satisfied with the overall service received; net rating of +87%. This net rating dropped to +34% for those who had to wait for a month or longer, and just +8% for those whose reason for contact had not yet been resolved.
- 3.40. Finally, Panel members were asked how likely or unlikely they would be to recommend the service they used to others with a similar query, request or complaint (Table 14).
- 3.41. A large majority of respondents indicated that they would be likely to recommend the service to others (72%), including more than 2 in 5 (43%) indicating that they would be "very likely" to recommend the service. Nonetheless, just over one in ten (12%) respondents reported that they would be unlikely to recommend the service to others.

**Table 14: Likelihood of respondents recommending the service**

	Num	%
Very likely	375	43%
Fairly likely	251	29%
Neither/ Nor	140	16%
Fairly unlikely	63	7%
Very unlikely	43	5%
BASE	872	

- 3.42. Unsurprisingly, respondent satisfaction with the service, and the extent to which the reason for their contact was resolved, had a significant impact on likelihood of recommending the service:
- Level of satisfaction with the service received was particularly significant; "very" satisfied respondents were more likely to recommend the service than those who were "fairly" satisfied; nearly 9 in 10 "very" satisfied respondents (87%) were very likely to recommend, compared to only around 3 in 10 of those who were "fairly" satisfied.

- Similarly, respondents whose enquiry, request or complaint had been resolved were much more likely to recommend the service. Almost 9 in 10 (89%) of those whose reason for contact was resolved would be very likely to recommend the service, compared to fewer than 1 in 5 of those who had not received resolution (23%).

#### 4. CONTACT WITH HEALTH SERVICES

- 4.1. As with respondents who had made contact with the Council, those who had been in contact with health services over the past 2 years were asked about their experience during the most recent contact.

##### Urgency of Contact

- 4.2. The majority of respondents indicated that they had most recently been in contact with health services on their own behalf; nearly 4 in 5 (79%). Just over 1 in 5 respondents (21%) had made contact on behalf of someone else, such as a family member or friend (Table 15).
- 4.3. In terms of the urgency of their most recent contact, nearly half indicated that it was regarding a wholly non-urgent matter (47%). Around a further 2 in 5 indicated that the matter was worrying, but not urgent (38%), meaning that in total more than 4 in 5 (85%) respondents' most recent contact with health services was non-urgent. Around 1 in 7 respondents (14%) indicated that their contact was very urgent (Table 15).

**Table 15: Urgency of most recent contact**

	Num	%
Very urgent	139	14%
Worrying, but not urgent	376	38%
Non-urgent	462	47%
BASE	977	

##### Method of Contact

- 4.4. As Table 16 shows, by far the most common type of health service contacted was a family doctor or GP, mentioned by more than 3 in 5 respondents (63%). Including respondents whose most recent contact was with a practice nurse or out of hours GP service, more than 7 in 10 respondents' most recent contact had been with a GP-related service (72%).
- 4.5. None of the other listed health services were mentioned by more than 1 in 10 respondents, with the most common being dentists (8%), outpatient hospital services (7%) and Accident & Emergency departments (5%).
- 4.6. Perhaps unsurprisingly, those respondents whose most recent contact was "very urgent" were much more likely to have visited the Accident & Emergency department; 1 in 5 (20%) compared to approximately 1 in 20 (6%) of other respondents. Similarly, where the reason for contact was "worrying" respondents were more likely to have contacted their family doctor or GP (more than 3 in 4, 76%), while those whose contact was "non urgent" were more likely to visit the practice nurse (c1 in 7).

- 4.7. There were also some significant variations in the type of service visited by age. Older respondents' most recent contact was more likely to have been with their family doctor or GP; more than 7 in 10 of over 60s (72%) compared to half of under 40s. In contrast, under 40s were more likely to indicate that their most recent contact was with hospital services (Accident & Emergency or other departments); nearly 1 in 4 under 40s, compared to fewer than 1 in 5 of those aged 60+.

**Table 16: Type of service contacted most recently**

	Num	%
Family doctor or GP - during surgery hours	621	63%
Practice nurse, who works with your GP	83	8%
Out of hours GP service	12	1%
Community nurse, health visitor or community midwife	23	2%
Physiotherapist	6	1%
Psychologist	2	0%
Chiropodist	6	1%
Dentist	75	8%
Accident & Emergency department at hospital	50	5%
Other hospital department as an outpatient	65	7%
Inpatient or day patient service at hospital/ day unit	19	2%
NHS 24 (the NHS telephone helpline)	12	1%
Other (please specify)	9	1%
BASE	983	

- 4.8. Panel members were also asked how they obtained the contact details for the health service most recently contacted (Table 17). In contrast to Council services where the Phone Book was the most commonly used source, the majority of respondents indicated that they had used their own list of telephone numbers and addresses (nearly 2 in 3, 64%).
- 4.9. This was considerably more commonly used than other sources; the only other single source used by more than 1 in 10 respondents was correspondence from the NHS (11%). Including NHS leaflets and the NHS website, a total of 1 in 6 respondents (17%) got the relevant contact details from NHS published material.

**Table 17: Source of contact details for Health Service**

	Num	%
The Phone Book	77	8%
Yellow Pages or Thomson Local Directory	1	0%
Directory enquiries	3	0%
NHS leaflet or bulletin	51	5%
A letter or other correspondence sent by the NHS	101	11%
NHS website	5	1%
Other website	1	0%
Local newspaper/radio	1	0%
Friend, colleague or relative	20	2%
My own list of numbers and addresses	610	64%
Somewhere else	65	7%
Don't know/ can't remember	13	1%
BASE	948	

- 4.10. Panel members were next asked whether their most recent contact with the health services involved a face-to-face visit or consultation (Table 19).
- 4.11. The great majority of respondents received a visit or consultation; 9 in 10 (90%). Almost all of these were at a hospital, practice or clinic - just 2% of respondents had received a visit or consultation at home.

**Table 18: Visits/ Consultations with Health Services**

	Num	%
<b>Contact involved a visit/ consultation</b>		
Yes, at a hospital, practice or clinic	853	88%
Yes, at home	23	2%
No	88	9%
<b>BASE</b>	<b>964</b>	
<b>If no, how was contact made?</b>		
By phone	80	95%
By letter, fax or email	4	5%
<b>BASE</b>	<b>84</b>	

- 4.12. Almost all of the 88 respondents who had not received a face-to-face consultation indicated that their contact had been by telephone (more than 9 in 10).
- 4.13. These respondents were also asked about their experience of making telephone contact with the health service (Table 19). Most indicated that they had got through to the service at the first attempt; around 3 in 5 (62%), with around 1 in 5 (18%) indicating that they had to make three or more attempts. Most of the 30 respondents who had not been able to get through first time indicated that this was because the line was engaged (22 respondents).

**Table 19: Experience of telephone contact for those not receiving a consultation**

	Num	%
<b>If you telephoned how quickly did you get through?</b>		
First time I rang	55	62%
Second time I rang	16	18%
After three or more attempts	16	18%
Can't remember/ don't know	2	2%
<b>BASE</b>	<b>89</b>	
<b>If you did not get through first time, why was this?</b>		
The line was engaged	22	73%
There was no reply - the phone 'rang out'	5	17%
There was an answering machine on	3	10%
Can't remember/don't know	0	0%
<b>BASE</b>	<b>30</b>	

### Experience of Visit/Consultation

- 4.14. Most of the respondents who had received a visit or a consultation from the health services had made an appointment prior to their visit or consultation; more than 4 in 5 (85%), with just 1 in 7 having turned up without an appointment.

- 4.15. In terms of the way in which respondents made their appointment, by far the most common method was telephone - this was mentioned by nearly 3 in 5 of all respondents (59%). Just over 1 in 4 respondents (26%) indicated that they had made the appointment by visiting the service, including almost 1 in 5 (18%) who had done this at a previous appointment.
- 4.16. Just over half of those who had phoned to make an appointment indicated that they had got through to the service at the first attempt (56%). However, there remained as many as 1 in 4 respondents (25%) who reported that they had made three or more attempts before getting through.
- 4.17. By far the most common reason given for not getting through at the first attempt was that the line was engaged; more than 4 in 5 indicated this (81%). Only around 1 in 14 respondents indicated that the phone had "rang out" (7%), and a similar proportion that their call had been picked up by an answering machine (7%).

