

**Moray Council Licensing Service**

Taxis/Private Hire Customer Communications Survey Results



**18<sup>th</sup> October 2017**

## **1. Introduction**

- 1.1 The 2017 Moray Council Licensing Service - Taxis/Private Hire Customer Satisfaction and Communications Survey was undertaken during the period 30 June – 7 August 2017. A survey comprising a total of 56 questions was issued electronically using a link to the “SurveyMonkey” web-site, and paper copies sent by post to a total of 583 individuals. The first 12 questions sought the views of users on the level of service they received from Moray Council Licensing Services, and their satisfaction with the service provided, while the next 44 questions asked respondents to indicate their current methods the Council communicated with them and if they had any preferences for different methods. A list of all the questions is included at Annex A; not that the Communications Survey starts at question 13.
- 1.2 The survey resulted in 24 responses, a response rate of 4.1%. Some respondents provided additional comments of their experiences with Licensing Services, and their views on communication between themselves and the Council. However, the limited number of comments meant there were few representative themes, so all comments have been included in the report.

## **2. Executive Summary**

- 2.1 The small number of returns makes it difficult to draw representative conclusions from the comments made. However, there is enough data to be able to provide an indication of how the service provided by Licensing Services is perceived by taxi-drivers and taxi-operators.
- 2.2 For the communications aspect of the survey, people were generally satisfied with the information they received on licensing and that Moray Council seeks their views on matters that affect them. However, there was a significant minority who were dissatisfied with this aspect of Licensing Services’ performance and in particular that the council did not listen to the views of taxi-drivers and taxi-operators.
- 2.3 The most popular response to the question on which items taxi-drivers and operators want information on was the application process, followed closely by updates on changes to licensing conditions, laws, fares and charges and policy. Respondents also requested more information on police checks and monitoring of regulations, and better face-to-face communications.
- 2.4 Most drivers and operators said they obtained licensing information through word-of-mouth, Council e-mails and letters, and then from the Moray Council web-site. Council e-mails and letters are the 2 sources depended on by most respondents for staying informed about licensing matters. People who preferred e-mails liked their convenience and the ability to retain a record, while those who preferred letters liked the formality of written correspondence, especially for important information. Since there is no one common, preferred approach Licensing Services may have to consider a tailored approach suited to individual preferences. In response to the 3 questions on e-mails, of the 57% that received them, most read them in full, thought the content was about

right, but were equally split on whether the frequency was about right or not frequent enough.

- 2.5 The most popular method for being consulted on issues was by e-mail or letter, with newsletters/leaflets and SMS texting next. There was relatively little support for meetings or using the Council's website. The majority of respondents used e-mails and texts for communicating, and just under half used social media. LinkedIn and twitter were not commonly used, and neither were visits to the Moray Council's website. Visitors to the Licensing pages were rare and the few comments received on the value of the page were mixed. Half the respondents offered suggestion for improving the page including providing a way to contact staff along with more regular updates. One person suggested using the website as a way of making complaints, and another as an anonymous tip-off line to report unlicensed or over-charging operators.
- 2.6 The Tellmescotland portal and the Public Access part of the Licensing System were relatively unknown by respondents (particularly the Tellmescotland site). Of the very few who had used the Public Access element half found it useful.
- 2.7 Despite the lack of support for meetings as a way of consulting on new issues there was very strong support (79%) for trade meetings, although only half the respondents thought they would be able to attend.

### **3. Overall Survey Responses**

- 3.1 The chosen methodology was to use an online survey to enable as wide a range of service users to be contacted as well as paper-based questionnaires for those without e-mail addresses, or who preferred a paper-based survey.
- 3.2 Other formats, such as face-to-face interviews were not considered appropriate for this type of survey. The standard Customer Satisfaction Measurement Tool<sup>1</sup> issued by The Improvement Service was consulted, but the format was not compatible with the scope of the survey that Licensing Services required.
- 3.3 The majority of responses to the electronic version of the survey were received during the first week of the survey (10 responses), and responses to the paper copies of the survey were mainly received during the third week (also 10 responses). The numbers dropped off rapidly thereafter. Based on previous experience with other surveys this is a typical response profile.

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<sup>1</sup> Customer Satisfaction Measurement Tool, User Guide, May 2010, *The Improvement Service*

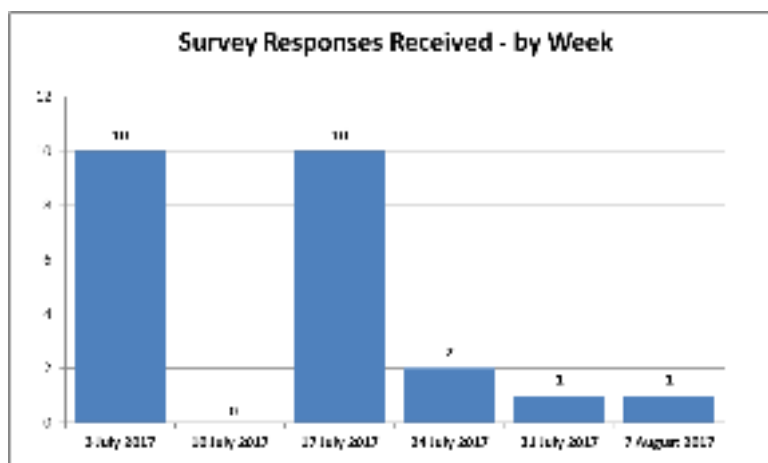


Figure 1: Responses Received by Week

## 4 Communications Survey

### 4.1 In general, how satisfied are you with the Council's efforts to keep you informed about licensing?

- 4.1.1 The 22 people who responded to this section of the survey were generally satisfied that Moray Council kept them informed about licensing matters. Note that for this set of 5 questions respondents only had one negative option: “dissatisfied”. They were not given the option of selecting “very dissatisfied”.
- 4.1.2 Staff having sufficient knowledge to deal with an enquiry scored highest with an overall score of 3.5 out of a total of 5, equivalent to 69% (Figure 30), while licensees’ views being listened to by the Council scored lowest at 3.1 out of 5, equivalent to 61% (Figure 31).
- 4.1.3 Relatively few licensees responded “very satisfied” to any of the questions in this section. There were 3 such responses to the question on the ease of finding answers to questions on licensing (Figure 28), while there were 2 responses of “very satisfied” to the other 4 questions. Generally, the majority of respondents were “satisfied” with the exception being the response to satisfaction that the Council listened to licensees’ views. The highest proportion (41%) were dissatisfied with this aspect of the Council’s performance (Figure 31).
- 4.1.4 Dissatisfaction scored between 23% and 33% for the other 4 questions indicating a sizeable minority of licensees were not happy with the information on licensing being supplied by Moray Council.

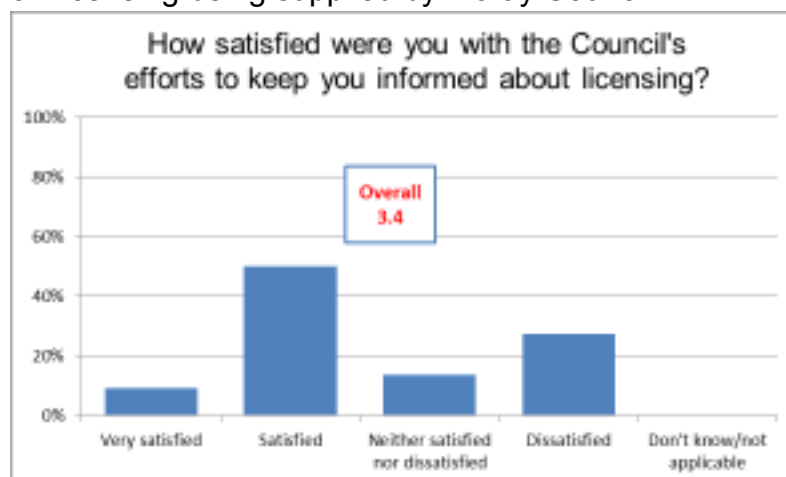


Figure 2: Satisfaction with Council's efforts to keep licensees informed about licensing

