

Pye Tait Consulting

National Customer
Satisfaction Survey to
Support the Building
Standards Verification
Performance Framework

Report for:

Falkirk Council

December 2020

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1.1 Background to the survey

The building standards system in Scotland was established under the Building (Scotland) Act 2003. The Act gives powers to Scottish Ministers to make building regulations, procedure regulations, fees regulations and other supporting legislation as necessary to fulfil the purposes of the Act. The purposes include setting building standards and dealing with dangerous and defective buildings.

The remit of the building standards system is to protect the public interest by setting out the standards to be met when building or conversion work takes place, to the extent necessary to meet the building regulations.

The standards are intended to:

- Secure the health, safety, welfare and convenience of persons in or about buildings and of others who may be affected by buildings or matters connected with buildings;
- Further the conservation of fuel and power; and
- Further the achievement of sustainable development.

The role of the building standards verifier is to protect the public interest by:

- Providing an independent check of applications for building warrants to construct buildings, provide services, fittings or equipment in buildings, or to convert buildings;
- Granting or refusing building warrants;
- Carrying out an independent check of construction activities through the process of reasonable inquiry; and
- Accepting or rejecting completion certificates.

Verifiers are appointed by Scottish Ministers and the Act provides for a variety of verifiers should they be required. At present, the only appointed verifiers are the 32 Scottish local authorities, each covering their own geographical area.

In 2011 Pye Tait Consulting, on behalf of the Scottish Government, developed a set of nine national Key Performance Outcomes (KPOs), which were implemented as part of the 'Building Standards Verification Performance Framework' and launched on 1st May 2012. The intention of these was, through more accurate and effective comparisons, to ensure consistency and quality in terms of outputs and overall service, along with a greater focus on peer review, benchmarking and sharing of best practice. Additionally, the KPOs underpinned a strong culture of continuous improvement.

In 2013/14 the Scottish Government commissioned Pye Tait Consulting to develop and run the first national customer satisfaction survey for building standards. This was predicated on the need to obtain nationally consistent data on customer perceptions of their local authority building standards service. The first survey provided baseline data for trend analysis in subsequent years and was repeated in 2015 and each year since then.¹

1.2 Changes from May 2017

In 2015, the Scottish Government commissioned Pye Tait Consulting to evaluate the performance of local authorities in their role as verifiers,² with an aim to inform Scottish Ministers in the lead-up to the next appointment of verifiers from May 2017. The evaluation identified various considerations including the scope for a review and refresh of the performance framework.

In 2016, the Scottish Government completed this review in consultation with Local Authority Building Standards Scotland (LABSS) and with independent input from Pye Tait Consulting. The 32 local authorities were re-appointed on 1st May 2017 for varying lengths of time based on their prior performance, some of which were subsequently re-appointed for a further period from 1st May 2020. A full review of appointment periods is planned to be undertaken before 1st May 2023.³ The new 'Building Standards Performance Framework for Verifiers' was also implemented from May 2017.⁴

Two of the seven new KPOs, categorised under 'Quality Customer Experience', aim to ensure that verifiers adhere to the commitments in the building standards customer charter and meet or exceed customer expectations. The 2020 survey

¹ The Scottish Government (2014) National Customer Satisfaction Survey to Support the New Verification Performance Framework (Phase 2 report). Available at: www.gov.scot/Resource/0045/00456855.pdf

² The Scottish Government (2016) Evaluation of the performance of local authorities in their role as building standards verifiers. Available at: http://www.gov.scot/Resource/0049/00495402.pdf

³ Further details about the 2017 re-appointment of verifiers are available at: http://www.gov.scot/Topics/Built-Environment/Building/Building-standards/verification/

⁴ The Scottish Government (2017) Building Standards Performance Framework for Verifiers. Available at: http://www.gov.scot/Resource/0051/00516415.pdf

aligns with KPO4 – titled 'Understand and respond to the customer experience'. The purpose of this KPO is for local authority verifiers to monitor customer satisfaction with the building standards service and ensure it meets or exceeds customer expectations.

1.3 Survey methodology

The 2020 survey questionnaire was identical to the 2019 version (a copy is presented in Appendix 1).

