

Report to:	TOURISM, ECONOMY AND RESOURCES SCRUTINY COMMITTEE
Relevant Officer:	Ruth Henshaw, Delivery Development Officer
Date of Meeting:	14 November 2018

ANNUAL CUSTOMER FEEDBACK REPORT 2017/2018

1.0 Purpose of the report:

1.1 To consider the Annual Customer Feedback Report covering the period 1 April 2017 to 31 March 2018.

2.0 Recommendation(s):

2.1 Scrutinise the content of the report and highlight any areas for further consideration.

3.0 Reasons for recommendation(s):

3.1 To ensure constructive and robust scrutiny of the report.

3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.2b Is the recommendation in accordance with the Council's approved budget? N/A

3.3 Other alternative options to be considered:

Not Applicable

4.0 Council Priority:

4.1 The relevant Council Priorities are:

- Economy – maximise growth and opportunity across Blackpool
- Communities – create stronger communities and increase resilience

5.0 Background information

5.1 Information on the customer feedback received by the Council is reported to CLT and the Tourism, Economy and Resources Scrutiny Committee on an annual basis.

6.0 Overview

6.1 The report includes a breakdown of the comments, compliments and complaints received by the Council between 1 April 2017 and 31 March 2018. It summarises the Council's performance in dealing with complaints, explores the themes within customer feedback, and includes an overview of complaints made to the Local Government Ombudsman.

6.2 Key headlines from the annual report include:

- 1,895 feedback items were received in 2017/2018 - 603 compliments, 475 comments and 817 complaints.
- Majority of complaints related to Quality of Service and Staff Conduct / Treatment of Customer.
- Proportion of complaints responded to within timescale has increased.
- Proportion of complaints upheld or partially upheld has increased.
- Proportion of complaints where learning has been recorded has increased.
- The number of complaints received by the Local Government Ombudsman (LGO) has decreased (36).
- Only 7 complaints progressed to the formal investigation stage; however the majority these were upheld LGO.

6.3 The report also identifies a number of actions that can be taken to improve the way we deal with customer feedback and to increase our understanding of the causes of complaints.

Does the information submitted include any exempt information?

No

List of Appendices:

Appendix 11(a): Annual Customer Feedback Report 2017/18

7.0 Legal considerations:

7.1 None

8.0 Human Resources considerations:

8.1 None

9.0 Equalities considerations:

9.1 None

10.0 Financial considerations:

10.1 None

11.0 Risk management considerations:

11.1 None

12.0 Ethical considerations:

12.1 None

13.0 Internal/ External Consultation undertaken:

13.1 N/A

14.0 Background papers:

14.1 None