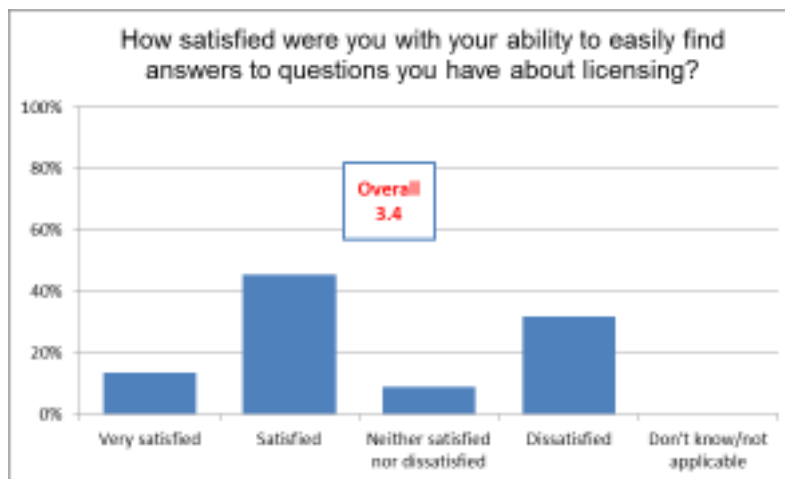


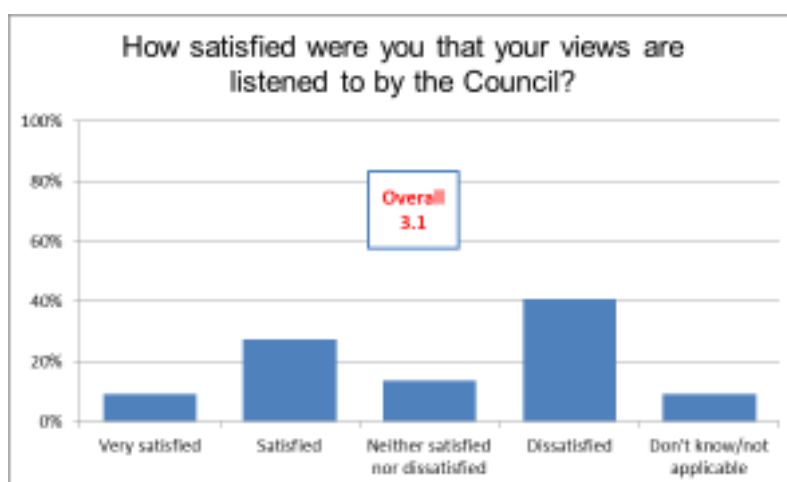
Figure 3: Satisfaction with the ability to easily answers to questions about licensing



Figure 4: Satisfaction that Moray Council sought views on matters that affect licensees



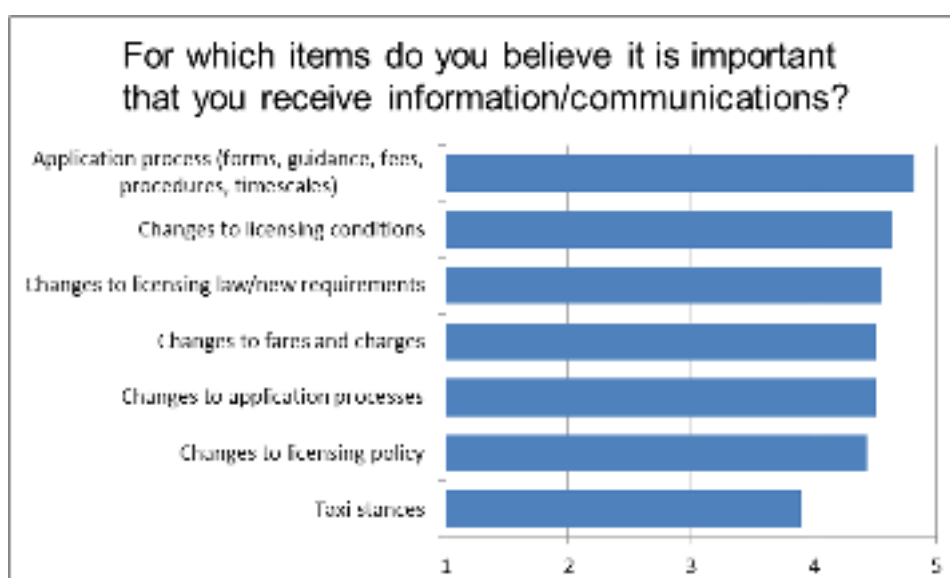
Figure 5: Satisfaction that staff had sufficient knowledge to deal with an enquiry



**Figure 6: Satisfaction that licensees' views are listened to by the Council**

4.2 For which items do you believe it is important that you receive information/communications? Please rate the importance of each item on a scale of 1 to 5, where 1 means "not important at all" and where 5 means "very important".

4.2.1 The application process was almost unanimously selected as the most important topic that licensees wanted to be kept informed about. Nineteen people gave this item a maximum score of 5 (very important) with the other 2 respondents scoring this item a 4. The next 4 items (changes to licensing conditions, changes to licensing law/new requirements, changes to fares and charges, changes to application processes and changes to licensing policy) were seen as equally important. Information and communications on taxi stances was considered a slightly less important item (Figure 32).



**Figure 7: Relative importance of receiving information/communications on particular items**

4.2.2 Respondents were asked to provide examples of other topics that they believed were important to know about. The responses are shown at Table 6 with 3 concerned about taxi ranks/taxi stances and 3 about police checks and monitoring of regulations. The other 3 comments were of a more general nature.

What other topic do you think it is important to know about?	Relative importance
How taxis actually work!	5 (very important)
More taxi ranks	5 (very important)
Monitoring of, and response to complaints about, unlicensed/un-plated vehicles	5 (very important)
Improvement's to taxi stances in Moray	5 (very important)
VOSA test. If your old MOT runs out but you have a 6month taxi test certificate, which say runs out 2 months after VOSA MOT, would you be MOT illegal?	5 (very important)
Taxi rank policing	5 (very important)
What's done about un-plated vehicles taxiing?	5 (very important)
The police checks on taxi drivers over the past 5 years I've seen a difference	4
Everything that changes that concerns us as taxi drivers	5 (very important)

Table 1: Other topics that taxi licensees think is important to know about

- 4.2.3 Four respondents provided further topics that they considered were important for licensees to know about (Table 7). The comments about issuing a newsletter and better face-to-face communications are discussed in more detail in the paragraphs that follow.

Is there a further topic you think it is important to know about?	Relative importance
Who is on the short list to get the job?	5 (very important)
There should be a newsletter issued to the trade - by email - to keep people more up-to-date	5 (very important)
We need better face to face communication with the council and a discussion platform where everyone's views can be considered a more collaborative arrangement needs to be setup to better represent the trades interests not the council's	5 (very important)
Are Taxis licenced by Moray council allowed to use bus lanes in Aberdeen for example?	3

Table 2: Further topics that taxi licensees feel it is important to know

#### 4.3 How do you currently receive information about what is going on?

- 4.3.1 The most common source of information for taxi operators is the grapevine (45%) closely followed by Council e-mails, letters and the Moray Council website (Figure 33). Three respondents stated other but only one provided details, which was that information on changes was only received when a new

application for a driver or car was submitted and the forms were returned advising that changes had been made.

