

Pye Tait Consulting

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

Report for:

Shetland Council

December 2017

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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 2016¹.

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 verifiers², 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 performance to date (17 local authorities for six years; 12 local authorities for three years; and three local authorities for one year)³. The new *Building Standards Performance Framework for Verifiers* was also implemented from May 2017⁴.

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 2017 survey aligns with KPO4 – titled *Understand and respond to the customer experience*. The

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>

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 2017 survey questionnaire replicated the 2016 version (a copy is presented in Appendix 2).

The scope of the survey was all building standards customers from 1st April 2016, 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 sought consent from their customers to share their contact details (name and email address only) with Pye Tait Consulting for the express purpose of being invited to participate in the survey.

To obtain customer consent, local authorities incorporated a Privacy Notice as part of the Application for Building Warrant/Completion Certificate forms, and/or contacted their customers by email to provide the opportunity to opt out prior to their contact details being shared with Pye Tait Consulting.

The survey opened on 29th September 2017 and closed on 31st October 2017. It was hosted online and customers with email addresses were directly invited by Pye Tait Consulting to participate. Local authorities were at liberty to promote the survey link to their own customers (i.e. those within scope) as appropriate.

When completing the survey, customers were asked to select the local authority to which their response related. Customers of multiple local authorities were invited to complete the survey more than once, as applicable.

1.4 Presentation of results

Customer satisfaction survey reports have been produced at the national (Scotland) level and for all individual local authorities in Scotland.

This report presents the findings for customers of **Shetland Council**.

The findings are anonymous and based on the perceptions of customers responding to the survey. They provide an indication of 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.

The following colour key applies to Tables 2 to 4.

Colour key	Numerical rating questions	Percentage questions
Green	Higher than previous year	Higher than previous year
Amber	Between 0.1 and 1.0 lower than previous year	Up to 10% lower than previous year
Red	More than 1.0 lower than previous year	More than 10% lower than previous year

2. Results

2.1 Total survey responses

Total survey responses for Shetland is shown in Table 1. This includes a comparison between the response rate for Shetland and the national (Scotland-wide) response rate.

Table 1 Achieved sample and response rate

A	Number of customer email addresses supplied to Pye Tait:	139
B	Of these – number of customers unique to Shetland (i.e. not also customers of other local authorities):	125
C	Total survey responses attributed to Shetland:	25
D	Response rate for Shetland (C as a percentage of A):	18.0%
E	Response rate for Scotland (for reference):	16.6%

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
2017 average rating:	6.5	6.6	6.3	-
2016 average rating:	7.4	7.7	7.3	-
2015 average rating:	6.4	8.0	5.5	7.5
<i>2017 average rating Scotland-wide:</i>	6.7	7.1	6.1	7.0

2.3 Meeting expectations

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
2017 average rating:	6.8	6.9	6.0	-
2016 average rating:	7.0	8.0	6.8	-
2015 average rating:	6.4	7.5	5.5	8.0
<i>2017 average rating Scotland-wide:</i>	<i>6.7</i>	<i>7.1</i>	<i>6.1</i>	<i>6.8</i>

2.4 Main results and comparisons

Table 4 presents the 2017 headline customer satisfaction results.

The colour coding shows at a glance how the local authority's results have changed between the 2016 survey and the 2017 survey.

The 2017 Scotland-wide national results are also shown (in italics) for information.

Table 4 Main results and comparisons

Measures	<i>Scotland 2017</i>	Shetland 2017	Shetland 2016	Shetland 2015
OVERALL SATISFACTION				
Overall satisfaction with the service received (out of 10)	6.7	6.5	7.4	6.4
MEETING EXPECTATIONS				
Extent to which the service met expectations (out of 10)	6.7	6.8	7.0	6.4
Very/fairly satisfied with the timeliness of various aspects of the service	53%	38%	57%	47%
Kept very/fairly well informed about the progress of an application or submission	51%	45%	54%	60%
QUALITY OF SERVICE				
Strongly agree/agree to some extent that sufficient advice and guidance was received to meet needs	63%	42%	62%	60%
Strongly agree/agree to some extent that Building Standards service staff were polite and courteous	81%	71%	100%	90%
Yes – an inspection visit was undertaken by Building Standards staff	63%	60%	50%	33%
Very/fairly satisfied with the quality of the advice and guidance received from inspection staff	78%	50%	86%	100%
Yes – aware of the need to notify the Building Standards service prior to commencing work	98%	100%	93%	100%
COMMUNICATIONS				
Satisfied with the <u>accuracy</u> of written information (out of 10)	7.9	7.5	8.1	8.0
Satisfied with the <u>quality</u> of written information (out of 10)	7.7	7.2	8.2	7.4
ACCESSIBILITY				
Building Standards service staff are accessible if I want to meet them in person	57%	48%	75%	50%
Building Standards service staff are approachable	70%	46%	83%	70%
Very/fairly satisfied with the reception service	82%	64%	75%	83%

