

REPORT TO THE MEETING OF THE EXECUTIVE 11 JUNE 2014

PORTFOLIO: PEOPLE AND TECHNOLOGY

REPORT FROM HEAD OF FINANCE

SUBJECT: CUSTOMER FEEDBACK UPDATE AND FREEDOM OF INFORMATION STATISTICS 2013/14

1 DECISION BEING RECOMMENDED

- 1.1 To note the customer feedback and Freedom of Information statistics for 2013/14.

2 REASONS FOR RECOMMENDATION

- 2.1 The Executive has previously received information on the number of comments, compliments and complaints as part of broader reports on the Access to Services Strategy.
- 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 2013/14. Comparative information is also provided on the figures for 2010/11, 2011/12 and 2012/13.
- 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 higher than in 2012/13 and this can be accounted for by the Allocations Planning examination and issues around the verge cutting before the new contract was embedded.
- 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 has risen markedly from 514 in 2012/13 to 635 in 2013/14. The complexity of some of these enquiries means that they are taking 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 is now approaching 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 Event in March (in Stambridge). Libraries and council reception areas have flyers about the group. A recent article in Rochford District Matters 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 - opened on 23 September for 12 weeks. 377 responses in total with approximately 180 coming from the Group.
 - Rochford District Matters circulation survey – for the Winter edition. 78 responses
 - On going affordable housing survey
- 2.9 Members of the group are made aware of local engagement events such as those that took place with the Police and Crime Commissioner and the Castle Point and Rochford Clinical Commissioning Group. Sixteen members took part in the recent mystery shopping exercise. Consultations continue to be posted on the Have Your Say webpage and feedback included in the regular Have Your Say newsletters.

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.

SMT Lead Officer Signature: Y. Woodward

Head of Finance

Background Papers:-

None.

For further information please contact Yvonne Woodward (Head of Finance) on:-

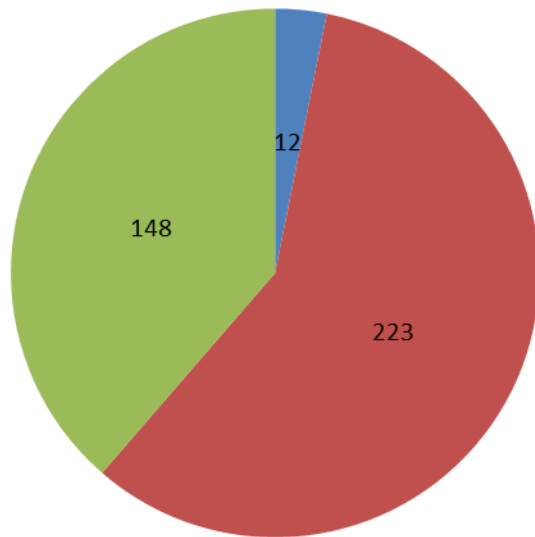
Phone: 01702 318029

Email: yvonne.woodward@rochford.gov.uk

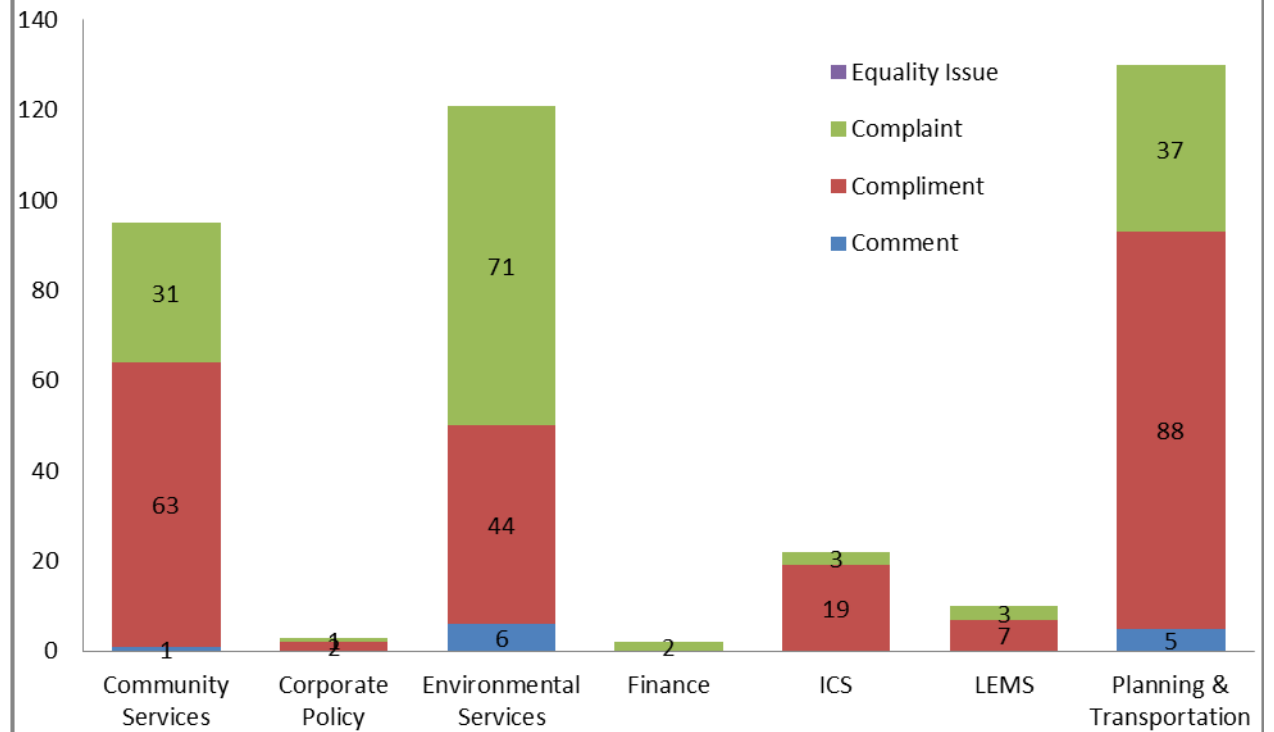
If you would like this report in large print, Braille or another language please contact 01702 318111.