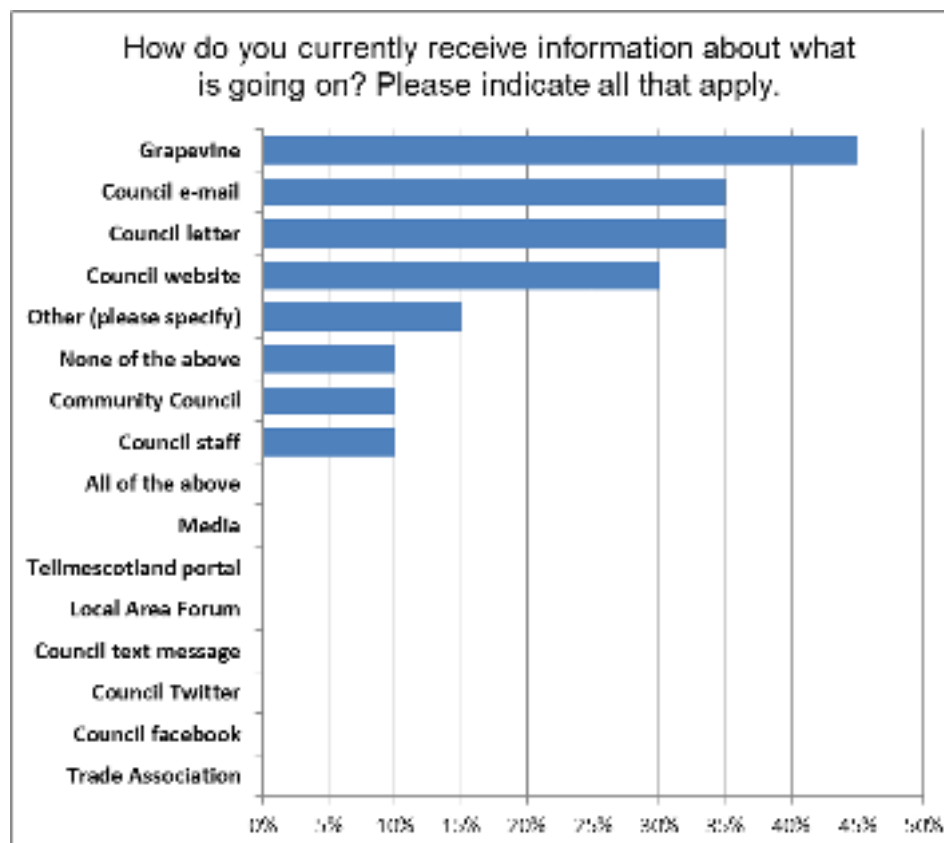


Figure 8: How licensees currently receive information

#### 4.4 What single source of information do you depend on most to stay informed about licensing?

4.4.1 Only 16 responses were received for this question with the majority depending upon letters and e-mails from the Council (60%) to stay informed about licensing matters (Figure 34). The Moray Council web-site and word of mouth were the next most popular sources, although due to the small number of responses (3 for website and 2 for word of mouth) these cannot be taken as representative of all licensees. The reasons for preferring sources are given at Table 8. Typically, e-mails are seen as more convenient, although some people preferred letters. Three comments related to topics of interest and included costs, fees and general guidance.

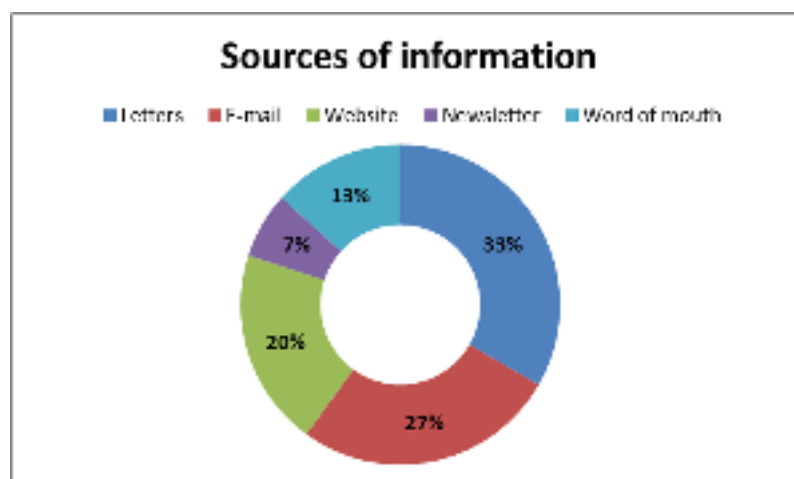


Figure 9: Sources of information most depended upon by licensees



Source of information depended upon most to stay informed about licensing?	Reason
Council letters	Do not always have time to go online
Council letter	-
Letter	Half a chance of getting it
Letter, if they are sent	Guaranteed to get relevant information
Letter	-
E-mail	Convenience
E-mail	-
E-mail	-
E-mail or website	It is easier when you are driving customers about and you don't have time to "pop in" to the Council Offices
Website	I can read and understand myself
Website or Taxi newsletter	It's the only way
Word by mouth from other licence holder.	-
Word of mouth	-
<b>Other comments</b>	
All of it is important to one degree or other	-
Costs	Costs need to be covered.
General guidance and fees etc	To keep us 'in the loop'

Table 3: Sources of information most depended upon by licensees

#### 4.5 In future, how would you prefer to receive information about what is going on?

4.5.1 There was an almost equal split between people wishing to receive e-mails and those who preferred letters. Only 4 respondents (19%) wished to be invited to a meeting (Figure 35).

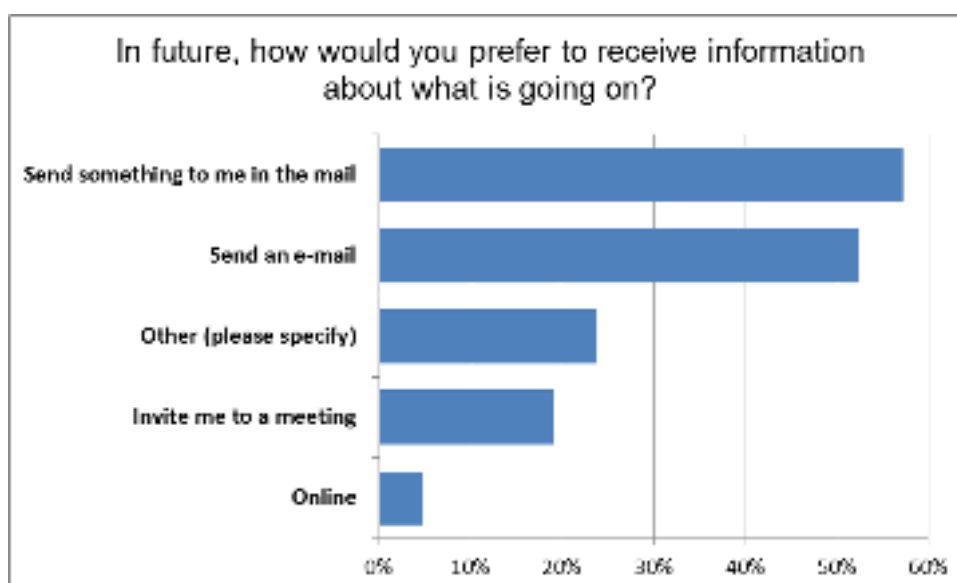


Figure 10: Preferences for receiving information in the future

- 4.5.2 The main reason for preferring e-mails was the convenience and also the ability to retain the information. Letters were seen as more formal and preferred by some for important information. Meetings, including drop-in clinics, were favoured by a minority as they allowed an exchange of views and were more personal. Care must be taken when interpreting these responses due to the limited numbers, but the conclusion that can be drawn is people have different preferences and the Council needs to be able to respond in a variety of ways, perhaps considering tailored responses to individuals to meet their different expectations (Table 9).

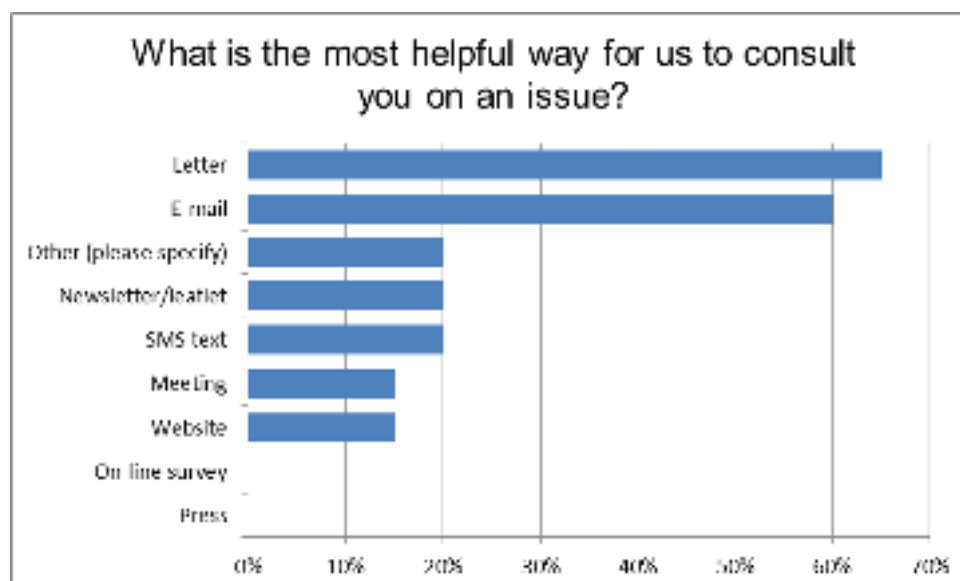
Preferences for receiving information in the future	Reason
A telephone call to a registered telephone number would be the quickest way to communicate with me personally	If I am out driving it would come through on the hands free system, and enables me to action the information at that time.
An 'open session' where a member of staff can be chatted with face-to-face at Council HQ (eg in the meeting room just inside the main entrance. It could take the form of a 'drop-in' clinic, where members of the trade can voice concerns/complaints/ideas etc with no prejudice. I am sure this could take place once a month	More personal than email etc
Invite me to a meeting	It gives us a chance to have a say
Invite me to a meeting ; More than one way	Cause they say sent emails in past but never got them said same about letters so it's no win
Invite me to a meeting ; Send an e-mail ;	Read emails every day before starting work
Invite me to a meeting ; Send something to me in the mail	If the letter is important it should be sent by mail as emails do go missing