3. Respondent Profile

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

Figure 1 Customer type

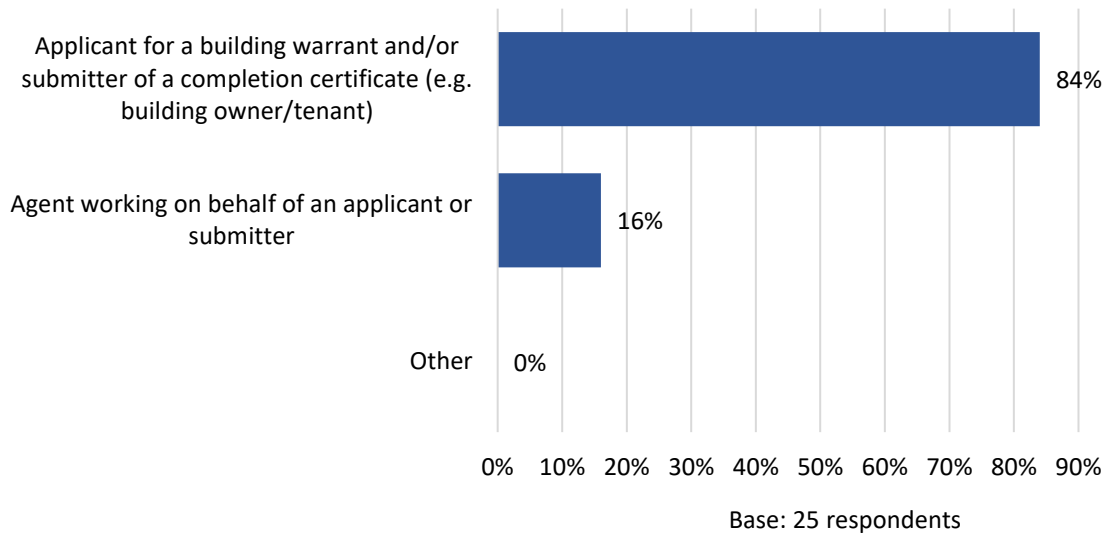


Figure 2 Use of an agent (direct applicants/submitters only)

