

## **Cabinet Response to the Improving Residents' Satisfaction Task Group Scrutiny Report**

### Introduction

At the Cabinet meeting on 30th June 2010 consideration was given to the report of the Improving Residents' Satisfaction Task Group.

The Chairman of the Task Group, Councillor S. R. Colella introduced the report and referred to the results of the latest Place Survey which had indicated a low level of satisfaction with services provided by the Council. Councillor Colella explained that the Task Group had looked in detail at the survey results and identified ways of improving residents' perception, including highlighting areas where the Council was performing well.

The Cabinet was in agreement with the recommendations but it was highlighted that there were financial implications in respect of some of the recommendations and that these would need to go through the normal budget process.

The Cabinet also felt there needed to be close working between relevant Heads of Service and their officers to extend existing work programmes in order to undertake the work arising from the recommendations.

### Response to recommendations

Please find below responses to the recommendations contained within the scrutiny report:

#### **Recommendation 1**

That Cabinet understand that achieving a high level of satisfaction is a combination of visible outcomes, good customer service, regular and clear communication and public engagement and requires all aspects of the Council to be fully committed and working to the same outcomes.

**The Cabinet approved this recommendation**

**Implementation Date: On-going. New Head of Customer Service started in August 2010.**

## **Recommendation 2**

That MORI be invited to present the findings of the Place Survey to Corporate Management Team, Officers and all Members to demonstrate what are the current perceptions of the Council's services, where they stand in relation to councils with similar demographic and geographic characteristics and where the Council should actually be.

The Cabinet approved this recommendation.

Implementation Date: Place Survey now abolished. No longer applicable.

## **Recommendation 3**

That a small corporate working group (officers) be set up to support the delivery of corporate communications in a standard style for the Council's priority campaigns and develop closer working with the lead teams so that the Communications Team are more involved from the beginning of campaigns.

The Cabinet approved this recommendation

Implementation Date: January 2011.

## **Recommendation 3(a)**

That the Council ensures it receives credit for its work through strict brand management and enforced brand and style guidelines.

The Cabinet approved this recommendation

Implementation Date: A full review will be carried out in January 2011.

## **Recommendation 4**

That internal communication is kept high on the agenda, particular in the light of the shared services and strict budget control. This should also include the regular communication of the Council's achievements to staff.

The Cabinet approved this recommendation.

Implementation Date: On-going. Each Staff Forum now includes a section on achievements and the Council has a separate Shared Services communications plan.

## **Recommendation 4(a)**

That in order to improve residents' satisfaction with the Council's services regular newsletters be provided to Parish Councils and businesses and Portfolio Holders along with Officers playing a greater visible role in their area of customer interface.

The Cabinet approved this recommendation.

Implementation Date: December 2010.

#### **Recommendation 4(b)**

That a web design style is created that is user friendly and embraces the principles of writing in "plain English".

The Cabinet approved this recommendation.

Implementation Date: Customer First Part 4 training will concentrate on "plain English". Training to take place in 2011/12, date to be confirmed.

#### **Recommendation 5**

That a review of the use of the Council's crest and Building Pride logo be carried out in order to increase their usage and promote the message behind them throughout all Council departments and services.

The Cabinet approved this recommendation.

Implementation Date: A full review will be carried out in January 2011.

#### **Recommendation 6**

That the Communications Team work more closely with Cabinet, through the Communications Plan in order to identify any difficult decisions at an early stage in order to involve residents as soon as possible.

The Cabinet approved this recommendation.

Implementation Date: October 2010

#### **Recommendation 7**

That the Council Aim for Excellence with Customer Service, to include Customer First parts 4, 5 and 6 and by providing the relevant training to all staff.

The Cabinet approved this recommendation.

Implementation Date: the new Head of Customer Service has recently taken up the post and is currently developing a Customer Service Strategy, which will include a proposed date for this.

**Recommendation 7(a)**

That the Director of Policy, Performance and Partnership and the new Head of Customer Service work together to co-ordinate detailed customer feedback on services from both external and internal customers, which will enable the Council to understand how they are doing, what they must do better, why particular services are not used or why customers may have stopped using the service.

The Cabinet approved this recommendation.

Implementation Date: September 2011

The Leader thanked the Task Group on behalf of the Cabinet for an excellent report.

Councillor Roger Smith  
**Portfolio Holder for Community Cohesion and Engagement**