

Equalities Monitoring – Services

Appendix D – Customer Services

Annual Report - 2015-16



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1. Introduction

Customer Services is the first point of contact for the public with the council and provides access to the council across a number of channels - face to face, website, email, and telephone. The service deals with around 80% of enquiries to the council including general enquiries from the public for information and services requests about a range of services, including waste and recycling, landscaping and trees, highways and licensing.

The purpose of equalities monitoring is to ensure the council is providing a fair and equitable service to all residents.

Customer Services provides access to the council across a number of channels - face to face, website, email, and telephone.

To ensure the service is fair and equitable within Customer Services, monitoring has been undertaken in terms of:

- Access to the service
- Satisfaction with the service
- Performance

It has been analysed by the following equality groups:

- Sex
- Age
- Race
- Disability
- Religion/Belief
- Sexual Orientation

The data below has been taken from:

- Customer Satisfaction Survey 2015/16. The data covers the period commencing 1 April 2015 to 31 March 2016 inclusive. An email link is sent to customers who have interacted with the Customer Services through the channels mentioned above.

2. Access to the service

Access to the service is open to all members of the public via calling in to reception, telephone calls, online and email.

Not all users of the council's services will have English as their first language, however staff make every effort to meet the needs of individuals. If there is difficulty in communicating with a non-English speaking customer, the 'Language and Interpretation system' (LIPS) may be used. There may also be occasions when an interpreter or translator is required.

Bracknell Forest Council has a number of volunteer members of staff who speak other languages and also has accounts with several companies if needed to provide translation services.

There are also access support arrangements for people who are deaf to aid communication e.g. induction loops, the BT Typetalk service or British Sign Language Interpreters.

People who can experience difficulty with accessing text information include people with learning difficulties and blind and visually impaired people. Bracknell Forest Council provides all the information in large print, in Braille and on audiotape when requested.

To continue to provide excellent customer service, a regular review of the changing needs of the community is needed to ensure fair and appropriate access to services, tailored to meet the individual needs of the borough's residents and diverse communities.

3. Satisfaction

The information on satisfaction below has been taken from Customer Services satisfaction survey responses in 2015/16 for the period 1st April 2015 to 31st March 2016 inclusive. A total of 2361 forms were sent out to customers who had contacted the council through Customer Services during the period 1st April 2015 and 31 March 2016. A total of 141 customers (5.9%) responded. The data from this survey has been analysed to see if there is any difference in satisfaction rates in terms of the person's sex, age, race, disability, religion/belief, sexual orientation.

Age

There were 136 people who responded to the survey who included their age, (5 did not state their age). From the results of the survey the table below shows the satisfaction results by age from the people who responded.

Table 1: Satisfaction by Age

Age Group	Satisfied	Not satisfied	Total
<18	1 (100%)	0	0
18-34	14 (100%)	0	14
35-49	27 (87.1%)	4(12.9%)	31
50-64	33 (77%)	10 (23%)	43
65-79	31 (72%)	12 (28%)	43
80+	4 (100%)	0	4
Not Answered	2 (40%)	3(60%)	5
Total	112 (82%)	24(18%)	141

Comment

The table shows that generally satisfaction levels by age group are high for all groups. People aged 65 to 79 years had the highest dissatisfaction rate with 28% of this group being dissatisfied. For those aged under 18, 18 to 34 years and over 80

years satisfaction is shown at 100%, although the numbers responding for these groups is very low.

Sex

The table below shows satisfaction rates for men and women.

Table 2: Satisfaction rates by sex

Sex	Satisfied	Not Satisfied	Total
Male	41(76%)	13(24%)	54
Female	69(83%)	14(17%)	83
Not Answered	2(50%)	2(50%)	4
Total	112 (94%)	29(6%)	141

Comment

Women seem to be more satisfied than men with a satisfaction rating of 83% compared to 76% for men.

Disability

The table below shows the satisfaction rates in terms of whether the customer has a disability.

Table 3: Satisfaction rates by disability

Disability?	Satisfied	Not Satisfied	Total
Yes	24 (75%)	8 (25%)	32
No	78 (82%)	17(18%)	95
Not answered	10(71%)	4 (29%)	14
Total	112(79%)	29(21%)	141

Comment

32 respondents advised that they had a disability. A large proportion of these customers were satisfied with the service they had received (75%). The satisfaction rate for customers without a disability was also high at 82%.

Race

The table below shows the satisfaction rates in terms of the customer's race.

Table 4: Satisfaction rates by race

Race	Satisfied	Not Satisfied	Total
White	103(82%)	23(18%)	126
Black & Minority Ethnic groups	5 (80%)	1(20%)	6
Not Answered	4(44%)	5(56%)	9
Total	112 (79%)	29(21%)	141

Comment

The table shows no significant difference to satisfaction rates in terms of the person's race. The majority of respondents from Black & Minority Ethnic (BME) groups were satisfied with the service they had received i.e. 80%, compared to 82% satisfaction for the White Ethnic group.

Religion/Belief

The table below shows the satisfaction rates in terms of the customer's religion/belief.

Table 5: Satisfaction rates by religion/belief

Religion/Belief	Satisfied	Not satisfied	Total
None	37(80%)	9 (20%)	46
Christian	67(81%)	16(19%)	83
Buddhist	0	0	0
Hindu	0	0	2
Muslim	0	0	0
Sikh	0	0	0
Jewish	0	0	0
Other	1(100%)	0	1
Not Answered	7(64%)	4(36%)	11
Total	112(79%)	29(21%)	141

Comment

The table above shows the majority of customers answering this question are Christian, with 81% satisfied with the service they had received.

46 respondents advised that they had no religion/belief and a further 11 respondents did not answer the question

Sexual Orientation

The table below shows the satisfaction rates in terms of the customer's sexual orientation.

Table 6: Satisfaction rates by sexual orientation

Sexual Orientation	Satisfied	Not satisfied	Total
Heterosexual/Straight	95(83%)	19(17%)	114
Gay Man	1(50%)	1 (50%)	2
Lesbian/Gay Women	0	0	0
Bisexual	0	0	0
Prefer not to say	7(64%)	4 (36%)	11
Not Answered	9(64%)	5 (36%)	14
Total	112(79%)	29(21%)	141

Comment

The table shows that the majority of customers' answering this question were heterosexual/straight, with 83% of this group satisfied with the service they had received.

Two customers identified as gay men, one was satisfied and one dissatisfied. 11 customers preferred 'not to say' and 14 did not answer the question; both of these groups showed a satisfaction of 64% each.

4. Conclusion

In conclusion, whilst sample size is relatively low for this survey, overall satisfaction is reasonably high and there are no significant differences relating to the various equalities groups.

In 2014/15 the survey was made available on-line, and this year 2015/2016 the survey was modified to try and capture more detailed information about the channels used to contact the council.

5. Recommendations

Moving forwards opportunities to encourage a larger response to the survey will be considered through further linkage of the survey to the various communications received from customers.