

REPORT TO: POLICY AND RESOURCES COMMITTEE - 25 APRIL 2011

REPORT ON: IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND SERVICE USERS

REPORT BY: ASSISTANT CHIEF EXECUTIVE

REPORT NO: 135-2011

1. PURPOSE OF REPORT

To present a summary of the customer satisfaction research carried out by Council departments over the past year, and to highlight some of the improvements which have been made to services as a result of feedback from users.

2. RECOMMENDATIONS

It is recommended that the Committee:

- i) note the contents of the report, and agree that similar reports should continue to be submitted annually
- ii) encourage departments to maintain their efforts to listen to customers and to identify any further customers who should be consulted with a view to achieving service improvements
- iii) note that a Customer Engagement Working Group has been established to review how the Council engages with its customers to ensure that we have a clear understanding of their needs and expectations when using our services, and will bring forward specific proposals later this year

3. FINANCIAL IMPLICATIONS

Departments should make provision for the costs of customer research within their revenue budgets.

4. CUSTOMER SATISFACTION FEEDBACK

4.1 This report collates information from Council departments on customer satisfaction research over the past year.

4.2 To produce the report, the Assistant Chief Executive circulated a pro-forma to 'customer facing' departments, asking for a summary of the key results from their most recent customer research and details of any changes made to services as a result of customer surveys or individual feedback from service users such as complaints, comments or suggestions. The returns received from departments are appended.

4.3 A key aim of the exercise was to highlight the use of customer feedback to drive service improvements. Examples of changes which have been made as a result of listening to service users include:

- City Development are using a survey of parents' and pupils' satisfaction with the Home to School Transport service to encourage operators who scored significantly below the average to consider ways to improve service delivery, and are considering greater use of taxi operators.

- Contract Services have introduced a system of flexible and shift-based working for gas safety inspections, extending the working day to 6.30 pm and providing the opportunity to make appointments at more suitable times for tenants, reducing the number and cost of abortive calls by gas engineers and improving the service to tenants.
- Education have planned school holidays two years in advance in response to parental feedback; have conducted meetings to address concerns about the introduction of Curriculum for Excellence; and have agreed and implemented changes to reports for pupils and school reports. Parental Involvement and Advice, Conciliation and Information Officers liaise to identify areas of concern from parents and carers which are fed back to the Quality Improvement Officer and Management to improve services.
- Environmental Health and Trading Standards have continued to collect data on customer satisfaction with Trading Standards continuously through the Trusted Trader online service, and use this data to focus on areas where customers perceive performance to be lower.
- Finance Revenues focused on satisfaction with the Visiting section. The main feedback was for customers to be given prior notice of a visit but a pilot project found this to be difficult to achieve and not cost-effective, with a large percentage of customers contacted declining the visit. The issue of home visits is now being reviewed as part of the Corporate Improvement Programme.
- Housing have reviewed checklists for tenancy advice and information to be given at viewings, and also check a sample of these to ensure they have been completed correctly; have reviewed cleaning procedures and quality control of contractors responsible for cleanliness of temporary homeless accommodation; and have streamlined the process for issuing cheques for compensation/decoration during capital contracts following feedback from questionnaires and focus groups. An all-tenant survey has been issued using questions recommended by the National Housing Federation and Scottish Housing Best Value Network, which will allow benchmarking on satisfaction levels with other landlords. Results are expected in May 2011.
- Leisure and Communities Library and Information Service has introduced a downloadable e-book service and an email database of customers interested in author events; Centres and Projects have undertaken more specific targeting of advertising, including more use of community noticeboards, and have also responded to local feedback on the range and timing of activities and the layout and decor of facilities; Cultural Services have carried out repair and refurbishment of the Mills Observatory telescope and undertaken modest improvements to the displays and retail area aimed at addressing a trend towards reduced customer satisfaction; Sports Development have introduced additional local provision to meet local demands; increased the capacity at classes to minimise waiting lists and delays on accessing places; and have put in place a process to ensure that inclement weather does not prevent children from participating in physical activity; Parks Operations have improved pitch inspection procedures in response to users' complaints, submitted a bid for Sports Lottery grant to upgrade the Caird Park cycle track, introduced amended procedures to protect families' identities at the baby burial area, implemented procedures with the Allotment Associations to reduce the time taken to re-allocate unused or abandoned plots, developed a cafe at the Wildlife Centre as a result of feedback from visitor questionnaires and fitted CCTV to allow visitors to see the otters, and undertaken drainage improvements at

golf courses; Caird Hall is finalising arrangements to install a new box office system which will allow all shows to be booked online and allow customers to choose their seats and also provide improved information for show promoters; Adult Learning have added information on disabled access to their newsletter on courses and have introduced accredited awards for English for Speakers of Other Languages in response to requests for help with the Citizenship test; Community Regeneration have adjusted the timing of meetings and methods of communication with users, developed estate walkabouts and events to plan and commission services, strengthened links between Regeneration Forums and Local Community Planning Partnerships, identified areas for improvement in engaging with hard-to-reach audiences and analysed and fed back the results of Local Plan Community Plan Impact Assessments; Community Safety workers prepared information and made changes to their personal safety presentations to highlight scams/bogus callers, while wardens, the anti-social behaviour team and the police have undertaken focused, co-ordinated action on hotspot areas based on ideas put forward by local people; and the Children/Young People's Section have made improvements to the Midnight Football League including quicker set-up and more information, and reviewed and developed a number of services at The Corner following a period of reflection, taking stock and listening to everyone involved.

