



Bexhill-on-Sea Town Council Monthly Report on Hub data. – DECEMBER 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
- Please note that December is a **3 week report** due to The Hub being closed for Christmas.
- **Please note that due to Christmas The Hub was closed for the following days:**
 - Monday 23rd December.
 - Tuesday 24th December – Christmas Eve.
 - Wednesday 25th December – Christmas Day (Bank Holiday)
 - Thursday 26th December – Boxing Day (Bank Holiday)
 - Friday 27th December.
 - Monday 30th December.
 - Tuesday 31st December – New Years Eve.



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Stats:

Footfall for December 2024 is as follows:

Hub Visitor Numbers						
Month	Mon	Tues	Wed	Thur	Fri	Total
December	26	18	25	20	27	116

- Footfall for December 2023 as a comparison is as follows:

2023	Month	Tuesday	Month	Wednesday	Month	Thursday
December	Dec	17	Dec	19	Dec	9
	Dec	14	Dec	9	Dec	12
	Dec	9	Dec	22	Dec	5
	Dec	Closed for Xmas	Dec	Closed for Xmas	Dec	Closed for Xmas
Month Total						116

Breakdown:

A breakdown of December 2024 footfall by day is as follows:

→ Please note that on Friday 6th December – Dr Kerian Mullen MP came to visit The Hub and received questions from attending Councillors. This date is highlighted in green on the chart below.

2024	Monday		Tuesday		Wednesday		Thursday		Friday	
December	02/12/2024	12	03/12/2024	9	04/12/2024	15	05/12/2024	5	06/12/2024	18
	09/12/2024	9	10/12/2024	4	11/12/2024	4	12/12/2024	8	13/12/2024	5
	16/12/2024	5	17/12/2024	5	18/12/2024	6	19/12/2024	7	20/12/2024	4
	23/12/2024	0	24/12/2024	0	25/12/2024	0	26/12/2024	0	27/12/2024	0
	30/12/2024	0	31/12/2024	0						



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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 on Friday 6th December – Dr Kerian Mullen MP came to visit The Hub and received questions from attending Councillors. This date is highlighted in green on the chart below.

December		BoSTC	ESCC	ESH	RDC	Other
02/12/2024	Monday	8	1	2	1	1
03/12/2024	Tuesday	7		1	3	1
04/12/2024	Wednesday	10	1		1	5
05/12/2024	Thursday	6	1			
06/12/2024	Friday	21			2	2
09/12/2024	Monday	3		1	2	3
10/12/2024	Tuesday	3			1	
11/12/2024	Wednesday	4				
12/12/2024	Thursday	7			1	
13/12/2024	Friday	6				1
16/12/2024	Monday	6				1
17/12/2024	Tuesday	4				1
18/12/2024	Wednesday	6		1	1	
19/12/2024	Thursday	4			1	2
20/12/2024	Friday	5				
23/12/2024	Monday	Closed For Christmas				
24/12/2024	Tuesday	Closed For Christmas				
25/12/2024	Wednesday	Christmas Day				
26/12/2024	Thursday	Boxing Day				
27/12/2024	Friday	Closed For Christmas				
30/12/2024	Monday	Closed For Christmas				
31/12/2024	Tuesday	Closed For Christmas				
December TOTAL		100	3	5	13	17

Overall Questions	138
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The total number of **138** 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.

December	
Overall Questions	138

Further Breakdown:

December is the fifth month that The Hub has been open Monday to Friday.

- The overall total number of questions asked on a **Monday** is = **29**
- The overall total number of questions asked on a **Friday** is = **37**
- The authority with the **most** questions in December = Bexhill-on-Sea Town Council = **100**
- The authority with the **least** questions in December = East Sussex County Council = **3**

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

Dec-24	Total
In	3
In	7
In	128

Dec-24	Total
Out	3
Out	4
Out	131



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- 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		
DEC		1	1	0	0	0	0	1	0	1	1	3	3		DEC
		3	3	2	2	0	0	0	0	2	2	7	4		
		96	96	11	11	3	3	4	4	14	14	128	131		

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.
- **Events:**
 - a) Local and seasonal events have an impact on footfall.
 - b) This month Dr Kerian Mullen MP came to The Hub and received questions from attending Councillors.
- **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.
 - c) This month saw the completion of the first ‘Street Art’ Bus Shelter by W.Ave Arts – The bus shelter is located outside LIDL in Sidley.
- An increased understanding of what the Hub can offer is a factor to determine footfall.



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Conclusion:

Overall, the breakdown for December is as follows:

- Monday overall total footfall = **26**
- Friday overall total footfall = **27**
- The Hub was **open** = **15** working Days (Monday – Friday)
- The Hub was **closed** = 7 days in December These consisted of:
 - **5 Working Days**
 - Monday 23rd December.
 - Tuesday 24th December – Christmas Eve.
 - Friday 27th December.
 - Monday 30th December.
 - Tuesday 31st December – New Years Eve.
 - **2 Bank Holidays**
 - Wednesday 25th December – Christmas Day (Bank Holiday)
 - Thursday 26th December – Boxing Day (Bank Holiday)
- Total footfall for December as a whole month = **116**
- Total amount of questions asked at The Hub in December = **138**
- The **busiest** individual day overall in December was:
 - Friday 6th December = **18** People
 - **Please note this was also the day that Dr Kerian Mullen MP came to visit The Hub and received questions from attending Councillors.**
- The **quietest** individual day in December was the following days – all with 4 visitors per day:
 - Tuesday 10th December = 4 People
 - Wednesday 11th December = 4 people
 - Friday 20th December = 4 people
- Collectively the **busiest** day in the whole of December was = **Fridays** = **27** People
- Collectively the **quietest** day in the whole of December was = **Monday** = **26** People