

To: General Purposes Licensing Committee

Date: 17 October 2012 **Item No:**

Report of: Head of Environmental Development

Title of Report: Taxi Licensing Customer Satisfaction Survey

Summary and Recommendations

Purpose of report: To report the results of the Taxi Licensing Customer Satisfaction Survey to Committee.

Report Approved by:

Finance: Paul Swaffield

Legal: Daniel Smith

Policy Framework: Vibrant Sustainable Economy
Strong, Active Communities

Recommendation(s):

Committee is recommended to note this report.

Background

1. The Taxi Licensing Customer Satisfaction Survey was carried out to gauge customer satisfaction following the implementation of improvements to the taxi licensing process. The survey was carried out independently of the taxi licensing office by the Head of Environmental Development.
2. Survey forms were sent to all applicants for Hackney Carriage and Private Hire Driver and Vehicle Licence applications between 1st April 2011 and 31st March 2012. A high proportion of applications are for annual renewals, hence the survey was carried out monthly for the duration of a year to complete the cycle. Each month survey forms were sent to those who had made applications during the preceding month. The survey forms are attached at **Appendix One** and the results of the survey are attached at **Appendix Two**.

Number of survey forms sent out – 1338. Number returned 266 (20%).

Overall Conclusions

3. The responses to the survey have revealed high levels of satisfaction with the services provided. 89% of respondents felt our officers are polite and helpful and 86% felt they were treated fairly. 89% of respondents like being able to pay their licence fee at the licensing office and 83% found it easy to book an appointment. Although 86% of respondents felt they were given sufficient information to understand the taxi licensing procedure, only 66% thought the new procedures have made it more straightforward to renew their licence. This may in part be due to the relocation of the office to St Aldate's Chambers as a number of respondents commented about not being able to park outside St Aldate's Chambers.
4. In terms of the information provided by the taxi licensing service, more respondents (87%) found the newsletter helpful and informative whereas only 68% found the website helpful and informative. This may well reflect the level of access to the internet that our customers have.
5. Diversity monitoring data has been collected giving details of gender, age, disability and ethnicity. Further work needs to be done to assess diversity issues around service satisfaction and accessibility to our services.
6. The data collected is subject to the Data Protection Act 1998. The forms were destroyed once the data had been processed.

Financial Considerations

7. There are no material financial considerations contained within the content of this report that apply to the Authority.

Legal Considerations

8. There are no material legal considerations contained within the content of this report that apply to the Authority.

Name and contact details of author:

Tony Payne

Licensing and Development Manager

Tel: 01865 25(2062)

Email: tpayne@oxford.gov.uk

Background papers:

Appendix One: Customer Satisfaction Survey Forms

Appendix Two: Customer Satisfaction Survey Results

Version number: 1.0

Environmental Development

Direct Line: 01865 252128

Fax: 01865 252344

E-mail: kfranklin@oxford.gov.uk

{Name and Address}

Date: {Date}

Dear {Name},

Oxford City Council is committed to developing and improving services and considers the views and comments of service users to be important in achieving this aim. As you will know, the taxi licensing office has recently introduced many changes to the taxi licensing systems with the aim of improving efficiency and making it more straightforward for you to renew your licence. We would value your feedback around these changes.

This customer satisfaction survey is being carried out independently of the taxi licensing office and we are inviting everyone who has renewed or made an application for a new licence since the changes were introduced to respond to the survey.

We would be grateful if you could complete the enclosed survey and return it in the pre-paid envelope. Alternatively, the survey is available on line at:

www.oxford.gov.uk/consultation

Thank you for your time and if you have any queries please do not hesitate to contact me.