- Social Work are providing improved access to clear public information about the range of services available and improved contact arrangements at evenings and weekends; moving towards service users having at least one review a year; considering how services can help users lead a more independent life and feel part of their community; making complaints handling more efficient; and meeting service users and carers groups as part of the department's self-evaluation. A very high proportion of carers have acknowledged that services are of good quality and have helped improve the quality of life of the person they care for, while the department has received high quality gradings for its care services from the Care Commission, whose reports also include illustrations of good practice in service user involvement.
 - Support Services have made amendments to services as a result of feedback from customers using the GovMetric software which is being piloted by the Customer Services Team, while the Registrars have published an updated version of the Bereavement Guide, made this and the Civil Ceremony Brochure available online and installed a screen in their reception giving information on registration and the services available.
 - Waste Management introduced on-street containers in a number of areas to meet public demand, reviewed the types of materials collected for recycling in response to comments and suggestions, and delivered additional recycling boxes and compost/paper bins. A revised staff training programme for staff at recycling centres addresses suggestions from users about more assistance from staff and general housekeeping issues.
- 4.4 The examples above illustrate the value of seeking feedback from customers and it is recommended that departments maintain their efforts to do this and seek to identify any further key customers who should be consulted with a view to achieving service improvements.
- 4.5 Members are also asked to note that a Customer Engagement Working Group has been established to review how the Council engages with its customers, to ensure that we have a clear understanding of their needs and expectations when using our services, and will bring forward specific proposals later this year.

5. **POLICY IMPLICATIONS**

This report has been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management.

The key issue is that equalities should be taken into account in the planning, delivery and monitoring of all services, so customer satisfaction research should aim to capture the views of groups covered by the Council's equality and diversity strategy. Where possible, research should also aim to capture the views of people who do not currently use services, as well as those who do.

6. **CONSULTATIONS**

The Chief Executive, Depute Chief Executive (Support Services), Director of Finance and chief officers of the departments mentioned in this report have been consulted.

Chris Ward
Assistant Chief Executive

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19/04/2011

**ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING
TO CUSTOMERS AND USERS****DEPARTMENTAL RETURN FROM CITY DEVELOPMENT**

Please give the key results from the most recent customer satisfaction research carried out by your department

Parent and Pupil Home to School Transport satisfaction survey.

Conducted in August 2010.

139 responses (31.4% return).

Overall Satisfaction with provision of school transport - Average Score 9.1 / 10

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

Results collated in January 2011

'League Table' created and shared with operators.

Operators who scored significantly below the average will be asked to consider ways that they can improve their service delivery.

Consideration to be given to greater use of taxi operators and less use of bus operators.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

DEPARTMENTAL RETURN FROM CONTRACT SERVICES

Please give the key results from the most recent customer satisfaction research carried out by your department

An analysis of the level of abortive calls made by Contract Services' gas engineers revealed that the approach to carrying out essential gas safety checks did not meet tenants' requirements with regard to access arrangements in a large number of cases.

May '09 -	48.0%,
Jun. '09 -	46.0%
Jul. '09 -	44.0%
Aug. '09 -	42.0%
Sep. '09 -	40.0%
Oct. '09 -	37.0%
Nov. '09 -	36.5%
Dec. '09 -	36.5%
Jan. '10 -	35.0%
Feb. '10 -	35.0%
Mar. '10 -	31.0%
Apr. '10 -	28.0%
May '10 -	28.5%
Jun. '10 -	25.9%
Jul. '10 -	24.7%
Aug. '10 -	25.1%
Sep. '10 -	24.8%
Oct. '10 -	24.0%
Nov. '10 -	22.8%
Dec. '10 -	21.6%

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

With the willingness and co-operation of the Department's gas engineers, firstly a system of flexible working and now a shift-based system of working has been introduced. This extends the working day to 6:30pm and provides the opportunity to make appointments at times more suitable for tenants. This has not only reduced the number and cost of abortive calls but also improved the level of service to tenants.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

DEPARTMENTAL RETURN FROM EDUCATION

Please give the key results from the most recent customer satisfaction research carried out by your department

Report No 279-2010 provided information on the results of a survey on the proposal to amend the scheme of school holidays. A change to October holidays was recommended.

