

Local Area Office & Library

Customer Satisfaction Exit Survey

## September 2014

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### Background

East Lothian Council commissioned Knowledge Partnership to undertake an exit survey during June and July 2014 of users of the Local Area Offices and its six main Libraries across East Lothian.

Since the last survey, which was conducted in 2012, moves have been made towards generic working with the beginnings of a merger of customer services and Libraries. Local Area Offices and Libraries are now situated in the same building in Tranent, Dunbar and North Berwick. Staff are working generically in North Berwick and share the same counter for the public.

Services from the Local Area Offices in the main are accessed predominantly by customers who have a specific need to access welfare or social related services, such as housing, social work, homelessness, criminal justice related service and debt management. The majority of these services require a higher level of reassurance than customers would need for services offered over alternative channels such as the internet or telephone.

The requirement for increased reassurance when accessing face to face service varies between the two face to face service areas surveyed.

A higher level of reassurance is required when accessing services relating to matters of basic physiological need i.e. housing, income (benefit) and social work related matters.

All of the 6 Libraries where the survey was conducted offer customers the ability to serve themselves by providing dedicated self-service terminals. Staff interaction is therefore not always necessary for a transaction to be performed.

The sample used composed of 680 interviewed customers. 327 surveys were completed within the Local Area Offices (48%) and 353 surveys were completed across the 6 main Libraries (52%).

Those completing the questionnaire were asked to do so immediately following using the services in question. The purpose in approaching the survey in this way was to capture a customer’s immediate impression of how well they were served at that time. Emphasis was also placed on trying to capture the customer’s immediate view of the Customer Service that had just been offered rather than the overall view of how the ‘Council’ was dealing with their specific needs.

Comparisons have been made between this year’s survey and that of 2012 where the questions have remained the same.

**About the respondents**

Of the 680 surveys returned most were completed in the busiest Libraries/Local Area Offices as would be expected.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Local Area Office** | | **Library** | |
| **Location** | **Number** | **Percentage** | **Number** | **Percentage** |
| Musselburgh | 140 | 43% | 100 | 28% |
| Haddington | 69 | 21% | 100 | 28% |
| Tranent | 51 | 15% | 50 | 14% |
| Prestonpans | 46 | 14% | 48 | 13% |
| Dunbar | 15 | 5% | 40 | 11% |
| North Berwick | 6 | 2% | 15 | 4% |

The respondents represented a broad section of society.

Gender

* Of those visiting the Local Area Offices 34% (111) were male and

66% female (216).

* Of those visiting the Libraries 35% (123) were male and

65% (230) were female.

In both instances the percentage of male visitors has fallen by approximately 6% and correspondingly female visitors have risen since the 2012 survey.

Age

People over the age of 65 (21%) are the biggest users of the services of the Local Area Offices, followed by the 45-54 age group (19%). The over 65s remain by far the largest user group of Libraries (37%), followed by the 35-44 age group at 16%. There is no significant change in the age of users between this survey and the one completed in 2012. These figures do not include children under the age of 16, who may also access the face to face services surveyed.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Local Area Office** | | | | **Library** | | | |
| **Age Group** | **Number** | | **Percentage** | | **Number** | | **Percentage** | |
|  | **2014** | **2012** | **2014** | **2012** | **2014** | **2012** | **2014** | **2012** |
| 16-24 | 33 | 42 | 10% | 12% | 23 | 27 | 7% | 7% |
| 25-34 | 57 | 52 | 18% | 14% | 28 | 48 | 8% | 13% |
| 35-44 | 42 | 52 | 13% | 14% | 58 | 42 | 16% | 11% |
| 45-54 | 62 | 73 | 19% | 20% | 40 | 42 | 11% | 11% |
| 55-59 | 40 | 29 | 12% | 8% | 32 | 32 | 9% | 9% |
| 60-64 | 23 | 32 | 7% | 9% | 40 | 31 | 11% | 8% |
| 65+ | 68 | 83 | 21% | 23% | 130 | 148 | 37% | 40% |

Housing Status

Looking at the types of houses that people live in also gives a clear indication of the groups in society that are more likely to access our services either from the Local Area Offices or the local library.

