



Gangmasters
Licensing Authority

Licence Holder Satisfaction Survey - review

April 2015

Version control			Library Reference	
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<i>Date</i>	<i>Version</i>	<i>Changes by:</i>	<i>Reason for change</i>	<i>Status</i>
12/03/2015	0.1	CW	First draft	Initial
10/4/2015	0.2	CW	Correction on stats	

Licence Holder Satisfaction Survey - review

1. Purpose of the Report

- 1.1 This report sets out how the GLA have surveyed licence holders for the last two years, the outcome of these surveys and recommends ways to improve the process

2. Recommendation

- 2.1 The method used to survey licence holder should be changed in line with the recommendations below to improve the return rate and quality of information provided

3. Reasons for Recommendation

- 3.1 Obtaining meaningful feedback from licence holders is vital to ensure that the GLA is engaging effectively and providing the required standard of service.
- 3.2 The GLA Strategy for Protecting Vulnerable and Exploited Workers 2014-17 includes a delivery plan target to:

“By January 2015 to have improved the licence holder survey response rate to 15%.”

“Improve the satisfaction of licence holders with the service provided by the GLA to 85% in year one and reviewed /revised thereafter (2013-14 baseline = 78%).”

- 3.3 969 licence holders and 31 applicants were surveyed. 111 licence holders and applicants replied. So a response rate of 11.7%, in comparison to 10.7% last year.
- 3.4 In 2014 the GLA had an average score of 7.8 out of ten, this got put in as 78% when it was actually 83%. This year the average score was 8.16 out of 10 which is 86% satisfaction rate and an increase of 3% in real terms.
- 3.5 Currently, the Licensing Team spends around 80 hours undertaking and analysing the survey. On the analysis of the results, it does not seem the most effective way to survey and it does not produce tangible results which can assist the GLA in improving its performance.
- 3.6 Therefore, the following suggested approach to surveys is made:

Section	Team	Way of surveying
Application process	Licensing	Online survey sent from the Licensing Team at the end of the process
GLA inspection	Compliance and Licensing	Covered by the compliance teams current survey

Licence maintenance	Licensing	Online survey sent from the Licensing Team at the end of the process
Renewal process	Licensing	Online survey sent from the Licensing Team at the end of the process
Advice and guidance	Licensing	Online survey sent from the Licensing Team at the end of the process
Reporting Intelligence	Intelligence	Link to an online survey on the GLA website on the reporting intelligence page
GLA website	Communications	A survey to pop up on the website when people use it
General questions	Organisational	Issue a short survey annually to licence holders regarding the remaining questions.

- 3.7 The above would see the relevant teams above (save for Intelligence and Communications) issue a short survey at the relevant time. This should improve not only the response rate but also the quality of information received:
- Being online will make it easier for people to complete, as they will not have to email or post this back,
 - Being shorter, people are more likely to complete it, and
 - Being asked at the relevant time, should lead to more useful information as well as increase the response rate.
- 3.8 It is proposed that the above surveys should be run through survey monkey. As this will allow people to complete this online, as well as it providing statistical analysis.
- 3.9 Consideration should be given as to the percentage of respondents the GLA wishes to survey. It may be better to sample a % of LP's and extrapolate if you get a higher return rate.

4. Summary of Key Points

- 4.1 Currently, the GLA issues an annual survey to all GLA licence holders and applicants ("respondents") in order to obtain their opinions on the application process, GLA inspections, licence maintenance, the renewal process,

receiving advice and guidance, reporting intelligence and use of the GLA's website. The GLA separately surveys stakeholders.

- 4.2 The respondents are asked to complete the sections of the form that are relevant if they have experienced any of those headings in the previous 12 months. On average it would take 5-10 minutes to complete. See annex A
- 4.3 The survey is emailed to all respondents where the GLA holds an email address and posted to the remainder. A reminder was sent by email (or post as applicable) during the survey period in 2013.
- 4.4 This year, the licensing team as well as an email reminder being sent, sent reminders when people emailed in with enquires, mentioned the survey during phone calls, and also reminded licence holders during renewal.
- 4.5 Despite this extra effort, the targets regarding this survey were not met or just met. Further, the information received does not hold the value which it could due to the low response rate, and the fact that this is an annual survey.

5. Financial Implications and Budget Provision

- 5.1 The basic free Survey Monkey package would not be sufficient due to the question limitations, the limitations regarding the number of responses, analysis of information as well as the inability to suitably brand the questionnaire. Therefore, the cost involved would be either £26 per month (or £229 per year) for the select plan, or £299 per year for the gold plan. More research would need to be done regarding which package would be most suitable. It could be used to facilitate other surveys e.g. Staff Survey and the stakeholder survey

6. Organisational Risks

- 6.1 If we do not obtain feedback from Licence Holders, they are likely to feel disengaged with the GLA and it will impede the organisation from improving and meeting its strategic priorities.

7. Policy Implications and Links to Strategic Priorities

- 7.1 This links to the strategic priority, "maintain credible licensing scheme creating level playing field & promoting growth".

8. Details of Consultation/EQIA

- 8.1 Not applicable

9. Background Papers and Relevant Published Documents

- 9.1 GLA Licence Holder and Applicants Satisfaction Survey 2014 (appendix A)

The GLA Strategy for Protecting Vulnerable and Exploited Workers 2014 - 2017.

