



Exeter City Council



Wavelength 23 – Final report

- **Customer Access to Services**
- **Customer Service Centre**
- **Complaint and Feedback Form**

**Wavelength 23
Final report**

**Survey – April/May 2011
Report – August 2011**

**Produced by:
Corporate Communication Unit
Rob Simmonds, Community Consultation officer**

Index

Contents	Page
About the Wavelength Panel	4
• Returns and methodology	4
Executive Summary	5
Main Findings	7
Question rationale	7
1. Customer Access to Services	8
2. Customer Service Centre	13
3. Complaint & Feedback Form	15
Appendices	16
• Comments	16

About the Wavelength Panel

Wavelength is the Council's citizen's panel. Several surveys a year are sent to the panellists, covering a wide range of Council services. The panel is also used to recruit people for focus groups and bespoke consultation work.

Citizens' panels are refreshed every three years. The current panel was recruited in early 2010 and this is the second survey they have completed.

Wavelength 23 – Returns and methodology

Wavelength 23 was sent out during April 2011. It was sent to 1106 panel members and was returned by 705 people, a response rate of 63.7%.

The survey was made available online: 39.4% of respondents completed the survey this way.

Panel composition and weighting

Broken down by age group the Wavelength panel is biased towards the older age groups (45+). This is not uncommon – it is a problem with most forms of consultation and engagement that younger people rarely get involved. When analysing a large dataset, like that for a Wavelength survey, it is possible to compensate for this bias by applying a weight to the results. Put simply this multiplies up the results of under-represented groups and divides the results of those groups which are over-represented. Even using this process, the results for the 18-24 age group cannot be relied on as there are so few of them that the weighting needed to multiply their results is too great. For this reason, the weighting for the 18-24 age group has been removed.

	Actual (as at mid 2007)	W23 return	Weight
18-24	18.01%	0.3%	n/a
25-34	20.73%	7.3%	2.84
35-44	16.66%	12.3%	1.35
45-54	13.71%	17.4%	0.79
55-64	12.49%	28.8%	0.43
65-74	8.84%	22.3%	0.40
75+	9.56%	11.6%	0.82
	100.0%	100%	

Wavelength 23 - Main Findings

Wavelength 23 was carried out in April 2011

In total **705** forms were returned from **1106** forms sent out. This is a return rate of **63.7%**

Full tables of results and comments quoted in this report can be found in the Appendices along with a guide to understanding the statistics. For reasons of space, full cross tabulations by age and gender have not been included but will be made available online at www.exeter.gov.uk/wavelength

In the tables, different Wavelength surveys are referred to as W18, W13, W6 etc. Unless columns are labelled otherwise it should be assumed that the figures in the table refer to Wavelength 23.

Where changes in percentage are reported as being 'significant' this means that they are outside of the margin of error. Changes which are reported as 'not significant' are within the margin of error.

Question Rationale

Customer Access to Services

Questions being asked in this section have largely been asked in previous Wavelengths and will be used to track how customers contact the Council, with particular reference to how they use the website.

Customer Service Centre

The questions in this section will be used for ongoing monitoring of satisfaction with the Customer Service Centre

Complaint & Feedback Leaflet

Panellists were asked to comment on the draft version of the Complaints & Feedback form. The main intention was to establish whether the leaflet was clear and easy to understand and to give panellists a chance to make comments.

Section 1: Customer Access to Services

This section looks at how customers access information and services provided by the Council

Q1. How would you prefer to get Council information?		W23	W20	W17
Q1	Q1 - Leaflets/publications	63%	65%	66%
	Q1 - Exeter Citizen (Council newspaper)	63%	68%	69%
	Q1 - Website	62%	61%	60%
	Q1 - Letters	35%	34%	30%
	Q1 - Text messaging	12%	6%	6%
	Q1 - Telephone	11%	16%	14%
	Q1 - Mobile phone (to view website)	6%	1%	n/a
	Q1 - Digital TV	4%	7%	8%
	Q1 - Face to face	4%	8%	6%
	Total	260%	265%	258%

The most popular sources of council information were the Citizen and leaflets/publications (63% each) closely followed by the website (62%). The other options scored very low, with only letters standing out (35%). These results are broadly in line with previous results when this question has been asked.

Q2. When it comes to applying for a Council service, how would you prefer to get in touch?		Responses	%
Q2	Q2 - Website	399	70%
	Q2 - Telephone	359	63%
	Q2 - Face to face	210	37%
	Q2 - Letters	144	25%
	Q2 - Leaflets/publications	118	21%
	Q2 - Exeter Citizen (Council newspaper)	110	19%
	Q2 - Text messaging	33	6%
	Q2 - Mobile phone (to view website)	27	5%
	Q2 - Digital TV	8	1%
	Total	1409	248%

The most popular option was via the website (70%) with telephone close behind (63%). There was a broader spread of options than in Q1 with face to face (37%) letters (25%) leaflets/publications (21%) and the Citizen (19%) all being selected by an appreciable proportion of respondents. The remaining options (digital tv, text messaging and mobile phone) were not popular at all.

