

May 2025



1. Background

Delivering great customer service takes both understanding of what your customers want and a way to see that they receive it. Through our commitment to developing a culture where other people's views are listened to and valued, a survey have been commissioned to obtain feedback from our customers.

The main aim of the survey is to collect data from the users of our services to measure the overall experience of interacting with Customer Services and record their satisfaction with the service that they received from our One Stop Shops.

2. Introduction

Visits to Bootle One Stop shop are by a mix of pre-arranged appointments, mostly for Taxi Licensing, and drop-ins. All visits to Southport One Stop Shop must be by pre-arranged appointment. Customers can book an appointment by ringing Sefton Council's Contact Centre or arranging a further appointment on an initial/previous visit to the One Stop Shop. Additionally, customers can be contacted by letter and issued with an appointment as in the case of Taxi Licensing enquiries where it is identified that a licence renewal is due.

This report provides information regarding various questions posed in the form of an exit survey to customers who visited the One Stop Shops over a two-week period in May 2025.

3. Profiling information

Most respondents were over 30 years old. In Bootle, over 67% of respondents were under 60 years old whereas, in Southport, the majority, over 58% of respondents, were over 60.

In Bootle, there were more male than female participants in the survey while, in Southport, the situation was reversed with more female participants.

At both sites, over 21% of customers, who responded, stated that they felt they had some form of disability. *(Note however that nearly 19% of participants in Bootle, and nearly 16% in Southport, said they'd prefer not to say or simply left this question blank)*



Age Group	Bootle % of respondents	Southport % of respondents
Under 18	0.00%	0.00%
18-29	9.30%	4.17%
30-39	19.19%	10.42%
40-49	20.93%	14.58%
50-59	18.02%	12.50%
60-69	22.09%	18.75%
70-79	6.40%	27.08%
80-84	1.74%	12.50%
85+	2.33%	0.00%

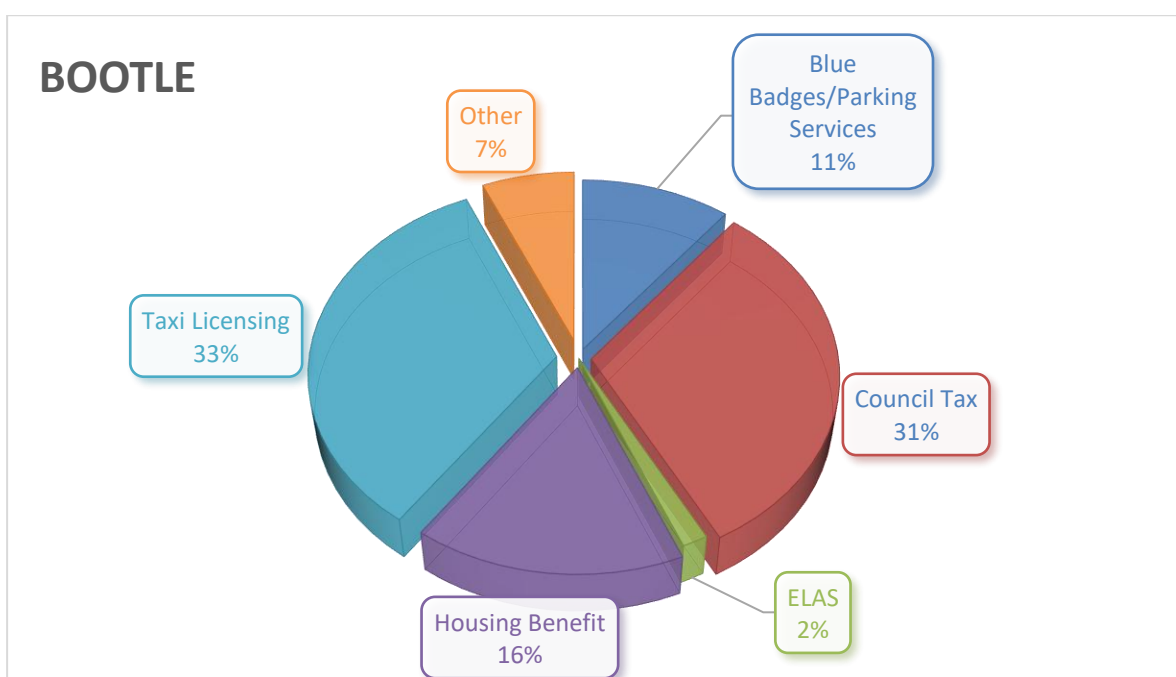
Gender	Bootle % of respondents	Southport % of respondents
Male	59.06%	48.89%
Female	40.94%	51.11%