**Table 20: Experience of telephone contact**

	Num	%
<b>Made appointment?</b>		
Yes, by phone	535	59%
Yes, at an earlier visit	162	18%
Yes, by visiting the service	74	8%
No, I just turned up	134	15%
BASE	905	
<b>If telephoned, how quickly did you get through?</b>		
First time I rang	305	56%
Second time I rang	91	17%
After three or more attempts	134	25%
Can't remember/ don't know	13	2%
BASE	543	
<b>If you did not get through first time, why was this?</b>		
The line was engaged	183	81%
There was no reply - the phone 'rang out'	17	7%
There was an answering machine on	17	7%
Can't remember/don't know	10	4%
BASE	227	

- 4.18. Those respondents who had made an appointment were also asked how long they had to wait for an appointment (Table 21).
- 4.19. The length of time that respondents were required to wait for an appointment was relatively short. More than 2 in 3 respondents were seen within one week (68%), including more than 2 in 5 (41%) who were seen on the same or next day. Nevertheless, there remained more than 1 in 10 respondents (12%) who had to wait for more than a month for an appointment, including just over 1 in 20 who waited for more than three months (6%).

**Table 21: Length of waiting time for appointment**

	<b>Num</b>	<b>%</b>
Given an appointment for the same day or next day	320	41%
Up to a week	213	27%
Between one and two weeks	86	11%
Between two weeks and one month	55	7%
Between one and three months	45	6%
Between three and six months	26	3%
More than six months	27	3%
Can't remember/ don't know	15	2%
<b>BASE</b>	<b>787</b>	

- 4.20. However, it should be noted that the length of time that respondents were required to wait varied considerably by the perceived urgency of the contact. For example, more than 7 in 10 respondents (72%) making contact about a "very urgent" matter were seen the same or next day, compared to fewer than 3 in 10 respondents (28%) making "non urgent" contact.
- 4.21. Moreover, non urgent contact accounted for around 2 in 3 (66%) of those who had to wait for longer than a month. This is also reflected in the fact that those visiting their dentist or a hospital as an outpatient were most likely to have to wait for an appointment.
- 4.22. As was found with visits to Council offices, most of those who attended a consultation made the journey by car; nearly 4 in 5 (78%) travelled in their own or someone else's car (Table 22). Nevertheless, around 1 in 6 respondents (16%) indicated that they walked to their appointment.

**Table 22: Method of travel**

	<b>Num</b>	<b>%</b>
On foot	146	16%
By bicycle	6	1%
By bus or train	18	2%
By taxi	9	1%
In your own car	624	70%
Driven by someone else	74	8%
Hospital transport	11	1%
Other (please specify)	6	1%
<b>BASE</b>	<b>894</b>	

- 4.23. As Table 23 shows, while only just over 1 in 3 respondents (36%) indicated that they were seen by the service upon their arrival or at their appointment time, a further 2 in 5 (41%) were seen within 15 minutes. Around 1 in 5 respondents had to wait longer than 15 minutes to be seen (22%), and just over 1 in 20 had to wait for more than 30 minutes.
- 4.24. However, it is notable that waiting times were longer for those visiting hospitals; nearly 1 in 3 (31%) of those visiting the Accident & Emergency department, and 1 in 8 (13%) of those visiting other hospital departments had to wait for more than 30 minutes.

- 4.25. Most respondents did not feel that the length of time they were required to wait was a problem; more than 7 in 10 (71%). Nevertheless, 3 in 10 felt that they had to wait longer than they would have liked, although relatively few felt that the wait was a major inconvenience - 1 in 20 (5%).
- 4.26. Respondents who indicated that they had to wait for longer than 30 minutes to be seen by the service were also asked whether an explanation was given. Some respondents waiting a shorter period of time also appeared to have provided a response to this question, although their responses are not significantly different to those who did wait for more than 30 minutes.
- 4.27. Around half of these respondents (48%) indicated that the service provided an explanation for their wait. However, a substantial proportion of respondents could not say whether an explanation had been given, and just over 1 in 3 (37%) clearly indicated that the service had not provided an explanation for their wait.

**Table 23: Waiting time on arrival for appointment**

	Num	%
<b>How quickly were you seen once you arrived?</b>		
As soon as I arrived, or at my appointment time	330	36%
After waiting up to 15 minutes	371	41%
After waiting between 15 and 30 minutes	142	16%
After waiting over 30 minutes	58	6%
Can't remember/ don't know	9	1%
Not relevant - the service visited me in my home	5	1%
BASE	915	
<b>And would you say this was:</b>		
far too long, a major inconvenience?	41	5%
longer than I would have liked, but not a major inconvenience?	212	25%
not a problem?	609	71%
BASE	862	
<b>Explanation given for waiting time?</b>		
Yes	76	48%
No	59	37%
Can't remember/ don't know	24	15%
BASE	159	

**Views on Service Received**

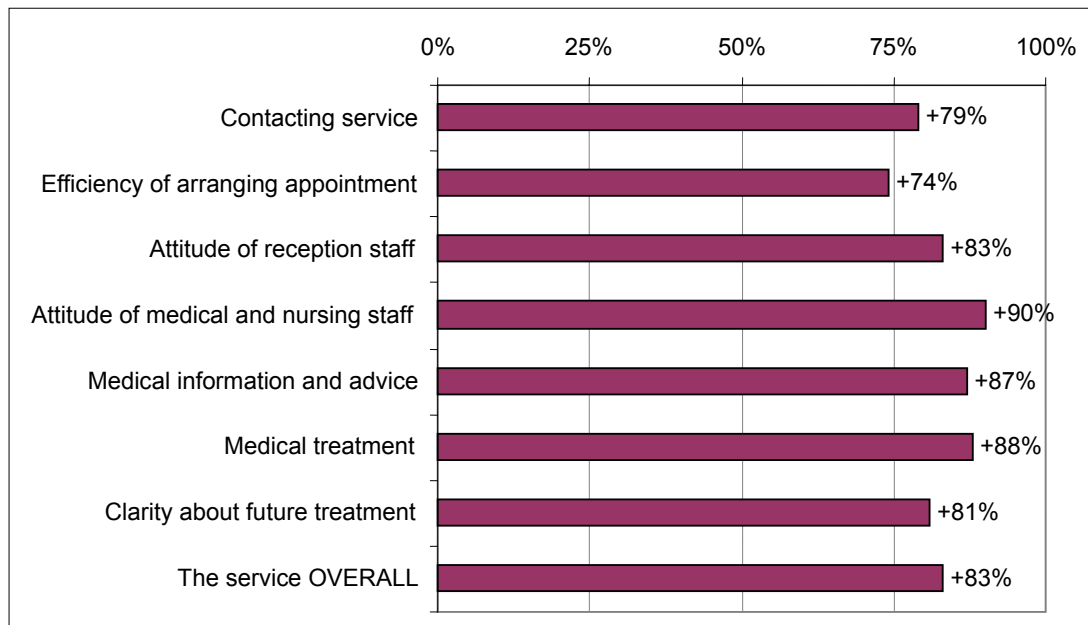
- 4.28. As with Council services, respondents were asked about their views on the service provided during their most recent contact with health services, including their satisfaction with various aspects of the service and how likely they would be to recommend the service.
- 4.29. Figure 6 presents net satisfaction levels for each aspect of the health service received, and indicates that satisfaction with the service overall was very high. In particular, nearly 9 in 10 respondents (89%) indicated that they were satisfied with the service, including well over half who were very satisfied (57%). Just over 1 in 20 were dissatisfied, giving an overall net rating of +83%. Further detail on satisfaction with aspects of the Health service are provided in Table A2.5.



4.30. Looking at specific aspects of the service provided, again net satisfaction levels were high across all aspects:

- Net levels were highest in relation to the attitude of medical and nursing staff (+90%), and the medical/ nursing treatment (+88%) and advice (+87%) received. Indeed, more than 3 in 5 respondents were very satisfied with each of these aspects of service. However, it is worth noting that respondents were slightly less satisfied with clarity about future treatment, although the net rating remained high at +81%.
- Respondents were also slightly less positive about the ease of contacting the service, efficiency of the service in arranging an appointment and the attitude of reception staff. Nevertheless, each received high net satisfaction levels with at least half of respondents indicating that they were very satisfied.

