

# WEST DUNBARTONSHIRE COUNCIL

## Report by Chief Executive

### Corporate Services Committee - 27 September 2006

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**Subject: Customer Questionnaires – Corporate Buildings and Reception Services**

#### **1. Purpose**

To report the results of the questionnaires that were issued seeking customers views on reception services and general facilities at three of the corporate buildings.

#### **2. Background**

**2.1** During April and May 2006 questionnaires were handed out by reception staff at the following corporate buildings:-

- Council Offices, Garshake Road, Dumbarton
- Council Offices, Rosebery Place, Clydebank
- Municipal Buildings, Dumbarton

**2.2.** 100 questionnaires were issued at each location. Customers were asked to score and provide comments on signage, parking, reception areas and the service provided by reception staff. Suggestions on how the service could be improved were also sought. Customers were given the option of completing the form on site or returning it, at their convenience, in a pre-paid envelope. A copy of the questionnaire is attached at Appendix 1.

#### **3. Main Issues**

##### **3.1 Responses**

The number of questionnaires returned for each building was as follows:-

- 37 Council Offices, Garshake, Dumbarton
- 39 Council Offices, Rosebery Place, Clydebank
- 69 Municipal Buildings, Dumbarton

##### **3.2 Results**

The results for the three buildings were very similar. All three scored below average for signage and parking, with only Garshake scoring highly for comfort of reception/waiting area. In contrast, the scores for the service received from Receptionists and Council Officers at each building were excellent. The results for all questions are shown in Appendix 2.

### **3.3** Signage

Internal signage scored more favourably than external. The external signage for the Municipal Buildings, Dumbarton scored particularly poorly. Customers commented that there were no external signs at the entrance to the grounds to identify that the Registration Office for Births, Deaths & Marriages was located there.

### **3.4** Parking

Scores for parking were consistently poor. The Municipal Buildings scored very poorly, with 28 out of 63 respondents giving the lowest score possible.

### **3.5** Reception Areas

The Garshake office scored consistently high for all sections of this question. The other two buildings scored well for cleanliness but less favourably for comfort and general ambience.

### **3.6** Staffing

The responses relating to the performance of staff were excellent for all three offices. The percentage of respondents choosing "Above Average" or "Excellent" ranged from 94% to 97%.

## **4. Personnel Issues**

The training needs of staff will continue to be monitored to ensure the high level of service is maintained.

## **5. Financial Implications**

**5.1** Costs for the improvement of external signage can be met from existing budgets.

**5.2** A financial commitment would be required if a decision is taken to improve parking facilities. Various factors would be involved to increase spaces at all three offices, i.e. availability of suitable space, planning consents and construction costs. Obtaining planning permission from Historic Scotland to convert part of the grounds at the Municipal Buildings may prove difficult and time consuming.

**5.3** Considerable financial commitment from next year's Capital Budget would be required to improve the reception area at the Rosebery Place offices.

## **6. Conclusions**

It is clear from the results that the service being provided by all reception staff is excellent and should be recognised. The problem area of parking may prove more difficult to address and the Committee's advice on how to proceed is sought.

## 7. Recommendations

Committee is asked to note the report and congratulate all Receptionists and Council Officers on their excellent level of performance.

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Tim Huntingford  
Chief Executive

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**Person to Contact:** Christine McCaffary, Senior Administrative Officer,  
Legal & Administrative Services, Council Offices, Garshake  
Road, Dumbarton  
Tel: 01389 737186 or  
e-mail: [christine.mccaffary@west-dunbarton.gov.uk](mailto:christine.mccaffary@west-dunbarton.gov.uk)

**Background Papers:** Returned questionnaires

**Wards Affected:** All Council Wards