People renting from the Council, Housing Association, a Housing Co-operative or privately account for 67% (220) of people interviewed at the Local Area Offices. The largest group by far rent their home from the council (46% or 149 people). It would be expected that these customers would have more reason to use the services of the Local Area Offices, whether paying rent, reporting repairs etc.

In comparison only 32% (112) of library respondents live in rented accommodation.

59% (207) of library customers either owned their own home outright or had a mortgage on their own home. This compares to 28% (92) of the Local Area Office customers.

When compared to the previous survey the biggest change is seen in the library users group. The number of library respondents who rent their home has risen by 9% while those who owned their home or had a mortgage fell by 13%. This shows that a wider cross section of the population is visiting the library compared to 2 years ago.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Local Area Office** | | | | **Library** | | | |
| **Home** | **Number** | | **Percentage** | | **Number** | | **Percentage** | |
|  | **2014** | **2012** | **2014** | **2012** | **2014** | **2012** | **2014** | **2012** |
| Owned Outright | 47 | 29 | 14% | 8% | 122 | 126 | 35% | 34% |
| Mortgage | 45 | 57 | 14% | 16% | 85 | 138 | 24% | 37% |
| Rent from Council | 149 | 187 | 46% | 51% | 63 | 63 | 18% | 17% |
| Rent HA/H Cooperative | 16 | 24 | 5% | 7% | 11 | 5 | 3% | 2% |
| Rent Private | 55 | 50 | 17% | 14% | 38 | 16 | 11% | 4% |
| No answer/other | 15 | 16 | 5% | 4% | 33 | 22 | 9% | 6% |

Employment Status

In terms of employment status, the largest variation between customers using the Local Area Offices and the Libraries is with those who identify themselves as being retired. Retired people make up 45% (157) of library respondents and only 26% (83) of Local Area Office respondents. The retired are the largest user group in each case.

The number of respondents in work, 41% (130) in the Local Area Office and 33% (115) in Libraries, has risen in both cases, by 10% and 7% respectively.

Within the Local Area Offices 6% (20) of customers answered that they are not working and long term ill compared to 3% (12) of customers using the Library services. This figure has fallen by 4% in the Local Area Office and risen by 1% in Libraries since 2012.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Local Area Offices** | | | | **Library** | | | |
| **Employment status** | **Number** | | **Percentage** | | **Number** | | **Percentage** | |
|  | **2014** | **2012** | **2014** | **2012** | **2014** | **2012** | **2014** | **2012** |
| Full time work (30+ hours per week) | 76 | 68 | 24% | 19% | 66 | 58 | 19% | 16% |
| Part time work (9-29 hours per week) | 49 | 39 | 15% | 11% | 44 | 37 | 13% | 10% |
| Self Employed | 5 | 6 | 2% | 1% | 5 | 0 | 1% | 0& |
| Unemployed – job seeker | 41 | 49 | 13% | 13% | 25 | 18 | 7% | 5% |
| Unemployed – not seeking work | 3 | 17 | 1% | 5% | 4 | 22 | 1% | 6% |
| Retired | 83 | 104 | 26% | 29% | 157 | 174 | 45% | 47% |
| Looking after home / home with children | 26 | 33 | 8% | 9% | 18 | 31 | 5% | 8% |
| Unable to work due to invalidity/disability | 20 | 37 | 6% | 10% | 12 | 9 | 3% | 2% |
| Carer | 6 | - | 2% | - | 4 | - | 1% | 5% |
| Student | 6 | 7 | 2% | 2% | 11 | 17 | 3% | - |
| Rather not say | 2 | 3 | 1% | 1% | 2 | 4 | 0.5% | 1% |
| Other | 1 | - | 1% | - | 2 | - | 0.5% | - |

Disability

Compared to the 2012 survey the number of respondents who consider themselves to have a disability has fallen in those who were questioned in the Local Area Offices by 3%, while those questioned in the library has risen by 5%.