The scope of the survey was all building standards customers between 1st April 2019 and 31st March 2020, defined as:

- a. Applicants for building warrants (including any agents);
- b. Submitters of completion certificates (including any agents); and
- c. Others that have interacted with the Building Standards service.

Local authorities supplied their customers' contact details (name and email address only) to Pye Tait Consulting for the express purpose of being invited to participate in the survey. On advice from the Information Commissioner's Office (ICO) following GDPR coming into force in May 2018, the national customer satisfaction survey is in the legitimate interests of the buildings standards system and its customers. However, prior to GDPR, customers may have previously opted out of being contacted for the purpose of this survey, and local authorities double-checked with these customers if they still wished to opt out of their details being shared with Pye Tait.

The survey opened on 28th September 2020 and closed on 3rd November 2020. It was hosted online and customers with email addresses were directly invited by Pye Tait Consulting to participate. Local authorities were also at liberty to promote the survey to their own customers (i.e. those within scope) as appropriate.

When completing the survey, customers were presented with a link relating to the specific local authority to which their response related. Customers of multiple local authorities were presented with links for each local authority of which they had been a customer and thus could complete the survey multiple times, once for each local authority.

1.4 Presentation of results

Customer satisfaction survey reports have been produced at a national (Scotland) level, for seven consortium groups and for all individual local authorities in Scotland.

This report presents the findings for customers of Falkirk Council.

The findings are anonymous and based on the perceptions of customers responding to the survey. They indicate possible strengths and weaknesses in customer service although they do not explore the extent to which any particular issues may be within or outside of local authority control.

The results have not been subject to statistical tests to determine the significance of any apparent patterns and should therefore be treated with caution. Percentages shown in charts may not add up to precisely 100% due to the impact of rounding.

Certain charts in this report refer to a base number of 'respondents' (meaning total customers answering that particular survey question) and others refer to a base number of 'responses' (total boxes ticked for survey questions where customers could choose more than one answer).

The following colour key applies to Tables 2 to 4.

Colour key	Numerical rating questions	Percentage questions
Green	7.5 and higher	75% and higher
Amber	Between 6.5 and 7.4	Between 65% and 74%
Red	6.4 and below	64% and below

Note that the colour-coding metrics used reflect The Scottish Government's updated performance measurement requirements.

2.1 Total survey responses

Total survey responses for Falkirk are shown in Table 1. This includes a comparison between the response rate for Falkirk and the national (Scotland) response rate.

Table 1 Achieved sample and response rate

Α	Number of customer email addresses supplied to Pye Tait:	
		548
В	Of these – number of customers unique to Falkirk (i.e. not also	
	customers of other local authorities):	332
С	Total survey responses attributed to Falkirk:	
		67
D	Response rate for Falkirk (C as a percentage of A):	
		12.2%
Е	Response rate for Scotland (for reference):	
		14.5%

2.2 Overall satisfaction

Customers were asked to rate their overall satisfaction with the local authority Building Standards service on a scale from 1 'not at all satisfied' to 10 'completely satisfied' (Table 2).

Table 2 Overall satisfaction with the Building Standards service

	All customers	Direct applicants/ submitters	Agents	Other
2020 average rating:	7.4	7.4	7.8	3.0
2019 average rating:				
	7.9	7.8	8.0	10.0
2018 average rating:				
	8.2	8.1	8.4	-
2020 average rating for Scotland				
(national comparison)	7.5	7.5	7.5	6.8

2.3 Meeting expectations

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Customers rated the extent to which they felt the local authority Building Standards service had met their expectations, on a scale from 1 'not at all' to 10 'completely' (Table 3).

Table 3 Extent to which the service met expectations

	All customers	Direct applicants/ submitters	Agents	Other
2020 average rating:				
	7.7	7.6	8.9	2.0
2019 average rating:				
	7.7	7.6	7.8	10.0
2018 average rating:				
	8.5	8.4	8.6	-
2020 average rating for Scotland				
(national comparison)	7.5	7.5	7.6	6.4

2.4 Main results and comparisons

Table 4 presents the 2020 headline customer satisfaction results.

