

Cherwell District Council

**Customer Insight
Report**

1st January – 31st March 2014



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 help improve our understanding of 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.

2. Latest News / Consultation Results

During this period, the Council carried out the Budget consultation with Cherwell residents with no comments or responses.

There was also a joint CDC/SNC staff consultation on travel which resulted in 301 responses.

All consultations were available on our Online Consultation Portal

<http://consult.cherwell.gov.uk/portal/>.

For more information on consultations or community engagement events please contact Michal Gogut, Consultation and Engagement Officer on 01295 221575 or




michal.gogut@cherwellandsouthnorthants.gov.uk.

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




			
Number Of Respondents	469	87	292
Percentage Of Respondents	55%	10%	34%
Trend (compared to Q1)	↓ 3%	↓ 2%	↑ 5%

There were 848 responses in the period 1 January – 31 March 2014 compared to a total of 788 responses during the previous quarter. Overall satisfaction with Council services was down on the previous quarter at 55% compared to 58%, while 34 % of respondents said the service they received was poor.

1.1 Overall satisfaction by channel

<u>Telephone Satisfaction</u>			
Number Of Respondents	185	13	6
Percentage Of Respondents	91%	6%	3%




Telephone satisfaction rates remained good and higher than the previous quarter.

<u>Website Satisfaction</u>			
Number Of Respondents	284	74	286
Percentage Of Respondents	44%	11%	44%

Website satisfaction rates are considerably lower than those for telephone satisfaction; however this is to be expected. Equal split between those who were satisfied and those who were not.

1.2 Service satisfaction

The following tables provide a breakdown of the GovMetric responses by service areas.

Service	Number Of Respondents			
Benefits	17	65%	6%	29%
Council Tax	55	42%	15%	44%
Environmental Services	54	67%	9%	24%
Housing	46	54%	4%	43%
Planning & Building Control	52	29%	15%	56%
Streets & Parking	33	36%	9%	55%
Waste & Recycling	120	58%	7%	36%
Other Services*	24	12%	29%	58%
Uncategorised**	149	43%	9%	48%

* Service areas with fewer than 25 responses are included in 'Other Services' along with responses that cannot be attributed to one specific service area.

Service areas receiving the most number of responses were, Council Tax and Waste and Recycling. Satisfaction

Planning and Building Control and Streets and Parking again received the highest percentage of respondents stating that the service they received was poor.

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. From the 1st January 2014 the responsibility of complaints policy, management and reporting transferred into the Performance and Insight Team.

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	66	36	47
Stage 2 Complaints	5	5	5	7

Stage 3 Complaints	2	n/a (new 2 stage process)	n/a (new 2 stage process)	n/a (new 2 stage process)
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A total of 54 complaints were received and recorded during the period 1st January to 31st March 2014. There were 47 'Stage 1' complaints and 7 'Stage 2' complaints.

No of Complaints Received	Acknowledged within 3 working days		Responded to within 10 working days		Unknown (No response date logged)	
	No.	%	No.	%	No.	%
54	54	100%	44	81%	1	2%

Of the 54 complaints received, 100% were acknowledged within 3 days. The majority of these complaints were acknowledged on the same day that they were received.

81% of complaints were recorded as being responded to within 10 working days; although against 8 of these 10 the complainant had agreed to investigation response extensions due to site visits.

No of Complaints Received	Valid Complaints		Invalid Complaints		Unknown	
	No.	%	No.	%	No.	%
54	21	39%	32	59%	1	2%

21 out of 54 complaints (39%) were recorded as valid during this period, with well over half (59%) being recorded as invalid.

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.

Service Area	No of Complaints Received	Acknowledged within 3 working days		Responded to within 10 working days		Valid Complaints	
		No.	%	No.	%	No.	%
Waste Services	8	8	100%	8	100%	5	62.5%
Council Tax	9	9	100%	9	100%	3	33%
Benefits	6	6	100%	5	83%	1	16%
Planning	10	10	100%	2	20%	2	20%

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	% Valid Complaints
Services not being delivered / Delivered at a lower standard	29	54%	26%
Disagreement about a decision	10	19%	4%
Attitude of staff	7	13%	4%
Neglect or delay in responding to customer	3	6%	100%
Failure to follow agreed policy and/or procedure	2	4%	0%
Policy decision	3	6%	0%

The main reason for complaints received during this period was for services not being delivered or delivered at a lower standard.

