

REPORT AUTHOR: HEAD OF COMMUNITY SAFETY

**SUBJECT: CUSTOMER SATISFACTION SURVEY REPORT
END OF YEAR REPORT 1/4/16 - 30/3/17**

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Background Papers: None

PURPOSE:

To report year end results of Customer Satisfaction surveys conducted from 1 April 2016 – 31 March 2017.

RECOMMENDATION:

To acknowledge the high levels of customer satisfaction achieved throughout the year and note that changes in the method of gathering data have been trialled during 2016/17 and will be implemented in 2017/18.

To note that changes in the way customer satisfaction surveys will be conducted in 2017/18 following the change from Home Fire Safety Checks to Safe and Well visits.

1. Executive Summary

- 1.1 The Service received 99.6% satisfaction rating from local people during 2016/17 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 2016/17 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/Safe and Well visits ;
 - 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 for where the Service have been able to build upon areas of sound performance and where necessary identify potential improvements.
- 1.5 During 2016/17 the Service have made every effort to ensure a consistent approach for gathering data and information against our performance, and there is no better way than gaining actual feedback from those affected by the Services we provide.
- 1.6 The Communications and Engagement Manager has taken responsibility for the customer satisfaction survey and made every effort to stabilise, and where possible improve, the return rates of completed surveys during 2016/17, however results are not directly comparable to those of the previous year due to the variations in the way the 2015/16 surveys were conducted.
- 1.7 Due to the change from Home Fire Safety Checks to Safe and Well visits the profile of those visited will change in 2017/18 and a revised survey, and survey process, is set out below. Also due to the change in the attendance at lock-ins, lock-outs, automatic fire alarms and other special services, together with the increase in co-responding with the ambulance service to cardiac arrests and to force entry in emergency incidents, the profile of response to domestic incidents has also changed.

2. Overall Results

During 2016/17 we received a total of 1,186 completed surveys, compared to 767 in 2015/16, and of the 1,138 people who responded to the question '*How satisfied were you with our overall service?*' 1,124 (99.6%) agreed they were very or fairly satisfied with the service they had received.

Area Surveyed	Surveys Issued	Surveys Returned	Rate of Return 2016/17
After the Incident (Domestic)	537	214	40%
After the Incident (Non-Domestic)	109	55	50%
Home Fire Safety Check Follow Up Surveys	1194	584	49%
Fire Safety Audits	794	333	42%

Area Surveyed	Return rate 2016/17	Return rate 2015/16	Return rate 2014/15	Return rate 2013/14
After the Incident (Domestic)	40%	50%	66%	56%
After the Incident (Non-Domestic)	50%	57%	60%	58%
Home Fire Safety Check Surveys	49%	30%	79%	54%
Fire Safety Audits	42%	75%	64%	30%

3. Individual Survey Results

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

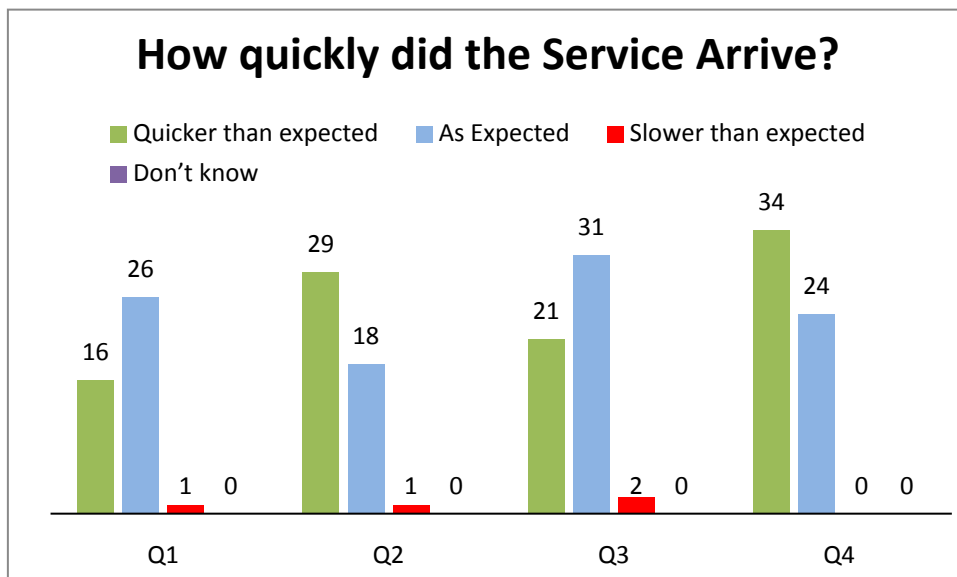
No complaints were received through the customer satisfaction surveys.

