

Birmingham City Council

Customer Questionnaire for General Licensing

Data Protection Act 1998

The information requested in this form will be used to monitor and improve the services delivered by Birmingham City Council. By filling in this form you are agreeing to the information you provide being used in this way. No data from which any person can be identified will be published or passed on to any other person or organisation.

The Licensing Service is assessing the quality of customer care. Your co-operation with this questionnaire would be appreciated. All responses will be confidential.

1) How long have you had engagement with the Council's Licensing Service?

- Less than 1 year 1 year up to 5 years
5 years up to 10 years 10 years or more

2) Please indicate whether you agree or disagree with each of the following statements about your last contact with the General Licensing Section

- (a) I felt my business was treated fairly:** Strongly Agree
Agree
Neither Agree nor disagree
Disagree
Strongly Disagree
Not Applicable

- (b) I felt the contact was useful:** Strongly Agree
Agree
Neither Agree nor disagree
Disagree
Strongly Disagree
Not Applicable

3) When dealing with officers of the Council's Licensing Service, how satisfied are you with the following? (Tick one box only for each line)

	Very Satisfied	Fairly Satisfied	Neither Satisfied nor Dissatisfied	Fairly Dissatisfied	Highly Dissatisfied
Competence of Staff					
Professionalism of Staff					
Helpfulness of Staff					
Courtesy of Staff					
Knowledge of Staff					
Speed of Service					
Overall satisfaction					

If dissatisfied, in any of the above please state why:

.....

4) Have you ever visited the Licensing Reception at Crystal Court, Aston?

Yes No

5) If yes, how satisfied are you with the Reception Service? (Tick one box only for each line)

	Very Satisfied	Fairly Satisfied	Neither Satisfied nor Dissatisfied	Fairly Dissatisfied	Highly Dissatisfied
Competence of Staff					
Professionalism of Staff					
Helpfulness of Staff					
Courtesy of Staff					
Knowledge of Staff					
Speed of Service					
Reception Facilities					
Overall satisfaction with reception					

If you have any suggestions for improvements to the reception service please indicate below:

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6) Have you ever visited the Licensing Pages on the Birmingham City Council Website at www.birmingham.gov.uk?

Yes No

7) If yes, how satisfied are you with the website content? (Tick one box only for each line)

	Very Satisfied	Fairly Satisfied	Neither Satisfied no Dissatisfied	Fairly Dissatisfied	Highly Dissatisfied
Quality of information					
Clarity of information					
Ease of Access					
Ability to access application forms					

If you have any suggestions for improvements to the Website Licensing Pages please indicate below:

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8) Have you ever telephoned the Council's Licensing Service?

Yes No

9) If yes, how satisfied are you with the telephone service? (Tick one box only for each line)

	Very Satisfied	Fairly Satisfied	Neither Satisfied no Dissatisfied	Fairly Dissatisfied	Highly Dissatisfied
Ability to get ringing tone					
Time taken to answer					
Quality of greeting					
Helpfulness of staff					

If you have any suggestions for improvements to the Licensing telephone service please indicate below:

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10) Do you feel you were treated fairly at all times?

Yes No

11) Do you think that the Licensing Service represents value for money?

Yes No Don't Know

12) Do you have any other comments or suggestions, which you think might improve the Licensing service overall?

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Contact Name:

Telephone No: E-mail address:

Type of Licence:

Trading Name/Name of Organisation.....

Address.....

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In order to ensure the service we offer is to the highest quality to all sections of the population, would you please choose one section from (A) to (E) then tick the appropriate box to indicate your cultural background. These categories are based on the 2001 Census.

A White

- British
- Irish

Any other White background please state.....

B Mixed

- White and Black - Caribbean
- White and Black African
- White and Asian

Any other Mixed background please state.....

C Asian or Asian British

- Indian
- Pakistani
- Bangladesh

Any other Asian background please state.....

D Black or Black British

- Caribbean
- African

Any other Black background please state.....

E Chinese or other ethnic group

- Chinese
- Vietnamese

Any other please state.....

Gender: Male Female Other

Age Group Under 25 26 – 34
 35 – 44 45 – 54
 55 – 64 65 & over

Do you have a visual impairment? Yes No

a hearing impairment? Yes No

a mobility impairment? Yes No

are you a wheelchair user? Yes No

THANK YOU FOR TAKING THE TIME AND TROUBLE TO COMPLETE THIS QUESTIONNAIRE

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 Administration Support Team
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 Aston Cross Business Village
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 Birmingham B6 5RQ**

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