

REPORT TO THE MEETING OF THE EXECUTIVE 10 JUNE 2015

PORTFOLIO: PEOPLE AND TECHNOLOGY

**REPORT FROM ASSISTANT DIRECTOR – CUSTOMER, REVENUES
& BENEFITS SERVICES**

**SUBJECT: CUSTOMER FEEDBACK UPDATE AND FREEDOM OF
INFORMATION STATISTICS 2014/15**

1 DECISION BEING RECOMMENDED

- 1.1 To note the customer feedback and Freedom of Information statistics for 2014/15.

2 REASON/S FOR RECOMMENDATION

- 2.1 The Executive has previously received information on the number of comments, compliments and complaints.
- 2.2 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 2014/15. Comparative information is also provided on the figures for 2011/12, 2012/13 and 2013/14.
- 2.3 Complaints are discussed within the individual departments to ensure that action is taken where necessary and that lessons are learnt and improvements are made as a result. Complaints are nearly 44% lower than in 2013/14.
- 2.4 This report also contains in Appendix B information about the volume of Freedom of Information Act enquiries that we are receiving. The number of enquiries for 2014/15 compared to those received in 2013/14 has remained relatively the same. Some of the enquiries still remain complex and can take an increasing amount of officer time to process.
- 2.5 There are statutory requirements covering the ability to charge for assembling information under the Freedom of Information Act. There is an exemption from the obligation to comply with a request where the cost of compliance is estimated to exceed the 'appropriate limit' of £450. Costs are calculated at £25 per hour per person regardless of the actual rate of pay, which means that the limit will be exceeded if it is estimated to take 18 hours or more.

- 2.6 We do have an ability to recover reasonable costs incurred. This covers 'communication costs', for example photocopying and postage, but cannot cover the cost of staff time. The rate set is £5 if the request is likely to take more than 50 A4 sheets of paper. In reality this charge is rarely applied as most enquiries are answered by email.

Customer Feedback and Consultation Update

- 2.7 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. For example flyers were placed in the goody bags at the Community Older Persons Events and made available at the recent Business Breakfast. Libraries and council reception areas have flyers about the group. A recent article in Rochford District Matters linked to the Budget Survey results attracted further membership enquiries. The packs that are sent out to new residents contain the flyer and, facilitated by RRAVS, the national volunteering website Do-It contains information about joining the group.
- 2.8 The group has been involved in the following consultation exercises over the last six months:-
- Budget survey
 - Open Spaces Strategy consultation
 - Advice Services Survey
 - Electoral Review of Rochford Stage 2 (Local Government Boundary Commission for England)
 - Equality Policy consultation
- 2.9 Members of the group are made aware of local engagement events such as the Police and Crime Commissioner public event that took place in March. Consultations continue to be posted on the Have Your Say webpage and feedback included in the regular Have Your Say newsletters.
- 2.10 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 & Benefits Services.

3 ALTERNATIVE OPTIONS CONSIDERED

- 3.1 None.

4 RISK IMPLICATIONS

- 4.1 The Council needs to learn from customer feedback in order to make improvement to services wherever possible.

5 EQUALITY AND DIVERSITY IMPLICATIONS

- 5.1 Comments, compliments and complaints are monitored so that 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 & Benefits Services

Background Papers:-

None.

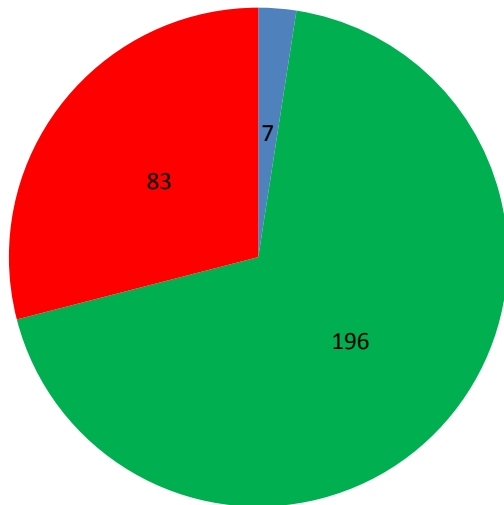
For further information please contact Dawn Tribe (Assistant Director – Customer, Revenues & Benefits Services) on:-