A total of 214 completed surveys were received back during the year (up from 178 in 2015/16).

Of the 214 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

100 responders out of 201 who replied to this question (49%) stated the fire service arrived quicker than expected, whilst four felt that we were slower than expected.



3.1.2 Q1 - Q4 Overall satisfaction with Service received

All 203 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.

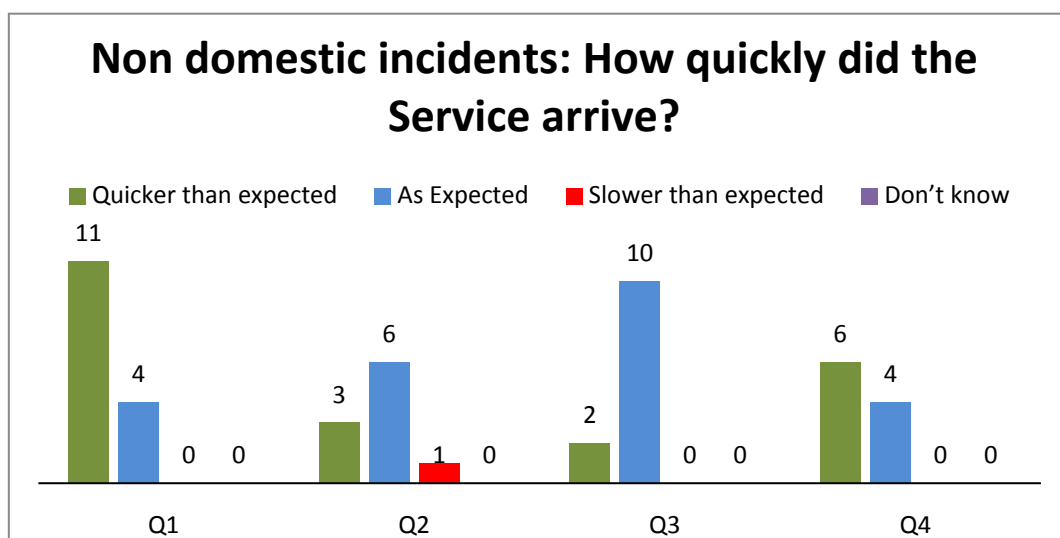


3.2 After the Incident (Non Domestic):

109 surveys were issued by post and 55 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

22 of the 47 responders (47%) to this question said the Fire Service arrived quicker than expected. Only one thought the response was slower than expected.



All of the 48 people who responded to the question said they were very or fairly satisfied with the service they received.



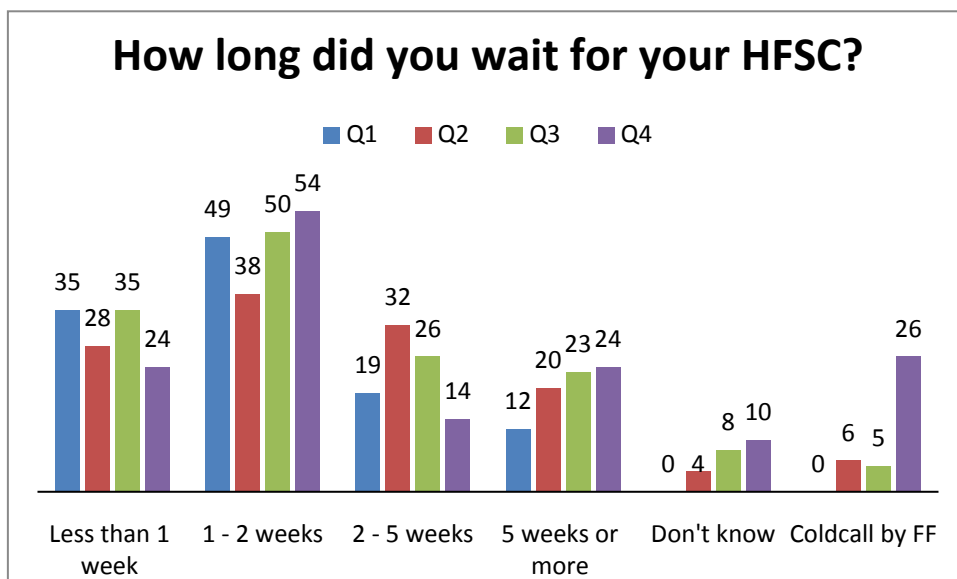
3.3 Home Fire Safety Check Surveys:

Through the year 584 people responded to our survey and almost all stated they were either very or fairly satisfied with the service they received.

122 respondents said they received a HFSC within less than one week, with 191 saying they waited between 1-2 weeks and 79 respondents waited five weeks or more. There was also a noticeable increase in cold-calls by Firefighters, a majority of which were following up after local fire incidents.

