

**Cherwell District Council**

**Customer Insight  
Report**

**1<sup>st</sup> April – 30<sup>th</sup> June 2013**



DISTRICT COUNCIL  
NORTH OXFORDSHIRE

## 1. Introduction

### 1.1 What is customer insight?

Customer insight is the broad term used to describe the process of using data and information about our residents to better understand their needs, expectations, behaviours and experiences. This information can then be used to target services and communications around the needs of different customer groups.

### 1.2. What information is available about our residents?

Information about our customers (our residents) is available from a variety of sources. The results of the 2011 Census provides a vast amount of demographic data on those living within the district. This information is summarised in a number of profiles currently available on the Cherwell website and detailed ward profiles are currently in development.

However, information about our customers is also collected through our interactions with residents. This can be through formal consultations, focus groups, customer feedback, customer complaints, and our website and through social media. Elected Members also provide officers with an important source of customer insight, often being the first to hear of issues impacting local areas.

### 1.2. What is the purpose of this report?

The purpose of this report is to pull together various customer insight sources available to the Council on a quarterly basis and to attempt to highlight trends and areas of importance to our customers.

This is the first report of its kind for Cherwell District Council and as a result it is acknowledged that the content and format of the report is likely to develop over the course of the year. Therefore feedback on the content and format of this report is most welcome.

## 2. Latest News / Consultation Results

During this period, Cherwell residents had an opportunity to have their say on three consultations, the 'Community Governance Review', 'Local Validation Checklist' and the 'Compulsory Purchase Order, Crown House'. All consultations were available on our Online Consultation Portal <http://consult.cherwell.gov.uk/portal/>

Additionally during this time we gathered feedback from Cherwell residents who used our specific services including 'Oxfordshire Business Enterprises' and 'Bulky Collections'. We also engaged and consulted with residents who attended our community events organised as part of Brighter Futures in Banbury Programme. In April we also ran a specific workshop on the Welfare Reform and held a meeting of the Cherwell Faith Forum. In June, a meeting of the Cherwell Disability Forum was held.




For more information on consultations or community engagement events please contact Michal Gogut, [michal.gogut@cherwellandsouthnorthants.gov.uk](mailto:michal.gogut@cherwellandsouthnorthants.gov.uk) or 01295 22 1575.

### 3. GovMetric Report

The Council uses GovMetric as a mechanism for capturing customer feedback about its services. GovMetric asks customers to rate their experience as either 'Good', 'Average' or 'Poor' based on a system of smiley faces. Feedback can be provided by telephone and via the website.






#### Overall satisfaction




			
<b>Number Of Respondents</b>	2,949	94	254
<b>Percentage Of Respondents</b>	89.5%	2.9%	7.7%

A total of 2,949 responses were logged with the GovMetric system during the period 1<sup>st</sup> April 2013 to 30<sup>th</sup> June 2013. Overall satisfaction with Council services was very high; however 7.7% of respondents said the service they received was poor.

#### 1.1 Overall satisfaction by channel

<u>Telephone Satisfaction</u>			
<b>Number Of Respondents</b>	2,693	12	0
<b>Percentage Of Respondents</b>	99.6%	0.4%	0.0%




Telephone satisfaction rates are exceptionally high, with 99.6% of respondents stating that the service they received was good. Only 12 respondents stated that the service they received was average and no respondents stated the service they received was poor.

<u>Website Satisfaction</u>			
<b>Number Of Respondents</b>	256	82	254
<b>Percentage Of Respondents</b>	43.2%	13.9%	42.9%

Website satisfaction rates are considerably lower than those for telephone satisfaction; however this is to be expected. 43.2% of respondents through the website rated their satisfaction as good, compared to 42.9% who rated their satisfaction as poor.

## 1.2 Service satisfaction

The following tables provide a breakdown of the GovMetric responses by service areas and highlight some examples of the comments by respondents.

Service	Number Of Respondents			
Benefits	671	99%	0%	1%
Council Information	21	43%	14%	43%
Council Tax	1,128	97%	1%	2%
Environmental Services	130	78%	5%	16%
Housing	324	91%	4%	5%
Licensing	5	40%	0%	60%
Planning & Building Control	53	38%	9%	53%
Sports, Leisure & Arts	21	67%	5%	29%
Streets & Parking	33	52%	21%	27%
Waste & Recycling	527	91%	4%	5%
Other Services	154	86%	3%	11%
Uncategorised	228	53%	19%	39%

Council Tax received had the highest number of respondents and achieved an exceptionally high satisfaction rate with 97% rating their experience of good.

