

## DERBY POINTER RESULTS – SERVICE IMPROVEMENT PLAN

Unit head: Andrew Auld

Service: Communications and Consultation

Key survey results	Planned policy/service improvement	Responsible person	Target date
Overall, respondents said they feel well informed about services and how to contact them, 66% (443). However, a large proportion of respondents 70% (444) did not feel well informed about Council priorities in their neighbourhood or planned service improvements for their local area.	1. To make more use of Council Magazine Your Derby to convey more information on the Council's priorities.	Maureen Eastgate and Unit Head	Quarterly starting October 2008
	2. To ensure where possible that proactive press releases support or refer back to council priorities where and when relevant.	Maureen Eastgate and Media Office staff	On-going
	3. To take the opportunity in the annual council tax leaflet to re-enforce council priorities and delivery of services to achieve these	Unit Head	Feb 2009
Overall, 52% (352) of respondents remember receiving copies of the Council Magazine 'Your Derby' last year and 30% (205) did not. Respondents were most likely to suggest higher quality and better informed content as an improvement for the magazine.	1. Review the council magazine specifically looking at the following areas:  a. Format and paper b. Distribution and print c. Design and content d. How many a year	Maureen Eastgate and Unit Head	Jan 2009
	To submit a copy of the magazine to Pointer Panel for feedback and comments	Maureen Eastgate	March 2009

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Half of respondents 52% (185) said the Council website was easy to use and they found the information or services they were looking for. These findings have remained stable since 2005, 58% (94).	1. To promote the website to residents encouraging more on line self help transactions through council publications.	Maureen Eastgate	on-going
	2. To use new web group to provide feedback on improving navigation and content of website	Unit Head	December 2008
	3. To re-launch the website when new content management system is in place	Unit Head	March 2009

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Unit head: Communications Manager

Service: Derby Cityscape

Key survey results	Planned policy/service improvement	Responsible person	Target date
There was a significant increase in the percentage of respondents who had heard about Derby Cityscape before completing the survey. In April 2007 68% (512) had heard of Derby Cityscape compared to 77% (514) 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.	Communications Manager	Ongoing
Overall, respondents think Derby Cityscape is helping to make a real difference to the city centre. In April 2007 56% (378) of respondents thought so, compared to 51% (309) 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.	Communications Manager	Ongoing