

Results Breakdown of Rate Your Division as an Employer

Following on from the staff survey and the People Managers Event we asked a question to all staff in the Department if they would “Rate Your Division as an Employer” to understand their experience working in the department and Division. Instead of asking hundreds of online survey questions and doing in-depth calculations, we asked one powerful question:

“

How likely would you be to recommend your division as an employer to someone you know? (rate your division by selecting a number of stars.)

1 = Not at all likely and 10 = Extremely likely.

”



- ✓ In 2017 we have had 558 responses, 30% of our whole workforce within the department.
- ✓ In 2018 we have had 719 responses to date, 38% of our whole workforce within the department.

Our aim is to reach 1,000 responses in order to then have a strong benchmark. Our intention is to repeat this exercise every 6 months to measure staff experience.

Division	Promoters	Passives	Detractors	Total Number Rated per Division	Net Promoter Score
Leisure 2017	42 (36.21%)	39 (33.62%)	35 (30.17%)	116	6 Good
Leisure 2018	45 (27.4%)	49 (29.9%)	70 (42.7%)	164	-15 Needs Improvement

Division	Promoters	Passives	Detractors	Total Number Rated per Division	Net Promoter Score
Business Support 2017	21 (42%)	18 (36%)	11 (22%)	50	20 Good
Business Support 2018	34 (40.5%)	22 (26.2%)	28 (33.3%)	84	7 Good

Division	Promoters	Passives	Detractors	Total Number Rated per Division	Net Promoter Score
Commissioning 2017	10 (83.33%)	2 (16.67%)	0	12	83 Excellent
Commissioning 2018	2 (18.2%)	6 (54.6%)	3 (27.8%)	11	-10 Needs Improvement

Division	Promoters	Passives	Detractors	Total Number Rated per Division	Net Promoter Score
Homes & Safer Communities 2017	58 (29.44%)	72 (36.55%)	67 (34.01%)	197	-5 Needs Improvement
Homes & Safer Communities 2018	117 (36.1%)	123 (38%)	84 (25.9%)	324	10 Good

Division	Promoters	Passives	Detractors	Total Number Rated per Division	Net Promoter Score
Integrated Services 2017	14 (26.92%)	22 (42.31%)	16 (30.77%)	52	-4 Needs Improvement
Integrated Services 2018	13 (34.2%)	19 (50%)	6 (15.8%)	38	18 Good

Division	Promoters	Passives	Detractors	Total Number Rated per Division	Net Promoter Score
Mental Health, Learning Disability & Safeguarding 2017	32 (30.48%)	38 (36.19%)	35 (33.33%)	105	-3 Needs Improvement
Mental Health, Learning Disability & Safeguarding 2018	15 (21.7%)	34 (49.3%)	20 (29%)	69	-7 Needs Improvement

Division	Promoters	Passives	Detractors	Total Number Rated per Division	Net Promoter Score
Performance, Analysis & Systems Team 2017	5 (62.50%)	3 (37.50%)	0	8	63 Great
Performance, Analysis & Systems Team 2018	8 (72.7%)	3 (27.3%)		11	73 Excellent

Division	Promoters	Passives	Detractors	Total Number Rated per Division	Net Promoter Score
Other 2017	6 (33.33%)	7 (38.89%)	5 (27.78%)	18	6 Good
Other 2018	5 (33.3%)	4 (26.7%)	6 (40%)	15	-7 Needs Improvement

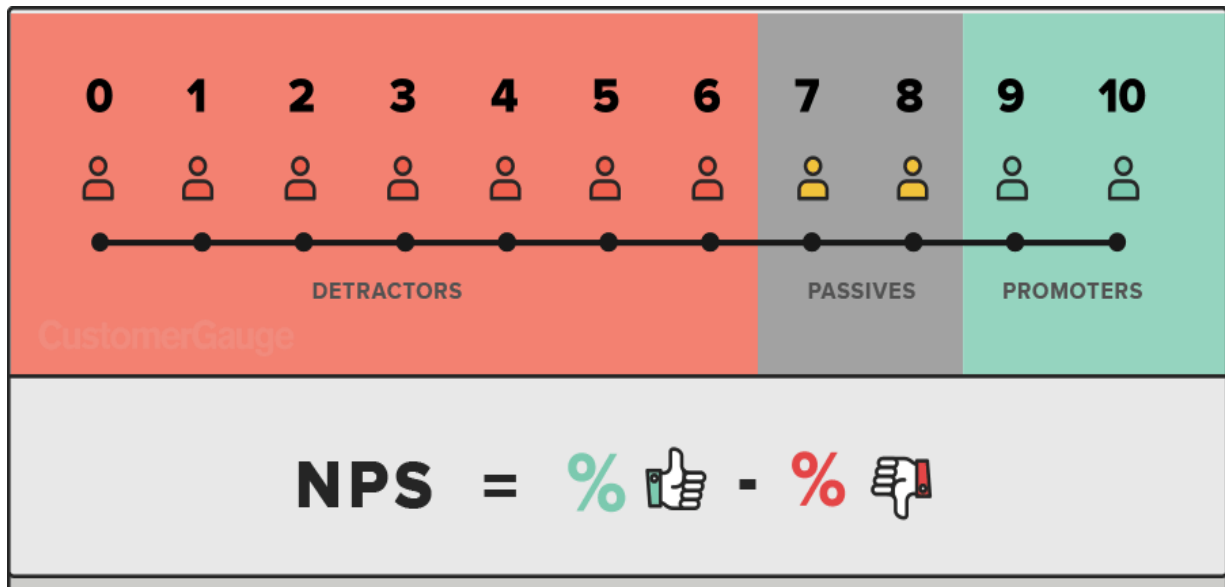
Division	Promoters	Passives	Detractors	Total Number Rated per Division	Net Promoter Score
Department for Communities Total 2017	188 (33.69%)	201 (36.02%)	169 (30.29%)	558	3 Good
Department for Communities Total 2018	241 (33.5%)	260 (36.2%)	218 (30.3%)	719	3 Good

Our overall score for the Department for Communities result is:-

Good

This means we have more promoters than detractors.

Customers that give you a 6 or below are Detractors, a score of 7 or 8 are called Passives, and a 9 or 10 are Promoters.



In order to increase our Promoters we need to change Passives into becoming Promoters. They are indifferent and therefore not interested in helping us improve. And they are much more likely to say they are satisfied but defect.

The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others.