The highest volume of responses was for Benefits, Council Tax, Waste & Recycling and Housing services. The overall satisfaction rate for these service areas for the period was excellent.

A number of service areas received a low number of responses during this period making a direct comparison across all services difficult.

At present a high number of responses are 'uncategorised'. Officers are currently working with GovMetric to identify the reasons for this.

## 3. Complaints Report

A new Corporate Management Process for both Cherwell District and South Northamptonshire Council was introduced on 1 July 2013. Both councils have now moved to a more effective two phase approach, replacing the old three stage complaints system. The complaints reported here were recorded under the old three stage process.

### 4.1 Total number of complaints

	Quarter 1 (Apr – June)	Quarter 2 (Jul – Sept)	Quarter 3 (Oct – Dec)	Quarter 4 (Jan-March)
Stage 1 Complaints	56	-	-	-
Stage 2 Complaints	5	-	-	-
Stage 3 Complaints	2	-	-	-

A total of 63 complaints were received and recorded during the period 1<sup>st</sup> April to 30<sup>th</sup> June 2013. 5 of these were 'Stage 2' complaints and 2 were 'Stage 3' complaints.

No of Complaints Received	Acknowledged within 3 working days		Responded to with 10 working days		Unknown (No response date logged)	
	No.	%	No.	%	No.	%
63	57	90.5%	21	33.3%	35	55.6%

Of the 63 complaints received, 90.5% were acknowledged within 3 days. The majority of these complaints were acknowledged on the same day that they were received.

Only 21 out of 63 complaints were recorded as being responded to within 10 working days. A large number of the complaints received during this period (55.6%) do not have a response data logged on the system. This needs to be investigated further to ensure that accurate reporting can take place in the future.

### 4.2 Complaints by service area

Complaints are logged in LAGAN in line with the new reporting process. However, there is a need to update the service categories that complaints are recorded against. This issue is being addressed and service categories will be updated to reflect the new service structure implemented by JMT on 1<sup>st</sup> September 2013.

Service Area	No of Complaints Received	Acknowledged within 3 working days		Responded to with 10 working days		Unknown (No response date logged)	
		No.	%	No.	%	No.	%
Amenity Services	12	12	100%	4	33.3%	8	66.7%
Council Tax	9	9	100%	0	0%	9	100%
Customer Service	5	5	100%	0	0%	4	80%
Benefits	6	3	50%	0	0%	6	100%
Planning	5	5	100%	4	80%	1	20%
Environmental Services	11	11	100%	8	72.2%	3	27.3%
Urban & Rural Services	6	5	83.3%	3	50%	0	0%
Other Services	9	7	77.8%	2	22.2%	4	44.4%

#### 4.3 Reasons for complaint

The following table provides a breakdown of the reasons for each complaint received.

Reason for complaint	Number of complaints	% of all complaints
Services not being delivered / Delivered at a lower standard	19	30.2%
Disagreement about a decision	16	25.4%
Attitude of staff	11	17.5%
Policy decision	1	1.6%
Neglect or delay in responding to customer	6	9.5%
Failure to follow agreed policy and/or procedure	3	4.8%
Unknown	7	11.1%

The main reasons for complaints during this period were services not being delivered or delivered at a lower standard, disagreements about a decision and the attitude of staff.

#### **4.4 Lessons learned / Service improvements**

This section will provide examples of complaints received during each quarter, the response given by the Council and any lessons learned or service improvements made as a result of the complaint.

However, as the new complaints process was implemented from the 1<sup>st</sup> July 2013, the number of lessons learnt or service improvements recorded prior to this date was very low. For future reports, examples of lessons learnt will be presented in the following format:

<b>Complaint</b>
<b>Response</b>
<b>Lessons learnt / Service improvements</b>

#### **4.4 Ombudsman Complaints**

In 2012/13, the Local Government Ombudsman received 16 complaints about Cherwell District Council.

This is higher than the average number of complaints received by District/Borough Councils (recognising considerable population variations between authorities of a similar type). The average number of complaints received by District/Borough Councils was 10.

