Customer Insight

North Somerset Council

Report of Town Hall customer survey
Waves 1 to 3 (Oct 2012 to Oct 2013)
Town Hall customer survey: Waves 1 to 3 (Oct 2012 to Oct 2013)

Key findings

- In wave 3 (Oct 2013), 86% of customers said they rated the service they received as good (the highest available rating). This figure dropped wave 1 to wave 2 but has been steady wave 2 to 3.

- High overall satisfaction rates have increased, waves 2 to 3, only for those whose main reason to visit was housing advice.

- Across all three waves, around 95% of visitors who dealt with staff rated the staff as very welcoming, very professional and very knowledgeable. There was some slippage in satisfaction between waves 1 and 2, which has stabilised in wave 3.

- There were scores of individual suggestions (given in section 5 of this report) though no clear, major suggestions.

- The proportion of visitors who are non North Somerset residents has increased from 5% in wave 2 to 15% in wave 3.

- Among North Somerset resident-customers, 89% (wave 3) come from Weston-super-Mare. And 50% come from within 1.5km of the Town Hall. These figures have been stable over the year.

- 50% of visitors are accounted for by just 14 neighbourhoods in Weston-super-Mare, these containing only 13% of the North Somerset population. These are among the more deprived neighbourhoods. So, the most deprived 10% of the North Somerset population account for nearly 40% of Town Hall visitors. Again these figures have been stable over the year.

- The proportion of visitors who are first-time visitors has naturally been dropping over the year since opening. They now account for around one in every ten customers. Looking just at those who are not first-time visitors, over half are weekly visitors. Library users (especially using the PCs) are especially likely to be regular customers. This also means that footfall calculations are far from accurate estimates of the number of different individuals using the Town Hall.

- The most common reasons for using the Town Hall are the library and (new in wave 3) for housing or council tax benefits, each accounting for 28% of customers.

- 28% of customers self-served, with self service rates over 50% for library users.
1. Introduction

This report presents the results of a series of surveys assessing customers’ use of and reactions to the Town Hall (TH).

The main aims of the survey were to:

- Profile customers, mainly by geography
- Quantify service-areas used
- Measure satisfaction
- Get suggestions from customers.

The survey was conducted in three phases, called waves:

The TH opened on 1 October 2012. Wave 1 of the survey was designed to run very soon after the opening of the TH, and aimed to gauge initial reactions and get early feedback. It ran from 9 to 25 October 2012, yielding 227 interviews.

On 2 January 2013 the police located some services in the TH. Wave 2 of the survey was run in the weeks following that, from 19 January to 28 February.
2013, yielding 203 interviews. This was during a period of exceptionally cold weather.

Wave 3 was conducted 24 September to 10 October 2013, a year after the TH re-opened.

The survey was face-to-face, based on interviewing customers as they left the building.

Across all 3 waves there are 579 respondents. The response rate was high (79% across all three waves) suggesting a high degree of reliability. Note the decreasing response rates over the waves.

### Table 1

<table>
<thead>
<tr>
<th>Response rate</th>
<th>Number of people approached</th>
<th>Number of respondents</th>
<th>Refusals</th>
<th>Response rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1</td>
<td>257</td>
<td>227</td>
<td>30</td>
<td>88%</td>
</tr>
<tr>
<td>Wave 2</td>
<td>252</td>
<td>203</td>
<td>49</td>
<td>81%</td>
</tr>
<tr>
<td>Wave 3</td>
<td>225</td>
<td>149</td>
<td>76</td>
<td>66%</td>
</tr>
<tr>
<td>Waves 1 to 3</td>
<td>734</td>
<td>579</td>
<td>155</td>
<td>79%</td>
</tr>
</tbody>
</table>

This report uses population information, all of which is Crown copyright, courtesy of the ONS.

See Appendix B for details about the survey and Appendix C for the questionnaire used.

For more information, contact
Dave Ostry
Research and Information Officer
North Somerset Council
Dave.ostry@n-somerset.gov.uk
Tel: 01275 888 762.

November 2013.

### 2. Profile of customers

Customers can be profiled according to:

- sex
- home location
- whether first time visitor to the TH or not.

#### 2.1. Sex

Consistently across all 3 waves, about half of customers are male and half female, in line with the adult population.
2.2. Location

Interviewers tried to get the home postcode of all respondents to maximise the ability to map location of TH customers. In each wave, a handful of respondents did not give a postcode or gave a non-existent or an incomplete postcode\(^1\). This means the bases for the following analysis vary slightly e.g. there are a handful of respondents we know are from Weston-super-Mare residents but not a complete-enough postcode to say which neighbourhood they live in.

Customers’ geographical distribution is described here in several ways: how many kilometres their home is from the TH, their postcode, their ward, their neighbourhood\(^2\), whether they are a North Somerset resident or not.

2.2.1. North Somerset residents

In wave 3, the proportion of customers who come from out-of-district rose to 15%. The reason for this increase is not known. The larger proportion of very local people may be due to, in wave 1, opportunistic ‘sightseeing’ in the days after opening. And in wave 2 it may have been due to the very cold weather, enticing passers-by inside.

Fig 2.

<table>
<thead>
<tr>
<th>Where customers come from</th>
<th>Wave 1</th>
<th>Wave 2</th>
<th>Wave 3</th>
<th>Waves 1 to 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of all customers providing at least rough location information</td>
<td>221</td>
<td>202</td>
<td>149</td>
<td>532</td>
</tr>
<tr>
<td>% of customers who are North Somerset residents</td>
<td>97</td>
<td>95</td>
<td>85</td>
<td>93</td>
</tr>
<tr>
<td>% of customers who are not North Somerset residents</td>
<td>3</td>
<td>5</td>
<td>15</td>
<td>7</td>
</tr>
</tbody>
</table>

2.2.2. North Somerset residents location by town

Across all three waves, 87% of the North Somerset resident-customers, come from Weston-super-Mare\(^3\). This figure did not vary much between the three waves.

Fig 3.