With respect to those who considered themselves to have a disability, 16% (54) represented the customers who were interviewed for the Local Area Offices and 13% (45) represented those interviewed within the Libraries.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Local Area Office** | | | | **Library** | | | |
| **Disability** | **Number** | | **Percentage** | | **Number** | | **Percentage** | |
|  | **2014** | **2012** | **2014** | **2012** | **2014** | **2012** | **2014** | **2012** |
| Yes | 54 | 70 | 16% | 19% | 45 | 30 | 13% | 8% |
| No | 272 | 290 | 83% | 80% | 304 | 333 | 86% | 90% |
| Rather not say | 1 | 3 | 1% | 1% | 2 | 7 | 1% | 2% |

Ethnicity

The majority of customers in both Local Area Offices and Libraries considered themselves to be Scottish representing 86% (283) of customers within the Local Area Offices and 76% (269) within the Libraries. This is a drop of 8.5% in Local Area Office respondents and 12% in library respondents since the 2012 survey. This can be explained by a higher number of respondents in 2014 claiming to be Other British, a rise of 6% in Local Area Offices and 13% in Libraries.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Local Area Office** | | **Library** | |
| **Ethnicity** | **Number** | **Percentage** | **Number** | **Percentage** |
| Scottish | 283 | 86% | 269 | 76% |
| Other British | 30 | 9% | 71 | 20% |
| Irish | 2 | 0.5% | 2 | 0.5% |
| Gypsy/Traveller | 1 | 0.5% | 0 | 0% |
| Other European(e.g. Polish) | 8 | 2.5% | 3 | 1% |
| Other White Ethnic Group | 1 | 0.5% | 3 | 1% |
| Any mixed ethnic group | 0 | 0% | 1 | 0.5% |
| Pakistani, Pakistani Scottish or Bangladeshi British | 1 | 0.5% | 0 | 0% |
| Indian, Indian Scottish or Indian British | 0 | 0% | 0 | 0% |
| Bangladeshi, Bangladeshi Scottish or Bangladeshi British | 0 | 0% | 0 | 0% |
| Chinese, Chinese Scottish or Chinese British | 0 | 0% | 0 | 0% |
| Other Asian, Asian Scottish or asian british | 0 | 0% | 2 | 0.5% |
| African Scottish or African British | 0 | 0% | 0 | 0% |
| African other | 1 | 0.5% | 0 | 0% |
| Caribbean, Caribbean Scottish or Caribbean British | 0 | 0% | 0 | 0% |
| Balck, Black Scottish or Black British | 0 | 0% | 0 | 0% |
| Caribbean or black - other | 0 | 0% | 0 | 0% |
| Arab, Arab Scottish or Arab British | 0 | 0% | 0 | 0% |
| Other | 1 | 0.5% | 0 | 0% |
| Rather not say | 0 | 0% | 1 | 0.5% |

### Customers’ Last Visit

46% (315) of service users interviewed had either visited one of our Local Area Offices or one of the six main Libraries within the last six months.

35% (237) had visited within the last week. When this figure is looked at more closely, 26% had visited a library within the last week but only 9% had visited a Local Area Office suggesting more regular visits are paid to Libraries.

When customers were asked,how satisfied were you with the outcome of your visit today, the responses were as follows.

* 90% (290) were very satisfied and 6% (19) fairly satisfied with the service offered from the Local Area Offices
* 94% (327) were very satisfied and 3% (11) fairly satisfied with the service offered from the Library service.

Satisfaction rates for each facility were as follows:

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Facility** | **Number** | | **% (very/fairly satisfied)** | | **Number** | | **% (very/ fairly**  **dissatisfied)** | |
|  | **2014** | **2012** | **2014** | **2012** | **2014** | **2012** | **2014** | **2012** |
| Musselburgh Library | 94 | 87 | 95% | 87% | 1 | 1 | 1% | 1% |
| Musselburgh LAO | 134 | 115 | 97% | 82% | 1 | 5 | 1% | 3.5% |
| Haddington Library | 99 | 82 | 100% | 82% | 0 | 0 | 0 | 0% |
| Haddington LAO | 65 | 55 | 97% | 92% | 0 | 0 | 0 | 0% |
| Dunbar Library | 39 | 42 | 100% | 93% | 0 | 0 | 0 | 0% |
| Dunbar LAO | 15 | 18 | 100% | 90% | 0 | 0 | 0 | 0% |
| Prestonpans Library | 48 | 41 | 100% | 82% | 0 | 0 | 0 | 0% |
| Prestonpans LAO\* | 40 | 51 | 87% | 85% | 1 | 3 | 2% | 5% |
| Tranent Library\* | 43 | 48 | 88% | 96% | 1 | 0 | 2% | 0% |
| Tranent LAO | 49 | 43 | 96% | 90% | 2 | 1 | 4% | 2% |
| North Berwick Library | 15 | 45 | 100% | 100% | 0 | 0 | 0 | 0% |
| North Berwick LAO\* | 5 | 9 | 83% | 60% | 1 | 0 | 17% | 0% |

\*10% of respondents in Tranent Library replied don’t know/not applicable so lowering the overall satisfaction level. While 11% in Prestonpans Area Office answered that they were neither satisfied nor dissatisfied.

Dissatisfaction levels were low across the board. The figures for North Berwick Library are skewed by the fact that so few surveys were completed resulting in a 17% dissatisfaction rate which in effect is one customer. Specific reasons for dissatisfaction can be seen in the attached appendix.

Customers were also asked how satisfied they were with the overall service they received during their visit. 90% (315) of library users were very satisfied and 3% (11) were fairly satisfied while Local Area Office customers saw 94% (305) very satisfied and 4% (14) fairly satisfied.

### The Reason for Customers’ Visit This Time

The main reason customers gave for visiting a Local Area Office was to make a payment, 39% (128). This figure is almost identical to that of 2 years ago. The second reason for visiting a Local Area Office was to make a general housing enquiry, 20% (65), as it was in 2012. Services categorised as ‘Other’, accounted for 25% (82) of the responses given by customers accessing the Local Area Offices.

Within the Library service the main reason for visiting was to borrow a book or other material 61% (212). However, this figure is 10% lower than in the previous survey. The second highest response, using a computer, doubled from 8% to 16% (56) while using wi-fi accounted for 3% (11) of responses. This rise could be accounted for in part by the move to digitalisation of application forms by the DWP and the need to apply online for jobs and benefits. Services categorised as ‘Other’, accounted for 27% (94) of the responses given by customers accessing the library. This is likely to include collecting dog waste bags and applying for travel passes, etc.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Local Area Office | | | Library | | |
|  | 2014 | 2012 |  | **2014** | **2012** |
| Reporting a Repair | 3% (11) | 5% (18) | Homework | 1.5% (5) | 0.25% (1) |
| General Housing Enquiry | 20% (65) | 17.5% (60) | Interest/Hobby | 0.5% (1) | 0.5% (2) |
| Making a Payment | 39% (128) | 38% (129) | Using Computers | 16% (56) | 8% (31) |
| Benefits Enquiry (new application/enquiry) | 9% (28) | 12.5% (43) | Wi-fi | 3% (11) | 0.5% (2) |
| Council tax enquiry (new application/enquiry) | 7% (23) | \* | Computer skills class | 0.5% (2) | 1.5% (5) |
| Scottish welfare fund (new application/enquiry) | 1% (2) | \* | Borrowing books/other | 61% (212) | 71% (277) |
| Making an enquiry about Waste services/Recycling | 2% (7) | 2% (6) | Family history | 0% | 0.5% (2) |
| Homelessness | 0.5% (1) | 3% (9) | General research | 1.5% (5) | 1.5% (6) |
| Registration of births, deaths marriages and civil partnerships | 4% (13) | 3% (9) | Reading based event | 4% (13) | \* |
| Welfare rights | 1.5% (5) | \* | Reference service | 1% (4) | 0.25% (1) |
| Other | 25% (82) | 20% (68) | Other | 27% 94) | 15% (60) |

\*this was not an option in the 2012 survey

### Customers’ Satisfaction with Today’s Visit

Customer satisfaction focused on the experience of dealing with customer service staff within the Local Area Offices or library staff within the six main Libraries. This was broken down into the 4 following groups:

1.Timeliness

* **Satisfaction with time taken to speak to someone**

Visitors reported a high degree of satisfaction with the time that they had to wait for their enquiry to be dealt with in both service areas.