Phone: 01702 318098

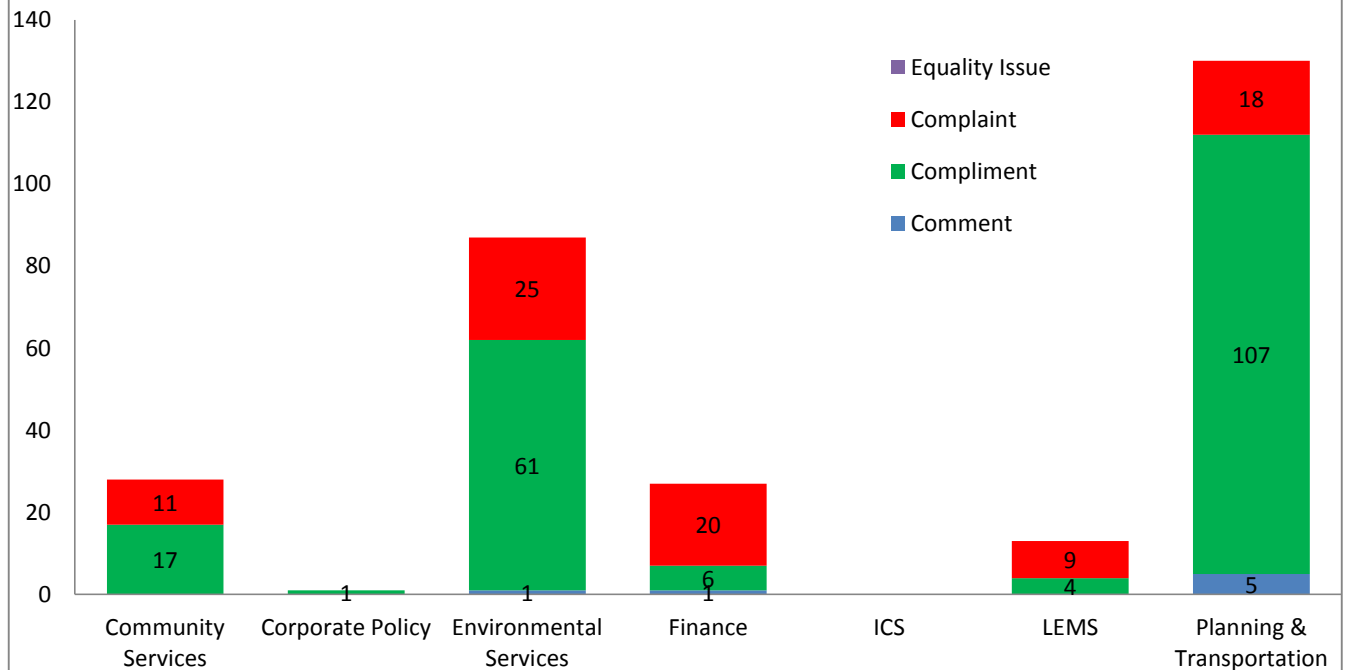
Email: dawn.tribe@rochford.gov.uk

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

**Total Feedback Received
Corporately 1st April 2014 -
31st March 2015**



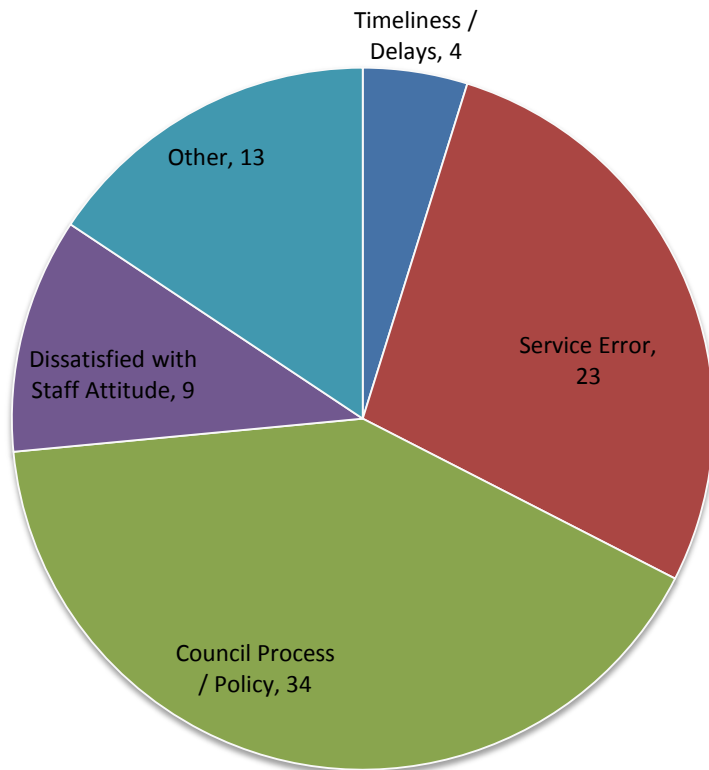
Total Feedback Received by Division



**Corporate
Customer Feedback 2014/15
Annual Report**

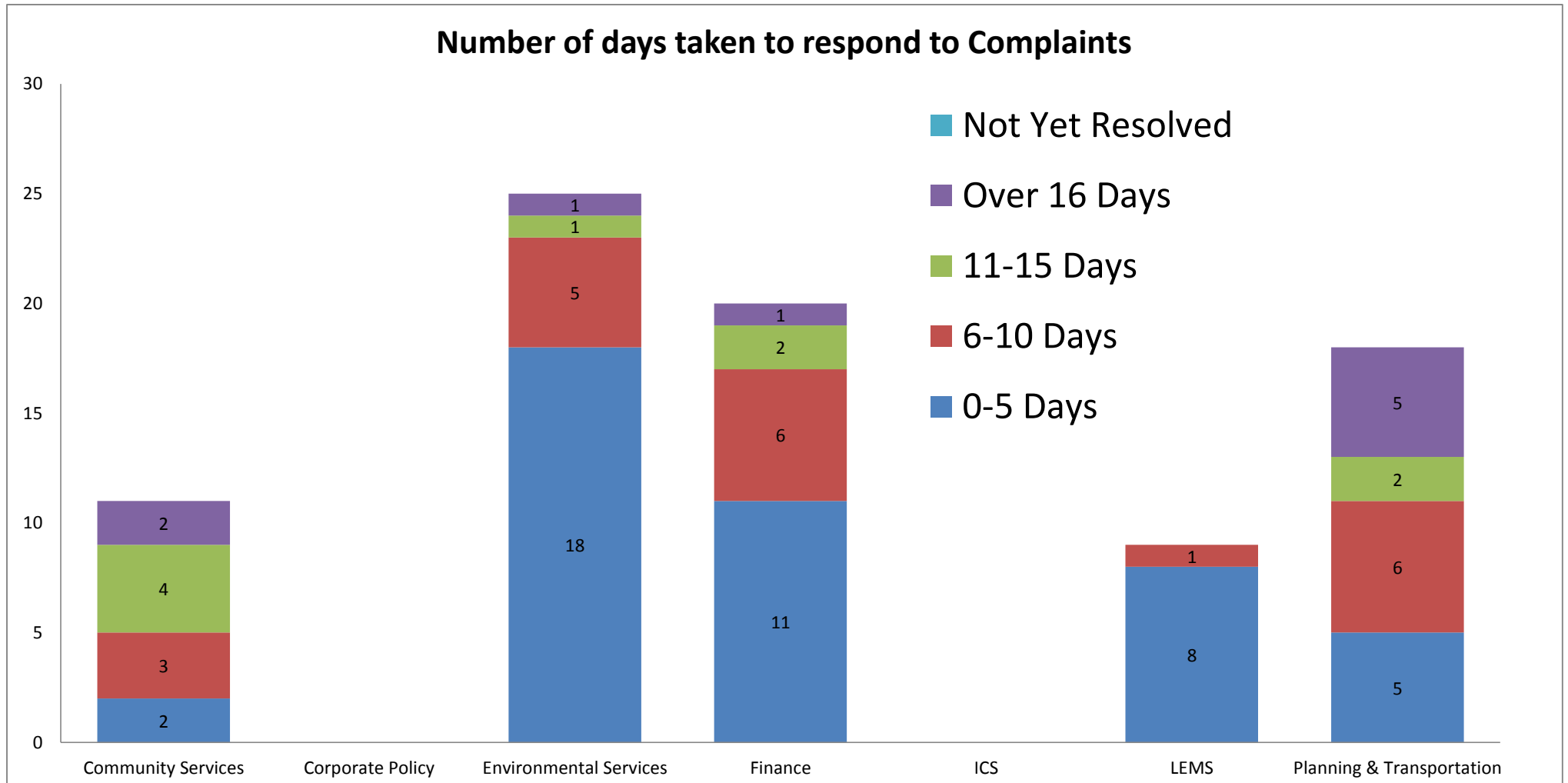
Appendix A

Total Complaints Categories



Complaints Categories Breakdowns

	Timeliness / Delays	Service Error	Council Process / Policy	Dissatisfied with Staff Attitude	Other
Community Services	0	1	10	0	0
Corporate Policy	0	0	0	0	0
Environmental Services	2	10	8	3	2
Financial Services	1	6	5	4	4
ICS	0	0	0	0	0
LEMS	0	1	2	0	6
Planning & Transportation	1	5	9	2	1
TOTALS:	4	23	34	9	13



Customer Feedback; Analysis of Corporate Quarter/Annual Statistics