Preferences for receiving information in the future	Reason
Send an e-mail	Easiest
Send an e-mail	Work does not always allow time for meetings
Send an e-mail	Easier
Send an e-mail	I can keep it with me forever
Send an e-mail	-
Send an e-mail	-
Send something to me in the mail	It's more official to get a letter.
Send something to me in the mail	Work away from home
Send something to me in the mail	Because I prefer to have it on paper
Send something to me in the mail	Guaranteed to get relevant information
Send something to me in the mail	-
Send something to me in the mail	-
Send something to me in the mail	-
Send something to me in the mail	-

**Table 4: Preferred methods for receiving information in the future**

#### 4.6 What is the most helpful way for us to consult you on an issue?

4.6.1 Following on from the previous question asking for the preferred method of receiving information in the future, licensees were asked about their preferred method for consultation on issues in the future. The response was similar to the previous section with the vast majority preferring e-mails or letters (60% and 65% respectively). Figure 36 indicates some support for SMS texts, meeting and use of the website when undertaking consultations in the future.



**Figure 11: Most helpful way for Moray Council to consult on licensing issues**

#### 4.7 Internet, social media and e-mails

4.7.1 The next set of questions was designed to help understand the licensees' views on electronic means of communication, such as social media, websites and e-mails. Figure 37 illustrates that the majority of respondents used e-mails (85%) and texts (70%), while a much lower proportion (45%) used social media (including facebook). Twitter and LinkedIn were only used by 3 of the 20 respondents to this question. A relatively large minority (38%) stated that they would follow a dedicated Moray Council Licensing facebook page or twitter account (Figure 38).

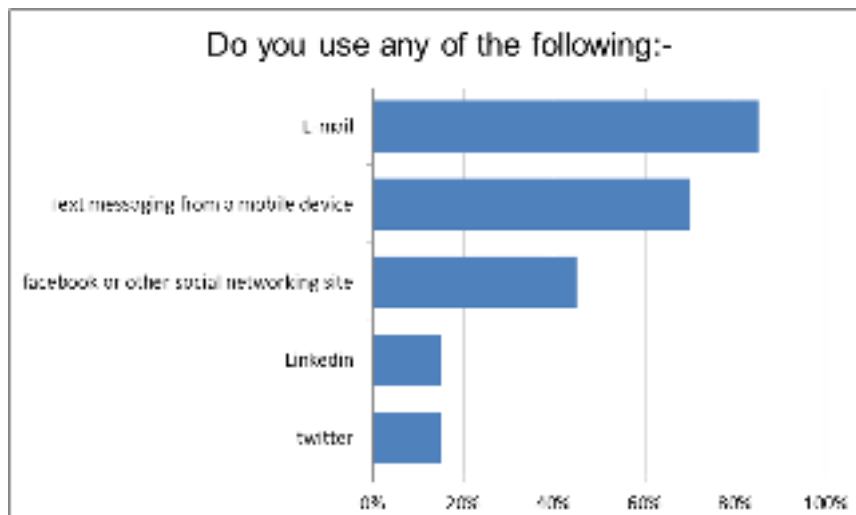


Figure 12: Electronic media used by licensees

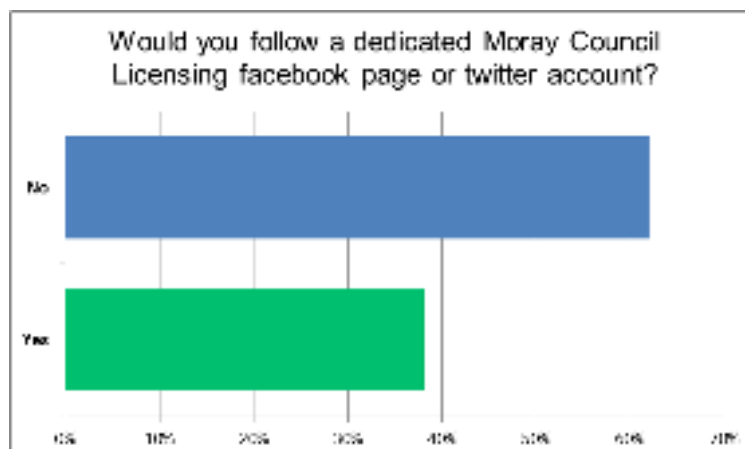


Figure 13: Would licensees follow a dedicated Licensing facebook page or twitter account?

4.7.2 Visits to the Moray Council's website are relatively infrequent, with no-one stating they look at the site daily. 35% visited monthly and the same proportion even less frequently, while a quarter of respondents never visited the site (Figure 39a). Visitors to the licensing pages on the Moray Council's website were even less frequent with 57% stating they only looked at the site rarely and 24% had never visited the licencing pages (Figure 39b).

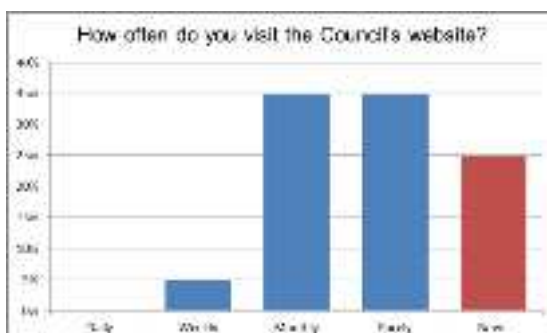


Figure 14a: Frequency of visiting Moray Council's website

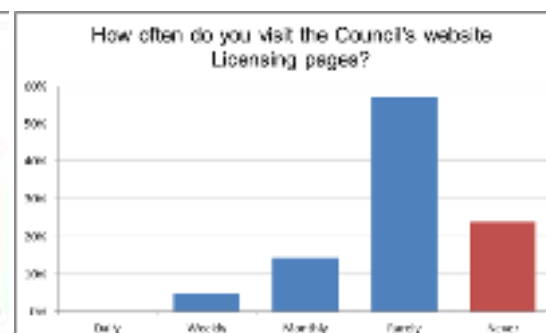


Figure 39b: Frequency of visiting Licensing pages

4.7.3 Only 5 people answered the question on which content they used on the website. From such a small sample it is not possible to generalise and identify trends, but 2 comments concerned fee information and costs. A summary of the responses is at Table 10, which suggest less than total enthusiasm for the licensing information on the Council website and the licensing pages.

Content used	Value
Checking any new promise is going	Not much
Costs	Valuable if it was updated regularly
Fee information as the councils own employees now refer us to the website to find out costs	It's all we have
Licensing but only when I need to	It's ok
Not stated	Very valuable

Table 5: Content used on Moray Council websites and the perceived value

4.7.4 The question on what would make the website more useful was answered by 13 people who mostly wanted the site to provide a way to contact staff (62%) and wanted the information to be updated more often (also 62%). Two people wanted the site to be updated to be more user-friendly and there was a single request for a new page and FAQs to be included (Figure 40).

4.7.5 Three of the respondents identified the additional information they would wish to be provided on the site:

- Ability to make complaints
- Any new changes or new points of contact
- I would like to have found that plates were now changed to Ashgrove instead of having to ask "where's my plates?"