In the Local Area Offices 92% (298) said they were either “very satisfied” or “fairly satisfied” with the service provided compared to 82% (282) within the Library services.

When broken down further into ‘very satisfied’ and ‘fairly satisfied’ categories, the Local Area Offices attracted an 80% (260) response for ‘very satisfied’ and 12% (38) ‘fairly satisfied’ whilst the Library compared 79% (272) ‘very satisfied’ and 3% (10) fairly satisfied (18% of library users answered don’t know/not applicable as staff interaction is not always necessary).

The main area of dissatisfaction for time taken to speak to someone was the Local Area Office within the Brunton Hall. Brunton Hall also had the highest dissatisfaction rate in 2012. This year it has grown by 4%, to 6% (9).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Customer Services** | | **Library** | |
|  | **2014** | **2012** | **2014** | **2012** |
| Very satisfied | 80% (260) | 79% (270) | 79% (272) | 83% (323) |
| Fairly Satisfied | 12% (38) | 16% (56) | 3% (10) | 0.5% (2) |
| Not applicable | 3% (11) | - | 18% (63) | - |

* **Satisfaction with being able to deal directly with someone who could help**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Customer Services** | | **Library** | |
|  | **2014** | **2012** | **2014** | **2012** |
| Very satisfied | 90% (292) | 79% (272) | 80%(281) | 83% (323) |
| Fairly Satisfied | 5% (17) | 18% (63) | 2% (6) | 0.25% (1) |

21% (74 of the total interviewed) of customers asked the question chose don’t know/not applicable. 18% of these were Library customers and is again explained by the fact that staff interaction is not always necessary in order to have expectations met.

* **Satisfaction that someone took responsibility for your enquiry**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Customer Services** | | **Library** | |
|  | **2014** | **2012** | **2014** | **2012** |
| Very satisfied | 89% (286) | 79% (272) | 78%(273) | 82% (321) |
| Fairly Satisfied | 6% (18) | 18% (62) | 3% (11) | 0.5% (2) |
| Don’t know/not applicable | 3% (11) | - | 19% (67) | - |

2.Information

* **Satisfaction with the quality of information you received today**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Customer Services** | | **Library** | |
|  | **2014** | **2012** | **2014** | **2012** |
| Very satisfied | 73% (240) | 60% (207) | 73% (255) | 56% (218) |
| Fairly Satisfied | 5% (17) | 18% (63) | 5% (17) | 1% (4) |
| Don’t know/not applicable | 20% (64) | - | 22% (76) | - |

* **Satisfaction that the advice/information you were given was easy to understand**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Customer Services** | | **Library** | |
|  | **2014** | **2012** | **2014** | **2012** |
| Very satisfied | 74% (243) | 62% (214) | 73% (256) | 56% (220) |
| Fairly Satisfied | 4% (14) | 18% (63) | 5%(17) | 0.5% (2) |
| Don’t know/not applicable | 20% (66) | - | 22% (76) | - |

* **Satisfaction that the advice/information given was all that you needed**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Customer Services** | | **Library** | |
|  | **2014** | **2012** | **2014** | **2012** |
| Very satisfied | 72% (234) | 61% (210) | 74% (260) | 56% (219) |
| Fairly Satisfied | 6% (18) | 17% (59) | 3% (12) | 0.8% (3) |
| Don’t know/not applicable | 21% (69) | - | 22% (76) | - |

* **Satisfaction that the advice/information you were given was accurate**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Customer Services** | | **Library** | |
|  | **2014** | **2012** | **2014** | **2012** |
| Very satisfied | 72% (236) | 62% (212) | 75% (261) | 56% (220) |
| Fairly Satisfied | 5% (17) | 18% (61) | 3% (11) | 0.8% (3) |
| Don’t know/not applicable | 21% (68) | - | 22% (76) | - |

The percentage figures regarding the information provided are very similar, with the vast majority stating that they were very satisfied with the information received from staff.

