


Survey completed at Customer Service at Tonbridge Castle- up to 31 August 2019

Questions	Number		Percentage	
	Yes	No	Yes	No
Do you use the Internet?	52	8	86.67%	13.33%
Have you visited TBMC website?	37	23	61.67%	38.33%
Why did you visit TMBC today?	Text field summarised below <ul style="list-style-type: none"> • Parking permits • Benefits • Local information • Garden bins • Council tax • Housing • Hand forms in • To pay a bill at Kiosk • Tourist information • 1 applied on online and had to wait 20 minutes • Having issues accessing online account - I do have one, tried to recover 			
Did you try and complete this on-line?	9	32	21.95%	78.05%
What changes would you like to see within a new website design?	Text field summarised below <p>Majority of people "no comment"</p> <ul style="list-style-type: none"> • None Ok • Could not get information • honestly I prefer personal attention • Full detailed list of what can and cannot be recycled for example. metal • Not very inviting - click on menu and takes you to bottom of screen - no sub • needs to be more engaging • more user friendly • Easy to navigate find the service I need and apply for parking permit online • could not get in 4 tries • 			
Number of people who gave an email address to who we can follow up with	17			

Survey completed at Customer Service at Tonbridge Castle - up to 31 August 2019

	Male	Female	No answer
Number	29	30	0
Percentage	49.15%	50.85%	0%

Age	Number	Percentage
Younger than 18	0	0.00%
18 - 24	2	3.45%
25 - 34	10	17.24%
35 - 44	17	29.31%
45 - 54	8	13.79%
55 - 64	9	15.52%
65 or older	12	20.69%

TN - Tonbridge Postcode Map		Postcode	Number	Percentage
		DA13 0	0	0.00%
		ME1 3	0	0.00%
		ME15 0	0	0.00%
		ME16	0	0.00%
		ME18	0	0.00%
		ME19	2	6.45%
		ME2 1	0	0.00%
		ME20	0	0.00%
		ME5 9	0	0.00%
		ME6 5	0	0.00%
		TN10	10	32.26%
		TN11	2	6.45%
		TN12	1	3.23%
		TN14 6	0	0.00%
		TN15	0	0.00%
		TN4	0	0.00%
		TN9	16	51.61%
			31	100.00%

Survey completed at Customer Service at Kings Hill - up to 31 August 2019

Questions	Number		Percentage	
	Yes	No	Yes	No
Do you use the Internet?	98	21	82.35%	17.65%
Have you visited TBMC website?	70	49	58.82%	41.18%
Why did you visit TMBC today?	Text field summarised below <ul style="list-style-type: none"> • Parking permits • Local information • Council tax • Housing • Hand forms in • To pay a bill at Kiosk • Parking permits • Benefits • DHP applications • Benefit claims 			
Did you try and complete this on-line?	10	109	8.40%	91.60%
What changes would you like to see within a new website design?	Text field summarised below <p>Majority of people "no comment"</p> <ul style="list-style-type: none"> • Nothing - I like it - very easy to use • prefer face to face contact • to include measurements • not easy to navigate • All web sites presume knowledge which not all older people have • make contact numbers easier to find and accessible • something clear and easy to read • More up to date and able to see My Account • Do not use it prefer to talk to a human • Remove redirection to Northgate NES • Too much rubbish - needs to be plain and simple - Easy to follow • just to be user friendly • website is fine thank you • update claim online instead of coming to the office all the time 			
Number of people who gave an email address to who we can follow up with	53			

Survey completed at Customer Service at Kings Hill - up to 31 August 2019



	Male	Female	No answer
Number	49	68	1
Percentage	41.53%	57.63%	.85%

Age	Number	Percentage
Younger than 18	1	0.86%
18 - 24	3	2.59%
25 - 34	17	14.66%
35 - 44	27	23.28%
45 - 54	20	17.24%
55 - 64	15	12.93%
65 or older	33	28.45%