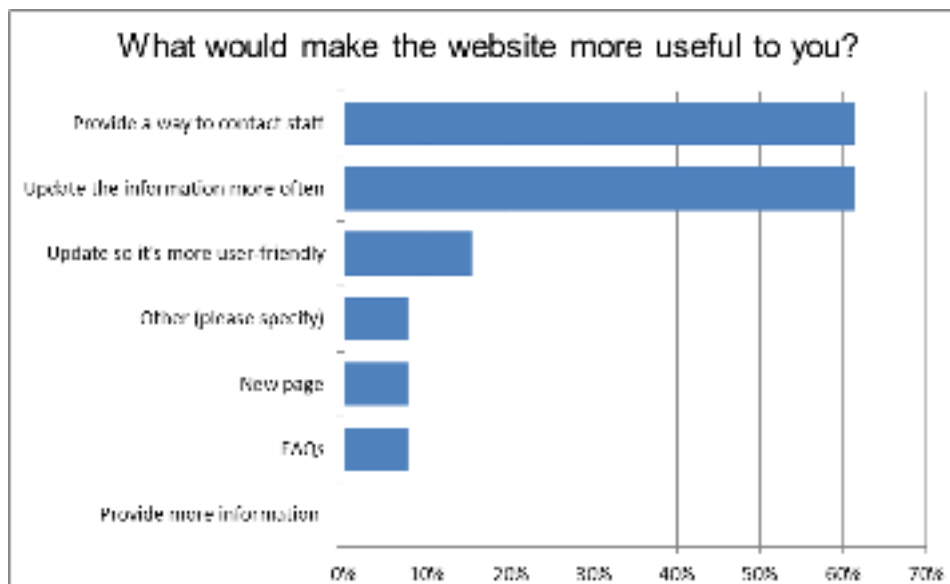


Figure 15: What would make the website more useful to you?

4.7.6 There were 3 suggestions on improving the Licensing web pages:

- The layout is awful and difficult to navigate
- Have an anonymous tip off line for unlicensed/over-charging operators
- Make sure websites work correctly

In addition there was a general observation:

- Only drivers that have never been in trouble with the police

4.8 Tellmescotland portal – if you have used it did you find it useful?

4.8.1 Of the 5 people who had used the Tellmescotland portal<sup>2</sup> only one found it useful (Figure 41). If this response rate is representative of the level of awareness amongst licensees generally then more work is required to make the site better known.

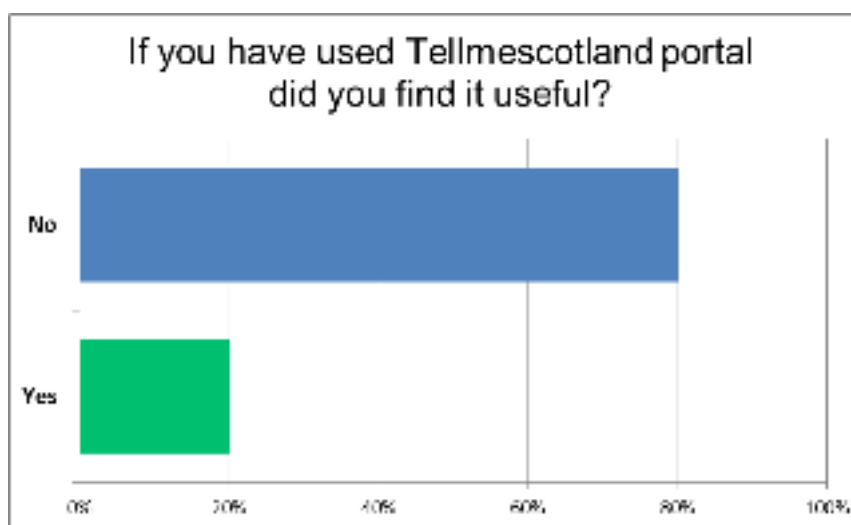


Figure 16: Usefulness of Tellmescotland portal

4.9 Public Access part of the Licensing System

<sup>2</sup> <https://www.tellmescotland.gov.uk>

4.9.1 Accessed from the Council's web pages, this enables applicants to track the progress of their application online. In addition the web page enables the public to view the Statutory Public Registers for information about licences being processed so that they can comment on them, and also enables the public to access information on licences that have been granted. Eight people only were aware of this web page (44% of responses) and 6 skipped the question indicating a low level of awareness. However, of those who had used it half (4 respondents) found it useful (Figures 42a and 42b).

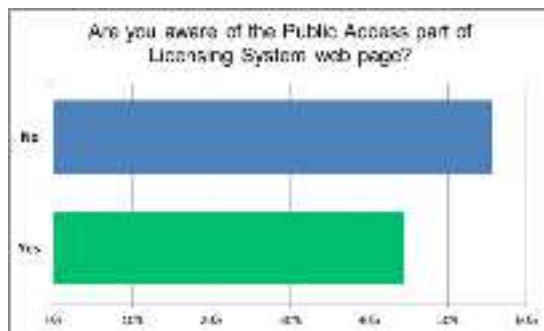


Figure 17a: Awareness of Public Access part of Licensing System

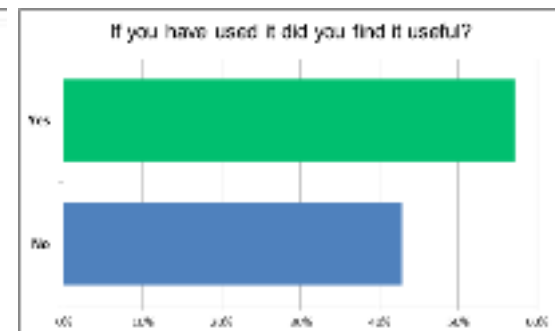


Figure 42b: Was it useful?

## 4.10 Responses to e-mails

4.10.1 The next set of questions concerned e-mails sent by the Licensing Service to find out more about how they were received by licensees. It was heartening to see that no-one who responded deleted Council e-mails without opening them (Figure 43). Almost half the respondents (43%) did not receive e-mails and the same proportion read their e-mails in full (9 respondents). Three people skimmed their e-mails to find out what was important. Six respondents (29%) felt that Licensing Services did not send e-mails frequently enough (Figure 44), while 5 people thought the frequency was about right (24%). The majority of respondents (55%) were happy with the content of e-mails, or had no strong opinion (Figure 45).

