Customer Access Strategy Consultation
Appendix 2

With the assistance of the South Derbyshire CVS, the following groups were involved in the public consultation process:

- The Food Bank – included a hard copy of the survey in the food parcels – 20/30 parcels each week for the consultation period.
- The Children & Young People's Network – mailed out to 90 voluntary groups/organisations.
- Community Connectors Network – 45 connectors were sent the on-line survey and shared with their local communities covering the whole of South Derbyshire
- Internal volunteers at SDCVS who support our direct services (Active Travel, Safer Homes, Befriending, Home From Hospital, Handy Person Help At Home) – approximately 140 volunteers consulted
- Emailed out to all voluntary/community organisations – over 100 recipients.
- Attended District Area Forum meetings (Linton, Swadlincote, Repton, Newhall, Melbourne and Etwall) shared the information in their update.
- Derbyshire Time Swap – Included the information in South Derbyshire newsletter and reached out to over 25 Time Swap members.
- Attended a Community Event on 20th January at Repton Village Hall and took hard copies/envelopes with us and handed them out to people attending.
- Shared social media messages on SDCVS Facebook Page.
- Shared the information at some of the Warm Spaces - 100 residents consulted
- Equalities, Diversity and Inclusion Steering Group.
- Employee Forum.
- Area Forums.
- Let's Connect Employee and Councillor e-newsletter.
- Promoted on our website and social media channels.

A summary of the 69 consultation responses received directly through the Customer Access Survey via online and paper submissions is provided on the next page.

How do you usually contact us? Please select all answers that apply:				
Answer Choices			**Response Percent**	**Response Total**
1	By phone using my mobile		53.62%	37
2	By phone using a landline		14.49%	10
3	By email		42.03%	29
4	Through the council website		53.62%	37
5	By letter		5.80%	4
6	By visiting us at the Civic Offices, Swadlincote		17.39%	12
7	By social media e.g. X (formerly know and Twitter) or Facebook		11.59%	8
8	Other (please specify):		2.90%	2

What is your view on our aim to make additional services available online to our customers?				
Answer Choices			**Response Percent**	**Response Total**
1	Strongly agree		30.43%	21
2	Agree		21.74%	15
3	Neither agree nor disagree		27.54%	19
4	Disagree		10.14%	7
5	Strongly disagree		10.14%	7

We want to make sure that our websites are informative and easy to use so that customers can use them to answer queries that they have and get information that they need. Have you ever visited our website?

	Answer Choices		Response Percent	Response Total
1	Yes		97.10%	67
2	No		2.90%	2
3	Can't remember		0.00%	0

If you have visited one of our websites, how easy or difficult was it to find the information that you needed?

	Answer Choices		Response Percent	Response Total
1	Very easy		7.46%	5
2	Easy		25.37%	17
3	Neither easy nor difficult		35.82%	24
4	Difficult		19.40%	13
5	Very difficult		11.94%	8

If you have not visited our websites before, what is the main reason for this?

Open-Ended Question – Comments received are summarised below;

Would rather speak on the telephone to someone.

Not very good at using it on my mobile.

Some of your forms can't be downloaded so reverted to speaking to customer services.

Website not easy to navigate and disengages you.

What would encourage you to contact us using our website / digital means? Please select all that apply:

	Answer Choices		Response Percent	Response Total
1	Faster response		45.45%	30
2	Easier to do		51.52%	34
3	Regular feedback		21.21%	14
4	More information		31.82%	21
5	Personalised customer account for my needs		25.76%	17
6	None of the above		16.67%	11
7	Other (please specify):		7.58%	5

Please use the comments box below to write any suggestions that you may have about how you think we could improve the customer experience of contacting us by the channels that you use the most.

Open-Ended Question – Comments received are summarised below;

Text updates on enquiries and contact via text

Whatsapp advisor or online assistant chat option

Self-help points in key public locations

Talking to someone face to face

Facebook / Email

Website content is good but can be difficult to navigate

Booking system online needs updating so it remembers you as a customer

Planning application search process improvements required.

Make it easier to speak to departments with direct dial and email.

Speedier and acknowledgement of response times including single point of contact.

Add ‘what 3 words’ and automation to website reporting.

Add appointment system for help

Parish council log in section on website with direct contact details for officers.