Disability	Bootle % of respondents	Southport % of respondents
Yes	21.88%	21.05%
No	78.13%	78.95%

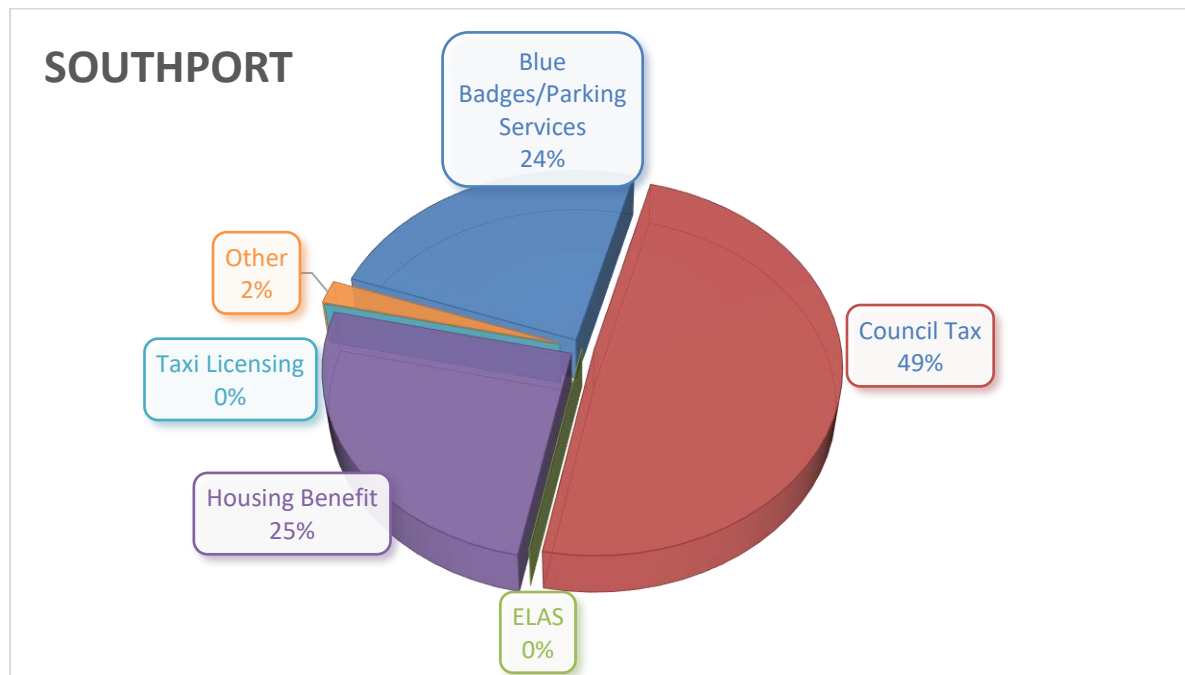
4. Key Findings and Questions

Customers were asked several questions detailed in the questionnaire shown in Appendix A. The charts below show the type of enquiries made by customers participating in the survey.

In Bootle, Taxi Licensing enquiries were the most common at 33%. 31% of enquiries were about Council Tax and the remaining 36% of enquiries was split between Housing Benefits, Blue Badges, Parking, ELAS and other services.