**Figure 6: Net Satisfaction with Aspects of the Health Service**



4.31. It is perhaps surprising that satisfaction levels do not vary significantly by geographic area; net levels are high across all areas, ranging from +77% in Forres to +88% in Buckie. However, other significant variations in satisfaction amongst respondent groups were evident:

- Older respondents tended to report somewhat higher satisfaction levels than others. In particular, nearly 7 in 10 over 60s were very satisfied, compared to fewer than half of under 40s.
- Net satisfaction levels were also substantially lower for respondents whose contact was seen as “very urgent”; a net rating of +65% compared to +90% for those with a “non urgent” matter.

- 4.32. Finally, Panel members were asked how likely or unlikely they would be to recommend the service to others with similar requirements (Table 24).
- 4.33. The great majority of respondents indicated that they would be likely to recommend the service; more than 4 in 5 (85%), including more than half who would be very likely to make a recommendation (55%). Just 1 in 20 respondents felt that they would be unlikely to recommend the service.
- 4.34. The large proportion of respondents indicating that they would recommend the service reflects the high overall satisfaction ratings given to health services. Indeed, there was a close correlation between satisfaction and the likelihood of recommendation:
- More than 3 in 5 of those who were satisfied with the service indicated that they would be very likely to recommend it to others, compared to just 1 in 20 of those who were dissatisfied.
  - Indeed, the degree of satisfaction also had a significant impact. Nearly 9 in 10 very satisfied respondents would be very likely to recommend the service, but this drops to fewer than 1 in 5 fairly satisfied respondents.

**Table 24: Likelihood of respondents recommending the service**

	<b>Num</b>	<b>%</b>
Very likely	533	55%
Fairly likely	290	30%
Neither/ Nor	91	9%
Fairly unlikely	25	3%
Very unlikely	22	2%
BASE	961	

## 5. CONTACT WITH THE EMERGENCY SERVICES

- 5.1. Respondents who had been in contact with the emergency services over the past 2 years were asked about their experience during the most recent contact.
- 5.2. This included respondents who had been in contact with Police, Fire & Rescue and Ambulance services. As Table 25 shows, the great majority of respondents indicated that their most recent contact had been with the Police - nearly 3 in 4 (73%). Just over 1 in 5 respondents' most recent contact had been with the Ambulance service (21%), while only 1 in 20 (5%) reported that their most recent contact had been with the Fire & Rescue services.

**Table 25: Emergency Service most recently contacted**

	Num	%
Police	298	73%
Fire and rescue service	22	5%
Ambulance service	86	21%
BASE	406	

- 5.3. As a result of the uneven balance in respondents' use of the different emergency services, the results presented in this section will reflect in large part respondents' experience of the Police service. Cross-tabulations have therefore been produced for each question, looking at differences in experience and views across the three services.
- 5.4. The small number of respondents whose most recent contact was with the Fire & Rescue and Ambulance services mean that these figures are not presented in tabular form - rather, any significant variations are noted in the report text.

### Reason and Urgency of Contact

- 5.5. Respondents were first asked to indicate the reason for, and urgency of their most recent contact with the emergency services (Tables 26 and 27 respectively).
- 5.6. Looking first at reason for contact, there was relatively little overlap between the three emergency services and Table 26 presents results for the Police, Fire & Rescue and Ambulance services separately.
- 5.7. Respondents identified a wide range of reasons for contact with the Police, the most common being to report a crime which had been committed: more than 1 in 4 respondents (26%), including around 1 in 7 where the crime involved the respondent or a member of their family (15%). A further 9% of respondents had contacted the Police regarding the possibility or threat of a crime being committed - a total of around 1 in 3 respondents' contact had been regarding a specific crime (34%).
- 5.8. In addition, a substantial proportion of respondents had contacted the Police regarding anti-social behaviour and road traffic matters; each just over 1 in 5 respondents (22% and 21% respectively).

- 5.9. Only 22 respondents indicated that their most recent contact was with the Fire & Rescue services, with most of these (13 respondents) contacting the services regarding a fire already in progress.
- 5.10. Finally, contact with the Ambulance service was largely split between requests for urgent transfer to hospital (49%) and an accident or emergency matter (47%).

**Table 26: Main reason for most recent contact with Emergency Service**

	Num	%
<b>Police</b>		
A crime which had been committed - involving yourself or a member of your family	15%	44
A crime which had been committed - involving someone else	11%	31
The possibility or threat of a crime being committed	9%	25
Crime prevention	4%	11
To report anti-social behaviour	22%	63
A road traffic matter	21%	61
A license matter	4%	12
A community, charity or local even	2%	5
Urgent transfer to hospital	0%	1
An accident or emergency matter	2%	7
A fire already in progress	1%	2
A potential risk of fire	1%	2
Something else (please specify)	9%	27
BASE	291	
<b>Fire &amp; rescue services</b>		
An accident or emergency matter	*	1
A fire already in progress	*	13
A potential risk of fire	*	3
Fire regulations	*	1
Something else (please specify)	*	4
BASE	22	
<b>Ambulance services</b>		
A road traffic matter	1%	1
Urgent transfer to hospital	49%	42
A request for patient transport that was not an emergency	2%	2
An accident or emergency matter	47%	40
Something else (please specify)	1%	1
BASE	86	

- 5.11. Panel members were also asked to indicate the purpose of their most recent contact with the emergency services (Table 27).
- 5.12. As the main reasons for contact - reporting a crime or disturbance, a fire or requesting a transfer to hospital - would suggest, most respondents had contacted the emergency services to ask for a service or something to be done (more than 6 in 10, 62%). Nevertheless, nearly 3 in 10 (28%) indicated that they had been giving information, and just under 1 in 10 (9%) asking for information.

- 5.13. It is interesting to note that almost all of those contacting the Fire & Rescue or Ambulance services had been requesting a service or something to be done.

**Table 27: Purpose of most recent contact with Emergency Services**

	Num	%
Asking for information	39	9%
Giving information	117	28%
Asking for a service or something to be done	260	62%
Making a complaint about the service	1	<0.5%
BASE	417	

- 5.14. Respondents were also asked to indicate the urgency of their most recent contact (Table 28). Almost 2 in 5 (39%) felt that their contact was related to a very urgent matter and a similar proportion felt that it was worrying, but not urgent (40%). Only around 1 in 5 (21%) made contact in relation to a non-urgent or a routine matter.

**Table 28: Urgency of Most Recent Contact with Emergency Services**

	Num	%
Very urgent	165	39%
Worrying, but not urgent	173	40%
Non-urgent or a routine matter	90	21%
BASE	428	

- 5.15. In terms of differences between the three services, it is notable that a much greater proportion of those contacting the Fire & Rescue and Ambulance services had done so regarding a "very urgent" matter; more than 4 in 5 (82% and 81% respectively) compared to only around 1 in 4 (24%) of those contacting the Police. Similarly, almost all of those making contact about a routine matter had contacted the Police.

### Method of Contact

- 5.16. Telephone was by far the most common method used by respondents to contact the emergency services, with nearly 4 in 5 (78%) using this method. Only around 1 in 7 respondents (15%) had made their most recent contact in person, while just over 1 in 20 had made contact through another person (6%). Just 1% of respondents had made contact in writing (Table 29).<sup>5</sup>

**Table 29: How was contact made with the Emergency services**

	Num	%
By phone	328	78%
In person	65	15%
By letter or fax	3	1%
By email	2	0%
Through another person	25	6%
BASE	423	

<sup>5</sup> Given the small numbers of respondents who had written to the emergency services, we do not discuss the extent to which these respondents had received a reply from the service.

- 5.17. However, the method of contact used varied somewhat across the three services:
- While telephone was the most common form of contact across all services, it is notable that more than 4 in 5 of those contacting the Fire & Rescue and Ambulance services did so by telephone, compared to around 3 in 4 of those contacting the Police.
  - Almost all of those making contact in person had been contacting the Police; accounting for almost 1 in 5 of those contacting the Police.

### ***Contacting the Emergency Services by Telephone***

- 5.18. Only around 1 in 3 (32%) of those who made their most recent contact by telephone indicated that they had dialled "999", with the remaining using another number (68%). However, again this varied significantly across the three services; all of those making contact with the Fire & Rescue services, and most of those contacting the Ambulance service had dialled "999".
- 5.19. Those respondents using a number other than "999" were asked where they had got the number from (Table 30). The most commonly mentioned sources were the Phone Book or respondents' own list of important telephone numbers and addresses; each mentioned by 2 in 5 respondents (40%).

