

**Cherwell District Council**

**Customer Insight  
Report**

**1<sup>st</sup> July - 30<sup>th</sup> September 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 a joint CDC/SNC staff consultation on travel  
There are two other shared consultations due to close on 7 December, namely Noise Policy and Noise Investigation Procedure and Enforcement Policy.

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](mailto: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




			
<b>Number Of Respondents</b>	394	82	235
<b>Percentage Of Respondents</b>	57%	12%	31%
<b>Trend (compared to Q1)</b>	↓ 7%	↑ 2%	↑ 5%

There were 694 responses in the period 1 July – 30 September 2014 compared to a total of 914 responses during the previous quarter. Overall satisfaction with Council services was down on the previous quarter at 57% compared to 64%, while 31 % of respondents said the service they received was poor.- which is an increase of 5% on the previous quarter.

#### 1.1 Overall satisfaction by channel

<u>Telephone Satisfaction</u>			
<b>Number Of Respondents</b>	148	8	3
<b>Percentage Of Respondents</b>	93%	5%	2%




Telephone satisfaction rates remained the same as the previous quarter

<u>Website Satisfaction</u>			
<b>Number Of Respondents</b>	246	74	215
<b>Percentage Of Respondents</b>	46%	14%	40%

Website satisfaction rates are considerably lower than those for telephone satisfaction; however this is to be expected 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	47	85%	4%	11%
Council Tax	105	73%	15%	11%
Environmental Services	58	62%	12%	26%
Housing	46	56%	9%	35%
Planning & Building Control	35	34%	17%	49%
Streets & Parking	24	42%	21%	37%
Waste & Recycling	115	72%	6%	22%
Other Services*	30	57%	16%	27%
Uncategorised**	145	44%	14%	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 again 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 1<sup>st</sup> 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	65		
Stage 2 Complaints	6	11		

A total of 76 complaints were received and recorded during the period 1<sup>st</sup> July to 30<sup>th</sup> September 2014. There were 65 'Stage 1' complaints and 11 'Stage 2' complaints. The no of Stage 2 complaints has doubled from the last quarter.

No of Complaints Received	Acknowledged within 3 working days		Responded to within 10 working days		Unknown (No response date logged)	
	No.	%	No.	%	No.	%
76	74	97%	60	79%	2	3%

Of the 76 complaints received, 97% were acknowledged within 3 days. The majority of these complaints were acknowledged on the same day that they were received.

79% of complaints were recorded as being responded to within 10 working days. Of the 14 which exceeded the 10 day response time 4 were granted extensions and 2 were still open at the end of the quarter.

No of Complaints Received	Valid Complaints		Invalid Complaints		Unknown	
	No.	%	No.	%	No.	%
76	20	26%	49	64%	7	9%

20 out of 76 complaints (26%) 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	9	9	100%	9	100%	5	55%
Council Tax	9	9	100%	9	100%	2	22%
Benefits	11	11	100%	6	54%	2	18%
Planning	6	6	100%	2	33%	1	17%

Service Area	No of Complaints Received	Acknowledged within 3 working days		Responded to within 10 working days		Valid Complaints	
		No.	%	No.	%	No.	%
Housing	6	6	100%	4	66%	2	33%

During the period extensions to the 10 day response time were granted to 3 complaints – 1 for Planning, 1 in Housing and 1 in Benefits.

#### **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	33	43%	24%
Disagreement about a decision	6	8%	33%
Attitude of staff	8	10%	25%
Neglect or delay in responding to customer	7	9%	71%
Failure to follow agreed policy and/or procedure	6	8%	17%
Policy decision	10	13%	10%

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**

14% of complaints received in Quarter 2 were in relation to Benefits, however only 2 were deemed to be valid complaints. A greater proportion were not responded to within the prescribed 10 working days.

Benefits - Reason for complaint	Number of complaints	% of service complaints	% Valid Complaints
Services not being delivered / Delivered at a lower standard	6	55%	17%
Attitude of staff	1	9%	100%
Disagreement about a decision and policy	1	9%	0%
Poor communication	2	18%	0%
Neglect or delay in responding to customers	1	9%	0%

#### 4.5 Local Government Ombudsman (LGO) Complaints

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

The outcome of the 4 LGO complaints received so far in 2014/15 is summarised below:

- 1 x “not upheld - no maladministration”
- 2 x ongoing
- 1 x LGO Investigation stage waiting to hear if going to proceed

## 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> July to 30<sup>th</sup> September 2014.

	Total number of media items	Positive	Neutral	Negative
July	175	60%	36%	4%
August	121	43%	53%	4%
September	121	52%	44%	4%
Total Quarter 1	417	53%	43%	4%

During this period, the Council received 160 enquiries and issued 67 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](mailto: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 308 followers on Twitter, an increase of 20 since Quarter 1. The Council has tweeted 2820 times and is following 308. Follow us on Twitter [@Cherwellcouncil](https://twitter.com/Cherwellcouncil)

## 5.2 Facebook

The Council is also on Facebook and currently has 4994 likes, an increase on 4608 at the end of Quarter 1. 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

	01/07/14 – 30/09/14	Compared to previous quarter
Number of visitors	181772	-5187
Number of unique visitors	100941	+710
Number of page views	719167	- 54681

### 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 2014.

Rank	External Search Term	Number of visits
1.	Cherwell District Council	4827
2.	Cherwell District Council planning	528
3.	Cherwell Council	442



4.	Cherwell	234
5.	Cherwell planning	192

### 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 1<sup>st</sup> April– 30<sup>th</sup> June 2014...

Rank	External Search Term	Number of visits
1.	Bus pass	14
2.	Buy extra land	8
3.	Removal from open register	7
4.	14/00418/f	6
5.	Burning rubbish in the garden	5

### 6.4 Most popular pages

Rank	External Page	Page Views
1.	Public access search results	40840
2.	Homepage	40527
3.	Public access homepage	33354
4.	View/comment on a planning application	27666
5.	Site search results	21223
6.	Contact us	12611
7.	Planning landing page (friendly URL '/planning')	12115
8.	Job vacancies	8072
9.	Planning landing page (full length URL) <a href="http://www.cherwell.gov.uk/index.cfm?articleid=1717">http://www.cherwell.gov.uk/index.cfm?articleid=1717</a> Job vacancies	6920
10.	Public access weekly list	5189

## 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.