

## **Parks and Green Spaces customer survey response 2016**

A survey for Parks and Green Spaces Services was published on the Council's website in November 2015. A direct link to the survey was added to the signature line of officer's emails to encourage responses. Shortly after, we also 'Tweeted' to our customers to encourage more feedback. We have also looked at the results from several user-events and reviewed the evaluation feedback from meetings such as Allotment Forum, bi-annual Allotment Surgery-Sessions and direct feedback on the Council's webpage.

This year, we have included additional questions relating to things like timeliness, professionalism and fairness in addition to overall satisfaction. We will look to include these questions in the future Annual Forum meetings and events.

The initial survey work provoked some interesting points of view, especially where services could be improved. However, we need to aim for additional response in the future to ensure a balance of view and measure the drivers of satisfaction more precisely. We will review the mechanism for delivering the online customer satisfaction survey, as current technical difficulties precluded wide-ranging responses. We will review alternative methods for delivering a customer satisfaction survey online and we will open for a full year to allow this to happen. We will be checking out the results along the way.

Below are responses to some of the themes that started to emerge in the surveys.

- Feedback from the Allotment Forum carried out at the event has been very positive. The results indicated that people attending very much enjoyed what is being provided. For example, 86% were very satisfied/satisfied and comments like 'thank you' and 'presentations were clear' and 'good to have the event' were given. Our customers clearly like this event and we will continue with them.
- Feedback from the Allotment Surgery-Sessions carried out after each event has been positive and customers have engaged in providing the Council with feedback. The key themes were echoed by customers and comments like 'being given the opportunity to discuss concerns face-to-face with knowledgeable officers' and 'being able to ask questions, and 'I find the 6-monthly Allotmenteer Newsletter really informative' were reverberated. We will continue to offer appointments where demand exists and continue with the newsletter to keep people informed. We have recently used social media: Twitter, on the @BathnesParks to increase involvement.
- Feedback from the Council's webpage is perpetual and reviewed monthly. Feedback helps to confirm what people are affected by or what people really enjoy. We will be updating our page layout over the next several months to make the content more user-friendly on a wide range of electronic devices.