

EAST AYRSHIRE COUNCIL

COMMUNITY SERVICES COMMITTEE – 1st FEBRUARY 2006

LOCAL OFFICES 2005 CUSTOMER SURVEY

Report by Executive Director of Neighbourhood Services

1. PURPOSE OF REPORT

- 1.1 To report on the outcome of the Local Offices Customer Survey for 2005.

2. BACKGROUND

- 2.1 As part of the Best Value/EFQM quality management process an annual customer survey is carried out within the local office network. For the 2004 survey, there were a total of 391 responses returned for the 18 Local Offices. The Kilmarnock Registration office was not included in the surveys; most of its services relate to Registration and Education duties and are surveyed separately. Better marketing for the 2005 survey realised a total of 518 responses returned for 17 Local Offices.
- 2.2 Sealed ballot boxes were placed in each office to ensure a robust surveying process. Completed responses were analysed and compiled by a third party using the SPSS system.

3. CONSIDERATIONS

- 3.1 There were very high satisfaction rates recorded most of which increased from the previous year.
- 3.2 In relation to the helpfulness, knowledge and speed of service from staff there was over 98% satisfaction. Also, there was over 98% satisfaction for the location and cleanliness of offices. Satisfaction regarding opening hours was high at 88% but was less than the 96% satisfaction rate recorded in 2004, mainly relating to some offices changing to part-time hours.
- 3.3 The services provided by Local Offices are normally broken into three categories, payments, repairs and enquiries. Enquiries consist of information and advice including benefits verification and assistance with form filling. An average of 97% satisfaction was recorded for the three areas. Customers were also asked about the follow up services provided by other departments and this recorded an 89% satisfaction rate.

- 3.4 When asked about preferred additional services, the top three were benefits advice, more information on Council house repairs and bus and train timetables.

4. FINANCIAL/LEGAL IMPLICATIONS

- 4.1 Nil

5. POLICY/COMMUNITY PLAN IMPLICATIONS

- 5.1 The provision of Local Offices meets the Council's commitment to its Decentralisation Scheme and helps deliver services relating to the Community Plan.

6. CONCLUSION

- 6.1 The survey also indicates that the public like a face to face service and services such as benefits verification and assistance with form filling clearly require this approach.
- 6.2 Following the Member Officer Group's final report recommendations Local Offices are committed to being flexible in the service delivery process, seeking co-locations with other services to justify costs and remain in local communities, being a cornerstone of the Council's Customer Contact Gateway (CCG) and ensuring other Departments link up with their customers.

7. RECOMMENDATIONS

- 7.1 The Committee is asked to:-
- (i) note the high level of public satisfaction recorded in relation to the Council's Local Office network;
 - (ii) note the key role of Local Offices in support of new developments in customer relationship management systems and customer accounts (CCG and DCC); and
 - (iii) otherwise note the contents of the report.

William Stafford
Executive Director of Neighbourhood Services

WS/JAG/DMcV/KH
10th January 2006

LIST OF BACKGROUND PAPERS

1. Local Office Survey 2005

2. Local Office Survey Blank Questionnaire

Anyone wishing to inspect the background papers listed above should contact John Griffiths, Head of Leisure Services, on 01563 578179.

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