Q3. Do you use the internet?		N	%
Q3	Yes	497	88%
	No	69	12%
	Total	565	100%

The proportion of people who use the internet is the highest since we began asking this question.

Unsurprisingly there is a trend for younger people to be more likely to use the internet. However, only the 75+ age group recorded less than 75% usage.

		Age group					
		25-34	35-44	45-54	55-64	65-74	75+
Q3	Yes	100%	95%	97%	89%	76%	39%
	No	0%	5%	3%	11%	24%	61%

Use internet?	Total usage
2006	70%
2008	84%
2009	86%
2011	88%

There is a slight, but definite, upward trend in the percentage of respondents having internet access. Figures from the Office of National Statistics show that, in 2010, 82% of the adult population used the internet.

Q4. Do you use ECC website?		N	%
Q4	Yes	412	74%
	No	146	26%
	Total	558	100%

Just under three quarters of respondents (74%) say they use the ECC website. This rises to 84% of the people who said that they used the internet (Q3).

As with Q3, older people are less likely to use the website.

		Age group					
		25-34	35-44	45-54	55-64	65-74	75+
Q4	Yes	90%	84%	84%	72%	54%	20%
	No	10%	16%	16%	28%	46%	80%

Q5. If not (Q4) why not? – INTERNET ACCESS ONLY (Q3)		Count	Column %
Q5	Q5 - Have never needed to get information from website	61	73%
	Q5 - I get my Council information from other sources	27	32%
	Q5 - I prefer to make payments etc in person	14	17%
	Q5 - Other	12	14%
	Q5 - Do not have internet access	3	4%

Looking only at the respondents who said they used the internet, the most common reason for not using the council website was that they had never needed to get any information from it (73%).

Q6. How did you find out about ECC website?		Responses	%
Q6	Q6 - Already knew site from previous visit	192	39%
	Q6 - Search engine result	130	26%
	Q6 - Council literature or stationary	72	15%
	Q6 - Guessed the website address	31	6%
	Q6 - Other	23	5%
	Q6 - Other Council advertising	18	4%
	Q6 - Link from www.direct.gov.uk	17	3%
	Q6 - Friends/family told me	15	3%
	Q6 - Someone at the Council told me	8	2%
	Q6 - Through my local library	6	1%
	Q6 - Link from another website	2	0%
	Total	515	105%

The largest single way that people found out about the site (39% of respondents) was that people already knew about it from a previous visit. Search engines counted for a smaller proportion (26%) and a smaller proportion still (15%) got the address from council literature. Other means counted for very few responses.

	Q4 - Yes	
	Count	Column %
Q7 – How often do you visit the ECC website?		
Daily	2	0%
Weekly	35	9%
Monthly	148	37%
Last 6 months	190	47%
Last 12 months	27	7%

Of the people who said they had visited the website, very few (9%) visited weekly. The largest group (47%) said they had visited in the last six months.

Q8a. What was the reason for your visit (information)		Responses	%	Google Analytics
Q8a	Q8a - Bin collection/recycling	308	69%	59,177
	Q8a - Contact details for the Council	154	35%	n/a
	Q8a - Local events	131	30%	29,709
	Q8a - Sport/leisure facilities	92	21%	38,000
	Q8a - Job vacancies	82	18%	n/a
	Q8a - Other	71	16%	n/a
	Q8a - Council tax/budget	63	14%	12,774
	Q8a - Policy, strategy, committee meeting documents	51	11%	n/a
	Q8a - Accommodation/attractions	28	6%	54,645/76,612
	Q8a - Benefits	20	5%	16,553
	Q8a - Housing	18	4%	94,205
	Q8a - Local/family history	10	2%	n/a
	Total	1029	232%	

The most popular information on the website was on bin collection and recycling (69% of respondents). Contact details for the council (35%) and news of local events (30%) were of interest to around a third of respondents. Other notable reasons for visiting were to get information on job vacancies (18%) and sports & leisure facilities (21%).

Figures from Google Analytics suggest that many visits to the website come from outside the area, with page views for some areas far exceeding the number that the survey results would suggest. In particular accommodation & attractions and housing information both have a huge number of page views but are viewed by relatively few panellists. However, it should be noted that the areas identified in the survey do not map exactly onto the Google Analytics results.