The colour coding shows at a glance the trend in the local authority's results between the 2018 survey, 2019 survey, and the 2020 survey.

The 2020 Scotland-wide national results are also shown for information.

Table 4 Main results and comparisons

Measures	Scotland	Falkirk 2020	Falkirk 2019	Falkirk 2018
modeares	2020			
OVERALL SATISFACTION				
Overall satisfaction with the service				
received (out of 10)	7.5	7.4	7.9	8.2
MEETING EXPECTATIONS				
Extent to which the service met				
expectations (out of 10)	7.5	7.7	7.7	8.5
Very/fairly satisfied with the timeliness				
of various aspects of the service	58%	50%	60%	67%
Kept very/fairly well informed about the				
progress of an application or				
submission	61%	60%	56%	73%
QUALITY OF SERVICE				
Strongly agree/agree to some extent				
that sufficient advice and guidance				
was received to meet needs	67%	61%	71%	68%
Strongly agree/agree to some extent				
that Building Standards service staff				
were polite and courteous	82%	73%	91%	92%
Yes – an inspection visit was				
undertaken by Building Standards staff	52%	42%	61%	56%
Very/fairly satisfied with the quality of				
the advice and guidance received from				
inspection staff	55%	77%	89%	86%
Yes – aware of the need to notify the				
Building Standards service prior to				
commencing work	95%	97%	98%	100%
COMMUNICATIONS				
Satisfied with the accuracy of written				
information (out of 10)	8.1	7.9	8.1	8.3
Satisfied with the quality of written				
information (out of 10)	8.0	7.8	8.1	8.3
ACCESSIBILITY				
Building Standards service staff are				
accessible if I want to meet them in				
person	51%	53%	64%	82%
Building Standards service staff are				
approachable				
	72%	68%	80%	79%
Very/fairly satisfied with the reception				
service				
	86%	91%	100%	100%

3. Respondent Profile

This section sets out the profile of survey respondents for Falkirk based on specific criteria.

Figure 1 Customer type

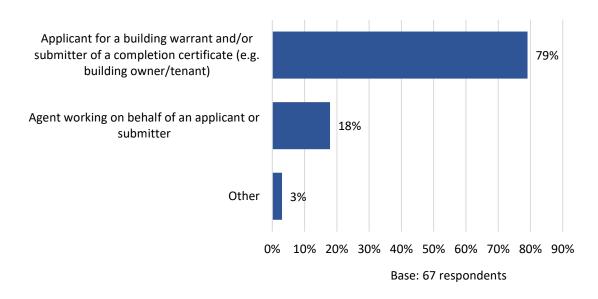


Figure 2 Use of an agent (direct applicants/submitters only)

