
REPORT AUTHOR: HEAD OF COMMUNITY SAFETY

**SUBJECT: CUSTOMER SATISFACTION SURVEY REPORT
END OF YEAR (1 April 2015 – 31 March 2016)**

For further information on this Report contact: Mark Huswitt
Communication and Engagement Manager
Tel No: 01234 845161

Background Papers: None

Implications (tick ✓):

LEGAL		FINANCIAL	
HUMAN RESOURCES		EQUALITY IMPACT	
ENVIRONMENTAL		POLICY	
CORPORATE RISK	Known	CORE BRIEF	
	New	OTHER (please specify)	

Any implications affecting this report are noted at the end of the report.

PURPOSE:

To report the results of Customer Satisfaction surveys conducted from 1 April 2015 – 31 March 2016.

RECOMMENDATION:

That Members acknowledge the high levels of customer satisfaction achieved throughout the year and note that changes in the method of gathering data will be trialled during 2016/17.

1. Executive Summary

- 1.1 The Service received 99.6% satisfaction rating from local people during 2015/16 for the services that we provided to them.
- 1.2 This demonstrates an overall level of satisfaction across all services surveyed and this remains consistent with previous years.

1.3 During 2015/16 Quarterly Customer Satisfaction Surveys were undertaken to establish the levels of customer satisfaction in the following service areas:

- attending an incident at a domestic property;
- attending an incident at a non-domestic property;
- conducting a Home Fire Safety Check; and
- conducting a Fire Safety Audit.

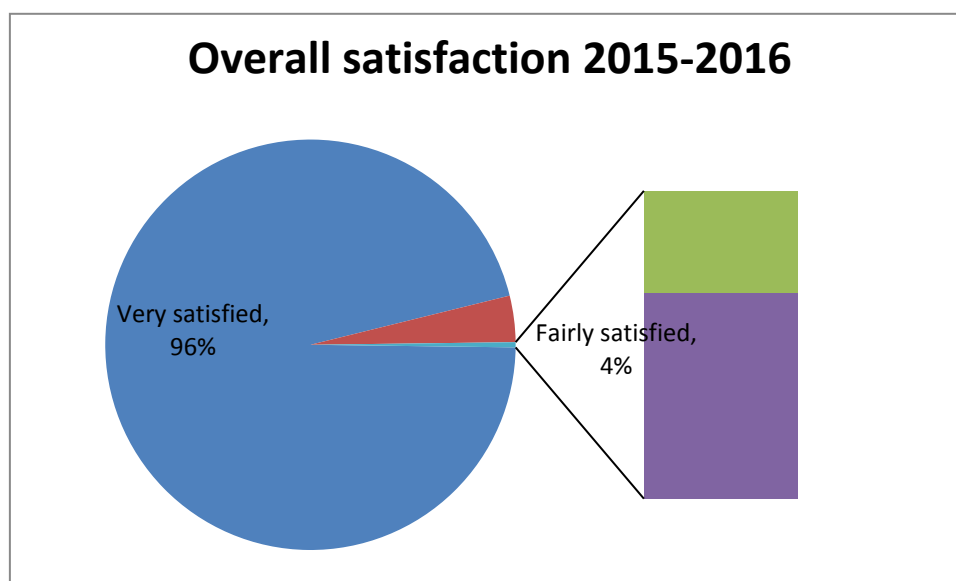
1.4 Throughout the year survey results have been reported to the Service Delivery Management Team, Corporate Management Team and Fire and Rescue Authority and the findings have provided opportunities where the Service have been able to build upon areas of sound performance and identify potential improvements.

1.5 During the past year there has been a variation in the way that these Customer Satisfaction surveys were undertaken but despite this the results gathered in this report continue to show that those receiving our services during 2015/16 have been very or fairly satisfied.

1.6 The new Communications and Engagement Manager has taken responsibility for the customer satisfaction survey and is exploring a variety of different solutions to stabilise return rates during 2016/17. This will include an increased use of online surveys and other methods which make it easier for both individuals and businesses completing these surveys.

2. Overall Results

2.1 In 2015/16 we received a total of 767 surveys, compared to 1,707 in 2014/15, and of the 740 people who responded to the question 'How satisfied were you with our overall service?' 737 (99.6%) agreed they were very or fairly satisfied with the service they had received.



- 2.2 Rates of return vary depending on the different customer groups surveyed, with those receiving Fire Safety Audits responding best followed by those who were involved in incidents.

