

N1 Customer Intelligence Audit 2008

N2 This questionnaire has been designed and distributed as part of a Capacity Building Project of the West Midlands Regional Improvement & Efficiency Partnership (RIEP). The Project is engaging nine local authorities across the West Midlands Region. It will lead to both specific improvement work in each participating authority and produce key learning which will inform the preparation for both the Comprehensive Area Assessment regime and the Best Value Duty to involve the public from 2009. Your contribution to this project is much appreciated.

N3 Please follow the instructions provided and click 'next' to proceed through the questionnaire.
Thank you for your time.

N4 Section 1: Collecting this data set

N5 In this Section "Data Set" is taken to mean a collection, aggregated or group of data items, and can be from both quantitative and qualitative sources e.g. the number of customers visiting a contact centre on a specific day or the levels of satisfaction with a level of service. Whilst it is anticipated that most data sets will have been generated by electronic means we do not want to exclude any that are generated by other means such as manually.

Q1 What is the title of this data set? Please type in full below (avoiding any acronyms, 250 character limit)

Q2 Please provide a brief description of this dataset. e.g. what it contains and what it is about. 500 character limit.

Q3 What is the source of this data set? Please tick all that apply.

☐ Consultation

☐ Other - please specify

☐ Research report

☐ Don't know

☐ System generated e.g. CRM, database

Q3 Other source or comments please specify.

N6 PLEASE COMPLETE THIS QUESTIONNAIRE IN RELATION TO THE DATA SET ' {Q1}' IDENTIFIED IN Q1.

Q4 What year was this data set last collected? Please tick one only.

☐ 2007/8

☐ 2004/5

☐ Don't know

☐ 2006/7

☐ 2003/4

☐ 2005/6

☐ Earlier than 2003/4

Q4 Any comments about the date you last collected this data set?

Q5 Roughly how often is this data set collected? Please tick one only.

- | | | |
|---------------------------------------|---|---|
| <input type="radio"/> Ongoing / daily | <input type="radio"/> About once every six months | <input type="radio"/> Less frequently than tri-annual |
| <input type="radio"/> Weekly | <input type="radio"/> Annually | <input type="radio"/> Ad hoc / varies |
| <input type="radio"/> Monthly | <input type="radio"/> Bi-annual | <input type="radio"/> Don't know |
| <input type="radio"/> Quarterly | <input type="radio"/> Tri-annual | |

Q5 Any comments about how often this data set is collected?

Q6 Does this dataset consist of primary or secondary data, or both? Please tick one only.

Please note: By Primary Data we mean those unprocessed facts, or raw data, that is about your Council's services and activity that is sourced from within the Council and its systems.

By Secondary Data we mean those unprocessed facts, or raw data, that is sourced from outside your Council e.g. from partner organisations or Government bodies.

- | | | |
|---|---|----------------------------------|
| <input type="radio"/> Primary data only | <input type="radio"/> Both primary and secondary data | <input type="radio"/> Don't know |
| <input type="radio"/> Secondary data only | | |

Q6 Any comments about this?

Q7 Is this data set collected for a statutory return? Tick one only.

- | | |
|---------------------------|----------------------------------|
| <input type="radio"/> Yes | <input type="radio"/> Don't know |
| <input type="radio"/> No | <input type="radio"/> Varies |

Q7 Any comments about this?

Q8 What is this data set used for? Please tick all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Monitoring performance | <input type="checkbox"/> Support the elected member decision making process |
| <input type="checkbox"/> Inform budget setting process | <input type="checkbox"/> Develop or inform a strategy / policy |
| <input type="checkbox"/> Facilitate service planning | <input type="checkbox"/> Priority setting |
| <input type="checkbox"/> Monitor customer satisfaction | <input type="checkbox"/> Historical - always collected it |
| <input type="checkbox"/> Monitor service improvement | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Evaluate a service | <input type="checkbox"/> Other - please specify below |
| <input type="checkbox"/> Monitor service demand / usage / take up | |

Q8 Other reason / comments, please specify (250 character limit)

N8 For data to become useful it needs to acquire a meaning i.e. some form of context-geographical area, gender/age grouping, such that it becomes information e.g. aggregating the numbers of residents in a ward who are female, aged 80+ and who are in receipt of a Bus Pass, could facilitate a decision on whether to increase or decrease the frequency of buses travelling a particular route, thus the data has generated knowledge for decision-makers. This section seeks to develop that understanding.

