



## Improvement Objective

### IO 1 - Improve how we engage with our citizens and listen to what our 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.
- 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.



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#### Quarter 2 Progress Summary

The draft Public Engagement and Participation Strategy and action plan has been prepared, with consultation on the document occurring October/November 2011, to be placed in democratic process for adoption by January 2012.

Two Customer Service Centres are due to open by December 2011, and the Tell Us Once Service went live on 10th October 2011.

The Social Media Strategy has been agreed and its actions have been successful to date.

There has been no progress on the development of a new Corporate Complaints Process. Due to the anticipated introduction of an all-Wales complaints policy by the Ombudsman, work on developing the complaints system was put on hold.

#### Risks/Threats

Title	RAG	Likelihood of occurrence	Impact	Comment
Lack of clarity of decision making process taking heed of public commentary	⚠	2	4	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.
The positive perception rate decreases	⚠	3	3	National influences e.g. WG, can contribute to satisfaction. New Assembly not clear of their priorities. Impending local government elections 2012 could be a catalyst for improvement.



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#### Actions - Develop a comprehensive public engagement and participation strategy and adopt and implement a robust action plan

Title	Comment	Overall Status	% Complete	RAG
01. Develop a comprehensive public engagement and participation strategy	Draft Strategy and action plan prepared.	Complete	100	🟢
02. Adopt and implement a robust action plan that includes a range of actions that will improve how we engage with our citizens	Consultation on document occurring October/November 2011. Place in Council democratic process for adoption for January 2012	Partially Completed	30	🟡

#### Evidence

Period	Title	Actual	Target	Intervention	RAG	Comment
Q2 11/12	Action Plan is rolled out	70.00	100.00	65.00	🟡	Draft action plan complete.
Q2 11/12	Bargoed Library/Customer Service Centre opened	90.00	100.00	65.00	🟡	Due to open on 25th October 2011.
Q2 11/12	Caerphilly Library/Customer Service Centre opened		100.00	65.00		Due in late 2012.
Q2 11/12	Improvement in the proportion of our citizens who feel they are listened to and their opinions count					% increase in a baseline will need to be established following the adoption of the Public Engagement Strategy 2011. Data not expected until 2012/13 when target is +2.5%.
Q2 11/12	Public Engagement Strategy Agreed	100.00	100.00	65.00	🟢	Draft strategy and action plan prepared, consultation on document occurring October/November 2011. Place in council democratic process for adoption by January 2012.
Q2 11/12	Public Engagement Strategy is produced and adopted by council	70.00	100.00	65.00	🟡	First draft is prepared for consultation October/November 2011. Adoption by January 2012.
Q2 11/12	Risca Library/Customer Service Centre opened	75.00	100.00	65.00	🟡	Provisional opening date is 9th December 2011.
Q2 11/12	Social Media Strategy Agreed	100.00	100.00	65.00	🟢	Actions are successful to date - Facebook and Twitter.
Q2 11/12	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	65.00		Data not available until Engagement Strategy in adopted in January 2012.
Q2 11/12	The number of new consultations on the consultation and reserach database with a start date within this period	4.00	20.00	15.00	🔴	Partners are also expected to input data, and this is being raised with them.



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#### Actions - Analysis of Customer Satisfaction and Dissatisfaction - Actions

Title	Comment	Overall Status	% Complete	RAG
01. Conduct additional research and analysis to establish the drivers of customer satisfaction or dissatisfaction and to map out satisfaction levels across the authority	<p>In 2012 preparation for the 2013 Household Survey we have identified some key drivers to improve satisfaction. Over the next six months we will work with services to ensure the key drivers are targeted in order to improve citizen satisfaction.</p> <p>Partnership work with Communities First to investigate more effective methods to engage with citizens of Upper Rhymney Valley area, which has the least satisfaction in the 2011 Household Survey.</p> <p>Examination of targeted work for the aforementioned drivers and appropriate use of engagement methods to assess the impact on satisfaction.</p> <p>This will be further supported by a customer service survey in contact centres.</p>	Not Started	0	

