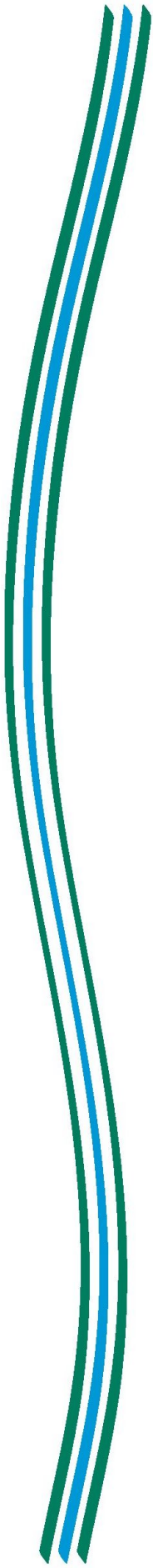


Active Members Survey 2008

Results in Summary



 **Tameside**
Metropolitan Borough
"An excellent council"

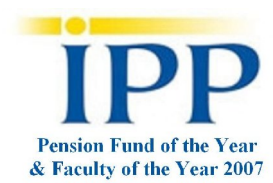


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BACKGROUND:

Date of Survey

08 February 2008.

Target Group

Active Members currently contributing to the Fund with 5 to 20 years experience of our service
1600 pensioner members were selected, 200 at random from each of the following groups:

10 Local Authorities

Members with 5 years of contribution
Members with 10 years of contribution
Members with 15 years of contribution
Members with 20 Years of contribution

Non Local Authority

Members with 5 years of contribution
Members with 10 years of contribution
Members with 15 years of contribution
Members with 20 years of contribution

Questionnaires were issued on 8th February 2008 and replies accepted until 8th April 2008.

Purpose

To obtain feedback on the experience of this group of established members across varying membership lengths with the Fund, regarding the service and information provided by GMPF.

Surveys issued

1600.

Returned surveys

198 completed, 10 Returned to sender, 1 late return.

Return Rate

12.5% (1 in 8)

Definitions

Active members are those currently making contributions to the Fund. Whilst statistically the surveyed group is too small to be representative of the entire 103,000 active members, it is representative of those that received a questionnaire. Individual comments are of particular interest.

Basis of Analysis

Questions were in 3 forms, Yes/No, Yes/No/Sometimes or a rating on a scale of 1 to 6 (with 1 being poor, and 6 being good).

Scores and Yes/No reply percentages reported are based on respondents who answered the question, i.e. if only 50 (out of the 198 respondents) responded to a particular question, 25 saying yes and 25 saying no then the score was 50% for yes even though less than half actually responded to the question.

For clarity and completeness all appropriate and relevant answers and comments have been included. Inappropriate and noncommittal answers such as "don't know" have been excluded.

RESULTS IN SUMMARY:

Members' Guide

156 (84%) remember receiving a Members Guide, 97 of those (62%) still have it. The average length of membership was 15 years. The membership returns show a good mix of members from local authorities, housing, education, and other services and organisations. The Members' Guide scored 4.6 for both ease of read and information provided.

Pension Power

185 (94%) had received the Pension Power and scored it 4.9 for ease of read and 4.7 for information.

Personal Illustrations

192 (97%) remembered receiving their personal illustrations, whilst 183 (95%) of those keep or sometimes keep the illustrations. The illustrations scored 5.1 for usefulness.

Booklets

31 had asked for information booklets, ranging in popularity. Nomination form, Topping up benefits and AVCs, Extra Membership. 8 advised that they were unaware of the booklets. The booklets scored 4.9 for usefulness.

Road shows

28 had attended road shows, 11 had been to GMPF, 7 to Prudential and 9 to both whilst 1 did not state which she had attended. The GMPF Roadshows scored 4.5, the Prudential scored 4.4. There were a few comments regarding how these are advertised.

Website

34 members had used the website, scoring it 4.5.

Visiting The Fund

8 members had visited the Fund. All advised they had received the information they requested. The service scored 4.9 for courteousness.

Helpline

70 members had contacted us by phone. They scored the service as 4.9 for information and 5.1 for courteousness.

Overall

149 members gave an overall score, which averaged at 4.9.

Diversity

The following results show differences in experience related to diversity issues.

Only where the score varied by ± 1.0 or more have comments been made, assuming any differences less than this can be explained by statistical difference and some small groups.

Response Variations by Gender

Men and women scores were extremely similar with no significant variations.

Response Variations by Disability

Disabled respondents did not score any service significantly different to the non-disabled.

Response Variations by Ethnicity

7 members (4%) were from BME groups and 6 did not state their ethnicity. The remainder were British or Irish. No section recorded significant differences in service scores.

Response Variations by Age

Splitting the 198 responses (where 190 indicated their age) into 10 age groups between 20 and 69 resulted in some groups being under represented within this survey. However close analysis shows that there was no particular difference in scores based on age.

Response Variations by Sexuality

There was no way to analyse the responses by sexuality, as 40 did not state their sexuality and all but one of those that did were heterosexual. However only one out of 158 advised they were not heterosexual, which is disproportionate against the demographic, though with 20% not answering, no conclusions can be indicated from the statistics.

Response Variations by Religion

There was no way to analyse the responses by religion as just 6 were non Christian, 131 (81%) were Christian, 24 had no religion, 2 were atheist and 36 did not respond. As with sexuality the issue is not low scores within groups but rather the disproportionately low religious mix as compared to what would be expected from the demographic. Again, with 20% not responding there is no way to make conclusions based on the statistics, but possibly people in minority groups do not want to disclose this information.

Prize Draw:

168 (85%) of the respondents entered the competition, which was drawn at noon on 16 April 2008. The prize of a £50 M&S gift card was issued to a member in Prestwich.

The next survey of active members will be undertaken in 2010.

The results from that survey may be compared to these results.

CONCLUSION:

One in eight return makes for a valid and useful survey. Comments cover a wide range of subjects, with none being a particular concern but provide food for thought. The scores re-affirm a good and efficient service.



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