<table>
<thead>
<tr>
<th>Where North Somerset customers come from</th>
<th>Wave 1</th>
<th>Wave 2</th>
<th>Wave 3</th>
<th>Waves 1 to 3</th>
<th>Total popn</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of North Somerset customers providing town-specific location</td>
<td>210</td>
<td>185</td>
<td>126</td>
<td>521</td>
<td>202,600</td>
</tr>
<tr>
<td>Clevedon</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>Nailsea/Backwell</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td>Portishead</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td>Weston-super-Mare</td>
<td>87</td>
<td>85</td>
<td>89</td>
<td>87</td>
<td>38</td>
</tr>
<tr>
<td>Other North Somerset</td>
<td>9</td>
<td>11</td>
<td>9</td>
<td>10</td>
<td>30</td>
</tr>
</tbody>
</table>

Note that Weston-super-Mare accounts for 38% of the North Somerset population but 87% of customers.

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1 Where possible (and sensible) these have been allocated a correct or nearby postcode. In a very few cases we have no postcode information, though in some of those, respondent said if they are a North Somerset resident or not.

2 The term ‘neighbourhood’ in this report means census Super Output Areas (SOAs).

3 Towns are defined here in terms of ward names. So for example, “Weston-super-Mare” is defined here as comprising all wards with “Weston-super-Mare” in the name.

4 The total population figure here is from the 2011 census.
2.2.3. Location by distance

Fig 4 shows the percentage of all customers (not just North Somerset residents) in terms of the distance they live from the TH. So, across all three waves 50% of customers come from within 1.5km of the TH. And 86% (50%+35%) come from within 5km. Note that this has hardly changed over the three waves.

Fig 4.  

<table>
<thead>
<tr>
<th>Where customers come from</th>
<th>Wave 1</th>
<th>Wave 2</th>
<th>Wave 3</th>
<th>Waves 1 to 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of customers providing specific location information</td>
<td>217</td>
<td>202</td>
<td>132</td>
<td>419</td>
</tr>
<tr>
<td>Lives up to 1.5km from the Town Hall</td>
<td>54</td>
<td>46</td>
<td>49</td>
<td>50</td>
</tr>
<tr>
<td>Lives 1.6km to 5km from the Town Hall</td>
<td>32</td>
<td>37</td>
<td>39</td>
<td>36</td>
</tr>
<tr>
<td>Lives over 5km from the Town Hall</td>
<td>14</td>
<td>17</td>
<td>11</td>
<td>14</td>
</tr>
</tbody>
</table>

See Appendix A for maps showing the size of these areas.

Fig 5 shows the same information but with different distance-categories. So 69% of visitors (all waves) come from within 3km of the TH.

Fig 5.  

<table>
<thead>
<tr>
<th>Where customers come from</th>
<th>Wave 1</th>
<th>Wave 2</th>
<th>Wave 3</th>
<th>Waves 1 to 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of customers providing specific location information</td>
<td>217</td>
<td>202</td>
<td>132</td>
<td>419</td>
</tr>
<tr>
<td>Lives up to 1km from Town Hall</td>
<td>42</td>
<td>29</td>
<td>35</td>
<td>36</td>
</tr>
<tr>
<td>1.1 to 2km</td>
<td>17</td>
<td>23</td>
<td>26</td>
<td>21</td>
</tr>
<tr>
<td>2.1 to 3km</td>
<td>10</td>
<td>11</td>
<td>17</td>
<td>12</td>
</tr>
<tr>
<td>3.1 to 4km</td>
<td>12</td>
<td>8</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>4.1 to 5km</td>
<td>6</td>
<td>12</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>5.1 to 10km</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Over 10km</td>
<td>10</td>
<td>14</td>
<td>6</td>
<td>10</td>
</tr>
</tbody>
</table>
2.2.4. Location by ward and neighbourhood\textsuperscript{5}

The ward ‘providing’ the highest percentage of customers (in all waves) is Weston-super-Mare Central, accounting for (across all three waves) 22\% of customers.

\textbf{Main wards where customers live}

(\% of respondents per wave, showing any ward home to at least 1\% of respondents)

\begin{figure}
\centering
\includegraphics[width=\textwidth]{mainwards}
\caption{Main wards where customers live.}
\end{figure}

\textsuperscript{5} The term ‘neighbourhood’ in this report means census Super Output Areas (SOAs) 2001-2011 definitions, of which there are 124 in North Somerset with an average population of about 1,700 people. The 2001-2011 definitions are used in this report as the Index of Multiple Deprivation data is, at time of writing, tied to only those definitions.
Even within wards, customers tend to be drawn very disproportionately from certain neighbourhoods (SOAs). Fig 7, below, combines results from all three survey waves. 6% of customers come from one neighbourhood (WsM Central - Stafford Road), which accounts for 1% of the North Somerset population. 50% of customers come from 14 neighbourhoods (those shaded in Fig 7). These 14 neighbourhoods account for 13% of the North Somerset population but 50% of TH customers.

Fig 7.