#### Evidence

Period	Title	Actual	Target	Intervention	RAG	Comment
Q2 11/12	The percentage response rate for Viewpoint Panel Survey	0.00	0.00	0.00		The Viewpoint Panel is to be reviewed as part of a Public Engagement Strategy.
Q2 11/12	Of those attending the Viewpoint Panel meeting, the percentage who find the discussion/workshop fairly or very interesting	0.00	90.00	80.00	⬇	Participatory review with action to follow. Major participation and engagement event planned for June 2012.
2011/12	% People who feel satisfied with the level of service we provide	77.60	67.00	55.00	⬇	Bi-ennial Household Survey. Next survey due 2013.



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#### Actions - Service Standards and Nationality Checking Service

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	<p>Citizen service standards have been agreed and will be introduced in the next 6 month period (January – June).</p> <p>We are making progress in delivering:</p> <ul style="list-style-type: none"> <li>· Customer Insight Project</li> <li>· Public Engagement and participation Action Plan (see previous actions)</li> <li>· Information Sharing Project - launched</li> <li>· Tell Us Once Service – live on 10th October 2011</li> </ul>	Partially Completed	80	🟡
02. Nationality Checking 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> <p>This has been delayed due to a need to launch the Tell Us Once Service prior to the Nationality Checking Service. The completion date in action plan is April 2012.</p>	Not Started	0	

#### Evidence

Title	Actual	Target	Intervention	RAG	Comment
Tell us Once Service live	100.00	100.00	65.00	🟢	Gone live on 10th October 2011.



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#### Actions - Develop a robust Corporate Complaints Process

Title	Comment	Overall Status	% Complete	RAG
01. Reviewing the receiving and processing of complaints	<p>The Public Services Ombudsman for Wales has now issued the "Model Concerns and Complaints Policy" for adoption by all public services providers in Wales. The internal review has been held in absence pending the issue of the All Wales Policy.</p> <p>The review has now been re-commenced and the guidance set out in the All Wales Policy will be taken into account in the process, since the recommendation from the Ombudsman for Wales is that all public service providers should fully implement the provisions of the All Wales Policy.</p> <p>The Policy provides guidance on all of the objectives set out in the Action plan and the internal review of the current policy will take account of all of these factors.</p>	Not Started	0	⊖
02. Record more about the complaints we receive	Not started, see comments above. Target date for completion is April 2012.	Not Started	0	⊖
03. Introduce a 'Listening and Learning Group'	As above.	Not Started	0	⊖
04. Reduce unnecessary contact for the customer	As above.	Not Started	0	⊖
05. Introduce methods for collecting data to understand why unnecessary contact occurs	As above.	Not Started	0	⊖

#### Evidence

Period	Title	Actual	Target	Intervention	RAG	Comment
Q2 11/12	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		75.00	50.00		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.
Q2 11/12	Number of complaints upheld by the local government ombudsman	1.00				There are no targets for this measure.
Q2 11/12	Number of complaints to the local government ombudsman	35.00				There are no targets for this measure.
Q2 11/12	Establish Corporate Complaints process		100.00	35.00		The review of the current scheme was held in the absence pending the release of the All Wales Policy.
Q2 11/12	Decision making process shows links or influence with intelligence gathered by % of complaints made and found to be correct		20.00	13.00		This action will be considered as part of the current policy review, which was held in the absence pending the release of the All Wales Policy.
Q2 11/12	% of CCBC Complaints responded to and resolved within target timescales		80.00	70.00		No data.



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#### Action - Response to new government measures

Title	Comment	Overall Status	% Complete	RAG
01. Working with Democratic Services to ensure the Council's response to the new government measures are clearly communicated to our public	<p>Through the strategies we have set out a number of key areas to develop. We will work closely with councillors in delivering a better understanding of the democratic system and how the public can influence and shape the services that they receive.</p> <p>Target completion date is April 2012.</p>	In Progress	50	-