Period		Total Feedback received				Total Complaint Categories					Number of days taken to send a full reply			
		Compliments	Comments	Complaints	Racial Incident	Council / Government Policy	Dissatisfied with Staff Attitude	Other	Service Error/Task Not Done	Timeliness/Delays	0-5	6-10	11-15	16+
2011/ 2012	Q1	45	2	15	0	10	2	1	0	2	8	6	0	1
	Q2	45	4	35	0	18	5	1	7	4	24	7	2	2
	Q3	51	2	19	0	6	3	1	8	1	8	8	2	1
	Q4	38	3	17	0	7	5	1	4	0	5	8	1	3
	Annual	179	11	86	0	41	15	4	19	7	45	29	5	7
2012/ 2013	Q1	24	2	42	0	9	2	0	25	6	31	6	2	3
	Q2	28	1	22	0	14	1	3	4	0	12	5	2	3
	Q3	30	0	18	0	4	2	3	7	2	15	0	2	1
	Q4	24	1	20	0	5	3	2	6	4	13	2	1	4
	Annual	106	4	102	0	32	8	8	42	12	71	13	7	11
2013/ 2014	Q1	54	4	53	0	8	3	3	35	3	39	6	5	3
	Q2	54	3	41	0	22	3	1	16	0	30	8	1	2
	Q3	64	2	25	0	17	2	1	5	0	12	5	2	6
	Q4	51	3	29	0	18	1	2	7	1	8	5	2	14
	Annual	223	12	148	0	65	9	7	63	4	89	24	10	25
2014/ 2015	Q1	50	5	26	0	17	2	0	7	0	7	4	2	13
	Q2	56	2	22	0	8	2	2	9	1	12	3	0	7
	Q3	67	0	19	0	7	3	2	5	5	12	5	2	0
	Q4	23	0	16	0	2	2	9	2	1	9	2	2	3
	Annual	196	7	83	0	34	9	13	23	4	40	4	6	23

FREEDOM OF INFORMATION COMPARISON

April 2010 – 31st March 2015

	April - March 2011	April- March 2012	April – March 2013	April – March 2014	April – March 2015
Community Services	49	72	110	172	55
Corporate Collation	74	145	128	149	116
Environmental Services	99	124	118	121	119
Finance	51	54	23	32	122
People and Policy	33	23	15	20	16
Info & Customer Services	43	32	46	62	1
Legal Services	13	19	14	22	40
Planning / Transportation	41	61	60	57	129
TOTALS	403	530	514	635	598

Quarterly comparison on total FOI requests received by RDC

	2010/2011	2011/2012	2012/2013	2013/2014	2014/2015
Quarter 1	74	127	120	124	226
Quarter 2	105	123	130	142	146
Quarter 3	91	120	119	155	48*
Quarter 4	133	160	145	214	178
TOTALS	403	530	514	635	598

*Emails were not being re-routed to customer services, error identified and rectified.