



Bexhill-on-Sea Town Council Monthly Report on Hub data. – NOVEMBER 2024

Introduction:

The role of Customer Services within the Hub is to assist residents with their queries and issues. This may be helping to find telephone numbers, email addresses, website addresses or signposting the resident to the correct authority / location.

At times customer service will also fill in online forms for the relevant authority as a third-party complaint on behalf of the resident, this could be because the resident does not use the internet or online methods – or even if they have tried and had no success.

Customer service also display leaflets and information in the front desk area of the office, at times residents come into the Hub to pick up leaflets / find information on local events.

Each resident that comes into the Hub is logged on a spreadsheet, with data ranging from date and time they came in, mood, the question or enquiry, the authority, contact information is provided. The data is collected, maintained and monitored by Customer Service; this enables us to make sure we are providing the most productive service we can offer.

The Hub opened Monday to Friday from Monday 15th July 2024.

- The Hub opened Monday to Friday on 15th July 2024
- Opening times for the Hub is 10am to 2:30pm

November is the fourth month with a full 4 weeks of Monday to Friday opening statistics of customer footfall within the Hub.

- **Please note that due to staff shortages – The Hub was closed to the public for 1 day on Friday 1st November 2024.**



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Stats:

Footfall for November **2024** is as follows:

Hub Visitor Numbers						
Month	Mon	Tues	Wed	Thur	Fri	Total
November	21	36	45	30	25	157

- Footfall for November **2023** as a comparison is as follows:

2023	Month	Tuesday	Month	Wednesday	Month	Thursday
November			Nov	5	Nov	Hub closed - working from home
	Nov	20	Nov	4	Nov	7
	Nov	3	Nov	13	Nov	12
	Nov	9	Nov	6	Nov	9
	Nov	16	Nov	14	Nov	16
Month Total						134

Breakdown:

A breakdown of footfall by day is as follows:

2024	Monday	Tuesday	Wednesday	Thursday	Friday					
November					01/11/2024	0				
	04/11/2024	4	05/11/2024	10	06/11/2024	10	07/11/2024	9	08/11/2024	9
	11/11/2024	6	12/11/2024	9	13/11/2024	15	14/11/2024	10	15/11/2024	5
	18/11/2024	5	19/11/2024	4	20/11/2024	10	21/11/2024	3	22/11/2024	1
	25/11/2024	6	26/11/2024	13	27/11/2024	10	28/11/2024	8	29/11/2024	10



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Question & enquiries Breakdown by authority:

At the Hub we log questions and enquiries by authority type, this enables us to keep track of how many residents have questions and enquiries for particular authorities. The yellow highlighted Mondays and Fridays are to show the extended opening days.

- **Please note that The Hub was closed to the public due to staff shortage on Friday 1st November.**

November		BoSTC	ESCC	ESH	RDC	Other
Friday	01/11/2024	HUB CLOSED - DUE TO SAFF SHORAGE				
Monday	04/11/2024	2			1	1
Tuesday	05/11/2024	6				5
Wednesday	06/11/2024	9		1	1	1
Thursday	07/11/2024	7			1	2
Friday	08/11/2024	6			1	2
Monday	11/11/2024	4	1		1	
Tuesday	12/11/2024	8			4	
Wednesday	13/11/2024	12	1		2	1
Thursday	14/11/2024	5	1		1	3
Friday	15/11/2024	1			1	3
Monday	18/11/2024	3		1		1
Tuesday	19/11/2024	3	1			
Wednesday	20/11/2024	7	1	1	1	4
Thursday	21/11/2024	3			1	
Friday	22/11/2024				1	
Monday	25/11/2024	5	1			
Tuesday	26/11/2024	13				
Wednesday	27/11/2024	6				4
Thursday	28/11/2024	6		1	1	
Friday	29/11/2024	8			1	1
November TOTAL		114	6	4	18	28

Overall Questions	170
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The total number of **170** is the number of questions received.

For example: If a resident comes in with three questions one for BoSTC, ESCC and RDC – these are logged individually to accurately reflect the number of questions we receive.

November	
Overall Questions	170

Further Breakdown:

November is the fourth month that The Hub has been open Monday to Friday.

- The overall total number of questions asked on a **Monday** is = **21**
- The overall total number of questions asked on a **Friday** is = **25**
- The Hub was **open** = **20** working Days (Monday – Friday)
- The Hub was **closed** to the public due to staff shortages = **1** day
→ **Friday 1st November**
- The authority with the **most** questions in November = Bexhill-on-Sea Town Council = **114**
- The authority with the **least** questions in November = East Sussex Highways = **4**



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The moods of the residents are as follows:

- Red = They came in very upset / agitated.
- Amber = They came in slightly upset
- Green = They came in happy

Nov-24	Total
In	1
In	13
In	157

Nov-24	Total
Out	0
Out	6
Out	165

- A further breakdown of 'Mood' based by authority:

	BTC		RDC		ESCC		ESH		OTHER		TOTAL		
	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	
NOV	0	0	0	0	1	0	0	0	0	0	1	0	NOV
	4	4	3	0	0	1	1	1	5	3	13	6	
	110	110	16	19	5	5	3	3	23	25	157	165	

Factors:

Some factors that can affect footfall are as follows:

- **Weather:**
 - a) Very sunny weather tends to mean a lower footfall.
 - b) Very wet and windy weather also tends to mean lower footfall.
- **Social media influences:**
 - a) Questions circulating online can have an impact on footfall.
 - b) News circulating online can also have an impact on footfall.



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- **Events:**
 - a) Local and seasonal events have an impact on footfall.
 - b) This month saw the Christmas Light Switch On Event on Saturday 30th November
- **Services:**
 - a) The number of services that Bexhill-on-Sea Town Council have / offer is a factor in footfall.
 - b) Bexhill-on-Sea Town Council recently took on the service of maintenance of Bus Shelters.
- An increased understanding of what the Hub can offer is a factor to determine footfall.

Conclusion:

Overall, the breakdown for November is as follows:

- Monday overall total footfall = **21**
- Friday overall total footfall = **25**
- The Hub was **closed** to the public due to staff shortages = **1** day
→ **Friday 1st November**
- Total footfall for November as a whole month = **157**
- Total amount of questions asked at The Hub in November = **170**
- The **busiest** individual day overall in November was:
 - Wednesday 13th November = **15** People
- The **quietest** individual day in November was:
 - Friday 22nd November = **1** Person
- Collectively the **busiest** day in the whole of November was = **Wednesdays** = **45** People
- Collectively the **quietest** day in the whole of November was = **Monday** = **21** People