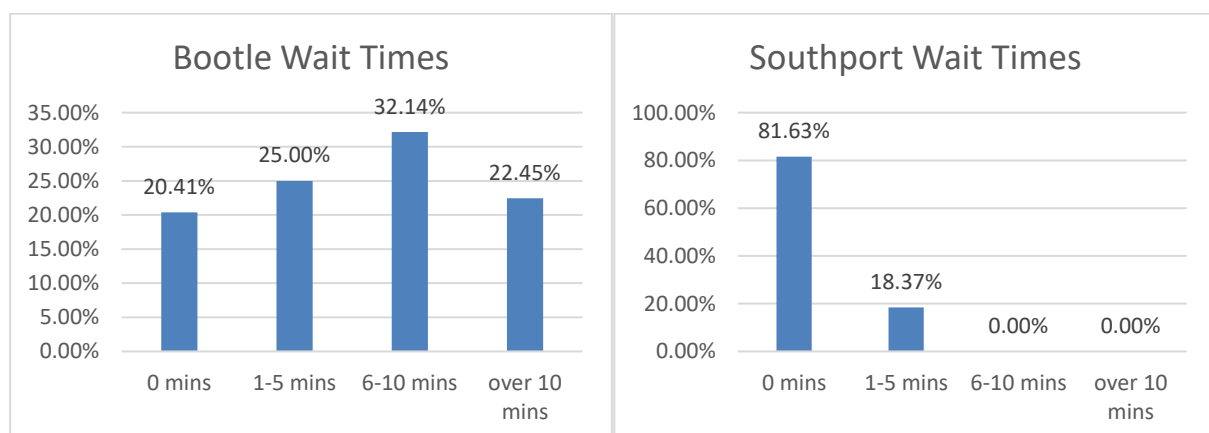


In Southport, where there were no Taxi or ELAS enquiries, nearly half of all enquiries were about Council Tax, the other half being evenly split between Housing Benefits and Blue Badges/Parking. Other, miscellaneous, services accounted for just 2%.

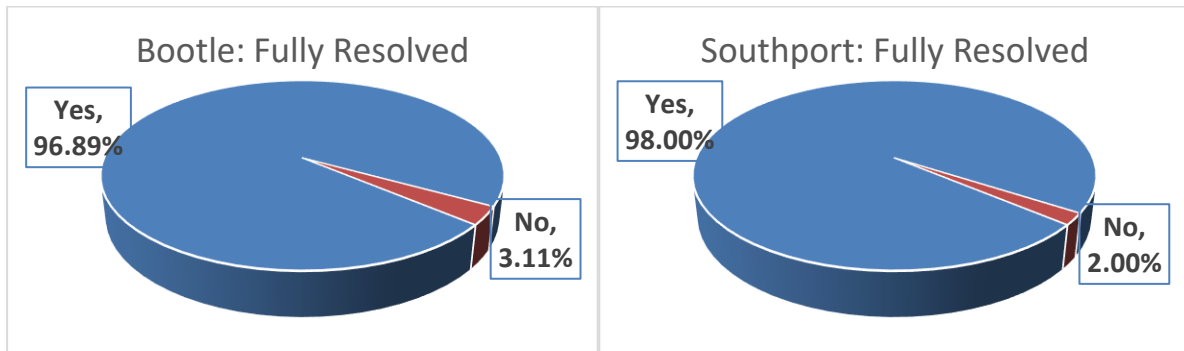


4.1 Waiting times and Service delivery

Customers were asked how long they had to wait, from time of arrival, before a CSA called them over. In Bootle, where the One Stop Shop operates a mix of appointments and drop-ins, over 77% of respondents were seen in under 10 minutes. In Southport, where customers are seen on an appointment only basis, all respondents were seen in under 10 minutes and over 81% were seen immediately on arrival.

