

---

**REPORT TO THE MEETING OF THE EXECUTIVE 2 DECEMBER 2015**

**PORTFOLIO: GOVERNANCE**

**REPORT FROM: ASSISTANT DIRECTOR – CUSTOMER, REVENUES AND BENEFITS**

**SUBJECT: CUSTOMER FEEDBACK UPDATE**

**1 DECISION BEING RECOMMENDED**

- 1.1 That the customer feedback statistics for Q1 and Q2 as shown in Appendix A be noted.
- 1.2 That the current process for reporting and headings on the reports be endorsed.
- 1.3 That the updated Comments, Compliments and Complaints Customer Guide, as set out at Appendix D, be agreed.
- 1.4 That the comparative figures, as shown in Appendix B, be noted.
- 1.5 That the detailed summary of compliments received, as shown in Appendix C, be noted.

**2 REASON/S FOR RECOMMENDATION**

- 2.1 The Assistant Director – Customer, Revenues and Benefits has undertaken a review of the current Customer Feedback process and documentation.
- 2.2 The Council's Leadership Support Team is responsible for logging and monitoring the progress of complaints on the customer feedback log.
- 2.3 The Comments, Compliments and Complaints Customer Guide wording has been updated to reflect the different stages of a complaint and what action will be taken. The new informal stage has been added to deal with low level complaints and those which can be resolved as a one call resolution to customer services, such as broken or lost bins, abandon vehicles and fly tipping. These will be logged for future reference onto the appropriate system for the relevant service area.
- 2.4 The information attached in Appendix A shows the total number of complaints, comments and compliments received by service area and by type of complaint for Q1 and Q2 April – September 2015, also attached is the rainbow chart showing totals for previous years.
- 2.5 The Quarterly/Annual summary shows the number of compliments have reduced for both Q1 and Q2 compared to this time last year. Q2 is showing an increase in complaints due to delays/timeliness.

- 2.6 Customer feedback will be presented to the Leadership Team on a quarterly basis to ensure that appropriate action has been taken by individual departments at the appropriate level and that lessons are learnt and improvements made as a result. Reports are also presented to Executive on a six monthly basis.
- 2.7 Essex authorities were asked to provide customer feedback totals for 2014/15 and 2015/16 to compare levels. As no two council structures are the same and there were over one hundred different categories it was not possible to breakdown to individual service areas. Not all Local Authorities responded or provided all of the figures requested. A summary of those who responded is shown as Appendix B

#### Repeat Complainants

- Quarter 1 – One complainant made two complaints about two different subject areas.
- Quarter 2 – One complainant made two complaints about two different subject areas.

#### Customer Feedback and Consultation Update

- 2.8 Membership of the 'Have Your Say Group' continues to be around the 450 mark. The group is promoted on a continuous basis at community events. Libraries and council reception areas have flyers about the group. The packs that are sent out to new residents contain the flyer and the local Volunteer Centre has information about joining the group. Information about the group is displayed on the Have Your Say webpage of the Council's website.
- 2.9 The group has been involved in the following consultation exercises over the last six months:-
- The future provision of Advice Services
  - Updates to the Council's Licensing policies
  - The Local Council Tax Support Scheme
  - Development of the Council's new Business Plan (via a focus group).

The group has also recently been contacted about taking part in the annual budget survey.

Customer feedback continues to be monitored through web and email channels by clicking on the 'thumbs up, thumbs down' icon. Residents are given the opportunity to leave contact details for a council officer to follow up on their comments. Overall, satisfaction with the service the Council provides remains high. Reports are compiled every quarter and fed back to the Assistant Director – Customer, Revenues and Benefits Services.

**3 ALTERNATIVE OPTIONS CONSIDERED**

3.1 None.

**4 RISK IMPLICATIONS**

4.1 The Council needs to learn from customer feedback and ensure that all customer feedback is in order to make improvements to the services it provides.

**5 LEGAL IMPLICATIONS**

5.1 None

**6 EQUALITY AND DIVERSITY IMPLICATIONS**

6.1 Comments, compliments and complaints are monitored so we are able to assess any equality implications from them.

I confirm that the above recommendation does not depart from Council policy and that appropriate consideration has been given to any budgetary and legal implications.

