

Dear Mr Kemp

1) The aggregate amount spent by financial year for the past three financial years on recurring customer research with the aim of tracking opinion, reputation, sentiment concerning the council. Recurring means monthly, quarterly, annual or any frequency within this range. This research should include externally or internally commissioned/conducted research. This should include but NOT be limited to research contracted to Ipsos Mori, Infocorp, YouGov, Synovate and Mintel.

Since 1st April 2007 Derbyshire County Council's has spent approximately £48,000 on recurring customer research

In addition the government requires all councils to undertake a bi-annual statutory Place Survey, this survey is designed by central government and administered by local authorities. The cost for the 2008 survey was £6200.

All the surveys have been undertaken in-house so the costs quoted do not include the costs of staff time within the Policy and Research Division who are responsible for running the corporate surveys.

2) Sample blank surveys/questionnaires of any research as described in the previous question that the organisation has undertaken within the past year

Copies of the blank questionnaires used for the county Council's Citizens' Panels run in the last year are available on the county council's website:

May 2009 Citizens' Panel Survey:

http://www.derbyshire.gov.uk/council/have_your_say/consultation_search/Consultation_search_in_dex/citizens_panel_survey_may_2009.asp

February 2010 Citizens' Panel Survey:

http://www.derbyshire.gov.uk/council/have_your_say/consultation_search/Consultation_search_in_dex/citizens_panel_-_february_2010.asp

A blank copy of the questionnaire from the 2009 Residents Survey are available at:

http://www.derbyshire.gov.uk/council/have_your_say/

3) Reports, presentations and results of any research as described in the first question that the organisation has undertaken within the past year

No reports or presentations of the results from the Citizens' Panel Surveys have been produced but the results from the May 2009 panel are also available at the following link:

http://www.derbyshire.gov.uk/council/have_your_say/consultation_search/Consultation_search_in_dex/citizens_panel_survey_may_2009.asp

Results from the February 2010 Citizens' Panel are not yet available.

Results from the 2008 Place Survey are available at:

http://www.derbyshire.gov.uk/council/have_your_say/consultation_search/Consultation_search_in_dex/place_survey.asp

In addition national Place Survey results are available at:

<http://www.communities.gov.uk/publications/corporate/statistics/placesurvey2008>

and:

<http://www.communities.gov.uk/publications/corporate/statistics/placesurvey2008update>

Results from the 2009 Residents Survey are available at:

http://www.derbyshire.gov.uk/council/have_your_say/