

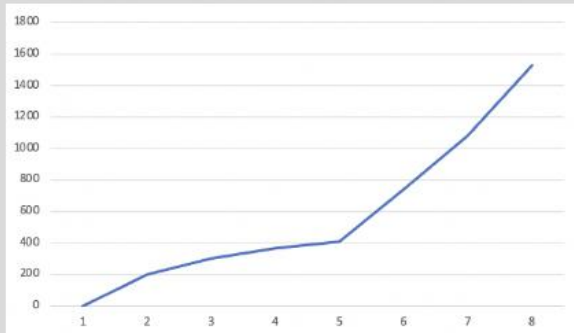
Appendix B : Customer Service Strategy Engagement Survey Feedback



RESPONSE DASHBOARD

TOTAL RESPONSES

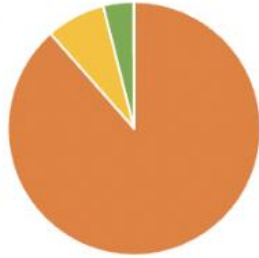
1530 (at close of survey 27/09/21)



Overview

- Majority of respondents identify as resident (89%) of Birmingham. Staff are likely to be included in this as 88% of staff live in the area.
- Most responses from 40 -74 age group (80%).
- 'White British' is highest in ethnicity.
- Spread of responses across Birmingham post codes only excluding B40, B47, B48 with 169 responses showing postcodes outside of Birmingham.
- Majority saying yes (92%) that BCC needs to change and improve the services provided.
- Regarding satisfaction with quality of service, majority aren't satisfied (67%)
- A high majority of respondents **strongly agree or agree** with the principles and the themes. 'We will put the citizen first' comes out top at 86%.
- 1530 responses is a higher response rate than other recent BCC consultations

AUDIENCE

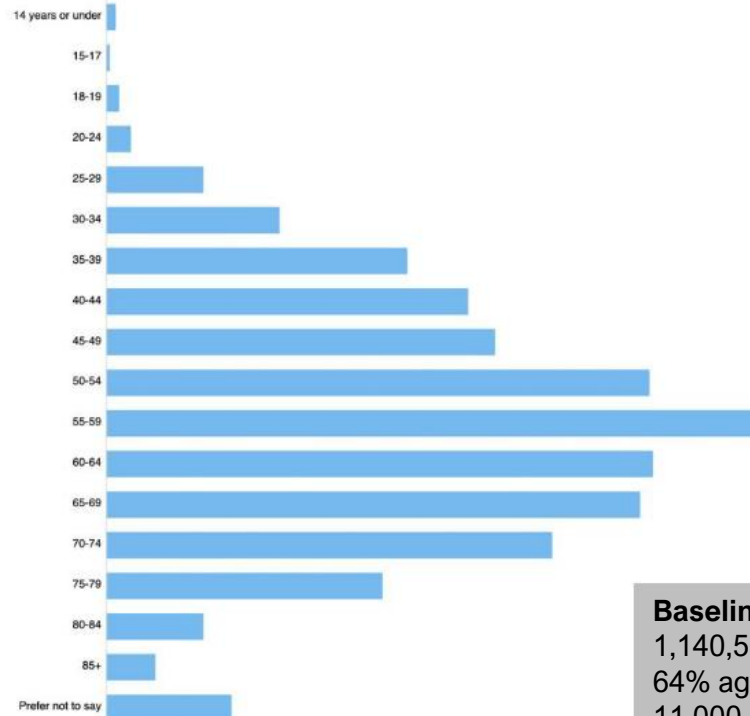


Resident	89.10%
Business	7.71%
Visitor	3.99%
Employee*	0
Carer	0.07%

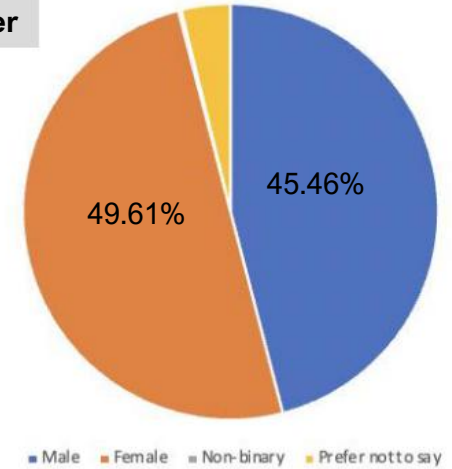
* Employees who live outside of BCC

Employees are likely to have registered as resident

Age



Gender



Baseline data

1,140,500 people living in Birmingham mid-2020
 64% aged 16-64, 38% under 25
 11,000 council employees
 23m visitors each year

Audience location based on partial postcodes provided

Are you a resident of Birmingham?

