

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

Quarter 2 Progress Summary

The Draft Public Engagement Strategy and Action Plan is being redrafted to ensure there is alignment with the Single Integrated Plan Engagement Strategy. The Strategy will be finalised in November 2012.

The Social Media Strategy was implemented in 2011 and we are now enjoying a growing following by citizens using all mediums – Facebook, Twitter, YouTube, Flickr. These mediums have been used by a variety of services to engage with citizens on specific projects.

The Wales Audit Office have previously commented that “Communication channels are in place to keep the public informed and progress is being made in developing community involvement in decision-making. There are some examples of good practice in public engagement contributing to service design and good governance arrangements but it is too early to assess the impact of these. Useful information is collected in consultation exercises but analysis of data and provision of feedback to participants could be improved”.

They also stated that “reviewing and implementing a new complaints policy has been slow and a number of the actions set have not been delivered at all; for example, a review of the complaints policy”

We already have a complaints policy and work is now underway to revise and update the current policy in line with the recommendations made by the Ombudsman in relation to the implementation of a common complaints policy across Wales.

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 processes.
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 - Improve how we engage with our citizens and listen to what our customers tell us about our 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	In light of guidance from the Welsh Government (Shared Purpose, Shared Delivery (June 2012)), the draft Public Engagement Strategy and Action Plan is being redrafted to ensure alignment with the Single Integrated Plan Engagement Strategy. The draft Caerphilly strategy will be finalised in November 2012.	Partially Completed	80	🟡
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	Action Plan consulted upon with a number of organisations and representatives. Will be reviewed in line with the action above.	Partially Completed	30	🟡
03. Develop a process for monitoring whether citizen engagement activities meets the required standards	Participation Cymru has developed an evaluation toolkit around the national principles of Public Engagement as an online resource. The tool, launched in October 2012, will be used by Caerphilly to evaluate citizen engagement activity.	Not Started	0	🔴
04. Deliver engagement activities to gauge Citizens perception	In the 2011 Household Survey we asked whether people agree or disagree that the Council listens to residents views . 48% tended to agree or strongly agree.	Not Started	0	🔴
05. We will work with LSB partners particularly around the development of the single integrated plan which has a distinct Public Engagement element	A partnership engagement group has been tasked with taking forward the draft Single Integrated Plan Engagement Strategy to be presented to the LSB in January 2013.	In Progress	30	🟡
06. A central depository database will record the number of public engagement and participation activities together with cost and influence on decision making	A central depository database for planning and recording engagement activities is being taken forward at the national level. Caerphilly is a member of the task and finish group responsible. Recently a survey of all Welsh Local Authorities was undertaken to inform the development, and ten authorities (including Caerphilly) identified an urgent and immediate need to implement a system. It is expected that a system will be in place by April 2013 with a phased approach from then forward towards the national system.	In Progress	10	🔴

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Evidence							
Period	Title	Actual	Target	Intervention	RAG	Result 12 Months Ago	Comment
Q2 12/13	01. Public Engagement Strategy Agreed	80.00	100.00	65.00	⚠	80	The draft strategy and action plan has been consulted upon with a wide range of organisations/representatives. Being reviewed to ensure there is alignment with the Partnership LSB/Single Integrated Plan.
Q2 12/13	02. Public Engagement Strategy is produced and adopted by council	30.00	100.00	65.00	⚠	30	Currently being reviewed.
Q2 12/13	03. Action Plan is implemented/rolled out	30.00	100.00	65.00	⚠	30	Draft action plan will be reviewed in line with the above.
Q2 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	40.00	90.00	70.00	⚠	N/A	Update required. (Q4 was 40%). During June 2012, a number of engagement activities will gather data relating to strategy as a snapshot of public perception of the strategy. Further work will be undertaken with partner organisations to measure their view on this strategy.
Q2 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.
Q2 12/13	06. Caerphilly Library/Customer Service Centre opened		100.00	65.00		0	We anticipate this being completed by November 2013 and development is underway but timescales for completion are provisional at this time.
Q2 12/13	07a. Facebook posts	225.00	75.00	50.00	⚠	N/A	New measure for 2012/13. Target for the year is 300 posts.
Q2 12/13	07b. New Facebook followers	753.00	62.50	50.00	⚠	N/A	New measure for 2012/13. Target for the year is 250 new followers.
Q2 12/13	07c. Twitter Tweets	365.00	105.00	90.00	⚠	N/A	New measure for 2012/13. Target is 420 for the year.
Q2 12/13	07d. New Twitter followers	509.00	50.00	40.00	⚠	N/A	New measure for 2012/13. Target for the year is 200 followers.
Q2 12/13	07e. You Tube uploads	33.00	7.00	5.00	⚠	N/A	New measure for 2012/13. Target is 25 for the year.
Q2 12/13	08. Face to face engagement via Customer Service Centres using exit surveys		78.00	65.00		N/A	New measure for 2012/13. Monitor percentage of satisfaction with customer interactions against distinct service targets so that each service is covered over 12 month period. We are using the Household Survey satisfaction rate as our baseline.
Q2 12/13	09. The central depositary records number of engagement activities per quarter		40.00	30.00		11	As no replacement system yet in place cannot progress recording details of activities - see above.
Q2 12/13	Complete: Bargoed Library/Customer Service Centre opened	100.00	100.00	65.00	⚠	90	Complete. Opened to the public on 26th October 2011.
Q2 12/13	Complete: Risca Library/Customer Service Centre opened	100.00	100.00	65.00	⚠	75	Complete. Opened to the Public on 10th December 2011.
Q2 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 - Improve how we engage with our citizens and listen to what our customers tell us about our 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	New action for 2002/13. 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 with paper version of the survey but run 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.	Not Started	0	⊖
02. Conduct additional research and analysis to establish the drivers of customer satisfaction or dissatisfaction linked to geographical areas	This has not been achieved to date.	Not Started	0	⊖