LT Lead Officer Signature: \_\_\_\_\_



**Assistant Director – Customer, Revenues and Benefits**

---

**Background Papers:-**

None.

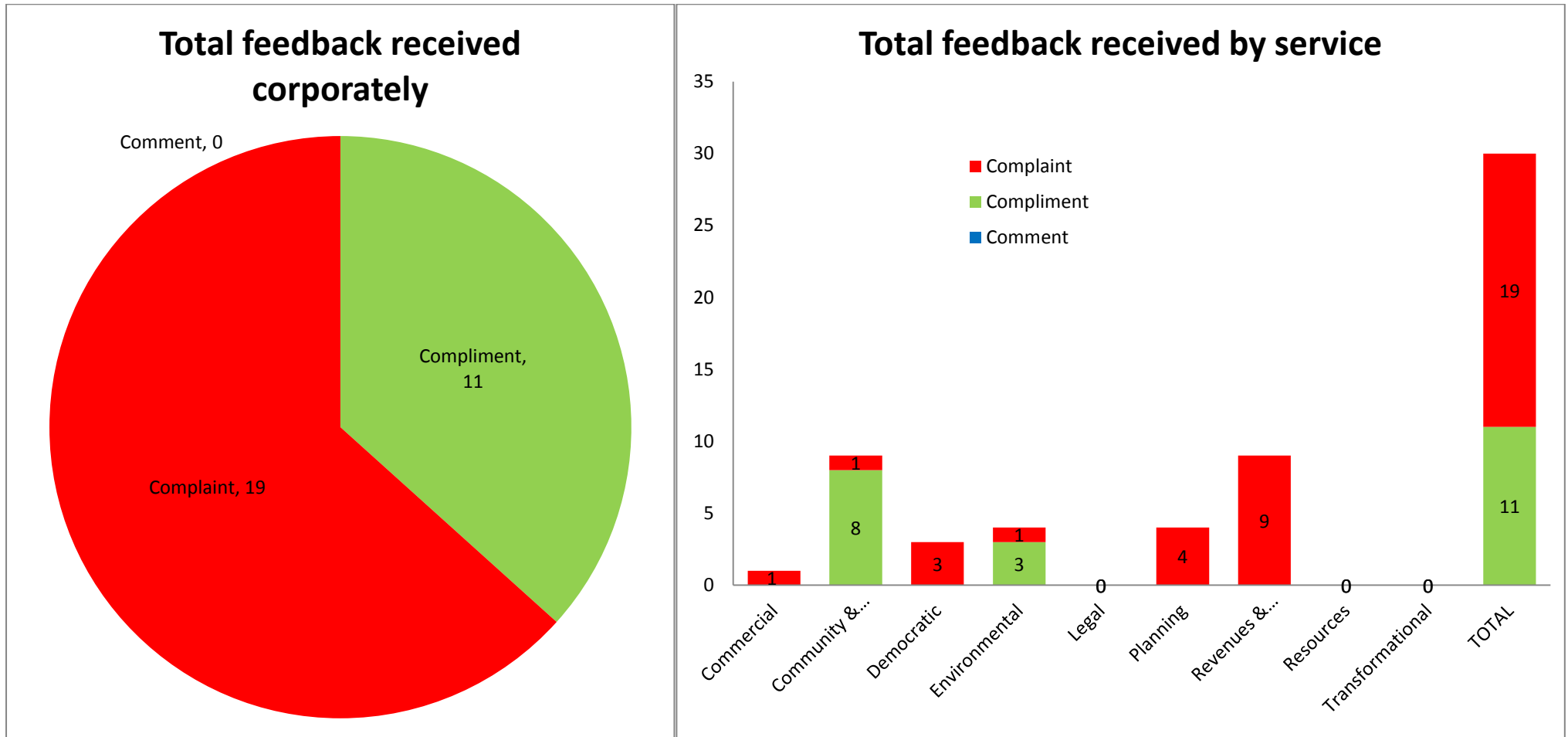
For further information please contact Dawn Tribe (Assistant Director – Customer, Revenues and Benefits) on:-