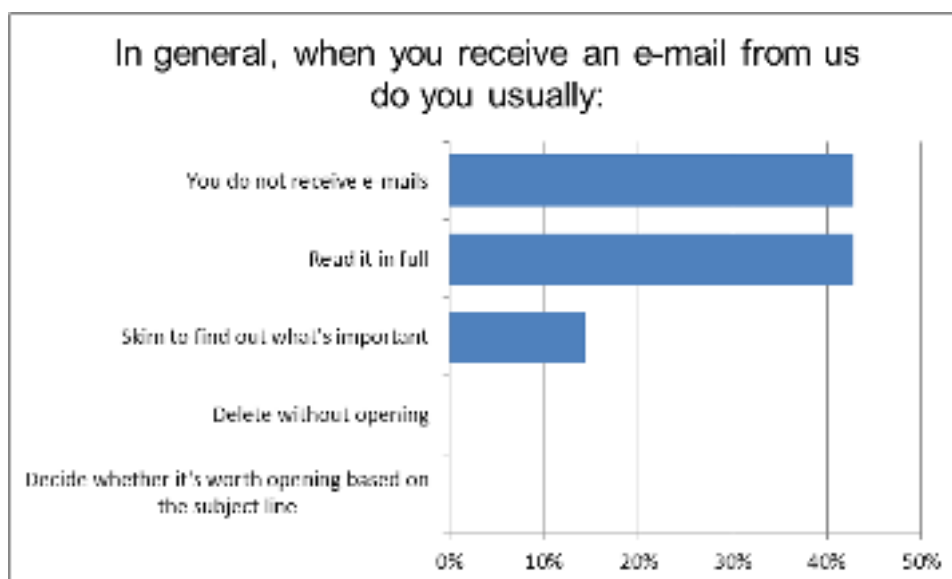


Figure 18: How licensees respond to e-mails

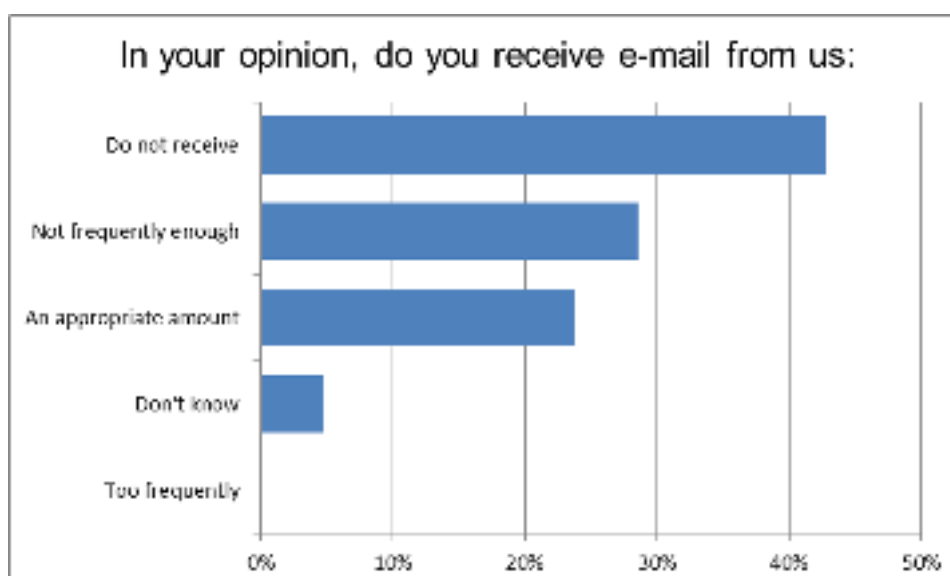


Figure 19: Opinion on frequency of e-mails

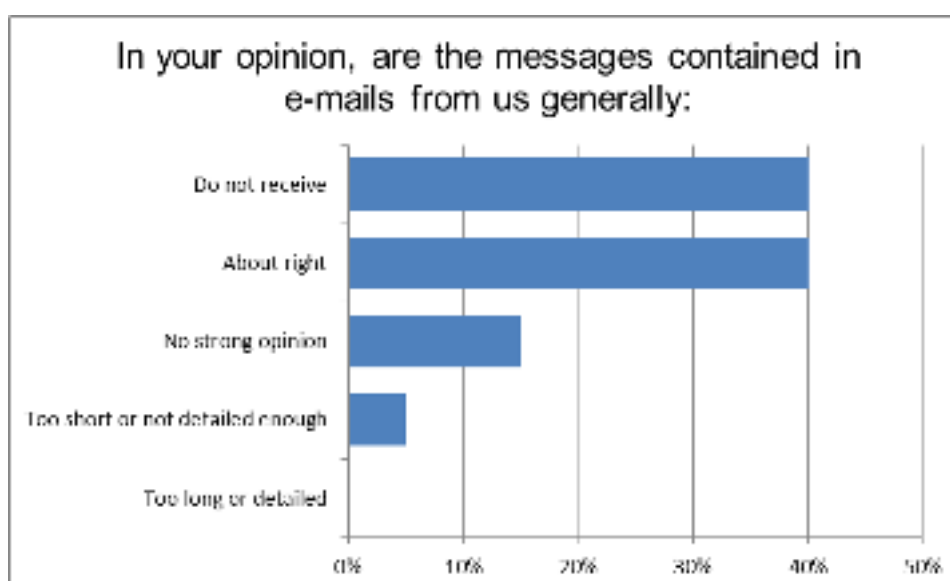


Figure 20: Opinion on the contents of e-mails

## 4.11 Trade Association

4.11.1 Licensees were asked whether they were members of a Trade Association. Seven people did not answer the question, but all of the remaining 17 advised that they were not members. There was a strong consensus among this group that Trade meetings should take place, with 14 of the 17 (79%) being in favour (Figure 46). However, what was less clear was the format and content of such meetings. Five respondents provided their views (or provided partial responses), which have been collected together at Table 11. There is no common consensus, but Licensing Services will be able to bear these comments in mind when they consider setting up Trade meetings.



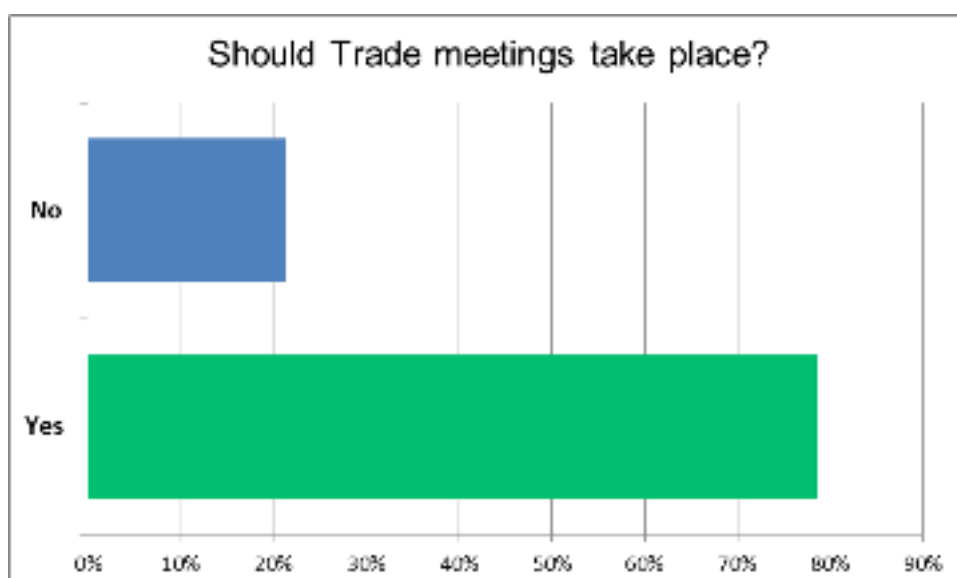


Figure 21: Should Trade meetings take place?

How should such meetings be set up?	Where?	When?	What should the trade meetings be about?	Who should attend?
Before committee meetings	Garden shed for all the good that would be done or listened to	-	THE TRADE!!!! DUH!!!!	Anyone with an interest
Open forum	One in Zone one and one in Zone 2	Couple of times a year	Issues affecting the trade might be a start	The Moray Council
Twice a year	Elgin	Monday or Tuesday	Trade specific questions	All members should be invited
-	-	-	-	License plate holders
Set up through Moray Council	Any venue	Evenings	New things to do with licensing and any matters arising with taxi companies or taxi individuals on taxi business	Representative from council licensing and taxi operators or public who have matters arising about taxis

Table 6: Views on the format and content of Trade meetings

4.11.2 Most people (9 out of 16 responses) had no preference on the frequency of Trade meetings, while 6 (37.5%) felt they should be held regularly and one person wanted them only to be held for specific issues (Figure 47). The Licensing Committee are considering holding two meetings with the trade per year: one in Elgin and one in other areas on a rota basis. Selected committee members would attend supported by Council officers. The views of licensees

do not appear to contradict this proposal, although there was one dissenter and one person suggested 3 meetings per year (Table 12). Eighteen people responded to the question on whether they would attend Trade meetings.