Evidence

Period	Title	Actual	Target	Intervention	RAG	Result 12 Months Ago	Comment
Q2 12/13	01. % response rate for Viewpoint Panel Engagement					0	No surveys have taken place. The Viewpoint Panel is being reviewed.
Q2 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		69.00	57.00		77.40	Bi-ennial Household Survey. Next survey due 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	Next survey due in 2013.
2012/13	06. % Respondents from the household survey who agreed that we keep residents informed about what we do					72	Next survey due in 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	Next survey due in 2013.

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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.	Partially Completed	40	🟡
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	94.00	100.00	70.00	🟡	N/A	Live in October 2011. Up to the end of September 2012, we have still maintained our 94% take up of the Tell Us Once service face to face with a Registrar for bereaved families.
02. Implement Tell Us Once Service for births		100.00	70.00		N/A	<p>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 the present time. The impact of Tell Us Once for Bereaved families and a very busy ceremony programme mean that the Birth service just can't be resourced currently.</p> <p>In Wales only 6 out of 22 local authorities have gone live with Tell Us Once for Births and a number are considering whether they will be able to continue providing the service via their Registrars as Tell Us Once is impacting significantly on the ability to provide the other statutory services required.</p> <p>We are continuing to monitor the situation in Wales (and England) and will consider the relative benefits of the Tell Us Once Births provision for the parents of new babies and the local authority against the service impact. The benefits of the Tell Us Once service for the bereaved and the local authority are considerable but the Births service does not have such great advantages either for new parents or local authorities. Most of the benefits are for central government but the burden of provision falls on the local authority if we go ahead.</p>
03. A Customer Service Charter is created		100.00	80.00		N/A	New measure for 2012/13.
05. % of Contact Centre Calls answered within 20 seconds (YTD)	74.68	80.00	60.00	🟡	85.43	
04. % of customers seen within 10 mins at Customer First Centres (YTD)	84.79	80.00	60.00	🟢	83.89	

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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	Consultation is taking place in relation to a new scheme. It is anticipated that the new process will be in place by Spring 2013, until then complaints will continue to be dealt with by the existing system.	In Progress	40	🟡
02. Record more about the complaints we receive	When the new complaints process is implemented a more detailed system will be introduced to enable analysis of complaints.	Not Started	0	🔴
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. When in place the scheme will have specific timelines, outcomes and actions, which will enhance our understanding and help us to develop improvements to services.	Not Started	0	🔴
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
Q2 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 revised Complaints Policy has been delayed, so the measurement of its use has not yet taken place.
Q2 12/13	02. Number of complaints upheld by the local government ombudsman					1	There are no targets for this measure.
Q2 12/13	03. Number of complaints to the local government ombudsman					35	There are no targets for this measure.
Q2 12/13	04. Establish Corporate Complaints process	100.00	100.00	80.00	🟢	No data	The new Corporate Complaints Process will be in place by Spring 2013.
Q2 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. Targets will be set when the review is complete.
Q2 12/13	06. % of CCBC Complaints responded to and resolved within target timescales		80.00	70.00		91.90	Update required.

IO 1 - Improve how we engage with our citizens and listen to what our customers tell us about our 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	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.	In Progress	50	