## 4. Media Enquiries

The Communications Team produces a monthly media monitoring report, detailing how the Council has been reported on in the local news, whether the news item was positive or negative and what media enquiries and news releases occurred during the month. This section is a high level summary of those reports for the period 1<sup>st</sup> April to 30<sup>th</sup> June 2013. For further detail, please contact the Communications Team.

	Total number of media items	Positive	Neutral	Negative
April	161	37.9%	59.6%	2.5%
May	139	44%	52%	4%
June	208	40%	56%	4%
Total Quarter 1	508	40.4%	56.0%	3.5%

This section of the report is one which will be developed over the course of the year to include more detail on the service areas being reported on in the media.

## 5. Social Media

Social Media is a powerful tool for engaging and communicating with customers. The Council has a Facebook page and a Twitter account which allows us to communicate directly with any residents who have decided to 'like' or 'follow' us on these social media sites. They also allow residents to communicate directly with the Council. The Communications Team manages the Council's social media presence.

This section of the report is one which will be developed over the course of the year to reflect the Council's growing social media presence and the importance of social media for engaging with customers.

### 5.1 Twitter

The council currently has 3665 followers on Twitter, we are following 70 and we have tweeted 1373 times. Follow us on Twitter [@Cherwellcouncil](#)



### 5.2 Facebook

The Council is also on Facebook, we currently have 226 likes. Take a look and start following us - click on the link to our page:

<https://www.facebook.com/cherwelldistrictcouncil>





## 6. Website Interaction



The following provides an overview of how customers access the Cherwell website and how they behave on the site.

### 6.1 Visitor Statistics

	01/04/13 – 30/06/13
Number of visitors	179,183
Number of unique visitors	90,867
Number of page views	844,703

### 6.2 How customers access our website (search engine terms)

The following are the top 5 search terms that have been used across all search engines and referred visitors to the website during the period 1<sup>st</sup> April – 30<sup>th</sup> June 2013.

Rank	External Search Term	Number of visits
1.	cherwell district council	18,074
2.	cherwell	2,406
3.	cherwell district council planning	1,778
4.	cherwell council	1,466
5.	cherwell planning	672

### 6.3 What customers search for on our website (search function on website)

Rank	Internal Search Term	Number of visits	Number of occurrences
1.	elections	36	36
2.	election results	18	18
3.	choice base	14	14
4.	contact	10	10
5.	10/00359/f	10	10

Elections was the most popular internal search term used on the website during the period 1<sup>st</sup> April – 30<sup>th</sup> June 2013.

## 6.4 Most popular pages

Rank	External Page	Page Views
1.	Homepage	76,703
2.	Public Access search results	42,827
3.	Public Access homepage (publicaccess.cherwell.gov.uk)	31,972
4.	Site search results	25,729
5.	View/comment on a planning application	23,793
6.	Planning landing page	19,979
7.	Job vacancies	9,888
8.	Public Access planning applications weekly list	7,753
9.	Recycling & waste landing page	7,743
10.	Council Tax landing page	7,399

Five of the ten most popular pages for the period 1<sup>st</sup> April – 30<sup>th</sup> June 2013 were planning web pages. Search results from the planning register was by far the most popular page, however this figure is likely to be inflated by users carrying out multiple searches.

## 7. Members Insight

This section of the report will be developed over the course of the year to allow Elected Members to provide their own insight into issues and/or areas of concern for residents.

Please contact Hedd Vaughan-Evans, Research & Intelligence Officer for further details:  
[Hedd.vaughanevans@cherwellandsouthnorthants.gov.uk](mailto:Hedd.vaughanevans@cherwellandsouthnorthants.gov.uk)

## 7. Summary

As this is the first report of its kind it is not possible to comment on any emerging trends, however there are some clear messages to be taken from the data for this period.

### Customer Satisfaction

Overall, the customer feedback collected through GovMetric for the period 1<sup>st</sup> April to 30<sup>th</sup> June 2013 is very positive, in particular the feedback collected by telephone.

However, website satisfaction rates are considerably lower and this will need to be taken into consideration as the Council continues to encourage residents to access services via the website.

### Complaints

There is an issue with how the complaints have been recorded over this period as 55.6% of complaints received do not have a response date recorded on the system. This needs to be addressed to ensure that accurate complaints reporting can take place.

### Website Interactions

From analysing the website statistics it is clear that other than the home page; 'Planning' or information related to planning applications is the most popular area for visitors.