

DERBY POINTER RESULTS – SERVICE IMPROVEMENT PLAN

Unit head: Mick McLachlan

Service: Waste management

Key survey results	Planned policy/service improvement	Responsible person	Target date
<p>The top four reasons for dissatisfaction with the street cleaning were:</p> <ul style="list-style-type: none"> • Too much litter, 43% (61) • Dirty streets/pavements, 14% (20) • Some locations seem neglected, 12% (18) • Too much fly tipping/dumping, 10% (15). 	Review of Street Sweeping to target resources to areas of greatest need.	Ian Drury	March 2009
	Rolling out NEAT teams City-wide to deal with fly-tipping	Ian Drury	March 2009
One of the main reasons why respondents were dissatisfied with household waste collection was due to perceived health risks – maggots, vermin, 31% (27).	Food waste whilst preferred in Brown bins which are collected fortnightly can also go in the black bin (if that is the next bin to be collected) if people are really concerned about maggots. Promotional material will support this during 2008/09	Malcolm Price	March 2009
<p>The main reasons why respondents were dissatisfied with recycling collection service were:</p> <ul style="list-style-type: none"> • Should be greater recycling provision, 10% (9) • No recycling collection in this area, 17% (15) • Would like to be able to recycle more materials in general, 23% (19). 	Continue to roll out “Recycle for Derby” in the remaining 12,000 properties not yet on the scheme.	Ian Drury	March 2009
	Discuss/negotiate with recycling processor to accept Tetrapaks and mixed plastics	Malcolm Price	March 2009

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Unit head: Richard Murrell

Service: Derby Home Energy Advice Service

Key survey results	Planned policy/service improvement	Responsible person	Target date
More than half of respondents 51% know the Council had a Home Energy Advice Service but 49% did not.	We will aim to increase the level of awareness by making use of local press and get another feature in the 'Your Derby' newsletter.	Richard Murrell	October 2008
	We will distribute an 'Affordable Warmth Bulletin' to every household via the Derby Express free newspaper.	Richard Murrell	November 2008
	We will also distribute an Energy Efficient Guide to every household via the Derby Express free newspaper.	Richard Murrell	December 2008
Overall, 49% (302) of respondents would consider home improvements, such as loft insulation or fitting a new heating system with a grant, and 21% (131) without a grant.	We will use the above publicity methods aswell as running a series of 10 Home Energy Advice sessions at local libraries to make sure that residents are aware of the home energy grants available.	Richard Murrell	December 2008
The results showed that 72% of respondents find it easy to keep their home warm, only 9% (59) found it difficult.	We will send out a follow-up letter to the 59 respondents to offer further detailed advice and information.	Richard Murrell / Elphia Miller	February 2008
	We will work with Council departments and external organisations to target those households who find it difficult to heat their homes. This will include area based and postal targeting.	Richard Murrell	March 2009

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Unit head: Pete Price

Service: Transportation

Key survey results	Planned policy/service improvement	Responsible person	Target date
41% (263) of respondents had not heard of the 'Cycle Derby' campaign.	Amended strategy will focus on: <ul style="list-style-type: none"> • more direct marketing to promote events • less events to ensure more effective spend and staff support • closer working relationship with local media partners to ensure increased press coverage • identifying sponsorship opportunities for media partners and businesses to promote 'Cycle Derby' initiatives. 	Bella Stewart / Stan Werbinski	April 2009
Of those 59% (375) who had heard of the 'Cycle Derby' campaign, 45% heard about it through roadside advertising.	In order to build on the 59% recognition rate we will: <ul style="list-style-type: none"> • seek to increase recognition rates through identifying better roadside locations • discuss with partners i.e. Sport and Leisure team, opportunities to increase roadside campaigns • liaise with city centre agencies and retailers to explore promotional opportunities 	Bella Stewart / Stan Werbinski	April 2009
Top five priorities to encourage young people and families to cycle more often. <ol style="list-style-type: none"> 1. cycle training 2. more and better cycle routes 3. safer routes to school 4. school travel plans 5. school and community cycle clubs 	In response we will: <ul style="list-style-type: none"> • increase take up of cycle training for year six pupils • introduce cycle training for year five pupils • expand the school cycle club programme • seek to improve support to schools with travel plans • adopt a strategic approach to cycling through a Council Cycling Strategy. 	Cycle Derby Team/ Stan Werbinski	April 2009

DERBY POINTER RESULTS – SERVICE IMPROVEMENT PLAN

Unit head: Alex Smith, Marketing and Communications Manager

Service: Marketing Derby

Key survey results	Planned policy/service improvement	Responsible person	Target date
47% (299) of respondents had heard of the 'Derby does it' campaign but 53% (337) had not.	<p>We are encouraged by the 2007 figures in comparison to the 2006 results which showed that 36% had heard of the campaign and 64% had not.</p> <p>The results are shifting in our favour and show the extent of the work of Marketing Derby.</p> <p>We will use the results of the next Pointer panel survey to hopefully show an increase in brand awareness.</p> <p>Our priority for 2008 is to increase local brand awareness through targeted local marketing. We also plan to target investors from outside of the city which unfortunately may not be measurable through the local audience of this questionnaire. The next survey will hopefully show our success in the local market.</p>	Alex Smith	Core objective for Marketing Derby
Overall, 67% (422) of respondents agreed 'Derby has a more positive image than 12 months ago' compared to only 5% (30) who disagreed.	<p>This question was about gauging public perception of the city's image in light of all the developments and changes taking place. A dramatic increase in positive answers show the city is moving in the right direction.</p> <p>When the next survey takes place some developments will have finished and others will have started. It will be interesting to see how the opening of QUAD, Riverlights, new hotels, Cathedral Green etc, will have an effect on people's perceptions on the image of the city.</p>	Alex Smith	Core objective for Marketing Derby