

Cherwell District Council

Customer Insight Report

1st October – 31st December 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 three consultations:
Creative Activities for young people in Bicester – 12 responses
Council Tax Reduction Scheme – 2 responses
Draft Budget and business Plan – 0 responses

The Voluntary Organisations Forum consultation closes in January 2015.

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 Louise Tustian, on 01295 221786 or louise.tustian2@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	349	67	301
Percentage Of Respondents	49%	9%	42%
Trend (compared to Q1)	↓ 8%	↓ 3%	↓ 11%

There were 717 responses in the period 1 October – 31 December 2014 compared to a total of 694 responses during the previous quarter. Overall satisfaction with Council services was down on the previous quarter at 49% compared to 57%, while 42% of respondents said the service they received was poor - which is an increase of 11% on the previous quarter.




1.1 Overall satisfaction by channel

Telephone Satisfaction

			
Number Of Respondents	110	9	6
Percentage Of Respondents	88%	7%	5%

Telephone satisfaction rates have dropped from the previous quarter




Website Satisfaction

			
Number Of Respondents	239	58	205
Percentage Of Respondents	48%	12%	41%

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	54	94%	2%	4%
Council Tax	93	70%	15%	15%
Environmental Services	55	76%	0%	24%
Housing	42	50%	19%	31%
Planning & Building Control	36	47%	22%	31%
Streets & Parking	23	48%	9%	43%
Waste & Recycling	96	58%	12%	30%
Other Services*	24	37%	8%	54%
Uncategorised**	123	37%	11%	52%

* 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.

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	72	65	51	
Stage 2 Complaints	6	11	8	

A total of 59 complaints were received and recorded during the period 1st October to 30st December 2014. There were 51 'Stage 1' complaints and 8 '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.	%
59	58	98%	50	84%	1	2%

Of the 59 complaints received, 98% were acknowledged within 3 days. The majority of these complaints were acknowledged on the same day that they were received.

84% of complaints were recorded as being responded to within 10 working days. Of the 9 which exceeded the 10 day response time none were granted extensions and 1 was still open at the end of the quarter.

No of Complaints Received	Valid Complaints		Invalid Complaints		Unknown	
	No.	%	No.	%	No.	%
59	26	44%	32	54%	1	2%

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%	7	78%
Council Tax	12	12	100%	8	66%	4	33%
Benefits	7	7	100%	6	85%	5	71%
Planning	12	12	100%	9	75%	3	25%
Housing	3	3	100%	2	66%	1	33%

During the period no extensions were granted

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	30	51%	50% (15)
Disagreement about a decision	8	13%	25% (2)
Attitude of staff	3	5%	66% (2)
Neglect or delay in responding to customer	5	9%	60% (3)
Failure to follow agreed policy and/or procedure	1	2%	0% (0)
Policy decision	2	3%	0% (0)
Poor communication	5	9%	80%(4)

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

20% of complaints received in Quarter 3 were in relation to Council Tax, however only 4 out of the 12 were deemed to be valid complaints.

Council Tax- Reason for complaint	Number of complaints	% of service complaints	% Valid Complaints
Services not being delivered / Delivered at a lower standard	8	66%	25%
Attitude of staff	0	0%	0%
Disagreement about a decision and policy	2	16%	50%
Poor communication	1	8%	100%
Policy Decision	1	8%	0%

20% of complaints received in Quarter 3 were in relation to Development Management, however only 3 out of the 12 were deemed to be valid complaints.

Development control - Reason for complaint	Number of complaints	% of service complaints	% Valid Complaints
Services not being delivered / Delivered at a lower standard	4	33%	25%
Attitude of staff	0	0%	0%
Disagreement about a decision and policy	5	42%	20%
Failure to follow agreed policies and /or procedure	1	8%	0%
Policy Decision	1	8%	0%
Neglect or delay in responding	1	8%	100%

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	3	

The outcome of the 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
- 2 x received as assessments and closed after initial investigation
- 1 x closed after initial 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 October to 31st December 2014.

	Total number of media items	Positive	Neutral	Negative
October	196	50%	48%	2%
November	123	64%	34%	2%
December	174	63%	34%	3%
Total Quarter 3	493	58%	40%	2%

During this period, the Council received 192 enquiries and issued 89 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 5087 followers on Twitter. The Council has tweeted 3411 times and is following 377. Follow us on Twitter @Cherwellcouncil



5.2 Facebook

The Council is also on Facebook and currently has 6363 likes, an increase on 4994 at the end of 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

	01/10/14 – 31/12/14	Compared to previous quarter
Number of visitors	188887	+7115
Number of unique visitors	109406	+8465
Number of page views	713115	- 6052

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 October – 31st December 2014.

Rank	External Search Term	Number of visits
1.	Cherwell District Council	4531
2.	Cherwell District Council planning	416
3.	Cherwell Council	366
4.	www.Cherwell	243
5.	Cherwell	238

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 October– 31st December 2014

Rank	External Search Term	Number of visits
1.	Malt House	6
=1.	Woodstock South East	6
3.	Deprivation	5
=3.	Garden City	5
5.	Bus passes	4

6.4 Most popular pages

Rank	External Page	Page Views
1.	Public access search results	41253
2.	Homepage	40936
3.	Public access homepage	36266
4.	View/comment on a planning application	28736
5.	Site search results	19593
6.	Contact us	11768
7.	Planning landing page (friendly URL '/planning')	12455
8.	Waste	7813
9.	Rubbish and recycling	7447
10.	Bin collection calendar online form	7217

7. Summary

Customer Satisfaction

Overall satisfaction with Council services as measured through Govmetric was down again on the previous quarter at 49% compared to 57% in Q2 and 64% in Q1. 3% of respondents said the service they received was poor, which is an increase of 3% on the previous quarter. Also satisfaction with telephone contact has dropped to 88%

Complaints

26 out of 59 complaints were recorded as valid during this period.

Website Interactions

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