

CCBC Improvement Objective Action Plan 2011/12

Improve how we engage with our citizens and listen to what customers tell us about our services

Outcomes:

- Our citizens will have a better understanding of their engagement role with the council and recognise they can influence and shape policy and services by their engagement.
- We will improve the way we engage and feedback to citizens.
- By the next Household Survey in 2013 customer perception of our services will improve, with an increasing % of respondents to the Household Survey being satisfied or very satisfied with overall services.
- We will achieve a more representative mix of citizens that take part in our consultation / engagement activities which better matches the local population demographics.
- We will provide feedback that shows clear evidence of change or improvement as a result of the engagement process. Through our reporting procedure we will identify where we have used the results of the engagement process to influence our decision making for the improvement or change of services.
- We will have evidence that Citizens feel they are listened to and their opinions count. Our database recording of our public engagement activities will show the levels of interaction with citizens. At each activity we will ask citizens involved to provide feedback, which will be recorded and analysed.
- We will have an established corporate complaints process, which we can use to gather intelligence and improve the way we do things. We will learn from our mistakes and over time this should impact upon our customers perception of the type and quality of the service we provide them. The number of complaints will reduce and the proportion of services that are delivered right first time will improve, reducing the current levels of avoidable customer contact.
- We should be able to demonstrate and make clear links with action we take resulting from the complaints intelligence.

Who Contributes to the Objective:

- LEI – Jill Lawrence
- Adults Services – Dave Street
- Children's Services – Andrew Jarrett
- Public Protection – Rob Hartshorn
- Public Services – Mark S Williams
- Performance & Property – Colin Jones
- Finance – Nicole Scammell
- Education Planning – Tony Maher
- Community and Leisure – Peter Gomer
- Housing – Shaun Couzens

Cabinet Member:

Cllr Allan Pritchard

Signed off by Lead Director:

Nigel Barnett

Signed off by Head of Service:

Phil Evans

This action plan has been written in consultation with those who stated that they contribute to the achievement of this objective. Those who said they contribute, but have not been included in the action plan, have been informed of the reasons why.

Improvement Objectives 2011/12

<i>Improvement Objective</i>	<i>Improve how we engage with our citizens and listen to what our customers tell us about our services</i>					
Outcomes	<ul style="list-style-type: none"> • Citizens will have a better understanding of their engagement role with the council and recognise they can influence and shape policy • We will improve the way we engage and feedback to citizens. • By the next Household Survey in 2013 customer perception of our services will improve • We will achieve a more representative mix of citizens that take part in our consultation / engagement activities • We will provide feedback that shows clear evidence of change or improvement as a result of the engagement process. • We will have evidence that Citizens feel they are listened to and their opinions count. • We will have an established corporate complaints process, which we can use to gather intelligence and improve the way we do things. • We should be able to demonstrate and make clear links with action we take resulting from the complaints intelligence. 					
B	<u>Threat/Risk</u>	Category	Score	Progress	QTR 1 Category	QTR 1 Category
1	The positive perception rate decreases	9	Med	National influencers e.g. WAG can contribute to satisfaction new Assembly not clear of their priorities. Impending local government elections 2012 could be a catalyst for improvement		
2	Lack of clarity of decision making process taking heed of public commentary	8	Med	Organisation will need to ensure it builds in sufficient planning time to canvass and allow influence to be developed in its process the new government measures of publishing council agenda plans will help		

C	Actions/Tasks	Progress/Outcomes Achieved	Owner	Completion Date	Progress Status: No Progress/ Partially Complete/ Complete	% Complete
	<p>Develop a comprehensive public engagement and communications strategy and adopt and implement a robust action plan including:</p> <ul style="list-style-type: none"> • Develop standards of public engagement and good practice guidance across the authority and with partners • Further develop Public Engagement Database - Caerphilly Asks, Caerphilly Listens • Develop a process for monitoring whether public engagement activities meets the required standards • Deliver engagement activities to gauge Citizens perception 	Draft strategy and action plan being prepared	PSE	Sept 2011		
	<p>Conduct additional research and analysis to establish what are the drivers of customer satisfaction or dissatisfaction across the authority and to map out satisfaction levels across service areas.</p>	<p>In 2012 preparation for the 2013 Household Survey will commence and this interim research will be used.</p>	PSE	April 2012		