Phone: 01702 318098

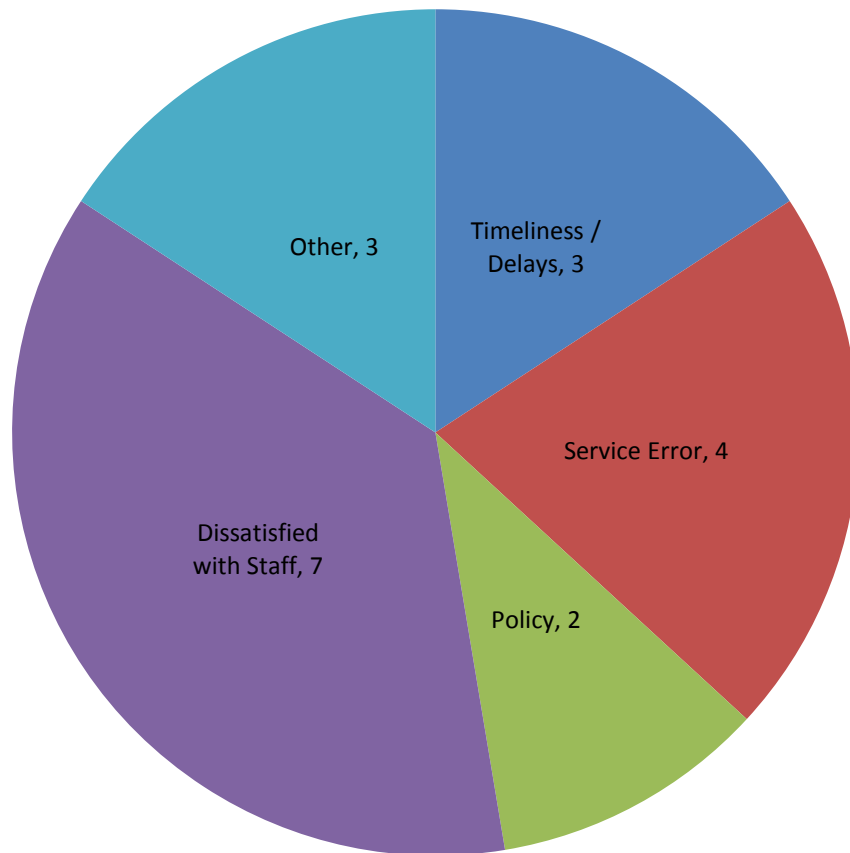
Email: [dawn.tribe@rochford.gov.uk](mailto:dawn.tribe@rochford.gov.uk)

If you would like this report in large print, Braille or another language please contact 01702 318111.