Area Surveyed	Surveys Issued	Surveys Returned	Rate of Return 2015/16
After the Incident (Domestic)	354	178	50%
After the Incident (Non-Domestic)	144	82	57%
Home Fire Safety Check Follow Up Surveys	1,225	362	30%
Fire Safety Audits	193	145	75%

- 2.3 The number of returns varies during 2015/16 compared to 2014/15 due to the reasons stated above.

Area Surveyed	Return rate 2015/16	Return rate 2014/15	Return rate 2013/14
After the Incident (Domestic)	50%	66%	56%
After the Incident (Non-Domestic)	57%	60%	58%
Home Fire Safety Check Surveys	30%	79%	54%
Fire Safety Audits	75%	64%	30%

3. Individual Survey Results

3.1 **After the Incident (Domestic):**

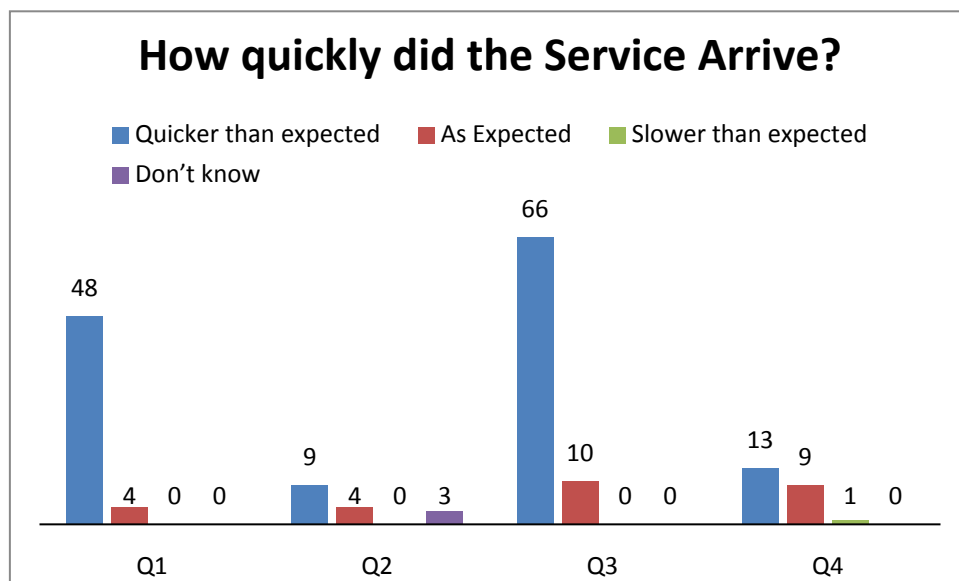
No complaints were received through the customer satisfaction surveys.

A total of 178 completed surveys were received back during the year.

Of the 178 respondents who said they contacted our Service Control, all said they were either very or fairly satisfied with the initial contact.

3.1.1 Q1 – Q4 Incident response times

136 responders out of 167 who replied to this question (81%) stated the fire service arrived quicker than expected.



3.1.2 Q1 - Q4 Overall satisfaction with Service received

All 159 respondents who replied to the question 'How satisfied were you with our overall service?' were either very or fairly satisfied with the service they received.