**Table 30: Source of contact details for Emergency Service**

	<b>Num</b>	<b>%</b>
The Phone Book	90	40%
Yellow Pages or Thomson Local Directory	4	2%
Directory enquiries	8	4%
Police, Fire & Rescue or NHS website	1	0%
Other website	-	-
Local newspaper/radio	4	2%
Friend, colleague or relative	6	3%
My own list of important numbers and addresses	90	40%
Somewhere else (please specify)	17	8%
Don't know/ can't remember	5	2%
<b>BASE</b>	<b>225</b>	

- 5.20. Respondents were also asked how quickly their telephone call was dealt with during their most recent contact (Table 31) and also whether their enquiry, request or complaint was resolved over the phone (Table 32).
- 5.21. The great majority of respondents - more than 4 in 5 (81%) - indicated that they were dealt with straight away, with most of the remainder being transferred to somebody else or asked to call another number (c1 in 7).

**Table 31: Experience of telephone contact**

	Num	%
Dealt with straight away	261	81%
Transferred to somebody else/ asked to call another number	50	15%
Asked to telephone back later	0	0
Told you would be telephoned later	13	4%
BASE	324	

- 5.22. More than 2 in 5 respondents (42%) indicated that their enquiry, request or complaint was successfully resolved over the phone. However, the majority of respondents (nearly 2 in 3, 58%) indicated that further action was required from the service - in most cases a visit from the service. Moreover, around 1 in 14 respondents (7%) indicated that their enquiry, request or complaint had yet to be resolved (Table 32).

**Table 32: Enquiry/ Request/ Complaint Resolved over the phone**

	Num	%
Yes, it was resolved over the phone	136	42%
No, resolved after I visited the service	15	5%
No, resolved after the service visited me	148	46%
No, not yet resolved	23	7%
BASE	322	

- 5.23. While the majority of respondents across all three services required further action from the service to resolve their enquiry, it is notable that respondents contacting the Police were most likely to have their enquiry resolved over the phone - well over 2 in 5 (45%) compared to around 1 in 3 (33%) of those contacting the Ambulance service.

### ***Visiting the Emergency Services in Person***

- 5.24. The small number of respondents who visited the emergency services in person during their most recent contact were asked a series of questions regarding their experience. As Table 33 shows:
- As was found with Council and health services, the majority of respondents travelled by car; 7 in 10 used their own car or were driven by someone else (70%). The only other mode of transport mentioned by a substantial proportion of respondents was walking; nearly 1 in 5 respondents made the journey on foot (18%).
  - Fewer than 1 in 3 respondents (31%) had made an appointment prior to their visit.
  - Nevertheless, the great majority of respondents were seen promptly with almost 3 in 4 being attended to on arrival or at their appointment time (72%). A further 1 in 6 indicated that they were seen after waiting up to 15 minutes (16%), and fewer than 1 in 20 had to wait for longer than 30 minutes (3%).

**Table 33: Experience of visit in person**

	Num	%
<b>Method of transport</b>		
On foot	14	18%
By bicycle	2	3%
By bus or train	2	3%
By taxi	1	1%
In your own car	47	62%
Driven by someone else	6	8%
Other (please specify)	4	5%
BASE	76	
<b>Made appointment prior to visit?</b>		
Yes	25	31%
No	52	65%
Can't remember/ can't say	3	4%
BASE	80	
<b>How quickly were you seen?</b>		
As soon as I arrived, or at my appointment time	54	72%
After waiting up to 15 minutes	12	16%
After waiting between 15 and 30 minutes	3	4%
After waiting over 30 minutes	2	3%
Can't remember/ don't know	1	1%
Not relevant - service visited me at home	3	4%
BASE	75	

### Requesting a Visit from the Emergency Services

- 5.25. Respondents were also asked how long they had to wait for a visit from the emergency services, if they had requested a visit (Tables 34 and 35).
- 5.26. While only around 1 in 7 of those answering the question (14%) indicated that they **did not** request a visit from the emergency services (Table 35), it is worth noting that around half of all respondents who had been in contact with the emergency services did not answer this question. It is likely that a substantial number of these respondents did not ask for or receive a visit from the service, and those respondents who did receive a visit may in fact be in the minority.

**Table 34: Request for visit from Emergency Service?**

	Num	%
Visit requested	171	83%
Can't remember/ don't know	5	2%
I did not ask for a visit	29	14%
BASE	205	

- 5.27. In terms of the length of time that respondents had to wait for a visit, nearly half indicated that the service arrived within 30 minutes (49%), including around 1 in 4 who waited for less than 15 minutes (24%). A further 1 in 5 respondents (21%) reported that the service arrived within 60 minutes, meaning that a total of 7 in 10 respondents were visited within the hour. Indeed, only 1 in 10 respondents had to wait for longer than a day (and none for more than 2 weeks) to receive a visit.



**Table 35: Length of waiting time for visit from Emergency Service**

	<b>Num</b>	<b>%</b>
Under 15 minutes	43	24%
Between 15 and 30 minutes	44	25%
Between 30 and 60 minutes	37	21%
Between 1 and 3 hours	19	11%
Between 3 hours and a day	11	6%
Between 1 day and 2 weeks	17	10%
Between 2 and 4 weeks	-	-
More than 4 weeks	-	-
Can't remember/ don't know	5	3%
<b>BASE</b>	<b>176</b>	

- 5.28. As would be expected, there were significant variations in the length of time which respondents had to wait for a visit by the service contacted. In particular, respondents contacting the Ambulance service generally reported much shorter waiting times than those contacting the Police<sup>6</sup>:
- around 1 in 3 of those contacting the Ambulance service received a visit within 15 minutes (28%), 7 in 10 (68%) within 30 minutes and 9 in 10 within an hour (87%).
  - By contrast, only half of those in contact with the Police received a visit within an hour (46%) and almost all of those required to wait for longer than 3 hours were waiting for the Police.
- 5.29. It is likely that differences in waiting times for the services is a reflection of the typical urgency of contact with the respective services. Indeed, a close correlation between urgency of contact and waiting time was evident:
- Nearly 2 in 3 of those reporting a “very urgent” matter were visited within 30 minutes (63%), and more than 4 in 5 within an hour (82%). By contrast, fewer than 1 in 6 of those reporting a “non urgent” matter were seen within an hour (15%).
- 5.30. As Table 36 shows, most respondents indicated that the length of time which they waited for a visit from the service was not a problem; nearly 2 in 3 respondents (64%). Nevertheless, more than 1 in 3 felt that the visit took longer than they would have liked (35%), although fewer than 1 in 10 (9%) indicated that the wait was a major inconvenience.
- 5.31. It is interesting to note that, despite shorter waiting times (see 5.29), respondents reporting a “very urgent” matter were more likely to indicate that the wait was a major inconvenience. Around 1 in 6 (17%) of those reporting a very urgent matter felt that the wait was a major inconvenience, compared to only around 1 in 20 (5%) of those making less urgent contact.

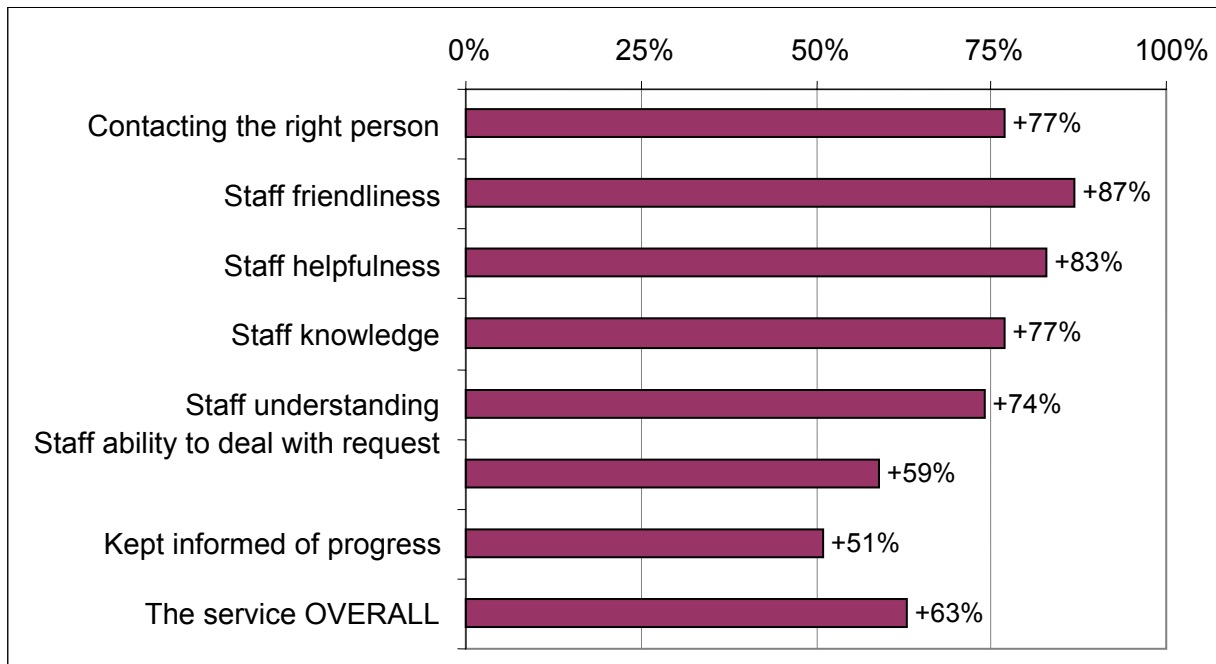
<sup>6</sup> Numbers are not sufficient to permit meaningful analysis of Fire & Rescue waiting times.