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APPENDIX A

GLA Licence Holder and Applicants Satisfaction Survey 2014

The closing date for responses is 29 December 2014. Please return the form by:

Email: survey@gla.gsi.gov.uk or **Post:** Satisfaction Survey, GLA, PO Box 10272, Nottingham NG2 9PB

Name (optional)	Business Name (optional)																					
1. Are you:	a licence holder <input type="checkbox"/>	an applicant <input type="checkbox"/>																				
2. What is the turnover of your business in the GLA licensed sectors?	£10 million or more <input type="checkbox"/> From £1 million to less than £5 million <input type="checkbox"/>	From £5 million to £10 million <input type="checkbox"/> Less than £1 million <input type="checkbox"/>																				
3. Did you apply for a licence in the past 12 months?	Yes (go to question 4) <input type="checkbox"/>	No (go to question 8) <input type="checkbox"/>																				
Application Process – ONLY IF APPLIED IN THE LAST 12 MONTHS																						
4. How long have you been licensed?	years	months																				
5. Overall, how satisfied were you with the application process? <i>1 is very dissatisfied, 10 is completely satisfied</i>	<table border="0"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td> </tr> <tr> <td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td> </tr> </table>		1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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6. How easy was the application form to complete? <i>1 very difficult, 10 very easy</i>	<table border="0"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td> </tr> <tr> <td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td> </tr> </table>		1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7	8	9	10													
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>													
7. How convenient were the methods for paying the application fee (the methods of payment are BACS, CHAPS, Faster Payment Service, cheque, bankers draft or international credit transfer)? <i>1 is not at all convenient, 10 is very convenient</i>	<table border="0"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td> </tr> <tr> <td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td> </tr> </table>		1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>													
GLA Inspections																						
8. Have you been inspected by the GLA in the past 12 months?	Yes (go to question 9) <input type="checkbox"/>	No (go to question 15) <input type="checkbox"/>																				
9. Did the inspector explain the inspection process?	Yes <input type="checkbox"/>	No <input type="checkbox"/>																				
10. Did the inspector provide copies of the explanatory leaflet "Inspection Information Sheet" and the GLA Compliance Code of Practice?	Inspection information sheet <input type="checkbox"/> Both <input type="checkbox"/>	Compliance Code of Practice <input type="checkbox"/> Neither <input type="checkbox"/>																				
11. How satisfied were you with the thoroughness of the inspection? <i>1 is very dissatisfied, 10 is completely satisfied</i>	<table border="0"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td> </tr> <tr> <td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td> </tr> </table>		1	2	3	4	5	6	7	8	9	10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7	8	9	10													
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>													
12. How professional and courteous was the inspector? <i>1 is not at all professional and courteous, 10 is very professional and courteous</i>																						

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Did the inspector properly explain any areas of concern? Yes No

14. How satisfied were you with the length of time for you to be informed of the result of the inspection?
1 is very dissatisfied, 10 is completely satisfied

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Licence Maintenance

15. Have you had to update your licence record in the past 12 months? Yes (go to question 16) No (go to question 17)

16. How satisfied were you with the process for updating your licence record?
1 is very dissatisfied, 10 is completely satisfied

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Renewal Process

17. Have you renewed your licence in the past 12 months? Yes (go to question 18) No (go to question 20)

18. Overall, how satisfied were you with the process for renewing your licence?
1 is very dissatisfied, 10 is completely satisfied

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. How convenient were the methods for paying the renewal fee (the methods of payment are BACS, CHAPS, Faster Payment Service, cheque, bankers draft or international credit transfer)?
1 is not at all convenient, 10 is very convenient

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Advice and Guidance

20. Have you telephoned the GLA helpline in the past 12 months? Yes (go to question 21) No (go to question 23)

21. Overall, how satisfied were you with telephoning the GLA helpline?
1 is very dissatisfied, 10 is completely satisfied

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22. Was your call handled in a professional and courteous manner?
1 is not at all professional and courteous, 10 is very professional and courteous

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. Have you written to the GLA for advice in the past 12 months (either by email or letter)? Yes (go to question 24) No (go to question 25)

24. How satisfied were you with the way the GLA handled your query?
1 is very dissatisfied, 10 is completely satisfied

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Reporting Intelligence

25. Have you reported intelligence to the GLA in the past 12 months? Yes (go to question 26) No (go to question 30)

26. After you had reported intelligence, did you understand what would happen next? Yes No

27. Overall, how satisfied were you with the process for reporting intelligence?
1 is very dissatisfied, 10 is completely satisfied

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

28. How did you report intelligence to the GLA? by telephone (go to question 29) email / through the GLA website (go to question 30)

29. Was your call to report intelligence handled in a professional and courteous manner?
1 is not at all professional and courteous, 10 is very professional and courteous

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

GLA Website

30. Have you visited the GLA website in the past 12 months? Yes (go to question 31) No (go to question 32)

31. How satisfied were you with the GLA website?
1 is very dissatisfied, 10 is completely satisfied

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

General Questions

32. For your business over the past 12 months, has GLA licensing:

	Significantly	Slightly	No impact	Difficult to say
Increased operating costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduced profit margins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pushed labour providers into sectors not covered by the GLA scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduced fraud / illegal activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

33. Do you have any views on how the GLA might improve its licensing scheme?

34. Overall, how satisfied are you with the GLA's performance?
1 is very dissatisfied, 10 is completely satisfied

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

35. Do you have any additional comments?

36. Would you be interested in attending a
GLA licence holder conference?

Yes

No

Thank you for completing this survey