3.Professionalism

* **Satisfaction with how well staff did their job on this occasion**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Customer Services** | | **Library** | |
|  | **2014** | **2012** | **2014** | **2012** |
| Very satisfied | 95% (309) | 86% (295) | 83% (292) | 98% (382) |
| Fairly Satisfied | 5% (15) | 18% (61) | 3% (12) | 0.25% (1) |
| Don’t know/not applicable | 0% | - | 13% (46) | - |

* **Satisfaction that you were treated fairly today**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Customer Services** | | **Library** | |
|  | **2014** | **2012** | **2014** | **2012** |
| Very satisfied | 95% (311) | 80% (276) | 84% (292) | 99% (385) |
| Fairly Satisfied | 4% (13) | 16% (55) | 3% (10) | 0.25% (1) |
| Don’t know/not applicable | 1% (2) | - | 13% (46) | - |

* **Satisfaction that your privacy was protected**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Customer Services** | | **Library** | |
|  | **2014** | **2012** | **2014** | **2012** |
| Very satisfied | 80% (262) | 80% (275) | 73% (254) | 98% (382) |
| Fairly Satisfied | 10% (33) | 15% (53) | 3% (10) | 0.8% (3) |
| Don’t know/not applicable | 4% (12) | - | 23% (81) | - |

Staff scored very well on their professionalism. The only area which shows a lower satisfaction level for Customer Services was the need expressed for more privacy. This is understandable when the nature of customers’ enquiries can be very personal.

4.Staff Attitude

* **Satisfaction that our staff are polite**

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| --- | --- | --- | --- | --- |
|  | **Customer Services** | | **Library** | |
|  | **2014** | **2012** | **2014** | **2012** |
| Very satisfied | 98% (318) | 91% (313) | 89% (312) | 99% (385) |
| Fairly Satisfied | 2% (7 ) | 8% (27) | 1% (4) | 0% (0) |
| Don’t know/not applicable | 0% | - | 10% (35) | - |

* **Satisfaction that our staff are friendly**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Customer Services** | | **Library** | |
|  | **2014** | **2012** | **2014** | **2012** |
| Very satisfied | 98% (318) | | 88% (309) | |
| Fairly Satisfied | 2% (7) | | 2% (7) | |
| Don’t know/not applicable | 0% | | 10% (35) | |

* **Satisfaction that staff were sensitive to your needs**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Customer Services** | | **Library** | |
|  | **2014** | **2012** | **2014** | **2012** |
| Very satisfied | 96% (312) | 80% (274) | 87% (306) | 99% (386) |
| Fairly Satisfied | 2% (8) | 17% (57) | 2% (8) | 0.25% (1) |
| Don’t know/not applicable | 1% (3) | - | 11% (39) | - |

Satisfaction with staff attitude is very high in both Local Area Offices and Libraries.

**Resolution of Enquiries**

A high proportion of enquiries are being resolved at first point of contact by Local Area Office staff. However, this has dropped from 83% from the survey in 2012 to 77%. More customers are being referred to another council department or another outcome has been reached. This may be due to more complex enquiries due to changes in Welfare Reform that have had an impact on individual and family circumstances.

The Library statistic is significantly higher (98%). Customers accessing Library services usually do so to access a specific service the Library is offering i.e. book lending, internet access, travel pass applications or responding to general enquiries.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Resolved at first point of contact | | Referred to another council dept who resolved the enquiry | | Referred to another council dept and seen at later date | | Referred onto another organisation | | Other outcome | |
|  | **2014** | **2012** | **2014** | **2012** | **2014** | **2012** | **2014** | **2012** | **2014** | **2012** |
| Customer Services | 77% (254) | 83% (283) | 9% (31) | 6% (21) | 5.5% (18) | 5% (17) | 0.5% (1) | 0.6% (2) | 7% (24) | - |
| Library | 98% (309) | 99% (388) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 2% (7) | - |

**ACCESSING OUR SERVICES**

Customers were asked if they encountered any problems in accessing services.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Customer Services** | | **Libraries** | |
|  | **Number** | **Percentage** | **Number** | **Percentage** |
| Potential access problems | 1 | 8% | 0 | 0 |
| Opening hours | 5 | 42% | 11 | 50% |
| Location | 0 | 0 | 0 | 0 |
| Getting in and out of the building | 0 | 0 | 1 | 4.5% |
| Moving around the building | 0 | 0 | 1 | 4.5% |
| Communicating with staff | 0 | 0 | 0 | 0 |
| Other | 7 | 58% | 10 | 45% |

The response to whether there are any perceived barriers to using our services across the two service areas is very encouraging as both service areas have a high number of elderly accessing their services. Only 34 people responded to this question. Most issues revolved around opening hours (16) and other (17).

