



DERBY CITY COUNCIL

COUNCIL CABINET
16 FEBRUARY 2010

Report of the Chief Executive

ITEM 23

Place Survey Action Plan

SUMMARY

- 1.1 Local areas are required to complete a 'Place Survey' every two years. The survey asks residents for their views on quality of life and satisfaction with public services.
- 1.2 Headline results from the 2008 survey were presented to Council Cabinet in September 2009.
- 1.3 Further analysis has been undertaken to review the Place Survey results by age, disability, ethnicity, gender and ward. A number of focus groups were undertaken with local people who had completed the survey to explore issues around satisfaction with council services, value for money, perceptions of the Council and our communications to local people.
- 1.4 A Place Survey Workshop took place on 12 November 2009 to review issues arising from the survey in respect of People and Place and Council satisfaction. The aim of the workshop was to feedback key findings from the Place Survey with a view to identifying an appropriate action plan to address areas of concern and underperformance.
- 1.5 This report presents the action plan for approval by Council Cabinet.

RECOMMENDATIONS

- 2.1 To approve the Place Survey Action Plan as shown in Appendix 2.
- 2.2 To refer the Place Survey Action Plan to Scrutiny Management Commission on 22 March 2010.

SUPPORTING INFORMATION

3. Background

- 3.1 From 2008 all local areas were required to complete a 'Place Survey'. The survey reflects the move towards more 'local' delivery of services and the role of local authorities in place-shaping. The Place Survey, which is undertaken every two years, replaces the three-yearly Best Value user satisfaction survey.
- 3.2 The new survey asks 5,000 Derby residents aged 18+ years for their views on their quality of life and services provided by Derby City Council and our partners.
- 3.3 The survey is designed to collect data for 18 'citizen perspective' indicators from the set of National Indicators, including four included in Derby's Local Area Agreement. The survey findings also inform Derby's Comprehensive Area Assessment result.
- 3.4 Ipsos MORI Ltd was commissioned to run the Place Survey in Derby. The survey had to be carried out according to Audit Commission prescribed guidelines on content of the questionnaire, process and timescales.
- 3.5 The fieldwork for the first Place Survey took place between September and December 2008. Overall 1,417 residents submitted completed questionnaires from the 5,000 issued. Whilst this met the minimum questionnaire response of 1,100, the response rate in Derby was low at 28% compared to the unitary average of 38%.
- 3.6 Key findings were as follows...
- Perceptions of Derby as a place to live are positive with 78% of respondents reporting that they were satisfied with their local area, which is an increase from 73% in 2006.
 - Perceptions of anti-social behaviour and community cohesion are also improving.
 - The key priorities for local residents which need improving are levels of crime and having clean streets.
 - People in Derby are less likely than other areas to feel they had received fair treatment by local public services.
 - There has been a general decline in satisfaction with public services from the last national Best Value survey (2006) – both nationally and shown by the results in Derby where further detail is included in this report.
- 3.7 It was agreed that we should take a co-ordinated approach across the Derby City Partnership (DCP) to tackle the issues identified in this survey, particularly around satisfaction with public services. Residents feeling informed and able to influence decisions are both key drivers to overall satisfaction.

- 3.8 Further analysis has been undertaken to review the Place Survey results by age, disability, ethnicity, gender and ward. A number of focus groups were also undertaken with local people who had completed the survey to explore issues around satisfaction with council services, value for money, perceptions of the Council and our communications to local people. A summary of analysis and findings can be found on Derbynet and has been circulated to all members.

4. Action planning

- 4.1 A Place Survey Workshop took place on 12 November 2009 to review issues arising from the survey in respect of People and Place and Council satisfaction. The aim of the workshop was to feedback key findings from the Place Survey with a view to identifying an appropriate action plan to address areas of concern and underperformance.
- 4.2 IPSOS MORI presented the key findings from the Place Survey 2008 and compared Derby's results against the national picture. The workshop also included feedback from resident focus groups and analysis of particular issues by ward.
- 4.3 Whilst perceptions around quality of life were generally good, there are a number of challenges for local agencies such as the Council in receiving recognition for their work in improving services for local communities. Key actions discussed by groups included managing customer expectations around service standards, communicating more effectively and using employees as advocates.
- 4.4 Further to the workshop, eight themes have been identified to facilitate action planning...
- Visibility
 - Localism / Empowerment
 - Communication
 - Reputation Management
 - Standards
 - Customer insight
 - Employee advocacy
 - Value for Money (VfM)
- 4.5 Proposed objectives and high-level actions grouped by these themes are shown in **Appendix 2**.
- 4.6 The action plan has been approved by DCP Management Group.

5. Next steps

- 5.1 Subject to approval by Cabinet, the action plan will be implemented with regular monitoring.
- 5.2 It is proposed the action plan and wider findings be referred to Scrutiny Management Commission on 22 March 2010 for information.
- 5.3 Planning for the next Place Survey in Autumn 2010 will commence once Government guidance has been issued.

For more information contact: Heather Greenan Tel: 01332 256259 heather.greenan@derby.gov.uk

Background papers: Appendix 1 – Implications

List of appendices: Appendix 2 – Place Survey 2008 Action Plan

IMPLICATIONS

Financial

1. A performance reward grant of approximately £2.2 million is available if the 2008-2011 LAA performance targets are achieved.

Legal

2. None directly arising.

Personnel

3. None directly arising.

Equalities impact

4. The Place Survey results provide an indication as to how well we are delivering services to different groups and whether people feel they are being treated fairly.