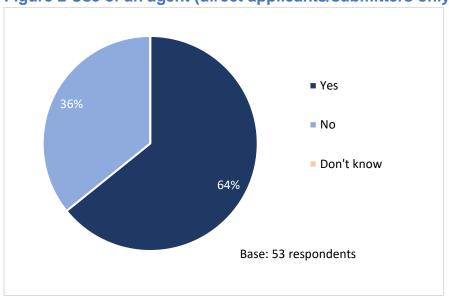


Figure 3 Customer type by category of application

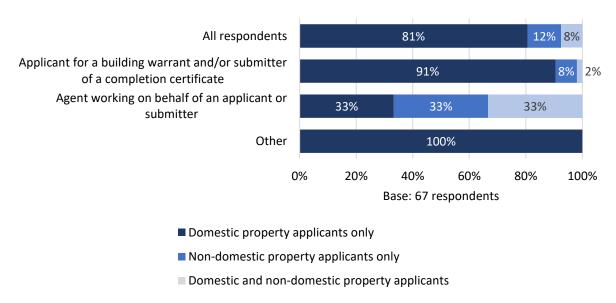


Figure 4 Categories of building work

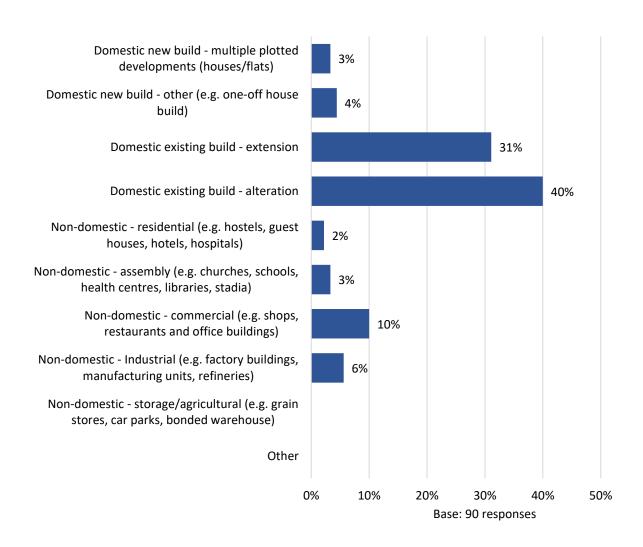
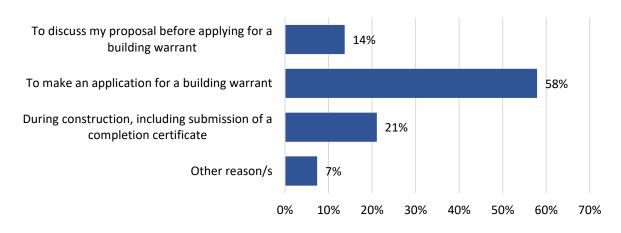


Figure 5 Reasons for making contact with the Building Standards service



Base: 95 responses

Appendix 1: National Survey Questionnaire

2020 Customer Satisfaction Survey for Building Standards Please tell us what you think

Introduction

The Scottish Government (Building Standards Division) would like to obtain your views and feedback about the local authority Building Standards service in Scotland. This is a national survey that is being administered separately to customer feedback questionnaires issued by individual local authorities.

As a Building Standards customer since April 2019, we would like to hear about the quality of service you have received, for example when applying for a building warrant and/or submitting a completion certificate. We are interested in your views on the customer service you have experienced as opposed to the actual decision made in response to an application.

How to complete the survey

You will be asked to identify which local authority your feedback relates to. If you have been a customer of more than one local authority and would like to provide additional feedback, please complete a separate survey.

The survey should take approximately 10 minutes to complete (this may take a little longer depending on how much feedback you wish to give). Please note, the final question asks you for any additional comments or feedback not covered by the previous questions.

As you progress through the survey, you will only be presented with those questions that are relevant to you. If you are unable to answer any questions, or if you feel they are not applicable, please leave them blank.

Reassurance

Pye Tait Consulting is carrying out this survey independently on behalf of the Scottish Government and all 32 local authorities in Scotland. The findings from the survey will be treated confidentially and reported anonymously by Pye Tait Consulting under the Data Protection Act 2018 and the Market Research Society (MRS) Code of Conduct.

If you have any queries, please contact Tom Wilson at Pye Tait Consulting, via t.wilson[at]pyetait.com or by telephoning 01423 509433

Thank you for taking the time to complete this online survey. To continue, please select a local authority to provide your views and feedback. Please note that after you press 'submit' at the end of this survey, you will return to this page and your response for this local authority will be marked as 'completed' (below).

PART 1: About you and your application: [Local authority selected]

Q1.In order to minimise selection error, customers were no longer presented with this drop-down list of 32 local authorities to manually select which to provide feedback about. Instead, this information was either pre-filled (for customers of one local authority) or a dynamically controlled reduced list was presented for customers of more than one local authority (typically agents).

Which <u>ONE</u> of the following local authorities are you responding about in this survey? (Please tick the appropriate box and complete a separate survey for any other local authorities of which you have been a customer since April 2019).

