

Improvement Objective

IO 1 - Ensure the citizens of Caerphilly County Borough understand why, when and how to engage with us and the impact their engagement will have in helping us to improve services

Outcomes

1. We will improve the way we engage and feedback to citizens.
2. Our citizens will have a better understanding of their engagement role with the council and understand how they can influence and shape policy and services by their engagement.
3. In 2013 the council's Household Survey will show an improvement in customer perception of our services.
4. We will have a good representative mix of citizens that take part in our consultation / engagement activities which match the local population demographics.
5. Through our corporate complaints process, we gather intelligence and citizens understand this helps us improve the way we do things.

A greener place Man gwyrdach



IO 1 - Ensure the citizens of Caerphilly County Borough understand why, when and how to engage with us and the impact their engagement will have in helping us to improve services

End of Year 2012/13 Progress Summary

Good progress has been made over the last 12 months to drive forward the council's Citizen Engagement agenda following a period of instability due to staffing issues within the department. Key Citizen Engagement strategies have been developed for both the Council and the Local Service Board and a robust forward work programme has been agreed by Cabinet, which will see the authority take a fresh approach to the way we engage with our stakeholders. Developments to note include:

- The adoption of a new CCBC Citizen Engagement Strategy
- The adoption of a new LSB Citizen Engagement Strategy
- The commissioning of the 2013 Household Survey (June 2013)
- The creation of a new corporate Consultation Database
- The development of a new training and learning schedule for staff

An audit of current engagement mechanisms used across the authority is now underway and we will be exploring new ways to engage - especially using digital and social media. A cross-directorate working group has also been established to ensure that a consistent approach is applied across service areas in the future.

The Household Survey was due to take place in February 2012 but was deferred, and it will now take place during June 2013. Once complete we will be able to update some of the actions and performance indicators relating to the results.

We have revised and updated our complaints policy in line with the recommendations made by the Ombudsman in relation to the implementation of a common complains policy across Wales. The new complaints process was in place for 1st April 2013. We are now holding regular Listening and Learning Groups, which will allow us to analyse and understand more about the complaints we receive. However, most of this work will fall into the year 2013/14, so some of the actions and measures for 2012/13 cannot be classed as completed yet.

The building blocks for this objective are now in place, but due to delays in a number of areas, at this time it is not possible to say that we have been fully successful in ensuring that citizens of Caerphilly County Borough understand why, when and how to engage with us and the impact their engagement will have in helping us to improve services. This will become evident in 2013/14.

Risks/Threats

| Title | Original Date | Original RAG | Original Likelihood of occurrence | Original Impact | RAG | Likelihood of occurrence | Impact | Comment |
|--|---------------|--------------|-----------------------------------|-----------------|-----|--------------------------|--------|---|
| The positive perception rate decreases | | ◆ | 3 | 3 | ◆ | 3 | 4 | It is important that this risk is mitigated as a lack of public confidence in the council would frustrate decision making processess. |
| The public having engaged with us are unable to see the impact of their engagement | | ◆ | 2 | 4 | ◆ | 3 | 2 | There would be limited impact in decision making, however it would result in public confidence being reduced. |

IO 1 - Ensure the citizens of Caerphilly County Borough understand why, when and how to engage with us and the impact their engagement will have in helping us to improve services

Outcomes: We will improve the way we engage and feedback to citizens. Our citizens will have a better understanding of their engagement role with the council and understand how they can influence and shape policy and services by their engagement

Actions

| Title | Comment | Overall Status | % Complete | RAG |
|--|---|----------------|------------|-----|
| 01. Develop a comprehensive Public Engagement and Participation Strategy | A Citizen Engagement Strategy and Action Plan was approved by Cabinet on 9th April 2013. | Complete | 100 | 🟢 |
| 02. Adopt and implement a robust action plan that includes a range of actions that will further improve how we engage with and feedback to our citizens | Cabinet have endorsed a cross-directorate working group to take forward the Action Plan within the Engagement Strategy. Nominations have been received from each Directorate. The group will now work to take forward this action plan however, key actions have been completed around development of Caerphilly Asks, Caerphilly Listens system. | In Progress | 40 | 🟡 |
| 03. Develop a process for monitoring whether citizen engagement activities meets the required standards | This is now a key action within the Engagement Strategy, e.g. a 1 day training course (provided by Participation Cymru) has been arranged for Officers in July 2013. | In Progress | 30 | 🟡 |
| 05. We will work with LSB partners particularly around the development of the single integrated plan which has a distinct Public Engagement element | The LSB Citizen Engagement Strategy was endorsed by the LSB in January 2013. | Complete | 100 | 🟢 |
| 06. A central depository database will record the number of public engagement and participation activities together with cost and influence on decision making | A system is now in place and in use within the Local Authority. Discussions are taking place for roll out to partners. The Authority is also at the forefront of discussions around a National system. | In Progress | 80 | 🟢 |
| 04. Deliver engagement activities to gauge Citizens perception | The Household Survey is scheduled from 3rd June to 28th June 2013. The questionnaire asks people whether they agree or disagree that the Council listens to residents. | In Progress | 40 | 🟡 |