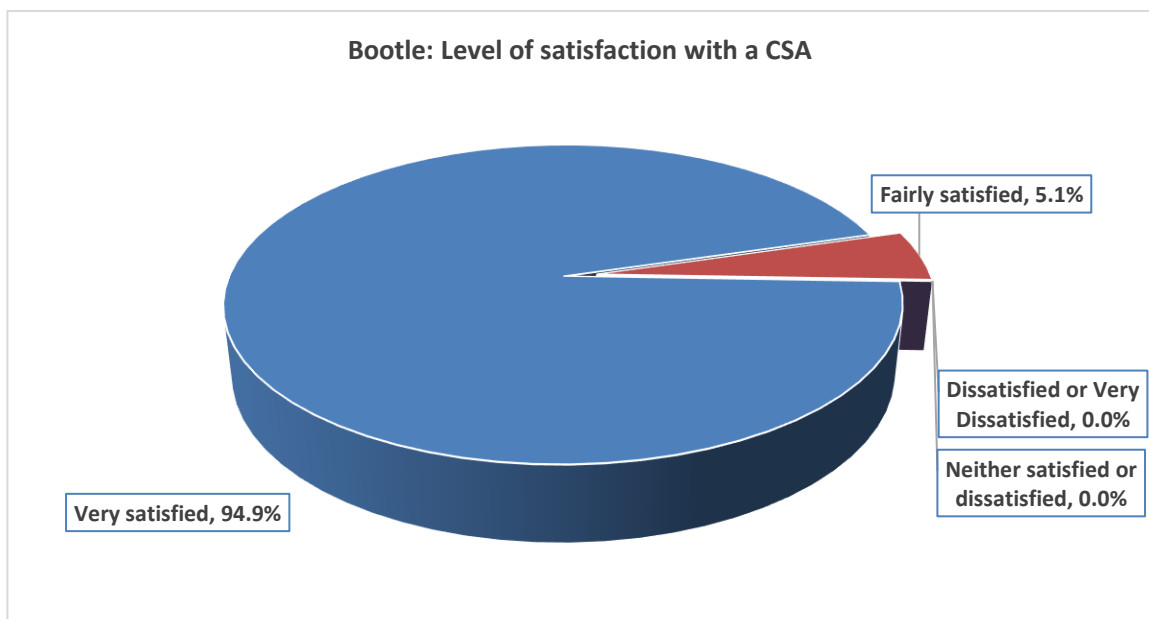


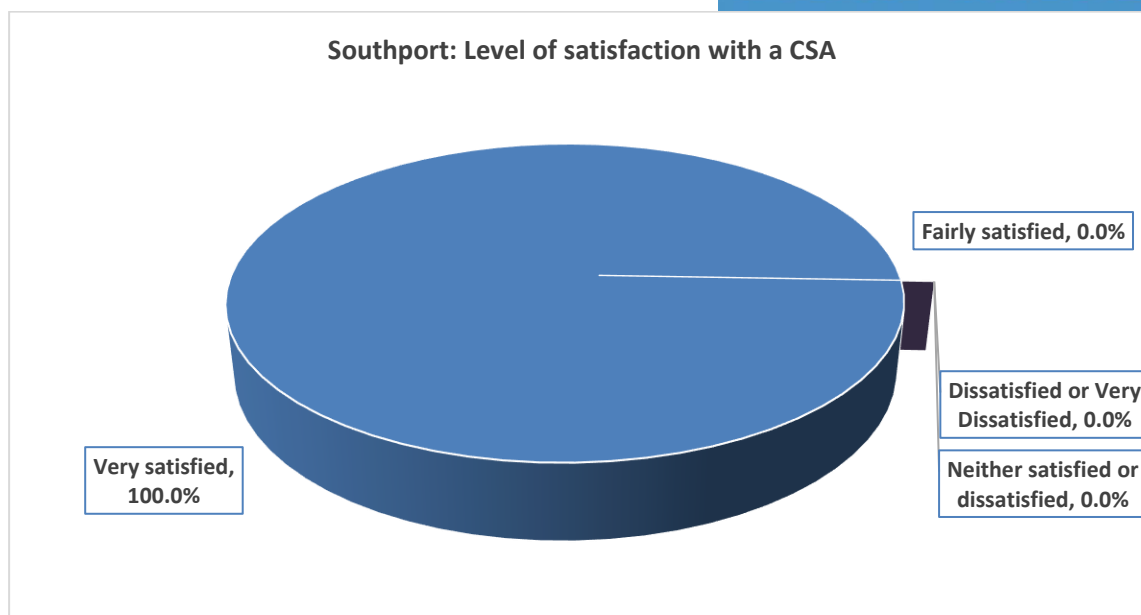
When asked if their query was fully resolved during their interview at the One Stop Shop, a very high number at both sites said yes, their query was fully resolved. (over 96% in Bootle & 98% in Southport).



Customers were asked how satisfied they were with their interaction with a Customer Services Advisor during their visit to the One Stop Shop. 100% of respondents were either 'Very Satisfied' or 'Fairly Satisfied'.

The charts below show customer satisfaction levels at both sites.