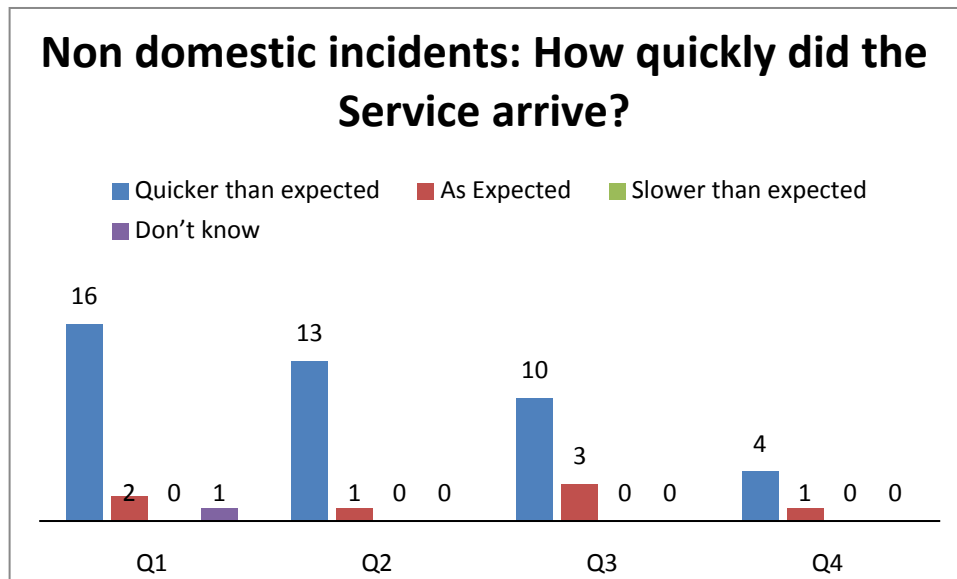


3.2 After the Incident (Non Domestic):

144 surveys were issued by either post or emailed via a survey link and 82 completed surveys were received back for reporting purposes. No complaints were received through the customer satisfaction surveys.

3.2.1 Q1 – Q4 Incident response times

51 of the 82 responders (84%) said the Fire Service arrived quicker than expected.



All of the 82 people who responded said they were very or fairly satisfied with the service they received.

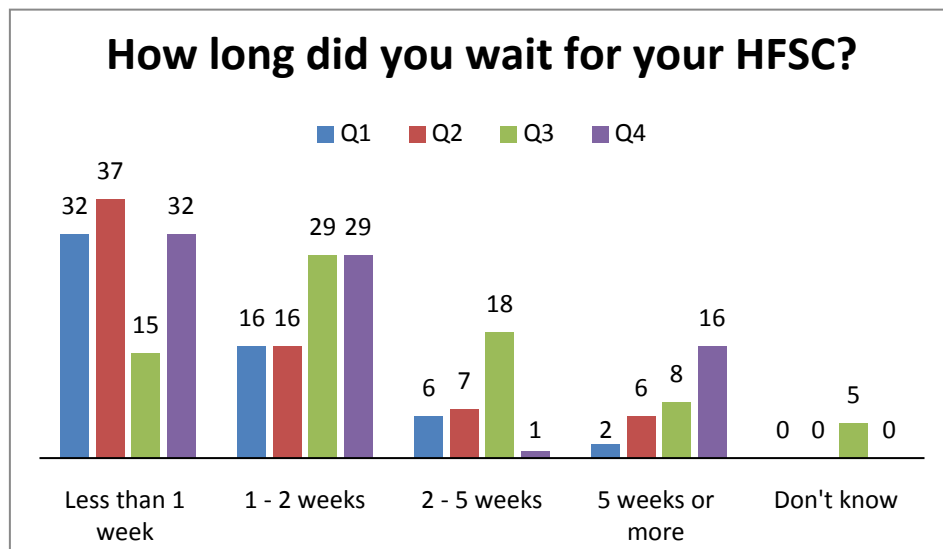


3.3 Home Fire Safety Check Surveys:

Through the year 362 people responded to our survey and almost all stated they were either very or fairly satisfied with the service they received.

116 respondents said they received a HFSC within less than 1 week, with 90 saying they waited between 1-2 weeks and 69 respondents waited over two weeks.

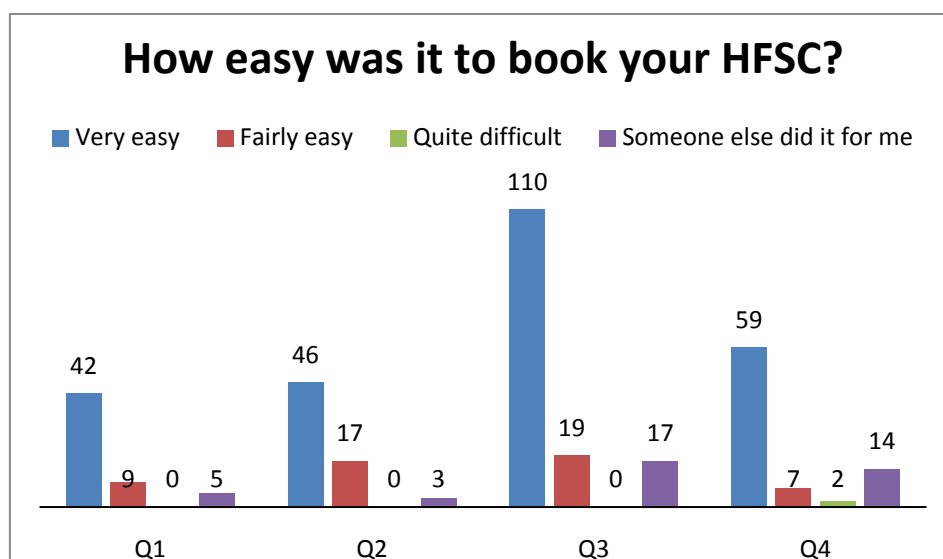
3.3.1 Q1 – Q4 How long did you wait for your Home Fire Safety Check?