<table>
<thead>
<tr>
<th>Which neighbourhood North Somerset customers come from</th>
<th>% of customers from each SOA (neighbourhood)</th>
<th>Waves 1 to 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of customers from SOA</td>
<td>Cume % of customers</td>
</tr>
<tr>
<td>SOA code</td>
<td>SOA name</td>
<td>521</td>
</tr>
<tr>
<td>E01014799</td>
<td>WsM Central - Stafford Road</td>
<td>6</td>
</tr>
<tr>
<td>E01014801</td>
<td>WsM Central - Grand Pier</td>
<td>5</td>
</tr>
<tr>
<td>E01014800</td>
<td>WsM Central - Alfred Street</td>
<td>5</td>
</tr>
<tr>
<td>E01014802</td>
<td>WsM Central - Ellenborough Park</td>
<td>5</td>
</tr>
<tr>
<td>E01014809</td>
<td>WsM East - Mendip Road</td>
<td>4</td>
</tr>
<tr>
<td>E01014842</td>
<td>WsM West - Upper Church Road</td>
<td>4</td>
</tr>
<tr>
<td>E01014844</td>
<td>WsM West - Victoria Quadrant</td>
<td>4</td>
</tr>
<tr>
<td>E01014843</td>
<td>WsM West - Cecil Road</td>
<td>3</td>
</tr>
<tr>
<td>E01014806</td>
<td>WsM Clarence &amp; Uphill - Clarence Park</td>
<td>3</td>
</tr>
<tr>
<td>E01014810</td>
<td>WsM East - Airfield</td>
<td>3</td>
</tr>
<tr>
<td>E01014814</td>
<td>WsM East - Moor Lane</td>
<td>3</td>
</tr>
<tr>
<td>E01014841</td>
<td>WsM West - Birnbeck</td>
<td>3</td>
</tr>
<tr>
<td>E01014807</td>
<td>WsM Clarence &amp; Uphill - Severn Avenue</td>
<td>3</td>
</tr>
<tr>
<td>E01014829</td>
<td>WsM South - Marchfields Way</td>
<td>3</td>
</tr>
<tr>
<td>E01014831</td>
<td>WsM South - Angyle Avenue</td>
<td>3</td>
</tr>
<tr>
<td>E01014805</td>
<td>WsM Clarence &amp; Uphill - Totterdown Lane</td>
<td>2</td>
</tr>
<tr>
<td>E01014811</td>
<td>WsM East - Earham Grove</td>
<td>2</td>
</tr>
<tr>
<td>E01014812</td>
<td>WsM East - Garsdale Road</td>
<td>2</td>
</tr>
<tr>
<td>E01014846</td>
<td>WsM West - Montpelier</td>
<td>2</td>
</tr>
<tr>
<td>E01014804</td>
<td>WsM Clarence &amp; Uphill - Uphill Road North</td>
<td>2</td>
</tr>
<tr>
<td>E01014772</td>
<td>Hutton &amp; Locking - Bleadon</td>
<td>2</td>
</tr>
<tr>
<td>E01014803</td>
<td>WsM Clarence &amp; Uphill - Uphill Village</td>
<td>2</td>
</tr>
<tr>
<td>E01014808</td>
<td>WsM Clarence &amp; Uphill - Selbourne Road</td>
<td>2</td>
</tr>
<tr>
<td>E01014815</td>
<td>WsM Milton &amp; Old Worle - Milton Park Road</td>
<td>1</td>
</tr>
<tr>
<td>E01014817</td>
<td>WsM Milton &amp; Old Worle - The Scaurs</td>
<td>1</td>
</tr>
<tr>
<td>E01014820</td>
<td>WsM Milton &amp; Old Worle - Greenwood Road</td>
<td>1</td>
</tr>
<tr>
<td>E01014833</td>
<td>WsM South - Windwhistle</td>
<td>1</td>
</tr>
<tr>
<td>E01014836</td>
<td>WsM South Worle - Silverberry Road</td>
<td>1</td>
</tr>
<tr>
<td>E01014743</td>
<td>Banwell &amp; Winscombe - St Georges</td>
<td>1</td>
</tr>
</tbody>
</table>

For a map showing where the neighbourhoods providing most customers (green-shaded in Fig 6) are, see Appendix A.

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6 All population data is based on the 2010 mid year estimate, Crown copyright, courtesy of the Office of National Statistics.
The 29 neighbourhoods shown in Fig 7 (shaded and unshaded) account for 75% of customers, but just 25% of the North Somerset population.

Another 57 neighbourhoods (not shown in the table) account for 45% of the North Somerset population and the remaining 25% of visitors. The final 38 neighbourhoods provided no respondents for this survey, even though they make up 30% of the adult population. All of this latter group of 38 are non-Weston-super-Mare neighbourhoods.

The extent of this clustering has not changed much between wave 1 and wave 3 (though, naturally, the contribution of individual neighbourhoods varies slightly)\(^7\).

### 2.2.5. Location by deprivation-of-area

The neighbourhoods from which customers are disproportionately drawn, tend to be the poorer neighbourhoods.

13 of North Somerset's 124 neighbourhoods are among the most deprived 20% of English neighbourhoods\(^8\).

The population of these 13 most-deprived North Somerset neighbourhoods is 20,200, or 10% of the North Somerset population. However, this ‘most-deprived’ 10% of the population accounts for 39% of customers to the TH (across all three waves).

Focussing only on the health and disability strand of deprivation, again, 13 of North Somerset’s 124 neighbourhoods are among the most deprived in England\(^9\). The population of this 13 is 20,400 or 10% of the North Somerset population. However this ‘most-health-deprived’ 10% of the population accounts for 38% of customers to the TH (across all three waves).

### 2.3. De-duplicated customer counts

We automatically count footfall into the TH, using a ‘people-counting’ machine. One aim of this survey was to get some idea of how this translates into a headcount of unique (‘de-duplicated’) individuals. Essentially: does a footfall of 100 equate to one person visiting 100 times? Or is it 100 people visiting once each?

Below is a rough estimate, based on asking all respondents whether this was the first time they had visited the New Town Hall “since its refurbishment”.

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\(^7\) Five SOAs feature in the ‘top 15’ in all 3 waves of the survey (WsM Central - Ellenborough Park, WsM Central - Grand Pier, WsM Central - Stafford Road, WsM West - Victoria Quadrant, WsM South - Argyle Avenue). And a further 7 feature in the ‘top 15’ in at least two waves of the survey.

\(^8\) IMD 2010 overall deprivation.

\(^9\) This list of neighbourhoods largely overlaps with the ‘general deprivation’ list, though the lists are not identical.
In wave 1 (Oct 2012), conducted within four weeks of opening, 52% of customers were first-time customers. By Wave 3 (Sep/Oct 2013) this had fallen to 9%.

Fig 8.

### Percentage of customers who are repeat visitors

<table>
<thead>
<tr>
<th>Wave</th>
<th>Repeat visitors</th>
<th>First time visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1</td>
<td>48</td>
<td>52</td>
</tr>
<tr>
<td>Wave 2</td>
<td>79</td>
<td>21</td>
</tr>
<tr>
<td>Wave 3</td>
<td>91</td>
<td>9</td>
</tr>
</tbody>
</table>

(% of respondents)
Of those who are not first-time visitors, most are at least weekly visitors\textsuperscript{10}.

This suggests that:

- a clear majority of people in the TH at any given time have been in, in the previous week or two.
- if footfall suggests that 40,000 visits have occurred in a given month, a large proportion will be the same individuals making repeat visits.

This chimes with the finding (see 2.2. above) that very local people comprise the majority of customers. Indeed it is people who live locally (and in more deprived areas) who tend (slightly) to be the more regular visitors.

Visitors who came in to use the library (especially library PCs) are especially likely to be repeat visitors. Men are slightly more likely than women to be regular visitors.