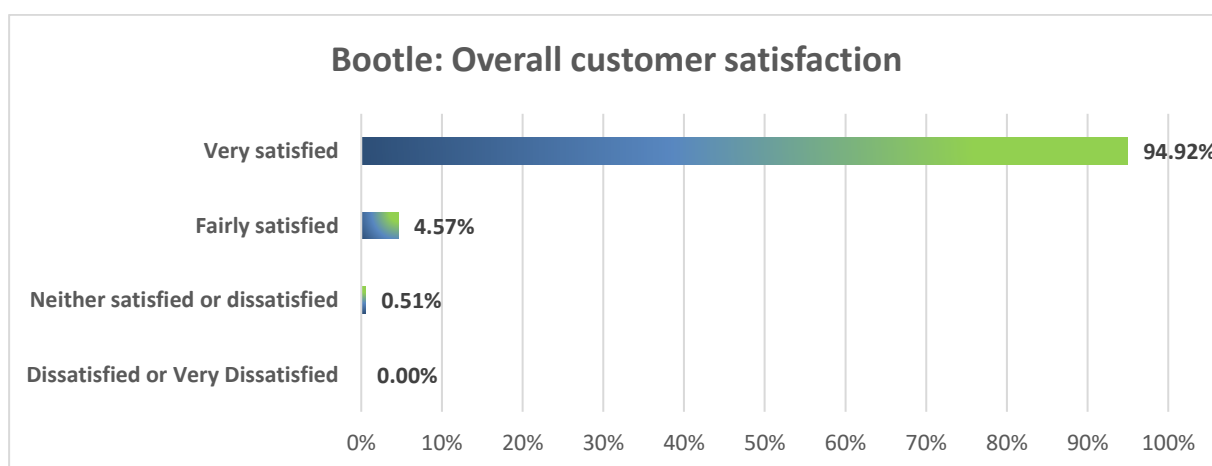


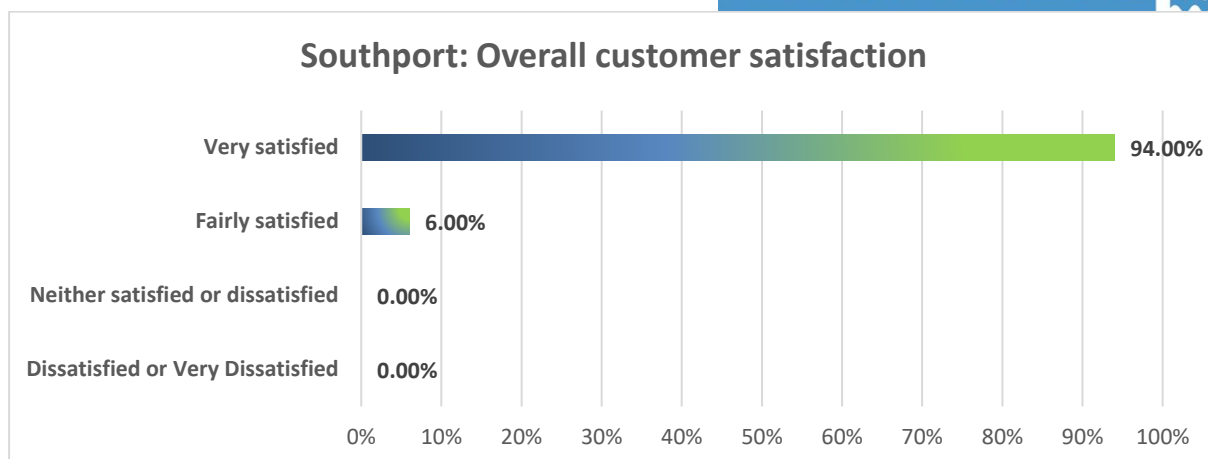
4.2 Overall Satisfaction

To measure overall satisfaction, customers were asked how satisfied they were with their whole experience of interacting with Sefton Council via Customer Services in respect of their most recent enquiry only.

The results on the table on the following page show that over 99% of respondents in Bootle, and 100% in Southport, were ‘Satisfied’ with the service.

