

Customer Service Strategy – evidence pack



Summary - findings from the data: Environment we are in



High service demand

- **The council is facing high service demand** suggested by the demography trend, high level of poverty and the cost of living crisis. A study suggests that households finances will remain squeezed in 2023/24. Policy is supporting poorer, but not all poorer households will get cost of living payments, including the poorest 20%.

Demand for various channels

- In 2021, **92% of the borough households had the internet at home**, which is on a par with the national level. However, it is known that a **small proportion of adults (14% nationally) do not use the Internet**.
- Research identified background of **those who are unlikely to use the Internet**. They include: early education leavers, many children in a house, 65+ year old and low-income background.



Summary - findings from the data: Council services



Inconsistent customer experience

- Mid pandemic residents survey in 2021 shows:
 - 73% thought the council has staff who are friendly and polite.
 - 66% - the council is doing a good job
 - 59% - the council is difficult to get through to on the phone
 - 44% - the council responds quickly when asked for help
- Users of some services responded to these questions slightly positively or negatively. **Customer experience of different council services may be inconsistent.**

Collection of customer feedback

Some services collected customer feedback on customer experience.

- Children and Family Centres user feedback 2022
 - Overall, the users found they felt welcomed at the centres. Most users were satisfied with the services.
 - 75% of the respondents found the centres' communications and publications accessible.
- Personal Social Services Adult Social Care Survey 2021/22
 - Over 85% of the users were satisfied with the services.
 - 65% of the respondents found that the way they were helped and treated made them think and feel better about themselves
 - About 45% of the respondents found finding information and advice were generally easy. 33% have never tried to find info.
- Idea Store Learning
 - Vast majority (97-98%) of Idea Store learners were satisfied with the courses they undertook in 2021/22



Summary - findings from the data: Council services



Channels – Call centre, Residents Hub and Digital access

- The most popular themes of **Residents Hub** visitors was **Housing** (59%), followed by **Council Tax** (20%), **Housing benefit** (8%) and **Welfare benefits** (6%). In Mar-Dec 2022, Residents Hub received 6,779 visits.
- The council **website** had over 1million visits in July-Sept 2022. The website is seen more accessible than the Local Government benchmark. The council aims to use Plain English more on the website.
- The number of people who registered to use **online forms** steadily increased every quarter from January till September 2022. 95% of bulky waste requests were made online in July-Sept 2022.
- The council received over 9,000 **social media requests** at every quarter between January and September 2022.

Top 3 most contacted services by service users

- **Parking, Council Tax and Waste service**

Rooms for improvement

- Reduce waiting time to respond to phone calls and emails sent by service users
- Rewarding staff based on customer satisfaction performance
- Share customer experience performance with key external stakeholders
- Involve customers in the development of new services.



About the borough: Census 2021 results



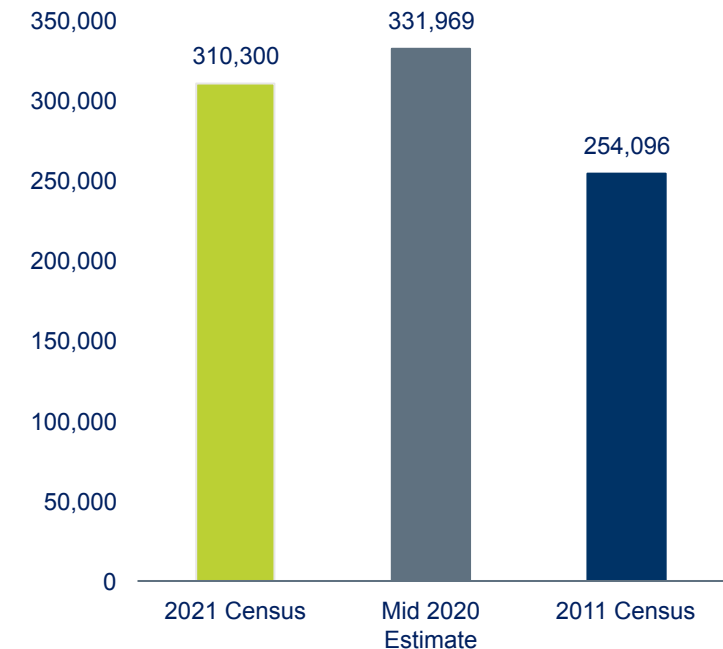
Tower Hamlets had the fastest growing population in England and Wales



- As of Census Day on 21 March 2021, the population of Tower Hamlets was 310,300*, which was an increase of 56,200 or 22% since 2011.
- This was the fastest growing population of any local authority area in England and Wales. The population grew by 6.6% in England and Wales during this period.
- In the same period, Dartford had 20% increase; Bedford, Barking and Dagenham, Cambridge and Peterborough had 18% increase.

*2021 first release data is rounded to nearest 100

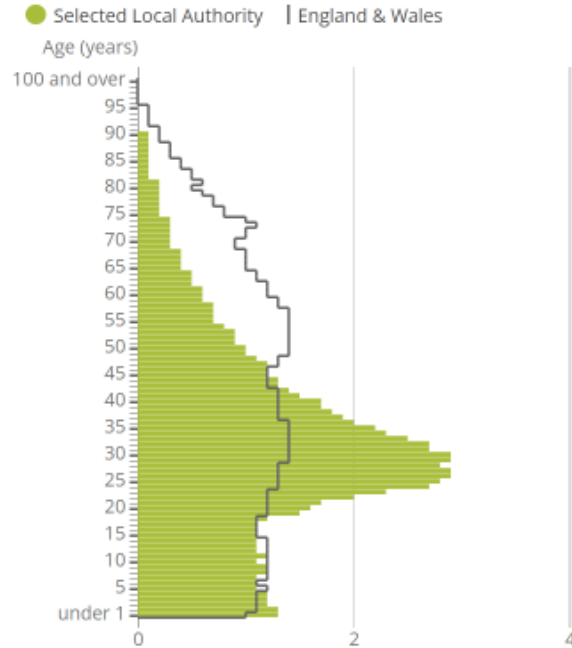
Tower Hamlets, 2021 Census, 2011 Census and Mid 2020 Estimate



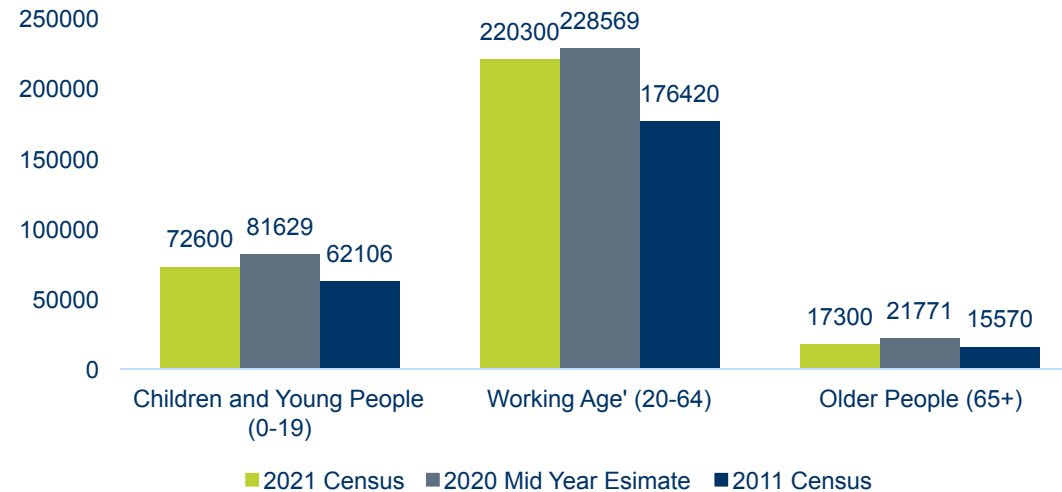
Census year	Tower Hamlets' population rank (of 33 London boroughs)
1991	28 th
2001	23 rd
2011	17 th
2021	10 th



Age - the working age group had the largest proportionate rise



Tower Hamlets Population by Age Group, 2021 Census, 2011 Census and Mid 2020 population estimate



- The number of all age groups increased since 2011.
- The local authority with the lowest median age was Tower Hamlets (30 years), followed by University towns like Nottingham, Cambridge, Oxford and Manchester (all 31 years)
- The borough had 17,300 people aged 65+. Tower Hamlets is the only local authority area in the country to have less than 6% of the population aged 65+ (5.6%)

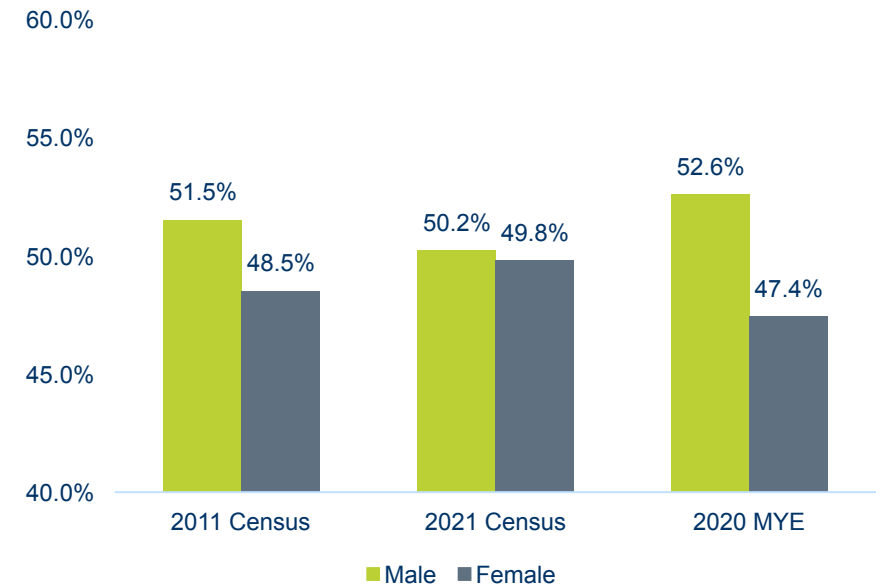


Sex – the borough had the 4th highest proportion of males in England and Wales

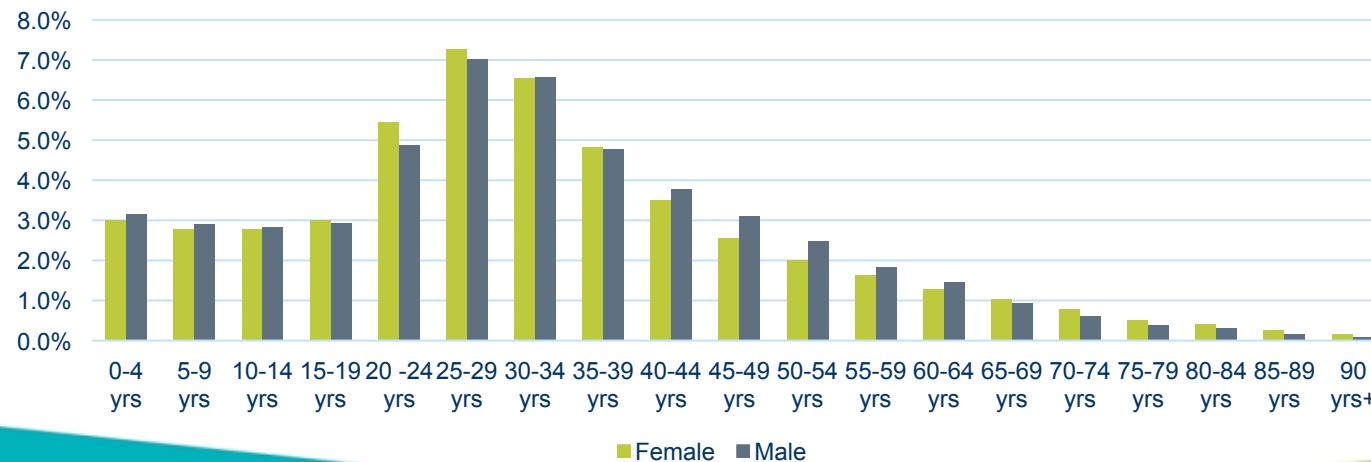


- Tower Hamlets was one of only 11 local authority areas where males formed the majority of residents.
- In 2021, the proportion of residents who were male was 50.2%, slightly more than those who were female (49.8%). This represented a narrowing gap between males and females when compared with 2011 and a considerably smaller gap than the 2020 MYE had forecast.
- There are generally more males than females across all of the five year age groups with the exception of 20-24 year olds, 25-29 year olds, 35 – 39 year olds and over 65s where there are more females than males.
- Nationally the population is ageing; 18.6% of people are aged 65+. London in general has a younger age profile.

Proportion of residents by sex, 2011 Census, 2021 Census and Mid Year 2020



Population Distribution by Age and Sex %, 2021 Census

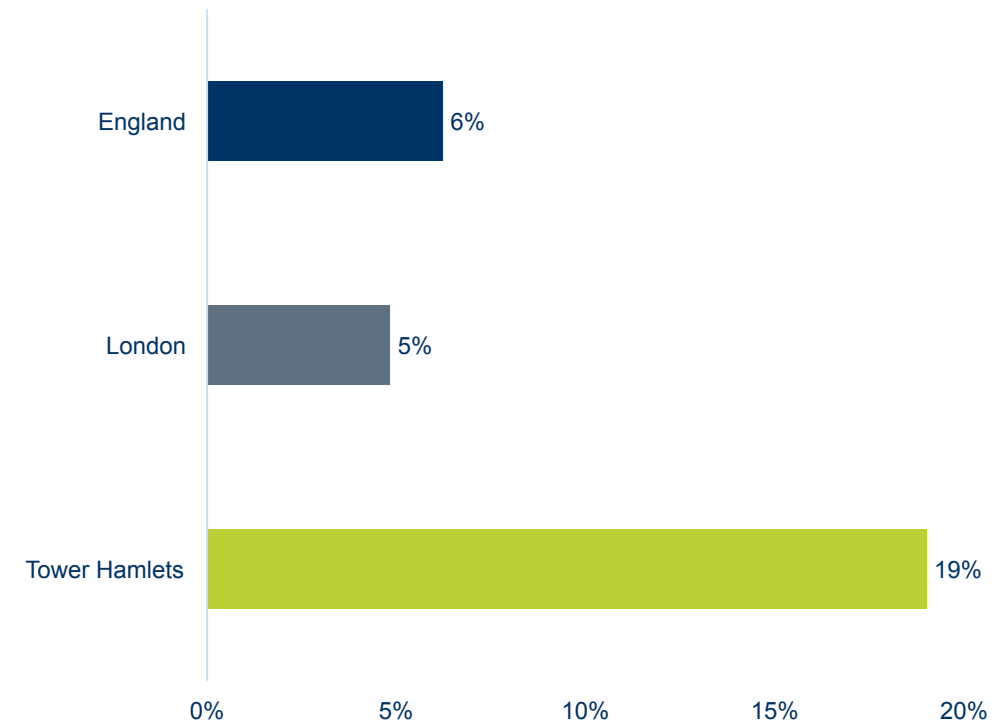


The number of households in the borough – the largest increase in the country since Census 2011

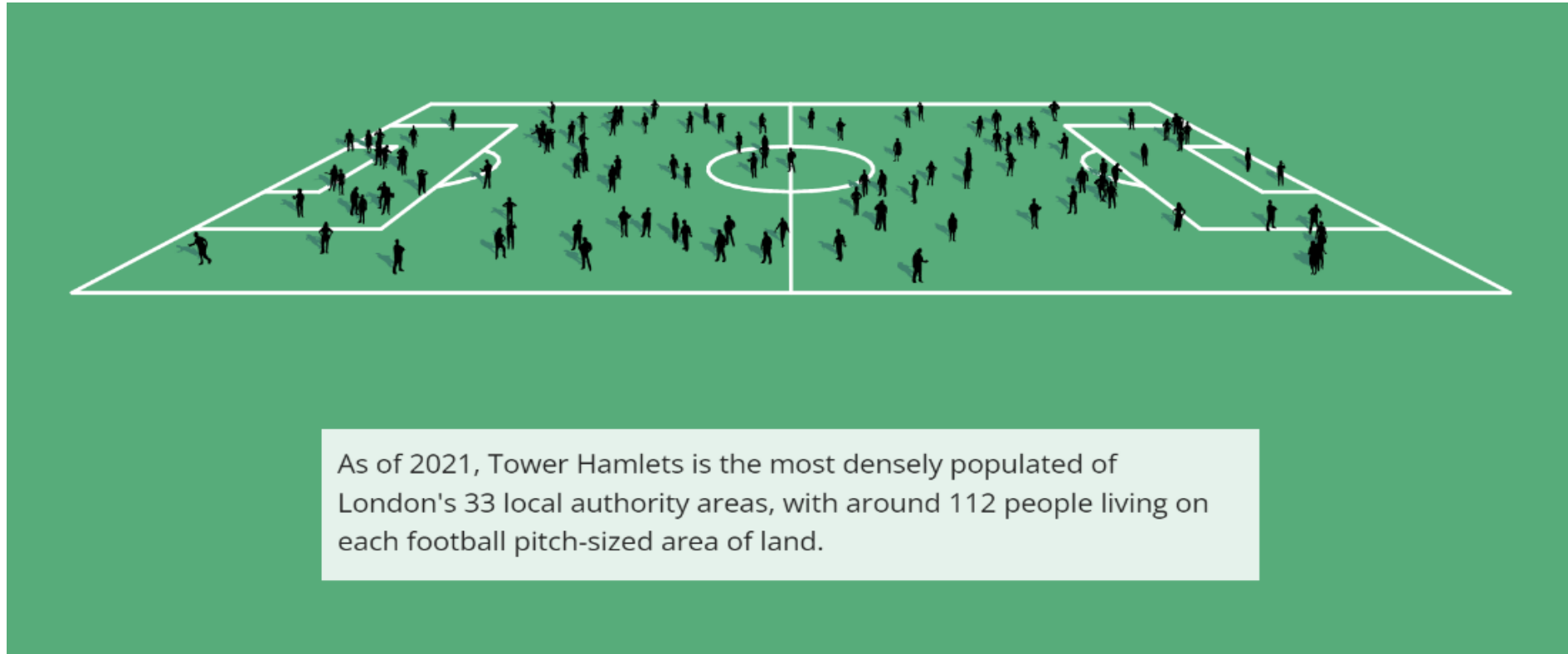


- Tower Hamlets added an additional 19,200 households between 2011 and 2021 with the total number of households increasing from 101,257 to **120,500**.
- This represented a **19% increase**, the largest increase in households of any local authority areas in England and Wales.
- There were slightly more persons per household than in 2011 with the average household size moving from 2.51 in 2011 to 2.58 in 2021.

% Increase in number of households 2011 Census to 2021 Census, Tower Hamlets, London and England



Tower Hamlets had the highest population density in England and Wales



- Tower Hamlets: 15,695 people/km²; Islington: 14,578 people/km²; Hackney: 13,611 people/km²
- Tower Hamlets has 19.8 km² and the 6th smallest borough in London (including the City of London). Islington has 14.9 km² and Hackney 19 km².



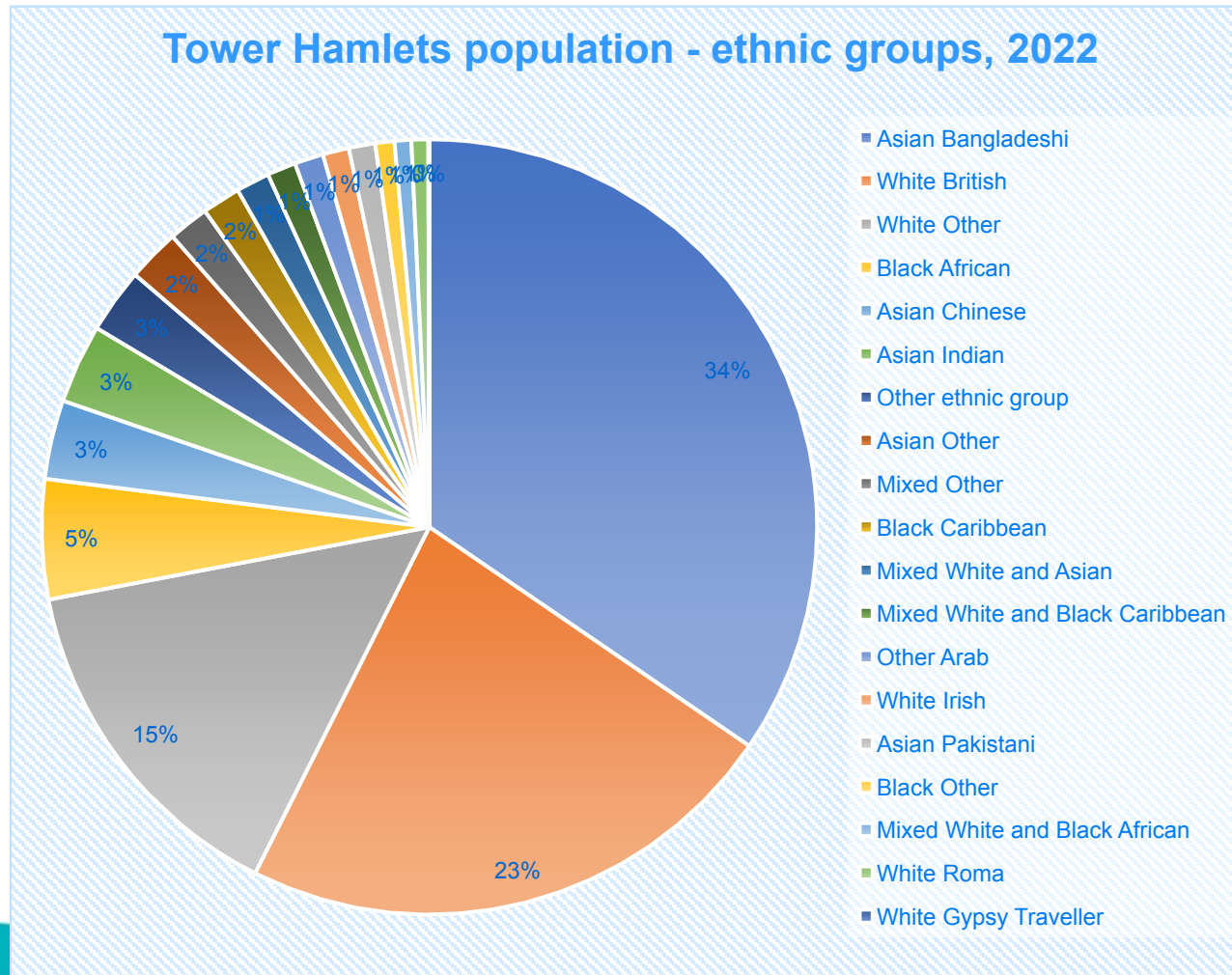
48% of the borough residents were born outside UK



- **53.2% of Tower Hamlets residents were born in the UK**, compared with 56.9% in 2011. In England, 78.3% of residents were born in the UK in 2021 and in London 59.4% were born in the UK.
- 21.9% of Tower Hamlets residents were born in the Middle East or Asia, more than half are accounted for by people born in Bangladesh. **Bangladeshi born residents were by far the largest group after UK born residents (43,561, 14.0%) in Tower Hamlets.** The number of Bangladeshi born residents has increased from 2011 but the **proportion** has gone down slightly (from 15%).
- **4,818 residents in Tower Hamlets were born in China** (not including Hong Kong), the fourth highest total in the country behind the considerably larger cities of Birmingham, Manchester and Sheffield. There were also 1,865 Tower Hamlets residents born in Hong Kong, the 10th highest number in England.
- **13.9% of Tower Hamlets residents were born in the European Union** (including the Republic of Ireland). This was much higher than England where 6.0% were born in the EU and slightly higher than London (12.8%).
- By far the largest number of EU born residents in Tower Hamlets were from Italy and there was a very significant increase in the number of Italian born residents between 2011 and 2021 (from 3,047 in 2011 to 10,553 in 2021).
- **Tower Hamlets has the largest number of Italian born residents of any local authority area in England and Wales.** While the ONS have not yet released ethnicity data, this increase is consistent with the known population of Italian nationals of Bangladeshi origin.
- The number of **Romanian** born Tower Hamlets residents also rose very significantly between 2011 and 2021, increasing almost fivefold from 587 to 2765 between 2011 and 2021.
- 13,161 (4.2%) of Tower Hamlets residents were born in Africa. This included 3,107 (1.0%) born in Somalia. This was higher than England (2.6%) and lower than London (7%).



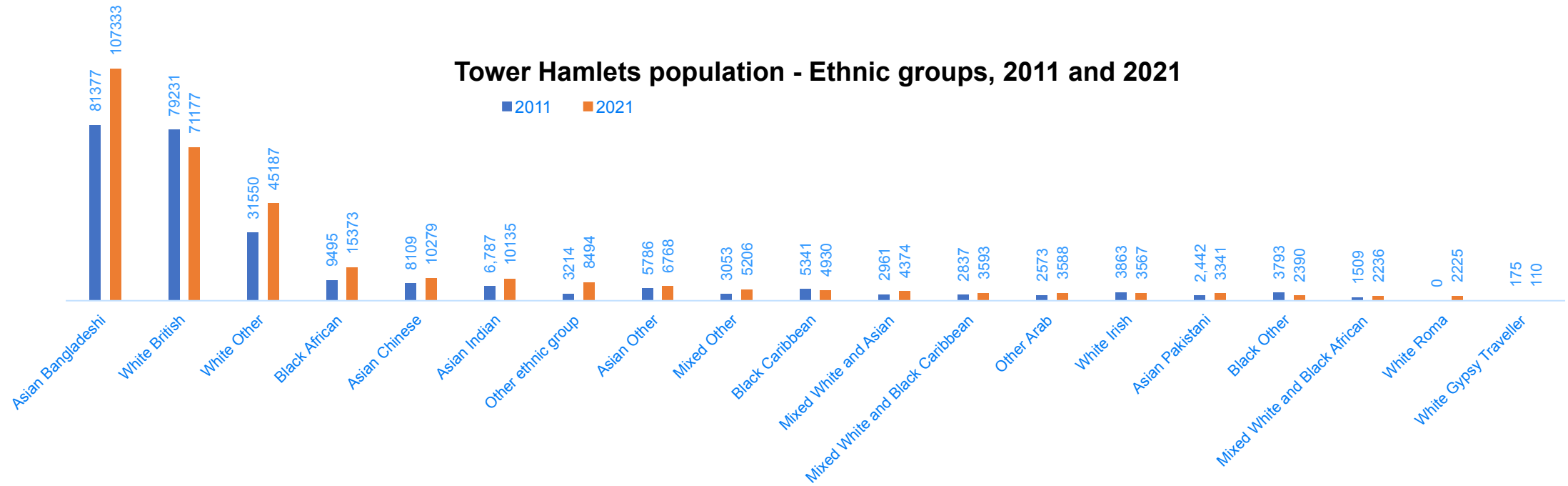
Asian Bangladeshi was the largest ethnic group in the borough in 2022



- 35% of the borough population were Asian Bangladeshi, followed by White British (23%) and White Other (15%)



Asian Bangladeshi population had the largest increase in number from 2011



- Asian Bangladeshi increased by 25,956 (+32%) from 2011, which is the largest increase in number. This is followed by Black African (+5,878; +62%) and Other ethnic group (+5,280; +164%).
- White British had the largest decrease (-8,054; -10%), followed by Black Other (-1,403; -37%).



