

DERBY POINTER RESULTS – SERVICE IMPROVEMENT PLAN

Service: Street lighting, Regeneration & Community

Key survey results	Planned policy/service improvement	Responsible person	Target date
A small improvement in the 'good' rating for the street lighting service relating to the number and brightness of lights (72%/381), and the time taken to repair existing lights (37%/194) and install new lights (32%/167), and a small increase in overall satisfaction with street lighting (81%/492).	<p>The number of lights will continue to rise during the remainder of the Core Investment Period of the PFI contract, and lighting levels will also rise as the new lighting is installed to modern standards.</p> <p>The street lighting contractor is already meeting the contractual requirement relating to speed of repair, but will be encouraged to improve.</p>	Maintenance Manager	Ongoing
<p>Most of the suggested improvements related to:</p> <ul style="list-style-type: none"> • additional lighting, 14%(42) • brighter lighting, 10% (29). 	As above	Maintenance Manager	June 2012
There were some suggestions that improvements could be made by savings on energy and light pollution (14%/42).	A Central Management System is being investigated which will reduce energy consumption of street lighting and the Council's carbon footprint.	Maintenance Manager	June 2010

DERBY POINTER RESULTS – SERVICE IMPROVEMENT PLAN

Service: Street cleaning and waste management, Environmental Services

Key survey results	Planned policy/service improvement	Responsible person	Target date
There was no improvement in the percentage of respondents who were satisfied with the Council's street cleaning standards. In June 2008 67% (400) of respondents were 'satisfied with the street cleaning standards compared to 67% (415) now.	Street Pride – Area based working incorporating street cleansing, grounds maintenance and highway works will improve ownership by staff and accountability to local people.	Head of Waste Management	May 2010
Most respondents (81%/500) were satisfied with the Council's waste collection service which was an improvement on the June 2008 results of 74% (450).	Refuse Collection Round Review – rescheduling refuse collection rounds to improve efficiency, free up resources to implement a 'no quibble' approach to missed collections and allow the inclusion of around 6,000 further households on the 'Recycle for Derby Scheme'.	Head of Waste Management	From January 2010

DERBY POINTER RESULTS – SERVICE IMPROVEMENT PLAN

Service: Derby Home Energy Advice Service, Corporate & Adult Services

Key survey results	Planned policy/service improvement	Responsible person	Target date
<p>There was no major improvement in the percentage of respondents who were aware of the Council's Home Energy Advice Services. In October 2007 51% (322) were aware of the service compared to 53% (333) now.</p>	<ul style="list-style-type: none"> We will aim to increase the level of awareness of the service by making use of the local press and getting another feature in the 'your derby' Council newsletter. 	Home Energy Advice Manager	October 2010
	<ul style="list-style-type: none"> We will make sure that we utilise the Council's website to promote our service as much as possible. 	Home Energy Advice Manager	October 2010
	<ul style="list-style-type: none"> We will distribute a 'Home Energy Bulletin' to every household via the Derby Express free newspaper. 	Home Energy Advice Manager	November 2010
	<ul style="list-style-type: none"> We will run a series of 12 Home Energy Advice sessions at local libraries to make sure that residents are aware of what home energy grants are available. 	Home Energy Advice Manager	December 2010
<p>There was an increase in the number of respondents who find it 'difficult' to keep their home warm. In October 2007 9% (59) found it 'difficult' compared to 18% (109) now.</p> <p>There was also an improvement in the number of respondents who would consider making home energy improvements but only with some help towards the cost, 53% (319).</p>	<p>We will send out a follow-up letter and information on the latest grants/discounts schemes to the 350 respondents that found it difficult to keep their home warm and those that would consider making home energy improvements but only with some help towards the cost.</p> <p>We will also work with Council departments and external organisations to target those households that found it difficult to heat their homes. This will include area-based and postal targeting.</p>	<p>Home Energy Advice Manager/ Consultation Support Team</p> <p>Home Energy Advice Manager</p>	<p>January 2010</p> <p>April 2010</p>

DERBY POINTER RESULTS – SERVICE IMPROVEMENT PLAN

Organisation: Marketing Derby

Key survey results	Planned policy/service improvement	Responsible person	Target date
52 % (328) of respondents had heard of the 'Derby does it' campaign compared to 50% (277) in 2008.	For the fourth year in a row, there has been an increase in awareness of the Derby Does It campaign (although only a 2% increase on the previous year).	Marketing and Communications Executive	October 2010
There was a reduction in the percentage of respondents who agreed that 'Derby has a more positive image than 12 months ago'. In 2008 59%(319) of respondents agreed compared to 46% (292) now.	<p>For the first time, there has been a decrease in respondents either strongly agreeing or agreeing to this statement. Most of these loses have been taken up in the 'neither agree nor disagree' category rather than 'disagree or strongly disagree' categories, so there has not been a complete swing in opinion.</p> <p>We believe that this shift is mainly due to the severe economic difficulties experienced by the country in the last 12 months and the suspension of most of the building and development projects as a result of this.</p> <p>Targeted campaigns aimed at investors and developers to ensure that Derby is on their radar for investment when the economic recovery begins may help improve respondents' perceptions of Derby's image as a city in transformation. In addition, the production and distribution of a new City Essentials booklets to targeted residents containing positive messages about the city will also be launched in Spring.</p>	Marketing and Communications Executive	October 2010

DERBY POINTER RESULTS – SERVICE IMPROVEMENT PLAN

Organisation: Derby Cityscape

Key survey results	Planned policy/service improvement	Responsible person	Target date
<p>The results show that since March 2008 there has been an improvement in the percentage of respondents who have heard about 'Derby Cityscape'.</p> <p>March 2008, 77% (514) had heard of Derby Cityscape, compared to 84% (527) now.</p>	<p>Derby Cityscape will continue to promote its activities to improve on the already satisfactory results being revealed by the survey.</p>	Chief Executive	Ongoing
<p>The results show that on the whole respondents 'agree' that 'Derby Cityscape' is making a difference to the city centre.</p> <p>March 2008, 51% (309) agreed, compared to 60% (358) now.</p>	<p>Derby Cityscape will continue to promote its activities to improve on the already satisfactory results being revealed by the survey.</p>	Chief Executive	Ongoing