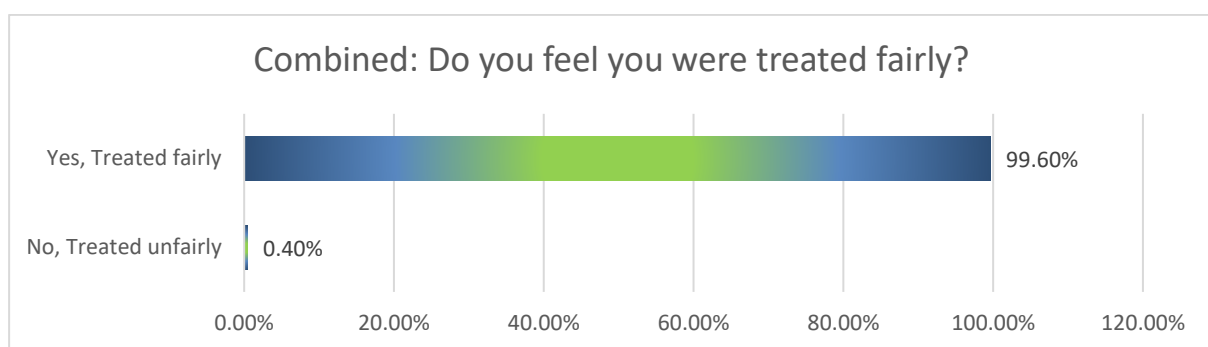
Almost 95% of respondents in Bootle and 94% in Southport were “very satisfied”.





4.3 Fairness

Customers were asked whether they felt they had been treated fairly, during their latest visit to the One Stop Shop. 99.6% of all respondents at both sites said, yes, they did feel they had been treated fairly.



Supplementary questions about fairness were geared toward anyone who felt unfairly treated, asking them to explain why and what could have been done differently. Only one respondent, at Bootle One Stop Shop, answered “No”, that they felt treated unfairly. Unfortunately, that respondent failed to elaborate.

At the same time, although not expressly asked to, several respondents added positive comments which underscore a sense of fairness and respect, for example:

- “Very polite and helpful.”
- “Staff were clear in their communication and took the time to explain.”
- “I was very satisfied with how I was treated—very professional.”
- “Everyone was courteous and supportive.”
- “I felt comfortable and respected throughout the process.”

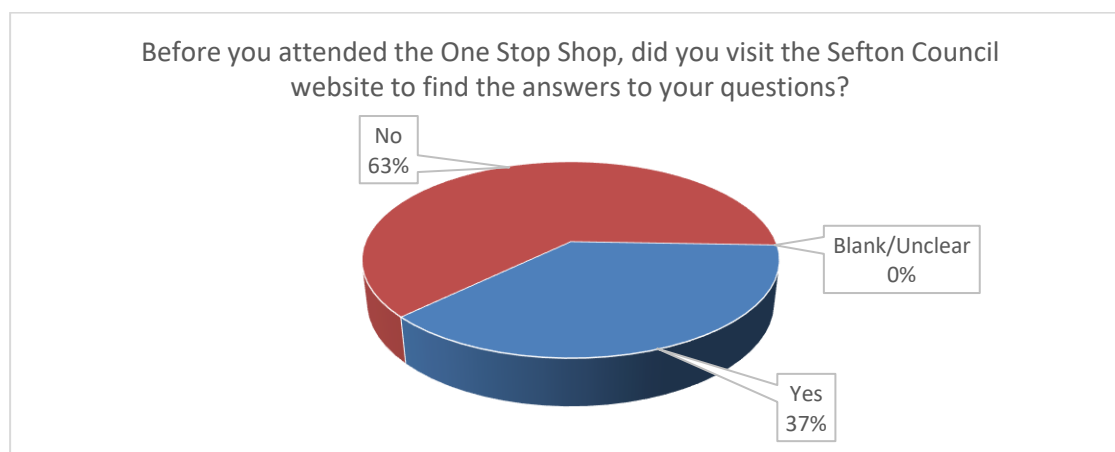
5. Using Online Services

In order to try and understand why customers were electing to visit the One Stop Shops, rather than using any online services provided, customers were asked whether they had attempted to visit the Council's website, to meet their needs, before they came. If they had, they were asked why they still needed to visit the One Stop Shop. If they hadn't tried the website first, they were asked why not:

Before you attended the One Stop Shop, did you visit the Sefton Council website to find the answers to your questions?