CUSTOMER FEEDBACK REPORT 01.04.2013 to 31.03.2014

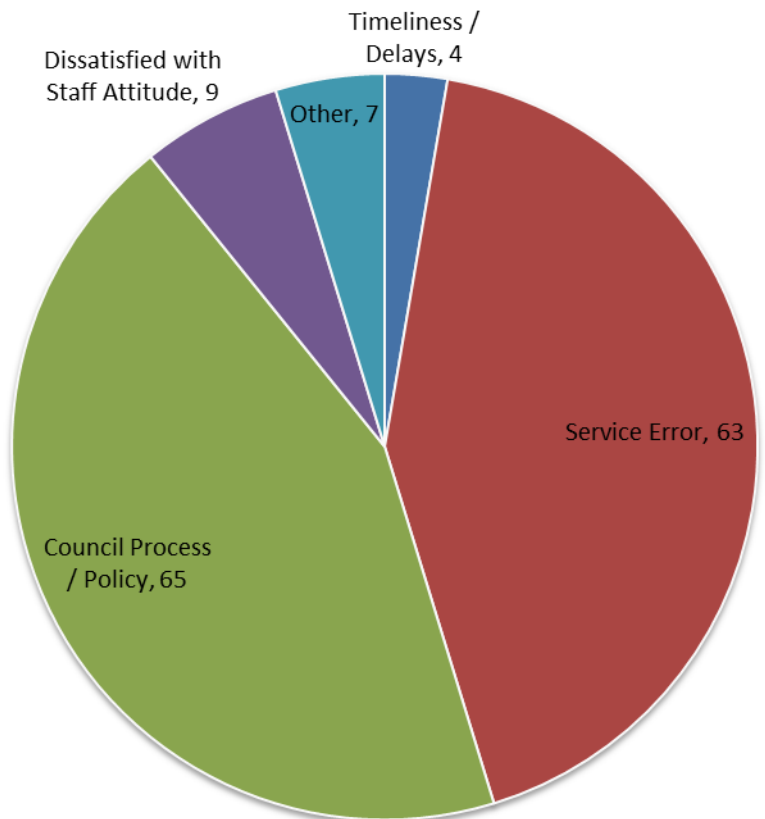
**Total Feedback Received
Corporately 1st April 2013 -
31st March 2014**