Yes



1348

No



182



Heatmap visualizing the areas unsatisfied with the quality of service and agrees the need for change.

Total: Are you satisfied with the quality of service received from Birmingham City Council?

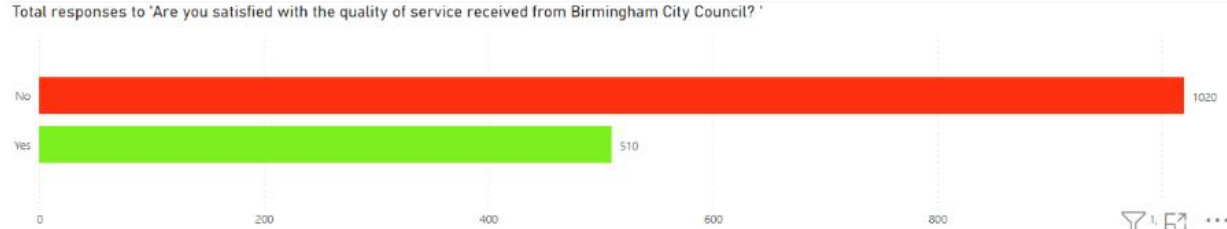


Total - Do you agree Birmingham City Council need to change and improve the services provided to you?



Word cloud based on free text responses of services respondents are unhappy with.

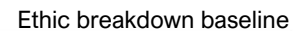
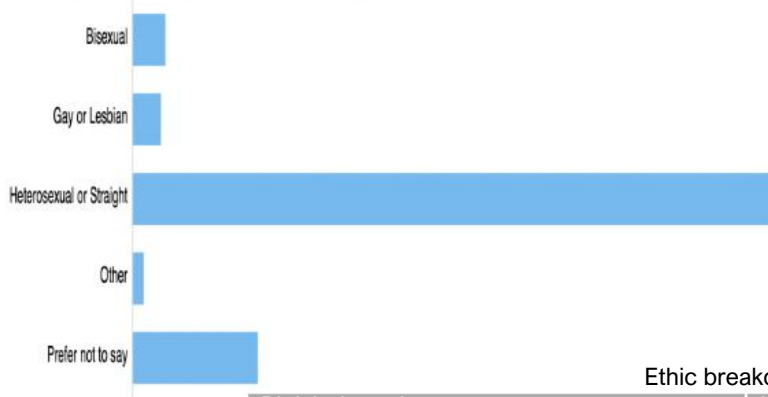
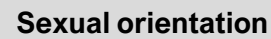
Are you satisfied with the quality of service received from Birmingham City Council?



Which services are you unhappy with and why?

- The word cloud provides a unique visualization showing the most frequent words used in the free text response.
- Font size represents the popularity of a word used in the responses captured.

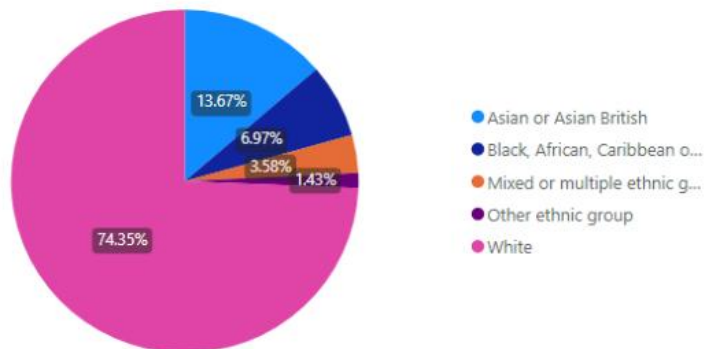




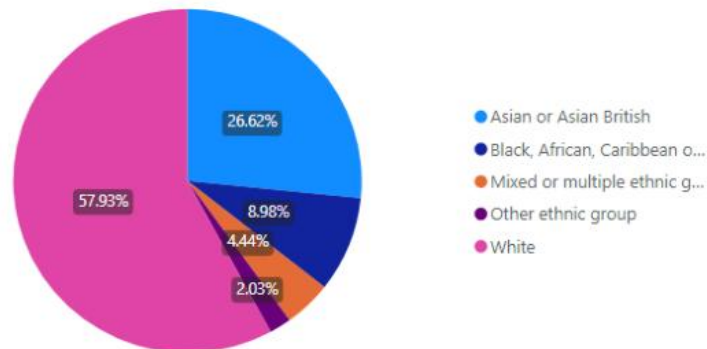
Ethnic background	Number
White British	570,217
Irish	22,021
Gypsy or Irish Traveller	408
Other White	28,990
White and Black Caribbean	24,700
White and Black African	3,223
White and Asian	11,186
Other mixed	8,476
Indian	64,621
Pakistani	144,627
Bangladeshi	35,627
Chinese	12,712
Other Asian	31,148
African	29,991
Caribbean	47,641
Other Black	18,728
Arab	10,910
Any other ethnic group	10,844