Parent Survey 2010 : My child enjoys being at school - Primary 95%, Secondary 92%

Pupil Survey 2010: I enjoy being at school - Primary 92%, Secondary 78%

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

- Parents had expressed a concern that school holidays were not planned far enough in advance. School holidays have been, and will continue to be, agreed for the next two years in advance
- Parents were anxious about changes that would be brought about with the introduction of Curriculum for Excellence. A series of meetings were held to give parents/carers more information and the opportunity to ask questions to find out how Curriculum for Excellence is being implemented across Dundee schools. Eighteen have been conducted over two years and have proved to be informative and well received
- Parents were dissatisfied with the language, terminology and layout of reports for pupils. A consultation group was formed consisting of parents, Senior Management and Education Managers to look at the reporting system and how it could be changed. Changes were agreed and are now being implemented
- The Parental Involvement Officer conducted a consultation with parents regarding the Parental Response Section of the school reports. The changes are now being implemented.
- The Parental Involvement Officer and the Education Advice, Conciliation and Information Officer liaise to identify any areas of concern from parents and carers. This information is fed back to the Education Manager and Quality Improvement Officer in an effort to improve services provided
- Complaints were received from the public regarding litter around a primary and secondary school. The primary school are now aiming to achieve a Green Flag Eco Award. The secondary school have been working with the Environmental Compliance Officer and the local community to try and tackle this problem, with positive results

**ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING
TO CUSTOMERS AND USERS**

**DEPARTMENTAL RETURN FROM ENVIRONMENTAL HEALTH AND TRADING
STANDARDS (Public Health)**

Please give the key results from the most recent customer satisfaction research carried out by your department

Customer Satisfaction Survey with Public Health Service - key results

Aspect of Service	Very satisfied	Fairly satisfied	Neither satisfied or dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/not applicable
Final outcome of your enquiry	67		17			17
EHTS did what they said they would	100					
Time taken to speak to someone about your enquiry	100					
Being able to deal directly with someone who could help	100					
Someone who took responsibility for your enquiry	92			8		
Being given information that was easy to understand	100					
Being given all the information you needed	83		17			
Being given accurate information	92		8			
Being kept up to date with progress	75		8	17		
How well the staff did their jobs	83			8		8
Being treated fairly	83			8		8
How was your privacy protected	50		8			42
How reliable EHTS was	83		8			8
How polite staff were	83		8		8	
How friendly staff were	83		8	8		
Having as much contact with staff as you needed	75		17			8
How sensitive staff were to your needs	75		8			17
Time taken to deal with the enquiry from start to finish	67		8			25
Overall service that you received	75			8		17

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

**ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING
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**DEPARTMENTAL RETURN FROM ENVIRONMENTAL HEALTH AND TRADING
STANDARDS (Trading Standards)**

Please give the key results from the most recent customer satisfaction research carried out by your department

Trading Standards customer satisfaction data is collected continuously through the Trusted Trader online service which is publicly available on the Trusted Trader website. Results for the 11 months to the end December 2010 [51 responses received] were:

Satisfaction with:

Provision of information and advice - 94%

Polite, friendly etc staff - 96%

Responsive to customer needs - 97%

Satisfaction with outcome of contact - 96%

Overall rating of service - 96%

In addition Trading Standards customers' views of compliance with service standards were:

We responded promptly to initial contact - 100%

Employee gave their name - 98%

We were fair - 100%

We kept the customer advised of progress - 97%

We did what we said we would - 100%

We referred the customer to other sources of advice where necessary - 86%

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

Trading Standards use this data to focus on areas where customers perceive we are performing badly, and continuously measure the results of any service improvements.

Trading Standards have previously (2008/09) asked customers of their priorities for the service, and adjusted work streams accordingly, for example giving a priority to giving advice and assistance to consumers.

**ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING
TO CUSTOMERS AND USERS****DEPARTMENTAL RETURN FROM FINANCE DEPARTMENT**

Please give the key results from the most recent customer satisfaction research carried out by your department

Revenues Visiting Section:

100% - Satisfied/Very satisfied that they had been dealt with in a courteous and professional manner,

99.2% - Satisfied/Very satisfied with the information the visiting officer had given them,

99.6% - Satisfied/Very satisfied that the visiting officer answered all questions fully,

99.6% - Satisfied/Very satisfied that they were treated fairly and without discrimination during the visit.

No other specific surveys have been carried out as the Revenues Division is currently taking part in the pilot using the GovMetric software for customer comments/suggestions. To date the comments have been few, with no comments made on possible ways to improve the service.

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

The main feedback from customers with regard to the Visiting Section was for customers to be given prior notice of a visit and a time given for said visit. A pilot was undertaken to notify customers of future visits but proved difficult to achieve and was not cost effective, due to the difficulty in obtaining telephone numbers for customers. Also when customers were contacted, a large percentage declined the visit .

The issue of home visits to customers is currently subject to review under the Corporate Improvement Programme.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

DEPARTMENTAL RETURN FROM HOUSING

Please give the key results from the most recent customer satisfaction research carried out by your department

Housing List - 84% satisfied (Target 84%)
 Help with neighbour problems - 81% satisfied (Target 83%)
 Capital contracts - 96% satisfied (Target 87%)
 Sheltered Warden Service - 90% satisfied (Target n/a)
 Repairs - 100% satisfied (Target 100%)
 Advice with rent payment difficulties - 93% satisfied (Target 92%)
 Rehoused - 94% satisfied (Target 96%)
 Private Sector Service Unit (Grants) - 94% satisfied (Target 99%)
 Care and Repair Service - 98% satisfied (Target 99%)
 Homeless Decisions - 97% satisfied (Target 97%)
 Homeless Temporary Accommodation - 92% satisfied (Target 96%)
 Housing Support - 100% satisfied (Target 100%)

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

Rehoused Survey - As a result of some tenants saying that they had not received information and advice about their new tenancy, checklists for viewings have been reviewed and completion of these is checked by sampling by the team leader.