Would you consider contacting us using any of the following channels in the future? Please answer all options				
Answer Choices	**Yes**	**No**	**Don't Know**	**Response Total**
By text	50.72% 35	42.03% 29	7.25% 5	69
By email	81.16% 56	13.04% 9	5.80% 4	69
Using Twitter	18.84% 13	76.81% 53	4.35% 3	69
Using Facebook	39.13% 27	55.07% 38	5.80% 4	69
Using an app on your smartphone	49.28% 34	43.48% 30	7.25% 5	69
Through the website	75.36% 52	13.04% 9	11.59% 8	69
Web chat	60.29% 41	33.82% 23	5.88% 4	68

The opening hours for Customer Service are adequate for my requirements when contacting the council.				
Answer Choices			**Response Percent**	**Response Total**
1	Strongly agree		13.04%	9
2	Agree		27.54%	19
3	Neither agree nor disagree		21.74%	15
4	Disagree		27.54%	19
5	Strongly disagree		10.14%	7

Please use the comments box below to provide any comments that you have about any key factors we should consider if we review our face to face service delivery option:		
Answer Choices		
Open-Ended Question *Comments received are summarised below;* Late night or weekend access would be useful. Home visits especially for elderly. Current options are sufficient. Later night phone line opening. Evening contacts. Remote face to face with online chat window would be good. Welcoming entrance. Don’t reduce the hours that we can call you Personal contact extremely important. More consistent opening hours – i.e. 9-5 every day. Appointments would be good.		

Please use the comments box below to explain any other areas or activities that you think we should focus on in order to improve how customers can access the information and services that they need from us.		
Answer Choices		
Open-Ended Question *Comments received are summarised below;* Better publicity and public visibility. Digital inclusion for vulnerable and elderly to enable them to feel less isolated/excluded from the community Monthly surgery in different areas Link website, booking and finance systems better. Posters in GP surgeries, clinics and schools etc Make sure it’s inclusive.		

Equalities monitoring

Your gender. Are you:				
Answer Choices			**Response Percent**	**Response Total**
1	Female		64.71%	44
2	Male		22.06%	15
3	Non-binary / third gender		0.00%	0
4	Prefer to self-describe		0.00%	0
5	Prefer not to say		13.24%	9

Your sexual orientation. Are you:				
Answer Choices			**Response Percent**	**Response Total**
1	Heterosexual / straight		72.31%	47
2	Gay or Lesbian		1.54%	1
3	Bisexual		0.00%	0
4	Other		0.00%	0
5	Prefer not to say		26.15%	17

Your ethnicity. Are you:				
Answer Choices			**Response Percent**	**Response Total**
White				
1	English/Welsh/Scottish/Northern Irish/British		92.06%	58
2	Irish		1.59%	1

Your ethnicity. Are you:				
3	Gypsy or Irish Traveller		0.00%	0
4	Any other White background, please describe		1.59%	1
Mixed/Multiple ethnic groups				
5	White and Black Caribbean		0.00%	0
6	White and Black African		0.00%	0
7	White and Asian		0.00%	0
8	Any other Mixed/Multiple ethnic background		0.00%	0
Asian/Asian British				
9	Indian		0.00%	0
10	Pakistani		0.00%	0
11	Bangladeshi		0.00%	0
12	Chinese		0.00%	0
13	Any other Asian background,		0.00%	0
Black/ African/Caribbean/Black British)				
14	African		0.00%	0
15	Caribbean		0.00%	0
16	Any other Black/African/Caribbean background		0.00%	0
Other ethnic group				
17	Arab		0.00%	0
18	Any other ethnic group		4.76%	3

Your religion. Are you:

Answer Choices			Response Percent	Response Total
1	No religion		53.13%	34
2	Christian (including Church of England, Catholic, Protestant and all other Christian denominations)		43.75%	28
3	Buddhist		0.00%	0
4	Hindu		0.00%	0
5	Jewish		0.00%	0
6	Muslim		0.00%	0
7	Sikh		0.00%	0
8	Any other religion or belief, please describe		3.13%	2

Any other religion or belief, please describe (2)

1	24/01/2024 17:31 PM ID: 236268405	Prefer not to say
2	29/01/2024 15:17 PM ID: 236553572	Prefer not to say

Do you consider yourself to have a disability or health problem which has lasted or is expected to last at least 12 months and which limits your day-to-day activities?

Answer Choices			Response Percent	Response Total
1	Yes		23.53%	16
2	No		61.76%	42
3	Prefer not to disclose		14.71%	10

Your age. Are you:

	Answer Choices		Response Percent	Response Total
1	Under 16		0.00%	0
2	16-17		1.45%	1
3	18-24		0.00%	0
4	25-34		4.35%	3
5	35-44		15.94%	11
6	45-54		21.74%	15
7	55-64		23.19%	16
8	65-74		15.94%	11
9	75 +		0.00%	0
10	Prefer not to say		17.39%	12

Your marital status. Are you:

	Answer Choices		Response Percent	Response Total
1	Never married and never registered a civil partnership		16.95%	10
2	Married		67.80%	40
3	In a registered civil partnership		0.00%	0
4	Separated, but still legally married		1.69%	1
5	Divorced		10.17%	6
6	Formerly in a civil partnership which is now legally dissolved		0.00%	0

Your marital status. Are you:				
7	Widowed		3.39%	2
8	Surviving partnership from a registered civil partnership		0.00%	0