Q8b. What was the reason for your visit (services)		Responses	%
Q8b	Q8b - Obtain a council form	70	29%
	Q8b - Other	67	28%
	Q8b - Make a complaint	39	16%
	Q8b - Make other payment	40	16%
	Q8b - Pay Council Tax	35	14%
	Q8b - Report need for pavement repair	21	9%
	Q8b - Report need for pothole repair	16	7%
	Q8b - Pay parking fine	15	6%
	Q8b - Book an event or leisure activity	15	6%
	Q8b - Report fly-tipping/illegal rubbish dumping	12	5%
	Q8b - Report abandoned vehicles	12	5%
	Q8b - Apply for licence	11	5%
	Q8b - Report graffiti	5	2%
	Q8b - Report noise nuisance	6	2%
	Total	363	150%

The most popular service on the website was to obtain a form (29%). Other notable services were making a complaint (16%) making a payment other than Council Tax or parking fine (16%) or paying Council Tax (14%).

Q9. How else would you have contacted the council?		Responses	%
Q9	Q9 - By telephone	382	72%
	Q9 - In person	145	27%
	Q9 - By e-mail	110	20%
	Q9 - By post	72	13%
	Q9 - In no other way	13	2%
	Q9 - Other	4	1%
	Total	726	136%

Of the other means of contacting the council by far the most popular was by telephone (72%). In person (27%) and by e-mail (20%) were much less popular.

Q10. Rate your satisfaction with the following aspects of the website	Satisfied (aggregated)	Neither	Dissatisfied (aggregated)
Q10a - Presentation	84%	12%	5%
Q10f - Value of information	82%	12%	6%
Q10d - Ease of understanding the information	80%	15%	4%
Q10b - Ease of getting around	69%	19%	13%
Q10c - Ease of finding specific information	64%	19%	18%

Q10e - Usefulness of site search	64%	22%	15%
----------------------------------	-----	-----	-----

Satisfaction with the presentation of the site (84%) and the value of the information (82%) was high but there was less satisfaction with the ease of getting around (69%) usefulness of site search (64%) and ease of finding specific information (64%).

Q11. Have you ever registered with other websites?		N	%
Q11	Yes	320	57%
	No	239	43%

Just over half of respondents (57%) had registered with other websites.

Q13. Would you register with ECC website to:		Responses	%
Q13	Remind you when things are due, such as bin collection or parking permit renewal	74	78%
	Track requests and applications you make to the Council, eg monitoring a reported missed bin, abandoned vehicle or graffiti removal etc.	59	63%
	Find out what is happening in your local area	60	63%
	Total	192	204%

Although a majority of respondents had registered with other websites (Q11) only a small number would register with www.exeter.gov.uk, at least for the options as listed in Q13. Just over 100 people responded to this question. The most popular was to get reminders of bin collections or parking permit renewals with 78% of respondents saying they would sign up for this.

Q14. How do you think it would be best to communicate benefits of registering with ECC?		Responses	%
Q14	Q14 - Article in Exeter Citizen	69	60%
	Q14 - Article in Express & Echo	41	36%
	Q14 - Promotion on website (www.exeter.gov.uk)	30	26%
	Q14 - Advertising on buses	29	25%
	Q14 - Other	23	20%
	Q14 - Through local library	18	16%
	Q14 - Promotion through Customer Service Centre	16	14%
	Total	226	197%

A small majority of respondents (60%) thought that an article in the Exeter Citizen was the best way to communicate the benefits of registering with the site. There was significant support for a range of other options, in the Express & Echo (36%) via ECC website (26%) and advertising on buses (25%).

Q15. Would you like to be able to change the types of info presented to you on the ECC homepage?		N	%
Q15	Yes	57	55%
	No	47	45%
	Total	104	100%

There was a small majority in favour of changing the information presented on the homepage (55%). However, only a small proportion of respondents (104 people) answered this question.

Q16. If not (Q11) why not?		Responses	%
Q16	Q16 - Do not like to give my personal details	39	55%
	Q16 - Concerns about security	35	50%
	Q16 - Only use websites that don't make me log-in	13	18%
	Q16 - Prefer to talk directly	6	9%
	Total	93	132%

As with Q15, only a few respondents replied to this question. The main reasons given for not registering with websites were concerns about security (50%) or not liking to give personal details (55%).

Q17. Would you be willing to help in future web testing?		N	%
Q17	Yes	339	61%
	No	219	39%
	Total	559	100%

Over 300 people indicated that they would be willing to take part in customer testing of the website.

Section 2: Customer Service Centre

This section looks at how customers make use of the Customer Service Centre (CSC) and their satisfaction with the service. Some of these questions have been asked in a previous Wavelength survey (W19) which allows a degree of comparison.

Q19. Have you visited the CSC in the last 12 months?		N	W23	W19
Q19	Yes	248	44%	35%
	No	314	56%	65%
	Total	562	100%	100%

Less than half of respondents (44%) had visited the CSC in the last 12 months. This is an increase of 9% from the equivalent question in Wavelength 19 (2009).