**DIGITAL INCLUSION**

Three new questions surrounding digital inclusion were incorporated into the exit survey this year in order to inform East Lothian Council’s Digital Inclusion and Participation Strategy.

* **Use of the internet at home/outside the home**

Customers were asked if they used the internet.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes at home | Yes outside the home | Don’t use the internet |
| Library | 67% (235) | 25% (87) | 21% (74) |
| Customer services | 63% (208) | 26% (85) | 32% (106) |

The usage percentage is fairly high in both Libraries and Local Area Offices. However, it is significant that non-usage is higher in the Local Area Offices where no free internet access is provided.

* **Accessing the internet**

Customers were asked how they accessed the internet.

|  |  |  |
| --- | --- | --- |
|  | Customer Services | Library |
| Mobile phone | 49% (108) | 33% (92) |
| PC/tablet at home | 88% (196) | 82% (227) |
| PC/tablet in a public facility e.g. library, internet cafe | 7% (4) | 26% (73) |
| Other method | 4% (10) | 0.4% (1) |

Where and how the internet is accessed shows a high proportion of PC/tablet ownership at home. Use of PCs/tablets outside the home is again higher by library users (19% greater) than Local Area Offices as this is where free internet access is available.

* **Why customers do not use the internet**

Reasons were also sought for non-use of the internet.

|  |  |  |
| --- | --- | --- |
|  | Customer Services | Library |
| Do not have access to the internet | 45% (47) | 39% (29) |
| Do not want to use the internet | 45% (47) | 31% (23) |
| Equipment costs too high | 7% (7) | 4% (3) |
| Connection costs too high | 0 | 0 |
| No free internet access near me | 0 | 0 |
| Privacy and security concerns | 2% (2) | 0 |
| Physical disability | 1% (1) | 4% (3) |
| Lack of confidence/skills | 24% (25) | 28% (21) |
| Other | 5% (5) | 15% (11) |

Those people who did not use the internet cited the same main reasons for non-use – did not have access to the internet and did not want to use the internet followed by a lack of confidence/skills.

A 2013 study by Carnegie UK, “Across the Divide – tackling digital exclusion in Glasgow”, also found that 50% of respondents did not want to use the internet.

The most significant barriers to digital participation in Glasgow were the draw of the offline world; a fear of specific aspects involved in trying to go online; and the cost of getting online.

There was an important distinction between those who are not currently online but who are interested in gaining access in the future, and those who are offline and have no desire to access the internet. The former are more likely to see practical barriers such as the lack of a computer or the confusing communications market as the main barriers to getting online; while the latter are more likely to cite attitudinal reasons such as ‘it’s not for people like me’ or ‘there’s nothing on there of interest’ as key barriers to participation.

The study concluded that the way to change this view was to introduce the internet as a communication tool and also a way to find information about something that interests them. This could influence the way in which IT taster sessions are run in Libraries.

**Conclusion**

Both face to face service areas have a unique core group of customers. In the Local Area Offices the group have more welfare and social need provision whilst the Libraries’ core group have a need to borrow books and other material, open learning, child and adult reading development and access to the internet. Both face to face services provide general enquiry support to all customers and this is a significant part of their workload.

The satisfaction levels of the face to face service provided by East Lothian Council through the Local Area Office and the Library network is generally very high with low dissatisfaction levels in all areas.

Data from this report will be shared with staff from both services and also back office service departments to ensure that customers’ comments can be considered and where practicable improvements made to service delivery.

The outcome of the Exit survey and any subsequent service improvements made as a result will be locally shared and displayed.