TN - Tonbridge Postcode Map			
Postcode	Number	Percentage	
DA13 0	1	1.18%	
ME1 3	0	0.00%	
ME15 0	0	0.00%	
ME16	0	0.00%	
ME18	4	4.71%	
ME19	38	44.71%	
ME2 1	0	0.00%	
ME20	14	16.47%	
ME5 9	0	0.00%	
ME6 5	7	8.24%	
TN10	6	7.06%	
TN11	4	4.71%	
TN12	5	5.88%	
TN14 6	0	0.00%	
TN15	5	5.88%	
TN4	0	0.00%	
TN9	1	1.18%	
Total	85	100.00%	

Survey completed at Customer Surgeries at Larkfield - - up to 31 August 2019



Questions	Number		Percentage	
	Yes	No	Yes	No
Do you use the Internet?	36	50	41.86%	58.14%
Have you visited TBMC website?	21	65	24.42%	75.58%
Why did you visit TMBC today?	Text field summarised below <ul style="list-style-type: none"> • Council tax • Housing • Hand forms and documents • To pay a bill at Kiosk • Parking permits • Benefits • DHP applications • Benefit claims • Help with forms • Homeless • Order brown bin 			
Could this service request be completed on-line?	13	73	15.12%	84.88%
99% of enquiries could be handled by Webchat / Web or by Scan and email				
Have you got access to transport to visit the Council offices?	36	50	41.86%	58.14%

	 Male	 Female	No answer
Number	29	69	1
Percentage	29.29%	69.70%	1.01%

Age	Number	Percentage
Younger than 18	0	0.00%
18 - 24	0	0.00%
25 - 34	6	6.00%
35 - 44	15	15.00%
45 - 54	8	8.00%
55 - 64	23	23.00%
65 or older	48	48.00%

Survey completed at Customer Surgeries at Snodland - - up to 31 August 2019

Questions	Number		Percentage	
	Yes	No	Yes	No
Do you use the Internet?	30	21	58.82%	41.18%
Have you visited TBMC website?	21	29	42.00%	58.00%
Why did you visit TMBC today?	Text field summarised below <ul style="list-style-type: none"> • Council tax • Housing • Hand forms and documents • To pay a bill at Kiosk • Parking permits • Benefits • DHP applications • Benefit claims • Help with forms • Homeless • Order brown bin 			
Could this service request be completed on-line?	22	37	26.00%	74.00%
99% of enquiries could be handled by Webchat / Web or by Scan and email				
Have you got access to transport to visit the Council offices?	22	29	43.14%	56.86%

	 Male	 Female	No answer
Number	31	20	0
Percentage	60.78%	39.22%	00.00%


Age	Number	Percentage
Younger than 18	0	0.00%
18 - 24	2	3.92%
25 - 34	5	9.80%
35 - 44	9	17.65%
45 - 54	12	23.53%
55 - 64	9	17.65%
65 or older	14	27.45%

Survey completed by the Businesses community within the Borough - up to 31 August 2019

It is disappointing that only 7 reply's from 640 emails sent out. However we will continue to engage with the business community through Economic Regeneration Officer, by re sending our request and speaking to businesses as we develop the website design.

Questions					
	Daily	Weekly	Monthly	Quarterly	Yearly
Frequency of using TMBC website	1	2	2	2	0
Percentage	14.29%	28.57%	28.57%	28.57%	00.00%
Reason to view TMBC website	To view Committee agendas, minutes and reports				
	To get information or advice				
Did you find the information you were looking for?	Yes	No			
Number	6	1			
Percentage	85.71%	14.29%			
How easy was it to find the information you were looking for?	Very Easy	Easy	Neither easy or difficult	Difficult	Very difficult
Number	1	3	1	1	1
Percentage	14.29%	42.86%	14.29%	14.29%	14.29%
How satisfied or Dissatisfied were you with the website overall?	Very Satisfied	Fairly Satisfied	Neither Satisfied or Dissatisfied	Fairly Dissatisfied	Very Dissatisfied
Number	2	2	2		1
Percentage	28.57%	28.57%	28.57%	28.57%	14.29%
Number of people who gave an email address to who we can follow up with	2				

