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Dear Councillor,

Please find attached the following information for consideration as part of the current review of Customer First:

1. Initial data from a report undertaken to assess the impact of Customer First Stage 1. This report is from December 2006, prior to the introduction of Stage 2. It is included to provide an indication of progress up to that point **(1.1)**;
2. 'Mystery shopping' data. This looks at the quality of provision at receptions, for telephone responses, e-mail responses, and requests for information for all services, not just those services that have completed or are completing Customer First Stage 2, every six months. The data included here is the most recent mystery shopping data held by the Customer First team from 2007 **(1.2 – 1.4)**.
3. Ipsos MORI data concerning contact with the Council and overall satisfaction levels with contact. This includes data comparing Stockton-on-Tees Borough Council's performance over time (between 1998 and 2006) and with other local authorities who have asked the same questions in MORI polls. This data can also be provided in greater detail, broken down along different demographic criteria including gender, age, social grade, disability; area of residence; and tenure. MORI data is collected bi-annually (1998, 2000, 2002, 2004, 2006) in Stockton, although not all questions included in this report were asked in all of these years and therefore comparisons are not always possible **(1.5 – 1.7)**.
4. Best Value Performance Indicator (BVPI) General Survey data (2006) – All English local authorities are statutorily required to undertake surveys on a three-yearly basis to collect data for Best Value Performance satisfaction indicators. The first round of these surveys ran in 2000-01, the second in 2003-04, and the third in 2006-07. These survey-based measures form part of the wider suite of BVPIs, which councils are statutorily required to report. Local authorities collect this survey data following a methodology and a timetable prescribed by the Department for Communities and Local Government and the Audit Commission. Following data collection, authorities submit their data to the Audit Commission for collation and further analysis at national and regional aggregate levels. The data included in this report provides information from the BVPI General Survey contact with Stockton-on-Tees Borough Council and satisfaction with service **(1.8)**;
5. Information relating to complaints and commendations for the last two available quarters of 2007/08 (quarter 2 and quarter 3). This information provides the main areas of complaint for different service areas **(1.9)**.

6. Relevant questions and results from the Viewpoint Survey on the 'Access to Services' programme. Although Customer First and Access to Services are separate and distinct programmes, some of the elements overlap between the two. Open comments regarding this survey are also provided **(1.10)**.
7. The results and comments from a series of discussion groups held around 'Access to Services'. Again, these are not wholly relevant to the purposes of this review, but do include the views of Viewpoint Panel Members on customer services **(1.11)**.
8. Examples of customer satisfaction assessments and data from individual services. These have primarily been identified from those listed on the Consultation Plan on the SBC Intranet and/or have been supplied by services who have/ are currently completing Customer First Stage 2. These consultation exercises are service specific and utilise a range of different methodologies. They should therefore be treated with a degree of caution for the purposes of this review and appear largely incomparable. However, they are included as evidence of services within the Council consulting on customer service / satisfaction and how they do this. In addition to this, questions will be raised around how data generated by such consultation exercises are utilised for service improvement at the upcoming discussion groups with representatives from those services who have or are currently completing Customer First Stage 2.
 - 1.12: Information from Taxation and Administration – Telephones and Reception – Kingsway House – 2007;
 - 1.13: Information from Taxation and Administration – Telephones and Reception – Municipal Buildings – 2007;
 - 1.14: Analysis of Care for Your Area Satisfaction Surveys for November 2007;
 - 1.15: Information from Housing Conditions;
 - 1.16: Information from Community Safety – Care Call Satisfaction Survey;
 - 1.17: Information from Trading Standards;
 - 1.18: Housing – Consultation with the Disability Advisory Group in relation to the reception area in 16 Church Road.

If you have any questions regarding this data ahead of this Monday's meeting please do not hesitate to contact me.

Yours sincerely

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