\textsuperscript{10} The wave 1 figure for this is not shown as the figure is obviously distorted by the fact that, for many non-first time customers, the TH had not been open much more than a week.
3. Purpose of visit

3.1 Main purpose of visit

The most common ‘main’ discrete reason to come to the TH is, in wave 3, jointly held by ‘using the library’ and ‘housing or council tax benefits’, both accounting for 28% of visitors’ main reason for coming to the TH.

‘Benefit’s have increased in salience from waves 1 and 2. It is the only issue that shows a clear increase in wave 3.

The library has decreased from wave 2, back to wave 1 levels. The large upspike in library use in wave 2 could be because the survey period coincided with a spell of very cold weather.

Use of a library PC was the third-most common reason to visit in wave 3. It has been stable, being the main reason to visit the TH for about one in every seven customers, across all waves.

If we include use of a library computer (PC), then the composite reason ‘library/library computers’ accounts for 43% of customers’ main reason to visit, similar to wave 1 levels.

The only other reason (accounting for over 10% of customers’ main reason in wave 3) is ‘other council’ (a miscellaneous, unspecified category) at 14% in wave 3.\textsuperscript{11}

\textsuperscript{11} Analysis of the free-text comments from this group do not offer any clues to the specific services sought.
Police services moved into the TH after wave 1. In wave 2, 4% of customers main reason to visit was police business. In wave 3 this was similar at 3%. This 3% amounts to four of the 149 wave 3 respondents: one for lost property, one for reporting a crime and two for unspecified ‘police other’ reasons.

Fig 10.

### Main reason came into the Town Hall

(\% of respondents [i.e. visitors] per wave. * means not asked in Wave 1. ^ means not asked in Waves 2 or 3)

<table>
<thead>
<tr>
<th>Service</th>
<th>Wave 1</th>
<th>Wave 2</th>
<th>Wave 3</th>
<th>Waves 1 to 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Any council service)</td>
<td>96</td>
<td>96</td>
<td>99</td>
<td></td>
</tr>
<tr>
<td>(Library or library PC)</td>
<td>45</td>
<td>54</td>
<td>54</td>
<td></td>
</tr>
<tr>
<td>Library</td>
<td>41</td>
<td>31</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>Housing or council tax benefit</td>
<td>20</td>
<td>28</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>Library PC</td>
<td>13</td>
<td>15</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Housing advice</td>
<td>6</td>
<td>3</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>^Payment of council tax</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Bus pass or blue badge</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>*(Any police service)</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Children’s services</td>
<td>3</td>
<td>1</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Other council service</td>
<td>16</td>
<td>19</td>
<td>19</td>
<td></td>
</tr>
</tbody>
</table>

Over all three waves of the survey, looking at main reason to visit:

**Sex**

Men are more likely than women to say ‘use library PC’. Women are more likely than men to say ‘use the library’ and for ‘benefits’.

**Location**

Customers living within 1.5km of the TH are more likely to say ‘use library PC’ than those living further away. Customers living over 1.5km away are more likely to say ‘benefits’ services than those living closer in.

**Deprivation**

Customers from more deprived neighbourhoods\(^\text{12}\) are more likely than others to use library PCs (but not benefits).

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\(^\text{12}\) SOAs which are among the most deprived 25% of SOAs nationally in terms of the 2010 IMD overall deprivation score.
3.2. Other services used

Consistently across all three waves, about one in every five customers did something else while they were at the TH (apart from their main purpose).

The secondary services used vary slightly between the waves though the library or library PCs account for over half of them in all three waves.

Fig 11.

Named services used in Town Hall either main or secondary purpose of visit

(\% of respondents, showing services used by over 5\% across all 3 waves)

<table>
<thead>
<tr>
<th>Service</th>
<th>Wave 1</th>
<th>Wave 2</th>
<th>Wave 3</th>
<th>Waves 1 to 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any council service</td>
<td>99</td>
<td>96</td>
<td>96</td>
<td>96</td>
</tr>
<tr>
<td>Library or library PC</td>
<td>55</td>
<td>58</td>
<td>54</td>
<td>54</td>
</tr>
<tr>
<td>Library</td>
<td>48</td>
<td>47</td>
<td>42</td>
<td>42</td>
</tr>
<tr>
<td>Housing or council tax benefit</td>
<td>33</td>
<td>29</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Library PC</td>
<td>17</td>
<td>19</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>Housing advice</td>
<td>7</td>
<td>7</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

Some services are, by nature, more amenable to opportunistic secondary use. You may come to the TH and, seeing the library, take a quick look around, possibly borrow a book. Other services, such as lost property, are far less suited to opportunistic use.

Small samples mean it is hard to be sure, but there appears to be no particular pattern to the relationship between main and secondary services used. For example, library-use is the most often cited reason for secondary visits regardless of what the primary purpose of visiting was.
Fig 12 shows the percentage of customers using named services, regardless of whether it is the main or secondary purpose of their visit.

### Named services used in Town Hall either main or secondary purpose of visit

(% of respondents, showing services used by over 5% across all 3 waves)

<table>
<thead>
<tr>
<th>Service</th>
<th>Wave 1</th>
<th>Wave 2</th>
<th>Wave 3</th>
<th>Waves 1 to 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any council service</td>
<td>99</td>
<td>96</td>
<td>96</td>
<td></td>
</tr>
<tr>
<td>Library or library PC</td>
<td>55</td>
<td>58</td>
<td>54</td>
<td></td>
</tr>
<tr>
<td>Library</td>
<td>43</td>
<td>47</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>Housing or council tax benefit</td>
<td>21</td>
<td>17</td>
<td>29</td>
<td></td>
</tr>
<tr>
<td>Library PC</td>
<td>16</td>
<td>19</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Housing advice</td>
<td>7</td>
<td>5</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

*Fig 12.*
Fig 12 (above) shows those services used by at least 5% of customers (wave 3). Fig 13 shows the same information including all services. So we can see, for example, that 1% used children’s services (wave 3).