Almost all the comments received from those receiving Home Fire Safety Checks praised the attitude, helpfulness and friendliness of the Community Safety Fitters.

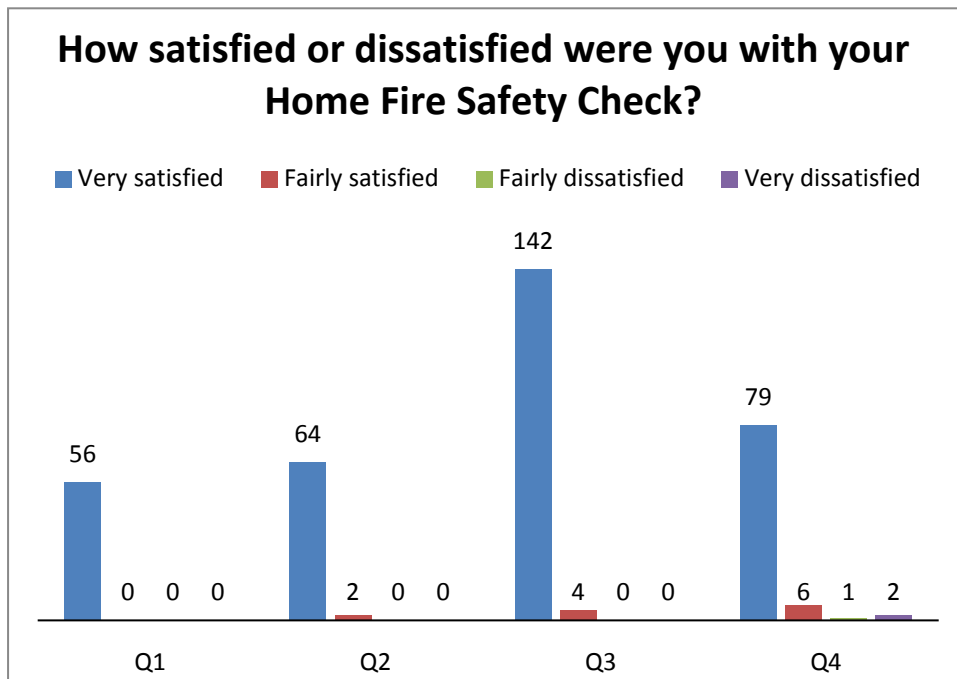
3.3.2 Q1 – Q4 How easy was it to make the appointment?

Of the 350 who responded to this question 309 said that it was very easy or fairly easy to make the appointment while 39 of the remaining 41 said someone else had made the appointment for them. Only two said it was quite difficult to book the appointment.



3.3.3 Q1 – Q4 Overall satisfaction with HFSC service

353 of 356 respondents said they were either very or fairly satisfied with the HFSC service.