Ethnicity comparison by % with ONS Population profiles for local authorities Dec 2020

Survey results by Ethnicity

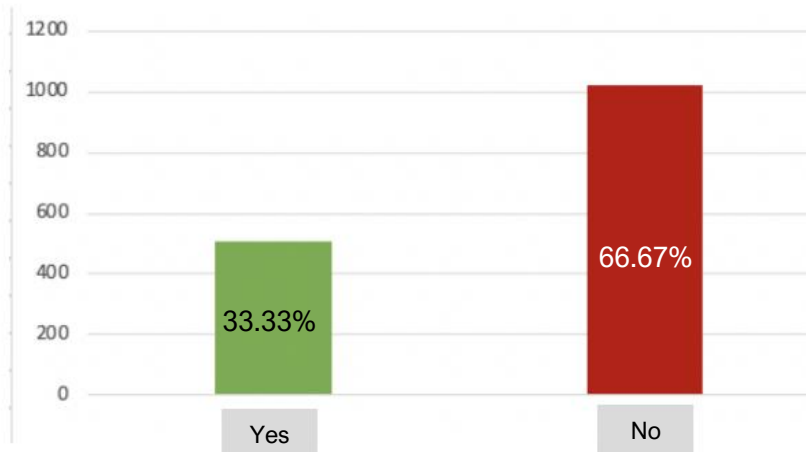


ONS Population profiles for local authorities in Birmingham Dec 2020



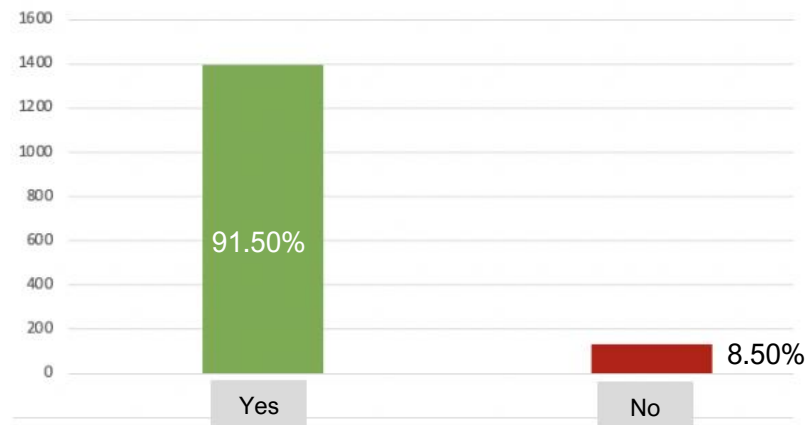
SATISFACTION

Are you **satisfied** with the quality of service received from Birmingham City Council?

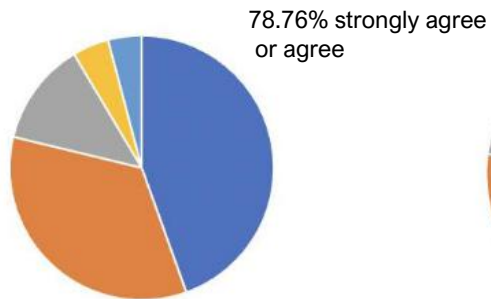
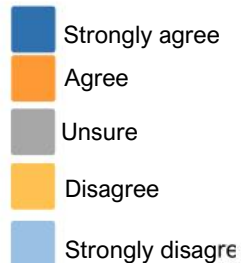


IMPROVEMENT

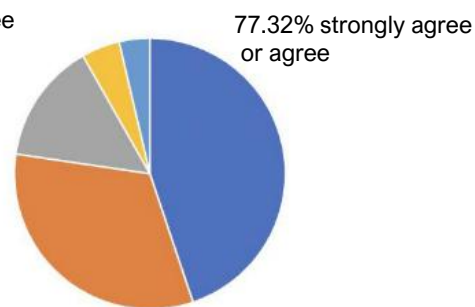
Do you agree Birmingham City Council need to **change and improve** the services provided to you?