**Table 36: Opinion of waiting time**

	<b>Num</b>	<b>%</b>
Far too long, a major inconvenience	20	9%
Longer than I would have liked, but not a major inconvenience	56	26%
Not a problem	137	64%
BASE	213	

**Views on Service Received**

- 5.32. Finally, respondents were asked what they thought of the service received during their most recent contact with the emergency services, including levels of satisfaction, whether the issue was resolved and whether they would recommend the service to others.
- 5.33. Respondents were first asked to indicate how satisfied or dissatisfied they had been with various aspects of the service received during their most recent contact, and Figure 7 presents net satisfaction ratings for each aspect and additional details on satisfaction levels are available in Table A2.6.
- 5.34. Satisfaction with the service received overall was relatively high with more than 3 in 4 satisfied with the service (77%), including nearly half who were very satisfied (48%). Around 1 in 7 respondents were dissatisfied with the service (14%), giving a net rating of +63%.
- 5.35. Satisfaction levels varied significantly across the three services, although all were given positive overall ratings. In particular, the net satisfaction level was much higher for the Ambulance service than for the Police - +90% compared to +53%. Moreover, nearly 7 in 10 of those in contact with the Ambulance service were very satisfied with the service, compared to just 2 in 5 of those contacting the Police.
- 5.36. Looking at specific aspects of the service received it is notable that satisfaction levels varied considerably, although across all the number of satisfied respondents was greater than dissatisfied respondents:
- Net satisfaction levels were highest in relation to the manner and attitude of service staff, at +87% for staff friendliness and +83% for staff helpfulness.
  - Respondents were also very positive about the ease with which they were able to contact the right person (+77%), and about staff knowledge (+77%) and understanding of their problem (+74%).
  - However, as was found with Council services, satisfaction was lower on the ability of service staff to deal with respondents' request, and how well the service kept respondents informed of what was happening. These received net satisfaction ratings of +59% and +51% respectively, and were the only aspects of service where more than 1 in 10 respondents were dissatisfied.

**Figure 7: Net satisfaction with aspects of the emergency services**

- 5.37. Satisfaction ratings for the service overall also varied significantly by geographic area, respondent age and also the telephone number respondents first contacted. In particular:
- Net satisfaction levels were highest in the Fochabers, Speyside and Elgin areas, with ratings of +74%, +71% and +70% respectively. By contrast, respondents from the Buckie and Forres areas appeared less satisfied overall (+56% and +54% respectively).
  - While net satisfaction levels were higher amongst respondents aged under 40 (+73% compared to +62% amongst over 60s), it is interesting to note that younger respondents were actually slightly less likely to be very satisfied - 47% of under 40s were very satisfied with the service, compared to 54% of over 60s.
  - It is also interesting to note that overall net satisfaction varied significantly dependent upon whether respondents used "999" or another telephone number; +83% for those using 999, compared to just +53% for those using another telephone number. This is likely to be linked to differences in net satisfaction levels with the three services.
- 5.38. Respondents were also asked whether they felt that their enquiry, request or complaint had been resolved, and if it had been resolved how long this had taken (Table 37).
- 5.39. While the majority of respondents indicated that their enquiry, request or complaint had been resolved (63%), there remained nearly 1 in 4 respondents who indicated that they were awaiting resolution (24%). Indeed, nearly 1 in 5 of all respondents (18%) indicated that they did not expect their enquiry, etc to be resolved at all.

- 5.40. In terms of the time taken to resolve enquires, most of those who felt that the service had resolved their enquiry indicated that this had been achieved within 24 hours of their contact (half of all respondents). Only 1 in 20 respondents (5%) reported that it had taken 2 weeks or more for the service to resolve their enquiry, request or complaint.

**Table 37: Resolution of enquiry, request or complaint**

	Num	%
Yes, it was resolved	264	63%
<i>immediately/within 24 hours of my contact</i>	210	50%
<i>within 2 weeks of my contact</i>	34	8%
<i>two weeks to a month after my contact</i>	8	2%
<i>a month or longer after my contact</i>	12	3%
No, it has not been resolved yet	98	24%
<i>...but it will be</i>	25	6%
<i>...and I do not expect it to be</i>	73	18%
Don't know/ can't say	55	13%
BASE	417	

- 5.41. There were some notable variations in the extent to which respondents contacting the three different services felt that their enquiry, request or complaint had been resolved. In general, respondents whose contact was with the Police were less likely to report that the matter had been resolved, and where resolution had been achieved this tended to take longer. Of course, it should be noted that differences in the type of enquiries received by the three services (in particular, the typical urgency of enquiry) are likely to have an impact on the extent to which, and speed with which, enquiries can be “resolved”.
- Nearly 1 in 3 of those contacting the Police indicated that the matter had not yet been resolved (31%). This compares with just 1 in 20 of Ambulance service contactors (5%).
  - Moreover, while around 2 in 5 of those contacting the Police had their enquiry resolved within 24 hours (38%), this rises to more than 4 in 5 of those contacting the Ambulance service (84%).
- 5.42. There was a strong correlation between the extent to which respondents felt that their enquiry had been resolved, and their overall satisfaction with the service received. For example, net satisfaction stood at +86% for those whose enquiry was resolved, compared to just +18% where the enquiry had not been resolved. This correlation may also be linked to differences in overall satisfaction levels across the three services; i.e. Police contactors were less likely to consider their enquiry resolved.
- 5.43. Finally, Panel members were asked to indicate the likelihood that they would recommend the service they had used most recently to others with a similar enquiry, request or complaint (Table 38).
- 5.44. The great majority of respondents indicated that they would recommend the service; more than 4 in 5, including more than half who would be “very likely” to recommend the service (56%). By contrast, only around 1 in 20 respondents felt that they would be unlikely to recommend the service (6%).

- 5.45. The proportion of respondents who indicated that they would be likely to recommend the service to others was high across all three services, from more than 4 in 5 of those in contact with the Police (80%) to more than 9 in 10 of those contacting the Ambulance and Fire & Rescue services (96% and 97% respectively). However, it is worth noting that the proportion of respondents who felt it “very likely” that they would recommend the service was particularly high for the Ambulance service; more than 3 in 4 (76%) compared to around half of those contacting the Police.
- 5.46. The likelihood of respondents recommending the service most recently contacted was similarly high across all seven geographical areas, and ranged from more than 3 in 4 Forres respondents (77%) to around 9 in 10 respondents from the Lossiemouth (89%) and Speyside (92%) areas.