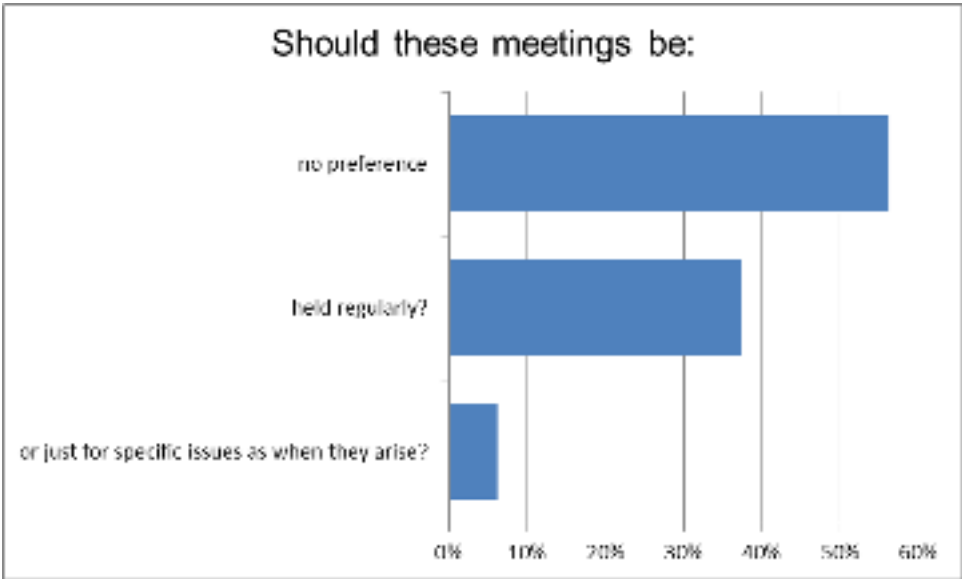


Figure 22: Frequency of Trade meetings

Views on the proposal to hold 2 Trade meetings per year
Been done before and a complete waste of time.
Cooperative discussions can only be good for the trade
No preference
OK
Sounds like a good idea.
We would like to see 3 meetings per year
Yes a good idea

Table 7: Views on the proposals to hold 2 Trade meetings per year

4.11.3 Despite the high percentage of people who felt Trade meetings should take place (Figure 46) only half of respondents would attend them (Figure 48). The reasons for non-attendance are given at Table 13, although if the meeting arrangements could be designed to cater for these particular concerns.

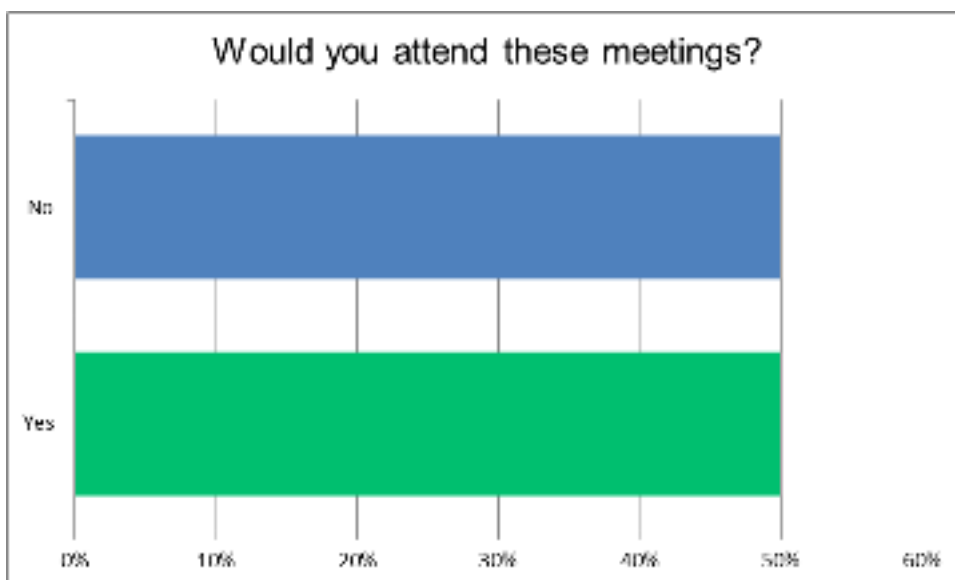


Figure 23: Would licensees attend Trade meetings?

Reasons for not attending Trade meetings
If taking place in the evening business is too busy during the day for time for lengthy meetings
I am not invited
Possibly attend
Only part time driver
Unless away on business

Table 8: Reasons for not attending Trade meetings

#### 4.12 Effective Communication

4.12.1 This set of 4 questions were designed to find out what licensed taxi drivers and operators thought about communications from the Licensing Service and what improvements could be made. Responses to these questions were very limited, but they are included here (Table 14) so that any changes in the way the Licensing Services communicates with licensees takes heed of these points.

How can the Licensing Service ensure that information is communicated effectively?
Each Taxi operator should receive an email/letter of telephone call to advise of a meeting. He/she would then pass this information to their respective drivers so they can attend the meeting.
E-mail
E-mails
SMS text msgs
In public domain
Notification received and read emails
Recorded delivery letters
Send information to individuals and their office companies
You can't or won't

<b>How can we ensure that we get your views on future consultations?</b>
By attending at meetings or formal letter survey. You should not be afraid to express your opinions if you have a complaint or suggestion for improvements
E-mail
Ensure asked more than once
Recorded delivery letters
Send information direct to above and if free to attend will do so
I know you don't care
You can't or won't
<b>Do you have any suggestions/improvement ideas for communication?</b>
Going back to a Taxi newsletter would be a positive step
All the communication tools are in place
No point. no one has ever listened before
No
<b>Are you aware of examples of good practice in relation to the issues raised in this survey?</b>
No
No
No
None
Yes
Yes

**Table 9: Comments from licensees on communication and consultations**

4.12.2 The final question asked respondents to provide comments on any points not covered by the survey. Five comments were received and are included in Table 15. One was a suggestion to set-up an email to be used for anonymous tip-offs, while another suggested greater input from taxi drivers themselves.

<b>Any other comment you would like to make about the Licensing Service not covered in the survey?</b>
Anonymous tip off email address
Come to the rank and ask taxi drivers, they will explain what works let them have say
If there is staff sickness or holidays causing backlogs, would it be wiser to increase staff levels to cope with the workload??
IT'S A JOKE
Think the pricing of renewals for our badges is horrendous compared to other districts, very poor service on council side but if we fail there's no options , not sympathetic to drivers who been in trade many, many years

**Table 10: Other comments about the Licensing Service not covered in the survey**

## Appendix A: – Copy of the Survey Questions



### Moray Council Licensing Service - Taxis/Private Hire Customer Satisfaction and Communications Survey

We are carrying out a Customer Satisfaction Survey and a survey on communication preferences to help us understand how we can better serve our customers.

For the first part of this survey we would like you to answer a few questions about your recent experiences with The Moray Council Licensing Service

It should only take 5 minutes to complete and all responses will be kept completely anonymous, so please be as open and frank as possible.

For each statement you read, please tick the box that best describes how satisfied or dissatisfied you were with the service that you received from us.

You will then be asked to complete the second part of the survey, which may take a little bit longer, and involves answering a few questions about your preferred method for communicating with the Council.

A comments box is provided at the end of the survey for you to feedback any issues you feel haven't been adequately covered in the main survey.

- \* 1. Many of our calls are now routed through the Moray Council Contact Centre can you please advise how satisfied you were with each of the following

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Don't know/not applicable
The length of time you had to queue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendliness of the member of staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helpfulness of the member of staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The member of staff had sufficient knowledge to deal with your enquiry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They understood your situation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Their ability to deal with/sort out your problem/enquiry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You were given information in a way which was easy for you to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Were you happy with the overall resolution of your enquiry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- \* 2. If the Contact Centre could not resolve your query and you were transferred to Licensing staff how satisfied were you with the following?

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Don't know/not applicable
The time taken to speak to someone about an enquiry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Someone took responsibility for your enquiry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being able to deal with someone who could help	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of the information received	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff are courteous and approachable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. How satisfied are you with the way the licensing staff did their job?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied
- ☐ Don't know/not applicable

4. What would you say about how the licensing staff did their jobs?

\* 5. How satisfied or dissatisfied were you

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Don't know/not applicable
that licensing staff are efficient and respond within appropriate timescales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
that licensing staff keep you informed and updated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
with the time taken to deal with the matter from start to finish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
that licensing staff did what they said they would	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
with the overall service that you received	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. It would be of assistance if you could provide details of the standard of service received, particularly if you were dissatisfied.

\* 7. If you attended a committee meeting how satisfied or dissatisfied were you with...

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied
the administration arrangements for the committee meeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
the committee meeting itself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Did you have any problems dealing with the Licensing Service?

☐ Yes

☐ No

If "Yes" what was the nature of the problem?

9. How satisfied or dissatisfied were you with the way this problem was handled?

☐ Very satisfied

☐ Satisfied

☐ Neither satisfied nor dissatisfied

☐ Dissatisfied

☐ Very dissatisfied

☐ Don't know/not applicable

10. What could have been done better, if anything?

11. An issue surrounding instructions/guidance for adding a taxi or vehicle to the fleet was raised in a previous survey. As a result of this we reviewed and updated the guidance and online information. Do you feel this has improved matters?