Q20. What was the reason for your visit?		Responses	W23
Q20	Q20 - Making a payment	78	33%
	Q20 - General enquiry	56	24%
	Q20 - Handing in documents	56	23%
	Q20 - To collect information	41	17%
	Q20 - Other	35	15%
	Q20 - Meeting or appointment	33	14%
	Q20 - To view information	31	13%
	Q20 - Change of circumstances	19	8%
	Total	350	147%

The most common reason for visiting was to make a payment (33%)

Q21. Have you used the payments machines?		N	%
Q21	Yes	8	2%

No	383	98%
Total	391	100%

The survey suggests that the automatic payments machines are not well used (2%).

Q22. If not (Q21) why not?		Responses	%
Q22	Q22 - Prefer to deal directly with a member of staff	46	43%
	Q22 - Did not know they were there	40	37%
	Q22 - Other	30	28%
	Q22 - Did not know how to use them	7	7%
	Q22 - Do not trust payments made via machines	6	5%
	Total	129	121%

The main reason for not using the payments machines is that respondents prefer to deal directly with a member of staff (43%). The next most common reason is that respondents did not know that they were there (37%).

In May 2011 the cashier service was withdrawn from the Customer Service Centre. This has led to a significant increase in the number of people using the payment machines.

2011 - Kiosk interactions	
Jan	142
Feb	104
Mar	96
Apr	129
May	609
Jun	1341
Jul	1172
Aug	1220

Q23 - How strongly do you agree/disagree with the following?	Agree	Neither	Disagree	W19 - agree
Q23f - Staff were helpful	85%	12%	2%	88%
Q23b - Staff had knowledge to deal with enquiry at first point of contact	84%	10%	6%	84%
Q23c - I was confident that enquiry would be dealt with	84%	12%	4%	81%
Q23g - Facilities and equipment met my needs	82%	14%	4%	84%
Q23d - Received confirmation that transaction was complete	80%	17%	2%	77%
Q23e - Received caring and individual attention	79%	16%	6%	66%
Q23a - Enquiry dealt with at first PoC	78%	9%	13%	79%
Q23h - Council treats everyone equally	64%	28%	8%	67%

The majority of responses were positive, with between 64-85% of respondents agreeing with the various statements. The proportion of negative responses was small for all statements, although 13% disagreed with "My enquiry was dealt with at the first point of contact". There has been little change since Wavelength 19 although it is noticeable that there has been a considerable increase in the score for "Received caring and individual attention".

Q24. Was your enquiry resolved?		N	%
Q24	Yes	314	93%

No	22	7%
Total	337	100%

The vast majority of enquiries (93%) were resolved.

Q25. Were you satisfied with the outcome?		N	%
Q25	Yes	309	91%
	No	29	9%
	Total	338	100%

Q26. Were you satisfied with the process?		N	%
Q26	Yes	290	86%
	No	48	14%
	Total	338	100%

Although the vast majority of respondents (91%) were satisfied with the outcome of their enquiry, a slightly smaller number (86%) were satisfied with the process.

Section 3: Complaint and feedback leaflet

This section gave panellists a chance to comment on the draft complaints & feedback form.

Q27. Is the leaflet clear and easy to understand?		N	%
Q27	Yes	476	93%
	No	34	7%
	Total	509	100%

The vast majority of respondents (93%) agreed that the leaflet was clear and easy to understand.

Respondents were also offered the opportunity to make comments on the leaflet. In total, 279 respondents made comments.

Comments can be broken down as follows.

Positive	110
Negative	38
Neutral	11
Suggestions	98
Online/e-mail	12
Format (font, leaflet size etc)	24

Although the leaflet received overall approval, the comments will be used to refine the leaflet. As the leaflet is produced in-house and on limited print runs amendments can be made as and when required. A number of respondents asked about the form being available online. An electronic version is on the ECC website at <http://www.exeter.gov.uk/index.aspx?articleid=9261>

There were a number of comments which contained suggestions (98) which are listed in the Appendix.

Appendix

Suggestions from Feedback Leaflet free text field

Firstly, why can it not be completed and submitted online. Secondly, from experience there is far from enough space to explain a complaint. Complaints normally come from a period of inaction and correspondence, so there's a fair bit to say. ☐☐ps. Can I explain why I was not happy with the customer service centre? Basically it took a half hour wait before I was served (whilst there was a chap like a maitre di wandering around doing nothing), then it seemed a very laboursome process to get the permit, when it should have been very simple.

It appears easy to follow. Presumably it will be available online. If I made a complaint, I would do it online. leaflet clear but is it meant to be updateable and have the ability to return on-line....If not this would be how I would like to be able to use it.☐It looks like a paper form...surely there should be web version?