Total Feedback Received by Division

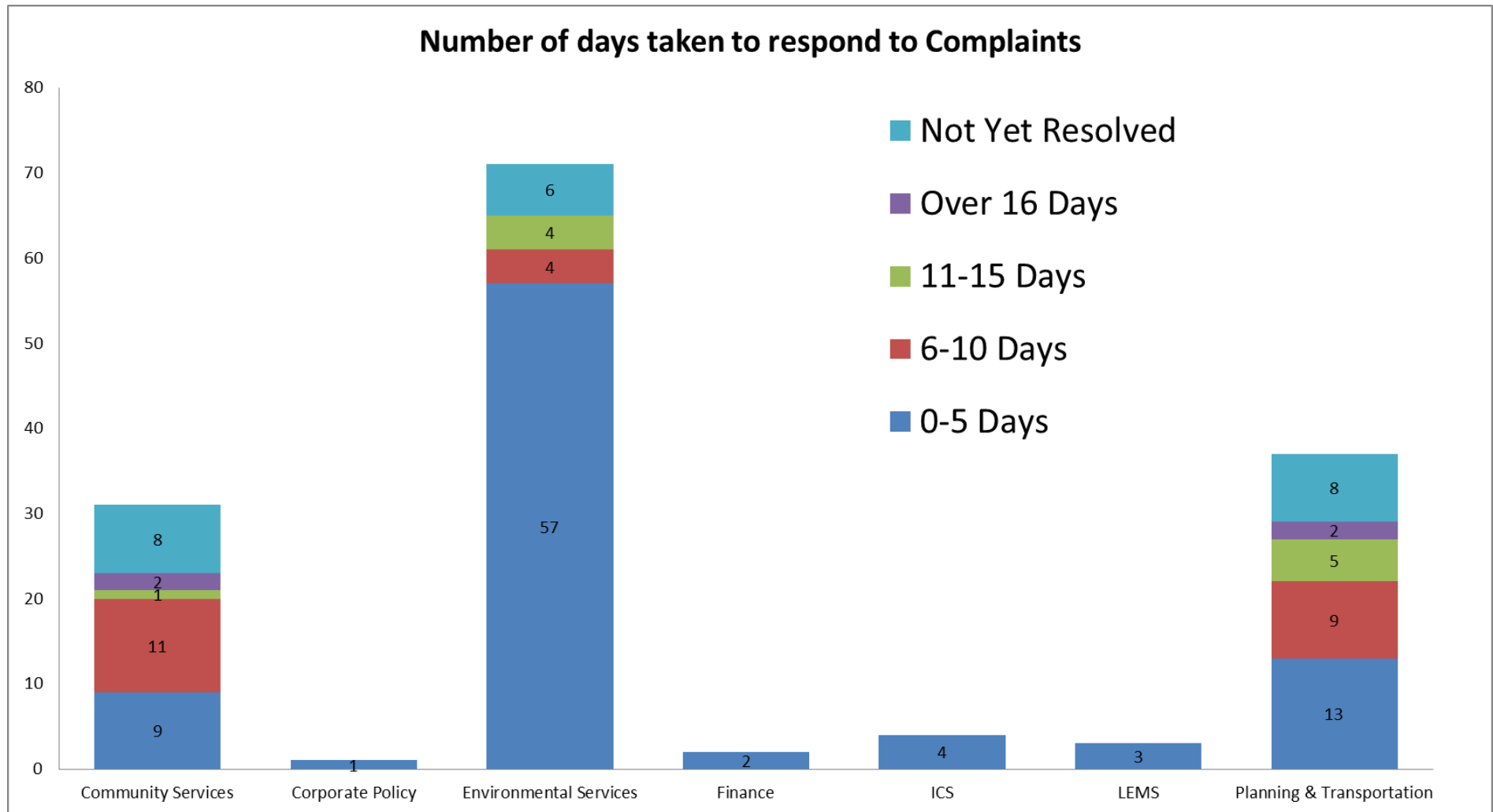


Total Complaints Categories



Complaints Categories Breakdowns

	Timeliness / Delays	Service Error	Council Process / Policy	Dissatisfied with Staff Attitude	Other
Community Services	1	6	19	3	3
Corporate Policy	0	0	1	0	0
Environmental Services	1	52	13	4	1
Financial Services	0	1	0	0	0
ICS	0	2	1	0	0
LEMS	0	1	2	0	0
Planning & Transportation	2	1	29	2	3
TOTALS:	4	63	65	9	7



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+
2010/ 2011	Q1	47	2	30	0	12	3	5	8	2	18	7	2	2
	Q2	30	5	27	0	15	2	2	5	3	9	4	9	5
	Q3	40	2	18	0	6	3	0	6	3	8	6	1	3
	Q4	33	4	53	0	39	3	1	6	4	33	12	7	1
	Annual	150	13	128	0	72	11	8	25	12	68	30	19	11
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

FREEDOM OF INFORMATION COMPARISON

April 2010 – 31st March 2014

	April - March 2011	April- March 2012	April – March 2013	April – March 2014
Community Services	49	72	110	172
Corporate Collation	74	145	128	149
Environmental Services	99	124	118	121
Finance	51	54	23	32
People and Policy Unit (previously corporate policy and HR)	33	23	15	20
Information & Customer Services	43	32	46	62
Legal Services	13	19	14	22
Planning / Transportation	41	61	60	57
TOTALS	403	530	514	635

Quarterly comparison on total FOI requests received by RDC

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