**Fig 13.**

<table>
<thead>
<tr>
<th>Named services used regardless of main purpose or secondary (% of respondents)</th>
<th>Wave 1</th>
<th>Wave 2</th>
<th>Wave 3</th>
<th>Waves 1 to 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Any council service)</td>
<td>227</td>
<td>203</td>
<td>149</td>
<td>579</td>
</tr>
<tr>
<td>(Library or library PC)</td>
<td>99</td>
<td>96</td>
<td>93</td>
<td>96</td>
</tr>
<tr>
<td>Library</td>
<td>55</td>
<td>58</td>
<td>48</td>
<td>54</td>
</tr>
<tr>
<td>Housing or council tax benefit</td>
<td>43</td>
<td>47</td>
<td>33</td>
<td>42</td>
</tr>
<tr>
<td>Library PC</td>
<td>21</td>
<td>17</td>
<td>29</td>
<td>21</td>
</tr>
<tr>
<td>Housing advice</td>
<td>16</td>
<td>19</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>Library or library PC</td>
<td>7</td>
<td>5</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td><em>Payment of council tax</em></td>
<td>5</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Children’s services</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Other council service</td>
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<td>23</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td><em>(Any police service)</em></td>
<td>4</td>
<td>3</td>
<td>2</td>
<td></td>
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<td><em>Police: Lost/found property</em></td>
<td>3</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><em>Police: Reporting a crime</em></td>
<td>&lt;0.5%</td>
<td>1</td>
<td>&lt;0.5%</td>
<td></td>
</tr>
<tr>
<td><em>Police: Reporting RTA</em></td>
<td>-</td>
<td>1</td>
<td>&lt;0.5%</td>
<td></td>
</tr>
<tr>
<td><em>Police: Other service</em></td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><em>Licensing</em></td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>&lt;0.5%</td>
</tr>
<tr>
<td><em>Adult social care</em></td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

^ only asked in wave 1
** only asked in waves 2 and 3

### 3.3. Self-service

In wave 3 only we measured how many customers were self-serving. This accounts for 28% of customers. Rates of self-service are about twice as high among users of the library or library PC. Only about one in ten benefits users self-served.

Customers living close to the TH (and thus in deprived neighbourhoods) tend to self-serve at slightly above-average rates, though this may reflect the higher use of library service by local people.

---

13 Some things were not asked about in wave 2 (See fig 13).
4. Satisfaction

4.1. Overall satisfaction

“How would you rate the service you have received today?”

In wave 3, 86% of customers said they rated the service they received as good (the highest available rating). This figure dropped wave 1 to wave 2 but has been steady wave 2 to 3.

Fig 14.

<table>
<thead>
<tr>
<th>% saying they received a 'good' service overall, that day</th>
</tr>
</thead>
<tbody>
<tr>
<td>(% of respondents who received a service, excludes 'other' rated)</td>
</tr>
<tr>
<td>Wave 1</td>
</tr>
<tr>
<td>Good</td>
</tr>
<tr>
<td>Average</td>
</tr>
<tr>
<td>Poor</td>
</tr>
</tbody>
</table>

In all waves only around 3-4% rate the service as poor. For free text comments, split by satisfaction level, see section 5 below.

This satisfaction scale was chosen as it allows comparison with other satisfaction-by-channel measures using Govmetrics.

There are no clear patterns in terms of what type of person (e.g. men or women) is more or less likely to be satisfied.

It is problematic to link the responses to

a) a general satisfaction-with-service-received-today question

with the...

b) ‘main-purpose-of-visit’ question.
The cause of any dissatisfaction could easily be a generic issue like parking or heating rather than the service they used that day. However this is unlikely to be systematically more the case in one wave than another.

Also, small samples mean that satisfaction-by-main-purpose-of-visit is unreliable, even when (as below, in Fig 15) we only look at those purposes with at least 30 respondents across all waves.

**Between wave 1 and 2:**
Overall satisfaction went down among people using all services listed except Housing advice (where it was unchanged).

**Between wave 2 and 3:**
Overall satisfaction went down among people using all services listed except Library (where it was unchanged) and Housing advice, where it increased.

**Fig 15.**

<table>
<thead>
<tr>
<th>% saying they received a 'good' service overall, by main reason for visiting the town hall that day</th>
</tr>
</thead>
<tbody>
<tr>
<td>(% of respondents per purpose)</td>
</tr>
<tr>
<td>Library</td>
</tr>
<tr>
<td>Wave 1</td>
</tr>
<tr>
<td>95</td>
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<td>95</td>
</tr>
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<td>95</td>
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</tr>
<tr>
<td>95</td>
</tr>
<tr>
<td>95</td>
</tr>
<tr>
<td>95</td>
</tr>
</tbody>
</table>

**4.2. Satisfaction attributes**

Respondents were asked to rate the uniformed staff they had dealt with that day, on three attributes.

Those who had no contact with uniformed staff are excluded from this analysis. In wave this was 12% of respondents, in waves 2 and 3 it was around 35%.

Across all three waves, around 95% of visitors rated the staff as very welcoming, very professional and very knowledgeable.

Within this overall-very-satisfied-picture, there was some slippage in satisfaction between waves 1 and 2, which has stabilised in wave 3. So in
wave 1, 96% of respondents rated staff as very professional; in wave 2 the figure was 89% and wave 3 was 90%.

Fig 16.

Beyond the fact that women are slightly more satisfied than men (a very common pattern in such satisfaction surveys), there are no clear patterns behind which type of person is likely to be clearly more or less satisfied

5. Suggestions
Respondents were asked if they “have any suggestions how we can improve the Town Hall for you”.

5.1. Wave 1
71 of the 227 respondents from wave 1 had a suggestion. These are presented below, sorted into groupings determined by their ‘overall satisfaction with service received’ rating.

7 responses from people who rated their overall experience as 'poor', with their primary purpose shown in brackets

Waited 10 mins to see someone but had to leave as was in a hurry (paying council tax)
Didn't want to have to wait to hand in forms (Housing or council tax benefit)
Told wrong time for meeting (Children’s services)
Very slow internet (Use a library computer)
Customer came in to bid on line for housing in he said "the knowledge that he wouldn't get anything." (‘Other’ purpose)
Reduce the number of staff greeting and reduce waiting time. Straightforward enquiry here took 90 mins with waiting time. (‘Other’ purpose)
Have more Tree officers available - none available to speak to customer (‘Other’ purpose).