IO 1 - Ensure the citizens of Caerphilly County Borough understand why, when and how to engage with us and the impact their engagement will have in helping us to improve services

Evidence

| Period | Title | Actual | Target | Intervention | RAG | Result 12 Months Ago | Comment |
|----------|--|---------|--------|--------------|-----|----------------------|--|
| Q4 12/13 | 01. Public Engagement Strategy Agreed | 100.00 | 100.00 | 80.00 | ■ | 80 | The Citizen Engagement Strategy and Action Plan was approved by Cabinet on 9th April 2013. |
| Q4 12/13 | 02. Public Engagement Strategy is produced and adopted by council | 100.00 | 100.00 | 80.00 | ■ | 30 | Engagement Strategy Agreed, not fully adopted by the Council yet. |
| Q4 12/13 | 03. Action Plan is implemented/rolled out | 100.00 | 100.00 | 80.00 | ■ | 30 | Action Plan approved, and rolled out to Directors and Heads of Service. |
| Q4 12/13 | 04. The engagement strategy was well received by the public and partner organisations and is recognised as good practice by % of those engaged in council business | 100.00 | 90.00 | 80.00 | ■ | 40 | During June 2012, a number of engagement activities gathered data relating to strategy as a snapshot of public perception of the strategy. An Engagement Strategy was developed for the Single Integrated Plan (SIP), which mirrored the CCBC strategy. SIP consultation took place early in 2013 with the public and Local Service Board partners, and was well received. |
| Q4 12/13 | 05. Improvement in the proportion of our citizens who feel they are listened to and their opinions count | | | | | N/A | The household survey will ask residents whether they agree/disagree that the council listens to residents views, the results will not be known until later this year. The next household survey is scheduled from 3rd June to 28th June. |
| Q4 12/13 | 06. Caerphilly Library/Customer Service Centre opened | 60.00 | 100.00 | 65.00 | ■ | 10 | We anticipate this being completed by November 2013 and development is underway but timescales for completion are provisional at this time. |
| Q4 12/13 | 07a. Facebook posts | 977.00 | 300.00 | 250.00 | ■ | N/A | The councils social media channels have become a key source of communication and engagement with county borough residents throughout 2012/13. The popularity of these channels means that social media now allows us to communicate news and information to more residents on a daily basis than if the same information was featured in some local hard copy publications. It also offers a unique, timely method of engaging with residents and seeking their views on various topics areas. |
| Q4 12/13 | 07b. New Facebook followers | 3643.00 | 250.00 | 200.00 | ■ | N/A | |
| Q4 12/13 | 07c. Twitter Tweets | 1859.00 | 420.00 | 370.00 | ■ | N/A | |
| Q4 12/13 | 07d. New Twitter followers | 2505.00 | 200.00 | 150.00 | ■ | N/A | |
| Q4 12/13 | 07e. You Tube uploads | 120.00 | 25.00 | 20.00 | ■ | N/A | |
| Q4 12/13 | 08. Face to face engagement via Customer Service Centres using exit surveys | 98.20 | 90.00 | 80.00 | ■ | 40 | Across all sites 98.2% of customers said that they were satisfied with the service they had received. This was conducted over several 2 ay periods at each site by customers choosing either "satisfied" or "dissatisfied" using a fully anonymous token voting system on leaving the site. |
| Q4 12/13 | 09. The central depository records number of engagement activities per quarter | 100.00 | 80.00 | 65.00 | ■ | 53 | A system is now in place and in use within the Local Authority with discussions taking place for roll out to partners. The Authority is also at the forefront of discussions around a National system. |
| Q4 12/13 | Complete: Bargoed Library/Customer Service Centre opened | 100.00 | 100.00 | 65.00 | ■ | 100 | Complete. Opened to the public on 26th October 2011. |
| Q4 12/13 | Complete: Risca Library/Customer Service Centre opened | 100.00 | 100.00 | 65.00 | ■ | 100 | Complete. Opened to the Public on 10th December 2011. |
| Q4 12/13 | Complete: Social Media Strategy Agreed | 100.00 | 100.00 | 65.00 | ■ | 100 | The Strategy was agreed and was successfully implemented during Autumn 2011. We are now using Facebook, Twitter, YouTube and Flickr to engage with citizens. |