Poverty – child and older people

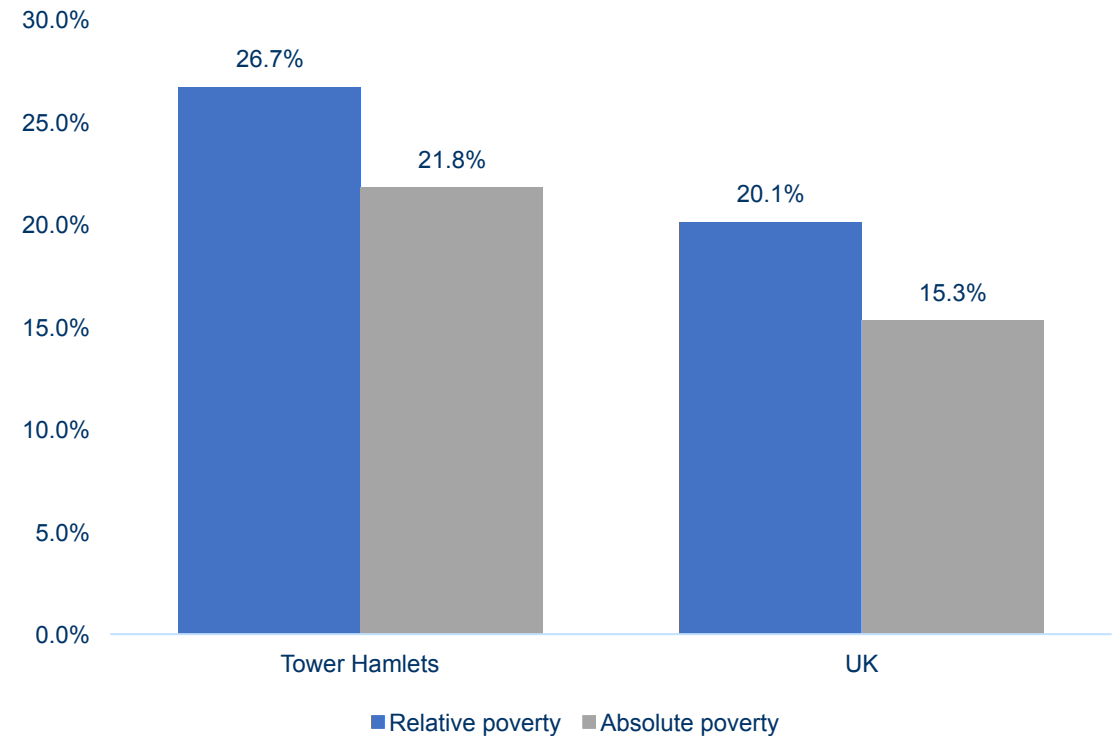


The borough had high level of children in low-income families in 2021-22



- 26.7% of children under 16 in the borough were in relative low-income families and 21.8% in absolute low-income families in 2021/22. Both were the second highest among the London boroughs and the City of London. The City of London had the highest proportion of both relative and absolute low-income families in the year.
- **Relative low income:** a family in low income Before Housing Costs (BHC) in the reference year. A family must have claimed Child Benefit and at least one other household benefit (Universal Credit, tax credits, or Housing Benefit) at any point in the year to be classed as low income in these statistics.
- **Absolute low income:** a family in low income Before Housing Costs (BHC) in the reference year in comparison with incomes in financial year ending 2011. A family must have claimed Child Benefit and at least one other household benefit (Universal Credit, tax credits, or Housing Benefit) at any point in the year to be classed as low income in these statistics.

Children in low income families - % of children in relative and absolute low income families, 2021-22



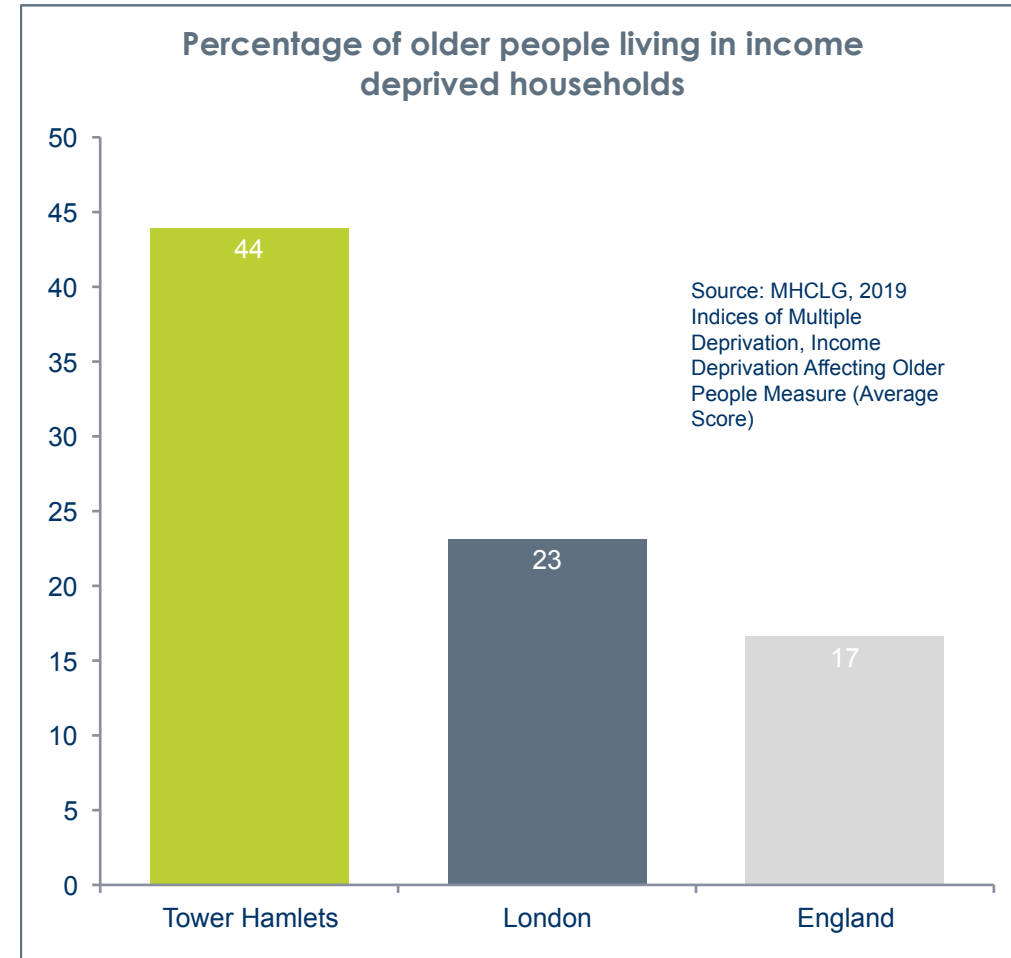
44% of older people live in income deprived households, the highest proportion in England



44% of older people live in income deprived households, the highest proportion in England and more than double the average.

This is the only area of the IMD with no change in relative level of deprivation.

Older people are particularly sensitive to **fuel poverty** – overall 11.2% of Tower Hamlets households are in fuel Poverty but for households of older people this is almost certainly higher.



Cost of living and households: London and national data



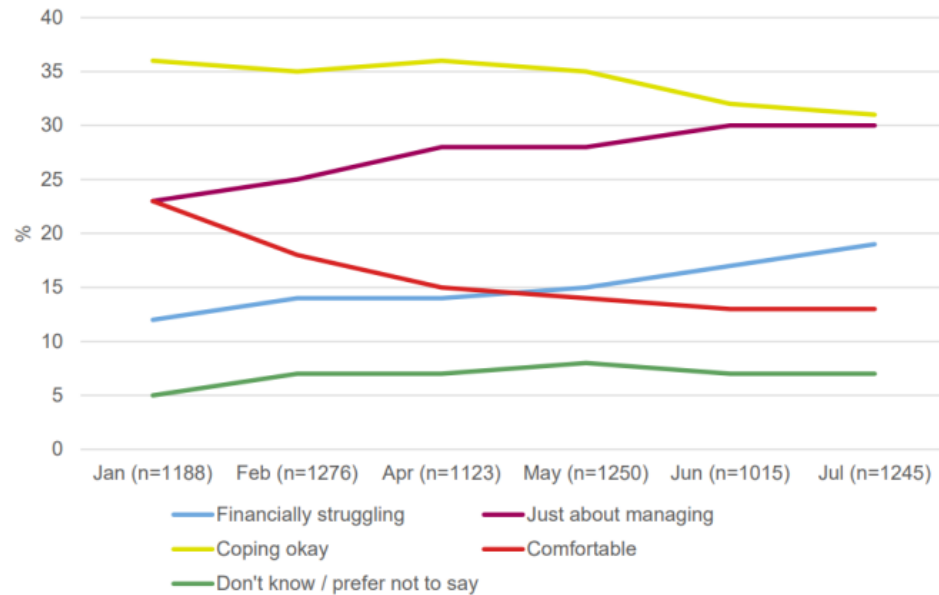
Cost of Living – London data



Survey on financial situations of Londoners by GLA, July 2022



Figure 1: Londoners' financial situation across 2022



Source: Polling by YouGov on behalf of GLA. Total sample size for each wave shown in brackets.

Source: "The cost of living – August 2022 update", City Intelligence, GLA, August 2022

- The survey carried out in July 2022 shows **19% are 'financially struggling'**, that is going without their basic needs and/or relying on debt or struggling to make ends meet. An increase of 6 percentage points compared to January.
- Among **social renters**, the proportion who are 'financially struggling' is now at a third (34%) up from a quarter in January (26%), and for **private renters** the proportion has increased from 16% to just over a quarter (27%).
- **Deaf and disabled Londoners** also continue to face a disproportionate impact, with a third (31%) saying they were 'financially struggling' in July, up 8 percentage points from January.
- Amongst **households with an income between £20,000 and £39,999** the proportion 'financially struggling' has increased from 14% in January to 26% in July.
- **Asian and Black Londoners** are also more likely to be impacted. In July 31% of Black Londoners and 24% of Asian Londoners are 'financially struggling'.

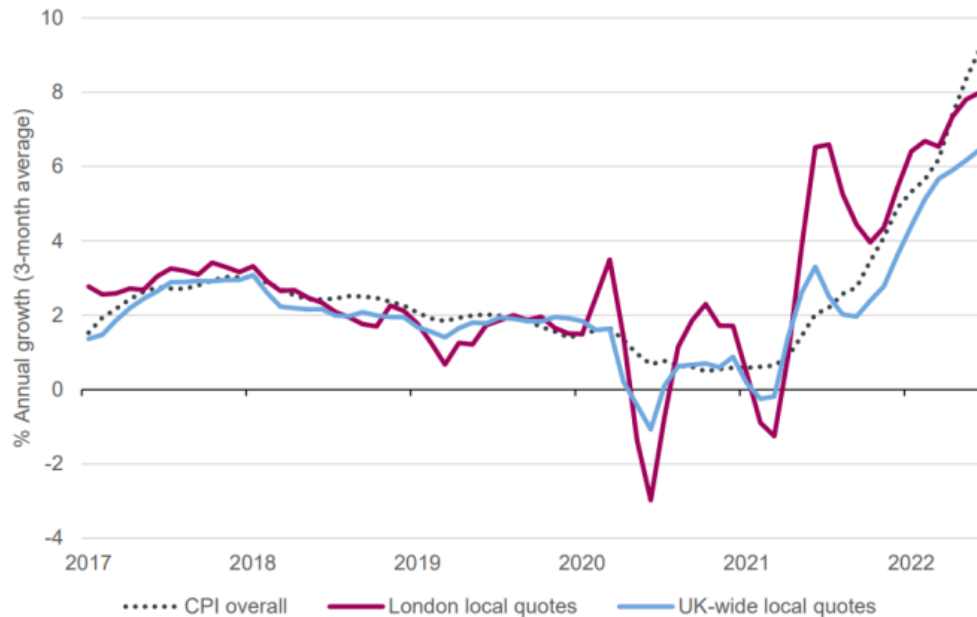


Rising inflation rate and declining real pay



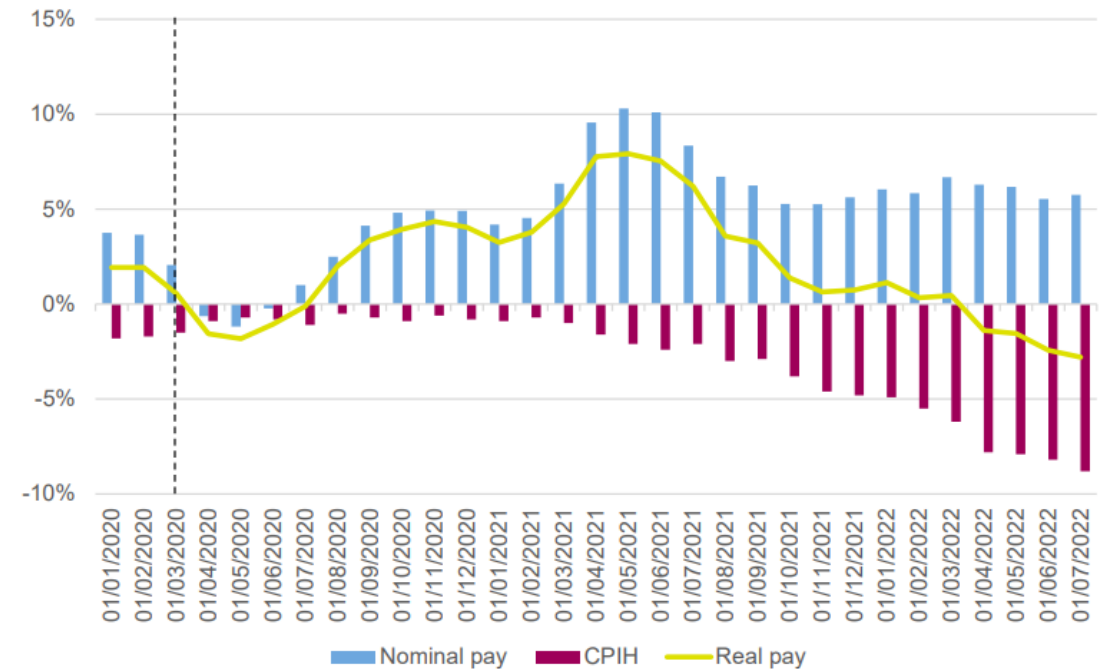
- In June 2022, London's trimmed mean annual inflation rate of 8% was around 1.5 percentage points above the average for the UK

Figure 2: Measure of inflation pressures for London and the UK



- The figure below shows real pay started declining

Decomposition of real median pay in London, % annual change
Effect from nominal pay change and CPIH inflation, to July 2022



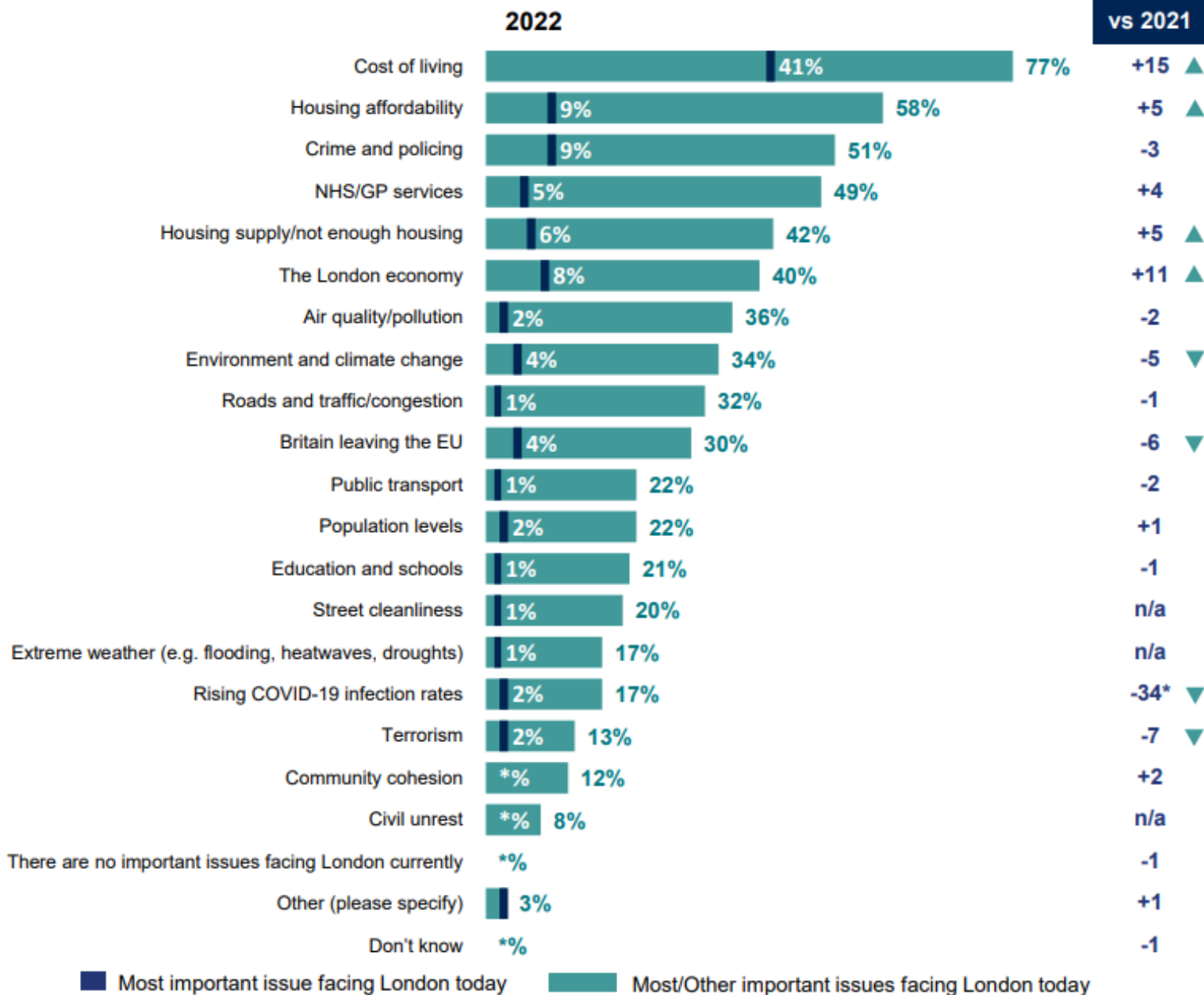
Source: "The cost of living – August 2022 update", City Intelligence, GLA, August 2022



The rising cost of living is the top issue facing London, even more so than last year

Q. What would you say is the most important issue facing London today?/

Q. And what do you see as other important issues facing London today?

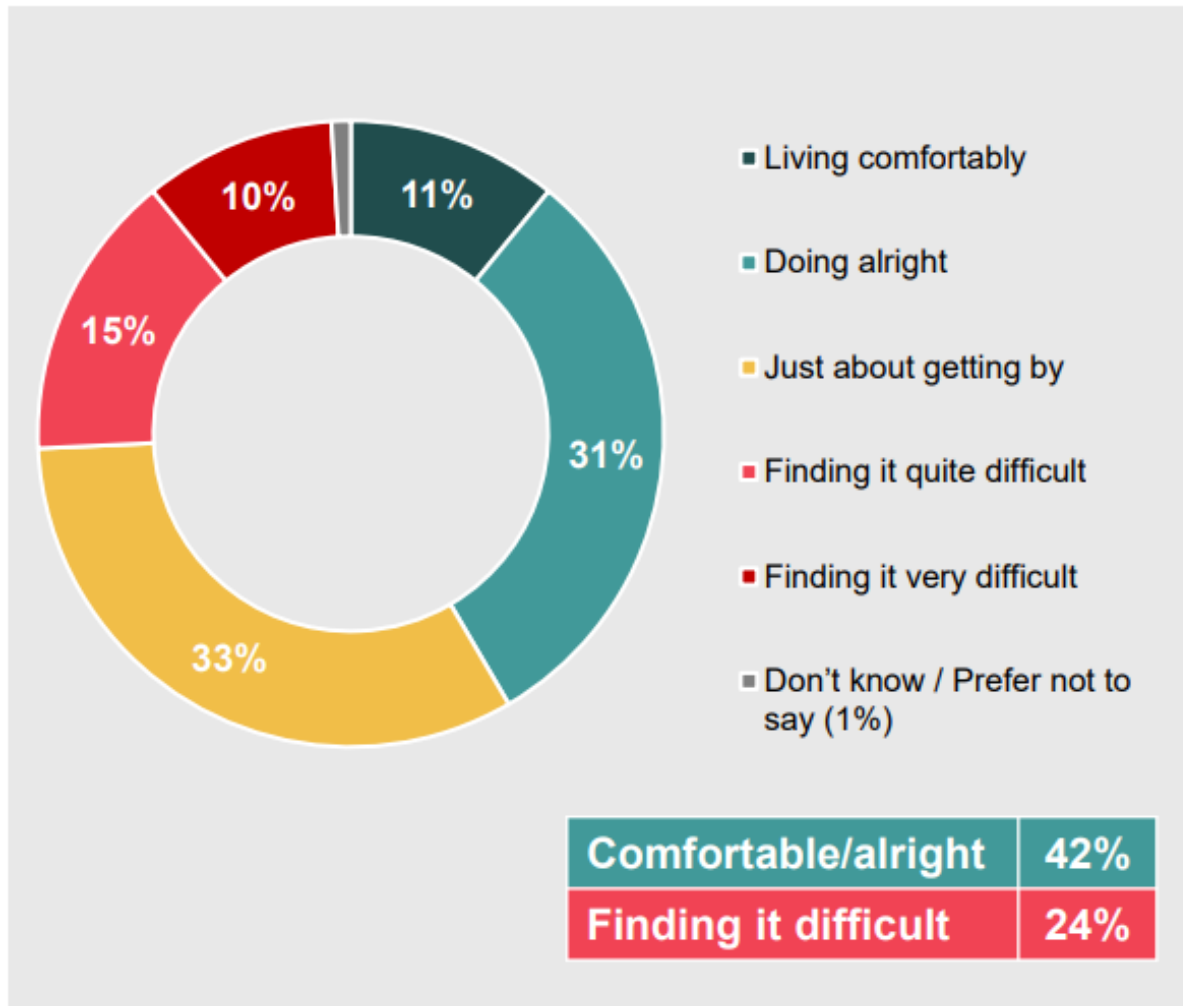


* Code was 'The COVID-19 pandemic' in 2021

Base: All adults aged 18+ in Inner/Outer London (2022: 1021); Fieldwork dates 27th October - 9th November 2022; Source: Ipsos UK

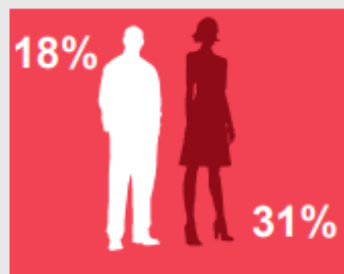


Who is more likely to find it difficult to manage financially these days? Women, renters, those from minority ethnic backgrounds and in lower social grades in particular

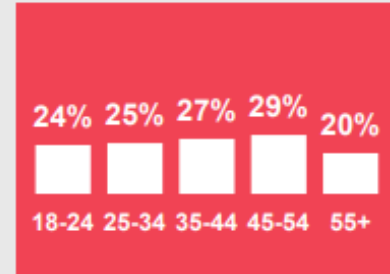


Among the 24% who say they are finding it difficult to manage financially these days...

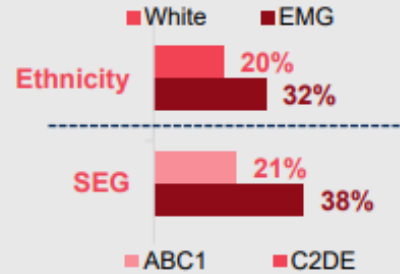
Gender



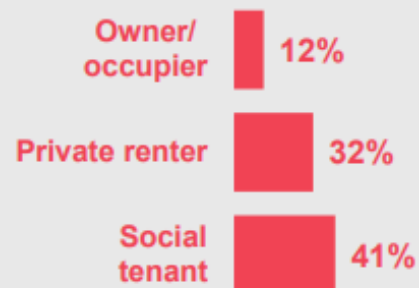
Age



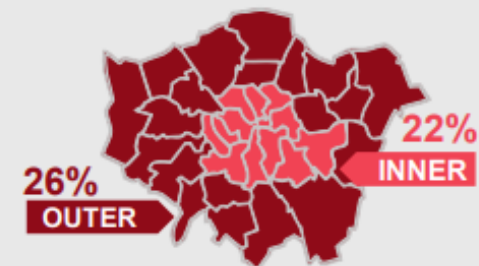
Ethnicity and SEG



Tenure



Inner/Outer London



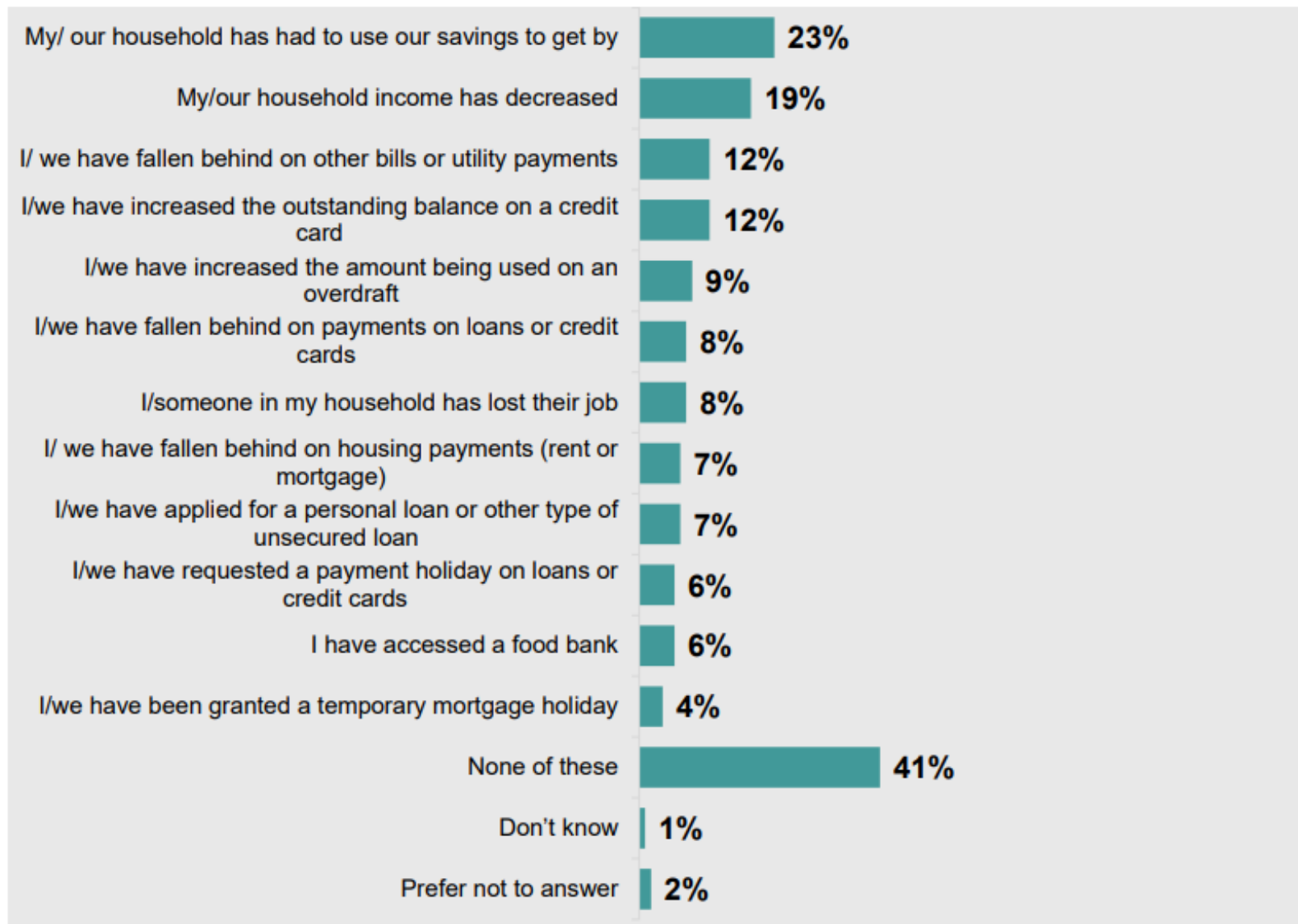
Q. How well would you say you are managing financially these days? Would you say you are...?