2 responses from people who didn't answer the overall satisfaction question or answered it ‘other’.
Didn't speak to staff. "Bouncers" not appropriate visibly in library.
Customer has a special interest in World War II Naval books and visited to see if there were any new additions. Felt there were fewer books on his interest and would like to see more.
Didn't speak to staff

61 responses from people who rated their overall experience as 'good'.
A member of staff was waiting for customer to depart - felt imposing on privacy. They were in the background all the time and wanted the advisor to move table.
A paper plan/floorplan of library might be helpful.
Accept cheques
Advertise "story time" & similar services on a notice. Member of staff with the information was on lunch and other staff didn't know. Customer given a card with telephone number and told to ring later
Another photocopier - 6 people waiting to use.
Bit confusing where the library help desk is.
Cannot think of anything
Centralise PC’s
Dark carpet floor is difficult to walk on for visually impaired because of the colour. Customer has a macular degeneration eyesight problem.
Did not speak to any staff.
 Didn't speak to staff.
Dislike the disabled access for those disabled people who can walk. Thinks slope is not very user friendly.
Dislikes the layout of library, the announcement are too noisy
Don’t like pictures outside, very urban.
Faster internet
Good index in library - better than Portishead.
Have access to cold drinks.
How could you improve on this?
Improve waiting time for housing enquiries three-quarter hour wait
It was nice going into the library when it was a solo library because there were no security staff & security staff are very visible here. Feel uncomfortable.
Library not as good as before - too noisy to study.
Looks inviting
More children's facilities required in the waiting area for people with numbers & appointments.
More newspaper racks.
More staff required to man desks, waited over half an hour to be seen.
Much better
Much better
Nigel Slater cookbooks?
Impressed
Bring NS residents books back
Not coming again, too far to walk. Used to be able to park right outside.
Nothing on the Council Tax payment machine to say that Halifax cards are not accepted.
Only 1 urinal in men's toilet
PC a bit slow - internet
PC a bit slow.
PC's are slow.
Please would people processing applications read the notes included on the forms.
Prefer the old building and why not install a photo booth?
Prefer to have a cash hall not machines that don't always work. Would prefer to have the option either/or.
Printers are complicated to use under existing arrangements
Put a bin adjacent to the coffee machine.
Put a clock up.
Q4: Knowledgeable =fairly (trainee)
Reception desk should be in front of doors not too the side.
See more staff in the library area.
Sell advertising space on balcony wall e.g. lightly hung displays and static floor displays.
Signage directions incorrect & need information on locations on way in. It took a lot of asking to get the information customer wanted but it was provided.

Staff not very sure where to find forms for renewal of diamond travel which were found to be on display.

Staff to smile a bit more.

There was a mix up with the room booking but it was resolved.

Too early

Travel books need to be in alphabetical order

Very happy with the way things are, hope level of help/assistance remains the same.

WiFi access can only be used once then have to request a new code. At other sites an email address is usually sufficient to provide ongoing access.

Worried about children's security when they are using the library alone

Would like all crime novels put together.

Would like more time on a PC. suggest reducing time available in peak and increase non peak.

Would like screens by computers to be higher, giving user more privacy.

Would like to have longer to read book as customer has poor eyesight and cannot read quickly. Librarians had given him a card with their number on and advised him to telephone and renew which he was going to do.

Would like to see more PC's available for casual use.

Would like to see Talking books in alphabetical order

5.2. Wave 2

77 of the 203 respondents in Wave 2 had a suggestion. These are presented below, sorted into 'satisfaction groups'.

7 responses from people who rated their overall experience as 'poor', with their primary purpose shown in brackets

Would prefer to wait at desk in a queue rather than be given a ticket (Housing advice).

Staff should double check when they are sending people - had a 40 min unnecessary wait for leaflet on display (Housing or council tax benefit).

Not obvious that police enquiries could be handled at reception, no ID & no receipt given for found property (Police: Lost/found property).

Tickets issued should be called up in order. People on discretionary housing benefit should be told & have it in writing that the discretionary benefit would stop if they moved house & they would need to reapply (Housing or council tax benefit).

Improve housing advisors knowledge to stop multi visits for clarification (Housing advice).
Brief staff on payment of council tax over 12 months. Desk staff could be more welcoming – smile (Other council)

All staff should be trained to deal with lost property, 2nd visit to recover property but unable to get it as the staff on duty didn't know where it was, so a further visit now nec. [Interviewer took the customers details and arranged with reception to contact member of staff, find out where item was and phone customer back to arrange for him to come in & collect.] (Police: Lost/found property).

14 responses from people who rated their overall experience as 'average'.

Provide short term parking

Quicker broadband

Noisy & disruptive toddlers should be taken out - staff to ask parents to remove them whilst in library reference & PC area

More staff - had to wait for forms

Confused by library layout - it is not clear what books are where

PC's out of service for 1hr, couldn't they be taken out of service out of hours.

Keep ticket machines filled up.

Automated ticket machine not working at reception. no one available to see about reporting lost wallet, told to do it on line.

Stop food being eaten at computers and in library which is turning into a picnic site, stop children running around and provide an alternative manual checking in/out option for library books

Provide robust equipment, PC's and printers frequently break down.

Incorrect information given by reception. Told to wait and when number called was told that she had to book an appointment.

A more extensive range of newspapers and magazines.

Staff unsociable & not knowledgeable.

Provide a larger seated waiting area.

4 responses from people who didn't answer the overall satisfaction question (or answered it 'other).

Very happy with it as it is.

(self service only) No member of staff close to machine to assist when encountered difficulties - need to keep an eye open for such instances

All computers in use, have some laptops available for such times

Ensure both self service payment machines are working

51 responses from people who rated their overall experience as 'good'.