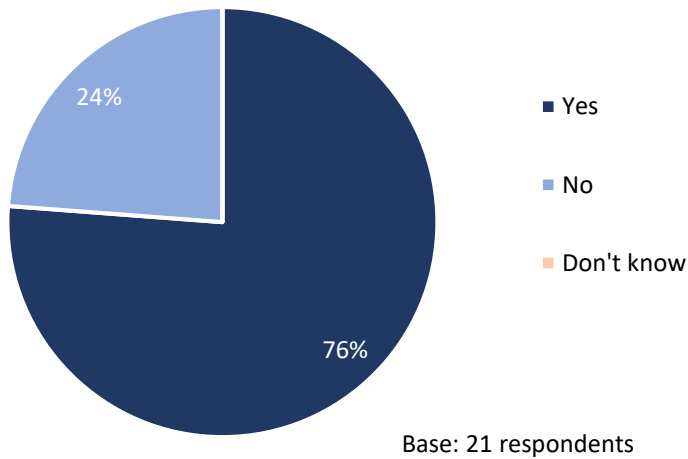


Figure 3 Customer type by category of application

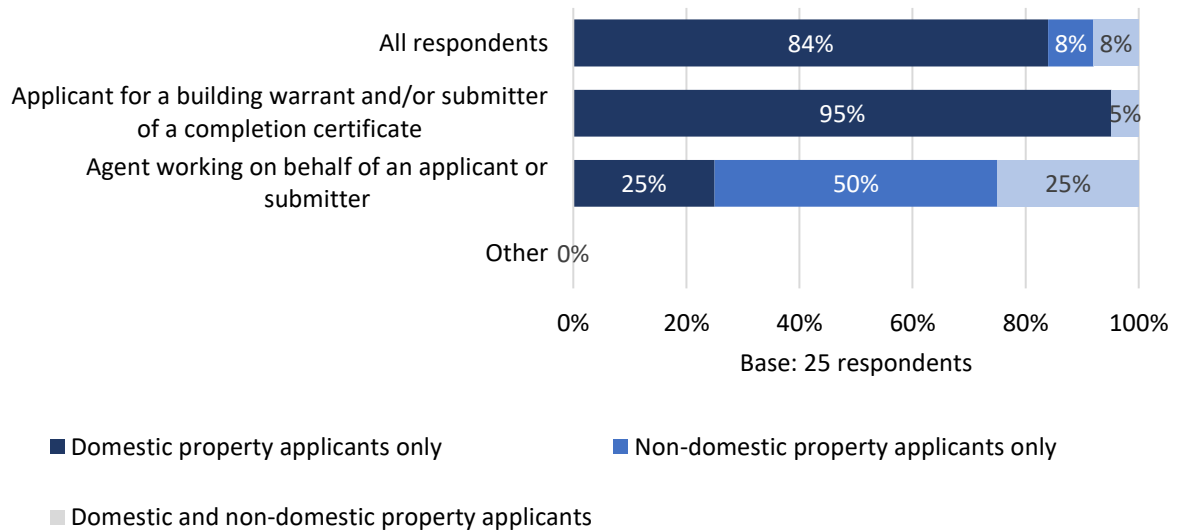


Figure 4 Categories of building work

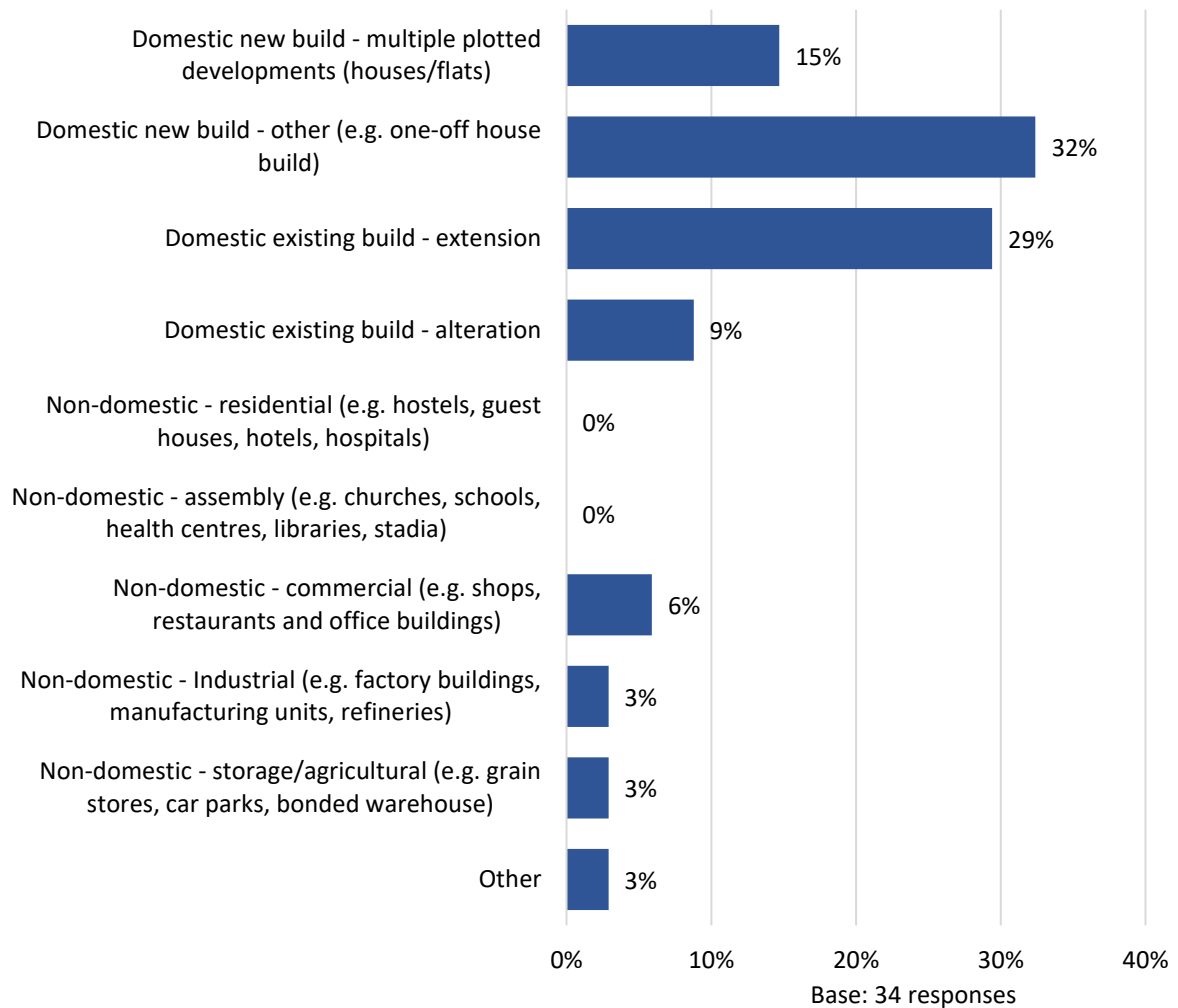
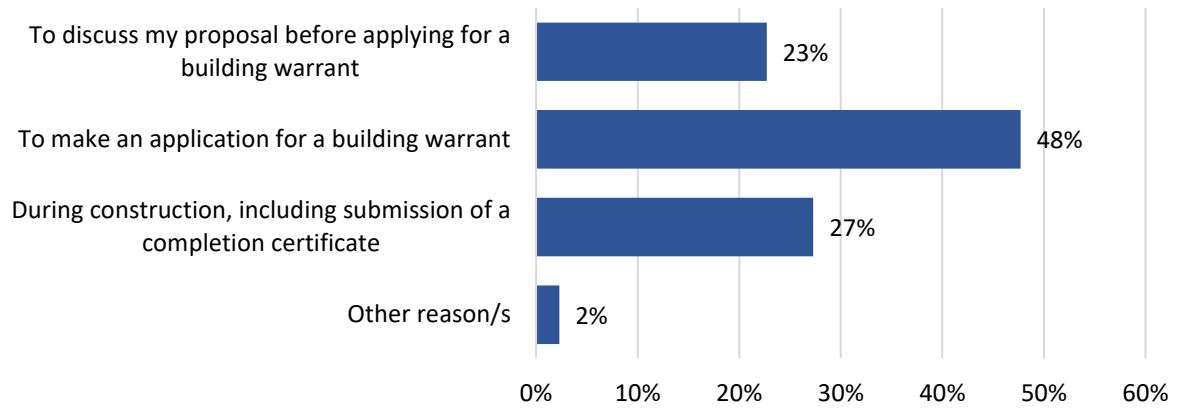


Figure 5 Reasons for making contact with the Building Standards service



Base: 44 responses

Appendix 1: National Survey Questionnaire

2017 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 2016, 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 1988 and the Market Research Society (MRS) Code of Conduct.

If you have any queries, please contact Adrian Smith at Pye Tait Consulting] via a.smith@pyetait.com or by telephoning 01423 509433

Thank you for taking the time to complete this online survey.

PART 1: About you and your application

Q1. Which ONE 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 2016).