**Table 38: Likelihood of respondents recommending the service**

	<b>Num</b>	<b>%</b>
Very likely	236	56%
Fairly likely	112	27%
Neither/ Nor	44	11%
Fairly unlikely	16	4%
Very unlikely	10	2%
BASE	418	

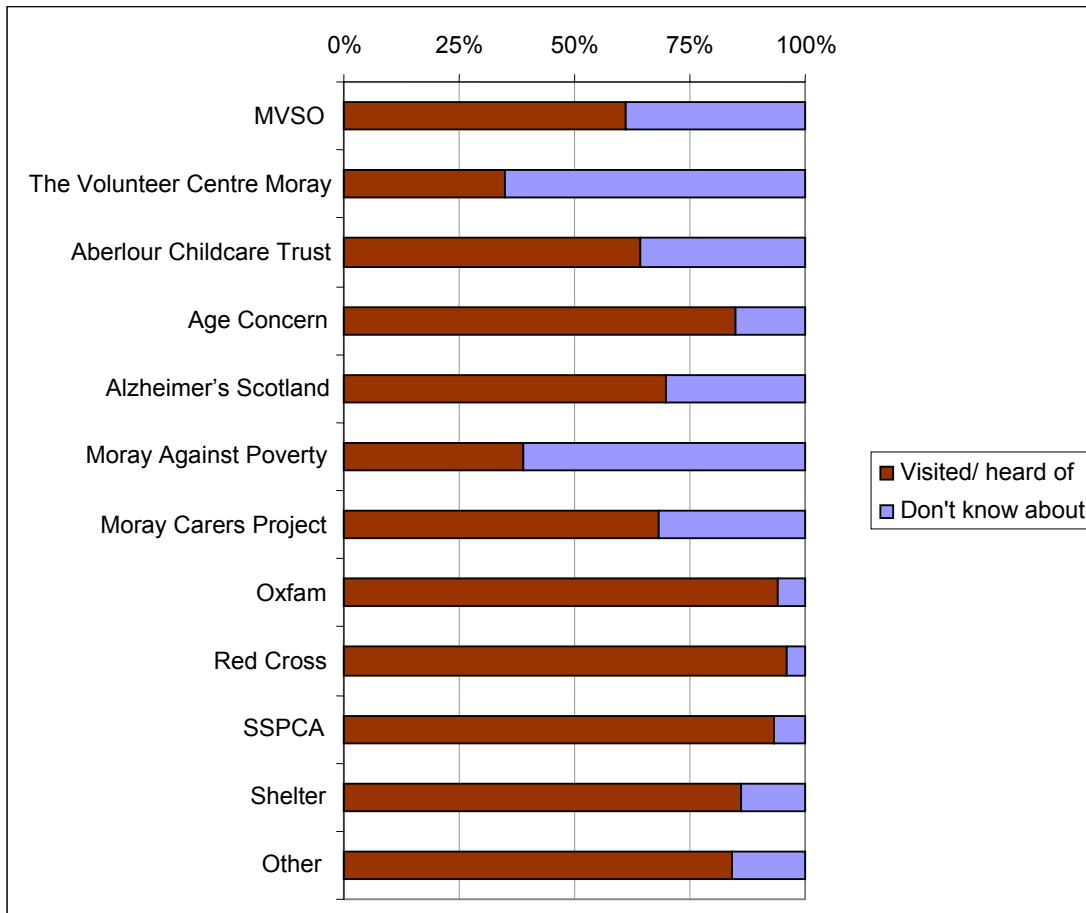
- 5.47. As was found with the Council and Health services, respondent satisfaction with the service, and the extent to which the enquiry was resolved, had a considerable impact on the likelihood of respondents recommending the service:
- Unsurprisingly, satisfied respondents were much more likely to recommend the service than those who were dissatisfied; 7 in 10 satisfied respondents indicated that they would be “very likely” to recommend, compared to around 1 in 20 of those who were dissatisfied.
  - Moreover, there was a significant difference between very and fairly satisfied respondents. Around 9 in 10 of those who were very satisfied with the service overall would be very likely to offer a recommendation, compared to just over 1 in 3 of those who were fairly satisfied.
  - Similarly, around 7 in 10 respondents whose enquiry had been resolved indicated that they would be very likely to recommend the service. This dropped to around 1 in 3 of those whose enquiry had not been resolved.

## 6. CONTACT WITH VOLUNTARY ORGANISATIONS

- 6.1. The final section of the survey questionnaire looked at Panel members' awareness of local voluntary organisations, including their experience of making contact with the organisations and views on the service received.

### Awareness of Local Voluntary Organisations

- 6.2. Panel members were first asked to the extent to which they were aware of a range of voluntary organisations with a presence in Moray, indicating whether they had visited or heard of each organisation. Figure 8 presents the percentage of respondents who had visited/ heard of or not heard of each organisation. In addition, further details on levels of awareness are contained with Table A2.6.
- 6.3. Awareness of voluntary organisations varied considerably, with respondents typically more aware of organisations which operate across Scotland and/ or the UK as a whole. In particular, awareness levels were highest for the Red Cross, Oxfam, SSPCA, Shelter and Age Concern, each with more than 4 in 5 respondents having visited or heard of the organisation (between 85% and 96%). The only nationally operating organisation which fewer than 4 in 5 respondents were aware of was Alzheimer's Scotland; 7 in 10 respondents had visited or heard of this organisation (70%).
- 6.4. Looking at more locally-based voluntary organisations, awareness was highest for Moray Carers Project (68%), Aberlour Childcare Trust (65%) and the Moray Voluntary Service Organisation (MVSO – 62%). Substantially fewer respondents had heard of Moray Against Poverty (39%) or The Volunteer Centre Moray (35%) – indeed these were the only organisations which the majority of respondents were unaware of.
- 6.5. However, whilst the majority of respondents had heard of all but two of the voluntary organisations listed, far fewer had actually visited the organisations; indeed none of the specific organisations had been visited by more than 1 in 3 respondents.
- 6.6. As with overall awareness, respondents were most likely to have visited national organisations - in particular the Red Cross (30%) and Oxfam (24%) both of which have a presence in town centres in Moray. The SSPCA and Shelter were the only other national organisations which had been visited by more than 1 in 10 respondents (each visited by 13%). By contrast, only 2% of respondents had visited Age Concern or Alzheimer's Scotland.
- 6.7. In terms of the local voluntary organisations, the MVSO was the only organisation visited by more than 1 in 10 respondents (11%). In addition, 7% of respondents had visited the Moray Carers Project, and 5% had visited each of The Volunteer Centre Moray and the Aberlour Childcare Trust.

**Figure 8: Awareness of voluntary organisations**

- 6.8. There was some variation in respondent awareness of voluntary organisations by geographic area and age, although this was primarily in relation to locally-based organisations:
- Awareness of the MVSO was highest in Fochabers and Lossiemouth, with around 7 in 10 aware in each area.
  - Elgin area respondents were most aware of The Volunteer Centre Moray; more than 2 in 5 compared to just over 1 in 4 Buckie and Keith area respondents.
  - Awareness of Moray Against Poverty was highest in Lossiemouth and Elgin, each with nearly half of respondents aware. Again, awareness was lowest in Buckie with just 3 in 10 respondents aware of the organisation.
  - Elgin respondents were also most aware of the Moray Carers Project, while awareness was lowest in Keith; more than 4 in 5 compared to 3 in 5.
  - Over 60s were generally more aware of local voluntary organisations than younger respondents, in particular under 40s. For example, around 2 in 3 over 60s were aware of the MVSO compared to fewer than half under 40s.

### Organisation Most Recently Contacted and Reason for Contact

- 6.9. Respondents who had been in contact with a voluntary organisation within the last two years were also asked to indicate which of the voluntary services they had contacted most recently (Table 39).
- 6.10. Relatively few respondents indicated that their most recent contact with a voluntary organisation had been with one of the specific organisations listed. The Red Cross was the most commonly visited of the specific organisations, mentioned by around 1 in 7 respondents (14%). However, none of the other listed organisations had been visited by more than 1 in 10 respondents.
- 6.11. Nearly half of respondents listed other organisations, including Cancer Research, Citizens Advice Bureau, Crossroads and WRVS. A full list of "other" organisations is included at Appendix 3.

**Table 39: Voluntary Organisation Most Recently Contacted**

Organisation	Num	%
Moray Voluntary Service Organisation (MVSO)	31	9%
The Volunteer Centre Moray	3	1%
Aberlour Childcare Trust	7	2%
Age Concern	5	2%
Alzheimer's Scotland	8	2%
Moray Against Poverty	4	1%
Moray Carers Project	31	9%
Oxfam	27	8%
Red Cross	46	14%
SSPCA	10	3%
Shelter	5	2%
Other	154	47%
<i>Cancer Research</i>	8	2%
<i>Citizens' Advice Bureau</i>	5	2%
<i>Crossroads</i>	6	2%
<i>WRVS</i>	15	5%
<i>Other</i>	119	36%
BASE	331	

- 6.12. In terms of the main reason for respondents' most recent contact with a voluntary organisation, nearly half indicated that they had been asking for information (49%). In addition, more than 1 in 4 had been requesting a service (27%), and just over 1 in 5 (22%) had been providing information (Table 40).