Ramp difficult to negotiate
Wall sign for toilets not very big
Would like to see more warm & welcoming colours - white is cold
Provide parking facilities
More copies of books on demand rather than always by order
More help at enquiry point & kept waiting whilst enquiries made - only wanted to drop off a letter.
Children attending the children group can easily wander away, could someone be on watch to prevent them moving outside of group area.
No - but Danielle Kilcone was excellent
24hr library service
Slope up too steep
Have a proper cafe, not just self service machines
Include a copy of the Thomas Cook European timetable in the reference section of the library
Side window by the microfiche throws light on screens making screen difficult to read - need to be shaded, a piece of cardboard adjacent would probably be enough.
Better exit signage & too warm
Would be helpful if people at reception desk were more welcoming & made eye contact
Notices asking people not to use mobile phones near the PC's
Poor ventilation in the young person's area. Keyboards are sticky & need cleaning. Staff available but get interrupted by other staff when dealing with customers.
Would be helpful to customers if library assistant asked if they could direct them to a specific area of their research rather than leave them with a book.
Prefer to have a similar book layout to other libraries
Allow monthly council tax payments for rented properties currently has to pay 2x p.a.
Better parking
Cheaper hot drinks
Staff to be more aware of noise levels e.g. people using mobile phones close to those who are studying
Would like more info on books - e.g. Art could it be split into types of art
Roads are difficult to cross - could crossings be installed
Reception staff Ok but behind scenes staff do not seem to support them.
An index for "Which" magazines
Have rooms available for hire and be able to take & display more ad hoc leaflets.
Slope up too steep for easy wheelchair access
Ticket issued & told to sit down, then called back to desk and enquiry dealt with - as no queue it could have been dealt with straight away
Follow up alleged non payment of council tax straightaway & not after 7 years
1st visit to TH yesterday & would have been helpful if the waiting system & screens had been explained.
Have available a list of forthcoming new DVD releases expected.
Install automatic flush buttons in toilets as existing are very hard to press
Have a proper cafe.
Have wheely chairs in library book area for people who need to sit down
Ensure telephones are answered
Provide a rack for the daily newspapers
Increase staffing at reception when busy
No queuing system for PC's when all occupied
More signage when you first arrive as you don't know what to do, where to go.
Additional toilets
would prefer to have higher shelves and the lower shelves not used.
Need more library staff to call on at busy periods.
Would like to see a section entitled "family saga's" in the library
Books should be arranged according to the numerical system.
Police should not be based here - no privacy
There should be no eating on the premises.
Be able to increase staffing when people are queuing.
None, but help rec'd from Environmental Protection team recently was great.
Could there be a notice on or by the self service machines reminding users to take their receipt, other user forgets when the books are due back.

Wave 3.
65 of the 149 respondents from wave 3 had a suggestion. These are presented below, sorted into groupings determined by their ‘overall satisfaction with service received’ rating.

10 responses from people who rated their overall experience as 'average', with their primary purpose shown in brackets

Need to be able to talk to someone face to face about council tax. Phone not sufficient. (Other council service)
To be able to complete enquiry at time of visit instead of enquiry being referred on to another dept. (Other council service)
Staff busy talking amongst themselves at reception desk and ignored the customers, only people there. No apology for keeping them waiting. Slope outside bit steep for disabled people. (Bus pass or blue badge)
Different colour needed in the gents toilets. (Other police service)
Refers to slow pc's. Plus insufficient staff to answer questions. Not enough bicycle racks, Nearly always full. (Library PC)

10 responses from people who rated their overall experience as 'average', with their primary purpose shown in brackets
Sort problems on 1st visit - - 3 necessary because of cross departmental issues, now resolved.
Stop bullying by staff - customer being harrassed by some staff. Previously advised of unacceptable behaviour.
Can talking books be moved to a lighter part of the library.
Logged on to PC but only 6 mins left from previous user -didn't have time to follow up with staff.
Be able to talk face to face with someone about available properties
Ongoing problem with speed of PC's
Staff should have offered to put customer through to Council Connect on public phone rather than giving her the number & telling her to go home & report it.
Speed of PC connections too slow
Slow PC's
PC's too slow

50 responses from people who rated their overall experience as 'good'.
Longer on PC's at quiet times and access to more on line books
Put out "Mature Times" as soon as received monthly - usually have to ask someone to go and get it.
Improve speed of Network
None - does everything I need
Reception staff & housing need more knowledge of additional support available relating to housing & housing staff visits,
Waiting times sometimes too long
Find money to repair Tropicana
Remove "bedroom " tax
Desks too close together, no privacy to talk about personal matters
Entrance area at street level not kept clean-refects badly on NSC.
One CT machine out of use at Th other Ok. Comes to TH as Portishead CT machine more often out of use that in use. Makes special journey for purpose.
Came for Rhyme time - brilliant. Reception queues often lengthy.
Rhyme time - staff excellent
Rhyme time - would like even more similar activities.
Rhyme time - creepy house challenge & medals given much appreciated as well.
Ct M/c didn't accept keyed in numbers but took the bar code. Member of staff suggested they scan, perhaps ought to be an instruction on display as well.
Stop people smoking outside and nearby
Customer Dyslexic, given help, very tactfully. Pleased with assistance offered by VANs
Surprised photocopying is free, used to pay at the Boulevard
More computers
Could have done with more help on looking up index - wanted something about log burners
The back office follow up re housing benefit is too long.
Faster internet access
Today housing officers left a good impression but not always pleasant.
Like the library in this location
Library can be noisy, children running about all the time outside the children's section
Spent a long time queuing just to show a payslip
Staff to be advised that they must not divulge information about customers to friends - official complaint already made.
Coffee machines need to be more obvious - notices
Internet restrictions too harsh & take too long to be lifted - up to 2 days per user
Noise in library area an issue - particularly loud walkmans
Bigger selection of books on the Cinema
No instructions on/by the PC's on how to reserve a book from another library
More books
Think it's great as it is
Happy with it as it is
Subject to finances more injection of new stock. Would be useful to know what's new. Consider there to be a good broad spectrum of music.
Unable to get on line 3/10/13 to pay council tax.
Person in study area using a "skype" type of facility was very noisy - should it be allowed?

More library staff - unable to have time to print things out wondered if they had a disabled policy about helping

At reception area - not clear where to go.

Not pleased that the facility to recall books read & CD's taken out has been withdrawn.

Reception staff gave incorrect info about time Age Uk were there - need a notice of surgeries held.

Benefits system isn't joined up - information is not being passed on.

Waiting quite a while - couldn't stay as had another appointment and had to come back

Locked out of housing PC & not happy with attitude of housing advisors to the problem

Larger print instructions needed about return of books

Shame there is no post box now at the old entrance.

Get CT & HB service right first time

Litter & cigarette but around steps & doors need to be cleared several times daily
Appendix A: Maps

Map showing 1.5km footprint from Town Hall
Fig17.

Map showing 5km footprint from Town Hall
Fig18.
Map showing the 14 neighbourhoods which contribute half of TH customers (waves 1 to 3)

Fig19.
Appendix B. How the survey was done

This was an interviewer-administered survey, using North Somerset Council staff as interviewers. There was no formal selection of respondents. Interviewers attempted to interview every member of the public exiting the Town Hall (TH). Interviews were conducted in the lobby.