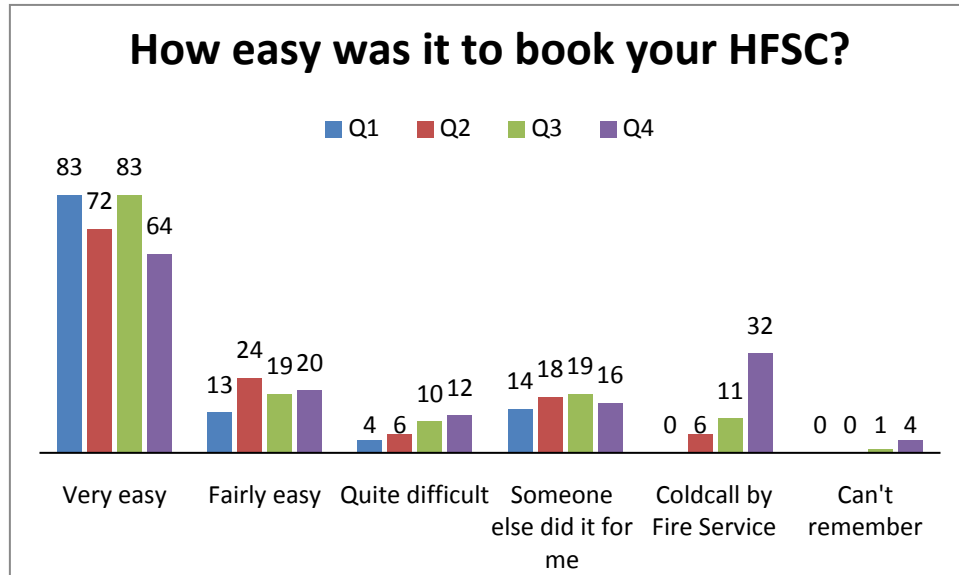
3.3.1 Q1 – Q4 How long did you wait for your Home Fire Safety Check?

In general those requesting HFSC received these within a fortnight of requesting them. However, there has been a small increase in the numbers waiting five weeks or more. The number of people receiving coldcalls from the service increased during the last quarter which is likely a result of impact of the Safe and Well Visit pilot, when no request for a visit was made.



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

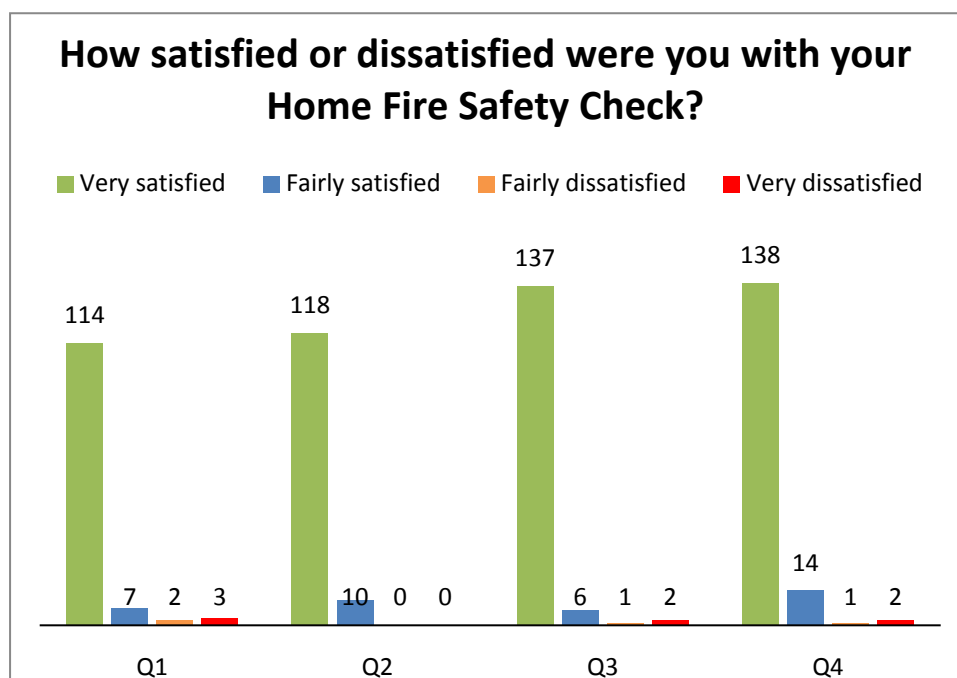
Of the 531 who responded to this question, 378 said that it was very easy or fairly easy to make the appointment, whilst 67 indicated that someone else had made the appointment on their behalf. 32 said it was quite difficult to book the appointment and 49 had received a cold-call from the Service.