Base: All adults aged 18+ in Inner/Outer London (2022: 1021) : Fieldwork dates 27th October - 9th November 2022; Source: Ipsos UK

* New codes in 2022

One in four Londoners has had to use savings, and some have used credit or loans, to help with the rising cost of living

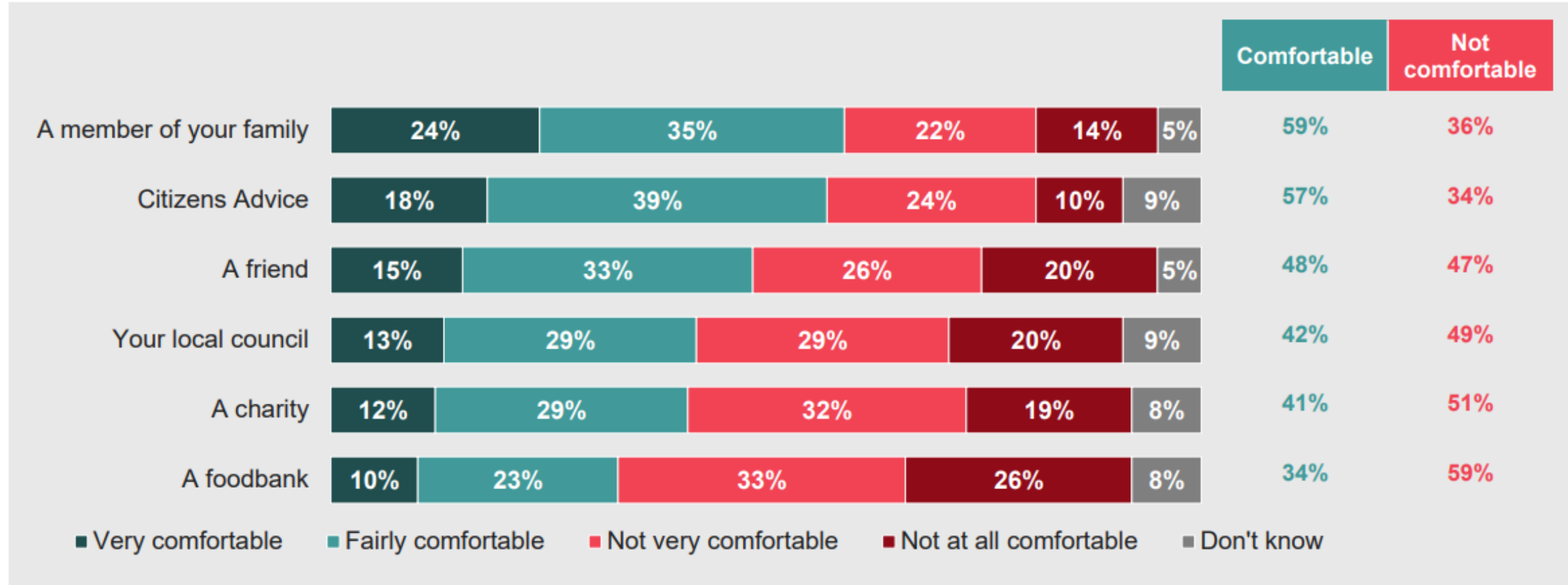
Q. Within the last 12 months, which, if any, of the following have you personally experienced, in response to rises in the cost of living?



Base: All adults aged 18+ in Inner/Outer London (2022:1021) : Fieldwork dates 27th October - 9th November 2022; Source: Ipsos UK

Most would feel comfortable asking family or Citizens Advice for support, but comparatively few are comfortable asking their local council (especially private renters)

Q. If you needed support or advice to help with the rising cost of living, how comfortable, if at all, do you think you would feel asking each of the following?

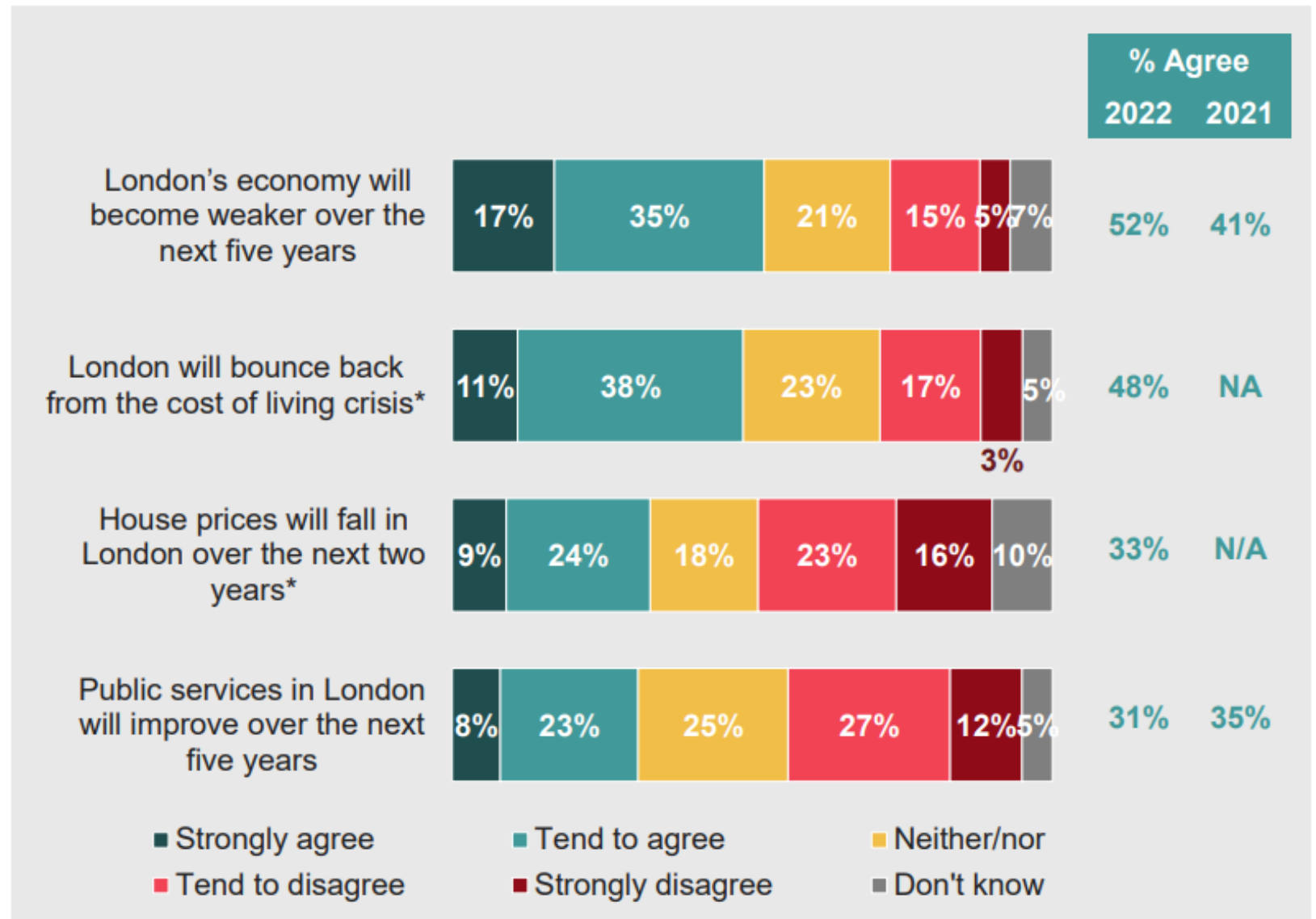


Base: All adults aged 18+ in Inner/Outer London (2022: 1021) : Fieldwork dates 27th October - 9th November 2022; Source: Ipsos UK

Londoners are bullish about the capital's ability to bounce back from the cost of living crisis, but less sure about the future of London's economy and public services

Q. To what extent do you agree or disagree with each of the following statements?

Base: All adults aged 18+ in Inner/Outer London (2022: 1021) : Fieldwork dates 27th October - 9th November 2022
Source: Ipsos



Institute of Customer Service UK Customer Satisfaction Index, Jan 2023 (data collection 5 Sept-3 Oct 2022) The state of customer satisfaction in the UK



Changing attitudes and behaviours about spending and personal debt

UKCSI Jan 2023 | Automotive

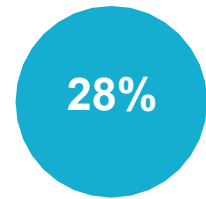


As the cost of living rises, financial well-being is complex and polarised

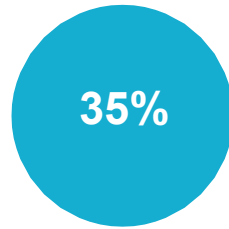
How would you describe your financial well-being ?



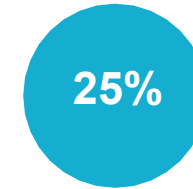
Changing behaviours



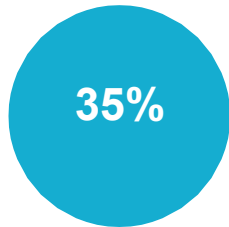
I've thought more carefully about what I spend on



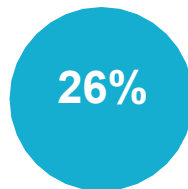
I've sold items to generate income



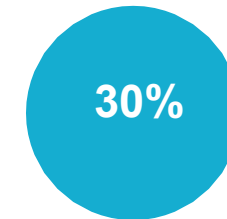
I've used buy now pay later services



% of customers who prefer excellent service, even if it costs more



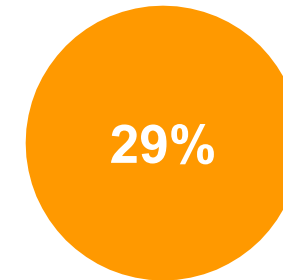
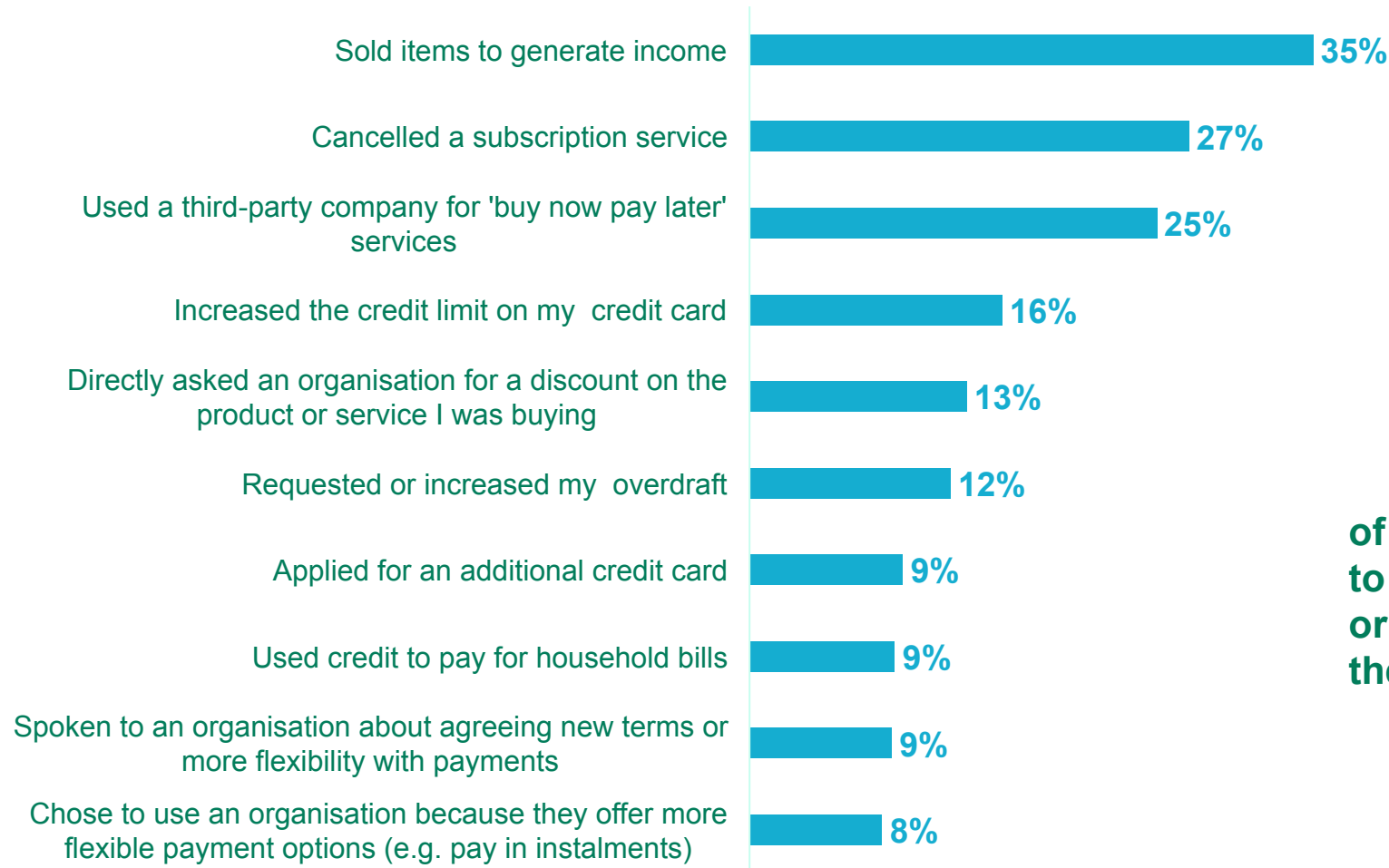
Believe their personal debt will increase in the next 6 months



Hold no personal debt

Changing attitudes and behaviours about spending as well as personal debt

Changes in customer behaviour in response to the cost of living crisis:
have you done any of the following in the last 6 months ?

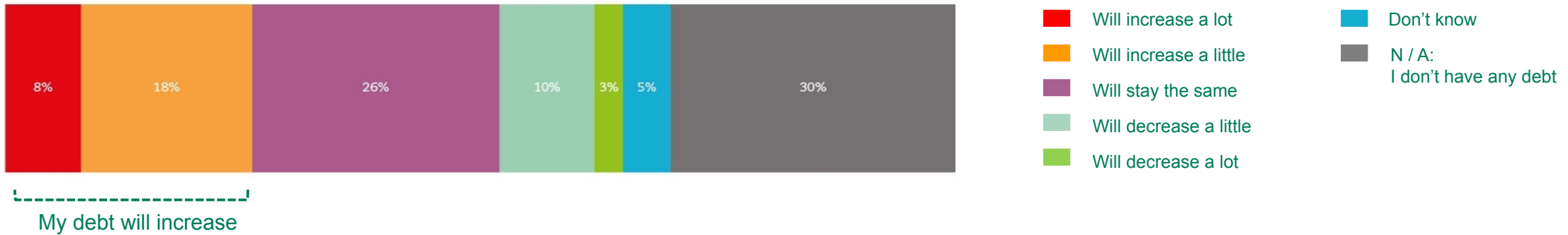


of customers have increased their access to credit either by requesting an overdraft, or applying for a credit card, or increasing their credit limit

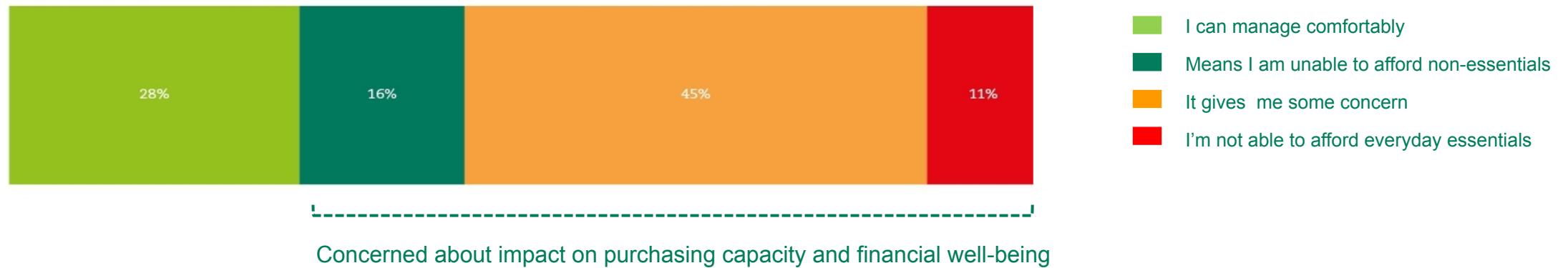
An additional survey of 1,001 customers conducted alongside the UKCSI to further assess attitudes and behaviours concerned with spending and personal debt

UKCSI Jan 2023 | Automotive

26% of customers believe their personal debt will increase in the next 6 months



Amongst customers who believe their level of debt will increase in the next 6 months, 72% are concerned about the impact on their purchasing capacity and financial well-being



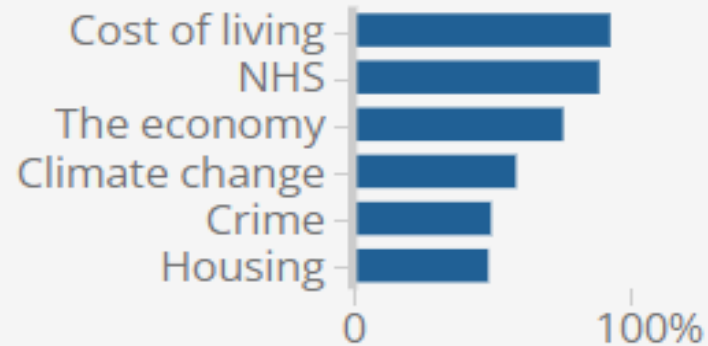
Office for National Statistics Cost of living latest insight February 2023



Cost of Living impact on the UK

Cost of living reported as an important issue facing UK today

Adults in Great Britain, 11 to 22 January 2023



Office for National Statistics

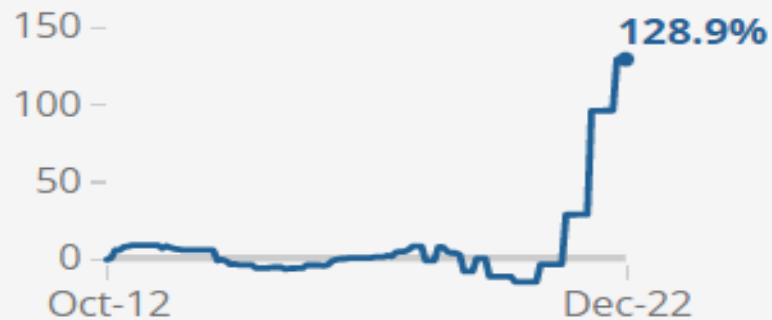
According to the ONS more than 9 in 10 adults 93% of Great Britain reported the cost of living as an important issue facing the UK.



Cost of living: effects of inflation on energy cost and food

Gas prices rose 128.9% in the year to December 2022

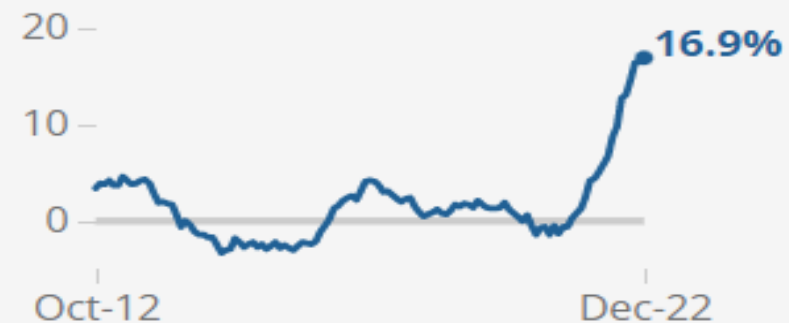
Gas annual CPIH inflation rates, UK



Office for National Statistics

Inflation rate for food and non-alcoholic beverages rises for 17th consecutive month

Food and non-alcoholic beverages annual CPIH inflation rates, UK



Office for National Statistics

The annual inflation rate has been rising since February 2021. Inflation prices in recent months have been driven by higher food and energy prices.



Resolution Foundation

New budget, same problems: spring budget preview, 6 March 2023

Household finances forecasts



Summary: the forecasts

There is finally some good news for the Chancellor in the short term:

- Wholesale energy prices are down 80 per cent since the summer.
- This means the 2023 outlook is much improved, with GDP fall for 2023 likely to be less than half that feared in the Autumn and;
- Borrowing looks set to come in around £30bn lower than expected in 2022-23.

The next year is unlikely to feel like good news for households:

- Typical household incomes are set to fall by 4 per cent (or £1,100) in 2023-24.
- That includes tax rises of £650 for a typical household from April (£1,500 for the richest fifth).

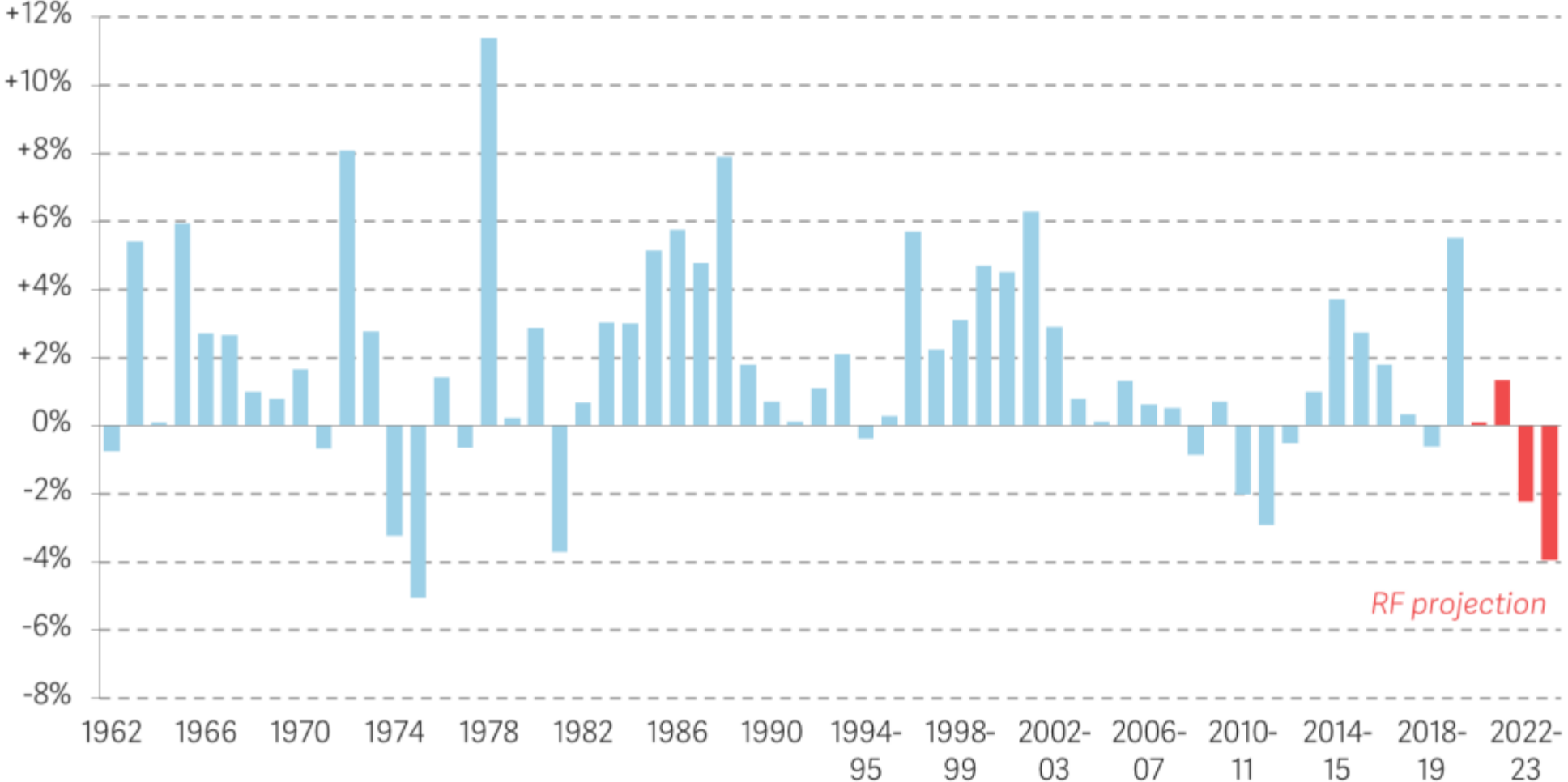
Looking ahead, the low growth and elevated debt big picture may not change hugely:

- Key judgement for the Office for Budget Responsibility (OBR) is whether it becomes as pessimistic as the Bank of England (BoE) on labour market participation, which could offset benefits of smaller recession.
- If stronger tax receipts this year are forecast to last that could mean somewhat lower borrowing (~£10bn/year).
- Medium-term public finances would be little changed, with higher debt than expected a year ago and only around £15bn of headroom against the Chancellor's target of debt falling in 5 years' time.