**Table 40: Main reason for most recent contact with Voluntary Service**

	Num	%
Asking for information	148	49%
Giving information	67	22%
Asking for a service or something to be done	82	27%
Making a complaint - about the organisation itself	-	-
Making a complaint - about another organisation	3	1%
BASE	300	



## Method of Contact

- 6.13. Panel members were also asked how they obtained contact details for the voluntary organisation. As Table 41 shows, the most common source was respondents' own list of telephone numbers and addresses, mentioned by more than 1 in 4 respondents (26%). Around a further 1 in 6 indicated that they had got the number from a leaflet or correspondence from the organisation (17%), and a similar proportion had used the Phone Book (16%). The only other source mentioned by a substantial proportion of respondents was friends, relatives or colleagues (1 in 8 respondents, 13%).

**Table 41: Source of contact details for Voluntary Service**

	Num	%
The Phone Book	53	16%
Yellow Pages or Thomson Local Directory	3	1%
Directory enquiries	2	1%
A leaflet or bulletin from the service	34	10%
A letter or other correspondence sent by the service/organisation	25	7%
The Moray Council website	-	-
Other website	6	2%
Local newspaper/ radio	15	4%
Friend, colleague or relative	50	15%
My own list of numbers and addresses	86	26%
Somewhere else (please specify)	44	13%
Don't know/ can't remember	17	5%
BASE	335	

- 6.14. In contrast to Council and emergency services where the telephone was by far the most common method of contact, more than half of all respondents had visited the voluntary organisations in person during their most recent contact (52%). Nonetheless, the telephone was still used by more than 2 in 5 (43%) respondents (Table 42).

**Table 42: Method of contact**

	Num	%
By phone	144	43%
In person	173	52%
By letter or fax	10	3%
By email	7	2%
BASE	334	

- 6.15. Respondents whose most recent contact had been via telephone were also asked how their call was handled (Table 43). The main points were:
- Most got through to the organisation at the first attempt – nearly 3 in 4 respondents (73%) and just 1 in 20 (5%) had to try three or more times to get in touch with the service.
  - Of the small number of respondents who did not get through first time, most indicated that an answering machine picked up their call (11 respondents).

**Table 43: Experience of telephone contact**

	Num	%
<b>How quickly did you get through?</b>		
First time I rang	107	73%
Second time I rang	21	14%
After three or more attempts	7	5%
Can't remember/ don't know	11	8%
BASE	146	
<b>If you did not get through first time, why was this?</b>		
The line was engaged	8	25%
There was no reply - the phone 'rang out'	7	22%
There was an answering machine on	11	34%
Can't remember/ don't know	6	19%
BASE	32	

6.16. Similarly, those respondents whose most recent contact with a voluntary organisation had been in person, were asked a series of questions regarding their experience (Table 44). Here the main points of note were:

- As with other types of service, the majority of respondents visited the organisation by car; nearly 3 in 4 used this method of transport (73%), whereas around 1 in 6 made the journey on foot (15%).
- Most respondents indicated that they had not made an appointment prior to visited the organisation; fewer than 2 in 5 had made a prior appointment (37%).
- The great majority of respondents were dealt with as soon as they arrived or at their appointment time (87%). Only 1 respondent indicated that they had to wait for more than 30 minutes.
- It is therefore unsurprising that almost all respondents indicated that their wait was not a problem (98%).

**Table 44: Experience of visit in person**

	Num	%
<b>How did you complete the main part of your journey?</b>		
On foot	38	15%
By bicycle	3	1%
By bus or train	18	7%
By taxi	1	0%
In your own car	171	69%
Driven by someone else	9	4%
Other (please specify)	8	3%
BASE	248	
<b>Had you made an appointment?</b>		
Yes	102	37%
No	163	59%
Can't remember/ can't say	12	4%
BASE	277	
<b>How quickly were you seen once you arrived?</b>		
As soon as I arrived, or at my appointment time	185	87%
After waiting up to 15 minutes	11	5%
After waiting between 15 and 30 minutes	-	-
After waiting over 30 minutes	1	0%
Can't remember/ don't know	15	7%
BASE	212	
<b>And would you say this was:</b>		
Far too long, a major inconvenience	2	1%
Longer than I would have liked, but not a major inconvenience	2	1%
Not a problem	184	98%
BASE	188	

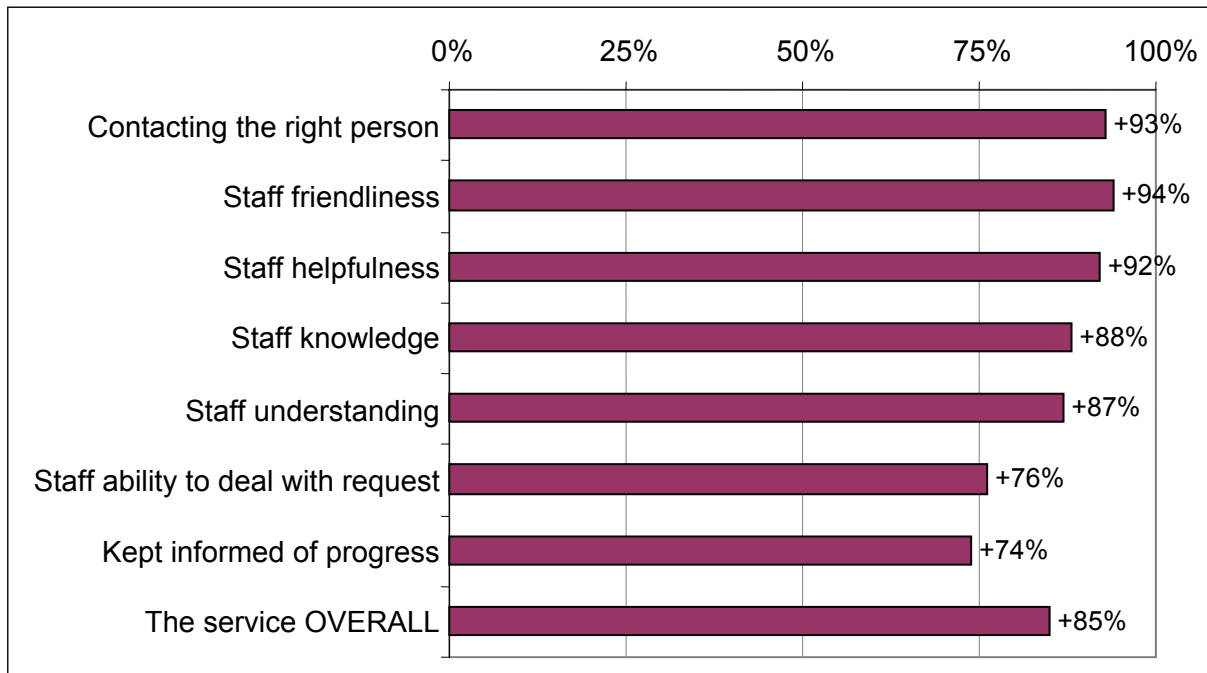
- 6.17. The relatively small number of respondents whose most recent contact with a voluntary organisation had been in writing (letter, fax or email) were asked the extent to which the organisation had responded (Table 45). Fewer than half of these respondents had received a reply (35 respondents), although this is slightly more than had indicated that they had not, and did not expect to receive a reply (31 respondents).

**Table 45: Response to written contact**

	Num	%
Yes	35	45%
No, but I am expecting to receive a reply	2	3%
No, and I am not expecting to receive a reply	31	40%
Can't remember/ don't know	10	13%
BASE	78	

### Views on Service Received

- 6.18. As with other services, respondents were asked for their views on the quality of service received at the time of their most recent contact with a voluntary organisation; including their satisfaction with the service provided, whether their enquiry was resolved, and how likely they would be to recommend the service to others.
- 6.19. Figure 9 presents net satisfaction levels in relation to key aspects of the service received, and indicates that overall satisfaction levels were high. In particular, nearly 9 in 10 respondents (88%) reported being satisfied with the overall service provided, including more than 3 in 5 who were “very satisfied” (62%). Only 3% of respondents were dissatisfied with the service provided, giving a net satisfaction rating of +85%. Further details on levels of satisfaction are displayed in Table A2.7.
- 6.20. Numbers of respondents making contact with voluntary organisations were too small to permit meaningful analysis by the organisation contacted, or any key demographic indicators.
- 6.21. Looking at the key aspects of the service provided, again satisfaction levels were very high. However, some variation between aspects is evident:
- Respondents were especially positive regarding the ease of contacting the right person (+93%) and staff attitude; +94% for staff friendliness and +92% for staff helpfulness. Indeed, more than 7 in 10 respondents were very satisfied with these aspects of the service provided.
  - Satisfaction levels were also high in relation to staff knowledge and understanding, with net ratings of +88% and +87% respectively. Around 3 in 5 respondents were very satisfied with these aspects of service.
  - As was found across other services, respondents were least positive about the ability of staff to deal with their request (+76%) and the extent to which respondents were kept informed of the progress with their enquiry (+74%). Nonetheless, more than half of respondents were very satisfied with these aspects of the service received.

