

Equalities Monitoring – Services

Appendix D – Customer Services

Annual Report - 2019-20



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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 several communication channels - face to face, telephone, email, website providing online forms, webchat and social media. The service deals with around 80% of enquiries to the Council including general enquiries from the public for information and service requests, 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.

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

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 2019-20. The data covers the period commencing 1 April 2019 to 31 March 2020 inclusive. An email link is sent to customers who have interacted with Customer Services. In addition, the survey is also available in hard copy at the Customer Services reception at the Council's Time Square office.

2. Access to the service

Access to the service is open to all members of the public via several communication channels: calling in to reception, telephone calls, email, online forms, webchat and social media

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 several volunteer members of staff who speak other languages and also has access to several specialist companies if needed to provide translation or interpretation services.

There are also access support arrangements for people who are deaf to aid communication, for example, induction loops.

Documents and publications can also be provided in alternative formats for people who have difficulty with accessing text information including people with learning difficulties, partially sighted people and blind people.

3. Satisfaction

The information on satisfaction below has been taken from the Customer Services satisfaction survey for 2019-20, covering the period 1st April 2019 to 31st March 2020 inclusive. A total of 963 customers returned surveys. The data 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. The definition for satisfied has been set at all respondents who reported satisfaction of excellent or good. The definition for not satisfied has been set at all respondents who reported satisfaction of fair or poor.

Age

There were 911 people who responded to the survey and included their age, (52 did not state their age). 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	0	1	1 (-)
18-34	27 (69%)	12 (31%)	39 (4%)
35-49	83 (60%)	56 (40%)	139 (14%)
50-64	244 (75%)	81 (25%)	325 (34%)
65-79	266 (78%)	75 (22%)	341 (35%)
80+	54 (82%)	12 (18%)	66 (7%)
Total Answered	674 (74%)	237 (26%)	911
Not Answered			52 (6%)
Overall Total			963

Comment

Satisfaction levels by age group are generally high for most groups. People aged 35 to 49 years had the highest dissatisfaction rate with 40% of this group being dissatisfied; however, this group makes up just 14% of the total sample size. The table also shows that satisfaction levels generally improve with age.

Sex

The table below shows satisfaction rates for men and women, 903 customers responded to this question.

Table 2: Satisfaction rates by sex

Sex	Satisfied	Not Satisfied	Total
Male	297 (71%)	122 (29%)	419 (44%)
Female	366 (76%)	118 (24%)	484 (50%)
Total Answered	663 (73%)	240(27%)	903
Not Answered			60 (6%)
Overall Total			963

Comment

The data shows that female respondents are slightly more satisfied than male respondents, although the sample shows that more women than men answered this question.

Disability

The table below shows the satisfaction rates in terms of whether the customer has a disability, 901 customers responded to this question.

Table 3: Satisfaction rates by disability

Disability?	Satisfied	Not Satisfied	Total
Yes	240 (81%)	57 (19%)	297 (31%)
No	438 (73%)	166 (27%)	604(63%)
Total Answered	678 (75%)	223 (25%)	901
Not Answered			62(6%)
Overall Total			963

Comment

The data shows that 297 (31%) of the overall respondents advised that they had a disability. A large proportion of these customers were satisfied with the service they received (81%). The satisfaction rate for customers without a disability, whilst still high at 73%, is lower in comparison to those customers with a disability, however, the numbers of customers in this group is much higher.

Race

The table below shows the satisfaction rates in terms of the customers' race, 916 customers responded to this question.

Table 4: Satisfaction rates by race

Race	Satisfied	Not Satisfied	Total
White	658 (75%)	214 (25%)	872 (91%)
Black & Minority Ethnic groups	29 (66%)	15 (34%)	44 (4%)
Total Answered	687 (75%)	229 (25%)	916
Not Answered			47 (5%)
Overall Total			963

Comment

The table shows that satisfaction rates for the White Ethnic group is 75% compared with 66% for the Black & Minority Ethnic groups. However, the total number of customers who responded to this question in the Black& Minority Ethnic groups is relatively small at 4%.

Religion/Belief

The table below shows the satisfaction rates in terms of the customers' religion/belief, 886 customers responded to this question.

Table 5: Satisfaction rates by religion/belief

Religion/Belief	Satisfied	Not satisfied	Total
None	212 (72%)	84 (28%)	296 (31%)
Christian	427 (79%)	116 (21%)	543(56%)
Buddhist	4 (100%)	0	4(-)
Hindu	4(67%)	2 (33%)	6 (1%)
Muslim	1 (50%)	1(50%)	2(-)
Sikh	4 (67%)	2 (33%)	6 (1%)
Jewish	1 (50%)	1(50%)	2(-)
Other	17 (63%)	10 (37%)	27 (3%)
Total Answered	670 (76%)	216 (24%)	886
Not Answered			77(8%)
Overall Total			963

Comment

The table above shows the majority of customer's answering this question are Christian (56%), with 79% satisfied with the service they had received.

296 (31%) respondents advised that they had no religion/belief and a further 77 (8%) of respondents did not answer the question. The numbers of people stating their

religion as Buddhist, Hindu, Muslim, Sikh, Jewish or Other are very small, therefore any differences in levels of satisfaction should not be viewed as statistically significant.

Sexual Orientation

The table below shows the satisfaction rates in terms of the customers' sexual orientation, 874 customers responded to this question.

Table 6: Satisfaction rates by sexual orientation

Sexual Orientation	Satisfied	Not satisfied	Total
Heterosexual/Straight	605 (78%)	168 (22%)	773 (80%)
Gay Man	4 (67%)	2 (33%)	6(1%)
Lesbian/Gay Women	1(100%)	0	1 (-)
Bisexual	4 (80%)	1(20%)	5 (1%)
Prefer not to say	49 (55%)	40 (45%)	89(9%)
Total Answered	663 (76%)	211 (24%)	874
Not Answered			89(9%)
Overall Total			963

Comment

The table shows that most customers' answering this question were heterosexual/straight (80%), with 78% of this group satisfied with the service they had received. 9% of customers preferred not to advise their sexuality and 9% did not answer the question. The numbers for other groups are so small that any differences in levels of satisfaction should not be viewed as statistically significant.

4. Conclusion

In conclusion, overall satisfaction is quite high and there are no major differences relating to the various equality groups. Whilst sample size is relatively low for this survey, there has been an upturn in responses received when compared to the previous year; 963 responses received for 2019-20, compared with 623 for 2018-19 and 506 for 2017-18. Efforts will continue to encourage further take-up and so enable more meaningful data to be collected.

5. Recommendations

Continue efforts to increase the take-up of the customer satisfaction survey to help provide more meaningful data.

Consider other ways in which to gather satisfaction data and incorporate these into future work plans.