Household finances:
it won't feel like good news

Despite good news on energy, incomes will fall further

Real growth in median equivalised household disposable income for non-pensioners, after housing costs: GB/UK

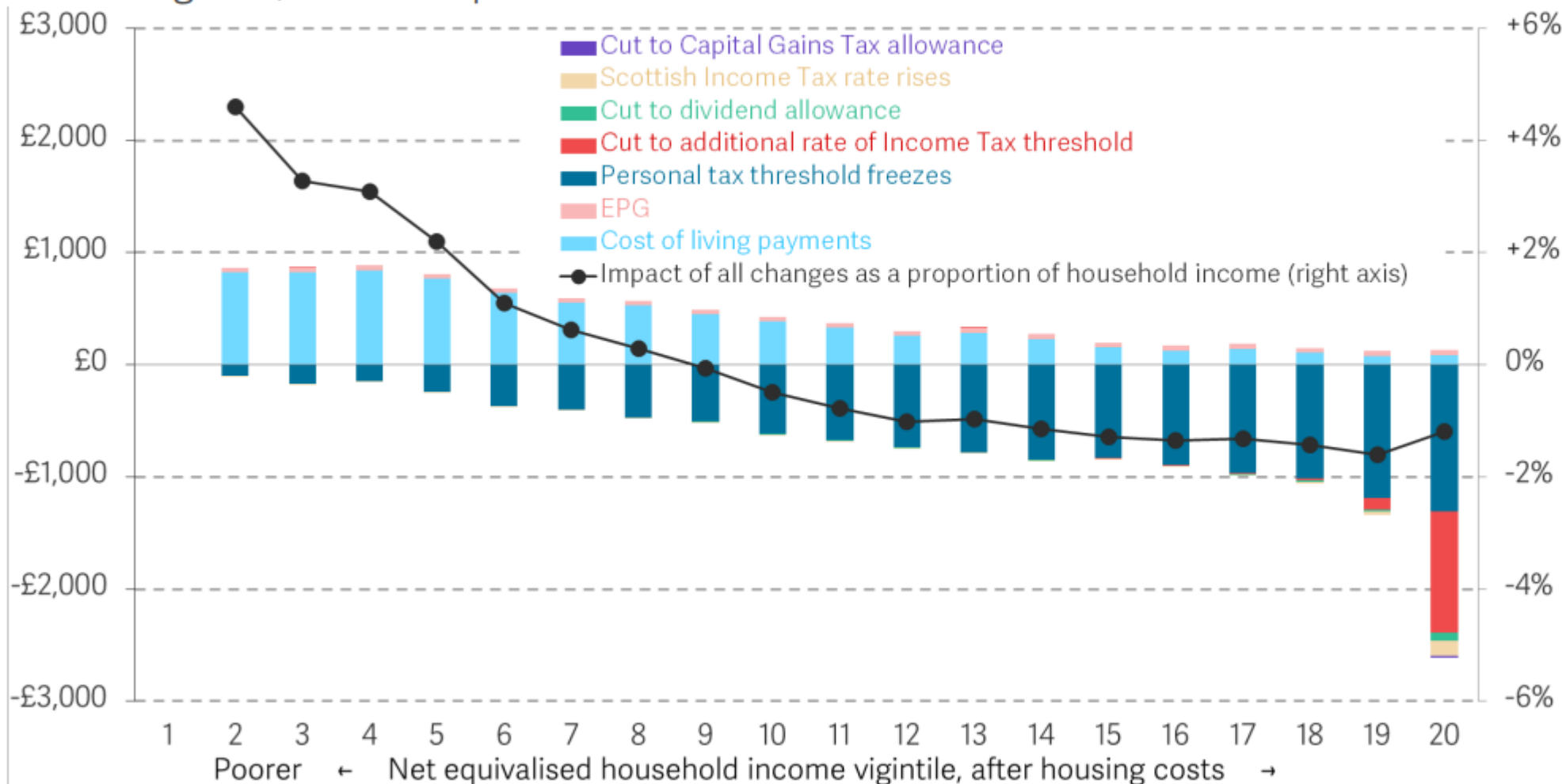


Typical non-pensioner income is projected to fall by 2% (£700) in 2022-23 and a further 4% (£1,100) in 2023-24

Notes: GB from 1994-95 to 2001-02.
Source: RF analysis of DWP & IFS, Households Below Average Income; RF projection including use of the IPPR Tax Benefit Model, OBR and Bank forecasts.

Policy is supporting poorer, and taxing richer, households...

Average impact of tax changes taking effect in April 2023 and cost of living support in 2023-24 by income vigintile, in 2023-24 prices: UK

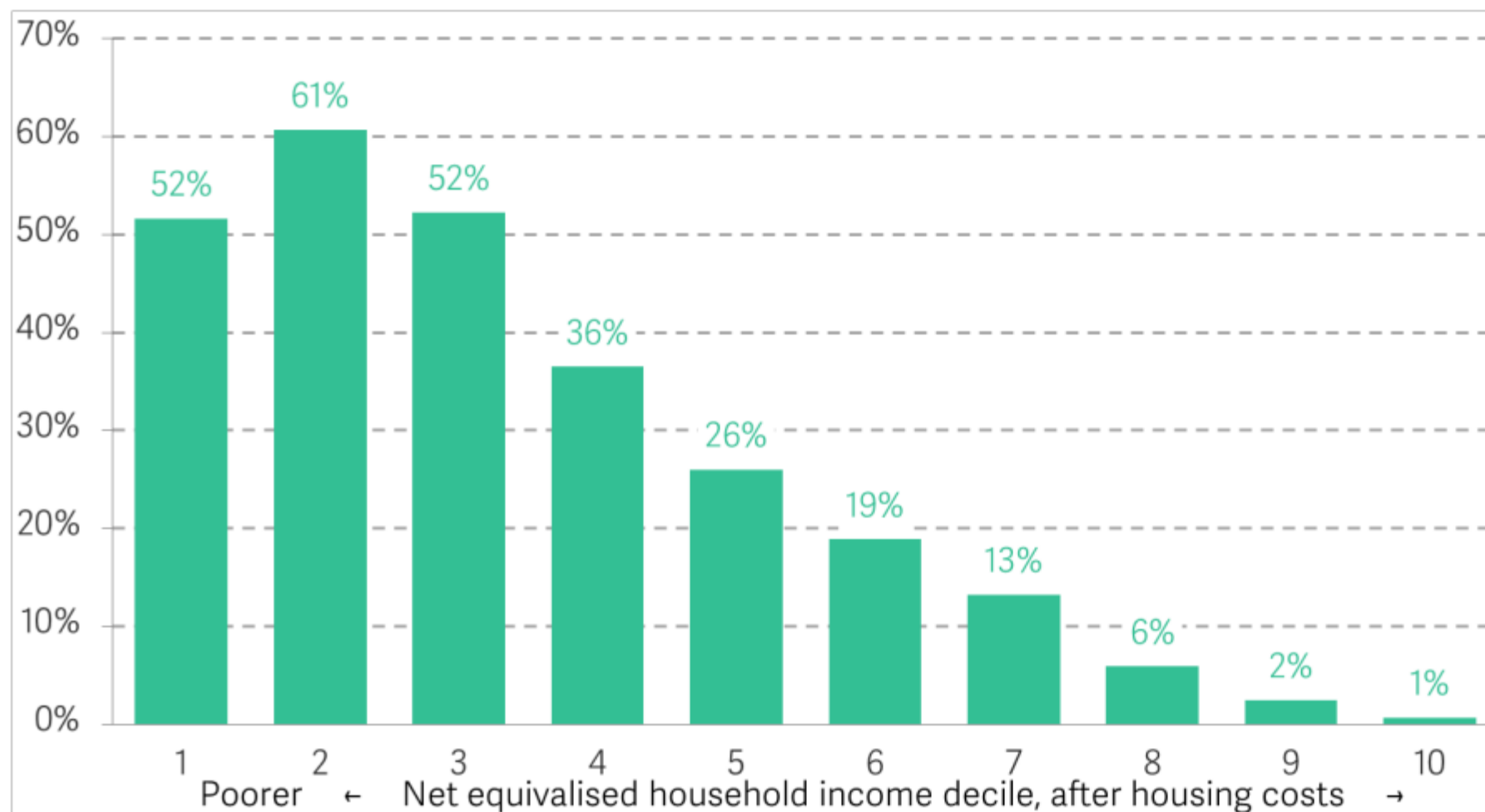


Tax rises coming into effect in April mean a £650 hit to a typical household's income and a £1,500 hit for the richest fifth of households.

Notes: Capital Gains Tax change reduces the annual exempt amount from £12,300 to £6,000 from 2023-24. We assume Capital Gains Tax changes affect the top vigintile only. Dividend allowance change reduces the threshold from £2,000 to £1,000 in 2023-24. Additional rate of Income Tax threshold reduced from £150,000 to £125,140 in 2023-24. Personal tax threshold freezes refers to 2023's Income Tax and National Insurance freeze (excluding employer NI). Scottish Income Tax rates are rising by 1p for higher and additional rate payers. We do not include changes in Council Tax.
Source: RF analysis of DWP, Family Resources Survey using IPPR tax-benefit model; DWP, Households Below Average Income.

...but not all poorer households will get cost of living payments

Estimated proportion of households in receipt of means-tested benefits, by household income decile, 2022-23: UK



Non-take-up of benefits is the main reason why many low-income households are not in receipt of benefits (1.5 million in bottom two deciles), alongside non-entitlement for low-earners (0.5m) and students and those with high savings (0.5m).

Notes: Chart shows proportion of households that have a least one family member in receipt of a means-tested benefit such as Universal Credit (or legacy equivalent except Housing Benefit).

Source: RF analysis of IPPR Tax-Benefit Model; DWP, Households Below Average Income.

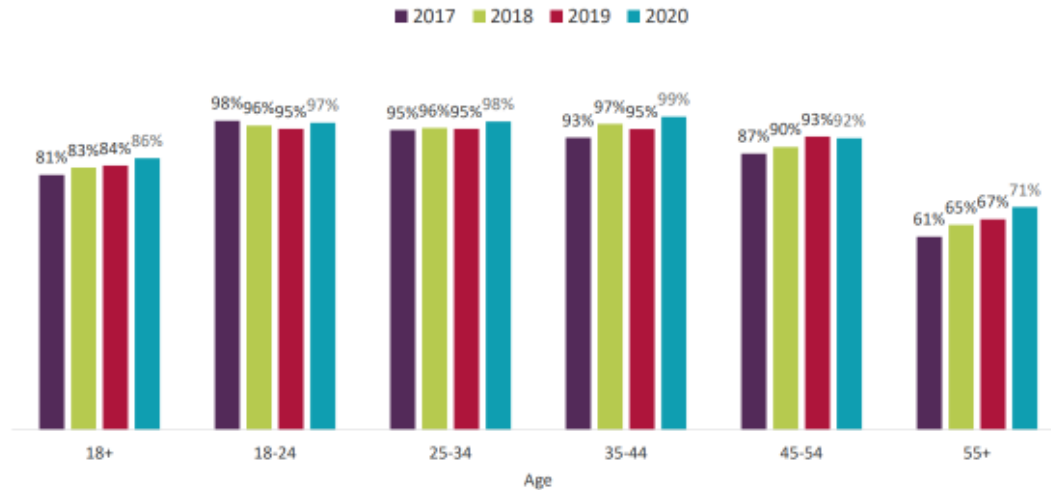
Digital inclusion – national research findings



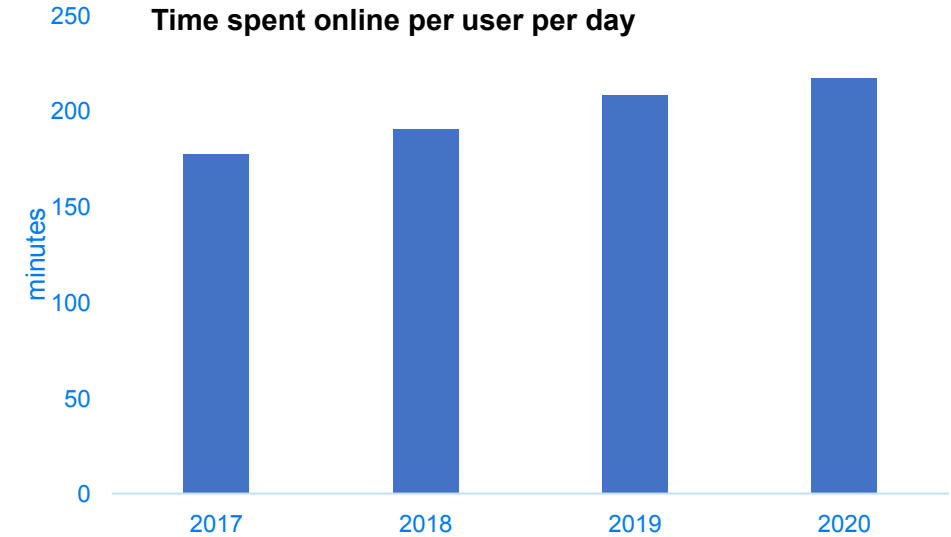
Internet use in the UK – Online Nation 2021 report, Ofcom



Online access by UK adults in September each year, by age



Time spent online per user per day



- 94% of UK households had internet access in 2021
- 92% of UK households had fixed broadband in 2021
- 86% of UK adults used the Internet in September 2021
- 85% of internet users aged 16+ used a smartphone to go online in 2020.



Characteristics of people facing digital exclusion



Limited digital users:

- Limited users are **10 times more likely to be over-65 years old** than extensive users.
- Limited users are **4 times more likely to be from low income households** than extensive users.
- Limited users are **8 times less likely to have a post-18 education** than extensive users.

Source: Yates, S (2022), Types of UK internet users, Prof. Simeon Yates' analysis of Ofcom data on internet use by adults (analysis for Good Things Foundation) [Digital Nation 2022 Sources - Good Things Foundation](#)

Those say 'the internet is not for me':

- Those who **left education at or under 16 years** are 2.8 times more likely to be non-users saying 'it's not for me' than those who left education after 21
- **Each child in the house makes you 1.7 times less likely to be a non-user** saying 'it's not for me'
- **Those who are not "very" confident about their literacy** are 2.4 times more likely to be nonusers saying 'it's not for me'
- **Those in NRS social grades D & E** are 3.2 times more likely to be non-users saying 'it's not for me' than those in social grades A & B.

Source: Understanding the motivations of non-users of the internet. Good Things Foundation and BT [understanding_motivations_of_non-users_of_the_internet.pdf \(goodthingsfoundation.org\)](#)



Residents Survey – Mid pandemic residents survey in 2021

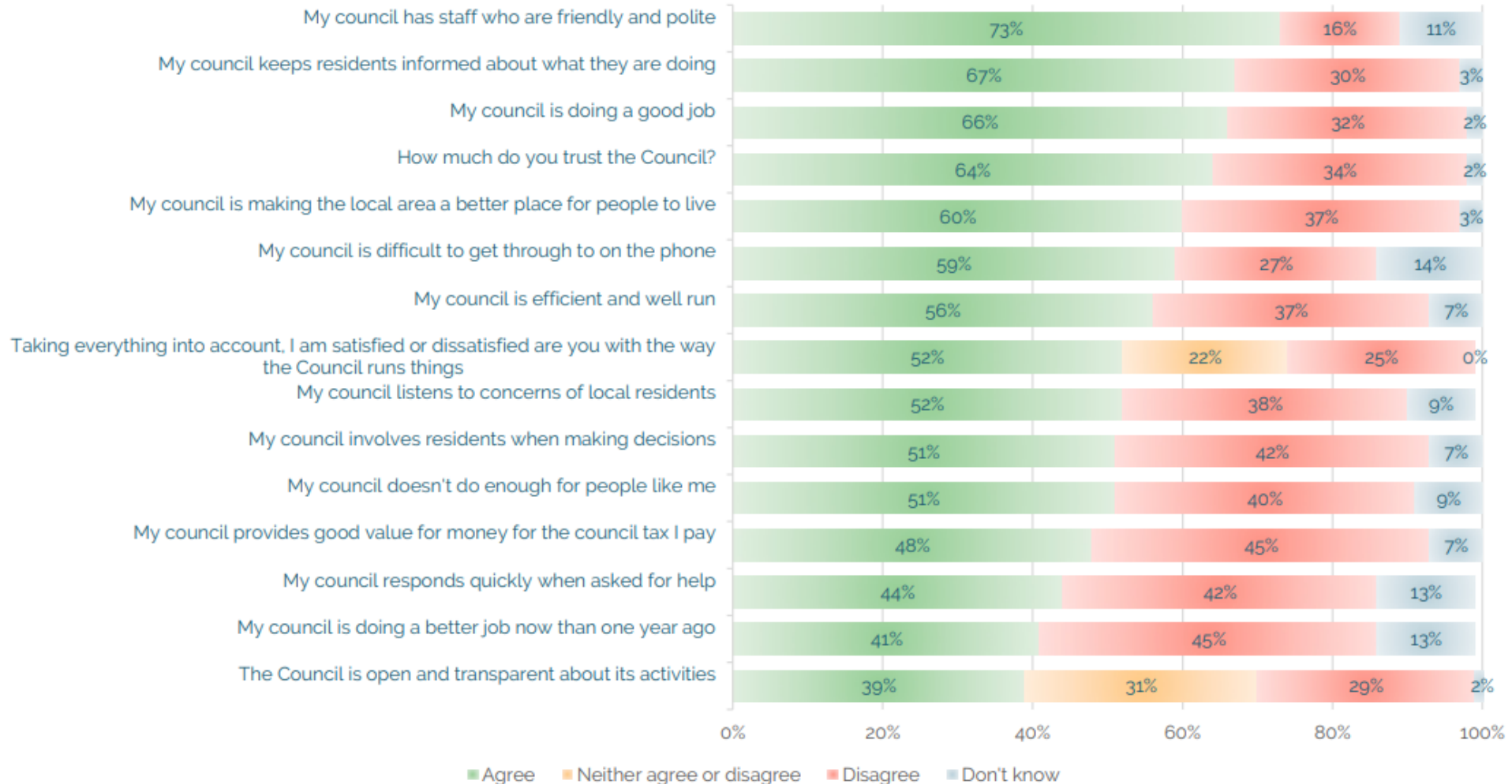


Mid Pandemic Residents Survey 2021



- The purpose of the mid pandemic residents' survey was to give the council a snapshot of the pandemic impact and help us plan for the future together.
- Because of the differences in methodology and the context in which the survey took place, results should not be compared directly to our normal Annual Residents Survey (ARS). The last normal ARS was carried out in 2019.
- In 2020, we had to cancel our survey as England went into the first pandemic lockdown.
- The next ARS will be conducted in spring 2023.



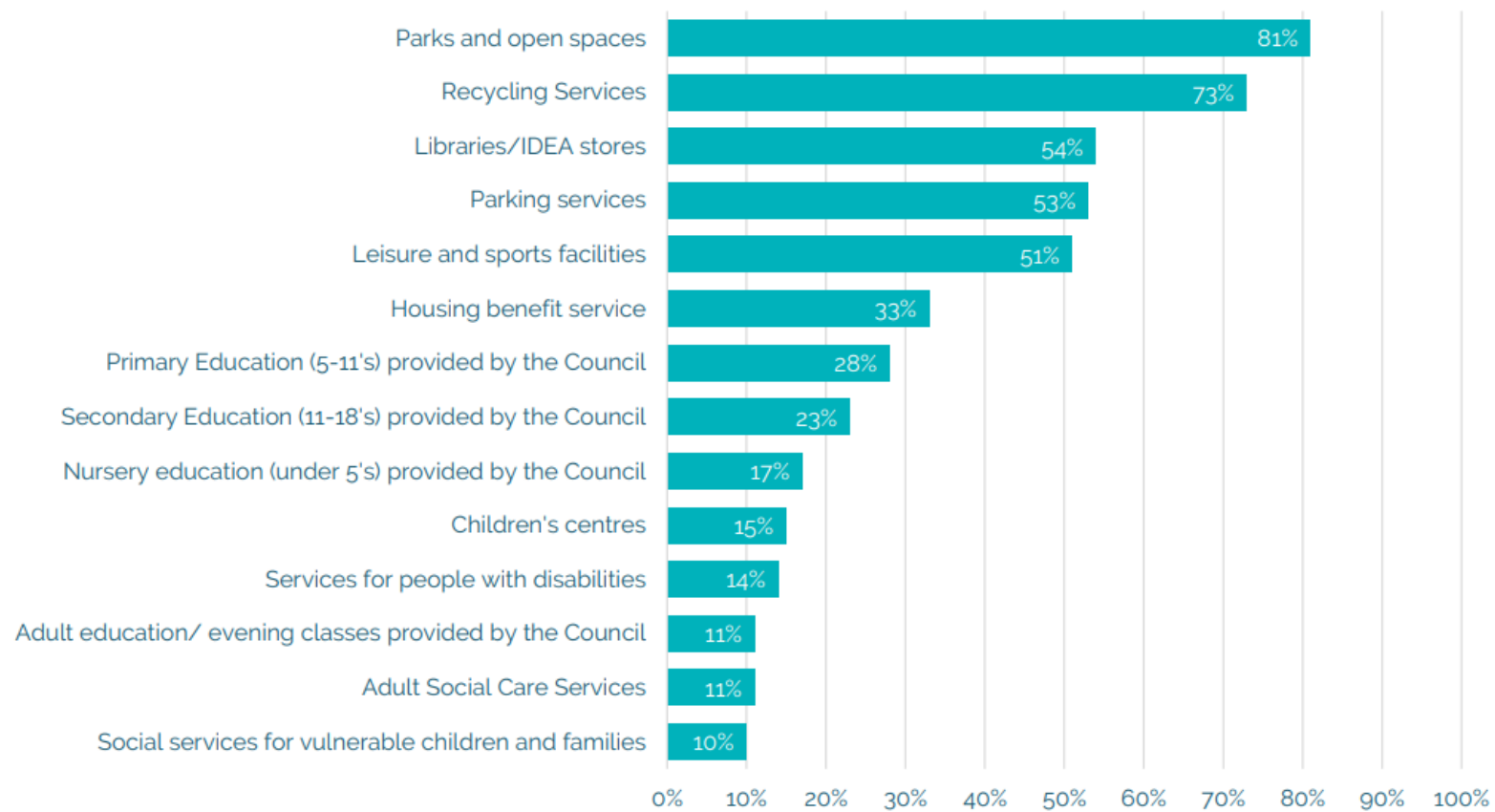


Note: Results may not add up to 100% as each percentage was rounded to the nearest integer. Questions are answered in a 4-points response scale: 1) a great deal, 2) to some extent, 3) not very much, 4) not at all. The first 2 response options were merged into "agree" and the last 2 into "disagree". Exceptions are "Satisfaction with how the Council runs things" and "The council is open and transparent", which include a middle point in the response scale.

Which of these services provided locally do you or members of your household use nowadays?

Mid pandemic residents' survey 2021

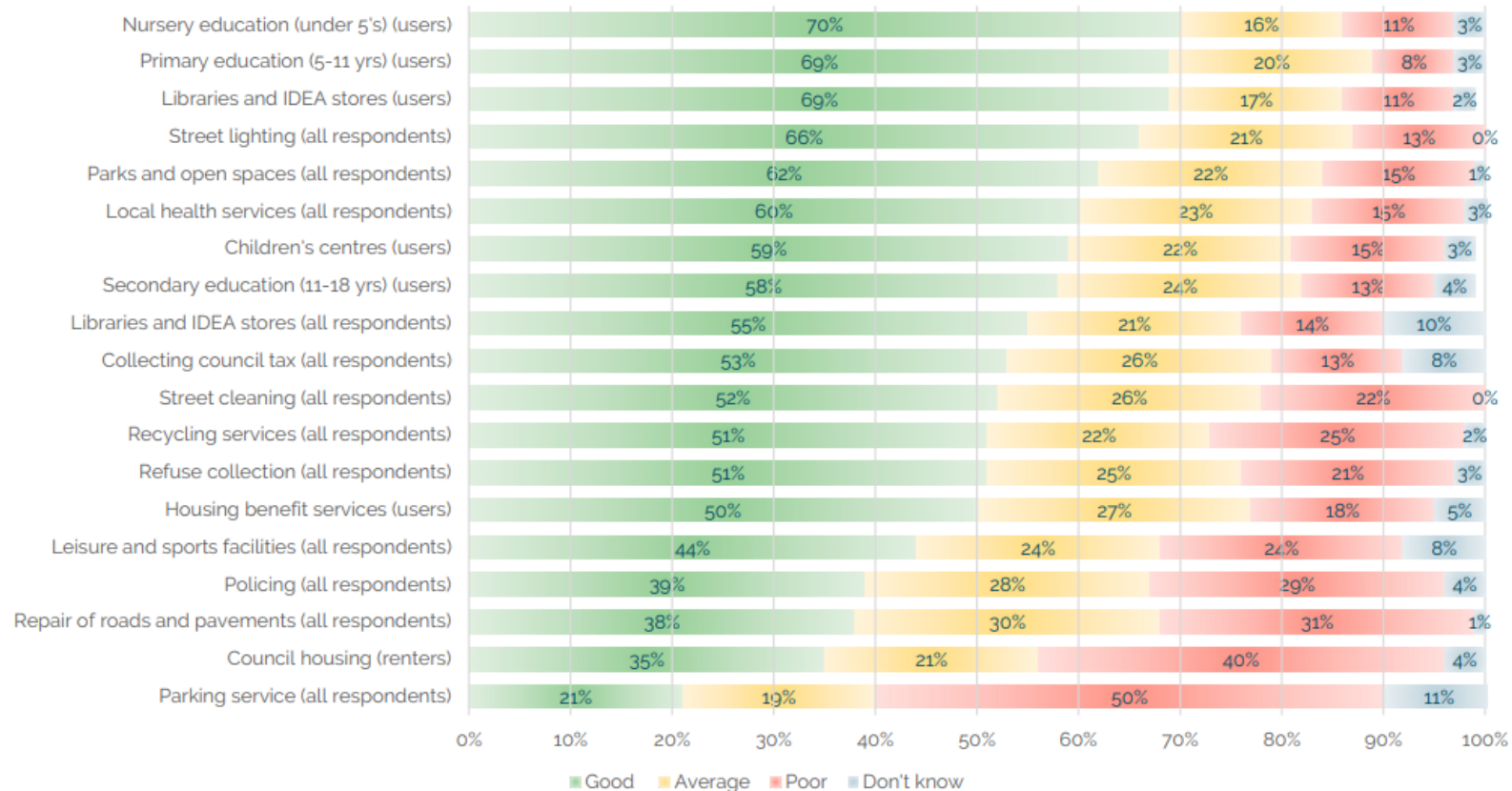
Use of services



Respondents were asked about their opinion on the quality of different services, from extremely poor (1) to excellent (7)

Mid pandemic residents' survey 2021

Opinion of services



Note: Results may not add up to 100% as each percentage was rounded to the nearest integer. Questions are answered in a 7-points response scale: 1) excellent, 2) very good, 3) good, 4) average, 5) poor, 6) very poor, 7) extremely poor. The first 3 response options were merged into "good" and the last 3 into "poor".