**Figure 9: Satisfaction with service received**

- 6.22. Respondents were also asked to indicate whether they felt that their enquiry, request or complaint had been resolved, and how long it had taken to resolve (Table 46).
- 6.23. The majority of respondents indicated that their enquiry had been resolved (79%), while just over 1 in 10 felt that the enquiry had not been resolved (11%). Most of those whose enquiry had been resolved indicated that this had taken no more than 24 hours (nearly 3 in 5 of all respondents, 59%). Just 1 in 20 respondents had to wait for two weeks or longer (5%).

**Table 46: Resolution of enquiry/request or complaint**

	Num	%
Yes, it was resolved	239	79%
<i>immediately/within 24 hours of my contact</i>	178	59%
<i>within two weeks of my contact</i>	46	15%
<i>two weeks to a month after my contact</i>	10	3%
<i>a month or longer after my contact</i>	5	2%
No, it has not been resolved yet	45	11%
<i>...but it will be</i>	16	5%
<i>...and I do not expect it to be</i>	19	6%
Don't know/ can't say	29	10%
BASE	303	

- 6.24. Finally, respondents were asked how likely or unlikely they would be to recommend the voluntary organisation they had been in recent contact with to others with a similar enquiry, request or complaint (Table 47)

- 6.25. More than 9 in 10 respondents (93%) indicated that they would be likely to recommend the organisation to others with a similar requirement, including nearly 3 in 4 who would be “very likely” to recommend the service (73%). Only 8 respondents indicated that they would be unlikely to recommend the service.

**Table 47: Likelihood of respondents recommending the service**

	<b>Num</b>	<b>%</b>
Very likely	239	73%
Fairly likely	65	20%
Neither/ Nor	15	5%
Fairly unlikely	3	1%
Very unlikely	5	2%
BASE	327	

- 6.26. Again, numbers of respondents contacting voluntary organisations were insufficient to permit meaningful analysis of the resolution of enquiries with the likelihood of offering a recommendation. However, significant variation was evident in the likelihood of very and fairly satisfied respondents recommending the service: around 9 in 10 of those who were very satisfied with the service overall would be very likely to offer a recommendation, compared to just over 4 in 10 of those who were fairly satisfied.

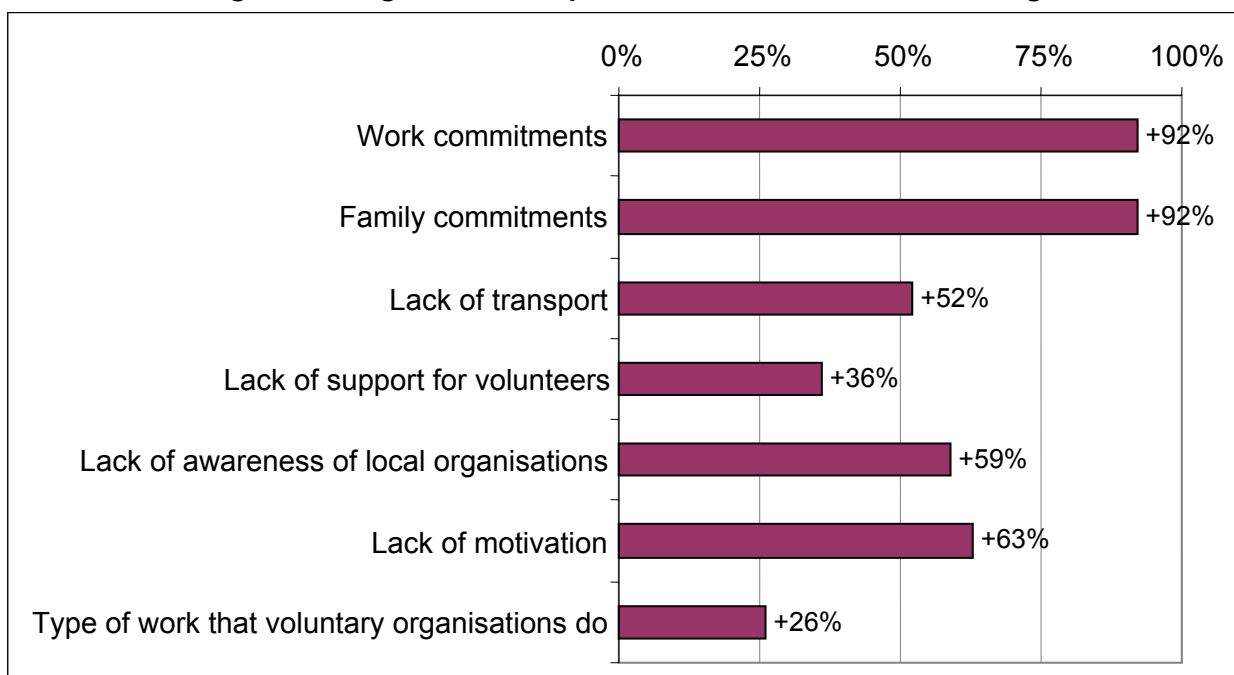
### **Perceived Barriers to Volunteering**

- 6.27. In addition to questions on Panel members awareness of and contact with specific voluntary organisations in Moray, the survey took the opportunity to ask members about their views on the significance of potential barriers to volunteering in Moray.<sup>7</sup>
- 6.28. Figure 10 below presents the net “significance” rating for each potential barrier, with Table A2.8 providing further detail. These indicate that for each potential barrier, a greater number of respondents felt that the barrier was significant compared with those who felt it was insignificant. However, there was considerable variation in the degree of significance which respondents ascribed to the various barriers:
- Work and family commitments were seen as by far the most significant barriers, with a net rating of +92% and at least half of respondents indicating that these were very significant barriers for people in Moray. However, it is interesting to note that work commitments were seen as a very significant barrier by a larger proportion of respondents than family commitments.
  - Lack of motivation and lack of awareness of local voluntary organisations were also seen as significant barriers, with net ratings of +63% and +59% respectively - these were also the only other factors which fewer than 1 in 10 respondents saw as insignificant. Moreover, respondents were more likely to consider lack of motivation a very significant barrier than lack of awareness.

<sup>7</sup> It should also be noted that volunteering in Moray will be examined in more detail by subsequent Panel surveys.

- It is interesting to note that nearly 2 in 3 respondents felt that lack of transport was a significant barrier to volunteering in Moray (64%) - similar to levels for lack of motivation and lack of awareness. However, more than 1 in 10 felt that this factor was insignificant, giving a somewhat lower overall rating of +52%.
- Respondents felt that lack of support for volunteers and the type of work that voluntary organisations do were much less significant barriers in Moray (net ratings of +36% and +26% respectively). These were the only factors which fewer than half of respondents felt were insignificant, and indeed nearly 1 in 5 (18%) felt that the type of work that the organisations do was an insignificant barrier.

**Figure 10: Significance of perceived barriers to volunteering**



6.29. There was considerable variation in the extent to which different demographic groups felt that the potential barriers were significant for people in Moray. Specifically:

- Work commitments were seen as a particularly significant barrier by those in the Keith area, by younger and, interestingly, female respondents. In particular, nearly 2 in 3 females (63%) felt that work was a very significant barrier, compared to just over half of males.
- Younger and female respondents were also more likely to consider family commitments as a significant barrier to volunteering. Nearly 3 in 5 of under 40s, and a similar proportion of females, saw family commitments as a very significant barrier.

- It is interesting to note that younger and female respondents were most likely to see both work **and** family commitments as a barrier to volunteering - it is perhaps the balance between work and family commitments which are seen as a barrier, rather than work or family individually.
- Respondents living in the more rural Speyside area felt that lack of transport was more of a barrier than those from other areas, particularly Elgin area respondents; more than 1 in 3 Speyside respondents (34%) saw this as a very significant barrier, compared to fewer than 1 in 5 Elgin respondents (17%). It is also interesting to note that female respondents were more likely than males to identify transport as a significant barrier to volunteering.

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