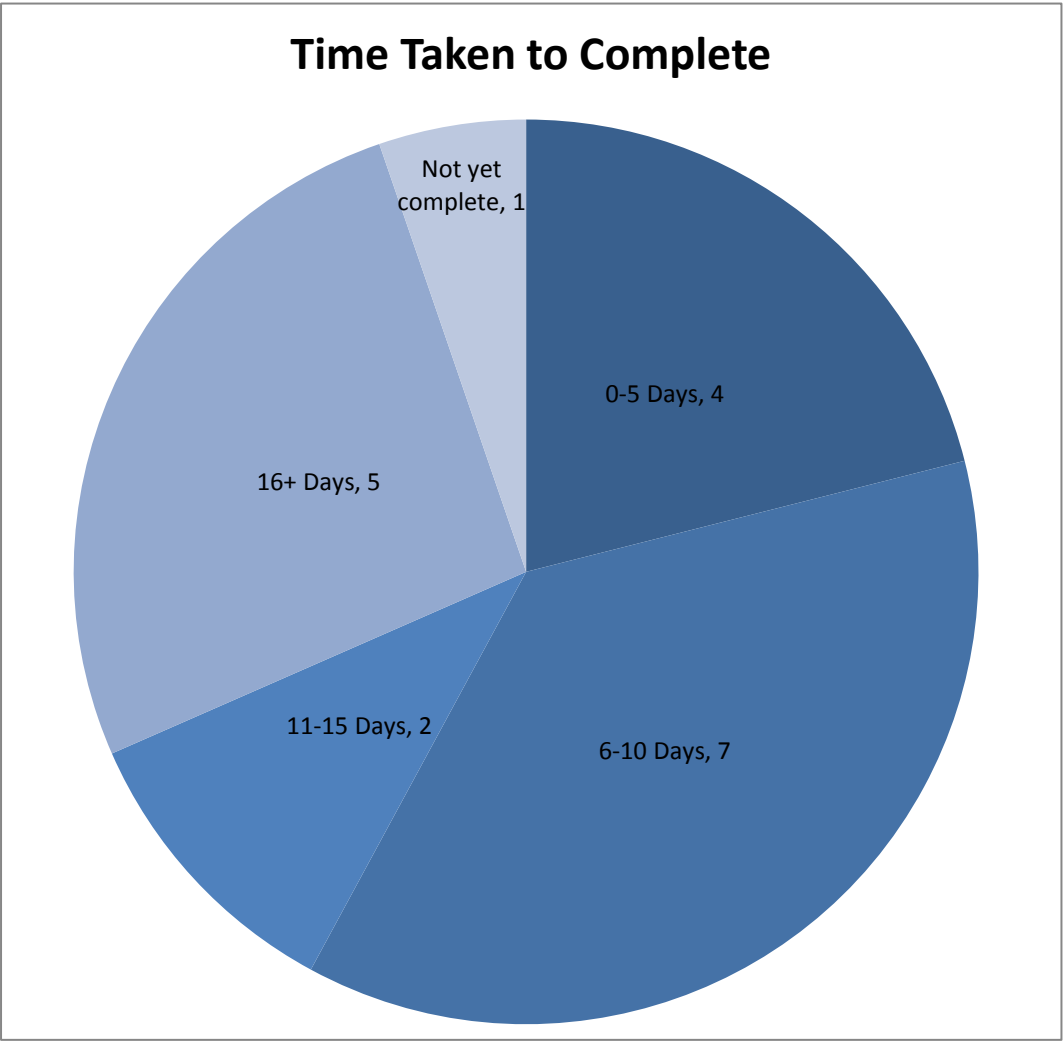
Quarter 1 Feedback 01/04/15 – 30/06/15



**Breakdown of Complaints by Category**



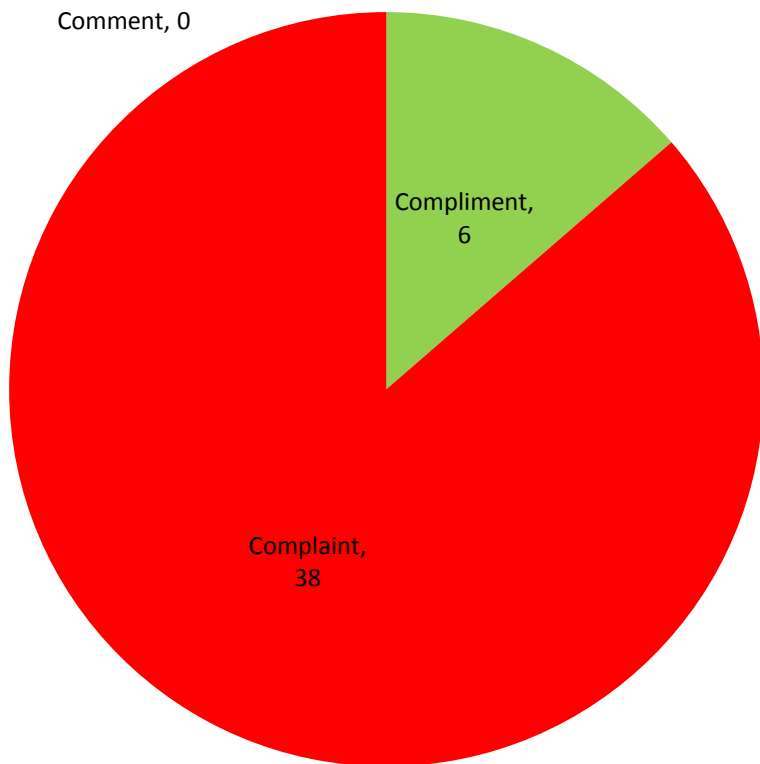
Service	Timeliness / Delays	Service Error	Policy	Dissatisfied with Staff	Other
Commercial	0	1	0	0	0
Community & Housing	1	0	0	0	0
Democratic	0	0	0	0	3
Environmental	0	0	1	0	0
Legal	0	0	0	0	0
Planning	2	1	0	1	0
Revenues & Benefits	0	2	1	6	0
Resources	0	0	0	0	0
Transformational	0	0	0	0	0
<b>TOTAL</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>7</b>	<b>3</b>