Homeless Temporary Accommodation Survey - As a result of some dissatisfaction with cleanliness in some temporary homeless accommodation, cleaning procedures and quality control of contractors has been reviewed.

Capital Contracts Survey - Contractors are issuing satisfaction questionnaires immediately after work in the house has been finished. Subsequently 2 focus groups have been held in 2010 and results have been discussed at client cluster meetings. Examples of improvements implemented are display portacabins showing residents the works which are intended to be carried out, and a streamlined process for issuing cheques for compensation/decoration.

All Tenant Survey - a general survey has been issued in 2011 which is based on the Status Survey recommended by the National Housing Federation and Scottish Housing Best Value Network. This survey will allow benchmarking with other landlords on satisfaction. Initial results are expected in May 2011

**ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING
TO CUSTOMERS AND USERS****LEISURE AND COMMUNITIES DEPARTMENT RETURN****SECTION: LIBRARY AND INFORMATION SERVICES****Please give the key results from the most recent customer satisfaction research carried out by your department**

A customer consultation exercise carried out in February 2010 indicated that there was substantial interest in the introduction of a downloadable e-book and e-audio book service. Consultation was carried out at all library locations, as well as through the medium of the 'all staff notices' and the library's Facebook page.

Customer satisfaction questionnaires distributed on an ongoing basis at author events in libraries indicated that many people wished to be kept informed of future events by means of email.

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

A downloadable e-book and e-audio book service was introduced at the beginning of August 2010.

An email database has been compiled to facilitate communication with customers who may wish to attend author events in libraries.

**ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING
TO CUSTOMERS AND USERS****LEISURE AND COMMUNITIES DEPARTMENT RETURN
SECTION: CENTRES AND PROJECTS****Please give the key results from the most recent customer satisfaction research carried out by your department**

Centres and Projects have undertaken more specific targeting of advertising including more use of Community Noticeboards, and have also responded to feedback on the range and timing of activities and the layout and decor of facilities.

Marketing strategies are being developed and implemented within all community centres. Community Noticeboards where operational are being used to advertise both cultural events and programme opportunities. Community Centre programmes have been adjusted to meet the needs of participants. There was major customer satisfaction research evidenced within 'Community Centres Consult 2008'. 800 people took part in 1to1 questionnaires, which also led to some follow up focus groups. Results are available on the intranet but highlights include: Experience of centre was 81% very good or excellent, 14% satisfactory and only 1% below average. There were changes in how people found out about their services since Community Centres Consult 2005.

Community Centres Consult 2010/11 is currently nearing completion with January 2011 being the consultation period. This survey will be available in both the Community Centres and for the first time online via the Council's website.

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

Centre Managers have been more specific in planning how they advertise. Community notice boards are being used more frequently and more people and other organisations are getting information from various websites such as DCC, Skills Development Scotland and Gum tree for one off events. Some Centres have developed PowerPoint and other electronic displays at Centre Receptions.

More localised customer surveys have taken place in centres and the feedback from these are acted upon appropriately. This includes the diversity of provision on offer and the accessibility of the programme. Some feedback has also been used to help Centres and the Local Management Groups decide on certain aspects of layout and decor within these facilities.

**ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING
TO CUSTOMERS AND USERS**

**LEISURE AND COMMUNITIES DEPARTMENT RETURN
SECTION: CULTURAL SERVICES - ARTS AND HERITAGE**

Please give the key results from the most recent customer satisfaction research carried out by your department

Surveys commissioned from Visit Scotland.

BROUGHTY CASTLE 2009

84% gave the Displays a rating of 4 or 5 out of 5 (88.5 %^{**})
 79% gave the Interactives a rating of 4 or 5 out of 5 (62.5 %^{**})
 68% gave the range of goods on sale at the shop a rating of 4 or 5 out of 5 (58.5 %^{**})
 47% thought that the goods were value for money (53.5 %^{**})
 37% gave the Refreshment Area a rating of 4 or 5 out of 5 (49.5 %^{**})
 79% gave the Staff a rating of 4 or 5 out of 5 (78 %^{**})
 90% expressed their overall visit as being either very good or excellent (89.5 %^{**})
 ** denotes 2008 figure

MILLS OBSERVATORY 2009

78% gave the Displays a rating of 4 or 5 out of 5 (87.5 %^{**})
 82% gave the Telescope a rating of 4 or 5 out of 5 (90 %^{**})
 69% gave the range of goods on sale at the shop a rating or 4 or 5 out of 5 (80 %^{**})
 68% thought the goods were either very good or excellent value for money (70 %^{**})
 87% gave the Staff a rating of 4 or more out of 5 (87.5 %^{**})
 87% gave their overall visit a rating of 4 or 5 out of 5 (92.5 %^{**})
 ** denotes 2008 figure

THE MCMANUS : DUNDEE'S ART GALLERY AND MUSEUM - Routine customer satisfaction surveying has resumed following reopening in February 2010. End of year satisfaction ratings are not yet available nor are comparisons with the previous year, due to the redevelopment. However, the Museum's popularity has been demonstrated by the exceptionally high visitor figures and very positive customer comments. The number of awards won since reopening also indicates that the service has been recognised as of high quality.