The TH opened on 1 October 2012. Wave 1 of the survey was conducted between 9 and 25 October 2012.

The police moved some services in the NTH from 2 January 2013. Wave 2 was designed to assess the impact of this move. Wave 2 was run in the weeks 17-23 January and 19-28 February 2013. The timing of interviews was dictated by staff availability and (in wave 2) by the need to avoid the exceptionally cold weather which led to interviewee reluctance to participate in lobby interviews.

Wave 3 was conducted 24 September to 10 October 2013, a year after the TH re-opened.

Within this overall timing, interviews tended to clustered in some weeks. (NB data for Figs 20 to 22 not collected for wave 3).

Fig 20.

<table>
<thead>
<tr>
<th>Week of interview</th>
<th>Base</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wave 1</strong></td>
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</tr>
<tr>
<td>Base</td>
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<td>100</td>
</tr>
<tr>
<td><strong>n</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 1 (9-15 Oct)</td>
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<td>49</td>
</tr>
<tr>
<td>Week 2 (16-22 Oct)</td>
<td>105</td>
<td>46</td>
</tr>
<tr>
<td>Week 3 (23-30 Oct)</td>
<td>10</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week of interview</th>
<th>Base</th>
<th>100</th>
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</thead>
<tbody>
<tr>
<td><strong>Wave 2</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base</td>
<td>203</td>
<td>100</td>
</tr>
<tr>
<td><strong>n</strong></td>
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<td></td>
</tr>
<tr>
<td>Week 1 (17-23 Jan)</td>
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<td>10</td>
</tr>
<tr>
<td>Week 2 (19-25 Feb)</td>
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</tr>
<tr>
<td>Week 3 (26-28 Feb)</td>
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<td>51</td>
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</tbody>
</table>
Interviews were also clustered by day of the week with half of interviews (Waves 1 and 2 combined) on Wednesdays, and no interviews on Fridays or weekends.

Fig 21.

<table>
<thead>
<tr>
<th>Day of interview</th>
<th>Waves 1 and 2</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Base</td>
<td>n</td>
</tr>
<tr>
<td>Sunday</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Monday</td>
<td>18</td>
<td>4</td>
</tr>
<tr>
<td>Tuesday</td>
<td>94</td>
<td>22</td>
</tr>
<tr>
<td>Wednesday</td>
<td>215</td>
<td>50</td>
</tr>
<tr>
<td>Thursday</td>
<td>101</td>
<td>23</td>
</tr>
<tr>
<td>Friday</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Saturday</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

All times of the day were covered. Most interviews were in the time period 10am to 1.30pm though this may reflect the pattern of visits.

Fig 22.

<table>
<thead>
<tr>
<th>Time of interview</th>
<th>Waves 1 and 2</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Base</td>
<td>n</td>
</tr>
<tr>
<td>0800-0900</td>
<td>32</td>
<td>7</td>
</tr>
<tr>
<td>1000-1330</td>
<td>256</td>
<td>60</td>
</tr>
<tr>
<td>1330-1700</td>
<td>113</td>
<td>26</td>
</tr>
<tr>
<td>1700-1800</td>
<td>29</td>
<td>7</td>
</tr>
</tbody>
</table>

The response rate to the survey was high (79%), suggesting a high degree of reliability.

Fig 23.

<table>
<thead>
<tr>
<th>Response rate</th>
<th>Number of people approached</th>
<th>Number of respondents</th>
<th>Refusals</th>
<th>Response rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1</td>
<td>257</td>
<td>227</td>
<td>30</td>
<td>88%</td>
</tr>
<tr>
<td>Wave 2</td>
<td>252</td>
<td>203</td>
<td>49</td>
<td>81%</td>
</tr>
<tr>
<td>Wave 3</td>
<td>225</td>
<td>149</td>
<td>76</td>
<td>66%</td>
</tr>
<tr>
<td>Waves 1 to 3</td>
<td>734</td>
<td>579</td>
<td>155</td>
<td>79%</td>
</tr>
</tbody>
</table>

The response rate to wave 3 was markedly lower than for earlier waves, perhaps suggesting a decreased ‘novelty factor’ about the building.
Appendix C. The questionnaire text

The actual questionnaire was produced in a formatted-for-online version. Here is the text of the questionnaire. The services asked about in question 1 and 6 were slightly altered in wave 2 to reflect a) the need to ask about the newly installed police services and b) to omit services which attracted negligible response in wave 1 (adult social care, licensing, paying council tax).

I'm doing a quick anonymous survey about your experience here today. Have you got 30 seconds for a few questions?

Q1 What was the main reason you came into the Town Hall today?

None/just look around
Use the library
Use a library computer
Payment of council tax (wave 1 only)
Housing advice
Housing or council tax benefit
Bus pass or blue badge
Adult social care (wave 1 only)
Children's services
Licensing (wave 1 only)
Other council
Police: Reporting a crime (waves 2 and 3 only)
Police: Reporting RTA (waves 2 and 3 only)
Police: Lost/found property (waves 2 and 3 only)
Police: Other (waves 2 and 3 only)

Q2 How would you rate the service you have received today?

Good
Average
Poor
Other

Q3 Do you have any suggestions how we can improve the new Town Hall for you?

___________________________________________________________

Q4 How professional or not were the uniformed staff you dealt with today?

Very/ Fairly/ Not very/ Not at all

Professional
Knowledgeable
Welcoming

Q5 Apart from {response at Q1}, did you do anything else at the town hall while you were here just now?

Yes
Just look around
No
Other

Q6 What else?
Use the library
Use a library computer
Payment of council tax (wave 1 only)
Housing advice
Housing or council tax benefit
Bus pass or blue badge
Adult social care (wave 1 only)
Children’s services
Licensing (wave 1 only)
Other council
Police: Reporting a crime (waves 2 and 3 only)
Police: Reporting RTA (waves 2 and 3 only)
Police: Lost/found property (waves 2 and 3 only)
Police: Other (waves 2 and 3 only)

Q7 Is this the first time you have visited the Town Hall since its refurbishment?
Yes
No
Other

Q8 Apart from now, when was the last time you were in here?
Today/yesterday
Within the past week
Within the past month
Within the past 12 months
Before then
Other

Q9 What is your postcode?

[Q10 Sex]
Male
Female

Many thanks for taking part in this survey.