Corporate priorities

5. The Place Survey measures many of the outcomes included within our corporate priorities, for example, whether people feel they belong to their local neighbourhood and perceptions of crime and anti-social behaviour.

Place Survey Action Plan

Theme	Objective	High-level actions	Owner	Lead Officer	Timescale
Visibility	To increase awareness and understanding amongst residents, stakeholders and partners of the volume of action being taken by partners to improve the area.	<ul style="list-style-type: none"> Identify best practice from other authorities in terms of visibility of frontline services (community safety, street cleansing etc) and produce report for DCP Management Group on possible developments in Derby. 	CSP/DCC	Sharon Squires / Andy Thomas	May 2010
Localism / Empowerment	To increase: <ul style="list-style-type: none"> Satisfaction with the area Satisfaction with services The proportion of people that can influence decisions Trust in local services. 	<ul style="list-style-type: none"> Present high-level Place Survey results (including focus group findings) to neighbourhood boards. 	CSP	Pop Gill	April 2010
		<ul style="list-style-type: none"> Launch Street Pride programme. 	DCC	Paul Robinson	May 2010
		<ul style="list-style-type: none"> DCP Week to link at a neighbourhood level. 	DCP	Hazel Lymbery	July 2010
		<ul style="list-style-type: none"> Review expectations and opportunities arising from Local Democracy Act. 	DCC	Policy Group	April 2010
		<ul style="list-style-type: none"> Develop Engagement Strategy. 	DCC	Yvonne Wilkinson	March 2010
Communication	To improve awareness of services/service standards/improvement/who does what.	<ul style="list-style-type: none"> Develop a long term Council communication strategy which demonstrates joined up approach with partner organisations. 	DCC	Yvonne Wilkinson	April 2010
		<ul style="list-style-type: none"> Develop format for 'You said, We did' marketing campaign. 	DCC	Yvonne Wilkinson	April 2010
		<ul style="list-style-type: none"> Initiate programme for pro-active communication via Derby Evening Telegraph. 	DCC	Yvonne Wilkinson	April 2010
	To develop strong, recognisable branding for the Council and DCP	<ul style="list-style-type: none"> Carry out consultation/research to review effectiveness of Council and DCP branding. 	DCC/DCP	Yvonne Wilkinson/ Hazel Lymbery	March 2010

Theme	Objective	High-level actions	Owner	Lead Officer	Timescale
		<ul style="list-style-type: none"> Undertake campaign to ensure that Council and partner roles in service provision are clear and successes are communicated effectively. 	DCC	Yvonne Wilkinson	June 2010
Reputation management	To improve the Council and Partnership's reputation.	<ul style="list-style-type: none"> Conduct a risk assessment against current activities and develop an action plan to address major areas of risk to the Council's reputation. Prioritisation and mitigation of risks to Council's reputation (as part of strategic risk register). Integrate reputational risk into the Council's/DCP's risk assessment methodology/process. Undertake a programme of training with Members on the impact of and managing reputational risk. 	DCC	Chief Officer Group / Richard Boneham/ Hazel Lymbery	May 2010
Standards	To ensure that residents and stakeholders fully understand the standards they can expect from the services provided by the Council and its partners.	<ul style="list-style-type: none"> Collation of service standards from all partners. 	DCC	Heather Greenan	May 2010
		<ul style="list-style-type: none"> Review and benchmark existing standards. 	DCC	Heather Greenan	May 2010
		<ul style="list-style-type: none"> Revise/develop service standards for all partners. 	DCC	Bernard Fenton	June 2010
		<ul style="list-style-type: none"> Review performance against customer service standards and publish key stats through multiple channels including the Your Derby magazine partnership issue. 	DCC	Bernard Fenton	August 2010
Customer insight	To involve customers in the design, delivery and review of services.	<ul style="list-style-type: none"> Collate and baseline all customer insight data (including information on complaints). 	DCC	Gavin Thompson	April 2010
		<ul style="list-style-type: none"> Extend monitoring of avoidable contacts and development of action plans. 	DCC	Bernard Fenton	May 2010
		<ul style="list-style-type: none"> Review existing mechanisms for gathering customer feedback. 	DCC	Head of Policy, Research and Engagement	May 2010

Theme	Objective	High-level actions	Owner	Lead Officer	Timescale
		<ul style="list-style-type: none"> Evaluate and expand channels for positive customer feedback and complaints. 	DCC	Head of Policy, Research and Engagement	May 2010
		<ul style="list-style-type: none"> Integrate customer insight data into corporate/service improvement/design. 	DCC	Head of Policy, Research and Engagement	May 2010
Employee advocacy	To ensure that employees have the knowledge, confidence and authority to act as advocates for the Council as a community leader and the provider of high quality services.	<ul style="list-style-type: none"> Identify options to deliver training/development on customer care to all frontline staff. 	DCC	Bernard Fenton	July 2010
		<ul style="list-style-type: none"> One Council One Derby programme (Communication, Customer Experience, Connecting with our Communities, Value for Money) to develop ideas for raising staff awareness and ownership. 	DCC	Gordon Stirling	May 2010
Value for Money (VfM)	To demonstrate that partners are delivering value for money, through the maximisation of resources and improving quality of life in the city.	<ul style="list-style-type: none"> Review Efficiency / Value for Money strategy to take into account stakeholder needs 	DCC	Don McLure/Improvement & Efficiency Board.	April 2010
		<ul style="list-style-type: none"> Calculate and publish figures for cost per household for key services 	DCC	Heather Greenan	August 2010
		<ul style="list-style-type: none"> Develop internal awareness campaign of value added by services 	DCC	Yvonne Wilkinson	August 2010