

Cherwell District Council

Customer Insight Report

1st January– 31st March 2015



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

Three internal staff consultations:

See it Report It- Child Sexual Exploitation Briefing = 33 responses

See it Report It – PREVENT Briefing = 39 responses

Emergency Planning = 22 responses

One external consultation:

Housing Allocations Policy = 3 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 Tracie Darke, on 01295 221575 or tracie.darke@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	322	79	257
Percentage Of Respondents	49%	12%	39%
Trend (compared to Q3)	→ same	↑ 3%	↓ 3%




There were 658 responses in the period 1 January – 31 March 2015 compared to a total of 717 responses during the previous quarter. Overall satisfaction with Council services remained exactly the same as the previous quarter at 49%, compared to 57% in Q2. There was a slight reduction (3%) in the number of people rating the service as poor.

1.1 Overall satisfaction by channel

Telephone Satisfaction

			
Number Of Respondents	77	10	2
Percentage Of Respondents	87%	11%	2%
Trend (compared to Q3)	↓ 1%	↑ 5%	↓ 3%

Website Satisfaction




			
Number Of Respondents	245	69	255
Percentage Of Respondents	43%	12%	45%
Trend (compared to Q3)	↓ 5%	→ same	↓ 4%

Website satisfaction rates are considerably lower than those for telephone satisfaction

Website satisfaction levels have remained constant throughout the year. A new website is planned to be developed during 2015/16.

1.2 Service satisfaction

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

Service	Number Of Respondents			
Benefits	68	88%	3%	9%
Council Tax	73	52%	16%	32%
Environmental Services	47	55%	13%	32%
Housing	39	49%	13%	38%
Planning & Building Control	125	25%	15%	60%
Streets & Parking	35	17%	17%	66%
Waste & Recycling	100	67%	6%	27%
Other Services*	18	56%	5%	39%
Uncategorised**	18	39%	33%	28%

* 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 for this quarter in Planning and Building Control whereas in previous quarters it has been predominantly Council Tax and Waste and Recycling. However responses for these are still high as they are key service areas.

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	63
Stage 2 Complaints	6	11	8	9
Total of Stage 1 and 2 complaints	78	76	59	72

A total of 72 complaints were received and recorded during the period 1st January to 31st March 2015

No of Complaints Received	Acknowledged within 3 working days		Responded to within 10 working days		Unknown (No response date logged)	
	No.	%	No.	%	No.	%
72	65	90%	55	76%	4	5%

Of the 72 complaints received, 90% were acknowledged within 3 days which is a drop from 98% in the last quarter. No specific reason identified for this.

76% of complaints were recorded as being responded to within 10 working days. Of the 13 which exceeded the 10 day response rate – 9 were granted agreed extensions of which 6 of these were responded to within the extended time. Four complaints were still open at the time of running this report.

No of Complaints Received	Valid Complaints		Invalid Complaints		Unknown	
	No.	%	No.	%	No.	%
72	30	42%	38	53%	4	5%

30 out of 72 complaints (42%) 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	8	8	100%	8	100%	6	75%
Council Tax	10	10	100%	6	60%	5	50%
Benefits	2	1	50%	1	50%	0	0%

Service Area	No of Complaints Received	Acknowledged within 3 working days		Responded to within 10 working days		Valid Complaints	
		No.	%	No.	%	No.	%
Development Management	6	6	100%	4	66%	1	17%
Building Control	3	3	100%	1	33%	0	0%
Housing	4	4	100%	4	100%	0	0%
Leisure	4	4	100%	3*	75%	3	75%
Licensing	4	3	75%	2*	50%	0	0%
Environmental Services	6	6	100%	5	83%	2	33%
Other Services	25	21	84%	18	75%	13	52%

*One still open

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	% of all Valid Complaints
Services not being delivered / Delivered at a lower standard	33	46%	63% (19)
Disagreement about a decision	15	21%	7% (2)
Attitude of staff	9	12%	13% (4)
Neglect or delay in responding to customer	1	1%	3% (1)
Failure to follow agreed policy and/or procedure	4	5%	3% (1)
Policy decision	4	5%	0% (0)
Poor communication	3	4%	3% (1)
Bias /unfair discrimination	1	1%	3% (1)
On line information	2	3%	3% (1)

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

Council Tax- Reason for complaint	Number of complaints	% of service complaints	% Valid Complaints
Services not being delivered / Delivered at a lower standard	6	60%	50% (3)
Policy decision	2	20%	0%
Disagreement about a decision and policy	1	10%	100%(1)
Failure to follow agreed policies	1	10%	0%

Waste Services - Reason for complaint	Number of complaints	% of service complaints	% Valid Complaints
Services not being delivered / Delivered at a lower standard	6	75%	67% (4)
Attitude of staff	1	12.5%	100% (1)
Poor communication	1	12.5%	100% (1)

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	4

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

- 3 x “not upheld - no maladministration”
- 1 x on-going at end of Q4 but closed in Q1 2015/16
- 7 x closed after initial investigation – no further action
- 1 x premature

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 2015

	Total number of media items	Positive	Neutral	Negative
January	228	55%	42%	3%
February	186	62%	37%	1%
March	197	69%	27%	4%
Total Quarter 4	611	61%	36%	3%

During this period, the Council received 303 enquiries and issued 112 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 5304 followers on Twitter. Follow us on Twitter @Cherwellcouncil



5.2 Facebook

The Council is also on Facebook and currently has 7264 likes, an increase on 6363 at the end of Quarter 3. 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

	01/01/15 – 31/03/15	Compared to previous quarter
Number of visitors	240036	+51149
Number of unique visitors	132474	+23068
Number of page views	713115	+168664

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 2015.

Rank	External Search Term	Number of visits
1.	Cherwell District Council	4672
2.	Cherwell District Council planning	636
3.	Cherwell Council	370
4.	www.Cherwell	282
5.	Cherwell	260

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 2015

Rank	External Search Term	Number of visits
1.	Burning rubbish in the garden	6
=1.	14/02004/HYBRID	5
3.	Graven Hill	5
=3.	Waste	5
5.	Community Infrastructure Levy	4

6.4 Most popular pages

Rank	External Page	Page Views
1.	Public access search results	52245
2.	Homepage	51276
3.	Public access homepage	45643
4.	View/comment on a planning application	35807
5.	Site search results	23106
6.	Planning landing page (friendly URL '/planning')	14646
7.	Contact us	13817
7.	Planning landing page (friendly URL '/planning')	8929

7. Summary

Customer Satisfaction

Overall satisfaction with Council services as measured through Govmetric remained the same as the previous quarter at 49% compared to 57% in Q2 and 64% in Q1. Satisfaction with telephone contact dropped slightly to 87% from 88% in the previous quarter.

Complaints

30 out of 72 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.