Mid pandemic residents' survey 2021

Access to the internet

95%

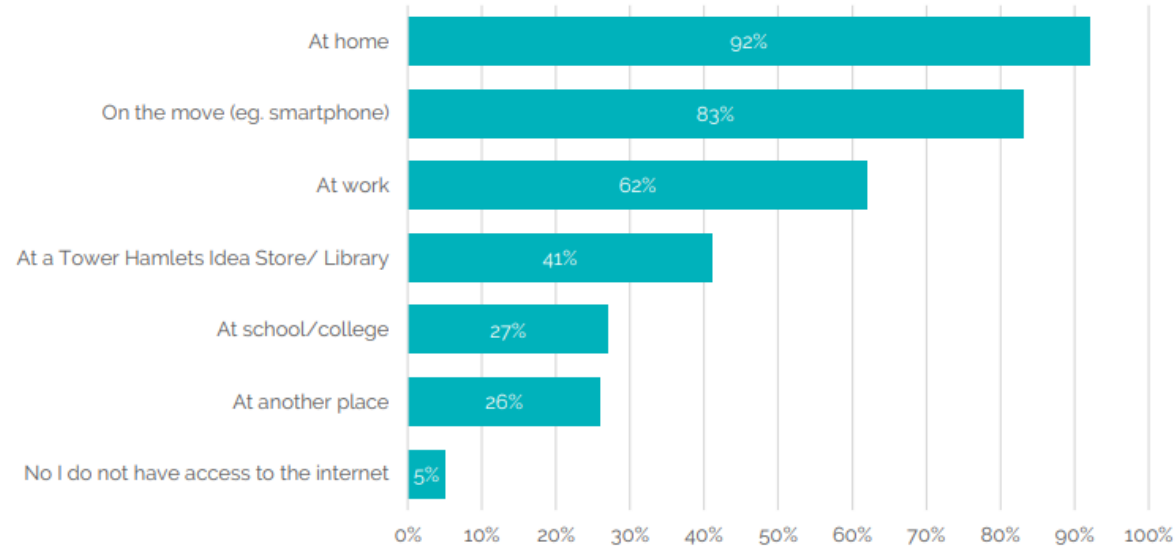
Access to the internet at home

92%

Use of email

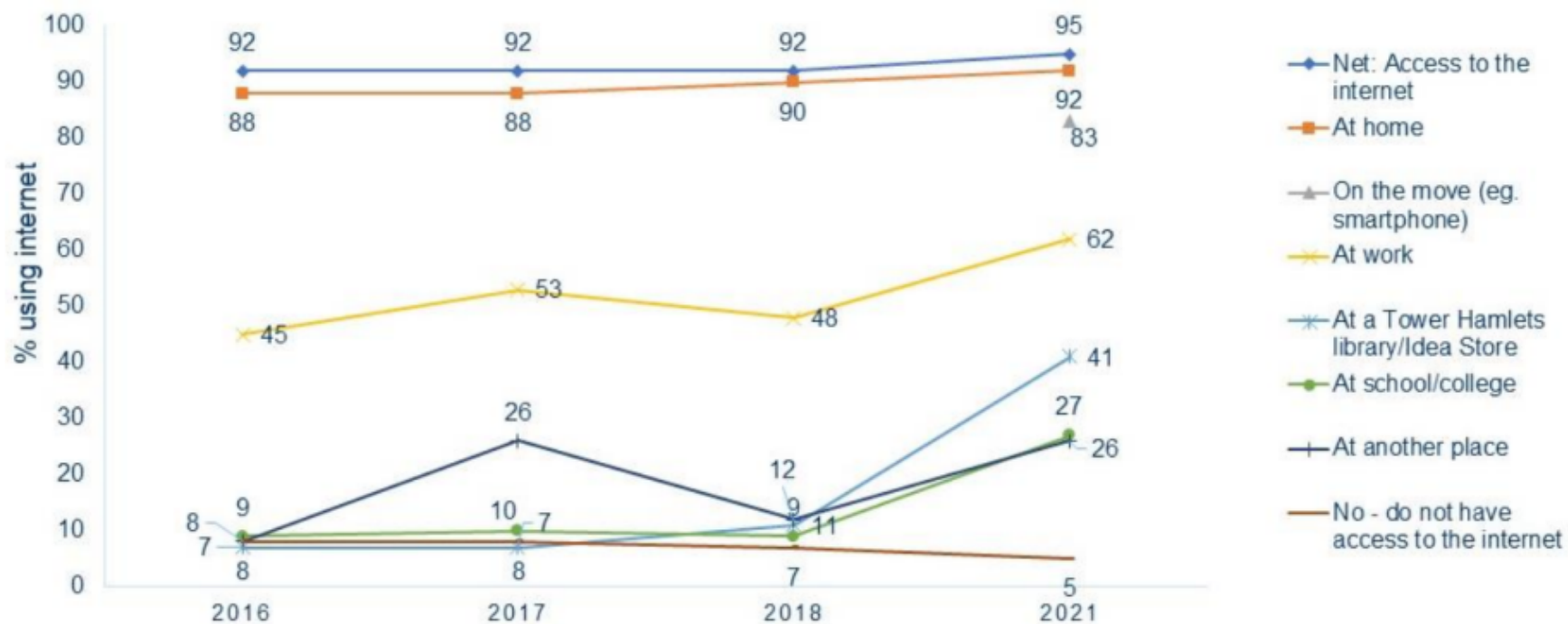
94%

Sense of belonging – use of internet



What do you use the internet for?	%
Emails	94%
Browsing for information about goods and services	92%
Internet banking	86%
Telephoning or making video calls over the internet (eg. Skype)	85%
Buying or selling goods and services online	81%
Online news, newspapers or magazines	79%
Playing or downloading games, films or music	74%

Tower Hamlets residents' internet access, Annual Residents Survey 2016-2021



Source: Tower Hamlets Annual Residents' Survey, 2016 to 2021. Q15 Do you have access to the internet...?

Base: All respondents (2021: 1108)



Tower Hamlets New Residents Survey 2021



Aims and objectives



- **The aims at the outset of the project were to understand:**
 - Current and future demand for services such as education and health provision
 - Migration trends, including intentions to stay in or move out of the borough
 - Demographic characteristics of residents who have moved into the new housing developments
 - Household composition and household size of occupants
 - How different the overall population characteristics of new residents are compared to the 2011 census baselines



Background



- **Demographic changes**

- There has been a significant change in the borough's demographics since 2011
- Tower Hamlets has one of the fastest growing populations in the UK
- This is expected to continue over the next 15 years



- **Data shortage around new residents**

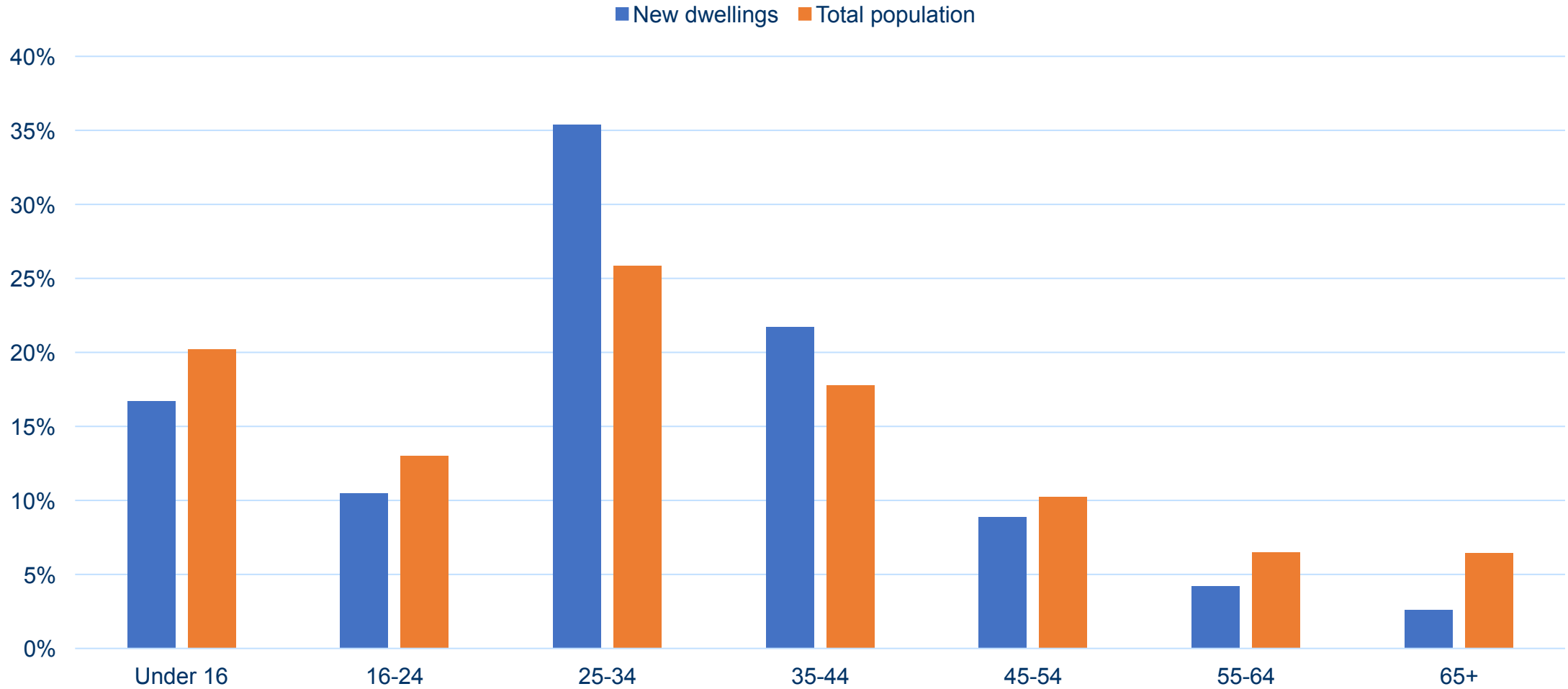
- There is limited data on the borough's new residents
- Their infrastructure needs may differ from the established population
- Understanding the demographic characteristics and infrastructure preferences / needs of the new residents will help Tower Hamlets provide better services



New residents and population change



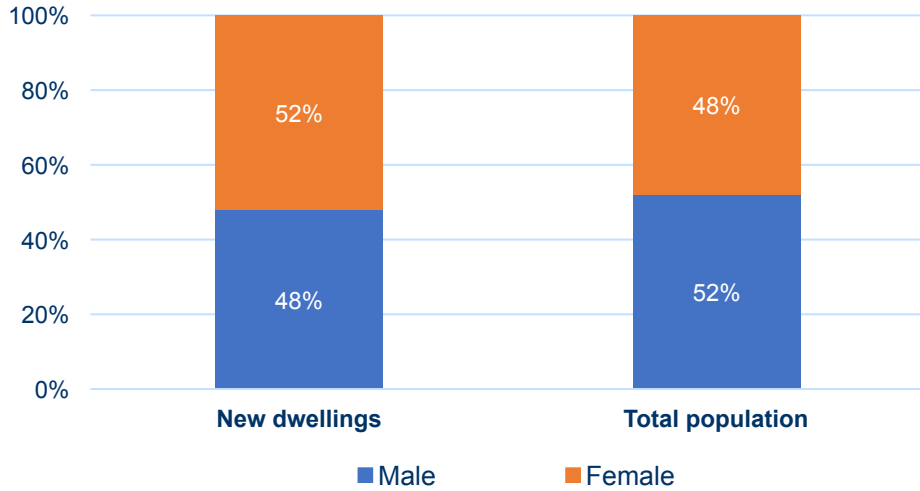
Age of Residents



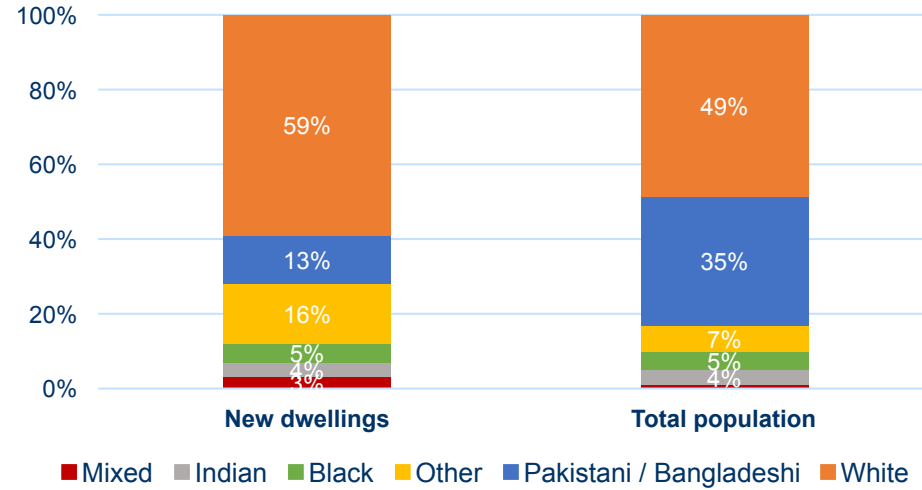
Other demographics



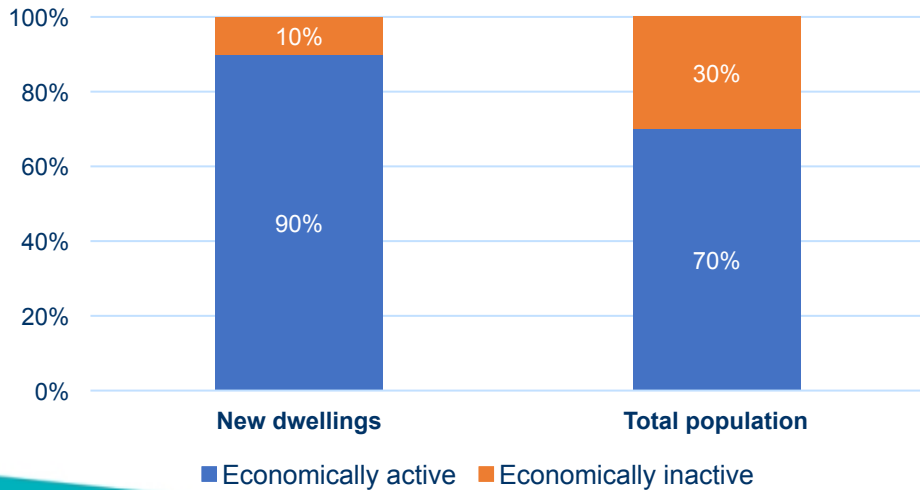
Gender (Aged 16+)



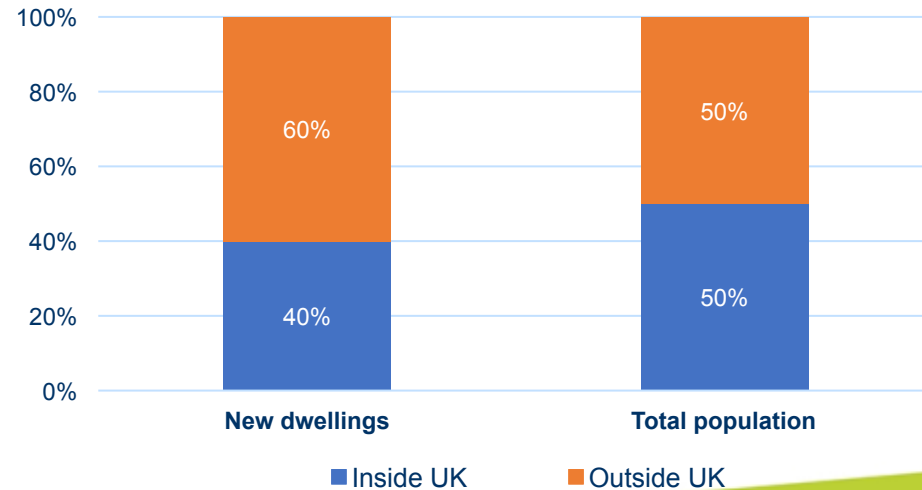
Ethnicity (Aged 16+)



Economic Activity (Aged 16+)



Country of Birth (Aged 16-64)



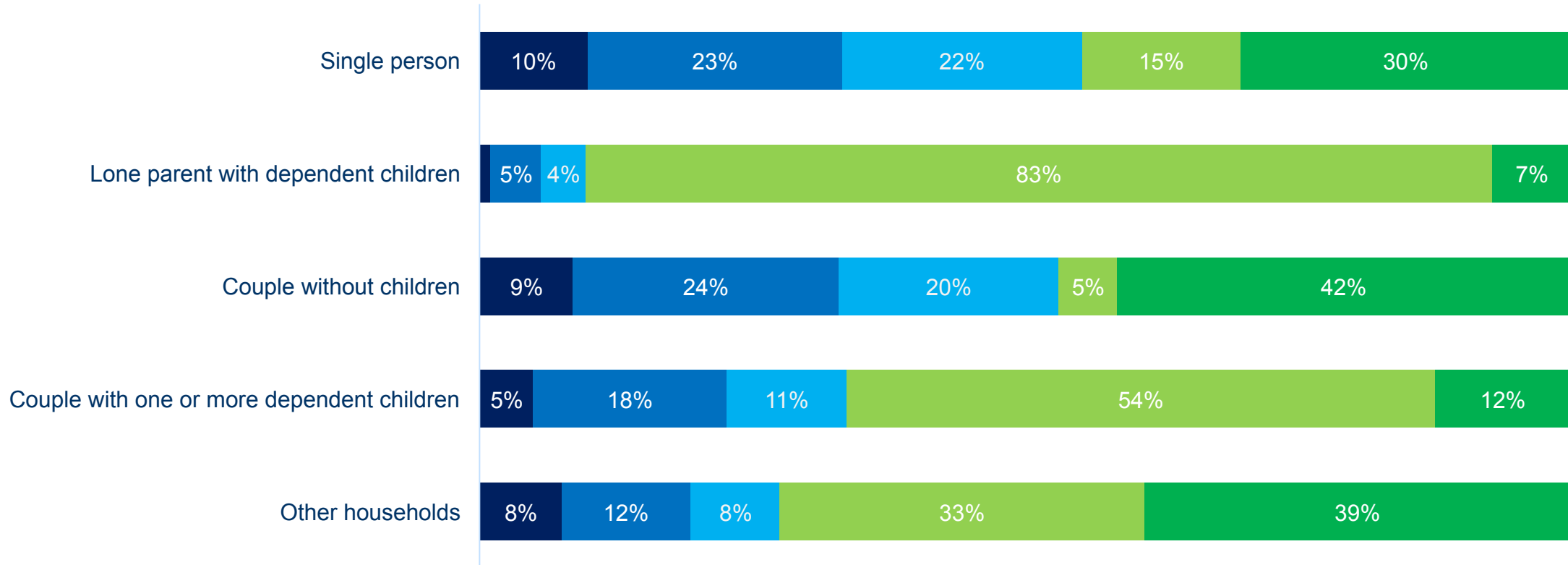
Household composition



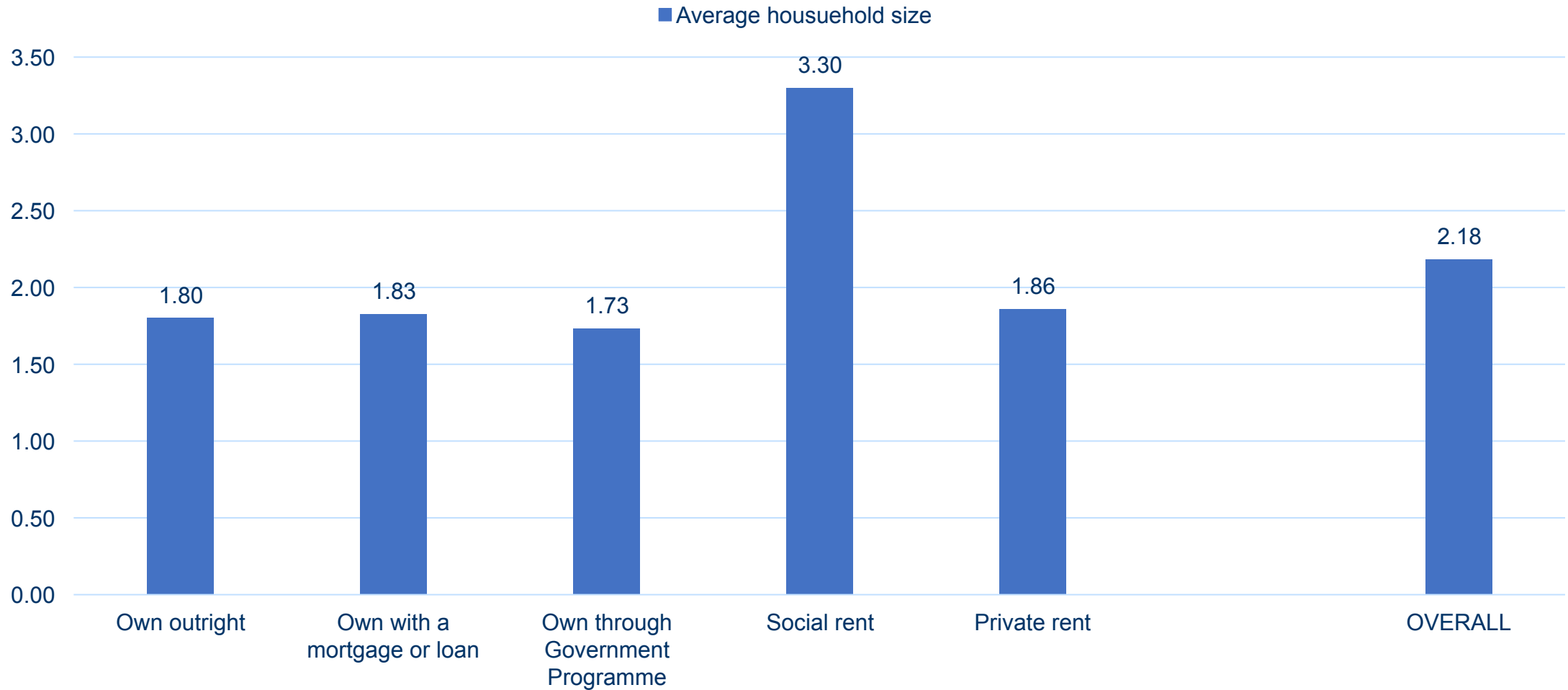
Household composition by tenure



■ Own outright ■ Own with a mortgage ■ Own through Government Programme ■ Social Rent ■ Private Rent



Average household size by tenure

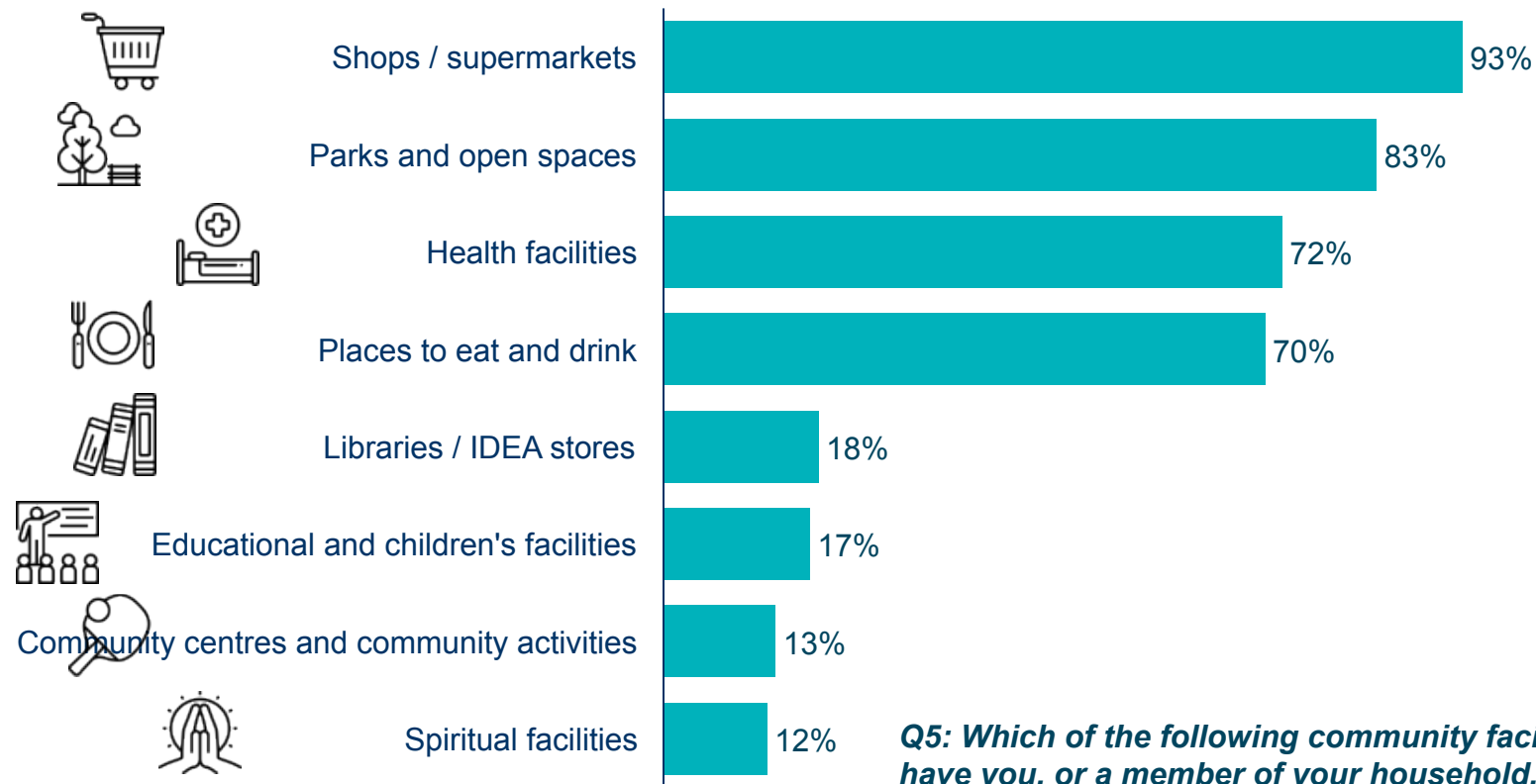


Use of local facilities



Local facilities used in last 12 months

- Most households have used shops / supermarkets (93%), parks and open spaces (83%), health facilities (72%) and places to eat and drink (70%) in the last 12 months.



- Around half (49%) said their use of local facilities has been restricted due to COVID-19 lockdown rules.
- The extent to which some services have not been used in the last 12 months may have been exacerbated by COVID-19.

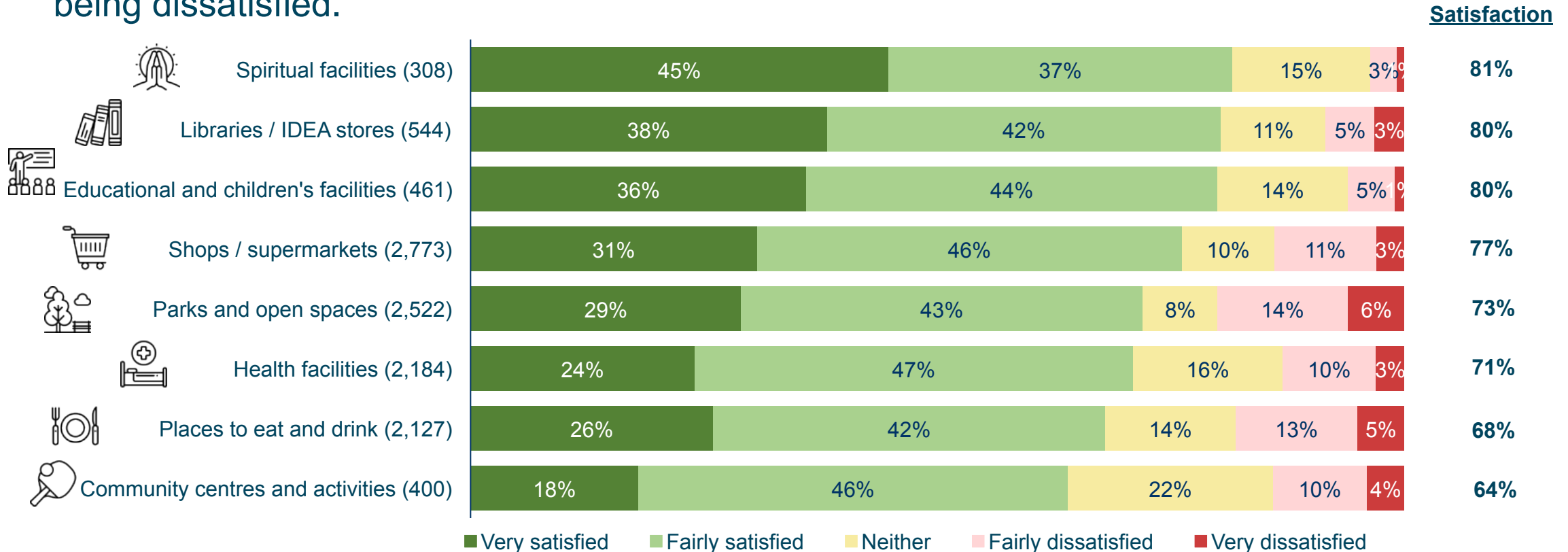
Q5: Which of the following community facilities within your local area have you, or a member of your household, used in the past 12 months?
Base: All residents (2,978)



Satisfaction with community facilities – by users



- When looking at users, four fifths or more say they are satisfied with spiritual facilities (81%), Libraries / IDEA stores (80%) and educational / children’s facilities (80%).
- Around a fifth (18%) of residents who have used parks and open spaces reported being dissatisfied.