Q9 What tools or systems, if any, do you use to analyse or interrogate this data set? Please tick all that apply.

- | | | |
|---------------------------------|--|---|
| <input type="checkbox"/> Excel | <input type="checkbox"/> SNAP | <input type="checkbox"/> None |
| <input type="checkbox"/> Access | <input type="checkbox"/> GIS system | <input type="checkbox"/> Other - please specify below |
| <input type="checkbox"/> Word | <input type="checkbox"/> Database developed in house | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> SPSS | | |

Q9 Other tool, system or approach used, or any comments (250 character limit)

Q10 What geographical area does this data set cover? Please tick all that apply.

- | | |
|--|--|
| <input type="checkbox"/> Authority wide | <input type="checkbox"/> Part of authority |
| <input type="checkbox"/> Greater than authority boundary | <input type="checkbox"/> Don't know |

Q10 Any comments about this?

Q11 What is the LOWEST level that this data set can be analysed at? Please tick one only.

- | | |
|--|--|
| <input type="radio"/> Regional | <input type="radio"/> Census Super Output Area |
| <input type="radio"/> Sub regional | <input type="radio"/> Postcode |
| <input type="radio"/> Borough / district | <input type="radio"/> None |
| <input type="radio"/> Town | <input type="radio"/> Don't know |
| <input type="radio"/> Neighbourhood area | <input type="radio"/> Other - please specify |
| <input type="radio"/> Ward | |

Q11 Other geographic level, other comments please specify (250 character limit)

Q12 By what DEMOGRAPHIC attributes can this data set be analysed? Please tick all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Age | <input type="checkbox"/> Household status e.g. single, married |
| <input type="checkbox"/> Gender | <input type="checkbox"/> Number of people in the household |
| <input type="checkbox"/> Ethnicity | <input type="checkbox"/> Household income |
| <input type="checkbox"/> Disability | <input type="checkbox"/> Socio-economic group |
| <input type="checkbox"/> Religion | <input type="checkbox"/> None |
| <input type="checkbox"/> Sexuality | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Economic / employment status | <input type="checkbox"/> Other - please specify |
| <input type="checkbox"/> Household tenure | |

Q12 *Other demographic attribute, or comments please specify (250 character limit)*

Q13 Does this data set hold personal information that could identify someone?
Please tick one only.

- ☐ Yes ☐ No ☐ Don't know

Q14 Does this data set use an ID or reference number to uniquely identify records?
Please tick one only.

- ☐ Yes ☐ No ☐ Don't know

Q15 Are you the data controller or owner of this data set? Please tick one only.

- ☐ Yes ☐ No

Q16 Who is the data controller or owner of this data set? Please provide their name and which organisation they work for.

Full name

Q16

Organisation

Q17 Is any part of the process for collecting, analysing or producing this data set outsourced to an external organisation? Tick one only.

- ☐ Yes ☐ No ☐ Don't know

Q17 *Any comments about this?*

Q18 Roughly how many people are normally involved in the process of collecting and producing this data set? Please tick one only. If all or parts of the process are undertaken by an external organisation please estimate as best you can.

- ☐ 1 person
 ☐ 3 - 5 people
 ☐ 11 people or more
 ☐ Don't know
☐ 2 people
 ☐ 6 - 10 people
 ☐ Varies

Q18 *Any comments about this?*

Q19 Does this data set provide information relating to any of the following? Please tick all that apply.

- ☐ Customer needs
 ☐ Customer demand
☐ Customer expectations
 ☐ None of these
☐ Customer satisfaction
 ☐ Don't know

Q19 *Any comments about this?*

N9 Section 3: Quality Assurance

N10 The new Performance Management regime for the Comprehensive Area Assessment will place an increased emphasis on the quality of data used within councils in their decision-making processes. To this end the Audit Commission published a set of Data Standards in November 2007. Whilst it is envisaged that councils will undertake more detailed audits of the extent to which they comply with these standards, this section is included to facilitate development of an understanding of the current position in this area.

Q20 What, if any, quality assurance processes are used to verify this data set? Please tick all that apply.

- ☐ Back calling (e.g. telephoning an individual to cross check recorded information)
 ☐ External audit
☐ Re-inputting / checking of data
 ☐ Sampling
☐ Trend analysis / comparison with previous data
 ☐ Don't know
☐ Random internal audit
 ☐ Other - please specify
☐ Electronic records verification
 ☐ **No quality assurance undertaken**

Q20 *Other quality assurance process or comments, please specify (250 character limit)*

Q21 At what stage is quality assurance undertaken? Please tick all that apply.