Location	Yes	No	Blank/Unclear
Bootle	85	112	0
Southport	7	43	0
Combined	92	155	0

Combined Results:



A high proportion of respondents at both sites said "No" they had not visited the website first. Among those who skipped the website altogether, responses revealed strong barriers:

- **Digital Exclusion.** Many explicitly stated; "I can't do online", "Not good with internet", "Pensioner – can't do online", "No access due to dementia" or "ADHD" or "learning disability".
- **Tech confidence, access, or cognitive challenges** clearly impacted usage.
- **Lack of Access. No Wi-Fi or data;** "No access to internet", "No data allowance", "Moving house – no internet yet"
- **Equipment gaps** were also cited (no device, can't scan/upload).
- **Unawareness or Misinformation;** "Did not know I could use the website" or "Didn't think the information would be there". This suggests either a visibility gap or unclear messaging around what the website can do.
- **Preference for Human Interaction;** "Like to come and see in person", "Prefer face to face", "Easier to speak to someone.". This was especially common among older respondents or those managing multiple services at once.

While all Customer Service staff will encourage the use of all available online services, practical, in-person help remains available to all One Stop Shop visitors who genuinely require it.

Self-service computers are made available in Bootle One Stop Shop and in the library adjacent to the Southport One Stop Shop.

One Stop Shop signpost users in need to these machines and will provide practical assistance, where necessary. Our staff proactively signpost One Stop Shop visitors toward relevant online services to educate users and encourage them to try the convenience of online services in the future.

Many people did try the website but were left needing further support. The key themes were:

- **Website Usability Issues:** “Couldn’t find what I was looking for”, “Website too difficult to navigate”, “Tried but the link wouldn’t work”, “Navigating the website was too difficult even to upload documents”
- **Users found forms confusing, incomplete, or inaccessible.**
- **Transaction Couldn’t Be Completed Online.** This was common for services like taxi badge renewal, blue badge applications, or document verification. Respondents said, “To pick up badge”, “Had to attend in person for documents”, “Needed to provide evidence”. In other words, digital processes were often partial or required in-person validation.
- **Personal Support Preferred or Required.** Some cited errors or portal problems and needed human help. Others, even with successful navigation, said they preferred reassurance through direct conversation.

As issues with online forms and services are brought to the attention of Customer Services staff, we continue to feed back the issues to the service areas responsible and work with those service areas toward addressing problems and improving their online offering.

Conclusions

1. The Website Alone Isn't Enough:

Even digitally active users found the website insufficient or too cumbersome. This shows a need for better design, accessibility, and clearer task completion paths.

2. Digital Exclusion Is Real and Widespread:

Particularly evident in Bootle, where various responses cited confidence or access issues. Digital inclusion strategies, like assisted digital support, training, and simplified portals, are essential.

3. In-person service Is not just a convenience, it's a necessity:

For many, especially those with vulnerabilities or language/access needs, the One Stop Shop is a lifeline, not just a fallback.

Our Response

If anything the need for digital assistance has increased recently with the introduction of a major new online portal for Taxi Licensing customers, the continuing shift to greater online access by other council services and external services such as Universal Credit and, among other influences, cost of living pressures driving residents to want to access online assistance such as Council Tax Reduction, Housing Benefit, ELAS, Household Support Fund etc.

In response to this need, we will continue our commitment to:

- provide digital assistance to anyone with a genuine need,
- provide equipment (and help to use it) at both our sites,
- encourage and educate our customers regarding the online services that Sefton Council already has available and,
- work with our partners to address problems with and continually improve their online services.

Appendix A: The Questionnaire:

Customer Service Satisfaction Survey

One Stop Shop –

Survey Period –

We would like to know how the service was from us today. This will help us to continue to improve our service.

Section A

Q1. What was the purpose of your visit to the One Stop Shop today?

Q2. Before you attended the One Stop Shop, did you visit the Sefton Council website to find the answers to your questions?

☐ Yes

☐ No

Q3. If Yes, you did try the Council website, please explain why you still needed to visit the One stop Shop?

Q4. If No, you did not use the Council website please explain why you did not visit the website first?

Section B

Q5. From your arrival at the One Stop Shop, how long did you wait for a Customer Service Advisor to call you over?

☐ Immediate, 0 mins

☐ Waited 6 -10 mins

☐ Waited 1 to 5 mins

☐ Waited over 10 mins

Q6. Was your query resolved during this visit to the One Stop Shop?

☐ Yes

☐ No

Q7. When you were in the One Stop Shop, how satisfied were you with your interaction with the Customer Services Advisor?

☐ Very satisfied

☐ Dissatisfied

☐ Fairly satisfied

☐ Very dissatisfied

☐ Neither satisfied or

dissatisfied

Please explain why you chose this answer.