4.4 Identifying Trends

19% of complaints received in Quarter 4 were in relation to planning although only 2 of those 10 complaints were recorded as valid.

Planning - Reason for complaint	Number of complaints	% of service complaints	% Valid Complaints
Services not being delivered / Delivered at a lower standard	3	30%	33%
Attitude of staff	0	0%	0%
Disagreement about a decision and policy	6	60%	17%
other	1	10%	0%

4.5 Local Government Ombudsman (LGO) Complaints

Service Area	Quarter 1 (Apr – June)	Quarter 2 (Jul – Sept)	Quarter 3 (Oct – Dec)	Quarter 4 (Jan-March)
Benefits	0	1	0	2
Planning & Building Control	1	1	2	0
Highways & Transport	1	0	-	1

Housing	0	0	1	0
Other	0	2	1	0

Three further ombudsman complaints received in Q4 bringing the total to thirteen received in year.

The outcome of the 10 LGO complaints received so far in 2013/14 is summarised below:

- 2 x “Not Investigated (LGO Discretion)”
- 1 x “No Maladministration (letter only)”
- 3 x “Not in jurisdiction & discretion not exercised”
- 1 x “Premature”
- 4 x still awaiting outcome from LGO
- 1 x Investigation complete and satisfied with authority actions
- 1 x Discontinued investigation

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 1st January to 31st March 2014..

	Total number of media items	Positive	Neutral	Negative
January	205	37%	61%	2%
February	160	46%	48%	6%
March	192	48%	47%	5%
Total Quarter 4	557	43%	52%	4%

During this period, the Council received 261 enquiries and issued 50 press releases. For further detail on the nature of these enquiries and press releases please contact the Communication Team on 01295 227941 or communications.team@cherwell.gov.uk.

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.

5.1 Twitter

The council currently has 4214 followers on Twitter, an increase of 279 since the Quarter 2 report. The Council has tweeted 1906 times. Follow us on Twitter [@Cherwellcouncil](#)

The Council's Waste and Recycling department also has its own Twitter account with 916 followers and have tweeted 2,010 times. Follow them on Twitter on [@CherwellRecycle](#)

5.2 Facebook

The Council is also on Facebook and currently has 3,324 likes, which is significantly higher than the 1,394 likes reported on in Quarter 2. 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

	01/01/14 – 31/03/14	Compared to Quarter 3
Number of visitors	181844	+60615
Number of unique visitors	99134	+26685
Number of page views	797035	+ 162293

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 1st January– 31st March 2014.

Rank	External Search Term	Number of visits
1.	Cherwell District Council	5858
2.	Cherwell District Council planning	636
3.	Cherwell Council	465
4.	Cherwell	300
5.	Cherwell .gov.uk	287

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

The following are the top 5 search terms that have been used on the website during the period 1st January– 31st March 2014.

Rank	External Search Term	Number of visits
1.	Apprenticeship	8
2.	Graven Hill	5
3.	Recycling & Waste landing page http://www.cherwell.gov.uk/index.cfm?articleid=1760	4
4.	Recycling & Waste landing page http://www.cherwell.gov.uk/index.cfm?articleid=1760	4
5.	Ease End Lane Adderbury	4

6.4 Most popular pages

Rank	External Page	Page Views
1.	Public access search results	49667
2.	Homepage	45392
3.	Public access homepage	38150
4.	View/comment on a planning application	30178
5.	Site search results	23522
6.	Planning landing page http://www.cherwell.gov.uk/index.cfm?articleid=1717	14205
7.	Contact us	11258
9.	Job vacancies	8613
9.	Public access weekly list page 1	8450
10.	Recycling & Waste landing page http://www.cherwell.gov.uk/index.cfm?articleid=1760	6557

Planning is still one of the most visited areas of the website

7. Summary

Customer Satisfaction

Overall satisfaction with Council services was down on the previous quarter at 55% compared to 58%, while 34 % of respondents said the service they received was poor.

Complaints

21 out of 54 complaints were recorded as valid during this period with a high proportion (43) being responded to within 10 working days.

Website Interactions

'Planning' or information related to planning applications remains the most popular area on the website for visitors.