

## 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
1. Three quarters (77%) of respondents said that they had not heard of the Council's priorities before completing the survey.	Information on the Council's priorities is already included in the annual Council Tax leaflet, the pilot Council newsletter 'Living Derby' and the Council's website.		
	<u>Action</u> – Include regular information regarding the Council's priorities in the newly launched 'Your Derby' newsletter, which will be issued 4 times a year from 2007.	Planning & Performance Manager	March 2007
	<u>Action</u> – Update the general Council Tax leaflet to include a one page summary on the Council's priorities to promote a greater awareness throughout the year.	Planning Performance Officer	March 2007
	<u>Action</u> – Review the Council's website to enhance focus on the Council's priorities, for example, including a direct link from the home page.	Planning Performance Officer	March 2007.

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<p>2. The majority of respondents felt that it was important that the Council asks for their views on the priorities and key outcomes. Two thirds of respondents (69%) said they had not taken part in consultation about the Council's priorities and key outcomes.</p>	<p>Annually, local residents, businesses and community groups are consulted as part of the budget process – to establish whether the priorities and funding proposals reflect local views. For 2007/08, 'your budget, your say' has been introduced to enable more consultation on the priorities and budget.</p>	Consultation Manager	December 2007
	<p><u>Action</u> - This 'Your budget, your say' process will be evaluated and improvements if required implemented by December 2007.</p>		
	<p>The Council undertook a major consultation exercise on its priorities (Simalto) in 2004, which has been used to inform priority setting. It is proposed to undertake a similar exercise again in Summer 2007 – to coincide with a refresh of the Community Strategy, Local Area Agreement and Local Public Service Agreement.</p> <p><u>Action</u> – Undertake wide consultation exercise to review improvement and budget priorities.</p>	Planning & Performance Manager	September 2007

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Unit head: Mick McLachlan

Service: Waste Management

Key survey results	Planned policy/service improvement	Responsible person	Target date
Street Cleansing 68% Satisfaction	<ol style="list-style-type: none"> <li>1. Review frequency of cleanse by carrying out “Degradation Surveys” in key areas during 2007/08.</li> <li>2. Identify training needs of street cleansing staff.</li> <li>3. Develop systems to collect and provide valid evidence to carry out enforcement.</li> <li>4. Review litterbin provision City-wide</li> </ol>	<p>M Price</p> <p>I Drury M Price/ I Donnelly</p> <p>I Drury</p>	<p>March 2008</p> <p>December 2007 September 2007</p> <p>March 2008</p>
Waste Collection Service 61% Satisfaction	<ol style="list-style-type: none"> <li>1. Identify the effect of food-waste going into brown bins in reducing complaints about maggots.</li> <li>2. Monitor Performance by round of missed collections</li> <li>3. Promote the roll out of Reth!nk Rubbish in rounds B,M and K</li> <li>4. Undertake quality checks and monitor performance by round.</li> </ol>	<p>M Price</p> <p>I Drury M Price</p> <p>I Drury</p>	<p>October 2007</p> <p>December 2007 September 2007</p> <p>December 2007</p>

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Recycling Satisfaction 69%	1. Roll out Reth!nk Rubbish in rounds B, M and K.	M Price	September 2007
	2. Promote the use of brown bins for recycling food waste	M Price	September 2007
	3. Carry out quality checks and monitor the results by round	I Drury	September 2007
	4. Increase public awareness of schemes by more hands on approach i.e. road shows, exhibitions etc	RBrown /Rachel Bailey	On going
	5. Try to provide examples of best practice at council buildings to show recycling works and set an example.	RBrown /Rachel Bailey	On going
	6. Implement random waste composition analysis from domestic properties to monitor materials presented for collection.		May 2007
	7. Expand recycling in to schools and council leisure buildings	RBrown /Rachel Bailey	Aug 2007
		RBrown /Rachel Bailey	

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Graffiti perceived as a problem by 52%	1. Identify hotspots for prevention treatments in conjunction with land/asset owners.	M Price	September 2007
	2. Identify hotspots to develop potential partnerships with land/asset owners.	M Price	September 2007
	3. Consider deploying additional clearance resources in the City Centre.	I Drury	June 2007
	4. Developing partnerships with Public Utilities in order to clear and or prevent contamination more efficiently	M Price	December 2007
	5. Increase levels of reporting of graffiti by all staff and crews to increase response times.	N.Chester/R Brown	Oct 2007
	6. Approach other council departments i.e. parks for funding to give a corporate approach to the removal of graffiti.	I Drury/N.Chester/M.Price	Mar 2007
Fly-posting perceived as a problem by 37%	1. Survey “at risk sites” in the City Centre	M Price	June 2007
	2. Develop Partnership with University of Derby to minimise illegal advertising aimed at students.	M Price	December 2007
	3. Identify the reasons for the gap between public perception and actual levels of fly-posting contamination.	M Price	March 2008
	4. Increase levels of reporting of fly posting by all staff and crews to increase response times.	N.Chester/R Brown	Nov 2007

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Service: Waste Management

Key survey results	Planned policy/service improvement	Responsible person	Target date
Fly-tipping perceived as a problem by 34%	1. Expand on the BREW Partnership with the Environment Agency and others – BREW is Defra's Business Resource Efficiency and Waste programme. The programme is funded from Landfill Tax receipts.	M Price	March 2008
	2. Develop systems to collect and provide valid evidence to carry out enforcement.	M Price/ I Donnelly	September 2007
	3. Introduce routine bring site inspection and develop an appropriate response system	I Drury	June 2007
	4. Introduce routine inspections of duty of care at Derby businesses to increase awareness.	IDrury/R.Brown/ I.Donnelly	Aug 2007

## DERBY POINTER RESULTS – SERVICE ACTION PLAN

Unit head: Sharon Stevens-Cash

Service: Derby Cityscape

Key survey results	Planned policy/service improvement	Responsible person	Target date
<p>70% (495) of respondents had heard of Derby Cityscape before reading about it in the survey. 30% (214) had not.</p> <p>51% (359) agree that 'Derby Cityscape is helping to make a real difference to the city centre'</p>	<p>We will continue to communicate in local media the key messages of developments within the Derby Cityscape area. During consultation this survey indicated an increase in awareness.</p>	<p>Sharon Stevens-Cash</p>	<p>Ongoing</p>

## DERBY POINTER RESULTS – SERVICE ACTION PLAN

Unit head: Alex Smith

Service: Marketing Derby

Key survey results	Planned policy/service improvement	Responsible person	Target date
<p>Q23. Have you heard of the 'Derby Does It' campaign, which uses this logo to promote the city</p> <p>Yes 36% (255) No 64% (454)</p>	<p>We are encouraged by the figure of 36% yes. We will use the results of the next pointer survey to hopefully show an increase in brand awareness. Our priority for 2007 is to increase local brand awareness through targeted local marketing; the next survey will hopefully show our success.</p>	Alex Smith	October 2007
<p>Q24. Please tell us how much you agree or disagree with this statement 'I believe that Derby has a more positive image than 12 months ago'</p> <p>40% (285) agreed. 34% (240) of respondents expressed no opinion at this question. 20% (140) said No</p>	<p>This question was about gauging public perception of the city's image in light of all the developments and changes taking place.</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 Westfield and QUAD for example, will have an effect on peoples perceptions on the image of the city.</p>	Alex Smith	October 2007