Q8. Now thinking about using the One Stop Shop and your latest visit only.

How satisfied are you with your whole experience of interacting with Sefton Council via Customer Services?

☐ Very satisfied

☐ Dissatisfied

☐ Fairly satisfied

☐ Very dissatisfied

☐ Neither satisfied or

dissatisfied

Section C

Q9. Now thinking about your experience in the One Stop Shop and your latest visit only. Do you feel you were treated fairly?

☐ Yes, treated fairly

☐ No, treated unfairly

Q10. If you feel you were treated unfairly, please explain why?

Q10. If you feel you were treated unfairly, please tell us what could have been done differently so that you felt fairly treated?

Some Questions About You.

These questions are optional, you do not have to answer them. All this information is private. We bring together the answers. This information will **not** be able to tell us who you are, but it will help us to understand if we are missing people out.

1. Do you consent to providing your details in line with the privacy notice?

☐ Yes. ☐ No.

2. How old are you?

<input type="checkbox"/> Under 18.	<input type="checkbox"/> 18 – 29.
<input type="checkbox"/> 30 – 39.	<input type="checkbox"/> 40 – 49.
<input type="checkbox"/> 50 – 59.	<input type="checkbox"/> 60 – 69.
<input type="checkbox"/> 70 – 79.	<input type="checkbox"/> 80 – 84.
<input type="checkbox"/> 85+	<input type="checkbox"/> Prefer not to say.

3. Gender.

☐

Male.

☐

Female.

☐

Prefer not to say.

4. Is the gender you identify with the same as your sex registered at birth?

☐

Yes.

☐

No.

☐

Prefer not to say.

5. Do you currently live as your birth sex?

☐

Yes.

☐

No.

☐

Prefer not to say.

If no, please tell us your gender identity?

6. Relationships - How would you describe your sexual orientation?

☐

Heterosexual or straight.

☐

Gay.

☐

Lesbian.

☐

Bisexual.

☐

Prefer not to say.

☐ I identify differently.

Please tell us how you identify.

7. Are you cared for by Sefton Council? This means a child or young person who is being cared for by the council.

☐ Yes.

☐ No.

☐ Prefer not to say.

8. Have you ever been cared for as a child by Sefton Council or any other council?

☐ Yes.

☐ No.

☐ Prefer not to say.

9. Disability - Do you have any of the following?

- ☐ Physical Impairment.
- ☐ Visual Impairment.
- ☐ Hearing Impairment / Deaf.
- ☐ Learning difficulty.
- ☐ Learning Disabilities.
- ☐ Autism Spectrum Condition.
- ☐ Long term illness that affects your daily life.
- ☐ Dementia.
- ☐ Mental Health Condition.
- ☐ Prefer not to say.

If you have Cancer, diabetes, or HIV this is seen as a disability under the Equalities Law.

Or you have selected any of the boxes in question 6 (above).

10. Do you think of yourself as disabled?

- ☐ Yes.
- ☐ No.
- ☐ Prefer not to say.

11. What is your religion or belief?

- ☐ No religion or belief.
 - ☐ Christian.
 - ☐ Hindu.
 - ☐ Muslim.
 - ☐ Jewish.
 - ☐ Sikh.
 - ☐ Prefer not to say.
 - ☐ Other. Please tell us.
-

12. Race and ethnicity - do you identify as:

- ☐ Prefer not to say.

White.

- ☐ English, Welsh, Scottish, Northern Irish, British.
- ☐ Irish.
- ☐ Gypsy or Irish Traveller.
- ☐ Roma.
- ☐ Polish
- ☐ Portuguese.
- ☐ Latvian.
- ☐ Other White Background. Please tell us.

Mixed or Multiple ethnic groups.

☐

White and Black Carribean.

☐

White and Black African.

☐

White and Asian.

☐

Other Mixed/Multiple ethnic background.

Asian or Asian British.

☐

Indian.

☐

Bangladeshi.

☐

Pakistani.

☐

Chinese.

☐

Other Asian background. Please tell us.

Black or Black British.

☐

African.

☐

Caribbean.

☐

Other Black/African/Caribbean backgrounds.
Please tell us.

Other Ethnic Group.

☐

Arab.

☐

Other Ethnic background. Please tell us.