- ☐ Throughout the whole process
 ☐ Throughout data analysis
 ☐ Don't know
☐ Throughout data collection
 ☐ Following data input
 ☐ Other - please specify
☐ At reporting stage

Q21 *Other stage, or comments please specify (250 character limit)*

Section 4: Sharing and using this data set

Q22 Is this data set shared with any of the following? Please tick all that apply.

- | | |
|--|--|
| <input type="checkbox"/> Shared with colleagues / teams within your organisation | <input type="checkbox"/> Shared with an other organisation / body (please specify below) |
| <input type="checkbox"/> Shared with colleagues / teams in partner organisations | <input type="checkbox"/> Data is not shared with anyone |
| <input type="checkbox"/> Shared with colleagues / teams in other organisations | |

Q22 *Shared with an other organisation or body, or comments please specify (250 character limit)*

Q23 Which of the following organisations do you share this data set with? Please tick all that apply.

- | | |
|--|--|
| <input type="checkbox"/> Neighbouring local authority in the WM region (all tiers) | <input type="checkbox"/> Other organisation |
| <input type="checkbox"/> Other authority outside the WM region | <input type="checkbox"/> Voluntary / community organisations |
| <input type="checkbox"/> Partner organisation(s) e.g. Police, Fire, PCT | <input type="checkbox"/> Data is not shared with anyone outside the organisation |
| <input type="checkbox"/> Parish | <input type="checkbox"/> Other - specify below |

Q23 *Other organisation, or comments please specify (250 character limit)*

Q24 Which of the following outputs are created using this data set? Please tick all that apply.

- | | |
|--|---|
| <input type="checkbox"/> Internal written report | <input type="checkbox"/> Intranet website (staff) |
| <input type="checkbox"/> External written report | <input type="checkbox"/> Internet website (public) |
| <input type="checkbox"/> Graphs / data tables for internal use | <input type="checkbox"/> No outputs |
| <input type="checkbox"/> Graphs / tables for external use | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Maps | <input type="checkbox"/> Other output - specify below |

Q24 *Other output, or comments please specify (250 character limit)*

Section 5: Performance management and customer insight

Q25 Which aspect(s) of your Corporate Performance Management Framework does this data set contribute to? Please tick all that apply.

- | | |
|--|--|
| <input type="checkbox"/> Does not contribute to the performance management framework | <input type="checkbox"/> Senior officers Monitoring Report |
| <input type="checkbox"/> Local Area Agreement | <input type="checkbox"/> Service planning |
| <input type="checkbox"/> National performance indicator | <input type="checkbox"/> Team / individual performance appraisal |
| <input type="checkbox"/> Local performance indicator | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Elected member performance report | <input type="checkbox"/> Other - specify below |

Q25 *Other aspect(s) of the corporate performance management framework, or comments please specify (250 character limit)*

Q26 Who is this data collected for? Tick all that apply.

- | | | |
|---|--|---|
| <input type="checkbox"/> Central government | <input type="checkbox"/> Other manager / officer | <input type="checkbox"/> No one |
| <input type="checkbox"/> Chief Executive | <input type="checkbox"/> Partner organisation | <input type="checkbox"/> External body e.g. inspection body |
| <input type="checkbox"/> Head of Service / Executive director | <input type="checkbox"/> Council as a whole | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Elected member | <input type="checkbox"/> Partnership as a whole | <input type="checkbox"/> Other - please specify |
| | <input type="checkbox"/> Historical / always collected | |

Q26 *Other, or any comments please specify (250 character limit)*

N1 3 **Section 6: About you**

Q27 Your full name.

Q28 Your job title.

Q29 Your local authority. Tick one only.

- ☐ Birmingham City Council
- ☐ Coventry City Council
- ☐ Herefordshire Council
- ☐ Sandwell MBC
- ☐ Stoke-on-Trent City Council
- ☐ Stratford-on-Avon DC
- ☐ Walsall Council
- ☐ Warwick District Council
- ☐ Worcester City Council

Q30 Your full work address.

Q31 Your work telephone number (including dialing code)

Q32 Your email address

N1
4

Any other comments?

Q33 Please add any comments below. (1,000 character limit)

N1
5

Thank you for completing this questionnaire.