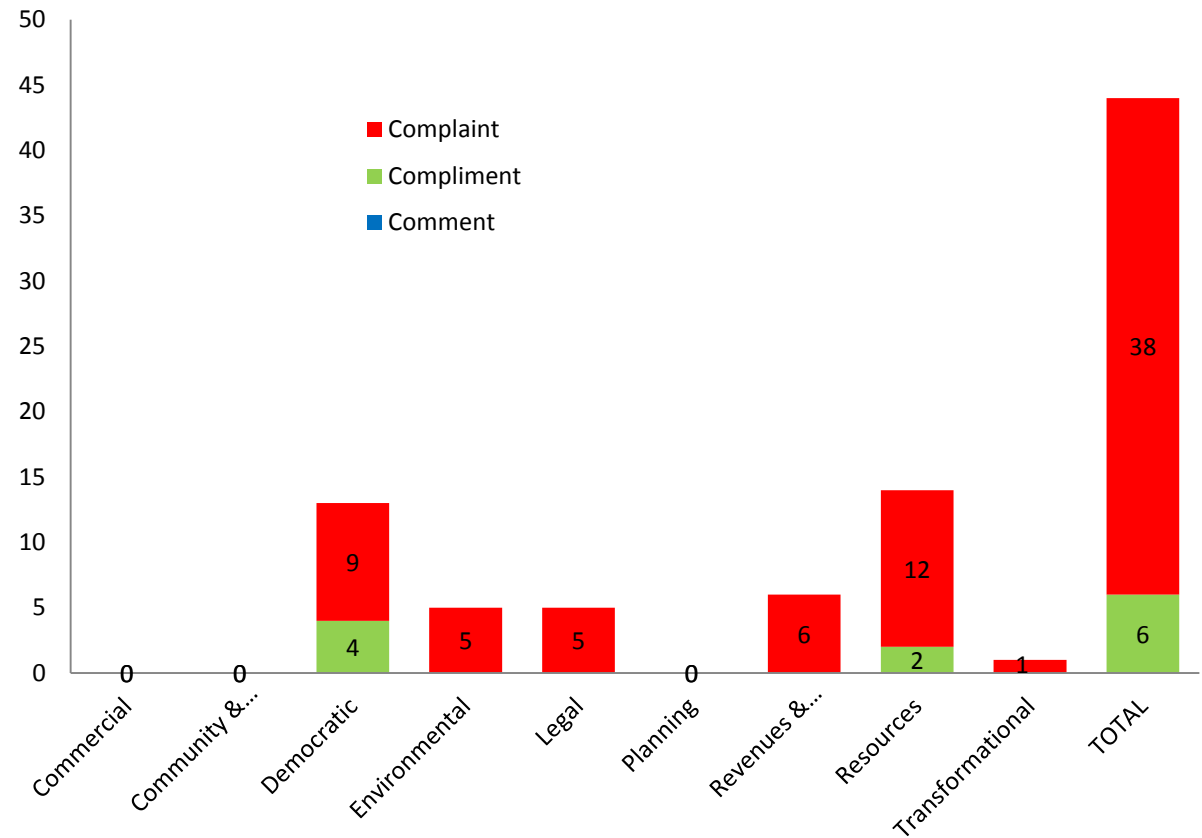
0-5 Days	6-10 Days	11-15 Days	16+ Days	Not yet complete
4	7	2	5	1