The leaflet is OK for a paper complaint. I feel that an e-complainer should be led through the process - see the BBC e-complaint process for an example. This would give ECC more data and could potentially feed the complaint in the right direction.

Will this be available online as well, in the format overleaf? It looks simple and straightforward. I would be happy to use one.

Clearer if address, telephone and website were in bullet point format. In addition- could provide the facility to submit photos by email. (i.e. rubbish/environmental worries etc)

Form seems ideal for its purpose. Will there be an electronic version so that those with access to the internet can submit an electronic version?

I would want to see a useful online version of this form too, I don't think it is useful to encourage people to apply on a paper form.

Is it going to be available online?

On line form will be required

Would be great if you could submit this complaints thing via email.

Print too small to read easily. RNIB recommend print size on yellow paper. I think you should consider offering a complainant a chance to meet with an independent person as not everyone can put their views on paper and may find it easier to speak to someone. Otherwise okay.

A minor point, I would not use the green heading format for What happens after you make a complaint? as it is really part of the first heading and not a separate process. I might also rename the leaflet Feedback Leaflet as it deals with 3 separate processes and the current title overemphasises the complaints process

I am visually impaired. Assume complaints can be taken and logged over the phone? If so, respondent is satisfied.

In future, if you wish responders to comment on proposed documents, it would be helpful to supply the document itself and not a copy. I think its clear and easy to understand on the assumption that the real forms will be at least twice its size. It would be a great improvement in these questionnaires if each item was tested by a group of people for grammatical accuracy and ambiguity before being sent out, Responders would then be clear about what and how they were expected to respond. I have left out Q13 & Q23 because of lack of clarity.

It is not obvious that it invites commendations. The text on page 2 is rather heavy - it could still be simplified

Mark form, detach and keep and make a section for date posted so people can keep a track of complaint sent. This will save council time in answering calls on "I sent my complaint 2 weeks ago when actually it was 10 days.." etc.

More positive front cover message. Listening is OK but need to convey action as a result of listening. e.g. listening & learning; listening & responding.

Will the full written response only be done if requested? If so, that is not clear. You could have a tick box asking for this response. For ease at the council end to know which department to pass the complaint/comment form to- it should have a list of topics and one that says 'other' that the complainant could tick so the form can be passed on quickly without the council having to read it all at the sorting stage. Also there are a couple of full stops missing on the Inside Back Cover.

I like the idea of including compliments too - perhaps this should be reflected in the title too - rather than "Feedback". Not sure yellow on green is good for those with sight difficulties - you should also consider taking off the shadowing for this purpose too.

I think it is a bit wordy. Some people would find it a bit complicated and off-putting. It should be in larger print for everyone.

In seeking comments it would have been helpful to have the document in a larger format. Hopefully the actual size of the document is larger than shown. The first and second paragraph, in my opinion, is written in rather poor English.

Does not mention any detail about the initial consideration of a complaint. Also there is no reference to taking up a complaint through the electoral councillor or appropriate committee. And what is the difference between a complaint and a formal complaint?

I don't like the section heading on the back - what could the council do to put things right. It is too open for people to believe you will do as they ask. Perhaps a gentler approach could be along the lines of What steps could be taken to amend/improve this situation in the future?

It seems very wordy and would be hard for people who struggle with literacy. Would a simple tick box summary with a contact name be better and then space for more detail if people felt able to fill it in.

It seems wordy- also as it is about the process and what happens I think this should be in as also: (1) We will acknowledge.... within 5 working days, Then one of our senior managers will provide a full, written response within 15 working days. IT SHOULD NOT BE AIM BUT SHOULD HAPPEN! (2) If you are unhappy with the response from the first investigation let us know. We can then refer it to an independent senior manager who will review it.

My only issue is that the leaflet explains about complaints and then compliments and then about complaints again (data). It makes the leaflet seem to be only about complaints. That is sad because there is much to compliment!

The process is not clear. No time scale given to when a customer is not satisfied with outcome of complaint and refers to independent senior manager and then to ombudsman if customer is still not satisfied. You do not state you will rectify or put right any error, only change process or procedures.

Where do I start! - probably best to give me a ring - ***** Richard. Good Points - You have a big space for free format text. Bad Points - Seems a bit too wordy, my details bit needs to be on the same page as the comments section. Needs to be big up the website and e-mail address as a better way to give feedback, why does it need to be cut in half?

Why waste money printing unnecessary forms which will end up straight in the bin? Save on artwork, printing & distribution costs. The Exeter Citizen paper covers departments, which people can contact if they have a problem. This is all the Council needs to print: "The Exeter Citizen." I read it and keep it, so do my friends because it has our refuse collection days on it.

Easy to read English and instructions are clear. Various options for contact displayed. It would be helpful for Braille users to have the option to request Braille in Braille along the bottom of the form.