C	Actions/Tasks	Progress/Outcomes Achieved	Owner	Completion Date	Progress Status: No Progress/ Partially Complete/ Complete	% Complete
	<p>Introduction and publication of contact service standards so the customer knows the service they can expect to receive and how we are performing against them.</p> <p>Nationality Checking Service</p>	<p>We are making progress in delivering:</p> <ul style="list-style-type: none"> • Customer Insight Project • Public Engagement Action Plan • Information Sharing Project • Tell Us Once Service <p>We are introducing a Nationality Checking Service to help applicants applying to be citizens, prior to their applications being submitted to the Home Office. Like the passport checking service, our help will enable new citizens to have a more stress free experience and streamlined completion process</p>	PSE	April 2012		
	<p>Develop a robust Corporate Complaints Process, by:</p> <ul style="list-style-type: none"> • Reviewing the receiving and processing of complaints • Recording more about the complaints we receive • Introducing a 'Listening and Learning Group' • Reducing unnecessary contact for the customer • Introduce methods for collecting data to understand why unnecessary contact occurs 	<p>As part of the Complaints review process the service will shortly be analysing the information from the current measures and will use that information to help develop new ones, which will tell us if anyone is better of. We will give a progress update the next time we publish.</p>	DP	April 2012		

C	Actions/Tasks	Progress/Outcomes Achieved	Owner	Completion Date	Progress Status: No Progress/ Partially Complete/ Complete	% Complete
	Working with Democratic services to ensure the council's response to the new government measures are clearly communicated to our public	Through the draft action plan linked to the Public Engagement Strategy we have set out a number of key areas to develop the understanding particularly with our local councillors	PSE & DP	April 2012		

D	PI ref:	Evidence/Indicator	10/11		11/12		Progress / Comments	12/13
			Target	Result	Target	Result		Target
How much did we do?								
		Established corporate complaints process	100%		N/A			N/A
		Decision making process shows links or influence with intelligence gathered by % of complaints made and found to be correct	20%		20%			20%
		% response rate to View Point panel survey	40%	50.5%				
		Number of new consultations on the consultation database	55	69	65			
		Number of complaints to the local government ombudsman	No Targets					
		Number of complaints upheld by the local government ombudsman	No Targets					
		Tell us Once Service live	By June 2011					
		Public Engagement Strategy agreed	By September 2011					
		Public Engagement strategy is produced and adopted by council	N/A		100%		First draft is prepared for consultation	N/A
		Action plan is rolled out	N/A		100%		Draft action plan linked to above is prepared	N/A
		Social Media Strategy Agreed	Part of the Communications Strategy					
		Risca Library/Customer Service centre opened	By end of 2011					
		Bargoed Library/Customer Service centre opened	By end of 2011					
		Caerphilly Library/Customer Service centre opened	By end of 2012					

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			Target	Result	Target	Result		Target
How well did we do it?								
		The strategy was well received by the public and partner organisations and is recognised as good practice by % of those engaged in council business	65%		100%			N/A
		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 -	50%		75%		Due to the anticipated introduction of an all-Wales complaints policy by the Ombudsman, work on developing the complaints system was put on hold. Therefore no data is available	100%
		Of those people attending the View Point Panel meetings, the percentage who find the discussions/workshops fairly or very interesting	90%	95%				
		% Complaints across the Authority responded to and resolved within target times	80%	94.3%				
Is anyone better off?								
		Perception in household (2011 & 2013) survey improves by %	3%	3%	5%			2.5%
		% of people who feel satisfied with the level of service we provide.	57%	60%	67%			
		Measure any improvement in the proportion of our citizens who feel that they are listened to and their opinions count.	N/A	N/A	N/A		% increase in a baseline will need to be established in the Public Engagement Strategy 2011	+2.5%