

CANNOCK CHASE COUNCIL
HEALTH & WELLBEING POLICY DEVELOPMENT COMMITTEE
24TH OCTOBER 2011
BRIEFING NOTE FROM HEAD OF ENVIRONMENTAL HEALTH
CUSTOMER SATISFACTION (PREVIOUSLY NI 182)

1. Purpose of Briefing Note

- 1.1 To advise the Policy Development Committee of changes to how customer satisfaction data is collected.

2. Background

- 2.1 At the last meeting of this Policy Development Committee on 8th August 2011 members asked several questions in relation to the performance measures in the Priority Delivery Plan. One question related to how and why customer satisfaction information is gathered and how time consuming this process is.

- 2.1 NI 182 "Satisfaction of business with local authority regulatory services" was a national indicator used for the first time in 2008-09 as part of a suite of 198 National Indicators for Local Authorities. The Indicator was discontinued with effect from April 2011, so we have 3 years worth of data. The indicator was introduced to measure the experience of business having dealings with regulatory services and thereby the quality of regulation delivered by local authorities. The survey method involved distinguishing between compliant and non compliant businesses and the mechanism to gather the data was time consuming and complex. The fact the indicator has now been discontinued would suggest government (and business) found it of little value.

- 2.2 However, we have always believed that asking businesses their views of us is important. We have always carried out some form of customer survey and intend to continue asking all businesses with whom we have dealings a series of simple questions to inform how we develop our services and to enable us to respond if we receive unfavourable feedback. This will be achieved by sending a response card with each correspondence following a regulatory intervention. We will no longer split these into compliant and non compliant, as our baseline data gathered over 3 years shows little or no variance between these sampling strata.

- 2.3 The information will be easy to gather and collate and will enable us to demonstrate our levels of customer service remain high. A summary of last year's survey is set out below.

Environmental Health – Food and Safety Section
Customer Survey April 2010 – March 2011

A customer survey was carried out over the year 2010-11 to identify levels of satisfaction with Food Hygiene and Health and Safety Regulatory Inspections.

422 premises inspected during the year were sent a pre-paid customer survey card with accompanying letter, asking a number of questions.

A total of 185 responses (44% response rate) were received, 37 (20%) being from compliant businesses and 148 (80%) from non complaint businesses (these numbers reflect the make up of the survey, with 21% of premises surveyed being compliant and 79% non compliant).

Summary of responses:

COMPLIANT BUSINESSES

RATING FOR	PERCENTAGE RESPONDING			
	Excellent	Good	Fair	Poor
OFFICER POLITENESS	89%	11%	0	0

So, from the above table, 100% of respondents ranked Officer Politeness as excellent or good;

RESPONSE FOR	PERCENTAGE RESPONDING			
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree
My business was treated fairly by Environmental Health	65%	32%	3%	0

So 97% of compliant businesses agree or strongly agree that their business was treated fairly by the Environmental Health Service. It is pleasing that the majority *strongly agree* with the statement. The 3% equates to one business in this sample.

RESPONSE FOR	PERCENTAGE RESPONDING			
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree
I felt the contact with Environmental Health was helpful	57%	43%	0	0

100% of compliant businesses agreed or strongly agreed that the contact with Environmental Health was helpful.

NON COMPLIANT BUSINESSES

RATING FOR	PERCENTAGE RESPONDING			
	Excellent	Good	Fair	Poor
OFFICER POLITENESS	74%	25.5%	0.5%	0

So, from the above table, 99.5% of respondents ranked Officer Politeness as excellent or good;

RESPONSE FOR	PERCENTAGE RESPONDING			
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree
My business was treated fairly by Environmental Health	72%	25%	2%	1%

So 97% of non compliant businesses agree or strongly agree that their business was treated fairly by the Environmental Health Service. It is pleasing that the vast majority *strongly agree* with the statement. The 1% equates to one business in this sample.

RESPONSE FOR	PERCENTAGE RESPONDING			
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree
I felt the contact with Environmental Health was helpful	67%	30%	2%	1%

97% of compliant businesses agreed or strongly agreed that the contact with Environmental Health was helpful.

Discussion

Overall these results are very pleasing, particularly when we can see that for both compliant and non compliant businesses our satisfaction levels are similar. Indeed, of our non compliant businesses, more *strongly agree* that visits were helpful. 97%

of both compliant *and* non compliant businesses agree that they were treated fairly with only 1% of non compliant businesses disagreeing.

In summary, these results show exceptional levels of customer satisfaction with what are unannounced enforcement visits. In the case of non compliant businesses these visits will be asking for work to be carried out and money to be spent.

The results are a positive reflection of the measured and constructive approach we adopt with our businesses in encouraging and assisting them to comply with Regulations.