Aberdeen	Highland
Aberdeenshire	Inverclyde
Angus	Midlothian
Argyll and Bute	Moray
City of Edinburgh	North Ayrshire
Clackmannanshire	North Lanarkshire
Comhairle Nan Eilean Siar	Orkney
Dumfries and Galloway	Perth and Kinross
Dundee	Renfrewshire
East Ayrshire	Scottish Borders
East Dunbartonshire	Shetland
East Lothian	South Ayrshire
East Renfrewshire	South Lanarkshire
Falkirk	Stirling
Fife	West Dunbartonshire
Glasgow	West Lothian

Q2.In what capacity have you been a customer of the Building Standards service? [Tick one only]

Applicant for a building warrant and/or submitter of a completion certificate
(e.g. building owner/tenant)
Agent working on behalf of another applicant/submitter
BOTH of the above, i.e. direct applicant/submitter AND agent
Other

f 'Other' – please speci	V:

Q3.[Only asked if Option 1 selected to Q2] Did you use an agent to act on your behalf as part of the application process?

Yes
No
Don't know

I	To discuss your proposal before analysis afor a building yourset
	To discuss your proposal before applying for a building warrant To make an application for a building warrant
	During construction, including submission of a completion certificate
	Other reason/s
	Other reasonys
If 'Otl	ner' – please specify:
Q5. For w that a	nich of the following categories of work have you submitted an application? [Tick all oply]
	Domestic new build – multiple plotted developments (houses/flats)
	Domestic new build – other (e.g. one-off house build)
	Domestic existing build - extension
	Domestic existing build - alteration
	Non-domestic – residential (e.g. hostels, guest houses, hotels, hospitals)
	Non-domestic – assembly (e.g. churches, schools, health centres, libraries, stadia)
	Non-domestic – commercial (e.g. shops, restaurants and office buildings)
	Non-domestic – Industrial (e.g. factory buildings, manufacturing units, refineries)
	Non-domestic – storage/agricultural (e.g. grain stores, car parks, bonded warehouse)
	Meeting your expectations: [Local authority selected]
PART 2: Q6.Overa Stand	

PART 3: Progressing your application: [Local authority selected]

Q8	.How satisfied were you with the time taken by the local authority Building Standards
	service to undertake each of the following? [Leave any statements blank if don't know or
	not applicable]

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
Respond to telephone enquiries					
Respond to written enquiries					
Issue the first report for a building warrant application (e.g. detailing non-compliance or further information requested)					
Process the application and grant a building warrant					
Respond to a request for a site visit					
Accept a completion certificate					

Q9.How satisfied are you with the way you were informed about the progress of your application? [Leave blank if don't know or not applicable]

Very satisfied
Fairly satisfied
Neither satisfied nor dissatisfied
Fairly dissatisfied
Very dissatisfied

21 (). [Only asked if fail	rly dissatisfied or v	ery dissatisfied to	Q9] what are your i	reasons?

PART 4: Quality of service: [Local authority selected]

Q11. To what extent do you agree or disagree with each of the following statements at	oout
the advice and guidance you received from local authority Building Standards serving	ce
staff? [Leave any statements blank if don't know or not applicable]	

	Strongly agree	Agree to some extent	Neither agree nor disagree	Disagree to some extent	Strongly disagree
I received sufficient advice and guidance to meet my needs					
The advice and guidance I received was consistent					
The advice and guidance I received was helpful					

Q12. To what extent do you agree or disagree with each of the following statements about the <u>quality of service</u> received from Building Standards service staff? [Leave any statements blank if don't know or not applicable]

	Strongly agree	Agree to some extent	Neither agree nor disagree	Disagree to some extent	Strongly disagree
Staff were polite and courteous					
Staff were helpful					
Staff were efficient					
Staff were knowledgeable					
I felt as though someone took ownership of my enquiry					
Any problems that arose were adequately resolved					
I felt valued as a customer					

Q13. [Only asked if 'Strongly Agree' to any components of Q11 or Q12 STRONGLY AGREE to at least one of the above statements with r guidance and quality of service you have received. Please can you particularly good?	espect to the advice,

advice, guidance and qu	ly Disagree' to any components of Q11 or Q12] You have stated to at least one of the above statements with respect to the uality of service you have received. Please can you explain your
reasons?	
•	need to notify the Building Standards service before warrantable
work commences?	need to notify the Building Standards service before warrantable
•	need to notify the Building Standards service before warrantable
work commences?	need to notify the Building Standards service before warrantable

Q17. Did you have an inspection visit by Building Standards service staff?