IO 1 - Ensure the citizens of Caerphilly County Borough understand why, when and how to engage with us and the impact their engagement will have in helping us to improve services

Outcome: The 2013 council's Household Survey will show an improvement in customer perception of our services

Actions

| Title | Comment | Overall Status | % Complete | RAG |
|---|---|----------------|------------|-----|
| 01. The Household Survey will take on board lessons learnt from previous survey work and provide alternative engagement methods for hard to reach groups in our communities | The Household Survey is scheduled from 3rd June to 28th June 2013. The Strategic Equality Plan, within which objective 5 states, "People from every part of the county borough and from every community feel that they are a part of the decision-making process". We will continue are continuing with paper version of the survey but running a targeted campaign to increase response from areas where response has been low, in particular to increase responses via the Web through use of social media campaigns. | In Progress | 100 | 🟢 |
| 02. Conduct additional research and analysis to establish the drivers of customer satisfaction or dissatisfaction linked to geographical areas | Following the Household Survey, geographical differences in responses will be analysed in further detail. | Not Started | 0 | 🔴 |

Evidence

| Period | Title | Actual | Target | Intervention | RAG | Result 12 Months Ago | Comment |
|----------|---|--------|--------|--------------|-----|----------------------|---|
| Q4 12/13 | 01. % response rate for Viewpoint Panel Engagement | | 0.00 | 0.00 | | 0 | No surveys have taken place. The Viewpoint Panel is being reviewed. |
| Q4 12/13 | 02. % of Viewpoint Panel meeting who find the engagement process a positive experience | | | | | 0 | No surveys have taken place. |
| 2012/13 | 03. % People who feel satisfied with the level of service we provide | | 78.00 | 66.00 | | 77.40 | Bi-ennial Household Survey scheduled from 3rd June to 28th June 2013. |
| 2012/13 | 04. Response rate for Household Survey | | | | | 29.37 | Next survey due in 2013. |
| 2012/13 | 05. Perception in Household Survey improves | | | | | 3 | Household Survey scheduled from 3rd June to 28th June 2013. |
| 2012/13 | 06. % Respondents from the household survey who agreed that we keep residents informed about what we do | | | | | 72 | The Household Survey is scheduled from 3rd June to 28th June 2013. |
| 2012/13 | 07. % Respondents from the household survey (those who had contacted the Council during the last 12 months) who stated that they were satisfied with the way their enquiry was dealt with | | | | | 76 | The Household Survey is scheduled from 3rd June to 28th June 2013. |

IO 1 - Ensure the citizens of Caerphilly County Borough understand why, when and how to engage with us and the impact their engagement will have in helping us to improve services

Nationality Checking Service & Services Standards

Actions

| Title | Comment | Overall Status | % Complete | RAG |
|--|--|----------------|------------|--------------------------------------|
| 01. Introduce and publish contact service standards so the customer know the service they can expect to receive and how we are performing against them | Standards have been agreed and are now available to the public. They set out the contact service standards that customers should expect, this includes telling the public how we will deal with customers who visit our offices, and how we respond to paper and electronic mail from customers. The public's understanding of this 'Customer Service Charter' will be improved via publicity campaigns to raise awareness. We have a range of indicators that will tell us how we are performing, including a new standard of greeting customers entering our buildings within 2 minutes. | Complete | 100 | - |
| 02. Nationality Checking Service | The introduction of a Nationality Checking Service was proposed for 2012, however there are national concerns regarding the resource needed for the service and an expected negligible number of citizens using the service. We are awaiting further information from Wales Government. | Not Started | 0 | - |