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

3.3.3 Q1 – Q4 Overall satisfaction with HFSC service

544 of 555 respondents (98%) said they were either very or fairly satisfied with the HFSC service.



From April 2017 we no longer undertake Home fire Safety Checks, instead we are carrying out more targeted Safe and Well visits to the most vulnerable members of our communities.

This change has required us to consider questions like ‘How did you find out about HFSCs’ and ‘How easy was it to book your HFSC’ for they are no longer relevant.

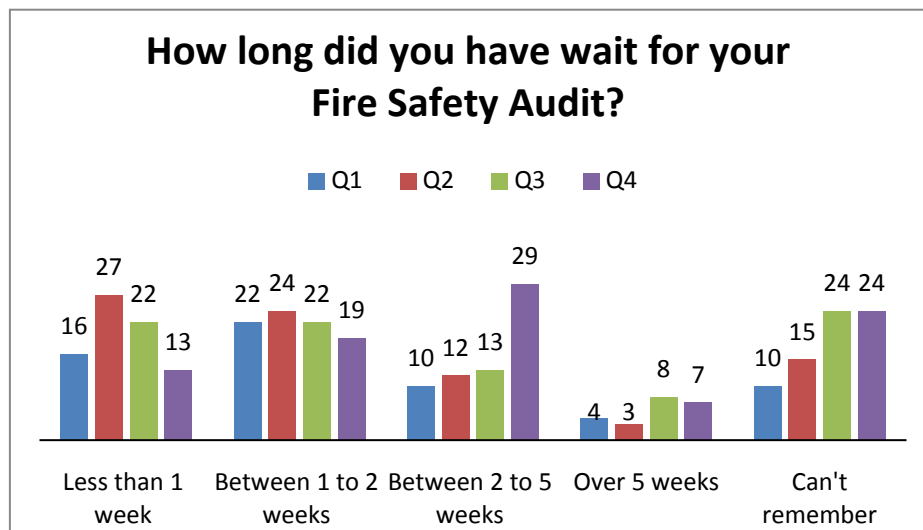
The survey questionnaire has been revised to remove these questions and include additional ones that better reflect the level of knowledge gained from the Safe and Well Visit. In addition to this and rather than send the survey through the post some weeks after the visit has taken place, the surveys will now be delivered directly at the end of each visit. An option to complete and return the survey using a pre-paid envelope will also be offered.

3.4. Fire Safety Audit Surveys:

No complaints were received through the customer satisfaction service.

A total of 794 Fire Safety Audit surveys were issued throughout the year with a return of 333 completed surveys (42%).

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

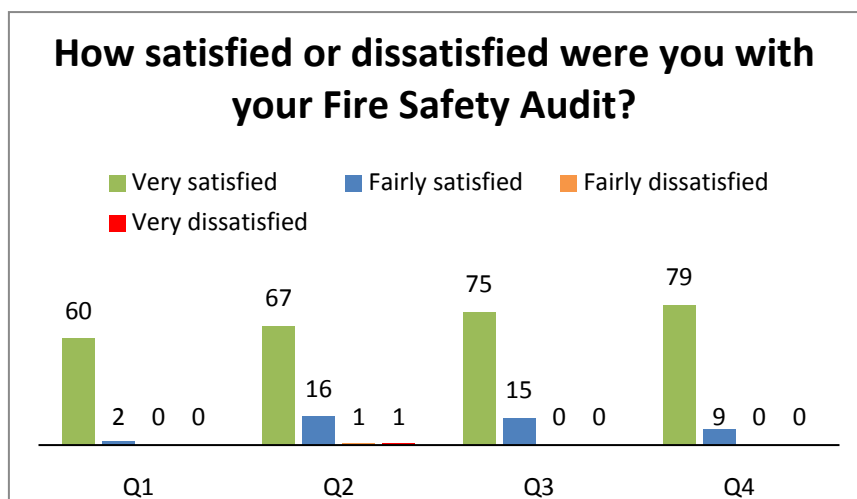


In general businesses only waited a fortnight between requesting a FSA or being notified of one. However, there is a significant increase in those waiting between two and five weeks in the last quarter of the year.

3.4.2 Q1 – Q4 Did you receive a written report?

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

3.4.3 How satisfied were you with your Fire Safety Audit?



323 responders said they were either very or fairly satisfied with the audit process, only one was fairly dissatisfied and one very dissatisfied.

4. Compliments

The Service is pleased to have received 61 compliments from members of the public by letter and email during the past year, compared to 63 in 2015/16.

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 14 complaints. Compared to 21 in 2015/16.

5.4 One complaint was withdrawn, 13 complaints were satisfied at Stage 1, of which five were upheld and eight were not upheld.

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