Survey completed by the Businesses community within the Borough - up to 31 August 2019

TN - Tonbridge Postcode Map	Postcode	Number	Percentage
 <p>© 2015 - www.gbmaps.co</p>	DA13 0		
	ME1 3		
	ME15 0		
	ME16		
	ME18	1	16.67%
	ME19		
	ME2 1		
	ME20	1	16.67%
	ME5 9		
	ME6 5		
	TN10	2	33.33%
	TN11	1	16.67%
	TN12		
	TN14 6		
	TN15		
	TN4		
	TN9	1	16.67%
	Not given	0	00.00%
	Total	6	100.00%

Survey completed by Members and TMBC staff - up to 31 August 2019 - Summary of return

When talking to residents / customers, what are the most frustrating what things that they comment on about the current web site?

(Please answer as many that are appropriate)

	Number	Percentage
When trying to obtain information or advice	46	
When making a payment	8	
When applying for a service	10	
When making a booking	0	
When commenting on a consultation	9	
When applying for a Benefit	4	
When finding out about a local Councillor	4	
When viewing Committee agendas, minutes and reports	8	
When reporting a problem	9	
When make a complaint	6	
Other – please specify	14	

17 other specified.

What's good about the website?

Summary is “Webchat; Information good once found; Search speed; Uncluttered

50 detailed comments

What's not working for you?

Summary is “Design; Not intuitive; Search function; No pictures; Hard to Navigate

80 detailed comments

What information/functionality would you like to see?

Summary is “Good Design; Clear Navigation; Visual images; less jargon; Promotional opportunities;

55 detailed comments

**Survey completed by Members and TMBC staff - up to 31 August 2019 -
Summary of return**

Thinking of your own service, or as a Councillor, how likely are you to choose the TMBC website as a source of information for yourself or your customers (i.e. to direct a customer to)?

Where 1 is not likely at all and 10 is very likely

Not Likely	Response	Percentage
1	11	18.33%
2	3	5.00%
3	7	11.67%
4	5	8.33%
5	10	16.67%
6	5	8.33%
7	3	5.00%
8	6	10.00%
9	3	5.00%
10	7	11.67%
Very Likely	60	100.00%

Thinking of your own service, or as a Councillor, how likely are your customers to telephone or email you a question that they should have been able to easily find on the TMBC website?

Where 1 is not likely at all and 10 is very likely

Not Likely	Response	Percentage
1	10	16.67%
2	2	3.33%
3	1	1.67%
4	4	6.67%
5	7	11.67%
6	4	6.67%
7	3	5.00%
8	15	25.00%
9	5	8.33%
10	9	15.00%
Very Likely	60	100.00%

Survey completed by Members and TMBC staff - up to 31 August 2019 - Summary of return

Thinking of your own service, or as a Councillor, how likely is it that contact you receive by telephone or by email could or should have been avoided by the customer using the TMBC website to answer their own query?

Where 1 is not likely at all and 10 is very likely

Not Likely	Response	Percentage
1	11	18.33%
2	2	3.33%
3	1	1.67%
4	3	5.00%
5	6	10.00%
6	7	11.67%
7	6	10.00%
8	13	21.67%
9	6	10.00%
10	5	8.33%
Very Likely	60	100.00%

Identify 3 frequently asked questions, that are asked of you or of your team, that could have been answered by the customer using the TMBC website, thus avoiding altogether the telephone or email contact.

The questions that have been submitted illustrate very clearly the vast diversity of subject matter and information that people believe a web site should hold.

The response has been very impressive and could form the backbone of a Question / Answer search function for a new website design.

145 questions submitted