Q9A-H: Taking into account the quality, availability, and access to various community facilities in the local area, how satisfied or dissatisfied are you with each of the following...?

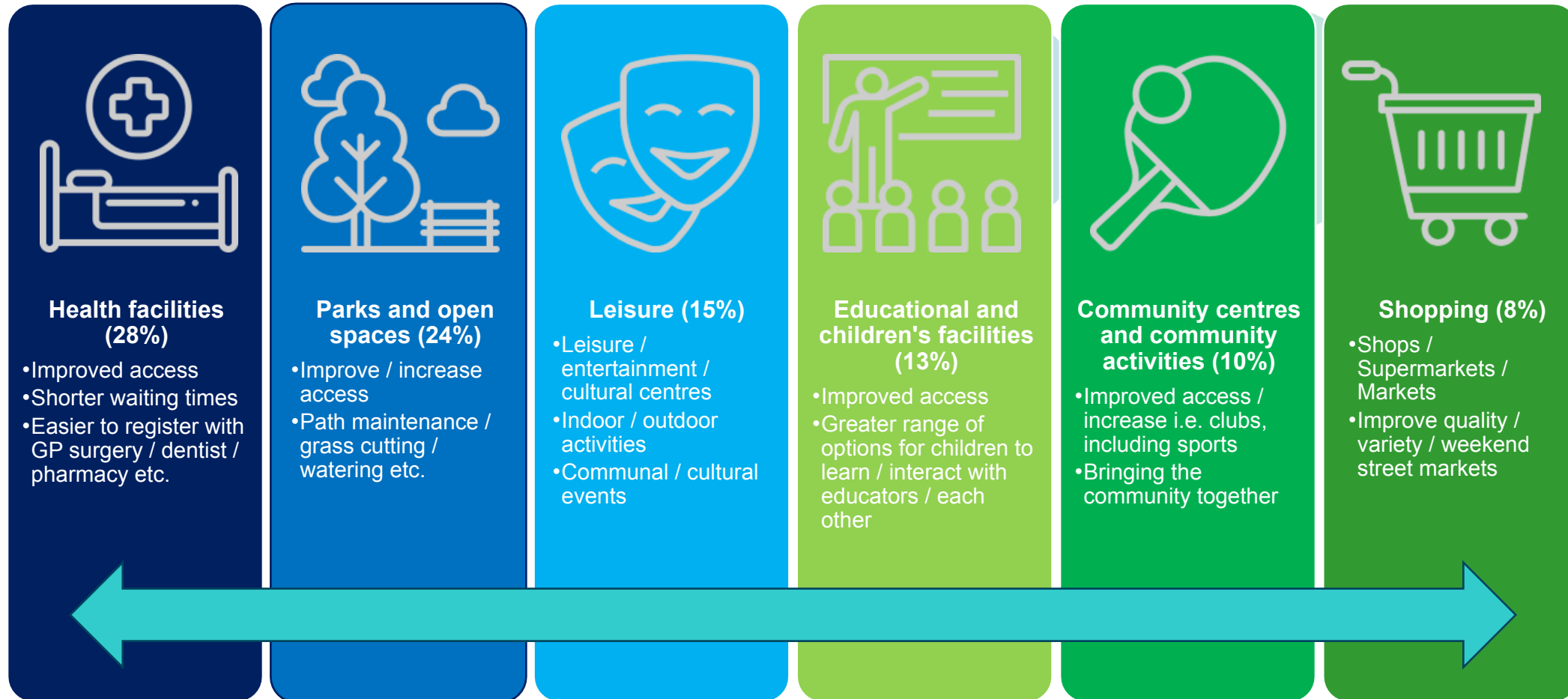
Base: Residents who have used each facility



Future priorities



Main priorities for Tower Hamlets Council

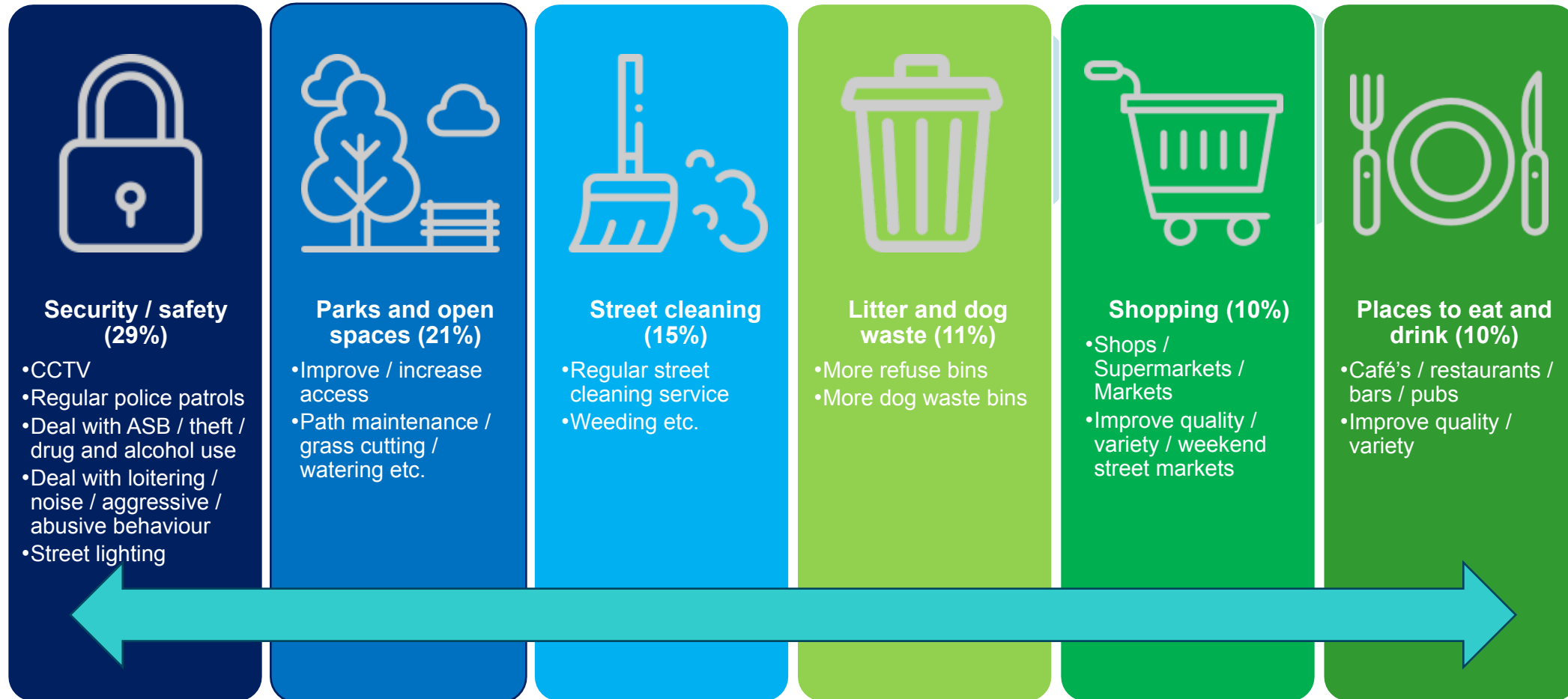


Q11: What, if anything, are the main priorities in terms of community facilities / infrastructure (e.g. health facilities, education facilities) that Tower Hamlets Council should consider for your local area? (Top responses)

Base: All residents who answered the question (1,820)



Main improvements needed in Tower Hamlets



Q12: What, if anything, do you think Tower Hamlets Council could do to improve your local area? (Top responses)

Base: All residents who answered the question (2,163)

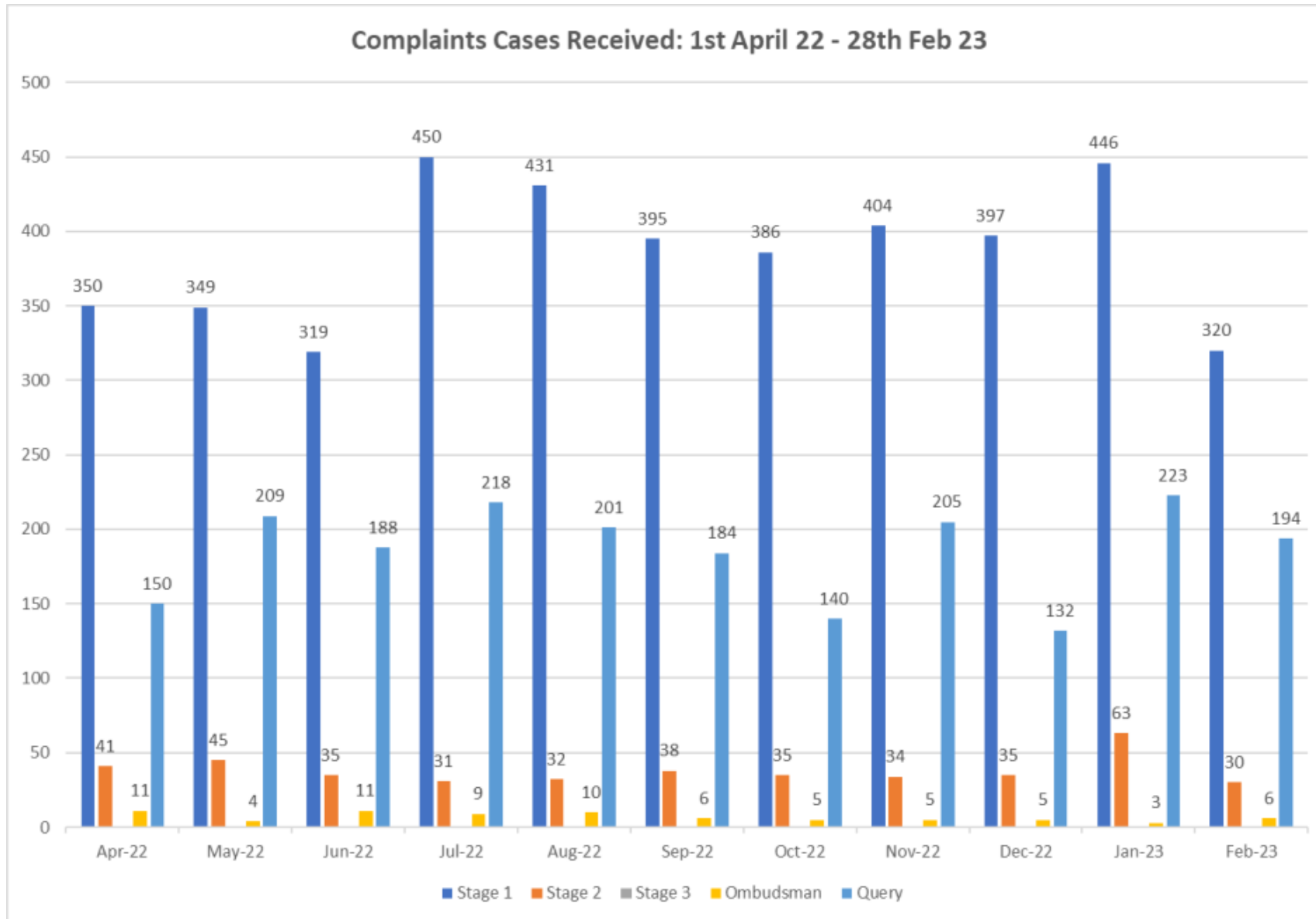


Information Governance

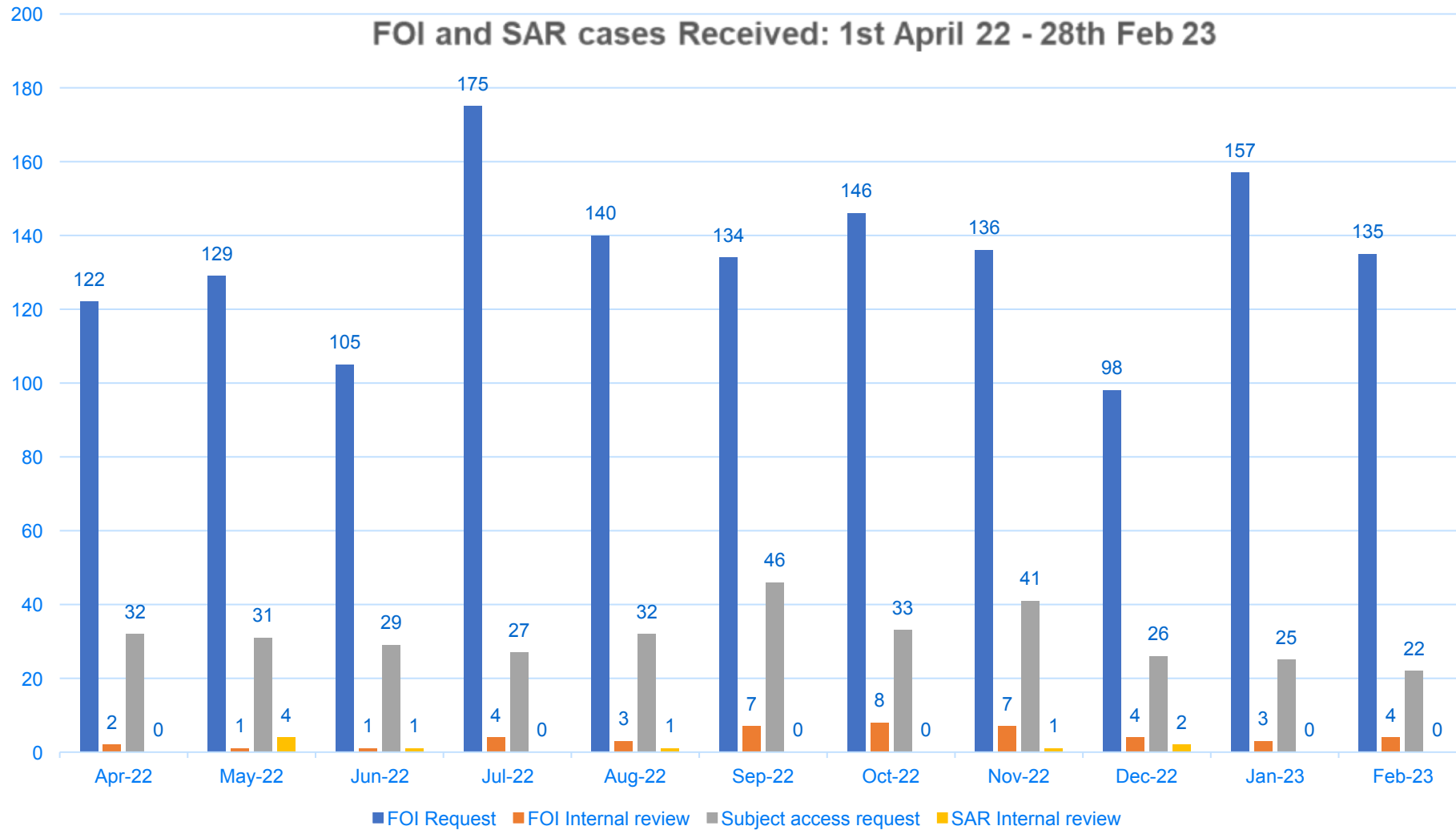
Complaints and Member Enquiries Data- Feb 2023



Section 1: Complaints



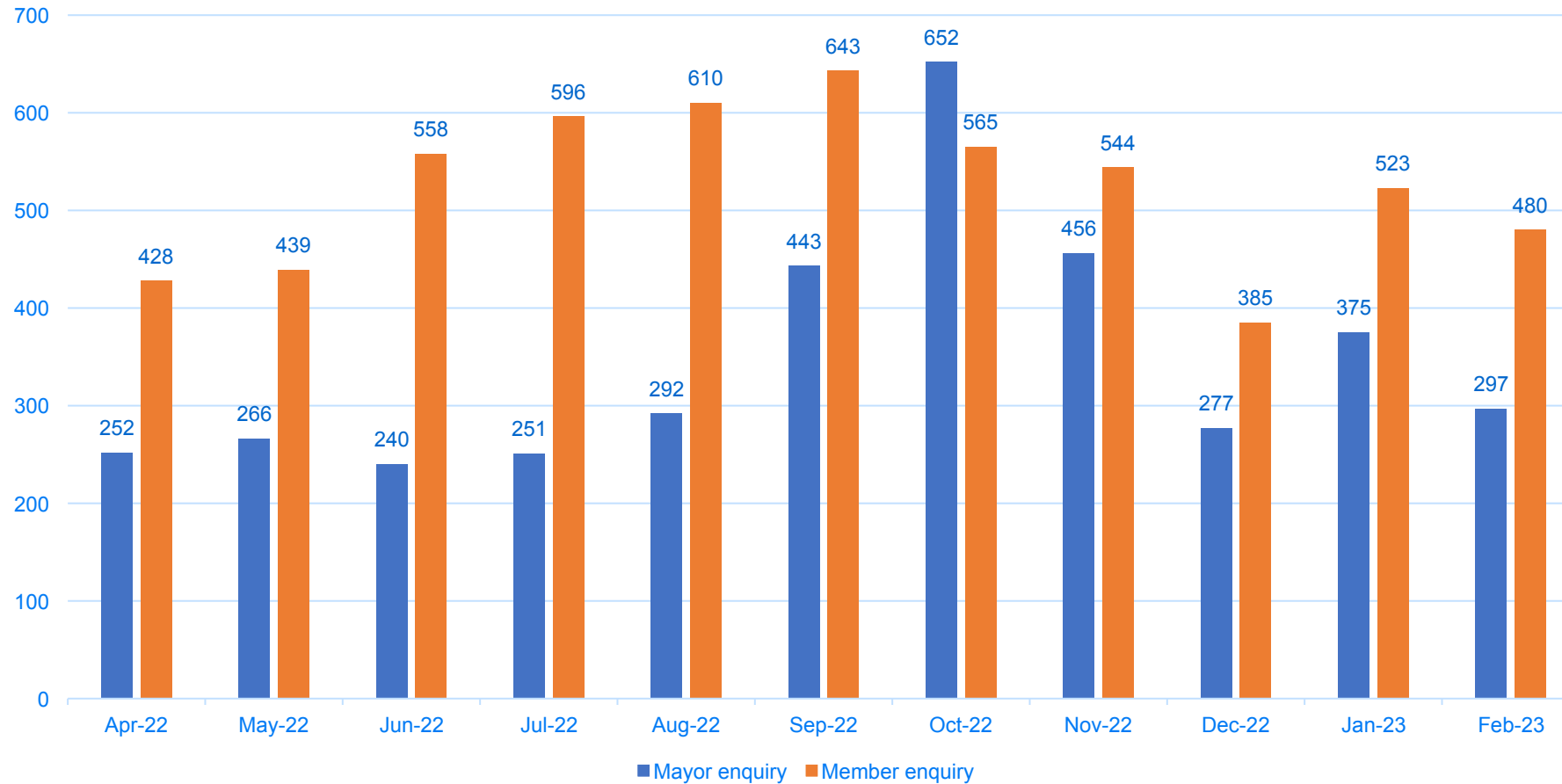
Section 2: Information Requests and Compliance



Section 3: Members Enquiries



Members Enqs and Mayors Enqs: Apr 1st 2022- 28th Feb 2023



Call Centre and Residents Hub



Contact Centre Call Performance – April 2021 to October 2022

Service	Total Calls offered	Total calls answered
Council Tax	111683	89020
Switchboard	95698	84454
Benefits	83496	58546
Parking	66208	55534
Streetline	17580	13905
Pest Control	5610	5426
Complaints Service	1388	1204
Members	156	94

Month	% answered within 2 minutes
Apr-21	58.25%
May-21	58.48%
Jun-21	64.17%
Jul-21	59.52%
Aug-21	53.51%
Sep-21	54.19%
Oct-21	56.40%
Nov-21	44.17%
Dec-21	51.31%
Jan-22	50.29%
Feb-22	68.99%
Mar-22	45.07%
Apr-22	54.60%
May-22	57.40%
Jun-22	61.04%
Jul-22	56.53%
Aug-22	51.84%
Sep-22	48.61%
Oct-22	57.00%



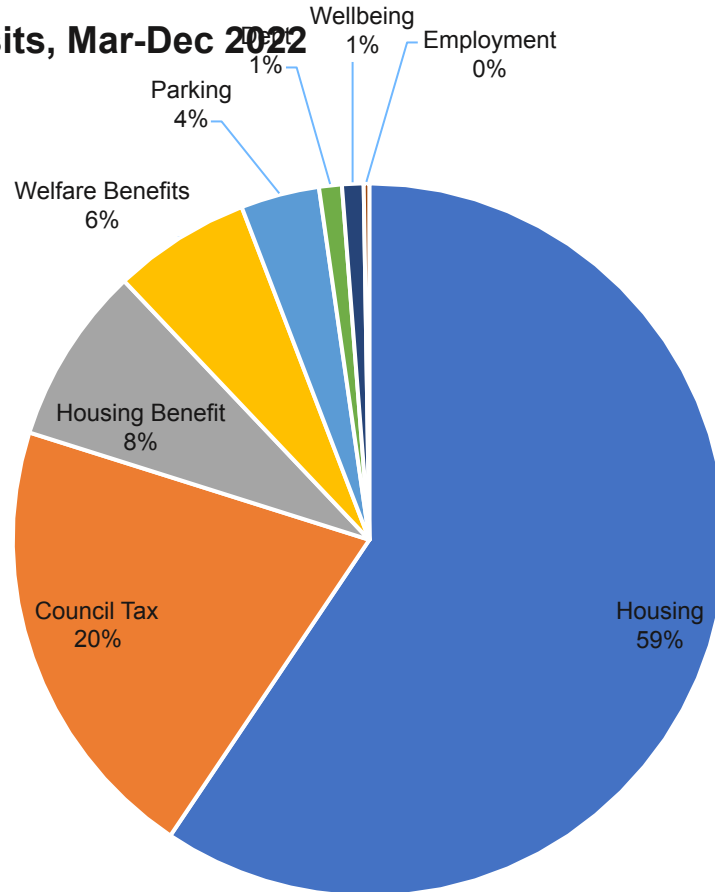
Factors impacting achieving target of 80% calls answered in 2 minutes

- Impact from a number of changes for Council Tax
- Staff moved to support the Residents' Hub
- Absorbing Social Media response into the Contact Centre

In March- December 2022, Residents Hub had 6,779 visits. The most popular theme was Housing (59%), followed by Council Tax (20%)



Residents Hub visits, Mar-Dec 2022
Total visits: 6,779



- In the period between March and December 2022, the Residents Hub received 6,779 service user visits.
- 59% of them were about Housing, followed by Council Tax (20%).



Digital access to the council – the website, online form and social media



Visits to the council website: The most popular page was 'manage your council tax account' in July-Sept 2022

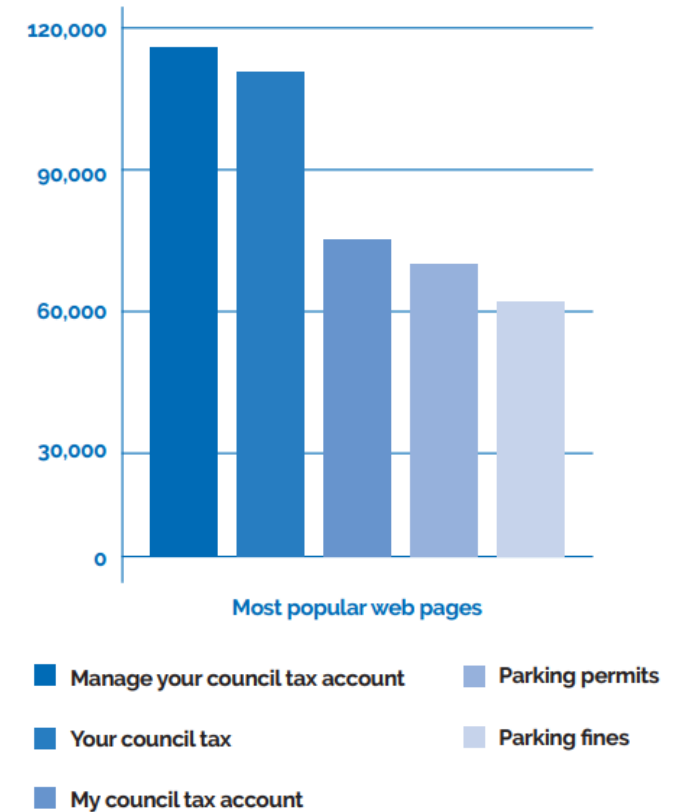


	July	August	September	Q2 total
Visits 2022	354,289	357,118	369,323	1,080,730
Visits 2021	427,170	387,677	371,400	1,186,247
Percentage change	-5.9%	-5.3%	-14.9%	-8.9%

Visits

- In July-Sept 2022, visits to the website have decreased by 9 per cent (105,517) compared to the same period of 2021.
- The decrease is expected as the COVID-19 pages that were in such demand a year ago are no longer used by customers.
- The most popular page remained 'Manage your council tax account'.

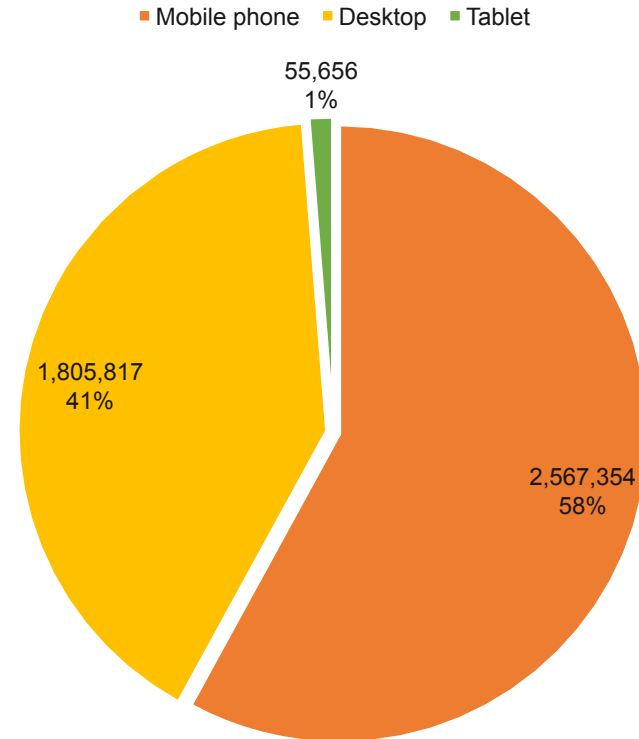
Most popular webpages, July-Sept 2022



In 2022, 58% of visits to the council website were made via mobile phone, followed by desktop (41%)



Number of visits to the council website by device, 2022



- 58% of visits to the council website was made via mobile phone, followed by desktop (41%).



The council website is more accessible than the Local Government benchmark. However, it can use Plain English more.



Accessibility Score: a measure of how well a site meets the standards set out in WCAG (Web Content Accessibility Guidelines).