Quarter 2 Feedback 01/07/15 – 30/09/15

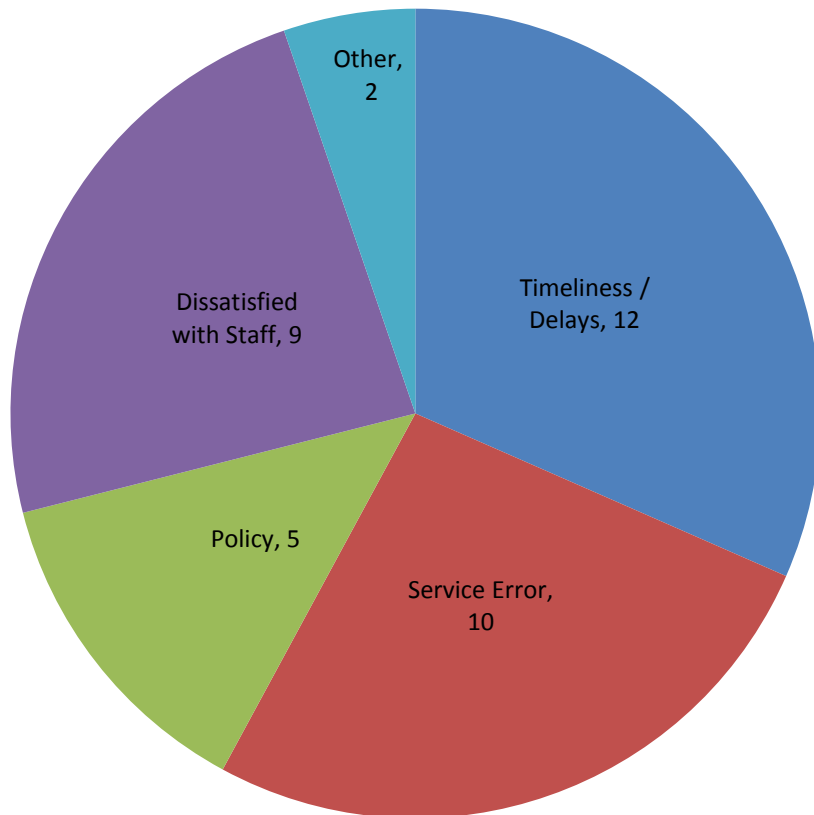
**Total feedback received corporately**



**Total feedback received by service**

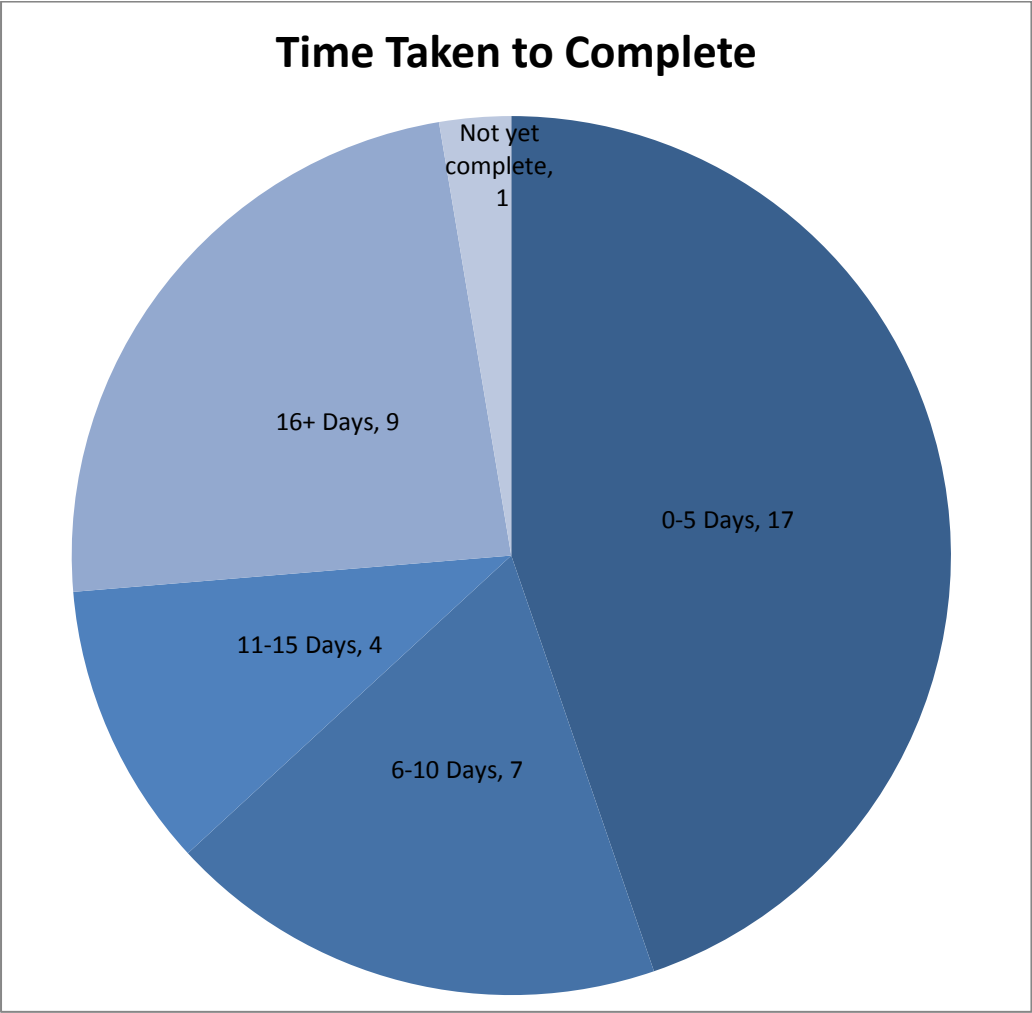


**Breakdown of Complaints by Category**



Service	Timeliness / Delays	Service Error	Policy	Dissatisfied with Staff	Other
Commercial	0	0	0	0	0
Community & Housing	4	1	2	2	0
Democratic	1	3	0	1	0
Environmental	0	2	1	0	2
Legal	0	0	0	0	0
Planning	3	0	1	2	0
Revenues & Benefits	4	3	1	4	0
Resources	0	1	0	0	0
Transformational	0	0	0	0	0
<b>TOTAL</b>	12	10	5	9	2





0-5 Days	6-10 Days	11-15 Days	16+ Days	Not yet complete
17	7	4	9	1

Comparative Complaints Figures							
	Rochford	Maldon	Southend	Braintree	Tendring	Epping	Colchester
<b>2014/15</b>	83	123	665	653	No figures provided	68	133
<b>2015/16 to date</b>	57	39	No figures provided	145	28	110	137

Comparative Compliment Figures							
	Rochford	Maldon	Southend	Braintree	Tendring	Epping	Colchester
<b>2014/15</b>	196	43	No figures provided	No figures provided	No figures provided	396	No figures provided
<b>2015/16 to date</b>	17	5	“	“	“	No figures provided	“

**SUMMARY OF COMPLIMENT RECEIVED Q1 & Q2**

<b>Service Area</b>	<b>Details of Compliment</b>
Community & Housing Q1	Thank you for helping him get into St Lukes.
	Thank you for getting new boiler installed so quickly.
	Very complimentary about the joint working with RDC re an ASB behaviour issue in the district.
	Very impressed with officer who goes over and beyond what is expected of him.
	Wanted to praise an officer for her professional help and compassion in dealing with a case.
	Very complimentary about how professional and helpful an officer is in dealing with sensitive cases.
	An officer was polite, professional and constructively helpful
	Very appreciative of an officer's visit and presentation to Carers Café about the Keep Safe Scheme to our Carers and Volunteers
Community & Housing Q2	Very grateful for an officer's assistance in solving problems with the early morning rubbish collections. Assurances given that drivers of collection vehicles will be reminded of the time restrictions and assurances given that this will not happen in the future.
	Compliment for how an officer has handled a housing situation - he has gone over and beyond what he had to do.
	Very grateful for an officer's assistance in securing a beautiful new home for them.
	Very grateful to an officer for all her help and support.
Customer, Revenues & Benefits Q2	Moving out of district to Kent shortly but wanted to say that he had always received excellent customer care from RDC and feared his new authority would not compare.
	Wanted to thank an Assistant Director for her help in dealing with a Council Tax enquiry on a backdated bill that he had received that the Council has agreed to write off.
Environmental Q1	Very pleased at how quickly his bin was replaced.
	Very complimentary about our service and how quickly his non-recycling bin was repaired.
	Wanted to thank the Recycling Team for visiting the school to give a talk on recycling and for taking different refuse vehicles along for the children to see