Evidence

| Title | Actual | Target | Intervention | RAG | Result 12 Months Ago | Comment |
|--|--------|--------|--------------|---------------------------------------|----------------------|---|
| 01. Tell us Once Service Take up | 95.00 | 90.00 | 70.00 | - | 100 | Target amended to 90% at end of November as 100% is unrealistic. The rest of Wales currently have a take up of 58%. |
| 02. Implement Tell Us Once Service for births | | 100.00 | 70.00 | | N/A | The expansion of the Tell Us Once Service has been reviewed for birth registrations and a decision has been made not to introduce TUO for birth registrations at this time. We have monitored the situation in Wales (and England) and considered the relative benefits of the Tell Us Once Births provision for the parents of new babies and the local authority against the service impact. A number of those that introduced the service for births are not happy with the process and some have withdrawn. We will continue to monitor any proposed changes to the service for births and weigh the benefits against the potential impact but don't envisage introducing it within the next 2 years. |
| 03. A Customer Service Charter is created | 100.00 | 100.00 | 80.00 | - | N/A | Charter is in place. |
| 04. % of customers seen within 10 mins at Customer First Centres (YTD) | 84.80 | 80.00 | 60.00 | ↓ | 82.26 | |
| 05. % of Contact Centre Calls answered within 20 seconds (YTD) | 75.13 | 80.00 | 60.00 | ↓ | 83.17 | |

IO 1 - Ensure the citizens of Caerphilly County Borough understand why, when and how to engage with us and the impact their engagement will have in helping us to improve services

Outcome: Through our complaints process, we gather intelligence and citizen understand this helps us improve the way we do things

Actions - Develop a robust Corporate Complaints Process

| Title | Comment | Overall Status | % Complete | RAG |
|--|--|----------------|------------|-----|
| 01. Reviewing the receiving and processing of complaints | The new Complaints procedure was implemented on 1st April. A meeting is planned for the beginning of May with complaints officers across the Authority discuss progress and iron out any practical problems that have arisen during the first month. | In Progress | 80 | 🟢 |
| 02. Record more about the complaints we receive | The new complaints process will have a more detailed system that will be introduced to enable analysis of complaints. | In Progress | 80 | 🟢 |
| 03. Introduce a 'Listening and Learning Group' | Within the new complaints scheme we will, through the Listening and Learning Group, collect anecdotal data to add to our understanding. This should enable the Council to identify trends and assist in the development of services. | In Progress | 40 | 🟡 |
| 04. Reduce unnecessary contact for the customer | The new scheme will help us to improve our understanding of why unnecessary contact occurs. This will enable us to establish a process to reduce unnecessary contact for the customer. | Not Started | 0 | 🔴 |
| 05. Introduce methods for collecting data to understand why unnecessary contact occurs | The new complaints process will improve our understanding of why unnecessary contact occurs. This will enable us to establish a process to reduce unnecessary contact for the customer. | Not Started | 0 | 🔴 |

Evidence

| Period | Title | Actual | Target | Intervention | RAG | Result 12 Months Ago | Comment |
|----------|--|--------|--------|--------------|-----|----------------------|--|
| Q4 12/13 | 01. The complaints system has improved the way the public can use it and they have indicated it is simple to use by % of those using it feeding back | | | | | No data | The new Complaints procedure was implemented on 1st April. A meeting is planned for the beginning of May with Complaints Officers across the Authority discuss progress and iron out any practical problems that have arisen during the first month. |
| Q4 12/13 | 02. Number of complaints upheld by the local government ombudsman | | | | | 0 | There are no targets for this measure. Data will be available in July 2013 when the Annual Report is issued by the Ombudsman. |
| Q4 12/13 | 03. Number of complaints to the local government ombudsman | | | | | 58 | There are no targets for this measure. Further data will be available later in the year. |
| Q4 12/13 | 04. Establish Corporate Complaints process | 100.00 | 100.00 | 80.00 | 🟢 | 100 | The new Complaints procedure was implemented on 1st April. A meeting is planned for the beginning of May with complaints officers across the Authority discuss progress and iron out any practical problems that have arisen during the first month. |
| Q4 12/13 | 05. Decision making process shows links or influence with intelligence gathered by % of complaints made and found to be correct | | | | | No data | This action has been considered as part of the policy review. |
| Q4 12/13 | 06. % of CCBC Complaints responded to and resolved within target timescales | | 80.00 | 70.00 | | 94.20 | 2012/13 data set not available yet |

IO 1 - Ensure the citizens of Caerphilly County Borough understand why, when and how to engage with us and the impact their engagement will have in helping us to improve services

Action - Response to new government measures

| Title | Comment | Overall Status | % Complete | RAG |
|---|---|----------------|------------|-----|
| Working with Democratic Services to ensure the Council's response to the new government measures are clearly communicated to our public | Member development training carried out during 2012/13 included, Community Strategy and Partnership Working and Community Leadership, the Council Website explains the democratic structure and decision making process. Further work on public engagement and scrutiny will be carried out during 2013/14. | In Progress | 50 | - |