



Report of the Chief Democratic Services Officer

Member Management Committee

Date: 29th June 2006

Subject: Annual Member Survey

Electoral Wards Affected:

Specific Implications For:

Ethnic minorities

Women

Disabled people

Narrowing the Gap

1.0 Purpose of this Report

- 1.1 This report seeks views on how the response rate to the Annual Member Survey may be increased.

2.0 Background Information

- 2.1 In November 2003, the Executive Board approved arrangements for the appraisal of Directors, building on recommendations arising from an inquiry by the Central and Corporate Functions Scrutiny Board. In particular, the arrangements included an annual survey of Members' views, the results of which would be fed into the appraisal process.
- 2.2 The Annual Members Survey is conducted in November/December and has now taken place three times.

3.0 Main Issues

- 3.1 In 2003 and 2004 the questionnaire for the Annual Member's Survey was distributed as a hard copy to each Member together with a covering letter requesting that completed questionnaires be returned to the Chief Democratic Services Officer by a given date. A reminder was then sent out to all Members shortly before the notified return date.
- 3.2 Some 28 completed questionnaires were returned in response to the 2003 survey and 30 returned were received in 2004.

- 3.3 The rate of return was lower than had been hoped for and, in 2005, a slightly different approach was adopted. Again, a covering letter and questionnaire was prepared for each Member but these were handed out and returnable to Group Support Managers who were responsible for progress chasing as they considered appropriate on a group by group basis.
- 3.4 For information, a copy of the questionnaire is appended to this report.
- 3.5 In fact the return rate for 2005, with 24 completed questionnaires being returned, was a reduction on previous years.
- 3.6 Members' feedback on service delivery and performance is considered to be a significant aspect of the appraisal process for Directors and the relatively low level of participation by Members in the process makes it difficult to interpret and act upon Members' views.

4.0 Implications for Council Policy and Governance

- 4.1 Performance management of Directors is an important component of the Council's governance arrangements.

5.0 Legal and Resource Implications

- 5.1 There are no legal and resource implications arising from this report.

6.0 Recommendation

- 6.1 Member Management Committee is asked to advise on how the organisation and administration of the Annual Member Survey may be developed so as to increase Member participation.

