

Cherwell District Council

**Customer Insight
Report**

1st April – 30th June 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	585	94	235
Percentage Of Respondents	64%	10%	26%
Trend (compared to Q1)	↑ 9%	0% no change	↓ 8%

There were 914 responses in the period 1 April – 30 June 2014 compared to a total of 848 responses during the previous quarter. Overall satisfaction with Council services was up on the previous quarter at 64% compared to 55%, while 26 % of respondents said the service they received was poor.- which is a decrease on the previous quarter.

1.1 Overall satisfaction by channel

<u>Telephone Satisfaction</u>			
Number Of Respondents	367	30	7
Percentage Of Respondents	91%	7%	2%




Telephone satisfaction rates remained the same as the previous quarter

<u>Website Satisfaction</u>			
Number Of Respondents	218	64	228
Percentage Of Respondents	43%	13%	45%

Website satisfaction rates are considerably lower than those for telephone satisfaction; however this is to be expect and the percentage satisfaction levels remain constant reach quarter.

1.2 Service satisfaction

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

Service	Number Of Respondents			
Benefits	111	90%	5%	5%
Council Tax	210	83%	9%	8%
Environmental Services	33	72%	9%	19%
Housing	44	54%	11%	34%
Planning & Building Control	24	25%	12%	63%
Streets & Parking	38	58%	8%	34%
Waste & Recycling	157	68%	10%	22%
Other Services*	33	48%	18%	33%
Uncategorised**	166	45%	13%	42%

* 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, as in previous quarters.

Planning and Building Control and Streets and Parking again received the highest percentage of respondents stating that the service they received was poor and this quarter Housing also had a higher proportion of unsatisfied customers.

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	72			
Stage 2	6			

Complaints

A total of 78 complaints were received and recorded during the period 1st April to 30th June 2014. There were 72 'Stage 1' complaints and 6 '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.	%
78	77	99%	60	77%	3	4%

Of the 78 complaints received, 99% were acknowledged within 3 days. The majority of these complaints were acknowledged on the same day that they were received.

77% of complaints were recorded as being responded to within 10 working days. Of the 18 which exceeded the 10 day response time 5 were granted extensions and 3 were still open at the end of the quarter.

No of Complaints Received	Valid Complaints		Invalid Complaints		Unknown	
	No.	%	No.	%	No.	%
78	36	46%	37	47%	5	6%

36 out of 78 complaints (46%) were recorded as valid during this period

4.2 Complaints by service area

Service Area	No of Complaints Received	Acknowledged within 3 working days		Responded to within 10 working days		Valid Complaints	
		No.	%	No.	%	No.	%
Waste Services	16	16	100%	16	100%	12	75%
Council Tax	12	12	100%	12	100%	2	17%
Benefits	6	6	100%	5	83%	4	66%
Planning	12	12	100%	4	33%	2	17%

During the period extensions to the 10 day response time were granted to 4 complaints – 2 were Planning and 2 were Housing.

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
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Services not being delivered / Delivered at a lower standard	39	50%	38%
Disagreement about a decision	14	14%	29%
Attitude of staff	8	10%	62%
Neglect or delay in responding to customer	9	12%	44%
Failure to follow agreed policy and/or procedure	4	5%	25%
Policy decision	1	1%	0%

The main reason for complaints received during this period was for services not being delivered or delivered at a lower standard. Three complaints are still open and are to be confirmed.

4.4 Identifying Trends

20% of complaints received in Quarter 1 were in relation to Waste Services and 12 of those 16 complaints were recorded as valid.

Waste Services - Reason for complaint	Number of complaints	% of service complaints	% Valid Complaints
Services not being delivered / Delivered at a lower standard	11	69%	92%
Attitude of staff	3	19%	25%
Disagreement about a decision and policy	2	12%	17%

The majority of complaints 7 out of 11 related to missed bins

4.5 Local Government Ombudsman (LGO) Complaints

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

The outcome of the 2 LGO complaints received so far in 2014/15 is summarised below:

- 1 x “not upheld - no maladministration”
- 1 x ongoing

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 April to 30th June 2014..

	Total number of media items	Positive	Neutral	Negative
April	158	45%	49%	6%
May	98	40%	55%	5%
June	195	50%	47%	3%
Total Quarter 1	451	46%	49%	5%

During this period, the Council received 249 enquiries and issued 86 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 4663 followers on Twitter, an increase of 449 since the Quarter 4 report in March 2014. The Council has tweeted 1906 times. Follow us on Twitter [@Cherwellcouncil](https://twitter.com/Cherwellcouncil)



5.2 Facebook

The Council is also on Facebook and currently has 4459 likes, which is significantly higher than the 3,324 likes reported on in March 2014. 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 previous quarter
Number of visitors	186956	+5112
Number of unique visitors	100231	+1097
Number of page views	773848	- 23187

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 April– 30th June 2014.

Rank	External Search Term	Number of visits
1.	Cherwell District Council	5494
2.	Cherwell District Council planning	677
3.	Cherwell Council	453
4.	Cherwell	293
5.	Cherwell planning	265

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 April– 30th June 2014..

Rank	External Search Term	Number of visits
1.	Bus pass	7
2=	Burning rubbish in the garden	5
	Election results	5
	Housing Benefit	5
5.	Bicester	4

6.4 Most popular pages

Rank	External Page	Page Views
1.	Public access search results	44071
2.	Homepage	43642
3.	Public access homepage	38594
4.	View/comment on a planning application	28247
5.	Site search results	22139
6.	Contact us	12957
7.	Planning landing page (friendly URL '/planning')	11911
8.	Recycling & Waste landing page	7702
9.	Job vacancies	8613
9.	Planning landing page (full length URL) http://www.cherwell.gov.uk/index.cfm?articleid=1717	6618
10.	Public access weekly list	6431

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.