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

MILLS OBSERVATORY - Significant repair and refurbishment of the main telescope has been undertaken. This, together with modest improvements to the displays and retail area has been aimed at addressing the trend towards reduced customer satisfaction levels recently recorded.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

LEISURE AND COMMUNITIES DEPARTMENT RETURN SECTION: SPORTS DEVELOPMENT

Please give the key results from the most recent customer satisfaction research carried out by your department.

Surveys commissioned from Visit Scotland.

Based on the Customer Feedback Process Summer 2010
229 returns

99% of returns rated the Quality of Activity as excellent or good
98% of returns rated the Enjoyment of Activity as excellent or good
99% of returns rated the Content of Activity as excellent or good
98% of returns rated the Suitability of Time as excellent or good
100% of returns rated the Value for Money as excellent or good
100% of returns rated the Helpfulness of Coaching Staff as excellent or good
98% of returns rated the Coaches interaction with children as excellent or good

	Yes	No	No comment
	%	%	%
Would you like this activity to continue	95	0	5
Would you recommend this class to others	94	0	6
Would you like to be sent information on further activities your child can attend	93	2	5

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

The Sports Development Section has introduced even more localised classes within communities to allow for easier access to provision for children straight from school. Participation numbers in the community have increased as a result.

For fully subscribed programmes, the Section has been introducing additional coaches to our programmes to prevent, where possible, the creation of waiting lists. This has allowed more children to participate in their chosen activity immediately.

Inclement weather can have a disrupting effect on outdoor activities during the summer. To ensure that as many participants as possible don't suffer disappointment due to cancellations, the Section has introduced a new process where as many participants as possible will be offered a place within other classes as close to their area as possible.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

LEISURE AND COMMUNITIES DEPARTMENT RETURN SECTION: PARKS OPERATIONS

Please give the key results from the most recent customer satisfaction research carried out by your department

Football and Hockey - Annual liaison meeting with clubs and association representatives to obtain views and issues.

Cycling - Regular meetings with the Discovery Cycling Club.

Cemeteries - Liaison meetings with Baby Bereavement Services, Monumental Masons and Undertakers.

Allotments - Monthly meetings with Allotment Associations.

Wildlife Centre - Annual and core event questionnaire used to develop services and set priorities.

Golf Courses - Monthly liaison meeting and cross departmental/corporate managers group meetings. Questionnaires every 2 years for all golf users, which feeds into the development of the service.

Friends of Groups - Baxter Park, Barnhill Rock Garden, Caird Park, Balgay Park, Templeton Woods, Camperdown House, Dudhope Park, Western Cemetery, Magdalen Green all have regular meetings.

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

Football and Hockey - Improved and increased pitch inspection rates in response to user complaints for Hockey. Amended fixed Friday inspection for Football Pitches and allowed referees to make on site decisions about playability.

Cycling - In reaction to complaints from users, a bid for Sports Lottery grant to upgrade the cycle track in Caird Park has been submitted.

Cemeteries - Introduced amended press procedures to protect all families' identities at the baby burial area.

Allotments - Agreed and implemented monitoring procedures with the Allotment Associations for the identification of unused or abandoned allotments to reduce the time taken to reallocate plots.

Wildlife Centre - Development of a cafe at the Wildlife Centre as a direct result of feedback from the questionnaires. CCTV Fitted to Otter enclosure after complaints of not seeing the animals.

Golf Courses - 3rd Fairway (Camperdown) and the 9th Fairway (Caird) drainage improvements undertaken in response to user feedback.

**ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING
TO CUSTOMERS AND USERS**

**LEISURE AND COMMUNITIES DEPARTMENT RETURN
SECTION: CULTURAL SERVICES - CAIRD HALL**

Please give the key results from the most recent customer satisfaction research carried out by your department

Dundee City Box Office customer survey identified that the current box office system does not meet the needs of the ticket buying public as not all shows can be made available online and it is not possible to choose your seat. The current system also does not produce the financial reports/emails required by promoters of events.

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

We are currently finalising arrangements for the installation of a new box office system which will allow all shows to be available for purchase online and for customers to be able to choose their seat. This system also provides the necessary financial reports/emails for promoters of events.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

LEISURE AND COMMUNITIES DEPARTMENT RETURN SECTION: ADULT LEARNING

Please give the key results from the most recent customer satisfaction research carried out by your department

Evaluation of newsletter carried out, very positive feedback by both learners and agencies as a means of getting information on courses in the community. This is becoming a key referral source for external agencies. "The varied programmes on offer are a real asset in our work on social inclusion and community integration."