# Comments, Compliments and Complaints Customer Guide



# A Guide to the Comments, Compliments and Complaints Procedure

Rochford District Council aims to deliver a first class service to all its customers. The Council sees all feedback, whether good or bad, as a valuable way to learn and improve. Therefore, all comments, compliments and complaints are welcomed.

## What type of feedback do you have?

### Comment

*These are generally situations which need attention from the Council or a contractor, such as broken playground equipment, and any suggestions about how to improve a service.*

If you make a comment to the Council, this will be logged and passed to the relevant Council department to take action as necessary.

### Compliment

*A positive experience with Council services, where staff have gone over and above the customers expectations.*

Acknowledgement of good service is a very positive way for the Council to learn from customers. Details of all compliments received will be shared with the staff members and teams concerned, as well as at management level.

### Complaint

*Negative experience caused directly by Council policy, staff or work. Occasions where the Council fails to deal with issues effectively and/or within a reasonable timescale*

Our Complaints Procedure is set out on the next page. This gives full details of what to expect once we have received your complaint.

## How to give your feedback to Rochford District Council

You can give feedback in the following ways:-

**Online:** go to [www.rochford.gov.uk](http://www.rochford.gov.uk) to provide feedback instantly by completing the online form.

**By email:** you can email [customerservices@rochford.gov.uk](mailto:customerservices@rochford.gov.uk)

**By post:** send a letter, or complete the customer Feedback Form enclosed – address details are at the back of this leaflet

**By phone:** you can phone customer services on **01702 318111**.

**Your feedback is very important, so if you have any questions or need assistance with completing the Customer Feedback Form please do not hesitate to make contact – full contact details are on the back of this leaflet.**

## Complaints Procedure

The Council recognises that, on occasion, the standards of service offered might slip below those which you would expect to receive. You may also feel that a decision or action that the Council has taken has adversely affected you.

### Informal Stage

If you are dissatisfied in any way with the Council please give our customer services team an opportunity to look into the matter and either provide you with an explanation of actions that will be taken or endeavour to resolve the issue at first point of contact. You can phone, or visit the Council's offices in Rochford or Rayleigh, but if this is not possible you can email **customerservices@rochford.gov.uk**.

### Stage 2

If your complaint is of a serious nature or the Council has failed to respond to you satisfactorily at the informal stage your complaint will move to Stage 2. The complaint will be logged on a formal complaints log and passed to the relevant service area which will aim to respond to you within five working days of receipt. However, sometimes complaints need more detailed investigation which may mean a little more time is needed to respond. If there is likely to be a delay in dealing with your complaint, you will always be advised.

### Stage 3

If you remain dissatisfied you may ask for a further review to be undertaken. An appropriate Director or Assistant Director, who has not previously been involved, will then carry out a review, and keep you up to date as to the progress. When the review is complete you will be advised of the outcome.

### Stage 4

If the Council has been unable to resolve your complaint to your satisfaction you can pursue it with the Local Government Ombudsman. The Ombudsman is an independent person who investigates complaints against local Councils. The Council will provide you with a leaflet explaining how to make a complaint to the Ombudsman when you are advised of the outcome of our investigation.

Alternatively this information is available at the receptions at both the Rayleigh and Rochford Council Offices or on the Council's website **[www.rochford.gov.uk](http://www.rochford.gov.uk)**.

**If you would like this information in large print, Braille or another language, please contact 01702 318111.**



**Rochford District Council**  
Council Offices South Street  
Rochford Essex SS4 1BW  
Phone: 01702 546366  
[customerservices@rochford.gov.uk](mailto:customerservices@rochford.gov.uk)  
Website: [www.rochford.gov.uk](http://www.rochford.gov.uk)