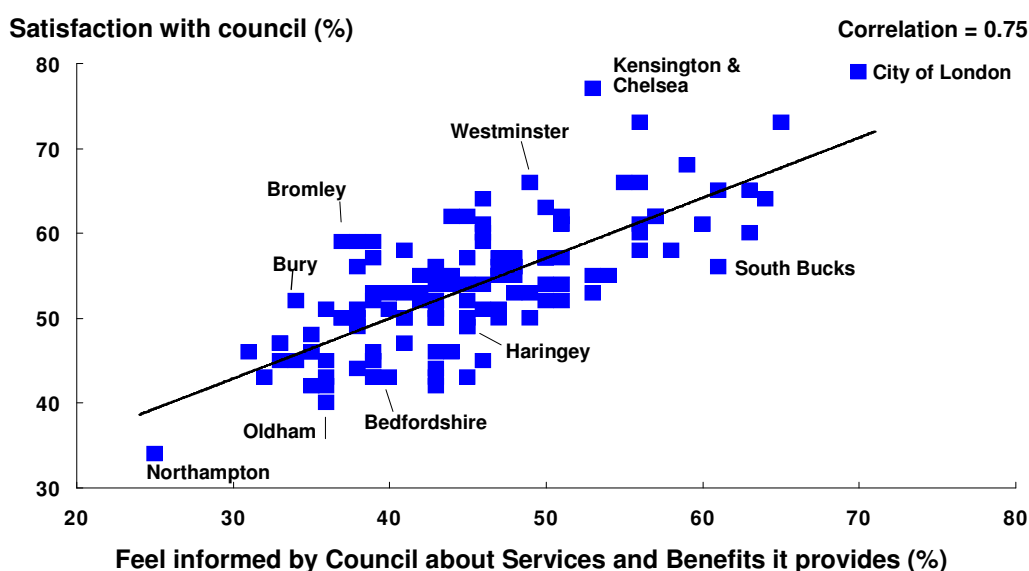


6. Information provision

Good information and communication are important elements of service delivery. For decades, a key finding in all of Ipsos MORI's work has been that councils which do better at keeping people informed about services tend to be better regarded, as the following chart illustrates:

Satisfaction and Feeling Informed



Base: BVPI 2006 (130 Single, Upper Tier and District Ipsos MORI client authorities)

Source: Ipsos MORI

Being kept informed

Residents were asked for their overall views about how well informed they feel about local public services overall.

We can see from the following chart that the majority (64%) does not feel informed, with almost one in four (24%) saying they are not well informed at all. 36% do feel well informed.

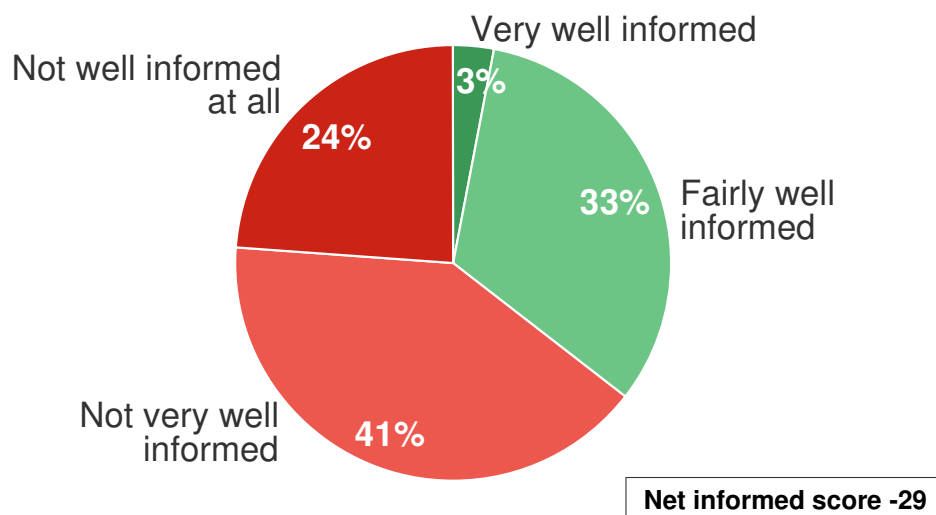
The informed group is mostly made up of older people (55% informed). Those least likely to feel informed are younger people (76% of 18-34 year olds not informed) and those in full-time work (70% not informed).

As mentioned previously, whether people in Redditch feel informed or not likely impacts on their attitudes to various aspects of the local area and local public services, such as their perceptions of crime and safety. Feeling informed is also strongly

correlated with thinking the council provides value for money (63% who think this feel informed) and satisfaction with the council overall (60% of those satisfied feel informed). This is despite the Place Survey no longer asking how informed people feel about the council (as with the BVPI survey), but about public services generally.

Being kept informed

Q Overall, how well informed do you feel about local public services?



Ipsos MORI Base: All valid responses (1424)



The chart below illustrates that people in Redditch feel slightly less informed about public services than the average Worcestershire resident (36% vs. 39% informed), and also compared to the average for all Districts surveyed by Ipsos MORI (49% informed).