In learner feedback surveys, 82% of learners reported participation in learning had assisted them to become more confident.

Learner feedback focus groups have been held in Literacies and CBAL . 100% positive feedback

- All learners described their learning experience as positive, detailing the progress being made, and were able to clearly articulate how this was impacting on their lives.
- Positive impact on confidence was highlighted again by almost everyone saying that they felt their literacy learning was having a remarkable effect on them as an individual. People gave examples of where they had then gone on to join other groups as a result of this and one person highlighted that they, for the first time in their life, had gone for a job interview.
- Crèche was highlighted as an essential support for people attending literacies provision.

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

Have added a Key to the newsletter to highlight where there is disabled access

Introduced accredited awards for ESOL (English for Speakers of Other Languages) in response to requests for help with the Citizenship test.

**ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING
TO CUSTOMERS AND USERS**

**LEISURE AND COMMUNITIES DEPARTMENT RETURN
SECTION: COMMUNITY REGENERATION**

Please give the key results from the most recent customer satisfaction research carried out by your department

The Community Regeneration Section is in continuous engagement with people through their involvement in Community Planning Partnerships, Regeneration Forums and other mechanisms for community involvement in regeneration. We continually review and revise our methodologies to best reflect the needs of our service users and partners. This is best demonstrated in our adherence to the Standards for Community Engagement which determine that every element of engagement is subject to continuous improvement. It is normal practice to get feedback from participants at events, from involvement with communities and when monitoring the delivery of projects/programmes. Some recent examples of activities undertaken by the Unit include:-

Review of Community Engagement Plans October-December 2009 with Partner and Community Stakeholders - led to production of revised plans Spring 2010.

Self Evaluation using HGIOCLD tool to inform practice Improvement Plans (annual review).

Local Community Plan Impact Assessments, August-October 2009. Findings available on request. A total of 362 members of the public contributed to the process.

LCPP Annual Monitoring - 1st April 2009-31st March 2010.

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

Feedback from Community Engagement reviews allowed staff to adjust timing of meetings, preferred methods of communication with users and identified areas where additional improvements were required such as written formats and administration.

There has been a shift in the way that we work with Community Regeneration Forums as demands for more pro-active involvement in project development are made. Activities such as estate walkabouts and events to plan and commission services become more commonplace. Concerted efforts have been made to strengthen working links between Regeneration Forums and Local Community Planning Partnerships.

HGIOCLD Self Evaluation identified areas for improvement with regard to engaging with hard-to-reach audiences and signalled the need to create new and additional engagement opportunities.

Feedback from LCP Impact Assessments have been analysed and routed back through Local Community Planning Partnerships and then to Service Providers.

LCPP Annual Reviews have been helpful in suggesting ways in which partnership working can be made more effective.

**ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING
TO CUSTOMERS AND USERS****LEISURE AND COMMUNITIES DEPARTMENT RETURN
SECTION: COMMUNITY SAFETY****Please give the key results from the most recent customer satisfaction research carried out by your department**

Most recent research carried out by Community Safety Workers as part of the Community Safety Partnership's response to the issue of SCAMS/Bogus Callers:

- 50% of respondents had experienced some type of scam.
- 30% were receiving large amounts of SCAM mail every week.
- 7% had sent money to claim a prize.
- 80% asked for more information on how to stop SCAMS/bogus callers with suggestions including leaflets, emails and community events.

5 Surveys have been undertaken by Community Safety Wardens jointly with the Antisocial Behaviour Team and the Police in antisocial behaviour hotspot areas. These have identified key issues affecting local people and indicated potential solutions proposed by local people. In addition, local people have given information relating to those involved in antisocial behaviour.

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

Community Safety Workers made changes to their personal safety presentations to highlight SCAMS/bogus callers and, with partners, held a community event on SCAMS/bogus callers. In addition focussed materials were developed and information packs prepared. A role play on door stop callers is to be resurrected and taken out to communities/sheltered housing lounges. The Antisocial Behaviour advice line will now include advice on SCAMS/bogus callers.

Community Safety Wardens, Antisocial Behaviour Team and Police have undertaken very focussed, joint co-ordinated action plans targeting the hotspot areas incorporating many of the ideas put forward by local people. Appropriate follow up and action is being taken in relation to intelligence on those involved in antisocial behaviour. Follow up surveys were undertaken several weeks later to determine if people had noticed a positive difference in their areas with encouraging results.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

LEISURE AND COMMUNITIES DEPARTMENT RETURN SECTION: CHILDREN/YOUNG PEOPLE

Please give the key results from the most recent customer satisfaction research carried out by your department

XPLORE - Xplore carry out exit surveys with each young person who has engaged with their service to gauge their satisfaction with the service and if they feel they have had an impact.