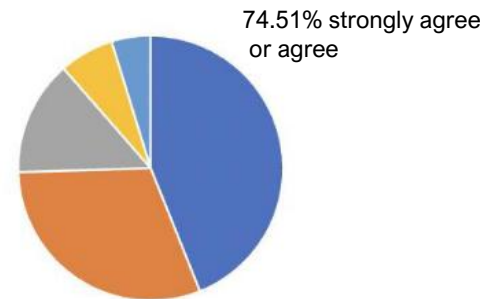
Principles



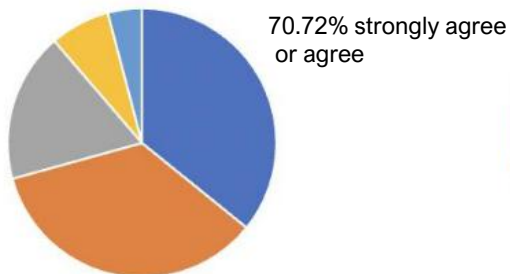
We will work better together with you



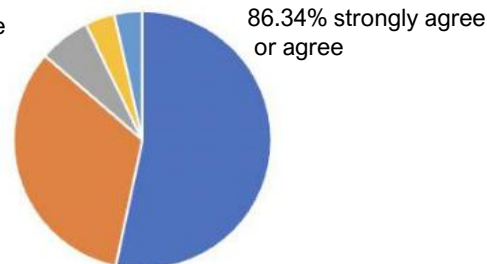
Make quicker decisions for you



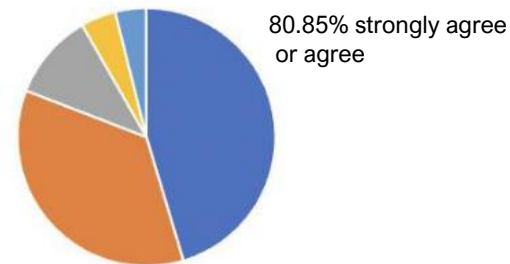
Reduce your need to contact us



Tell us once

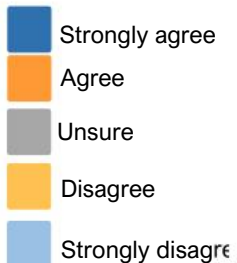


We will put the citizen first

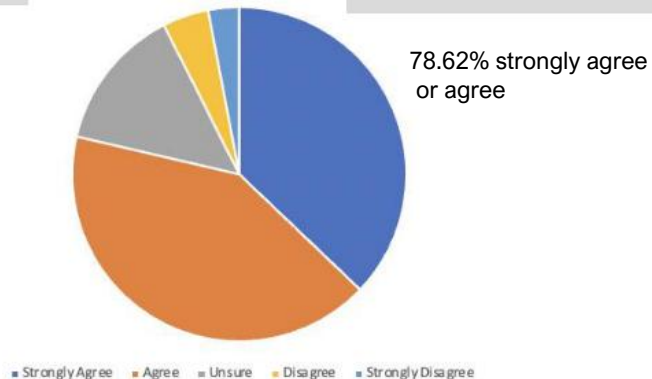


Taking a proactive approach to customer service

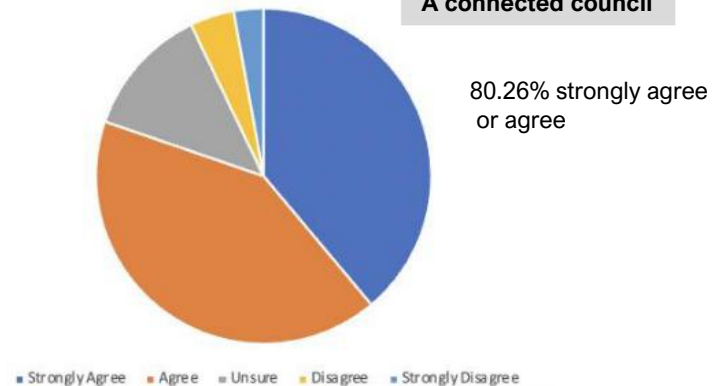
Themes



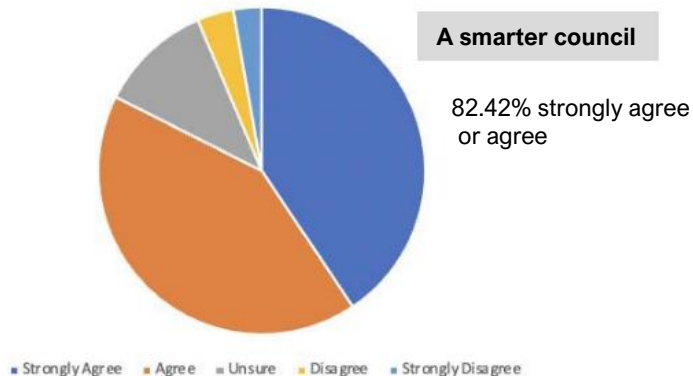
A customer focused council



A connected council



A smarter council



A connected city