- Council website's accessibility score on 30 Sept 2022: 92.2 (out of 100)
- Local Government benchmark on 30 Sept 2022: 85.8 (out of 100).

Plain English: the council aims to make the website as easy to understand as possible, i.e. a reading age of 14 years or younger.

- 46.8%: 'Difficult to read (18-19 years old)' readability
- 26.7%: 'Fairly difficult (15-18 years old)'
- 17.1%: 'Plain English (13-15 years old)' or more readable.

Use of Plain English in the council website, Q2 2021-22

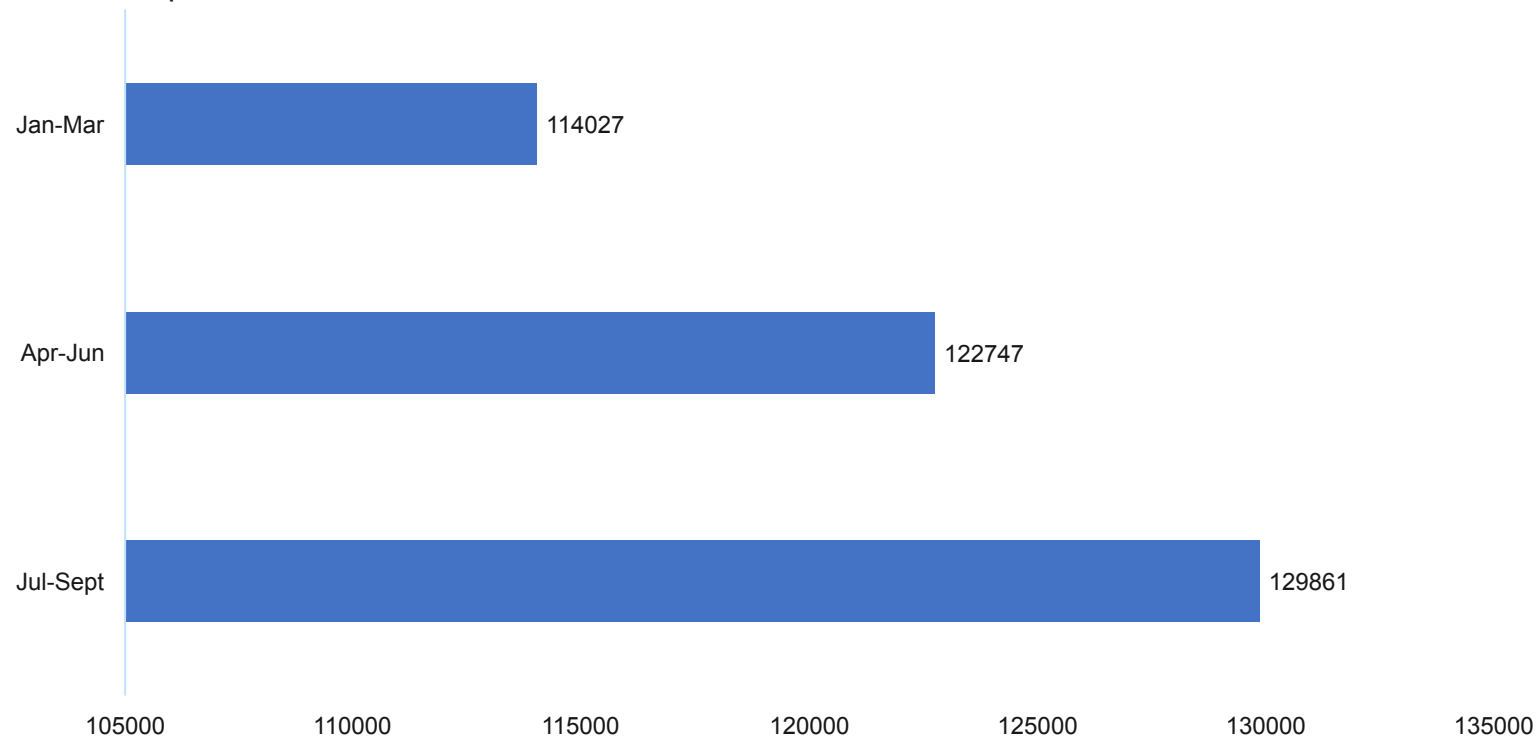
Page readability	Pages	% of total	
Very easy (10-11 years old)	9	0.2%	17.1%
Easy to read (11-12 years old)	29	0.7%	
Fairly easy to read (12-13 years old)	171	4.07%	
Plain English (13-15 years old)	509	12.1%	79.7%
Fairly difficult (15-18 years old)	1,123	26.7%	
Difficult to read (18-19 years old)	1,965	46.8%	
Very difficult to read (19 years old)	262	6.2%	
No readability score	127	3.02%	3.02%



The number of people who registered to use the council's online forms increased steadily between January and September 2022.



Numbers of users registered on the Granicus online form, Jan-Sept 2022



The number of people who registered to use the council's online forms increased every quarter between January and September 2022

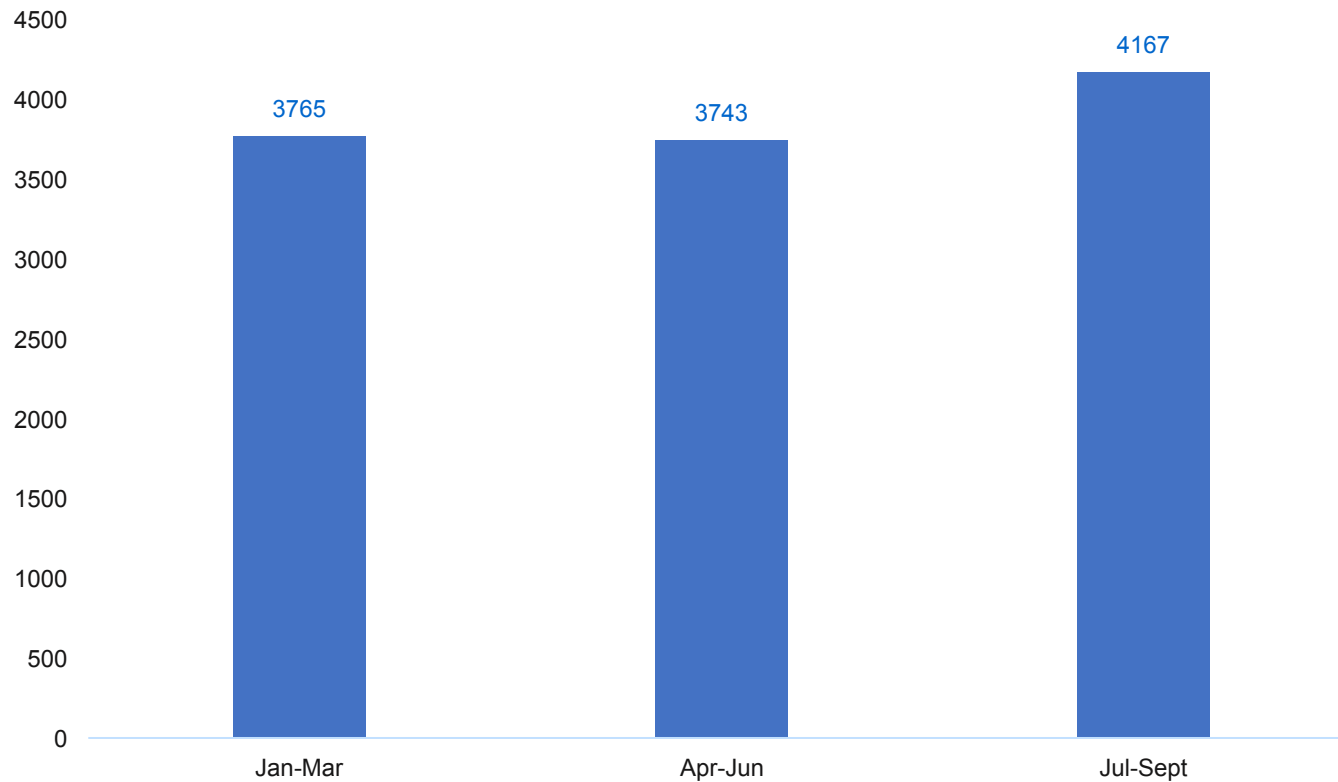
- January-March 2022 saw an increase of 6.5% registered users from the previous quarter
- April-June 2022 saw an increase of 7.8% registered users from the previous quarter
- July-September 2022 saw an increase of 5.6% registered users from the previous quarter.



95% of bulky waste requests were made online in Jul-Sept 2022



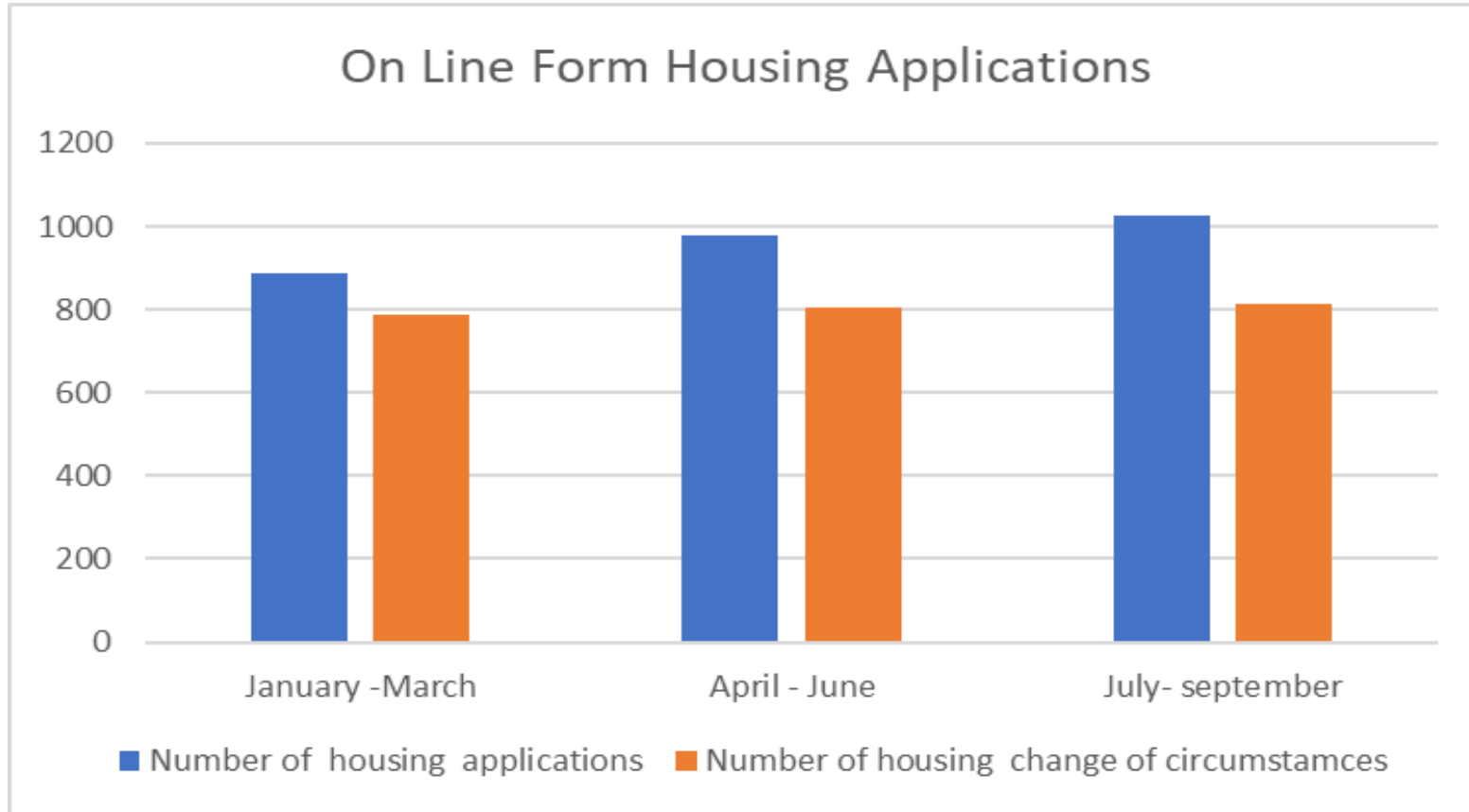
Bulky waste online request, Jan-Sept 2022



- In Jul-Sept 2022, 4,167 bookings were made using the online system. During this quarter, the contact centre took 205 bookings, resulting in 95 per cent being requested online.
- Then online form offered a more convenient option for residents. Also, it is estimated that having these appointments online has saved the council £34,211.07.



The number of housing applications submitted online increased every quarter between Jan and Sept 2022



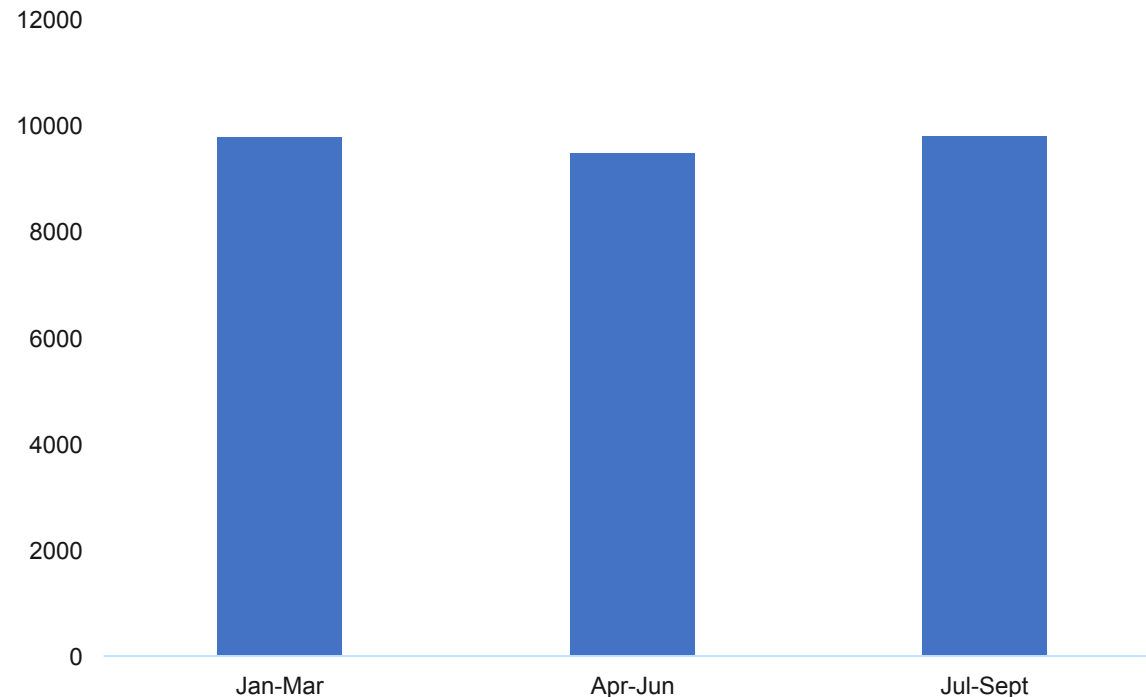
- The number of housing applications submitted online increased every quarter between Jan and September 2022.
- In July-Sept 2022, 1,024 housing applications were submitted online.
- Online reporting on change or circumstances increased slightly at each quarter during this period.



The council received over 9,000 messages via Social Media at each quarter between Jan and Sept 2022



Incoming messages via Social Media, Jan-Sept 2022



The council received over 9,000 social media messages at each quarter between January and September 2022.

Top five topics of the messages

January – March

1. Waste collection
2. Road, pavement and parking
3. Street issues, fly tipping and bins
4. Arts, events and culture
5. Council tax

April – June

1. Council tax
2. Waste collection
3. Arts, events and culture
4. Elections and voting
5. Road, Pavements and parking

July – September

1. Waste collection
2. Arts Events
3. Street issues, litter, fly tipping and bins
4. Transport Policy, Liveable Streets
5. Council tax



Housing



People who joined the borough's common housing register wait for a social housing tenancy offer for a long time



Average waiting time in years – based on the actual lets for the financial year 2021/22

Priority band	Studio	1 bed	2 bed	3 bed	4 bed	5 beds
Band 1 (high priority need)	3	2	4	6	8	8
Band 2 (priority need)	4	5	6	10	13	11
Band 3 (general housing options)	5	6	14	9	No lets	No lets

- There is a large demand for social housing in Tower Hamlets. There were 21,840 housing applicants on Tower Hamlets Common Housing Register (CHR). Around 43% of households (9,374) were living in overcrowded conditions making up 73% of applicants in Bands 1 and 2.
- 1,972 applicants lack 2 or more bedrooms; 311 lack 3 or more bedrooms
- The council and its registered social landlord partners operate a housing register for those who are eligible.
- Most people who join the housing register are very unlikely to be offered a social housing tenancy. Even if they qualify, they may have to wait for a long time.



LBTH Children and Family Centres User feedback, 2022



Children and Family Centres annual survey 2022



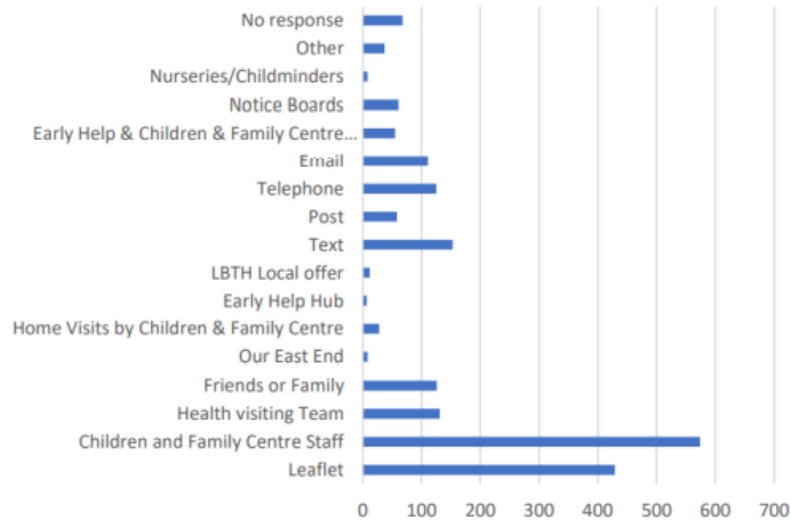
- Conducted in February 2022
- 1,136 samples
- The centres offer services to 19 years old and up to 25 with Special Education Needs and Disability
- Support and Empower parents and families to access a wide range of care, play and support services
- A centre for joined-up services with partners
- The survey questions include how the users are satisfied with the centres' four service areas



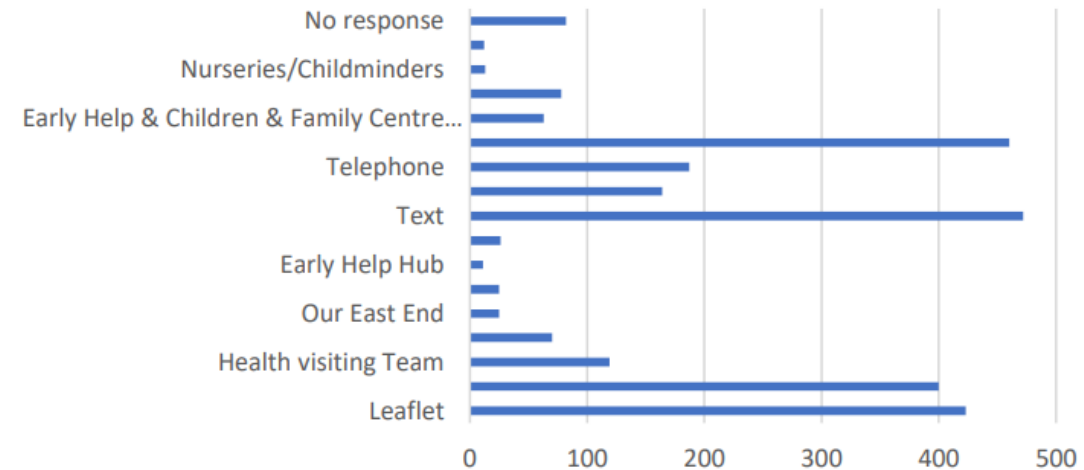
The centre users would like to be kept informed by text messages, followed by emails, leaflets and via the centre staff in the future



How are you kept informed of the services provided? 2021/22



How would you like to be kept informed of services in the future? 2021/22

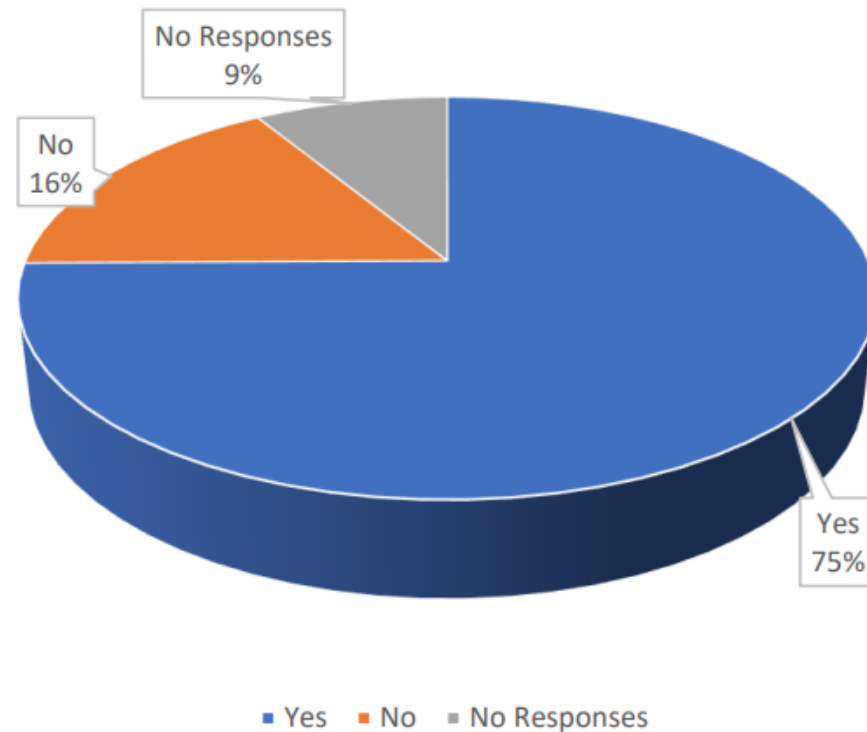


- In 2021/22, the centre staff and leaflets were two key methods to provide information for the users.
- They would like to be contacted by text messages, emails, leaflets and the centre staff in the future.



75% of the survey respondents found the centres' communications and publications accessible.

Do you find our communications and publications easy to read and accessible?



The users found they feel welcomed at the centres overall.



Suggestions on improving how welcome the centres are	Analysis
More capacity	A major issue; parents feel they are being turned away due to space shortage. A booking system will ensure families can access the service fairly and equally.
More communication	Parents want more interaction with staff to feel welcome
More activities, trips and sessions	Demands for more activities in general as well as for the older children during evenings and school holidays.
Longer hours, flexible times	Demands for activities during evenings and school holidays for older children.



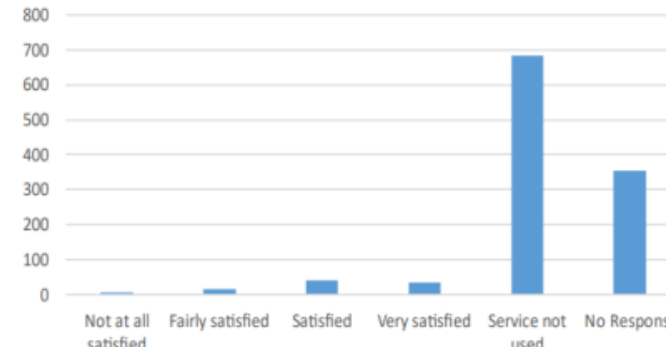
Most users were satisfied with the services the centres offer



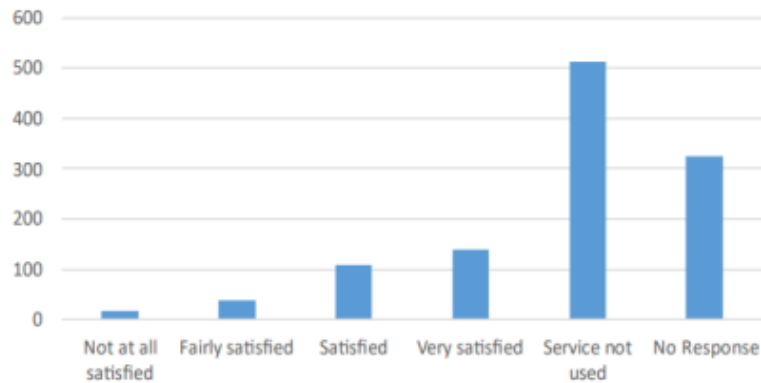
Satisfied with Health Services? 2021/22



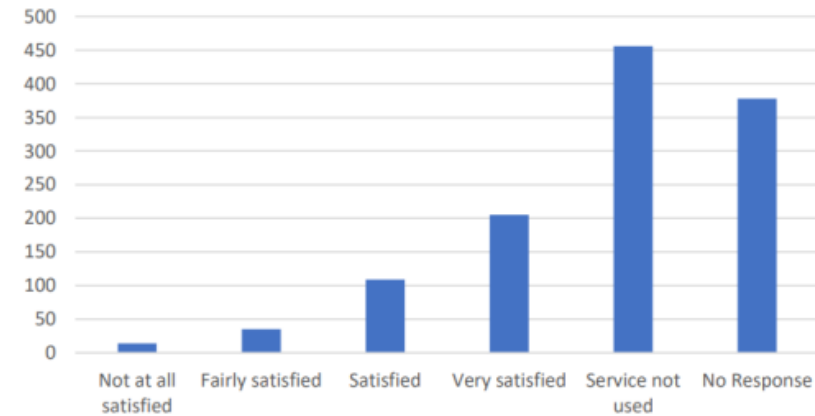
How satisfied were you with the service provided? 2021/22



How satisfied with Family Support Services? 2021/22



Satisfied with Early Learning Services? 2021/22



Personal Social Services Adult Social Care Survey, 2021-22

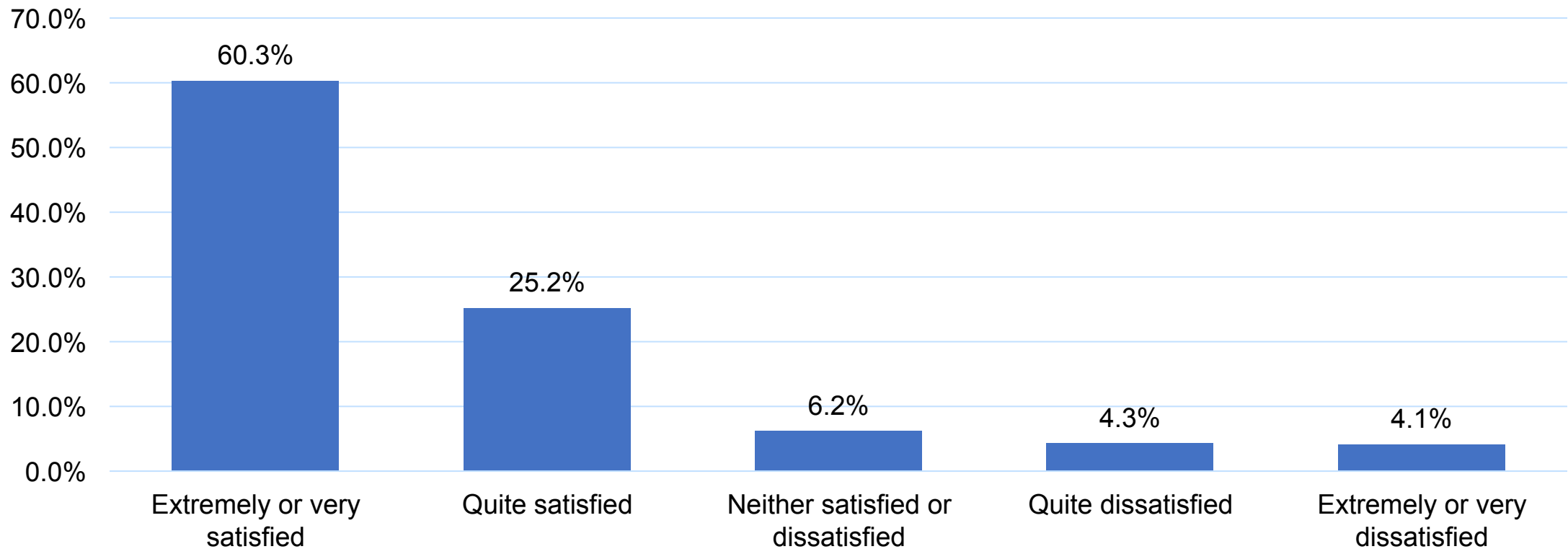
Tower Hamlets response (3,185 respondents)