I personally found the printing to be too small but the content was clear and easy to understand.

Leaflet generally looks good. If it is to be printed A5 size, some people won't be able to read it easily. Front cover- some people won't understand the term facsimile. 'Fax' would be a better term to use than the term on the front cover. Inside front cover- I'm not sure that the order is entirely intuitive, although the text reads well. Inside back cover and back cover- this is clear.

A bit sterile- could be 'friendlier' perhaps and have more modern font like Kingthings Clarity from www.kingthingsfonts.co.uk (yes I did design it-sorry!) Otherwise clear and well laid out.

A good document, but how will it be made known and available? Distribution in Citizen would be a good start.

Basically it's fine. On the inside cover, the text runs on over 2 columns it looks a bit odd at bottom of column to say 'Local Government Ombudsman (address below)' and a new heading is required above the material covering data protection; it runs straight on from material dealing with compliments, which is odd. Also, general point about leaflets is that it costs a lot of money to add lots of colour and photos. Do these really add enough to justify the increased cost?

Every home should have one. Distribute with Citizen.

Good points - contact details are easy to see, not too wordy, concise. □Minor bad point - I prefer justified paragraphs, easier to read and tidier

Government Ombudsman address is not below as stated in the leaflet; it is in the next column. Otherwise it is very clearly laid out.

I have suggested modifications to the draft wording, 'receipt' because it seems to me just as important as the complaint itself. May have no substance to be acknowledged. Otherwise it is well laid out and easy to find information. I take it that it will be A5 size. The final sentence on appeals might be amplified: 'In these instances we will HAVE let you know what the appeals process IS WHEN THE INITIAL DECISION WAS GIVE TO YOU.

I would suggest you include what sort of complaints the form is for. You detail a separate process for appeals; it may be worth making it specific with regard to exactly what complaints will be processed separately. All other aspects I think are covered well and clear in user friendly language.

Layout of the inside front cover is not quite correct. Paragraph 1 in the 2nd column could possibly be after paragraph 4 and then putting paragraph 5 in its place, thus making more sense to the wording and address below. Otherwise its simple but effective.

Leaflet appears ok however the issue of complaints is whether or not they are satisfactorily dealt with. I made complaints a couple of years ago and was extremely disappointed by the attitude of the officers in their failure to comprehend the point of the issue. I feel I have been suffered by this of what I considered to be a minor injustice.

Leaflet is clear and its good that it just isnt for complaints but positive issues too. The final paragraph about data may need clarifying. The title 'Complaints and other feedback?' can this be tweaked? Maybe if was called 'Complaints, suggestions and other feedback' people would me more likely to fill this section out positively rather than skipping it. I'm an optimist and think its really important to praise the praiseworthy as commenting on the complaintworthy.

Leaflet itself is fine. I am concerned however that the underlying process will be very resource-hungry, consuming money that the council could better use on service provision. Can the system be simplified, particularly to ward off timewasters?

Only 1. There is no contact number for the hearing inpaired people who have no computer access. Everything else is very clear.

Seems a bit wordy - but on the whole easy to follow. □A few years ago there was a postcard system which I thought was a nice simple idea. Not sure why that was scrapped.

Should the need be to telephone customer service centre, I would hope one speaks to a person rather than have to go through numbers and then have to wait. Looks good & self explanatory.

The form is clear and easy to fill in even though itis presented with a lot on information. It might be beneficial to spell out to users that this form is not to be used for dp/foi/appeals against council decisions. More space could be created by taking out some of the unnecessary text (the suggested edits on back of this form) No need for Government Ombudsman address at this stage as referral form will be sent out at much later stage etc.

The leaflet is plain, clear english and easy to understand. Would it need to be available in other languages??

The leaflet is very clear, not too long or complex, but it does have one bad paragraph in regard of the first partm which reads: "If you let us know if you are unhappy with the response that you get from the first investigation.." I suggest that a better wording could be "If you let us know that you are unhappy with the response you get from the first investigation.." The only reservation that I might have is that by asking for a paragraph to specify the complaint, it assumes that the person writing will have training in making such complaints clear and unequivocal. Perhaps, to that end, there might be samples given of wording to help, even if they have to be put on an inner sheet,

Very good. My only comment is to re arrange the paragraphs on the inside front cover, with the heading and 2 paragraphs relating to 'Compliments, comments & suggestion' after the paragraph regarding 'Appeals.' By so doing you will group your negative 'complaints process' and 'Appeals' together and then end with a positive. I hope this is helpful.

Your new leaflet is fairly good. However some changes could be made: (1) If we agree that your complaint is justified, we could review our procedures or system in order to make some appropriate changes. (2) If you inform us that you are unhappy with the result from our original investigation, you can refer to an independent S. manager who will re-examine our decision. (3) If you remain unhappy with the second response regarding your complain then you can refer to your local gov. Ombudsman.

