



BRIEFING NOTE

TO: Community Organisation leisure and Culture Scrutiny and Performance Panel

DATE: 6th October 2005

Walsall M.B.C.

RE: First Stop Shop

At the last meeting of the Community Organisation Leisure and Culture Scrutiny and Performance panel (*date to be inserted*), members requested a summary on the feedback from visitors to the new First Stop Shop facility:-

Since the opening of phase one on April 4th the First Stop Shop has dealt with approximately 50,000 customer enquiries. In addition over 200 council officers and representatives of external organisations have been given guided tours of the building to showcase the facility and how it is designed to serve the customer.

To enable us to review and continually improve our service to customers it is important that we collect feedback from users and visitors on a regular basis. This will be done using a mixture of formal methods such as user satisfaction surveys and focus groups, and informal by capturing casual comments from users who may not wish to complete a survey but who can provide equally valuable input.

All feedback to date has been on informal basis via comments made by those who have toured the building and ad hoc conversations with members of the public accessing our services.

Apart from Council officers and members we have provided tours of the building to amongst others, representatives of the CEN (Community Empowerment Network), West Midlands Police, local clergy, local authorities, private landlords and CPA inspectors. The response has been extremely positive and we have been commended on the approach we have adopted and for how much more inviting and user friendly it is compared to the old reception points.

Apart from one or two customers who said they “preferred things as they were before” the majority of public comments have also been positive about the changes made.

All feedback is carefully considered and processes changed where considered appropriate.

A customer satisfaction survey is scheduled to take place the first week in October to coincide with National Customer Service Week. This will be the start of a regular survey process that will be supplemented by small customer focus groups and possibly our citizen’s panel. The results of these surveys will be shared with all services as the focus moves from building design to service delivery.

Jez Holding
Customer Contact Manager