Yes	Route to Q18
No	Route to Part 5
Don't know	Route to Part 5

Yes – aware but not familiar Yes – aware and familiar

No – not aware

Q18. How satisfied were you with each of the following aspects of the inspection visit? [Leave any statements blank if don't know or not applicable]

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
Flexibility of dates and times to meet my needs					
Professionalism of the inspection staff					
Quality of the advice and guidance received from the inspection staff					
Your understanding of the next steps following the inspection					

PART 5: Communications: [Local authority selected]

Q19. In which of the following ways did you interact with the local authority Building Standards service? [Tick all that apply]

Email
Telephone
Letter
On-site visit
At the Building Standards service offices
Other

If 'Other' - plea	se specify	/ :

Q20. On a scale from 1'very poor' to 10 'very good' - how would you rate each of the following aspects of the local authority's written information and documentation:

	1,2,3,4,5,6,7,8,9,10
Accuracy	
Quality	
Helpfulness	
Layout and presentation	
Use of plain English	

Q21. Have you visited the Building Standards section of the local authority's website?

Yes
No

Q22. How satisfied are you with each of the following forms of electronic communication made available by the local authority Building Standards service? [Leave any statements blank if don't know or not applicable]

	Very satisfied	Fairly satisfied	Neither satisfied nor	Fairly dissatisfied	Very dissatisfied
			dissatisfied		
Website					
Email					
SMS/text message					
e-newsletter					

F	[Only asked if 'fairly dissatisfie AIRLY DISSATISFIED or VER uestion about electronic comm	Y DISSA	TISFIED to at	least one of		
	Generally, in what ways (if any			I authority B	uilding Stan	dards
PAR	T 6: Accessibility: [Local a	uthority	selected]			
ea	How easy was it to make cont ach of the following methods? l asy'					
			1,2,3,4,5,6,7,8	3.9.10		
	In general		.,_,0,,,0,0,,,,	5,0,10		
	By phone					
	By email					
	In person					
Q26.	Please provide reasons for yo	ur ratings	:			
lo	To what extent do you agree of cal authority Building Standard of applicable]	ls service	? [Leave any	statements I	olank if don'	
		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
	Building Standards service					
	staff are accessible if I want					
	to meet with them in person					
	Building Standards service					
	staff are approachable					
Q28.	Did you visit the offices of the	local auth	nority Building	Standards s	service?	
	Yes		Route to Q	29		
	No Route to Q30					
	110					

Q29. How satisfied are you with each of the following aspects of the Building Standards service offices? [Leave any statements blank if don't know or not applicable]

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
Reception service					
Waiting time					
Privacy for discussions					

PART 7: Overall satisfaction and final comments: [Local authority selected]

Q30. Overall, how would you rate your satisfaction with the Building Standards service? Please rate on a scale from 1 'not at all satisfied' to 10 'completely satisfied'
Finally, do you have any final comments about how you believe the local authority Building Standards service could be improved in the future?

Appendix 2: Survey Invitation Email

Email subject: Building Standards in Scotland – Customer Feedback Questionnaire

Dear {Name}

We are writing to you as a customer of the local authority Building Standards service in Scotland.

This means that since 1st April 2019 you may have submitted a building warrant application, completion certificate, used the services of your own agent, or made other enquiries through your local authority Building Standards service. You may also have been an agent acting on behalf of an applicant.

The Scottish Government would like to obtain your views and feedback on the customer service you received. This will help identify which aspects are working well and any areas where improvements need to be made in the future.

We would be grateful if you would spare 5 or 10 minutes to complete the online survey.

If you have been a customer of more than one local authority Building Standards, you will have the opportunity to provide feedback on the service provided by each.

PLEASE CLICK HERE TO START THE SURVEY

Your feedback is important to us, even if you are not able to answer all questions or have had limited contact with the local authority Building Standards service.

Further information, including our contact details, can be found via the survey link (above).

Many thanks for your time and contribution.

Kind regards,

Pye Tait Consulting (on behalf of the Scottish Government, Building Standards Division)

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