So far this year (2010/11) they have had 65 respondents covering 4 areas of improvement:

Health: None or Worse 0%, Slight improvement 13.3%, Quite a bit of improvement 17.7%, Good improvement 52%, Big improvement 17%

Learning: None or Worse 0%, Slight Improvement 7%, Quite an Improvement 26%, Good Improvement 50%, Big Improvement 17%

Behaviour: None or Worse 2.3%, Slight Improvement 9.3%, Quite a bit of Improvement 19.4%, Good Improvement 38%, Big Improvement 31%

Employability: None or Worse 4.3%, Slight Improvement 14.3%, Quite a bit of Improvement 16%, Good Improvement 28.6%, Big Improvement 36.6%

THE CORNER - During 2009/2010 there was a steady flow of young people using drop-in services with a five per cent rise in young people who attend school. This has been a direct result from outreach work within schools with The Corner's target age group.

Health Outreach contacts rose from 3533 to 5674 – a direct result of implementing Corner Outreach strategy in order to meet young people in their own areas.

The Corner carries out regular customer satisfaction surveys, including:

- Survey Monkey – young people are asked daily for comments and suggestions
- Backchat forms – available in Drop-in for young people to let us know their views
- Peer Review Group – group of young people involved to undertake peer-led interviews to identify areas where actions were required to improve Corner services.

Consultation with Young People

- Youth Talking Health – 100 young Corner users were involved in this consultation to look at young people's experiences, comments, focussed on Sexual and Mental Health.
- Developing Young People's Sexual Health Services at Ninewells – The Corner supported this consultation by making questionnaires available in the Drop-in. This led to increasing access for young people to their Sexual and Reproductive Health Services by offering an after school clinic.

COMMUNITY BASED YOUTH WORK Evaluations are carried out with each group or activity within the local Youth Work programme. Periodically an overall evaluation is carried out reflecting on the programme as a whole. An example of a programme evaluation is the recent survey of participants involved with the Midnight League at Dawson Park. 28 young people took part in the survey.

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

XPLORE - No changes as a direct result of this survey but the findings were used as part of an overall Best Value Review.

THE CORNER - It was agreed at the beginning of 2009 that it would be a year used to reflect, take stock and listen to everyone involved at The Corner. Taking time to review and develop the service has meant working closely with partners and joint initiatives to strengthen work with educational partners and recruiting new volunteers. Health Campaigns are now focussed on local trends, and each run over a two-month period.

At a time when services are under pressure, the importance of consulting and involving young people alongside the need to support them to use local services have never been greater.

- Refurbishment: in order to make changes to Corner Drop-in, e.g. Individual Support space.
- Review: The Corner team and management group reviewed target age groups, Drop-in opening times, Outreach work. This increased capacity with relevant staff skill mix at targeted hours over six days' opening to reduce waiting times.
- Corner Mini Mag : a magazine designed with young people which gives brief information that describes The Corner and what young people can expect.
- Individual Support: Good Practice Guidelines completed.
- School-based Work: The Corner has been leading more strategic input with secondary schools in Dundee, delivering a series of Sexual Health and Relationship sessions to all first to fourth year pupils.
- Health Outreach: more time has been spent building relationships through Outreach work with young people who may be in need of services via the city centre Drop-in.

COMMUNITY BASED YOUTH WORK, MIDNIGHT FOOTBALL LEAGUE - At the end of the questionnaire, we asked the 28 young people who took part in the evaluation whether or not they would like to see any changes to the Project, and for suggestions about how the Project could be improved. Five people suggested a quicker set-up and the Project Team has taken on board the feedback from young people and used it to improve the way the Project runs by trying to set up quicker so that games can start sooner. The Project is also providing the information requested by participants and looking into getting more time so the Project can run for longer.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

DEPARTMENTAL RETURN FROM SOCIAL WORK

The Social Work Department was awarded high quality gradings by the Care Commission for its registered care services in the year ending 31 March 2010. The 'Quality of Care and Support' was the highest graded theme overall, and the Care Commission included illustrations of good practice of service user involvement.

- *"An action plan for the skills centre had been written based upon these consultations including service users' and carers' ideas for improvements. Service users are routinely involved in interviewing and selecting staff"*
- *"Residents and relatives were separately asked for their views on the quality of service. The service acted on comments it received"*

In another report in 2010, the Care Commission highlighted the fact that there was *"very good evidence that service users and carers participate in assessing and improving the quality of care and support provided by the service"*.

The Department is committed to exploring different approaches necessary to achieve continuous improvement in this area.

In terms of specific surveys, a survey of carers in 2010 found that a very high proportion acknowledged that the Social Work services have helped improve the quality of life of the person they care for, that the services are reliable and that these services are of a good quality.

A recent survey of adult service users showed that perceptions of Social Work services are generally high, with at least 75% agreement overall with three out of every four statements. Overall satisfaction was 88%.