As a thought if a person requires BRAILLE maybe this question should also be put in Braille.

Bit bigger.

I hope leaflet will be A4. Put all pages on facing pages that way, this would put all the material clients need to input on facing pages. Also easier for your staff to deal with.

I presume that the 'copy' of your new leaflet is not of the 'completed' stage and therefore do not know what size the print is to be. It is generally ok for me but behind that the line "... If you would like this information in another format..." needs to be a minimum of 12 font in size and in red or black or at least embolded. Make that line also suitable for the blind.

I would like to ask if there is a format for blind/partially blind people. I think the print should be larger. What plans for large print/blind friendly version?

(1) Inside back cover, paragraph 2- What is covered by the word etc? Suggest re wording to- "Please provide as much detail as possible; SUCH AS names, dates or account references." (2) Inside front cover, section 3 "Compliments..." Paragraph 3. This paragraph (about complaints about data protection) doesn't belong under that heading.

Although people might not realise that there is a separate procedure for data protection complaints. I think the paragraph about dealing with complaints re data protection, should go after the paragraph re the "complaints process" and not after "compliments, comments and suggestions."

An open ended question may prompt the individual to ramble on about a complaint. A closed/open ended questionnaire may be better i.e.: (1) Nature of complaint... (2) Date when incident took place... (3) Account ref ... (4) In no more than 200 words, please describe the nature of the complaint... etc etc.

As highlighted overleaf, it would seem more relevant to have the section about complaints re; data protection with the complaints section instead of at the end of the 'compliments, comments and suggestions' section.

As you might be able to tell, I'm not keen on lots of words! I think you can miss out the sections on what happens if the complaint is not upheld, this can be added to the end of the letter of the people you are writing to after their complaint. Similarly, I think you can shorten the section on compliments, comments and suggestions. I know not everyone is in Mensa but maybe a bullet point list might be a better option here rather than explaining the words. Something like, have you received good service? Can you tell us how to improve? I've broken my own rules now, too many words! Hope this helps...

At first glance, the form looks like a 'complaints' form rather than for general comments/suggestions/problems. How about changing the word order of the instructions on the inside back cover page. "... information we need to deal with your comments or complaint" followed by "please use this form to detail your suggestion, compliment or complaint." This would perhaps involve switching the information on the inside front cover so that "comments and suggestions" comes before "complaints process."

Don't know whether there was a previous complaint leaflet. It would be good to give to householders. Lots have "little" complaints but do nothing until it becomes an issue. If complaint is written it can be referred to until cleared. Phoned messages or personal visits take valuable time. Even complaints that have been dealt with are only partially solved.

Fine paragraph under compliments, comments & suggestions is about complaints and should therefore be in the previous section.

Get rid of most written text. Just use bullet points. Keep words to a minimum to get optimum response.

Given confusion between services provided by DCC and ECC, it might be worthwhile including a comment to the effect that complaints regarding highways, education or care services should be directed to... [or else indicate that ECC will forward these on to DCC]

I suggest this leaflet is likely to encourage many more complaints than compliments! It might be preferable to change the wording on the front to stress it is not just about complaints. Eg instead of 'complaints and other feedback' 'Complaints, Compliments, Comments - We want to hear what you think of our service', or, 'Have your say here! Compliments, Complaints, Comments', might redress the balance. The order of wording inside the front cover is not helpful. The three penultimate paragraphs in the second column surely relate to complaints and need, therefore, to be amalgamated with the final para in column one and the first in the second. I believe to make it clear some re-wording is necessary rather than simply inserting the misplaced paragraphs at the end of the complaints section. It would be clearer if there was an opening sentence to the 'If you are still unhappy...' section, to distinguish between the two kinds of complaint. ie. If you are still unhappy with the response we give you after the second reply, you can refer your complaint to a higher authority, depending on the nature of your complaint. If you are unhappy about the way we have dealt with a complaint about data protection... If your complaint is about anything else, you can refer it to... There is no information regarding the availability of the leaflet in other languages, or other in other forms for disabled people. It would also be good to see suggestions of where to go if you need help completing the form. I'm sure there are many people using council services who would find this form daunting to complete unaided.

I think that the title 'complaints and other feedback' puts the emphasis on complaint rather too much. I have had occasion to ring to say thank you- the staff are amazed to receive any compliments. Maybe a little more "good works" should appear.

I think the Compliments, Comments and Suggestions section should come at the end of the page and not be stuck between 'What happens after you have made a complaint' and the paragraph starting 'If you are unhappy about the way we have dealt with a complaint...' There is an extra 'if' in the 3rd paragraph of 'What happens after you have made a complaint'

I think the section on 'Compliments etc' should be moved to the end of the page. It would be best to have all the details about complaints together.