Over 85% of the respondents were satisfied with the services they had received



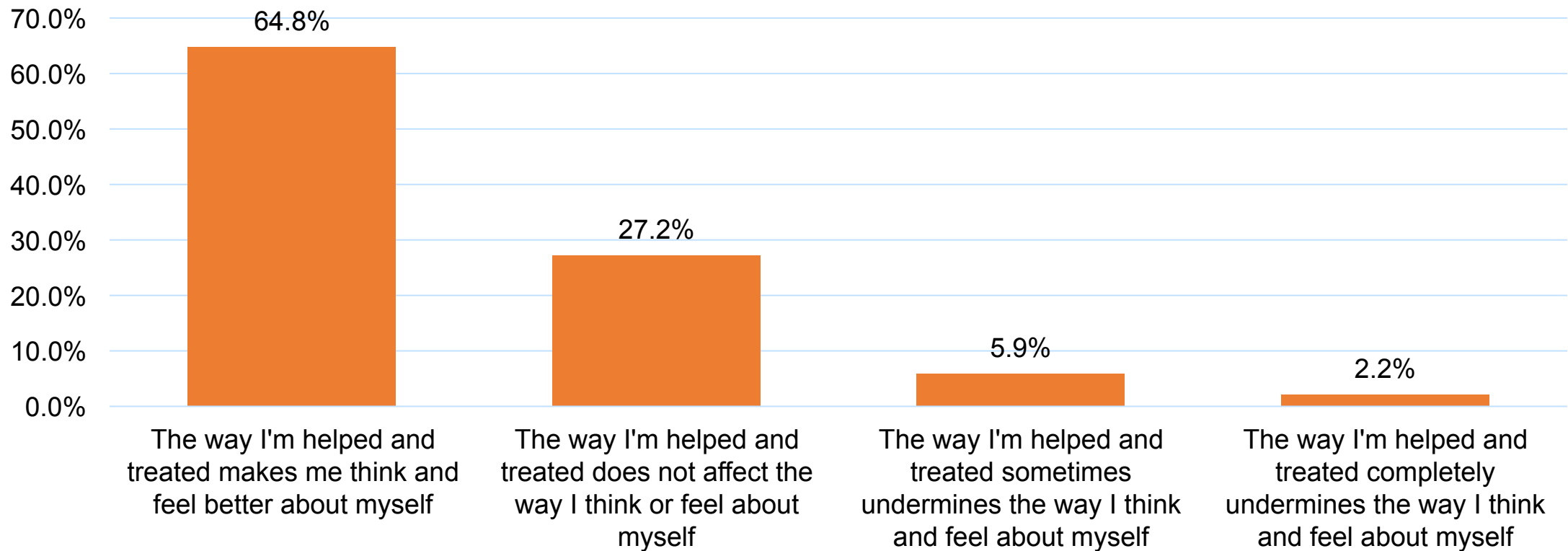
Q1 combined - Overall, how satisfied or dissatisfied are you with the care and support services you receive?



65% of the respondents found that the way they were helped and treated made them think and feel better about themselves



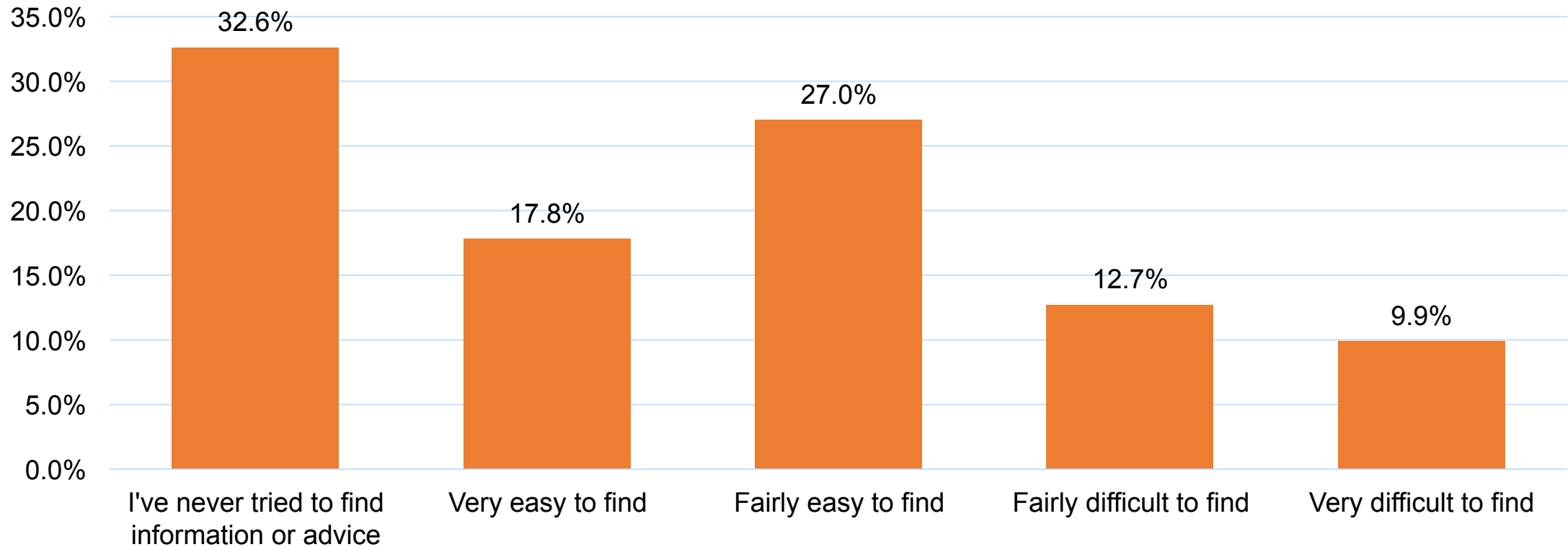
Q11 - Which of these statements best describes how the way you are helped and treated makes you think and feel about yourself?



About 45% of the respondents found finding information and advice were generally easy. 33% have never tried to find information or advice



Q12 - In the past year, have you generally found it easy or difficult to find information and advice about support, services or benefits?



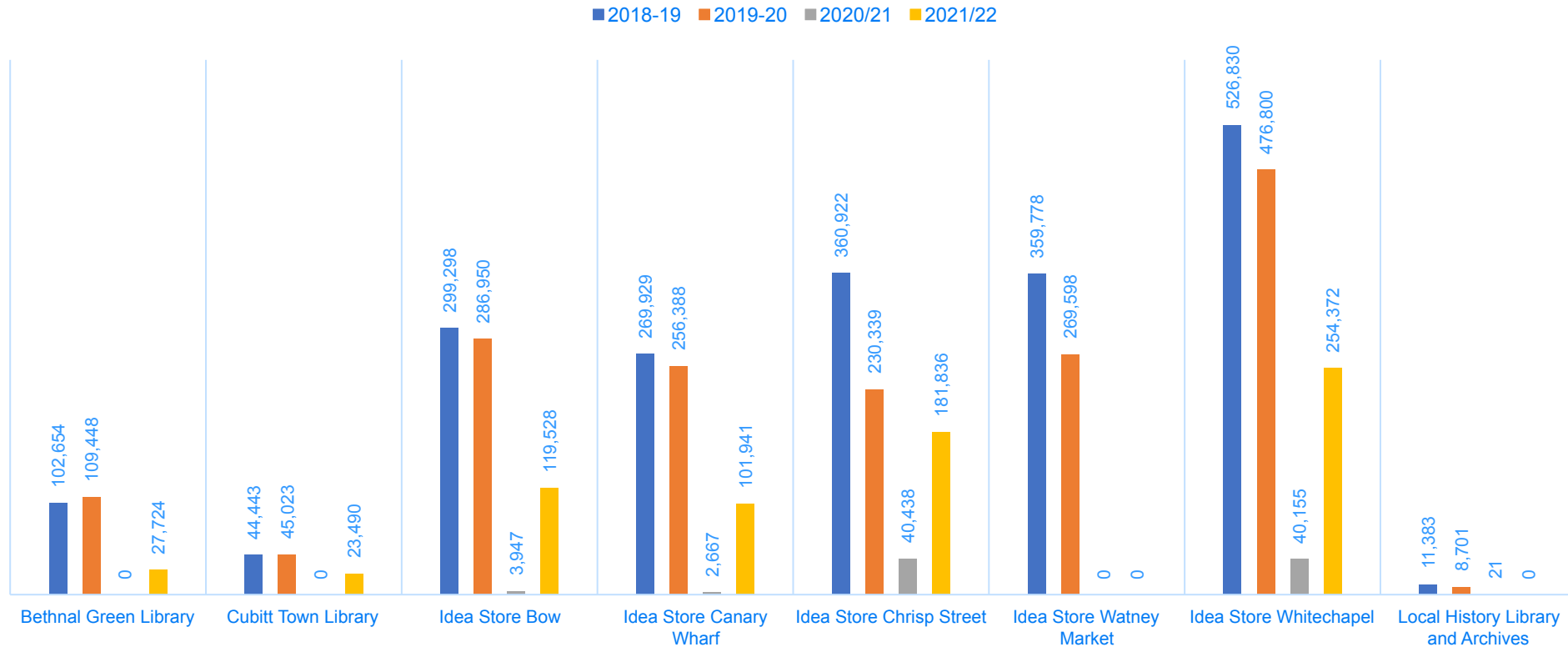
Idea Stores and Libraries, and Learning



In 2021/22, the number of visits to Idea Stores and the libraries was 38% of the 2018/19 level



IDEA STORES AND LIBRARIES VISITS 2018/19-2021/22



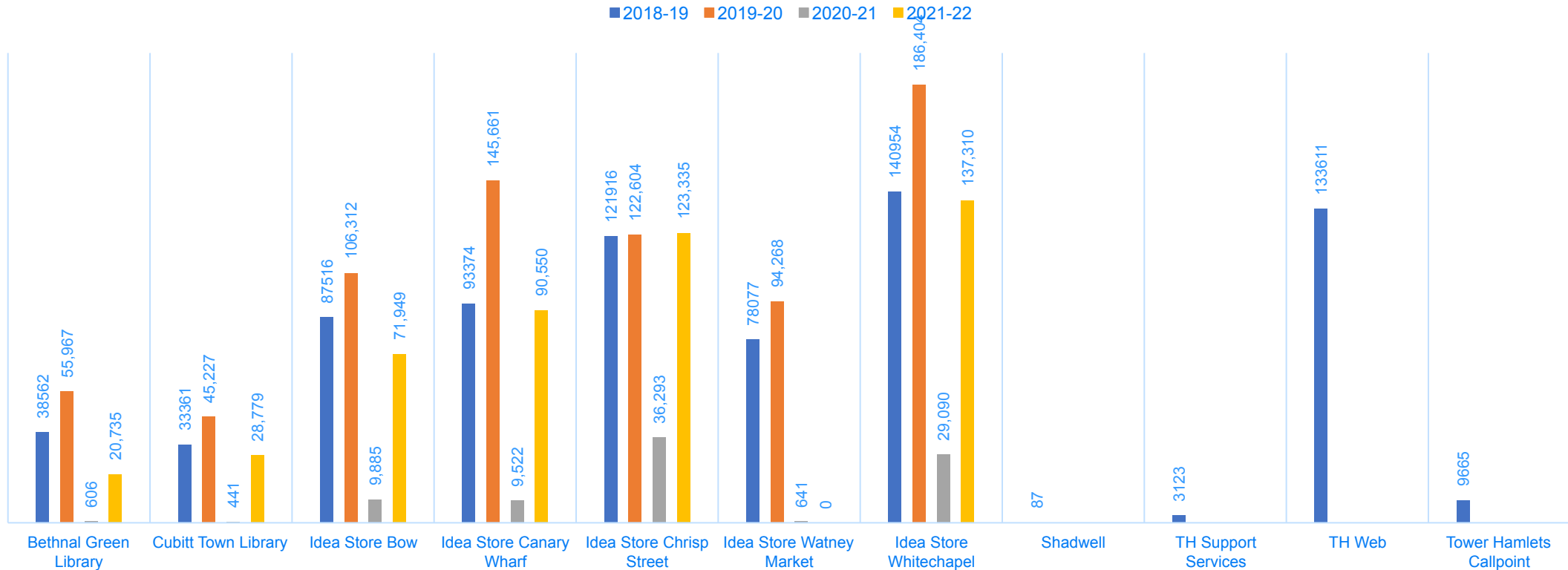
- In 2018/19, Idea Stores and the libraries received 1,872,583 visits. In 2021/22, they had 708,891 visits, 38% of the 2018/19 level.



In 2021/22, the number of Idea Stores and Libraries issues was 62% of the 2019/20 level



IDEA STORES AND LIBRARIES ISSUES



- In 2018/19, there were 740,242 Idea Store and Libraries issues; 756,443 in 2019/20; 472,658 in 2021/22. In 2021/22, it was 62% of the 2019/20 level.



Vast majority of Idea Store learners were satisfied with the courses they undertook in 2021/22



Skills the learners are developing	Satisfied with courses	Would recommend to family and friends
Communication, Languages, Creative skills	98%	96%
Creative skills, Communication, Work skills and career progression, Employability, Child development, Digital skills	98%	97%
Creative skills, Communication, Work skills and career progression, Employability, Digital skills	97%	98%

- Idea Store Learners survey 2021-22
- Total enrolments: 4,720



Parking and Mobility services

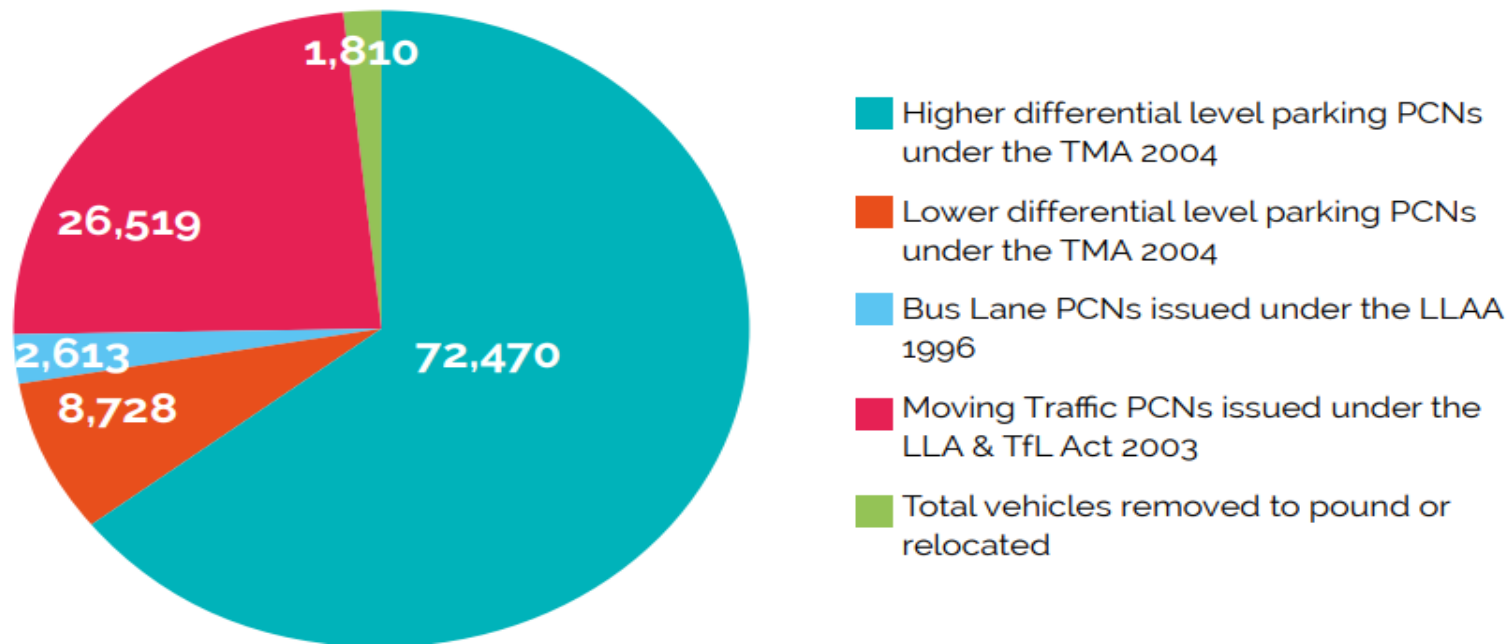


Parking and Mobility Services



Penalty Charge Notices issued 1st April 2020 – 31st March 2021

Enforcement statistics

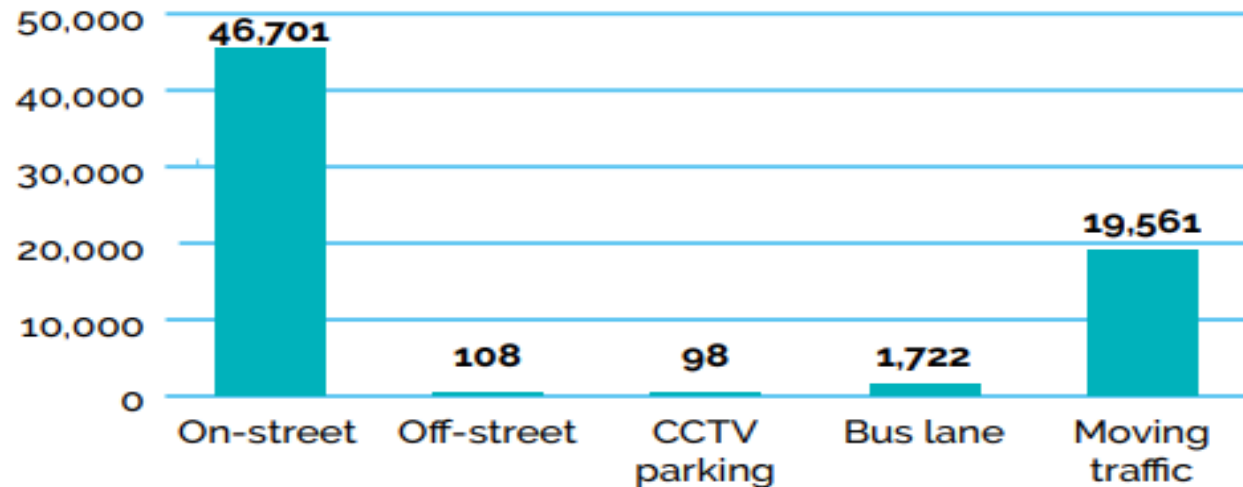


Parking and Mobility Services



Penalty Charge Notices, paid by type 1st April 2020 – 31st March 2021

PCN's paid by type



The number of PCN 's paid by type were higher in the year 1st April 2019 – 31st March 2020

On-street	54,579
Off-street	232
CCTV Parking	199
Bus Lane	1,940
Moving traffic	19,277



In 2020/21, 45,487 parking permits were issued in total, 66% of which were Resident parking permit



The number of parking permits issued by type, 1 April 2020 – 31 March 2021

Permit Type	Issued	Renewed	Total
Resident	22,054	8,088	30,142
Daily Temporary	12,861	N/A	12,861
Public Service	1,165	57	1,222
Business	687	125	812
Contractor	294	33	327
Car Club	90	0	90
Market	29	4	33
Total	37,180	8,307	45,487



In 2020/21, 393,250 parking vouchers were issued in total



Online parking vouchers issued by type 1 April 2020 – 31 March 2021

Voucher type	Online
Resident 60+	175,882
Resident	172,113
Carers	13,967
Public service	845
Market Trader	133
Total	362,940

An additional 30,310 individual paper scratch cards were issued to residents 60+ or those who have a carer.



Tower Hamlets Council Customer Service Staff Survey – ServCheck Survey by The Institute of Customer Service





ServCheck Survey Results

Tower Hamlets Council

Tower Hamlets People Survey 2022

December 2022

What is ServCheck?

ServCheck is based on the Service Experience Model. It is designed to help you assess your employees' view of how your strategy, organisation, culture and processes enable you to deliver world class customer service.



Assess your current levels of commitment and engagement to customer service



Improve service with input across your organisation



Benchmark against other organisations



Get the perspective of your employees across all job levels



Use the results to develop a true service culture



ServCheck is one of the elements of ServiceMark, the national standard of customer service

The Service Experience Model

The Model is based on the premise that world-class service relies on a customer focused strategy leading to:



ServCheck Results Tower Hamlets Council December 2022

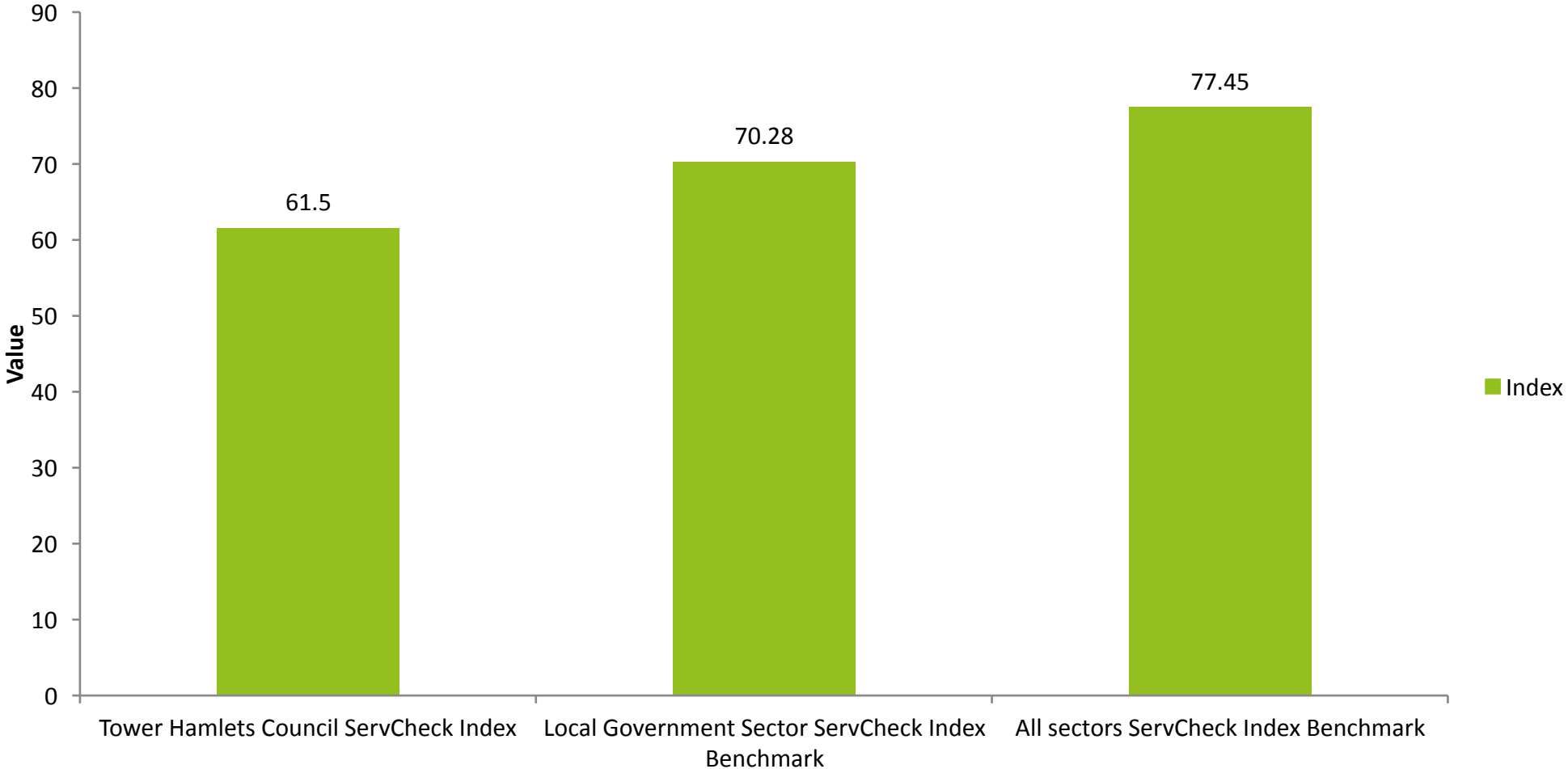


Employee Responses

65% completion - 330 out of 510 employees

Site	Senior Manager	People Manager	Non Manager	Total Staff
Tower Hamlets Council	20	85	225	330

Index Benchmark



Top 3 questions

Top 3 questions	Tower Hamlets Council
1.1 My Line Manager believes that great customer service is important to our business performance	84.48
1.28 We have a clear escalation process for complaints	75.45
2.15 Our organisation values the diversity of its people	74.88

Bottom 3 questions

Bottom 3 questions	Tower Hamlets Council
1.16 Our people are rewarded based on customer satisfaction performance	36.30
1.13 Our organisation shares customer experience performance with key external stakeholders	43.27
3.17 Customers are involved in the development of new services	46.00

Top 10 don't knows

Question	Tower Hamlets Council	UK Average
1.13 Our organisation shares customer experience performance with key external stakeholders	43%	30.6%
1.6.3 My organisation does the right thing for: its suppliers	36.1%	-
3.17 Customers are involved in the development of new services	28.5%	24.1%
3.12 We have a suggestion scheme (or other system) for employees to put forward ideas to improve customer experience	27.6%	12.8%
1.16 Our people are rewarded based on customer satisfaction performance	26.1%	11.7%
3.18 We regularly learn service best-practice from other organisations inside and outside of our industry sector	24.5%	19.8%
1.21 Our organisation has a good reputation for customer service/experience	21.5%	5.9%
1.14 Our organisation shares customer experience performance with employees and customers	21.2%	6.5%
1.9 We measure what is important to our customers by measuring all key touchpoints/interactions across the service experience	21.2%	6.9%
1.6.1 My organisation does the right thing for: environmental sustainability	20%	-

External engagement



Customer Service Survey for external service users, Oct 2022



- 30 responses
- Top three most contacted services: Parking, Council tax and Waste service
- Some experienced long waiting for phone calls (50% of the respondents, 8 min+) and emails (60%, 5 days+) to be answered.

