

Chairperson and Committee Members
REGULATORY MANAGEMENT COMMITTEE

22 OCTOBER 2015

Meeting Status: **Public**

Purpose of Report: For Information

REGULATORY SERVICES CUSTOMER FEEDBACK: ONLINE SURVEY RESULTS

PURPOSE OF REPORT

- 1 This report provides the Regulatory Management Committee with an overview of the results from the Regulatory Services customer feedback received through its online survey.

DELEGATION

- 2 The Regulatory Management Committee has the delegated authority to consider this paper.

“6. Generally this delegation provides authority to exercise all functions, duties and powers relating to all matters assigned to this Committee, as adopted by the Council from time to time, where financial provision has been made in the Annual Plan or LTP, and where the action proposed is not contrary to established Council strategy and/or policy or the power of delegation.”

BACKGROUND

- 3 Customer feedback about regulatory services is an important tool to measure success towards becoming Open for Business and measuring the improved results that our customers are experiencing. This importance is recognised in the draft Regulatory Services Activity Management Plan.
- 4 When drafting the Activity Management Plan it became clear that the way customer feedback was gathered was inconsistent across the teams and also that the feedback return rates were variable. Similarly the results received were noted but not necessarily always fully analysed. In effect there was no planned or consistent approach that enabled a baseline of feedback to be formed.
- 5 Staff determined that one way to address this risk was to use an online comparable survey. A survey using the online tool called ‘Survey Monkey’ was developed for Resource Consent applicants in July 2014. In March 2015 this was adjusted and customised for use by applicants for Building Consent and Alcohol Licences.
- 6 Further consideration is underway to determine other methods of receiving customer feedback.

Issues and Options

Issues

- 7 This is the first time that these customer feedback results have been reported.
- 8 The Regulatory Group is working towards all teams operating within a quality assurance system and feedback is a valued input to continuous improvement. As part of its overall work programme the Group will put more emphasis on measuring the outputs of the business improvement initiatives that are introduced, i.e. what is the corresponding improvement that a customer experiences from better systems and processes.
- 9 The intention is to build up a library of stories across each team. These will document the results of the actual benefits experienced by the customer from the Open for Business improvements. Customer feedback supports that work programme.
- 10 At the time of writing this report a total of 478 invitations had been sent out since July 2014 seeking online customer feedback from applicants who had received resource consents, building consents and alcohol licences. These invitations were sent to all applicants who provided either a mailing or an email address.
- 11 A total of 63 responses have been received which represents a 12% response rate. The detailed results can be found in Appendix One to this report: RS-15-1709.
- 12 The questions asked for customer feedback on the following:
 - application forms, check sheets and guides
 - application processing times
 - pre-application services
 - staff performance, and
 - what role the person had in the application process – this question related to building control only and was asked so that we could understand their perspective.
- 13 The overarching themes from the responses were extremely positive and are summarised below:
 - 13.1 93% of customers considered the forms fairly easy or very easy to understand.
 - 13.2 87% of customers were happy with the processing times.
 - 13.3 40% of customers used the duty officer pre-application services and 22% took the opportunity to have a scheduled meeting with officers. None of the respondents used the Business Start Up service.
 - 13.4 60% found the pre-application service helpful and informative or very helpful and informative. Of note there were no responses indicating a previous bad experience. Of the 38% who did not use the pre-application service 76% responded they had no need for the services and 17% did not know about the services. This will be investigated alongside opportunities to promote services.

- 13.5 92% rated staff as outstanding or very good. There was only one person who rated the performance of staff as poor. This is being looked at.
- 13.6 All participants were asked for suggestions and comments about how we can improve our services. A number of useful suggestions were made and some examples are recorded in Appendix One to this report.

CONSIDERATIONS

Policy considerations

- 14 There are no policy considerations.

Legal considerations

- 15 There are no legal considerations.

Financial considerations

- 16 There are no financial considerations.

Tāngata whenua considerations

- 17 There are no Tāngata whenua considerations.

SIGNIFICANCE AND ENGAGEMENT

Degree of significance

- 18 This matter has a low level of significance under Council policy.

Engagement planning

- 19 As this is an information paper an engagement plan is not required.

Publicity

- 20 There is likely to be public interest in these survey results and the results experienced by the customer.

RECOMMENDATIONS

- 21 That the Regulatory Management Committee notes the Regulatory Services Customer Feedback Online Results contained in Appendix 1 of RS-15-1709.

Report prepared by	Approved for submission	Approved for submission
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Katrina Shieffelbein

Kevin Currie

Tamsin Evans

**Quality Officer
Regulatory Services**

**Group Manager
Regulatory Services**

**Group Manager
Community Services**

ATTACHMENTS

- 1 Appendix One - Regulatory Services Customer Feedback - Online Results