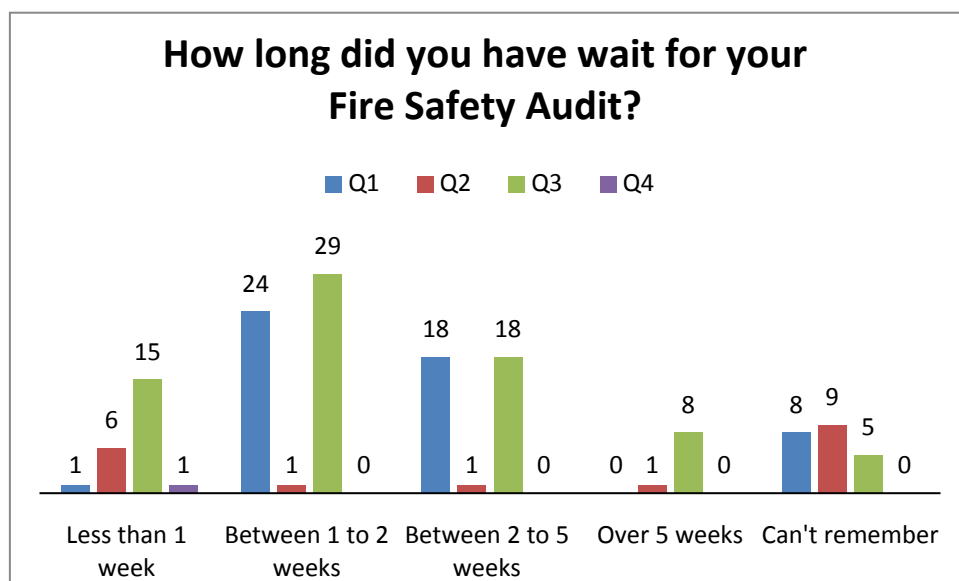


3.4. Fire Safety Audit Surveys:

No complaints were received through the customer satisfaction service.

A total of 193 Fire Safety Audit surveys were issued throughout the year with a return of 145 completed surveys.

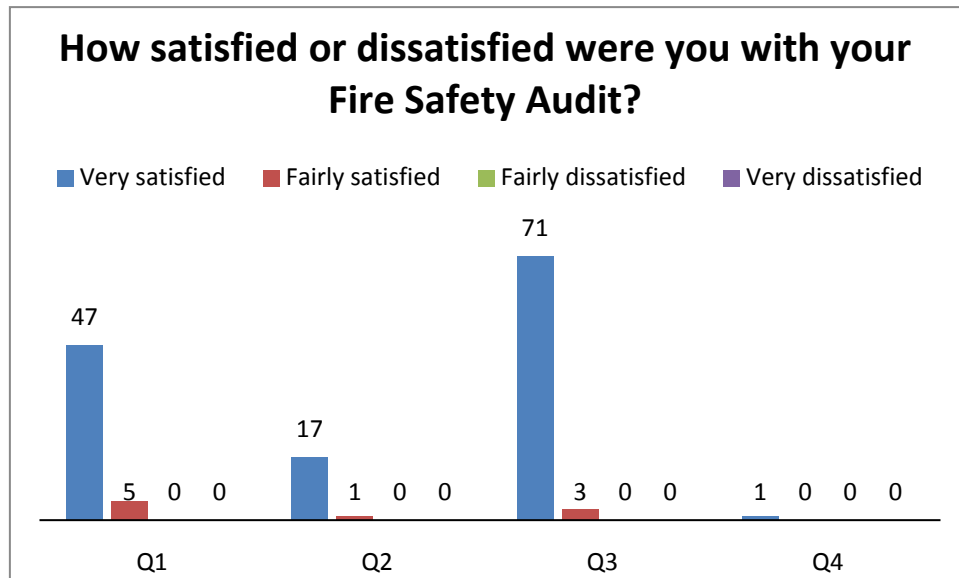
3.4.1 Q1 – Q4 How long did you wait for your Fire Safety Audit



122 of the 145 respondents stated they felt better equipped to deal with risk after the audit process and 123 thought the process was fair.

100 responders confirmed they had received a written report and stated they were either very or fairly satisfied with the contents.

3.4.2 145 responders said they were either very or fairly satisfied with the audit process.



4. Compliments

The Service is pleased to have received 63 compliments from members of the public by letter and email during the past year.

5. Complaints

5.1 Complaints against the Service are processed in accordance with the Service's three stage complaints procedure:

Stage 1 Complaint is investigated and responded to within 10 days.

Stage 2 The complainant is not satisfied with the outcome of Stage 1. CMT Member (or Deputy) undertakes further action as necessary to resolve the issue within 10 working days.

Stage 3 The complainant remains dissatisfied with the outcome of their complaint and the matter is referred to ACO HR and Organisational Development for further investigation and response.

5.2 Should the complainant remain dissatisfied at the end of Stage 3 the complainant may refer the matter to the Ombudsman. Any actions arising from the Ombudsman are received and monitored by ACO HR and Organisational Development.

5.3 During the year the Service received 21 complaints. 18 complaints were satisfied at Stage 1, one is being investigated under the Service disciplinary procedure, one was upheld and another has proceeded to Stage 2.

**SERVICE OPERATIONAL COMMANDER GARY JEFFERY
HEAD OF COMMUNITY SAFETY**