

## Public Services Panel Spring/Summer 2009 newsletter

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### How we are using your feedback

The results we receive from the questions on satisfaction with council services are used to monitor how we are doing. They are also used to see if there are any areas where we could improve on. The council's Leadership Board recently instructed council officers to monitor those areas where dissatisfaction was highest.

The results on our customer services are used by the Customer Services Unit to see that they are continuing to deliver first class services. This time, the results were also used to inform the Council's Customer Strategy. This document was approved by the Council's Leadership Board in June 2009. The Council's vision for customer service is about "understanding our customer's needs and providing the best service at every opportunity". The Customer Strategy, which was developed with your input, is an ambitious document and sets out how customer services will be developed and improved over the next five years.

### Up and Coming Consultations

#### Placing requests for our schools

An important part of the Education (Scotland) Act 1990 was to allow parents to make a choice as to which school they wish their child to attend. This process is called a placing request. The placing request process offers parents a choice of school outwith their normal catchment area.

Unfortunately, for a number of reasons we cannot always grant these requests, however it is important that we are providing as much information and the best service to parents and children as possible. We always welcome comments from parents on how the placing request process can be improved or changed.

In July each year we consult a sample of parents who have made a placing request, regardless of whether we were able to grant the request.

The survey is conducted by Education and Leisure Services. You can find out more information on the survey by contacting Anne Adams on 0141 842 5699.

### What's next?

The latest Public Services Panel survey on community safety and financial inclusion has been enclosed with this newsletter. Please let us hear your views by completing the enclosed survey and return in the freepost envelope provided.

For more information and for  
copies of Panel newsletters  
and questionnaires please visit:  
[www.renfrewshire.gov.uk/  
haveyoursay](http://www.renfrewshire.gov.uk/haveyoursay)  
and click on Public Services Panel



Dear Panel Member

Welcome to the spring/summer 2009 issue of the Public Services Panel newsletter. For many of you this will be the first time that you have seen one of our newsletters and I hope you find it useful and informative. This newsletter summarises the results from the winter 2008 survey.

I would like to take this opportunity to thank you for your involvement in the Public Services Panel; whether you have been a Panel member for a while or have joined recently. Your feedback is really important in helping us to develop our services and plan for the future.

The Renfrewshire Public Services Panel was set up in 1998 and is used as a resource for research and consultation by the Renfrewshire Community Planning Partnership – organisations like the Police, NHS and the voluntary sector who work with Renfrewshire Council.

I would also like to thank those Panel members who helped us to choose the new design for the survey. Over 70% of those who filled out our survey on this preferred this design and we hope that you all like it. If, however, you would like any changes made in the future please get in touch.

Congratulations go to Mrs MacCalman from Linwood who was selected at random for the prize draw and won £100 in Braehead vouchers. If you want to be in with a chance of winning our next prize draw please complete and return the enclosed questionnaire, and remember to include your phone number. We look forward to receiving your completed survey form. Your views and opinions help to improve public services for people in Renfrewshire – thank you.

*David R Martin*

David Martin, Chief Executive

## About the Renfrewshire Public Services Panel

We set up our Public Services Panel in 1998. It is used to find out the views of Renfrewshire residents on a wide range of issues. We've recently went through a major recruitment exercise to get new members on to the Panel. This now means there are over 2100 Renfrewshire residents on the Panel. A big part of this exercise was making sure that our membership broadly reflects the population of Renfrewshire. We are pleased to report that we achieved this and this means that we can be confident that your views and opinions will broadly reflect those of all Renfrewshire residents.

Our Panel is made up of people from all over Renfrewshire. We now have an equal split across the 5 different Local Area Committee areas. 55% of our panel members are female and 45% are male. This reflects the population of Renfrewshire. Nearly 3% of Panel members are from Black and Minority Ethnic communities. Again, this reflects the population of Renfrewshire as a whole. We have also matched the membership to reflect age, disability, employability status and housing tenure.

The Public Services Panel is one of the main elements of our consultation process. Consultation is important because listening and responding to the public is fundamental to the work of the council. Our Panel helps us to:

- plan services to meet our customers' needs and expectations
- find out what is important to our customers
- monitor the effectiveness of our services
- develop good relationships with our customers
- improve our services

Feedback that we get from Panel members is used to plan our work and improve our services.

## Online surveys

In the last questionnaire we asked people who wanted to fill out future editions of Panel surveys online to write down their email address for us. Unfortunately we are finding that the reading machines that scan in our questionnaires haven't been able to properly read many of these addresses. If you would like to fill your questionnaire in online in the future please send an email to [office@hexagonresearch.co.uk](mailto:office@hexagonresearch.co.uk)

## Satisfaction with Council Services

What you told us....

Satisfaction with the overall service provided by Renfrewshire Council has remained relatively high, with almost two thirds (65%) satisfied. This is a rise of 5% from last year's survey.

The three specific services scoring highest are "libraries" (78%), "refuse collection" (77%) and "museum and art galleries" (72%). The services with the highest levels of dissatisfaction are "repairs to roads and footpaths" (72%), "upgrading town centres" (49%) and "control of dogs" (40%).

## Customer Service

What you told us....

61% of Panel members contacted the council in the last year. This is an increase of 12% from last year's survey. The overall experience of contacting the council is positive, with more than three quarters (77%) stating this was either "good" or "very good".

Very positive scores were recorded for contacting a council office (74%) and by phone (71%). 66% of Panel members said that the council understood their needs. 61% said the council provided a speedy response to their enquiry and 62% said the council provided helpful information.

92% of Panel members said they received a friendly, courteous and helpful nature of the customer service received. 86% said they were treated fairly and sensitively. 72% said getting hold of the right person was easy and 68% said they were able to deal with their enquiry.

71% of those contacting the council said their expectations had been satisfied or exceeded.

## Customer Service Centre

What you told us....

25% of Panel members said that they had contacted the Customer Service Centre in the last year. This is a rise of 11% since 2007.

Perceptions of the service provided by the Customer Service Centre are very positive. 94% said that the service they received was polite and friendly. 90% said that the information provided to them was easy to understand. One area that we could improve on, though, was that enquiries were not always completely resolved. 23% of users of the Customer Service Centre said that this was the case.

## Customer Contact Centre

What you told us....

A third (33%) of Panel members had contacted the Customer Contact Centre in the last 12 months. This is an increase of 7% from last year.

71% of users regard the service as "good" or "very good". Virtually all users (93%) said that the service they received was polite and friendly. This is an increase of 13% from last year's survey. 81% are satisfied with getting through without having to redial (up from 73% from last year's survey) and 74% said that the information they were provided with was clear and easy to understand.

The only negative issue was a concern among a third (33%) of users that their enquiry was not completely resolved. This is an increase of 7% since last year.

## Did you know?

The Customer Services Unit currently manages over 400,000 contacts each year. This service is delivered by the Customer Contact Centre who respond to over 250,000 contacts across 16 service areas and the Customer Service Centre at Renfrewshire House where staff provide a face-to-face service to over 150,000 customers each year across 17 services. Services are also delivered to local communities via the 7 Customer Service Points located in libraries, community centres and neighbourhood offices.

