

DERBY POINTER RESULTS – SERVICE ACTION PLAN

Unit head: Gordon Stirling

Service: Change Management and Performance Unit

Key survey results	Planned policy/service improvement	Responsible person	Target date
60% (461) of respondents stated that they would like to access information on Council performance via a local newspaper or the radio.	Work with the Communications Unit to identify at least two performance 'good news' stories for circulation to local media.	Heather Greenan	March 2008
48% (371) respondents said they would most like see 'more detailed information on services that are performing well'	Work with departments to identify performance case studies that demonstrates services that are performing well – communicate this information in Your Derby and on the performance pages of the Internet.	Gordon Stirling – Resources Heather Greenan – CAS Heather Tuckwell – Regen& Comm Alison Eldam – CYP Sarah Aplin - Environment	At least one case study per department identified by March 2008
65% (353) of respondents would like to see the performance information presented in traffic light format – red/amber/green which shows if we have met our performance targets.	Develop a template for communicating progress on traffic lights for inclusion on the performance pages of the Internet, which can be updated at the end of each quarter.	Natalie Tuckwell	December 2007

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Unit head: John Brown/Andrew Beddow

Service: Sports and Leisure

Key survey results	Planned policy/service improvement	Responsible person	Target date
Overall, 81% (623) of respondents do not participate in sports activities. 30% (227) of respondents took part in physical activity through a club and 'health and fitness organisations' or 'sports clubs' were the options most frequently used.	<p>The results of the Derby Pointer support other research results from Sport England which is that the majority of the population do not participate in sport or physical activity. We have a CPA performance target to increase participation in adults over 16 by 1% by October 2007 and a LPSA target to increase participation by 5 to 16 year olds by 13.5% by June 2009. A comprehensive programme called b-active is being implemented which includes innovative intervention, partnership working across the city with in particular the PCT, School Sport Partnerships, Cycle Derby and School Travel Teams and a social marketing campaign to meet these targets.</p> <p>Please see comments about facilities – this is linked to the improvement of sports provision in the city.</p>	Tracey McDonnell	October 2007 June 2009
Males are consistently more likely than female respondents to be involved in any sporting activities (apart from health and fitness activities such as the gym), which could suggest that this group of residents may need to be specifically targeted to improve future participation.	As part of the b-active programme, physical activity initiatives such as walking programmes will be specifically targeted at women and older people, to encourage greater participation. Research has been undertaken with BME women on participation levels and barriers. Funding has been secured to employ a development worker to work focus on increasing participation in hard to reach groups. Engaging more women in physical activity is a key objective for the Senior Physical Activity Officer. Quantitative and qualitative research with adults on physical activity participation will be taking place in September and October in two b-active pilot areas – Mickleover and Mackworth.	Tracey McDonnell	April 2008

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Service: Sports and Leisure

Younger respondents 29% (32) are consistently more likely than older respondents 13% (23) to be dissatisfied with the sporting and leisure facilities available. Further research would be needed to establish the scope and depth of this dissatisfaction.	As part of the b-active programme qualitative research (focus groups) has already been carried out with under 16s on participation in sport and physical activities, including barriers to participation and satisfaction with current leisure facilities. Findings from this research has informed the development of the b-active action plan, which includes specific objectives around facilities.	Tracey McDonnell and Wayne Sills	June 2009
There are some specific areas in which dissatisfaction with the facilities is lower, such as in Boulton 40% (17) and Mickleover 39% (27), which suggests further investigation is needed to establish the exact causes of this dissatisfaction.	<p>Mickleover is one of the b-active pilot areas where further research will be carried out on participation including barriers, levels and attitudes to facilities.</p> <p>There will be a definite improvement in secondary school provision which will be available for community use through the Building Schools for the Future, BSF programme across the city.</p> <p>We are working with Derby University and Derby College to improve sports provision on their sites.</p> <p>Options are currently being developed to improve the Council run sports centres across the city.</p>	Tracey McDonnell and Wayne Sills	December 2007

DERBY POINTER RESULTS – SERVICE ACTION PLAN

Unit head: John Edgar

Service: Street care

Key survey results	Planned policy/service improvement	Responsible person	Target date
When the Council cuts the grass, only 51% (388) of respondents thought the road verges and footpaths are left tidy.	We will consider the current service processes and prepare proposals to improve the tidiness of verges following cutting. The additional costs of this will be considered as part of the forthcoming budget round in autumn.	John Edgar	2008 – cutting season, subject to budget provision.

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Unit head: Sharon Stevens – Cash, Communications Manager

Service: Derby Cityscape

Key survey results	Planned policy/service improvement	Responsible person	Target date
There was no significant change in the percentage of respondents who had heard about Derby Cityscape before completing the survey. 70% (495) had heard about Derby Cityscape in October 2006 survey, compared to 68% (518) now.	Continue to communicate in local media the key messages of developments within the Derby Cityscape area. This is a Key Performance Indicator for Derby Cityscape performance locally	Sharon Stevens-Cash	Ongoing
Generally, respondents think Derby Cityscape is helping to make a real difference to the city centre. 51% (359) 'agreed' this was the case in the October 2006 survey, compared to 50% (378) now.	Will continue to communicate the key messages about Derby Cityscape's achievements within the city. This is a Key Performance Indicator for Derby Cityscape ongoing performance and perception	Sharon Stevens-Cash	Ongoing