Statements which elicited particularly positive feedback (ie over 80% strongly agree and agree responses) were:

- 'I received a good response when I was first in contact with the Social Work Department' (90%)
- 'I get a helpful response when I contact the Social Work Department during the day' (85%)
- 'I was fully involved in deciding what Social Work services I should receive' (81%)
- 'My Social Worker/Care Manager responds quickly when there is an important change in my situation' (82%)
- 'I can rely on the Social Work services I receive' (88%)
- 'The Social Work services I receive are of a good quality' (88%)
- 'I am treated with dignity and respect when receiving Social Work services' (94%)
- 'I can use the language of my choice when I communicate with the Social Work Department' (85%)
- 'I can choose the way I contact the Social Work Department' (87%)
- 'I feel confident that in the case of a future complaint this would be dealt with to my satisfaction' (82%)

Compared to the last survey in 2007, there was a fall in the proportion of respondents who agreed: 'I find it easy to get clear information about the range of Social Work services that might help me'. Overall agreement with this statement fell from 73% in 2007 to 68%. Once services are in place respondents agreed they get a helpful response when they contact the Department

during the day: up to 85% from 82% in 2007. This is however not so during the evening and at weekends: down from 68% to 60%.

Positive comments made by many of the respondents suggest that Social Work services are resulting in very positive outcomes for the majority of service users. One statement which elicited particularly positive feedback is: 'Social Work services have helped me to feel safer' (up from 76% to 80%). The least positive response was in relation to how Social Work services help service users to feel a part of their community: 58% of respondents agreed with this statement, down from 72% in 2007.

73% of respondents either agreed or strongly agreed that there is a good range of Social Work services available. 79% agreed they received the help they needed at the time when it was most needed, although this is down 3% from the 2007 survey.

75% of respondents (up 7%) agreed: 'Those involved in my care understand important matters about my racial and cultural background'.

68% of respondents agreed to having seen the written assessment of their needs carried out (no change from 2007) and 78% (up 2%) agreed they have a clear care plan that describes the services they receive. There was however a decline in the proportion of respondents agreeing that: 'At least once a year there is a review meeting to discuss the services I receive' (down from 77% in 2007 to 65%). 69% of respondents (up 4%) agreed they can make choices about the services they receive.

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

1. Improved access to clear public information about the range of Social Work services available.
2. Improved contact arrangements out-of-hours, ie during evenings and at weekends.
3. Move towards service users having least one review a year to discuss the services they receive.
4. Consideration to be given to how services can further help service users to lead a more independent life and feel a part of their community.
5. Complaints handling to be made more efficient by the introduction of an electronic system.
6. Meet with service users and carers groups as part of the Social Work Department self evaluation process to gain their view of our improvement plan.

**ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING
TO CUSTOMERS AND USERS**

DEPARTMENTAL RETURN FROM SUPPORT SERVICES (Customer Services)

Please give the key results from the most recent customer satisfaction research carried out by your department

A pilot is currently underway using GovMetric software to establish how customers see the Council's service delivery.

This pilot is currently in place in Customer Services, Finance Revenues and pages on the Council website.

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

Amendments to website pages have been made as a result of feedback from customers, for example to make contact information more prominent and to clarify processes for making online payments

**ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING
TO CUSTOMERS AND USERS****DEPARTMENTAL RETURN FROM SUPPORT SERVICES (Registrars)**

Please give the key results from the most recent customer satisfaction research carried out by your department

The customer satisfaction research conducted by the Registrars Section measures staff performance and also the perceived quality of services and products. It also invites comments to help improve service delivery.

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers

Following comments by the public, the following were introduced by the City Registrar during 2010:

An updated version of the Dundee City Council Bereavement Guide has been published, incorporating the assistance available from all Council departments following a bereavement.

The new Bereavement Guide and the Civil Ceremony Brochure have been made available to download on-line.

A message of congratulations from the Registrars staff is now posted out with each marriage certificate.

A plasma screen TV has been installed in the general office giving information about registration and the services available from Dundee Registrars.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

DEPARTMENTAL RETURN FROM WASTE MANAGEMENT

Please give the key results from the most recent customer satisfaction research carried out by your department

In July 2010, the Waste Management Department commissioned a door to door survey amongst householders to probe attitudes, levels of awareness and satisfaction rates with the waste management service. The views of 456 respondents across the city were gathered and, overall, residents were extremely satisfied with the service. Key results are tabled below:

Summary of satisfaction ratings

Service Provided	Number Surveyed	Percentage 'excellent' / 'good'	Percentage 'excellent'
Refuse Collection	456	79%	35%
Kerbside Recycling	346	89%	32%
NRPs	49	78%	27%
Recycling Centres	193	77%	35%
Recycling Points	98	73%	34%
Waste Management Team Services	113	78%	37%
Street Cleaning	456	77%	25%

Please give examples of changes you have made to services in the past year as a result of feedback from customer satisfaction surveys or individual complaints, comments or suggestions from customers.

Changes in refuse collection service provision, with the introduction of on- street containers, were established to provide a more effective service in a range of suitable areas to meet public demand.

In response to comments and suggestions made by respondents, a review of the types of materials collected for recycling resulted in all cans and plastics being accepted. Again, to meet customer demand, additional recycle boxes, compost and paper bins were delivered.

In respect of Recycling Centres, the survey revealed high levels of satisfaction, with 84% of respondents content with the current service. Suggested improvements included more assistance from site staff and addressing general housekeeping issues, which has resulted in a revised departmental training programme for new and existing staff.

Overall, enhanced Performance and Development Reviews are being undertaken for 2011/12 to ensure the department continues to provide a high level of service delivery and improves its services on an ongoing basis.