I think the sub heading 'What happens after you make a complaint?' should read 'What we will do after we receive your complaint.' Also you should define the three words Compliment, Comments & Suggestions. These are 3 different things and people should be made aware of this and the fact that they can do all 3.

I would re-word: If you let us know if you are unhappy with the response you get from the first investigation we carry out, we can refer it to an independent senior manager who will review it. To: If you are unhappy with the response you get from the first investigation we carry out then let us know, we can refer it to an independent senior manager who will review it. It needs to generally go through a grammar checking phase.

I would suggest the a positive rather than a negative approach would be better. 'Concerns' is a better term than complaints and an invitation that would welcome 'feedback' is better than expecting, and asking for, compliments. Fewer people take the trouble to give compliments but they might appreciate that the Council would like 'feedback'

I'd probably change the title "other feedback" is very 'council speak'. On the cover I would adopt a more active style: Complaining about a service; Praising the way we do things; Suggesting improvements. Inside front: More sub-headings, less text. Reposition LGO address - currently slightly misleading. Good to have been asked to comment on something as concrete as this - it seems to me that this kind of panel will be at its best when a) drawing on personal experience and b) presented with a mix of ideas and actions. Well done! I will opt to complete future Questionnaires online.

Include copy in Exeter Citizen

Inside back cover the 2 paragraphs could be shortened leaving out repetition: Use 'Please' only once or not at all. Certainly not 3 times. Also inside front cover on right side, in paragraph 3 you have used the word 'services' 4 times. Inside front cover I suggest making the wording more precise. Change for e.g.: 'lack of action' to 'lack of action.'

It might be useful to highlight the main services provided or at least direct enquirers to the website to check whether any complaint or feedback is a matter for the City Council

It says that the address for the ombudsman is "below", but that is not quite true. I suggest that it says that the address "follows".

It should be printed on both sides of the paper.

Needs a new heading before the start of the paragraph about Data Protection. At the moment is it a continuation of 'Compliments' etc.

On page 1 of the leaflet, it could be revealing to have a line/box which says: Do you pay council tax to ECC?

On the back cover it should be stated either 1) that you will not share personal information received with external agencies except where there is a legal obligation to do so or 2) there should be an opt out box re sharing information received with external agencies, except where there is a legal obligation to do so.

Page 2, 2nd Column "If you are unhappy..." To me this should be coming under section 'Complaints, Comments & Suggestions' Doesn't seem best place for it. Page 2- 2x refs to Senior Manager then a Senior Officer- of they are all the same thing which I think you mean, then they should be called the same name. If they are different, then there needs to be more explanation as to who/where the Senior Officer is/came from.

Personally speaking I have always found direct phone calls or emails are the only way to resolve problems. As a form, it is a basic formula form like many you see in a variety of organisations. I always think public services should spend their resources on good leadership, good management and prevent waste. Creating a "complaints organisation" is not really the way to resolve issues. Good management is the key! Don't worry, people will always contact you if they have a problem.

Q27 Only on one page. Q2 See comments on form as to question and grammar. It does the Council no favours when such basic efforts are made. If it happens with a simple questionnaire, it leads to a lack of confidence in the council actually getting more important applications correct. How can you use the term "Please Tells."

The form seems to cover situations where council officials are somehow at fault. Would it be used for example to report 'pot holes,' cracked pavements, graffiti etc? Presumably not as such common issues could be much more simply done by multiple choice options.

The problem seems to be that members of the public are never given a single point of contact. Whenever you complain you end up speaking to several people. You should be able to address your concerns to one person who can deal with it start to finish.

The only link in the email was to the Consultation Finder database, that didn't work today. I did search for the word complaint in the websites search facility. The website information I found very good.

WE NEVER RECEIVE THE EXETER CITIZEN, HOW WILL WE RECEIVE A COPY OF YOUR NEW LEAFLET OVERLEAF? THANK YOU

Where do people get them? Has it been made general knowledge that this form exists? Why not put it out with the Exeter Citizen? In this form you ask about paying council tax. It is appalling that the counter payment facility has been removed.

Why complain? Nothing ever gets resolved. If you want an example please contact me. At present I don't even know if these questionnaires are even acted upon, statistics mean nothing if they are just filed away for a rainy day.

Why is feedback on the title in a lowercase? Surely it should have equal billing!

will people know that it exists...I have never been told that I can make a formal complaint and I have had very many problems with dustbin collection

With cut backs and feed back from a neighbour- it was said that staff were very rude on the phone to he/her when a complaint was made. This complaint was revoked because of cut backs to council work in general and this does not give staff the right to be rude on the phone. I was always taught that manners make the man and that the customer is always right!

You could add on the page What do you want to tell us? the words deal with your complaint or comments 'or compliment'