☐ Yes

☐ No

Please comment on your answer:



12. New legislation means that we will shortly be introducing a new role of Civic Licensing Standards Officer and the costs of this post will need to be met from licensing fees. This officer will act as a source of information and guidance for the trade, supervise compliance with licensing conditions, and deal with disagreements and disputes. Do you have any comments about this or suggestions?



**Moray Council Licensing Service - Taxis/Private Hire  
Customer Satisfaction and Communications Survey**

Thank you for completing the first part of this survey. We would now ask you to complete the final part of the survey which will assist our current review of communications with the taxi/private hire trade and other stakeholders.

As part of this we want to find out how we can improve communications, progress relationships and ensure that future consultation activity reaches and engages everyone that it should. We would like to strengthen your involvement in the consultation process, and your feedback will help to inform what we do.

We would like your feedback via a short survey – please share your views and help us improve our communication with you.

A comments box is provided at the end of the survey for you to feedback any issues you feel haven't been adequately covered in either survey.



## Questions - Overall Impressions

13. In general, how satisfied are you...

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Don't know/not applicable
with the Council's efforts to keep you informed about licensing?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
with your ability to easily find answers to questions you have about licensing?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
that your views are sought by the Council on matters that affect you?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
the member of staff had sufficient knowledge to deal with your enquiry?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
that your views are listened to by the Council?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Questions - Communication information

14. For which items do you believe it is important that you receive information/communications?

Please rate the importance of each item on a scale of 1 to 5, where 1 means "not important at all" and where 5 means "very important".

	1 (not important at all)	2	3	4	5 (very important)	N/A
Application process (forms, guidance, fees, procedures, timescales)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changes to application processes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changes to licensing conditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changes to licensing policy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changes to fares and charges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changes to licensing law/new requirements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxi stances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. What other topic do you think it is important to know about?

16. Please rate how important it is that you know about this topic on a scale of 1 to 5, where 1 means "not important at all" and where 5 means "very important".

1 (not important at all)	2	3	4	5 (very important)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Is there a further topic you think it is important to know about?

18. Please rate how important it is that you know about this topic on a scale of 1 to 5, where 1 means "not important at all" and where 5 means "very important".

1 (not important at all)	2	3	4	5 (very important)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Questions - Communication types

19. How do you currently receive information about what is going on? Please indicate all that apply.

- ☐ Grapevine
- ☐ Trade Association
- ☐ Council website
- ☐ Council facebook
- ☐ Council Twitter
- ☐ Council letter
- ☐ Council e-mail
- ☐ Council text message
- ☐ Council staff
- ☐ Community Council
- ☐ Local Area Forum
- ☐ Tellmescotland portal
- ☐ Media
- ☐ All of the above
- ☐ None of the above
- ☐ Other (please specify)

20. What single source of information do you depend on most to stay informed about licensing?

21. What is your reason for this source?

22. In future, how would you prefer to receive information about what is going on? Please indicate all that apply.

- ☐ Invite me to a meeting
- ☐ Send an e-mail
- ☐ Send something to me in the mail
- ☐ Online
- ☐ Other (please specify)

23. Why this method?

24. Do you use any of the following:-

- ☐ E-mail
- ☐ Text messaging from a mobile device
- ☐ facebook or other social networking site
- ☐ twitter
- ☐ LinkedIn

25. Would you follow a dedicated Moray Council Licensing facebook page or twitter account?

- ☐ Yes
- ☐ No

26. What is the most helpful way for us to consult you on an issue?

- ☐ Letter
- ☐ E-mail
- ☐ SMS text
- ☐ Website
- ☐ Press
- ☐ Newsletter/leaflet
- ☐ Meeting
- ☐ On-line survey
- ☐ Other (please specify)

27. Why this method?



**Moray Council Licensing Service - Taxis/Private Hire  
Customer Satisfaction and Communications Survey**

## Website

The Moray Council has its own website and part of this is dedicated to taxi/private-hire licensing. Currently this is the main location for information.

28. How often do you visit the Council's website?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Rarely
- ☐ Never

29. How often do you visit the Council's website Licensing pages?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Rarely
- ☐ Never

30. What content do you use?

31. How valuable do you find it?

32. What would make the website more useful to you?

- ☐ Update the information more often
- ☐ Update so it's more user-friendly
- ☐ FAQs
- ☐ New page
- ☐ Provide more information (please specify required information below at Q21)
- ☐ Provide a way to contact staff
- ☐ Other (please specify)

33. If you ticked "Provide more information" in the previous question please indicate what sort of information you would like to see.

34. Do you have any suggestions for improvements or changes that could be made to the Licensing web pages?



## Tellmescotland portal

Tellmescotland is a national portal that has been developed as an alternative way for local authorities and other public bodies to share information via the internet. Moray Council has been using this portal since 2010 for liquor licensing notices. There is scope to use it for general information/consultation/notices.

35. If you have used it did you find it useful?

- ☐ Yes
- ☐ No
- ☐ If you answered No, what did you not like about it?



## Public Access part of Licensing System

Accessed from the Council's web pages, this enables applicants to track the progress of their application online. In addition the web page enables the public to view the Statutory Public Registers for information about licences being processed so that they can comment on them, and also enables the public to access information on licences that have been granted.

36. Are you aware of this web page?

- ☐ Yes
- ☐ No



37. If you have used it did you find it useful?

- ☐ Yes
- ☐ No
- ☐ If you answered No, what did you not like about it?



**Moray Council Licensing Service - Taxis/Private Hire  
Customer Satisfaction and Communications Survey**

## E-mail

38. In general, when you receive an e-mail from us do you usually:

- ☐ Read it in full
- ☐ Skim to find out what's important
- ☐ Decide whether it's worth opening based on the subject line
- ☐ Delete without opening
- ☐ You do not receive e-mails

39. In your opinion, do you receive e-mail from us:

- ☐ Not frequently enough
- ☐ An appropriate amount
- ☐ Too frequently
- ☐ Don't know
- ☐ Do not receive

40. In your opinion, are the messages contained in e-mails from us generally:

- ☐ Too short or not detailed enough
- ☐ About right
- ☐ Too long or detailed
- ☐ No strong opinion
- ☐ Do not receive



## Trade Association

41. Are you a member of a Trade Association?

☐ Yes

☐ No

If "Yes" which one (please provide name and contact details of the Trade Association)

## Trade Meetings

42. Should Trade meetings take place?

☐ Yes

☐ No

43. How should such meetings be set up?

44. Where should the meetings take place?

45. When should the meetings take place?

46. What should the trade meetings be about?

47. Who should attend?

48. Should these meetings be:

- ☐ held regularly?
- ☐ or just for specific issues as when they arise?
- ☐ no preference

49. The Licensing Committee are considering holding two meetings with the trade per year: one in Elgin and one in other areas on a rota basis. Selected committee members would attend supported by Council officers.

What are your views on this proposal?

50. Would you attend these meetings?

- ☐ Yes
- ☐ No

If no please give your reasons:



**Moray Council Licensing Service - Taxis/Private Hire  
Customer Satisfaction and Communications Survey**

## Questions - final thoughts

51. How can we ensure that information is communicated effectively?

52. How can we ensure that we get your views on future consultations?

53. Do you have any suggestions/improvement ideas for communication?

54. Are you aware of examples of good practice in relation to the issues raised in this survey?



**Moray Council Licensing Service - Taxis/Private Hire  
Customer Satisfaction and Communications Survey**

55. Finally, is there any other comment you would like to make about the Licensing Service not covered in the survey?

56. Are you willing to be contacted regarding your responses? If so please provide your contact details.

☐ Yes

☐ No



**Moray Council Licensing Service - Taxis/Private Hire  
Customer Satisfaction and Communications Survey**

57. Please enter your contact details

Name	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>



**Moray Council Licensing Service - Taxis/Private Hire  
Customer Satisfaction and Communications Survey**

That is both surveys now complete. Thank you for your time. Your participation is important and greatly appreciated.

All information received about communications will inform a draft Taxi/Private Hire Communications Strategy to be put forward for the Licensing Committee's consideration and for future consultation. The Strategy will make it clear going forward, when and how we will communicate with you and carry out engagement/consultation.

Please now click "Done" to submit your responses and leave the survey.