K Franklin

Karen Franklin

**ENVIRONMENTAL DEVELOPMENT
CUSTOMER SATISFACTION SURVEY
TAXI LICENSING**

www.oxford.gov.uk



Please indicate whether you agree or disagree with each of the following about your recent contacts with the Taxi Licensing Service		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not applicable
1	I was given sufficient information to understand the taxi licensing procedure						
2	I find the taxi licensing newsletter helpful and informative						
3	I find the taxi licensing pages on the Council's website helpful and informative						
4	I think the new procedures have made it more straightforward for me to renew my licence						
5	It was easy for me to book an appointment with the licensing officer						
6	I like being able to pay my licence fee at the licensing office						
7	I felt the officers I dealt with were polite and helpful						
8	I felt I was treated fairly						

Any other comments about the taxi licensing service?

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About You – Diversity Monitoring

The following information is needed to help us ensure that our services are accessible to all. Your answers will be treated in the strictest confidence and will not be used to identify you. You do not have to answer every question, but it may help us improve our services if you do.

Data Protection Act 1998

The data collected in this form will only be used for the purpose of statistical monitoring. This information will only be retained for as long as is considered necessary for monitoring purposes and then it will be destroyed. At all times it will be kept in Accordance with the Act.

Your gender:

Male		Female	
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Your age:

20 – 29 years		30 - 39 years	
40 – 49 years		50 – 59 years	
60 – 64 years		65+ years	

Do you have a disability, long term limiting illness or health problems (12 months or more) which limits daily activities or the work you can do?

Yes		No	
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Our ethnic group describes how we think of ourselves. Ethnic background is not necessarily the same as nationality or country of birth. Please mark the box which is closest to how you see yourself (please tick one only):

White British		White Irish	
Asian or Asian British – Bangladeshi		Asian or Asian British – Pakistani	
Asian or Asian British – Indian		Black or British – African	
Black or British – Caribbean		Mixed White & Asian	
Mixed – White & Black Caribbean		Mixed – White & Black African	
Chinese		Asian or Asian British – other	
White – other		Mixed – other	
Black or British - other			

APPENDIX TWO

Taxi licensing Survey 2011/12

Service users were asked whether you agree or disagree with each of the following statements about their last contact with the service.

Statement	<i>Strongly agree</i>	<i>Agree</i>	<i>Neither agree or disagree</i>	<i>Disagree</i>	<i>Strongly disagree</i>	<i>Total</i>
I was given sufficient information to understand the taxi licensing procedure	85 32%	143 54%	18 7%	10 4%	8 3%	264 100%
I find the taxi licensing newsletter helpful and informative	80 30%	150 57%	17 6%	10 4%	7 3%	264 100%
I find the taxi licensing pages on the Council's website helpful and informative	38 16%	123 52%	44 19%	14 6%	16 7%	235 100%
I think the new procedures have made it more straightforward for me to renew my licence	67 26%	105 40%	37 14%	28 11%	24 9%	261 100%
It was easy for me to book an appointment with the licensing officer	100 38%	118 45%	18 7%	20 8%	9 3%	265 100%
I like being able to pay my licence fee at the licensing office	138 52%	98 37%	16 6%	0 0%	11 4%	263 100%
I felt the officers I dealt with were polite and helpful	127 48%	109 41%	11 4%	12 4%	7 3%	266 100%
I felt I was treated fairly	111 42%	117 44%	21 8%	8 3%	7 3%	264 100%

Diversity Monitoring Data

	Number	%
Gender		
Male	244	97.2%
Female	7	2.8%
	251	
Age		
19-29	26	10.4%
30-39	76	30.3%
40-49	66	26.3%
50-59	46	18.3%
60-64	23	9.2%
65+	14	5.6%
	251	
Disability		
Yes	7	2.8%
No	243	97.2%
	250	
Ethnicity		
Asian or Asian British – Bangladeshi	19	8.1%
Asian or Asian British – Indian	4	1.6%
Asian or Asian British – Other	25	10.1%
Asian or Asian British – Pakistani	98	39.7%
Black or British – African	8	3.2%
Black or British – Caribbean	1	0.4%
Chinese	0	0
Mixed – Other	6	2.4%
Mixed – White and Asian	3	1.2%
Mixed – White & Black African	0	0
Mixed – White & Black Caribbean	1	0.4%
White – British	62	25.1%
White – Irish	0	0
White - Other	20	8.1%
	247	

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