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

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

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

If 'Other' – please specify: _____

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?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No
<input type="checkbox"/>	Don't know

Q4.For which of the following reasons did you make contact with your local authority Building Standards service? [Tick all that apply]

<input type="checkbox"/>	To discuss your proposal before applying for a building warrant
<input type="checkbox"/>	To make an application for a building warrant
<input type="checkbox"/>	During construction, including submission of a completion certificate
<input type="checkbox"/>	Other reason/s

If 'Other' – please specify: _____

Q5.For which of the following categories of work have you submitted an application? [Tick all that apply]

<input type="checkbox"/>	Domestic new build – multiple plotted developments (houses/flats)
<input type="checkbox"/>	Domestic new build – other (e.g. one-off house build)
<input type="checkbox"/>	Domestic existing build - extension
<input type="checkbox"/>	Domestic existing build - alteration
<input type="checkbox"/>	Non-domestic – residential (e.g. hostels, guest houses, hotels, hospitals)
<input type="checkbox"/>	Non-domestic – assembly (e.g. churches, schools, health centres, libraries, stadia)
<input type="checkbox"/>	Non-domestic – commercial (e.g. shops, restaurants and office buildings)
<input type="checkbox"/>	Non-domestic – Industrial (e.g. factory buildings, manufacturing units, refineries)
<input type="checkbox"/>	Non-domestic – storage/agricultural (e.g. grain stores, car parks, bonded warehouse)

If 'Other' – please specify: _____

PART 2: Meeting your expectations

Q6.Overall, to what extent did the service you received from the local authority Building Standards service meet your expectations? Please rate on a scale from 1 'not at all' to 10 'completely'?

Q7.Please provide your reasons for this rating:

PART 3: Progressing your application

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

Q10. [Only asked if 'fairly dissatisfied' or 'very dissatisfied' to Q9] What are your reasons?

PART 4: Quality of service

Q11. To what extent do you agree or disagree with each of the following statements about the advice and guidance you received from local authority 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
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 quality of service 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 of Q11 A to C or Q12 A to G] You have stated **STRONGLY AGREE** to at least one of the above statements with respect to the advice, guidance and quality of service you have received. Please can you explain what was particularly good?

Q14. [Only asked if 'Strongly Disagree' to any of Q11 A to C or Q12 A to G] You have stated **STRONGLY DISAGREE** to at least one of the above statements with respect to the advice, guidance and quality of service you have received. Please can you explain your reasons?

--

Q15. Are you aware of the need to notify the Building Standards service before warrantable work commences?

	Yes
	No

Q16. Are you aware of the new Construction Compliance Notification Plan (CCNP) which is issued by the local authority at the same time as the building warrant is granted?

	Yes – aware but not familiar
	Yes – aware and familiar
	No – not aware

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

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

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' – please 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 dissatisfied	Fairly dissatisfied	Very dissatisfied
Website					
Email					
SMS/text message					
e-newsletter					

Q23. [Only asked if 'fairly dissatisfied' or 'very dissatisfied' to any of Q22 A to D] You stated FAIRLY DISSATISFIED or VERY DISSATISFIED to at least one of the options in the last question about electronic communication. What are your reasons?

--

Q24. Generally, in what ways (if any) do you think the local authority Building Standards service could improve its communications?

--

PART 6: Accessibility

Q25. How easy was it to make contact with the local authority Building Standards service via each of the following methods? Please rate on a scale from 1 'very difficult' to 10 'very easy'

	1,2,3,4,5,6,7,8,9,10
In general	
By phone	
By email	
In person	

Q26. Please provide reasons for your ratings:

--

Q27. To what extent do you agree or disagree with the following statements in relation to the local authority Building Standards service? [Leave any statements blank if don't know or not applicable]

	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 authority Building Standards service?

	Yes	Route to Q29
	No	Route to Q30

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

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'

Q31. Your views are important and the local authority would like the opportunity to contact you to discuss your feedback further. In order to do so, we require your consent to share your individual responses with them, along with your contact details. Are you happy for us to do so?

<input type="checkbox"/>	Yes	Route to Q32
<input type="checkbox"/>	No – I wish to remain anonymous	Route to Q35

Q32. [\[Only asked if Yes to Q32\]](#) Please provide your contact name:

Q33. [\[Only asked if Yes to Q32\]](#) Please provide your email address:

Q34. [\[Only asked if Yes to Q32\]](#) Please provide your contact telephone number:

Q35. 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 2016 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 most grateful if you would spare 5 or 10 minutes to complete the online survey. This may take a little longer depending on how much feedback you wish to give.

PLEASE CLICK HERE TO LAUNCH 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.

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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